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Module 1 Assignment

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The mobile app I chose to analyze is the Yahoo Fantasy Sports & Daily app. The fantasy league option is the highlighted feature of the app. This feature allows a sports fan of football, hockey, baseball, and basketball within the United States (US) to engage more with their favorite sport and connect with other fans to participate in competitive matchups with the most popular athletes. The primary goal of this app is to make money from a target audience of sports fans while providing a user-friendly experience of sports related content in one central location. The design layout is comprised of fantasy dashboard for your chosen sport, podcasts, analysis reports, sports news, sport advertisements ranging from pay-per-view entertainment, sports gear, and gambling.

The app addresses three major user needs by providing a central location for other sports fans to connect, create, and compete with teams from their own creation. Real-time sport data and analysis is delivered throughout the entire season and Yahoo can monetize services from their competitive nature with various sports gambling methods. The app’s target audience is likely young males between the ages of 21-45, located within the US, English speaking, and have a passion for sport/s (football, basketball, baseball, and hockey.) The National Football League generated $17.19 billion in 2021 across its 32 teams (Gough, 2022). It's common knowledge a sports fan is a loyal fan base which comes from various economic backgrounds. The business goal of Yahoo is to earn money from advertisements and commissions through their applicable sports related content.

The fantasy league user interface is similar for each sport, but I have chosen to reference the football fantasy interface in my example of the app’s layout. The app’s layout is restricted to portrait mode with four top horizontal buttons for each sport. Choosing a sport button from the widget gives you its dedicated content. A personalized user profile is created to help identify interest and tailor user content, league creation options, virtual online player draft or manual-entry player draft, and four bottom horizontal buttons showing your team’s roster, matchup, available players to trade, and overall league standings. Everything the user would need to monitor and manage their games. Any changes within your league or important sports related news such as injuries are sent directly to your phone through notifications.

As a developer, I would need to know my targets audience demographics of age, gender, location, language, education, occupation, interests, devices, along with psychological demographics values, behaviors, and habits. Factoring each trait helps to formulate and enhance the use experience and content to monetize each swipe or selection while providing a valuable service for the user (APP GROWTH, 2019).