

SUCCESS STORY

The development of an app game

yeoply



Success Story

The development of an app game LaLiga Fantasy

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LaLiga Fantasy

Every season, football fans across the globe are hooked on their smartphones to fantasy games, where they can sign players and compete with their friends. In Spain, these games have millions of players, yet they don't weigh up to the total number of fans. LaLiga, the official football league in Spain, decided to create the ultimate game for football in this country.

- ▶ Technologically unbeatable
- ▶ Top-quality graphics
- ▶ The only game with an objective, real-time scoring system

The result was [LaLiga Fantasy](#), which in its first season became the leading football manager game in Spain and has been **downloaded more than two million times to date**.

LaLiga choose [Yeeply](#) as its **technological partner** to make this project a reality. At Yeeply it found teams that specialise in the various areas it needed and the flexibility to activate and deactivate professionals according to its requirements, something that had an impact on the profitability of the project.

Do you want to know how LaLiga Fantasy was created? **Keep reading!**

LaLiga chose Yeeply as its technological partner to find teams that specialise in the areas that it needed and to turn a profit on its project: The official game for the domestic football league in Spain



Briefing

What did LaLiga need?

LaLiga needed a top-quality, cross-disciplinary team of professionals, but great flexibility as well. The professionals in this team had to be specialists in various areas (systems, development, design, etc.) and be available as and when the project required. It was unable to form a team with these characteristics from within its personnel.

This team had to be able to create a game that interacted with the user and satisfy three non-negotiable requirements.

- 1. Top-quality in design.** Both in terms of graphics and usability. As owners of the official rights, this was a commitment to those passionate about the game.
- 2. Real-time scores.** A footballer scores a goal and. Almost instantly, their app score increases and there are movements in the thousands of user leagues. Only LaLiga has live access to these statistics. It wanted to use them to keep users engaged during games.
- 3. It had to be able to handle large volumes of traffic.** In the middle of a Madrid-Barça game, tens of thousands of users log in the moment a goal is scored to check their score. The system cannot crash! Scalability in server capacity was fundamental.

With this, LaLiga had the rights to football, a localised opportunity and a very clearly defined idea. All it needed was a partner to turn it into reality.

Do you also have a digital project and need a team to develop it?

TELL US ABOUT IT

Assignment of the project

The successful professional

The success of LaLiga in creating this game lies in the steps taken to develop it, the professionals who created it and the choice of partner best suited to achieving it.

- ◆ At YeePLY, we connect projects to the best certified professionals

LaLiga had versatile and flexible access to various teams that were assigned according to its requirements, and which always worked to high standards.

- ◆ Development of the first version

For its first season, a minimum viable LaLiga Fantasy product was developed. A **team of developers that specialise in games and Unity 3D technology** with a very strong focus on interaction with the game was chosen. The team was expert in gamification and server structure and had vast experience in launching games on an international level.



◆ Development of the version for subsequent seasons

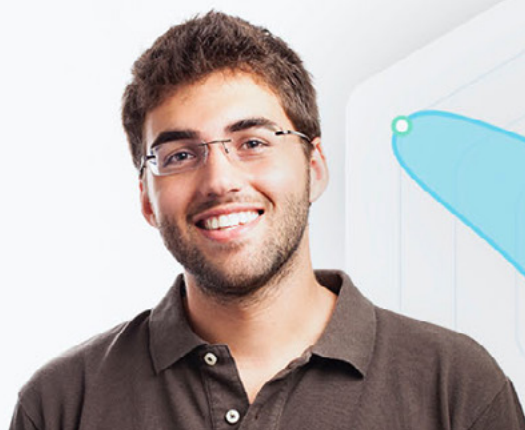
Following the success of the first pilot ([we will tell you about its results later](#)) the client focused much more on LaLiga Fantasy and, through Yeeply, worked with three teams at the same time, each specialising in a particular area.

- ▶ **The design team.** This team worked on graphics (UX and UI).
- ▶ **The native app development team.** The change in technology was carried out by the best, who also optimised the database and servers.
- ▶ **The web team.** This team handled player and team statistics in real-time.

