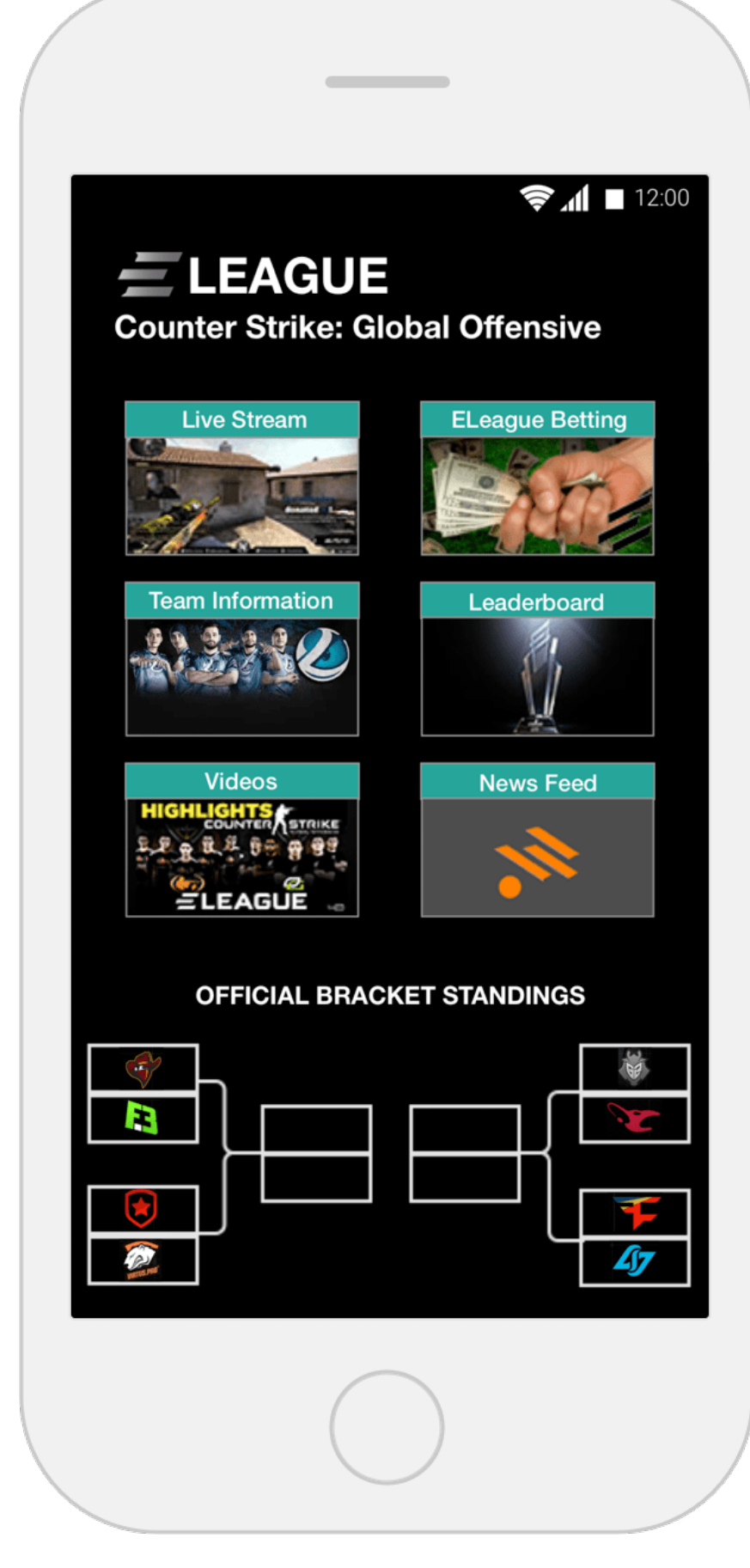# ELeague: fantasy e-sports betting app

I worked as part of a team to design a mobile app for an Atlanta-based company. We prioritized and designed features that addressed users' needs while satisfying the business requirements. I worked alongside Elle Chun and Cole Chandler and designed an app for E-League.

