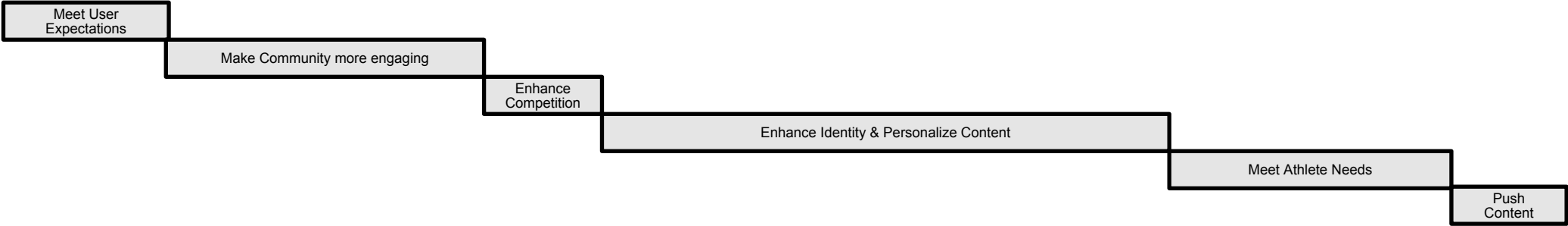
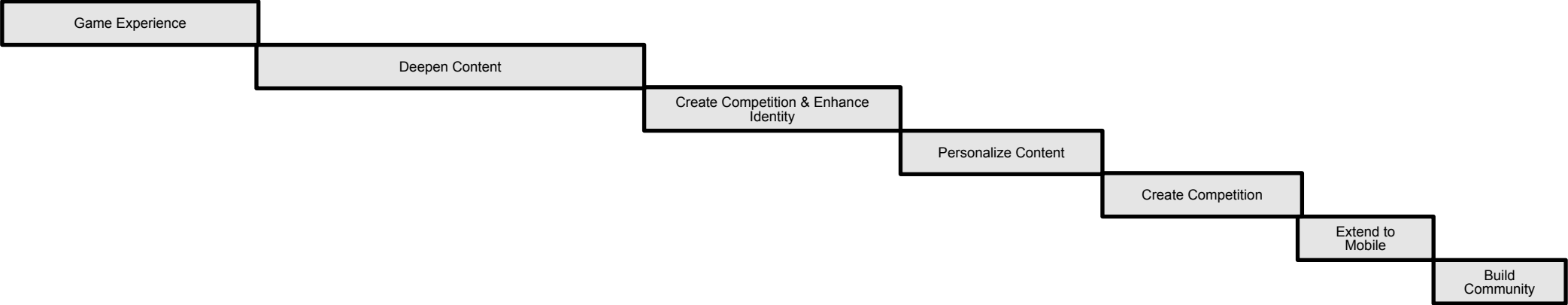


Fanlime 1.3 Overview - Priority 1 and 1 (e) Items



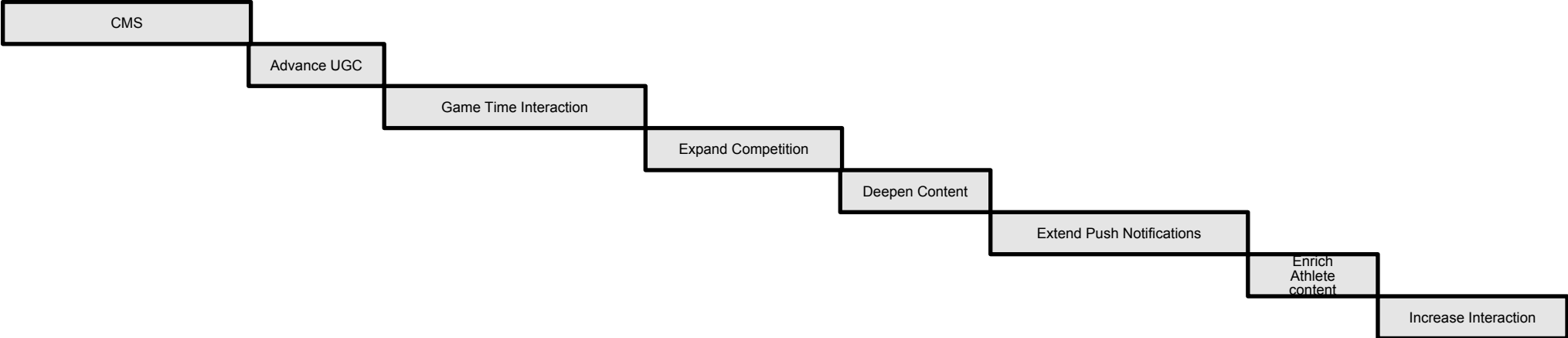
Fanlme 1.3 Detail - Priority 1 and 1 (e) Items	Meet User Expectations	Make Community more engaging	Enhance Competition	Enhance Identity & Personalize Content				Meet Athlete Needs		Push Content			
Community: Whenever		See whether an article has been viewed by any friends Make current commenting and sharing more clear	View of my sports community (Bulletin Board)										
General Tips	Ensure user's content always up to date Update news headlines to be more engaging... Update video interaction on My News			Get metrics in place as soon as possible.									
General Tips My Profile	Move team, roster stuff out of profile Move Fantasy into my profile												
Community: Real Time	Game Check-In & Interaction		See what games friends have checked in to & are... Receive a reminder when a friend checks into a game See recommended friends to watch a game with Receive updates if friends update plans to watch a... Invite friends to a game on fanlme See that user accepted my invite to a game...										
Competition					Break this story first for fanlme points								
Competition Points & Leaderboards	Clearly understand when and why I earn points...												
Identity is...	Encouragement and ease of use in updating my identity					More visual and prominent way to show off my identity Games you've caught feature							
Identity is... Getting Started							Rating of how much you like each sport, team, player			Create my identity as I go through the site...			
Personalized Content								Ability to follow / like a specific author or resource					
Push Notifications												Email Newsletter Personalized... Email Newsletter with what to watch and forecasts...	
Athlete Needs										Viewing alumni team page Notification that a teammate has joined...	Interacting with old team roster		
Content Depth	Top News in sports in general												
Sign In & Onboarding	Update sign in from our sketches Update onboarding interactions Update Invite options at the end of onboarding Set defaults instead if don't sign up (by season)												

