



Designing an Interactive Fantasy Esports Platform for the LCS

Team GGG

HCI594 – HCI Capstone

Professor Joseph Wanka



Overview

- Introduction
- Initial Research
- Surveys & Interviews
- Low-Fidelity Prototyping
- Evaluation Request for Proposal
- Mid-Fidelity Prototyping
- Usability Testing
- High-Fidelity Prototyping
- Further Discussion

A man with short brown hair, wearing a black t-shirt and a large black headset with a microphone, is sitting at a desk. He is looking towards the left of the frame with a slight smile. In front of him is a computer monitor displaying some graphical data, and a keyboard with orange backlighting is visible. The background is dark with some blue and orange ambient lighting.

Introduction

League of Legends, LCS, & Fantasy Sports



League of Legends
("LoL")

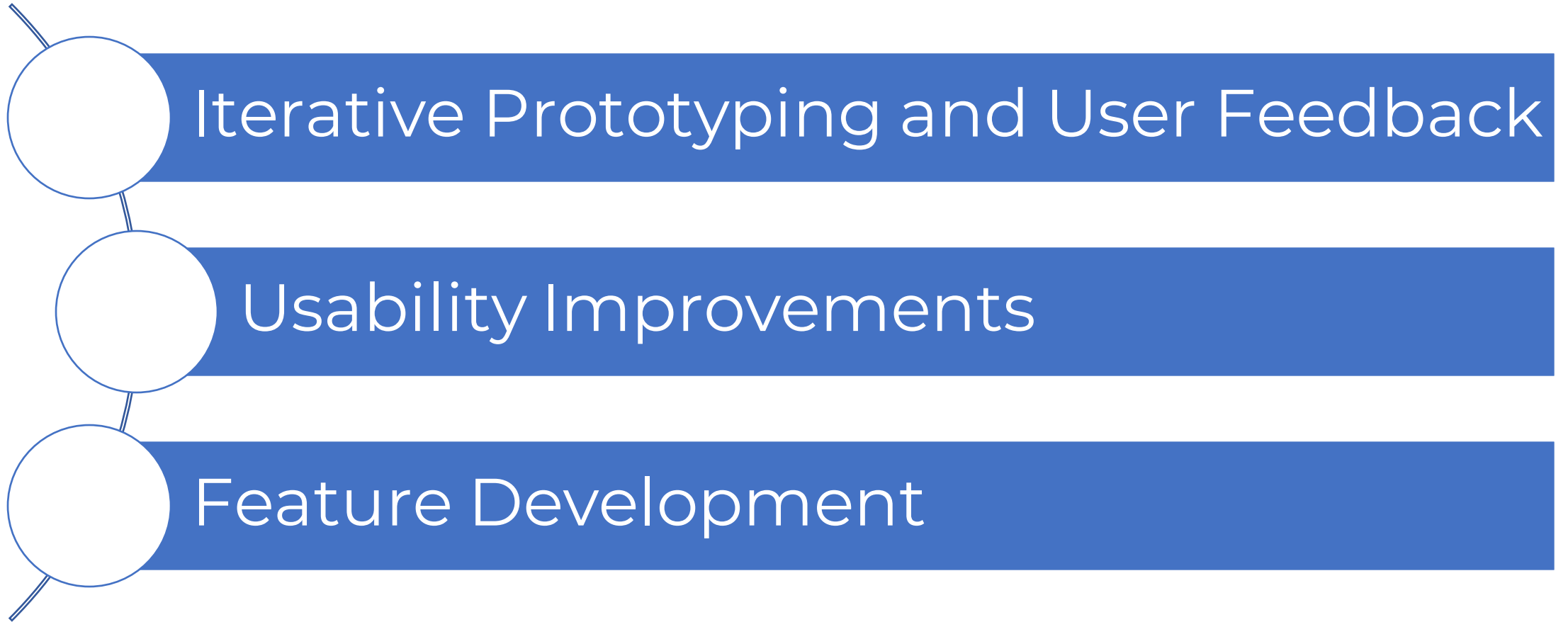


League Championship
Series ("LCS")




Fantasy Sports

Goals



Methods

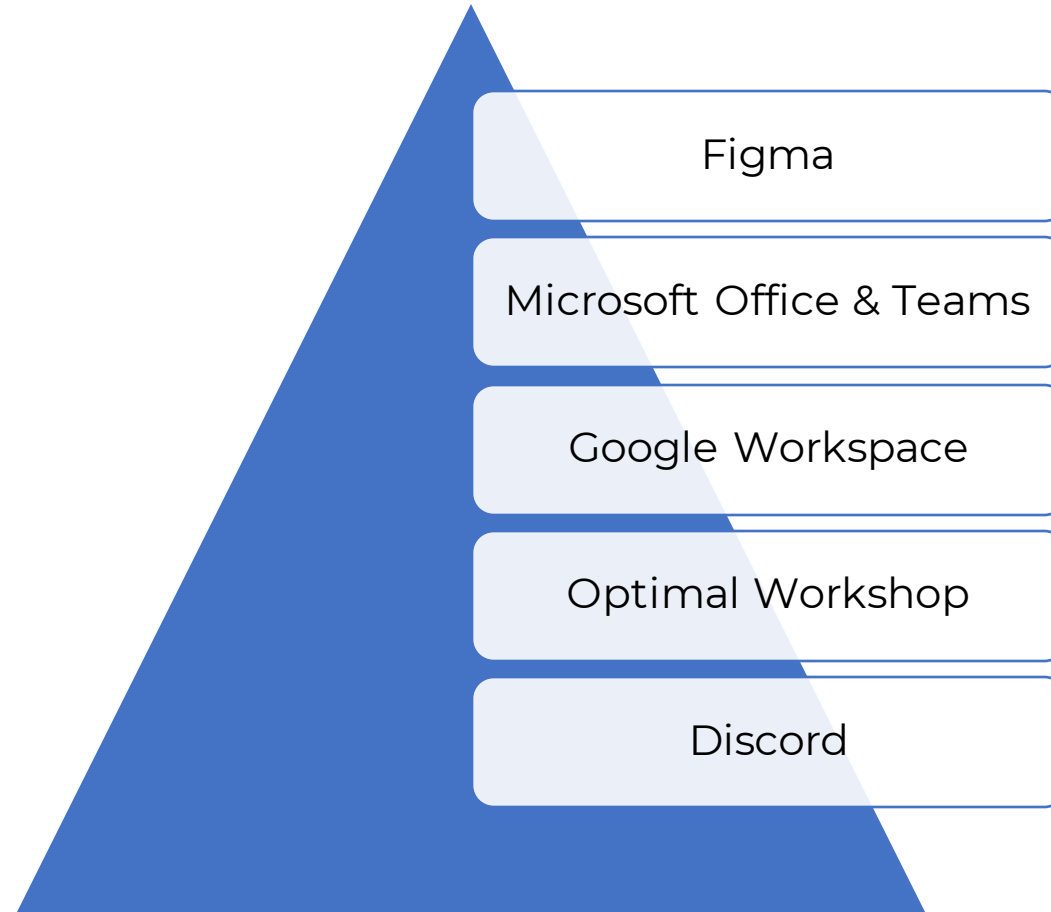


Prototyping
(Low, Mid,
High)

Surveys &
Interviews

RFP Evaluation
& Usability
Testing

Tools Used





Initial Research


Context & Motivation

- Viewership Decline
 - LCS Summer Split 2023 hit the lowest viewership in years, with a peak at 223k (down from 373k in 2022) and an average of 77k viewers (down from 117k)





Target Audience

- Demographic Focus
 - Mainly Adult Gen-Z, with 90.43% of LCS viewers falling into this category
 - Geographic Concentration
 - 68.31% of the audience is based in Europe or North America, which are also the primary market regions for fantasy sports
- 

