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Take the Lead Fantasy

Learnability:

One of our main goals at Take the Lead is to provide a program where our users can jump right in and begin creating lineups. While many of our competitors require users to spend dozens of hours to learn their software, we aim to allow our users to engage with deep functionality almost immediately. We want our users to be able to generate lineups in 3 simple steps. Our main page, the lineup generation page, will feature dynamic tables filled with players that can be entered into lineups. The first step in generating lineups as a new user will be pressing the large “Generate” button at the bottom of the table. While Take the Lead offers many customization options, it is not necessary to use these if you are a new user. We want our users to naturally gain knowledge about customizations as they become more experienced with our product. Once they generate lineups using our product, the second step is the generated lineups will appear in discrete panels across the screen. Within each panel, the players will be color-coded according to their team color. For instance, players on the Patriots will be blue and players on the Redskins will be red. The third and final step is the “Export” button. By clicking this button, the user will be able to export their new lineups in CSV format and upload them to the fantasy site of their choice. Our customization options will be under a tab in the toolbar labelled “Advanced Options”. Within this feature we will offer exposure caps, stacking rules, and player grouping options. Users that want to add more customization to their lineup generation process can do so here.

Efficiency:

It is very important that we provide our user-base with an efficient model because generating hundreds of fantasy lineups can be very time consuming. On the lineup generation page, players will be sorted by position in top-down order of projected points. There will be a tab to view all QBs, RBs, WRs, TE, and DSTs. This will ensure the highest projected and most relevant players will be the easiest to access. This will streamline the user’s process because they will not need to needlessly sift through hundreds of players to find their desired player. Next to the player name we will feature a variety of selected statistics. We will feature projected points, ownership, salary, position, team and opponent. While more statistics will be available, we do not want to overwhelm the user with extraneous statistics on the main page. Next to the player name and statistics we will have a text box that will allow the user to enter a maximum exposure threshold. If they want to adjust what percentage of the time the player occurs in a lineup, they can manually set an exposure cap immediately next to their name. Setting exposures is a core part of lineup generation and we wanted to make this feature as accessible as possible.

Utility:

If a player is unhappy with a particular subset of lineups we need to provide an intuitive way for them to make alterations. We will allow swapping out players individual players by clicking on the names of players in generated lineups. We will show a sub-panel of possible replacements for that player and allow the user to make their swaps. We will also provide a wealth of information on the lineups. We will have a feature that will calculate the overall exposure of the generated lineups. For instance, if 50 out of 150 lineups have Tom Brady we will have a panel that indicates the user has 33% exposure to Tom Brady. If a user doesn’t like how their 150 lineups turned out, they can simply hit the crunch button again to get a new set of lineups. As far as making changes to individual lineups, a user will be able to switch out each individual player with someone of the same salary range. This change is very easy and just requires clicking a button next to a player in the lineup. Another utility we provide is the option of selecting certain lineups out of the set, in case they want to compile a group of their favorite lineups, or enter a number less than 150. Our website will have useful utilities that help functionality of things they may want to do.

Memorability:

A big goal for our website is to allow users to remember our tools and settings after their first time. We will have logically named tabs at the top of the screen, such as settings, players, and visuals so that a user understands what the tabs are from first look. These tabs also hold categorical significance, where settings will logically contain options to do with settings, while the other tabs will have things pertaining to their category. The user’s preferences will also be saved, so they don’t have to reselect their settings and players every time they launch the website. Icons will be present to help reinforce significance of each tab, further helping with memorizing how the website works. Our website will have many helpful tools that will aid the user in remembering how to use the website.

Safety:

Safety is another important aspect of our website. This is especially important with our product since computation time is extremely valuable. Since users will be able to edit generated lineups, this assumes that data (players) points will be swapped in favor of others. In the case that the users decides to revert back to an earlier option, a list of recent changes should be stored. This ensures that even if a change is made, users won’t automatically lose their data. In addition with a premium membership, users will have a given amount of data storage they can use to store generated lineups. A simple login will give them full access to all of their storage. Along with this persistence of data, our website will include basic safety features, such as JavaScript checks to make sure a user wants to logout or close a page. Login and logout buttons will also be separated to minimize misclicks.

Effectiveness:

Our interface exudes effectiveness through simplicity. Users are only given the most necessary of options to choose from. While it is important to provide users with functionality that outperforms the competition, providing constraints will focus users into only useful information. Part of our design effectiveness includes a seamless integration between feature modules. For example, when projections are generated, users can immediately visualize their data as either a list or graph format. Editing one representation will automatically change the other. At the same time, our algorithm will assist the user by offering unique suggestions for how they can improve their lineup. For example, if the user may want to include more lineups with a specific player, our algorithm will suggest commonly used players and relevant statistics surrounding them. Sometimes users won’t know exactly what they want; the goal of our software is to guide users into an optimal path. By emphasizing an intuitive interface along with our algorithm, Take the Lead is a simpler solution to lineup generators.

Data Visualization:

Data visualization is already a key part of our project. We will use D3js to make a lineup decision tree, detailing the players in any given lineup, and correlations with other players. This visualization will show other players and their correlation values, so that a user may switch out someone based on that value. They will also be shown other players that can be switched into the lineup, and that effect on correlation will be displayed. Another idea for visualization is a lineup profile, which shows various statistics about each lineup that help a user understand what statistics went into the generation of a lineup, as well as some other key facts.