LIQUID&GRIT

L&G Slots Personas Report

Competitive Research and Actionable User Persona Recommendations

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2019

INTRODUCTION

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better." – Jeff Bezos

To form the L&G Slots Personas, Liquid and Grit partnered with Kinrate Analytics to combine our *expert knowledge of products* with their *accomplished ability to build gaming personas.* The result of this powerful union is the most relevant, actionable slots personas in the world.

To initiate the research, Kinrate Analytics reviewed earlier studies on gambling and digital slots player behavior to develop a *'motivations to play'* scale … based on *intrinsic* and *extrinsic* motivations.

Next, both companies together crafted the *most applicable questions* regarding each persona's preferences for features, slots mechanics, and games.

After the survey was created, 1,299 survey participants from the U.K. and U.S. ages 18 to 76 were recruited to respond. In line with our goal to build *detailed personas of current digital slots players*, only digital slots players were targeted with this survey.

The survey data results formed patterns of game choices, slots preferences, and playing habits … producing five distinct player personas.

In addition to the L&G Slots Personas and this Report, we are releasing a *Personas Typing Tool*. This tool lets you *quickly* and *easily* survey your players and separate them by each L&G Slots Persona. Email me for details.

Brett Nowak
CEO
Liquid and Grit

ALL PLAYER PERSONAS

TOP OVERALL MOTIVATIONS

At the end of the day, the experience of winning is the primary motivator for digital slots players. This is why *slots math* is such a crucial element of a successful mobile slots app.

The second most important motivator is entertainment and enjoyment. The right meta-features, slots machine design, and events provide this added layer, which can *either* mask weak math ... or boost strong math.

Overall Motivations*	Mean	Std. Dev.
I play because I love the experience of winning	3.8	1.2
I play because it is entertaining	3.7	1.1
I play because it is enjoyable	3.7	1.1
I play for the prizes and rewards	3.6	1.3
I play to pass time	3.5	1.3
I play because I want to make profit	3.5	1.4
I play because of the excitement	3.4	1.3
I play because I am bored	3.4	1.3
I play because slots are effortless to play	3.4	1.2
I play because of the thrill	3.3	1.3
I play because it is easy	3.2	1.2
I play to reward myself	3.1	1.3
I play because I enjoy games of pure chance	3.1	1.2
I play because it makes me feel good	3.1	1.2
I play because slots take my mind away from everyday concerns	3.1	1.4

* These are the top 15 *Descriptive Statistics* included in the 51-item *'motivations to play'* digital slots scale.

CORE MOTIVATIONS

Based on our Exploratory Factor Analysis, four *Core Motivations* for digital slots players were identified: Glory, Arousal, Escape, and Profit. These motivations helped cluster players into five distinct groups with different attributes and preferences.

Core Motivations for Each Persona*					
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
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

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

* These numbers are *means of standardized factor scores* and indicate the relative strength of one player persona compared to the other personas.

FAME FRANK

DEMOGRAPHICS

Fame Frank is *comparatively* more male ... and younger. He *spends less money* than most other personas, but *has higher engagement.*

	Demographics*				
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Size	21%	22%	27%	19%	12%
Women	50%	51%	66%	60%	55%
Age	32 mean / 30 median	34 mean / 32 median	35 mean / 34 median	35 mean / 33 median	35 mean / 32 median
Education*	3.5	3.3	3.5	3.2	3.3
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 Education, Money Spent, and Play Time numbers are representative of the strength of each player persona.

CONTROL & LUCK

Out of all the personas, **Fame Frank** is most convinced that he will *win gambling ...* and that *luck* and *perseverance* will help him win.* These beliefs likely lead him to desire more skill–based games, like Poker.

Belief in Control & Luck and Perseverance					
	Fame Frank**	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Control	2.6	2.1	2.1	2.1	2.6
Luck & Perseverance	2.5	2.0	1.8	1.9	2.1

Casino Game Preferences					
	Fame Frank***	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Slots	-1.1	-0.9	0.0	0.7	1.3
Poker	0.7	-1.1	-0.1	-0.8	1.3
Blackjack	0.0	-1.1	0.2	-0.6	1.5
Bingo	-0.6	-1.0	-0.1	0.2	1.6
Video Poker	0.6	-1.1	0.0	-0.8	1.3
Race & Sports Book	-0.5	0.5	-1.6	0.8	0.7

* The survey included a Gamblers' Belief Questionnaire (Steenbergh, et al. 2002), to investigate *irrational beliefs of gamblers*.

