

## 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

all my apps at work and stuff as well, on the train going home. I think I opened it because I know I posted a link to probably one of my videos and then I might have talked about I might have posted something about Collingwood in the Collingwood footy chat. And then just seeing I think I had a bunch of notifications as well with other people, like, liking my stuff and commenting. So I jumped into there to have a look at what those were as what was as far as the links to your content, what were the kind of responses, what did you kind of find interesting? Yeah, it was all good. It's easier when it's kind of different to an Instagram and a Twitter, where these people are kind of like Instagram, where these people are coming to your or the Collingwood channel because they're Collingwood fans.

You're not getting a lot of opposition like with Twitter and even Facebook at times. You do get a lot of opposition supporters and this more or you can interact with more authentic fans than you could on without that sort of word from opposition supporter, from what I've noticed, anyway. Yeah, you don't get the Carlton fans showing up in don't get me started. Yeah. As far as kind of the chat is like, even kind of going back to two days ago, was there any kind of other part of the app that you looked at? Was it mainly the fan room, other people's posts, if you can kind of yes, look, it was mainly just so I can go on there, post something and look at the notifications. But I have looked at the fan rooms and I know I voted in a couple of the polls that were there.

A couple of other fans put up polls about the Melbourne game this weekend that I voted in. So that's pretty cool, all that sort of stuff. But, yeah, look, I'll be honest, and I haven't really used the app other than Collingwood stuff. So I think when I signed up, I might have just said it was only sport focused, but I haven't looked at I wouldn't mind going into the music ones and looking at some artists that I like and stuff like that as well. Gotcha. And as far as the favorites that you do kind of follow, is it just Collingwood right now? Are there any others? I think it might be Collingwood. Mick dacos and Scott Pendlebury. I think they might be the only three that I'm in at the moment. It's a fair trio. Yeah, not too bad of a and as far as kind of your recent experience, what have you really enjoyed?

Did you kind of struggle with, if anything, or still early days. Look, still early days, I did notice, and maybe I don't know if I was doing it wrong or if this is by design, but it's not like an Instagram feed where you can't post photos. Is that correct or was I it's just like text and links. Not yet, but that is on the roadmap very soon. Okay. Yeah, so I wasn't doing anything wrong, but yeah, so I might have even opened up the app a couple of times to go and post something, because when I just posting graphics and stuff like that, but instead I would just link to one of my YouTube videos or just post text. But yeah, if that's in the pipeline, it's pretty good. Yeah, absolutely. And did you notice kind of any people, as far as your links popping over for fandello or any kind of increase or was it just kind of yeah, kind of the that and I think that's not just fandello itself.

I do notice that even I find that people don't want to, especially with Instagram and going over to YouTube. So, like on Instagram, I'll put my YouTube link up in the story. But I find and even on Twitter as well, but I find that people don't want to get out of their app that they're already in. So the crossover like, I've got close to 25K on Instagram, but only five and a half on YouTube. If I could convert 20 into YouTube subscribers, that'll be nice. But it doesn't matter how much promoting you sort of do, it's just like they just don't want to leave the app that they're on because they're on that app for a reason. If they wanted to be on YouTube, they would just open YouTube. But that's not for lack of putting it up there anyway, you know what I mean?

Because you might get 510 people that do like it and do end up subscribing. Yeah. And there's always that kind of fungible content where even if it's built for one platform, there's ways to get it. Definitely. Yeah, agreed. Speaking just quickly pivoting off Sandal for a SEC, as far as kind of where again, if you can recall, kind of the last two weeks, kind of around the lead up to finals and everything, where do you kind of go currently for either Collingwood News or just as a fan? Well, Collingwood News, the easiest thing would be for Twitter because all the new sites are sort of on there and I've got notifications set up for all News and Collingwood Keywords, so that's where I'd sort of get them from. But it's hard because I'm creating all the content. It's stupid to say, but I just go to myself, really, because I'm just seeing it anyway.

But from the people that I do talk to. It's mostly instagram because it's just so accessible. Yeah. And as far as it's so accessible, is that just kind of through the accounts they follow? Is it? Just searching for Collingwood content. What have you found? Yeah, it's the accounts. They follow fan pages and stuff that will post some stuff and the AFLs on there and stuff like that. So it just collates everything into one. As far as the content you create again, even if you can think of recently, what content do you type of content do you really enjoy creating? Or what type of content have you noticed does well for you? So the type of content I enjoy creating is, like, I enjoy all my video sort of stuff. Look, I enjoy all my sort of content, but the stuff that does well for me is my instagram.

Or sorry, are my instagram posts. That's what really easy to share, easy to post to someone's story, easy to comment on. And that's where most of my traction comes from. And those are video mainly. No. Look, they're mainly just graphics. Just still graphics. But sometimes if I post, like a real I've made like a little reel and stuff like that kind of like the TikTok sort of format they do well as well. Bit of music, bit of highlights. No one can go past that. Gotcha? And have you found kind of a balance between posting and stories, or do you find one works kind of consistently? Yeah, look, I post more consistently. Stories are just there to sort of highlight what I've posted. I don't really use stories for anything other than the fact that it's like, hey, I just posted this cool thing. Or I just posted this stat.

Go click through and check it out. Because stories, they tend to get seen by a little bit more people, depending on what time you sort of post that story up. But yeah. So that's just for me. I use the story like you would a highlighter in a book. Got you. I think that answers a lot of my questions. Do you all have any on yours?

That covers us quite a lot.

Are there any questions you have and I don't know, Britt, if you want to talk kind of the other non.

Interview stuff on this call yeah, I think can do. Although just caveatting the collaboration piece. We'd Love To Explore something with you but Tom is T -20 less than 20 and as it relates To AFL. Obviously, we've only got a few more weeks of the season before that kind of Big For US. And For You, I guess, as well. That kind of shifts for a few months. So I think keen to potentially explore something. But I'd like to give Tom just a few days to get around what we're already doing that we might be able to turn around very quickly for over these next few weeks. Or whether it's let's just keep chatting as we roll into preseason, into next.

Season, as that sounds good. I only got a couple more weeks AFLW. I'll sort of roll into that and then it's nothing for a couple of months while the boys are in mykonos and stuff. Hopefully celebrating a flag, right? Hope so.

Yeah. Awesome.

Do you have any questions for us just around fandella generally or anything kind of for you? No. Look, it's pretty good. Sort of coming across it and using it. I probably can see myself using it a lot more, especially, like I said earlier on, where it is sort of dedicated fan channels where you don't get that from other platforms. I know Instagram is trying to roll out like a channels thing, but I don't use that at all. But, yeah, it's kind of serviced. Obviously it's got fan in the title for a reason, so service for that. For the fan, sir. I will probably start using it a little bit more. It's just crazy time at the moment. Yeah. Can imagine. We all appreciate you taking the time that's right. To chat. All these insights are super helpful, so we appreciate it. No worries. And look, if you have anything else for me or any questions or you want me to sort of post more or try more things or link or whatever it may be like, Tom knows I'm pretty easy and I'm an open book, so yeah, I'm always happy to help.

Yeah, absolutely love to keep in touch and get your thoughts as we go along, particularly after introducing more the ability to post media. Yeah, definitely. Awesome.

Thank you so much for your time. Thank you so much.

No worries. Thanks, guys. I appreciate it.

See you.

All right, have a nice day. See you guys. Bye.

## Meeting #3 – Ben Montanaro and Stephanie Brock

Good. Yeah, I'm just working from home today, so it's been pretty crazy.

Awesome. Carla mentioned you work in UX.

Yeah, I work at 711.

Awesome.

Yeah, it's quite good at the moment. But yeah, it's a new job, so I'm only semi new seven or eight months in.

Nice.

Yeah, it's really good. How about yourself? You're in us.

I'm one of the marketing coordinators here, but I've been here for a while. I guess I started here as a little intern, which is nice little story, I guess about 18 months ago now. But only been full time for a month or so. So yeah, just sort of getting started, really. But it's good to be familiar, like having been here for 18 months with the brands and stuff. But yeah, just stepping in a full time capacity. Carl also mentioned that this is so random that you go out with Sarah Walker.

Yeah. Yes, girl.

We were in the same year together at school.

You're kidding.

Yeah.

That's funny. That I'm going to tell her. I'll message her after this.

Yeah, because Tyler and I made the connection that because I'm still living in Eltham. Are you still in Eltham in the no, I wish.

I'm still with my folks in Richmond. They made a big move. My older brother moved out. They thought, Fuck, let's just go in City and scale down. And I just had to follow them. Still have at the moment.

Yeah, well, it's just in a good positive, but the Alsam connection. And she was like, oh, where'd you go to school? And I said, CLC. And obviously she knew Sarah went there and yeah.

What a small world.

Even smaller in Altham, as you would know.

You know one person from although you know everyone 100%.

Cool. Well, thanks so much for taking time today to chat to me. So appreciate it. So we just really love to get your thoughts and I guess sort of an understanding of your experience so far inside fandelio and just fandom in general. So to kick us off, it'd be really good for me. Just have an understanding of what fandom means to you, like who you're a fan of, sport or music.

I reckon my first thought would be footy in particular. I love footy. I've been playing it most of my life, so I'm a big fan in that aspect and then secondly across different sports. So I also love basketball, I love surfing and pretty much all sports. There's not many sports that I couldn't probably sit down and watch, and I also couldn't pick a few plays from, at least. So I'd say I'm a general fan of sport and I also love music and entertainment, whether it be movies or TV shows or just general artists. Everyone has their favorite bunch of artists, I guess. There's no one in particular I don't think I really idolize. And I'm a huge fanboy of say, I'm more just a general fan of the broader aspects. So whether it be AFL movies or TV shows, comedy shows.

Cool. And what AFL team do you go.

Oh, you might hang Melbourne.

Oh, okay. It's okay. I won't hold it against you too much. Cool. And with basketball you mentioned, is that like NBA or that you're yeah, it's.

Pretty seasonal, obviously, because it's not on during AFL season. But I don't know, I go through a phase for like three or four months where I just love the NBA and all the trade period stuff and all the money and stuff that goes into it. It just reckon I think it starts in October, so maybe the start of the season and then the playoffs, I get really involved in it probably dies off over summer because I'm just not really paying attention. That's probably the second sport apart from footy, I would say I get most invested in.

Yeah. Nice.

It's very seasonal. I feel like sport because obviously over summer you've got things like cricket and you've got the Australian Open. I feel like even when the World Cup was on, female World Cup, everyone was so heavily involved. But now people probably don't know who we're playing next or when the next game is. I think it's very up and down. At least my love and obsession with sport is very up and down.

Yeah, totally. Makes so much sense as you're saying the seasonality aspect of it all. And just in terms of, like, how much have you played around with the app? Have you had a look at it?

Carla shot me over the link to the app this morning. So I've been taking little breaks here and there from work, having a bit of a play around with. Yeah, I think it's awesome. I wasn't sure what it was going to be from the name of it and from sort of like the onboarding of it. As a UX designer, I'm always nitpicking little things. It's just annoying.

To hear your thoughts.

Yeah. So I don't know. I thought at the start as soon as I went on I was playing around with it. Obviously, it's very situated around like a forum, social forum where people can just share their ideas and thoughts. Almost like a smaller scale of Twitter. I instantly grew a connection to fandelo with sports, so I didn't really straight away associate it with entertainment or music. I'm not sure why. Maybe I might have just selected that throughout the onboarding, sort of like steps and then I don't know. Another thought just instantly came to me. I thought, how awesome would it be if you've obviously got that fan room feature? But if you were to scale that down, if I was to invite three or four of my friends onto the app and then keep it more concise just with them. So if it was like a mates fan room that you could pretty much just throw articles, polls, pretty much everything that you have on the app in there and not let the broader public look at it.

So it's almost like a scaled down version, whilst also having that larger fan room, which is pretty much breeding all the content anyway. I don't know why that just shot into my head.

Is that just sort of more like it has that nice sort of group chat feel to it, like it's just bantering with your mates and is that sort of what that element of it would?

I think so. I think I was thinking, like, what would continuously drive me to want to use the app and things like social media and pretty much all social media platforms, there's an aspect of customization where you can sort of the technology or the features into your own little space. And that in messenger or Facebook. Sorry. In Facebook. It's messenger. In Instagram, it's like DMs and you can really sort of narrow it down to what you want to do with it. So that's what I was sort of thinking of in that aspect. Another thing that I thought would be cool and it sort of ties into what would continuously drive me back to the app would be if there was like, for instance, the footies on tonight, collingwood and Melbourne. How cool.

Carla just scored tickets.

Carla did?

Yeah.

Fuck. I'm like the only person in our family not going now because Mum and dad also scored tickets.

I heard of commercials like you're joking.

They're as scarce as they come at the moment, those tickets.

Yeah. Guys, I'm sorry.

I was just saying it would be cool if you could do like a live feed functionality or something like that as the game was playing. There could just be like a fan room or like a forum that people could enter and it would expire as soon as the game is finished. That would also, I reckon, drive you to want to use the app at a specific time.

And what would be the benefit of that sort of live feature to you? Is it connection with other fans? It's very an immersive sort of experience.

I reckon the fact that it's going to expire as soon as the game's over, that I mean, ignoring all the hate that people we put in there, but the fact that people can just be as raw as possible and sort of in the moment say little things. Someone might kick a good ass goal. People will just be like, going crazy. Similar to, for instance, I play for alpha for footy, right? And I reckon whenever there's a footy game on our inbox that we've got goes ballistic, like, people just be typing, oh my God, did you see that? Oh my God, that guy took such a good mark. Blah, blah. That's sort of the functionality that I thought could be implemented in the app in a way I don't know if it would work, to be honest. But that's just sort of what I was thinking.

Could be, like, a cool touch.

Cool. Love. Awesome. I know you've just sort of had a play around with it this morning and had a good look at the fan room, but can you sort of talk me through your process of going through the app? Like, no detail is too small? Like, which tabs you looked at, which content you looked at, which parts you ignored or didn't click through?

Yes, I can. I took a little so immediately, like, you know those introduction screens, how you select sort of the content that you want to see? So love that. That was really good. I selected Footy and Tame Impala or something like that as well, just to break it up. What I didn't like was as soon as I got on, it started scrolling automatically. Like, between the tabs. I just feel like just let me just scroll at my own pace because it skipped to the second one straight away and the tabs. When I went onto the calendar navigation item, I was a little bit annoyed because I was searching for events for next week, in the week after. But if you tap on dates that expand from two days from now, it wasn't letting me actually click on them.

