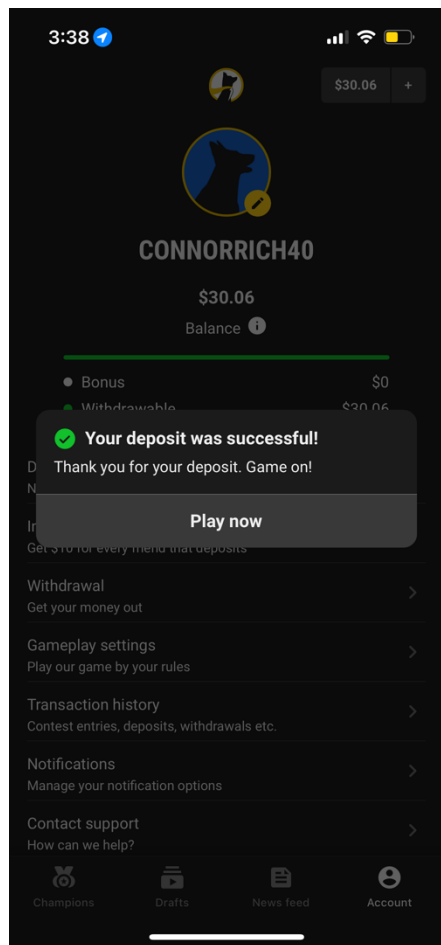


Usability Testing Report

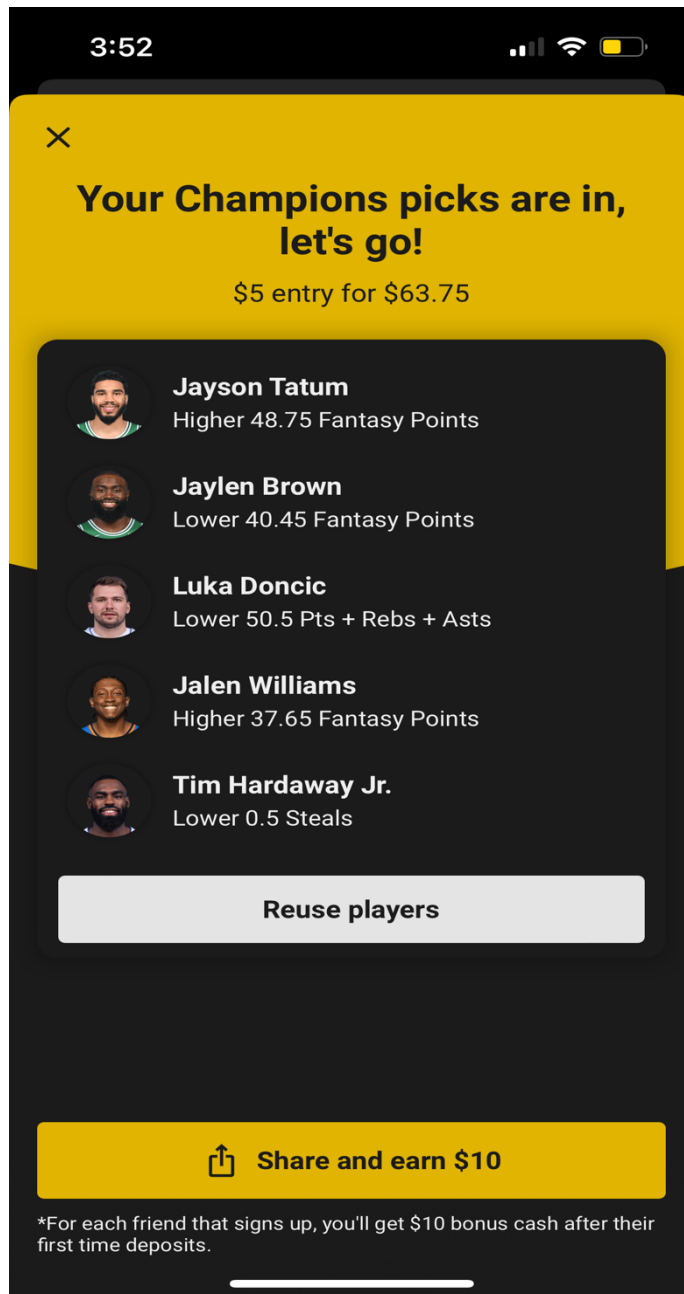
For this usability testing report, I have elected to download an app. The mobile application that I chose to test is Underdog Fantasy Sports. It is a sports-fantasy gambling app. Its features include depositing real-life money into this app to gamble on an athlete's performance. The app has two main playstyles, one of them being "Pick'em" where you can gamble for different types of an athlete's statistics. For example: Boston Celtic's Jayson Tatum Higher or Lower 20 points. The other playstyle is "Draft" where you can compete in real-time against other users by drafting athletes from a specific sport. Out of the players in each of your drafts, the highest performing wins a 1st place prize or an overall pot depending on the match. These playstyles are only available in specific states due to sports gambling laws. Missouri is a legal location for both playstyles this mobile app offers and is the location where testing was performed for this report. (Betting) The target audience of Underdog is to appeal to adult sports fans, predominately male as that is the majority demographic of sports gamblers. "The demographic of sports bettors tends to be young, male and wealthy. According to Ipsos, 39% of bettors are under the age of 35, and 69% of bettors are male." (Birches Health)

