

Bettorlogic Microsite RSD

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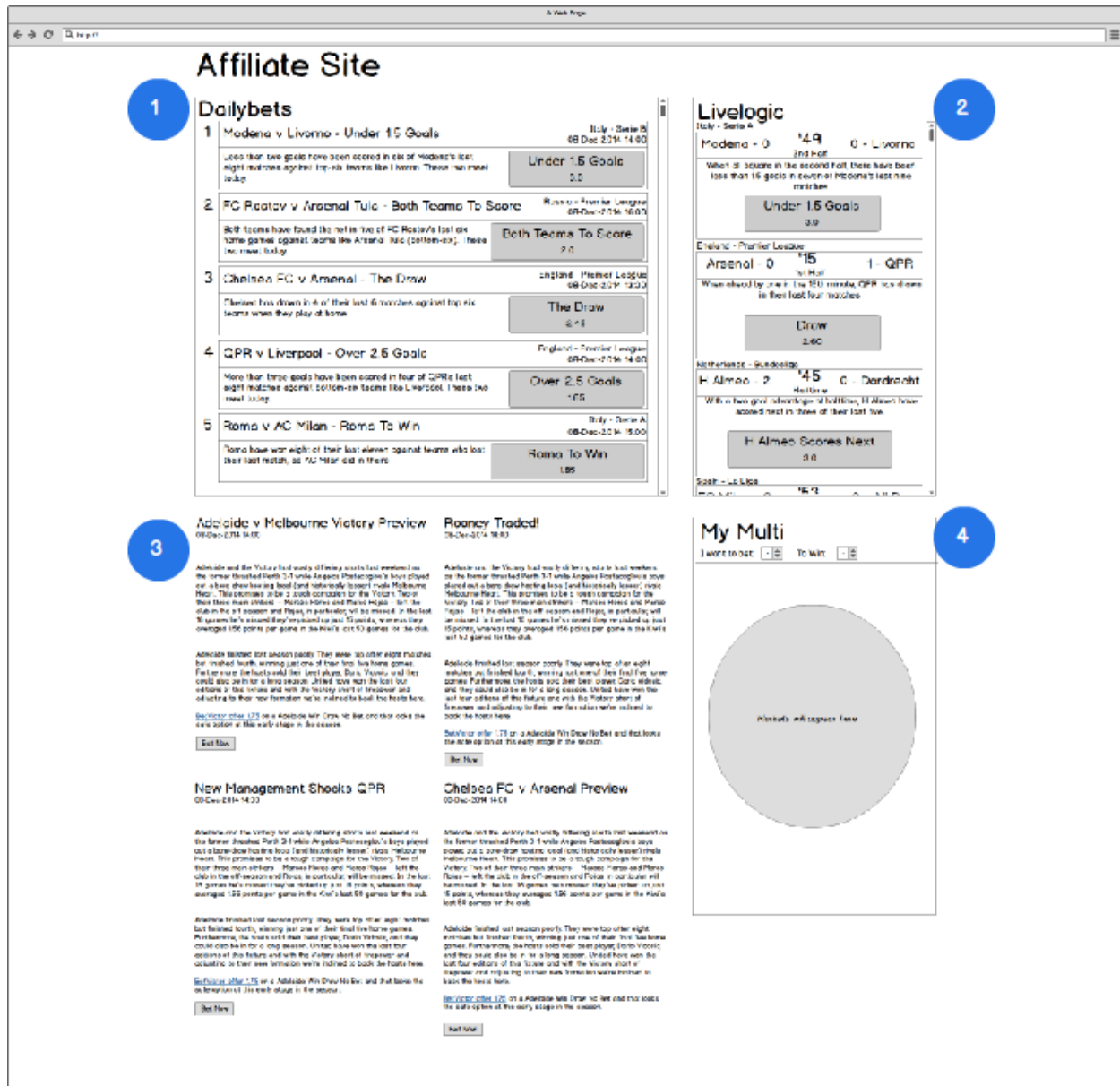
Introduction to the Project

Overview

The Bettorlogic Microsite is a customer-facing visual representation of 4 XML feeds coming from a data partner, Bettorlogic. The representations will be 4 HTML widgets, which will be aggregated on a single page website.

