

# UX作品

## 規劃設計、數據分析

Jill Wang 2019

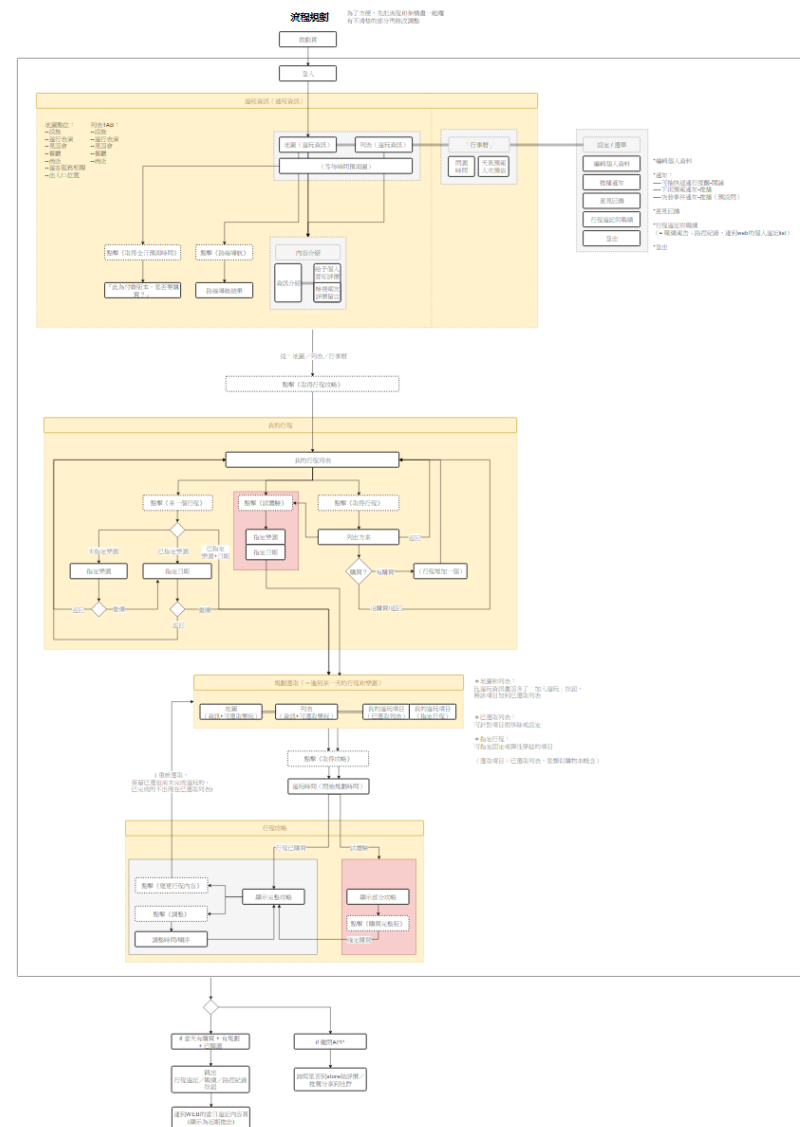
# UX規劃設計分析

# APP規劃設計

資訊架構、流程

Wireframe , UI Flow

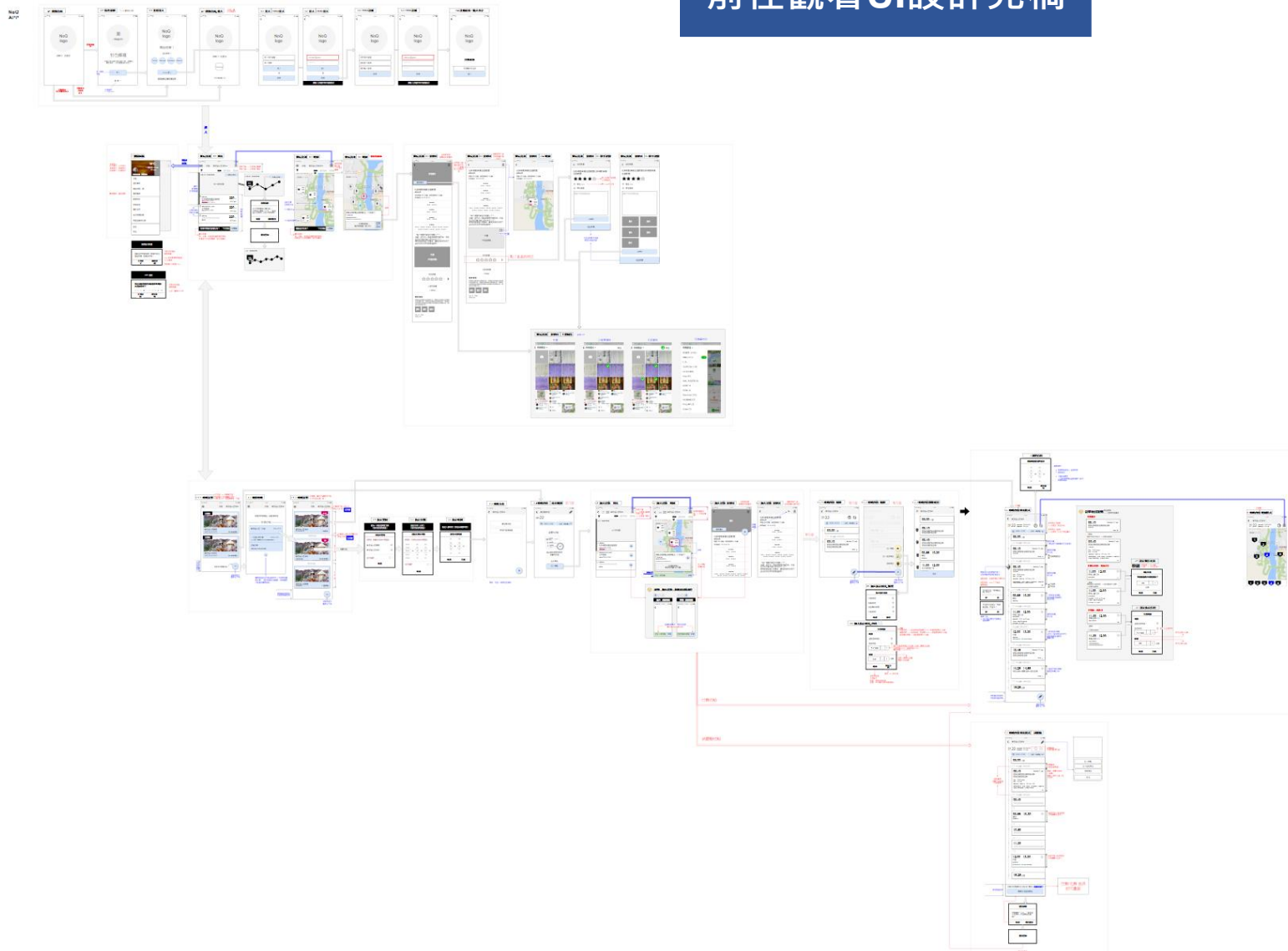
[前往觀看大圖](#)



# Wireframe & UI Flow

前往觀看大圖

前往觀看UI設計完稿



# Wireframe Paper Prototype

☒ Sports
 ☐ Live Casino
 ☐ Games
 ☐ Virtual Sports

Live
 

My Events

Mix Parlay

My Bets

5

2

NBA (PLAYOFF)

MIL Bucks

HDP

OU

BOS Celtics

HDP

OU

47:54

4 >

France Pro Basketball League

BCM Gravelines Dunkerque

HDP

OU

Le Mans Sarthe Basket

HDP

OU

28:26

2 >

☒ Sports
 ☐ Live Casino
 ☐ Games
 ☐ Virtual Sports

NBA (PLAYOFF)

Mix Parlay

My Bets

5

2

LIVE

MIL Bucks

36:28

BOS Celtics

FT HDP

FT OU

A

U

H

U

FH HDP

FH OU

A

U

H

U

3rd Quarter

HDP

OU

A

U

H

U

Ticket

X

HOU Rockets @ MIN Timberwolves

Handicap: -2.5

HOU Rockets

2.75

Pd 25

+

-

25

700

1464

Min

Max

Max Payout: 68.75

Place Bet



☒ Sports
 ☐ Live Casino
 ☐ Games
 ☐ Virtual Sports

☒ NBA (PLAYOFF)

	HDP	OU	OE
MIA Heat	-2.5	O 213.5	1.94
	-6.25	1.87	
PHI 76ers	+2.5	O 213.5	1.94
	7.57	1.97	

04/27 08:00

20>

	HDP	OU
GS Warriors	-2.5	O 202.5
	-10.00	1.87
SAS Spurs	2.5	O 202.5
	4.54	1.97

04/27 10:00

14>

	HDP
TOR Raptors	+3.5
	1.93
WAS Wizards	-3.5
	1.97

04/28 07:00

6>

☒ Sports
 ☐ Live Casino
 ☐ Games
 ☐ Virtual Sports

☒ NBA (PLAYOFF)

Argentina National Basketball League  
 ASIAN Basketball League  
 Euro League  
 NBA (PLAYOFF)  
 NBA (PLAYOFF) SERIES WINNER  
 PBA Commissioner's Cup  
 Spain ACB League

☒ Sports
 ☐ Live Casino
 ☐ Games
 ☐ Virtual Sports

04/28 07:00

MIL Bucks
 
 BOS Celtics

FT HDP

A				O			
H				U			

FT OU


FH HDP

A				O			
H				U			

FH OU


3rd Quarter

	HDP	OU
A		
H		



☑ Sports Live Casino Games Virtual Sports



NBA (PLAYOFF) ▾



Mix Parlay

My Bets

5

2

NBA (PLAYOFF) ▾

IND Racer

HDP

+2.5

HDP

+3.5

HDP

+4.5

CLE Cavaliers

-2.5

-3.5

-4.5

04/26 08:00

OU

O 210.5

OU

O 214.5

OE

O

U 210.5

U 214.5

E

MIN Timberwolves

HDP

HDP

HDP

HOU Rockets

04/26 09:00

OU

O

OU

O

OE

O

U

U

E

UTA Jazz

LAC Clippers

HDP

HDP

HDP

☑ Sports Live Casino Games Virtual Sports



NBA (PLAYOFF) ▾



Mix Parlay

My Bets

5

2

NBA (PLAYOFF) ▾

IND Racer

HDP

+2.5

HDP

+3.5

HDP

+4.5

CLE Cavaliers

-2.5

-3.5

-4.5

04/26 08:00

OU

O 210.5

OU

O 214.5

OE

O

U 210.5

U 214.5

E

MIN Timberwolves

HOU Rockets

04/26 09:00

OU

O

OU

O

OE

O

U

U

E

UTA Jazz

Ticket ③

Mix Parlay



Over @ 2.04

Over/under 204.5

Golden State Warriors @ San Antonio Spurs



BOS Celtics @ 2.42

Handicap: -1.50

Boston Celtics @ Chicago Bulls



Odd @ 1.93

Odd/Even

New York Knicks @ Miami Heat

Mix Parlay

9.523

Pp 25



13

min

5000

10000

max

Max Payout: 238.075

Place Bet



Sports

Live Casino

Games

Virtual Sports

Live

My Events

Mix Parlay

My Bets

5

2

NBA (PLAYOFF)

You won 120.

