Interviewer: Ethan Craycroft

Interviewee: Frank

Interview Date: 5/28/2022



**Is this a product you would use?:**

* Yes, played NFL fantasy football for years. Would definitely try a college version
* Big fan of sports overall but especially College Football
* Fan of the University of Cincinnati Bearcats
* Loves the idea of fantasy football in general, and likes the idea of the college version even more because that is what he prefers to watch

**What are some features you would *need* to see included?**

* Starting with the draft, there should be multiple options available
  + This could be straight draft, snake draft, a lottery, etc.
  + Draft should be able to be online OR offline
* League would need a schedule of matchups
* League should list the current standings of all teams
* Free agents need to be listed for everyone to see so team managers can add them to their team
* Wavier wire is important – lets managers claim players after a week is done
* Player stats should be easily accessible
  + Fantasy and real life

**What else would you *like* to see implemented?**

* Customizability
  + League matchup style, team names, etc.
* Custom point system (set by league commissioner)
* Multi-team trades

**Do you have any concerns with the idea of our product?**

* College athletes won’t be able to participate
* High turnover of players – many players only play 3 years of college before leaving for the NFL
* Getting/keeping interest of fantasy players with so many college teams and players to know and study

Persona:

Frank, age 24, is a Quality Assurance Engineer in Naples, FL. Frank graduated from the University of Cincinnati in 2017 with a bachelor’s degree in biomechanical engineering. As an avid sports fan, he was particularly drawn to become passionate towards University of Cincinnati athletics, especially UC Football given their recent trip to the College Football Playoffs. His fandom has continued post-graduation, and college football is still the sport he is most passionate about.

Frank has vast knowledge of and experience with fantasy football. Playing in NFL fantasy leagues since 2014, he has experienced the highs and lows of competing – from winning his league to coming in dead last. He knows all the ins and outs of how to manage a fantasy team, as well as the qualities that make a league great. For Frank, FantasyMax would allow him to continue his fantasy football career, while switching gears to the college level which he enjoys more than the NFL.

Scenario 1:

Frank is an avid college sports fan living in Naples, Florida. Frank is currently in a college fantasy football league through FantasyMax, and his team is lacking depth. He wants to trade for multiple players to prepare for a playoff run.

Frank signs into his fantasy team on FantasyMax’s application. He immediately sees his roster of players, along with their individual stats for the season. Due to injuries, his team is short-handed. He navigates to the Trade Portal where he can examine every team’s roster compared to his own. He homes in on three players that he would like to trade for – two are on Tony’s team, the other one is on Wanda’s team.

In the Trade Portal, he selects both Tony and Wanda’s teams to trade with. He then selects every player he wants to be involved in the trade and denotes the destination of each player. After doing this, Frank submits the offer, and waits for the trade to be approved by both Tony and Wanda. If both of them do not approve, the trade fails.

User Stories:

1. As a fantasy football team owner, I want to make multi-team trades.
2. As a fantasy football team owner, I want to see my players compared to players on other teams.
3. As a fantasy football team owner, I want to designate where specific players are being traded to in trade offers.
4. As a fantasy football team owner, I need to have the ability to accept/decline a trade offer.
5. As a fantasy football team owner, I want to have the ability to veto trades that I am not a part of if it is lopsided.
6. As an avid sports fan, I want to see highlights from players.
7. As a fantasy football team owner, I want to be able to communicate with other team owners to discuss trades.
8. As a fantasy football team owner, I want to see a player’s transaction history (when he was added, dropped, or traded).

Scenario 2:

Frank is a passionate college football fan, and he also works as a Quality Assurance Engineer in Naples, FL. His FantasyMax draft is scheduled for a Friday night at 6:30PM, but he has to work overtime. Frank wants to be sure his team will be drafted automatically since he will not be present during the draft.

Frank navigates to the FantasyMax application and logs in to his account. Since the league hasn’t officially started yet, he is taken to the league home page. This page shows him the scheduled draft time, and also allows him to look over the league’s settings beforehand. Under the draft time are the draft settings.

Frank opens up the draft settings and sees an option: manual-draft or auto-draft. He begrudgingly selects auto-draft, disappointed that he won’t be able to be present for the draft. He now knows that his team will be automatically drafted for him, and he can fulfill his overtime without having to worry about his fantasy team being filled.

User Stories:

1. As a fantasy football team owner, I need to have my team be automatically drafted for me so that I can do other things during the scheduled draft time.
2. As a fantasy football team owner, I want to have the option to draft online or offline.
3. As a fantasy football team owner, I want to be able to see draft picks as they happen.
4. As a fantasy football team owner, I want to see draft rankings so I can have an idea of who the best available players are.
5. As a fantasy football team owner, I want to see when my league’s draft is scheduled.
6. As a fantasy football team owner, I want to be able to see my league’s setting before drafting players.
7. As a fantasy football team owner, I want to be notified of my draft picks if I am auto-drafting.
8. As a fantasy football team owner, I want the ability to change my team’s name and logo.

Scenario 3:

Frank is a FantasyMax league commissioner living in Naples, FL. He was recently approached by some of the other teams in the league asking if they could switch up their league type. Every year they have played, they have played head-to-head leagues where teams would compete against each other. This year they want to try something new.

Frank, being the commissioner of their league, has access to the league settings in the FantasyMax application. He signs in, and since it is before the season, the application welcomes him back and suggests scheduling a time for their draft this year. He instead navigates to the league settings. He sees a variety of options all with descriptors. Head-to-Head is currently selected.

He browses through the other options, including Total Points and League-to-League. He chooses League-to-League. This will provide his league’s team owners a new challenge of working together to create the best league that scores the most points. Their league will then compete against other leagues throughout the season.

User Stories:

1. As a fantasy football league commissioner, I want to choose the league matchup style.
2. As a fantasy football league commissioner, I need to be able to invite users to join my league.
3. As a fantasy football league commissioner, I want to be able to adjust the scoring system for my league.
4. As a fantasy football league commissioner, I need to be able to schedule the draft.
5. As a fantasy football league commissioner, I want the ability to send team owners messages/reminders.
6. As a fantasy football league commissioner, I want a way to keep track of who has paid and who hasn’t.
7. As a fantasy football league commissioner, I want the ability to enter draft picks manually.
8. As a fantasy football league commissioner, I want the ability to hard veto trades (if they are one-sided)

Feature List:

FantasyMax Fantasy Football Application

Description: