

Summary:

Fandelo is a sports, music and entertainment fan engagement app where fans can follow their favorite individuals, teams, leagues, bands, and groups. Fans can then view aggregated news, video, scores, spotify songs and embedded social feeds for their favorites on the Fandelo app. They can also engage in discussion with other fans in the 'fanroom', where they can post text, media and polls.

Fandelo's team interviewed university students about their experience using the app. They then conducted 13 other interviews with random users.

University Interviews Summary:

Onboarding

- Pros:
 - “aesthetically and technically simplistic”
 - “Simple, easy to follow questionnaire”
- Cons:
 - Not “personal”
 - “counterproductive:
 - Limited:
 - Programmed onboarding options - inability to search
 - “The options given to users when first setting up their profile are extensive, however have a limited scope.”

User profile

- **Lack of customisation**
- Range of opinions about creating a user profile:
 - Process not intuitive
 - Vs its a simple process
 - “User’s complex identity...reduced to six input fields”
- No usernames or pseudonyms
 - Pros and cons expressed about this
 - Simplistic
 - Limits creativity and agency - layer of anonymity, people less inclined to say what they actually think
 - Also holds users to account
- Suggestions:
 - Bio feature
 - Option to follow other users

All in one place vs overwhelmed

- “Whilst my initial interaction with Fandelo seemed overwhelming with volumes of information and multiplicity of features, the app segregated and related to one part of my identity. It played into my interests in sport and music rather than having to scroll through large amounts of feed and multiple platforms.”

Fanroom

- Described as intuitive, functions well, operates seamlessly
- Limited in the way users can express themselves (character counts etc)
- Speaking to a specific audience - don't have to please everyone - context collapse
- Fanroom providing a space for people to come together - opposition comment
 - Flipside of this - no diversity of information or opinion (19)
- Some describe it as “novel”, others say it needs to have more novel functionality
- Suggestion to incorporate search through the fanroom - ability to filter through content

Fan ranking and kudos

- Quantitative fan ranking “superficial” - not true representation of how much someone cares about a fan
- Balancing genuine fan engagement/UGC vs competing for social status of fan ranking
 - Eg. one student made the comparison of users potentially putting too much weight on the importance of fan rankings, like Instagram likes or follower counts
 - Potential for it to pit fans against each other

- People may adjust their posts/thoughts/feelings - based on what they expect people to like
 - Impression management
- Kudos - encourages people to post richer content
- Fan ranking “novel”

Interaction

- Suggested incorporating private fan-to-fan interaction

Social media integration

- Question as to whether it adds value

Interesting comments

- Often referred to as a ‘social media’ platform
- Fanroom providing a space for people to come together - opposition comment
 - Flipside of this - no diversity of information or opinion (19)
- Lack of favorites and lack of diversity
 - Comments of the app being quite “Americanised”
- Too many promotional posts from official account and superfans
 - “Clutter feeds and disrupt user experience...”
 - Balancing dominant voices vs quality contributions
- Moderation and accuracy of info
 - Bc it relies on UGC - Wikipedia example
- Interesting privacy, data and moderation concerns raised

#1 – Hayley Burrow and Stephanie Brock

Hey, Haley. How's it going?

Good, thank you. How are you?

Doing well. Doing well.

Oh, hello.

Hello. Hi.

How are you going?

Good. How are you?

Good. So you guys have met. This is my lovely friend Haley Hayden.

Always, always good to have the hey names. They're always good.

That not to expose Haley or anything, but I was like, oh, yeah, like, it'll be me, my boss, Hayden, and she's like, Hayden is such a slay of a name.

I like that name. It's a good name.

I just made my day. Thank you.

So good.

Yeah. So, Haley, as far as kind of either about fandello or just kind of the kind of interview process, has Steph kind of told you a bit about.

Yeah, yeah, Steph talked to us a bit about it, like, all of our little friendship group and stuff. I think she's pretty proud of all of it, which is very nice to see.

