

UX作品

規劃設計、數據分析

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UX規劃設計分析

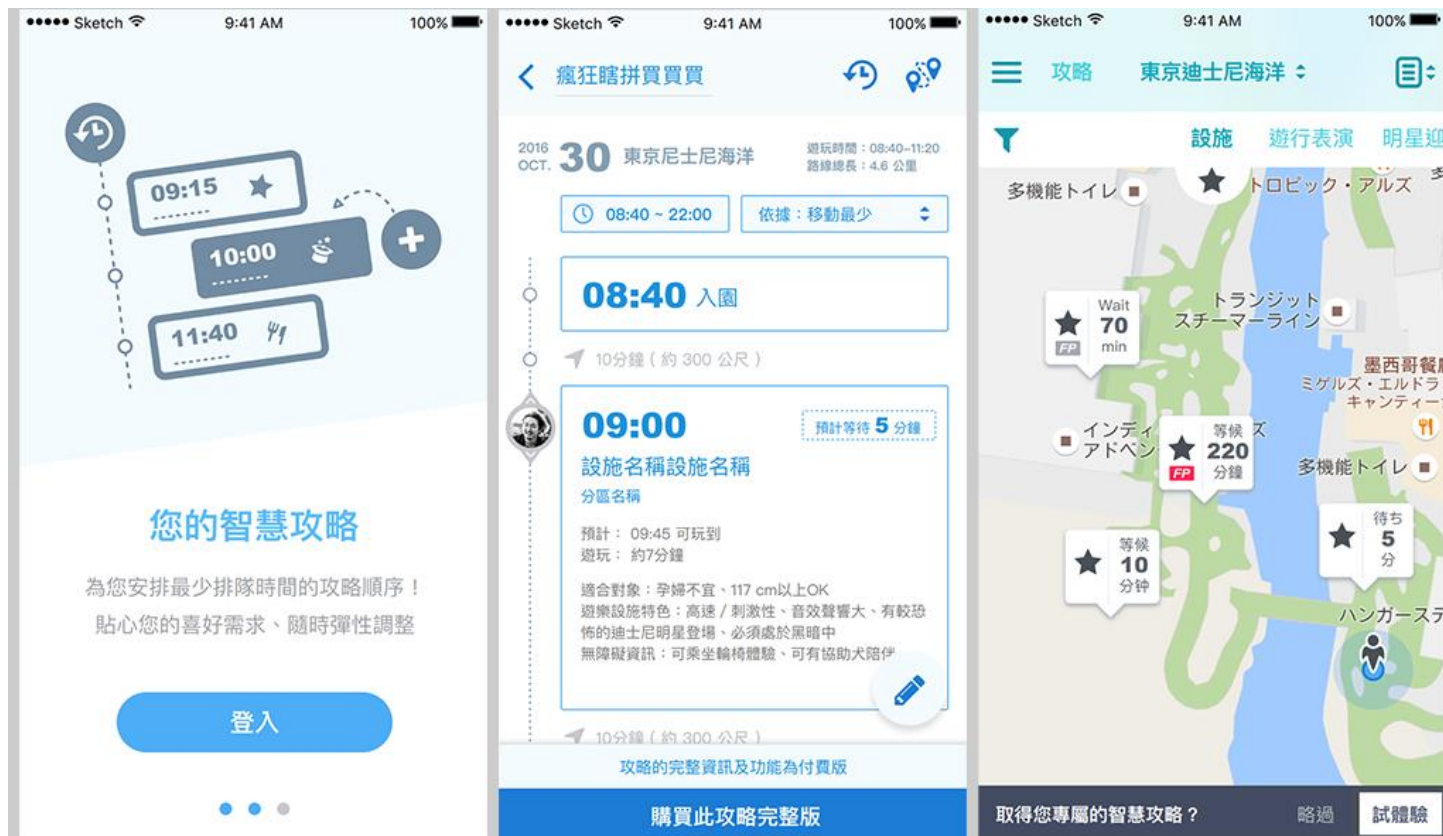
APP規劃設計

資訊架構、流程

Wireframe , UI Flow

APP UI 設計

前往觀看UI設計

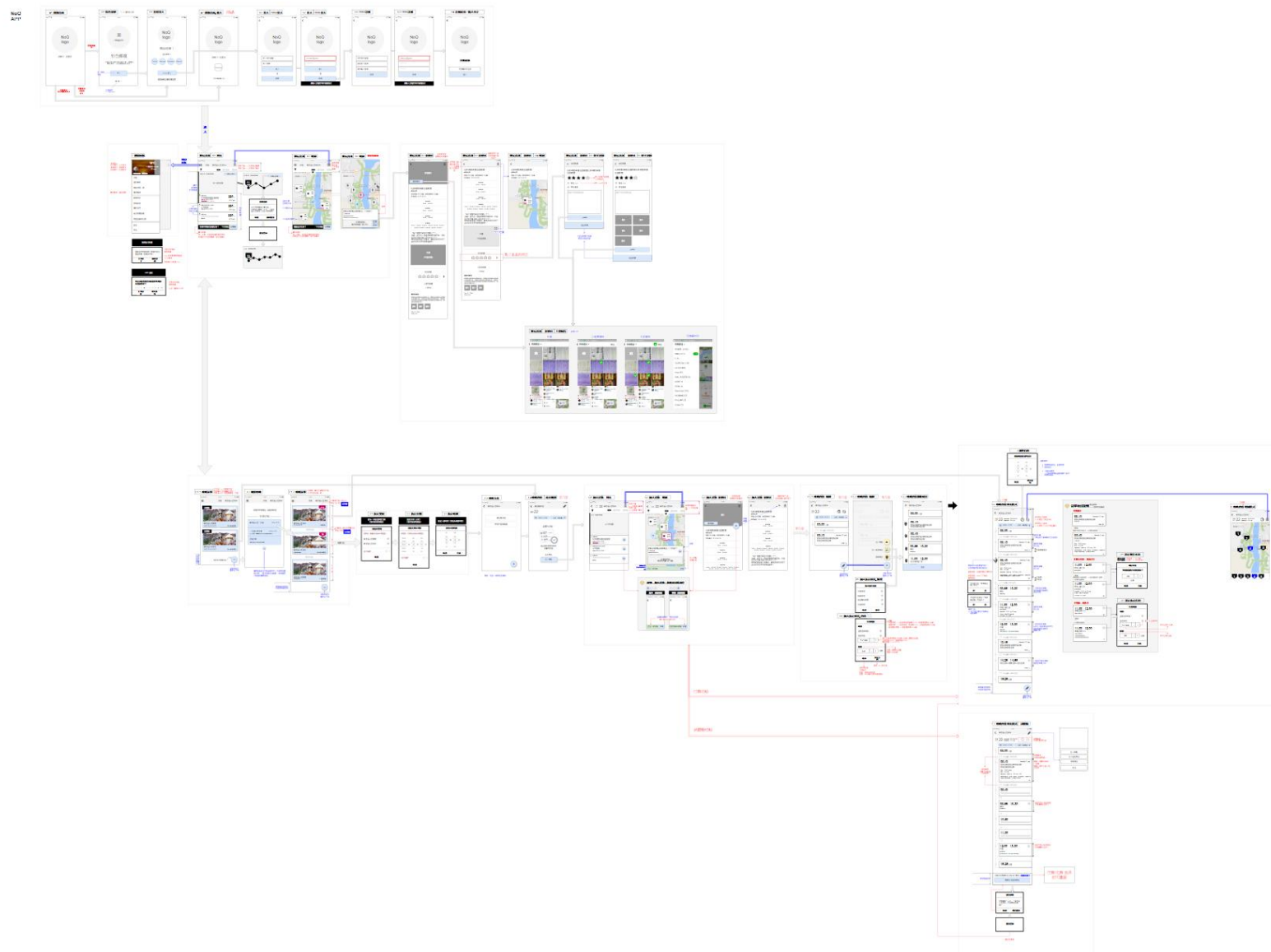


規劃文件如後頁 (資訊架構、流程規劃、Wireframe & UI Flow)




[前往觀看大圖](#)



[前往觀看大圖](#)



Wireframe Paper Prototype

 Live	 My Events	
--	---	---

NBA (PLAYOFF)

Live 47:54

42



France Pro Basketball League

	HDP	OU
BCM Gravelines	+6.5	0 147.5
Dunkerque	-1.25	-1.04
Le Mans Sarthe	-6.5	U 147.5
Basket	-1.04	-1.42

Live 28:26

 \geq

← NBA (PLAYOFF) ✓

 LIVE	MIL Bucks	36:28	BOS Celtics	
---	-----------	-------	-------------	---

FT HDP			FT OU		
A					
H			U		

FH HDP			FHOU		
A					
H					

3rd Quarter

	HDP	OU
A		
W		

Ticket

X

HOU Rockets @ MIN Timberwolves
Handicap: -2,5

How Rockets 2.75

Pp 25

+

75

700

1464

Min

Max

Max Payout: 68.75

Place Bet

☒ Sports
 ☐ Live Casino
 ☐ Games
 ☐ Virtual Sports

Opcoming
 My Events

Mix Parlay
 My Bets
 5
 2

NBA (PLAYOFF) ▾

	HDP	OU	OE
MIA Heat	-2.5 -6.25	0 213.5 1.87	1.94
PHI 76ers	+2.5 7.57	U 213.5 1.97	1.94

04/27 08:00
 20>

	HDP	OU
GS Warriors	-2.5 -10.00	0 202.5 1.87
SAS Spurs	2.5 4.54	U 202.5 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

Opcoming
 My Events

Mix Parlay
 My Bets
 5
 2

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

NBA (PLAYOFF)

