

HOMA

HYBRIDCASUAL

THE BEST OF BOTH WORLDS



GAME SPECTRUMS BASELINES

Hyper Casual games

Hyper Lightweight, minimal time investment.



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Casual games

Simple gameplay, low time investment.



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Deeper gameplay, longer time investment.



Hardcore games

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



GAME SPECTRUMS BASELINES

Hyper Casual games

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Casual games

Simple gameplay, low time investment.

Mid-core games

Deeper gameplay, longer time investment.

Hardcore games

High skill, Largest time investment.

Hybridcasual



HYBRIDCASUAL IN A NUTSHELL

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



HYBRIDCASUAL

LIGHT AND DEEP

LIGHT

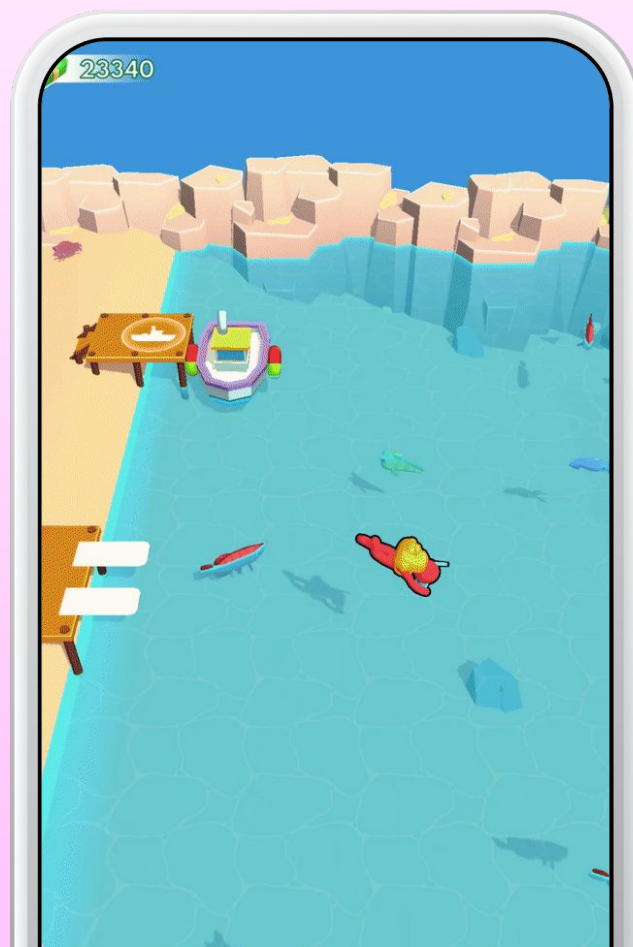
- Typically less in-depth game systems
- Lower opportunities for IAP revenue.
- Faster to develop.

DEEP

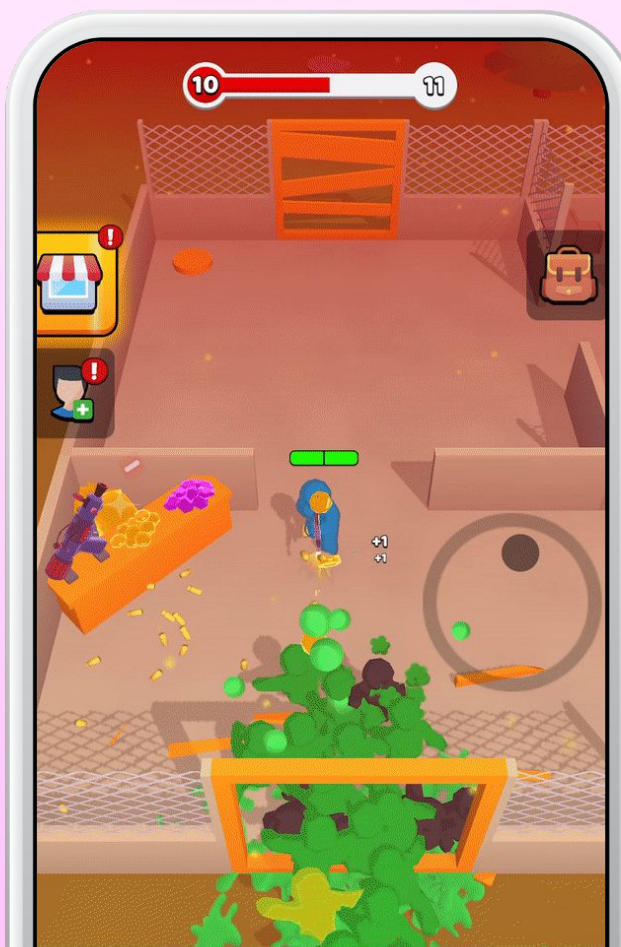
- Larger repository of content
- More complex progression paths and gacha systems.
- Overall production value quality is higher.

