

Ultimate Fantasy Manager

A new and exciting way to play fantasy football with more data and players to play with

Nura Lim | Product Design Portfolio | Side Project

Hi Jack!

23 Aug 23 | EPL WK 4



Win Dalot ↑ 6th

Weekly Total / Proj.	W-L	Streak
146.35 / 126.5	3-1	W1

[Transfers](#)

Last match insights

View more

Win Dalot	6:2	Obi One Kenobi Nill
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Insights	Total	Proj.
MOTM Rodri	24.2	22.75
Over Performer V. van Dijk	21.7	14
Under Performer H. Son	11.3	19.65
Starter for next week J. Ramsey	12.25	8.6

Player details



Heung-min Son
Tottenham • #7 • FWD

Weekly Total / Proj. 000.000 / 000.000

[Offer trade](#)

[Show Me The Mane](#)

Stats summary

Sort / Filter

Week 3		
FEB 24	vs. Wolves	Won 000 / 000
FEB 19	vs. Everton	Lost 000 / 000
Passing	00.00 / 00.00	>
Shooting	00.00 / 00.00	>
Dribbling	00.00 / 00.00	>

Upcoming matches

All matches are in AEST

Week 4 vs. Leicester City 26 FEB 2:30 am	Week 5 vs. @ Man city 01 MAR 11:30 pm
Week 6 vs. West Ham 06 MAR 2:30 am	Week 7 vs. Crystal Palace 15 MAR 11:30 pm
Week 8 vs. Nottm Forest 19 MAR 2:30 am	Week 9 vs. Fulham 28 MAR 11:30 pm

[Load more](#)

Player news

Highlights



ARABNEWS
Son Heung-min named Spurs captain after Kane

League

DD MMM YY • EPL WK 00

Win Dalot 6th

Total (Wk avg.)	Total conceded	W-L
146.35 (123.45)	123.45	3-1

[Leader board](#) [Badges](#)

Lads on Toure	Total (Wk avg.)	00.00 / 00.00
	Total conceded	00.00
	W-L	00.00
Morning Traore	Total (Wk avg.)	00.00 / 00.00
	Total conceded	00.00
	W-L	00.00
Game Of Throw-Ins	Total (Wk avg.)	00.00 / 00.00
	Total conceded	00.00
	W-L	00.00
Show Me The Mane	Total (Wk avg.)	00.00(00.00)
	Total conceded	00.00
	W-L	00.00

UFM Hub

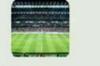
DD MMM YY • EPL WK 00

[Latest news](#) [Community](#)

Forums



Premier League



Fantasy PL



Liverpool FC

[Football on TNT Sports] Arsenal are the first team in Premier League history to score two goals in SEVEN consecutive halves of football

8 hrs ago

7k 170 264

Can united become decent again, so we are not the most hated club in prem?

iLikeUFM • 8 hrs ago

134 23 41

Arsenal are the first team to score 4 goals in a Premier League match on a Saturday in the fourth week of February of the Year 2024.

SuperUFM • 1 day ago

21 2 9

[Load more](#)

Overview

For who?

Fans of English Premier League (EPL) Fantasy Football

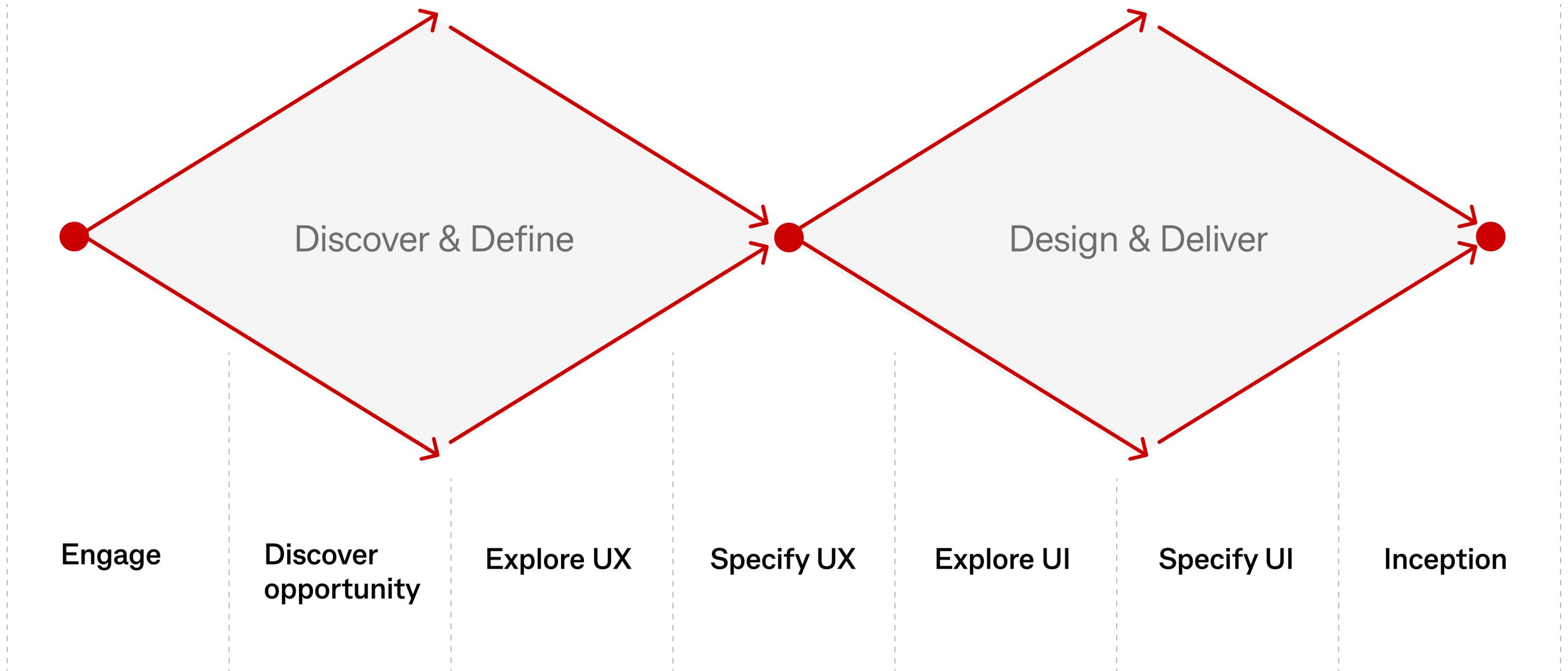
Goal

Make more exciting and engaging Fantasy Football mobile app game that the existing platforms have failed to deliver by generalising tactics and skills required to win a game

