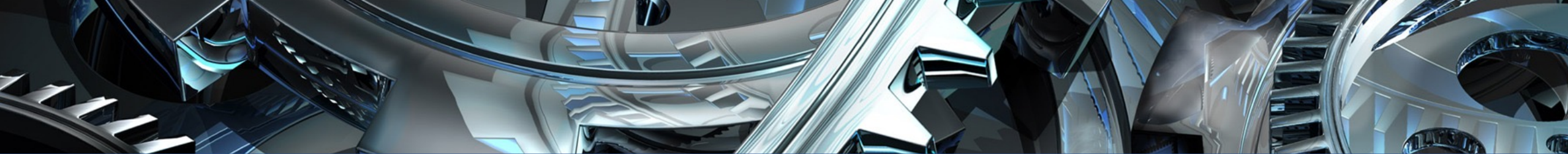# Native Bottom Tab bar

A native experience

By Aaron Norman – Lead product designer

28th August 2021

The Problem

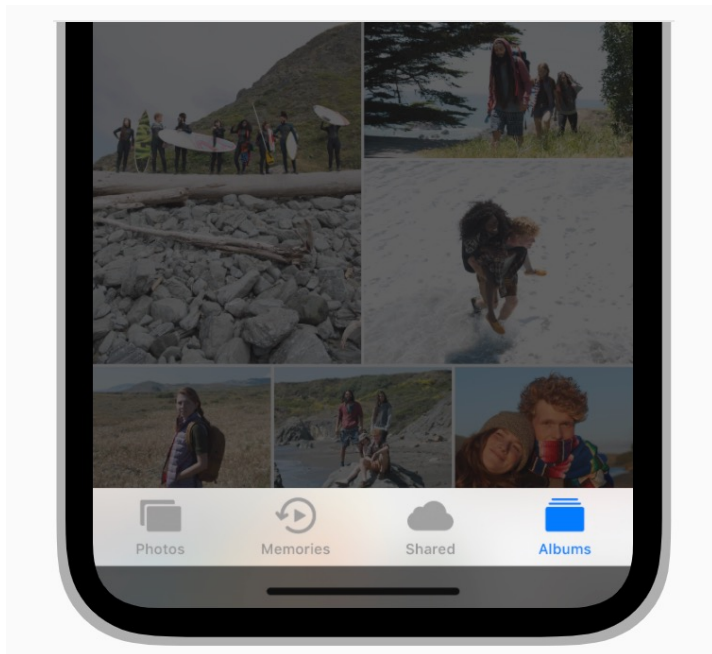**The current Tab bars on native could be changed to give the users a better user experience and navigational path.**

On Apps the tab bar should be at the top of a hierarchal path and not show sub categoies

Guidelines

Apple Guidelines (HIG)

William HILL
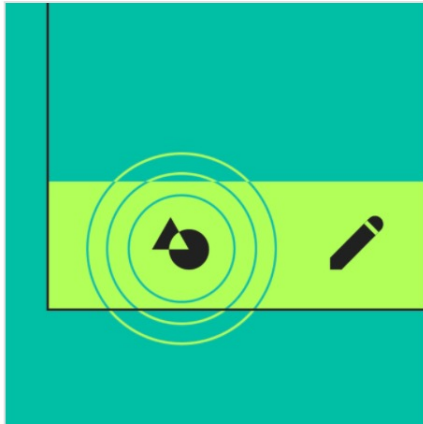
IOS
Tab bar guidelines

- Use a tab bar to organize information at the app level

- Use a tab bar strictly for navigation.

- Don't remove or disable a tab when its function is unavailable

- Always switch contexts in the attached view

- Make sure tab bar glyphs are visually consistent and balanced

Resource

https://developer.apple.com/design/human-interface-guidelines/ios/bars/tab-bars/
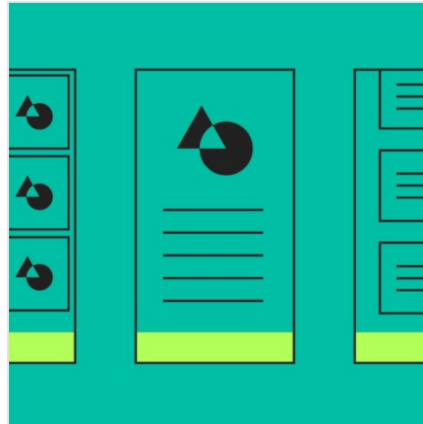
Material Design (Android)
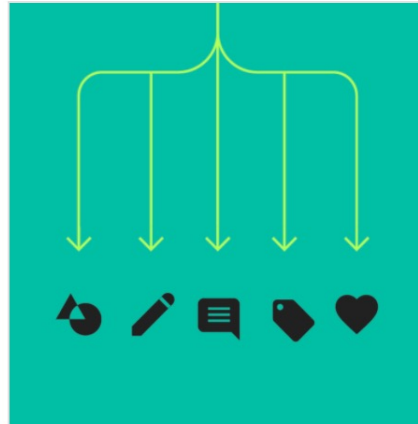
Tab bar guidelines

Ergonomic

The bottom navigation bar is easy to reach on a handheld mobile device.

Consistent

When used, the bottom navigation bar appears at the bottom of every screen.

Related

Bottom navigation bar destinations should be of equal importance.

Should be used for:

- Top-level destinations that need to be accessible from anywhere in the app

- Three to five destinations

- Mobile or tablet only

Shouldn't be used for:

- Single tasks, such as viewing a single email

- User preferences or settings

Resource

https://material.io/components/bottom-navigation#anatomy

Apple Guidelines (HIG)

William HILL

IOS
Use of web views guidelines

Resource

https://developer.apple.com/design/human-interface-guidelines/ios/views/web-views/

Avoid using a web view to build a web browser. Using a web view to let people briefly access a website without leaving the context of your app is fine, but Safari is the primary way people browse the web on iOS. Attempting to replicate the functionality of Safari in your app is unnecessary and discouraged.

Current Rejection problems 31/08/2021

Apple rejected the Sportsbook Italy iOS app with the following feedback:
"Your app provides a limited user experience as it is not sufficiently different from a mobile browsing experience. As such, the experience it provides is similar to the general experience of using Safari. Including iOS features such as push notifications, Core Location, and sharing do not provide a robust enough experience to be appropriate for the App Store."
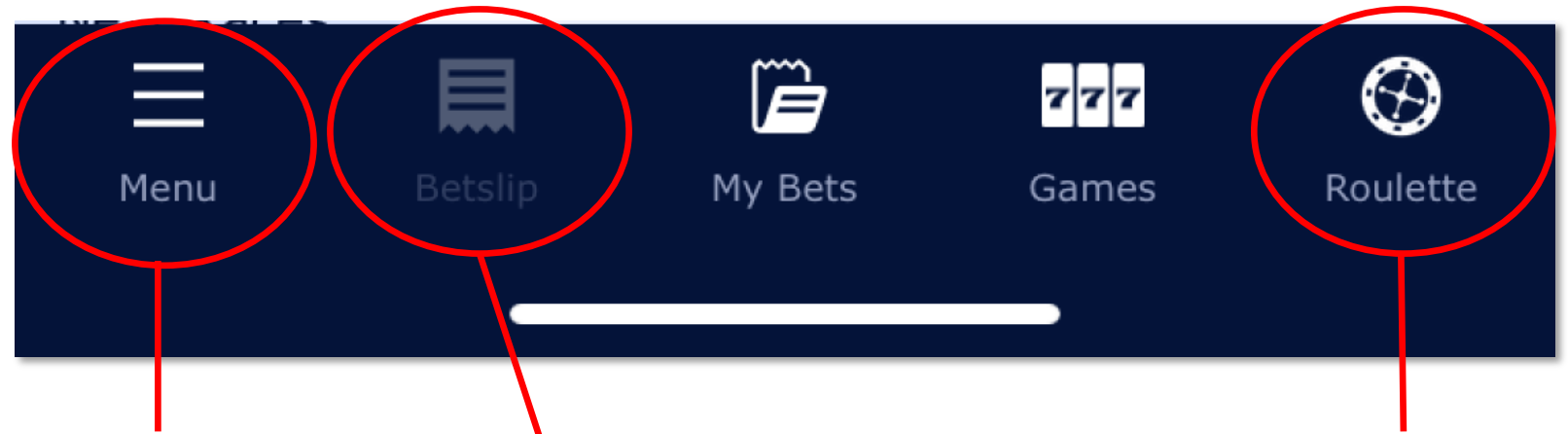
Current solution

Current solution - IOS - Tab bar

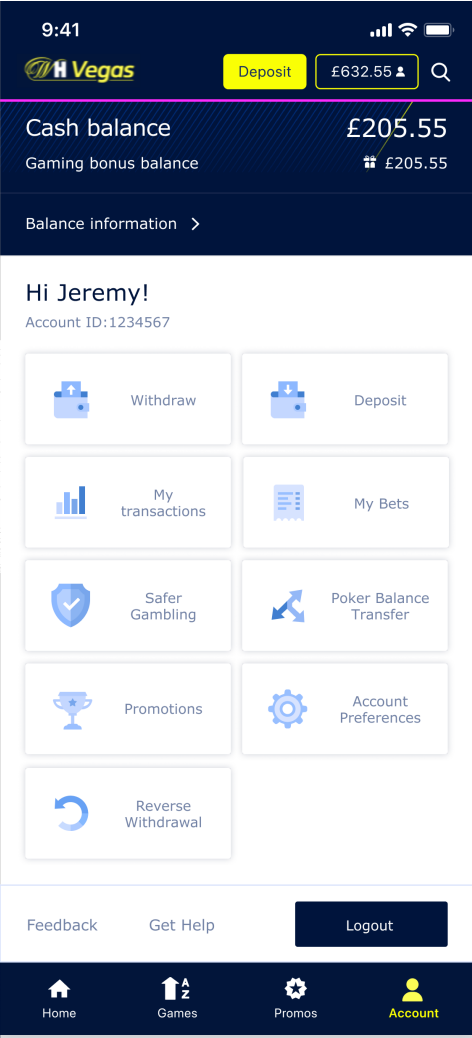William **HILL**
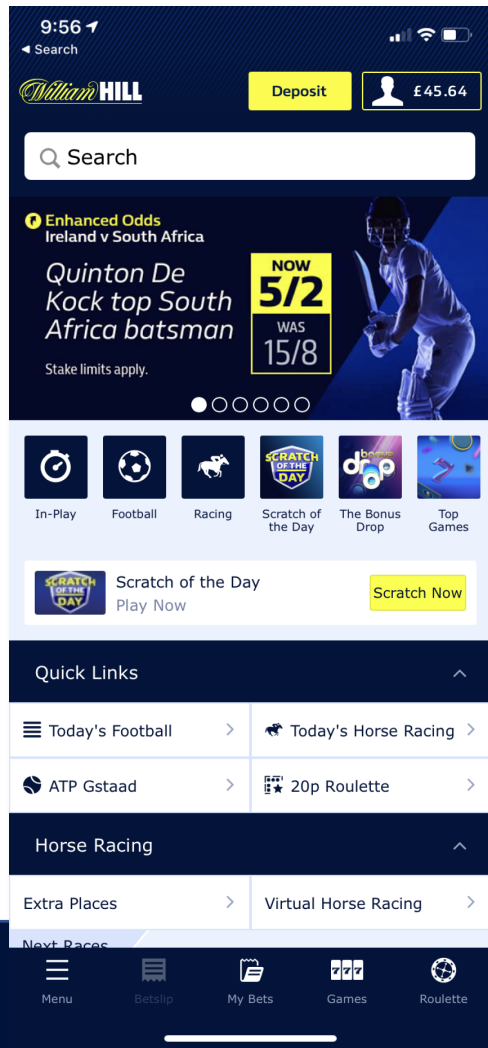
Sports - IOS

The burger menu is usually used as a more menu but on the right hand side

The betslip should not be greyed out but should have explainer screen if nothing is inside the betslip

Roulette is not at a navigational level but a sub category. It should not be on the tab bar
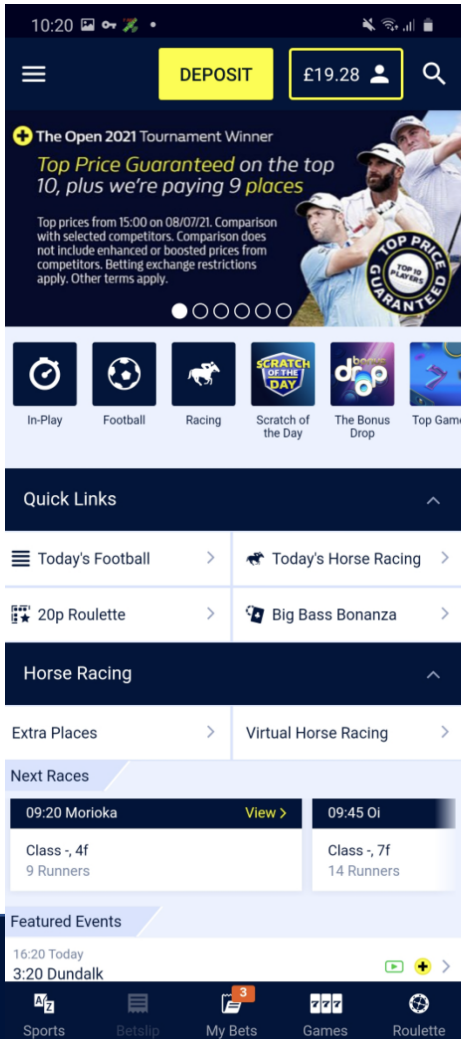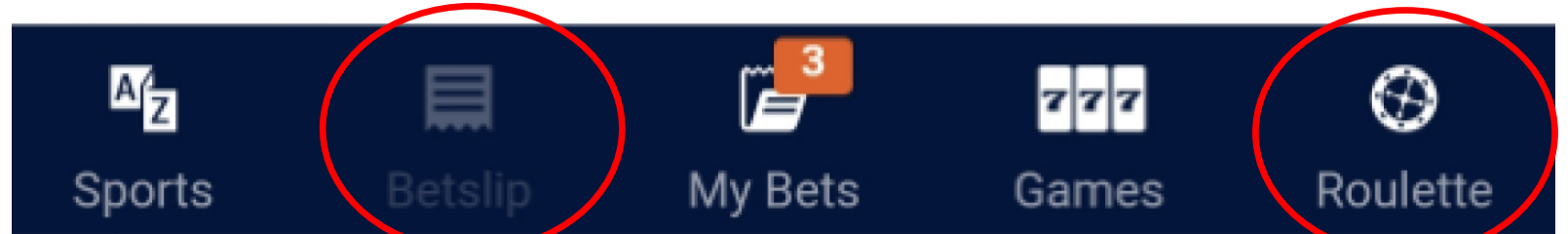
Current solution - IOS - Tab bar

Games - IOS

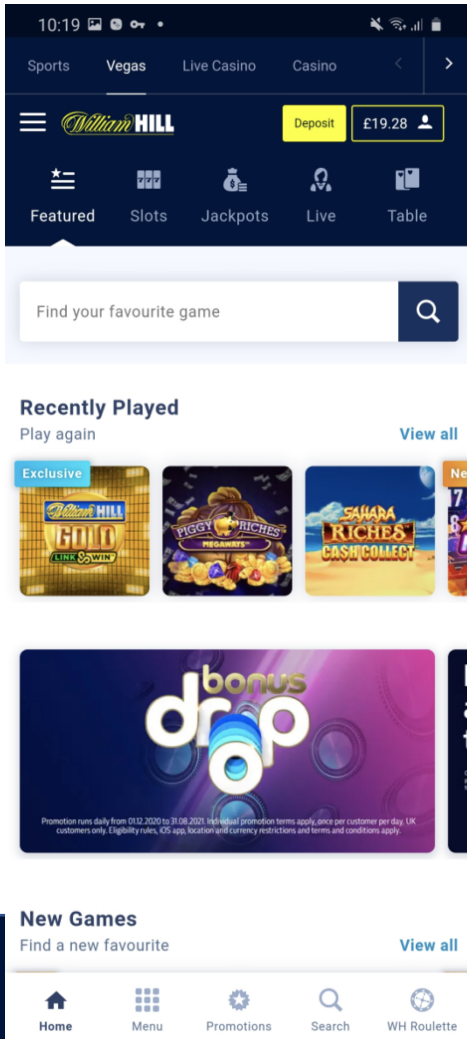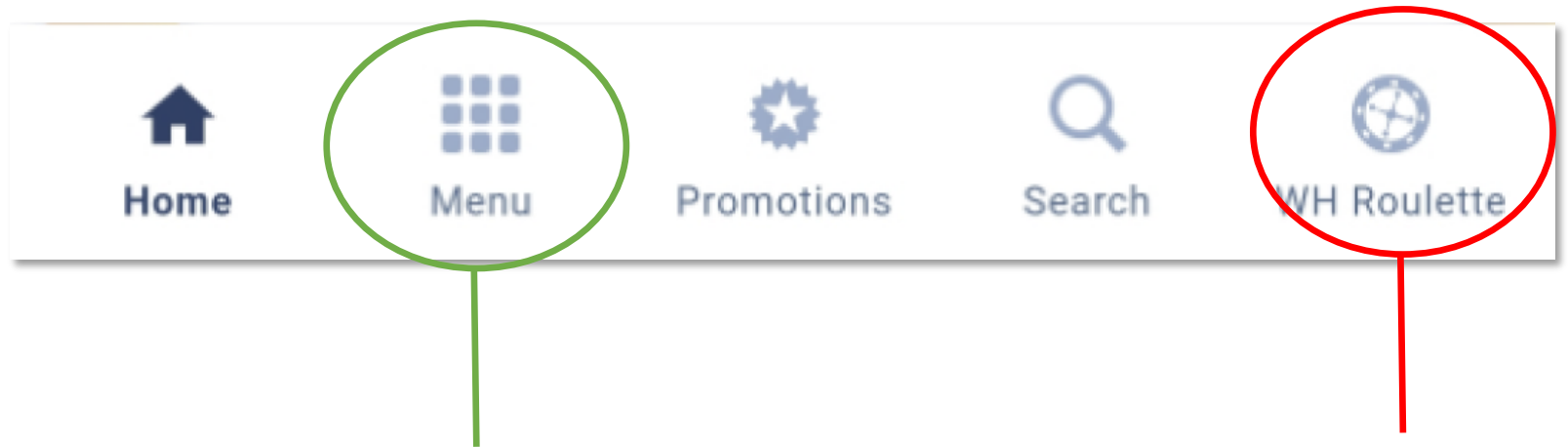Seems Compliant and user friendly

Current solution - Android - Tab bar

Sports Android

The betslip should not be greyed out but should have explainer screen if nothing is inside the betslip

Roulette is not at a navigational level but a sub category. It should not be on the tab bar

Current solution - Android - Tab bar

William HILL

Games Android

Is this the right place for the menu? Should it be pushed to the right or removed from the bottom tab bar altogether.

