



## Slots Design Report

Competitive Research and Data Insights for Slots Designers

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# DECEMBER

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# 2018

# NEW INNOVATIONS



# **PURCHASABLE BOOSTS**



# MECHANIC ANALYSIS

Caesars Slots' *Vision of Fortune* lands *Tarot Cards* during play that award bonuses, *Respin Boosts*, or currency to purchase additional *Respin Boosts*

## Feature Details

- A *Tarot Card* on reel 3 awards either *Fire* (activates a bonus feature), *Magic* (adds a *Respin Boost* to a player's inventory), or *Sun* (awards *Suns*) (1)
- Players can purchase additional *Respin Boosts* with *Suns* (2)
- During base play, a full *Fortune Teller* on reel 1 triggers respins (3)
- During respins, hitting a *Crystal Ball* activates a *Respin Boost*, like the *Fortune Wheel* (4)
- Boosts triggered during free spins do not decrease the number of *Respin Boosts* in a player's inventory (5)
- Click here for the full [Vision of Fortune](#) library

## Additional Machine Elements

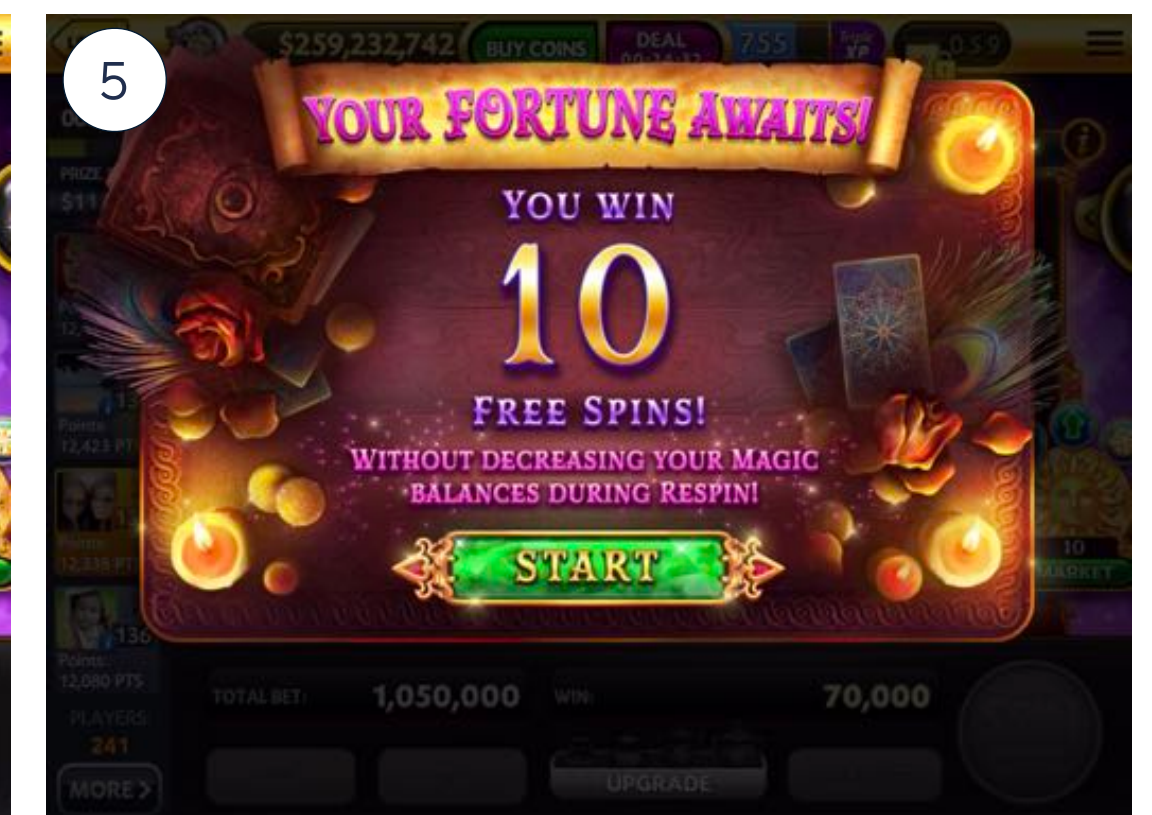
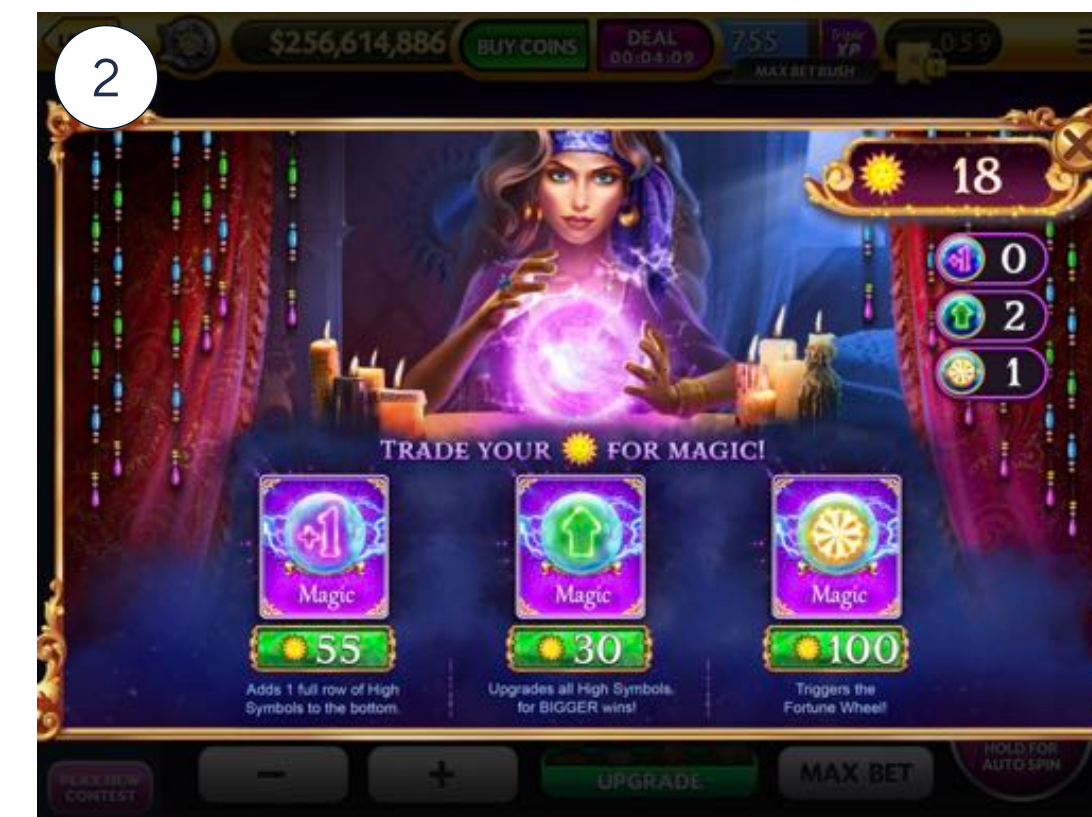
- [Free Spins with Respins](#)
- [Base Game Respins](#)
- [Boost Purchase with Respins](#)

