GUEST COLUMNIST

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Malysheva outlines the two key player categories – those that play for fun and those that play for big wins

Online casino operators wish to engage and entertain the widest possible audience and to do this they go to great lengths to give their brand mass appeal.

There are several ways this is done, from offering different welcome bonuses aimed at different player types to marketing via a range of different channels.

Of course, the most impactful way of ensuring an online casino brand appeals to a broad demographic is to offer a broad selection of games.

From slots to live dealer tables, instant win scratch cards, bingo and even sports betting, online casino portfolios are often packed with hundreds and thousands of titles.

When it comes to online slot games, there are many ways games can be made to appeal to different player types including theme, RTP, volatility and built-in features. But while there are many different variables that change the look and feel of the game, ultimately they are built for just two different player types that exist across all demographics.

The two types of player are those who play for fun and those who play to win (and in most cases, win big). Below, I look at how this impacts the slot designed for each type of player.

THOSE THAT PLAY PURELY FOR ENTERTAINMENT

Players that play a slot game just for entertainment expect a thrilling and exciting experience.

This is a challenge for developers as the win potential just does not matter to them, meaning developers must bring in new themes, designs, math models and features to deliver highly innovative, truly unique titles.

This provides studios with a great opportunity to be creative and to push the boundaries, whether creating a new math model or never-seen-before feature combination.

It is also important for such games to provide a prolonged player experience as those playing for entertainment wish to do so over an extended period of time.

They do not place big bets – as they are not bothered about landing big wins – but will usually spend their predetermined budget for that playing session if the game is entertaining enough.

THOSE THAT PLAY TO WIN – AND WIN BIG

Players that play to win want to win big. This player type is only really interested in winning and making that win as big as possible.

For the developer, this means creating games where mega and epic wins can land and combine this with features that boost winnings as high as possible – wilds, multipliers, etc.

Such players are happy to spend big as they hunt down the bonus and then continue to wager when they realise the bonus they have unlocked is just the first of many.

To achieve this, developers increase the volatility of the game while also layering bonus features that trigger at various points during the player's session.

WHY OPERATORS MUST OFFER BOTH

At Mascot Gaming, we have named the two types of games we develop for players as traffic games (players that play for fun) and profit games (players they play for big wins).

Traffic games are entirely new concepts that draw players to the casino because they offer something they have never experienced before. But they are risky, even if they are designed to appeal to players that play for fun, as there is no guarantee the title will be a hit.

Profit games, on the other hand, are based around a proven formula but with the odd tweak or change to help improve the player experience. Ultimately, the idea is to drive the maximum profit from the player by providing an online slot they can really get into and become committed to unlocking the bonus features.

By stocking both types of game in their portfolio, operators can engage these key player categories and ultimately grow their player base and revenue potential.

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