

Mathias_People&Culture

Lisa Minchenkova

Now it's been recorded, so thank you so much for participating in this test. All you need to do is to think aloud. There will be no right or wrong answers. You will just need to think what crosses your mind. I will You will be given a link which you need to follow and then you will be redirected to a Figma wireframe. There there will be instructions which you can read and step by step you will be guided what you need to do.

Lisa Minchenkova

Before we start, I want to ask you 2 social demographical questions just for me to create a table of participants later. Could you please share how old are you and how would you estimate your level of how much you're familiar with the card games?

Mathias

I'm 40 years old and I'm familiar with certain card games to so. Real card games.

Lisa Minchenkova

Do you want to know which kind of you may say what kind, what kind of card games you can play and to estimate your skill from, let's say beginner, intermediate and trophy?

Mathias

Yes, so I can play Romi, the German Romi. I'm fairly good. Momo, of course, and Uno. I play these kind of games, Scott. I don't. I don't have any idea how it works. For me. It's rocket science. And yeah, I tried some card games that are unknown, maybe with friends. But yeah, that's it.

Lisa Minchenkova

And the level you would say?

Lisa Minchenkova

In general, from beginner to profi, are you in between? In between yes, then intermediate.

Mathias

Intermediate, Yes.

Lisa Minchenkova

All right, then let's go to the test itself. I'm opening this screen, so here is the link. Let's click on it and follow the instructions. Yeah, yes.

Mathias

OK, let's headline.

Mathias

OK, choose one of the two games Solitaire or generally click on it.

Mathias

Now click Solitaire.

Mathias

OK, I think I go with Relax with Classic Solitaire card game or join the solitaire community.

Lisa Minchenkova

Could you explain why?

Mathias

I don't like so much competition. I I rather play for my own, for my own relaxation.

Mathias

I don't like fast-paced competition where you have to be aware all the time and master of solitaire. I don't want to become a master, I just want to play for myself. Yeah, and I'm only not so much about earning something or winning something. It's more for relaxation for me.

Lisa Minchenkova

OK. Thank you for sharing.

Mathias

And this community feature I also like.

Lisa Minchenkova

Then you need to choose one of them and click on.

Mathias

It and I click on Relax with classic solitaire card game share with you.

Lisa Minchenkova

Yeah, the pages scroll.

Mathias

OK. Thank you.

Mathias

I like the idea that they bring the classic the classic aspect of the game or the classic look of the game, but I think I would not install it because the cards it's too small to touch here and it just looks outdated so looks too odd the. The screen doesn't look very nice to me.

Mathias

Should I click on Finish or what?

Lisa Minchenkova

Could you share please, how the ads that brought you to this product page influenced your perception of the game developer in terms of expectations of what you can see on this page?

Mathias

What I think about the game developer. OK, So what I also always look are the pictures of course and read about briefly. What I look a lot of times is data safety, but how they my data is used and what kind of data is used if I see that? They they want my contact data or some data access to, I don't know, calendar entries or something. Then I then I think why do they need it and I don't want to share it. And then that influences my decision if I want to install the app or not. Not only for games with with every app and of course I also look through the.

Mathias

Reviews.

Mathias

I read negative reviews but I know that many people write negative reviews when they are angry and or they want to. I don't know disturb the developers or if it's repetitive the same problem all over again then then I think. OK, I'll read further. Also a lot of people write yeah, after three seconds I get advertising and this this app is nothing more. It's more advertising than playing games then I am prone to, but I tend to not install it.

Lisa Minchenkova

And in this case, do you still feel that this developer is trustworthy?

Mathias

OK.

Mathias

What I like is that they answer to the customers reviews. So this means there's a team behind it also they're right with V we are sorry and we help you and something is thanks all of of our community. So I think they take some efforts to to keep the community so they have customer support or community team.

Mathias

They don't collect too many data, it can be played offline. It's also cool.

Mathias

Yeah, maybe this section here could design a little bit more nicely the top and also they could design images a little bit better. More in writing, but I think. So far they look good to me. So I I could install it and try it out.

Lisa Minchenkova

Thank you so much for sharing.

Lisa Minchenkova

I think we can finish the experiment. OK, we you have answered all my questions and I really appreciate your important to my master thesis.

Mathias

You're welcome. You're welcome.

Lisa Minchenkova

Thank you. I'll stop recording now.

Lisa Minchenkova

Yeah. And hopefully I will get this.

Kathleen_Product

Lisa Minchenkova

Thank you so much for participating in this research and helping me with the data collection. You will be shown a link which will redirect you to the Figma wireframe and there there will be instructions step by step what you need to do.

Lisa Minchenkova

Basically all you need to do is to think aloud. There is no right or wrong answer. You just need to express what comes to your mind when you're asked to do so. All right then I will share my screen and you just need to close with tab and here we are. This is the name.

Kathleen

OK, so I just read you.

Lisa Minchenkova

You need to click on it and then Oh yeah, it will be redirected.

Lisa Minchenkova

Read Yeah.

Lisa Minchenkova

And before we start I want to ask you 2 short questions. Can you please say how old are you? And also, if you can play card games, Yes.

Kathleen

So I'm 31 years old and I can play many card games.

Lisa Minchenkova

How would you estimate the level of your mastering? Like card games? Yeah, like a beginner, intermediate or profit.

Kathleen

Depends on the games, but I would say for some games very good and for most games like intermediate.

Lisa Minchenkova

All right. Thank you.

Kathleen

All right.

Kathleen

OK.

Kathleen

Solitaire punching. Click it.

Kathleen

And so now I have to explain why our cloud, why I chose it. OK, so I would choose. Oh, I should not have clicked.

Lisa Minchenkova

Yeah, but maybe.

Kathleen

I remember I clicked on the relax with a classic gin gin rummy card game. So I choose this one because when I play games on my phone it's to mostly to relax or pastime. I don't have friends who play really online that I would be interested to play with and I'm not really super into competition like be the best or. Play for this thing. So usually if there is like the Relax side of it, it's something that I'm interested in. I like when it looks nice in the app and I can play and just enjoy also the visual and with that stressing myself too.

Kathleen

That was it, right? Yeah.

Lisa Minchenkova

OK. Sharing.

Kathleen

You'll see a product page of the game on Google Play. Explore it.

Kathleen

On your device, discuss how the ad influence perception of the quality and developer's integrity. So this seven question discuss how the ad influence your perception. The ad. This is not the product page, as I'm going to see the headline I saw before, right?

Lisa Minchenkova

OK, I'll try to remember the questions and you know, forget it. The pages scrollable.

Kathleen

Oh, OK.

Kathleen

Nice birth for you.

Kathleen

It's not clickable, just forever, OK?

Kathleen

And I cannot see more screenshots.

Kathleen

I don't think I would download it because I don't like the way it looks just because of that. And I have to admit that for me I know that the description is also important, but if I don't like the visual. Even if the description fits what I want, like relax the classic card, I won't download it. So here I think the visual looks a bit poor quality.

Kathleen

So no.

Lisa Minchenkova

What is your perception of developer integrity? I'm up to seeing the product page.

Kathleen

The developer integrity. What do you mean by that?

Lisa Minchenkova

How much they're trustworthy and.

Kathleen

Yes.

Lisa Minchenkova

How do you feel about the developer?

Kathleen

So I would not have a super strong opinion on the developer just by that, but it really gives me like a low quality vibe and I would imagine that the the the whole game feels. A bit like that. This is not what I'm looking for. And also I know that they have like good ratings, which is really a different thing. Two first, ratings with a super badge. Rating is already in my mindset like, OK, yeah, that doesn't seem super, super high quality and really good for the users.

Lisa Minchenkova

All right then. Thank you for sharing. OK, you have answered all my questions and thank you so much. You are contributing. I will stop the recording now I. Hope it helps, that's for sure.

Stella_Marketing

Lisa Minchenkova

Thank you so much for participating in my experiment.

Lisa Minchenkova

So you will be shown a link which you need to click and then you will be redirected to a finger by A-frame. Then there will be instructions. So you will be guided step by step what you need to do. If you will have any questions, you can ask me and I can support you with this as well.

Lisa Minchenkova

But basically all you need to do is to think aloud. There is no one or right answer. You just need to say out loud what crosses your mind when you ask to do so. All right then I'm opening there.

Lisa Minchenkova

Google yes.

Lisa Minchenkova

So here is the link.

Stella

OK, I'm clicking.

Lisa Minchenkova

Keep trying and a short question before we start, could you please say how old are you and if you're familiar with any card games, and up to this estimate the level of proficiency between beginner, intermediate and profi? For each game you mean for just Generally if you say yes I can play some card games than to think on average what is your level of proficiency in those games.

Stella

OK great, so I'm 31 and I know how to play for sure gin ramen below, but I managed for Gin ramen say I have an intermediate level for below to say beginner 1. And miss. I also know some other card Greek games, but I also know poker, it's it's considered a card game and also I have an intermediate level. There is some other ones that I don't remember right now.

Lisa Minchenkova

Thank you for sharing.

Stella

OK, so I should also read this right?

Lisa Minchenkova

Yeah, but yeah.

Stella

Should I?

Lisa Minchenkova

Oh no, just a short remark here. Please share before you click on the.

Stella

Headline. Yeah, the You mean answering what I'm clicking? Yeah, OK, yes.

Stella

OK, so I clicked for Jinrami. Game and now I'm choosing one of the five headlines.

Stella

OK, I'm choosing Relax with classic Gene Rammy card game because this is probably the kind of player I am. I am playing games just to relax and don't have a goal to compete with each others or meeting new people. So This is why this headline would would attract me the most.

Stella

OK, OK, so now I'm thinking about the instructions of the experiment experiment about the Google the product page of Google Play.

Lisa Minchenkova

This page is scrollable.

Stella

Oh, OK.

Stella

OK.

Lisa Minchenkova

So now is there any questions after this or no? Those ones were the last ones?

Stella

So, OK, could you remind me?

Lisa Minchenkova

Sure, you were asked to share if you would like to install this game to your device and to share how the ad that you clicked before this headline influence your perception of the game developer if it's met your expectations somehow.

Stella

OK, OK, there are several factors actually that would influence me of downloading the app or not. One, because I'm working in this industry, would be the developer. I I know. Bit bomb and I know that.

Stella

Their games are have really good visuals, so I would probably trust this game to download.

Stella

Also, I'm not sure that the headline is totally messed with the this game. I don't have this relaxation feeling seeing this screenshot, but it's. It makes me must think about a more competitive or playing with others game. But on the other hand I would download the game in any way because I would give it a chance. I'm not very influenced by the product page.

Stella

I would say probably that I would like to try it by myself, and if I was not satisfied, I would.

Lisa Minchenkova

Uninstall it So my final answer it would be like that the it's not meeting my expectations of a relaxing game, but otherwise I would download it I see.

Stella

Yes.

Lisa Minchenkova

So then I think we can finish our test. Thank you so much for contributing to my research and for your time. I will start the the recording now and save the.

Stella

OK, that's that's.

MD_Project

Lisa Minchenkova

So first of all, thank you so much for participating in my experiment. I really appreciate it. You will be shown a link which you need to click and then you will be redirected to a figma setup. There there will be instructions so you will be guided step by step and all you need to do is think aloud. There will be no right or wrong answer. You just need to say what crosses your mind.

Lisa Minchenkova

And before we start, I want to ask a couple of demographic questions. Could you please say how old are you if you can play any of card games and estimate your average proficiency in those card games? If you can play any in three categories, either Beginner or intermediate or profi?

MD

OK, I'm 36. I play only one card game. That is, I cannot be translated. It's in Bangladesh. It's something close to Scott, but not Scott.

Lisa Minchenkova

There I'm medium OK.

MD

That's it.

Lisa Minchenkova

That's the only game I know how to play, so thank you all so much for sharing. Now I will share my screen and we'll show you the link. The link is here. Please click it and start the list.

MD

You have to tell me. So I have to think out loud, right?

Lisa Minchenkova

Yeah. Just think out loud, OK?

MD

All right, so I will read it.

MD

Imagine yourself settling into a cozy evening at home, casually scrolling through your Facebook feed. As you navigate, an intriguing ad catches your eye. It's for a card game app. This picks your curiosity and you look closer at the ad's headline.

MD

OK, so I Click to continue.

MD

Instructions of the experiment. Number one. Choose one of the two games, Solitaire or Gene Rummy. Click it.

MD

I don't know where to click it, so Click to continue. OK, so now I can continue.

MD

I will click Solitaire and the next instructions of the experiment #2.

