

Design Vision 2026-27

Key Actions



Dark Mode: Offer themes to all brands, Dark/Light mode



Sleek UI : make sure best in class, from hover, animation, and exploring Glassmorphism and reduce clutter, MVP does not mean Low Quality!



Component Creation: Design and Dev to be working hand in hand on the creation into stroybook, first in class.



Robost Insight: Research feeding ideas and insight that align with business KPI.



Customer Feel Good Moments: We want to focus on little nuances that engage the customer with our site.



Figma MCP: Looking at ways of improving Design pipeline to dev.



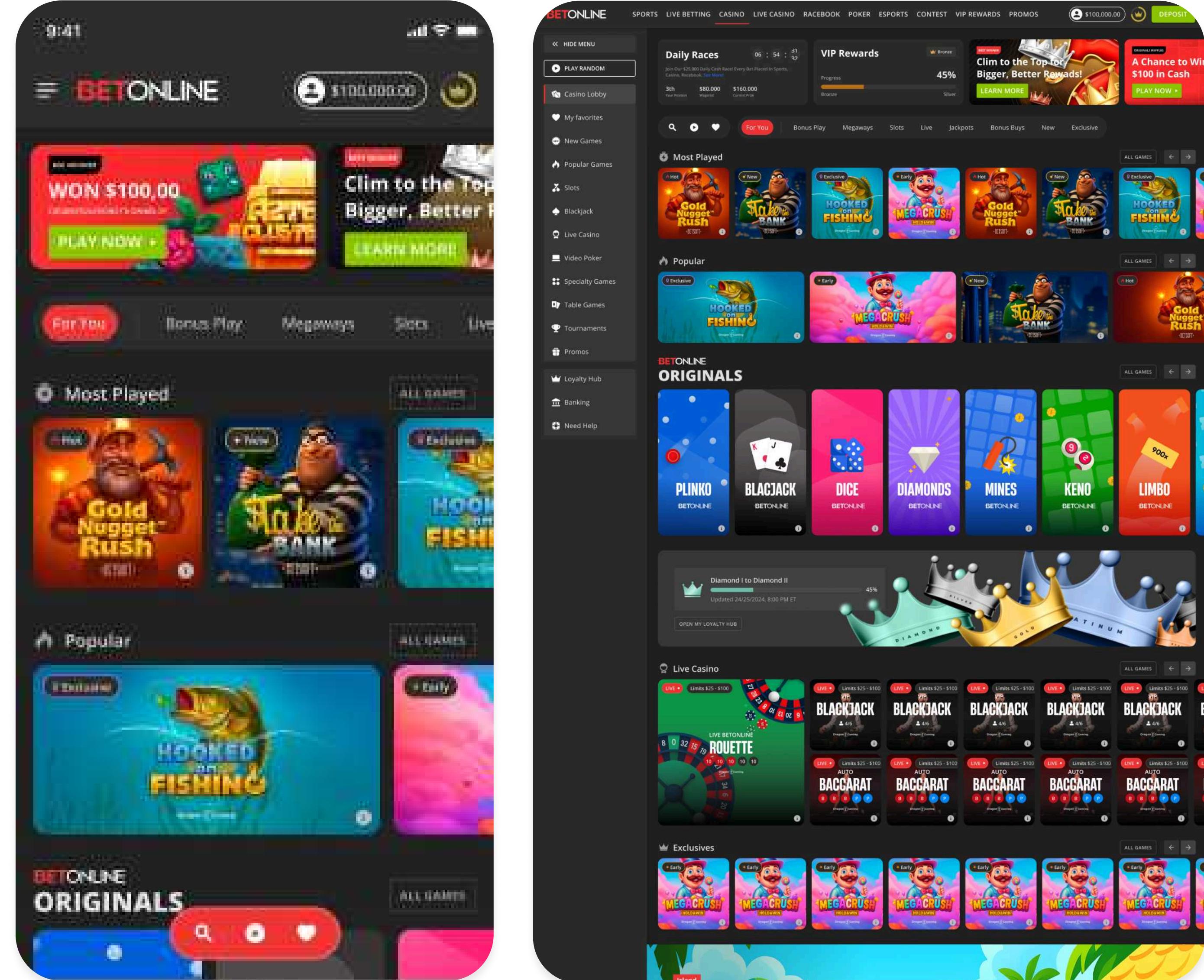
Dark Mode

Our goal is to now revisit our components and assure we accommodate dark mode theming.

Why? well 80-85% users utilise dark mode on there devices and OS, Google mail also indicate the same numbers.

This tells us Dark Mode is a MUST Have.

Allow users to select Dark/Light mode.



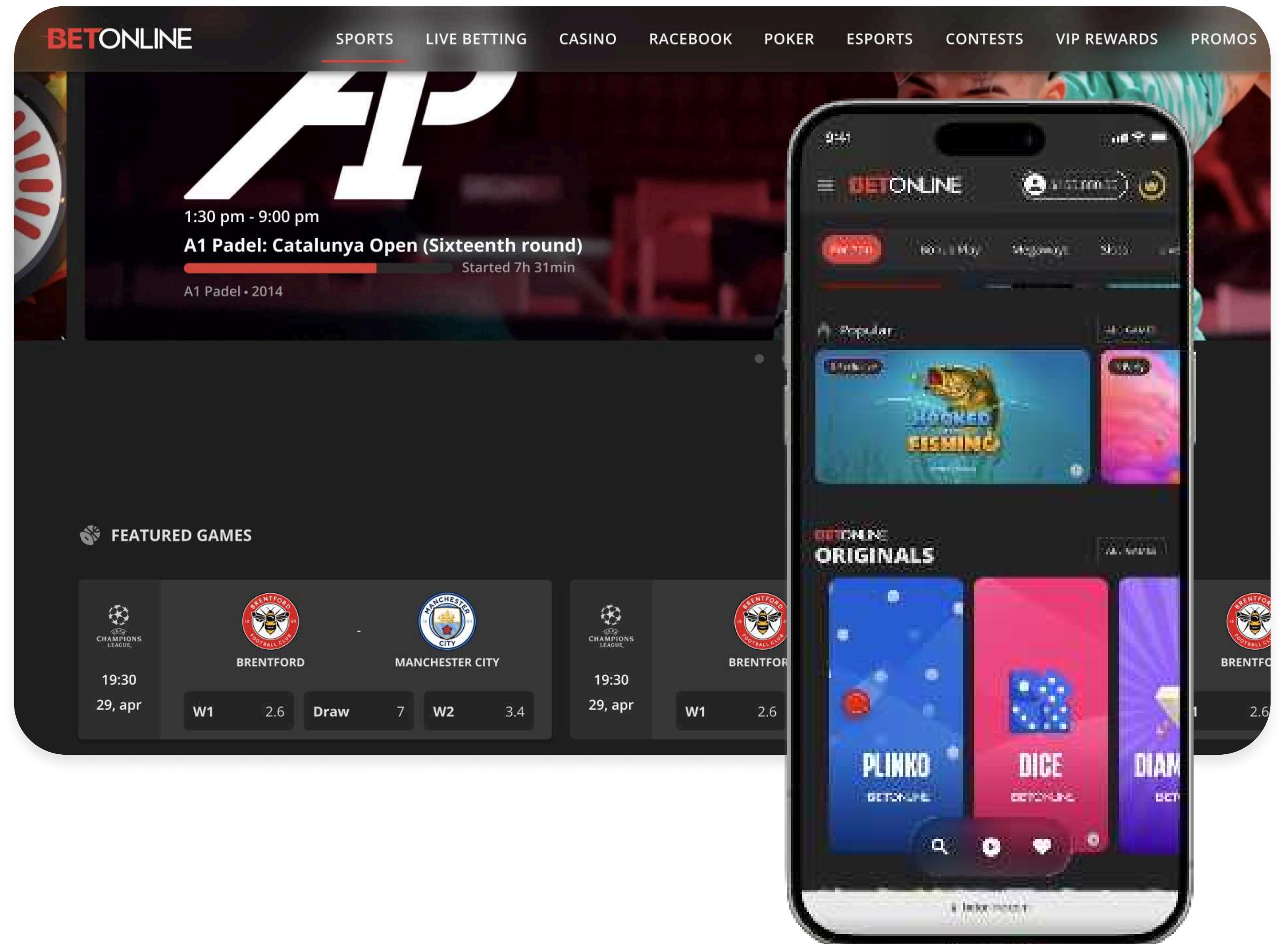
Glass Headers

Sleek UI

We want to add a touch of glass into our styling, especially with the dark mode approach. We need to control how much we use, as an overuse can be a bad UI experience.

We also have an ongoing project called Project look alive, the purpose is to look at micro transitions, Button hovers and animation.

