



Rolling Insights SportWise

Never Update a Spreadsheet Again

March 16, 2023

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Now, Next, Later

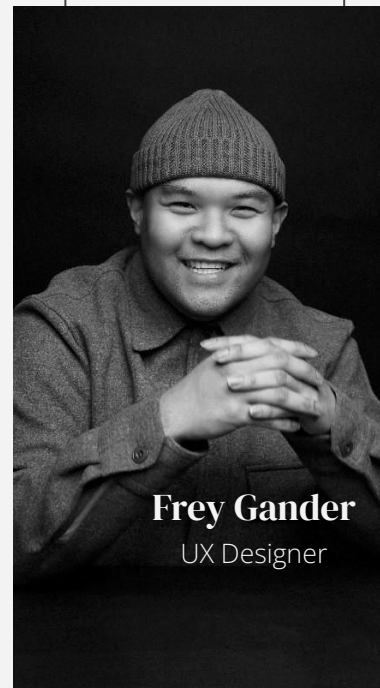
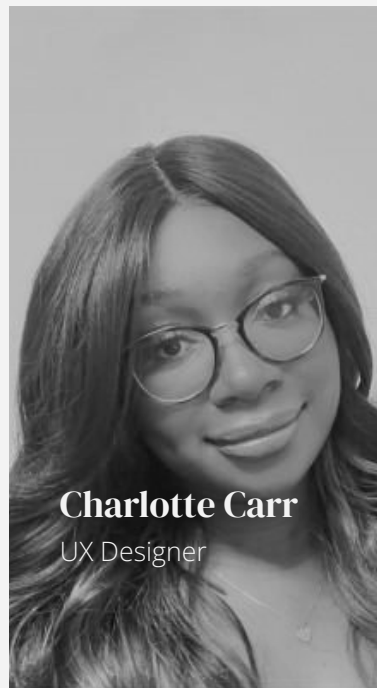
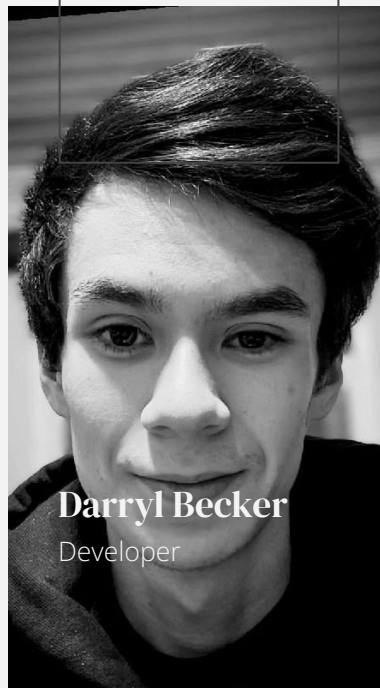
What we've done and what we're going to do

