Designing an Interactive Fantasy Esports Platform for the LCS

HCI 594 – CAPSTONE PROJECT

WINTER QUARTER 2023-24

GOOD GAMING GURUS [TEAM #4]

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Abstract

In this report, we present the culmination of our user research, analysis, and design of a new fantasy LCS (League Championship Series) platform called CounterPick. We performed surveys and interviews, proposal evaluations, and usability testing to create three iterations of prototypes. Data shows that new users have no desire to mix fantasy sports with betting, preferring a smooth onboarding process to immerse them in a casual environment. As for expert users, they prefer a customizable experience that allows them to personalize their leagues. Our proposal review showed that we needed to ensure consistency and usability in our design, while usability testing provided us with specific observations that we used to improve various screens.

Keywords: User research, Prototyping, Fantasy LCS, League of Legends, Human-computer Interaction

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1.0 Introduction

League of Legends is currently the most-played game in the world, with over 100 million active monthly players (Marney, 2023). This player base encourages a healthy global esports scene, with a peak concurrent viewership of over 6.4 million spectators for the World Championship in November 2023 (Esports Charts Team, 2023). While the esports scene continues to flourish in most parts of the world, its regional league in North America, the League Championship Series (LCS), has been struggling lately. The LCS Summer Split in 2023 witnessed its lowest viewership numbers in years, recording just over 223 thousand peak viewers during its finals and an average of 77 thousand viewers over the entire season (Esports Charts, 2023). This is a drop of almost 150 thousand peak viewers and 40 thousand average viewers from the LCS Summer Split just a year prior (Esports Charts, 2022). While there are various potential reasons for this recent drop in viewership, such as the LCS moving its timeslots to work hours on weekdays (LoL Esports Staff, 2022), it is undeniable that the North American league needs an incentive to boost its fanbase.

Our guiding principles for CounterPick revolve around iterative prototyping and user feedback, prioritizing usability improvements, and feature development. Our focus on usability and innovation addresses the shortcomings of existing platforms, and ensures CounterPick provides a rich, immersive experience for new and expert users alike, aiming to revitalize the North American LCS fanbase.

1.1 Competitor Analysis

Fantasy platforms offer fans opportunities to engage with the LCS beyond watching games. Platforms such as DraftKings Fantasy, E-GO, and Sleeper provide fans with additional involvement, entertainment, and social interactions. However, our competitive analysis indicates that these platforms lack the depth needed to provide LCS and League of Legends (LoL) fans with a richer, more immersive gameplay experience. Challenges such as low user trust, negative public perception, usability issues, and a lack of feature innovation hinder the overall user experience.

Among these platforms, Sleeper stands out as the closest product to our project's vision. Users perceive it as the "official" platform for fantasy esports, but it faces similar challenges as other platforms. A heuristic evaluation of Sleeper revealed several usability issues, particularly in error prevention, recognition, and the availability of system documentation, which would help users navigate the platform.

For the complete competitor analysis, see Appendix 8.1.

1.2 Human Factors Basis

Farquhar and Meeds (2007) categorized fantasy sport players into three groups: casual players, skilled players, and isolationist thrill-seekers. Their study explored how motivations for participating in fantasy sports differ in terms of arousal and surveillance. Casual players may be exploring what they enjoy about fantasy sports, while skilled and isolationist thrill-seekers tend to have more established interests in either stat-tracking or seeking an adrenaline rush. Players may also appreciate fantasy sports for other reasons, including involvement, entertainment, escape, and social interaction.

1.3 Goals

Three key goals drove our project: iterative prototyping and user feedback, usability improvements, and feature development. We believed these goals would help to craft a fantasy LCS platform that is user-centric, with features that encourage active participation in team and individual settings.

Iterative Prototyping and User Feedback

Our primary goal focused on developing multiple prototypes varying from low fidelity to high fidelity. We expected each iteration to build upon the previous one with informed changes based on feedback from our target audience and peers. To measure this goal, we produced three iterations of prototypes: low-fi, mid-fi, and hi-fi versions.

Usability Improvements

Our second goal was to address and improve on the usability issues of existing fantasy LCS platforms by identifying and developing strategies to address common issues, catering to both new and experienced users. We measured this goal by trying to find a minimum of five usability issues amongst our survey results, interviews, expert evaluations, and user testing.

Feature Development

Our final goal focused on developing features for our new platform and tailoring the design to attract users from our competitors. Initial feature ideas came from our early discovery work from expert fantasy LCS users. To measure the appeal of these features, we planned to collect qualitative feedback on these new features to determine their potential in the final product.

2.0 Methods

The following section outlines our approach to the development of CounterPick. We engaged users early in the development process through user surveying and expert interviews, sought expert peer reviews by a heuristic evaluation, and identified usability problems by testing with our target audience.

2.1 User Survey

We distributed a user survey using Optimal Workshop to gather information from new users. We recruited survey participants in-class and through the CDM participant pool at DePaul University. The survey design aimed to obtain qualitative and quantitative data on our audience's experience with sports, their preferences, and habits. Qualitative data included open-ended questions on users' perceptions of fantasy sports and esports, sports gambling, and potential features they would consider appealing for a fantasy platform. Quantitative questions focused on their platform use and sports-following habits, as well as features that would help them become more likely to engage in fantasy competitions (see Appendix 8.2).

2.2 Expert User Interviews

We conducted live interviews via Discord with users experienced in playing League of Legends, watching the LCS, and participating in fantasy sports. The objective was to understand opinions of active players. We inquired about their current platforms, how they process information concerning fantasy sports,

their frustrations and proposed improvements for creating innovative features. Following that, we learned what they felt were barriers for new users, which encouraged us to develop a user-friendly service for new and expert users (see Appendix 8.3).

2.3 Evaluation Request for Proposal (RFP) – Heuristic Evaluation

We planned to gather insights on the usability of our low-fi prototype through a heuristic evaluation with expert reviewers. Our professor assigned a group of our peers in our HCI 594 Capstone class for this purpose. We gathered all necessary materials and hosted them in a Google Drive folder, including all screens of our low-fi prototype, persona cards, concept model, and site map. Additionally, we provided a formal write-up introducing the project, our goals, a summary of our research so far, and our inspection method request (see Appendix 8.4).

The evaluation team used the Nielsen/Xerox 13 Usability Heuristics (Pierotti & Nielsen, 2021) to guide their assessment of our product. At this stage of the design process, we tailored the evaluation by removing certain heuristic checkpoints that we deemed irrelevant. The remaining heuristics included:

1. Visibility of System Status
2. Match Between System and the Real World
3. User Control and Freedom
4. Consistency and Standards
5. Help Users with Errors
6. Recognition Rather than Recall
7. Aesthetic and Minimalist Design
8. Help and Documentation
9. Skills
10. Pleasurable and Respectful Interaction

This analysis would provide us with design improvements to enhance the overall user experience and identify usability issues at this stage of the project. After completing the evaluation, the reviewing team sent us their results in a Microsoft Excel document with their findings.

2.4 Usability Testing

The goal of our usability testing session was to evaluate the usability of the mid-fi prototype, uncovering potential issues as we finalized our design for the hi-fi prototype. We recruited three “new” and “expert” users from our personal connections.

To ensure consistency across all six participants, we created a script for conducting the usability tests (see Appendix 8.5). This script included questions that we asked participants before, during, and after the test. We provided participants with a consent form to review before their session (see Appendix 8.6). We obtained verbal consent at the start of each session. For participants unable to test in person, we used *Discord* and *Zoom* to facilitate the test remotely, allowing them to share their screen and convey their experiences effectively. Each session began with an overview of the study and questions about the participant’s experience with fantasy platforms. We then presented three task scenarios:

1. You will be drafting a top lane player for your fantasy team. You have had your eye on a player known as Robert and would like to take them with your next pick. Please show me how you would add Robert to your next pick.
2. You will be looking into a specific free agent named WildTurtle. Can you show where you would look for information on WildTurtle and add them to your team.
3. You would like to see if the website has information on how to trade players. Please walk me through how you would search for a guide on trading.

We provided participants with a link to access our functioning prototype directly, enabling them to perform each task. We gathered feedback on the platform, then collected all observations and analyzed them for patterns and key takeaways to apply to the hi-fi prototype.

3.0 Results

This section presents the findings from our project's various research tests, along with some guiding deliverables informed by these findings.

3.1 Conceptual Model and Site Map

Initially, we articulated a conceptual model based on three core themes: Community, Accessibility, and League Features. This framework was essential in steering the platform's development trajectory, ensuring it addressed the diverse motivations of its user base, ranging from casual participants to those seeking solitary enjoyment. We designed the site map to enhance user navigation, making the platform intuitive and engaging. Key sections highlighted components such as “News and Analysis”, “Help and Support”, and the main “Dashboard” to provide users with easy access to information, manage their teams, explore players, and strategize for drafting.

3.2 Personas

The following section covers the two personas that we adhered to throughout our project.

3.2.1 Persona #1

Our first persona, Brock, encapsulates our novice users. Brock is the kind of player who enjoys playing League of Legends and may occasionally watch the LCS but has no experience with fantasy LCS. To encourage Brock to play, we need to ensure a user-friendly experience that has a smooth onboarding process and helpful community.

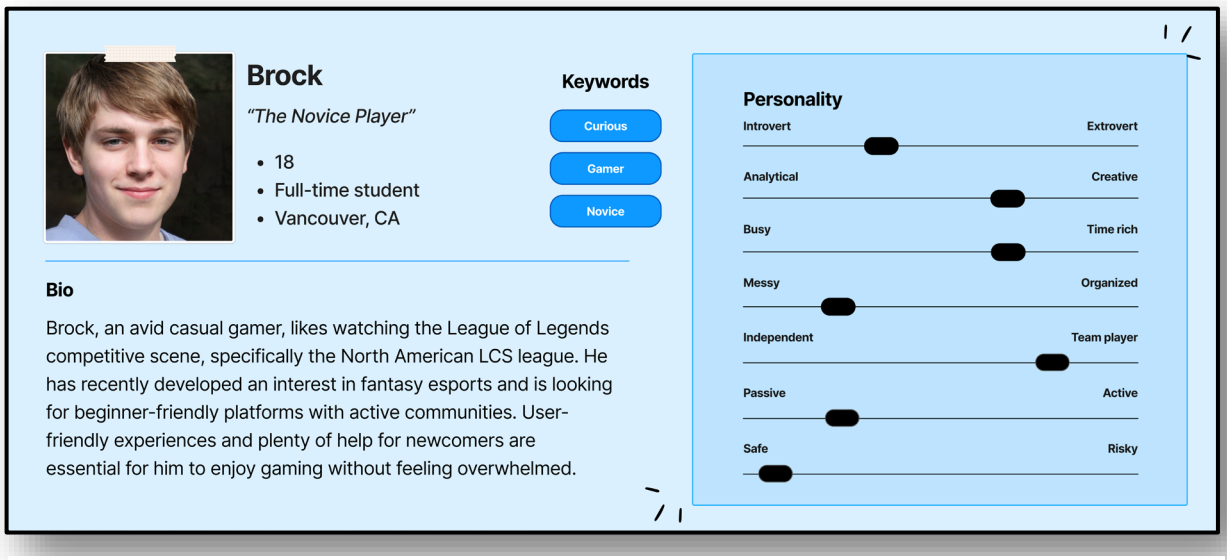

FIGURE I: THE NOVICE PLAYER, REPRESENTING THE USERS NEW TO FANTASY LCS

3.2.2 Persona #2

Our second persona, Ryan, embodies a dedicated user who is fully immersed in League of Legends and the LCS. His participation in fantasy LCS leagues displays a desire for community engagement and competition. Having players like Ryan reminds us that we are seeking to develop an innovative platform that can encourage an advanced playstyle, while promoting a user-friendly experience that can build the community he loves.

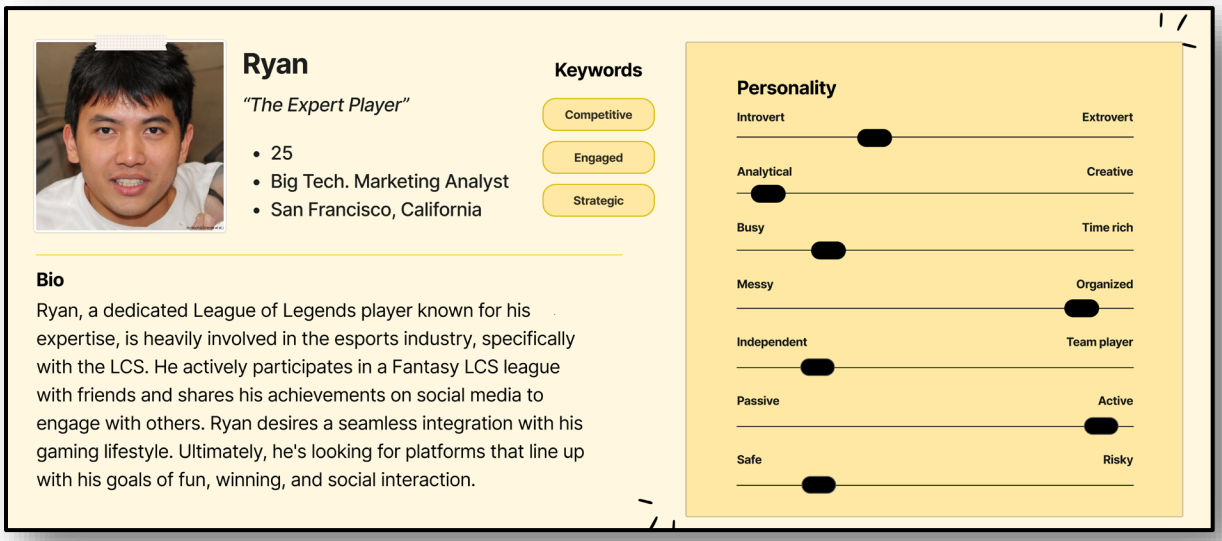

FIGURE II: THE EXPERT PLAYER, REPRESENTING USERS WHO FREQUENTLY PLAY FANTASY LCS

3.3 User Survey

We received 28 survey responses. When asked about their preference for competitive sports, "Esports" was chosen by 50% of respondents, followed by "American football" (35.7%) and "Soccer" (28.6%). Responses varied when we gauged participants' familiarity with fantasy sports. 19 out of 28 participants indicated a slight to moderate degree of familiarity, while six participants indicated a higher degree of familiarity with answers ranging from "very familiar" to "extremely familiar". All eight participants who used fantasy platforms preferred season-long leagues.

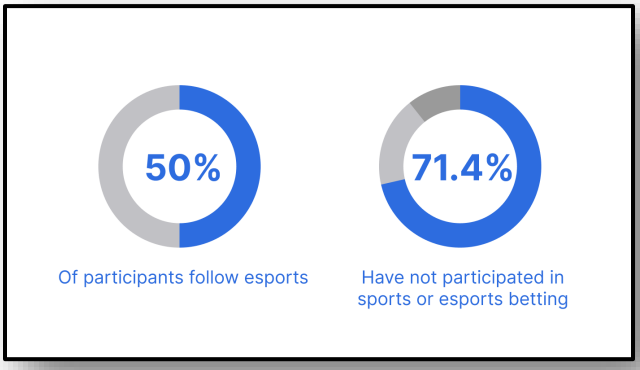

FIGURE III: USERS KNOWLEDGE OF ESPORTS AND BETTING EXPERIENCE

"Tutorials and guides" was the most popular option for desired features, selected by 67.9% of participants. This was followed by social features, tournaments and rewards, simplified team management, and challenges or predictions (see Appendix 8.8). Most respondents abstain from sports betting, citing concerns over financial risk, religious principles, and legal issues. The results from the user survey helped to inform our "new" user persona (Section 3.2.1).

3.4 Expert User Interviews

Our expert interviews brought valuable observations. Four out of five participants noted that Sleeper is the preferred platform for fantasy LCS simply because it is the only platform they are aware of. All five participants claimed they play fantasy LCS for a competitive and fun atmosphere. Expert users identified a weak onboarding process and lack of interaction as current barriers for new users. Lastly, three out of five expert users expressed their desire for more weekly activities.

3.5 Evaluation Request for Proposal (RFP) – Heuristic Evaluation

The heuristic evaluation by expert reviewers provided us with valuable insights into how we could improve the usability of our low-fi prototype. In addition to a chart based on their ratings (see Appendix 8.9), here are the key findings and recommendations based on each heuristic.

1. **Visibility of System Status:** In general, the system provided enough feedback for the users.
2. **Match Between System and the Real World:** Language and terminology generally aligned with user expectations, although the reviewers still wished for more clarity improvements. Specifically, the navigation options, such as “News & Analysis” were not clear to reviewers.
3. **User Control and Freedom:** While navigational freedom is present, some crucial elements such as a “back” button are missing. There is no way for a user to reverse their actions in a menu with multiple levels.
4. **Consistency and Standards:** The system demonstrated consistency in labeling and using familiar language. However, the reviewers believed that the menu seemed to be missing a proper structure to access the “draft room”. Additionally, they noticed numerous issues with text size of the headers across the design.
5. **Help Users with Errors:** To build upon heuristic #3, the lack of a “back” button was a major usability issue for them.
6. **Recognition Rather than Recall:** While the platform was clear about the objects, actions, and options, they mentioned that there is still room to make the navigational options clearer.
7. **Aesthetic and Minimalist Design:** The design displays essential information and visually distinct icons well. However, the reviewers mentioned issues with whitespace use and inconsistent design elements that could be improved.
8. **Help and Documentation:** The help system is generally visible and relevant, but they believe some improvements are necessary for consistency with the main interface design.
9. **Skills:** The reviewers mentioned that the platform is very simple, but it does not appear to provide multiple levels of detail for different user experience levels.
10. **Pleasurable and Respectful Interaction with the User:** Their final thoughts were that the design is intuitive and familiar, and the icons used for the design make sense.

These insights directly informed the design of our mid-fi prototype. We integrated these recommendations, such as implementing a “back” button for navigation, improving menu clarity, and ensuring consistency in design elements. With these improvements, our goal was to improve the usability as we moved into the functional prototyping stage.

3.6 Usability Testing

The usability testing showed several key findings that provide valuable insights into the user experience of the mid-fidelity prototype. Participants encountered challenges related to the drafting process and

feature comprehension. They encountered confusion with the drafting interface and difficulties in exploring additional features such as guides and FAQs. These findings highlight the importance of clarity, simplicity, and user guidance within the platform's interface. Addressing these issues is crucial for enhancing the overall usability and user satisfaction of the platform as we design the high-fidelity prototype. As we proceed to examine each task individually, we will discuss the specific observations and insights gathered, highlighting the usability challenges and the related user interactions.

3.6.1 Task #1: Drafting a Player

During task #1, we instructed participants to draft a player to their fantasy roster. All participants were able to navigate to the draft room. Many participants encountered challenges understanding various elements of the drafting process.

Participants were confused about the “projections” dropdown menu and what it was for. One participant mentioned not understanding what team they belonged to in the scenario, leading to uncertainty about their drafting status. Another participant had difficulty locating their roster and initially missed the highlighted areas on the screen indicating the positions they needed to fill. Lastly, one participant felt unsure whether their pick had registered due to the lack of confirmation after drafting a player.

Our participants also provided suggestions to improve the drafting process. They suggested that drafting should provide some sort of effect or color to indicate when it is their turn to draft. Furthermore, participants recommended enhancing the queue by including more information on each player.

3.6.2 Task #2: Acquiring a Free Agent

Task #2 focused on acquiring a player from free agency, meaning that they did not get signed to a team during the draft. While participants navigated to the “Players” tab correctly, some participants encountered confusion when selecting a specific player from the list.

Participants were unsure about a player’s status, particularly when the button displays that they are “taken” with no further explanation as to who has them. One participant mentioned that they would like the ability to click on a player’s name to see more information about them, including their current team. One participant suggested that if they select a player from the “Trending” section, it should redirect to the “Players” tab to learn more about them and how they compare to other players in the LCS.

We also received some suggestions regarding the “Players” screen and post-draft interactions. Our expert users felt that ADP (Average draft position) is not necessary on the “Players” screen since it is only relevant during the draft. Instead, they suggested we add information such as points above average, rostered percentage, overall rank, and points per game to provide more comprehensive player statistics to aid decision making.

