

netmarble



**MARVEL**  
**FUTURE**  
**FIGHT**

Daily Challenges and Rewards System Teardown Research



## Overview - What is Marvel's Future Fight?

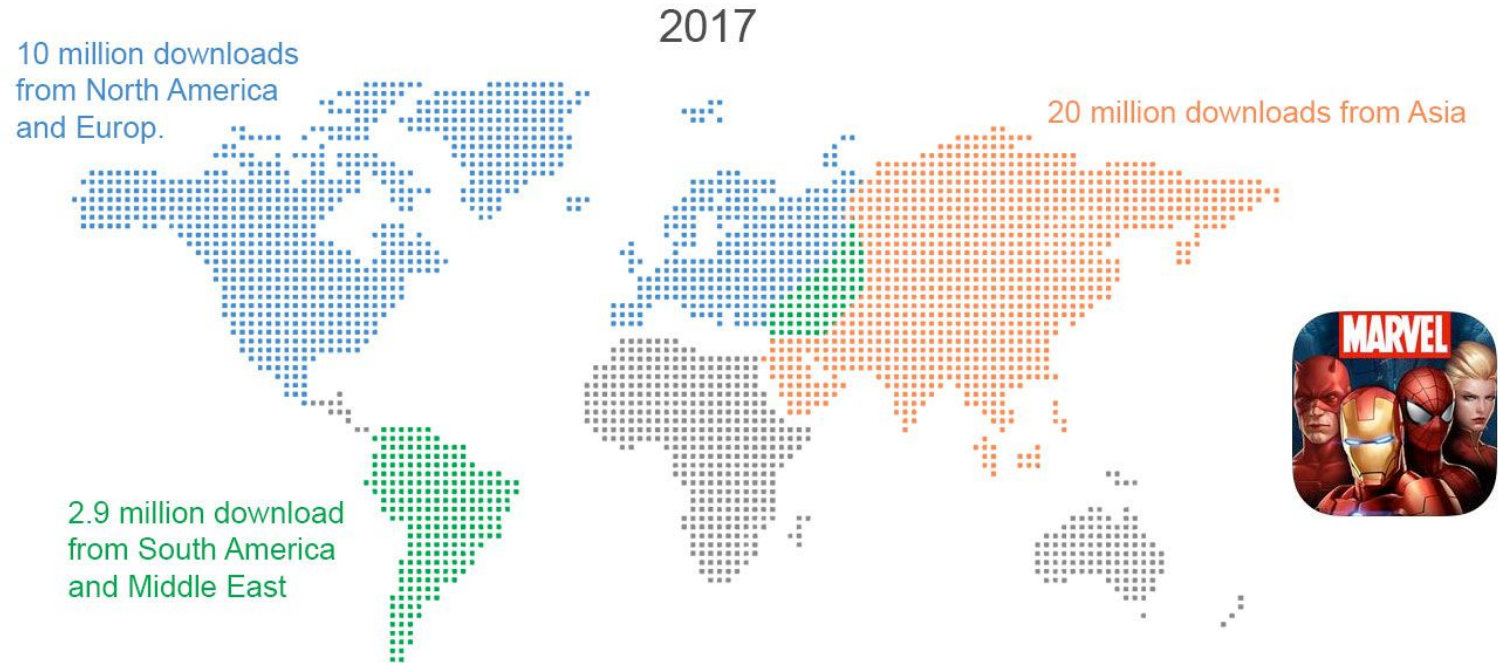


Marvel Future Fight is a superhero-themed free (in-game purchase) mobile/video action game. The game was created by Netmarble Games and released on April 30, 2015. This game is directly affiliated with Marvel Entertainment under Disney.

# MARVEL FUTURE FIGHT



## 70 Million Players Around the World



Netmarble's Marvel Future Fight surpassed 50 million downloads two years after its launch. Twenty million downloads came from Asia, 10 million from North America and Europe, 6 million from South America and 2.9 million in the Middle East. In May 2018, Marvel Future Fight has surpassed **70 million players**.

