

Designing an Interactive Fantasy Esports Platform for the LCS



Team GGG

HCI594 – HCI Capstone

Professor Joseph Wanka



Overview

- Introduction
- Initial Research
- Surveys & Interviews
- Low-Fidelity Prototyping
- Evaluation Request for Proposal
- Mid-Fidelity Prototyping
- Usability Testing
- High-Fidelity Prototyping
- Further Discussion

A young man with short brown hair is sitting in a dark room, wearing a black t-shirt and a black over-ear headset with a microphone. He is looking up and to his right with a smile on his face. In front of him is a computer monitor displaying a video game with a red and white interface. His hands are on a keyboard and mouse, which are illuminated with blue and orange lights. The background is dark, suggesting a gaming setup.

Introduction

League of Legends, LCS, & Fantasy Sports



League of Legends
("LoL")

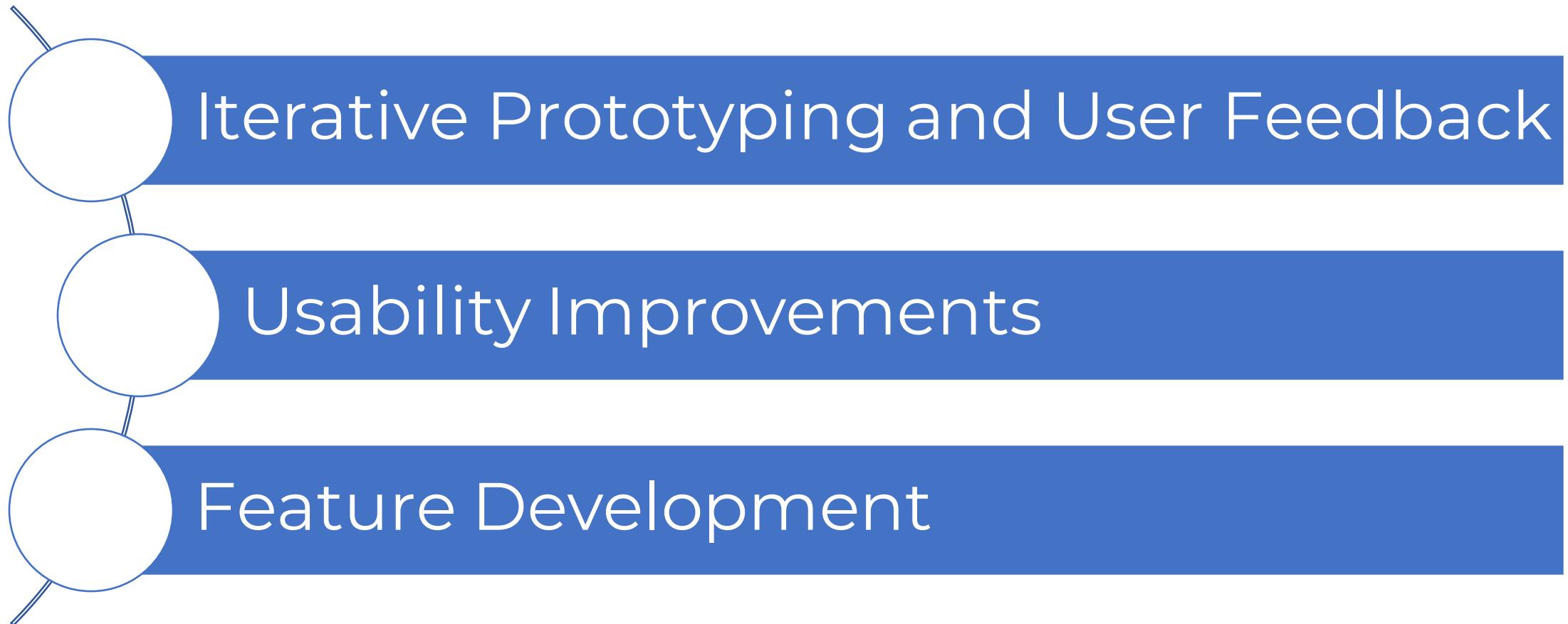


League Championship
Series ("LCS")



