



PADDYPOWER.

 **betfair**

Let's go Native

Aaron Norman
Dave George
Tim Pelling



The Mission

Get the Paddy power
and Betfair app to
become a native app.

A group of riders on horseback competing in a cross-country event, jumping over a wooden fence. The riders are wearing helmets and colorful riding gear. The background is a blurred landscape with trees and a crowd of spectators.

The Native approach

Unified Header

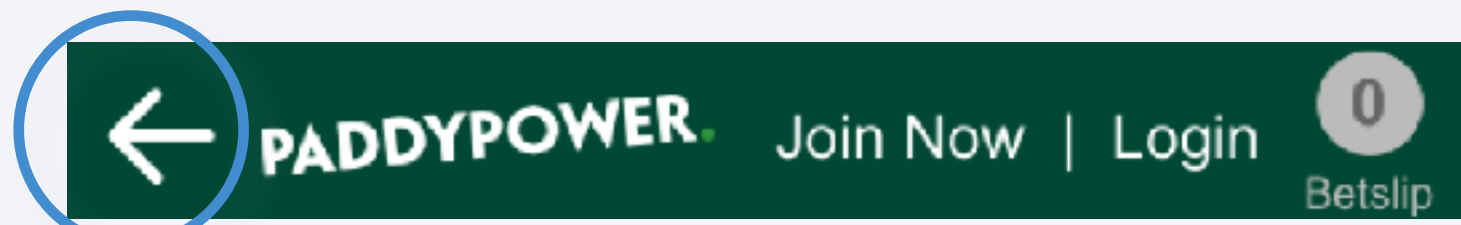


Original

Betfair



Paddy Power



Native

Betfair



Paddy Power



Notes

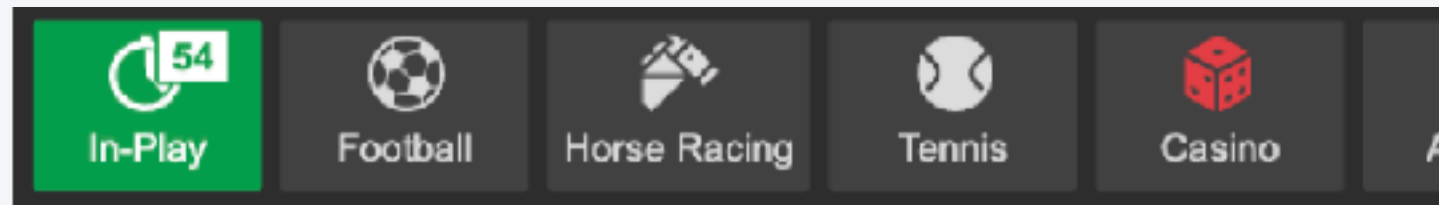
- Standardised across Betfair and Paddy Power
- Native icons used
- Login & Register condensed under one native 'Account' icon to reduce clutter
- Betslip uses native notification badge to indicate number of bets
- Redundant back arrow removed from Paddy Power home screen

