

Case Study: Maybe Interactive's Western App

Transformed Eastern romance game content into a Western hit: \$1M+ revenue, 1M+ views, and a new franchise.

Role: Narrative (Content) Designer & Product Manager

Audience: Women and non-binary users (18–65) seeking high emotional stakes and fast-paced romance, but not traditional gamers.

Problem & Business Objective

Maybe Interactive needed to demonstrate profitability in the Western market beyond anime/manga fans.

- Problem: Existing content descriptions and creative direction weren't resonating with Western romance readers.
- Business Goal: Increase conversions, retention, and monetization by aligning the product with Western expectations in style, copy, and funnel design.

Context

- Prior state: Copy was awkwardly localized, art leaned too heavily on anime styles, romance character tropes were not centered, and story stakes were vague.
- Audience habits: Western romance readers expected clear tropes ("enemies to lovers," "werewolf," "forbidden love") and familiar art styles (like Chapters and Choices).
- Critical issue: Key romance terms weren't translated into Western search language (e.g., "GL" not recognized as "lesbian romance").

Research & Discoveries

- Benchmarked against popular Western interactive romance apps (Chapters, Episodes, Choices).
- Identified gaps: Missing romance keywords, lack of clear love interest framing, and overly detailed plots instead of emotionally compelling hooks.
- Learned that Western users valued quick clarity, trope familiarity, and upfront love interest descriptions.

Content & Design Decisions

- Copy optimization: Simplified and clarified descriptions, ending with strong calls-to-action.
- Art direction: Shifted covers toward Western romance aesthetics: realistic art, alluring poses, and other genre cues.
- Romance-first framing: Named love interests and tropes early. Reduced emphasis on dense plot details.
- Keyword strategy: Embedded romance SEO terms (“werewolf,” “enemies to lovers,” “forbidden love”).
- Conversion funnel: Designed choices with compelling paid options alongside “good enough” free paths to retain players through all 40+ episodes.
- Monetization: Tuned cosmetic options to align with optimal Western price points.

Iteration & Trade-offs

- Iteration: Shortened copy whenever possible. Experimented with establishing the love interest in the first line or the main character in the first line.
- Trade-off: Focused on character details over key plot stakes. Risk of alienating some users who did not understand the story synopsis.

Outcomes / Results

- Broke two monetization records.
- Conversion rates doubled.
- Earned \$1M+ in revenue and over 1M views.
- Achieved 500k+ organic views despite Apple’s 2021 marketing changes.
- Turned the first game into a franchise with 6+ properties.
- Revenue growth funded hiring of 8 new team members.

