PRODUCT BRIEF

GAMEON

THEME PARK

PROBLEM STATEMENT

Revamping GameOn's User-Led Growth Strategy -
Referral Engine

PRODUCT BRIEF

- **GOAL** :

  1. Drive cost-effective user acquisition by leveraging **organic referrals over paid marketing**.

  2. Build a sustainable growth engine powered by **existing users and their networks**.

  3. **Increase** the referral conversion rate and participation rate across the user base.

  4. Enhance user engagement and retention through **rewarding social experiences**.

  5. Improve virality and network effects by making **referrals more appealing and shareable**.

  6. Support long-term monetization by acquiring **high-quality, high-LTV users**.

- **CHALLENGES** :

  1. Only **12% of active users** participate in the referral program, indicating poor motivation.

  2. The **conversion rate is low (2.4%)**, with few referred users completing registration and gameplay.

  3. The **current rewards (small virtual currency)** are not compelling enough to drive consistent referrals.

  4. The **virality coefficient is just 1.1**, limiting organic growth potential.

  5. **User feedback** points to lack of excitement and a need for exclusive or valuable referral incentives.

  6. The referral experience lacks **gamification, personalization, and social proof**.

  7. The existing **tracking system is basic**, with no visibility into referral source performance or user behavior post-referral.

- **OBJECTIVES** :

  The **objective** is to revamp GameOn's referral program to:

- **Boost** user motivation to refer

- **Improve** referred user conversion and retention

- Introduce **gamified, shareable, and rewarding mechanics**

- **Lower acquisition costs** and **improve LTV**

- Track performance with **actionable analytics**, ultimately the new program should serve as a growth lever by enhancing user engagement and fueling organic network effects.

- **DEFINING SUCCESSFUL REFERRALS** :

  In the context of GameOn, successful referrals depend on how many users see and share **referral links (RR)**, how effectively those **links convert into installs (CR)**, and whether **referred users actively play games post-install (AR)**. Driving this requires more **users participating in referrals (PR)** and ensuring the **referred players have high retention and value (RQ)**. Optimizing each of these levers will make referrals a scalable, sustainable growth engine for GameOn.

  Successful Referrals = f(RR, CR, AR, PR, RQ)

  Product Outcomes Breakdown:

  1. **Referral Reach (RR)**: Number of users who see/share a referral link.

  2. **Referral Conversion Rate (CR)**: % of users who download/register from a referral.

  3. **Activation Rate (AR)**: % of referred users who play games or engage post-install.

  4. **Referrer Participation Rate (PR)**: % of active users sharing referrals.

  5. **Referral Quality (RQ)**: Long-term value (LTV) and retention of referred users.

- ## **Product Outcomes :**

For GameOn, we should focus on improving referral conversion rate, referrer participation, activation, and referral quality. These outcomes directly impact how many users enter the funnel, how many convert, and how valuable they are long-term. Optimizing these levers ensures cost-effective, sustainable user acquisition through referrals.

| Outcome	Why It Matters for GameOn
Referral Conversion Rate (CR)	With a current conversion rate of just 2.4%, many users click referral links but don't convert. This signals friction in the referral flow or weak incentives. Optimizing messaging, onboarding, and rewards can significantly boost new user acquisition at zero incremental marketing cost.
Referrer Participation Rate (PR)	Only 12% of active users currently share referrals. By increasing participation through personalized nudges, social proof, and gamified incentives, we can grow the top of the referral funnel and multiply overall program impact.
Referral Quality (RQ)	Acquiring users who convert but churn quickly hurts long-term retention and monetization. Prioritizing high-LTV, engaged users ensures referrals drive sustainable growth, not just vanity metrics. This could be done by tailoring who can send referrals and rewarding based on referred user behavior.
Activation Rate (AR)	It's not enough to get downloads — we need users who actually play games and engage post-install. Improving early user experience and using contextual nudges will help turn installs into meaningful activity, raising lifetime value and retention.
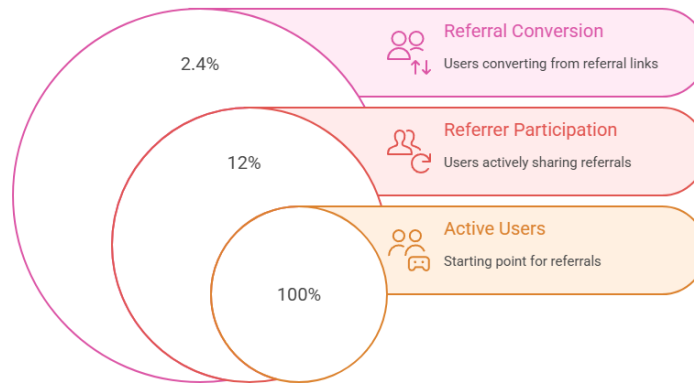
Figure : Referral Status Current - GameOn

● <u>Referral Funnel Flow:</u>

The GameOn referral journey involves both the referrer and the referred user moving through awareness, engagement, and reward stages. Referrers interact with CTAs, share links, and earn rewards when friends install and play. Referred users click links, install the app, register, and begin playing, with metrics tracked at each stage. Monitoring both sides ensures optimization across visibility, conversion, and retention.

