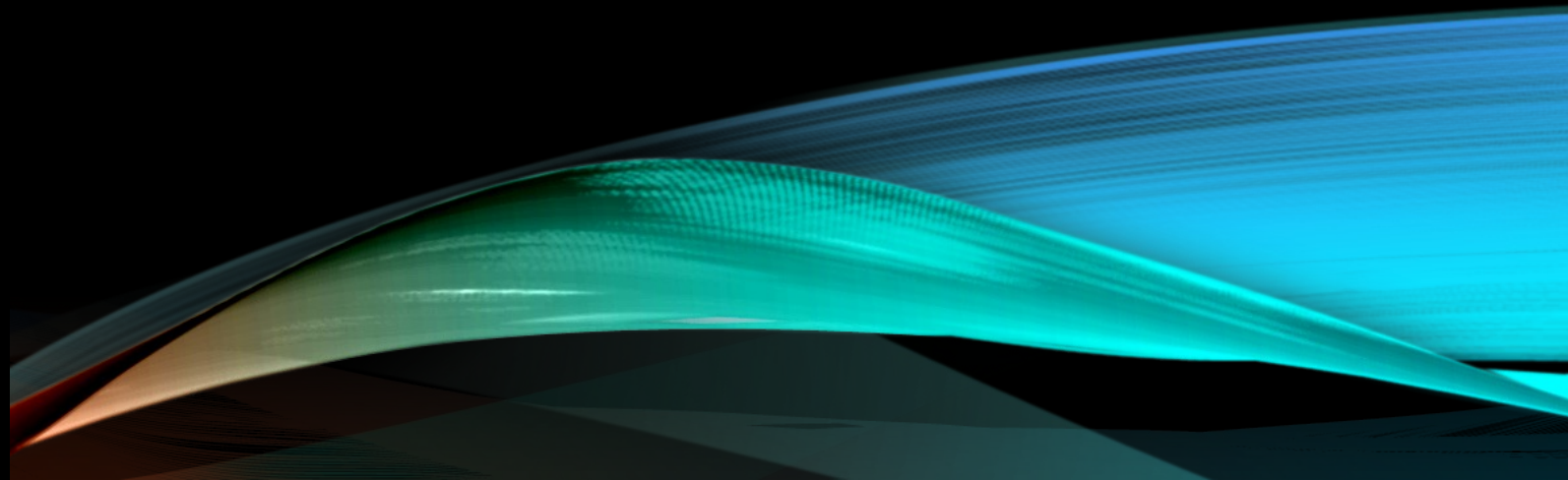




BETMGM

APP POINT OF VIEWS

Matthew Miller



OVERVIEW

The goal of this assignment is to develop point of view statements for the users of three apps. The three apps I have chosen are FanDuel Sportsbook, DraftKings Sportsbook, and BetMGM Sportsbook. These apps are all sports betting apps. Descriptions regarding each app is in a slide later on in the presentation. For this project, I looked at the reviews for each app and looked for three positive comments, three negative comments, and three suggestive comments for each. As a result of doing this, I was able to gain an understanding of what features users are looking for when using these apps. Based on the reviews I read, I developed point two point of view statements for each app.

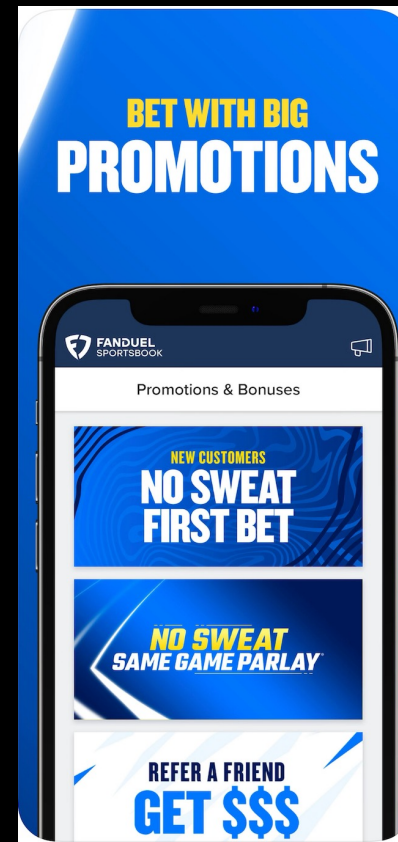
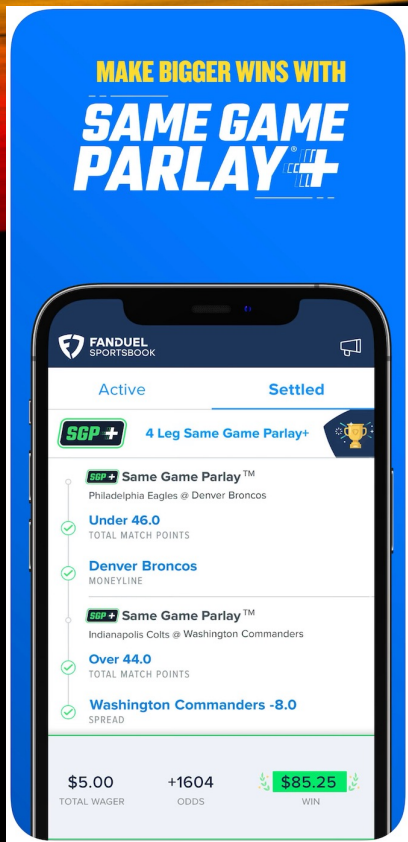
APP 1: FANDUEL SPORTSBOOK