MIL Bucks

BOS Celtics

47:54

France Pro Basketball League

BCM Gravelines Dunkerque

Le Mans Sarthe Basket

28:26

Sports

Live Casino

Games

Virtual Sports

Live

My Events

Mix Parlay

My Bets

5

2

NBA (PLAYOFF)

MIL Bucks

BOS Celtics

47:54

France Pro Basketball League

BCM Gravelines Dunkerque

Le Mans Sarthe Basket

28:26

Sports

Live Casino

Games

Virtual Sports

Upcoming

My Events

Mix Parlay

My Bets

5

2

NBA (PLAYOFF)

MIA Heat

PHI 76ers

08:00

GS Warriors

SAS Spurs

10:00

TOR Raptors

WAS Wizards

02:00

Sports

Live Casino

Games

Virtual Sports

NBA (PLAYOFF)

My Events

Mix Parlay

My Bets

5

2

NBA (PLAYOFF)

IND Racer

CLE Cavaliers

04:00

MIN Timberwolves

HOU Rockets

07:00

UTA Jazz

LAC Clippers

Sports

Live Casino

Games

Virtual Sports

NBA (PLAYOFF)

My Events

Mix Parlay

My Bets

5

2

NBA (PLAYOFF)

MIL Bucks

BOS Celtics

47:54

France Pro Basketball League

BCM Gravelines Dunkerque

Le Mans Sarthe Basket

28:26

Sports

Live Casino

Games

Virtual Sports

Upcoming

My Events

Mix Parlay

My Bets

5

2

NBA (PLAYOFF)

Argentina National Basketball League

ASIAN Basketball League

Euro League

NBA (PLAYOFF) SERIES WINNER

PBA Commissioner's Cup

Spain ACB League

Sports

Live Casino

Games

Virtual Sports

NBA (PLAYOFF)

My Events

Mix Parlay

My Bets

5

2

NBA (PLAYOFF)

IND Racer

CLE Cavaliers

04:00

MIN Timberwolves

HOU Rockets

07:00

UTA Jazz

LAC Clippers

Sports

Live Casino

Games

Virtual Sports

NBA (PLAYOFF)

My Events

Mix Parlay

My Bets

5

2

NBA (PLAYOFF)

MIL Bucks

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2

NBA (PLAYOFF)