** These numbers are *factor sums* and represent a player's strength relative to their own preferences.

*** These numbers are *means of standardized factor scores* and indicate the relative strength of one player persona compared to the other personas.

STOPPING PLAY

The reasons for stopping play tells a lot about **Fame Frank**. He is *prone* to stop for *external reasons.* As a younger, male player, he is probably not a primary family caretaker. Thus, he likely has fewer real-world responsibilities and distractions.

Conversely, he is more inclined to stop playing due to *gameplay interruptions.* Be careful not to surface ads or poorly-targeted features to **Fame Frank,** as he is most likely to leave the game due to in-game distractions.

Reasons to Stop & Continue Gameplay					
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Stop: EXTERNAL reasons	-1.3	-0.9	0.9	0.6	0.7
Stop: INTERNAL reasons	-0.5	0.3	-1.5	1.1	0.5
Stop: INTERRUPTED gameplay	1.5	0.0	0.0	-0.3	-1.3
Continue: due to NO WINS	0.6	-1.1	-0.9	0.1	1.3
Continue: due to WIN-STREAK	-0.8	-1.2	0.2	0.8	1.1

Definitions

- *External to Gameplay* reasons include factors outside of the game, such as: "I had to sleep, run errands, or go to work … I did not have time to play anymore."
- *Internal to Gameplay* reasons relate to the game, such as: "I felt not near a win … I did not win anything for several rounds … I felt that the machine was cursed."
- *Interrupted Gameplay* is an interruption of the game, such as: "I had to watch an animation related to the story of the game … I had to watch a pop-up advertisement."

META-FEATURES

Fame Frank is motivated to *feel important* and *master his gaming skills in front of an audience.* Thus, he gravitates towards *group features* to showcase his abilities, such as *leagues, clubs*, and *tournaments.*

Social features, such as *gifting* and *inbox / chat,* are attractive to **Fame Frank** since he desires real–world casino experiences and enjoys the feelings associated with a fun night out.

Report References
- Jackpot Clubs in 1/17 Casino Report
- Club Tournament Brackets in 3/17 Casino Report
- Multiple Club Memberships in 6/17 Casino Report

Feature References
- Winners Club – DoubleU Casino
- Jackpot Clubs & Club Tournaments – Big Fish Casino
- Billionaires' League – Huuuge Casino

Core Motivations	
	Fame Frank
Glory	1.2
Arousal	–1.1
Escape	0.3
Profit	–0.4

Meta–Feature Interest	
	Fame Frank
Challenges	–0.6
Clubs	0.6
Leagues	0.8
Collections	–0.3
Gifting	0.1
Inbox / Chat	0.9
Lotteries	–0.6
Piggy Banks / Vaults	–0.5
Mini Games (e.g. Scratcher Cards)	–1.4
Quests	–0.4
Tournaments	0.4
VIP Rewards	–0.7
Boosts / Charms	–1.4

SLOTS MACHINES

Fame Frank is *turned off* by Arousal emotions (see previous page). This means he is least interested in slots machine bonuses and features ... and likes simple machines without *jackpots*.

Report References
- Information Systems in 4/18 Slots Design Report
- Big Cash Out in 2/18 Slots Design Report

Machine References
- Ultimate Diamond – Caesars Slots
- Zeus – Gold Fish
- Triple Stars – DoubleDown Casino

Slots Machine Jackpot Preferences					
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Static jackpots based on your bets only	-1.3	-0.7	0.4	0.3	1.3
Progressive jackpots based on your bets only	-1.3	-0.8	0.5	0.7	0.9
Progressive jackpots pooled from many players' bets	-0.5	-0.7	-0.4	-0.1	1.7
No jackpots	1.5	-0.6	-0.2	-1.1	0.3

MONEY MIKE

DEMOGRAPHICS

Money Mike is comparatively more male and on the less-educated side of the personas. He has *lower engagement,* but *above-average monetization.*

	Demographics				
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Size	21%	22%	27%	19%	12%
Women	50%	51%	66%	60%	55%
Age	32 mean / 30 median	34 mean / 32 median	35 mean / 34 median	35 mean / 33 median	35 mean / 32 median
Education	3.5	3.3	3.5	3.2	3.3
Money Spent	4.2	4.9	3.5	5.4	5.8
Play Time	5.0	4.5	5.0	4.9	6.5

META-FEATURES

Money Mike is motivated primarily by Profit. Thus, he is the <u>least interested in meta-features</u>. He plays to make money, make a profit, and get rich. He is all about the prizes and rewards.

