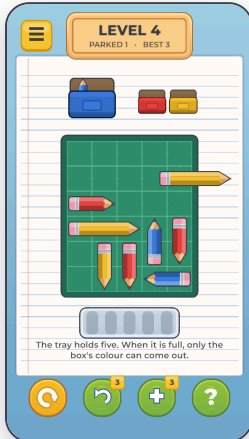


A 15-second storyboard

Portrait 9:16, readable with the sound off: the pull first, then the tray and the box rolling away, then bands, clips and ink one beat each, then a challenge the viewer wants to answer.

0–2 s • Hook

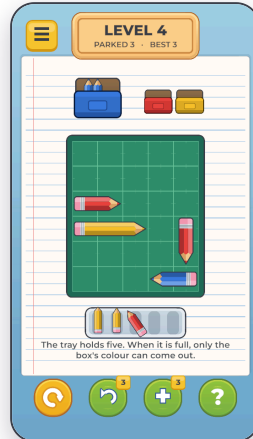


A pencil shoots off the mat toward its box.

PULL THEM OUT

Sound: Whoosh, then a tick

2–4 s • The tray

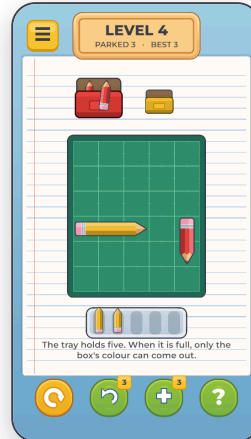


The wrong colours wait in the tray: three of five places gone.

WRONG BOX? IT WAITS

Sound: Soft ticks

4–6 s • The payoff

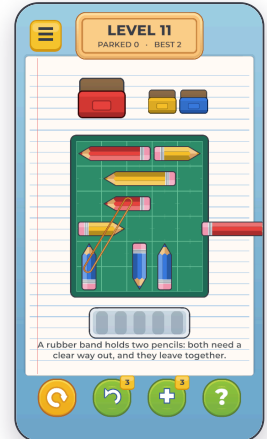


A box rolls away; the waiting reds hop into the next.

BOXED!

Sound: Chime, then three hops

6–8 s • Bands



A banded pair leaves together.

TWO AT ONCE

Sound: Snap

8–10 s • Clips

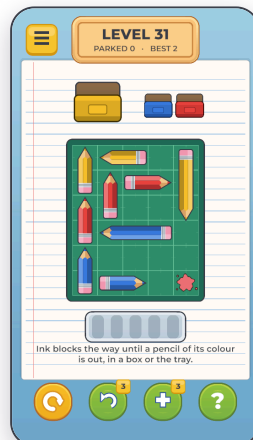


A clipped pencil refuses: three pulls to go.

WAIT FOR IT

Sound: Clip rattle

10–12 s • Ink

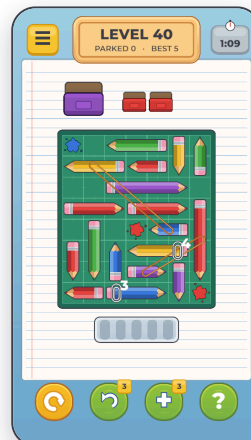


Ink across the way flashes red; a pencil of its colour will wash it off.

INK BLOCKS THE WAY

Sound: Thud

12–13.5 s • Challenge

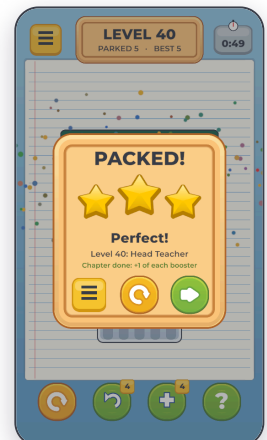


Level 40: bands, clips and ink at once, against the clock.

BEST: 5 PARKED. CAN YOU?

Sound: Music drops

13.5–15 s • End card



Packed! Three stars; the edit lays the title and a Play button over it.

PULL-OUT • PLAY FREE

Sound: Win jingle

Every frame is real. A PlayMode test ([AdStoryboard_CapturesTheBeats](#)) plays levels 4, 11, 21, 31 and 40 with the solver's line, tries one pull the rules refuse, and saves a frame mid-slide and after every landing; these are picked from them. The challenge line quotes level 40's real par.

Three hooks, one decision

A hyper-casual prototype's first question is not "is it fun?" but "will people install it cheaply enough?"

