

## Project Description:

Brief project title: Cric365 Integrated Experience

Target Users: Users who want to know the team-score, Users who want to play the gambling.

This project aims to let the users know the cricket gambling experience. We want to prepare the user to overcome any challenges that they might face during the gambling. We would also educate the users about the various options that are available during gambling experience. User can also view all the bets placed. If something is not fair, then user can report the action. So that respective admin team will act on that. This will help users experience the gambling as easy as it can be.

## Subject Information:

Name : Sai kiran Valluri  
Age : 25  
Occupation : Software Engineer  
Gender : Male  
User type : Cousin  
Other Information : Planning to start a gambling company

Name : Rahul Samineni  
Age : 4  
Occupation :  
Gender : Male  
User type : kid  
Other Information : Loves investing money

Name : Shashank Mouli  
Age : 32  
Occupation : Contractor  
Gender : Male  
User type : Friend  
Other Information : Heavy investor in Cricket gambling

Name : Mounika Kanneganti  
Age : 42  
Occupation : Homemaker

HCI 440 A3: Contextual Inquiry Your team number: Group 2  
Brief Project Title: Cric365 Integrated Experience Date: 10/10/2022

Gender : Female  
User type : Neighbour  
Other Information : Lives alone

Name : Goutham  
Age : 25  
Occupation : Software Engineer  
Gender : Male  
User type : Friend  
Other Information :

Name : Greeshmanjali  
Age : 24  
Occupation : Software Engineer  
Gender : Female  
User type : Friend  
Other Information :

Name : Naveen  
Age : 28  
Occupation : Trader  
Gender : Male  
User type : Friend  
Other Information : He wanna try his luck

Name : Phillip  
Age : 26  
Occupation : Real estate  
Gender : Male  
User type : Neighbor  
Other Information : Wants to become financial independent

## Observations, Insights, and Insight Groups:

### Observations:

[https://airtable.com/invite/l?inviteId=inv6Js3qy5UNxWDUV&inviteToken=89a1e70c0d918810376196554fea43da0120fb90817a3a821daa5eed94330af2&utm\\_medium=email&utm\\_source=product\\_team&utm\\_content=transactional-alerts](https://airtable.com/invite/l?inviteId=inv6Js3qy5UNxWDUV&inviteToken=89a1e70c0d918810376196554fea43da0120fb90817a3a821daa5eed94330af2&utm_medium=email&utm_source=product_team&utm_content=transactional-alerts)

## Insights :

- Users tend to watch Cricket scores very Often
- Users can place bets not only on cricket but other sports also
- people tend to check the stats of players very often.
- people tend to play and watch Cricket.
- people tend to watch pre and post mach conferences very often.
- people tend to play gambling for both International and domestic tournaments mostly.
- people tend to spend time on gambling for the duration of the match
- People tend to place their bets on teams
- People tend to deposit or withdraw money on a weekly or monthly basis
- Users do gambling because they find it fun and for money.
- People tend to Analyse players and teams before gambling.
- People tend to cover some matches
- people tend to bet on both the players as well as teams
- Most people have their own betting accounts
- Users find Commentary Interesting
- people tend to spend time on gambling for the duration of the match
- It is based on personal preference
- Most users consider pitch advantage while gambling
- Users tend to have experienced deposit/withdrawal interruptions less often
- people tend to bet on a single team

- Most people find it more interesting
- Mostly depends on investor type. heavy investor will play everything and viceversa
- Most of the people will analyze the prior matches of that team and predict the outcome
- People will be frustrated.
- It varies from person to person. heavy investor will invest more and more. light investors will take some time
- People wants to invest more on gambling
- Most people takes gaps between bets
- Bets on players total is one time bet. As it is high risk bet, people are not very much interest about it.
- Bets on innings total is one time bet. So people are not very much interested about it
- Most people wants to analyze the situation. So people expecting the information and stats about the cricket
- Most of the people likes cricket, so playing gambling will vary from person to person
- Depends on skill of the person

## Insight Clusters:

people would prefer to win money.

People wants to analyze the situation and place a bet for better outcomes.

most things will vary from person to person.

## Process Retrospective:

The Questions which we asked are all not relevant to application functionality.

