Gambless

Maya Magina, Daria Palihovici, Callista Balqis, Sam Eijpe

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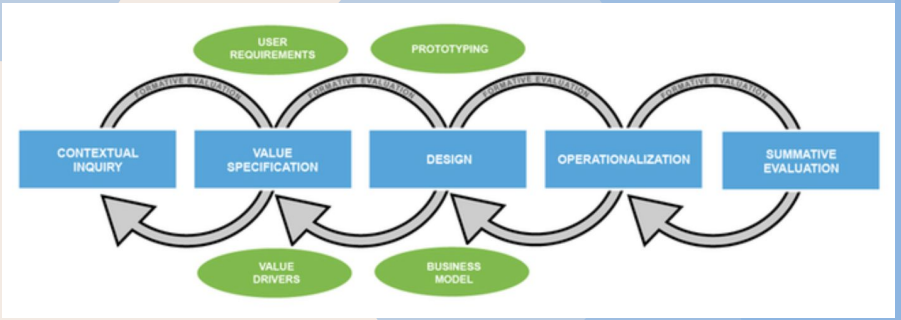
01 Introduction

Introduction



- Gambling behavior: non-gambling > recreational gambling > at-risk gambling > problem gambling (Floros, 2018)
- Problem gambling: difficulties in limiting money and time spent on online gambling (Gainsbury et al., 2013)
- Of the regular gambles in the Netherlands, 38% are risky gamblers (Bieleman, 2011)
- Young adults are the most vulnerable age group to develop problem gambling behaviors
- **Goal: prevent Dutch young adults from becoming problem gamblers**
- CeHRes Roadmap (van Gemert-Pijnen et al., 2011)

02 Contextual inquiry

Process

Literature Research

Review of gambling literature

Desk Research

KSA website

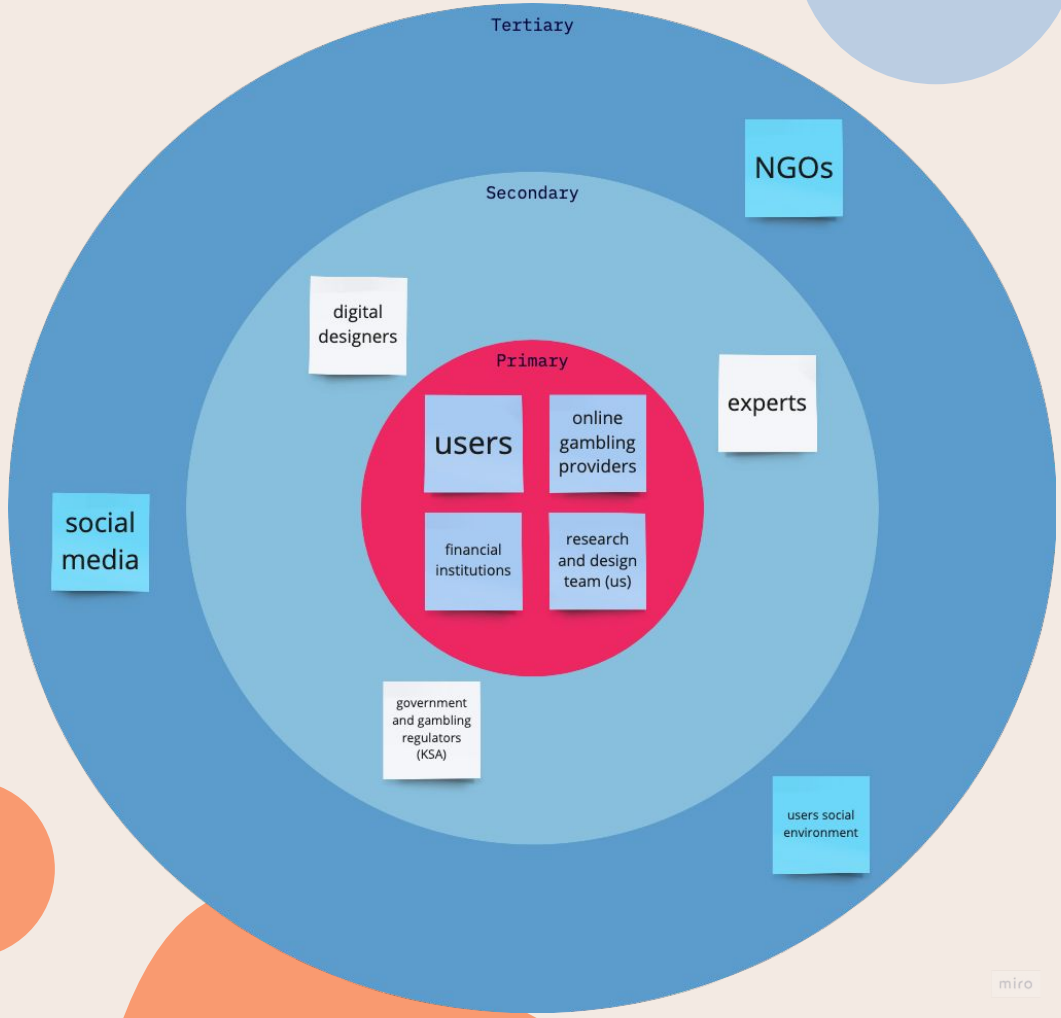
Trial of online gambling game

User Research

Individual interviews with 2 recreational gamblers

Expert Consultation

Group interview with a gambling expert



Stakeholders

miro

Current Regulations for Responsible Gambling

Gambling Authority (KSA)

