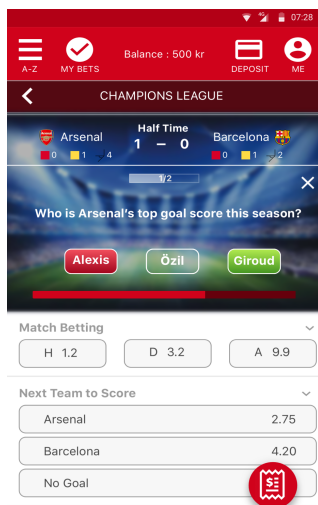


The next-generation sportsbook

The online sports betting market is growing fast and the competition is getting harder for each day. Therefore, it is increasingly important for sportsbook providers to offer more engaging and fun solutions. So, what does the next-generation sportsbook look like?

By ChiChing Lam and Carl Larsson Danell

Today, most online sportsbooks look very similar. They offer good usability and easy ways to place bets on a wide array of sports, but have room for improvement in terms of fun and engaging content. The company Mobenga, who develops sport betting solutions, would therefore like to know what end-users think of their current offerings, and also how they could increase user engagement.



The final result was a high fidelity prototype¹ that included two new features based on the concepts of social gaming² and gamification³.

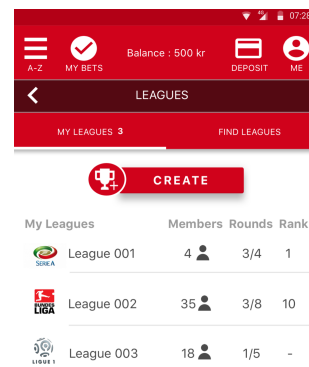
The figure to the left displays a snapshot of the new gamification feature called *The Quiz*. This feature provides the users with half-time entertainment by letting them answer a few questions that are connected to an event of their interest. After completing the quiz, the users will be able to compare their results with other users and of course have the right to brag if they got them all correct!

The figure to the right displays the new social gaming feature called *The League*. This feature allows users to play against each other for an extended period of time by predicting the outcome from matches of their own liking. Who is actually the best bettor? There is no longer any need for discussion, *The League* will provide the answers!

To come up with the new features and achieve the project goals, an evaluation of Mobenga's current solution was performed in form of a field study, including ten participants (end-users). Thereafter, a design process, focusing on the users' needs and desires, was completed.

The major conclusion of the work is that the introduction of new features, such as *The League* and *The Quiz*, could enhance the user engagement both in short- and long term without interfering with existing functionality.

Increasing the engagement of a sportsbook might not be the best for everyone. It is important to note that as of 2014, 2,2 % of Sweden's population were classified as gambling addicts and these modifications could, if implemented and released, have a negative impact on some peoples' lives. It is therefor also important to offer help to those that get hooked.



This article presents the master thesis *Enhancing User Engagement of Mobenga's Sportsbook* published by the Department of Design Sciences at the Faculty of Engineering LTH at Lund University.

¹ A realistic representation of the final product.

² Online gaming that provides social interactions between players.

³ Game elements that are added to a non-game application or feature.