

Fandom

Make every game a home game

Jordan Hank, Jacob Hoffman, Pascal Cevaer-Corey, Andres Limcaoco

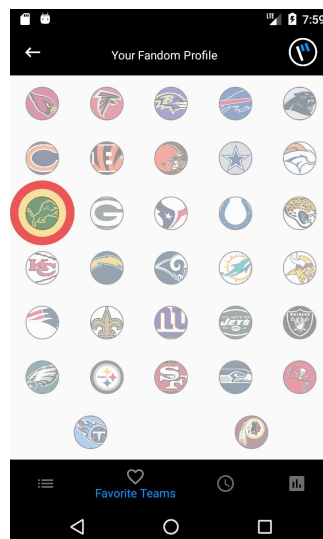
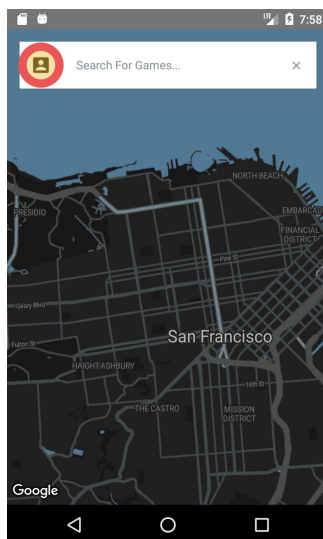
Problem and Solution Overview

Watching sports in a new city can be a very isolating experience, which counteracts the inherent social nature of sports. To solve this, we hope to empower fans to find places where they can watch their favorite teams and bond with like-minded individuals. To do so, we have created Fandom, a mobile application that fans can use to find venues that are hosting events to watch games of their favorite teams. Fans can set their “home teams” in their profile, see which venues best support their team, and RSVP to those events. Bars can also create profiles on Fandom, and create and register events that fans can locate.

Tasks & Final Interface Scenarios

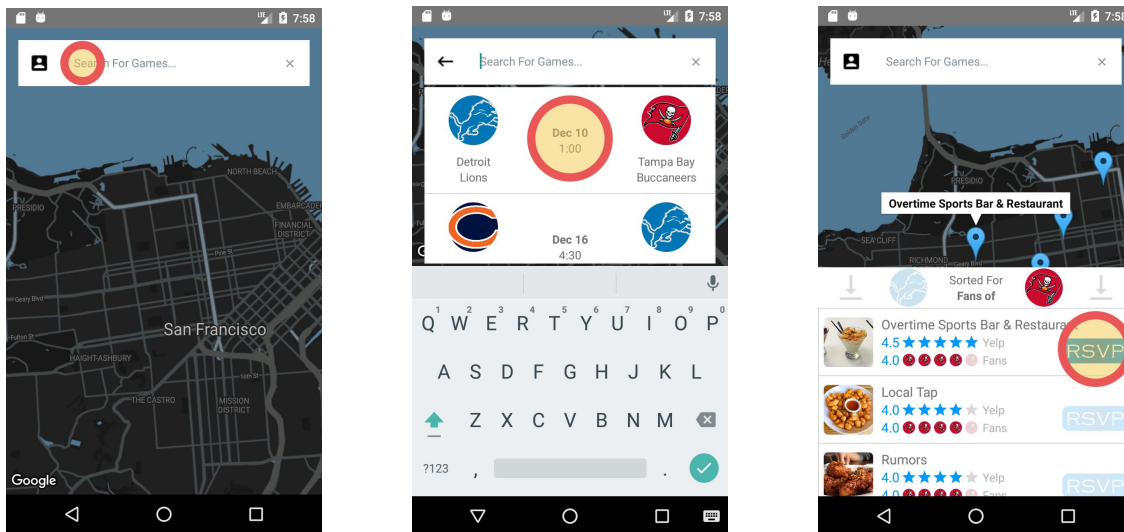
Simple: Create user profile

Our first task is for the user to create his or her profile. The key portion of this is picking their favorite team as this action is what informs the autofilled drop down menu under the search bar. Users will be funneled into the profile creation page the first time they open the app.