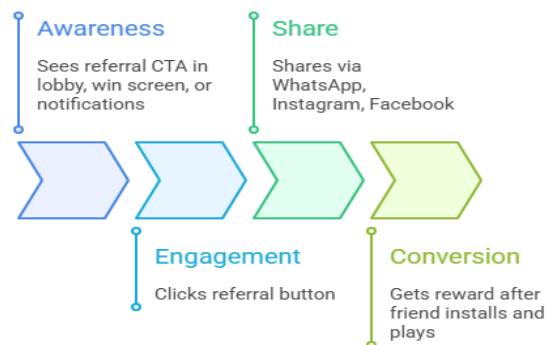| Referrer Journey		
Stage	**Action**	**Metric Tracked**
Awareness	Sees referral CTA in lobby, win screen, or notifications	Impressions of referral CTA
Engagement	Clicks referral button	Referral button CTR
Share	Shares via WhatsApp, Instagram, Facebook	Number of shares per user, channel breakdown
Conversion	Gets reward after friend installs and plays	Successful referrals, reward claimed

Figure : Referrer Journey in throughout process

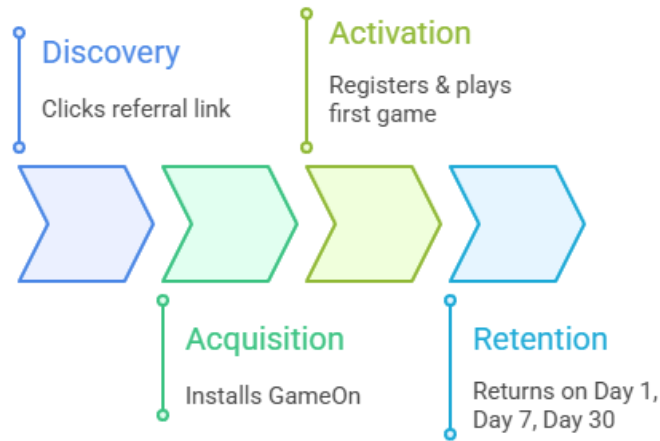| Referred User Journey		
Stage	**Action**	**Metric Tracked**
Discovery	Clicks referral link	Link clicks
Acquisition	Installs GameOn	Install rate from referrals
Activation	Registers & plays first game	Registration, time to first game
Retention	Returns on Day 1, Day 7, Day 30	Retention rate, ARPU

Figure : Referred User Journey in throughout process

- **Features & Requirements:**

  Feature Goals :

Metric	Baseline	Target
Referral Conversion Rate	2.40%	5.00%
Referrer Participation Rate	12%	25%
Virality Coefficient	1.1	1.5
D30 Retention (Referred Users)	35%	45%
ARPU (Referred Users)	$0.50	$0.60

Key Features :

Key features include tiered referral rewards and a gamified tracker to boost motivation and engagement. Personalized sharing and deep linking ensure smoother referral flows, while a welcome pack incentivizes new users.
A leaderboard adds social proof, and analytics help optimize program performance.

Feature	Description	Priority
Tiered Referral Rewards	Rewards improve as users refer more friends (e.g. 1/3/5/10 referrals)	High
Gamified Referral Tracker	Visual tracker (progress bar, milestone unlocks, badges)	High
Personalized Social Sharing	Auto-generated WhatsApp/Instagram copy + preview	High
New User Welcome Pack	Referred users get coins + power-ups on first game played	High
Deep Linking	Referral opens app store and pre-fills referral ID	High
Referral Analytics Dashboard	Tracks source, channel, LTV of referred users	High
Referral Leaderboard	Highlights weekly top referrers, includes social proof	Medium

Prioritization Matrix (RICE Framework) :

Here's the **Prioritization Matrix using the RICE Framework** for GameOn's referral features:

Feature	Reach (R)	Impact (I)	Confidence (C)	Effort (E)	RICE Score	Priority
Tiered Rewards	9	9	8	4	162	High
Referral Tracker UI	8	7	8	3	149	High
Personalized Sharing	8	6	8	3	128	High
Deep Linking	7	8	7	4	98	High
Welcome Pack	7	8	7	5	78.4	Medium
Leaderboard	6	6	6	4	54	Medium

● IDEAS TO IMPROVE THE REFERRAL PROGRAM:

New ideas like **"Refer & Play Together"** and milestone unlocks aim to boost conversion and activation through social and incentive-based mechanics. Gamified elements like streak rewards and influencer tiers target higher participation and community-driven growth. Personalization, auto-invite templates, and smart experimentation ensure higher reach, retention, and sustainable virality.

