

How We Tested

9

Participants

- 60-minutes interview.
- Task-based activities.
- Behaviour questions.

Data collection focus on background of the user, behaviour and feedback about how easy is each task.

Insights



Expectations of Horse Retirement

"Right now our platform is over-saturated with a lot of horses. It'd be nice to get some of those numbers down and up the value"

Retire a horse

- **All were interested** or excited at the possibility of being able to retire their horses.
- Some thought it would be very positive for the **ZED RUN ecosystem**.
- Some feel **emotional attachment** to some of their horses and would never retire them
- **Poor race or breeding performance** is the number one factor when deciding to retire a horse.
- The use of retired horses in the **new user on boarding experience** was supported by some.
- Almost all participants wanted to be able to **view their retired horses** within their stable.
- All participant would like to be able to **view** what horses **other stables have retired**.

During Task

89%

would buy more horses knowing they could retire them

67%

felt the retirement slots feature caused confusion

78%

Interested in retaining or selling naming rights

78%

were unsure about what the breeding catalyst would do



Perceptions of Rewards

"I would go and buy a bunch of names that I think are really cool and burn the horse just for the names!"

Token reward

- Tokens were seen as the main reward and **all were happy with receiving tokens** for retiring a horse. However, there was **some uncertainty** as they didn't know what they would be able to do with the tokens or **how much** they would be worth.
- While tokens were the most expected reward, **other types of items** would be welcome, especially those with in-game utility such as trophies and retirement discount.

Naming right

- Most are interested in retaining, reusing or selling the naming rights. For some being able to reuse the name was a **strong motivation** to retire more horses.

Breeding catalyst

- Most were **interested** in the idea of a breeding catalyst, however most were also **unsure what it would do**.



Impact on Behaviour

"I would probably buy more horses, if that horse didn't work out, I wouldn't be stuck with it. And I'd at least get something for it"

Feelings around retirement

- Some would consider retiring more horses based on the rewards, however most would **retire the same number** they already had in mind.
- Most would buy more horses knowing they could retire them as it reduced the risk of ending up with an unusable asset.
- **The impact on breeding was split evenly**, with some saying they would breed more and others saying they wouldn't change how often they bred their horses.
- Most said it would have **no impact** on **how often they raced**.



Next Step

- Improve user interface for retirement feature.
- Ensure reward system is fully understood.
- Consider items as well as token.