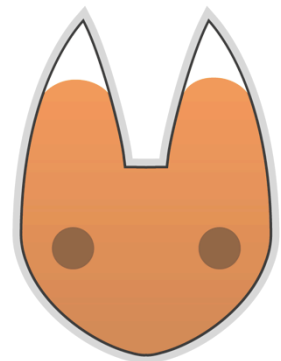


Alphabear Postmortem

David Edery
Twitter: @djedery



SPRYFOX

alphabeer

FREE WORD PUZZLE GAME





28/85

YOUR COLLECTION

CHAPTER 1

GOLFING BEAR

LEGENDARY
Level 1/100

Final score bonus 120%
More G



0:53

892pts

Awesome word!!

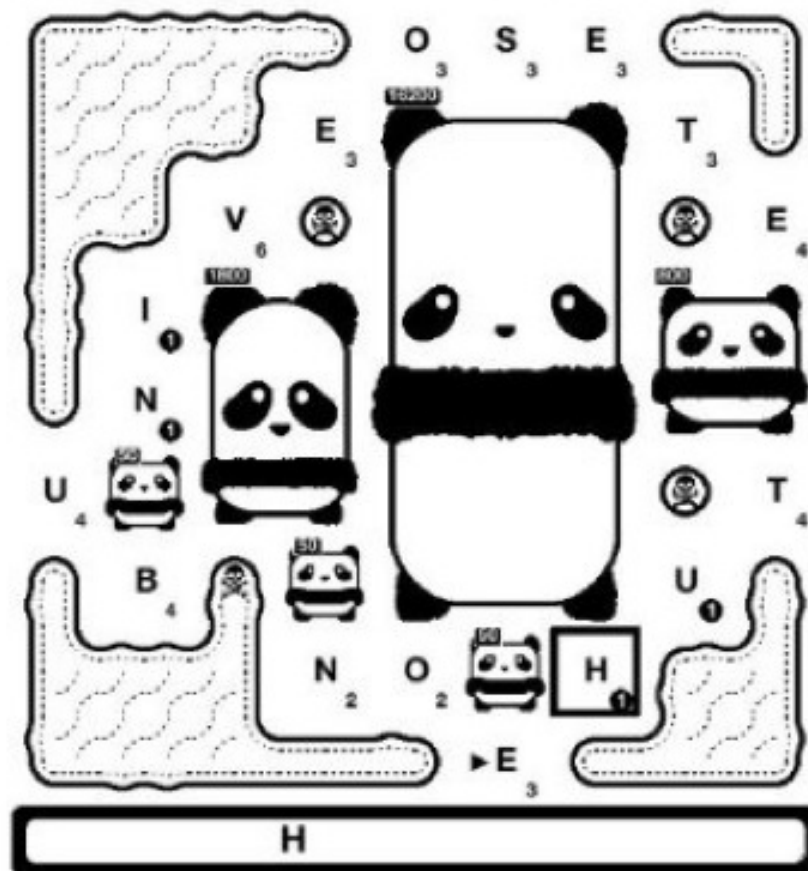


seeders

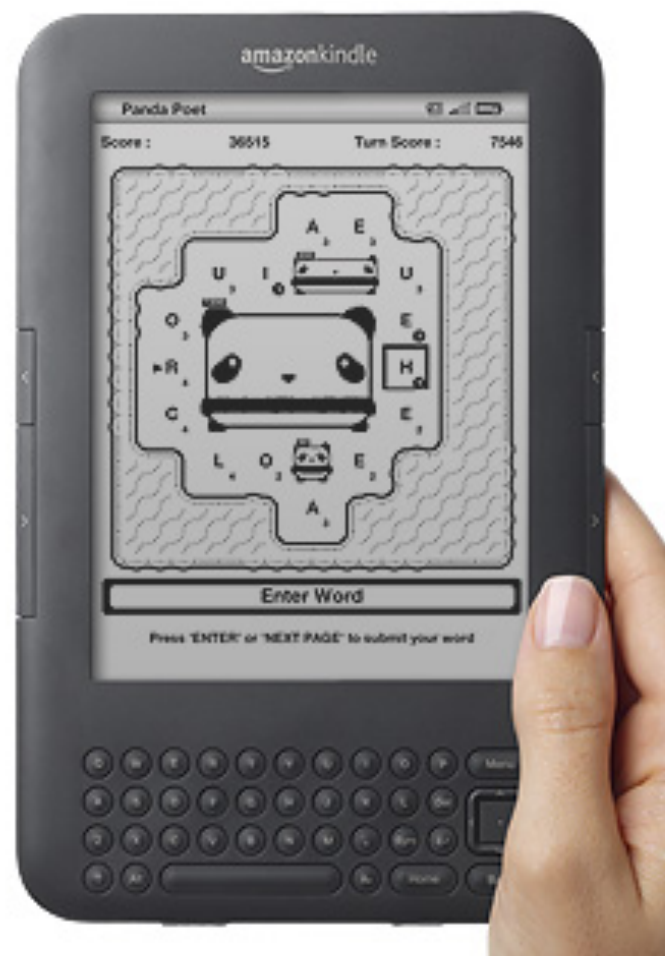
281



Score : 93250 Turn Score : 19355



Press 'ENTER' or 'NEXT PAGE' to submit your word





Menu

Your move...



12

Computer



6

+8

have at least 3 letters.

Players have 3 days to take their turn.

Pandas don't know the word 'CHEH'

LaughingPanda889 spelled CHEW for 12 points.

There are at least 2 possible words to play.

Computer spelled AWA for 6 points.

There are at least 2 possible words to play.



Hint



Problem



Block



Resign



It's your turn.

Alphabear v1:

- No bears to collect or level up
- No chapters or bosses
- Just a daily timed and untimed mode



Reminded us just a little bit too much of....



TripleTown

Stores ice crystal away and retrieves grass



15980



Goal: 20,000 points

79%



Store (tap to buy)