Okay.

If I wanted to see anything about the footy next weekend, I can't actually tap on the 15th or the 16th or the 17 September on that little calendar. So I don't know. That was a little bit annoying because if I wanted to buy tickets in advance, I might not be able to.

Did you have a look at or scroll into the news tab or any of those other sort of tabs that are available when you're looking in a particular favorite?

Yes, I did. So I can do it right now as well. So I put down Richmond football club and read a news. I also found it was very, like, each tile, it's almost like a full blade tile, so it's like hitting the edges of your phone where if it was brought in a little bit, I feel like it would be more noticeable and clickable. At the moment, it feels very condensed because it does run all the way to the end of the screen. But I did like the fact that you can get all those articles just, like, on the spot. It's really cool. And to be narrowed down to each individual hero item that you're selecting I think is really nice. And like, the scores as well. That's a nice touch because you can just keep scrolling and look at all the scores from previous matches and stuff like that.

Yeah, nice. Sorry, just conscious of time. I don't want to hold you up too much. Just outside of fandolo, you say you're a big fan of keeping up to date with when NBA is really on in playoffs and trade season, all that kind of

stuff. And big interest in AFL at the moment. Where are you sort of going to find news or updates or any kind of fan related content for those interests on social media? Is it news platforms? Yeah. Where are you going?

Primarily, I reckon, Instagram and TikTok. Probably Instagram, obviously, because your algorithms are so intact that it just gives you everything that you need within an hour of any game that's finished or any big event that's happened. TikTok is another one you can pretty much find everything you need to find in a short little video on TikTok. So that's great. I wouldn't say, honestly, I barely do much reading of full articles unless it's like a big news story that's sort of broken or if there is a big trade that's happening, I find that interesting to read, but things like after The Footy tonight, like the result of the game, they'll do a big write up. I would never read that. I'll just look at the highlights or the key things to come from that game.

Yeah. So do you think because of that you'd be less inclined to look at the news tab in sandello for any of your favorites or you wouldn't be gravitating towards that?

Well, I did see in the news tab sorry, I'm not looking down, just looking at the phone. Now. There is like a video tab which I would probably be more likely to at least browse through than the news one. Sorry, no way around. I would actually click into I feel like browse the news one because it gives you the headline and quickly read it, whereas one, I feel like I'd actually probably click into it a bit more likely than the news stories.

Yeah, cool. All right, thank you so much for all your insights. Particular UI. We love that. Before we wrap up, do you have any questions for me about the app.

Or anything it's released to the public? Obviously hasn't at the moment. Yeah, so what's the big do you have a marketing strategy in place to get it out there? I want to tell all my mates.

About it now 100%, and we'd so love for you to do that. We have had some campaigns going on recently around Collingwood and AFL, just generally so trying to drive traffic to those specific fan rooms and we've had like comps and stuff going where people can win prizes and stuff. So bit of that going on our Instagram and we've gotten a few influencers on board now to help us drive traffic there. But by all means, tell all your mates we'd love them to get in there and see them interacting in the fan room and whatnot.

Just sort of another cool point. Sorry, I know I'm close to the time. No.

Oh, my God.

If you're watching The Footy on Channel Seven, say, tonight, and somehow partnered with channel Seven or whoever is running it sounds very out of scope, but if you partnered with them, they could then just show like a live forum going on that is talking about the game in little snippets of the game actually running. I reckon people would then just be like, scan a QR code, jump on, bang, you're in that forum, you're talking about it and people jump on that 100%. Cool.

Well, we could use you over here, Ben. All your ideas, UX and marketing ideas.

Well, it's lovely to meet you, Stephanie. I'll tell Sarah.

Yes, well, tell her I say hello. I've seen she's been all over Europe with having a tough time. Did you go with her at all?

I did for a month. She stayed on for another nine weeks, I think.

Long time.

God, yeah. Yeah. I think she's struggling now that she's come back to reality, but she'll be right.

Well, tell her I say hello. Perfect much for your time.

No worries. Thanks, Deb. Bye.



## Meeting #4 - Tejas Srinivas and Stephanie Brock

Hello? Can you hear me?

Hi there. Are you going to hear me?

Yeah, I can hear you.

Okay. I can't hear you for some reason.

Is that still not working?

Is yeah. Let me just maybe I'll take my headphones off. That might better.

Testing. Testing.

I can hear now. Sorry about that.

No, I'm sorry.

No problem.

Hi. My name is Steph. I'm one of the marketing coordinators at Fandello. How are?

Good. I'm good. Nice to meet you.

Are you the son of yes, that's me.

Yes.

I've been emailing with your dad back and forth, and he mentioned that you helped him out with the app.

Yeah, he's been mentioning about that, and yeah, I really like the app, actually. I've found a lot of good things about it. I've been using it recently, and, yeah, it's been revolutionary, in my opinion, because I'm a fan of a lot of different things, right. Whether it be music or just events. Sports, mainly. Mainly sports. And I found that there hasn't really been, like, a connecting application or website or anything like that. If you want to know something about sports, you've got to search up, like, Fox Sports or, like, something else. But I find with this, I'm able to get everything in one, and it's really easy to navigate as well. And that's something that's been really helpful for me, and I really enjoy using it.

Oh, that's so good. We're so happy to hear that feedback. So you've obviously had a good look at it and play around with it. You mentioned you're a fan of both music and sport, mainly sport, but what favorites are you following? Are you following any at all?

Collingwood.

Collingwood.

Big time. That's one. And then in terms of I obviously follow a lot of cricket, so I've got, like, the Australian team tagged as one of the topics that I follow, and then I'm not sure if you know, the weekend he's a music artist, so I'm going to his concert later this year. Yeah, it really is. So I have him up there as well, and I've been able to get news about concert tickets and things like that. So, yeah, it's been fun. And I've been interacting with other users, I guess, in terms of posts and all that. So, yeah, I've enjoyed that part of it, this interactions as well, which has been good.

Awesome. And just in terms of your usage of the app, can you talk me through sort of what you did on the app, the last time you used it? No detail is too small. Can you take me on a journey of sort of like when was the last time you used it? What you did while you were in there, what prompted you to look at it, what things you engaged with, and things perhaps you didn't as well.

Okay, so the last time I used it was after Collingwood won the final against Melbourne. Yeah, sorry, what team do you go for, by the way?

I go for Hawthorne.

Okay.

I'm very relaxed.

Yeah, very relaxed. I went onto it after that just to see because there was like a controversial hit on a player. So I wanted to see sort of the discussions around that, what was going on. So I went on the morning after and what I did was one thing that I really like is that it shows links to all the news. So you can open it on the app, you don't have to search it up on Google and scan through a bunch of websites. So I went through some of the links there and I was just reading some of the articles and then I went to the fan page, I guess, where they were talking about the match and some of the stuff that happened. So I interacted with that, had a bit of a look at that and then I also saw a new feature that I hadn't actually recognized before, the calendar, which was showing the upcoming tours and stuff like that from the artists that I follow.

So yeah, had a look at those couple of things and yeah, it was pretty much it.

Yeah. Cool. And you mentioned how you went into the app after the game. Are there any sort of other times that you find yourself using the app, like at a particular time of day or in a particular setting? Some people are like, oh, when I'm bored at work, I'll have a look. Is there any particular time?

I mainly use it since the footy season is big right now. I usually use it on the Monday or the Tuesday when all the news is coming out from the weekend. That's when I mainly and usually in the morning, like when I'm getting ready to go to uni, that's usually when I get on it and just have a 1015 minutes scan through of everything that's happening. Yeah, cool.

Beautiful. And you've had a good look and play around with everything. Are there any features of the app that you've enjoyed the most? Or flip side of that, any parts of the app you found yourself sort of struggling with at all?

I'd say the features that I really like are like the main, like the top bar, which shows the people that you follow, the topics that you follow up the top. So it's really easy to navigate and use. I guess you don't have to go searching exactly once you're in. I think one thing that I found a little confusing at the start was maybe like the fan page. I felt there were when you go into the page that you're following, I guess the fan page isn't really I don't know, sometimes the topics are a little bit confusing. I was a little bit confused, but it was just random comments or like comments related to what's going on. So when I first saw that I was a little bit confused. But I think now most of the comments are related, I guess, so I'm able to see where it's stemming from and what the conversation is.

I think when I first used it, I wasn't quite sure, but I think that was mainly more like I wasn't used to the app rather than the app being flawed in any way.

Okay, sorry. Just for my understanding is that when you're going into an individual favorite, for example, Collingwood, was that the flow of the fan?

Yeah. And that could just because of the users maybe like, it wasn't that clear or something like that. But I think now there's no issue with it. I think when I first started, I wasn't too sure about the fan room especially, but it seems pretty clear.

And, you know, for news about Collingwood or the Weeknd or any of your other favorites in that space that you're a fan of, other than fandello, where would you say you're going, if you are at all, to find information or content for those favorites?

Mainly Instagram. That's where I usually go, I guess, for Collingwood and just Footy in general, I sometimes check out the AFL website or YouTube because usually in YouTube, Fox, Footy and stuff, posts videos and things that I watch here and there. So if not fandelo, it's usually Instagram or.

YouTube. Cool. Beautiful. And you have a couple favorites on there. Just out of curiosity, have you followed any favorites and then decided to remove them at all?

No.

Okay.

Yeah, so once I followed, I've just scanned through, I haven't really removed any.

Yeah. And when you're scouring through the news items on that Monday or Tuesday morning when all that sort of content is coming out, are you going into the individual favorite tabs and then looking at the news there? Or are you using the all tab that sort of compiles all the news and all the content from all of your favorites?

Yeah, I usually do the overall because with the overall, I think anyway, it filters with the most recent ones. So I think that way is easier for me because when it comes to sport or like after the weekend, that's what comes up first. And then when the season is sort of like slowing down or it's during the weekend, nothing's really happening, that's when I'm getting news from the weekend or like cricket or something like that. Or just entertainment in general. So I'm able to get what's, I guess, popular, what's interesting at the moment at the top, I think that's easier for me than going into the ones that I'm following and then check through those.

Yeah, it's all sitting there, I guess, basically. Yeah.

Beautiful.

In terms of I've asked you a lot of questions, but do you have any questions for me about the app at all or any other thoughts?

Yeah, no, I was just wondering how the idea came up. Like, how did this whole process start, how this idea came up and how it became an app. I'm just really interested in that.

It's been in the works for quite a few years now. Have one of our founders, Alan So, he was sort of big on the all in one place thing that we and our general manager Nikki, and one of our crew founders as well. They've been working on that for a while and got quite a few connections in the sports space in particular. It's just been working away, getting this wonderful place that building this community around fandom and like you're saying, sort of trying to bridge the gap between all those spaces. So somewhere where sports, music and entertainment fans can all come and interact. How awesome is that? Really? It is areas. So, yeah, I've been here for about 18 months, so I'm still new. It's been in the pipeline for a while, but yeah, I've only been on the journey for about 18 months, but it's been a good one.

That's really cool. And I saw that some of the co founders were Ricky Ponting and things. That's really cool.

Yeah. Coming into summer. The cricket.

Oh, yeah, definitely. We always go to Boxing Day. That's like our family's tradition around that time. We always go to the test match, no matter who's playing. Always love the summer of cricket.

Love cricket. You always know it's coming into summer. Yeah, it's a good time. It's a good time. Any other thoughts you'd like to share about the app? Any other feedback?

Not really. I'm just really enjoying using it at the moment. It's a good concept and I'm liking it. Definitely.

Great. Amazing. Well, don't want to eat into too much of your time, but thank you so much for taking time out of your day.

No problem.

To chat to me. I hope you enjoy using the app and continue to use it and I'll probably try and be in touch as well. We're interested in sort of continuing these conversations with our users.

Yeah, sure.

We're in early stages, so I might be back in contact with you soon.

Yes, would love that. That'd be amazing. Thank you.

Thank you so much. You have a lovely day.

You too. Bye.

## Meeting #5 – Siddharth Menon and Stephanie Brock

Meet you.

Yeah, I am. Siddharth. Nice to meet you.

Sorry, I'm just having a technical issue. Thanks so much for coming and joining today. How's your day been?

It's been good so far.

Yeah.

How about you?

Pardon?

How about you? Is it good, your day?

Yeah, it's been a great day. Just on Monday, getting a couple of things sorted in and set up for the week. You're a latrobe student.

Yeah, currently I'm in my last semester right now.

Okay. Oh, beautiful. That's so exciting.

Yeah, I know. Just about to finish off my studies.

Very nice. And what are you studying?

I'm doing masters of marketing.

Beautiful. Yeah. Lovely. I know where you are because last semester was my last semester at La Trobe. I finished mid year, so very recent. You're nearly at the end. Finish line is cool. Thank you so much for taking the time to chat to me today. We're just having very short, sort of very chill chat with our users. Just trying to get a bit of an understanding around your behavior using the app, your thoughts and your feedback. Obviously speaking users is the best way for us to understand what the audience wants and the user wants. So just for my benefit, could you sort of describe what fandom means to you or who you're a particular fan of?

So to be very honest, I'm a sports enthusiastic person and I like cricket and I'm a fan of Virat Kohli. I hope you know him. He's an athlete. So yeah, I'm a big fan of him.

So music and entertainment is not so much your music.

It is, but only limited to the music that I listen. Like, it's hardly maybe some beats or something.

Yes.

There's no specific thing as that.

Obviously you've had to look at the app for your university assignment, but how much have you had to play around in app and how much have you used it?

So to be very honest, I just saw it when I got the mail from the university.

Okay.

When I saw the app and I understood it's for all the fan page people. So it's not really specific to one industry. It's majorly for sports, music and other entertainment. That's what I understood.

Yes. So sorry, you have jumped in and had to use it?

Yes. I did that.

Yeah. Great. And have you followed any of your favorites in the app?

No, not yet.

Okay.

Not yet. I just had an overlook to it because I was busy with the other assignments and my work, part time jobs. Everything is due this week.

Yeah. And just in those times that you have had a look at the app, can you talk me through sort of and no detail is too small. Feel free to be as detailed as you like. Can you talk me through sort of what you did on the app the last time that you used it?