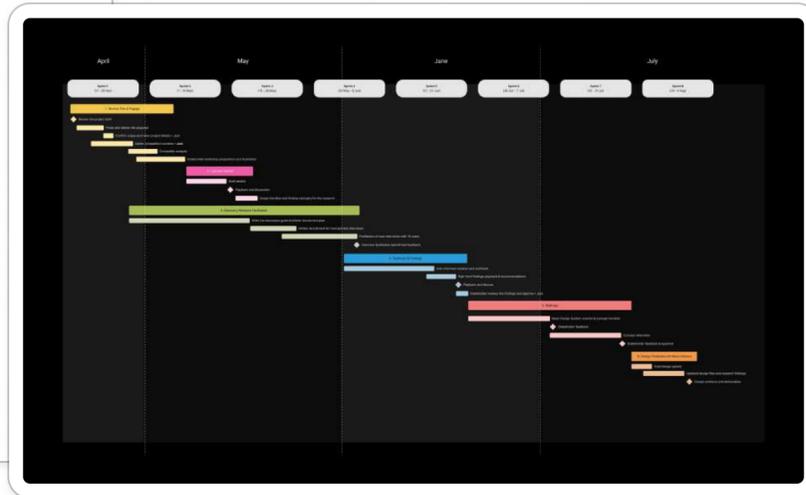
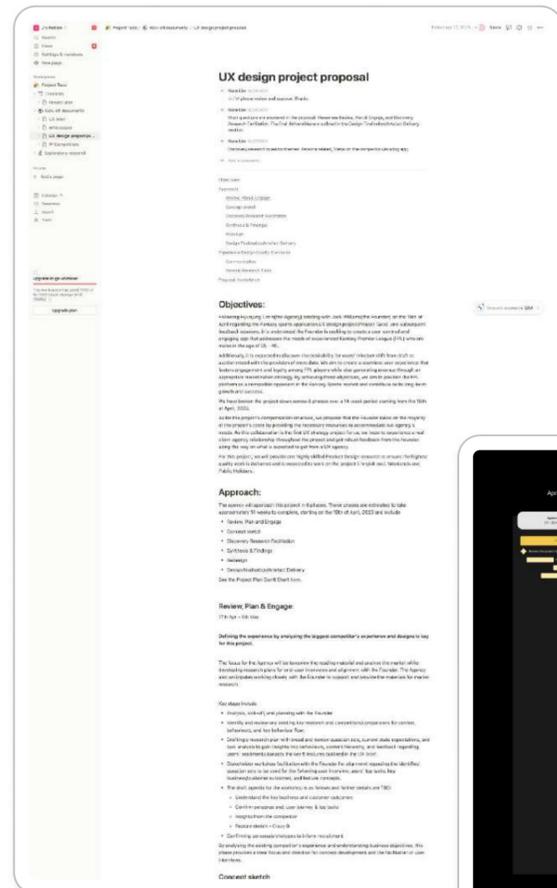
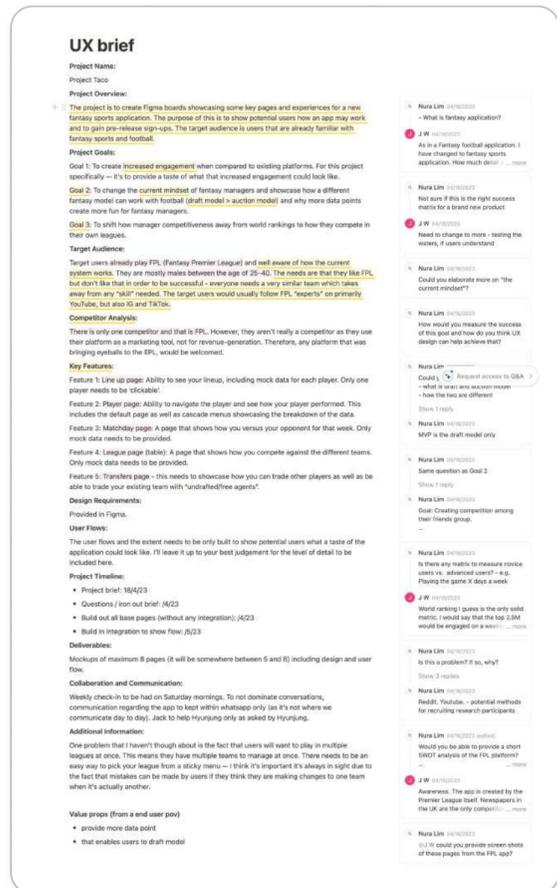
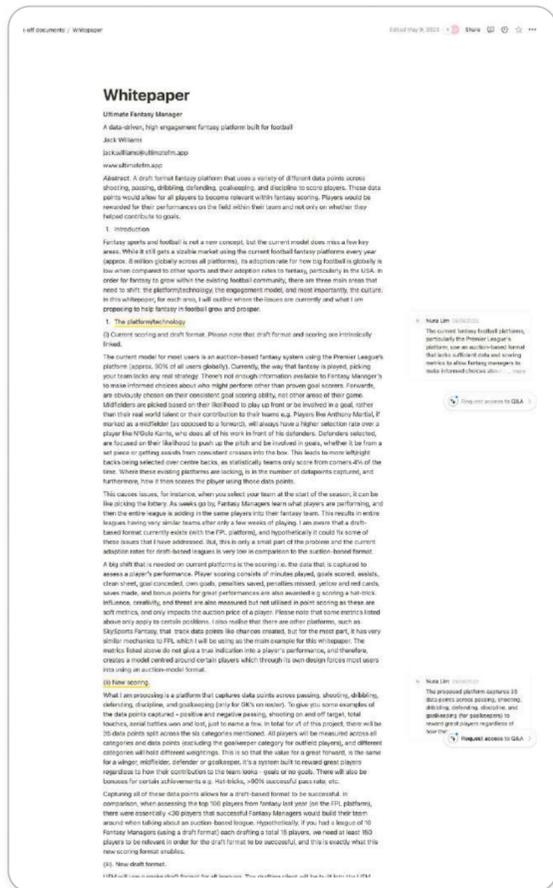
The team

