



## Slots Design Report

Competitive Research and Data Insights for Slots Designers

# TABLE OF CONTENTS

---

## **NEW INNOVATIONS** 3

Multi-Channel Progression Systems

*Civiltreasures Merchants* in Slotomania

Expanding Respins & Spawning Bonus Boards

*Invincible Brave* in Cash Frenzy

## **SLOTS TRENDS** 10

Machine Output: Lotsa Slots

Progression Systems

Find Your Own Trends

## **MARKET WATCH** 14

Notable Releases I & II

## **APPENDIX** 17

L&G Slots Personas

Premium Partnerships

# JULY

---

# 2019

# NEW INNOVATIONS



WIKI > CONTENT > SOCIAL

# MULTI-CHANNEL PROGRESSION SYSTEMS

*Civiltreasures Merchants in Slotomania*

# MECHANIC TEARDOWN

Players can either finish a three-challenge progression for a reward ... or, continue to progress and complete 22 more challenges before selling their *Business* for a larger reward. During any challenge, players can pay-to-pass using a secondary currency.

## Progression Details

- To start, players select 1 of 4 progression paths to *Build a Ship* (1).
- Completing a challenge constructs the *Ship*.
- Players then complete another challenge to *Recruit the Ship's Explorer*.
- After finishing that challenge, players earn a *Contract*, which adds +1 under the *Explorer* (2).
- At this point, players can either ...
  1. *Set Sail* with the *Explorer*, triggering another challenge. If players complete that challenge, they win a pick'em bonus.
  2. *Recruit the Ship's Explorer* again, triggering another challenge. If this more difficult challenge is completed, players earn another *Contract* (3).
- After collecting at least 5 *Contracts* for each *Explorer* and 1 *Protection* challenge (see below for details), players can sell their *Merchant Business* for coins and free spins (4).

## Challenge Details

- All challenges are structured: collect X number of Y symbols within Z spins (5).
- When 10 spins remain in a challenge, *Protection* marketing surfaces on the progress bar.
- Players can buy *Protection* with *Gems* and earn *Protection* prior to starting a challenge, in *Protection-specific* challenges.
- Using *Protection* awards unlimited spins for that challenge (6).

## Additional Details

- See more images and videos in the [Civiltreasures Merchants](#) Library.



# EXPERT INSIGHTS

Multi-channel progression systems let players *choose* their preferred progression difficulty. This type of system is ideal for *Daydreamer Denise* player types because their desires change often ... from wanting to accomplish a fulfilling challenge to desperately needing a stress-relieving bonus ... due to strong external pressures.

## Insight Details

- **Surface machine-based marketing at relevant moments.** When 10 spins remain in a challenge, the word *Protect* surfaces on the progress bar, informing players of their pay-to-pass option. Moment-specific marketing will clearly have higher CTR and decrease marketing burn-out (1).
- **Make the progression appear doable without a purchase.** In *Civiltreasures Merchants*, players may click on the center *Ship* to trigger a *Protection* challenge. If completed, players *earn* a *Protection*, theoretically allowing players to grind their way through any challenge (2).
- **For more complicated machines, add a link to an instructional YouTube video.** In the *Slotomania Supergroup* YouTube channel, players can watch an informative video on how this machine works. The video has over 5K views (watch [here](#)).

## Player Persona Insights

- *Daydreamer Denise* are most likely to stop playing due to external reasons ... for things such as sleep, errands, and work. These players enjoy longer bonus games in slot machines and quests, challenges, and collections mechanics in features.

## Report References in the Wiki Tool

- [Advanced Bonus Game Progressions](#)
- [Long and Short Progression Systems](#)
- [Bank Adaptations](#)



All Report content is now online

Easily find *previously-released* Revenue Drivers and New Innovations in our Feature Database's new [Wiki Tool](#)



WIKI > CONTENT > SOCIAL

# EXPANDING RESPINS & SPAWNING BONUS BOARDS

*Invincible Brave in Cash Frenzy*

# MECHANIC TEARDOWN

During the respins, the symbols that initiated the respins lock in place ... and the spaces above, below, and to the sides of those symbols become slots and spin. If more symbols hit, the respins continue. During the map bonus, *Warriors* spawn from each corner of the grid and move inward.