# MARVEL FUTURE FIGHT

## The Game Basic - How to play?



Randomly pick 3 characters



Join a battle



Complete a battle



Character Up-Grade



Character Tune Up

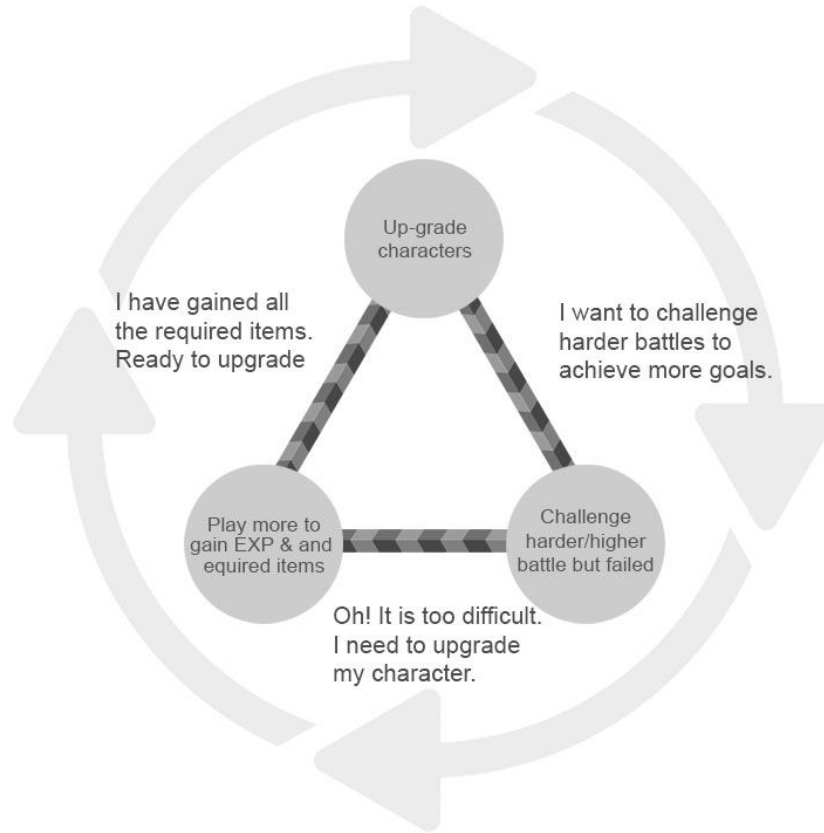


After Battle Rewards

Marvel Future Fight users start the game with randomly picked 3 Marvel characters and use them to join battles. After each battle, users will receive specific items as rewards. They can use these items to upgrade their character or redeem more characters.

# MARVEL FUTURE FIGHT

## The Game Loop - The general rolling cycle of the gameplay



The Marvel Future Fight was based on the simple game loop.

1. Users want to challenge higher or harder battles but have yet to succeed. They will need to upgrade their characters.
2. Play lower or easier battles or activities to gain EXP points and upgrade required items.
3. Have the characters upgraded and conquer the harder battle. This will loop when users fail on a harder battle again.

# MARVEL FUTURE FIGHT

## Challenges and Rewards - 5 types of reward programs

Access challenges from the side menu



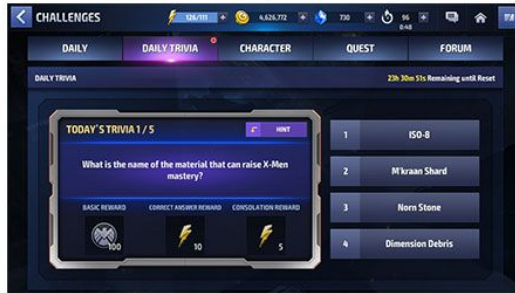
Daily/weekly activity challenges



To encourage users to log in and play more, Marvel Future Fight designs several challenges and rewards programs.

