

HotSport

The hotspot for all sports fanatics

Need Finding

Methodology

Interview sports fanatics to find out their major grievances about following sports online.

Questions

- Where do you go for your latest sports updates?
- What do you do when there is more than one match going on at a time?
- Do you have one reliable website to track and stream all your sports?
- What inconveniences you the most about following sports online?

Interviewees

- Rishi
- Ishaan
- Kaushik
- Abhilash
- Swethaa
- Pranav
- Shashank

Rishi

“I generally check the official websites for the Premier League, La Liga and Formula 1”

“It gets really cumbersome when there are matches going on simultaneously in either of the two because I have to keep toggling between the websites”

“Live streaming is also quite painful as I have to pay subscription charges separately for all these different services even during the off-season”

Ishaan

“Getting notifications from all these different websites, with their varying formats and advertisements can get on my nerves”

“While trying to search for websites that stream both football and tennis I often end up at illegal websites that contain loads of malware. I’ve lost all my data once because of this”

Kaushik

“I follow four sports religiously and using all their different websites with their varying UIs can be a real annoyance. You have to remember where to look in each website for the scores, stats etc. It would be so much easier to have one single destination that had it all”

“At the moment, if I’m streaming one match on my laptop, I have to keep my phone open with live scores on for the other matches if I want to make sure I don’t miss anything. It can be a real headache, both literally and figuratively, to keep toggling between the screens.”

Empathy Map

SAY

I can't pay so much.

I need a better solution.

Where can I stream the other match?

I don't know when the next match is.

What is my favourite player up to?

THINK

Why is this so hard?

There has to be an easier way.

Will I miss something in the other match?

Will I get hacked by this site?

Why are there so many alerts?

DO

Keep toggling between various sites.

Pay multiple subscriptions.

Search for reliable sources for highlights.

Miss important moments in matches.

Use multiple devices to track different sports.

FEEL

Upset at the subscription money lost.

Annoyed by the notifications from multiple websites

Worried about missing out on important matches.

Insecure about getting hacked.

Overwhelmed by the inability to track all sports.

Analysis

Insights

- People want a one stop destination for all their favourite sports.
- They do not want to pay multiple subscription charges.
- They want to be able to simultaneously track many matches live.
- They want all their updates from a single source.

Thank You
