



Slots Design Report

Competitive Research and Data Insights for Slots Designers

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OCTOBER

2019

NEW INNOVATIONS



WIKI > CONTENT > SOCIAL

STORY ELEMENTS

The Hunt for Volcanus in *Caesars Slots*

MECHANIC TEARDOWN

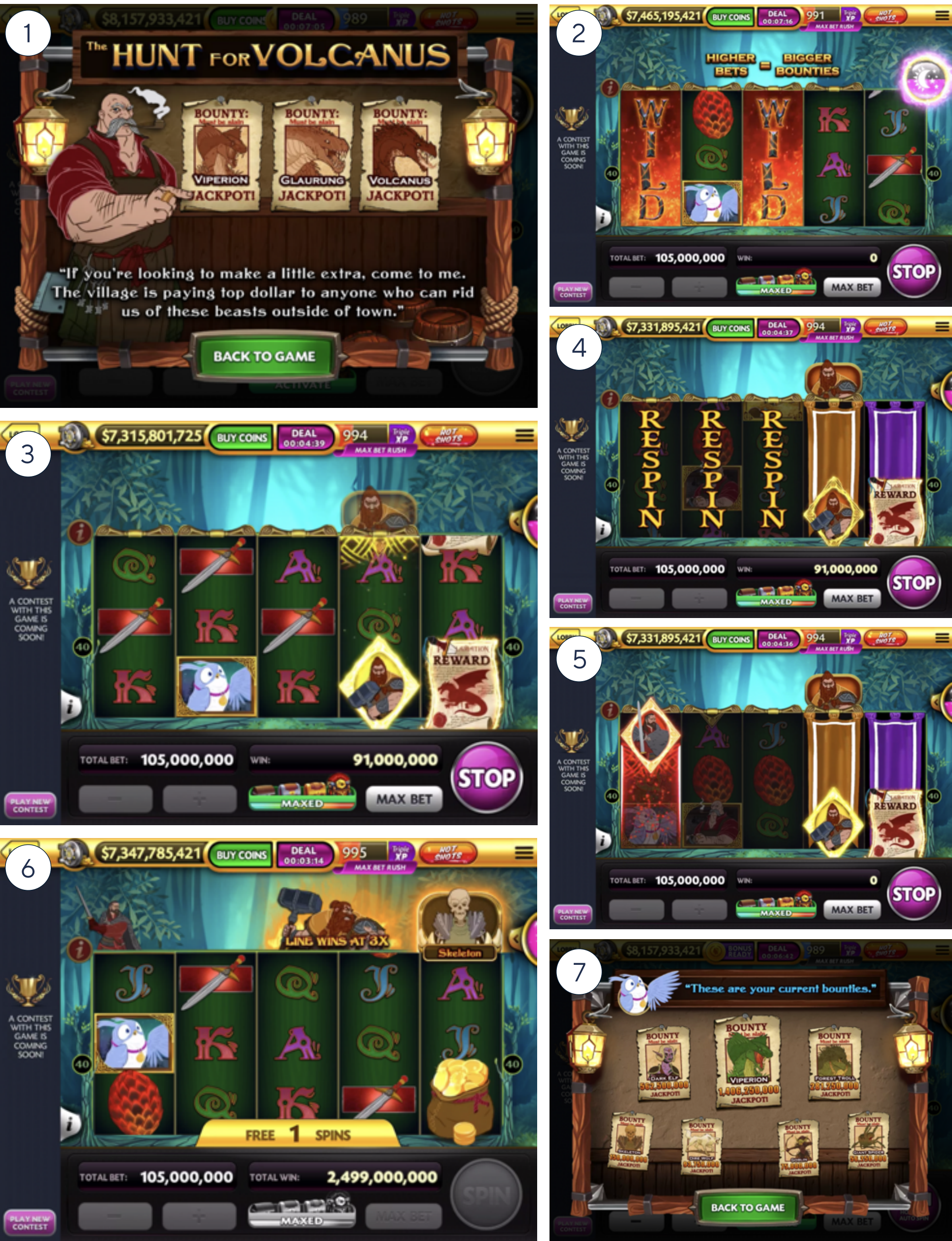
The Hunt for Volcanus in *Caesars Slots* combines an RPG-inspired story with mission-based free spins where players use heroes to slay monsters.

Details

- **Story:** On entry, the story unfolds through images, text, and audio narration (1 and [video](#)).
- **Base game:** Full-reel wilds can randomly be awarded on any spin (2 and [video](#)).
- **Free spins:** Landing a hero on reels 1-4 and a “reward” poster on reel 5 triggers the free spins (3).
 - Before free spins begin, reels 1-4 without a character respin (4).
 - Hitting more characters activates additional heroes (5).
 - Each hero adds a unique boost to the free spins.
- On each free spin, a monster appears above reel 5.
- Landing a bag of coins on reel 5 slays the monster, awards the monster’s jackpot, and adds two free spins (6, 7, and [video](#)).
- **Free spin levels:** Slaying all the monsters and the dragon—the top jackpot—advances players to the next level.
- On the third and final level, players slay the final dragon, Volcanus.

Quickly find more information in the Feature Database

- See more images and videos in the [The Hunt for Volcanus](#) Library.



EXPERT INSIGHTS

Close the gap between social and RMG machines with high-quality story and character content. Use story writers, video producers, and even voice actors to create original IP. Then, leverage these assets to grow a YouTube channel to drive installs and boost engagement.

Insight Details

- **Add strong story and character development to make machines more entertaining.** [The Hobbit](#) by SGI (shown at G2E 2019) plays clips from the movie above the reel set (1). In [Gold Fish's 007 Goldfinger](#), a movie clip plays within the reel set before the bonus wheel spins ([video](#)).
- **Use transparent symbols to draw attention from story areas into reel sets.** In [House of Fun's Hercules Grand](#), portrait-mode layout focuses players' attention on the character above the reel set. Then, transparent symbols float over the character to land down on the reel set (2 and [video](#)).
- **Release YouTube videos to further develop stories and characters.** [Best Fiends](#) posts animated shorts on [YouTube](#) about the app's characters. Some videos have over 4.5M views, and the [Best Fiends](#) channel has over 785K subscribers. The app uses in-game benefits to push players to YouTube (3).
- **Collaborate with outside talent to create high-quality video content.** [Best Fiends](#) outsources their video production to [Reel FX Animation](#) and hires voice actors to produce polished animated shorts ([video](#)).
- **Experiment with more sophisticated facial expressions.** Players are drawn to faces—researchers found that Instagram photos with human faces were 38% more apt to receive likes than photos without faces ([source](#)). In SGI's machines [Athena Unleashed](#) & [Medusa Unleashed](#) (shown at G2E 2019), character eyes move with convincing realism ([image](#)).



Check out G2E 2019 machines

- See G2E 2019 machines from Aristocrat, IGT, Konami, and SGI [here](#)



WIKI > CONTENT > SOCIAL

MULTI-WHEEL BONUSES

Wizards of Fortune in *Cash Frenzy*

MECHANIC TEARDOWN

Spinning a bonus wheel awards one of seven potential bonuses—two of which trigger spins on additional wheels showcased above the reel set.

Multi-Wheel Bonus

- Landing at least one wheel symbol on reels 2, 3, and 4 triggers a wheel bonus (1 and [video](#)).
- Players spin the center wheel to trigger one of seven potential bonuses (2 and [video](#)).
 - Bonuses include free games, additional wilds, repeated wins, win multipliers, wheel picks, a wheel upgrade bonus, and a jackpot wheel bonus.
 - A numbered internal wheel spins to determine the quantity of the bonus.
- Landing on the “wheel upgrade” or “jackpot wheel” bonus triggers a spin on a jackpot wheel.

Map Progression Bonus

- Players collect wizard symbols to fill a meter.
- Filling the meter allows players to move one space on a map (3).
- Milestones on the map’s progression trigger free spins in a mini-game (4).

Quickly find more information in the Feature Database

- See more images and videos in the [Wizards of Fortune](#) Library.



EXPERT INSIGHTS

Offer players a range of experiences focused almost exclusively on bonus games or on winning. Release machines at either extreme—for example, tap-and-pay machines without reels—to target players with specific interests.

