

# THE BANKER

A live group tracker for friends watching sports together. Made from Pub talk



Thomas Plowman · March-May 2026

UX Research · Product Design · Built & Shipped

# SPORT HAS ALWAYS BEEN SOCIAL FOR ME

Some of my best memories are watching games with friends. The laughs, the arguments, the joy, you can't replicate that.

Most recently one of the activities we go up to was going round a mates having some beers and sticking small bets on the football. It had us watching crazy games from all over the world as it was good fun, and still cheaper than going down the pub.



**HOW DO GEN-Z FANS EXPERIENCE MATCHDAYS?**

# GEN-Z SPORT FANS

Understanding their access, social experience and emotional connection to sports in the modern day.

HEAVY BETTOR



**“SPORTS BETTING IS DEFINITELY MORE OF A YOUNG PERSON THING”**

**TEO BENEDICK**

24, Geneva, Switzerland

NON BETTOR



**“ALL THEY TALK ABOUT IS MONEY, I JUST WANT TO KNOW WHAT THEY DID”**

**NATHANIEL MEKKIS**

24, San Diego, California

CASUAL BETTOR



**“BETTING DOES BRING MORE EMOTION TO THE GAME”**

**GUILHERME CORREA**

22, Lisbon, Portugal

GOODS BETTOR



**“IT MAKES ME FEEL MORE NERVOUS, MORE EMOTIONAL.”**

**PAUL KIM**

27, Seoul, South Korea

CASUAL BETTOR



**“IF I’M GOING TO WATCH IT, I’LL PUT A BET DOWN WITH MY ROOMMATES”**

**HEATH NAGER**

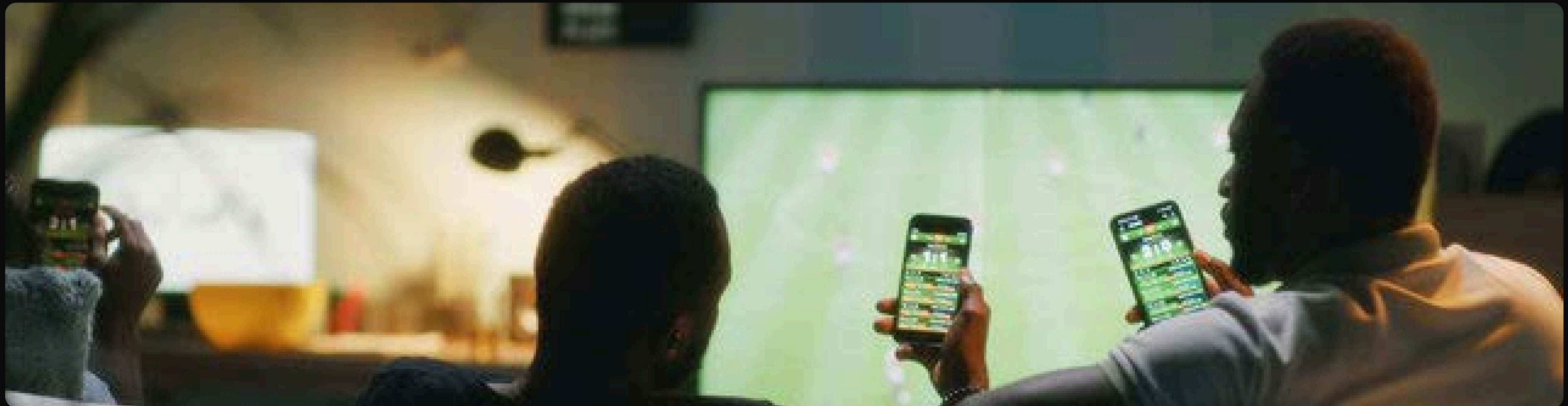
21, Denver, Colorado

- Some fans struggle to commit to watching games, wanting more
- Disengaged crowds kill the experience, they are the make or break
- Non-bettors feel left out when the group fixes on bets over the game

- Having nothing involved to the game removes a big engagement layer
- Bettors use multiple different platforms, causing a lot of distraction
- Modern sports can lack the constant tension spikes of esports

**BETTING CREATES EMOTION, BUT KEEPS IT PRIVATE**

# THE MOMENT MONEY GOES ON A GAME IT GOES PRIVATE



## WHAT THAT LOOKS LIKE

- Bettors locked into their own apps
- Tracking legs their friends can't see
- Asking "what do you need?" constantly
- The group chat filled with noise
- Non-bettors feeling left out of a conversation