Fantasy Sports

Goals



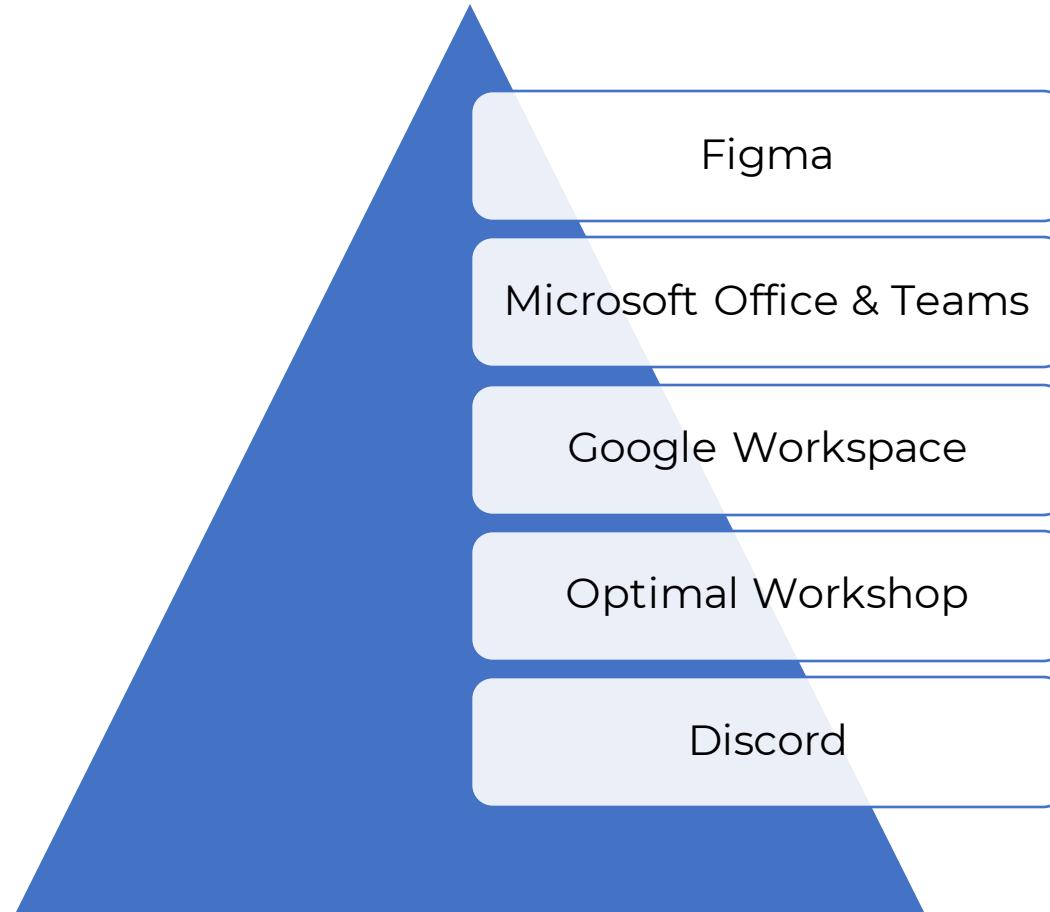
Methods

Prototyping
(Low, Mid,
High)

Surveys &
Interviews

RFP Evaluation
& Usability
Testing

Tools Used



Initial Research

Context & Motivation

- Viewership Decline

- LCS Summer Split 2023 hit the lowest viewership in years, with a peak at 223k (down from 373k in 2022) and an average of 77k viewers (down from 117k)

Target Audience

- Demographic Focus
 - Mainly Adult Gen-Z, with 90.43% of LCS viewers falling into this category
- Geographic Concentration
 - 68.31% of the audience is based in Europe or North America, which are also the primary market regions for fantasy sports

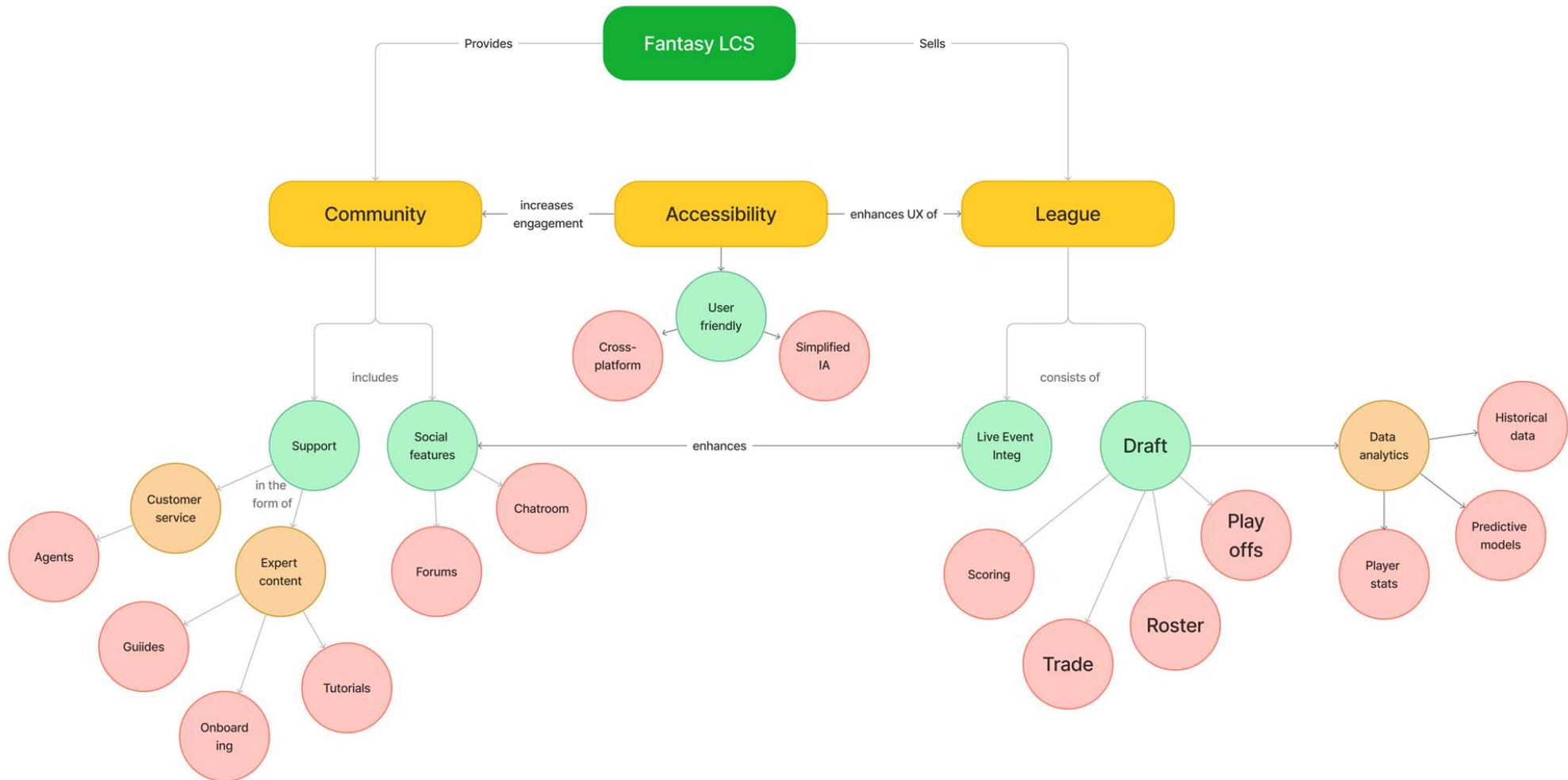
Human- Factors Basis

- Users typically fall into one of three categories
 1. Casual Players
 - Engage for exploration and enjoyment of fantasy sports
 2. Skilled Players
 - Driven by stat-tracking and in-depth analysis
 3. Isolationist Thrill-Seekers
 - Seek the adrenaline rush of competition

