**KEY SUCCESS FACTORS THAT MAKE PRISANA FAHLAB
MOBILE GAME SUCCESSFUL IN LONG TERM**

PIMOLKARN NONGNUANG

**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2016**

Thematic paper
entitled
KEY SUCCESS FACTORS THAT MAKE PRISANA FAHLAB MOBILE GAME SUCCESSFUL IN LONG TERM

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
May 8, 2016

…………………….…………...
Miss. Pimolkarn Nongnuang
Candidate

....
Asst. Prof. Winai Wongsurawat,
Ph.D.
Advisor

....
Suparak Suriyankietkaew
Ph.Ds.
Chairperson

....
Assoc. Prof. Annop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

....
Benjalux Sakunasingha,
D.B.A.
Committee member

ACKNOWLEDGEMENTS

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PIMOLKARN NONGNUANG   5649237

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSIST. PROF. WINAI WONGSURAWAT, Ph.D., SUPARAK SURIYANKIETKAEW, Ph.Ds., BENJALUX SAKUNASINGHA, D.B.A.

ABSTRACT

This thematic paper was created to find the key success factors that makes Prisana Fahlab mobile game successsul in long-term. This paper focuses on Thai people who downloaded Prisana Fahlab mobile game to understand their behaviours of spending money on our game. The data collection is gaining from current users, secondary data such as statistic in the internet, and also asking the mobile game experts.

The finding of this thematic paper is create a new version of the game to gain more revenue. The key success factor is the game itself should be hard to magnetize people to spend their money. There are 4 limitations in this paper which are no development plan on Workpoint app team, poor analytics service, time constraints, and confidential information.

KEY WORDS: Games/ Mobile Game/ Prisana Fahlab/ Lighning Quiz/Workpoint

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CHAPTER I

INTRODUCTION

Nowadays, Most of people has mobile phones. And they tend to use smartphones in daily life more and more because they have functions and also applications which are helpful and can serve some needs of users. The percentage of using smartphones keep increasing over the world as you can see in figure 1.1.
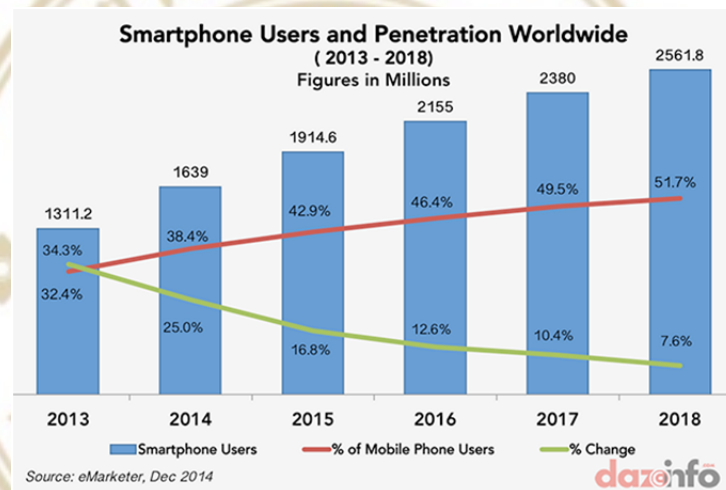
Figure 1.1   Smartphone Users and Penetration in Worldwide (2013-2018)

Thailand has smartphone users around 42 million. They mostly spend time on mobile phone more than traditional media such as TV, radio, and magazine. We can see it in figure 1.2.
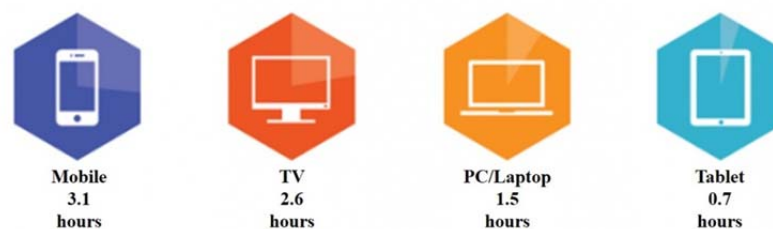
Figure 1.2   Time spending of Thai people on each media

According to the findings in the late 2015 of CA technologies company, it finds out that 45% of the companies which invest on mobile application can increase the number of their customers up to 44%, and also has a potential to gain revenue to them. Most of companies in Thailand see the opportunities to approach their customers through mobile applications. Workpoint Entertainment PCL., my company, is one of them that has a focus on mobile applications business.