## Respins Details

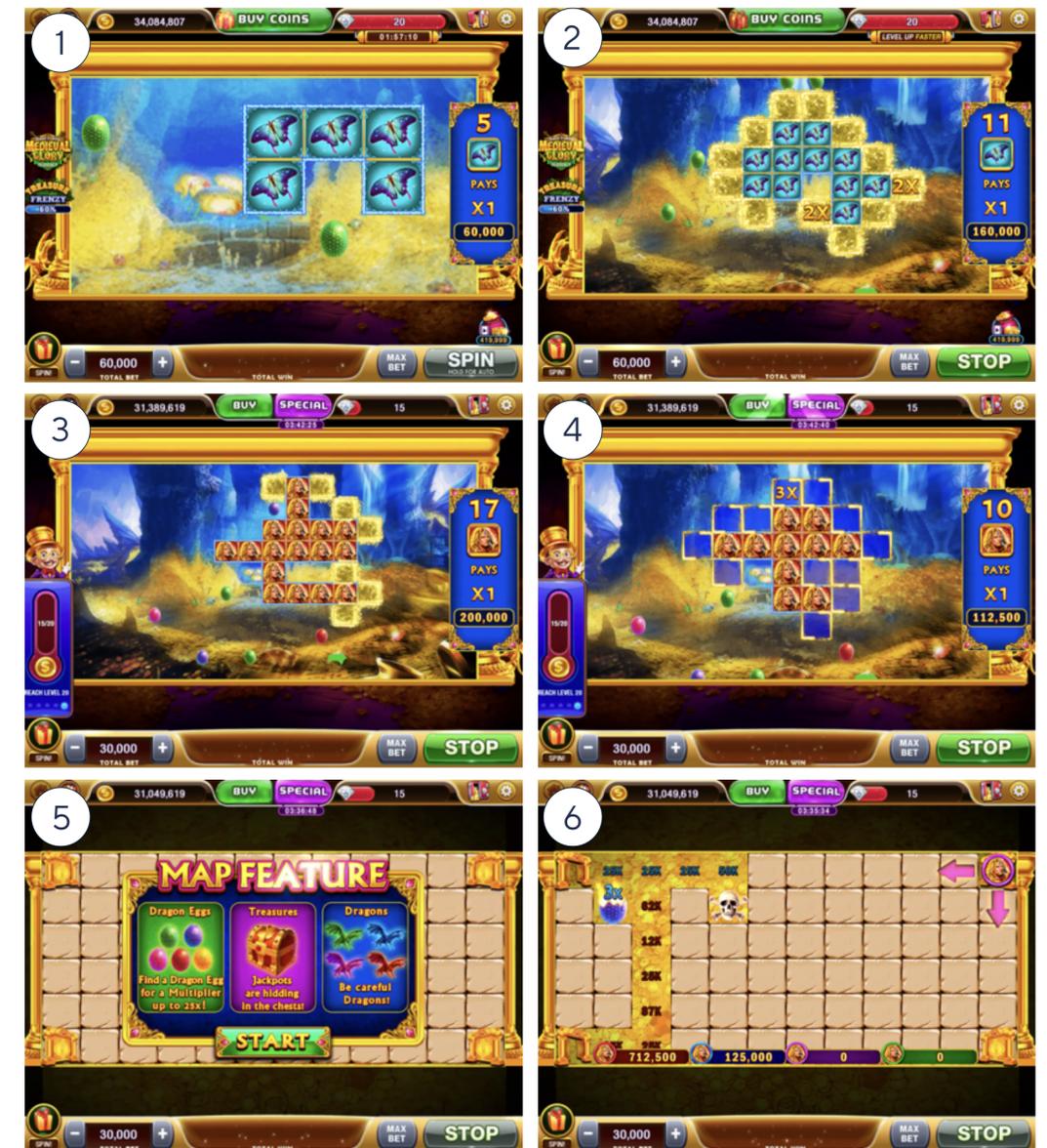
- To trigger the respins, players land 5 or more of the same high-value symbol.
- All but the triggering symbols are then removed (1).
- For the respins, any space horizontal and vertical to a locked symbol becomes a new slot and spins (2).
- The reel strip for these new slots only include the initiating symbol and blanks.
- If an initiating symbol lands in any slot, another respin is awarded (3).
- The respins bonus continues until no symbols hit.
- *Dragon Eggs* are randomly distributed on the grid.
- If a symbol lands onto an *Egg* position, a multiplier is awarded (4).

