HOW DO PLAYERS USE A RESPONSIBLE GAMBLING TOOL?

WHY USER INTERFACE DESIGN MATTERS

Natalia Matulewicz

Head of Product and User Experience, Playscan

The SNSUS Conference, Stockholm, June 2015

@jag_natalia

natalia@playscan.com

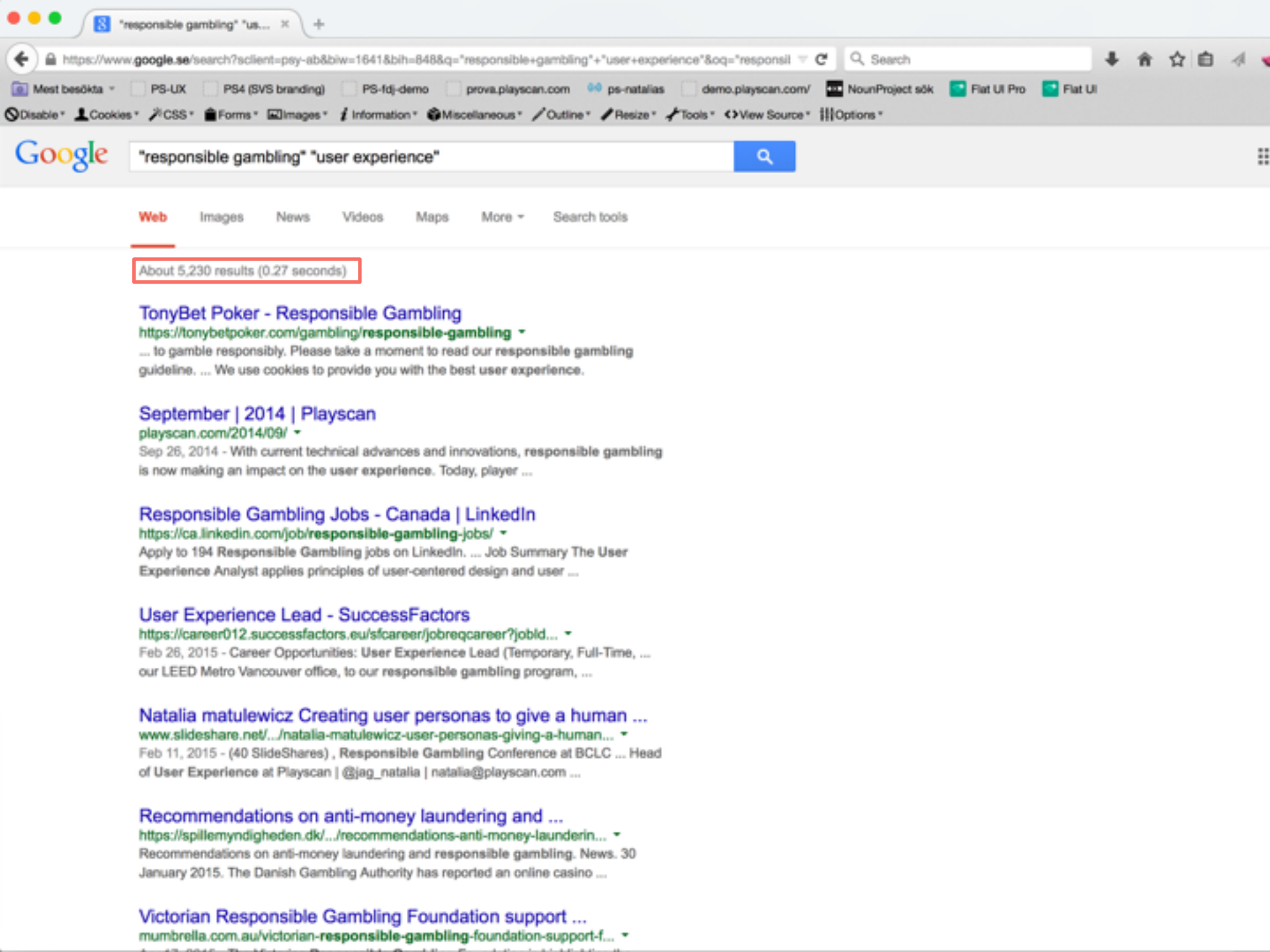
I WORK HERE...

Responsible gambling

User experience

Responsible gambling

User experience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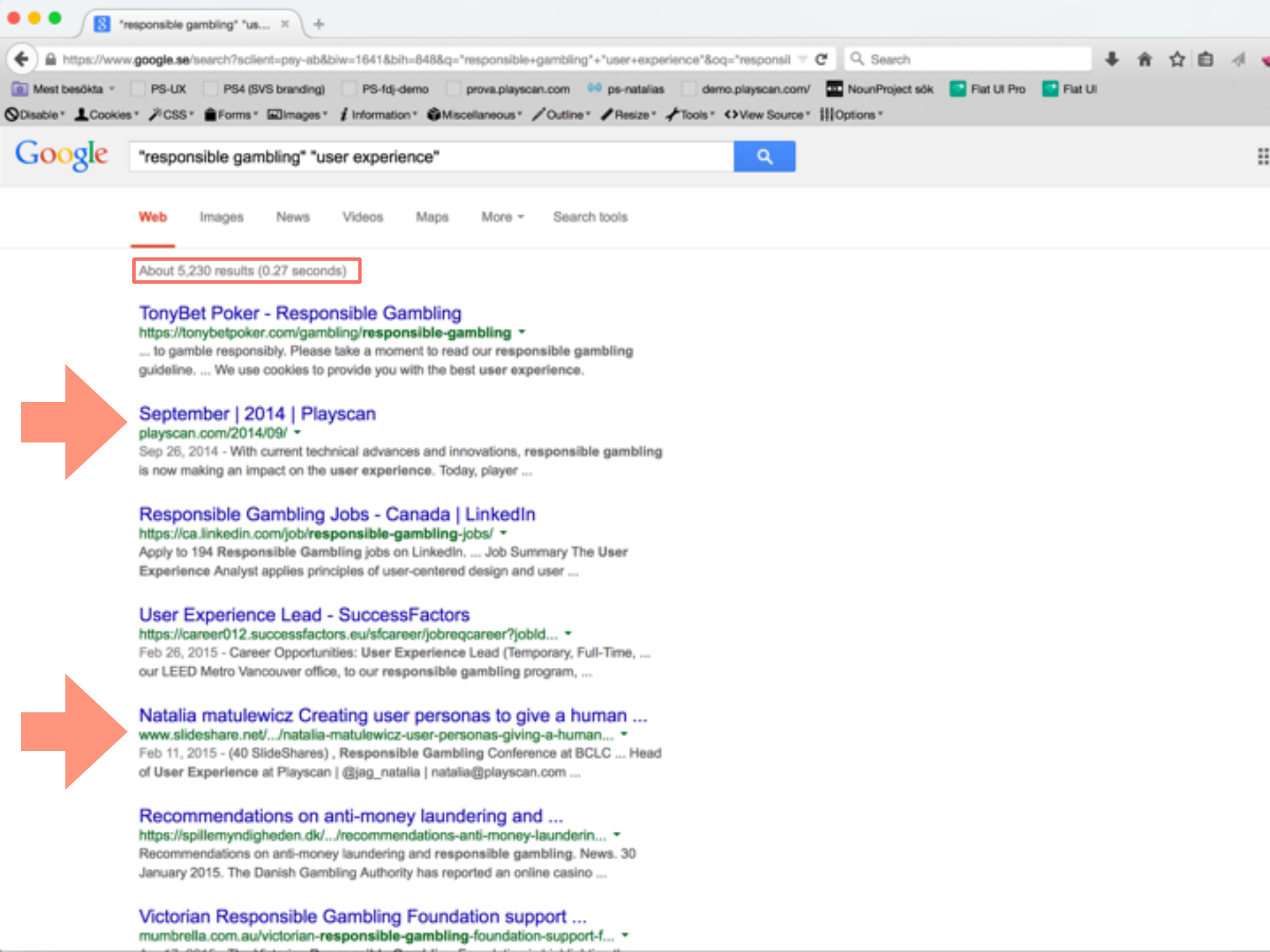
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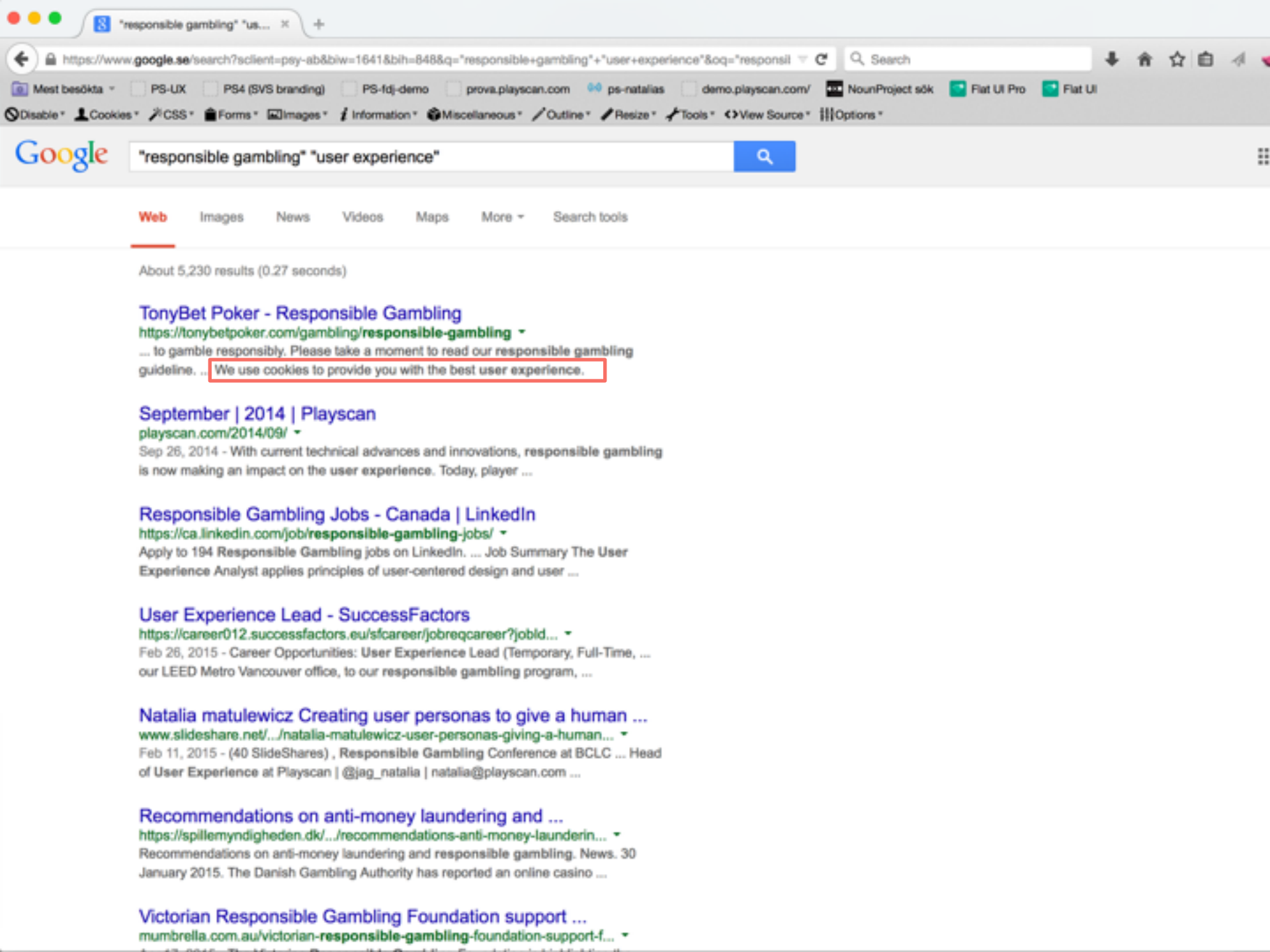
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Responsible Gambling

Please Gamble Responsibly

Responsible Gambling

Affiliate Program

Software end user license agreement

Responsible Gambling

Play Responsibly

At TonyBet we aim to provide our customers with a safe and fun environment for wagering in gambling actvities. In order to achieve this goal we provide players with a wide range of options to ensure that they gamble responsibly. These measures include: Deposit Limits, Self-Exclusion or Opt-Out, Information on Keeping Control, Problem Gambling Questionnaire and Parental Controls.

Underage Gambling

TonyBet takes the issue of underage gambling very seriously and understands the responsibility it carries regarding this matter. TonyBet rules and regulations clearly state that the company does not accept clients under 18 years old. All TonyBet clients are subjects to age verification procedure and must provide us with a document proving their age and identity. Should TonyBet find any customers violating the underage gambling rules and regulations, it reserves the right to report such users to the state authorities as well as forfeit any winnings that may have been obtained.

Deposit Limits

Every TonyBet user has the from 24 hour till one month limit on how much money they can deposit in the specified time period. The deposit limit can be reduced at any time. However, if the customer requests an increase on their deposit limit, it can take up to 7 days before the request is processed. The player deposit increase requests are carried out by an automated system and our customer service

SO FAR THIS YEAR…

250 000 UNIQUE VISITORS

50 000 SELF ASSESSMENT TESTS

6 000 SURVEY RESPONSES

7 USER INTERVIEWS

THE AT-RISK PLAYERS

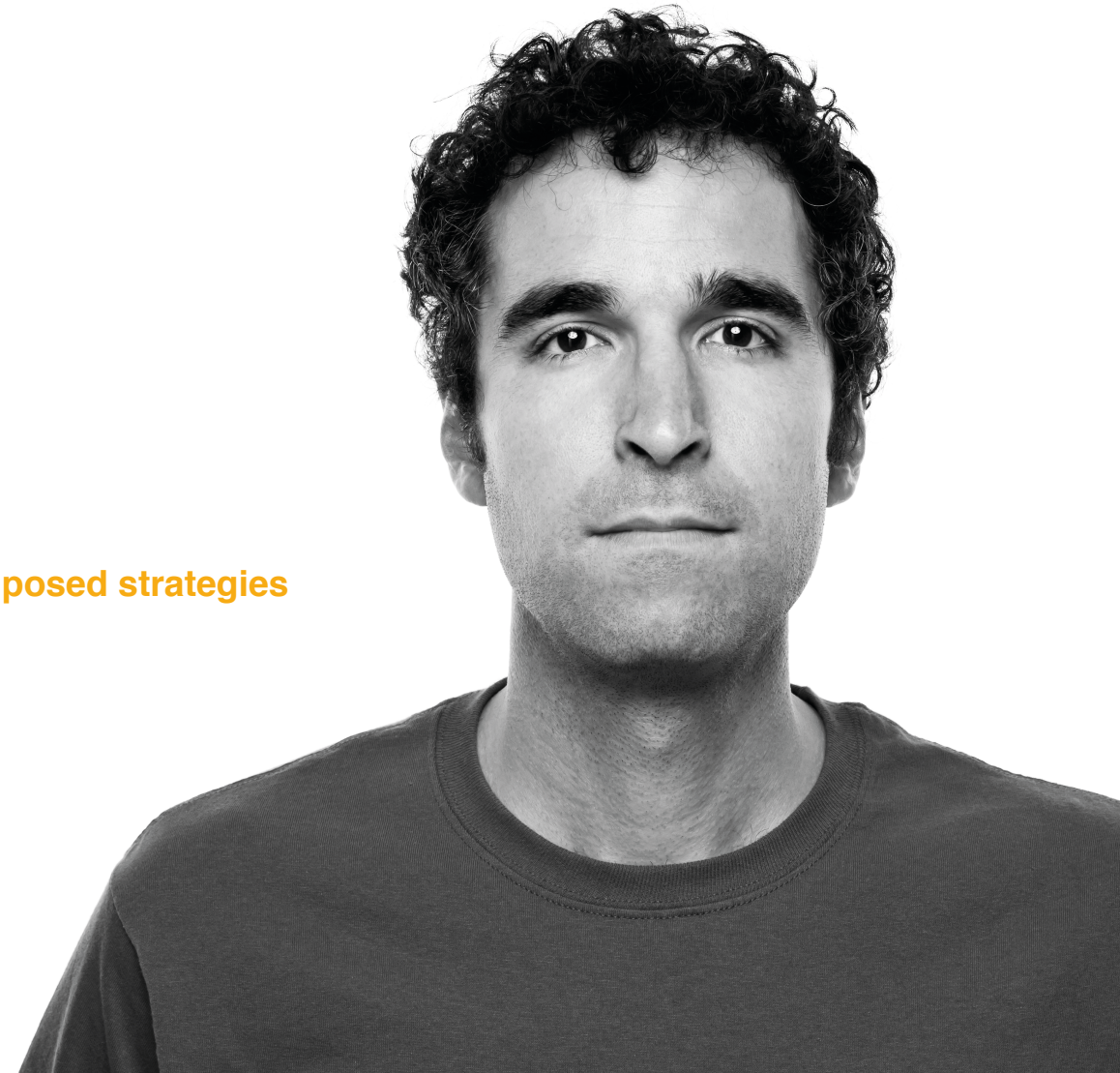
Diverse group

Gambling is important

- Social
- Normalised

Have experienced losing control

Motivated to stay in control - self imposed strategies



LET'S TALK

USER INTERFACE DESIGN

IT MATTERS

USER INTERFACE DESIGN

IT MATTERS

USER INTERFACE DESIGN

A LOT!