He enjoys meta-features with gambling mechanics, like *mini games* (e.g. *scratcher cards*) and features that turn a profit, like *boosts* and *VIP*. <u>He is not interested in social features for their lack of currency-based value</u>.

Report References
- Hidden Object Mini Games & Wonka Slots in 12/16 Casino Report
- Boosts in 3/17 Casino Report
- Outside Genre Mini Games in 9/18 Casino Report
- Trivia Mini Games in 1/18 Casino Report

Feature References
- Boost Mode – Caesars Slots
- Emerald City Scratchers – Wizard of Oz
- Marvelous Mini Games – Wonka Slots

Overall Interest in Meta-Features					
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Average Score	–0.2	–0.9	0.0	–0.2	1.3

Meta-Feature Interest	
	Money Mike
Challenges	2.9
Clubs	2.2
Leagues	2.1
Collections	2.5
Gifting	2.8
Inbox / Chat	1.9
Lotteries	2.9
Piggy Banks / Vaults	2.9
Mini Games (e.g. Scratcher Cards)	3.5
Quests	2.8
Tournaments	2.4
VIP Rewards	3.1
Boosts / Charms	3.5

SLOTS MACHINES

In general, **Money Mike** is not terribly interested in slots machine mechanics either. He selects machines with no-nonsense features focused on winning, like *respins* and *multipliers.* He is less interested in features that entertain, like machines with *collection* features.

Slots Machine Feature Preferences	
	Money Mike
Features that you collect	3.2
Features that convert a symbol to something better	3.5
Features with multipliers	3.8
Features with respins	4.0
Features with wilds	3.7

Core Motivations	
	Money Mike
Glory	-0.2
Arousal	-0.6
Escape	-0.6
Profit	1.4

Report References
- Respin Stack in 11/18 Slots Design Report
- Respins to Pick 'Em in 8/18 Slots Design Report

Machine References
- Scoops – Caesars Slots
- Kong the 8th Wonder of the World – POP! Slots
- Let's Make a Mint – Wonka Slots

DAYDREAMER DENISE

DEMOGRAPHICS

Daydreamer Denise is the largest group. She is mostly female, and educated.

	Fame Frank	Money Mike	Daydreamer Denise	Gambler Gail	Sensation Serena
			Demographics		
Size	21%	22%	27%	19%	12%
Women	50%	51%	66%	60%	55%
Age	32 mean / 30 median	34 mean / 32 median	35 mean / 34 median	35 mean / 33 median	35 mean / 32 median
Education	3.5	3.3	3.5	3.2	3.3
Money Spent	4.2	4.9	3.5	5.4	5.8
Play Time	5.0	4.5	5.0	4.9	6.5

CORE MOTIVATIONS

Daydreamer Denise is motivated mostly by Escape. Slots *takes her mind off everyday concerns and anxiety*, relieves stress and pressure, and is more interesting than other boring life tasks.

Core Motivations					
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
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

META-FEATURES

Daydreamer Denise shows a clear preference for *challenges, collections, and quests*. She does not tend to spend a lot of money ... but uses in-game, progression-based meta-features as *an escape from pressures of everyday life.*

Report References
- HOF Legends Content Releases in 10/18 Casino Report
- Puzzle Progression in 12/18 Casino Report

Feature References
- HOF Legends – House of Fun
- Christmas Blast – Huuuge Casino
- Road Trip – Bingo Bash

Meta-Feature Interest	
	Daydreamer Denise
Challenges	0.6
Clubs	–0.5
Leagues	–0.4
Collections	0.4
Gifting	–0.4
Inbox / Chat	–0.5
Lotteries	–0.1
Piggy Banks / Vaults	–0.1
Mini Games (e.g. Scratcher Cards)	0.5
Quests	0.9
Tournaments	0.0
VIP Rewards	–0.6
Boosts / Charms	–0.3

SLOTS MACHINES

Daydreamer Denise is more interested in *mechanics layered on top of slots machines* than **Fame Frank** and **Money Mike**.

To satisfy her motivation to Escape during slots play, she enjoys *long bonus games,* like pick 'em bonuses with free spins and multiple consecutive bonuses. She also enjoys bonuses that add additional reels, lines, or pays.