Human-Factors Basis

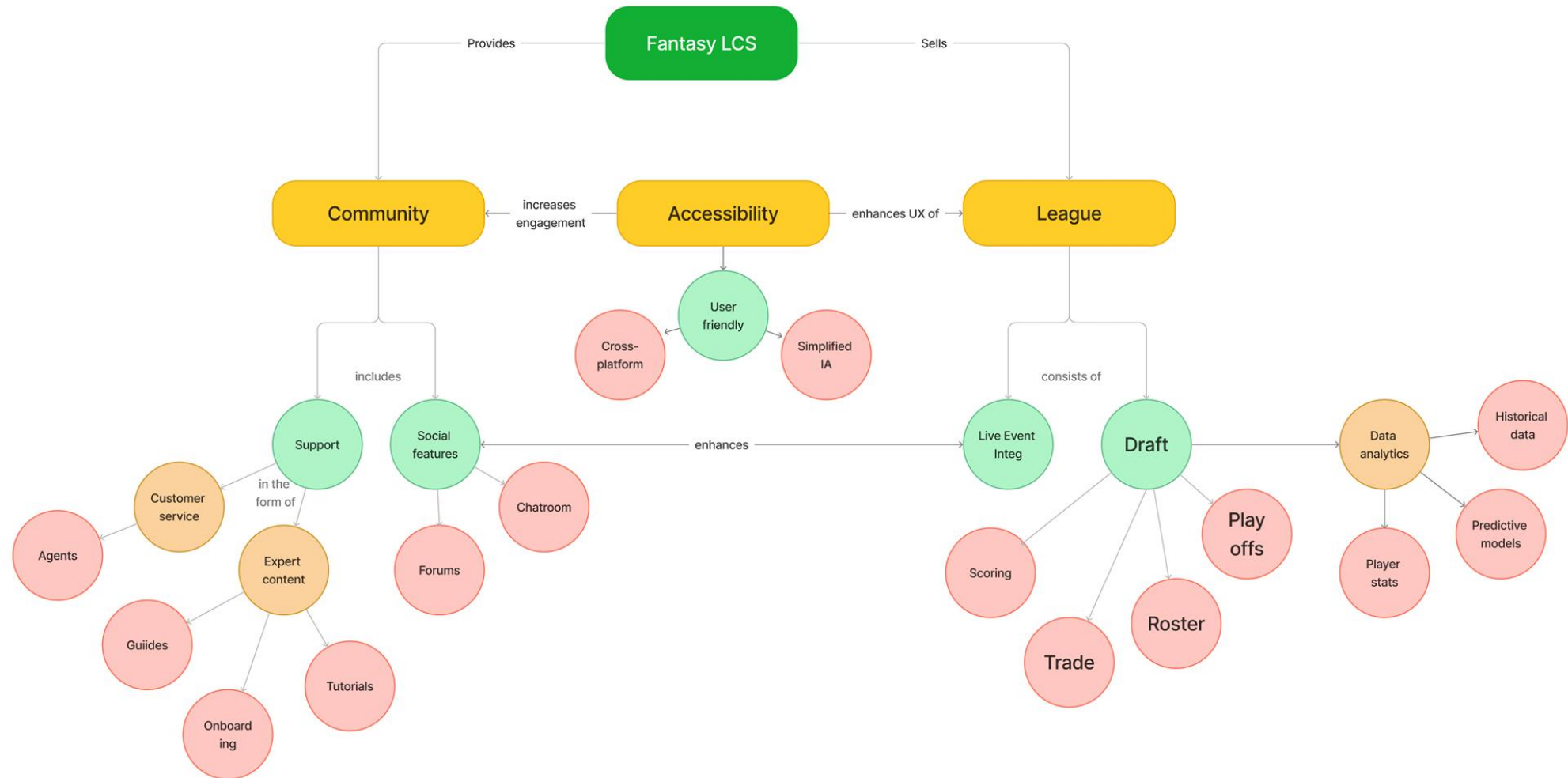
- Users typically fall into one of three categories
 1. Casual Players
 - Engage for exploration and enjoyment of fantasy sports
 2. Skilled Players
 - Driven by stat-tracking and in-depth analysis
 3. Isolationist Thrill-Seekers
 - Seek the adrenaline rush of competition

Competitive Analysis

- Sleeper, DraftKings, & E-GO
- Competitor Strengths
 - Modern design
 - Innovative features and customizable league options
- Advantages of Our Platform
 - Intuitive information architecture
 - Robust help center with active customer support
 - Transparent communication with users
 - Enhanced user experience



Concept Model



Persona #1



Brock

"The Novice Player"

- 18
- Full-time student
- Vancouver, CA

Keywords

Curious

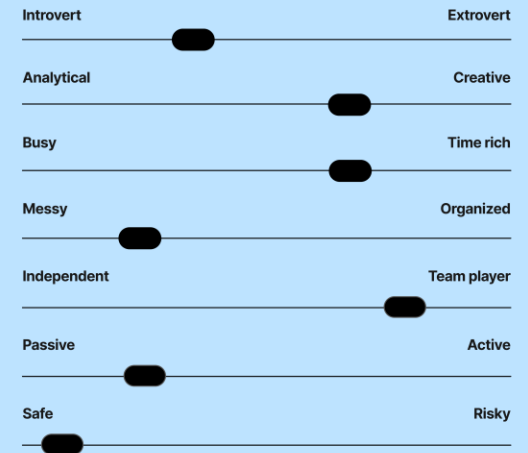
Gamer

Novice

Bio


Brock, an avid casual gamer, likes watching the League of Legends competitive scene, specifically the North American LCS league. He has recently developed an interest in fantasy esports and is looking for beginner-friendly platforms with active communities. User-friendly experiences and plenty of help for newcomers are essential for him to enjoy gaming without feeling overwhelmed.

Personality



Persona #2

The Expert Player v2



Ryan

"The Expert Player"

- 25
- Big Tech. Marketing Analyst
- San Francisco, California

Keywords

Competitive

Engaged

Strategic

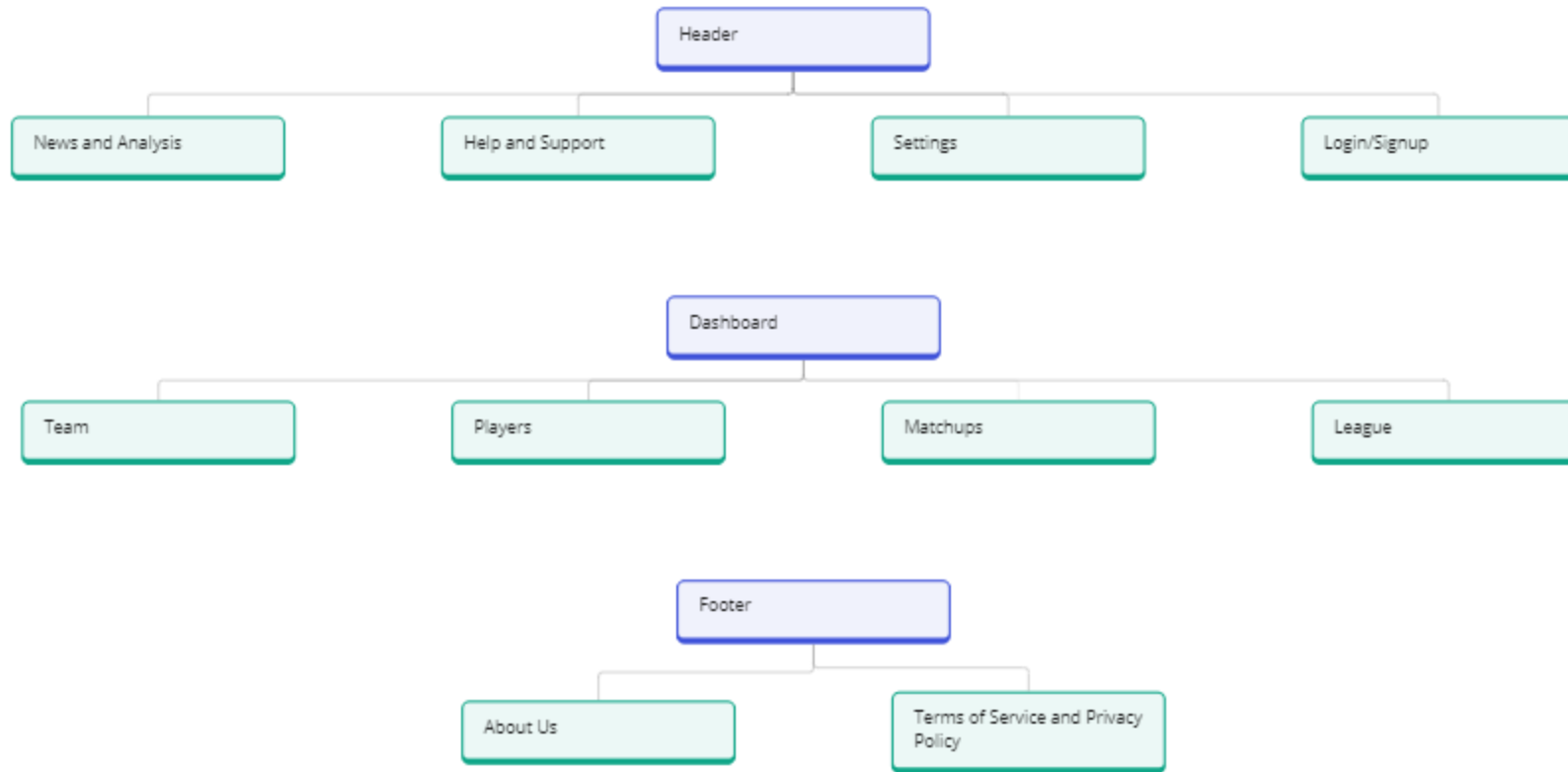
Bio

Ryan, a dedicated League of Legends player known for his expertise, is heavily involved in the esports industry, specifically with the LCS. He actively participates in a Fantasy LCS league with friends and shares his achievements on social media to engage with others. Ryan desires a seamless integration with his gaming lifestyle. Ultimately, he's looking for platforms that line up with his goals of fun, winning, and social interaction.

