

Dayzies!

By Federico Di Benedetto

Summary

A new modality of the game that consists of a variant version of the normal game and will apply only to the daily missions without impacting the main game.

Each week the feature of the variant will change allowing players to master different mechanics and making their experience funnier.

The reward will be a Furzie divided into pieces: 7 pieces, one for each day.

Players can buy pieces in the shop if they miss one or fail to complete the daily mission.

Goals

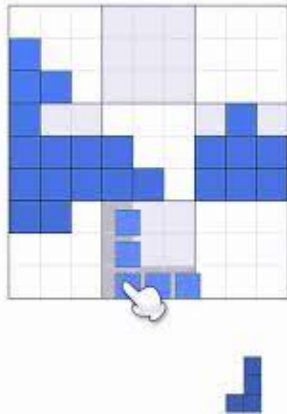
- Goal 1: To increase retention
- Goal 2: To increase in-app purchases
- Goal 3: To increase enjoyability
- Goal 4: To add diversity to the game.

Effect and Measurement

- **This feature can increase Downloads by up to 25% to 50%**
 - Insert details on how the feature will achieve the proposed goals.
 - If possible, use some data to back up your claim.
 - Similar games like [BLOCKUDOKU](#) which has more than 50M downloads have more than just one modality besides the normal one and, above everything, they've got a specific daily task (with its reward) that changes every day making it harder or easier depending on the spawn of the pieces in the board.
 - Social Media had a big impact on Blockudoku downloads. I clearly remember seeing advertisements with their secondary modality called "Blocks Puzzle" where they had less than 20M downloads.
In this way, they were attracting people, overall young users of Social Media, to download their game to try this modality.

The more moves – the lower IQ

IQ = 140



N.B. This was the AD in a photo, they had a video too.

- The Social Media factor could increase the download, even more, even to **100% or more!**
- **This feature can increase in-app purchases by up to 10%.**
With the feature, we'll also add a system to directly buy the reward if players fail/want to skip the daily mission, the number of in-app purchases could increase.
- **This feature can increase players' retention by up to 30%.**
With a daily mission and its reward, players will be more tempted to access every day to try to complete the daily mission, taking its reward and trying to scale the related leaderboard!

- **Risk factor**

- The principal risk is the possibility for the modality to not work out.
Even considering the risk, with all the small adjustments and micro features that this new modality will bring, the success or not of the Feature will mainly depend on the quality of the work we'll do as a team.
And also with social media and AD the game could, even if the modality doesn't "work out" have many downloads.
- The other risk is the possibility to increase the number of bugs.
Surely, it'll require a lot of testing but like any type of game, bugs are included and we'll face them, again, as a team.

Overview

A short overview of the feature. How does it integrate in the game? What changes (if any) are required to the current game, to make the new feature work?

To integrate the “Dayzies!” feature inside the game we’ll need to apply a few changes:

- A small button in the main menu
- A Pop-up notification every time a player opens for the first time the app.
- New Furzies, new achievements, and new analytic events.
- Realization of a small new mechanic in the game that will apply only in the Dayzies matches and its related reward.
- A new bundle in the shop.

The job required for the realization of the new feature will require the effort of multiple teams but none of these changes are very big.

They are a series of small to mid changes that will have a big impact on players’ experience.

Key Elements

1. **New button on the main screen.**

It’ll be required to access directly, when available, the daily mission of Dayzies.

2. **New bundles in the shop.**

At least 2 new bundles in the shop that allow players to buy one piece + coins (or just the piece) or all the pieces of a weekly Furzie at one time.

3. **Changes to gameplay (only for Dayzies).**

Small changes that will apply only to the Dayzie gameplay:

Small features will be added and they’ll change weekly (in a rotate shift) in order to give players a bit of randomness, enjoyability, and challenge.