MIL Bucks

BOS Celtics

47:54

France Pro Basketball League

BCM Gravelines Dunkerque

Le Mans Sarthe Basket

28:26

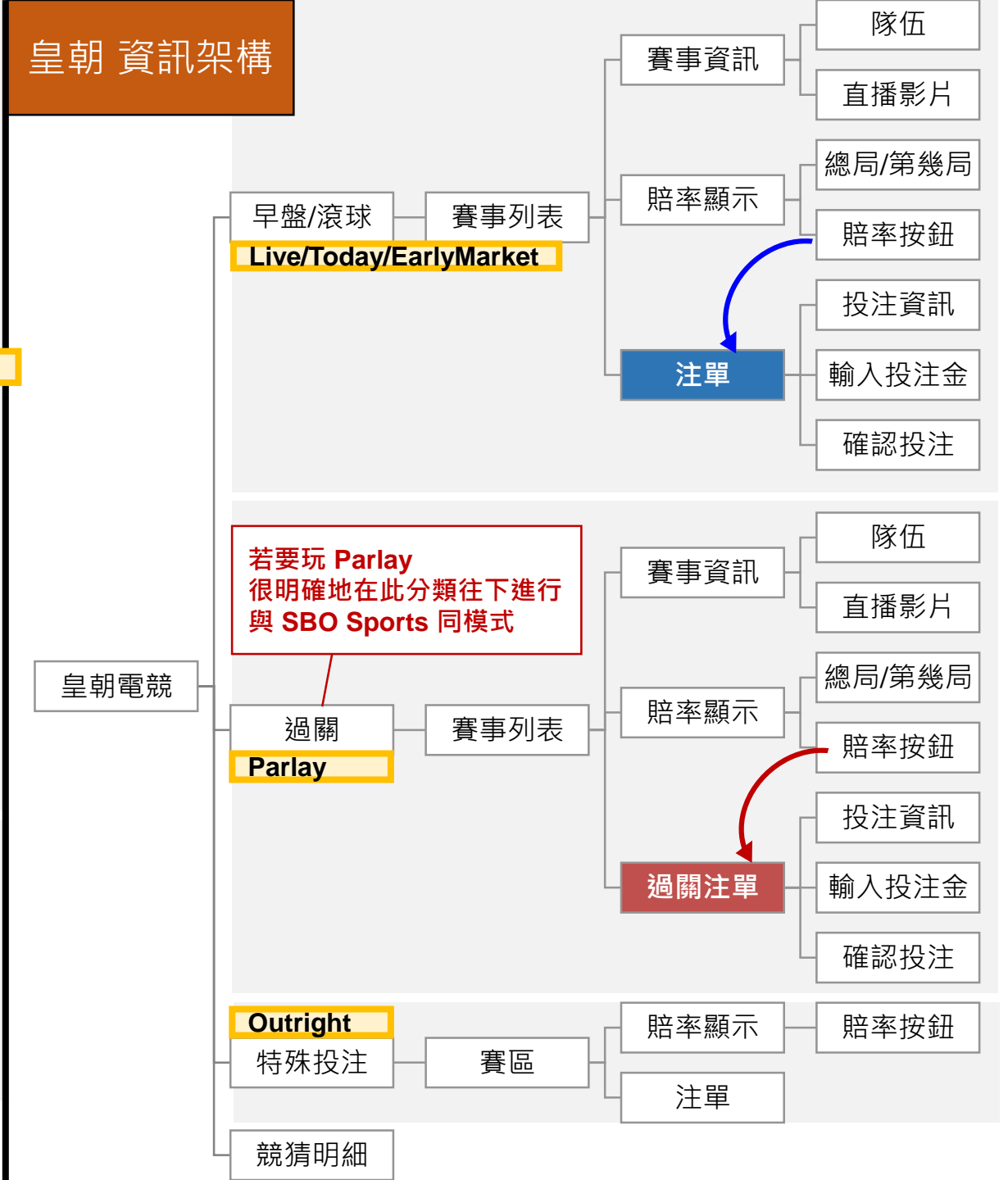
# 競品分析

## 資訊架構及流程

# GG 資訊架構



# 皇朝 資訊架構



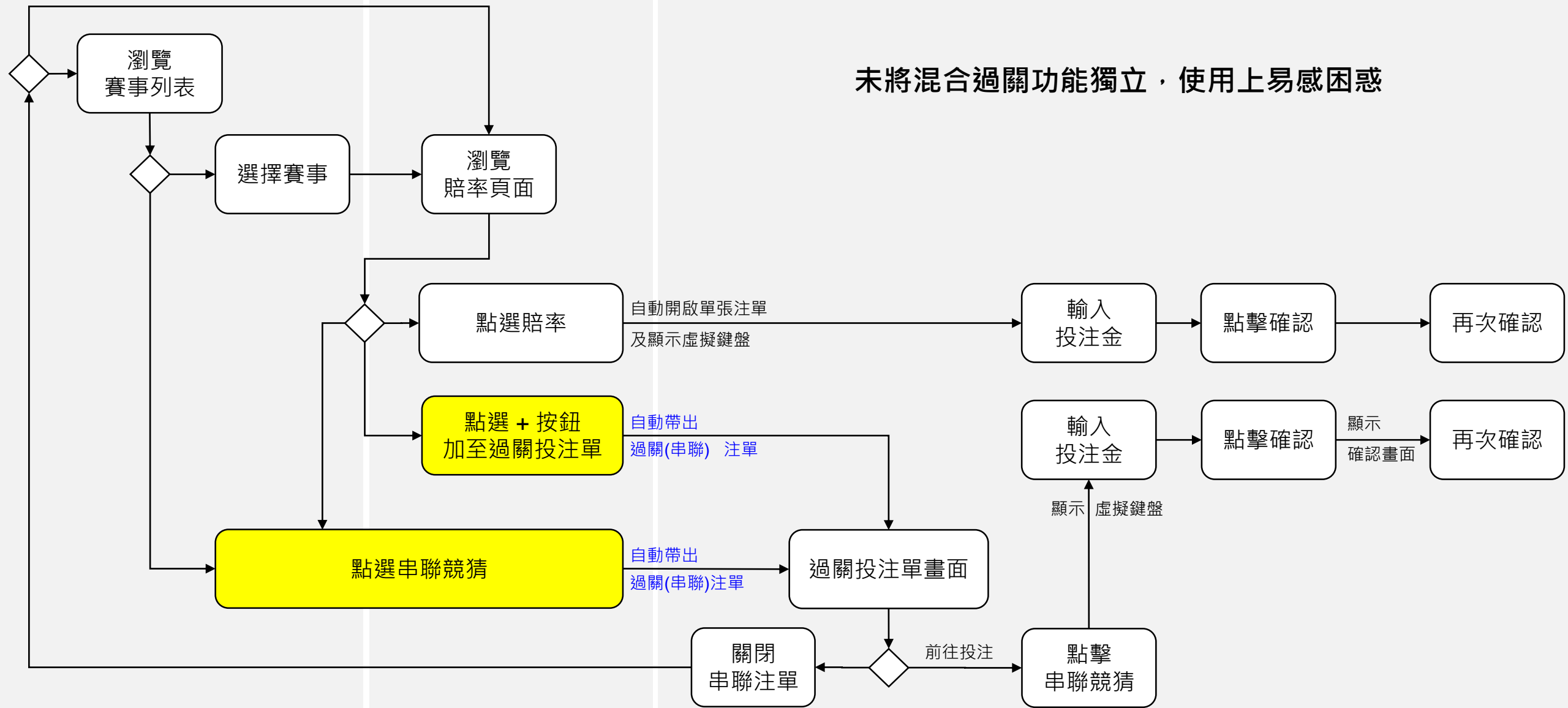
# GG 投注流程

賽事列表

賠率頁面

投注單

未將混合過關功能獨立，使用上易感困惑

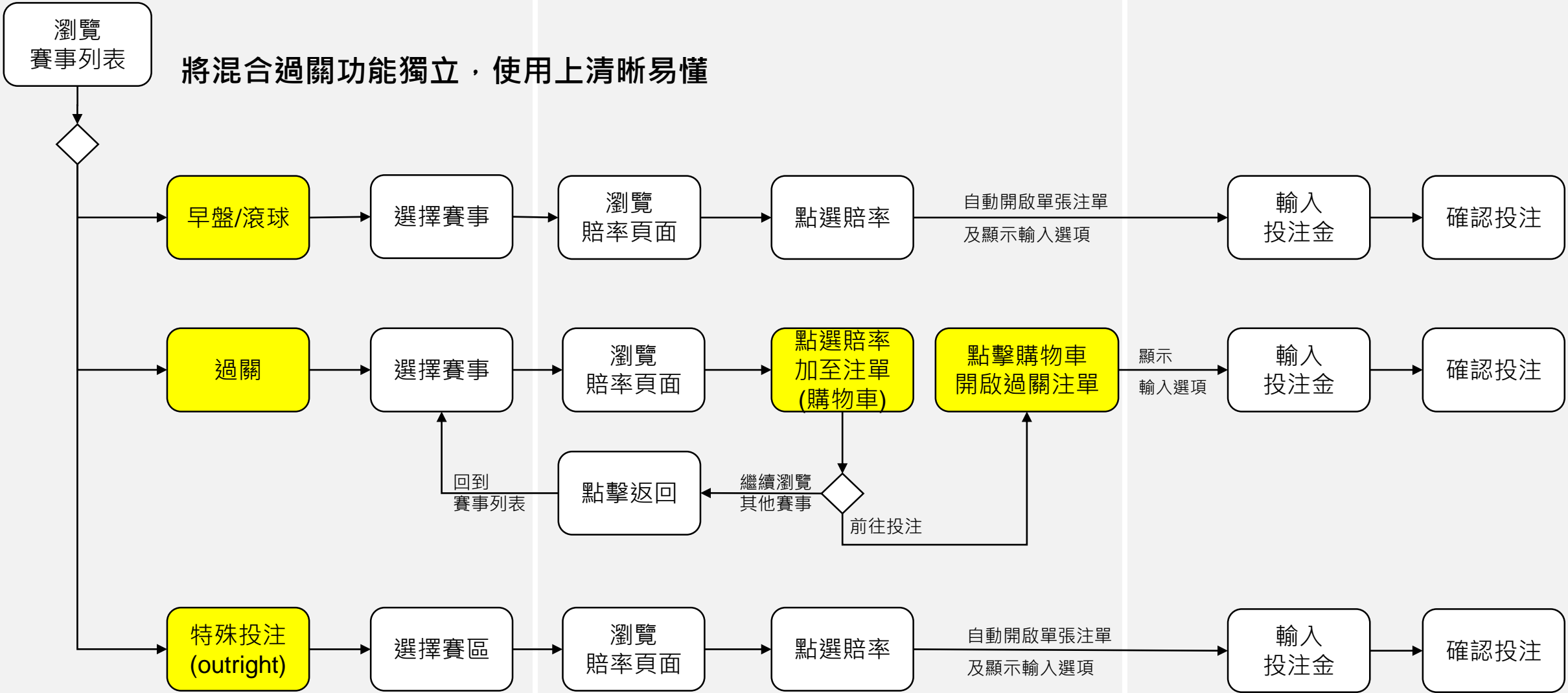


皇朝 投注流程

賽事列表

賠率頁面

投注單

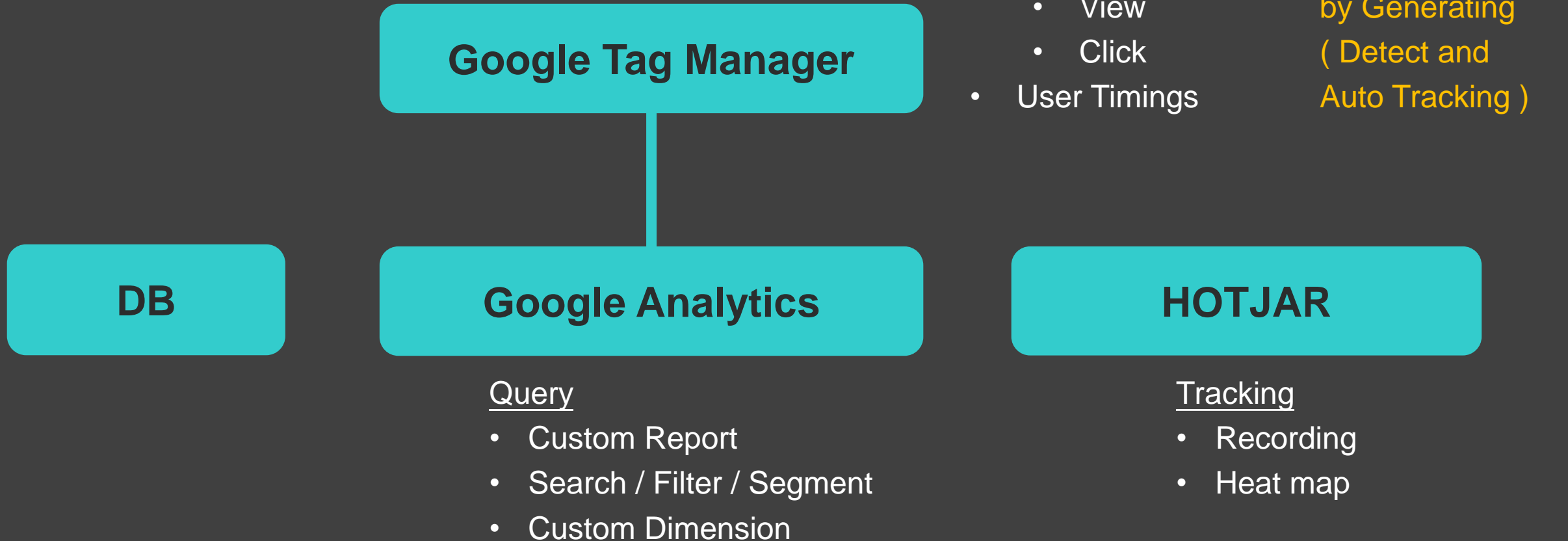




# 數據驅動設計

# 我的數據追蹤及分析方法

# Tools



# 產品數據分析方法

## 用戶分群 區隔

- Mobile/Desktop
- 國家
- 不同渠道
- 做了某特定行為

## 轉化分析

### 漏斗洞察

關注：

1. 哪一步流失最多
2. 流失的人都有哪些行為

## 趨勢維度

## 用戶行為軌跡

### 熱點圖

## 留存分析

## 測試

- 假設 > 測試 > 驗證
- A/B 測試 或 多變量測試

# 評估指標及觀察維度

## ✓ 點擊

- 曝光：點擊率
- 使用率
- 時間軸趨勢

## ✓ 流程轉化

- 轉化漏斗的每一層是什麼  
轉化多少？  
流失多少？原因？

## ✓ 分布比例

- 各式入口導流
- 裝置、國家、語系、幣值
- 分布變化
- 次數、類型

## ✓ 時間

- 載入速度
- 停留多久
- 做某事耗時多久

## ✓ 留存

- 新用戶、回訪用戶
- 留存率分析

# 追蹤、數據 → 輔助

## 目標

---

假設→驗證

價值、優先序

功能取捨

優化

## 設計

---

A/B Testing

使用狀況

錯誤、不順暢

側錄、熱點圖

## 技術

---

裝置瀏覽器相容性

系統錯誤





# Analysis

## Funnel

- View
- Clicks
- Success
- Failure & Reason

## Visual

- Recordings
- Heat Map

## Detail

- UI View
  - Live/...
  - Single/...
- UI Status
- Game Name / Category Name
- Stake: Amount / Change Rate
- Count / Order
- Load Time / Bet Speed
- Event History
- User ID

## Device

- Device vs. Site
- Device Brand and Info

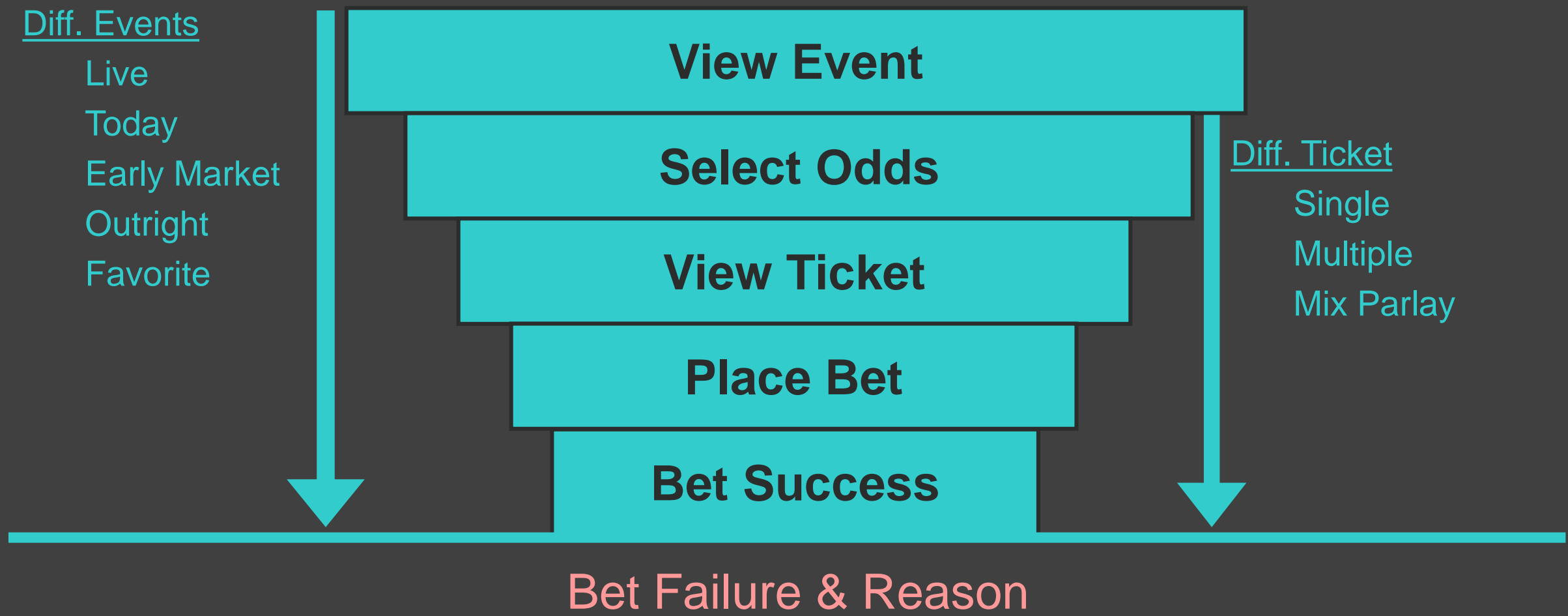
## Retention

- Cohort Analysis
- Returning / New Visitor

## Audience

- Age & Gender
- Country

# Funnel & Dimension



# 透過數據瞭解使用現況

抓出各種玩法的實際比例  
推估出玩家類型比例

## Professional User

( focus on Live )  
( some Non-Live )  
( some Mix Parlay )

> 86%

## Casual User

( Non-Live )  
( some Mix Parlay )

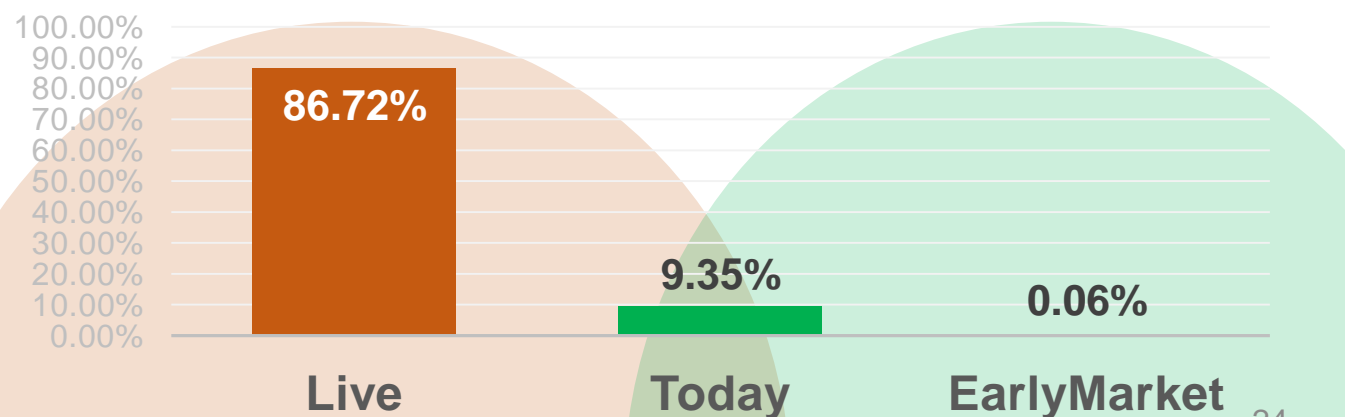
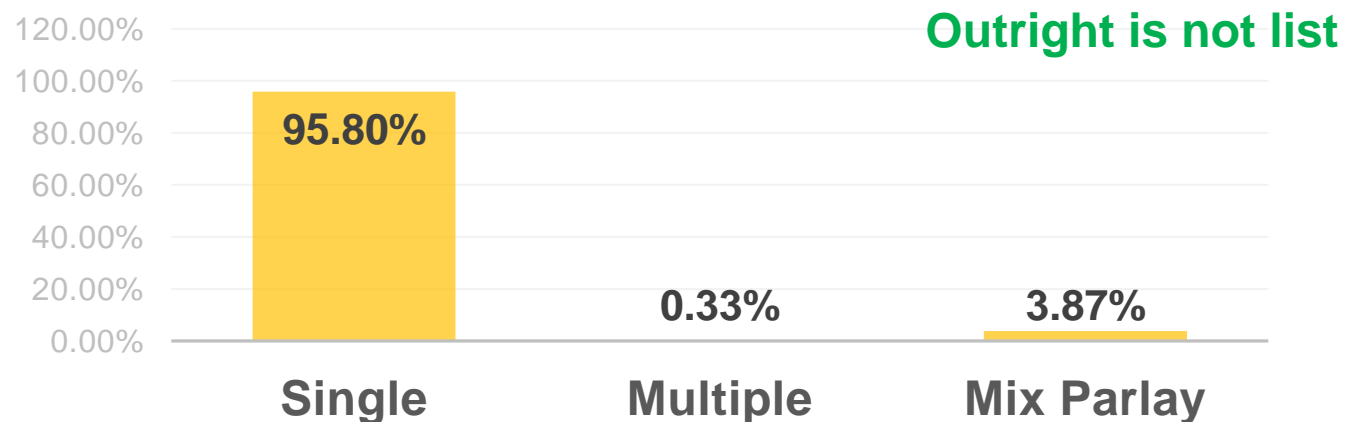
< 14%

Player defined by interview of POs / Data: 2018/12/15-2019/1/15

## Basketball - Place Bet

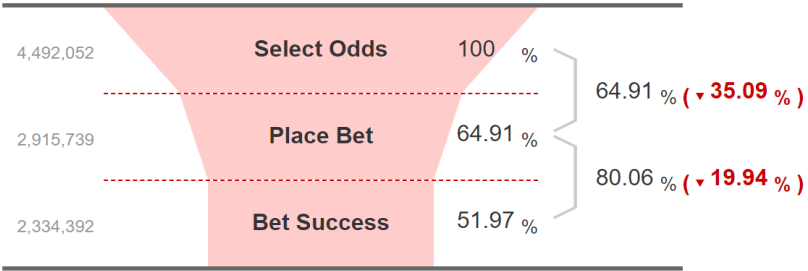
(Total Events)

	All	Live	Today	Early Market
Single	95.01%	85.94%	9.01%	0.060%
Single ( in Multiple )	0.79%	0.60%	0.19%	--
Multiple	0.33%	0.18%	0.15%	0.001%
Mix Parlay	3.87%	--	--	--



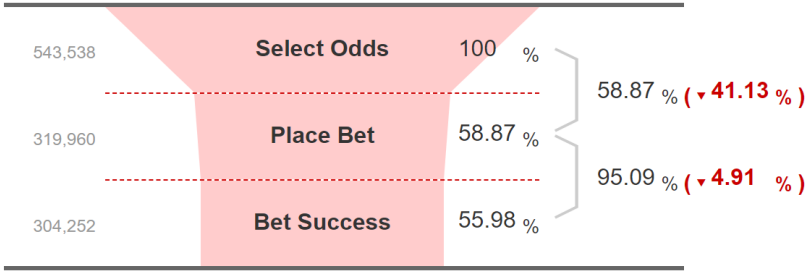
# Funnel ( Total Events as Bet Count )