3.6.3 Task #3: Finding a Guide in “Help & Support”

The third and final task involved the use of the platform’s “Help & Support” section. This task catered towards our new and expert users since the new users are interested in the guides/tutorials while the experts are interested in the technical forums.

Many problems we discovered during this task were related to prototype limitations: participants found that some elements that appeared clickable were not, causing some confusion during the test. Additionally, one participant was not sure if they needed to go to the “guides” or “FAQ” section for the task.

While there were few challenges, our participants provided suggestions for the “Help & Support” section. One recommendation was to streamline the design by replacing words with icons, as they felt keywords were unnecessary. One participant noted that the FAQs and guides felt repetitive, suggesting that we need to work on the presentation and organization of available information to allow for a more efficient search for answers. Regarding the order of search results and suggested searches, one expert participant suggested prioritizing official platform posts over community posts since the platform posts would ideally be more reliable. One final recommendation from our participant was to add a bug reports section so that users could send in any problems they discover.

3.6.4 Design Considerations

Based on the insights gathered from usability testing, we identified several design considerations to implement into our high-fidelity prototype. These considerations cover various aspects of the platform’s interface and functionality, improving the usability of our designs.

Task 1: Drafting a Player

- Introduce confirmation prompts after drafting a player to provide users with reassurance and feedback on their actions.
- Enhance the visibility and uniqueness of the Queue/Watchlist icons for improved usability.
- Modify the “Draft is Live” button for improved visibility and effectiveness in notifying users of ongoing drafts.
- Remove the “ADP” column on the “Players” page and add additional statistics that help users make informed decisions.

Task 2: Signing a Free Agent

- Explore the use of League of Legends logos/icons to establish a connection between our platform and the game.
- Implement a dark mode for the site’s design to offer users visual variety and potentially reduce eye strain during extended usage.

Task 3: Finding a Guide in "Help & Support"

- Adjust search results in the “Help & Support” page to promote platform-generated content over user-generated content, ensuring users receive relevant and reliable information first.

4.0 Prototyping

Our prototyping process involved refining prototypes at various levels of fidelity, including low, mid, and high-fidelity iterations. Integrating user feedback, enhancing usability, and advancing the development of innovative features was essential for the success of the prototyping process.

4.1 Low-Fidelity Prototyping

The project began with simple, low-detail prototypes that helped us map out the basic functions, such as drafting players and finding free agents. This early stage allowed us to set up the platform's basic structure and make it easy to navigate.

User interviews helped us determine that features such as auto-drafting, trading, free agent suggestions, and a drafting queue would be valuable for our new platform.

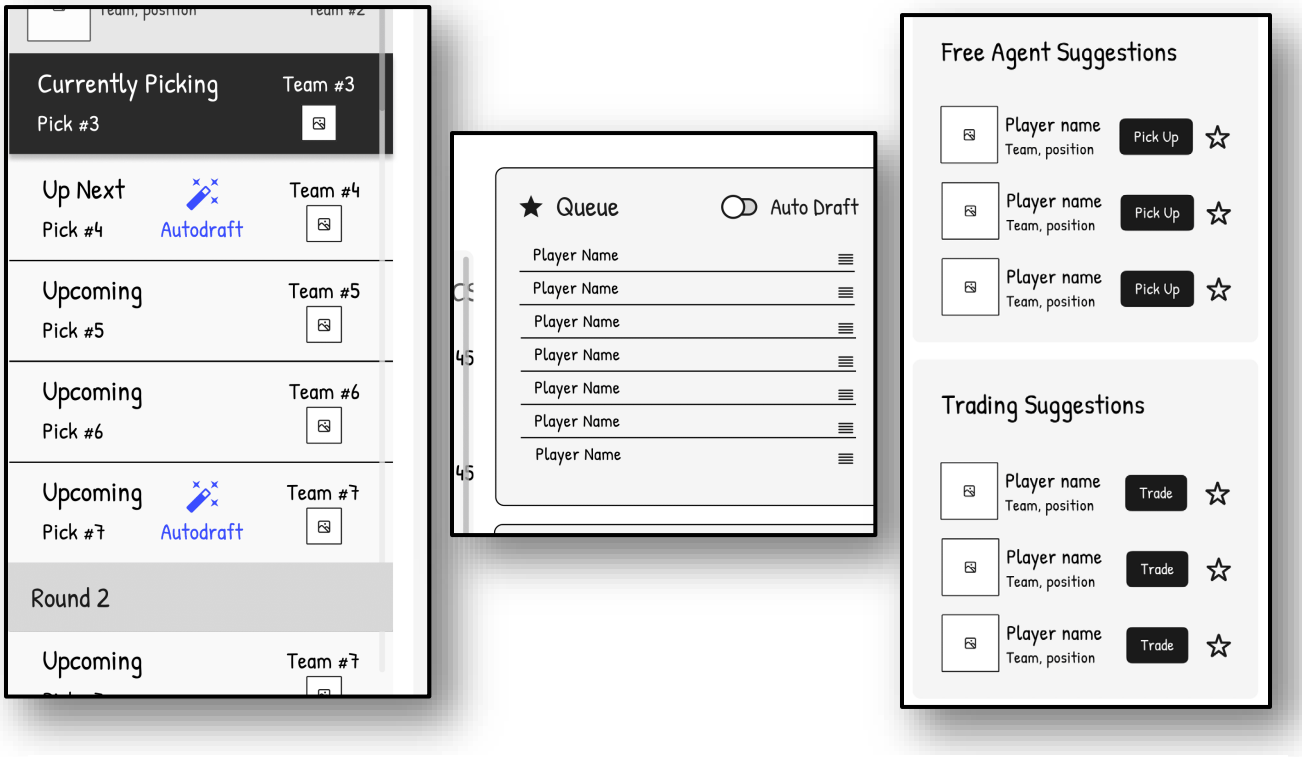

FIGURE IV: LOW-FIDELITY DRAFT TRACKER (LEFT), AUTODRAFT QUEUE (MIDDLE), AND SUGGESTION BOXES (RIGHT)

Feedback at this stage highlighted the need for clearer guidance on using the site, better visual cues to distinguish different parts of the interface, and improved error handling. For full screenshots of our low-fidelity prototypes, see Appendix 8.10.

4.2 Mid-Fidelity Prototyping

As we moved to more detailed prototypes, our focus shifted to polishing the user interface and enhancing the overall experience based on initial feedback and evaluations. One of our first major steps was designing our platform logo, resulting in a design that is simple yet closely tied with League of Legends.

FIGURE V: INTRODUCTION OF THE COUNTERPICK BRANDING FOR THE MID-FI PROTOTYPE

Additionally, we made several improvements, including confirmation prompts in critical areas, game-related icons to make the content more relatable, and the reorganization of the help section to improve user-friendliness.

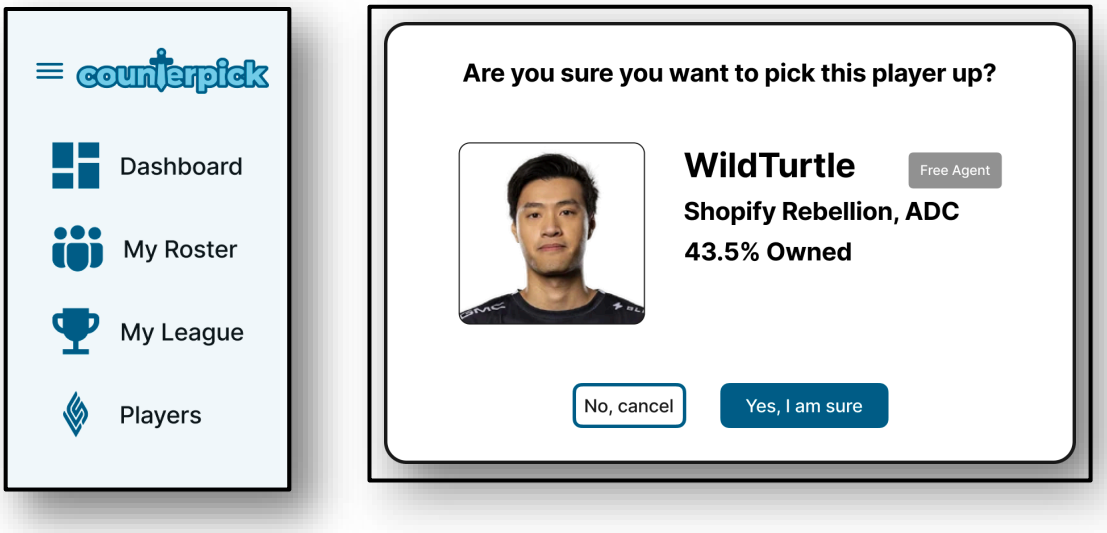

FIGURE VI: NEW ICONS AND CONFIRMATION BOXES ADDED IN THE MID-FI PROTOTYPE

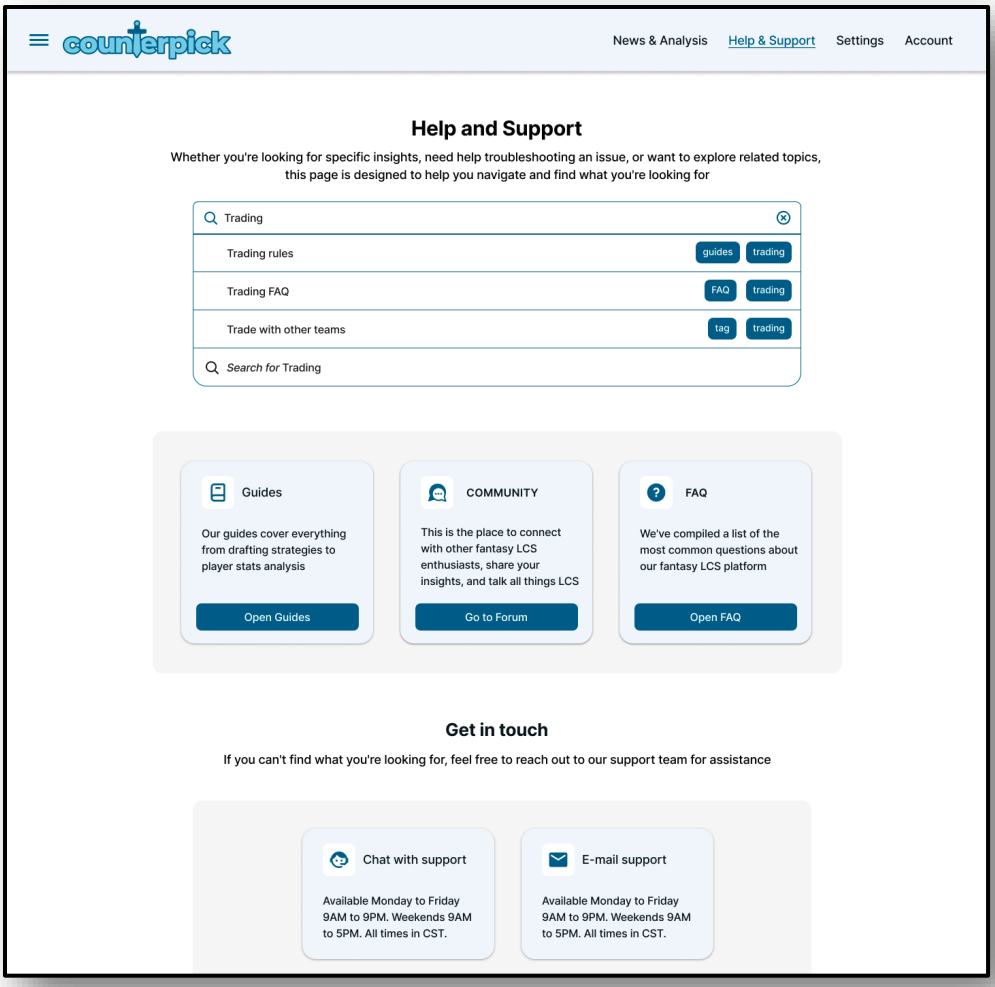

FIGURE VII: MID-FI DESIGN OF THE "HELP & SUPPORT" PAGE BASED ON THE RFP FEEDBACK

User testing, involving both beginners and expert players, provided valuable insights that helped us refine the interface and user interactions even further for our high-fidelity prototype. For full screenshots of our mid-fidelity prototypes, see Appendix 8.11.

4.3 High-Fidelity Prototyping

The final stage of the prototyping process involved creating a prototype that closely resembled the ideal final product. These prototypes featured polished designs and detailed interactions. High-fidelity prototypes allowed the team to finalize the design decisions and refine the overall user experience. This phase was vital for validating the platform's functionality, ensuring that the concept model and sitemap effectively translated into a cohesive, intuitive, and engaging user experience. We modified these screens based on the feedback received from the usability test.

Dashboard

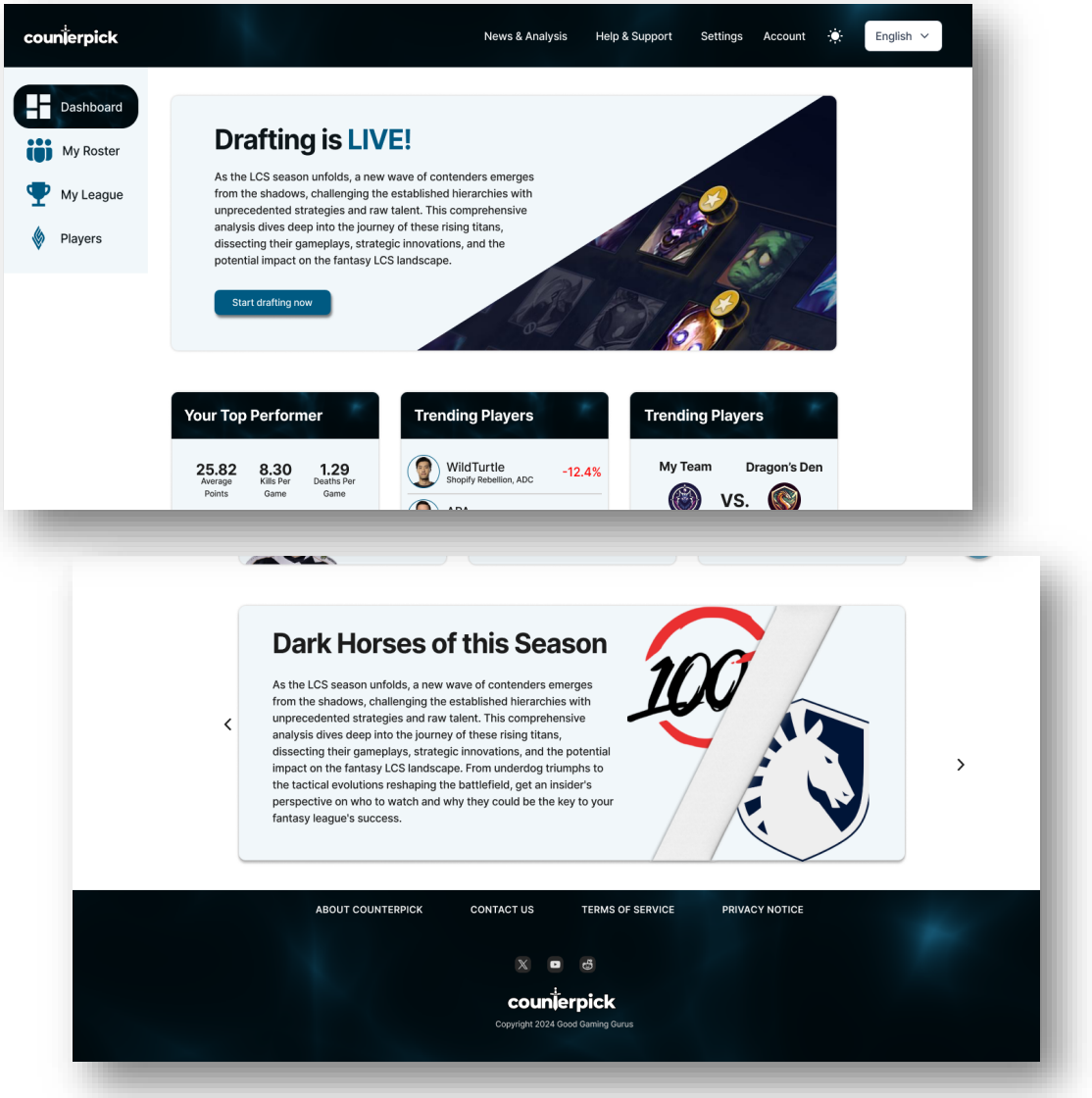

FIGURE VIII: HI-FIDELITY DASHBOARD SECTIONS

To enhance user engagement, we integrated a consistent blue mystic background throughout the design, creating a fantasy-inspired theme. Additionally, we made the drafting prominent for the user with the use of a banner, which would be active during a league's drafting period. The footer contains links to important pages within the website, such as contact information, about us, terms of service, and a privacy policy (see Appendix 8.12.1 for full screenshots).

Draft Room

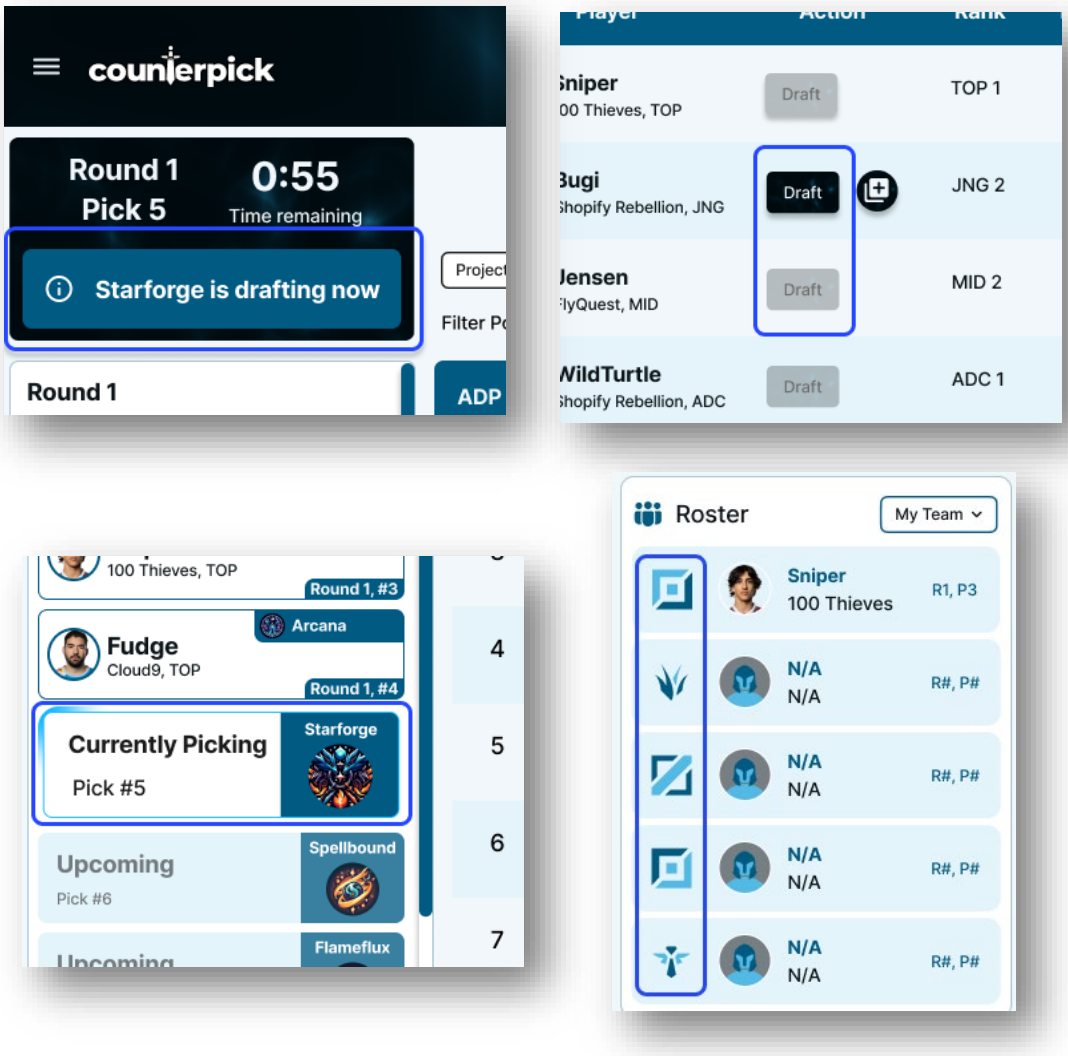

FIGURE IX: DRAFT TIMER (TOP-LEFT), DRAFT BUTTONS (TOP-RIGHT), DRAFT TRACKER PICK INDICATION (BOTTOM-LEFT), AND THE ROSTER PANEL (BOTTOM-RIGHT)

The focus for the draft room was to let the user know what is happening on the screen, aligning with the visibility of system status heuristic. It was important for users to know which team was currently drafting. To address this, we added the team's name and an animation to the left panel of the screen. Additionally, we added an inactive draft button to identify drafted players. We reflected these changes in the autodraft queue, such as adding or removing a player, with the state of the queue icon near the

draft button. In the draft tracker, we added the positions beside the player's name, making it easier for the new user to remember. To incorporate the aesthetics of League of Legends, the roster section now has icons representing each lane position (see Appendix 8.12.2 and 8.12.3).