Yeah, it's a pretty fun app once you kind of get into like I think really for the point of today is really just to get kind of your thoughts on either fandello if you use it or just to kind of hear what your current experience kind of as a fan, be it of sports, music or entertainment is like, and just to kind of get your kind of thoughts around everything.

Yeah, no, sounds good.

Cool. So I think to start, if you could just kind of describe a bit about yourself and just really what does fandom mean to you?

Yeah, so I'd say I'm pretty passionate about music. I'm pretty intense with my music followings and getting tickets and going to as many concerts and stuff as I can. So, yeah, I guess I like the idea of the app because it does have everything in the one spot with sport as well. So I play Footy as well, and I'm very passionate about AFL, and I really like tennis as well, so they're sort of like my main kind of areas that I'm interested in. So, yeah, it is kind of handy because I feel like sometimes it's hard to get tickets and stuff because everything's posted on all different things, so it's hard to sometimes you miss things really easily. Or if you're not following someone, like an artist or something on Instagram, then you might not see them post or you'll get an email or something about a ticket and it goes to your spam or something.

So I feel like it's a good premise, like, having it all in the one spot.

Yeah. And cool that you play Footy. I just discovered it this year, and it does not look easy to do. So hats off to you as far as kind of your favorite artists recently or who are they? Do you have, like, a Footy team that you follow?

Yeah. So, yeah, I go for Collingwood Magpies, and I'm a very passionate does not steph goes to Hawthorne though, and Hawthorne's not very.

Our glory days are over.

And it's it all circles back around. It's Collingwood's time right now, unfortunately, I.

Guess fortunately for me. But, yeah, now so Collingwood and one of my friends plays for AFLW, Collingwood as well. So that's even more incentive for me to like them. And then music wise, I mainly listen to kind of Triple J, like, more alternative sort of music. So I think some of the one band that I liked that was already on the app was Gang of Youth. I really like their music, so I don't think they have much going on at the moment in terms of new music or tickets or anything. But, yeah, I really like them. So, yeah, that's an example.

Got you. And as far as kind of the app itself, do you kind of recall the last time you used it?

Yeah, I was looking at it this morning and I was adding a couple more people to it. So I added Collingwood on there because I was like, oh, add that now because the footy is going into the final season. So that was good. I added it all and there was all this news and stuff about it that I could read all kind of related together, which was good because the first final is this Thursday. So I was like, oh, I'll have a bit of a read of it all, rather than scrolling through googling news articles and stuff. So that was good to read.

Yeah. And if you could kind of like in that session this morning, if you could best to your recall, like, no details too kind of small or relevant, just kind of your process, what you kind of looked at, what you read, didn't read, et cetera.

Yeah. So, yeah, I just logged onto the app and then I went into the search bar. I'd added some favorites from when I first signed up for the app, which automatically kind of came up. And then I realized, yeah, I didn't have Collingwood on there, so I just searched Collingwood in there in the search tab and then just added them. And then I think I looked at an article about Nick dacos, who's one of our he's probably like one of our best players, just looking for injury updates and such. So I think it was it's probably just on my home page, actually. I think it was like a seven news article, and it sort of came up as one of the first ones. So I just went into that and had a bit of a read of that. I clicked the read more, and then it obviously takes you out into the actual page.

So. Yeah, I like that. It still keeps you in the same app, though. It didn't take me onto Safari or something like that. It's like opening more, that's and then I also went to add some other artists that I like to listen to on Spotify. And there was some because I do listen to a bit more, probably, like niche music. So they weren't on the app yet. But I like that you can request to add those new people and stuff as well.

Got you. Of the people you requested, how many did you kind of request? What are you kind of hoping from that request?

