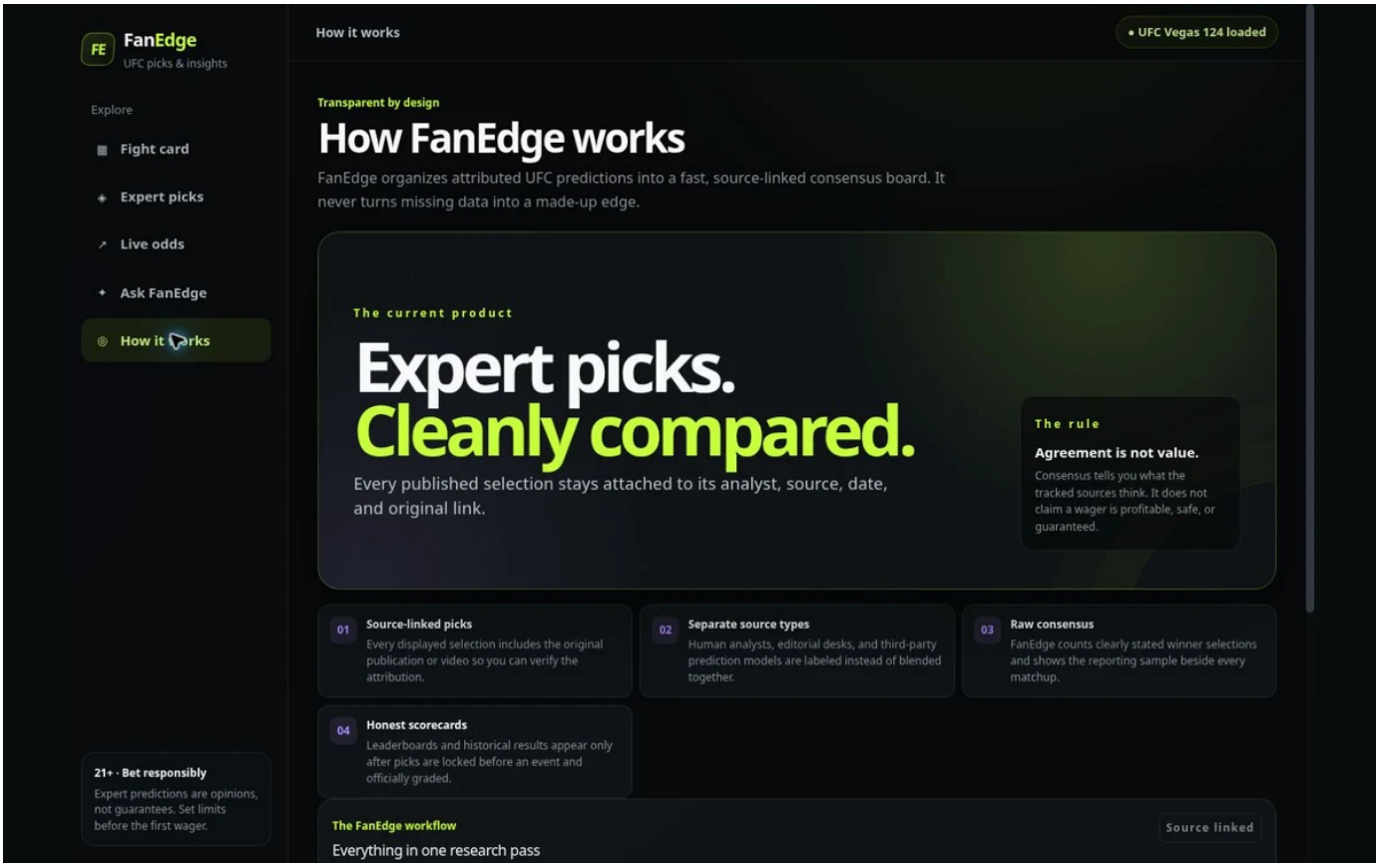
SELECTED WORK 07 / SPORTS RESEARCH & DECISION SUPPORT

FanEdgeAI

Make expert research easier to compare.

FanEdgeAI organizes UFC research into a product that makes sources and comparisons visible. Fight information, expert views, market context, research questions, and historical coverage are presented with attention to attribution and data availability. It demonstrates a research interface built around evidence rather than unsupported certainty.

WWW.FANEDGEAI.COM



THE BUSINESS NEED

Your audience is piecing together research from too many sources and needs a useful way to compare it.

What MEFH built

Help readers distinguish what a source says, what data is available, and where the evidence is incomplete.

01 Fight & event dashboard

The fight and event dashboard organizes main-card and preliminary matchups into a research starting point. Event structure helps users orient themselves before investigating a particular fight. Availability and freshness depend on the information supplied to the platform, so the interface must be interpreted in that context.

02 Expert comparisons

Expert comparisons include analyst names, original links, source labels, and consensus samples. These elements let a reader examine the basis for a comparison instead of seeing an unattributed conclusion. Consensus describes the included sample; it is not automatically a complete survey of every expert or a forecast guarantee.

03 Odds research interface

The odds research interface presents market comparisons with timestamps and unavailable-data states. Timing is essential to understanding market information. A displayed comparison should not be treated as a promise that a price remains available, and missing provider data should not be silently replaced by invented figures.

