

Team Research Report

Project Title: WagerMe

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Introduction

Gambling is a form of entertainment that has been around for quite some time. People make bets on a daily basis may it be against their friends, against the odds in a casino, or on an online gambling platform. In today's day and age a new application for social betting needs to be created. A simple and efficient app that would allow one to make small wagers against one another is something that we found many people want. Our team is developing an app called "WagerMe" which would allow people to bet against each other, and win "WagerPoints" which will allow users to redeem prizes offered by third parties we have partnered with. Prizes will include food deals from local eateries as well as coupons to many other local shops. In this paper you will find that the research we conducted is sufficient evidence that an application like this would prove to do well in the iOS App Store.

Business Case

There are many trends within American society that have been constant throughout time. One of these trends is that over 80% of American adults enjoy gambling of some sort on a yearly basis. These are the people we plan to focus on, as this is something many people enjoy regularly. By offering a different way to gamble we are giving users an alternative to using money, and in a sense mitigating an addiction problem that many face everyday. A major component to any business is to know who your target market is. Our team believes that individuals between the ages of 18-29 are most likely to use this app. We feel this way because people between 18-29 are more inclined to use apps that would allow them to redeem a prize of some sort. After conducting 71 surveys with consumers within our target market we found that 55% of those surveyed already use some sort of app and/or program that allows one to build credit towards redeeming a prize. As well 48% said they would rather use an alternative to gambling money if it were available, and 35% said maybe. With this primary research, as well as our secondary research about gambling, we feel our hypothesis was proven to be true.

Being one of the first in a specific market is a major key to becoming a profitable business. We feel that we have the perfect opportunity to market this application as members of our target market on a daily basis surround us. We plan to focus on advertising as our main stream of revenue. We want to partner with local shops as to offer our users different prizes once they meet a certain threshold of WagerPoints. Examples would range from a free side order at a restaurant to a 25-50% off coupon to a gift shop. Our plan to incentivize these shops is by offering free marketing as to retain their reward option. As well we will train the employees on how the apps work so that the restaurant does not have to worry about that. The way we plan to become profitable is by offering advertisement spots, and we will use aggressive marketing strategies to drive as much traffic as possible to our app. When we get to a point of high performance, and user experience is optimized, we will use software like "Adsense" or "AdMob" by Google, which allows applications like ours to monetize smarter. Softwares like these allow for increased earnings by doing many different things with open ad spots. One such example is by increasing our fill rate with the large network of advertisements they have. This revenue stream is something that many applications like ours do, and we plan to use this model to turn this into a profitable business as quickly and efficiently as possible.

Platform

The platform we have chosen to use to build WagerMe on is iOS. Our team has many motivations to use iOS over another platform such as Android or Windows. One of those motivations has to do with the fact that each of our team members have become well acclimated with iOS applications and technologies from a user standpoint. We feel like this decision is important because through this experience we will have developed an understanding of what users do and do not like in an iOS application. Each of us have an idea of how an iOS application should look and feel like to a user.

We also chose to develop on iOS due to the fact that there is an abundance of open source code available for our team to refer to while we are building the application. It also helps that the code behind most iOS apps is Objective-C/Swift, which is a lot less clunky, and more efficient than a Java based code that Android applications run behind. Another advantage to using an iOS system to develop WagerMe is the fact that iOS is limited to Apple devices, whereas, Android is carried on a wide spectrum of manufacturer's devices. This is important to note because we would be limiting risks of running into vendor-specific bugs that could cause trouble if we used Android. With using iOS and only Apple products, we would only have to deal with one manufacturer's device-specific bugs rather than the dozens of manufacturers that utilize Android as their operating system.

In order to create an iOS application, one must use Xcode, the Apple SDK that is used to create iOS apps. Xcode is only available on other Mac OS devices, which each of us owns. Even though it is possible to access Xcode on a windows machine via the cloud/virtual machine, it is much more efficient and less of a hassle to use it directly on a Mac machine. This works out for our team because each of us have our own Macbooks or have access to a Mac machine to use for Xcode.

Competing Technologies

As our team dove further into secondary research surrounding the target market of our proposed application, we were able to come across and familiarize ourselves with a number of competing technologies currently in existence. Each of these peer-to-peer betting technologies contain differing sets of features that are unique to certain applications, and some features that are shared by multiple applications. However our application goes above and beyond by not only combining all of these features, but by adding new features as well. WagerMe will be an all-inclusive, peer-to-peer, sports and customizable betting app.