SUB-GENRES AND GAME LOOP EXAMPLES

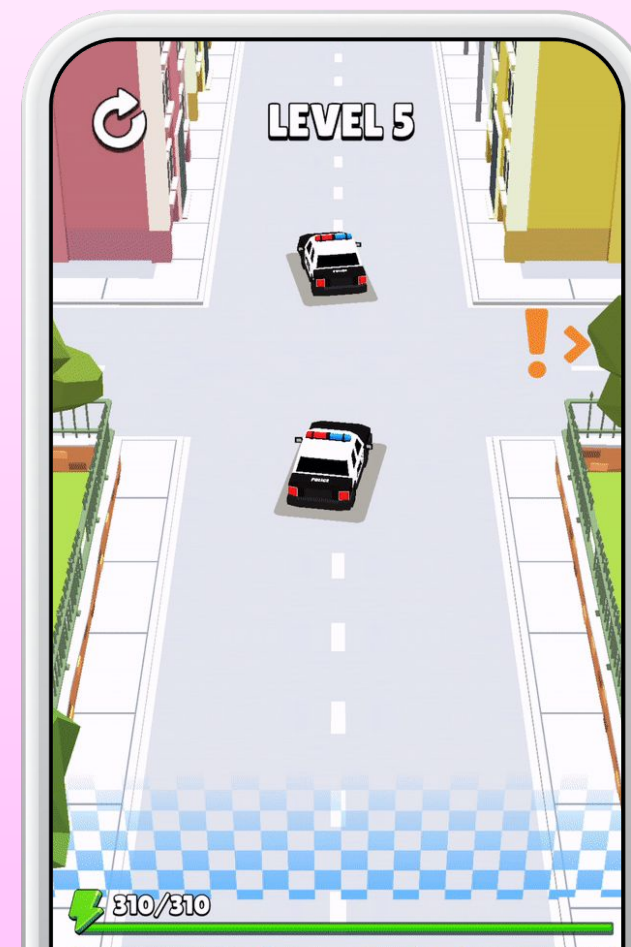
ARCADE IDLE



SHOOT EM UPS



TOWER DEFENSE



JULES BACULARD
PUBLISHING
MANAGER



**LUCAS KLEPAL
MOREL**
PUBLISHING
MANAGER



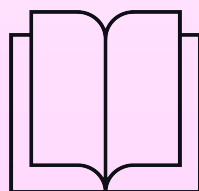


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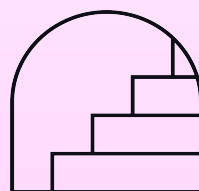
**GAME SYSTEMS
& META LAYER
CONSIDERATIONS**

