FANDUEL

CASE STUDY

FanDuel TV+ Web (2023)

Expanding the FanDuel TV+ product to the
web & mobile web platforms.

Ross McCluskey

01
Background

Overview

FanDuel TV+ is FanDuel's connected TV application, offering on demand streaming of 3 linear channels and exclusive sports, fantasy, betting and racing content from some of the most popular TV personalities in American sports.

This project aims to expand the FanDuel TV+ product to the web & mobile web platforms, increasing the reach, marketability and discoverability.

Business Objectives

Reach - Meet users where they are by positioning FDTV+ next to Sportsbook and Research
Marketability - Provide a destination for owned marketing channels to drive traffic and conversion
Discoverability - Build SEO presence to boost awareness and optimize organic growth

Problem Statement

FanDuel TV+ is failing to attract new users, due to lack of product awareness

Success Metrics

Acquisition - #1 driver in expanding FDTV+ to the web. The following should be tracked;

- 90% of new users on web are FanDuel users (vs TVG accounts)
- Acquisition source - Where did this user come from?
- User Activation - Do new users stick around? What are they watching?

SEO - 10k monthly clicks from SEO

Viewership - Web expansion should play a key role in increasing Monthly Active Users by 4x

02

Connected device
to web

Reimagining the user experience

The way a user interacts with a connected TV app is completely different to a web product and with FanDuel TV+ having already been established for over a year, the strategy was not a simple rinse and repeat but instead rethinking the user experience and interactions for web.

Connected TV vs Web

D-Pad Navigation
Users are restricted to navigation with a remote. Using up, down, left, right, enter and back buttons.

Focus / Active states
A focus ring or active state is a way for the user to track where they are within the screen.

Navigation
IA is more streamlined on TV, organising content efficiently, allows users to find content quicker without excessively scrolling.

Overscan
On older TVs edges of the screen can cut-off elements, which is called overscan. To avoid this a safe area must be used.

10-Foot UX
The distance a user is from a TV is much greater, compared to other devices. Allowing for better contrast on UI elements, larger text & buttons is imperative.

Connected TV

Parity across the connected TV application and mobile web was of great importance, to feel like a FanDuel product that users are familiar with.
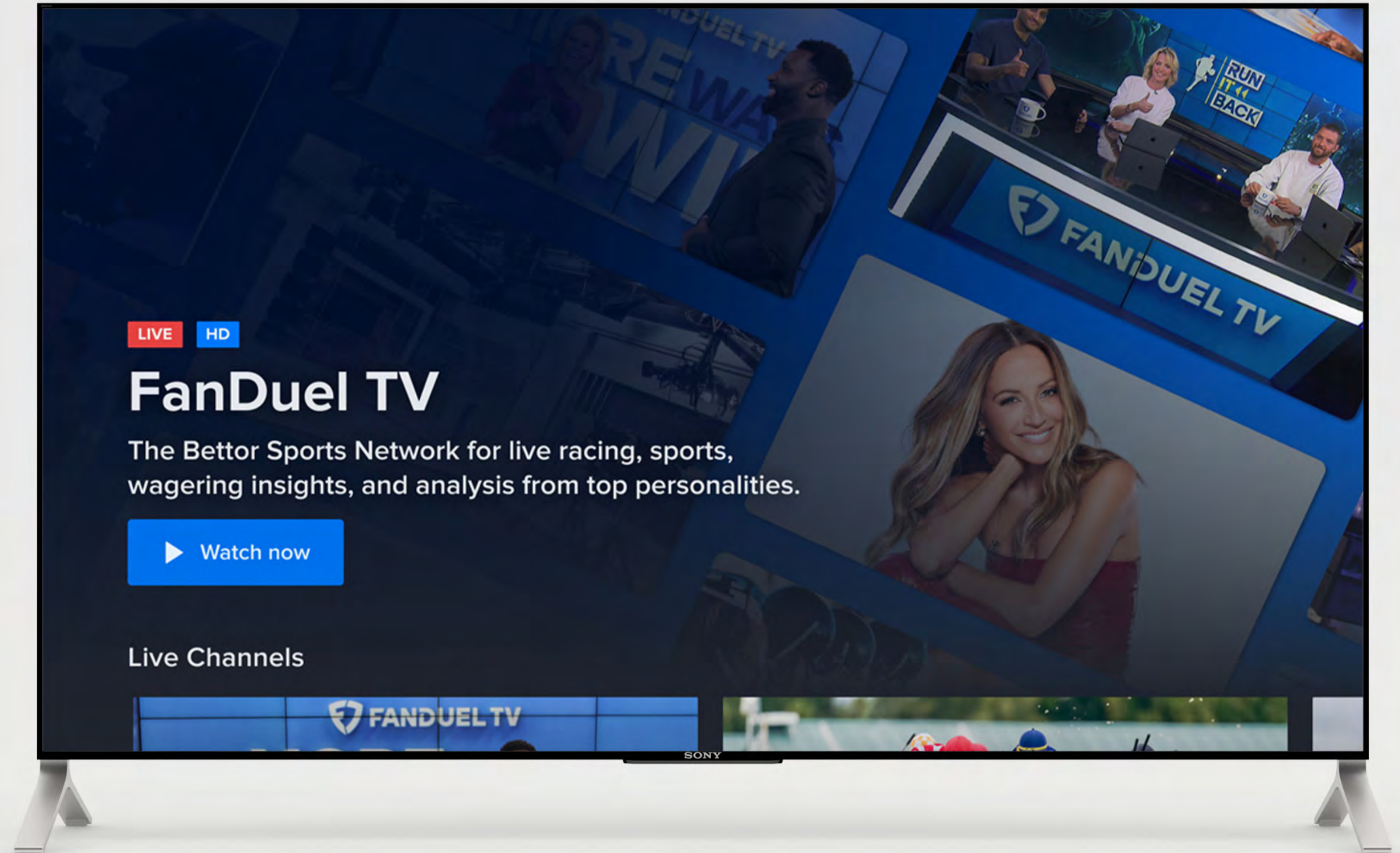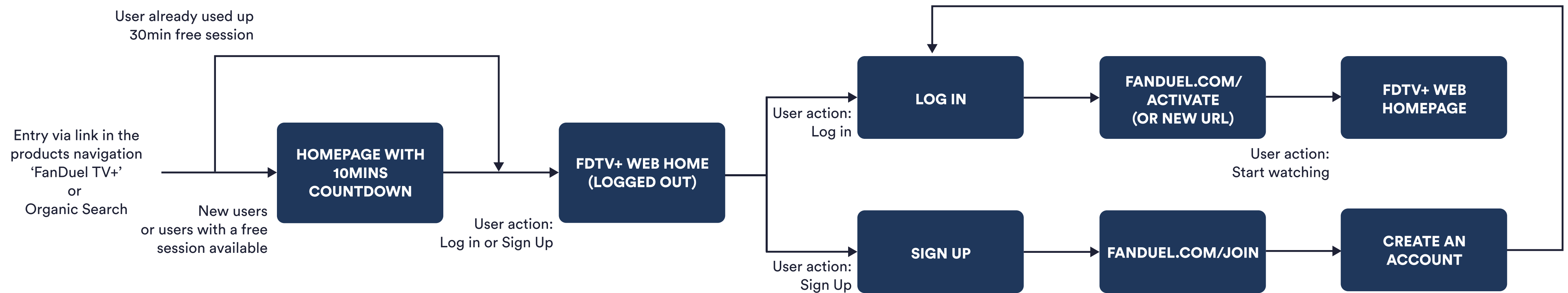
03
Exploration

User Flows

There were several restrictions and considerations to be made for how users would gain entry.

- 10 minute preview for new users
- Current FanDuel account holders
- TVG Racing account holders
- Restrictions for users located outside of the U.S.