- ➔ All gamblers need to be registered
- ➔ Problem gamblers can register in the CRUKS list and get banned from gambling platforms for 6 months
- ➔ All online gambling providers need to be registered, and licensed, and follow strict rules and regulations (e.g. include responsible gambling features (RGFs))

Player Initiated RGFs

Limit setting
Self exclusion

Externally Initiated RGFs

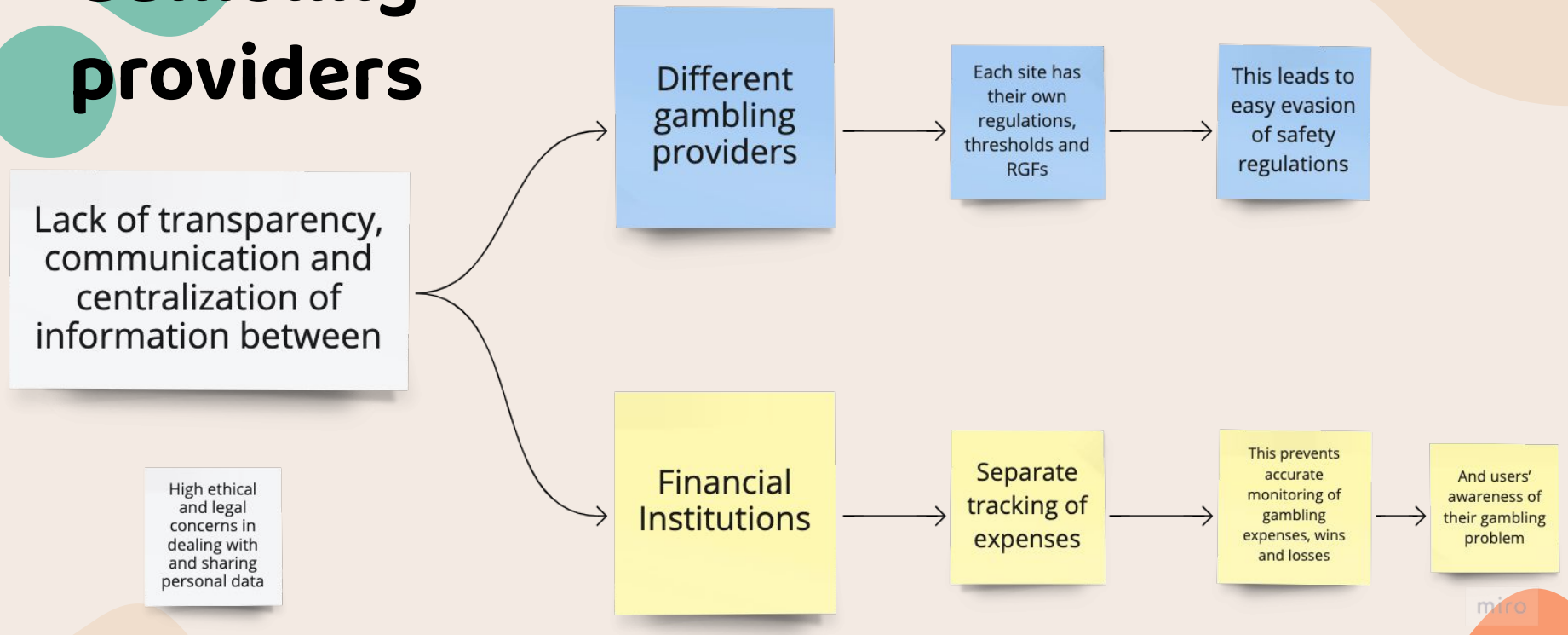
Imposing limits
Forced exclusion

Information Provision RGFs

Gambling risks
Gambling expenses
Self diagnostic tools
Addiction help

Barriers of Responsible Gambling

Gambling providers



Users

Lack awareness and knowledge of safety regulations and RGFs

Lack adherence to RGFs because they can be easily evaded

Lack awareness of their gambling expenses and habits, and their gambling problem

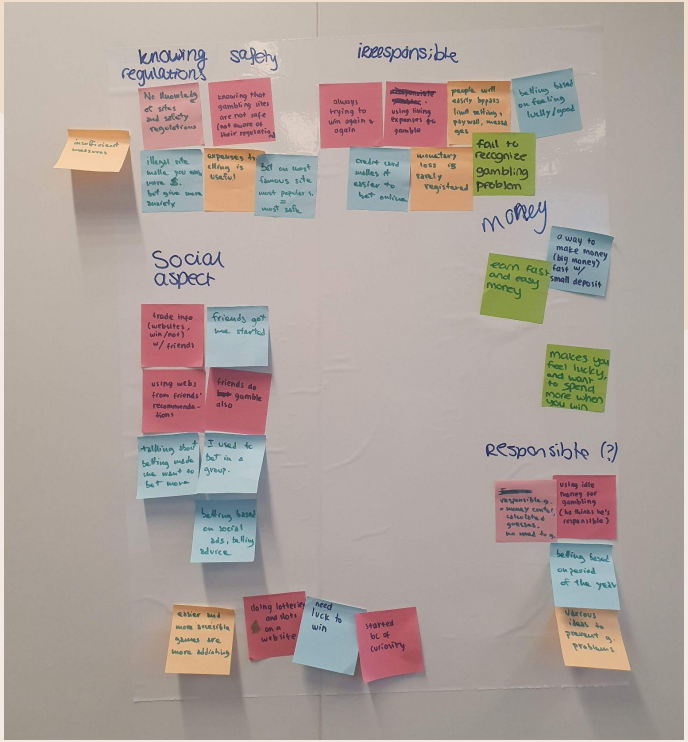
Lack motivation to use RGF because they think they are just for problem gamblers

03 Value specification

Step 1 - affinity mapping

on post its: desk research, literature search, user research

categorization according to themes which stood out

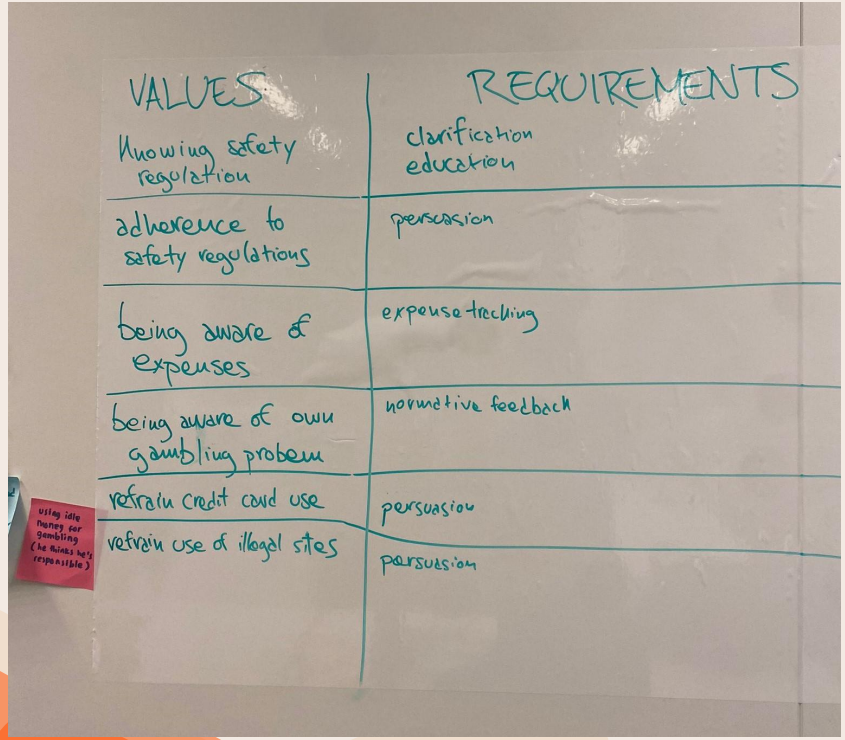


Step 2 - making sense of everything

took out irrelevant topics