ACTIVATION PAGE

- Sense of security
- Explain Playscan
- Explain why to activate
- Attractive communication - a movie

ACTIVATION PAGE

- Sense of security
- Explain Playscan
- Explain why to activate
- Attractive communication - a movie

n=12 300

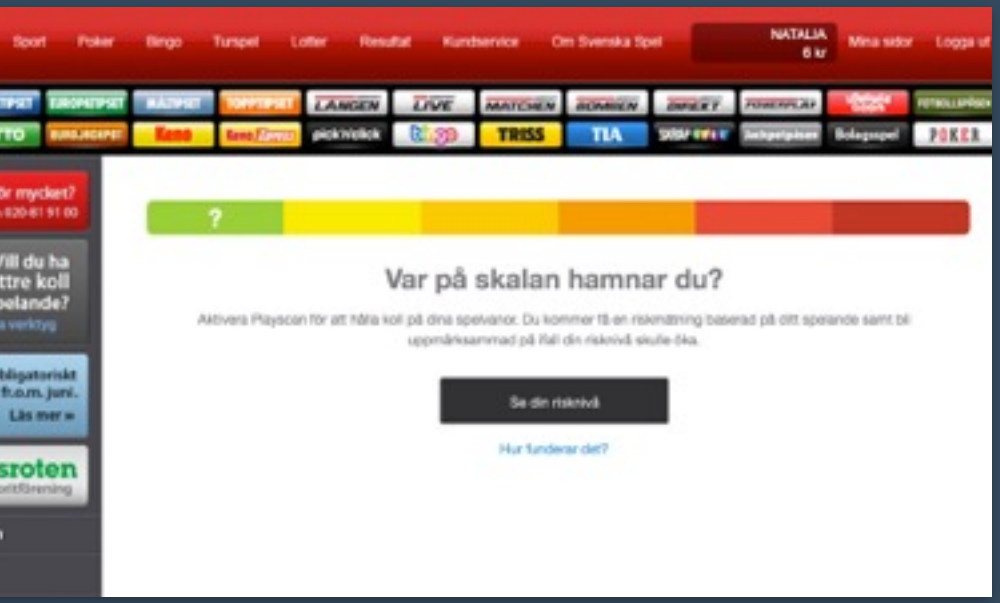
We believe that:

By applying usability principles, we will get more at-risk players to use the RG-tool.

ACTIVATION PAGE

- Sense of security
- Explain Playscan
- Explain why to activate
- Attractive communication - a movie

n=12 300



ACTIVATION PAGE

- ~~Sense of security~~
- ~~Explain Playscan~~
- ~~Explain why to activate~~
- ~~Attractive communication - a movie~~

- Focus on the player - not Playscan
- Familiar words
- One button - no choices
- Transparency - what will happen when I click the button?
- Help and documentation available - for those seeking it

n=12 300

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A LOT!

ACTIVATION PAGE

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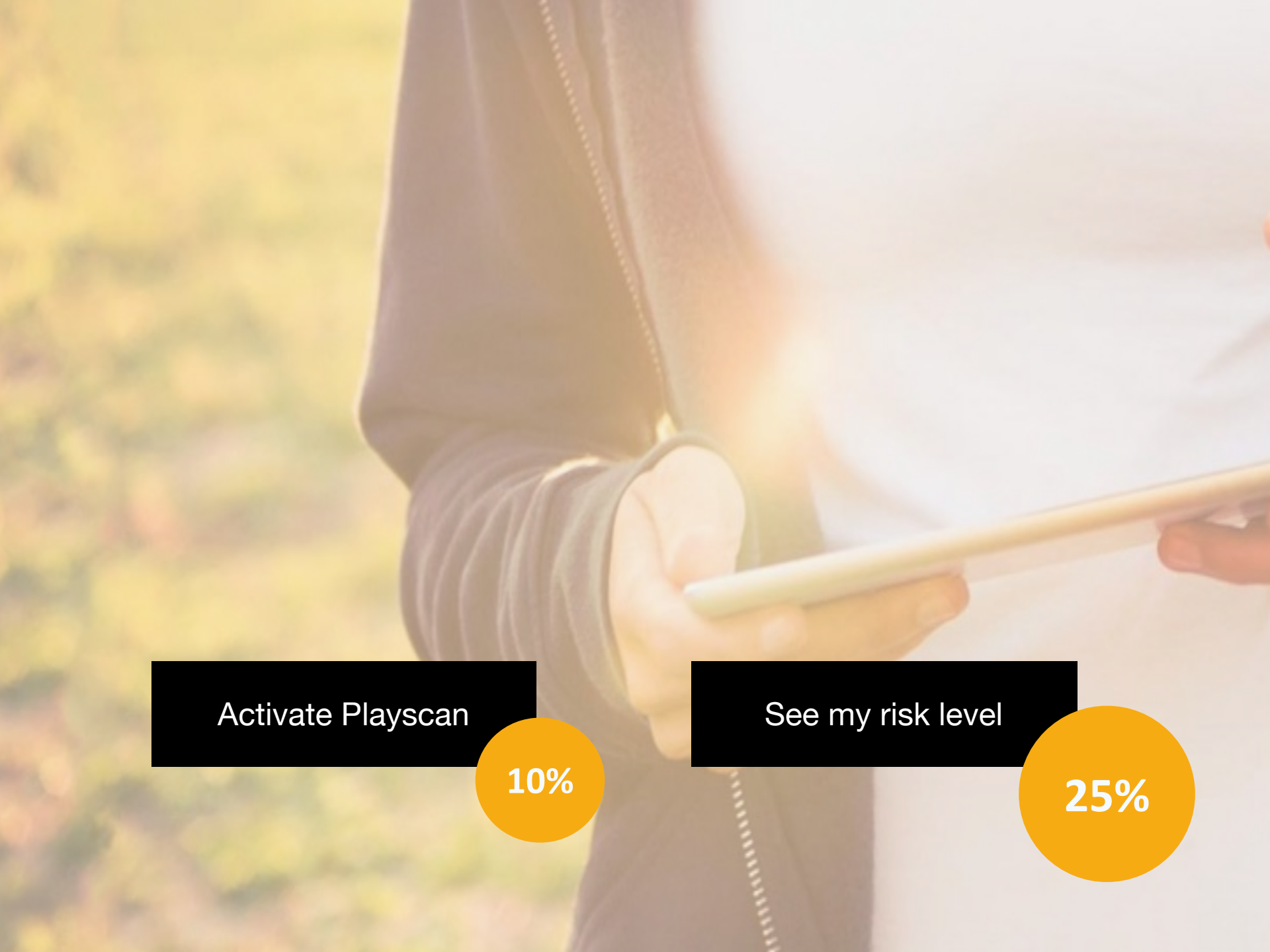
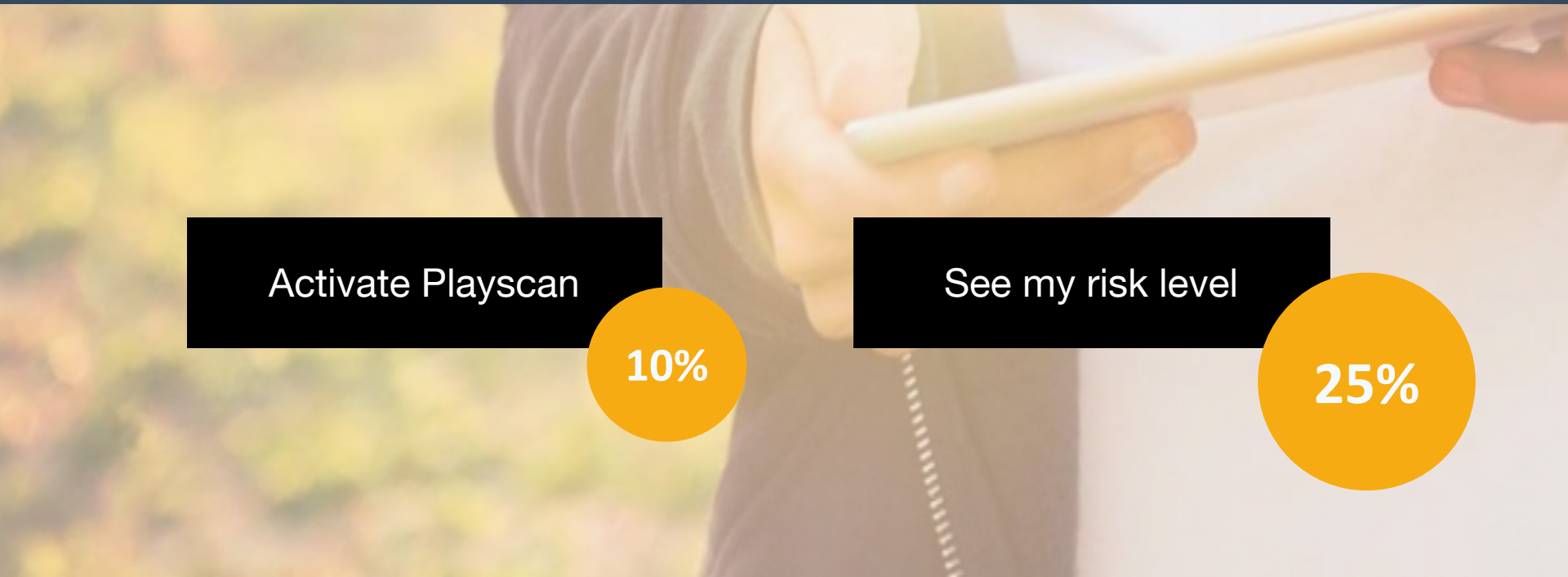