Mix Parlay
 My Bets
 5
 2

04/28 07:00
 MIL Bucks
 -:-
 BOS Celtics

FT HDP
 FT OU

A				0			
H				U			

FH HDP
 FH OU

A				0			
H				U			

3rd Quarter

HDP
 OU

A		0	
H		U	

☒ 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

HDP

HDP

HDP

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

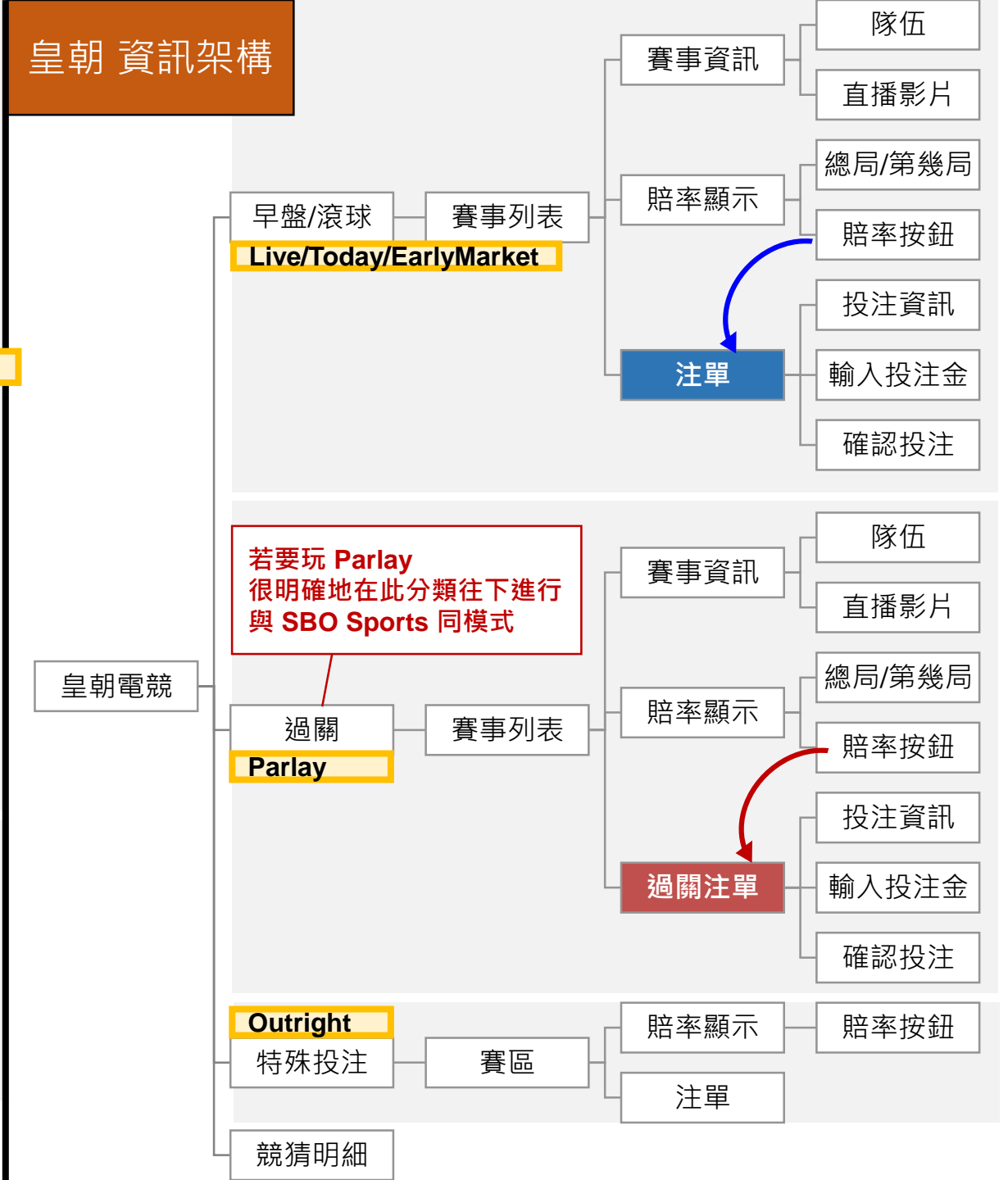
競品分析

資訊架構及流程

GG 資訊架構



皇朝 資訊架構



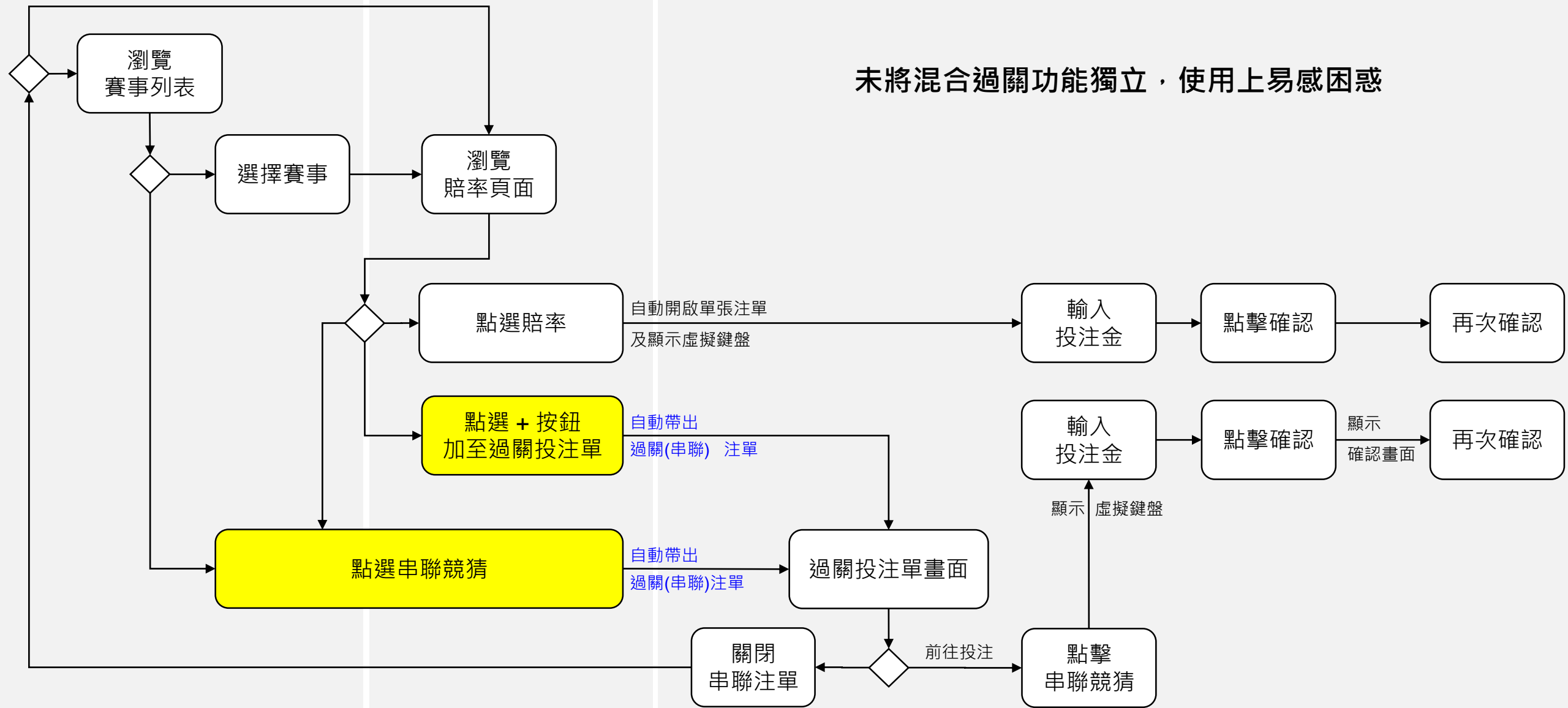
GG 投注流程

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

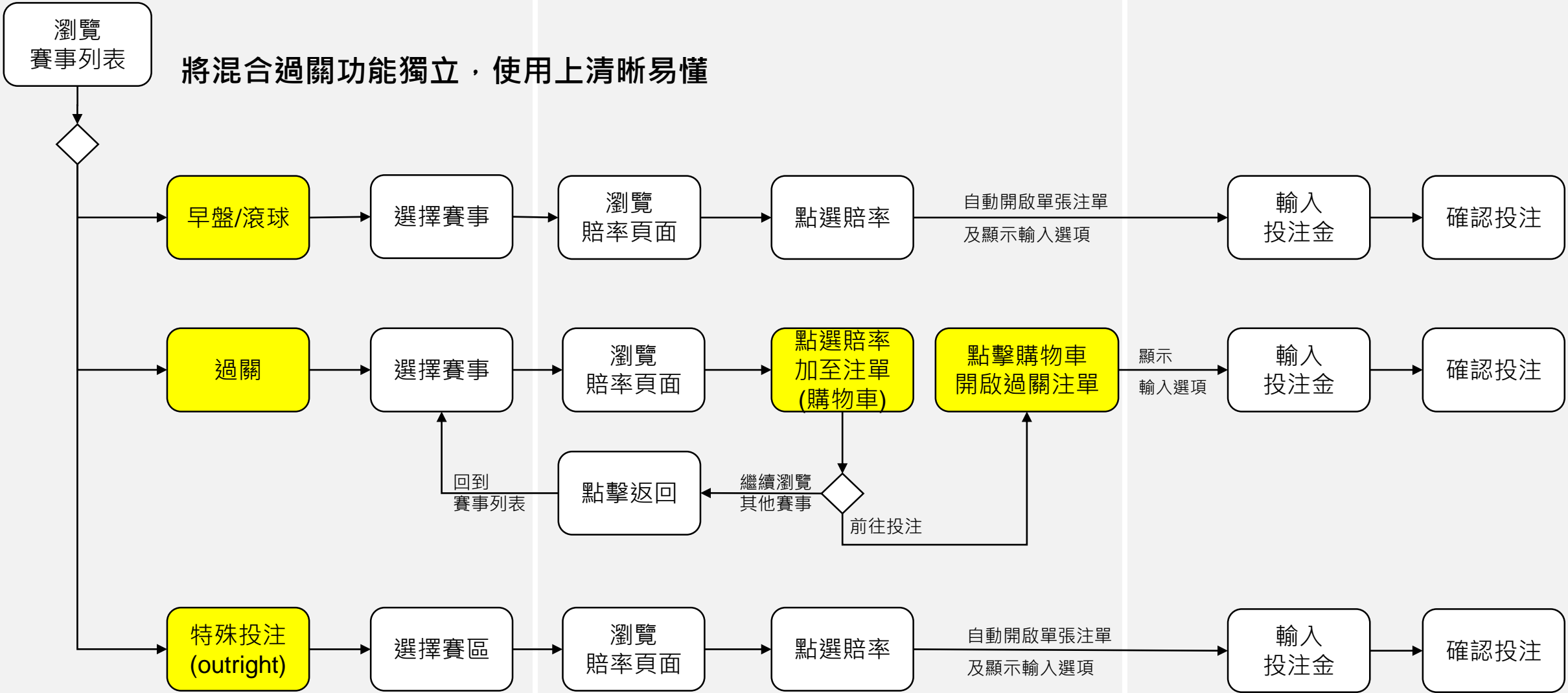


皇朝 投注流程

賽事列表

賠率頁面

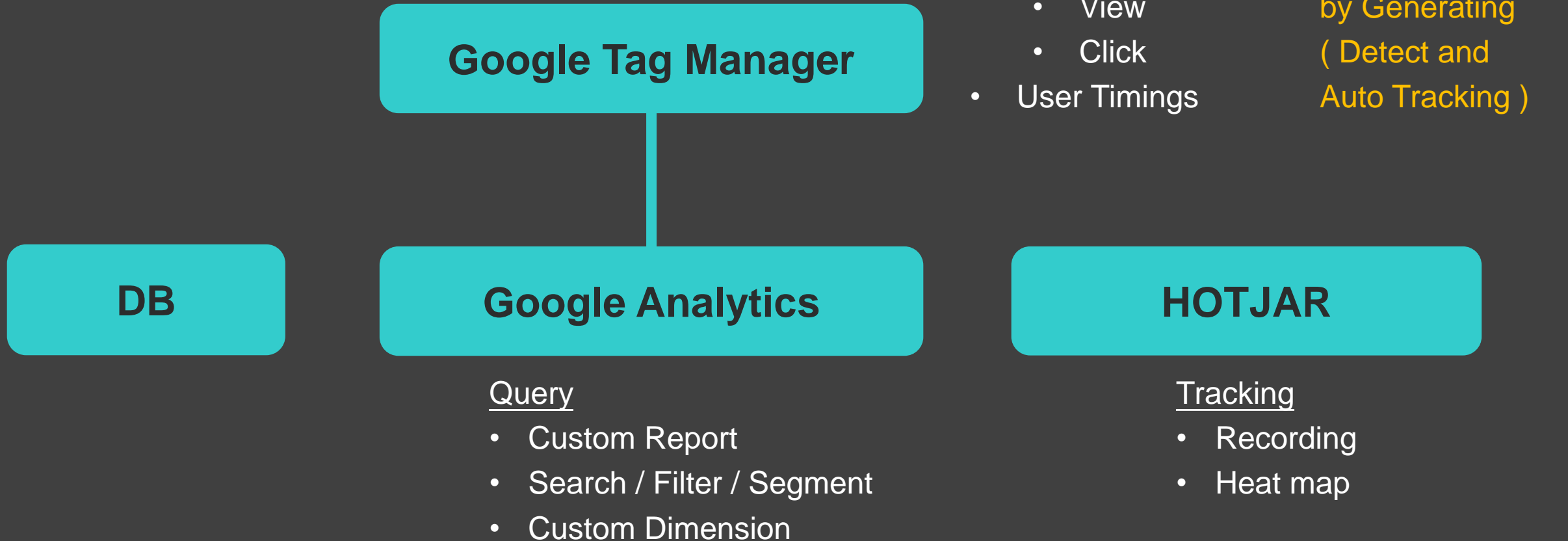
投注單



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

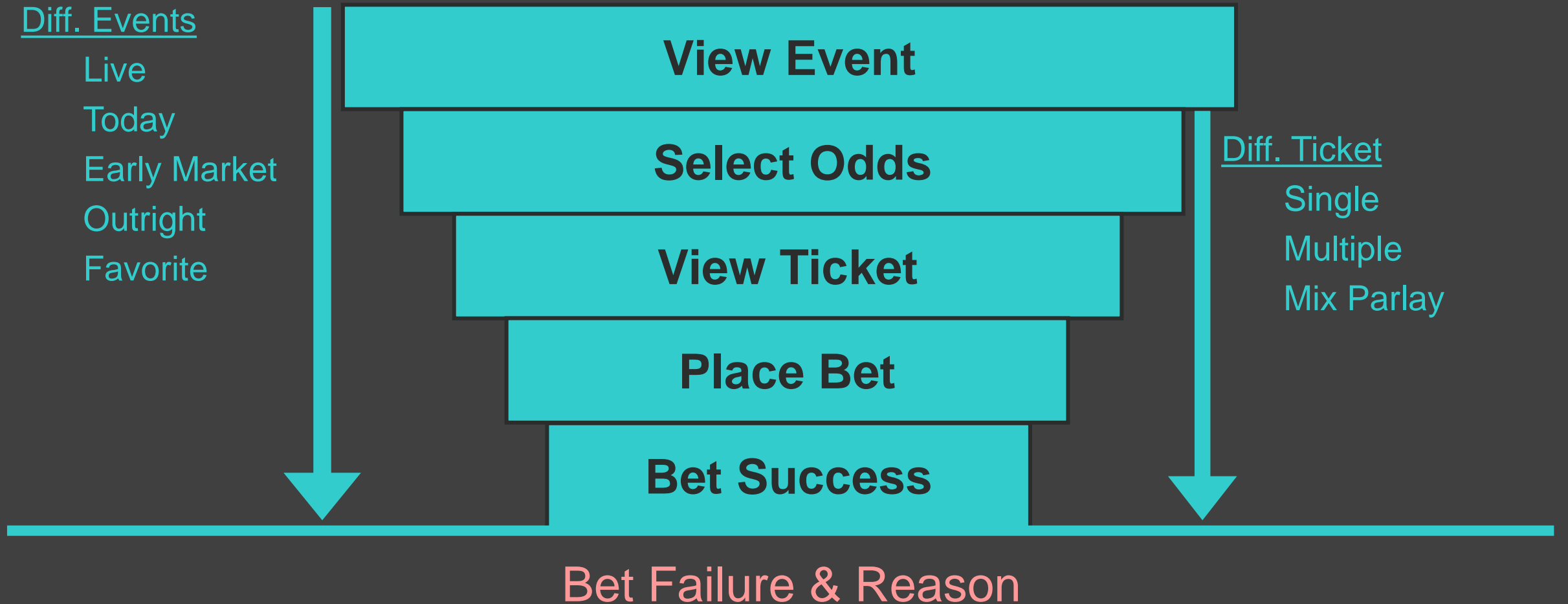
Retention

- 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)

