

To everyone's surprise
hyper-casual games became a
thing around 2020.

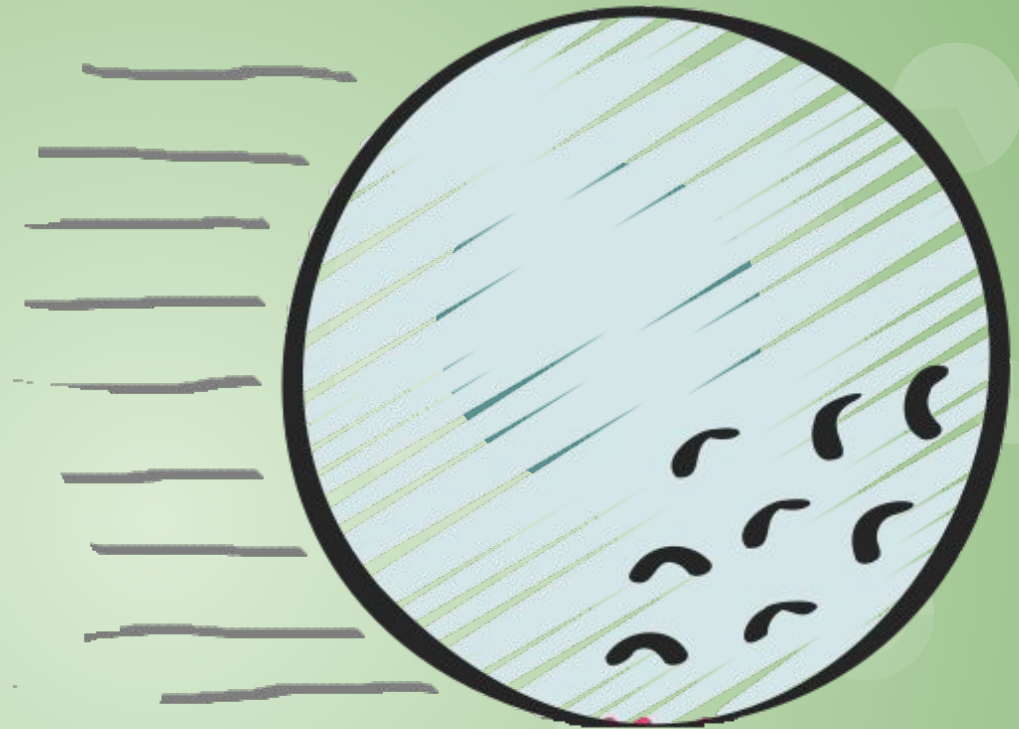
By 2022 they accounted for “29
percent of all [mobile] downloads
worldwide.”

<https://www.pocketgamer.biz/hypercasual-led-the-download-charts-in-2022-while-rpgs-dominated-consumer-spend/>

Today it's closer to 40% but
popping virtual bubble wrap gets
boring after a while.

Enter HYBRID-Casual.

The next trend in mobile gaming.



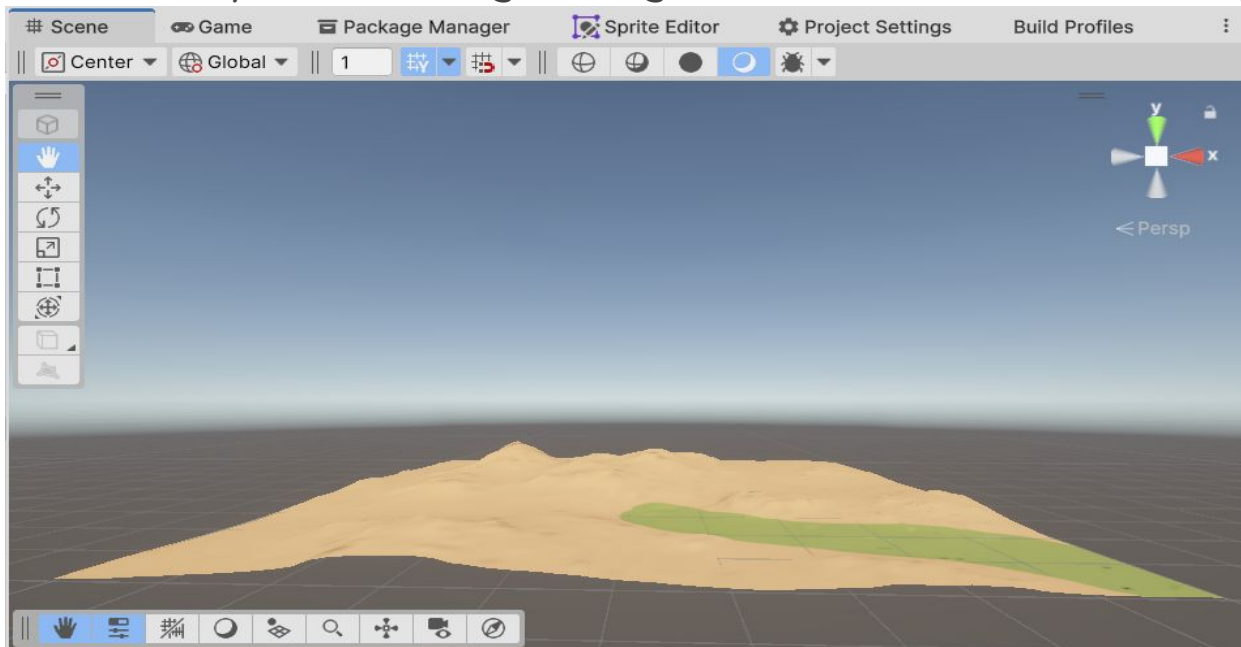
”Hybrid-casual games take the mass appeal and accessible mechanics of hyper-casual games and combine them with deeper gameplay loops and balanced economies of casual games.”