**SPORTS ARE PUBLIC AND SOCIAL,  
WHY DOES BETTING MAKES IT PRIVATE?**

# AN OPPORTUNITY

**“ALL THEY TALKED ABOUT WAS THEIR LINES AND THEIR PARLAYS. I JUST WANTED A WAY TO TALK ABOUT THE GAME.”**

**NATHANIEL · 24 · NON-BETTOR**

**“BEING ABLE TO CHECK EVERYONE’S DIFFERENT BETS THROUGHOUT THE GAME, THAT COULD BE QUITE NEAT.”**

**HEATH · 21 · CASUAL BETTOR**

**THE MARKET IS BUILT FOR THE BETTOR. NOBODY HAS BUILT IT FOR THE ROOM.**

Every competitor is bettor only, account required, single sports book, not one of them is built for the group watching together.



**HOW MIGHT WE MAKE BETTING SOCIAL AGAIN?**

# THE BIG IDEA

**A LIVE ROOM WHERE  
YOUR WHOLE GROUP  
WATCHES EVERY BET  
HIT OR MISS TOGETHER.**



## STEP 01

### CREATE A ROOM

One tap. You get a 6-digit code.  
That's your session.

## STEP 02

### SHARE THE CODE

Drop it in the group chat.  
Everyone joins. No account needed.

## STEP 03

### WATCH IT LIVE

Every leg updates as the match plays.  
Goals, stats, the settle, all shared.

# RESEARCH LESSONS

## ZERO FRICTION ENTRY

no accounts needed for use, any friction to use puts users off

## BUILT FOR THE ROOM

spectators included with predictions, not just bettors

## SCOPED TO FOOTBALL

Football alone is \$470 a month if I were to launch.

## MAKE IT A COMPETITION

live leaderboard to keep competition for Gen-Z high



# DEVELOPING

FLOW DEFINED

## HOST CREATES ROOM

Picks the game, generates the code.



## FILL THE ROOM

Share the code, wait to start



## INPUT YOUR BET/PICK

Add your picks and post them to the room



## TRACK YOUR SESSION

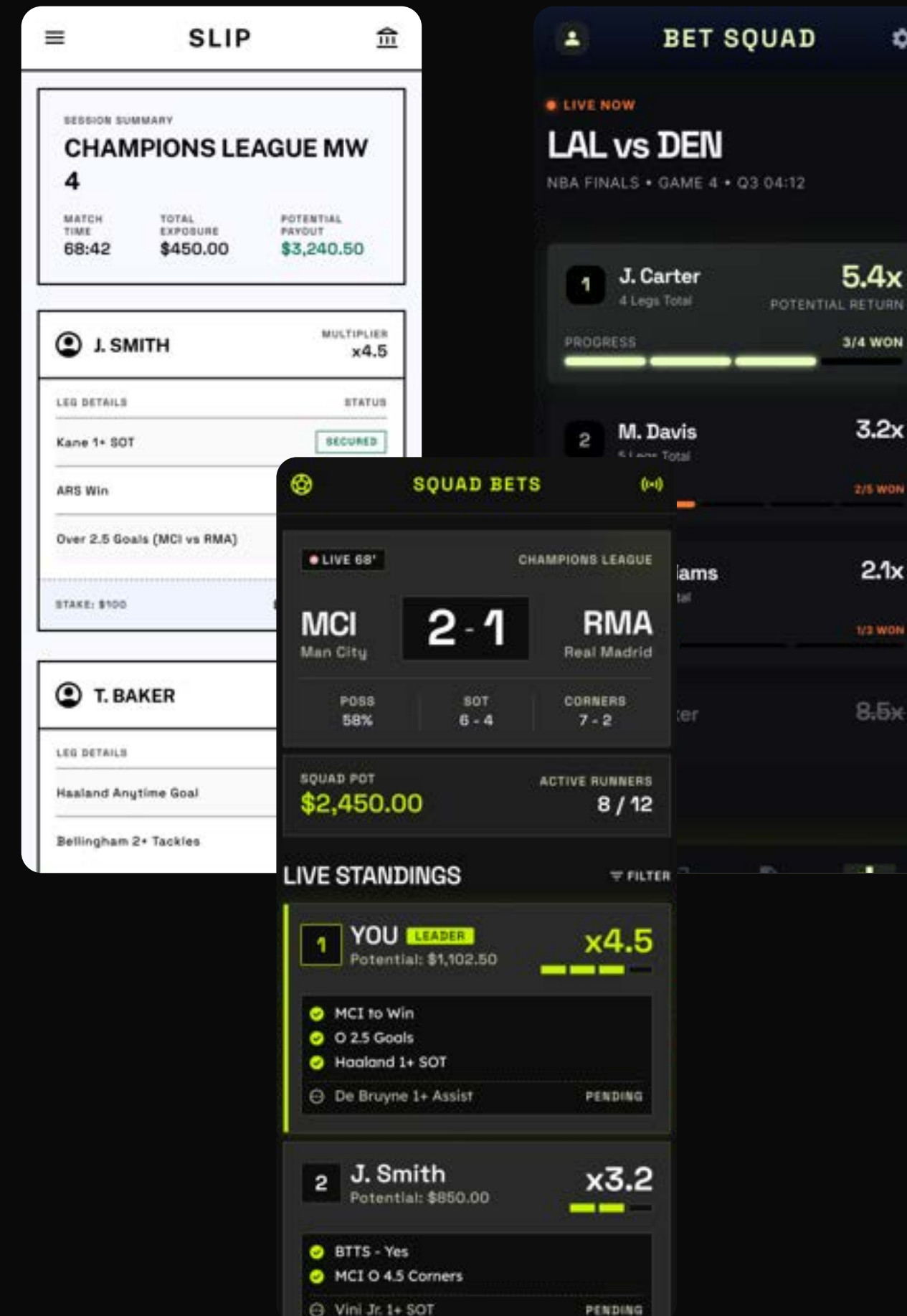
Track every pick as they update in live time