Competitive Analysis

- Sleeper, DraftKings, & E-GO
- Competitor Strengths
 - Modern design
 - Innovative features and customizable league options
- Advantages of Our Platform
 - Intuitive information architecture
 - Robust help center with active customer support
 - Transparent communication with users
 - Enhanced user experience

Concept Model



Persona #1

The Novice Player v0



Brock
"The Novice Player"

- 18
- Full-time student
- Vancouver, CA

Keywords

- Curious
- Gamer
- Novice

Bio

Brock, an avid casual gamer, likes watching the League of Legends competitive scene, specifically the North American LCS league. He has recently developed an interest in fantasy esports and is looking for beginner-friendly platforms with active communities. User-friendly experiences and plenty of help for newcomers are essential for him to enjoy gaming without feeling overwhelmed.

Personality

	Extrovert
Introvert	←
Analytical	←
Busy	←
Messy	←
Independent	→
Passive	→
Safe	→
Creative	→
Time rich	→
Organized	→
Team player	→
Active	→
Risky	→

Persona #2



Ryan
"The Expert Player"

• 25
• Big Tech. Marketing Analyst
• San Francisco, California

Keywords

- Competitive
- Engaged
- Strategic

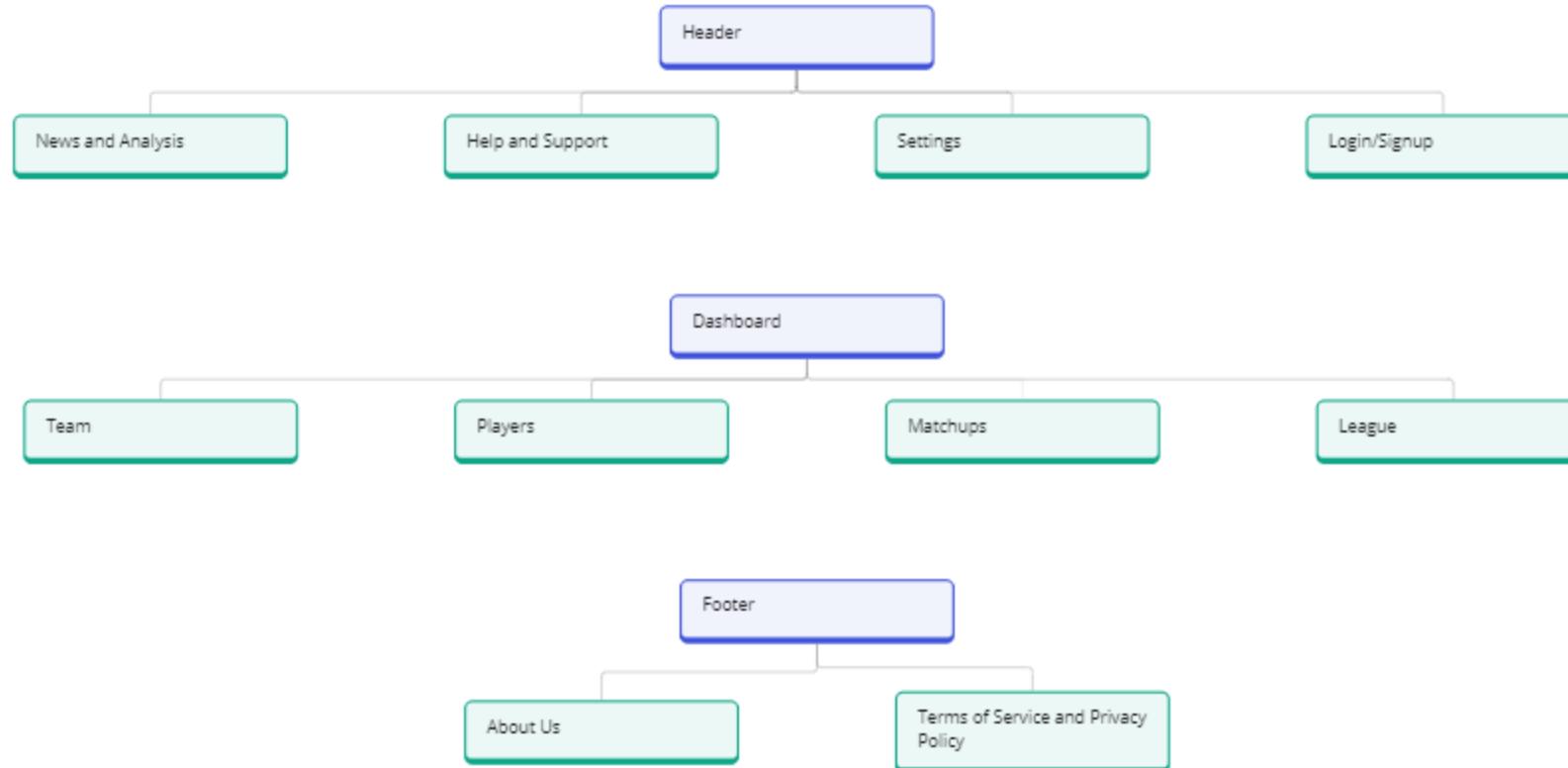
Bio

Ryan, a dedicated League of Legends player known for his expertise, is heavily involved in the esports industry, specifically with the LCS. He actively participates in a Fantasy LCS league with friends and shares his achievements on social media to engage with others. Ryan desires a seamless integration with his gaming lifestyle. Ultimately, he's looking for platforms that line up with his goals of fun, winning, and social interaction.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