MD

You will see a set of Facebook headlines. What about this headline stands out to you? Select one and explain why it was chosen by you. Please share why you didn't choose the other headlines. Click the headline Chosen so I'll continue. And there's headline Are you a winner? Show us your skills. Become a master of solitaire. Join the Solitaire community, relax with classic Solitaire card game Play and earn rewards in Solitaire. I will choose join the solitaire community because if I'm in Facebook for an example, I'm generally there because it is a community platform and I'm looking for community. So I will be looking for options to be in activity that is community related. So that would might be my first choice to be in the community to do something together. Why wouldn't I choose the other? Do I have to explain everything? Some of them I'm not playing, usually for competitive reason so much so am I a winner. So that's not for me become a master. Maybe that would be because I'm in a generally casual and relaxed feeling. I'm not into so much challenge at that moment. Relax with classic Solitaire card game. That could be my second choice. Play and earn reward. That is also same reason as like am I a winner. I won't choose it, so I would choose Join the Solitaire community.

MD

All right Instructions of the experiment Five You will see a product page of the game on Google Play. Explore it.

MD

Please share whether you would install the app on your device. Discuss how the ad influenced your perception of the game's quality. And the developer's integrity?

MD

Click to continue.

Lisa Minchenkova

This page is scrollable so.

MD

You can. All right. So I see a Google, I mean the Google Play Store, and I see a ad Solitaire. Classic card games.

MD

I see the I I immediately look at how many downloads are there and how many, how much review is there and what's the review. I see that's a lot of download and very good review for almost 250,000 review. That already gives me trust about the app.

MD

There's some screenshot.

MD

About this game.

MD

Usually if I like some, I like some app that is advertised. I don't read so much about the description anymore because I know what to expect. That's what I would do.

MD

Data safety is not something that I usually read and. I will definitely read the review. So first the bad review, which maybe I will read a little bit, but I won't be so concerned because I see a very good review for 250,000 people, which gives me a feeling that OK, there might be something bad that I can accept. And now if I really like to play Solitaire and I would try for a community game, then I would actually try it out. To install and now I should. I don't know what happens if I click finish OK. Thank you.

Lisa Minchenkova

Maybe just one short question, from what you saw on the product page, how did did the ad that that you clicked met the expectations what you wanted to see on the page?

Lisa Minchenkova

So how the visually in general? So can you feel that there were some feelings like negative or positive ones?

MD

OK yeah I think the first feeling a bit like it's it was visually it was a bit dark to me the the main picture that was on the top, this background was black and I yeah, I my first feeling was.

MD

It's not welcoming. It's more a little bit like, OK, there is a you're going to a secret room to install this app. And that was my feeling. So my immediate thought is, OK, it's such a, yeah, dark and it's not like bright and welcoming. But then when I saw the review and the number of review, that gave me a big trust actually. So then it over. Took it easily. Didn't think so much anymore.

Lisa Minchenkova

I see. Thank you for sharing. You're welcome.

Lisa Minchenkova

And yeah, thank you so much for investing your time into my research. I will stop sharing right now.

MD

OK, Yeah. And how was it?

Felix_Product

Lisa Minchenkova

So thank you so much for participating in my research. You will be shown a link which you need to click and then you will be redirected to the Figma setup. There there will be instructions what you need to do step by step. But if you have any questions you also can ask me. All you need to do is think aloud. There is no wrong right answer. Just say what crosses your mind. And before we start, I want to ask you a couple of questions.

Lisa Minchenkova

Could you please say how old are you, if you're familiar with any card games and how you can, how can you whenever just to make your level of proficiency in them?

Felix

Sure, yeah. So I'm 26 years old in terms of card game familiarity. So since I work at a gaming company, the product manager but Jin Rummy, I know this game quite well.

Lisa Minchenkova

Other than that, I just know a few classic card games like Uno or also poker or a bit of solitaire, But I don't play card games that often actually in real life and level of proficiency from beginner to prophy.

Felix

Intermediates, I would say. I mean, I only, yeah, let's say, really know three or four card games.

Lisa Minchenkova

All right. Thank you for sharing. Now I will share my screen with you. No, it's not this one.

Lisa Minchenkova

And here is the.

Felix

Thank you.

Felix

I read out loud.

Lisa Minchenkova

Or it doesn't matter. If you want to, doesn't matter.

Felix

OK, choose one of the two games tickets.

Felix

Click to continue. OK, a bit bias here.

Felix

Facebook headlines.

Felix

OK, so I just choose the one that stands out the most and I explain why.

Lisa Minchenkova

I didn't also explain why you didn't choose others.

Felix

OK, understood.

Felix

And in terms of stand out, just OK, the one I like the best, But then, yeah, yeah, sure you're winning shows your skins.

Felix

OK, OK. I don't see the other ones anymore. Now where was I? Not meant to click on it yet. Sorry. Because now I don't see the other ones anymore, so I cannot say 1 by 1. The reason I chose the first one is I like the fact that it has a question like it gets me more engaged. So I feel like even though it's just a text on the screen, I feel like someone's actually talking to me and like I think about it more actively. And yeah, also like winning like generally I would say when I play card game then semi competitive. So yeah, like. Being a winner kind of feel as good, which is why that one stood out the most to me.

Felix

Yeah, now I don't have all of the other ones anymore, so I cannot comment on them individually. I think they had like exclamation marks, so like they tried to get a statement across, but I just feel like the one that asked me a question directly is the one that spoke to me the most.

Lisa Minchenkova

Mm hmm, Thank you for sharing.

Felix

OK.

Felix

Page of the game and Google Play install.

Lisa Minchenkova

Yeah, are the pages scrollable?

Felix

OK, yes, I'm quite familiar on this. So Gin rummy stars. So this is one of our main competitors here for the gin rummy game that we have here at Game Duel.

Felix

I mean, what can I say? Definitely, I know that they're. The UI appeals to a younger audience. What I like, I think like overall in terms of like the the interface and the interactability. So what I can see here from the screenshots is that I like that the game is quite colourful and it seems quite intuitive and easy to play. I also like that you actually play like in horizontal mode, so then you see your cards nicely spread out.

Felix

Other than that, yes. So the review seemed quite good, 4.7 out of five. Also almost 200,000 reviews and over 5 million downloads. So it seemed pretty legitimate. It's been reviewed by a lot of users, of course. Then yeah, looking at the description about this game, I mean, a lot of this is just done for ranking, right? They like choose the keywords that apply the most. So not that relevant for me as a user. I mean all all gaming companies will say similar stuff like online for free, best game you will ever play. I have to actually download it to experience it. But based on the screenshots, if I'm in the market for a Gin Rummy game like, I think the screenshots are definitely quite appealing and it's a game that I would install. But I would really have to play like a couple of games to decide whether I want to keep playing this specific Gen. rummy game or not. I think the description is not so useful for me generally. Look, when I download a game from the app or play store, I just look at the reviews so that the score and the screenshots and then based on this I make a decision whether to download it or not.

Lisa Minchenkova

After you click the specific headline and then you are redirected to this product page, do you feel that our expectations you had were met?

Felix

Well, the headline I clicked was about if I'm a winner, so here at least like without being able to expand about this game, so just seeing the first 2-3 sentences. It doesn't directly speak to me because here it's more about community, like friends or great players from all around the world and do you love playing? So it's more about the love for the game and the interest of the game. So I think for the headline that I clicked on about being a winner, I would have expected more like competitive text or something related to like leaderboards or rankings or being able to prove that I'm the best. So that should have actually like shown up like higher in the description.

Lisa Minchenkova

So then I think we can finish our experiment. You have answered all my questions.

Lisa Minchenkova

Thank you so much for your time and for contribution to my research. I will stop sharing my screen and stop recording now.

Baki_UXR

Lisa Minchenkova

So you will be shown the link which you need to click and then you will be redirected to the Figma setup. Then there you will be guided step by step. But if you will have any questions, you also can ask me regarding the rules. All you need to do is to think aloud. There is no right or wrong answer. Just say what crosses your mind And before we start, I would like to ask you a couple of questions.

Lisa Minchenkova

Sure. Please share. How old are you, if you're familiar with any of card games, and how you can estimate your average level of proficiency in those?

Baki

So I'm 42 years old and I've been playing games since four years old, but it was mostly computer games and I played card games very casually with family and friends. Like once every year kind of thing. Almost. But since I still start working here I play a lot more than I do and I also use a test demo as well. So I'm kind of proficient but not as good as someone who has been playing for a while.

Lisa Minchenkova

All right, thank you for sharing. Now I will share my screen and here we are. This is the link.

Baki

OK, so I click it and we'll see what it clips.

Baki

Letting yourself settling into a cozy evening at home carries this gone through your first field as you navigate as you can add kit to your eye. It's for a card game of this pic pics your query curiously and you close friend. OK, choose one to two games. So Terry Origin the second and last and not to you. So I do. So I don't want to explain why it's please share why

you didn't choose the other headlines. Click the headline. OK, so this is a compound question first of all. So you might want to separate these questions into multiple questions so so that people can remember what they were supposed to do. Because I I have ADHD and I keep forgetting stuff. So there, right. For example, well, I was reading this. I already like I was reading this. I already forget this one. And so I recommend you to not make compound questions like this. Let's see.

Baki

All right.

Lisa Minchenkova

Oops.

Baki

OK, did I use a set of Facebook headlines about deadlines? Turns out to you? OK or you show us your skills. Become a master Sutter. Join the Sutter committee. Relaxing words.

Baki

So if I was like hardcore solitary player, I would probably go with become a master. Maybe because like proficiency in in what I do, I'd like to pursue this. This would intrigue me. Would also intrigue me if like when I click it, I would also think. I would expect a game that tracks my progress and gives me feedback as I'm alone so that I can I can be better off myself. So I would probably choose this instead of other ones.

Baki

So are you a winner? Show us your skills that I didn't really catch my attention because like the winner loser concept doesn't really appeal to me. I play games for fun, and fun doesn't always mean winning, right? So during the solitary community.

Baki

So if I'm playing this like a hardcore gamer, I would also almost probably have some friends. I'm not sure like the community part of it, like it's it's intriguing. But I wouldn't know what to expect if I click this. Like what kind of community I'm moving it into a bunch of people who I don't know and that trick like talking what's what's what's behind it. So I'm not sure what to expect from this. That's why I wouldn't choose it. But it is also interesting about this comment part. Relax with the classic so the card game, I think it's a little bit generic. Relax, like.

Baki

Some games can be like intensive and still fun, so it didn't really catch my attention about this play. NR rewards and solitary. So whenever I play a game for rewards I always lose.

Baki

So that's why I don't gamble. So this didn't catch my attention at all.

Baki

So I would choose this, use a prior page of the game and please share whatever it is. Discuss the influence. OK, nice, nice, nice. So, so the classic card game, the image didn't really catch me catchy, so it looks a little bit old. So is the screenshots. I mean it's too small

to to look at it at most. I mean obviously if I could look at maybe it will pop up a little bit bigger so I can see. But still, I think these cards are too small for for the screen. I'm not sure. With this green and this color didn't really catch my attention. It does look like an old retro game because this this animations was there since the windows was there. So it's just an old looking retro kind of thing. Maybe it's still a bit resonated with me a little bit. In that sense, the classical, OK, second, top three card card games, OK.

Baki

Usually they have more information when you click on this right? So it gives you how many, like if it's multiplayer or whatever, all that information. I usually take it like attention to these feedbacks because if 223,000 people have voted 4.8 then it must be good, like it must be resonating with lots of people. So I will consider this as a good. Follow like a continue point to download the game. If this was like 3.53 ish then I would have held my suspicions. Seeing a -1 in the in the first comment is is also a bit suspicious. But still, if 200,000 thousand people said five, then the first like, I don't really care about what what they say, but the people, the developers seem to be very respondent because apparently they responded this.

Baki

So it's nice. It means they are taking correctly care of care of their community. They didn't respond to this one because they gave they gave 4, but maybe this they respond this one Interesting and that's pretty much it. It looks like would I install the game according to? Yes, maybe because high ratings definitely social proof works on me. That's why I would at least try and.

Baki

100 megawatts was it, It's was. It's also important for me to choose sometimes technical details, but it usually happens to be in the footer. I guess it's not available at here, but it's also available in multiple forms and devices. So it's nice because I also have a tablet that I play games with. It should be important for me to play in both devices.

Baki

So yeah, I would have looked at the megabytes of how many megabytes this is, but it shouldn't take take too much.

Lisa Minchenkova

So I would just instrument and could you please share how did the ad that you clicked, how did the ads that you clicked influenced your perception of the game and the game developer once you saw this product page?

