



kaikoo

The Ultimate Platform For eSports Coaching

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About **the project**

kaikoo is a web and **desktop tool for eSports teams** designed to **unify all the tools that a technical team needs.**

Most of the functionalities are available in other tools that, in most occasions, are not especially made for esports, that's why kaikoo was born, to **help coaches and analysts work in an easy and more effective way.**

Our **Approach**

How we approached this challenge

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How we approached this challenge



**League of
Legends
(LoL) lingo &
gaming culture**

Our **Approach**

How we approached this challenge



Learn

League of Legends (LoL) lingo & gaming culture



Explore

Explore the **process of coaching** an E-sports team

Our **Approach**

How we approached this challenge



Learn

League of Legends (LoL) lingo & gaming culture



Explore

Explore the **process of coaching** an E-sports team



Understand

Understand coaches & player **behaviours**

Our Approach

How we approached this challenge



Learn

League of Legends (LoL) lingo & gaming culture



Explore

Explore the **process of coaching** an E-sports team



Understand

Understand coaches & player **behaviours**



Identify

Identify coaches **pains & needs**

Benchmark

Competitive Analysis

The screenshot shows a League of Legends player profile. At the top, it displays the player's rank as 'Unranked' in 'Ranked Solo' and 'Flex 5.5 Rank Bronze 1'. A circular progress indicator shows a 60% completion rate. Below this, there are statistics for '10G 6W 4L' with a KDA of 6.2 / 6.8 / 17.6 and a 3.50:1 ratio (54%). A list of champions is shown with their respective KDA: Nautilus (3.5 KDA), Kayn (9 KDA), and Lulu (7.17 KDA). The 'S2020 Total' section lists various champions and their performance, such as Lulu (2.45:1 KDA, 75% win rate) and Illaoi (1.95:1 KDA, 67% win rate). The 'Recently Played With' section shows recent matches with team compositions and results.

Color Language (blue - win/ red-lose)
Icons usage
Information prioritization

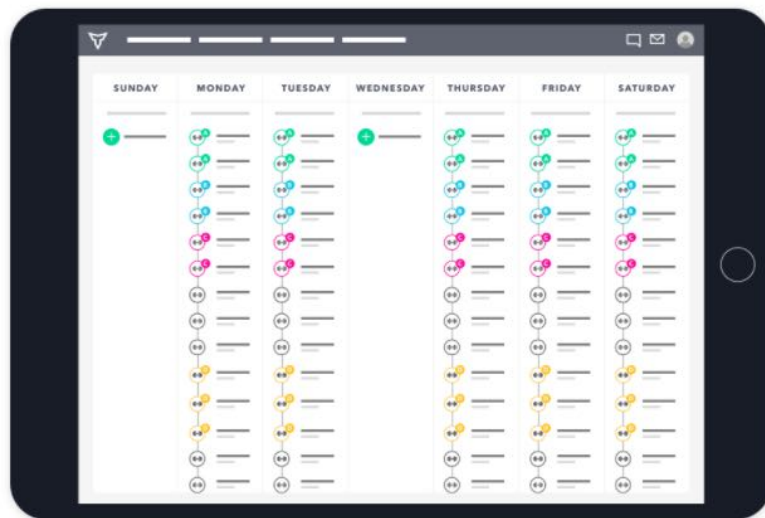
The screenshot shows a League of Legends statistics page for 'Blitz User'. The page is titled 'Statistics' and includes tabs for 'Leaderboards', 'Guides', and 'Maps'. A search bar is present at the top right. The main content is a table of ranked agents, with columns for Rank, Agent, KD, KDA, Win %, Pick %, Avg. Score, First Bloods %, and Matches. The table lists 12 agents, with Sage at rank 1 and Viper at rank 12. The table is filtered by 'Competitive' and 'All Maps'.

Rank	Agent	KD	KDA	Win %	Pick %	Avg. Score	First Bloods %	Matches
1	Sage	0.96	14.1 14.7 4.5	52.1%	19.6%	195	11.7%	28,489
2	Omen	1.00	15.6 15.6 3.8	49.8%	13.9%	213	14.3%	20,145
3	Jett	1.16	17.6 15.2 3.2	49.5%	12.7%	245	18.3%	18,453
4	Killjoy	1.05	14.8 14.1 4.4	45.6%	12.3%	214	10.1%	17,918
5	Reyna	1.11	17.2 15.5 4.2	50.0%	11.2%	244	16.1%	16,242
6	Raze	1.08	16.6 15.4 5.0	48.6%	9.9%	246	15.2%	14,318
7	Cypher	0.99	14.5 14.6 4.6	51.0%	8.5%	199	11.0%	12,329
8	Phoenix	1.12	17.4 15.6 4.4	50.0%	8.0%	247	15.9%	11,639
9	Brimstone	0.95	14.8 15.5 4.6	54.1%	7.2%	207	11.9%	10,485
10	Sova	1.01	15.0 14.9 6.0	53.5%	6.6%	215	11.8%	9,595
11	Breach	0.97	15.2 15.7 4.8	65.5%	1.6%	215	13.6%	2,277
12	Viper	1.02	15.1 14.9 3.4	51.9%	0.8%	218	13.5%	1,170