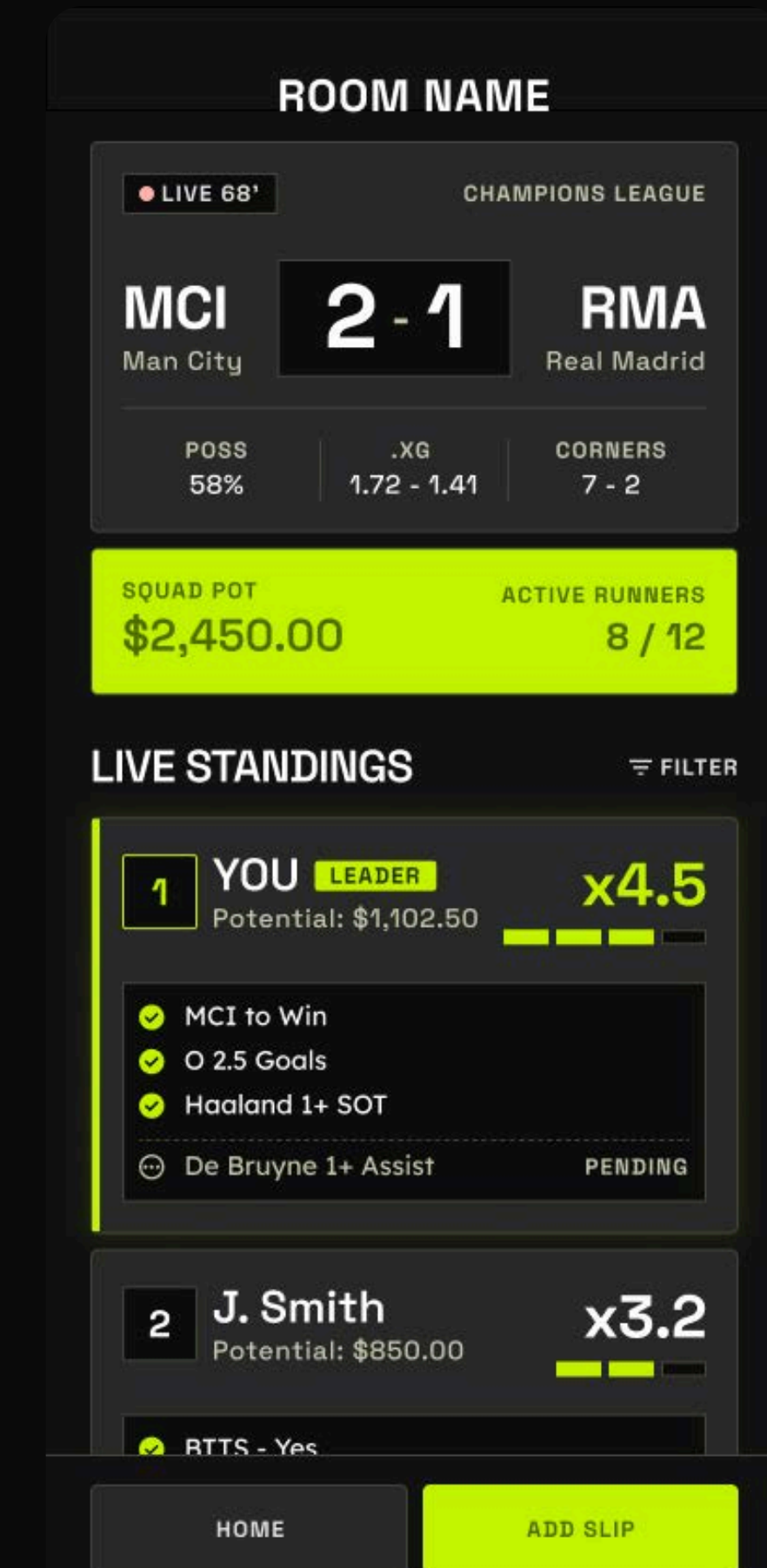
## ROOM SETTLES

Game ends, get a summary

STITCH



FIGMA



I mapped the the full user journey for the big idea to establish what screens the product needs.

I took the flows into Stitch to find a visual directions to take and experiment quickly.

I went from Stitch to Figma, built it out and refined it to be handed off to be built with claude

# TESTING

I went ahead and tested the product on two separate occasions with the same group.

## ROUND 1

## MANCHESTER UNITED V BRENTFORD



This was a failure! the slips didn't read properly, users skipped through and hit accept and had picks that couldn't be tracked.

Users would skip through the upload as soon as they see it has been accepted without checking.

If they're betting they won't want to re-enter their bets, it's too much friction, this breaks the product and needs to be fixed.