Sitemap



Surveys & Interviews



Class Activity & Survey on New Users

- Sports Engagement
 - Varied types of sports watched, including frequency and viewing platforms
- Fantasy Sports Perception
 - Most have not participated in a league, but would be interested



Major Takeaways



Rejected Features

Sports Betting

Viewed negatively; seen as detracting from the fun aspect



Accepted Features

Tutorials and Guides

Essential for engaging new users

Social Features

Important, though specifics were unclear



Preferred Format

Season-Long Leagues

Interviews on Expert Users

- Experience with LoL/LCS
 - Most users have several years of experience
 - Riot's own platform brought players in; now only Sleeper remains
- Platform Usage
 - During non-active periods, engagement drops
 - Motivation driven by friend groups and low-investment competition

Major Takeaways



Trust and accuracy are vital



New user integration through onboarding videos and consistent platform functionality



Social features could tie into more popular platforms for greater engagement

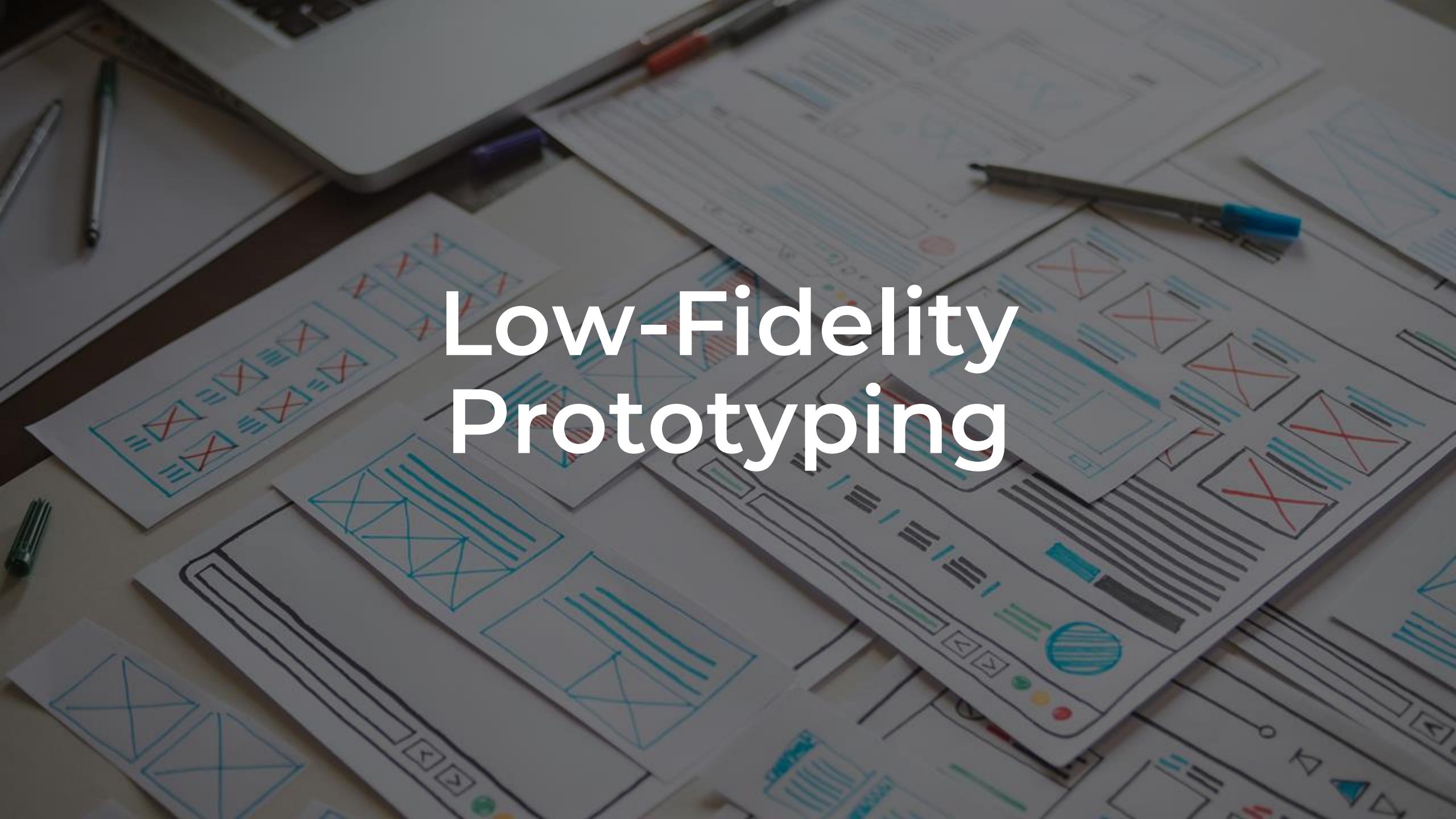


Enhancing trading functionality



League and scoring customization is a heavy request

Low-Fidelity Prototyping



The image displays two side-by-side screenshots of a digital draft room interface, likely from a mobile game like League of Legends. Both screens show the same basic layout with different data points.

