

# DREAM 11

Team Hai Toh Mazaa Hai

Product Teardown 2021



A PRODUCT MANAGEMENT CASE STUDY

Malhar Trivedi



## Product Information

**Dream11** is an Indian fantasy sports platform that allows users to play fantasy cricket, hockey, football, kabaddi, and basketball. A virtual team of real players is created, and points are earned according to their performance and making teams.

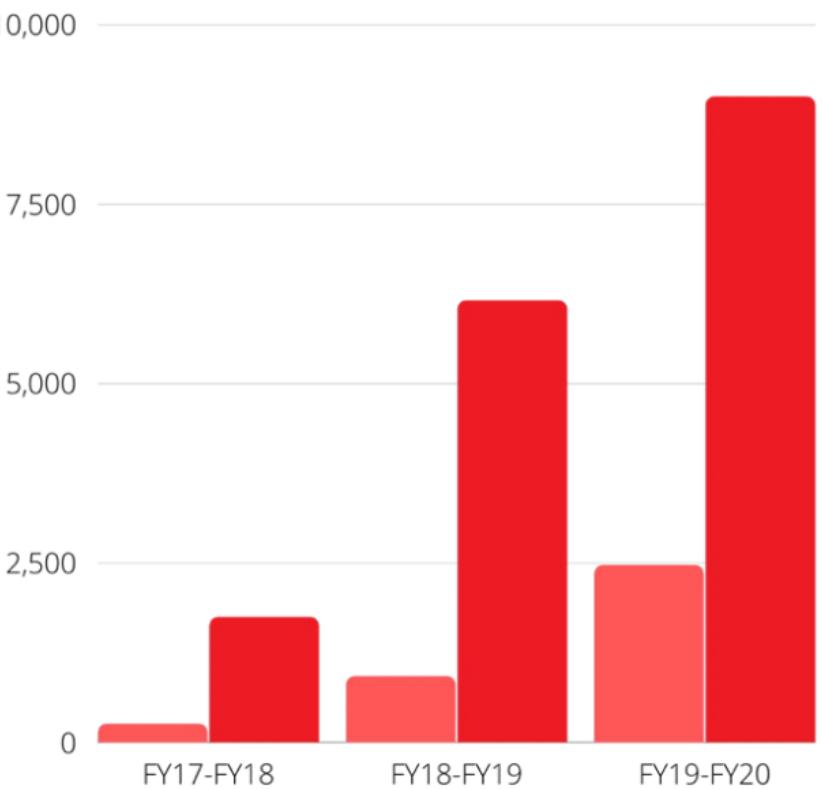
## Business Objective

Improving the growth of the platform and additions to adapt to a new user base.

## Improvement Objective

Improving existing features, ensuring the retention of users once the IPL season is over.

Fantasy Sports Market  
Fantasy Sports Company Revenue



Millions of young sports fans around the country have been hooked to fantasy sports websites and apps, and the number is steadily increasing. According to the Indian Federation of Sports Gaming (IFSG) and KPMG's report titled "The Evolving Landscape of Sports Gaming in India," by 2021, the user base will have become 100 million.