Personality

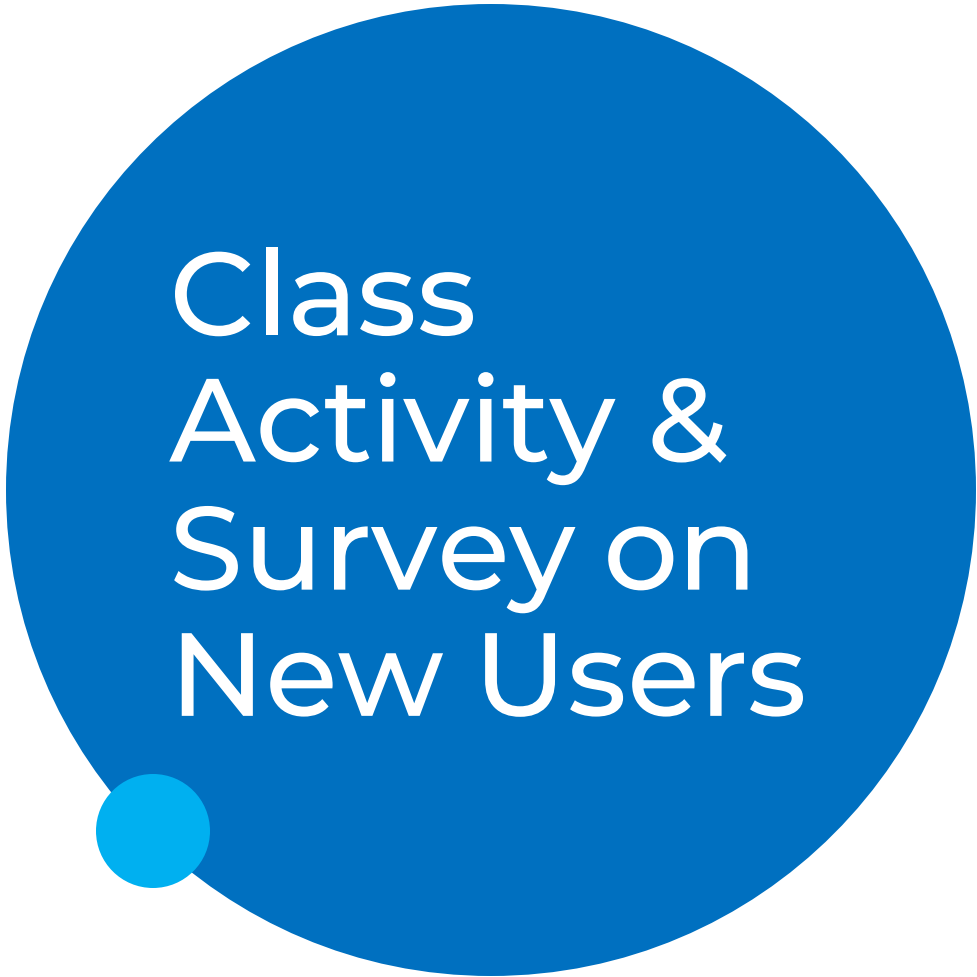
Introvert	<div></div>	Extrovert
Analytical	<div></div>	Creative
Busy	<div></div>	Time rich
Messy	<div></div>	Organized
Independent	<div></div>	Team player
Passive	<div></div>	Active
Safe	<div></div>	Risky

Sitemap





Surveys & Interviews



Class Activity & Survey on New Users

- 
- Sports Engagement
 - Varied types of sports watched, including frequency and viewing platforms
 - Fantasy Sports Perception
 - Most have not participated in a league, but would be interested

Major Takeaways



Rejected Features

Sports Betting

Viewed negatively; seen as detracting from the fun aspect



Accepted Features

Tutorials and Guides

Essential for engaging new users

Social Features

Important, though specifics were unclear



Preferred Format

Season-Long Leagues

A large blue circle on the left side of the slide, containing the title text. A smaller, lighter blue circle is positioned at the bottom-left edge of the large circle. In the top-right corner of the slide, there are several dark blue curved lines and arcs of varying lengths, arranged in a semi-circular pattern.

Interviews on Expert Users

- Experience with LoL/LCS
 - Most users have several years of experience
 - Riot's own platform brought players in; now only Sleeper remains
- Platform Usage
 - During non-active periods, engagement drops
 - Motivation driven by friend groups and low-investment competition

Major Takeaways



Trust and accuracy are vital



New user integration through onboarding videos and consistent platform functionality



Social features could tie into more popular platforms for greater engagement



Enhancing trading functionality



League and scoring customization is a heavy request

The background image shows a workspace with several sheets of paper covered in hand-drawn sketches of user interface elements. These sketches include rectangular boxes, some with red 'X' marks, and others with blue lines representing text or data. There are also some circular and triangular shapes. A laptop is visible in the top left corner, and several pens and pencils are scattered around the papers. The overall scene suggests a process of early-stage design and prototyping.

Low-Fidelity Prototyping

News & AnalysisHelp & SupportSettingsAccount

My League's Draft Room

Round 10:25
Pick 3Time remaining

ProjectionsOpen DraftboardShow Drafted

Filter Position: ALL TOP JNG MID ADC SUP

Search Player

You are drafting now

Round 1

Player name
Team, position

By
Team #1

Player name
Team, position

By
Team #2

Currently Picking
Pick #3Team #3

Up Next
Pick #4AutodraftTeam #4

Upcoming
Pick #5Team #5

Upcoming
Pick #6Team #6

Upcoming
Pick #7AutodraftTeam #7

Round 2

Upcoming
Team #7

ADP	Player	Action	Rank	Kills	Assists	Deaths	CS
1	Player name Team, position	Draft ☆	TOP 2	45	45	45	45
2	Player name Team, position	Draft ☆	MID 1	45	45	45	45
3	Player name Team, position	Draft ☆	ADC 2	45	45	45	45
4	Player name Team, position	Draft ☆	SUP 2	45	45	45	45
5	Player name Team, position	Draft ☆	JNG 2	45	45	45	45
6	Player name Team, position	Draft ☆	JNG 2	45	45	45	45
7	Player name Team, position	Draft ☆	MID 2	45	45	45	45
8	Player name Team, position	Draft ☆	SUP 2	45	45	45	45

★ QueueAuto Draft

Player Name
Player Name
Player Name
Player Name
Player Name

RosterMy Team

TOPPlayer Name
Team, Position3.02

JNGPlayer Name
Team, Position4.02

MIDPlayer Name
Team, Position1.02

ADCPlayer Name
Team, Position2.02

SUPPlayer Name
Team, Position5.02

News & AnalysisHelp & SupportSettingsAccount

My League's Draft Room

Round 10:55
Pick 5Time remaining

ProjectionsOpen DraftboardShow Drafted

Filter Position: ALL TOP JNG MID ADC SUP

Search Player

Team #5 is drafting

Round 1

Player name
Team, position

By
Team #1

Player name
Team, position

By
Team #2

Player name
Team, position

By
You

Player name
Team, position

By
Team #4

Currently Picking
Pick #5Team #5

Up Next
Pick #6Team #6

Upcoming
Pick #7AutodraftTeam #7

Round 2

Upcoming
Team #7

ADP	Player	Action	Rank	Kills	Assists	Deaths	CS
8	Player name Team, position	Draft ☆	TOP 2	45	45	45	45
14	Player name Team, position	Draft ☆	TOP 3	45	45	45	45
16	Player name Team, position	Draft ☆	TOP 4	45	45	45	45
26	Player name Team, position	Draft ☆	TOP 5	45	45	45	45
30	Player name Team, position	Draft ☆	TOP 6	45	45	45	45
37	Player name Team, position	Draft ☆	TOP 7	45	45	45	45
40	Player name Team, position	Draft ☆	TOP 8	45	45	45	45