Why, We are losing quality and standards.



Glass Docks

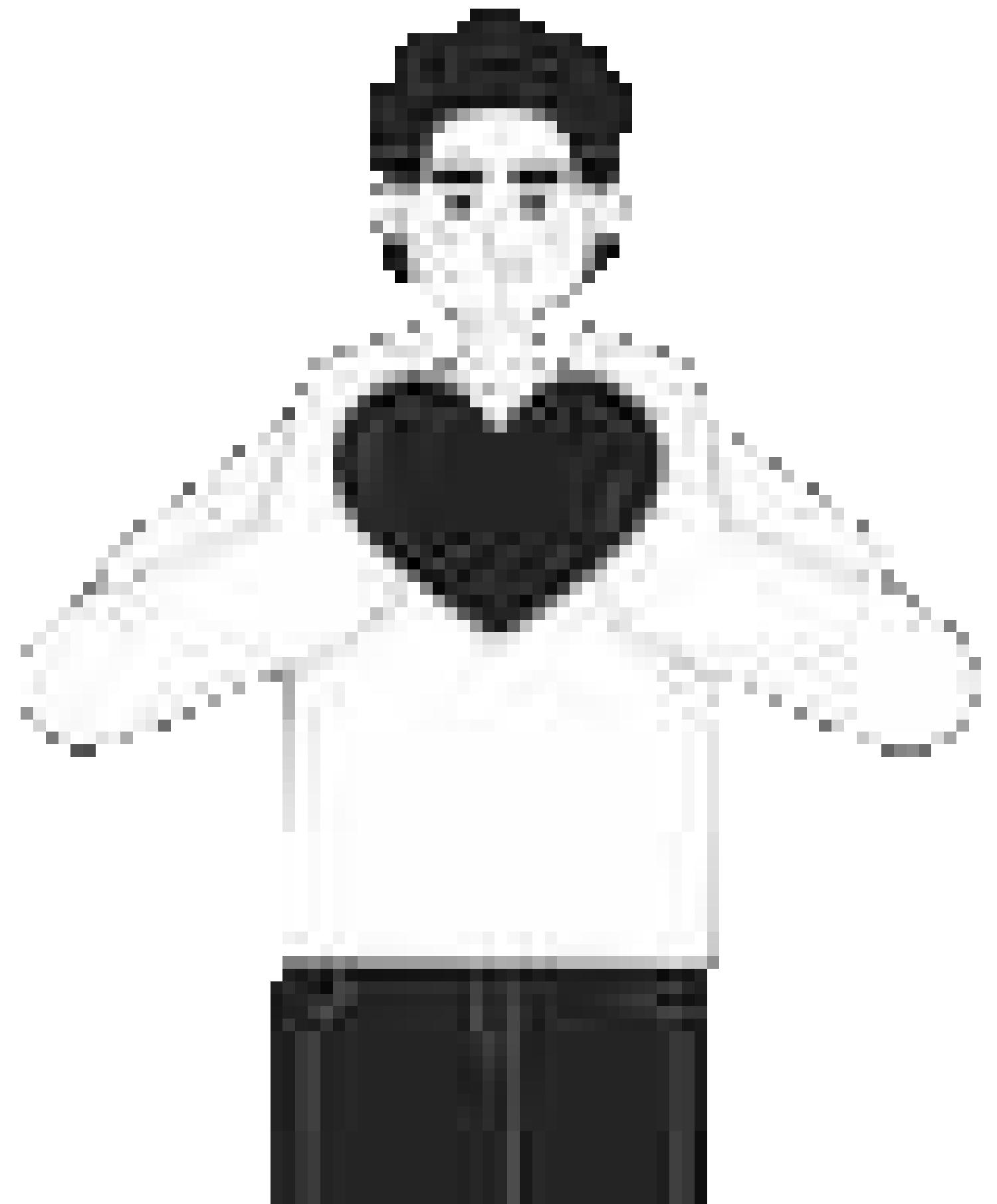
MVP to MLP (Most Launch-able/ Loveable Product)

MVP makes sense when it comes to product features, But design & end user quality should not be impacted like it has done.

MVP should be a quality product with transitions, Hovers and click states that are non negation-able and should also be part of scope for an MVP.

Currently we are at risk with having a site that is full of MVP features and design polish should never take a back seat. If adding hover and transition takes X Sprints then it needs to be added to the effort. Not a phase 2 initiative.

- Polish added from the start
- MVP should not impact UX
- All design delivered should have MUI animations and examples.



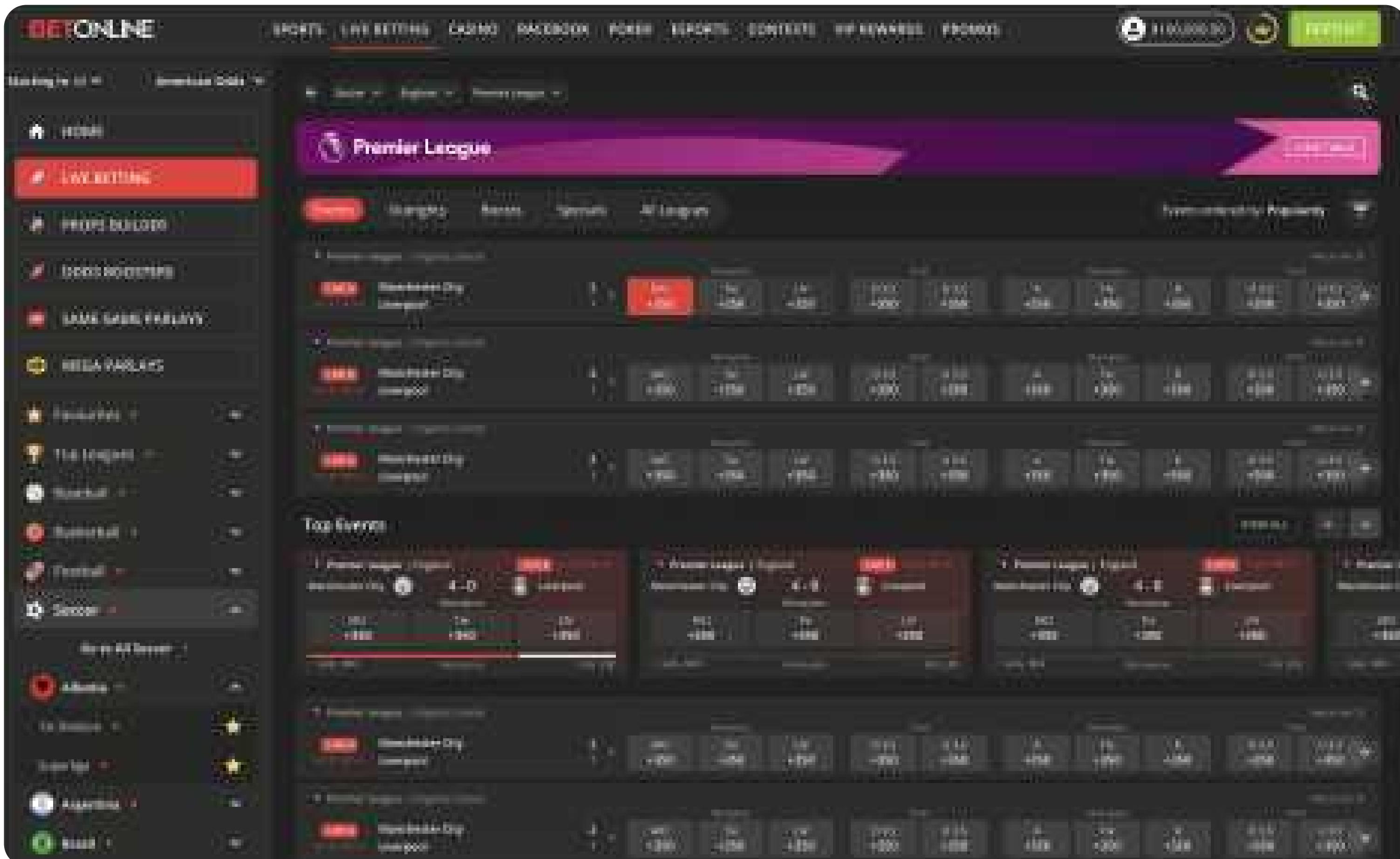
Component Creation

We're currently facing challenges in preserving **design intent** during development.

Components often lack defined animations, hover states, and transitions, resulting in flat, static experiences.

Our goal is to ensure every component is delivered with clear behavioral specifications, covering interaction, motion, and transitions to maintain polish and consistency in the final product.

Action: Align with front end with a process.
EXPLORE Figma MCP



Robust Insight

We want to **Improve our Research function.**

We want to design based on data.