Medium: Search for and RSVP to an event

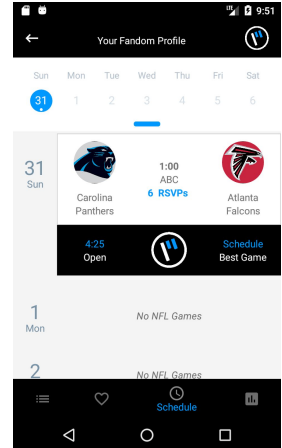
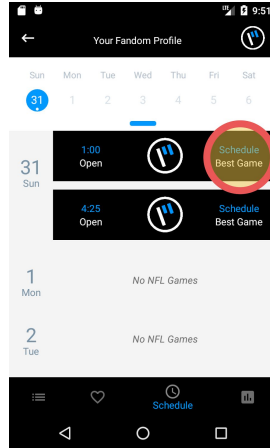
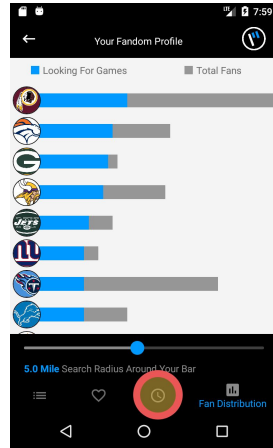
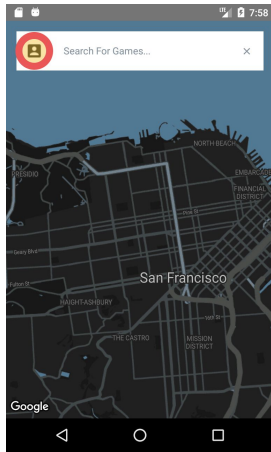
Our medium task is for the user to search for a game, find a venue showing it, search by fan preference rating, and then RSVP to the event. When someone presses on the search bar a drop down menu will automatically appear with games most relevant to the user. The user can then type into the search bar to find a different game or click on one of the shown games. Once the user has selected a game they will be shown all the venues in their local area that will be playing that game. The user can then select a venue based on its yelp rating and its fan rating (showing which way and to what extent the fan distribution sways) and RSVP to it.



Complex: Create an event as a Venue

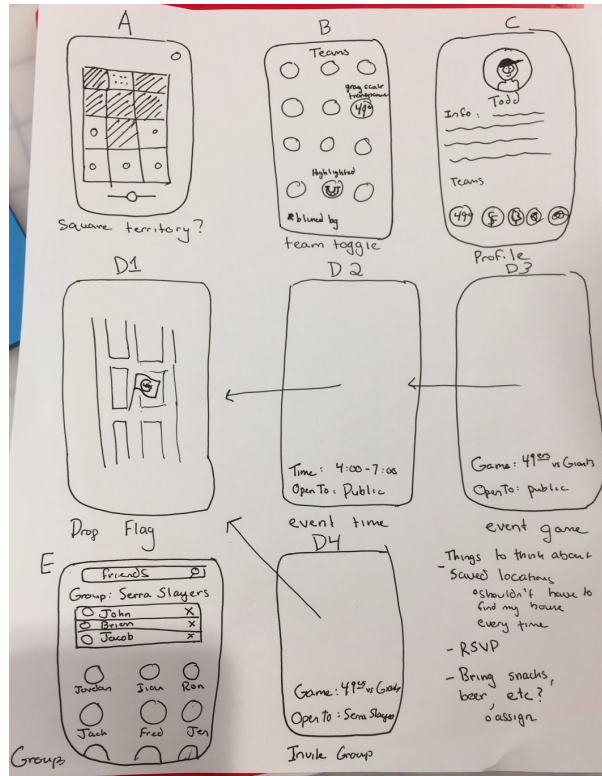
Our complex task is for a venue to check fan distribution and then create an event based on that information. Venues will be able to go into their settings and see the fan distribution in their surrounding area. Fan distribution will be broken down into two categories, total fans and fans actively looking for games. This will allow venues to understand which games are in highest demand so they can attract the most clientele. After understanding fan distribution, venues can view a the schedule of upcoming games and select the ones they will be showing. This will in turn allow them to show up if a fan searches for a game they have selected to show.

Additionally, we have built in a feature which allows a venue to automatically schedule the game with the largest local audience. A venue can do this by pressing the "schedule best game" button in a schedulable time slot.



