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Current Issues

INCONSISTENT IDENTITY

Edufii Home Page: Collaboration Platform for Coaches and Athletes

Facebook: Edufii exists to empower and inspire those driven to be their best by strengthening coaching relationships through integrated technology.

Twitter: How do the world's best coaches/trainers help their athletes get better faster? They use Edufii. See it in action - free 10 min demo

Instagram: Coaches/Trainers & Athletes across 140 countries are getting better faster by saying no to email and text.

Youtube: Edufii is the social network for skills development. It enables coaches and athletes to connect and collaborate more efficiently and effectively to increase performance.

LinkedIn: Edufii saves coaches up to 20 hours per week by consolidating media, data and communications into an easy-to-use app (iOS/Android/Web). The push of a single button fuses the capture/store/share process into one quick step.

Crunchbase: Cloud-based coaching platform and skill development network.

SXSW: Dynamic sports and learning mobile technology company, is transforming the business of coaching and the learning journey, with the ultimate interactive platform for active learning, performance tracking and always connected coaching for athletes and coaches.

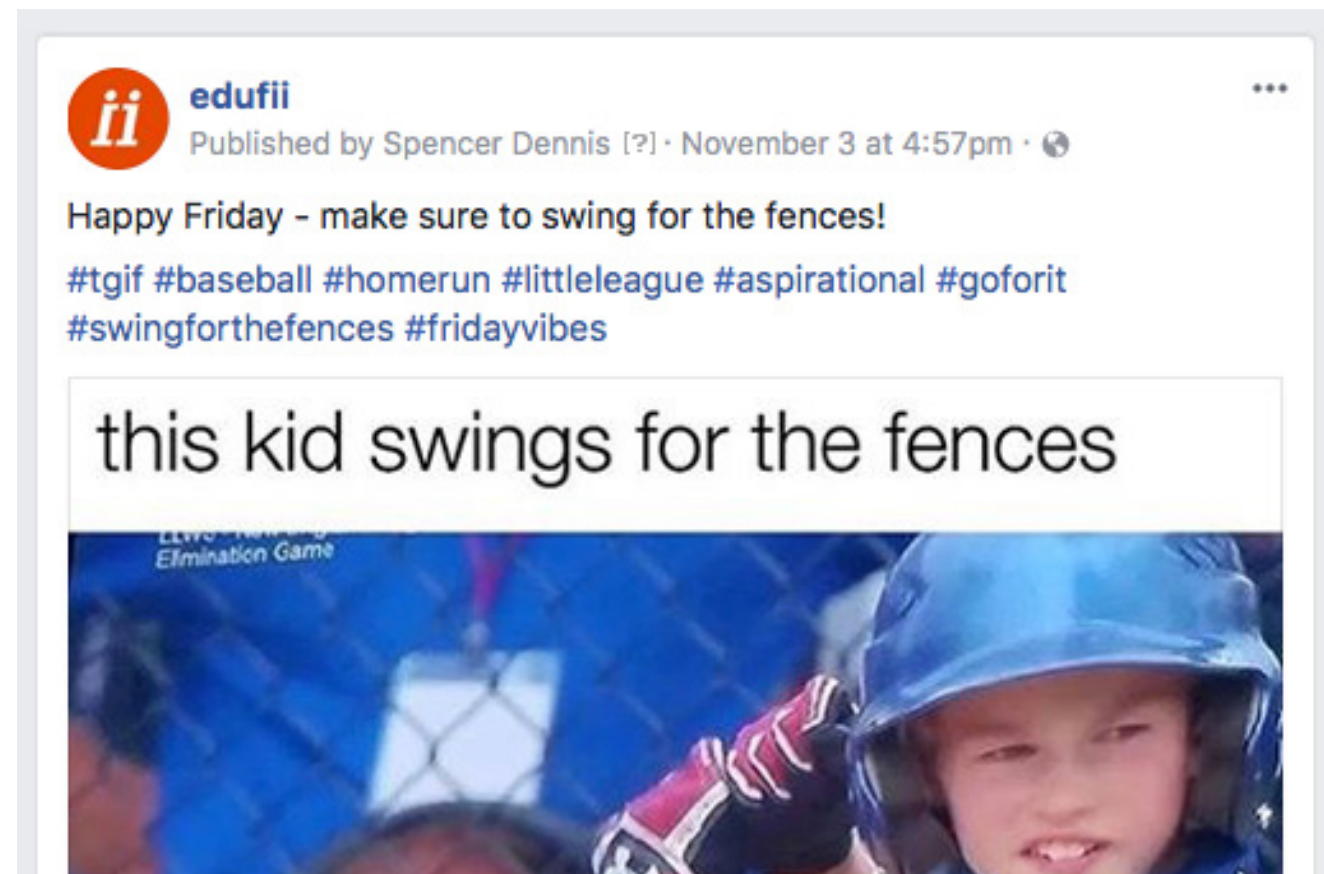
Pitchbook: Skill development platform designed to help teams, athletes and coaches to achieve peak performance. The company's skill development mobile application provides easy capture of real time data and is able to feedback instantaneously enabling coaches and athletes to connect and collaborate with each other across the world within few seconds.