## Related Machines & Features

- [Boosts](#) - myVEGAS Slots (feature)
- [Farming Fortunes](#) - Caesars Slots
- [Beauty & the Beast](#) - Yggdrasil (RMG)

**NEW!** [Go Directly to Videos or Images in the Feature DB](#)

Clicking on the links in the 'Additional Machine Elements' section will take you **directly** to a video of that element. You can also now easily **share specific parts** of a machine, like the [Free Spins with Respins](#), with teammates





# INSIGHTS & ADVICE

The *Tarot Cards* system drives both engagement by triggering immediate bonuses, and retention by awarding currency that is used for future Boosts. These elements within a slots machine target *Gambler Gails* and *Sensation Serenas*, who are most likely to play machines with Boosts and bonuses that add additional reels, lines, or pays

### Product Council Insights

- **The primary focus of the player is to land *Tarot Cards*.** These *Tarot Cards* award bonuses, Boosts, or a currency (*Suns*) to purchase more Boosts. Typically, when there is a machine-specific currency, landing symbols that award this currency becomes the main goal
- **When adding a purchasable Boost, consider triggering the Boost directly after purchase** as players will expect something in return for currency spent
- **Provide players with informative total bonus win dialogues** when releasing more complex bonus systems, like Boost upgrades. This will educate players on all the features that contributed to their total earnings
- **This system provides an instant reward to drive engagement** (when the *Tarot Cards* trigger a bonus) **and retention** (when the *Tarot Cards* award a *Respin Boost* or *Suns*, which can be used later to purchase Boosts)

### Target User Personas Data

- **Target User Personas:** *Gambler Gail* and *Sensation Serena*
- **Fundamental Motivations:** Arousal and Profit (and Glory for *Sensation Serena*)
- **Lowest Fundament Motivation:** Glory for *Gambler Gail*, Escape for *Sensation Serena*
- **Gender:** 60% female for *Gambler Gail*, 54% for *Sensation Serena*
- **Education:** Lowest average education for *Gambler Gail*
- **Motivation to Play Slots:** Second highest for *Gambler Gail*, highest for *Sensation Serena*

	Boosts / Charms	Bonuses that add additional reels, lines, or pays
<i>Fame Frank</i>	3.2	3.5
<i>Money Mike</i>	3.5	3.7
<i>Daydreamer Denise</i>	3.5	4.1
<i>Gambler Gail</i>	3.9	4.2
<i>Sensation Serena</i>	3.8	4.2

# MEMORY MINI GAMES



# MECHANIC ANALYSIS

In Slotomania's *Forest of Memories*, players fill a meter ... to complete a *Book* ... to play a *Memory Bonus* ... to finish a *Chapter*

## Feature Details

- Book symbols land during the base game to fill a meter (1)
- Filling the meter awards a wheel spin, which determines the number of *Cards* added to a *Memory Book* (2)
- Once a player collects all 24 *Cards*, the *Memory Bonus* is awarded (3)
- During the *Memory Bonus*, players pick two cards each turn for 11-12 turns, depending on the *Chapter* (4)
- Multipliers are awarded for each matched pair. Duplicate matches increase the multiplier of that pair
- Players who successfully match 12 pairs are awarded the *Honeypot* jackpot (5)
- Every new chapter in the *Book* adds an additional wedge to the wheel ... with the final wheel awarding up to six *Cards* (6)
- Click here for the full [Forest of Memories](#) library

## Additional Machine Elements

- [Free Spins](#)
- [Fill Meter Wheel & Memory Bonus](#)

## Related Machines & Features

- [Memories of Oz](#) - Slotomania
- [Copenhagen](#) - Bingo Blitz (room)
- [Twin Fire Match'Em](#) - Hot Shot Casino (event)





# INSIGHTS & ADVICE

Build a bonus game system that increases the potential to trigger a bonus as players progress. This will adjust upward the amount of time spent in the bonus game for players who are heavily engaged in the machine (and enjoy the bonus game). Machines with mini games and bonuses with multipliers target *Sensation Serenas* and *Gambler Gails*

