



ABSOLUT BETTING

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Project Duration : 12 weeks
Tools: Miro, Figma & Zeplin

Challenge/Problem Overview

The concept of betting has been termed as bad or irresponsible by some individuals and these ideology was a challenging and prevented me from testing my product on a wider population. My users or consumers were more of working class people and sport lovers who could give me their honest opinion about the game and were not fully interested in just earning money. I wanted to understand their motive behind betting and what were their pain and frustration when using a particular betting platform. After doing a review about these questions, there were several problems that ranges from slow network from the platform to inconsistency from the part of shop owners which could help us build an opportunity to improve on .



Discovery: Research & Analysis

During this process i screened 10 individuals who had the following traits

- Young individuals who love sport related activity.
- Individuals who bet often
- Working /professional individuals who see sport betting not only as a means of earning cash but as a form of leisure related activity.

These decision were chosen because we want our decision to be balance and not be one sided.



Discovery: Research & Analysis

My findings were generated from the following

Users Motivation experience and preference. (This was chosen based on getting customer/user mindset about a product which is primary to our goal.)

- This goal can trigger users retention i.e getting to know user motive behind the usage.
- Betting behavior was also meant to be understood i.e user pain and frustration was our motive here and could be gotten easily.
- Understand the interactive tools users use and how they use it. This could be improved on by our team and know our weakness and strength.

My Findings :

- Users have knowledge about the game before placing a game and the most populous sport is Soccer
- User prefer to cash out during live games to prevent them from losing funds.
- Most users were conversant with football because pre-existing knowledge .

Design: Concepts & Sketching

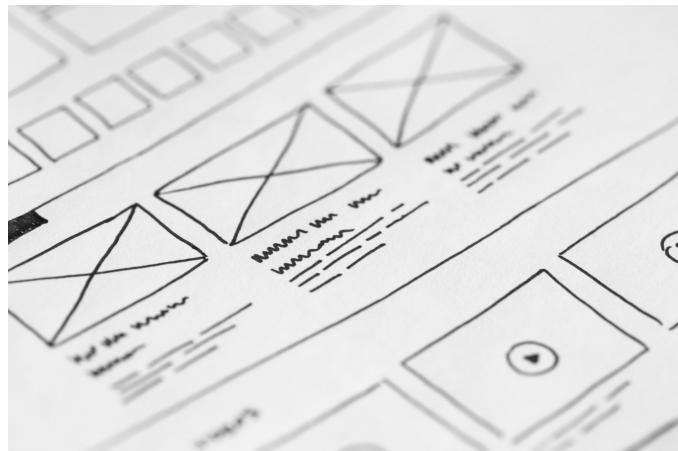
My interview contain lots of information which were spread into themes and opportunity. This allow me group similar thoughts and opinions of individuals into different sections which is called affinity mapping . Making the work flow easier and creating ideas. From these i can create ideas and different result from notes.

The following are general themes about my findings:

- Users are more concerned about the stress before placing game or using a particular platform.
- Fast and consistent payout are required by users.
- Users preference is required by knowledge of the game.

These spurred on different opportunity as i focused more on opportunities and pains of user. My goal here was to identify problems as opportunity. From these i can easily deduce that:

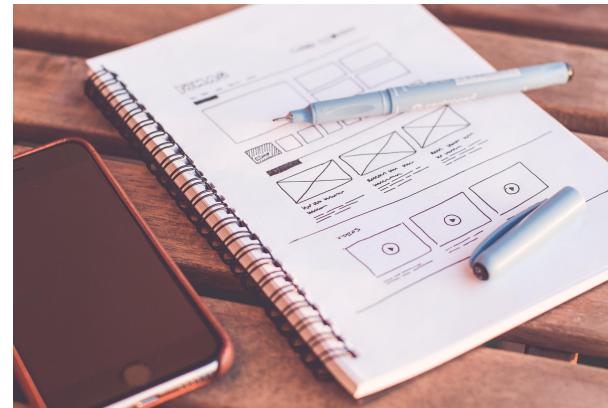
- Lack of information about the game discourages user from placing game
- Shops are overcrowded with customers on match day
- Enormous amount of time spent on predicting games.



