

# Underdog Fantasy App Feature Proposal



Underdog Fantasy

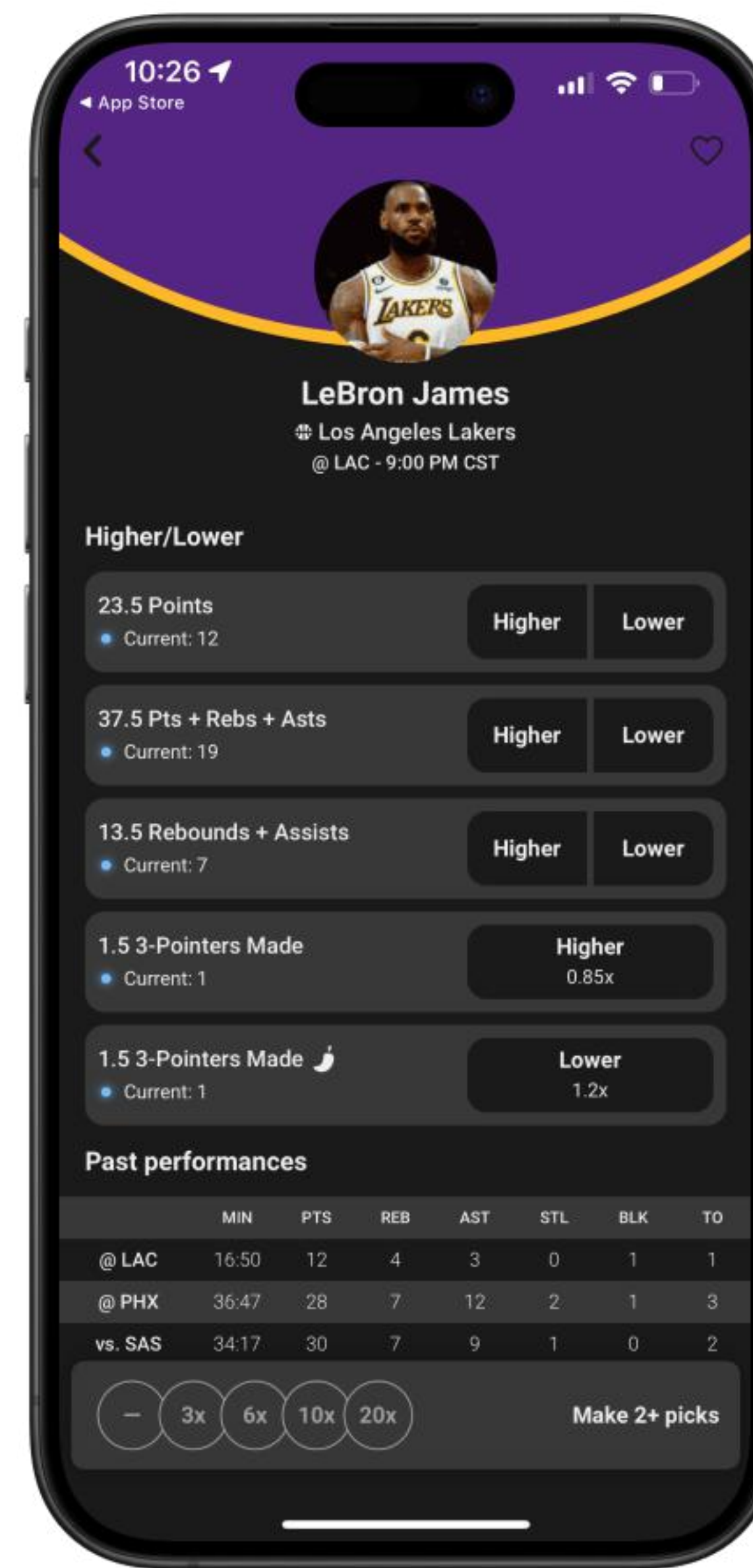
## Enhancing User Engagement

### Core value proposition

The addition of push notifications by Underdog Fantasy would introduce a direct and engaging way to keep users informed and excited about upcoming games, especially those involving their favorite teams. This feature effectively leverages personalization to enhance user experience and engagement. Here's a bulleted breakdown and this features potential impact:

- Personalization and User Engagement by sending push notifications to users. Notification content is concise yet informative, providing all the necessary details at a glance.