What's New: "Football season is here! Now you can bet with SGP+ all season long, find your bets faster with the new Search feature and so much more!"



**4.8/5 Stars
(655,613 ratings)**

"Get ready for betting on MLB, golf and tennis throughout the summer with a secure sportsbook and get your winnings lightning fast! From betting straight bets to special MLB player props and tennis futures, there's no lack of action to get skin in the game on FanDuel Sportsbook. Don't forget to check out the latest sportsbook betting offers for more ways to win on the green, from the mound, or in the octagon!"



FANDUEL: SCREENSHOTS

Screenshots from iPhone

FANDUEL: POSITIVE REVIEWS

Sports betting is FanDuel

2y ago

LilToadMan



This is the most put together sports book app.

I wanted to only bet in-person so I would not claim winnings. But the long lines (and the first-ever bettors asking questions) took forever and I'd watch the odds change as I was waiting my turn. I was missing out of money and wasting my time.

Fortunately, fanduel became available in my state. I don't care about claiming my winnings because I can sit at home watching the game and make a bet in an instant. No more listening to the people in front of me wondering how parlays work and why the odds changed from this morning. With the app, I'm in front of the line every time.

And the live chat customer service is as instant as the bets. 24/7 customer service. They take care of me right away.

This is MY sportsbook. FanDuel is THE sportsbook app. And sports betting IS FanDuel.

Great app!

3y ago

Baconbits12



This app is great and the layout is easy to navigate. Makes it easy to do whatever you want! My only down sides are that there should be a clock on the top header so you can see what time it is at all times while scrolling through different betting options. Have to keep exiting the app or scrolling all the way to the bottom to see the time. And would like to "slide" or long press the "place bet" button to make sure it's not hit in error since you can cancel a bet after the counter is counting down to place the bet. A few times the keyboard has dropped out and I have hit place bet a few times without actually wanting to put in the bet at the moment or wanted to enter a different amount. Please look into these options

It's like the longtime friendship iv always wanted

1y ago

james rosen



You came into my life like nothing iv ever seen before this beautiful thing that I only thought appeared in dreams. But no you came to Michigan and brought with you all the hopes and dreams of every sports fan in this hopeless state. All our teams are like a port-a-potty in the summer on the side of a highway rough to be around and not going anywhere. You amazing wonderful app brought sport watching back to a state that had nothing hopeful to watch. I know find myself watching collage basketball game with team I didn't know we're actually school thank you FanDuel from all Michiganders to you Thank you

FANDUEL: NEGATIVE REVIEWS

DO NOT PLAY ON HERE!!!

Nov 17

☆☆☆☆☆

Wausgeh

I can assure you that you DO NOT want to waste your money on this TERRIBLE SITE!! I made my way to this supposed VIP Status!! My VIP ACCOUNT MANAGER (ERIC GASTON) was one of the most rude ignorant people that you could ever deal with!! Any time I ever asked this man for anything he denied the request. The free play money is absolutely terrible when you dump thousands upon thousands of dollars into the site!! Then I proceed to message my supposed VIP account manager and I ask him how I go about taking a breather because the site was taking more money than I'm comfortable with and that I wanted to take a look into taking a little break!! I ask if he was able to apply my free play money for the week that I was getting for depositing so much and what does he do??? He reports my account and they block me from the site and burn me on the money that was supposed to be rightfully given to me!! Not to mention when you first start playing on here you magically win left and right on the slots and as soon as they hook you in the wins suddenly disappear and you just become a donor week after week after week after week!!!! My recommendation would be to try somewhere else before you waste your time or money on this horrible site!! I have no idea how the sports betting side is maybe that's better but as far as the slots and that whole side of it STAY AWAY!!

