

Deconstruct Royal match game

-Ranjith

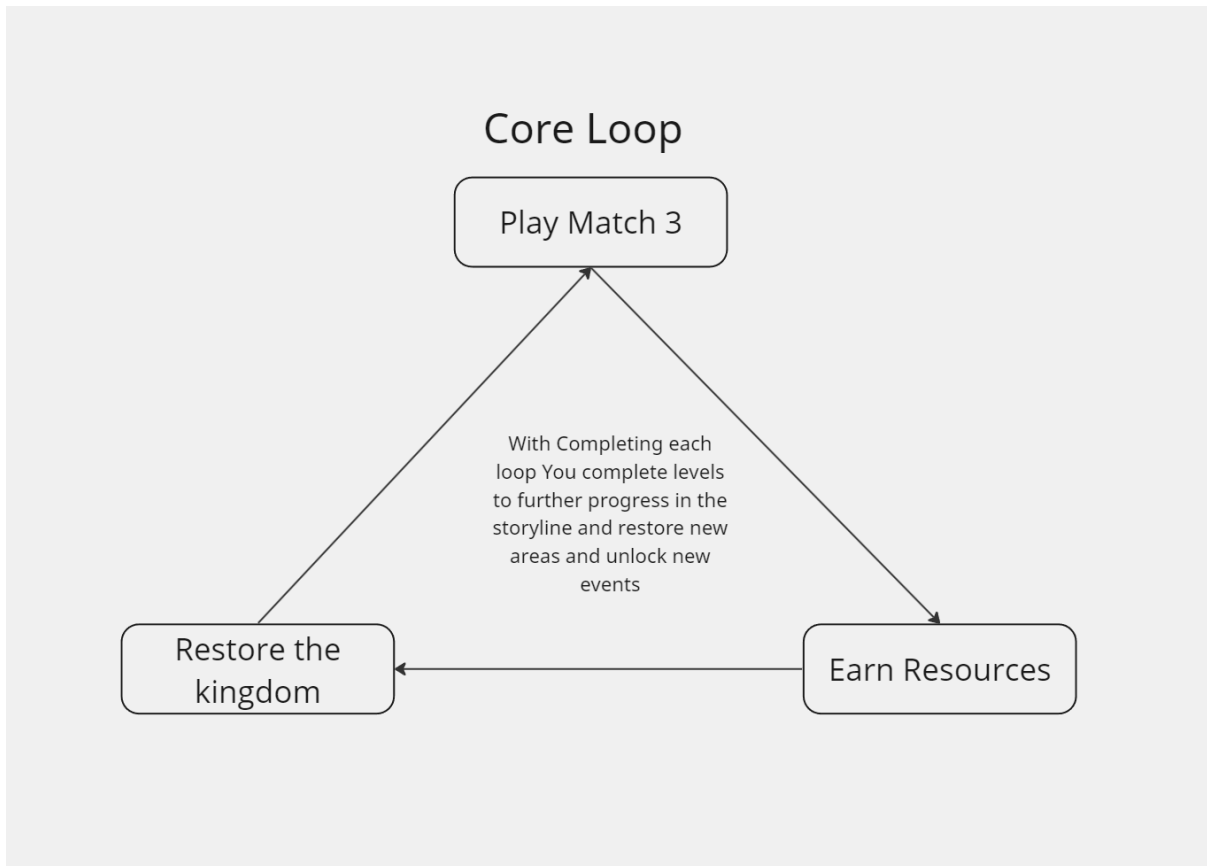


OVERVIEW

"Royal Match" is a popular mobile puzzle game that blends match-3 mechanics with Base-building elements. In the game, players will help a king restore a kingdom to its former glory. They achieve this by completing match-3 puzzles that reward them with stars, which are essential for unlocking restoration objects in the areas

CORE LOOP, DIFFICULTY CURE, PROGRESSION:

Core Loop:



Loop Explanation

Play Match 3: The gameplay is very similar to that of candy crush with the same power up set like rainbow gems, bombs and row & column clearing crackers. In Royal Match the items filled in the grid are to that of the theme like shield, gem, crown, Leaf etc. The objective is to swap adjacent objects to create a line or group of three or more identical objects horizontally or vertically. When matched, these objects disappear from the board, allowing new objects to fall from the top to fill the empty spaces.