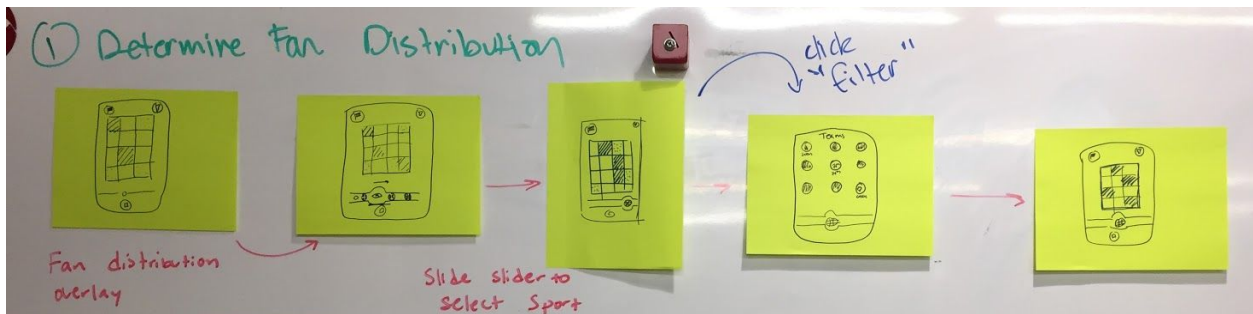
Design Evolution

Initial UI Sketches

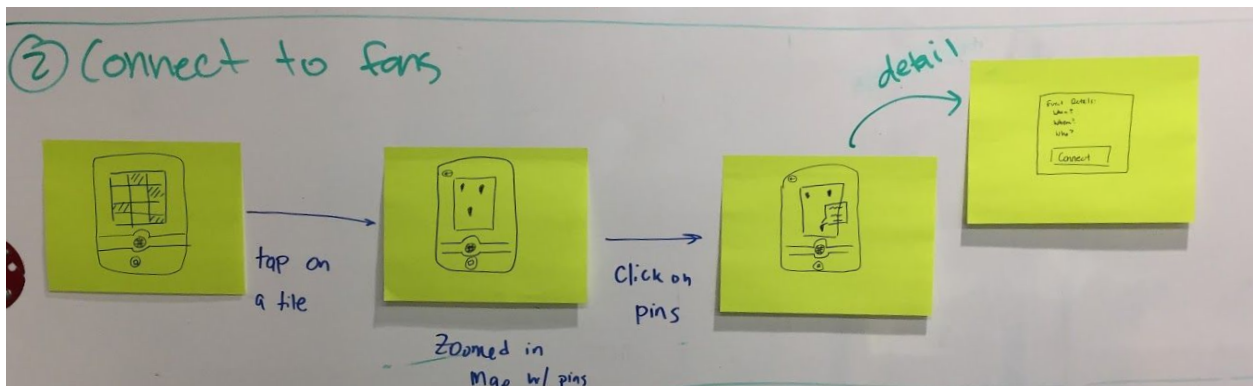


Task Flow Storyboards

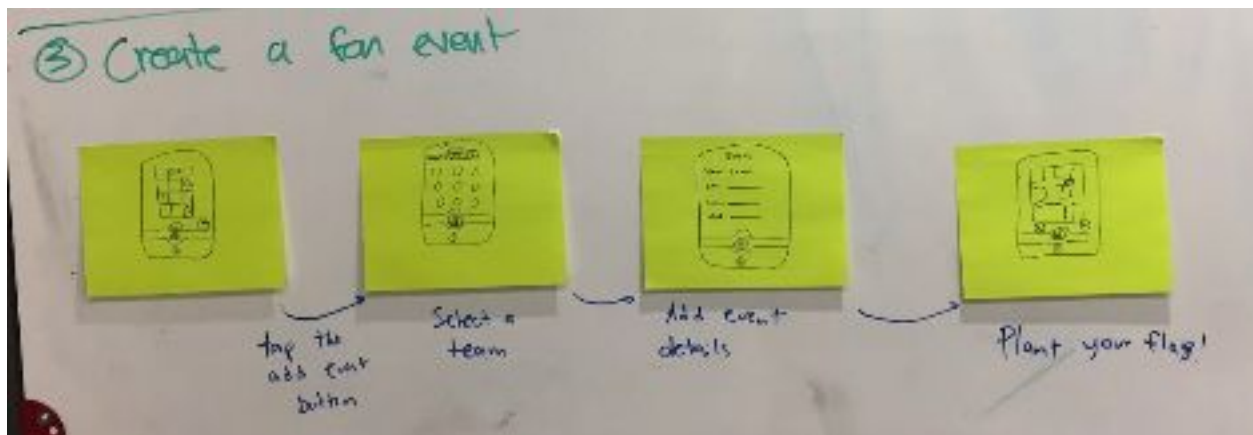
