Chaquen NFL Platform

Concept Note “Chaquen NFL”

The NFL is a cultural phenomenon in the USA, with millions of dedicated fans. Fantasy sports are a growing trend, but there is a gap in platforms that combine both prediction and fantasy gaming. "Chaquen NFL" will capitalize on this opportunity by offering a unique blend of fantasy sports and prediction-based gaming.

"Chaquen NFL" will allow users to predict the outcome of NFL games. If they guess correctly, their bet multiplies based on the probability of the predicted team's win—low-risk bets yield lower multipliers, and high-risk bets yield higher rewards. This dynamic betting system adds excitement for both casual fans and seasoned players. We will also offer a robust fantasy team creation feature, real-time scoring, and social league management to keep users engaged.

* User Acquisition & Retention: New users will receive incentives such as bonus credits and free entry contests to encourage onboarding. Referral bonuses will be provided to users who bring in friends, fostering organic growth. Regular engagement through push notifications, personalized recommendations, and community events will ensure high retention rates.
* Revenue Streams & Growth: Revenue will be generated through entry fees, in-app purchases, and advertising partnerships. As the user base grows, we’ll introduce premium features like advanced analytics and exclusive leagues. Expansion into other sports and integration of NFTs for collectible items are future growth avenues.

"Chaquen NFL" aims to be more than just a fantasy platform. It will be a dynamic, engaging experience that combines the thrill of sports prediction with the strategic depth of fantasy sports.

Feature Roadmap

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| Phase | Feature | Description |
| Day 0 (Launch) | 1. Team Betting | Users place bets on the entire team's performance, with multipliers based on the team's win probability. |
| 2. Real-time Performance Visualizer | Interactive tool displaying real-time player and team performance during games. |
| 3. Smart Prediction Betting | Predict match outcomes with AI-driven probability multipliers that adjust based on real-time data. |
| 4. Live Fan Polls & Influence | Users participate in live polls to influence in-game decisions and compare their choices to actual outcomes. |
| 3-6 Months Post-Launch | 1. Dynamic Weather & Field Impact | Real-time weather and field conditions affect player performance and team scoring. |
| 2. AI-Powered Trade Assistant | AI suggests optimal trades based on team needs, player trends, and opponent analysis. |
|  | 3. Virtual Watch Parties | Host or join virtual watch parties with live chat, synchronized highlights, and in-game betting. |
| Moonshot Ideas (Future) | 1. Interactive VR Game Experience | Virtual reality feature immersing users in live NFL games, allowing real-time team management from the stadium. |
| 2. Player Influence Marketplace | Users buy, trade, and use virtual 'influence' tokens to impact in-game events or alter player performance. |

Product Requirements Document (PRD) for Day 0 Features

## 1. Team Betting

### 1. Background/Research

Target Audience: NFL fans who engage in fantasy sports and are interested in prediction-based betting.  
User Behavior: Users seek real-time updates, enjoy making predictions, and prefer interactive features that influence the game.  
Pain Points: Lack of platforms that combine betting with real-time performance visualization and user-driven influence.  
Competitor Analysis: DraftKings offers team and individual player betting but lacks real-time performance visualizers and user influence on in-game decisions. FanDuel provides prediction betting but has limited interaction with live events and lacks user-driven game influence.

### 2. Jobs To Be Done (JTBD)

Provide users with a dynamic and engaging way to bet on entire teams, enhancing the excitement by integrating real-time performance and AI-driven predictions.

### 3. Feature Description

Users can bet on the overall performance of an NFL team. Multipliers adjust based on real-time win probabilities, calculated through AI algorithms analyzing current and historical data.  
User Flow:   
1. Login/Register   
2. Select a Match   
3. Choose a Team to Bet On   
4. Place Bet (view potential winnings with real-time multiplier)   
5. Track Bet Progress via Real-time Performance Visualizer   
6. Cash Out or Wait for Final Outcome.

## 2. Real-time Performance Visualizer

### 1. Background/Research

Target Audience: NFL fans who engage in fantasy sports and are interested in prediction-based betting.  
User Behavior: Users seek real-time updates, enjoy making predictions, and prefer interactive features that influence the game.  
Pain Points: Lack of platforms that combine betting with real-time performance visualization and user-driven influence.  
Competitor Analysis: DraftKings offers team and individual player betting but lacks real-time performance visualizers and user influence on in-game decisions. FanDuel provides prediction betting but has limited interaction with live events and lacks user-driven game influence.

### 2. Jobs To Be Done (JTBD)

Enable users to visualize player and team performance dynamically, enhancing decision-making during live betting and gameplay.

### 3. Feature Description

An interactive tool that displays live statistics, scores, and player performance. Integrates seamlessly with the betting interface, allowing users to make informed decisions.  
User Flow:   
1. Login/Register   
2. Select a Live Game   
3. Access Performance Visualizer   
4. View Detailed Stats for Teams/Players   
5. Use Data to Inform Betting Decisions.

## 3. Live Fan Polls & Influence

### 1. Background/Research

Target Audience: NFL fans who engage in fantasy sports and are interested in prediction-based betting.  
User Behavior: Users seek real-time updates, enjoy making predictions, and prefer interactive features that influence the game.  
Pain Points: Lack of platforms that combine betting with real-time performance visualization and user-driven influence.  
Competitor Analysis: DraftKings offers team and individual player betting but lacks real-time performance visualizers and user influence on in-game decisions. FanDuel provides prediction betting but has limited interaction with live events and lacks user-driven game influence.

### 2. Jobs To Be Done (JTBD)

Allow users to feel more connected and influential in the game by participating in live polls that can impact in-game decisions.

### 3. Feature Description

Users vote on potential in-game decisions (e.g., next play). Majority votes may influence game actions (if supported by broadcast partners). Users compare their choices to actual outcomes post-game.  
User Flow:   
1. Login/Register   
2. Join a Live Game with Active Polls   
3. Participate in Polls (e.g., Predict Next Play)   
4. View Poll Results in Real-Time   
5. Compare Polls to Actual Game Decisions.

# 4. Technical Considerations

### 1. Team Betting

Challenges: Integration of AI for real-time multiplier adjustment, real-time data processing for win probabilities.  
Requirements: Robust backend to handle large volumes of data, secure and fast payment processing.

### 2. Real-time Performance Visualizer

Challenges: Low-latency data streaming, high accuracy of real-time stats.  
Requirements: API integration with sports data providers, optimized front-end for fast rendering.

### 3. Live Fan Polls & Influence

Challenges: Synchronization with live game broadcasts, ensuring real-time poll accuracy.  
Requirements: Collaboration with broadcasters, reliable poll server to manage high traffic.

# 5. Future Iterations

### 1. Team Betting

Improvements: Expansion to include player-specific betting options, integration with VR for an immersive betting experience.

### 2. Real-time Performance Visualizer

Improvements: Incorporation of AR to visualize stats overlaid on live game footage, personalized performance insights.

### 3. Live Fan Polls & Influence

Improvements: Enhanced influence on game decisions, broader integration with social media for increased engagement.

Figma link: <https://www.figma.com/design/n2rzNhKXQNxfoIvWtXtPYO/Untitled?node-id=0-1&t=UAQF4QXsqElia24g-1>