FANALYZE

Qualitative Interview Moderation Guide

Introduction (2 min)	**Introduce Facilitator:** Hello, my name is _____. I am a researcher with the sports analytics platform Fanalyze, studying what's important to consumers who use sports data and how Fanalyze can improve its platform to enhance users experience **Topic Overview:** Today, we will be exploring the topic of sports betting through an interview that will take no more than 15 minutes. Particularly, I want to get to know your motives for why you bet and what situation you would consider placing bets. Through your participation today, we will get a better understanding of what makes for a good experience in sports betting and how sports analytics can aid in this process. **Ground Rules:** 1. We will be recording our session. 2. The recordings and responses will only be referred to for research and educational purposes by myself, the research team and my professor. 3. There are no "right" answers. Feel free to share anything you find relevant. 4. If you feel uncomfortable or would not like to share something specific, feel free to let me know you would like to skip the question. You are allowed to end the interview at any given time. Do you have any questions? *Answer any*

Topic 1 (10 min)	**General Betting Affect and Cognition**
	 The goal of these next round of questions is to understand the decisions you tend to make and the reasons why. So let's begin!
	
	 1. Tell me about your (ideal) situation to place a bet?
	 2. How confident do you feel before placing a bet?
	      a. Did you use any resources to help guide your bet?
	      b. How much did money play a role in the decisions you made?
	 3. If you could have improved anything about your current betting experience, what would it be?
	      a. Why?
	
	 Betting Notification
	
	 1. How do you come to find out about potential bets to make?

	a. *Allow interviewee to list, probe for additional*
	2. For the resources you listed, Are you able to get live notifications of bets you'd be interested in making?
	    a. If a voice option was able to tell you during sporting events that a certain spread was available at a payout you'd like to receive, would you consider it?
	       - Why or why not

**Topic 2
(10 min)**
	Consumer Betting Journey
	Let's move on and talk about the current way you are placing your bets. We will talk more about tools and resources that you use as well as the confidence level of your betting experience.
	
	Pre Bet Placement
	
	1. Please tell me about the last bet you made.
	
	    a. What were the odds?
	
	    b. How much did you bet?
	
	2. What are things you would consider before placing this bet?
	
	3. While considering resources, did you check out any sports data?
	    a. *On a scale of 1-10, how helpful is sports data in making good decisions in your opinion?*
	4. What information or data would you look for to increase the chances you would win?
	5. If a sports analytics platform was able to give you all the details that are important to you quickly and accurately, would you try it?
	6. How would this ability to have an app calculate all your favorite sports betting criteria across different sports affect your betting experience?
	    a. Would it change how you bet?
	    b. Would you make more bets?
	
	The Bet
	
	1. Does betting change the experience of watching a sports event?
	    a. Why or why not?
	2. Do you enjoy sports more or less when you bet?
	3. Do you consider hot streaks (recent wins or losses) when you bet?
	    a. How do they impact your betting?
	    b. What would make you more confident after a loss streak?
	    c. Do winning and losing impact how much you bet?

	1. How do you choose how to bet on, with endless bets and sporting events every day?
	    a. Does it matter if you are familiar with the sports, teams, players?
	    b. Have you ever bet on something you are completely unfamiliar with?
	        i. *What is that like?*
	
	<u>When you lose, who is at fault? (them or the team)</u>
	
	<u>When you win, who is responsible?</u>

**Topic 3
(10 min)**
	Technology
	1. Do you use any form of technology while placing a bet?
	    a. What are they? (Siri, smart speaker, etc)
	    b. What features did you like or dislike about those apps or technology?
	2. Please explain why a smart speaker would either help or hurt the ease of placing a bet, or learning statistics prior to making the bet.
	    i. Would you use one?
	    ii. On a scale of 1-10 how helpful would a smart speaker be for your betting experience?

Closing (3 min)	**Concluding Thoughts:** With that, we have concluded all of our questions for our interview. Do you have any additional concluding thoughts you would like to share? Awesome! Thank you so much for your participation. I appreciate your time and willingness to share your experiences! Have a great rest of your day.