Custom score 1

Number of blank cells in the board. This is the simplest heuristic we can get after relaxing constraints on the original problem.

Custom score 2

Difference of legal moves of current player and opponent player along with hashing of heuristic score for the game state

Custom score 3

Sum of legal moves of both players. This is another relaxation of heuristic of custom score 1 taking only legal moves.

As we can see on hashing custom 2 gave better results as it could go to deeper depth in the same time then if we were not using hashing. Custom1 and custom 3 are more general heuristic and could lead to wrong path thereby a slighlty less winning percentage.