Data feeds being provisioned by Bettorlogic:

1. Dailybets
2. Livelogic
3. Editorial
4. My Multi



Microsite Objective

All 4 widgets display content with a large call to action (CTA) for the user to click a button to place a bet on an external partner site.

The primary action we want to encourage is *clickthroughs*; we want to launch the microsite with “quick hit” content that stimulates bettors and encourages bet placement. This is contrasted with a *destination* site that is laden with content and encourages visitors to spend time on the site. We show just enough content to get a user to want to place a bet and then leave the page.

Scope of Project

In this project we will take the XML from 4 separate feeds from Bettorlogic and generate HTML in four separate widgets to be displayed on a single web page. A widget is a small application with limited functionality that exists within a frame embedded on a page. All interaction and content is displayed within the frame of the widget, with no interaction with other elements on the page.

The HTML may be styled and rebranded multiple times for different clients at a later point. No styling or other aesthetics are required for this phase of the project; the HTML should be well-formed and relatively-free of any styling decisions (ie, focus on layout only).

The Widgets

Dailybets

Dailybets is an **ordered** list of recommended bets referencing upcoming events during the current day. The Dailybets content will be updated throughout the day as content about the events changes. Each recommended bet comes with a price (aka 'odds') and each recommendation is only actionable prior to an event's start. Pulling every 15 minutes will keep the prices current and hide events once they start. There will be a maximum of 10 recommendations displayed at a time, though often there will be less.

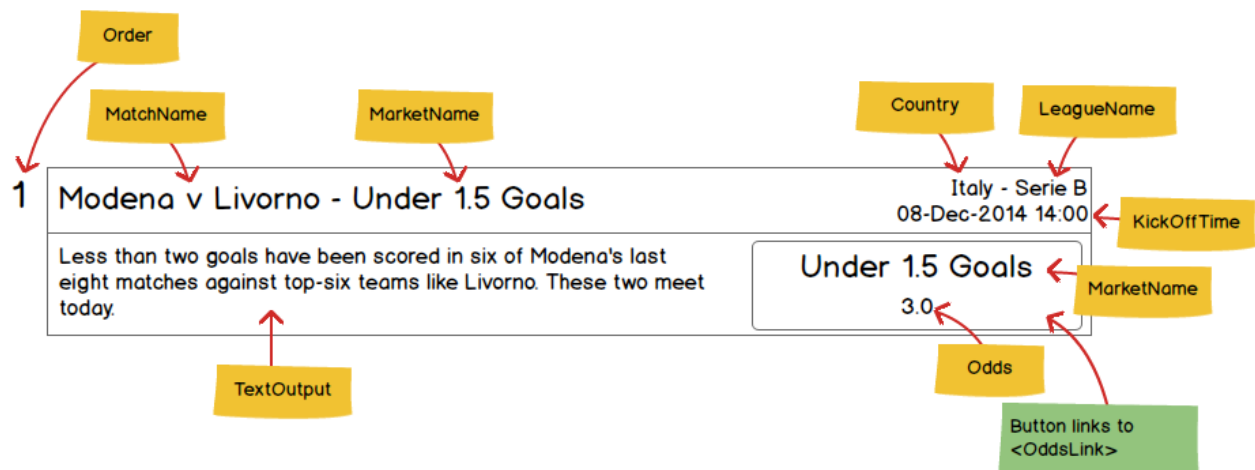
Widget scrolls if there are more recommendations than the height of the widget allows

Dailybets

1	Modena v Livorno - Under 1.5 Goals	Italy - Serie B 08-Dec-2014 14:00
Less than two goals have been scored in six of Modena's last eight matches against top-six teams like Livorno. These two meet today.		Under 1.5 Goals 3.0
2	FC Rostov v Arsenal Tula - Both Teams To Score	Russia - Premier League 08-Dec-2014 16:00
Both teams have found the net in five of FC Rostov's last six home games against teams like Arsenal Tula (bottom-six). These two meet today.		Both Teams To Score 2.0
3	Chelsea FC v Arsenal - The Draw	England - Premier League 08-Dec-2014 13:30
Chelsea has drawn in 4 of their last 6 matches against top six teams when they play at home		The Draw 2.45
4	QPR v Liverpool - Over 2.5 Goals	England - Premier League 08-Dec-2014 14:00
More than three goals have been scored in four of QPR's last eight matches against bottom-six teams like Liverpool. These two meet today.		Over 2.5 Goals 1.65
5	Roma v AC Milan - Roma To Win	Italy - Serie A 08-Dec-2014 15:00
Roma have won eight of their last eleven against teams who lost their last match, as AC Milan did in theirs		Roma To Win 1.85

