**ONLINE SHOP PRICING**

**table below shows 2 things:**

- the pricing of action incorporated in the game itself.

- the pricing of the online shop in USD (real currency). The players may purchase 5 different packs of chocolate coins from this store, to be used however he wants afterwards. As we don’t want to deal with individuals and only facebook, the player must purchase by using its own facebook credits.

I have erased the « saving option » as I feel it would jeopardize players’ retention and be contradictory with the quest of stars and trophies. Automatic saving everywhere is preferable.

Instead of this « saving option » I have replaced by **« unlock next level option »**. In case, the player fails in unlocking the next level and wants to progress faster in the game, then he can pay 60 chocolate stars to unlock the solo Level N+1 and duo Level N. The unlock option should be accessible 1) at the end of the level if you missed it and if technically feasible 2) in the general level screen when you press the lock of the boxes of the Level N+1.

|  |  |  |  |
| --- | --- | --- | --- |
| **Popcake Legend pricing** |  |  |  |
|  |  |  |  |
| **Action** |  | **Price choco coins** | **Localization** |
| Reshuffle 9 icons or 1 challenge | | 1 | playing screen |
| Watch board 3 seconds |  | 3 | playing screen |
| Cancel board move |  | 5 | playing screen |
| Freeze 2 icons |  | 7 | playing screen |
| Purchase 20 extra-hits + 20 seconds | | 10 | end level screen |
| Purchase 5 extra-lives |  | 30 | end level screen + level screen |
| Unlock the next level |  | 60 | end level screen + level screen (by pressing the lock) |
| Customized special edition | | 300 | main menu |
|  |  |  |  |
|  |  |  |  |
| **Online shop details (access from level screen)** | | |  |
|  |  |  |  |
|  | **Nb choco coins** | **Price in USD** |  |
| Bag of Chocolate Coins | 50 | 0,60 |  |
| Pouch of Chocolate Coins | 100 | 1,00 |  |
| Bag of Chocolate Coins | 400 | 3,00 |  |
| Box of Chocolate Coins | 1000 | 6,00 |  |
| Crate of Chocolate Coins | 2000 | 10,00 |  |

Comment:

for each end level score, in the « level leaders » box, beside the « retry » and « share » buttons, please add a third one « next level ». If the player has unlocked the level, it will lead you to Level N+1. If the player has not unlocked the level, then it will propose you to pay to unlock (please refer to « online shop pricing » section in the word document). Such a « next level » button would be more intuitive than closing the box by pressing the X on top right.

**Condition to access next level :**

The condition to access next level is to complete the 10 challenges of current level within the 60 hits and 5 (five) minutes time limit. But the player can also unlock next level by paying chocolate coins (see online shop pricing details)

**CHOCOLATE COINS DAILY CONTEST**

This is originally referred in the excel 10 levels spreadsheet, section 1.12. line 472 onwards.

The purpose is (i) to maximize player retention by incentivizing to come back every day and (ii) reward the player for his effort to log in everyday.

**It works as following:**

1) Each day a player logs in, he can win X chocolate coins if player establishes a new personal BEST SCORE on any level

2) The number X of chocolate coins depends on the number of successive days where the player logs in, as follows:

a) the player starts the game on day D. The first time ever he establishes a new best score on any level (even the first time he plays), he wins 5 chocolate coins. A message appears in an ardoise “Congratulations, this is a new best score. You win 5 chocolate coins. And tomorrow it will be 10!”, and the 5 coins are visibly credited to the player. Can only win 1 time per day.

b) On day D+1, if a new best score is achieved on any level, then he wins 10 chocolate coins. A message appears in an ardoise “Congratulations, this is a new best score. You win 10 chocolate coins. And tomorrow it will be 15!”, and the 10 coins are visibly credited to the player. Can only win 1 time per day.

c) On day D+2, if a new best score is achieved on any level, then he wins 15 chocolate coins. A message appears in an ardoise “Congratulations, this is a new best score. You win 15 chocolate coins. And tomorrow it will be 20!”, and the 15 coins are visibly credited to the player. Can only win 1 time per day.

d) On day D+3, if a new best score is achieved on any level, then he wins 20 chocolate coins. A message appears in an ardoise “Congratulations, this is a new best score. You win 20 chocolate coins. And tomorrow it will be 25!”, and the 20 coins are visibly credited to the player. Can only win 1 time per day.

e) On day D+4, if a new best score is achieved on any level, then he wins 25 chocolate coins. A message appears in an ardoise “Congratulations, this is a new best score. You win 25 chocolate coins. And tomorrow it will be 25!”, and the 20 coins are visibly credited to the player. Can only win 1 time per day.

3) If the player does not log in a specific day, then the system restarts at day D

4) At D+5, the system restarts at day D

**As such the maximum number of coins a player can win in 5 consecutive days is 5+10+15+20+25 = 75 chocolate coins.**