Insight Details

- **Build a portfolio of machines with gameplay styles that vary from purely bonus-based to purely win-based.** *Cash Frenzy's [Wizards of Fortune](#)* machine revolves around bonuses ... both in gameplay and visual layout. By placing all of the wheels above the reel set, players immediately understand the machine's focus (1).
- **Test machines on either extreme—i.e., all bonuses or all winnings.** *Lightning Zap* from Everi has no reels. Instead, players simply bet and watch the meter fill partially (a loss) or completely (a win). Filling the meter zaps surrounding coin values to determine the win amount ([YouTube video](#)).
- **If a tap-and-pay machine is successful, release a similar machine that includes bonus games.** The follow-up machine should let players choose to either instantly collect a big win ... or enter a more involved bonus game (2).

Find answers quickly over Slack

- [Contact us](#) to join the new Liquid and Grit Slack channel.



SLOTS TRENDS

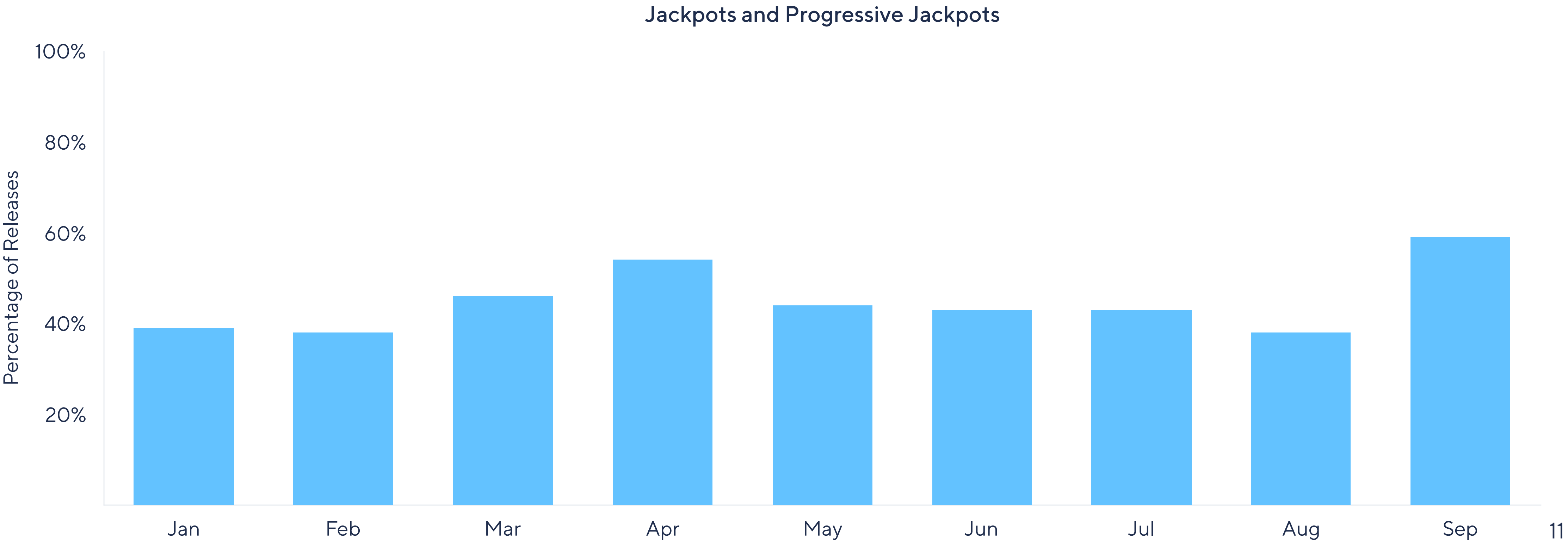


JACKPOTS

Machines that include both jackpots and progressive jackpots make up more than 50% of new releases from top-grossing slots apps.