CNET: Edufii disrupts the status quo in the global instruction economy as the mobile platform to go beyond the lesson for truly connected coaching.

Current Issues

INCONSISTENT TONE

Social channels: We're currently sharing and reposting various videos, photos, and other media that have low levels of engagement, a more informal tone, and lots of hashtagging. Most messages revolve around encouragement, empowerment, inspiration, and general coaching, but rarely we reflect what *our product* does to do so.

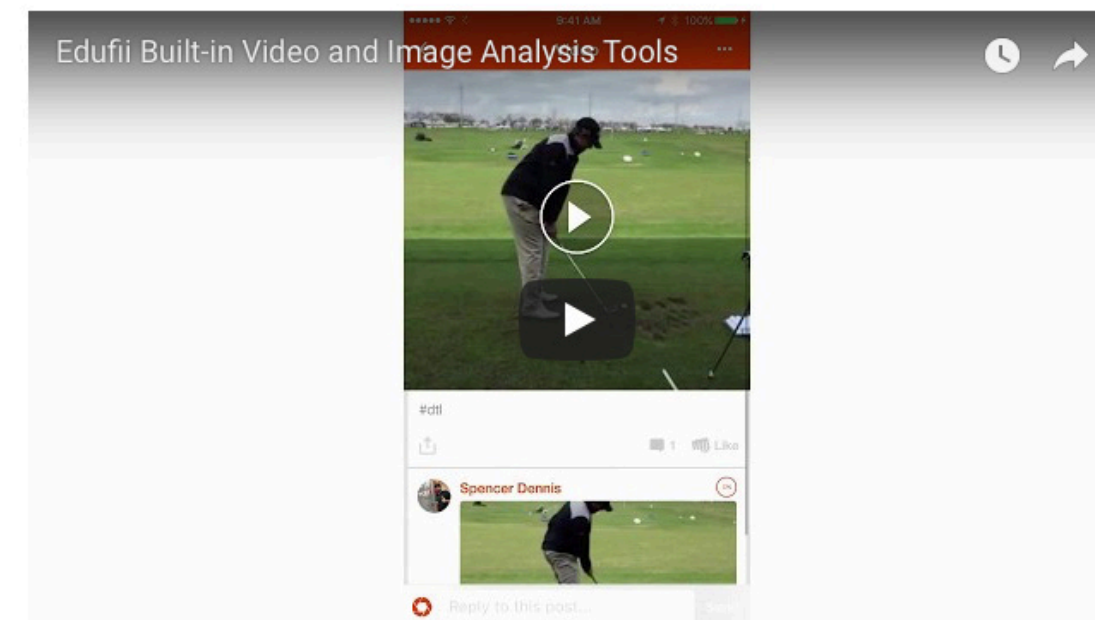


Intercom and support: 32 separate support articles divided amongst 3 support representatives. Some articles just show a video while others break down problems with long form copy and visual aids. Various tones are used to describe issues, some informal and others direct and technical.

Video and Image Analysis

A complete walkthrough of this epic upgrade

Written by Spencer Dennis
Updated over a week ago



Current Issues

COACHING PAIN POINTS

Struggle to show value and progress.

Using multiple tools that scatter instructional content.

Time not actually coaching - every moment should be a teachable moment!

Inability to manage coach life vs. personal life

Managing and communicating with parents of athletes. “Keeping them in the loop”.