Horrible Authentication Process

Nov 12

☆☆☆☆☆

Koelbfructnd

I normally never write reviews but when I do it's usually because it's horrible. In this case, my first go to for sports betting was Fanduel because of their great promo offers and risk free bets. I turned 21 in October 30th and created an account with all the details verifying that I am 21 years of age legally in NJ. When I finally set everything up it came to the final step... Authentication that I am, indeed, me. Well, it didn't go very well. First try and I get an error not even able to get to the QUESTIONS. So I went to customer chat support (with awfully long waiting queues depending on the day and random resets that have to make me re-queue, which is very frustrating) and everything went well, the guy reset my attempts and said I should be able to go. NOPE, same thing happened... "unexpected error" and I couldn't even reach the question section yet AGAIN. So now I did the same process a second time... SAME THING, UNEXPECTED ERROR. PLEASE fix your third party authentication system or switch to a new one. This third party Lexis Nexis is awful and THEIR customer support is EVEN WORSE!! I contacted them WEEKS AGO and I haven't heard back from them. Utterly disappointed and DraftKings is way better their system is as amazingly quick. It makes Fanduel look inferior.

Absolutely unacceptable

1y ago

☆☆☆☆☆

J_Uwood2001

I deposited funds into the app in order to bet on upcoming weekend games. After the weekend and all bets had went through my account it showed an available balance. Mind you I didn't get any promotional offers or free play money all my own deposits and earnings and I have submitted multiple tries to withdraw my money and it keeps coming back declined. I have messaged the company with them only to say it only shows this much for withdrawal available a very small amount of the amount I deposited and the rest is bonus funds which is a load. I can't even speak to someone because the land line isn't available. Once this issue is resolved I will never use this app again. Simple to deposit money but horrible at returning it.

FANDUEL: SUGGESTIVE REVIEWS

Fantastic but would love another feature

1y ago



EvanSaw13

Overall a fantastic app. Easy to navigate and pays out within minutes after your win has been secured. However other books such as DraftKings has a feature where you can see statistics of teams, injury reports and the percentage of the public that bets a certain way. I think FanDuel would be perfect if they added that so I don't have to check other sources to find that information out. Overall, still a great app and I have no intentions on leaving FanDuel. Customer service has been great to me as well.

Opportunity

1y ago



n2skins

As a better I like to follow the games on my phone on the app. It would be a better experience if you followed the entire Basketball game to the end. Right now you stop the live scoring with about 60 seconds to go. It makes me go to ESPN TO follow the last minute and I'd rather be in the app so I can possibly make another bet on a different game. This is win win for everyone. I can watch the game to the end and I may place a bet during that last 50-60 seconds on another game because I already have your app up on my phone. This is a great idea and it will eventually give you more opportunities at increased bets. A simple \$10 credit to my account would be greatly appreciated. 😊

Suggestions

1y ago



221260

Overall, easiest betting app to use and to navigate in my opinion. Love the boosts, the promos, and how quick it updates/follows the game.

One feature I wish this had (and wish most betting sites had) is that on the bets it would show the competing bets and the game score at the time it was placed. This would be beneficial since some sports can be so volatile. (Example: You Bet the Over 30 at -115. When expanded, it would show the alternative Under 30 odds and game score at the time the bet was placed to note what your odds were).

Lastly, I have a bad habit of accidentally placing bets when messing with the odds and payouts, and I know I'm not alone (particularly on parlays). It would be a nice feature if when submitting a bet there was a settings option that would offer a required 4-digit code/password before any bet could be submitted. Extra security options is always a good thing when talking about money.

APP 2: DRAFTKINGS SPORTSBOOK

What's New:

“Quick Parlay: A new dedicated page to make building parlays on your favorite sports and leagues easier.”

