

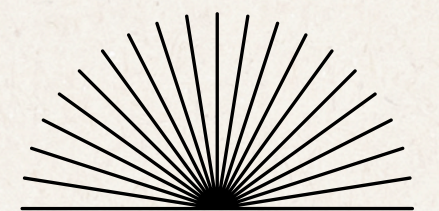


# PRODUCT CASE STUDY

**Just Dance Now**

**NAME OF PROJECT:**  
4 Part Case Study

**PRESENTED BY:**  
Vidyasagar Chamle





# Agenda

|    |  |
|----|--|
| 01 | Part 1 - DAU Optimization                          |
| 05 | Part 2 - Payer Conversion                          |
| 09 | Part 3 - KPI Driven Product Optimization           |
| 12 | Part 4 - Cross-Functional & External Collaboration |



**Objective** → Design a new in-product feature that increases Daily Active Users (DAU) by 10–15%.

## Key Assumptions

**Game Overview** → Just Dance Now

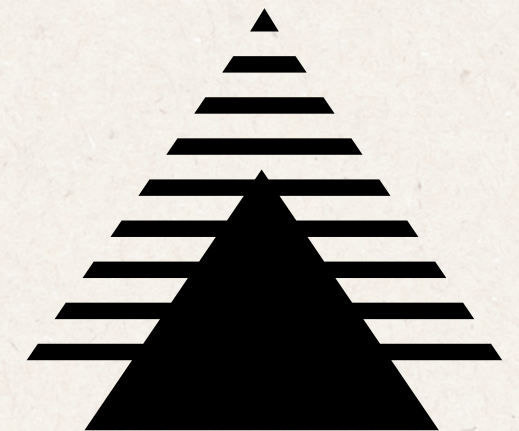
- Available on Mobile and Apple TV.
- Users dance to songs using their smartphones as motion controllers.
- Freemium model with optional VIP subscription and song pack purchases.

**Player Base** → Details

- Primarily casual players aged 13–35.
- Sessions are typically short, spontaneous, and socially driven.
- User activity peaks during evenings, weekends, and group events.

**Engagement** → Mechanics

- 100 coins granted every 24 hours (max cap: 200); 1 song = 100 coins.
- Achievements based on gameplay milestones rewarding XPs.
- Leaderboards ranked by star accumulation.
- Avatars and dance cards for user identity customization.
- Play via casting or joining rooms through QR code or room code.
- Integration with health platforms like Apple HealthKit allows players to track calories burned during gameplay, appealing to fitness-conscious users.





First Principles: Why Would Users Return Daily?

To create sustainable DAU growth, we deconstructed the user motivation loop using first principles:

1. Habit formation

→

Players are more likely to return daily if the game rewards small, consistent actions – forming a habit through repetition, cues, and rewards.
2. Progression & Ownership

→

A clear sense of personal growth (e.g., streaks, milestones, unlockables) gives players a reason to come back and continue where they left off.
3. Social Reinforcement

→

Playing with friends or sharing achievements increases accountability and emotional connection to the experience.
4. Content Freshness

→

Regularly rotating challenges or content keeps the game feeling new, even for returning players.

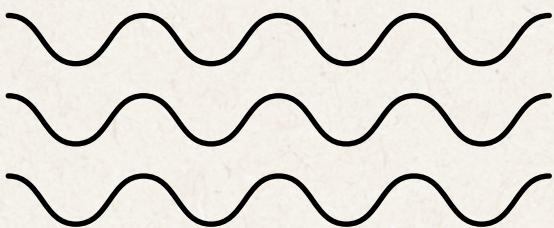
Feature Brainstorming

| Idea                  | Description  |
|-----------------------|--|
| Daily Dance Challenge | A new challenge is presented each day. Completing it earns players coins, XP, or cosmetic items. |
| Streak Reward System  | Players earn escalating rewards (coins, avatars, XP) for dancing daily without skipping days.    |
| Time-Limited Events   | Special seasonal or weekend events offering exclusive cosmetic unlocks or themed playlists.      |