Definitions

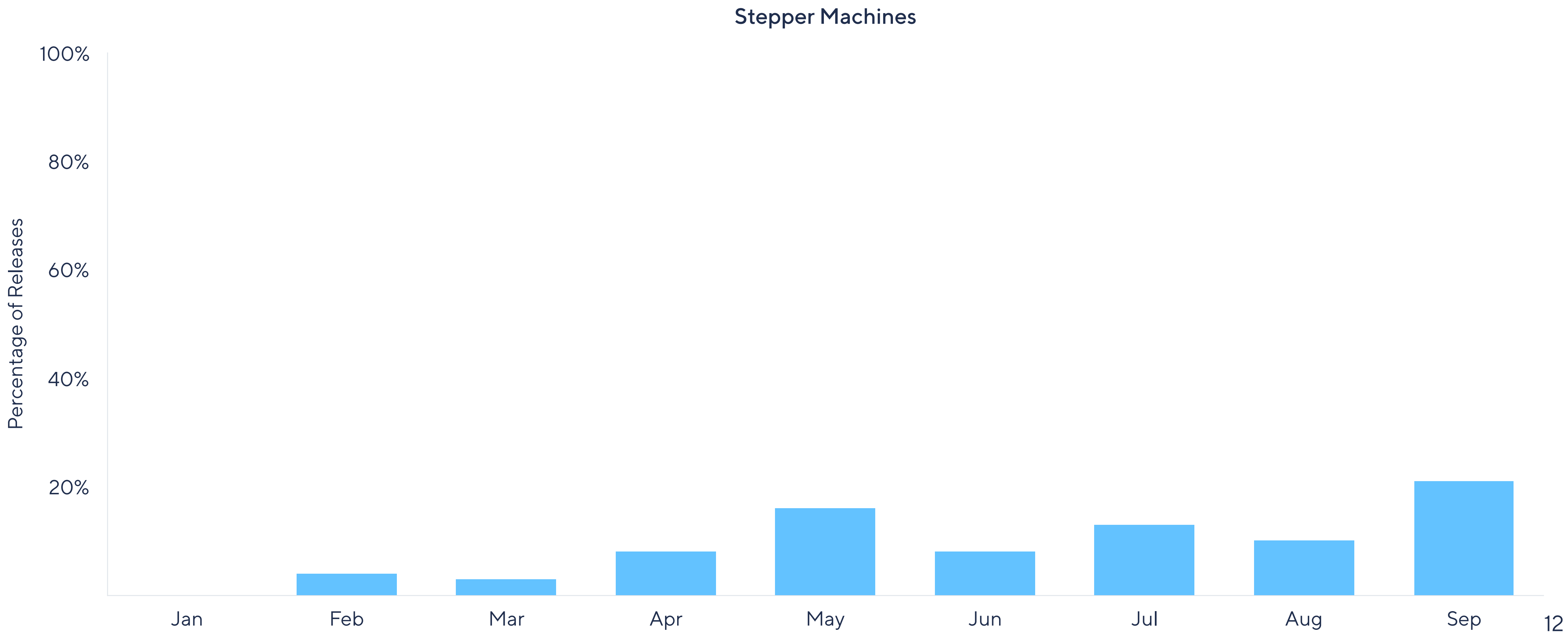
- **Jackpots:** The reward is a multiple of a player’s bet (e.g., 100x the bet).
- **Progressive Jackpots:** The reward increases with each spin from *all* players’ bets.
- **Stand-alone progressive jackpots:** The reward increases with each spin from *one* player’s bet.



CLASS



Although stepper machines remain a niche machine class in the top-grossing slots apps each month, they are increasing as a percentage of total releases.

