

# Mobile solutions for niche audiences: Innovation in social gaming



We worked with Betfect's founding team to identify, analyse and quantify the social gaming opportunity they were exploring. We helped construct a product framework and a series of propositions which we tested through qualitative, quantitative and UX testing. We proposed a brand personality and a product development plan that matched the market's expectations, built out their user experience and look and feel on mobile and web, before handing over to their in-house development team.