Players

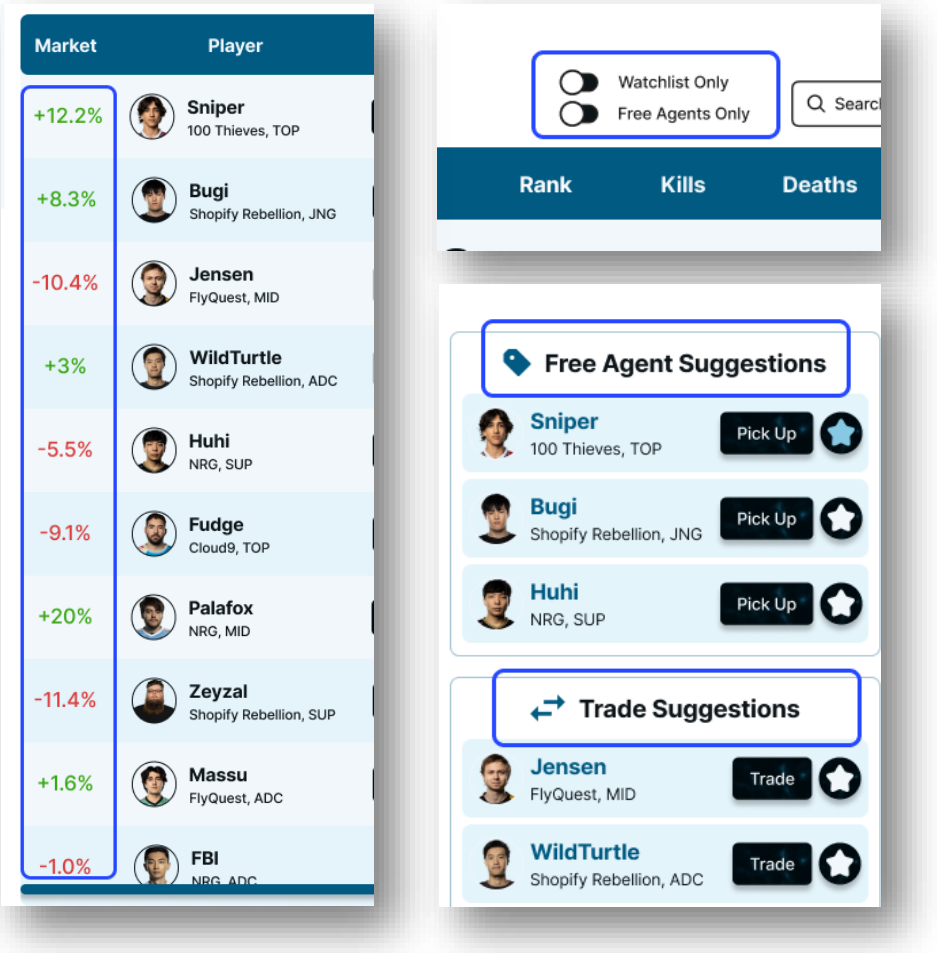

FIGURE X: NEW "MARKET" COLUMN (LEFT), NEW SORTING TOGGLES (TOP-RIGHT), AND UPDATED SUGGESTION BOX HEADERS (BOTTOM-RIGHT)

Based on feedback from our expert users, we removed the ADP column on the "Players" page and replaced it with a "Market" percentage. In the context of the platform, toggle buttons can offer a more intuitive and visually distinct way to indicate status compared to traditional checkboxes. We added new icons to the "Free agent suggestions" and "Trade suggestions" boxes to enhance user comprehension by providing visual cues, aiding in quicker recognition (see Appendix 8.12.4 for full screenshots).

Help/Support

From the usability test results, one of our expert participants stressed the importance of recommending the platform's content before the user content so the users act upon more accurate information. To polish off one of our most important sections, we prototyped a full experience for a user looking for a guide on the CounterPick platform (see Appendix 8.12.6 through 8.12.9 for full screenshots).

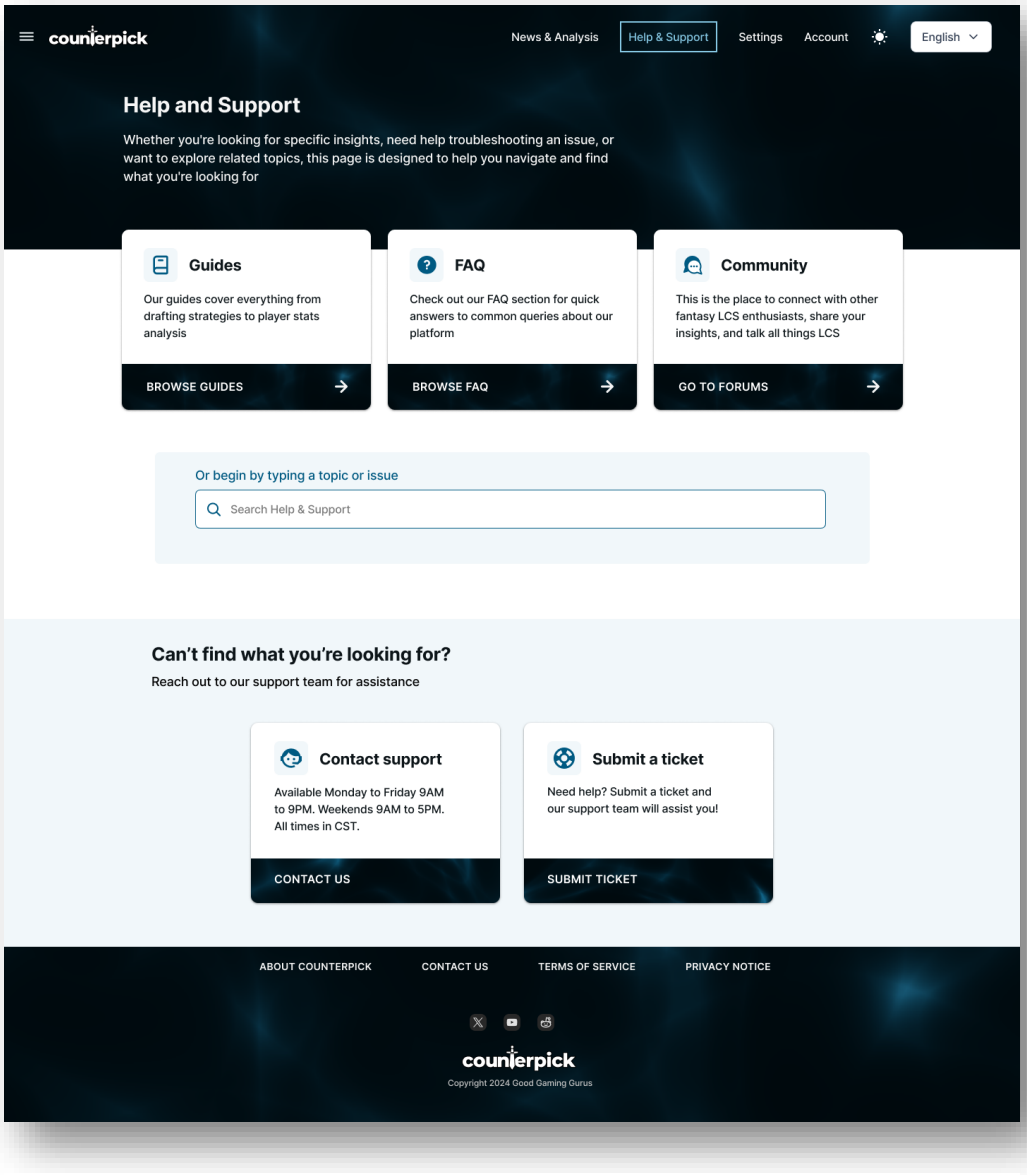

FIGURE XI: MAIN "HELP & SUPPORT" PAGE

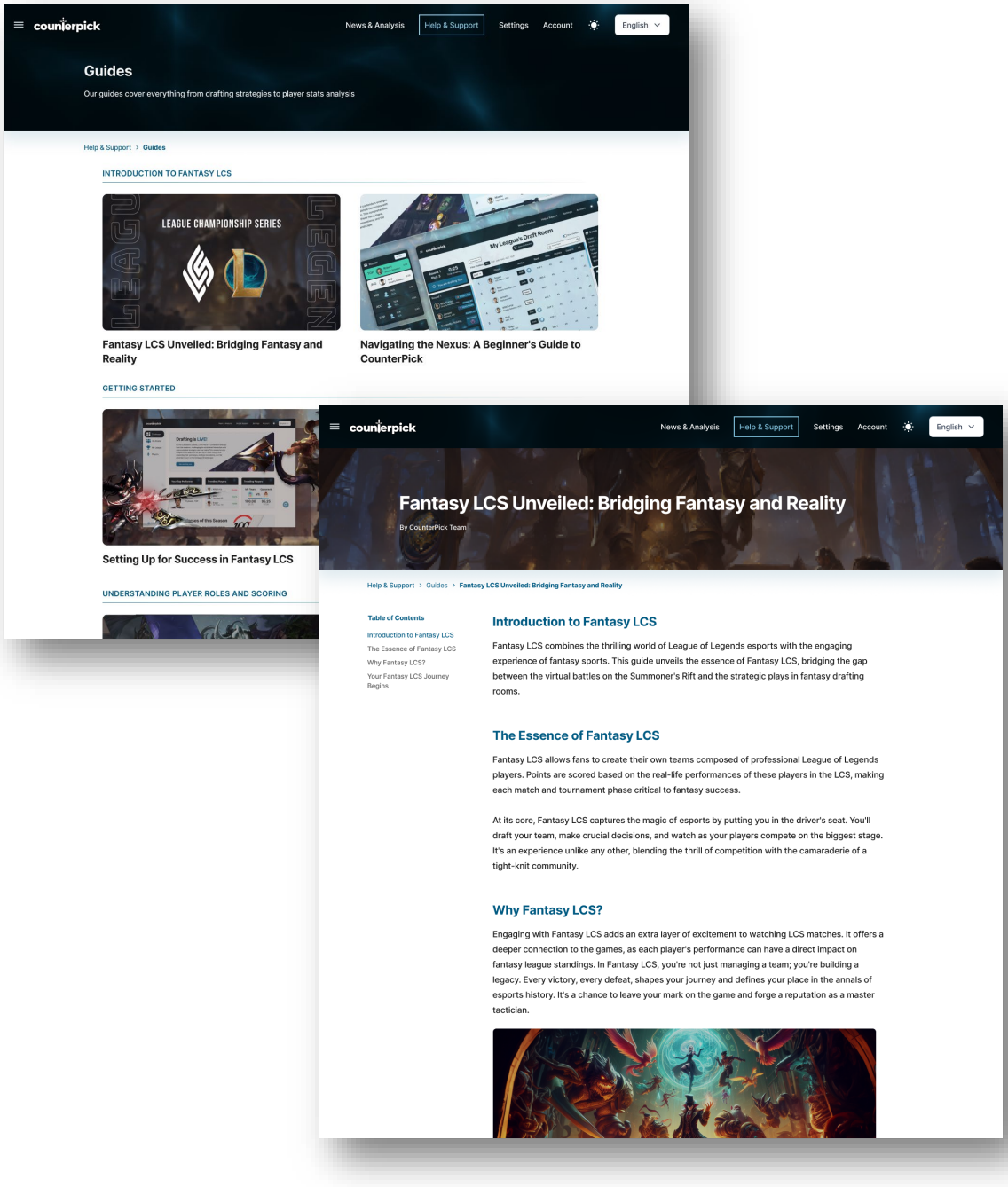

FIGURE XII: GUIDES CATEGORIES (TOP-LEFT) AND AN EXAMPLE OF A GUIDE PAGE (BOTTOM-RIGHT)

Throughout this process, we used design tools, like Figma, and collaborated through platforms, such as Microsoft Teams and Discord. This iterative process, guided by the concept model, site map, and personas, ensured that we developed our platform with a strong focus on usability and a comprehensive drafting experience, making it a unique and seamless experience for fantasy LCS enthusiasts.

5.0 Discussion

Throughout our project, we have learned valuable lessons that helped us refine our approach and focus on key priorities. Initially, we aimed to complete a design system for potential stakeholders, but we realized that this would require additional research, which we plan to pursue at a later stage. As a result, we shifted our focus to other areas, such as structuring our design to ensure that it supports responsive layouts in the future.

One of our main objectives for CounterPick was to enhance the usability of existing platforms in the fantasy esports industry, and we believe that we have achieved this. We plan to continue further testing in alignment with our guiding principles to validate these enhancements and measure their impact on performance and user satisfaction.

We encountered limitations in our research due to the niche market we are designing for. Considering the varied motivations of fantasy sports players, ranging from casual enjoyment to more competitive and thrill-seeking behaviors, we recognize the importance of designing to accommodate these different user needs. Moving forward, we plan to continue testing with our target audience to ensure our product effectively engages and serves these diverse user groups.

Reflecting on our project, we recognized that our ambitious goals, while commendable, have underscored the importance of a more detailed plan. For instance, ensuring sufficient time is allocated to each research method, implementing a content inventory for documentation of each component's purpose, and mapping out possible user interactions is crucial toward our project's success.

6.0 Conclusion

Our project looked to develop a user-centric fantasy LCS platform to revitalize interest in the North American League Championship Series. Initial research highlighted a decline in LCS viewership, motivating us to design a platform that would engage fans during and outside of the season. Our user-centric design process began with a competitive analysis and review of our closest competitors, revealing opportunities for innovation and improvement on benchmark benefits. We then took on an iterative approach from low to high fidelity, incorporating feedback from users and experts through surveys, interviews, and usability testing. Through these research methods, we found a key preference among new users for a seamless onboarding process. Meanwhile, expert users desired a customizable experience.

This iterative approach was essential in the current development of CounterPick, and informed our design decisions on key features such as the drafting system, free agent acquisition, and comprehensive help and support.

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8.0 Appendices: Supporting Material

8.1 Competitor Analysis

Goals

- Identify strengths and weaknesses of each competitor
- Define unique and similar features across competitors
- Discover monetization strategies competitors use
- Determine how well competitors support their customers
- Identify the target audience of each competitor

Competitors

Competitors	URL	Purpose of Site	Founded / eSports Adoption
DIRECT COMPETITORS			
Sleeper	https://sleeper.com/	Sleeper, rooted in fantasy sports, connects enthusiasts through a digital playground, fostering lasting bonds. Despite limited eSports options, Sleeper stands out with a season long FantasyLCS league for League of Legends, featuring modern interfaces and unique features, setting them apart from competitors.	Fantasy Sports: 2017 Fantasy eSports: 2020
INDIRECT COMPETITORS			
DraftKings Fantasy	https://www.draftkings.com/esport	DraftKings Fantasy caters to both traditional sports and eSports enthusiasts, offering daily contests and a unique gaming	Fantasy Sports: 2012 Fantasy eSports: 2015

		experience for leagues like League of Legends and Call of Duty. Users can join paid contests for a chance to win real money or free contests just for fun.	
E-GO	https://play.egoapp.gg/	E-GO offers a dedicated fantasy eSports experience for enthusiasts. As a fantasy eSport coach, you can create teams for top games such as League of Legends, CS 2, and Dota 2. Join private or public leagues to compete against others to try and win cash prizes or in-game skins. E-GO's service is primarily conducted through their mobile app, while some features are also available on their website. (App not available to the U.S. as of Jan. 2024)	Fantasy eSports: 2019

Attributes and Comparison

Attributes

Attribute	Observations			Comparisons
	SLEEPER	DRAFTKINGS	E-GO	
Accessibility & Inclusivity	N/A	Accessible apps and website	N/A	General lack of accessibility for

				newer, unproven websites?
Customer Service	Support team and help center	Ticket submission, phone call, email, help center and chatbot	Discord	Help center with access to FAQ, common issues, and chatbot/live support is common
Design	Leans more modern, card-based, side nav. menu	Rigid design, slightly older, menu/tab based	Leans more modern, card-based	Modern, card-based designs seem common for this industry
Innovation	…	…	…	Industry is lacking in innovation outside of features
Monetization	Sponsorships, gambling platform	Sponsorships, gambling platform	Initial investors, rely on sponsored events, etc.	Gambling appears to help sustain, but mainly relies on sponsorships for events, etc.
Target Audience	Fantasy sports enthusiasts	Sports betting enthusiasts	eSports fans	Audiences are generally made up of enthusiasts, those looking for more
Tone & Copy	League actions are efficient. Overall positive, friendly, and engaging tone	Minimal text outside of labels and actions.	The website is motivating, informational, but also positive. A little more serious.	Positive attitudes seem common, encouraging the user is great

User Reviews	Design is praised, but there is a lot of distrust with scam woes and feature complexity problems.	Significant support for DraftKings, praised for mobile and desktop experiences. Most issues are minor.	Unable to find any significant reviews of their website or app.	It seems that there needs to be a lot of focus on gaining the trust of users, especially if money is involved.
Load Times (Used Google Lighthouse)	Fastest of the three, minimal issues	Significantly slower than the other two	Moderate speed, no major issues	Each site had their own tier of speed

Features

	Our Platform	Sleeper	DraftKings	E-GO
Cross-Platform Compatibility	y	N (no website functionality)	y	y
Private Leagues	y	y	y	K (Yes, but everything still goes toward one giant public league)
League & Scoring Customization	y	K (can't edit positions)	N (Static settings)	N (Static settings)
Trading Functionality	y	n	n	n
Real-Time Statistics & Projections	y	K (inaccurate data)	y	y

Findings

Sleeper (Fantasy Sports: 2017; Fantasy eSports: 2020)

- Fully functioning mobile app, limited functioning website
- Slow performance during moments of high traffic
- Pivoting toward a sport betting platform, meaning less time for fantasy sport development
- Outdated informational resources

DraftKings Fantasy (Fantasy Sports: 2012; Fantasy eSports: 2015)

- Focuses on Daily Fantasy Sports, not so much on season-long leagues

E-GO (Fantasy eSports: 2019)

- Delay in output of game statistics

Discussion

DraftKings Fantasy has demonstrated how they have built a well-designed and accessible website, which is also available through an app. Although DraftKings uses an information-dense style, the information architecture remains robust and efficient. For those who need assistance, DraftKings offers a help center with many answers to common questions, along with additional support options if necessary. Finally, DraftKings appears to monetize their site with gambling fees and sponsorships as their primary source of revenue.

E-GO primarily appeals to eSports fans. Although they offer contests involving real money and in-game skins, these tournaments are free to join and do not require any money from their users to participate. A notable concern with E-GO is the restriction of their mobile app from the United States audience, despite their globally accessible web version; this excludes a large portion of their audience. Since E-GO's creation in 2019, their only source of revenue has been investment funding and event sponsorships. Due to their smaller user-base, there seems to be a lack of reviews for their services, which creates an obstacle to building trust with new users.