**DREAM 11**  
India's  
leading  
fantasy  
sports  
platform



**1st** Indian gaming product to enter the **Unicorn Club**



2020 Indian Premier League sponsorship for ₹ 2.22 Bln.



**Guinness** Record for 'Largest Online Fantasy Cricket Match.'



Successfully been able to host over **10 crore users** in app



Signed up with **20+ celebrity cricketers** like MS Dhoni



# SWOT Analysis

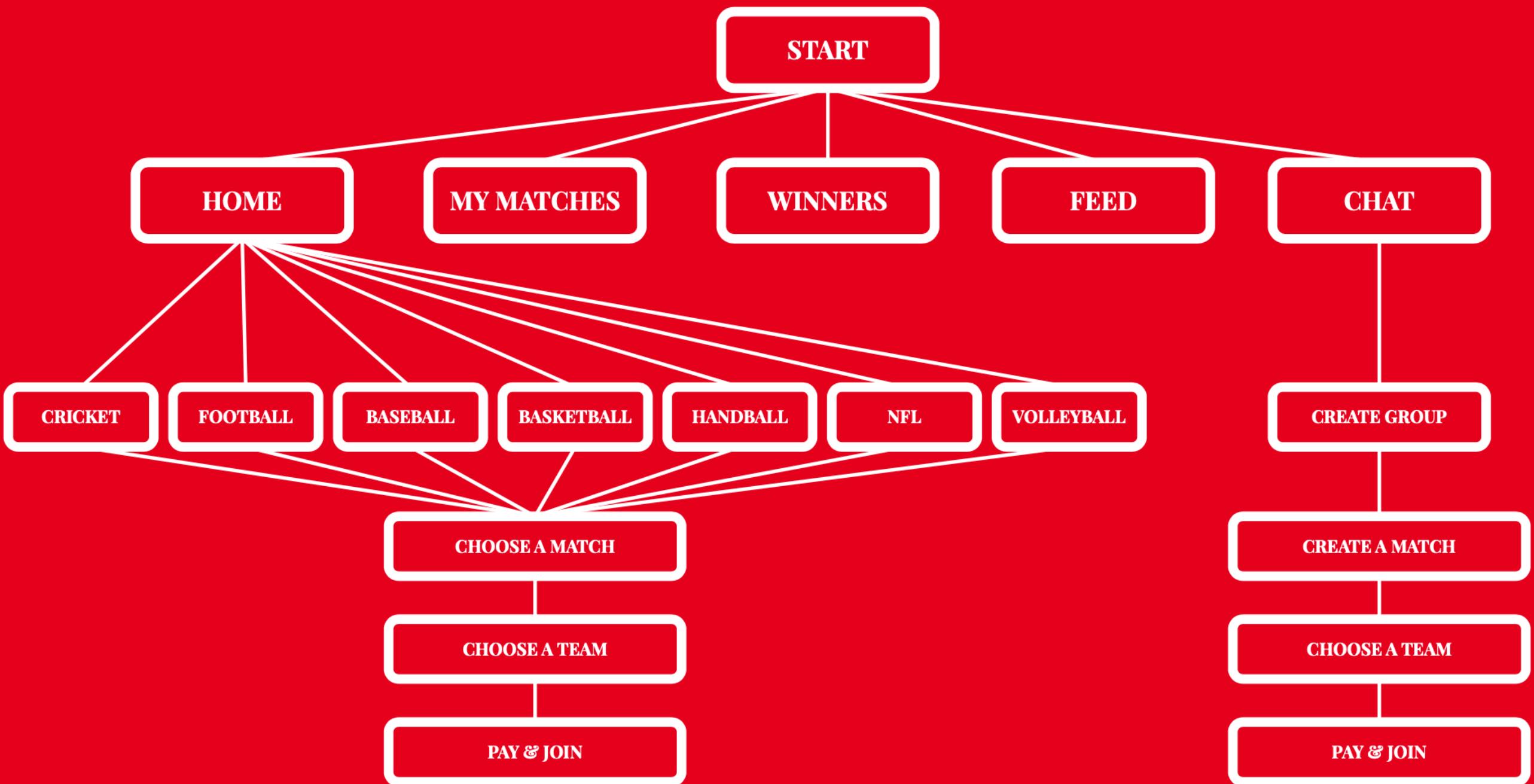




# User Personas

Demographics	Psychographics	Pain Points
	<p><b>Name:</b> Tarun <b>Age:</b> 20 years <b>Location:</b> Urban <b>Occupation:</b> Student</p>	<p>Being a student, he is looking for various ways to earn money without much work</p>
	<p><b>Name:</b> Sriram <b>Age:</b> 32 years <b>Location:</b> Urban <b>Occupation:</b> IT prof.</p>	<p>He is in the IT industry and gets stressed out. His fav sport cricket is a stress buster for him</p>
	<p><b>Name:</b> Kisan <b>Age:</b> 30 years <b>Location:</b> Rural <b>Occupation:</b> Landlord</p>	<p>Kisan is also a fan of cricket and likes betting or luck-favored games with his friends</p>

# User Journey



# Pain Points

1. Lack of trust arising because user's feel that their money is in stake.
2. Inefficient UI to play with friends or to know when they are online.
3. Practice matches are available but no returns. Hence it doesn't incentivize as required.

# Solutions

1. **A co-curricular sphere** for accessible play with friend
2. **Machine Learning based Suggests** for the users to choose the best players
3. **First time - offer an incentive** to make them play more.

