

“Do you know you could **bet on eSports** & **be more confident** about winning?”

PROBLEM & GOALS

unaware
in denial
not confident

users are



teach how to bet

what eSports betting is?
of whether this is legal
about odds of winning

hypothesis



establish trust



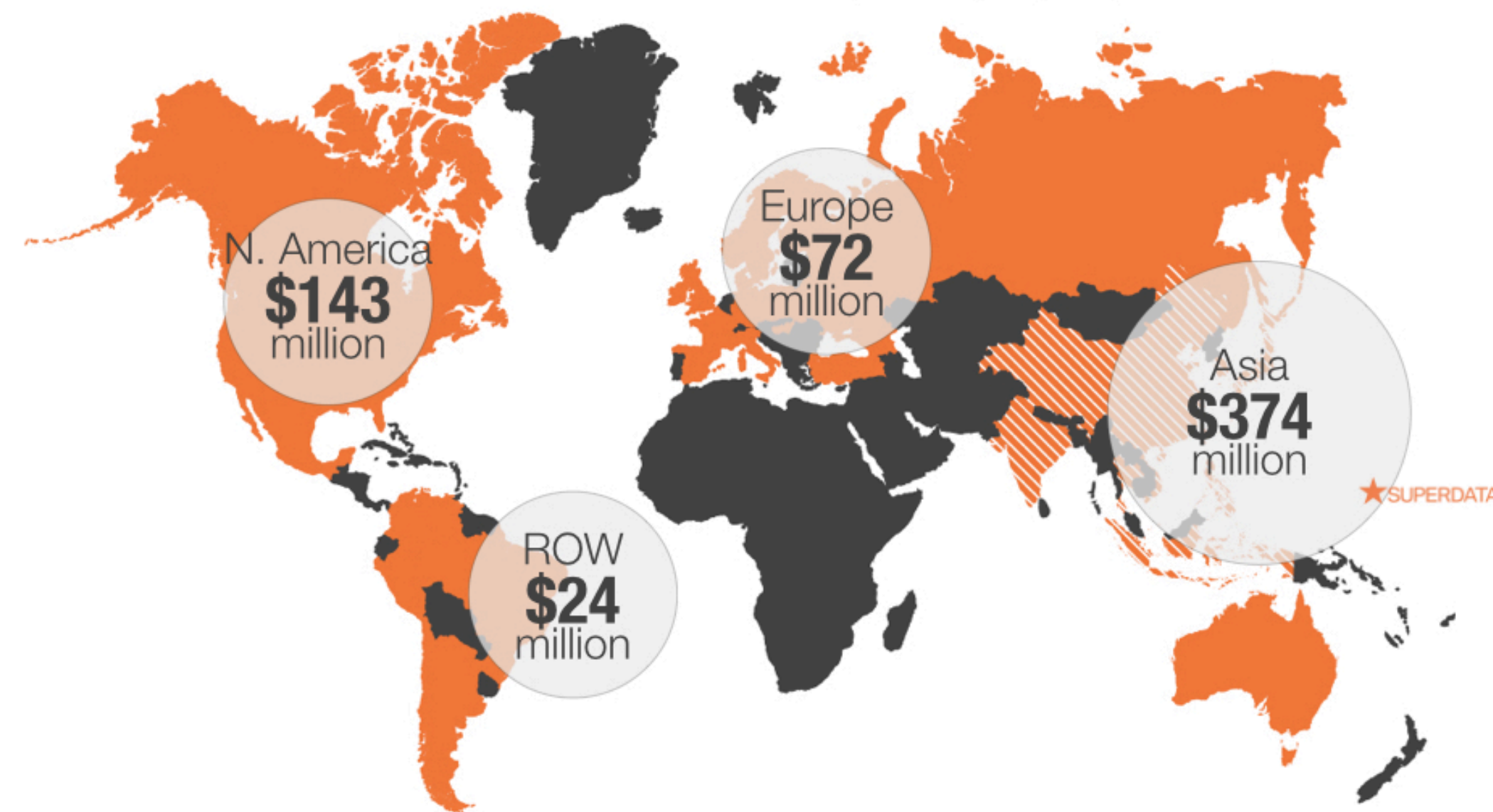
increase no. of bets