### Product Council Insights

- **This is a unique twist on progression.** The bonus game is typically harder to trigger as players progress. The opposite is true in this machine
- **Increasing the number of bonus games triggered will make the game more fun as players progress,** incentivizing more spend for players who enjoy the machine already. The potential downside is that players may *feel* the entire progression is harder than it actually is
- **The upside to memory games is that they reward ability while eliminating skill.** However, memory requires a player to either write down or remember *Cards* session-to-session, which may be difficult for older players. Consider a mini game based on ability, but easily played between sessions, such as cards or a match-3 level
- **Make pairs more exciting and the game more volatile with a range of potential awards** given for duplicate cards (instead of a linear award system)

### Target User Personas Data

- **Target User Personas:** *Sensation Serena* and *Gambler Gail*
- **Fundamental Motivations:** Arousal and Profit (and Glory for *Serena Sensation*)
- **Lowest Fundament Motivation:** Escape for *Sensation Serena*, Glory for *Gambler Gail*
- **Gender:** 54% for *Sensation Serena*, 60% female for *Gambler Gail*
- **Education:** Lowest average education for *Gambler Gail*
- **Motivation to Play Slots:** Highest for *Sensation Serena*, second highest for *Gambler Gail*

	Mini games (e.g., Scratcher Cards)	Bonuses with multipliers
<b><i>Fame Frank</i></b>	3.3	3.6
<b><i>Money Mike</i></b>	3.5	3.9
<b><i>Daydreamer Denise</i></b>	3.8	4.1
<b><i>Gambler Gail</i></b>	3.8	4.4
<b><i>Sensation Serena</i></b>	3.9	4.4

# **COLLECT & CONVERT FREE SPINS**



# MECHANIC ANALYSIS

The free spins in DoubleU Casino's *Chef Oinky* lands and locks symbols on the reel set. Then, *Chefs* land on reel 6 to clear symbols and award symbol-specific jackpots

## Feature Details

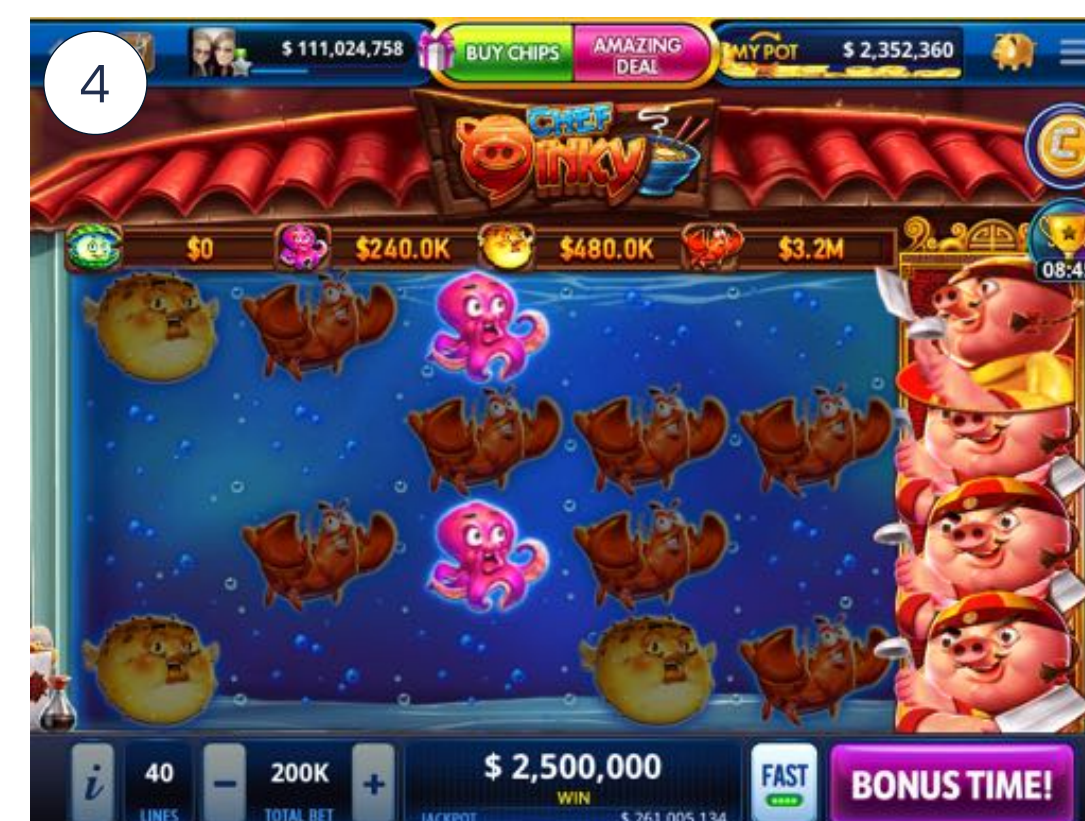
- Three bonus symbols trigger the *Time to Cook* bonus (1)
- During the bonus, *Fish* symbols lock and add value to jackpots listed at the top of the reel set (2)
- A *Chef* symbol landing on reel 6 collects the smallest jackpot and clears all of the *Fish* symbols associated with that jackpot (3)
- Multiple *Chefs* clear multiple *Fish* symbols and awards multiple jackpots (4)
- The bonus concludes when all reel positions are filled or all symbols are cleared (5)
- Click here for the full [Chef Oinky](#) library

## Additional Machine Elements

- [Bonus Round](#)
- [Free Spins](#)

## Related Machines & Features

- [A'Coins Matey!](#) - myKONAMI Slots
- [The Game of LIFE](#) - Jackpot Party
- [Michael Jackson Beat It](#) - Jackpot Party





# INSIGHTS & ADVICE

This is an engaging bonus game system suited for players interested in a more emotional, story-based experience. To let players follow along with the drama, clear explanation is necessary for players to root for or against symbols based on how the free spins play out