Players will be given a limited number of moves, within which they need to reach a target score, clear obstacles, or collect certain items as they progress through levels

Earn Resources:

- Resources such as Stars and coins are the absolute every time you win
- The primary motivation of these resources are to restore the kingdom and collect more
- The game has great rewards for the players when they win consecutive games forcing the players to use their special powerUps such as hammer single block, arrow for rows, cannon for column and use coins to keep their streak. It gives more progression through the in game events

Resources

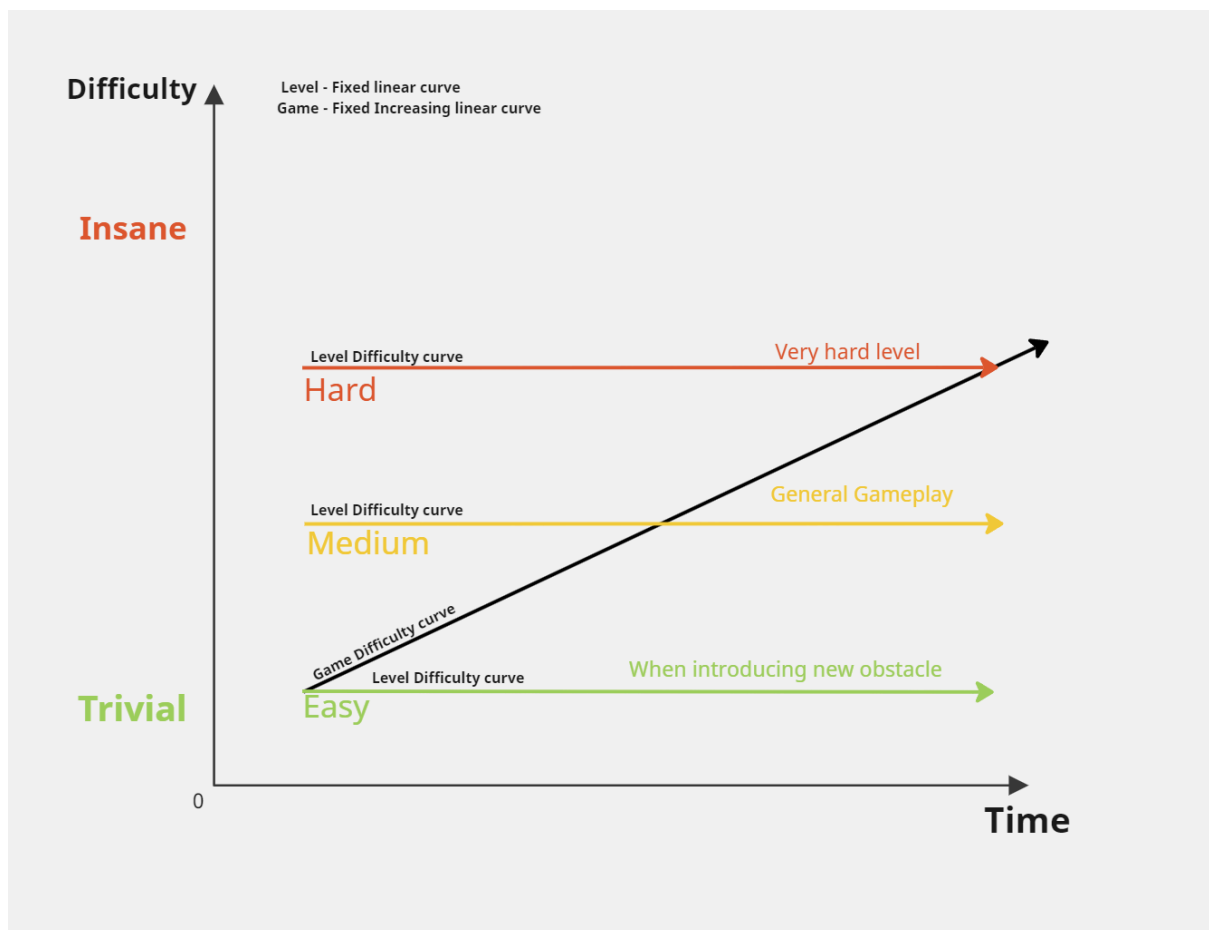
- **Coins** - Used to play-on after loss
- **Stars** - Area restoration objects
- **Keys** - Subscription model Object
- **Special PowerUps** - In-Game instant power ups like hammer, arrow, jester, cannon
- **Collection Cards**- Collection cards to make sets
- **Special Event objects** - Events such as propeller madness, Archery arena