Roulette is not at a navigational level but a sub category. It should not be on the tab bar

Competitor Analysis
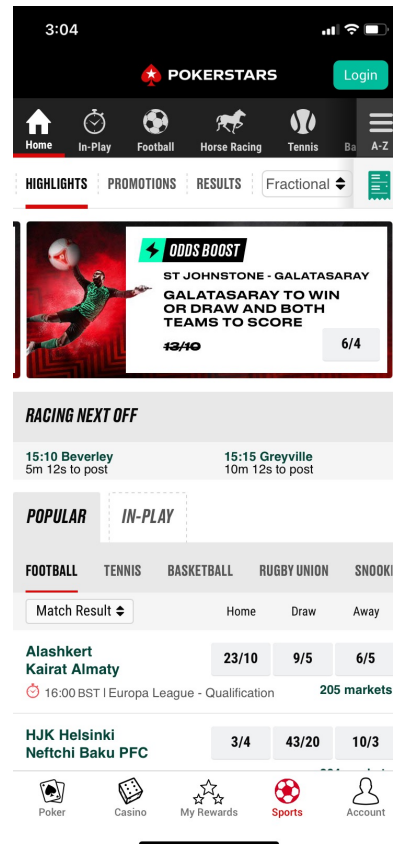
Competitor analysis

William HILL
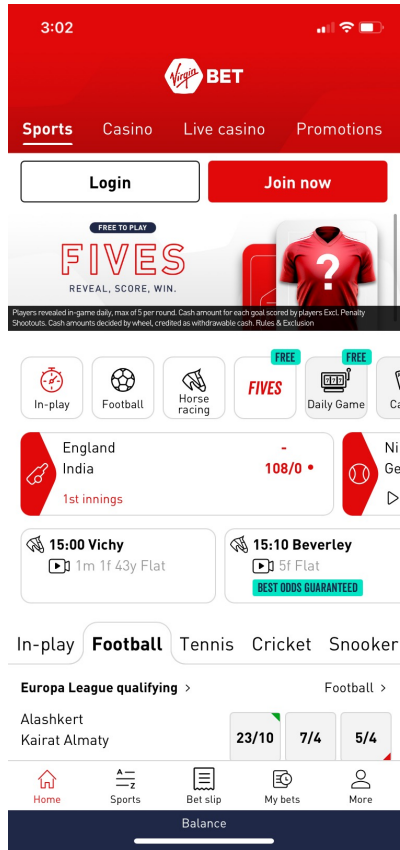
Review:

Uses home as the default tab
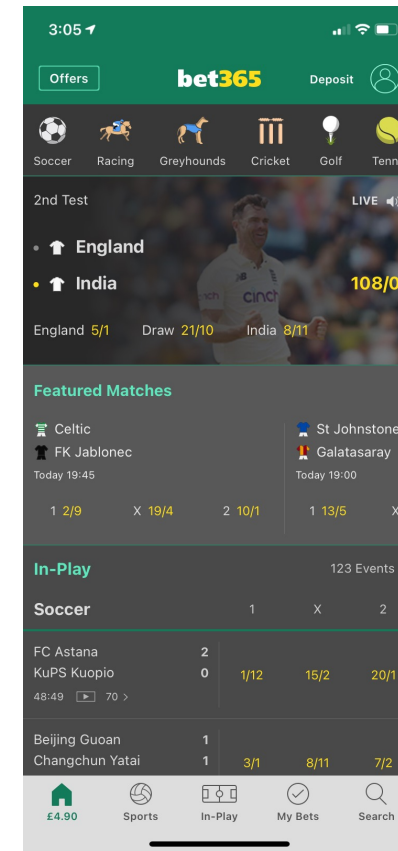
Use top tab bar to separate content categories

Review:

Has a name on each category no Home
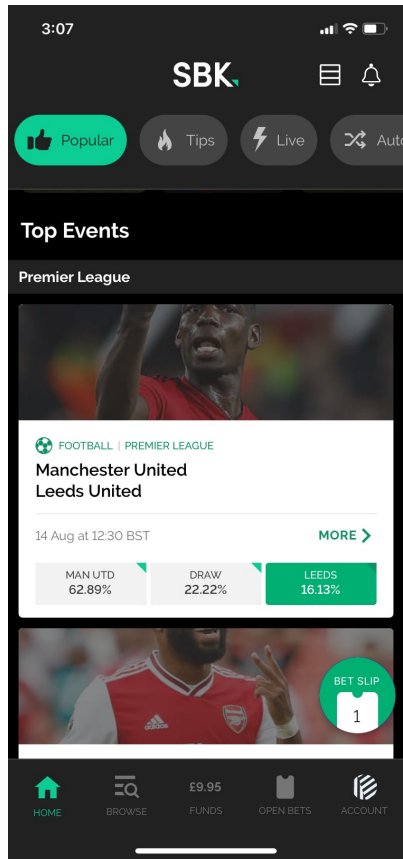
Uses top tab bar to categories content

Review:

Uses the Home tab as the balance and for featured sports content

Virgin Bet
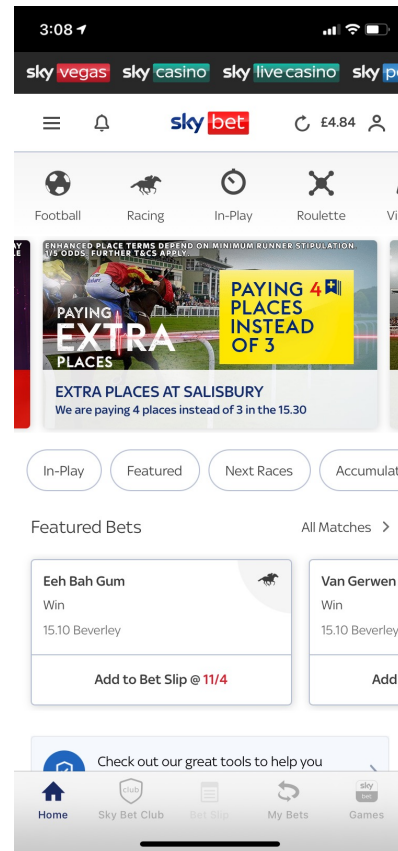
Poker Stars

Bet 365

Competitor analysis

Review:

Has a home tab and filters between categories at the top

Could have sports and games at the top and only one home tab
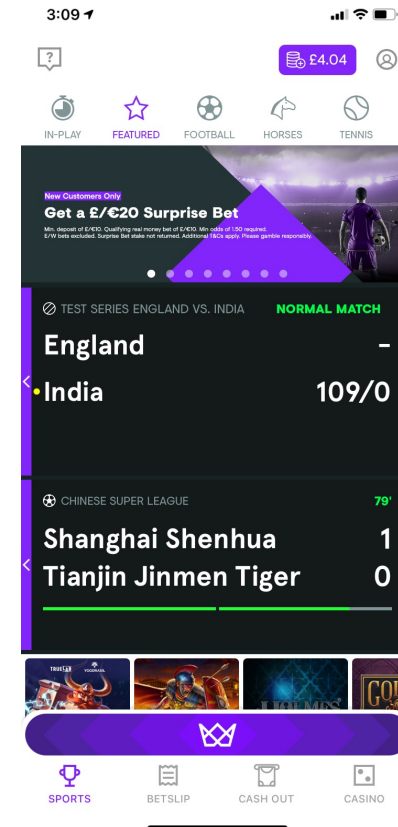
Bet slip only comes up when you tap on a bet

Review:

Tab bar does not work properly as it pushes you out to different content outside the tab bar
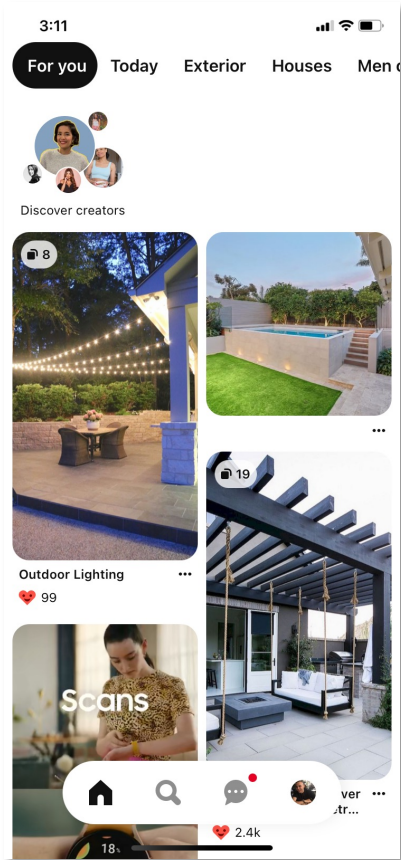
Not the best example to use

Review:

Categories in a great way as It separates the content with games and sports nicely

Although games could be integrated better

SBK

Sky bet
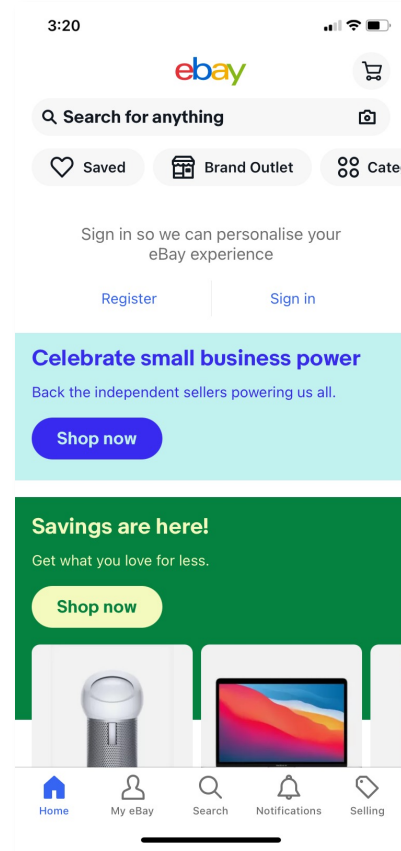
Kwiff

Competitor analysis

William HILL

Review:

Tab bar is floating but not following the native suggestion guidelines and doesn't have any writing below on the tabs
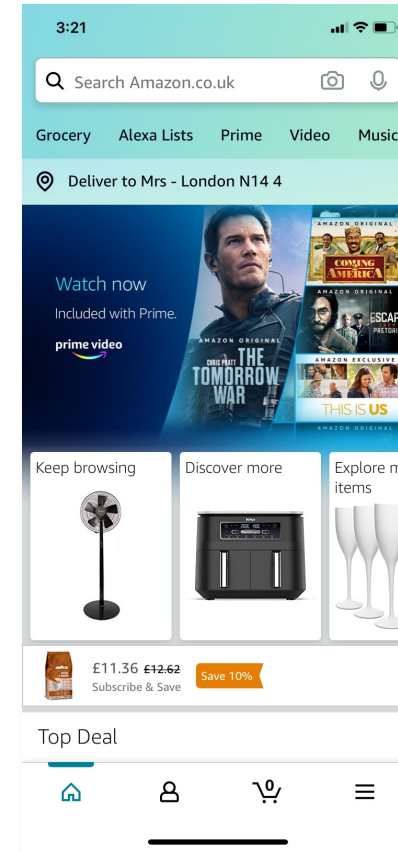
Looks clean and simple to use

Review:

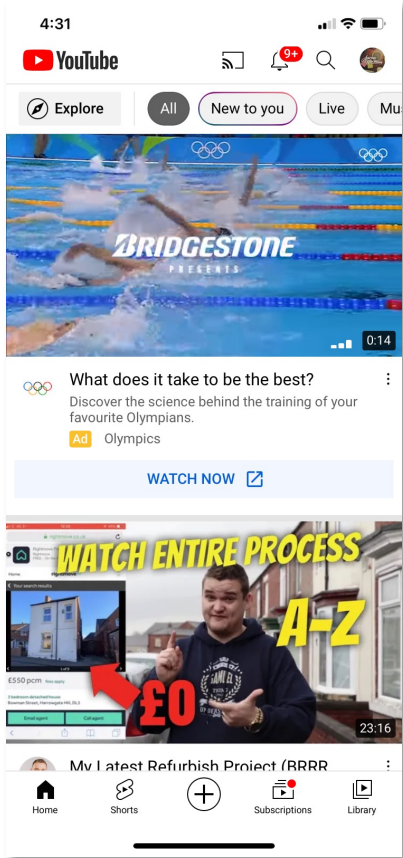Does a good job at categories the content and uses the home again to separate the content

Review:

Has no writing on the tab bar to know what category you are on. Although goes into subsection nicely

Pinterest   **Ebay**   **Amazon**

Competitor analysis

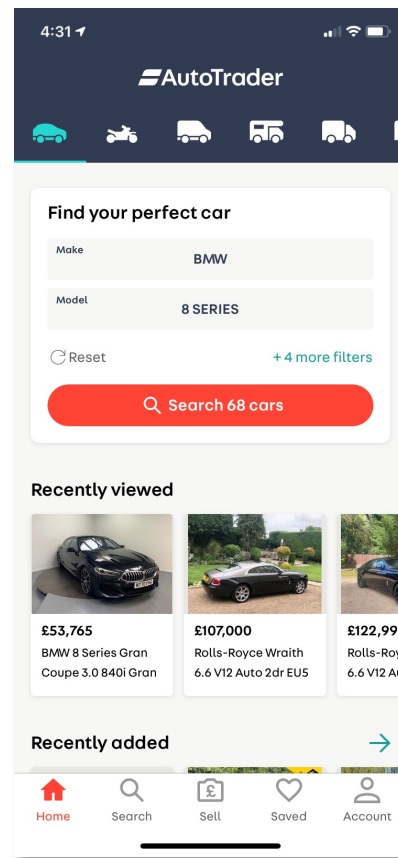**Review:**

Tab bar filters in a great way. Top navigation filters to sub categories well.

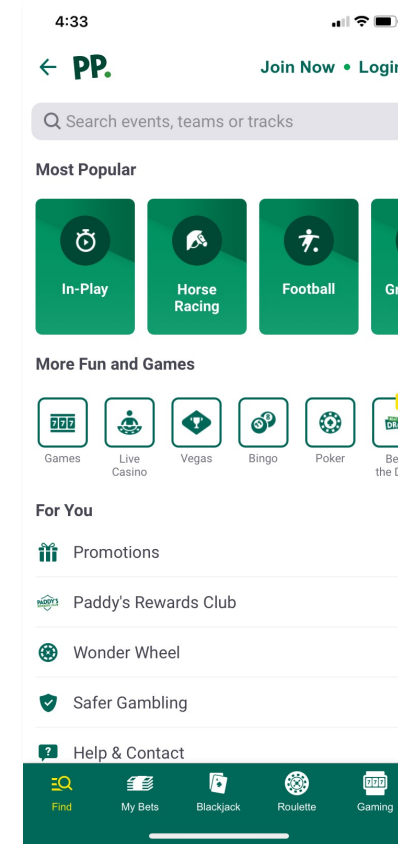Scrolling content works well to show content

Review:

Does a great job of searching and uses the tab bar more for function that filtering

Review:

Defaults on the Find tab which is basically home.

