

Fantasy Sports App

UX Case Study

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What Is Fantasy Sports?

Fantasy sports is an online game that has virtual teams of real players. The players create these virtual teams with real-life sports players, and points are scored depending on how those real-life players are performing in real life matches. To win the tournament, the players of fantasy leagues have to get the highest number of points and get the highest rank on the leaderboard.

With similar apps like dream 11, Ballebaazi and may more as more and more fans are joining the leagues to use their knowledge and expertise of these sports. And most are doing this while on their phone.

So what is fantasy sports app? Let's see.

What Are Fantasy Sports Apps?

Fantasy sports apps are just what they sound like.

These apps are designed to bring you the entertainment of playing sports on your own phone. Because of the serious rise in the smartphone market and the introduction of 4G in the market, fantasy sports apps are becoming more and more popular every day among the players.



So Why Play Fantasy Sports?

Billions are made in the sports industry because those who play fantasy sports tend to watch more sports on television, visit websites more frequently and buy more merchandise. Here are some other reasons why it's so popular.



It's Competitive

Fantasy sports are highly competitive, with like-minded fans facing off against each other – usually through websites and apps – to compete for the championship.



You're in Charge

Every sports fan looks at one of their favorite teams and thinks at some point, "I could manage the team better than that." Fantasy sports gives you that chance.



The Thrill of Victory

Winning a fantasy league is very difficult to do, especially when you are up against other knowledge fans over the course of a long season. Whether you end up throwing in a little money to "sweeten the pot" or not, winning is still a thrill.



It's Fun and Rewarding

Until you've found yourself in the middle of the work day wondering if you picked the right player for your team, then it's hard to explain how much fun fantasy sports can be. They provide a welcome break from the day-to-day grind of the "real world" and give you the chance of rewarding yourself.

Design Phases

Discovery	Define	Dream	Design
Primary Research	<ul style="list-style-type: none">Identifying user segments	<ul style="list-style-type: none">Information Architecture	<ul style="list-style-type: none">Wireframes Prototype
Secondary Research - User Goal - Business Goal	<ul style="list-style-type: none">Defining Primary, Secondary and tertiary user	<ul style="list-style-type: none">Feature mappingTask flow	<ul style="list-style-type: none">UI Prototype
Defining Problem statement	<ul style="list-style-type: none">User Persona<ul style="list-style-type: none">Identifying NeedsMotivationsPain Points	<ul style="list-style-type: none">Strategy Road map	<ul style="list-style-type: none">Testing (TBD)
Conducting User interview - Interview with Stakeholders - Survey Questionnaire	<ul style="list-style-type: none">User Journey<ul style="list-style-type: none">User task FlowMapping Pain PointsTouch PointsIdentifying Opportunities		
Competitive Analysis			

Discover



Business Goals

To design a sports fantasy app where a user can join a contest pool with a team selected, gets rewarded according to leaderboard.



Target Users

People who love watching sports and also people with some basic knowledge on sports, people who want to have fun in online gaming.



Cross Channels

Responsive Web Application
Mobile Application



Technology Constraints

Availability of Internet
Smartphone / Tablets / Desktop devices



General Tasks

Users have to download the app and get themselves registered.

Objective

Objectives of designing a Fantasy sports app is to offer all sports enthusiasts where they can leverage their knowledge and showcase their skills in a particular sport. All this helps them fetch instant gratification in the form of bragging rights and winnings. In this game, fans can also be team owners, rather than just spectators as app allows users to create their own team (based on real-life players) for upcoming matches, score points based on their on-field performance and compete with others.

