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Zoom Call on October 15, 2021

- If you double your money you cash out
- $25 should get you at least half an hour of play
- If I lost it within 10 min, I would go to a different site
- YouTube channels
  - Ill google fruit blaster slot machine and there are people talking about it
- How to learn
  - Just playing
  - Demo
  - Putting a few dollars in and playing
  - Watching YouTube video
  - Playing casino version

- $30 per half an hour and $50 for an hour
  - Pull as much as you want
  - The winnings has made 2x or 3x play through

- I put on reality check which shows every 60 min
  - It shows how much you have spun. Deposit $25 and spun $1,100.

- Responsible gaming

- What do you do when you have that urge to play but shouldn't?
  - Play other games
  - Think of kids
    - You can't get shoes because I gambled it away. This won't happen

- I would recommend an app or play time and winnings

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- Please find a slot you have never played
  - Marvelous Mouse

- What would you want to know about this game before clicking it?
  - Try it for a couple of dollars
    - Would try $0.50 or $1.00 bets

        - Would know within $5.00 if I like it
    - Don't know what kind of game it is
        - Bonuses
        - What the graphics look like
    - Logo needs to be appealing
    - Likes "Choose your free spins" features

- If there was a 15 second video describing this game, what would the video include?
    - Some sites will give you fake money to play through
    - Videos on YouTube where people will explain patterns, etc.

- How would want to learn about this game works?
    - Would want to watch a demo
    -

- What bet amount do you start with?
    - Doesn't like to do min bets
        - Like to do 5x or 10x min bet

- Other notes:
    - If $25 got me 10 minutes of play I'd be disappointed/upset. Should get me at least 30 minutes.
    - Considers more time spent playing as "doing well"
        - Family factors this in as well
        - Sister: Played all day on $300, left with $100
        - It's about entertainment
        - Everyone she knows will say time spent matters
            - Friend has said hundreds of times "I'm down $50 but got to play for two hours"
            - Slot machines give me some downtime, it's a solitary activity. I like the alone the time.
            - Chat feature on BetRivers is distracting
                - Sometimes play on my laptop
                - Didn't trivia questions in the chat
    - Cashing out with over $2,000 is "huge high"
        - Watching the money counter go up and up is thrilling
    - Gambling is a family affair
        - Acceptable form of entertainment among friends and family
    - Winning a jackpot:
        - Calling friends, sending them pictures
    - Friends will complain if they lose $100 in short period of time
        - If recommending it's about play time to deposit ratio or "winnings"
    - Machines are "tight" or "asleep" means they don't pay out
    -

Call on October 12, 2021

- To set expectations, this call will take about 30 minutes
- Location: PA

Online Real Money Casino	
Do you play?	Yes
What games do you play? (i.e slots, table games)	Slots
How often?	Couple times per week
How much have you deposited in the past 12 months?	$5,000
What brands/apps have you used?	Borgata, BetMGM, Poker Stars, Hollywood, Caesars
What is your favorite among them?	Borgata
Why is it your favorite?	• Won more often there • No glitches • Lots of promotions ○ Every weekend, go all three days, it releases a bonus every time you play a certain amount
How satisfied are you 1-10?	8 or 9 Sometimes new games are super glitchy and slow, not worth playing
Other Comments	Been playing slots for 20 years
Physical Casino	
Do you go?	Yes
How many times did you go in the last 12 months pre-covid?	4x per month
How satisfied are you 1-10?	8 or 9
Do you prefer online or physical?	Online: In past 6 months won a lot online, never done that well in physical
Other Comments	Rivers, Meadows
F2P Casino	

Do you play?	No
What apps do you use?	
How often?	
Have you spent money on coins?	
How satisfied are you 1-10?	
Do you prefer F2P casino or real money online casino?	
Other Comments	Not interesting when not playing for real money. Used to play them before real money
Other Mobile Games (NOT F2P Casino)	
Do you play?	Yes
What apps do you use?	Candy Crush, Solitaire
How often?	Daily
How satisfied are you 1-10?	10
Other comments	

Slot Discovery

How difficult on a scale of 1 to 10 to learn a new game (10 being most difficult)?

- 3 or 4
  - You know what to expect
  - The patterns are the same

Getting more difficult though

- The paylines used to be the same
- Sometimes there's new game where:
  - The lines aren't typical
  - The scatter or bonus is not typical

Do you read the instructions before playing a new game?

- I read them when it hits a bonus
- Or I think it should it should hit and didn't
- New games have visual explanations

If you had a magic wand, how would you want to learn how a new game works?

- It's fun to play and pick up the patterns

How long does it take for you to know whether or not you like a slot?

- 5 minutes
    - If graphics aren't appealing (i.e. hurts my eyes)
        - Too bright or too fast
        - Icons are too similar to each other

Slot Play:

What are some specific slots that you like?

- Cats
- MGM Grand Millions
- Hyper Strike
- 9 Masks of Fire

Among the four games

- Bonuses are the same
- Same ways to win

Average duration of session?

- Depends on how long my money lets me play for
    - Could be 60 minutes, could be four hours
    - I don't play more than I'm willing to lose, if I know I'm going to play $50, that's it for the day

How many different slots do you play per session?

- 3 or 4
    - Sometimes i'll play 9 or 10 to find one that will "give me some play"
    - Won't play one for too long that's sucking me dry

How does your bankroll affect the way you play?

- Xxxx

Promotions

What percent of promos do you feel are relevant to you?

- I like that breakdown into Poker, Casino, Table Games
    - Makes it easier to navigate
- Tuesdays they do play $50, get $5
    - I know what to expect
    - Other apps don't do that
- Other sites are more table games and poker heavy

- Not necessarily into a specific app, it's about how long I can play

Age:
40
Restaurant manager