08

Reflections

Process learnings for the week

SAIT Team



Client team



Steven Kenway

Chief Operating Officer



Danielle Christopher

Product Manager



Ayla Stephen

Internship and Grants
Coordinator



Abel Belay

Developer



Product Visioning

02

About our Product

Fantasy Sports Analytics

- No Code
- Automatic Updates
- Custom Filtered DataSpaces

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

Yahoo! Rolling Rink - 2023
NHL Rolling Rink .x

Select a View SAVE VIEW

Default

Skaters

Goalies

	Team	Team	Pos	Display Position	Status
	DataFeedsNHLPlayerInfo	YahooNHLLeagueTeamRosters	DataFeedsNHLPlayerInfo	YahooNHLLeagueTeamRosters	DataFeedsNHL
	↑↓	↑↓	↑↓	↑↓	↑↓
Connor McDavid	Edmonton Oilers	FeedBeast (GR)	C	C	ACT
David Pastrnak	Boston Bruins	Abel's Agreeable Team	RW	RW	ACT
Matthew Tkachuk	Florida Panthers	aidan's Tip-Top Team	LW	RW	ACT
Brady Tkachuk	Ottawa Senators	aidan's Tip-Top Team	LW	LW	ACT
Jack Hughes	New Jersey Devils	Mark's Marvelous Team	C	C,LW	ACT
Elias Pettersson	Vancouver Canucks	aidan's Tip-Top Team	C	C,LW	ACT
Rasmus Dahlin	Buffalo Sabres	Abel's Agreeable Team	D	D	ACT
Carter Verhaeghe	Florida Panthers	--	C	--	ACT
Troy Terry	Anaheim Ducks	--	RW	--	ACT
Ty Smith	Pittsburgh Penguins	--	D	--	INACT
Noah Dobson	New York Islanders	Mia's Unbeatable Team	D	D	ACT
Kiefer Sherwood	Nashville Predators	--	LW	--	ACT
Eeli Tolvanen	Seattle Kraken	--	RW	--	ACT
Dillon Dube	Calgary Flames	--	C	--	ACT
Michael Bunting	Toronto Maple Leafs	--	LW	--	ACT
Rafael Harvey-Pinard	Montreal Canadiens	--	LW	--	ACT
Morgan Frost	Philadelphia Flyers	--	C	--	ACT
Casey Mittelstadt	Buffalo Sabres	--	C	--	ACT
Nicolas Roy	Vegas Golden Knights	--	C	--	ACT
Beck Malenstyn	Washington Capitals	--	LW	--	INACT
Martin Fehervary	Washington Capitals	--	D	--	ACT
Connor Clifton	Boston Bruins	--	D	--	ACT
Trent Frederic	Boston Bruins	--	C	--	ACT
Brayden Pachal	Vegas Golden Knights	--	D	--	INACT
Joey Anderson	Chicago Blackhawks	--	RW	--	ACT

Showing 1 to 21

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?

Follow a research and user-driven approach to create product and feature improvements that will drive retention and satisfaction.

Focus Areas

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

1 Understand

Key opportunities

- Figure out industry
- Align & onboard
- Heuristics and competitive research

2 Research

Key opportunities

- Survey current users + get requirements
- Build prototypes
- Test with users

3 Build

Key opportunities

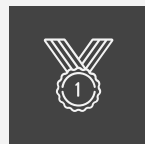
- Usability test
- Refine prototypes + requirements
- Build high fidelity outputs

A dark background collage featuring a basketball player in mid-air, a soccer player heading a ball, and a cricket player in a batting stance. Two large, stylized smartphones are positioned vertically, with the sports action appearing to flow through or emerge from their screens.

03

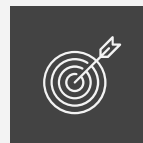
ProjectOps Alignment

ProjectOps Alignment



Met Client Lead

Single point person for project direction.



Aligned on UX Process

Direction on UX process.



04

**Onboarding
Research
Deliverable**

Onboarding Audit

Greetings, and welcome to our onboarding audit for SportWise. We are pleased to present you with our feedback on the current onboarding process, which includes an assessment of the user interface (UI) screens to identify areas that need improvement. Our goal is to provide recommendations that will enhance the user experience and optimize user engagement.

The UI screens are marked with red, orange, and yellow to indicate the urgency of the changes needed. The red marks represent areas that need immediate attention and research. The orange marks indicate areas that need attention but are not as urgent as the red ones, and the yellow marks represent areas that need attention but are the least urgent.