<https://unity.com/blog/the-shift-from-hyper-to-hybrid-games-and-why-it-matters-for-everyone>

About me

(I almost escaped business software in 2014 when I wrote a hyper-casual Golf App, but I gave it up because I didn't think hyper-casual would go big. So I got another "real" job.)

Let's make a hybrid-casual game right now! How about a Golf App?



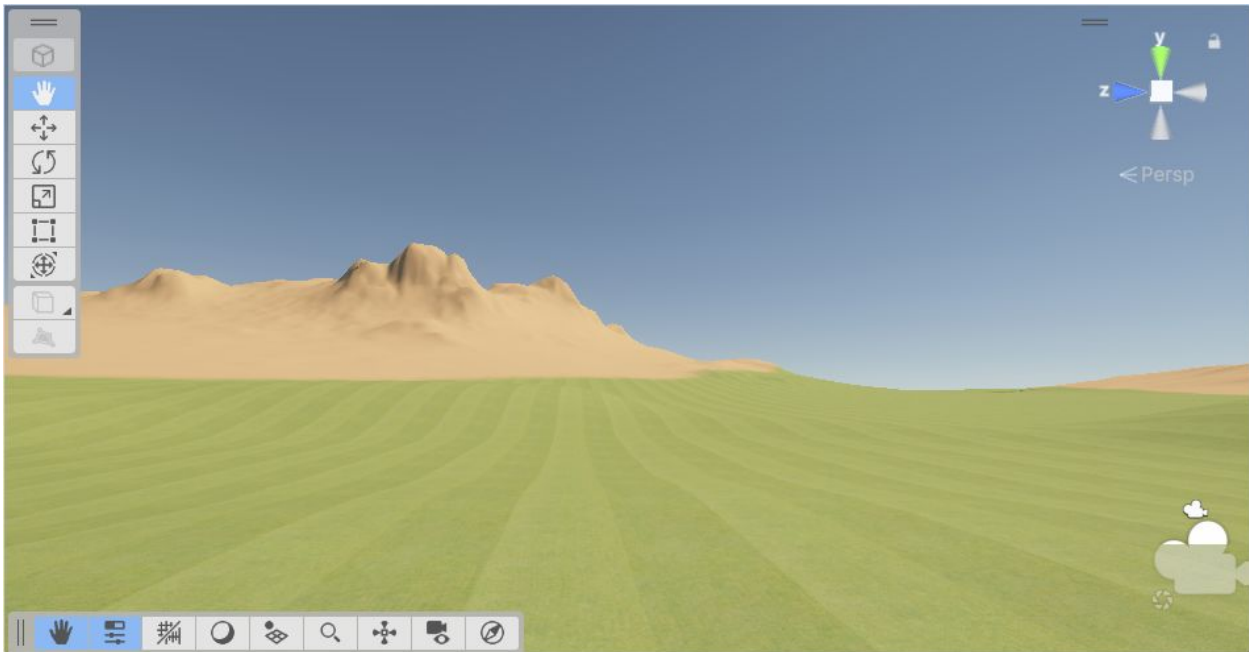
Ok. Let's add some terrain.

Let's make it a desert scene to save some time.

Not Bad For No Money

Let's go even simpler though.