2700



place a crystal

78 left

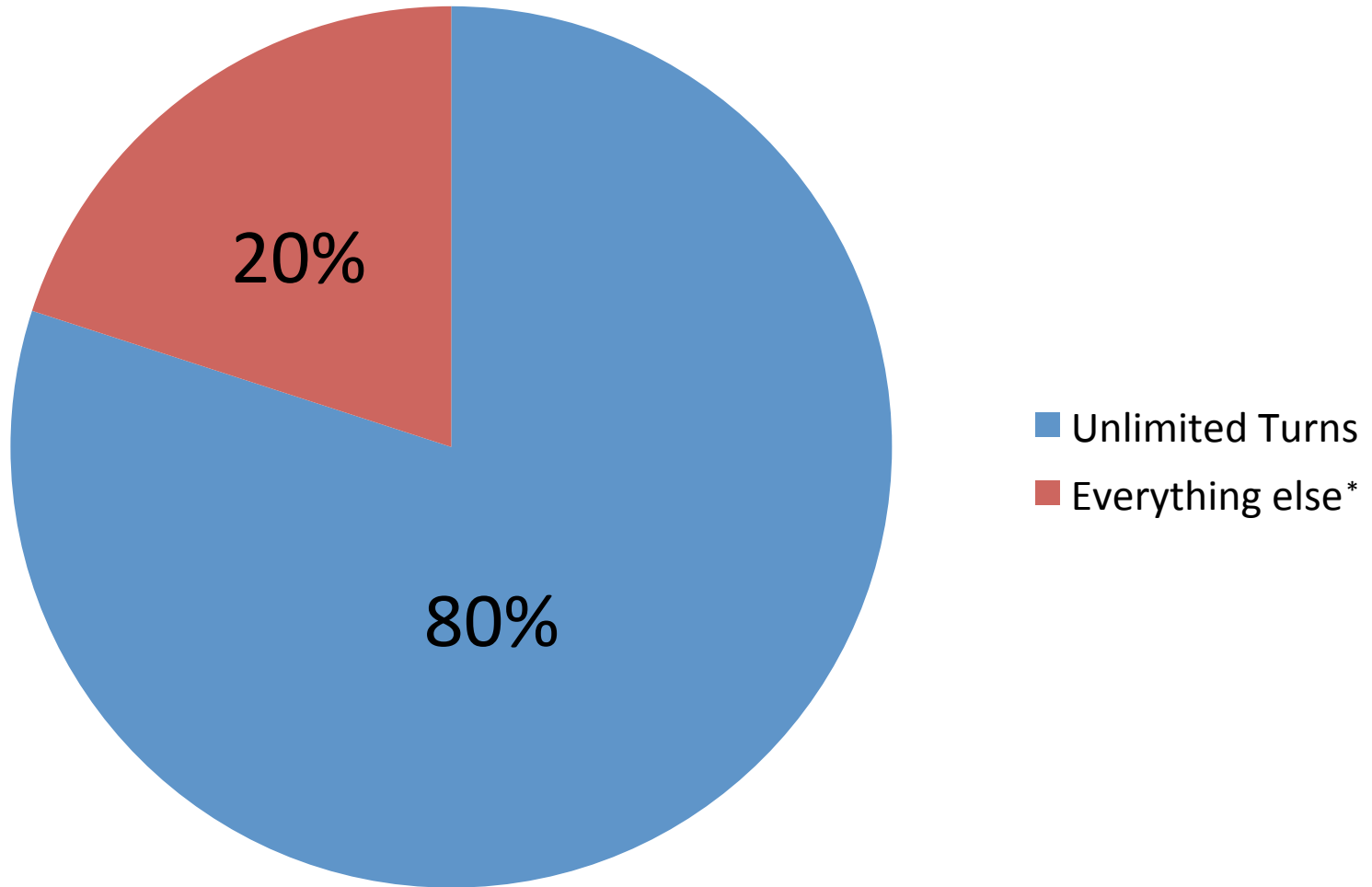
39,260points

19,070points

13,790points



Triple Town IAP revenue, iOS



** "Everything else" is coins, skins & animals*

Triple Town also benefited from luck

- Mobile market far less competitive back then
- Industry goodwill
- Over a dozen big features by Apple & Google
- ...we did not want to count on luck again

So we made some changes...

Categorized by rarity



Levels & powers

GOLDBLOCKS BEAR
LEVEL 1/50
+400 pts for exactly 3 bears



VEGGIE BOX



★ TREASURE EVENT ★

Good chance of a legendary bear!
Guaranteed rare bear!