Urgent

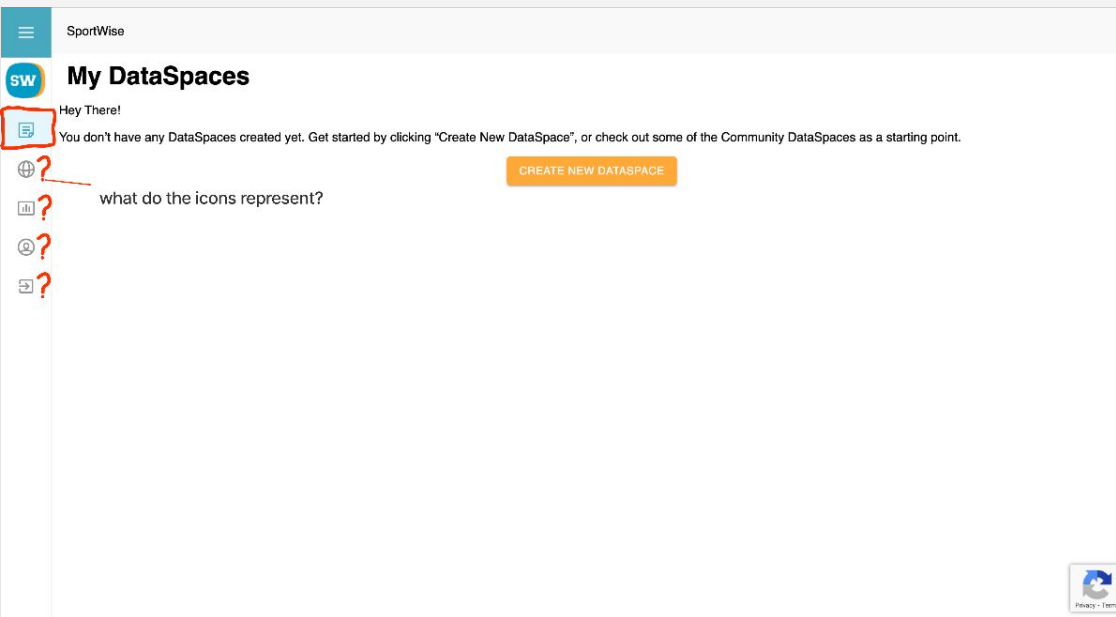


Less Urgent



Not Urgent

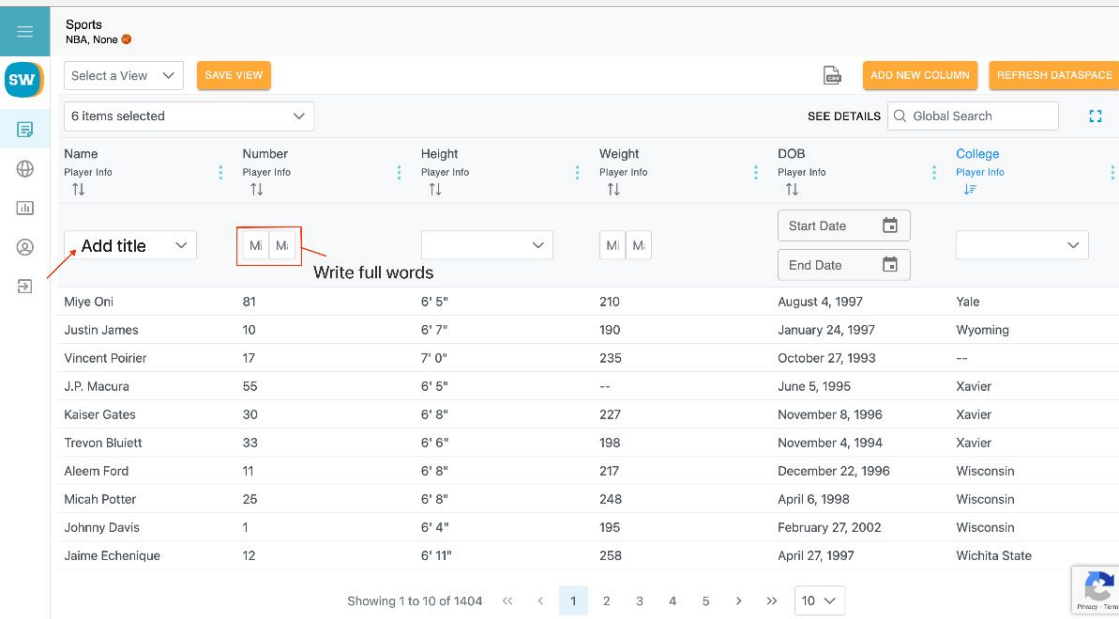
2. Home Page ●



The left navigation panel may not be easy to understand for new users. To make it more user-friendly, it is recommended to incorporate words alongside icons or shift to a horizontal navigation panel. The navigation panel should have additional indicators, apart from just color changes, to help users understand which tab they are on. This is because colorblind users may not be able to identify color changes. It is also suggested to separate the logout and profile buttons from the navigation panel.