ELeague is a professional Counter-Strike: Global Offensive league that began broadcasting in the Summer 2016 on TBS. The league features 24 teams from across the world competing in two 10-week seasons, annually, for $1,400,000 USD in prize money. The league broadcasts the tournament live on TBS on Friday nights and simultaneously online on Twitch.
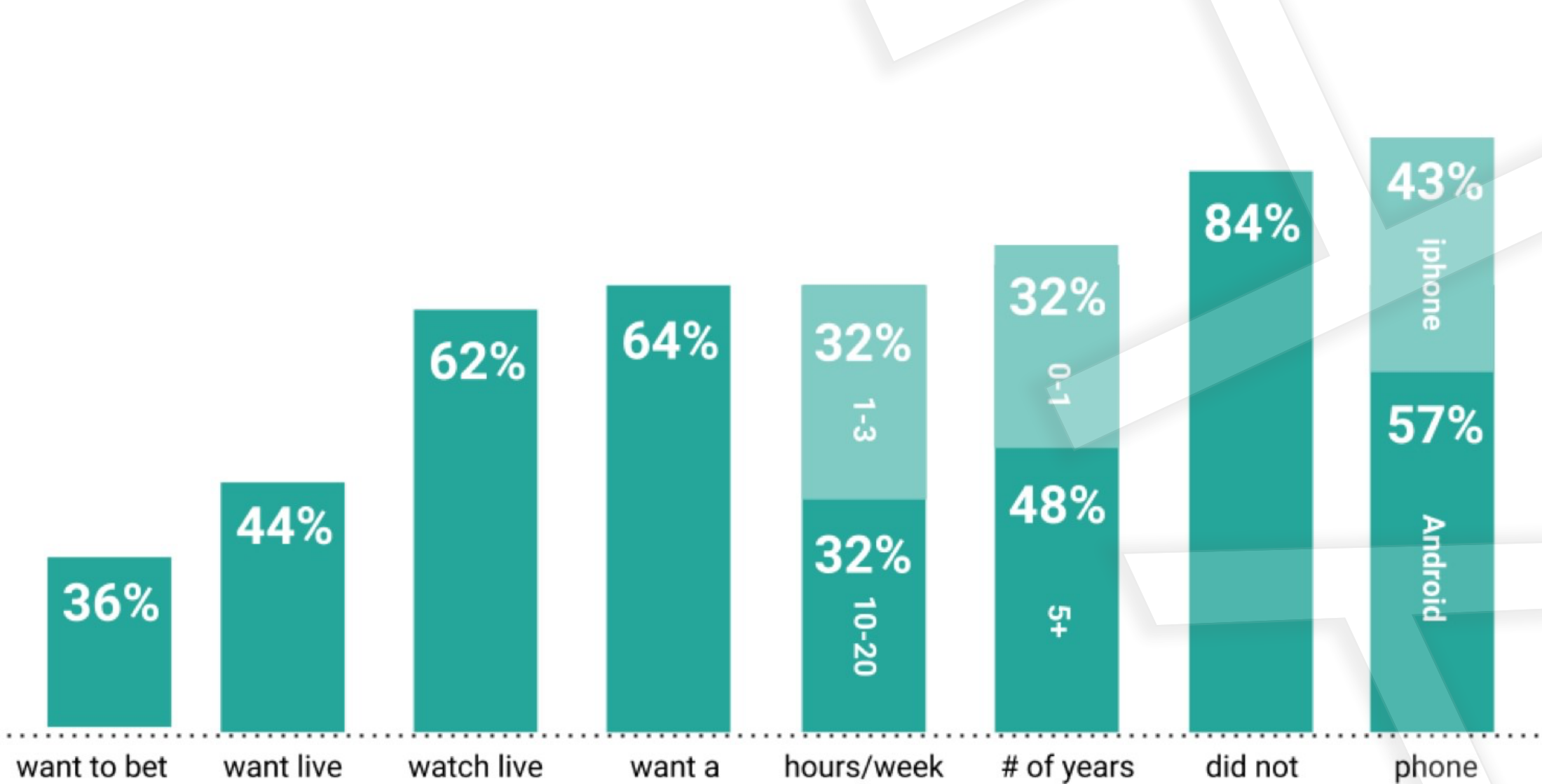
THE PROBLEM

E-League currently does not have a mobile platform. E-League wants to bring their content and their competition to mobile devices during both broadcasts and in between matches and seasons. Eleague wants to engage new users and get them excited about esports while also engaging casual counter strike players.