BEST IN SHOW



🔥 CHALLENGE EVENT 🔥

High Difficulty!

And after all that work...

- Spending on consumables was ZERO 😞
- Retention barely changed 😞
 - Players didn't see the benefit of legendary bears
 - Players didn't appreciate bear powers
 - Players didn't feel enough sense of progression

So we made some more changes...



CHAPTER 5

PEOPLE



EXAM

FRIDAY
BUNGABUNGA

NIGHT



I will PUTT you in your place!



CHAPTER 9 SPACE

BOSSY BOSS

To Unlock:
Earn a gold egg in
10 more unique daily events

OCTO BEAR

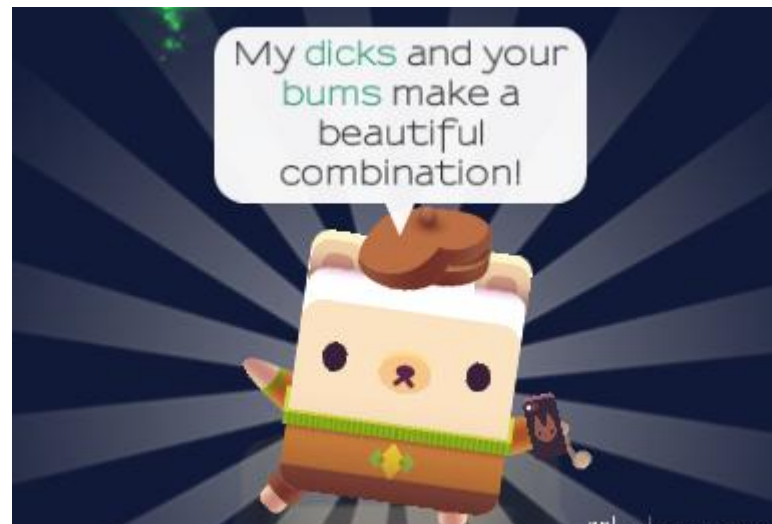
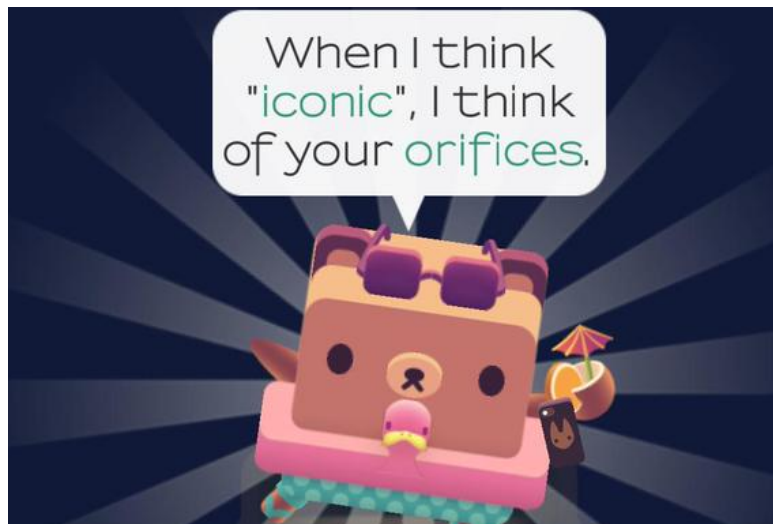
RARE

