



DECONSTRUCTION - ROYAL KINGDOM

(Match-3 Casual Game)

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Onboarding & FTUE

ROYAL KINGDOM DELIVERS A FAST, FRICTIONLESS ONBOARDING EXPERIENCE. THE APP LOADS IN ~5 SECONDS, AND MATCH-TO-MATCH LOADING STAYS UNDER 5 SECONDS, WHICH HELPS MAINTAIN MOMENTUM DURING EARLY PLAY.

THE FTUE IS SPREAD ACROSS 3–4 LEVELS (APPROXIMATELY 5–6 MINUTES). CORE MECHANICS ARE INTRODUCED IMMEDIATELY, AND THE FIRST OBSTACLE APPEARS BY LEVEL 4. EARLY REWARDS—COINS, POTIONS AT LEVEL 1, AND A BOOSTER AT LEVEL 5—REINFORCE LEARNING AND CREATE EARLY MOTIVATION.

Onboarding & FTUE

DIFFICULTY REMAINS INTENTIONALLY LOW UNTIL THE FIRST HARD LEVEL AT LEVEL 24 AND THE FIRST SUPER-HARD SPIKE AT LEVEL 29. A COOLDOWN LEVEL (STORY TASK) APPEARS AT LEVEL 9, HELPING STABILIZE EARLY PACING.

OVERALL, ROYAL KINGDOM'S FTUE IS SHORT, STRUCTURED, AND OPTIMISED FOR RAPID ENGAGEMENT.

FTUE MATRIX



Onboarding & FTUE	
Loading Time	5 sec
Loading Time Btwn Matches	<5 sec
Tutorial length	3-4 levels
Tutorial length (time)	5-6 min
First Feature	obstacle in lvl 4
First Reward	coins, potions lvl 1, booster lvl 5
First Hard Level	lvl 24
First Super Hard level	lvl 29
First Cooldown Level	lvl 9
App Install Size	287 mb



Core Gameplay Analysis

Level Flow & Session Design

- **AVERAGE LEVEL DURATION: 2–3 MINUTES**
- **AVERAGE SESSION: ~20 MINUTES**
- **LEVELS PER SESSION: 7–8**

THIS ALIGNS WELL WITH CASUAL PLAYER BEHAVIOUR, SUPPORTING QUICK BURSTS OF PROGRESS.

Core Gameplay Analysis

Difficulty & Mechanics

THE FIRST NOTICEABLE DIFFICULTY INCREASE APPEARS AROUND LEVEL 10, BUT THE OVERALL FAIL RATE IN THE FIRST 50 LEVELS STAYS AT ~5%, ENSURING A SMOOTH ONBOARDING CURVE.

NEW MECHANICS ARE INTRODUCED EVERY 7–9 LEVELS, MAINTAINING FRESHNESS WITHOUT OVERWHELMING THE PLAYER.

Core Gameplay Analysis

Player Behaviour Indicators

- **HIN USAGE:** 70–75% – SUGGESTS RELIANCE ON GUIDANCE OR VISUALLY DENSE BOARDS.
- **BOOSTER USAGE:** <5% – PLAYERS TEND TO SAVE BOOSTERS FOR EMERGENCIES.
- **RETRY RATE:** ~15% – MODERATE FRICTION WITHOUT PUSHING PLAYERS AWAY.
- **SKILL VS LUCK:** BALANCED AT 50–50, CONSISTENT WITH GENRE STANDARDS.

LEVELS GENERALLY REQUIRE 25–35 MOVES, LEAVING ROOM FOR CASCADES AND SATISFYING RANDOMNESS.

Core Gameplay Matrix



Core Gameplay	
Avg. Level length	2-3 min
Avg. Session length	20 min
Levels playable per session	78
First Difficulty spike	lvl 10
Fail rate in first 50 levels	5%
New Mech frequency	every 7-9 levels
Luck vs Skill balance (rating)	50-50
Booster Usage Rate	<5%
Retry Rate	15%
Hint Usage Frequency	70-75%
Bonus Levels	----
Moves per level	25 - 35
No. of Booster slots in game	5



Progression Systems

ROYAL KINGDOM USES A CLASSIC 5 LIFE SYSTEM WITH A 30 MINUTE RECHARGE PER LIFE, CREATING NATURAL SESSION BREAKS.