Sleeper is the final competitor we observed for this review, and it closely resembles the product we wish to design in terms of gameplay and features. Visually, Sleeper seems more dedicated to their mobile experience, despite offering a web version that lacks full access to all features of their fantasy leagues. Despite this obstacle, Sleeper offers unique

options that other fantasy eSports platforms do not have. The ability to customize one's league and scoring (although only partially) helps them fill in a missing piece of the fantasy eSports market. However, a major concern we discovered is the growingly negative public perception of Sleeper in recent years, with many users questioning the company's legitimacy. Additionally, some users have noted the complexity of various features across the site, leading to poor usability. Many express regrets over switching to Sleeper's platform for both eSports and traditional sports fantasy.

Conclusion

These three platforms have been providing fantasy sports and eSports enthusiasts with immersive gameplay for many years. However, a lack of innovation in the fantasy eSports market has become apparent as competitors have relied on the same practices for too long. Despite slight variations in target audiences based on access to gambling-based leagues, the commonality is their goal of providing users with an engaging fantasy experience.

Our competitor analysis has revealed that DraftKings Fantasy excels in website design, accessible information architecture, and effective customer support, with a successful revenue model centered around gambling and sponsorships. E-GO targets eSports fans but faces challenges with limited international access to its mobile app, reliance on investment funding, and a lack of user reviews (which raises concerns about user trust). Sleeper aligns closely with our product vision, emphasizing a user-friendly experience and unique features. like league and scoring customization. However, Sleeper is experiencing some negative public perception and usability issues, emphasizing the importance of prioritizing transparency, reliability, and user-friendly interfaces in our own design.

In conclusion, our product should integrate the best practices observed in DraftKings while avoiding the major problems identified in all three products. Drawing inspiration from Sleeper's unique features, we must also ensure that we address potential trust issues and usability challenges. This approach will ensure a well-rounded and competitive fantasy eSports platform, accessible on both web and mobile devices.

8.2 Survey Questions

Screener

- Are you 18 years of age or older?
- Do you follow sports or esports?

Sports Engagement

- Which sports or esports do you follow?
    - If you selected "Esports" in the previous question, which games do you follow? (Otherwise, select N/A)
- How often do you watch sports or esports (every game, weekly, only during playoffs)?
- Have you ever participated in any sports or esports betting or prediction games?
    - Why or why not?
- How do you generally prefer to consume sports or esports content?

Awareness and Perception of Fantasy Sports

- Have you ever created or joined a fantasy sports or esports league?
    - If not, what are the main reasons you have not participated in fantasy sports or esports (don't understand how it works, seems time consuming, not interested in sports or esports in that way)?
    - If so, how familiar are you with it?
        - Which platforms have you used?
- What is your perception of fantasy sports or esports? (time-consuming, complex, interested, not interested, never heard of it)?

Interest and Motivations

- What features or changes could make you more likely to try fantasy sports or esports?
    - Simplified team management
    - Tutorials and guides
    - Social features
    - Mini-challenges or predictions (pick'ems)
    - Tournaments and rewards

Open-Ended Feedback

- Any additional comments or thoughts on fantasy sports or esports, or sports or esports engagement in general?

8.3 Expert User Interview Question

Warm-up questions

Experience with Fantasy Sports/Esports

1. Can you share your experience with League of Legends and esports in general?
    a. How long have you been playing?
    b. What was your experience like starting in fantasy sports/esports?
2. How do you balance being a fan of specific players or teams with the strategic decisions you make in fantasy drafts?

Platform usage

1. What fantasy sports/esports platforms have you used?
    a. How often do you use these platforms?
2. Which platform do you use now?
    a. Why do you prefer that platform over others?

Deep-focus questions

1. What motivates you to play fantasy esports?
2. What makes the difference between a good fantasy esports experience and a great one?

Strategies and Preparation

3. Can you tell me about the last time you participated in a fantasy draft?
    a. When was that?
    b. What went well?
    c. Was there anything that didn't go well?
    d. What actions did you take to remedy any issues?
4. How do you stay updated on player statistics and performance?
5. Can you describe your strategy or preparation for a fantasy esports season?
    a. How do you research or make decisions?

Community Interaction

1. What community interactions are important to your fantasy esports experience?
2. Do you participate in community discussions or content creation?
    a. Why or why not?

Advanced Features and Tools

1. Which features or analytical tools do you find yourself using the most?
    a. Is there anything you like and dislike about these features?

Engagement Factors

1. How do users feel about the level of personalization and customization available on the platforms?

2. How do gamification elements and incentives (such as badges, leaderboards, or prizes) impact engagement and satisfaction?

Retrospective questions

1. Are there specific features from the platforms you use that you find particularly appealing or unappealing?
2. In terms of platform support, have you encountered instances where customer service or community management exceeded or fell short of your expectations?

Satisfaction and Improvements

1. What features do you feel could be improved to enhance the experience of fantasy esports platforms?
2. What are the biggest challenges or frustrations with current platforms?
3. How does the financial aspect (entry fees, winnings, and payouts) influence participation and platform choice?
4. What are users' concerns regarding data privacy and security on these platforms?
5. Are there other features you think can be added to improve your experience?

Barriers for new users

1. Thinking about yourself or the experience of someone you know, what do you think were barriers in getting started in fantasy esports?
2. How do you think these platforms can address these barriers?

Vision for the future

1. In terms of technology and user engagement where do you see the future of fantasy esports going?
2. How can our platform innovate to lead in that future direction?

8.4 Evaluation Request for Proposal (RFP)

Project Overview

Our project team is designing an interactive fantasy esports platform for fans of the League Championship Series (LCS); this is the North American league for the popular online video game, League of Legends. Our product aims to create an immersive experience for fans of the LCS, which we believe could help combat the recent decline in viewership over the past couple of years. We are looking to make a fantasy esports platform for both newcomers and seasoned fantasy players.
The goals of this project are as follows:

1. Iterative Prototyping and User Feedback
    a. Goal: Develop multiple prototypes of the product's platform by building upon each iteration with user feedback
    b. Measure: Create at least three iterations of prototypes (low, mid, and high-fidelity)
2. Usability Improvements
    a. Goal: Enhance the usability of fantasy esports platforms by addressing discovered issues from both experienced and prospective players
    b. Measure: Discover at least five usability issues through research with new and active players
3. Feature Development
    a. Goal: Conceptualize innovative features and customization options to improve the user experience, including reliable statistics tracking, trading functionality, and optimized league and scoring customization
    b. Measure: Collect qualitative feedback and quantitative ratings of new features to determine the potential of these features

We expect that our work will conclude with a high-fidelity prototype of the essential experiences for a fantasy esports league. Examples include drafting a team, viewing and acquiring players, and finding help to guide you through the platform. We will design our platform with responsiveness in mind so that you can access your league(s) with a phone or computer, offering a seamless experience anywhere you play. To demonstrate the flow of the new design, we will have a functional prototype so that stakeholders may visualize this new experience. By focusing on the implementation of a robust support system, including guides, community outreach, and interactive tutorials, our hope is that new users will consider trying fantasy esports. As for expert users, we hope that the implementation of new features and improvements on our competitor's products will encourage them to try our platform.

Project Status

With recent adjustments to our project schedule, we are on track to complete our deliverables each week. Our goal is to have the low-fidelity prototypes ready by the start of the week of February 19th, when the RFP is due. Subsequently, each week will shift between testing of the current prototype and developing the next level of fidelity. However, the low-fidelity prototype will not receive the same user testing as the mid-fidelity version. For the evaluation and inspection results, we plan to have the low-fidelity prototypes reviewed by the evaluation team prior to continuing onto the mid-fidelity prototype.

User Research Summary

So far, we have conducted two different studies reaching out to newcomers and expert fantasy esports players. For the newcomers, we conducted a survey to assess their understanding of fantasy sports and esports. In addition to their knowledge of this subject, we also asked for their perception of fantasy

sports and esports. While we did not receive any fantasy esports players in the survey, the eight who did mention their experience with traditional fantasy sports leagues all experienced and enjoyed season-long formats. This informed us that this may be the preferred style. We did find value in the short-form responses when asking them if they had any additional comments or thoughts. One user mentioned, "…there's a really big difference between sports and esports, especially when it comes to [real life] attendance and the frequency of games. Esports feels more niche and less accessible to the public (generally)". While our project may not directly address the bridge between traditional sports and esports, we hope to at least soften the barrier of entry. As for our major takeaways for design, the website must have some form of guides or tutorials to support new players hoping to participate in fantasy esports. Surprisingly, survey respondents noted that social features are important to them despite not specifying what those would include, encouraging more research from us.

We conducted interviews with expert players to learn about their experience with fantasy esports, any problems they have with existing platforms, and any suggestions they have for features. These interviews were purely qualitative. We learned that the interviewees have experienced many changes with fantasy esports over the years. Current players typically use Sleeper, an official partner of League of Legends. Our belief is that Sleeper has allowed their functionality and design to fall behind as there are no true competitors in the market to push them, which our interviewees seem to agree with. An additional topic we asked both groups about is the incentive of gambling or betting on fantasy sports platforms. One common point between the new and expert users is that they do not find a heavy gambling aspect of fantasy to be beneficial for friendly competition. In terms of features, they would like to see more integration with streaming and stat-tracking platforms. Overall, these users simply seem to want a platform that works and gives them the freedom to customize their league as much as possible.

Personas and Other Usage Information

A large majority of fantasy esports users belong to the Adult Gen-Z demographic. Therefore, they have a pivotal role in preventing further decline in LCS viewership. For our users, we have identified two clear user types that we believe are most important to the success of this platform. Those are: "The Novice Player" and "The Expert Player." The novice is interested in League of Legends and the professional scene, and wants to become more involved in the community. Fantasy esports would provide them with an engaging experience beyond watching the matches. They may have little to no knowledge of fantasy esports, but are willing to learn.

The expert is someone who has a lot of experience with League of Legends and the professional scene. This user might also be active in fantasy esports, so any new platform would need to offer improvements; these might be differences in features, customization, or integrations with other platforms they use.

Our persona cards will be available to view during the evaluation (see RFP Google Drive Folder).

Interaction Scenarios

For our project, some of the critical scenarios involve the basic interactions a player should encounter. Currently, those include drafting a roster at the start of a season, managing your team (including signing free agents and trading players), and viewing guides or tutorials to learn about fantasy esports. As we conduct further tests, we may add new scenarios to the prototypes.

The scope of our project focuses on the web and desktop version of the platform, so users should be able to accomplish all tasks in that manner. While the project does not have users interacting with mobile designs, one of our goals is to eventually make a responsive site that users can access on desktop and mobile.

One problematic scenario is the drafting process, which is very complex due to the required involvement. Fantasy esports requires players in a draft to process a lot of information before deciding

what player they want under a time limit (unless a custom league operates under different rules). If the information about a draft (such as players who have already been taken) is not easily accessible or searchable, this could cause frustration or anger.
For evaluators, one helpful tip is to view this in the same way you might view traditional fantasy sports leagues. While the games are different, the concepts are very similar, if not identical. In the wireframes, we have numbered the files according to their scenario, i.e. 2.0 is the draft room and the journey of drafting a player continues through 2.1 and 2.2.

Open Questions

The following are questions we wish the evaluation could answer for our project moving forward:

- Was there any part(s) of our project that you found confusing (including the personas, wireframes, or study results)?
- Do our designs meet the expectations of our targeted personas? Do you have any suggestions for improving them?
- Do you see any potential barriers or challenges we may encounter?
- Do our designs reflect the deliverables (i.e. concept model or study results) we provided?
- There is a floating action button (FAB) on each screen on the bottom right. What do you believe that button is for?
- Do you have any other comments or impressions on our project so far?

Suggested Inspection Methods

For this review, a heuristic evaluation of our low-fidelity prototypes would work best since we do not have a functioning prototype for a cognitive walkthrough. During the heuristic evaluation, there is no need for a comprehensive review; you should remove any sections that do not apply since you most likely will not be able to assess them anyway. As of February 24, our team will provide you with a copy of the heuristic evaluation template which we believe contains applicable sections. Your evaluation should help us determine any improvements to our working wireframes as we move on to mid-fidelity work.

Evaluation & Inspection Findings

We would appreciate it if you used Professor Wanka's heuristic evaluation template. Our team will provide an updated version which contains sections we believe are applicable during your review. on D2L, since it has a great summary function for your scoring and is visually easy to understand. In addition to the template, we encourage you to provide qualitative responses and comments. Be sure to call out or identify any major takeaways or outliers that you discover. If you have any design suggestions, please be as descriptive as you can. To go above and beyond our expectations, sketches would be wonderful!

Assets and Other Materials

Many assets are available to view during the evaluation. You will be able to view them in the Google Drive folder link in the next section. The assets and materials available are as follows:

- Persona cards
- Low-fidelity prototypes
- Concept model
- Findings' notes from Figma

Links & Passwords and Other Information

Google Drive Folder

RFP Evaluation Google Drive Folder

8.5 Usability Testing Script

Intro:

Hello [Participant], welcome to the Counterpick – Fantasy LCS website usability test! My name is [Researcher]. Thank you for volunteering to take part in our usability testing session. This activity is part of a graduate capstone project, and our main goal is to gather feedback about the prototype of our newly developed platform, Counterpick. My team and I want to gather insights to understand how users interact with and feel about our current design so that we may improve moving forward.

During the test, we will observe how you interact with the prototype while completing three tasks. Please share anything that you find confusing, unnecessary, or unpleasant. There are no wrong answers or bad questions; just try to complete the tasks as best as you can. Remember, this is a prototype, so some buttons and/or actions may not work; that is ok. Let me know what you were trying to select and then try another option. Any problems you encounter are not your fault. We do ask for your honest feedback.

I will be taking notes while you are interacting with the prototype. However, I will also ask you questions before and after each task. We will not be recording the session and will only share notes amongst the project team and our professor. Finally, your participation is voluntary. This session should not take more than 30 minutes, but if you need to stop, please let me know. Before we begin, do you have any questions?

Informed Consent

[Make sure you have sent them the consent form. Otherwise, you must briefly explain it and send it to them afterwards – Link: Informed Consent]
I have sent you a copy of our consent form. If you have not had a chance to read it, please make sure you review it. [Give them time to review it if they want]
To proceed, I must receive your verbal consent to continue with this usability test. **Do I have your verbal consent to proceed?** {It must be a yes and they must be at least 18 years old. Otherwise, end the testing session}

Pre-test Questions:

Before we start with the Counterpick platform, I have a few questions for you.

1. On a scale from 1 to 5? [1 is unfamiliar, 5 is very familiar], how familiar are you with the game, League of Legends?
2. Have you heard of esports before?
    - If yes, what do you think about it?
    - If no, read this: Esports, short for electronic sports, refers to organized competitive gaming where professional players or teams compete against each other in video games. Think of it like traditional sports, but instead of physical fields and athletes, it's played on digital platforms. Popular games like League of Legends attract millions of fans

who watch players strategize, communicate, and showcase their skills in intense matches.

3. On a scale from 1 to 5 [1 being not at all, 5 being very], how comfortable are you completing tasks on a computer?
4. Are you familiar with fantasy sports (i.e. fantasy football in the U.S.)?
    - If yes, have you ever participated in a fantasy league?
        - If yes, what did you enjoy about the experience?
        - If no, can you share why you have not tried fantasy sports?
    - If no; Fantasy sports is a game where you create virtual teams of real players from a sport like football or basketball. You earn points based on how well your chosen players perform in real games, competing against other participants' teams.

Prototype Tasks

I am now going to send you a link to the Dashboard of the Counterpick website. If you can, **could you please share your screen with me so that I may observe your interactions on the platform?** [https://www.figma.com/proto/4wX7H2xEAAMuFzTUx4NBX3/Lo-Fi-and-Mid-Fi-Prototype?type=design&node-id=238-3314&t=X5zpXsteWdadvnoN-1&scaling=min-zoom&page-id=1%3A4920&starting-point-node-id=238%3A3314&hotspot-hints=0&mode=design]

This website offers fans of the popular video game League of Legends a way to participate in fantasy esports. Players pick and choose from professional League of Legends players to create a roster that the system scores based on their performances during the season.

Before each task, I will read you the scenario and then ask you to complete the task. For each task, please let me know when you believe you have completed it. If any task's instructions seem unclear, please feel free to ask for clarification. Remember to speak aloud as you navigate the platform so we may understand what you are thinking.

Task 1:

In this task, you'll be drafting a top lane player for your fantasy team. You've had your eye on a player known as Robert and would like to take them with your next pick. Please show me how you would add Robert to your next pick.

Post-Task #1 Questions:

1. How would you rate the ease of completing this task on a scale from 1 to 5 [1 = not easy at all, and 5 = very easy]?
2. Were there any parts of the task that were confusing or challenging?
3. How intuitive did you find the process of completing the task?

Task 2:

For your second task, please begin by going back to the dashboard. This time, we're focusing on exploring player information. You'll be looking into a specific free agent named WildTurtle. Can you show where you would look for information on WildTurtle and add them to your team.

Post-Task #2 Questions:

1. How would you rate the ease of completing this task on a scale from 1 to 5 [1 = not easy at all, and 5 = very easy]?
2. Were there any parts of the task that were confusing or challenging?
3. How intuitive did you find the process of completing the task?

Task 3:

[Ask participant to return to Dashboard] Please go back to the Dashboard. The final task involves seeking help within the platform. You'd like to see if the website has information on how to trade players. Please walk me through how you would search for a guide on trading.

Post-Task #3 Questions:

1. How would you rate the ease of completing this task on a scale from 1 to 5 [1 = not easy at all, and 5 = very easy]?
2. Were there any parts of the task that were confusing or challenging?
3. How intuitive did you find the process of completing the task?

Follow-up Questions:

We've completed all the tasks, so again thank you for your participation. I have some follow-up questions to ask before we finish.

Post-Test Questions

1. How would you describe your overall experience using the Counterpick platform?
2. What did you like most about it?
3. What was the most challenging aspect of using it?
4. Did you find the platform easy to navigate and understand overall?
5. If you could add or change one feature, what would it be and why?
6. How satisfied are you with the time it took to complete the tasks?
7. On a scale of 1 to 5, how likely would you be to recommend Counterpick to others who are interested in fantasy esports?
8. Are there any additional comments or feedback you would like to provide about your experience?
9. How does the Counterpick platform compare to other websites or services you have used recently in terms of usability and features?

Demographics

These next few questions are optional. If you wish to not answer any of them, please just let me know.

- How old are you?
- What is your gender identity? (i.e. Male, Female, Non-binary)
- What is your highest level of completed education? (i.e. High school, some college, 2-year college)
- What is your employment status? (i.e. Full-time, part-time, retired, unemployed)
- What city do you currently live in? (i.e. Chicago, Houston, Los Angeles)

Conclusion:

Thank you for participating in our usability test and providing your feedback. Your input is crucial and will help us polish our final designs as we conclude this project. If you have any additional comments or suggestions, we would love to hear them. Otherwise, have a great day!

8.6 Informed Consent Form

ADULT CONSENT TO PARTICIPATE IN RESEARCH

A Usability Test for New Fantasy LCS Platform

Principal Investigators: Sean Foley, Patrick Swanson, Alyssa Tan, Swagato Basu, and Praneeth Guggilam

Institution: DePaul University, Chicago, Illinois, US

Department, School, College: Jarvis College of Computing and Digital Media ("CDM")

Faculty Advisor: Joseph Wanka - CDM, DePaul University

Key Information:

What is the purpose of this study?

We are asking you to be in a usability test because we are trying to understand your experience with a Fantasy LCS platform. This study is being conducted by Sean Foley, Patrick Swanson, Alyssa Tan, Swagato Basu, and Praneeth Guggilam, graduate students at DePaul University as a requirement to obtain their master's degree. We hope to include six people in the research.

Why are you being asked to be in the study?

You have been chosen to participate in this study because we feel your qualifications will be important to our findings. You must be 18 or older to be in this study.

What is involved in being in the research study?

This usability study will require you to complete three tasks while using a prototype that corresponds to three different scenarios. We will ask questions about your experience at the start of your session, after each task, and at the end of your session. We may transcribe actions and comments into written notes as you complete each task. Your session will be recorded.

Are there any risks involved in participating in this study?

Your participation in this usability test does not involve risks or discomfort greater than what is ordinarily encountered in daily life. You may feel uncomfortable or embarrassed about answering certain questions. You do not have to answer any questions you do not want to. Researchers will only keep information related to the study.

Are there any benefits to participating in this study?

You will not personally benefit from being in this study.

Is there any kind of payment, reimbursement or credit for being in this study?