Icon Carousel Navigation

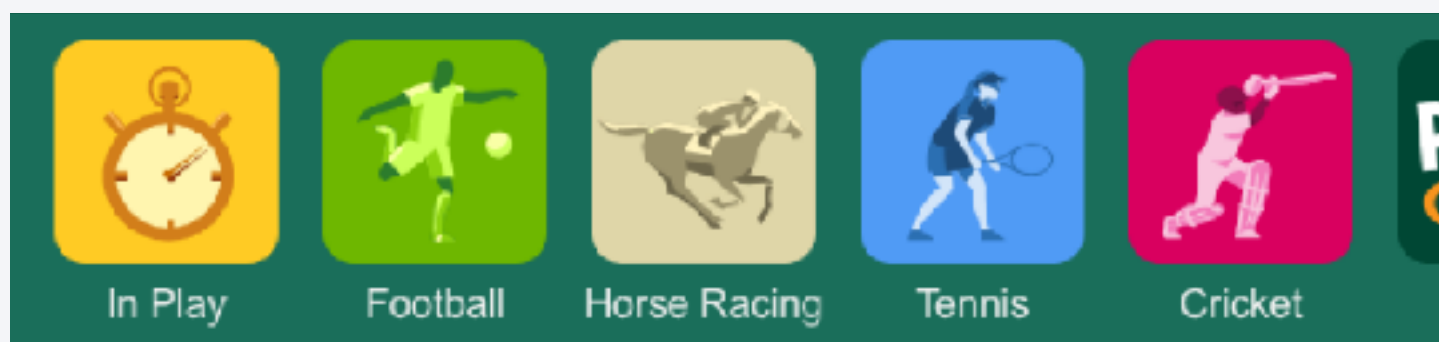


Original

Betfair

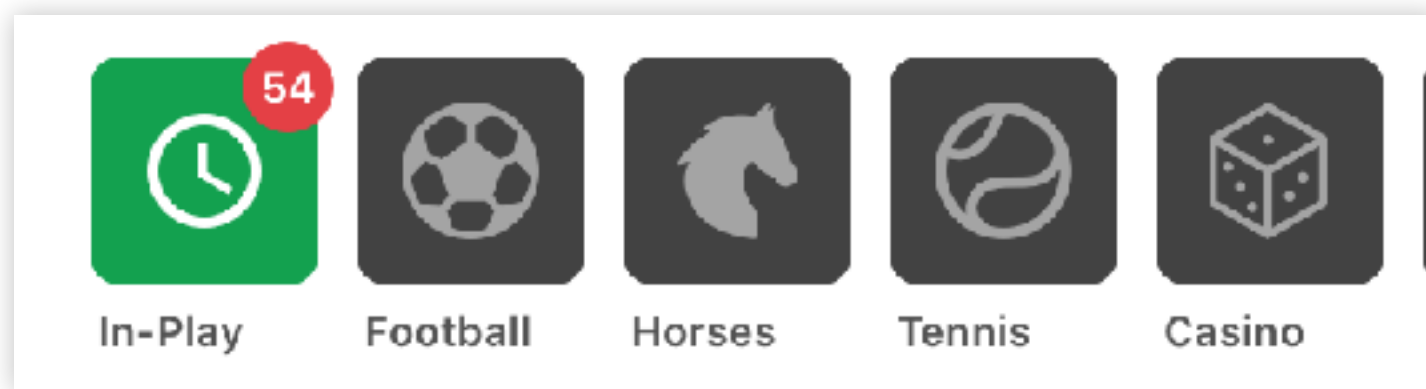


Paddy Power

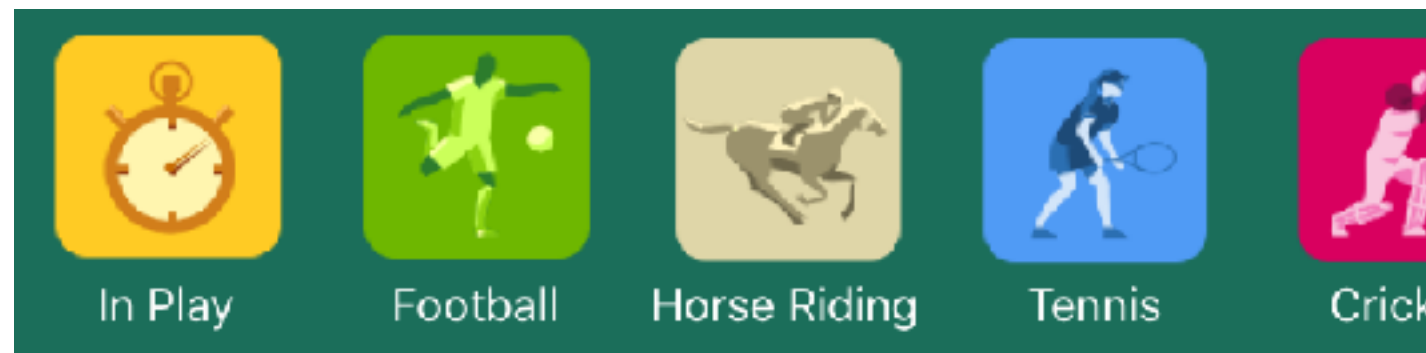


Native

Betfair



Paddy Power



*Note: Icons in Betfair visual are not correct but used to show layout.