User already used up
30min free session

Entry via link in the products navigation 'FanDuel TV+' or Organic Search

New users or users with a free session available

HOMEPAGE WITH 10MINS COUNTDOWN

User action: Log in or Sign Up

FDTV+ WEB HOME (LOGGED OUT)

User action: Log in

LOG IN

FANDUEL.COM/ ACTIVATE (OR NEW URL)

FDTV+ WEB HOMEPAGE

User action: Start watching

User action: Sign Up

SIGN UP

FANDUEL.COM/JOIN

CREATE AN ACCOUNT

Wireframing

At a high-level the aim was to replicate the connected TV app for web. As simple as this sounds, the way users interact with connected TV and web products is very different, which had to be considered.

Wireframe explorations show how we could reimagine the components and the whole user experience for web.
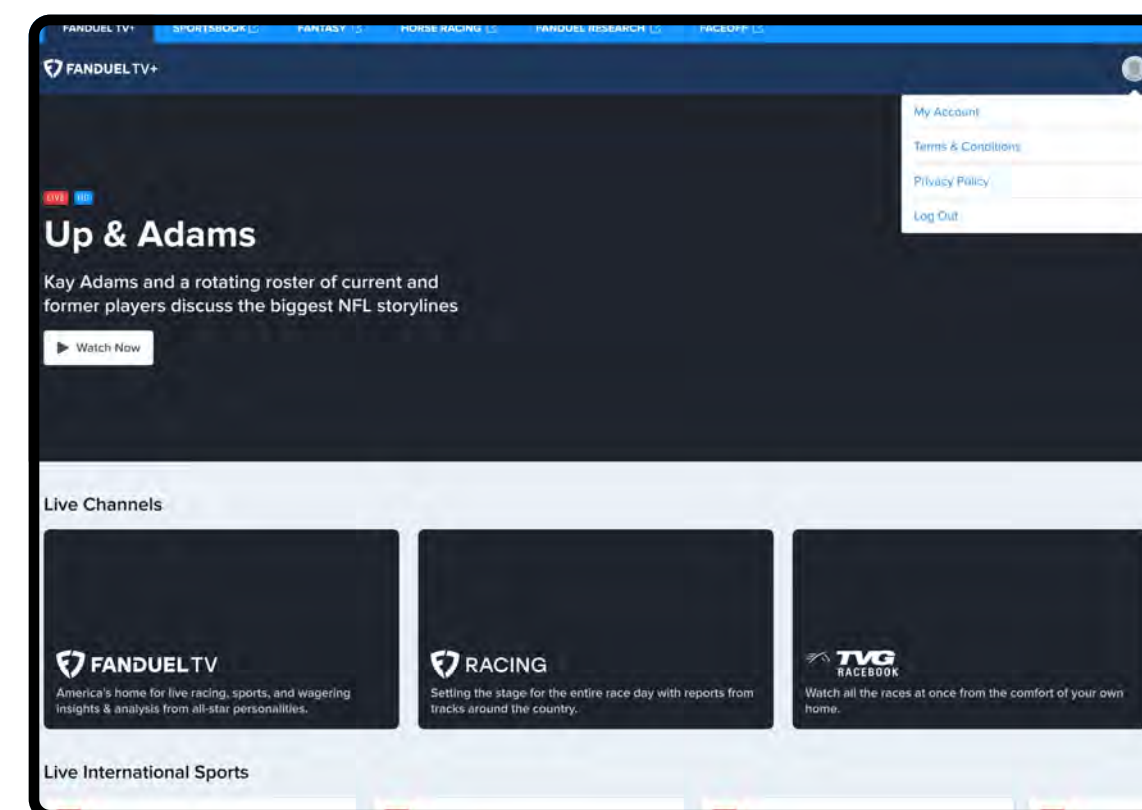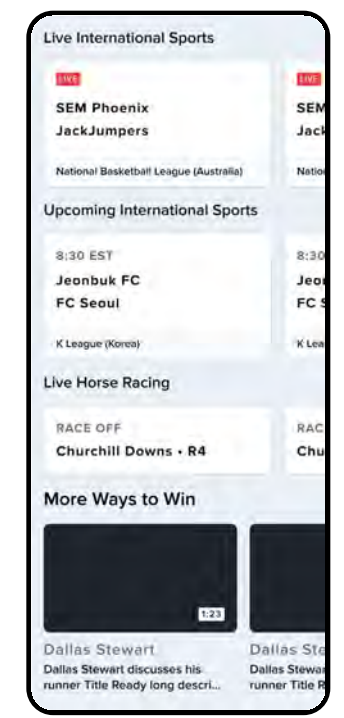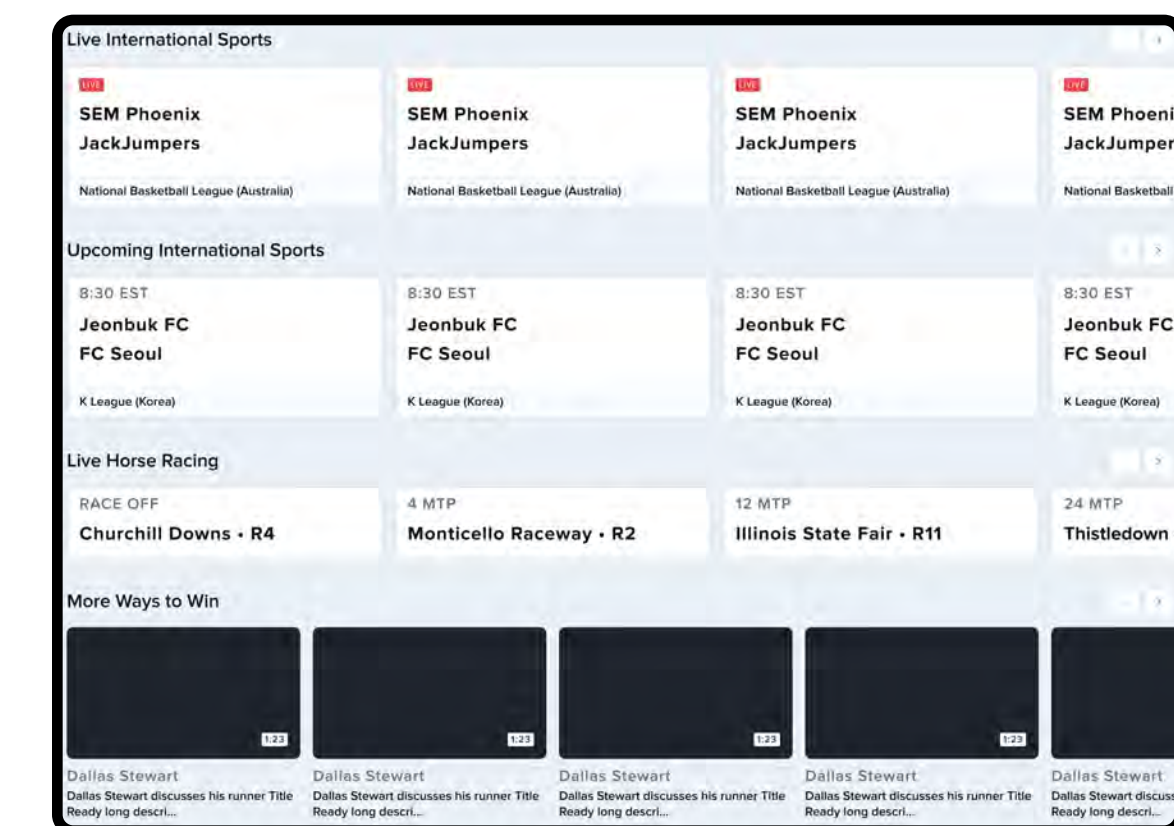
Log in & Sign Up
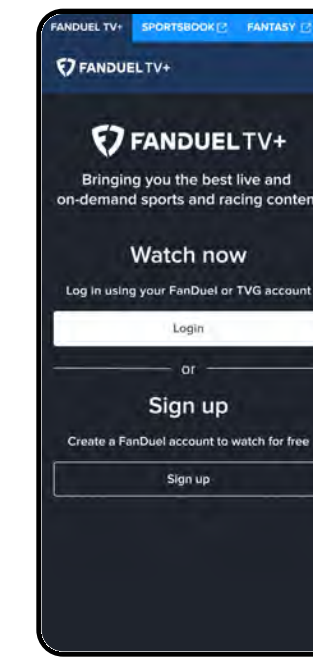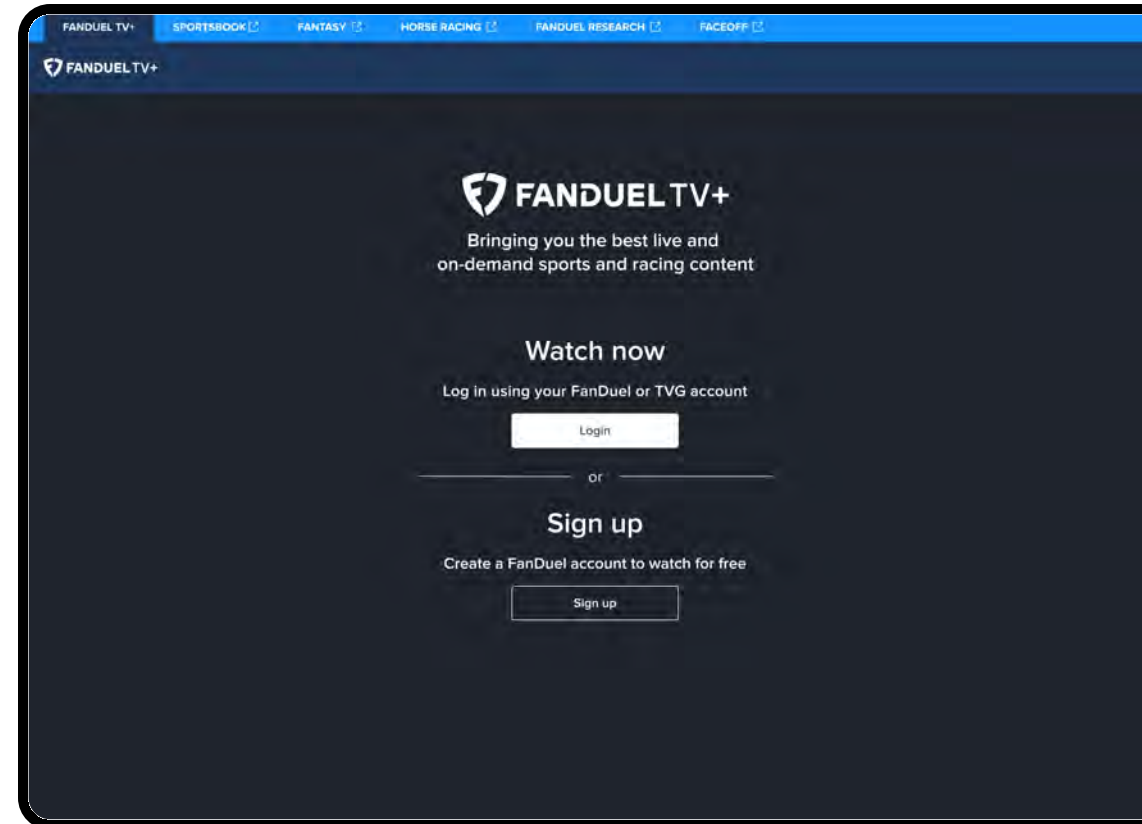
Hero & Live Channels
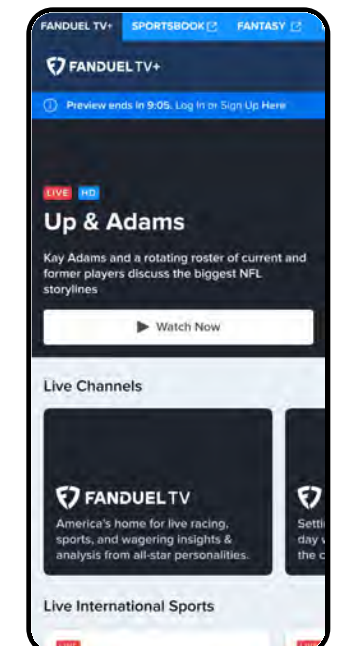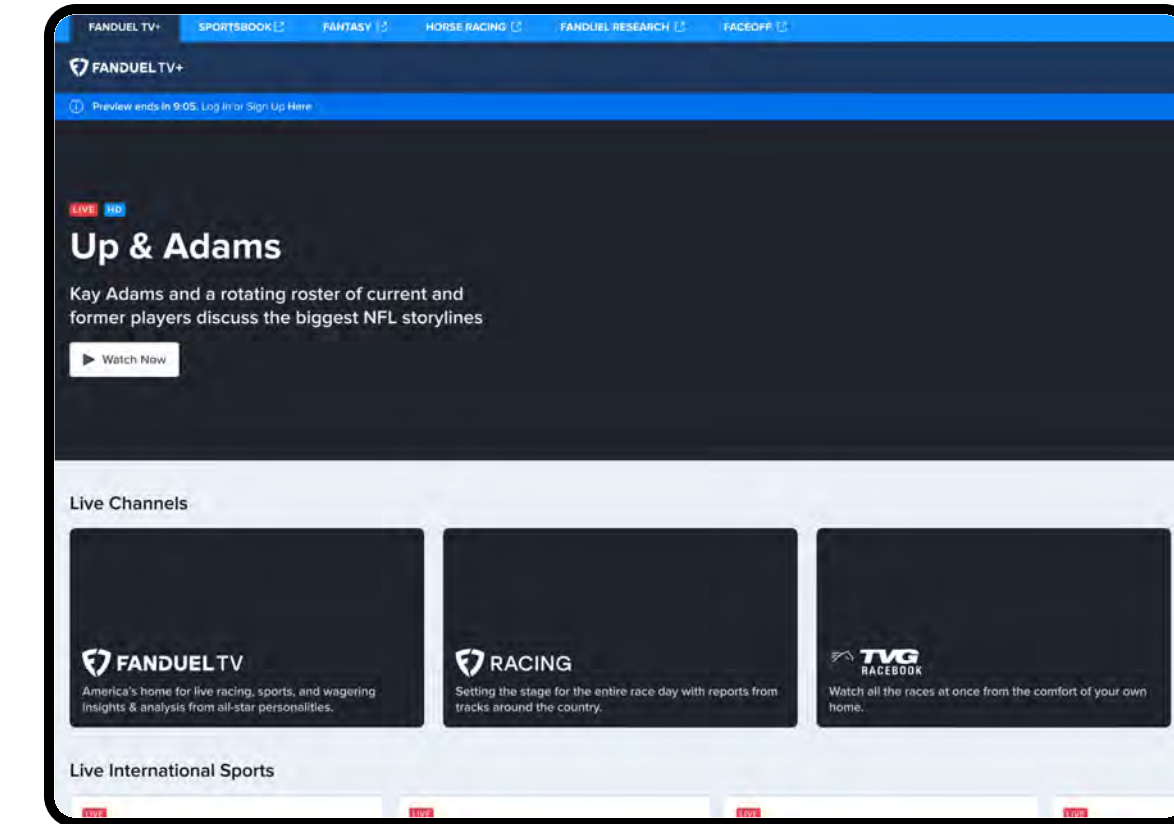
Navigation