Level 2/100

→ Final score bonus 316%
+624 pts for 8-letter words



And then bear-speech!



- Months over budget
- No idea what our ARPU will be
- Just added a huge, complex campaign
- Viral feature we're afraid to beta
- WW LAUNCH!!!



Top Free in Games



1. Agar.io
Miniclip.com



FREE



2. Despicable Me
Gameloft



FREE



3. Inside Out Thought
Disney



FREE



4. Subway Surfers
Kiloo



FREE



9. Solitaire
Harpan LLC



FREE



10. Alphabear
Spry Fox LLC



FREE



11. Candy Crush Soda
King



FREE

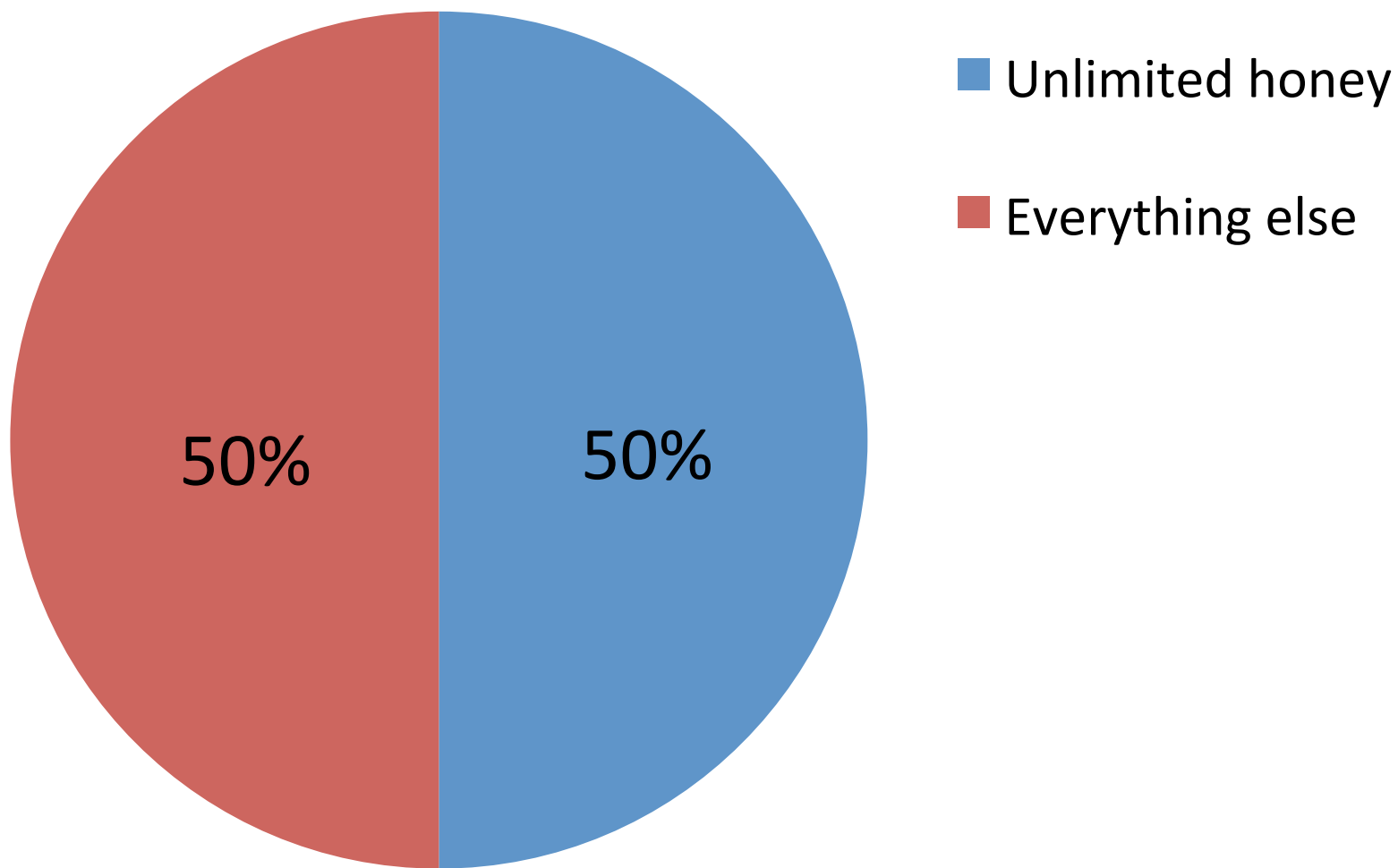


12. Temple Run 2
Imangi Studios



FREE

Alphabear IAP revenue, iOS

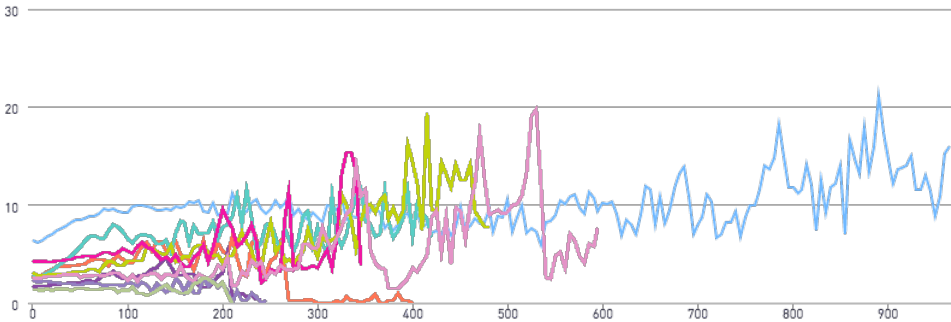


Note: retention was largely unchanged!

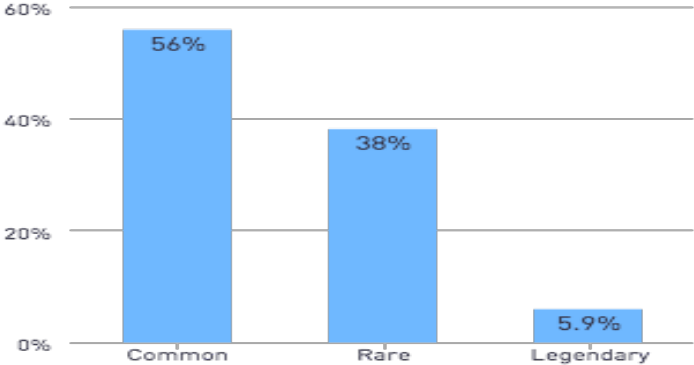
Post-launch issues

- Balancing chapters... hard work!
- % players spending is up, but amount is low
- Complaints about coin economy from payers
- People don't realize they can regen the photos

