



SLOTS DESIGN REPORT

Competitive Research and Data Insights for Slots Designers

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MAY

2020

NEW INNOVATIONS



CASINO > CONTENT > SOCIAL

BONUS PERSONALIZATION

Gorgeous Cleopatra in *Cash Frenzy*

MECHANIC TEARDOWN

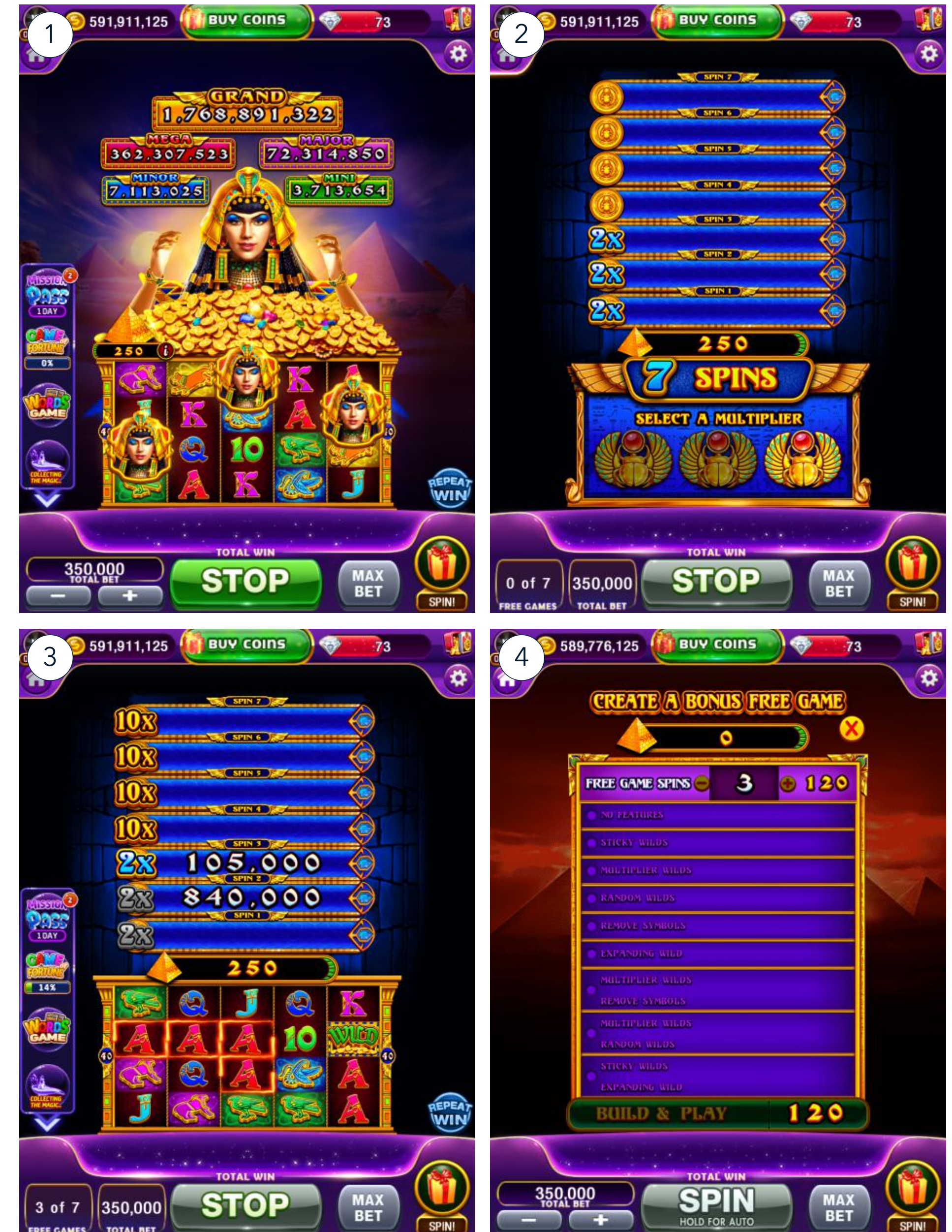
Players collect machine currency to build and purchase custom free spins bonuses. During normal free spins, a wheel triggers one of four boosts.

Feature Details

- Three Cleopatra symbols trigger seven free spins (1).
- Before free spins begin, a bonus wheel activates one of four boosts:
 - 7 Spins—A pick'em multiplier applies to the last four spins (2, 3, and video).
 - 7 Wins—A large pick'em multiplier applies to the final spin.
 - 7 Prizes—Sphinx symbols award coin prizes equal to the current bet multiplied by the spin count.
 - 7 Wilds—Each spin adds extra wilds.
- Players collect pyramids from symbols with pyramid icons.
- Pyramids can be used to build a custom free spins bonus with options to change the number of spins and types of wilds (4).
- Wilds can randomly trigger a jackpot wheel spin.