- Enhanced User Experience by prompting users with picks pertaining to the specified game not only streamlines the user journey but also capitalizes on the user's existing interest in the game.

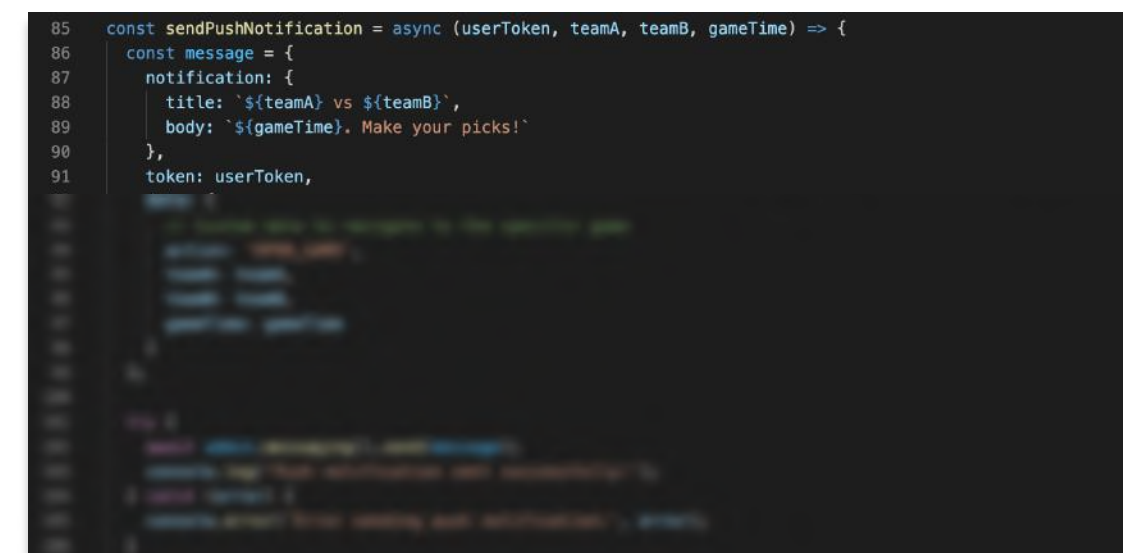


### Challenge & Objective

Recognizing the role of personalized engagement in enhancing user retention and satisfaction, The Underdog Push Notifications would be a strategic initiative aimed at providing users with timely, relevant updates about their favorite teams. The objective is clear: to improve user engagement by making their interactions with the app more personalized and intuitive.

### Execution

Implementing the Underdog Push Notifications requires the notifications to be concise yet informative, incorporating sport avatars for a visual touch that resonates with users at a glance. The phrase "[sport avatar] [team vs. team] [time]. Make your picks!" is a CTA that conveys all necessary details succinctly, prompting immediate user action.



Upon engagement, users will be seamlessly directed to the relevant game within the app, where they will be greeted with fantasy picks related to the game. This seamless journey from notification to in-app action will be critical in reducing friction and enhancing user satisfaction.

### Impact

The introduction of Underdog Push Notifications would enhance user engagement through personalized and timely updates to our users. If successful we'd see an increase in in-app activity and user retention, validating our design approach and strategy.

### Strategic Approach

The approach will be rooted in an understanding of our users' needs and preferences. By integrating push notifications that alert users to upcoming games involving their favorite teams, we could tap into their passion and encourage active participation in fantasy picks. The design challenge will be crafting notifications that are not only informative but also visually appealing and engaging, encouraging users to interact with the app.

### Overcoming Challenges

No project is without challenges. Ours would include the technical intricacies of managing push notifications, respecting user preferences, and ensuring the timely delivery of notifications across different time zones. My goal would be to closely collaborate with the engineering team to navigate these challenges, ensuring that the design not only met our aesthetic standards but also aligned with technical feasibility and user privacy considerations.

### User flow for push notifications feature



My previous experience with digital gambling web applications gives me confidence in my ability to design and aid in the implementation of the Underdog Push Notifications feature. This underscores my capability to drive user engagement through thoughtful design. I'm eager to join the team and help contribute to the platform's growth and success as Sr. Designer.

\*Previous experience: <https://thefairplay.io/>  
Problem: Improve UI for live sports betting games. "As a user I want to see a live play-by-play for the game I'm betting on."  
Solution: Design and implement play-by-play feed and live game cast