## ROUND 2

## ARSENAL V ATHLETICO MADRID

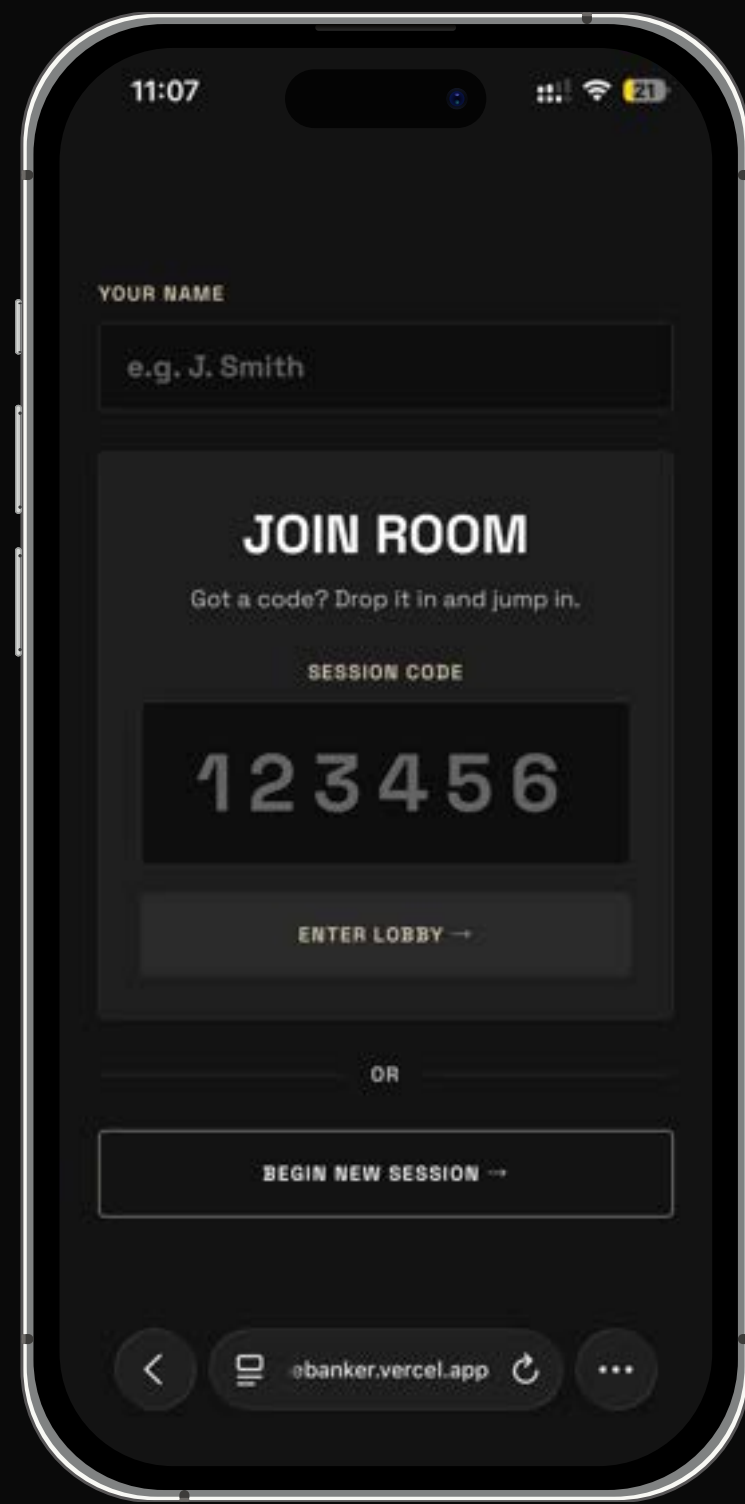


This round was completely different, the product worked! We had the slips reading and tracking working no problem.

But what I did not think about was what happens when the game is dead and boring?