- User Personas
- Company Goals
- Pain Points

Action: Hire Researchers & Analysts to work alongside designers.



Innovation

Looking at company pillars and looking how we can innovate to push the core kpi's. Retention, Engagement and revenue.

Action: Hire more designers to allow for concept and ideation.

Introduce brainstorming and workshops where team members collaborate.

Have design SME to be laser focused on a journey area focusing on **short and long time feature sets**.



Customer Feel Good Moments

We aim to craft micro experiences that spark delight, those unexpected, thoughtful touches that **make a player smile, feel valued, or say “that was pretty cool.”**

These are not just UX improvements, they're emotional hooks that create positive memory imprints, build brand loyalty, and keep players coming back.

From triggering simple messaging, to sleek animations across the site

Chat gpt Examples

- 🎁 Surprise Wins: A small confetti animation or sound effect when a user wins—even a tiny prize—creates a moment of celebration.
- ✨ Daily Login Treats: A fun scratchcard or spin-the-wheel mechanic just for showing up, even without placing a bet.
- 💬 Smart, Friendly Copy: Replacing dry system messages with personality (e.g. “You crushed it!” instead of “You won”).
- 🎗 Thoughtful Nudges: Reminders like “Hey, you’re on a streak—fancy a challenge?” can feel motivating instead of pushy.
- 🧠 Memory Moments: Custom messages like “One year since your first game!” or “Top 5 wins this month!” create emotional anchors.

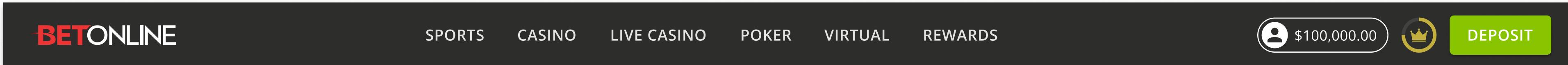
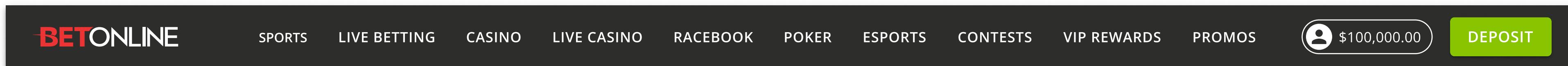
Simplify and de-clutter

Look at reducing the main navigation items.

Removal of Contests, Racebook, Promos & Live Betting.

Keeping core navigation to our key products,
Removing choice and keeping it simple.

Action: Currently looking at relocating promos, contents into rewards page.



Betstacks

Next Gen iGaming Experience

WHY : iGAMING RETENTION & THE NEW PLAYER GENERATION

DEEP RESEARCH

North America's iGaming industry - spanning online sports betting and casino gaming is booming, yet struggling to retain players as younger generations reshape the market.

Key Insights

- **Retention Crisis:**
Only ~40% of players are retained long-term, and just 4% stay loyal beyond a year. **Even a 5% retention lift can raise profits by 25%** **making loyalty the new battleground.**
- **Demographic Shift:**
The average online gambler is early 30s, with **Millennials + Gen Z = 75%** of U.S. bettors. Sports skews younger and male, while online casino is broadening with more women and players aged 30–45.
- **Generational Behaviour:**
Gen Z wants **fast, social, mobile-first entertainment**, crash games, live dealer, esports not static odds or slots. Millennials share this appetite for **instant**, interactive play.
- **Innovation Gap:**
Despite all the talk, few operators are innovating. Only **1 in 20 sportsbooks** added social features during Euro 2024. Offshore brands like **Stake and BetOnline lead with crypto**, streamers, and community, while traditional brands lag behind.

EXECUTIVE SUMMARY: IGAMING RETENTION & THE NEW PLAYER GENERATION

DEEP RESEARCH

Licensed vs. Offshore:

Licensed U.S. operators lead in trust, UX, and responsible play, but **offshore and crypto casinos dominate in innovation and Gen Z appeal.** Offshore sites freely offer crypto wagering, influencer-driven entertainment, and gamified rewards — creating **sticky ecosystems** that traditional operators struggle to match under regulation.

Outlook

- **Retention**, not acquisition, will define market leaders.
- Gen Z will force New Experiences , from menus to missions to social feeds.
- Cross-sell between sports and casino is vital, casino represents ~70% of iGaming revenue.
- Crypto, community, and content are the next competitive frontiers.

Bottom Line

The iGaming market is thriving but facing a loyalty cliff. To win the next decade, operators must **reimagine betting as entertainment - fast, social, personalized, and frictionless,** or risk losing an entire generation to platforms that already have.

- **Optimove Pulse Report**, July 2025 – U.S. vs Global retention benchmarks optimove.com/sbcamericas.com
- **LSports Blog**, Aug 2024, “What Recent Data Teaches Us About User Retention” lsports.eulsports.eu
- **TransUnion US Betting Report** – via Sigma World, Sep 2025 sigma.worldsigma.world
- **AGA Survey “American Attitudes on Gaming 2024”** americanagaming.org
- **Fantasy Sports & Gaming Assoc.** (FSGA) Industry Demographics 2023 softswiss.com
- **Slotegrator Analysis**, July 2024, on online gambler demographics slotegrator.proslotegrator.pro
- **Covers.com** – YouGov Gambling Study, Oct 2023 (youth vs. senior bettors) covers.comcovers.com
- **iGamingBusiness (iGB)** – “Crash games & Gen Z players”, Oct 2024 igamingbusiness.comigamingbusiness.com
- **CCN.com** – “Why Millennials and Gen Z Prefer Crypto Betting”, Aug 2025 ccn.comccn.com