COMPETETIVE ANALYSIS

After looking at the current competition with apps like Fifa and Major League Gaming, it seemed that there was a serious gap in the market for creating fantasy teams for e-sports tournaments, being able to bet, and to find out more information about players in the tournament.

	FIFA	Major League Gaming	ELeague
Live Stream?		✓	✓
Chat capabilities?		✓	✓
Rankings?	✓		✓
Online Store?	✓		
Fantasy Teams?			✓
Betting?			✓
Newsfeed?	✓	✓	✓
Leaderboard and Brackets?	✓		✓
Team Info?			✓
Player Info?			✓
Live Stats Updates?		✓	✓

USER RESEARCH

36% want to bet
44% want live stream
62% watch live 3+/week
64% want a leaderboard
32% hours/week gaming: 1-3 / 32% 10-20
32% # of years gaming: 2+ / 48% 5+
84% did not compete
43% iphone / 57% android phone type

Our team determined a questionnaire to find out the most information about the target audience as possible. I posted the survey on social media and on gaming forums and interviewed any gamers/potential gamers I could find. The research showed that most of the target users would like to be able to stream directly from their mobile phones, see a leaderboard with standings for the current tournament, and were also interested in being able to gamble on the tournament.

PERSONAS

PAIN POINTS
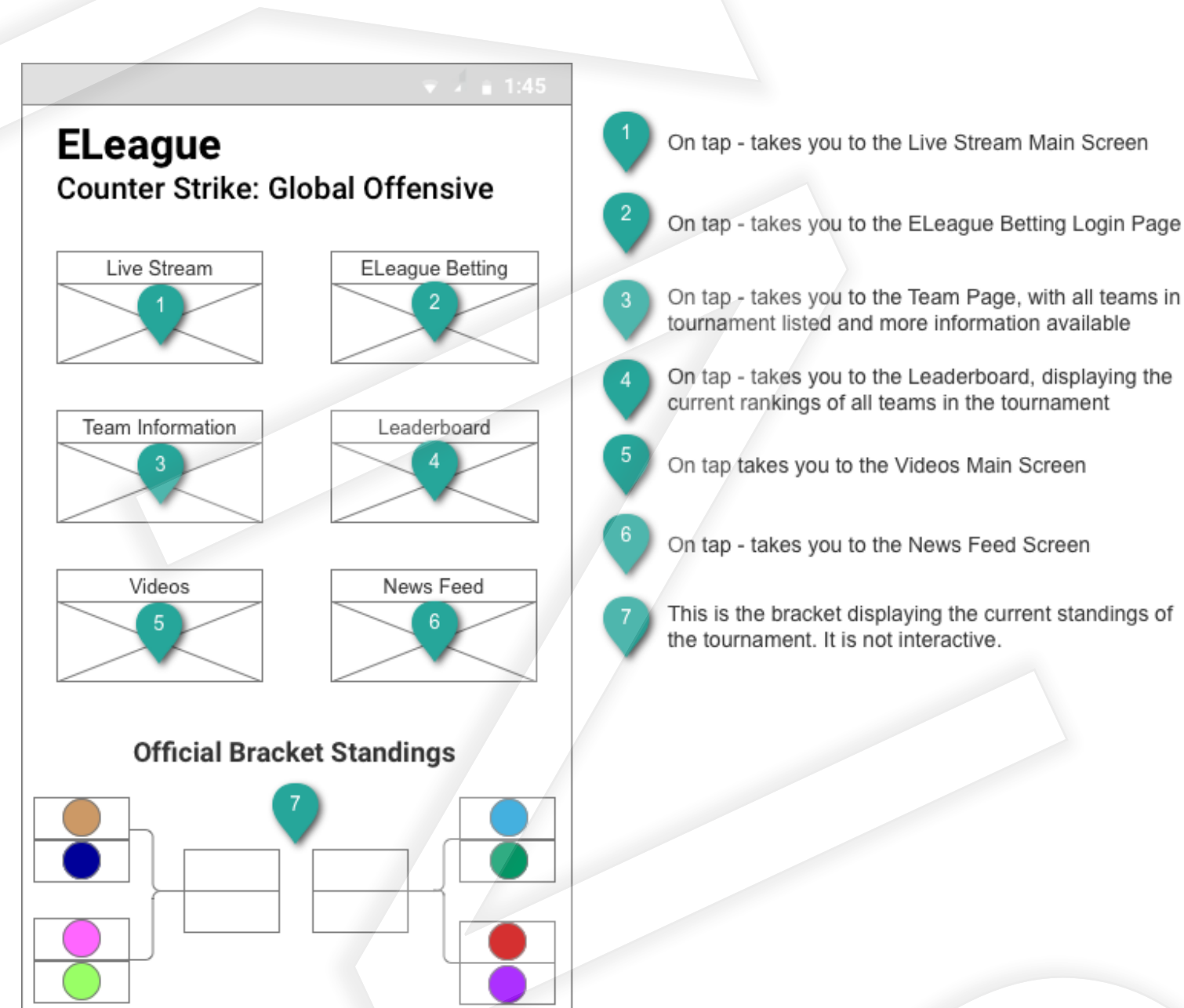difficult to follow stats on e-sports

