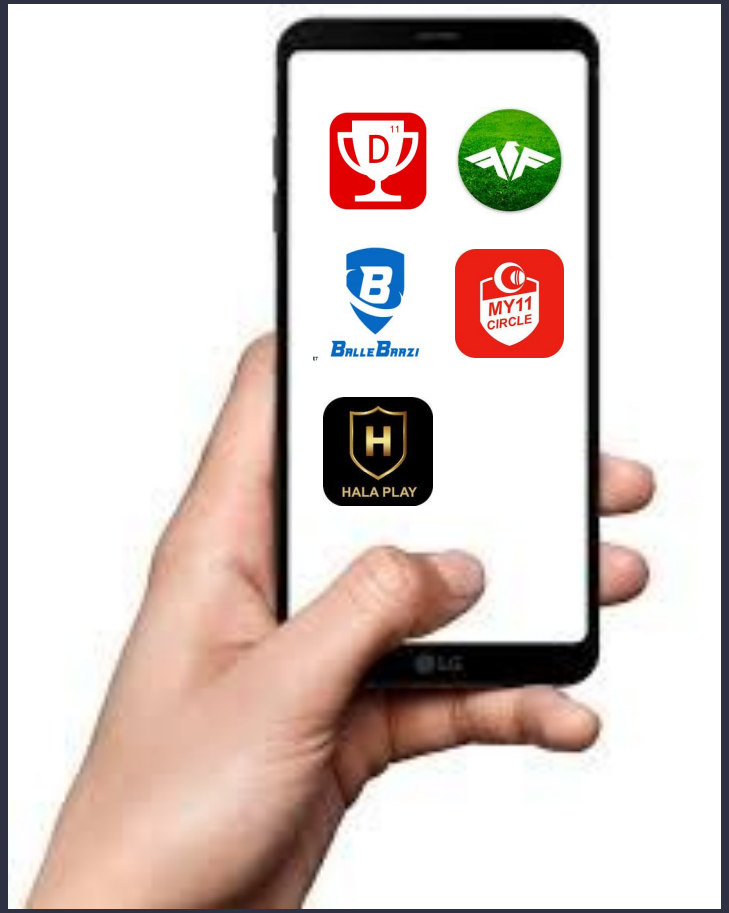
HUMAN COMPUTER INTERACTION

D.JASWANTH REDDY
CED17I034

Topic: Fantasy



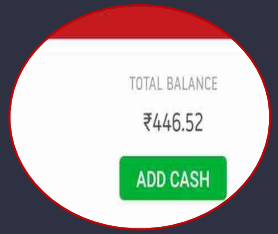
ABOUT FANTASY APPS -

Create Teams

Different Sports

Different Leagues

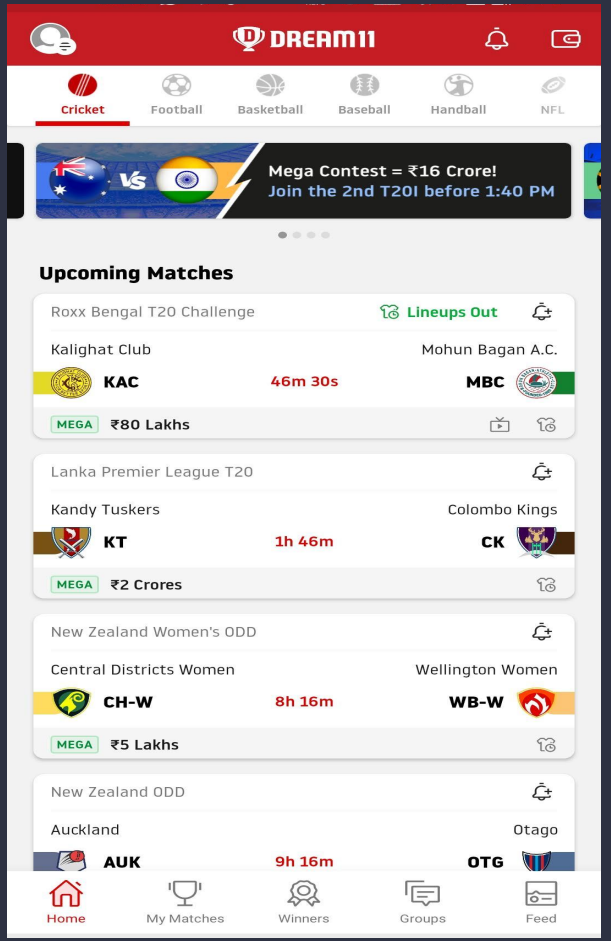
Earn Money



FANTASY APPS IN MARKET-

DREAM 11

Dream11 is an Indian fantasy sports platform that allows users to play fantasy cricket, hockey, football, kabaddi, and basketball.Dream11 became the first Indian gaming company to enter the "Unicorn Club”



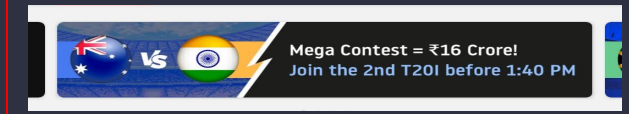
DREAM 11

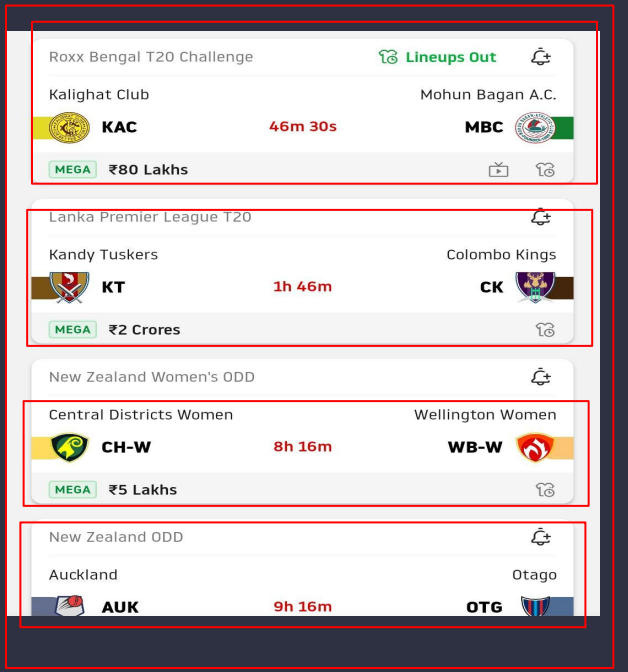
Working Areas:

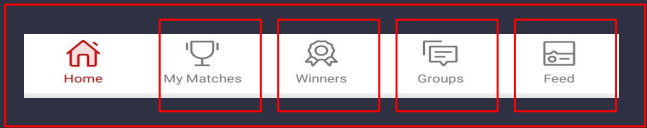
5

Number of clickables:

17

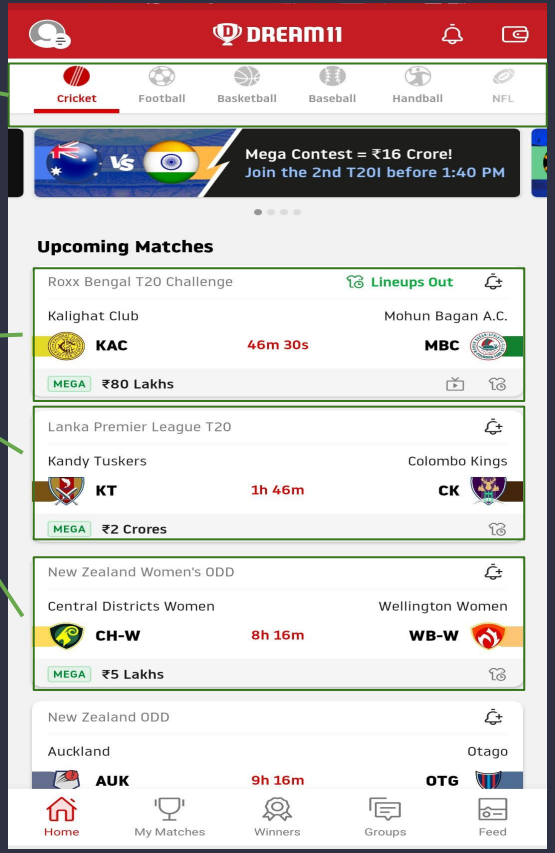






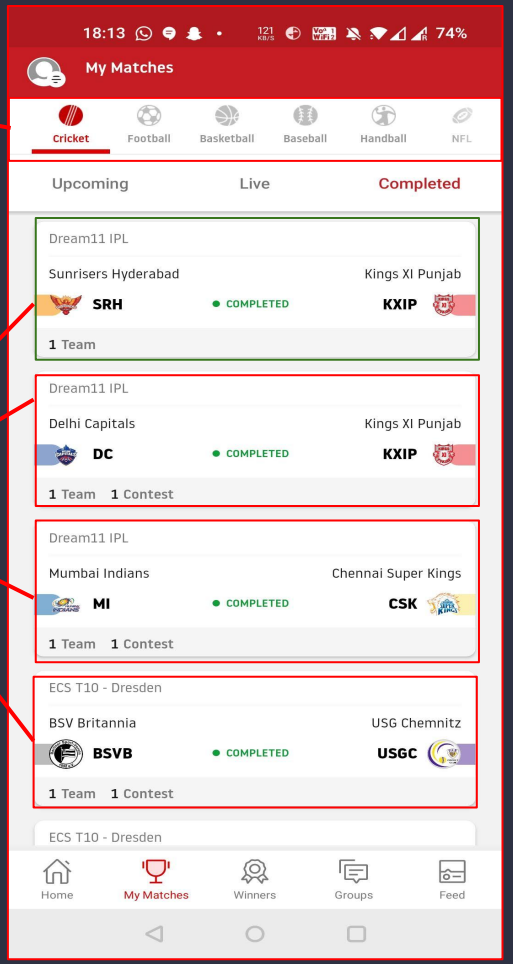
Different category of sports.

Upcoming matches.



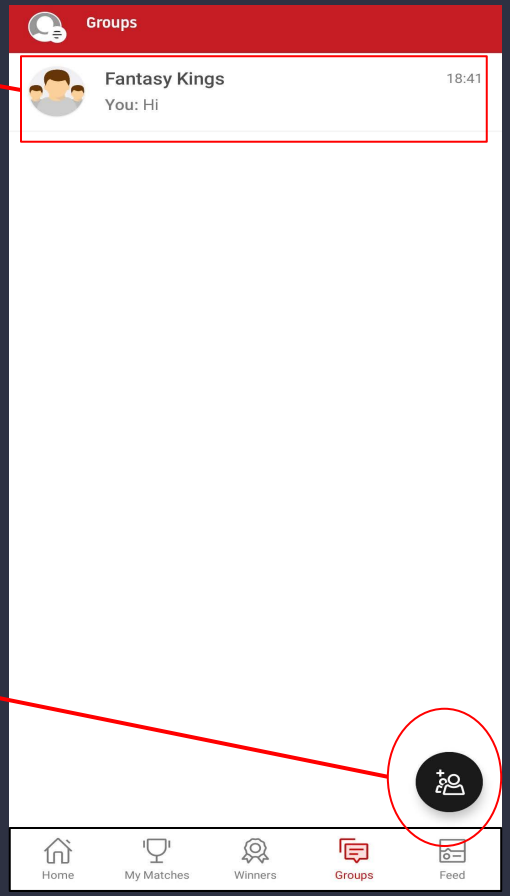
Different category of sports.

Played history/Participated matches.

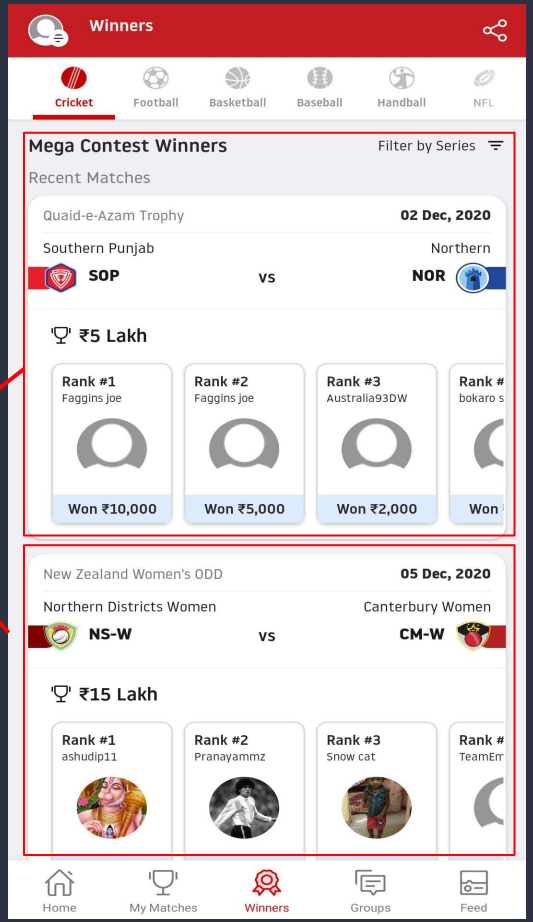


Recent chats/groups.

Allows us to create groups with our contacts for in app chatting.

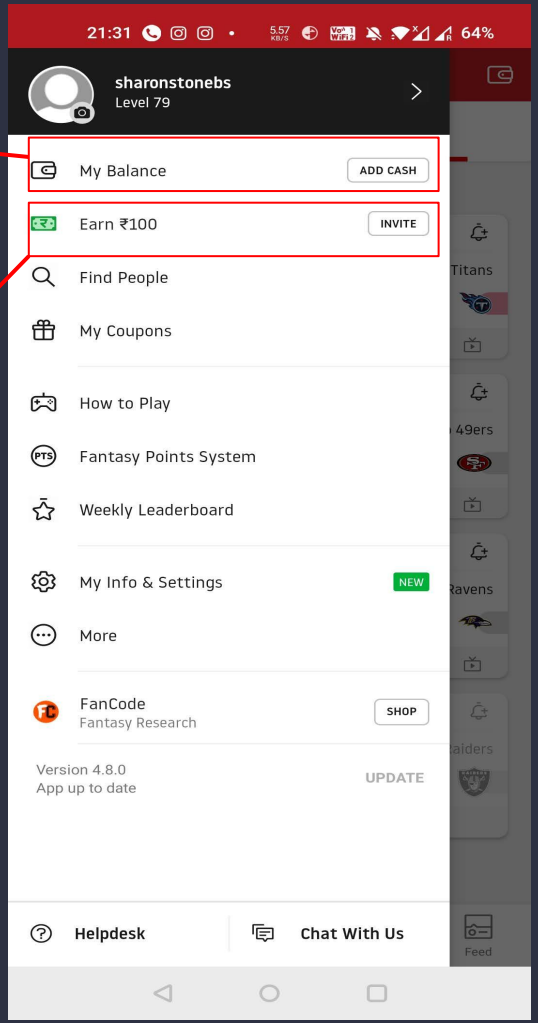


Different league winners.We can also view their winning team by clicking on it.



Add Balance.

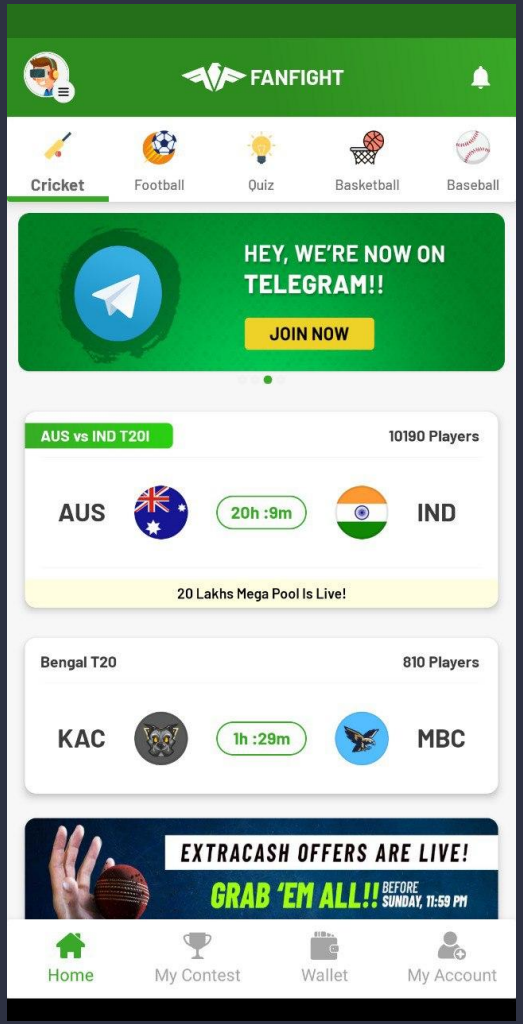
Invite & Earn.



FANFIGHT:

It is one of India's finest fantasy sports portals, which, in no time has managed to garner over 4 million fantasy users.

Once the game begins, your chosen players help you win points based on their real-time performances.



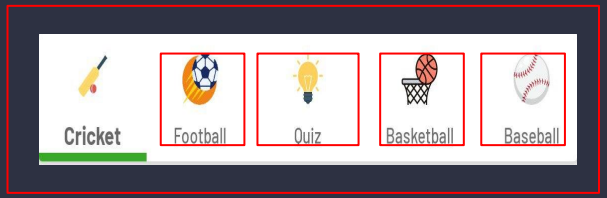
FANFIGHT:

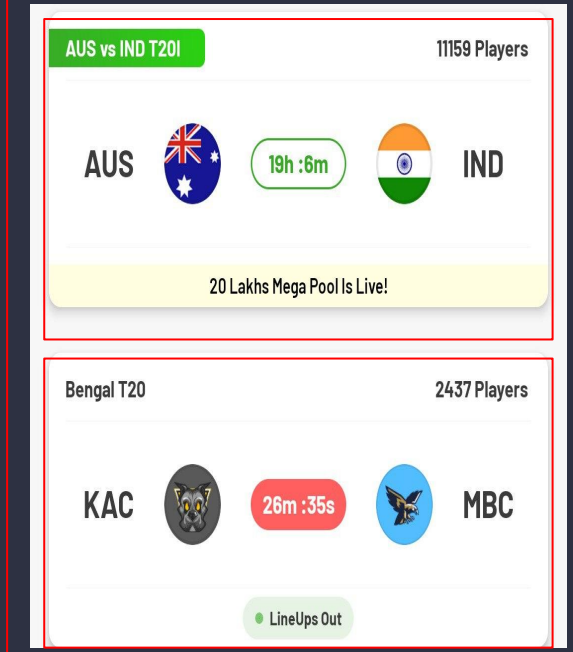
Working Areas:

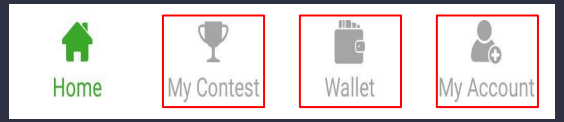
4

Number of clickables:

11

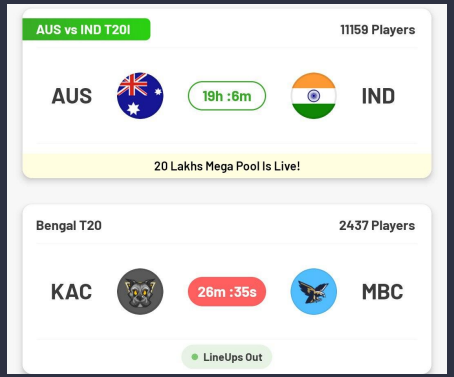




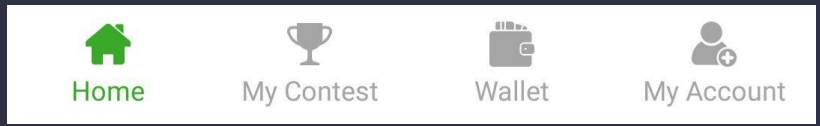


My Profile and Notification icon represented by related icons.

