

O! Hole Publisher Meeting Notes

English Version | Soft Launch Follow-up | June 11, 2026

Meeting focus

Align the next product adjustments for O! Hole across difficulty, economy, rollout capability, ads, IAP, data tracking, and long-term level content.

1. Background

This meeting focused on the next product adjustment direction for O! Hole during soft launch, including data validation, version rollout, and long-term content planning. Dzmityr generally recognized the current system foundation and product potential, while emphasizing that the next step should be to validate whether difficulty, economy, ads, and monetization can support future growth through measurable experiments.

2. Main Requests and Development Responses

1. Increase Level Difficulty and Validate Pressure

Publisher request: Dzmityr thinks the current difficulty curve is still too gradual. Players fail relatively late, and the challenge pressure is not strong enough. He suggested testing harder levels, especially hard levels and Boss levels, and observing the relationship between attempts, revives, pass rate, retention, and monetization.

Development response

We will complete and release one round of difficulty adjustments next week. The direction is not to make the entire curve much harder at once, but to bring pressure earlier and make the overall curve steeper. We will focus on strengthening hard levels and Boss levels, and continue validating with live data such as attempt pass rate, player pass rate, revives, monetization, and failure reasons.

2. Tighten the Economy

Publisher request: Dzmityr thinks coins and boosters may currently be too generous, which may reduce players' motivation to watch rewarded ads or purchase resources.

Development response

We will complete and release one round of economy adjustments next week, mainly covering coins, boosters, event values, and reward values. We will observe the impact on retention, ad views, and monetization.

3. Support 50% Rollout / Split Testing

Publisher request: Dzmitry wants key changes to support 50/50 rollout, instead of updating all players every time.

Development response

We discussed the 50% rollout request with the tech team today. There is currently a relatively simple solution: we can make a small structural adjustment so that one server supports two client versions.

However, the limitation is that not every change can support 50% rollout. We can choose the important parts to support 50% rollout, such as level difficulty adjustments and value adjustments, including event values, reward values, and feature on/off switches. These can be supported.

But for some small and fragmented features, each update would still apply to all players. With this approach, we should be able to finish development and release it in the third or fourth week of June.

4. Optimize Ads and No Ads Offer Logic

Publisher request: Dzmitry suggested testing interstitial ad frequency and optimizing the timing of the No Ads offer.

Development response

We agree with this change and will confirm the specific update timing based on the current version schedule.

5. Change Energy to Lives

Publisher request: Dzmitry suggested changing the current energy system to a lives system.

Development response

We agree with this change. It is pending development scheduling.

6. Improve IAP and Data Accuracy

Publisher request: Dzmitry is concerned about IAP server-side validation, readable product naming, and whether the data fields are sufficient for further analysis.

Development response

IAP-related work is currently in development and is expected to be completed next week. Failure reason and monetization-related data are already being tracked, and we only need to update the backend display later.

7. Add More Long-term Level Content

Publisher request: Dzmitry is concerned about long-term content consumption. If players progress quickly into later stages, repeated levels may affect long-term engagement.

Development response

For new level production, we can continue at a pace of around 350 brand-new levels per month. At this speed, we can increase the non-repeated level pool to around 1,500 levels within two months. This means players should be able to play non-repeated new levels within one to two months.

3. Next Steps

Next Monday, we will provide a more detailed development plan, including:

- **Development priority** for each request
- **Estimated completion time** for each request
- **Which items can support 50% rollout**
- **Which items still require full-version updates**
- **Specific execution plan** for difficulty, economy, ads, IAP, data tracking, and other modules