How interaction design can influence and support RG tools and their effect

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OVERVIEW OF INTERNET USE
ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

GLOBAL OVERVIEW

INDIVIDUALS USING THE INTERNET

5.18 BILLION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

64.6%
YOY: +2.0% (+129 BPS)

YEAR-ON-YEAR CHANGE IN THE NUMBER OF INDIVIDUALS USING THE INTERNET

+2.9%
+147 MILLION

PERCENTAGE OF THE TOTAL FEMALE POPULATION THAT USES THE INTERNET

61.8%

PERCENTAGE OF THE TOTAL MALE POPULATION THAT USES THE INTERNET

67.4%

AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER

6H 35M
YOY: -4.4% (-18 MINS)

PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE DEVICES

95.0%
YOY: +2.8% (+260 BPS)

PERCENTAGE OF USERS ACCESSING THE INTERNET VIA COMPUTERS AND TABLETS

62.6%
YOY: -7.9% (-540 BPS)

PERCENTAGE OF THE TOTAL URBAN POPULATION THAT USES THE INTERNET

78.5%

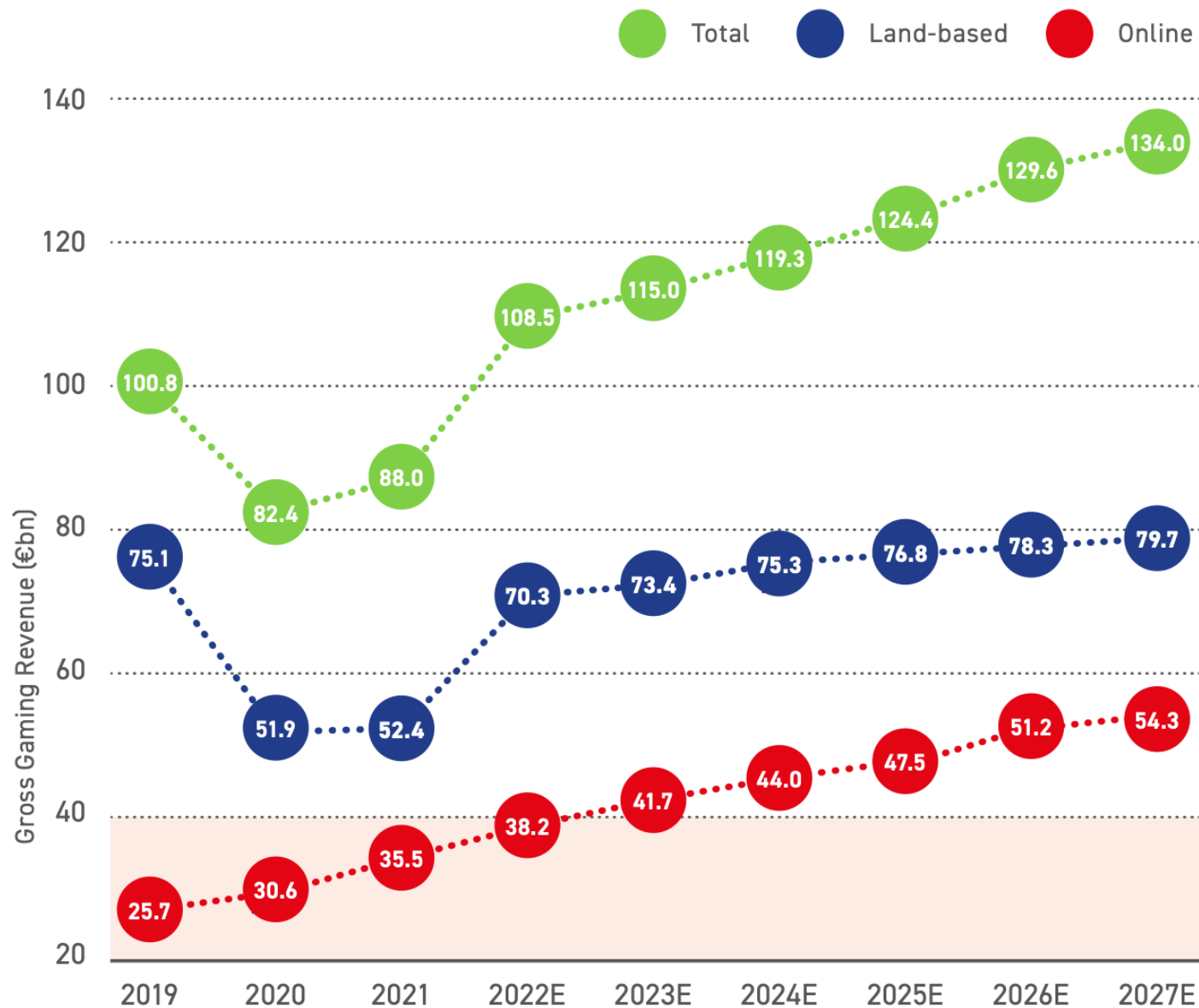**PERCENTAGE OF THE TOTAL RURAL POPULATION THAT USES THE INTERNET**

45.9%

we are social

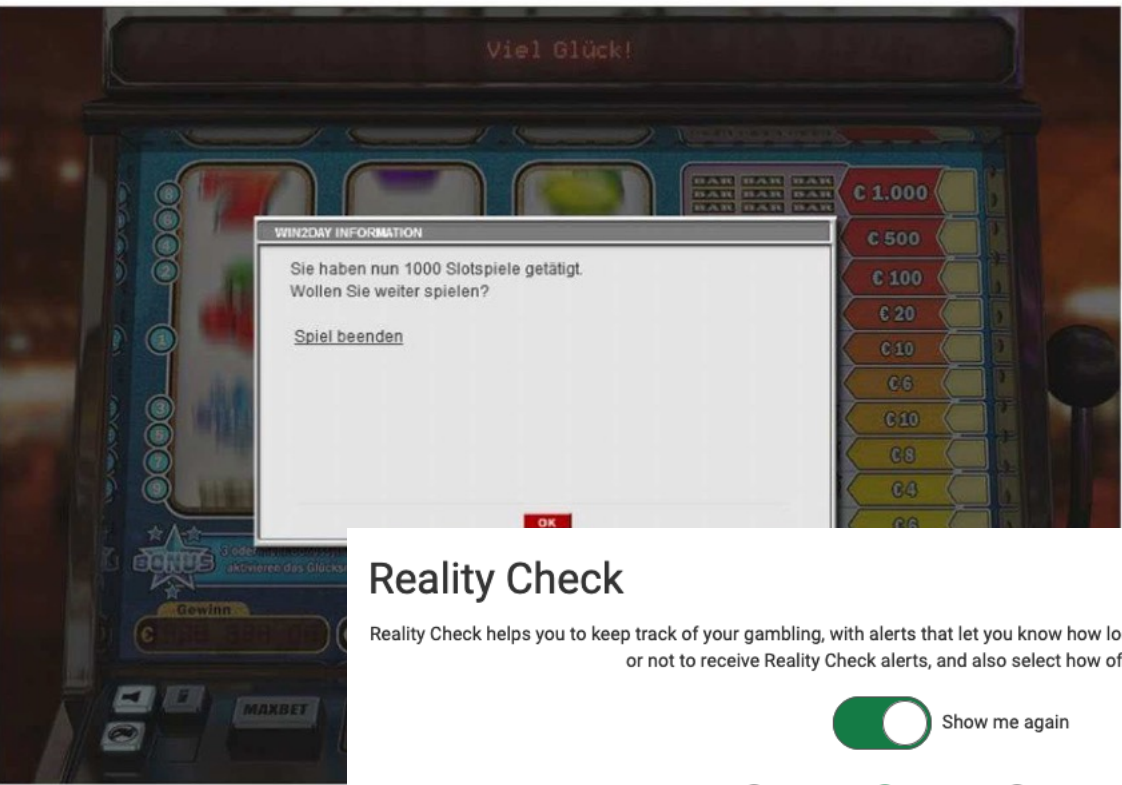Meltwater

Europe's gambling market revenue

Europe's gambling market revenue stabilised in 2022 and reached €108,5bn gross gaming revenue, an 8% increase compared to pre-pandemic levels in 2019 and a 23% rise compared to 2021. This growth was driven mainly by the reopening of land-based gambling venues following the pandemic, with land-based gross gaming revenue increasing 34% to €70,3bn in 2022, accounting for 65% of total gambling revenue. Meanwhile, online gambling revenue increased by 8% to €38,2bn gross gaming revenue, or 35% of Europe's total gambling revenue.