I don't think I actually requested any of them because I was like, I'll mention that today and see what happens when you do that. But there was like three that I looked up that weren't on there. But, yeah, I guess when you request them, I just assume hopefully they might be added to the app. But also understand, obviously, because it's like early days, you'd just be putting more popular sort of people on there to get it started. But obviously, I guess down the track when there's availability to do. So kind of getting those more niche sort of areas, or even Australian artists and stuff like that, more what I sort of listen to. So I guess hoping down the track, there'll be a bit more of added on there.

Gotcha. And as far as reading about, you know, where were you reading that? Was that? The Collingwood favorite. Was that AFL? Was that his kind of fan room?

It was just a seven news article, so I think it's like their sport department. I think I was looking at it in my Uni class earlier, which I probably shouldn't have been, but yeah, so I think it was just a seven news article. It was just on the all section, I think. I don't think I specified fan or news. It was just like one of the first ones that popped up.

Got you. And that raises something interesting this morning. Or if you can recall, in the last week, when you've

looked at it, where do you usually look at news articles? Is it all section? Is it within that particular favorite? Do you have any kind of examples?

I think I just mainly use the all tab. I feel like a lot of the people that I'm following on the app, besides Collingwood, a lot of people aren't really doing a whole lot at the moment, so there's not that much new stuff. So I'm just sort of using the all tab so that it encompasses all of it. I haven't really looked at the fan room one, I'd say that much. That's probably the one I've looked at the least, because I think it's like people sort of like putting themselves out there, making comments and stuff. So I haven't really looked at that one much. So I'd say I'd probably gravitate just more towards the all tab because I like that you can just have everything in the one spot. But it is good that you've got the individual filters as well.

Got you. And as far as you kind of brought up, looking at it in class the last few times. Do you find kind of that's when you typically do it? Were there other times you can recall? What were you doing, I guess, when you decided to take a look?

Yeah, I'd say it's probably like times when if I was at work or something and I'm on my break or at work when I should be doing work but I'm on my phone, those kind of scenarios that you and me, I should be paying attention in class. I feel it's probably those kind of scenarios, like I'd look at and be like, oh, I wonder what's new with all the people I'm following and stuff like that. So, yeah, probably those scenarios. I feel like I'd probably use the app more and kind of like how with Instagram, I feel like a lot of people don't sort of set out to go on Instagram. It's just kind of like a subconscious thing where you just kind of like on your phone using different apps. I feel like I probably use it more like that than I am intentionally going to use Vandella, if that makes sense.

It's just kind of like another one in my sort of socials that I will check periodically, if that makes sense.

Yeah, it's the brain needing a break in the middle of a two or three hour lecture, needing to do something else. Cool steph. Are there any kind of questions on your end?

I guess you've covered a lot. Hayden, what's the thing that you would say is the best part of using the app? Is there any kind of feature that you're really drawn to or you're like, I have to be using this, I want to come back to this element or component of it.

Yeah, I really like the tickets and the score part of it. I think during Footy and stuff, I like that I can just scroll back and see all the scores in the one spot and same. I think I followed the Oz Open and stuff as well, so it's like I can scroll back to January and look at that. And then I think the tickets part is really good too, because a lot of places it's very confusing to buy tickets. They might be on a lot of different websites or there's a lot of unofficial and official websites and it can get a bit confusing. So I really like those two components. One of the reasons why I looked up one of the bands that wasn't on there was because I know they had a concert coming up and I was interested to see what it would look like, I think.

But yeah, I think the tickets and the score part are probably the two that I sort of like the.

I.

Don'T think any other specific questions unless.

You had anything else.

Hayden yeah, a few more. And then, Haley, if you're happy to kind of answer any questions that you may have for us as well. I think the other two ones I'm curious about is as far as to your recollection, have you removed any favorites?

No, I don't think so. Like, as in if I followed a band or something, have I removed it?

Yeah.

No, I haven't done that. No.

Okay, cool. And as far as kind of again, to your best recollection in the last week or so, if you could think of

something outside of fandello, from a fan perspective where it's falling up on Collingwood or music related gangs of youth, were there other sites or apps that you kind of used? And what kind of prompted you to go to those?

