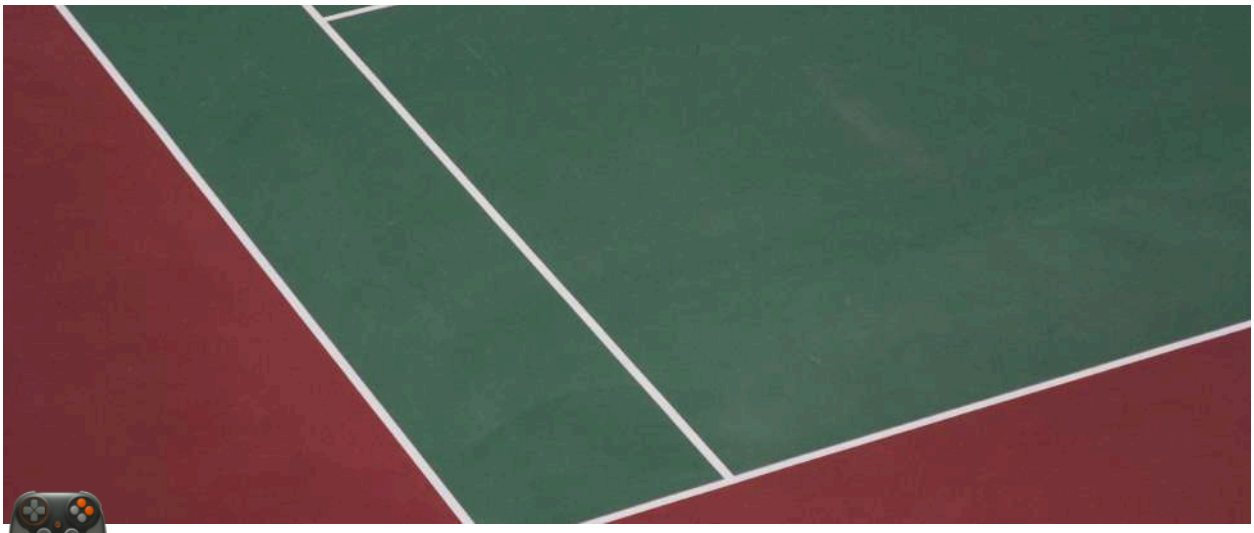


Platform Growth - Stick Tennis Game

As a Platform Product Manager for Stick Tennis, I would like to propose Top Roadmap items to grow the Game.

Quick summary of Stick Tennis: A free-to-play mobile and browser sports game where gamers control a simplified ‘Stick Figure’ Tennis player in quick, arcade-style matches. It is lightweight and fast paced designed for ease of access and fun instead of a detailed simulator like Top Spin.



For growth, I would like to focus on driving **Activation and Retention primarily** to grow the % of Casual and Core users. Future roadmap to also explore **Monetization from Power users**.

SECTION A: What will I do on Activation in next 60 Days?

Let's do a quick teardown on Gamer Onboarding for Stick Tennis





1. ✅ Clear welcome and guidance from the Friendly coach character. This creates a sense of direction and reduces cognitive load for a first timer.
2. ✅ Framing it as a career makes the experience feel like progression rather than just random matches.





1. ✅ Tutorial is well made as it introduces one action at a time to avoid overwhelming the gamer with too many controls.





1. ✅ Gamers are advanced rapidly to a Game Match with the possibility to win a Trophy!
2. ✅ That “CHAMPION” screen is the **AHA! Moment**: the Gamer sees themselves Win, reinforcing skill learning and reward.





1. ✅ Modes which are unlockable tease users with long term engagement, with gradual confidence build up with Casual Sets before higher stakes challenges.

What’s NOT working ❌

1. Surface level instructions: No feedback loop if a gamer mistimes a swipe, little coaching beyong ‘try again’.
2. Lack of personal investment: While you get a coach, Gamer avatar feels generic. There’s no early customization or sense of “this is *me* on the court,” which weakens emotional attachment.
3. Gamers are rushed too quickly, leaving them under-prepared for tougher modes.

