

**HOMA**

**HYBRIDCASUAL**

**THE BEST OF BOTH WORLDS**



# GAME SPECTRUMS BASELINES

## Hyper Casual games

Hyper Lightweight, minimal time investment.



## Casual games

Simple gameplay, low time investment.



## Mid-core games

Deeper gameplay, longer time investment.



## Hardcore games

High skill and strategy, immersive and the largest time investment.



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High skill, Largest time investment.

## Hybridcasual



# HYBRIDCASUAL IN A NUTSHELL

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We can think of Hybridcasual games as mobile games that have hyper casual core game loops and simple mechanics, which are expanded and amplified with features and monetisation models of casual / mid-core games.

Retaining the positive instant action, snackable essence of a hyper casual whilst offering deeper and more complex player upgrades and progression systems. These create longer-term motivation, increased retention and player progression.

They drive higher baseline lifetime value through "In App Purchases" alongside "Ad-based monetisation" methods.



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**LIGHT & DEEP HYBRIDCASUAL**



**LIGHT**

- Typically less in-depth game systems
- Lower opportunities for IAP revenue.
- Faster to develop.

**DEEP**

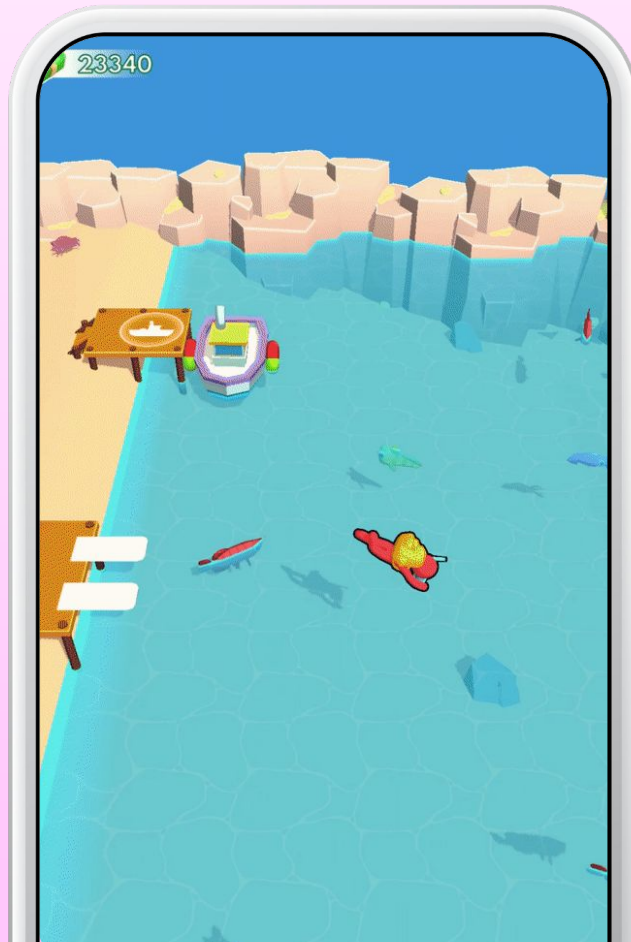
- Larger repository of content
- More complex progression paths and gacha systems.
- Overall production value quality is higher.