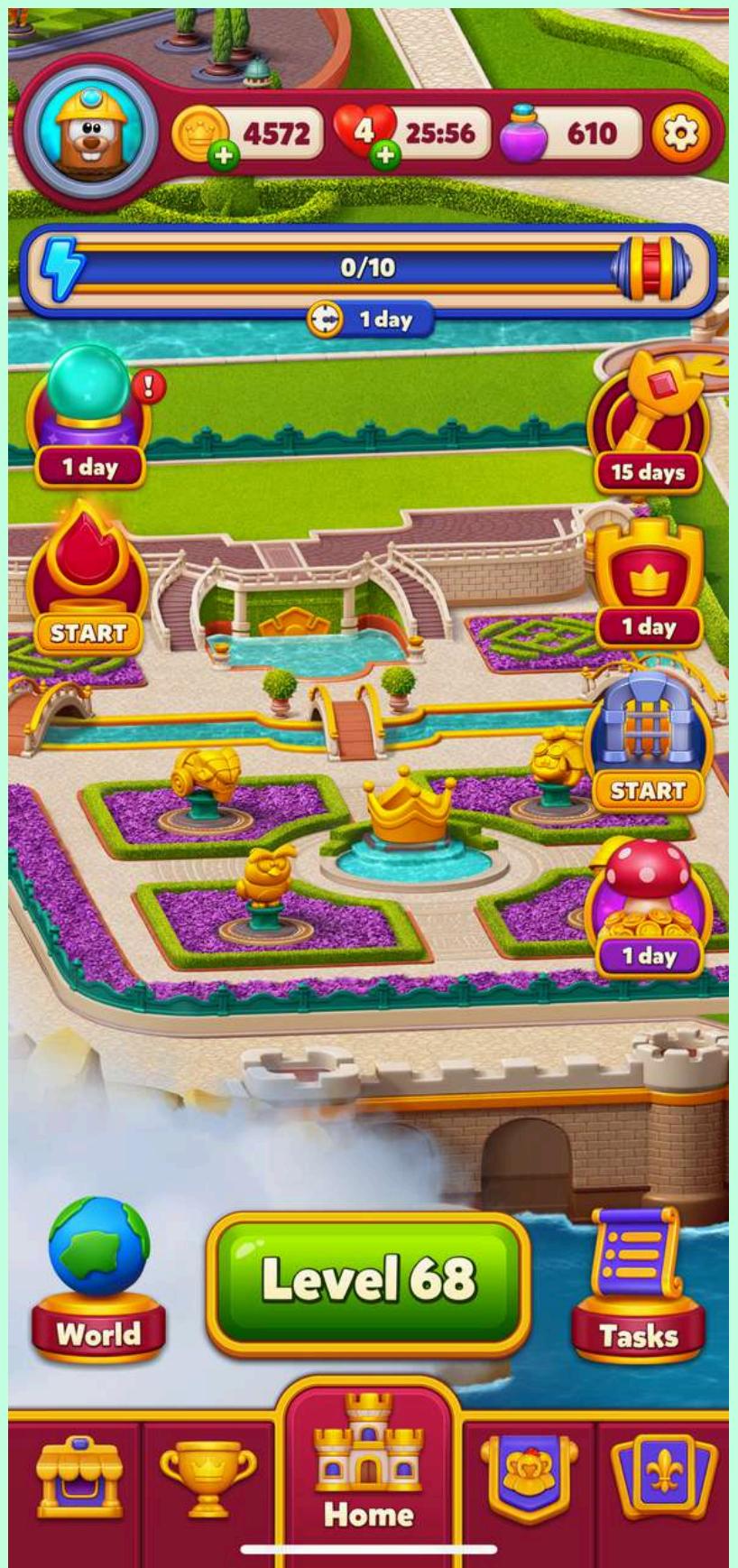
KEY PROGRESSION ELEMENTS:

- BOSS FIGHTS EVERY 5 LEVELS, PROVIDING PACING CHECKPOINTS.**
- WORLD UNLOCKS EVERY 10 LEVELS UNTIL LEVEL 50, GIVING A CLEAR SENSE OF ADVANCEMENT.**
- POTIONS ACT AS THE MAIN CURRENCY FOR BUILDING / UPGRADING KINGDOM ELEMENTS, FORMING A LIGHT META PROGRESSION LOOP.**

Progression Systems

DROP OFF TYPICALLY OCCURS WHEN LIVES REACH ZERO OR WHEN ENCOUNTERING SUPER-HARD LEVELS.