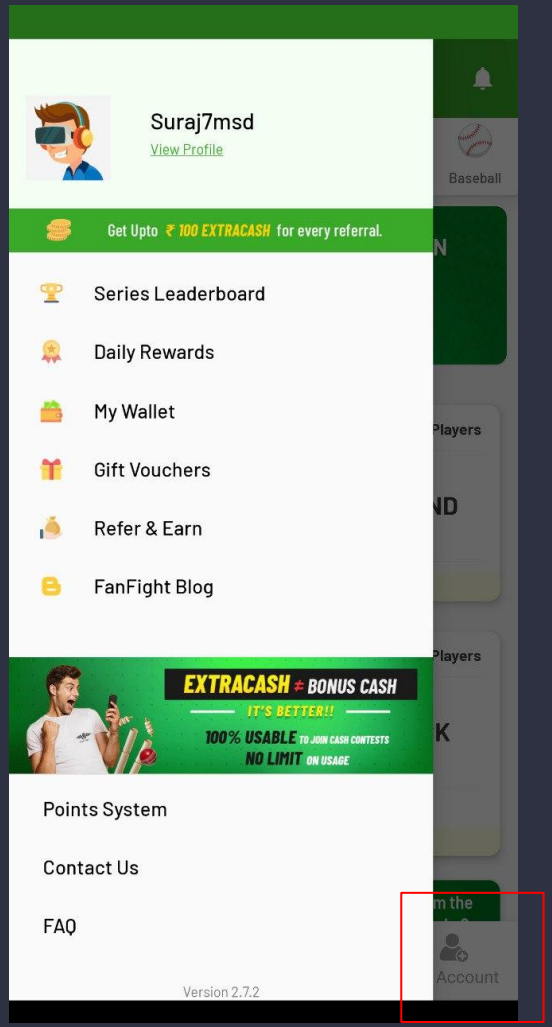
Categorizing each Sports into different clickable in the order of most played Game.



Matches displayed clearly with the short-form of the team name. But the Naive users should use one more click to know about the match.



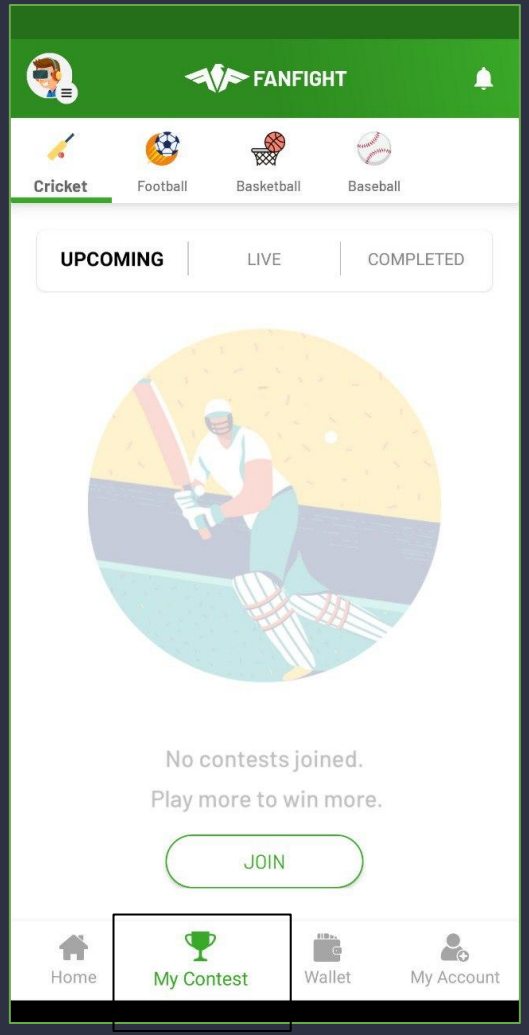
The menu options are categorized so that they are seperated.



Some options are put under the My Profile option among that View Profile is most used and all other options are less used and are repeated under My account section in the bottom.

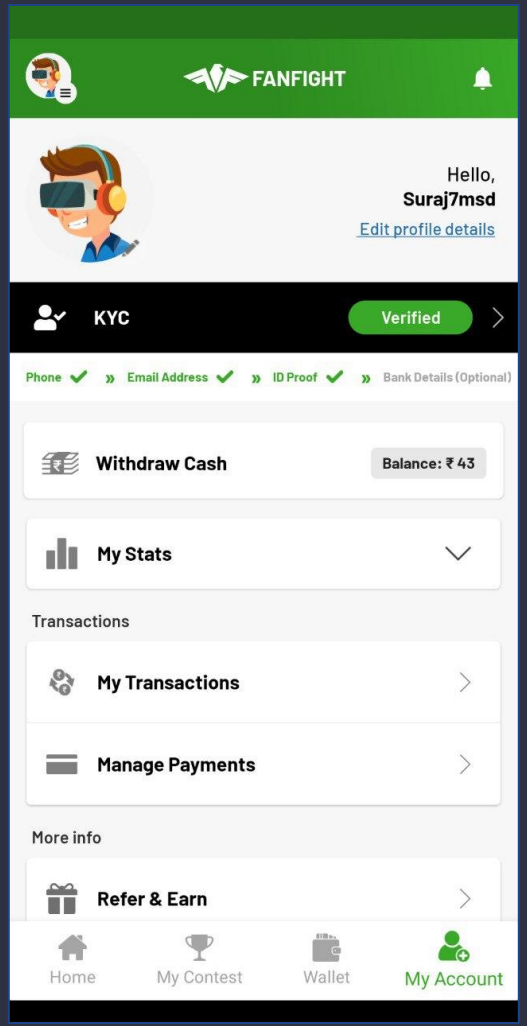
Categorized for three events future,present and Past Matches for each Sport in one click

Easily accessible for Upcoming/Live/ Completed matches (History).



- The most used options are kept at the top in the My Account option such as Cash Withdrawal, Statistics, Transactions etc.

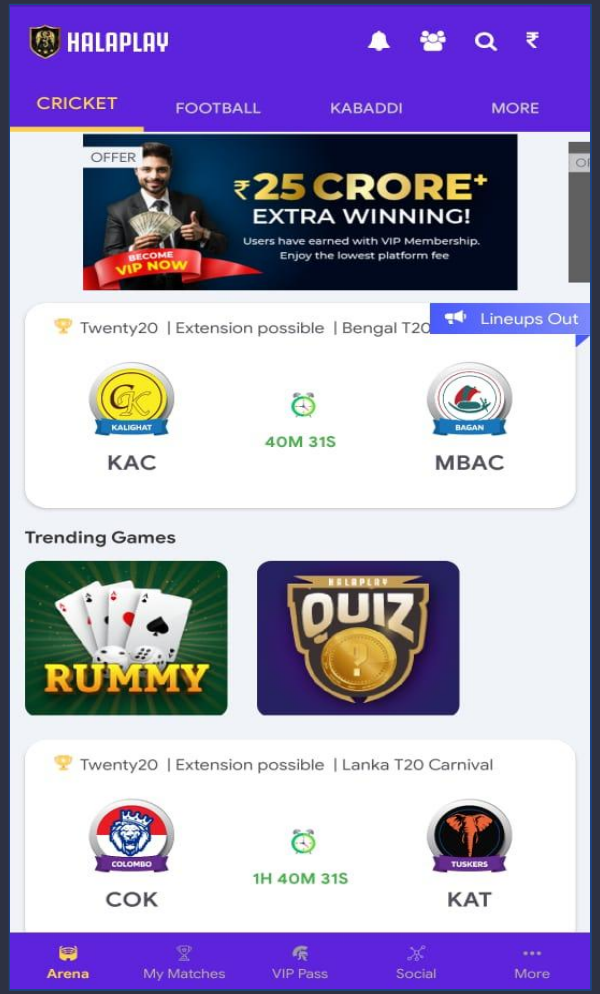
- The number of clickables are more for a Naive user to find a feature and as there are many options in the list it is a treasure hunt to find needed option.



HalaPlay

HalaPlay is a Daily Fantasy Sports (DFS) platform that empowers serious and casual sports enthusiasts to play cash based quick, simple and interesting games.

Users can play Cricket, Football and Kabaddi.



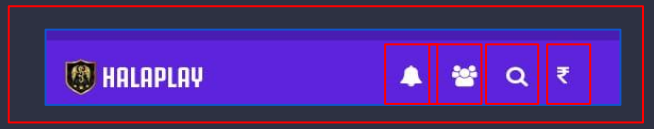
HalaPlay

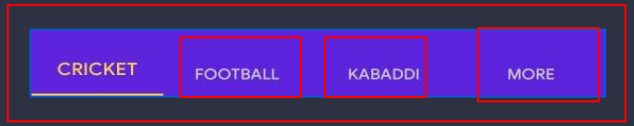
Number of Working Areas :

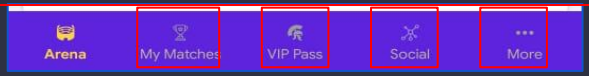
6

Number of Clickables :

16





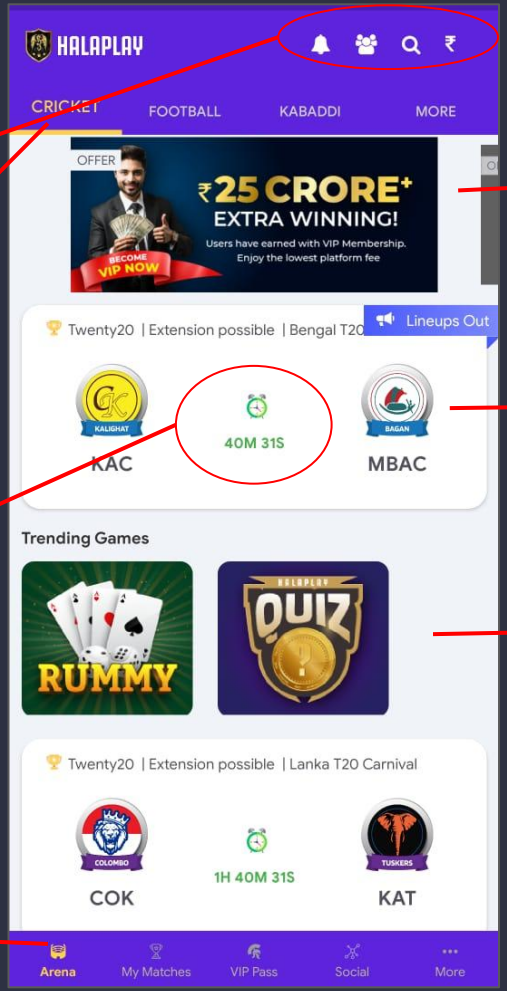


Indication of options with appropriate icons.