Live Sports & Video Cards
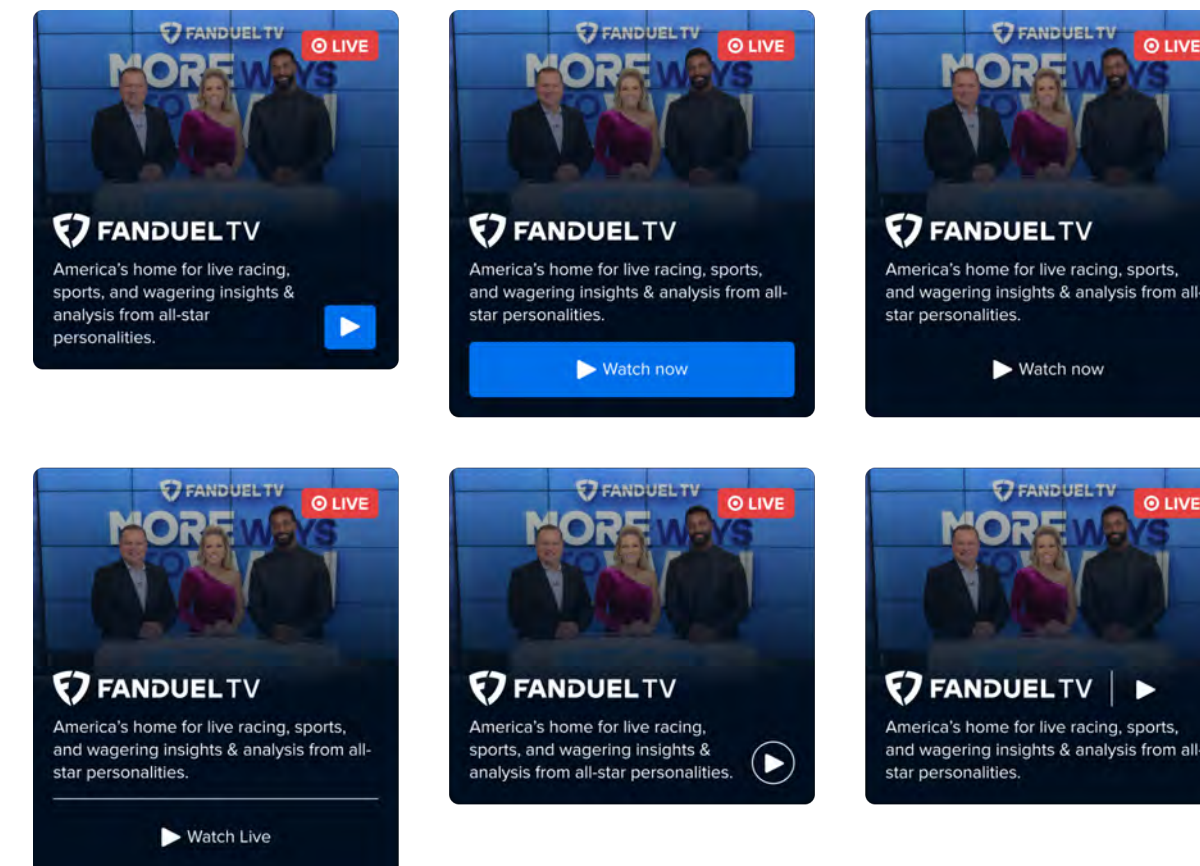
Linear Channels