Recommendations are shown in a specific order

Each recommended bet is made up of the same content:



Recommendations will be stacked on top of each other within the widget.

Note that the ordering of the recommendations is important! Dailybets can be viewed as an ordered "Top Picks of the Day" List.

XML:

```
<Dailybets>
  <Match>
    <Country>Italy</Country>
    <LeagueName>Serie B</LeagueName>
    <MatchName>Modena v Livorno</MatchName>
    <KickOffTime>08-Dec-2014 14:00</KickOffTime>
    <TextOutput>
      Less than two goals have been scored in six of Modena's last eight matches against
      top-six teams like Livorno. These two meet today.
    </TextOutput>
    <Marketname>Under 1.5 Goals</Marketname>
    <Odds>3.0</Odds>
    <OddsLinkText>Click here</OddsLinkText>
    <OddsLink>
      https://www.nairabet.com/bets/event/Vicenza-Calcio---Brescia-Calcio/4522205
    </OddsLink>
    <Order>1</Order>
  </Match>
  <Match>
    <Country>Russia</Country>
    <LeagueName>Premier League</LeagueName>
    <MatchName>FC Rostov v Arsenal Tula</MatchName>
    <KickOffTime>08-Dec-2014 16:00</KickOffTime>
    <TextOutput>
      Both teams have found the net in five of FC Rostov's last six home games against teams
      like Arsenal Tula (bottom-six). These two meet today.
    </TextOutput>
    <Marketname>Both Teams To Score</Marketname>
    <Odds>2.0</Odds>
    <OddsLinkText>Bet now</OddsLinkText>
    <OddsLink>
      https://www.nairabet.com/bets/event/Vicenza-Calcio---Brescia-Calcio/4522205
    </OddsLink>
    <Order>2</Order>
  </Match>
</Dailybets>
```

- <Match> - each individual daily recommended bet
- <Country> - the home country for the league of the recommended bet
- <LeagueName> - the league of the recommended bet
- <MatchName> - the two teams who are in the event of the recommended bet
- <KickOffTime> - the start time of the event of the recommended bet
- <TextOutput> - text supporting the recommended bet
- <Marketname> - name of the recommended bet
- <Odds> - price of the recommended bet
- <OddsLinkText> - CTA text linking
- <OddsLink> - a link to the recommended bet on the sponsor sportsbook
- <Order> - the “rank” of the recommended bet within the list of the day’s recommended bets

Empty and Fail States

If one of the nodes in the XML is empty, do not display the bet recommendation in the Dailybets list. Update the ordering so that the next recommendation takes the place of the incomplete one.

For example, if recommendation #3 was incomplete, recommendation #4 is upgraded to #3, #5 to #4, etc.

There will be times when there are no Dailybets, either when there are no events, all events have started, or there are no compelling bet recommendations. In this scenario, display placeholder text: There are no recommended bets today. Check back tomorrow!

Editorial

Editorial content will be pulled at regular 15 minute intervals and be displayed beneath the Dailybets widget. There will be a maximum of 4 pieces of editorial content shown within the editorial widget, and each editorial will be a maximum of 250 words long.

Editorial content varies between different pieces. Some will have clear calls to action (CTA) and others will be text only.

Content

Title

At the top of each piece of editorial content is a title for the content. This is a heading for the content and not part of the body. It should be given the appropriate heading tag.

Date

The date that is sent with the content is the date the content is written, generated by the author. We do not need to generate this date.

Content

The content is sent in the <TextOutput> field. This content is sent with formatting and can include inline links.

CTA

Beneath some writeups there will be a CTA. The text sent in the <LinkText> field will be shown in a button beneath the write up. The button will link to the URL sent in the <Link> field.