NEEDS
live stats updates
live streaming on mobile

OPPORTUNITIES
live map of players
chat with others watching live

USER IDEATION

We started our research process by brainstorming ideas for each screen. We brainstormed some different ideas and combined them all together. Next, I refined our ideas based on the sketches and created annotates wireframes to communicate the functionality of the app. We created a medium fidelity clickable prototype to test concept, functionality, and ease of use.
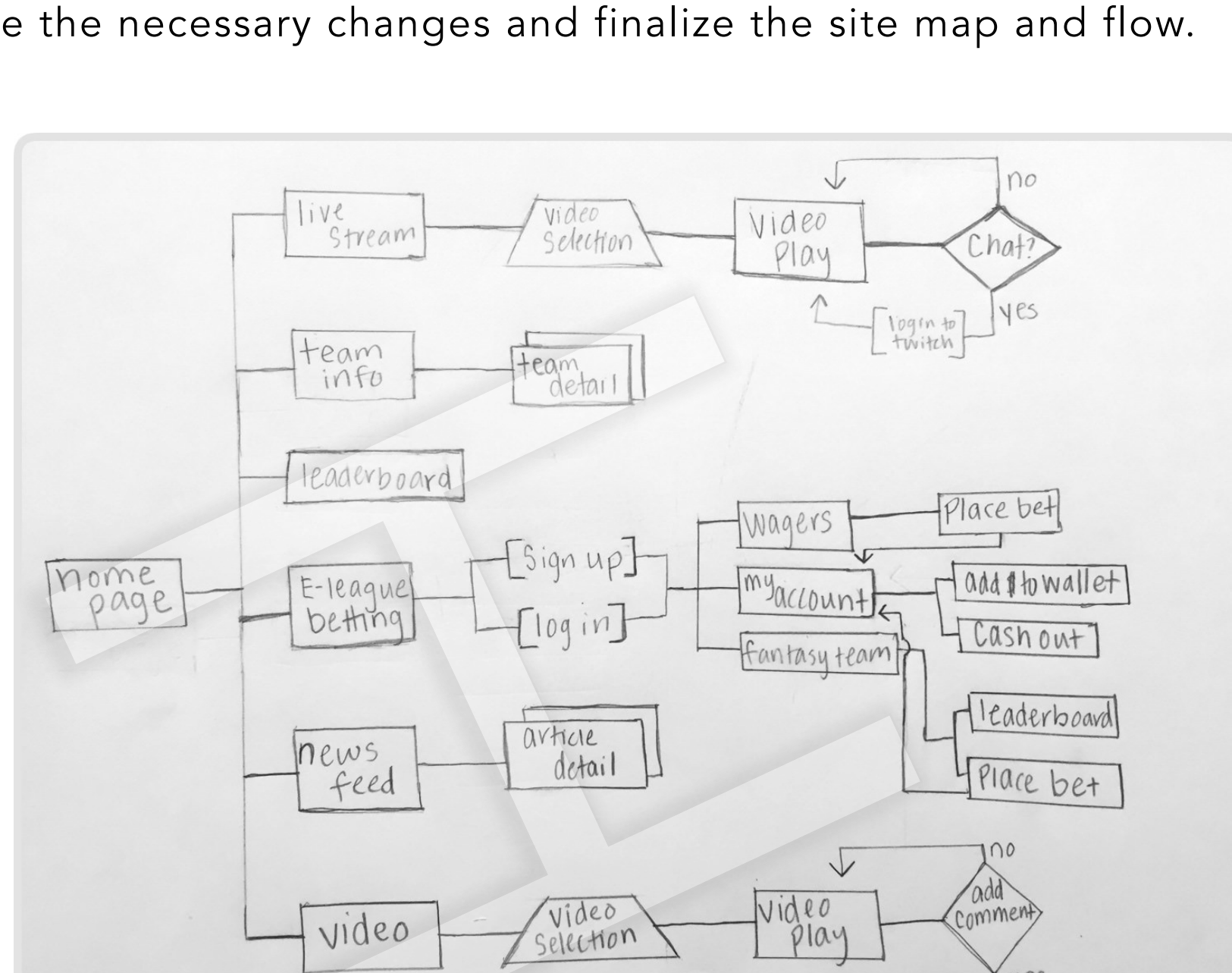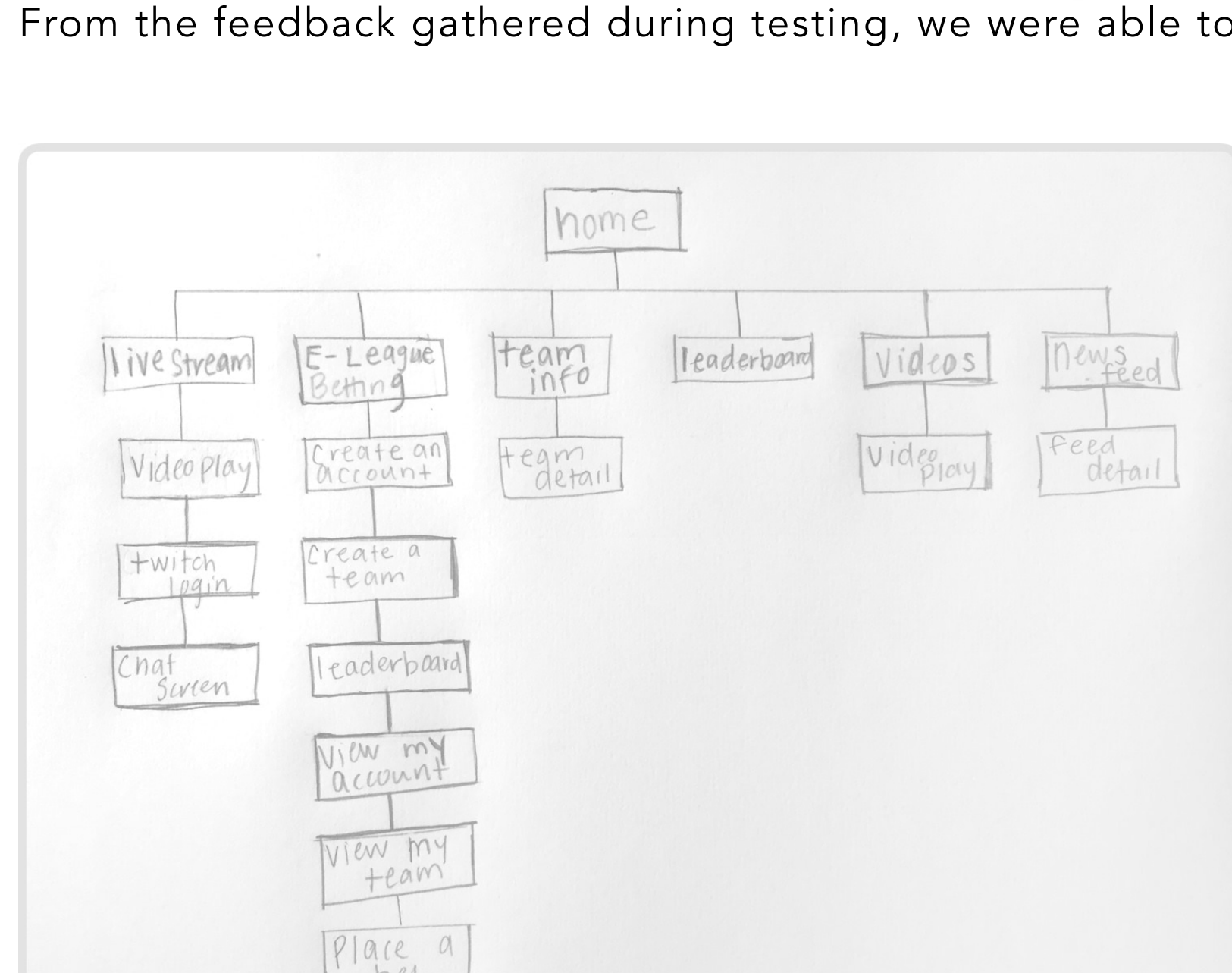
USER TESTING