Focus Areas of Improvement with Onboarding

While the Gamer can be considered to get a Aha moment pretty quickly, it does not signify true stickiness - whether they continue into different modes.

- **Feedback loops.** If the Gamer mistimes a swing, the coach should *react live* (“Too early! Wait for the bounce!”) instead of leaving them guessing.
- **Micro-customization.** Let Gamers personalize their stick figure, pick a shirt color, or hold a funny racquet (frying pan, broom) before their first match.

Section B: What will I do on Engagement (DAUs/MAUs) and long term Retention in next 60 Days?

Current Issue: Right now, post activation, the path is just - play Casual Sets and unlock World Domination. There is a lack of strong loop pulling gamers back daily.

To fix this, here are my prioritized Campaigns with suggested channel and frequency:

- **Daily bite sized challenges with Quirks.** example - "Beat Bigalow only using lobs", "Win in under 60 seconds".
- **Streak counter.** Consecutive days unlock fun cosmetics (headbands, hats, silly trophies).
  - **In-app notification**: Once per day when Daily Challenge unlocks
  - **Push notification**: 1 per day, timed to local evening (peak play window)
- **Skill ladder.** Show progress in "speed, accuracy, strategy" bars that slowly grow.
  - **Banner on tournament screen**: Highlight "1 more win to next trophy"
  - **Push notification**: 2x per week nudging return ("Your next trophy awaits!")
  - **Email/Message**: Monthly highlights with trophy milestones and brag-worthy badges

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Section C: What will I do on Virality in next 60 Days?

Assuming after 5 days of consective play, a Gamer is considered a Core User instead of a Casual User - the Gamer can be asked to:

1. Share trophies + Challenges a friend tied to Rewards to create a **Refferal and Content** loop.
2. Share a **Review** on the App Store after an Important match win.

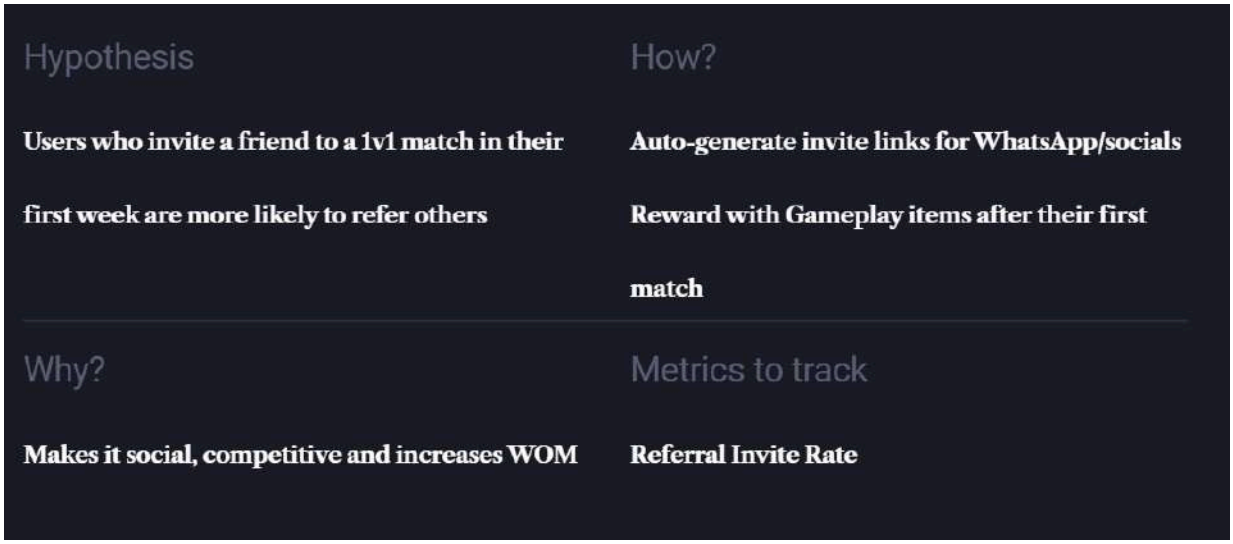
In terms of creating virality, here are my prioritized Acquisition channels:

Channel	Cost	Flexibility	Effort	Lead Time (Speed)	Scale
Organic ⭐	Low	Medium	Medium	Low	High
Content / Community Loops ⭐	Low	High	High	Medium	Medium
Referrals ⭐	Medium	High	Medium	Medium	Medium
Product Integration	High	Medium	High	Low	High
Paid Ads	High	High	Medium	High	High

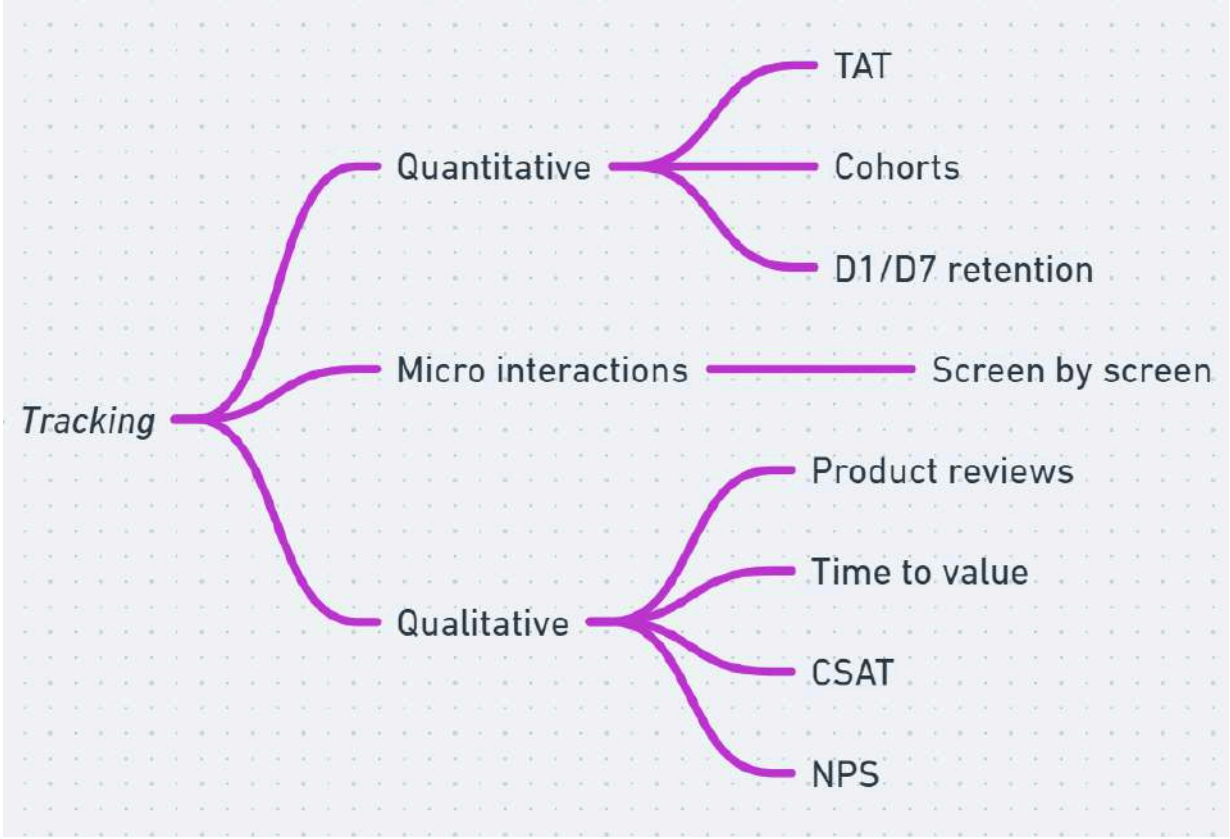
Organic and User Generated Content loops are the most cost-effective and scalable on social media. The shareability and ease of play can help build community-driven growth.