understood the values, attributes, requirements

Step 3 - getting a clearer idea



finally had our values and some requirements

made a table so we could see them more clearly

Knowing safety regulations

Adherence to safety regulations

Being aware of own gambling habits/activities

Being aware of expenses

Refraining from using credit cards

Refraining from using illegal sites

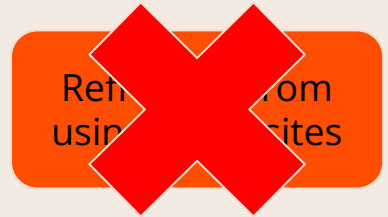
Knowing safety regulations

Adherence to safety regulations

Being aware of own gambling habits/activities

Being aware of expenses

Refraining from using credit cards



Uniform approach by gambling sites

Step 4- finalizing our ideas...

… or so we thought

Knowing safety regulations

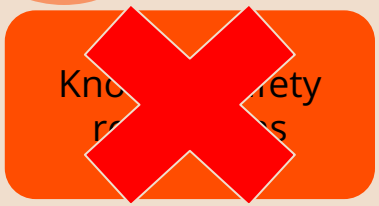
Adherence to safety regulations

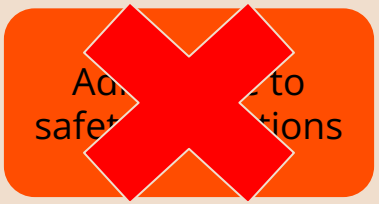
Being aware of own gambling habits/activities

Being aware of expenses

Refraining from using credit cards

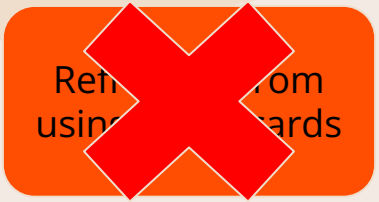
Uniform approach by gambling sites





Being aware of own gambling habits/activities

Being aware of expenses



Uniform approach by gambling sites

Targeting the rational mind

Promoting autonomy in RGF

Finally...

