



Process Deck

Rohan Barad | Team Project | 2020

HOME OF
THE BETTER
BETTOR



Agenda

EMPATHIZE

Survey, User Interviews
Competitive Analysis, Survey #2

DEFINE

Problem Statement,
Personas, Product Strategy

IDEATE

MoSCoW Prioritization,
Information Architecture

PROTOTYPE

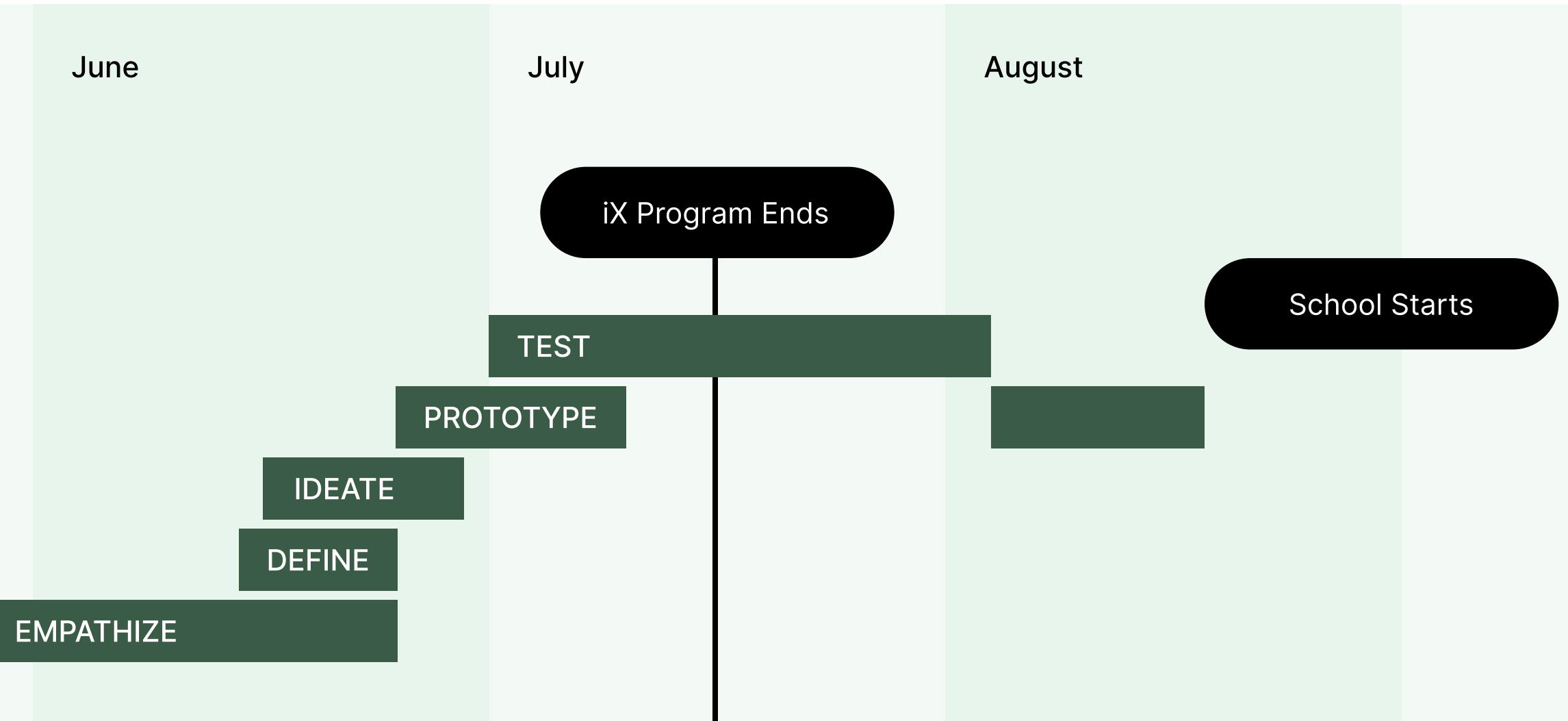
Sketches, Balsamiq
Wireframes, Paper Prototype

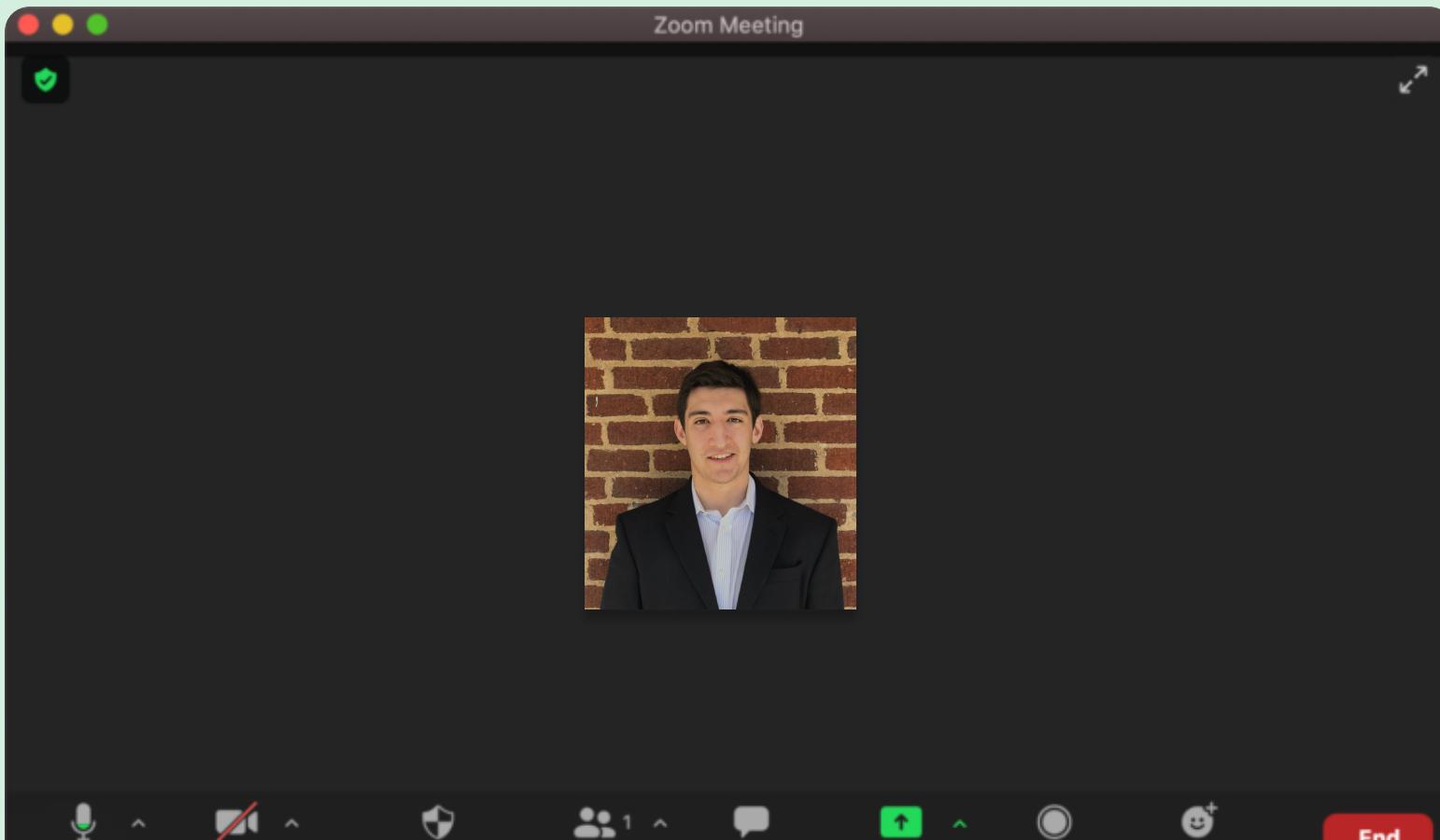
TEST

Usability Testing, Landing Page
MVP Testing, Next Steps

Timeline

At iXperience, a 7-week Product Management Fellowship, I teamed up with 4 other classmates to work on this project. Our work would span for 3 months, during and after the program's duration.





Problem Inspiration

On the first day of class, Adam Hurwitz pitched his million-dollar-idea: Nomad, a non-money betting platform. Currently, sports betting is an addiction to losing money. With Nomad, bettors can continue to enjoy the highs of betting without experiencing the financial lows.

Timeline

Inspired by Adam's pitch, me and three other classmates joined him to turn his idea into a reality over the Summer.



**Adam
Hurwitz**



University of Virginia

**Gabriela
Vega**



University of Richmond

**Rohan
Barad**



University of Michigan

**Kendall
Sweetapple**



University of California, LA

**Mackenzie
Carlin**



University of Wisconsin

ROADMAP

Empathize Define Ideate Prototype Test

Week 0

1

2

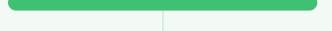
3

4

5

Empathize

Survey



User Interviews



Competitive Analysis



Survey #2



Define

Problem Statement



Primary Personas



Product Strategy



SURVEY

Empathize Define Ideate Prototype Test

Goal

Do young adults want to make bets without winning money?

Assumption

We designed a survey to test whether young adults like betting on just social capital, like bragging rights and banter, without any money involved.

Outreach

Our intended audience was college students, because they like to make bets across a spectrum of settings like sports, games, and parties. We spread the survey to friends through iMessage group chats and student organization workspaces like Slack.