Baki

So I came here with with with the sense that I would like have. Improve myself my my game and whatnot so I can become a master. I don't really see much information about the multiple respect or how I will improve myself. That part I didn't find to be to be honest. But I don't necessarily remember why I was I I came here like like like I said like it's maybe because of my like situation with ADD and whatnot. But like if I was deliberately looking for a game with social elements and if I don't see it here, then I would definitely not install it. But since I'm I'm a hardcore gamer and want to try and improve myself still, like maybe it's not

available information here, maybe still available information in this arrow that I didn't see then installing a small game and seeing it for yourself. Sometimes it's easier. So I would just install it.

Lisa Minchenkova

All right. And I think we can finish our experiment. Thank you so much. You have thank you have answered all my questions and thank you for my research. I will stop sharing my screen now and stop.

Jana_Marketing

Lisa Minchenkova

First of all, thank you so much for participating in my experiment. I'm very very much so.

Lisa Minchenkova

You will be shown a link which you need to click and then you will be redirected to a Figma setup. OK, there you will be guided step by step, so there will be instructions. But if you have any questions, you also can ask me. All you need to do is to think aloud. There is no right or wrong answer. You just need to say what crosses your mind. Yeah. And before we start, I want to ask you a couple of questions. OK. Please share.

Lisa Minchenkova

How old are you? If you're familiar with any of card games and estimate approximate level of proficiency from beginner to profit if you play any of card games, OK.

Jana

So I'm 36. I'm quite familiar with a lot of card games. Proficiency Across the card games. I know. I would say 70%.

Lisa Minchenkova

All right, thank you for sharing. Now I will share my screen and here is the link. Please click on it.

Jana

All right.

Jana

OK, imagine yourself sitting into a cosy evening at home.

Jana

OK, understood.

Jana

I go for solitaire. All right, Headlines, are you a winner? Show us your skills. Become a master of solitaire. Join the Solitaire community. Relax with classic solitaire card game play and earn rewards in Solitaire. All right.

Jana

The one most appealing to me would be Relax with Classic Solitaire card game because I'm in a cosy living room so I want to just relax and not do something with too much effort.

Lisa Minchenkova

So I would go for that And now other headlines could you? Oh, sorry quickly. Why you didn't choose them?

Jana

There was nothing that was drawing me not to choose them. It was more this one was more my favorite. I also like the the one was like winning, kind of going a bit more to the competition.

Jana

But yeah, just the relaxing was more appealing than the others. Thank you.

Jana

OK so we have a Google Play store.

Lisa Minchenkova

This pages scroll.

Jana

All right. We have a solitaire game, triple dot studios, really good ratings. That's always a good indicator. Also a lot of ratings, a lot of downloads. That's. Usually what I'm looking for first. Then we have some screenshots. Train Your Brain, Classic Solitaire, Retro Solitaire.

Jana

The screenshots look a bit like too empty for me for my taste. I would have imagined a bit more going on here, but I mean Solitaire, so probably it's good.

Jana

The best way to play the classic card games you know and love? Most popular card game in the world.

Jana

Passions. That's how we called it when I was small. Passions, I didn't say Solitaire.

Jana

All right, that sounds all pretty good. Data safety. I usually don't read so much in detail when I decide for a net. I just assume. We'll be OK. Ratings are really important for me, so this one looks almost too good. So could be something fishy, but I would definitely give it a try. And what do we have as comments?

Jana

So they're running ads but you cannot close. That's bothering some people.

Jana

The rest is mixed results. All right. I mean, I like card games. It has a good review, looks decent.

Lisa Minchenkova

I would give it a try and can you please share how the ads that you clicked at the beginning of the test influenced your perception of the game developer once you landed on the product page?

Jana

I would say the page I saw was fitting the relaxed theme because I didn't see anything about tournaments or rankings or winnings. It was just like gameplay, so that really fit well. The developer mostly made a good impressions based on the ratings and number of downloads.

Jana

Yeah, if I would have clicked on one of the win or Be best headlines, I would have expected more like different screenshots.

Lisa Minchenkova

Basically at least one of them I see and thank you so much.

Lisa Minchenkova

You have answered all of my questions. OK, I will stop recording now together with the screen sharing.

Philipp_Accounting

Lisa Minchenkova

First of all, thank you so much for contributing to my research. I really appreciate it.

Lisa Minchenkova

You will be shown a link which you need to click and then you will be redirected to FEMA Setup. There there will be instructions so you will be guided step by step. But if you have any questions regarding the rules, you also can ask me. All you need to do is to think aloud so there is no right or wrong answer. You just need to say out loud what crosses your mind.

Lisa Minchenkova

And before we start I would like to ask a couple of questions. Could you please share how old are you, if you can play any card games and if you can to estimate the level of proficiency?

Philipp

OK, OK. I feel like I'm 41 years old and I do know. A couple of card games, I mean especially German ones like Romy. So our latest app, I know the rules and pretty familiar with it. I'm not a pro, I lose often, but sometimes also playing with the family. And apart from that, yeah, like the other app we have like Momaul kind of Uno game. I know it's pretty simple game. Proficiency. I don't know.

Lisa Minchenkova

I just from beginner to profies.

Philipp

Intermediary. I mean, I know the rules, you know, maybe I'm not very strategic, but yeah, I win from time to time. That's good. The same maybe in Rome.

Lisa Minchenkova

All right, thank you for sharing. Now I will share my screen and so here is the link this one.

Philipp

This one here, OK, sounds intriguing.

Philipp

close it to its headline.

Philipp

OK, choose one of the two games. Solitaire, Gin. Grammy. Click it.

Philipp

Solitaire. I just like the game. Generami for me is a bit too simple. I don't know. So it's only there I really like. Also play from time to time. OK, choose the other hand I when I show us escape big become a master size.

Philipp

It's classic solitaire.

Philipp

Yeah, probably.

Philipp

I would go for the relax with classic solitaire card game because I don't know. For me, playing card games, I would say it's just a matter of chilling out, relaxing, you know, I I don't need the adrenaline or something like playing against someone and you know, feel the heat or the pressure of winning.

Philipp

So that's why I would definitely go for Relax with Classic Solitaire. The other ones are just for me, too competitive, and when it comes to card games, I'm not really the competitive type of person.

Lisa Minchenkova

OK, this page is scrollable.

Philipp

OK, OK.

Philipp

So I'm iOS user, but it's probably the same. OK, so it looks pretty basic and simple, so I like the that it's not too catchy, you know, not too much of bling bling I could imagine downloading this probably more likely compared to more bling bling approach. You know, like. Fancy animations or, you know, Arcadia style?

Lisa Minchenkova

Why don't you like Blin? Blin approach?

Philipp

I don't know, probably because for me, card games is like a traditional thing, you know, like whenever I play card games, either with my family or yeah, mostly like that. And then, you know, it has nothing fancy. So it's more traditional for me and this. I think this reflects more the traditional players maybe, Yeah, and 4.8 stars get pretty decent scores, so that's of course also something to consider for downloading an app. So 4.8 is very good, and people apparently like it more than 10 million downloads.

Philipp

It has the classic animation. That's always good.

Philipp

Yes, Yep.

Philipp

What was the question? How it would influence my decision or?

Lisa Minchenkova

And there were two questions. The first one was if you could imagine installing this app to your device. And the second one was how did the ads that you clicked influence your perception of this game and the game developer?

Philipp

OK. But this is not the ad itself, right?

Lisa Minchenkova

It's already product page, yes. OK, did I click on an ad the headline that you chosen?

Philipp

OK. The. OK.

Philipp

The headline relaxing. Yeah, I mean I think that reflects like the headline with you know player relaxing game of solitaire.

Philipp

Would it influence, I mean without the headline I wouldn't have clicked. So if I could imagine downloading this from my type of.

Philipp

Card game playing skills or approach. So I would say yes. So in this way probably the headline influence, because yeah, otherwise I wouldn't have seen it. And then yeah, I couldn't have downloaded this. All right.

Lisa Minchenkova

OK, and maybe the very last question, do you find this web developer trustworthy after you saw the product page?

Philipp

I would say yes. Like, you know the numbers, they are not fake, which I assume you know. It's like, OK, more than 10 million people downloaded it, so of course you never know.

Philipp

You know how many people have it now on that device, But you know that's pretty good number and I would say like, yeah, if the developer wouldn't be trustworthy, probably they wouldn't have had that many downloads. And of course the review speaks for itself I think. So I would say yes.

Lisa Minchenkova

Thank you for sharing. I think we can finish our experiment. It was very insightful. I will stop sharing my screen and stop recording now.

Alessandro_CRM

Lisa Minchenkova

First of all, thank you so much for contributing to my research. I really appreciate it. You will be shown a link which you need to click OK and then you will be redirected to a Figma setup. OK there there will be rules, so you will be guided step by step. But if you have any questions, you also can ask me. OK, All you need to do is think aloud. There is no right or wrong answer. You just need to say out loud what course. Yeah, what course is your mind? OK, All right. And before we start, I would like to ask a couple of questions. Could you please share How old are you? Yeah. If you're familiar with any of card games. Yeah. And then, if yes, to try to approximately estimate the level of proficiency in card games from beginner to profi.

Alessandro

OK, I'm 53. I had a longer working experience over 20 years in the gambling industry. So this is also concerning casino games and card games related to casinos or from classic poker to the Texas sold them poker. It was a very social factor in many countries, especially in Europe. In the last 10 years, Blackjack and all the concern and the cards game related to gambling. But personally I was also quite interested. Of course we have some inheritance from Italy as a culture. We have some very specific card games for families that everybody knows. For instance, one of the most popular is Scopa, but there is also Briscolar. Briscoe can be connected somehow to some of the rules of other games in Europe, like Scat or Blot, but with different routes. Perhaps more simple, but definitely there are other games that are more. Similar to Romney, like Scala, Quoranta, this is another popular game that you play with your family. And so I would say I'm quite serious, but at the same time also because for

working reasons. So it's not just because it's my personal interest, I think that in my private life when I played also gambling card games, this was more like an occasion to spend time with my friends, not really to make money out of it. So I have not a very gambling approach to it. It's more like entertaining and take these as an excuse to spend time with my friends.

Lisa Minchenkova

Thank you for sharing. So now I will share the screen and here is the link please follow it.

Alessandro

OK, meeting yourself. Setting it a cosy evening at home, Casual scrolling through your Facebook feed as you're navigating TV not catches your eyes. It's for a card game. This speaks your curiosity and you look closer at the outside line. OK, choose one of the two games. Solitaire or Gin Rami Click. So I think this one. And then if you want, I cannot just tell you why do I have to say now why I choose for it.

Alessandro

You can say now, definitely, usually from advertising perspective, tendentially card games like Gin Rami. As more on a classic casino look and feel approach versus solitaire games, that is more fantasy look and feel or more looking into creativity. So I think that even just from a mere point of eye-catching. Is more efficient in my view. The way I see it in the market I always found the Solitaire card games to be more proficient in the way they advertise themselves on social channels or let's say not online advertising in general. So. I'm trying to behave as I'm not working in the industries, more like I'm a normal user, so very likely I'm more attracted initially from this I see.

Lisa Minchenkova

OK. Thank you.

Alessandro

Then you'll see a set of Facebook headlines. What about the these headlines sent out to you so that one in display why it was chosen by you? Please share why you didn't choose the other headlines. Click there and OK. So are you a winner? Shows your skills, Become a master of solitaire, join the solitaire community, relax with classic solitary card game, play and earn rewards in solitaire.

Alessandro

I think I will go for relax. Reason why I opt for this one is that definitely usually if I look for a solitaire card game, I'm not looking for competition. And I'm looking for something that is just to relax, not not really to compete. So whatever has to do with win, to win, to compete or even just to share as a in a social environment or in a is nothing that I'm looking for in a solitaire. Solitaire is. Because of the nature of this world, is something that you want to do by yourself in terms that it's a moment that you dedicated to yourself, just not to think you know. So eventually you don't even care a lot if you win, lose if you progress. It's more like I dedicate 5 minutes to something maybe colorful, relaxing, Engaging, yes, but not that much. OK, so that's why I will go more on this choice.

Alessandro

It's your product page of the game on Google Play. Explore it, please share whatever you would install the app on your device. Discuss how they are influenced, your perception of the game's quality, and the developer's integrity.

Lisa Minchenkova

OK, OK, so that's pages scrollable.

Alessandro

OK, so I can see, OK, I can see as a full OK yeah. Classic Solitaire is the best way to play classic card games, you know, You know, probably I wouldn't. I wouldn't download this game.

Lisa Minchenkova

Could you share my?

Alessandro

Yes, of course. Reason is that this is really looking like 90s solitaire from Windows 3.1.