Being aware of expenses

Being aware of own gambling habits/activities

Uniform approach by gambling sites

Targeting the rational mind

Promoting autonomy in RGF

04 Design

Being aware of expenses

Expense tracking

Being aware of own gambling habits/activities

Time / expense tracking

Uniform approach by gambling sites

Tracking on *all* sites

Targeting the rational mind

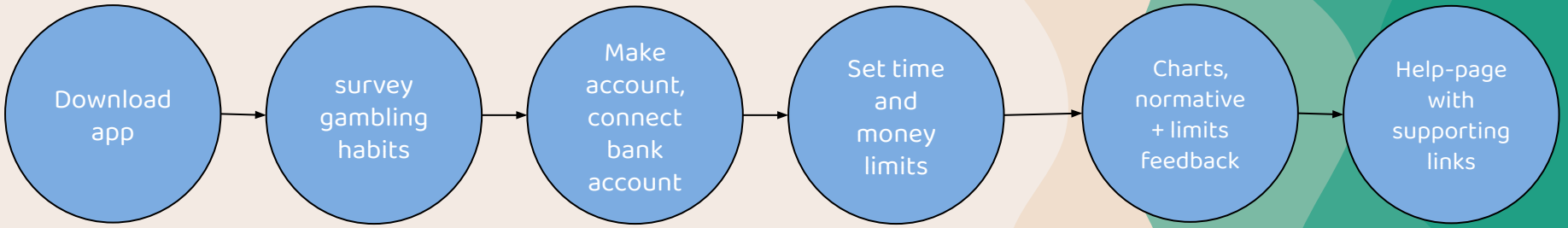
Reaching out in a ‘cold’ state

Promoting autonomy in RGF

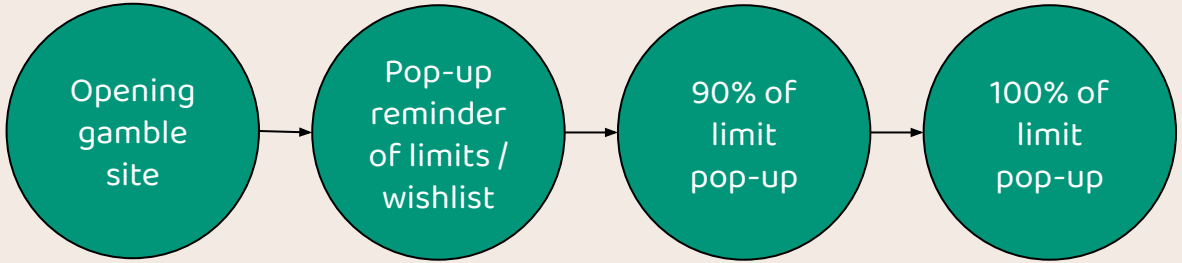