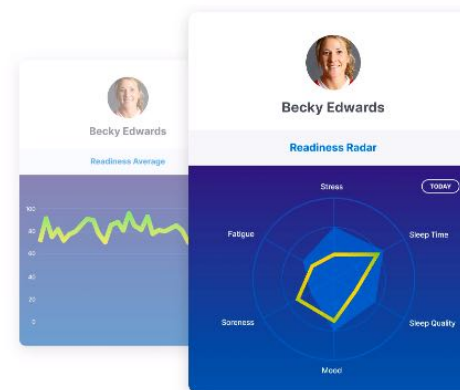
Categories
Data usage
Information structure

Benchmark

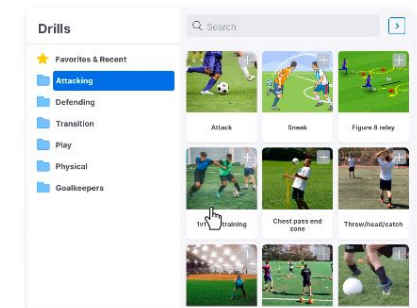
Comparative Analysis
Other coaching tools in different fields



Tasks table
Organised structure (vertical)



Visual Analysis
Use of Graphics



Individual tasks
Overview all tasks
Training categories (templates)

Research

Who did we interview?

People between the age of **16 - 28 years old**

People who **play League of Legends**

Work in the eSports industry

Experience competing at **amateur and professional levels**

Research



-
- 9** Coaches
 - 3** Players
 - 2** Managers
 - 2** Directors



-
- 33** Gamers
 - 52** Non Gamers



-
- 8** Coaches
 - 2** Managers

Insights

About coaches behaviour

9/9

Coaches use **multiple platforms** to keep **track of players progress**

7/9

Assign gameplay related **tasks & trainings**

9/9

Coaches use **google drive, calendar and spreadsheets** to keep track of player performance

9/9

Use OP.GG website for drafting and researching rival champions

Insights

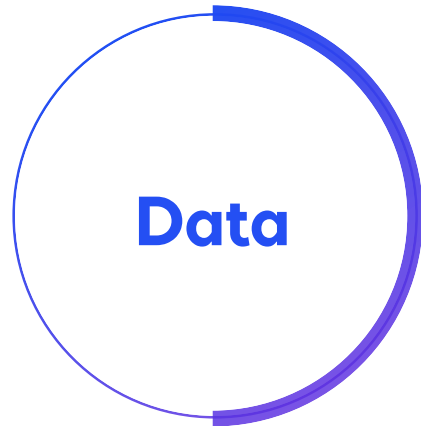
About the data coaches analyse



The most important data coaches need is about **champions win rate & usage** to make better drafting selections

Insights

About the data coaches analyse

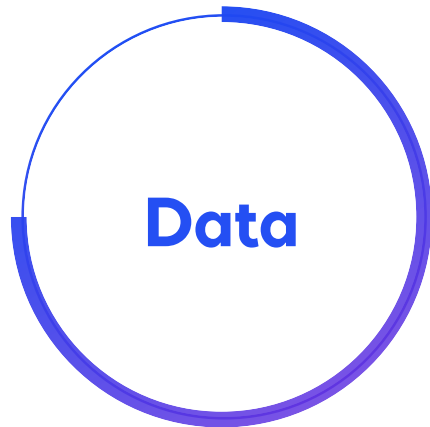


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Want to **visualize strategic data** that allows them to plan ahead of matches

Insights

About the data coaches analyse



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Need to **distinguish gameplay patterns within their team and their rivals**

Insights

About the data coaches analyse



The most important data coaches need is about **champions win rate & usage** to make better drafting selections

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Need to **distinguish gameplay patterns within their team and their rivals**

Overview data (KDA, KP, C/min, gold/min, damage/min)

Problem Statement

eSports coaches are **frustrated** managing and tracking players **progress** because **they use multiple softwares/tools** to analyse team data and it's time consuming.

If we can solve this problem, **it would impact coaches and players** positively because **visualizing data will be more efficient** and it will **help them improve the overall performance of the team.**



MALPHAS98

Jorge Gómez

Jorge (*Malphas98*) is a **former LoL player** who, over time, developed a **passion for leadership and team management**. He started playing with friends and ended up being their current headcoach, who call themselves **DeazlyMonkeys**. **Currently their team is in the professional category** but they aspire in the future to be able to increase their rank and participate in SLO (Super League Orange)



We need to stop using 19th century tools in the 21st century to facilitate the process of coaching E-Sports athletes



AGE 22

JOB eSports coach

LOCATION Spain



GOALS

Wants to improve his coaching skills

Be more efficient tracking players progress and giving them feedback

FRUSTRATIONS

Tracking his players **results in different websites** like OP.GG, Blitz & Mobalytics to view his teams data

Using multiple tools and channels to coach the players



DROTE_

Pedro Garcia

Pedro **trains 4 hours per day** and is passionate about the E-Sports industry. He follows pros and **learns** from them by **watching** their **replays**. He **wants to improve** his level but **struggles understanding emotions** when playing.