Criteria for Evaluation

Each idea will be evaluated based on:

- DAU impact potential
- Alignment with existing systems
- Effort to implement
- Retention depth (short vs long loop)





| Feature                     | Reach  | Impact | Confidence | Effort | RICE Score |
|-----------------------------|--------|--------|------------|--------|------------|
| Daily Dance Challenge       | High   | Medium | High       | Medium | 60         |
| <b>Streak Reward System</b> | High   | High   | High       | Low    | <b>108</b> |
| Time-Limited Events         | Medium | High   | Low        | High   | 24         |

Based on this evaluation, we selected the **Streak Rewards System** for its high DAU potential, low implementation friction, and perfect alignment with Just Dance Now’s daily play loop.

Groove Goals – Daily Dance Streaks


A habit-forming system that rewards players for dancing daily, with escalating milestone rewards to build consistency and long-term engagement.

How it works?

- 
- Completing at least one dance session per day progresses the streak.
  - Missing a day resets progress (with optional “Streak Saver”).
  - Milestone days unlock rewards: coins, XP, exclusive avatars.

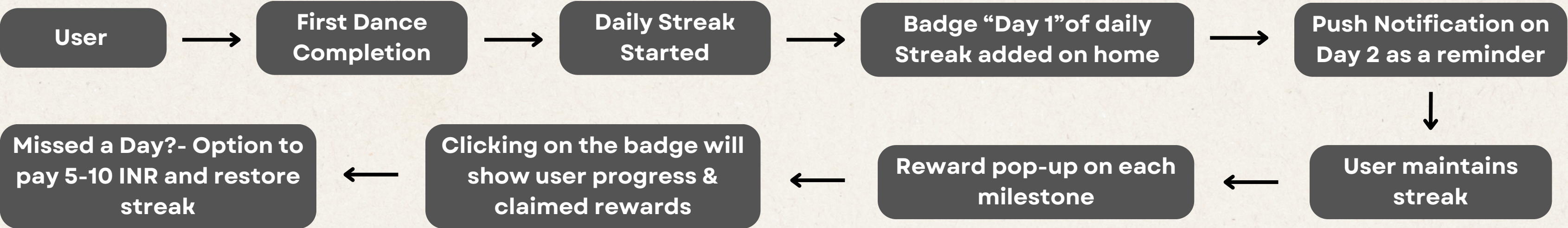
Example Streak Milestones

- 
- Day 3 → +50 Coins
  - Day 7 → “Retro Shades” Avatar
  - Day 14 → 1-Day VIP Trial
  - Day 30 → “Groove Galaxy” Avatar unlock



Reinforces daily gameplay, Enhances player identity and expression, Keeps VIP value intact while gently nudging free users to convert.



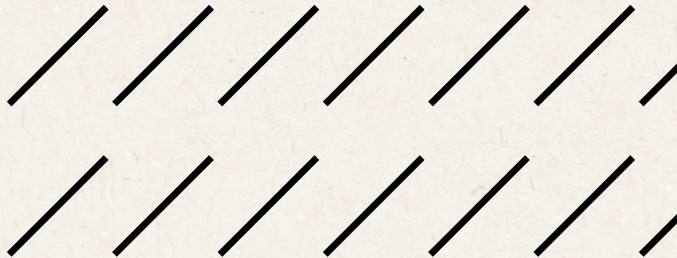


Funnel-Based DAU Impact Projection (Assuming 1M Monthly Active Users)

| Funnel Stage            | Conversion Rate | Users Impacted |
|-------------------------|-----------------|----------------|
| Exposed to Groove Goals | 80%             | 800,000        |
| Starts Streak           | 50%             | 400,000        |
| Reach Day 7             | 30%             | 120,000        |
| Reach Day 14            | 20%             | 80,000         |
| Maintain >30-day streak | 15%             | 60,000         |

Projected DAU Uplift

- **+8-12%** increase in DAU, driven by a lightweight, consistent engagement loop.
- Secondary lift in retention and VIP trials via milestone design.





**Objective** —→ Improve new payer conversion within 14 days of install through an in-game feature that encourages first-time purchases.

**Key Assumptions**

**Game Overview** —→ Just Dance Now

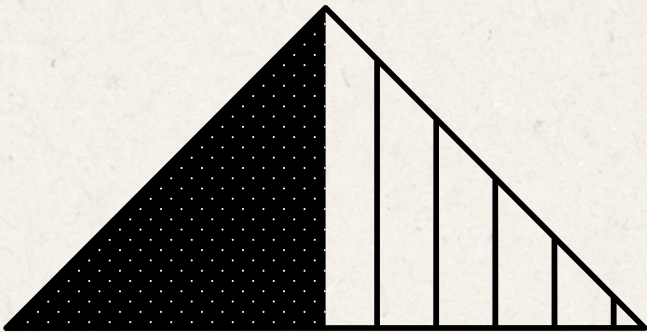
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**Player Base** —→ Details

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**Monetization** —→ Systems

- Daily coins (100 per 24 hrs, max 200); each song costs 100 coins.
- One rotating free song per day.
- VIP unlocks all songs, removing dependency on coins to play songs, and extends access to others in the room.
- Song packs provide permanent access to selected content.

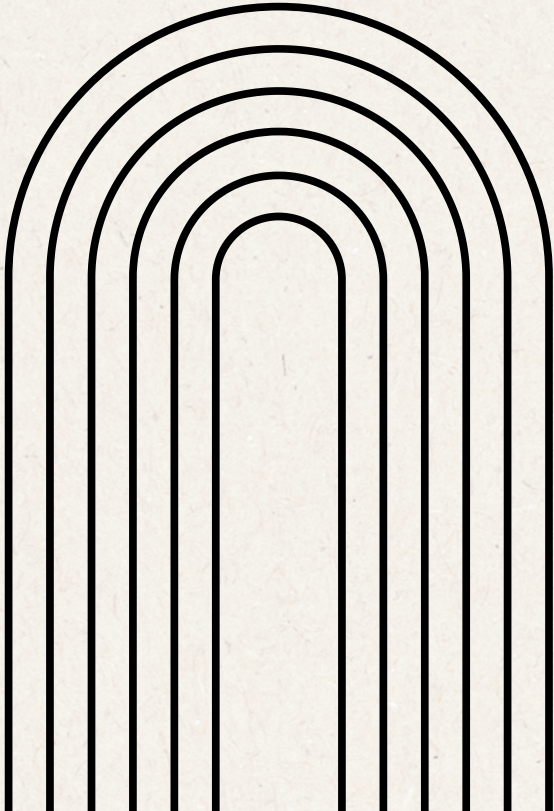




| Principle            | Friction  |
|----------------------|---|
| Value Uncertainty    | Users don't yet know what VIP unlocks or how much they'll use it  |
| No Emotional Trigger | They haven't danced to their favorite songs yet – there's no hook |
| Soft Paywall         | Limited coins = capped playtime → potential churn                 |
| No Urgency           | Generic VIP prompt lacks context, pressure, or personalization    |

Observed Pain Points (From Industry and Game Research)

- Limited free play (1 rotating free song, 100 daily coins = 2 songs/day max)
- Users don't get to test-drive VIP – locked content lacks emotional attachment
- VIP paywall is abrupt, disconnected from player's journey
- Other games like Beatstar, Genshin, Duolingo, Clash Royale all offer:
  - Starter trials, light friction, taste of premium → before monetization ask



