



# Rolling Insights' SportWise

Never Update a Spreadsheet Again

March 09, 2023

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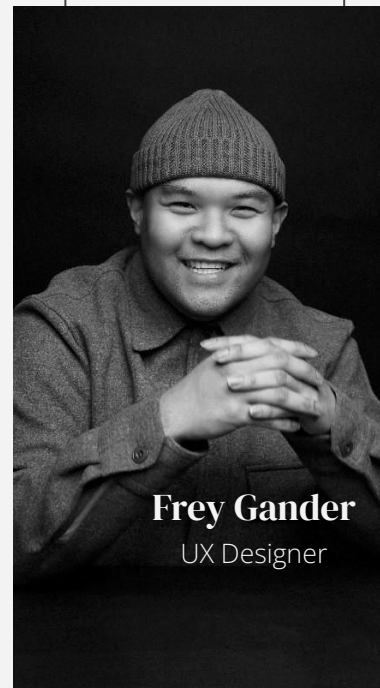
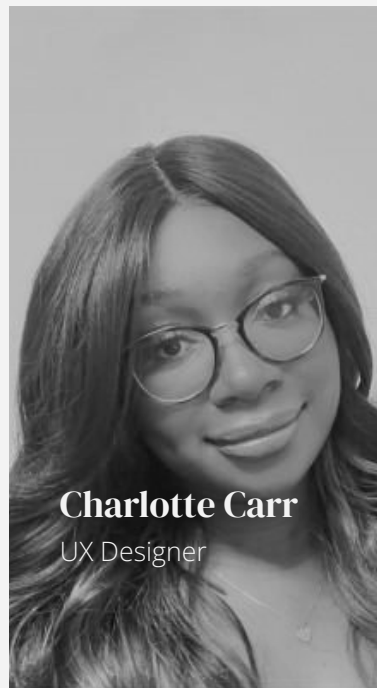
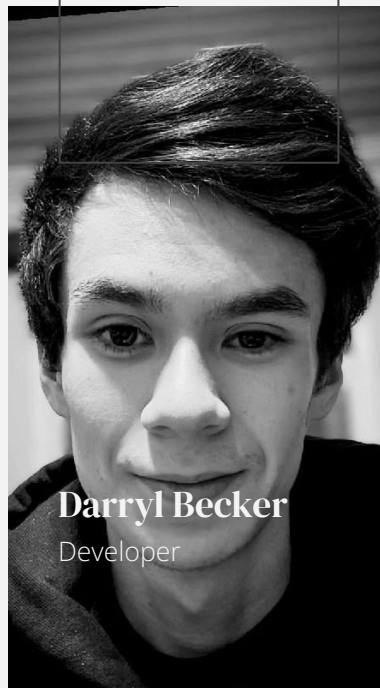
Tech stack and more

**07**

### **Now, Next, Later**

What we've done and what we're going to do

# SAIT Team



## Client team



**Steven Kenway**

Chief Operating Officer



**Danielle Christopher**

Product Manager



**Ayla Stephen**

Internship and Grants  
Coordinator



**Abel Belay**

Developer

# About our Product

## Fantasy Sports Analytics

- No Code
- Custom Filtered DataSpaces
- Automatic Updates

Spend more time enjoying the game, less time fighting Excel.





# Product Visioning

# 02

# Rolling Wave Visioning

## Vision

*In 3-5 years, what is the market saying about BPC?*

Meaningful sports data is easy to use for everyone.

## Strategy

*Over the next 1-2 years, what are we going to focus on to move towards the Vision?*

Create DataSpaces and their marketplace to enable Creators to share their custom data for users to leverage them as a starting off point.

## Focus Areas

*In the next 6 weeks, we will focus on the following:*

### 1 Understand the Product

#### Key opportunities

- Team onboarding & ops
- Align with client
- Determine friction with onboarding
- Consume secondary data
- Review mockups
- Upskill in sports insights
- Run inspiration analysis
- Determine viability and value
- Study existing users
- Build personas

### 2 Building

#### Key opportunities

- Ideation & brainstorming session
- Testing hypothesis
- Build lofi prototypes
- Test prototypes with user
- Hi fidelity prototype
- Rapid prototyping

### 3 Build Custom Column Cals

#### Key opportunities

- Audit current experience
- Inspiration analysis from other tools
- Build lofi
- Test lofi
- Maybe launch hifi

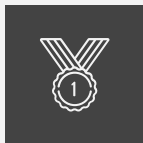
The background is a dark, textured collage. It features a basketball player in a red jersey jumping to shoot a ball, a soccer player in a blue jersey kicking a ball, and a cricket player in a white uniform batting. Two large, semi-transparent smartphone screens are overlaid on the scene, one on the left and one in the center, showing a dark interface with some icons at the top.

