

Touch Clutch Test Play Results - December 2023

1. Two test play dates were conducted. One with above average throwers and one with Pro level throwers. The context of how the survey results played out and what we asked in the survey was shared with all throwers to help them understand why we were only play testing 3 and 5 as the final two options.
 - The above average throwers stated that they were not sure what they would go for and when and where excited to try both.
 - All top level throwers in discussion before throwing stated that they would always throw for Clutch if the Touch Clutch was worth 5 and that there would be “no choice”
 - This was not the case in any of the actual tested matches. The very first match that had one thrower up by 2 on the final axe of the round, that person elected to throw for a bullseye to “stay safe” even when throwing against a thrower with one of the highest Premier Clutch success ratings there is.
 - As the test matches continued, all pro level throwers that stated they preferred three before the matches started, changed their mind. Within 2 full matches of test play, all the pro level throwers at testing spoke openly that 5 was now the right choice in their minds.
 - They stated that the 5 point Touch still left a choice to make between bullseye and Clutch in every situation.
 - When testing the Touch Clutch as 3 points, there was actually much less choice. The 3 point value resulted in throwers with a lead throwing for bullseye every time. The choice made was to take the easiest path to a 7 point lead to force the opponent to hit the Premier Clutch. And that was obvious immediately to the throwers once in the match format testing.
 - Through further testing we realized that the most impactful difference was that the Touch Clutch was worth SOMETHING. As long as it was worth something, the situations involving ties led to separation in success when both throwers went for Clutch. As expected and as we desired. But in the select scenarios when someone was up by 2 or 3 or 4 or more, that the Touch Clutch with 5 was the right choice.
 - We also saw a clear path to more exciting steps leading to a Big Axe with the 5 point Touch Clutch than the 3. Key examples are:
 - One player is up by 2, they throw a bullseye and are up by 7. The opponent throws and hits a Premier Clutch and we have a Big Axe. Exciting pathway of leveling up.
 - One player is up by 2 and decides to throw for Clutch and hits the Touch Clutch, they are now up by 7 and we have had an exciting moment of one player throwing and hitting something more exciting than a bullseye. The opponent now must hit the Premier Clutch to tie for Big Axe leaving another level of excitement. The

excitement path being - Touch Clutch success, the Premier Clutch success, then Big Axe. This proved IMMENSELY exciting.

- When the Touch Clutch was worth 3 points we saw more instances of excitement followed by less excitement. The excitement path was less enjoyable. Key Example:
 - One player is up by 2 on the final throw, (The test throwers at all levels always wanted to throw for bullseye in this scenario but we forced them to test throwing for the Clutch to see how it would work) they throw for Clutch and hit the Touch Clutch worth 3 points. Now they are up by 5. Rather than the more exciting path listed above where now the opponent would have to hit Premier Clutch to force a Big Axe, now the opponent only has to throw a bullseye to tie. And the throwers all selected this path when the Touch Clutch was worth 3. So now the path was that the leader throws for Clutch, it's exciting, they hit the 3 point Touch Clutch, then their opponent throws for a bullseye. Much less exciting and felt really bad in action as a spectator.
2. In the end it was very clear to all throwers that 5 was the right value for the Touch Clutch.
- It leaves more choice for the throwers to make than the 3 points did when deciding between bullseye or Clutch on their last throw.
 - It provides more excitement in every scenario of throwing between the two throwers. Providing more opportunities for more exciting pathways to a round and matches conclusion
 - It provides more opportunities for Big Axe than the 3 point Touch Clutch. Which is a focus and goal of the IATF to make sure that Big Axe is still featured
 - It makes the most sense from a spectator point of view. Trying to explain to someone new why the Touch Clutch is worth less than the bullseye made no sense in practice. Especially when the leader threw and hit a Touch Clutch worth 3 points and then the opponent threw a bullseye to tie. This made no sense as a spectator and keeping spectators engaged and give them a logical path to understand the way a match works is also a goal of the IATF.