If you press you go to home but no way to get back to home after

Same issues we have already with the tab bar

You Tube

Auto trader

Paddy Power

Design Solutioins

What are our priorities

|	July		June		May		April		March		February	
	Count	Users	Count	Users	Count	Users	Count	Users	Count	Users	Count	Users
My Bets Tab	17,735,718	325,938	20,331,503	334,923	26,605,139	305,918	31,671,887	406,894	34,281,918	350,943	21,669,543	257,505
Menu Tab	6,653,216	351,057	8,031,697	361,131	8,249,710	329,364	9,405,358	423,384	9,940,120	373,920	6,369,695	268,693
Betslip Tab	1,736,705	228,395	2,208,359	251,879	2,932,625	237,271	3,419,610	305,835	3,075,153	276,308	2,097,733	202,919
Games Tab	1,309,181	165,919	1,271,502	168,719	1,243,455	156,990	1,310,310	192,690	1,305,763	172,858	798,968	119,796
Roulette Tab	331,587	106,683	349,028	114,185	335,326	100,693	396,848	129,300	391,007	118,602	238,623	77,326
Rainbow Jackpots	1,832,380	55,831										
Reel King Mega	731,793	55,542	899,219	52,578								
Diamond Blitz	16,639	3,371	899,646	47,109								
Piggy Riches Megaways	343,554	30,801	505,788	30,747								
Dynamite Riches			325,143	47,629								
World Darts Champ					276,740	46,214						
DOND Megaways							415,512	57,135				

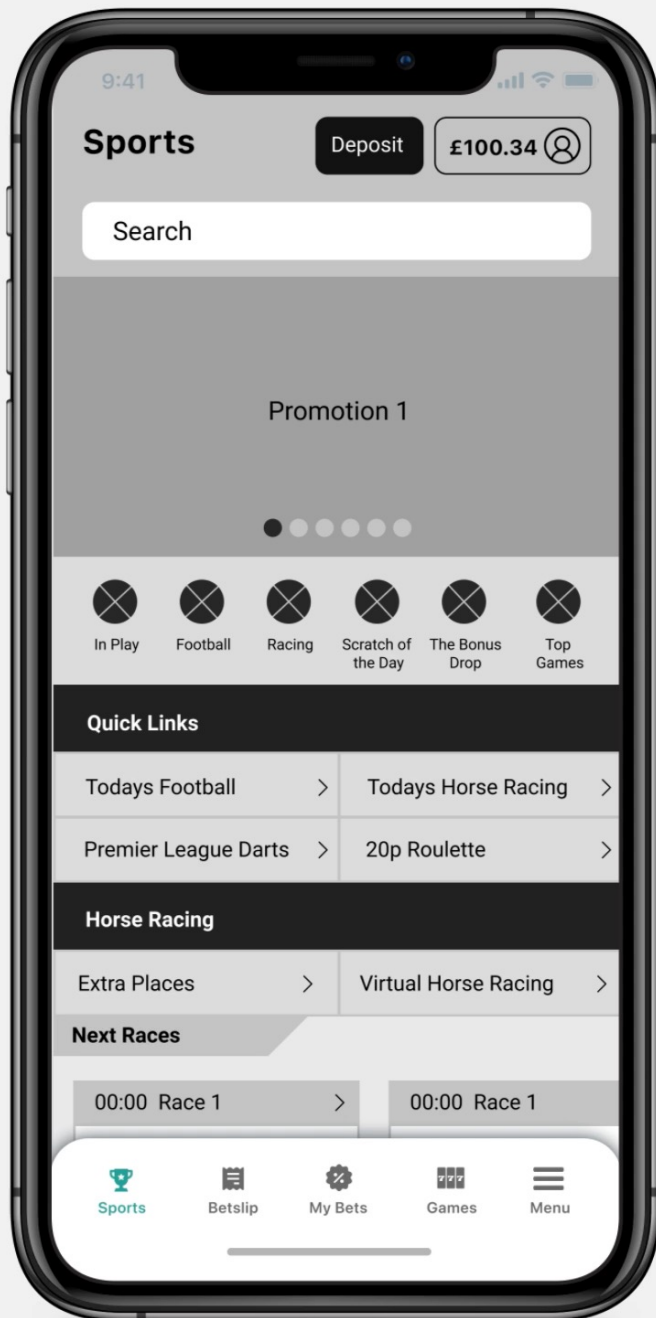**My Bets**　　**Sports**　　**Games**　　**Account**　　**Deposit**　**Betslip**　　**Menu**
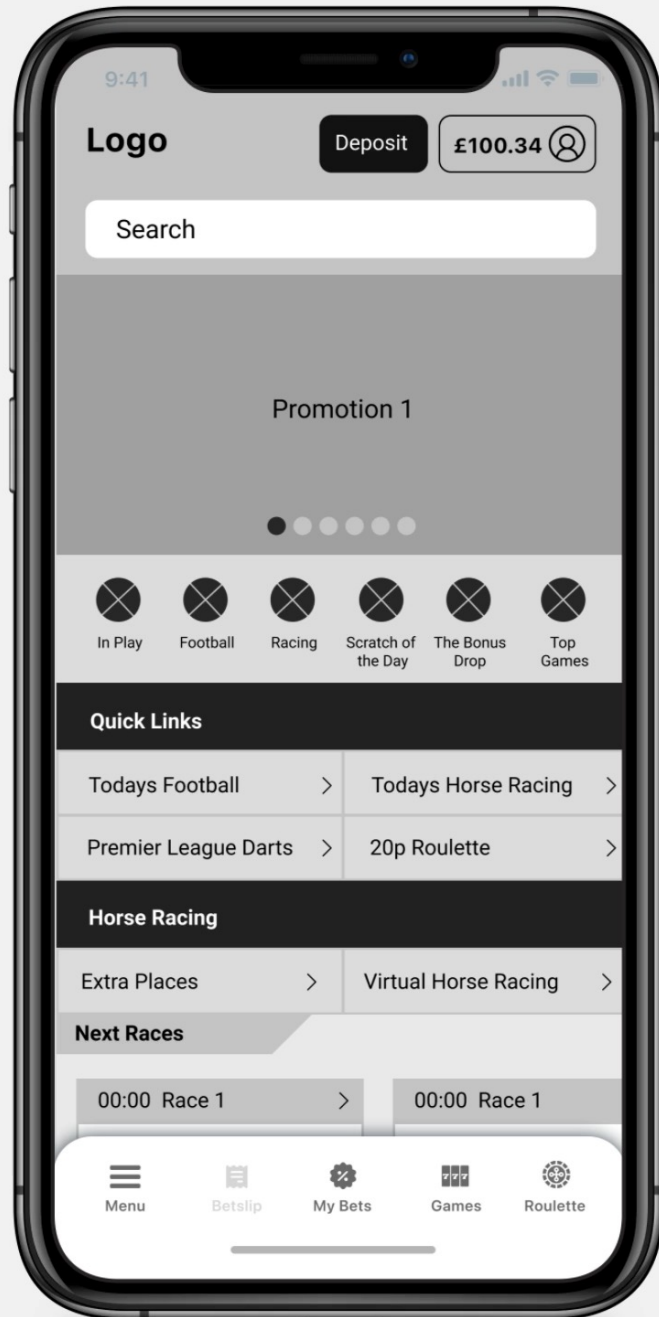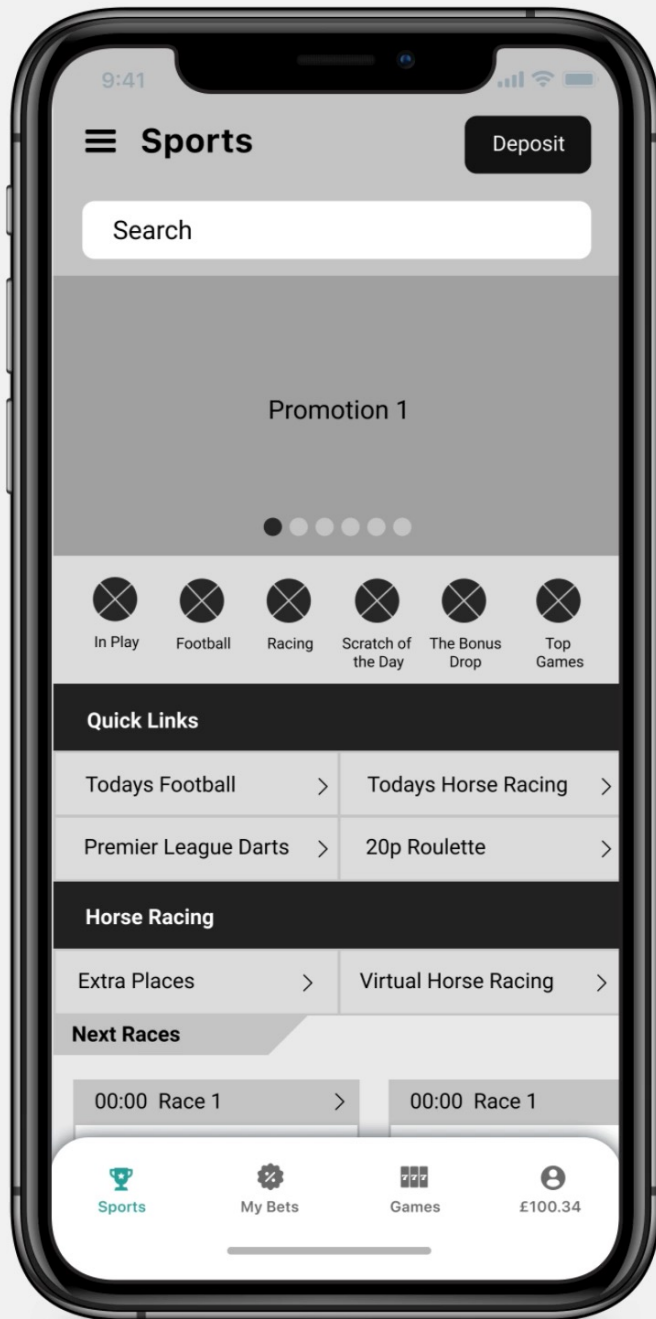
Current solution

- 5 tabs
- Roulette is on tab bar
- No sports tab
- Bet slip is greyed out
- Minimize is through bet slip tab

Tab bar 1 - Concept

- 5 tabs
- Roulette Tab bar is removed
- New sports Tab
- Bet slip no longer greyed out and has a empty state
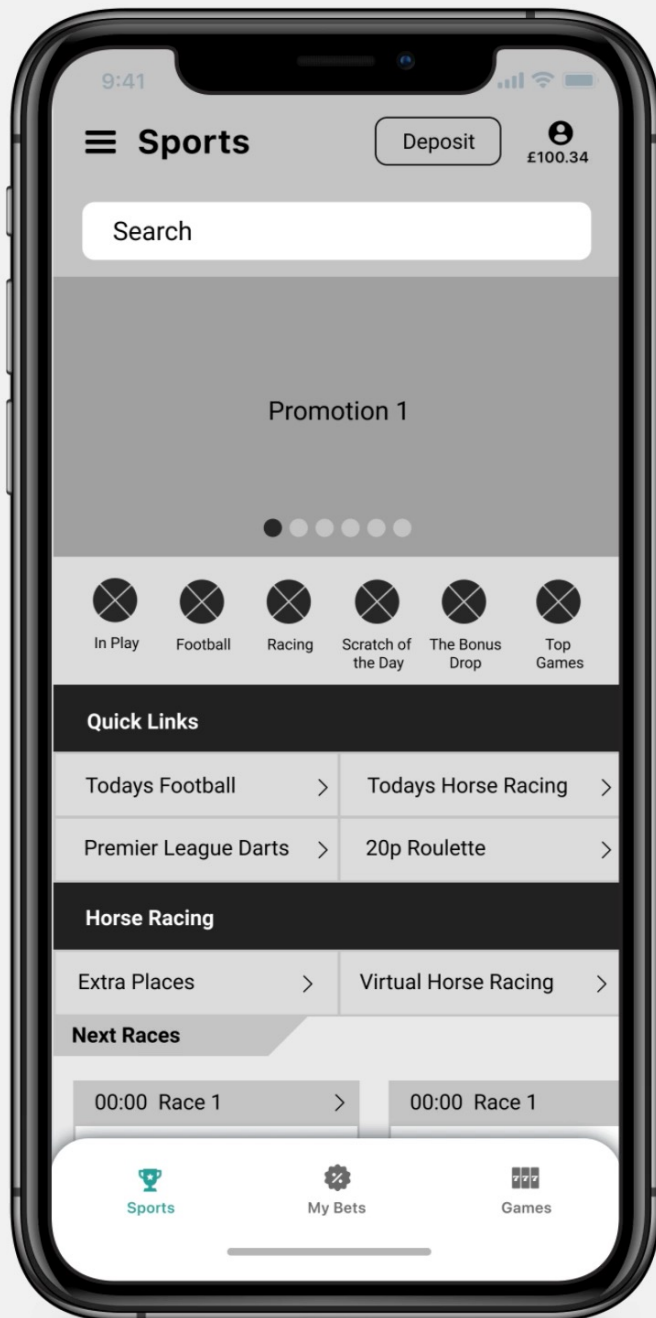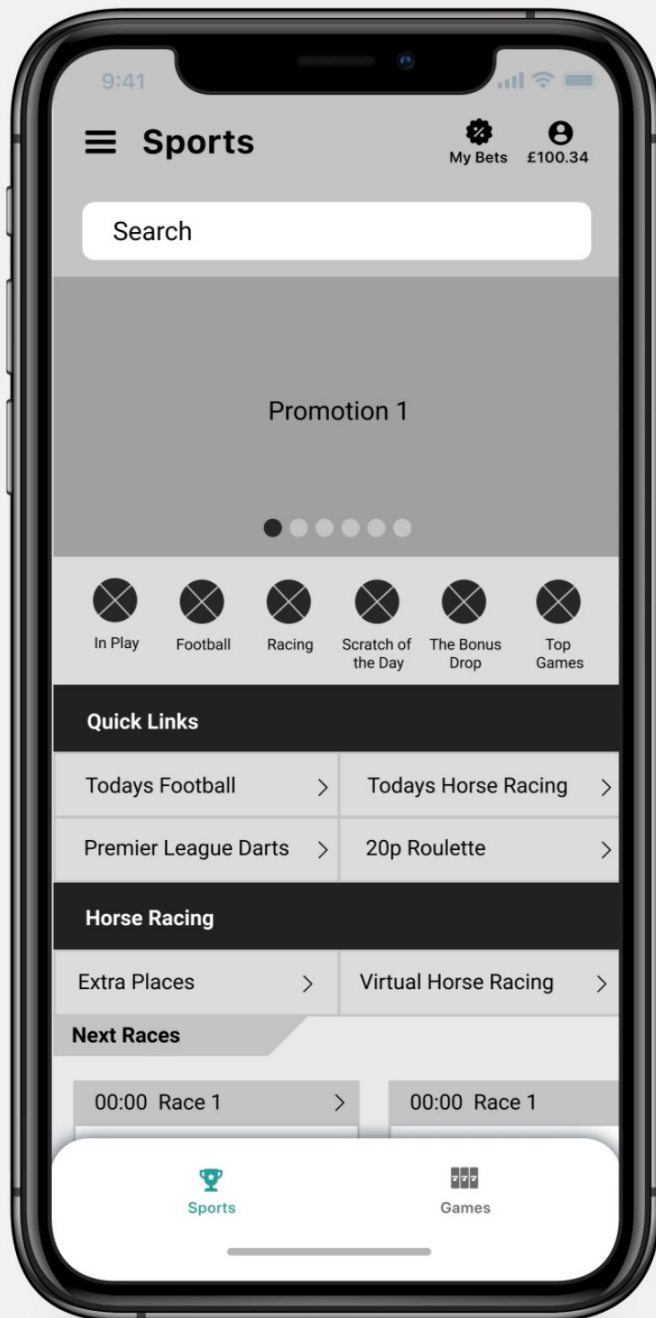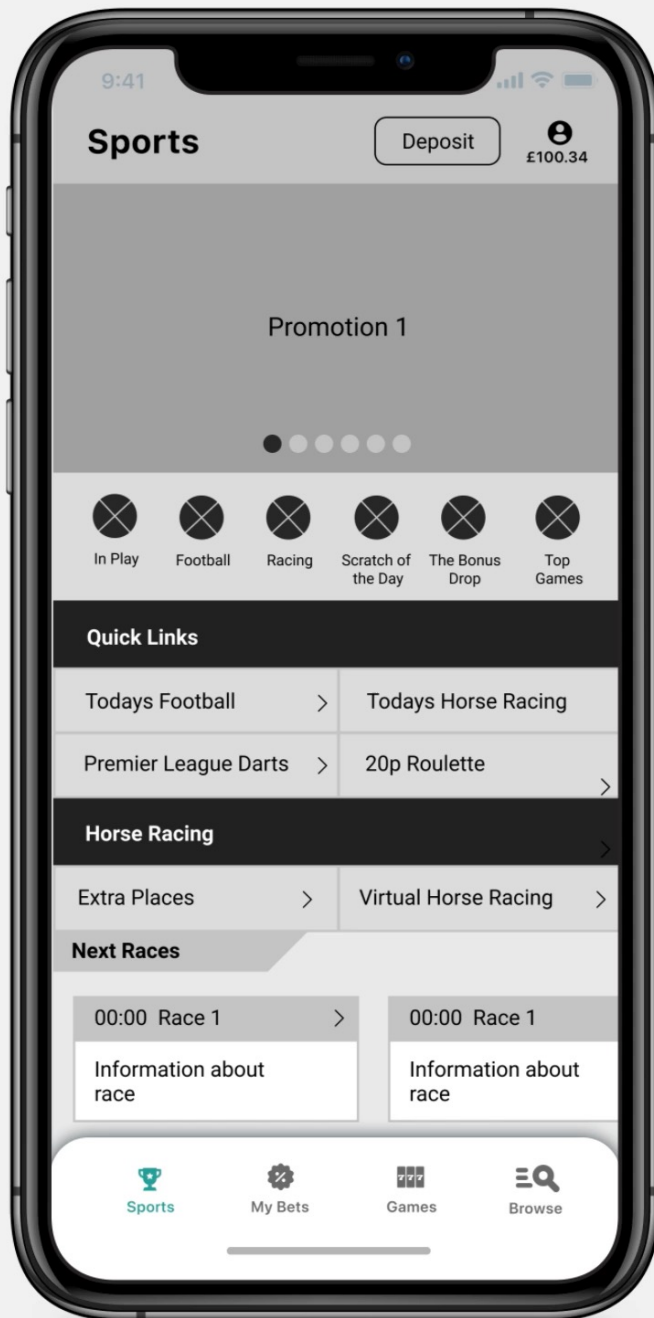- Menu on the bottom right
- Bet slip the same as current solution