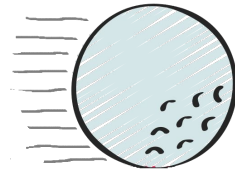
Forget the entire course, let's just do putting.



We'll need

- a green
- a cup
- a flag
- a red stick
- a basic UI

Place Red Aiming Stick Where You Want The Ball To Go
Slider: Power
Joystick(lower left) = Look Around



= Putt The Ball



(Looks good but
the game needs a
name. 🤔)



Just Putting

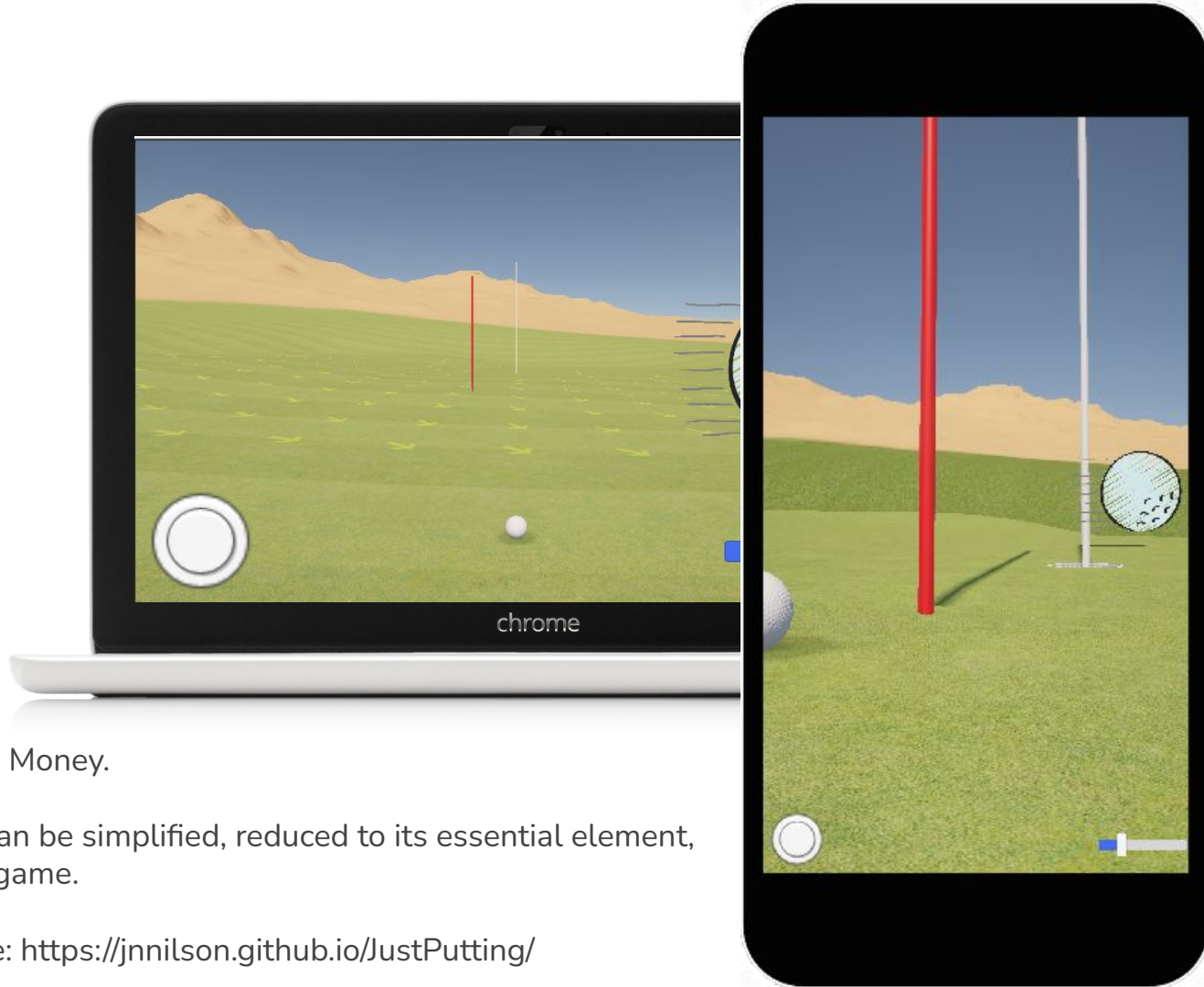
I added some arrows to show the slope of the green. The iPhone shows a close up, not bad for 5 minutes of work.