### Product Council Insights

- **This bonus game mechanic has a unique, but potentially problematic flow.** First, players root for *Fish* to land (but not too many). Once enough *Fish* have landed, players root for a few *Chefs* to land (but not too many). Players continually switch from rooting for and against *Fish* and *Chefs*
- **For *Sensation Serenas*, consider releasing a system that creates an interesting story arc.** Have a main character symbol in the story start out *good* ... but, another God-like character symbol can change the main character from *good* to *evil*
- **Make the complex system easier to understand by adding:**
  - a. Clear explanatory text
  - b. Different colors and/or design for the *good* and *evil* versions of a symbol
- **Only allow a single *Chef* to land at once so that the story continues.** Although the threat of hitting multiple *Chefs* at once increases the potential *thrill* of the machine, the story may immediately be over if four *Chefs* land, disappointing many players

### Target User Persona Data

- **Target User Persona:** *Sensation Serena*
- **Fundamental Motivations:** Arousal, Profit, and Glory
- **Gender:** 54% female
- **Motivation to Play Slots:** Highest

	Cultural themes	Bonuses where you collect things
<b><i>Fame Frank</i></b>	2.9	3.3
<b><i>Money Mike</i></b>	2.7	3.1
<b><i>Daydreamer Denise</i></b>	2.8	3.4
<b><i>Gambler Gail</i></b>	2.7	3.4
<b><i>Sensation Serena</i></b>	3.1	3.9