Note: By removing Roulette from the tab bar we need to make it the first selection when going into games tab as to not lose traffic / revenue

Tab bar 2 - Concept

- 4 tabs
- Roulette Tab bar is removed
- New sports Tab
- Bet slip removed from tab bar
- Menu on the top left
- Bet slip the same as current solution
- Account on bottom right

Note: By removing Roulette from the tab bar we need to make it the first selection when going into games tab as to not lose traffic / revenue

Tab bar 3 - Concept

- 3 tabs
- Roulette Tab bar is removed
- New sports Tab
- Bet slip removed from tab bar
- Menu on the top left
- New Native betslip solution
- Account on top right

Note: By removing Roulette from the tab bar we need to make it the first selection when going into games tab as to not lose traffic / revenue

Tab bar 4 - Concept

- 2 tabs
- Roulette Tab bar is removed
- New sports Tab
- Bet slip removed from tab bar
- Menu on the top left
- New Native betslip solution
- My bets on top right
- Account on top right

Note: By removing Roulette from the tab bar we need to make it the first selection when going into games tab as to not lose traffic / revenue

Tab bar 5 - Concept

- 4 tabs
- Roulette Tab bar is removed
- New sports Tab
- Bet slip removed from tab bar
- Menu removed *(some menu content will be put into My account)*
- New Native betslip solution
- Browse tab added. *(Search added here)*
- Search removed from Sports and games
- Account on top right

Note: By removing Roulette from the tab bar we need to make it the first selection when going into games tab as to not lose traffic / revenue

User Testing

Testing Plan

Each user will be shown 2 apps but in random
order

1. Being the Current solution
2. Being one of the 5 solutions being created

5 users on each test

Testing criteria

Ages 25-45
United Kingdom only
IOS users
Placed a bet on a sport or game
Daily / Weekly users

Each user will be shown 2 apps but in random order

1. Being the Current solution
2. Being one of the 5 solutions being created

5 users on each test

What was tested

1. Navigate to Todays Football

2. Place a bet on Malmo Ludogorets to draw

3. Now you have placed a bet where would you navigate to see it.

4. Where would you Navigate to find a Roulette game

5. Where would you navigate to find Games

6. Navigate to where you would find Sports

7. Where would you navigate to if you wanted to find out information about your account

Current
VS
Tab bar 1
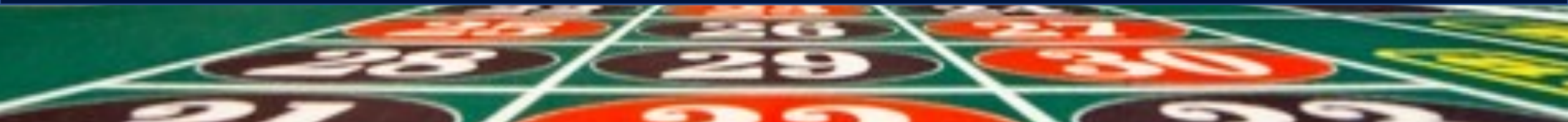
Tab bar 1 - Concept
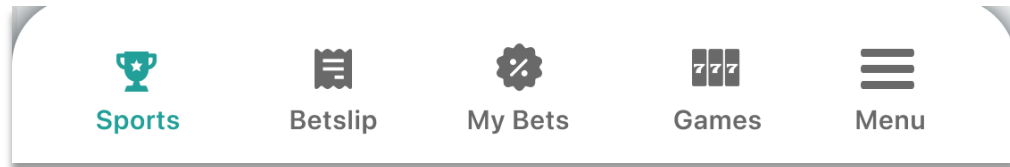
Observations

- Sports tab made more sense to people

- Roulette is not needed on the tab bar if users go to games and see roulette there.
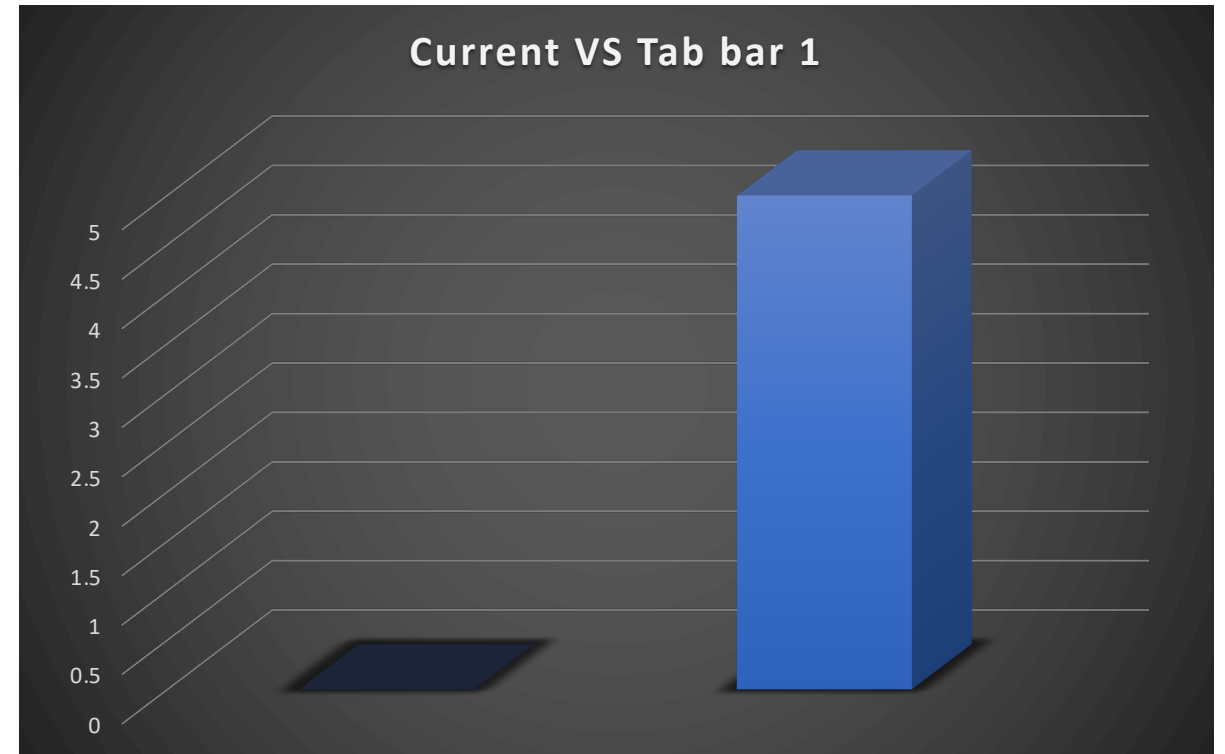
Which app do you prefer?

Tab bar 1 - Concept
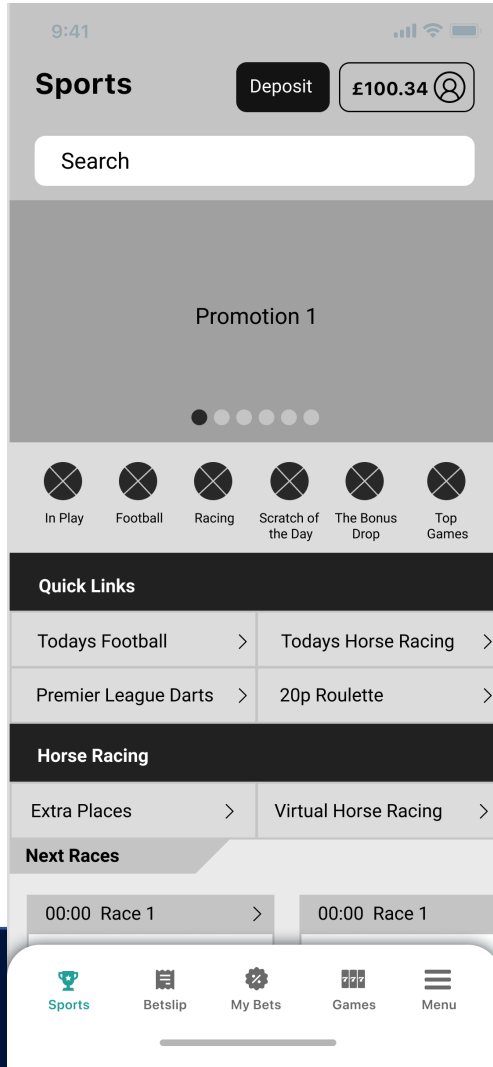
Hear it from the users
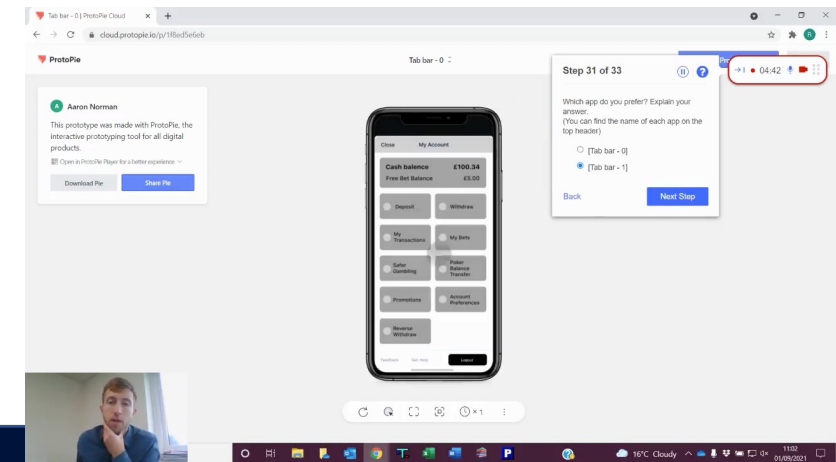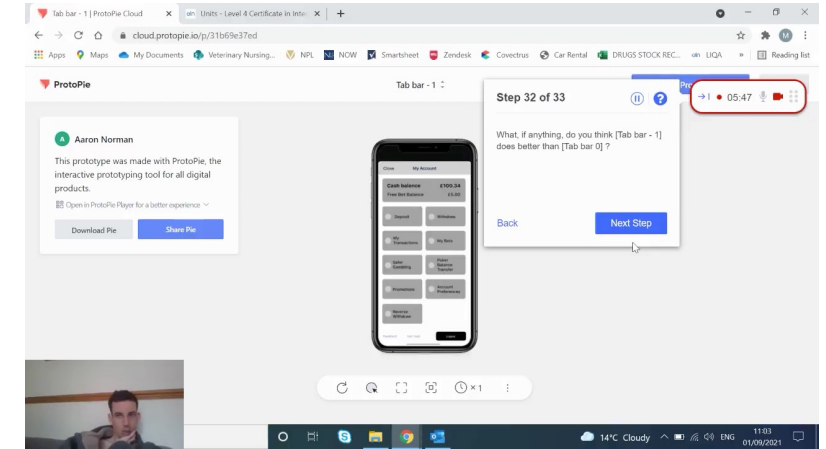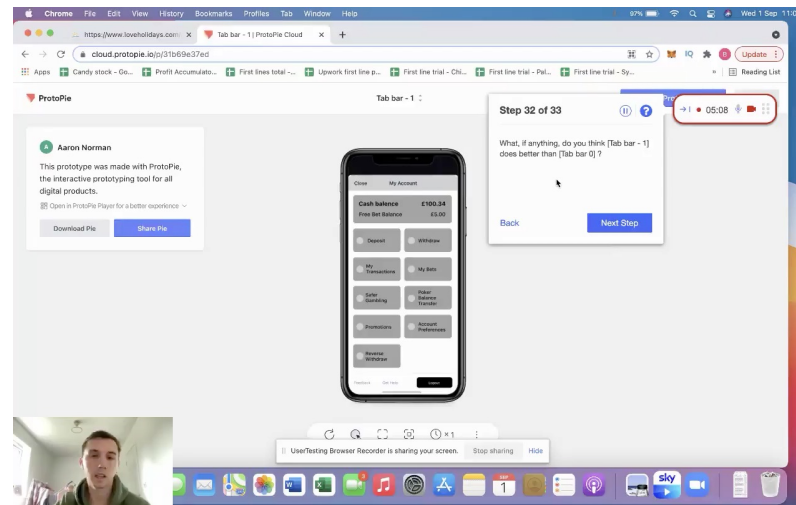
Current
VS
Tab bar 2

Tab bar 2 - Concept

William HILL
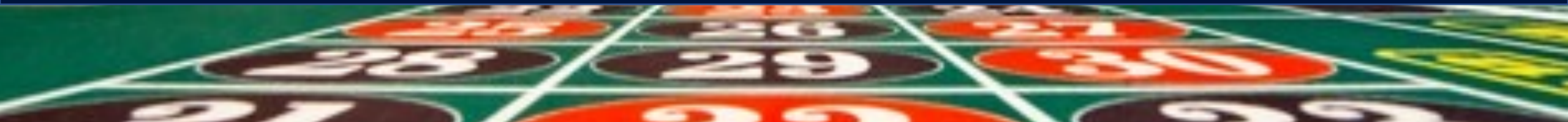
Sports   My Bets   Games   £100.34
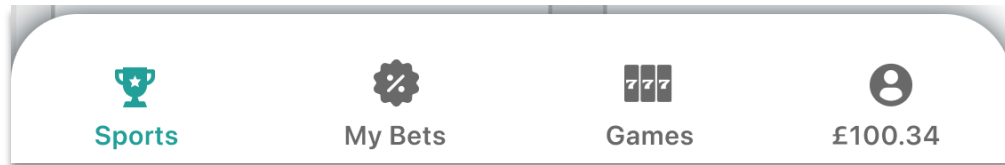
Observations

- Users didn't miss the bet slip from the tab bar.

- Roulette being put on the tab bar was confusing to users. 2/5 user felt that space could be used for a favourites category rather than roulette as not everyone wants to play Roulette.

Current VS Tab bar 2

4
3.5
3
2.5
2
1.5
1
0.5
0
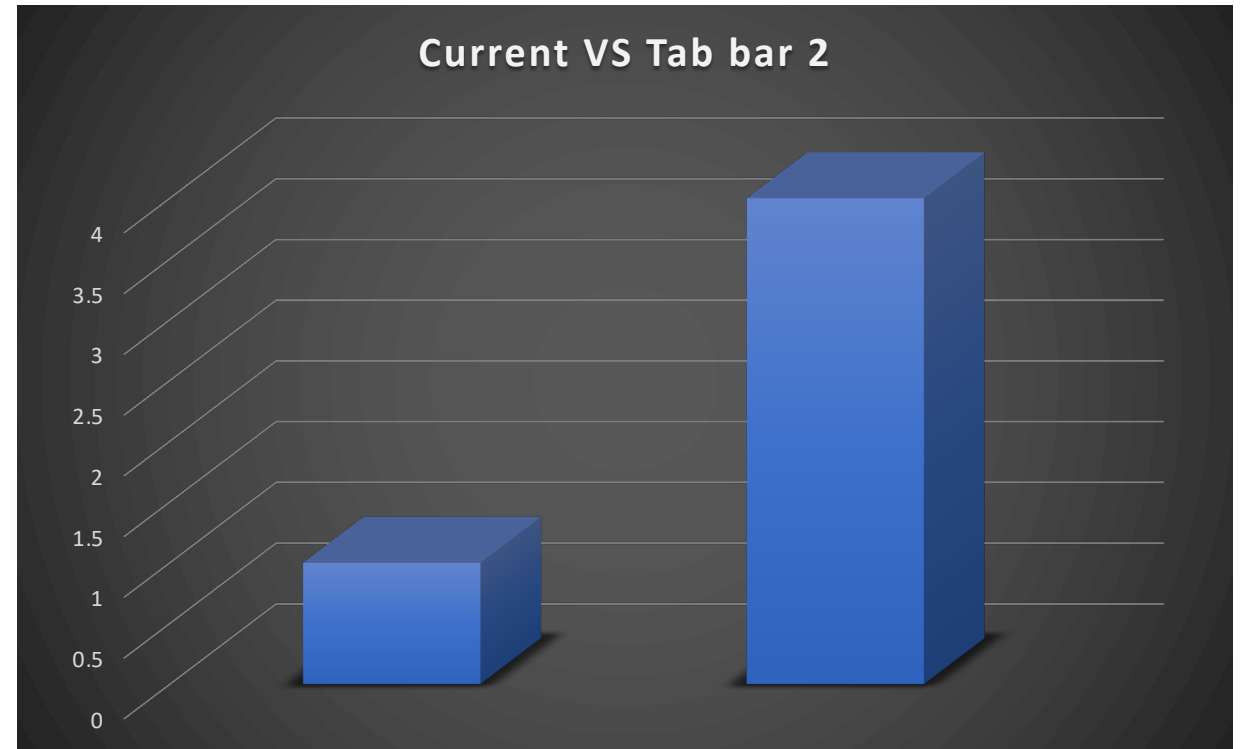
Which app do you prefer?