## Live 84.30% of all bets



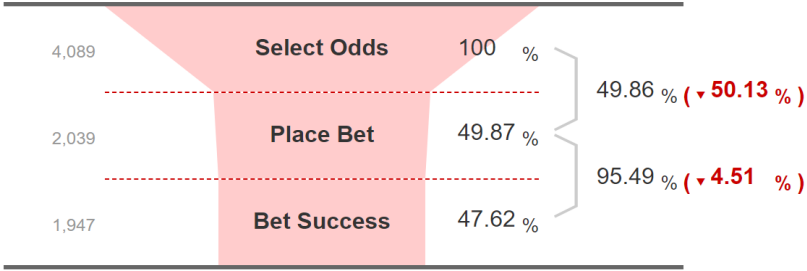
Date: 2018/12/15-2019/1/14

## Today 10.99% of all bets



Date: 2018/12/15-2019/1/14

## Early Market 0.07% of all bets



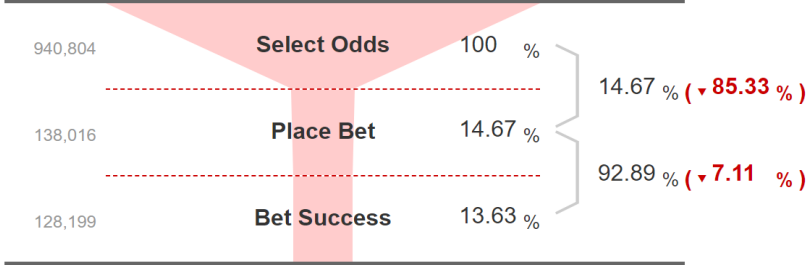
Date: 2018/12/15-2019/1/14

## Live Users (GA)



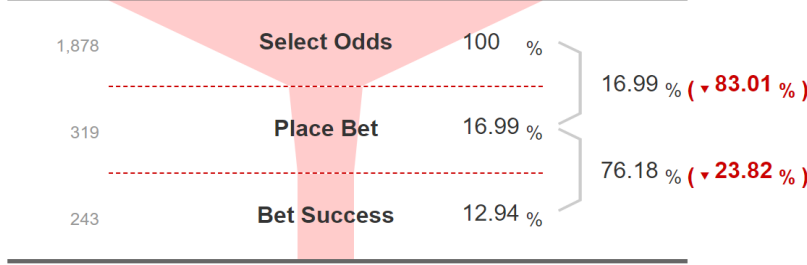
Date: Date: 2018/12/15-2019/1/14

## Mix Parlay 4.63% of all bets



Date: 2018/12/15-2019/1/14

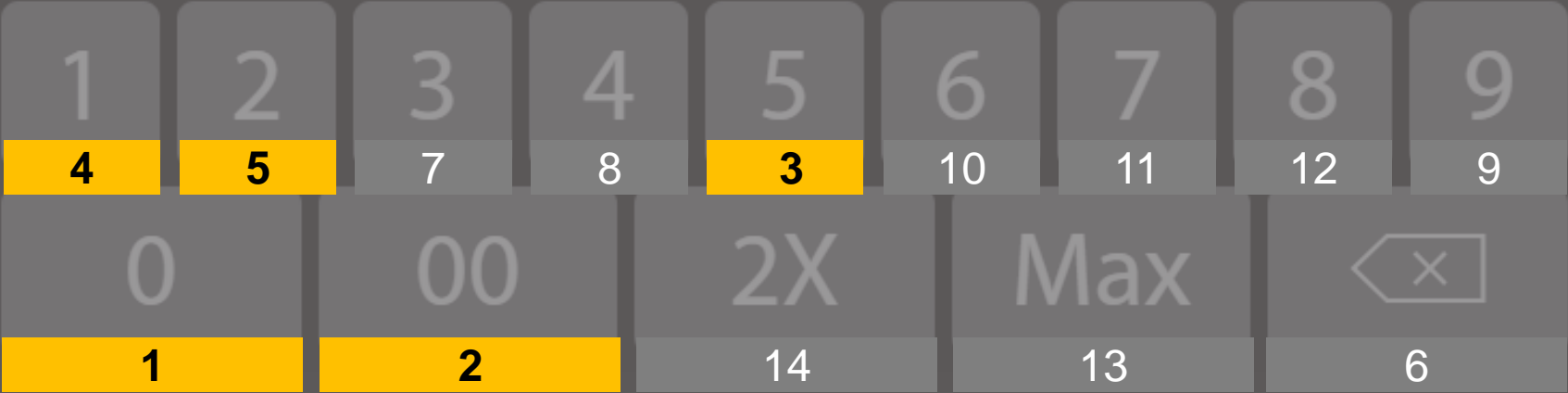
## Outright 0.01% of all bets



Date: 2018/12/15-2019/1/14

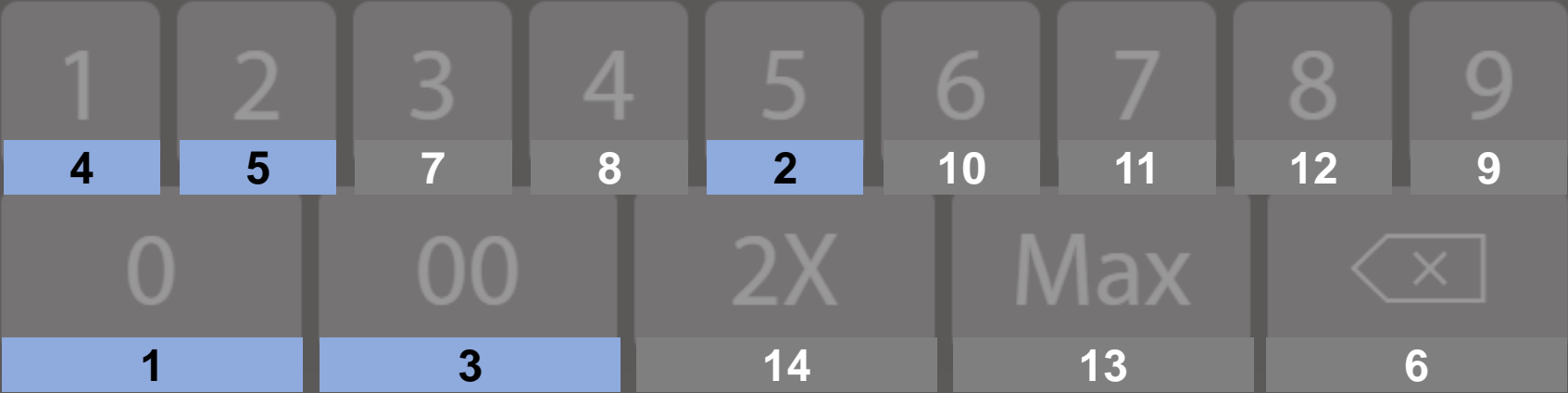
# Single

Keypad  
Popular rank



# Multiple

Keypad  
Popular rank



# Mix Parlay

Keypad  
Popular rank

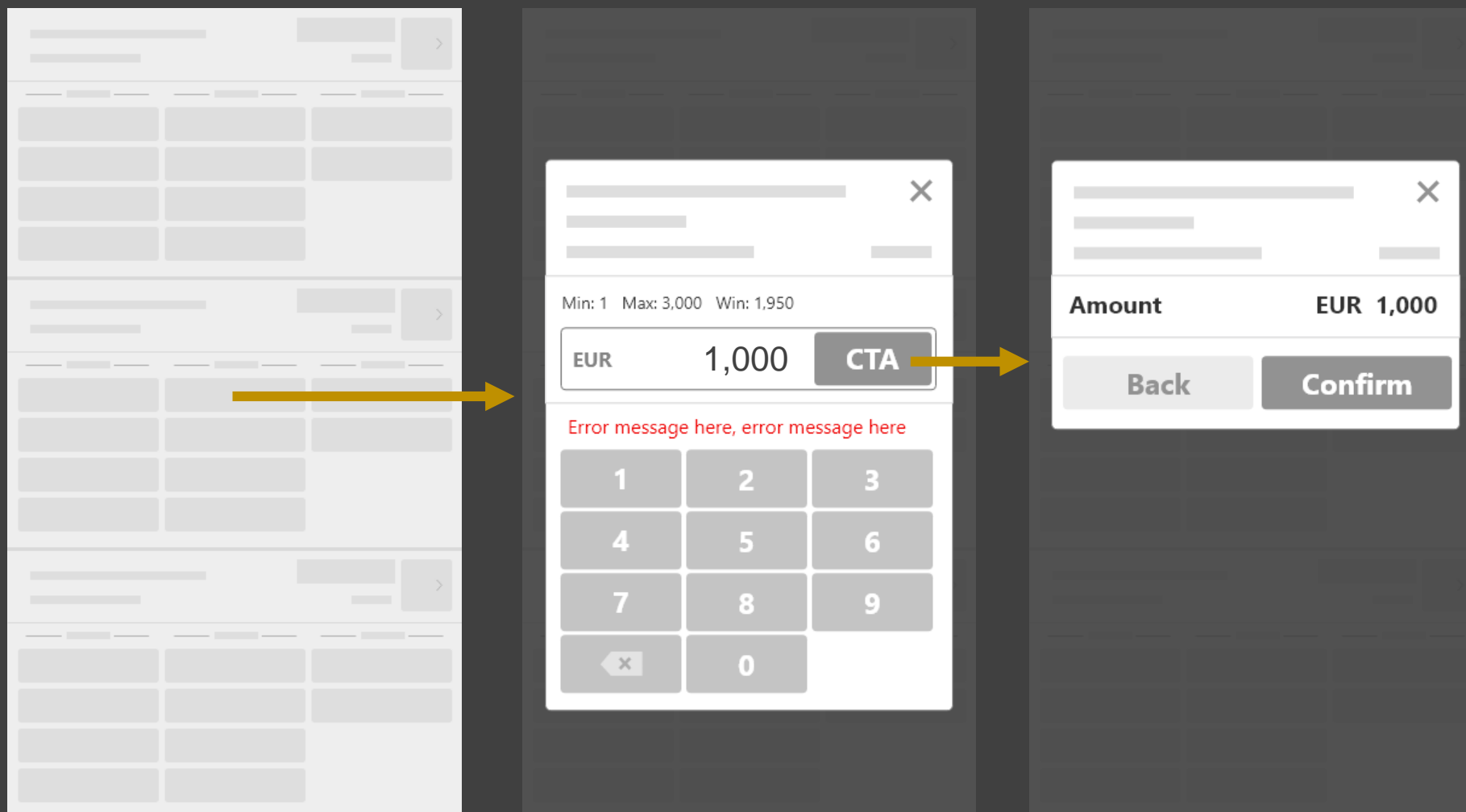




# 案例1

## 數據輔助設計策略

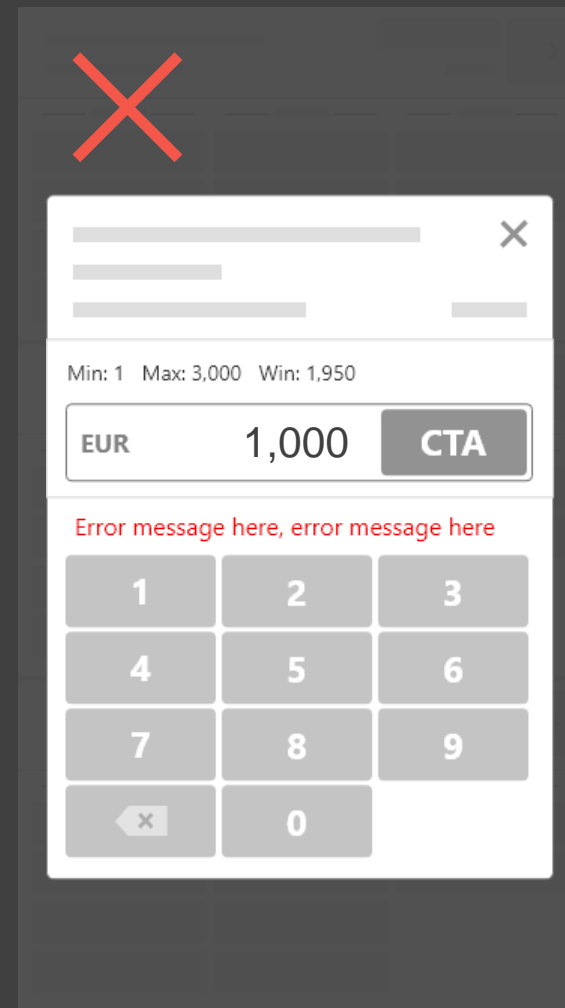
# 舊版



# 新版優化

## 策略

交易時仍能顯示價格  
露出更多價格



# 新版優化

## 設計

資訊重新設計編排

資訊對應關聯

A mobile app interface showing a form with a highlighted CTA button. The form includes a header section, a main content area with a table, and a footer section. The CTA button is highlighted with a yellow border and contains the text "CTA".

Min 1 Max 3,000 Win **1,950**

EUR 1,000 CTA

A mobile app interface showing a form with a highlighted CTA button and a numeric keypad. The form includes a header section, a main content area with a table, and a footer section. The CTA button is highlighted with a yellow border and contains the text "CTA". Below the CTA button is a numeric keypad with buttons for digits 1-9, 0, and a backspace button.