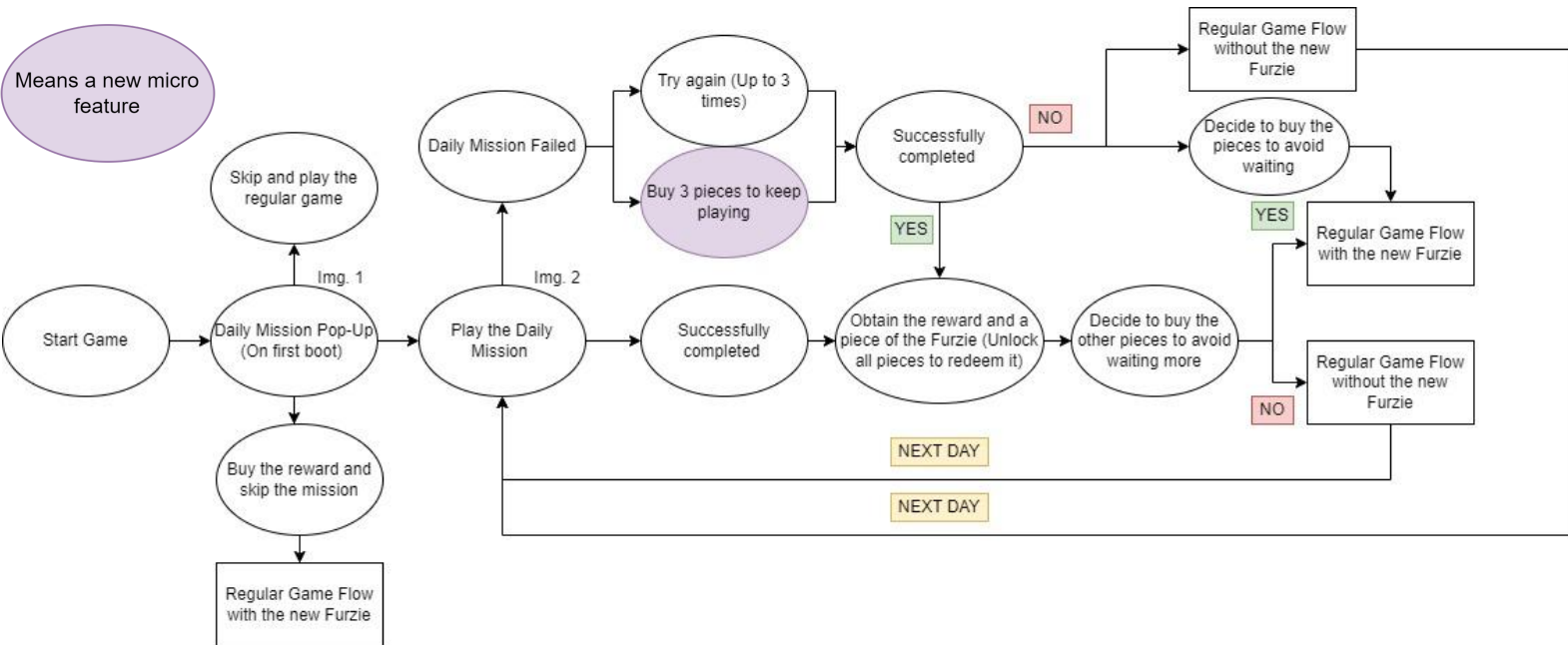
4. **New Furzies, new Achievements and Analytics events.**

These elements are required for the following reasons:

The first 2 will be indispensable in order to give players a very complete experience and a significant reason to play the daily mission.

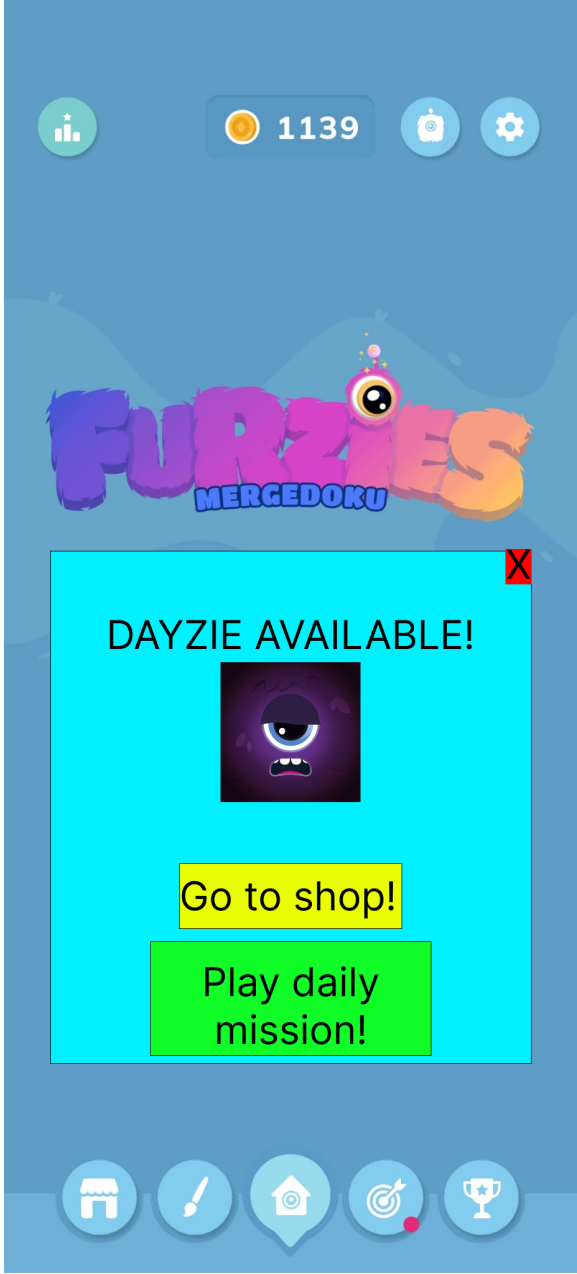
The third one will be required to track records after the Dayzies update.

Flowchart



Detailed Screens

Pop-Up img.

Brief description of when or how this will appear. Rules A. This pop-up appears every first time a player opens the game after the Dayzie renews. (Ex: renews at 8:00 AM, so, every first time after 8:00 AM.) Actions - Click the green button: Goes to the game screen to play the mission. - Click the yellow button: Goes to the shop to buy the daily piece included in the reward/all of the pieces left. - Click the red X to close the pop-up.	img_01 
--	---

In Game img.