Simple: Determine fan distribution



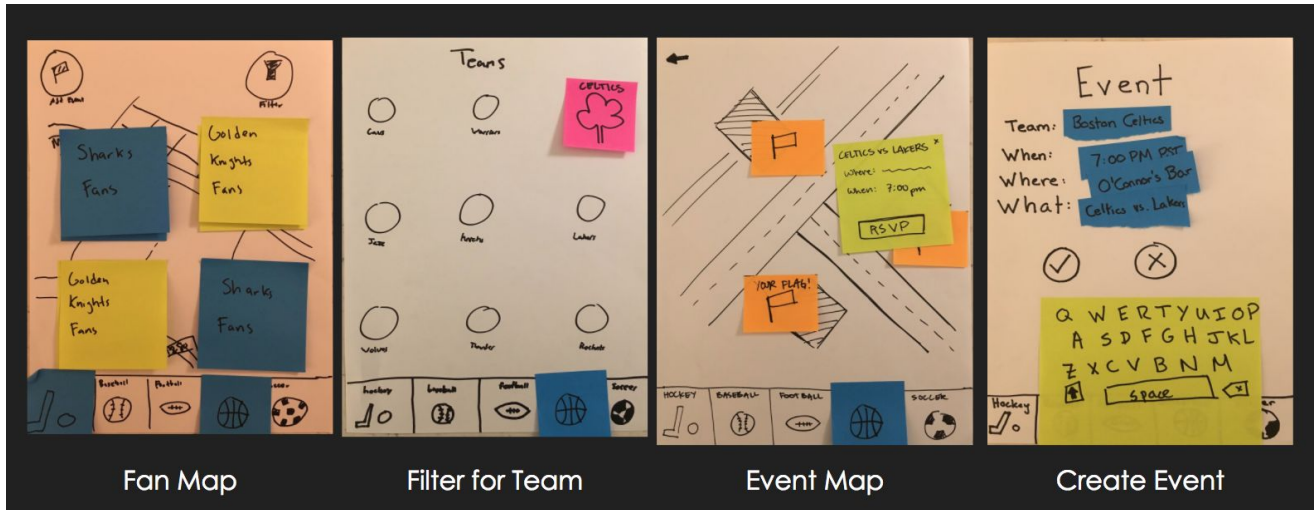
Medium: Connect with other fans



Complex: Create an event. Plant your flag!