★ QueueAuto Draft

Player Name
Player Name
Player Name
Player Name
Player Name

RosterMy Team

TOPPlayer Name
Team, Position3.02

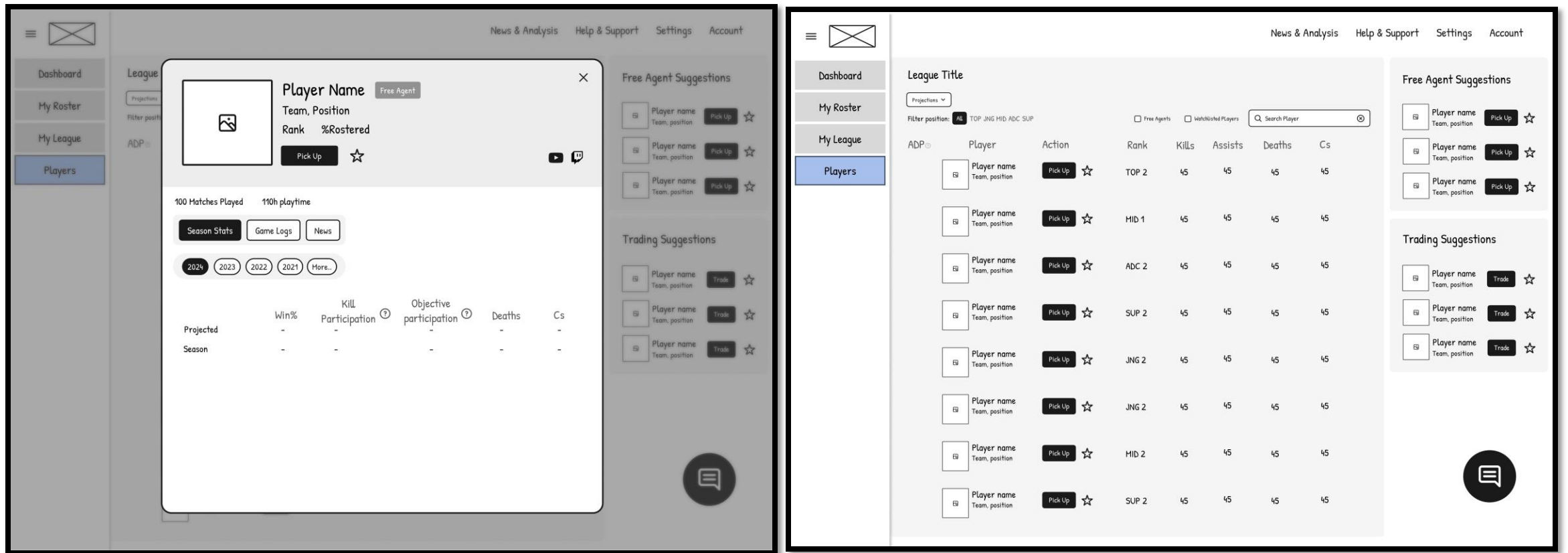
JNGPlayer Name
Team, Position4.02

MIDPlayer Name
Team, Position1.02

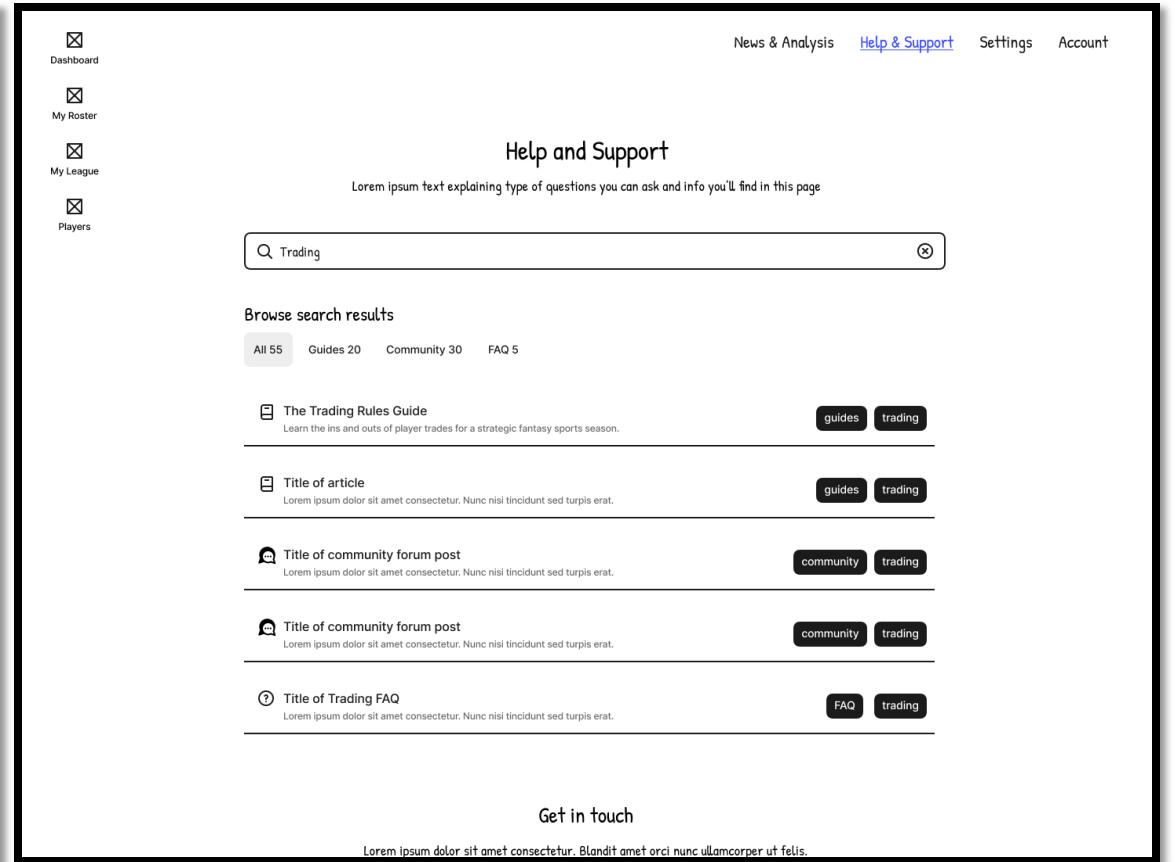
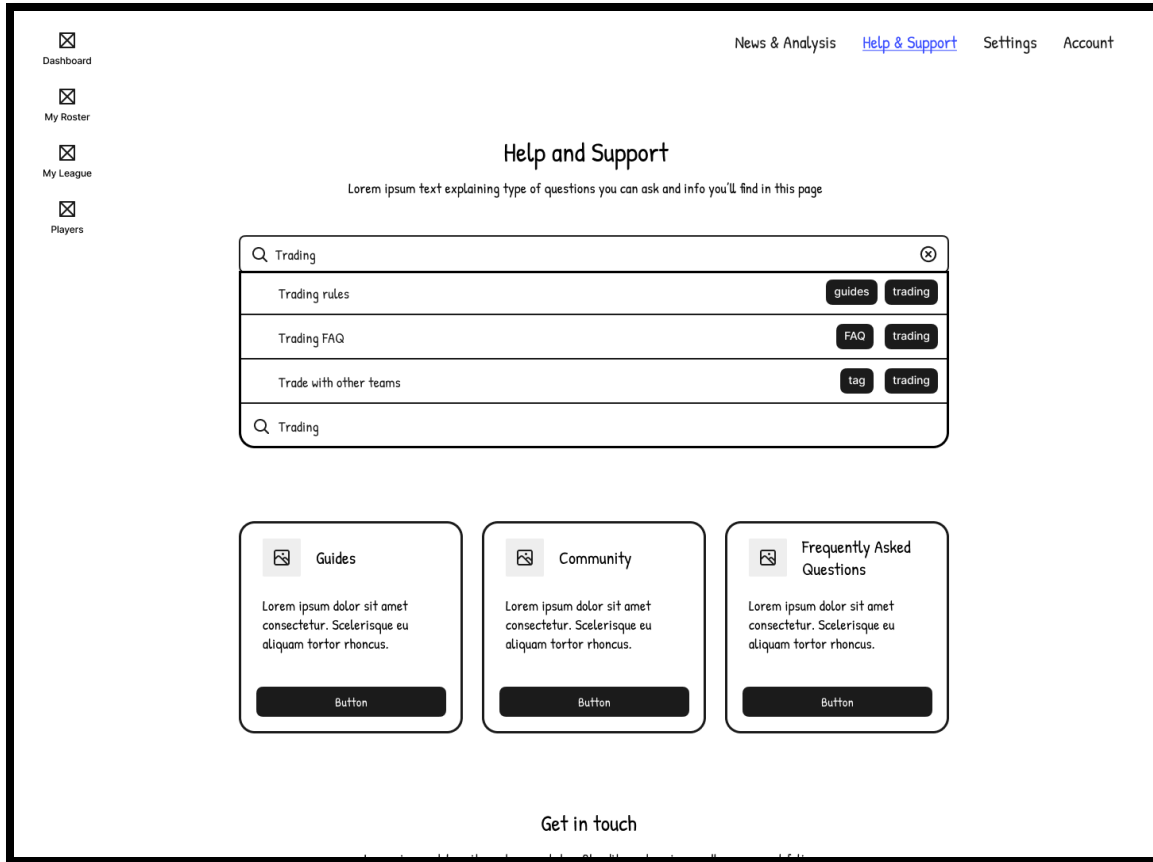
ADCPlayer Name
Team, Position2.02

SUPPlayer Name
Team, Position5.02

Task 1: Drafting a Player



Task 2: Acquiring a Free Agent



Task 3: Exploring Help & Support

Evaluation Request for Proposal



What We Covered on the RFP

Objective

To conduct a heuristic evaluation on the low-fidelity prototype to enhance UX before advancing to the mid-fidelity stage

Adjusted standard heuristic evaluation template to match current development checkpoints

Analyzed results to inform design decisions for the mid-fidelity prototype



Results

Difficulties in reaching specific pages and unclear back navigation paths

Insufficient visual distinction between UI elements

Excessive use of white space impacting content focus

Identified the need for better error prevention mechanisms to enhance user interactions

Mid-Fidelity Prototyping

counterpick

News & AnalysisHelp & SupportSettingsAccount

Round 1
Pick 3

0:25
Time remaining

Projections

Open Draftboard

Show Drafted

My League's Draft Room

Filter Position: ALL TOP JNG MID ADC SUP

Search Player

You are drafting now

Round 1

WildTurtleDragon's Descent
Shopify Rebellion, ADC

JensenFlyQuest, MID

Currently PickingTeam #3
Pick #3

Up nextTeam #4
Pick #4Autodraft

UpcomingTeam #5
Pick #5

UpcomingTeam #6
Pick #6

UpcomingTeam #7
Pick #7Autodraft

Round 2

UpcomingTeam #7
Pick #7

ADP	Player	Action	Rank	Kills	Assists	Deaths	CS
1	Sniper 100 Thieves, TOP	Draft	TOP 1	45	45	45	45
2	Bugi Shopify Rebellion, JNG	Draft	JNG 2	45	45	45	45
3	Jensen FlyQuest, MID	Draft	MID 2	45	45	45	45
4	Wild turtle Shopify Rebellion, MID	Draft	MID 4	45	45	45	45
5	Huhi NRG, SUP	Draft	SUP 2	45	45	45	45
6	Robert Shopify Rebellion, TOP	Draft	TOP 7	45	45	45	45
7	James NRG, MID	Draft	MID 5	45	45	45	45
8	Richard NRG, TOP	Draft	TOP 6	45	45	45	45