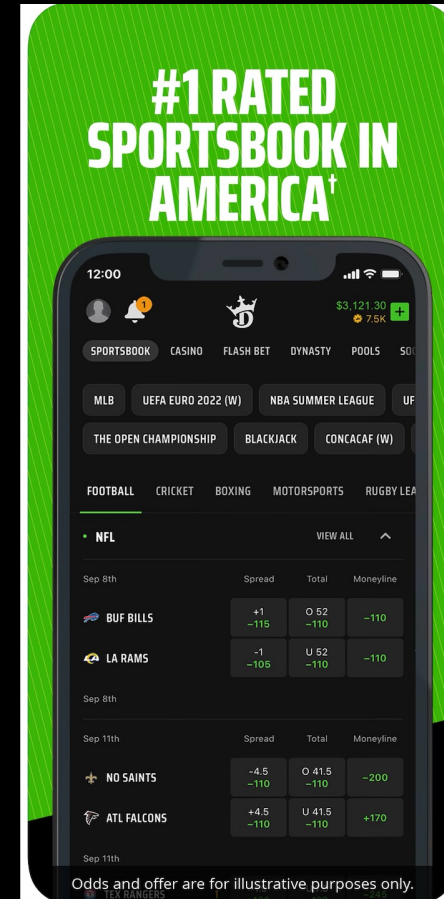
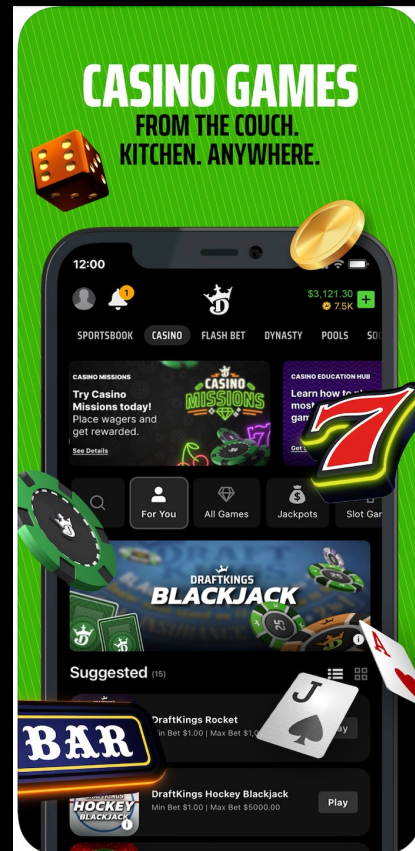
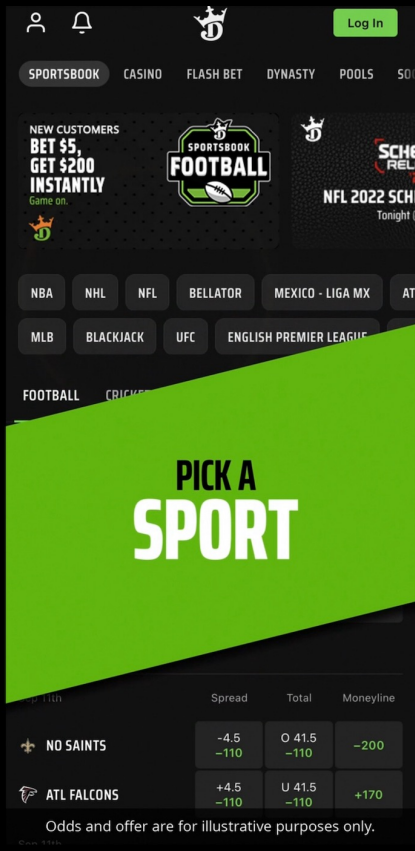


4.8/5 Stars
(381,543 ratings)

“We’ve also got many ways for you to bet –and win. Put your money on the line with live/in-game bets, cross-sport parlays, moneylines, round robin bets, features, spread betting, prop bets, same game parlays and more. Or simply pick the winner in pools to win prizes.”

DRAFTKINGS: SCREENSHOTS

Screenshots taken from iPhone



DRAFTKINGS: POSITIVE REVIEWS

Great casino! My personal favorite!

edited May 18



TamithaM

I love ❤️ draftkings! You can't make everyone happy 24/7 & expect to be able to make a profit, so theres always going to be complaints & at times thru out the last 3 yrs ive been w them, ive had a few i shared w them at times, but without a doubt (and ive used every casino app in PA, many times) theyre the best w random surprise bonuses (at times extremely generous), customer service, they make u feel like a priority , ask & take consideration in your opinions, always improving from hardly any games 3 yrs ago to an unbelievably striving n the best casino today, and theres def a good reason for that! Always improving! Last great one ive noticed is almost instant withdrawals! Everyone should give them a fair chance, I doubt you will be disappointed! I know im def a lifetime customer!

Love Draft Kings

1y ago



Wheeling Wild Won

Draft Kings is the best and easiest platform for sports betting that I've come across. The profit boosts are amazing and the betting both before and during games is second to none. The late night casino boosts can also be quite lucrative and a lot more fun than playing meaningless, moneyless video games on my phone such as Candy Crush.