Idea	Type	Targeted Metric
"Refer & Play Together" Mode	UX + Social	Conversion Rate, Activation Rate
Streak-Based Referral Rewards	Gamification	Referrer Participation Rate
Influencer Referral Tier	Community	High-volume referrers
Auto-Invite Templates on WhatsApp/IG	Sharing	Referral Reach
Milestone Unlocks (3, 5, 10 referrals)	Incentives	Referral Conversion Rate
Referral Code embedded in Game Reels	Social Proof	Virality Coefficient
A/B Test Incentives: Coins vs XP vs Skins	Experimentation	Conversion Rate, Retention
AI-based Smart Recommendations ("Invite these 3 friends you often play with")	Personalization	Referrer Participation

● POTENTIAL OPPORTUNITIES :

Optimize Referral Mechanics :

- 1-tap share from contextual moments like win screens

- Personalized referral links with preview cards

Improve Incentives :

- Tiered rewards (e.g., skins, XP, currency at milestones)

- Leaderboards and streak bonuses for top referrers

- Reward based on LTV/ARPU of referred users

Gamify the Referral Flow :

- Unlock exclusive items for successful referrals

- Spin-the-wheel or loot box rewards

- In-game missions tied to referrals

Enhance Post-Referral Engagement :

- Welcome pack for referred users (coins, boosters, tips)

- "Play together" mode for referrer and referred friend

Boost Social Proof & Virality :

- In-game selfies/achievements shareable with referral link

- "Ajay invited you" message for added trust

Track & Optimize with Analytics :

- Referral attribution by channel (WhatsApp, Instagram, etc.)

- ML-based ranking of high-LTV referrers for better rewards

- ## DESIGN EXPERIMENTATION :

  ### A / B Testing Plan :

  To identify the most effective referral incentive structure, messaging, and sharing experience that maximizes:

  - Referral Conversion Rate (downloads)

  - Referrer Participation Rate

  - Retention & LTV of referred users

  ### TEST AREA AND HYPOTHESIS :

Area	Hypothesis
Incentive Type	Tangible game assets (power-ups, skins) drive more referrals than virtual currency alone.
Reward Timing	Instant rewards (after link click or install) convert better than delayed rewards (after gameplay).
Messaging Style	Personalized social share messages outperform generic referral invites.
Gamification	Showing milestone progress bars and unlockables increases repeat referrals.
Landing Page Copy	Explaining benefits ("Get 50 coins + boost!") improves download conversion.

  ### TARGET SEGMENT & SAMPLE SIZE :

  - **Target Users**: Active users (7-day DAU) on Android & iOS, aged 18–34.

  - **Sample Size per Variant**: ~25,000 users per group for statistical significance (based on 2.4% current CR, 80% power, 95% confidence).

  - **Geographies**: Split across North America (primary), Europe, and Asia to account for localization differences.

EXPERIMENTAL DESIGN :

Test	Variants	Goal Metric	Secondary Metrics
A. Incentive Type	A1: 100 coins B1: Power-up + skin C1: Mystery box	Referral Conversion Rate	ARPU, D7 Retention
B. Reward Timing	A2: Reward after gameplay B2: Reward after install	Referral Conversion Rate	Time to activation
C. Messaging Style	A3: Generic copy B3: Personalized + image preview	Share → Click Rate	Referrals per user
D. Gamified UI	A4: Static referral count B4: Progress bar with unlockables	Repeat Referrals	Referrer Participation
E. Landing Page Copy	A5: Simple CTA B5: Benefit-driven ("Play now, win prizes")	Install Rate	Bounce Rate

TIME DURATION:

Week	Task
1–2	Wireframes + Incentive structure finalization
3–4	Dev of referral engine, reward logic, and deep links
5	UI for referral tracker and share screens
6	Integrate analytics & A/B test framework
7	QA + Soft Launch (5% user base)
8	Full Rollout & Dashboard launch

APPENDIX / REFERENCES :

Appendix A: User Personas

- Casual Gamer: Plays 3–4 times/week, motivated by rewards.

- Power Referrer: Socially active, shares often, cares about leaderboard status.

- New User: First-time gamer, influenced by trusted friends.

Appendix B: Funnel Metrics Benchmarks

Stage	Metric	Benchmark
Referral CTA Views	Impressions	~60–70% of active users
Link Clicks	Click-Through Rate (CTR)	10–15%
Installs	Conversion Rate (CR)	2–4% (GameOn = 2.4%)
First Game Played	Activation Rate (AR)	40–50%
Referrals Sent	Participation Rate (PR)	~12% (target: 20–25%)
Referred LTV	Referral Quality (RQ)	80–90% of organic LTV

Appendix C: Sample Referral Reward Tiers

Referrals Completed	Reward
1	500 Coins
3	Rare Skin + XP Boost
5	Power-Up + Profile Badge
10	Legendary Avatar + Leaderboard Entry

Appendix D: A/B Test Design Summary

Test Groups:
Group A: Reward = Coins
Group B: Reward = XP
Group C: Reward = Skins

Success Metrics:
CR, AR, Retention (Day 1/7), LTV
Duration: 14 Days
Sample Size: 10,000 users (equally split)

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4. **Y Combinator: Viral Loops Explained**
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