



1 The six segments (Module 03)

SEGMENT	ONE-LINER
New / Novice	Learning the basics — teach how the game works
Recreational	Casual and fine — keep it light, keep it useful
Enthusiast	High knowledge, high engagement — go deeper, not louder
At-Risk	Behavioral warning signs — tool visibility, not lectures
In-Crisis	Actively seeking help — immediate, frictionless support
Friends & Family	Not a player — separate entry point, conversation starters

Segments are **relationship-based, product-contextual, and dynamic** — the same player can be Recreational in casino and New/Novice in sports. Overlay the five verticals (Sports, Casino, Lottery, Poker, Bingo) independently. Adapt the lens, never the fact.

2 The five journey stages (Module 04)

1. **Awareness** — not signed up yet; Playbook as companion brand, teaching how games work

2. **New Player** — just signed up; myth-busting and game education
3. **Active Player** — engaged; entertainment literacy, strategy, quizzes
4. **Regular** — established; introduce self-management tools as feature upgrades
5. **Support Seeking** — available at *every* stage, one tap away

It's not a funnel. Most players never leave Stage 2 — that's the design working. Education first, tools later, support always.

3 Scorecard: ship, diagnose, or revise? (Module 05)

Anchor metric: **NPS** — “How likely would you recommend this material to a friend who gambles?” Five semantic pairs: Forgettable–Memorable, Boring–Engaging, Preachy–Respectful, Confusing–Clear, Generic–Made for me.

RESULT	CALL
NPS 30+ and all pairs 4.0+	Ship
NPS 0–29 or any pair below 4.0	Diagnose — run the Full survey
NPS below 0 or Preachy–Respectful below 3.0	Revise

Brand DNA Alarm: Preachy–Respectful below 4.0 is an automatic hold, regardless of the other scores. Total effort: 3–4 hours per launch. Pulse every launch, Full for diagnostics, Recall at 7–14 days.