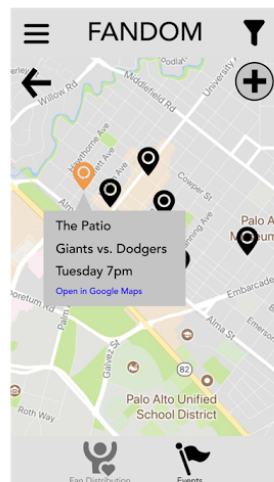
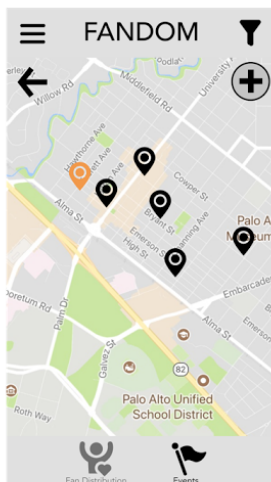
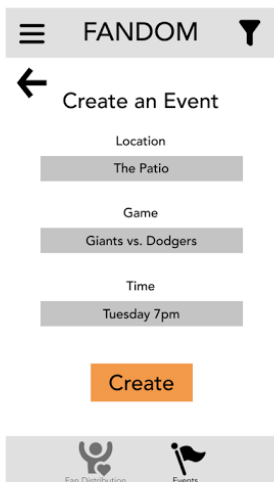
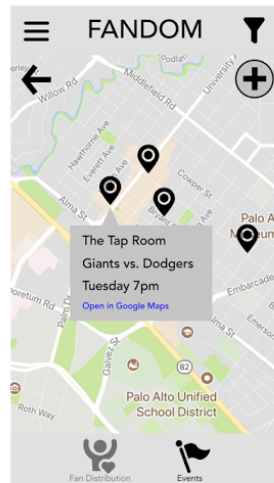
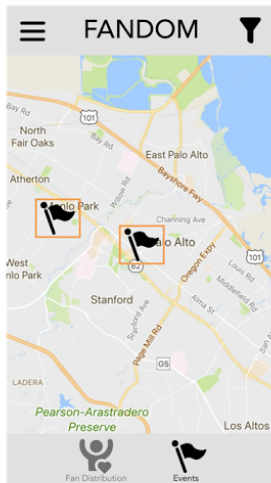
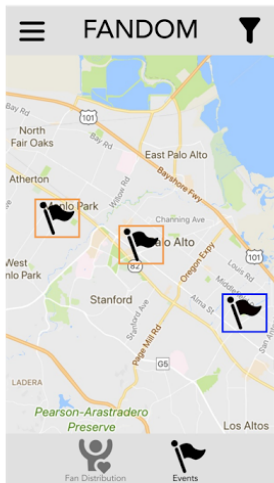
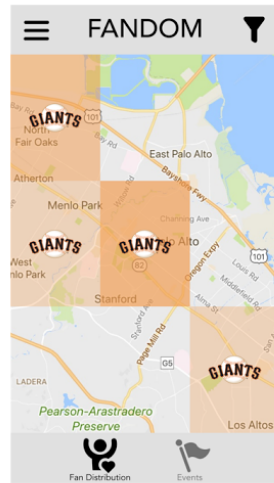
Low-Fi Prototype: Paper Prototype



Feedback we received from our low-fi prototype included:

- Improving navigation buttons, particularly how to select sports
- Needing to provide feedback for task completion, especially with RSVPing and creating an event
- Improving “clickability” and readability of map interface, and moving from the fan distribution view into the event view in a more intuitive way than clicking through the fan zones
- Eliminate redundancy in tasks