Through testing, we learned that most users were not interested in finding people near them to play CS:GO with, but they were interested in building fantasy teams and being able to bet on the tournament.

We also found that navigation menu was hard for users to find and use, so we opted to use that space for a home button instead.
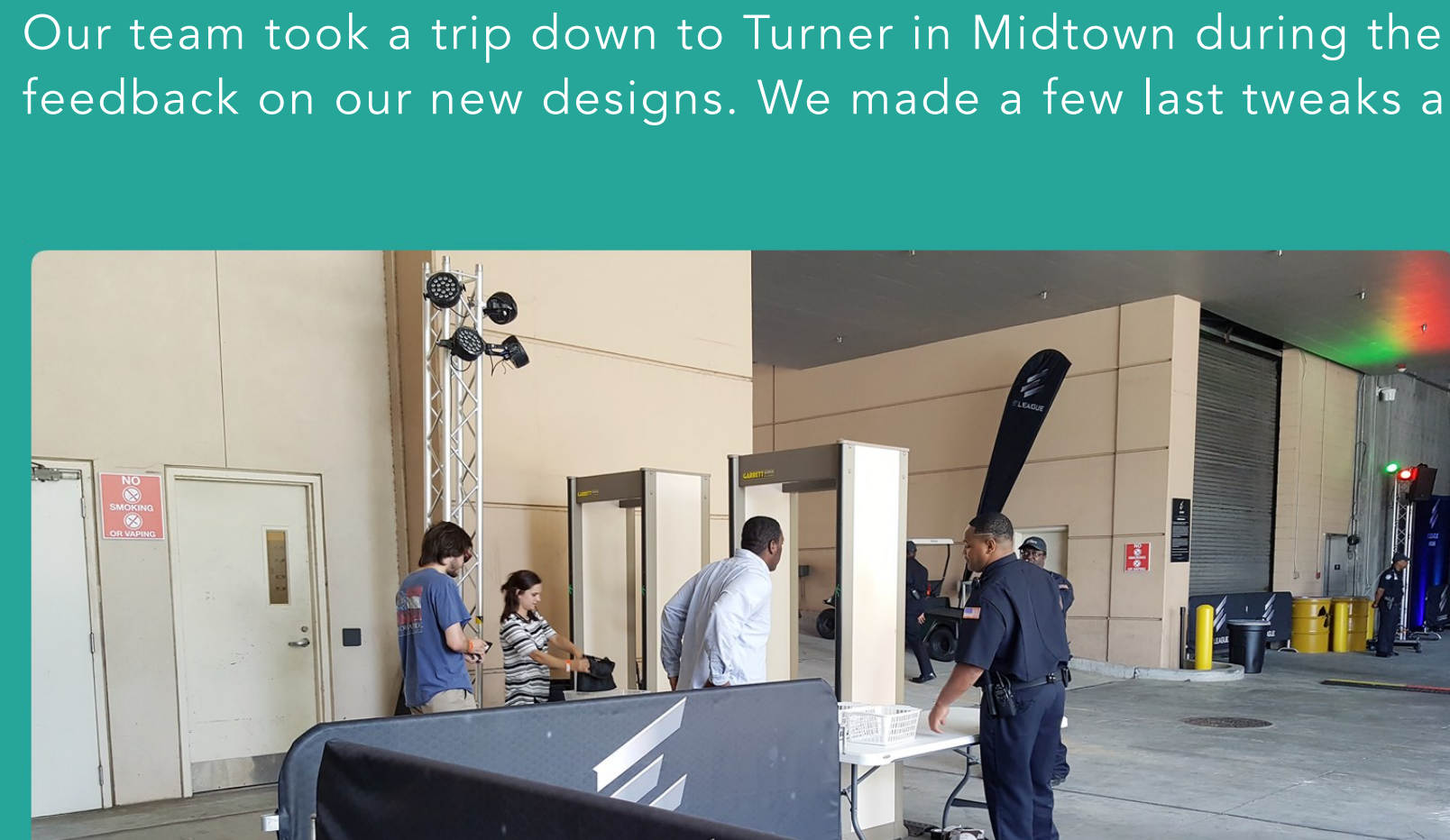
ITERATIONS