# 03

## ProjectOps Alignment

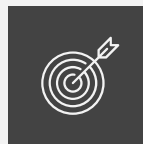


## ProjectOps Alignment



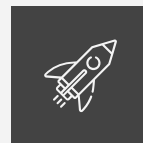
### Client Kickoff

Learning about product & getting answers to questions.



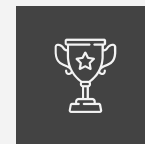
### Team Formation

Aligning on internal culture that we want during project.



### Product Onboarding

Made accounts on product to experience it for ourselves.



### Tool Alignment

Aligned on tools we'll use in our project for max efficiency.



# 04

## Onboarding Analysis



E-Mail

Password

LOG IN

SIGN UP

[FORGOT PASSWORD?](#)

*For the best experience please turn off AdBlock on this page in your browser settings for quick and easy access to onboarding, FAQs, and tech support.*

SportWise

SW

Select Your Data (NEW)

Choose the datasets that will serve as the foundation for your datapace.

What will be included in this Datapace  
No datasources selected

SEASON SCHEDULE

Away Team	Away Team	Game Time	Season Type
Event Name	Season	Status	

PLAYER STATS

Name	Team	H	G
BLKS	A	Q/A	TKA

TEAM STATS

Team	H	G	Saves
BLKS	A	PP	FOW

DEPTH CHARTS

Name	Rank	Pos	Team
------	------	-----	------

BACK

CREATE DATAPACE

DataSpaces Tour

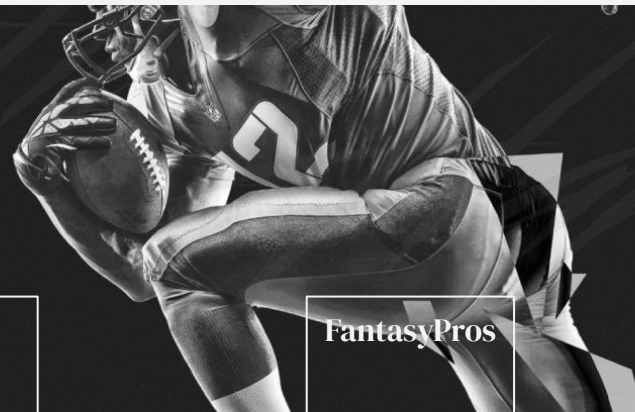
Home  
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05

# Competitive Analysis

# Competitive Analysis



Excel



Excel is a useful tool for managing and analyzing data in fantasy sports, allowing users to track player statistics and create custom rankings.

Stathead



Stathead is a subscription-based tool that offers advanced statistical analysis for fantasy sports.

FantasyPros



FantasyPros offers various tools and resources for users, including expert rankings and draft assistance.



06

**Tech Onboarding**



07

Now ◀ Next, Later

# Now, Next, Later

Mar 02 -> Apr 06, 2023

## Done

### Completed opportunities

- Team onboarding & ops
- Align with client
- Determine friction with onboarding
- Consume secondary data (Hotjar)
- Run competitive analysis
- Review tech stack

## Now

### Key opportunities

- Review mockups
- Upskill in sports insights
- Run inspiration analysis
- Determine viability and value
- Study existing users
- Study potential users
- Build personas

## Next

### Key opportunities

- Ideation & brainstorming session
- Testing hypothesis
- Build lofi prototypes
- Test prototypes with user
- Hi fidelity prototype

## Later

### Key opportunities

- Audit current experience
- Inspiration analysis of other tools
- Build lofi
- Test lofi
- Maybe launch hifi prototype



A black and white photograph of a cat's face, looking directly at the camera with wide, round eyes. The cat has a striped pattern on its fur. The image is framed by a thin white border. The word "Questions?" is written in a white, serif font across the middle of the cat's face.

Questions?