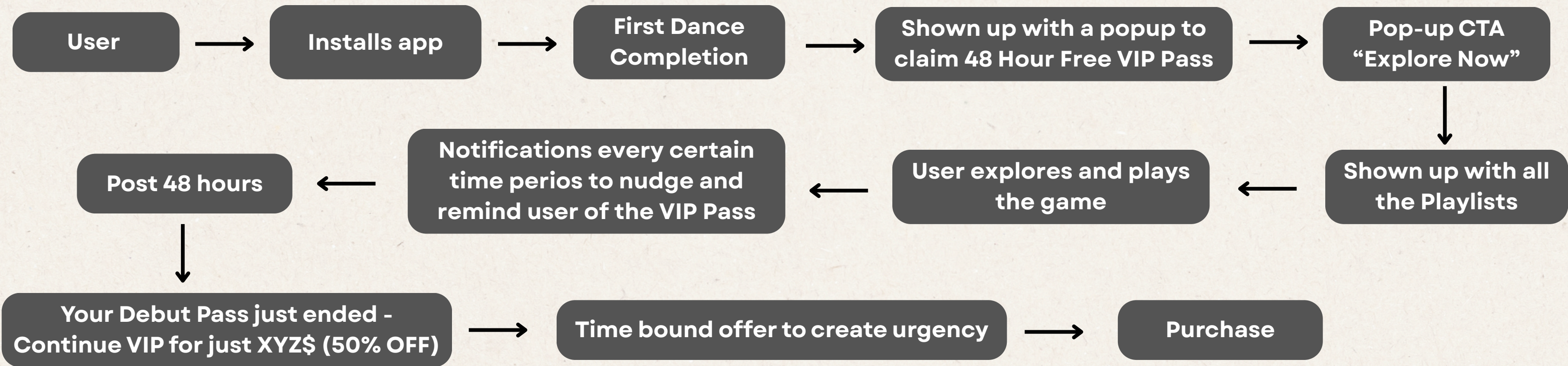


# Proposed Feature – “Debut VIP Pass”

07/13

Introduce a 48-hour free VIP trial for all new users upon install.  
Let players experience full access to all songs and premium benefits early, then follow up with a personalized, time-limited VIP offer to convert them while the value is still fresh.

## How it works?



## Why this works?

- Users experience value before being asked to pay.
- Uses loss aversion to drive urgency after trial ends.
- Feels like a celebratory gift, not a hard sell.
- Leverages existing systems (VIP, onboarding, offers).





Funnel-Based Impact on conversion (Per 100,000 new installs)

08/13

| Funnel Stage                       | Conversion Rate | Users Impacted   |
|------------------------------------|-----------------|------------------|
| Activate Debut VIP Trail           | 80%             | 80,000           |
| Engage with 5+ songs during trials | 60%             | 48,000           |
| Reach Post-trail offer             | 100%            | 48,000           |
| Convert via limted time VIP offer  | 8%              | 3,840 new payers |

Uplift Estimate

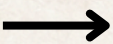
Baseline conversion =  
~4-5% → Target conversion = 7-8%

→ ~60-80% relative increase in new  
payer conversion

→ Stronger D2-D7 retention  
expected due to VIP usage

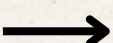
Risks & Mitigations

VIP trial devalues paid tiers



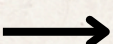
Make it one-time, auto-expiring, and clearly positioned as a debut gift (not recurring or reactivatable)

Low post-trial conversion



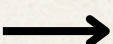
Use personalized recap (e.g., “You danced 10 songs!”) + time-sensitive offer to trigger loss aversion