Workpoint created mobile applications and mobile games such as "WorkpointTV", "Alpaca World HD+", "Yoong Kick 'em Up", etc. The most successful one is "Prisana Fahlab", a mobile game that gain 10 million downloads. It was created to support the TV program called "Prisana Fahlab" or "Lightning Quiz" which is a Thai funny quiz show. The player has 2 minutes to answer the humorous and dizzy questions as much as they can to compete with another team.

The popular digital activities that Thais using their devices are entertainment social networking, and play games as in figure 1.3.

Figure 1.3   Thai people smartphones' usage breakdown

1.1 Problem Statement

Firstly, we created this mobile game to support Prisana Fahlab TV program. When time goes by, my boss wants to gain revenue from it because it gain a huge number of downloads. This game is launched almost a year. The fact I see is that the retention rate of active users of this mobile game keeps decreasing. I think the reaso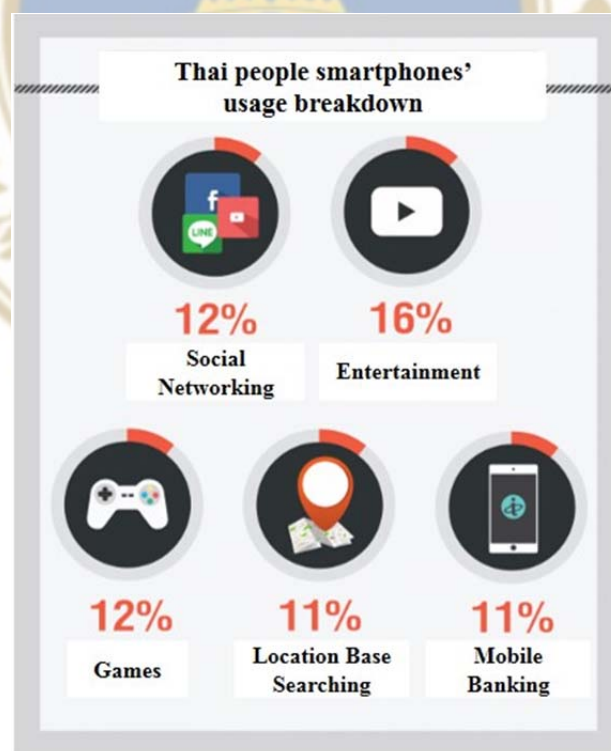n is the show is not as famous as last year. When active users decrease, it means you can gain the revenue from advertising inside the game less. So that I want to find the key factors that help Prisana Fahlab mobile game can survive without the help of TV Program in long term.

1.2 Research Objective

1. To study the reason that people decide to download Prisana Fahlab mobile game

2. To study players' behavior of playing Prisana Fahlab mobile game

3. To find out the factors that help "Prisana Fahlab" mobile game gain revenue in long-term without the help of its TV Program.

1.3 Expected Benefit

The benefit will go to mobile game owner, Workpoint Entertainment PCL. I can use the results from this research to adapt and improve this mobile games to success in the long run. And I also use them to adapt with other Workpoint mobile applications and games in the future.

1.4 Research Questions

1. What are the reasons that Thai people decide to download Prisana Fahlab mobile game?

2. What are the factors that help Prisana Fahlab gain revenue in long term?

1.5 Research Scope

This paper will focus on Thai people who downloaded Prisana Fahlab mobile game. To understand their reasons of playing this game and the reason they quit playing it. And also to understand the function of this application to gain revenue.

CHAPTER II
LITERATURE REVIEW AND FRAMEWORK DEVELOPMENT

2.1 The 10/30 Rule

This rule is created by Mr. Chad Mureta, the auther of App Empire book. He found that application users will go through decision making process unconsciously through application's material such as icon, screenshots, etc. 10 means the seconds that people decide to download your application or not. And 30 means the seconds that application owners should show the value of application to the users. If the users take time more than 30 seconds in your application, they tend to be your long-term customers. The application decision making process has 6 steps as follows.

