

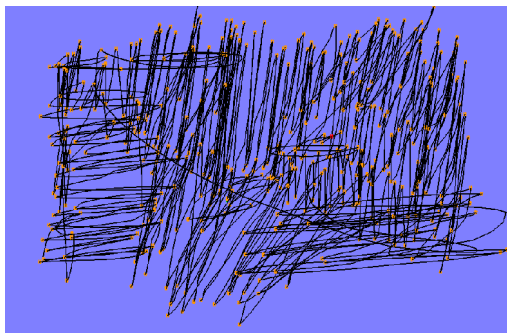
PRESS RELEASE

SCRATCHOLOGY REVEALS OUR ONLINE PERSONALITIES

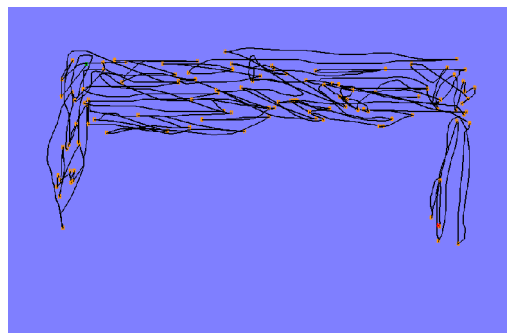
Survey of online scratchcard behaviour based on LiveScratch™ technology

21 October 2004: Online marketers looking for ways of understanding their customers in cyberspace will be interested in the results of a Scratchology survey which reveals the characteristics of those playing a LiveScratch electronic scratchcard game.

Players have been analysed by a psychometric profiling system which has its roots in graphology, the study of handwriting. A number of parameters are recorded as players scratch away: the speed of scratching, length of the strokes, direction of movement and the proportion of the image that is removed. This can be represented visually as 'splines' as shown in the images below.



Speedy

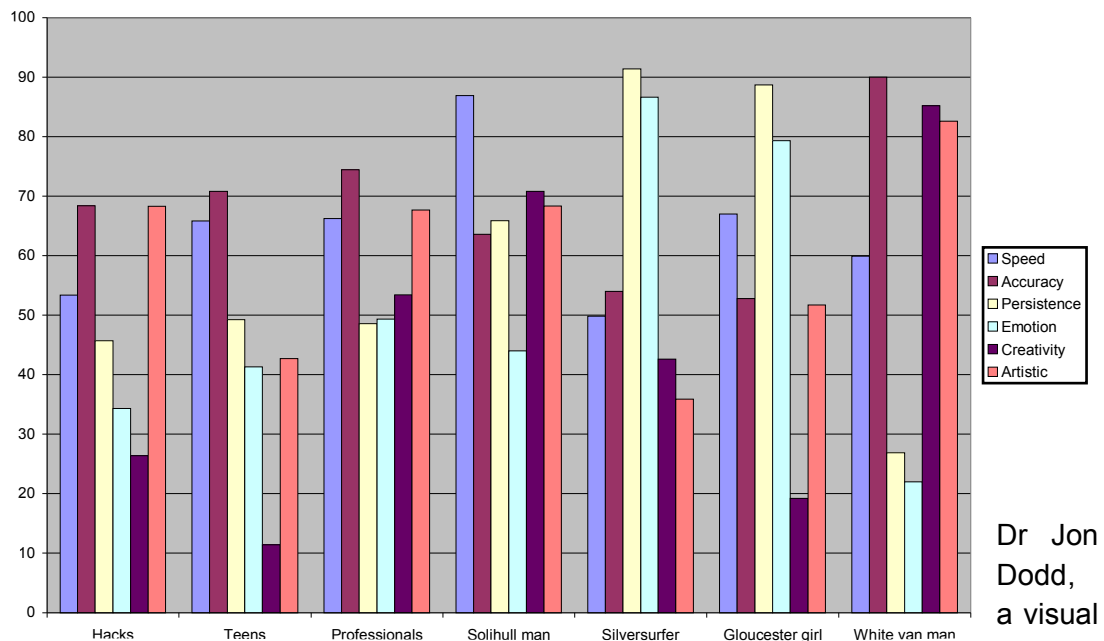


Artistic


The psychometric profiling has been developed by studying the relationships between the measured parameters and the personality characteristics of control groups measured by conventional means. The resulting technique, known as Scratchology, reveals players' scores for accuracy, persistence, emotional intensity, creative intent and artistic ability. The combinations of scores in each axis provide the psychometric profile ([discover your profile at www.scratchology.com](http://www.scratchology.com)).

The survey conducted during the last two weeks of September investigated the performance of seven demographic groups: Teens, Silver Surfers, White Van Man, Professionals, Gloucester Girl (25-35 female office worker), Solihull Man (married with teenage kids), and..... Journalists. Surprisingly perhaps, White Van Man scored highest for accuracy and creativity while Silver Surfers and Gloucester Girls showed the most persistence; Journalists revealed themselves predictably low on the emotional scale but logged a surprisingly high score for artistic ability.

Professionals appeared not to excel in any area but seemed tiresomely consistent across the board; Solihull Man was the fastest, possibly due to the pressure of his kids needing to get onto the chat rooms. The results are tabulated below.



neuroscientist and Technical Director of interactive behaviour consultancy Bunnyfoot, has been following the research. “Although the idea of Scratchology was initially a bit of fun there are clear differences in the way people approach the task of scratching, and these do indeed appear to be mapped to other behavioural traits. The sub-conscious way we approach many day to day activities reveals much about our inner psyche. As well as great marketing, companies may get an insight into the audiences they are attracting based on their scratch profiles.”

The LiveScratch online scratchcards are being introduced by web developer Akriga as a new tool  for online marketers. Able to deliver spectacular response rates and already proven in highly successful campaigns by Abbey National and Dixons, the technology allows for rapid deployment of branded campaigns and is suitable for use in both B2C and B2B contexts.

LiveScratch delivers tailor-made web solutions and incorporates Akriga’s back-end competition management technology. This enables a wide range of functionality including interfacing with existing systems to ingest the data that drives a competition, delivering lists of prize winners and prizes to a fulfilment house, interfacing to bespoke systems, such as a hotel booking system, to deliver prizes online and in real time. It can be installed within the user’s IT environment or operated on behalf of users by Akriga as an Application Service Provider (ASP).

ENDS

Links

www.scratchology.com

www.livescratch.com

About Akriga

Akriga (www.akriga.com) specialises in mobile and web based solutions for B2C and B2B applications. Its capabilities range from website design to comprehensive e-commerce sites. Its e-commerce platform, Activate™, which provides a straightforward but scalable basis for online trading, has been nominated for the UK Online for Business E-Commerce Awards. Akriga has its roots in the design and deployment of large scale directory type sites and online payment technology. The company is based in Oxford, UK.

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