# HYBRIDCASUAL

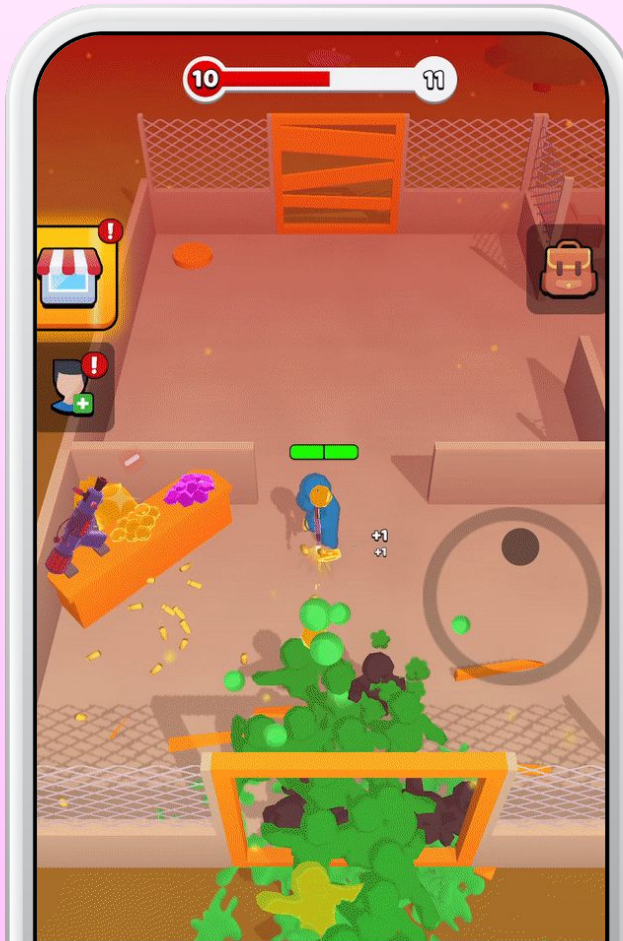
## LIGHT AND DEEP

# SUB-GENRES AND GAME LOOP EXAMPLES

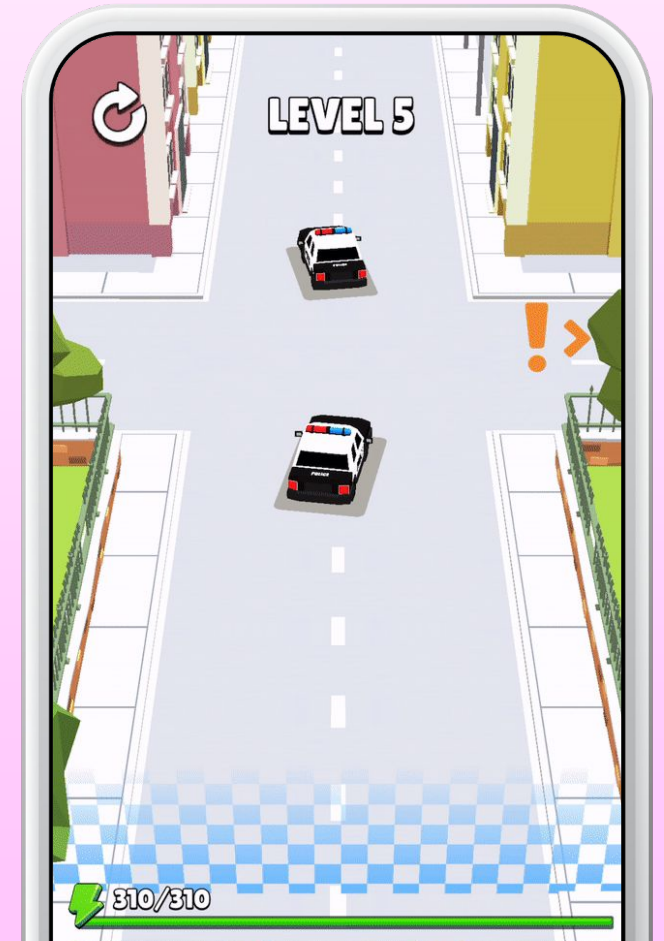
## ARCADE IDLE



## SHOOT EM UPS



## TOWER DEFENSE



A landscape featuring a calm lake in the foreground, with a small island or peninsula in the middle ground. The background consists of rolling hills under a soft, purple and pink sky, suggesting a sunset or sunrise. The overall mood is serene and atmospheric.

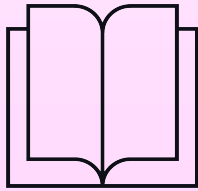
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**GAME SYSTEMS  
& META LAYER  
CONSIDERATIONS**