“ I want to be able to track my progress to know that my level is improving ”

AGE 16

JOB Student/Gamer

LOCATION Spain



GOALS

Invest more time playing to improve his level.

To become challenger or aspiring candidates to be part of a professional team.

FRUSTRATIONS

Struggles keeping up with school assignments

Not having a detailed plan to follow and keep track of his progress.

Brand



Original logo

Approach to the world of statistics and data analysis by using round shapes.

Brand



Original logo

Approach to the world of statistics and data analysis by using round shapes.



Rebranding

Arrow pointing upwards that symbolizes both personal improvement as a player and team improvement as well.

The gamer's journey through the gaming experience in Esports. As there is always room for improvement, the logo stroke is not a closed circuit.

Style Tile

Track, plan & visualize

Sigue el rendimiento de todo tu equipo en una sola ventana con los datos que realmente te interesan. Da de alta a tantos equipos como quieras trackear, y tenlos siempre a mano para poder seguir tanto a tus jugadores, como a tus rivales.

Envía ejercicios para que tus jugadores mejoren su rendimiento, el progreso se actualizará automáticamente con los datos ingame del equipo

Start

Play

Play



TOP



JUNGLE



MID



ADC



SUPPORT

Aspiring

Competition

Team Building

Proficiency



Primary
#0A0452

Secondary 1
#4554EF

Secondary 2
#E9366D

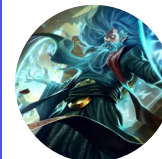


KDA 5|2|9
2.08%

Cs
1.31%

Gold/m
1.06%

Ward
1/2/8

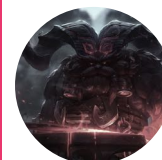


KDA 5|2|9
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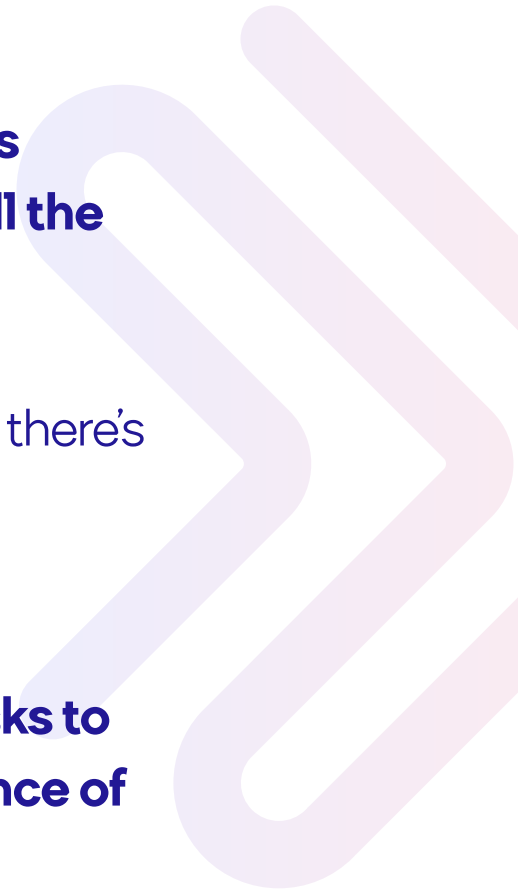
Ward
1/2/8

Scenario

Jorge **use to check multiple websites to keep track of the players progress** but he **has been using Kaikoo lately because he has all the tools he needs in one place.**

