Interview Notes:

Date of Interview: 5/30/22

Andrew Gordon Interviewer

I took some time to explain to the interviewee what our purpose was to build the FantasyMax application purpose is.

* He responded with what current fantasy football applications he currently uses, what he currently likes to use. He mentioned that Yahoo Fantasy sports application is currently the one he uses the most.
* He likes Yahoo fantasy the most. It has simple to use interface that doesn’t take much time to use.
* He typically plays in 3-4 fantasy drafts per season all of which are for some type of money.
* He plays with co-workers, friends and family.
* He is typically commissioner of one league per season if need be.
* He doesn’t typically like to be commsiioner because the commissioner always has to do the organizing of the league and collect all the league fees from the particpants
* Last year he made a thousand dollars on one league he participated in.
* He mentioned he really likes the fact that he could make money playing fantasy.
* He mentioned that he was in a complex league that enabled players to manage their respective teams like an actual owner of a team would. They had things like salary caps where each managers cannot go over the salary cap. Each player is worth more based on their caliber when drafting.
* He mentioned it would be nice to have side betting in leagues

Part Two Design Artifacts

Persona

Austin, the Gambler

Austin, age 27, is an employee at a large manufacturing company. He is from the Louisville Kentucky area. He has an undergraduate degree at a local university. Austin likes to live life on the edge. He works hard and plays even harder. In his spare time Austin loves to do motocross and finds himself at the casino at least once a month. Austin is self-motivated and is always trying increase his earnings for himself and his company.

Austin looks forward to fantasy football season each year. He is too busy to play in free leagues because of his active lifestyle. He doesn’t really get the point of playing fantasy football for free. Each fantasy football season he reaches out to friends and family to tries to get a pool of money together for fantasy football leagues. Last year he paid 500 dollars in entry fees for 4 leagues.

Scenario 1 -Gathering Entry Fees

Austin has been asked by Bill to commission another fantasy football league in the fall. Bill asked that each of the ten friends that play each year should have to pay 100 dollars for an entry fee into the league.

Austin starts contacting all the people who played last year to enquire if they would be interested in starting another season in the fall. Most of his friends he contacted were up for the challenge and are okay with paying one hundred dollars each.

Austin then must use an outside application to collect the money from friends. Sometime his friends pay only on Venmo, some use PayPal, and others only use Apple pay. He sends all the participants in the league requests for payment on their preferred paying platform. Of course, some pay right away, but most participants must be reminded via text messages or email that the entry fees have yet to be paid. All the entry fees must be paid before the fantasy season starts or the player will not be able to participate in the fantasy season.

Once everyone has paid for the season Austin uses FantasyMax to enroll each participant in the league.

Scenario 2- Accessing Multiple leagues

As the fantasy season approaches Austin is invited to multiple fantasy leagues in different friend groups. His co-workers all get together and chip in 20 bucks each to start the league. This league typically has people who are less interested in fantasy football itself, but they’re more interested in the fun competition. His friends get together and pay 100 bucks each to start another league. He also tries to join more serious leagues that you manage your team by buying certain caliber players during the draft.

Austin has a profile on FantasyMax that he uses each year that stores all his account information from the previous year so signing up for FantasyMax is not an issue. Most of the time these leagues are spread out across various platforms. As Austin gets more involved with work, he wants a fantasy application that can handle all of his teams from various leagues in one location.

It becomes hard on him to keep track of account information across the various fantasy league platforms. FantasyMax allows Austin to manage his different teams for different leagues on one platform.

Scenario 3- automate lineups

Each season it seems like Austin is always asked by people who just want him to participate in free leagues. He doesn’t typically join these leagues because there is nothing on the line and he does not want to distract himself from all of his more serious fantasy leagues.

Most of the time if Austin is asked to join these leagues, he does not participate. But if the league desperately needs players, he is willing to hop in and participate. In these circumstances Austin typically prioritizes his leagues based on which one he has paid more in entry fees. The leagues that are the more expensive leagues requires more attention. Whereas the free leagues he joins he hardly updates his roster, and some weeks he even forgets to check the waiver wire.

In this circumstance Austin uses FantasyMAX automate option to generate his weekly lineups and make draft selections. He can enable this setting so that he doesn’t have to pay much attention to the free leagues he is in, and yet still participate in the fantasy league.

User Stories

Scenario1 -User Stories

As someone who likes to make money on fantasy sports, Austin needs to have a fantasy application that has plenty of outlets to win money.

As someone who likes to make money on fantasy sports, Austin would like to have an application that supports side betting.

As someone who likes to make money on fantasy sports, Austin would like to have an application that integrates Venmo into the application.

As someone who likes to make money on fantasy sports, Austin would like to have an application that integrates Paypal into the application.

As someone who likes to make money on fantasy sports, Austin would like to have an application that integrates Apple Pay into the application.

As someone who like to make money on fantasy sports, Austin would like an easy to use application that enables push notifications if entry fees have not been paid.

As someone who has to be commissioner of the fantasy league from time-to-time, Austin would want an application that keeps track of all the people who have paid their entry fees.

Since Austin doesn’t like being commissioner to the league, there could be an opportunity to have a fantasy application that eliminates most of the responsibility of the commissioner.

Scenario 2-User Stories

As someone who is busy, Austin wants to have an application that streamline entry fee payments.

As someone who is busy, Austin needs to have an application that remembers log in information and account history from prior seasons

As someone who is busy, Austin would like a communication process to send notifications to potential players in order to gather player fees for the league.

As someone who plays in complex leagues, Austin would like the ability for fantasy applications to have customizable rules.

As someone who play in multiple leagues, Austin would want a profile that shows all his current teams.

As someone who makes money on fantasy sports, Austin will need a way to analyze players stats.

As someone who makes money on fantasy sports, Austin will need the ability to construct a league where high caliber players are worth a specific amount of cash.

As someone who make money on fantasy sports, Austin will need to be sent notifications of activity of other players in his league.

Someone who prioritizes the leagues that he pays to play in, Austin would enjoy being able to enable and disable notifications from particular leagues.

Scenario 3- User Stories

As someone who only enjoys Fantasy leagues that are pay to play, Austin would like the ability to automate draft picks.

As someone who only likes to play in leagues that are pay to play, Austin would like the ability to automate weekly roster updates.

As someone who plays in numerous leagues, Austin needs to have a platform that allows for an account to have multiple teams in different leagues.

As someone who plays in numerous teams, Austin would like predictive analytics suggesting what players to play in the week.

As someone who plays in many leagues, Austin would need recommendations for players on his roster that he should play.

As someone who has to prioritize his time, Austin has to receive recommendations for players to add to his team from the waiver wire.

As someone who does not like to play in free leagues, Austin wants the ability to start leagues even if participants have not paid.

Features list

Notes: Based on Austin’s User Stories

**As someone who is communicating back and forth with players about entry fees, Austin needs to have an application that can send notifications of need for payments from potential players.**

**As someone who is in a lot of fantasy leagues, Austin needs a fantasy application that allows for multiple teams in different leagues.**

**As someone who is in complex rules leagues, Austin wants the ability to customize league settings.**

Since Austin likes betting, Austin needs a a head-to-head side betting option for each week.

Since Austin is super busy, an automation of drafting players should be included in the application.