I make it part of my every evening routine to check for the latest odds boosts. The same game parlay feature is also second to none. I can't get enough. And the \$450 check I will be receiving in a few days will go a long way towards paying for a new set of golf clubs I've been saving up for. Having gone from \$50 to over \$600 in winnings in just a few months making mainly \$1 - \$5 bets is harmless, fun, and profitable.

I love me my DraftKings.

One of the Top Sportsbook/ Casino out there

edited Apr 29



ahd ekxb e

This Sportsbook/Casino is fantastic ! I have been using DraftKings for years now and it's always been top notch. My favorite thing about DraftKings is the rewards and promotions it offers. They have a great reward system. The platform is easy to navigate and super user friendly. They offer a lot of sports to bet on and have plenty of top casino games. They are always adding new things, like their dynasty feature. This is a level system that offers different rewards and merchandise for the level you are within DraftKings. Support is great and always quick to answer. I highly recommend using the DraftKings Sportsbook/Casino

DRAFTKINGS: NEGATIVE REVIEWS

Horrible customer service

3y ago



gamblingSavant

This app is good if you plan on never ever reaching customer service or having any issues with the app. However if you ever need to reach customer service there is a huge issue. There is no phone number so you have to email them. Takes 1-5 days for them to answer or they ignore you. Most times they don't understand or don't know their own app well enough to answer your questions. If there is a significant issue they have zero idea of what is going on. They offered an nfl parlay insurance promotion. If you lose 1 leg of a 4 leg parlay you will be credited as long it is not a teaser. I made parlay wagers as did my dad using the alternate spreads. We never used teasers and were credited the first 2 times the promotion came out. Then all of a sudden they didn't credit us and said teasers don't apply. We didn't use teasers we were just smart enough to use all their app offers. They have no idea the bet we used and I've spent days trying to contact them and explain. Save yourself the hassle and do not use this app. You will eventually get money randomly taken from your account, not get a pay out or some other issue. Then you will spend weeks trying to explain to them their own system to eventually get screwed. Use another sportsbook. Or else you will just regret the hassle.

Terrible. If I could give it a zero, I would

May 26



SMCBKS

TL:DR the app constantly logs you out and doesn't work. Finally got fed up enough to rant into the void that is an App Store review

I have never written a review for an app before because, generally, they work as expected. This terrible, infuriating app has forced me to warn others to not use it unless you enjoy being constantly logged out and unable to bet - you know, the entire point of the app. For the last few months the app has been completely unusable (I know I am also not alone in this issue, to varying degrees). I have made sure the app is up to date and deleted and reinstalled it, all to no avail. I cannot bet on the app (and, yes, I'm in a state where gambling is legal). I enjoy live betting, so when the app was working, I'll admit I would be on it quite a bit to keep up with live pricing. I haven't lost a significant amount of money nor do I bet in big amounts/a lot, so there should be no reason the app should have excluded me and can only conclude the app is buggy. I have previous experience with legal sports betting having lived in Europe and never had any of these problems. I'm going to switch to Fanduel.

Terrible site

3y ago



Pokerpheen

I deposited \$200 since it was "Recommended" and I would get up to \$200 in bonus money. After I didn't see the bonus kick it in and lost the \$200, I didn't see any bonus money kick in. I reached out to DK customer service to ask why. Their response was that they match the first bet win/lose. I asked why I didn't get the \$100 I bet on my first bet and I was told that I received the bonus on 8/22. I wasn't able to deposit anything until October since cards weren't working (at least mine wasn't)...strange. I checked my statement and my first deposit in the Sportsbook was on 10/11. I asked them to send me a statement and they have yet to respond. SugarHouse and FanDuel honored their bonus with no issues. If DK is doing this for a bonus, I certainly don't trust them sending me a check if I were to cash out. I suggest using a different sports app.

DRAFTKINGS: SUGGESTIVE REVIEWS

My review



One thing I wish was better was that all funds across Sportsbook and the DraftKings site were the same. I hate you have to deposit in both to have the funds. Also wish you did more reload bonuses when adding more funds. Back in the day DraftKings used to always have way better reload bonuses. I really like DraftKings but wish this would come back. It's frustrating that all these new customers get all kinds of bonuses but us loyal customers can't receive those same bonuses once in a while. I've been getting crushed lately so if the reload bonuses were there it would be way more beneficial to a losing customer

May 8

bobmc3269

PLEASE READ DEVELOPERS- TECH ISSUE

Sep 30



Jakelessin

Hello , I love this app and the UI, and the boosts. However I've noticed recently some HIGHLY NEGATIVE functionality changes have been made. Including the useable screen space you have when trying to add to your bet (now the top 2/3 of the screen is locked which leaves a TINY little window to see the bets you're actually looking for which is very frustrating.