Clear categorization of Sports.

Mentioning the user time remaining to play this match

Clear categorization of options



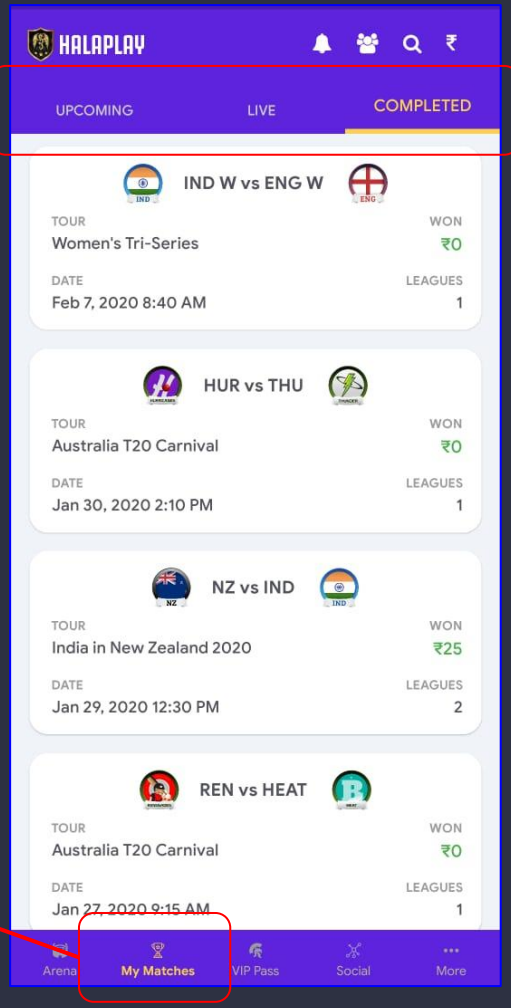
Offers and other, people won't be interested in.

Naive users may not understand the short-forms of the teams.Have to use extra more click.

Unnecessary options on the top,users won't prefer.

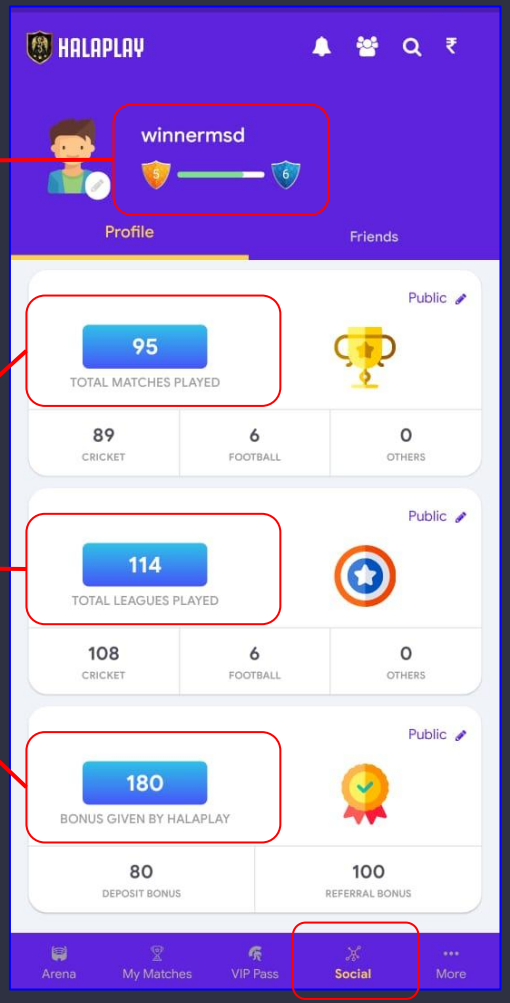
Categorized for three events future, present and Past Matches for only one sport.To change the sport user should go back and change the sport and come back.It needs extra 3 clicks.

Easily accessible for Upcoming/Live/ Completed matches (History).



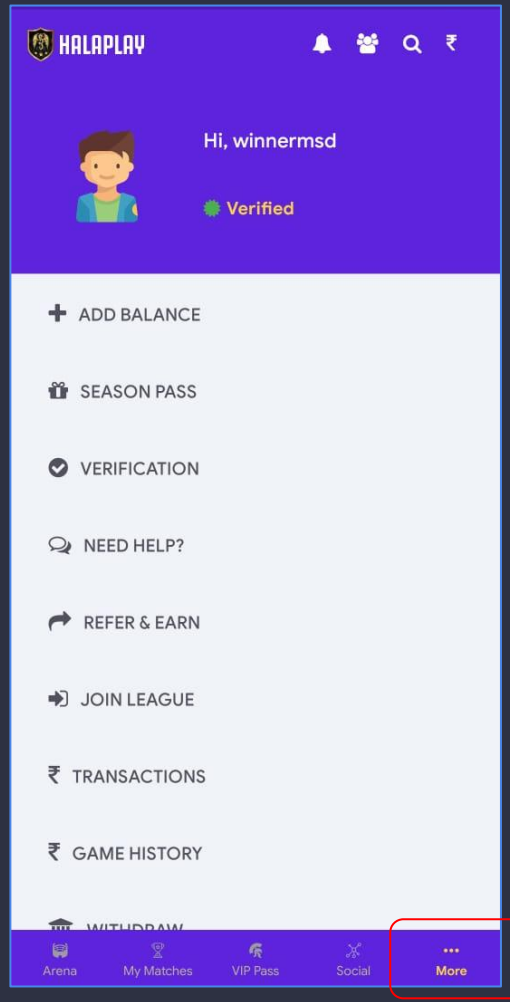
Name and the Game level with profile photo is displayed with good icons and they used good colors is representing each level.

Statistics of the user is divided and displayed clearly.The icons are also according to the statistics.



➔ Other settings to Add Balance, Verification, History, Withdraw all are grouped and the most visited options are at the top.

➔ The number of clickables are more to find a feature and as there are many options in the list it is a treasure hunt to find needed option.