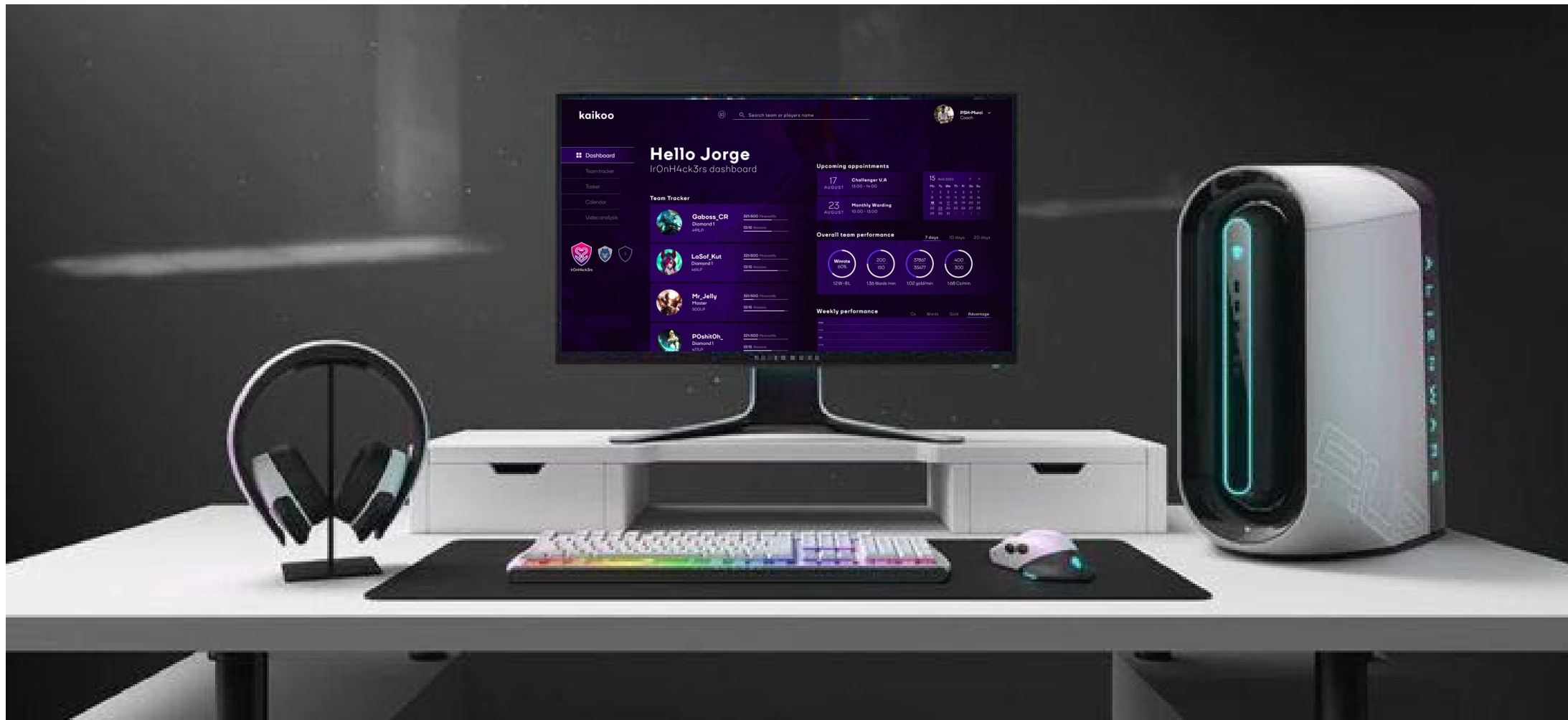
The League of Legends Sphere Wars **tournament is next week** and there's a huge prize pot plus a chance to compete in the SLO (Super League Orange).

Kaikoo will allow Jorge to track players progress and assign tasks to any team member who need extra work so the overall performance of the squad improves.