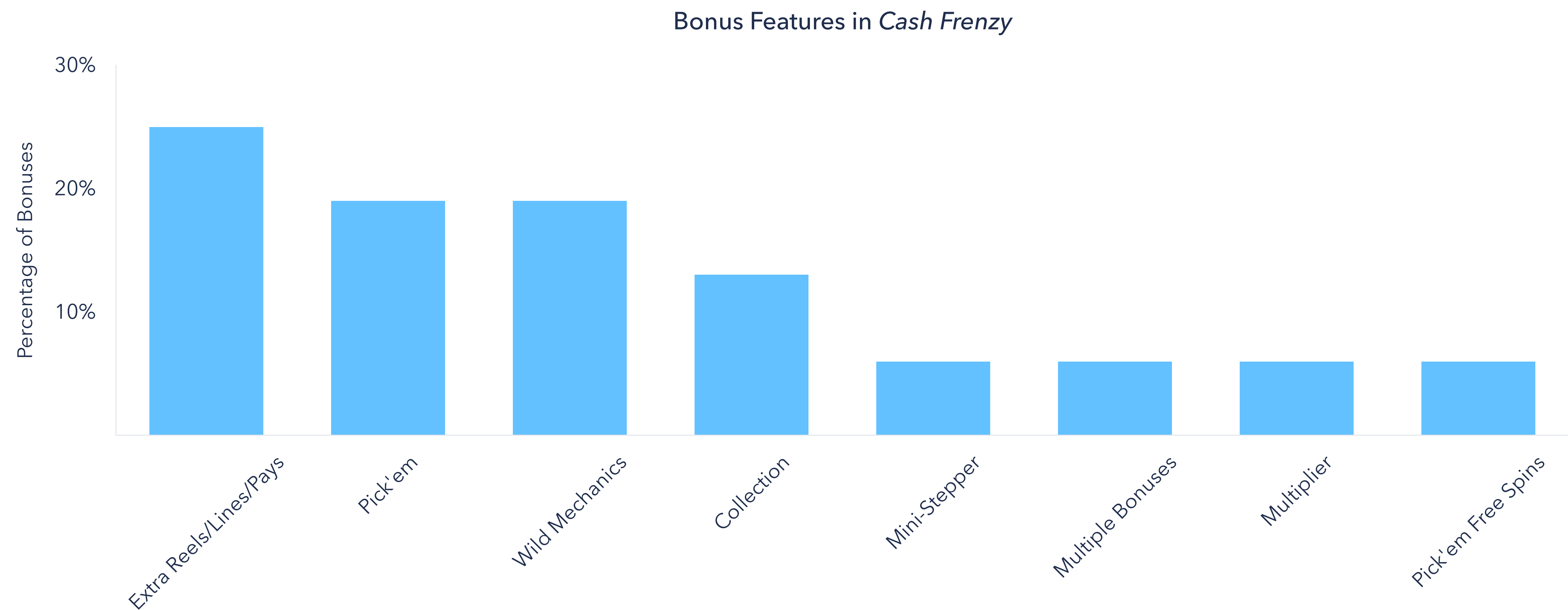
Additional Information

- See more images and videos in the [Gorgeous Cleopatra](#) Library.



CASH FRENZY BONUS FEATURES

During the first four months of 2020, over 25% of *Cash Frenzy*'s bonus features included extra reels, lines, or pays. *Cash Frenzy* has also introduced mini-steppers and pick'em bonuses with free spins, neither of which appeared in their machines last year.



EXPERT INSIGHTS

Tailor customizable bonus mechanics toward specific player types. Then, increase the variety of options to maximize appeal.

Insight Details

- **Make unique bonuses easily accessible, especially when targeting specific player types.** Gorgeous Cleopatra's custom free spins bonus is similar to the customizable bonus in [Return To Giant's Treasure](#) by *House of Fun*. However, Return To Giant's Treasure required a long progression to unlock the bonus (1). Given that this distinctive feature is a large part of the machine's appeal, this barrier to entry may have led to frustration and churn.

