



Gameberry Labs



Objective: Enhance the gaming experience for *Ludo Star* players by addressing key pain points and improving overall user satisfaction.

| Founded in 2017



Users Data

[Data as of : Sep 25, 2023]

Monthly Active Users (MAUs): 22 million

Monthly Transacting Users (MTUs): 65,000

Total Downloads: Over 125 million across all apps



Revenue

[Data as of : Sep 25, 2023]

Projected Revenue for FY24: INR 420 crore

Revenue in FY23: INR 314 crore

Revenue in FY22: INR 259 crore

Major Revenue Contributors: Saudi Arabia, the US, and Spain, accounting for approximately 80% of total revenue.

Games

LUDO STAR



Downloads - 50M+

DAU - 1.5M+

Rating - 4.4

Reviews - 700K+

PARCHISI STAR



Downloads - 75M+

DAU - 3.5M+

Rating - 4.3

Reviews - 2.1M+

LUDO TITAN



Downloads - 20M+

DAU - 700K+

Rating - 4.2

Reviews - 600K+

▼ Competitors for **LUDO STAR**

App	Gameplay	Modes	Rewards
Ludo King	Classic gameplay, smooth UI	Offline, Online multiplayer	Tokens, in-game rewards
Ludo Club	Low-data requirement	Single, Multiplayer	In-game coins, VIP modes
Ludo Empire	Real-money gameplay	Tournaments, Real-money games	Cash rewards, real-money
Ludo Party	Fun graphics, voice chat	Online multiplayer	In-game rewards
Ludo Championship	Classic boards, customizable	Single, Multiplayer	Gold coins
Ludo 3D Multiplayer	3D graphics	Offline, Online multiplayer	In-game tokens

▼ User Research



Ludo STAR: Online Dice Game

Ratings and reviews

4.3



11.6L reviews



The Good

1. **Engaging Gameplay:** Users describe the game as fantastic and engaging
2. **Social Features:** The game offers robust social features, allowing users to connect with friends and other players.
3. **Variety of Modes:** Includes various modes like classic, master, and quick games.
4. **Graphic Quality:** Players often praise the game for its high-quality graphics.

 **Ayaz Ahmed** 

★★★★★ 11 May 2024

Such a nice game and have high quality graphics and giving natural ludo vibes while challenging your friends and private table is crucial and help to play challenges with your partner 🍌🍌🍌 a very good game

 **GM Rajpute** 

★★★★★ 6 April 2024

Ludostar is a unique game that never existed before and never will. Its features and graphics are very nice and cute.

363 people found this review helpful

 **Zohaib Zulfqar** 

★★★★★ 3 April 2024

The game is super nice. We can play online with our friends 🍌. And the code system is also super nice. "I liked it" ★★★★★

The not so "Good"

1. **Poorly Explained Rules:** The game doesn't effectively explain its rules leaving new players confused.
2. **Perceived Unfairness:** Many reviewers, believe the game's algorithm unfairly favors certain players or outcomes.
3. **Inconsistent Reward System:** Users have reported inconsistencies in receiving rewards after watching ads or completing tasks.

 **Tim Coburn** 

★☆☆☆☆ 16 November 2022

The game makes no apparent effort to explain anything. The minimalist attempt at a tutorial told me to click on the die to roll it, tap on a "token" to move it... And that was literally it. I had no idea from that what the purpose of the game was, what the rules were, what anything on the board meant - nothing at all about the actual gameplay, just that I should tap on two things to get started, which would have been the only intuitive part of the whole thing anyway. Hard pass.

4,176 people found this review helpful

 **Zahid Iqbal** 

★☆☆☆☆ 24 April 2024

The Algo is clearly unfair. It is not a game for strategical players. The game decides the winner before it is even started. I deleted this game last year and somehow kids installed it again.. Had a horrible experience last year and unfortunately doesn't change. Supports players with Hundreds and millions of gold coins A high category or ranking. Not sure if it has to do with the purchases? the player with more purchases probably has a better luck?