Courtesy of Yeeply, LaLiga was able to work with **specialists in each area** as and when required and with **flexible human resources**, with a workforce that varied from 5 to 20 people as a function of its requirements.

Just 1% of professionals pass the Yeeply certification process

SEE HOW WE SELECT THEM



Development

The project, step by step

◆ First version: A minimum viable product

In the first version of LaLiga Fantasy, the game was **conceptualised with Unity 3D**, a technology that enabled a short development and launch time. That version would not be the definitive version; the main thing was to test it out. At Yeeply, we were involved in and participated in advising on the project to bring it to fruition.

The first version met the requirements of LaLiga, was a hit with the public and demonstrated its legitimacy as a business.

◆ Second version: Native development

In the second season, **Marca**, the most read sports newspaper in Spain, became a partner and there was a much greater focus on the game. The professionals at Yeeply worked under the following premises to develop a much more player-centred app.

- ▶ **Top-level functional definition.** Each screen of the app was defined as part of a global approach adopted for the project. On each screen, each function was defined point by point so that graphic designers and usability professionals could produce the best result. Not a single line of code was touched for weeks at a time.



- ▶ **Evolutionary design.** From the outset, the professionals were clear that this was a live project subject to change, adaptations and improvements. Every two weeks, LaLiga proposed new functions and additions that the professionals would later make a reality.
- ▶ **Unit tests.** The user is very demanding and a brand such as LaLiga must treat the process seriously. This being the case, tests were conducted on updates to eliminate any faults before being uploaded to the platform.
- ▶ **Service level agreements (SLA).** Games are held on weekends and in the evenings during the week. Using a guarantee service system, an agreement was reached on how many professionals had to be on call, when and their anticipated reaction time.
- ▶ **Ongoing communication.** We cannot understand a project without direct communication between the professional and the client. In this case, LaLiga held daily and weekly meetings that averted blocked tasks.

The professionals at Yeeply adapted fully to the needs of LaLiga. Keep reading to see the results.

[Use our calculator to obtain an obligation-free quote for your project.](#)



Delivery

Goal achieved

The first version of LaLiga Fantasy swept away all other football manager games to **become the leading fantasy football game in the Spanish market**. The application met the three requirements of the client: an impeccable design, real-time scores and technological power.

Such was its success that in the second season, Marca decided to merge its game with the LaLiga game and become a partner in what is now known as **LaLiga Fantasy Marca**.

- ▶ In its **first season**, LaLiga Fantasy was **downloaded more than 500,000 times** and added more than 200,000 active users a month.
- ▶ In the **second season**, LaLiga Fantasy was **downloaded 1.5 million times** and had close to 1 million active users.

This application is also a great success for Yeeply. In this process, we have triumphed as a technological partner for large projects.

- ▶ **A combination of teams with different specialisations** to guarantee excellence in each area, and the option to activate and deactivate them.
- ▶ **Flexibility in the availability of human resources** adapted to the needs of the client: One need not necessarily use the people hired to launch the product for maintenance.
- ▶ **Assistance in the conception and development of the project**, from start to finish.

*LaLiga is just one brand that has chosen
Yeeply.
[Here are more success stories.](#)*

About Yeeply

We are the trusted [platform for agencies and professionals](#) for your digital projects. We analyse your project in detail so that we can connect you to the supplier that best meets your needs. Do you want to know why companies such as LaLiga place their trust in us?

- ▶ **Always choose the right professional.** We select the professional for you using technology and experience. If they are still not the right fit for you, you can always change them for another.
- ▶ **Shorten your deadlines.** We have teams available for your project immediately, and will only assign you a team that can meet your deadlines.
- ▶ **Communicate directly with the team.** With total transparency via the channel of your choice. We are also by your side at all times.
- ▶ **Pay a fair price.** With Yeeply, you will pay less than if you were to develop the project in-house or with an agency.

**Do you want to be our next success story?
At Yeeply, we help you achieve this.**

ASK FOR YOUR OBLIGATION-FREE QUOTE

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