## Map Bonus Details

- Landing 3 *Dragon* symbols on select reels triggers the bonus game (5).
- During the bonus, a *Warrior* spawns on each corner of the map.
- Players move 1 *Warrior* at a time by selecting adjacent, open tiles.
- Landing on a tile reveals coins, wheel spins, *Dragons*, or multipliers.
- Uncovering *Dragons* or multipliers end the *Warrior's* turn.
- When a *Warrior's* turn ends, the next *Warrior* becomes active (6).
- The bonus concludes when all 4 *Warriors'* turns are complete.

## Additional Details

- The machine pays on *Grouped Symbols*.
- During the base game, players complete challenges to win wheel spins.
- See more images and videos in the [Invincible Brave](#) Library.



# EXPERT INSIGHTS

---

Tune and design the respins to show players the potential for endless respins winnings. To make this concept clear, make the initial symbols large ... then quickly shrink the symbols as the board expands.

The map bonus works well for *Sensation Serena* players ... who most strongly believe that they have control over their luck and, as a result, gravitate towards machines with more player interactions.

## Insight Details

- **Tune the respins so that the board grows quickly.** The initial trigger should remain small, like 5 or more symbols. During the respins, increase the hit ratio of symbols so that the board expands to make it appear like a big win (regardless of the actual win amount).
- **Include the multipliers in the reel strips (as opposed to placing them on the board).** By adding the multipliers to the reel strips, players will be excited to see the highest value symbol rolling through the spinning slots.

## Player Persona Insights

- ***Sensation Serenas (and Fame Franks) most strongly believe that they have control over their luck.*** *Sensation Serenas*, however, are the prime target persona because they are the *most interested in playing slots* ... whereas *Fame Franks* are more interested in games with more skill, such as poker.

## Report References in the Wiki Tool

- [Reel Expansion Mechanics](#)
- [Accumulation Bonuses](#)
- [Mighty Cash Respins](#)



All Report content is now online

Easily find *previously-released* Revenue Drivers and New Innovations in our Feature Database's new [Wiki Tool](#)