BETONLINE REELS

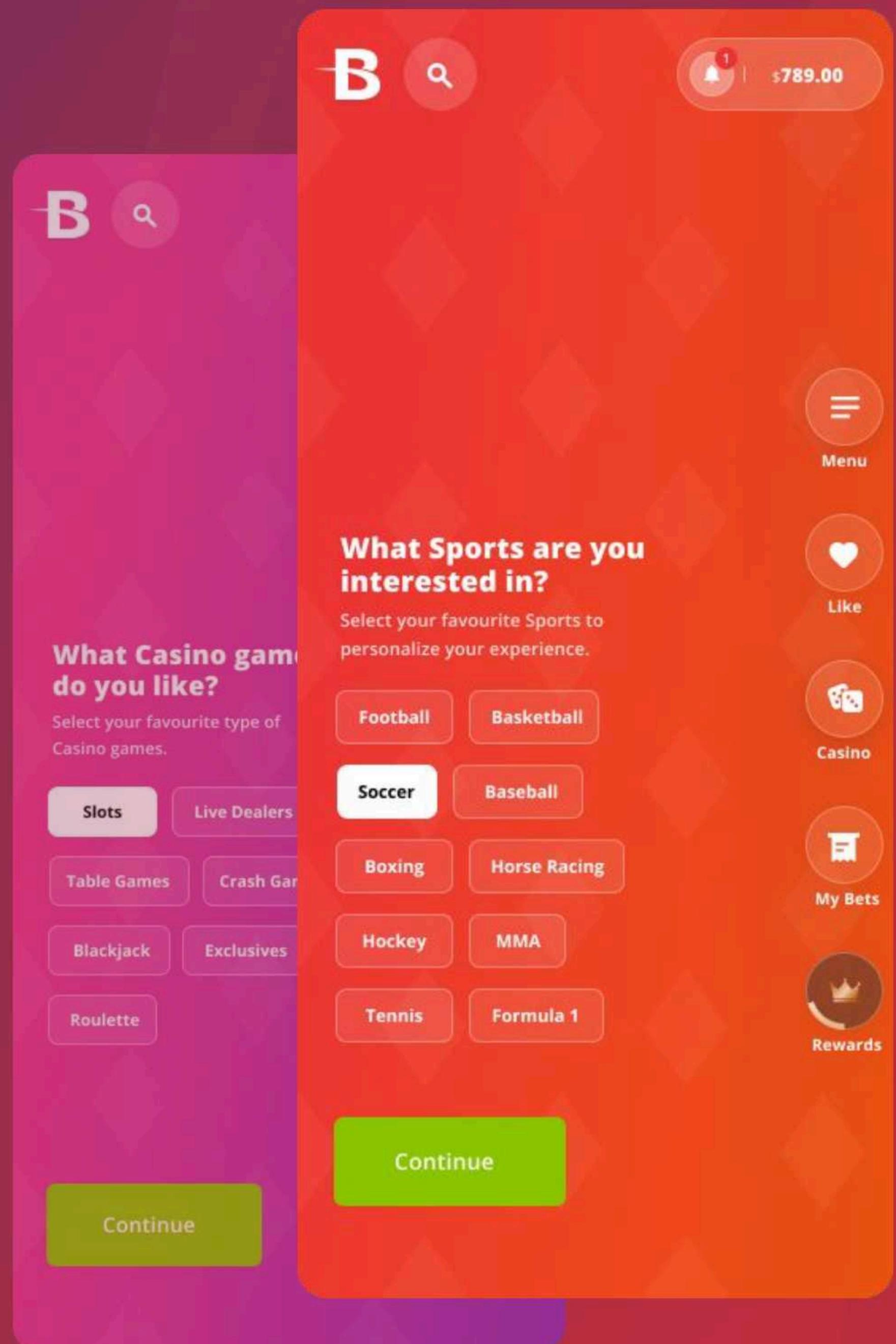
NEXT GENERATION OF GAMBLING

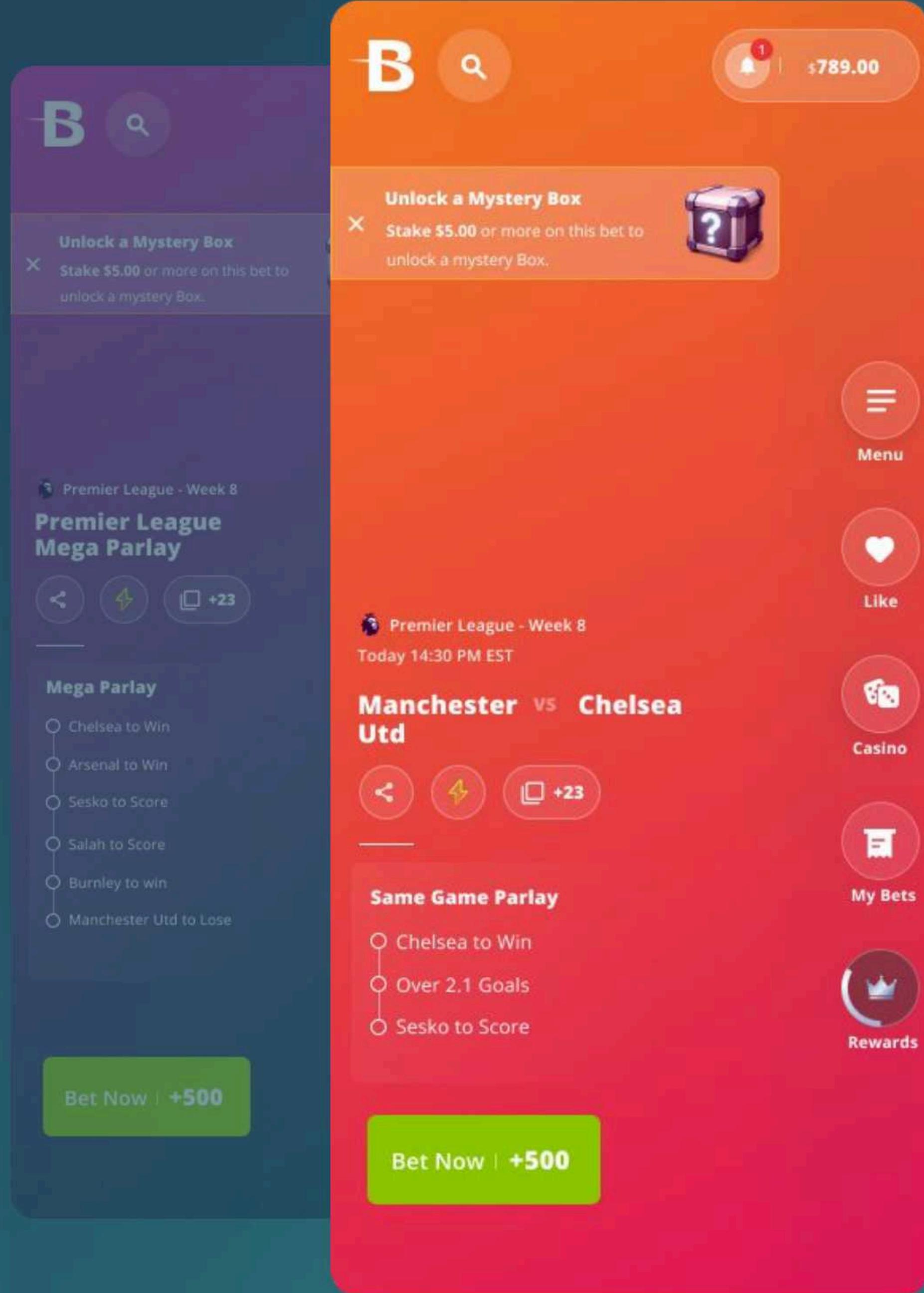
BetOnline Reels reimagines sports betting and casino gaming as a personalized, swipe-based reel non static menus.

Players engage with a dynamic feed of sports odds, mini-games, missions, and rewards, powered by a fuzzy-logic personalization engine that learns from every interaction.

The global online gambling market (\$78.7B in 2024, projected \$87.7B in 2025, CAGR 11.9%) is dominated by legacy operators like Bet365 and FanDuel still offering outdated interfaces.

BetOnlines reel-based experience and smart personalization deliver a new kind of entertainment built for how the next generation actually plays.





THE NEW WAVE. CHANGING PLAYER BEHAVIOUR.

Gen Z doesn't gamble like previous generations. They grew up digital - social, mobile-first, and driven by interaction. Traditional sportsbook menus feel outdated compared to the fast, community-based experiences they get from **Twitch**, **TikTok**, and now fully adopted by youtube, Instagram and Facebook.

Push Same Game Parlays & Mega Parlays with incentive. Unlock/ Get rewarded a Mystery Box for "Risk \$5" to receive a mystery box.



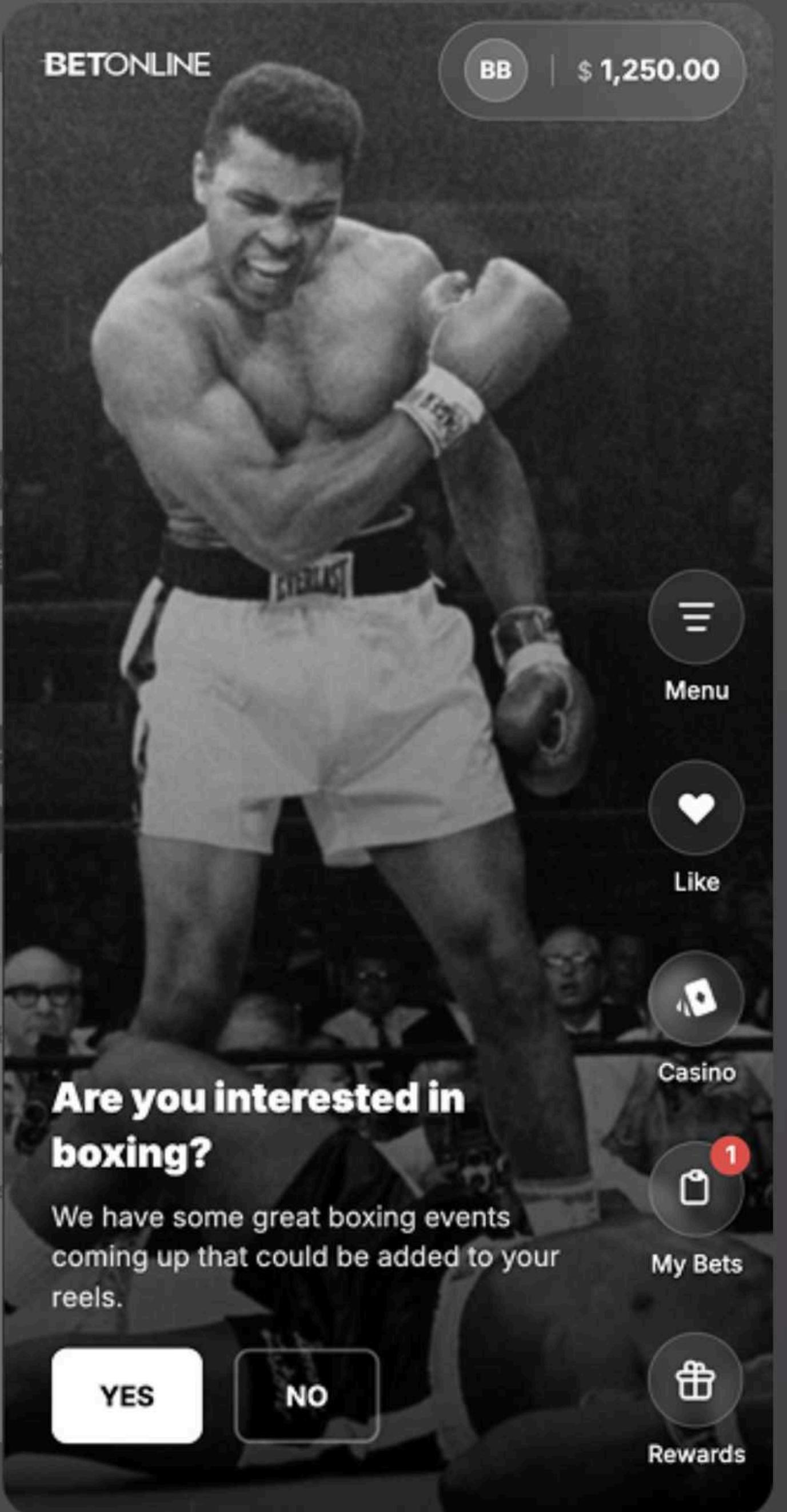
CASINO & MINI GAMES

THE REVENUE ENGINE

While sports drives engagement, casino accounts for nearly 70 % of total iGaming revenue.