1. Daily challenges
2. Daily Trivia
3. Character growing challenges
4. Quest Challenges
5. Forum challenges

Daily Trivia



Character growing challenges



There are three types of rewards that users can receive from achieving those missions.

1. Energy (required for joining battles)
2. Gold (used for upgrading heroes)
3. Crystal (used to redeem special items)

Quest progressing challenges



Forum networking challenges



# MARVEL FUTURE FIGHT

## Daily Challenges - 5 quick missions for everyday visit

**CHALLENGES** 106/111 4:39 darkscythe36 recruited 6★ NEBULA from SELECTOR: 6★ CHAR/

**DAILY** DAILY TRIVIA CHARACTER QUEST FORUM

Remaining until reward reset: 20 9h 31m 12s

23h 31m 12s remaining until Daily Challenge Refresh

**Achieve Daily Challenge**  
21/30

Get bonus rewards every time you complete 6 Daily Challenges!

Challenge	Progress	Reward	Action
<b>COMPLETE DAILY CHALLENGE</b> Complete 5 Daily Challenges. (1/5)	1/5	25 Energy	ACQUIRE
<b>MISSION POSSIBLE</b> [SPECIAL MISSION] Clear 1 Stage (1/1)	1/1	20 Energy, 360 S.H.I.E.L.D. XP	ACQUIRE
<b>RESEARCH ISO-8</b> [ISO-8] Enhance 1 ISO-8 (0/1)	0/1	15 Energy, 420 S.H.I.E.L.D. XP	GO TO
<b>MYSTERIOUS ISO-8</b> [ISO-8] Combine 1 ISO-8. (0/1)	0/1	15 Energy, 420 S.H.I.E.L.D. XP	GO TO
<b>FOR THE HONOR OF THE ALLIANCE #1</b> [Alliance Battle] Participate in Normal Mode 1 time (0/1)	0/1	15 Energy, 420 S.H.I.E.L.D. XP	GO TO

**CHALLENGE REWARD**

+20 Energy!

+560 S.H.I.E.L.D. XP

OK

The Daily Challenges includes five small and quick missions. Each mission will require players to complete a specific activity. Players can tap the “Go To” button to jump to that section quickly. This Daily Challenge not only encourages users to log in daily but can also help them try different sections. The daily challenges will be refreshed every 24 hours.

# MARVEL FUTURE FIGHT

## Weekly Challenges Progress- Addition Rewards

**CHALLENGES**

106/111 4:39 darkscythe36 recruited 6★ NEBULA from SELECTOR: 6★ CHARA

106/111 4:39 darkscythe36 recruited 6★ NEBULA from SELECTOR: 6★ CHARA

23h 31m 12s remaining until Daily Challenge Refresh

Challenge	Progress	Reward	Action
COMPLETE DAILY CHALLENGE	Complete 5 Daily Challenges. (1/5)	25	ACQUIRE
MISSION POSSIBLE	[SPECIAL MISSION] Clear 1 Stage (1/1)	20	ACQUIRE
RESEARCH ISO-8	[ISO-8] Enhance 1 ISO-8 (0/1)	15	GO TO
MYSTERIOUS ISO-8	[ISO-8] Combine 1 ISO-8. (0/1)	15	GO TO
FOR THE HONOR OF THE ALLIANCE #1	[Alliance Battle] Participate in Normal Mode 1 time (0/1)	15	GO TO