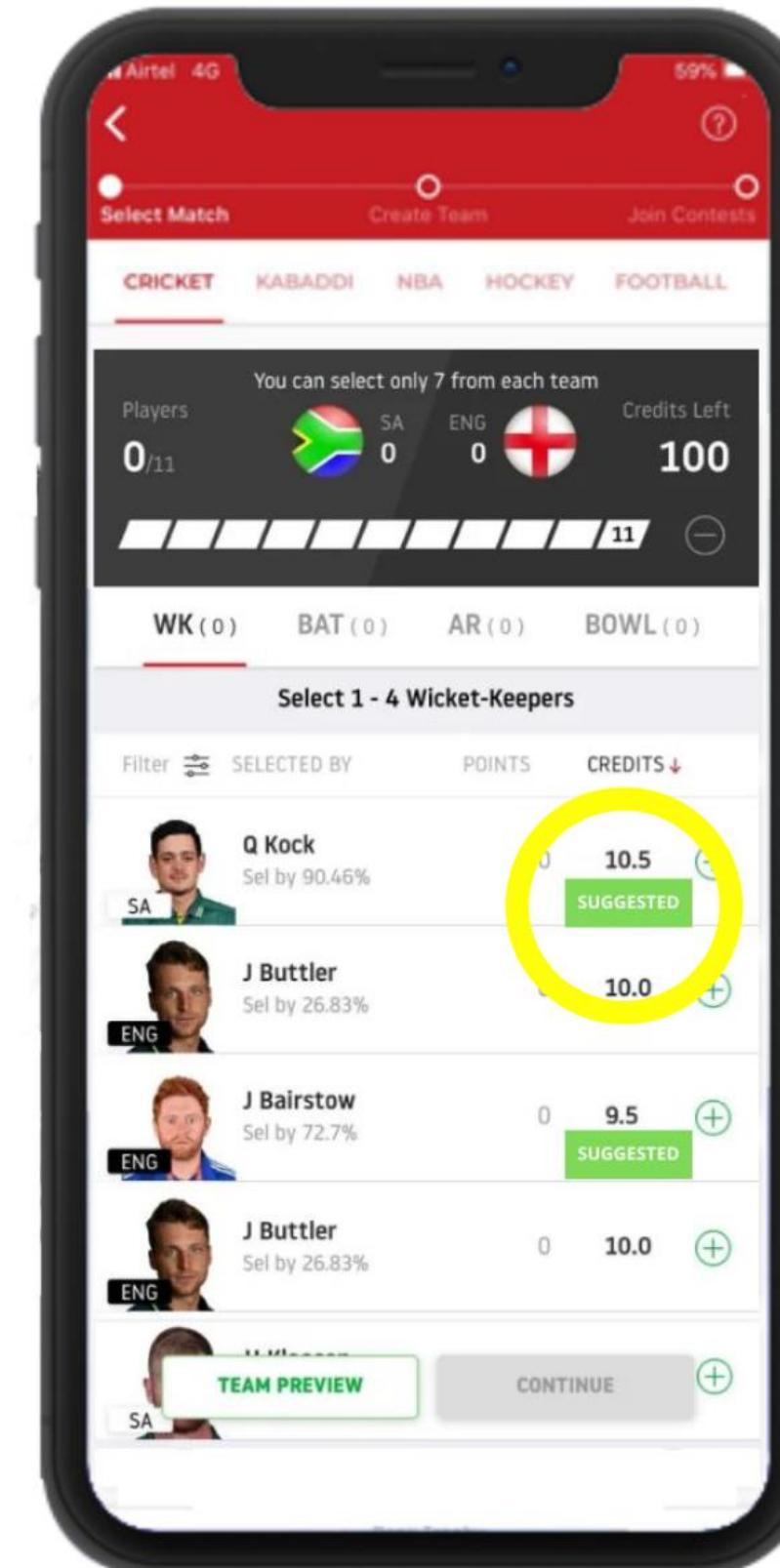
# Feature 1



## The co-curricular sphere

- This is a live platform for users where they can view the activities of their contact list. It is different from a private group.
- If friends are found online, they can immediately invite for a private contest
- This co-curricular sphere will also display the standings or the winning history of the contacts
- It will dismiss the procedure of sending invites to others using platforms such as WhatsApp, facebook etc.

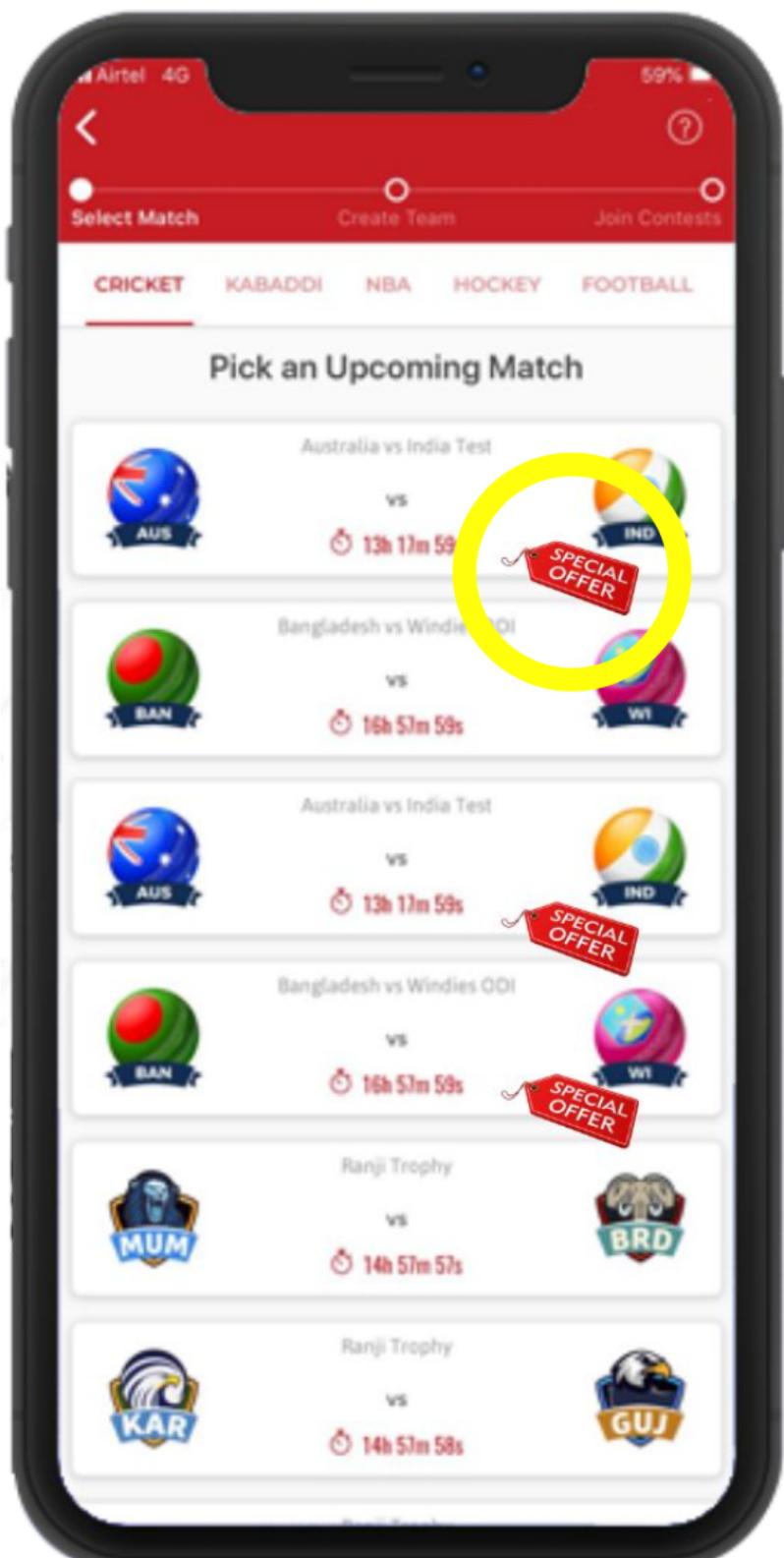
# Feature 2



## Suggestion Feature

- Implemented using Machine Learning and helps the player to get the best team
- Since there is a 100 credit cap, it becomes difficult for the user to choose accordingly. Hence our ML model can suggest teams as such or players when we have some more credits left according to the team/match etc.
- Note, this feature is personalized for everyone. That is, it depends on which team they are likely to support in the match.