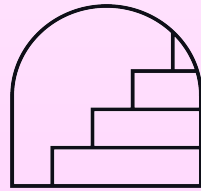


# GAME SYSTEMS & META LAYER CONSIDERATIONS

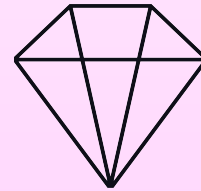
**Storyline**



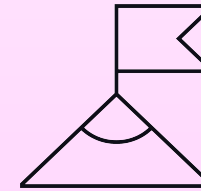
**Build / Design**



**Collecting**

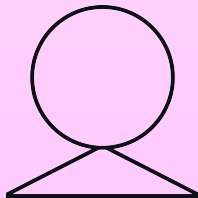


**Game Modes**

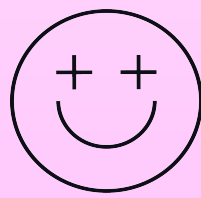


**RPG ELEMENTS**

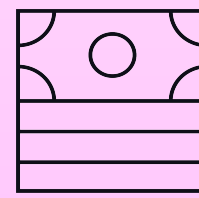
**Player Level**



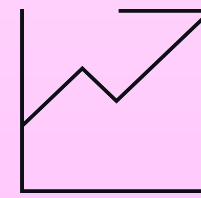
**Player Cosmetics**



**Player Gear**



**Player Skills**

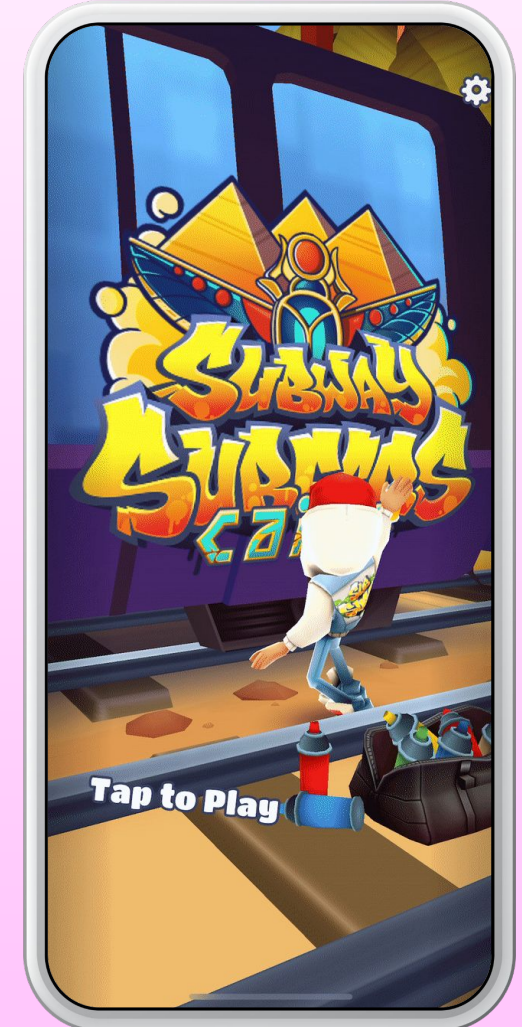
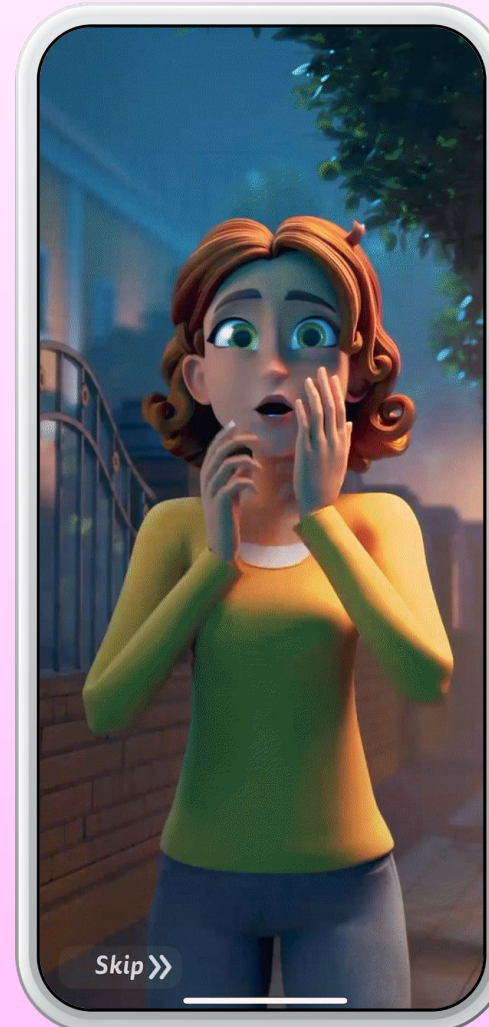


# STORYLINE ( NARRATIVE / JOURNEY )

- Position your player in your games universe
- Gives meaning however lightweight the plot
- Delivers short and long-term goals
- Establishes game tone, personality and mood
- Emotions (tension/excitement/intrigue)
- Can add opportunity for feature layers (maps)
- Adds motivation to progress

## In App Purchase Opportunities

- Mini Events / branching story paths.
- Bespoke areas and events
- Exclusive characters and gear
- Limited time or skill based characters