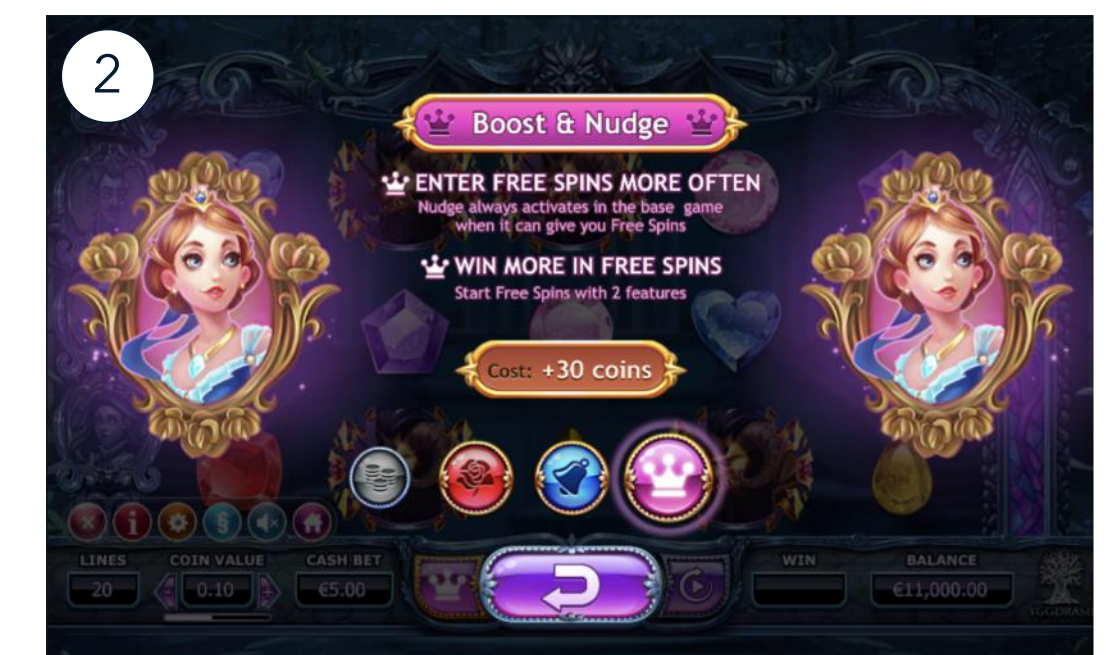
In contrast, Gorgeous Cleopatra's bonus is immediately available for purchase. This bonus is most attractive to Gambler Gail, who focuses on winnings and prefers layered bonuses with player choice, multipliers, and pick'ems.¹ Moreover, Gambler Gail spends the second most of any player type, making her more likely to purchase bonuses with premium currency.

- **Combine customizable bonuses with challenges or quests to draw in a different set of players.** Customizable bonuses could also be used to attract Daydreamer Denise players, with one key difference: Whereas Gambler Gail is primarily motivated by *profit and arousal*, Daydreamer Denise is primarily motivated by *escapism*.²

To appeal to Daydreamer Denise's need for escapism, add challenges, collections, or quests that can be completed by customizing bonuses. Note that Gambler Gail does *not* enjoy these mechanics, so you may need two machines. And because Daydreamer Denise spends the least of all player types, bonuses targeting her may require lower price tags.

- **Offer a greater variety of customization options for free spins bonuses, like extra reels and pick'em bonuses.** Although Gorgeous Cleopatra has nine different options for free spins, all but one revolve around boosted wilds. Because this feature caters to players who prefer multi-layered bonuses that enable choice, more types of customization will enhance its appeal. For example, the RMG machine *Beauty & the Beast* by Yggdrasil Gaming allowed players to purchase increased trigger rates and guaranteed boosts for free spins (2).

In addition to enjoying wilds and multipliers, both Gambler Gail and Daydreamer Denise strongly prefer bonuses that include added reels, pick'ems, or symbols that convert into more valuable symbols.