GAME SYSTEMS & META LAYER CONSIDERATIONS

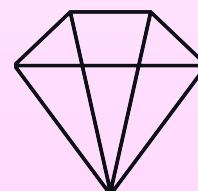
Storyline



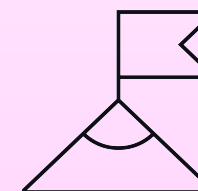
Build / Design



Collecting

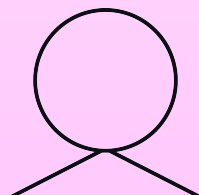


Game Modes

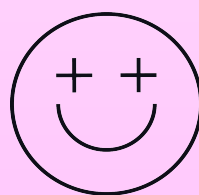


RPG ELEMENTS

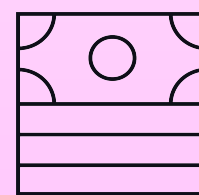
Player Level



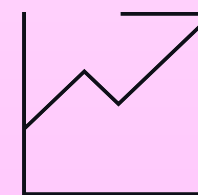
Player Cosmetics



Player Gear



Player Skills

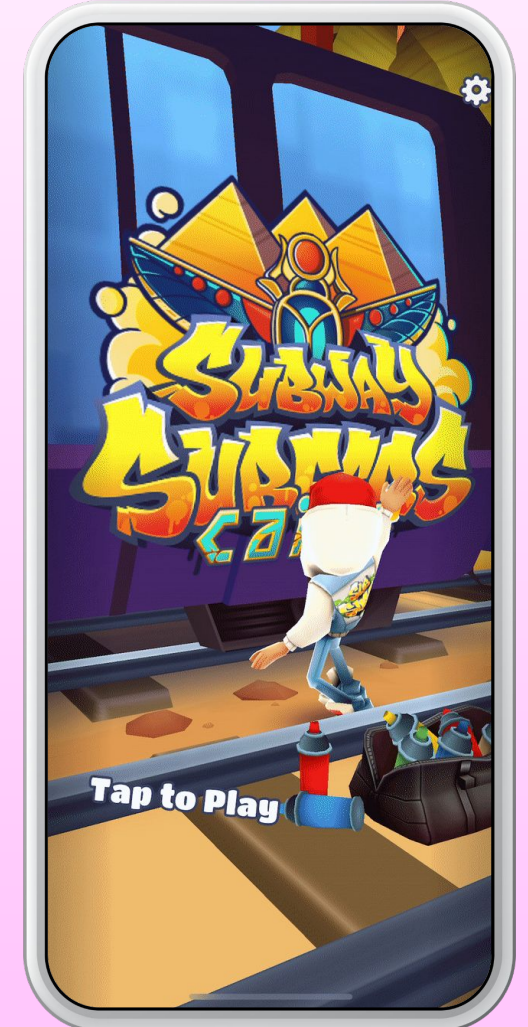
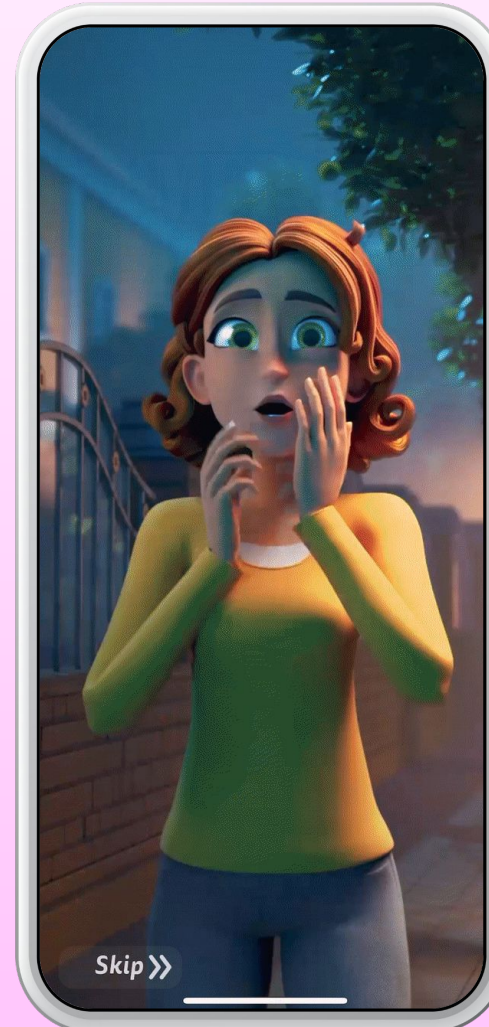


STORYLINE (NARRATIVE / JOURNEY)

