

Moji-Kross: 単語の勉強文字脳トレゲーム!

Feature Request Presentation





MOJI KROSS: MILESTONE TIME CHALLENGE

IQ Milestone / Time Challenge Reward System



Main Update

Release Date: NOV 15, 2021
Version: 1.3.1

Objective:
Provide a competitive time challenge system for those seeking different experience in the game.



Players are provide a set progression system for achieving a certain IQ. Completing all 5 Milestone Levels will unlock a player reward for them to claim.

Update Objective

Feature Implementation:

- The Time Challenge system was designed for players to experience a cross word game differently.
- Players will be able to access these levels by increasing their IQ
- Completing Time Challenge levels will give player access to exclusive:
 - Themes
 - Medal (Currency)



Puzzle System

Time Challenge System:

- Players are required to complete a stage in the given time per level.
- Players can enter the stage with a unique currency called "Key"
 - Keys can be purchased in the:
 - Store
 - Exchange Store



Milestone System

Milestone Reward System:

- Completing all 5 Levels in the track will unlock the reward in the Milestone Track.



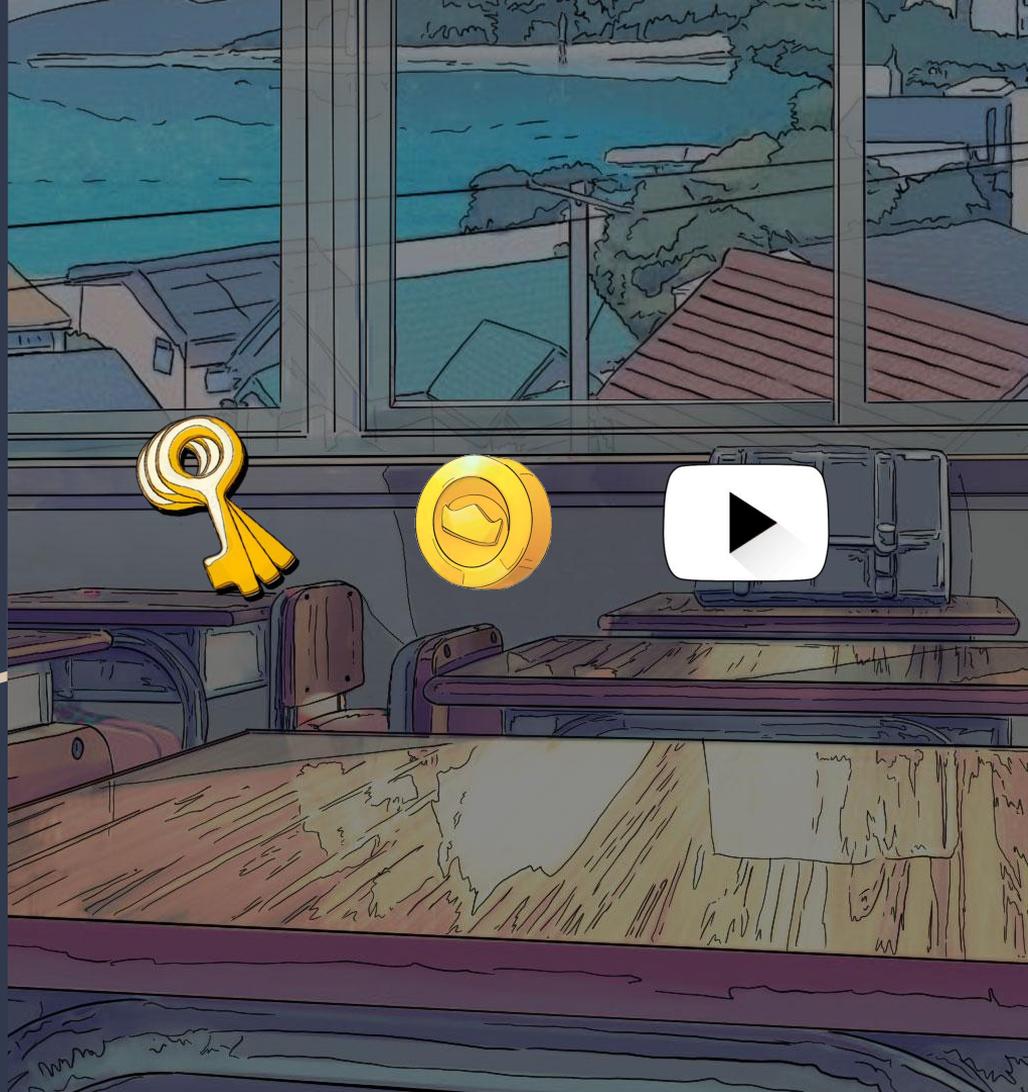
KPI Objective

KPI Objective

- This new system looks to positively influence the below KPI metrics

KPI Improvements

- Avg Playtime Increase (5 Min)
Currency 30 Min
- Increase Avg. Ad Reward Video
View (1 view)
Currency 2.1 views / user
- LTV Increase by 15%
Current LTV 1000 Yen



Publishing Strategy

Purchase Optimization Strategy

- With the inclusion of the Time Challenge, Lixobags looks to move from install optimization UA Strategy to a purchase Optimization.
- UA Budget:
 - \$15k - \$25k (Initial Test Budget) / Monthly
 - \$50k - 75k (Scaleable Budget) /Monthly





THANK YOU

EXOSAGS