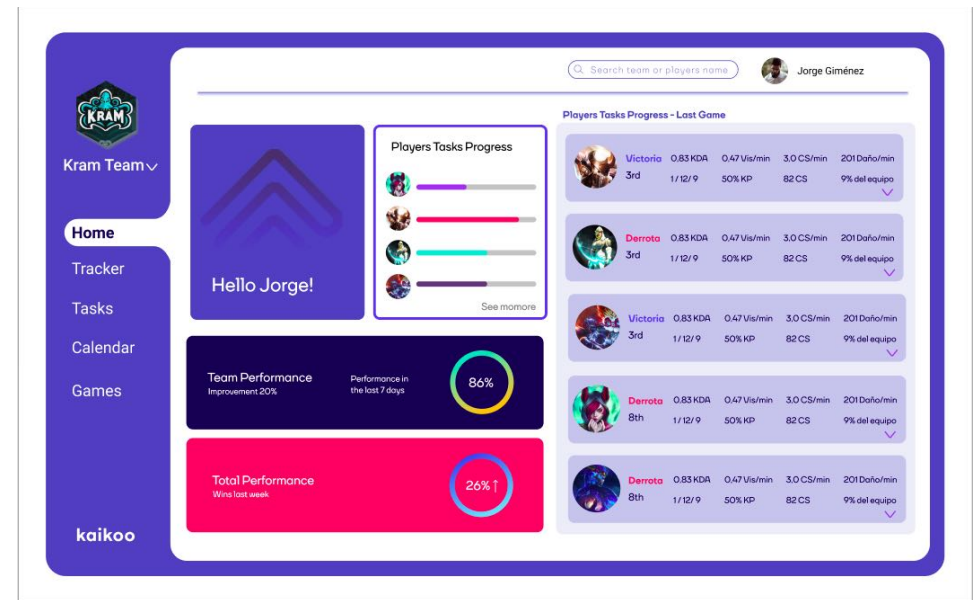
The Prototype

A UI that is tailor made for E-Sports Coaches

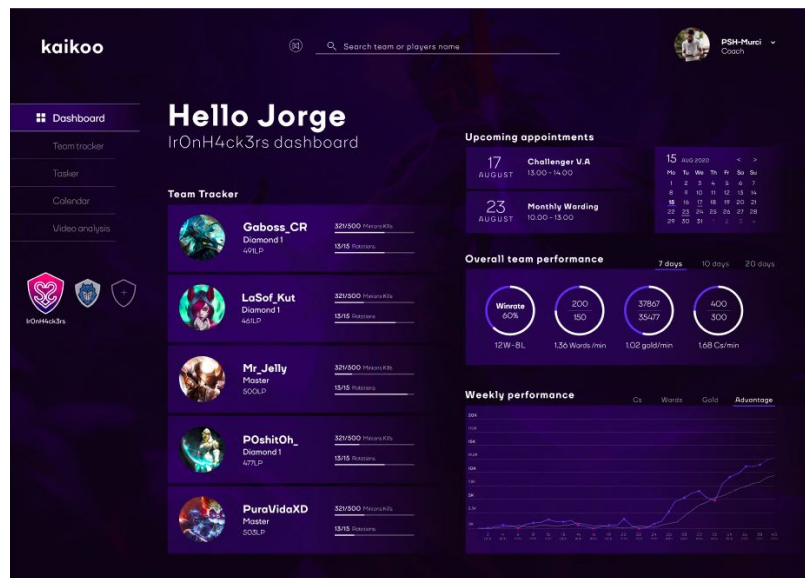


The Process

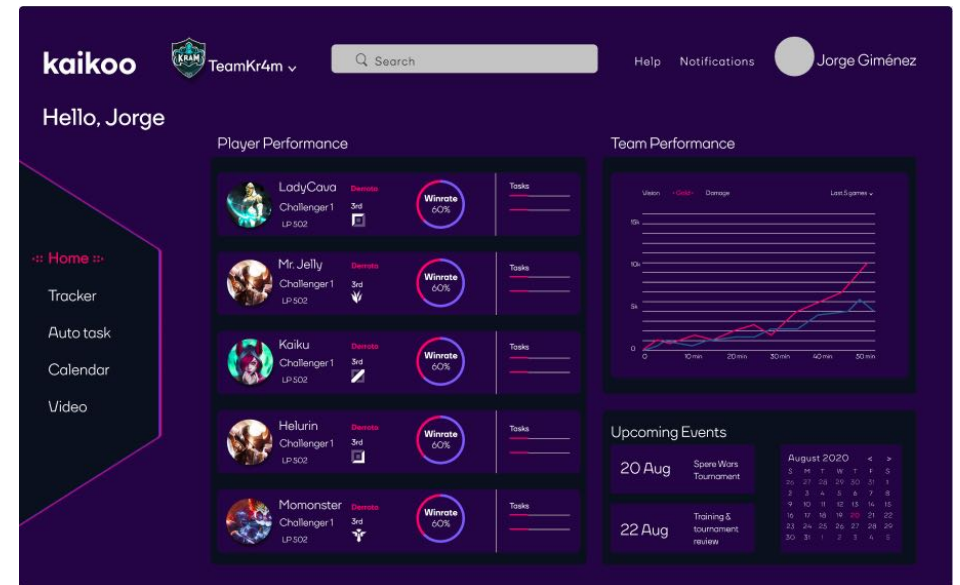
Desirability Test



Design 2



Design 1



Design 3

The Process

Desirability Test



33 Gamers
52 Non Gamers

Selected option:
76% of gamers prefer this design

kaikoo Search team or players name PSH-Murci Coach

Hello Jorge
IrOnH4ck3rs dashboard

Dashboard
Team tracker
Tasker
Calendar
Video analysis

Team Tracker

Player	Rank	LP	Kills	Deaths
Gaboss_CR	Diamond 1	49 LP	32/500	13/15
LaSof_Kut	Diamond 1	46 LP	32/500	13/15
Mr_Jelly	Master	500 LP	32/500	13/15
POshitOh_	Diamond 1	47 LP	32/500	13/15
PuraVidaXD	Master	500 LP	32/500	13/15

Upcoming appointments

- 17 AUGUST: Challenger V.A. 13:00 - 14:00
- 23 AUGUST: Monthly Warding 10:00 - 13:00