So you want me to be honest. Then I went about work, like what is sandola and everything. I just overlooked through that and I just knew there are events coming up I just had a look for. So like the weekend is coming here in Melbourne, in Marvel Stadium, so I just thought maybe if there's any tickets available or something in that sort. So I was just looking for that. That's it.

Okay. Yeah. Beautiful. And when did you sort of look at the app? Was it a particular time during the day?

It was during, I think around like nine in the evening.

Okay.

Yeah, nine in the evening. First I followed the LinkedIn page and then I went to the app.

Yeah, cool.

Beautiful.

And for your favorites at the moment, for the cricket for the weekend, what other apps or websites or any other sort of online forum do you use to see news or content about those favorites?

So I majorly use quickbus. There's an app called Quickbus. I just use that one just to get an update about the cricket, what's happening. And there's Facebook or Insta page. Always something comes up for the new reels or something about the cricketers. That's when I get the news. That's it.

Can you explain a bit more to me? I haven't actually heard of that app that you've just mentioned, the cricket one.

Can you explain crick? So it's an app where you can see all the leagues, international, domestic and everything. Whatever is happening all over the world though, it's based in big bash, even big bash, even the Indian Premier League, even the Pakistan Premier League or the Bangladesh Premier League, all sorts of international men's as well as women's. So it all comes under in one category. And even there are news like upcoming team that's going to some place or anything and that sort. So that's how I get the news from.

Okay, interesting. And what is it about that particular app that you think draws you back to keep using it?

Crank this because it's user friendly, I feel. So it's user friendly. You don't have to go to any Google or type it. It just pops up whatever the current match is live or.

Just sounds yeah. Beautiful. It's really interesting. And with Facebook and Instagram you mentioned, do you follow any fan pages or in any discussion?

It's just on the search or something that comes.

Think that or would you sorry, go into say, Facebook or Instagram purposely seeking out any information about any cricket team or the weekend?

No.

So more of like an incidental thing?

Like if it just red thumbs up. Yeah.

Cool. Awesome. Interesting. And sorry, just going back to fandello, what is something that you think you've enjoyed about the app and the flip side of that, is there anything about the app that you particularly struggled with or would like to see some change in?

I think we can have something particular pages, like in the below the tab, like something where it's about cricket or maybe it's like sports, entertainment and that sort. So which is easier to go and then have a look at it. Like, for example, if there's sports, then we can go into the sports and then click on other whatever options are available. If it's entertainment, then it's music or movies or events coming up in that sort.

Okay, cool. I think that's sort of it from me in terms of all the questions that I had, but did you have any questions for me about the app or any other comments or feedback you'd like to share?

Yeah, I just wanted to ask you since this is a beta version, so when will be the proper version we'll be releasing out?

Yeah, very good question. We're always working on new iterations for the app because as you mentioned, we are in beta, so those will be coming soon. Our dev team, they're amazing. They're always helping to implement our ideas that we come across. So new iterations there are in the works.

Wonderful.

Yeah. Cool. Awesome. Well, thank you so much for your time today. Really appreciate all your feedback and everything. And I hope your assignment is going well.

I hope so. It goes well.

Have you started it yet? Started working on it?

Yeah, I started I'm just collecting the research paper so that I can have a valid point to it.

Awesome. Well, best of luck with that. Thank you again.

Thank you so much.

Cheers. Bye.

## Meeting #6 – Ariane Levacic and Stephanie Brock

Run you through sort of what we've been doing and sort of what the interview is all about. So, as you are now familiar with fandello, we're just sort of trying to get an idea of user behavior in the app, some insight to your in app experience, how you're finding it, feedback, thoughts and concerns. So just for my benefit and the team's benefit, if you could maybe describe a bit about yourself and what fandom means to you, Ari.

What age that kind of vibe.

More sort of like what fandom you're interested in. Where does it sit in sports? Music, entertainment?

Yeah. Okay. I think for me would mostly be like music and entertainment. Probably predominantly music, but a little bit of sports. Like, I don't follow sports loads. Hopped on the bandwagon of soccer with the Women's World Cup. So I follow that specifically now. But, yeah, I'd say probably music and following to see when events are or new music is coming out, or entertainment, like, kind of celebrities and just like general news and entertainment news. And for if I follow a series when new series is coming out, that kind of stuff is what I would use it for.

As in Netflix series kind of vibes.

Yeah, like a streaming series. So I follow some of their Twitter pages to say when's the new season coming out, that kind of stuff. Cool.

Yeah. That's interesting to know. And within music and entertainment, who would you say I know this is a.

Hard question for you.

Who would you say are, like, your top favorites within those sort of pillars?

Oh, God, that is a hard question. I think music probably would be some of my Kpop bands. So, like, stray kids? I also really love summer. I've been very into Sailor Swiss recently because I lost out on tickets. So I'm following along to her. They're kind of, I guess, the consistent ones. And then it kind of changes with how my interest so, like, I might get really intensely into a music artist for a few months and then I kind of just forget about it. Entertainment wise. I don't really follow anyone super consistently. Like, I think my Instagram actually, I do follow Jennifer Aniston on every single social media platform just because I love her as a human being. Same with the rock. But other than that, I think mostly it would be following musical artists that I'm into at the time, or I'll look into it, like news about them and then anything else.

It's just like if there's some kind of general sort of drama going on with someone, I'll kind of tune into that here and there if it's like a popular story. But yeah, consistently I think it would probably be, yeah.

And just in terms of fandello, you've had to jump on and look at the app.

Yes, I have. I've been actually going on it every night. Okay. It's actually really good.

So how much would you say you've used the app?

I downloaded it, I reckon, last week. And I've gone on it in my downtime when I kind of once a night for like half an hour or so, just kind of as I check all my other social videos and just scrolling and seeing what's in the feed. And I knew that Stray Kids had something coming out last week, so I went the feature pick the seven people and following, I clicked on them, had a look up to see what's going on. Cool.

So you looked at Stray Kids and you followed them as a favorite. When you.

Follow let me get it up. Oh, Henry Cavill followed him. He popped up. Florence pugh stray kids. I follow Samson. Yeah. Tyler Swift. I'm following, like, I follow Carlton Footy team because I know they're doing well. And I'm following it for Mum because she loves news about and, but I haven't done loads of exploring on it yet, so I'm sure there's people who would pop up who would be like, oh, I'd follow you, but I just haven't looked for them. Okay. Yeah.



So when you were looking for those favorites, was it more just like sorry. And you followed them, say, for example, was it just that you thought about her? Like that something just sparked your mind and you decided to search on Fandella? Or was it more that you were.

Scrolling through and just yeah, she was I searched for her, but then there were a few. Henry Cavill just popped up, and I thought, like, oh, I like him. I'll follow him. There were a couple, I think three or four that I searched. Okay. And I'm think following like, ten people who the rest have just kind of popped up in like a suggested or in that little search trending thing. They popped up there. Yeah. Cool.

And I know you say you've sort of been on the app the past week or so, just thinking back to maybe even just the last time that you used the app, no detail is too small at all, but would you be able to sort of talk me through what you did when you opened that app? Like content.

Normally would just like, I'd open it and it comes open to that feed one where it's got I'll kind of have a bit of a scroll through there if there's anything that I think is interesting, like, we can have a read. And then I think last I probably used it last night, and then if there's anyone I'm particularly thinking about or that pop up and I'm thinking I want to know a bit more, I do like the specific feed for them. I have been having a bit of a scroll of the trending stuff to see if there's any current news or anything that I'm interested in. And there's scores feature which I discovered last night, which I thought was really cool. So I had a bit of a scroll through that. Yeah, that's mainly what I do each time I want to just have a bit of a look and see if there's anything that kind of hits my interest.

Yeah, cool.

So when you are looking sorry, trying to think how my question, would you say, like, the all tab is where you spend the majority of your time, or would you say you probably spend more time if something does spark your interest going into those individual favorites and sort of exploring through there?

I think it's a bit of a mix. Like, some nights, if it's a particular story that I'm kind of like, I want to follow on with that, I'll go just and have a bit of a deep dive. But I think generally it's more the haul and just getting a bit of a general update of what's going on with and I think a little bit of the trending to see kind of what's trending and what's current. At the moment, I'd be mostly looking at who I'm yeah, cool.

And in terms of the fan room, have you had a look into any of your favorite fan rooms or interacted with posts or posted yourself?

I haven't posted I've had, like, a little cheeky, little squizz at some of the fan rooms, but I haven't done a lot of actually going through that. Yeah, I'm still kind of I think exploring it a little bit seems to be a lot of features, which is really cool, and it feels like a bit of a mixture of a few different platforms, which is actually really good because they're not like, oh, they don't have to go. Yeah.

So do you like the all in one place?

Kind of, yeah, absolutely. I think it's really good and I like that there's the feature that you can see videos or stuff about news. I think that's really good. And, yeah, I found I'm going less instead because I'm kind of catching up on everything on the one thing, less going on other things, because I'm kind of like, oh, I'm getting all the updates on here, especially with stray kids because they often update Twitter, really? So update it on fandello. So I get the kind of main points of what's going on.

Right.

And if I need to go on Twitter and scroll and figure out what's happening yeah, amazing.

And sorry, just back to the fan room for a second. I know you're saying it's about, like, you're still exploring the app and everything. Obviously we're a new platform. That is what comes with it. Are there any sort of barriers to you posting in the fan room, do you think? Is there anything particularly stopping you from doing that?

No, I don't think so. I think mainly I just didn't realize I could post. Okay, cool. The main thing yeah, that was

probably the only thing that would be stopping me if I felt like I wanted to pose, now that I know that I can, I'm sure I would. Cool.

Great. Sorry, I don't want to hold you up too much.

You're fine. Go stress.

In terms of the app and your overall sort of experience, what would you say you've enjoyed the most about it? But for the flip side of that, what have you found that you're struggling.

With the most with the app, I think probably enjoyed the most is like it's kind of just an all in one place thing, and it's got all these different features. And I like that it comes up in the feed. You can do the all, but then you can select specific people so you don't have to go and search something up and find it and find what you need kind of updates to what's current itself instead of having to try and find that. And I really like that feature. I guess the only downside for me is really like this. I'm still figuring features to it. It takes a little bit.

Do you find that overwhelming at all when you first opened the app?

I don't think overwhelming is probably not the right word. I think I looked up and I was like, oh, wow, there's a lot of stuff on here, but I wasn't overwhelmed by it. Okay. But, yeah, I did think there was a lot of different places, but then I think if it's trying to be kind of a platform that's everything all in one place, once you get an idea of where it is, it's fine. It's just you have to have a bit of a play around with it, I think, to figure out what features do, where to go for what you want. Yeah, cool.

And just sort of moving away from Fandello for a second. You are one of the biggest music fans I know, and I know you keep very up to date with information. Before Fandello, where were you sort of going to keep up to date with news and content?

About all of your favorites would mostly be Twitter, and I follow a lot of concert pages on Twitter because they give updates as well, but Spotify as well can give you alerts of when artists you might have content. So I have all those things tagged on. Yeah, I'd say probably predominantly Twitter, though. I find stuff updated.

Yeah.

So it's just like x. Sorry. It's called x now.

It's called x now. So is it like that X has the most recent news?

Yeah, I think so. The thing that I think gets updated most in real time, instagram. It might be like a bit of a spotlight on something, but it's not necessarily always up to date. Yeah, cool.

All right, thanks so much. So value your time. You a lot of questions. Do you have any questions for me?

Do I have any questions for you? Well, I guess the main one is. I did have a question in terms of posting on the fan room, what's the purpose of that? Is that just to share it out into the network or is it for the person? I'm assuming I don't know people who have the page they're actually on there, but yeah, what would be the purpose of actually doing that? I think totally.

The whole idea behind Fandello is about well, first of all, like, we're talking about aggregating and putting all in one place. Everything about sports, music and entertainment, but we also want to be by the fan for the fan. So it's about really, I guess, elevating those fandoms and giving fans the space to literally a dedicated space where they can talk, debate, chat, post, just start really insightful, interesting conversations about someone that they love with other people who also love that person.

That's really cool. I like that. Yeah.

So it's all about the idea of the fan rules to get fans interacting with each other and just having really passionate conversations about the people and the teams and leagues that they love and then producing their own content as well. Like seeing posts from our users and polls and all that stuff and other content that's going to come in future

developments of the app. So having that user generated content as well, it's like not just us putting content out there, it's like coming directly as well.

Yeah. Another question I was going to have is, like, where they wouldn't have stuff that's really cool that it's actually coming from the black users. Yes, from the people. Cool.

Well, thank you so much for your time.

Help.

Yeah. Oh, my God.

Hopefully it was valuable and what you needed.

No. So insightful. Like doing all these interviews, it's so valuable for us to speak to users and get, particularly because we're so early on getting this early stage feedback is gold dust to us. We love it. Thank you so much.

That's okay, darling. All right.

I may even follow up with you soon because we've gotten a lot of feedback from sports fans, but really to talk to lots of music and entertainment fans as well. So you're a legend. Good luck with your assignment.

Thank you. 39 days, Steph. 39 days. You will be fine.

You're nearly there, literally.

All right, bye, darling.

## Meeting #7 – William Blazey and Stephanie Brock

Hi, Will. How are.

Well, how are you, Stephanie?

I'm really well. How are you going today?

Yeah, good. Just busy with uni, but I thought I saw this and I thought I'd come say g'day, have a chat.

Awesome. Thanks so much for jumping on. Which uni are you at?

I'm at the University of Melbourne in Parkville.

Awesome. Awesome. And what's your degree?

Well, interestingly. I'm not actually doing anything to do with media and comms. I'm doing history and politics at the moment, but I've started developing some interest in it. I'm doing an internship in that area.

Oh, my God. That's amazing. What type of history?

At the moment, I'm researching the sort of history of pearl diving in Western Australia and how there was, like, enslaved labor in the colonial period. It's pretty dark, but it's really interesting to me.

So interesting. And what a niche topic, to pardon the pun, dive into.

It is. But that kind of makes it hard because a lot of the histories are oral and to do with family stuff and you have to seek permission and all this kind of thing. So, yeah, it's a process, but it's really rewarding.

Oh, I find that so interesting. My mum is a history teacher, so I kind of had similar interests growing up. I'm a big fan of more 20th century kind of stuff. But, yeah, big history nerd over here would love to pick your brain about that at this time.