Restore The Kingdom:

- The Primary motivator of the game is collection and the game doesn't fall flat on giving players enough opportunity to do that
- Elements such as Using stars to unlock the Objects that can be placed in the area with a haptic feedback is great reward for players to clear levels

- With 97 areas and players being able to view the top is a great way to retain them by foreshadowing the clear goal of where to reach and also being able to view the restored areas gives players the sense of accomplishment

Difficulty Curve:



The game starts with relatively easy puzzles to introduce players to the mechanics and gradually ramps up the difficulty as they progress. New obstacles and challenges are introduced at a steady pace, keeping players engaged without overwhelming them.

Progression: Progression is tied to both puzzle completion and kingdom building like a base building mechanic. As players play out the game they unlock more areas and collect cards to their deck. This provides a sense of accomplishment and motivates players to continue playing.

Positives:

- Engaging core loop that combines puzzle-solving with kingdom-building.
- Gradual difficulty curve ensures players are consistently challenged.
- Rewarding the progression system keeps players invested in the game long-term.

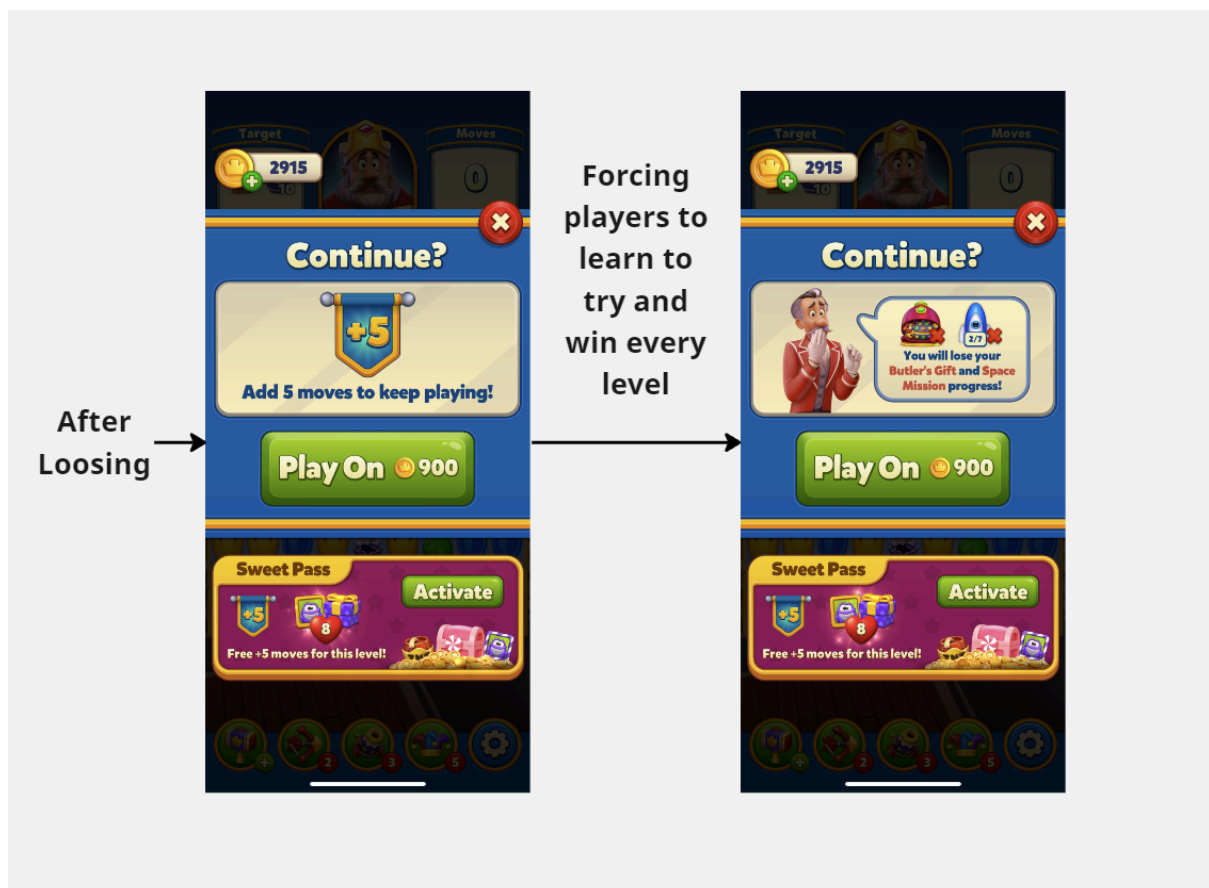
Negatives:

- Some players may find the difficulty curve too steep at certain points, leading to frustration.
- Lack of variety in puzzle mechanics could make gameplay feel repetitive over time.

METAS - CORE META, LIVE-OPS FEATURES:

Core Meta:

- The core meta of Royal Match mainly revolves around its Theme of helping the king out with restoring his kingdom by puzzle solving.
- Every time you Complete a level you gain stars with which you buy objects to restore your area
- The game also forces the players to Win consecutively on the first try to get more rewards. A great way make players spend with giving very less amount of return(only 5 moves)



LiveOps features: (So far)

The game frequently updates with limited-time events, challenges, and special offers to keep players engaged. These events often offer exclusive rewards and encourage players to log in regularly and retain them. When the time runs out for each event the the comes up with a very similar event with a different name to help players familiarise and not get confused



Social: It has a social clan like clash royale where you can request and donate lives and also cater towards the socializer player type

Card Collection: The game has 846 Cards and 94 Sets to be made and to obtain cards you just need to complete levels. this is a base collection system to primarily motivate player to retain and collect all the cards to make their set

Propeller madness: Use the common propeller power-up to gain points for this event and reach the goal to gain some reward. The goal and the quality of reward keeps increasing as you reach it

Archery arena: Beat consecutive levels on the first try to collect more targets Which will multiply your rewards from X1 X5 X10 X20 X100 for each win

Space Mission: Beat a certain amount of consecutive levels on the first try before other players to complete the mission and earn great rewards

Team Battle: This is like clash royale where you beat levels to collect shields and compete as a team for amazing rewards. The team with the most number of shield at the end of the event wins the most rewards

Magic Cauldron: Some levels have a shelf of elixirs as an obstacle which has to be broken to obtain to collect elixirs with which you try out different formulas(colours) until you find the right one and for each try it costs one elixir. It progressively increases the count to find the right formula

Sweet Pass: This is the subscription model of the game which requires keys which you get as you complete levels

Jungle Treasure: You get to claim some free rewards in a map until you face something that requires money and when bought you progress through the free rewards until another with a price shows up. Catered to the high-spenders

Team Gift Offer: You buy some rewards with is given to your team as well focusing the high-Spenders

Positives:

- Strong core meta that only focuses on progression through gameplay which motivates the players to go to lengths to just Complete the level and keep the streak and rewards.
- Regular updates and events keep the game fresh and retain long-time players
- Over Reliance on events and promotions may make the core gameplay feel less rewarding in comparison But in this case it all falls in the same gameplay loop making it fairly simple.

Negatives:

- Some players may feel pressured to spend money to participate fully in events or access exclusive rewards and eventually lose motivation to play the game
- Might get a bit frustrating when players utilise all the Ingame power-ups and and other purchases to win but uncertainty loose regardless

DESIGN PILLARS:

The Theme: The game blends well with the theme every element and Live ops that have been implemented with the theme motivates the players and makes it more interesting to be in. Having a theme further develops a connection with the players and the game making it feel like you are a god who is responsible for this kingdom and taking care of the king. With a theme as open and interesting as this it is relatively easy to add live ops features