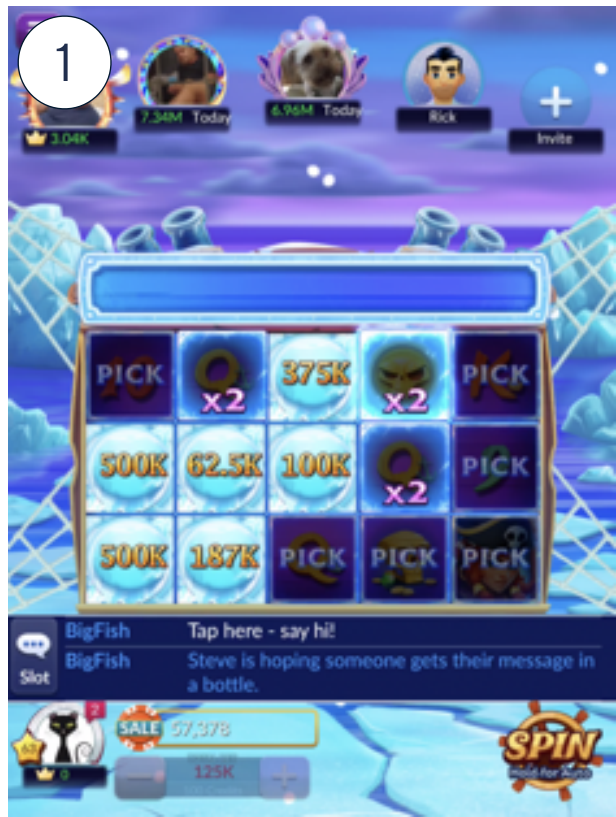


MARKET WATCH



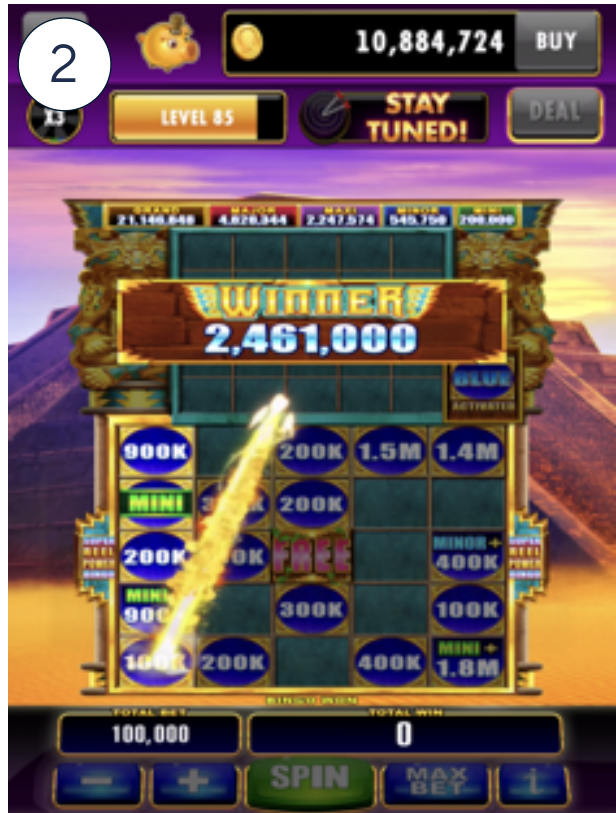
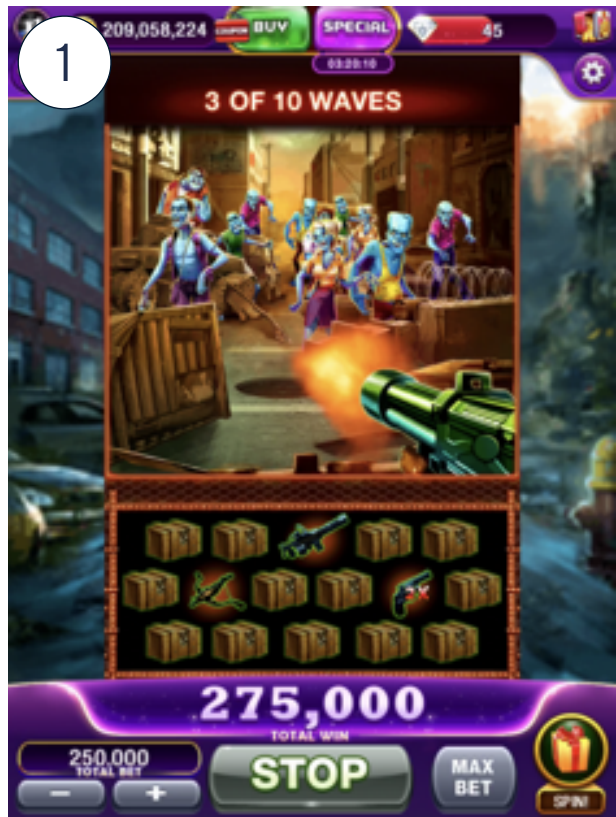
NOTABLE RELEASES I

