

Fantasy Hurling with Social Media Capabilities

Author: David Kelly (B00060572)
Module: Project Skills (COMP H3029)
Course: BSc Computing (BN104)
Lecturer: Dr. Luke Raeside

Institute of Technology
Blanchardstown



Proposal

- ◉ Create a web based game connected with social media
- ◉ No existing fantasy hurling game connected with the GAA (Gaelic Athletic Association)
- ◉ Provide a unique and interactive platform to connect an existing 200,000 GAA followers on social media^[1] (Facebook, Twitter)

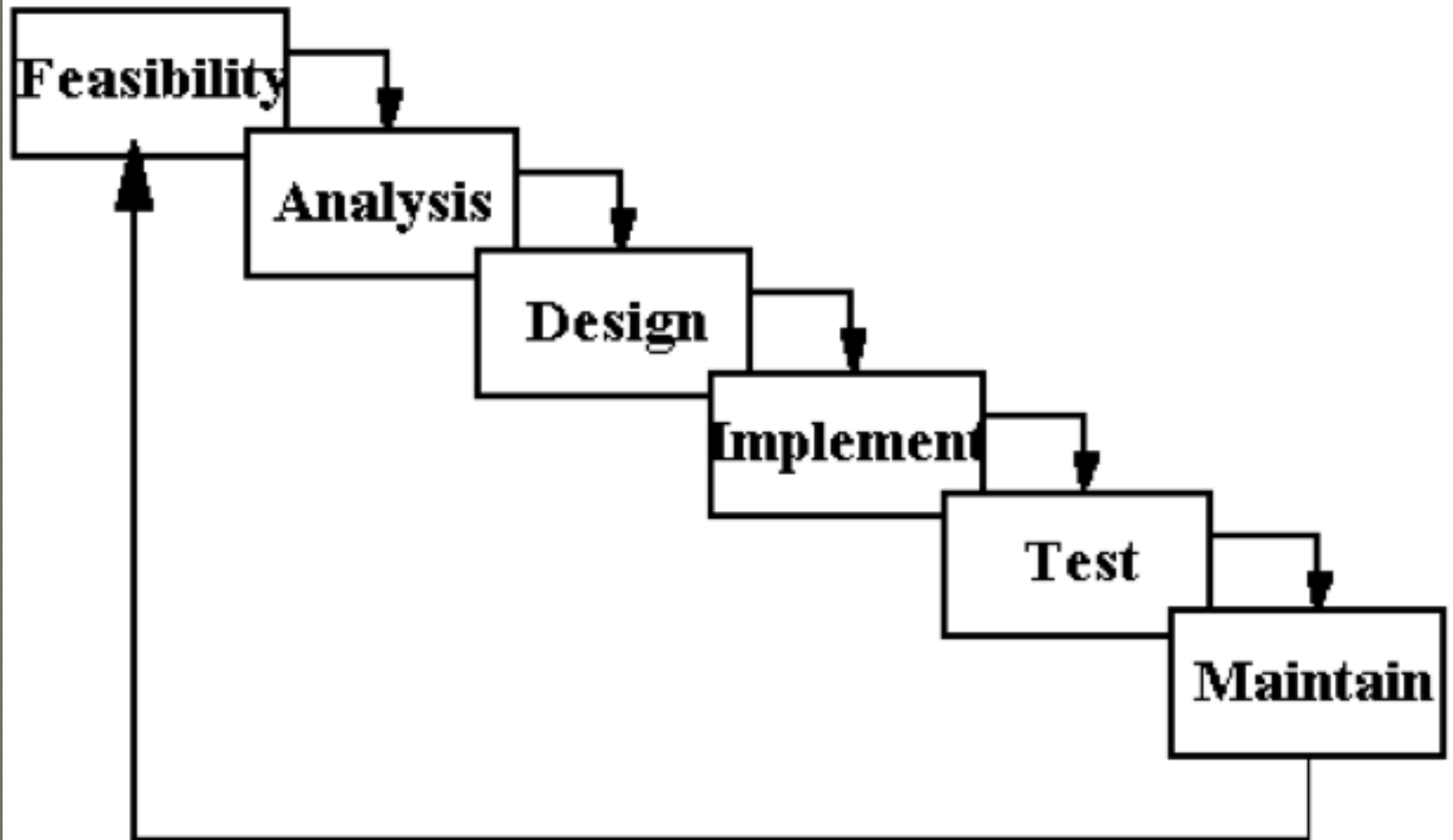
Proposal: Existing Data

- ◉ No current fantasy GAA platform provides members with social media capabilities
- ◉ Fantasy sport games in America, Canada and UK have over 40 million members^[2]
- ◉ 13 million members play via mobile device
- ◉ 4 million members use social media to interact with other fantasy gamers

Methods

- The team of 3 has essential skills to design and build the website backed by a java **server** (HTML, CSS, XML, JSON, AJAX, JQuery, PHP, JavaScript, JAVA)
- Implementing a waterfall model for our Software Development Life Cycle (SDLC), enabled the team to manage each phase of the system

Methods



Methods

● Creating a Gantt chart for active tasks

[illegible][illegible]

Research

- ◉ Creating and Sustaining Social Media Communities^[3]
- ◉ The Effects of Fantasy Sport Participation^[4]
- ◉ Focus on Fantasy Sport Consumption^[5]
- ◉ Sport Fandom in the digital world^[6]

Results

- Fantasy sports gaming has a huge market with over 40 million gamers
- 4 million gamers use social media to communicate with one another
- Enabling a social community to sustain itself requires regular content updates

Results

- ◉ Social media can be used to maintain connections with organizations (GAA)
- ◉ There is currently no fantasy hurling game for fans of the GAA
- ◉ A successful game could function by itself but could also be sold to the GAA and implemented on their website

Results

- ◉ Users are able to post their results and scores on social media sites
- ◉ Playing the game is intuitive and simple