# Feature 3

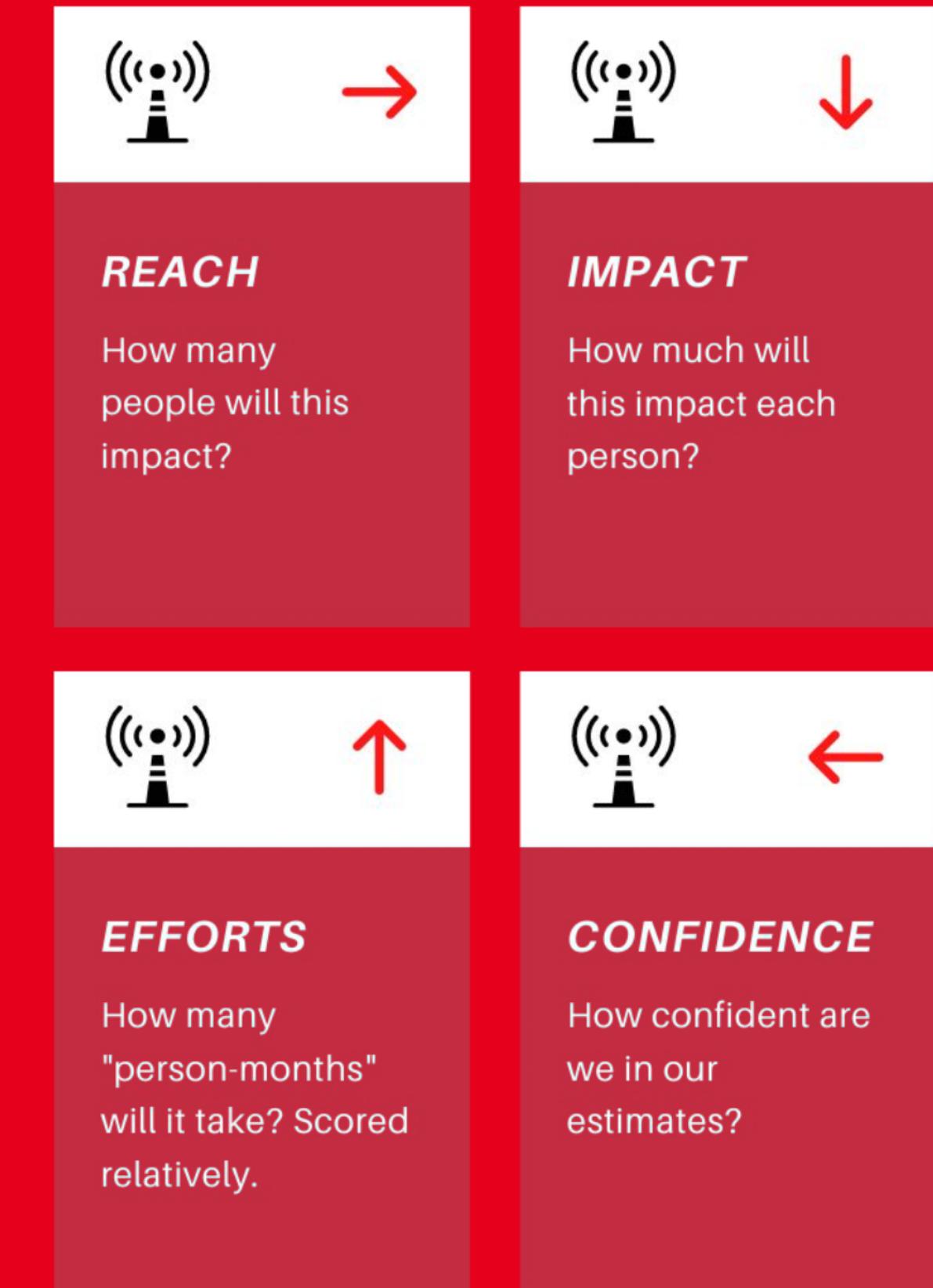


## The First Time Offer

- Whenever a user joins, he/she will be credited with a virtual money - using which one can appear for virtual matches.
- When a user plays with the virtual money and wins, it motivates them to play with cash this time. This increases the activation
- Playing with virtual money also creates a sense of trust among the users.
- This also enables the users to get familiar with the kind of game they will have to play to increase their chances of win

# PRIORITIZATION

## R.I.C.E Framework





# Prioritization

The number of users of Dream11 as of 2021 is around 100 M. Out of these, 5% are the DAUs ( Daily Active Users ) which leaves us with 5 M. The reach are as follows – 40%, 20%, 60% respectively. The score is calculated as  $(R*I*C)/E$ , and is given in the last column. Higher the score, most preferred feature at the moment.

FEATURES	REACH	IMPACT	CONFIDENCE	EFFORTS	
Co-curricular Sphere	2 M	1	80	3	53.34
Suggests	1 M	0.5	50	2	12.5
First time offer	3 M	2	60	1	360



# Product Metrics

Stakeholder	Signals	Metrics
Users	Taps on matches with first-time offer	Avg No. of taps on first time offer / total number of games
	User choosing real matches after virtual one	Avg No. of times user clicks on paid matches after virtual consecutively
Platform	Acquisition	Difference between the app downloads after feature & before.
	Product Performance	Number of users playing virtual matches/day.

## SUMMARY

After explicitly listing out pain points, user journey and so on, 3 features have been suggestion and prioritization using R.I.C.E Framework has been performed for the same. Concluded that the 'First-time offer' must be the first to work upon and the success of the product can be identified by metrics above.