App	Machine	Description
Big Fish Casino	Ice Storm Port 'O Plunder	<ul style="list-style-type: none">• Landing six or more ice symbols triggers a free spins bonus.• Each ice symbol has a random prize value.• Players select three empty tiles to assign 2x multipliers (1 and video).• Landing ice symbols in all three multiplier tiles doubles all prizes.
Caesars Slots	Outlaw Kitty	<ul style="list-style-type: none">• Landing four or more cats on consecutive reels awards free spins.• Golden cats from the triggering combination become sticky wilds during free spins.• Collecting cats fills a meter.• Every third time the meter is filled, a new bonus game is awarded.• Once all four bonus games unlock, players pick which bonus to trigger (2).
Cash Frenzy	Theme Park Blast	<ul style="list-style-type: none">• Landing three star symbols triggers a board game mini-game.• Players choose which character to use for the mini-game.• Characters with bigger starting prizes collect lower prizes from the board.• Each star hit during bonus spins awards a dice roll.• Dice rolls advance players on the board to win prizes, boosts, bonuses, and jackpots (3).



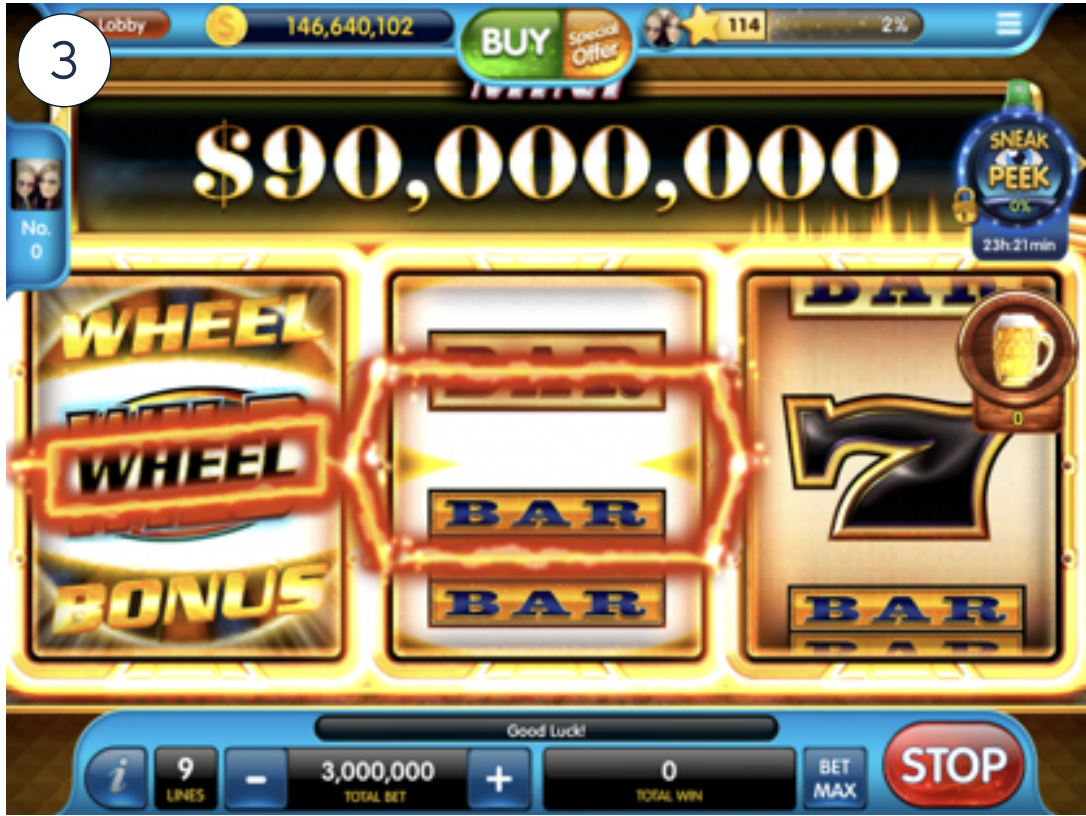
NOTABLE RELEASES II

App	Machine	Description
Cash Frenzy	Zombie Nation	<ul style="list-style-type: none">• Landing three or more Zombie Nation Bonus icons triggers a pick'em bonus.• Players have ten rounds to pick weapons and kill zombies (1 and video).• Each weapon kills a different number of zombies.• Players receive an extra bonus for clearing all zombies.• The bonus ends if players are caught by zombies.
Cashman Casino	Spicy Fortunes	<ul style="list-style-type: none">• Players spin to collect bingo symbols.• Landing a bingo symbol places that symbol in a corresponding location on a bingo board.• Completing a bingo line awards all the points from the winning symbols (2 and video).
DoubleU Casino	Dracula's Glare	<ul style="list-style-type: none">• Three hearts trigger a free spin bonus.• Before the free spins, a side spin determines the location of full-reel wilds and can award additional free spins (video).• During free spins, the machine randomly expands to include 2-4 reel sets (3).
	Sorceress's Potion	<ul style="list-style-type: none">• During free spins, potions stack up on the reels and fill a payout meter.• Filling a row with potions clears the row, awards the potion values, and causes the remaining potions to fall down.• At the end of the free spins, the award is based on the payout meter (video).



NOTABLE RELEASES III

App	Machine	Description
House of Fun	Beast and the Rose	<ul style="list-style-type: none">Three bonus features—Wild Bonus, Coin Bonus, and Coin Link—award free spins.Bonuses can be triggered at any time, regardless of whether another bonus is active.Triggering 10 Wild and 10 Coin Bonuses in the base game activates Super Coin Link.Super Coin Link awards 20 Coin Link free spins (1).
POP! Slots	Guardians of Olympus	<ul style="list-style-type: none">Players choose heroes to support.Each hero has a unique power.Heroes take turns battling enemies in a “war” card game (video).Winning five rounds defeats an enemy (2).The bonus ends when all enemies are defeated or all heroes are eliminated.