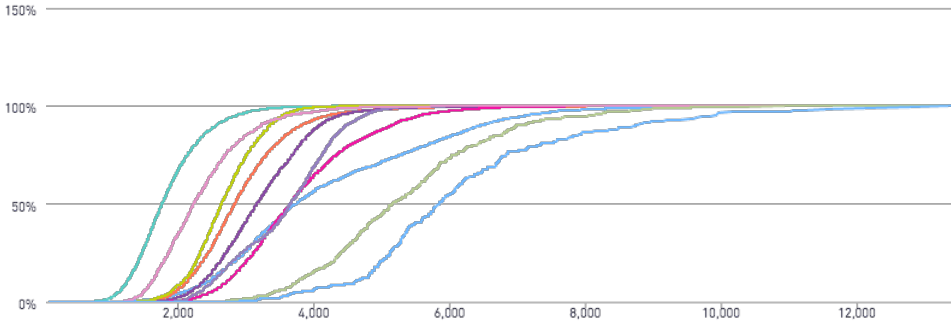
Daily Num Rocks by Prior Dailies



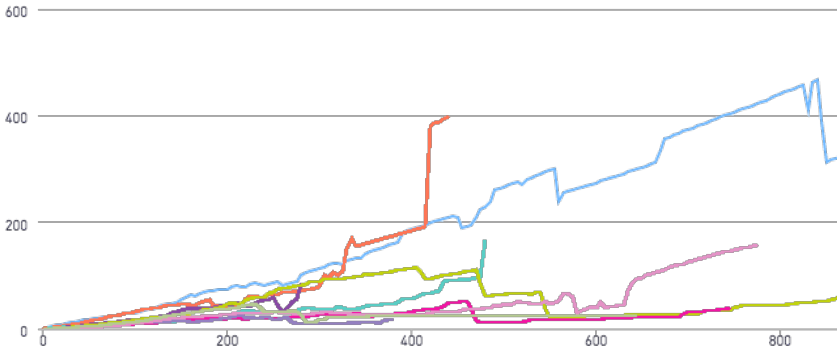
Wakeups by Rarity



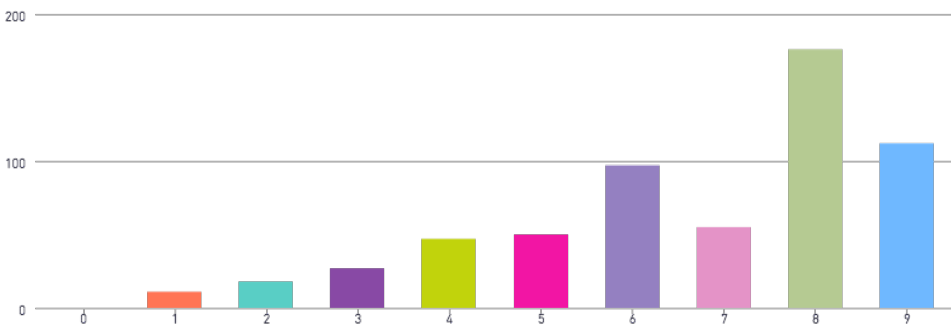
Best of Five Post Handicap Raw Score on Boss



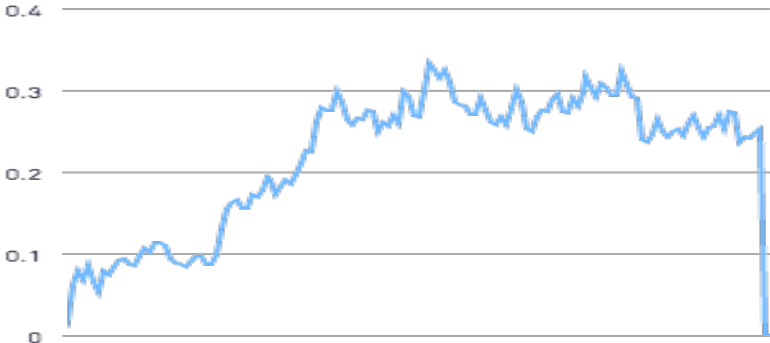
Total Daily Golds by Prior Games



Mean Games in Chapter Before First Boss Gold



Wakeups per Play Day by Date



HOURLY COIN BONUS!

Collect your bonus every 24 hours to keep
the coins flowing!

(it's been 2 days since your last bonus)



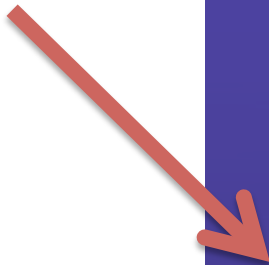


... warm
glass of **thane**
before bed.



WARY BEAR!

PLEASE
TAP
ME!