Notes

- Native iOS captioned thumbnail used in place of original
- Paddy Power version translates very closely into native element, Betfair styling would change more noticeably

Tabbed Header Navigation



Original

Betfair

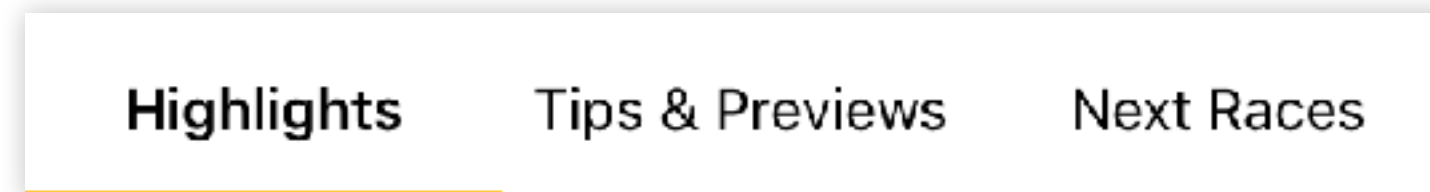


Paddy Power



Native

Betfair



Paddy Power



Notes

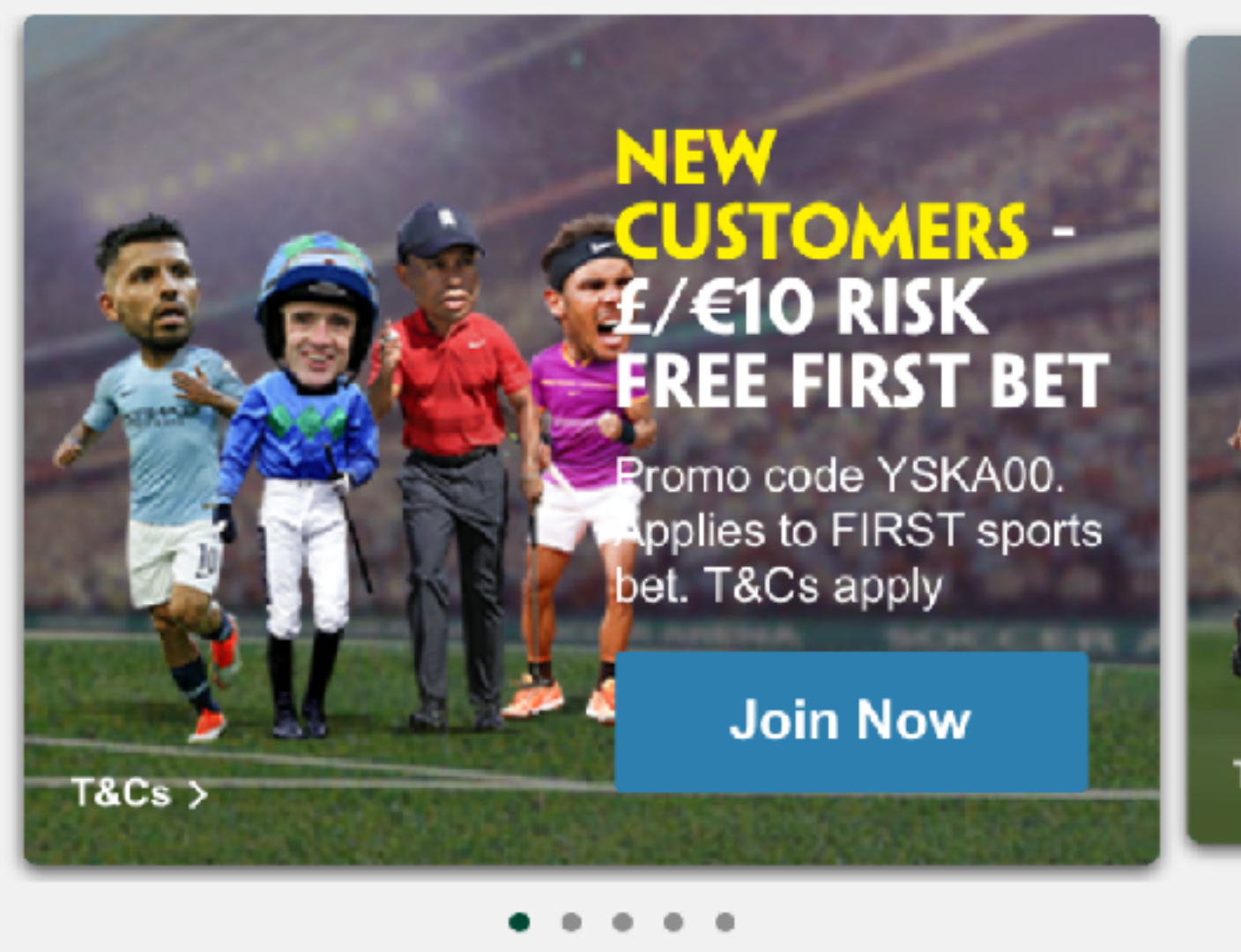
- As there is no like-for-like replacement for tabbed headers as native iOS, we suggest using tabbed headers from the Material Design library.
- Material tabbed headers aren't from the Apple component library but will run natively on the device.