¹ [Liquid & Grit Slots Personas Report](#), p. 22-27

² Ibid., p. 17-21

CASINO > CONTENT > SOCIAL

SOCIAL BONUS BATTLES

Ruby VS Pearl in *Slotomania*

MECHANIC TEARDOWN

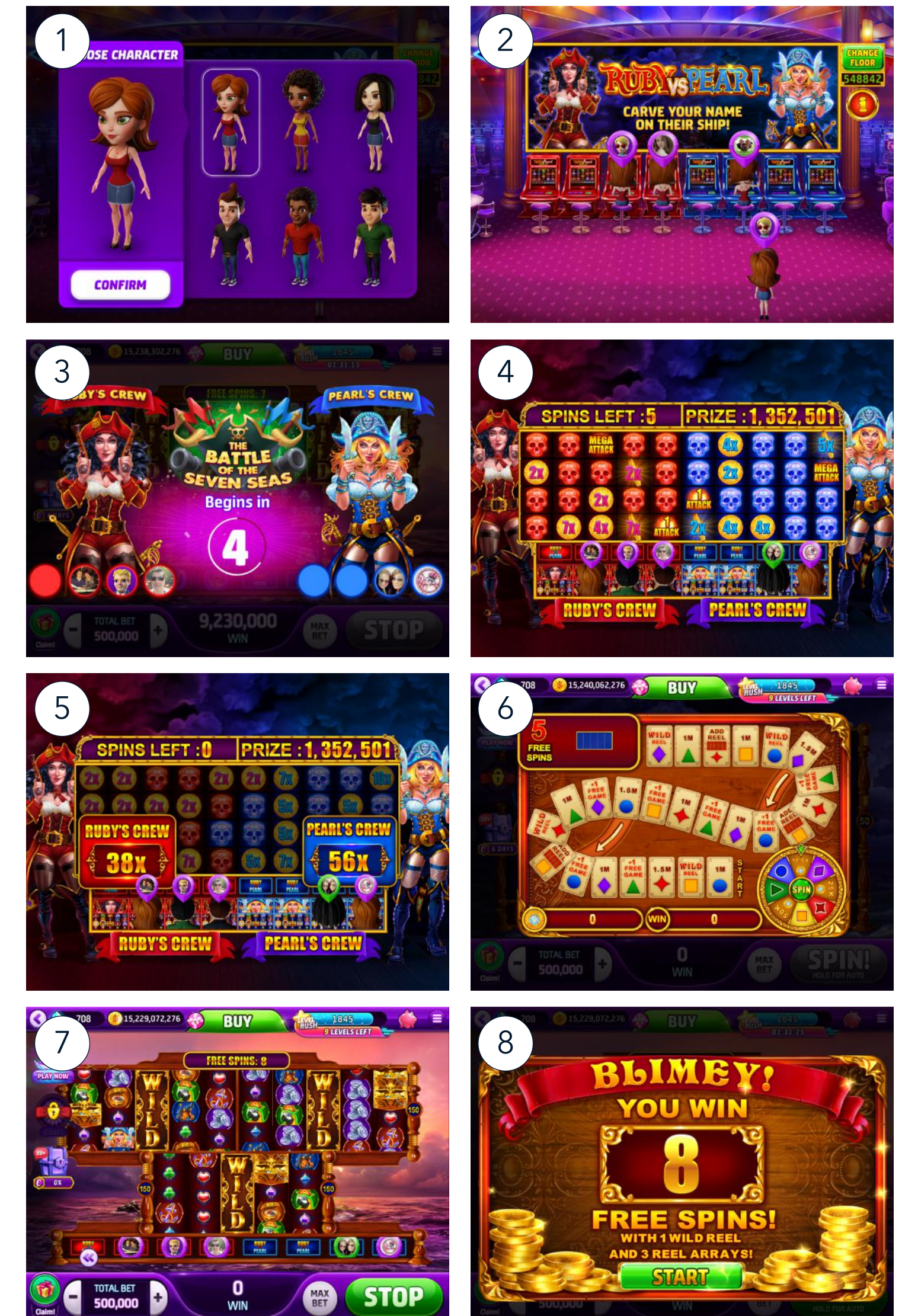
Players choose avatars and sit at machines in a room. A social bonus has teams compete to capture multiplier tiles. A game board bonus wheel lets players build boosted free spins.

Feature Details

- Players choose one of six avatars to sit at a machine in a room with other players (1, 2, and [video](#)).
- Machines are divided into red and blue teams.
- Players collect diamonds during base play and free spins to increase a multiplier for a social bonus.
- Landing three or more diamonds triggers the social bonus for all players (3).
 - Teams battle to occupy the most tiles on a board above the machines (4).
 - Tiles spin to reveal multiplier, attack, or upgrade symbols.
 - Attack symbols capture the indicated number of tiles from the opposing team.
 - Upgrade symbols increase multipliers for all team members.
- At the end of the bonus, teams earn the sum of their occupied multiplier tiles (5).
- Players earn additional, individual multipliers based on the number of diamonds they've collected.
- Three or more skull symbols trigger spins on a bonus wheel.
 - Wheel spins advance players on a game board or award diamonds (6).
 - Board spaces boost multi-reel free spins by adding additional spins, up to three additional reel arrays, and up to four wild reels (7).
 - Landing on a space with a slide moves players back to a previous spot on the board.
 - Players spin until they reach the end of the board.
 - Completing the board awards free spins with the accumulated boosts (8).

