



New Playgrounds: The Future of Game Design

next-generation experiential personalized play



The Changing Landscape of Game Design

- The Evolution of game design
- Understanding today's player



Numbers & Stats of Today's Players

- **73%** of players say they are more likely to stay engaged with games that adapt to their preferences and offer personalized content .
- **72%** now play games on mobile devices and cross-platforms.
- **59%** expect multi-play experiences for dual gaming
- **58%** believe that game developers should prioritize accessibility

Key Takeaway for Today's Players

- Leverage **player data** to empower the player with curated experiences, personalization with **targeted and specific** journeys.
- Develop **connected play** for **greater wallet share** by keeping the player in your ecosystem.
- Ensure **completely accessible play**; including WCAG guidelines but also **going beyond digital** to think about the full in-person experience.

Human-Centered Design in Gaming

- Human-Centered Design
- Support evolving user behaviors and expectations



Player Habits and Total Experience Design First

- **30%** increase in engagement of players on casino platforms Casino platforms that incorporate social media and leaderboard features.
- **58%** of casino cruisers use real-time messaging apps to stay connected and organizing meet-ups.
- **60%** of players aged 18-35 following casino game streamers and influencers on platforms like Twitch and YouTube.
- **78%** of online casino players use a second device while playing.

Key Takeaway for Evolving Player Behaviors

- Think **beyond traditional marketing**; partner with content creators and encourage sanctioned filming.
- Focus **new player acquisition** efforts in new places; find players where they are and **welcome them** to where you are.
- **Enhance game play** with making device use easy and connected; **strengthen your brand and player loyalty** online and in-person.

Player Feedback: The Power of Listening

- Research and feedback loops
- Case Study: Feedback-Driven Innovation



Ask Players What They Want and They Will Tell You

- **62%** of players are more likely to continue playing a game if they feel their feedback is being **listened to and acted upon**.
- **2.5x** higher adoption in games design with HCD principles (accessible controls, **intuitive interfaces**, customizable features) within the first 6 plays.
- **41%** of players **spend more money** on games that **evolve** based on player-driven content updates (feedback = revenue).



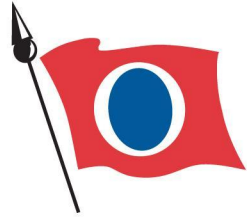
FANDUEL FACEOFF

Key Actions

- Constant feedback with players
- Streamlined FTUE
- Cross-Wallet enterprise funding
- Develop “container” for iteration

Major Successes

- Exceeded M1 revenue target
- Exceeded target demo (F 24-49)
- Ease of adding new games



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Key Actions

- Streamline card-in & folio FTUE
- Promote sportsbook partnership
- Extend casino beyond the walls

Major Successes

- Decrease in staff drain for FTUE
- Increase in play-time
- Increase in customer satisfaction

Key Takeaway for Designing For Players

- Immediately **implement a player feedback loop** vehicle (direct discussion, survey, community forums, beta testing).
- **Design all aspects** of your experience from first-time user experience (FTUE) to wallet funding to card-in; **not just the game.**
- **Iterate and inform** your players when new changes have been made; **reduce the burden** on staff and **excite players.**

Inclusive Game Design: Frictionless Experiences

- Designing for all players
- Frictionless experience with connected game play



Ask Players What They Want and They Will Tell You

- **76%** of players state that they are more likely to continue playing games that **prioritize inclusivity** in their design.
- **72%** of players **expect connected gaming experiences** as a standard, with **higher engagement** rate where supported.
- **30%** increase in retention for games that **remove barriers to play**—such as long loading times or complex interfaces to **get started**.

Want to know a secret?

In my hundreds and hundreds of hours of direct player research, there are three key points that are ALWAYS surfaced:

1. Casino drinks take too long to order/receive
2. Perks/comps are hidden, or player status is unknown
3. Players want personalized experiences (from staff and game play)

Key Takeaways

- ❖ Research gives us the insights to build better **experiences**.
- ❖ Human-centered design puts the player at the heart the **game**.
- ❖ Inclusivity ensures we reach and resonate with a broader **audience**.

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