

***sportskeeda***

**Launch sports fans community product for sportskeeda**

# Problem Statement

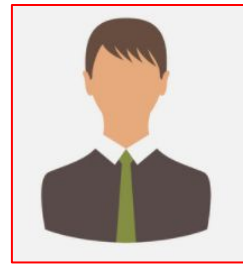
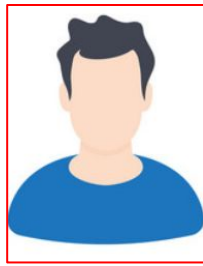
1. Features to launch community of sports fans product for Sportskeeda?
2. What are the success metrics for each feature?
3. What are the success metrics for whole community product?
4. How would you monetise the community product?

**About Sportskeeda** : Sportskeeda is a global sports and esports news website, founded in 2009. Tagline : **"For the hardcore sports fan"**. The website has news, features, commentary and videos on sports like NFL, Football, WWE, Cricket, Tennis, NBA etc and also games like Minecraft, Fortnite, PUBG, Valorant, CS:GO, GTA and others.

## **Competitors:**

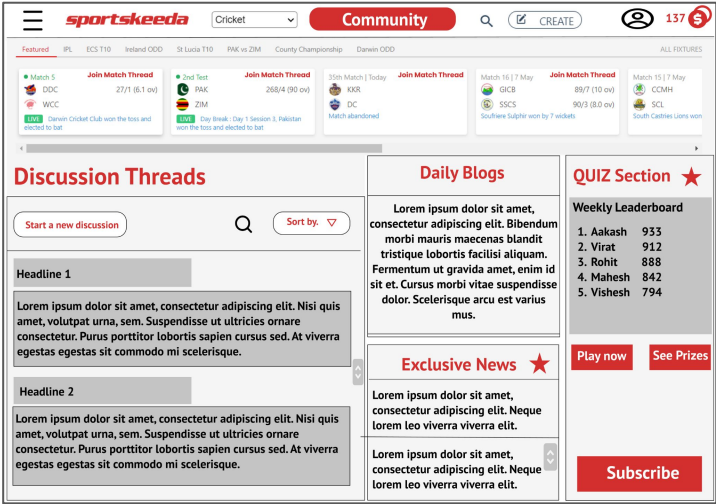
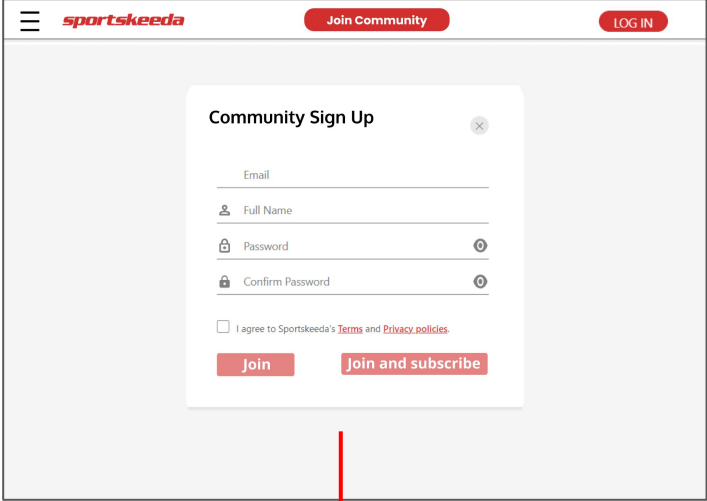
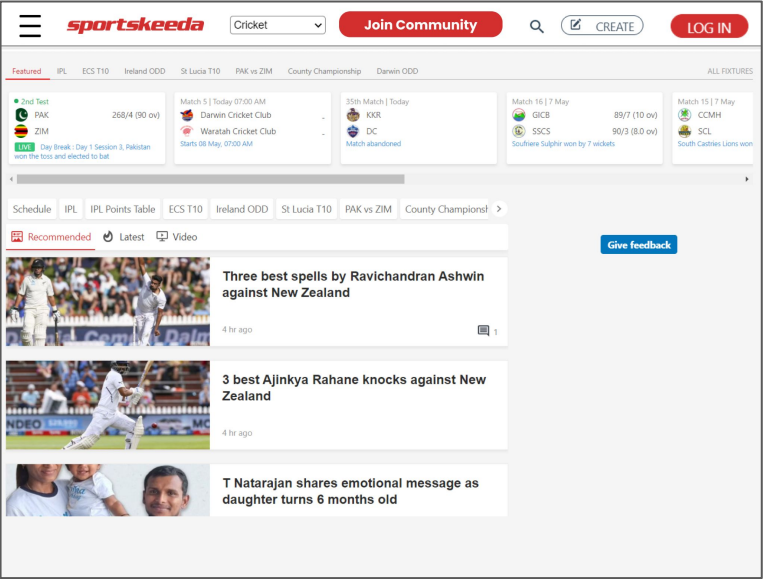