Tab bar 2 - Concept
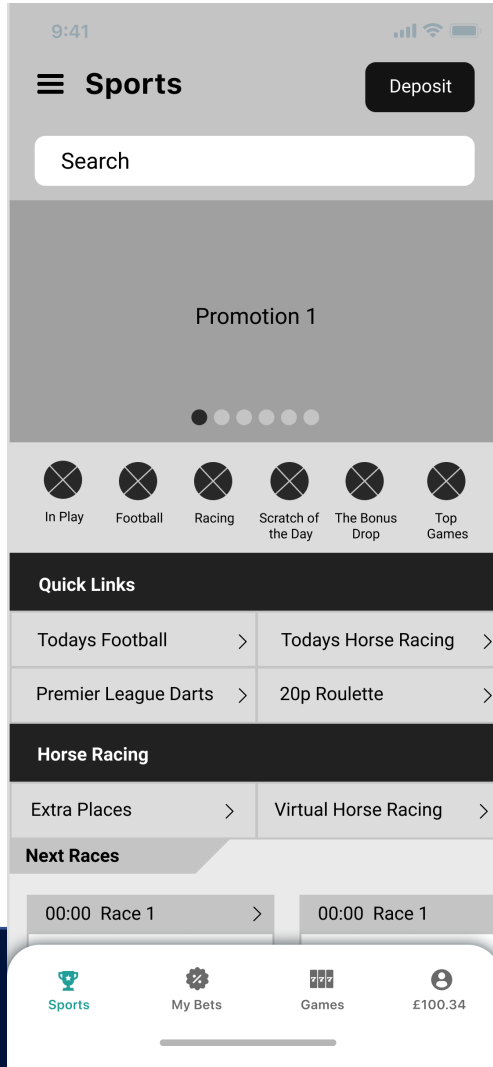
Hear it from the users
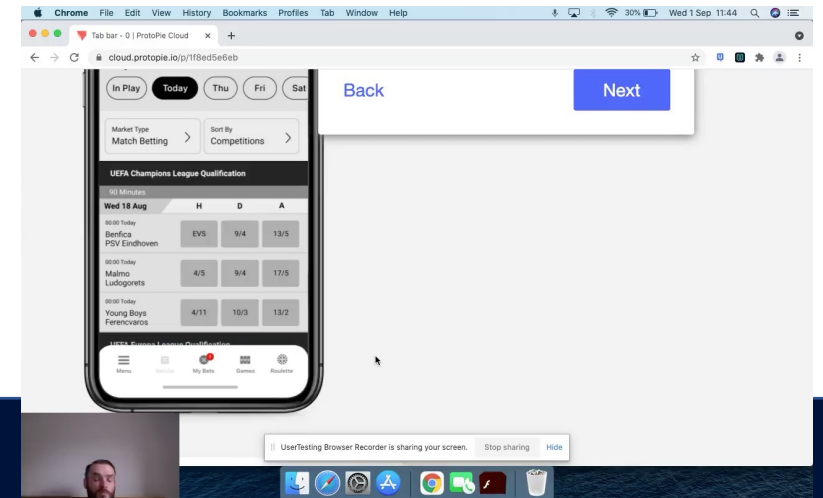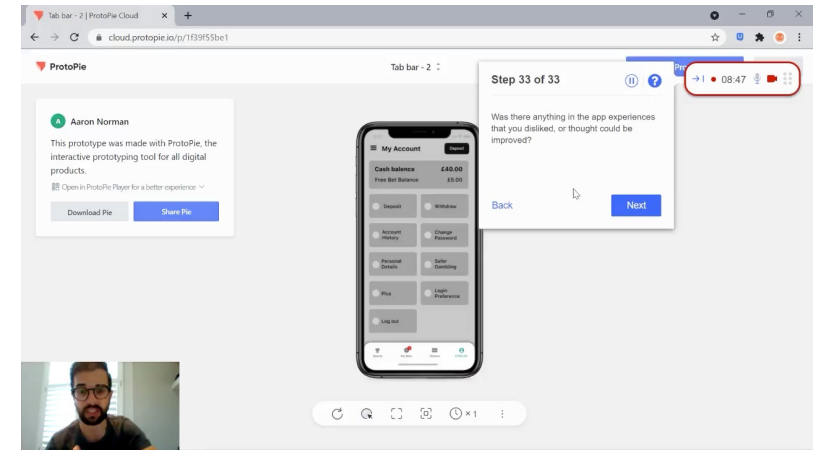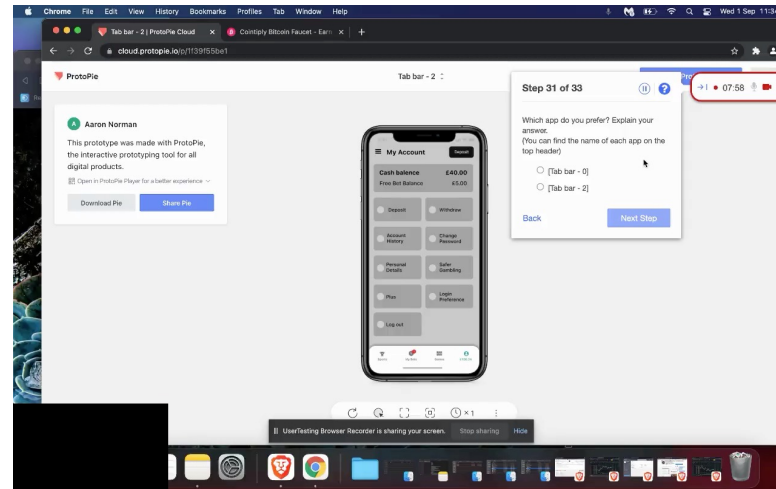
Current
VS
Tab bar 3

Tab bar 3 - Concept
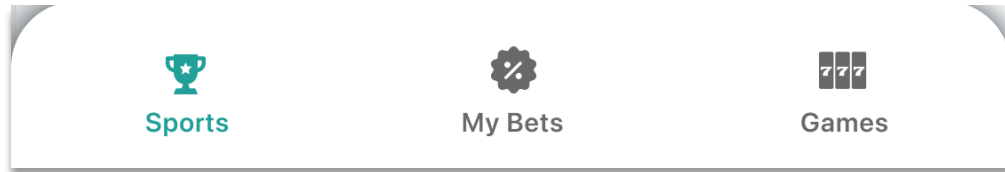
Observations

- All users wanted a sports tab in tab bar.

- Wanted the profile to be bigger

- no one noticed that betslip was not on the tool bar.

- Betslip was liked more on Current solution
- User liked being able to see more content while adding.

- Navigation was better on tab bar 3
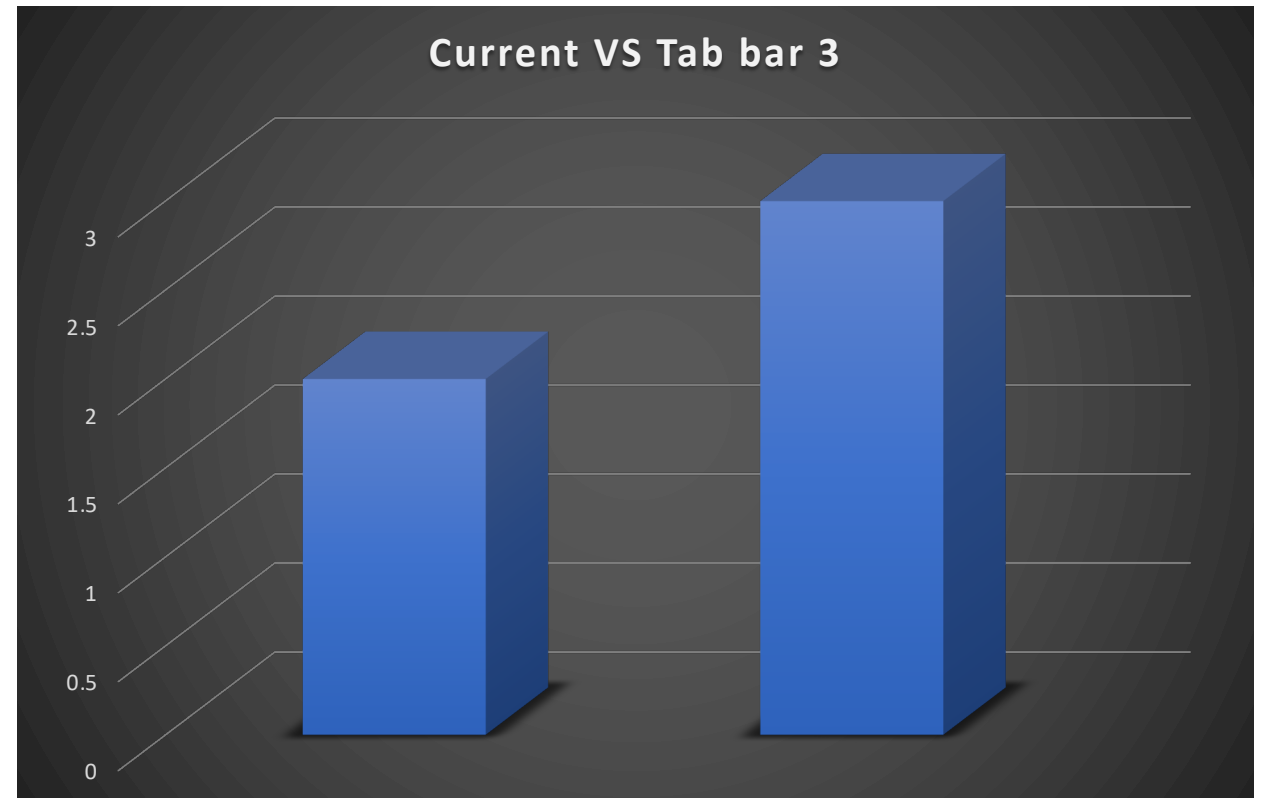
Which app do you prefer?

Tab bar 3 - Concept
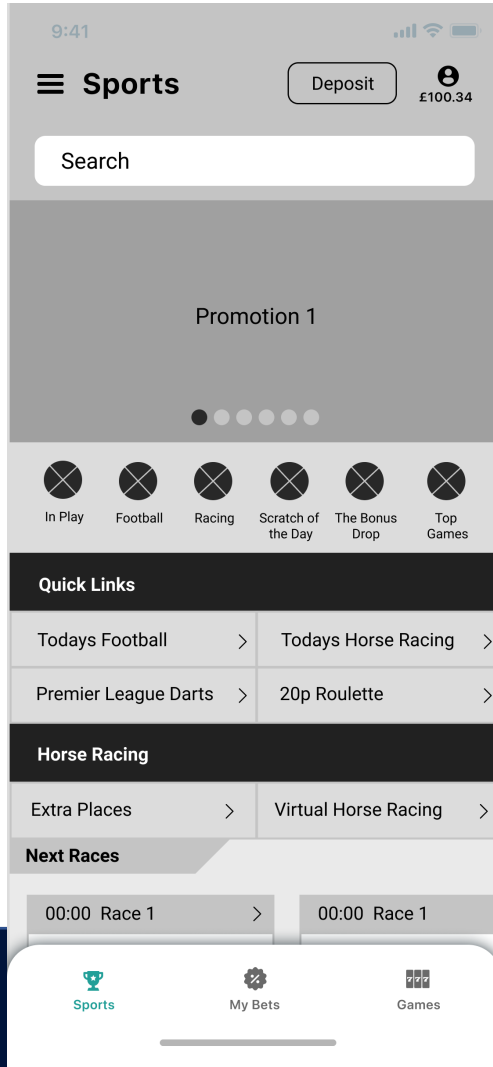
Hear it from the users
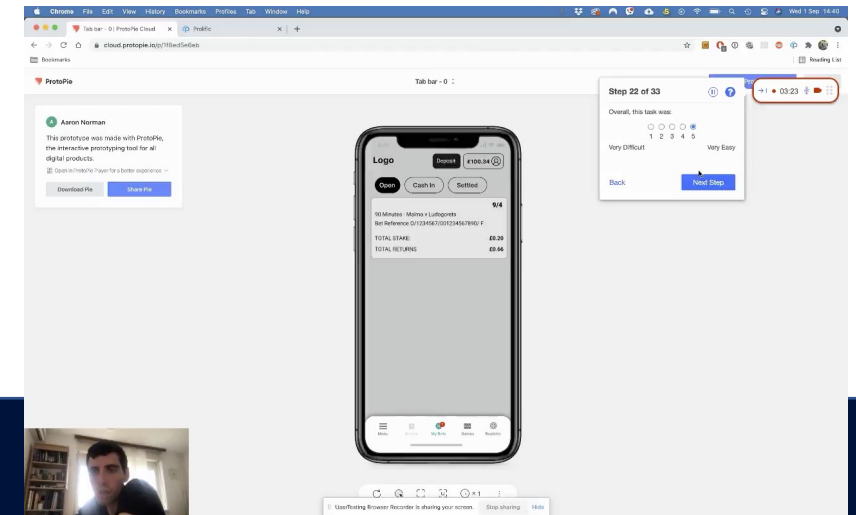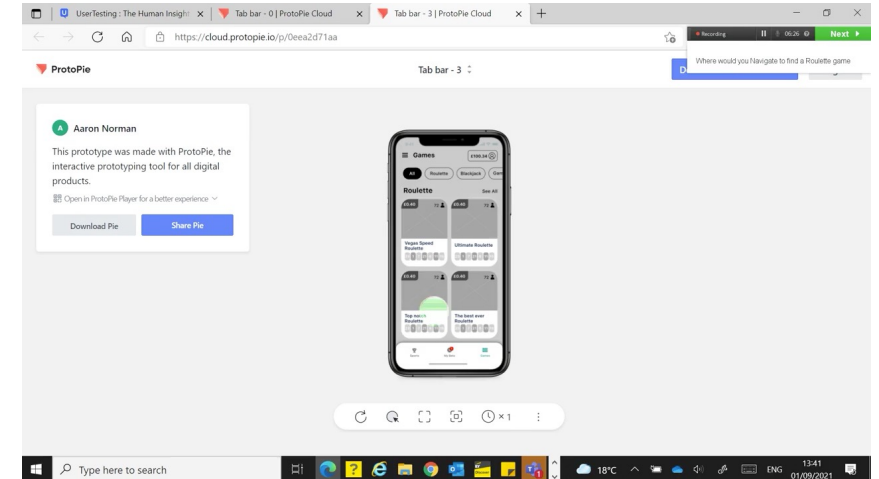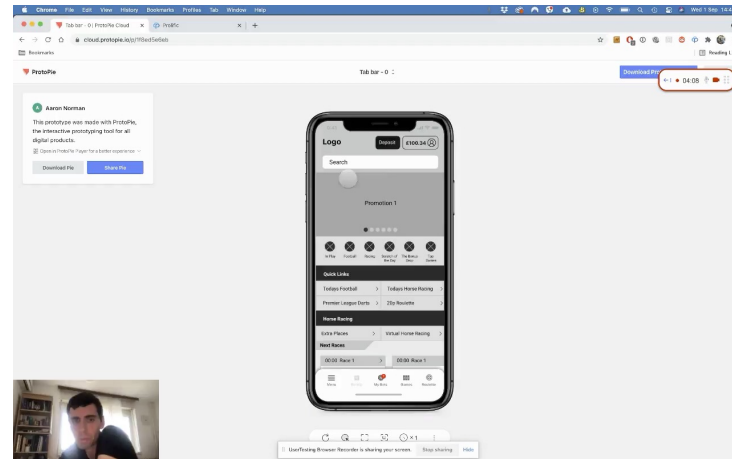
Current
VS
Tab bar 4

Tab bar 4 - Concept

Observations

- 2 users didn't place the bet they just put it into bet slip. (thinking they placed bet)

- With a lower amount of tabs it brings attention to the content more.