2.1.1 They find applications from searching or see it in App Store

They search for some application to serve their needs or application they want and they know the name already. Or they look at top chart of the application store as you can see in figure 2.1.
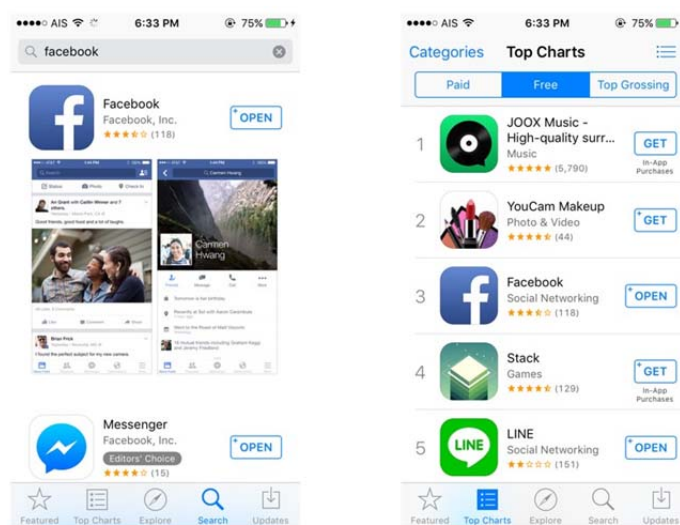
Figure 2.1 Finding application from searching and from Top Chart of application store

2.1.2 They look at application's icon

People can understand by looking at it. They prefer remarkable icon which can convey the function of it such as camera icon for photo taking application.

2.1.3 They look at application's name and its rating

The name should tell what it is. So it will easy to understand what it uses for. The rating will show the favoring of its users.

2.1.4 They skim application's description

They will read the description quickly to know the function of it then move to its screen shots.

2.1.5 They attracted by its screen shots

The screen shots should make them understand it and see that it is interesting. Most of screen shots added short explanation on them.

Figure 2.2 Application's icon, rating, and screen shots

2.1.6 They read some reviews

Most of users will download it in 5th step. But some users read a few reviews to make sure that others like to use it too.
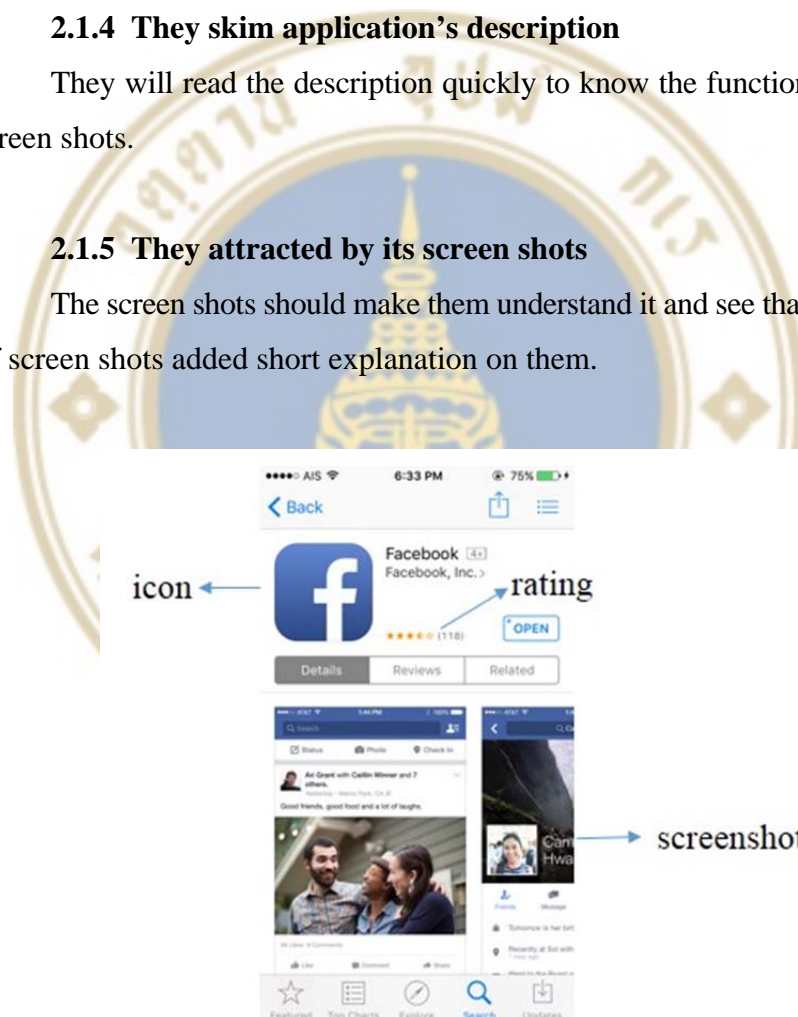
2.2 Successful applications' attributes

According to App Empire Book, it said successful applications have same attributes. There are 8 attributes as follows.