Activate Playscan
10%
See my risk level
25%

Small and apparently insignificant details can have major impacts on people's behavior. A good rule of thumb is to assume that "everything matters".

- Richard H. Thaler & Cass R. Sunstein, NUDGE



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Persuasive Technology

“Interactive computing systems designed to change people’s attitudes and behaviours”

- B.J. Fogg

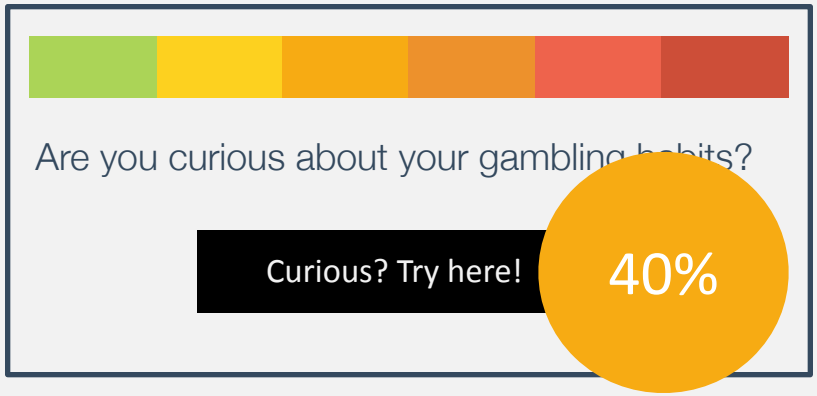
Persuasive Technology

“Interactive computing systems designed to change people’s attitudes and behaviours”

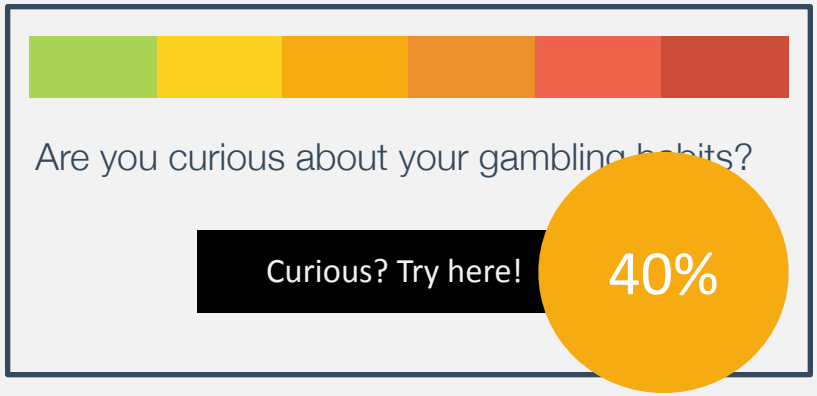
- B.J. Fogg

We believe that:

By applying persuasive design principles, we will get even more at-risk players to use the RG-tool.


