

Bingo Bash: Bomb Daub Power Play

Game Design Document | Submitted by Avneet Dhaka

Mechanic Name - Bomb Daub

Tier - Grand

Use Limit - Once per round

Can Trigger BINGO - Yes

I am currently at Level 15 in Bingo Bash, which helped me understand player flow, pacing, and progression systems.

1. Mechanic Overview -

Bomb Daub is a **Grand-tier Power Play** that allows the player to instantly daub tiles in a cross pattern centered on the most recently daubed number.

- Affects **up to 4 adjacent tiles** (up, down, left, right)
- Usable **once per round**
- Must be **charged and manually activated**
- Applies to the player's **Active Card only**

If the effect completes a valid Bingo pattern, **Bingo is triggered immediately**.

2. How It Works – Step By Step -

1. Bomb Daub appears in the **Power Play bar** at the start of the round
2. The player daubs numbers to **charge the Power Play meter**
3. Once fully charged, the Bomb Daub icon **glows to indicate readiness**
4. The player can **activate it at any time after charging upon activation**:
 - The system identifies the **most recently daubed number on the Active Card**
 - Tiles **adjacent in a cross pattern** (up, down, left, right) are daubed instantly
5. A **short explosion animation** plays across affected tiles
6. If a Bingo condition is met → **Bingo is called immediately**.

3. Edge Case Handling -

If the number is on an edge/corner, only valid adjacent tiles are affected. Already daubed tiles are ignored (no double benefit). Bomb Daub always triggers from the most recently daubed tile by the player, ensuring consistent and predictable behaviour.

4. Blast Radius by Board Position -

The number of tiles affected depends on where the last-daubed number sits on the 5X5 Card.

For example -

Central Tile Blasts up to 4 Tiles | 1 Up | 1 Down | 1 Left | 1 Right

The Following image explains the concept properly:



5. Mechanic's Strategic Depth -

Bomb Daub is intentionally simple to understand but rewarding if used properly. A key design goal for the target audience of women aged 45-60.

- **Core Strategic Decision: Time Awareness (When to Detonate?)**

Hold Or Fire?

When playing, players must decide: use Bomb Daub early for quick daub boost, or hold it until a perfect chance is the number they desperately need. The longer they wait, the greater the potential payoff they can receive but another player might claim BINGO first.

- **Position Awareness (Where to Blast?)**

Blast at the center will hit 4 neighbors at max, A corner and Side tile will hit less than 4.

This teaches players to mentally track the board and anticipate which upcoming call might land in a high-value position. Over time, this creates a simple strategic layer that experienced players will find deeply satisfying.

- **Multi-Card Awareness? (Blast on Which Card?)**

Bomb Daub can be used with only one card.

Bingo Bash allows players to hold multiple cards simultaneously. Bomb Daub applies to one card per use. So, players must choose which card to bomb - the closest one to BINGO, or the one with the best neighbour cluster.

6. Fits with the Existing Power Play System -

Bomb Daub is designed to integrate seamlessly into the existing Power Play system, both functionally and visually. It follows the established color palette, shape language, and contrast levels used by existing Power Plays, ensuring immediate recognition without disrupting familiarity.

Bash Store Integration:



As shown above, Bomb Daub fits cleanly within the bash store under the Grand tier, maintaining consistency with existing categorization and presentation.

Power Play	Effect	Tier	Use Limit (Per Round)
Money Cell	Awards bonus coins when daubed	Common	Unlimited
Money Bonanza	Multiplies coin rewards for the round	Common	Once Per Round
Single Daub	Randomly daubs one number (for each active card)	Rare	Unlimited
Chip Cell	Grants a bonus chip on daub.	Rare	Unlimited
Gift Box	Reveals a mystery prize	Rare	Once Per Round
Double Daub	Randomly daubs two numbers (for each active card)	Grand	Once Per Round
Triple Daub	Randomly daubs three numbers (for each active card)	Grand	Once Per Round
Bomb Daub (New)	Instantly daubs up to 4 adjacent tiles around the player's most recently daubed number (cross pattern). Can trigger Bingo.	Grand	Once Per Round

Source: scopely.helpshift.com

Note: Power Play availability and naming may vary by version or event (like Triple Daub). Data referenced from official scopely helpshift documentation (last updated 748 days ago).

Design Positioning:

Unlike existing daub-based Power Plays (Single/Double/Triple), Bomb Daub introduces an area-of-effect mechanic, adding spatial strategy and high-impact moments without increasing system complexity.

Like Double Daub and Triple Daub, Bomb Daub is marked ‘once per round’ which helps in preserving game balance and makes the decision of when to use feel weighted and meaningful.

7. Player Experience and Audience Fit -

- **Why This works for Women Aged 45-60**
 - **Instant understandability** - “bomb” = “blast” = “clears nearby tiles” requires zero explanation. The mechanic speaks for itself.
 - **High dopamine reward** - the explosion animation and sound along with sudden multi-daub moments will deliver a satisfying dopamine hit without complex load.
 - **Encourages strategic play** - waiting for the right moment mirrors thoughtful and deliberate play style.
 - **Story Potential** - “I triggered a Bomb Daub at the right moment and called Bingo in one shot” is a story players will love to tell.
 - **Frustration Reduction** - Reduces missed-number frustration by compensating for near-complete patterns.
- **Moment-to-Moment Feel**
 - Early Round**
 - Bomb Daub activates right after 3 numbers are daubed. Players will feel excited watching some tiles cleared and will feel anticipation.
 - Mid Round**
 - A number drops that are surrounded by needed tiles. Tension uplifts for the player where they question “Should I fire now?”
 - Near End Round**
 - The player is so close to reaching the BINGO moment. But the number needed hasn’t been daubed. Suddenly Bomb Daub is glowing due to the Power Play bar being filled. This can become the right time to get the BINGO Claimed.

8. KPI (Key Performance Indicator) Impact -

KPI	Shift	Reason
Daily Active Users (DAU)	Increased	Satisfying power-play moments build habit loops.
Session Length	Mixed	Early BINGO triggers may shorten individual sessions, but higher satisfaction will drive more daily sessions overall.
Retention (D7/ D30)	Increased	Near miss Bomb Daub moments create addicting reasons to return.
Conversion rate	Increased	Is purchasable via the bundles in Shop. Encourages players to buy bundles.

No. of Sessions / Day	Increased	Satisfying Bomb Daub moments will excite players to play more rounds. Even missed Bomb Daub moments will encourage players to give one more try to another round.
-----------------------	------------------	---

9. Design Summary -

Bomb Daub was designed from four guiding principles:

1. Easy to learn, Satisfying to master: one tap, one explosion, immediate payoff.
2. Seamlessly fitting to the system: It lies under the Grand-tier easily and builds on existing UI systems with minimal additional requirements.
3. Best for the audience: it rewards patience and timing over quick calls and delivers a satisfying and memorable emotional high point during each session.
4. The charge mechanic follows the existing Power Play meter behaviour - All power play requires 3 daubs to activate. Bomb Daub intentionally inherits this rule to ensure zero additional learning curve for existing players.

Bomb Daub Game Icon -

I designed the icon to communicate the mechanic instantly - a bomb fused with the Bingo Bash 'B' mark, using the game's existing color language so it feels native to the UI. I explored four iterations before landing on the final design.

Final Icon -



Other Iterations -