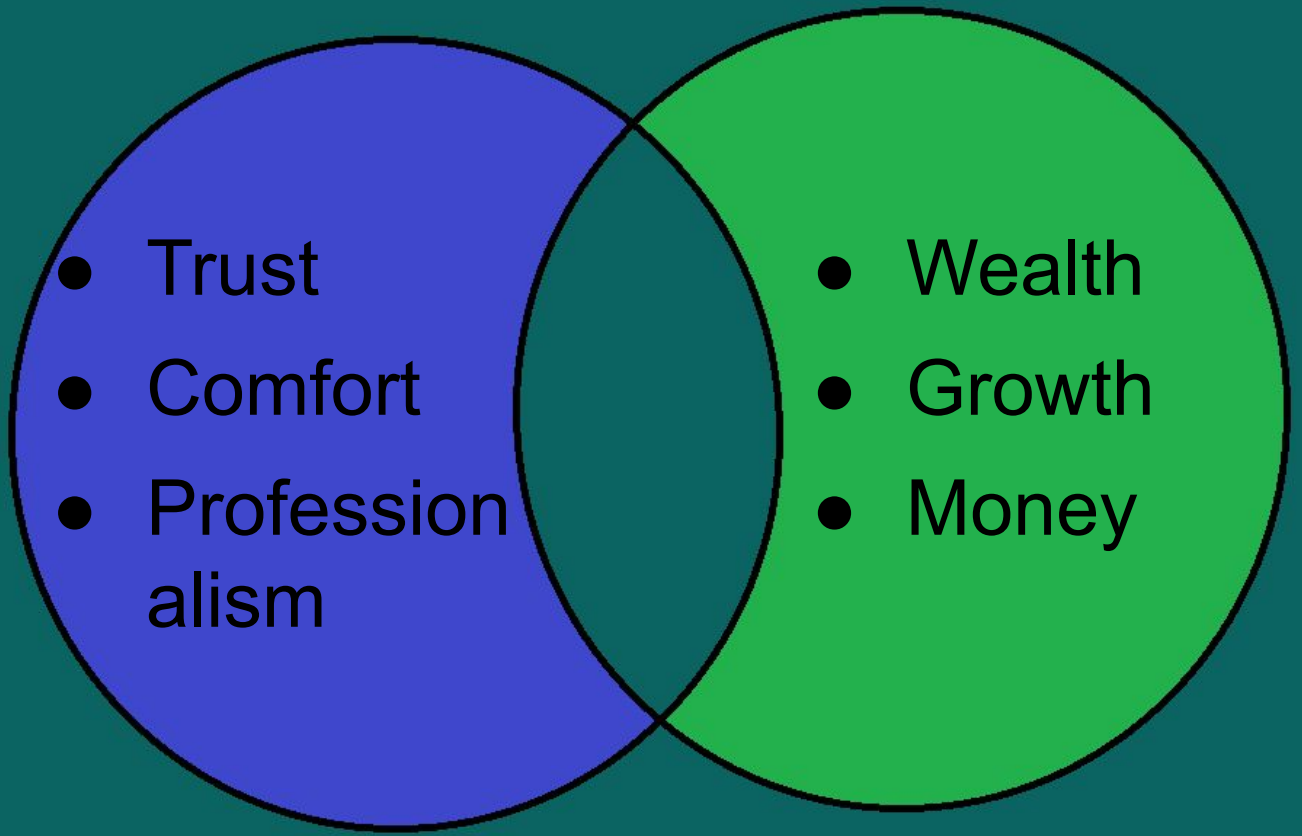
Power 11

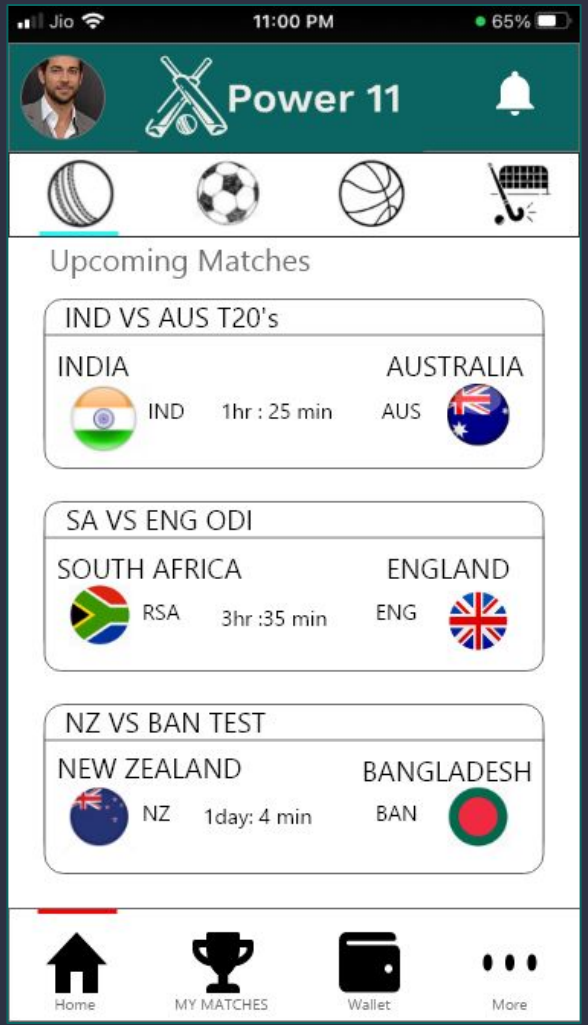
LOGIN

SIGN UP

Invite by a friend?
Enter Code

Color Theory



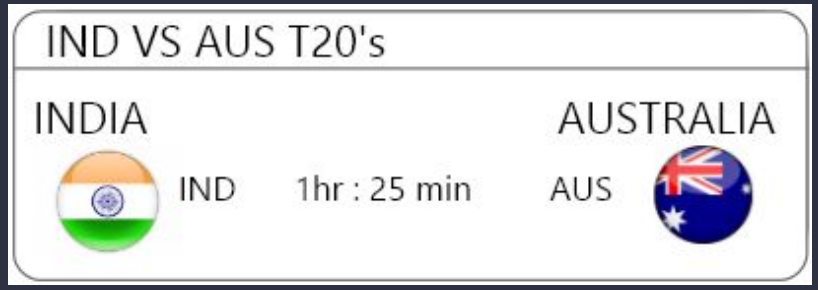

Jio
11:00 PM
65%
Power 11
Upcoming Matches
IND VS AUS T20's
INDIA
IND
1hr : 25 min
AUSTRALIA
AUS
SA VS ENG ODI
SOUTH AFRICA
RSA
3hr :35 min
ENGLAND
ENG
NZ VS BAN TEST
NEW ZEALAND
NZ
1day: 4 min
BANGLADESH
BAN
Home
MY MATCHES
Wallet
More

Number of Working Areas :

4

Number of Clickables :

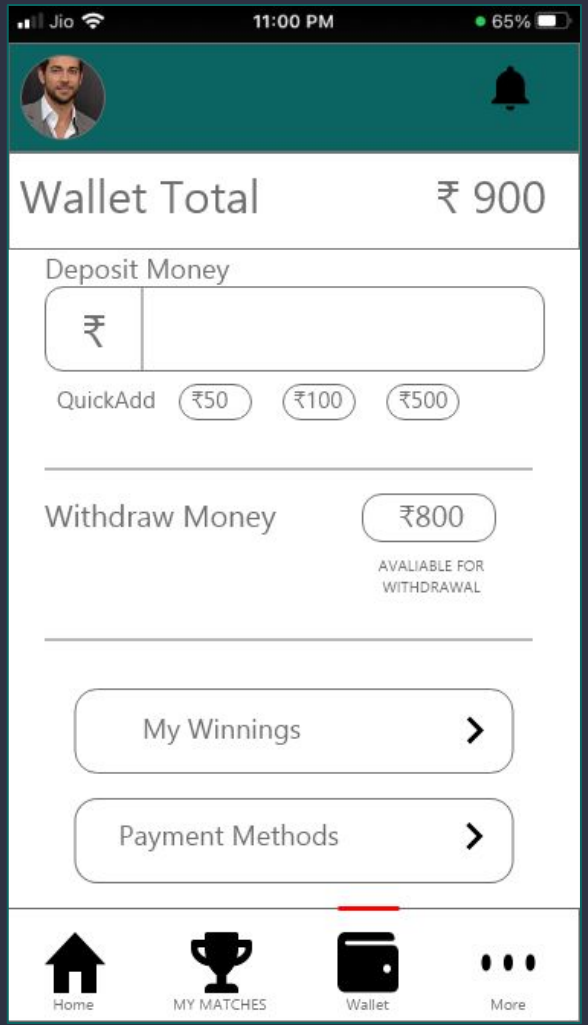
9



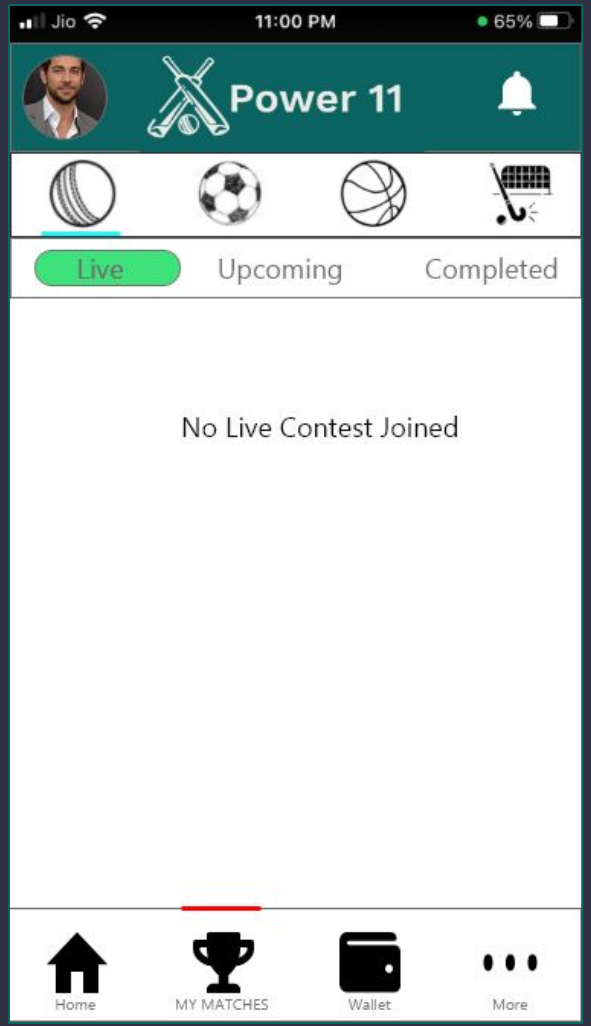
- Detailed information about the match
  - The information of the series.
  - The time left for the match to start.
  - The team names with short form notation and full teams names with their team flags.
- Differentiating every sports by providing a clickable
  - Sports are represented clearly with their relative icons.

- Tabbed Screens
  - Home to access the Home Page
  - My Matches to access the recent matches played.
  - Wallet to access the wallet info
  - Other options are includes in the More clickable.

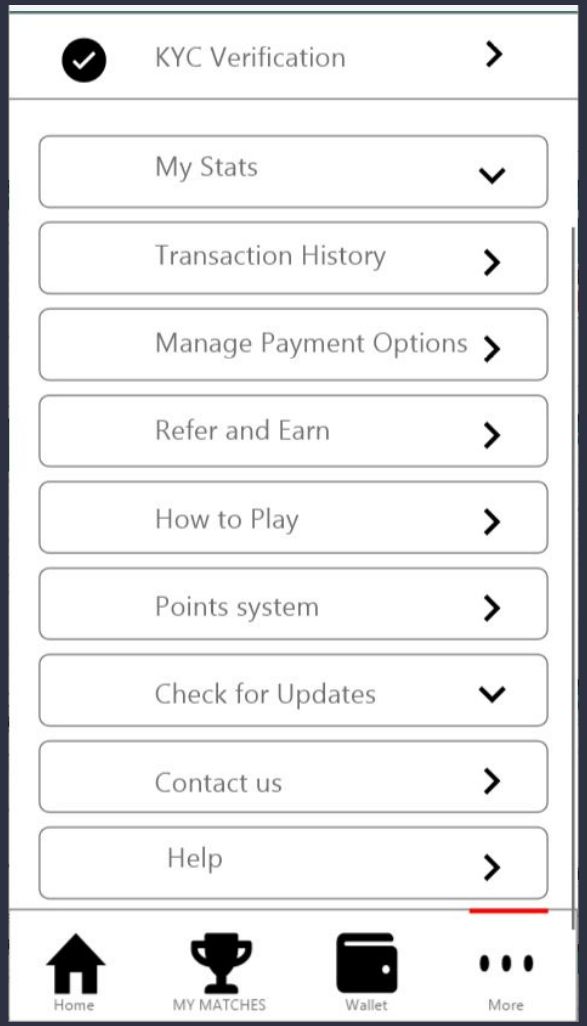
- Displaying player photo to access to profile information.
- Notification access representing with the notification icon.