Creative variants

VARIANT	FIRST 2 SECONDS	WHAT IT TESTS
A · Pull (above)	Pencils shoot out and a box rolls away	The tap-away genre's satisfying clear; the widest audience
B · The full tray	Four slots taken, one left: "Which one now?"	Is the tray, the game's difference, the hook?
C · Against the clock	A timed level with seconds running down	Players who want pressure and a number to beat

Test design

SETTING (PLANNING ASSUMPTIONS)	
Channels	Meta (Facebook/Instagram) first; an ad network after a pass
Geo and build	US Android, the APK behind a store listing with analytics on
Rounds	Up to three creative rounds before the kill decision; change the hook first, as it is the cheapest
Reading	Compare variants only once each has enough impressions for its CTR to settle

Go / iterate / kill

Go

- CPI under \$0.30 ¹
- CTR above 2% ²
- IPM above 80 on Android ²
- D1 at least 38% on Android ¹
- Day-7 daytime per user over 2,000 s ¹

Soft launch with the KPI plan overleaf.

Iterate

- CTR good but CPI over the line: the store page loses them (icon, first screenshot)
- CPI good but D1 short: the first minute (levels 1–5) loses them
- Neither: try the next hook

Kill

- After three creative rounds, no variant within reach of the go line on CPI
- Or D1 stays near the genre median (19% on Android ³) even with a good CPI

The idea is not landing: test a new theme for the same rules before more content.

Where the lines come from. The go thresholds are quoted from publishers' published guidance (sources below). For scale: across hyper-casual games in Q3 2022, the median Android D1 was 19% and the top 2% reached 42% ³. Each publisher sets its own lines; these are a starting point, to be replaced by the publisher's own benchmarks.

¹ Supersonic: "The 3 most important KPIs for testing your hyper-casual prototype", supersonic.com/learn/blog/the-3-most-important-kpis-for-testing-your-hyper-casual-prototype

² Ivan Fedyanin (Ducky), PocketGamer.biz, 17 June 2021: "What are the key KPIs for a successful hypercasual game?", pocketgamer.biz/comment-and-opinion/76718/ducky-ivan-fedyanin-key-hypercasual-kpis

³ Tenjin and GameAnalytics, Q3 2022: "Hypercasual benchmarks (via Game Dev Reports, 11 October 2022)", gamedevreports.substack.com/p/tenjin-and-gameanalytics-hypercasual

What to measure, and what to change

The prototype has no analytics yet. These are the events to add, each tied to a question the design needs answered.

EVENT (TO ADD)	FIELDS	ANSWERS
level_start	level, attempt	Where players stop (the level funnel)
level_win	level, parked, par, stars, seconds, hints, boosters, restarts	Is the curve right? Parked over par per level
dead_end	level, pulls, tray	Are the bots' walls walls for people?
pull_refused	level, reason (blocked · ink · clipped · tray full)	Which rule players haven't understood
booster_used	level, kind (slot · undo), pulls	Where players need rescuing, and how often
time_up	level, boxed, took_extra	Is the clock fair on timed levels?
session_start	day_since_install, level	Retention (D1, D7)

KPIs and targets

KPI	TARGET OR BENCHMARK	IF IT MISSES
D1 retention	≥ 38% Android ¹	The first minute: levels 1–5, the tray filling for the first time (4)
D7 retention	Benchmark: the top 2% of hyper-casual reach 16% on Android ³	Chapter pacing; the walls the funnel shows
Dead ends per level	Set from the first cohort	Too many: a sixth slot from the start, or more of each booster
Clipped and ink refusals on levels 21 and 31	Set from the first cohort	Players don't read the rule: make the clip count or the ink's colour louder
Time-ups on timed levels	Set from the first cohort	Too many: more than 3 s a pencil
Parked over par	Compare with the bots (workbook)	Where people and bots disagree, people are right: retune

Watch these levels first

Where the greedy bot (workbook) dead-ends most often: **17 Five Colours (98%), 20 Rubber Room (92%), 27 Office Hours (94%), 30 In Tray (89%), 34 Blotting Paper (99%), 37 Ink and Clips (96%)**. Bots aren't people, but these are the first places to look in the dead-end and restart data.

Nothing guessed

Targets with a source carry its number; the rest are set from the first real cohort instead of guessed. The bots' results in the workbook are the baseline the real data is read against.

¹ Supersonic: "The 3 most important KPIs for testing your hyper-casual prototype", supersonic.com/learn/blog/the-3-most-important-kpis-for-testing-your-hyper-casual-prototype

² Ivan Fedyanin (Ducky), PocketGamer.biz, 17 June 2021: "What are the key KPIs for a successful hypercasual game?", pocketgamer.biz/comment-and-opinion/76718/ducky-ivan-fedyanin-key-hypercasual-kpis

³ Tenjin and GameAnalytics, Q3 2022: "Hypercasual benchmarks (via Game Dev Reports, 11 October 2022)", gamedevreports.substack.com/p/tenjin-and-gameanalytics-hypercasual