



| **FANFIGHT**
FANTASY SPORTS

**PM SCHOOL CHALLENGE NO
#70 CASE STUDY ON FANFIGHT**

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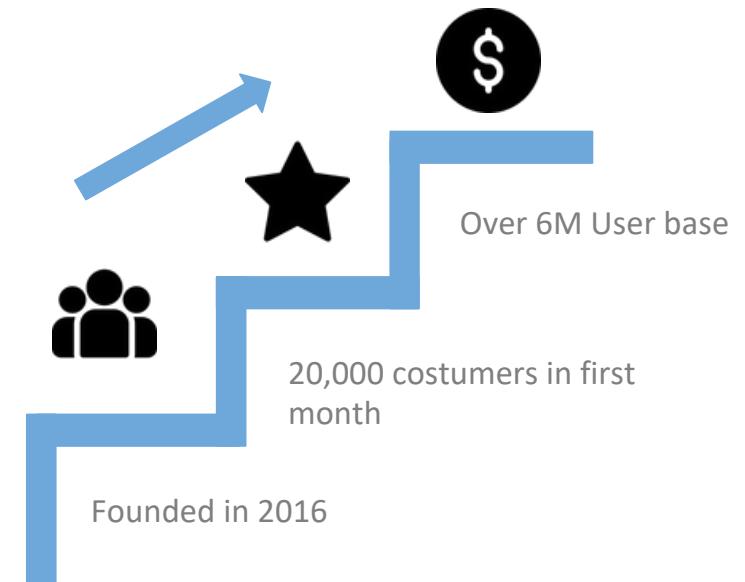
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What is fanfight?

Fanfight App is an online fantasy App where one can earn real money by playing fantasy leagues, founded in 2016.

Competitors



Problem Statement

The major part of the Fantasy Market is captured by one company, which has more than 80% of the market share. Fanfight has a market share of about 5% and aims to become the number 1 player in 2 years. you have been assigned the task to come up with 3 to 4 ideas which the company could focus upon building and launching during the next two years.



Goal

To improve customer retention and became market leader in coming 2 year!



User Persona



persona	Jay ,22 ,college student	Bharti,31 ,Marketing Manager	Kuldeep ,41,businessman
demographics	22, Year old,lives in Mumbai,loves playing sports and PC games	31, year old, lives in Delhi, extrovert,mother of 2 child's loves watchingsport and cooking	41, year old, lives in Gujarat, investorand trader by profession
motivation	Likescricket and football ,likes to be updated with all news and feed regarding sports and use his knowledge to gain money	Watches cricketmatchwith family and friends in the comfort of their home during weekends.	Huge fan of fantasy game Want to earn good via this means
Pain points	Beinga college student he fear to play regularly with his pocket money	Don't have too much time to get updated with sport and news so seldom active on fantasy app	At this age finding difficult and complex to use the app want a small group of friends there to help him out



GOAL

Increase Customer Engagement



Increase Customer Retention and satisfaction



Increase Customer Life Time Value



Increase Referrals



Solution

- Make your own community of friends and top winning players and stay updated and active on app

My Community



- Build your own profile by making more FFF stars and get rewarded

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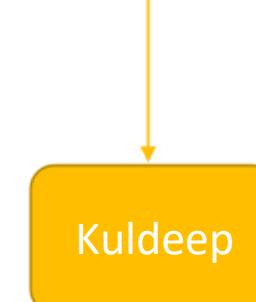