You will not be paid for being in the study.

Can you decide not to participate?

Your participation is voluntary, which means you can choose not to participate. There will be no negative consequences, penalties, or loss of benefits if you decide not to participate or change your mind later and withdraw from the research after you begin participating.

Who will see my study information and how will the confidentiality of the information collected for the research be protected?

The research records will be kept and stored securely. Your information will be combined with information from other people taking part in the study. We will not include your name or any information that will directly identify you.

You may print a copy of this information to keep for your records.

Statement of Consent from the Subject:

I have read the above information. I have had all my questions and concerns answered. By verbally agreeing, I indicate my consent to be in the research.

8.7 Usability Test Log Sheet

Usability Test (GGG – Counterpick)	*Insert testing date*	**Notes/Comments**
Conductor Name:		
Participant Name:		
Prototype Link: https://www.figma.com/proto/4wX7H2xEAAMuFzTUx4NBX3/Lo-Fi-and-Mid-Fi-Prototype?type=design&node-id=238-3314&t=X5zpXsteWdadvnoN-1&scaling=min-zoom&page-id=1%3A4920&starting-point-node-id=238%3A3314&hotspot-hints=0&mode=design		
Informed Consent Link: https://docs.google.com/document/d/1FYONS44slqAbYtTktP_Kf1lo0vsdcKLT/edit?usp=sharing&ouid=111444831802712780550&rtpof=true&sd=true		
Pre-Test Questions	**Answer**	**Notes/Comments**
How familiar are you with the game, League of Legends? [Scale 1-5]		
Have you heard of esports before?		
If yes to question #2 or if no to question #2, read the explanation of esports		
What do you think about esports?		
How comfortable are you completing tasks on a computer? [Scale 1-5]		
Are you familiar with fantasy sports (i.e. fantasy football in the U.S.)?		
If yes to question #4 or if no to question #4, read the explanation of fantasy sports		
Have you ever participated in a fantasy league?		
If yes to question #4.1		
What did you enjoy about the experience?		
If no to question #4.1		

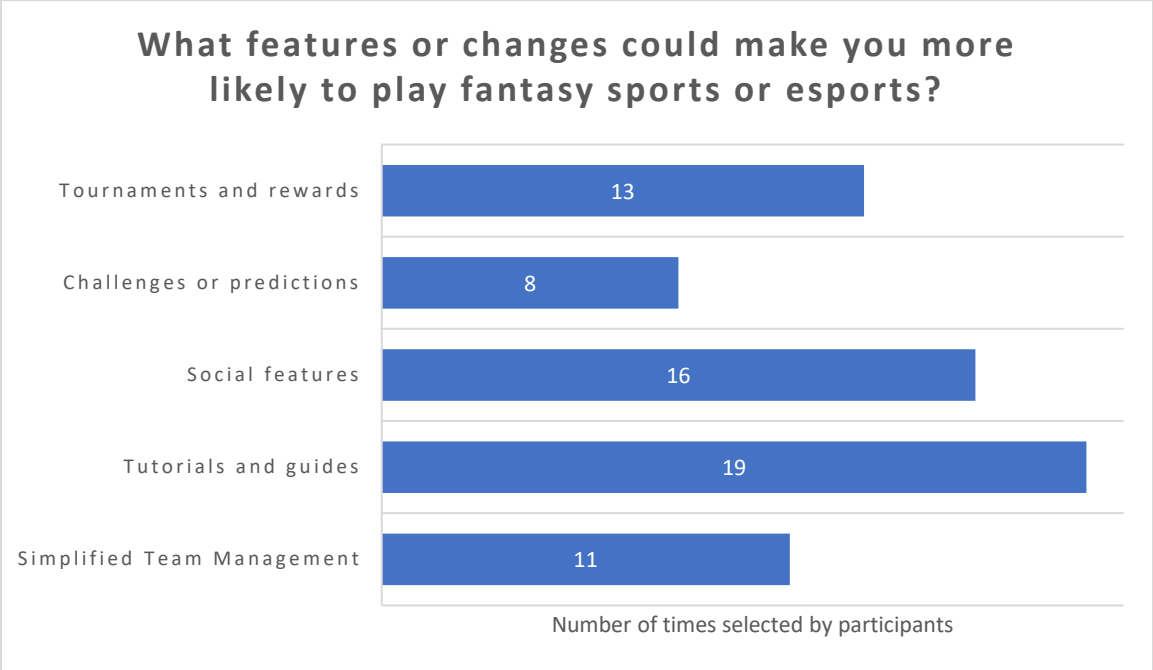
Can you share why you have not tried fantasy sports?		
Task #1: Drafting a Top Laner - Observations		**Notes/Comments**
Post-Task #1 Questions	**Answers**	**Notes/Comments**
How would you rate the ease of completing this task on a scale from 1 to 5?		
Were there any parts of the task that were confusing or challenging?		
How intuitive did you find the process of completing the task?		
Task #2: Signing a free agent player - Observations		**Notes/Comments**
Post-Task #2 Questions	**Answers**	**Notes/Comments**
How would you rate the ease of completing this task on a scale from 1 to 5?		
Were there any parts of the task that were confusing or challenging?		
How intuitive did you find the process of completing the task?		
Task #3: Searching for a guide on "Trading" - Observations		**Notes/Comments**

Post-Task #3 Questions	**Answers**	**Notes/Comments**
How would you rate the ease of completing this task on a scale from 1 to 5?		
Were there any parts of the task that were confusing or challenging?		
How intuitive did you find the process of completing the task?		

Follow-Up Questions	**Answers**	**Notes/Comments**
How would you describe your overall experience using the Counterpick platform?		
What did you like most about it?		
What was the most challenging aspect of using it?		
Did you find the platform easy to navigate and understand?		
If you could add or change one feature, what would it be and why?		
How satisfied are you with the time it took to complete tasks?		
On a scale of 1 to 5, how likely would you be to recommend Counterpick to others who are interested in fantasy esports?		

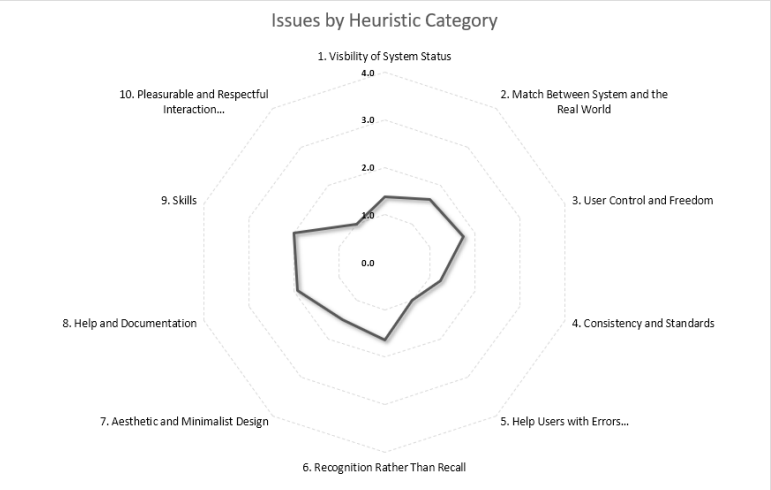
Are there any additional comments or feedback you would like to provide about your experience?		
How does the Counterpick platform compare to other websites or services you have used recently in terms of usability and features?		
Demographic Questions	Answers	Notes/Comments
How old are you?		
What is your gender identity? (i.e. Male, Female, Non-binary)		
What is your highest level of completed education? (i.e. High school, some college, 2-year college) What is your employment status? (i.e. Full-time, part-time, retired, unemployed)		
What city do you currently live in? (i.e. Chicago, Houston, Los Angeles)		
Final Comments/Suggestions		

8.8 User Survey Chart



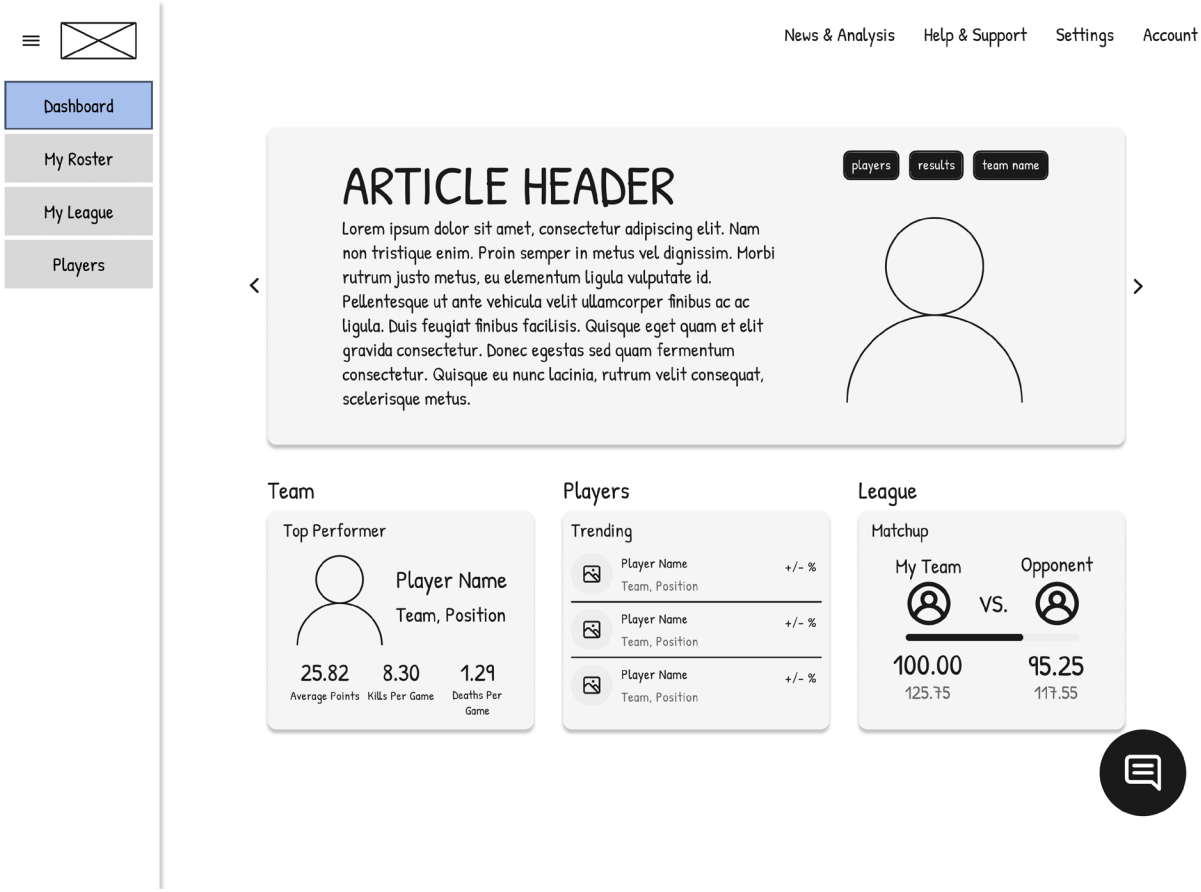
8.9 RFP Results Chart

Checkpoint	Score
1. Visbility of System Status	1.4
2. Match Between System and the Real World	1.6
3. User Control and Freedom	1.8
4. Consistency and Standards	1.3
5. Help Users with Errors...	1.0
6. Recognition Rather Than Recall	1.6
7. Aesthetic and Minimalist Design	1.5
8. Help and Documentation	1.9
9. Skills	2.0
10. Pleasurable and Respectful Interaction...	1.0