Exactly.

Cool. Well, thank you so much for again, jumping on today. Really appreciate you taking the time to chat to me. We so value hearing directly from our users. Do you have any friends who have done an interview with me?

No. My partner, she said she might if she gets the time in the coming days, but first of the few, the notification only popped up this morning, so I haven't had time to talk to many other people.

All good. Well, we're just trying to chat to as many users as we can to get sort of, like, their early feedback and insights into your in app experience. That's the best kind of feedback that we can get. So just to kick us off, it'd be really beneficial for me and the team just to sort of understand what fandom, I guess, means to you and what you're a fan of in particular.

Well, I suppose to me, the real allure of a fandom is that really unique connection that you get when you meet someone and you're both super interested in something that's really, as you said just before, really niche and you can bond over that. You don't get to talk to everyone about, say, your favorite sports team or your favorite artists. But I found fandella really cool because it gave all the sort of hypothetical opportunity with a lot more users. As time goes on, I'm sure, to really make those connections and be a part of that community without having to go through the process of seeking it physically.

Yeah. Awesome. And Will, who are you a big fan of? Do you lie sort of, like in sport, music, entertainment, across all three?

Yeah. Well, I found it really interesting, and I was kind of curious to see whether it was handpicked or if it was an algorithm that did this. But I was looking at the app quite a lot right at the time of the Matilda's kind of crazy run. And as with every other Australian ever, I was super involved in our tilly's progress and stuff like that. So that was of real interest to me. And there were some really insightful articles and posts about that yeah.

Awesome. So have you finished? Sorry? Your assignment on fandola. Are you still in the process?

I did actually I think I might get it up just because it could be helpful to kind of reference some of the things I talked about in it.

Obviously, like having done your assignment, you've used the app quite a bit.

Yeah, I've used the app a lot.

Cool. And when would you say, if you can remember, the last time that you used it?

I was actively engaging with it, and I submitted it. Okay. I was actively using a lot in mid August around maybe, say, the 20th. Between the 10th and the 20th. I was using it about every day. Yeah.

Cool. And if you can think back to sort of the last times that you were using the app, no detail is too small at all. We'd love to hear it all, but could you talk us through sort of, like, your journey through the app when you first opened it? Like, what content you'd engage with, things you'd ignore.

Yeah. So from memory of my walk through, because I did it quite rigorously, I was even looking through a lot of the terms and conditions and stuff, but that's kind of irrelevant. The first thing I engaged with and found to be quite successful was, from what I remember, there was, like a preliminary interests, collection, affordance kind of situation. And I went through that, and I found it to be really broad but strangely specific in the nature of many social medias these days. Like, how the hell did you know I'm interested in that kind of thing? I found that really good, and I liked the way that building your profile was mainly dominated by just crafting what you wanted to see kind of thing, like the genres that you wanted to engage in, of whether it's music, sport, just entertainment in general. That sort of stuck out to me.

And then you can go and obviously personalize that to the nth degree. And I did just grab up my submission, so I'm going to have a little look to see what else I noticed because it was a little while ago, because I was focusing on, like you say, the initial profile set up kind of part of it. Yeah. Like the main thing that I was seeing was just the ability to craft your identity through and especially it was your entire identity because that's how you would interact with people. It's not like a specifically personal platform, which I think was unique because everything else seems to be about building, like, a very realistic identity, but this was more of a manifestation of what you're interested in. So I found that enjoyable as well.

Yeah. Was there anything that you found frustrating about that onboarding process?

Not so to speak. I feel like no matter what, when you're building a platform like that, there's always going to be a small amount of like it's just going to be slightly tedious creating that and you're never going to go through and rigorously put every single thing that you're ever going to want to see. Like, it's something that you're going to go and edit and doctor as your app experience continues. But yeah, I remember the only problem was that sort of hindered it from being like a really enjoyable experience was just the fact that there weren't actually that many users on it, which is nothing to do with the design of the app or anything like that. It was just like, it's hard to have that sort of community building and making connections and having meaningful interactions when there's no one to really have them with.

Yeah. And just sort of coming to that point of community. Have you had a look in any type of fan rooms, like for the Matildas or any of your other sort of favorites?

Yeah, I'm going back and having a flick through now and it seems to have definitely built up a lot in the last month, which is really cool, which is nice to see. I mean, obviously the Matildas would be a little bit stagnant because the hype kind of died down a lot and I was mainly just focalizing on the Matilda's fan room. But yeah, I found it to be really cool how you could differ between your external sources and then internal kind of what people thought and stuff. And that was, for me, the benefit of the fan.

Yeah. So did you post yourself, Will, in the fan room?

I think I chucked something up. I forget what it was because I remember I was just trying to fiddle around to see if I could get a kudos. Yeah, I can't find it though.

That's fine. Okay, cool. And just obviously we have quite a few other tabs that are present there in the app. Did you find yourself going through any other particular pillars of content or flicking through either in the all tab or through specific favorites?

I found I'd be in all every now and again, I'd specify if I wanted to have a deeper dive into one topic of interest, I would go and highlight that and then look through it. And also the news tab I found interesting because that was not foreign to me, but just interesting. And it gave a slightly different lens on the type of information you're consuming. It really flips over from social to almost like you're consuming actual information, if that makes sense.

Yeah, no, I feel like more of a publishing kind of cool. I did have a question. Oh, sorry. Odly specific. But when you're sort of like exploring around in the news tab, was that sort of news that was curated from all of your favorites or were you going into particular favorites and then clicking onto the news?

So I found that when I did all of it seemed to slightly doctorate towards what I was more interested in, which was good. That's obviously what I wanted as a user and it picked up those signals and went with that. Or maybe it's just that there was more news on The Matildas at the yeah. And then every now and again I'd fiddle. I remember I just threw, like a bit of a red herring in there just to see I threw a couple in, actually, just to see the variety of content that was on there. I put in Shakira and a Kpop group that I'd never heard of, just all that kind of thing. And yeah, no, it was cool because I could sort of see a large selection of quite varied news sources on all sorts of different everything I wanted to.

Pretty much, yeah. Cool. And sort of a two part question. What would you say was the part of the app that you enjoyed the most? And then on the flip side of that, the part of the app that you think you struggled with the most.

To start with the struggle, I was unsure and I wasn't sure what I wanted, but I felt as if there could have been more elements of personal interaction. I remember there was one use of posting just heaps and heaps about something about the Matildas and had really good nuanced opinions and I was like, cool. And I went to see if I could interact with that person directly and obviously it's sort of not part of the app and I wonder if that was sort of something you guys had done and to what degree that was purposefully to keep people in the more community based fan interaction as opposed to making it like a direct social media. Because obviously there's not much point doing that because you got all that competition. So I don't know, that's not negative, obviously. It's more just like that was a thought process that I went through.

It's like, oh, okay, so I can't do that.

So when you say personal interaction, can you sort of detail what you mean by that?

And I don't know, maybe I was just slipping up. Yeah. Say, right now I'm on the fan and then I see the first post and say I really liked it, I can comment on it, but I can't go and directly interact with this user via direct message, if that. And I wondered is that something I wonder why that is.

Yeah, interesting point. Thanks for clarifying that.

No, that's all good. And then positive. I would just say it's just very fresh. The ability to combine genuine news with just like the flurry of UGC kind of it was just a very unique apt experience and I thought it was really cool. Definitely I've still got it downloaded and I'd still want to see what happens on it. And if I say it's got a lot more users, I would probably genuinely be interacting a lot more with in my field.

Would you say that the sort of lack of users in there and interacting in the fan room is a barrier to you posting? Like, does it make you not want to post or influence your decision to post at all?

Yeah, it definitely would influence my decision to post. It would just be kind of like why would you post something in where you don't think you're going to get a response or maybe you don't think you're going to get a variety of responses? So it's just going to be kind of crickets, I would say. Yeah, that's a barrier, I guess.

Yeah. Cool. Conscious. I don't want to eat into too much of your time, but do you have an extra maybe like two, five minutes?

I got two minutes for that.

Great. Just quickly to finish off. Obviously fandello is new, but outside of Fandelo, where were you going to find news or content about, say, the Matildas or any other favorites that you're a big fan of?

Well, that's the thing, that's your unique selling point because I just don't think there's an easily accessible a lot of people in a modern media environment don't just like I figure and I'm a politics student and I don't just go and check the news all that much. Don't tend to do that unless it's something you're particularly interested in and then you'll go and look it up, but it's not like a common way. Could you repeat the question? I feel like I didn't answer it.

Where else other than fandello were you going to sort of consume content on news about your favorites?

I'd say direct from the source. I would can say it's an me, say it's an artist. Then I would look on their Instagram page, for instance. I'm not really someone who engages with fan pages all that much, but then a bit of an old Google perhaps, and then going on like the Google News tab, for instance. That would be somewhere where I'd gather news.

Great, cool. All right, well, thank you so much for your time again, Will. I so appreciate it and thank you so much for all your insight and thoughts. It's again so valuable to us at this stage. In the game, and we're hoping that this can be something that we can continue down the track as well. So I might be in contact with you for sure.

Yeah. Awesome. Well, have a great day, Stephanie.

You too.

Bye.

Thanks so much. Bye.

## Meeting #8 – Eleanor Dicker and Stephanie Brock

Hello, doll. Hello. I can't see you yet. Loading. Hello. Hi. Sort of cheeky work from home day.

Cheeky work from home day. Had no meeting, so and I'm having to do this training for work on this data platform. So I was like, I'm just going to be at home, smash it out, get it done.

Have you got it done?

Nearly there, nearly there. I've got to sit my exam so good.

Did you get all your exam for it?

When it's a self paced exam thing for me to get my certification.

We love how was your life on your LinkedIn? So qualified. Pardon?

How was your life admin?

Yeah, good. I laid on my bed for an hour and watched Love at First Sight for the second time. I know you're going to know that's a movie on Netflix.

Debbie has been telling me to watch.

Good. It's actually good. So I watched it a second time just because I loved it. And then I got up and cleaned a walk on the tread. Loving life.

Oh, my God. So good. You're just breaking up a little bit.

I think my internet is bad. Let me hotspot myself. This always happens when I go on video call.

Don't want to miss any of your important insights.

You it. Hello, can you hear me?

I think we're.

Oh, thank God for that. Thank God for that. Joe.

Well, thanks so much for jumping on that's. All right, so let's just get right into it. Eleanor, for the benefit of me and the team, would you be able to describe a bit about yourself and what fandom means to you?

About me? I feel like I'm in a job interview. Me, I'm someone that is very I have a lot of interests and I'm just keeping this specific to fandello as well, those parts of my personality. I am very adept with social media. I have most of the socials, except for X. Like, I have it, but I don't have the app anymore because I don't use it. But I keep pretty up to date with news on things that I like, such as Footy, celebrities, music, all that jazz. And fandom, to me, I think back to when I went through my One Direction phase in 2013. Yeah. But fandom to me is probably a bunch it's people bonding over a shared interest. I don't necessarily think that there needs to be humans involved in people fanning for that thing. It's a shared sort of interest between people and a detailed interest, I'd say.

Yeah, totally. And who are those people that you have that really detailed interest in? In the sports, music and entertainment industry?

Well, Carlton football club, obviously, and Footy growing up on it. Beyonce, obviously. I'm very into music, so there's a lot of artists I could go for. But for the purposes of keeping it short, I definitely say the big ones would be like Beyonce, Harry Styles, Rihanna, Re, g. And my biggest fandom probably would be Marvel, like The Marvel Chain. That is my big fandom. And also dystopian shit. Sorry, I probably shouldn't say shit, but Dystopian stuff was big into it when I was younger, and I always had a soft spot in my heart, like Hunger



Games Divergent. So the fact that they're releasing a new Hunger Games movie, I'm, like, read that book, loved it, that kind of stuff.

Yeah.

Cool.

I didn't know about Marvel. Learn something new every day.

Yeah, well, girl, I've got my Infinity Stone ring I wear it every day.

True. I should have known better. Should have known better. And can you sort of give us a bit of an insight into how much you've used fandello?

I'd say I haven't used it in a while, until today. Just obviously I've been overseas, but I kind of went onto it for maybe two or three weeks. I went on every couple of nights just to kind of see because I was interested, obviously connected with you, to see how it kind of grew from the day it first started and to see what people are actually engaging. But it was more like I was curious in that aspect. So, yeah, I'd probably say all in all, I've used it very intermittently and briefly over the course of, let's say, like, a month. Yeah, go with that.

And the break was, like, purely just because you were overseas?

Yeah, definitely. I think overseas, but also, I think for me personally, there were so many other things going on in life, and the last thing on my mind was engaging with content about people, like just fandom in general. Engaging with any of that was the least of my priorities with everything going on. Yeah, cool.

And on the app, have you followed any favorites?

Yeah, I have. I'll tell you who they are. There's only been a few, but I put Disney. A lot of these were ones that were suggested to me, but then I actually went and searched for some as. Oh, I've got a cheeky Aussie band in there, too. Disney. I've got Blake Lively, Chris Pratt, Zoe Saldana. You can tell I'm into Marvel because Marvel Studios, then they are Brianna, Beyonce and then Gang of Youths. And then I was just before the call about to follow AFL, because I saw on the trending page there was a lot of footy discussion, so I thought that was cool. Cool.

If you can remember, all good if not. But do you happen to know which favorites you searched in the search tab and what specifically prompted you to search?

So, from my memory, there were a few that came up as suggested. I can't remember the selection process. Was it like a swiping thing or was it just like a selection thing? I can't remember what the process was, but definitely all of those. Probably until Zendaya, maybe I just did, because they were suggested to me, but I think things that prompted me were just like the top three people I would normally fandom about ariana, Beyonce, and then I think I was listening to Gang of Use at the time when I was on this. So I was like, I love Gang of Use. Let's see. And I was interested to see the scope of who I could follow. And it was cool that it was because a lot of these apps, I feel on social media are very American based. So it was kind of cool that bands are very popular in Australia.

Like gang abuse came up.

Yeah, nice. And when you sort of were looking at the Know Today and this morning and whatnot, can you talk me through sort of your journey through the app and what you did on it? Like, no detail is too small. Like what tabs you looked at, what content you didn't look at, things you may have engaged with.