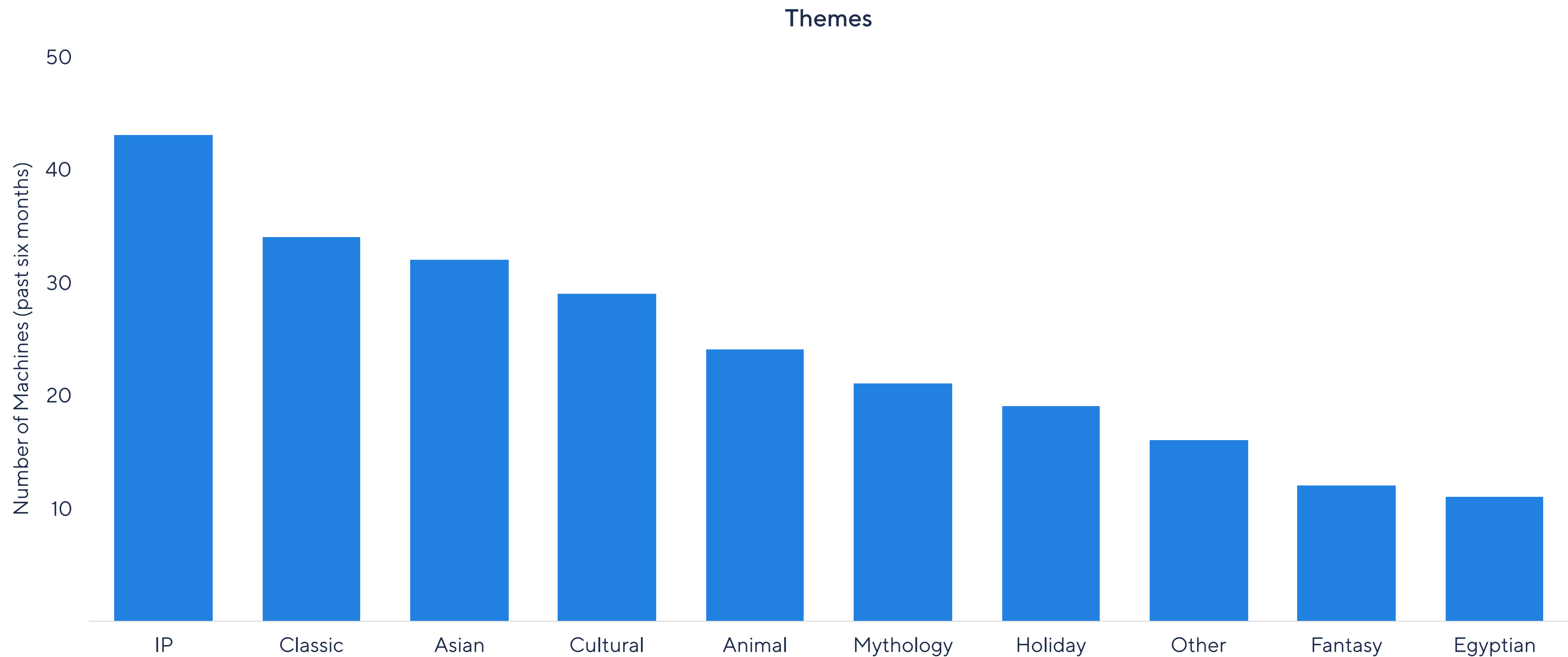


# KEY TRENDS



# THEMES

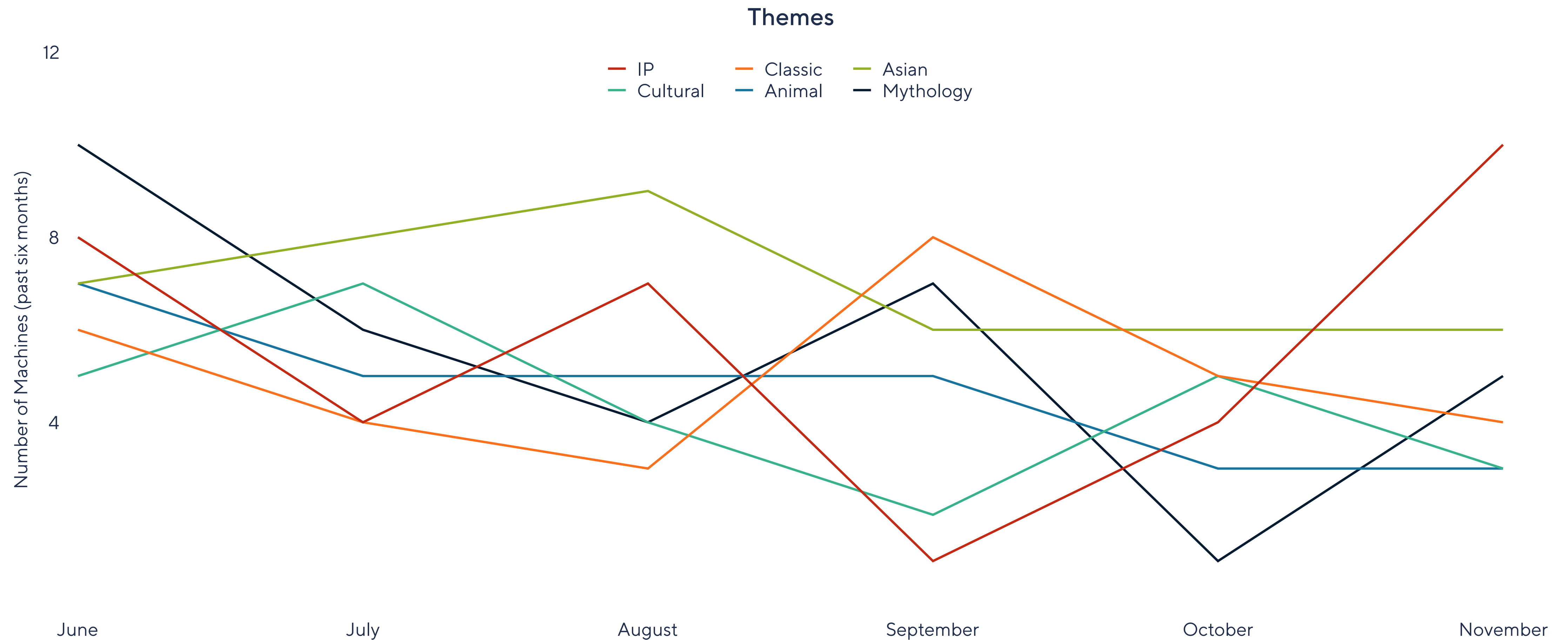
IP, Classic, Asian, Cultural, Animal, and Mythology are the themes most prevalent in the top grossing slots apps over the past six months





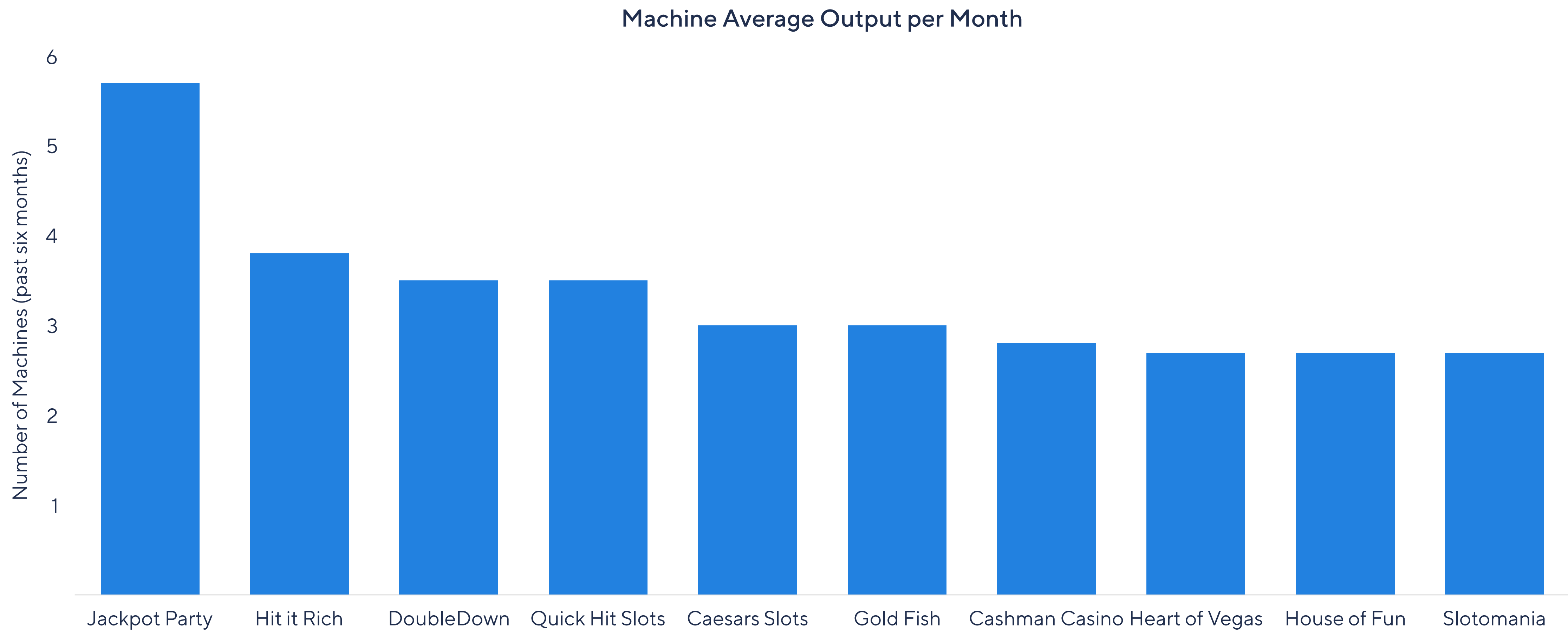
# THEMES

Expect an uptick in Asian-themed machines after a multitude of these were presented at G2E.  
IP-machines continued strong after a prior decline ... peaking with 10 machines released in November