- 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

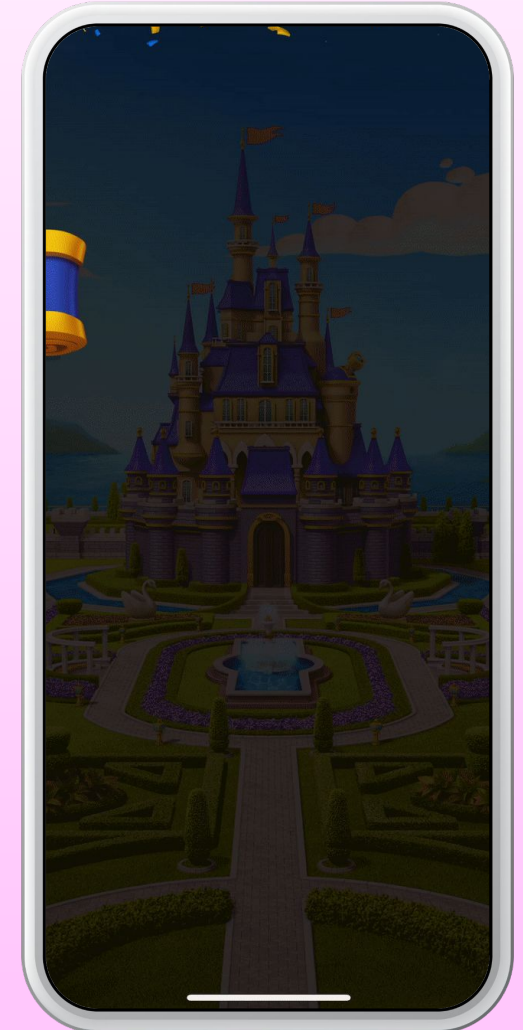
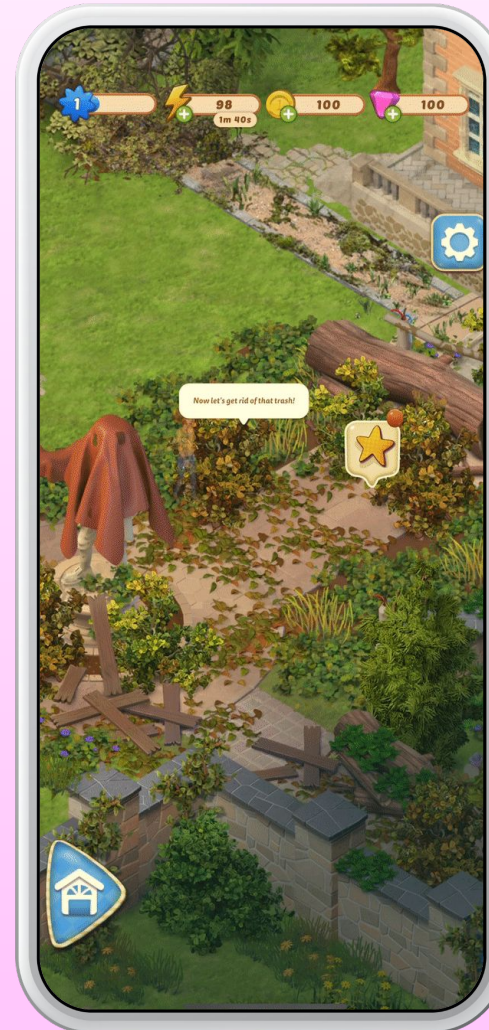


BUILD / DESIGN (DECORATION / RESTORATION)