Design: Concepts & Sketching (Contd)

We also use the crazy 8 sketching to identify what we want our prototype to be like. These was a fast process as ideas were undefined and rough but the goal here was to understand the contents and design process. To also included here was detailed sketch view of designs and it function which its serve. These design iteration are meant to give a brief view of how the design should be and its functionality. The functionality of each boxes are :

- Side view showing user profile, games and news user can read to gaps information
- Game information showing leagues and live matches user choose from
- Clearer view showing detail options
- Side view only user detail.
- small boxers showing user which one to tick for their preferred option
- Header with user amount and fixtures for user to see along with AI prediction.
- Main view giving user options to choose from.
- Reduced detail of main view to give user a glimpse of what to choose from.



Design: Concepts & Sketching (Contd)

Detailed sketches showing main view and its functions are thus according to each sketch .

- Main view showing large picture and giving user a popular idea of what is happening
- Another main view showing two images and predictive content.
- As seen in the 2nd sketch, a view into the 2nd imagery of the mainview and content.
- 1st imagery in main view when clicked
- Menu function when clicked show this
- Another side menu show but still showing main view
- Navigation section that user can interact with
- detailed view of the menu tab and main view

Link to these notes and sketch are on Miro

<https://miro.com/welcomeonboard/pVCwK0xhli5VhNpcNg4NQFerXbtm4Hsh27GH0IJxUCPoBICnzKbBEIB0tlpBcXqb>



Design: Concepts & Sketching (Contd)

Furthermore, To focus more on these opportunity and frustration i used the term known as combinatorics. This is where i choose something that is known by the user and then change the idea about it to solve my own problem. From these i generated 9 ideas which are:

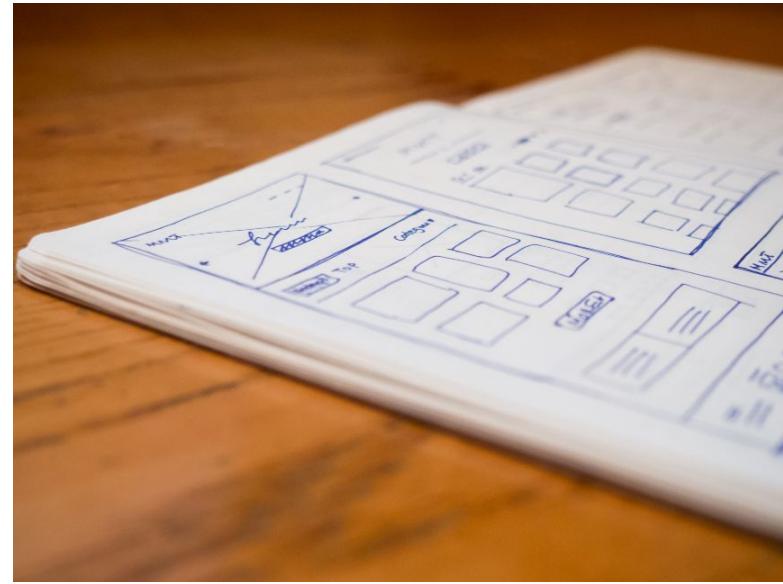
- Collaboration with google location for shops nearby to reduce stress for offline users
- Dedicated task manager to simplify games for user before betting
- Sport analysis from online news outlet.
- Sided dashboard showing user profile
- Promote users interaction on the platform (Tweetdeck-like)
- Provision of automatic cash out option during games
- Improvisation of Code/pin for offline users
- System facilitated bonus from accumulated games
- AI prediction of fixtures and games

Due to lack of resources in implementing these opportunities the valve vs complexity quadrants was used to measure the scale.

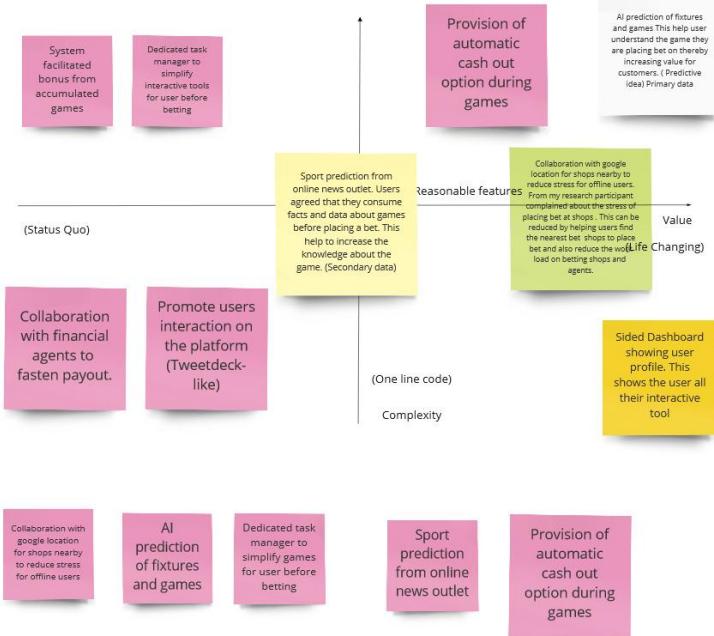


Design: Concepts & Sketching(Contd)