Feature feels like a pushy upsell

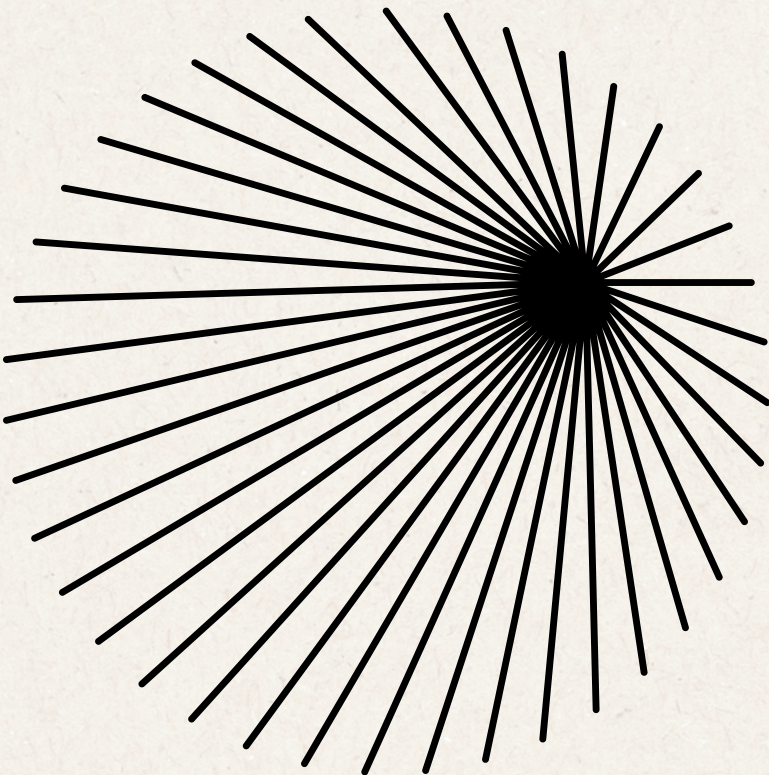


Delay CTA until after emotional peak moments (e.g., finishing a favorite song, playing with a friend)

Players don’t explore enough during trial



Light onboarding nudges (e.g., “Try 3 genres” or “Invite a friend”) to encourage deeper trial engagement



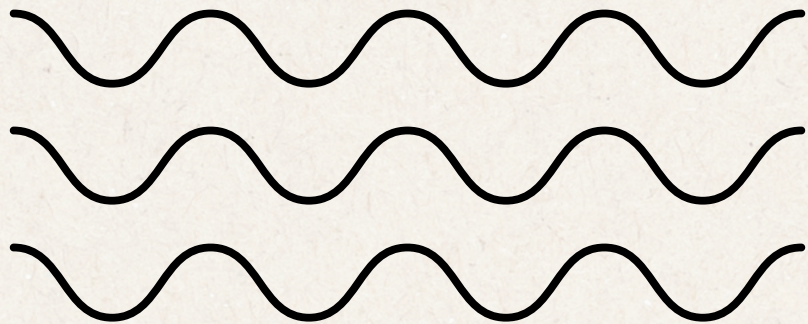


**Objective**   →   Assess product health after a new update using core KPIs and define data-driven next steps to improve performance.

| KPI                | Why it signals?                         | Why it matters post-update?                           |
|--------------------|---|---|
| DAU                | Change in daily actives from test group | Indicates reach + short-term engagement lift/drop     |
| D1/D3/D7 Retention | Player stickiness post-update           | Core health metric for update relevance + value       |
| Feature Usage Rate | % of users engaging with new feature    | Determines if the feature is discoverable + intuitive |
| Conversion Rate    | % of users making a purchase            | Measures monetization potential of the update         |
| ARPPU              | Avg. revenue per paying user            | Measures monetization potential of the update         |

**Small Test Group Consideration**

- Run Cohort-based comparisons to pre-update baseline
- Use confidence intervals (especially for monetization KPIs)
- Look for directional signals, not just raw deltas



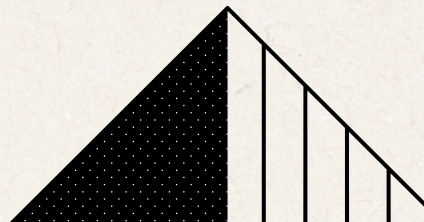


Goal: Convert observed KPI patterns into a clear, ranked list of product decisions.