Min: 1 Max: 3,000 Win: 1,950

EUR 1,000 CTA

Error message here, error message here

1 2 3

4 5 6

7 8 9

← x 0

# 新版優化

策略

鍵盤按鈕配置

數據觀察

常用金額為

500

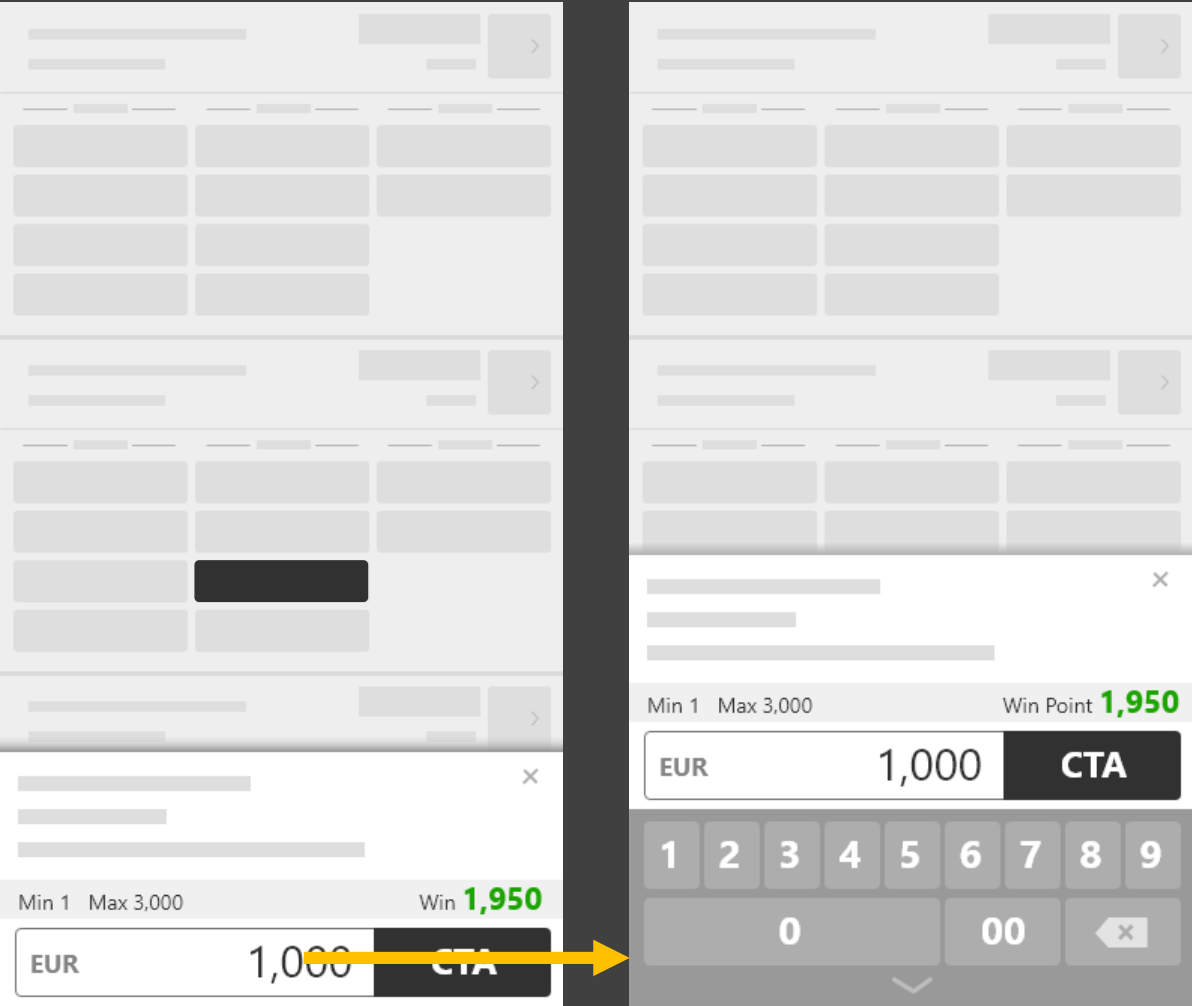
1,000

200

300

125

...



# 新版優化

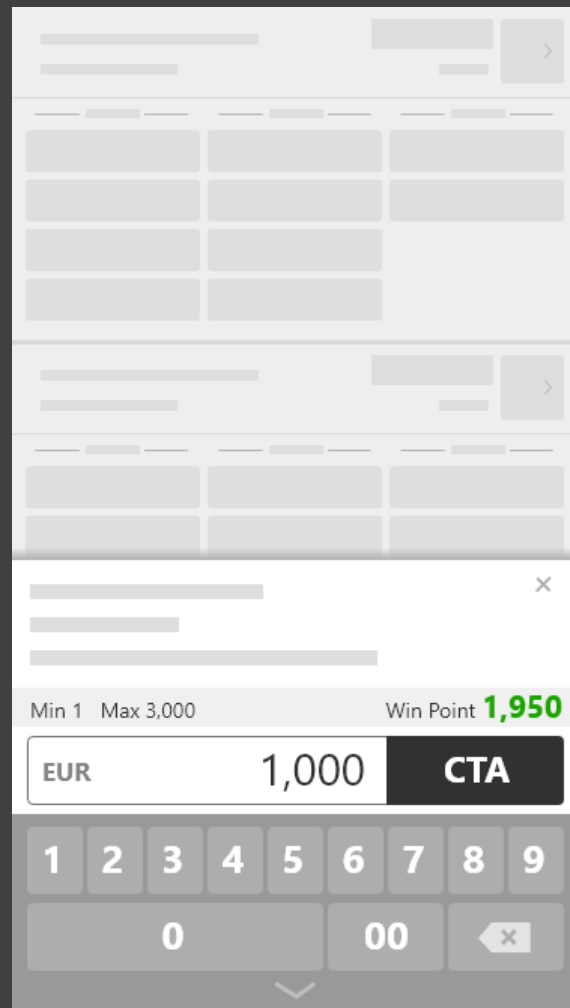
## 設計

鍵盤預設 展開？ 收起？

## 數據觀察

不改金額 > 50%

會改金額 < 50%



## 策略

露出更多價格 ←

預設收起鍵盤

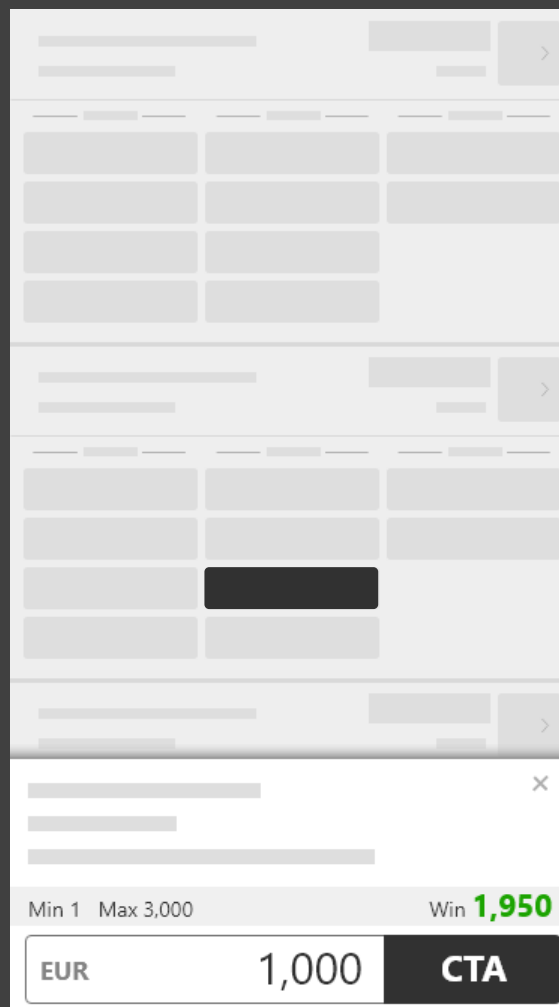


# 新版優化

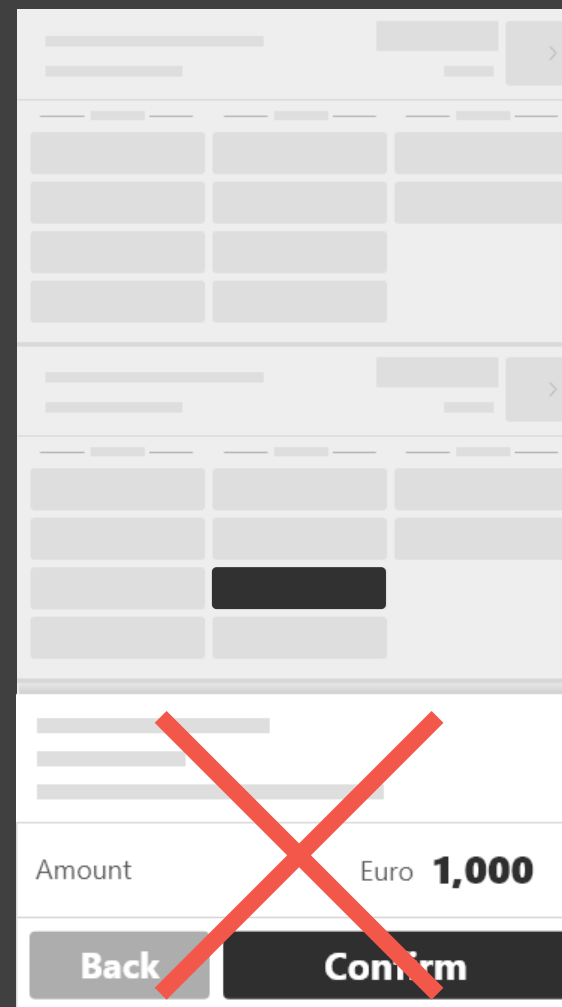
## 策略

加快交易速度

減少步驟



The image shows a mobile app interface for a trading platform. It features a grid of buttons for selecting assets and a bottom section for transaction details. The bottom section includes a currency selector set to 'EUR', a value input field showing '1,000', and a 'CTA' button. Above this, there is a 'Win 1,950' indicator and a range 'Min 1 Max 3,000'. The interface is clean and modern, with a focus on simplicity.

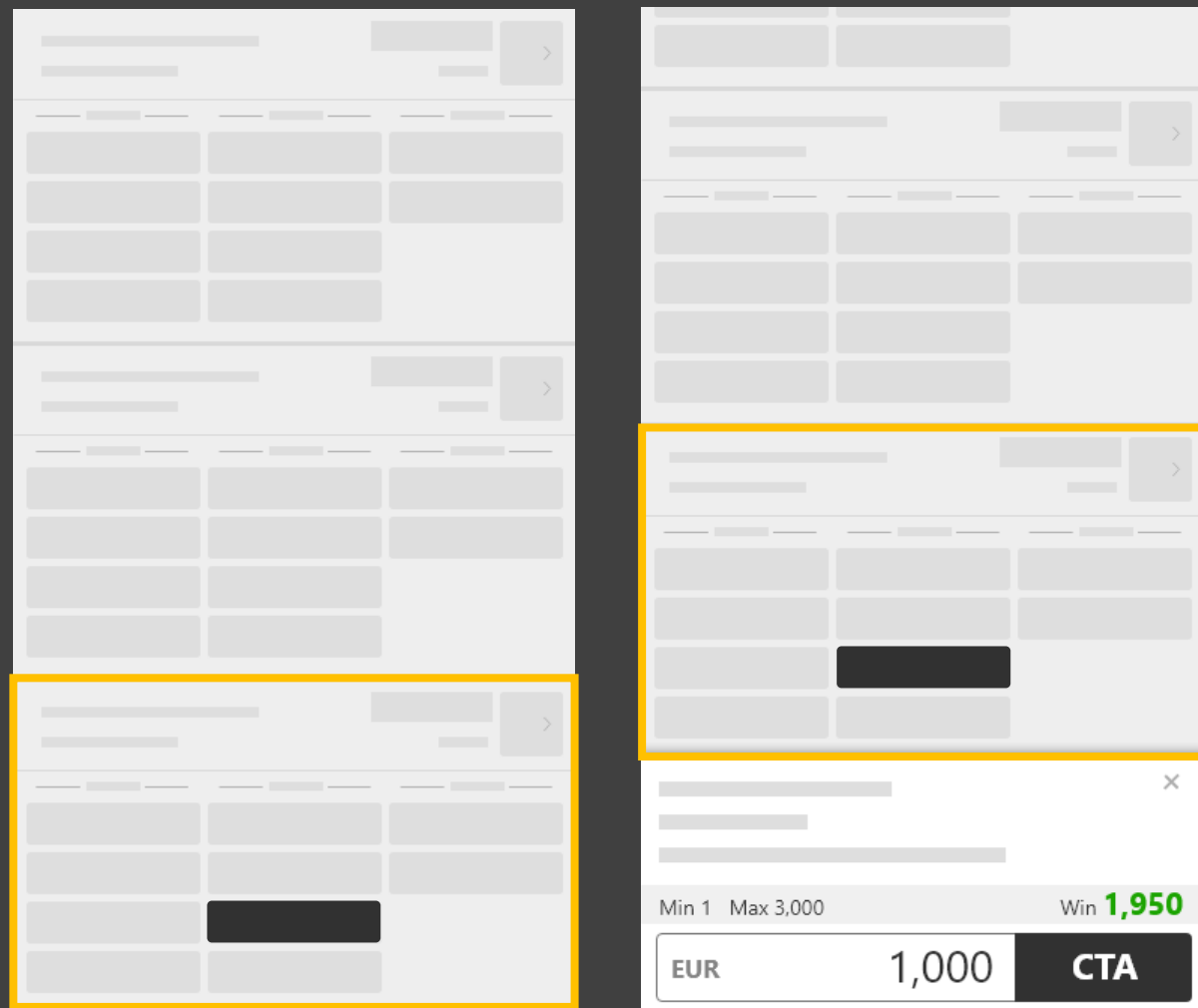


The image shows a mobile app interface for a trading platform, similar to the one on the left but with a more cluttered design. It features a grid of buttons for selecting assets and a bottom section for transaction details. The bottom section includes a currency selector set to 'Euro', a value input field showing '1,000', and a 'Confirm' button. Above this, there is a 'Back' button and a 'Win 1,950' indicator. A large red 'X' is overlaid on the entire interface, indicating that this version is outdated or less preferred.