Although this project had to feel similar to connected TV, I felt that the cards required an indication that there was content to be viewed.

A way of highlighting this was through some kind of icon or CTA and then how that might look across various device sizes.

Desktop Explorations

Mobile Explorations

Final solutions

Desktop - Default State

Desktop - Hover State

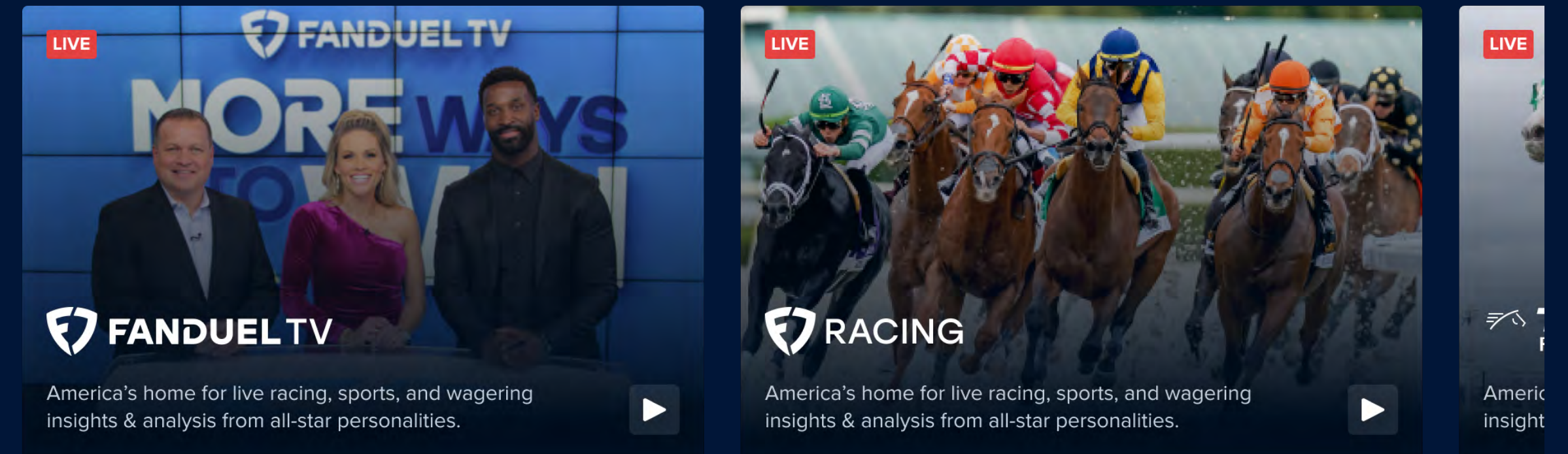Mobile - Default State

Linear Channels

I also explored how the cards might interact. On CTV the tiles scroll to the left, as the user clicks the right arrow on the remote.

I approached each device separately:

Desktop - Click & drag to scroll, as well as using control buttons. Which is also an accessibility requirement.

Tablet/Mobile - Swipe gesture.

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Live Channels

< >

LIVE FANDUEL TV
MORE WAYS TO WIN
FANDUEL TV
America's home for live racing, sports, and wagering insights & analysis from all-star personalities.

LIVE
RACING
America's home for live racing, sports, and wagering insights & analysis from all-star personalities.

LIVE
Americ
insight

Live Channels

< >

LIVE
RACING
America's home for live racing, sports, and wagering insights & analysis from all-star personalities.

LIVE
TVG RACEBOOK
America's home for live racing, sports, and wagering insights & analysis from all-star personalities.

Live & Upcoming cards

Whilst exploring ideas for Live & Upcoming events it became clear that each type of event should be styled differently.

This was to make it obvious which cards would be actionable.

These options show the various cues I explored to create the desired effect.

LIVE 4th | 2:16

SEM Phoenix

JackJumpers

National Basketball League (Australia)

LIVE

SEM Phoenix

JackJumpers

National Basketball League (Australia)

UPCOMING 8:30 EST

SEM Phoenix

JackJumpers

National Basketball League (Australia)

UPCOMING 8:30 EST

SEM Phoenix

JackJumpers

National Basketball League (Australia)

10/4 • 8:30 AM EST

SEM Phoenix

JackJumpers

National Basketball League (Australia)

10/4 • 8:30 AM EST

SEM Phoenix

JackJumpers

National Basketball League (Australia)

Live & upcoming cards

Since upcoming events do not take the user to a stream, styling those similar to a disabled state felt like the right approach.

Update

At that time there was limited data available to enhance the tiles. I have recently updated the designs which now include the team & league logos, live scores & timer. This will be part of an upcoming release.
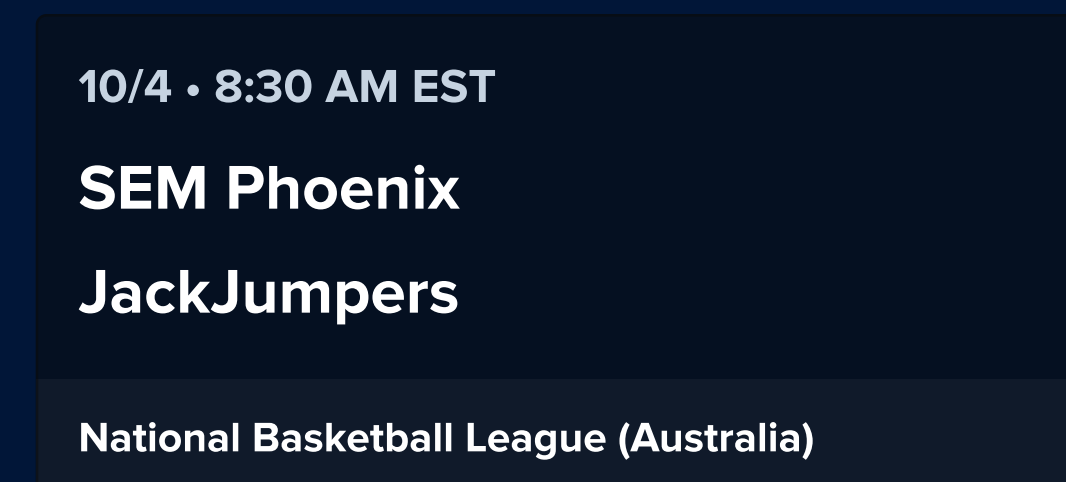
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Final solutions