# Critical Problems Discovered

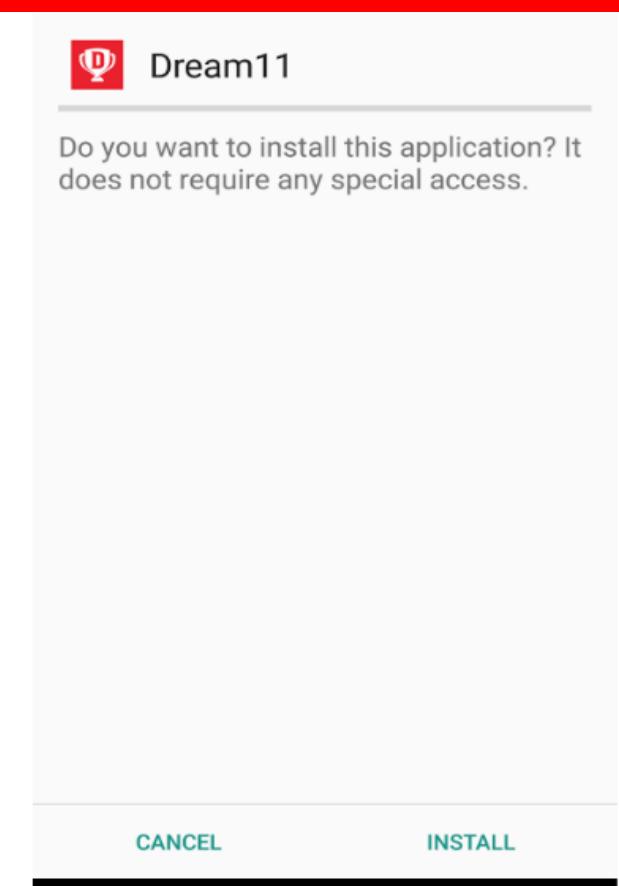
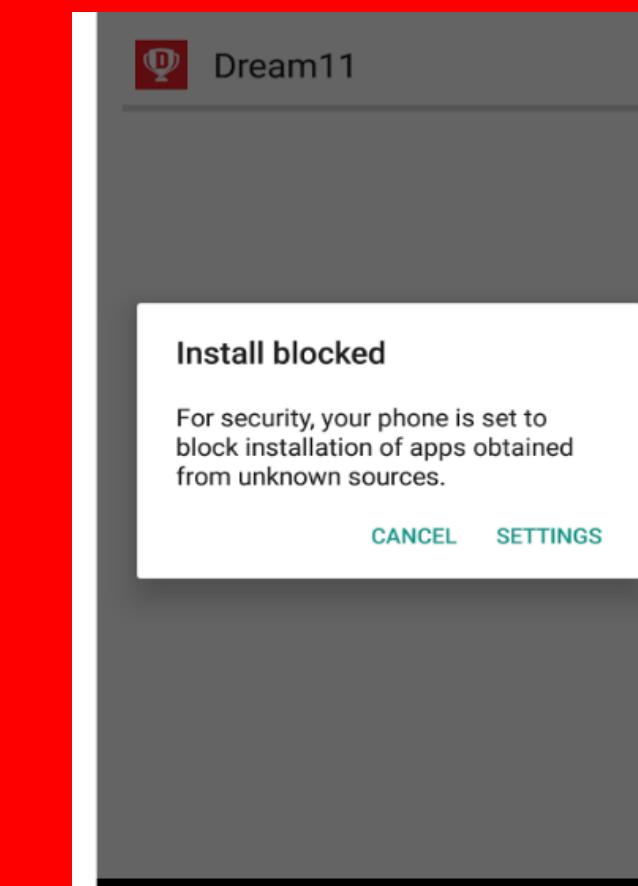
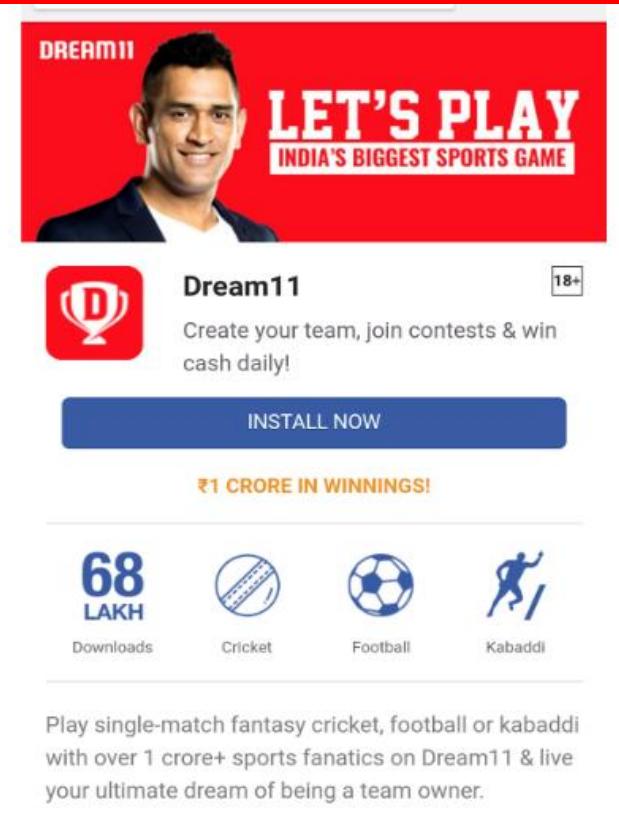
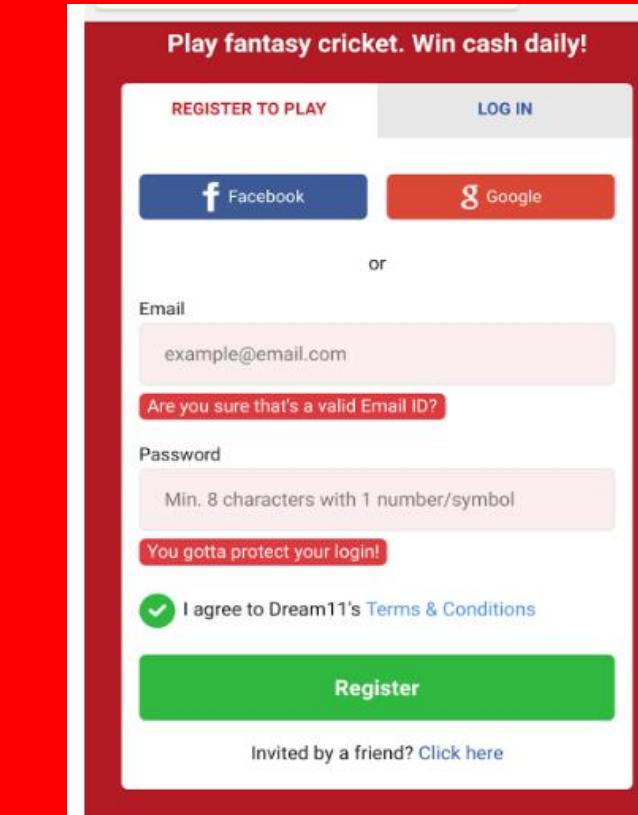
## Problem #1:

### Bad discoverability and installation hassles:

Unfortunately, this app is not available on the Google play store due to some reasons. Users have only option to install Android version from the Dream11 mobile site. The discovery of application and the installation process through the mobile site is a difficult and painful task for the users.

### Recommendation:

**The mobile site can be converted into a fully Progressive app** until Google allows Android version on the play store. The progressive app can cover the entire range of mobile clients/versions, no installation would be required and no discovery hassles at all.





### Problem #2:

Registration option on the 1st screen seems unreasonable/illogical for the new users, who have not yet experienced the product or convinced from it. Such options can lead to major drop-off.

### Prediction:

**"Skip for now"** option would be the 1st choice of the maximum number of new users due to the above reasons.

### Recommendation:

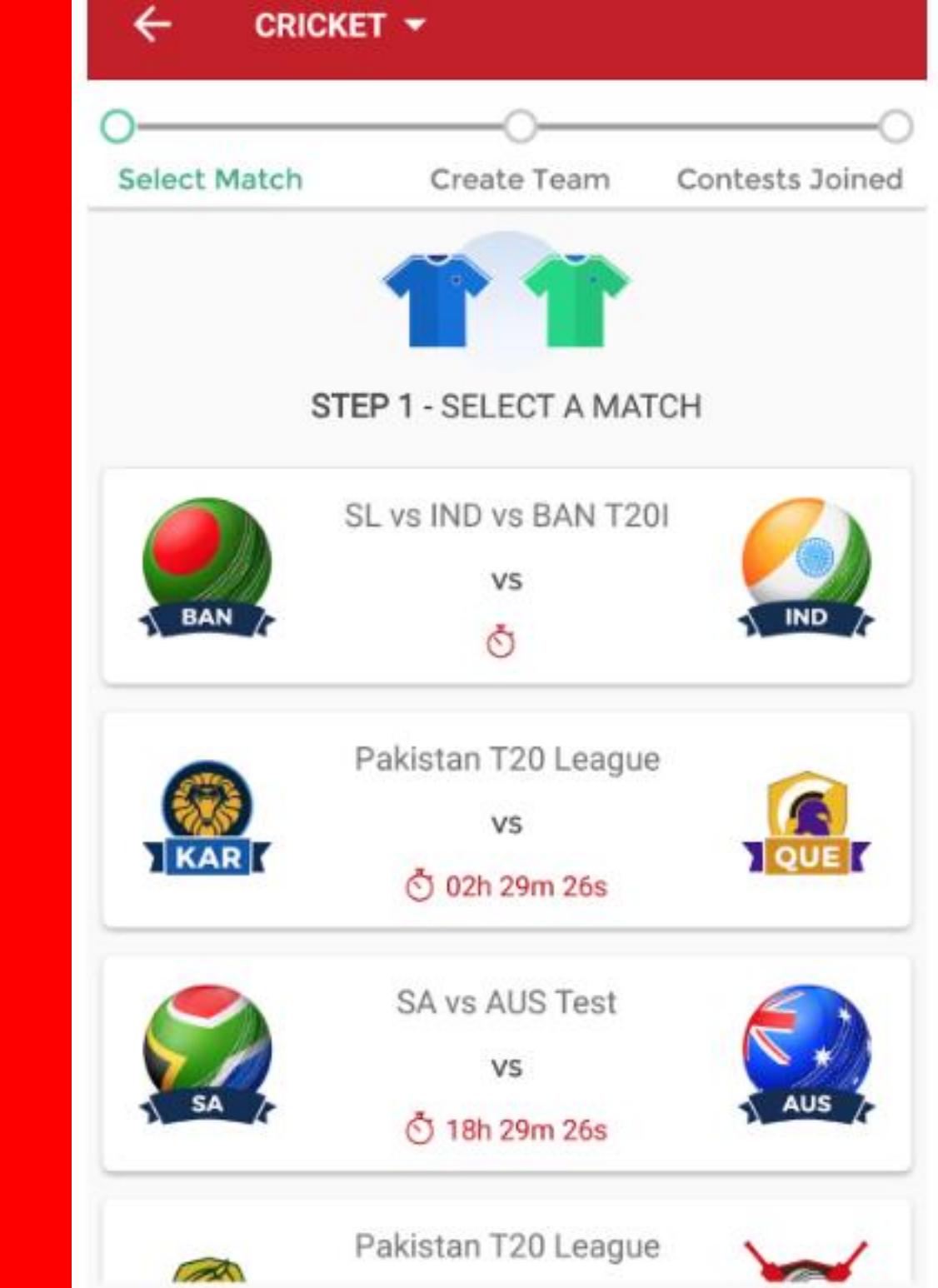
Since registration is not mandatory for creating a team, this option can be asked purposefully before making the payment and not for creating a team or a joining a contest. This will surely remove the barrier for the users those want to experience the product 1st.

