



1 The six segments (Module 03)

SEGMENT	ONE-LINER
New / Novice	Learning the basics — teach how the game works
Recreational	Familiar with the product — keep content relevant; this is not a safety assessment
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	Asking about someone else — offer resources for concerned others

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; deeper game explanations, strategy, quizzes

4. **Regular** — established; introduce self-management tools as feature upgrades

5. **Support Seeking** — available at *every* stage, one tap away

Flexible use: People may use stages in any order. Tools and support remain available from the start; a content journey is not a prerequisite.

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

Anchor metric: **NPS** — “How likely would you be to 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 every measured pair 4.0+, with no other unresolved concern	Ship
NPS 0–29 or another measured pair below 4.0	Diagnose — run the Full survey
NPS below 0 or Preachy–Respectful below 4.0	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.

These are internal planning thresholds. Pulse only measures Memorable; the other pairs remain unknown. NPS measures recommendation intent, and Recall follow-through is self-reported. Neither proves behavior change or reduced harm.