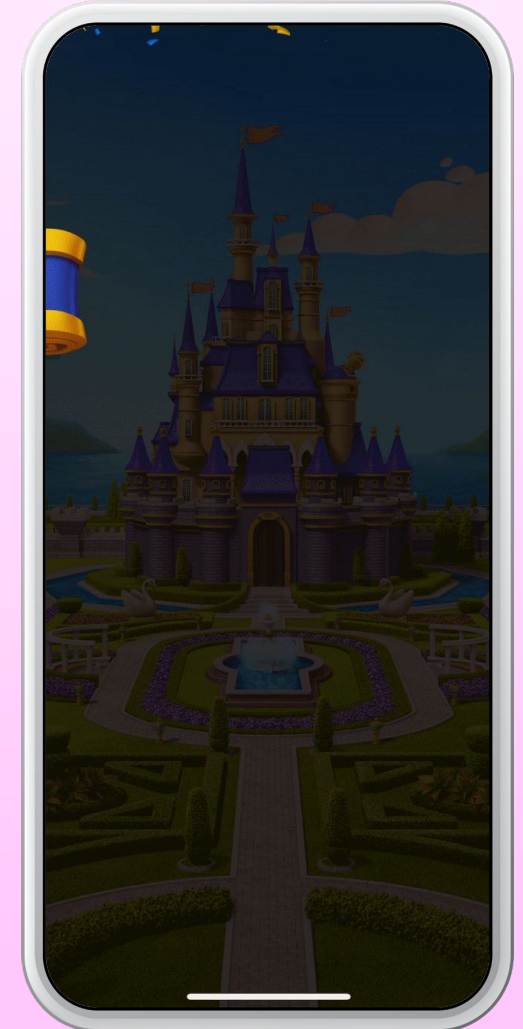
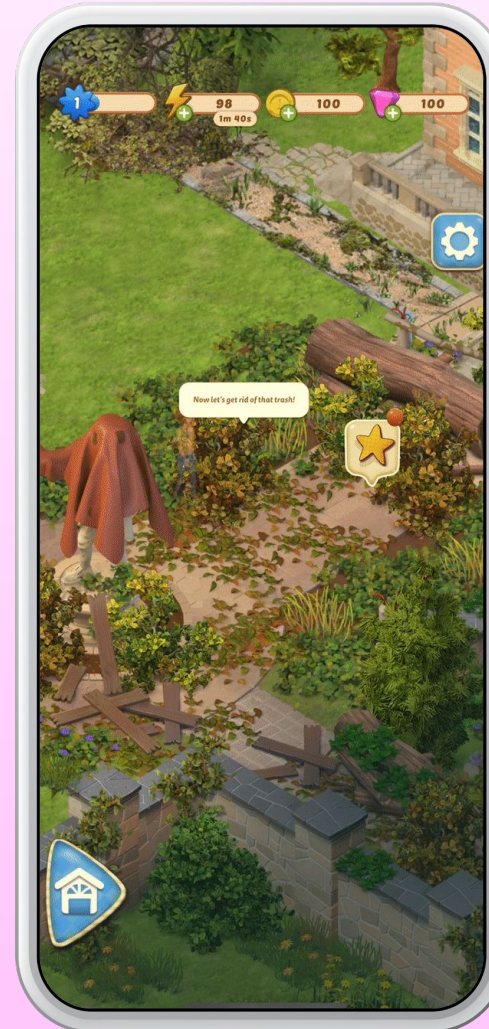


# BUILD / DESIGN ( DECORATION / RESTORATION )

- Stable and relatable game universe
- Immediate purpose and game goal
- Player agency and personalisation
- Satisfying visual progression
- Taps into completionist psychology
- Customisation creates attachment

## In App Purchase Opportunities

- Special Decorating items
- Accelerate time IAP
- Exclusive bespoke objects/decorations



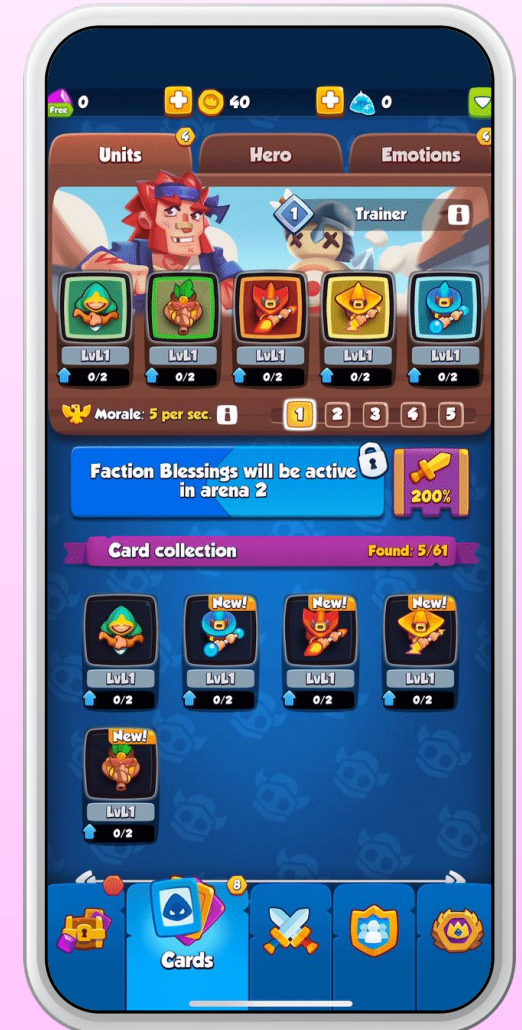
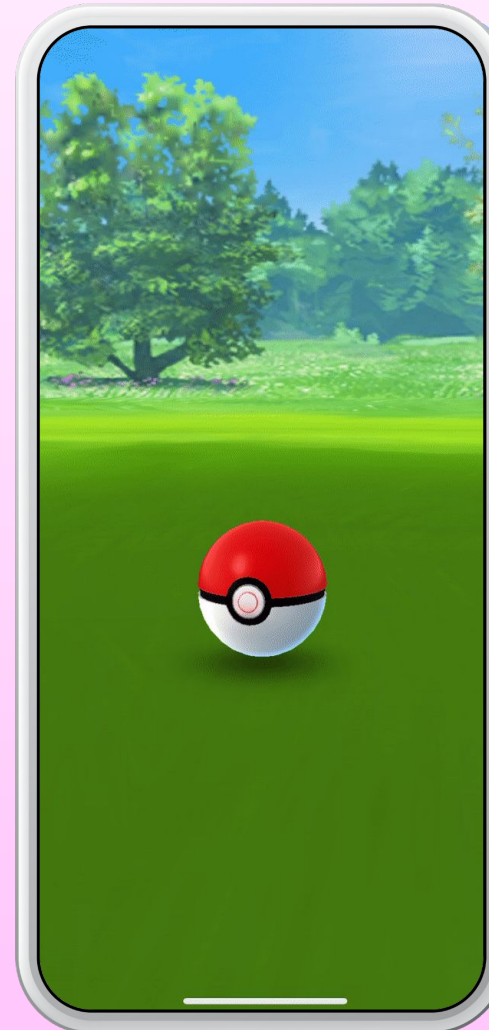


