League Phase 2

Objective:

To craft a framework that lets us generate unlimited matches with variability:

Objective: Improve new user retention (D7) -
Redesign the early user experience to quickly engage players with the essential fun of the…

Target KR: D7 from 19% to 21%

Primary KPI: D7 Retention

Expected impact: Medium (5%)
Secondary KPIs: D30 Retention
Negative KPI: ARPDAU

We are building for:

Select boxes of various user groups:

Age in Game:		**Monetization profile:**		**User persona:**	
Early users (<D7)	☑	Never paid users	☑	Casual	☑
Mid users (D8 to D90)	☑	$1 spenders	☑	Competitive	☑
Elder users (D90+)	☐	Spenders ($1 to $100)	☑	Elite Competitive	☐
		VIP ($100+)	☐		

Proposed Solution:

Core Components : League Phase 2

1. Match Types

Each match is categorized into one of four types:

Match Type	Target Score	Opponent Bowler Power	PR (From base)
Easy	Low (55–85)	Low	0.8-0.9
Survival	Medium–Low (75–105)	High	1.4-1.8
Tough	High (100–140)	Medium–High	1-1.3
Highscoring	High (110–170)	Medium–Low	0.9-1.1

2. Batsmen to bowler power ratio:

Match Type	Batsmen	Bowlers
Easy	0.7	0.3
Survival	0.3	0.7
Tough	0.4	0.6
Highscoring	0.6	0.4

3. Close Match Narrative Templates (Close Match Rigs):

To simulate drama while maintaining guaranteed victories, use narrative templates:

- **Comeback**: Rough start, clutch at the end
- **Tug-of-war**: Momentum shifts
- **Last-ball thriller**: Even till the final over
- **Overconfidence trap**: Easy start, tension spike in middle overs

4. Progression Phases

Phase	Matches	Purpose	Match Type Mix	Close Match Usage
Phase 1	1–15	Onboarding, Low Pressure	Easy (6), Survival (2), Highscoring (2)	2/10 (20%)

Phase 2	15–30	Introduce Mild Challenge	Survival (4), Tough (4), Highscoring (2)	4/10 (40%)
Phase 3	30-100	Simulate Drama frequently	Balanced mix of all match types	7/10 (60%)

System Implementation (Admin Panel Support):

Each match configuration includes:

Parameter	Description
Match Type	One of the four types
Target	Calibrated per type
Opponent Bowlers	Pulled from roster, with power based on match type
Close Match Logic	Enabled/Disabled
Narrative Template	Selected if Close Match is enabled
Opponent Power	x
Outcome Lock	(Always win; force success in Overs 9–10 if needed) Enabled/Disabled

Example Match Config:

Parameter	Value
Match Type	Survival
Target	95
Bowlers	High power (e.g., Starcy, Slinga)
Close Match Logic	Enabled
Narrative Template	Comeback
Opponent Power	10000
Forced Outcome	Yes

Opponent LineUp Generation (Lineup Generator Documentation):
Using a logic that takes users league/matches played into account and segregates

players with a logic for rarity and player tiers. Randomly generates x matches based on requirements.

League Wise Base Power :

Taking the Q66 value of a user -

League	Opponent Base Power	Team OVR
Bronze 3	3,900	20
Bronze 2	6,700	27
Bronze 1	9,000	32
Silver 3	13,500	39
Silver 2	18,583	46
Silver 1	22,394	50
Gold 3	26,400	54
Gold 2	30,540	58
Gold 1	33,895	61
Plat 3	41,802	68
Plat 2	47,498	72
Plat 1	54,450	77
Master 3	61,358	82
Master 2	68,800	87
Master 1	75,850	92
PL	89,600	100

We will be building for the first **155 matches**, after which users can be put back into normal league matches. (Approx till Gold 1)

Levels per league -

League	Levels
Bronze 3	5
Bronze 2	5
Bronze 1	10
Silver 3	10
Silver 2	15
Silver 1	20
Gold 3	25

Gold 2	30
Gold 1	35

Trophies System:
Trophies will follow the normal logic of progression based on league matches instead of the rigged trophies system in the current new league.

Rigs: Use same existing rigs as current new league system

We will be adding match number on the play button.

Built a modular winrate calculator