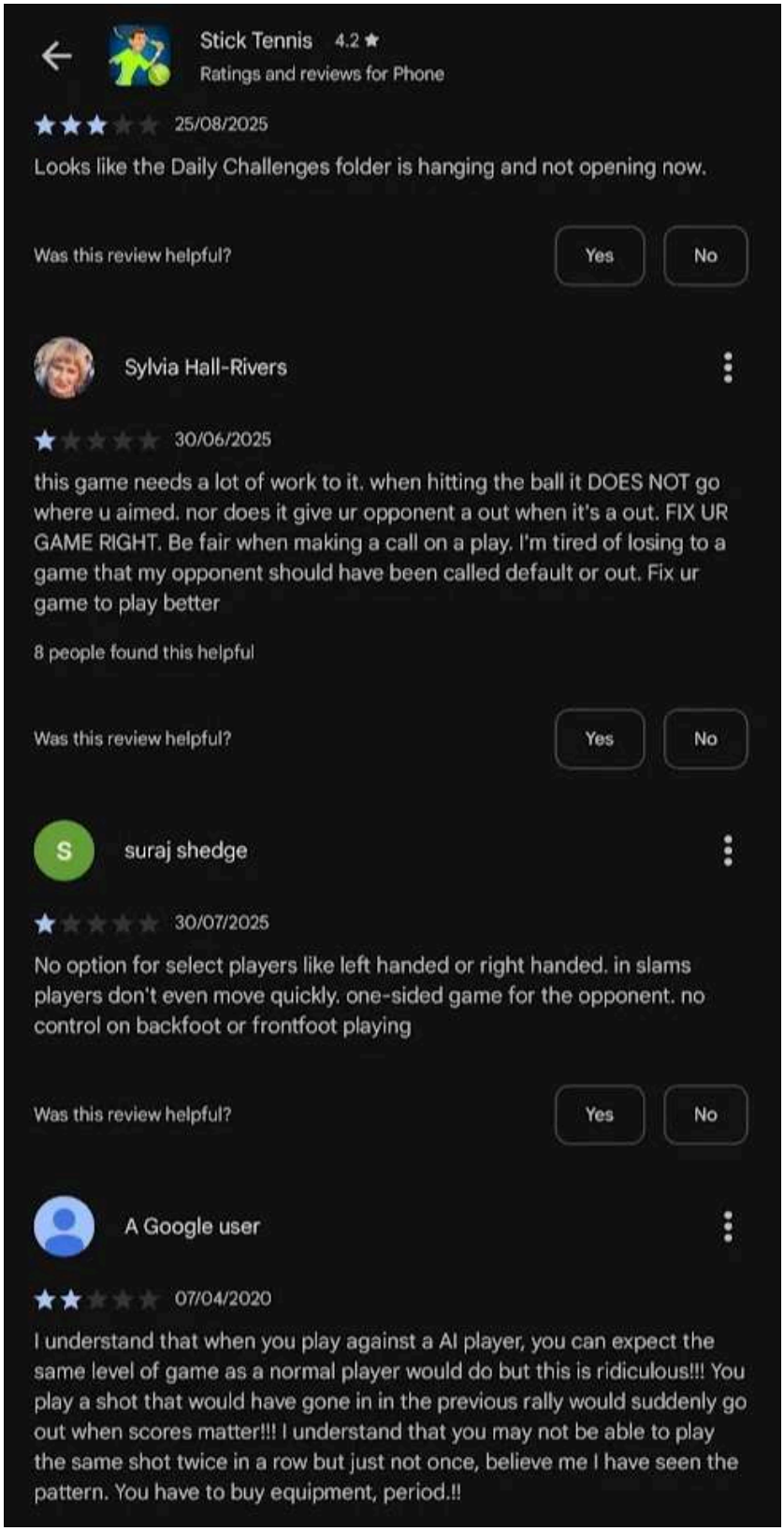
Paid Ads and **Product Integrations** should be treated as experimental for longer-term growth. Not important for now.