LIVE

SEM Phoenix

JackJumpers

National Basketball League (Australia)

Desktop - Live Default State

LIVE

SEM Phoenix

JackJumpers

National Basketball League (Australia)

Desktop - Live Hover State

10/4 • 8:30 AM EST

SEM Phoenix

JackJumpers

National Basketball League (Australia)

Desktop - Upcoming Default State

Updated CTV solutions

LIVE

Guanghzou Loong Lions   0   0   Qingdao Eagles

1st • 8:19

ML: -190   O/U: 170   ML: +320

Chinese Basketball League (China)

12/11 • 8:30 AM EST

Guanghzou Loong Lions   @   Qingdao Eagles

S: -8.5   O/U: +8.5

Chinese Basketball League (China)
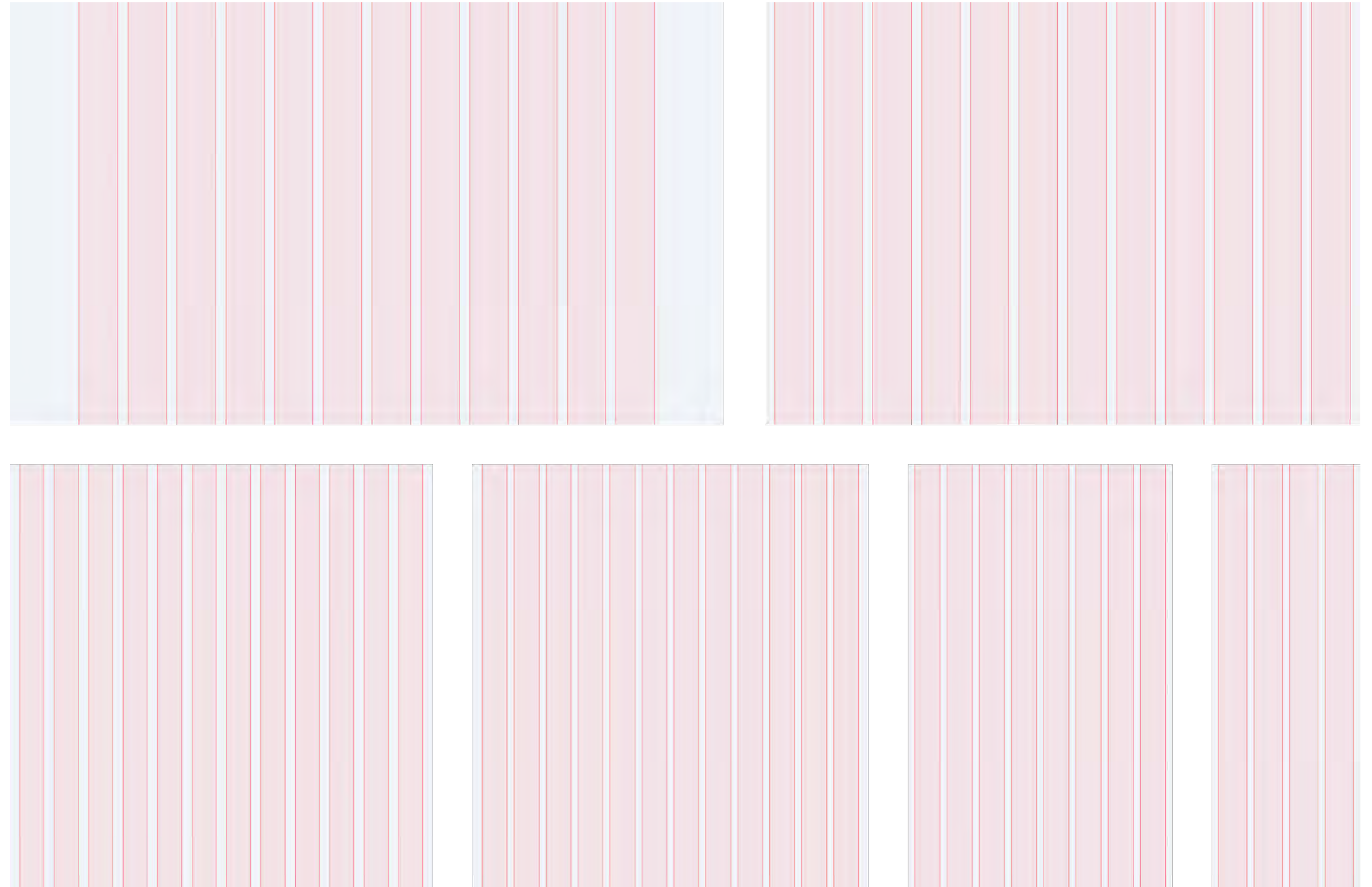
04
High Fidelity Designs

12 Column Grid

One of the asks for this project was make the product fully responsive.

Until this point all of FanDuel's web products used various spacing sizes for breakpoints.

Introducing a grid would help the engineering team when building components and layout consistency.

The grid is based off our 8 pixel horizontal rhythm.

Navigation

The Connected TV app currently has no navigation menu. On web, there had to be some form of information architecture, allowing users to switch between the FanDuel products.

We implemented an account menu as well as a cross-sell navigation into other FanDuel products.

HIGH FIDELITY DESIGNS
24/7 Channel Cards

A large focus for the connected TV app as the 3 live channels, which stream different types of content.