Alessandro

And and definitely even if my age is that I used to be, my 20s are dead days, I'm not looking to replicate the experience of that days. I think that if I still working in this industry and I'm interested in games, I really want something modern or let's say something up to us in the look and feel. And this is definitely. Too much somehow. Or you can say vintage. I mean, there's nothing bad on vintage games. There is a trend in our popularity of young players that play with pixel games, You know, with not much graphic, etcetera. But at least for me, I would like a more a modern look and not these windows, all the fashion.

Lisa Minchenkova

OK, yeah, and how did the ad that you clicked this headline?

Alessandro

So eventually if I ended up here, I will scroll to the bottom and look about similar games to see if I can find something that is more the way I expect the game to be, so more up to date. OK, so by looking here at the list already, for instance if I want to maintain to download something from the studio, probably here, I will go and check with Spider Solitaire eventually, even because Spider Solitaire is also. Quite old as a game that you can play online or on mobile, but not so old like like Visa Solitaire. OK, this classic one, so probably we'll opt for this one from similar game from competitors eventually.

Alessandro

I will try to check, I mean depends on the logic. Usually of course you go and check with star rating, so eventually the first one you will go is the one with the highest rating through. But here really they they are listed all with the same rating so rating is really not relevant. In the end I will be perhaps catching more from this one from brand new studio just because the icon looks more efficient to my eye. Not. Not because because it's different from all the others that want to emphasize that they offer to you the classic Solidar Solitaire game similar to the classic one in Microsoft in the 90s. OK.

Lisa Minchenkova

Yeah.

Lisa Minchenkova

Thank you so much for sharing. We can finish our experiment. It was very, very much insightful. I will stop sharing my screen and stop.

Daniel_Product

Lisa Minchenkova

First of all, thank you so much for participating in my test. You will be shown a link which you need to click and then you will be redirected to a figma setup. There there will be the rules, so you will be guided step by step. But if you have any questions, you also can ask me. All you need to do is think aloud. There is no right or wrong answer. Just say what crosses your mind. OK, And before we start, I would like to ask you a couple of questions.

Lisa Minchenkova

Could you please share how old are you? If you can, play any of card games and estimate your level of proficiency from beginner to profit.

Daniel

OK, so I'm 35 years old. I can play most of like the simple card games like Solitaire, Spider Free says on Not good at the multiplayer, more multiplayer trick taking games So Scar Taro have problems with because for me it's not so easy to remember the points of cards when they're not on the card itself. So then I'd rather play board games where everything is on the card. And yeah, I would say I'm average player because sometimes even playing the different games, I don't see the next best move right away. So I'm, I guess medium level something around that.

Lisa Minchenkova

All right, Yep. Thank you for sharing. I will share my screen now with you.

Lisa Minchenkova

And here is the link. Let's follow it.

Lisa Minchenkova

You already clicked it or no, not yet.

Daniel

OK, so yeah, I'm not now reading, just reading the text. So first we're looking at this already pretty interesting image because there's a lot of things going on in it, and now I will just read the text myself.

Daniel

I guess I don't need to read it out loud. No, you didn't.

Daniel

OK, so yeah, I'm sitting in a cozy environment, I guess, and I'm catching a card game app.

Daniel

Yeah. So which looks interesting to me. So yeah, kind of reflects what is also happening on the image above. So I will click continue and OK, instructions of the experiment.

Daniel

OK, so I can choose between.

Daniel

Yeah, Chinrami or Solitaire. So I will pick because I like the game actually really more for me. I don't know. Chinrami for me is a little bit stressful even. But yeah, so then instructions of the experiment. OK, set up Facebook headlines. OK, OK. So I will look through some of the.

Daniel

Different options, Yeah. OK, so are you a winner? Show us your skills. OK. For me, I don't know, it sounds a little bit corny already. I don't know.

Daniel

Like it tries to get into my psyche somehow and try to, like, challenge me. I don't know. I I don't like it so much. Yeah. So then become a master of solid. I like a little bit more. I think it's a little bit more neutral. But.

Daniel

Yet it's not. So it doesn't put any big like value on me. So yeah, I don't know, I like it a little bit more, I guess, because it's just a little bit less aggressive. So then join the solitaire community. For me, yeah, I wouldn't know what to expect. Like either it's like a group where I can play solitaire or is this like a forum or some kind of social media thing? So here I wouldn't know and I'm not too interested in like joining a community I I would think at least. Yeah, then relax with classic solitaire. I think that's also OK. I think that's fine. Like I would maybe then when it depends on on the graphics. Like if I like this theme right Like if it's I don't know, I like like medieval and calm green stuff. So if it would also show this I would be interested if if the theme would be nice. But yeah, from the name itself doesn't also sound off putting or anything. And play and earn rewards in solitaire also, yeah, might. Maybe implicate some kind of progression system which could be interesting for me. So I would also so I would say become a master. Also that I think it's most universal. I would I would like it the most. Yeah. Relax. I'm not sure I never thought so much about like particularly picking a game to relax. For me at least, like I I also like like this called cozy games, like farming games where you build a farm like in the old Harvest Moon games. But I don't think it's for me, it's just relaxing. I just like the what what you do in the game. So the progression and everything. So relaxing for me personally is not so important. And you're the last one I also like. But I think I will then pick become a master obsolete. I don't know. I think it sounds like an adventure and just fun thing in general. So I'll pick this. OK then I will read the next instructions and it's your product page. Yeah, please show me what instead the app on your device discuss for the app. Influences OK, OK, then we'll have a look at the next slide.

Lisa Minchenkova

Yeah, so this page is scrollable.

Daniel

OK, I can scroll. I can scroll on. OK, I'm like, I don't know how to do that here. OK, yeah, so here first of all.

Daniel

Like what comes to my mind mostly. So I would just quickly when I when I look at this in general just looking at the important parts for me would be so the the icon already of the app for me it's like it's this green clean layout about for me, I don't know. For me personally, a lot of times the colors make a big row, so here it's like. It's like a cold ish green somehow. I don't know. I don't like this green so much for for whatever reason, and it doesn't have like a big theme, but it's clearly like a solitaire game. Then if I see the first two screenshots, those actually like a little bit more. I think the greens, I don't know. For green, it's a little bit warmer maybe, or maybe it's because of the gradient speaks a little bit more to me. Generally the UI looks clear but yeah there's like no, not what maybe some adventure or something else to solitaire could be.

Daniel

But overall the I think the cards in this set up looks nice and then yeah the third one looks like I can say solitaire. So I guess yeah it's like some some catch to the old games because I think it's like the old windows animation. So this yeah then I I don't know. I wouldn't from this. I I wouldn't know myself if I would even read so much about the text because it looks pretty self-explanatory to me, like. I would expect, OK, I can play solitaire. There's like nothing else to it, right? Like there's no here. In this case, there doesn't seem to be any journey or any like story aspect or any yeah, winning or dueling aspect or something, at at least from the screenshots. But yeah, then when I read the text, yeah, it also says relaxing, calm and so on. So it's a typical solitaire game. So. So if I would just want to play any solitaire game, I think I could don't I would maybe download this.

Daniel

Yeah. If. If I want to play it for something else, yeah, then yeah. Then if you look in general at the reviews, it's like 4.8. I think it's quite high for Google Play Games. So I guess, yeah, it might be like, how is this monetized? I guess it would maybe some kind of heads or something And then. I don't know about the comments. It's always weird like they're either very positive or very negative. Some things in here. Yeah, I'm not sure. Is this is this relevant to the comments as well? OK, OK. But then yeah, I would probably scroll through some of the things.

Daniel

There's no way to get levels. I guess maybe there is some kind of hidden progress progressing system and maybe it costs something or I'm not too sure. OK, they are. Responding. Yeah. And then yeah, that's so that's in everything about the app. So I would, I mean if I would just want to have one very simple solid tag game. We were just want to say, OK, I want to play this. I could see this as a as a game. It looks very clean, but it might be maybe filled with a lot of. I think this would be the only thing which could like bring this a little bit more down because the rest looks fine. Like this could be a. Answer because I guess if there would be some ads somewhere here they wouldn't show it on the screen. So, but yeah, over looks kind of OK.

Lisa Minchenkova

Could you please share how the Facebook headline that you clicked has influenced your perception of the game and the game developer?

Daniel

So yeah, in general.

Daniel

I don't know like I don't know any of the of the developer names so much for mobile I would say so I know some of the like if I see like a Microsoft or I see a game which I already know from like AAA like computer or console games, maybe it would impact this a little bit. But I don't know to be honest, most of the. Mobile developer so I think I didn't even read it to be honest. Until now. I didn't even read Triple Pod Studio Limited. I didn't read it to be honest.

Daniel

Yeah, there also says contains XS I guess on purpose made kind of small so you don't see it. And yeah the name I don't know it's it's already when it starts with like solitaire. I know RK and then the rest maybe also wouldn't even influence me as much I have to say. So classic card game is kind of generic so. Yeah, I I don't know. So for me it's like either they had to pick like a unique name and then they chose something like this, which doesn't sound bad, but it's also not really telling me anything, right? It's it's just solitaire. It's it could have also said a relaxing card game, calming card game or whatever. So yeah, like, maybe they mean it's like the standard variant, but I think it's. If if you talk about Solitaire's almost always the same. So yeah, the name as I said, like if it's just about a generic game, I think then it doesn't matter so much. But if it would be like, I don't know, Solitaire Night's Journey or I don't know anything or The Farmer's Dream or I have no idea something, then then I think I would look maybe also then at the screenshots and then check the name again. But like this is it's, I don't know, not not negative not positive. It's very. I are very broad so I think it wouldn't even influence me as much. I think maybe the more they add, which sounds even more generic, maybe it would be a little bit off putting. But classic card games I think is fine. I think it's not not too bad. All right.

Lisa Minchenkova

Thank you for sharing. You have answered all of my questions so we can finish our test. Thank you so much for your contribution. I will stop sharing my screen and stop recording.

Matthiaß Preis_Dev**Lisa Minchenkova**

First of all, thank you so much for participating in my research. I really appreciate it. So you will be shown a link which you need to click, then you will be redirected to Figma setup and then there will be instructions. So you will be guided step by step. But if you have any questions, you also can ask me. All you need to do is to think aloud. There is no right or wrong answer. Just say out loud what crosses your mind. And before we start, I would like to ask you a couple of questions.

Lisa Minchenkova

Please share how old are you, if you're familiar with any of card games, and if yes, try to estimate your level of proficiency in those games from beginner to profit.

Matthias Preiß

OK.

Matthias Preiß

Yeah. So hi Matthias, I'm 37 now. Yeah I have a lot of experience with card games both in like writing or creating them as developer and but also just playing them as a just as a gamer user and just as a family member so to say or playing with friends.

Matthias Preiß

Currently I play. Wide often, let's call it our Romi app for example. I would say in the roots I roots wise I'm super pro kind of because of my game server history.

Matthias Preiß

But yeah, of course like putting this into your playing boot is a different story. Sometimes I also play Scott, or at least played it quite some while ago. Same thing but like. It is very complex, so applying the rules that I know is a different topic. So yeah, I'm. I'm not a pro player there. Definitely not then for like other card games. I mean, I guess almost everybody can play OMAO or UDO or whatever, something like this or there are way too many card games, right?

Lisa Minchenkova

So thank you so much for sharing. Now I will share my screen with you which is here and here is the link. Please click it and follow to the Living setup.

Matthias Preiß

Let's go scrolling through your Facebook feed, OK, OK, let's go. An intriguing card game.

Matthias Preiß

OK, just the name is not that intriguing, right? But I have Solitaire completely. But yeah, I go for Solitaire actually.

Matthias Preiß

OK, let's see which headline a winner shows these skills already. To be honest, it sounds already like scam. Become a master of solitaire.

Matthias Preiß

Join the solitaire community. OK, yesh, relax with classic solitaire card game. OK, Yesh. Playing earned rewards in solitaire. Yeah, sounds to me very basic, but on the other hand also very like great forward. So that's actually. Also OK, I would probably like like I should say like like the one that I would find most interesting right? Indulging one of the last two. So relax with classic solitaire card game or play and earn rewards in solitaire.

Matthias Preiß

Really depends. Like the setting was I was sitting at home, super cozy and everything, so then the relaxed one is definitely better. Because I'm not in a competitive mood. Because I'm a relaxed mood. So I take this OK, you see? Prime page of Play Explorer. Share, discuss. OK, let's go.

Lisa Minchenkova

This patches scrollable.

Matthias Preiß

OK, Yeah, typically Google Play, right.

Matthias Preiß

So, so Intel about this game, OK.