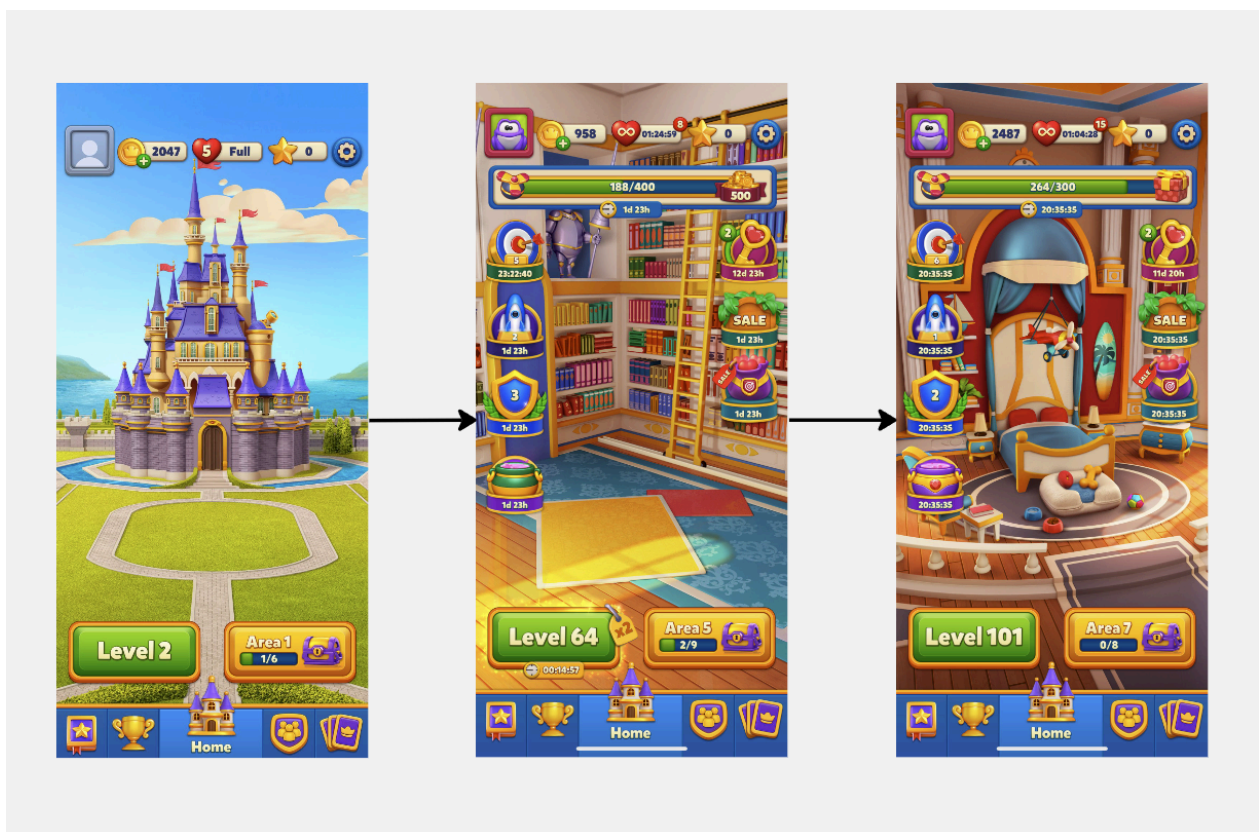
Collection: People are hardwired to collect and seek new stimuli and gain a sense of accomplishment throughout their game, having collection in the core loop with cards and also pairing it up with the social features is a deadly combo for player retention. The game rewards the player with a collection element for every reward or a win in a level

Mascot: The Mascot is the king who is the face of the game and when a game is personified by a Character its an instant connection with the players motivating them to help the helpless king and retain them. There are events that make the player save the king and the ads for the game also shows that as the main loop of the game

Game Feel: The feedback system the game provides is a primary motivator. For each pop of the items in the match 3 has an instant haptic feedback and also a satisfying particle effect and this pair up with a powerup just makes it better. This will make the player addicted to just get dopamine hit from match

Gameplay focus: Every money and time spent on the game and the events is just focused towards playing the match 3. Coins are only used to Play-on after a loss and that is the main currency of the game. This makes new/free players progress in the game for a while and become first time spenders after a significant amount of progress

Timed Features: The game provides some power-ups or lives which can be used up for an infinite amount of times in a certain amount of time. These are the main rewards of the game, Giving players the sense of responsibility to utilise it and play it out till the time finishes. This is very common to obtain making is a easy method to increase session time



Monetisation Sheet

IAP Strategy:

OVERVIEW:

Royal Match uses a typical freemium model, offering in-app purchases (IAPs) for a freemium currency (Coins) and various bundles that include resources, power-ups, and exclusive items.