- 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

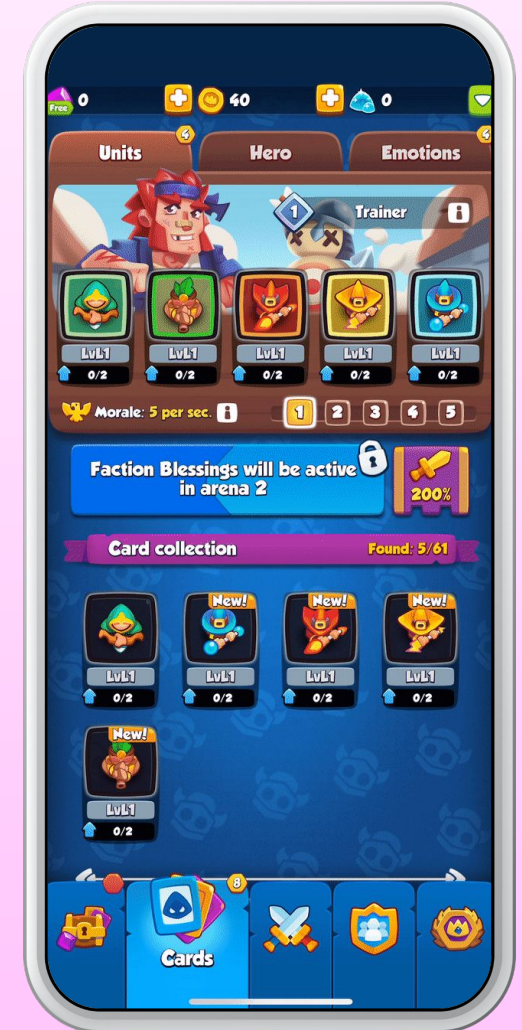
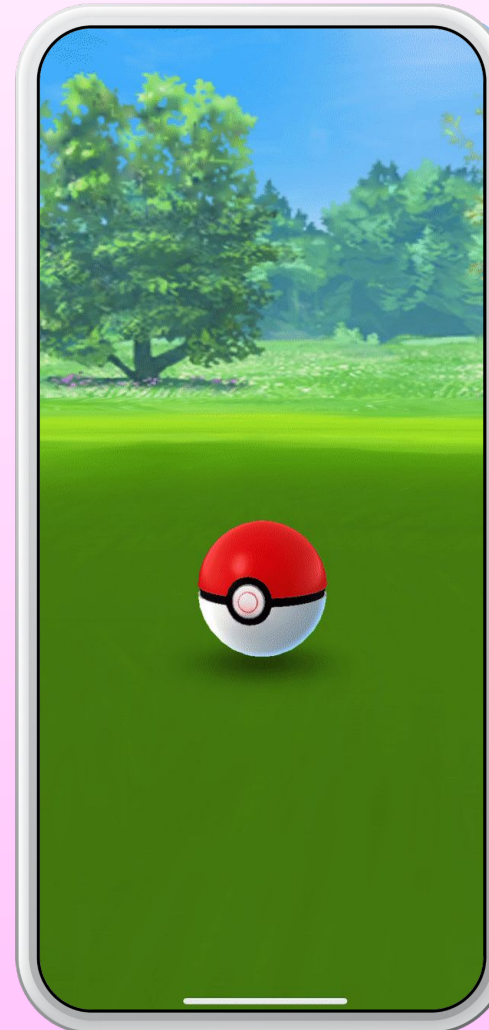


COLLECTING (GOTTA CATCH EM ALL!)

- 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

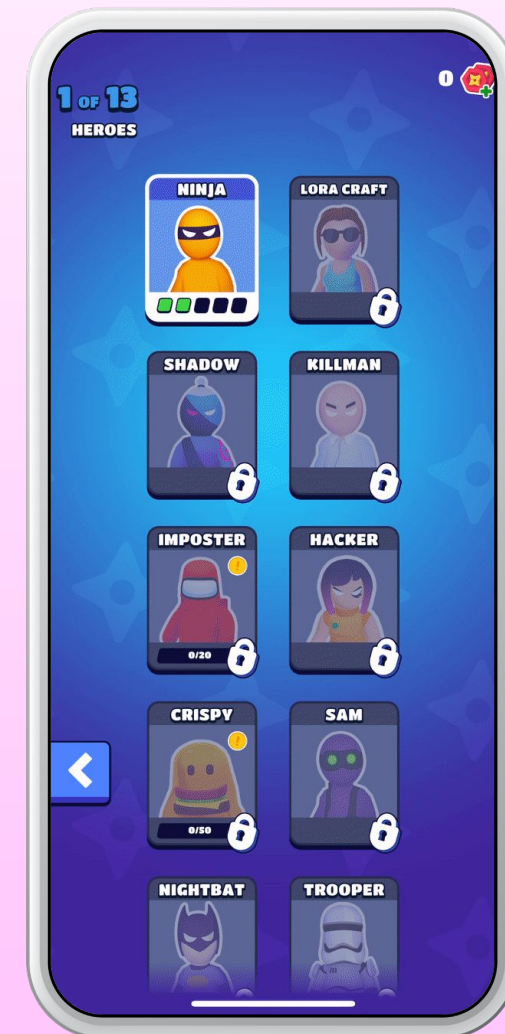


RPG ELEMENTS (PLAYER PROGRESSION/UPGRADES)