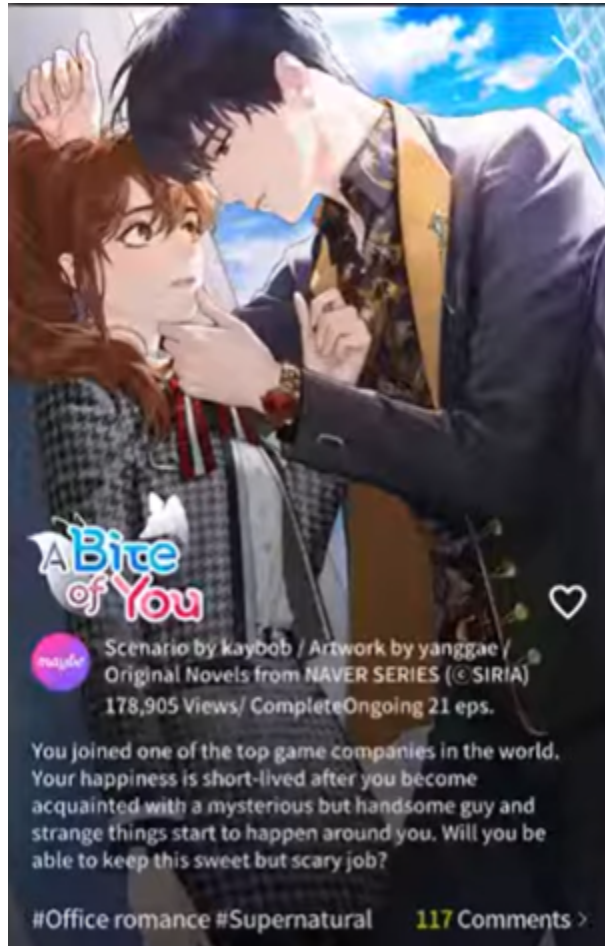
Learnings & Growth

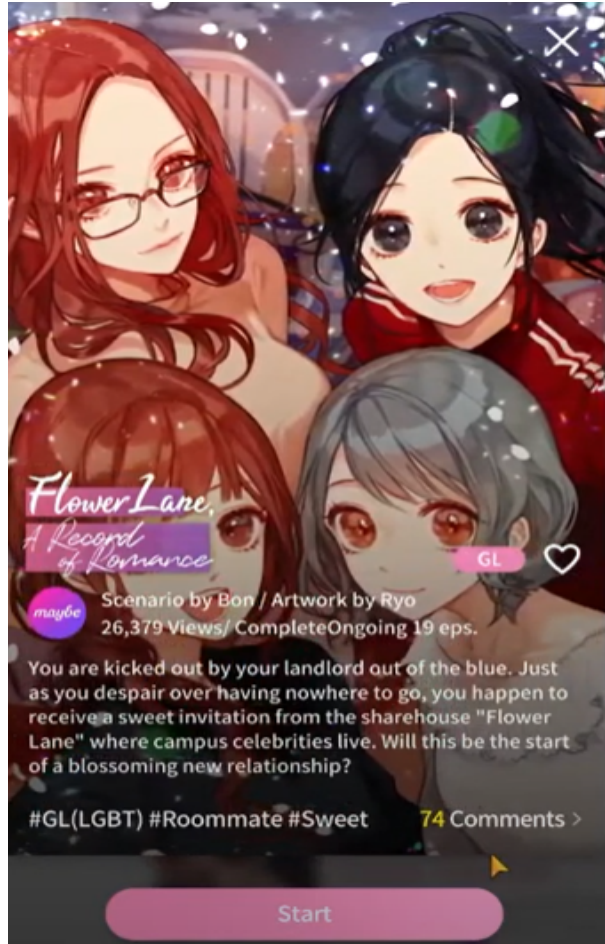
- Learned how to adapt global IPs for new markets by ensuring new audience localization and accessibility.
- Validated that romance-first, trope-driven copy is essential for Western romance audiences.
- Developed repeatable frameworks for description writing, art direction, and funnel optimization.
- Gained confidence leading cross-functional teams (narrative, art, product) to achieve measurable business results.

Visuals & Evidence

Before:

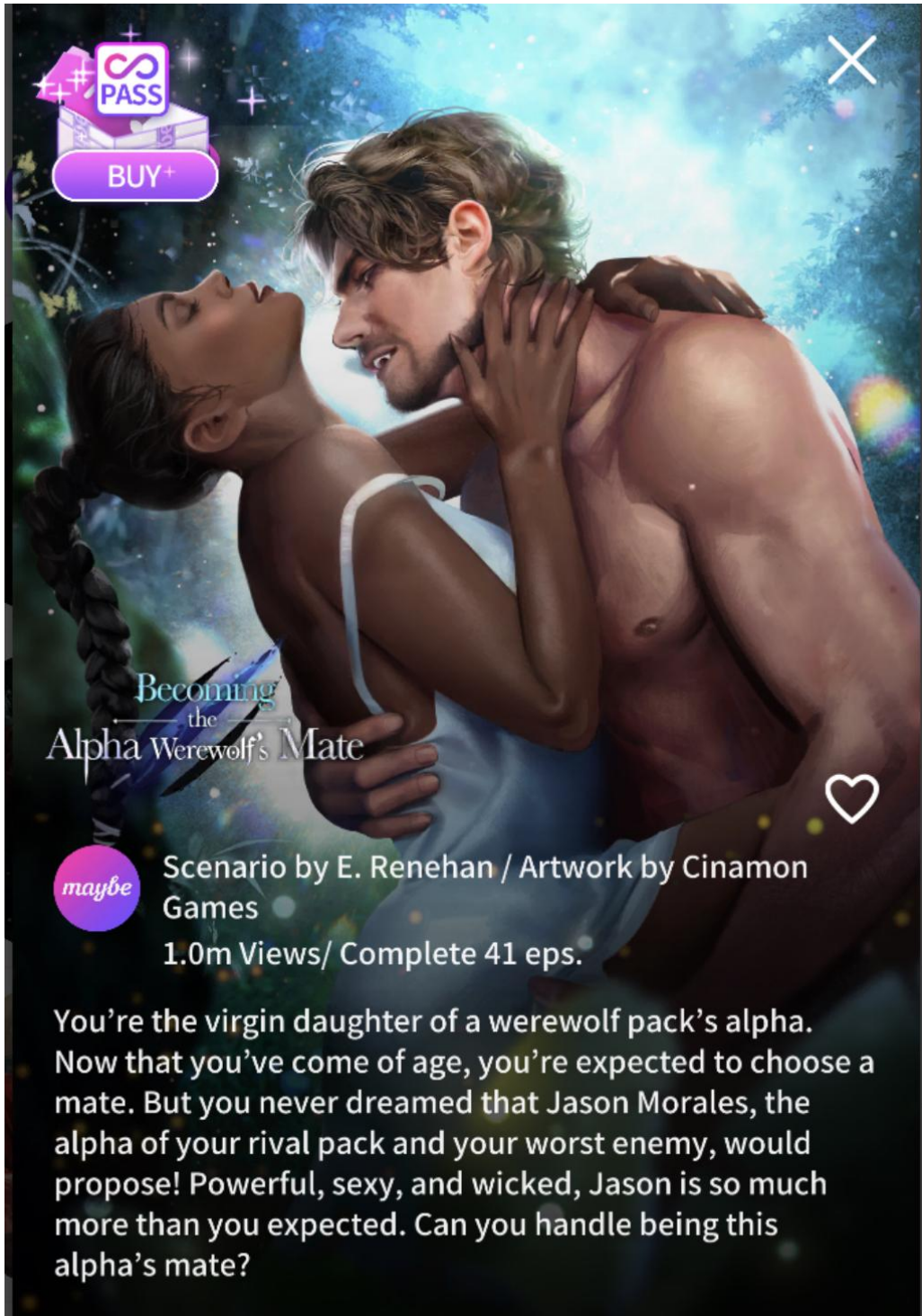
- Less than 200,000 user views.
- Choppy, awkward copy.
- Limited understanding of story stakes, main characters, and love interests.
- Anime-driven art style.





After:

- 1M user views.
- Clear, polished, snappy copy.
- Strong understanding of story stakes, main characters, and love interests.
- Realistic art style.