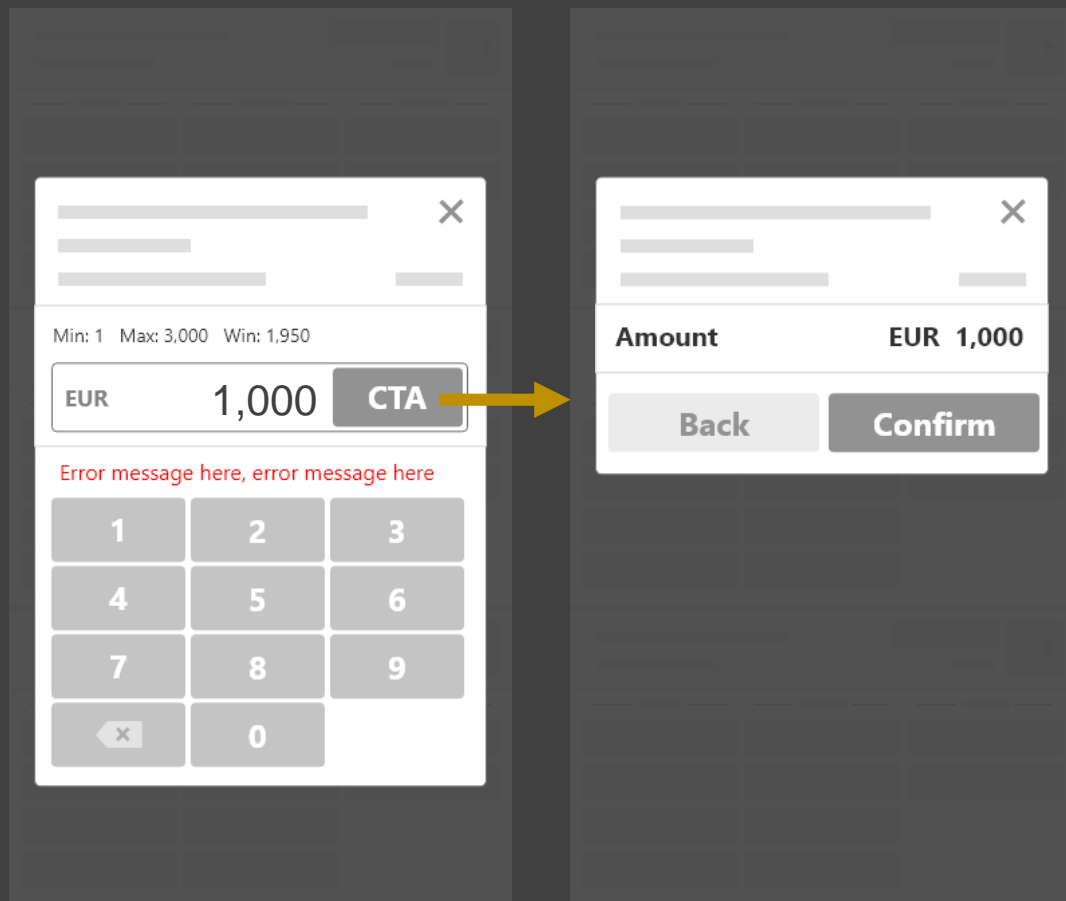
# 新版優化

設計

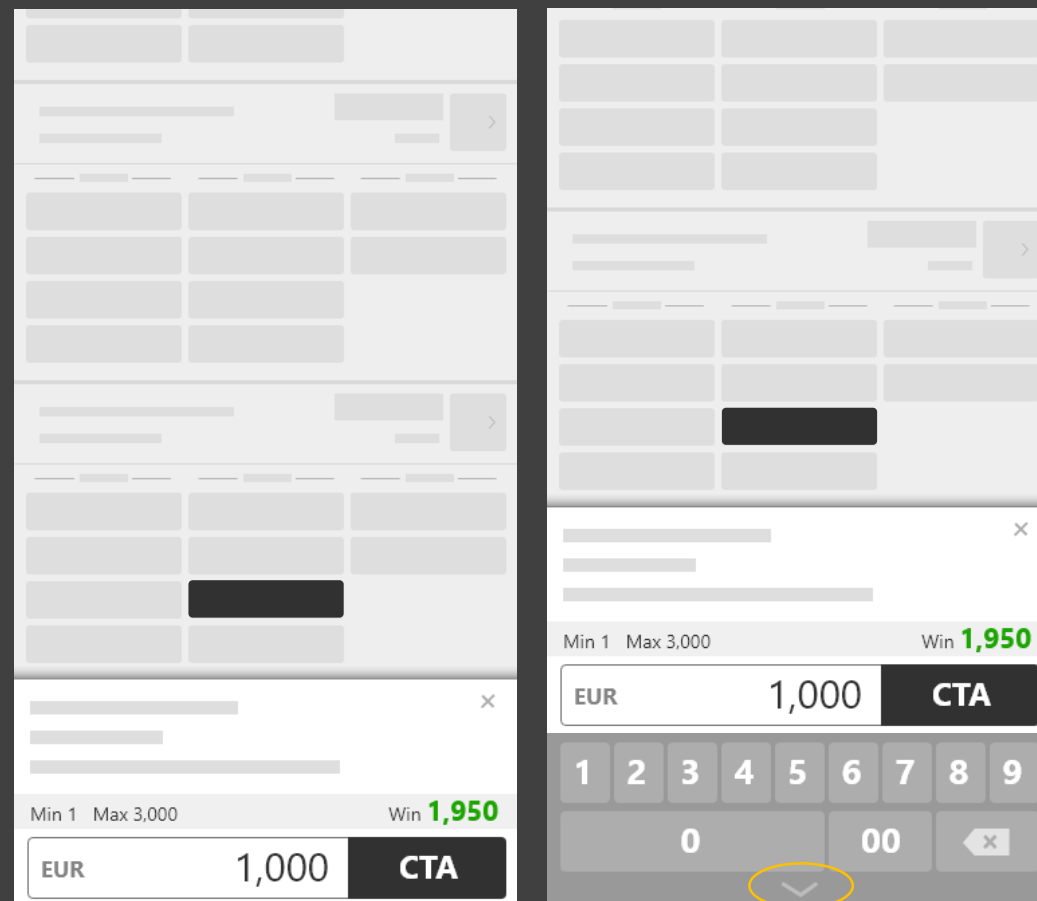
加上微互動



## 舊版



## 新版優化



交易數量 變多  
交易速度 變快

使用率極低 → 拿掉

# 案例2

透過數據發現問題

優化後 減少問題 提升效益

## 問題

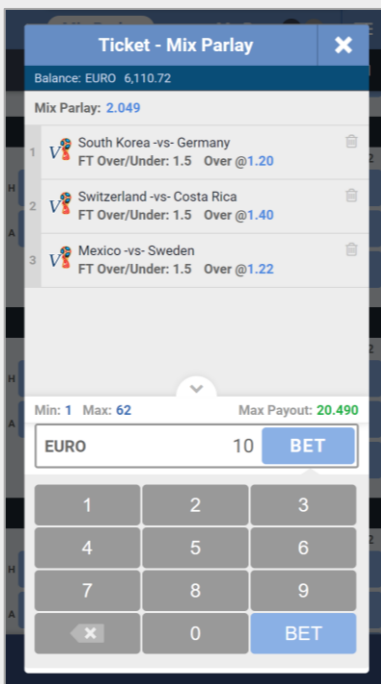
發現鍵盤 Delete 點擊比例過高 ( 超過 35% 的點擊 )

## 優化項目

修正鍵盤輸入機制：

每次開啟鍵盤輸入值，皆會取代 Stake

( 而非有時是將輸入值接續在 Stake 之後 )



優化後  
投注速度、投注量均有提升  
透過Delete按鍵修改金額的  
狀況變少

## Mix Parlay

## 優化成效評估 ( 前後期比較 )

### Keypad.Show

### Conversion Rate

#### Single

Keypad – Click Delete ↓ 19.22 % (users)

Keypad – Click Delete ↓ 11.05 % (clicks)

Bet Speed ↑ 19.07 % (timings)

Bet Count ↑ 9.02 % (count)

Avg. Stake ↑ 34.08 % (THB)  
( Per Betting )

Avg. Turnover ↑ 45.25 % (THB)  
( Per User in a Day )

Keypad – Click Delete ↓ 10.46 % (users)

Keypad – Click Delete ↓ 11.31 % (clicks)

# 案例3

## 找出廣告版位的開發優先序

不僅只看點擊率，也要看實際帶來的流量  
及導流後 後續的轉換率

Users

導流後的後續轉換率

日均導流貢獻度

推估版位實際導流後的轉換效益

建議上線優先序如下(當資源有限下)

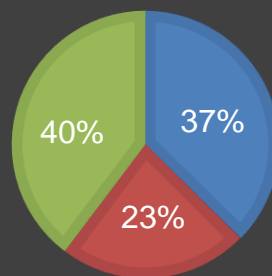
## CONVERSION & CONTRIBUTION → REAL SCALE

Each Banner

Per day

Page View from Banner > Any Click in iFrame

Page View from Banner > Any Click in iFrame



Nike Cover

12.50  
%

2,370 Users ( 1 Day)

Syllis

12.04  
%

10,949 Users ( 8 Days)

Nike Left

10.92  
%

17,843 Users ( 8 Days)

100%

1

Nike Cover

12.5%

94.10%

2

Nike Left

10.28%

57%

3

Syllis

6.95%

# 案例4

## 活動頁的設計評估與優化建議



# 瞭解從活動頁到投注的 Flow 及轉換率

## 1st Screen



## 2nd Screen



## 3rd Screen



指標  
點擊CTA後去投注 (User)  
點擊關閉後去投注 (User)

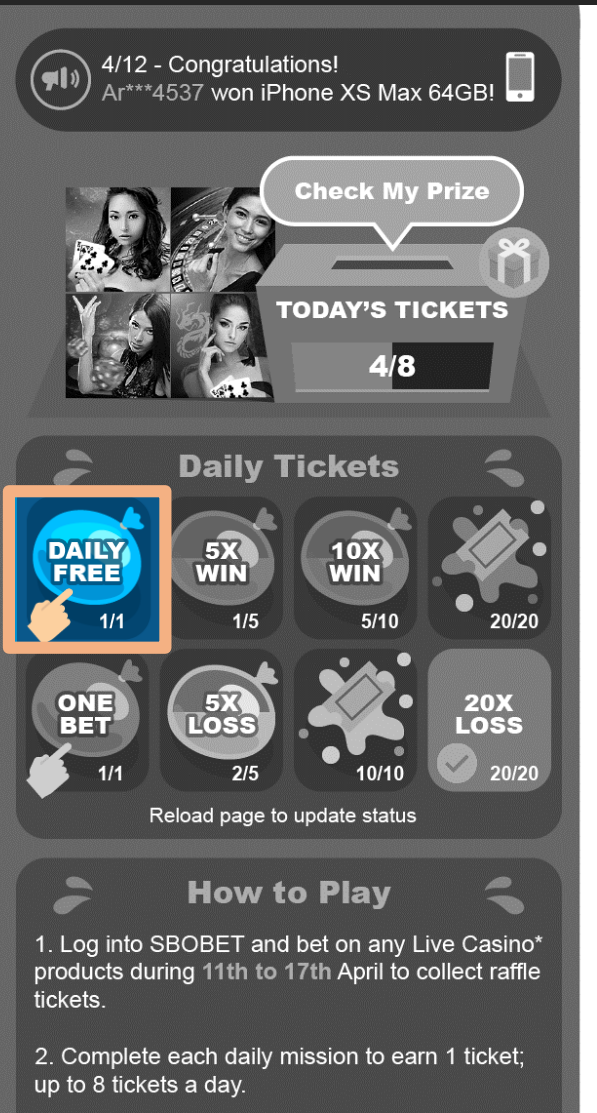
結論  
只有三分之一的玩家會往下看  
有看完活動頁的玩家，前往投注  
的轉換率最高