Queue

Auto Draft

UmTi

Armao

huhi

Eyla

Zeyzal

Isles

Busio

Roster

My Team

TOPN/A0.00

JNGBugi4.02
Shopify Rebellion

MIDJensen5.02
FlyQuest

ADCWildTurtle1.02
Shopify Rebellion

SUPhuhi2.02
NRG

counterpick

News & AnalysisHelp & SupportSettingsAccount

Round 1
Pick 3

0:55
Time remaining

Projections

Open Draftboard

Show Drafted

My League's Draft Room

Filter Position: ALL TOP JNG MID ADC SUP

Search Player

Team #5 is drafting

Round 1

WildTurtleDragon's Descent
Shopify Rebellion, ADC

JensenFlyQuest, MID

RobertRush Blazers
Shopify Rebellion, TOP

RichardNRG, TOP

Currently PickingTeam #5
Pick #5

Up nextTeam #6
Pick #6

UpcomingTeam #7
Pick #7Autodraft

Round 2

UpcomingTeam #1
Pick #1

ADP	Player	Action	Rank	Kills	Assists	Deaths	CS
1	Sniper 100 Thieves, TOP	Draft	TOP 1	45	45	45	45
3	Richard NRG, TOP	Draft	TOP 3	45	45	45	45
4	Richard NRG, TOP	Draft	TOP 4	45	45	45	45
5	Richard NRG, TOP	Draft	TOP 5	45	45	45	45
6	Richard NRG, TOP	Draft	TOP 6	45	45	45	45
7	Richard NRG, TOP	Draft	TOP 7	45	45	45	45
8	Richard NRG, TOP	Draft	TOP 8	45	45	45	45

Queue

Auto Draft

UmTi

Armao

huhi

Eyla

Zeyzal

Isles

Busio

Roster

My Team

TOPRobert3.02
Shopify Rebellion

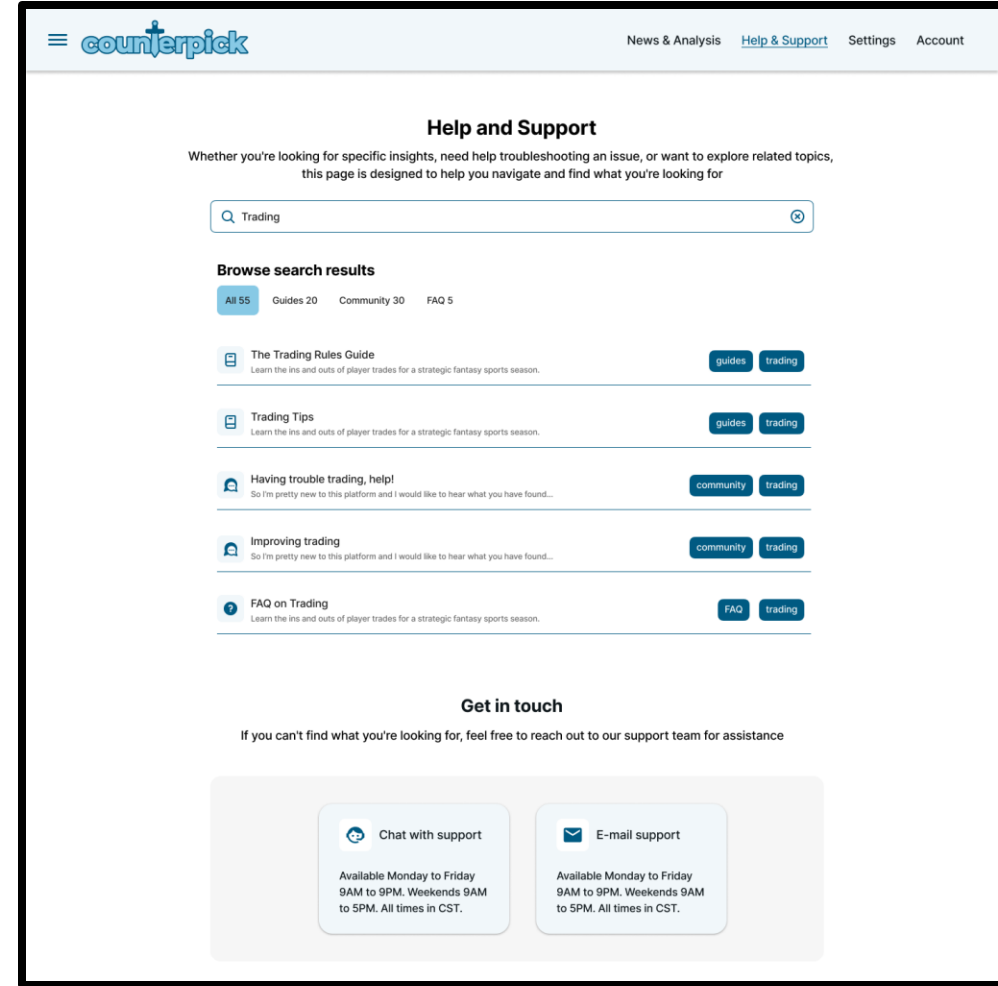
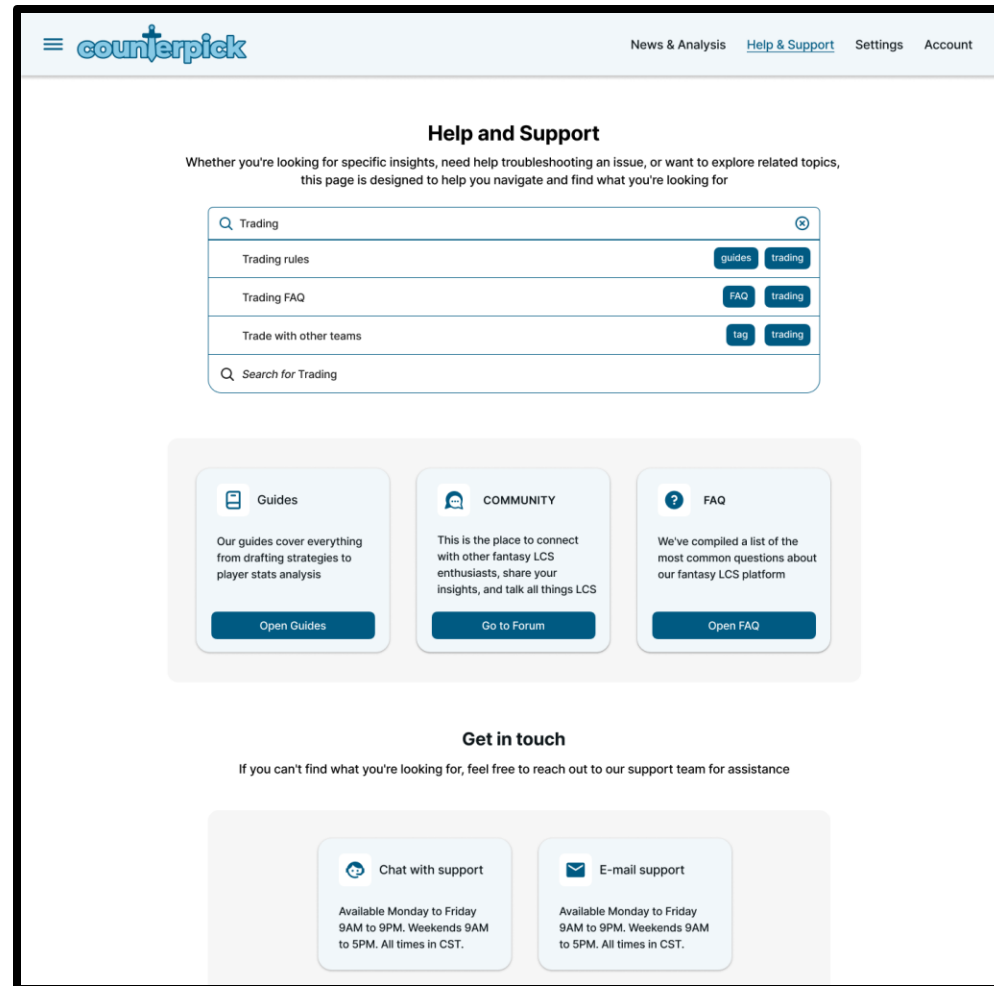
JNGBugi4.02
Shopify Rebellion

MIDJensen5.02
FlyQuest

ADCWildTurtle1.02
Shopify Rebellion

SUPhuhi2.02
NRG

Task 1: Drafting a Player



Task 3: Exploring Help & Support

A young man with dark hair, wearing a blue denim shirt, is leaning over a table, focused on working on a robotic project. The project consists of a white base with various electronic components, including a red cross-shaped sensor, black wheels, and a black sensor module. He is looking down at the device with a slight smile. The background is blurred, showing a workshop or lab environment. The text "Usability Testing" is overlaid in white, bold, sans-serif font across the center of the image.