BOL Reels seamlessly integrates slots, crash, hi-lo, and other mini-games directly into the reels, creating natural cross-sell moments within the same feed.

Players can swipe between live sports, missions, and instant-win games without ever leaving the experience, **boosting retention, session length, and lifetime value.**



DYNAMIC PERSONALIZATION AROUND BIG MOMENTS

BetOnline Reels' personalization engine adapts in real time to major sporting events like a title fight or World Cup final, even if a user doesn't usually bet on that sport.

By temporarily surfacing relevant reels and offers, we tap into cultural moments and broadens engagement without breaking user trust, turning curiosity into new betting activity.

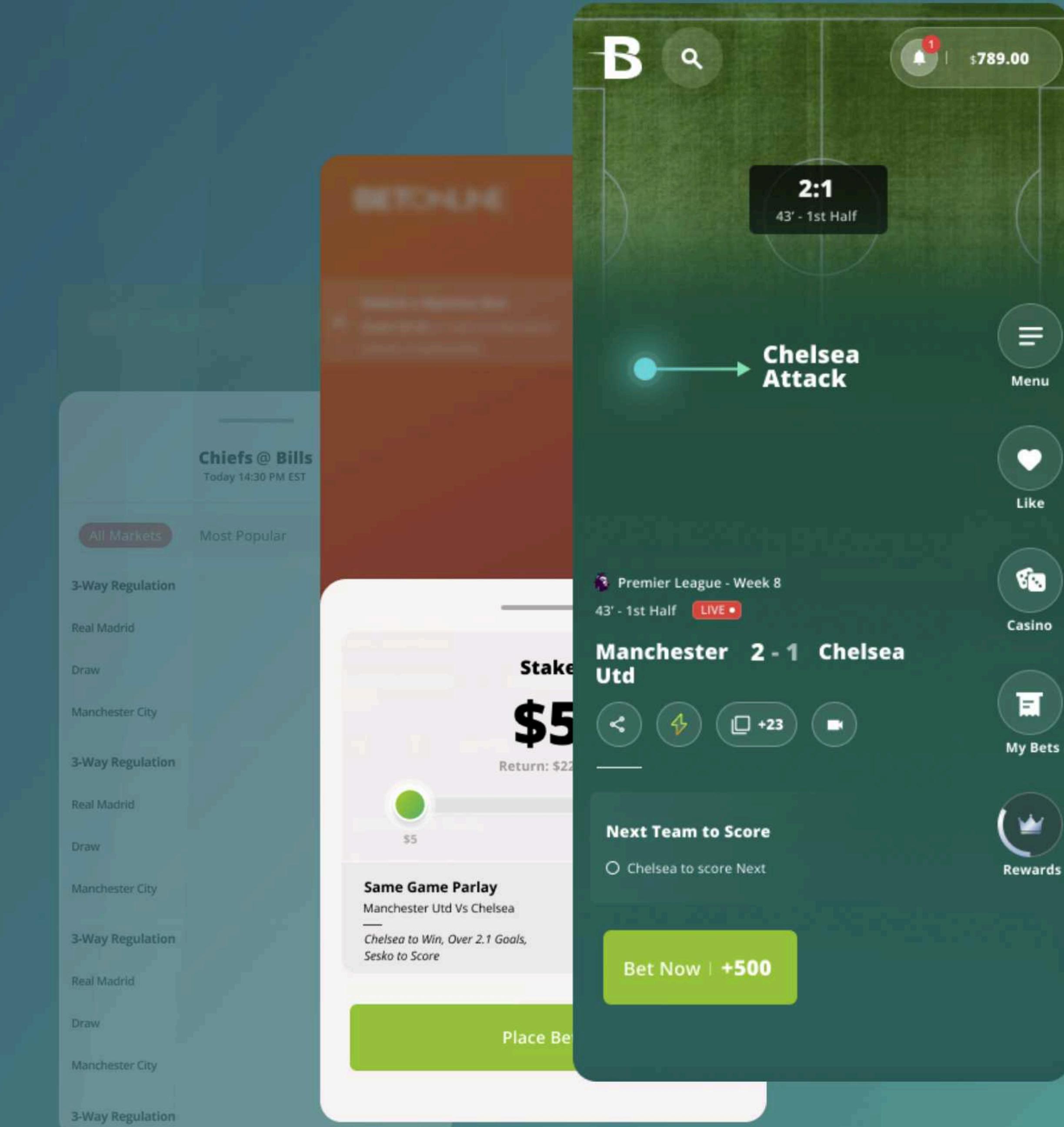
LIVE SPORTS REELS

BET THE ACTION

BetOnline Reels transforms live betting into an interactive reel experience real-time odds, key moments, and instant markets appear dynamically as the action unfolds.

Players can swipe through live highlights, react, and bet within seconds, creating a continuous, entertainment-first experience that keeps users engaged throughout the match.

Users are not locked to a single bet, we will offer more markets and live streaming.



Welcome Back

Almost there.

Sign in everyday and place a bet to unlock your rewards.

Mon Tue Wed Thu Fri

Rewards

- Mystery Box
- \$25.00 Cash

01 h 60 m 00 s

Go to any slot and complete 1 spins.

Rewards when complete.

- Achieve 200 XP
- \$2.00 Cash

2 / 10

Rewards

- Mystery Box
- \$25.00 Cash
- Risk Free Bet

Activate

Rewards

B

1 \$789.00

B

VIP Reward

Your VIP Host has Rewarded you.

Hi, Username. Your Telegram Host has attached some rewards to your account, any problems then reach out on Telegram.