# User Personas

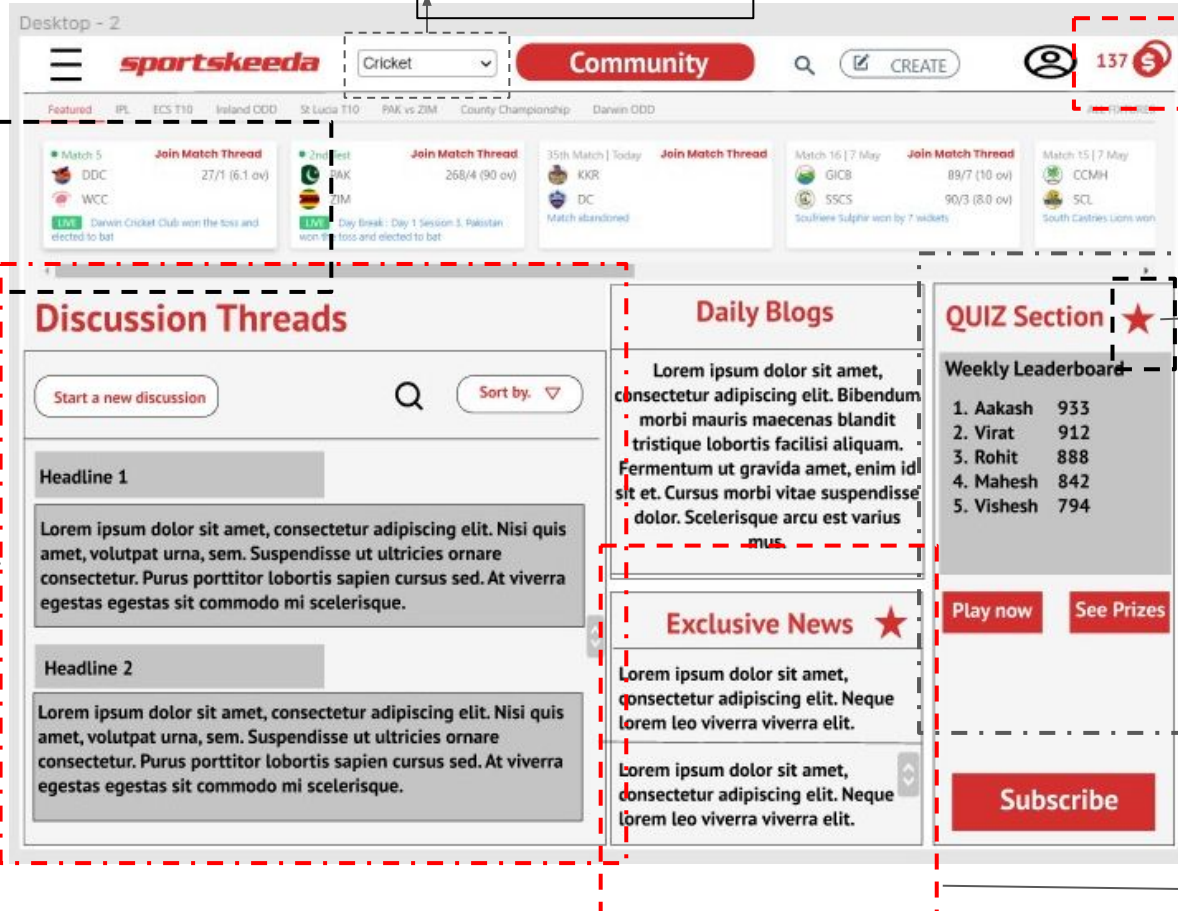


Personas	Chinmay, Professional cricketer	Kartik, College student	Nikita, Ops Head
Demographics	23 years old, lives in Mumbai, Plays for a club professionally. Watches only cricket.	19 years old, lives in delhi, loves watching basketball and football and sees every game.	35 years old, lives in bangalore, does not watch any game but likes to remain aware about sports world. A quizzing enthusiast.
Motivations	Reads articles by professionals and wants to discuss techniques to improve his game.	Loves exclusive sports news and watches every game but has now way of discussing happenings of the match in real time.	Likes to view exclusive news and discussion to be aware about latest happenings. Likes to participate in quizzes but lack of proper platform.
Pain Points	No platform for discussion with other professional players and sport enthusiasts	Feels the need of a community platform to discuss live matches.	Absence of a platform to view exclusive news and play sport quizzes.

# Wireframe Community Home Page



# Wireframe - Community Home Page



Select the sports community you want to be in.

Coins collected through quizzes and participating in discussions threads and daily polls

Match threads based on ongoing live matches. Users can also view these threads post match.

Discussion threads on various topics started by the community members

Signifies a premium feature

Subscribed users can participate in weekly leaderboard and earn prizes

Premium interviews of star players before match and other news..

## **Feature 1 - Quiz Section**

**Goal - Retention and Engagement of users on the platform.**

### **Description**

- Daily Quizzes for different sports , will earn a user coins which can be redeemed to unlock various unique and exclusive features on the website.
- Leaderboard will be created on a weekly basis and winners will be given prizes at the end of the week.
- Only people subscribed to the platform will be able to use the credits through daily quizzes.
- Prizes will include team merchandise, articles can be unlocked through them and many more

### **Success Metrics**

- Daily average - No. of people participating
- Repeat users participating in the quiz.
- 

### **Value Proposition to User**

This will motivate users to give various quizzes and also increase their knowledge of different sports and if they win they can earn coins and their favourite team merchandise.