Yeah, I looked at most of the tabs because I was interested to see what was available and I was looking specifically at pages. I think I started with Beyonce and Zendaya and I was kind of just going through the all page. For me, it was just a lot easier to kind of see what was there.

Sorry.

And then is that the all tab.

That shows all of your favorites or the all tab that sits within each single favorite?

Yeah, each one. I was looking at that just because for me, I didn't really know what I didn't know, so I just wanted to see what was going through. But my preference probably is the all larger tab just because it's a collation of everything that I'm interested in. It was interesting to see there were the polls and I was reading through people's comments, I think because it's still relatively new for me. I'm not very much an active user on most social media apps, so I'm more of a voyeuristic looking at what people are talking about and just take that for food, for thought. So I was very much looking to see what people were discussing, but not as much discussion at the moment because it's relatively new. And yeah, I was just interested to see how you guys had sort of, what's the word, integrated other social media apps.

So I really liked that. When I wanted to watch videos, it didn't take me to YouTube, like I could watch YouTube within the app because I hate when it takes me to a different platform. So I watched a few videos, actually of just like especially today. I went on Marvel and I was looking at all the Marvel updates and I thought that was really cool. I actually have a question. I'm interested to know how it's tailored, like the contents tailored? Is it based on hashtags? Because I found that some of the some people I follow on here, when I would go on for example videos, it wouldn't have had a new video for 18 weeks but then others would have been like one or two days ago. And then some of the news articles that come up, some of them are extremely relevant to the celebrities but others have just mentioned the name.

So I'm just wondering how it actually is selected.

So all our news content is crawled by our dev sort of team and then we have a content team who goes through and sort of like.

We'Re.

Training like an AI model essentially at the moment to pick up the most relevant news. So all of that is crawled and then our content team is going through and essentially trying to teach the system about, yes, this is an okay article or no, this sort of doesn't fit the brief and that accuracy is getting better as the machine sort of learns, but also it's based on recency as well. So for AFL at the moment, obviously there's going to be so much more content generated around that as opposed to content for the Matildas because there's a seasonality aspect of it and even with entertainment figures, they'll have a movie and then they won't do anything for a while and whatnot. So yeah, that's sort of the logic behind it.

Okay, that makes sense.

Yeah.

I definitely played around a lot with the video side of things because I think the because it's integrated more within the app. So for me, I felt I was more in like a video watching mood as opposed to waiting for an article to load and it taking you it feels sort of that it's still within the app when it's loading but sometimes it takes a little longer to load and that's why I preferred the videos.

Yeah, cool.

I have a question about something that you said now I can't remember.

Sorry, I can sing in this interview because it's you with the fan room. You're sort of talking about being a bit voyeuristic and more about consuming the content as opposed to interacting and you sort of noted that's like your general behavior across other apps as well. Would you say there's anything in fandello or even in other apps as well that's like a barrier to you becoming more of an active?

So for me, I love a cheeky poll, but I think for me personally, I think from my experience, when I've looked not today, but when I a couple of months ago, when I was on it, when people were putting their views in, like a poll, it would come up with who voted for what, which I think is good. I think that's good for the purposes of a fandom and seeing who does what. But I personally like anonymity when I first started on an app, especially when there's fewer numbers, you're not hidden amongst thousands and thousands of people. So you know how on Instagram they have the story polls and so the only person that can really see it is the person who puts the

story up. And then I feel like more people engage. You can have numbers and see percentages, but you don't know who said what.

I engage more in that kind of stuff because you can't see the result until you put in a vote, but then you also don't. I'm not affiliated, really, in any way.

Yeah. So do you like our polls feature, then? Because ours has the same logic in that you can't see the results until you post and you can't yeah. Okay, cool.

Yeah. But I was thinking I actually thinking this because you've got the things up the top, kind of like Instagram stories. I was thinking, you know how on Instagram some people's posts get lost and that when you go on after a long time, I feel like I'm quite a good candidate for that. Or representative of people who like a lot of different people and they go onto their all page and there's a lot of information that they've got to catch up. And it's kind of like how do you filter through it? I feel like on Instagram, stories are also heavily watched because they're right there and they're more accessible if you could do a story highlight thing or something when you press on. Yeah, because I feel like if there's any updates or any general polls that fandelio wants to put out just to engage audiences and not waiting for someone else to put a question out, that could be like a fun thing to do.

But I don't know, I was just thinking that when I saw how your interface was.

Yeah. And is that sort of like you think that would be a way to sort of an accessible way to cut through just the volume of content and it's like a nice, easy, accessible place to see sort of what's going on and be updated?

Yeah, I think so. I think in terms of recent stuff, within 24 hours, kind of I feel like Instagram and TikTok and stuff work in a certain way in which stuff that's happened recently for people you follow, you can see what's happened in the last 24 hours and what they've wanted to post on their story through their story function. But then what do they call it, the algorithm and stuff? Like prompts things that are probably that have been engaged with highly at the top of your page and then you filter through it in that way. I like that about Instagram because you can kind of also pick and choose who you yeah, but I guess you can also do that through your app and everything sort of filtered into the tabs. I think for me today, just going on to it because I hadn't been on in a while as well, it was kind of like, how do I filter through and see what are the major updates for these fandoms and what are like, for example, something like Rihanna announcing her pregnancy.

But then a bunch of other things have happened in that time that are sort of inconsequential. Like how do I go on? I haven't been on social media, don't know what's happening. How do I go on and go, what the fuck's going on with Rihanna?

Love. Thanks. Sorry, I don't want to eat into too much of your time. What would you say is a component of the app that you've enjoyed the most and a component of the app you have struggled with the most?

Actually wrote this down. I took some notes. I really love this is specific to me because I'm a big music person. One thing I love about Spotify is that when you go into an artist and you go into upcoming events, it tells you where their events are. It's all in one space. I don't have to look on Facebook and it doesn't matter where it is in the world. You can find it kind of like Resident Advisor. You go and it just tells you everything happening in that space. But one thing I hate about it is that I'm following a lot of people on Spotify and there's no collated calendar that you can kind of just see where everyone is. Because at the moment, if I, for example, go over to London and I want to think, who is going to be in London performing? I'm going to have to think of the artists off the top of my head that go through like 200 artists and go on their profile, scroll to the bottom, look for the calendar, whereas you guys have the calendar function which shows upcoming events that certain people have that you're following.

I'm assuming that would also apply for Footy Sport teams as well, and games coming up. I think that's an awesome feature for me anyway, because it kind of keeps you up to date with everything and it even just keeps you know, where certain artists your fault. Even if you're in Australia, I can see that Beyonce in this particular state in America at the moment. I think that's completely cool.

I like, that awesome.

What was one thing that I've struggled with? I feel like I really like how it's structured with all the tabs and stuff, but I feel like there's something about the interface that just whether the text is too big or so it just doesn't feel

like as. Aesthetically pleasing to scroll through as X instagram Facebook. Whether it feels maybe a little claustrophobic, which maybe has to do with the fact that text is quite big, or I don't know if there's a feature to adjust the text size. I think, yeah, I feel like because you're trying to filter through a lot of information, it does feel quite claustrophobic. Or whether there's an ability to have a few more filters specific to certain things you want to look at within the all or within specific people's pages or major updates or something like that. But yeah, at the moment, I think going on, and I think this would apply to people who would go on after not being on for a while, or people who just follow a lot of people if there's a lot of information to go through.

It kind of goes back to what I was saying before. It feels like there is a possibility of it feeling claustrophobic, in my opinion, is claustrophobic.

From a purely aesthetic point, but also just the sheer volume of.

Yeah, I'd say a combination of, as. Like, I'm just looking at this Disney one here, and you can kind of see that the usernames sort of a very it's hard to distinguish it from that. Between the actual body of the text and it's like a very similar font. And so I think in that sense, I do like how you've got for the actual post, you've got a change in the font, at least one's bolded, one's not. But I think at the moment, it's very claustrophobic aesthetically, just with how I'm because it kind of feels like you're at the bottom of a news article, like when I'm just looking through these links because they're quite big and there's a lot of them. When you're at the bottom of a news article and there's all these suggested articles that come up, it kind of feels a little bit like that.

But then, yeah, I think having an option to kind of filter customize the kind of content you want to look up in that particular moment would be cool as well.

Yeah, cool.

Hear you.

So just to make it more of a digestible sort of experience for the user.

Yeah, and I think tailoring it, because I was thinking about this as well. We're in such an era at the moment where so many things are AI algorithm processed and they're really trying to tailor things to exactly what the user does. And I know that's really hard for something like fandelio because it's kind of like news is coming in and it's difficult to do that. But I think having a capability for the user to either they can just come in and when you go shopping and you're like, I just want to window shop online and just look at all the content, or I'm looking for something specific within this price range, and I want to filter it down to that because I only have half an hour. That kind of function.

That's such a good analogy, catering for both the exploratory nature of it, but also I need this thing and I just am here for the one thing yeah, that makes so much sense. Great metaphor.

We love I thought you'd get that one straight away.

Hole in one. Well, thank you so much for your tam. Do you have any other questions for me at all?

Not really, but I love the concept of the app. I think once it starts to really grow, I think people will start to get more on board. I think it's always hard in the early days when not as many people are engaging, but I think the concept of it is really cool because at the moment I only find out my news on certain celebrities through TikTok and Facebook and that's reliant on an algorithm. So actually being able to tailor who I'm following and keeping updates for is really mean. A question is just purely out of interest, probably as your friend, more so. But where is it going? What's the next thing on the fandelio agenda?

We've got very big ambitions. We hope to sort of really sit in the remit of it just naturally being the app that you look through in the morning. Like Instagram, Facebook, Fandelio, we really are shooting for the stars. We're already a global platform. We're available for free around the world, so the sky is really the limit. And we've got a great team and the idea and well, I think we have the idea to do it. World domination.

Yeah, obviously. That's so exciting.

Yeah. Very ambitious. And it's really exciting to be obviously a part of like, well, I never shut up about working here.

Yeah, I think it's so good. I think yeah, definitely push more people to get on the app of your friends because I think if I had more people that I knew on the app, I'd be more likely to actually engage because at the moment I'd just be engaging with a few strangers or like friends of friends. So if I had someone like Corey or someone, I would absolutely have a hoot with him.

I reckon Corey would be so funny.

He would be a poster. I reckon you push people to really get on the app and then from there, I think you'll get some more engagement. Once you get more people who are mutual with one another, interacting with one another 100%.

Well, you're the best Queen. You are the best. And I can't wait to hear about your life in like a hot 3 hours.

Yay. I'm so excited. Is it easy for you to drive to my and then I can drive off? What's? The lab?

I have a couple of things I need to do after work.

So it'd be easier for you to just drive there.

Maybe if I just drive straight there. Hold on. To figure out how much longer how long it takes me to get there. Yeah, I might just drive straight there.

Joel? Yeah, that's okay.

If that's all right.

Yeah, that's fine. I was just putting out there so you didn't have to drive as oh, thank.

Some have some errands to oh, love it.

Hopefully my insight was helpful.

Oh, my God. So helpful. I've taken notes and our note taker Steven Stefan. It's an AI tool that takes notes.

That's so good. Hi, Stefan.

So he's taking notes as well. It'll be so funny. Like, anyone ever fully watches this interview, and it'll just be you and me being like, so where are we going for dinner tonight? By the way, I canceled my booking, and they have gluten free options.

So it's under my name. Yes. Okay. Rock on.

Rock on.

Love it. Rock on.

All right.

That's something you could put on there, like, restaurant records. I don't know. Like, people who want interested in restaurants in a certain area. Like, where should they go? I don't know. My brain's buzzing.

You're thinking about culinary wonderland, babe.

Is that what culinary wonderland does? Bro, I need to get onto that. The motto. Who.

She's coming. She's in the pipeline. She's in the pipeline. Yeah.

Excited now? I'd get on that. I would get on that.

Yeah, you'd be all over that. Anyways, we'll discuss her tonight.

All right. Get back to work. Okay. I'll see you tonight. Bye.

## Meeting #9 – Anthony Cristiano and Stephanie Brock

And timestamps it and everything. And then you can ask the AI bot, like, oh, what did Anthony like about fandola? And it tells you about the chat.

That's pretty sick.

All right, so cool. And at the start, it comes up with this little summary. So it'll start the summary by saying anthony and Stephanie discussed Fireflies Notetaking ability. It'll say that at the top.

Now, that's pretty bad. All right, cool.

Yeah. All right, well, thanks for joining today.

No worries.

So, as I sort of was chatting to you about, we're doing interviews with fandello users just to get some thoughts, insights into their in app experience and sort of your behavior within the app as well. So just for the benefit of the team who may come across your interview, can you tell me a little bit about what sort of fandom means to you and who you're a particular fan of?

I have followed on your app all the cricket people. I'm not interested in cricket, but I work with a lot of cricket, so I was like, okay, I'll follow cricket. And then I think I saw a comment from you steph on Advanced Joy or something, and I was like, I like Joy, so I followed Vance Joy, and then I also followed Fisher and Miss Higgins because I recognized the names. So I was like, yeah, cool.

Yeah. So out of obviously, fandello, we have our sort of, like, three key areas of sports, music and entertainment. Where would you say you lie in terms of a fan in those spaces?

It would be entertainment. It definitely wouldn't be sport if I was using it on just, like a day to day basis, like a normal app user. But yeah.

Cool. Great. And how much have you sort of used it and played around with the app?

Not a whole lot, a fair bit. I just tried to kind of navigate my way around it, see what I could do. I keep looking down because I have the app up in front of me right now, by the way. Yeah, just kind of like seeing what's possible on it, how to do things. Yeah, cool.

And when was the last time you.

Used it, apart from now? Sometime last week, probably after we spoke about it, I think on the train, actually, yesterday.

Okay, cool. I was messing around with it and just going back to when you were using it on the train. No detail is too small or too little, but can you sort of talk me through from opening the app, what you did and your journey through it? Like, what content you looked at, what tabs you went into, things perhaps you didn't look into, just essentially what you did on the app?

Yeah. Obviously, it's not going to be a perfect recount. Mainly just scrolling through the home page, clicking on any article and just kind of, like, had a look. If there were comments. I tried commenting on something, messing around, the little love thing, just navigating to the actual article from there and working out how to do that. Like, from seeing the headline to reading the actual thing. And then the far right tab, the scores tab, I was kind of exploring the other two, the calendar, the events calendar I kind of looked at briefly, and then I just kind of ignored straight away. I was like, I don't know what's going on there. And the search one as well, I just kind of looked at and I was like, oh, all the stuff's mainly on the home page.