Report References
- Lock & Respin with Stacking Bonus Games in 1/19 Slots Design Report
- Enhancing Wilds in 6/18 Slots Design Report

Machine References
- Casino Royale – Jackpot Party
- Sphinx 3D – DoubleDown Casino
- Magic Forest – Caesars Slots

Slots Machine Bonus Preferences	
	Daydreamer Denise
Bonuses that add additional reels, lines, or pays	0.4
Bonuses that you choose from multiple bonus options	0.3
Bonuses that you collect things	0.0
Bonuses with 'Deal or No Deal' options	-0.7
Bonuses with mini stepper machines	-0.5
Bonuses with multiple bonuses one after another	0.1
Bonuses with multipliers	0.1
Pick 'em bonuses	0.1
Pick 'em bonuses with free spins	0.3
Bonuses with wild mechanics	0.2

GAMBLER GAIL

DEMOGRAPHICS

Gambler Gail is a smaller group tending to be female, and slightly older, comparatively. Although she has fairly *low engagement*, she manages to *spend quite a bit of money*.

	Demographics				
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Size	21%	22%	27%	19%	12%
Women	50%	51%	66%	60%	55%
Age	32 mean / 30 median	34 mean / 32 median	35 mean / 34 median	35 mean / 33 median	35 mean / 32 median
Education	3.5	3.3	3.5	3.2	3.3
Money Spent	4.2	4.9	3.5	5.4	5.8
Play Time	5.0	4.5	5.0	4.9	6.5

CORE MOTIVATIONS

Gambler Gail has high motivations towards Profit and Arousal … and, little desire for Glory.

Core Motivations					
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
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

META-FEATURES

Gambler Gail uses meta-features to satisfy her desire for Profit. She is most interested in winnings-driven meta-features, such as *boosts, VIP rewards,* and *mini games* (e.g. *scratcher cards*).

Gambler Gail has the lowest interest in Glory … so be careful not to enter her into competitive features, like *leagues* or *clubs,* as this might turn her off to the game.

Report References
• Boosts in 3/17 Casino Report
• Reward Adjustments with Content Releases in 11/18 Casino Report
• Outside Genre Mini Games in 9/18 Casino Report

Feature References
• Boost Mode – Caesars Slots
• Greatness of the Gods – Caesars Slots
• Emerald City Scratchers – Wizard of Oz

Meta-Feature Interest	
	Gambler Gail
Challenges	-0.2
Clubs	-0.6
Leagues	-0.9
Collections	-0.1
Gifting	-0.5
Inbox / Chat	-0.8
Lotteries	-0.1
Piggy Banks / Vaults	0.1
Mini Games (e.g. Scratcher Cards)	0.5
Quests	-0.4
Tournaments	-0.9
VIP Rewards	0.8
Boosts / Charms	1.2

SLOTS MACHINES

Gambler Gail plays digital slots because it is enjoyable, entertaining, and exciting. It *makes her feel good*. She is motivated by the *rhythm* and the *audiovisual effects* of digital slots. Gaming feels like an effortless way to reward herself ... to experience a high.

She likes slots machine features that <u>convert to something better</u> and <u>features with *wilds*</u>.

Report References
- Long & Short Progression Systems in <u>1/19 Slots Design Report</u>
- Single Trigger Symbols in <u>8/17 Slots Design Report</u>
- Enhancing Wilds in <u>6/18 Slots Design Report</u>
- Premium Bet Tiers in <u>11/17 Slots Design Report</u>

Machine References
- <u>Holiday Heist</u> – Caesars Slots
- <u>Honey Wins</u> – Hit it Rich
- <u>Magic Forest</u> – Caesars Slots
- <u>Playboy Sunset Sapphires</u> – Quick Hit Slots

Slots Machine Feature Preferences					
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Features that you collect	–0.6	–1.1	0.1	0.0	1.6
Features that convert a symbol to something better	–1.3	–0.6	0.0	1.2	0.8
Features with multipliers	–1.5	–0.6	0.4	0.9	0.8
Features with respins	–1.6	–0.3	0.6	0.6	0.8
Features with wilds	–1.4	–0.6	0.4	1.1	0.5

SLOTS MACHINES (CONT.)

Gambler Gail also enjoys <u>bonuses that add additional reels, lines, and pays</u> ... demonstrating her desire for both Profit and Arousal.