RESOURCE ALLOCATION IS GENERALLY BALANCED, THOUGH HARDER LEVELS YIELD FEWER RESOURCES TO ENCOURAGE RETRIES OR REPLAYS.



Progression Matrix

Progression	
Lives Count	5
Lives Recharge Time	30 min per life
Boss Fights	after every 5 levels
World Unlocks	after every 10 lvls until 50 lvl
Progression System	potions to build and progress
Abandonment Point	mostly after 0 lives / Super hard lvls
Resource Economy Balance	balanced well, hard lvls have less



Engagement & Retention Features

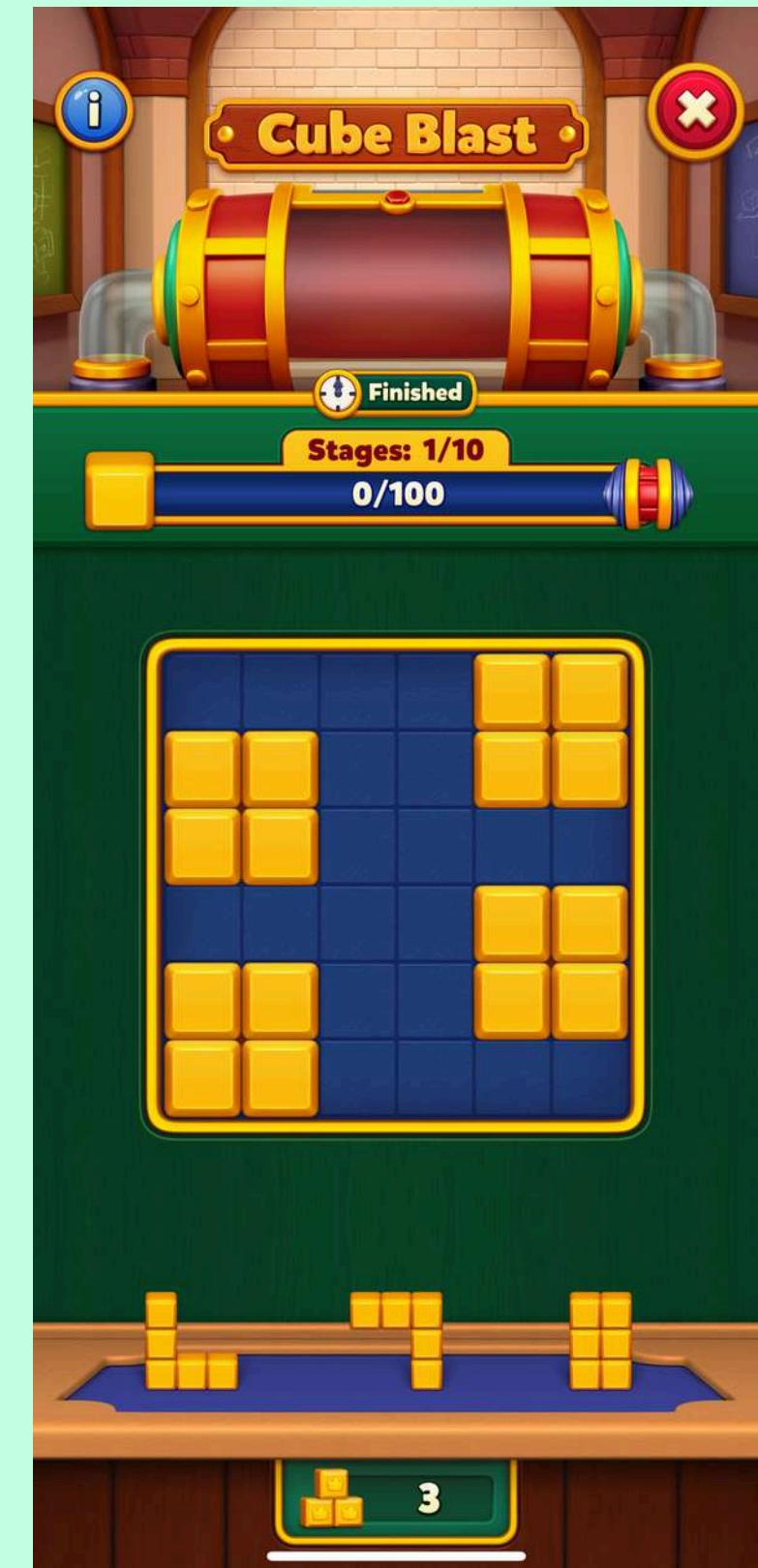
ROYAL KINGDOM INTEGRATES STANDARD BUT EFFECTIVE RETENTION MECHANICS:

- DAILY LOGIN REWARDS
- DAILY BONUS EVENTS
- LIMITED TIME TOURNAMENTS
- SOLO + TEAM LEADERBOARDS
- TEAM SYSTEM (JOIN/CREATE)

Engagement & Retention Matrix



Engagement & Retention	
Daily Login	Yes, Rewards
Event System	Daily bonus events
Tournaments	Spl limited time events
LeaderBoards	Yes - Solo + team
Social Features	Create or join Teams
Pacing (rating)	4 out of 5



Monetisation Strategy

ROYAL KINGDOM MONETISES EXCLUSIVELY THROUGH IAP, WITH:

- **NO FORCED ADS**
- **NO REWARDED ADS**

THIS POSITIONS THE GAME AS A CLEAN, UNINTERRUPTED EXPERIENCE.

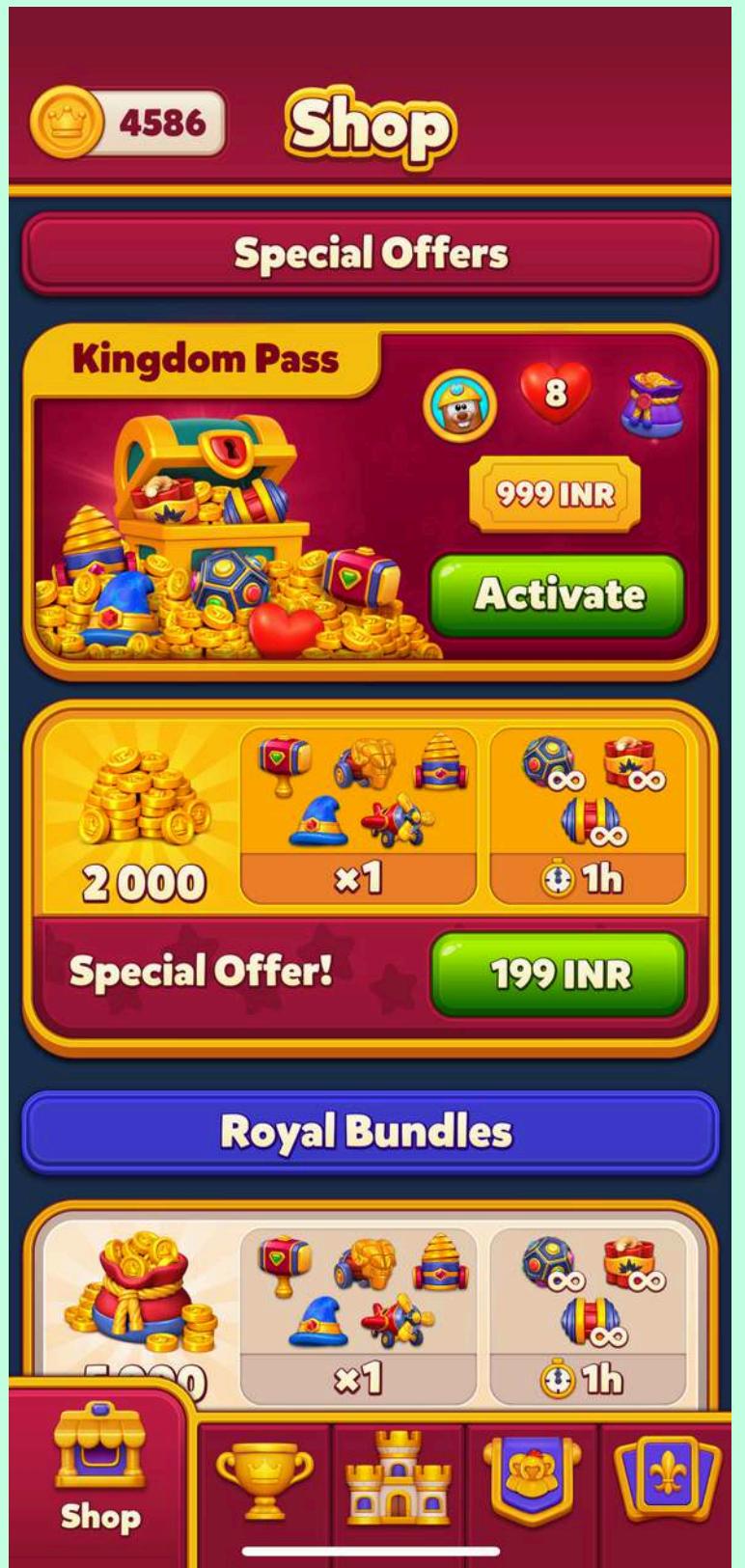
Monetisation Strategy

KEY REVENUE ELEMENTS:

- **MONTHLY ROYAL PASS**
- **LIMITED TIME OFFERS / BUNDLES**
- **CONVENIENCE FOCUSED PURCHASES (BOOSTERS, RESOURCES)**

SINCE ADS ARE ABSENT, MONETISATION RELIES HEAVILY ON DIFFICULTY SPIKES, CONVENIENCE VALUE, AND THE RECURRING APPEAL OF THE ROYAL PASS.

Monetisation Matrix



Monetization	
Forced Ads	No (IAP)
Rewarding Ads	No
Royal Pass	Yes, monthly
Offer Effectiveness	Mid



Strengths