Referrals - Can be boosted with friend-vs-friend matches or streak rewards for playing together.



Section D: Tracking Gamer Behaviour


Tracking
Quantitative
TAT
Cohorts
D1/D7 retention
Micro interactions
Screen by screen
Qualitative
Product reviews
Time to value
CSAT
NPS


Stick Tennis 4.2 ★
Ratings and reviews for Phone
25/08/2025
Looks like the Daily Challenges folder is hanging and not opening now.
Was this review helpful?
Yes
No
Sylvia Hall-Rivers
30/06/2025
this game needs a lot of work to it. when hitting the ball it DOES NOT go where u aimed. nor does it give ur opponent a out when it's a out. FIX UR GAME RIGHT. Be fair when making a call on a play. I'm tired of losing to a game that my opponent should have been called default or out. Fix ur game to play better
8 people found this helpful
Was this review helpful?
Yes
No
S
suraj shedge
30/07/2025
No option for select players like left handed or right handed. in slams players don't even move quickly. one-sided game for the opponent. no control on backfoot or frontfoot playing
Was this review helpful?
Yes
No
A Google user
07/04/2020
I understand that when you play against a AI player, you can expect the same level of game as a normal player would do but this is ridiculous!!! You play a shot that would have gone in in the previous rally would suddenly go out when scores matter!!! I understand that you may not be able to play the same shot twice in a row but just not once, believe me I have seen the pattern. You have to buy equipment, period.!!

On Google Play Store, Stick Tennis has a 4.2 rating. There are some recurring Critical Reviews mainly around **game play accuracy and lack of nuanced controls**.

While this would fall under Game Mechanics, as a Platform PM I would improvements UX to allow **Personalization** configuring controls (which is also an issue highlighted during Onboarding).

Summary: Priorities, Rationale and Revenue Equation

Revenue for Stick Tennis = Active Gamers x Spend per Gamer

where Spend per Gamer = **In-App Purchases** + *Ads viewed (future)*

TOP 3 - RICE Prioritization for Stick Tennis Platform and Rationale

Proposal	Reach	Impact	Confidence	Effort	RICE Score
1. Feedback loops during Onboarding	4 (all new players)	4 (better activation)	4 (clear problem from reviews)	2 (light UX/UI work)	**32**
2. Micro-customisation for Personalization	3 (subset of engaged users)	3 (increases attachment)	3 (moderate demand)	4 (heavier dev/QA)	**20**
3. Daily bite-sized challenges with Quirks	4 (broad user base)	4 (drives daily retention)	3 (standard in casual games)	3 (medium design effort)	**32**
4. Streak Counter	4 (all active players)	5 (strong retention driver)	4 (proven in other games)	2 (light dev effort)	**40**
5. Skill Ladder	3 (core players)	4 (progression + long-term retention)	3 (some risk on balance)	4 (heavier system work)	**27**
6. Referral & Content Loops	3 (depends on social tie-in)	4 (boosts acquisition)	3 (uncertain viral lift)	3 (medium work)	**24**
7. 1v1 or AI matches could have the option to include a	3 (not requested by users yet)	4 (drive interactivity and live game support)	2 (unclear usecase vs FAQs and user demand)	4 (requires intensive tech dev)	Not considered in scope for now

Proposal	Reach	Impact	Confidence	Effort	RICE Score
Chatbot functionality					

In summary,

1. **Topmost Priority** → **Streak Counter (#4)**: high reach, very low effort, proven impact on retention.
2. **Lowest Priority** → **Micro-Customisation (#2)**: nice-to-have, but niche reach and higher effort.
3. An improved onboarding means more Stickiness. Engagement Campaigns to pull back Gamers means more days played + more matches played. Which leads to higher chance of In-App Purchases.
4. Organic, Content, Referral loops and tracking reviews drives improved virality and loyalty from Casual to Power users.
5. Ad Revenue could be a future Monetization roadmap item depending on user interviews, more Value added services than just the Game and would also vary based on the user base geography.