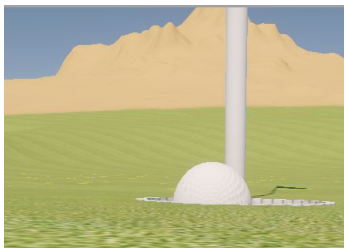
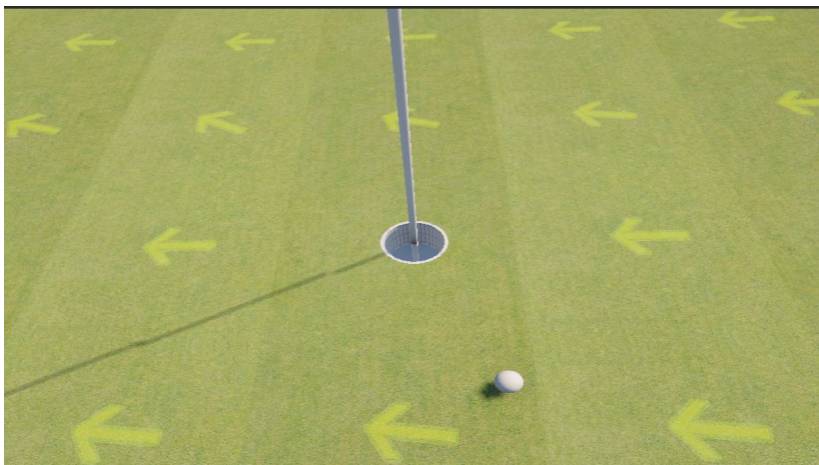
The concept is sound, people spend **billions** feeding their addiction to this one activity.

Motto: Do Less Work For More Money.

Value Proposition: Any sport can be simplified, reduced to its essential element, and sold as a HYBRID-casual game.

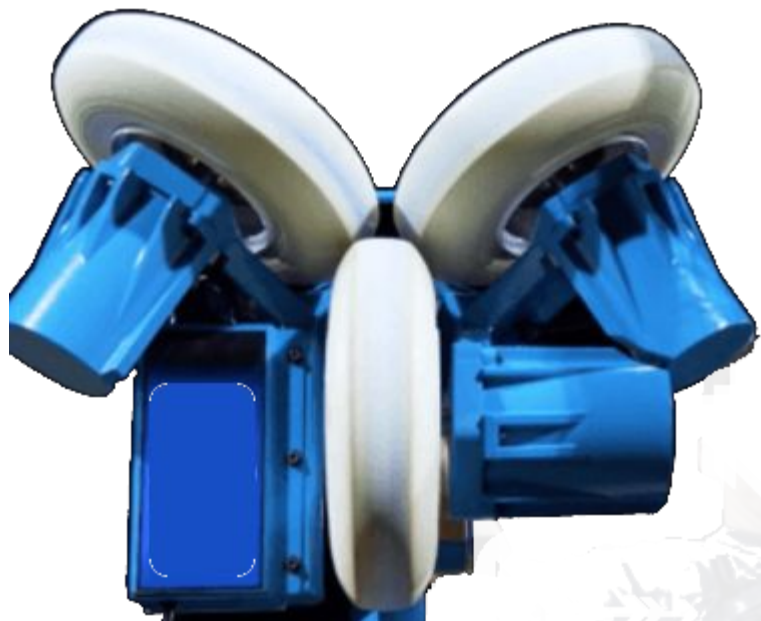
Proof of Concept playable here: <https://jnnilson.github.io/JustPutting/>





JustPutting

It actually took 3 months and it's not published yet but with a little more work it's a game that could sell ads. No app lets you just practice putting. Golf is addictive and people want Anti-Stress apps. This isn't complicated.



JustPitching?

No one has ever made a baseball game that uses a pitching machine. Why not? Because that would be too hyper-casual? Add an AI batter and it's a shippable game that can make money. Upsell the player if they want a human opponent instead of AI?

JustPitching?

- Set the dials on a pitching machine*
- Recreate any pitch in baseball*
- People spend billions watching baseballs pitched every year*
- Casual but not too casual.*
- HYBRID-Casual?*



Follow Through

Simplify Lawn Bowling, Cricket, Croquet, Bocce etc? Could be a start but they've been done before.

What's never been done before?

An in game editor to recreate any sports motion...like I gave up on in 2014 b/c it was too hyper-casual?

Has potential, could translate to any human motion, dancing, funny walks etc, it'd be like an animation studio but using real time physics.

And no one does it, could be first to market...imagine the profits!

<https://youtu.be/Uhi3R3U3Gvo>