- 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



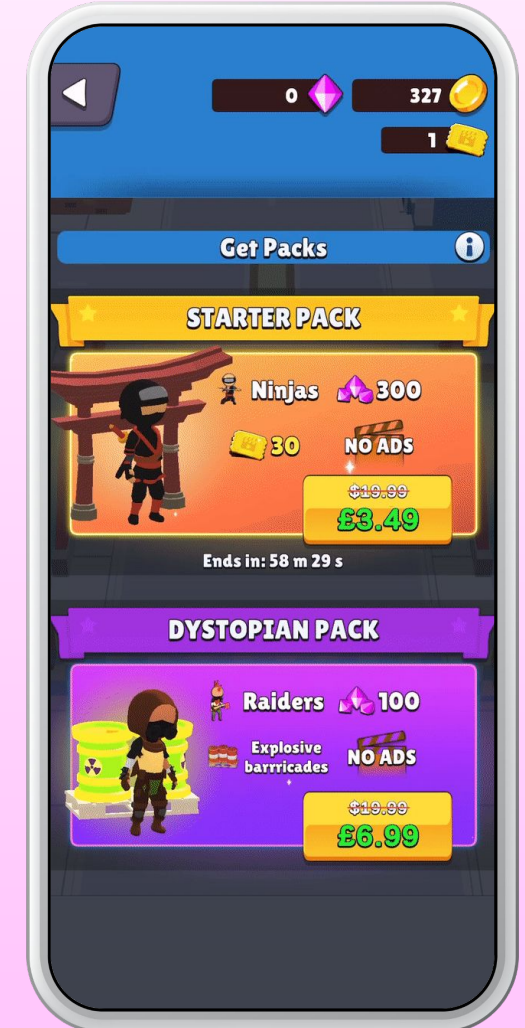
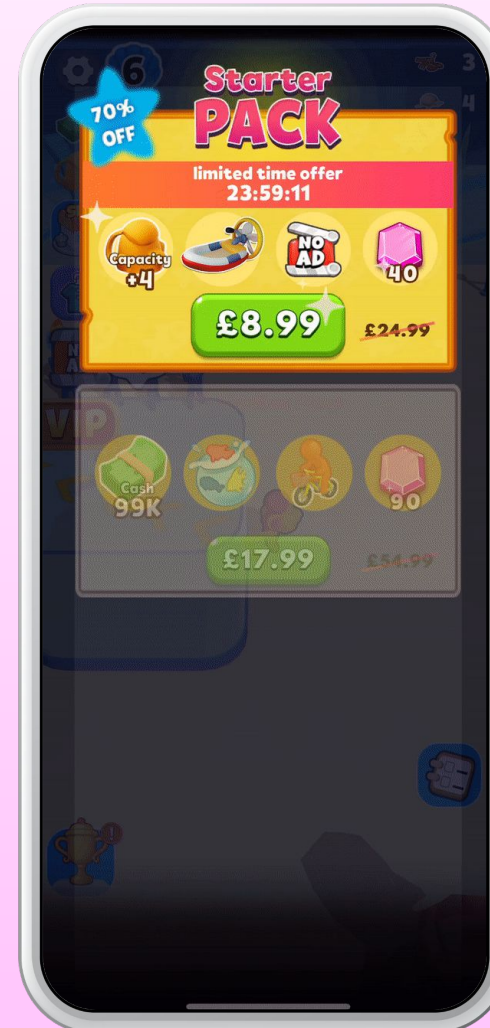
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**MONETISATION AND
GAME MODES**



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)

