STUDY OF ENHANCING ONLINE TEXAS HOLD'EM PLAYING EXPERIENCE

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Abstract

Online poker, especially Texas Hold'em, has become an important part of the gaming industry. It lets players have the opportunity to engage in a strategic gameplay from the comfort of their own homes. This paper dives into the key things that players value the most when participating in physical and digital Texas Hold'em. Additionally, the paper explores a new approach to online poker user improvement, taking into account technologies and user interface design.

Introduction & Background

Poker is one of the most popular gambling game around the world. There are many categories of poker games, but when talking about poker, Texas Hold'em will be the one that must be discussed. Texas Hold'em is the most played game in both casino and online platforms. However, most of the online players know very well of how to play poker. Some novice players want to learn how to play but afraid of playing with experienced players which make them stressful, and that lessen the will of maintaining to play poker. Therefore, to achieve the goal of how to make players feel most comfortable while playing online poker, the study compared between physical and digital poker to see what are the different things players value the most during the game. Also, if combining physical and digital poker with the most value points, whether the new product enhance the playing experience for all level players.
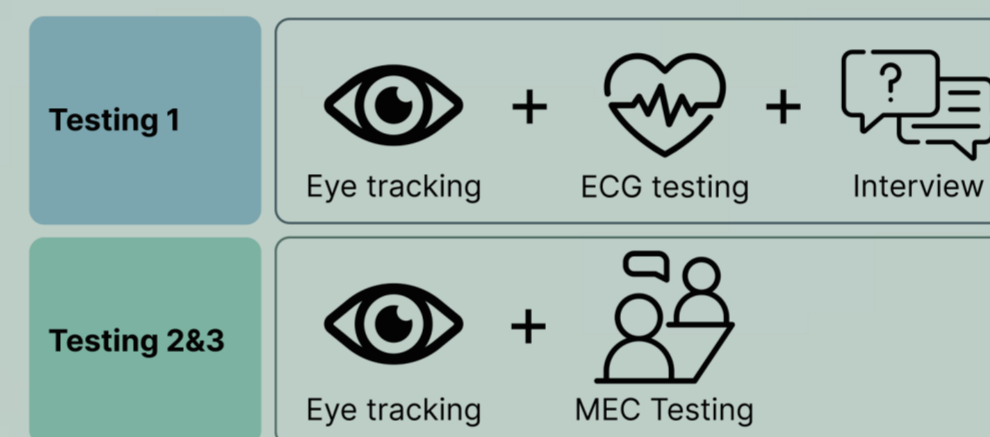
Research Questions:

1. What are the challenges and opportunities of combining physical and digital Texas Hold'em?

2. What are the key factors that players value most when combining physical and digital Texas Hold'em , and how can these factors enhance the gaming experience?

Digital Poker vs. Physical poker

Digital Poker	Physical poker
Benefits • Convenient • Multi tasks at the same time • Lots of options to choose from	**Benefits** • Face-to face interaction • No need for technical knowledge • The ambience of a casino
Drawbacks • No ability to read opponents faces • Great chance to lead to problem gambling • Too easy to loose money	**Drawbacks** • Transportation required • Slow pace of play • Not as accessible for novice players

Methodology

To gain a deeper understanding of player values and preferences, a series of experiments was conducted. In the first experiment, we tracked players' eye movements and heart rates during physical poker games to analyze their focus and reactions. In the second and third experiments, we transitioned to an online version, using heatmaps and interviews to gather insights. The Means-End Chain (MEC) theory was used to uncover the underlying motivations that influence players' choices. The goal was to establish connections between players' motivations, interface preferences, and their decision-making process, revealing how specific attributes of the game translate to personal values.

Testing 1
Eye tracking + ECG testing + Interview

Testing 2&3
Eye tracking + MEC Testing

Conclusion & Future Work

In conclusion, the journey to enhance the online Texas Hold'em playing experience requires a deep understanding of players' values and preferences. By comparing physical and digital poker, this study has highlighted the need to balance catering to novice players while also supporting experienced ones. User-centered design and advanced technologies can pave the way for innovative online poker platforms that immerse players in an enriching, engaging, and strategically rewarding poker experience.Continuing research efforts that focus on enhancing player satisfaction, engagement, and overall enjoyment will contribute to shaping the future of online poker.

Personalization
• Customizable interfaces
• Adaptive in-game tips

Responsible Gambling Practices
• Self-assessment tools
• Deposit limits
• Resources for problem gambling support

Advanced Technologies
• AI-powered in-game analysis
• Enhanced user experience through technologies

Testing & Evaluations

Novice players tend to focus only on their cards, whereas more experienced players pay closer attention to their opponents' actions for the online poker. Players value the most on the usability and website design and this perceived interface features as beneficial to their entertainment and learning values of the very end of the mean-end chains. The physical version of the game involved more communication between players than its digital counterpart. During gameplay, a player's heart rate did not significantly change when bluffing or when dealt a bad hand. This was likely due to the lack of psychological stress present with playing against strangers.

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