Are you curious about your gambling habits?
Curious? Try here!
40%

n=68 000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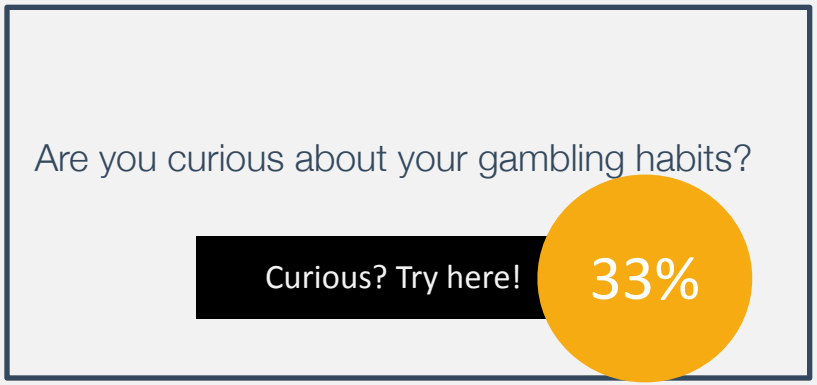
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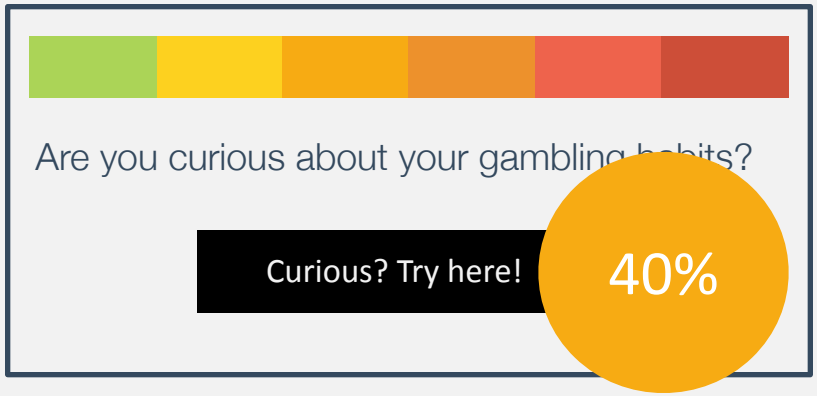

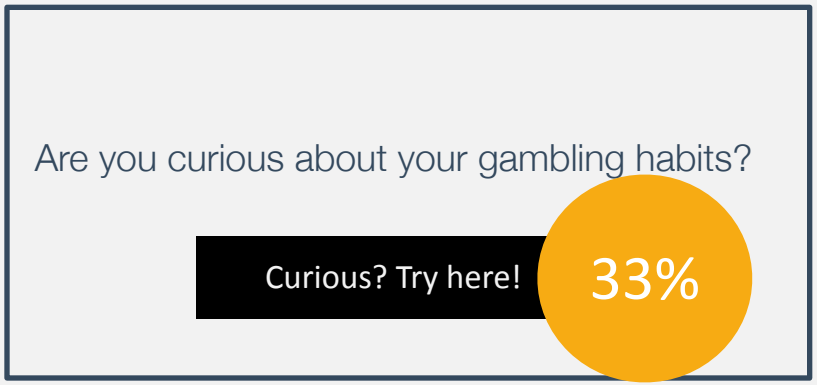

SOCIAL PROOF

COMMITMENT

SENSE OF URGENCY

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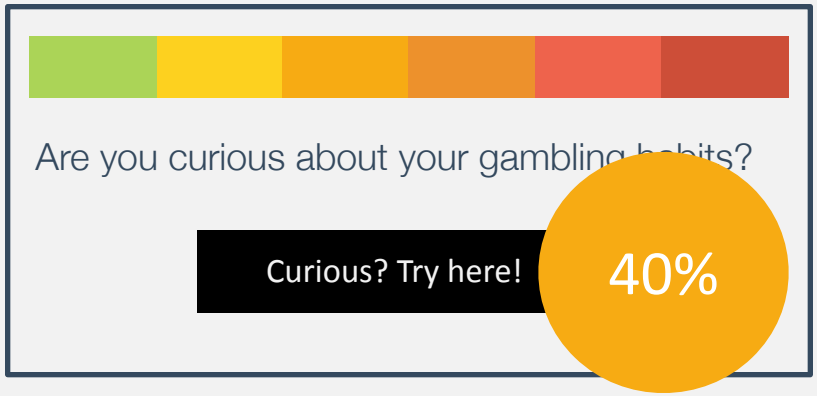
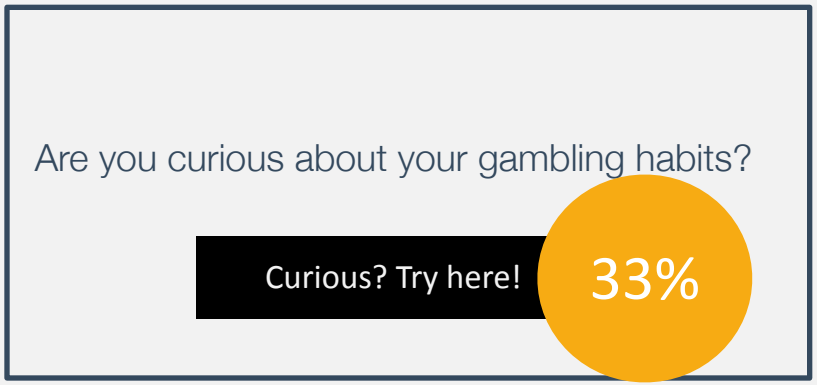




SOCIAL PROOF

More than 100 000 players already keep track of their gambling habits. Check out yours!

See my risk level

COMMITMENT

Keeping track of your gambling habits is important, wouldn't you agree?