Top Bar: News & Analysis, Help & Support, Settings, Account

Header: My League's Draft Room

Left Screen (Round 1, Pick 3, 0:25):

- Top Left:** Round 1, 0:25, Pick 3, Time remaining.
- Top Right:** Open Draftboard, Show Drafted.
- Player List:** ADP, Player, Action, Rank, Kills, Assists, Deaths, CS. The first row shows picks 1-4: TOP 2, MID 1, ADC 2, SUP 2.
- Queue:** A list of player names for the next picks.
- Roster:** Current team composition: TOP (3.02), JNG (4.02), MID (1.02), ADC (2.02), SUP (5.02).
- Bottom Left:** Round 1, Currently Picking Team #3, Pick #3.
- Bottom Right:** Autodraft button.

Right Screen (Round 1, Pick 5, 0:55):

- Top Left:** Round 1, 0:55, Pick 5, Time remaining.
- Top Right:** Open Draftboard, Show Drafted.
- Player List:** ADP, Player, Action, Rank, Kills, Assists, Deaths, CS. The first row shows picks 8-11: TOP 2, MID 1, ADC 2, SUP 2.
- Queue:** A list of player names for the next picks.
- Roster:** Current team composition: TOP (3.02), JNG (4.02), MID (1.02), ADC (2.02), SUP (5.02).
- Bottom Left:** Round 1, Currently Picking Team #5, Pick #5.
- Bottom Right:** Autodraft button.

Task 1: Drafting a Player

Player Name [Free Agent]

Team, Position
Rank %Rostered

Pick Up ★

100 Matches Played 110h playtime

Season Stats Game Logs News

2024 2023 2022 2021 More..

	Win%	Kill Participation	Objective participation	Deaths	Cs
Projected	-	-	-	-	-
Season	-	-	-	-	-

Free Agent Suggestions

- Player name Team, position Pick Up ★
- Player name Team, position Pick Up ★
- Player name Team, position Pick Up ★

Trading Suggestions

- Player name Team, position Trade ★
- Player name Team, position Trade ★
- Player name Team, position Trade ★

League Title

Projections Filter position: All TOP JNG MID ADC SUP

ADP	Player	Action	Rank	Kills	Assists	Deaths	Cs
	Player name Team, position	Pick Up ★	TOP 2	45	45	45	45
	Player name Team, position	Pick Up ★	MID 1	45	45	45	45
	Player name Team, position	Pick Up ★	ADC 2	45	45	45	45
	Player name Team, position	Pick Up ★	SUP 2	45	45	45	45
	Player name Team, position	Pick Up ★	JNG 2	45	45	45	45
	Player name Team, position	Pick Up ★	JNG 2	45	45	45	45
	Player name Team, position	Pick Up ★	HID 2	45	45	45	45
	Player name Team, position	Pick Up ★	SUP 2	45	45	45	45

Free Agent Suggestions

- Player name Team, position Pick Up ★
- Player name Team, position Pick Up ★
- Player name Team, position Pick Up ★

Trading Suggestions

- Player name Team, position Trade ★
- Player name Team, position Trade ★
- Player name Team, position Trade ★

Task 2: Acquiring a Free Agent

News & Analysis Help & Support Settings Account

Dashboard

My Roster

My League

Players

Help and Support

Lore ipsum text explaining type of questions you can ask and info you'll find in this page

Trading

Trading rules guides trading

Trading FAQ FAQ trading

Trade with other teams tag trading

Trading

Guides

Community

Frequently Asked Questions

Button

Button

Button

Get in touch

News & Analysis Help & Support Settings Account

Dashboard

My Roster

My League

Players

Help and Support

Lore ipsum text explaining type of questions you can ask and info you'll find in this page

Trading

Browse search results

All 55 Guides 20 Community 30 FAQ 5

The Trading Rules Guide
Learn the ins and outs of player trades for a strategic fantasy sports season.

guides trading

Title of article
Lorem ipsum dolor sit amet consectetur. Nunc nisi tincidunt sed turpis erat.

guides trading

Title of community forum post
Lorem ipsum dolor sit amet consectetur. Nunc nisi tincidunt sed turpis erat.

community trading

Title of community forum post
Lorem ipsum dolor sit amet consectetur. Nunc nisi tincidunt sed turpis erat.

community trading

Title of Trading FAQ
Lorem ipsum dolor sit amet consectetur. Nunc nisi tincidunt sed turpis erat.

FAQ trading

Get in touch

Lore ipsum dolor sit amet consectetur. Blandit amet orci nunc ullamcorper ut felis.

Task 3: Exploring Help & Support

Evaluation Request for Proposal



What We Covered on the RFP

Objective

To conduct a heuristic evaluation on the low-fidelity prototype to enhance UX before advancing to the mid-fidelity stage

Adjusted standard heuristic evaluation template to match current development checkpoints

Analyzed results to inform design decisions for the mid-fidelity prototype



Results

Difficulties in reaching specific pages and unclear back navigation paths

Insufficient visual distinction between UI elements

Excessive use of white space impacting content focus

Identified the need for better error prevention mechanisms to enhance user interactions

Mid-Fidelity Prototyping

Two screenshots of the Counterpick app interface during a League of Legends draft room session.