PRIMARY MOTIVATOR TO SPEND:

- Collection
- Increase the consecutive Wins in the first try

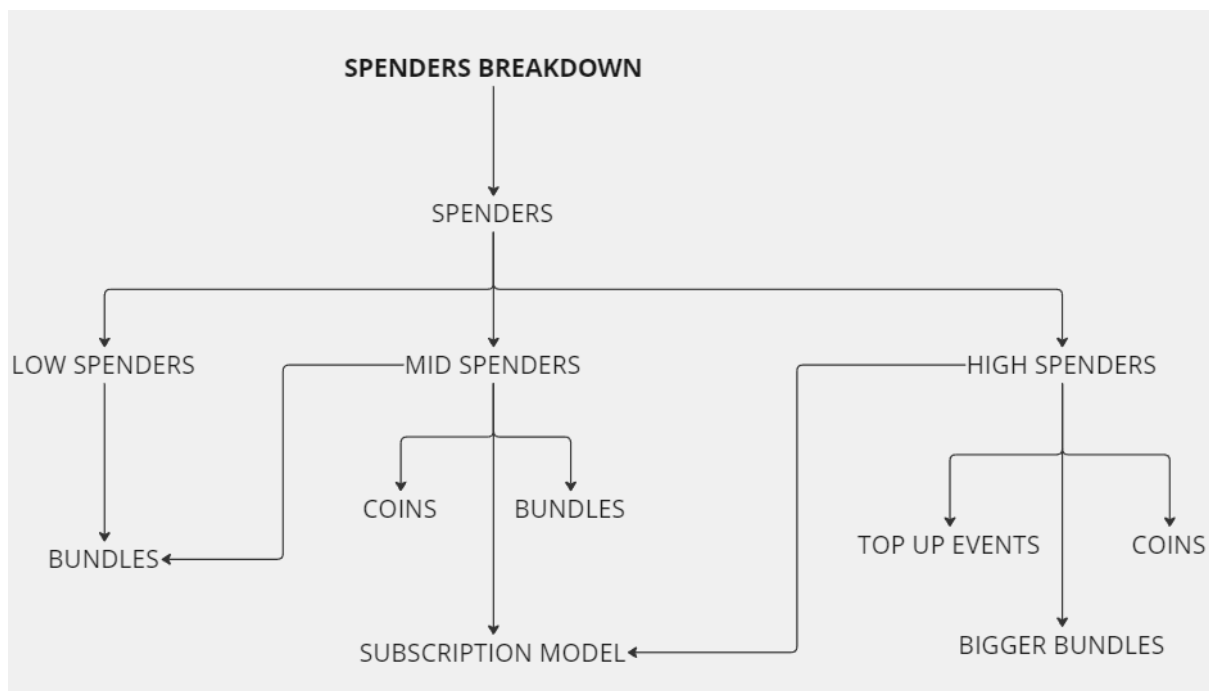
PURCHASES THROUGH REAL MONEY

Game currency - Coins are the only currency in the game. It can be earned for free for completing the levels and events and can also be bought in the shop. Its use case is only to play-on after losing a level

Rewards Centre - (Sweet Pass) A subscription based model that offers players daily rewards over a period of time, these could be the currency itself, in-game items, or other boosts. It requires keys which can be obtained through completing levels it gives free rewards for free players and exclusive rewards for sweet pass players

Top up events - events like endless treasure offer players additional rewards for one time spends, You get to claim some free rewards until you face something that requires money and when bought you progress through the free rewards until another with a price shows up.