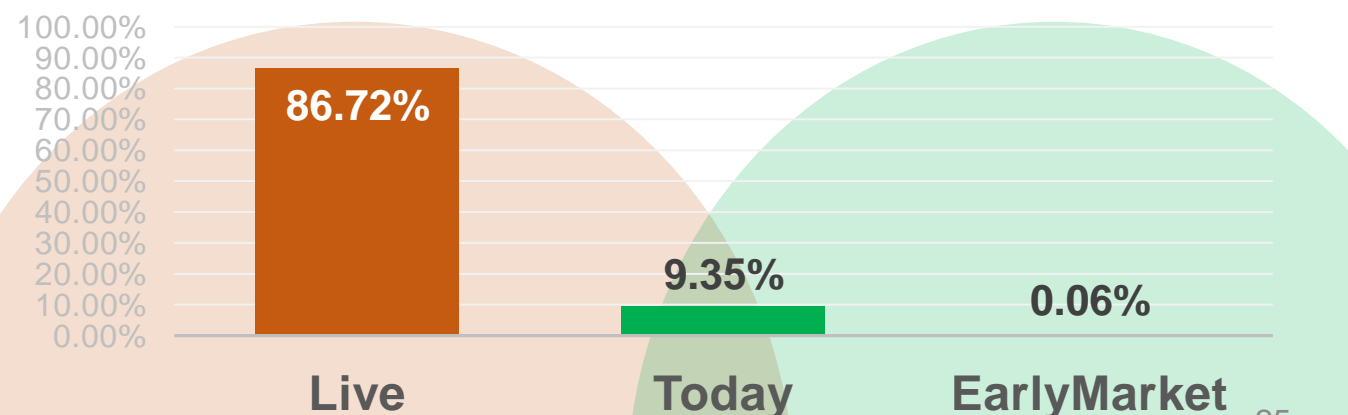
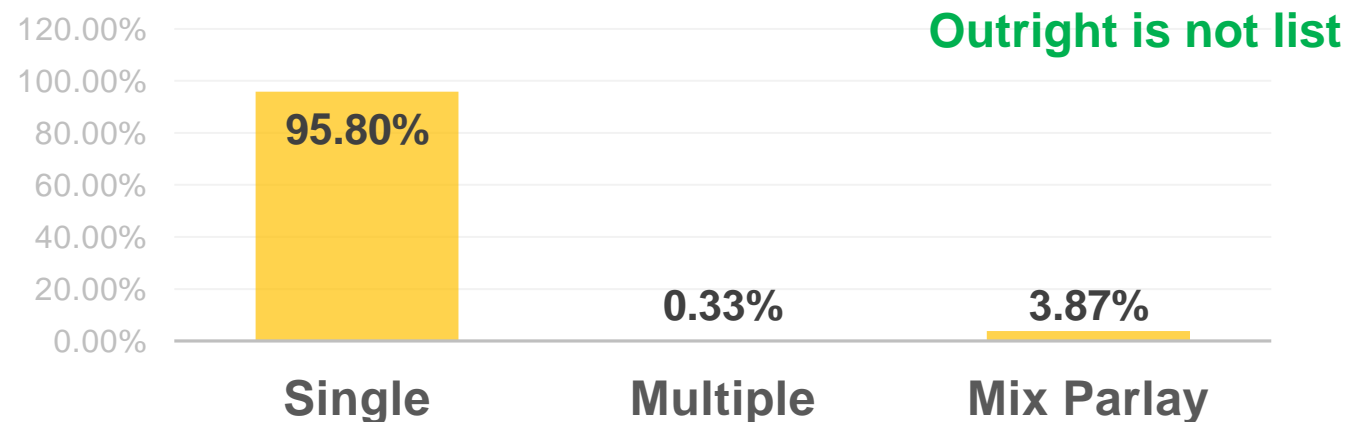
< 14%

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

Basketball - Place Bet

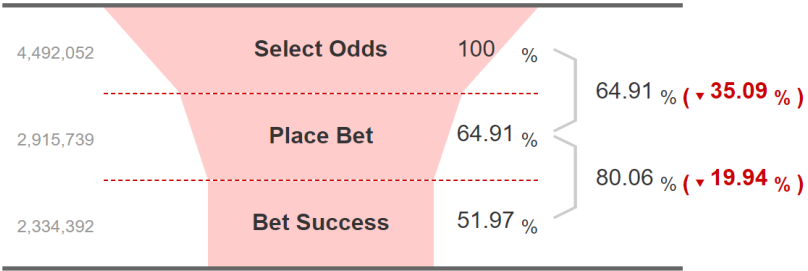
(Total Events)

	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%	--	--	--



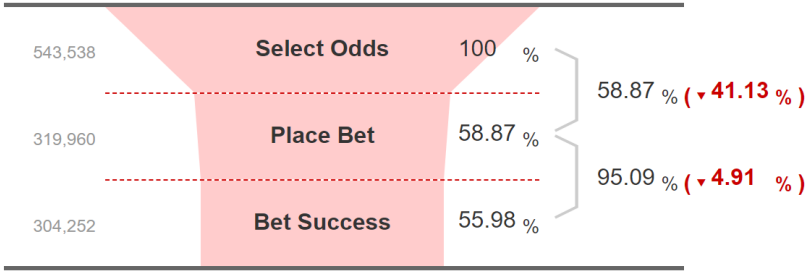
Funnel (Total Events as Bet Count)

Live 84.30% of all bets



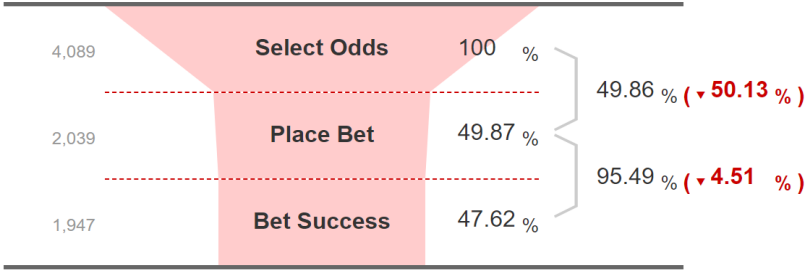
Date: 2018/12/15-2019/1/14

Today 10.99% of all bets



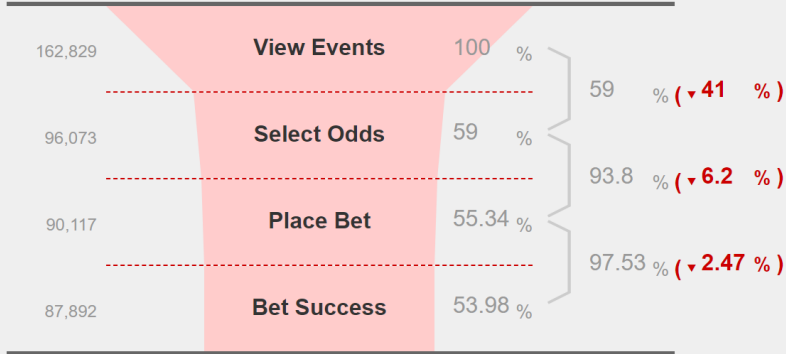
Date: 2018/12/15-2019/1/14

Early Market 0.07% of all bets



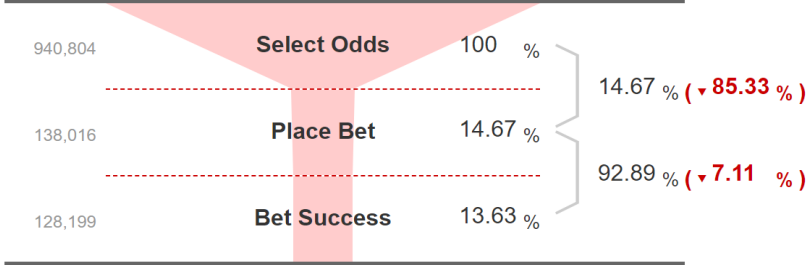
Date: 2018/12/15-2019/1/14

Live Users (GA)