建議  
將最主要CTA(可進Game)直接  
置於第一屏可見  
縮短活動頁長度

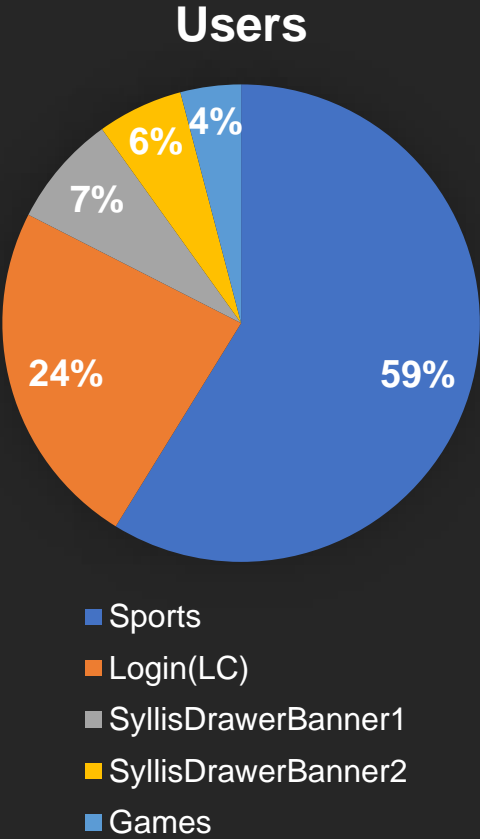
# 案例5

跨產品的廣告渠道品質  
導流後有參與活動簽到甚至有投入玩遊戲

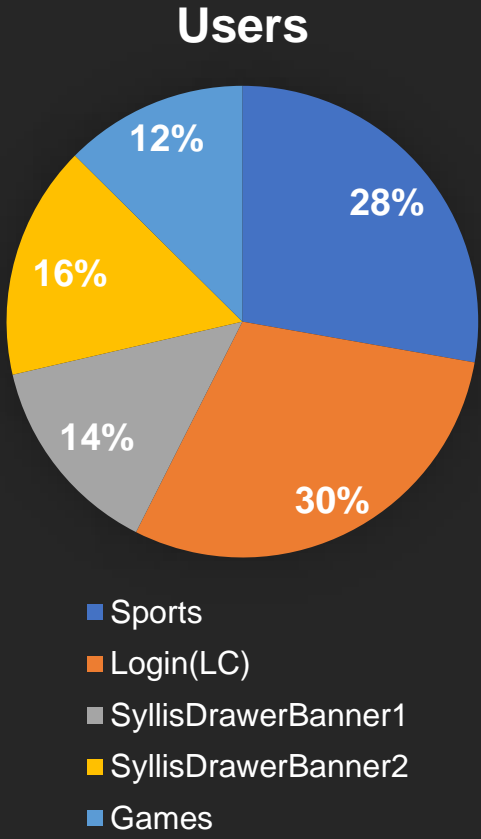
# 哪個廣告渠道的品質較好？（導流後有繼續玩的投入程度）



(A) 活動參與



(B) 活動參與 + 有玩 LC



指標  
點擊有效水球-五個渠道(Users)  
(A)帶來的活動參與  
(B)Engage程度(有玩LC)

結論  
跨產品渠道品質：Sports >> Games  
Engage 程度：LC Login > Sports >>> Games

建議  
若資源有限，LC的跨產品 promote 以 Sports 最為優先

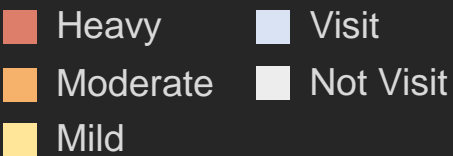
# 案例6

GA行為結合DB玩家資料  
找出功能的輕中重度玩家比例及回訪率

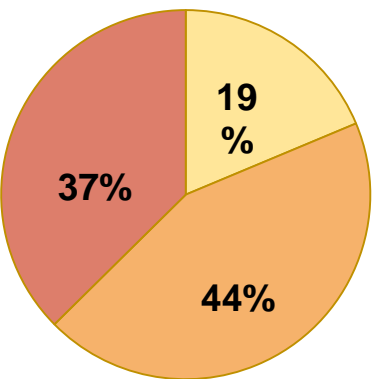
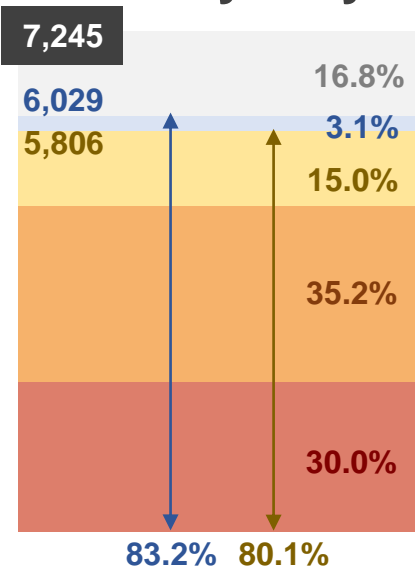
( 看未來七天是否再次使用及使用幾天 )  
( 用一週七天數據當基準看每個未來七天 )

# Frequency in the next 7 days

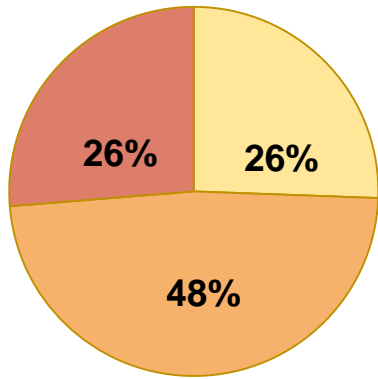
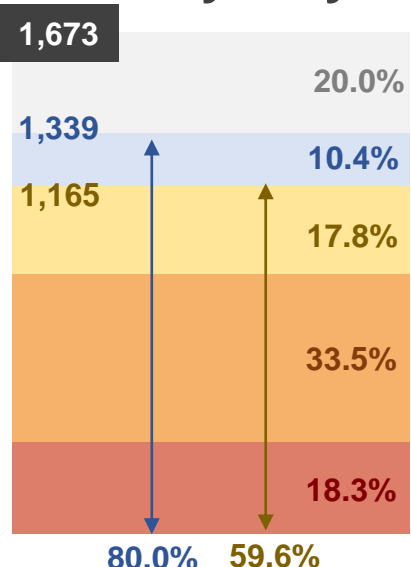
based on 9/21-9/27 use → Average



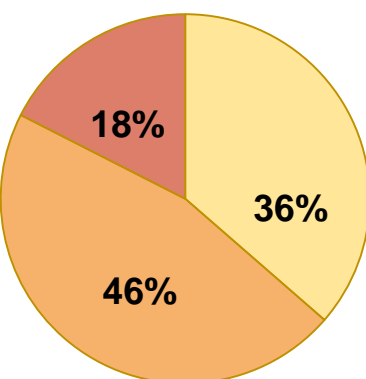
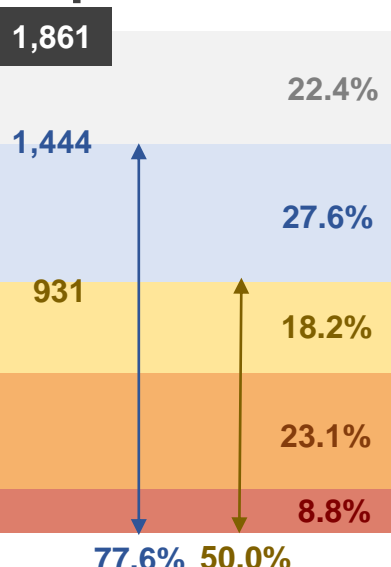
**M.**  
Recently Played



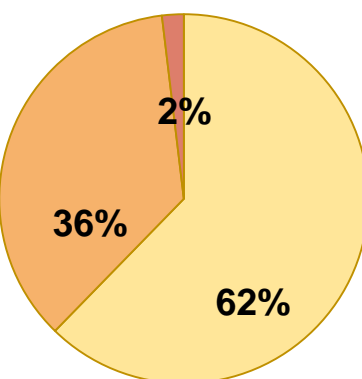
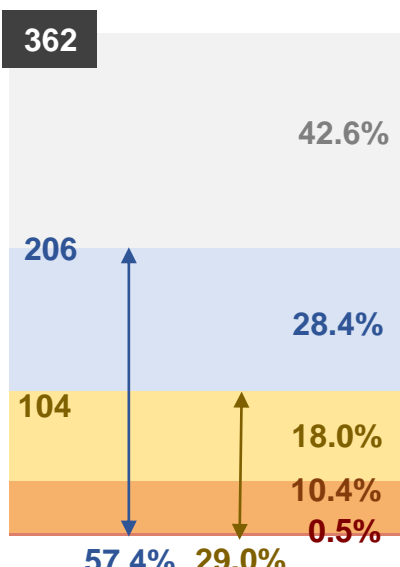
**D.**  
Recently Played



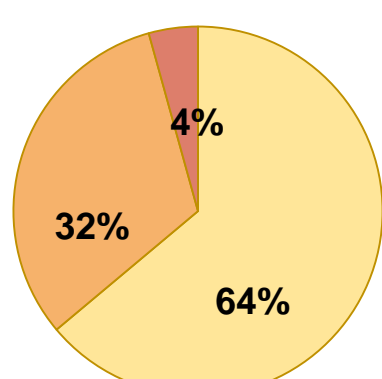
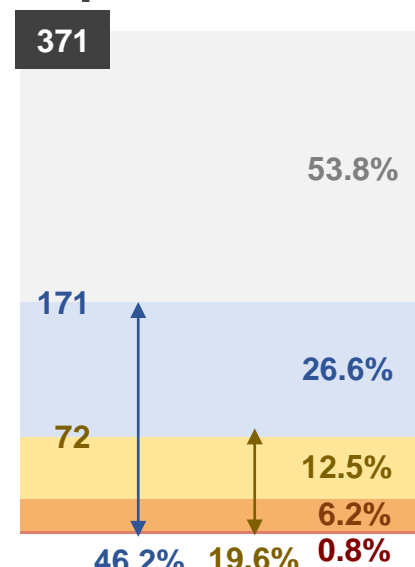
**M.**  
Top Pick



**D.**  
New Games

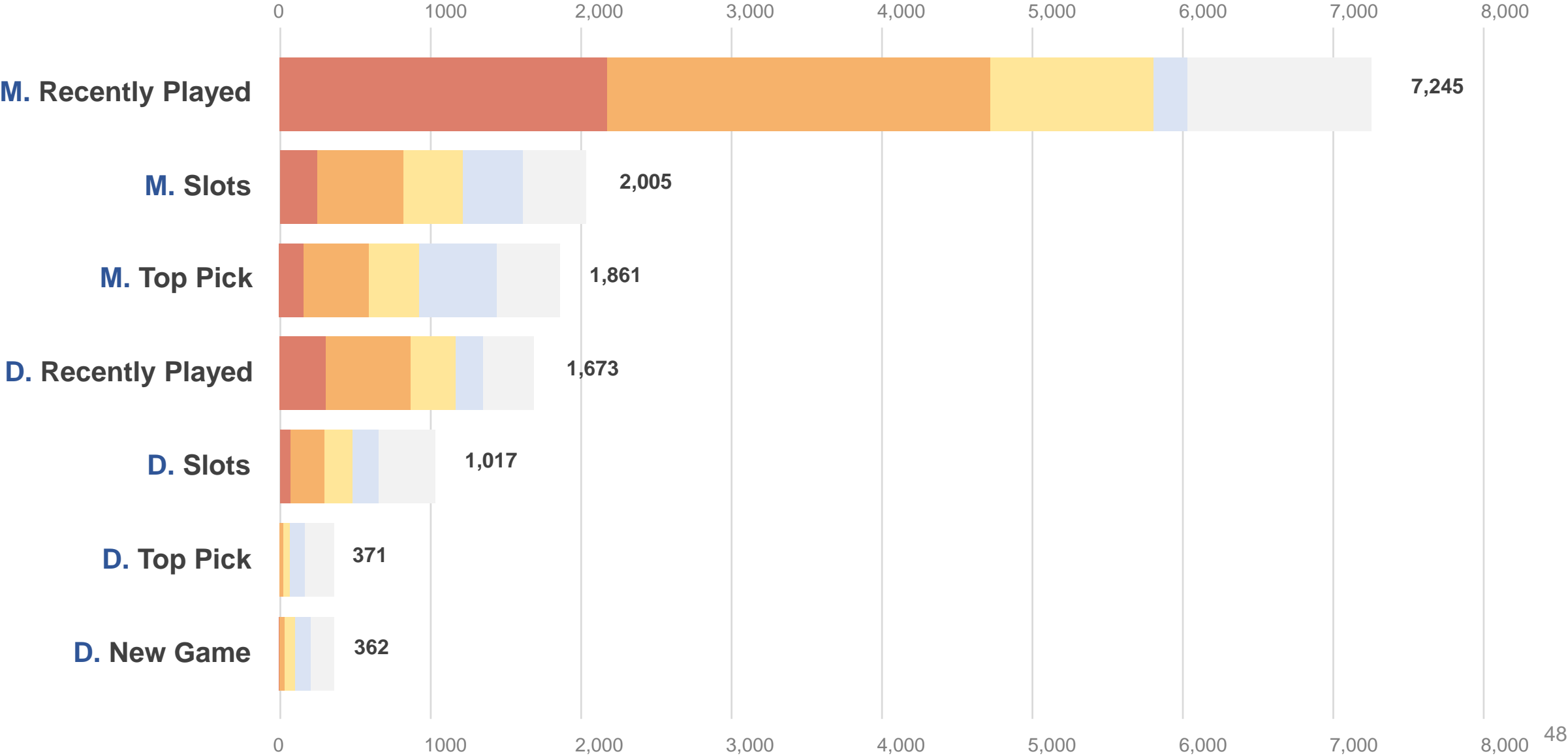
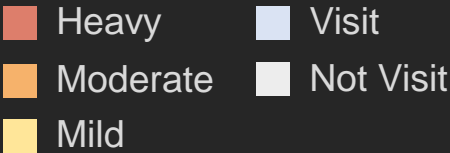