Bundles - Bundles are with currencies tied with multiple rewards such as In-game items , Power-ups to show spenders that instead of buying normal coins you can buy a bundle which provides more exclusives for a similar prices range



WHAT PLAYERS GET FOR SPENDING:

Coins

The game forces the players to have a consecutive win on the first try by giving progression through all the in-game events and after players get a significant streak it give players a great sense of accomplishment. Spending on coins makes it the only way to sustain a consecutive win on the first try. Makes it a bit of a need to retain the sense of accomplishment

Timed power ups

Spenders play session is increased as soon as they spend on something These timed power ups are paired up with almost every purchase and with more play session the game keeps motivating the players to spend more

In-game power ups

Power ups and In-Level power ups can be collected and used either before or During a level. This again ties with the primary motivator of the game and is a major reward for events and bundled up together

SPENDER'S MOTIVE:

Getting people to pull out their wallet

- The Major monetization is fairly simple, Winning consecutive on the first try is rewarded and punished if lost through events, forcing players to use coins when they feel like losing and through having a linear difficulty curve, players will get to that state during a very hard level and when they run out of coins they would be forced to become first time spenders and after that the game has enough to convince them to become a frequent
- The live ops that the game has is very active and consistent with updates. Which makes spending on this game worth the player time and also the amount of items to collect is massive with a leader board system all these are motivators to spend
- Activating the Sweet pass(Subscription model) will keep getting the players the rewards at the same time will enhance their In-Game profile to stand out from the free players which most of the serious socializer player type will appreciate
- Once A high Spender gets a very significant progress he will be in a state of just keep spending on games due to the amount of top up events and big bundles that the game provide to improve his quality of the experience

Positives:

- IAPs are optional and don't significantly impact gameplay balance.
- Subscription packages offer good value for dedicated players who want to support the game.
- This does not force any players by being Pay to Win which retains free players

Negatives:

- Some players may feel pressured to spend money to progress faster or access exclusive content.
- The pricing of premium currency and bundles may be perceived as too high by some players.

Monetisation - Ad Monetisation Strategy:

Royal Match does not have ads and solely relies on its In-App strategy for monetization. Which Constricts the players to only focus on the game play and thing of the game as serious one that is worth putting their money in

Positives:

- Ads lowers the quality of the game and deviates from its sole monetization strategy which is In-App purchases
- Ads clutters the dashboard and makes less space for the live-ops features to exist and deviates from the theme
- Some players may find the frequency of ads disruptive to gameplay, especially if they are not interested in watching ads for rewards.
- There may be occasional technical issues or bugs with ad playback that frustrate players.

Negatives:

- An opportunity to monetise has fell off
- Rewarded ads provide a non-intrusive way for free players to earn valuable rewards without spending money.

Using the learnings from the Royal Match deconstruct to suggest a feature for Word Trip

