

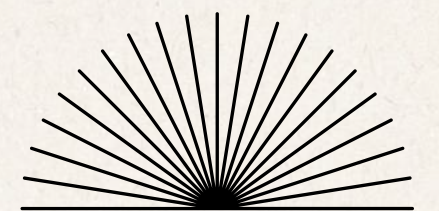


PRODUCT CASE STUDY

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.



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.

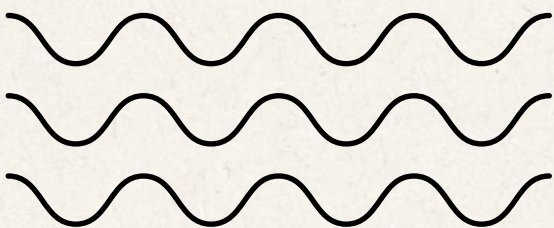
Feature Brainstorming

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
Streak Reward System	High	High	High	Low	108
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?

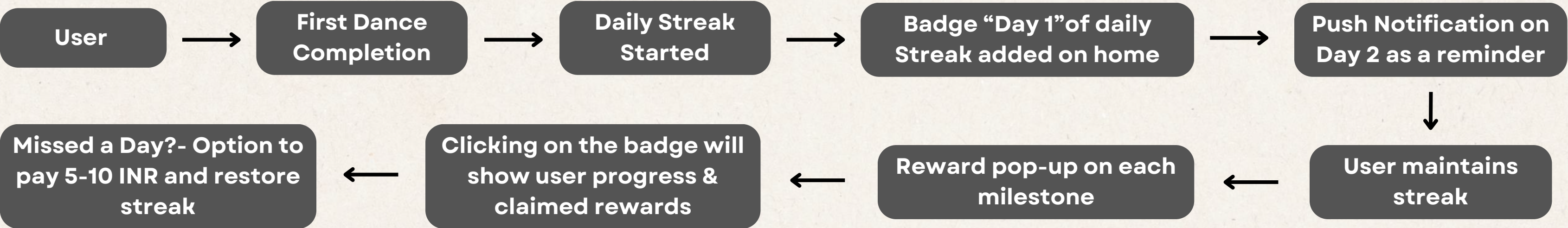
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- Completing at least one dance session per day progresses the streak.
 - Missing a day resets progress (with optional “Streak Saver”).
 - Milestone days unlock rewards: coins, XP, exclusive avatars.

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.

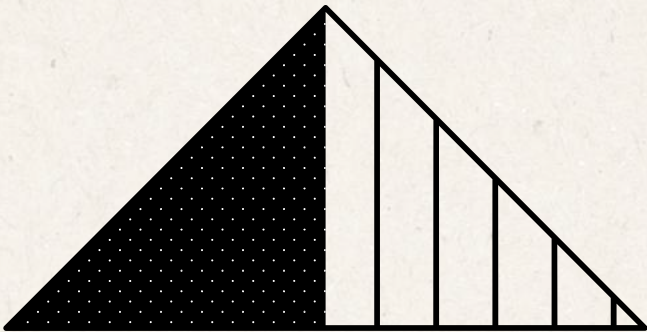
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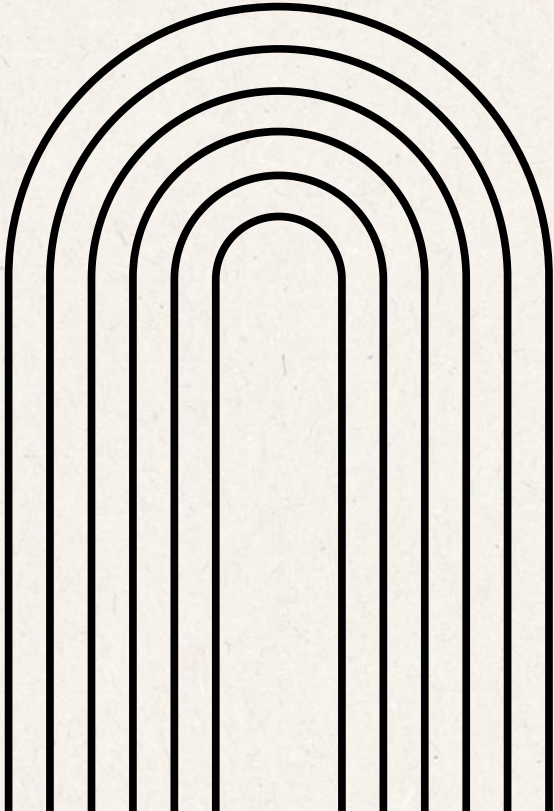
Monetization —→ Systems