The diagram illustrates the layout of an editorial content piece. It includes a title, a date, a main text block, and a call-to-action button. Annotations with arrows point to specific elements: 'Item name makes up the title and date stamp of the post' points to the title and date; 'Text' points to the main body of the article; and 'Link Text is featured at bottom of writeup, linking somewhere defined by content author' points to the 'Bet Now' button.

Item name makes up the title and date stamp of the post

Adelaide v Melbourne Victory Preview

08-Dec-2014 14:00

Adelaide and the Victory had vastly differing starts last weekend as the former thrashed Perth 3-1 while Angelos Postecoglou's boys played out a bore-draw hosting local (and historically lesser) rivals Melbourne Heart. This promises to be a tough campaign for the Victory. Two of their three main strikers – Marcos Flores and Marco Rojas – left the club in the off-season and Rojas, in particular, will be missed. In the last 16 games he's missed they've picked up just 15 points, whereas they averaged 1.56 points per game in the Kiwi's last 50 games for the club.

Text

Adelaide finished last season poorly. They were top after eight matches but finished fourth, winning just one of their final five home games. Furthermore, the hosts sold their best player, Dario Vidosic, and they could also be in for a long season. United have won the last four editions of this fixture and with the Victory short of firepower and adjusting to their new formation we're inclined to back the hosts here.

[BetVictor offer 1.75](#) on a Adelaide Win Draw No Bet and that looks the safe option at this early stage in the season.

Link Text is featured at bottom of writeup, linking somewhere defined by content author

Bet Now

XML

```
<BettorlogicEditorial>
  <Item>
    <ItemName>
      Adelaide v Melbourne Victory Preview, 08-Dec-2014 14:00
    </ItemName>
    <ItemSection>Match Preview</ItemSection>
    <TextOutput>
      Adelaide and the Victory had vastly differing starts last weekend as the former
      thrashed Perth 3-1 while Angelos Postecoglou's boys played out a bore-draw hosting
      local (and historically lesser) rivals Melbourne Heart. This promises to be a tough
      campaign for the Victory. Two of their three main strikers - Marcos Flores and Marco
      Rojas - left the club in the off-season and Rojas, in particular, will be missed. In
      the last 16 games he's missed they've picked up just 15 points, whereas they averaged
      1.56 points per game in the Kiwi's last 50 games for the club.
    <br/>
    <br/>
      Adelaide finished last season poorly. They were top after eight matches but finished
      fourth, winning just one of their final five home games. Furthermore, the hosts sold
      their best player, Dario Vidosic, and they could also be in for a long season. United
      have won the last four editions of this fixture and with the Victory short of
      firepower and adjusting to their new formation we're inclined to back the hosts here.
    <b>BetVictor offer 1.75</b>
      on a Adelaide Win Draw No Bet and that looks the safe option at this early stage in
      the season.
    </TextOutput>
    <LinkText>Bet now</LinkText>
    <Link>
      https://www.nairabet.com/bets/event/Vicenza-Calcio---Brescia-Calcio/4522205
    </Link>
    <Order>1</Order>
    <Keywords>Football, A-League, Betting preview</Keywords>
  </Item>
</BettorlogicEditorial>
```

- <Item> - each item is a separate piece of editorial content
- <ItemName> - the title of the editorial content
- <ItemSection> - these are "types" of content, eg Match Preview, Trade Report etc.
- <TextOutput> - the body of content for the editorial
- <LinkText> - editorial which has a call to action will have the link text in this field
- <Link> - the address that the link text goes to, defined by content author, could be a sportsbook, a supporting page, etc.
- <Order> - the order in which the editorial content will be shown on the day it is pulled
- <Keywords> - tags relating to the content of the editorial used to archive and sort the content

Empty and Fail State

The Editorial content widget is placed on the page in a place where it does not matter if there is no content. If there is no editorial content then the widget can just be empty and it will not be obvious there is missing content.

If Link or LinkText is missing, do not show the CTA at the bottom of the write up. One cannot be shown without the other. The rest of the editorial content can be shown without the CTA.

If ItemName or TextOutput is empty then the entire Item should not be shown. The title and the body of content are necessary to show a piece of editorial content.