2.2.1 Entertainment

The application should entertain users as much as it can. Users feel happy and excite when using it. Can it make them laugh? Good applications should make the user stick with the screen like good movies.

2.2.2 Easy to Understand

The application should be simple and easy to use. Users can understand how to use it easily and quickly. They shouldn't waste their time on reading its manual.

2.2.3 Encourage Interaction

The application should encourage users to interact with it. It should be magnetic and show the efficient of it at the same time.

2.2.4 Addictive

The application should make users addicted to it. They stick with it and always want to use it again.

2.2.5 Worthy

The application should be worth for users. It should make them feel that it's valuable more than the money and time they spent.

2.2.6 Compatible with all cultures

This is one of the most important attribute. The more compatible it is, the more it gains users. And it will be easier to be popular.

2.2.7 Great graphic and sound effect

The beautiful graphic will attract users to look at your application. And the good sound effect will make users enjoy with it.

2.2.8 Contributing to be Word-of-Mouth

Word-of-Mouth is the powerful advertising. When users love using your application, they will share it to others.

2.3 Understanding Customer motivation

In this thematic paper, I want to study about the motivation why players download Prisana Fahlab mobile game and the motivation to continue playing it. And also the reason that somebody decide not to download it.

Motivation is a theoretical construct used to explain behavior. It represents the reasons for people's actions, desires, and needs. Motivation can also be defined as one's direction to behavior, or what causes a person to want to repeat a behavior and vice versa. (Ellliot, Andrew J; Covington, Martin, 2011)

Extrinsic Motivation is coming from outside yourself. It motivates you to do something because if you do it, you may get what you want. For example, you want higher salary, so that you work harder to get promote from your boss.

Intrinsic Motivation is coming from inside yourself. It is kind of personal rewarding. For example, you play game because you find it fun and exciting. Or you get good grade just to be proud of yourself.

2.4 Marketing Mix (4Ps)

E. Jerome McCarthy divided marketing model into 4 elements which are product, price, place, and promotion. We called them shortly as 4Ps. From 4Ps, I can see that Prisana Fahlab has strength or weakness in what elements. So that I can fix it and make it more perfect in terms of application marketing.

2.5 Application's Business Model

There are 4 types of business model in mobile games. The first one called 'Premium' which you have to pay for it before using it. Secondly, it is advertising. You can add small banner, pop-up, videos, etc. You will gain revenue from clicks and impressions (number of views) from users.

The third one is sponsorship or brand endorsement. Some brands may paid to show their brand in that mobile game and/or ask the game developer to make special version for them. For example, Sanrio in Japan asked Unblock me to do 'Hello Kitty in Unblock Me' in 2015 for Japanese people only as you can see in figure 2.3

Figure 2.3   Hello Kitty in Unblock Me

The fourth one is called in-app purchase which are items in applications that users pay for it. To illustrate, the popular application such as LINE has application's items which are stickers, themes, etc. Prisana Fahlab has "answers" as the item to pay with the price of 0.99$ as you can see in figure 2.4

Figure 2.4   Prisana Fahlab's Item

2.6 Hypothesis Framework

According to the literature review, I expect that the factors that make Prisana Fahlab mobile games in long term would be as follows;

• Icon, name, rating, screen shots, description, and review of the mobile game followed the 10/30 rule.