# COLLECTING ( GOTTA CATCH EM ALL! )

- Strong self achievement
- Encourages long-term progression/retention
- Taps into completionist psychology
- Special collectible items for events
- Triggers dopamine
- Reward Bonus systems (spin wheels/slots)

## In App Purchase Opportunities

- Loot boxes tied to a set completion
- In-game economy purchases
- Insta pack time saver



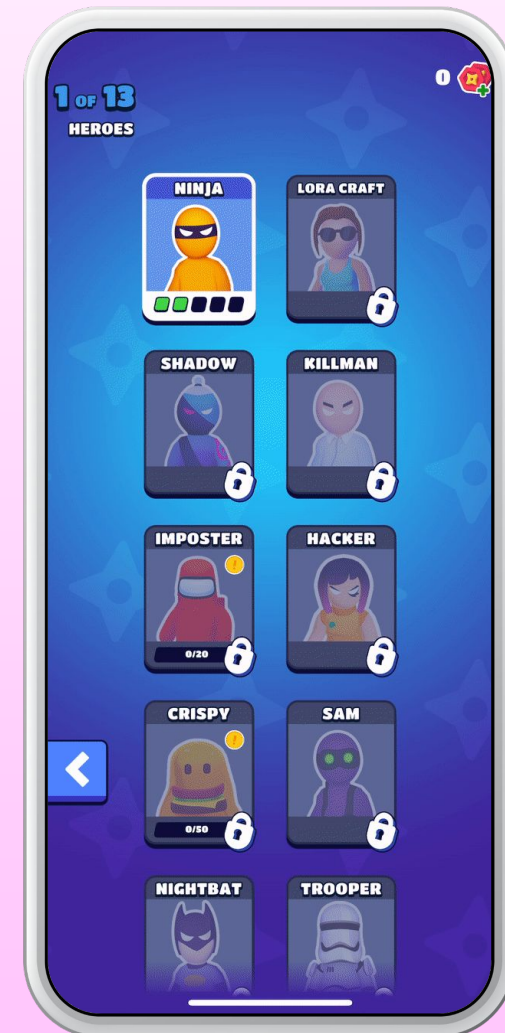


# RPG ELEMENTS ( PLAYER PROGRESSION/UPGRADES )

- Upgrades influence gameplay outcomes
- Special skills/abilities (gear/traits)
- Unique skins (cosmetics)
- Unlocks power play options
- Re-enforce storylines

## In App Purchase Opportunities

- Rare/Legendary characters
- Fancy skins - unlimited
- Game economy packs
- Bundle opportunities