Rewards

- Mystery Box
- \$25.00 Cash
- Risk Free Bet

Open Telegram

Menu

Like

Casino

My Bets

Rewards

LOYALTY, REWARDS & MISSIONS

FOCUSED AROUND LOYALTY

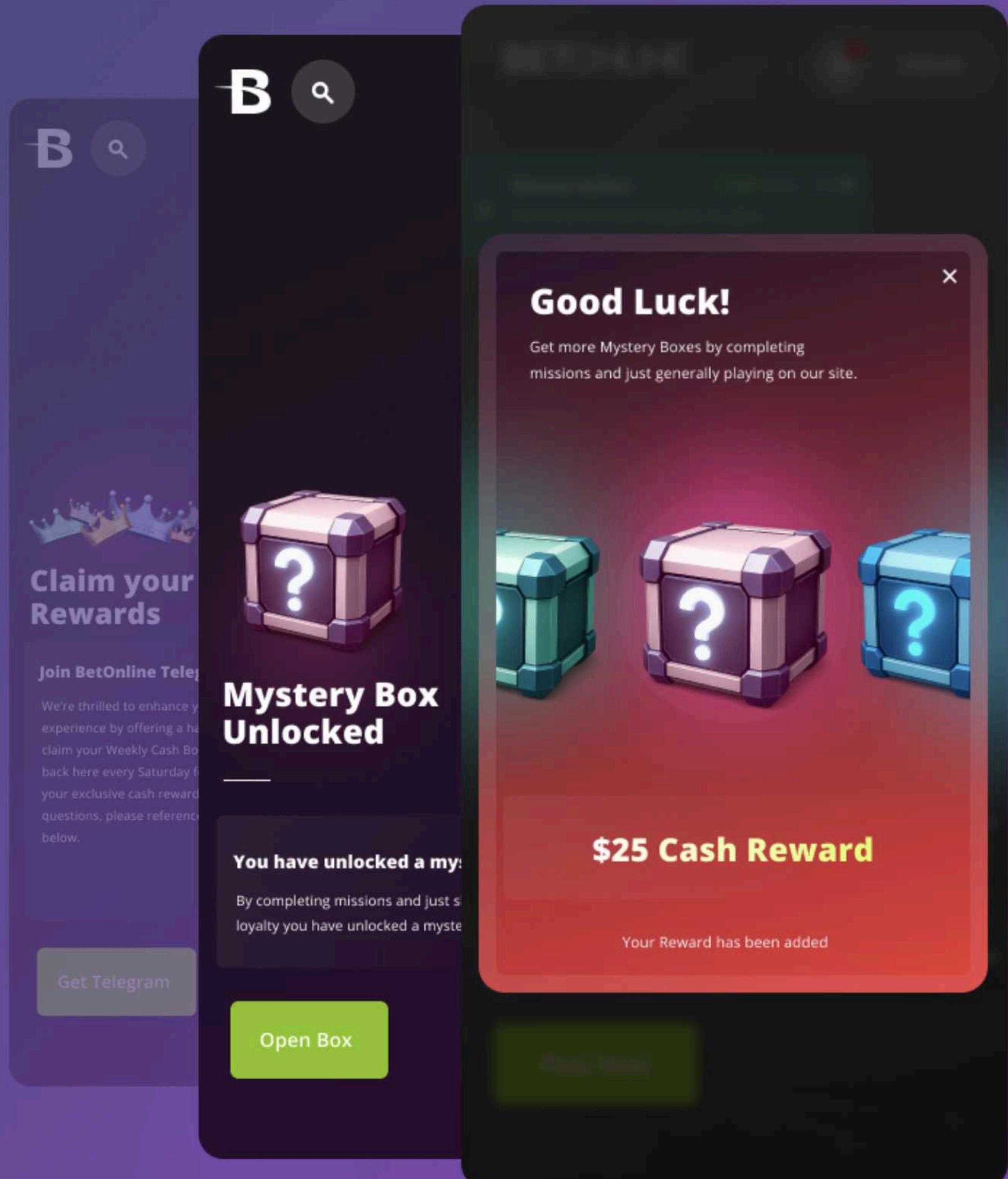
BetOnline Reels deliver instant feedback and gratification directly within the experience players see when they've completed missions, leveled up, or are close to a new reward tier without leaving the feed.

By turning loyalty into a real-time, gamified system, We keep users engaged through progress, celebration, and anticipation, transforming retention into part of the entertainment itself.

VIP REWARDS & BEHAVIORAL LOOPS

REELS MADE FOR VIP USERS

- **VIP Hosts** → Direct Rewards: Hosts can drop rewards that instantly appear on the user's reel.
- **Mystery Boxes** = Core Incentive: Drive mission completion, encourage higher-margin parlays, and spark play in instant games.
- **Daily Habit:** Users sign in every day for a Mystery Box or Cash Drop—creating a reliable return loop.
- **Smart Mission Timing:** Trigger missions during off-peak windows to lift traffic when we need it most.
- **Outcome:** Controlled, predictable engagement that increases session frequency, ARPU, and margin - without adding friction.
-
-
-



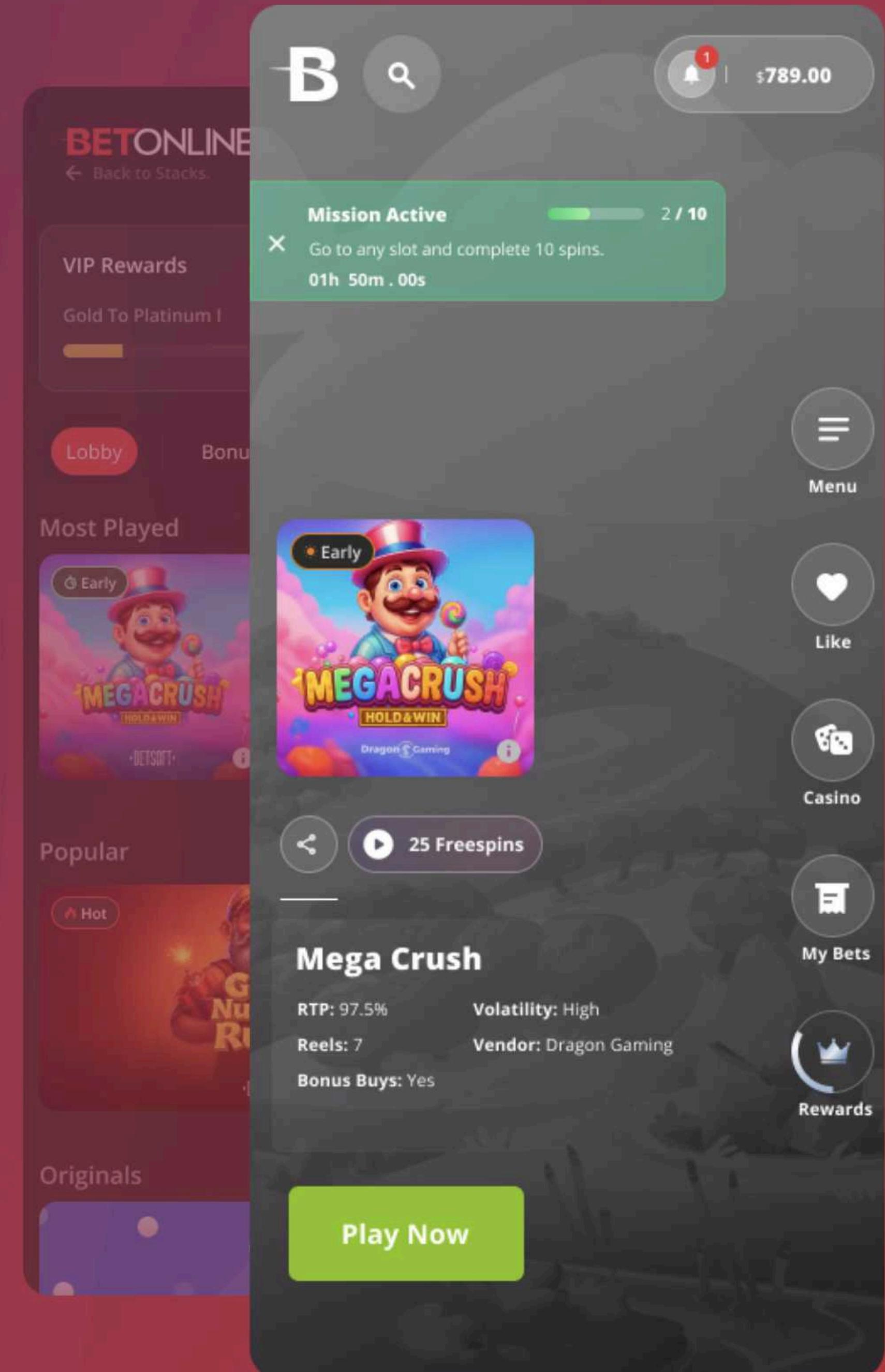
BOL REELS

ONE SWIPE. ONE GAME. ONE EXPERIENCE.

BetOnline Reels simplifies iGaming into a single, instant, personalized experience: one swipe, one game, one outcome. Each reel is curated by a fuzzy-logic engine, combining sports bets, mini-games, and missions into a dynamic feed that feels effortless and entertaining. This reflects how Gen Z and Millennials consume media—fast, mobile-first, and reward-driven, while directly addressing the industry's biggest challenge: retention.

By reducing friction and decision fatigue, BOL Reels keeps players continuously engaged and naturally cross-sells between sports and casino, where around 70% of industry revenue is generated. It's designed for younger, digital-native players who expect personalization, immediacy, and seamless interaction.