## Problem #3 (most critical):

The entire information architecture, visual representation and the basic usability factors are not matching users' expectations.

### Few Examples:

- Header **Sequential navigation** is failed to explain users about the game.  
*Select Match > Create Team > Contests Joined?*
- No option of **help / how it works?** in case users are not sure what to do and how to do?
- **No game rules** have been described to the 1st time users before getting into the action?
- Timestamp/clock icon with some values doesn't convey the purpose or function of this element. No help/info there?
- No filter options available in case users want to rearrange matches by the popular teams or any other way?



### Recommendation:

The entire information architecture of the screen needs to improvise. The language should be user-centric and match to users mental model. Pre and regular usability testing sessions will ensure the acceptance ratio of predefined usability factors.

## **Problem #4 (most critical):**

This screen is the most important step of the game/flow and the most difficult step for the users to accomplish the task. Curious why? here are the reasons:

### **Reasons:**

- The very 1st time when users experience this screen, the 1st question comes to their mind. **What has to do here?.**
- If somehow users figured it out what has to do, the **2nd question comes how?** Due to lots of cognitive and visual load and lack of game rules.
- This step is **divided into 2 sub-steps**, that 2nd hidden/conditional sub-step (for selecting C & VC) comes surprisingly on the click of **Next button**.
- The visual representation of items **selection are not consistent** e.g. *green, yellow, grey* colours are used as indicators for **WK, BAT, AR** (wicket-keepers, batsman, all-rounder) on the top band and below + green & yellow icons are indicating differently? Yellow for *success* and Green for *action*, which increases users' cognitive load.

The screenshot shows a mobile application interface for creating a team. At the top, there's a red header bar with a back arrow, the text "CREATE YOUR TEAM", and a "RULES" button. Below the header is a navigation bar with three items: "Select Match" (highlighted with a green dot), "Create Team" (highlighted with a green dot), and "Contests Joined".

Underneath the navigation bar, there are four player icons representing different positions: Wicketkeeper (WK), Batsman (BAT), All-rounder (AR), and Bowler (BOWL). Below these icons, a instruction says "PICK 3-5 BATSMEN".

The main content area is a table listing players:

INFO	PLAYER	POINTS	CREDITS ↓
	Meg Lanning AU-W   0 Points	10	
	Mithali Raj IN-W   0 Points	10	
	Smriti Mandhana IN-W   0 Points	9.5	
	Beth Mooney AU-W   0 Points	9	
	Kittika Duttan	-	

Below the table, there's a "TEAM PREVIEW" section showing the current team composition: 0 IN-W, 2 AU-W, and 2/11 PLAYERS. It also displays the total credits available: 81.5/100 CREDITS LEFT. A "NEXT" button is located at the bottom right of this section.

## Recommendation:

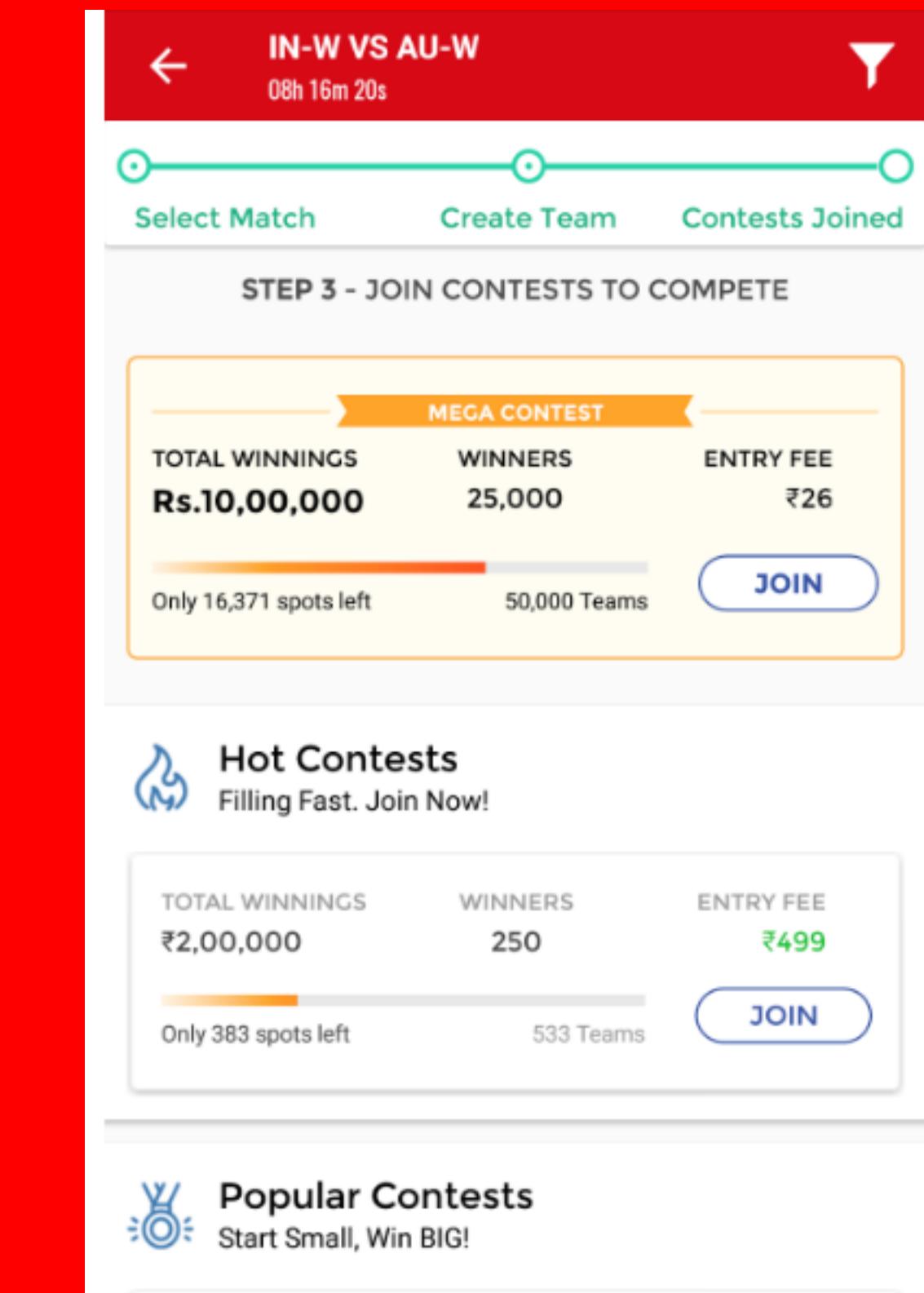
Hierarchical multi-level navigation structure can solve 2 steps problem. Regarding the visual representation of item selections/indicators, the product design system (visual assets, and patterns) needs to define.