Left Screenshot (Round 1, Pick 3):

- Header:** My League's Draft Room, Round 1, Pick 3, 0:25 Time remaining.
- Left Panel:** You are drafting now. Shows player picks for WildTurtle (ADC), Jensen (MID), and Richard (TOP).
- Middle Panel:** Draft board showing picks 1 through 8. Player 1: Sniper (TOP 1). Player 2: Bugi (JNG 2). Player 3: Jensen (MID 2). Player 4: Wild turtle (MID 4). Player 5: Huhí (SUP 2). Player 6: Robert (TOP 7). Player 7: James (MID 5). Player 8: Richard (TOP 6).
- Right Panel:** Queue and Roster. Queue shows UmTi, Armao, huhí, Eyla, Zeyzal, Isles, Busio. Roster shows N/A for TOP, Bugi (JNG), Jensen (MID), Paladins (ADC), WildTurtle (SUP).

Right Screenshot (Round 1, Pick 3):

- Header:** My League's Draft Room, Round 1, Pick 3, 0:55 Time remaining.
- Left Panel:** Team #5 is drafting.
- Middle Panel:** Draft board showing picks 1 through 8. Player 1: WildTurtle (ADC). Player 2: Jensen (MID). Player 3: Richard (TOP 3). Player 4: Richard (TOP 4). Player 5: Richard (TOP 5). Player 6: Richard (TOP 6). Player 7: Richard (TOP 7). Player 8: Richard (TOP 8).
- Right Panel:** Queue and Roster. Queue shows UmTi, Armao, huhí, Eyla, Zeyzal, Isles, Busio. Roster shows Robert (TOP), Bugi (JNG), Jensen (MID), Paladins (ADC), WildTurtle (SUP).

Task 1: Drafting a Player

The screenshot shows the Counterpick app's main dashboard. On the left, there's a sidebar with icons for Dashboard, My Roster, My League, and Players (which is selected). Below the sidebar, a button says "Draft is LIVE". The main content area has a section titled "League Title" with a "Projections" dropdown set to "All". It includes a search bar for "Search Player". Below this is a table for "ADP" picks, showing players like WildTurtle, Jensen, Snipers, Bugi, Huhu, Jensen, WildTurtle, and Bugi with "Pick Up" and star rating buttons. To the right of the table are sections for "Free Agent Suggestions" (listing WildTurtle, Jensen, and Snipers) and "Trading Suggestions" (listing Jensen, Bugi, and Huhu). A large blue circular button with a white speech bubble icon is at the bottom right.

The screenshot shows a detailed player profile for WildTurtle from Shopify Rebellion, ADC. The profile includes a photo, team name, position, and a "Free Agent" status. It also shows his rank (#2 ADC), overall rank (#8 Overall), and ownership (43.5% Owned). Below this are "Soloqueue IDs: WildTurtle, FZ3RO, alien ling" and social media links for YouTube and Twitch. The "Statistics" section shows projected and seasonal data for Win%, Kill Participation, Objective participation, Deaths, and CS. The "Media" section features two video thumbnails: one for "WildTurtle reveals how long he plans to COMPETE" and another for "TSM WildTurtle SINGLES Out His Coach: 'He Trolls the Team in DRAFTS'".

Task 2: Acquiring a Free Agent

Help and Support

Whether you're looking for specific insights, need help troubleshooting an issue, or want to explore related topics, this page is designed to help you navigate and find what you're looking for

Trading

- Trading rules
- Trading FAQ
- Trade with other teams

Search for Trading

Guides

Our guides cover everything from drafting strategies to player stats analysis

Community

This is the place to connect with other fantasy LCS enthusiasts, share your insights, and talk all things LCS

FAQ

We've compiled a list of the most common questions about our fantasy LCS platform

Get in touch

If you can't find what you're looking for, feel free to reach out to our support team for assistance

Chat with support
Available Monday to Friday 9AM to 9PM. Weekends 9AM to 5PM. All times in CST.

E-mail support
Available Monday to Friday 9AM to 9PM. Weekends 9AM to 5PM. All times in CST.

Help and Support

Whether you're looking for specific insights, need help troubleshooting an issue, or want to explore related topics, this page is designed to help you navigate and find what you're looking for

Trading

Browse search results

All 55 Guides 20 Community 30 FAQ 5

- The Trading Rules Guide**
Learn the ins and outs of player trades for a strategic fantasy sports season.
- Trading Tips**
Learn the ins and outs of player trades for a strategic fantasy sports season.
- Having trouble trading, help!**
So I'm pretty new to this platform and I would like to hear what you have found...
- Improving trading**
So I'm pretty new to this platform and I would like to hear what you have found...
- FAQ on Trading**
Learn the ins and outs of player trades for a strategic fantasy sports season.

Get in touch

If you can't find what you're looking for, feel free to reach out to our support team for assistance

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Available Monday to Friday 9AM to 9PM. Weekends 9AM to 5PM. All times in CST.

Task 3: Exploring Help & Support

A close-up photograph of a young man with dark hair and a beard, wearing a light blue denim jacket over a dark shirt. He is looking down intently at a small, white and red toy car on a surface in front of him. The background is blurred.

Usability Testing

How We Performed Usability Testing

Objective

- To assess the usability of our mid-fidelity prototype with both new and expert users

Demographics

- 3 New Users
 - Less familiar with esports and fantasy sports
- 3 Expert Users
 - Extensive knowledge and experience in esports and fantasy sports

Methodology

- Participants tasked with executing three tasks
- Gathered insights on user experience, challenges, and satisfaction levels

Observations & Insights

Design Improvements

- Need clearer notifications for drafting
- Enhance connection to content via game-related icons
- Prioritize platform articles over user-generated content

UI/UX Enhancements

- Modify “Draft is live” indicators for better visibility
- General UI cleanup for a more polished look
- Implement a consistent design scheme across the platform

Simplifying Interactions

- Add additional labels and information for player selections
- Aim to prevent information overload and facilitate user understanding



High-Fidelity Prototyping

Task 1: Drafting a Player

The image displays two side-by-side screenshots of the Counterpick mobile application interface, illustrating the process of drafting a player during a League draft.