- The mobile game is entertain.
- The mobile game is easy to understand.
- The mobile game encourage Interaction.
- The mobile game is addictive.
- The mobile game is worthy.
- The mobile game is compatible with all cultures.
- The mobile game has great graphic and sound effect.
- The mobile game can create word-of-mouth.
- Good mobile game marketing is important.
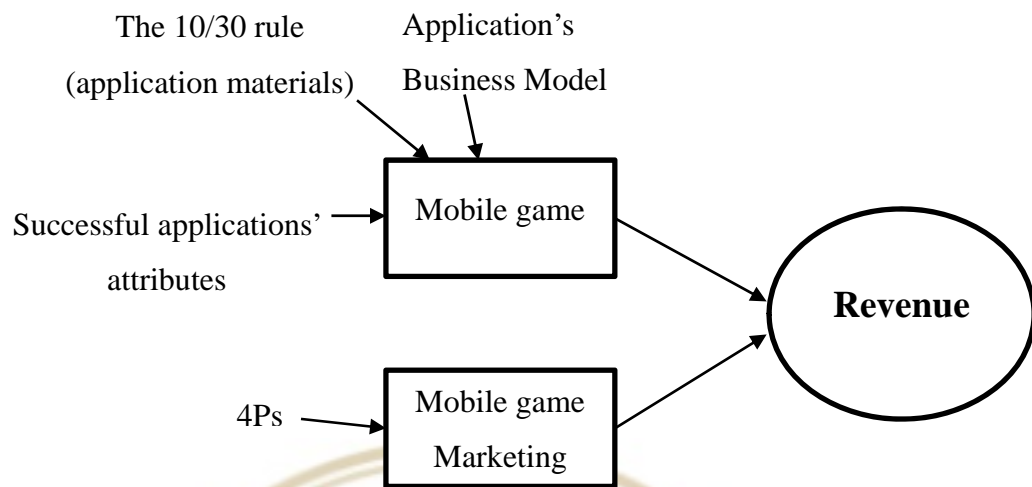- The mobile game has good business model to gain revenue.

Figure 2.5 Initial Framework

CHAPTER III
METHODOLOGY

This thematic paper aims to find the factors that help Prisana Fahlab mobile game still gain revenue even the TV Program is not famous anymore or be cut off from the program. I have some data from Google analytics that can tell the number of download, daily active users, new users, and also tell the revenue it gain. For other data I do not know, I will collect the data from online resources, relevant thesis and researches. And also asking the mobile game expert that I have connection with such as Line Game Team and Unblock me team.

3.1 Primary Data

My company uses Google Analytics as mobile application analytics service to gather usage data from iOS and Andriod. We use the freemium one so we gain the basic data such as location base, number of downloads, number of new users, number of daily active users, the revenue we gain per day, etc. But in-depth data such as gender, age, interests are in the premium version. We decide to use the freemium one because the TV program is mass target. But in the future, we may use the premium one to select the right target when the TV program is not popular anymore.

Moreover, there are customer reviews on iOS App store and Google Play Store that customer give feedbacks to us. That can help us to improve our game and help us figure out that our game is good enough or not.

3.2 Secondary Data

There are many statistics, data, books, and researches about application usage from reliable media such as Marketeer magazines, Positioning magazines etc. Which are more plausible than I do the research myself because of my time limitation. And also they collect more respondents and their research teams are more professional.

3.3 Consulting with the mobile game experts

As I am in Workpoint application team, I have chances to meet with application experts such as Line Game team, COO of Unblock me, and also Thai game association. Applications are kind of new business in Thailand and a lot of small newcomers, so there is just a few data to guide which is the best way we have to improve. Studying with the experts maybe the fastest way to develop ourselves.

CHAPTER IV
FINDINGS

According to the method in the latest chapter, the results come from 3 ways. The first one is Primary data, which are from Google analytics and feedback on app stores. The second one is Secondary data, which are statistics, researches, books, or public data that related to this thematic paper. The last one comes from expert recommendations. And the results I got are quite interesting.

4.1 Primary Data Result

The results from our analytic tools appear that most of players comes from Thailand 98.25%. The second place of Top Download comes from Laos 1.16%. Which means this game has language barrier to expand itself to mass target.

	Country	Sessions	% Sessions	
1.	Thailand	5,307,542		98.25%
2.	Laos	62,699	1.16%	
3.	Malaysia	7,512	0.14%	
4.	South Korea	6,886	0.13%	
5.	Taiwan	2,434	0.05%	
6.	Myanmar (Burma)	1,499	0.03%	
7.	United States	1,331	0.02%	
8.	Japan	1,014	0.02%	
9.	Germany	913	0.02%	
10.	Cambodia	840	0.02%	

view full report

Figure 4.1 Prisana Fahlab players' Demographic of Country

The time that players likely to play the most is from 7.00 – 8.00 p.m. as in figure 4.2. It refers that people play in the same time that Prisana Fahlab is on air. Its air time is Monday – Friday at 7.20 – 8.15 p.m.