### **Value proposition to Sportskeeda**

- Increased Engagement
- Increased Retention as user will come back to the platform daily.

## WireFrame - Quiz Section

**Earn SportKreds by winning**

**This is the quizzing section of sportskeeda. Everyday a quiz is being conducted and leaderboard is formed.**

**Only subscribed users gets a chance to be on the leaderboard and earn exciting merchandises and unlock articles**

**Quizzing Zone**

Quiz#3: 14 years of IPL

10 questions  
(chance to win 100 sportkreds)

15 Minutes

Begin Quiz

See Prizes

12k people already played

**Weekly Leaderboard**

1. Aakash	933
2. Virat	912
3. Rohit	888
4. Mahesh	842
5. Vishesh	794

[Subscribe to see your name on the list.](#)

## Feature 2 - Discussion thread

### Description

- Any discussion related to sports can be started and people can participate in it. Just like twitter threads.
- Discussion will be ranked based on the number of people participating the thread + the date at which it was started.
- Any discussion can be closed by the user who started it.

### Value Proposition to User

- This will provide users with a platform to discuss about sports and also present their viewpoints regarding various interesting sports topics and make discussions more meaningful.
- This will be a very interesting feature for people participating in discussions as well as for readers.

### Success Metrics

- Avg. number of daily threads started.(Overall for all sports)
- Number of people participating in each thread.
- No. of shares (This will give us an idea of the quality of discussions on the platform)

### Value Proposition to Sportskeeda

- Engagement
- Retention - A user after keeping
- Increased time per user on the platform.



WireFrame - Discussion Thread

sportskeeda

Cricket

Community

CREATE

137

Featured

IPL

ECS T10

Ireland ODD

St Lucia T10

PAK vs ZIM

County Championship

Darwin ODD

ALL FIXTURES

Match 5

DDC

WCC

27/1 (6.1 ov)

Join Match Thread

Darwin Cricket Club won the toss and elected to bat.

2nd Test

PAK

ZIM

268/4 (90 ov)

Join Match Thread

Day Break: Day 1 Session 3, Pakistan won the toss and elected to bat.

35th Match | Today

KKR

DC

Match abandoned

Join Match Thread

Match 16 | 7 May

GICB

SSCS

89/7 (10 ov)

90/3 (8.0 ov)

Join Match Thread

Southern Suplir won by 7 wickets.