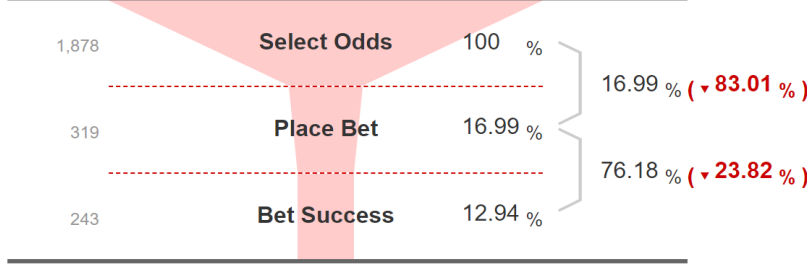
Date: Date: 2018/12/15-2019/1/14

Mix Parlay 4.63% of all bets



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

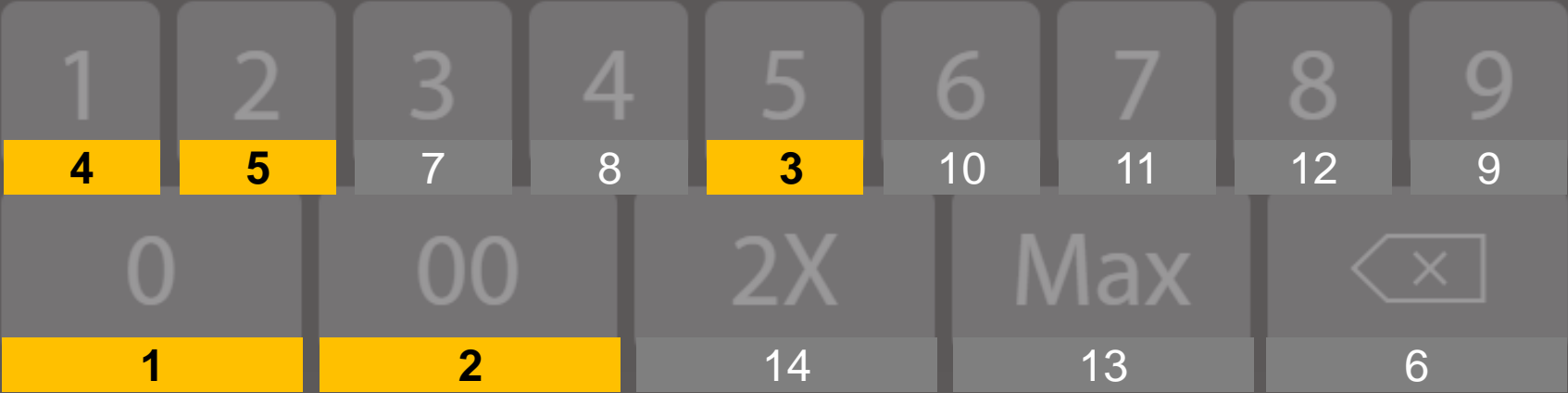
Outright 0.01% of all bets



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

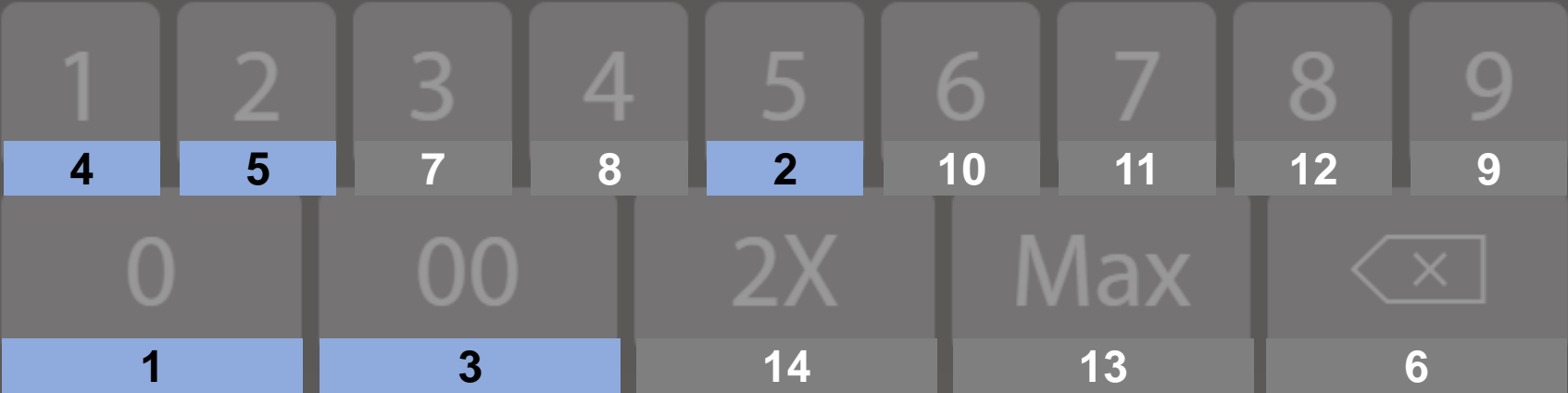
Single

Keypad
Popular rank



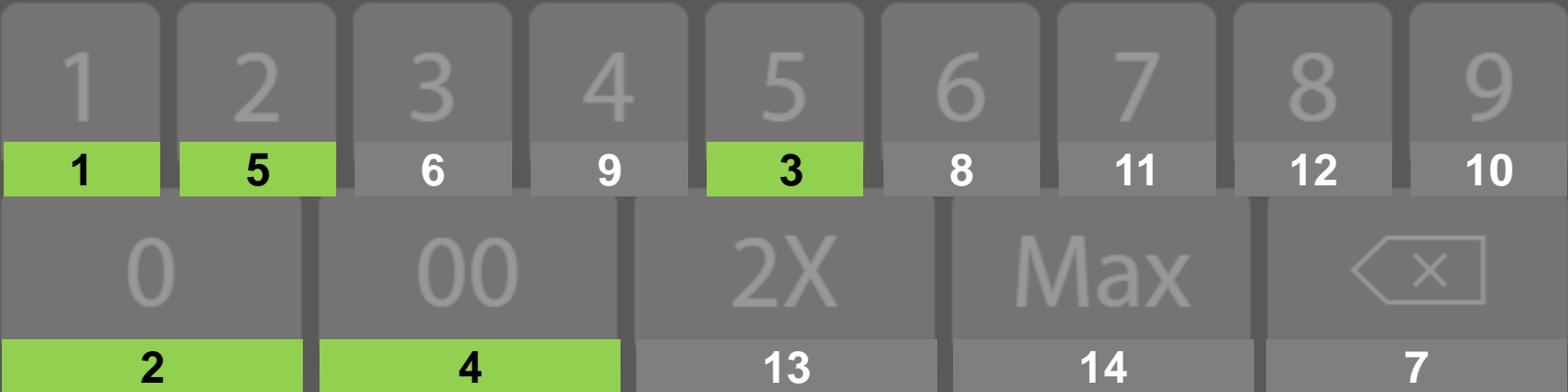
Multiple

Keypad
Popular rank



Mix Parlay

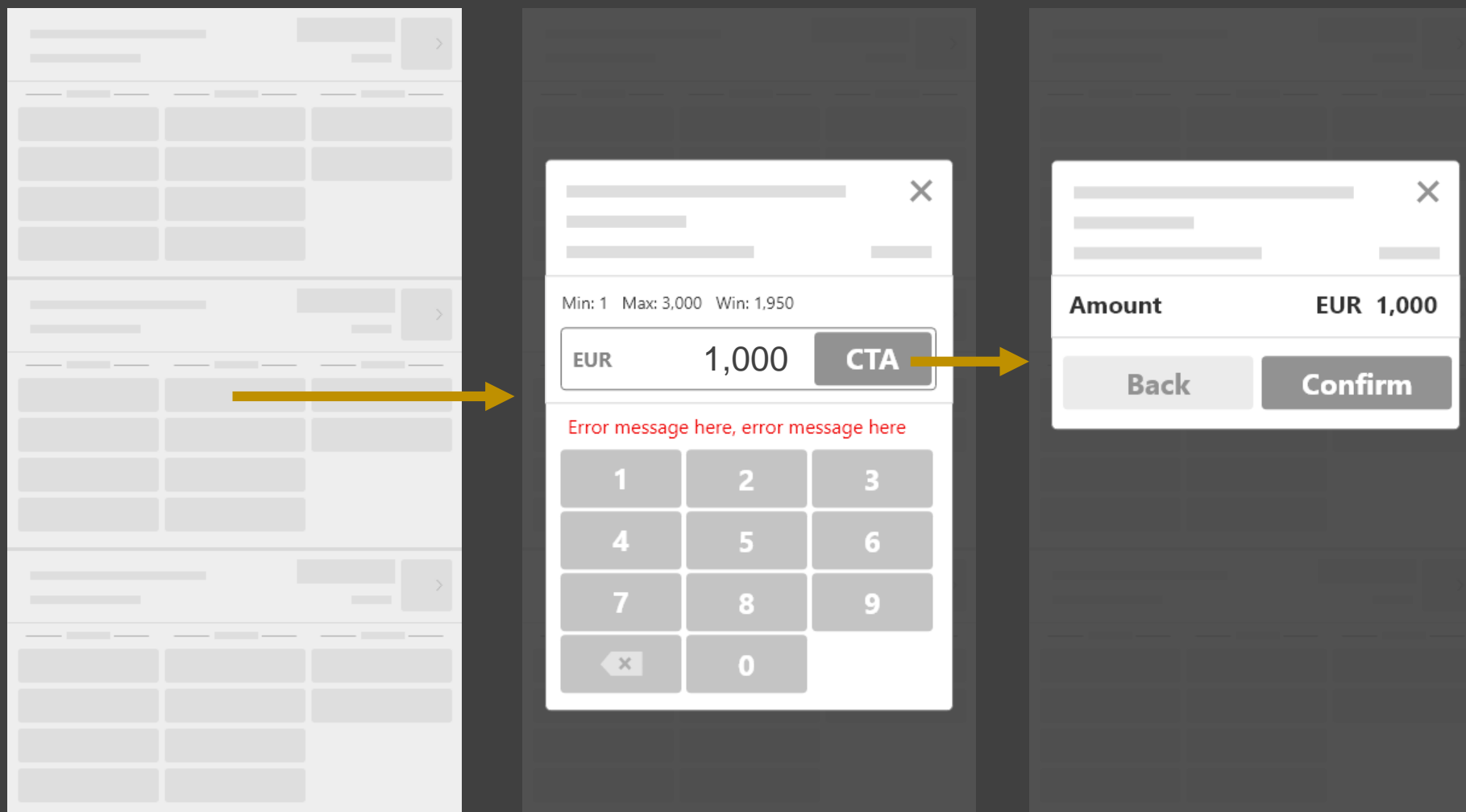
Keypad
Popular rank



案例1

數據輔助設計策略

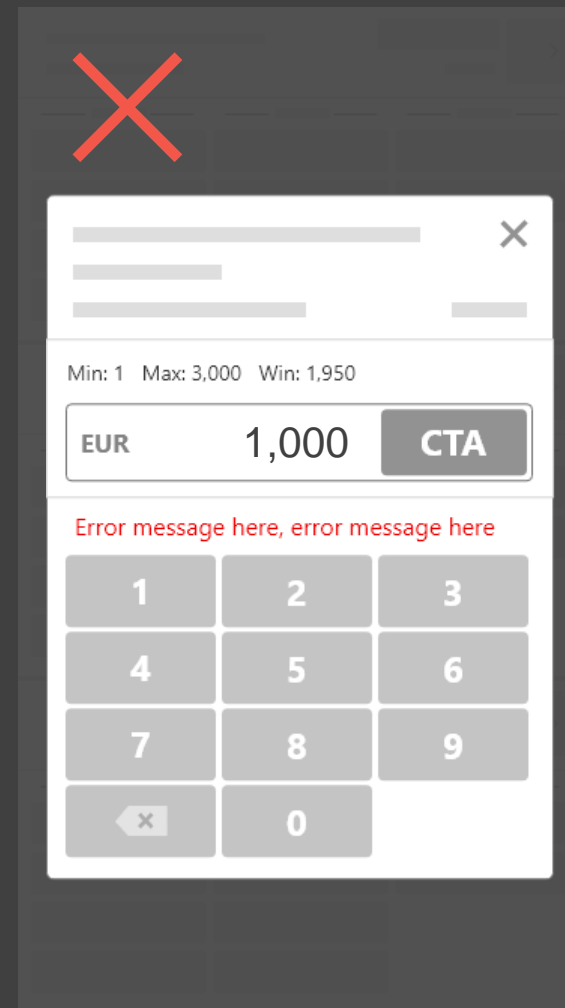
舊版



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 betting slip. The slip includes a table with columns for bet type, amount, and odds. At the bottom, there is a summary section with the text "Min 1 Max 3,000" and "Win 1,950". Below this, there is a row with "EUR", "1,000", and a highlighted "CTA" button.

A mobile app interface showing a betting slip. The slip includes a table with columns for bet type, amount, and odds. At the bottom, there is a summary section with the text "Min: 1 Max: 3,000 Win: 1,950". Below this, there is a row with "EUR", "1,000", and a highlighted "CTA" button. Below the CTA button, there is a red error message: "Error message here, error message here". Below the error message, there is a numeric keypad with buttons for digits 1-9, 0, and a backspace button.

新版優化

策略

鍵盤按鈕配置

數據觀察

常用金額為

500

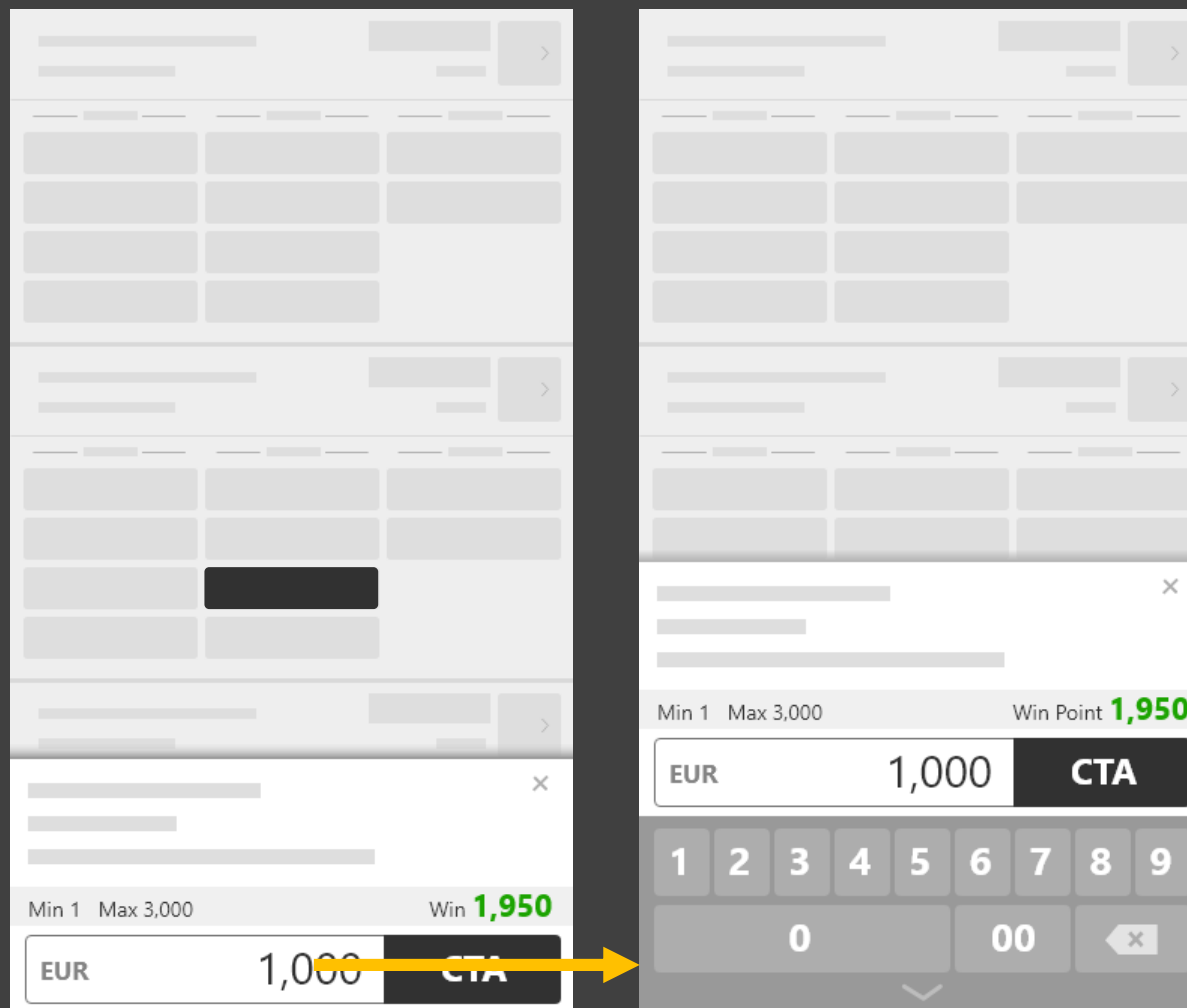
1,000

200

300

125

...