- A founder
- **My responsibility:** End-to-end UX/UI designs

My design process



Review, Plan and Engage



Kick-off meeting

Understand the product white paper and the UX/UI project brief provided by the Founder

Present the proposal

Outlined the timeline, activities, key milestones and final deliverables

Opportunity

Discover opportunity 

Users problem

Diehard Fans of English Premier League (EPL) Fantasy Football who find joy in getting thrilled by playing the game while watching the season need a way to encourage them to become more competitive and strategic to win in order to maximise their excitement.

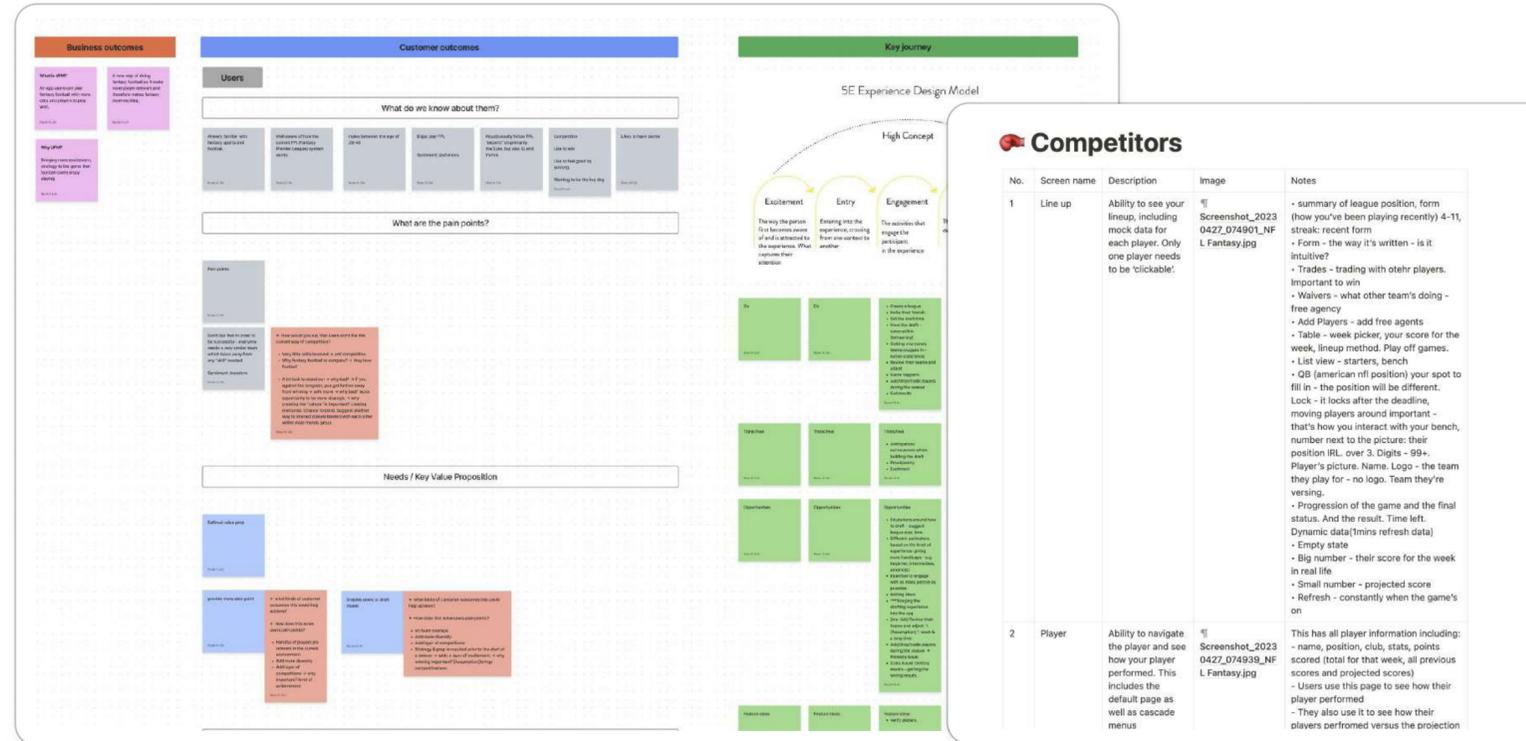
Business objective

Make more exciting and engaging Fantasy Football game on mobile that the existing platforms have failed to deliver by generalising tactics and skills required to win a game