*EU-27 and UK online gambling markets only.
Source: H2 Gambling Capital, December 2022.

Total   **Land-based**   **Online**

Gross Gaming Revenue (€bn)

Year	Total	Land-based	Online
2019	100.8	75.1	25.7
2020	82.4	51.9	30.6
2021	88.0	52.4	35.5
2022E	108.5	70.3	38.2
2023E	115.0	73.4	41.7
2024E	119.3	75.3	44.0
2025E	124.4	76.8	47.5
2026E	129.6	78.3	51.2
2027E	134.0	79.7	54.3

Viel Glück!

WIN2DAY INFORMATION

Sie haben nun 1000 Slotspiele getätigt.
Wollen Sie weiter spielen?

Spiel beenden

OK

You   Low risk   High risk

Updated a minute ago

You seem to have your gambling under control

Everything looks fine. Carry on like this. Would you like to be more in control? Follow the recommendation.

Have you set limits for your gaming?
You can set gaming limits here.

Set gaming limits

DETAILS

Test of your gambling habits

✓ Your test results indicate you are in control and gambling safely.

Your latest results

Risk level per game type

✓ **Bingo** Low risk

✓ **Sport**

Reality Check

Reality Check helps you to keep track of your gambling, with alerts that let you know how long you've been active. You can choose whether or not to receive Reality Check alerts, and also select how often they appear.

Show me again

○ 30 min   ● 60 min   ○ 90 min

My Limits

WEEKLY DEPOSIT LIMIT	WAGER LIMIT	SESSION TIME LIMIT

Set Session Time Limit ⓘ

Limit:
No Limit

Decreases are effective immediately.
Increases are effective 24 hours after entry.

If you have reached your chosen limit, you will be unable to purchase or play games for 24 hours.

Update session time limit

1 hr 30 mins ⌄

REMOVE LIMIT   Save →

...ey that you c...

○ No limit   ● Set a Limi...

Deposit Limit   Every
$1000   ✕   Month (28...

+$10   +$50   +$100   +$500

You can deposit **up to $1000 every 28 days.**

Update limit

...posit   W...   ...ash

POKER SHIELD — PLAY SAFE ONLINE

	DEPOSIT LIMITS	PLAY TIME LIMITS	TIME OUTS	SELF-EXCLUSION
BetMGM Poker	✓	✓	✓	✓
Borgata Hotel Casino & Spa	✓	✓	✓	✓
partypoker	✓	✓	✓	✓
PokerStars	✓	✓	✓	✓
WSOP.com	✓	✓	✓	✓

SPORTS SHIELD — PLAY SAFE ONLINE

	DEPOSIT LIMITS	PLAY TIME LIMITS	TIME OUTS	SELF-EXCLUSION
888 sport	✓	✓	✓	✓
FANDUEL	✓	✓	✓	✗
FOX BET	✓	✓	✓	✓
DRAFT KINGS	✓	✓	✓	✓
BetMGM	✓	✓	✓	✓
Casino Delaware Park	✓	✓	✓	✗
Dover Downs Hotel & Casino	✓	✓	✓	✗
Harrington Raceway & Casino	✓	✓	✓	✗
BetRivers	✓	✓	✓	✓
William Hill Sportsbook	✓	✓	✓	✓
Borgata Sports.com	✓	✓	✓	✓
bet365	✓	✓	✓	✓
theScore Bet	✓	✓	✓	✓
UNIBET	✓	✓	✓	✓
SUGAR HOUSE	✓	✓	✓	✓
Barstool Sportsbook	✓	✓	✓	✗
parx Casino Sportsbook	✓	✓	✓	✗
CAESARS Casino & Sportsbook	✓	✓	✓	✓
WynnBet	✓	✓	✓	✓
POINTSBET	✓	✓	✓	✓
GOLDEN NUGGET	✓	✓	✗	✓