- Displaying the balance in the Wallet option
- Option to Deposit money
  - Quick add money
- Withdraw money in one click
  - Displaying the amount able to withdraw
- Access to My Winnings
- Access to Payments method for depositing.



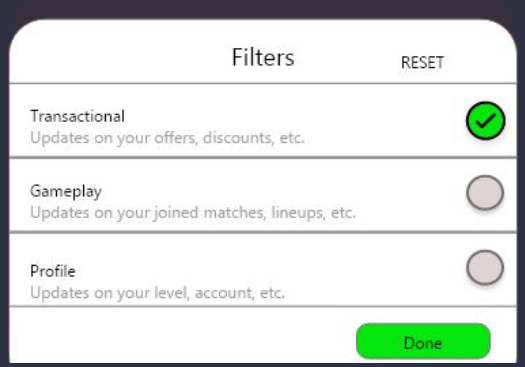
- ➔ Tabbed screens for matches
  - ◆ Switching from Present , Past and upcoming matches.
  - ◆ Switching between the Sports simultaneously within one click.



- ➔ The grouping of similar options under a tab.
- ➔ Several tools and options to access.
- ➔ Drop downs for easy access.
- ➔ Check for updates option to update the app to newer version.

Notifications

- Notifications can be customized and .
- We have filters for like Transactional , Gameplay , profile.

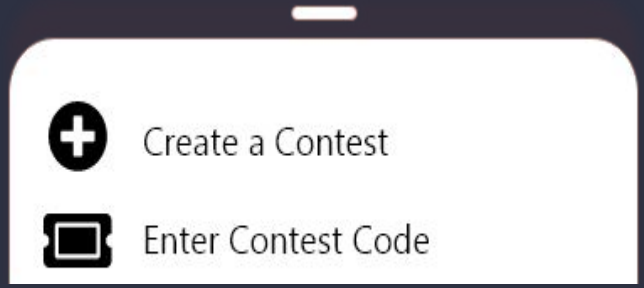


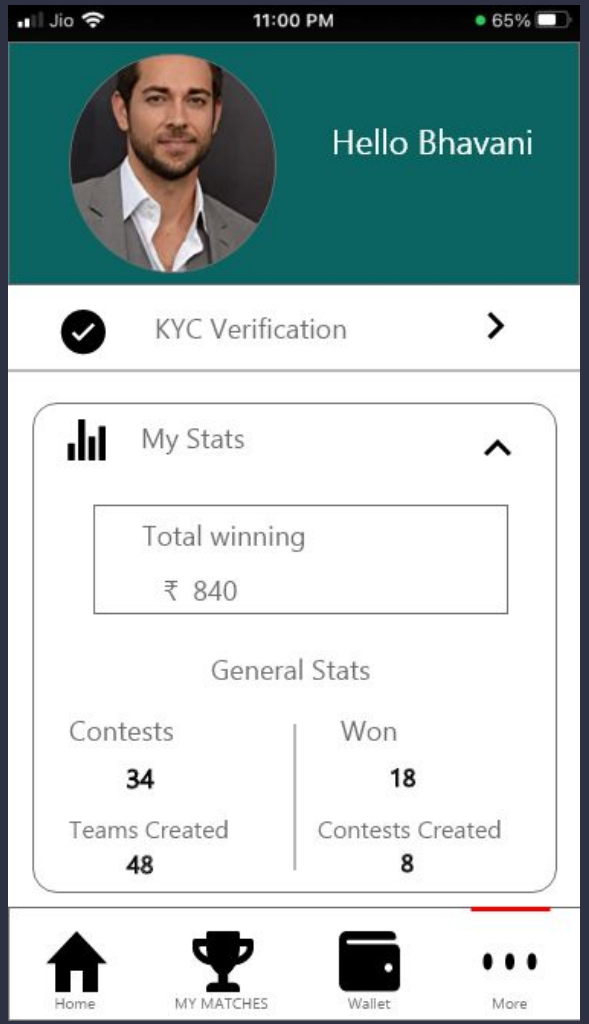
Regarding contests:

Creating a contest and enter a contest with a invite code.

We can view available contests,my contests, and the team created for the contest.

We can sort the contests by size of entry and contest size

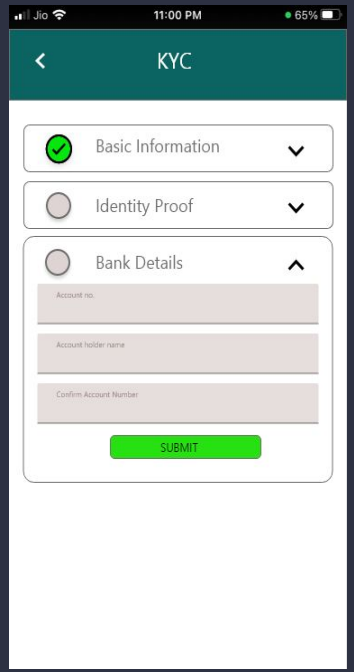


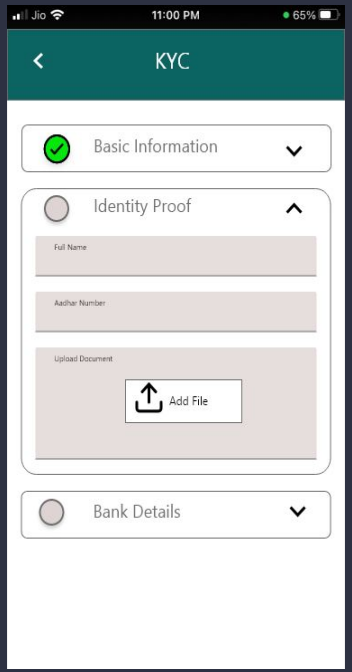


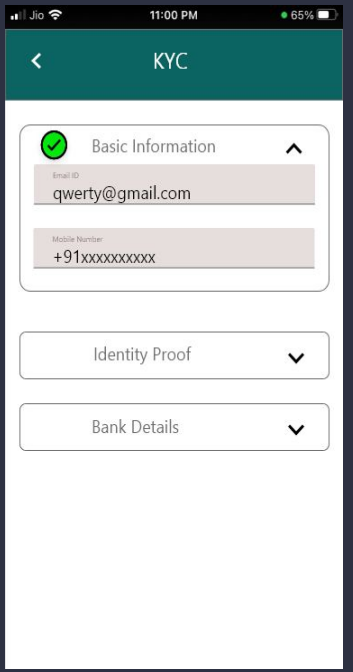
Stats gives us the total

- No of Wins
- Contests Joined
- Amount of Winnings
- Contests Created
- Teams Created

Know Your Customer (**KYC**) refers to the process of verifying the identity of your customers, either before or during the time that they start doing business with you

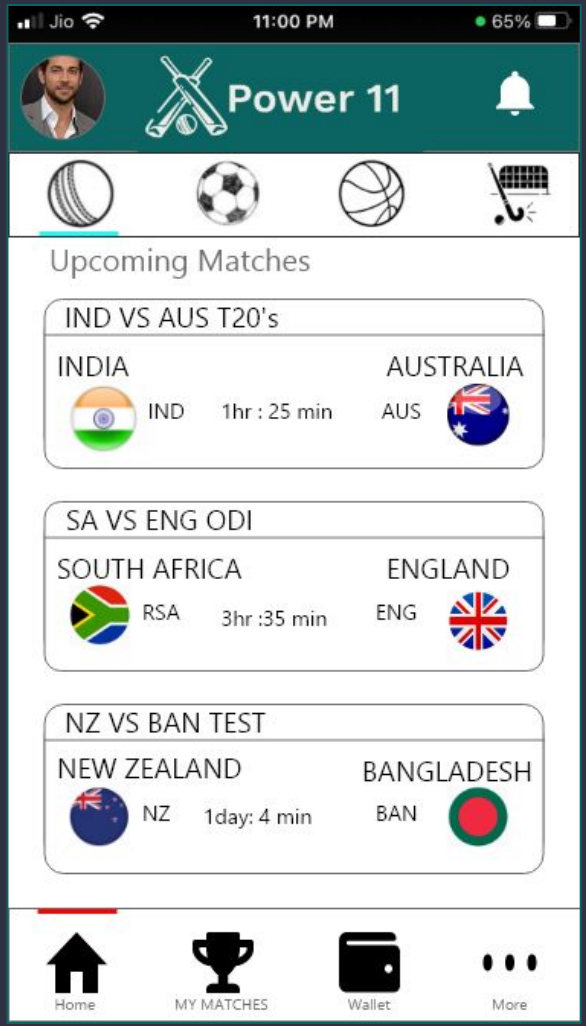






Hick’s law states that the time it takes for users to make a decision increases as the number of choices offered increase.

Follows the digit span rule of 7+/-2.

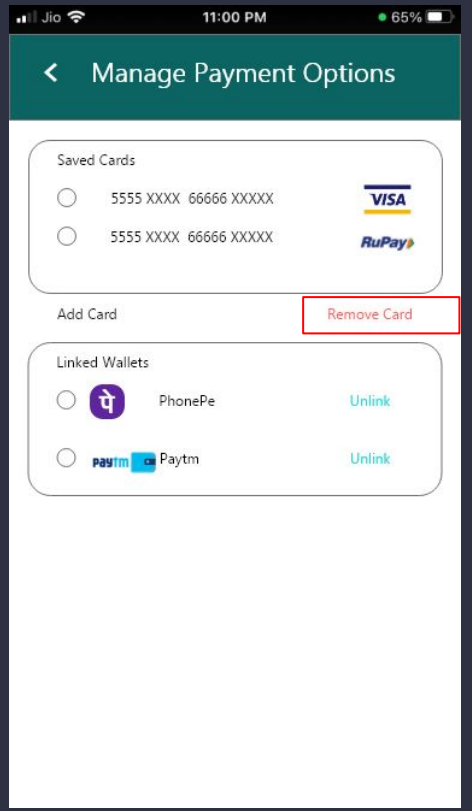


Von Restorff effect or isolation effect :

Isolation effect states that distinctive items are more likely to be noticed /remembered compared to ordinary items.