PLEASE fix this! As well as how it will jump all the way back to the top of the sports list when you're trying to assemble a parlay! Thank you...

3 stars. BUT WHY



Jan 20

Riiiiizzzyd

My top 3 Va sport books. Are BetMGM, DraftKings, and FanDuel. I want DraftKings to be my favorite thought. It's just a couple of key features it's missing. Top ones would be. Current score during the bet. As in i look at my open bets and it shows the scores of whatever game it is I'm Betting on. And another would be my favorite feature with BetMGM, which is "Bet Sync" with action sports app. I love the app but at least give a current score. That's the main thing I'd like to change.

APP 3: BETMGM SPORTSBOOK

What's New:

"We have made some improvements to our geolocation capabilities for a smoother betting experience."



BETMGM

4.8/5 Stars
(108,334 ratings)

"Sign up today and receive your first bet risk-free up to \$1,000! Offer is for new customers only."

Brought to you by the world's leading resorts and casinos, BetMGM Sportsbook is the premiere online sports betting destination for all major professional and college sports.

BETMGM: SCREENSHOTS

Screenshots taken from iPhone


THE KING OF SPORTSBOOKS HAS ARRIVED



BOOKS THE KING OF SPORTSBOOKS THE KING

EARN BETMGM REWARDS POINTS

EXCLUSIVE OFFERS, INCREDIBLE EXPERIENCES AND VALUABLE REWARDS COME TOGETHER TO GIVE YOU A BIGGER SLICE OF THE ACTION.

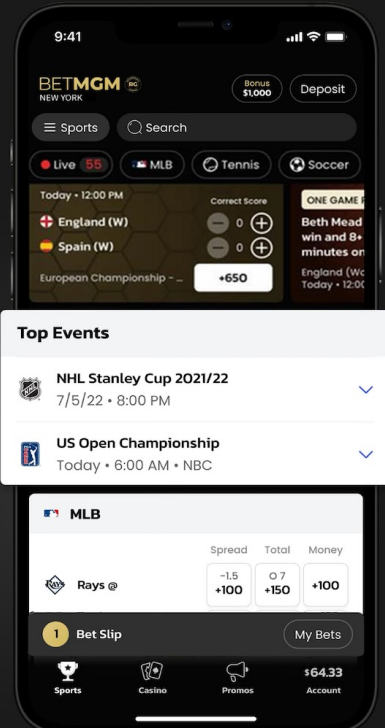


BETMGM REWARDS

BOOKS THE KING OF SPORTSBOOKS THE KING

INTRODUCING THE TOP EVENTS MODULE

VIEW THE LATEST FEATURED MARKETS AND BETTING OPPORTUNITIES



9:41

BETMGM NEW YORK Bonus \$1,000 Deposit

Sports Search

Live 55 MLB Tennis Soccer

Today • 12:00 PM Correct Score ONE GAME

England (W) 0 + Beth Mead win and 8+ minutes on

Spain (W) 0 +

European Championship - ... +650 England (W) Today • 12:00

Top Events

- NHL Stanley Cup 2021/22 7/5/22 • 8:00 PM
- US Open Championship Today • 6:00 AM • NBC

MLB

| | Spread | Total | Money |
|--------|--------|-------|-------|
| Rays @ | -1.5 | 0.7 | +100 |