**D.**  
Top Pick



# Frequency in the next 7 days

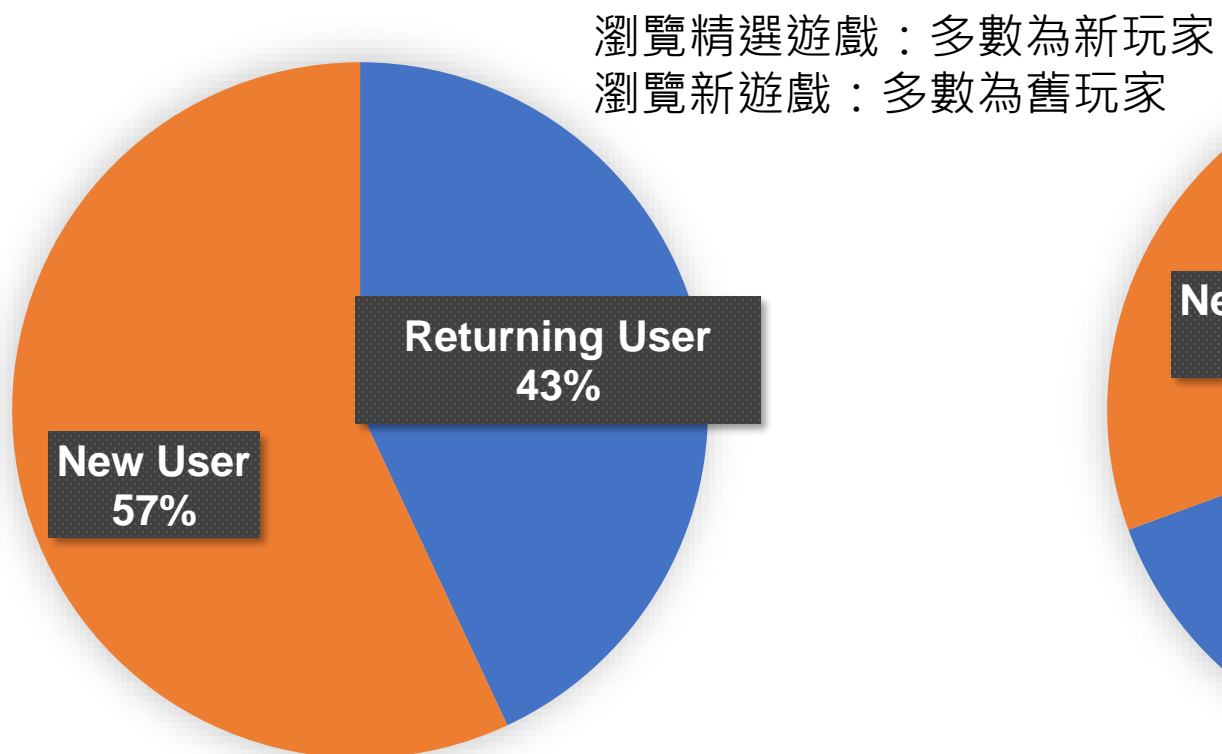
Based on 9/21 – 9/27



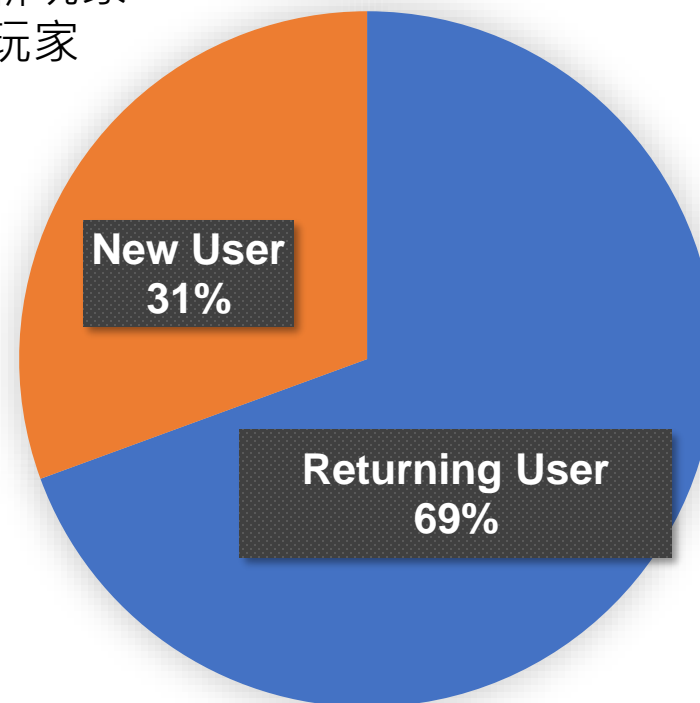
# Returning vs. New User

9/21 – 9/27 total

## D. Top Pick

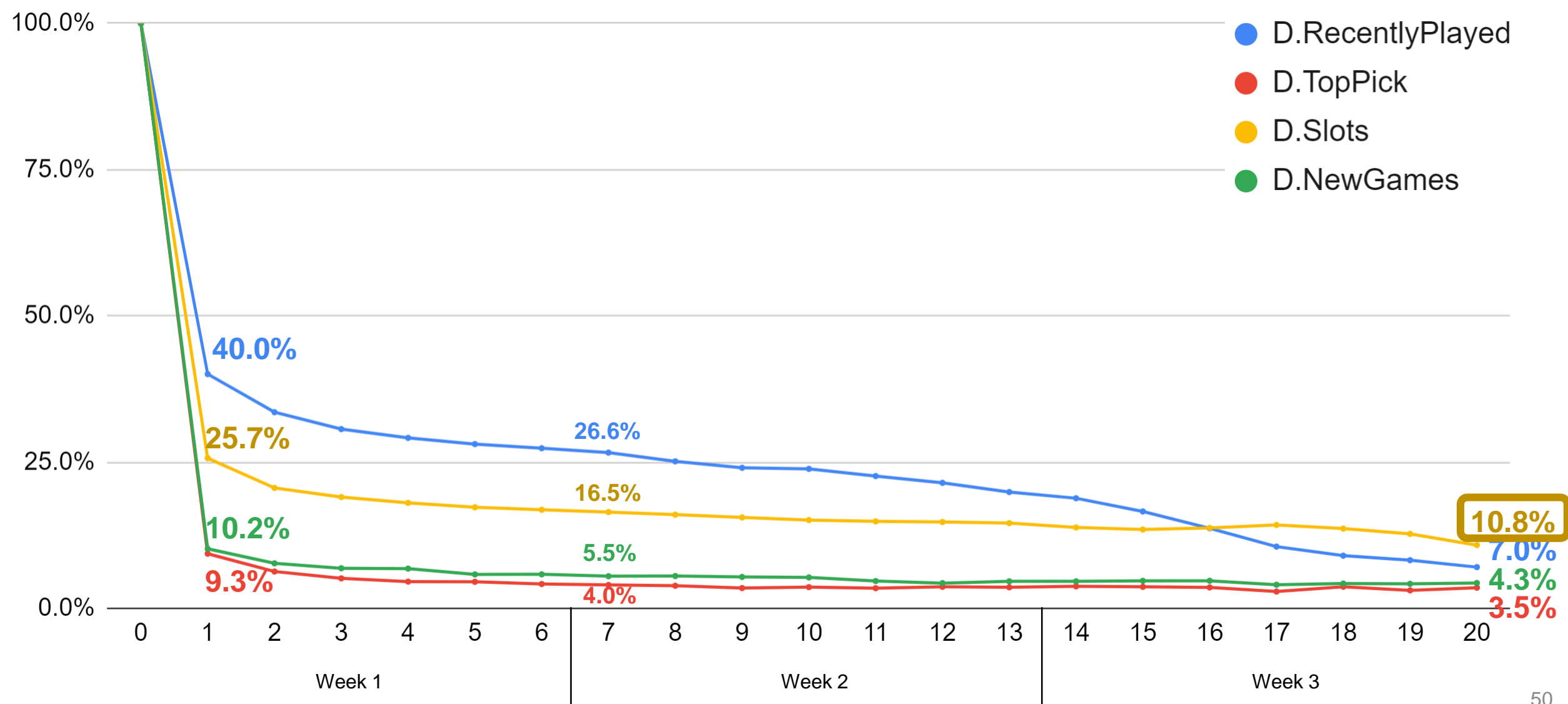


## D. New Games



# Desktop - Retention rate

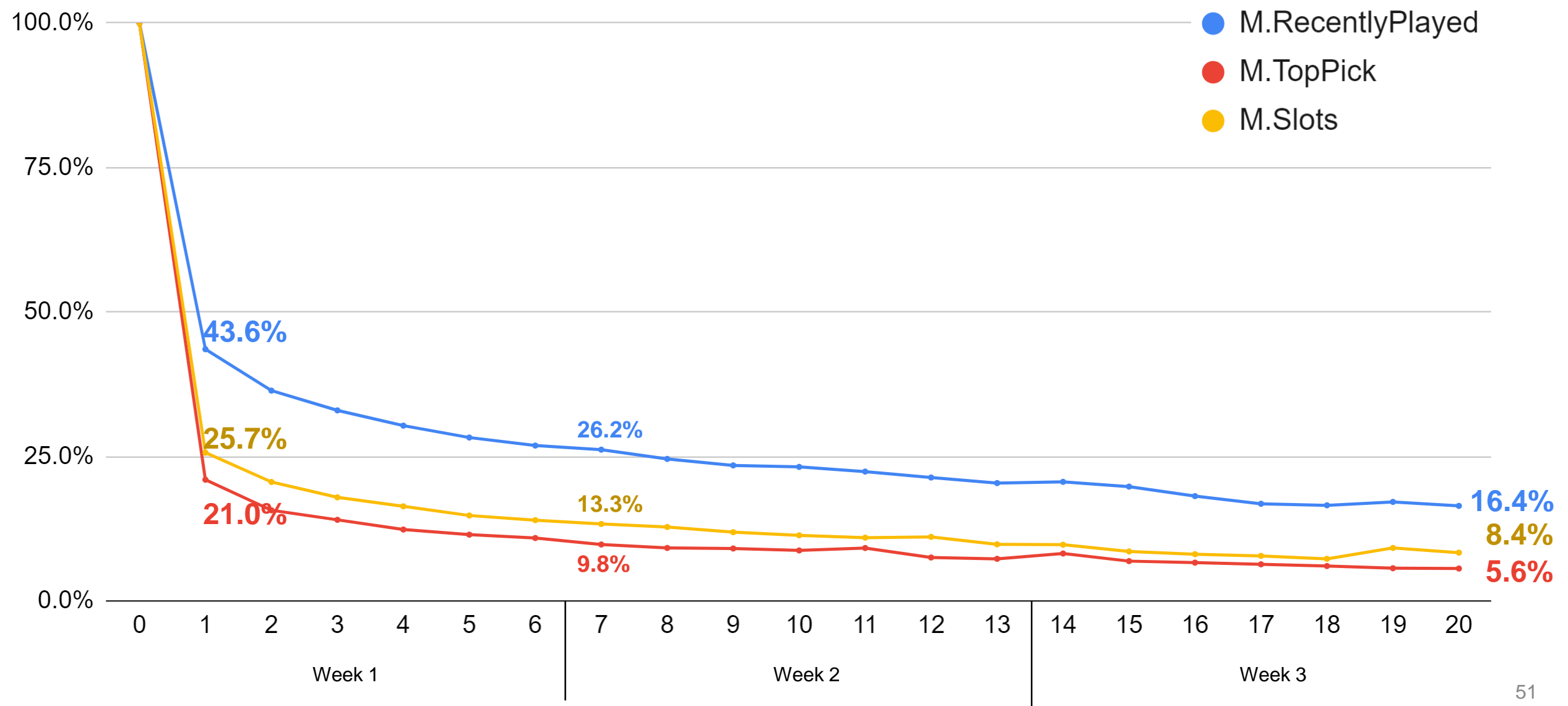
9/21 – 10/11 , 3 weeks





# Mobile - Retention rate

9/21 – 10/11 , 3 weeks



# Thanks