We covered several aspects, but we mainly focused based on persona.

Most of the subject answers are single word.

We are able to gather most of the information from subject but not all, due to time constraint.

As money is the main subject in gambling, we focused more on user who plays gambling.

## Team Member Contributions:

Team Member	Contributions
Satya Yoganand Addala	Scripted translating observations to insights.
Srinivas Rao Dasari	Provided Inputs for Insights, retrospection and themes
Neeha Kalluri	Provided Inputs for General Enquiry, insights and themes.
Vinod Chowdary	Provided Inputs on DeepFocus and insights

## Appendix:

<b>Intro/ Informed Consent</b>	<p>My name is Satya. Thank you for meeting with me today. I'm working on guide to Cricket Gambling. I would like to know more about how you perform gambling and view cricketing scores.</p> <p>There are no right or wrong ways to carry out an activity, or right or wrong answers to my questions; I just want to watch what you do and hear what you have to say. As you perform the activity, your actions and comments will be noted and you will be asked to describe what you are doing. You may be asked questions before, during, or after performing the activity. This meeting should last about 30 to 45 minutes.</p> <p>This activity is voluntary. You have the right not to demonstrate any activity or answer any question, and to stop the inquiry at any time or for any reason. Your actions and responses will be confidential and used only in connection with this class assignment. Only your first name will be used to identify you. If you wish, you can use a pseudonym rather than your real name.</p> <p>Is it OK for me to begin with my requests and questions?</p>
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<b>Warm-up and build rapport</b>	<p>“How often you will watch or view scores of matches?”</p> <p>“Are you a TV person? ”</p> <p>“What is your favorite cricket team and player?”</p> <p>“Will you play any other gambling other than cricket?”</p> <p>“How often will you check stats of team and player?”</p> <p>“How often you will watch pre match and post match conferences? ”</p> <p>“How often you will place a bet on each match?”</p> <p>“How often do you play gambling is it for a specific tournament or every match?”</p> <p>“How much time will you spend on gambling in a day?”</p> <p>“Are you a heavy investor or light investor?”</p> <p>“What type of bets you will mostly prefer?”</p> <p>“How often will you deposit or withdraw money?”</p> <p>“Do you like playing or watching it?”</p>
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<b>General Inquiry</b>	<p>“Describe your thoughts on cricket gambling?”</p> <p>“Why choose cricket gambling?”</p> <p>“From how long are you into cricket gambling?”</p> <p>“What attracts you the most in cricket gambling?”</p> <p>“Do you cover every match?”</p> <p>“What kind of match you prefer to bet?”</p> <p>“What kind of bet do you find interesting?”</p> <p>“Did you sign in as a guest or have an account?”</p> <p>“Do you find the commentary interesting?”</p> <p>“How long do you spend on every match?”</p> <p>“Why not other than Cricket?”</p> <p>“Do you like to play Cricket?”</p> <p>“Do you like to bat or field?”</p>
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<b>Deep focus</b>	<p>“During gambling, will you consider the pitch and home/away game advantage?”</p> <p>“How do u deal with deposit /withdrawal interruptions ?”</p> <p>“Do u bet on both sides?”</p> <p>“How was your betting experience?”</p> <p>“Do u bet before match or in middle?”</p> <p>“How will you predict winning team?”</p> <p>“How do you deal if bet was not placed on time ?”</p> <p>“How do you deal with losses?”</p> <p>“ What is the average bet you will place for a match?”</p> <p>“What will you do if u win?”</p> <p>“How to get rid of fixing matches?”</p> <p>“How frequently do u bet?”</p> <p>“Do you take any gaps between wins/lost matches?”</p> <p>“How did you come to know about this?”</p> <p>“Do you bet on players scores?”</p> <p>“Do you bet on innings total?”</p>
<b>Retrospective</b>	<p>“What would you improve from your past gambling experience?”</p> <p>“Is there anything that you are hesitating to follow cricket or playing gambling on cricket?”</p> <p>“When is the last time you won a good amount on gambling and which tournament?”</p>
<b>Wrap-Up</b>	<p>That concludes the activity. Thank you for your time and for meeting with me.</p>