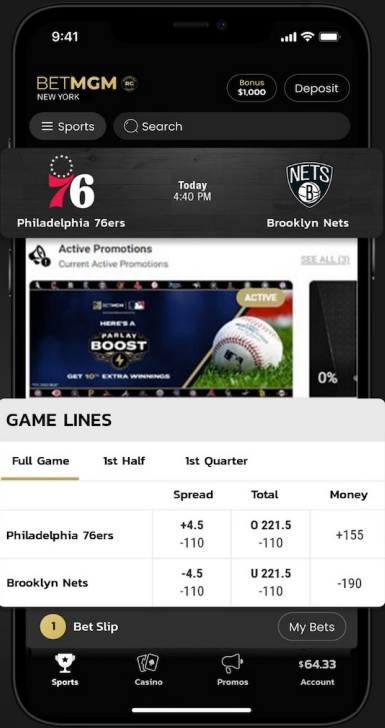
1 Bet Slip My Bets \$64.33 Account

Sports Casino Promos Account

BOOKS THE KING OF SPORTSBOOKS THE KING

BETTING MARKETS FOR ANY STYLE

SPREADS, MONEYLINES, PARLAYS, PROPS, FUTURES, & MORE



9:41

BETMGM NEW YORK Bonus \$1,000 Deposit

Sports Search

76 Today 4:40 PM NETS

Philadelphia 76ers Brooklyn Nets

Active Promotions Current Active Promotions

HERE'S A PARLAY BOOST GET 10% EXTRA WINNINGS 0%

GAME LINES

| Full Game | 1st Half | 1st Quarter | |
|--------------------|----------|-------------|--------------------|
| | | | Spread Total Money |
| Philadelphia 76ers | +4.5 | 0 | 221.5 -110 +155 |
| Brooklyn Nets | -4.5 | U | 221.5 -110 -190 |

1 Bet Slip My Bets \$64.33 Account

Sports Casino Promos Account

BOOKS THE KING OF SPORTSBOOKS THE KING

BETMGM: POSITIVE REVIEWS

Great Features and Great Bonuses 1y ago



APGaming10

I have used every app from barstool to draftkings to fanduel and BetMGM is now my preferred way to bet. I love that BetMGM lets you turn on alerts for any games so you can get score notifications during it. I also love the "edit my bet" feature which allows you to change your bet instead of having to cash out an replace it.

Bonuses have been generous. They are confusing at first but its actually simple: I deposited \$100 and got \$200 in bonuses. I had to wager all \$300 of that money and whatever i had left over after that was mine to keep. You just have to wager 100% of your bonus and then you keep whatever you have after that. You can track how much of your bonus you have wagered in the promotions tab and it all makes sense once you understand how it works.

The different promotions, including the \$10 free bet every monday if you bet over \$50 the previous week, have been great. Customer service has also been really helpful. I'm a big fan of this app and will use it as my primary book from now on!

Excellent Betting App

Sep 20



Champ1928

I left Draftkings after a baseball bet was cancelled because it didnt go 8.5 innings.. i was given \$50 credit and never got my \$250 original bet money back, forget what i would of won. I had issues with Ceasar's not paying for match bet and were no help. Mgm has been smooth sailing, constantly getting free bets and odds boosters. The app is easy to use and my money is in my account the latest the next day whenever i withdrawal. Highly recommend giving them a shot goodluck !!

Best

2y ago



Cracker7799888

Been playing for a little. Have to say the customer service has been phenomenal. The cash out feature is a great way to keep customers playing. Depositing is a 1, 2, 3 easy step process.

Overall, it's been an overall pleasure to just mess around a little, and if there any issues someone always there to help which is unusual with any site. Recommend this to everyone over any site out there.

BETMGM: NEGATIVE REVIEWS

Worst betting site so far

★☆☆☆☆

1y ago

Minnesota22

In the last 24 hrs. Last night had multiple bets tried cashing out mid game (in green) after hitting cash out for around a minute straight nothing happened. Waited a few more minutes once again tried to cash and nothing. Lost all three bets. When I live chatted with customers service I get "sorry cash outs are not always honored. So why was it in green? Never had a issue on any other site. Okay whatever, one bad clinch I'll live with it. Now today, deposit couple thousand into my account, like the way the site looks willing to give it another shot. Go to place my evening slate of bets I'm now being told my account has been suspend for "routine check" been playing on the site for about 3 weeks never happened before. Being told I'm not allowed to access any of my funds until this check is done which takes 1-3 days. So you took my 4 thousand dollars and than froze it and now I can't play with it? Once again, reach out to live chat. Same back and fourth sorry can't help can't do anything. Trying to give the site benefit of a doubt but I'm truly frustrated with MGM providing nothing in return but taking my money and a lack luster customer service. If anyone else has a better betting site to look at please let me know. Thank you

Use any other app other than this

★☆☆☆☆

Dec 8

tinnnat

BetMGM is hands down the most poorly ran and crooked Sportsbook/casino site offered. On th surface it seems like that have great promos and I honestly did enjoy the interface, BUT the app is unbelievably unethical in its practices. They constantly offer "promos" for bonus funds etc. as a ploy to restrict your deposited money and make it nearly impossible for you to cash out. They go as far as to auto populate your deposits with the promo codes so that these "bonus funds" and your deposited amounts are locked until you reach a 20x wagering limit. The customer service is terrible and after they wrongfully restricted my funds I attempted to get the issue resolved via 10+ mail exchanges and more than 4 customer service calls. Their customer service is a joke and they make it nearly impossible to even find contact information to reach out. Then their phones were "temporarily down" and finally upon reaching a rep, they were useless in stating "they would follow up with an email". LITERALLY USE ANY OTHER APP. Promos are a scam, customer service is atrocious and I left with the genuine feeling of being taken advantage of. Not because I lost money but based on their poor business practice and errors made with my account.