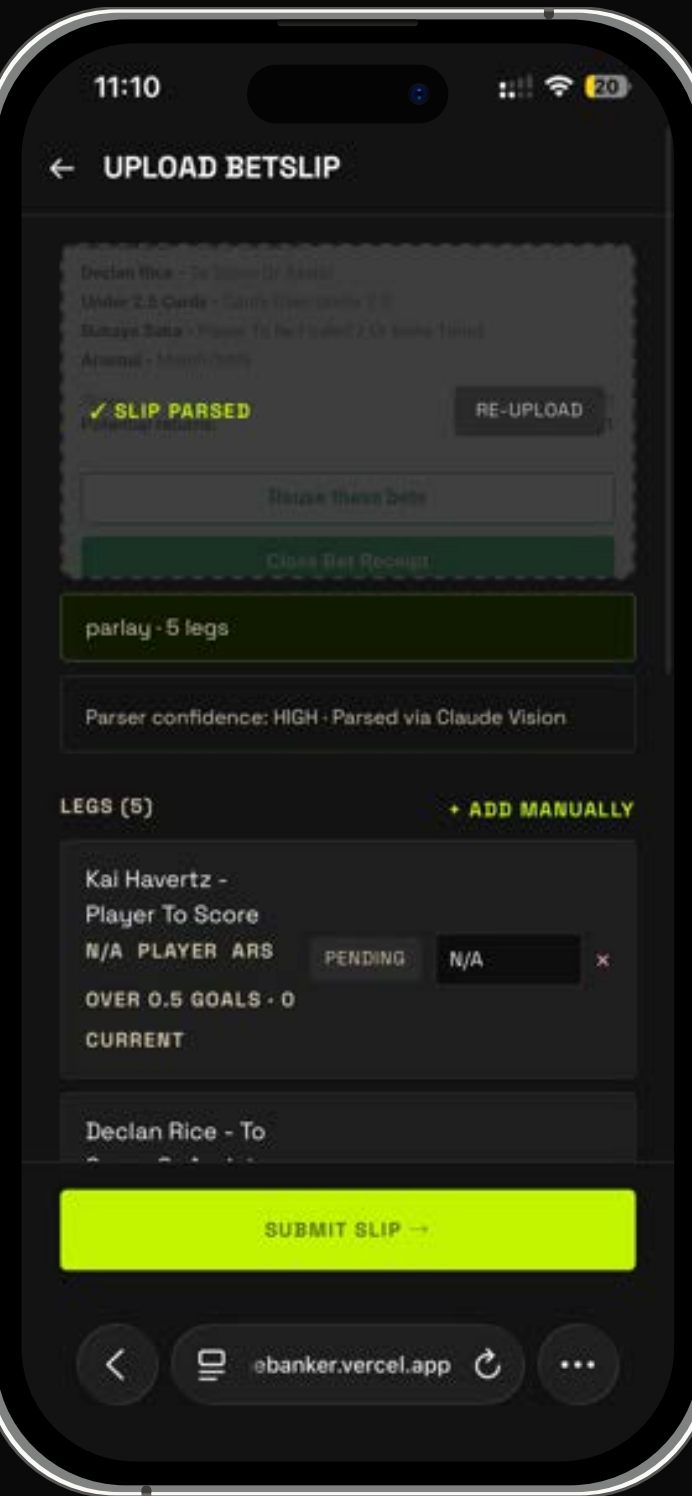
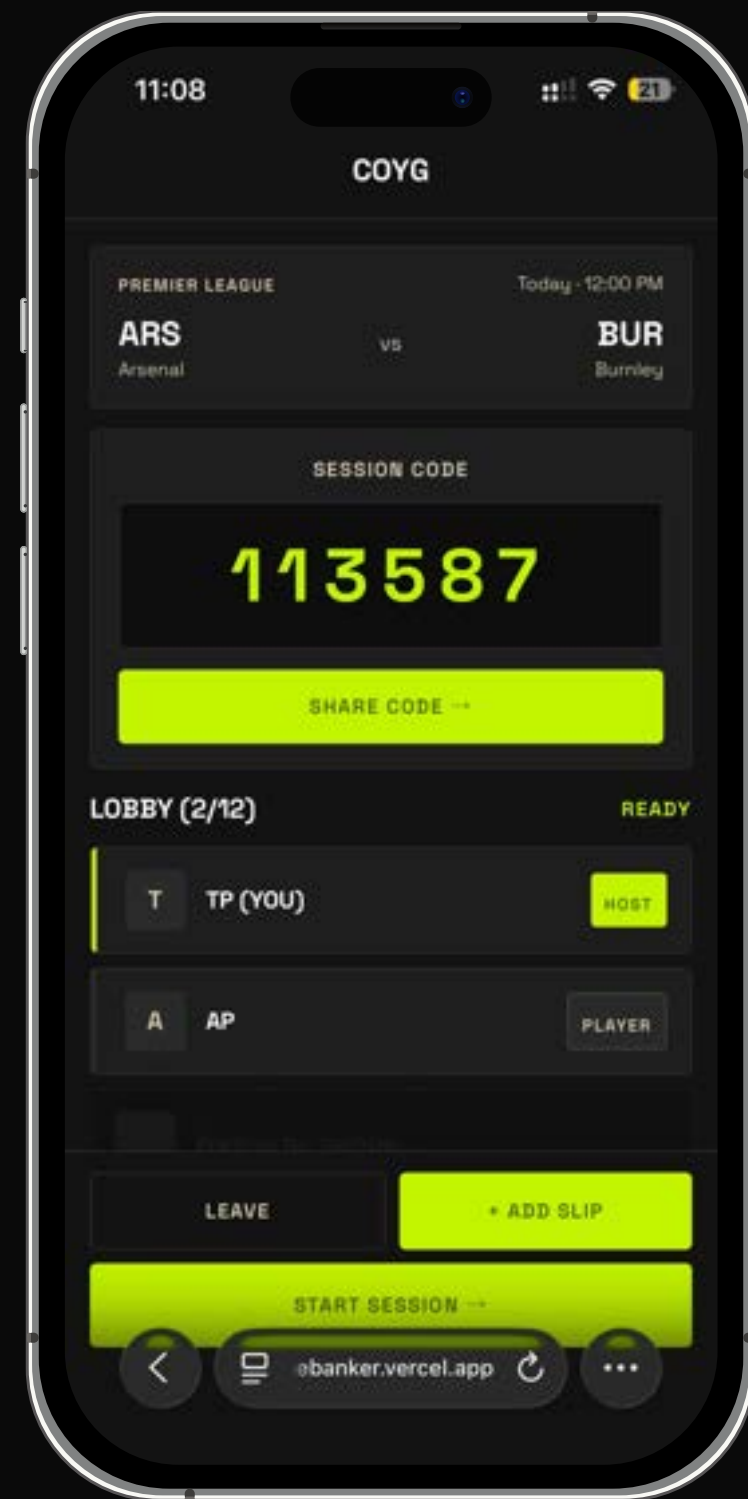
The game was stale, finishing 1-0 and none of our bets hit, none of them were really even close. It was stale, showing that the app can live or die based on how the match is going.