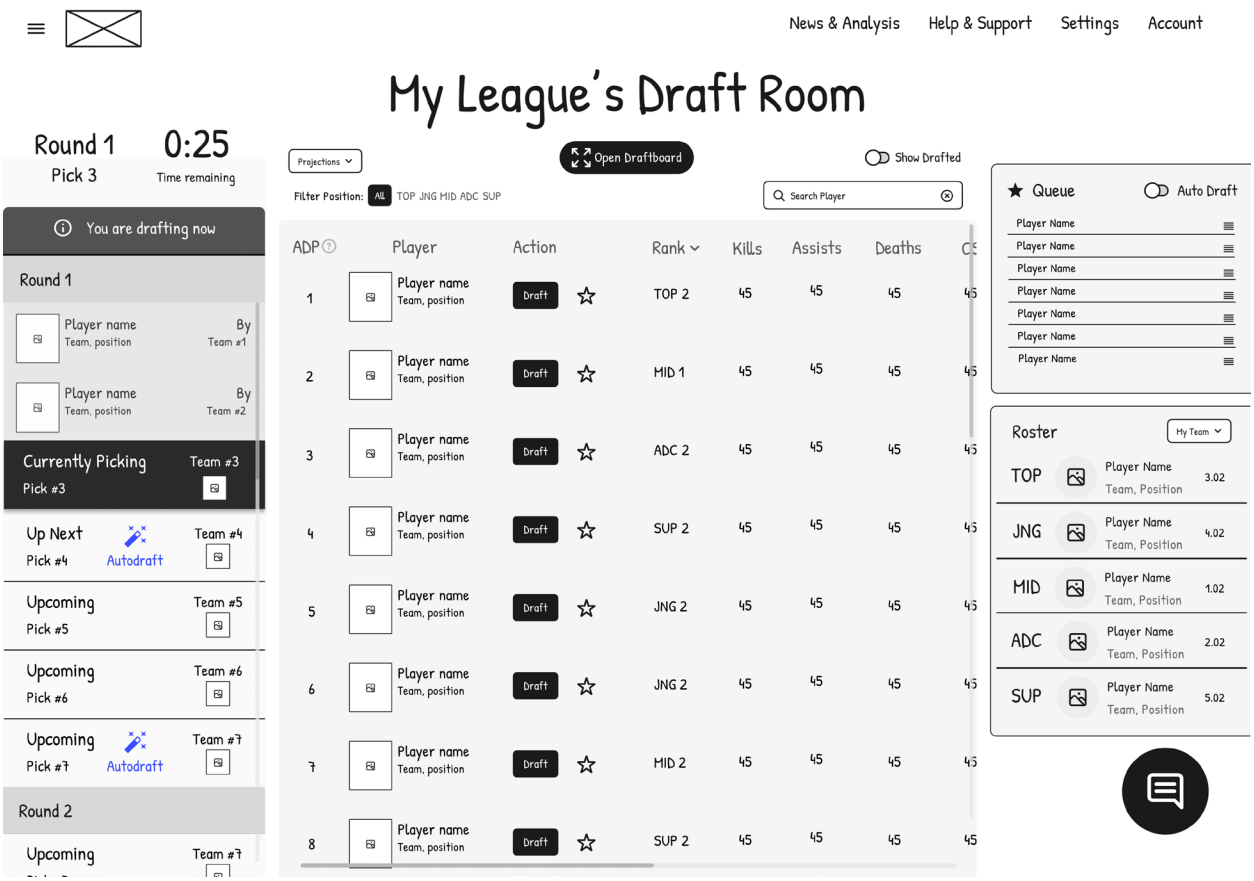


8.10 Low-fidelity Prototype

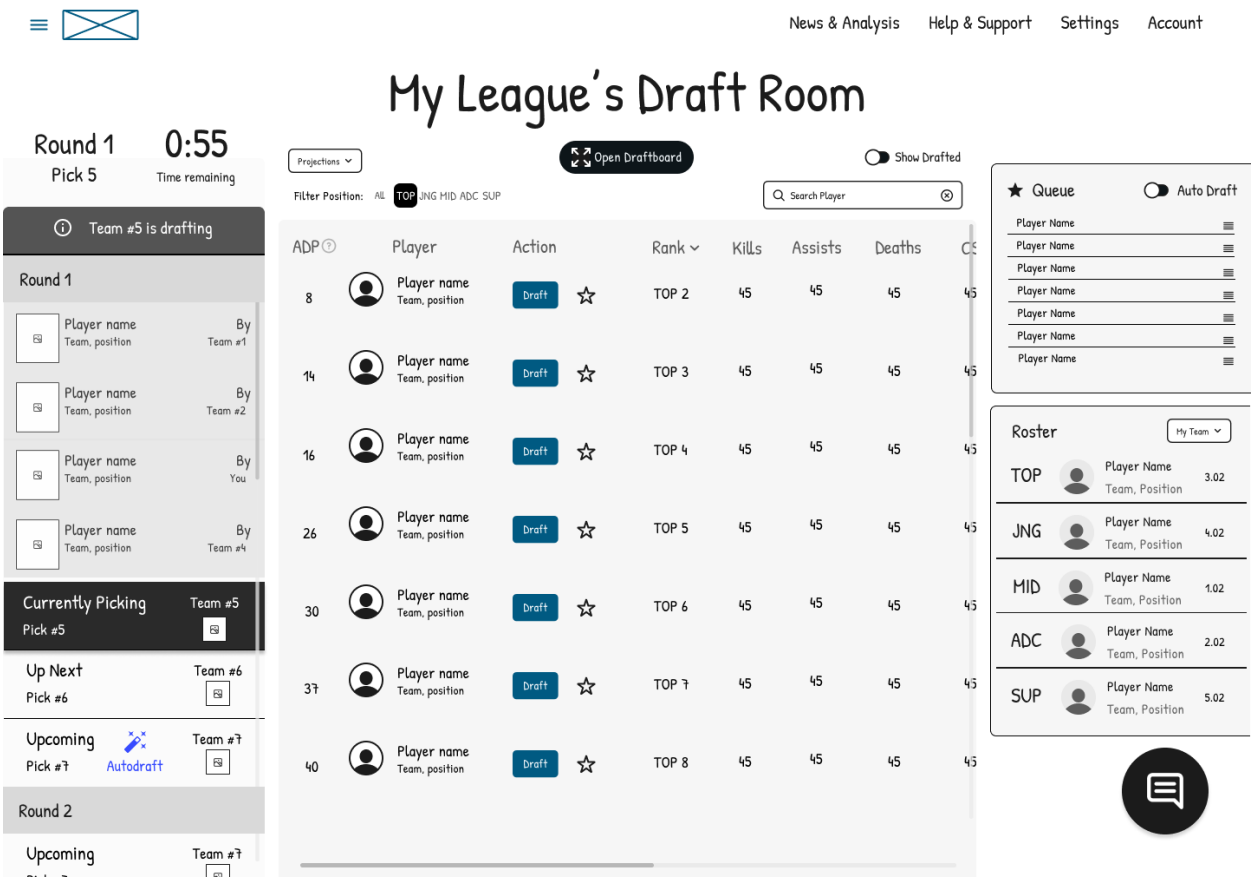
8.10.1 Dashboard



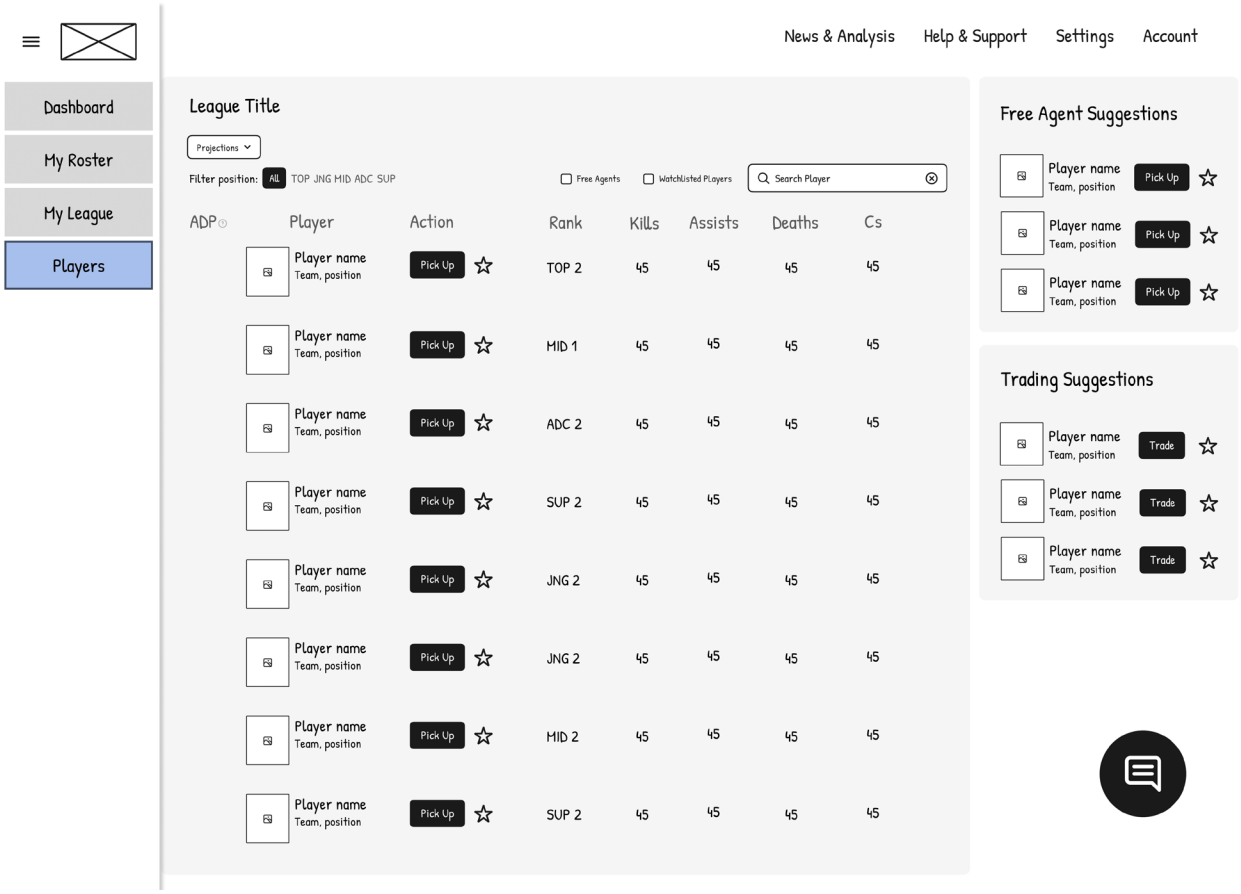
8.10.2 Draft Room



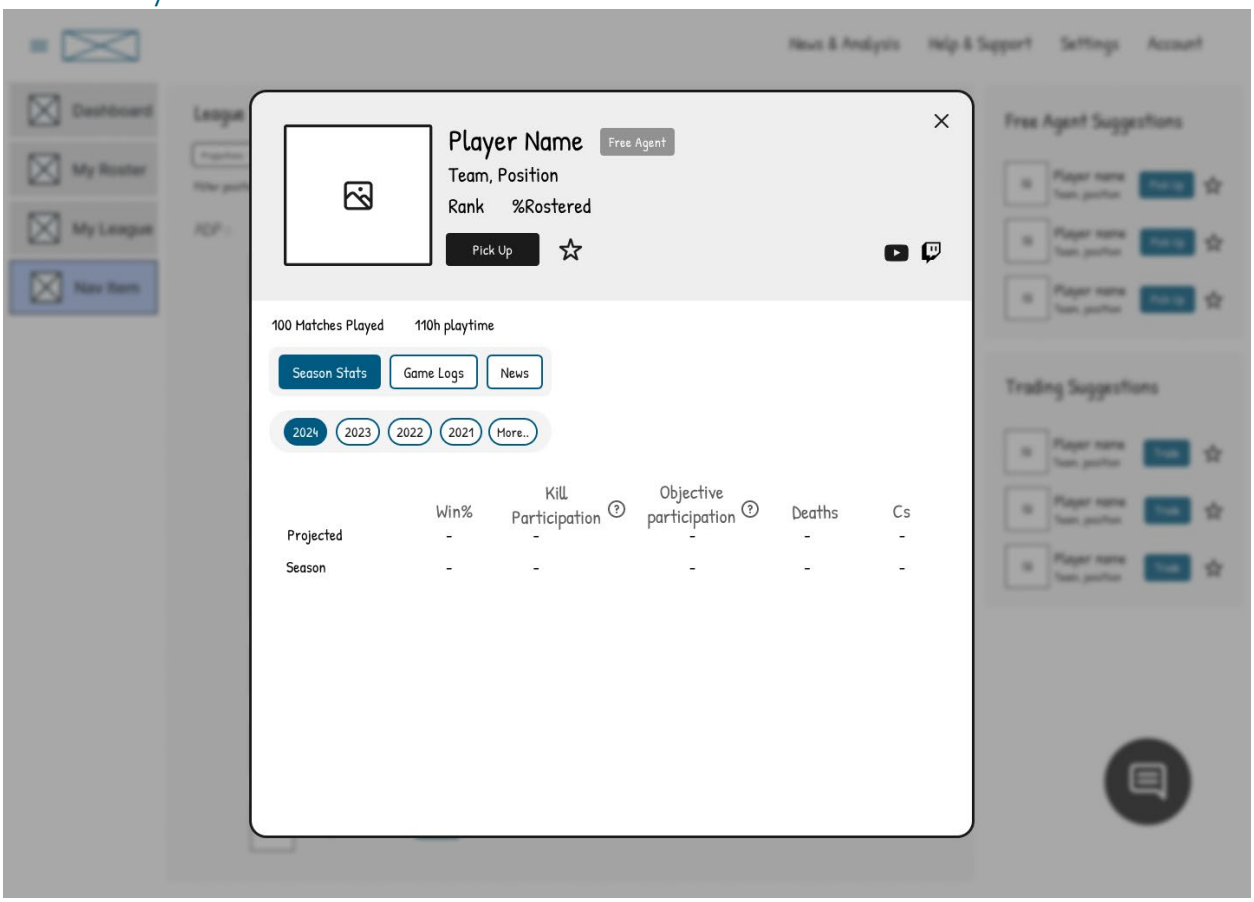
8.10.3 Draft Room – Off The Clock



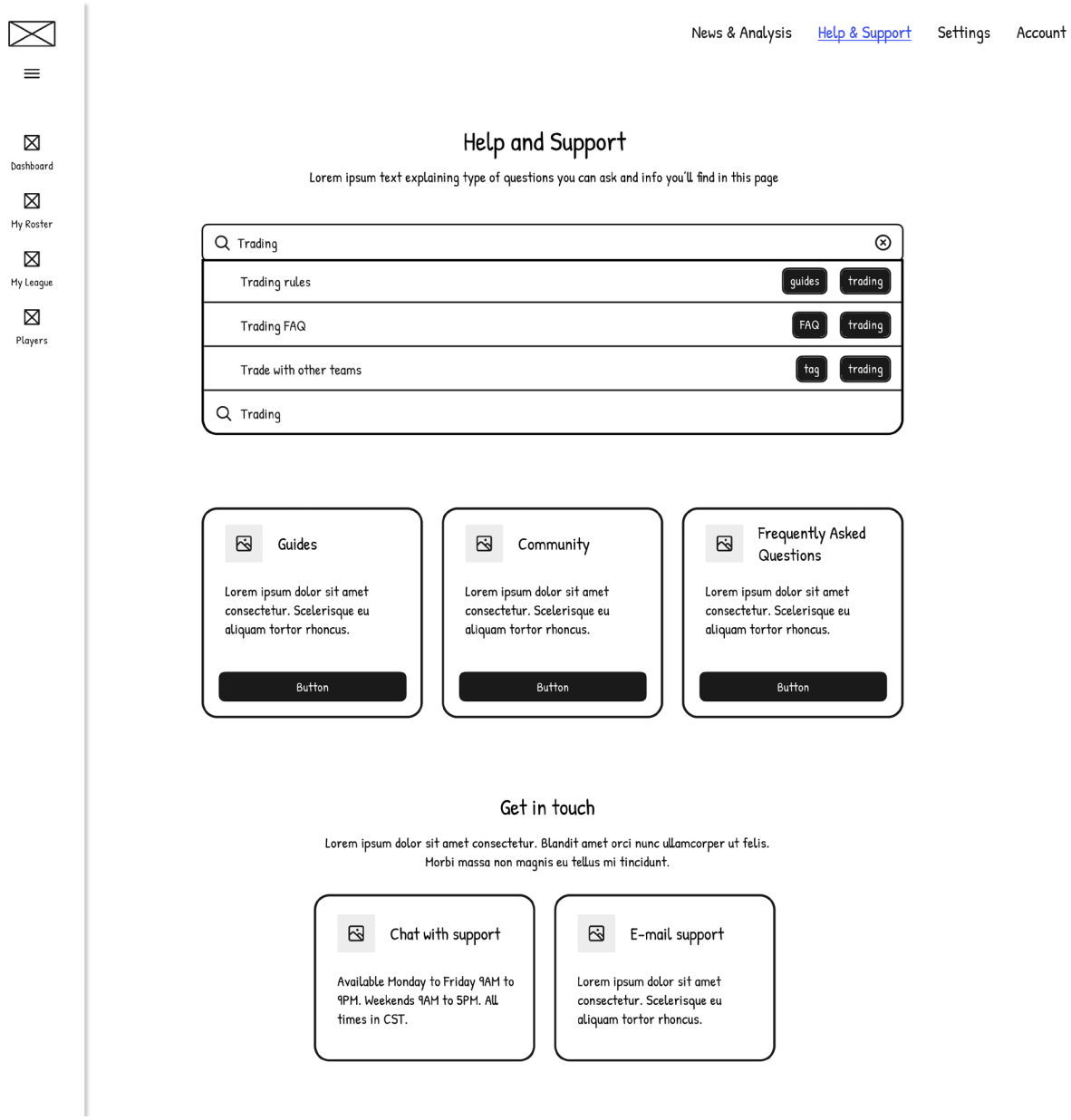
8.10.4 Players



8.10.5 Player Stats

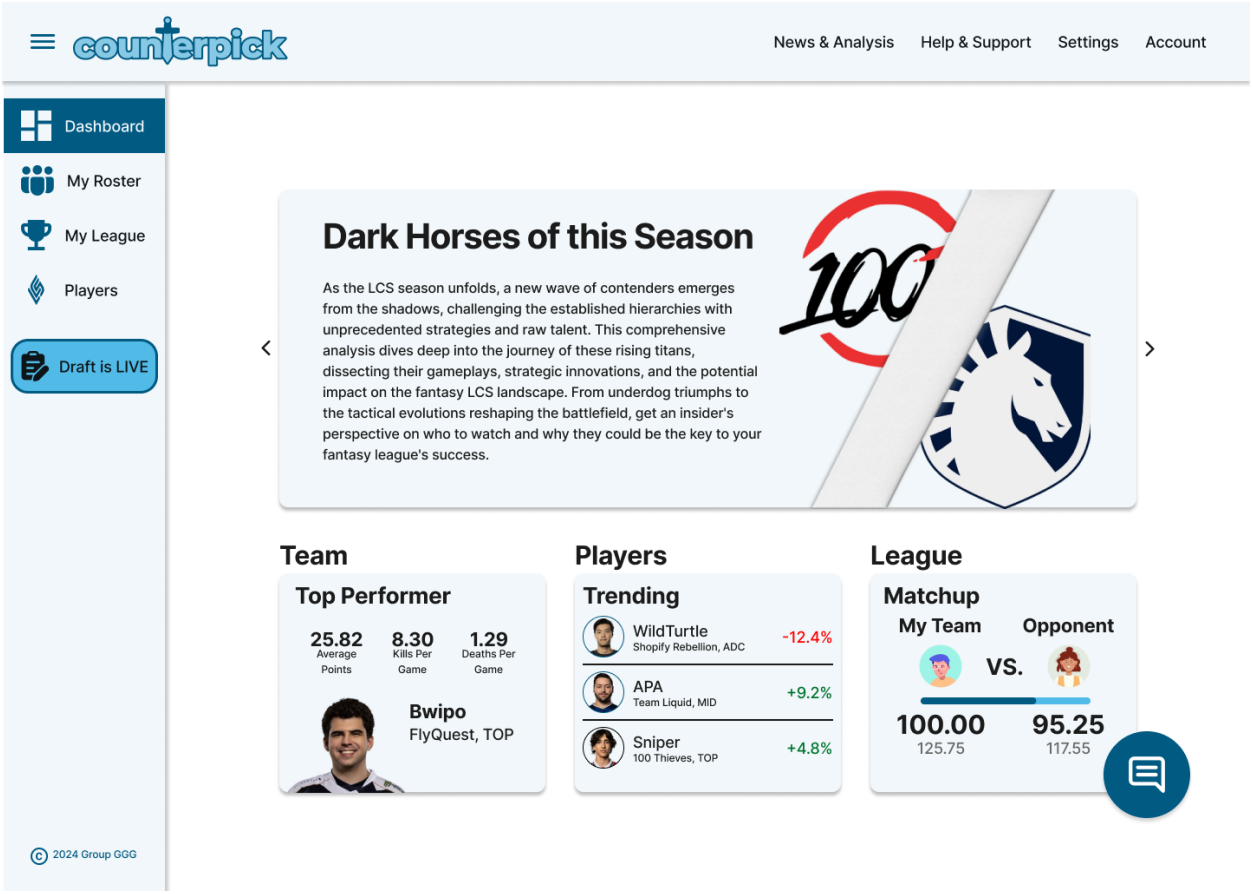


8.10.6 Help & Support

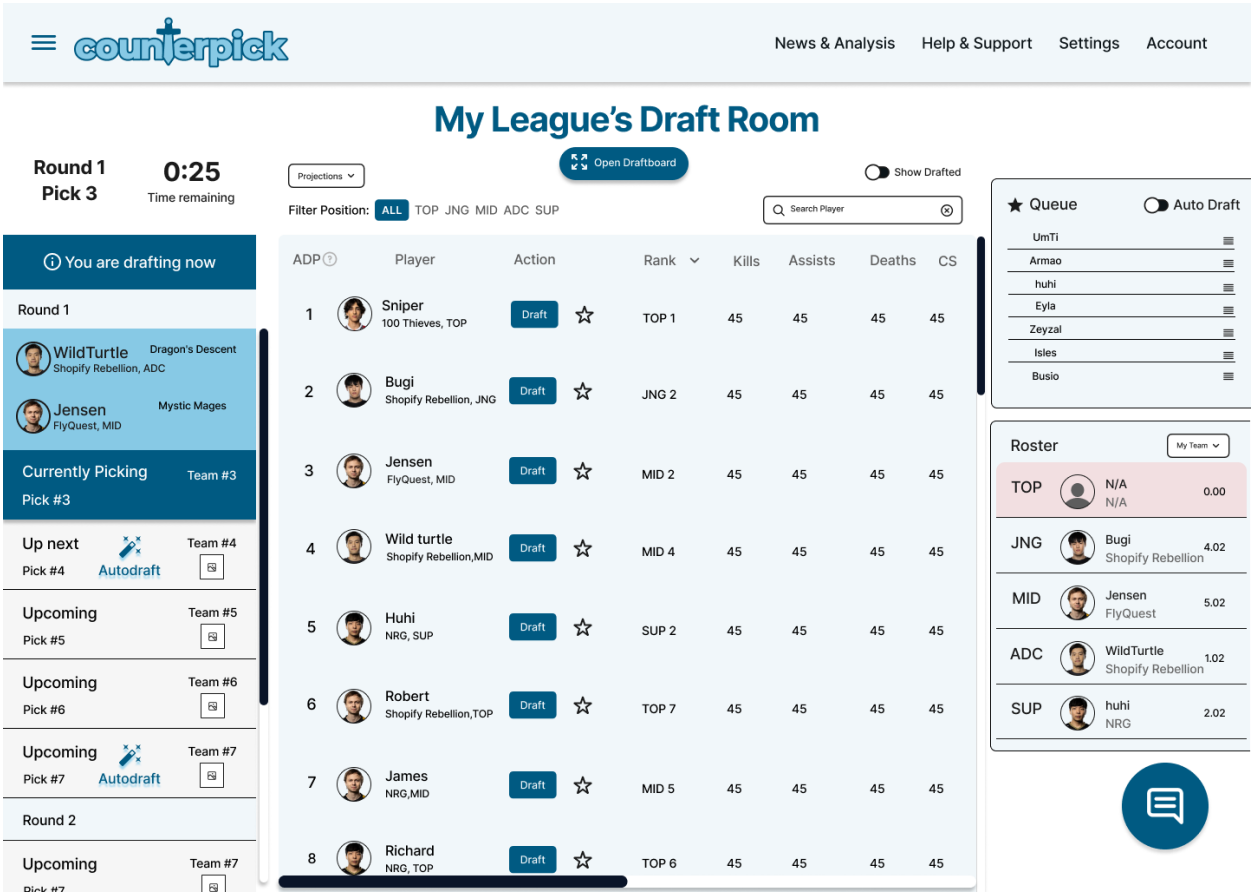


8.11 Mid-fidelity Prototype

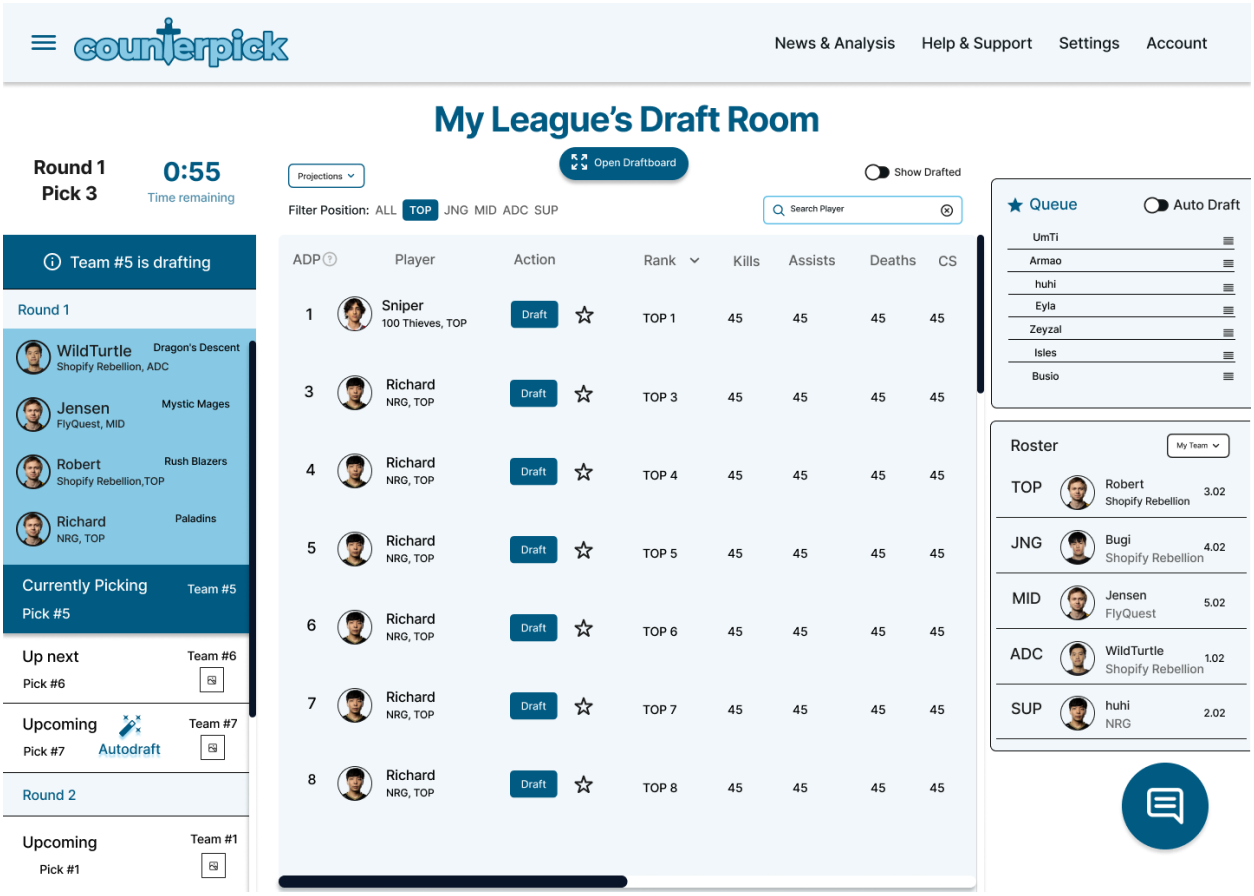
8.11.1 Dashboard



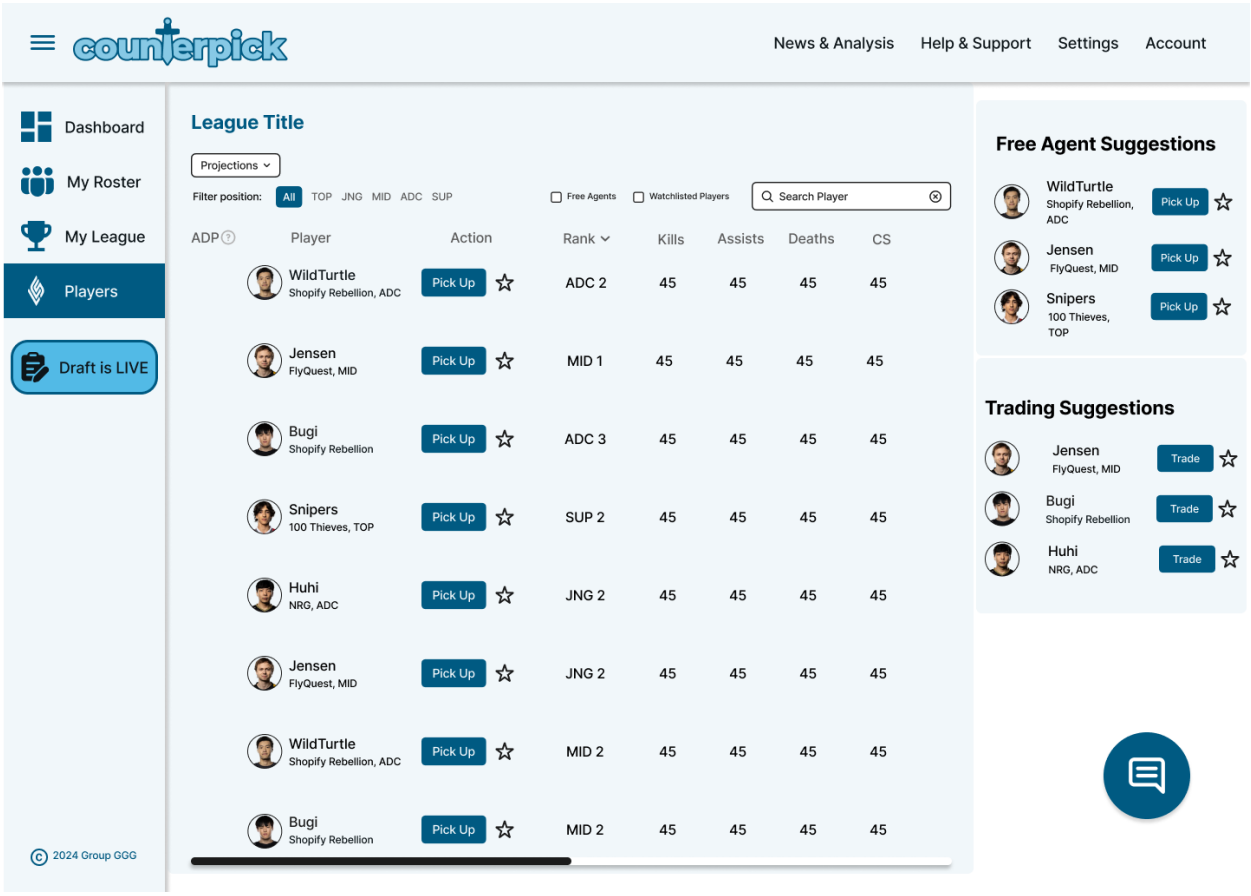
8.11.2 Draft Room



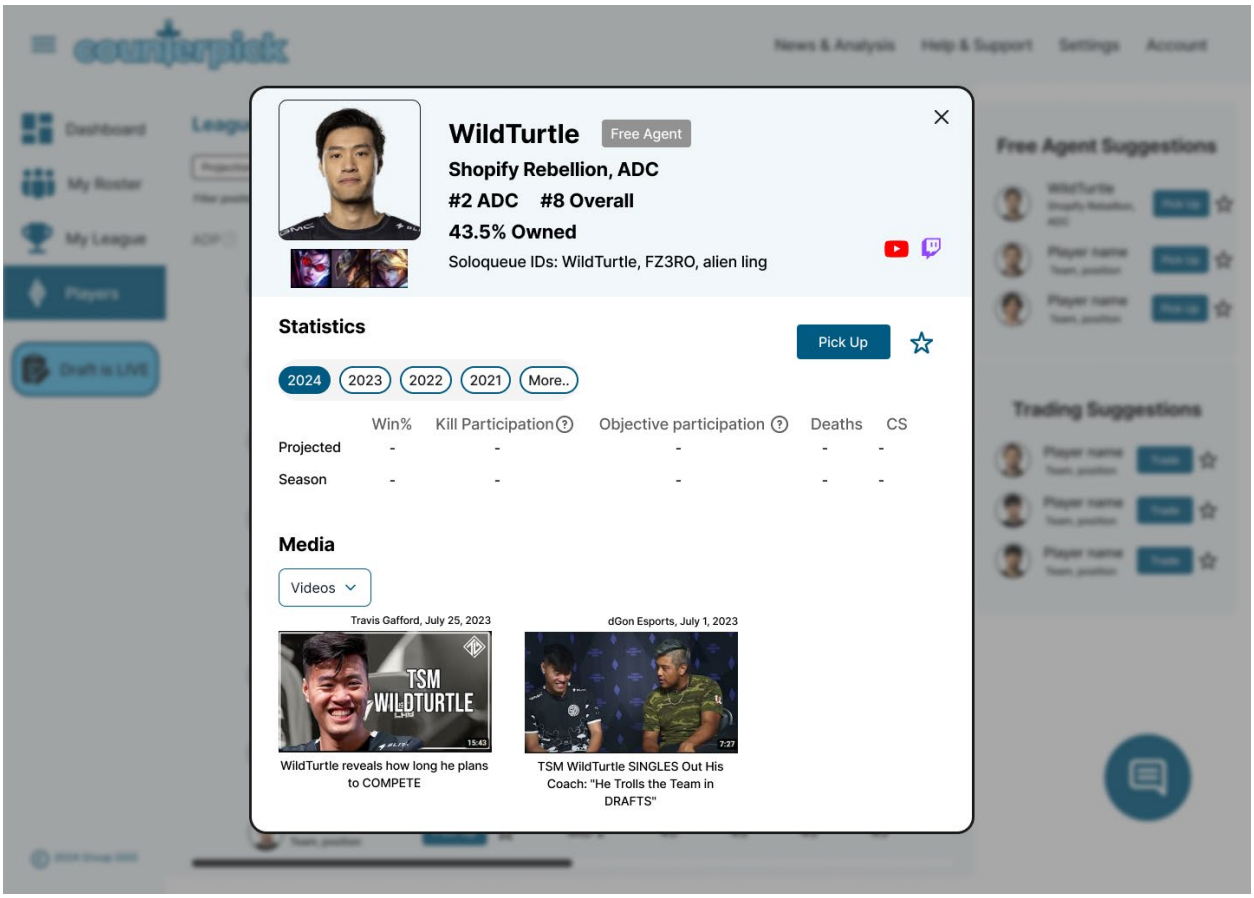
8.11.3 Draft Room – Off The Clock



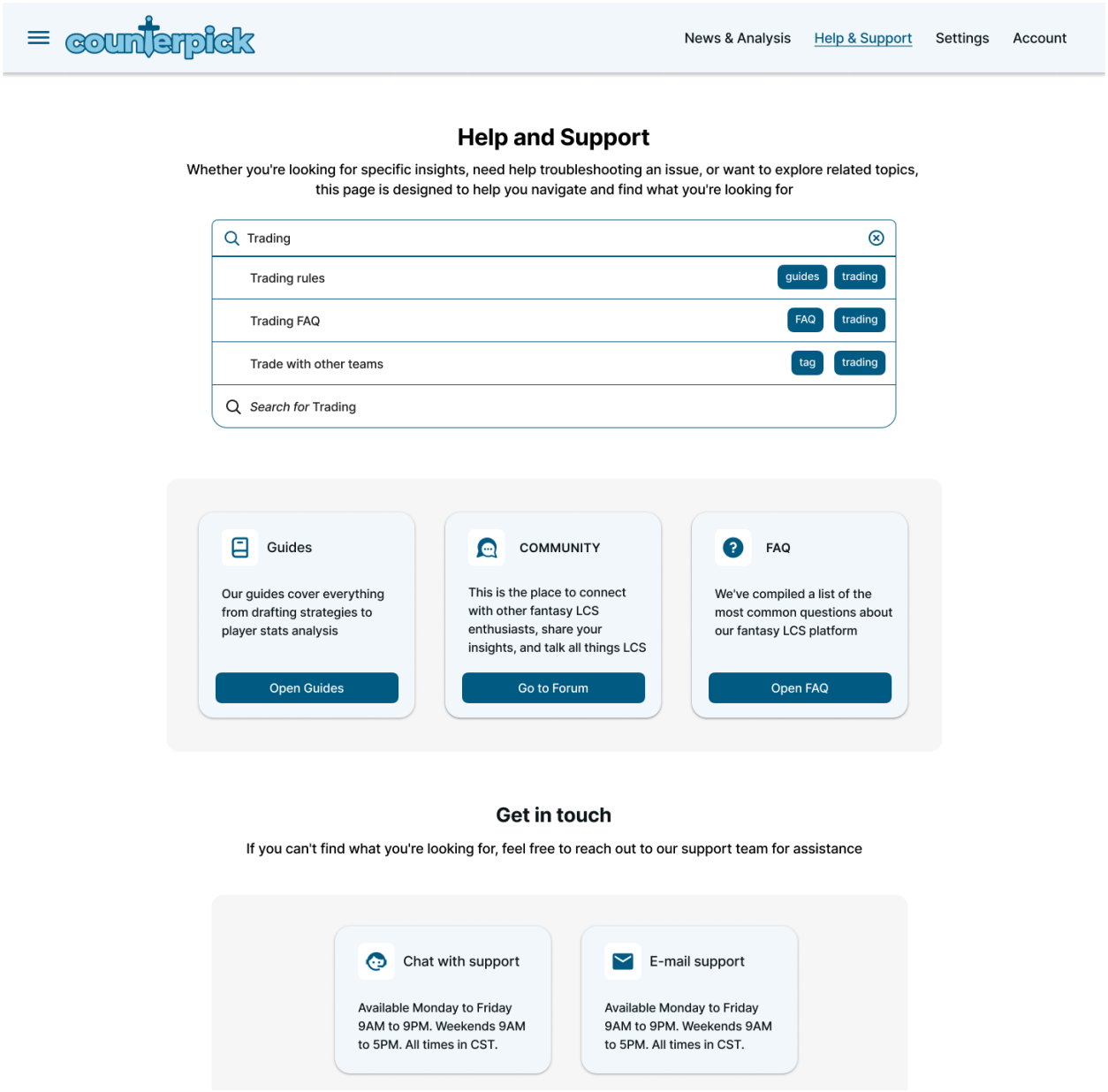
8.11.4 Players



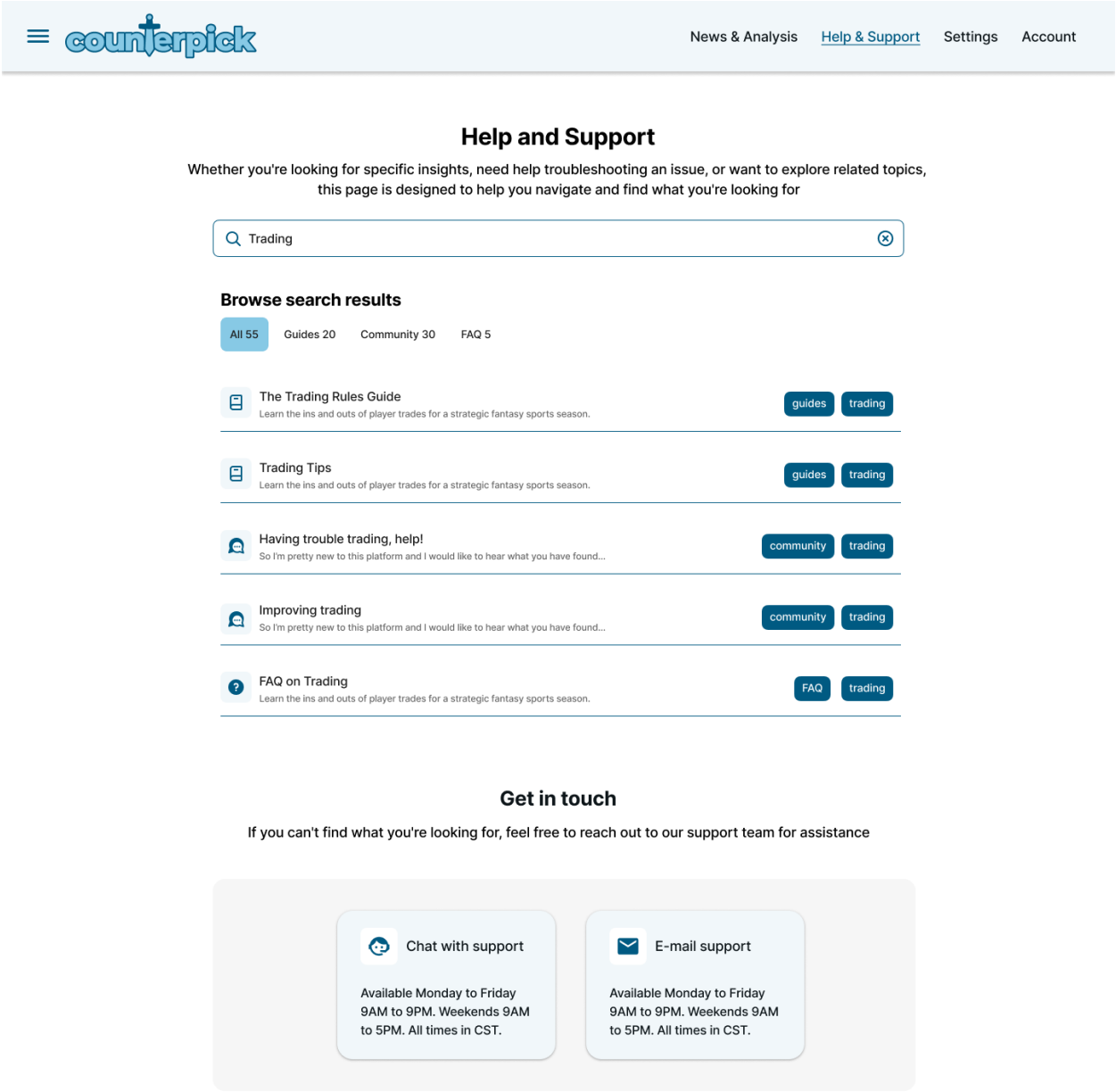
8.11.5 Player Stats



8.11.6 Help & Support – Search

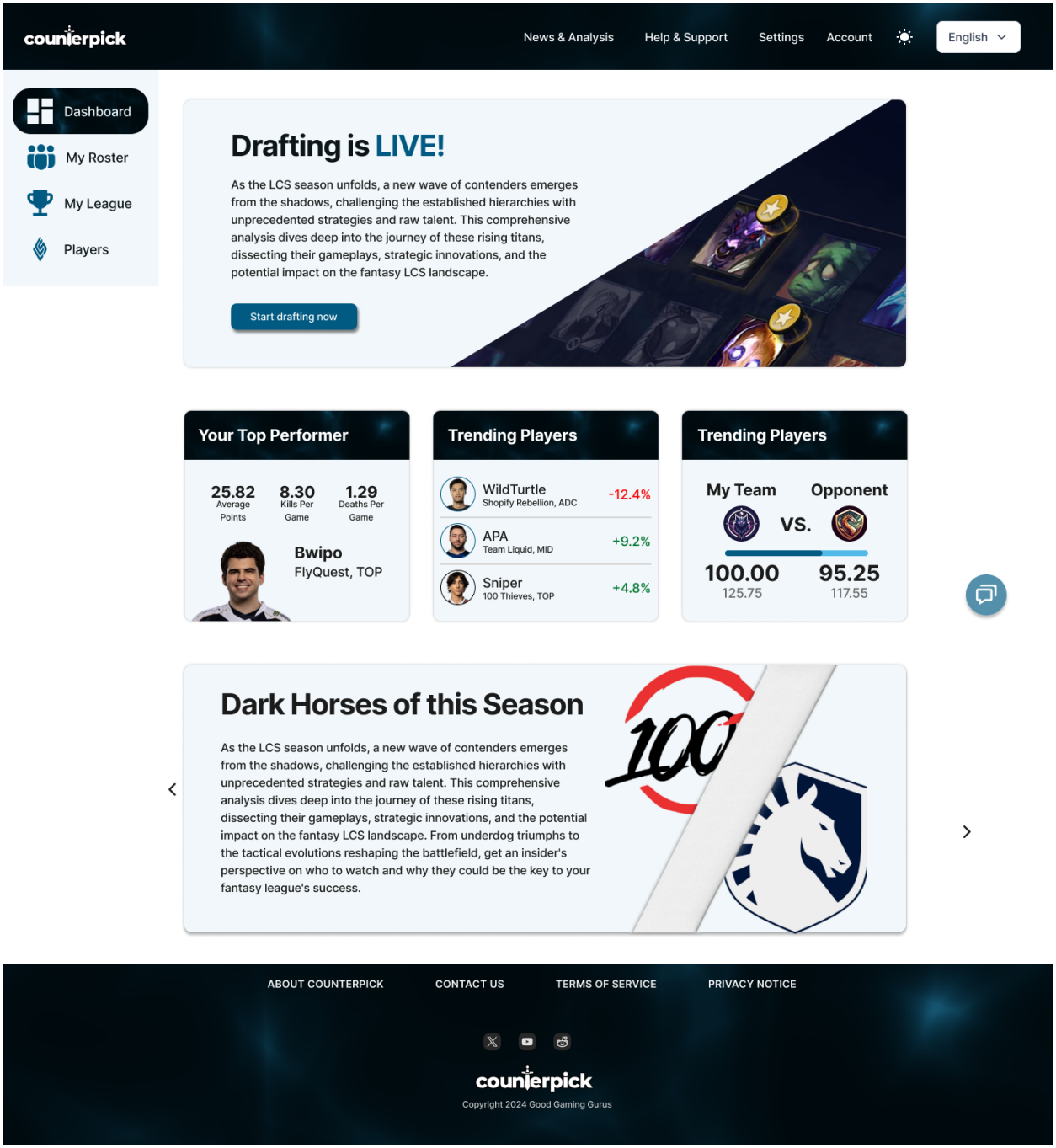


8.11.7 Help & Support – Results



8.12 High-fidelity Prototype

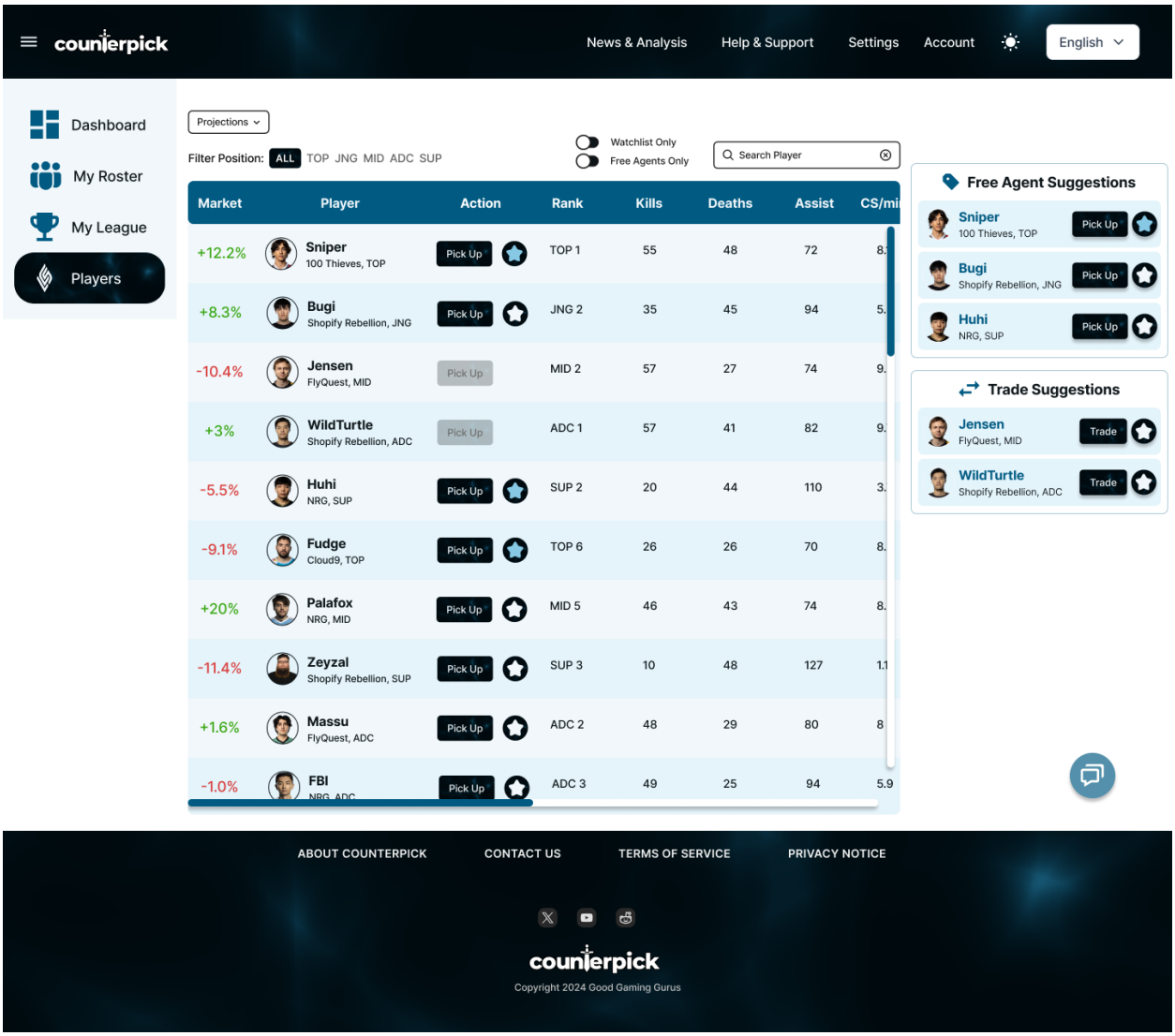
8.12.1 Dashboard



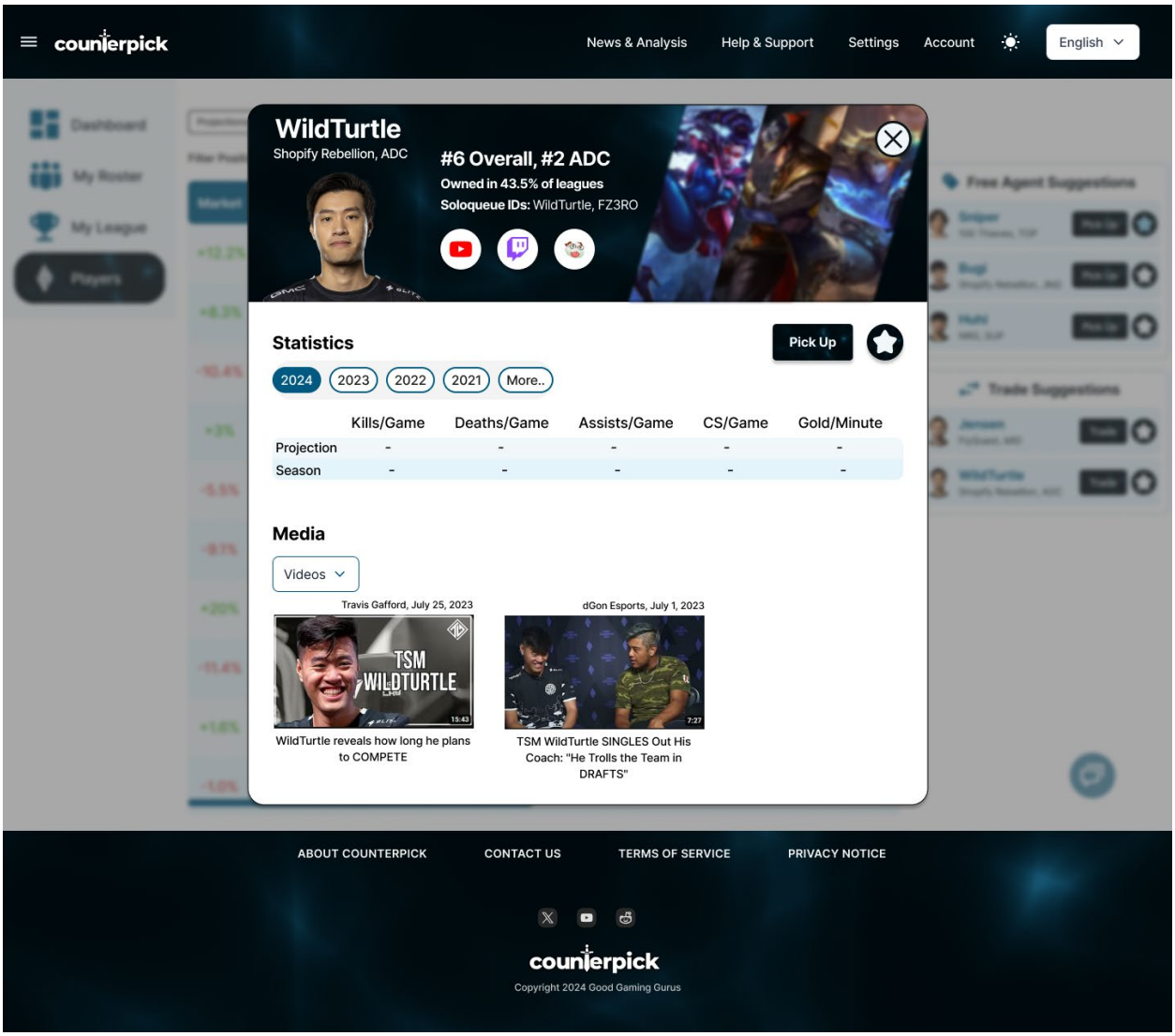
8.12.2 Draft Room

8.12.3 Draft Room – Off The Clock

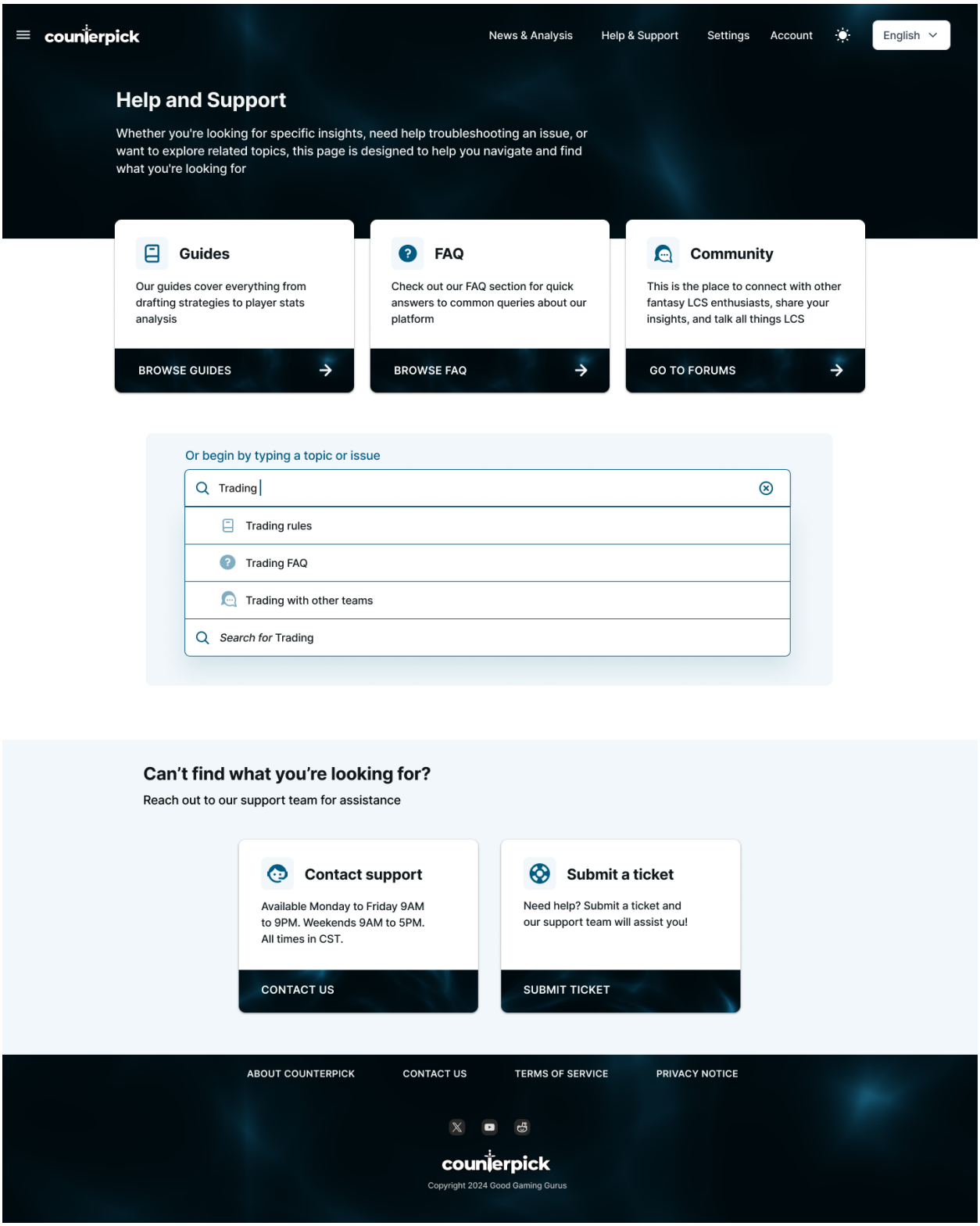
8.12.4 Players



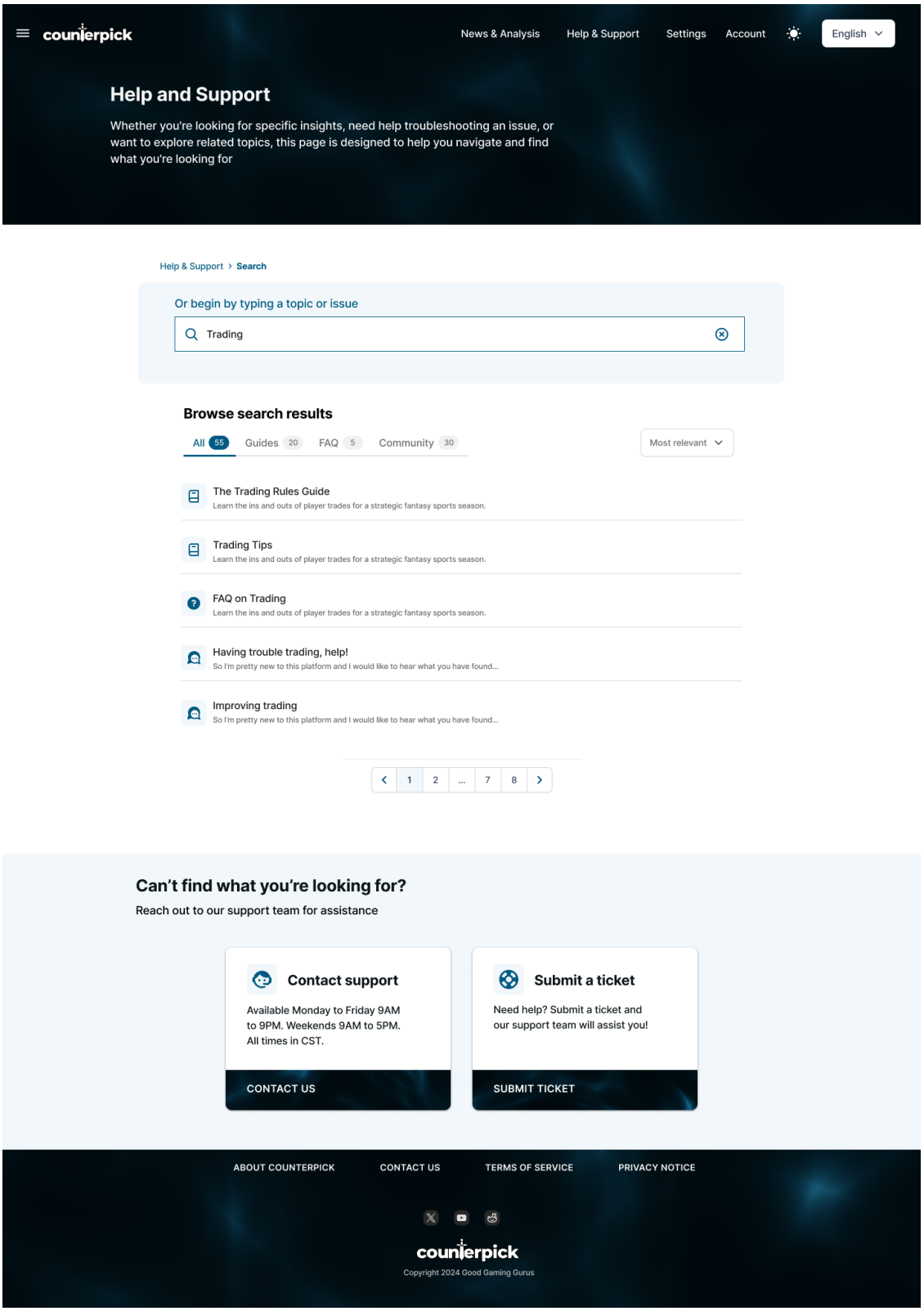
8.12.5 Players Stats



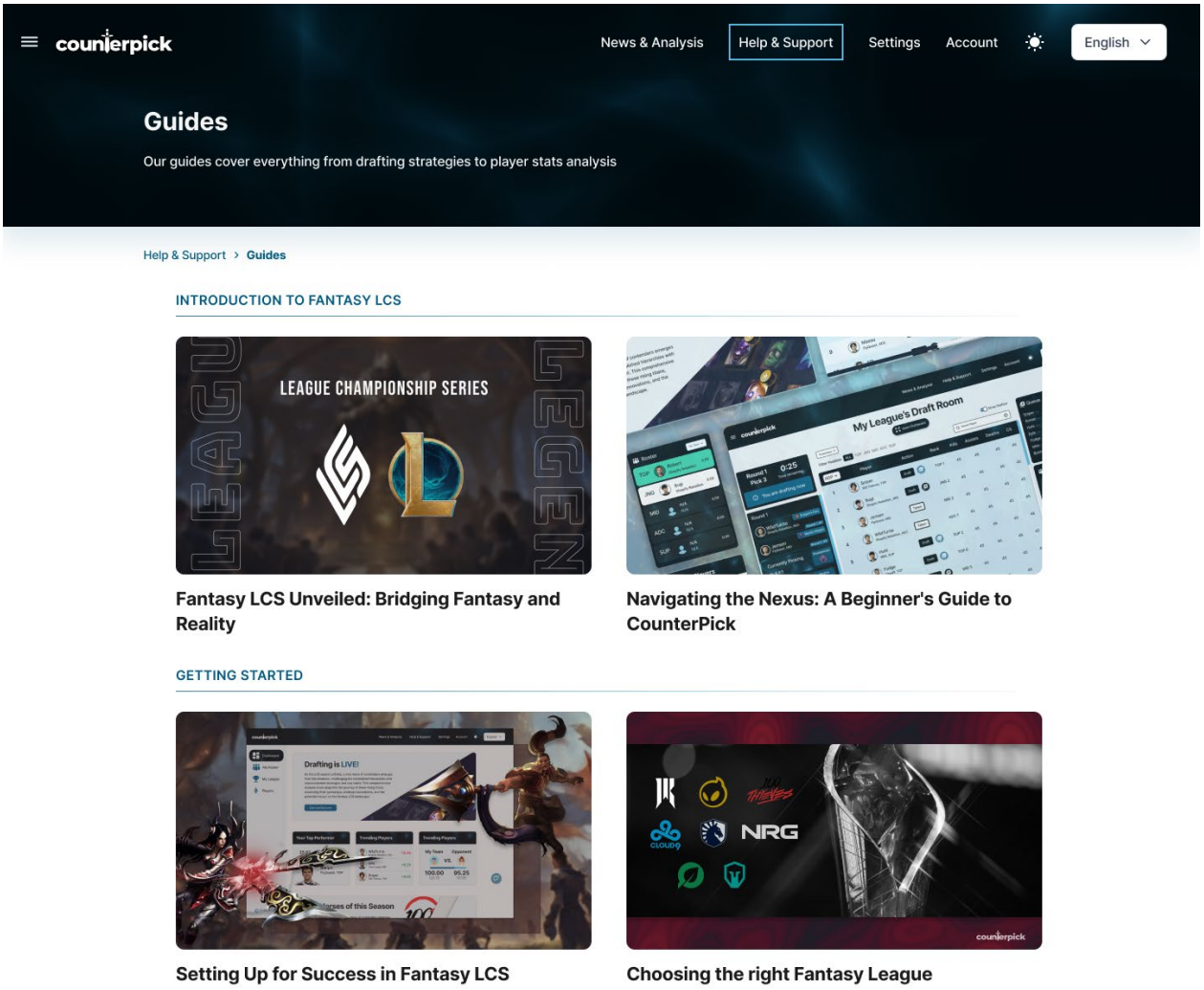
8.12.6 Help & Support – Search



