

UX Research for Barstool Sportsbook Feature

1/25/2020

UX Researcher: Brandon Ferguson

Background:

Barstool Sportsbook is an application that allows users to bet on sporting events on their smart devices. Barstool Sportsbook is looking to add an integrated feature that allows users to bet on special games and during those games be able to watch and interact with a Barstool cast member.

Research Goals:

- Identify if this would be a feature Stoolies would use.
- Understand Barstool Sportsbook users pain.
- Discover what can be improved with the sportsbook and enhance user experience.

Methodology:

- 1:1 remote interviews with 3 participants about the “Interaction games” feature that will be integrated to sportsbooks.
- Identify if this feature would help new users use this sportsbook

Demographics:

Ages: 18-35

People who enjoy watching sports, Barstool and gambling.

Script:

Hello _____, thank you for your time today. I'm going to be asking you questions about a sportsbook feature that will allow users to bet and interact with your favourite Barstool cast. Your name will not be attributed in any of the project work and your input will remain anonymous. With that said, I'd like to take notes on your answers. Are you comfortable with that? Could I have your consent to record this conversation? Thank you. There are no right or wrong answers to these questions. If at any point you have to take a break or would like to stop, please let me know. We should take about 30 minutes to complete the interview. Do you have any questions? Great, let's get started.

Questions

- How often do you use the Barstool Sportsbook app?
- Are you a Barstool fan?
- Who is your favorite Barstool Member?
- Do you watch Barstool gambling house on any other platforms, such as Youtube or Instagram?
- Do you bet with or against Barstool members, when you place your bets?
- (If yes) Explain why do you like betting with against the Barstool crew.