Quick Hit Slots	Goldfinger	<ul style="list-style-type: none">Bonus wilds in winning combinations award bet multipliers, jackpots, or trigger a wheel bonus (3).



Quickly review all the machines released

- Filter the [Library Tool](#) by month and year to see all the new releases.



APPENDIX



L&G SLOTS PERSONAS

1,299 participants from the U.K. and U.S. were surveyed about their mobile gaming use. The data produced five personas with distinct patterns of slots preferences and playing habits.

Demographics*					
	Fame Frank	Money Mike	Daydreamer Denise	Gambler Gail	Sensation Serena
Size	21%	22%	27%	19%	11%
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 represent the relative value of each category compared to other player personas.

PREMIUM PARTNERSHIPS

Liquid and Grit partners with these premier market research and analytics companies to infuse our reports with the most relevant and detailed gaming user personas, data, and statistics available.

Quadrant Strategies	Kinrate Analytics	Sensor Tower
<p>Market Research</p> <p>Quadrant Strategies website</p> <p>Quadrant Strategies is a market research consultancy that uses research to help the world’s most prominent technology, gaming, and entertainment companies develop strategies for building their user base, increasing user engagement and spend, and strengthening their marketing and brand plans.</p> <p>We do that using a range of quantitative and qualitative methodologies, including gamer segmentation and persona development, feature testing, message creation, and loyalty and engagement modeling. The work of our senior leadership goes back many years, and includes long-term engagements for console and gaming-PC hardware-makers, individual games in a range of genres, and across consoles, PCs, and mobile, and for some of the top game franchises.</p>	<p>Player Personas</p> <p>Kinrate Analytics website</p> <p>Kinrate Analytics offers game developers, consultants, publishers, and cloud gaming operators the best cross-platform game recommendation engine for targeted marketing, as well as a novel profiling-as-a-service solution for intelligent market segmentation and social networking.</p> <p>Other services include advanced market prediction analyses for identifying emergent gaming trends and access to unique AI-enhanced data of 140 thousand game titles and 48 million game players.</p> <p>The products of Kinrate Analytics have been developed in university-led research projects in collaboration of economists, psychologists, game scholars, and data scientists.</p>	<p>Mobile App Store Intelligence</p> <p>Sensor Tower website</p> <p>Sensor Tower is relied upon by financial analysts, VCs, and publishers who need to leverage data to identify the fastest-growing apps, emerging markets, and more.</p> <p>Clients harness Sensor Tower’s suite of app intelligence tools to:</p> <ul style="list-style-type: none">▸ Evaluate app economies and app vitality.▸ Drive organic growth with the leading App Store Optimization platform.▸ Get the best global download and revenue estimates for the App Store and Google Play.▸ Discover top creatives and better shape user acquisition strategy.



“The richness I achieve comes from nature, the source of my inspiration.”

– Claude Monet

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