**Competitive Analysis**

Today, there are plenty of sports betting websites that allow users to bet on sports games of all varieties. These include websites such as Bovada, GT Bets, and BookMaker. All these three websites are top sports betting websites; in fact the top three most visited websites in terms of sports betting. Among these sites are a lot of features that I want to include as well as a lot of features that could be improved upon.

*Bovada*

Overall, I thought this was the website that was overall the best, in terms of user interface, quality, and the features that were on the website that related to sports betting. In addition to all the different sports that the website featured, there were casino games and a lot of events that allowed gambling on different items. Although I cannot duplicate these things, the user interface is something that really stuck out to me. There is a registration and login page at the top left that allows users to log in and then see all their past history and betting games. This is a feature I would especially like to include in my web application, both because it would be helpful to the user to see how much money they have won or lost total and how recent they made their bets. In addition, the interface displayed live events and upcoming events that were click-able and easy to access. Because I am encompassing less information, instead of listing live events that were happening in the near future, I plan to just list out all the games of the day for each sport. Just like the sports are formatted in the top of the page, and then click-able, I would make my web application the same way. Instead of scrolling down all the way, the betting would be viewable to the eye.

*GTBets*

This website’s home page is something I really want to try to copy when I do my web application. The way the home page is done is with a Login and Registration button that clicks in the very middle of the page, which are two features I also think are crucial when creating something like authenticity for an application. Instead of having this in the top left, there are instructions that tell the user how to continue from the page, which I think is very useless and I guess an ‘anti-feature’ that I could just completely skip out on. Something else I noticed while surfing the website was a ‘Cashier’ option after logging in. This page is dedicated solely to the financial transactions, options, and card numbers that are associated with the monetary part of betting on games. Something to consider is that betting on games in United States online is illegal; all of these websites are founded or funded in countries in Europe-nothing is a United States based website. Thus, I will not be able to transfer actual money when a bet is won or lost. There will be no link to credit cards or any financial source. Instead, this ‘cashier’ feature will include total bets won or lost, and just a list of how much money one person ‘owes’ the other-there will be an option to specify how much bet each is. Instead of this amount being transferred, it will simply be shown as a positive or negative integer in each user’s bet history.

*BookMaker*

Something that was in common with all three of these top websites were that there was gambling for all sports, and that there was gambling for more than just sports; these including casino games, horse racing, and even races that occurred. These are all features that would not be feasible for my web application to have, just because of the sheer amount of time that it would take to incorporate. I want to make my application specific to just sporting events. I feel like this would make the application more exclusive and purposeful, instead of including such a wide range of options. Here, there was a feature that especially caught my eye- promotions. If I would want to make this application pretty successful, there would need to be an urge to come back to the website. I feel like my application is very user-friendly, but this is definitely something I can draw upon when looking for improvements.