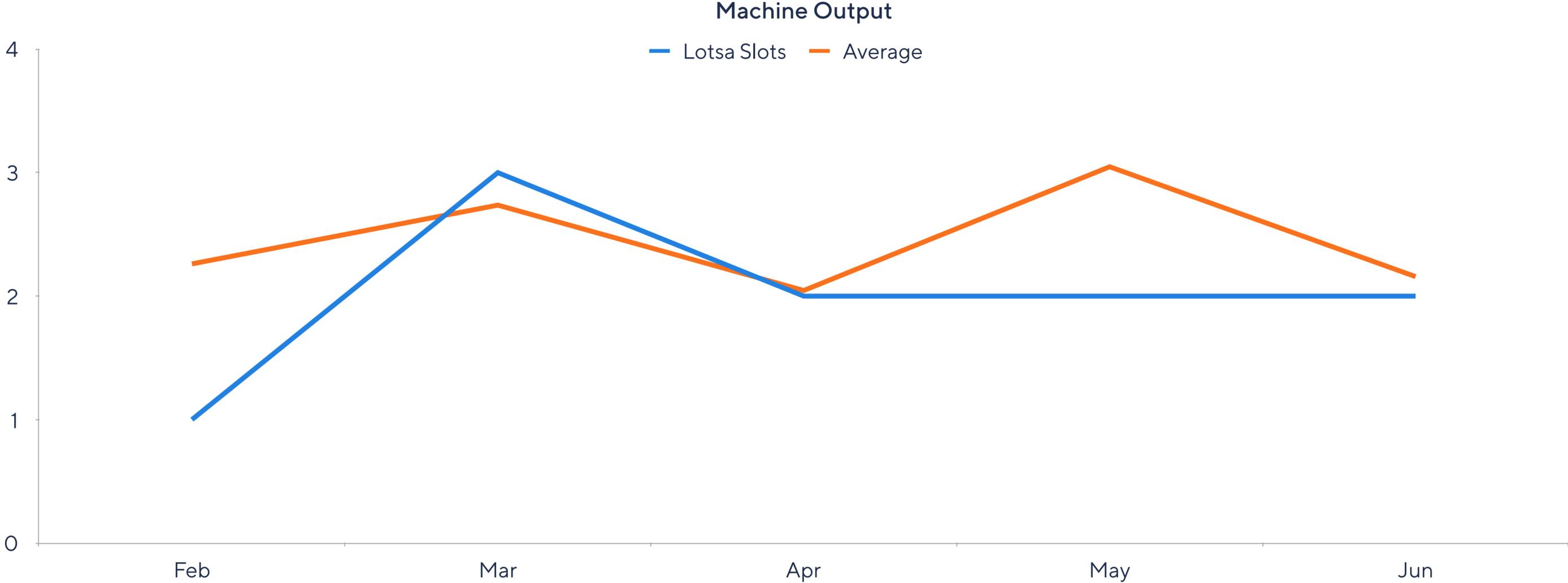
# SLOTS TRENDS



# MACHINE OUTPUT: LOTSA SLOTS

Lotsa Slots, now a top 25 grossing Casino category app, averages two new machines per month. This output is *slightly below* the average output of the top grossing slots apps ... so machine output (which is often an indication of production strength) is not a distinguishing characteristic of Lotsa Slots.

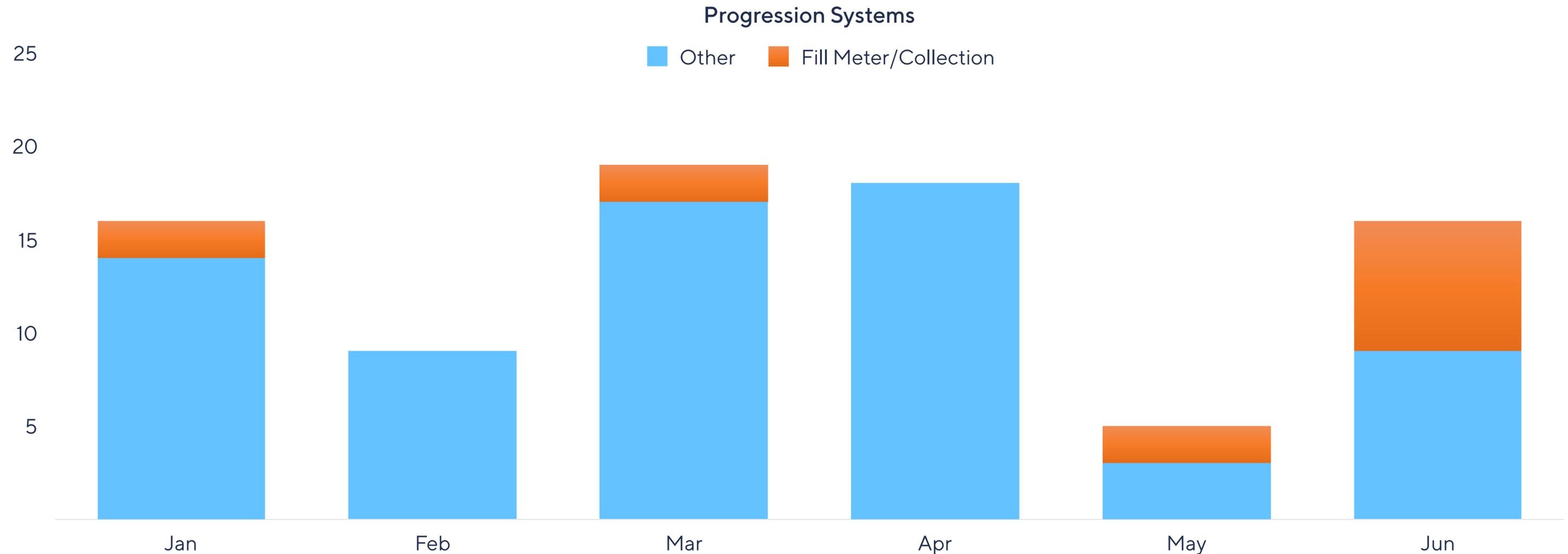
- Use the Data Tool and filter on Casino > Content > Game (Lotsa Slots) to see all the machines Lotsa Slots recently released or simply click [here](#).