Left Screenshot (Round 1, Pick 3):

- Header:** Round 1, Pick 3, 0:25 Time remaining. A blue banner indicates "You are drafting now".
- Queue:** Shows players in the queue: Sniper (TOP), Armao (JNG), Huhi (MID), Eyla (ADC), Fudge (SUP).
- Roster:** Shows the current team composition: WildTurtle (ADC), Bugi (JNG), Jensen (MID), WildTurtle (ADC), Hushi (SUP).
- Table:** Player statistics for Round 1 picks 1-10.
- Bottom:** A "Currently Picking" section for Pick #3, showing Starforge (Starforged) as the next pick.

Right Screenshot (Round 1, Pick 5):

- Header:** Round 1, Pick 5, 0:55 Time remaining. A blue banner indicates "Starforge is drafting now".
- Queue:** Shows players in the queue: Snipe (TOP), Bugi (JNG), Jensen (MID), Snipe (TOP), WildTurtle (ADC), Hushi (SUP).
- Roster:** Shows the current team composition: WildTurtle (ADC), Bugi (JNG), Jensen (MID), WildTurtle (ADC), Hushi (SUP).
- Table:** Player statistics for Round 1 picks 1-10.
- Bottom:** A "Currently Picking" section for Pick #5, showing Starforge (Starforged) as the next pick.

Task 2: Acquiring a Free Agent

Dashboard My Roster My League Players

Projections ▾

Filter Position: ALL TOP JNG MID ADC SUP

Market Player Action Rank Kills Deaths Assist CS/min

+12.2%	Sniper	100 Thieves, TOP	Pick Up	TOP 1	55	48	72	8.1
+8.3%	Bugi	Shopify Rebellion, JNG	Pick Up	JNG 2	35	45	94	5.1
-10.4%	Jensen	FlyQuest, MID	Pick Up	MID 2	57	27	74	9.1
+3%	WildTurtle	Shopify Rebellion, ADC	Pick Up	ADC 1	57	41	82	9.1
-5.5%	Huhi	NRG, SUP	Pick Up	SUP 2	20	44	110	3.1
-9.1%	Fudge	Cloud9, TOP	Pick Up	TOP 6	26	26	70	8.1
+20%	Palafox	NRG, MID	Pick Up	MID 5	46	43	74	8.1
-11.4%	Zeyzal	Shopify Rebellion, SUP	Pick Up	SUP 3	10	48	127	1.1
+1.6%	Massu	FlyQuest, ADC	Pick Up	ADC 2	48	29	80	8.1
-1.0%	FBI	NRG, ADC	Pick Up	ADC 3	49	25	94	5.9

Watchlist Only Free Agents Only

Search Player

Free Agent Suggestions

- Sniper (100 Thieves, TOP) Pick Up
- Bugi (Shopify Rebellion, JNG) Pick Up
- Huhi (NRG, SUP) Pick Up

Trade Suggestions

- Jensen (FlyQuest, MID) Trade
- WildTurtle (Shopify Rebellion, ADC) Trade

Players

Dashboard My Roster My League Players

News & Analysis Help & Support Settings Account English ▾

WildTurtle

Shopify Rebellion, ADC

#6 Overall, #2 ADC

Owned in 43.5% of leagues

Soloqueue IDs: WildTurtle, FZ3RO

YouTube Twitch Twitter

Statistics

2024	2023	2022	2021	More..
Kills/Game	Deaths/Game	Assists/Game	CS/Game	Gold/Minute
Projection	-	-	-	-
Season	-	-	-	-

Media

Videos ▾

Travis Gafford, July 25, 2023 (1:43)

WildTurtle reveals how long he plans to COMPETE

dGon Esports, July 1, 2023 (7:27)

TSM WildTurtle SINGLES Out His Coach: "He Trolls the Team in DRAFTS"

Task 3: Exploring Help & Support

The screenshot shows the Counterpick Help and Support page. At the top, there's a navigation bar with links for News & Analysis, Help & Support, Settings, Account, and a language selector set to English. Below the navigation is a main heading "Help and Support" with a sub-copy: "Whether you're looking for specific insights, need help troubleshooting an issue, or want to explore related topics, this page is designed to help you navigate and find what you're looking for". There are three main sections: "Guides" (with a "BROWSE GUIDES" button), "FAQ" (with a "BROWSE FAQ" button), and "Community" (with a "GO TO FORUMS" button). Below these is a search bar with the placeholder "Or begin by typing a topic or issue" and a dropdown menu showing suggestions like "Trading rules", "Trading FAQ", "Trading with other teams", and "Search for Trading". At the bottom, there's a section titled "Can't find what you're looking for?" with a "Reach out to our support team for assistance" message, followed by two buttons: "Contact support" and "Submit a ticket".