新版優化

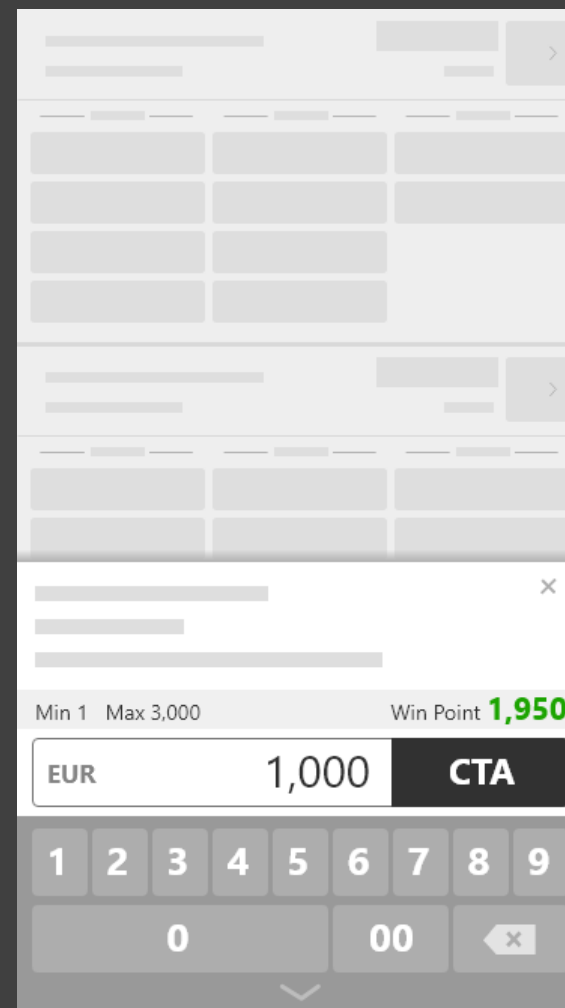
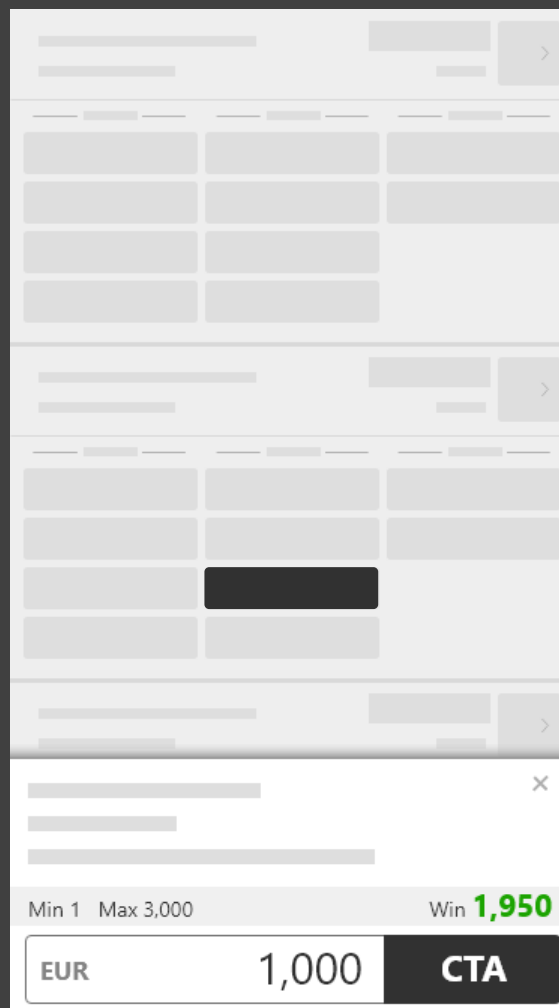
設計

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 ←

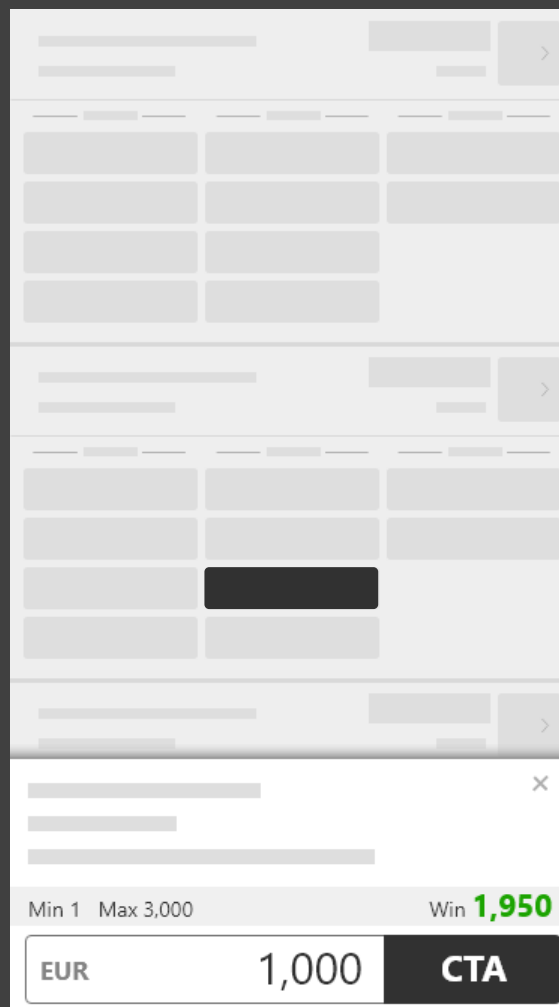
預設收起鍵盤

新版優化

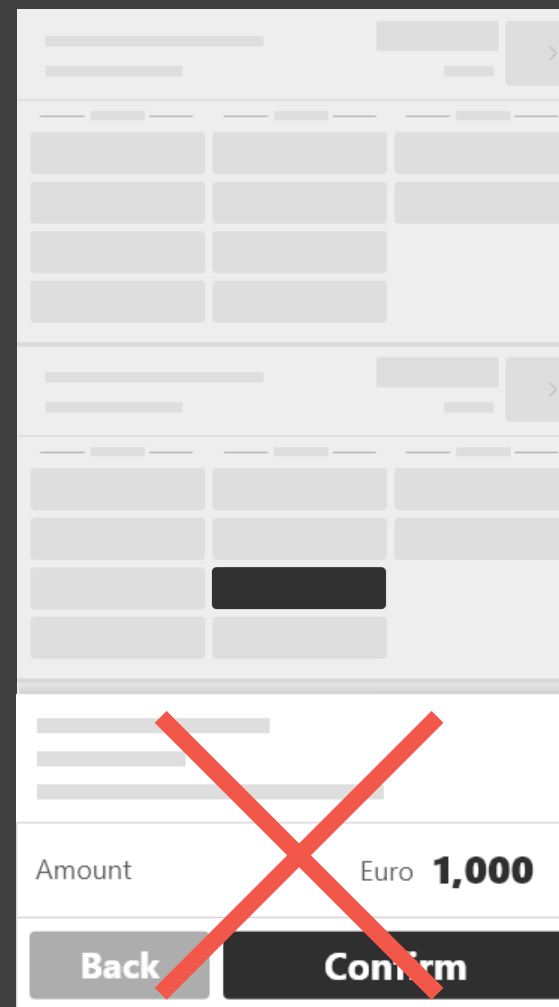
策略

加快交易速度

減少步驟



The image shows a mobile trading app interface for the new version. It features a clean, modern design with a grid of buttons for trading. At the bottom, there is a summary bar with the following information: "Min 1 Max 3,000" on the left, "Win 1,950" in green on the right, and a central section with "EUR", "1,000", and a black "CTA" button.

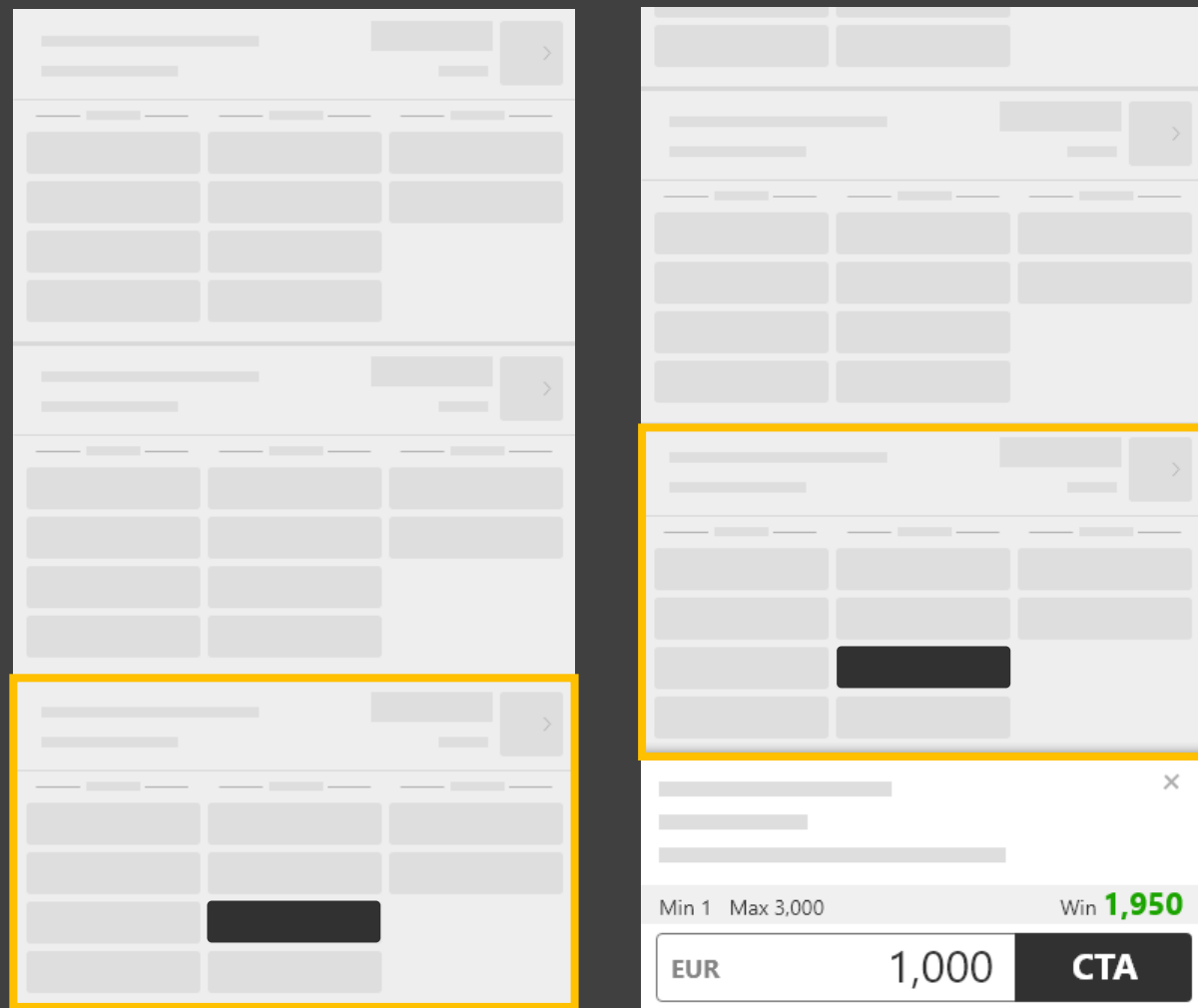


The image shows a mobile trading app interface for the old version. It has a more cluttered design. At the bottom, there is a summary bar with "Amount" on the left, "Euro 1,000" on the right, and two buttons: a grey "Back" button and a black "Confirm" button. A large red 'X' is drawn over the bottom section of the interface, indicating it is outdated or to be replaced.