Remaining until reward reset: 2D 9h 31m 12s

Achieve Daily Challenge

21/30

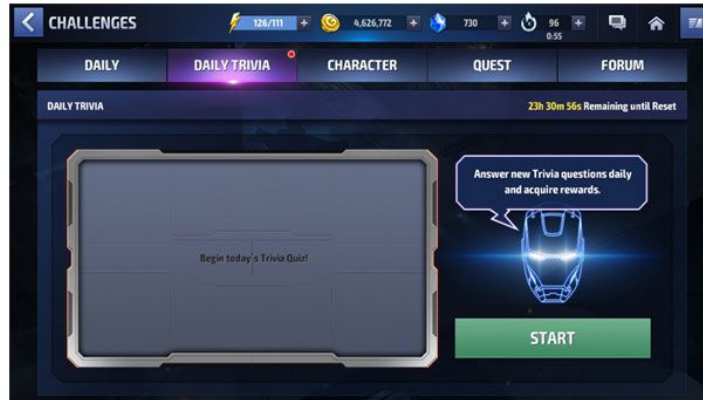
Get bonus rewards every time you complete 6 Daily Challenges!

On the left side of the screen, it also displays the users' weekly challenge progress. The yellow bar will grow when users achieve daily challenges. Users can redeem the rewards once the bar reaches the reward items. The weekly challenges will be reset every seven days.



# MARVEL FUTURE FIGHT

## Daily Trivia - Educate players with small rewards













The Daily Trivia is another small challenge/reward program. It includes five questions regarding the game primary each day. Users will receive a reward if they answer the question correctly. If users are not sure about the answer, they can also tap on the "Hint" button to open the specific game guide page (which will show the specific information automatically). This Daily Trivia could make users more willing to learn about the game, and the reward (energy points) allows them to play more.

# MARVEL FUTURE FIGHT

## Character Growing Rewards - Grow your heroes with bonus






DAILY	DAILY TRIVIA	CHARACTER	QUEST	FORUM
		 <b>SUPER SOLDIER</b> Reach level 70 with Captian America.	 60	IN PROGRESS 0/1
		 <b>THE FIRST AVENGER</b> Reach Tier-3 with Captain America.	 300000	IN PROGRESS 0/1
		 <b>THE INCREDIBLE HULK</b> Reach level 70 with Hulk.	 60	IN PROGRESS 0/1
		 <b>HULK SMASH</b> Reach Tier-2 with Hulk.	 200000	IN PROGRESS 0/1
		 <b>MAN OF IRON</b>		IN PROGRESS

Since the game is based on growing the characters to overcome more challenging battles, there is another reward program for users to upgrade specific characters/heroes. Users will receive rewards if the specific characters reach the required level. This could be used for ABCmouse, too. For example, users will be rewarded if their specific pet reaches a certain level or if they accomplish certain activities within a particular section.