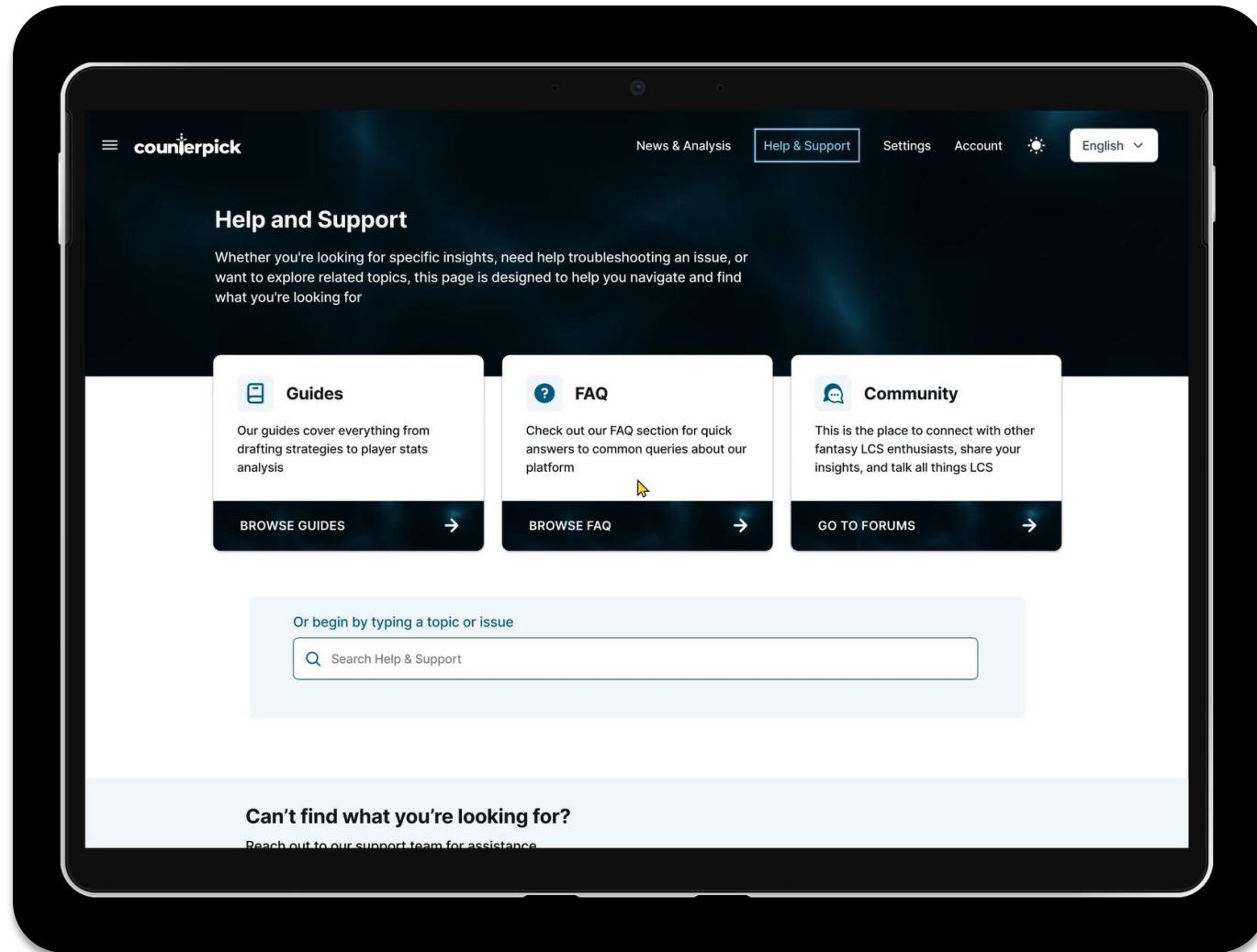
The screenshot shows the search results page for "Trading" on the Counterpick Help and Support site. The top navigation and main heading are identical to the homepage. The search bar now contains "Trading" and shows a dropdown with the same suggestions as the homepage. Below the search bar is a "Browse search results" section with a "Most relevant" filter. It lists five search results: "The Trading Rules Guide" (a guide about player trades), "Trading Tips" (tips for trading), "FAQ on Trading" (a frequently asked questions section about trading), "Having trouble trading, help!" (a user post asking for help with trading), and "Improving trading" (another user post about improving trading). At the bottom right, there's a page navigation bar with buttons for 1, 2, ..., 7, 8, and >.

Task 3: Exploring Help & Support

The screenshot shows the CounterPick website's "Help & Support" section under the "Guides" category. The main heading is "INTRODUCTION TO FANTASY LCS". Below it are two cards: "Fantasy LCS Unveiled: Bridging Fantasy and Reality" (with a League Championship Series logo) and "Navigating the Nexus: A Beginner's Guide to CounterPick" (with a screenshot of the app interface). Under "GETTING STARTED", there are two cards: "Setting Up for Success in Fantasy LCS" (with a screenshot of the app) and "Choosing the right Fantasy League" (with a screenshot of team logos). Under "UNDERSTANDING PLAYER ROLES AND SCORING", there are two cards: "Mastering Player Positions in Fantasy LCS" (with a group of champions) and "The Complete Guide to Fantasy LCS Scoring" (with a champion holding a gem).

The screenshot shows a detailed guide titled "Fantasy LCS Unveiled: Bridging Fantasy and Reality" by the CounterPick Team. The page includes a "Table of Contents" with sections like "Introduction to Fantasy LCS", "The Essence of Fantasy LCS", and "Why Fantasy LCS?". It features a large image of a League of Legends concept art at the top and several sections of text with headings such as "The Essence of Fantasy LCS" and "Why Fantasy LCS?". At the bottom, there are three recommended guides: "Mastering Player Positions in Fantasy LCS", "The Complete Guide to Fantasy LCS Scoring", and "Navigating the Nexus: A Beginner's Guide to CounterPick".

Task 3: Exploring Help & Support



Further Discussion



Looking Back & Moving Forward

Reflection

Aimed high with broad goals

Insufficient time for a thorough research plan

Knowledge on components and user actions mostly unrecorded

For the Future

More strategic focus on key screens and features

Establish a detailed testing plan early on for maximum effectiveness

Implement a content inventory to document component purposes and possible user interactions