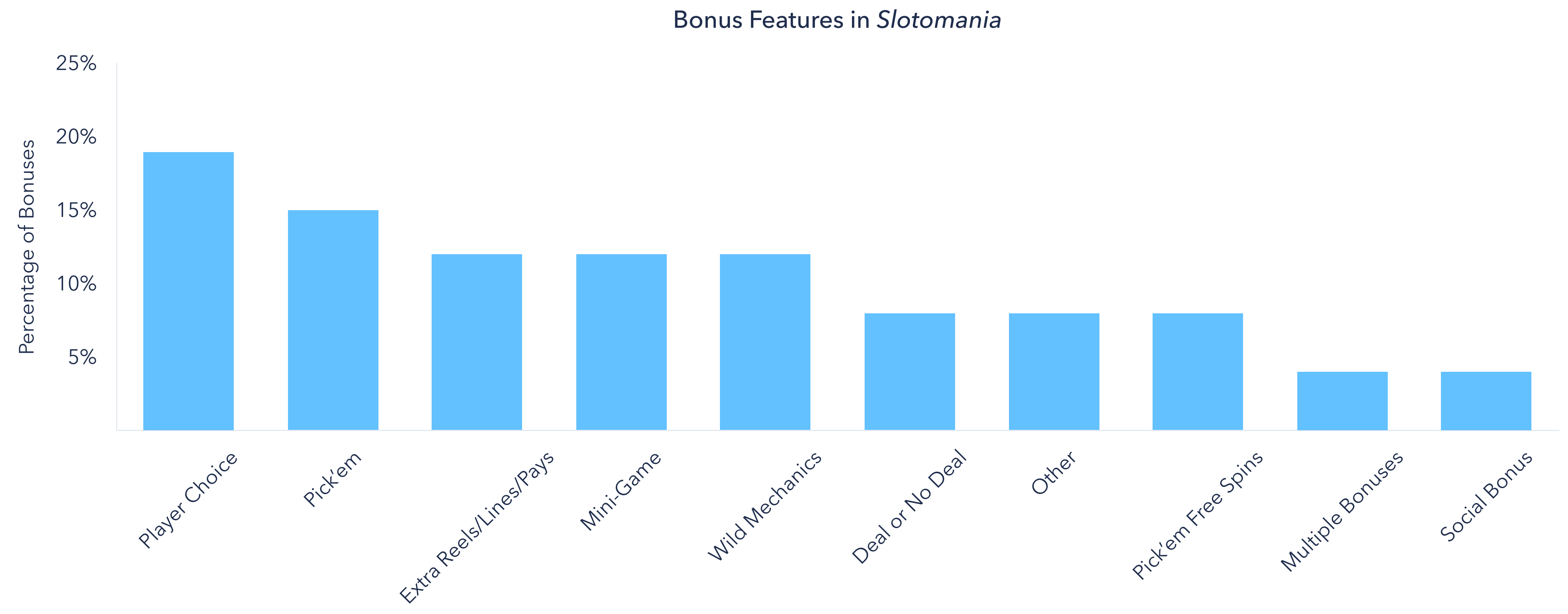
Additional Information

- See more images and videos in the [Ruby VS Pearl](#) Library.



SLOTOMANIA BONUS FEATURES

In the last 12 months, player choice bonuses have made up almost 20% of *Slotomania*'s bonus features.



EXPERT INSIGHTS

Provide more robust avatar customization, and add social mechanics to attract new players during COVID-19 social distancing measures.

Insight Details

- **If avatars prove successful, increase engagement by giving players more customization.** Ruby VS Pearl lets players choose their avatar—but only from six pre-built options. Instead, give players more choices with changeable parts to increase their identification with their avatars. One study found that customizable avatars increased players' autonomy, immersion, enjoyment, effort, motivation, and play time.³
Then, arrange avatars to be more visible, especially during social bonuses. Compare Ruby VS Pearl, which only shows the backs of avatars' heads, to *Cashman Casino's* Jin Fuo Wheel, which shows avatars' faces during a social bonus (1).
- **Consider adding more social mechanics—a trend during COVID-19 social distancing measures.** In the [April 2020 Casino Report](#), we looked at *Poker Face - Live Texas Hold'em*, a poker app with built-in video chat that saw revenue and downloads grow +64% and +390% MoM following widespread social distancing measures in March (2).
Other apps with group video chat also saw revenue and downloads skyrocket. *Houseparty's* revenue was +1,253% MoM beginning on 3/16, and *Brunch's* downloads were +2,054% MoM during the same period.
- **Boost fast-follow mechanics with collections from other parts of the machine to create fresh gameplay.** Although Ruby VS Pearl is *Slotomania's* first machine with a social bonus, social bonuses are well established in other slots apps. *POP! Slots' Pirates' Gems* includes a similar mechanic, and *POP! Slots* publisher Playstudios frequently offers social bonuses in general.
Ruby VS Pearl goes one step further by including a collection mechanic during both base play and a board game bonus that converts to a multiplier during the social bonus. Integrating multiple elements in this way ties together otherwise disparate features for an innovative experience.



³ [Fostering Intrinsic Motivation through Avatar Identification in Digital Games](#), p. 7-8