Okay.

Yeah.

Cool. And when you say you spent most of your time in the home page, is that the all tab? Like, when you first open the app? Like the first landing page? Yeah.

Cool. I barely touched the other ones. I didn't actually know you could click on them for a while.

Okay. Yeah.

At first I tried swiping. I don't know if that's worth mentioning. It looks like a swipe tab to me. And then I realized you just touch them.

Okay.

Yeah. The whole time pretty much in the all tab.

Cool. And besides the initial confusion of that, you didn't think that you could swipe through those top tabs. Why did you think you spent majority of your time in the all tab of the app?

It just seems like where the most stuff that's relevant to me is if I was using it properly, I was like, that's where I'd be. That's just what I was going through. I don't know, maybe just because that's just what it opens on. All right, let's go see what's on there. Maybe it's the most easy to understand. Yeah, well, whereas there's a lot going on. Well, you know what the search one is for. But the calendar I kind of looked at, and I was like, all right, this is a calendar that's telling me something. There's some games on here, but I was like, I just didn't really feel relevant.

Yeah, cool. And when you've been using the app, what would you say are components of the app that you have struggled with? You've mentioned sort of like, the confusion of the tabs across the top, but is there anything else that you've struggled with as a user using the platform?

Sometimes it's got, like, a delay when you hit something. I'll hit the notifications, and then nothing will happen, and I hit it again, and then it goes over it's like, oh, no, it was just, like, loading. But there's no indication that you've hit it and it's loading, but right now it's fine as well. It goes over the notification straight away. Sometimes the same when I was hitting something on the all page, usually not as bad. And then occasionally when I assume it's android thing, if I open one of these articles on that home page, and then I swipe back occasionally, it would then shoot me all the way back up to the top of the list, if that makes sense. So if I'm, like, 15 articles down and then I went back and it would just be like, you're at the top now, and I was like, I have to scroll the way back through.

Yeah.

I think they were the main things that I ran into.

Yeah. And sort of you were talking about how the relevancy of the calendar wasn't immediately clear to you. Are there any other components of the app? And you're, like, I guess, have that kind of same feeling towards as well, like you're not sure how it's relevant to you or your experience.

I have no idea what fan room is.

Okay.

Yeah, I can see it there next to video news events is all pretty self explanatory. I guess it's people on the app, like users of the app doing stuff.

All right. Because just by way of explanation, the fan room is essentially where all users who have picked that particular favorite as one of their favorites, they can go in and generate any kind of, like, UGC content. So post polls and interact and comment with other fans of that particular. Yeah. So have you looked in the fan room tab for any of yeah, I.

I think I responded to a poll about my favorite Vance Joy song from you.



Yeah, love.

But apart from that, I never really went back to it.

Okay.

Which could partially be just don't have the community on here. There's no one I really know that's using the app, so there's no point for me to go to that tab at all.

Yeah, cool. Makes sense. And besides the sort of struggles that you've had with the user experience, what would you say you've enjoyed the most about the app? Or like, about the app the most?

There's a lot to explore.

Yeah.

I like that it's succinct. Succinct. And you are going through and it's just like, all right, pick something that you think you might be interested in. And then it's just like, all right, two clicks and you've got the article. Whatever. That's pretty good. I'm assuming the calendars would be useful if I was using it properly. If it's showing, I'm going to guess that if I'm following Vans Joy, the calendars would potentially show upcoming concerts or information, which does sound pretty good. That does sound like something I would use. Yeah.

Cool. Just sort of, I guess, looking beyond fandello now, you're sort of talking about like you are a fan of entertainment. I know you like music and have to stay up to date essentially for work with sport at the moment. Outside of fandello, what kind of online platforms or apps or social media tools are you using to sort of stay up to date with any kind of news or content from people that you like and that you like to engage with?

Yeah, I feel like I'm on pretty much all of them. The main ones probably instagram. That might be the only main one. Really, I don't know, twitter or X or now I've kind of fallen off it, looked into threads and I was like, Nah. I think majority of where I get that information is probably from face to face interactions or messaging actual people rather than turning on Twitter notifications and getting a notification every time such and such tweets that they're doing a tour. Yeah, mailing lists. I hate I hate getting emails. So definitely none of that stuff.

Cool. And just sort of like you're saying about threads and X, twitter, whatever we want to call it, dropped off those platforms. Why? What makes you go, oh, I don't want to be a part of it.

This might be more of a specific answer to me. I think with Twitter, I was just like, I don't think the community was as big for what my interests were anymore. It was kind of me. And then I just didn't really like a logo that I'm done with it's already. Going to. I was like, no, elon musk's. Weird. Maybe part of it is I just don't want to support it now. Yeah, cool.

Sorry. That's right. That was my question. It's up there just because obviously you have a eye for design. If anyone watches this video, Anthony is a designer just like, interested, I mean, very high level, to get sort of your thoughts on feedback on the interface and like, UX UI of Fendo if anything struck your eye that you really again enjoyed or struggled with from a UX UI perspective.

I think occasionally it's pretty overwhelming to look at. And one thing that crossed my mind was kind of just it seems a bit inconsistent.

Okay, times.

So, like, this home page I'm looking at now, and it's got like the red bar at the top, and then it's got my favorites, and then it's got that tray of all fan room news video, and then it's got the rest of the stuff. And then the search page is like, black, and then the calendar page is like, completely red at the top with the calendar, which is probably good because it separates it. And then the score page kind of has this tray again, but it's showing dates and just kind of works differently. I don't know. I'm also by no means a UI designer. I just make the things move. Yeah. I don't know, I think it was just something that crossed my mind was just kind of like visual consistency.

Yeah, no, I think the main one.

Was occasionally just like, all this information is here now, which maybe discouraged me a couple of times. Doing anything at all. That sounds so, like, we have no attention span anymore of me, but at all. Yeah. I think when I opened that calendar page the first time I opened it, I was just like, there's a lot going on there, and I just don't want to deal with it.

Yeah. Just so for my understanding, just so I'm understanding what you're saying correctly, would you say that you find it overwhelming from a UX UI perspective, like, the clarity of the feed and whatnot? And from a content perspective, like, just the volume of things on the platform?

I got to think about it, maybe. Yeah. I don't know if can you say all of that again?

For you? Anything, just sort of when you're saying because when I asked for your thoughts on the design and you said, I found it overwhelming, and then talking about, oh, there's a lot to go through on the site as well. Is that am I correct in saying that? Then your experience is that it's overwhelming from a design and, like, a features and content perspective.

I think the features and content is good, but I think maybe occasionally they're hard to get to.

Okay.

Or they're hidden because there's so much.

Yeah, that makes sense. Cool.

I hope it makes sense. Or it's literally just like I don't know what to click on that calendar, that physical image of the calendar. I don't know what to do with that when I look at it.

Okay.

Like, do I click the dates and then it shows if something's on that date, and then yeah, I guess the search is the same sort of thing. It's just like, there's so much there. Well, it makes sense. It's trending at the top searches. It's really fine. I'm nitpicking, honestly.

No, but we really welcome granular feedback. Well, any kind of feedback at all, but no, it's nice to get a UX perspective, design perspective as well. Yeah. Cool. Great. Well, I don't want to eat into too much of your time, but did you have any questions for me? I mean, you can ask me anytime, but, like no.

What's your favorite Vance Joy song?

I guess it's definitely clarity.

Clarity, bro. Every time it comes, basically chance riptide.

But yeah, but every time clarity comes on the car, I'm just me absolutely blasting it. I love it.

Yeah. No, I don't think I have anything in particular ask you.

Any other final thoughts, feedback, comments?

I'm trying to think if there's anything else that's crossing right. At one point, I was writing things down. I don't know where I put that, but if it pops back into my head yeah, I'll let you know. Yeah. Overall, I think it's pretty sick. It seems like something that nothing else is really doing. I don't know where I would go to get all of this information in one place anywhere else, which is good, but yeah, I also don't know what I personally would get out of it, if that makes sense. I think more so just because my interests are maybe not aligned with sports or, like, music or entertainment. Music and entertainment. Yes, but I can't see myself downloading or using the app just to follow six or seven artists. I guess I'm more in, like, the I want to read about design stuff and design events or, like, games and that stuff.

Yeah. Interesting. Cool.

Thanks. Worth mentioning?

Yeah, no, 100%. It's been so interesting interviewing users. Just all those small tidbits that people are like, oh, I'm not sure if this is worth mentioning. Everything about the whole thought process behind it is 100% worth mentioning. So thanks for your time, bro.

All good. Anytime.

Am I seeing you tomorrow?

Potentially. I don't think I'm out tonight anymore, so more inclined to go out tomorrow.

Well, I think I'm driving, so good to know. There you go. Free lift.

Free lift. Love that. And Eddie's back.

Pardon?

And Eddie's coming. Right.

I know. I texted. I messaged Jack, and I asked if he's around, but I didn't know who else to message. Jack dean Miller.

Oh, yeah. Nice. Cool.

Who else? I can ask you this on messenger.

Yeah, I'll just say firefly.

My team doesn't need to listen to all right, broski. Thank you.

No worries. I will message you. Work it out.

Ciao.

All right. Bye.

## Meeting #10 – Wanxin Lu and Stephanie Brock

Internet communication subject before, and our subject coordinator also invited us to join in this interview. So I joined in this.

Yeah. Thank you so much for booking in a time to chat. We so appreciate it. Have you submitted your assignment yet on fandola?

Yes.

Beautiful. How did it all go?

Generally? It yeah.

Was it a group assignment for that one or individual? Yeah. Yeah. Nice.

Beautiful.

And so which university were you at?

University of Melbourne.

Yeah. Nice. Wonderful.

Awesome.

Well, it must be a relief having it all done and finished off, submitted. Cool. Well, again, thank you so much for joining me today. Have any of your friends done an interview with me yet?

I don't know, but they also submit the assignment.

Okay. Yeah. Well, I'll just run you a bit through, essentially the process today. It's very relaxed. We're just really interested in getting your thoughts and feedback as users. And obviously now you'll be quite familiar with the app having done an assignment on it. So we're just sort of, like, trying to get a bit of an understanding on some in app behavior, how you've been using it, how you're finding it. So, yeah, just to kick us off, would you be able to sort of describe what fandom means to you, maybe who you're a fan of, either in the sport, music, or entertainment space?

I feel fan is like people who are interested in celebrity or maybe a team if they are interesting in sports, or a singer if they are interested in music. For example, to me, I'm interested in Chinese drama, so I can say I'm fans of some Chinese star. But however, in Chinese fan group, they always have requirements of fans, like, they need to maybe cost some money for the celebrity they are interested in. So if that's called a fan, maybe I'm not a real fan.

Cool. And you've obviously had a look around on fandello for your assignment. How much would you say you've used the app and had a look around with it?

Okay, so I have a look of my assignments.

No, the app, like the actual program.

On your phone, the app?

Yeah. Have you had a good play around with it?

Yes.

Beautiful. And have you followed any favorites on the platform when you were going and having a look around in it?

Yes, I follow several celebrities, actually, I'm not so fans of them, but I just try to use this application. So I follow some of them, such as, like, Disney and some celebrities, such as Taylor Swift or Lily Collins, Emma Watson.

Beautiful. Cool. And do you remember the last time that you used the app?

Yes.

And when was that?

Maybe just before the assignment was submitted.

Okay, beautiful. And if you can think back to that sort of last time that you were using the App just before assignment, deadline time, can you sort of take me through? Like, no detail is too small? What you did on the App the last time you used it, like, what pieces of content you looked at, what other pieces you kind of ignored? Yeah, just like your journey through the app.

Yes. So if I use it just for entertainment, maybe I will have a look at in the home page there are some news and also like in the fan room there are some comments and you can also use such as in the searching period there's also some news or other articles but for my assignments I write about identity in it. So I looked at the profile and preferences. So I focus on how to like, one is to sign up and the other one is to when I use it, if I want to add some followers following someone or I want to reject my following of someone, how can I use different functions in it to do that?

Yeah, cool. So you're sort of mentioning just then, like, going through the app and looking at the news that was on each of sort of the different tabs, did you find yourself clicking into any of those articles?

Clicking? Yes. I don't remember which articles I clicked in, but I exactly saw some, like, about news of Disneyland or like there are some comments of these celebrities. Yeah.

And you mentioning also looking at some comments in the fan room and whatnot did you have a good explore of the fan room and did you post anything yourself?

I didn't post anything, but yes, I have a look of some other fans comments. It's very interesting. Like, they will usually give some positive comments to the celebrities they are interested in. So very interesting.

And seeing as you didn't post in the fan room, was there any particular reason why you didn't make a post?

Because actually, I'm not the fan of these stars. So I tried to search some stars I'm really interested in, but they are not in the so I didn't use that.

And out of the favorites that you would perhaps be interested in following that weren't on fandellos, what type of favorites would they be?

Sorry, what?

So you're saying that some people that you're a fan of aren't on the app. Can you give me a couple examples of those people, those favorites?

Okay, so lots of examples. So, for example, I first tried to search some Chinese stars, which I usually like, I followed on Weibo, which is Chinese apps, just like Twitter, but I find none of them. And even people believe the most popular stars in China, they are not on the app. And then I tried to search for some sports celebrities, such as Japanese celebrity in skating yes, which got Champion of the Olympics, and he's also not on the app. So actually, I'm not that interested in sports, but because I didn't find any sense of entertainment, so I asked my teacher, so what can I do? Because I need to write this assignment and he tells why not try to find someone who are in the sports area? So I also tried some but I still didn't find so maybe I feel there's less Asian celebrities in this app and so I then focus on the identity and sign up process and general administrative using on this app.

Yeah.

There was a question I was going to ask. Sorry, I'm just trying to think of it. Oh, that was it. So because those people that you're a fan of aren't on Fandello at the moment, where do you go outside of Fandello to find news or content related to those people that you're a fan of? Like what? Social media sites or websites or anything? Where do you go to find that content?