Measure of success

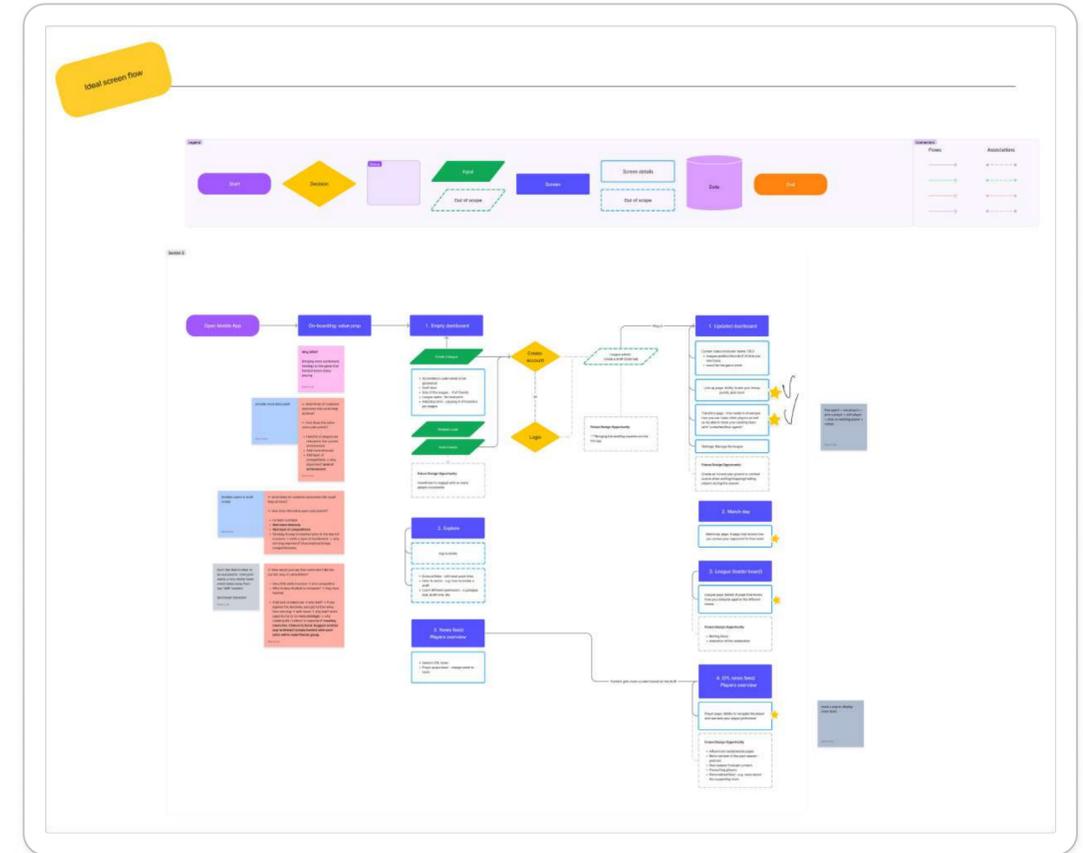
- User **acquisition** via # of people sign up for the Beta service
- Increased **engagement & satisfaction** via qual&quant user research after the Beta launch

Kick-off workshop



Kick-off workshop

Understand the Value Proposition - What it is, why we exist, key customers and their journey to find areas to focus on and define opportunities. Followed by competitor walk-through with the Founder

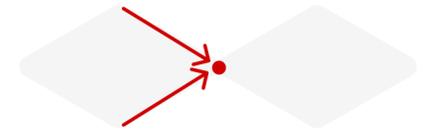


Screen flow walk-through & Scoping

Showcase ideal screen flow along with customer input and how it should show on a screen. Defined key screens to design in detail and only build wireframe

Discovery activities

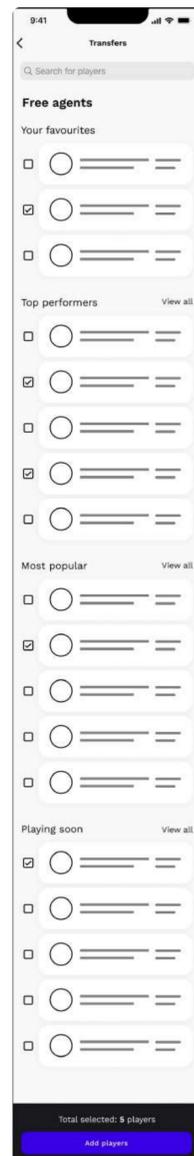
Explore UX



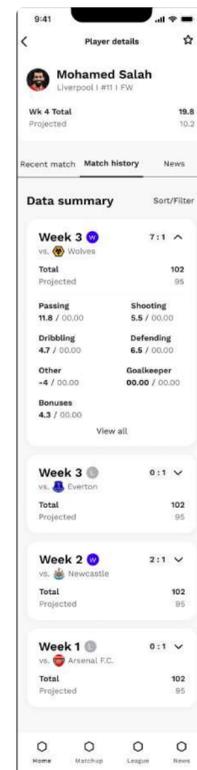
Dashboard



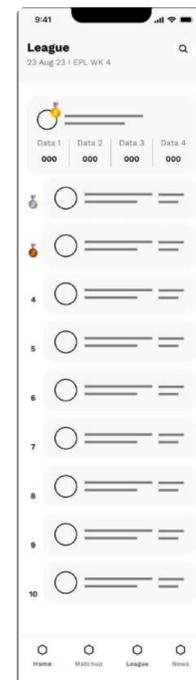
Transfer



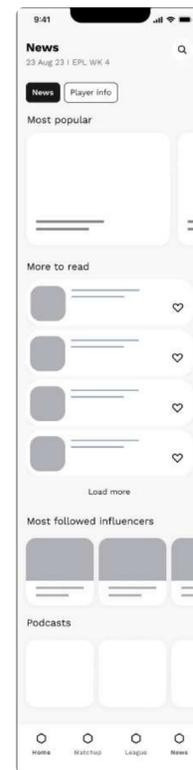
Player info



Leader Board



News



UX wireframe

Taking into account the knowledge the Founder has about target users, I created a Lo-fi flow featuring key features and functionalities we believed would be desirable