Introducing a brief product onboarding video at this stage might be helpful to explain how the product works and to encourage users to make the best use of it. Additionally, the current design looks dull and could benefit from a more visually stimulating approach.

5. Data Space



Sports
NBA, None

Select a View **SAVE VIEW**

6 items selected **SEE DETAILS** Global Search

Add title **Mi** **Mi** Write full words

Name Player Info ↑↓	Number Player Info ↑↓	Height Player Info ↑↓	Weight Player Info ↑↓	DOB Player Info ↑↓	College Player Info ↓↑
Miye Oni	81	6' 5"	210	August 4, 1997	Yale
Justin James	10	6' 7"	190	January 24, 1997	Wyoming
Vincent Poirier	17	7' 0"	235	October 27, 1993	--
J.P. Macura	55	6' 5"	--	June 5, 1995	Xavier
Kaiser Gates	30	6' 8"	227	November 8, 1996	Xavier
Trevon Bluiett	33	6' 6"	198	November 4, 1994	Xavier
Aleem Ford	11	6' 8"	217	December 22, 1996	Wisconsin
Micah Potter	25	6' 8"	248	April 6, 1998	Wisconsin
Johnny Davis	1	6' 4"	195	February 27, 2002	Wisconsin
Jaime Echenique	12	6' 11"	258	April 27, 1997	Wichita State

Showing 1 to 10 of 1404 << < 1 2 3 4 5 > >> 10

Privacy Terms

By this point, users should have a good sense of what actions to take next. However, some may feel unsure or stuck on how to proceed. It should be intuitive for users to add new variables using the same user interface they previously used.

Furthermore, the form field prompts, including the minimum and maximum values, should be fully legible and easy to understand.

Any blank spaces that require users to make a selection should include clear titles that prompt the necessary action.



05

Research Process

Research Approach



Phase 0

Heuristics evaluation + Hotjar review (complete)



Phase 1

Survey for current SportWise users



Phase 2

Create prototypes informed by heuristics evaluation + survey data + SportWise prototypes



Phase 3

Usability interviews with 5 users (recruited from the survey)



Demographics

- What is your gender identity?
 - Male
 - Female
 - Nonbinary
 - Prefer not to disclose
- What is your age?
 - Under 18
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - Above 54
 - Prefer not to disclose
- What is your occupation?
- How much of a sports fan would you say you are? 0 = Not really a fan, 10 = Superfan
- What are your favourite sports leagues (in order of preference)? For example, NHL, NFL, etc.
- Which of the following have you done within the last year?
 - Fantasy sports
 - Sports betting (prop bets)
 - Sports betting (parlays)
 - Sports betting (DFS)
 - Sports betting (odds arbitrage)
 - Sports betting (prize picks)

Current Product Feedback

- How did you hear about SportWise?
 - Google
 - Reddit
 - Instagram
 - TikTok
 - Other
- What motivated you to first give SportWise a go?
- What do you use SportWise for? (Select all that apply)
 - Sports betting (prop bets)
 - Sports betting (parlays)
 - Sports betting (DFS)
 - Sports betting (odds arbitrage)
 - Sports betting (prize picks)
 - Fantasy sports (league draft)
 - Fantasy sports (season long management)
 - Historical data
 - Realtime updates
 - Injury updates
 - Getting sports data
 - Just for fun
 - Other (please specify)
- How often do you use Sportwise
 - Once a day
 - Once a week
 - Once a month
 - Less than once a month

Community Data Spaces

SportWise is considering adding a feature that would allow users to browse a catalogue of DataSpaces created by analysts, influencers, and other users just like you, and apply them to your league or tweak your strategy. These DataSpaces could serve as a foundation for users to explore new approaches to fantasy and sports betting, or follow a specific users strategy.