Medium-Fi Prototype: Sketch & Invision - <https://invis.io/WUEA0X87Z>

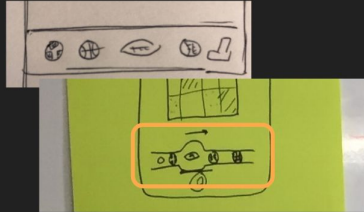


Design Changes from Low-Fi to Med-Fi Prototype

1 - Sports Selecting Menu

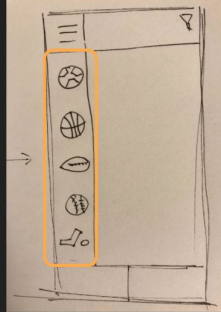
Before

Button bar/slider bar along bottom



After

Dropdown menu from side

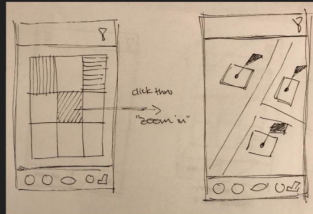


Not always visible
Less confusion around navigation through maps

2 - Bottom Navigation Bar

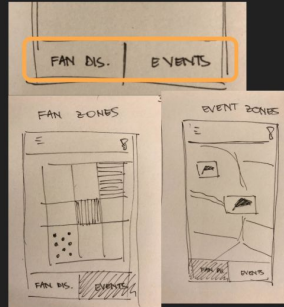
Before

Click through fan zone to see events



After

Navigate through fan maps and event maps w/ nav bar



More intuitive navigation between seeing fan distribution and events

Cleaner display and navigation overall throughout interface

3 - No Pin Dropping

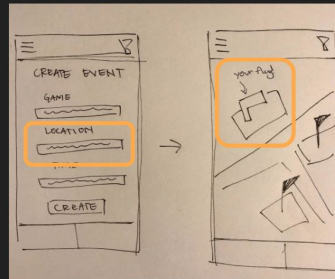
Before

Drag and drop pin to set location



After

Input location, automatic visual feedback of event created



No redundancy between fill-out then drag-and-drop

Provides clearer feedback for user that their event has been created

Major Usability Problems Addressed

1 Fan distribution view is confusing, unnecessary and feels unconnected to other core functions

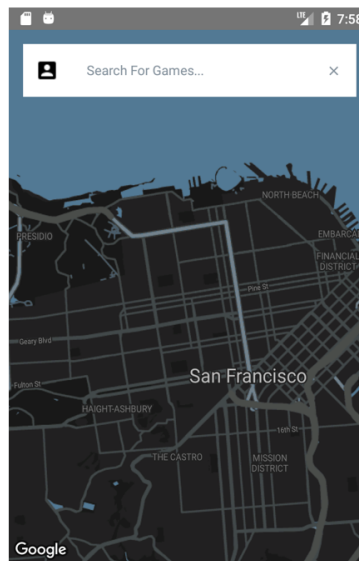
Identified violations:

- H2: Square grid for fan distribution doesn't make sense
- H7: Inefficient and inflexible to have fan distribution and events as separate parts of the interface
- H8: Hectic and exhaustive user experience due to various colors and excessive sidebar

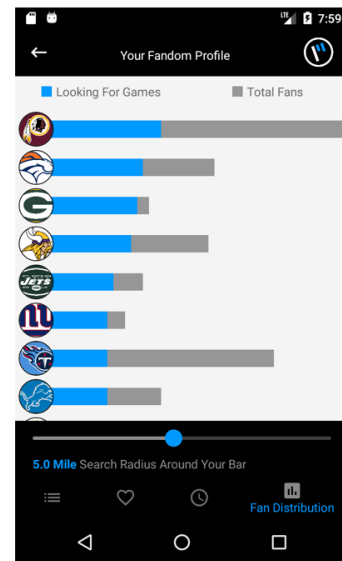
Fix: make distribution event-based, not area based and remove fan distribution view entirely, making the main view a map of events. This gives us a less cluttered interface while allowing fans and venues to see the distribution of fans around them.



BEFORE



AFTER



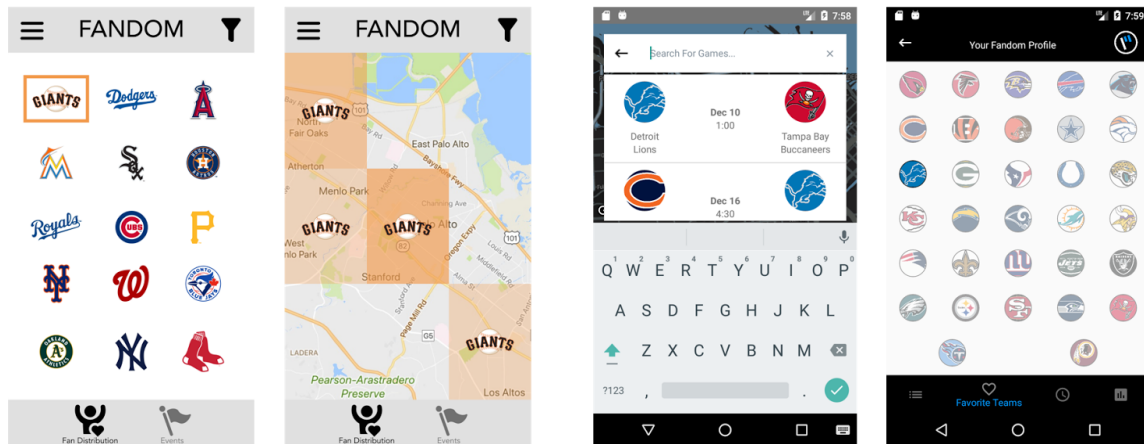
We realized that the most valuable functionality of our interface was to allow for users to search for and find events and venues that they would be inclined to go to. To achieve this, we streamlined the “fan distribution map” and “event maps” by having the main interface be a map of events, removing the fan distribution map entirely. Because of this, fan distribution is now displayed on an event-by-event basis, as displaying fan distributions by area was significantly less useful than identifying fan distributions of the events and venues that our users will eventually go to.

2 Filtering for teams was unclear and did not allow for user flexibility:

Identified violations:

- H1: No status message to indicate what the currently selected filter is
- H1: The filter screen does not let users see where they are in the app; no feedback whether the button/icon is actually active or not.
- H3: No option to filter for a different set of teams or search for teams that are not listed. No flexibility in changing the teams that appear on the screen by default. Users can't choose to filter more than one time.
- H4: Unclear that picking a sport from the drop-down menu also filters results, even though there is a "filter" icon that filters by team available. Also, default opening interface does not involve the user.
- H5: Able to move to events page without selecting any team filters should result in an error.