Here emphasize important detail

Card add/remove image.



Psychology of persuasion

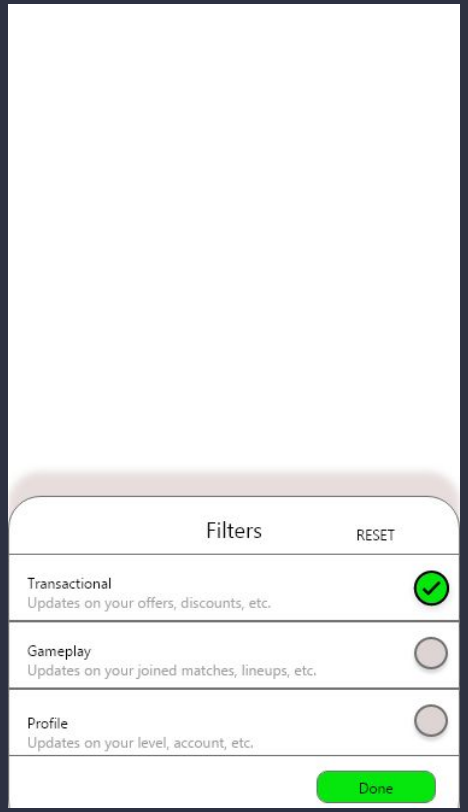
Psychology of persuasion
Influencing others- science of human behaviour that can be used to help improve the success of your business.

Name POWER 11 is derived from DREAM 11

VISUAL DESIGN

Design with a high contrast of values
Dark values : sense of clarity,

Lighter values : a sense of subtlety.

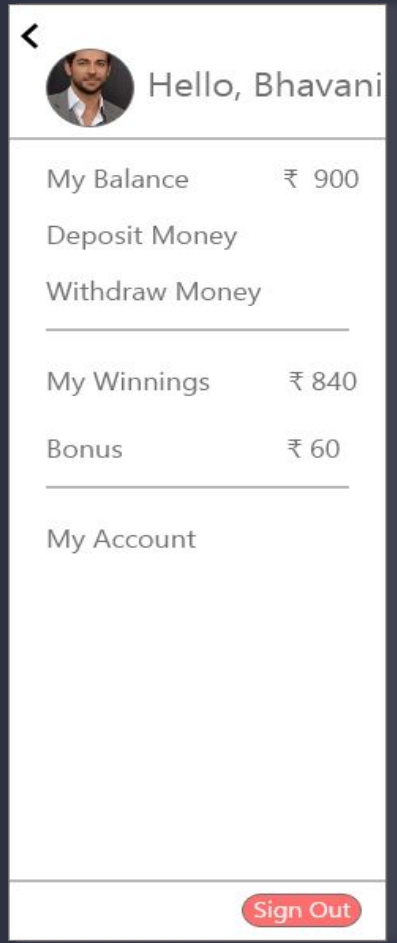


GESTALTS LAWS OR PRINCIPLES

Common Region: We group elements that are in the same closed region.

By adding borders around an element (or a group of items), you separate it from surrounding elements.

Subtle shadow and clearly visible borders create an impression of individual objects.

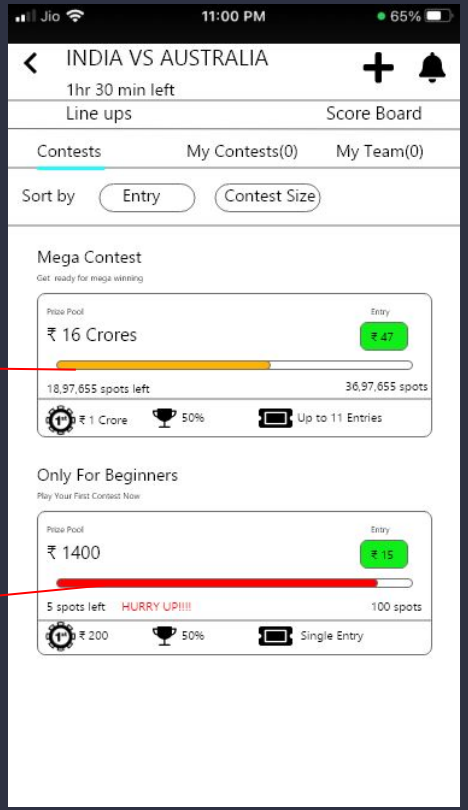


Scarcity - More value to things that are limited in number or are available for a limited time.

Psychological phenomenon known as FOMO, “Fear of Missing Out”.

Changing colour similar to traffic lights system which is recognizable.

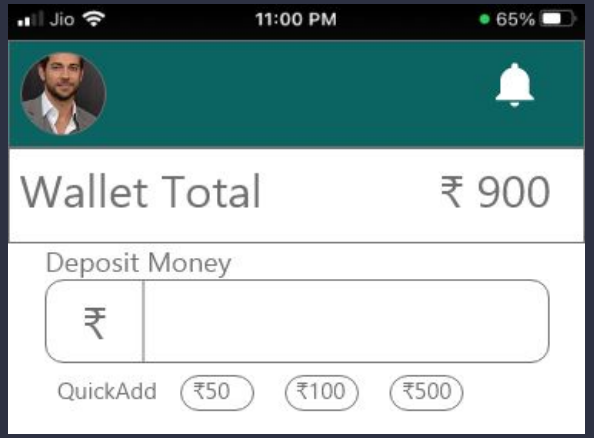
Limited slots left to participate, create a sense of urgency.



Law of Proximity (Emergence):

When elements are placed close together they are perceived as a group.

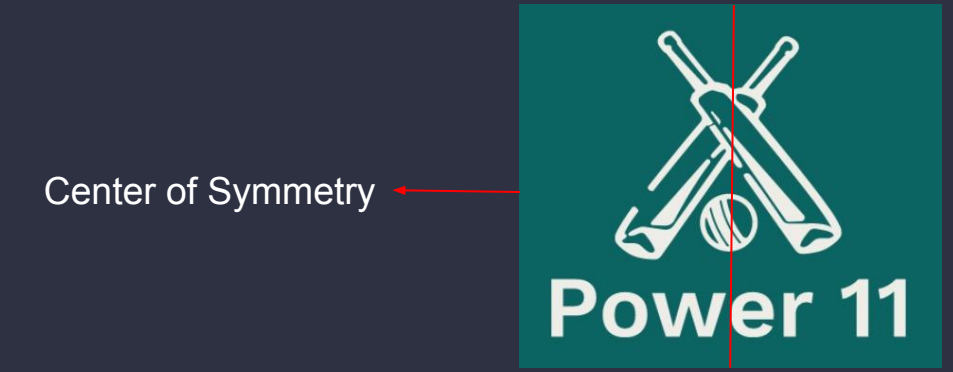
When the three lines in are placed at random, further away from each other, they are not perceived as one unit.



Law of Symmetry:
Humans naturally find symmetry aesthetically pleasing when

we look at certain objects, we see them as symmetrical shapes

that form around their centers.

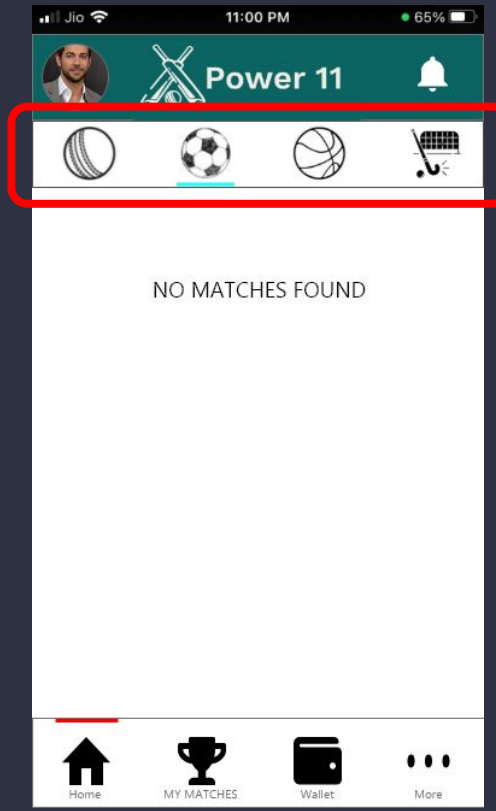


Law of Continuity

Perception tends to see object arranged in lines or curves as related or grouped.

Objects connected by straight or curving lines are seen in a way that follows the smoothest path.

Skeuomorphism describe interface objects that mirror real world counterparts in how they appear and/or how the user can interact with them.



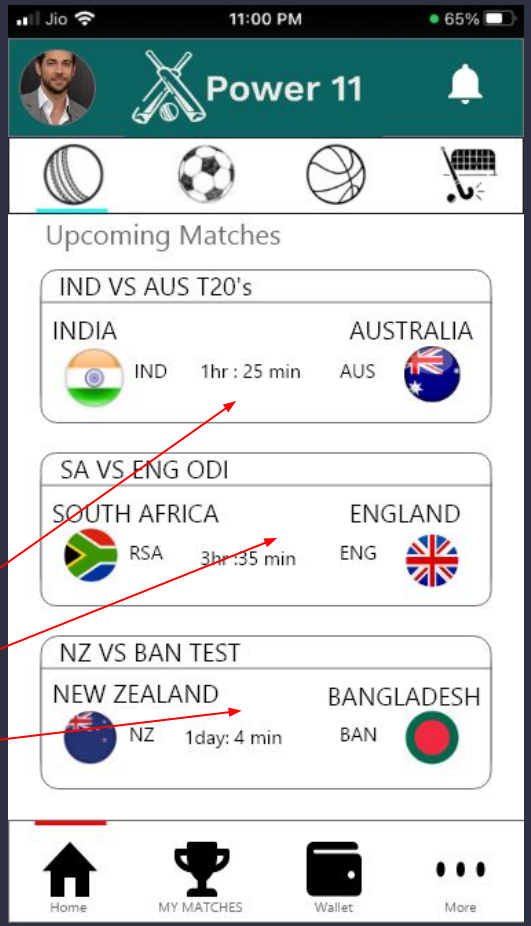
Pareto’s Law

Also known as Law of the Vital Few,

states that just 20% of the work that you have done to achieve something is

responsible for 80% of the results that you’ve achieved.