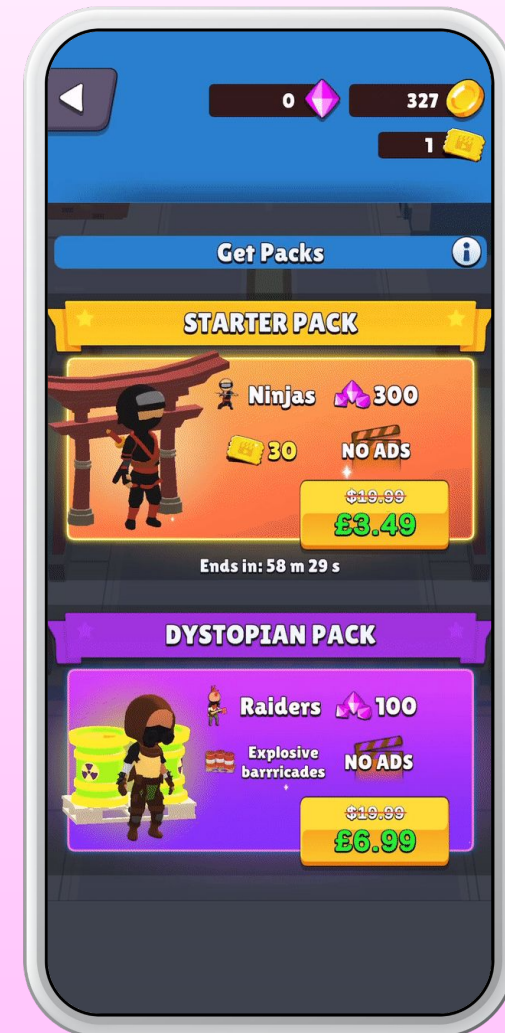
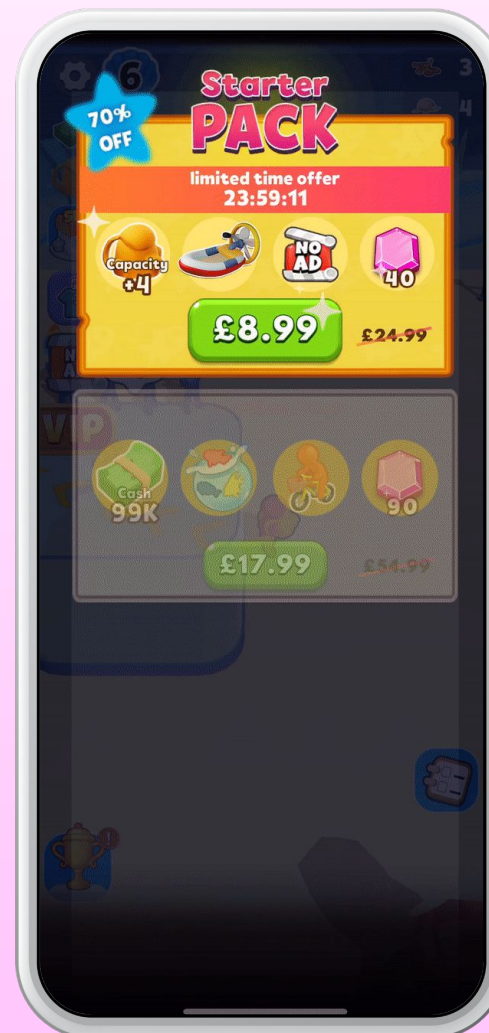
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**MONETISATION AND  
GAME MODES**



# MONETISATION - THE HYBRIDCASUAL MODEL

- Starter packs (+remove ads)
- Economy & asset bundles
- Time dependent offers
- Seasonal limited edition packs
- Multiple denominations
- Cater for the whales
- VIP Subscriptions
- Include RV options (will be tested)



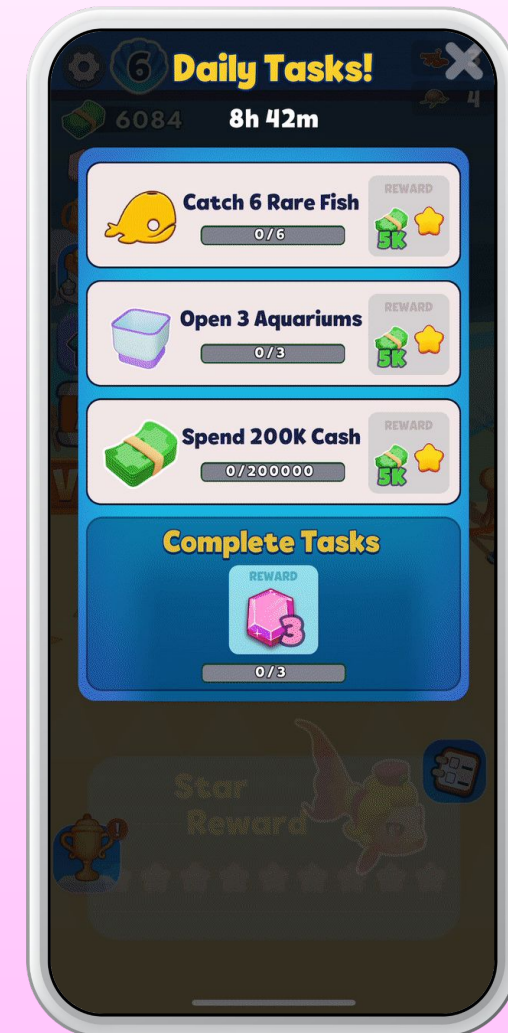
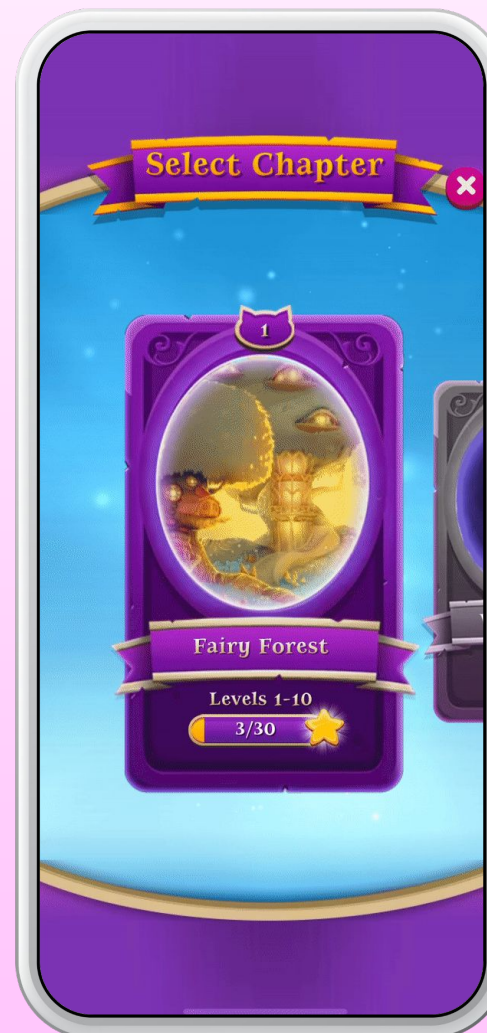