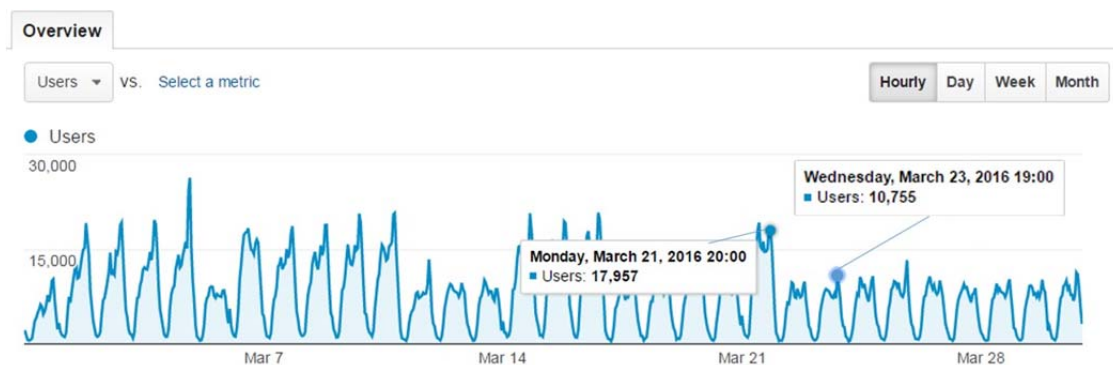**Figure 4.2 Prisana Fahlab number of users x the playing time**

According to Prisana Fahlab mobile game's revenue sharing, it has separated into 3 sections as in figure 4.3 We have only 1 item in the game with the price 0.99$. And that item can be used forever so we cannot have repeat purchasing from users. The best revenue gaining comes from sponsorship.
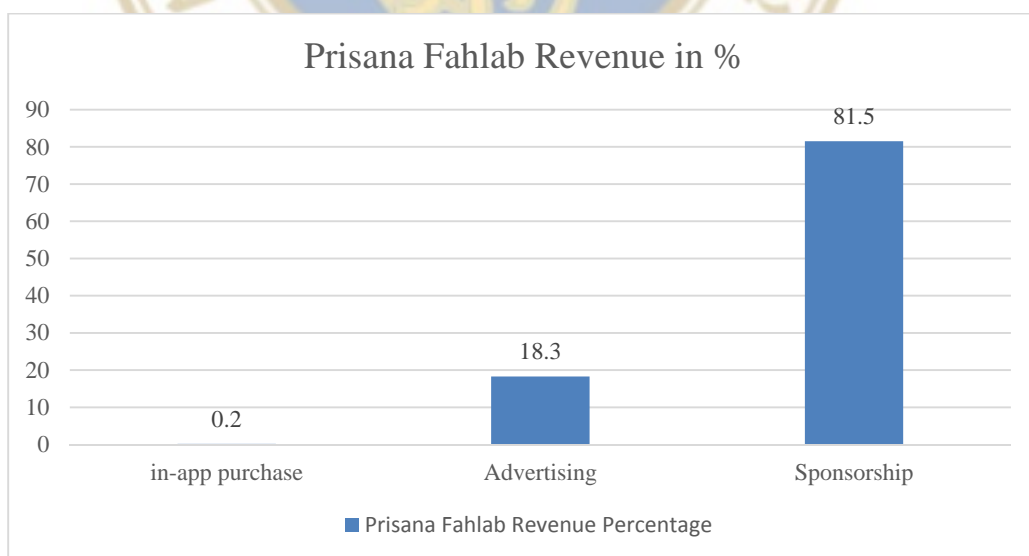

Figure 4.3 Prisana Fahlab Revenue Sharing

The users seems to like this game because the rating from Google Play Store we get is 4.4 out of 5.