# MACHINE RELEASES

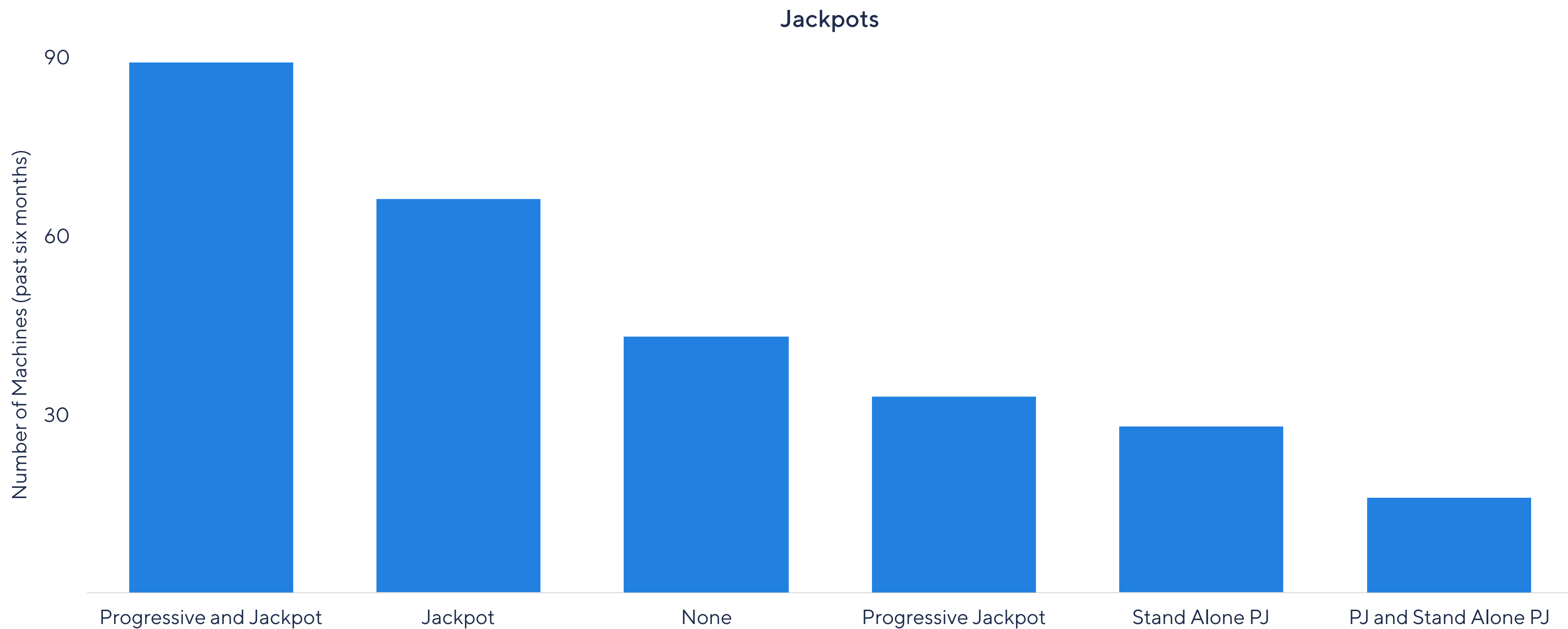
Jackpot Party's machine output strength is partially explained by their new, non-HD version app release that included additional machines





# JACKPOTS

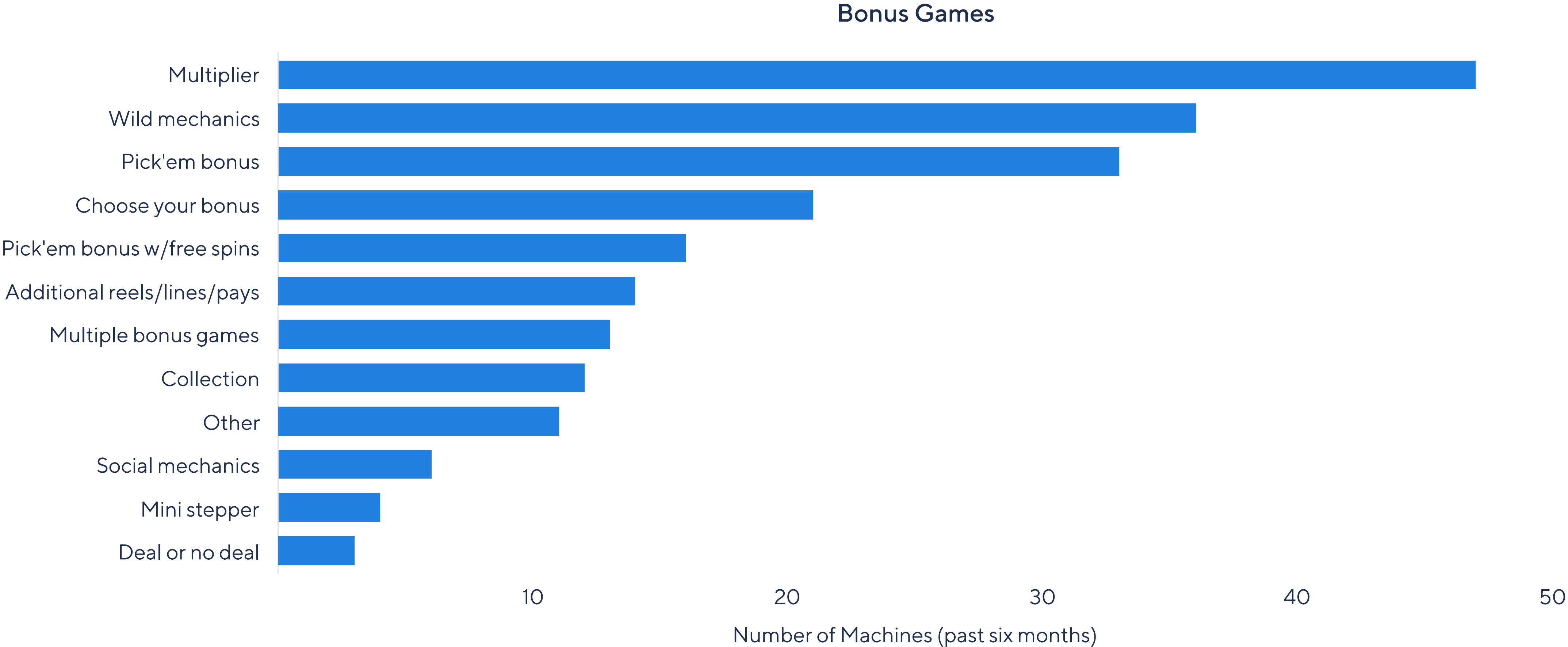
Pairing progressives and jackpots continued to be the most-utilized jackpot system for top grossing slots apps. Jackpots (set amounts and stand-alone) are on the rise and were the most-released jackpot in November