04 Research assistant

The research assistant supports questions grounded in information supplied to the platform. Its role is to help users understand and navigate the research, not to create certainty beyond the source material. A useful answer should remain tied to the available evidence and acknowledge missing information.

05 Saved fights & return alerts

Saved fights and return alerts use device-local watch preferences and show changes since a previous visit. This supports a returning research session without implying a verified cross-device account sync or a live push-notification service. The distinction helps users understand where their preferences are retained.

06 Source coverage & scorecards

Source coverage and scorecards provide historical-record views with gaps and insufficient samples made visible. A record is only meaningful when its source, denominator, and completeness are understood. The product does not turn an incomplete history into a claimed winning percentage or profitability result.

Compare the evidence before drawing a conclusion

Illustrative use of the delivered features; this is not a record of an individual customer transaction.

01

Choose an event or fight

The reader uses the event structure to select a matchup. This provides a bounded research context rather than a feed of unrelated claims or predictions.

02

Inspect expert views

The reader compares named opinions and follows original sources when needed. Source type and sample size help explain what the displayed consensus actually represents.

03

Check market context

Where provider information is available, the reader reviews the market comparison and timestamp. An unavailable or stale field should be treated as a research gap, not a reliable current price.

04

Ask a focused question

The research assistant helps explain supplied information. The reader should be able to distinguish a source-backed answer from a limitation caused by missing coverage.

05

Return with context

Saved fights and change indicators support later review on the same device. Historical coverage and scorecards provide context only to the extent that the underlying records are complete.

THE TRANSFERABLE IDEA

A research product earns usefulness by making information easier to compare while keeping its sources and limits visible.

The work behind the experience

Event and source information support comparisons and research questions. Configured providers supply available market context. Device-local preferences help returning users; historical records support coverage-aware scorecards.

Source maintenance

Maintain original links, analyst attribution, and source labels. Review whether the material supports the claim shown. A source can be relevant without being current, complete, or independent of other sources in the same sample.

Provider readiness

Check configured providers and update timing before relying on market data. For an adaptation, define what the interface should display when a provider fails, a field is unavailable, or the latest update exceeds the acceptable age.

Record quality

Keep historical entries consistent and preserve gaps. Before calculating any summary, agree on the eligible sample, result rules, and treatment of missing records. Do not present a partial record as a complete performance history.

SUGGESTED OWNERSHIP

Research editor

Source quality and attribution

Data owner

Providers, timestamps, and missing-data handling

Product owner

Methodology clarity and user feedback

WHY THE DESIGN WORKS THIS WAY

Keep attribution close

A named source and original link make a comparison inspectable rather than merely persuasive.

Expose missing evidence

Unavailable-data states and sample notes are product features when they prevent a false impression of certainty.

Separate opinion from outcome

An expert view, a market price, and a recorded result are different information types and should remain distinguishable.

What to measure

Suggested measures, not reported results. Establish a baseline, verify the available data, and agree on targets before evaluating performance.

MEASURE	DEFINITION	EVIDENCE NEEDED	WHY IT MATTERS
Attribution coverage	Displayed opinions with a name and original source	Published research records	Identify claims that readers cannot inspect.
Data freshness	Age of the latest available provider update	Provider timestamps	Decide when information should be marked stale or unavailable.
Sample completeness	Records meeting the agreed inclusion requirements	Source coverage and result records	Avoid treating partial histories as complete evidence.
Research usefulness	Users who can answer a defined research question	Observed tasks and structured feedback	Assess clarity rather than promising betting success.
Return-session value	Users finding meaningful changes to saved fights	Local behavior or approved analytics if added	Evaluate whether the return experience supports continued research.

ACCEPTANCE CHECKS FOR A SIMILAR PROJECT

- ✓ Follow an expert claim to its attributed original source.
- ✓ Review how a missing provider value appears.
- ✓ Confirm timestamps and sample labels are understandable.
- ✓ Verify saved preferences on the same device.
- ✓ Check that incomplete records do not become unsupported performance claims.

Could this work for your business?

WHERE IT FITS

This model fits a specialized research business with multiple sources, repeated comparison tasks, and a need to show evidence quality. The same product principles can support trade intelligence or expert publishing when the domain, source rights, and review requirements are defined.

A USEFUL FIRST SCOPE

Choose one research category, define the source types, and build a comparison that preserves attribution and timestamps. Add an assistant only around information the product can support. Establish missing-data behavior before adding broader provider coverage or historical summaries.

QUESTIONS TO BRING TO A CONVERSATION

- Which research question is the audience trying to answer?
- What sources can be used, attributed, and maintained?
- How will the product show missing or stale information?
- What constitutes a complete and comparable historical record?

PROJECT SCOPE NOTES

- The sports experience is for adults 21+. This white paper is about product design and does not recommend wagers or promise profitable outcomes.
- Data availability depends on source coverage and configured providers. Consensus is limited to the identified sample.
- Watch preferences are device-local. No prediction accuracy, complete historical win rate, or profitability claim is made.

POSSIBLE ADAPTATIONS

Expert publisher

Attributed opinions and comparison tools

Industry research

Source-led dashboards and update tracking

Knowledge product

Focused questions with visible evidence limits

Discuss something like this for your business

View the project **Read the case study online**

Project snapshot: November 3, 2026. Based on project-source review and the published MEFH case-study content. Workflows and evaluation plans are illustrative; no measured business results are asserted.