The design of the interaction between a user and product with focus on usability, wording, visuals, timing, and behavior, and how a user experiences said product

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Before

There are 6 unsaved changes:

| Save Changes | Revert Changes | History | x Clear |

After

Save Changes ⑥   🗑 ↺ 🕐

Before

☹

No data

After

No matches found

3 filters applied

Clear Filters

Before UX

Account:	7088476
Current Balance:	$6,258
Monthly Growth:	22%
Last Sale:	7/06/20
Account Rep:	John

After UX

Account: 7088476

CURRENT BALANCE:

$6,258   ↑ 22%

LAST SALE: ACCOUNT REP:
2 Week Ago   **John**

How Spillepuls has used behavioral and interaction design
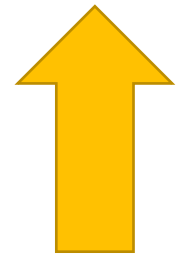
Interaction design

Early phases

Behavioral design

- Who would use this?

- What are the current behaviors?

- Why would they want to do the desired behavior?

- Why are they not doing it?

Interaction design

- Who are they?

- What are they currently doing?

- When should they do this?

- Where are they (in the system)?

- Why should they do this?

- How should they do it?

Create phase

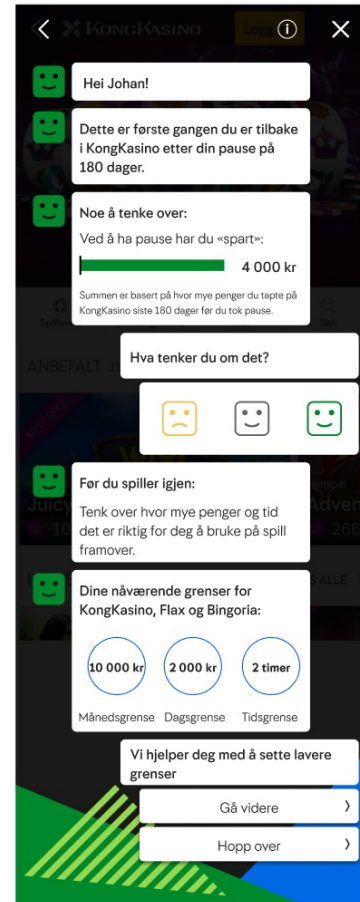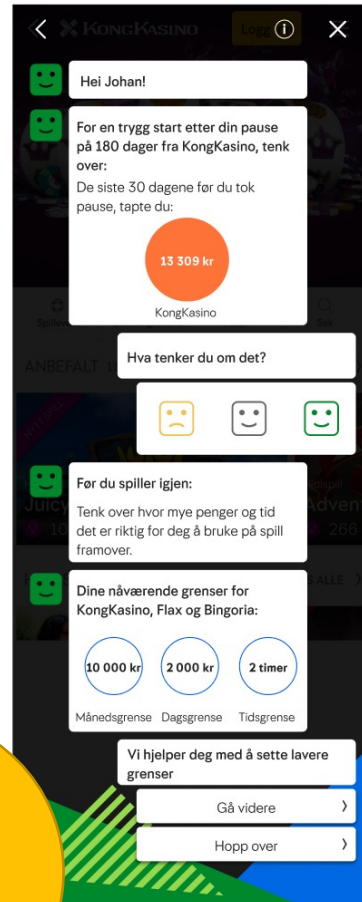## Behavioral design

- What principles to use?

Interaction design

- How should it look?

- When should it be seen?

- Where should it be located?

- How should we encourage the action or change?