It is fine to show editorial content without a Date.

Livelogic

Livelogic is a feed of bet recommendations which is generated *during* live events. This is different than Dailybets as Dailybets provide bet recommendations *before* live events, which are no longer actionable once an event begins. If there are no live events currently happening, there will be no content in the livelogic feed.

Recommendations are generated every 5 minutes and immediately after a goal during live events. Bettorlogic will be responsible for throttling the frequency at which the recommendations come in to an appropriate rate. We will display recommendations as they are pushed.

The Livelogic widget shows the three most recent recommendations, with the newest displayed at the top and the oldest at the bottom. As a new recommendation is sent to us it hides the oldest one which is currently being displayed.

When matches end, there will be no recommendations coming in to erase old ones. Recommendations disappear after 10 minutes of being displayed if no newer recommendations take their place.

Livelogic
Italy - Serie A

Modena - 0 '49 0 - Livorno
2nd Half

When all square in the second half, there have been less than 1.5 goals in seven of Modena's last nine matches

Under 1.5 Goals
3.0

England - Premier League

Arsenal - 0 '15 1 - QPR
1st Half

When ahead by one in the 15th minute, QPR has drawn in their last four matches

Draw
2.60

Netherlands - Bundesliga

H Almeo - 2 '45 0 - Dordrecht
Halftime

With a two goal advantage at halftime, H Almeo have scored next in three of their last five.

H Almeo Scores Next
3.0

Spain - La Liga

FC M... 0 '53 0 - Atl...

Annotations:

- Newest recommendations show up at the top of the widget, older are listed below
- Country, League, and Teams in Event need to be sourced from the EventID
- Scores and minutes must update while the recommendation is displayed
- Old recommendations disappear when there are 3 new ones above them

Recommendation Breakdown

Each recommendation will show the same content:

- Above each recommendation, the country and league of the match is shown
- The top bar of the recommendation is a scoreboard. The score for each team and the current match minute and period is displayed.
- The body of the recommendation shows text explaining the recommendation.
- A CTA button has the recommended market and the price for that market on it. The button links to a URL sent with the recommendation.

Country and League of Recommendation

Current minute and period

Team and current score

England - Premier League

Arsenal - 0

'15
1st Half

1 - QPR

When ahead by one in the 15th minute, QPR has drawn in their last four matches

Text

Draw
2.60

Outcome and price are on the button, the button links to the url sent with recommendation

XML

```
<ArrayOfEvent xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema">
  <Event>
    <EventId>123456</EventId>
    <CurrentScore>0-1</CurrentScore>
    <Text>
      With one goal in the game by the 80th minute, there have been +1.5 goals in three of
      the last five Dalian Aerbin home matches against top-half teams
    </Text>
    <MarketType>GoalLine</MarketType>
    <Outcome>Over 1.5</Outcome>
    <CurrentMinute>81</CurrentMinute>
    <GeneratedAt>80</GeneratedAt>
  </Event>
</ArrayOfEvent>
```

- <Event> - each Livelogic fact and recommendation is sent as a separate event
- <EventId> - identification number of the event from Bettorlogic
- <CurrentScore> - the current score of the match of the recommended market
- <Text> - text supporting the recommended market
- <MarketType> - the type of market the text recommends
- <Outcome> - the recommended outcome for the MarketType
- <CurrentMinute> - the time of the match at the time the recommendation is sent
- <GeneratedAt> - the time the recommendation was produced (often referenced in the text as well)

Empty and Fail States

Most of the time there will not be any recommendations being sent to Livelogic as there are no events live to produce recommendations for. In this state, the widget will not show any recommendations. Instead placeholder text “There are no live events on now” will be displayed in the widget until recommendations are available.

The livelogic widget has the luxury of having frequent updates and lots of content. If a node is missing for an Event then do not display the recommendation. Another recommendation will be generated quickly and broken content will not be displayed.

My Multi

My Multi is the only widget which requires the user to input values. A user inputs a value they would like to bet and the value they would like to win. The amount the user would like to bet is referred to as their 'Stake'. These values are used to find a 'Multiplier' to send to Bettorlogic:

$$to\ win \div stake = < Multiplier >$$

The multiplier is sent to Bettorlogic after a user is finished filling in both fields. Bettorlogic returns 5 'MultiBetItems'. Each MultiBetItem is a recommended bet that has its own odds. When the odds for all 5 are multiplied together, the product is a value which is close to the users defined multiplier.