- FAST, EFFICIENT ONBOARDING AND LOW EARLY FRICTION
- STRONG PACING IN EARLY AND MID GAME LEVELS
- CONSISTENT INTRODUCTION OF MECHANICS (EVERY 7–9 LEVELS)
- BALANCED MIX OF SKILL AND LUCK
- SOCIAL FEATURES THAT ENHANCE LONG TERM RETENTION
- NO INTRUSIVE ADS, MAINTAINING A PREMIUM FEEL

Areas for Improvement

- DIFFICULTY SPIKES AROUND LEVELS 24 AND 29 MAY FEEL ABRUPT FOR SOME PLAYERS
- HIGH HINT USAGE SUGGESTS EITHER DENSE BOARD LAYOUTS OR UNCLEAR AFFORDANCES
- LIMITED META PROGRESSION DEPTH COMPARED TO TOP TIER MATCH-3 TITLES
- NO REWARDED ADS REDUCES OPTIONAL MONETISATION OPPORTUNITIES

Conclusion

ROYAL KINGDOM IS A WELL STRUCTURED CASUAL MATCH 3 EXPERIENCE THAT FOCUSES ON CLEAN ONBOARDING, CONTROLLED DIFFICULTY PROGRESSION, AND STEADY ENGAGEMENT LOOPS. ITS RELIANCE ON IAP OVER ADS GIVES IT A PREMIUM, UNINTERRUPTED FEEL, WHILE ITS SOCIAL AND EVENT DRIVEN SYSTEMS MAINTAIN LONG TERM RETENTION. THE DESIGN CHOICES ARE CONSISTENT WITH BEST PRACTICES IN CASUAL MOBILE GAMEPLAY, MAKING THE OVERALL EXPERIENCE ACCESSIBLE, PACED, AND STABLE FOR A BROAD AUDIENCE.