On social media sites so mostly are in webull. They are like news or search trending of them and I can also follow them so when they post anything, I can see that. And another one is called Xiaohongxu which means Little Red book. It's also a Chinese application. So that one is I think it's more like Fandano but they have differences. So what people do on that app is people post their source of maybe the celebrities they are interested in. But that app is not like Fandano because it's not only for celebrities, it's for anything. You can post anything. Yes, but if you are interested in, you can search for these people and there are lots of information so like their news or people's comments on their new drama or anything like that.

Wow, interesting. I've never heard of that before. There you go. We've sort of spoken about a couple struggles you've had with Fandolo. Is there anything or what would you say something that you've enjoyed the most.

About the app I enjoy the most, so, I feel one thing is when I do the searching process. So one thing I write in my article is that I can add the follower easily. So there are also buttons, so I can add them. And the other one is in the sign up process. That is, when I sign up, I can choose which area I'm interested in. That's the first step. And then the second step is more detailed. For example, I can choose some detail, maybe in the entertainment perspective or in the music perspective. So that gives me some chances for choosing my favorite celebrity. But since I have already choose the first one, which is more interested in sports or music or entertainment, so I don't need to choose anything. Like lots of things. I think that one is very good.

Yeah. And that's great to hear that you really enjoyed that sign up process. Why is being able to pick all the areas that you're interested in, why is that so important to you? What value does that add to your user sort of experience?

You mean the choosing process? Yes because actually I feel in this area I'm not that interested in sports because I usually don't see like sports games or anything like that. So maybe I will focus more on the entertainment or maybe music. I don't need to focus on sports as much. And another thing that is very good is that in this area I can not only follow the celebrities, I can also follow companies such as Disneyland or MAVO. Yes. So I can follow this. So there are more useful information for me. For example, if I want to go to which Disneyland in the future, I can also see some information on this app. So that is very good.

Yeah. Cool. Great. Well, I won't into too much of your time, but just to finish off, do you have any questions for me or any other insights or comments that you wanted to share?

Not really, but I'm just very interested in so Fandano is the app only for fans to have a group which is separate to other social media or it's more like a group which can link to other social medias? Because if you are in other apps such as Webull, there's direct parts in the social media that you can join in any groups of the celebrity. But this one, I think it can be linked to other social media, but it's a totally separate one. So is that just a separate app or maybe in the future you want to link it to other social media?

Yeah, it's an interesting place in which we sort of play in that. We're not really a social media app, but we're kind of similar. So it's an interesting and exciting opportunity for us to sort of see where we fit in the market. But still early days. Very early days, obviously. Well, thank you so much for your time today. I really appreciate you taking the time to chat with me. I hope the assignment goes well. Hope you get a good mark.

Yes, I already guess a mark. I think it's good.

Yeah, all good. Well, congrats. And we're hoping to sort of continue discussions with users going forward as well. So you may be hearing from me again very soon.

Okay, great. And hope I can see my favorite stars in the future.

Well, thank you so much. You have a good day.

Have a good day. Bye.



## Meeting #11 – Maddy Atkins and Stephanie Brock

Hello. Hi Maddie, how are you going?

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

I'm good. My name's Steph. It's so nice to meet you.

Nice to virtually meet you too. Nice to meeting you.

How's your day going? Yeah, pretty good so far.

How's yours been?

Yeah, good. Just getting into the office, getting started for the day. Yeah.

Have you got a lot of these little user interface meetings you've got to go through?

Do you know what? It's been pretty good. We've had a pretty good stream of students come through. So which uni are you at? Sorry. Maddie.

Monash.

Yeah. Nice. So we obviously have partnered with Monash but also a couple other unis as well, and all their students have had the opportunity to do an interview as well. So we've had quite a few come through, which has been really good. It's been really awesome to chat to everyone and get their thoughts and everything.

I can imagine there's a lot of people who just are happy to tell you exactly what they think and everything like that.

No, it's good. We so welcome. Feedback, good, bad, candid, everything in between. It's like gold dust stuff. So absolutely.

So valuable.

So thank you so much for popping on this morning. Really appreciate it. How did your assignment go? Or are you still going with it?

Yeah, no, we presented last week on Tuesday. It was actually really good. We were the only group in my class doing fandello, which was actually kind of annoying because we couldn't get to see what the other people did for their presentations. But it was also good because everyone was really interested in ours in our class because obviously they all did the same.

Do. Is it Everest?

Yeah. Skincare sort of brand sort of thing.

Totally. Yeah. Because Brittany and I and one of our other colleagues, Tom, went and watched a couple of the presentations and we obviously saw a couple Everest ones as well. And Brittany and I were like, OK, cool, well, we need to buy this product.

I was getting convinced as well when I was on there. By the fourth presentation, I was going, this sounds amazing.

Yeah, just shut up and take my money. Cool. Well, I'll just run you through, I guess the process for today, very relaxed. I'm not sure if any of your friends have done an interview with me, but basically we're just wanting to get, I guess, insights from you guys about your in app experience and sort of your behavior while you've been using the app as well. So again, any feedback, good, bad, indifferent? We really appreciate the candid feedback. So yeah, I guess just for the benefit of me and for the team, would you be able to describe sort of what fandom means to you specifically?



Yeah. Okay. So I would say that it kind of means just a sort of group of people that are all really interested in the same thing and enthusiastic about it. In sharing information and having opinions and talking about a certain topic, I would say yeah.

Cool. And would you consider yourself a fan or do you sit in any particular type of fandom?

Yeah, no, I would consider myself a fan of a few things, all the things that I'm sort of interested in. So sports there's specific sports I'm interested in as well as, like, celebrities and stuff like that.

Yeah. Nice. And could you tell me a couple of those different sports and celebrities that you're interested in?

Yeah, so on the fandella app, I've joined these ones as well, and that's Formula One and the yeah, that was after the World Cup as well. I kind of got swayed into that group for Taylor Swift. That was the only celebrity one other than the athletes in those sports that I joined.

Cool. Yeah. So you followed all those favorites? Yeah.

And the tennis tour.

Awesome. Cool. And obviously you've had a play around with the app for your assignment. Do you remember the last time that you used fandolo?

Probably like Thursday, last week. Thursday or Friday. Actually, I think I looked at it on Saturday or Sunday when there was the Formula One race was on the weekend.

Yeah. Cool. And as best as you can remember and absolutely no detail is too small, we'd love to hear it all. Just thinking on the weekend when you did open the fandello app, can you sort of talk me through what you did on the app from the moment that you opened it? Like, what content you looked at, things maybe you didn't look at.

So I opened the app. I just remember now I'm also part of the Carlton fan group, so also I wanted to look at that for Saturday's game. So I think I went on and I went not on the normal feed, I went to the feed just for Carlton and a little bit through that and I sort of did the same for the Formula One as well. And that was on Sunday. And I went on that and went straight just to the Formula One. And I follow a couple of the drivers, but I just mainly looked at the overall Formula One. I didn't the drivers individual fan pages.

Yeah. Is there a specific reason you think that you like to look just at the sort of like all inclusive Formula One page as opposed to favorites?

I think it was just because I wanted to see if there was any. I feel like the ones I was already following. I kind of knew all the information about what happened with their weekend, and I wanted to see if there was just anything that I didn't know about seeing what? People's opinions on a range of things rather than just getting about a couple of people. So I would just say everything.

Yeah.

Cool.

And would you say sort of you're talking about hopping onto the app to sort of discover things that you may not know about? Is that more around news that you may not have been familiar with or different people's opinions or what kind of information do you feel like you're seeking?

Well, I went on and I look at the headline for the news article but if it's not something that interests me then I don't really read any further into it. So I'm more interested in the actual post by the people and also because with the news articles it just gives you the headline. Sometimes I don't want to click on it and go read the whole article. Maybe if there's like a sentence or like a couple of a quick little summary under the headline then I could read it because sometimes I just scroll past them because they kind of remind me similar to sponsored news article ads on Facebook sometimes. And so I feel like I just don't notice them as much as I do the individual posts by people. I like to see people's opinions because I feel like sometimes they see the things that aren't in the news as well.

So that's what I was more looking for.

Cool, so just moving to that kind of content, the fan room, have you been into well, obviously you've been into some fan rooms, but have you posted yourself or interacted?

I've posted only a couple of times and I think one of them was in the Formula One fan group and one of them was and that was only at a time when I saw other people were also posting.

Okay. Yeah. So when you say it was only at a time when I saw other people posting, can you sort of talk me through why that was like, I guess like a launch pad for you to then go and post yourself?

Yeah, I think that when I saw that it sort of reminded me more of a conversation rather than just putting a post out there. And even though sometimes I'm not saying the exact same thing that they've said or even really replying to them, made me feel like the post is going to get I'm interacting with people more so than if I just posted when I see no one's really posted in a while.

Yeah. Would you say that the interaction is a really important thing for you as a user? Yeah.

Okay.

Yeah.

I think that feeling like there's interaction in the fan groups is what makes me want to post more because when I see that there's interactions it makes me feel like I'm getting something that I'm not really getting, like on another app or something like that.

Yeah, cool. Totally. And just sort of sorry, going back to when we were first talking about when you're going into the app and you said, I just went in for Carlton and just went in formula One. To the best of your recollection, having used the app a bit, would you ever say that you've gone on through more of like an exploratory lens? Like, just to go on and have a deep dive? Or do you find that you're sort of always going on for a specific thing, like tied to an event or news or something like that?

I feel like most of the time it's because of a specific thing. So when the AFL game is coming up I'm more likely to go on, or when a Formula One race is coming up, or if there's something more recently in the news about anything, then I'd go on. But I also have gone on previously and just looked at the trending news articles and the trending people and things like that, but then I remember the articles in that top ten. I think it's like the top ten trending, they weren't as up to date because I remember it said twelve weeks ago or something like that. So then I wasn't as interested. But I also have just gone in to look through my general feed as well.

Cool. As in the all tab back.

Yeah, cool. And then I would stay on that if something captures my attention in one of those posts, but that just depends on the news article or something like that. And then if I see something that I like, then I would go from the explore, like the all tab to the specific fan room of all that interested me in.

Yeah, cool. Makes sense. And obviously you've used the app quite a bit for uni and whatnot what would you say you've enjoyed most about the app and then flip side of that, what would you say that you've struggled with most within the app?

I'd say I've liked the most, like the polls that people put up because I feel like it's interesting seeing what the results are on the poll as well as seeing that people have got opinions on that in the first place. That's been my favorite part. Every time I see a poll I always vote. That's probably the most interaction that I always do on when I use the app. And I think maybe the things I've struggled with is maybe just the news articles. I just feel like sometimes they can either be very repetitive or as I said before, I don't really want to click on them because I actually have never clicked one, I don't think because I don't want to be taken to a third party website. I don't know, it just feels like it won't flow as easily in the app because then I'd have to go.

Back to the app.

So I normally want to spend my time going through the whole app before I have to go off.

No, it makes a lot of sense and just sort of moving away from Fandolo for a second. You've mentioned that you're a big fan of F One and Carlton and whatnot outside of Fandolo, where would you say you go to the most? Either websites, other social media apps to find news and content in relation to the people that you're a fan of?

I would probably say Instagram is probably, I think maybe because I follow a lot of news websites and things that give me that information. So I would definitely say Instagram. Or I would just Google it. I would just Google Formula One and see if I am hearing something about it and I don't know about it. Just Google and see if it comes up in any of the articles on there.

Yeah, cool. Totally. Great. Well, I think that's sort of it in terms of my questions. I don't want to hold you up too much. Very busy. Uni student. I just finished last.

Congratulations.

You must be so excited to be done. Yeah, I won't lie, it is really nice to be done, but yeah, I don't want to eat into too much of your time, but I've asked you.

A lot of questions.

I just wondered if you had any questions for me or if there's anything else that you wanted to share, any of your insights or thoughts or feedback that we haven't touched on yet.

No, I actually feel like you've gone through all of it pretty well. I feel like I've said all the parts and gone through how I use the app the most and what I've lacked the most, so not really anything to add in that sense.

Great. Cool. And any questions at all?

No, all good. I don't think so.

Great. Awesome. Well, again, thank you so much for your time. Really, really appreciate it. One of the most important things that we can do at the moment, so thank you so much for taking the time and it's something that we're hoping to continue to do as well, so might be in touch very soon.

Perfect. Thank you so much.

Great. Well, have a good day, Maddie. Nice to meet you too. Bye.

## Meeting #12 - Lutfi Baddiley and Stephanie Brock

Joke.

I went to high school together.

Oh, awesome. So you're from Tassie, as. Yeah, yeah.

Awesome.

Are you still there?

No, I'm in Melbourne at the oh, cool.

Are you working here or at Uni?

I'm just finishing.

Oh, nice. And what are you? Oh, cool. Well, hopefully this is like right up your alley then. Cool. Awesome. Well, thank you so much for taking the time to chat to me today of yeah. At Fandello. I'm sure Joey's told you a bit about it, but yeah, we're a new sports, music and entertainment app and we're pretty new just having launched in June. So we're just hoping to interview a couple of users like yourself, just to get some good insights into your sort of in app experience and your behavior inside the app and any thoughts and feedback that you might have. So just to kick us off, would you be able to describe to me and the team, if they come across this interview, what Fandom means to you and who you are a fan of, if anyone?

Yeah, I'm definitely more of a sports fan rather than sort of music and entertainment, but I think in terms of Fandom, I think it's just being able to not only enjoy something, but also be able to connect with others that enjoy the same thing. I think that's really important. Yeah.

Cool. And within the sport sort of space, what are you a particular fan of? Like footy basketball?

Yes, so I have grown up playing soccer, so I follow that. I also follow the Formula One and a decent amount of basketball as well. But if there's an interesting sporting event going on, like the Super Bowl, I'll tune into that as well. But yeah, no diverse range of sports.

Yeah. Cool. Awesome. And just sort of moving over to Fanzello, how much would you say you've played around with the app?

Yeah, so every time I've wanted to check a score or something like that, I've actively made sure they've gone into Fandello to just sort of go through the and see what the experience was like in there. And it's funny, I think it must have been about a month or so ago, I was thinking, I need a sports app that sort of tells me all the sports and does it quite accurately. I'm just sick of having to have different apps for different leagues. I have used the ESPN app a decent amount, but I find that quite often it gets the game times wrong so it converts the date. It's an Australian time, but it uses the American date of when it would occur if it was in America, which was a little bit yeah, no. So far I've liked the direction that.