Slots Machine Bonus Preferences					
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Bonuses that add additional reels, lines, or pays	–1.3	–0.8	0.4	1.0	0.7
Bonuses that you choose from multiple bonus options	–1.4	–0.6	0.3	0.5	1.2
Bonuses that you collect things	–0.6	–1.0	0.0	0.0	1.6
Bonuses with 'Deal or No Deal' options	–0.3	–0.7	–0.7	–0.1	1.7
Bonuses with mini stepper machines	–0.3	–1.0	–0.5	0.2	1.6
Bonuses with multiple bonuses one after another	–1.6	–0.1	0.1	0.9	0.7
Bonuses with multipliers	–1.4	–0.5	0.1	0.9	0.9
Pick 'em bonuses	–1.0	–0.9	0.1	0.4	1.4
Pick 'em bonuses with free spins	–1.4	–0.6	0.3	0.7	1.0
Bonuses with wild mechanics	–0.9	–1.1	0.2	0.7	1.2

SENSATION SERENA

DEMOGRAPHICS

Sensation Serena is the smallest group, more female, and *spends the most money* and the *most amount of time* playing digital slots.

	Fame Frank	Money Mike	Daydreamer Denise	Gambler Gail	Sensation Serena
			Demographics		
Size	21%	22%	27%	19%	12%
Women	50%	51%	66%	60%	55%
Age	32 mean / 30 median	34 mean / 32 median	35 mean / 34 median	35 mean / 33 median	35 mean / 32 median
Education	3.5	3.3	3.5	3.2	3.3
Money Spent	4.2	4.9	3.5	5.4	5.8
Play Time	5.0	4.5	5.0	4.9	6.5

CORE MOTIVATIONS

Comparatively, **Sensation Serena** is motivated by Arousal and Glory. However, when analyzing the Individual Sums of her Core Motivations, she is mostly motivated by Arousal … and then Profit.

Core Motivations (comparative stats)							Core Motivations (individual sums)	
	Fame Frank	Money Mike	Daydreamer Denise	Gambler Gail	Sensation Serena			Sensation Serena
Glory	1.2	–0.2	–0.4	–1.1	0.9		Glory sum	2.9
Arousal	–1.1	–0.6	0.4	0.9	0.7		Arousal sum	3.8
Escape	0.3	–0.6	1.1	–0.5	–1.1		Escape sum	2.7
Profit	–0.4	1.4	–1.1	0.7	–0.6		Profit sum	3.3

CONTROL & LUCK

Sensation Serena often *overestimates* her chances of winning in gambling. This leads her to her *high-interest* and *higher spending habits* in slots.

Belief in Control & Luck/Perseverance					
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Control	2.6	2.1	2.1	2.1	2.6
Luck/Perseverance	2.5	2.0	1.8	1.9	2.1

Comparative Interest in Slots					
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Slots	–1.1	–0.9	0.0	0.7	1.3

META-FEATURES

Sensation Serena enjoys *lotteries* and *piggy banks* ... these features appeal to her desire for Profit.

Compared to other personas, **Sensation Serena** has the *highest overall preference* towards meta-features.

Report References
- Game Center & Bingo Blitz Gift Center in 4/17 Casino Report
- Lottery Systems in 4/18 Casino Report
- App Teardown in 12/17 Casino Report

Feature References
- Game Center – Caesars Slots
- New Gift Center – Bingo Blitz
- New and Improved Lottery – Huuuge Casino
- Golden Piggy Pot – DoubleU Casino

Meta-Feature Interest	
	Sensation Serena
Challenges	1.3
Clubs	1.4
Leagues	1.3
Collections	1.3
Gifting	1.7
Inbox / Chat	1.3
Lotteries	1.7
Piggy Banks / Vaults	1.6
Mini games (e.g. Scratcher Cards)	1.1
Quests	1.1
Tournaments	1.4
VIP Rewards	1.3
Boosts / Charms	0.8

SLOTS MACHINES

Due to her desire for the emotional response of Arousal, **Sensation Serena** seeks out more involved bonus game mechanics to be entertained and feel enjoyment. She likes bonuses with *'Deal or No Deal' options, collecting things,* and *mini stepper machines*.