increase engagement

MARKET SEGMENTATION

200m+
unique global users

Worldwide market for eSports by region, 2015E



USER RESEARCH

12

users interviewed
and many others
observed



experienced better

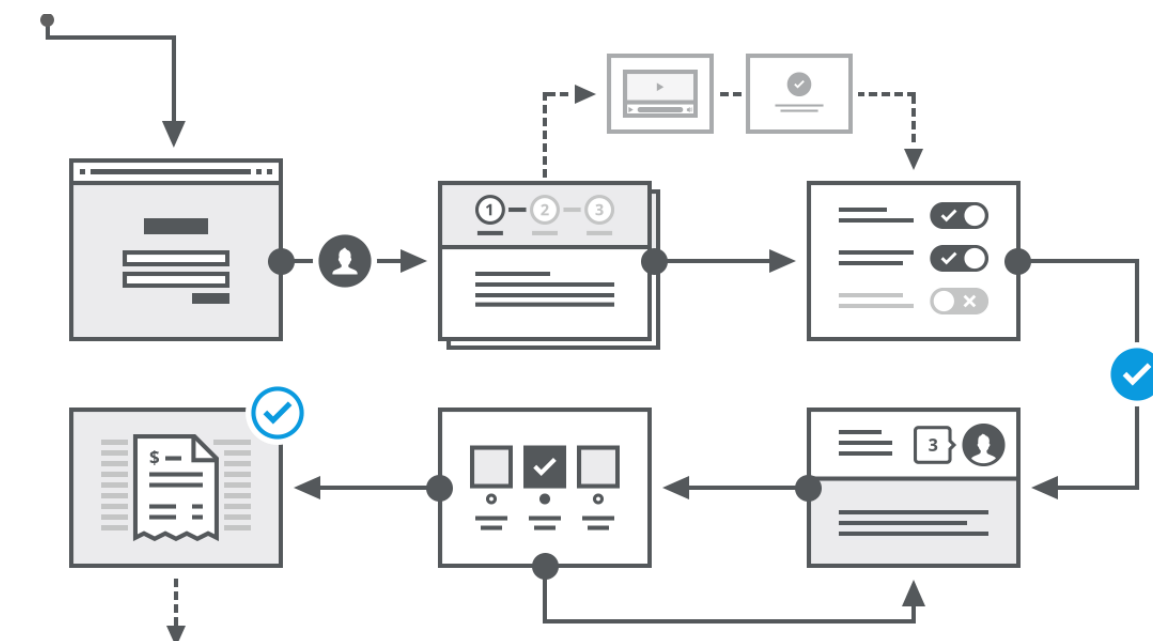


enthusiast

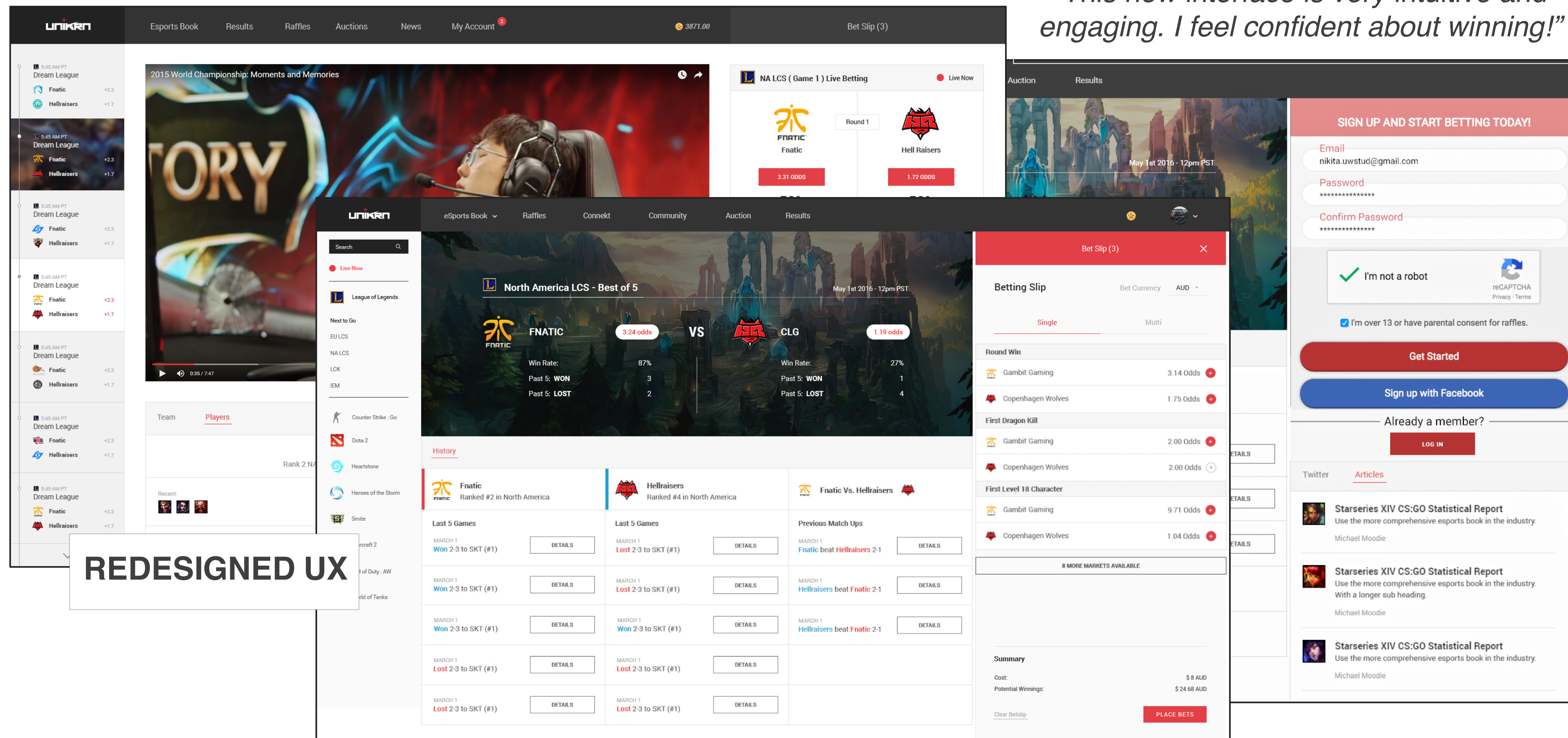
personas created

16

user flows designed