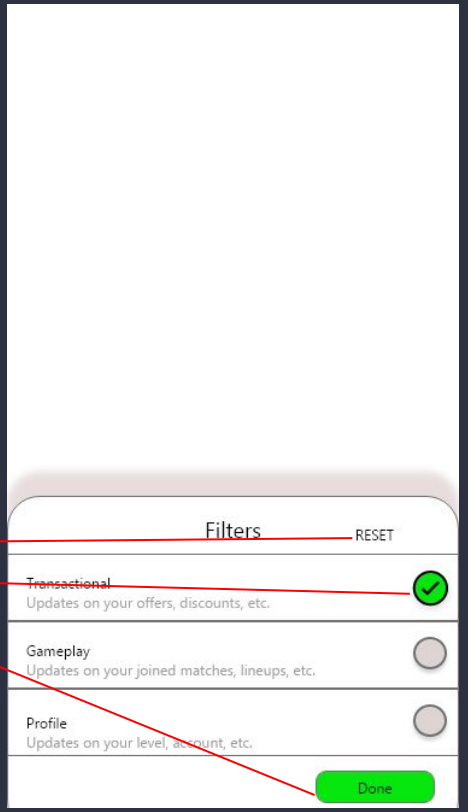
Selection of matches



Fitts Law

Fitts' Law: Paul Fitts described a way to mathematically predict how long it will take to "acquire" a target based on its distance and size.

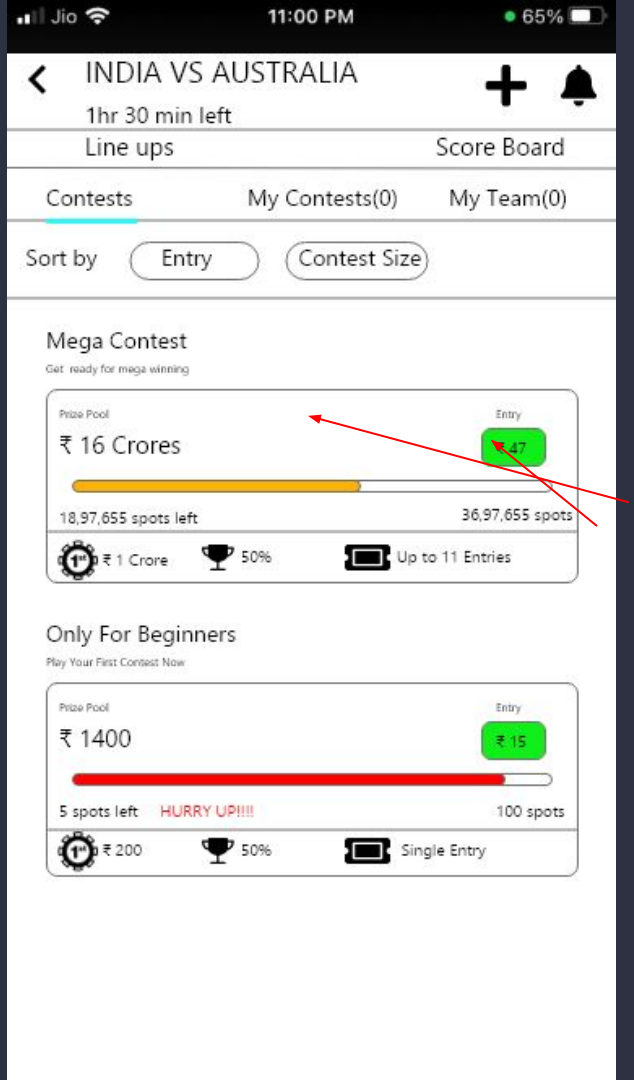
Reset is small, hence it's hard to reach whereas filters and done are big sized objects.



Tesler's Law

This law posits that any system has an minimum amount of complexity that cannot be removed .

- Beyond this threshold, any removal leads to feature regression



Usability Principles

Efficiency:

- Efficacy: Accommodate a user’s continuous advancement in knowledge and skill.

- User Control: Make users the initiators of actions rather than the responders to increase the users’ sense that they are in charge of the system.

Wok-load Reduction:

- Supportive Automation: Make user’s task easier, simpler and faster. Automate unwanted workload.

- Reduce Memory Load: Keep information display simple and consolidated. Allow recognition rather than call.

Communication:

- Structure: Put related things together, and keep unrelated things separate.

- Sequencing: Organise groups of actions with a beginning, middle, and end, so that users know where they are when they are done and have the satisfaction of accomplishment.

Error Prevention & Handling:

- Error Recovery: Provide clear, plain-language messages to describe the problem and suggest a solution to help users recover from any errors.

- Undo & Redo: Provide “emergency exits” to allow users to abandon an unwanted action. The ability to reverse actions relieves anxiety and encourages user exploration of unfamiliar options.

Consistency & Standards:

Follow appropriate standards for the platform and the suite of products. Within an application make sure that actions, terminology, and commands are used consistently.

Aesthetic & Minimalist Design:

- Simplicity: Reduce clutter and eliminate any unnecessary or irrelevant elements.

- Visibility: Keep the most commonly used options for a task visible.

Golden Rules of Design

- **Strive for consistency.**
  - utilizing familiar icons(different images for different sports), colors, menu hierarchy, call-to-actions, and user flows.
- **Enable frequent users to use shortcuts.**
  - With increased use comes the demand for quicker methods of completing tasks.For example, using Home button,reset option for clearing the selections and more.
- **Offer informative feedback.**
  - The user should know where they are at and what is going on at all times. For every action there should be appropriate, human-readable feedback within a reasonable amount of time. For example the user will know in which league they are competing and there will be immediate feedback after they create a team and join the league.

- **Design dialogs to yield closure.**
  - Telling them what their outcome or action has led them to.For example, we will send the users their proof of purchase and congratulations message if they have won the contest.
- **Offer simple error handling.**
  - This app is designed as fool-proof as possible and avoiding errors, ensure users are provided with simple, intuitive step-by-step instructions to solve the problem as quickly and painlessly as possible.For example, reminding the users to select their top performers.(like captain and Vice -captain.)
- **Permit easy reversal of actions.**
  - We also aim to offer users obvious ways to reverse their actions.For example,resetting the team to re-select the players if they are short of points to buy the players.
- **Support internal locus of control.**
  - Allow your users to be the initiators of actions. Give users the sense that they are in full control of events occurring in the digital space.We provide the users a complete control from beginning to end of joining a contest like adding money to the wallet ,joining the team , selecting the players and giving permission to the app to enter into the contest.All these actions are strictly performed by the users.

- Reduce short-term memory load.
  - User interface is as simple as possible with proper information hierarchy, and choosing recognition over recall.We provide different categories of sports like cricket,basketball and more with different leagues(based on the amount they wish to enter).And we also provide users with filter option to select their range.This way their selection of choice will be reduced.

Nielsen Norman Design Guidelines

Communicating the App's Purpose.

Communicating Information About Company.(Terms & Condition,info about them.)

Navigation.(easy navigation to join a contest).

Communicating Technical Problems and Handling Emergencies.(Cus.care)

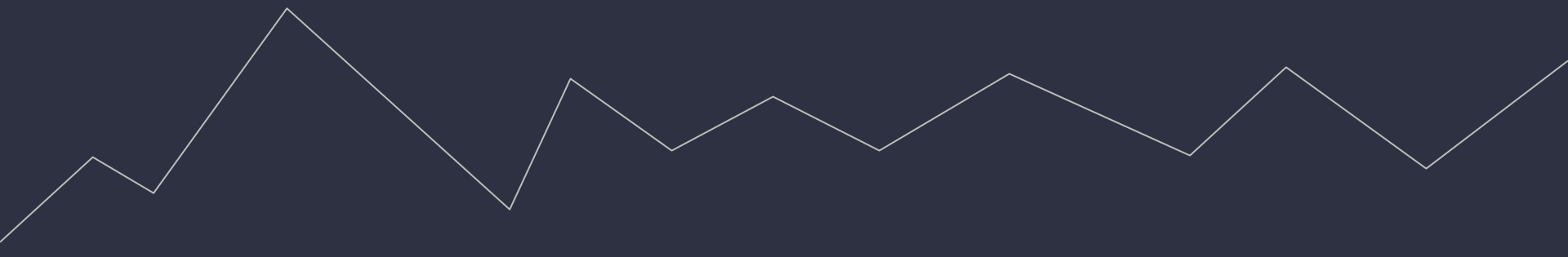
Page Reload and Refresh.(Updating status)

Gathering User Feedback and Data.(Reviews and Suggestions)

Conclusion

- Heuristics for efficient prediction of the winner for a cricket match of two different formats have been proposed.
- The proposed approaches consider every important aspects which are directly and indirectly affecting the outcome of a match.
- Here, statistical data are used to derive at a concluding single parametric value which is finally used in a suitably defined probabilistic function for predicting the winning probability of a team.

SL#	Tool/ Algorithm	Data	Accuracy (%) ODI	Accuracy (%) T-20
1	Random forest	Historical	78	76
2	Regression	Historical	65	54
3	Naive Baye's	Historical	76	79.5
4	MLP	Historical	58	62
4	SVM	Historical	82	82
5	Proposed heuristics	Historical	89.1	88

- These approaches are unique of their kind as they do not incorporate any type of predefined classifiers.
- Test cases have been considered from benchmark dataset for evaluation purpose.
- Further, these methods upon comparison with other schemes those using benchmark classifiers give comparatively better performance in terms of the overall rate of accuracies (89.1% for ODI and 88.33% for T-20).
- The future work may focus on devising a dynamic approach for live match prediction by taking the outcomes of these methods as a prior.

THANK YOU