The 5 returned items are listed beneath the inputs. If a user modifies their stake or to win, the multiplier changes and the displayed items reload.

My Multi

I want to bet:

To Win:

Markets will appear here

When both fields are populated, recommendations are generated below

My Multi

I want to bet:

To Win:

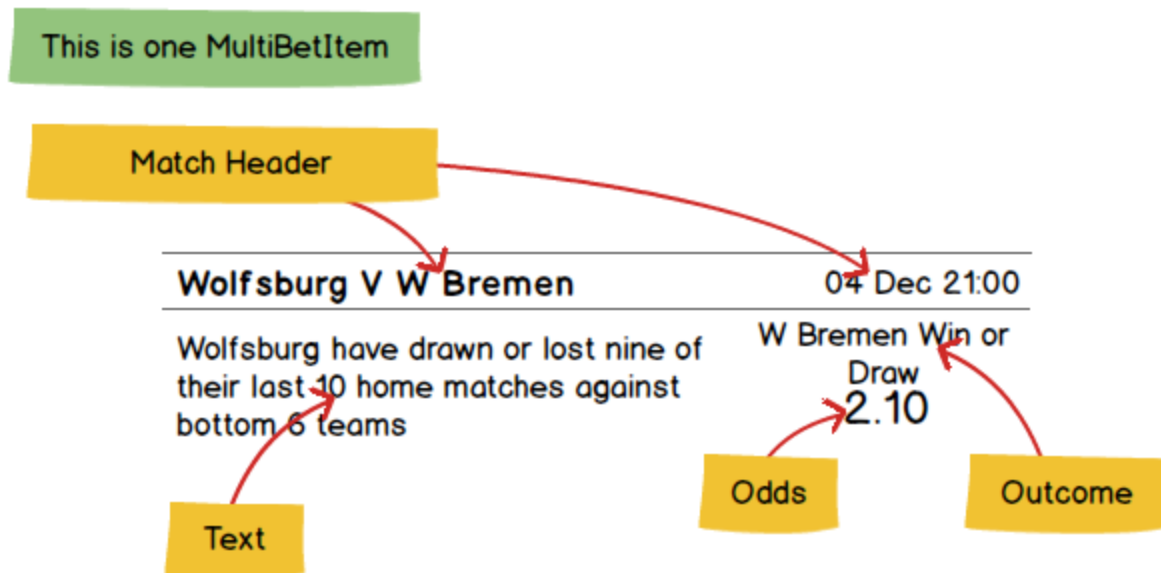
Lyon v Reims	04 Dec 20:00
Lyon have had Under 2.5 goals in three of their last four home matches against top-half teams	Under 2.5 Goals 1.95
Southampton v QPR	04 Dec 19:00
Southampton have drawn or lost six of their last 10 home matches	Southampton Win or Draw 2.15
Nottm Forest v Brighton	04 Dec 10:00
Nottm Forest have had Over 2.5 goals in three of their last four home matches against bottom half teams	Over 2.5 Goals 1.85
Arsenal v Spurs	04 Dec 21:00
Arsenal have drawn or lost three of their last four matches	Spurs Win or Draw 1.75
Wolfsburg V W Bremen	04 Dec 21:00
Wolfsburg have drawn or lost nine of their last 10 home matches against bottom 6 teams	W Bremen Win or Draw 2.10
Bet Now	Total Odds: 28.50

Recommendation Breakdown

Each recommendation will display the same content:

- The match header, with the date aligned to the right
- Text for the recommendation
- The bet outcome being recommended
- The odds of the bet recommendation

Note that in the other widgets outcome and odds are on a button. For My Multi there is no button per recommendation, just a single Bet Now button at the bottom of the widget.