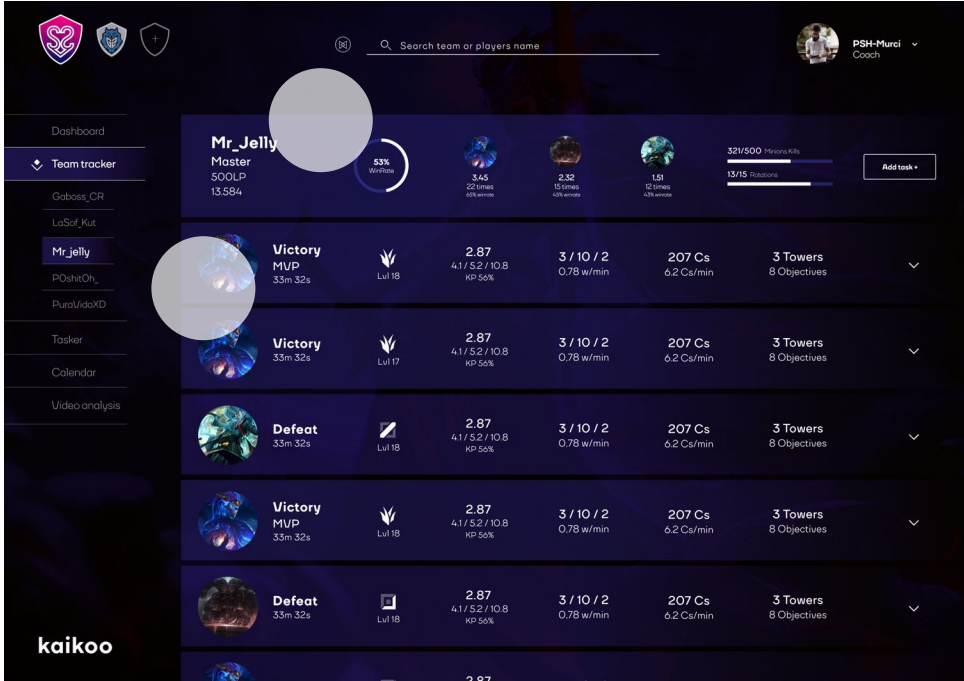
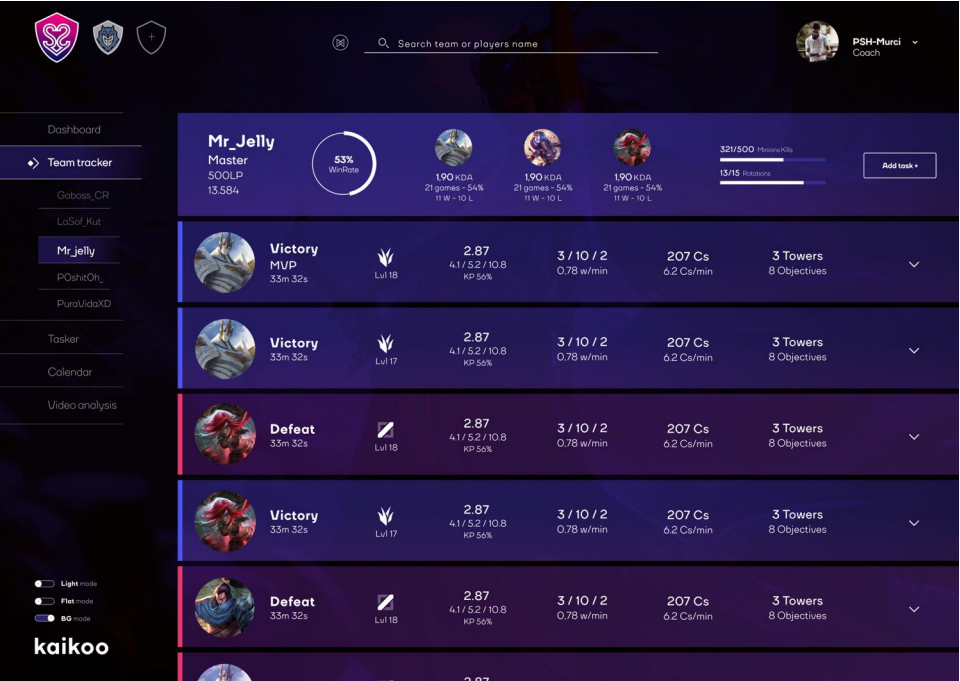
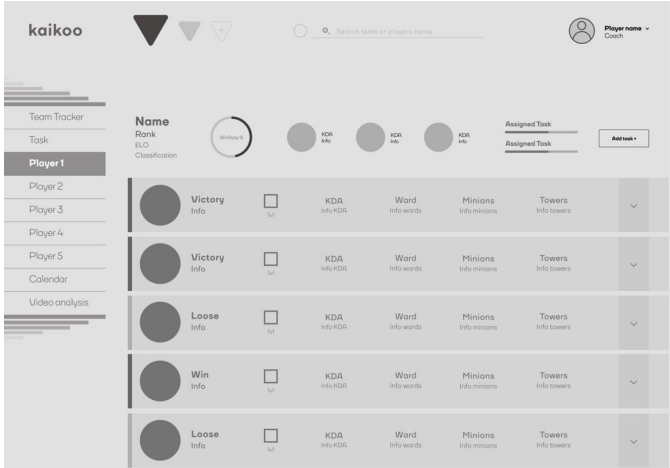
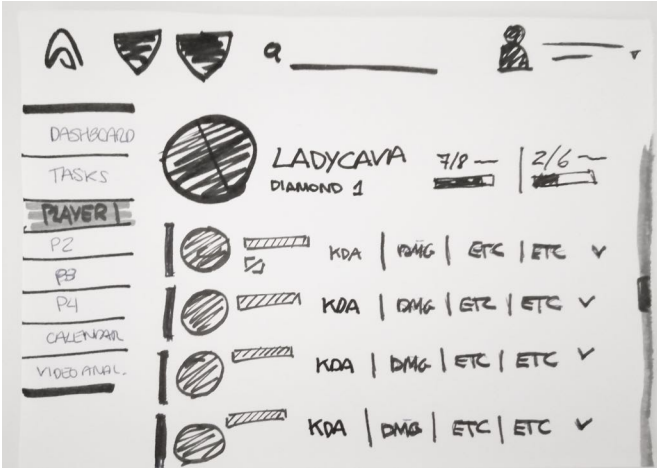
Overall team performance (7 days)

- Winrate: 60%
- 12W - 8L
- 136 Words/min
- 37867 / 35477 (102 gold/min)
- 400 / 300 (1.68 Cs/min)

Weekly performance (Cs, Words, Gold, Advantage)

The Process

Usability Test



Visibility of system status
Contrast

The Process

Usability Test

Task: General Overview performance

4/6 Participants had trouble understanding overall team performance card

The dashboard for IrOnH4ck3rs features a dark theme and includes the following sections:

- Navigation:** Dashboard, Team tracker, Tasker, Calendar, Video analysis.
- Header:** Team logos, search bar, and user profile (PSH-Murci, Coach).
- Team Overview:** "Hello Jorge" and "IrOnH4ck3rs dashboard".
- Team Tracker:** A list of five players with their stats:
 - Gaboss_CR:** Diamond 1, 491LP, 321/500 Minions Kills, 13/15 Rotations.
 - LaSof_Kut:** Diamond 1, 461LP, 421/500 Minions Kills, 13/15 Rotations.
 - Mr_Jelly:** Master, 500LP, 21/500 Minions Kills, 13/15 Rotations.
 - POshitOh_:** Diamond 1, 477LP, 221/500 Minions Kills, 13/15 Rotations.
 - PuraVidaXD:** Master, 503LP, 351/500 Minions Kills, 13/15 Rotations.
- Upcoming appointments:** 17 AUGUST Challenger V.A (13.00 - 14.00) and 23 AUGUST Monthly Warding (10.00 - 13.00).
- Calendar:** A monthly calendar for August 2020.
- Overall team performance:** Summary cards for Winrate (60%), 12W-8L, 1.36 Wards/min, 37867/35477 gold, and 400/300 CS/min.
- Weekly performance:** A line chart showing Advantage over 40 days.
- Settings:** Light mode, Flat mode, BG mode.
- Logo:** kaikoo

The Process

Usability Test



Match between system & the real world

Aesthetic & minimalist design

Task: General Overview performance

IrOnH4ck3rs | Search team or players name | PSH-Jorge Coach

Hello Jorge
IrOnH4ck3rs dashboard

- Dashboard
- Team tracker
- Tasker
- Calendar
- Video analysis

Upcoming appointments

- 17 AUGUST: Challenger V.A (13:00 - 14:00)
- 23 AUGUST: Monthly Warding (10:00 - 13:00)

Calendar (15 AUG 2020)

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Overall team performance

- Matches: 100
- Wins: 50
- Losses: 50
- Draws: 0

Weekly performance

Team Tracker

- Gaboss_CR** (Diamond 1, 491LP)
 - Genecide: 32/500 Minions Kills
 - Round&Round: 13/15 Minions Kills
- LaSof_Kut** (Diamond 1, 461LP)
 - Controler: 4/5 C.Ward 3
 - Genecide: 192 Minions Kills
- Mr_Jelly** (Master, 500LP)
 - Genecide: 167/500 Minions Kills
 - Voidborne: 2/10 Baron Nasher
- POshitOh_** (Diamond 1, 477LP)
 - Slayer: 2/3 +450000 Dmg/game
 - Assassin: 2/5 Kill 50 champ/game
- PuraVidaXD** (Master, 503LP)
 - I see you: 32/500 Minions Kills
 - Controler: 2/5 C.Ward 3

Weekly stats

- Winrate: 60%
- 12W-8L
- 1,36 Wards/min
- 1,02 gold/min
- 400/300
- 1,68 Cs/min

Tournament performance

Cs | Wards | Gold | Advantage

Graph showing performance metrics over 40 minutes.

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The Process

Usability Test

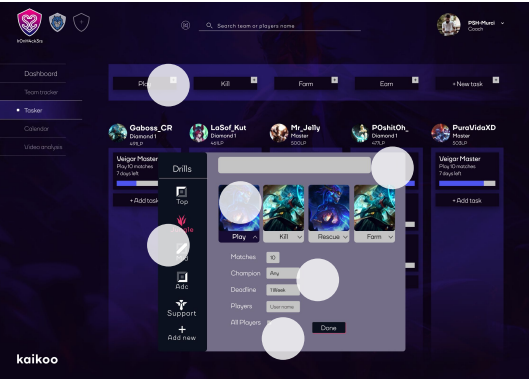
Task: Add a task to a player

3/6 Participants had difficulties completing the task and didn't understand the process

The screenshot displays the Kaikoo application interface. At the top, there are team logos and a search bar. A navigation sidebar on the left includes options like Dashboard, Team tracker, Tasker (selected), Calendar, and Video analysis. The main content area shows a list of players: Gaboss_CR, LaSof_Kut, Mr_Jelly, POshitOh_, and PuraVidaXD. A modal window is open for the player 'Veigar Master', showing a task 'Play 10 matches' with a progress bar and a '+ Add task' button. The modal contains a 'Drills' menu with options: Top, Jungle (highlighted in red), Mid, Adc, Support, and Add new. Below the menu, there are filters for Matches (10), Champion (Any), Deadline (1 Week), and Players (User name). An 'All Players' checkbox is checked, and a 'Done' button is at the bottom right. The Kaikoo logo is visible in the bottom left corner.