Usability Testing

How We Performed Usability Testing

Objective

- To assess the usability of our mid-fidelity prototype with both new and expert users

Demographics

- 3 New Users
 - Less familiar with esports and fantasy sports
- 3 Expert Users
 - Extensive knowledge and experience in esports and fantasy sports

Methodology

- Participants tasked with executing three tasks
- Gathered insights on user experience, challenges, and satisfaction levels

Observations & Insights

Design Improvements


- Need clearer notifications for drafting
- Enhance connection to content via game-related icons
- Prioritize platform articles over user-generated content

UI/UX Enhancements

- Modify “Draft is live” indicators for better visibility
- General UI cleanup for a more polished look
- Implement a consistent design scheme across the platform

Simplifying Interactions

- Add additional labels and information for player selections
- Aim to prevent information overload and facilitate user understanding



High-Fidelity Prototyping

Task 1: Drafting a Player

Round 1
Pick 3
0:25
Time remaining

You are drafting now

Round 1

WildTurtle
Shopify Rebellion, ADC
Round 1, #1

Jensen
FlyQuest, MID
Round 1, #2

Currently Picking
Pick #3

Upcoming
Pick #4
AUTO

Upcoming
Pick #5

Upcoming
Pick #6

Upcoming
Pick #7
AUTO

Round 2

Upcoming
Pick #1

Upcoming

My League's Draft Room

Projections

Open Draftboard

Show Drafted

Filter Position: ALL TOP JNG MID ADC SUP

Search Player

ADP	Player	Action	Rank	Kills	Deaths	Assists	CS/n
1	Sniper 100 Thieves, TOP	Draft	TOP 1	55	48	72	8.1
2	Bugi Shopify Rebellion, JNG	Draft	JNG 2	35	45	94	5.5
3	Jensen FlyQuest, MID	Draft	MID 2	57	27	74	9.5
4	WildTurtle Shopify Rebellion, ADC	Draft	ADC 1	57	41	82	9.7
5	Huhi NRG, SUP	Draft	SUP 2	20	44	110	3.7
6	Fudge Cloud9, TOP	Draft	TOP 6	26	26	70	8.5
7	Palafox NRG, MID	Draft	MID 5	46	43	74	8.5
8	Zeyzal Shopify Rebellion, SUP	Draft	SUP 3	10	48	127	1.1
9	Massu FlyQuest, ADC	Draft	ADC 2	48	29	80	8
10	FBI	Draft	ADC 3	49	25	94	5.5

Queue

Autodraft

Sniper TOP

Armao JNG

Huhi JNG

Eyla JNG

Fudge TOP

Isles TOP

Busio MID

Roster

My Team

N/A N/A R#, P#

N/A N/A R#, P#

N/A N/A R#, P#

N/A N/A R#, P#

N/A N/A R#, P#

Round 1
Pick 5
0:55
Time remaining

Starforge is drafting now

Round 1

WildTurtle
Shopify Rebellion, ADC
Round 1, #1

Jensen
FlyQuest, MID
Round 1, #2

Sniper
100 Thieves, TOP
Round 1, #3

Fudge
Cloud9, TOP
Round 1, #4

Currently Picking
Pick #5

Upcoming
Pick #6

Upcoming
Pick #7
AUTO

Round 2

Upcoming
Pick #1

Upcoming

My League's Draft Room

Projections

Open Draftboard

Show Drafted

Filter Position: ALL TOP JNG MID ADC SUP

Search Player

ADP	Player	Action	Rank	Kills	Deaths	Assists	CS/n
1	Sniper 100 Thieves, TOP	Draft	TOP 1	55	48	72	8.1
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3	Jensen FlyQuest, MID	Draft	MID 2	57	27	74	9.5
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9	Massu FlyQuest, ADC	Draft	ADC 2	48	29	80	8
10	FBI	Draft	ADC 3	49	25	94	5.5

Queue

Autodraft

Armao JNG

Huhi JNG

Eyla JNG

Isles TOP

Busio MID

Roster

My Team

N/A N/A R#, P#

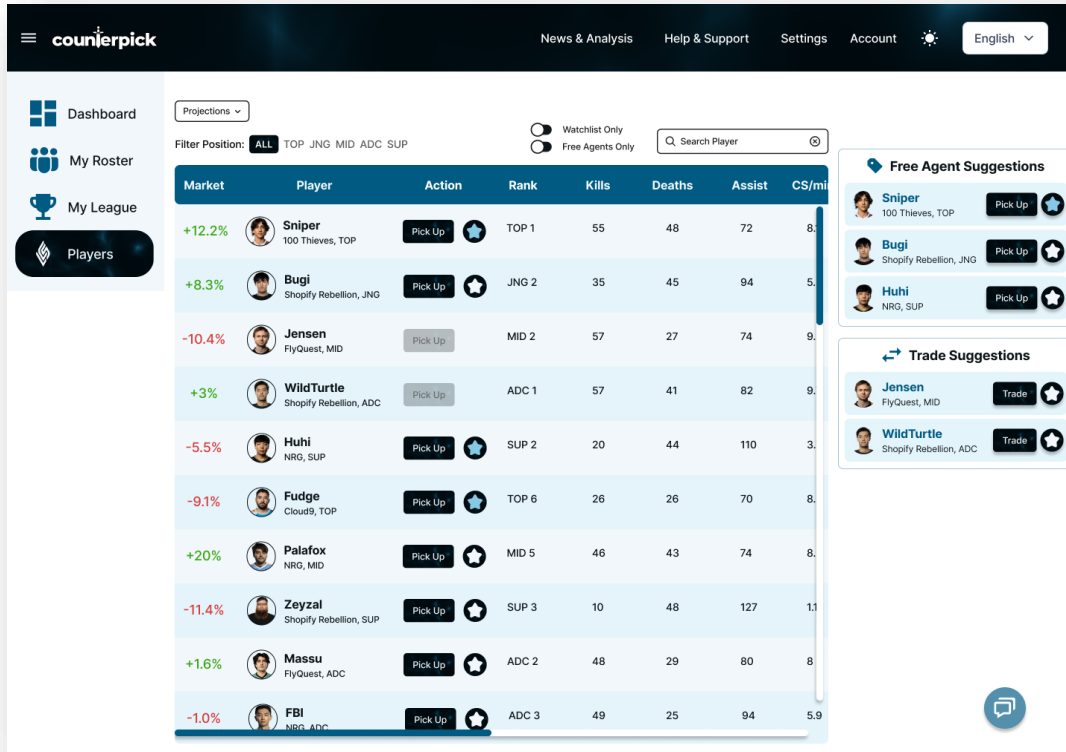
N/A N/A R#, P#

N/A N/A R#, P#

N/A N/A R#, P#

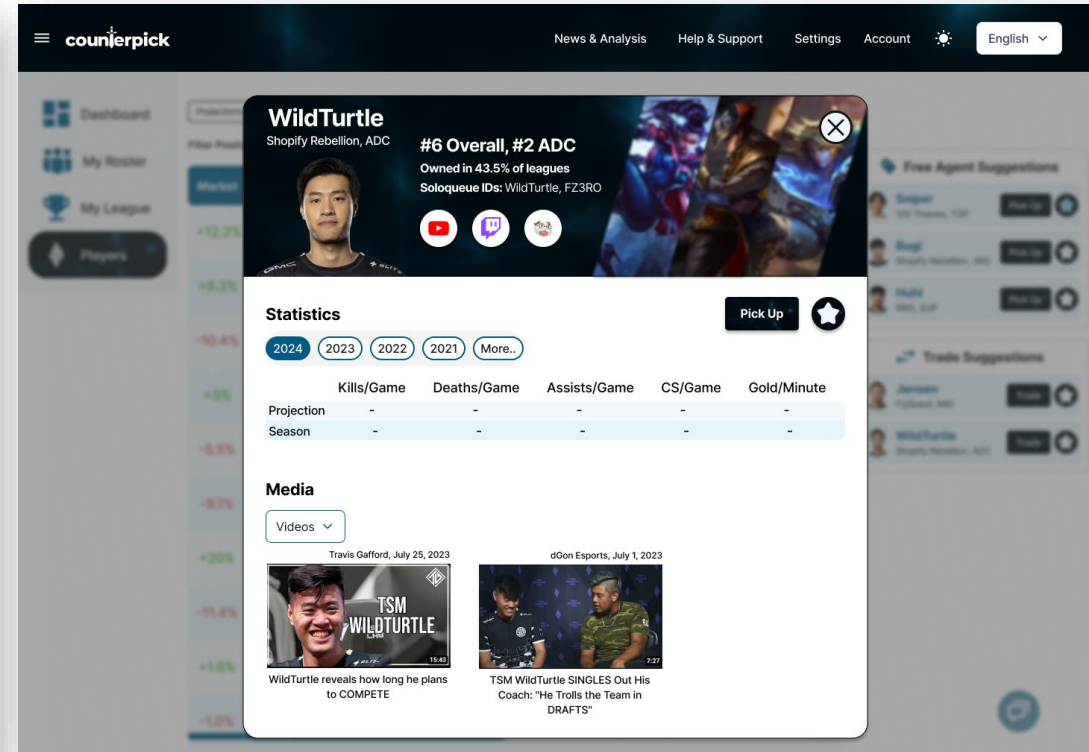
N/A N/A R#, P#

Task 2: Acquiring a Free Agent



The screenshot shows the Counterpick website interface. The left sidebar contains navigation links: Dashboard, My Roster, My League, and Players. The main content area displays a table of free agents with columns for Market, Player, Action, Rank, Kills, Deaths, Assist, and CS/mi. The table lists several players, including Sniper, Bugi, Jensen, WildTurtle, Huhi, Fudge, Palafox, Zeyzal, Massu, and FBI. Each player has a 'Pick Up' button and a star icon. To the right of the table, there are sections for 'Free Agent Suggestions' and 'Trade Suggestions'.

