Advice document

PSV Brainport Experience
ICT & Media design sem. 6

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Advice betting concepts

During this project we developed a proof of concept about the 'grid betting' concept. From a developer view and the user view, there are some points that could be improved in the future.

During the development of this proof of concept, relatively general data was used. The multipliers were calculated based on different large areas and general data. Ideally, this would be calculated based on the positions of previous goals during PSV matches. This would also affect the odds. Our advice, if this project is picked up in the future, is to focus on analysing previous goals of PSV and incorporating this data during development.
Additionally, another layer of complexity can be added; the odds of a team scoring the first goal can vary from match to match. If PSV is playing against a club that has higher odds of winning than PSV, the multiplier for this bet can also be increased.

Design wise, there were some points from the user testing, which could be improved in the future. The following feedback was given from the users:

Firstly, it was noted that the zoom in/out functionality was not convenient for users, suggesting the need for alternative methods to adjust the screen size. Additionally, optimizing the utilization of the full-size screen on mobile devices, particularly in landscape mode, was recommended to enhance the user experience.

The suggestion to include a "remove all" button for clearing selections at once was well-received, as it would streamline the user workflow and improve efficiency.

Concerns were raised regarding the confusion caused by labels such as "first goal" and "coming soon." Clarifying these labels and providing clearer instructions would help users better understand the purpose and functionality of the Grid Betting feature.

Users also expressed uncertainty about the "tiles remaining" feature, indicating a need for clearer explanations or instructions to ensure its purpose is understood.

Issues with placing bets using decimal values, specifically in the ,XX format, were encountered during testing. Resolving this issue would enable users to input precise bet amounts without any obstacles.

Feedback regarding the color scheme suggested a preference for a consistent green color with white lines instead of a combination of pitch white and green.

Lastly, the suggestion to incorporate explanatory information and branding elements would enhance the overall user experience by providing users with a better understanding of the feature and creating a more engaging environment.

By addressing these test results and incorporating the suggested improvements, the Grid Betting feature can be refined to offer a more user-friendly and intuitive experience, ultimately increasing user satisfaction and engagement.

Business

I recommend conducting further research on the business aspects of the app, specifically focusing on how to make it profitable. Consider the costs of development and maintenance, and explore potential revenue sources such as subscriptions, partnerships, in-app purchases, data

monetization, and targeted advertising. You can try analyzing the market, user demographics, and competition will help determine the most effective strategies for ensuring the app's profitability.

Testing

Continuing to test the app is something I highly recommend, including both in-stadium and at-home testing. This will provide valuable insights into its performance, user experience, and overall reception. Gathering feedback and monitoring user engagement will help identify areas for improvement and guide future updates. By iteratively testing and refining the app, you can enhance its functionality and ensure a seamless user experience in various usage scenarios.

General

Maintain Modularity: Design and develop the application in a modular manner to promote scalability and ease of maintenance. Use proper code organization and separation of concerns to ensure that different components can be updated or modified independently without affecting the entire system.

Continuous User Testing: Incorporate regular user testing and feedback sessions throughout the development process. This will help you gather valuable insights and identify areas for improvement, ensuring that the application meets the needs and expectations of the users.

Adaptability and Flexibility: Keep the application flexible and adaptable to accommodate future changes and feature additions. Utilize modular design patterns and adhere to coding best practices that promote extensibility, allowing for seamless integration of new functionalities.

Bonuses and Rewards: Implement a rewards system that offers bonuses, loyalty points, or exclusive perks to encourage user engagement and retention. Reward users for their betting activities, such as reaching milestones, participating in promotions, or referring friends to the app.

Live Streaming Integration: Explore collaborations with game streaming platforms or content creators. Integrate live streaming functionality into your application, allowing users to watch game streams while placing bets. This creates a more immersive and engaging experience and taps into the growing popularity of game streaming.

To transition the application from being solely an add-on to the existing system to a standalone solution, it is recommended to combine the current functionalities with additional features. This integration will enhance the application's capabilities and make it suitable for independent deployment. By expanding its scope and incorporating these enhancements, the application will be better equipped to operate as a comprehensive solution on its own.