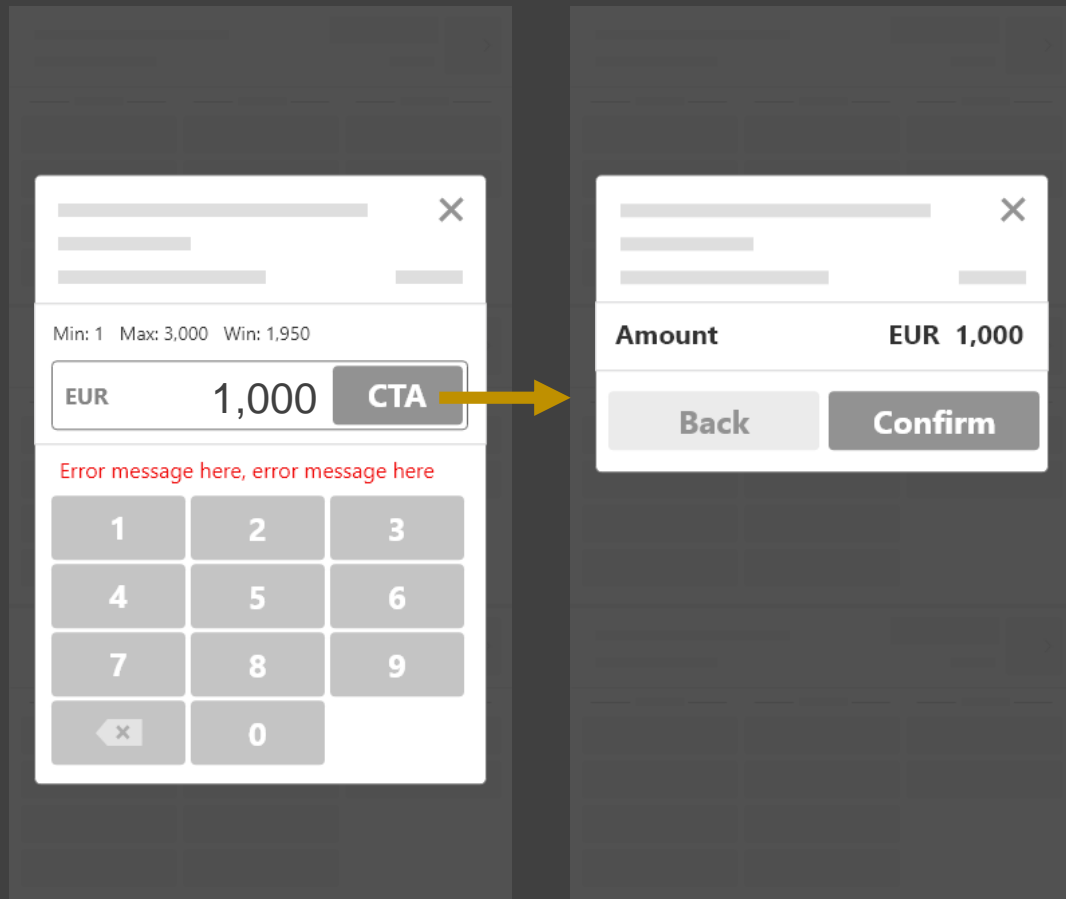
新版優化

設計

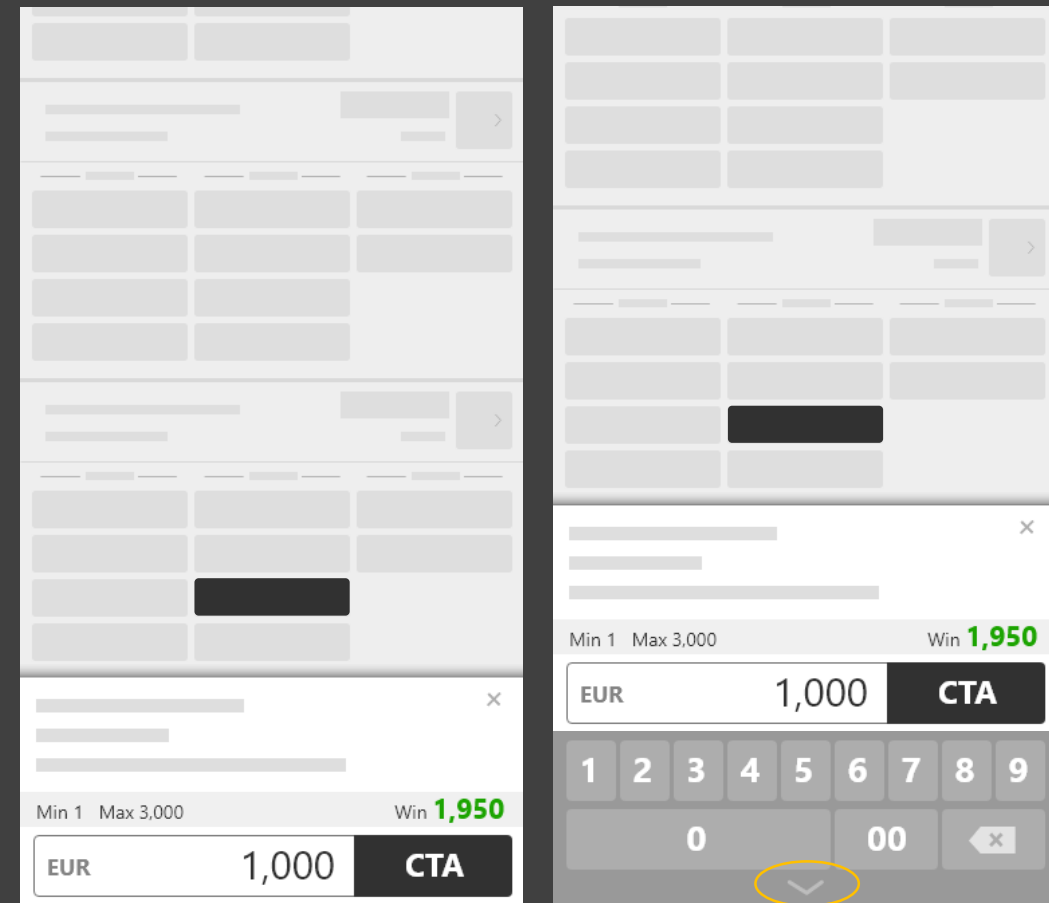
加上微互動



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

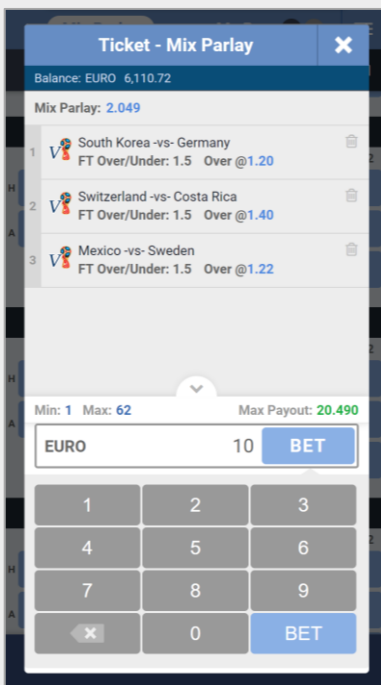
發現鍵盤 Delete 點擊比例過高 (超過 35% 的點擊)

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)

Mix Parlay

Keypad – Click Delete ↓ 10.46 % (users)

Keypad – Click Delete ↓ 11.31 % (clicks)

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

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)