- Let your Community built your team for you with help of our AI

My FAM AI



Kuldeep



Jay



Bharti



Pain Point Solved



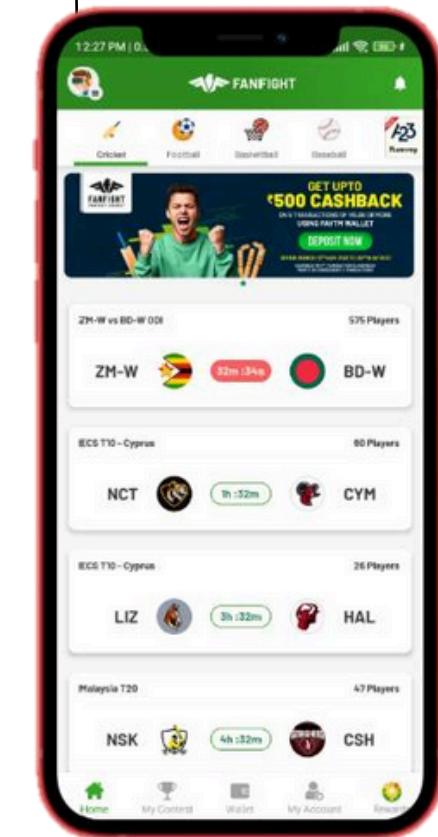
Product Feature 1

- Introduction of “**FFF(FAN FIGHT FAN)**” feature. This feature helps built your streak by playing continuous game and increase your FFF stars
- For each continuous play one star will increase by one ,if break is taken then again FFF stars will go to zero for exif one if playing for 5 days in streak he will have 5X or if one is playing for 3 days continuous then one will have 3 stars but if one plays for 8 days and took 3 days break her/his star will go to zero again

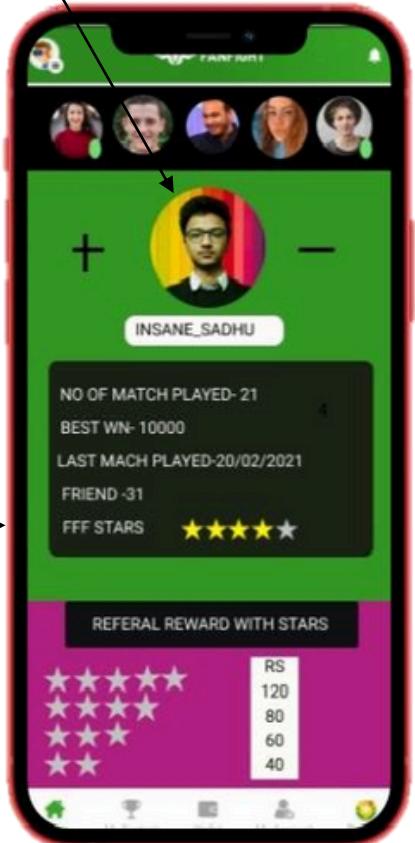
User Value preposition FFF Streak stars have different benefit among which one different referral reward amount at different star + other benefit such as FAM COMMUNITY analytical insight

PROFILE

PLAYERS PROFILE



PLAYERS FFF STREAK
STARS



FFF STARS REFERRAL
REWARDS



Product Feature 1

- The **FFF champion** list where one can see
- His/hers rank among his friends and worldwide
- FFF champion list is prepared on basis of earning on match's and referral and when tie ,current FFF star is taken into consideration

FFF champion list

Insight: User tending to give referral when having 5 FFF stars where as FFF champion list is motivating user to maintain streak and give more referrals and participate in more match's

This feature not only brings engagement ,customer life time value but also increases acquisition and referrals

- No of referral at different stars
- User engagement time of **FFF champion** page

Success Metrics



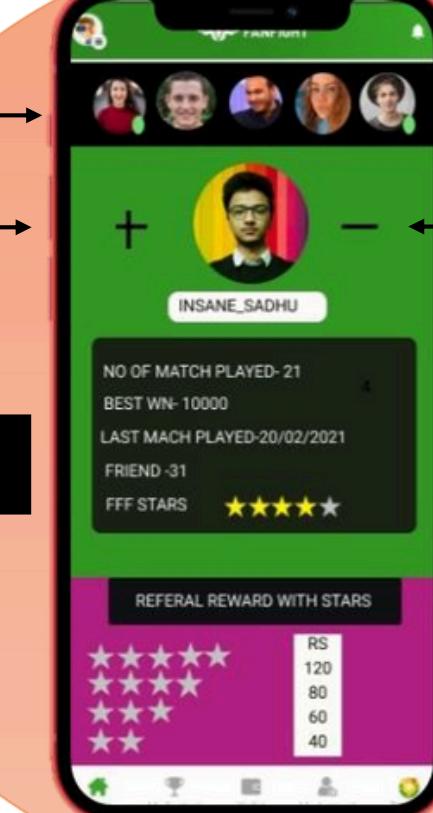
Product Feature 2

- The “**FAM COMMUNITY**” feature helps you to built small group of friends network
- One can visits someone profile and add him or remove his as his friend
- The FAM Community will know your last match played and your activity status