SLOTS TRENDS

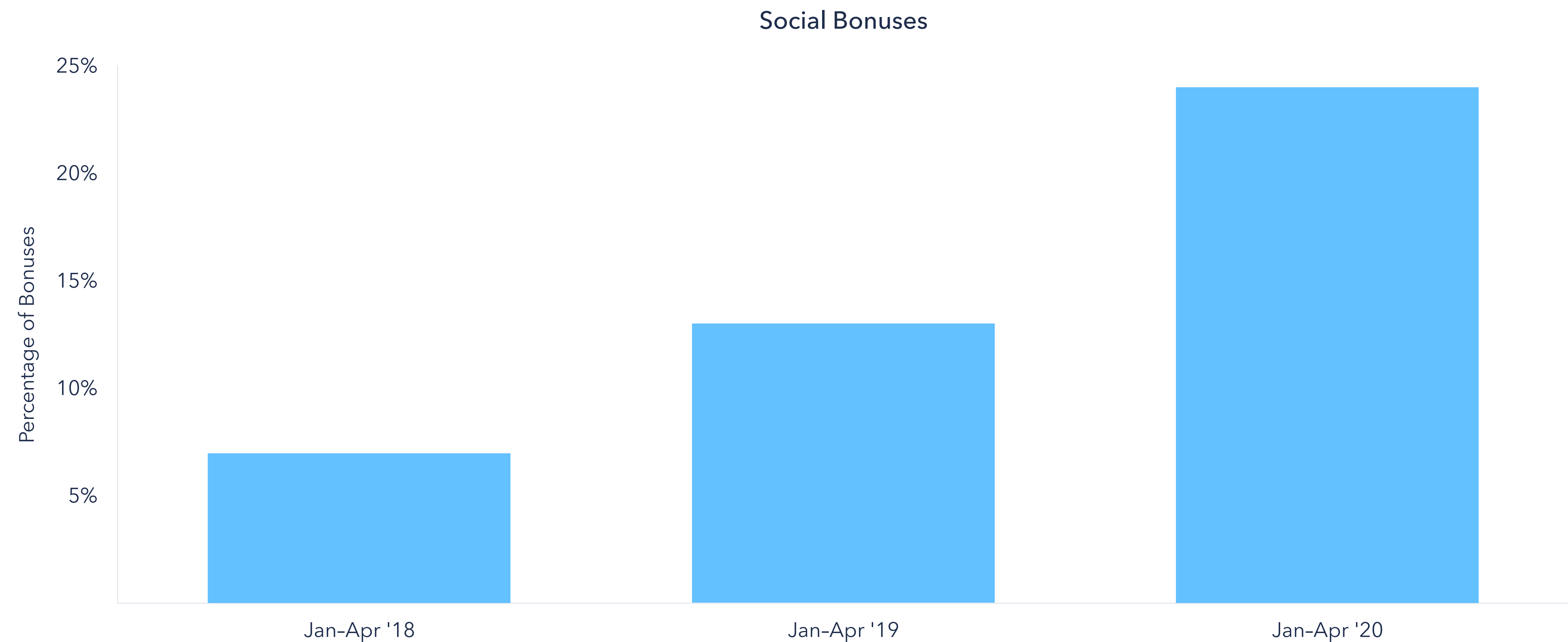


Tracked slots apps:

Big Fish Casino, Caesars Slots, Cash Frenzy, Cashman Casino, DoubleDown Casino, DoubleU Casino, Game of Thrones Slots, Gold Fish Casino, Heart of Vegas, Hit It Rich!, House of Fun, Huuuge Casino, Jackpot Magic Slots, Jackpot Party, Lightning Link Casino, Lotsa Slots, my KONAMI, myVEGAS, POP! Slots, Quick Hit Slots, Scatter Slots, Slotomania, and Wizard of Oz: Casino Slots