Altogether, this helped us tap into college students around:

- Michigan
- Virginia
- Southern California
- Wisconsin
- Boston
- iXperience [Capetown, SA]

SURVEY

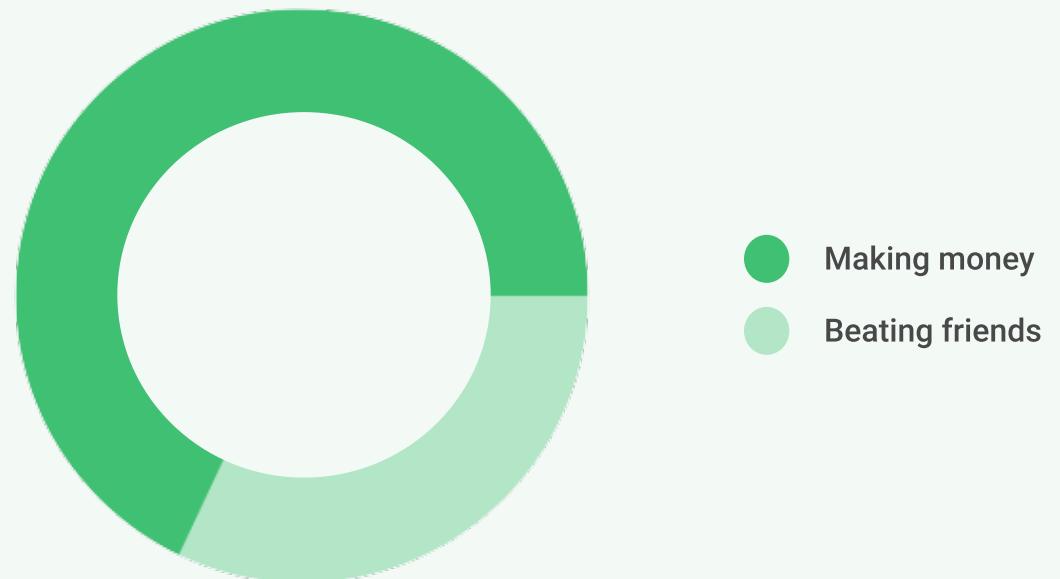
Empathize Define Ideate Prototype Test

The survey received 128 total responses.

From these results, we inferred that winning money is the most common reason for placing bets, whereas interaction with friends is more of a side thought.

Moving forward, we concluded that money is essential to bets for college students. These 2 questions alone were convincing enough for us to **pivot**, realigning our visions to include money bets in our platform. Like all pivots, it hurt to let the non-money idea go; nevertheless, it would've hurt worse in the long run if we kept it alive.

Which incentive for winning a bet is more important to you?



Why do you bet on sports games?
Check all that apply.



USER INTERVIEWS

Empathize Define Ideate Prototype Test

Pivoting to the money-betting market, we set out to find pain-points around the betting experience that we could help solve with our platform; so, we interviewed our college friends.

General Questions

- Do you use any form of documentation to help you make a bet?
- Do you tend to bet with the same group of people?
- How do you keep your bets organized?
- How public are your bets usually? Do you wish they were more public or private?

Experience Questions

- Tell me about a time you made a bet with somebody?
- Tell me about a time where a bet was not followed up on.
- After you've either won or lost a bet, what happened next?

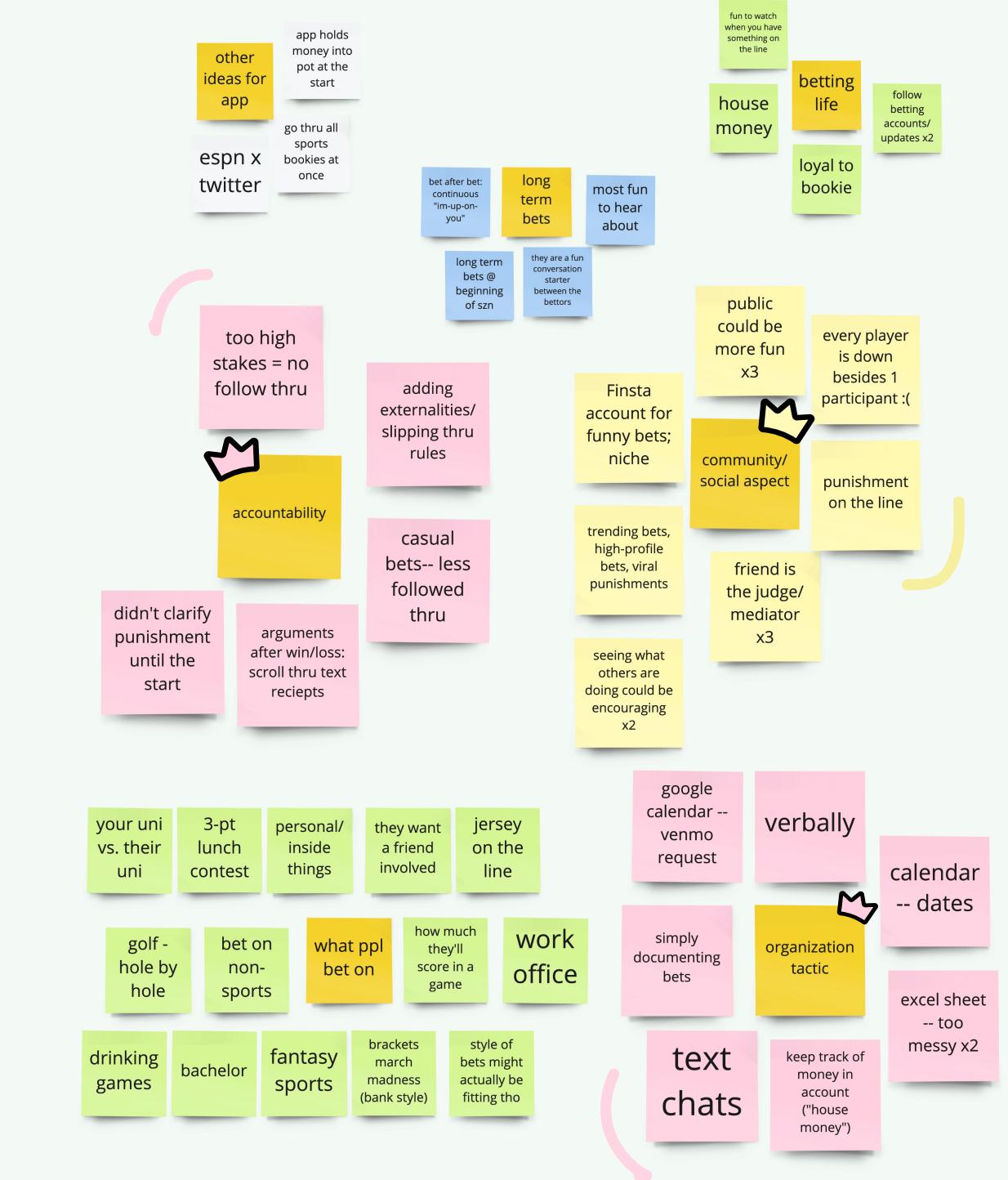
USER INTERVIEWS

Empathize Define Ideate Prototype Test

User Interview Themes

From the 11 interviews that took place, we learned of use cases that pointed us towards three common pain points or opportunities to explore:

1. Bettors like **social communities** for bets, as they are inspired by other bets' terms, informed by people's decisions, and entertained by their consequences.
2. Bettors want an **organized way to document** betting terms, so that they can agree to a clear winner once the bet takes place
3. Bettors are frustrated with the **lack of accountability**, because often times, losers do not follow through with consequences, or the bet itself is forgotten by both parties



USER INTERVIEWS

Empathize Define Ideate Prototype Test

User Interview Themes

Potential Offerings!

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3. Bettors are frustrated with the **lack of accountability**, because often times, losers do not follow through with consequences, or the bet itself is forgotten by both parties

Notifications

Starting simple, having both parties declare a due date to their bet, and then notifying them on that due date, will help bets be remembered and followed through.



Social Feed

Having a feed of your friend's public bets could be inspiring, whether it helps you choose a side, copy the bet for yourself, or witness others follow through with their consequences!

Accept or Decline Option

To drive home the accountability of a bet, each party has to virtually accept or decline a bet, which adds a concrete memorandum to the once powerful handshake.

Make-a-bet Template

By offering a simple, straightforward template for betting terms, bettors can quickly jot down bets that are clear and concrete in keeping track of the bet, determining a winner, and preserving the consequences.

COMPETITIVE ANALYSIS

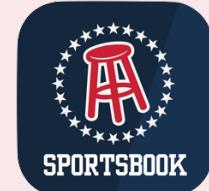
Empathize | Define | Ideate | Prototype | Test

**Community, organization,
and accountability.** Is
anyone else already doing
what we're doing?

What related problems are currently solved, and how?
Is there space in the market for our core ideas, or are
those pains and problems already being solved?



BOVADA



COMPETITIVE ANALYSIS

Empathize | Define | Ideate | Prototype | Test

Under this criteria, we collected competitive data and determined that there were no **direct** competitors to our competitive position.

The Competition

		Offerings	Audience	Similarities	Differences
	Payment Services Indirect Competitors	<ul style="list-style-type: none"> Payment Social Feed via payment captions 	<ul style="list-style-type: none"> Adolescents Adults 	<ul style="list-style-type: none"> Social Feed Payment <i>Consider integrating Venmo</i> 	<ul style="list-style-type: none"> Not specific to betting
	Fantasy Sports Potential Competitors	<ul style="list-style-type: none"> Sports-related interactions Predicting outcomes in sports 	<ul style="list-style-type: none"> All sports lovers, particularly football fans 	<ul style="list-style-type: none"> Documents and tracks sports <i>betting</i> among friends Target market 	<ul style="list-style-type: none"> No internal means of money betting Minimal interaction Strictly sports
	Online Betting Potential Competitors	<ul style="list-style-type: none"> Betting money Organized bets (very formal) 	<ul style="list-style-type: none"> Adults (18+ and middle-aged adults) 	<ul style="list-style-type: none"> Place to strictly manage bets Accountability (Monday payouts) 	<ul style="list-style-type: none"> Very formal bets; no customized terms Outcomes are objective
	Communication Services Substitute Competitors	<ul style="list-style-type: none"> Communication between friends 	<ul style="list-style-type: none"> Adolescents Adults Seniors 	<ul style="list-style-type: none"> Propose and informally document bets 	<ul style="list-style-type: none"> Not specific to betting Very informal bets
	Social Media Indirect Competitors	<ul style="list-style-type: none"> Sports/ betting news Platform to discuss betting takes 	<ul style="list-style-type: none"> Adolescents Adults Seniors 	<ul style="list-style-type: none"> Social Platform and Feed Profile Page 	<ul style="list-style-type: none"> Not specific to betting

SURVEY #2

Empathize Define Ideate Prototype Test

Another Survey!

After the competitive analysis, we felt encouraged because in the market, there are only round-about ways of going about what we set out to accomplish.

Nevertheless, to be more safe than sorry, we sent out one more survey to validate the insights we extracted from user interviews. This survey was spread in the same way as the last one.

The survey received 52 total responses.