- How interested would you be in browsing DataSpaces created by other users in the community? 0=Very uninterested, 10=Very interested
- (If created DataSpace) How likely are you to share one or more of your DataSpaces with others in the community? 0=Very unlikely, 10=Very likely
 - Why or why not?
- What are your main reasons for wanting to share or not share your DataSpace with the community?
- Consider the Community DataSpace idea. How important would it be for us to invest in the following features? 0=Very unimportant 10=Very important.
 - Search and filter by type, tags, or sport
 - Leave comments or reviews on other Community DataSpaces
 - Read others' reviews and comments on Community DataSpaces
 - Pin or favourite your top Community DataSpace
 - See how many times a Community DataSpace has been viewed or used
 - Make changes to your personal version of a Community DataSpace
 - Make changes to your Community DataSpace after uploading it for the community
 - Other

A low-angle, black and white photograph of several tall skyscrapers reaching towards a cloudy sky. The perspective creates a sense of height and scale. A white rectangular frame is centered over the image, containing the title text.

Product Manager Tasks

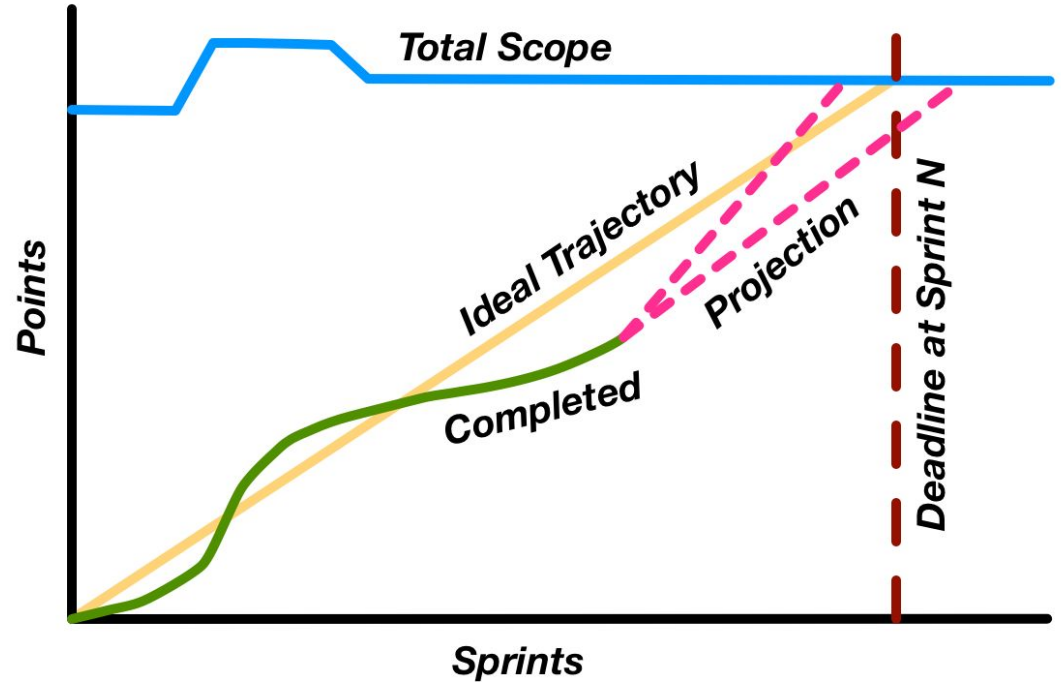
06

User Stories/ Requirements

Community DataSpace Creators

- As a Community DataSpace Creator, I want to post my Community DataSpace so that others can use it
- As a Community DataSpace Creator, I want to update my Community DataSpace so that it better reflects why I built it
