Daily Themed CROSSWORD

Crafting 🔥 'Today's Top Picks' to Drive Puzzle Engagement

ABOUT THE GAME

Daily themed crossword is a casual, free-to-play, crossword game. Launched in Jan 2018, it has garnered 10 million+ downloads and has a 600k+ DAU (and counting!) in both android and IOS platform

BACKSTORY

How it all started?

It all started with when we launched 3rd "Today's Puzzles". The size of the puzzle is 13x13 (which usually take 5-8 mins) to complete.

Third Puzzle puzzle viewers are **+60%** across cohorts. But ever since we launched third daily puzzle, we observed that players are not engaging enough with other puzzle section.

And this is what prompted us to investigate the reasons behind it and develop a solution.

What it is all about?

After the 3rd daily puzzle, engagement with the featured puzzle has decreased as players prioritize maintaining their streak by completing all daily puzzles.

"Today's Top Picks" is a revamped and rebranded version of the 'featured puzzle,' providing a fresh presentation of puzzles on the home screen.

This new design aims to enhance appeal and provide players with additional reasons to engage with puzzles beyond the daily ones.

PRIMARY QUALITATIVE RESEARCH

Target Users

Casual Crossword Solver
Mary, 45, Female

- **Interests:** Crossword puzzles, word games, reading
- **Motivations:** Enjoys the challenge of solving crossword puzzles, likes to learn new things, wants to stay mentally sharp
- **Behaviour:**
  - Solves one or two crossword puzzles a day, usually during her lunch break or in the evening before bed
  - Prefers themed crossword puzzles to general ones

Themed Crossword Puzzle Expert
Susan, 35, Female

- **Interests:** Themed crossword puzzles, trivia, pop culture
- **Motivations:** Enjoys the challenge of solving themed crossword puzzles, likes to learn new things about different subjects, wants to beat her own high scores
- **Behaviour:**
  - Solves multiple themed crossword puzzles a day, often choosing puzzles on topics that she is particularly interested in

Newcomer to Crossword Puzzles
David, 25, Male

- **Interests:** Word games, puzzles, trivia
- **Motivations:** Is curious about crossword puzzles and wants to try them out, wants to challenge himself and improve his vocabulary
- **Behaviour:**
  - Solves one or two crossword puzzles a week, usually choosing puzzles that are labeled as 'easy' or 'beginner.'

Data Insights

1. Engagement with the Featured Section on home screen is very low compared to third daily puzzle and further decays as the player ages.
2. Third Puzzle puzzle viewers are **+60%** across cohorts
3. Featured screen puzzle viewers are **+25%** across cohorts. This decays with increasing age of user from 23% for D1 to 15% for D180+

Today's Puzzles
Today's Goals
Featured puzzles
Mini daily
Daily Mini
Daily Mini
Daily Mini