STAY AWAY. Worse casino app

★☆☆☆☆

Dec 19

92sniper

So I was trying to cash out when I finally won some money & they spilt my payments on 2 different cards. One of the debit cards was a account so it was closed & I wasn't able to access it. I explained all this so support & my account was never updated & I never was able to cash out. So now I found myself just gambling my winnings before I stopped using this scheming app & today they cancel 2 basketball games. If anybody who really uses this trash app knows, if you create a parlay slip & none of the games started you can cash out or basically cancel your own bet slip & get your money back. Clearly Mgm did not let me cash out my parlays or get my money back or equal value for what I placed. As I was explaining this to customer support, he(Anthony) ended the chat without even helping me in any kind of way. This is the worse casino app out of all. I suggest staying with DraftKings or FanDuel because they have a better support system, better odds, & more experience than these pandemic apps.

BETMGM: SUGGESTIVE REVIEWS

Needs major work from their teams Oct 24
★★★★☆ AcoLegend

I first starting using this site because the commute to Nationals Park was shorter. Haven't had any problems with it so far. BUT..... I don't like how the "market team" the live chat individuals always refer to are (and I quote) "Not willing to add new markets for ANY sport". I'm confused...isn't the point of making people want to sign up with you to appeal to your customers? I pitched some ideas to them about add a new markets that could definitely help the site be more user-friendly as well as help users have more control over the props they pick. They don't want to add player performances, they don't want you to alternate lines for players, and they want to put every player in props that are staring in that respective sport. It's embarrassing for you guys to not want to compete with your competitors like DraftKings, Fanduel, etc. They all allow freedom in terms of you setting the line you want for a player. Get it together, it's not always about trying to make money off you customers, give them some content cause once these states have sports betting legalized y'all are going to regret not trying to up the competition. Thank you

Good but needs improvement 1y ago
★★★★☆ Schteve_o

I don't know where else to submit any feedback for this. But, everything is good with the app but I have a few gripes.

The phone app functionality is a bit clunky and laggy compared its competitors fanduel/ DraftKings. Such as looking thru games, placing bets, looking at your bet slip etc. A smoother interface would be appreciated!

Also the log in process is a tedious one having to log in with my password every time just to check on something in the phone app. If you can integrate the iPhone facial recognition to log in it would make the process much easier, much like what DraftKings does when you open their app. Scans your face, and logs you in.

My next gripe is that I usually place bets in the morning around 10-12am est and a majority of MLB games aren't listed in the app or not available to bet on in the morning. They usually get posted later in the day, when I'm busy at work etc etc and I miss out on betting on them. If you could post games earlier it would be appreciated.

I do however like the integration into the action network interface to track my bets and get notifications on my bets. That I applaud and I've been enjoying using.

Great design & functionality, except for biometrics May 3
★★★★☆ Cklepp

I love this App, the separation of Sportsbook and casino are logical splits and the ability to bet on the exact events I want is easy to navigate. The slots are a bit expansive and a little difficult to navigate so some better alignment and search capability would be appreciated.

The big issue is that the biometric login capability is sporadic. It's really annoying that when I've approved using Face ID, that I need to enter my password 50% of the time.

If you fix the login issues and slot searching, this would be a 5, as is, it's probably a 3.75

POV STATEMENTS FANDUEL



SPORTSBOOK

Users who wish to see the lineup of the team they are betting on **need** to be able to see them **because** some players in the lineup may make the person bet for or against that team.

Users who bet infrequently **need** to have the option to set up the option to put a 4-digit code in before placing a bet **because** since they are an infrequent user, they may not be 100% sure what they are doing and make sure that the bettor is not making the mistake and is making the bet they intended to make.

POV STATEMENTS DRAFTKINGS



Users who wish to place a live bet **need** the ability to see the score of the game when placing their bet **because** otherwise it would not be fair for the bettor to not see the score of what they are betting on

Users placing a bet **need** to be able to see what they are placing clearly **because** if the screen continues to remain tiny, that will increase the chance of a bettor placing the wrong bet or more money than they wanted to.

POV STATEMENTS BETMGM



BETMGM

Users who place wagers **need** to be able to place what they want **because** without being able to do so, both the user and BetMGM are losing out on a chance to make money.

Users who want to place a bet quickly **need** a biometrics feature for when they login **because** it is faster and more convenient than having to type in your username and password each time you log in.