# GAME MODES - RETENTION & REVENUE DRIVERS

- Map systems and defined stages
- Live Ops
- Multiplayer
- Team challenges
- Daily Tasks
- Leaderboards & Ranking systems
- Daily challenges

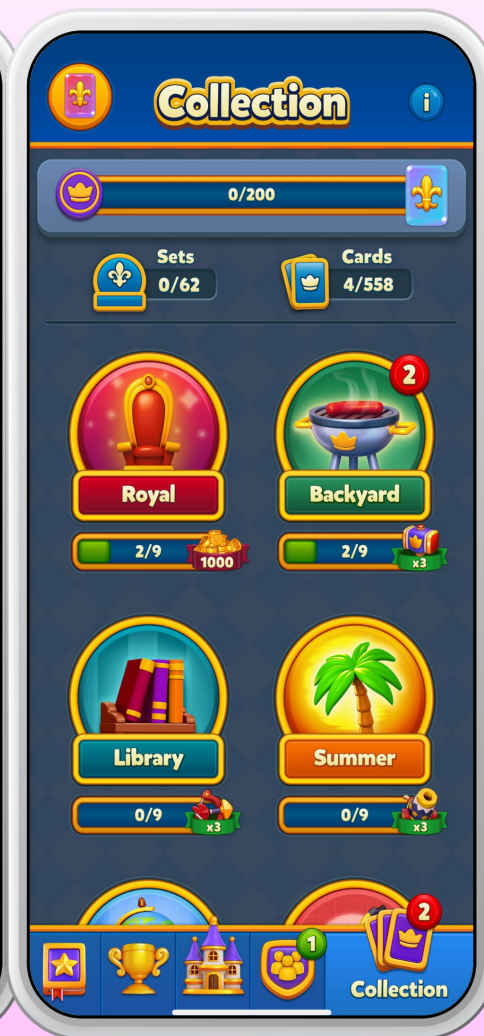
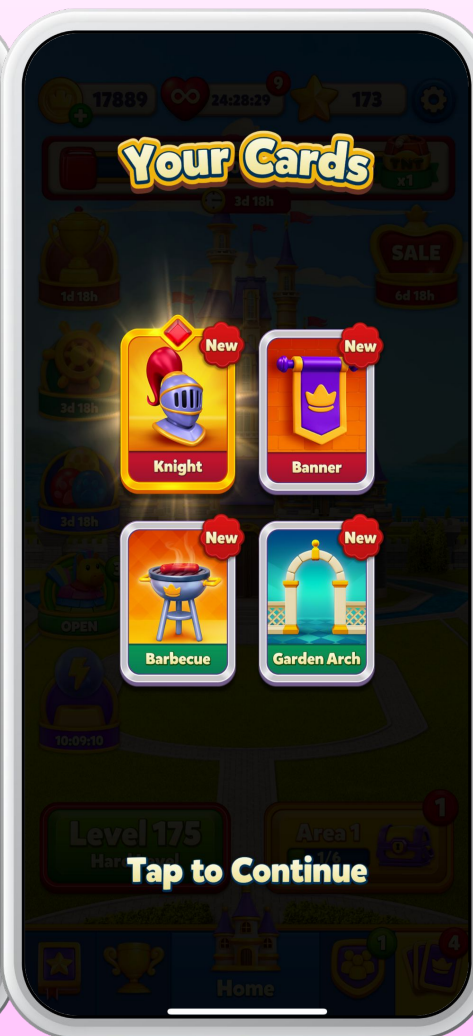
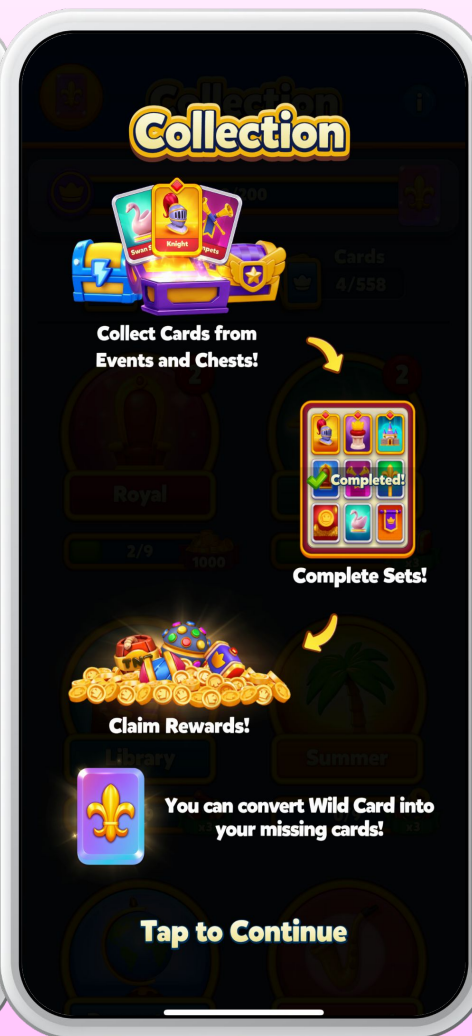
## In App Purchase Opportunities