To complete the usability testing, I experimented with all functions of the mobile app. First, I created an account by signing up with my email and creating a password, I also had to link a valid mailing address, date of birth, and Social Security Number. I then linked my credit card to the app by typing in my payment information. It was a quick and simple process in comparison to other gambling apps I've used in the past. I had my account created and deposited money into the account and was ready to participate within 20 minutes. Other applications in my experience sometimes take hours of verification to process.



After successfully creating an account, I then proceeded to participate in both playstyles first, with “Pick ‘em.” In this mode, the user can select from a variety of professional sports and select players to bet on. The user then is given the option of what specific statistic they can place a bet on. There are a variety of things to take into consideration when placing a bet that can affect your odds and payout for better or worse. The user must select at least two players that are do not compete for the same team. The user may select two players on the same team, as long as there is at least one player from a different team. You can cross-play your bets through multiple

sports. For example: You may bet that an MMA fighter last longer than 9 minutes while creating a parlay with LeBron James having lower than 10 rebounds.



After placing a bet, I was then able to view my bets under a tab labeled "Live." I can see in real-time the current scores of the events taking place and a progress tracker for each player.

After all events are concluded, the bet placed is then moved to the “Results” tab to show the payout or how much money was lost, including each player’s performance.

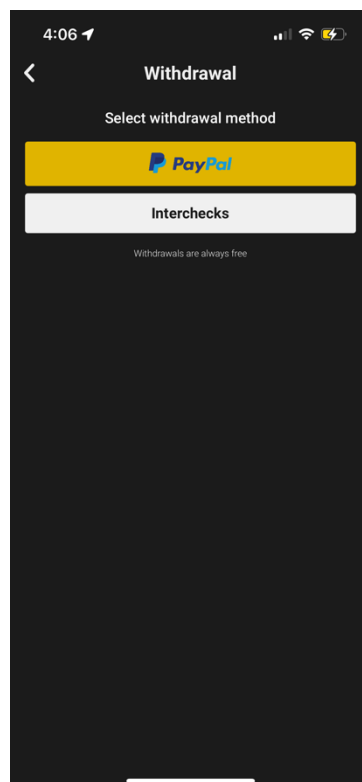
Next up on the testing was experimenting with the “Draft” playstyle. This was a more difficult one for me to grasp without reading over the multiple pages of rules. I also thought for a moment that I was not allowed to use this feature as a pop-up appeared as soon as I attempted to enter it. It stated that I had to set my rankings before proceeding. I then selected players and rearranged them in my ranking. I then joined a draft with 5 other users and competed against them in a draft. The remainder of the functionality of the draft stage is almost identical to the “Live” and “Results” tabs in the “Pick’em” playstyle.

After experimenting with all the features the app offers, I decided to read through the settings and all the documents they have to offer. Many documents go over the general guidelines, rules, and legal documents required such as privacy and cookie policies. What caught my eye the most was the amount of customer support they offer on their own. You have the option to submit responses to them and they will respond within an ample time. There are also many helpful resources for those who are struggling with gambling addiction.

I was the participant in this usability testing report, I used my account, CONNORRICH40. I elected myself as a participant as I meet the mobile application’s target audience. Though I do not consider myself wealthy, I do often use sports gambling applications for fun. I found myself very impressed with the easy access of the “Pick’em” playstyle. I did find the “Draft” playstyle more difficult to understand as you must set your own rankings before you participate without clear enough guidance on how to do so without experimenting. Even in the rule book, it was difficult to understand just based on reading a simple guideline. Another issue I had with the app was the lack of payment withdrawal methods whenever you would like to claim

your winnings from your account. The only two options given are PayPal and E-Check. I do find that using PayPal is a very quick and simple process for completing payment withdrawals as I was able to deposit the money into my bank account within an hour. Finally, the main issue is that there is not any settings or adjustability within the application itself when it comes to changing text size, color, or appearance of the app for usability. In its defense, a lot of these settings can be altered through the user's personal device settings. The color contrast of the application is very dark-toned and easy to read.