Allow users to set own limits

USER FLOW:
gambless app

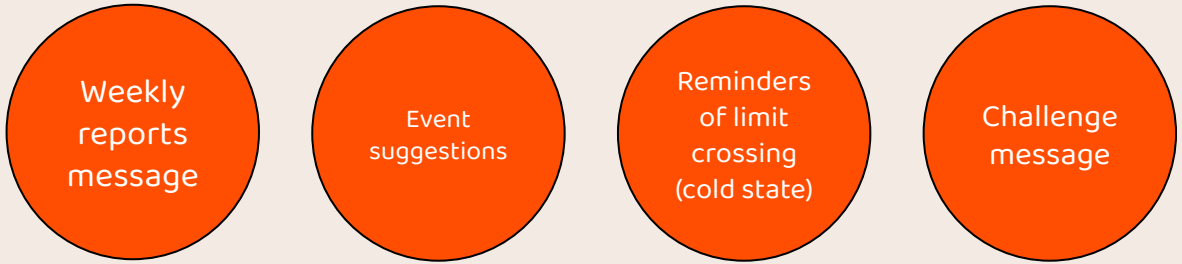
User Flow in the app



User Flow when gambling



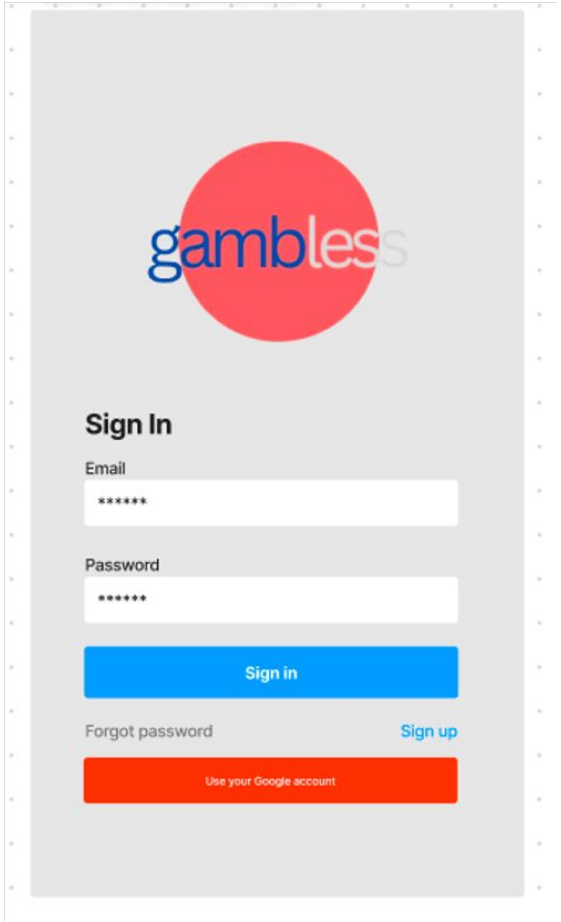
User Flow outside the app



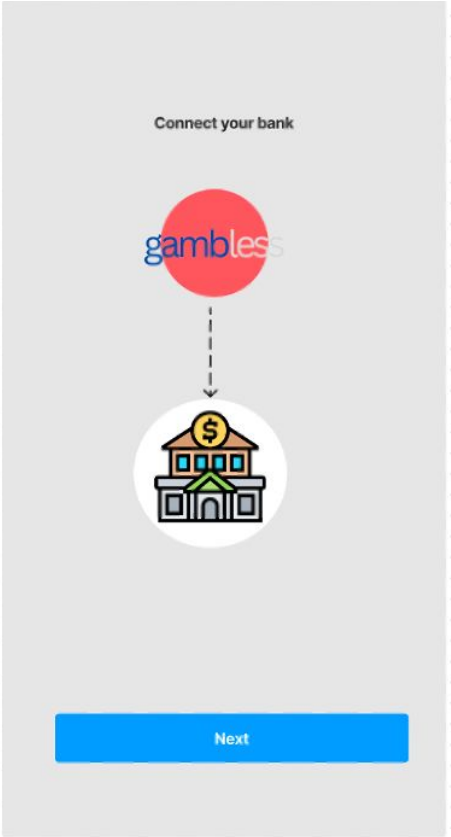
05

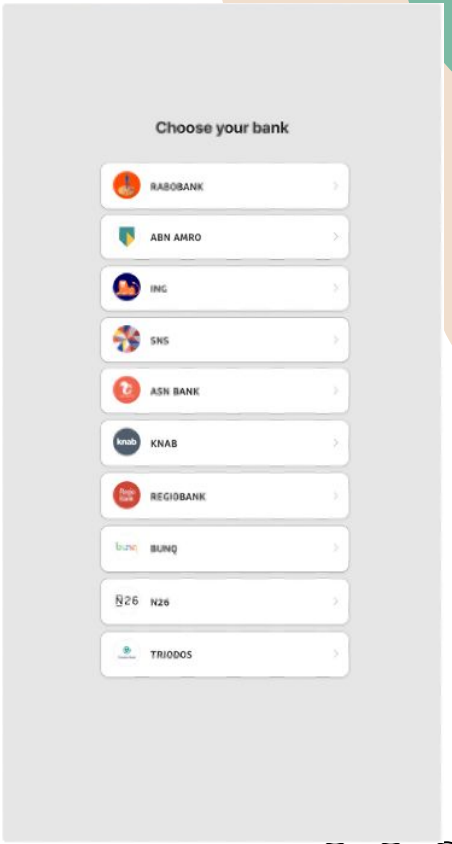
Gambless app Prototype

Start page

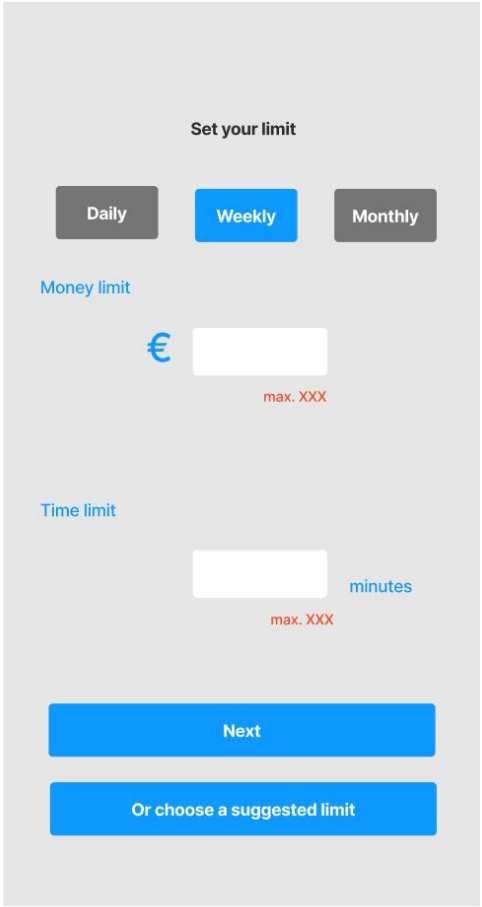

gambless
Sign In
Email
******
Password
******
Sign in
Forgot password
Sign up
Use your Google account