Friends profile and activity status

Add Friend

Remove friend



Insight: User got engaged in more games due to the fact of fear of missing out .A regular healthy competitive environment is developed between the FAM COMMUNITY to increase there best win and maintain there FFF star to the max possible



Product Feature 2

- The “**FAM COMMUNITY**” stats can be seen and make strategy for current game
- This feature will show you how many FAM are playing the current game which player are they bullish on etc.
- To unlock this feature you have to more than 2 FFF stars

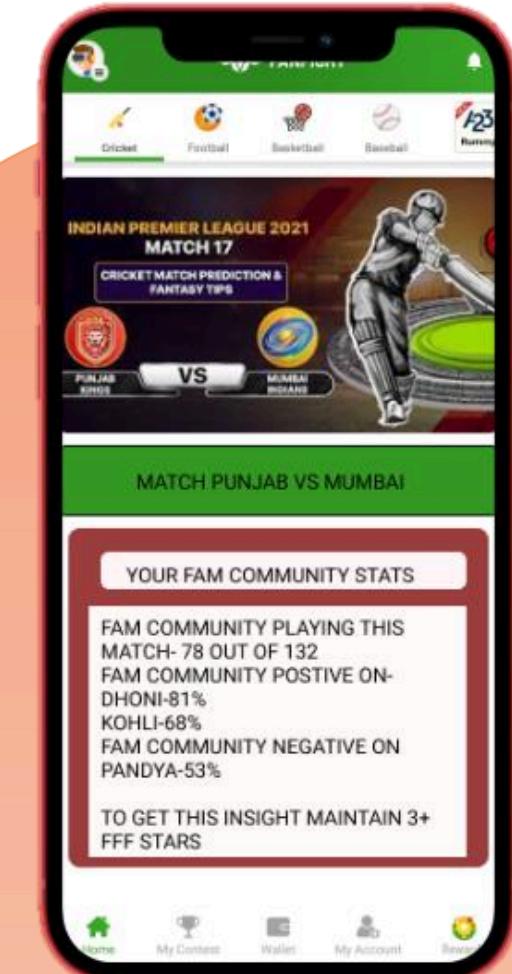
User value preposition: User get best insight from the friends and tends to participate in contests **FanFight value preposition:** To let this feature available this feature one have to have 2+ FFF stars hence player tend to have continuous streak

- Engagement time on FAM COMMUNITY STATS page before individual participate in a match
- No of player maintaining 2+ star
- No of players increasing FAM community