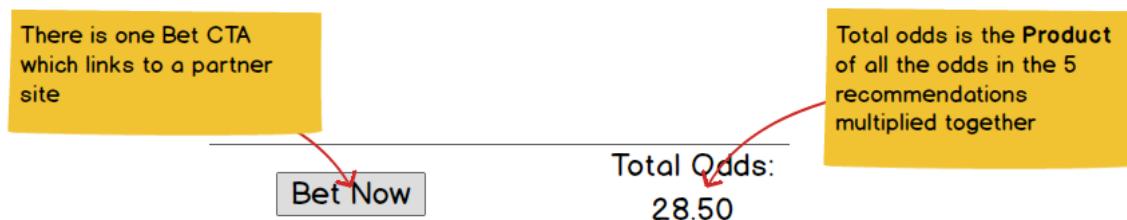


Footer

When populated with recommendations, there is a footer at the bottom of the My Multi widget which shows the total odds and a bet now CTA.

Total odds is the product of all odds in the 5 recommendations multiplied together.

The CTA links to an external partner site.



XML

```
<MyMultiBets xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <Multiplier>20</Multiplier>
  <MultibetItems>
    <MultibetItem>
      <HomeTeamName>Lyon</HomeTeamName>
      <AwayTeamName>Reims</AwayTeamName>
      <MatchHeader>Lyon v Reims Thu 04 Dec 20:00</MatchHeader>
      <Text>
        Lyon have had Under 2.5 goals in three of their last four home matches against
        top-half teams
      </Text>
      <Odds>1.80</Odds>
      <EventID>3738668</EventID>
      <MarketID>13206752</MarketID>
      <SelectionID>196934027</SelectionID>
      <MatchDate>2014-12-04T00:00:00</MatchDate>
      <MatchKickOff>2014-12-04T20:00:00</MatchKickOff>
      <MatchID>301673</MatchID>
    </MultibetItem>
    <MultibetItem>
      <HomeTeamName>Saransk</HomeTeamName>
      <AwayTeamName>D. Moscow</AwayTeamName>
      <MatchHeader>Saransk v D. Moscow Thu 04 Dec 14:45</MatchHeader>
      <Text>
        Saransk have had Under 2.5 goals in five of their last six home matches
      </Text>
      <Odds>1.67</Odds>
      <EventID>3740945</EventID>
      <MarketID>13246496</MarketID>
      <SelectionID>197300400</SelectionID>
      <MatchDate>2014-12-04T00:00:00</MatchDate>
      <MatchKickOff>2014-12-04T14:45:00</MatchKickOff>
      <MatchID>311373</MatchID>
    </MultibetItem>
    <MultibetItem>
      <HomeTeamName>M Petah Tikva</HomeTeamName>
      <AwayTeamName>Ashdod</AwayTeamName>
      <MatchHeader>M Petah Tikva v Ashdod Thu 04 Dec 17:00</MatchHeader>
      <Text>
        M Petah Tikva have had Over 2.5 goals in their last three home matches against
        top-half teams
      </Text>
      <Odds>1.91</Odds>
      <EventID>3735994</EventID>
      <MarketID>13249658</MarketID>
      <SelectionID>197323977</SelectionID>
      <MatchDate>2014-12-04T00:00:00</MatchDate>
      <MatchKickOff>2014-12-04T17:00:00</MatchKickOff>
      <MatchID>315422</MatchID>
    </MultibetItem>
    <MultibetItem>
      <HomeTeamName>Ross County</HomeTeamName>
      <AwayTeamName>Dundee Utd</AwayTeamName>
      <MatchHeader>Ross County v Dundee Utd Fri 05 Dec 19:45</MatchHeader>
      <Text>
```

```

    Ross County have won or drawn three of their last four matches against top-half
    teams
  </Text>
  <Odds>1.83</Odds>
  <EventID>3738667</EventID>
  <MarketID>13217641</MarketID>
  <SelectionID>197055484</SelectionID>
  <MatchDate>2014-12-05T00:00:00</MatchDate>
  <MatchKickOff>2014-12-05T19:45:00</MatchKickOff>
  <MatchID>315684</MatchID>
</MultibetItem>
<MultibetItem>
  <HomeTeamName>Ath. Bilbao</HomeTeamName>
  <AwayTeamName>Cordoba</AwayTeamName>
  <MatchHeader>Ath. Bilbao v Cordoba Sat 06 Dec 17:00</MatchHeader>
  <Text>
    Ath. Bilbao have had win/win results in their last seven home wins
  </Text>
  <Odds>2.00</Odds>
  <EventID>3743634</EventID>
  <MarketID>13227325</MarketID>
  <SelectionID>197137430</SelectionID>
  <MatchDate>2014-12-06T00:00:00</MatchDate>
  <MatchKickOff>2014-12-06T17:00:00</MatchKickOff>
  <MatchID>310244</MatchID>
</MultibetItem>
</MultibetItems>
</MyMultiBets>