According to customers' reviews, Most of the players comment that they want the host voice to read the question for them. They do not like to read questions and answers by themselves.
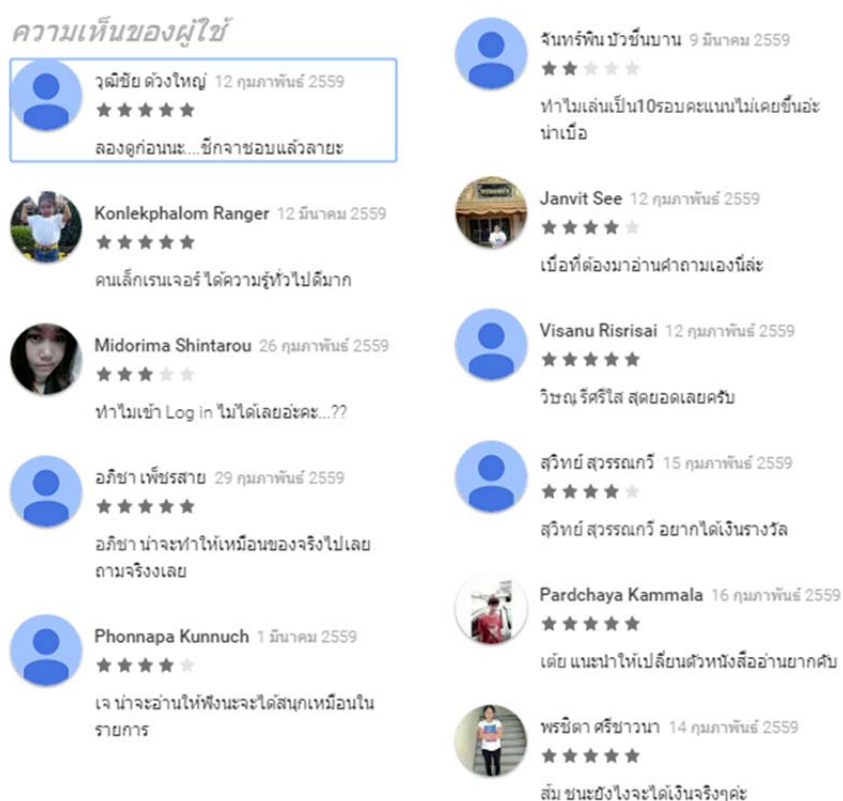
Figure 4.4   Some of Prisana Fahlab Customers' Reviews

4.2 Secondary Data Result

According to figure 4.5, Prisana Fahlab follows some types of preferable mobile games for Thai People which are 'Can compete with friends', 'Can compete with others', and 'Quiz game with short-time playing'. We have Ranking to show which rank are you in. You you also see your friends' rank and Thai people rank. We have a "Battle mode" that you can compete with friends. And our game is a quiz game with 2 minutes playing per round.

Figure 4.5   Preferable mobile games for Thai People

4.3 Results from consulting with the mobile game experts

There are 2 teams that I have met. The first person I have talked to is Mr. Pattrawit Tarasena, COO of Unblock Me. He showed me that the revenue sharing of Unblock Me as in figure 4.6
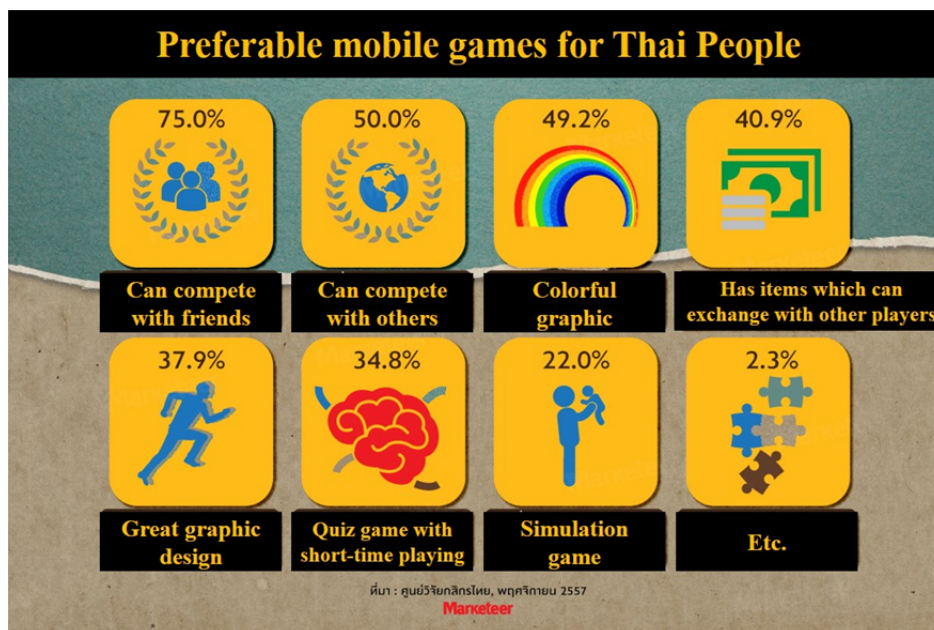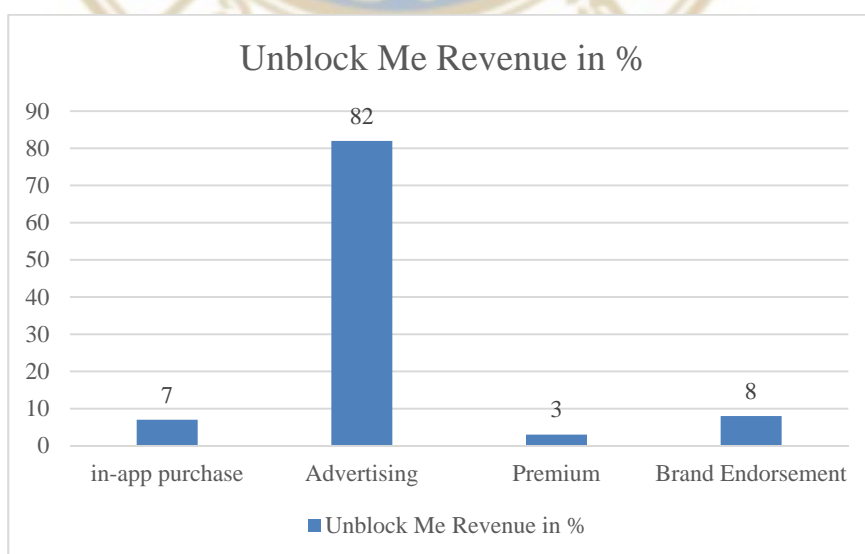

