

King City

Osh Bosh

Your own game.

An AI-Powered Interactive Story Loop

The Problem

In most children's games, kids typically are excited on day 1 but disappear by day 7. Most experiences lose them once the novelty fades or when there's nothing emotionally or cognitively pulling them back.

As a child, I wouldn't return if...

- Nothing changes when I'm logging back in.
- There's no visible progress or reward waiting.
- The story doesn't continue or engage with me.
- The challenge is either too hard or too easy.
- There's no curiosity, anticipation, or ownership.

I would come...

- To see what happened because of my choices.
- Because I feel like I'm "winning" or making progress.
- To complete what I started.
- Because my buddy is waiting for me.
- To see through the teaser I was shown.
- To do better or differently this time.

To ensure we get maximum retention -

The Product Concept: Osh Bosh

This product concept creates a short interactive loop where a companion character and evolving story keep users emotionally and cognitively engaged over time.

How it works:

Re-entry

The child returns to something familiar:

- Their avatar/companion is still there.
- The story acknowledges what they did last time.
- There's an unfinished goal or visible result waiting.

Interaction

What the child does + what the AI responds with:

Child is given with challenges to engage **one of four** skill bucket -

Cognitive	Motor and Interaction	Social and Emotional Learning (SEL)	Creativity and Imagination
Logical problem solving, early math and logic, language and communication (vocab, etc.), memory.	Hand-eye coordination <i>Gross motor (full body)</i> <i>- AR Based/Body camera (Future scope)</i>	Empathy and perspective taking, emotion regulation, collaboration/sharing concepts, communication.	Character creation, decorating or personalization of spaces, outfit choices. Open ended play (sandbox, choose your ending paths).

Using given skill buckets, the game also **passively covers 2 skill buckets** -

Motivation, Agency and Behavioural Skills	Executive functioning
Character customization: Agency + ownership Branching choices: Decision-making + confidence Rewards, unlockables, or “come back tomorrow” loops: Persistence + motivation Replayable alternate outcomes: Curiosity + autonomy.	Quests or missions: Planning, sequencing, goal setting Timed or step-based tasks: Focus, working memory Turn-taking or delayed rewards: Inhibitory control Decision-making in choices: Cognitive flexibility.

Important: Single decision threshold for younger children with sufficient cool off time adaptive to users' attention span.

Outcome

Every session ends with a sense of progress:

- A color restored, creature helped, object found, space unlocked.
- A badge or collectible tied to the action.
- The companion reacts (social reinforcement).

Return trigger

Before exit, the experience sets up the next session:

- A tease of the next challenge ("Let's check the hidden cave tomorrow")
- A buddy waiting ("I'll be here when you're back!")
- Something half-finished (locked area, missing piece, unopened chest)

A personalized emotional push notification or in-app reminder will later revive the session.

FigJam flowchart also attached as PDF / [Open flowchart here.](#)

4 screen wireframe to briefly experience the flow and highlight features - [Open Figma prototype here.](#)

Where AI Primarily Drives Retention

AI subtly powers 2 retention moments:

1. Mid-session adaptive support

If user slows down, retries, or seems to be stuck:

- The session automatically adjusts difficulty.
- The companion gives a quick nudge or shortcut.
- The loop finishes instead of dropping off.

Impact: More users complete at least one loop, tied to D1–D7 return.

2. Smart return and reactivation

If the user exits without finishing:

- AI remembers their last step.
- The re-entry screen and/or notification picks up the same thread.
- The hook feels personal (“Let’s finish painting the bridge together”).

Impact: User doesn’t feel like they’re starting over, they’re continuing in familiar comfort.

Quantifying Impact

The goal isn't to prove the full product works, it's to validate whether a tighter, AI-supported play loop can actually bring kids back between Day 1 and Day 7.

The MoSs are set against what's realistic for a first test with a small cohort, not a global launch.

Each MoS is calculated over a 4–6 week pilot window, based only on new installs or first-time users.

	Key Point Indicators (KPI)	Description	Measure of Success (MoS)
Primary KPI			
1	Retention D1 to D7 (%)	Number of users who stay till day 7.	D1 > 30%, D7 > 10% <i>(new installs only)</i>
Engagement KPI			
2	Return sessions per user	This measures the success of your core progression mechanic.	W1 median > 4 sessions/user W4 (among retained) > 5/week
3	Avg. session length	This measures how immersive the sessions are.	5–7 min median in W1 8–10 min median by W4
4	%-age of kids who complete one loop atleast	This measures the success of your core progression mechanic.	>70% in 48h
Reactivation/Growth Metrics			
5	%-age of reactivations triggered by the “hook”	This shows the effectiveness of return-driving loops.	>25% of reactivations attributable to the hooks
6	CTR of personalized notifications	Works for parents and older kids, but for 5 -9 year olds it may need to be tracked if: a) Messages go to the kid	

		(in-app) vs parent device. b) The trigger timing/behavioral context works.	
Friction Detection			
7	%age of user retention through each choice in the game	To track pain points through the flow.	
8	% of kids who return to explore a second path or ending	Early indicator of replay-driven retention.	

6 week build specs

A lightweight build with:

- One storyline
- One companion
- One loop with a rewards moment
- Adaptive nudge in-session
- Smart resume on return
- Push or in-app hook

is enough to benchmark retention and validate whether AI-powered continuation actually helps retention.

Scope of AI Integration

	Feature	Description	How
1	Adaptive Session Flow to prevent mid loop drop off	Instead of static stories, AI tracks: - When a kid slows down, looks stuck, or disengages. - When they skip content or idle. - When they quit mid-story.	Then it auto-shortens, nudges, or branches the story to complete the loop. Impact on retention: - Higher % of kids finish the first loop. - Shorter time to reward. - Fewer rage quits.
2	Hook memory restoration	Instead of sending generic, random notifications, AI can predict: - The best time of day based on usage history. - The best trigger based on last incomplete action. - The best sender (character buddy vs narrator vs reward).	Higher CTR for notifications. More reactivations within 7 days. Increased session length on return.
3	Branching Depth Driven by Replay Data	Instead of dozens of branches built up-front, AI tracks: - Most replayed arcs. - Most abandoned choices. - Which endings kids retry. - Then it autogenerates micro-variations in paths they've already done.	Kids return for “what if”. Keeps content feeling “alive”. Expands sessions without dead ends.
4	Dynamic Difficulty for Frustration & Boredom	Preserving momentum, AI silently adjusts: - Puzzle complexity - Number of steps before a payoff - Hint timing - Interaction frequency	Prevents rage quits and early exits Increases “flow state” during sessions Improves completion rates - boosts D1/D7

5	Loop Completion Detection & Boosting	AI recognizes: - Kids who drop off before payoff. - Kids who loop too fast and lose interest. - Kids who stall instead of exploring. It responds by: - Swapping stories into “mini loops”. - Auto-selecting the next node. - Giving a reason to finish (“unlock”, “friend waiting”, “collect X”).	Higher loop completion % Faster reward cycles More return sessions
6	Parent Nudging That Feeds Retention	Parents are gatekeepers. AI can: Time nudges around routines (evening, post-school) Send progress recaps (“She helped the Forest Queen yesterday!”) Trigger co-play reminders	Parent-enabled access- more sessions Lower uninstall risk Easier re-entry after drop-off