

MegaNumbers analysis

High level SWOT analysis

<u>Strengths</u>	<u>Weaknesses (+ how to address them)</u>
<ul style="list-style-type: none">• Light on story (doesn't bloat the gameplay with any unnecessary story)• Simple but addictive formula (simple mechanics that are easy to grasp instantly, kids and adults alike)• No energy system or currencies (although it would help retention and monetization in the end, a "pure" mobile is rarely seen and quite appreciated by users, helps organically grow the userbase while the ad rewards are the way to go on monetizing the title)• Good tutorial based on a character (first time user experience is key to long-term success)• One simple premium option (low cost barrier and easy to understand benefits)	<ul style="list-style-type: none">• No social play (game is in dire need of a general scoring method like stars or something to help better "visualize" progression and allow multiplayer by using this scoring method to compare, 1v1 multiplayer and/or a short periodically refreshed leaderboard at the least)• No retention hooks (add daily rewards, keep the story lightweight, but add some characters, beyond Brainy, that give a bit more reasoning behind playing levels and add progression gates based on those characters)• No time limited events (add events for major holidays at the least; events are high grossing elements in most of the games I worked on)• No meta layer (add mechanics that expands the gameplay, beyond math but pertinent to the same mindset (e.g. powers that help you in tough levels – a power can be to draw a specific shape – or special time limited bubbles to do combos with)• Simplistic ad-reward system (a great enhancement that works wonders on monetization but also retention wise is linking the ad system into the daily rewards/event)

Opportunities

- **Capitalize on the star trend** (example of stars endorsing games: Kim Kardashian, Jason Statham, Chuck Norris, Felix Kjellberg, in order to make it stand out)
- **Go all out on the setting** (better define the game's setting which seems to be based on fruits at the moment; embrace the setting, have characters that are fruits and give pertinent knowledge to the target audience; attract new audiences in, people that wouldn't normally play puzzle games, but may be interested in the setting, may it be fruits or another theme)
- **Do a marketing campaign focused on the educational implication** (this doesn't refer necessarily to BI/UA, but more like a guerilla style marketing campaign; e.g. put the brand on milk cartoons, in a TV commercial, place posters etc.)

Threats

- **The target audience** (being mostly kids – a market that's difficult to assess – a big sector of the gaming market would be ignored if inspecting recent polls for the average age of a mobile gamer)
- **Limited/niche gameplay** (if the gameplay won't expand beyond numbers/math, I fear it won't be enough to engage most users and more so the target audience that has a much lower patience than an adult)
- **Major kids brands** (e.g. Mattel, Toca Boca, Outfit7, Originator Inc.; are tough to beat popularity-wise since they are already established on the market as educational/kids games)

MegaNumbers 2.0

The following are a few options I propose in order to enhance MegaNumbers; I cherry-picked the options that don't require significant time/resources, although mileage might vary, since I based the options below on a team of 20 people, people I worked with, with known experience and average task closing rate):

- (as mentioned above) Embrace the theme (for the purpose of this analysis, I picked what's already there, fruits)
- Keep the math minigame in, possibly rename it to something related to the theme (e.g. Berry Math) and even the game (e.g. MegaFruits)
- Add a few other minigames that won't break the budget (using the same tech that's used in the existing minigame while supporting retention, some being unlocked later with progression):
 - » Fruit Count (count fruits of the indicated type)

- » Sorting Drupe (sort fruits based on where they hang in a tree after you seen their position for a couple of seconds)
- » Harvest Time (calculate the time lapse in which a tree grows, 2 clocks will be shown)
- Introduce social play (play in weekly leaderboards and challenge your friends; stretch goals: cooperative levels, invite your friend to help you finish a level or help a friend instead, head to head levels, challenge your friend into 1v1 realtime levels)
- Add modifiers/powerups to help with harder levels (can get a random/gacha one by watching an ad and possibly a known one in an IAP pack)
- ❖ Add progression gates, expand score with stars, add time limited events and add retention hooks like daily rewards (note: the game will need to be rebalanced by design and through internal/external testing and A/B tests on both PAU and DAU-PAU cohorts; this is an overhaul and time consuming, although highly recommended)

Other features (time consuming): more content (after initial release), location based multiplayer challenges (if your location is on, find people in your vicinity that also play the game), multiple languages support (since not all kids will know English), porting to Facebook Games (since it seems like it might fit well with the audience), more monetization features.

Issues

Below a few issues (square bullet point) and low key suggestions (circle bullet point) I found while playing the game (device: Samsung J5 2017; OS: Android 7.0)

- Number inside a bubble doesn't go above 100 (might be intended)
- IAP fail shows debug-like message
- Sometimes (repro is dependent on the ad type provider) when going into half-screen mode while watching an ad upon returning to the game, game is frozen/tech-hanged (seems to happen just on one type of provider, Unity ads work fine)
- No last change sound feedback (music continue to play though, like nothing happened)
- Sometimes (3/5 repro) the watch ad button doesn't work (second, third time works)
- Cause of the ad button not working at times, users can quit the level and have the ad playing as if the ad button effect would lag behind (also music will stop until you get into another level)
- Doing a match/combo at the last second (when the last chance menu pops up) doesn't award you the points
- Sometimes (3/5 repro) the goal screen seems like a bit of knowledge/insight on the level, hence a bit confusing since not really the goal of the level
- Sometimes (1/5 repro) levels have no pause/ X button

- Sometimes (1/5 repro) the bomb doesn't not function (line goes through isn't affected)
 - The line graphic stays on the screen if you fail/last chance during "drawing" a combo
 - Early game feels like you could easily spam and win (which a child might be quite inclined to do)
- Don't allow the users to see the end of the map (put in the clouds at least);
 - No reason to replay an older level
 - No duration seen on brain freeze (while brain freeze is on)
 - Make Brainy 150% more cute 😊
 - Text messages should sound more appealing to the target audience
 - Enhanced well done screen/ceremony (add more pizzazz, small bits of knowledge/hints maybe)
 - Turn X button into a pause button (users might think it's a quit button)
 - Differentiate hard levels from easy levels (although this might be intended, since kids won't knowingly play a hard level)
 - Bomb might not be an ok bad object for children (even if the sprite is cute)
 - Would be good to actively see how much the combo would add to your points (score) while holding your finger on the screen while doing a combo (could temporarily flash a part of the score bar, adding another valid bubble to the combo would increase the size of the flash in the score bar)
 - Doing a very long combo should add like 1-2 second to the timer
 - Allow to skip one level per day via watching an ad (this maximizing ad revenue)

Conclusion

Recommendation: Addressing SWOT analysis issues (tackling $\frac{2}{3}$ of it, with $\frac{1}{3}$ as a stretch goal) and introducing 2 or more of the features from MegaNumbers 2.0 paragraph.

Opinion: I would personally incline towards a brain-training-like game for kids (and maybe even for adults). My main inspiration behind this is Dr. Kawashima's Brain Training for the original DS.

My attempt for the plan above is to keep **the trinity** happy: retention, monetization and user experience while maximizing KPIs and in the end, the success of this title (note: ratio/priorities may change depending on scope/time/resources/existing plans).