



Community in the ESPN Fantasy App

Overview

Since 1995, when ESPN launched its first entirely internet-based fantasy product (baseball), ESPN has continued to invest in the growth of fantasy sports. Whether it's new sport offerings (launched WNBA Fantasy in 2022) or new formats (Gridiron Gauntlet for Football in 2025), the ecosystem of Fantasy sports at ESPN has continued to evolve ways fans can engage with sports statistics through a gaming lens.

Recently, sports have become more social due to the influence of social media, which 43% of young sports fans use while watching live games, and 41% of global fans now stream live sports on digital platforms. Younger fans, particularly Gen Z, are significantly more likely to engage with sports through social media, and many are using technology like "second screens" to stay connected during events. The stats make it clear that younger sports fans want to use sports as a vehicle for connection.

Your Challenge

Design a feature that would make sports fans feel like they belong to a vibrant community of fans.

Some suggestions for getting started:

- Select an experience goal (see example Experience Goals section below) that your team seeks to achieve with the feature. Feel free to use one of the examples, remix them, or develop your own.

- Start by looking at the ecosystem in the ESPN Fantasy app. Consider the platform's scale (millions of people are playing our seasonal Fantasy games). Sketch out how sports fans can currently interact on the ESPN Fantasy app. Pinpoint an opportunity for improvement within the problem space.
- With the experience goal in mind, craft a compelling rationale for how your feature will accomplish the experience goal.

Sports fandom is a journey marked by the highs (celebrations) and lows (last-second losses) of competition. How can we foster positive community interaction within the ESPN Fantasy App so sports fans **feel** like they're not the only person on that journey at any moment?

Example Experience Goals:

- Make it **easy** for fans to express interest and receive accurate, relevant content centered around their interests.
- **Empower** fans to understand and control how their personal data and app engagement shape their community experience.
- **Support** fans in evolving their fandom and accessing content that matches their level of engagement.
- Enable both **individual** and **group** participation: connecting, comparing, communicating, and even competing with other fans.

Considerations

- What makes online sports communities engaging, inclusive, and enjoyable?
- What missed opportunities exist for digital community-building among fans?
- What are the key pain points and opportunities for connection among sports fans?
- How might the app celebrate, support, and unite people around sports?
- How will users feel safe to express themselves, learn, and evolve within this app's community?
- What interventions might minimize negativity or exclusion, while amplifying authentic connections?
- How does your solution give users agency over their experience, data, and participation?
- How might ESPN encourage fans to celebrate victories and learn from defeats in a spirit of healthy rivalry?
- What might a world look like where fans can freely change their identities or allegiances without fear of judgment?

Deliverable Expectations

Tell a story about your feature. Show us how your feature would work in context. That can take many forms, such as:

- Presentation
- Prototype
- Video
- Case study
- Interactive demo
- Medium not listed above that works best for your idea

Feel free to be creative in *how* you communicate your ideas. It's up to you, and we trust you'll pick the medium that best communicates your ideas and designs.



Hosts for the ESPN Project

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