I recommend that this app to make a few adjustments for its users that it should take into consideration. Simply, more information should be provided about "Drafts." Perhaps within the pop-up functionality they have created, they could also create an external link within it to a how-to-play text file. Additionally, they could create a feature to be able to adjust settings such as text size, text color, contrast, brightness, and color-blindness accessibility. Finally, the Underdog could add more payment methods such as Cash App, Venmo, Apple Pay, Crypto Bitcoin, or direct deposit.



The usability assessment of the Underdog Fantasy Sports Gambling Mobile Application yielded great findings. While the "Pick'em" mode stood out for its user-friendly approach, the "Draft" feature lacked clarity in instruction. The app boasts strong customer support capabilities; however, it offers limited choices for withdrawing funds. Notably, the absence of customization options within the app raises usability concerns, with potential improvements suggested to enrich the overall user experience and broaden its appeal.

Citations

Betting, S. N. (2024, April 9). *Underdog fantasy review: Can underdog be trusted?*

<https://www.sportingnews.com/us/betting/news/underdog-review/56123a2f03412a8cee612f90#:~:text=Underdog%20is%20a%20fantasy%20sports,a%20special%20Pick'em%20entry>.

Sports betting demographics in the U.S. - birches health: Gambling addiction treatment. Birches

Health | Gambling Addiction Treatment. (n.d.). <https://bircheshealth.com/resources/sports-betting-demographics-in-the-u-s>

4:07



Underdog Fantasy: Rules



Overview

Lobby badges ∨

Experienced ∨

Ties ∨

Multiple entries ∨

Scoring ∨

Lineup restrictions ∨

Ineligible states ∨

Non-guaranteed contests ^

If a non-guaranteed contest does not reach capacity (all potential slots are filled by entrants) by contest start time, the contest will be cancelled and refunded.

Multiple accounts & collusion ∨

Suspended accounts ∨

Cancelling entries ∨

Traded/Injured players ∨

4:07



Responsible gaming



Alerts

Limits

Cool-Off

Exclusion

Deposit alerts

Alerts on how much you can deposit within a month.

Monthly Alert amount ⓘ

Save

Entry fee alerts

Alerts on how much you can spend on a single entry fee.

Alert amount ⓘ

Save

Contest entry alerts

Alerts on how many contests you can enter each week.

Weekly Alert amount ⓘ

Save

4:07



< Underdog Fantasy: Responsible g...

Need help?

If you have questions or concerns about your own gaming behavior or about that of a friend or family member, good places to start are the [NCPG](#).

You can also contact a 24 Hour Confidential National Helpline Number: [1-800-GAMBLER](#) for additional assistance provided by the NCPG.

If you are in Arizona, please see Arizona specific responsible gaming resources below:

If you have a gambling problem, help is available from the toll-free Arizona statewide helpline at 1-800-NEXT-STEP ([1-800-639-8783](#)) or text NEXT-STEP to 53342.

You may also visit
<https://problemgambling.az.gov>.

If you are in Colorado, please see Colorado specific responsible gaming resources below:

Please play responsibly, for help visit
<https://sbg.colorado.gov/problem-gambling-resources>
or call 1-800-GAMBLER ([1-800-426-2537](#)).

If you are in Maryland, please see Maryland specific responsible gaming resources below:

Please play responsibly, for help visit
mdgamblinghelp.org or call [1-800-GAMBLER](#).

If you are in New York, please see New York specific responsible gaming resources below:



4:08 ↗



Notifications

Turn on notifications?

To get notifications from Underdog, you'll need to turn them on in your iOS Settings. Here's how:

1.  Tap "Notifications"
2.  Turn "Allow Notifications" on

[Open iOS Settings](#)

4:08 



UNDERDOG



Hi there!

How can we help?

Messages



Send us a message



4:08



\$7.06



Lobby

Live

Results

✕ Pick'em tips

[All rules](#)

Higher/Lower

Pick whether a player's final stats will be higher or lower than their projection. Get all of your picks right and you win! You have to make at least two picks from players on different teams, and you can't pick the same player more than once.

Rivals

Rivals puts two players head to head in a given category. There might be a projected points, for ex: If LeBron is +2.5 points against KD, KD will need to score 3 more points than LeBron to win. Choose wisely!

Picks and multiplier

The bar on the bottom of the screen shows what your current payout multiplier is (more picks = higher multiplier). Tap this bar to choose your entry fee and lock in your picks.

Scorchers

Scorchers boost the max payout you can win on a Pick'em entry. Adding a scorcher to your entry will automatically adjust your max payout possible. Your scorcher must be correct to receive the max payout boost. If your modifier pick Wins or Ties, you will

**Champions: 3 Picks**

Wagner, Valanciunas, Porter Jr.



Pick'em



Drafts



News feed



Account