Promotions Carousel



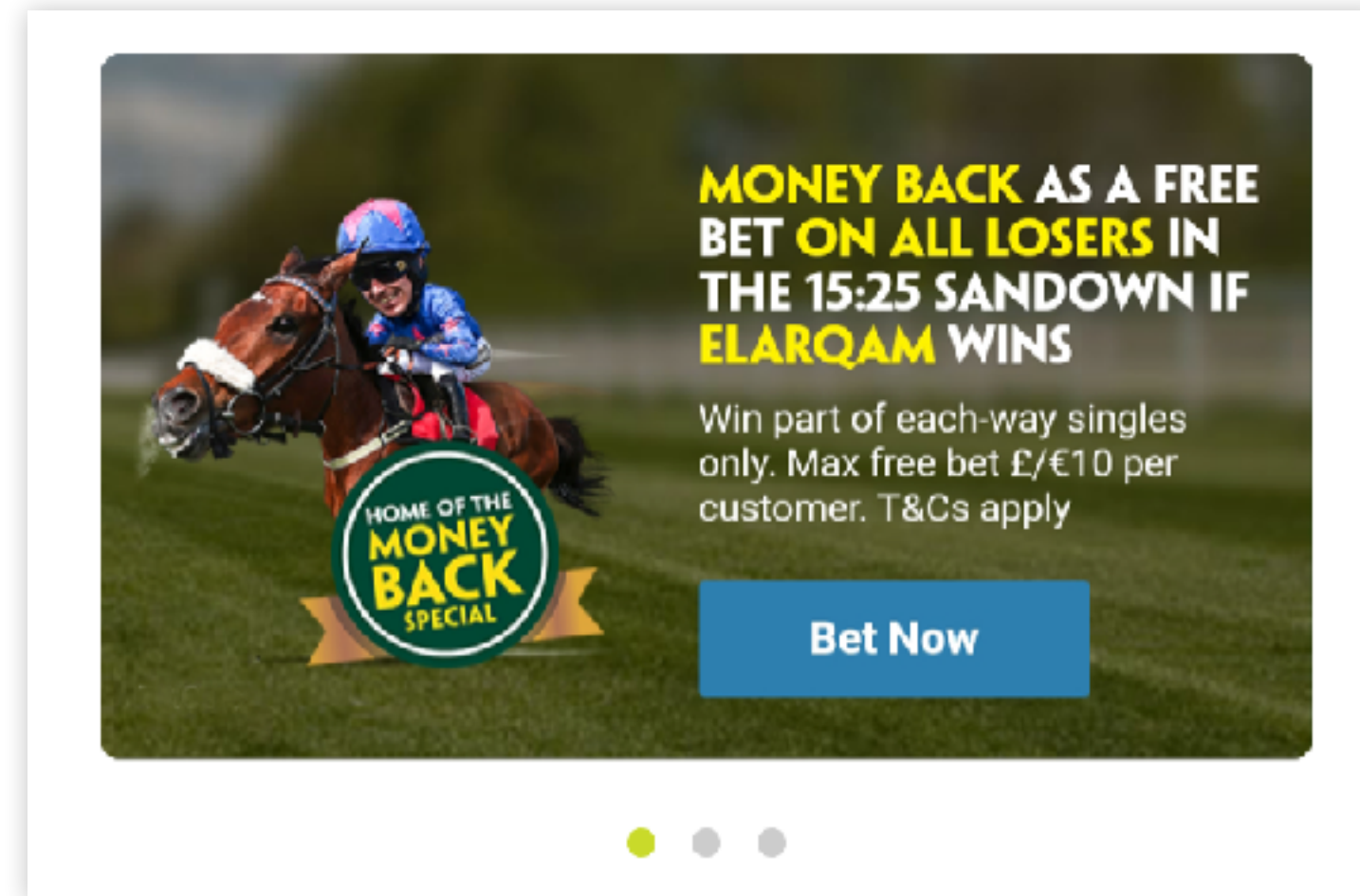
Original

Paddy Power



Native

Paddy Power



Notes

- Replaced with native carousel component, very similar to current web view appearance
- Native component only shows the current panel in the view rather than the current panel plus the edge of the next item, this can also be added back in if needed as there are many different types carousel.

Odds Listings



Original

Betfair

Today 11:00
Delbonis Evans
LIVE VIDEO

7/1	1/12
-----	------

Paddy Power

TOMORROW

CONMEBOL COPA AMERICA

	HOME	DRAW	AWAY
Chile Peru	5/6	9/4	7/2

01:30 More Bets >



Native

Betfair

13/0	Kyrgios Thompson		5/13	21/10
Today 11:00	Nishikori T Monteiro		1/16	9/1

WATCH ONLINE NOW ON TV: CHANNEL 4

Paddy Power

Today 11:00	James Ward Basilashvili		11/18	3/5
Today 11:00	Kyrgios Thompson		1/5	15/4

Notes

- Odds Listings transferred to native list item
- Media options condensed into one icon, slide out tray below list item shows viewing options, the web view is not compliant with IOS guidelines as the touch minimum touch is 14px
- Clicking on individual odds adds them to Bet slip as per current behaviour
- When a bet is added to the Bet Slip, a toast appears to confirm that it's been added

Odds Listings - More Info



Original

More info panel expanded

2 **Blitzle** F: 537 **11/10**
J: Ben Robinson(3) T: Ollie Pears
(5) More information EVS > 11/10 > EVS

5 **Flight Of Thunder** F: 879 **11/4**
J: Kevin Stott T: Kevin Ryan
(3) Less information 4/1 > 7/2 > 10/3

TIMEFIRM Age: 2 Weight: 8-
Thrice-raced maiden. Ninth of 15 in maiden at Leicester (6f, soft, 25/1) 30 days ago.