Matthias Preiß

Right. To be honest, for me, like all these texts, I really don't care on Google Play. Like, I mean, I use them if I want to look or explore new games. But when I found something, I absolutely don't give a demo of these texts about this game so far. Now click click here No OK And it depends like. If an app is looks interesting then I will probably read about this game and and expand it and see if it's too much text. I won't read it, but if it's a reasonable amount of text then I will read it probably or at least scroll over it. But more of the time, like like the first sentence, I completely skip it because it's check. Yeah. It's a the typical let's be honest, marketing, blah blah.

Matthias Preiß

OK, data safety. Nobody reads that Reviews. Yeah, there. I Scroll down. OK, the first one is already like a one star review. That's of course like not a red flag. They think it did not because people complain about everything.

Matthias Preiß

Let's see what somebody is complaining there. What was that?

Matthias Preiß

Somebody was just not able to use the UI. Yeah, probably. I see like there's a feedback that's nice or like an answer that's nice. I like that that that company's answer to reviews, especially bad ones, and try to clear things up. That's actually a good sign in my opinion.

Matthias Preiß

Yeah, also it looks like a predefined answer, so. It goes down again a bit, yeah. Then I would Scroll down more reviews. At this point I already lost interest in the reviews to be honest.

Matthias Preiß

Like if I like most of the time like no, no, actually I would scroll up again and go through the pictures to see if if there are pictures also of real game play. Because a lot of most pictures or they then they call it screenshots or although they aren't in in the group play and probably on Apple store is same.

Matthias Preiß

You can see that the pictures are just like completely marketing pictures and they don't show the real app and you can see that then they lost me. Most of the time here it looks like I had looked like actually how it will look in game, so that's good. That's a big plus. So I will probably click install all right, kind of, very likely.

Lisa Minchenkova

And regarding the headline that you clicked, could you please share how did it influence your perception of this game and of the game developer?

Matthias Preiß

The game developer most of the time I don't pay attention at all to be honest. Like, of course I read it and then something like did I saw this already or maybe I remember, Oh yeah, this is a big player. But it's like, it's not doesn't influence like, it only would have like an influence of like a few percent let's say, coming from this relaxed headline kind of matches like. Because from the screenshots here it looks like clean UI, calm like like calm UI and probably like exactly what I want. Like just a game of solitaire. Just just playing a stupid card game and not a lot of things around. Of course, the third one, the Gatro Solitaire.

Matthias Preiß

And the screenshot itself doesn't look calm or relaxing, I know, but this one is already. I like it because it's from the old Windows 98 Solitaire I think. So that's already OK. I'm I'm into that shit.

Matthias Preiß

So if I would click that probably would go to install like I would say very likely.

Lisa Minchenkova

Thank you for sharing. And before we finish our experiment, I have just the last question.

Lisa Minchenkova

You haven't have identified line of headlines as sounding like a scam. Why did it sound like that?

Matthias Preiß

They they sounded really like, I don't know, it's just a feeling like this, typical like. Oh yeah, Here you can play and become the Super master and I don't know payout gazillions of money. So I think it had this casino vibes so to say, you know, like, yeah. And that obviously it's like scam. So yeah. Or is it like like this super, yeah. Casino style punchy headlines or or or phrases.

Matthias Preiß

I think yeah your your app won't be the one that I think I will get. Like your whole app will be around some strange shit and not about just want to play game solitaire.

Lisa Minchenkova

I got you. Yeah, thank you.

Lisa Minchenkova

Then I think we can finish the test. And thanks again very much for contributing your time on it. I will stop sharing my screen now and stop recording.

Mariano_DataTeam

Lisa Minchenkova

Morning.

Lisa Minchenkova

First of all thank you so much for participating into my research. I really appreciate it. So you will be shown a link which you need to click and then you will be redirected to a figma setup to. What Figma wireframe?

Lisa Minchenkova

There will be instructions, so you will be guided step by step. But if you have any questions, you also can ask me and all you need to do is to think aloud. There is no right or wrong answer. Just say out loud what crosses your mind. And before we start I would like to ask a couple of questions. Please share how old are you if you're familiar with any of card games, but if yes, try to approximately estimate your level of proficiency from beginner to role.

Mariano

So for each card game or what?

Lisa Minchenkova

No, in general on on average.

Mariano

It's hard to say for that many card games, but OK, OK, yeah, so I'm 45.

Mariano

I know some card games, I just learned a bit of tarot, but I think I'm more proficient in in Scott. And then of course I can play the usual card games you have exposure in Germany with when you grow up here as a child. So I know Romi, I know MO Mao, which is a German version of Crazy 8, and I think that's. And I know Doppelkov as well, which is some kind of variant of SCART. It's very similar.

Mariano

Yeah, I think that's it. Yeah. And my level of proficiency in these cards I would say intermediate. Not more so for Taro, not I I I'm just a complete beginner. I I just lost up to now and for for Scarred and the remaining games I would say intermediate.

Lisa Minchenkova

All right, thank you for sharing. Now I will share with you the screen And here is the link. Please click on it and follow the theme of the when.

Mariano

Is it? OK, so now I can just share my share my thoughts. Yes. OK.

Mariano

OK.

Mariano

Nice artwork you have there, by the way. Can I? Oh wow. So it was too fast. Sorry.

Mariano

OK, instruction.

Lisa Minchenkova

OK, so I have to choose one of the two games you need to click more.

Mariano

I have to click here because I still use the most. I would like to go with Jinrami because this is what I play sometimes in our own app.

Mariano

Interesting.

Mariano

OK, let's see.

Mariano

Yeah. So I think there are different areas that are touched here. I would say for the first one, it seems to be very competitive if you are a guy that likes to show that would like to show off. And second one seems to be more yeah, it's about connecting with friends, connecting with family, maybe even then. Third is about the community aspect as well. So it's not so much about the friends, it's more like a worldwide community. It sounds as if fourth kind of headline is more as highlighting the relaxing part. I think that fits quite well my my setting when I'm at home, sitting at my at my sofa and then the last one is about winning. It's highlights the winning part of the Jinrami game.

Mariano

I would really say I'm the competitive kind of guy. So I would click for the for the first one because I don't know, I'm not so deeply interested in the community aspect. Of course it's nice to have it and for relaxing, I mean, yeah, of course it all plays a role, but I think the so it's that that that that all the five things, they resonate a bit with me. But I would say that for the first, the competitiveness resonates the most.

Lisa Minchenkova

OK, well, it's it's, it's hard to remember all these things I can give you.

Mariano

OK, so when you see something that's missing, then you just have to to remind me. OK, OK, let's see. The developers integrity is of course. It's also an interesting point.

Lisa Minchenkova

This page is scrollable.

Mariano

OK let's first see here So I think I mean I know the game because it's it's one of our biggest competitors and I scroll like this I OK so I've I would say that for the for the first glance the picture so the in game picture they share for me it's. It's a bit too childish if you ask me. Maybe I'm a bit biased because of our own game. I I know how our game looks and I kind of like the game or the the DTR style that we have in our games. So I'm not a completely beginner when it comes to Genuami card games but this for me looks a bit too childish. It's I mean you have this this other task. It's not really clear if the guy at the back is sitting on a table but it's a bit the the head seems to be too big and.

Mariano

And the trees are a bit odd on the side and you have to speak button and then you have this, this, this colour of this, a fantastic card game, this kind of pink pinkish colour. Me, it looks very childish. Let's see what they write about the game.

Mariano

Yeah, of course they market themselves with being the number one. That's makes sense because they really are, as far as I know. We love playing classic online card games like Tournament with friends, start to play classic tournament with friends are great players. Everyone thought so. So this is of course not not really fitting what what what headline I was choosing right? So here they seem to emphasize the the community and the friend aspect.

Mariano

So up to now I'm not really convinced if this is a game that I would like to install and then they tell something about the data safety.

Mariano

OK, data privacy.

Mariano

Yeah, So I'd I have to say I'm I'm not really an expert when it comes to all the things. I cannot really compare this to other other games if they if this is more than the other companies are saying about the data safety. But for me so far it looks fine. I would also say that since they are a very known brand and big company, I I cannot imagine that they're going to cheat on me. Reviews look really nice. I mean 4.7 is is really good. I know from our own experience that we try to be above 4.5, which is some kind of a threshold where many guys if it's always below 4.5, there are some guys that do not consider installing the game. Should I read to the reviews or is it?

Lisa Minchenkova

No, it's up to you if you want to.

Mariano

Yeah, I have to say that I'm not biggest fan of. Personal reviews. What is important here is that they have very, very a big amount of five star reviews.

Mariano

I don't know, I often do not read into the personal reviews that are on top just to see OK, they give one star, might be interesting to see what what? Why is the game rated so badly? And then of course for the first glance I would say that she is complaining about that. You have to pay with real money, I mean.

Mariano

Yeah, this might be a guy that is complaining about the free to play concept as a whole. I mean I know this because I work for a company that is doing these kind of things right. So this for me is normal that you kind of have to have to pay.

Mariano

Yeah. So I do not really want to go through the reviews because it often gives just a 11 sided view and here I just see the other games.

Mariano

I would not install it because I would say that the look is a bit too childish for me and it does not kind of emphasize this competitive aspect too much.

Lisa Minchenkova

Could you please share how the headline that you clicked earlier influenced your perception of the game once you landed on the product page?

Mariano

So I mean the headline that I clicked that I'm mostly interested in, in this competitive style.

Mariano

Yeah, of course it in it's there's an influence there because I entered the page with the kind of expectation that I will find some, some game that puts more emphasis on the competitive, competitive aspect. This is what I do not find here. So I would say that it does not really fit together. It's not what I. And would expect after clicking on the headline. Mm hmm.

Lisa Minchenkova

All right then.

Lisa Minchenkova

I think you have answered all of my questions. Yeah. Thank you so much. We can finish the experiment and I really appreciate your contribution to my research.

Mariano

OK, wow. That's it.

Lisa Minchenkova

I will stop sharing the screen and stop recording.

Dirk_Finance

Lisa Minchenkova

First of all, thank you so much for participating into my research. I really appreciate it. You will be shown a link which you need to click and then you will be redirected to a figma setup. There you will be guided step by step. But if you have any questions you can ask me as well, all you need to do is to think aloud. There is no right or wrong answer, so just say whatever crosses your mind.

Lisa Minchenkova

OK, And before we start, I would like to ask you a couple of questions. Please share how old are you, if you can play any of card games, and if yes, please try to estimate approximately your level of proficiency. For that card game in general, for card games that you can play, you can pick one or you can just say overall OK.

Dirk

I'm OK. My bad, you know.

Dirk

OK, so 46, at least my calculation I have. I have a lot of card games so that's why I'm I'm playing a lot of these and that's why I would say I'm also slightly above average and one favour would be scat and then scat.

Lisa Minchenkova

I'm kind of good, all right. Kind of good. Is like more than.

Dirk

I, I, I I played for money with my parents. So my, my, my dad and he was on tournament level.

Lisa Minchenkova

All right. So you're closer to pro. You will.

Dirk

Yeah, a little bit.

Lisa Minchenkova

All right. Thank you for sharing. Now I will share with you the link.

Lisa Minchenkova

It's here. We'll just click on it and follow the CIGMA flow.

Dirk

Imagine yourself setting into causing. I don't know, I hate Facebook.

Lisa Minchenkova

But as you navigate and entering entering headline OK, I need to click here.

Dirk

Thank you instruction of the experiment.

Dirk

Choose one of the two games. So later on January May make and you will see a set of Facebook headlines. What about this headlines and outline and explain why it was chosen by you?

Dirk

Please share. I didn't choose the art. OK, OK.

Dirk

Are you gonna show us your skids, John Romney? Have fun with friends online showing the John Romney community the next classic Romney card game playing and rewards.

Lisa Minchenkova

Only choose one, yes.

Dirk

OK, without the trap of choosing always the first one, but also a little bit explanation, right? Why I choose it? Yeah, OK, please share. So I go always often the opposite. What is not interesting for me, my friends are often not online.

Dirk

The community I I don't know something about Jim Romney community yet and I'm also not so interested in in community itself because I'm interested in playing the game. Relax. No, I don't want to relax. I want to have more challenge. So that's why the last one of the first one is is good to go, but I think the first one is giving me more a task, so it's. More what I would like to see.

Dirk

You ever seen a product page and the game Play Explorer? Please show how you would install the app on your device. Discuss how they had influenced your perception of the game, quality and developer's integrity.

Lisa Minchenkova

Wow, this page is scalable.

Dirk

OK, so no what can I scroll? Yeah.

Dirk

OK, so let's let's see what do I see? I see the first thing that usual, right? I hope a lot of people. This task rating tells me it's it's kind of good kind kind of good rating 4.7. It is not a small game.

Dirk

And from reality, I know already this ad style from Genomi Stars.

Dirk

This is so I usually don't read more, so I'm more focused on just the star rating and number of number of downloads. So yeah, I would. I would install it.