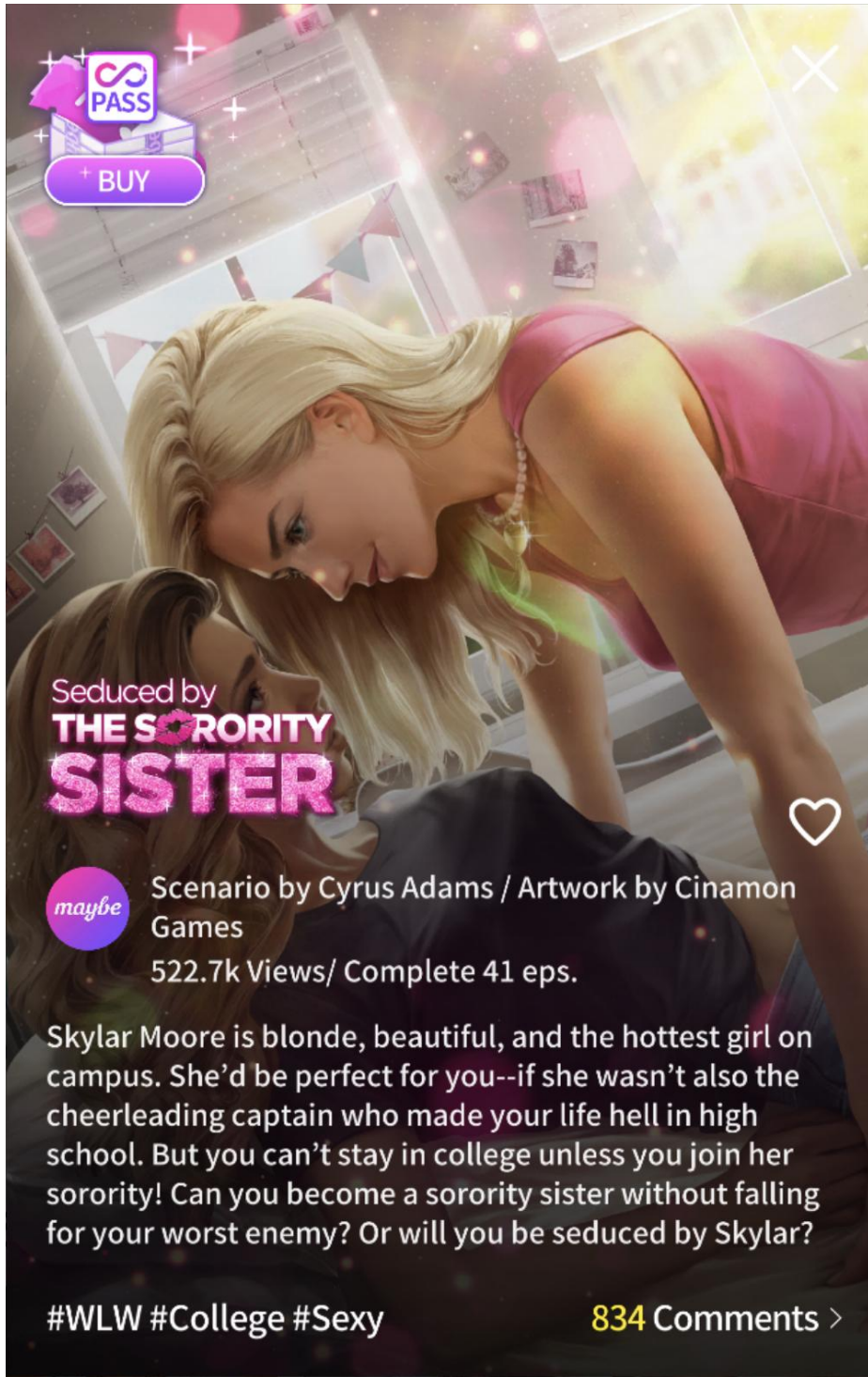
Becoming the Alpha Werewolf's Mate

maybe

Scenario by E. Renehan / Artwork by Cinamon Games

1.0m Views/ Complete 41 eps.

You're the virgin daughter of a werewolf pack's alpha. Now that you've come of age, you're expected to choose a mate. But you never dreamed that Jason Morales, the alpha of your rival pack and your worst enemy, would propose! Powerful, sexy, and wicked, Jason is so much more than you expected. Can you handle being this alpha's mate?



PASS
BUY

Seduced by
**THE SORORITY
SISTER**

 Scenario by Cyrus Adams / Artwork by Cinamon Games
522.7k Views/ Complete 41 eps.

Skylar Moore is blonde, beautiful, and the hottest girl on campus. She'd be perfect for you--if she wasn't also the cheerleading captain who made your life hell in high school. But you can't stay in college unless you join her sorority! Can you become a sorority sister without falling for your worst enemy? Or will you be seduced by Skylar?

#WLW #College #Sexy **834** Comments >