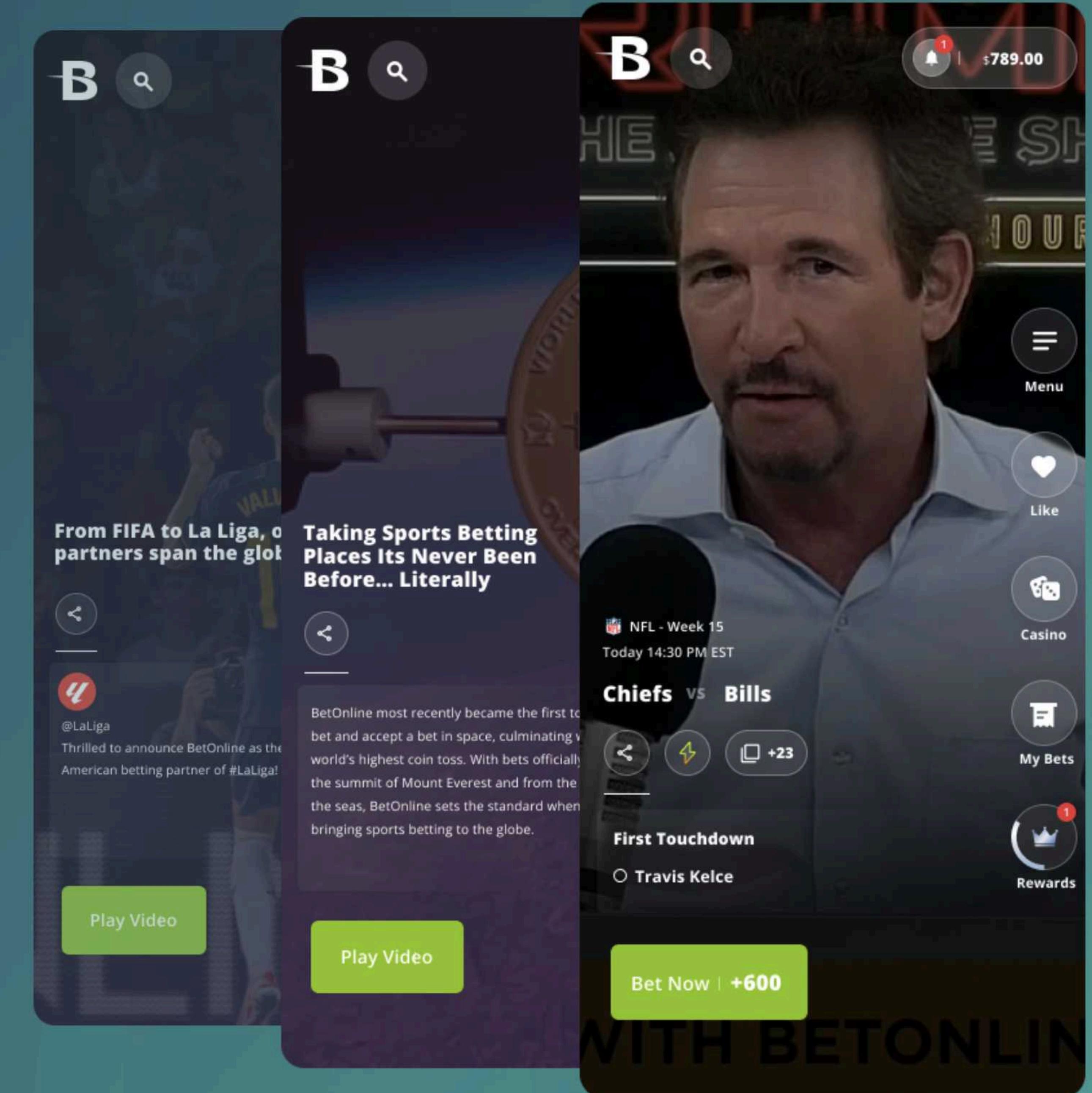
This is a bold step forward but a calculated one, grounded in clear behavioral trends. The next generation isn't drawn to static menus or repetitive bonuses; they want an experience that adapts to them. BOL Reels brings that vision to life.



MEDIA & INFLUENCERS

MARKETING EFFORTS

- Short creator/podcast clips embedded in select reels to spotlight picks & markets.
- 15–30s explainers: why the bet matters, how to place it drives conversion.
- Brand proof points (e.g., first coin toss in space, La Liga sponsorship) to build trust.
- Anti-churn triggers: schedule influencer reels at risk moments to prompt re-deposit.



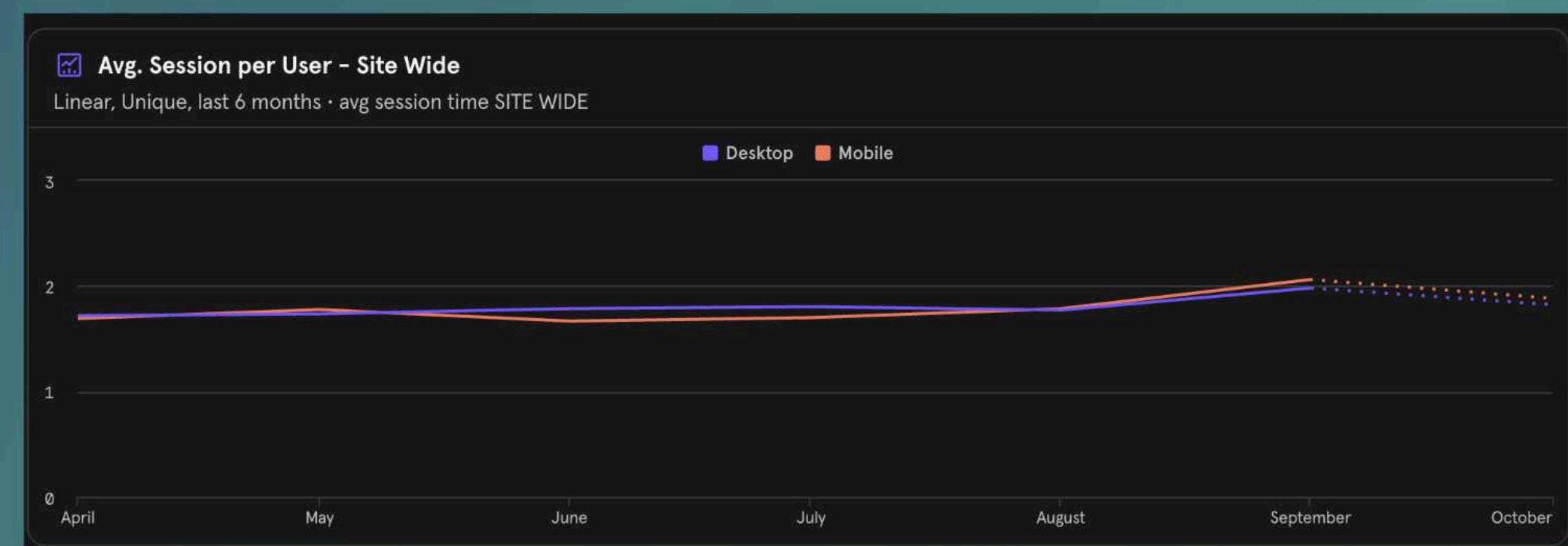
CURRENT ENGAGEMENT BASELINE

SESSIONS PER USER

- 1.8 sessions/user/day on average (desktop & mobile steady).
- September lift aligns with NFL kickoff → event-driven spikes.
- Between events activity flattens.

Metric	Current (6-Month Avg.)	Target with Reels	Objective
Avg. Sessions per User (Daily)	1.8	+25–30% uplift (≈2.3–2.4)	Increase engagement frequency through instant, personalized play
Session Distribution	Event-driven peaks (NFL, tournaments)	Sustained baseline	Reduce dependency on seasonal events

Solution: Reels creates fast, personalized micro-sessions to keep players returning multiple times per day—between major events.



CURRENT RETENTION BASELINE

7 DAY PLAYER RETURN RATE

- Day 0: 92% active
- Day 1: ~22% retained
- Day 5: ~15% retained

Takeaway: Steep Day-1 drop → most churn within 24 hours

Gap: Few triggers to return (rewards, missions, personalized challenges).

Solution: Reels drives fast, personalized micro-sessions to sustain daily return between major events.

Metric	Current (6-Month Avg.)	Target with Reels	Objective
Day 1	22%	+10-15 pts (≈35%)	increase early reactivation through personalized daily hooks
Day 5	15%	25%	Sustain interest via ongoing missions & feedback loops
7th Day	<10%	15% - 18%	Build consistent, low friction engagement habit

Why it Matters:

improving early retention compounds every downstream KPI from ARPU to LTV. Even a small improvement in Day 1-5 reactivation translates into more frequent sessions, longer play cycles, and greater cross-sell between sportsbook and casino.

