



### Think & Feel?

How do I know when a match really starts?

Will I be able to see all social media updates within the app?

I like the way the new LoL client looks the most!

Where can I find official announcements by the developers?

I care about Twitch updates the most!

Most fans participate in a national rivalry with the teams they root for.

"Good game!"

"Big plays!"

### Hear?

"LOL"

"Comeback!"

People are more positive around each other when there aren't any negative statistics seen on their profile.

### See?

Visual consistency is important.

Brand recognition.

### Say & Do?

"That hero is imbalanced!"

"I use Reddit and Official LoL forums."

"I learn to play better from watching eSports."

"1 level of forum subsections is enough."

"I watch eSports when I don't have time to play."

Negativity should be moderated in communities.

### Problems

People love to complain on forums.

Tournament delays are unexpected.

"Why would I use your forum over big names like Reddit?"

"I waste time looking for good information across the web."

### Goals

I want to see professional teams suggested based on my nationality.

I want to be engaged before I participate.

I want to see international and local teams separately.

I want to see the social media feed first with the newest info.