Connect your account

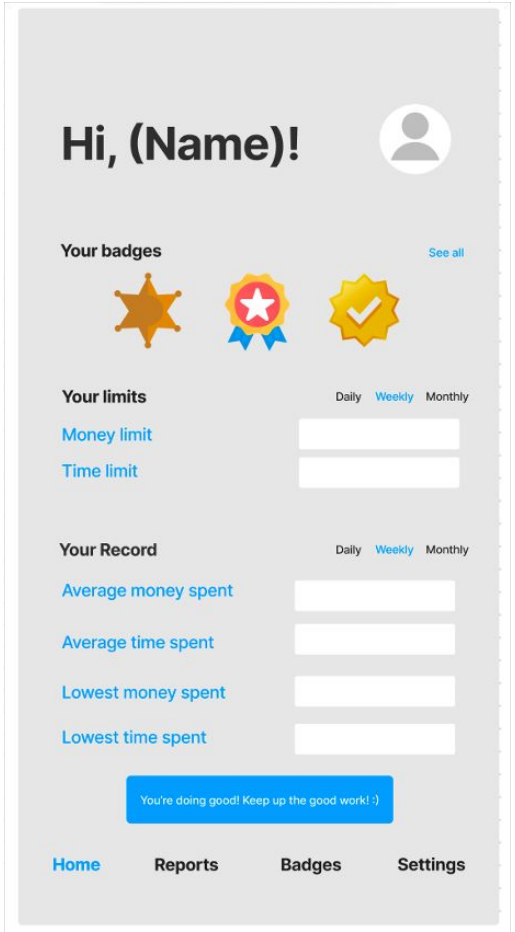




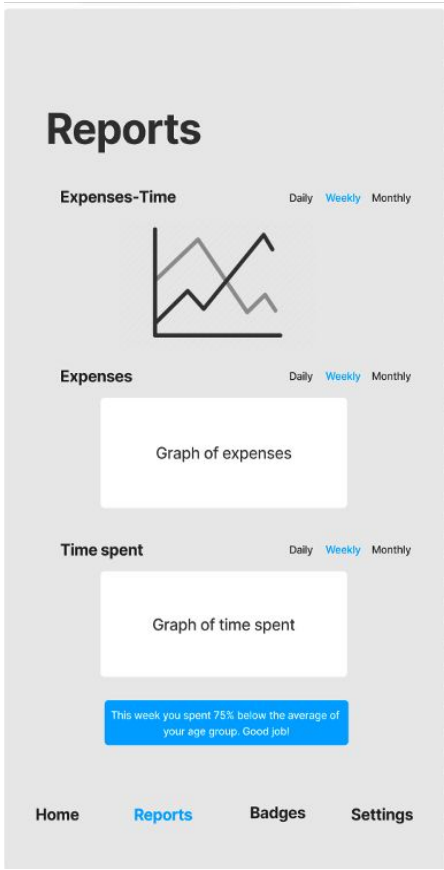
Set your limits

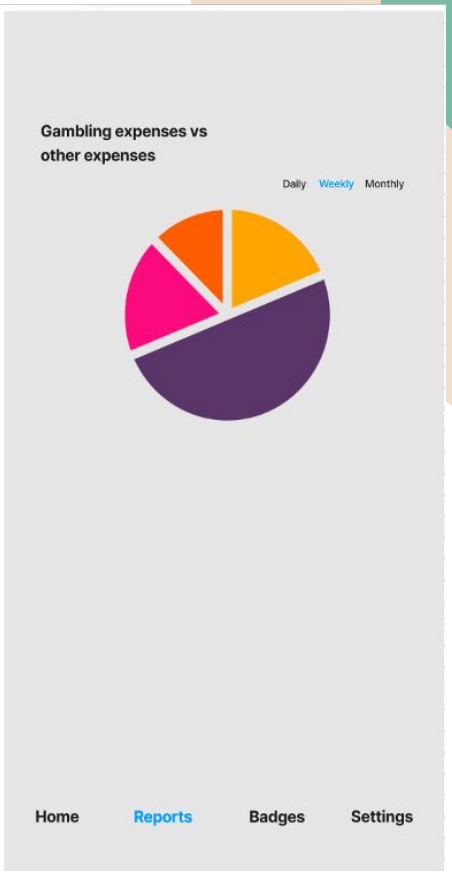


Home page

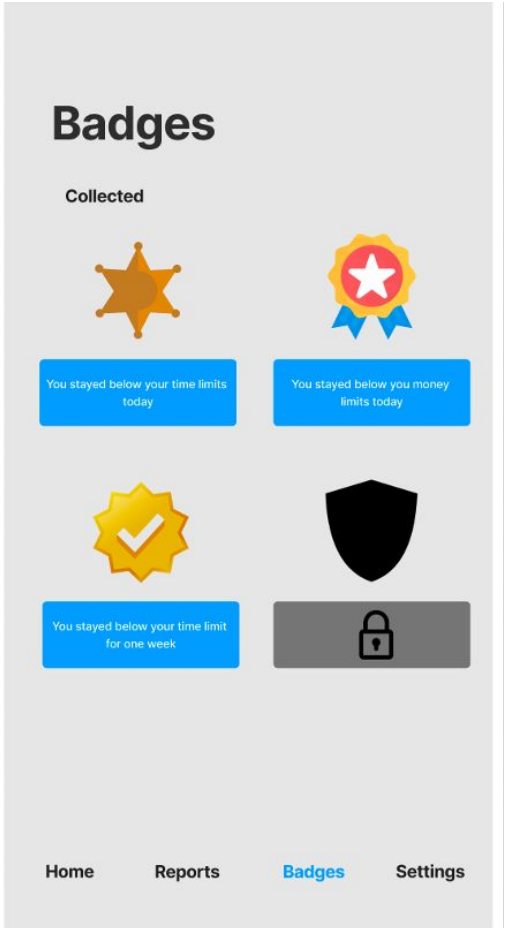

Hi, (Name)!
Your badges
See all
Your limits
Daily Weekly Monthly
Money limit
Time limit
Your Record
Daily Weekly Monthly
Average money spent
Average time spent