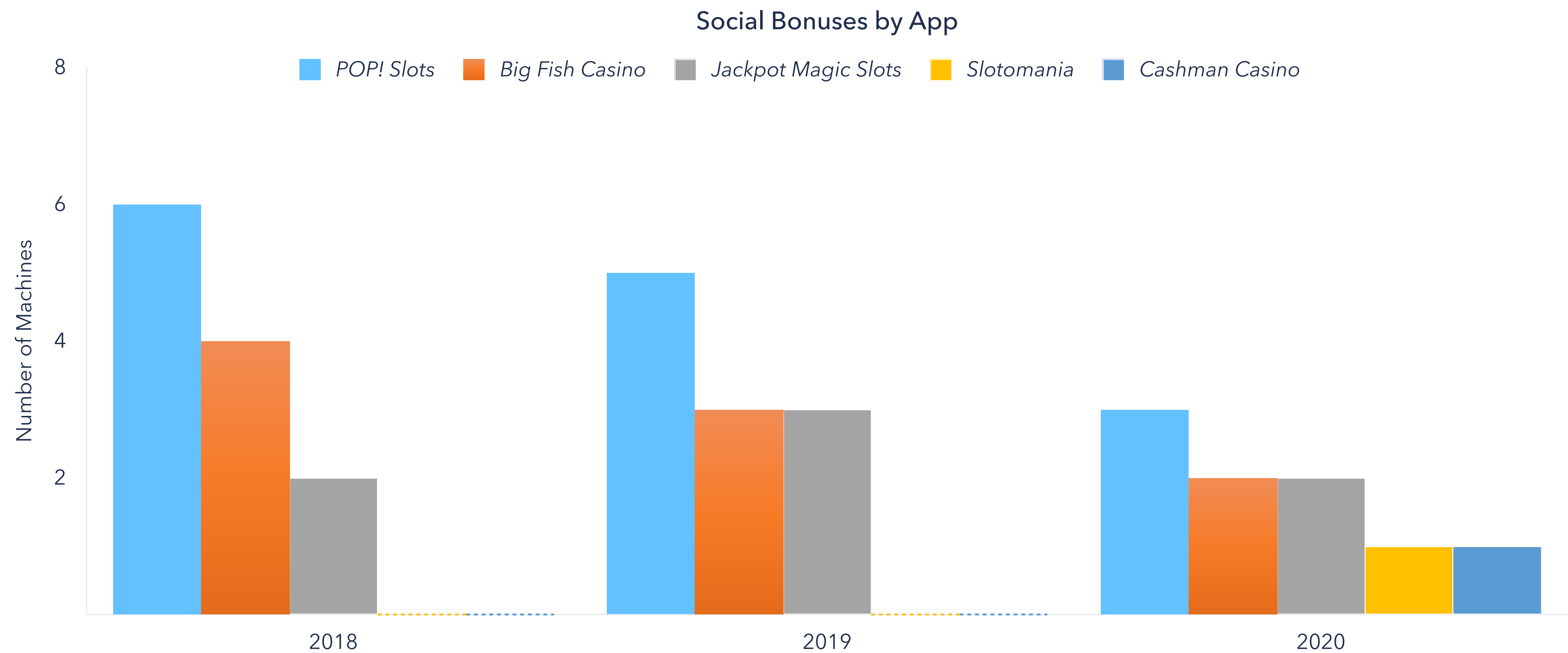
SOCIAL BONUSES

Since January 2020, social bonuses have made up 24% of bonuses in tracked slots apps. This is nearly double the percentage for the same period in 2019 and more than triple that of the same period in 2018.



SOCIAL BONUSES BY APP

In 2018 and 2019, social bonuses appeared in *POP! Slots*, *Big Fish Casino*, and *Jackpot Magic Slots*. So far in 2020, *Cashman Casino* and *Slotomania* have also introduced social bonuses.