Slots Machine Bonus Preferences					
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Bonuses that add additional reels, lines, or pays	–1.3	–0.8	0.4	1.0	0.7
Bonuses that you choose from multiple bonus options	–1.4	–0.6	0.3	0.5	1.2
Bonuses that you collect things	–0.6	–1.0	0.0	0.0	1.6
Bonuses with 'Deal or No Deal' options	–0.3	–0.7	–0.7	–0.1	1.7
Bonuses with mini stepper machines	–0.3	–1.0	–0.5	0.2	1.6
Bonuses with multiple bonuses one after another	–1.6	–0.1	0.1	0.9	0.7
Bonuses with multipliers	–1.4	–0.5	0.1	0.9	0.9
Pick 'em bonuses	–1.0	–0.9	0.1	0.4	1.4
Pick 'em bonuses with free spins	–1.4	–0.6	0.3	0.7	1.0
Bonuses with wild mechanics	–0.9	–1.1	0.2	0.7	1.2

SLOTS MACHINES (CONT.)

To drive excitement, **Sensation Serena** likes *all kind of jackpots*, but prefers progressive jackpots pooled from many players' bets.

Slots Machine Jackpot Preferences					
Jackpots	Fame Frank	Money Mike	Daydreamer Denise	Gambler Gail	Sensation Serena
Static jackpots based on your bets only	–1.3	–0.7	0.4	0.3	1.3
Progressive jackpots based on your bets only	–1.3	–0.8	0.5	0.7	0.9
Progressive jackpots pooled from many players' bets	–0.5	–0.7	–0.4	–0.1	1.7
No jackpots	1.5	–0.6	–0.2	–1.1	0.3

Report References
- Devil's Choice in 10/17 Slots Design Report
- Machine Card Collections in 11/18 Slots Design Report
- Collect Mini–Stepper Spins in 4/18 Slots Design Report

Machine References
- Devil's Choice – Caesars Slots
- Gaze of Fortune – House of Fun
- Frau's Fortune Elsa's Bierfest – House of Fun

APPENDIX

REGIONAL DEMOGRAPHIC INFO

A total of 1,299 *cleaned* survey participants, ages 18 to 76, were recruited from the U.K. and U.S. Certain players in both GEOs identified themselves as playing RMG and social digital slots. The factor analysis and clustering found the same motivations and user personas when analyzing the data for each country.

Regional Demographics		Fame Frank	Money Mike	Daydreamer Denise	Gambler Gail	Sensation Serena	Total
U.K.	**Sample Frequency**	140	243	139	201	95	818
	Expected frequency	171	178	217	154	98	818
	Share (%)	17	30	17	25	12	100
U.S.	**Sample Frequency**	132	39	205	44	61	481
	Expected frequency	101	104	127	91	58	481
	Share (%)	27	8	43	9	13	100
Total	**Frequency**	272	282	344	245	156	1299
	Share (%)	21	22	26	19	12	100

CHALLENGES, COLLECTIONS, & QUESTS

Daydreamer Denise and **Sensation Serena** showed a clear preference for *challenges, collections,* and *quests*.

This is interesting because **Daydreamer Denise** spends the *least* amount of money and is motivated mostly by Escape ... whereas, **Sensation Serena** spends the *most money* on digital slots and is motivated by Arousal and Profit.

Therefore, it seems that for **Daydreamer Denise**, *challenges* are an Escape from the pressures of everyday life ... into the world of fantasy.

For **Sensation Serena**, *challenges* provide exciting experiences of high Arousal, and the possibility of making money.

	Meta-Feature Interest				
	Fame Frank	**Money Mike**	**Daydreamer Denise**	**Gambler Gail**	**Sensation Serena**
Challenges	–0.6	–1.2	0.6	–0.2	1.3
Clubs	0.6	–0.9	–0.5	–0.6	1.4
Leagues	0.8	–0.8	–0.4	–0.9	1.3
Collections	–0.3	–1.4	0.4	–0.1	1.3
Gifting	0.1	–0.9	–0.4	–0.5	1.7
Inbox / Chat	0.9	–0.8	–0.5	–0.8	1.3
Lotteries	–0.6	–0.9	–0.1	–0.1	1.7
Piggy Banks / Vaults	–0.5	–1.1	–0.1	0.1	1.6
Mini Games (e.g. Scratcher Cards)	–1.4	–0.6	0.5	0.5	1.1
Quests	–0.4	–1.3	0.9	–0.4	1.1
Tournaments	0.4	–1.0	0.0	–0.9	1.4
VIP Rewards	–0.7	–0.9	–0.6	0.8	1.3
Boosts / Charms	–1.4	–0.3	–0.3	1.2	0.8

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."

– Jeff Bezos

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