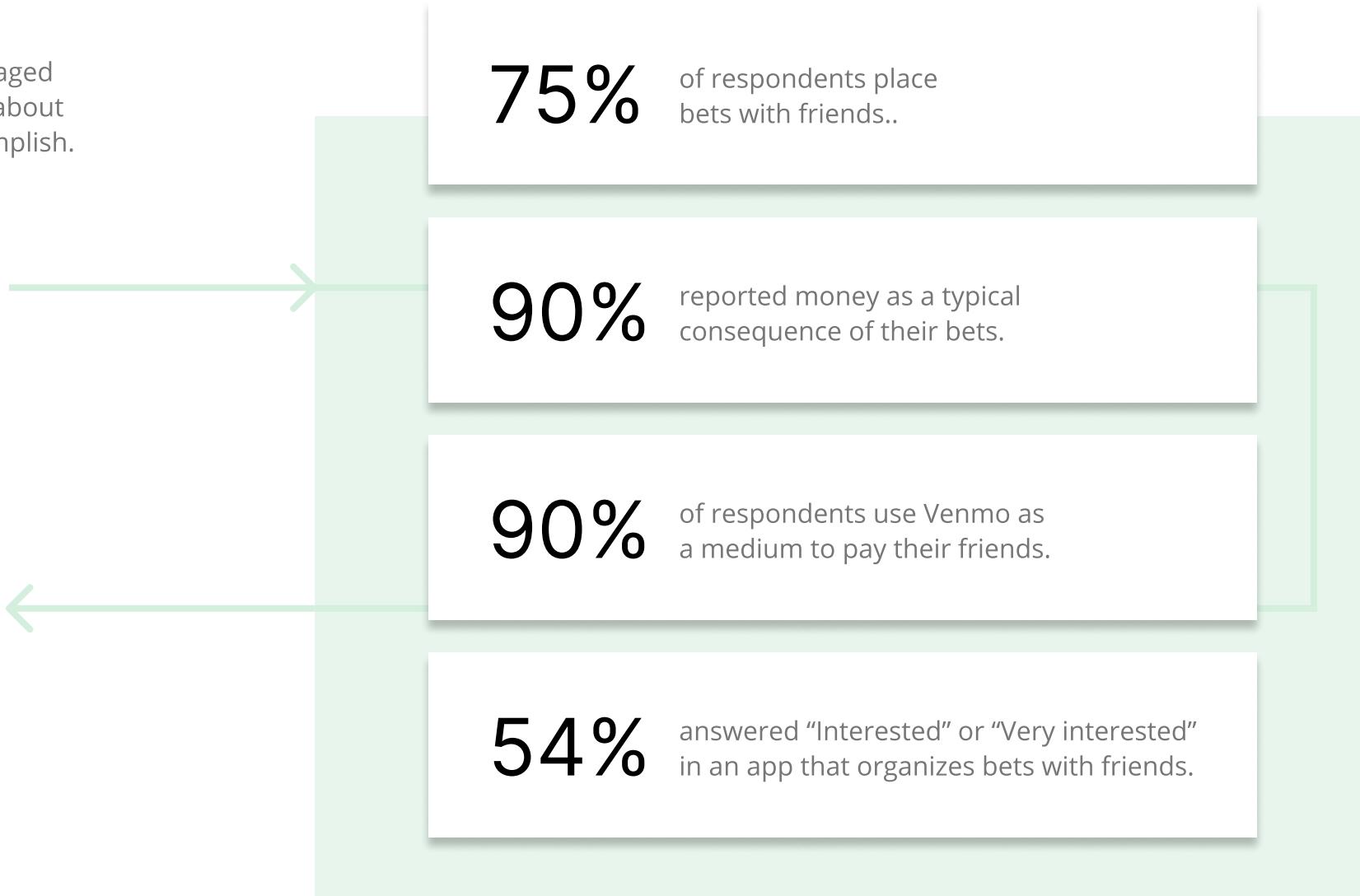
Altogether, responses to this survey reinforced team morale as we equipped ourselves for a good run after a hard pivot.

75% of respondents place bets with friends..

90% reported money as a typical consequence of their bets.

90% of respondents use Venmo as a medium to pay their friends.

54% answered "Interested" or "Very interested" in an app that organizes bets with friends.



PROBLEM STATEMENT

Empathize Define Ideate Prototype Test

Young adults want a platform to keep track of social bets, so that they can hold their friends accountable and preserve the thrill around betting.

Our goal is to fulfill this need.



PRIMARY PERSONAS

Empathize | Define | Ideate | Prototype | Test

Target Audience

Our past conversations from user interviews helped collect personal qualities and user scenarios to model two relevant user groups. With this information, we formed a persona for each user group.

Moving forward, we will cater research efforts and feature designs for Joey and Sarah.



Joey the Sports Guy, 20, Boston MA

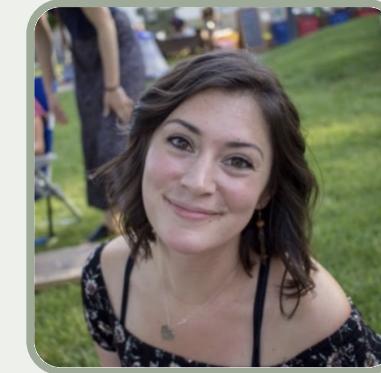
A former High School football player, Joey is naturally competitive and loves connecting with friends over sports. On his phone, he checks his Fantasy Football lineup just as much as he scrolls on Instagram and Twitter.

Needs

- Outlet for competitiveness
- Platform to facilitate *handshake* bets, short and long term

Opportunities

- Easy way to keep track of friendly bets
- Social network of accountable bettors



Sarah the Talker, 22, San Francisco CA

Sarah recently graduated college. She is super outgoing, whether that be in person or on Facebook and Snapchat. In her conversations, she loves friendly banter and little dares, although formally, the thought of placing an online bet has never crossed her mind.

Needs

- A place to document informal *verbal* bets
- Clear betting terms
- Social connection with friends
- Alternatives to betting money

Opportunities

- Expand betting topics to more than just sports and money
- An fast, organized way to place social bets
- A network for friendly wagers

PRODUCT STRATEGY

Empathize | **Define** | Ideate | Prototype | Test

Design Big, Build Small

Even before ideation, our minds naturally thought of new social betting feature ideas by the day. To prepare for ideation, we wanted to ensure a way to manage the avalanche of ideas that we anticipated coming.

Together, we chose to adopt the **Minimum Viable Product** approach. In an MVP plan, the product is lean, as it has just enough features to satisfy early customers, while also reaping feedback for further product development. Having an MVP is fitting for our team, because we have limited time to test our idea and limited resources to deal with feature creep. All in all, this strategy will help us *fail faster* and iterate on our product.



ROADMAP

Empathize Define Ideate Prototype Test

Week 3

4

5

6

Ideate

Feature Ideation

MoSCoW Prioritization

Information Architecture

Prototype

Sketches

Balsamiq Wireframing

Paper Prototype

Testing Iterations



MoSCoW PRIORITIZATION

Empathize Define Ideate Prototype Test

Once we had a list of desirable feature offerings, we made use of MoSCoW Prioritization to converge and ultimately stay true to the MVP strategy. Moving forward, we will only incorporate features in the “Must Have” section.

Must Have

1. Accountability
 - make a bet
 - accept/decline
 - clear outcome

2. Social Interaction
 - liking
 - commenting
 - show friends' bets

Should Have

1. Login with Venmo
2. Non-monetary bets
3. Negotiate a bet
4. Profile Page
 - a) picture
 - b) username

Could Have

1. Trending Page: celebs, news, big events
2. Pending vs. Closed Bets
3. Profile: Betting statistics
4. Categories
 - a) Highlights
 - b) videos
 - c) punishments

Would Have

1. Profile:
Credibility Rating
2. Hashtags
3. Trophy room, point system
4. Onboarding
5. Suggestions for bets
 - a) wheel of punishments