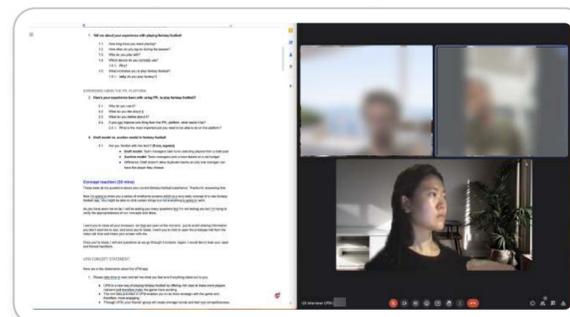
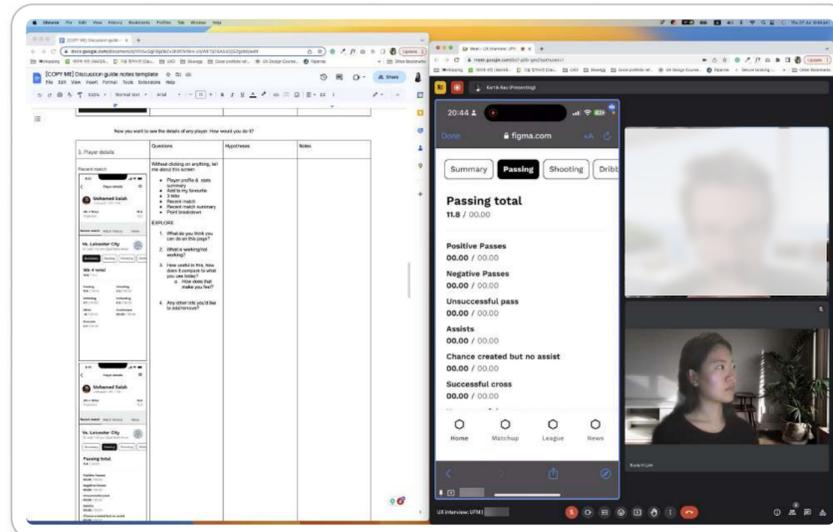
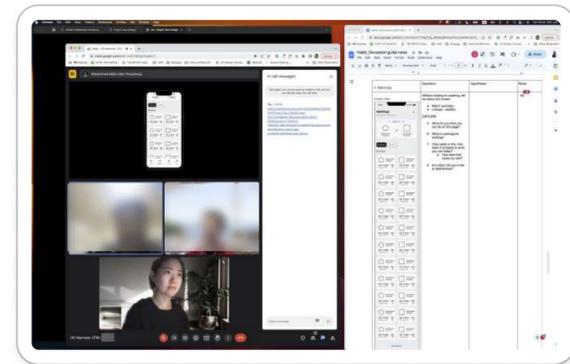
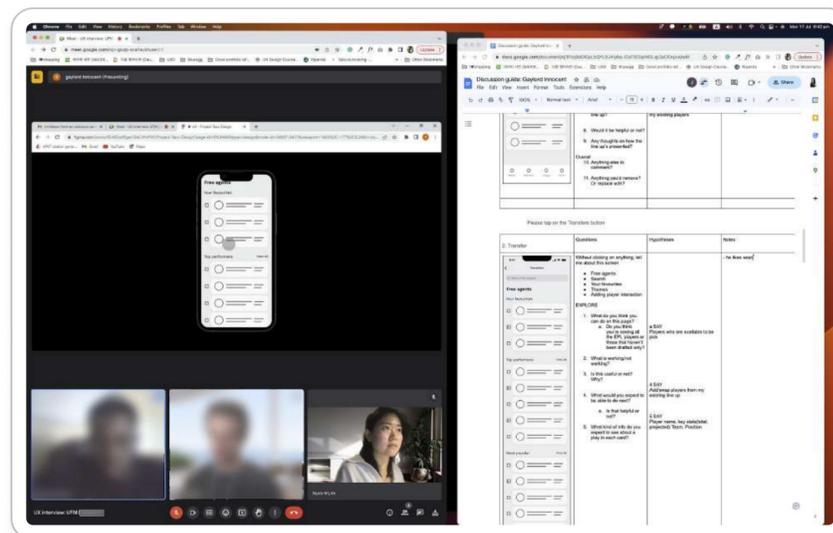
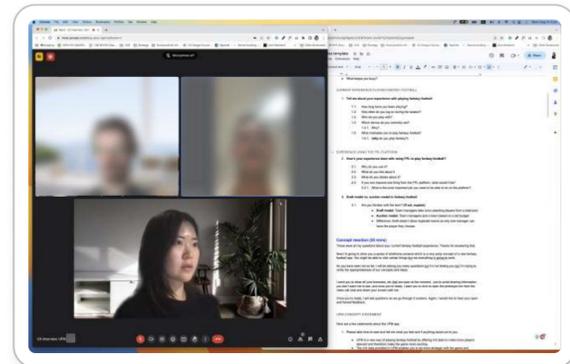
Concept summary

- Easily scannable line up and my team's current position
- Easy access to the available player to draft and their recent performance
- Exciting leader board experience
- One stop shop for all the Fantasy Football news

Discovery activities



Concept test



Key objective

Explore target users' current behaviours with Fantasy Football to inform the direction of the UFM app experience

Key hypotheses to validate

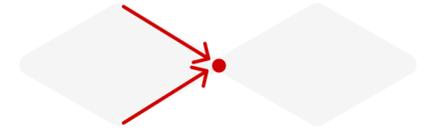
- #1: We believe adding more data points will add layers of excitement and help attract new users
- #2: We believe introducing a Draft model (vs. auction model) will excite our target users and help retaining them