Fanlime 1.4 Overview - Priority 2 items



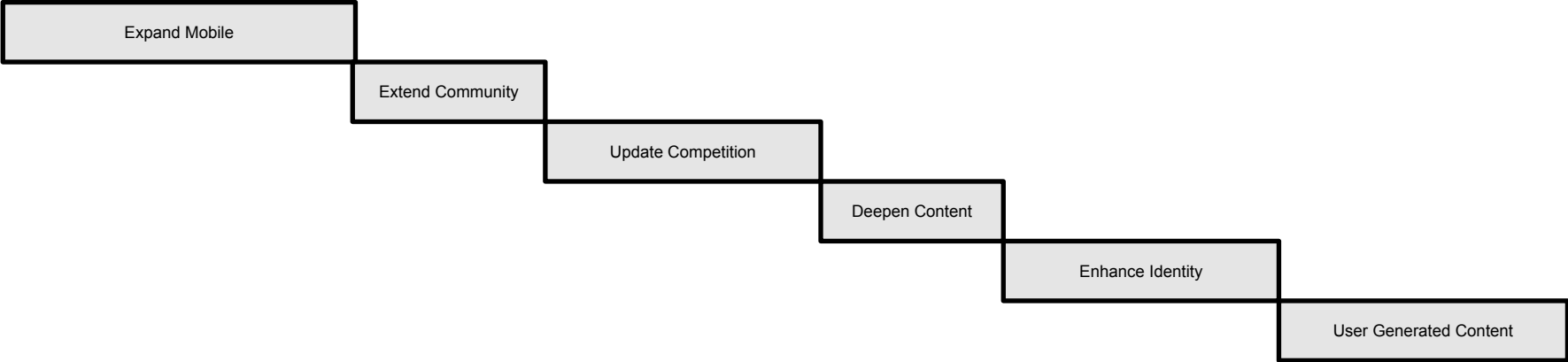
Fanline 1.4 Detail - Priority 2 items		Game Experience	Deepen Content		Create Competition & Enhance Identity	Personalize Content	Create Competition	Extend to Mobile	Build Community
Personalized Content		Game Day Experience				Real time game day updates Custom news and interaction around ...			
Content Depth		Content on who athlete is as a person, backstory (give athletes tools to... Top user comments (highest rated comments...							
Content Depth	Site Editors & Tagging		See that this article is hard to find or unique Editor would tag an article as hard to find or unique Editor would tag an article as breaking news Breaking news feature Find a better tagging solution for extending the site (interns help?)						
Competition	My Profile			Six degrees of Lebron (on profile: show you how far removed you are from your favorite athlete or team)					
Competition	Points & Leaderboards					Biggest Winner and Losers (everyday you see Lis and these 5 people lost... Loyalty points, fan of a particular team (something that gets you to come back... Point Leader in your groups Change your status (commissioner, head coach, etc) Update Prediction Challenge (active win streak, biggest winners vs... Overall fanline points leader Have users compete as teams? (i bet mafia wars is good because you act ...			
Technology Used							Optimized view for mobile web		
Community: Real Time	Game Check-In & Interaction	View game information: who is planning on watching, who might like... Ability to comment on a game							
Community: Whenever								Location of similar fans - Seeing another...	

Fanlime 1.5 Overview - Priority 3 items



Fanline 1.5 Detail - Priority 3 items	CMS	Advance UGC	Game Time Interaction	Expand Competition	Deepen Content	Extend Push Notifications	Enrich Athlete content	Increase Interaction
Personalized Content	Want CMS to better understand user behavior (this would allow people to author articles, etc)							
User Generated Content		A way to view UGC (and see how many people...						
Community: Real Time			Message or video chat with friends during the game					Did you see? (idea where fanline highlights a play or news item and ...
Competition				Special Event: (i.e. Draft competitions)				
Content Depth					See what other users are reading and viewing most			
Push Notifications						Receive updates when friends share or ... Mobile push notifications (i.e. accepted invitation)		
Athlete Needs							Information on alumni events (team page)	

Fanlime 1.6 Overview - Priority 4 items



Fanlime 1.6 Detail - Priority 4 items	Expand Mobile	Extend Community	Update Competition	Deepen Content	Enhance Identity	User Generated Content
Technology Used	Scores, game times on mobile product - tied to another feature					
Community: Whenever		Viewing / getting recommended similar... Recommend friends based on fanships (i.e. fans...				
Competition			Update Debate feature (who's better)			
Content Depth				Branch out more to high schoolers, star recruits		
Identity is; Identity is for...					Add my location and availability for rec ... Ability to view other users' availability and preferences	
User Generated Content						A way to upload and share posts and articles written by me