# PROGRESSION SYSTEMS

For progression systems, *Fill Meters with a Collection System* spiked in June. Nearly half of progression-based machines used this type of mechanic. Other progression systems include *Bonus, Collection-Only, Fill Meter, Map, Map and Fill Meter, Reel or Symbol, and Other*.

- Go to Casino > Content > Progression (Fill Meter/Collection) to see all the *Fill Meters with Collection System* machines or simply click [here](#).



# FIND YOUR OWN TRENDS



## FEATURE DATABASE > DATA TOOL

Uncover new slots trends, determine optimum machine output, and understand competitor investments in the newly released [Data Tool](#)

### EXPORT DATA

### USE THE DATA TOOL

1. Go to the [Data Tool](#)
2. Filter Casino > Content > Social

### ADD FILTERS

1. Filter by Time
2. Filter by Game

SEARCH	Category	Title	Publsh Date	Category	Base Game Feature	Bonus Feature	Class	Game	Jacksots	Lines	Progression	Res Feature	Reels	Symbol Feature	Theme	Wheel	Permalink
	Casino	Tiger Lanterns, Cashman Casino	2019-07-24	Jacksots/Social			Locked	Cashman Casino		Locked		Locked	4x3	None	None		<a href="#">https://my.foxandstake.com/library/galaxy-tiger-lantern-cashman-casino</a>
	Casino	Golden Island Treasures, Cash-Frenzy	2019-07-22	Jacksots/Social	Collection	Multiple bonus games	Video	Cash-Frenzy	Progressive jackpot	Line	Max	4x3	None	None	None		<a href="#">https://my.foxandstake.com/library/galaxy-golden-island-treasures-cash-frenzy</a>
	Casino	Star Spangled Stars, DoubleDown	2019-07-22	Jacksots/Social	No spin	WFL Mechanics	Video	DoubleDown	Progressive and jackpot	Line		4x3	Locked	None	None		<a href="#">https://my.foxandstake.com/library/galaxy-star-spangled-stars-double-down</a>
	Casino	Wilds Tower, Cash-Frenzy	2019-07-22	Jacksots/Social			Locked	Cash-Frenzy		Locked		Locked	4x3	None	None		<a href="#">https://my.foxandstake.com/library/galaxy-wilds-tower-cash-frenzy</a>
	Casino	Treasure's Treasures, Casino Slots	2019-07-21	Jacksots/Social			Video	Casino Slots	Stand alone WFL	Line		4x3	None	None	None		<a href="#">https://my.foxandstake.com/library/galaxy-treasures-treasures-casino-slots</a>
	Casino	Wreck Rock, Cashman Casino	2019-06-28	Jacksots/Social	No spin		Video	Cashman Casino	Progressive and jackpot	Line		4x3	Locked	None	None		<a href="#">https://my.foxandstake.com/library/galaxy-wreck-rock-cashman-casino</a>
	Casino	Harvest & Dredge, Big Fish Casino	2019-06-25	Jacksots/Social	WFL	Pick'em Bonus	Video	Big Fish Casino	Progressive and jackpot	Line			Locked	None	None		<a href="#">https://my.foxandstake.com/library/galaxy-harvest-and-dredge-big-fish-casino</a>
	Casino	Rock Bottom, Cash-Frenzy	2019-06-25	Jacksots/Social	Collection	Multiple bonus games	Video	Cash-Frenzy	Stand alone WFL	Line	Collection only	4x3	None	None	None		<a href="#">https://my.foxandstake.com/library/galaxy-rock-bottom-cash-frenzy</a>
	Casino	Perfume Gang, DoubleDown	2019-06-25	Jacksots/Social			Locked	DoubleDown		Locked		Locked	4x3	None	None		<a href="#">https://my.foxandstake.com/library/galaxy-perfume-gang-double-down</a>
	Casino	Jacksots: Wilds, Treasure's Treasures, Cashman Casino	2019-06-22	Jacksots/Social	WFL	Pick'em Bonus	Video	Cashman Casino	Progressive and jackpot	Multi-way		4x3	None	None	None		<a href="#">https://my.foxandstake.com/library/galaxy-jacksots-wilds-treasures-cashman-casino</a>
	Casino	Jacksots: Wilds, Treasure's Treasures, Cashman Casino	2019-06-22	Jacksots/Social	WFL	Pick'em Bonus	Video	Cashman Casino	Progressive and jackpot	Multi-way		4x3	None	None	None		<a href="#">https://my.foxandstake.com/library/galaxy-jacksots-wilds-treasures-cashman-casino</a>