Market	Player	Action	Rank	Kills	Deaths	Assist	CS/mi
+12.2%	Sniper 100 Thieves, TOP	Pick Up	TOP 1	55	48	72	8.1
+8.3%	Bugi Shopify Rebellion, JNG	Pick Up	JNG 2	35	45	94	5.1
-10.4%	Jensen FlyQuest, MID	Pick Up	MID 2	57	27	74	9.1
+3%	WildTurtle Shopify Rebellion, ADC	Pick Up	ADC 1	57	41	82	9.1
-5.5%	Huhi NRG, SUP	Pick Up	SUP 2	20	44	110	3.1
-9.1%	Fudge Cloud9, TOP	Pick Up	TOP 6	26	26	70	8.1
+20%	Palafox NRG, MID	Pick Up	MID 5	46	43	74	8.1
-11.4%	Zeyzal Shopify Rebellion, SUP	Pick Up	SUP 3	10	48	127	1.1
+1.6%	Massu FlyQuest, ADC	Pick Up	ADC 2	48	29	80	8.1
-1.0%	FBI NRG, ADC	Pick Up	ADC 3	49	25	94	5.9



The screenshot shows the Counterpick website interface with the profile of WildTurtle highlighted. The profile card displays the player's name, team (Shopify Rebellion, ADC), and statistics (#6 Overall, #2 ADC). It also shows the player's ownership percentage (Owned in 43.5% of leagues) and soloqueue IDs (WildTurtle, FZ3RO). Below the profile card, there are sections for 'Statistics' and 'Media'.

WildTurtle
Shopify Rebellion, ADC
#6 Overall, #2 ADC
Owned in 43.5% of leagues
Soloqueue IDs: WildTurtle, FZ3RO

Statistics

	Kills/Game	Deaths/Game	Assists/Game	CS/Game	Gold/Minute
Projection	-	-	-	-	-
Season	-	-	-	-	-

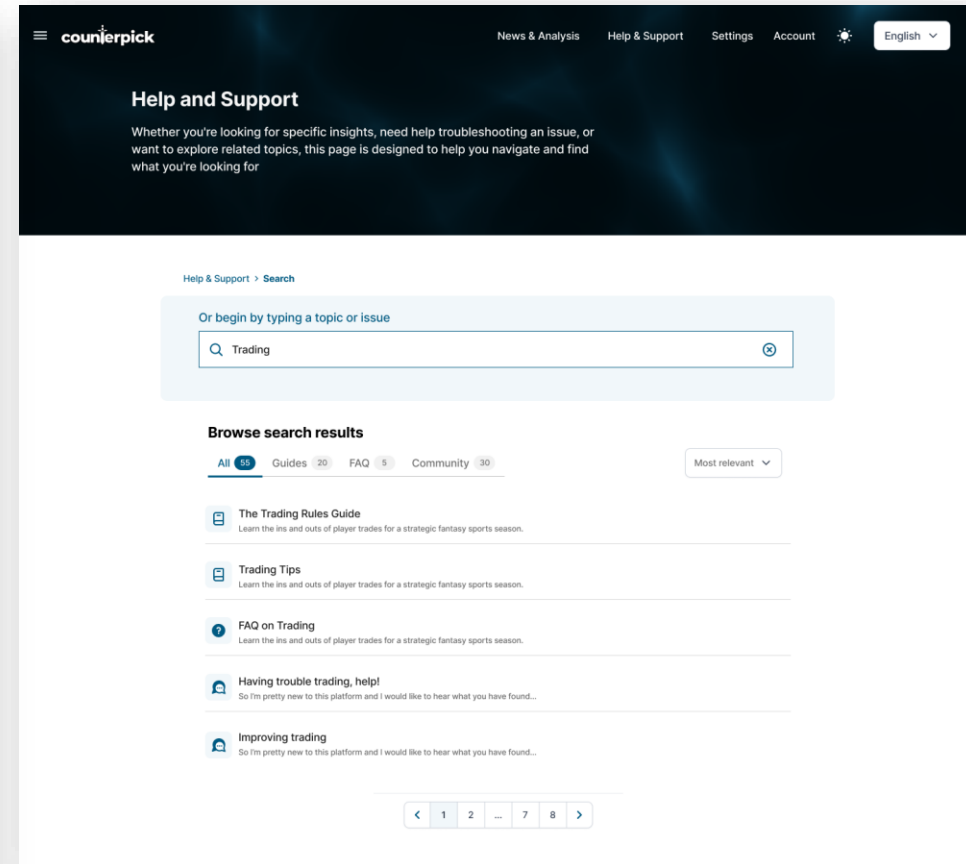
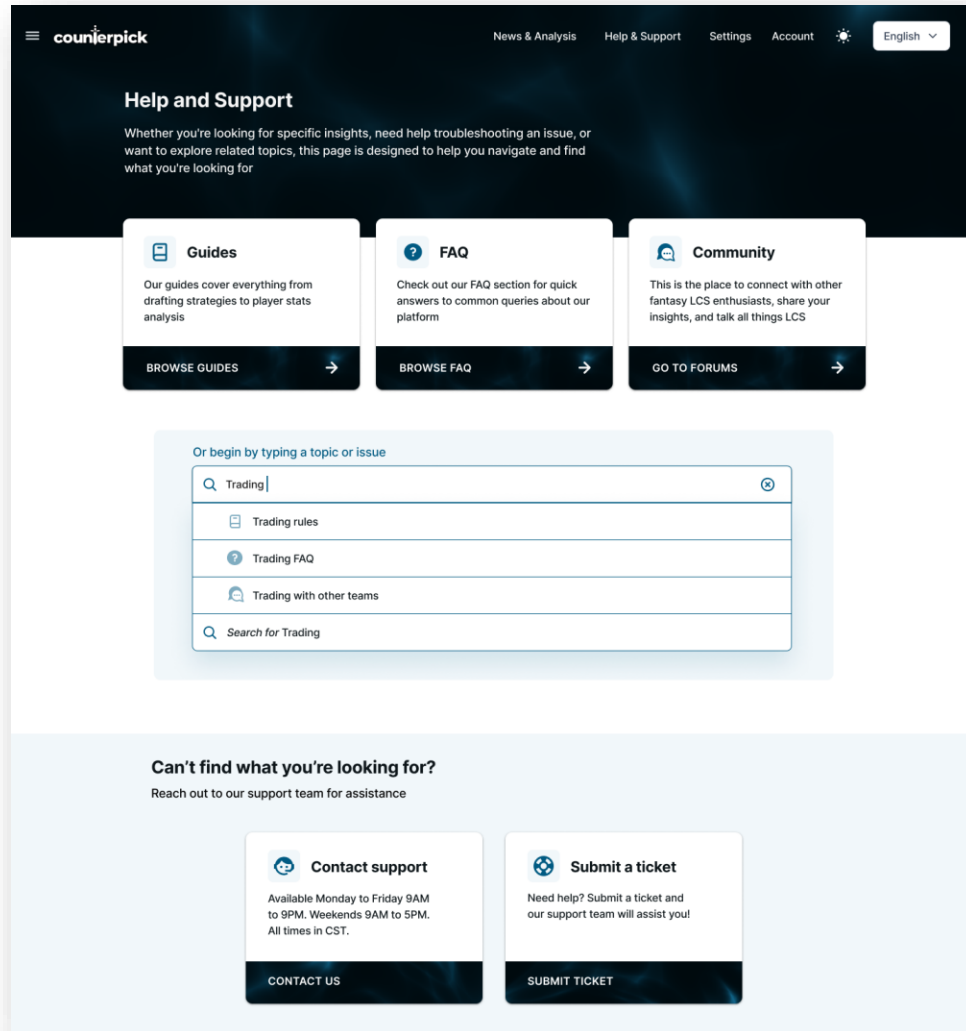
Media