Dirk

I'm also highest person less someone who looks at the picture because sometimes you can also scroll them. Might be a note, but for me it's I'm a number driven guy, so for me that's OK and we have to try.

Lisa Minchenkova

OK, Could you please share how the headline that you clicked earlier influenced your perception of this game once you landed on the product page?

Dirk

I would so I I skipped that step. I would argue I I don't.

Dirk

If I would have to pay no money already at this step, I would check more details and find out OK, is it is it worthy. Then I would check the graphic and all the stuff. But. As it is just an install and I will find out in the first 5 minutes if I like it or not, It's for me enough to just get the install button after the advertisement. It's OK.

Lisa Minchenkova

Thank you. You have answered all of my questions so we can finish the experiment. Thank you so much for your time and contribution to my masterpiece research. I will stop sharing my screen and.

Kati_Marketing

Lisa Minchenkova

All right, first of all, thank you so much for contributing to my research. I really appreciate it.

Lisa Minchenkova

So you will be shown a link which you need to click and then you will be forwarded to Figma setup. There you will be guided step by step. But if you will have any questions, you also can ask me.

Lisa Minchenkova

All you need to do is to think aloud. There is no right or wrong answer, just say whatever crosses your mind.

Lisa Minchenkova

And before we start, I would like to ask you a couple of questions. Please share how old are you, if you can play any of card games and if yes, try to estimate approximately the level of proficiency from beginner to profit.

Kati

OK. So 33 years old I can play some card games.

Kati

Is there a scale for the beginners like 0 for professional 10 or I would say like probably closer to beginner my level.

Lisa Minchenkova

All right then I will share with you the link.

Lisa Minchenkova

It's here. Please click on it and follow the flow on Figma.

Kati

OK, so I'm clicking the link now. The page is loading. Very nice graphic with text below it. Imagine yourself settling into a cozy evening at home, casually scrolling through your Facebook feed. So navigate, an intriguing app catches your eye. It's for a card game app. This speaks your curiosity and you look closer at the ads headline. OK, let's see what happens next.

Lisa Minchenkova

You need to click more here.

Kati

Yeah.

Kati

So choose one of the two games, Solitaire or Gene Rami. Click it. Let's go with Gene Rami, because it's one of our games. I mean, Solitaire also is our game, but. It's not a social mobile.

Kati

You'll see a set of Facebook headlines. What about this headline sends out to you? Select one and explain why it was chosen by you. Please share why you didn't choose the other headlines. Click the headline Chosen.

Kati

OK, so there are five different headlines.

Kati

Are you a winner? Show us your skills. The next one is Gin Rami. Have fun with friends online. The only one is join the gin ramming community. 4th one relax with classic Gin Rami card game, hit on play and earn rewards in Gin Rami. So yeah just thinking aloud I mean working in the like marketing team, always working in the marketing team. As a marketing analyst, I always say like these questions are or headlines are targeted at different. Audiences, some of them are more like for competitive players, other like for casual plays, for example relaxed with classic Gin Rami card games for casual players, then for competitor competitive plays it's more like IO winner. Also for social people, it's like have fun

with friends online and then like for achievers play and earn rewards and rewards and Gin Rami. So yeah.

Kati

I would personally pick the relaxed classic genomic card game because this is what I prefer to do after work, just relaxing without like much thinking. So I will go with the 4th headline relaxed with classic genomic card game.

Lisa Minchenkova

Would I ask you why you did not pick any other headlines?

Kati

Well, because some of them are really like targeting competitive people. I'm like, don't want like to compete with anyone else. I don't want like, are you a winner? It's already like too much, I don't know, pressure on the person, or even like play and earn rewards in Genrami. Maybe. I just don't care about getting rewards. Also have fun with friends online. It means like. Well, you also need to invite your friends to the game, or maybe ask them first. So have you already installed it or not? And I think, like for me personally, just like relaxed classic gene ramming card game is maybe the lowest effort to do to interact with an app.

Kati

And then you'll see a product page of the game on Google Play. Explore it. Please share whether whether you would install the app on your device. Discuss how the ad influenced your perception of the game, quality and developers integrity. Interesting. Let's see.

Lisa Minchenkova

So now I see the mobile page for the Android app and this page is scrolled.

Kati

OK, nice to know. So just standard header with the rating and also how many reviews people left. Also the number of downloads. And actually usually when I thinking about installing an app and I have multiple options, I usually always check not even like the rating first, but always like how many downloads the app has because. Usually it means like the more downloads, the more like trustworthy the developer is. Or at least like. It means also that the score or the rating would be also reliable. And then I'll I'll check on the rating, it's OK a lot of reviews, so pretty good, so 4.7 and only after that I'll usually like scroll the page and look at the screenshots. Personally I don't read description at all. Because it's too much text usually and I usually only look at the screenshots to see the features available in the app. And basically you can also see like the gameplay and like the most important information for me is like already on a screenshot and like the more like visual person. I don't care about the text and well, I don't read data safety stuff, it's like standard for everyone and then reviews. Not really, I mean. Yeah, I don't even remember the last time I was like paying attention to reviews to be honest.

Kati

So yeah, what I check, it's actually, yeah, interesting that they how the page is structured. It also aligns with the my priorities because the most important information is at the top and

then followed by the screenshots for videos and then the rest of it that I don't usually check. So yeah, I guess I need to click on the finish or if you have any questions.

Lisa Minchenkova

So would you install the segregation on your device?

Kati

Probably not, because I would also want to see other options to see maybe there are better apps on the market and also it depends like if I clicked on the ad. Because I'm like really interested into Jin Rami and I want to install it no matter what.

Kati

Then I will check for sure like other apps available. If I was just curious because of the ad, then it depends. Maybe it would be again too much effort for me to search in Google Play for other Rami apps.

Kati

So yeah, it depends if it's like. Just the headline maybe. If they're like no picture, that would really like catch my attention, then I think the probability is low that I will search for something else because it's like just headline, just text and then I check, check the app page.

Kati

So yeah, it depends. In this case, I would, yeah, probably. I don't know. I'm in a mood. I would probably also search for for other apps and just compare them and to see maybe another app has 10 million downloads or like even better rating. Maybe I like the screenshots more like how it's like done, like visually the graphics in the app.

Lisa Minchenkova

But yeah, could you please share how did the headline that you clicked earlier influenced your perception of this game?

Kati

So yeah, because I I chose the Relax with Gin Rami or the classic Gin Rami game, I would expect like more cozy, relaxing vibes from the screenshots. Because right now on this page I see like really almost like new on colors, really bright colors and it's like almost like rainbow, every kind of color available there and.

Kati

Probably I then wouldn't install this app. So it means that, yeah, it doesn't align with the my expectation because here I also see like avatars of other place on the screenshot and I would think, oh, it's like focus again on more competitive side or like social side, not so sure about it.

Lisa Minchenkova

All right, thank you so much. You have answered all of my questions, so we can finish the experiment. I really appreciate your contribution.

Kati

Thank you.

Lisa Minchenkova

It was fun, so I will stop sharing the screen and stop recording.

Mauricio_Design

Lisa Minchenkova

Recording.

Lisa Minchenkova

So first of all thank you so much for participating in my experiment. I really appreciate it. You will be shown a link which you need to click and then you will be forwarded to a figma setup. There you will be guided step by step. But if you have any questions you also can ask me. All you need to do is think aloud. There is no right or wrong answer. Just say what comes to your mind.

Lisa Minchenkova

And before we start I would like to ask you a couple of questions. Please share how old are you, if you can play any of card games and if yes, try to estimate approximately your level of proficiency from beginner to role.

Mauricio

OK, I'm 30 and I can't play the games, but I feel like a beginner. All of them. Yeah. All right.

Lisa Minchenkova

Thank you for sharing. Now I will share with you the link here. Please click on it and follow the flow.

Mauricio

And click on the link.

Mauricio

OK. So I'm choosing Gin Rami.

Mauricio

OK.

Mauricio

OK. I think I would choose this one. And there were two, right?

Lisa Minchenkova

Just one.

Lisa Minchenkova

Just one headline you need to choose.

Mauricio

OK, beside this one or just that one again.

Lisa Minchenkova

No, wait, I just want I just brought you back to. The bridge, in case if you wanted to see all others to comment on them.

Mauricio

OK. OK.

Mauricio

OK. OK. Yeah. OK. So I think that for a headline, yeah, I found I think that one kind of brings bring together an idea that for me it's more appealing that is like the community. But without, because I think community is already a boss word or like a overused selling word and for me at least hasn't the strength. And I think it's it's kind of audience for me like community. Like I know someone is talking to me to like A to my clickbait or whatever. So if you all talk to me about friends. I think I won't. The community idea is still there, but you know, it's kind of higher. Of course I want to have fun with my friends.

Mauricio

I think, yeah, I would also when we'll go after the rewards, like because it's always like a kind of a challenging thing. But for me it's more valuable like the.

Mauricio

The the the idea of the sharing by having fun with friends. Maybe I if there were like if you think of an extra one, I kind of will mix them up like challenge your friends or like have a fun challenging your friends or whatever like something that. Because I I really like those both ideas yeah. And it's not that for for instance, the first one. I like it. I I think it's also like triggering that competition in US. But me, myself, I don't. I'm not that attracted to the narrative of who's the winner or not. It's more like, I prefer like the idea of competition, but not like only to be the winner, right. For me, yeah. And I think like like I'm 30, so for me like relax with. With classic it's it's kind of a more elderly vibe. It's like, yeah, I I prefer that because I I think this is kind of in a position to having fun. Like of course you can have fun and relax at the same time. But for me, like as a concept, if you really want to like be quick like in the when people are really the hard times, I probably. Yeah, it it would catch me more like the idea of having fun than really to relax. Because, yeah, for me, I'm already relaxing. Mm hmm. Yeah.

Lisa Minchenkova

So the one that you choose is. You and Romy have fun with friends online, all right, so you can click at that.

Lisa Minchenkova

This page is scrambled.

Mauricio

OK.

Lisa Minchenkova

OK So what were the question can I go back for the for the what what I had to to assess here integrity and also you need to say if you would install this.

Mauricio

OK. Yeah. Or not. I I don't think so, because I'm more kind of attracted. I'm first caught by visual things, but the attractiveness of visual things. So I don't really find this very appealing, at least for me. It's kind of like not my style or something.

Mauricio

Yeah, and I think the language that is using is kind of vague, at least for me. Also kind of using like common word. Phrases that it's kind of a fake in some sense I I if I see it's kind of fake like fantastic OK cool. It's not speaking truly about you can what you can do in the game but just is some sprinkles over the the game right. Is then just some boss adjective that is not true? Maybe.

Mauricio

Or it is, but I don't know and OK, I don't know. Yeah, and.

Mauricio

I guess for let me see the keywords realistic, yeah. So if you start like comparison stuff to like this, the things that they're saying to the image that you're looking at, it's kind of also a bit.

Mauricio

Yeah, in not not in synchronicity, right. There are some it says that is realistic, but still the representation is not really realistic, I don't know.

Mauricio

And then if you go to the there is a lot of how do you say that accentuation in the in the problems regarding data.

Mauricio

So why would you?

Mauricio

Speak that much of it. I don't know it seems shady but and then yeah of course if you go to the the that that I think that's the deal breaker. I I think I never get down to this and whenever I'm trying to install an app I I barely die. I would do that with if I'm buying something from Amazon but not really for for an app unless I know they have have to spend money on it. I don't know if I'm doing something for nutrition or for.

Mauricio

Fitness I maybe I checked, OK let me see because there is a huge competition but then if I really go down here and then you face that they have like one stars then they're kind of the the all the comments are kind of about the instability like the high variability of the app over the time. So the people were expecting stuff and the stuff didn't. Yeah, and then you go to it

that the e-mail the the keywords is realistic. It's not really representation realistic. And then something changes over time, then not my thing.

Lisa Minchenkova

And could you please share how did the headline that you merely clicked influenced your opinion about the game once you landed on the product page?

Mauricio

Yeah.

Mauricio

I don't know. I I so I would see first the headline and then I would see the page of the install.

Mauricio

I didn't think it really influences me to download the the thing. I mean you can say like and you see that a lot.

Mauricio

I think it also depends because it's me and I very I'm not trust all of ads like I know the the ads are meant to to. To somehow persuade you to do something, some things. So yeah, but I don't see, I don't see the connection. Like, yeah, have fun with friends. I think it was have fun with friends online.

Mauricio

But if I don't really like the visuals, I don't care because I know there is other stuff to have fun with friends online.

Lisa Minchenkova

Yeah, thank you. So you have answered most of my questions. So we can finish the experiment. And thank you so much a contribution to the research. I will stop sharing the screen and the recording is.