From the feedback gathered during testing, we were able to make the necessary changes and finalize the site map and flow.
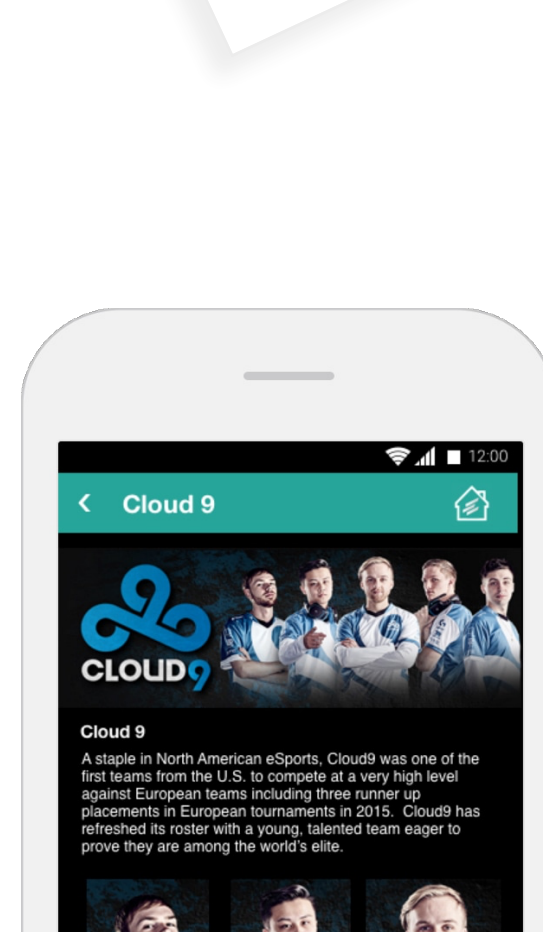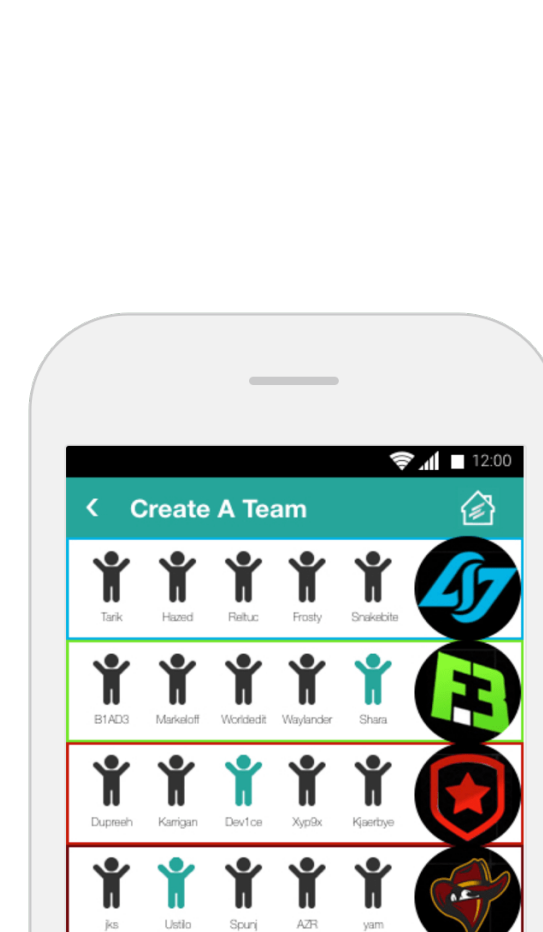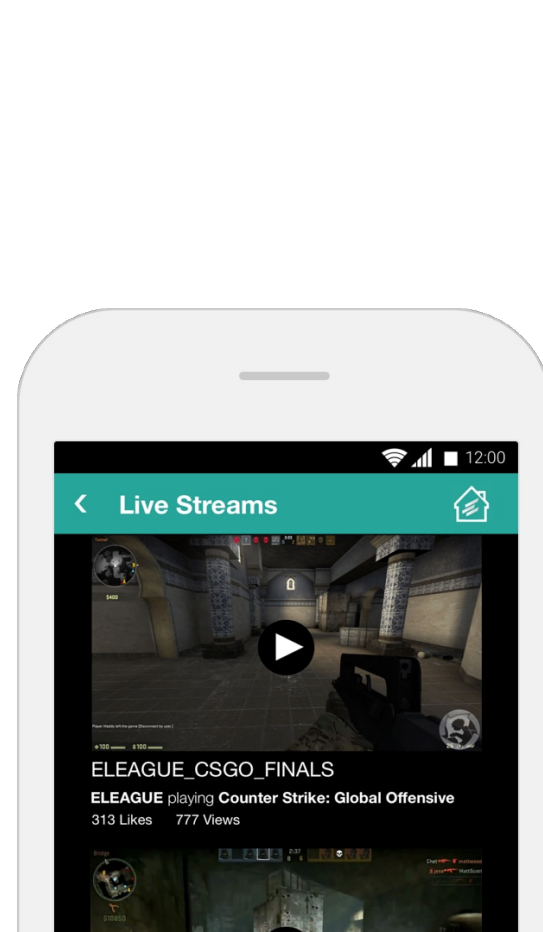
USER TESTING

Our team took a trip down to Turner in Midtown during the Last Chance Qualifier Match to get into the Finals to get feedback on our new designs. We made a few last tweaks and came up with our final design.

SOLUTION

Through the E-League CS:GO app, users can:

Watch the tournament live from their mobile.
Create fantasy teams and win money!*
Quickly see the leaderboard of the tournament.
Keep up-to-date with the latest e-sports news and much, much more..

NEXT STEPS

If I had more time to work on this project I would have liked to design an iOS version, continue visual design, and incorporate Paypal and ApplePay as a easy payment options for users.