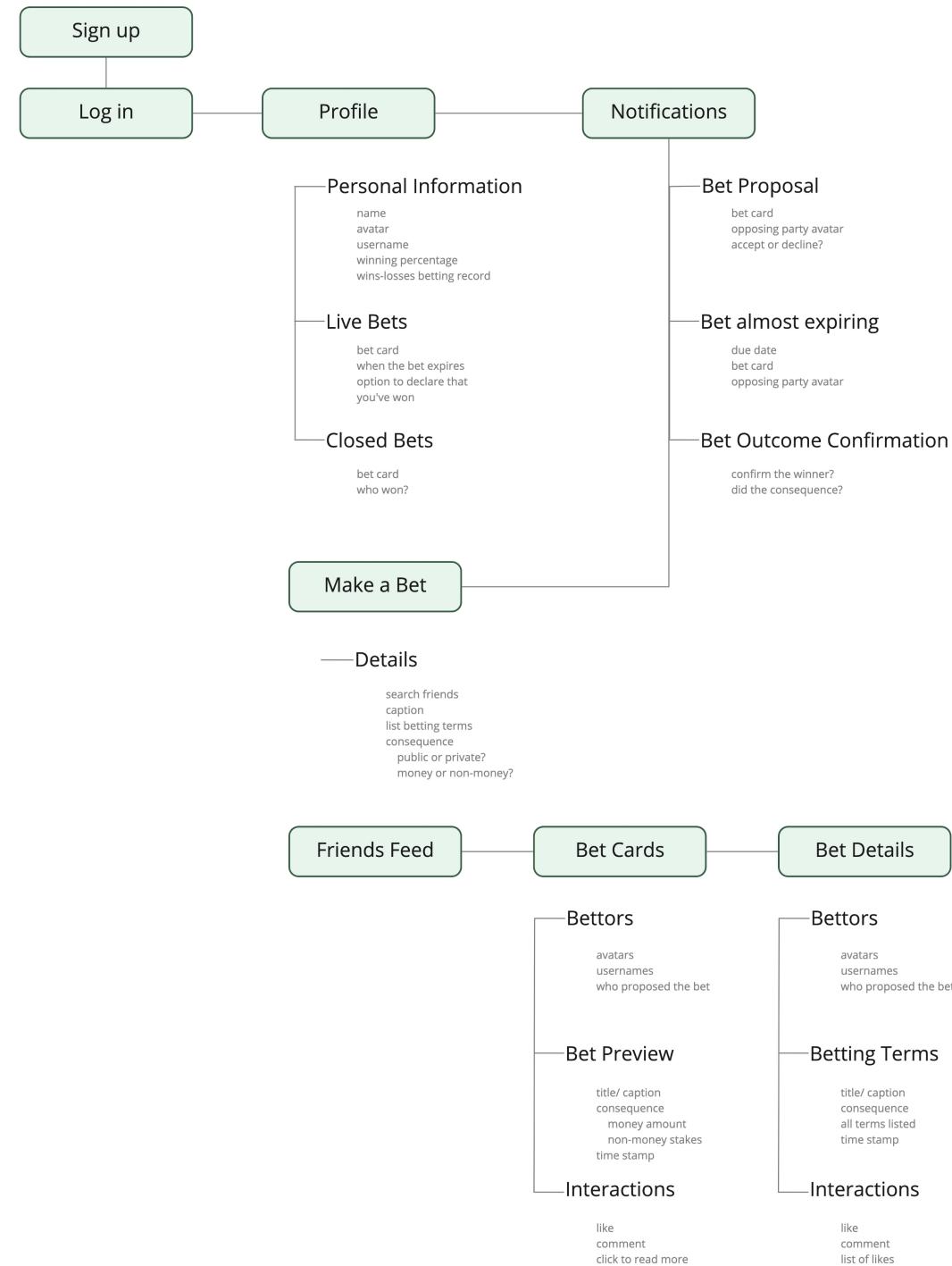
INFORMATION ARCHITECTURE

Empathize Define Ideate **Prototype** Test

The Calm Before the Storm

Once we slimmed down to our “Must Have” features, it was time to start sketching. To keep the sketches directed towards our slim features list, we mapped out where the Must Have features would lie. In doing so, we could refer to the information architecture during sketches, which helps us stay focused on the layout of just those features; in turn, this prevents any chance of diverging again, which would eat time out of our design studios.

Oh! And we renamed our platform itself! Say hello to **Ubetcha**



SKETCHES

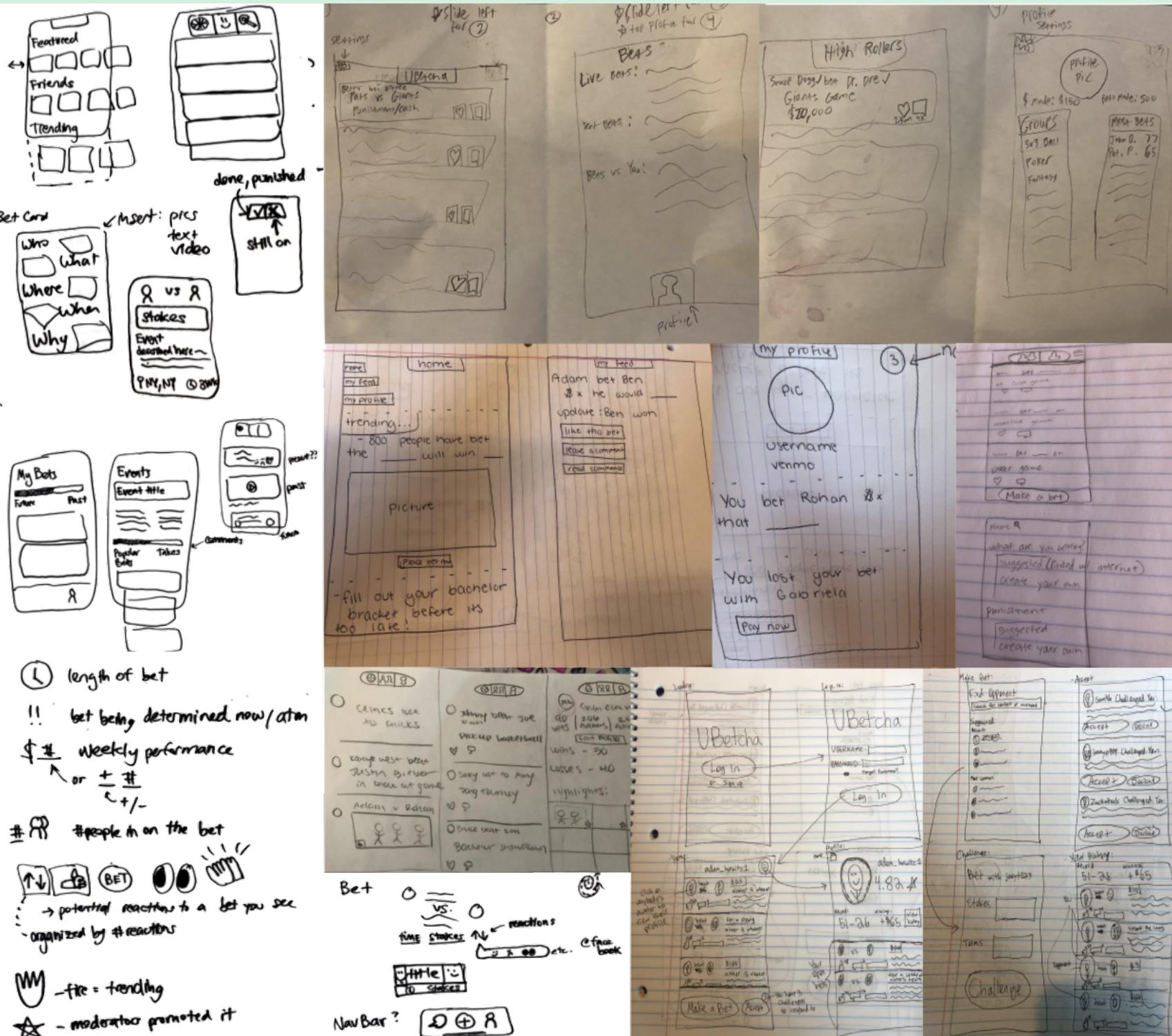
Empathize Define Ideate Prototype Test

Round 1

As a team, I was the only person with design experience. This put me in a role to assist my teammates as we designed together. In the ideation phase, this meant asking my teammates to share what inspired them behind each of their sketches.

For the first round, we analyzed sketches by discussing which design elements we liked:

- Feed
 - Avatars on the bet card [Adam]
- Profile
 - View betting history on the profile [Kendall]
 - Betting highlights [Gabriela]
- Notifications
 - Pay Now button [Mackenzie]



SKETCHES

Empathize Define Ideate Prototype Test

Round 2

When we congregated for the second time, our sketches shared very similar elements, because our visions and mental maps were well-aligned.

To move forward, we picked out design styles that we liked, whether that be grouping of certain elements or the position of an element. With these pairings and mini-rules, we were prepared to wireframe.

In hindsight, I'm thankful that we identified certain pairings and positions, because down the road, it informed us for further design iterations in the same way that a style guide does.



WIREFRAMING

Empathize Define Ideate Prototype Test

Balsamiq Wireframing

For our third round of low fidelity design, we used Balsamiq. Balsamiq's library was very useful in easily producing designs that convey our desired layout. Most importantly, it's still rough enough to tear apart.

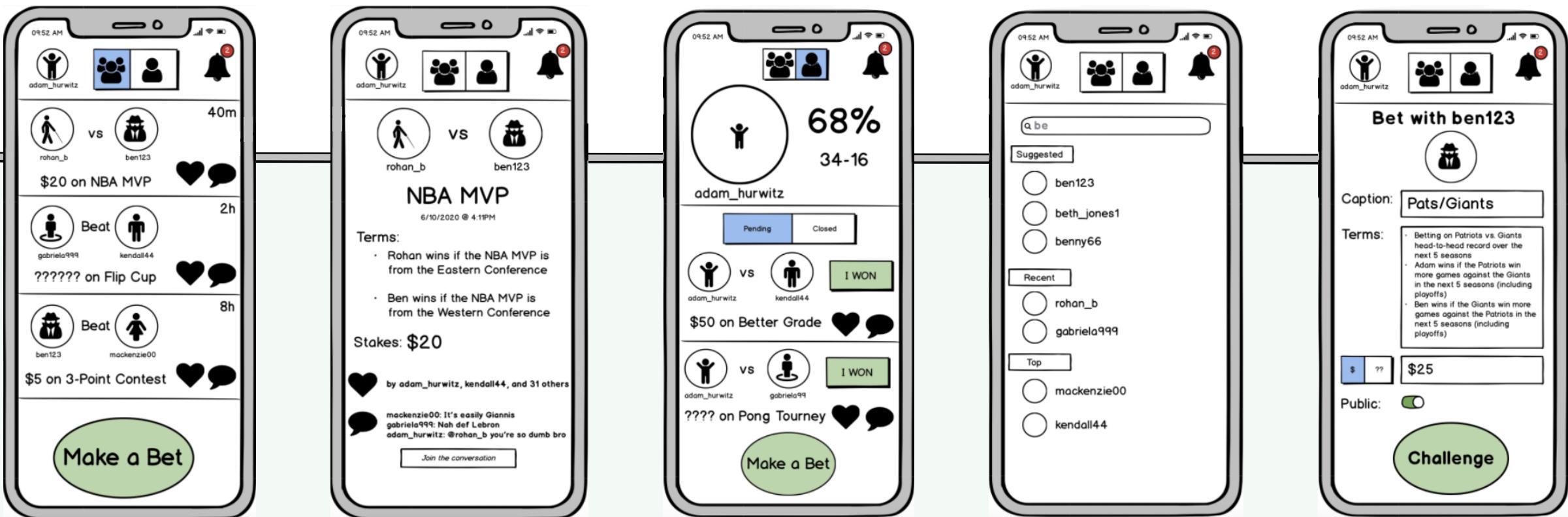
After presenting our ideas to each other, we saw a very common layout for each page among all of the designs. At last, we had to choose a layout for each page, so we handpicked the wireframes that were most representative of our design patterns.



PAPER PROTOTYPE

Empathize Define Ideate Prototype Test

Moving forward, the wireframes we picked were printed out to create a paper prototype.