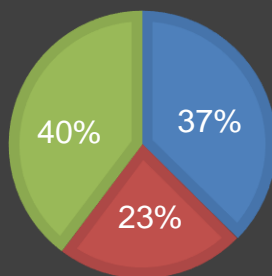
CONVERSION & CONTRIBUTION → REAL SCALE

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

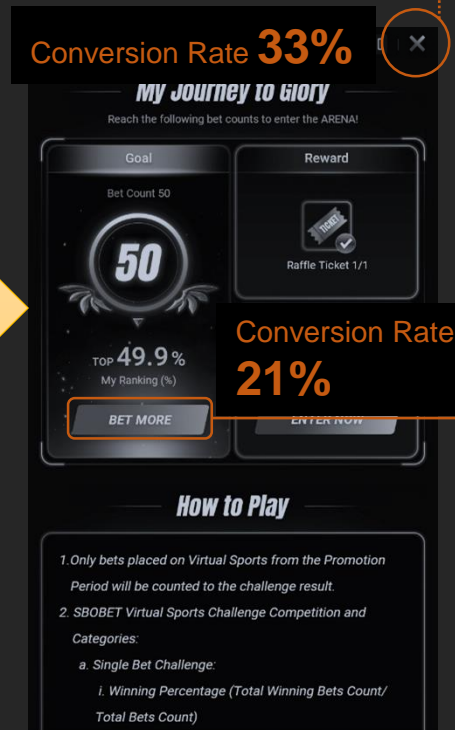
活動頁的設計評估與優化建議

瞭解從活動頁到投注的 Flow 及轉換率

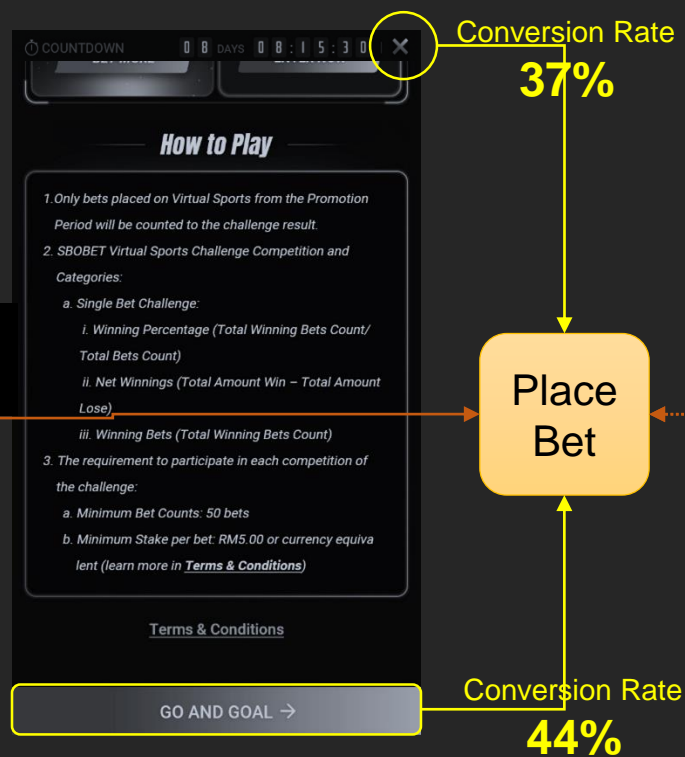
1st Screen



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

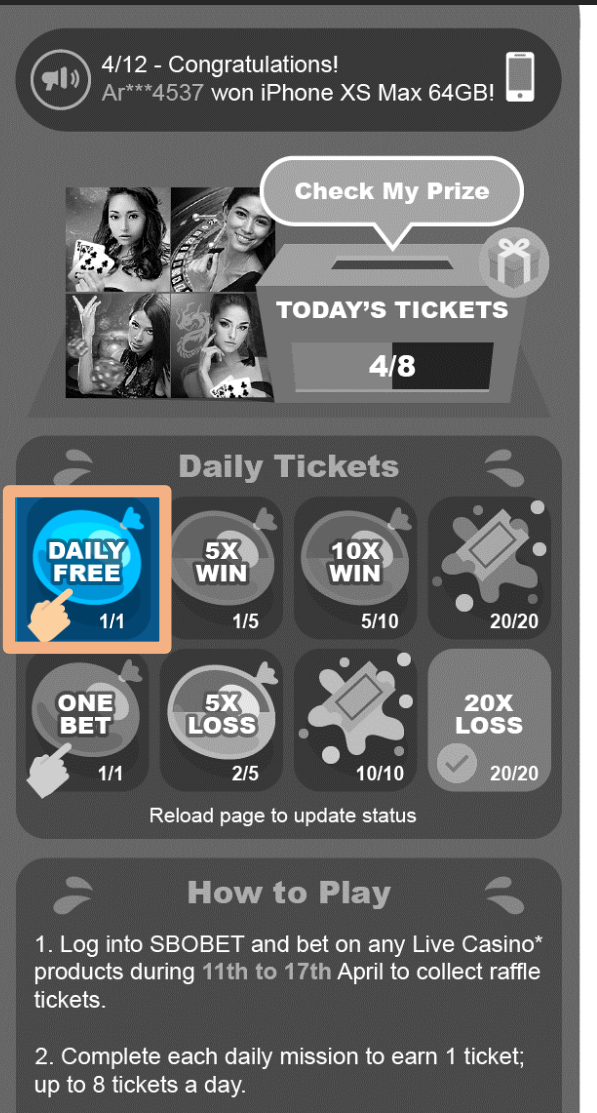
建議
將最主要CTA(可進Game)直接
置於第一屏可見
縮短活動頁長度

案例5

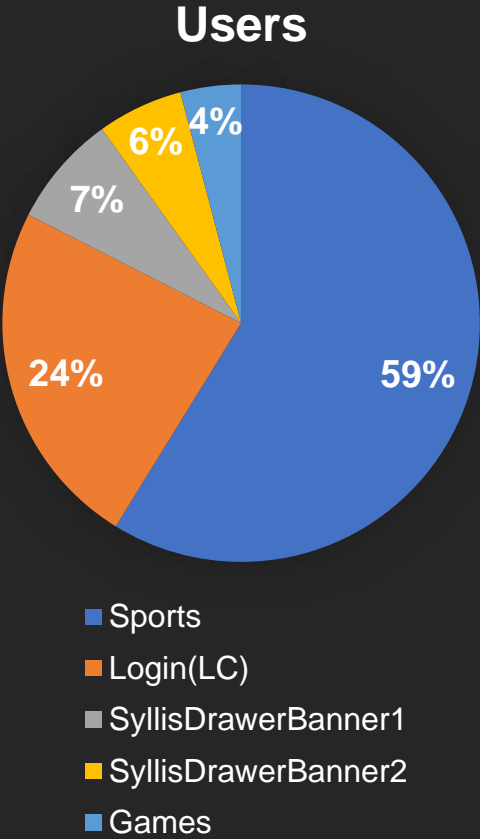
跨產品的廣告渠道品質

導流後有參與活動簽到甚至有投入玩遊戲

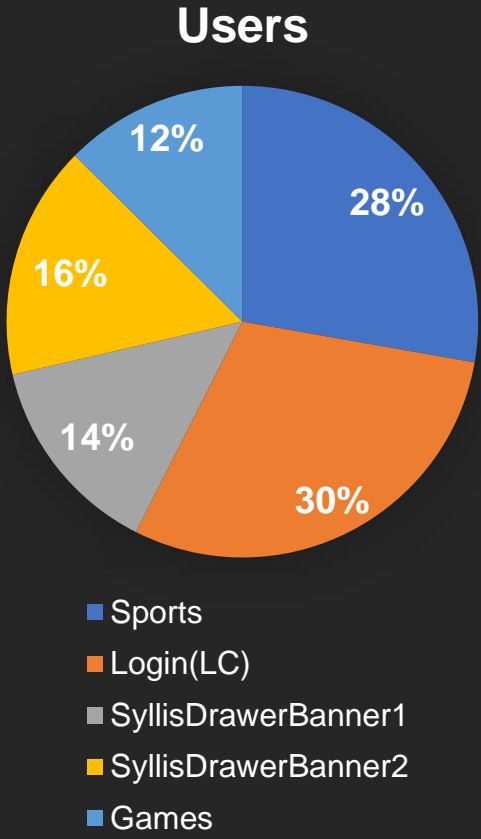
哪個廣告渠道的品質較好？（導流後有繼續玩的投入程度）



(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

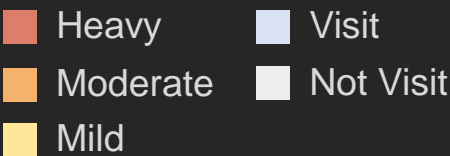
案例6

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

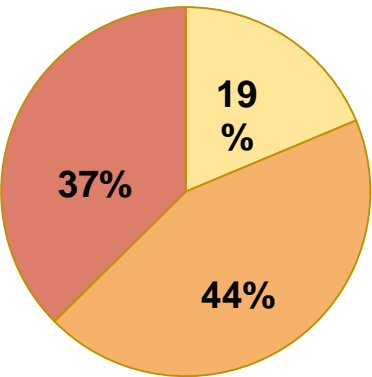
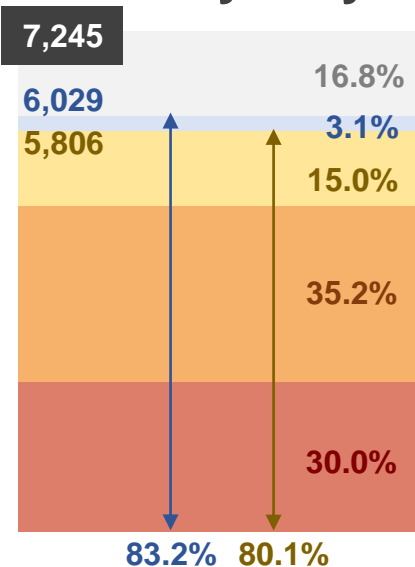
(看未來七天是否再次使用及使用幾天)
(用一週七天數據當基準看每個未來七天)

Frequency in the next 7 days

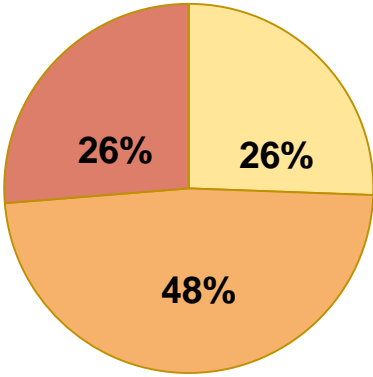
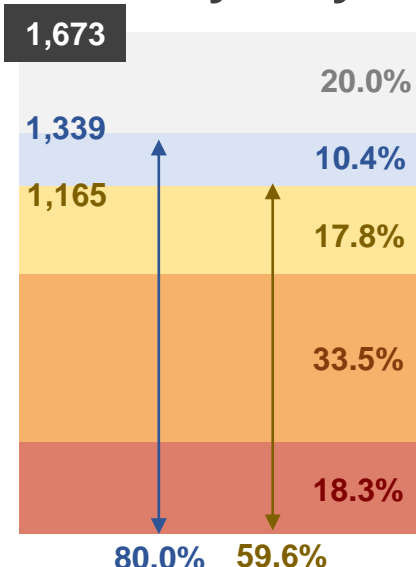
based on 9/21-9/27 use → Average



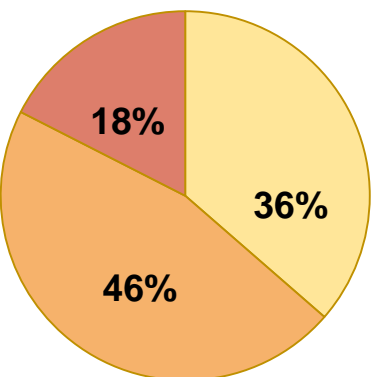
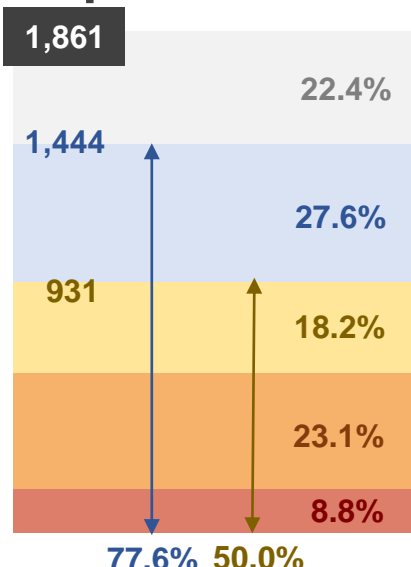
M.
Recently Played



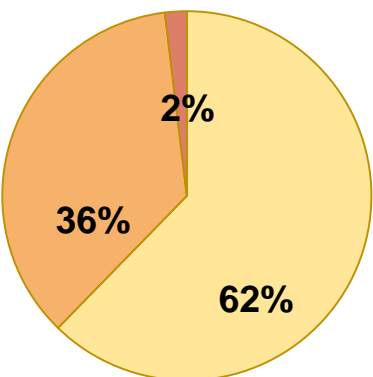
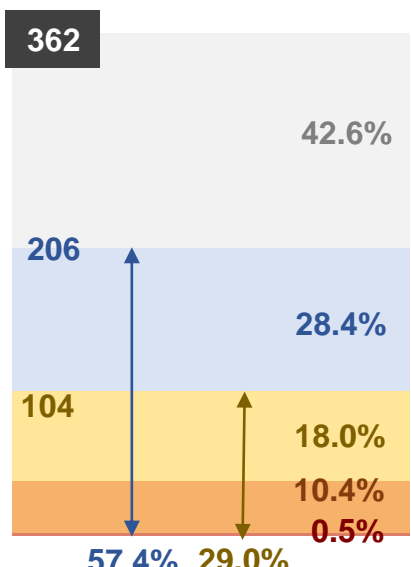
D.
Recently Played



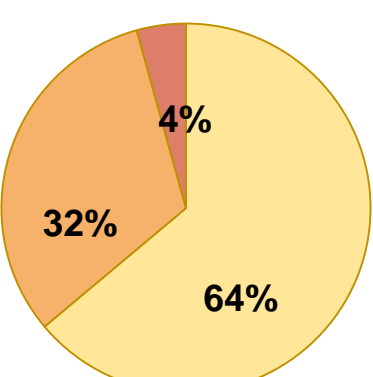
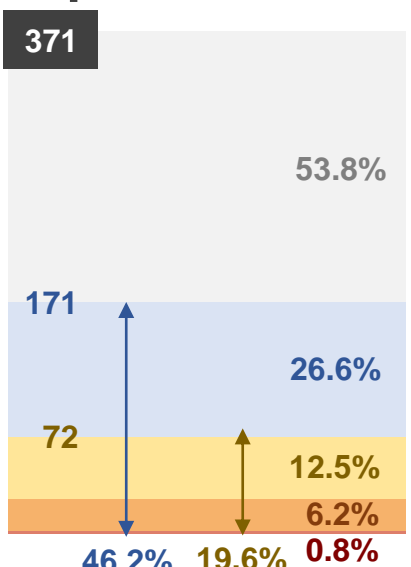
M.
Top Pick



D.
New Games

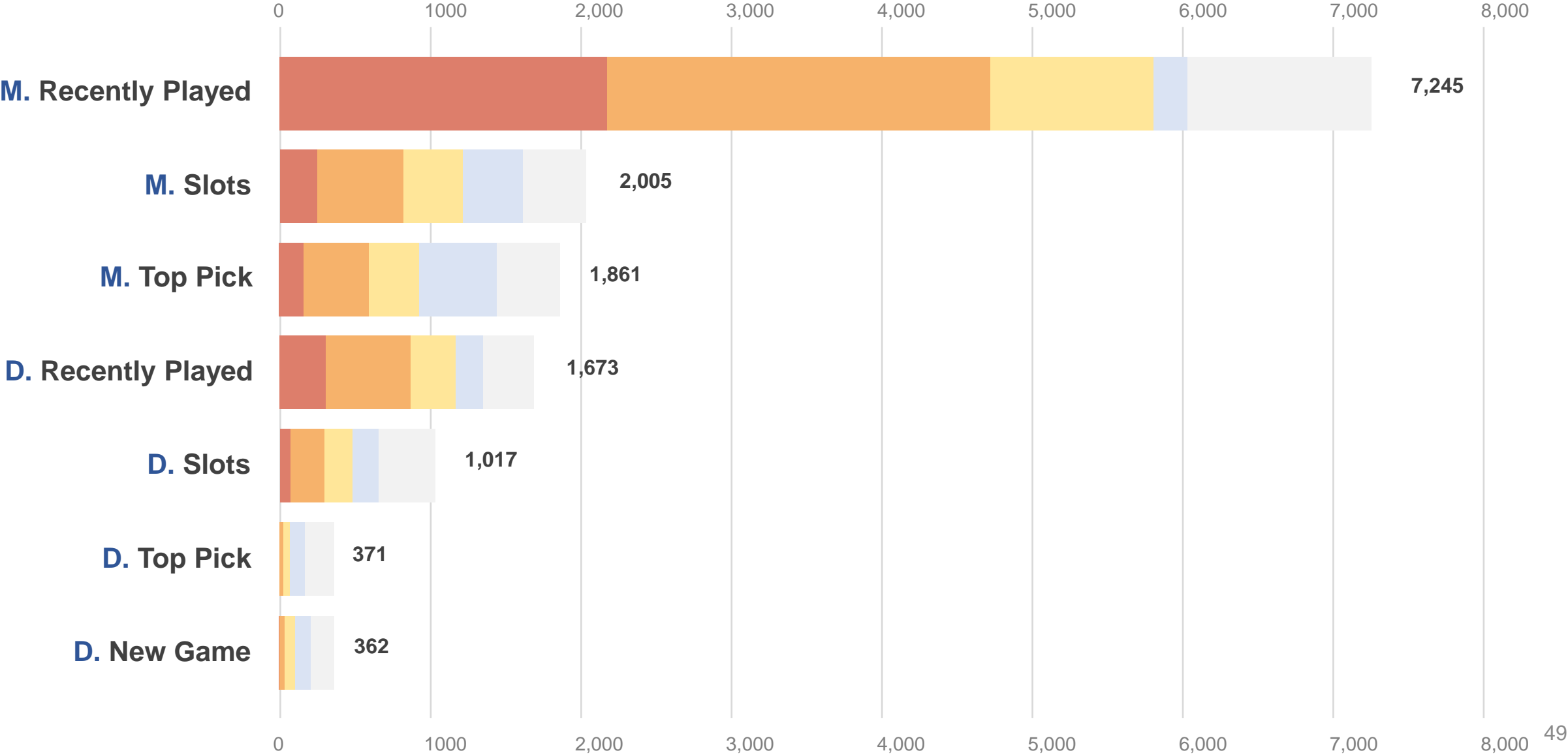
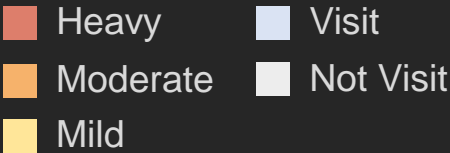