Vishal_CRM

Lisa Minchenkova

I'll start recording, wait and so. First of all, thank you so much for participating into my research. I really appreciated your contribution. So you will be shown a link which you need to click and after this you will be redirected to the Figma setup.

Lisa Minchenkova

You will be guided there step by step what you need to do. But if you have any questions regarding the rules you can also ask me and I will support you. All you need to do is to think aloud. There is no right or wrong answer. You just need to say what what crosses your mind. And then before we start I would like to ask you a couple of questions.

Lisa Minchenkova

Please share how old are you, if you can play any of card games, and if yes, try to approximately estimate your level of proficiency from beginner to perfume.

Vishal

OK, that's right. So I will talk with them. My name is Vishal Panjwani and I'm 28 years old and I love to play Groove which is called Gentromi 2 and I would consider my proficiency in that game is a little bit. Beginner I would say not the pro like you know all the moves but I started playing just recently but I'm loving it.

Lisa Minchenkova

Yeah, so beginner I will keep it All right. Thank you for sharing. I will share with you my screen now so many tabs. Yeah so here is the link. Please start the experiment.

Vishal

OK, imagine yourself sitting in the cozy.

Vishal

OK, if I really like inside, it's fine, right?

Lisa Minchenkova

Should I be reading loudly or You don't have to, Only if you want to.

Vishal

OK, as you navigate an intrigue intriguing that catches your eye, it's for guardian this, this, your curiosity and your look. That's headline. OK, OK, All those gill from me.

Vishal

You will see a set of Facebook headlines. Headlines stand out to you.

Vishal

Are you a winner? Shows your skills. Gym rummy Have fun with friends online. Join the gym roomie. Community, I need to choose two of them, right?

Lisa Minchenkova

No, just one.

Vishal

Just one I would say are you a winner show you show us your skills because it says like kind of challenging sentences is create a kind of feeling of someone is challenging you or I want to just show off my skills. So I would say it's more direct. So I would if shows up it's ad like on a Facebook feed, I will choose this one for sure.

Lisa Minchenkova

Could I ask you to share what you didn't like in other options of headlines?

Vishal

To be honest, like as I see it, I don't pay attention as much as I like if there's some direct lines. Like they say direct words, it's catch my eyes. So even I was reading 1 by 1, all these

headlines didn't catch my attention much. So even I not able to tell you like OK what I didn't like it. Like I just saw this first line and it stuck in my mind. Even I was reading other lines, it was in my mind the first line I see. Yeah.

Lisa Minchenkova

Thank you for sharing.

Vishal

You will see a product page of the game on Google Play Explorer.

Lisa Minchenkova

Is that just scalable?

Vishal

OK, if I see interface of the game like this, would I download or not right?

Vishal

So whenever I'm sharing my process of what how I analyze the app before downloading it. So first of all I see the reviews. Ratings and downloads. It says 5 million players downloads so I see it's pretty famous game seems like that and the ratings are good. And yeah, even with the name Jinwami Stars card game, it's simple and to the point I would say.

Vishal

And is it possible I can see the two games that I can compare it or just see this?

Lisa Minchenkova

No, you just you follow the ads as usual on Facebook and you landed here.

Vishal

OK.

Lisa Minchenkova

You can also if you would love to go through other assets of the product page if it's important somehow.

Vishal

Yeah, also I read some comments also. Yeah, I see.

Vishal

How the user experience is, how other users are experiencing this with this game.

Vishal

But they don't like affect me that much because for the game I already make my mind to play the game. So instead of making my mind because of these reviews, I just go and download the game and play and experience this by own. So I would download it I would say.

Lisa Minchenkova

And could you please share how the end that you clicked this headline influenced your perception of the game once you landed on the product page?

Vishal

OK, the first line we saw, mm hmm, as I told you, like this was the first kind of someone says you, hey, can you play some, for example, volleyball? Can you? Show us how you play and what's your skills and you just go and play like yeah kind of you have a sense of competition. So I'm I'm I'm considering myself as a competitive player so I love to play where I see competition or teams or clubs or leagues so wanted to be better so I think that headline matches my.

Lisa Minchenkova

Personality as a gamer and once you click that headline, did you have any specific expectations regarding what you will see in the App Store?

Vishal

OK, so you've been as there wasn't a headline, there wasn't, like clear about what game I'm going to play, right?

Lisa Minchenkova

Yeah.

Vishal

OK. Yeah. So again, again, sorry, I forgot the question again. Could you please?

Lisa Minchenkova

Yeah, sure. So the question was if the ad that you clicked earlier somehow influenced your expectations about what you will see in the App Store? And yeah, what was your reaction once you actually saw this product page?

Vishal

Nothing like to be honest with the game there would be like for example just take an example of the dating app if I. Go as a dating app. I will check the review as well. So clearly OK what user says in the dating of the other fake profiles or or the customer service is bad or how his interface is. So I would say those points I will consider with something else. Applications like dating. What about the game? I think I don't have something to lose. I'm coming with my own bill, so I will either give a try, play it so. Yeah, this headline first of all just hit my perception as a player. And yeah, and when I see my eyes just went on 4.7 and 5 million plus. And I love the card games, especially the junior rummy. So I went for it.

Lisa Minchenkova

All right.

Lisa Minchenkova

Thank you so much. I think you you have answered all of my questions. We can finish the experiment. I will stop sharing my screen and stop the recording.

Celine_Legal

Lisa Minchenkova

So thank you so much for participating in my research.

Lisa Minchenkova

I really appreciate it. So you will be shown a link which you need to click and then you will be forwarded to a Filma setup. There you will be guided step by step. But if you will have any questions regarding the rules, you also can ask me. All you need to do is to think aloud. There is no right or wrong answer, you just need to say what crosses your mind. And before we start, I would like to ask you a couple of questions.

Lisa Minchenkova

Could you please share how old are you, if you're familiar with any of card games? And if yes, try to approximately estimate your level of proficiency from beginner to 4.

Celine

OK, I'm 26.

Celine

Like what cards? I know some card games but not that many and but in the card games I know I should say my proficiency or what?

Celine

Maybe 8 out of 10. I don't know how should I explain it.

Lisa Minchenkova

Yeah, so maybe we can go for categories beginner, intermediate and advanced. And you can name the game that you can play, and then you can say how approximately you estimate your skill.

Celine

I think in Scott I am intermediate and rummy same momo maybe advanced.

Celine

But not total beginner.

Celine

I don't know which other card games do you know Yaniv? It's also a card game. I would say I'm advanced in that one.

Lisa Minchenkova

Yeah, I've never heard of this, but that doesn't matter.

Celine

OK.

Lisa Minchenkova

All right. Yeah. Thank you so much for sharing. Now I will share with you my screen. Yes, here is the link. Please click on it. Can in fact one moment do you have a double date in 20?

Lisa Minchenkova

Yeah, we have agreed on 520.

Lisa Minchenkova

OK, Sorry for that.

Lisa Minchenkova

Was it post or not I was post on never mind.

Lisa Minchenkova

Click on the link and follow the signal.

Celine

Imagine yourself.

Celine

OK.

Celine

OK. I'm sorry to hear I didn't hear me.

Celine

So I should say it loud, which ones I didn't like? For what reasons? Or should I write it down?

Lisa Minchenkova

Then you yeah, you can just discuss it out loud.

Celine

Which of these I like? Are you in? A shares is good, don't know me.

Lisa Minchenkova

If I'm with friends on it, I think I would go for can I say 2 which I like and then three I don't like, but you need to choose one that.

Celine

So, but I should also explain why I don't like the others. OK, so I don't like the first, the 3rd and the 5th.

Celine

I don't. I think the first one for me is too aggressive. Like are you a winner? Show us his case. I don't like this kind of things.

Celine

The third one does sound like I am. I don't know. I don't like the community thing because then I feel like I have to do something. I just want to play on my own. And the community thing sounds like I have to do something with other people.

Celine

And the play and earn rewards doesn't attract me because I'm not a fan of this and rewards thingy. I don't know why so. I think I would go with the 4th 1. Relate with classic genomic card game because it sounds chill and that I don't. I'm not forced to join a community or something, so can I click it?

Celine

Yes. OK you see a product page of the game there.

Celine

Discuss up there genomic stars.

Celine

OK, no the case, the review numbers quite OK, but there are two really bad reviews which I don't like. I think I wouldn't download this game because it looks super cheap to me, or I don't know, like cheap but.

Celine

It's just not the type of games that I'm attracted to. It doesn't look, yeah, I don't know. It looks so childish with the animations and like a typical American shitty game. I don't know if I'm allowed to say this.

Celine

I really don't like the animations.

Celine

It's just not my type, Yeah.

Lisa Minchenkova

Could you please share how how did the ad that you clicked influenced your perception of the game once you?

Celine

On the front of page, yeah, good question.

Celine

Like how the ad influences my thinking of how the game works, then inside the I don't think it does influence that much because I think the core game will stay the same even though the surrounding is not that attractive to me.

Celine

But I think it looks like it will be like very childish maybe like you can click something and then it pops crazy and I don't know that's why what I would expect.

Lisa Minchenkova

So you had. Did you have any expectations once you click the specific headline you chose?

Celine

No, I thought that it would be more chill. Like the headline I chose, I thought it will be a more, not so cheap game. Like it sounded to me like, more professional.

Lisa Minchenkova

Yeah, I see. All right, so you have answered all of my questions. Thank you so much. Weekend Center's experiment.

Celine

Great. I hope it helps you.

Lisa Minchenkova

Thank you.

Kumar_People&Culture

Lisa Minchenkova

So first of all, thank you so much for participating into my research. I really appreciate your contribution. You will be shown a link which you which you need to click and follow to the Figma setup. There you will be guided step by step what you need to do. But if you have any questions regarding the rules, you also can ask me.

Lisa Minchenkova

You will need to think a lot. There is no right or wrong answer, you just need to say what crosses your mind once you're asked. And now, before we start, I would like to ask you a couple of questions. Sure.

Lisa Minchenkova

Please share how old are you, if you're familiar with any of card games and if yes, try to estimate approximate level of proficiency from beginner to trophy.

Kumar

I'm 33, like one card game that comes to my mind is 29. It's Indians, Indians, Continental card game. That is something that I I would say play.

Kumar

I used to play quite regularly. I would say semi pro or something in between. I would say like I'm great at it, I have fun and yeah, I'm quite good at it from our games.

Kumar

I'm not familiar with too many of the games I've played. Bit of gin, I mean. Bit of raw mail.

Kumar

Yeah, I would say that. I mean the other one is the favorite 29. It's quite similar to bit of diode.

Lisa Minchenkova

OK, thank you for sharing.

Lisa Minchenkova

Now I will share my screen with you. Just need to find the proper one. Yeah, it's here.

Lisa Minchenkova

Oh no, it's not this one.

Lisa Minchenkova

Sorry for that.

Lisa Minchenkova

Lots of tabs, yes, that's here.

Lisa Minchenkova

What's going on?

Lisa Minchenkova

I'm being redirected for some reason to the wrong tab.

Lisa Minchenkova

That's quite annoying. I will pause it.

Lisa Minchenkova

So here is the link. Please click on it.

Kumar

Do I have to?

Lisa Minchenkova

Yeah. Would you?

Lisa Minchenkova

Would you be mind to share why you chose specific headline and why didn't you choose all?

Kumar

Others. So for me, after work I would play. Like if I play, I would play after work and the idea would be for me, yeah, just to zone out from the busy day or. If I'm travelling somewhere, for example, these would be the main occasions that I would play the game and for me it's just to take my mind off that, say something else.

Kumar

I would not play at a level where I want that a very competitive way. So for me it's just the relaxation aspect of gaming that I would be playing for. So that's why I chose that one I was quite keen of. Becoming a master of solitaire, as well as the second one, it would have been very close. So it's already for me such that there is a progress kind of a thing, so I can, let's say, play up to certain levels. So that was the other one that I would have also looked at, but this one speaks, let's say, more towards myself or my.

Kumar

In need of gaming, I would say. That's why I chose that one.

Lisa Minchenkova

Mm hmm. And those ones that didn't resonate you, what was about them that you didn't like?

Kumar

Mm hmm. So are you a winner? Show us your skills. I feel it's a very competitive language and. You have to, I feel, be more committed towards get the game more regular to it. So I won't say I would be able to play regularly. So that's why I didn't choose that one. And also the same kind of thing about the community. I feel that I might get too engaged and I would not be able to fully commit to it. So that was another one. This was quite appealing as well play under rewards in Solitaire because it's it has a good gamification aspect to it. But I felt it's the same kind of thing that I have to be very regular playing the game so I wouldn't consider myself a super regular gamer. That's where I kind of felt this is more the relaxing classic Solitaire game is more like there is no.