\* Trended data not shown above

# BONUS GAMES

Multipliers is the most-released bonus feature ... but currently trending down. Pick'em Bonuses and Free Spins are gaining momentum as more-involved bonus mechanic offerings becomes more popular



\* Trended data not shown above



# MARKET WATCH



11/1/18 – 11/30/18

# NOTABLE RELEASES I

App	Machine	Feature	Description
DoubleDown Casino	<a href="#">The Legend of Z</a>	<a href="#">Quick Prize</a>	If 20 or more free spins remain, players can choose to end the bonus and receive a <i>Quick Prize</i> (1)
House of Fun	<a href="#">Franken Wins</a>	<a href="#">Lightning Link Respins</a>	A stepper machine with <i>Lightning Link</i> -like respins ... part of <a href="#">Monsterpedia Collection</a> (2)
	<a href="#">Sinful Reels</a>	<a href="#">Wheel Trigger</a>	A multi-level view machine with a bonus wheel bet up mechanic
Huuuge Casino	<a href="#">Huuuge Bucks</a>	<a href="#">Deal or No Deal</a>	A stepper machine with a <i>Deal or No Deal</i> bonus, which ends if the largest possible offer is hit, or after four offers are presented (3)
Jackpot Party	<a href="#">Jackpot Party Wild</a>	<a href="#">Respin with Additional Reel Sets</a>	Wilds landing on reel 5 trigger a pick'em with a chance for respins with additional reel sets. Licensed music accompanies machine play





# NOTABLE RELEASES II

App	Machine	Feature	Description
DoubleU Casino	<a href="#">Ellen on Stage</a>	<a href="#">Collection Sequence</a>	Machine based on <a href="#">Ellen's Road to Riches Slots</a> , including an in-machine challenge combining a collection and spin to win feature (1)
Caesars Slots	<a href="#">Ancient Deities</a>	<a href="#">Chest Bonus</a>	<i>Deities</i> scroll above the reels and randomly drop to the reel. Each <i>Deity</i> is set to award unique <i>Boosts</i> and fill a meter for a <i>Chest</i> bonus (2)
Quick Hit Slots	<a href="#">Crystal Spider</a>	<a href="#">Flying Spider Bonus</a>	Incorporates a mini game that launches a <i>Spider</i> into a <i>Web</i> to determine a credit amount and a multiplier
GSN Casino	<a href="#">Precious 777</a>	<a href="#">Anticipation Mode</a>	Includes 3D graphics and 3D-enhanced anticipation mode animations (3)
High 5 Casino	<a href="#">Banking on Luck</a>	<a href="#">Spin-Crease</a>	<i>Spin-Crease</i> feature unlocks additional split symbols the higher the machine level

[Click here for a full list of machines released](#)



# APPENDIX





# SLOTS PRODUCT COUNCIL

These industry-leading slots experts strengthen the Insights & Advice sections by analyzing the machines and providing commentary and analysis for the Report

Arthur Lee	Joe Kisenwether
<p>Game Design and Math Innovator Consultant</p> <p><a href="#">LinkedIn Profile</a></p> <p>Arthur Lee is a leading slots consultant in social casino.</p> <p>Prior to going independent, Arthur was a Game Designer at Playtika for two and a half years. At Playtika, he headed the innovation of <i>Lightning Link</i>-type games with <i>Fairy Bliss</i>, <i>Lady Havana</i>, and one of the best performing games at House of Fun, <i>City of Queens</i>. Arthur designed record breaking titles such as <i>Frankenbride</i>, <i>Lady Hotness</i>, <i>Giant's Treasure</i>, and <i>Beast</i>.</p> <p>Before making an impact in the social mobile market, Arthur was a Senior Mathematician in RMG at American Gaming Systems (AGS) and KONAMI Gaming.</p> <p>He combines his experience of land-based slots with the lack of regulation in social games to provide the most competitive games in social and real money gaming.</p>	<p>Mathematician and Game Design Consultant</p> <p><a href="#">LinkedIn Profile</a></p> <p>Joe Kisenwether is an award-winning game designer and mathematician.</p> <p>Joe is a 20-year veteran of the casino and online gaming industry. He spent eight years at Bally's as a Senior Mathematician and also worked for GameTech and Gaming Laboratories International before going independent and founding Craftsman Gaming in 2012.</p>



# L&G SLOTS PERSONAS



# FUNDAMENTAL MOTIVATIONS

In partnership with Kinrate Analytics, an expert team specializing in gaming user personas, we identified four fundamental motivations of online slots players; **Glory, Arousal, Escape, and Profit**

