

"Kylie"

**Interview Notes:**

- **(Interview taken 05/27)** "Kylie", a full-time engineer and college clothing business owner: Love fantasy football; discussed college football with husband (alums from University of Louisville but not as invested as they were as collegiates). Discussed with "Kylie" some features that were previously mentioned in SEA 1 then focused on some specifics that would improve her experiences.
  - As a small business owner (college clothing line), ensure ADA compliance with all parts of the app (fonts, alt text, etc.)
  - With the salary cap league, there needs to be an algorithm (or arbitrary number based on the athletic program worth(?)) to assign players
    - Promotes the idea of diversifying your team
  - As a business owner, the smaller schools would keep the app moving. However, as the fan, the bigger names would be selected based on fame
    - When selecting players, there should be a rating system that encompasses (team record, strength of schedule, opponents, personal stats, etc.)
  - Prefer flexibility with the size of the league (not everyone has a minimum of eight teams available)
  - Make sure there is a chat option within the league (similar to GroupMe, like the message & reply to the message)
  - Team name character length should be twice the size of ESPN
  - Customize the interface as the team owner to what they see fit (similar to dark/light mode and add colors/graphics)
  - Added features, such as getting to know the players (their pregame playlist, their preferred meals, etc.). Create a connection with the players
  - In the matter of NIL, make sure to create contracts if needed to get anything from the player (that way the player is reaping some of the benefits)

**Persona:**



Kylie, age 25, is a full-time engineer and small business owner for a collegiate clothing company in Lexington, KY. As a small business owner for collegiate clothing, Kylie has been able to interact with a variety of students, alumni, and fans of colleges within Division I-III of the NCAA & NAIA. Kylie has been competing in Fantasy NFL leagues since 2018. As an alumna of the University of Louisville, she has found a recent desire to keep up with college football. The creation of FantasyMax

would allow her to be abreast of college football, create some investment in players, as well as compete in more fantasy leagues.

### Scenario:

- a. Small Business Owner focused on Communication & Flexibility
  - i. Kylie, a small business owner for collegiate clothing, has decided to use fantasy football to garner more business to her site. The goal of the fantasy football league would be to connect college football fans to their desired shirt designs while also giving them the opportunity to interact with other college football fans. An important feature to FantasyMax that will help Kylie with her fantasy football league will be communication outlets (such as chat features that will give her the chance to talk with her potential customers). Because Kylie's business might have some varying interest in Fantasy Football, it is important to her to have flexibility in the size of her league—which can be difficult with the current Fantasy Football applications available on the market. FantasyMax will allow for a flexible minimum and maximum within the league.
- b. A college football fan wanting connection to the players
  - i. Kylie is a small business owner for collegiate clothing with a background in engineering. She has decided to find some different ways to get involved in college football, after being an avid fan of a Power 5 football team while in college. Kylie makes a point of selecting players based on roster cards (smiling or not smiling) as well as fun facts about players. For her involvement with FantasyMax, Kylie would be able to learn a fact or two about the players as well as pictures of each player from rosters.
- c. A small business owner who desires creativity freedom within the app
  - i. Kylie is a small business owner with experience in engineering and website design. She has decided that fantasy college football would be a great opportunity to build on the brand that she has created with personalized college clothing. Using other fantasy football apps does not allow Kylie to personalize within her league. The personalization factor will allow her league to tie into her brand's style (pink with 70s or bubbled type of script). FantasyMax allows a variety of texts, colors, and formatting.

### User Stories:

- a. Small Business Owner focused on Communication & Flexibility
  - i. As a small business owner, I want my customers to be able to connect through Fantasy football
  - ii. As a small business owner, I want flexibility for the size of my league.
  - iii. As a small business owner, I need my fantasy football league to have outlets available for participants to communicate

- iv. As a small business owner, I want the size of my league to reflect the interest among my customers.
  - v. As a small business owner, I need to have a way to reach out to potential customers who are interested in fantasy college football
- b. A college football fan wanting connection to the players
  - i. As a college football fan, I want to be able to create a connection with the players currently in the league.
  - ii. As a small business owner, I want to be able to connect players with fans so those fans will ultimately purchase clothing from me.
  - iii. As a college football fan, I need to have pictures attached to players so players can become more humanized
  - iv. As a small business owner, I need to create a connection with my customers and the college football players so a fandom and my business can grow.
- c. A small business owner who desires creativity freedom within the app
  - i. As a small business owner, I want my fantasy league to reflect my brand for my customers and participants in my league
  - ii. As a small business owner, I want fantasy league participants to have options on readability so that the app does not exclude participants
  - iii. As a fantasy football participant, I want to have some control over how the app looks on my screen.
  - iv. As a small business owner, I need design options to be easily accessible to my customers and league participants.

#### **Features:**

- As a small business owner, Kylie wants to have the ability to customize her league's interface. FantasyMax will allow users to customize backgrounds, fonts, and formats.
- As a fantasy football user, Kylie needs team name character lengths to allow for creativity. FantasyMax allows users a longer team name character that is double the length of ESPN.
- As a college football fan, Kylie needs a way to put a face and a fact with each player. FantasyMax will allow access to roster cards and some type of fact about each player.
- **Constraints**
  - Some of the features within FantasyMax may have to be approved through various schools based on Name, Image, & Likeness (NIL) agreements as well as licensing within the NCAA schools
- **Comments**
  - These features are based on an interview and scenarios from Kylie.