- 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

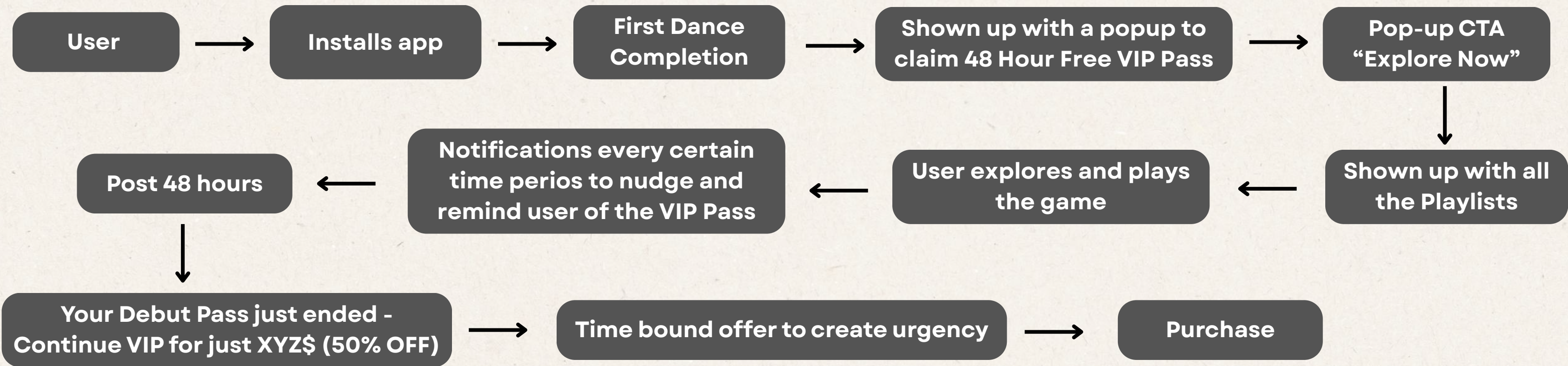


Proposed Feature – “Debut VIP Pass”

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

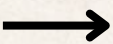
Baseline conversion = ~4-5% → Target conversion = 7-8%

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

→ Stronger D2-D7 retention expected due to VIP usage

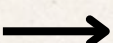
Risks & Mitigations

VIP trial devalues paid tiers



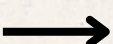
Make it one-time, auto-expiring, and clearly positioned as a debut gift (not recurring or reactivatable)

Low post-trial conversion



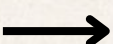
Use personalized recap (e.g., “You danced 10 songs!”) + time-sensitive offer to trigger loss aversion