ROADMAP

Empathize Define Ideate Prototype **Test**

Week 5

6

7

8

9

10

11

12

Test

MVP Testing [Rd. 1]

Usability Testing [Paper]

MVP Testing [Rd. 2]

After iX

Usability Testing [High Fi]

Networking

Roadblock

Solo Redesign

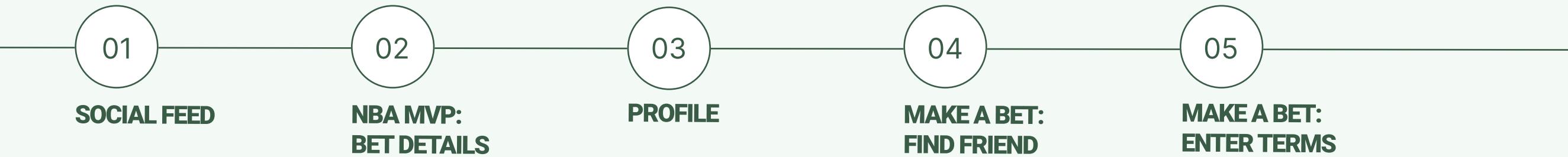


USABILITY TESTING

Empathize Define Ideate Prototype **Test**

Paper Prototype Usability Testing

With our paper prototypes, we wanted to gauge whether our design decisions were understandable on a first impression. To do this, we held informal usability tests with family members and people in our respective residential spaces. As they perceived each screen, we helped them verbalize their thoughts with simple questions like *“What do you expect will happen?”*.



USABILITY TESTING

Empathize Define Ideate Prototype Test

Findings

1

The differentiation between "vs" and "beat" was unclear to users

2

The current style of betting cards does not look clickable

3

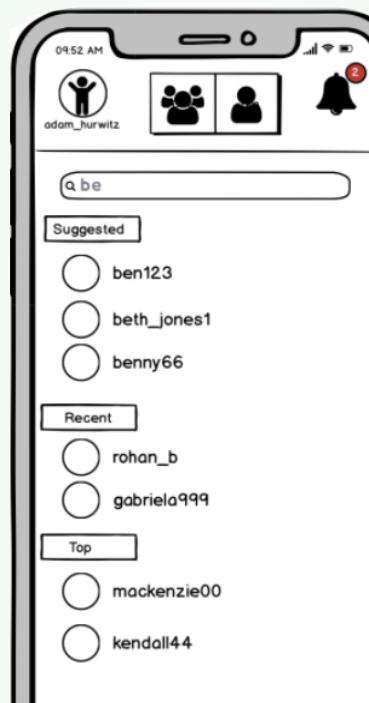
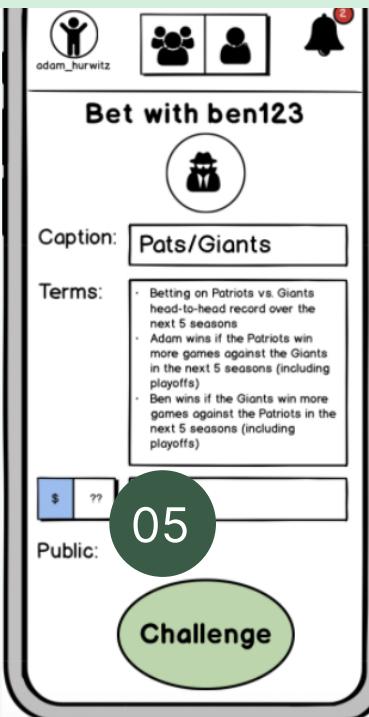
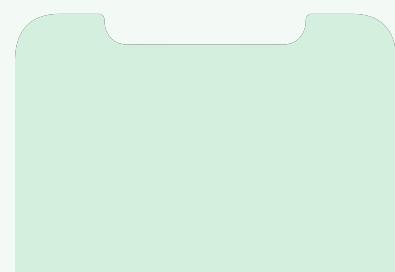
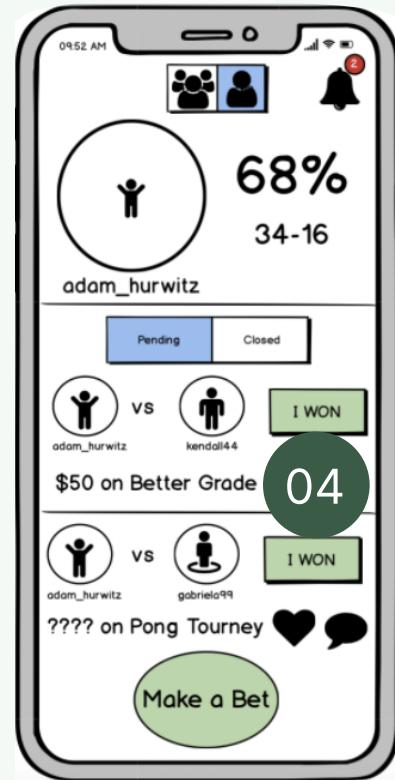
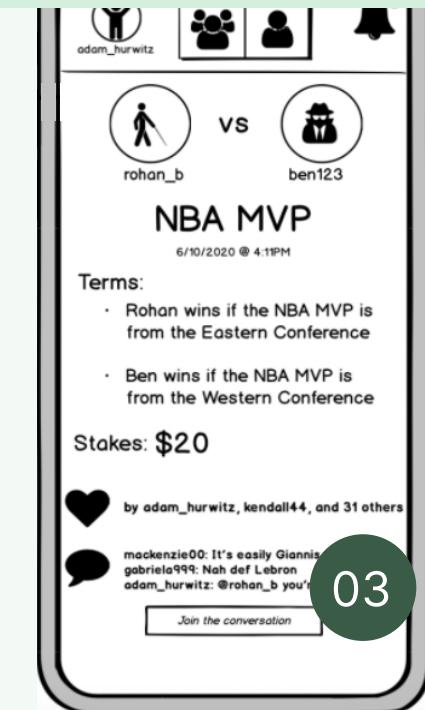
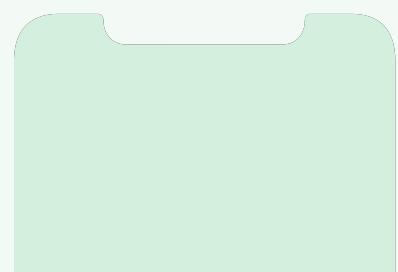
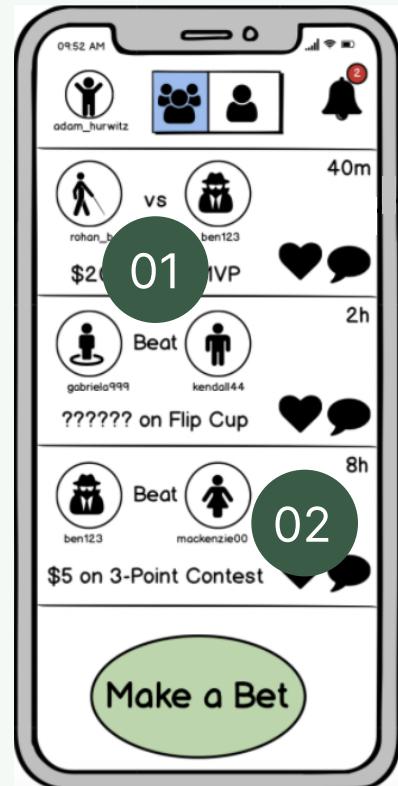
Users perceived the comment icon to be its own button

4

The "I Won" button is not intuitive

5

Find a better icon for non-money bets



USABILITY TESTING

Empathize Define Ideate Prototype Test

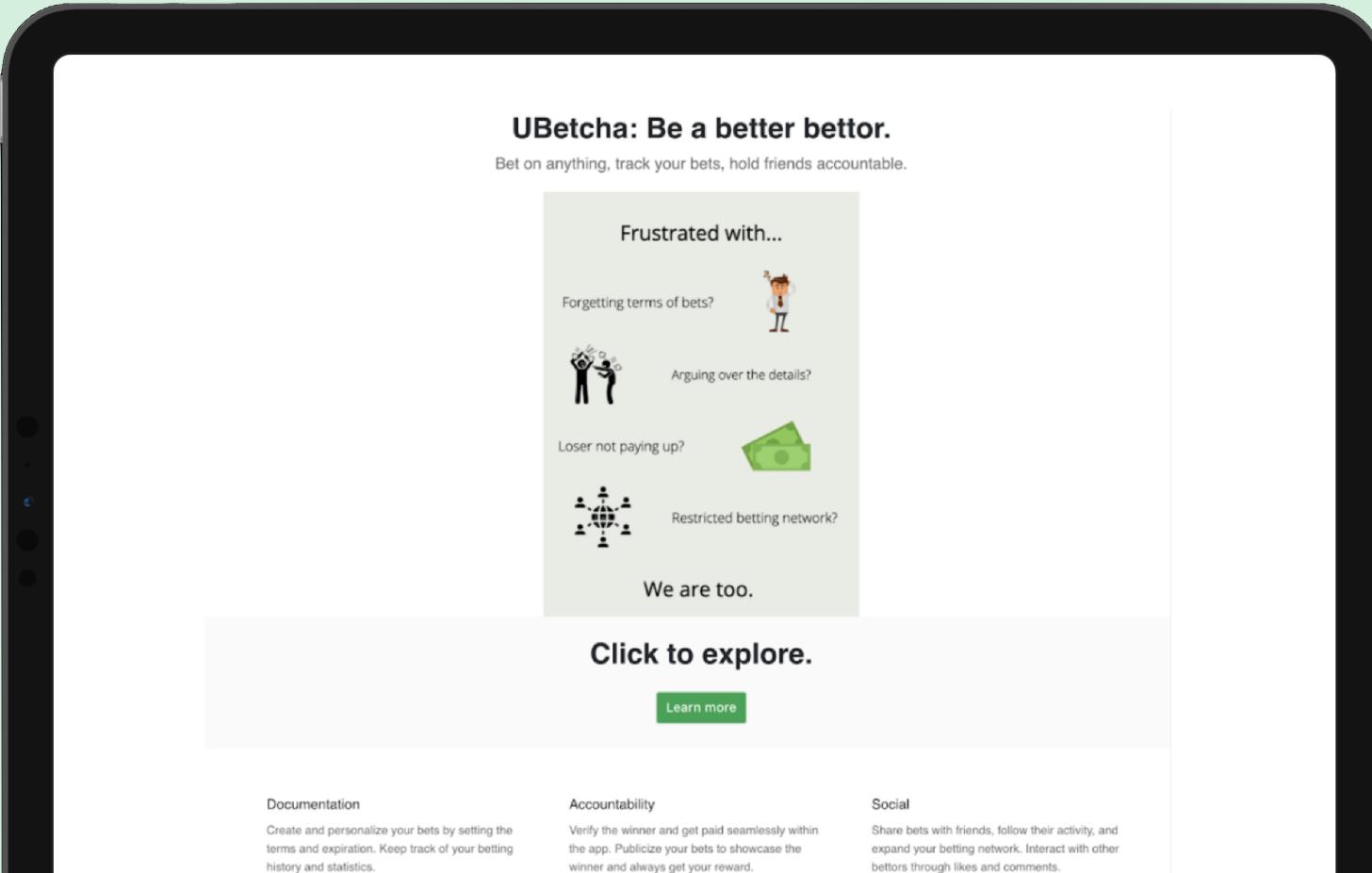
Design Changes

With our findings, we quickly put together hi-fidelity screens.