# MARVEL FUTURE FIGHT

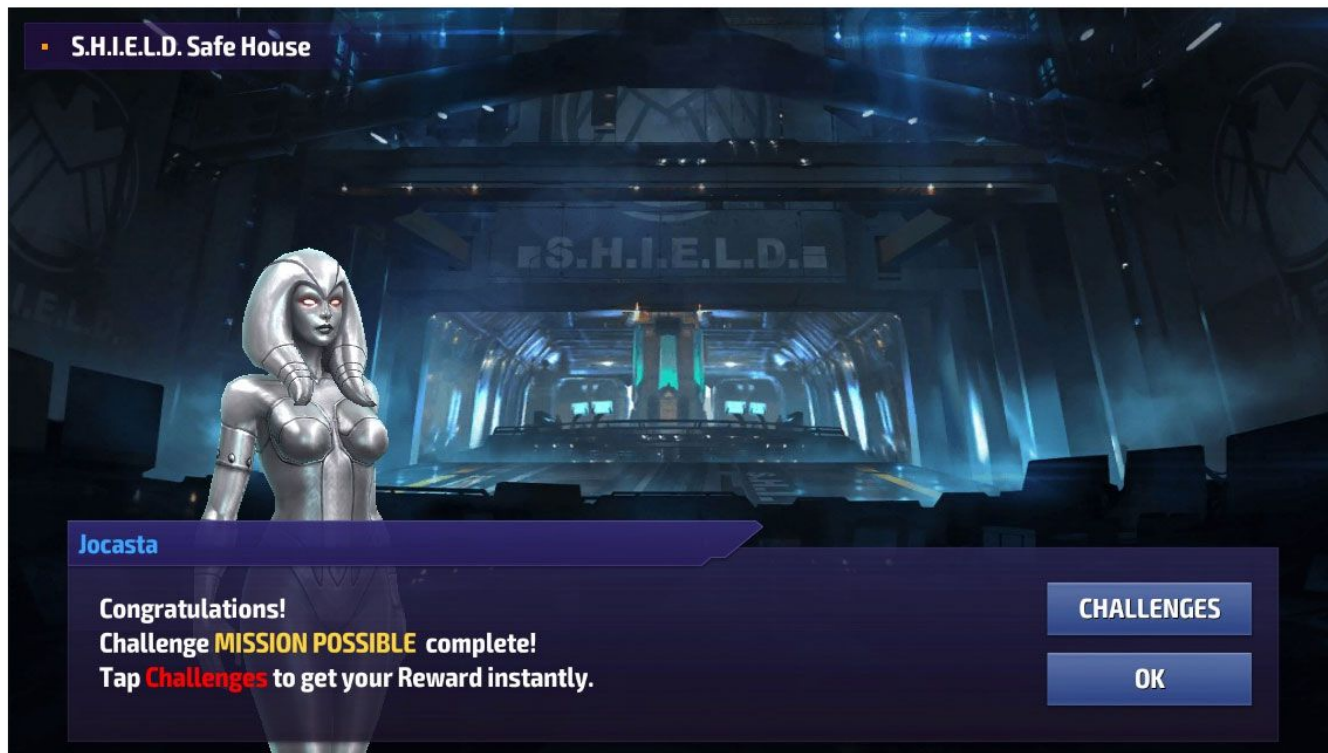
## Quest Challenges - Rewards for long-term play

DAILY	DAILY TRIVIA	CHARACTER	QUEST	FORUM
			<b>THAT'S FIVE STARS: #3</b> Reach 5★ with a Hero or Villain 10 times.	 30 <b>IN PROGRESS</b> 9/10
			<b>INVEST FOR THE FUTURE: #9</b> [GEAR UPGRADE] Upgrade 500 times.	 45000 <b>GO TO</b> 420/500
			<b>INDESTRUCTIBLE: #2</b> Enhance Impregnable ISO-8 50 times.	 ** <b>GO TO</b> 33/50
			<b>TWO STARS: #4</b> Reach 2★ with a Hero or Villain 20 times.	 20 <b>IN PROGRESS</b> 13/20
			<b>FAITHFUL TO THE BASICS: #8</b>	 <b>GO TO</b>

Here is another reward program that is more for long-term play. Those rewards require users to do specific activities repeatedly. This could be used to encourage ABCmouse users to keep doing particular activities (learning path and basics).

# MARVEL FUTURE FIGHT

## Reward Notification Screen - Remind users when achieved



Whenever and wherever players complete a daily challenge, this screen will remind them that they have achieved the mission and the reward is ready for them to redeem. Users can tap on the “Challenges” button, returning to the challenges page.

# MARVEL FUTURE FIGHT

## Takeaways - Here are things to keep in mind

By looking into Marvel Future Fight's daily reward program, Here are a few things that might be adaptable for us when designing our daily reward program for ABCmouse.

1. An access for users to view the daily challenge and reward.
2. Easily and quickly achievable missions (from users' daily visits).
3. Various missions that could keep users from getting bored.
4. The additional reward for weekly progress might be a good idea.
5. Shortcut links on the missions for users.
6. Daily Trivia (questions) with rewards can motivate users to learn.
7. Questions can be designed from ABCmouse educational activities.
8. Long-term challenges/rewards also can be a motivation for users.
9. Notification to remind users when they achieve a goal/challenge.