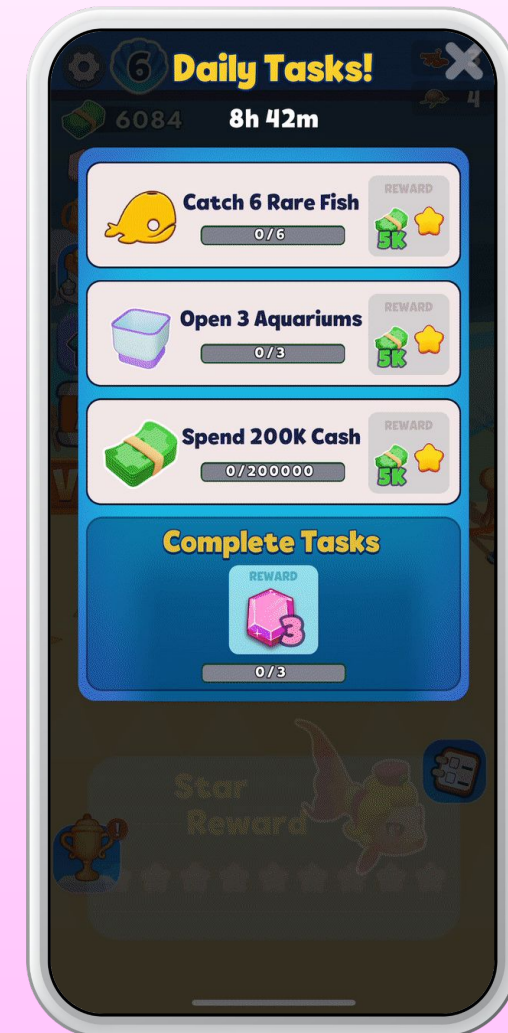
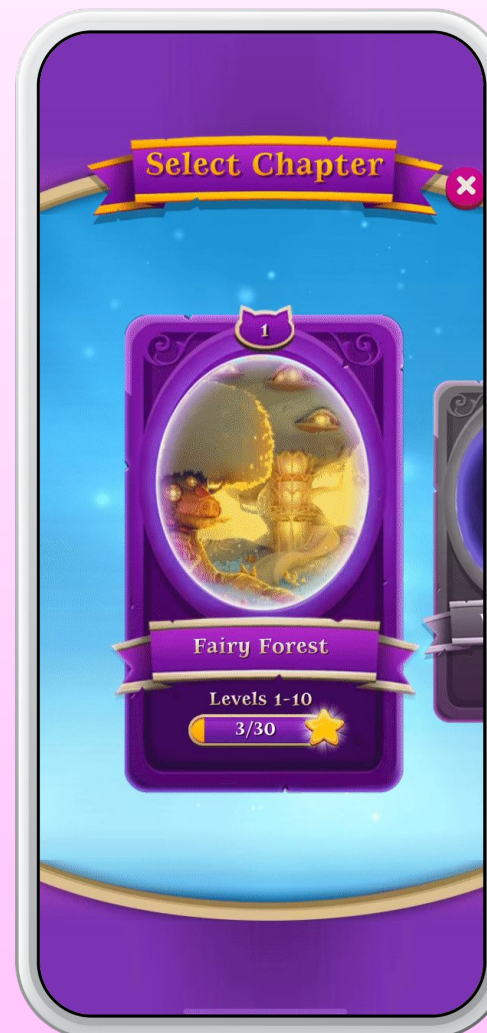