# THE SOLUTION



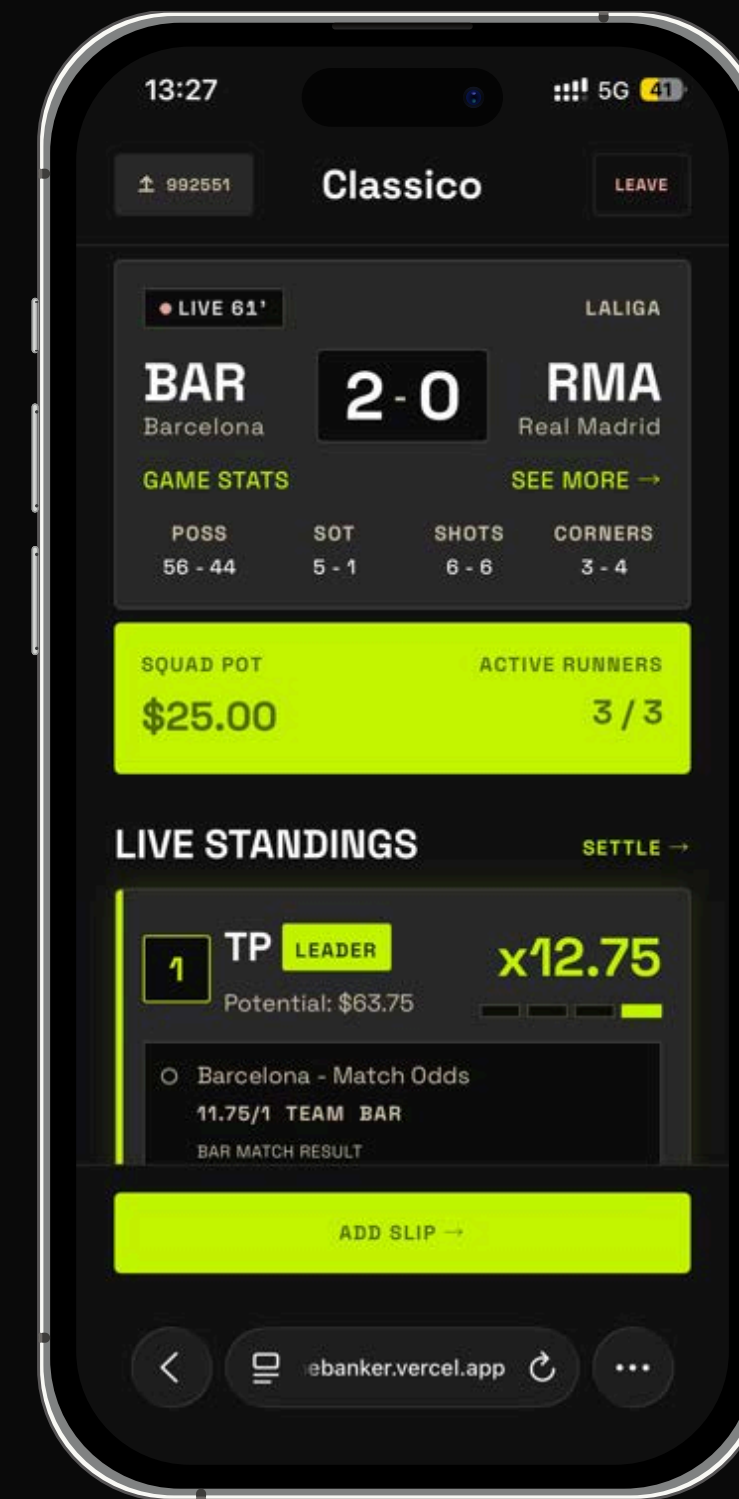
Join/Create a room

Wait for the squad



Upload your betslips

Watch the game live



Watch the room settle

**VIEW LIVE**

# THE RESULT

## THE BETTOR

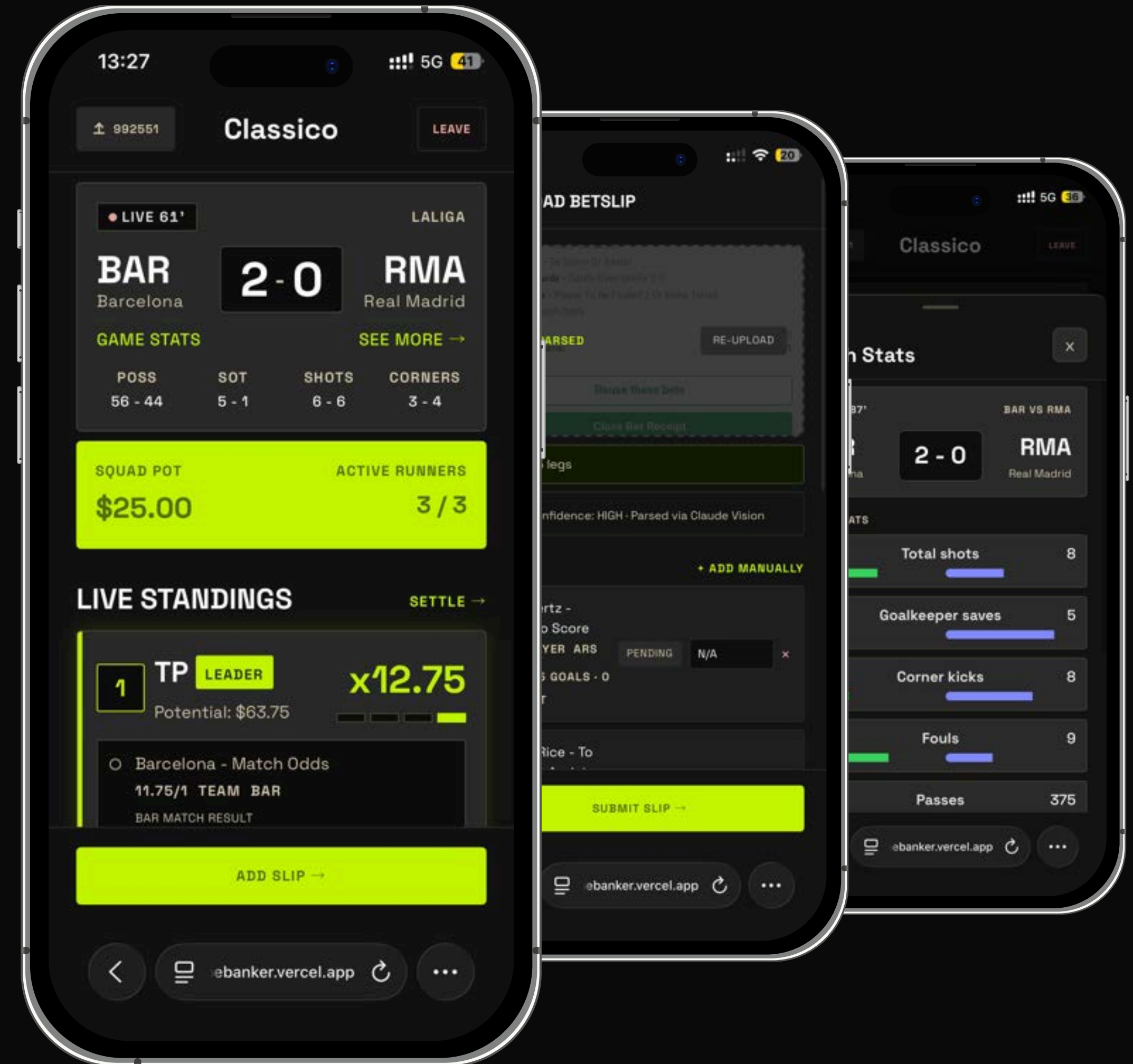
Stops narrating. Their slip is already on the shared screen. Everyone knows what they need.

## THE NON-BETTOR

Has a reason to care. Follows the drama of every leg with no betting needed.

## THE GROUP

One shared screen. One moment when the last leg hits. Everyone in it together.



The product is built, shipped and ready to take to the next step.

[VIEW LIVE](#)

# LESSONS LEARNED

- Building something this complex end to end is within reach.
- Users are lazier than you expect
- This product relies on the game, if the game is boring the product dies

# NEXT STEPS

- Get the OCR to absolute confidence
- Add a chat to the room
- Organise a bigger scale test to take this further and validate with a built in chat
- Learning who the best or alternative audience is, maybe its a tipsters private room where you can see their bets

# BUSINESS MODEL

- Not money on the app so no regulatory overhead
- Massive sports betting audience to target
- Free during testing. Post testing monetised through account creation.

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