Lowest money spent
Lowest time spent
You're doing good! Keep up the good work! :)
Home
Reports
Badges
Settings

Reports page

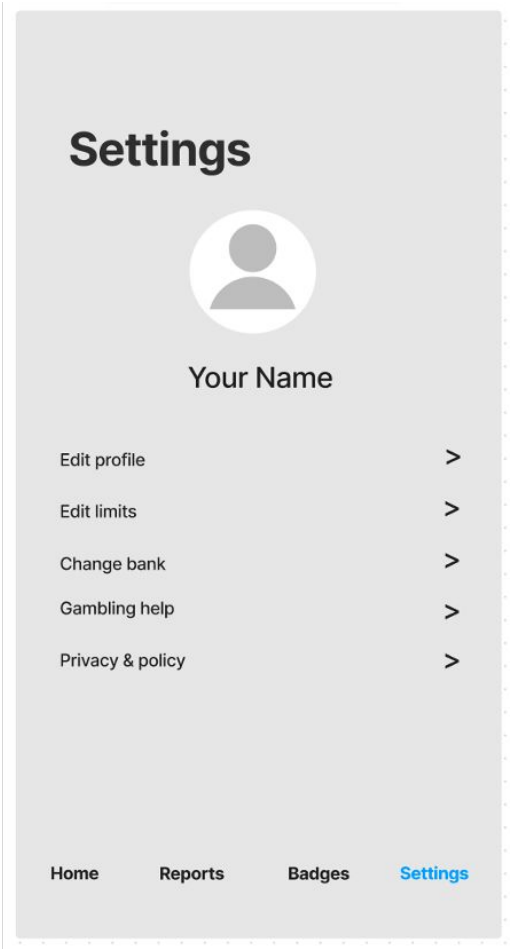




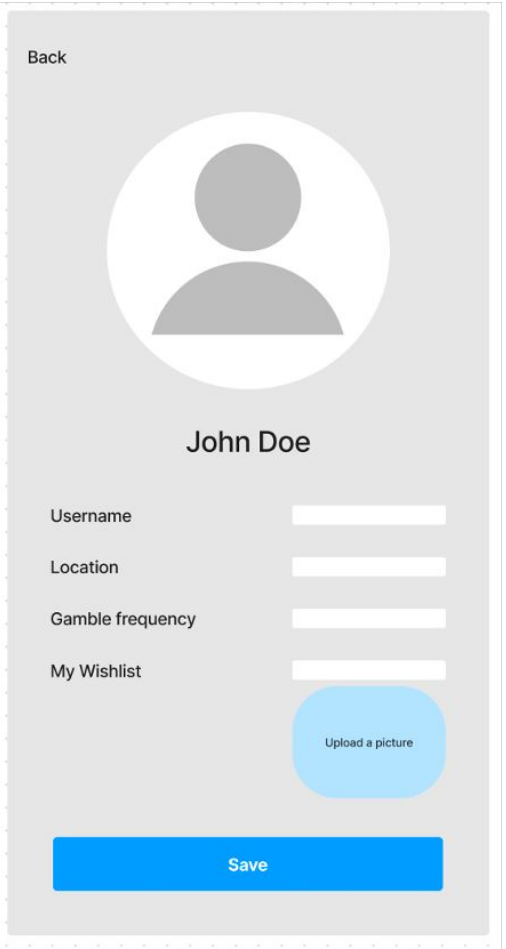
Badges page


Badges
Collected
You stayed below your time limits today
You stayed below you money limits today
You stayed below your time limit for one week
Home
Reports
Badges
Settings