This design still has lots of work to do, as it pertains to desirability and design principles; nevertheless, we found it sufficient because, following our MVP strategy, we prioritized time spent iterating on the idea itself before its visual appearance.

The collage illustrates the evolution of the app's interface through ten different screens:

- Top Left:** Log In screen with "Log In" and "Sign Up" buttons.
- Top Middle:** Matchup screen showing two users, "ben_948" and "gvega23", with their respective win percentages (72% vs 28%) and heart icons.
- Top Right:** Bet detail screen for a \$10 basketball game between "ben_948" and "gvega23". It includes "ACCEPT", "DECLINE", and "NEGOTIATE" buttons.
- Middle Left:** Home screen displaying various bets: "NBA MVP" (\$15), "Sarah's gonna win" (Chipotle), "Flip Cup" (\$30), and "Pick up ball". A large green "MAKE A BET" button is at the bottom.
- Middle Center:** Bet history screen showing messages from users like "adam333" and "mackenzie.54" about a bet on "Sarah's gonna win". It also shows a message from "Join the conversation...".
- Middle Right:** Profile screen for "Rohan Barad" (@rohan71) showing a 74% win rate, 43 wins, and 15 losses. It includes "Open" and "Closed" status buttons.
- Bottom Left:** Bet history screen showing challenges from "gvega23" and "ben_948", and notifications for wins ("mackenzie.54 won your bet.") and negotiations ("adam333 negotiated your bet.").
- Bottom Center:** Bet history screen for "Kendall Sweetapple" (kendall.11) showing a 50% win rate, 20 wins, and 20 losses. It includes a "SEE CHANGES" button.
- Bottom Right:** Profile screen for "Kendall Sweetapple" (kendall.11) showing a 50% win rate, 20 wins, and 20 losses. It includes a "SEE CHANGES" button.
- Far Right:** A sidebar with user profile pictures, captions ("Tailgate szn"), terms ("1) rohan71 wins if..."), and other info ("Other info... (optional)"). It also shows a bet summary for "\$ ABC" and a note that the bet is now "private".



Landing Page MVP Testing

In our iXperience PM course, we learned about MVP testing, and the concept of *planting the seed* out there in the real world to see how your idea would fare out. Using Umso (previously Landen.), we quickly prepared a landing page, spread the link, and tracked how many pageviews it would receive.

MVP TESTING 1

Empathize Define Ideate Prototype **Test**

Test Design

www.umso.com

Process

- Alongside our core concepts, we placed a *Learn More* button to track further user interest.
- We *planted* the link to our landing page through **subreddits** (~25) with any relation to our past research data, from betting groups to sports, the bachelor, and college life
- We carefully crafted our messages like:

/r/sportsbook

“Sort’ve looks like a new home for degens. Either way, maybe more people will get into betting if they’re onto something like this, where they can bet on anything, see friends’ bets, and actually follow through with it. Interested to hear yall’s thoughts...”

Expectations

- Our goal was to receive 100 pageviews, with a 20% rate of visitors clicking *Learn More*
- Our sample size is limited because each of our reddit posts were **taken down** by moderators for spam in the matter of minutes
- The UBetcha platform isn’t real yet, and this site isn’t visually appealing, so we would be **impressed** to see visitors click *Learn More* in the first place.

UBetcha: Be a better bettor.

Bet on anything, track your bets, hold friends accountable.



Click to explore.

[Learn more](#)

Documentation

Create and personalize your bets by setting the terms and expiration. Keep track of your betting history and statistics.

Accountability

Verify the winner and get paid seamlessly within the app. Publicize your bets to showcase the winner and always get your reward.

Social

Share bets with friends, follow their activity, and expand your betting network. Interact with other bettors through likes and comments.

311

pageviews

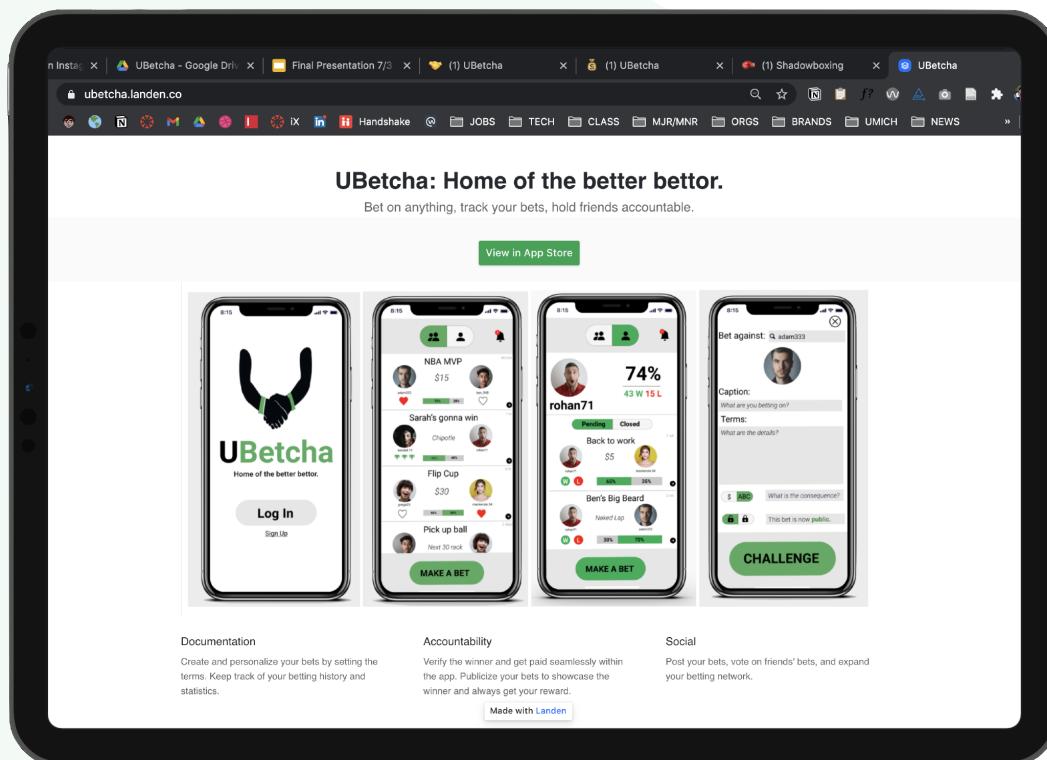
29%

of visitors clicked Learn More

...Success!

MVP TESTING 2

Empathize Define Ideate Prototype **Test**



So... will they download it in the App Store?

- The first MVP test gave us momentum. At last, we had high fidelity screens to share, so we thought we'd replicate this first experiment, but with a more clear conclusion this time.
- Our new button says *View in App Store*. If visitors click on it, it will take them to a page saying "Coming Soon!" with an email interest form; this was placed to minimize frustration from not being redirected to the App Store.
- Following the same recruitment scheme, we spread ubetcha.landen.co on Reddit. This time, our goal was for 25% of website to click *View in App Store*.

31%

of 91 visitors clicked
[View in App Store](#)

5 emails entered

Once again, the landing page had a fishy feel, so seeing 5 emails entered indicated to us that some people are strongly interested in this concept

Positive Reinforcement

This journey of testing and validating assumptions encouraged us to continue iterating, even past the course's end.

7 WEEK CHECK-IN

Empathize Define Ideate Prototype **Test**

As iXperience came to a close, here's a recap of what motivated my team to keep pushing forward.



Validated Assumptions

- 1 Money is essential to bets for college students.
- 2 Right now, there are no direct competitors; just round-about ways of going about what we want to accomplish.

Tested Solution

- 1 A high fidelity, mobile MVP prototype that ensures accountability, social interaction, and organization in bets
- 2 A social betting platform that college students want to use

A Full Head of Steam

- 1 Our passion for the idea has lived on, enabling UBetcha itself to survive past the end of iXperience; moving forward, we have lots in store, from a redesign to looking for a bigger team

AFTER iX

Empathize Define Ideate Prototype Test After iX

What Now?



After class ended, we met 2-3 times a week. In the short term, we focused on finding developers and improving our high fidelity designs.

Usability Testing

Since there were no more deadlines, we spent some more time on our high fidelity design. In particular, we ran usability tests with our Figma prototype.

Growing our Team

We couldn't ship a truly functioning MVP without an app development team. None of us had CS experience, so we networked to learn more about how to move forward.

Roadblock

After 2 more months, our respective Fall semesters resumed, and we still couldn't execute development efforts. As a result, stamina ran out and we stopped meeting.

Solo Redesign

In my free time, I took a shot at building a new, redesigned prototype for UBetcha; this time, I wanted to incorporate all of the features, rather than just the "Must Have"s from our MoSCoW prioritization.

USABILITY TESTING

Empathize Define Ideate Prototype **Test** After ix

Figma Prototype Usability Testing

We ran a second round of usability tests to help clean up the ease of use around UBetcha. With a functioning prototype, we were able to give more clear directions this time, which gave participants more free will over how they interact with the app.

01

Find your friend's bet, titled "Sarah's gonna win."

02

Declare that you've won your bet titled "Back to Work."