DATE	RACE	POS	OR
10 Jun 19	Lei 6f Sft Flat	9/15	N/A
25 Apr 19	Bev 5f Gd Flat	7/8	N/A
08 Apr 19	Red 5f Gd Flat	8/13	N/A



Native

More info in new page

Carrier 9:41 AM

< Back

8 **Swiss Knight** **5/2**
J. Oisin Murphy F: 9P-0711 11/4 > 3/1 > 10/3
T: Stuart Williams OR: 122

RACING POST Age: 8 Weight: 11-5

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Date	Race	POS	OR
11 May 19	Nnj 7f Gd Flat	3/7	N/A

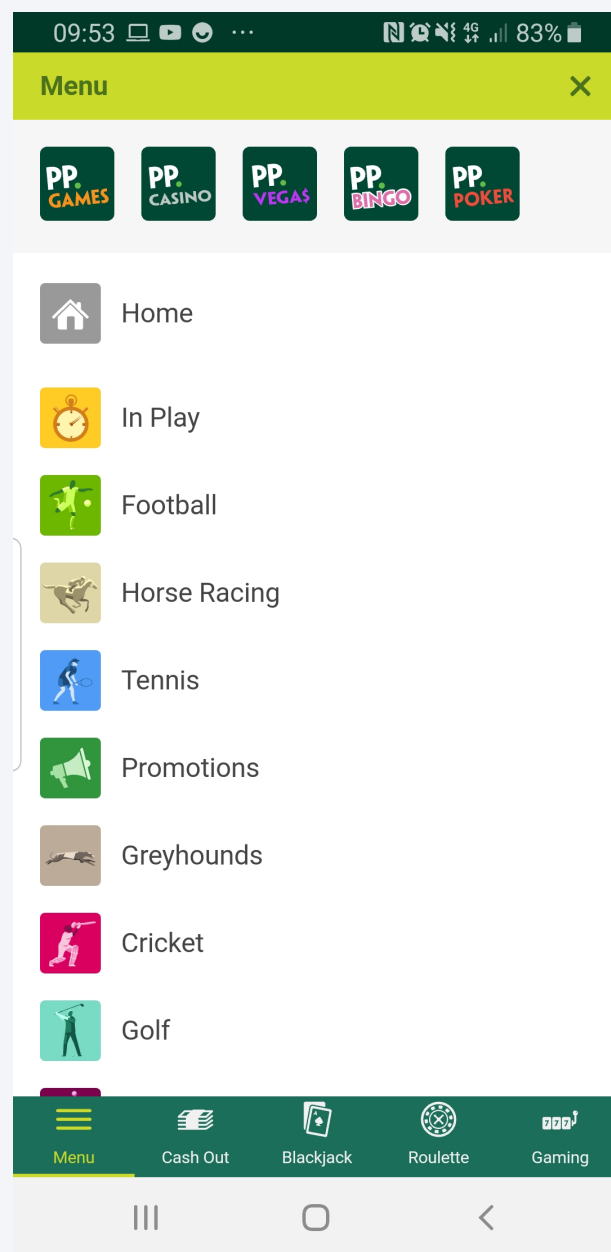
Notes

- On the 'Original' app, there is a drop down for more information. This is not the way a native app would work
- The 'Native' behaviour puts more information into a new page making it clearer for users.