Define

Goals

- user should be able to selects 11 players (supposedly 5 batsmen, 5 bowlers, 1 wicketkeeper) from both of the teams
- with his/her selected team, the user should be able to join contest pools consisting of users from 2 to 1000
- User should be able to click on any carousel for any Match and enter the contest
- User should be able to choose the various pools available
- User should be able to select the players
- Winners/Leaderboard should be displayed
- Points system should be displayed to the User

User Sementation

Primary Users

Sporting Fans
Sports entuasists

Secondary Users

People with slight knowledge
towards sports
People who wants to get rewarded

Tertiary Users

People who wants to have
fun through online gameing

PERSONA #1



DAVID MELVIN

"I play and bet a lot in online gaming and love sports in real cricket and football. "

ABOUT

David Melvin is an employee at a private firm, who is busy with his work and social life. He plays online games for fun in his free time and also try his luck some times by betting with his friends on the live cricket and football matches.

AGE	24
OCCUPATION	Employee
INCOME	45,000
STATUS	Single

GOALS

Malvin ultimately wants to win in every game he play either it is online or an offline game.

MOTIVATIONS

Melvin and his friends are motivated with the small bets that they usually play during live matches.

They want to try out the fantasy sports apps that are available in the market so that they can have much more fun with their own teams.

TECHNICAL LITERACY

USING SMARTPHONE

SOCIAL & GENERAL

ONLINE GAMEING

PERSONALITY

PASSIONATE

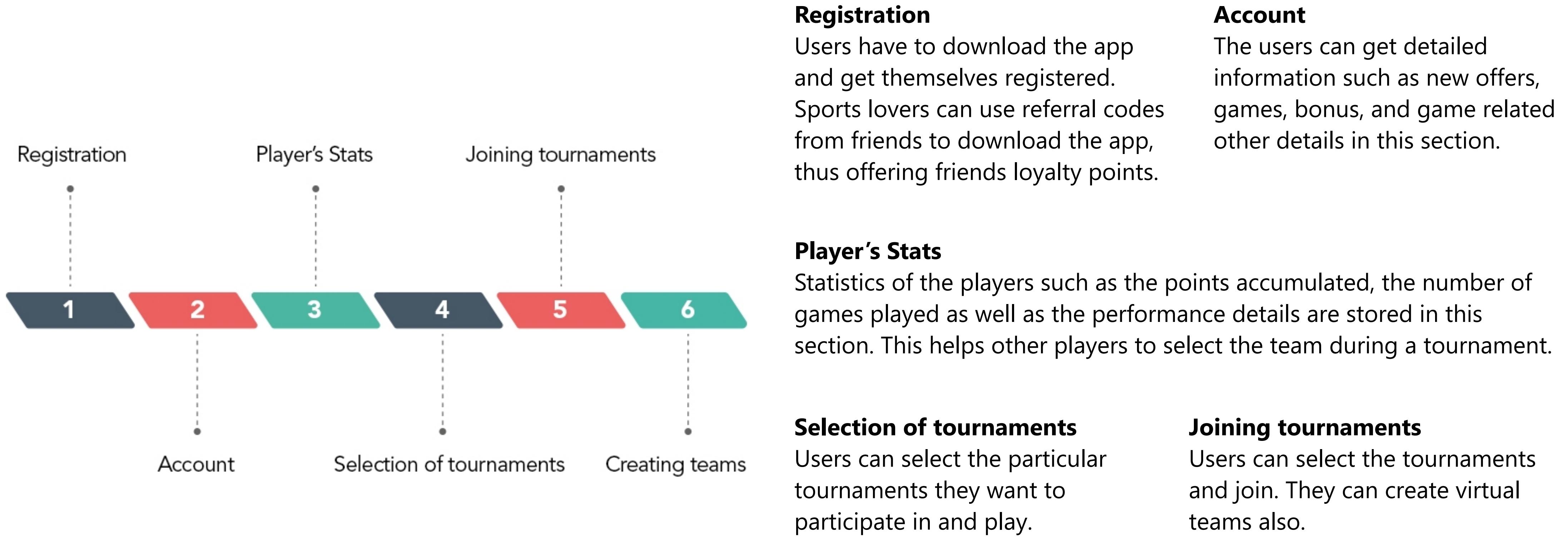
MOTIVATIONAL

STRONG

LOVEING

CAREING

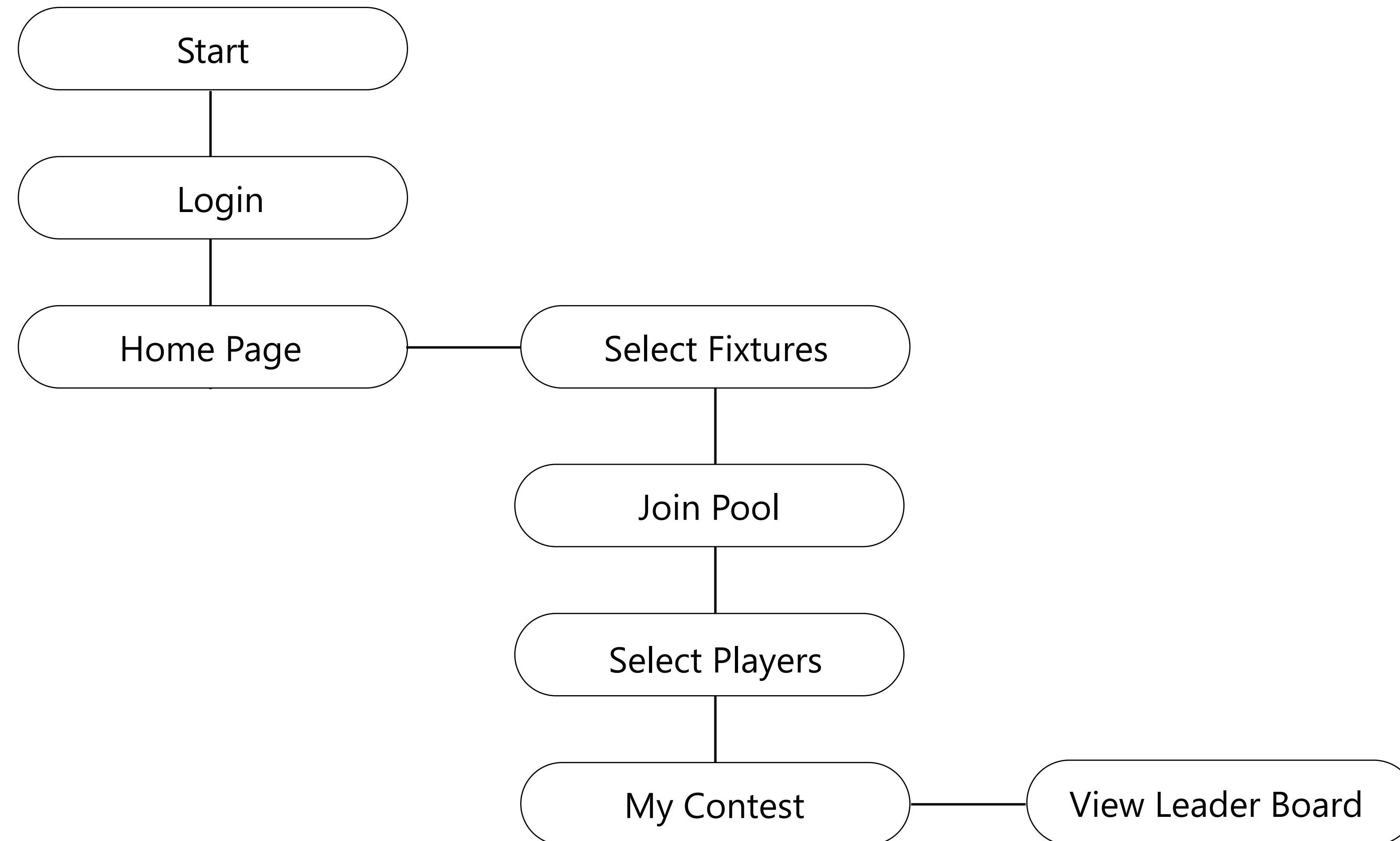
User Journey



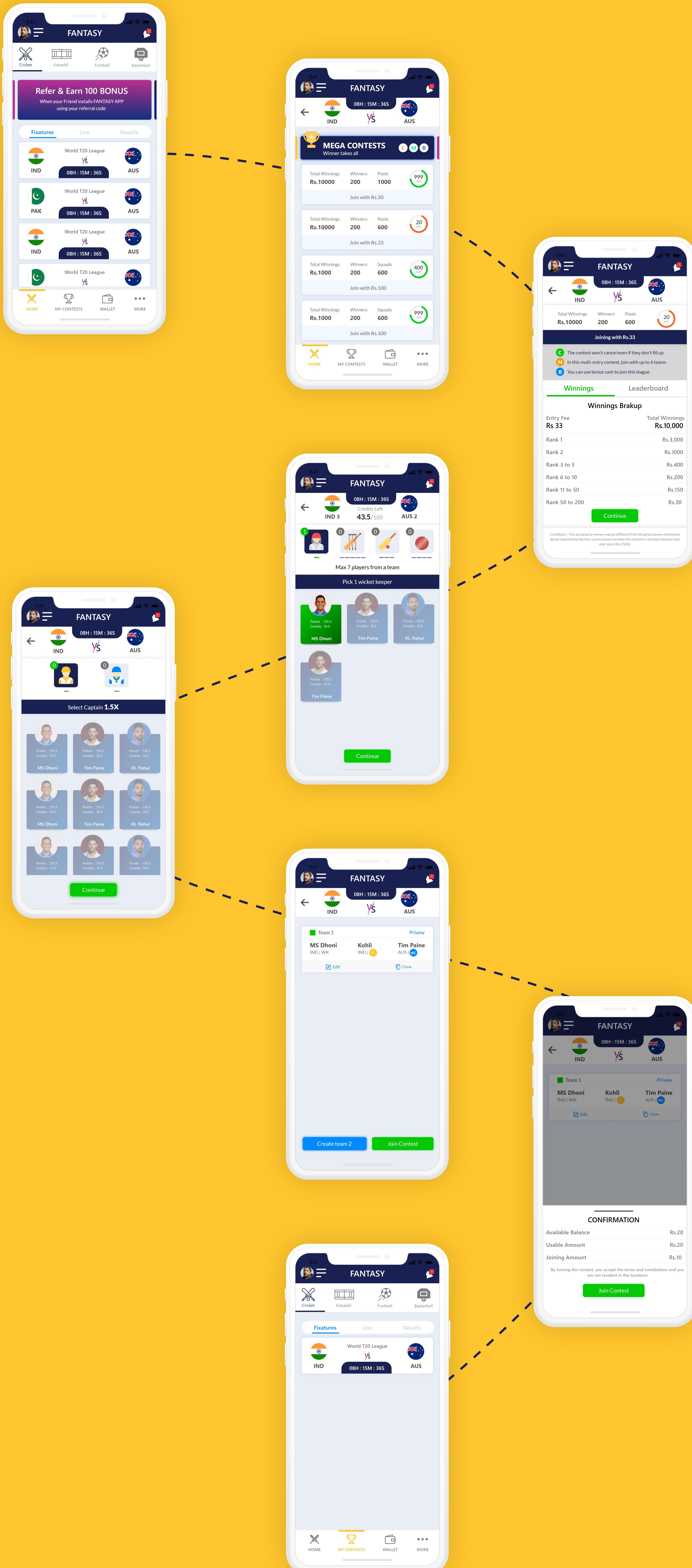
Creating teams

Users can create their own team by selecting the members based on the performance of the players, the number of games they played, their skills, credit points and so on. Once the teams are created, the captain and vice-captain can also be chosen and they have more points than other players.

Information Architecture



Screens



Thank You