 **Mirza Ahsan Baig** 

★☆☆☆☆ 2 May 2024

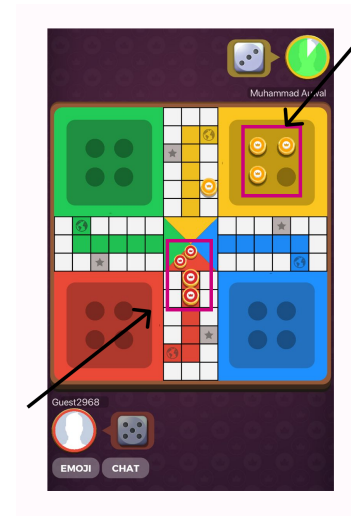
Since last a few weeks, I watch videos to have rewards, but mostly after watching a long hactic videos, it says "something went wrong" when the reward is gold coins, it's granted after completion of video add but when it's for gems or mystery box, "something went wrong". Totally hell

▼ User Persona

Curious Newcomer

Name: Priyank Singh

- Age: 24
- Gender: Male
- Location: Bangalore
- **Profile:** A first-time player of *Ludo Star*, excited by the easy win but curious about game fairness.
- **Goals:** To enjoy a fair, engaging experience with friends and experienced players.
- **Frustrations:** The player noticed an unusually high number of sixes, leading to an easy win, but found the outcome unrealistic compared to real-life Ludo, raising doubts about the game's fairness.



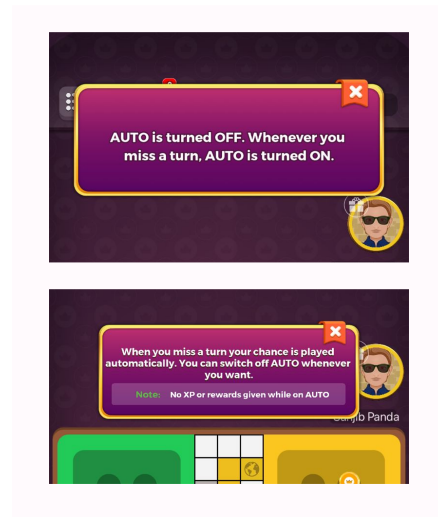
Social Butterfly

Name: Neeta Kapoor

- Age: 26
- Gender: Female
- Location: New Delhi
- **Profile:** An active *Ludo Star* player who enjoys a quick, fair game and finds it frustrating when opponents deliberately skip turns to avoid risk.
- **Goals:** To play a smoothly flowing game without unnecessary delays, with fair gameplay where all players engage actively without using stalling tactics.



- **Frustrations:** Annoyed by opponents who purposely miss turns to save pieces, feeling it disrupts the pace and fairness of the game.



▼ Problem Hypothesis

Unfair Dice Rolls Are Reducing Player Trust and Engagement

- **What is the True Problem?**

Players believe the dice rolls are unfairly influenced by the game's algorithm, leading to doubts about the game's fairness.

- **How Do We Know It's a Real Problem?**

Complaints on reviews and forums suggest a common belief in bias, and declining player engagement may signal dissatisfaction.

- **Why Should We Solve This Problem Now?**

Improving fairness will build trust, retain players, and help prevent churn in a competitive market.

- **Value from Solving This Problem**

Addressing fairness will increase trust, satisfaction, and loyalty, encouraging longer play sessions and enhancing the game's reputation.

- **Who is Facing the Problem?**

Both new and regular players are impacted, with experienced players being most frustrated by perceived bias.

▼ Customer Journey Map

Stage	Trigger Points / First Contact	User Thoughts/Feelings	Opportunities for the Company
Awareness	- Seeing ads on social media. - Word of mouth. - App store promotions.	🤔 Curious about the game. 🤔 Intrigued by features.	- Optimize ad targeting. - Encourage sharing through referral bonuses.
Acquisition	- Downloading from an app store or play store - Registering an account.	😄 Excited to start. 😞 Confused by some interfaces.	- Simplify onboarding - Offer initial rewards to engage users.
Engagement	- Quick tutorial - First match - Exploring game modes.	😄 Enjoying gameplay. 😞 Frustrated if losing.	- Balance player skill levels. - Offer diverse game modes.
Retention	- Daily streak reward. - Participating in challenges and events.	🎮 Habitually playing. 😞 Disappointed with bugs.	- Regular updates and bug fixes. - Introduce new content and events regularly.
Advocacy	- Sharing the game with others. - Leaving reviews on app stores.	😎 Proud of achievements. 👍 Promoting to others.	- Reward for referrals and reviews.