Yes, I want to keep track of my gambling

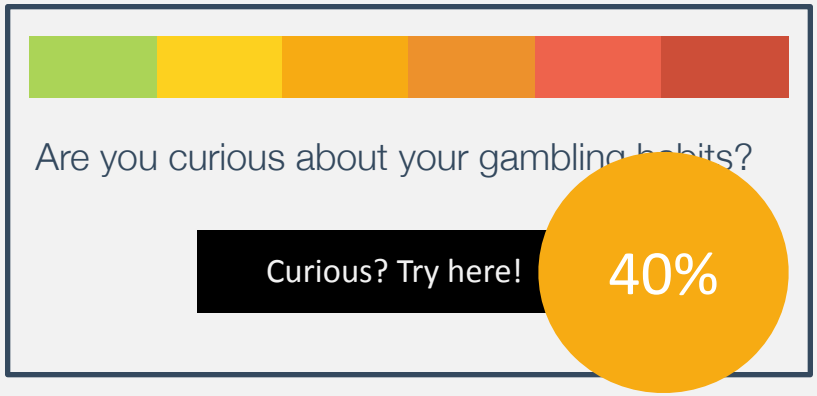
SENSE OF URGENCY

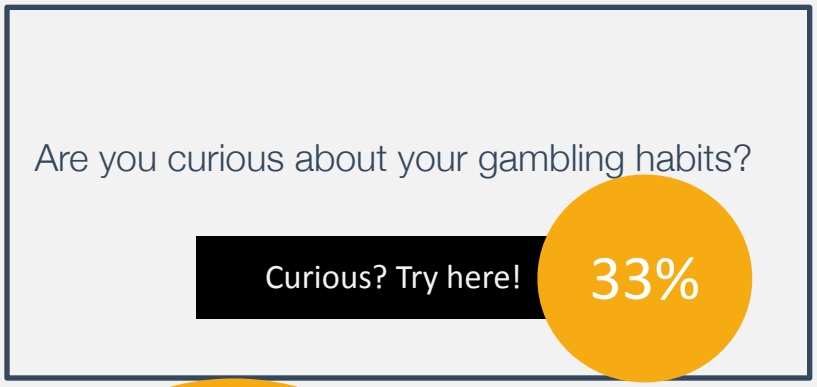
Have you checked out your risk profile yet?

Go ahead!

See my risk level

n=68 000





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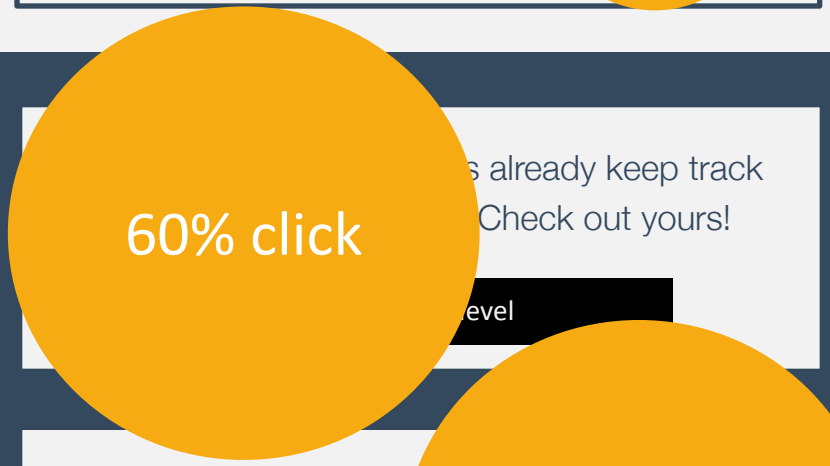

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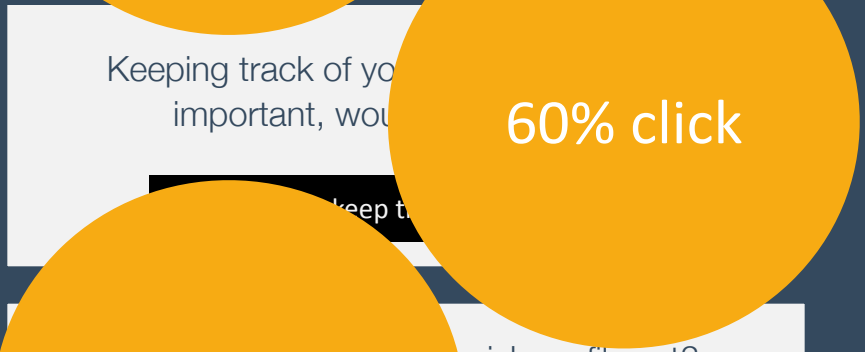

SENSE OF URGENCY

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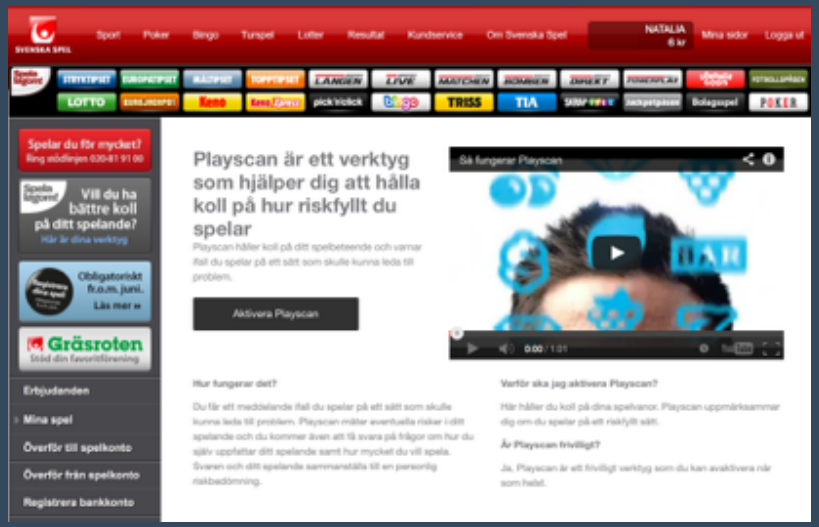
10%



60%

More than 100 already keep track of their gambling habits. Check out yours!