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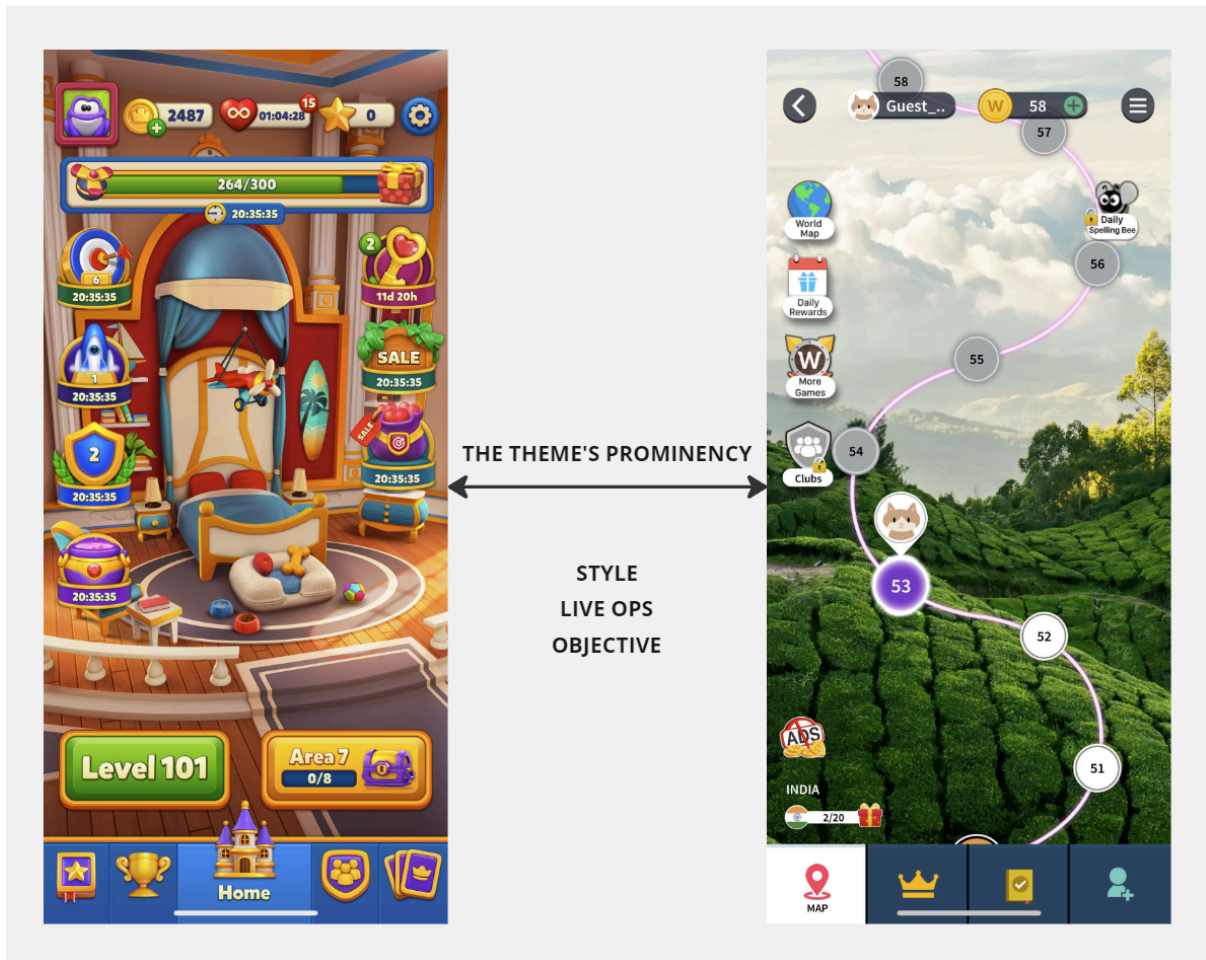
Word trip and Royal Match have different gameplay feels where one has a very casual and fun appeal catered towards general audience and the other has a more serious one in terms of theme, core loop etc

1. RETENTION

STRENGTHENING THE THEME: The game already has a theme which is exploring different countries but it is not as prominent as Royal match where everything from gameplay to how it looks is tied together with helping out the king restoring his kingdom which creates more of an emotional connection with the game

- A dashboard having more of their current country and also having all the elements and LiveOps features connected to it would make players connect instantly and know what they are playing for
- To make the emotional connection maybe whilst completing levels the players face problems that any a traveller would and takes action according to it to further give them the feeling of travelling

- Having the mascot show up more often or in trouble would also motivate players and connects with them



COLLECTION: This is one of the main and major motivators and part of their core loop in Royal Match. This could also be added for Word trip through making players get some of these specific words related to the country that they are playing in and these certain amount of bonus words hidden in those countries level to unlock cool animation (like royal match) or a trophy

2. SESSION TIME

AN ADDITION TO THE GAME LOOP: Royal Match has a simple match 3 gameplay with instant gratification which lets them add base building mechanics to the loop but in Word Trips case its puzzle solving is much harder than match 3 which might not be for the general audience and will give most of them a delayed gratification forcing them to leave after a few tries



- Having mini games which will give elements that will smoothen the word puzzles
- With Add mini games Dumb players will get the same gratification that a Smart Player would get making it more seamless to enjoy the game out and solely increase session time

3. IAP MONETIZATION

Coins are the one and only currency that both the game has in common

Winning Consecutively on the first try: The Major monetization for Royal Match is Winning Consecutively on the first try which is rewarded and is punished if lost. A similar feature would make Word trip players to pull their wallet out. This can be achieved by

- Adding events and live ops features to have more rewards when you guess consecutively and if lose you get to hold it by spending coins
- Players will get in a habit of making the right guesses and will be more cautious with their decisions and will also know that they have to have a certain amount of coins to hold their streak
- When Free players hold a significant amount of streak and if he loses it he would really consider becoming a first time spender and the game should have enough live ops feature to make him a frequent spender