Kumar

Competition aspect to it or even if there is, it is client in a way that it's more for fun. So that's why I chose the one and not the others.

Lisa Minchenkova

Thank you. Thank you for sharing this so we can click again.

Lisa Minchenkova

This page is scalable.

Kumar

There's a trailer. Can I click the trailer?

Lisa Minchenkova

No, OK.

Kumar

Unfortunately, so having looked at that I will have doubts and second thoughts if I want to download this just because although I see here 4.8 the highlighted.

Kumar

I mean, which is a good thing as well, that it's not only showing up positive feedbacks about the game first thing, but when I see there are like lots of four point and it's around five stars.

Kumar

But I see just negative remarks and also the support that comes up, it doesn't tell anything about a concrete solution. It just says OK go to the help center and things can be fixed. And these are things that is also slightly slowing down the gaming experience, especially if there is ads that can be skipped and apparently pops up quite a bit.

Kumar

So I think it kind of is not a nice experience for a new user most of all and also about the.

Kumar

UI thing, there is something mentioned later as well that you have to kind of probably drag and drop kind of thing, which also doesn't sound all that ideal.

Kumar

But most importantly about the AD, it kind of draws me back slightly because I think that's always a annoying part of the gaming experience when you have too much of AD that you cannot necessarily let's us skip after 5 seconds or something. And also there is no reward for watching that. I felt that that's also not mentioned. So it's kind of not that great.

Kumar

And also I can see other competitors in the same screen which also have similar ratings. So I would be inclined to let's say at least look into the other ones first, then straight away downloading this and yeah, or at least read some other reviews.

Kumar

Because these are also quite recent reviews from what I see.

Lisa Minchenkova

Yeah, could you please share how did the ad that you clicked earlier in first your perception on the game once you landed on their product page in Google Play?

Kumar

It doesn't quite resonate I mean, but one sided like the train your brain. This slide I really liked. So this kind of does more or less resonate with that from what I was, what sort of experience I was looking for. And also this one reminds me back from the old computer solitaire that I know this kind of like thing.

Kumar

But just when I read through the reviews, it just doesn't speak to the kind of gaming experience that I am looking for, which is let's it's not very relaxing.

Kumar

Like for me, I was looking for something that I can just pay for a bit. It will be a clean design without too many ads or too many ads that I cannot skip or ads that. Have some sort of rewards related to it and it doesn't seem like that.

Kumar

So now I'm having second thoughts or doubts about about the game or if the game speaks to my my kind of experience that I'm looking for.

Lisa Minchenkova

Well, I think you have answered all of my questions. We can finish the experiment. Thank you so much for your time. Of course I will stop sharing the screen and stop the recording.

Karen_Event&Employer Branding

Lisa Minchenkova

First of all, thank you so much for coming and contributing to my research. I really appreciate it. Sure. So you will be shown a link which you need to click and then you will be redirected to a figma setup. OK, you will be guiding there step by step, but if you have any questions you can also ask me about the rules. You will need to think aloud there, which means there is no right or wrong answer. You just need to say what crosses your mind once you ask some questions. OK and then before we start, I would like to I would like to ask you a couple of questions.

Lisa Minchenkova

Please share how old are you, if you can play any of card games and if yes, then try to approximately estimate your level of proficiency from complete beginner to profit.

Karen

OK, so I'm 2425 years old. Sorry I turned a few weeks ago, so I am 25 years old. I do play card games, most of them are specifically specifically from Brazil. So we have this really popular card game there. We call it Tuco and I would say I'm a medium to pretty good player.

Lisa Minchenkova

Thank you for sharing of. Course now I will share my screen with you.

Lisa Minchenkova

So if you use the link, please follow it.

Karen

OK.

Lisa Minchenkova

Would I ask you before you continue? Sure.

Lisa Minchenkova

Why did you choose their headline that you chose? And what about the others? Why didn't they resonate you?

Karen

So I think I chose this headline because it was the only one that actually had a question. So it's more intriguing to the public and you entered this competitive? Modus even before you

starting the game. So I think that's the one that calls my attention to most because of that because it's already intriguing you I think are you a winner?

Karen

So I think I chose that because it woke my competitors side. Let's put it like this.

Karen

Can I click it again?

Lisa Minchenkova

Yeah, OK, this page is scrollable.

Karen

OK.

Karen

OK, finish.

Lisa Minchenkova

Could you could you could you please discuss if you would install this app on your device?

Karen

I think I would. The rating is very good is 4.54 point 8 out of five probably, and the amount of reveal is received. It also indicates that it's good, especially with such a high score out of five.

Karen

The amount of downloads also show that people are pretty satisfied with it.

Karen

Me for being a person who like this game anyway and seeing that. They say here they are really just a few topics to be you know, developed to be better in the future. I think I would definitely download it if I was searching for a game like this anyways.

Lisa Minchenkova

And do you think that the end that you clicked Merlia somehow influenced your perception of the game? Once you landed on the product page at Google Play, did you have any expectations what you can see there on the product page?

Karen

Not necessarily, because mostly when we click. I can see here there's a trailer as well and mostly when you click on those links like show your skills, whatever, there's directly a video and that's basically what I was expecting, like a small introduction video or ads, which happens a lot.

Lisa Minchenkova

So I think it's that's the first thing that came in my mind and in terms of design and here you can see three screenshots, the main game situations, how do you find them after or you click the headline that you chose?

Karen

I think it's compatible because it just shows how we would be played. The game would be played. Here you can even see a winning.

Karen

Window. I think that's the one right When you start popping everything when you win, I see that's the winning page. It also aligns with the are you winner show your skills.

Karen

I think it aligns. Yeah.

Lisa Minchenkova

All right. Thank you. You have answered one of my questions, so we can finish the experiment. Thank you so much for your time.

Karen

Yeah, sure, definitely. I'm glad I could help.

Lisa Minchenkova

I will stop sharing my screen and.

Luisa_DataTeam

Lisa Minchenkova

First of all, thank you so much for participating in my research. I really appreciate it.

Lisa Minchenkova

You will be shown a link which you need to click and then you will be forwarded to the Figma setup. Now you will be guided step step by step. But if you have any questions, you can also ask me about the rules. All you need to do is to think aloud. There is no right or wrong answer. You just need to say what crosses your mind. And before we start I want to ask you a couple of questions.

Lisa Minchenkova

Could you please share how old are you, if you're familiar with any of card games and if yes, try to estimate approximately your level of proficiency from complete beginner to A.

Luisa

Familiar familiarity with card games?

Lisa Minchenkova

Yeah, if you can play any.

Luisa

OK, so I'm 26 but almost 27 and I have almost. I don't have a lot of familiarity with card games.

Luisa

I'm here by accident.

Luisa

I know Rami proficiency, I know how the game works, but I'm not super proficient so I don't know escape from 1:00 to 10:00 you said.

Luisa

I mean when, when does it start to just, you know, the rules and? Maybe five, I don't know. Let's say 3 is, you know, the basic rules and then four and five is, you know, maybe different kind of games and their rules because there's like entrance with 20 points or 40 points. Yeah, I don't know.

Luisa

Yeah. So let's say 5. And then other card games, Uno and those kind of things. I don't know. Does it matter or not?

Lisa Minchenkova

Yeah, for.

Luisa

Sure, Uno. Proficiency and enough 7-8 and just knowing the rules. What else there?

Luisa

I haven't played card games a lot since actually my childhood, so I don't know. I've just started a little bit with Rummy because of working here, but otherwise than that I actually. I'm not. I'm not actually playing a lot of games, but I haven't been in the last years, all right?

Lisa Minchenkova

So I can't come up with any no but anyway thank you for sharing what you said is is more enough and now I will share with you my screen.

Lisa Minchenkova

Here is the link please click on it.

Luisa

Very connected to our company, your masterpieces. OK, I will take Gin Rami because I don't know solute. I don't like. I don't. I mean I know the basic rules. I have been told the basic rules of Solitaire but I found it incredibly boring and I never really played it except the one time that I was shown the rules and I wanted to try it out. So I will take Gin Rami.

Luisa

OK.

Luisa

I'm sorry. I choose only one, right. OK.

Luisa

Yeah, Maybe I'll take this one.

Lisa Minchenkova

Oh, I should if you need to come back.

Luisa

Yeah, maybe because I should explain why. OK, so I would take play and earn rewards in general.

Luisa

Probably because So you're a winner is maybe for many very intriguing, but I'm not like so much so competitive as to take that and then have fun with friends online in general. I think this is like maybe is associating a lot of good stuff because like having fun with friends. But for me, online gaming is not really fun with friends because. The times that I've tried out online gaming just because of working at this company was not really. I was playing with people that I didn't know. So it's not really. It's actually rather a thing that would repulse me from playing because I I remember that actually I should have fun with friends instead of spending time on playing games online. But of course, this can be different for people that play games really with their friends. Which actually I I'm lying now I I did sometimes I played with Matthias pride some competitions but this is this is actually an exception mostly Erich was just playing Rami on game to F with unknown people join the Jin Rami community. I don't know I have don't have special feelings about it. I maybe it's because I know that. I don't really feel like there's like a lot of community, at least on game to i.com.

Luisa

I mean, there's this chat function where you can talk with the people, but the community thing is not really so much like prevalent for me when playing Rummy Relax with classic Trin Rummy card game.

Luisa

Maybe there's I was also thinking about this because actually I thought about what are the positive sides of playing games online? Because. Well, obviously I'm not a gamer.

Luisa

It's like a way to relax because you forget your everyday life and you, it's kind of a like a way, like meditation or other stuff. Everyone has different things to use to not think about their work, their everyday life. Of course, when you work with card games and commuter games, not so much maybe. But yeah, so this I was actually also thinking about. And then play and earn rewards. It's just like, yeah, earning rewards is like I think the even if I don't really care about the rewards in a game, I think it's something that makes you addicted. Like for example I use Duolingo and. I don't care if I'm if I'm in the league, if I like, join like go into the league higher than I am, or if I if I have more points than somebody else. Because it's just, it doesn't really matter. I'm there for language learning, but still somehow in your subconscious when you see oh you have gathered points, you, you, you, you're better now and you get like

some rewards. Something is really happening in the brain. It's crazy, but although I actually really don't care. I shouldn't care, but it really does something. OK, was there maybe a bit too detailed?

Luisa

OK, you'll see a product page of the game on Google Play. Explore it games quality and developers integrity. OK, Jin Rummy Stars Card game.

Lisa Minchenkova

This measures scroll.

Luisa

OK, yeah, looks good. OK, it looks like it's not in the App Store. It's Google Play. About this game Yeah, it looks good.

Luisa

It looks, it looks like a complete page. There's like an introduction, there's like talking about data safety. So I would think that this is a legit app and the developers, I don't know. It's like serious thing.

Luisa

OK.

Luisa

And the reviews are super good. So I would actually think that this is good. Wait, what? What should I comment? What Can I go back? What was the Going back like this Just OK, install the app. I would definitely install the app if I was interested in playing Genrami.

Luisa

Yeah, I mean, I think the. Especially because the because the reviews are so good. OK, so the first reviews that you see are actually bad, but OK 182K reviews and most of them are five stars. So I wouldn't actually even bother to read probably the ones with one star. Maybe I would but still discuss the game's quality and developers integrity.

Luisa

Game is set up to force you to pay real dollars if you want to play. I mean, I'm not surprised by monetization because every company needs to earn money, so this is not something that would surprise me. Like Miss Tony Love then lost 11, then lost a second one. All the same room.

Luisa

0 coins. It's a rip off. OK, I should not be out of coins. It's deals, comments, charges. You now triple if you don't get the winning streak. OK, yeah, this is not something that would surprise me, so it would not make me not install the app. Sadly, I decided it's time to be done with this app. Final straw was changing the Joker games to 30 points. Not only do you lose all your coins pretty consistently, but it happens even faster now. OK, yeah, but still the reviews are good.

Lisa Minchenkova

So I would definitely take it OK And could you please share how did the ad that you chose before influenced your perception of the game once you landed on the product page here?

Luisa

I'm not sure it did. It was what was it? Play and earn rewards in generally. I mean, I didn't read anything about rewards here on this ad, but I would, I would think that I mean knowing apps a little bit like a game, gaming apps a bit right now I would think that it has it has some rewards. So I don't know if it has really an influence on my to my mind.

Lisa Minchenkova

OK, I think you have have answered all of my questions.

Lisa Minchenkova

Thank you so much.

Luisa

OK, finish. It's oh, OK.

Lisa Minchenkova

Let's finish the experiment. Thank you. I will stop sharing the screen and stop recording now.