Concept testing method

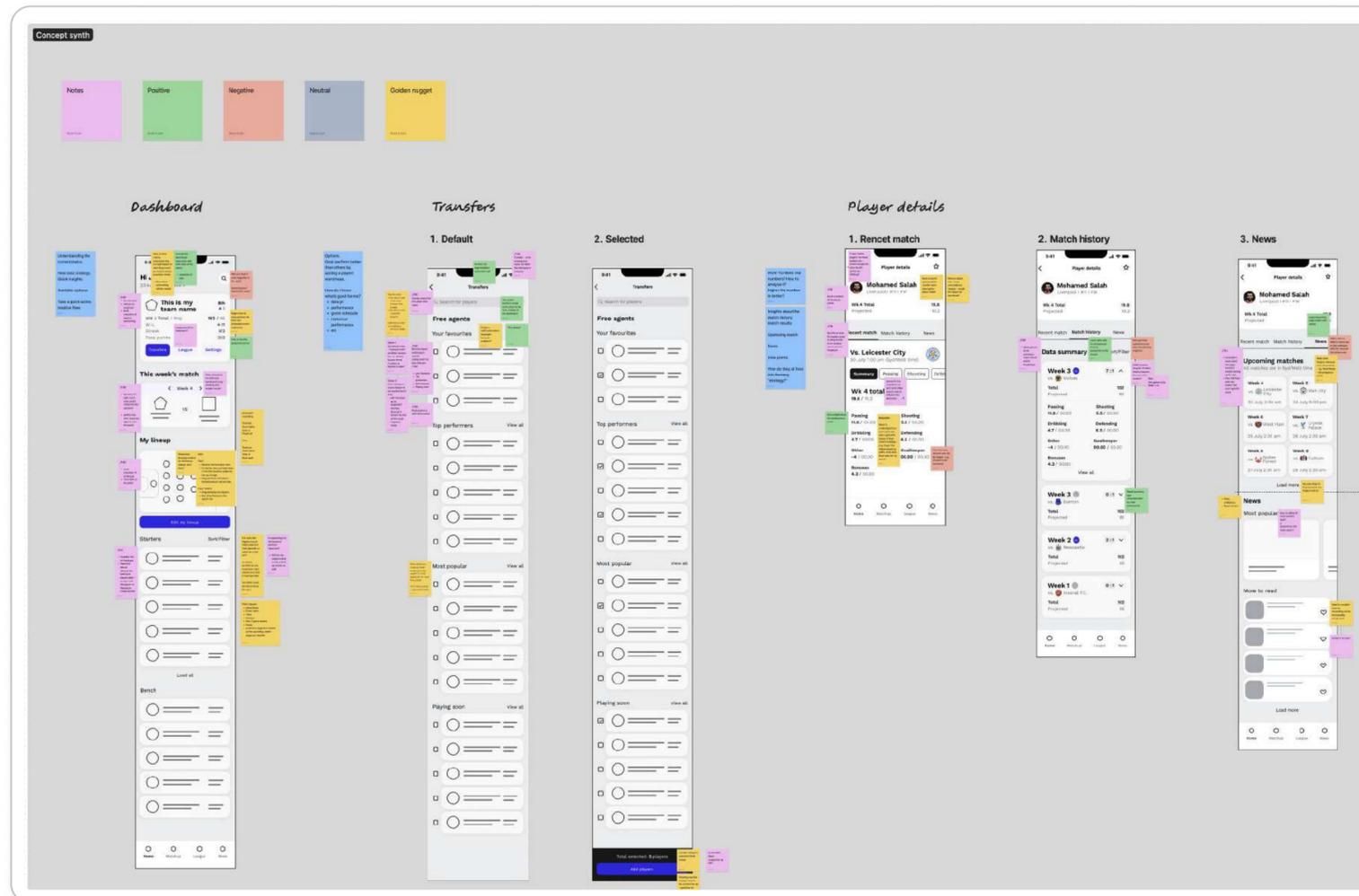
- 7 × 60 minute qualitative remote interviews
- Recruited via Airtasker
- Discussion Guide Structure:
 - a. Icebreaker - Target users archetypes
 - b. Current behaviour with the Fantasy Football game and the existing platform - Pain points, opportunities
 - c. Feedback on the concept and Lo-fi design

Discovery activities

Explore UX



Concept test : Key learnings



Key learnings

- After going through the entire flow, users started to see the clear difference and engage with the new format, despite the new concept being a bit harder to grasp at first
- Users expressed extreme interest in utilising the robust player data to form their own winning strategy and get their expertise validated by the enthusiastic community
- What excited users the most was the emotional engagement this platform will bring by letting the competition happen within their own league (e.g. friends groups) and the ultimate winning feeling
- Users excited about the platform will foster passion for football and create a passionate community and deepens their connection to the sport

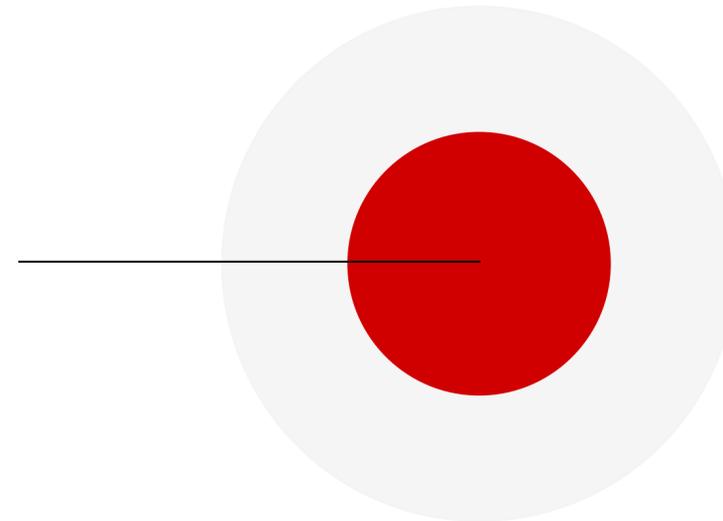
UX strategy



Product vision

Win with Control, Play with Passion.

A data-driven platform for fantasy football enthusiasts, offering self-controlled winning strategies and ultimate engagement



Fantasy Football Reimagined: Expertise Celebrated, Passions Ignited

Our vision is to redefine fantasy football with an app that not only elevates gameplay but also ignites a spectrum of emotions, validates skills, deepens love for the sport, and fosters a passionate community

Product goals

For business

Drive user acquisition and create long-lasting engagement

For users

Steady game participation over time and stay motivated managing frustrations

Key metrics

- **Growth**(Download, visitor, sign up, league creation)
- **Usage**(time spent on the app, app opening)
- **Retention** (NPS, Loyal customer rate)
- **Satisfaction** (feedback)

4 strategic experience pillars

Specify UX



Win with Control, Play with Passion.