and tested



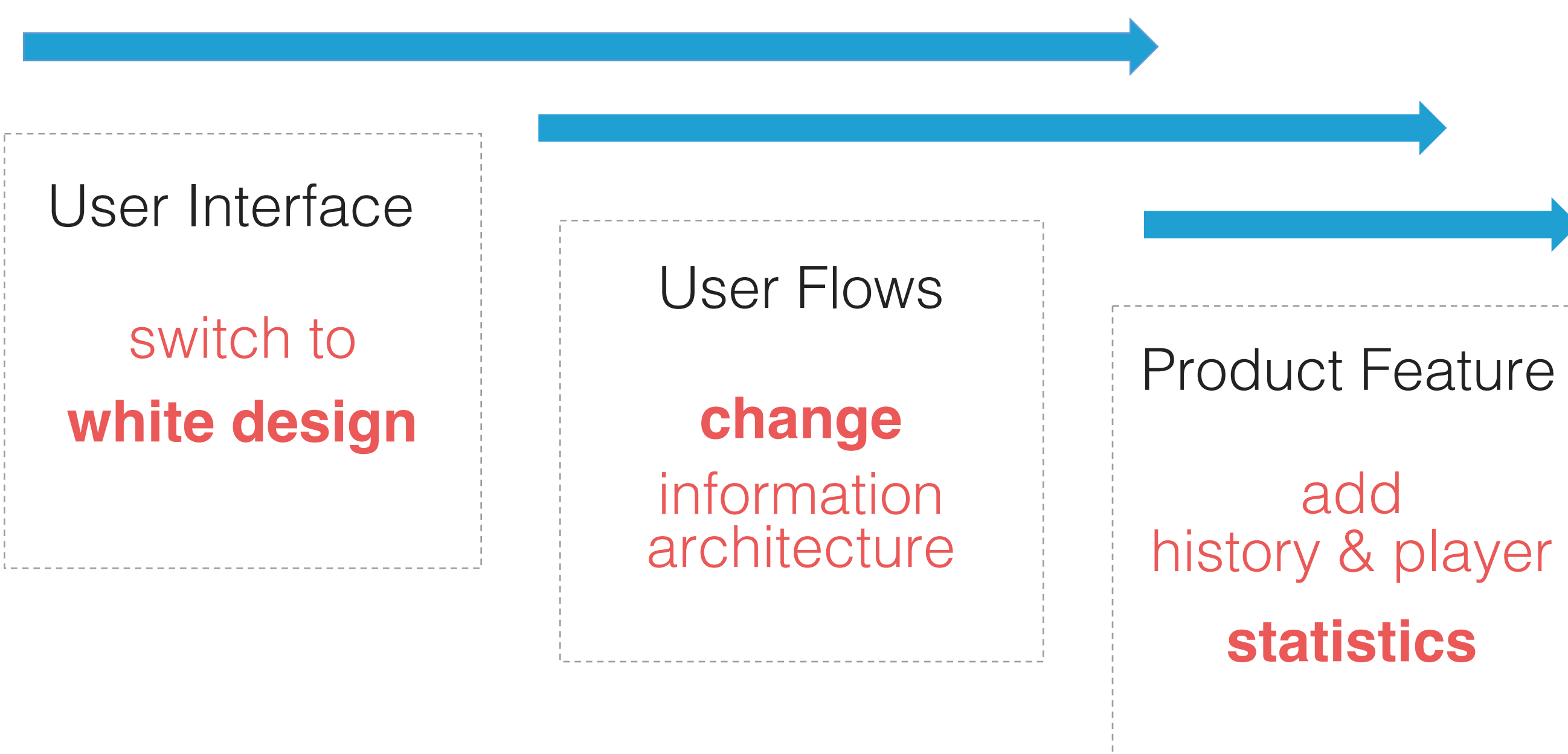
“This new interface is very intuitive and engaging. I feel confident about winning!”



REDESIGNED UX

PRODUCT ROADMAP

UX Mantra = “mobile + social + instant gratification”



TEAM GAME ON!



Atinderpal Singh Saini



Nikita Redij



eSportsbook



Daily Fantasy eSports