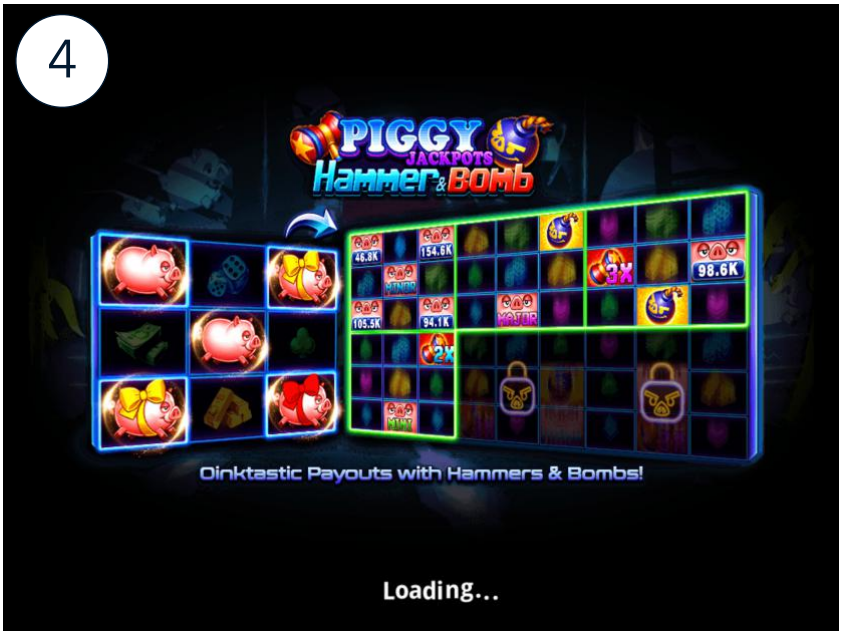


MARKET WATCH



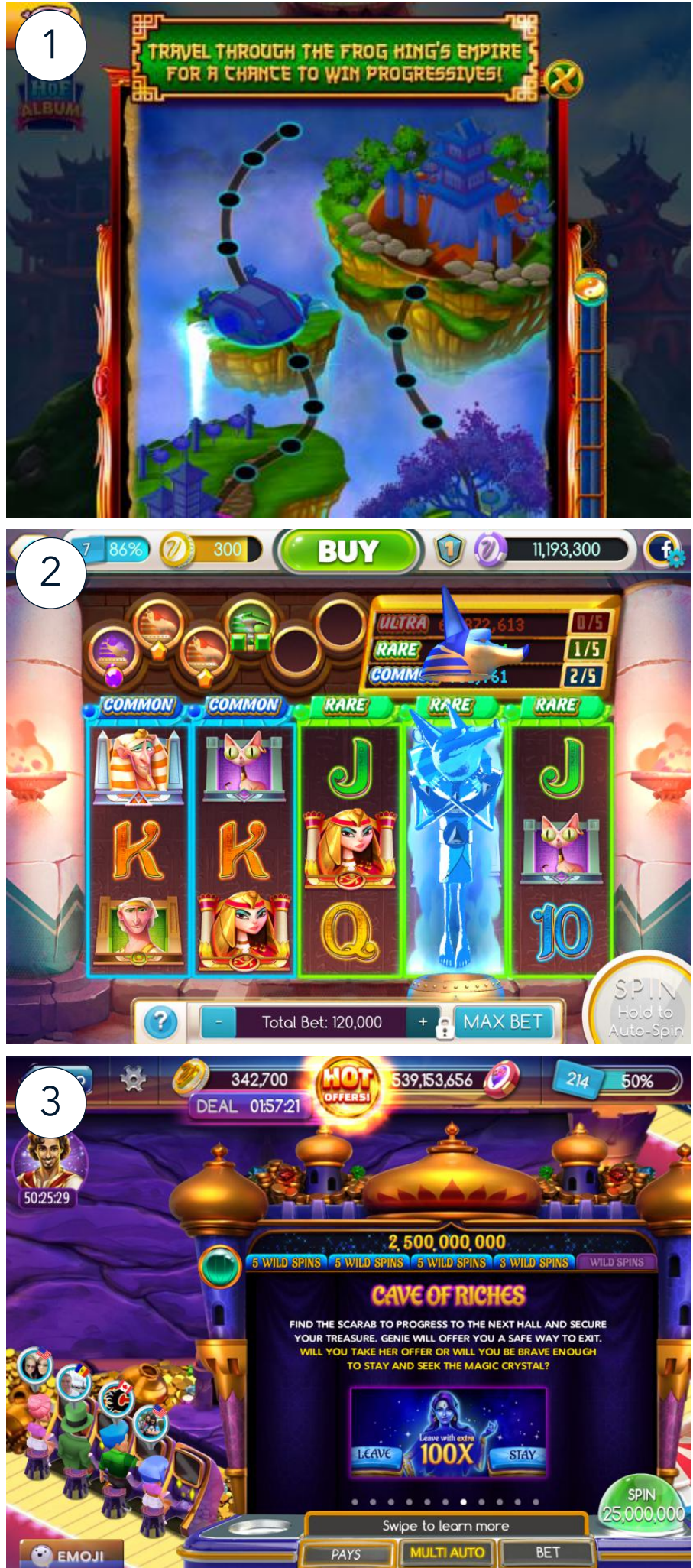
NOTABLE RELEASES I

App	Machine	Description
Cash Frenzy	Diamond Forest	<ul style="list-style-type: none">Colored diamonds above the reels contain values.Landing three same-colored flower symbols awards the total value of corresponding diamonds above the reels (1 and video).Awarded diamonds are removed and new diamonds cascade down.Players collect helmets from symbols with helmet icons.Helmets are used to purchase bundles of five puzzle pieces.Completed puzzles award mystery prizes and free spins.
	Speedy Fire	<ul style="list-style-type: none">Six or more jackpot or multiplier symbols trigger respins with sticky respin symbols.Respin symbols reset the respins counter.Filling all reels with respin symbols awards the grand jackpot.If players run out of respins, multiplier symbols spin to reveal multipliers.Each multiplier emits a light beam that multiplies all symbols it hits (2 and video).Landing three wheel symbols triggers a pick'em bonus for multiplier or jackpot symbols.Picking six of the same symbol triggers the respins bonus.
DoubleU Casino	Jester Diamonds	<ul style="list-style-type: none">During respins, crown symbols contain 0-3 diamonds.Diamonds fill a prize tower (3).At the end of respins, players earn all values from crowns and the prize tower (video).
	Piggy Jackpots Hammer & Bomb	<ul style="list-style-type: none">Three or more yellow-ribboned pig symbols award free spins.During free spins, one position per reel always lands pig symbols.Red-ribboned pig symbols lock all pig symbols in place and trigger one respin.Landing 5 or more pig symbols triggers 10 respins.Bomb symbols unlock one additional reel set, up to six total (4 and video).Hammer symbols multiply adjacent pig symbols.Filling all spaces on a reel set with pig symbols awards a jackpot.



NOTABLE RELEASES II

App	Machine	Description
House of Fun	The Frog King	<ul style="list-style-type: none">Tulip symbols fill a meter to advance players on a map.Map spaces award prizes or a progressive pick'em bonus (1 and video).A randomly triggered feature removes low-value symbols.Symbols cascade down until all empty positions are filled with high-value symbols (video).Lanterns randomly appear on the screen.Tapping a lantern before it disappears awards a prize (video).Three or more dragon symbols trigger free spins.Players choose one of six reel layouts with different numbers of free spins (video).
myVEGAS	Powers of the Nile	<ul style="list-style-type: none">Urns turn into full-reel wilds when they land (2).Collecting six urns triggers free spins.Each urn type activates a different bonus during free spins (video).Collecting a set of five urns awards a jackpot.
POP! Slots	Aladdin's Wild Adventure	<ul style="list-style-type: none">Magic lamp symbols trigger 3-5 free spins.Wild symbols award additional free spins.Aladdin symbols transform into sticky wilds.Landing a scarab fully on reel 3 triggers respins on reels 2 and 4 to complete the scarab.Completing the scarab triggers a social pick'em bonus.Players take turns picking vases with multipliers, traps, or scarabs in successive stages.Finding a scarab advances teams to the next stage.At the end of each stage, a Deal or No Deal bonus gives teams the option to continue the bonus or leave with an extra multiplier (3 and video).Picking two traps in a stage ends the bonus.



Quickly review all features and machines

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

APPENDIX



LIQUID & GRIT SLOTS PERSONAS

Participants from the U.K. and U.S. (N=1,299) 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 & 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 Quadrant Strategies</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 Kinrate Analytics</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 with economists, psychologists, game scholars, and data scientists.</p>	<p>Mobile App Store Intelligence Sensor Tower</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.



“A drawing is simply a line going for a walk.”

– Paul Klee

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