D.
Top Pick



Frequency in the next 7 days

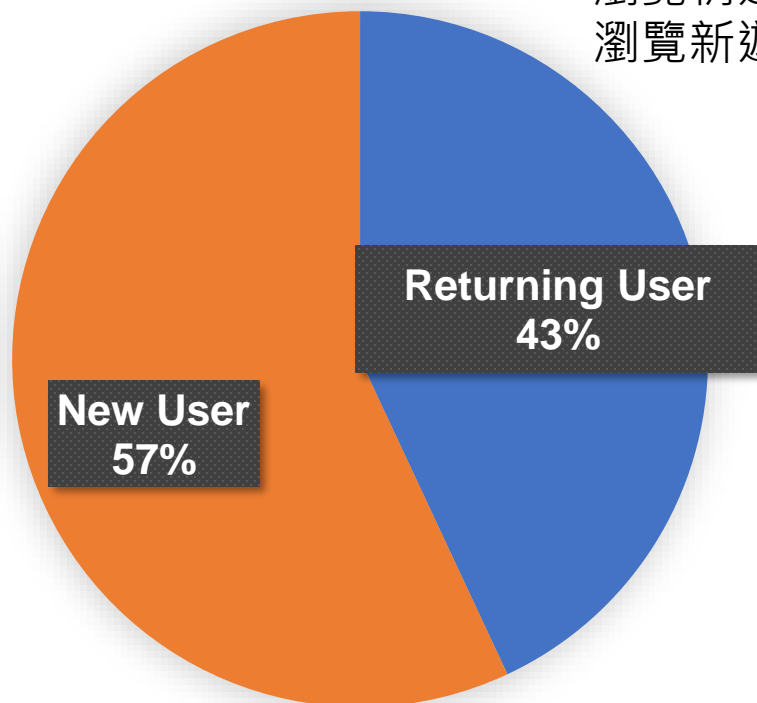
Based on 9/21 – 9/27



Returning vs. New User

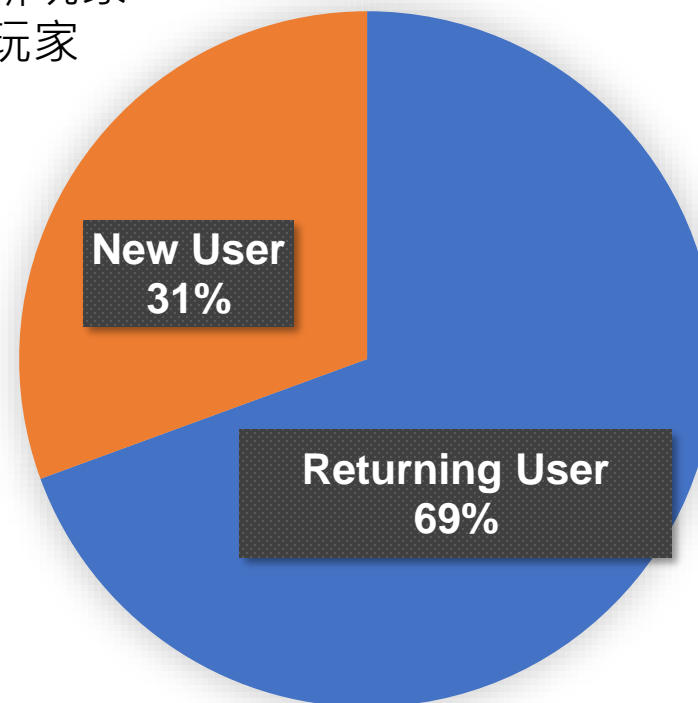
9/21 – 9/27 total

D. Top Pick



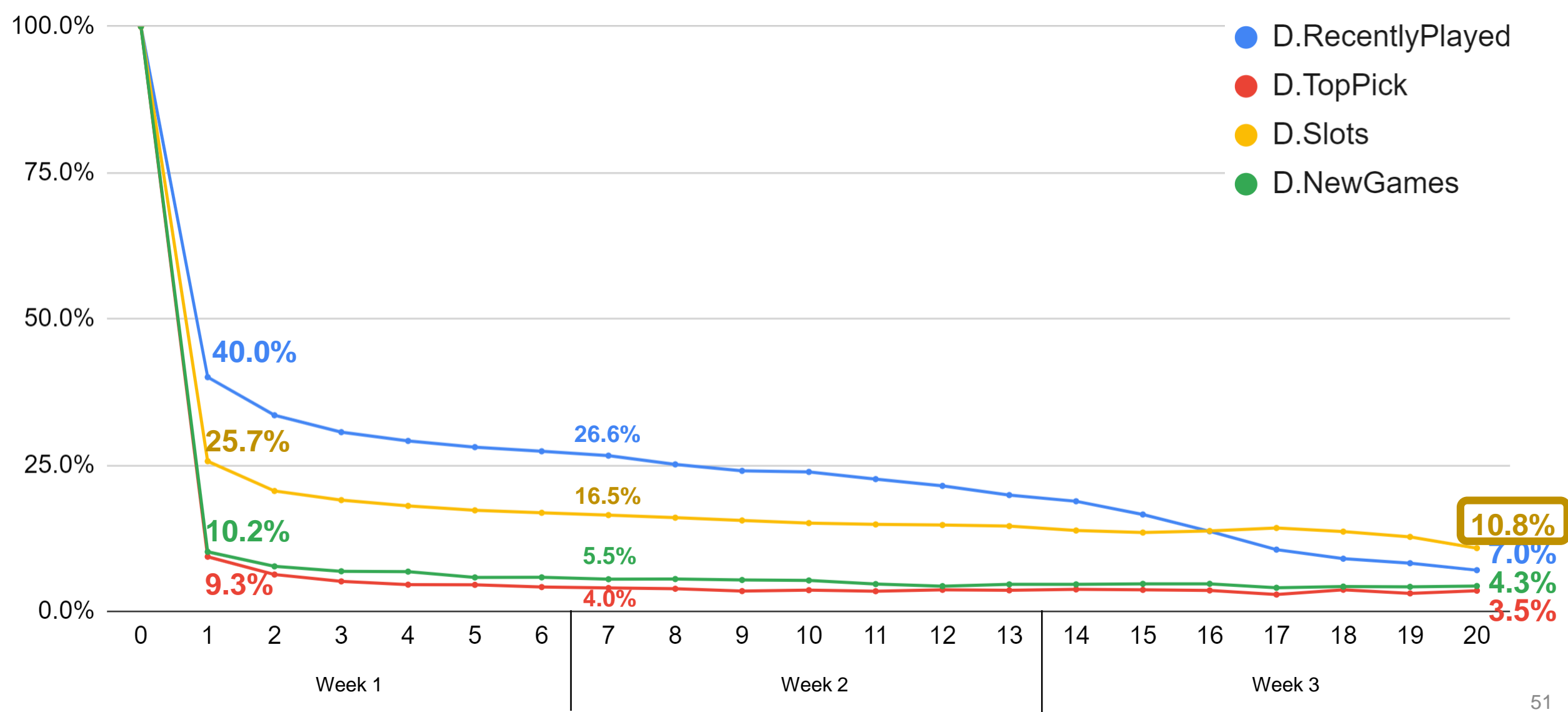
瀏覽精選遊戲：多數為新玩家
瀏覽新遊戲：多數為舊玩家

D. New Games



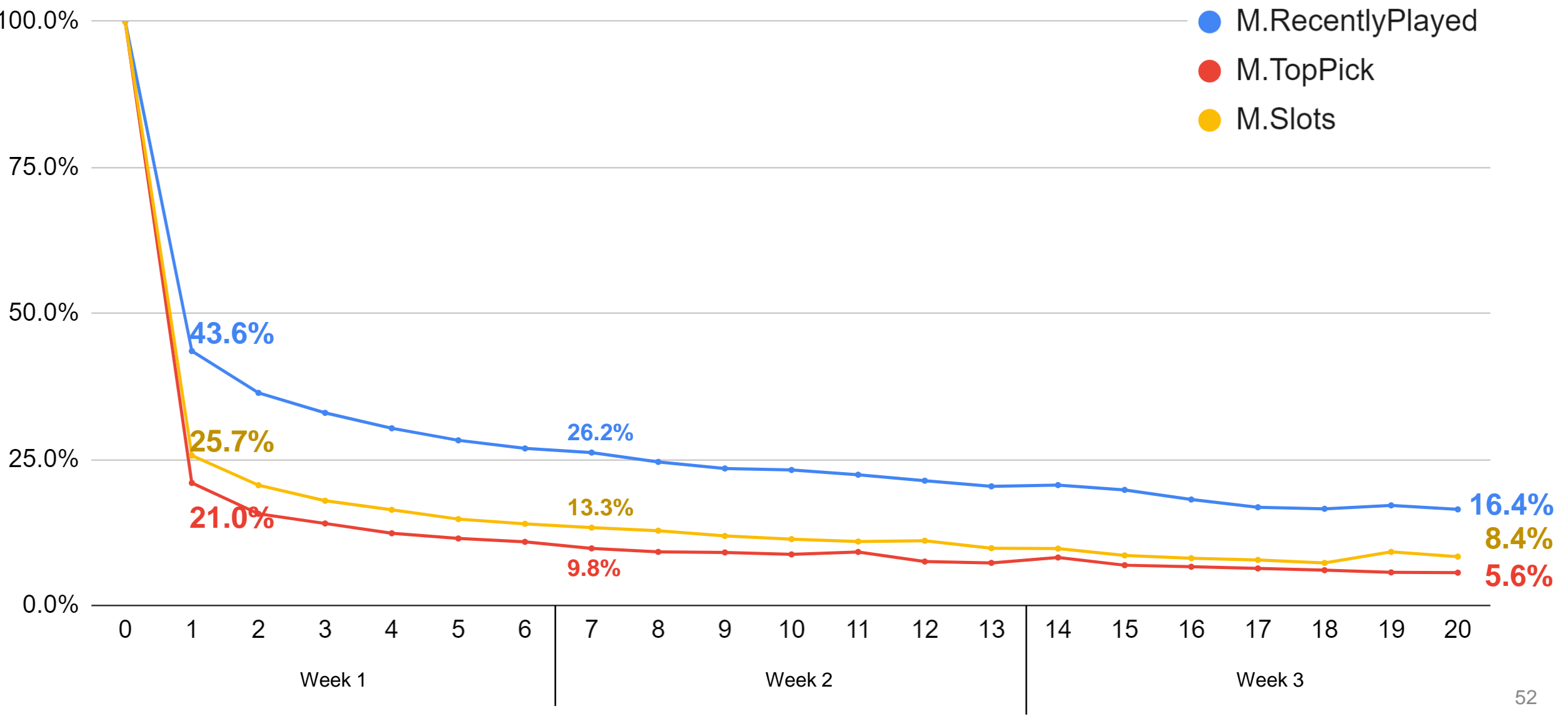
Desktop - Retention rate

9/21 – 10/11 , 3 weeks



Mobile - Retention rate

9/21 – 10/11 , 3 weeks



Thanks