GAME MODES - RETENTION & REVENUE DRIVERS

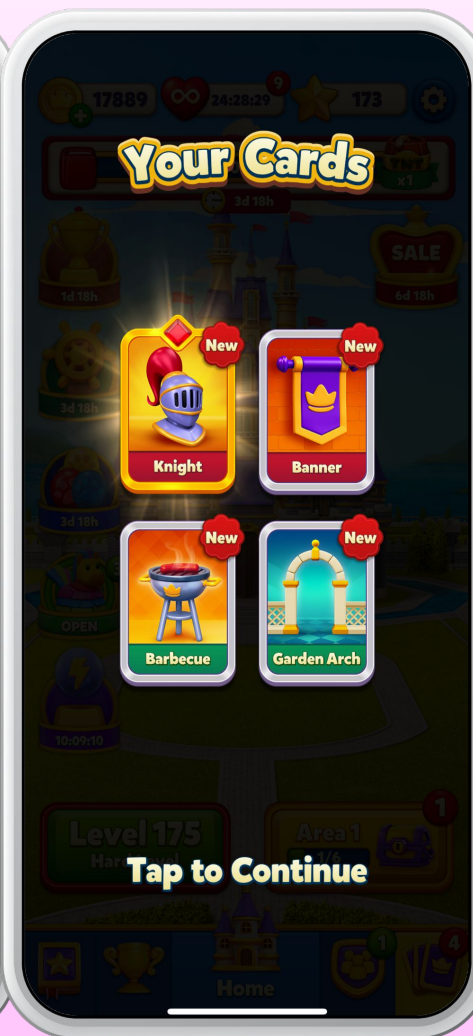
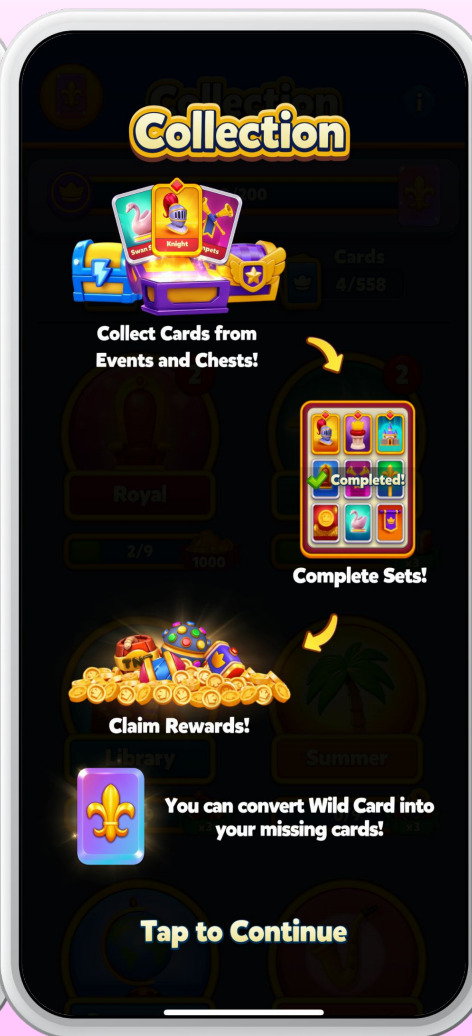
- Map systems and defined stages
- Live Ops
- Multiplayer
- Team challenges
- Daily Tasks
- Leaderboards & Ranking systems
- Daily challenges

In App Purchase Opportunities

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



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



17889 24:28:44 173

Balloon Rise

Win levels to rise up!

3d 18h

2

Start



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

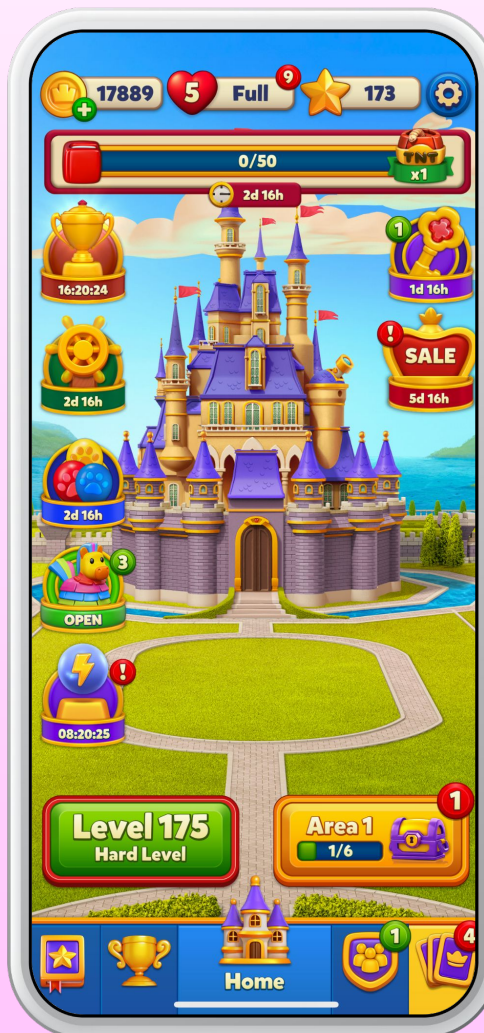


Weekday Events vs. Weekend Events

- 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

3d 18h

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 + 300 + 300 + 300 + 300 + 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 x1

1 x1

2 x1

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**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.