Fandello has been heading in and interesting you're saying about using multiple platforms other than ESPN. What are the other sort of platforms, be it those sort of sport focused apps or social media or just good old fashioned Google. Where have you been going other than ESPN to sort of find that sport related content, like be it content or news or stuff like that.

Yeah, so for a lot of the news, I will probably come across it via social media, in particular Instagram, but if I'm actively seeking a piece of content, I'll usually go to the app of that league. So if it's the Premier League, I'll use the Premier League app. If it's the NBA, I'll use the NBA app. But yeah, so a lot of it I'm having to the news doesn't come to me as much as what I would like. It just because of how Instagram is filled with other content besides the news.

Totally, totally. And you say you've been looking at fandello, like when there's certain sporting events and whatnot, how long sorry, have you been a user? Like, when did you sign up?

It was last week. Yeah, would have been Thursday ish, I reckon, so I've been using it for about five days now.

Yeah. Cool. And when was the last time you used it?

It would have been on Sunday night when I was doing like I have a Grand Prix tipping thing with some friends, so I had to find the results of that. So I went into Vandello at that point.

Awesome. And just to the best of your memory and absolutely no details too small, we'd love to hear it all. Can you talk me through on Sunday? Sort of your journey from the moment you opened the app and how you sort of journeyed through the app, like what content you looked at, things that you didn't look at. Yeah, just what that flow was like.

Yeah. So I remember jumping on and you get to the home page and I sort of had like a little bit of a scroll through that because I get sidetracked quite often. But yes, I went through that and then I jumped over across into the scrolling to find where the F One tab was and then went into F One and looked at the results. But I also started having a look through some of those I forgot what they call, but they're like the community pieces where people can put up polls or give their own opinions and just seeing what other fans, I guess, had to say about what happened.

And in those we call them fan rooms on the app, the community piece, as you're talking about, did you interact with any of those poster polls or post anything yourself?

I did not know.

Okay. Was there any reason why specifically you didn't engage or post?

I think I just had quite a busy week and yes, I've been having to just with Uni final week getting assignments in, but yeah, no, it is something that I would look at doing.

You're talking about being busy with uni and totally understand. I just finished my degree last semester. It's crazy. Time, uni time. Would you say there's any other barrier to you posting in the fan room at all or anything stopping you from engaging?

Probably just like my own personal self. I've never been a big poster onto anything at all, so it would not necessarily insecurities, but something along sort of that line. It wouldn't because of my opinions or anything like that.

It's just great. And have you found that you've been using the app at any particular time of the day or is it triggered by a certain event or anything like that?

Definitely mainly because it's been triggered by a certain event, but there have been times where I've just sort of wanted to see what other people were saying around, like a soccer event as well. So Arsenal played in the North London Derby over the weekend, so I went and had a look to see what fans were saying about that as well.

Great. And within the app, what would you say is something that you've enjoyed the most about the app and then the flip side of that, what would you say you've struggled with the most with using the app?

Well, I've definitely enjoyed how I guess it's an all in one sort of space. I think that's something that is definitely lacking out there and my ability to not only just look at sporting content, but if there was an artist that I wanted to go and see, it says, hey, look, this artist is coming at this performing a show at this place. I found that quite helpful as well as for improvements on some of the sporting sides, particularly more around the team sports. I think it just would have been visually easier if it was the team's logo rather than a photo of the team in action and then maybe sort of in the home menu being able to in that home all section, having some sort of system where it would be like, okay, here's the top story about Drake. And then you have the main headline article with the picture, and then directly underneath it, you have it as like a tile type thing where you have a couple of other main news pieces from that and then you move on to another section.

I think that would just make it feel a little bit more condensed and a bit tidier. That's honestly just nitpicking at that point.

You're saying with that suggestion of that post flow on the home page, other than it being a bit more condensed and tidier, what would sort of be what kind of value would that bring to you as a user? Is it purely aesthetic and it looks tidy, or is there something else?

I think it would allow me to sort of I feel like when I do go into it, when I am scrolling, I'll see like six different Drake posts or something like that, one after the other. And then, whereas if it was I guess I could go. Okay. Yep. There's some Drake posts really quickly. It would then allow me to move on to the next thing rather than feeling like I'm almost having to sift through the Drake posts before I get to something else. Yeah. I don't quite know how to explain it properly without visually showing you, but it would yeah, just yeah, I don't know, I can't really explain it.

No, I think I understand what you mean. Like not having, like, you're saying to sift through all the content.

Why?

I don't want to put words in your mouth, but making a bit more of like, concise compact. Sorry, I'm just conscious of time and you're busy. It's your final.

That's okay.

This semester. But do you have any other thoughts, feedback, insights that you wanted to share that maybe we haven't touched on so far?

No, not really. Yeah, so far I've been enjoying the app. Honestly, it's been good. Something that I probably continue using.

Great. Amazing. And any questions for me at all about fandello or the app or anything at all.

I guess why sort of did you decide to create it? What was it that was lacking? What need was it that you were trying to fulfill?

Totally. So our founders, they were sort of having the same experience that you were struggling with, talking about going to multiple different platforms to find, I guess, all different bits of snippets, of content, but all under that sort of like either sport music or entertainment banners and also just filling the gap in the market of there's no sort of one hub for fans to come and interact and share their thoughts and feelings and passions for favorites that's not just like only AFL or know a fan page for a celebrity on the internet. So just aggregating all of that and making a really nice centralized hub for fans to come and share their passion and get all the information like we're talking about all in one place.

Yeah. Awesome.

Cool. Well, thank you so much for your time today. I really appreciate it. And we're hoping to continue discussions with users as well throughout our journey. So might be in contact with you again.

Yeah, absolutely. Shoot me an email if you want anything else.

Great. Thank you so much. It was so lovely to meet you.

No worries. Lovely to meet you too.

Bye. Have a good day.

Bye. You too. Bye.

## Meeting #13 – Matthew Wongsodirdjo and Stephanie Brock

Hello.

Hi, Matthew. How are you?

Oh, my God. Sorry, it's really loud. Okay, let me open pardon? Let me open my camera. Really? Sorry. There you go. Hi.

Hi. How are you?

I'm fine, thank you all. Are you Stephanie?

I'm really well, thank you.

Brock. Or is Stephanie fine?

Oh, no, Stephanie is absolutely fine.

Sorry. Because this is a very professional location, so I don't want to offend anyone.

Not at all. It's so lovely to meet you.

Oh, yeah. You, too. Wait, let me turn on the mic.

Which uni are you at, Matthew?

Excuse me? What? I'm sorry. May I wear my headsets first? Because I'm really sorry.

You're right. Hello?

Wait. Oh, my God. Wait. Can you hear my voice? Hello?

Yeah, I can hear you.

There you go. It's better now. Okay.

Which uni are you at? Sorry.

I'm in the University of Melbourne.

And what are you studying? What's your degree?

I'm majoring in Communications in the Bachelor of coincidentally, I made a report, I believe, for one of my subjects about the application fandello. Yeah. And I'm currently using your apps because I connected it with Spotify, so it's actually pretty neat.

Oh, cool. Well, we just extended this opportunity to come and chat with the team to the unis we've been partnering with. A couple of unis have done an assignment on fandello. Yeah, because we'd really love to chat to you guys. Obviously, you've been in and using the app and everything. And as an early sort of startup, we really value your feedback. So, yeah, I'll just be asking you a couple of questions today about your in app experience and your behavior, if yeah, that all sounds fantastic. Matthew, for just my benefit, would you be able to sort of describe what fandom means to you and I guess the people you might be a fan of or teams or leagues or anything?

Well, I guess for me, if you're asking me personally, from in my lens definition of a fandom, I think it refers towards a specific niche or a group of people that has a certain aspect that they're passionate in. So, for example, if they're passionate in music or in, let's say, a football club sorry, a football club or a soccer club, they would congregate together and they would try to support that specific team or that specific music, and the producer, the

singer that's producing that music, and they will try to support it in any way that's possible. So that by attending their meetings, by buying their products and all these things, I believe, yeah.

Awesome. And who would you say that you are a particular fan of? Sorry.

Well, if you're asking me about what I'm part of the fandom well, I'm kind of a sporty person. But in here in Australia, the trend here is relate with football, I believe, the rugby teams and all that. But I'm in favor of the football, the soccer type, like Premier League and all that.

No, it's good to know.

But since I'm primarily utilizing fandello for the musical aspect, I think I'm more relate with the classical music fandom, specifically baroque. Well, not really baroque, but impressionist music. Sorry if it's really long.

No. So, what other people are you a fan of in music? You mentioned classical music, but is there anyone, music wise, like artist wise, that you're following on fandello that you're a particular fan of?

Well, I believe when I was making my profile account, I connected fandello with my Spotify. Right. So it's synchronized together, I believe, although it is a bit archaic or analog or me likes to say this, but I'm a fan of those 20th century conductors such as Herbert Juan Carahan and Carl Bomb. German conductors, mostly conducting Strauss and all these. And also baroque as well.

Awesome. So you've obviously had a look at the app for your assignment. And whatnot do you remember the last time you used it?

Well, for the sake of this meaning, can I open my report? If you don't know, can I share my report or do you want to make it?

That's okay. I'm just more wondering what.

I use the app for. Wait, let me fix. Because it's been a while. Because I'm also using Spotify as know if you know, aside from doing the report thingy because I primarily analyze the user to making up the user and such. I guess it's to find since I'm interested in classical music, I try to find a concert step, try to find tickets, I suppose, when I'm using that because it's really handy because I heard you guys have that feature, right? Yeah. You guys have finding the tickets feature, right? From what I think, I kind of use the app to find options for tickets at any concerts for classical music.

Able to find anything.

For me, it's pit hard because for me, although yes, in fandilla, there's a certain catalog for classical music since if I'm really interested in classical music sorry, but I believe fandilla is more appealing towards modern day artists from whatever, pop artists and such as I'm really sorry for being generic, but like Taylor Swift. Yeah, Taylor Swift. The swifties, right? Or Justin Bieber and all of these very much more popular and trending and relevant artists, I guess, for an old, tiny person like me. I guess. Well, it is available, but not that much, I suppose.

Yeah. Cool. So have you, on the app, followed any, like, you know how you can pick a favorite?

Excuse me? Sorry, you were lacking.

You know how you can pick a favorite on fandella and follow a favorite? Did you follow anyone in particular on the app.

For me? Not quite. Because the marks are a bit missing. Because I think it hasn't been fully synchronized with my Spotify. I'll try to look at it again, but I remember I haven't because I didn't find anything that was appealing towards me, but I think I did find someone. So I think I'll tag it as a favorite.

Yeah, cool. And no detail is too small, but when you've been using the app with your Spotify integration, can you sort of talk me through exactly what you do or to the best of your recollection, tell me what you do on the app from the moment that you open it and sort of how you journey through the app.



Oh, yeah. Well, coincidentally, I also did my report about that process. But to make it simple, in a way, I was able to change your introduction. I was able to do my Spotify, but back then, I didn't have a Spotify account. I have to make a Spotify, and I have to add my recommendations and all that in my Spotify. And I was able to link it with my know it's a bit of a tricky process.

Yeah. How did you find that process of linking up your you know, because back.

Then, I didn't really use Spotify. I didn't know Spotify. Back then. I knew, but didn't really use it. But once I accessed Fandelo, I knew about Spotify and I downloaded Spotify and did the selections thing and I linked it with my you know, it only took a minute or so, but I have to go back and forth with know it's practical in a know it's really short. But of course, for people who are in the older demographic who are using Fandello, which I assume is not the main target demographic, it's going to be a bit difficult.

And what would you say is you seem to be really loving that feature of the Spotify.

Yeah, it's actually pretty handy.

What would you say is the biggest benefit of that Spotify integration to you as a user?

Well, for me, what's really handy is one I'm introduced to both Fandelo and, like I'm sorry, I know this is a private question, but are you guys competitors or are you partnering together?

So we worked the Dev team worked to integrate their software into our app. I'm not entirely sure around the details of our relationship.

I'm just a random person. I don't want to see sorry, am I cutting?

No, no. I just would really love to know what you think the biggest benefit of that Spotify integration is to you.

For me, there are two benefits for the first one is that I'm introduced to both companies, fundello and plus. Since you guys are linked together, it drives a certain necessity for us, the consumers, to use fundello as well as Spotify. So if one doesn't work, if you don't have the other, then it doesn't work. Right. One and the second one is from the selections of Spotify. It also connects and synchronizes with the data because you guys collect data as well from the Spotify as well. Right. So it really helps with the selections of the preferences and all that. So it's really handy.

Sorry. It selects good music preferences, like good songs.

Yeah. I'm really sorry if I'm going over no, precisely. Yeah. So for me, I really enjoyed how versatile and tactical Fandello is with current modern day circumstances.

Awesome. And on sort of the flip side, like you're talking, how much you love the Spotify integration, is there anything in particular that you've struggled with using Fandella.

At, you know, during the creation of the user profile? Because I'm doing my report about that as well. For me, although it was simple, but I find it quite charring. That wrong term. Sorry. I find quite difficult that you can't change the profile name, user profile, because it's only stuck with your full name, first and last name. And for me, I did my report about this, and my main concern is really with privacy as well. So what happens if someone I'm really sorry. I hope this doesn't happen, although it won't happen to me, but probably with other people. But what happens if someone finds your profile in Fandail and starts to stalk you? That might create huge issues, a liability issue for the company. Although, yes, the Fandom is important. Pseudonymity and anonymity in the online world is also important as well, since you guys are also collecting data as well.

Yeah, no, I hear you on that. Just conscious of time. I don't want to eat up into too much of your day.

No. I'm freezing, Tariq. So anyway, take your time. It's okay.

I was just wondering if you had any other thoughts that you'd like to share on the app that we haven't covered.

For me, I really enjoyed using Know. Well, that's my main concern, the ability to change your username, since I find that Fandillo is quite stern. Because when I want to change my user profile name again, it's stuck with my first and last name. Well, there's apps like Spotify. You can change it to anything you want, but you have to use your email of yeah, cool.

Beautiful. Any questions for me at all?

No, I don't need it's actually really fun talking to Stephanie.

Awesome.

Yeah.

So lovely to chat to you today.

Thank you as well.

Yeah, thank you so much for taking the time. And yeah, best of luck with your degree moving forward.

Okay. Thank you so much. Okay, have a nice day.

You too. Bye.