Match 15 | 7 May

CCMH

SCL

South Castries Lions won

Join Match Thread

Discussion Threads

Start a new discussion

Search

Sort by

Headline 1

Headline 2

Daily Blogs

Quiz Section

Weekly Leaderboard

Exclusive News

Subscribe

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Aakash Dwivedi

Royal Challengers Bangalore

Discussion Thread

Headline...

B I

Write here...

Post

Save as draft

Land here after clicking on Start a new discussion button on the community home page.

## Feature 3 - Match threads

### Description

- Live match threads for all the ongoing matches will be there in this section.
- Users can join the thread and enjoy the commentary on the match thread.
- Users can also participate by commenting on the threads.
- Users can also share the match threads with friends on whatsapp.
- In this section users will also get fantasy sports tips by sportskeeda.

### Value Proposition to User

- This will provide users with a platform to view live scores and sports and events and have a platform to discuss live events with other community users.
- This will also be an opportunity for users to show off their team flair (only for subscribed users) to show team support.



### Success Metrics

- Avg. number of daily comments on match threads(Overall for all sports)
- Number of people clicking on match threads.
- No. of people showcasing their **Team Flair**.

### Value Proposition to Sportskeeda


- Engagement
- Retention
- Acquisition - By match threads shared


# WireFrame - Match Thread





Cricket

Community




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 137




[Home](#) > [Cricket](#) > [Zimbabwe vs Pakistan 2021](#) > 2nd Test

 Pakistan

510/8 (147.1 ov)

Current Run Rate 1.73

 Zimbabwe

52/4 (30 ov)

Day Break : Day 2 Session 3,  
Zimbabwe trail by 458 runs.

Batting	R	B	4s	6s	SR
Tendai Chisoro*	1	19	0	0	5
Regis Chakabva	28	71	4	0	39

Bowling	OV	M	R	W	ECO
Tabish Khan*	10	3	22	1	2.2
Sajid Khan	3	3	0	1	

[Preview](#) [Fantasy](#) [TIPS](#) [Commentary](#) [Scorecard](#)

Official

Community

Aakash Dwivedi - *Royal Challengers Bangalore* : What a ball man ! Ball is turning so nicely on this pitch.

Prakash Mishra : Only Chakabva can save Zimbabwe in this match now.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Congue netus eu, lectus scelerisque blandit adipiscing pellentesque.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Congue netus eu, lectus scelerisque blandit adipiscing pellentesque.

Write a comment...

## Components of match thread Page

- Scorecard
- Team Squad
- Commentary
- Discussion by user on the thread through comments.
- Fantasy sports tips for users.

## Feature 4 - Exclusive Interviews

### Description

- Monetised feature - People with subscription will get exclusive interviews and news before the match.
- Match squad information will be sent through sms and mail to the subscribers.

### Value Proposition to user

- This feature will give the most enthusiastic sports fan, exclusive interviews of famous sports person having insights about the game and various strategies adopted by them.
- It is a unique feature provided by Sportskeeda.

### Success Metrics

- No. of views
- No. of comments
- Time spent on the interview/article.

### Value Proposition to SportsKeeda

- This feature's success will lead to more subscribing users for sportskeeda
- Retention of Users. (Users will tend to comeback before each match every time.)
- Revenue will be generated.

## Metrics to track for success of the community

1. **Month on Month** Subscribers growth. (North star metric)
2. **Churn Rate** - To measure the number of users who stopped coming to the community
3. **Stickiness** - To look at the engagement on the platform
  - a. Number of discussions started
  - b. Number of users who played the quiz
  - c. Number of daily and monthly active users
4. **Retention rate** - Number of users subscribing for the next cycle.
5. **Revenue generated**
6. Number of users leaving the subscription and still coming to the community (To look if users are finding the community useful and informative)

## Monetisation Strategy

- ❖ **Subscription Based Model** is used for monetisation - for the community product there are certain features which are only available for premium users.
- ❖ Features which are available to premium users:-
  - **SportKreds** earned through quizzes can be redeemed only if a user is a premium user.
  - **Daily blogs** available only to premium users , otherwise limited number of articles can be read by a non-premium user.
  - **Exclusive Interviews/news** feature only available for premium user.
  - **Team Flairs** can only be used by premium users.
  - Only premium users can have their name displayed on the **leaderboard** which is shown on the community main page.

THANK YOU