Projects / Quick Wager

Quick Wager

Increasing engagement, retention and revenue with parlays

May - Sep 2021

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Project overview

Increasing single bets volume and helping with parlays

After our launch, we noticed the amount of single bets, or bets with 1 leg, were not as high as our competitors. One way we decided to solve this was by making it easier for our sportsbook users to add a bet to add to a wager and place it, without being in the way. Such a prototypes to our usability tests to before making decisions on how we wanted to build the feature.

My roles on this project:

Leading design

Exploring multiple solutions to the problem

Building towards completion

Building prototypes prototypes for development

Integrating with development team and 3rd party providers directly

Insights

Decrease barrier to placing wagers

The user problem we used to start with was:

"When I'm browsing for bets to place, sometimes I already know I want to bet something. But I have to open the betslip, enter my wager amount, and then place the bet. It's annoying. This might make me think twice about adding that bet."

User Story/ Journey:

- User is browsing for a bet
- User likes a particular bet like a Moneyline or Prop and taps the bet to add it to their betslip to bet for
- They enter their wager amount or to win for that bet.
- They place their bet.
- They continue searching for additional bets.

For someone who wants to place a parlay in multiple singles, that user would add another bet and see the parlay log to let them know the parlay is available.

- Now they would open their betslip to place their parlay or multiple bets.

For a user who wanted an error while using this feature, they would be able to throw errors without going to the betslip.

The goal would be to increase these numbers:

3.1 Bets
per Daily Active User

1.2 Parlays
per Daily Active User

Preparation

Inspiration and competitive analysis

The PM on the project compiled some competitor examples. I looked around some other UIs apps for some "big inspiration" if that was the path we were going to take.

Some takeaways

- A lot of bottom sheets, or maps, can an overlay over the content to keep the user focused on the map, which could restrict the user if more wager info is to be screenshot.
- Some of the apps have a "Recent" or "Popular" wager amount (like DraftKings and Wish 40-100-400)
- There is still a decent amount of information that can fit in a bottom tray.

Concepts

Design Principles

Informative without increasing cognitive load

Keep the user informed of what is happening, but keep important information, functionality, potential payouts and errors at hand to be aware if need be. But not had to stay out of the betslip way. Anything we did couldn't create a better odds building a parlay and would be adding multiple bets.

Quick

The goal is to increase single bets. If we could make the barrier to placing the bet shorter, and possibly an increase it bets, the needed a way for a user to quickly see their options, confirm it, and be on their way.

Fully operational

If the user wanted to place a parlay or enter a custom amount, we should pave their way to that as well. We could have a "mini betslip" until we could revamp our betslip experience to be faster.

Concepts

Early Concepts for Quick Wager

Concept 1 for adding a wager to a betslip and placing it. Pitch.

Concept 2 for adding a wager to a betslip and placing it. Pitch.

Concept 3 for adding a wager to a betslip and placing it. Pitch.

Concept 4 for adding a wager to a betslip and placing it. Pitch.

Concept 5 for adding a wager to a betslip and placing it. Pitch.

Concept 6 for adding a wager to a betslip and placing it. Pitch.

Concepts

Early Concepts for Parlay Tooltip

The parlay tooltip was for the user who was building a parlay, not placing a single bet.

It's worth mentioning that we actually designed the parlay tooltip part before Quick Wager was added to the roadmap. Here are some of the ideas we had for the tooltip. At the same time, adjusted for the Quick Wager concept as well.

So the trap had to transition from placing a single bet to informing the user about their parlay. The tooltip had to inform the user on the status of their parlay without increasing a lot of cognitive load.

Concept 1 for adding a wager to a betslip and placing it. Pitch.

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Concept 3 for adding a wager to a betslip and placing it. Pitch.

Concept 4 for adding a wager to a betslip and placing it. Pitch.

Concept 5 for adding a wager to a betslip and placing it. Pitch.

Research

Prototypes & User Testing

From this point, we took some of the best options to create prototypes to test with our customers. I worked with our researcher and product to create a prototype to explore and what questions we needed answered.

We used this research session to focus on betslip betting behaviors and see how that may impact our project. Then we concept tested our ideas.

UXR Purpose:

- To learn more about how users populate their betslip
- To observe their current process of populating their betslip & identify pain points around wagering
- To usefully test prototypes facilitating the wagering process (including a "Quick Wager" feature)

Research

Research Feedback and Personas

After the research was conducted by our talented researcher, she put together a presentation. Here are some of the findings and how they impacted the design.

Two distinct user personas were discovered

We found some varied in their betting style. Some wanted speed to get that single bet in asap. Others wanted the time to review their bet slip and make sure it was correct. With the keyboard option, it seemed like we may be worried for both.

Trash can is intuitive, but may not do what they want.

The trash can icon was added to what it did but users didn't want to remove their bet, they often just wanted to hide the trip

Wager amounts is not one-size-fits-all

One of the most surprising things that the users complained that the only given were either too much or too little and expected they could enter their own custom preferences. This confirmed my thoughts on having pills.

Final Prototypes

Final Prototypes and Designs

After research concluded, I decided a couple more times and came up with the final design that met the needs and was flexible.

Some of the changes I made from the prototypes that I tested included: I took more consideration of the single versus parlay, and expanded interaction animations so developers could refer to them, or a perfect world, I'd create this prototype with 3rd accounts, but for exploring purposes, I just kept things in one.

Helping Stay Unobtrusive

To help customers who had no interest in using this feature, I wanted to make sure it was clear on how to turn it off. I suggested the following flow to keep uninterested users from getting annoyed.

Project Reflection

Talking the customer's language: adding "units".

In the betting community, the amount someone bets is often referred to as "units". Some people bet 1 unit on something, others amount bases on the bettor's personal bankroll.

For the Quick Wager project, I suggested we add 3 buttons with dollar amounts to speed up the time to placing the bet. As part of our competitive research, we saw this in a couple apps.

I also suggested the amounts "unit" and let the user add them in your preferences. This would allow the user to have their favorite units at their fingertips whenever they're ready to place a bet.

But before the user set their preferences and for day 1 usage, we would have default amounts.

To find these, I suggested an analysis of our betting data and find out what the most common bet amounts were and go from there.

In the user research section below, I found additional insights about these units.

Project Reflection

Adding customizable units

In our research, almost every user mentioned they expected to be able to customize their wager amounts. Some users bet 1 unit, some bet several units to release the feature on day 1 but we felt a future release is get this part of the feature out.

I decided to add a gear icon to the tray that linked directly to a new preferences page. I thought this gave the user a little bit of the user customization they wanted.

One of the challenges is that if we had a user who had bigger units, or bigger amounts, it would take more taps to place a bet. I suggested that the "to win" amount would be easier because of the smaller wager entered. I suggested we give the user a live preview of the buttons so they can play with their amounts and see how it would look like.

Project Reflection

Reflecting on the project

"I've been paying your salary all weekend with that little function"

- User comment post launch

From a business perspective

- Our single bets increased by 15% since releasing this feature, surpassing what we expected, generating over $20M in handle in the first month.
- Users mentioned how much they loved seeing their parlay status without having to open the betslip.
- Adding customizable units showed the power of adding customization into our product.

Personal reflections

- The patterns created in this feature is helping pave the way for a intuitive floating betslip, with variable features and units.
- I'm still known away that users wanted their units higher than we were giving them.

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