Yeah, I'd say probably just like the AFL app. I use that a lot. And that does have a news component of it. Just obviously it's more official news, I guess, because it's straight from the AFL website. But I did notice the Fandella app had media articles directly from Collingwood's website as well, which was good. But I'd say, yeah, probably just like the AFL app is probably the only one that I've looked at outside of it because they have statistics and stuff as well. So, yeah, that's probably the only.

You when looking at the statistics, is it kind of again, in the last week or two, what was the context around that? During a match? Before? After.

Yeah, probably. Do you know what the brown low medal is?

Yeah, daco should probably win it. Right.

Education over.

So he's one of the, this will make you sound really bad, but anyway, I don't mind an occasional sports bet, so I was doing some looking at some betting ODS for the brown low, and I wanted to check a particular footy player. He's like the other favorite, Mark Spontanepelli. I wanted to check his stats and stuff for the year to see if that was a good size bet for me. So that's why I use the AFL app to check that kind of information. That's what prompted me to do it. But yeah. So nothing to do with necessarily, like, a news article or anything. Just my own personal unlikely monetary gain, but hopefully monetary gain.

Yeah. You feel unconfident about the bet?

I don't know. I've got a bet, like, on Dacoffs and on Bonton Pelley. So they're the two favorites. So I feel like I'll win something. I should anyway. But yeah, confident ish done the research. I got my stuff exactly.

Wonderful. Do you have any questions for us or about the app or kind of anything else top of mind for you?

I think only the requesting the favorite part. How does that work? I guess on our end as the consumer, when we do that, would we get a notification or something to say when that band or artist or something has been added or I don't know. How does that kind of work?

Yeah, that's generally how it works. We're trying to decrease the turnaround time and kind of baseline for when a favorite gets added. And what we do have plans in our product roadmap, as well, is we do have fan rankings for each kind of fan room. And when you request someone, if you're the first person to request it, once that's launched, you'll be given credit for basically having generated that person. So there's some long term incentive there to kind of be on the ground floor in that sense. So you're already well on your way. We just need to get faster and faster to turn it around.

Yeah. Okay, cool. Thanks. I think that's the only question I had. Yeah, sounds good.

Well, wonderful steph. Any anything else from your end?

No, not on my end. Just thanks so much, Haley.

That's okay.

Yeah. Really appreciate you taking the time.

Haley's. A fellow law student struggle with no, Haley doesn't struggle nearly as much as I did.

Got the dual threats. I don't know how y'all do it. I was pre law and then got off that train right before the.

Not.

A not a thing over here. That sounds, like, scary.

It is. You got to take like, a whole course. Just take the test, basically, if you want to do well.

Yeah.

I really appreciate you taking the time because, well, I know how busy you are.

That's okay. All good now. Happy to help.

Thanks so much, gal.

Thank you.

Thank you.

Great to meet you.

Talk to you soon. Bye.

Meeting #2 – Swoop Luke and Stephanie Brock

Can't find my camera.

The camera not if you plugged in. Go through the topic.

Just means I can't control I don't.

Know why it goes.

This is like that's. How did the Haley one go yesterday? She literally just messaged me. Yeah, good. She's a good intersection of being really passionate about sport and music. Yeah, awesome. She's actually applying for a job at the AFL at the moment. Lawyering, not general counsel. She'd be too small for that. Yeah. I don't know how their Grad program works or anything, so she's just sent me a whole bunch of voice memos, so I'm sure I'll get the updates.

Yeah.

And she interned at Tennis Australia and stuff like, so sport law is, like, sort of her interest, which is cool.

Just the times when she felt kind of prompted to check one of those Abid apps that's like, I'm going to class, or, I'm in class and I'm bored. Pop this open.