- Users preferred the bet slip on current solution. But liked the animation
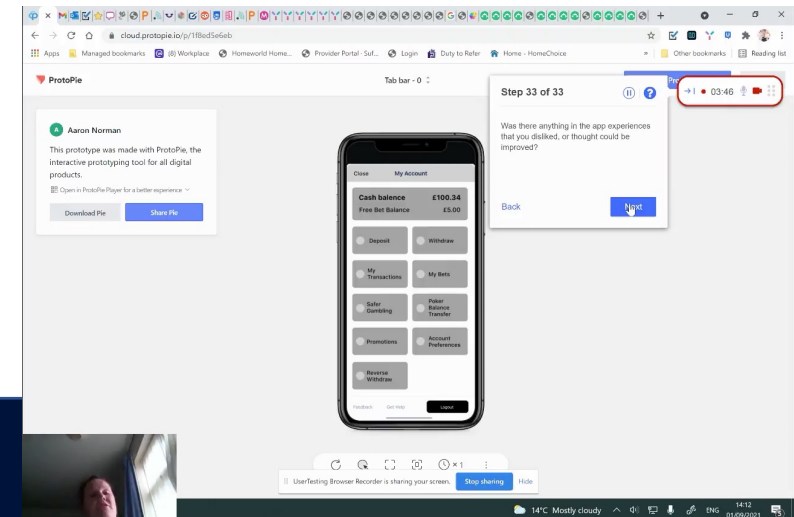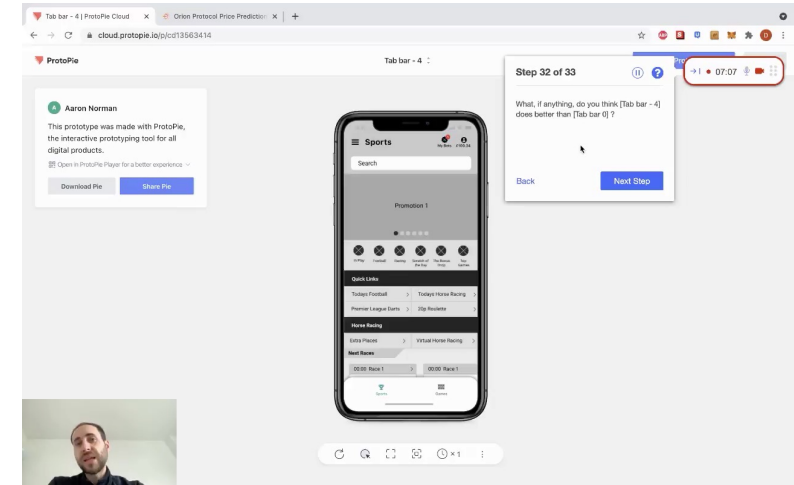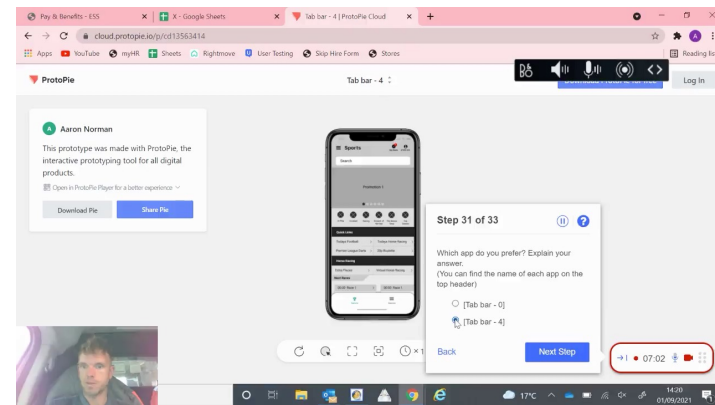
- Users didn't miss the bet slip from the tab bar
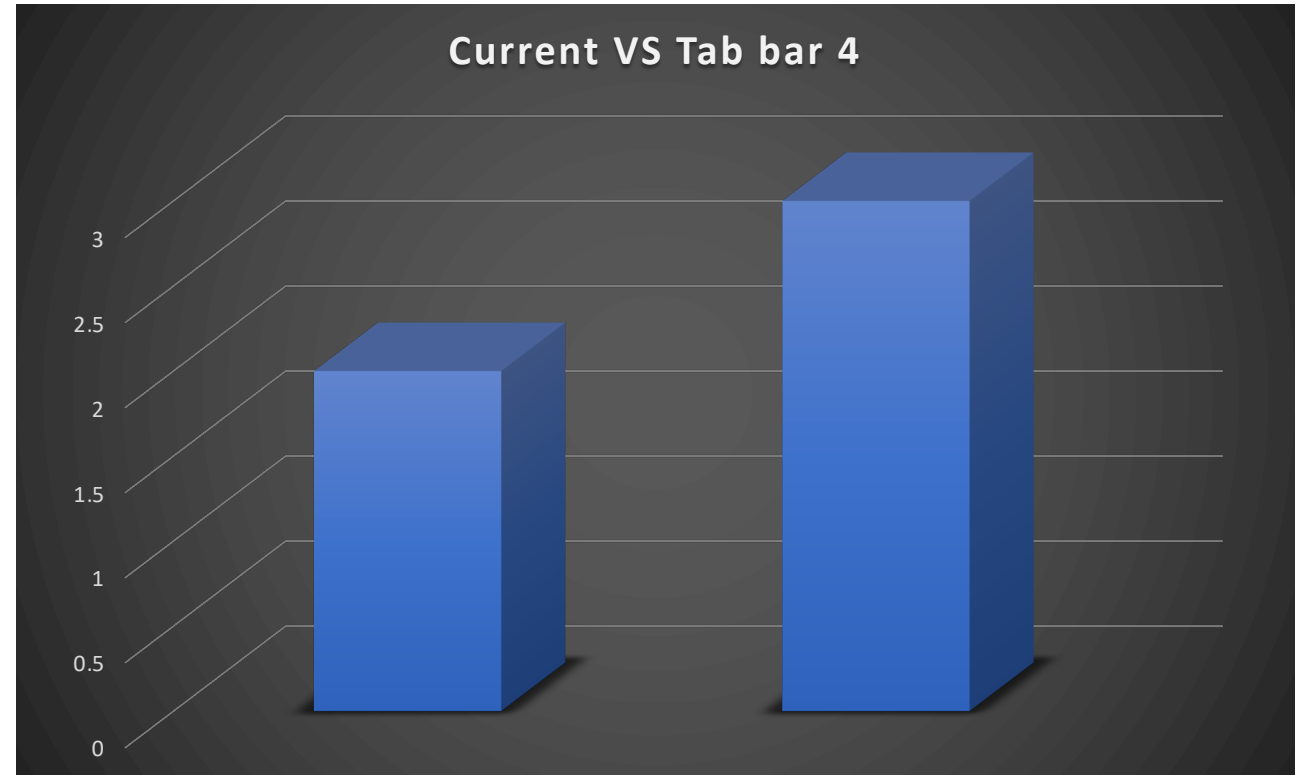
Which app do you prefer?

Tab bar 4 - Concept
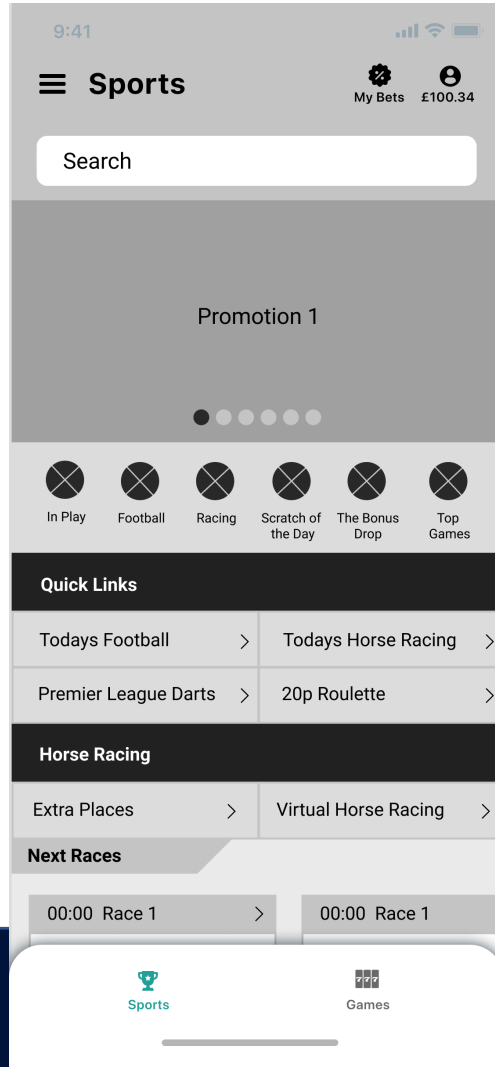
Hear it from the users

Current
VS
Tab bar 5

Tab bar 5 - Concept
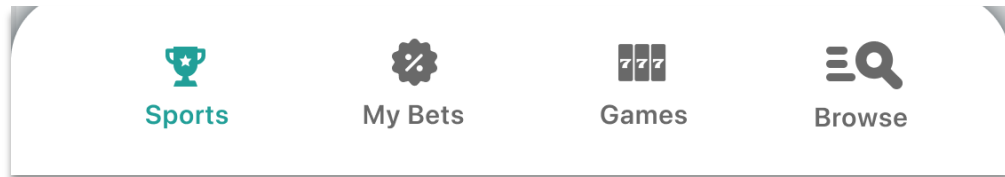
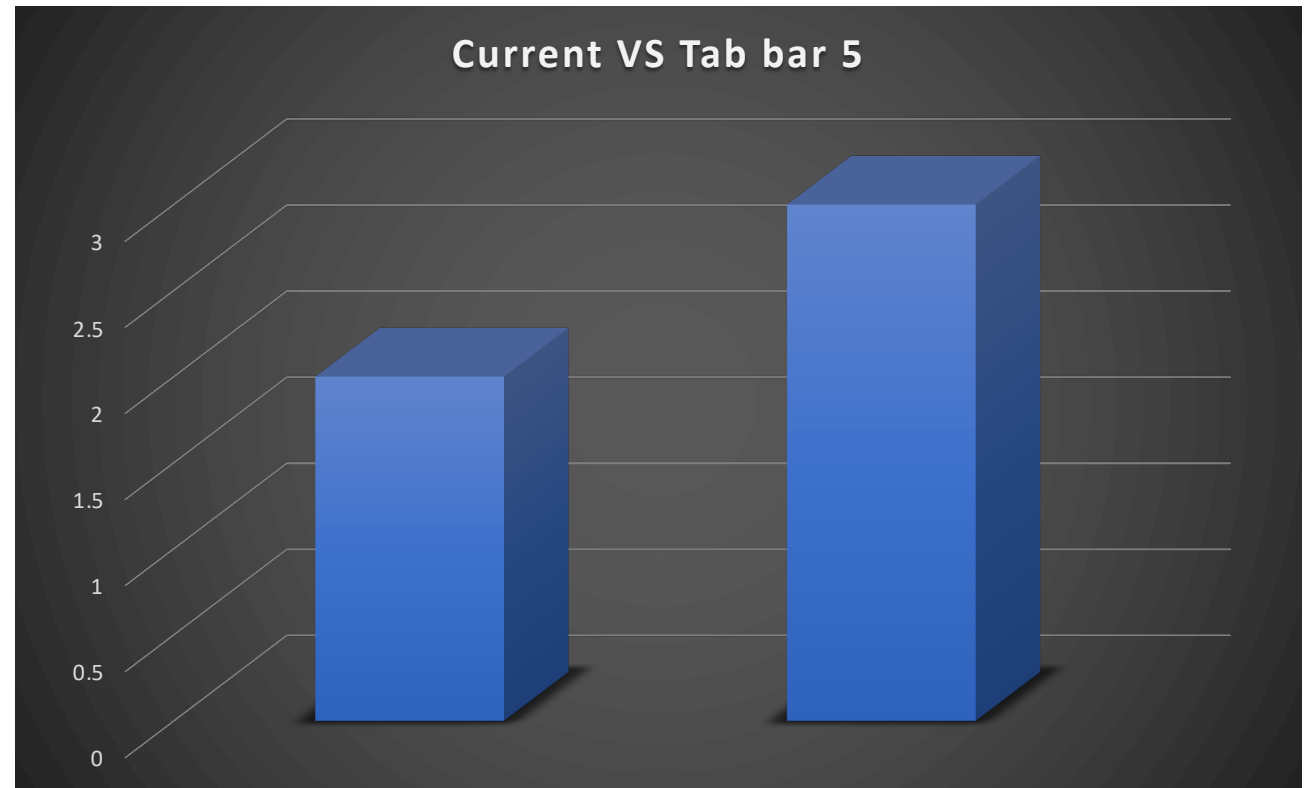

Observations

Likes the animated betting slip.

Account option could be bigger

preferred the bottom tab bar all around.
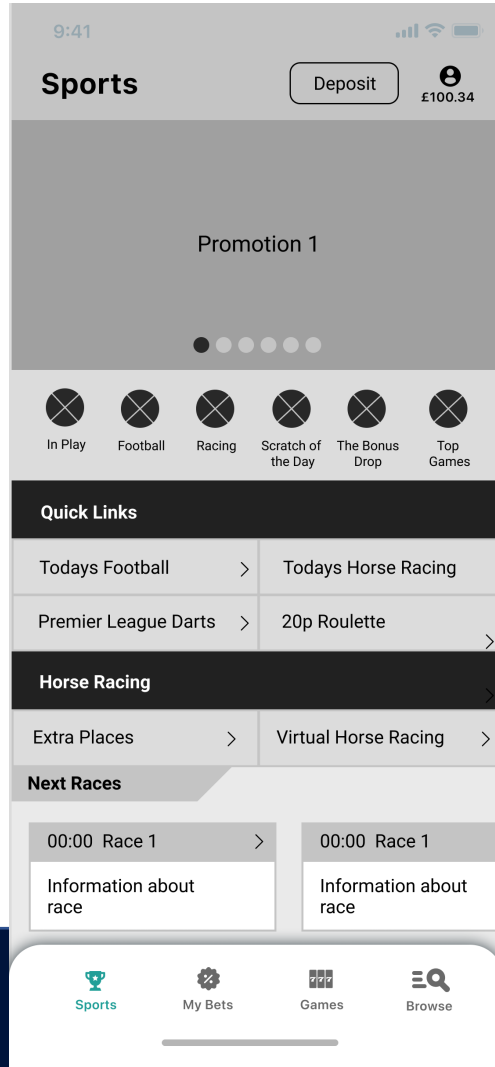
When using the Browse they found it very useful.