Knowledge = Power

Reduce barrier by providing resources for both beginners and experienced players to deepen their knowledge of the sport



More control & ownership

Allow users to create and customise their own winning strategies by provide data-driven insights and recommendations to enhance their strategies.



Always Celebrate

Engage players year-round with traditional season-long leagues, a variety of different quests, virtual trophies and badges to award winning moments.



Encourage Community Culture

Community interaction and sharing experiences align with the vision of creating a passionate community around fantasy football.

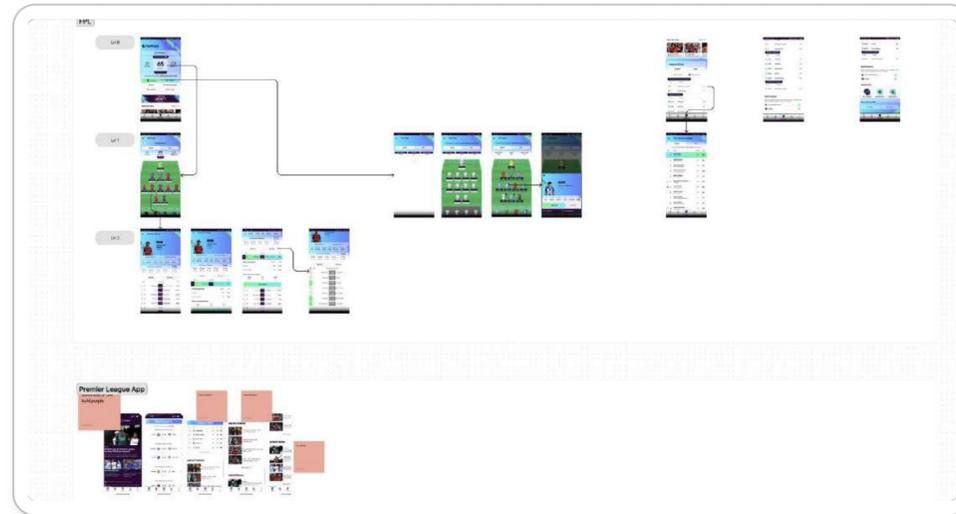
Explore & specify UI

Finding the UI design direction

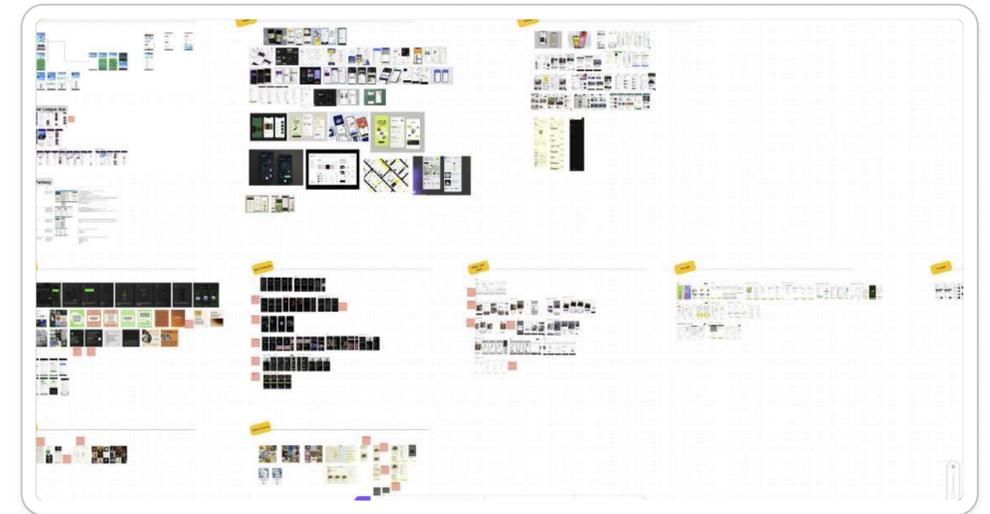
Design & Deliver 



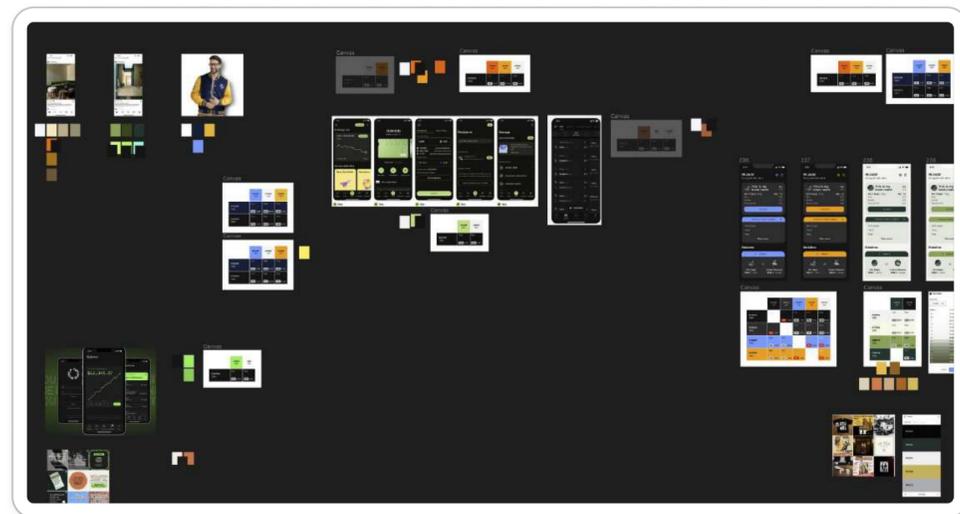
Set brand visual keyword



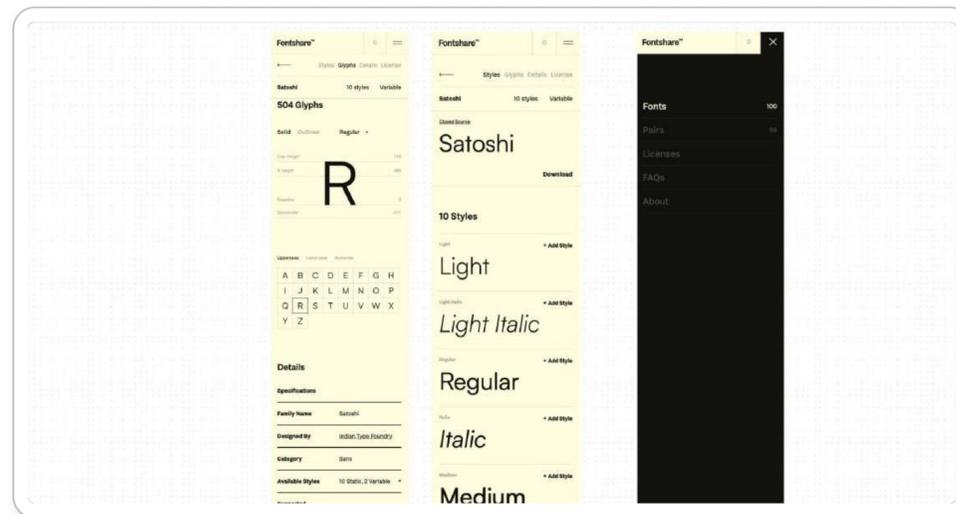
Review Competitor/Comparators key screens



UI inspo from Dribbble, Mobbin, Google



Colour palette exploration



Find a appealing font pairing

100%			DNP 1.01:1	AAA 10.64:1	DNP 1.12:1	DNP 1.2:1	DNP 1.31:1	AAA 17.51:1
#F7F9EA	100%			Text	Text	Text	Text	Text
		DNP 1.01:1		AAA 10.85:1	DNP 1.14:1	DNP 1.22:1	DNP 1.34:1	AAA 17.86:1
#1B3F38	100%	Text	Text		Text	Text	Text	Text
		AAA 10.64:1	AAA 10.85:1		AAA 9.44:1	AAA 8.83:1	AAA 8.06:1	DNP 1.64:1
#E4EAE0	100%			Text		Text	Text	Text
		DNP 1.12:1	DNP 1.14:1	AAA 9.44:1		DNP 1.06:1	DNP 1.17:1	AAA 15.55:1
#BFF30E	100%	Text	Text	Text	Text		Text	Text
		DNP 1.2:1	DNP 1.22:1	AAA 8.83:1	DNP 1.06:1		DNP 1.09:1	AAA 14.55:1
#02F783		Text	Text	Text	Text	Text		Text

Colour accessibility review

Design System



Colour palette

- #004A7C 100%
- #00728F 100%
- #009999 100%
- #A9A9A9 100%
- #F0F0F0 100%
- #E0E0E0 100%
- #C0C0C0 100%
- #999999 100%
- #666666 100%
- #333333 100%

Typography

H1

H2

H3

H4

Body

Article Title

Section Sub-Header

Section Button

Text

Components

List

Table

Item	Total	Prog.	Item	Total	Prog.
Title	000	000	Title	000	000
Item	000	000	Title	0000	0000
Item	000	000	Title	0000	0000
Item	000	000	Title	0000	0000
Item	000	000	Title	0000	0000

Button

Primary: Button

Secondary: Button

Text button: Button

Icon button: Button

Thread interaction: Button

Mini button: Button

Accordion

Card

Table

Choice chips

Bottom nav

Badge

Header