The aforementioned competing technologies include other peer-to-peer betting applications such as Youbetme, Gamblino, Favourit, Sidebet, PaddyPower Social, BetYou, Bragstr, and many others each offering its own unique set of features. What is going to differentiate us from the rest of the competition is the addition of features that do not exist as well as the combination of features unique to specific applications.

WagerMe will allow users to sync their contacts with the application so they can keep individual logs between other users without having them mixed up or scattered. Once contacts have been synced and the user has signed up, they will be taken to the home screen where they will be able to view any of their existing logs, create a new sports bet, or create a new custom bet. When viewing the log between yourself and another user you will be able to view your betting history with that person, which will include what the bet was and what was wagered. When creating a new bet the user will choose who they are betting, what they are betting on, and what they want to wager. Given that wagering real money on betting applications is still legally being discussed, we have decided to create an in app currency called WagerPoints. The amount of WagerPoints at stake in each bet will be determined by the competitors, and upon the

completion of the bet, participants will be given the correct outcome of the bet (the winning individual). Simply clicking on the existing bet and choosing which individual won will accomplish this.

There are two features of our application that really set us apart from the other peer-to-peer betting applications. The first of these is geolocation and customizable betting. When you're in the vicinity of another user on the application, whether they are an existing or new contact, the user will receive a push notification informing them of the presence of another user (given the user has this feature/push notifications turned on for WagerMe). The customizable betting will allow for users not only to bet on sports, but to bet on anything they want too with another user, such as the winner of a round of golf between the users. The second differentiating feature is pairing with third parties to redeem WagerPoints for gift cards, deals, coupons etc.

A graphic comparing the features of the existing apps and WagerMe can be found below. The graphic depicts all of the features that will be included within WagerMe and compares these features to some of the apps currently in existence. Some of these apps have features that are not listed in the following table, but this is due to the differentiation in target market and overall purpose of the application.

	WagerMe	Youbetme	Gamblino	Favourit	SideBet	PaddyPower	Betyou	Bragstr
Contact Sync	X	X		X			X	
Sports Bets	X	X	X	X	X	X		X
Custom Bets	X	X			X		X	
Betting History	X	X	X	X	X	X	X	X
Individual Betting Logs	X							
Geolocation	X							
In-App Currency	X					X		X
Redeemable Rewards	X		X					
Third Party Pairing	X		X					
Chat	X				X	X	X	

Feasibility

When looking at the feasibility of the project, all the technology does currently exist and we are going to be able to create this application. The first piece of technology that we will be using is Xcode which is an integrated development environment (IDE) containing a suite of software development tools created by Apple, made for developing software for iOS devices. We have access to this technology because it is free of charge via the App Store for OS X El Capitan users. We will be coding in Swift, which is a powerful and intuitive programming language for macOS, iOS according to Apple, and this should roughly take about 8 hours for light users to grasp, while the main coders will have upwards of 20 hours of training to fully understand the ins

and out of the language. Swift is not the hardest language to learn but it is decently complicated thus requiring a good amount of effort to learn. There currently are licenses when dealing with this application because of the terms and agreements that Apple has you agree to before downloading the technology. Going along with Xcode, we will all use Swift Playground, which is an iPad exclusive app that is free. The application will teach users to code in Swift in a 3D video game like interface, which provides feedback when code is executed in the correct manner. With this application it will allow us to learn Swift with ease because of the visual feedback we are getting while coding live.

Licensing is going to be required when you download the app, just like all other Apple downloads. We will use Apple Online Education to learn along with Swift Playground and other tutorial. When it comes to UI/UX Design Training, most of these tutorials are free, thus not requiring licensing. Most of us have taken the design course I300 offered by Indiana University, which is a great entry-level class for design training, so we do not think that this will be difficult to learn outside of the new concepts like Wireframing. Wireframing is also known as a visual guide or screen blueprint, which represents skeletal framework of something. There will be no licensing involved in this process. Along the lines of design, we most likely will use Adobe products like Illustrator, Photoshop and InDesign. These applications are provided free from IU so they do not cost anything, but they will require licensing because they are paid applications that cost 79\$ a month according to Adobe and add up to almost 1000\$ a year. We do not believe that there will be many problems with learning to use these applications because most of us have had prior experience with these applications before. For Windows users, they will have to download virtualization software for example, VMWare or VirtualBox to simulate Mac OS X.