Videos

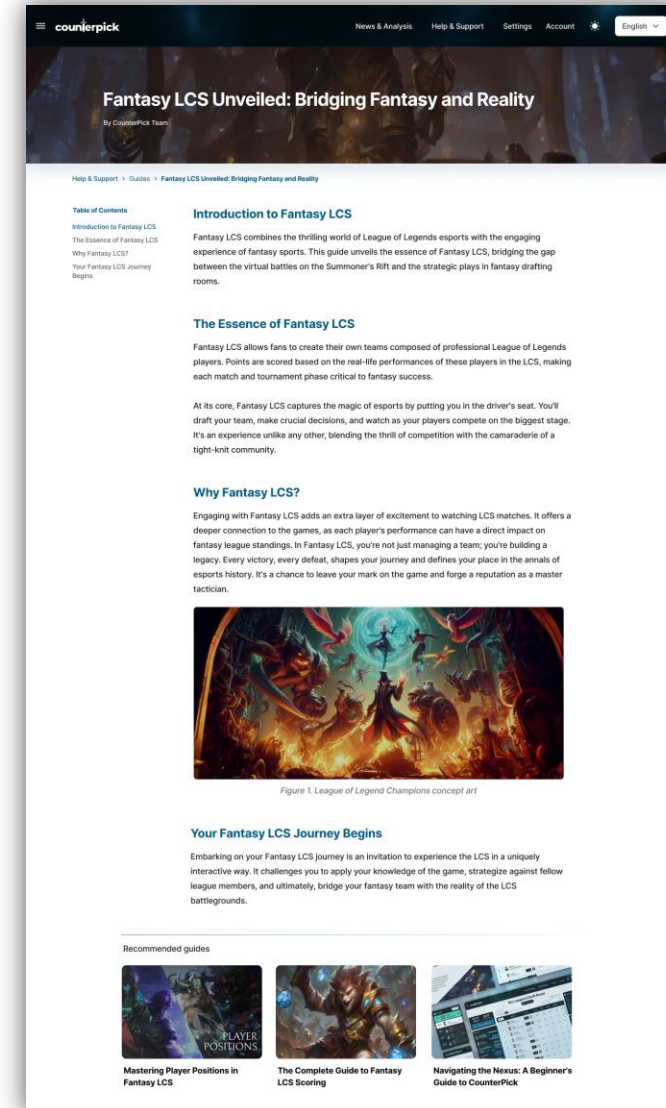
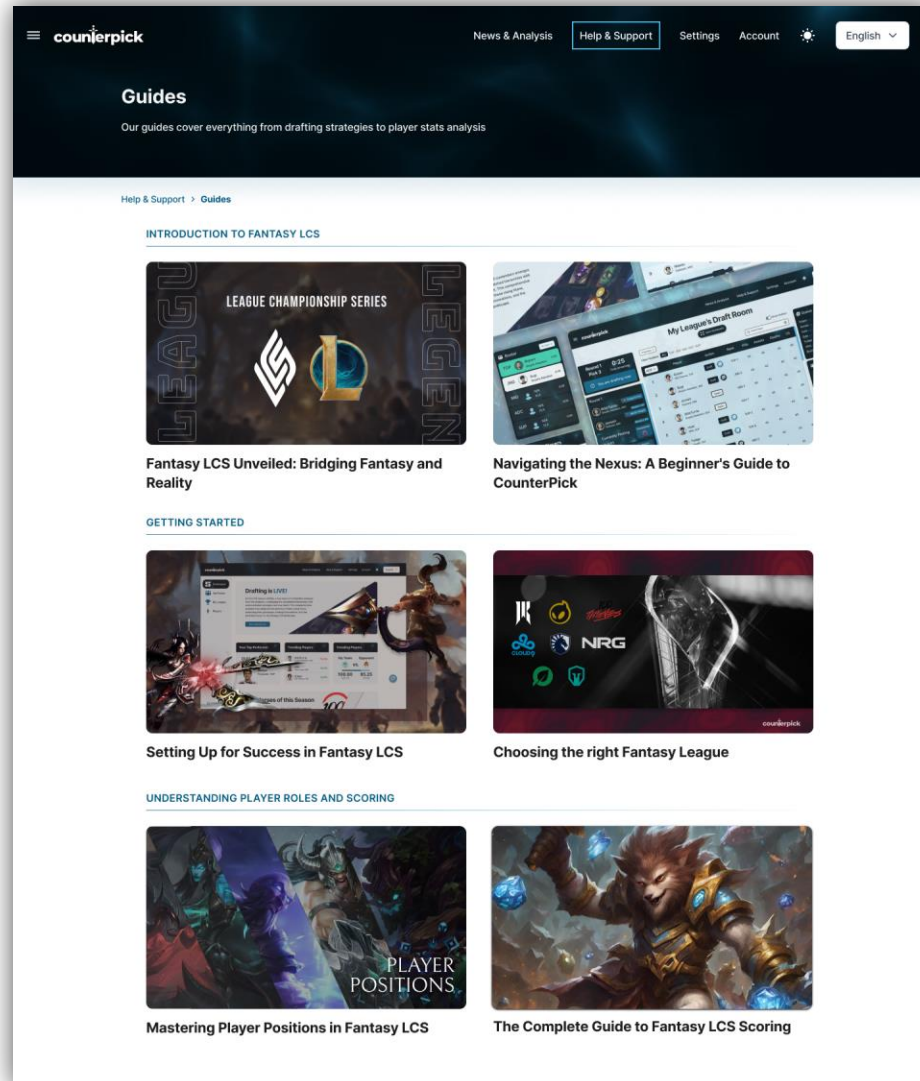
Travis Gafford, July 25, 2023
TSM WildTurtle reveals how long he plans to COMPETE

dGon Esports, July 1, 2023
TSM WildTurtle SINGLES Out His Coach: "He Trolls the Team in DRAFTS"

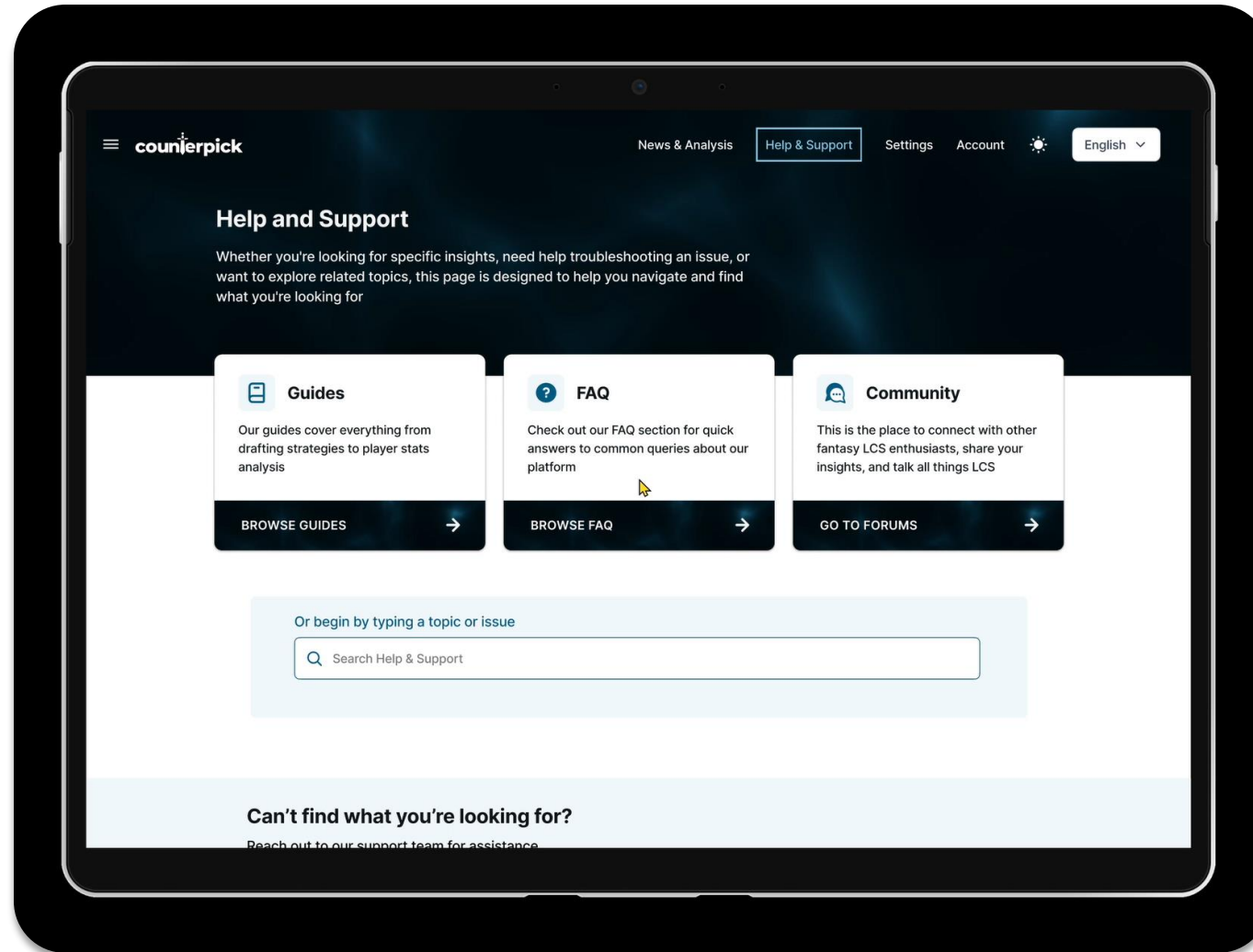
Task 3: Exploring Help & Support



Task 3: Exploring Help & Support



Task 3: Exploring Help & Support





Further Discussion

Looking Back & Moving Forward

Reflection

Aimed high with broad goals

Insufficient time for a thorough research plan

Knowledge on components and user actions mostly unrecorded

For the Future

More strategic focus on key screens and features

Establish a detailed testing plan early on for maximum effectiveness

Implement a content inventory to document component purposes and possible user interactions