| Signal                       | Interpretation                                  | Action  | Priority |
|------------------------------|---|---|----------|
| ↓ Retention, ↓ Feature Usage | New feature is unclear or under-onboarded       | Improve feature entry point & early UI visibility | 1        |
| ↑ DAU + ↓ D7 Retention       | Update attracts but doesn't sustain             | Add post-day-1 hooks, missions, progression       | 2        |
| ↓ Conversion + Normal Usage  | Feature is visible but not valuable enough      | Tune offer clarity, pricing, or reward feedback   | 3        |
| ↑ ARPPU + ↓ Conversion       | High-spending whales, but few new payers        | Introduce lower-priced entry offers or bundles    | 4        |
| ↓ DAU + Stable Retention     | Update wasn't compelling enough to pull traffic | Improve update announcement, revisit theme scope  | 5        |

Prioritization Logic:

- **Retention always comes first** → Without it, monetization and engagement suffer.
- **Adoption precedes monetization** → If users aren't engaging, don't optimize revenue yet.
- **Conversion optimization comes after clarity** → Ensure the value is understood
- **Top-funnel fixes come last** → Only meaningful if the experience holds up.





**Hypothesis** → The drop in retention is due to players not discovering or understanding the new feature early enough in their first session which is supported by low D1/D3 retention and poor feature usage metrics within the test cohort.

### Validation Strategy

To test this, I would roll out an updated onboarding flow for a test group where the new feature is explicitly introduced via:

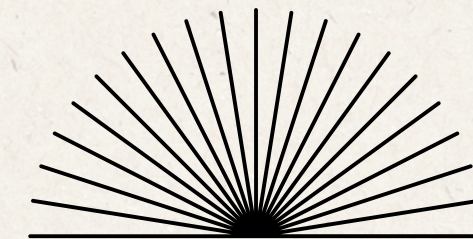
- A spotlight prompt on the home screen.
- A short in-game tutorial or pop-up after the first session.

We'd run an A/B test comparing the current flow vs. the enhanced onboarding variant. The test would track:

- Feature usage within first 24 hours.
- Retention at D1 and D3.
- Session length and exit rates.

We'd also gather qualitative feedback through an in-app micro-survey:

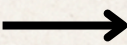
“Did you notice the new [Feature]? Was it clear what it does?”



**Outcome** → If we see a measurable uplift in retention and feature engagement in the test group, we roll out globally. If not, we iterate on clarity, timing, or placement – validating before scaling.

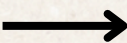


Understanding  
the Root Cause



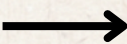
When disagreements arise, I first seek to understand the underlying concerns of each stakeholder. Often, conflicts stem from **misaligned goals** or **misunderstandings**. By actively listening and asking **clarifying questions**, I aim to uncover the core issues.

Facilitating  
Open Dialogue



I create a safe space for team members to voice their perspectives without fear of judgment. Encouraging **open and transparent discussions** helps in resolving conflicts and fosters trust among team members.

Aligning on  
shared goals

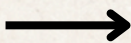


By highlighting the **common objectives** and emphasizing the value each team brings, I steer the conversation towards collaborative solutions. This approach ensures that all voices are heard and contributes to a unified direction.



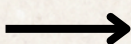


**Building Trust and Understanding**



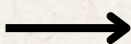
With external partners, such as licensing or IP holders, I prioritize building relationships based on trust and mutual respect. Understanding their priorities allows me to align product goals with their expectations.

**Transparent Communication**



I maintain clear and consistent communication, sharing updates and seeking feedback regularly. This transparency helps in managing expectations and addressing concerns proactively.

**Finding Common Ground**



When conflicts arise, I focus on identifying shared objectives and negotiating solutions that satisfy both parties. By emphasizing the mutual benefits, we can overcome disagreements and move forward collaboratively.