For web the interactions are slightly different - introducing a hover state that highlights the play button to indicate that the cards are actionable and display video content.
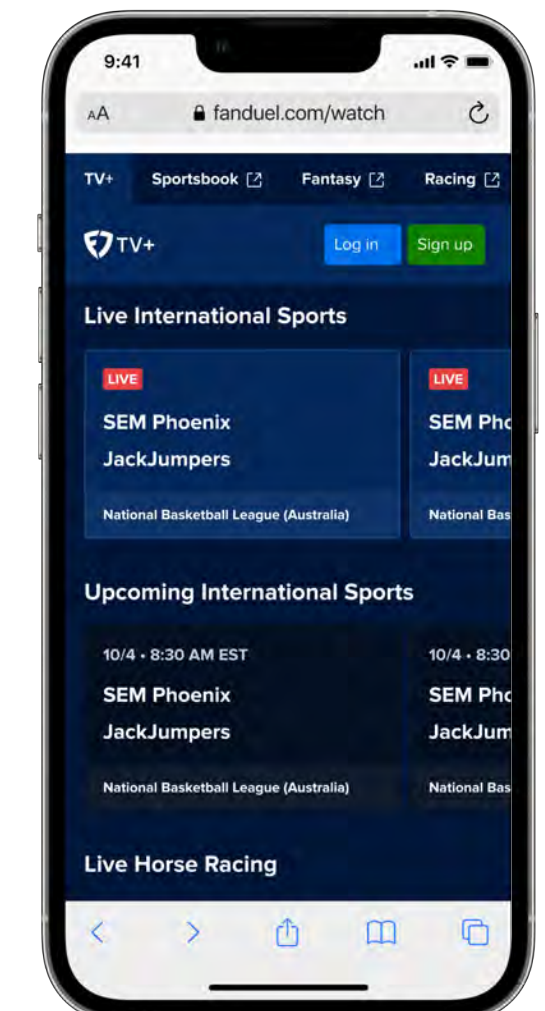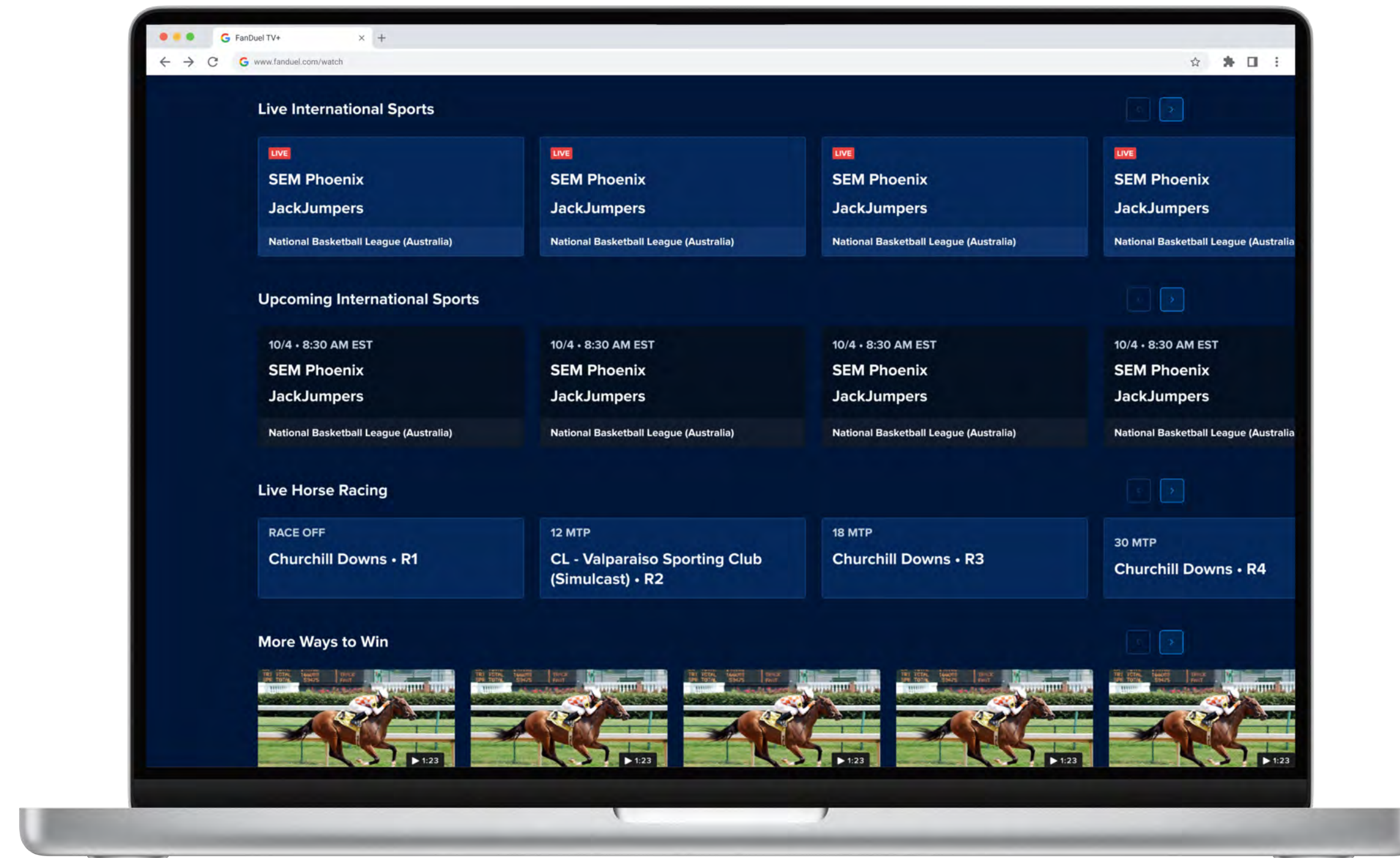

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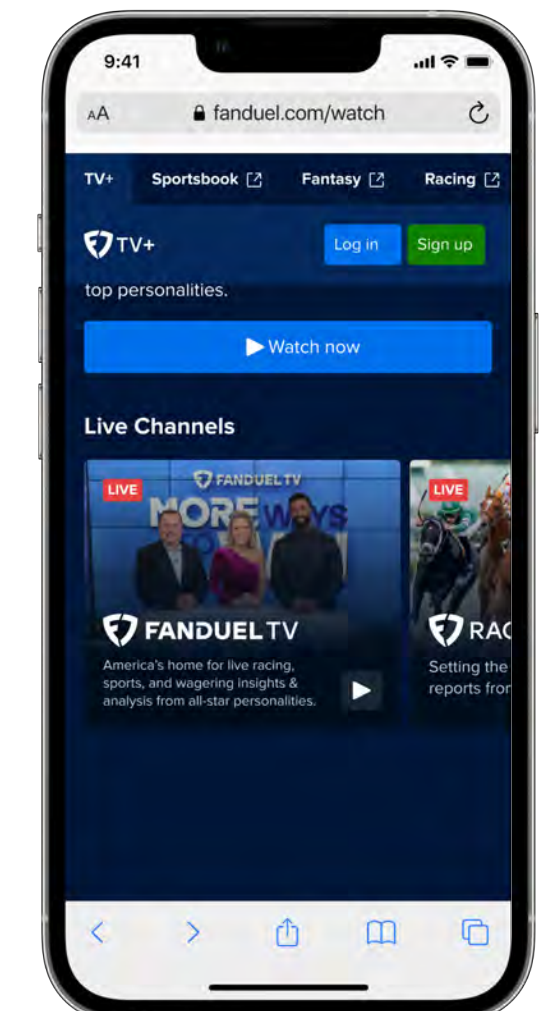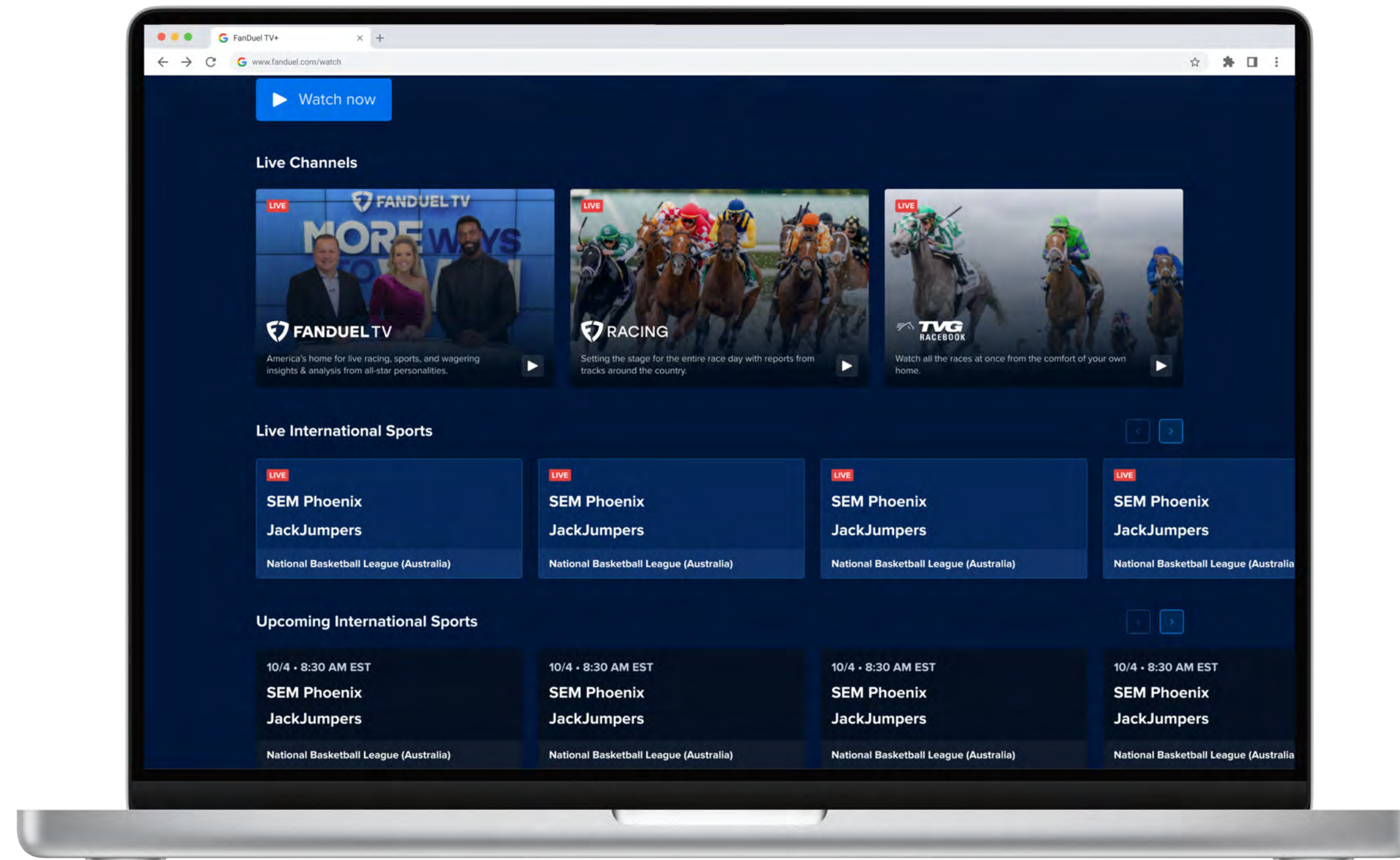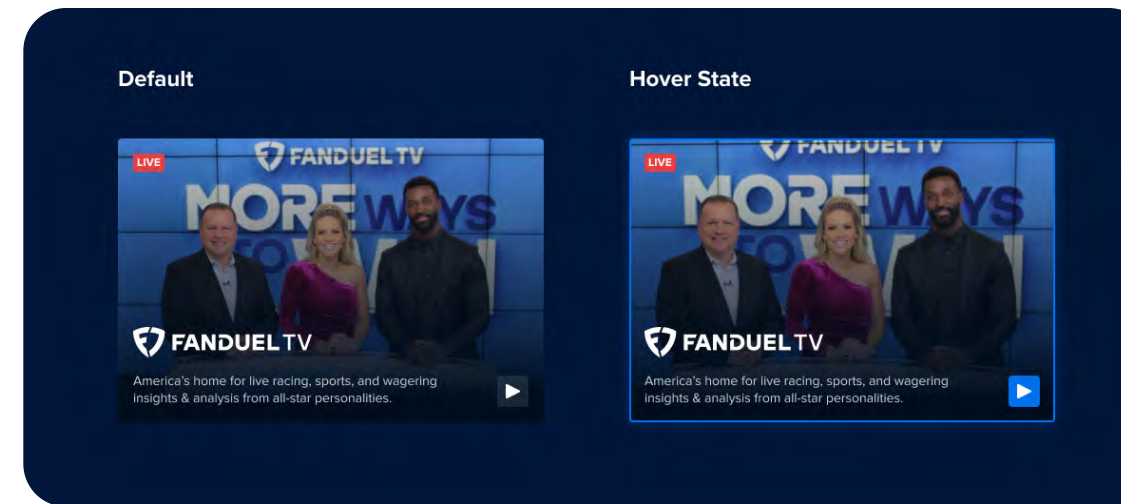
Live & Upcoming cards