## Problem #5 (most critical):

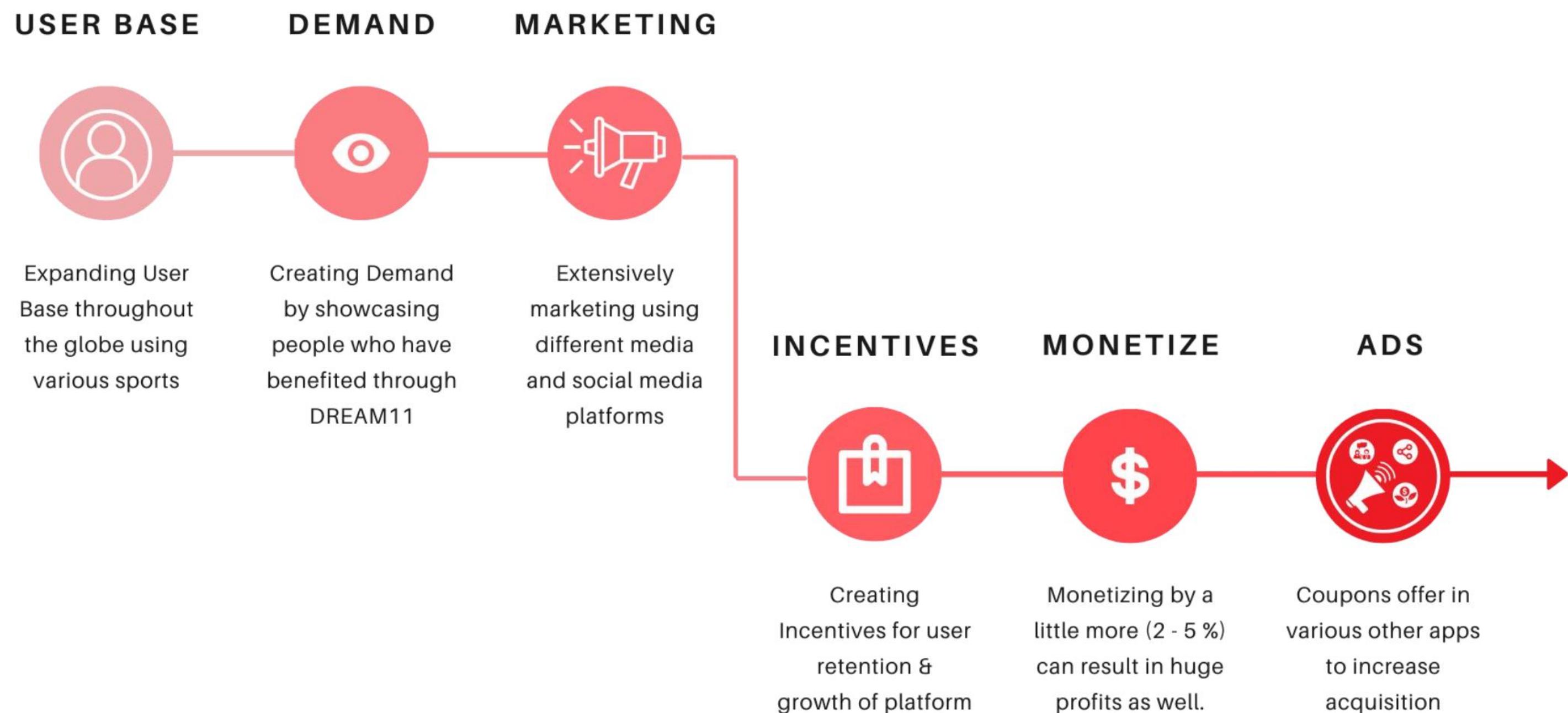
**Join contest:** This screen looks like a marketplace of contests with endless options. No system intelligence has been built here for the beginner OR mature users/players. High cognitive and visual load, which can lead users to some random selections OR in case of frustration can lead to drop-offs OR delete the application after investing a lot of time.

### Recommendation:

System intelligence can be built on this screen for handling a various range of users e.g. *beginner, intermediate or advanced* by their need, understanding or behaviour.



# Other Growth Strategies



# Other Growth Strategies Ext.

Targeting the most played games in the following countries can increase engagement and acquisition.



# THANK YOU



Mail : [mhtrivedi2000@gmail.com](mailto:mhtrivedi2000@gmail.com)