K.I.S.S. – Keep it simple stupid

Spillepuls´ first couple of pilot tests

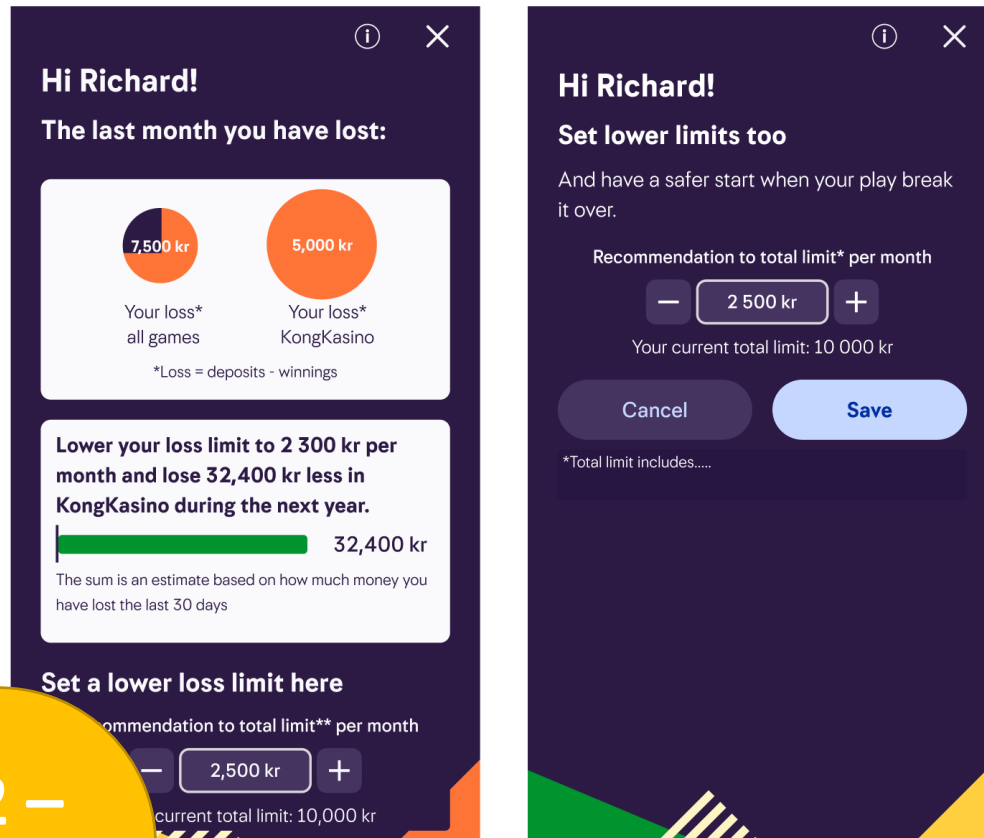BD – behavioral design; ID – interaction design

2.5 – 4.5%

- Simple, positive or negative motivation, remember the positive or negative (BD)

- Chunking information (ID)

- Reflection (BD/ID)

- Current information (BD/ID)

- Two choices (ID)

- Opaque background (ID)

- Triangles at the bottom and smiley (ID)

Now…

After 16 unique and 5 adjusted pilots

Hi Richard!

The last month you have lost:

7,500 kr

Your loss*
all games

5,000 kr

Your loss*
KongKasino

*Loss = deposits - winnings

Lower your loss limit to 2 300 kr per
month and lose 32,400 kr less in
KongKasino during the next year.

32,400 kr

The sum is an estimate based on how much money you
have lost the last 30 days

Set a lower loss limit here

commendation to total limit** per month

2,500 kr

current total limit: 10,000 kr

Hi Richard!

Set lower limits too

And have a safer start when your play break
it over.

Recommendation to total limit* per month

2 500 kr

Your current total limit: 10 000 kr

Cancel   **Save**

*Total limit includes…..

12 – 40%

- Chunking information (ID)

- 1-3 pieces of information (ID)

- Reflection (BD/ID)

- Current information (BD/ID)

- Recommendation (BD/ID)

- Dark background and triangles at the bottom (ID)

Current tools	Behavioral design	Interaction design
There but not visible or actionable enough	Current behaviors, motiviation, and what behavioral principles to lead to desired action	Who, motivation and why, timing, look-and-feel, and the experience

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