At the top scale shows opportunity that are too complex. Taking this big risk does not worth it while the one line code is easy to implement. The vertical line shows how much value we are giving the customer. Status quo(Left) does not change anything and the life changing makes user life better. The middle show things that are not too difficult to build. From the above diagram all ideas are splitted between these five quadrants.



Low fidelity prototype + Log in view



Develop: Prototyping

During the development of our project we developed an high fidelity prototype with designs that suited our consumer and users. Also accessibility designs were done for each prototype. Afterwards these prototypes were tested with users to understand their feedbacks.

Link to prototype:

<https://www.figma.com/file/MwKMmm0t40hLLZazeT0y4lUX-BET?node-id=267%3A0>



Test: Validation, Usability, Feedback

During the Validation and usability stage of the users. We wanted to know if the users were okay with the following:

- Login View
- Main view
- Notification view
- Tipsters view
- And design or accessibility.

The product was tested among 10 users through the usage Look back, which is an online testing tool . Task process were laid out for users to follow when using the app.

Design: Iteration

After Testing the app by various users. User were particular about the following:

- Game screens
- Cash out task flow

Hypothesis was generated from the usability testing . The hypothesis is how can we reduce task flow for cashing out during games.

At the iteration stage we fully understand users need i.e game screens and how we could reduce the task flow for user to complete a cash out task. Also screens were made to show users how the game process would be like and also changes were made in the menu screen which affected task flows.



Solution & Impact Overview

At the end we were able to make user understand the game by reading news or articles and then selecting games to play. In order to reduce the task flow to cash out during games a call to action button was implemented . The purpose of this was to enable user make fast and prompt decision during games.

To test these wire frame link and task flow was sent to users and employee.

Wire frame link:

<https://www.figma.com/proto/MwKMmm0t40hLLZazeT0y4I/UX-BET?node-id=267%3A0&scaling=scale-down>

To further improve customers retention and trust , logos of brand partners were used and also social media contacts were put in place to improve instant communication.



Solution & Impact Overview

16:01

Fortuna Düsseldorf	3:3	1.35	
Rochdale			
Result:	Draw 1		
Nîmes			
Marseille		1.40	-
Result:			
Cash Out			
Details			
5 Bets	Total Odds 14.07		
BONUS	47 Euros		
Total Winnings	210 Euros		
Rules			
Contact Us			
Help			

16:01

SINGLE ACCUMULATOR **SYSTEM**

Burnley	0-2	2.8	
Newcastle			
Result:	Win 2		
Barnsley	2-0	1.90	
Wigan			
Result:	Win 1 & 1HTW		
Portsmouth	2-0	1.90	
Rochdale			
Result:	Draw 1		
Fortuna Düsseldorf	3:3	1.35	
Rochdale			
Result:	Draw 1		
Nîmes			
Marseille		1.40	-
Result:			
Cash Out			
Details			
5 Bets	Total Odds 14.07		
BONUS	47 Euros		
Total Winnings	210 Euros		

16:01

Football

Bestslip: 148745625

Bal: 127 Euros

ALL GAMES IN-PLAY EVENING FIXTURES

England 5 >

Results	1	X	2		
Ipswich	1-0	1.60	4.7	2.7	
Southampton	1-0				
17:09	Wolves	1-0	1.90	4.9	2.8
Newcastle	1-0				
69 mins - 2nd half					
17:11	Burnley	1-1	1.60	4.7	2.7
Southampton	0-0				
70 mins - 2nd half					
17:21	Leeds	2-1	1.60	4.7	2.7
Millwall	0-0				
75 mins - 2nd half					
17:23	Barnsley	2-1	1.60	4.7	2.7
Wigan	0-0				
77 mins - 2nd half					
Spain 5 >					
Germany 8 >					

Hi , I am Moyo. For as long as i can recall finance and creative design have always been my biggest passion. I have a solid background in accounting accompanied with love for user experience and user interface. I am helping sport lovers find new opportunities through design to earn more fund.

I am currently studying International Business at Cologne Business School.