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# GAME MODES - COLLECTION ECONOMY





# GAME MODES - MINI GAMES / LIVE OPS / SIDE QUESTS



18489 29:03 172

## Book of Treasure

0/50 x1

Grand Prize!  
10 000

2d 15h

Collect 50 Books to win the reward!  
Complete all steps to win the Grand Prize!

Play

Home



17889 24:28:44 173

## Balloon Rise

Win levels to rise up!

3d 18h

2

Start

Home



17889 23:59:18 173

## Lightning Rush

10:09:59

Compete with other players for 1 hour!  
You will have unlimited lives during competition!

Start

Home



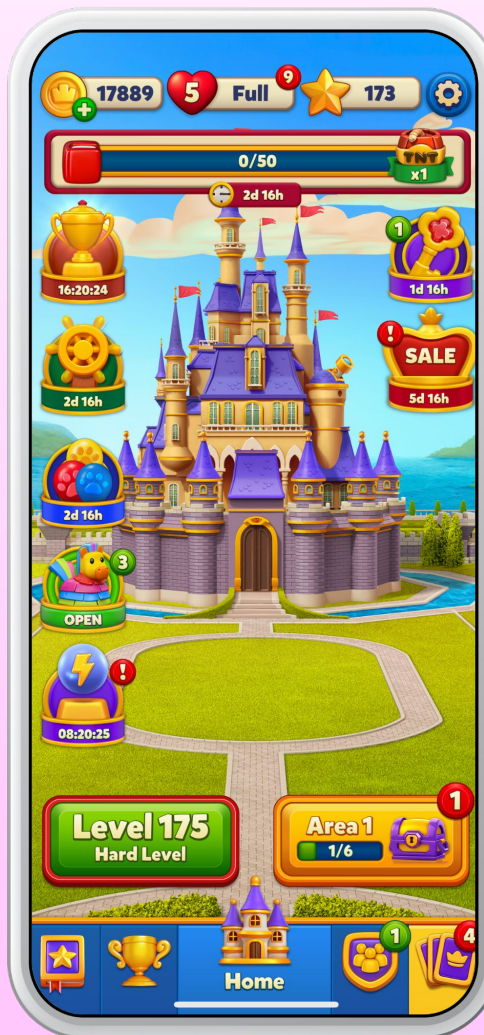
### Weekday Events vs. Weekend Events

- Lightning Rush
- Book of Treasure
- King's Cup
- Team Treasure

- Sky Race
- Team Battle
- Propeller Madness
- Pinata Party



# GAME MODES - DECORATION / RESTORATION





# GAME MODES - SOCIAL AND BATTLE PASS

17889 23:59:30 173

## Team Treasure

Team Treasure has started! Beat levels as a team to open the chests!

Continue

## My Team

RisingHigh Team Info

Jam asking for lives!

3/5 Help

mardooks asking for lives!

2/5 Help

Fredster The2nd asking for lives!

1/5 Help

Liz asking for lives!

0/5 Help

Message Request

Home Team

## Team Treasure

Collect 800 more ship wheels as a team!

300

250 500 800

1 Ricky x2 30

2 Dom x2 7

3 Bob x2 1

Not getting rewards without contribution!

41 Phone 0

## Royal Pass

The Royal Pass will give you a chance to get special rewards!

Special Rewards

You will have exclusive bonuses until the event ends!

- 8 lives instead of 5
- Golden profile picture frame and golden name
- Gift for your teammates

2d 18h

£ 8.99

## Royal Pass

2d 18h

0/1 1 Activate

Free Royal Pass

Claim 8

x1 1 ∞ 15m

x1 2 x1



**HOMA**

**THINKING BEYOND AND  
ADJUSTING YOUR MINDSET**



# HYBRIDCASUAL - THINKING DIFFERENT

## **Vision**

Thinking beyond the core loop of a hyper casual and adopting and transitioning your mindset to think deeper on where the expansion of your game could go.

## **Game Design Elements**

What could you layer into your snackable game that would add interest and engagement.

Would this make sense in your game world?

## **Marketability**

Whilst the market is shifting more into the Hybridcasual model, Hyper casual rules still remain the same.

Innovation is key.