- As a Community DataSpace Creator, I want to remove my Community DataSpace so that I have control over my creations
- As a Community DataSpace Creator, I want to name (and change the name of) my Community DataSpace so that it accurately reflects its purpose
- As a Community DataSpace Creator, I want to write a description (and change the description of) my Community DataSpace so that it accurately reflects its purpose
- As a Community DataSpace Creator, I want to attach an image (and change the image) my Community DataSpace so that it accurately reflects its purpose
- As a Community DataSpace Creator, I want to share my Community DataSpace on social media, blogs, and websites so I can get recognition for my work
- As a Community DataSpace Creator, I want to embed my Community DataSpace on social media, blogs, and websites so I can get recognition for my work
- As a Community DataSpace Creator, I want to know use and data for my Community DataSpace to understand how many people are using it and how
- As a Community DataSpace Creator, I want to see other DataSpace and Creator rankings and data to learn what users are looking for in Community DataSpaces
- As a Community DataSpace Creator, I want to create, customize, and change my profile to attracts users to my Community DataSpaces

Examples of collected
user stories



Examples of burnup

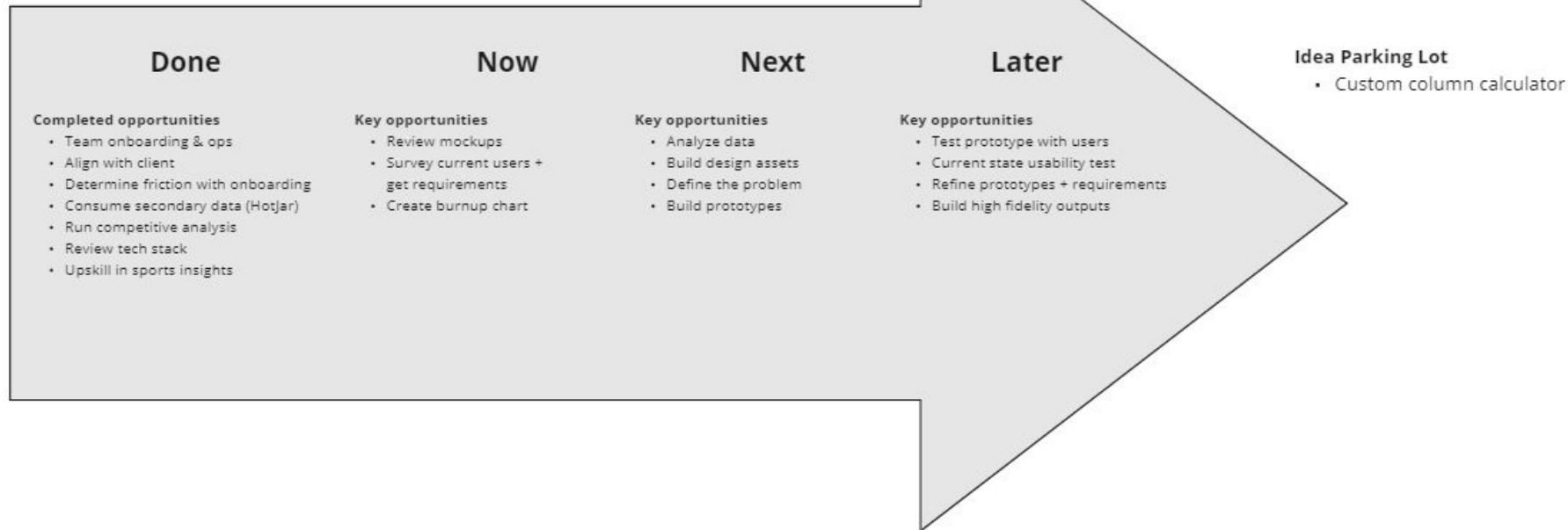


07

Now, Next, Later

Now, Next, Later

Mar 02 -> Apr 06, 2023





08

Reflections

Reflections



Overcommunicate



Small “a” agile

**Know other
functions’ tasks**



Questions?

Thanks for watching