D7 Retention

0.35



0.3

0.25

0.2

0.15

0.1

0.05

0

Jul '15

Aug '15

Sep '15

Oct '15

Nov '15

Dec '15

Jan '16

Feb '16

Mar '16

Adding & balancing chapters, etc



D30 Retention



0.12

0.1

0.08

0.06

0.04

0.02

0

Jul '15

Aug '15

Sep '15

Oct '15

Nov '15

Dec '15

Jan '16

Feb '16



Bacon Bear

LEVEL 2

Final score bonus 1520%
+15 seconds in timed mode



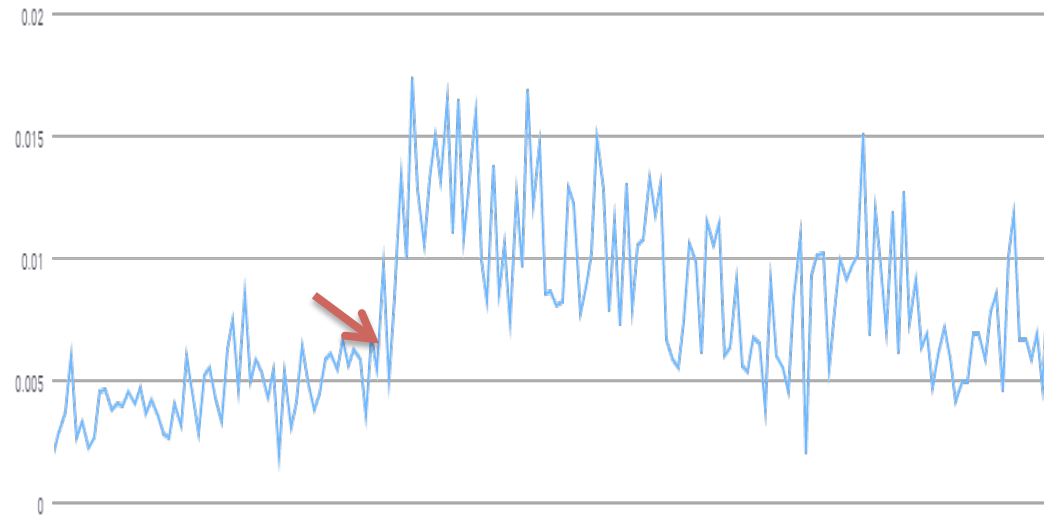
There's a lot more bears in there!
Keep this one and collect another?

ADOPT ONE MORE BEAR?

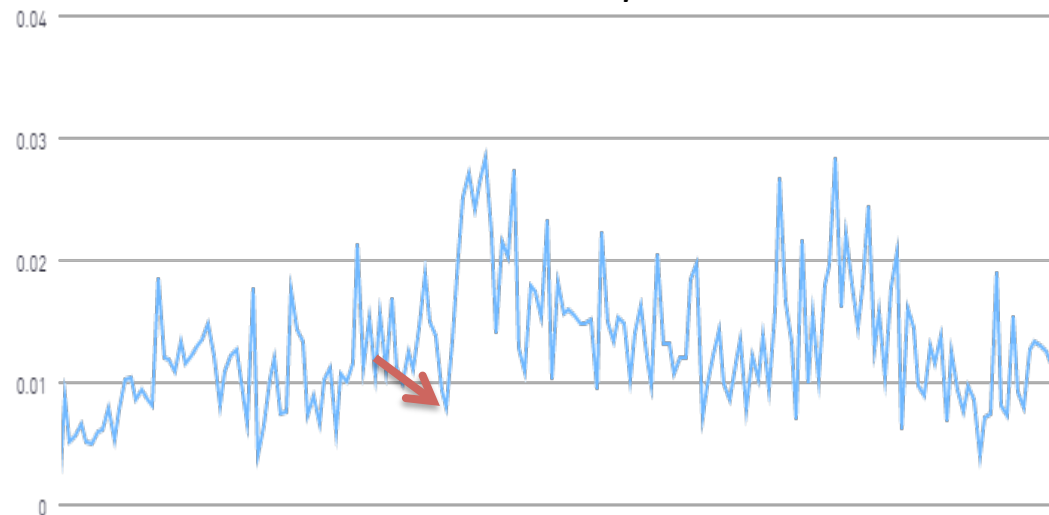
● 385



Currency Net Revenue per Player Day (Android) *3x increase, 50% higher ARPDau*



Currency Net Revenue per Player Day (iOS) *...lesser Impact*



OK, it's no longer totally broken...

Now what?

Special Events!




8678



TERS



VERSES

No active
challenge



CHALLENGED BY Eloisa

Want to play this an Untimed event
and complete the photo? Do well
and you'll get a prize!

I like my **shelter**
like I like my
coffee: **glittery!**



Offline mode

Connect to the Internet to access
the full game

EASY
MED

OFFLINE EASY
TIMED

OFFLIN
UNTI



90 Seconds Timer
High Score: 1 429pts



D30 Retention



0.12

0.1

0.08

0.06

0.04

0.02

0

Jul '15

Aug '15

Sep '15

Oct '15

Nov '15

Dec '15

Jan '16

Feb '16



Once you've gotten all the obvious kinks out, improving retention is HARD

Takeaways

- We were too casual about metagame design
- Launched great features w/ insufficient polish
- We went greatly over budget...
...but our budget was overly optimistic
- Lucky that we listened to our quietest team members
- Re-learned that improving retention is hard

Bushido Bear



Thank you!

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