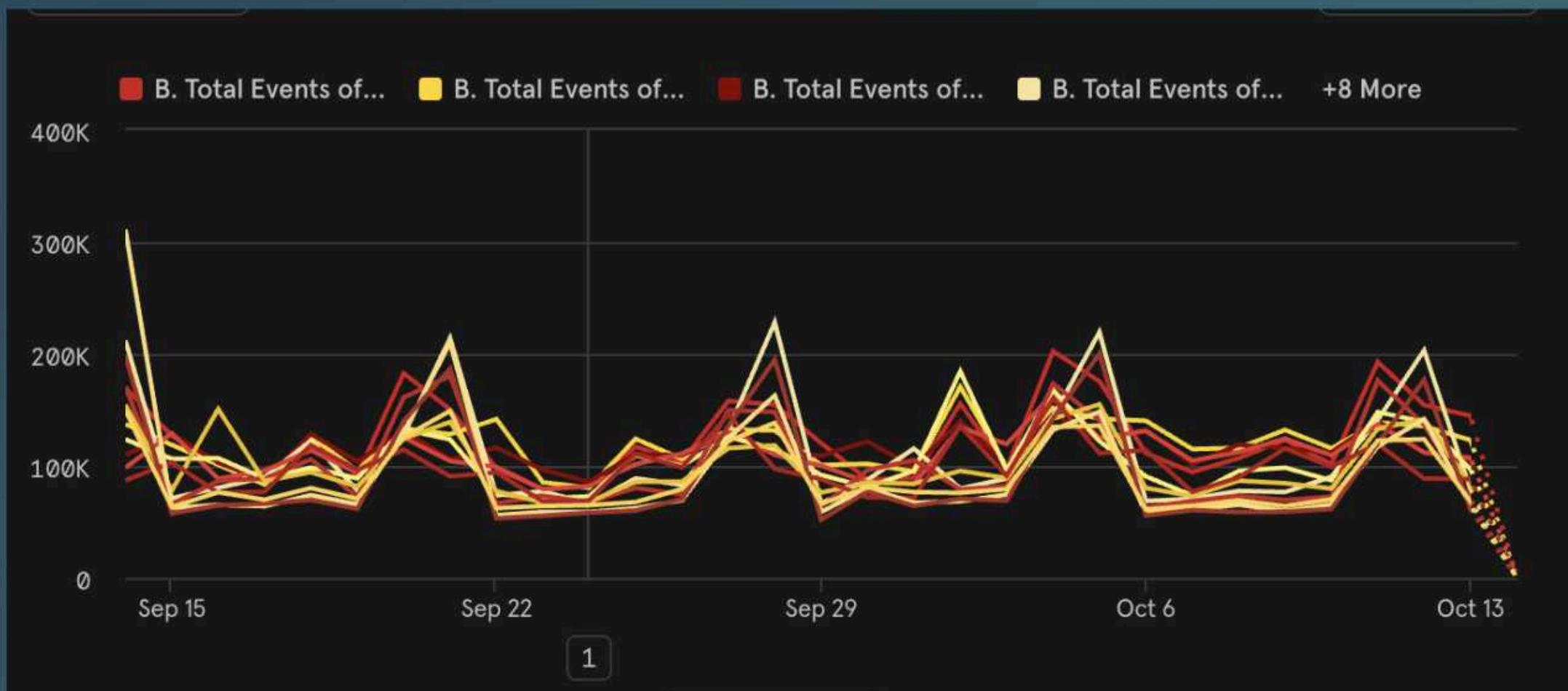
ENGAGEMENT BY TIME OF DAY

BASELINE SITE ACTIVITY

Key Insight:

User engagement peaks between 19:00–22:00, aligning with prime sports and casino hours.

Activity drops significantly during midday and early morning, suggesting opportunity to engage users during downtime.



Narrative

- Sessions cluster in evenings (live sports/casino).
- 10am–5pm is underutilized → missed habit-building window.
- Fill with snackable Reels to prompt quick, repeat visits.

KPI (Missions)

- Goal: +15% off-peak sessions within 60 days of Reels launch.

Post-Launch Metrics

- % change in sessions (10am–5pm)
- Repeat session frequency (D1–D7 retention lift)
- Avg session duration per visit

AVG. SESSION DURATION

Goal

Lift Avg Session Duration from ~5.1 min → **6–7 min** by adding small reasons to stay 30–60s longer each visit.

1. Auto-play next reel

When a reel ends, start the next one in 3s (with a cancel).

Why: adds ~30–60s without extra clicks.

2. Mini clip inside the reel (15–20s)

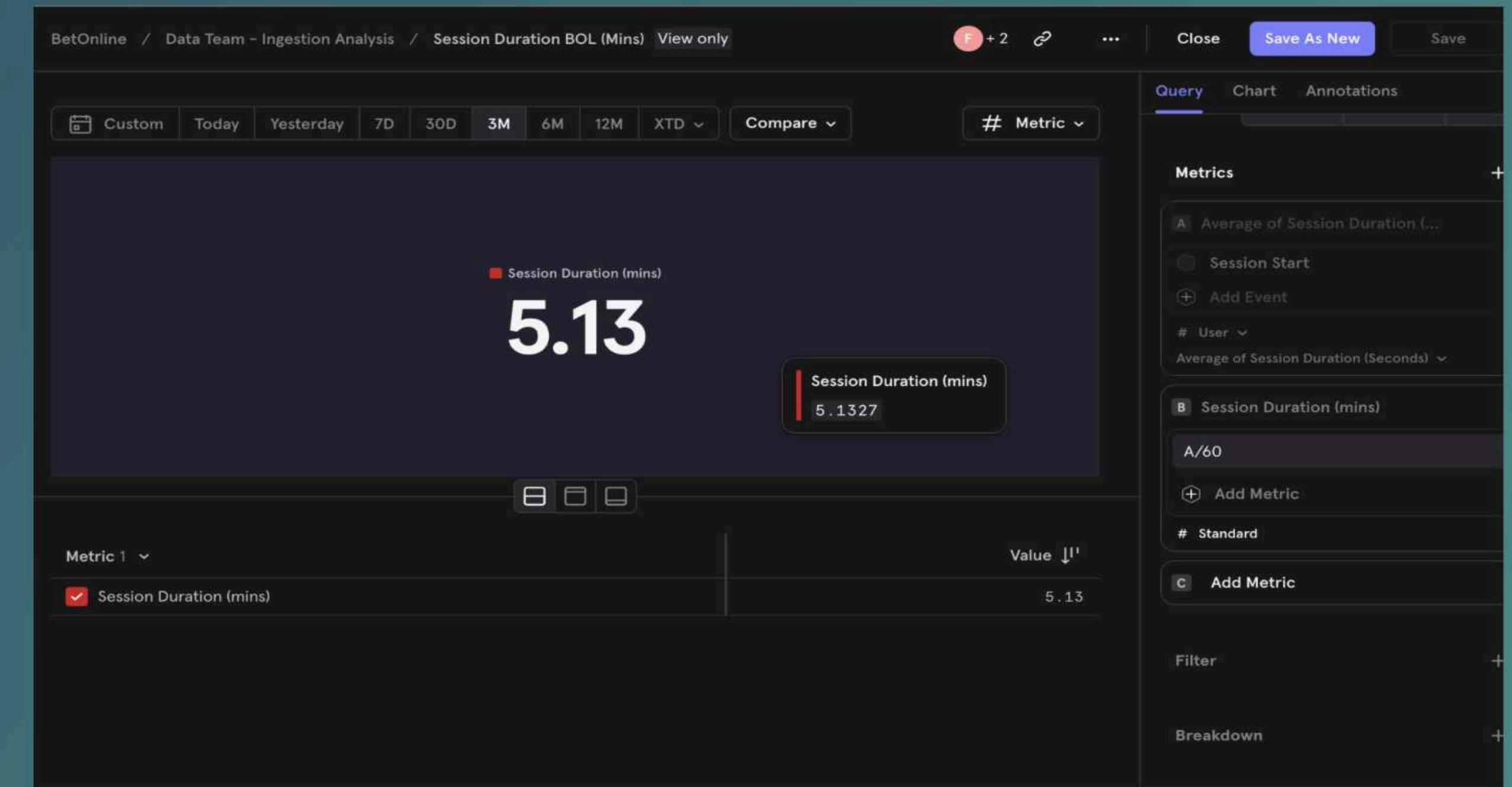
A short tip/influencer snippet that plays inline (no navigation).

Why: easy +20s with context.

3. Off-peak mini missions (10am–5pm)

"Complete 2 reels now → box boost."

Why: fills quiet hours and extends sessions a bit.



Track these three numbers for A/B:

- Avg session mins
- % sessions \geq 6 min
- Median session mins

BINGO: “LOW VALUE” MYTH

- Low value today, **high value tomorrow.**
Habits compound LTV.
- Starts small, grows big. Daily play builds long-term value.
- Entry is low; lifetime is high. Reels convert over time.
- Low-stake on-ramp, high-value journey. Habits drive LTV.
- Consistent micro-sessions create tomorrow's VIPs.
- Value accrues with habit. Small bets, big lifetime.

-Avg Session time for Bingo is around 20-40mins



VIP ANGLE

- Some VIPs may prefer Reels for a more personalized, concierge feel it's an easy way for hosts to engage 1:1.
- Even if a small % of VIPs shift into Reels, their ARPU lifts the average and offsets low-stake cohorts.
- Precision outreach: tailor reels, drops, and missions per VIP profile; hosts can time rewards to moments that matter.
- Net effect: small VIP adoption → outsized revenue impact, while habit loops keep the broader base compounding LTV.

Prototype