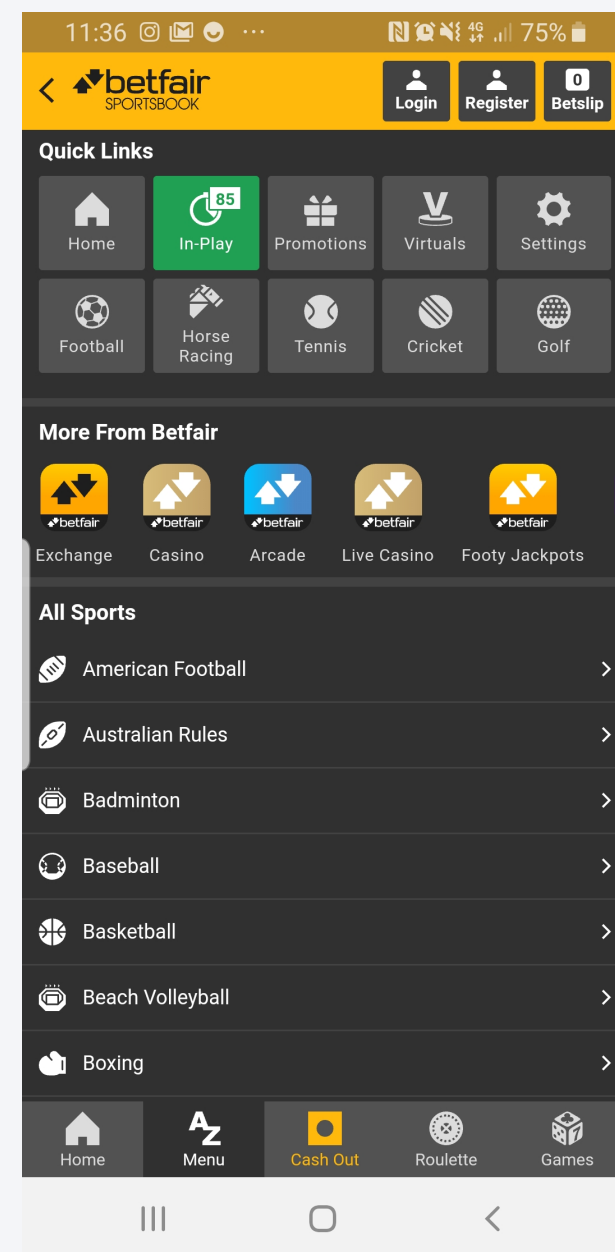


Original

Paddy Power

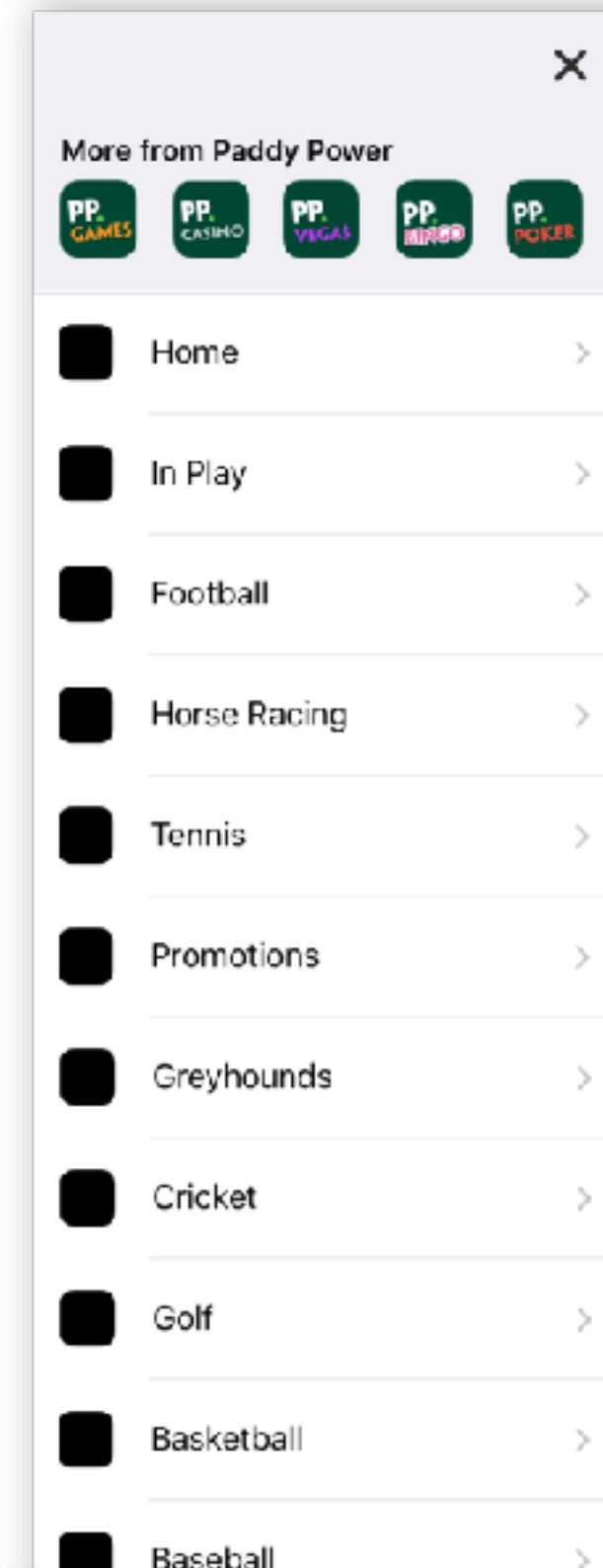


Betfair

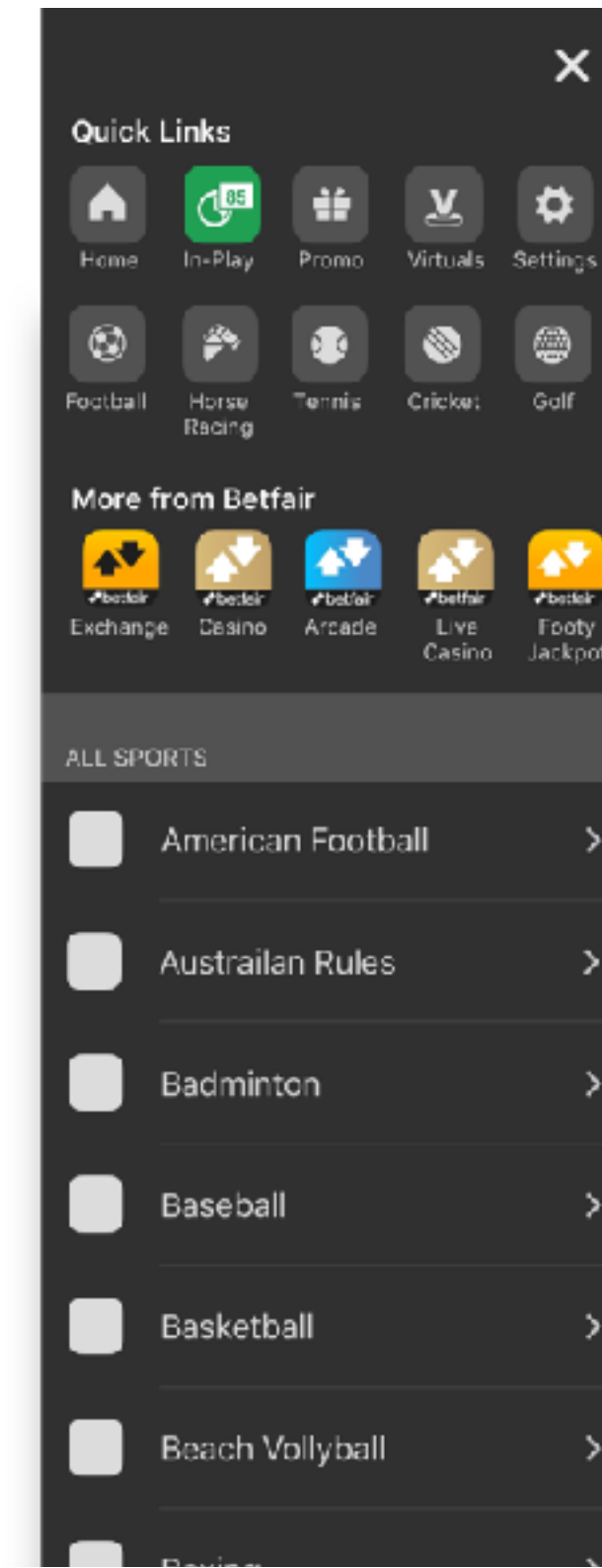


Native

Paddy Power



Betfair



Notes

- The menu now pulls out to give it more of a native feel
- Close button is now in the expected place
- The menu list has native component used give the correct spacing between categories
- Icons on 'Betfair' are now on the guidelines for apple icons