▼ Solution

Lucky Streak Indicator

- **Feature:** Highlights when a player experiences a significant "lucky" or "unlucky" streak, acknowledging randomness and reassuring players that the game tracks unusual patterns.
- **Benefit:** Builds trust by making streaks visible, reducing players' suspicions of game bias.
- **Implementation:** Define thresholds for "lucky" or "unlucky" streaks based on consecutive dice outcomes. Display an indicator with messages like "You're on a lucky streak!"

Balanced Game Mode Option

- **Feature:** Offers an optional mode that enforces fairness by adjusting dice rolls to maintain balanced outcomes among players in a round.
- **Benefit:** Appeals to players who prioritize fairness, providing a game mode that guarantees balanced outcomes.
- **Implementation:** Allow players to select this mode in settings, accompanied by a message explaining that dice outcomes will be regulated for fairness across rounds.

Personalized Game Stats

- **Feature:** Displays individual player stats, including average dice roll outcomes, showing fair distribution over time.
- **Benefit:** Increases transparency, helping players review their results and perceive fairness.
- **Implementation:** Introduce a "My Stats" section where players can view roll averages, win rates, and trends, allowing them to compare their results with game-wide averages.

3-Chance Disqualification Rule

- **Feature:** Disqualifies players who miss three consecutive turns in a round, with warnings issued after each missed turn and a final alert before disqualification.
- **Benefit:** Encourages active participation and creates a more engaging, competitive environment.
- **Impact:** Enhances gameplay flow, reduces idle time, and prevents disruptions from inactive players.

▼ Solution Prioritization

Feature	Impact	Effort	IE Ratio	Rationale
Lucky Streak Indicator	3	2	1.5	This feature increases transparency and reassures players about streaks. It's easy to implement and effectively addresses fairness concerns with moderate impact.
Personalized Game Stats	4	3	1.33	Showing personalized stats adds long-term trust and transparency. While impactful, it requires moderate development effort.
Balanced Game Mode Option	5	4	1.25	This feature directly addresses fairness, ensuring balanced outcomes. However, it requires more development effort and resources.

Three-Chance Disqualification Rule	3	2	1.5	Encourages active participation and improves game flow but has limited impact on fairness perceptions compared to others.
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▼ Metrics

Ludo Star Metrics Pyramid

Streak Acknowledgment Rate

- **Calculation:**

Streak Acknowledgment Rate = $\frac{\text{Total number of players who experienced a streak}}{\text{Number of players who interacted with streak notifications}} \times 100$

- **How to Measure:**

Track the number of players who click, tap, or react to the **Lucky Streak Indicator** notification compared to the total number of players who encountered the feature during their gameplay session. This can be tracked via analytics events or user interactions with the streak message.

2. Fairness Survey Results

- **Calculation:**

Fairness Perception Score = $\frac{\text{Total number of survey responses}}{\text{Number of positive responses to fairness question}} \times 100$

- **How to Measure:**

After a streak is triggered, prompt players with a short survey asking them if the game feels fairer with the **Lucky Streak Indicator** (e.g., "Do you feel the game is more fair now?"). Track the number of positive responses ("Yes" or "Agree") versus the total responses to calculate the percentage of players who report an improved perception of fairness.

3. Player Retention Rate

- **Calculation:**

Player Retention Rate = $\frac{\text{Total number of players who played during the feature period}}{\text{Number of players who return after first session}} \times 100$

- **How to Measure:**

Track the number of players who return to play the game after their first session with the **Lucky Streak Indicator** active, within a defined time period (e.g., 7-day or 30-day retention). Compare this to the total number of unique players who engaged with the game during the same period.