Didn't miss the betslip from the tab bar

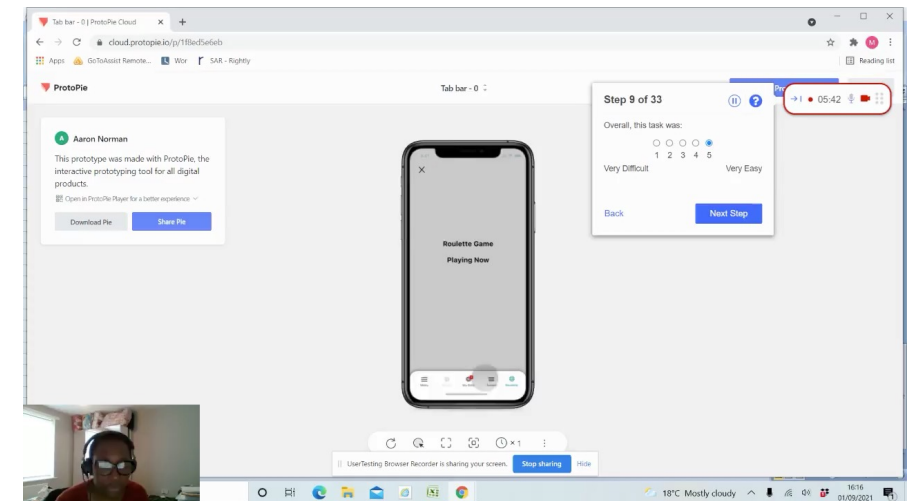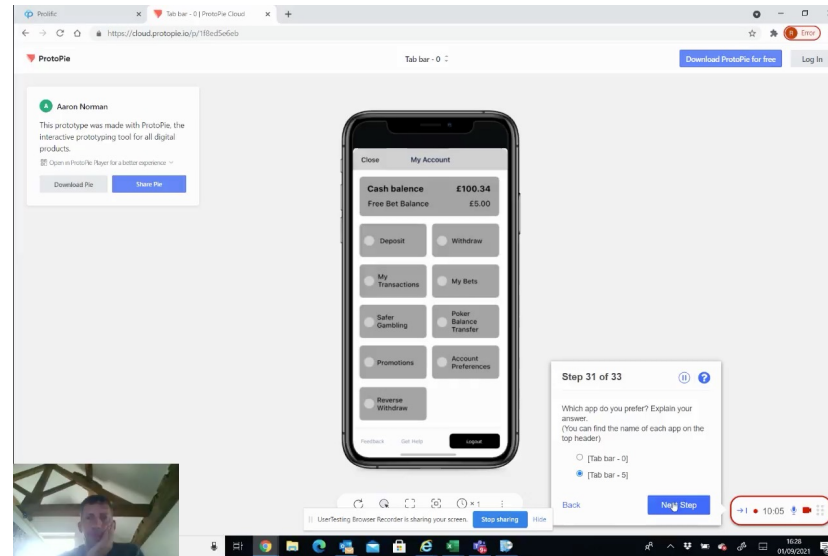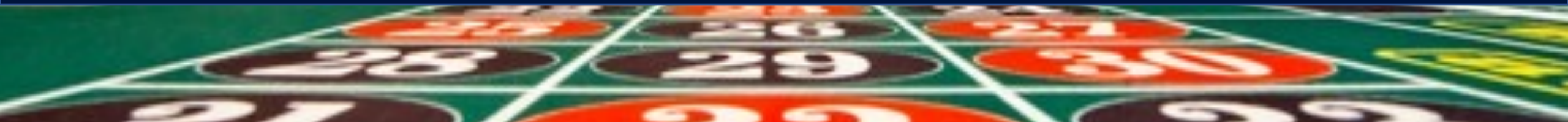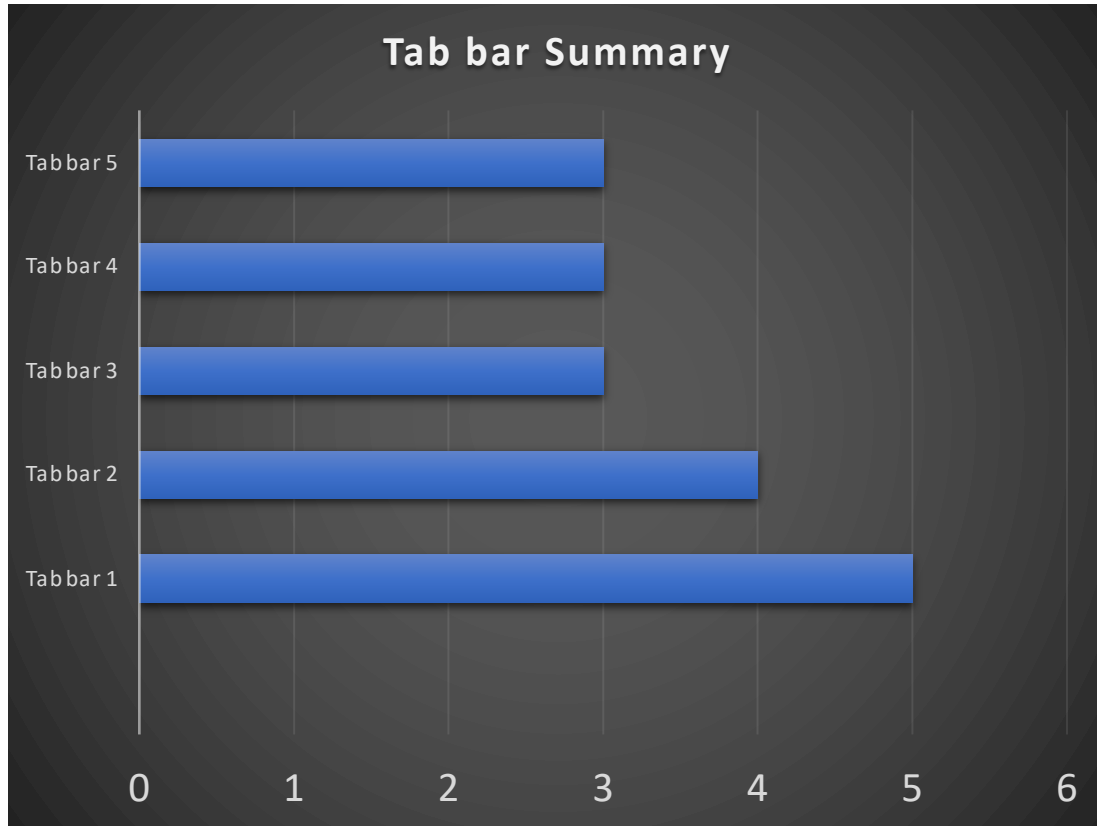Didn't miss the search bar either () but would need more investigating

Which app do you prefer?

Hear it from the users

Test Summary

Test Summary

Tab bar Summary

Tab bar 5
Tab bar 4
Tab bar 3
Tab bar 2
Tab bar 1

0 1 2 3 4 5 6

Current solution VS New solutions

■ Current   ■ New solutions
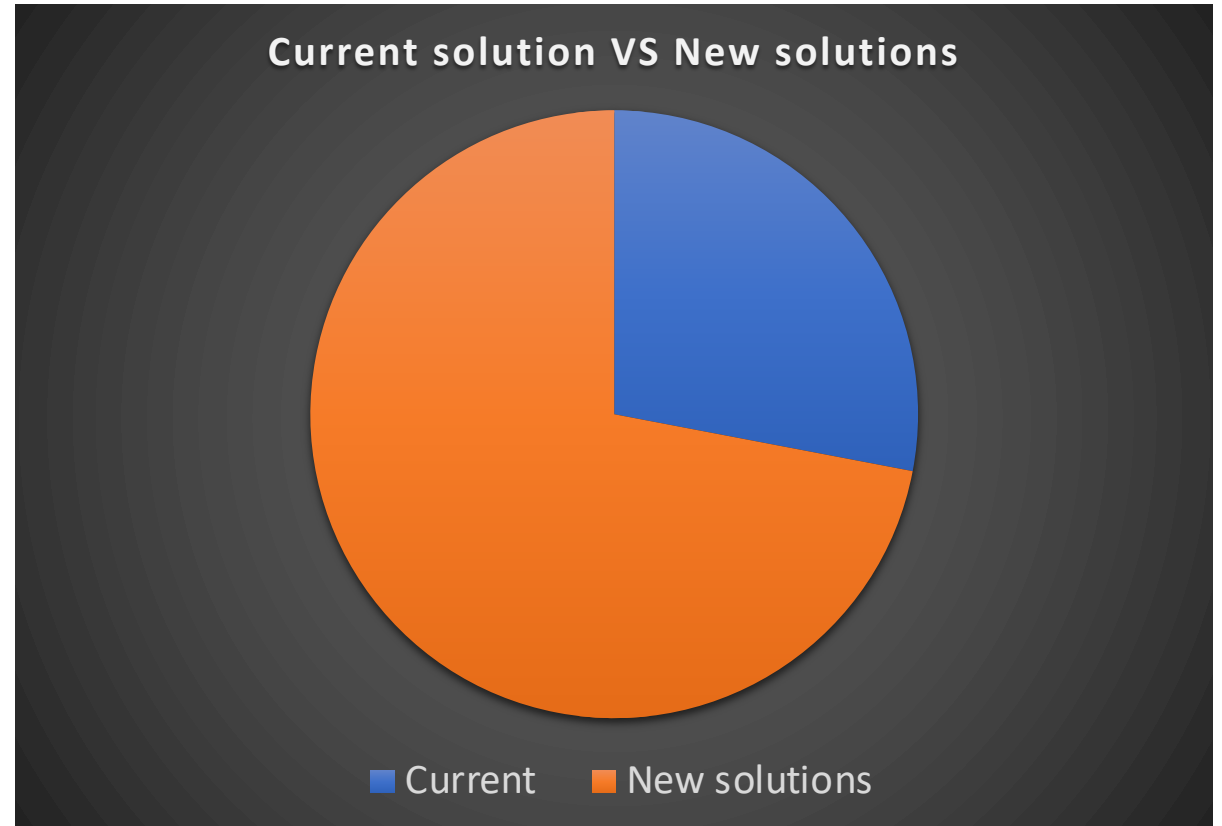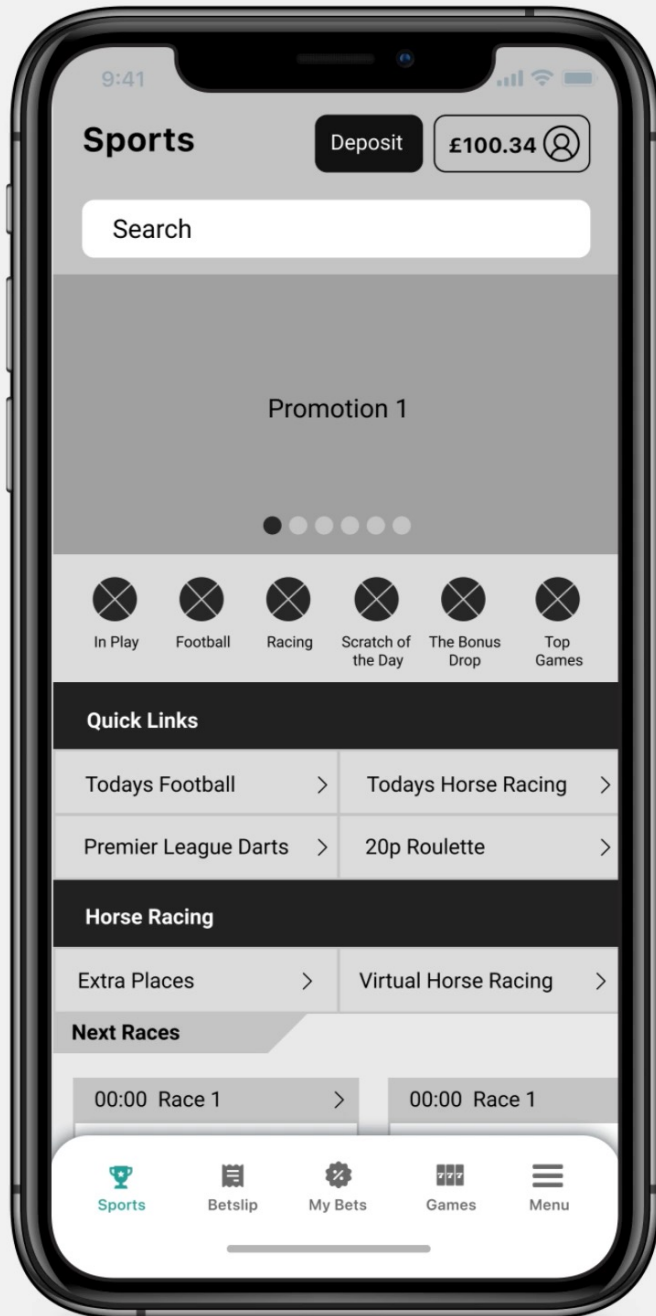
Tab bar 1 – Tested the best out off all solutions

All 5 solutions beat the current tab bar solution

Winning solution

Observations

WINNER

When Betslip was removed from the tab bar 20/20 people did not notice it was gone and did not impact them placing a bet

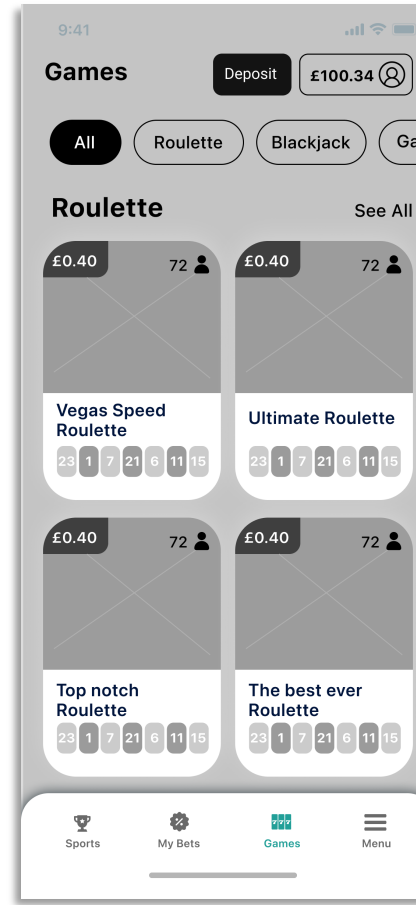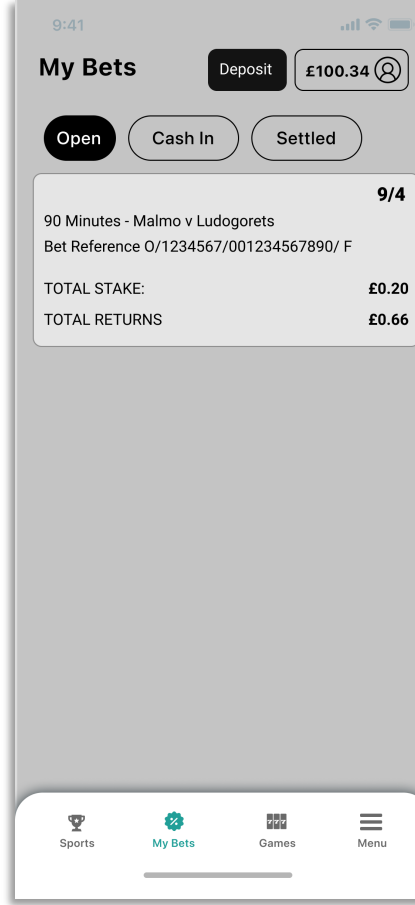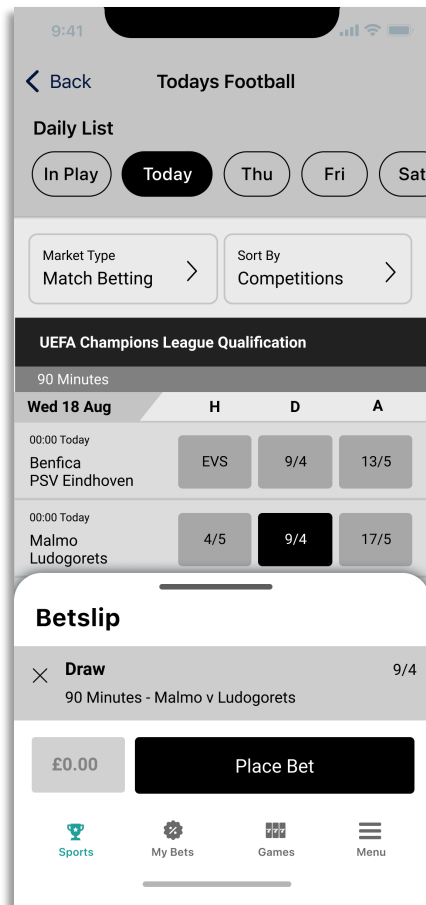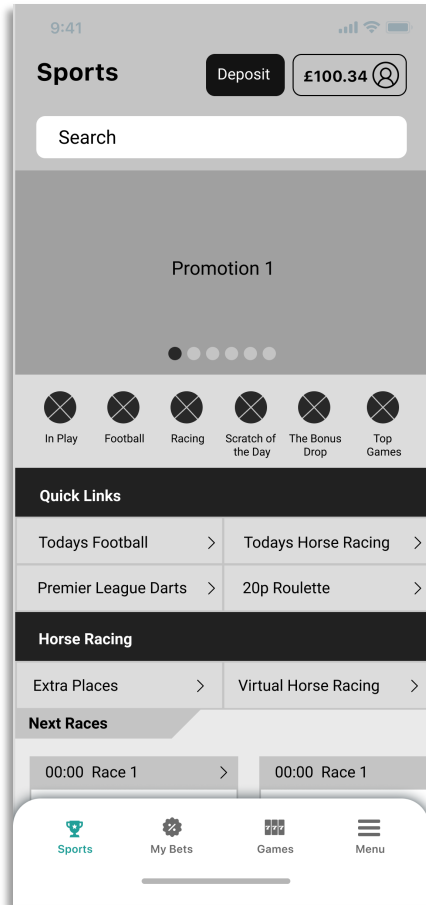The current Betslip solution is working fine

Sports Tab needs to be added

Section Headers helped the users

Participants found Roulette just as easy in the games section if it is pushed to the top

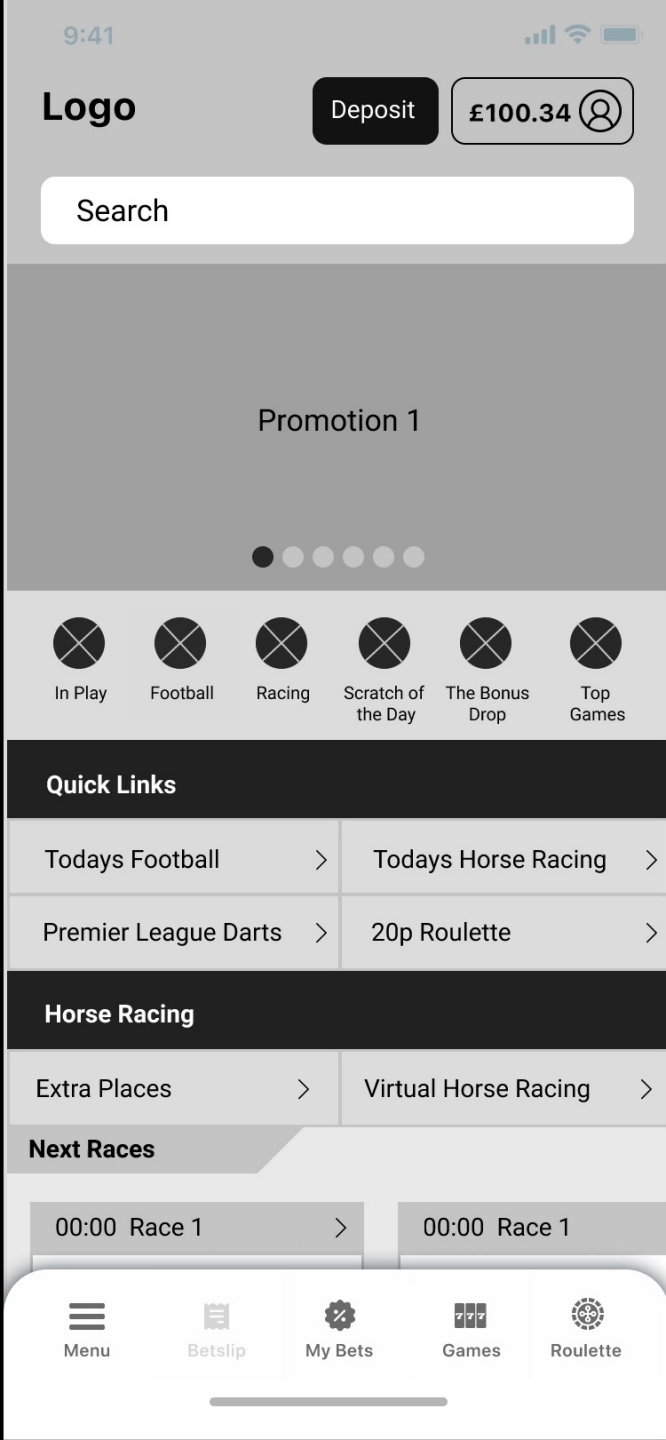Users did not want to see roulette in the tab bar