At the time there was no programme guide for users to check future games and events.

Live and upcoming rows allow the user to scroll to view these events.

Bookmarking or creating reminders was out of scope for phase 1, which would have been a nice user experience to add to this feature.
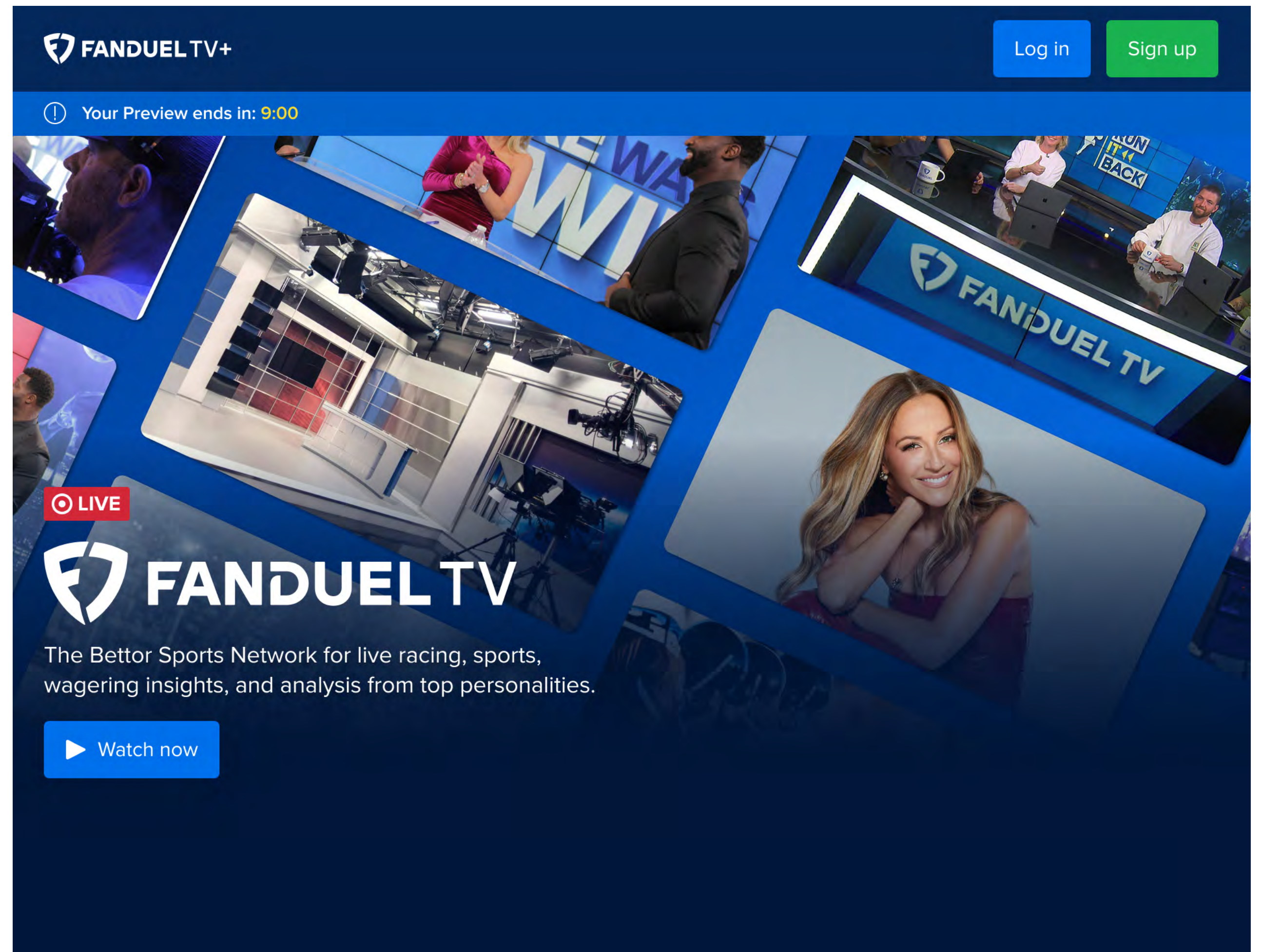
05
Anonymous Browsing