The Process

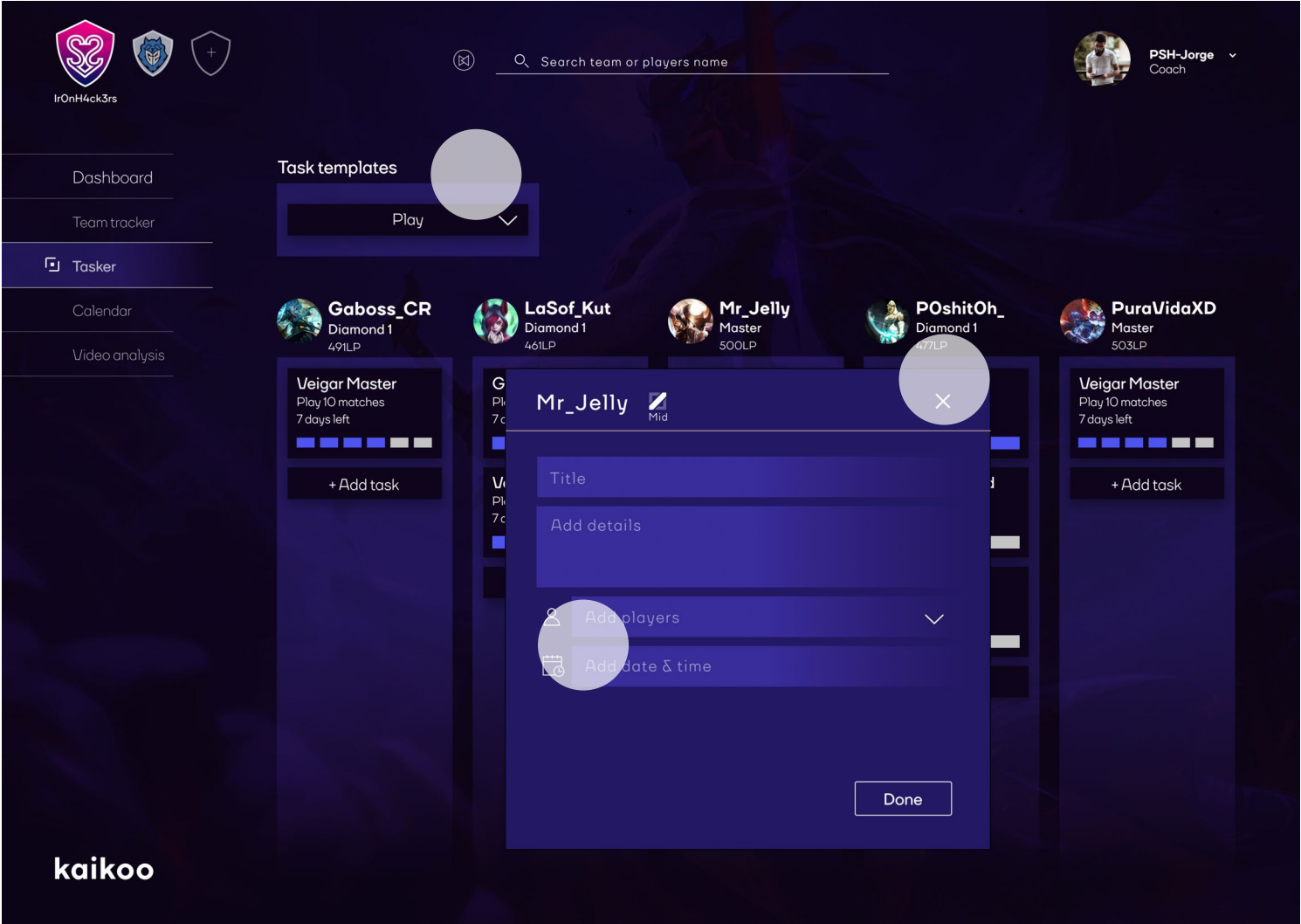
Usability Test



Help and documentation
User control and freedom

4/4 Participants **could complete** the task

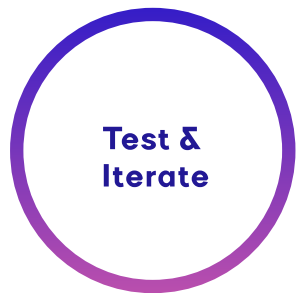
Task: Add a task to a player



kaikoo

Next Steps

Things & features to consider for Kaikoo in the near future



Keep a work
in progress
mindset

Next Steps

Things & features to consider for Kaikoo in the near future



**Test &
Iterate**

Keep a work in
progress
mindset



Recruitment

5/9 coaches
mention there is a
gap in the market
when it comes to
recruiting players

Next Steps

Things & features to consider for Kaikoo in the near future



**Test &
Iterate**

Keep a work in progress mindset



Recruitment

5/9 coaches mention there is a gap in the market when it comes to recruiting players



**Mobile
Notifications**

4/9 coaches express the need to notify players via mobile

Next Steps

Things & features to consider for Kaikoo in the near future



**Test &
Iterate**

Keep a work
in progress
mindset



Recruitment

5/9 coaches
mention there is a
gap in the market
when it comes to
recruiting players



**Mobile
Notifications**

4 coaches
express the
need to notify
players via
mobile



**Soft
Skills**

Add more
value to
coaching
in gaming



Thank You!



Sergi Márquez | Carla Cava | Mohamad Safi
Mr. Jelly *LadyCava* *Mohimonster*