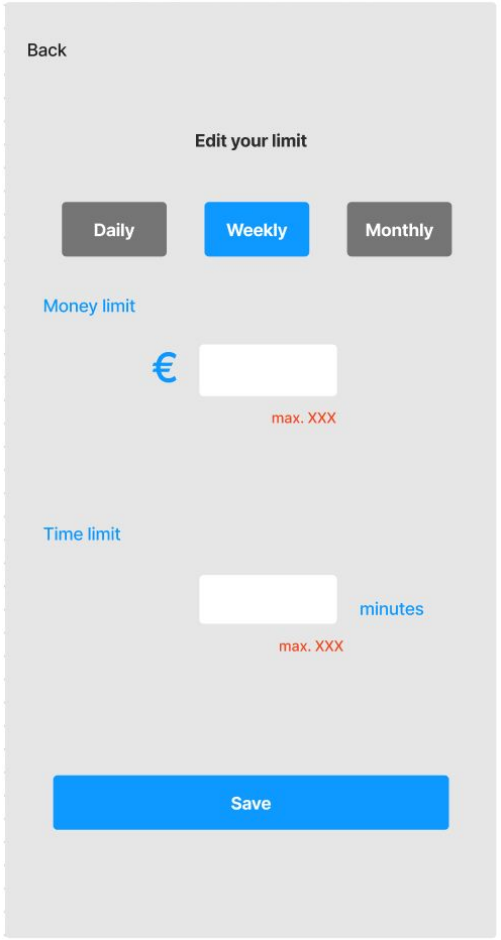
Settings page



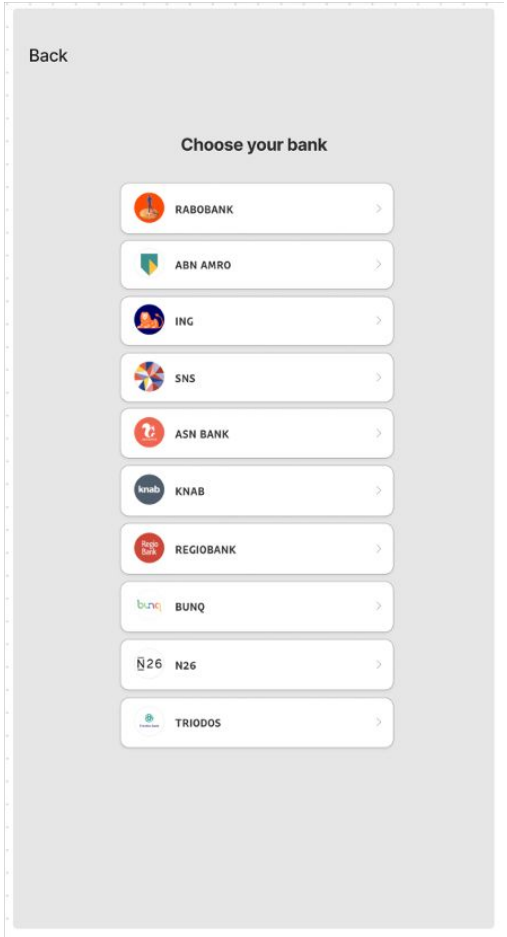
Settings page
Edit profile



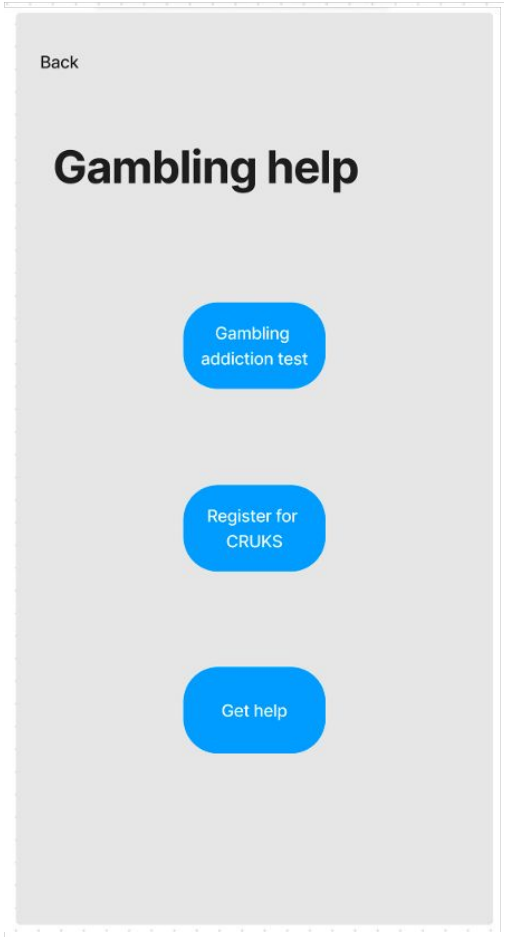
Settings page
Edit limits



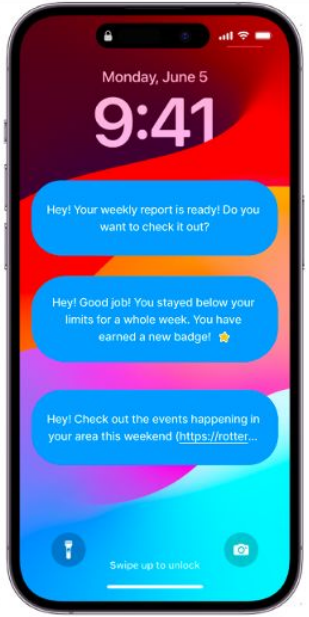
Settings page
Change your bank



Settings page
Gambling help



Notifications



Thank you for listening!

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