10 Minute Freeview

A freeview window was introduced to allow users to watch content for a limited time. The hope was that once the window expired they would be encouraged to sign up for a FanDuel account.
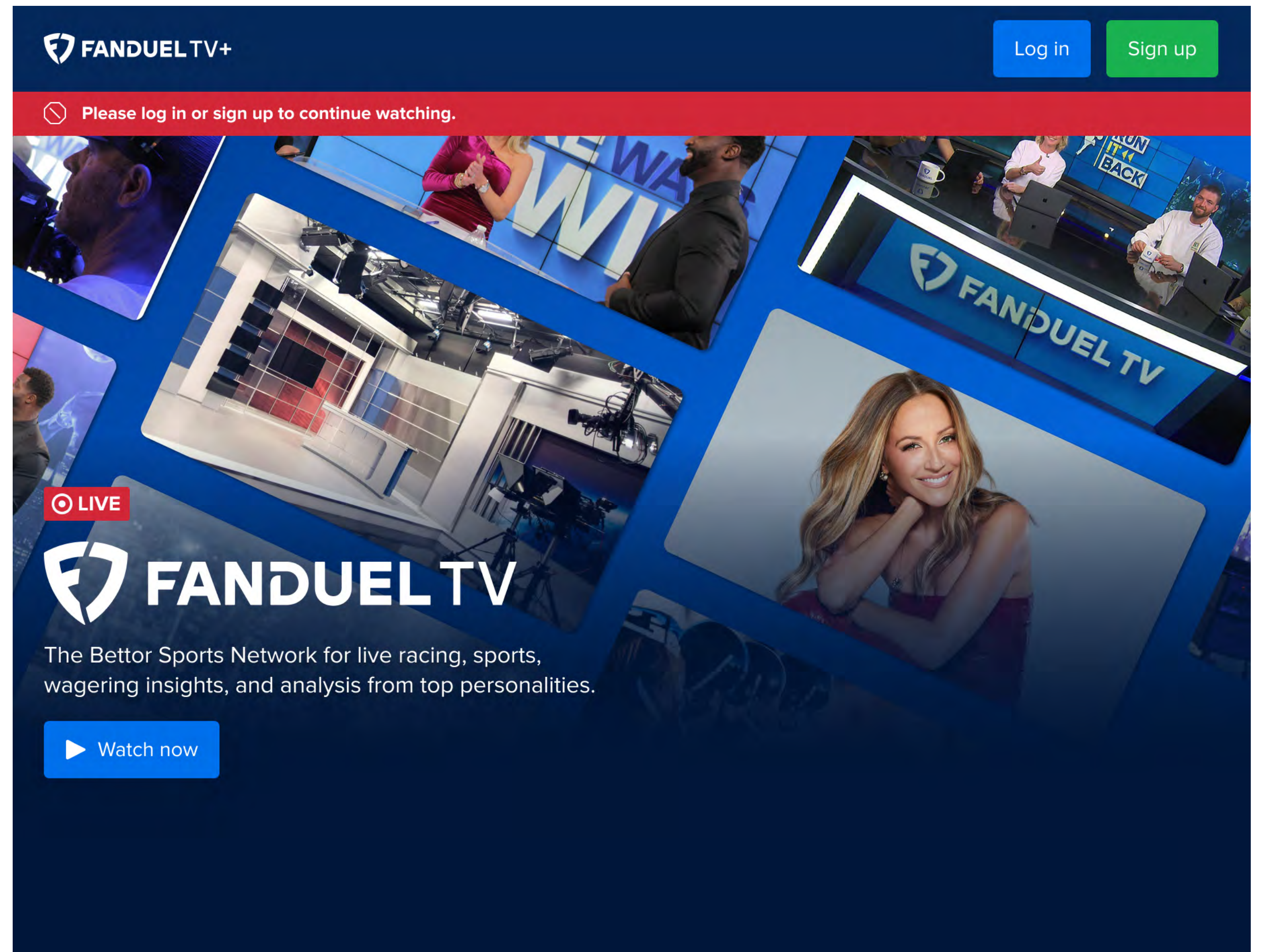
This would then give them access to betting features as well as streaming FanDuel TV+ content.
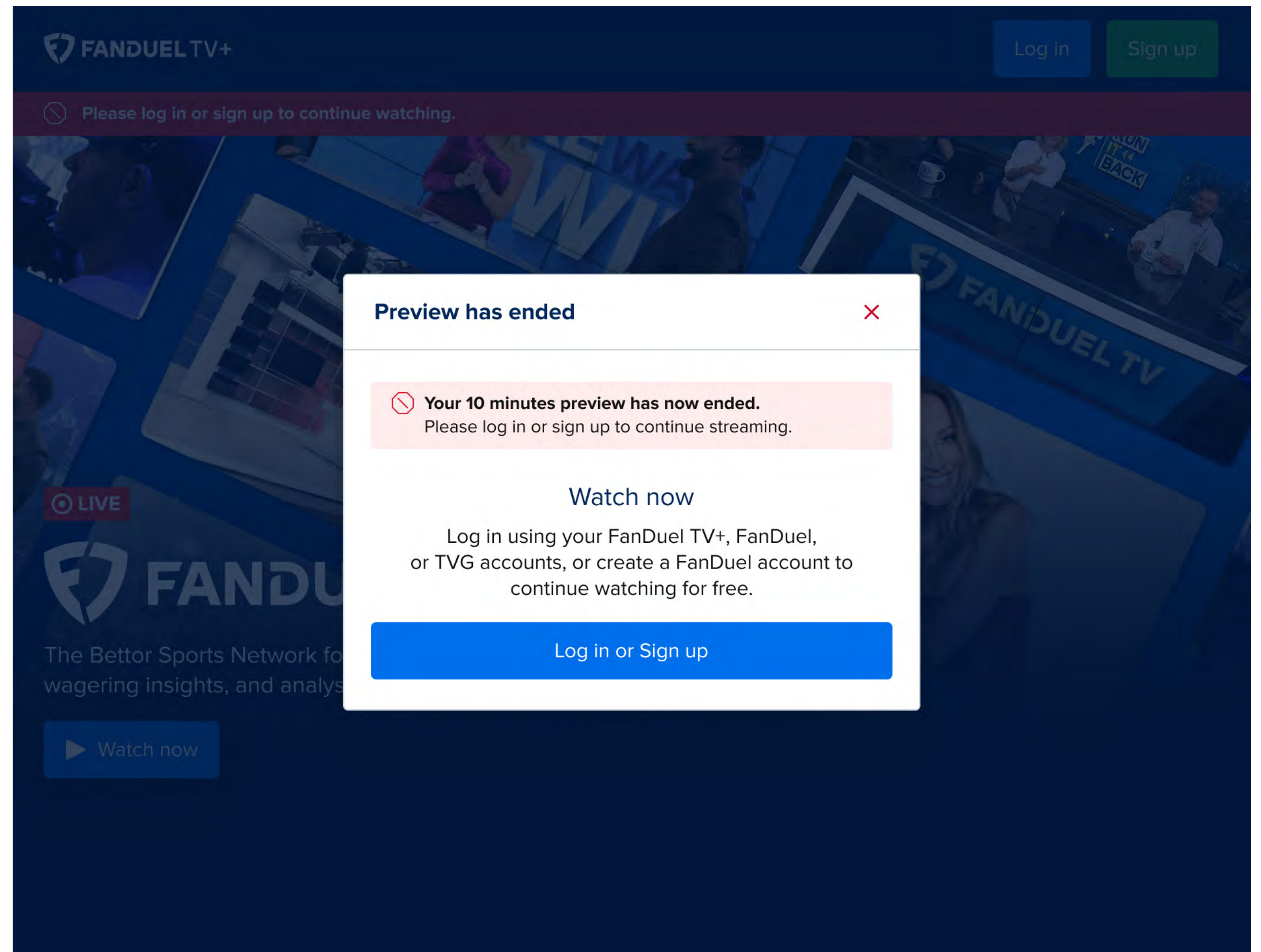
10 Minute Freeview

Once the freeview time expires the fixed banner changes status, encouraging the user to log in or sign up to an account to continue streaming.

10 Minute Freeview

If a user is streaming video content a modal message appears, prompting the user to log in or sign up.

06
Accessibility

ACCESSIBILITY

Level AA Conformance

Reaching AA accessibility standard was a high priority on this project. Working closely with the engineering team during handoff to make sure it was implemented.

07
Business Impact

Analytics

FanDuel TV+ Web was launched on 23rd August 2023.

In the past 6 months there has been a steady rise in the amount of new active users driven directly from FanDuel TV+ Web.

With new and improved content coming to the service, the hope is that this will also attract new users.

56.2%

Active FanDuel Accounts

3,449 FanDuel users have logged in to FanDuel TV+, previously these account holders had never used the TV platform.

52.3%

New User Accounts

359 new user accounts created on the web platform.

7,660

Cross sell to Sportsbook

Part of this project is to push traffic to Sportsbook and in turn place bets.

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