## Glory

- Feeling important and glamorous
- A great night out ... just like a real-life casino trip
- The desire to master gaming skills in front of others
- Enjoying challenges and wanting others to envy gaming abilities and success

## Arousal

- Feeling enjoyment, entertainment, and excitement
- Appreciating the rhythm and audiovisual effects
- Effortless way to feel awarded and experience a high
- Strong emotional arousal and high stimulation

## Escape

- A replacement for everyday concerns and anxiety
- Relieving stress and pressure
- Motivating activity when bored
- A sleep-alternative

## Profit

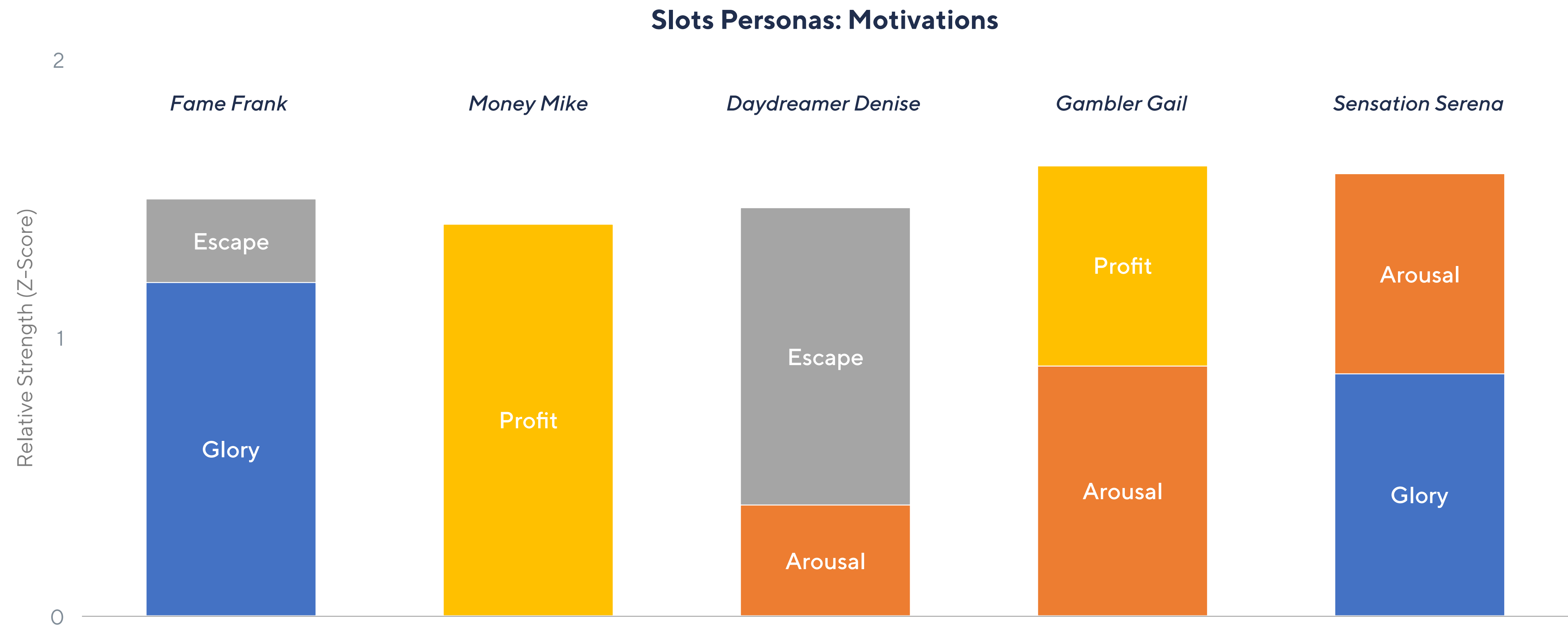
- The feeling of gaining money
- Wanting to make a profit, get rich, and win prizes and rewards





# SLOTS PERSONAS

Based on these fundamental motivations, online slots players were segmented into five core player personas; *Fame Frank*, *Money Mike*, *Daydreamer Denise*, *Gambler Gail*, and *Sensation Serena*



The L&G Slots Personas is based on a sample size of 1,299 respondents of online slots players

# PERSONA CHARACTERISTICS

Each persona seeks out experiences that trigger positive motivations ... while limiting exposure to less desirable emotions. For example, *Fame Frank* is motivated by **Glory** and somewhat by **Escape** ... and is put off by feelings of **Arousal** (e.g., over-stimulation from audiovisual effects)

	<i>Fame Frank</i>	<i>Money Mike</i>	<i>Daydreamer Denise</i>	<i>Gambler Gail</i>	<i>Sensation Serena</i>
Demographics*					
Size	21%	22%	27%	19%	12%
Women	50%	51%	66%	60%	55%
Age	32.4	34.3	35.5	35.2	35.2
Motivations & Detractions**					
Glory	1.2	-0.2	-0.4	-1.1	0.9
Arousal	-1.1	-0.6	0.4	0.9	0.7
Escape	0.3	-0.6	1.1	-0.5	-1.1
Profit	-0.4	1.4	-1.1	0.7	-0.6
Play Characteristics**					
Online Slots Interest	3.1	3.0	3.3	3.6	3.8
Money Spent	4.2	4.9	3.5	5.4	5.8
Play Time	5.0	4.5	5.0	4.9	6.5

\*The mean age of respondents was 34.5, 57% female, and U.K. n = 818 and U.S. n = 481  
\*\*These numbers indicate relative strength of each player persona using Z Scores ([more info](#))



*“If you invest in beauty, it will remain with you all the days of your life”*

*– Frank Lloyd Wright*

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