Risks

As with any new technological development there are problems and roadblocks that stand in the way of smooth creation. After hours of analyzing our problem space and proposed solution our team came up with three major problems that may hinder our ability to design, develop, and implement our application with ease and efficiency. The first of these three problems is the time constraint surrounding the integration of all of our proposed features. Each of the features that we have proposed will take time to code and bring to life, and the amount of time that we have for this project requires us to sit down and prioritize which features are most important. The only way to balance our time between user-friendly interaction and the features we want to offer is to prioritize which features are most important, and code those first. Getting numerous features to coincide with each other smoothly is not always the easiest task, but feature prioritization will help us mitigate the risk of unintended clutter and improper feature function.

The second of these three problems surrounds pairing with third parties and the redemption of WagerPoints. The main concern regarding pairing with third parties is that third parties will not want to pair with us because they feel that it will not benefit their business or ours. The second concern is that users may not be interested in the deals, gift cards, coupons, etc. that are offered for redemption, thus turning them off from using the application. To mitigate these risks, our team needs to be selective and educated on the companies we may want to pair with so that the redeemable options appeal to our target market. When approaching these potential partners we need to be professional and informative, as well as educated on the market and potential for the application so that they can see the value in our application and business.

The third major problem that we have decided upon is the security of the application. Initially, we decided to attempt to link the application with an external payment method, but learned that real money betting has legal and social ramifications. Nonetheless, we decided upon

a WagerPoints system, and this is where the security of this feature comes into play. A hacker may get on the app and try to hack the system to rack up WagerPoints and add to their total point count. The only way to mitigate the risk of hackers getting into the point system is to ensure that our security surrounding the point system and point addition system is tight and well protected. By adding firewalls and anti-malware measures we will be able to reduce the chances of an attack.

Team Composition

The skill sets of each team member match well with the jobs that they plan to tackle. Having a wide range of skills on our team means that we will be effective at developing the solution needed to create WagerMe. Everyone in the group needs training when it comes to iOS development and learning Swift because it is a relatively new language. Once Swift Playground is mastered and played with, all of us will have a good knowledge of how to code for creating an iOS application. Aside from learning the basics of swift, everyone should know a little bit of design because we will all have separate opinions on how something should look. Not only does everyone need to learn the basics to this project, they most likely need to hone in on the skills that they are planning to use and implement to develop our final project. The coders will need to practice more coding, the designers more designing and the testers more testing. Everyone will have to be on their best game and able to perform proficiently in order for us to create this application on time and to the best of our capabilities. This means that extra time and effort will have to be dedicated; we cannot just think of this as a project, we have to actually want to do this and feel accomplished when we see our final outcome. The more work that we put in, we can expect to get out. The final thing that some members have to do is download a virtual software like VMWare or VirtualBox if they use a Windows machine because Xcode only runs on Mac OS X, so they would have to simulate the virtual software.

Quality assurance and application testing will also be vital in completing this project and putting out a functional application. Many different aspects go into this section of the project because many different things can happen when a user is using the app. For instance, what happens when you get an incoming call while using the app? Or what happens when low battery alerts or other notifications occur while in the app? Finding out how the application reacts will be the job of the QA and tester.

Client

Yes we do have a client, but not in the way of a specific group of people or company. We are targeting more of the individual users that would use our application. Our client is most likely going to be males ranging from the ages of 18-29 that actively watch sports, and/or like to wager on things with friends. This will also appeal to people who like to bet or wager on things for the pure excitement of making the activity more entertaining. This would appeal to them since the involvement of using actual money is not there, but rather a point system that can later be redeemed for prizes. We do not feel that there are any distance issues that will impact the project considering that it will be an application that can be used at any time from anywhere. The app will be set to Eastern Standard Time, as that is what we the developers are on. Obviously users will all have different time zones, however, most of the users that are going to be connecting with each other are going to be in the same general location. There also should not be many issues between the communications of users because most of the wagers amongst people are going to be made between friends who know each other. We plan to implement a chat feature giving those on both sides of the wager the opportunity to talk if they desire. The only problem that we can see arising was recognized in our SurveyMonkey, and this was that some of the

people might not like the choices of redemption prizes or third parties that we choose to pair with. While some people might think that gift cards or free drinks are food are a good prize, others are going to want money or something different. We cannot please all our clients with redemption prizes so we have to come up with a range of prizes that users can choose from.

Conclusion

As a team we have put in a lot of research into the project, and there is still so much more to learn. We know our target market a lot more now which will allow us to adjust the app to their preferences. We will start to focus on the individual aspects to our project going forward. We must all learn the technical languages Swift and Xcode regardless as they are an important part to the success of this project. As well our team members will continue to motivate each other as to meet our deadlines without any setbacks. We truly believe that WagerMe could be the next big thing!

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