03

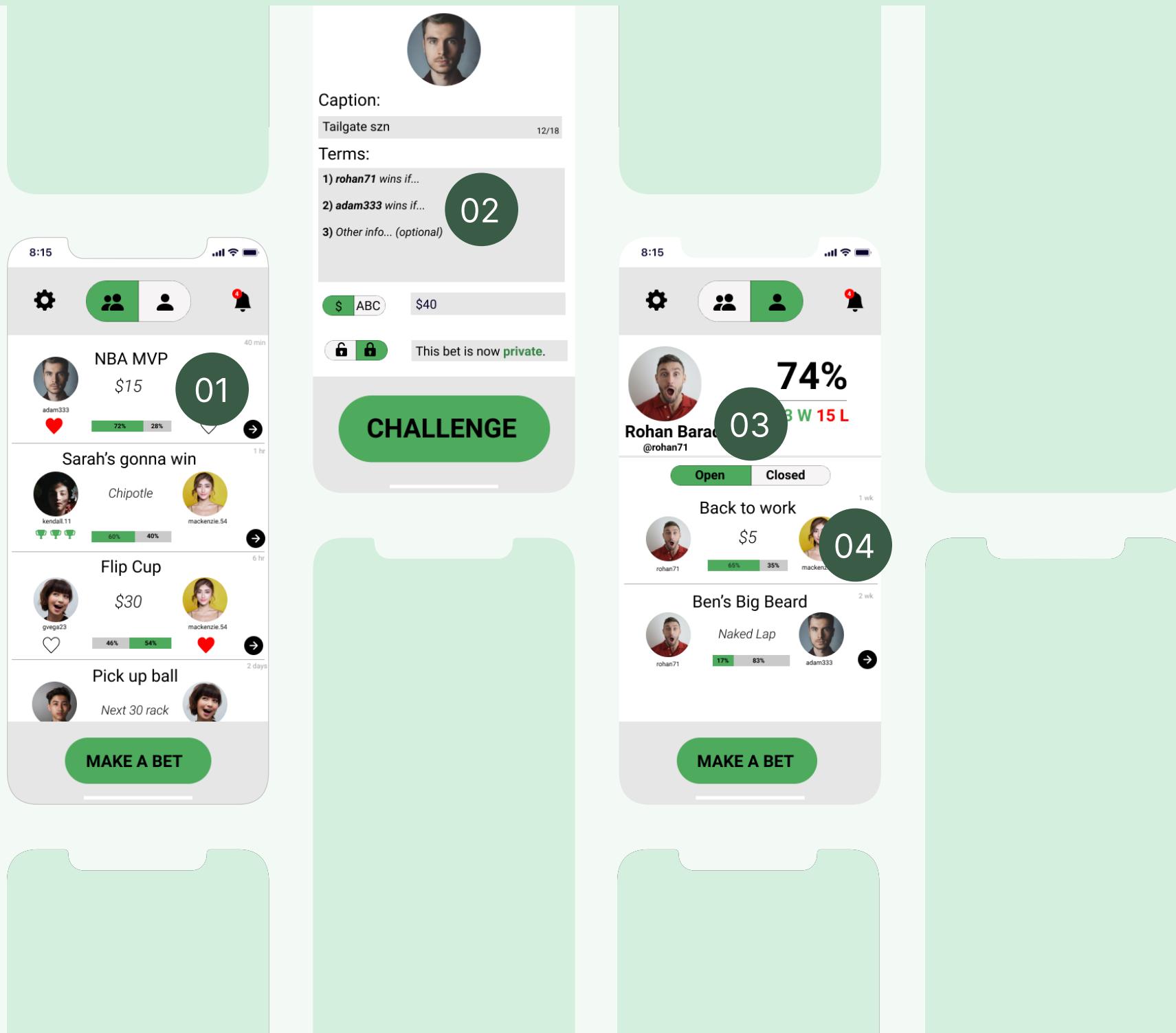
View your friend Kendall's profile.

04

Make a bet against Adam.

05

Gvega just challenged you to a bet. Accept the bet.



Findings

1

Users found it hard to click the arrows, make the card itself clickable

2

The “Terms” input box overwhelms users; give more guidance during the process of entering betting terms

3

One user referred to Open and Closed bets as “Active” and “Inactive”; consider this terminology

4

Users were unsure of whether time stamps indicate the start or end of a bet

GROWING OUR TEAM

Empathize Define Ideate Prototype Test After ix

Roadblock

We kept treading over the next two months; however, leading into fall, we ran out of stamina. Altogether, it was an honor to be a part of this team. The lessons we learned along the way were invaluable, and I'll forever cherish the bonds and memories shared with my first-ever Zoom squad.



Weekly meetings

Twice a week, we met to make small advancements in our high fidelity screens.

Growing our team

We needed developers; however, as we looked, it was too hard to manage the demand for these efforts without any financial resources.

Networking

In a limbo, we consulted our old teacher, Johann Van Tonder, for advice on our next steps. He advised us to continue working in the problem space.

School Starts

With Fall right around the corner, we naturally stopped meeting as our schedules filled up. As the teamwork came to an end, I started a solo redesign for fun, which you'll see on the next slide.

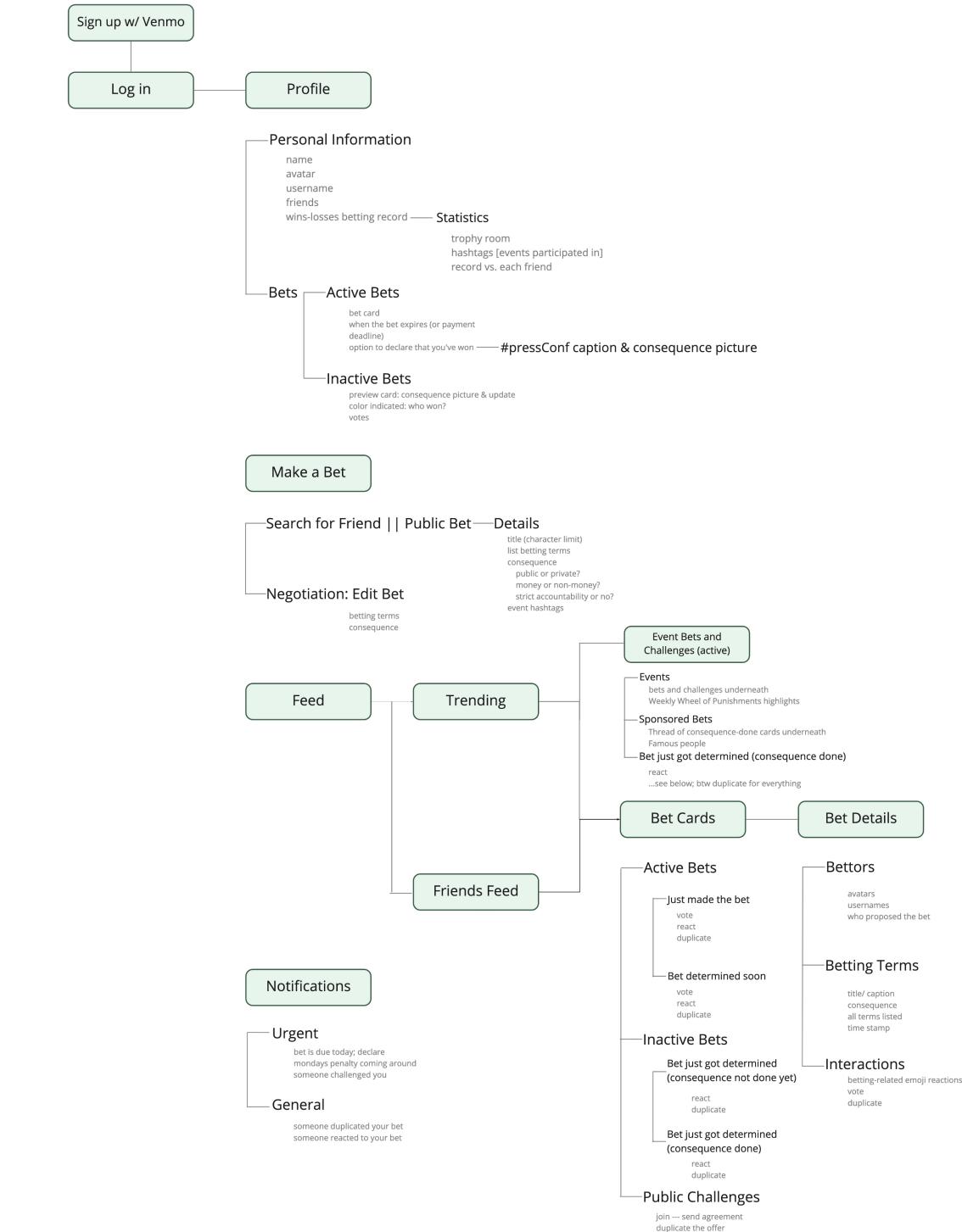
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Information Architecture

I wanted to show the potential of UBetcha as a social betting platform, so I incorporated all of our cool feature ideas, rather than just the "Must Have" features. Some include:

- Feed
 - Voting on who will win the bet
 - Post a picture (or video) of the consequence
 - Duplicating someone else's bet
- Trending
 - Event hashtags (ie Superbowl)
 - Sponsored bets
- Making bets
 - Wheel of Punishments