Fix: removed filter functionality. Instead users set "home teams" in their profile. Moreover, implemented a search function where users input the specific game they are searching for. Users are then able to sort results by fans of either team of the game.



BEFORE

AFTER

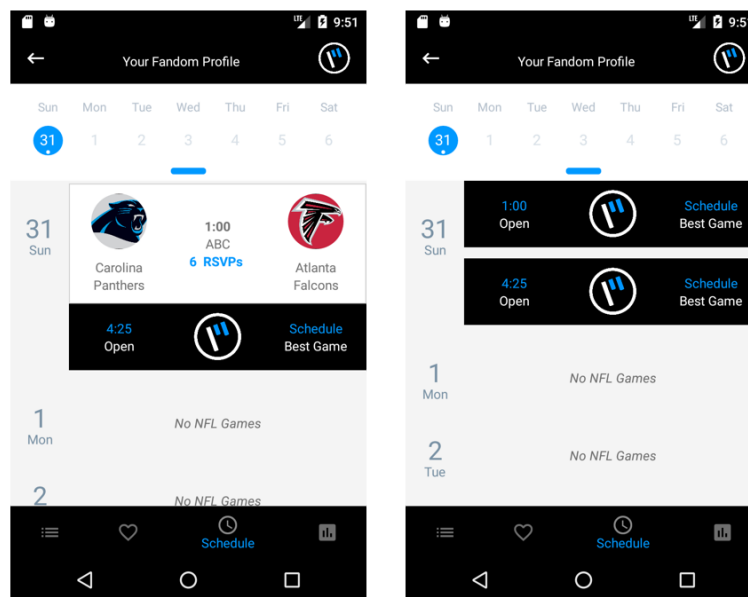
Redoing the entire search functionality of the interface to be centered around games that the user is trying to view. This removes the need to filter for teams when looking at events and fan distributions. This way, there is a lot more specificity in what the user is searching for and in the results that are displayed, as well as all results being relevant to the user.

3 Lack of error checking while creating an event

Identified violations:

- H5: When creating an event, there are no check to make sure that the time is a valid time in the future, and that there is not an existing event for another team at the same location.
- H5: When creating an event, there is irrelevant information and possible interactions that could cause potential errors, such as being able to switch sports and teams while creating an event.

Fix: Making event creation only available for bars, and providing them “open” time slots on a calendar to schedule games.



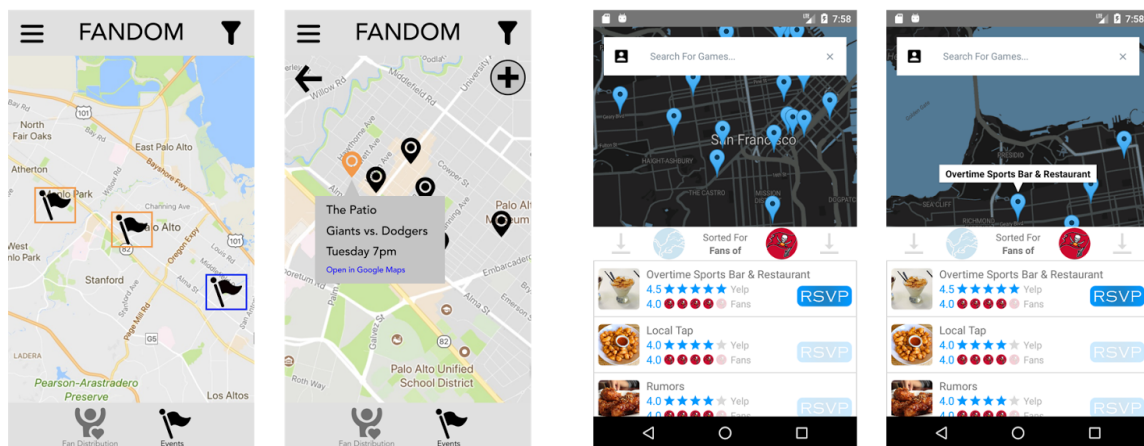
We realized that allowing for fans to create their own events was not a realistic function that people would use. Instead, we have creating an event is now solely for bars/venues that will host events.