Feature feels like a pushy upsell

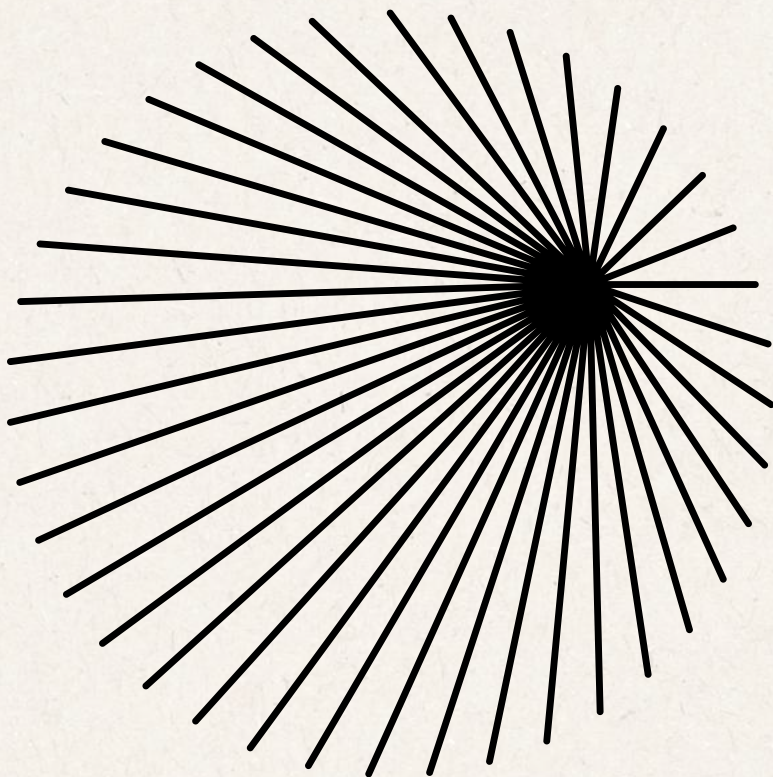


Delay CTA until after emotional peak moments (e.g., finishing a favorite song, playing with a friend)

Players don’t explore enough during trial



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

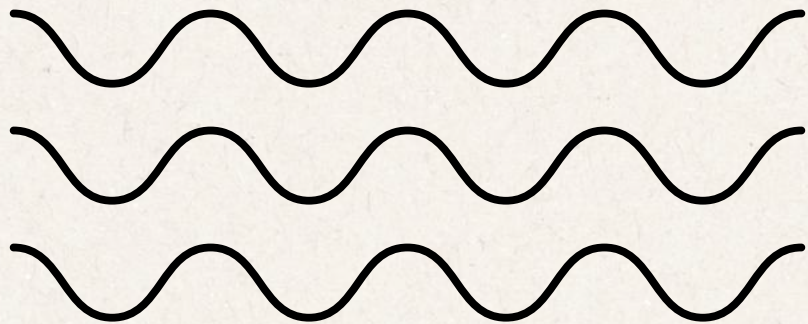


Objective $\longrightarrow$ Assess product health after a new update using core KPIs and define data-driven next steps to improve performance.

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:

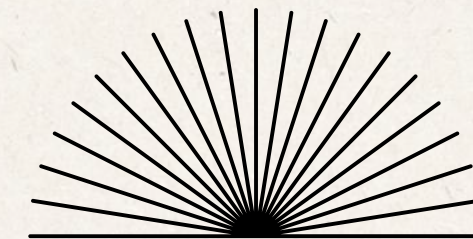
- A spotlight prompt on the home screen.
- A short in-game tutorial or pop-up after the first session.

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.

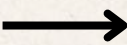
We'd also gather qualitative feedback through an in-app micro-survey:

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



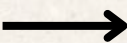
Outcome → If we see a measurable uplift in retention and feature engagement in the test group, we roll out globally. If not, we iterate on clarity, timing, or placement – validating before scaling.

Understanding
the Root Cause



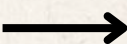
When disagreements arise, I first seek to understand the underlying concerns of each stakeholder. Often, conflicts stem from **misaligned goals** or **misunderstandings**. By actively listening and asking **clarifying questions**, I aim to uncover the core issues.

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.

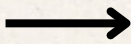
Aligning on
shared goals



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.

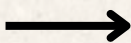


Building Trust and Understanding



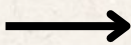
With external partners, such as licensing or IP holders, I prioritize building relationships based on trust and mutual respect. Understanding their priorities allows me to align product goals with their expectations.

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.