Title	Total	Prog.
Title		

Strategic feature implementation



Dashboard

Player info

Leader Board

News & Community

Hi Jack!
23 Aug 23 | EPL WK 4

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Matches LIVE

← Week 4 →

Player details

Heung-min Son
Tottenham • #7 • FWD

Weekly Total / Proj. 000.000 / 000.000

Offer trade

Show Me The Mane

Last match Match history Player news

Stats summary Sort / Filter

Week 3

FEB 24 vs. Wolves Won 7:1 000 / 000

FEB 19 vs. Everton Lost 0:1 000 / 000

Passing	00.00 / 00.00
Shooting	00.00 / 00.00
Dribbling	00.00 / 00.00
Defending	00.00 / 00.00
Other	00.00 / 00.00

League DD MMM YY • EPL WK 00

Win Dalot 6th ↑ 2

Total (Wk avg.) | Total conceded | W-L
146.35 (123.45) | 123.45 | 3-1

Leader board Badges

Lads on Toure

Total (Wk avg.) 00.00 / 00.00
Total conceded 00.00
W-L 00.00

Morning Traore

Total (Wk avg.) 00.00 / 00.00
Total conceded 00.00
W-L 00.00

Game Of Throw-Ins

Total (Wk avg.) 00.00 / 00.00
Total conceded 00.00
W-L 00.00

Show Me The Mane

Total (Wk avg.) 00.00(00.00)
Total conceded 00.00
W-L 00.00

Sonny and Schar

Total (Wk avg.) 00.00(00.00)
Total conceded 00.00
W-L 00.00

League DD MMM YY • EPL WK 00

Win Dalot 6th ↑ 2

Total (Wk avg.) | Total conceded | W-L
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Leader board Badges

Scores

Highest pts scored For EPL WK 3

Highest pts scored For Feb 2024

Lowest pts scored For EPL WK 1

Management

Manager of the Month Jan 2024

Wins

Most wins for season 2023

League

UFM Hub DD MMM YY • EPL WK 00

Latest news Community

Forums

Premier League Fantasy PL Liverpool FC

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8 hrs ago
7k 170 264

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21 2 9

Load more

Podcasts

The Athletic Football Podcast The Athletic Football Podcast The Daily Football

Outcome & next steps

Final deliverable submission

Research findings, Product Strategy, Design System and the final UI design of the key screens has been delivered to the Founder

Looking for an investment

With an aim of releasing the beta version at the start of the new EPL season, the founder is seeking investment capital to start developing.

Unmoderated Usability Test

Design a few more screens to complete the flow and run a unmoderated Usability Test to continue iterate on the Product