### UNDERSTAND TRENDS

1. All machines are categorized
2. Filter further in the Data Tool
3. Use Data Tables in Excel

### SEE IMAGES & VIDEOS

1. Click on the links for more info
2. Go to the machine's Library

# MARKET WATCH



6/1/19 - 6/30/19

# NOTABLE RELEASES I

App	Machine	Description
House of Fun	<a href="#">Tibetin' on the Yeti</a>	<ul style="list-style-type: none"> <li>In this new <i>Monsterpedia</i> machine, <i>Roaming Sticky Wilds</i> move up 1 position on every spin ... and can randomly convert adjacent symbols into wilds (1).</li> </ul>
Jackpot Party	<a href="#">Mr. Hyde's Wild Ride</a>	<ul style="list-style-type: none"> <li>Landing <i>Potion</i> symbols on 4 adjacent reels awards a 2x pay and respins.</li> <li>After the respins, players may win free spins based on the number of <i>Potion</i> symbols that land during the respins (2).</li> </ul>
Caesars Slots	<a href="#">Jackie's Treasure</a>	<ul style="list-style-type: none"> <li>Players collect special symbols to upgrade the bonus wheel.</li> <li>During the spin, 3 pointers select coins, jackpots, multipliers, or an <i>Arrow</i>.</li> <li>Hitting an <i>Arrow</i> advances the player to an inner wheel (3).</li> </ul>



# NOTABLE RELEASES II

App	Machine	Description
Caesars Slots	<a href="#">Jewels of Japan</a>	<ul style="list-style-type: none"> <li>• Players complete 4 quests to trigger a bonus.</li> <li>• Players may complete higher-tiered quests for greater rewards (1).</li> </ul>
myVegas	<a href="#">Lucky Pinata</a>	<ul style="list-style-type: none"> <li>• Landing a full 2 x 2 <i>Pinata</i> symbol triggers the <i>Pinata</i> feature.</li> <li>• Players tap the <i>Pinata</i> to win chips, free spins, and steps towards completing a jackpot meter (2).</li> </ul>
Lotsa Slots	<a href="#">Africash</a>	<ul style="list-style-type: none"> <li>• During respins, players can land special symbols to move up the jackpot ladder, collection coins, and earn extra picks.</li> <li>• The bonus ends in a pick'em that awards coins, extra picks, or moves up the jackpot ladder (3).</li> </ul>
	<a href="#">Kiss the Frog</a>	<ul style="list-style-type: none"> <li>• Players spin to collect letters to spell 'KISS THE FROG'.</li> <li>• Completing the expression triggers a <i>Chutes and Ladder</i> mini-game (<a href="#">video</a>).</li> </ul>

Find All the Recent Releases

Review all features and machines released in the [Data Tool](#)



# APPENDIX



# DEMOGRAPHICS

A survey of 1,299 participants from the U.K. and U.S. were recruited to respond. The data formed patterns of game choices, slots preferences, and playing habits ... producing five distinct personas.

	Demographics*				
	Fame Frank	Money Mike	Daydreamer Denise	Gambler Gail	Sensation Serena
Size	21%	22%	27%	19%	12%
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 are representative of the strength of each player persona.

# 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><b>Market Research</b> <a href="#">Quadrant Strategies website</a></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><b>Player Personas</b> <a href="#">Kinrate Analytics website</a></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><b>Mobile App Store Intelligence</b> <a href="#">Sensor Tower website</a></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"><li>▶ Evaluate app economies and app vitality</li><li>▶ Drive organic growth with the leading App Store Optimization platform</li><li>▶ Get the best global download and revenue estimates for the App Store and Google Play</li><li>▶ Discover top creatives and better shape user acquisition strategy</li></ul>



*“I do not literally paint that table, but the emotion it produces upon me.”*

*– Henri Matisse*

[LiquidandGrit.com](https://LiquidandGrit.com)



[Brett.Nowak@LiquidandGrit.com](mailto:Brett.Nowak@LiquidandGrit.com)