Figure 4.6   Me's Revenue Sharing in 2014

We found out that Unblock Me's and Prisana Fahlab's revenue sharing are likely the same. The biggest revenue comes from advertising and brand endorsement/ sponsorship. But Unblock Me can attract world target but Prisana Fahlab has the language barrier that cannot easily adapt to other market. So that his game can gain much more revenue than us. His game has the number of download 12 times more than us. So he recommended me to add some code to track users' behavior while playing the game to see why they decide to quit playing it. The more we make people stay in the game, the more we can gain revenue from them by seeing adverting inside it. Moreover, Unblock Me has 2 versions which are free version, and paid version (He called them as 'Freemium' and 'Premium'). He said that the free version has few items for people to pay and users do not want to pay for it because this game is easy. So he launched the harder version to attract hardcore players to gain more money.

Another experts I have met is Line Game Team. They told me that they find the same problem like me. Firstly, Line games was created to make people spend time with line longer. The owner didn't expected revenue from it. But when the games became more popular, he wanted them to make money. The team told me about the case of "Line Bubble" which is a freemium and it is one of the most popular games of Line but doesn't make much money. Line game launched "Line Bubble 2", the harder one, to gain money from items they sell inside the game as in figure 4.7 "Line Bubble 2" is a freemium, too. They still have the older version but they decide not to promote it but promote the second version instead. So they advise me to do "Prisana Fahlab the game" which is the harder one and do not have to link with the TV Program much. So that it can make money by itself.

Figure 4.7   Line Bubble and Line Bubble 2

CHAPTER V
CONCLUSION & LIMITATIONS

According to the results I got from the fourth chapter, I can use them to support my work. The conclusion and limitations of this paper are as follows;

5.1 Conclusion

The key success factor is the game itself should be hard enough to convince users to spend their money to complete the mission. The best way to gain revenue from Prisana Fahlab in long-term is launching a new version which are harder. It will attract players to buy items helping them compete the game. And also try to track users' behavior to make them stay longer in your mobile games. That means we have to pay more on analytic services. Moreover, try to do things that the data and customer reviews told you and it has to suit to the game such as making the host voice to read question for the users, making the game more colorful, making it more challenging, etc.

5.2 Limitation

There are some limitations I have found. Firstly, my company doesn't have the plan to develop this game yet. So that it is hard to follow the recommendations from the experts or try something that may improve this game. Secondly, the analytic services we use does not provide in-depth data. That means it is hard for me to do the effective marketing plan for it. The third one is time constraints. The information about this business is hardly to find because of the newness, and the data mostly private. The last one is experts do not want to share the information because the data maybe confidential for them to tell. They try not to answer directly. I have to set meetings to talk with the experts with other terms and try to ask about this topic involuntary.

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