- ◉ Users are able to retrieve their results on the final day of a game week

Results

- The project team is currently in the creation phase of the website and database
- The team has followed the Gantt chart and is on track for all current deadlines

Summary

- ◉ 10% of all fantasy sports gamers use social media to interact with one another
- ◉ There are over 200,000 GAA followers on social media
- ◉ There is no hurling game platform that allows fans to interact

Summary

- A fantasy hurling game offers GAA fans a unique and interactive way of engaging with their sport and their community
- The project is on track to fulfill all the deadlines set out at the beginning of the implementation phase

Questions

- ◉ *How many fantasy GAA games currently exist?*
 - 2 online football games
- ◉ *Can this game be sold if successful?*
 - Yes, the game is designed to be modular and adaptable to more than 1 sport
- ◉ *Is the project meeting the deadline?*
 - Yes, Currently the project is on schedule

References

1. Official GAA Facebook page, 2014. . [ONLINE] Available at: <https://www.facebook.com/officialgaa>. [Accessed 19 October 2014].
2. Industry Demographics - Fantasy Sports Trade Association. 2014. *Industry Demographics - Fantasy Sports Trade Association*. [ONLINE] Available at: <http://www.fsta.org/?page=Demographics>. [Accessed 21 November 2014].
3. Nicole A. Buzzetto-More. (2013). Social Media and Prosumerism, *Issues in Informing Science & Information Technology*, p67.
4. Joris Drayer, Stephen L. Shapiro, Brendan Dwyer, Alan L. Morse, Joel White. (2010). "The effects of fantasy football participation on NFL (National Football League) consumption: A qualitative analysis". *Sport Management Review*, 13, 129- 141.

References

5. Brody J. Ruihley, Robin L. Hardin. (2013). Focus On Fantasy (an overview of fantasy sport consumption). In: Paul M. Pederson *Routledge Handbook of Sport Communication*. USA: Routledge. p269-277.
6. Ann Pegoraro. (2013). Sport Fandom in the Digital World. In: Paul M. Pederson *Routledge Handbook of Sport Communication*. USA: Routledge. p248-257.