Current match

FAM COMMUNITY
STATS

Success Metrics



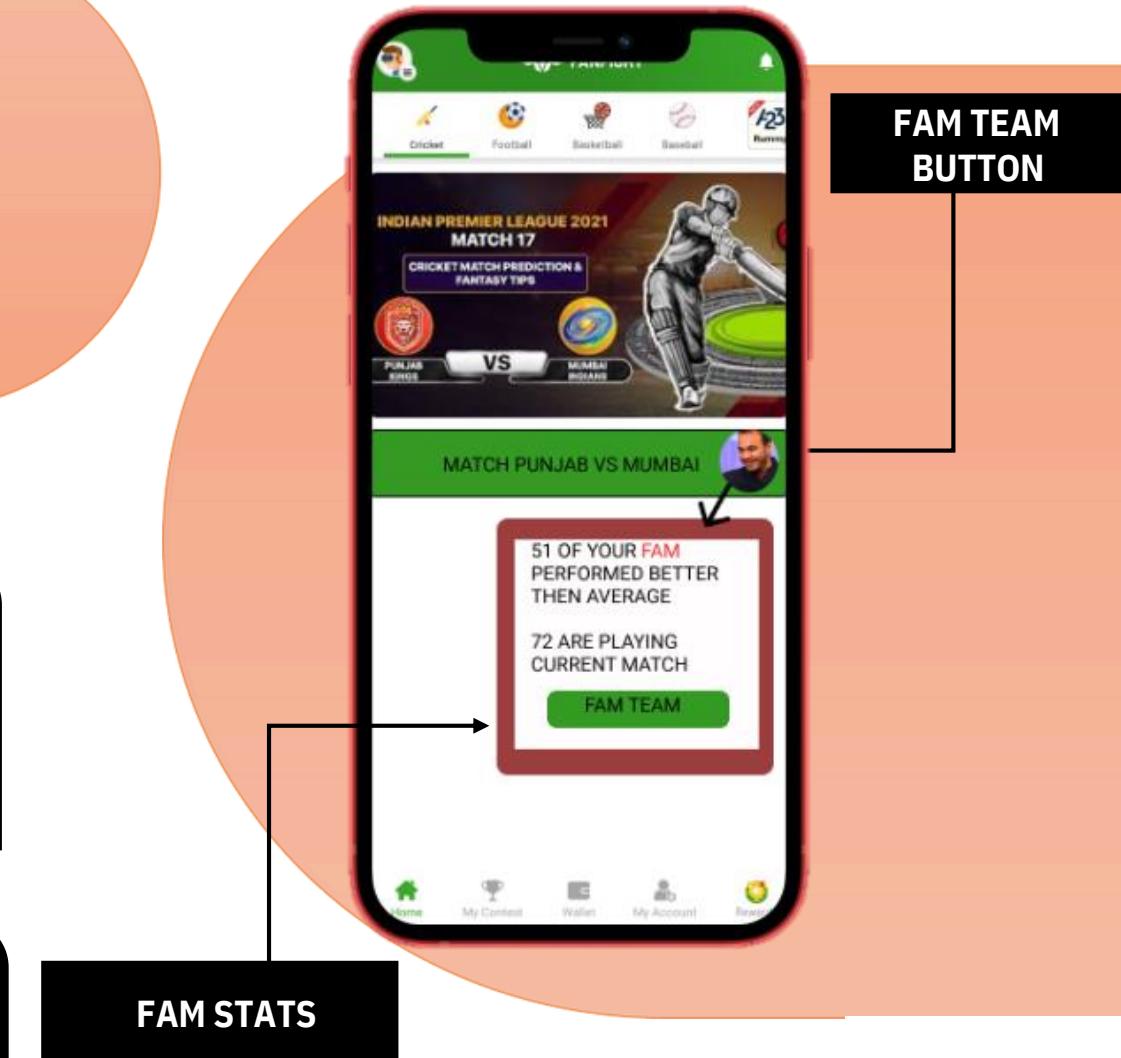
Product Feature 3

- The “**FAM TEAM GENERATOR**” feature your FAM Team to build your team One will get the FAM stats for current match if found suitable one can choose FAM TEAM GENERATOR option Our AI generator will make the best team possible with your fAMteam stats.

Insight: User who have large FAM COMMUNITY and rarely missed playing game are more likely to choose for this option as she/he don't want to miss this match and loose his/her FFF star streak

Success Metrics:

- No of user opting for **FAM TEAM GENERATOR**
- No of user performing better then average after opting this feature



Feature Prioritization

FEATURE	REACH	IMPACT	CONFIDENCE	EFFORT	RICE SCORE
FANFIGHT FAN STARS	1000	2	80	5	32000
FAM COMMUNITY	800	3	100	10	24000
FAM TEAM GENERATOR	300	2	80	6	8000

FAN FIGHT STAR > FAM COMMUNITY > FAM TEAM GENERATOR



Thank you!

