Ellie Cappadonna

Call on September 23, 2021

- Preview
    - Min bet
    - Maximum payout

- A lot of people stick with the ones that they like
- Most games have bonus
    - Will not play a game if it does not have a bonus

- I will always try new games at the beginning of the session. Will go to tried and true after they are running out of money.

First things:

- Scroll down and look for more obscure ones
- Tend to like the “triple slots”
- Quick preview:
    - Min bet size
    - Maybe max bet size
    - Maximum payouts

- Give free spins on other slots to help them get familiar with other slots
- Triple wheel
    - Try to keep it in the middle for the bet size
- I would like to know how much I’ve won historically
    - I keep a mental note of one that I won at
- “As soon as I win good one them, they become one of my favorites”
- People have their favorites and they don’t stray from ones that they know
    - “I like my buffalo slot”
    - It’s the one they’ve won on
    - They don’t trust the ones they don’t know
- New slot
    - There’s some sort of side game going, doesn’t really know though what’s going on:
        - She probably wouldn’t bother to figure it out
    - I don’t know if this has a bonus
        - I don’t like games without bonuses
    - Basically assuming what’s going on
    - Completely scrolling through the instructions -> “just get me to the game”

        - Ideas:

- Her idea: just label the things that are happening to guide people.
    - Increase bet, auto spins
- What if you free 1 or 2 free spins for any new slot
- What if you got a free spin or bonus when you leave new slot and lost

- Would like to read reviews from other people and the amount they won
- Absolutely check out promotions but they update daily
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Call on August 24, 2021

- Location: NJ

Online Real Money Casino	
Do you play?	Yes
What games do you play? (i.e slots, table games)	Mostly table games (Blackjack, sometimes Poker)
How often?	Daily for hours a day Two hours a day 75% blackjack, 25% slots
Average duration of session?	
What are some specific slots that you like?	Triple Cash Wheel Don't like progressive slots -Dont like to sit on one game for too long. Like to switch it up. Do not like Monopoly -never win. Never had luck on them. Do like Wheel of Fortune
How much have you deposited in the past 12 months?	Thousands, $20,000
What brands/apps have you used?	Very particular Borgata, BetMGM, Sugarhouse, Caesars -If I haven't been to a physical casino, I won't use it -Trust it more
How did you find out about these apps?	Looking for casinos and seeing one I recognizse Facebook ads

What is your favorite among them?	SugarHouse
Why is it your favorite?	Sugarhouse -the playthrough is low (THIS IS VERY IMPORTANT) -You can deposit and withdraw money instantaneously -A lot of websites let it sit hours or days -Withdraw to your PlayPlus which is the device -Borgata and BetMGM are favorite ones to play on. Don't know why. I have experience winning more on those sites. They have a lot of bonuses. Little gifts. Almost daily. The others don't do that or do it very little. Perfect -daily bonuses -low play through -instantaneous withdrawal
How satisfied are you 1-10?	Sugarhouse (8), BetMGM/Borgata (7), Caesars (6) b/c they have bad bonuses and not fast withdrawal
Other Comments	
Physical Casino	
Do you go?	No
How many times did you go in the last 12 months pre-covid?	N/A
What casinos do you go to?	N/A
What games do you play (slots vs table games)?	N/A
How satisfied are you 1-10?	N/A
Do you prefer online or physical?	Online
Other Comments	
F2P Casino	
Do you play?	No
What apps do you use?	Lucktastic Couldn't even figure it out It is lot drinking non-alcoholic beer
How often?	N/A

Have you spent money on coins?	N/A
If yes, how much have you spent in past 12 months?	N/A
How satisfied are you 1-10?	N/A
Do you prefer F2P casino or real money online casino?	N/A
Other Comments	N/A
Other Mobile Games (NOT F2P Casino)	
Do you play?	No
What apps do you use?	N/A
How often?	N/A
Have you spent money on coins?	N/A
How much have you spent in the past 12 months?	N/A
How satisfied are you 1-10?	N/A
Other comments	

Process

Last time you used [favorite casino app], what did you do? Please describe step-by-step.

- Look for bonuses
- Make a deposit
- Go to table games first
    - Will probably be black jack

Do you auto spin?

- Rarely but have
    - When you get 50 free spins

Slot Discovery and Selection

What information would you like to know about a lot before you click on it?

- Don't look that much into it

- Scroll down to the more obscure area
    - Avoid the ones at the top because of superstitious
    - Obscure
        - If you go to casino, I wouldnt go to the ones that have all the lights/slots
        - Online, I would go to the ones that no one is really interested in

How many different slots have you tried?
- 200

How many go-to slots do you have?
- Favorite one is triple cash wheel
- Quick hits

How does a slot become a go-to slot?
- If I win
    - Needs to be a monetary amount
- There are some slots that have really crappy payouts (“no stupid $4 wins”)

What percent of time do you spend on go-to slots vs discovering new ones?
- Don’t spend time discovering new ones. Maybe 10% to 25%.
- Pretty loyal to the slots that I like.

Describe your process for finding new slots
- Obscure ones
- Superstition
- What catches my eye

How would you make slot discovery easier
- Just put them alphabetically

Categories of slots (i.e. Netflix question)
- Alphabetical
- When it comes to slots it is so random. I think people just pick whatever gives them the feeling.

Other
- Xxxxx

Paint Points

What do you wish [favorite casino app] could do than it currently doesn’t?
- Sugarhouse
    - No promotions (they have shitty ones on BetMGM)
- BetMGM
    - You get 10 free spins on starburst but may only win $1

What do you find annoying about [favorite casino app]?

- 1X play through on SugarHouse vs 25X
    - Maybe have play through be somewhere in between