So she's actually been in there. How long has she been on there for? Not long, but she's a lurker. She was like, oh, I haven't touched the fan room, which was interesting. She seemed really taken by the news component. And she liked the ticketing as well, but real passive. Yeah. The thing is, if you liked a really broad spectrum of sports and it's such a like, I'm not that human. I'd be like, no, that's not for me. But it would be so many people, like my brother, for example, who are like, I like so many different sports and deeply like them that you're like that actually is a wonderful thing.

Yeah.

I want to know what's happening in the NBL overnight when I'd have to go to, like, 19 disparate news sources otherwise.

Yeah, and they'll be interested, actually.

And she was interesting that she used she mentioned quite a few times how one of the big things for her was all in one place. All in one place. And then she just loved the all tab. Like, she actually wasn't finding news, like, going into each one of her individual favorites. She just liked that it was because it's kind of, like, set and forget and that's onboarding really well, or the onboarding super smart or whatever and kind of like Netflix. Just take a minute to tell me the ten things that you've loved. I could just sit there and not just fucking Instagram feed.

Exactly.

That you want to know that's adjacent to everything that you love. Totally. Including Drake declares he's single and ready.

To what's happening on this guy's trip? When is Drake not single and ready to mingle? That's basically being single, ready to mingle and being sad about it has been his whole vibe.

Pretty much being sad about it. He's like all of us. He's just the man. Did you message Swoopy luki? Yeah, I did. My favorite thing about the storm beef feed now is that he's back with my Gemma.

Hey, guys. Sorry if I'm late, I was just in a meeting myself with work.

No worries. Should we put one face on? She can't locate my camera. The meat. Hello.

Hey, how are you going?

I'm good, thank you. How are you going?

Yeah, bit busy today, but it is what it is.

I was like, that looks like you're behind like a takeaway board, but I.

Don'T think it is. No, I'm a design consultant at a curtains and blinds place. Yeah.

Where have you been? My buddy block out blinds have got gaps between the blinds and the wall, killing them.

I can help you with that, definitely.

But hey, I'm Bristle Me Timbers.

Really nice to meet you too.

Over instagram. I've got someone here that you will recognize.

What's going on brother? How are to good to have a meeting with you on my second ad. Not bad. Perfect timing.

This is steph. Hello.

Hey. How are.

Having some tech into, but thank you firstly so much for your time. It was awesome to see you jump in the fandallo app and play around with it. And I think whilst of course I know your relationship with Tom and that you've done some pretty cool work together in the past and as a fandallo social and brand part, I would love to have a chat with you as well around what could look like. But for this session in particular, I'm going to just hand over to Hayden and he's just going to ask you a few questions about your fandom, your passions around sport and the fandalo app as well. So it's super low key. Just a few questions and apologies that you've got the cockatoo what's it called? Like the cockatoo brigade or the what? You know that you just got like everyone in a room.

Yeah, whatever. You've just got all the clowns in the room. All the clowns in the room. Just like listen on in silence. So just pretend it's just you and Hayden.

No, that's okay. No, all good.

Your face on.

Yeah. So it's not just a disembodied voice.

American voice through the ether and just little notetaker Steven. Yeah, notetaker Stefan is actually or Steven is actually not a real person.

No, that's all right. I should get a piece of paper as well just in case.

Okay. Here you go.

Beautiful. So yeah, I think really just want to get kind of your kind of current behavior and solution around just being a fan, be it mainly sports but music as well, I think to start. How much have you kind of played around with the fandello app? Yeah, so I have played around with it a little bit. I've been posting and stuff the links and I've been interacting with other people's sort of content on there. Every couple of days I'll go in there and sort of have a look and see what's going on. And when was the last time you did that? Would you say I think probably about two days ago. I might have posted something a couple of days ago. Okay, yeah. If you could just kind of going back to those two days and no details too small. What did you kind of do?

Where were you when you opened it? Why did you kind of open it? Most about things like that, I usually open