Deanna Berkowitz

Zoom Demo on September 23, 2021

- When you do free spins, the casino will ALWAYS choose the games you can choose from. They also set the amount.
    - Don’t like it

- When I look at volatility and then play the game, it never matches up
    - Reality doesn’t match expectation

- Return to player: RTP

- Preview
    - Min bet amount
    - Free spins
        - Yes, no
    - Bonus rounds
        - Yes, no
        - # of bonus rounds
    - Gaming company
    - Jackpots
    - Volatility?

First thing when opening the app

- Click on “Promotions” in bottom right
    - Shes going through the different promotions
- Slots:
    - Go to new games
    - The top 6 games are all brand new
        - I haven’t seen them before
        - Typically every 2 weeks they put new games out
        - Change the bet from $2 to $0.10
            - Always go to smallest amount
            - Then go find the pay table
                - “I don't want to blindly hit the button”
        - “I have to spend money to learn how to play game” - don’t agree with that statement. I get a good idea from paytable.
        - Bump the bet up to $.20
            - She continues to bump them up to see how different denominations play out
        - She’s bumping up the pay to see if new things happen/win more money

- “Certain denominations don’t hit”
- Start at the lowest amount and build up you bet to try to effect slot machine
- Try all thew new games. “They tend to hit better the first time you play them. Partly strategy and partly enjoyment”
- Never seen a casino that lets you filter by the bet amount
- Can’t filter by free spins and/or bonuses
- Cheatsheet for games:
    - Gaming company
    - Min bet amount
    - Free spins and bonus rounds - Yes/No
        - Most games have free spins but some don’t
        - You want: free spins or bonus round
        - Bonus round: fun way to make extra money
            - You shoot cannon balls at a ship
    - RTP (return to player)
    - Jackpots - Yes/No
    - Progressive Jackpot - Yes/No
- Got customer feedback survey:
    - Some gave free spins or free play
        - What will get you to deposit quicker
        - How much of matching bonus will make you deposit
- I like to have the music on
    - It’s boring without the music

- See very similar games
    - Same game, just different name
    - It still gets me cause it’s like a game I like
- I like to play games that I have fun and enjoy playing.
- “If you hit that bonus round you’ll understand why this game is epic”
- Favorite game:”
    - I’ll bump it up to a $1 now. Normally wouldn’t do that but I know that game”.
    - “I really like the bonus round.”

<u>Call on September 14, 2021</u>

- Location: MI

Online Real Money Casino	
Do you play?	Yes
What games do you play? (i.e slots, table	Both, majority slots

games)	
How often?	A lot offer little free daily bonuses (Every day at least see bonuses)
Average duration of session?	2 hours
What are some specific slots that you like?	Yes 7's deluxe - most basic looking game, but something about it that makes me want to play. Progressive jackpot is ridiculous.
How much have you deposited in the past 12 months?	"Don't want to think about it" -Put $50 from paycheck to slots and $50 to blackjack -$2,500 in L12 months
What brands/apps have you used?	BetMGM, PokerStars, SlotsLV, Ignition (Poker focused)
How did you find out about these apps?	
What is your favorite among them?	BetMGM
Why is it your favorite?	-Daily free bonuses ("that's the shit") -Won $1,200 off $1 free spin
How satisfied are you 1-10?	9 -They don't accept bitcoin -Withdrawals aren't great
Other Comments	-BetMGM is the most generous. They have free bonus features you can play each day (Win $1, win 5 free spins) -If I'm careful I can cash out on slots.
Physical Casino	
Do you go?	No
How many times did you go in the last 12 months pre-covid?	
What casinos do you go to?	
What games do you play (slots vs table games)?	
How satisfied are you 1-10?	
Do you prefer online or physical?	
Other Comments	

F2P Casino	
Do you play?	Yes
What apps do you use?	Chumba, Luckyland
How often?	Not very often
Have you spent money on coins?	
If yes, how much have you spent in past 12 months?	
How satisfied are you 1-10?	
Do you prefer F2P casino or real money online casino?	
Other Comments	
Other Mobile Games (NOT F2P Casino)	
Do you play?	Not really any more
What apps do you use?	Candy Crush
How often?	
Have you spent money on coins?	
How much have you spent in the past 12 months?	
How satisfied are you 1-10?	
Other comments	

App use:

- Step by step what you do in the app:
    - For each step:
        - Open app
        - Login
        - After you login you have a link that says ‘Promotions’
        - Promo page comes up
            - Three sections (Poker, CAsino, Sportsbook)
            - Scroll down to casino part
            - It’s basic - “Tap the apples”
            - Some of them are opt-in

            - They have a wheel that you spin and get a bonus
        - If I don't get anything I'll log off
        - If I get a $1 - I click 'New games' and always try the new ones

- When do you usually decide to stop your session?

Slot Discovery

- When choosing your first slot to play, why do you play a go-to vs try something new?
    - If money is a constraint I'll go to tried and true slots
    - If I'm trying to have fun, I'll try new slots

- How long does it take for you to know whether or not you like a slot?
    - "I know within 2-3 spins"
        - I want to have small bets $01-$0.20
        - It's actually hitting
        - A lot of different variables
            - Pay table: Lots of different ways to hit and win
            - Changing your bet
            - Timing your bet (stop and go back and can make it hit)

    - "Sometimes I know before I spin it. I like to start low"

- What do you do when you realize you don't like a slot?

- How many different slots do you play per session?
    - 5 or 6
        - Bouncing around is a tactic that helps

Slot Play:

- Can you talk about your favorite slot machine game? What happens when you play it?
    - Classic: Fruit slot, sleek looking, bonus spins are where it's at, you can win a lot of money quick

- What happens in the game when you win? (i.e. animations, points/rewards)
    - Throws the amount of money in your face that you won and adds it up
    -

- What happens on the screen when you spin and don't win? (i.e. animations, points/rewards, etc.)
    - Pretty similar to any slot
        - You're getting close - you got 2 out of 3
            - Doesn't explicitly say it

        - None of them say anything, you're just aware that you were getting close
        - The music is really "gripping and catchy", there's a build up song
        - Aesthetics are important as well
            - 7's deluxe cool classic Las Vegas

Daily/Free games for bonuses:

- Do you play free games for bonuses? How often do you play those?

- What percent of promos do you feel are relevant to you?
    - Super relevant
        - Note: Seems like it's more about getting *anything* for free
        - "That free dollar for me is everything"

- What was the best promo you ever got and why?
    - $45 buy-in for a poker tournament
    - Free spins are good but they don't typically payout.
    - "I would take $1 free play over 5 free spins all day"
        - Free spins the casino decides the bet amount and the slot

- What was the worst promo you ever got and why?

  Age: 37
  Occupation: Retail Store Manager