Brief description of when or how this will appear.

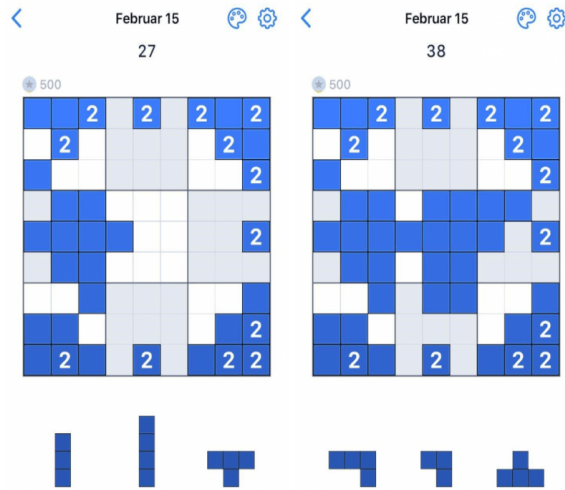
Rules

- A. Destroy the blocks with the number on them as many times as requested by the number to complete the daily mission.
- B. Furzies will be allowed to complete squares or lines but they'll not reduce the blocks' count.
- C. Up to 3 tries a day.

Actions

- Play the game as always while trying to destroy the enumerated blocks.

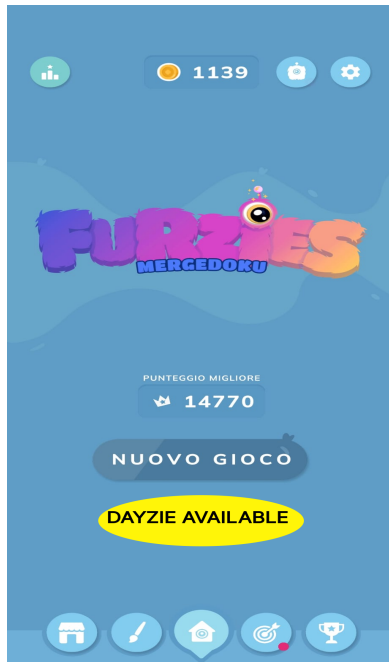
img_02



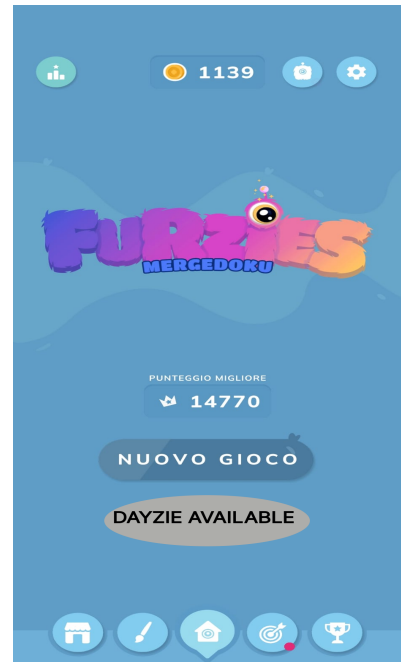
N.B. This is just a hypothetical idea taken from a competitor.
I'll come up with ideas to discuss with the Leads and the team if hired.
I've also found a way to introduce Furzies into this system that theoretically doesn't include them.

NEW MAIN MENU

If Dayzie is available:



If Dayzie isn't available:



Appendix

Extra information about the feature can be added here.

Examples:

New analytics events

- Number of players that play both Dayzies & the normal game.
- Number of players that play only Dayzies.
- Number of in-app purchases made for the Furzies' pieces obtainable only through Dayzies.
- Track of daily activity for players in Dayzies.

New Achievements

Name: Furzies Addicted.

Description: You've completed a full month of Dayzies!

Points: +1500

Trigger: When completing a full month of Dayzies in a row.

Name: Weekzies!

Description: You've completed 1 entire week of Dayzies!

Points: +300

Trigger: When completed 1 week of Dayzies in a row.

Name: Dayzies!

Description: You've completed your first Dayzies!

Points: +50

Trigger: When completing a Dayzie for the first time.

Name: Dayzies Master!

Description: You've obtained 10 Furzies from Dayzies!

Points: +500

Trigger: When obtaining 10 Furzies from Dayzies.

Other possible improvements:

Here I release a list of other possible improvements I thought about while playing the game or scrolling the app:

- Reduce the price requested to buy coins and add a reason to do it (Like buying pieces of Furzies?)
It'll attract more people and actually give a reason to buy coins.
- Add the chance to rotate pieces a few times for the game and allow players to buy more rotating pieces through coins.
- Consider the possibility of having the unplaceable pieces stuck until all of the 3 pieces cannot be placed.

Example: If 3 new random pieces generate and I can place only one and after placing that one I still cannot place the other 2, we could stall the other 2 pieces until the player can place them or until he can't place any of the 3 pieces.