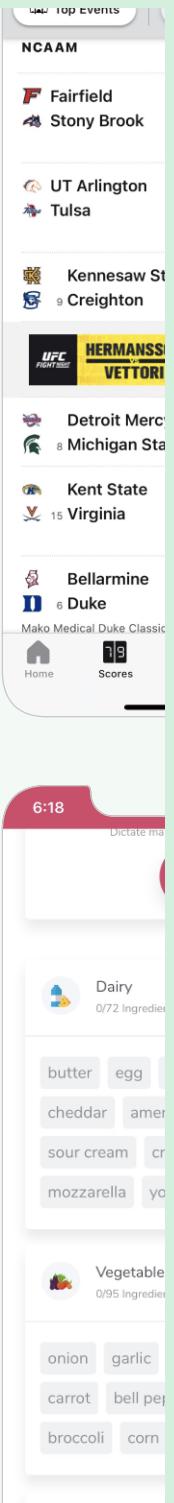
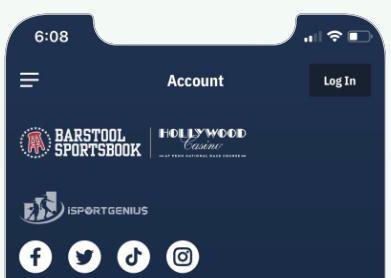
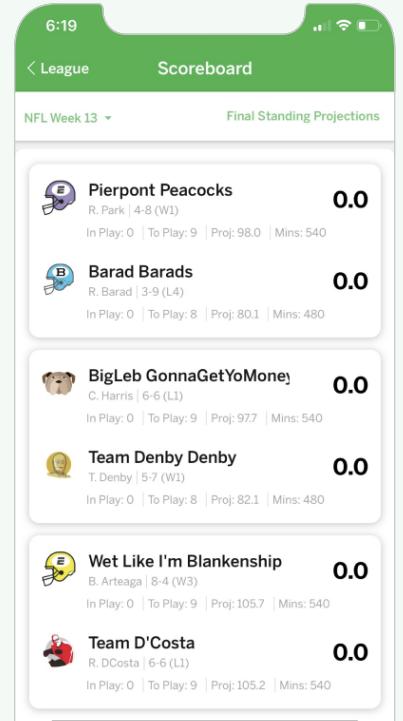
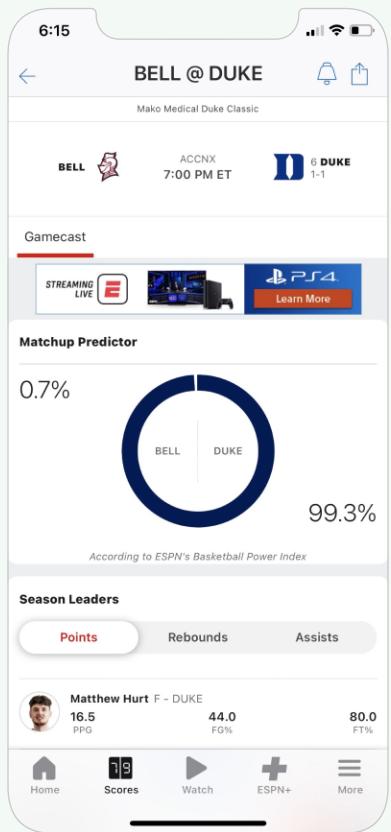
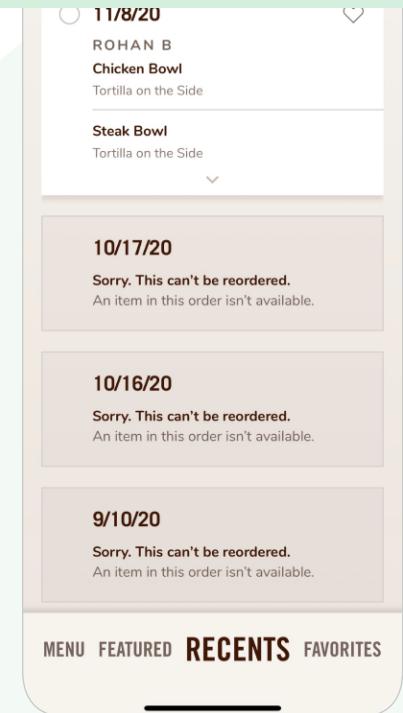
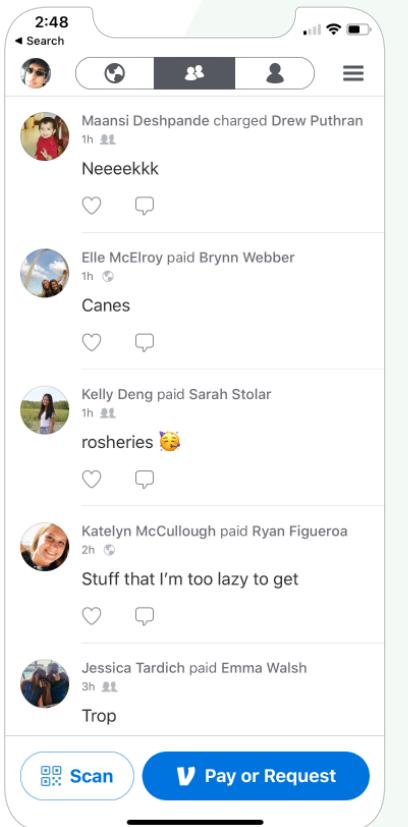


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Design Inspiration

Before diving into a large-scaled redesign, I looked for elements of design inspiration in apps from Fantasy Football to Chipotle.



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Design System

Typography

Heading 1

24pt SF Pro Text, Medium

Body

14pt SF Pro Text, Regular

Subtitle

10pt SF Pro Text, Light

Colors

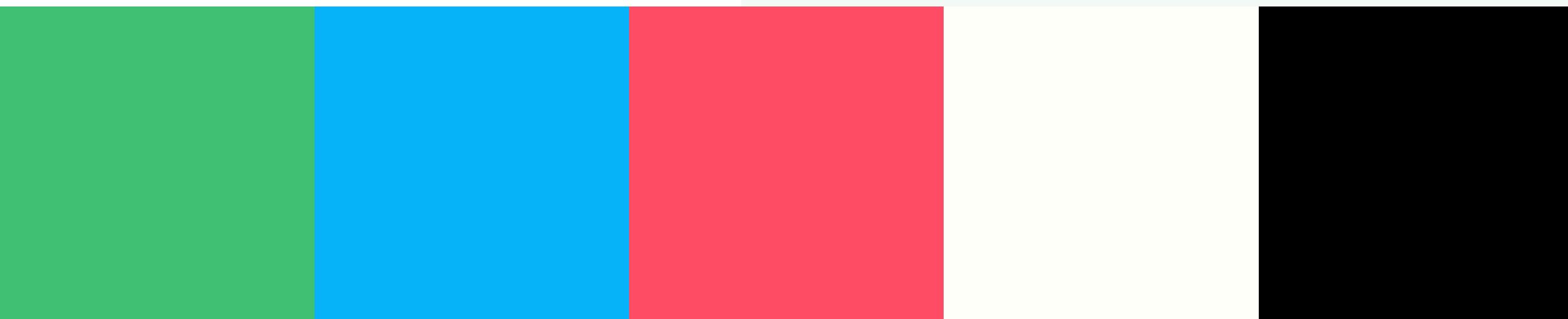
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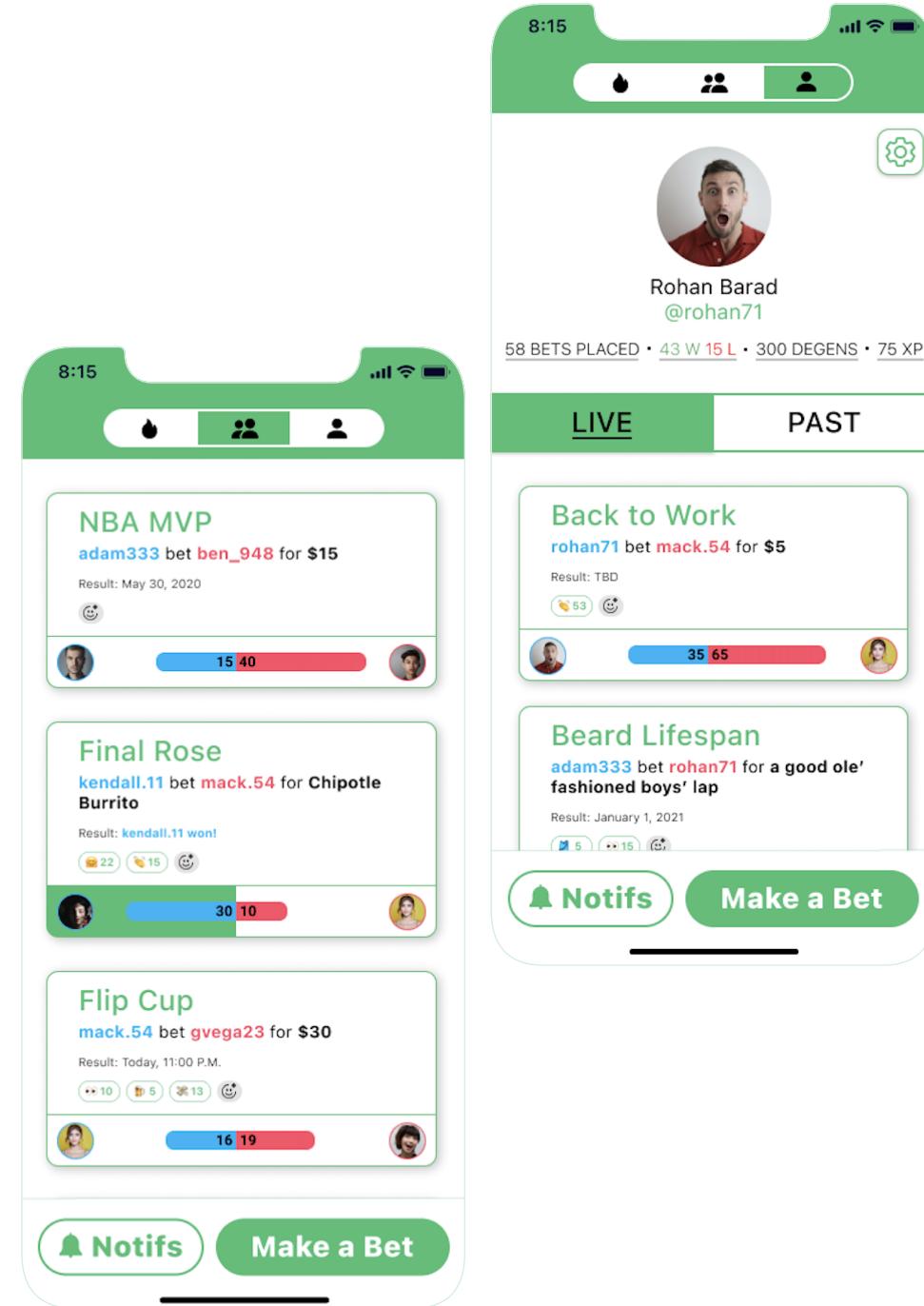
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So far, I've redesigned the Friends Feed and Profile pages. Aligning with this style, I plan to mockup the rest of the platform in Feb '22.



PARTING WORDS

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As I redesign, I'm not only encouraged by the potential of this platform, but also by the timeliness; betting is on the rise, which means competition is too.



More states are legalizing sports betting by the day. Like sports bets, **the time for social bets is now.**

Thank you!

I really appreciate you taking the time to read through my work :) If you're interested, scroll down to check out some more!

CREDITS: Layouts from this presentation were designed by Pitch, and icons were imported from Iconify [plugin]