Final Design

The same as Tab bar 1 – but with no betslip in the tab bar
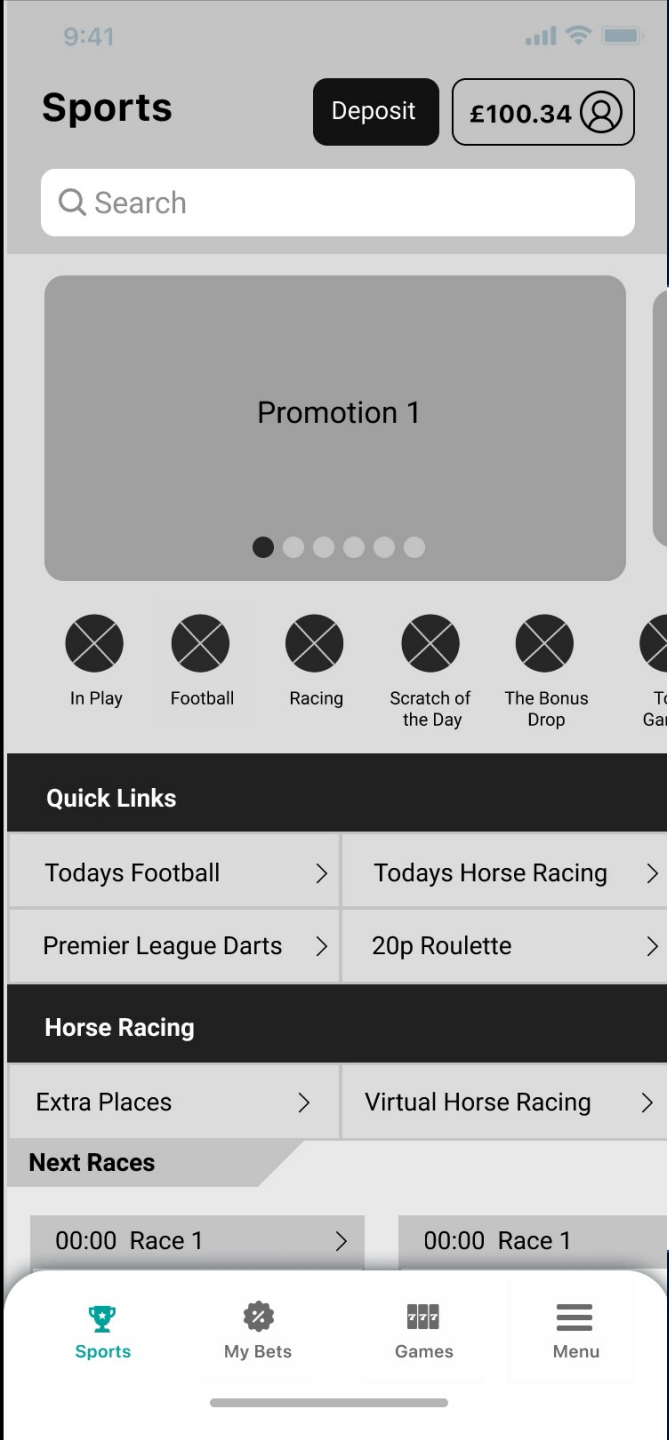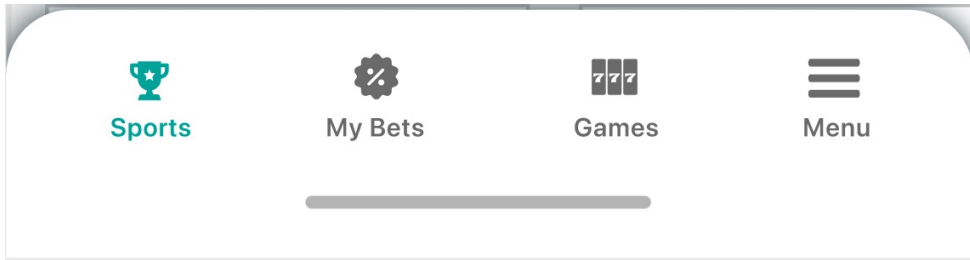
New Floating betslip and tab bar

Current UX

- 5 tabs
- Roulette is on tab bar
- No sports tab
- Bet slip is greyed out
- Minimize is through bet slip tab

Tab bar 6 - Concept

- 4 tabs
- Roulette Tab bar is removed
- New sports Tab
- Bet slip removed from tab bar
- Menu to right
- New Native betslip solution floating action button

Sports

Deposit

£100.34

Search

Promotion 1

In Play | Football | Racing | Scratch of the Day | The Bonus Drop

Quick Links

| Todays Football | > | Todays Horse Racing | > |
| Premier League Darts | > | 20p Roulette | > |

Horse Racing

| Extra Places | > | Virtual Horse Racing | > |

Next Races

| 00:00 Race 1 | > | 00:00 Race 1 |

Sports | My Bets | Games | Menu
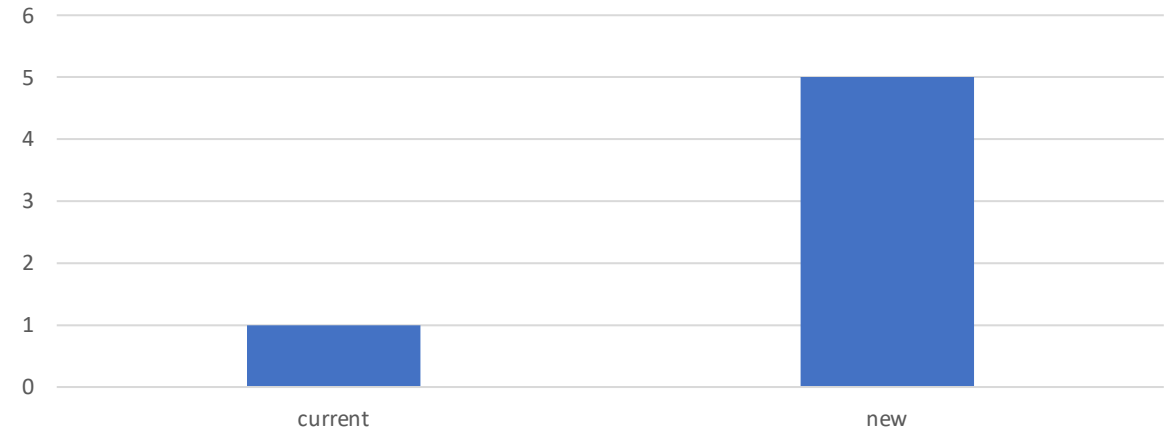
Tab bar 6 - Concept

Observations

"loved the floating button and found it very useful"

"preferred order of toolbar and was able to minimise betslip easier"

2 Users thought the X on the original betslip might minimise the betslip

Which app do you prefer?

Tested with 6 users
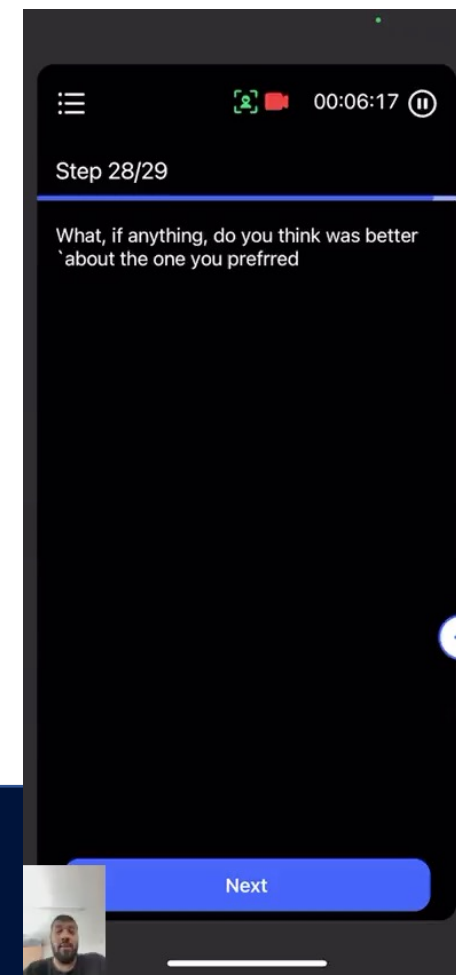
New: Managed to minimise on: 6 (All)
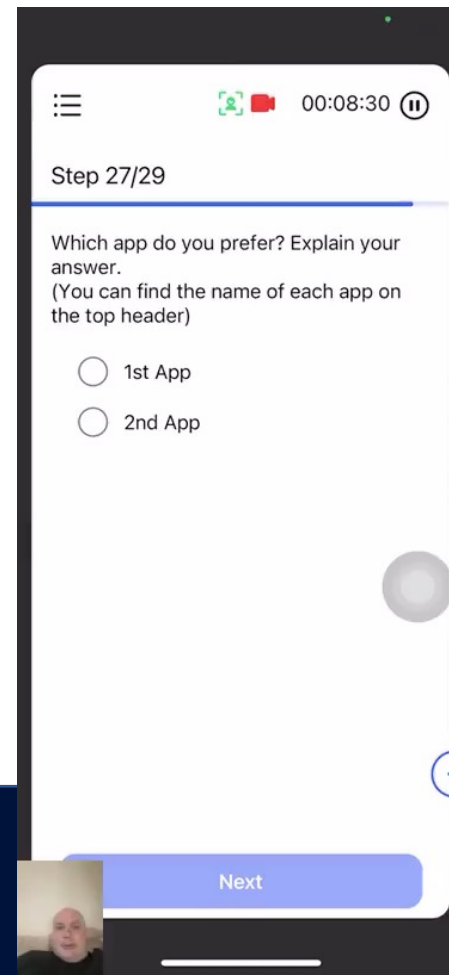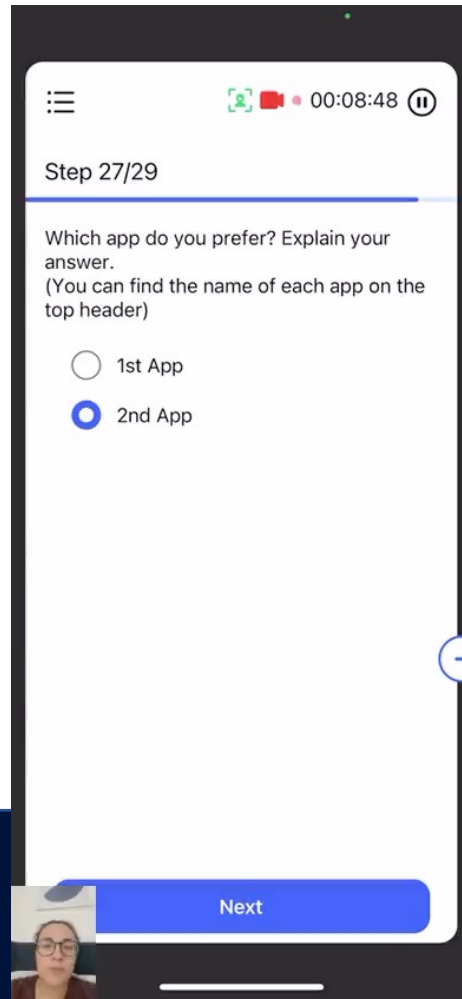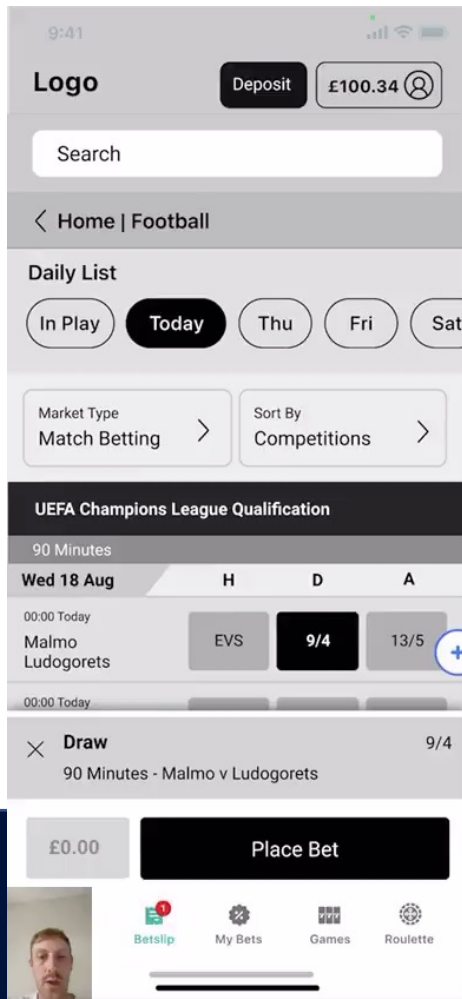Current: Managed to minimise on original 1
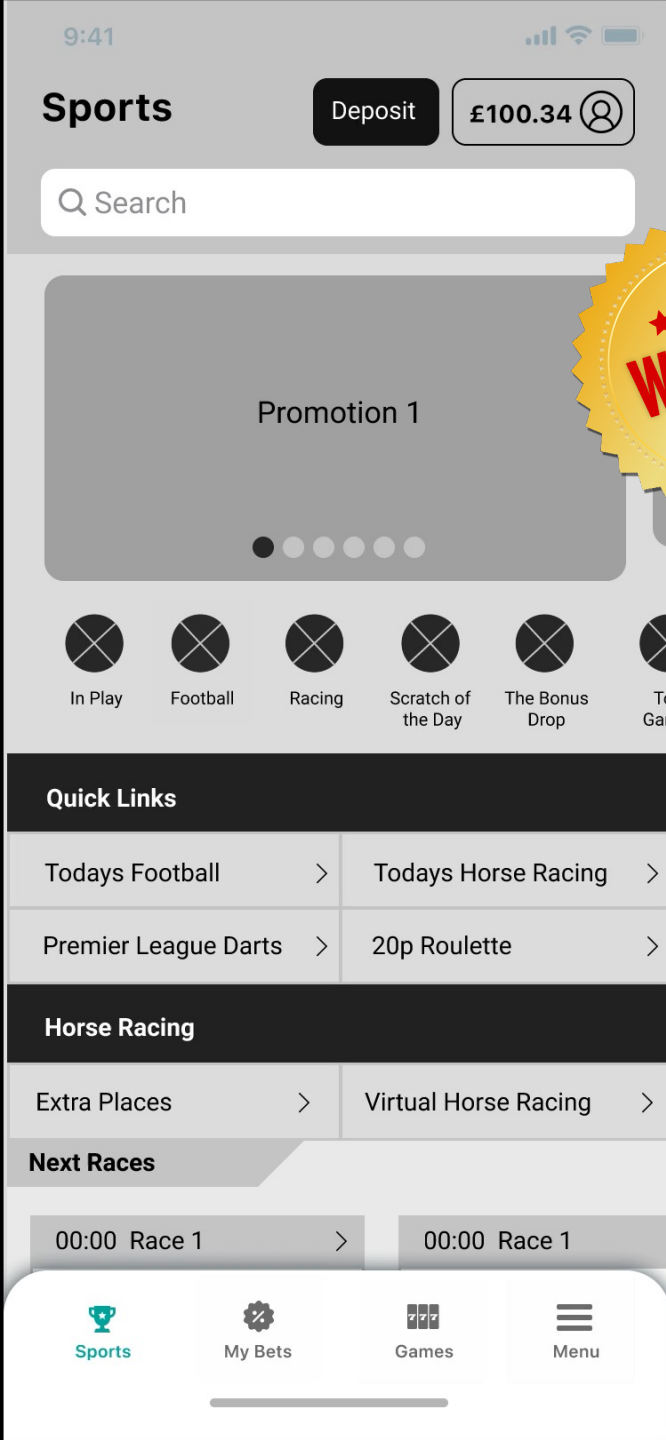
New Get to sports / home new: 6 (All)
Current: 2

Notice betslip was gone from tab bar: 0

Tab bar 6 - Concept

Hear it from the users

Winning solution

Observations

When Betslip was removed from the tab bar 25/25 people did not notice it was gone and did not impact them placing a bet – (including previous tests)

People loved the new minimise betslip function

Sports Tab needs to be added

Section Headers helped the users

Participants found Roulette just as easy in the games section if it is pushed to the top

Users found the new tab order a lot more clearer and useful

Any Questions