See my risk level

Keeping track of your gambling habits is important, wouldn't you agree?

Yes, I want to keep track of my gambling

Have you checked out your risk profile yet?

Go ahead!

See my risk level

n=68 000

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60%

A LOT!

More tha

track of your gambling habits is important, wouldn't you agree?

Yes, I want to keep track of my gambling

Have you checked out your risk profile yet?

Go ahead!

See my risk level

58 000

Recognizing Gambling-related Problems

Brief screens can help people decide whether to seek formal evaluation of their gambling behavior. You can find one recent screen, the Brief Biosocial Gambling Screen (BBGS)*, below. The 3-item BBGS is based on the American Psychiatric Association's Diagnostic and Statistical Manual of Mental Disorders (DSM-IV) criteria for pathological gambling. Following the BBGS, please indicate how you feel *right now* about your gambling by clicking below the statement that best describes your feelings.

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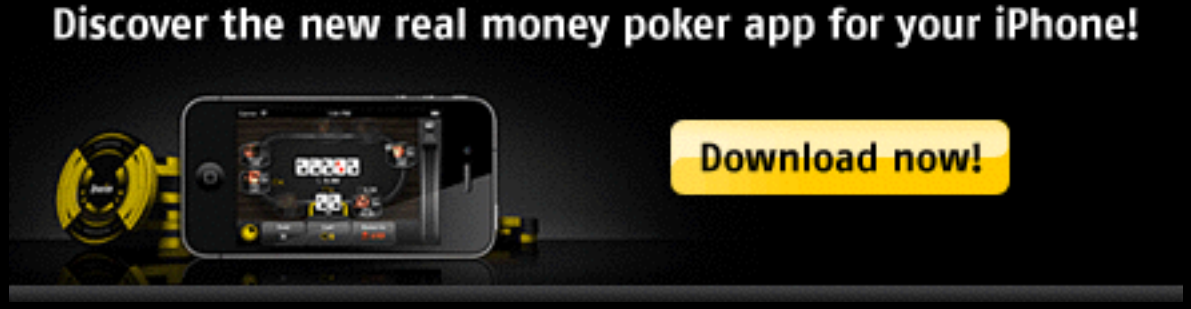

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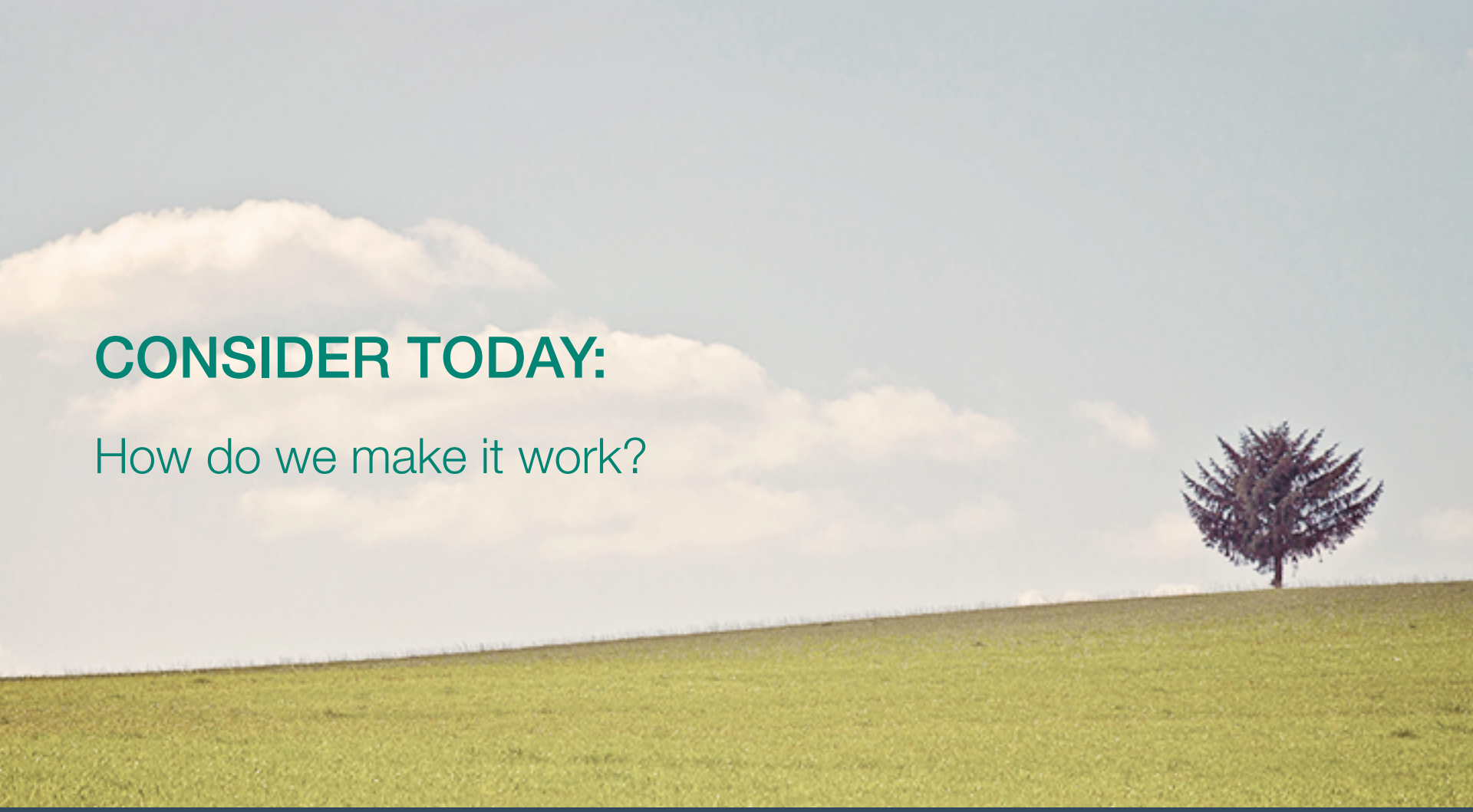

CONSIDER TODAY:

How do we make it work?

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