```

- <MultibetItem> - each recommended bet is separated into its own Multibet Item
- <HomeTeamName> - name of the home team in the recommended bet
- <AwayTeamName> - name of the away team in the recommended bet
- <MatchHeader> - Teams in matchup, date and time of matchup
- <Text> - text supporting recommended bet
- <Odds> - price of recommended bet
- <EventID> - Identifier of event defined by Bettorlogic
- <MarketID> - Identifier of bet defined by Bettorlogic
- <SelectionID> - Identifier of recommended bet defined by Bettorlogic
- <MatchDate> - date of event
- <MatchKickOff> - start time of event
- <MatchID> - Identifier of match defined by Bettorlogic

Empty and Fail States

If Betterlogic does not return a full set of MultiBetItems we need to display an error message: "My Multi cannot find recommendations for you right now, please try again later."

Maximum and minimum values will be set on the 'To Win' field to ensure that users select values for which there are results. The multiplier must be between 2-500. That means that if a user enters 3 as their stake, the maximum value of the to win field is 1500, the minimum is 6.

User Journey - Using My Multi

A user wants to turn a \$10 stake into \$300 using the My Multi tool. They go to the microsite and scroll down to the widget, which is currently unpopulated and in an 'empty state'.

My Multi

I want to bet: To Win:

Markets will appear here

The user enters in their stake. When they enter the value nothing happens as the 'To Win' amount remains to complete the multiplier.

My Multi

I want to bet: To Win:

Users can type into the field or use stepper to set the stake and to win values. If a user types into the field, the multiplier is sent to Bettorlogic as soon as they exit the text field or press 'Enter'. If a user uses the stepper, the stepper jumps in increments of 1 for the 'stake' and 10 for the 'to win' field. The multiplier is sent to Bettorlogic each time a user clicks on the stepper.

Once the user sets the to win value, either by typing in a value or clicking on the stepper the multiplier is sent to Bettorlogic. Bettorlogic returns 5 recommended bets, when the odds of those recommended bets are multiplied together they equal or are very close to the user's set multiplier.

<h3>My Multi</h3>	
I want to bet: <input type="text" value="\$10"/>	To Win: <input type="text" value="\$300"/>
Lyon v Reims	04 Dec 20:00
Lyon have had Under 2.5 goals in three of their last four home matches against top-half teams	Under 2.5 Goals 1.95
Southampton v QPR	04 Dec 19:00
Southampton have drawn or lost six of their last 10 home matches	Southampton Win or Draw 2.15
Nottm Forest v Brighton	04 Dec 10:00
Nottm Forest have had Over 2.5 goals in three of their last four home matches against bottom half teams	Over 2.5 Goals 1.85
Arsenal v Spurs	04 Dec 21:00
Arsenal have drawn or lost three of their last four matches	Spurs Win or Draw 1.75
Wolfsburg V W Bremen	04 Dec 21:00
Wolfsburg have drawn or lost nine of their last 10 home matches against bottom 6 teams	W Bremen Win or Draw 2.10
<input type="button" value="Bet Now"/>	Total Odds: 28.50

If the user likes the bets they see they click the 'Bet Now' CTA and are taken to the sportsbook partner site to place their bets.

Other

Timezone - Times throughout the widgets will need to update to be in the user's local timezone. All times sent by Bettorlogic are in UTC and will need to be adjusted accordingly.

Clean HTML - This should be restated: the goal of this engagement is to take the data from Bettorlogic and prepare clean, well organized HTML to have skins applied to it at a later time. The logic and layout is more important than the microsite looking pretty.

Questions Remaining

- How do we get a link to the parlay for my multi
 - need to talk to nairabet