



## #63 Curse of knowledge

First of all, we need to compose the "Persona" of our product. In addition to the gambling tendencies of potential users, we need to understand their motives. Does our user want to "be the first," "win," or just "make money"? Does he want money to buy something specific that we know, or is he motivated by an abstract desire to "get rich"? All the details on the Person that we write down can play a significant role at different stages of working with the user. We must validate all our assumptions through surveys of project participants, A / B tests, etc. All our findings must be documented.

## #99 Prejudice

We need to identify all types of prejudices that consciously or unconsciously manifest in our audience. Conscious biases can be verified through surveys. Unconscious - by creating A / B tests and analyzing behavioral patterns. This knowledge will help us reduce users' discomfort by adjusting our content to their prejudices. Also, we may sharpen their sense of gambling by using "positive," "lucky" numbers in random places (like 777, 999, etc.).

## #74 Dunning-Kruger effect

We need to understand which groups of our users are subject to an overblown sense of self-importance and errors in assessing their competence. In most cases, such users have an overly confident manner of speech and a flattering opinion about themselves ([#69 Overconfidence effect](#)). We can play on their flattering self-image by adapting our communication and nudging them towards the actions we need.

## #92 Decoy effect

If, after analyzing user behavior, we saw a pattern according to which they spend too much time on some page related to choice, we can nudge them by adding a dummy offer to this page.

## #18 Anchoring effect

When working with numbers, in almost any part of the product, we can use different anchoring effect variations.

## #61 The Magical Number 7+-2

If necessary, we can deliberately violate Miller's law in order to complicate the analysis of the situation for the user. For example, we can keep the factors, users can control, in the range of 9-12. Being on the verge of his memorization abilities, the user will experience discomfort, which will not be too great to stop participating.

## #2 Attentional bias

We can create a new "value" in the product, link it to the user's profile and make it public. For example, this value can be some kind of virtual "prestige points" received for participating in some events. Even the most indifferent user will at some point become interested in comparing his points with others. This, in turn, will give us one more leverage to nudge users when we need it.



## #86 Zero-risk bias

If we need the user to make some heavy decisions, we can wrap it up by emphasizing zero risks. If our product is built on excitement, such an offer will strongly contrast with the product's context ([#20 Contrast effect](#)), and with a high probability, the decision will be made.

## #93 Ambiguity effect

Another powerful nudging technique that works effectively in an atmosphere of excitement is creating "fork" offers. This is when we propose user 2-3 options for action. The option we want the user to choose should have an unambiguously favorable outcome in comparison with others.

## #76 Illusion of control

We can run surveys where each option is equally beneficial to our business. In the description texts of the survey, we can strengthen the user's faith in our "transparency" and "fairness" ([#47 Just-world fallacy](#)). Such actions help with the retention of users on the platform.

## #64 Spotlight effect

Depending on our product's specifics, we can inflate our users' successes by exposing them to the public (and hide their failures).

## #6 Cue-dependent forgetting

We can periodically remind the user of the good experience he got on our project. We can increase the power of positive emotions by reminding about them at the moments when the user is already in a good mood ([#7 Mood-congruent memory bias](#)). We can also remind the user of good events to keep him on the project after some of his failures.

## #17 Negativity bias

When designing our communication, we should consider users' reality the moment it reaches them. If we approach the user with some offer implying a waste of money/time, this may cause him to leave the product.

## #79 Hyperbolic discounting

In a product that implies excitement, users always look at an "instant" offer with a guaranteed outcome with special pleasure. Understanding this allows us to prepare offerings where we can benefit from users' impatience.



### #73 Hard-easy effect

In products touching work with excitement, it is not necessary to simplify all components' usability. So, sometimes we may need to complicate a process by creating additional steps in some workflows.

### #21 Distinction bias

In the logic of online betting, we can show the "wins" and "losses" of the users separately so that they cannot compare the difference and be disappointed with the contrast. Also, we can show the amount of the deposit and withdrawal separately.

### #22 Framing effect, #16 Self-reference effect

The more efficiently the information on our audience (Persona) is collected, the better and more effective our communication will be.

### #24 Weber-Fechner Law

Understanding this law is necessary to competently balance the tone of our communication and/or the size of the bonuses provided to our users.

### #30 Ostrich effect

If we know which elements of the product can cause emotional discomfort to the user, we should determine which ones can be removed and which ones can be "weakened" so that the user can see them only when he really needs to.

### #59 Survival bias, #25 Confirmation bias

We can provide the user only with the kind of data that indicate his success due to his gambling behavior. By the way, such techniques are prohibited by companies that provide licenses for online sweepstakes and casinos.

### #101 Peak-end rule

We can come up with some nice bonuses for the user at the end of each session of using our product. You may have seen similar "bonuses" that different websites give to us for visiting the project.

When working with a sense of excitement, it will also be very useful for us to know the following biases:

**#40 Gambler's fallacy, #41 Hot hand fallacy, #85 Unit bias, #81 Escalation of commitment, #67 Planning fallacy.**