4 “Event zones” are confusing and event view does not provide enough information to the user

Identified violations:

- H2: The color of the event zone icons can be confusing because team colors can overlap. Moreover, users identify with logos and symbols more strongly than colors.
- H7: The user has no knowledge about the type of events displayed unless he/she clicks on every single “location” icon.
- H8: The event view uses an awkward icon (flag with a square border) to associate a specific team with certain areas where events are held for that team. The icon can be confusing to users.

Fix: Removing “event zones”; having a menu at bottom of screen displaying different bars and their fan scores.



BEFORE

AFTER

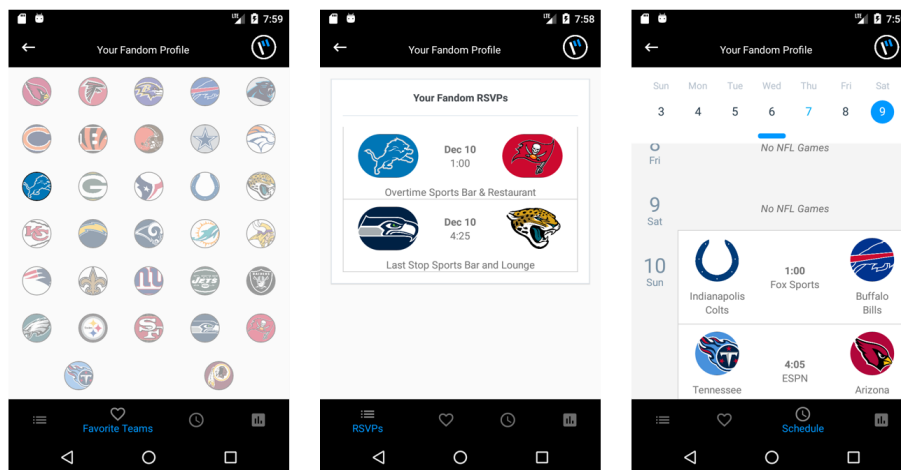
Initially, we used “event zones” to indicate areas where fans could find events of their team. However, event zones were a redundant part of how users locate events, as it added an unnecessary extra step to locating events. We removed them entirely. Moreover, by making the search functionality dependent on the specific game the user is looking for, the resulting display and results are always pertinent to the user. By having a menu alongside the map displaying the different venues and their respective “fan scores”, users are able to see which venues are most suited to their fan preferences while being able to see them on a map.

5 Other major changes: User Profiles (Fan-facing and Venue-facing)

We introduced and implemented user profiles to streamline personalization for our users. Users can make two kinds of profiles: fan profiles, for those looking for events to watch games, and venue profiles, for owners of venues looking to host games.

With fan profiles, users can select “home team” preferences as well as manage their event RSVPs. This gives fans more personalization throughout the interface and reduces the need for team filters as we had initially.

With venue profiles, venues can manage and create events, as well as see local fan distribution to cater to those in the area. We realized that events through Fandom were more realistically going to happen through venues (as opposed to individual private events), and thus needed a way for venue owners to get involved in the interface.



Prototype Implementation

The app was built using React Native and heavily relied on the Google Maps API to provide map functionality and the Yelp API to provide venues and ratings. Python scripts were also used to scrape web data and NFL Schedule XML Data allowed us to provide accurate game schedules. Our app is android-first so we relied heavily on Android Emulators to test our prototype.

React Native was a helpful framework to use because it's well supported, cross-platform, and we had prior experience developing with it. While it is cross-platform, we ran into some bugs trying to deploy the iOS version of our application. Integrating real data through the Yelp and NFL API's adds credibility to our application.

The main feature missing from Fandom is the AI powering our schedule recommendations. Instead of data driven recommendations, we are randomly generating event schedules. In addition, because we don't have a backend, we also needed to hard-code RSVP counts for events.

Summary

Fans often struggle to find others who share their passion for a certain team. Due to the inherently social nature of sports, this can greatly deter from the experience. We hope to harness the power of sports to solve this problem by helping fans and venues connect, ultimately bringing people together. Fandom has been through many iterations and looks completely different than it did at the beginning. Our team was able to see the effects of iterative design first hand as we refined our idea throughout the quarter. Not only will we take with us this powerful methodology but might also leave this class with a viable product we will continue to hone.