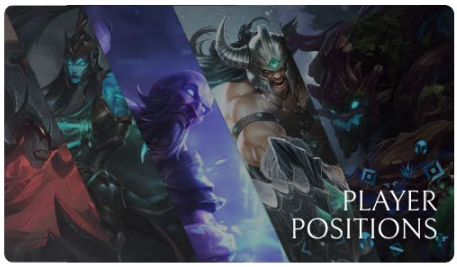
8.12.7 Help & Support – Results



8.12.8 Help & Support – Guides



UNDERSTANDING PLAYER ROLES AND SCORING



Mastering Player Positions in Fantasy LCS

The Complete Guide to Fantasy LCS Scoring

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8.12.9 Help & Support – Article

counterpick News & Analysis Help & Support Settings Account English

Fantasy LCS Unveiled: Bridging Fantasy and Reality

By CounterPick Team

Help & Support › Guides › Fantasy LCS Unveiled: Bridging Fantasy and Reality

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Introduction to Fantasy LCS
The Essence of Fantasy LCS
Why Fantasy LCS?
Your Fantasy LCS Journey Begins

Introduction to Fantasy LCS

Fantasy LCS combines the thrilling world of League of Legends esports with the engaging experience of fantasy sports. This guide unveils the essence of Fantasy LCS, bridging the gap between the virtual battles on the Summoner's Rift and the strategic plays in fantasy drafting rooms.

The Essence of Fantasy LCS

Fantasy LCS allows fans to create their own teams composed of professional League of Legends players. Points are scored based on the real-life performances of these players in the LCS, making each match and tournament phase critical to fantasy success.

At its core, Fantasy LCS captures the magic of esports by putting you in the driver's seat. You'll draft your team, make crucial decisions, and watch as your players compete on the biggest stage. It's an experience unlike any other, blending the thrill of competition with the camaraderie of a tight-knit community.

Why Fantasy LCS?

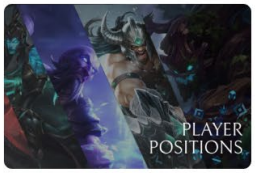
Engaging with Fantasy LCS adds an extra layer of excitement to watching LCS matches. It offers a deeper connection to the games, as each player's performance can have a direct impact on fantasy league standings. In Fantasy LCS, you're not just managing a team; you're building a legacy. Every victory, every defeat, shapes your journey and defines your place in the annals of esports history. It's a chance to leave your mark on the game and forge a reputation as a master tactician.

Figure 1. League of Legend Champions concept art

Your Fantasy LCS Journey Begins

Embarking on your Fantasy LCS journey is an invitation to experience the LCS in a uniquely interactive way. It challenges you to apply your knowledge of the game, strategize against fellow league members, and ultimately, bridge your fantasy team with the reality of the LCS battlegrounds.

Recommended guides



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