RECIPIENT PAIN POINTS

Unorganized, scattered, and cluttered instructional content accumulating over long periods of time

Inability to retain retention and memory

Distractions caused by external resources and mediums

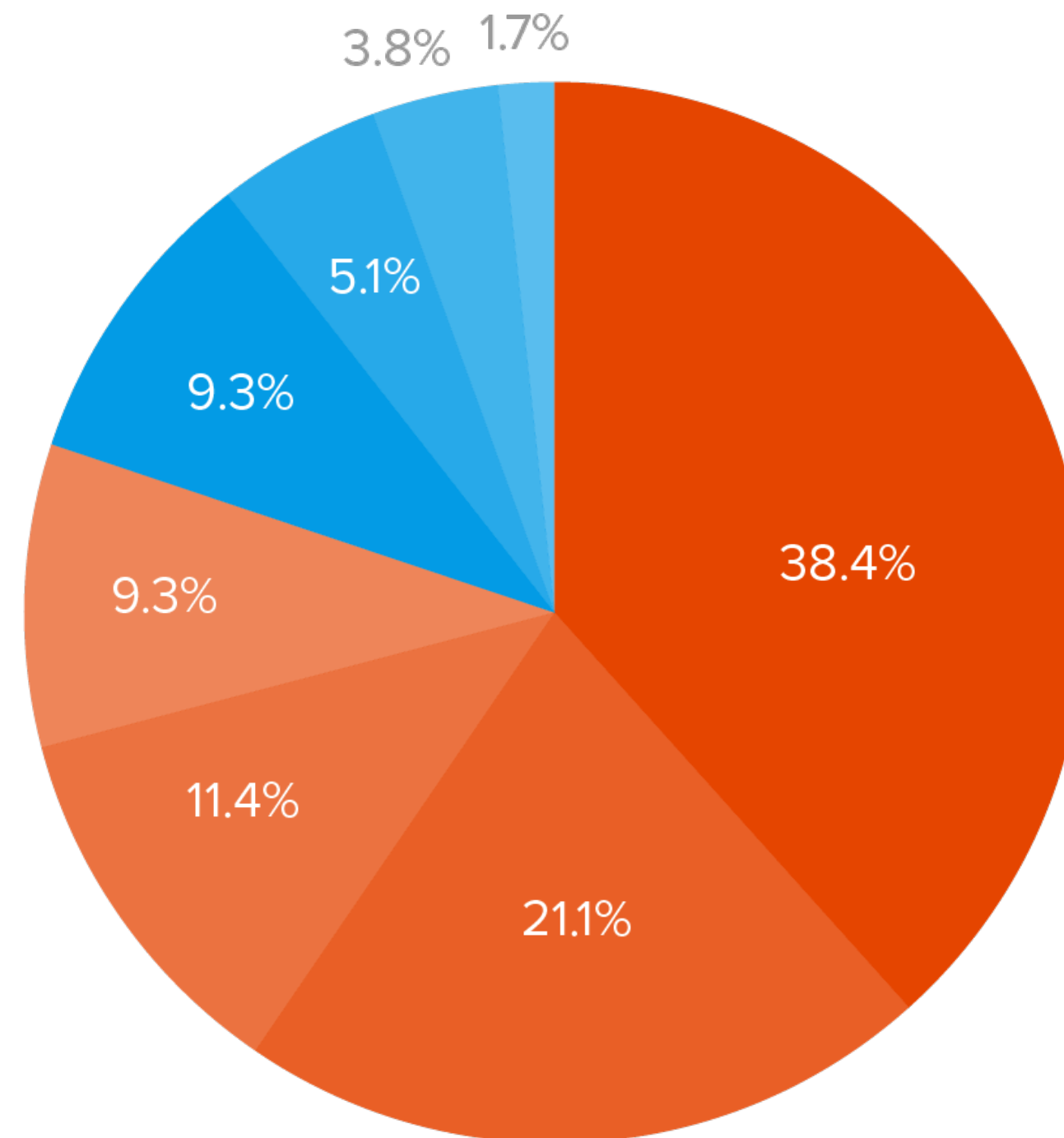
Poor experiences devalue coach’s experience and reputation

Client Persona

TOP FEEDBACK POINTS

Constants from all written store reviews, user surveys, testimonials, and some social/forum replies

- Better/easier communication and sharing
- Athlete/client progress and recording
- On-the-go/mobility and convenience
- A modern replacement/addition for other tools
- Consolidates/organizes all content
- Coaching business growth
- Saves time and effort
- Eases parent/contributor involvement



Client Persona

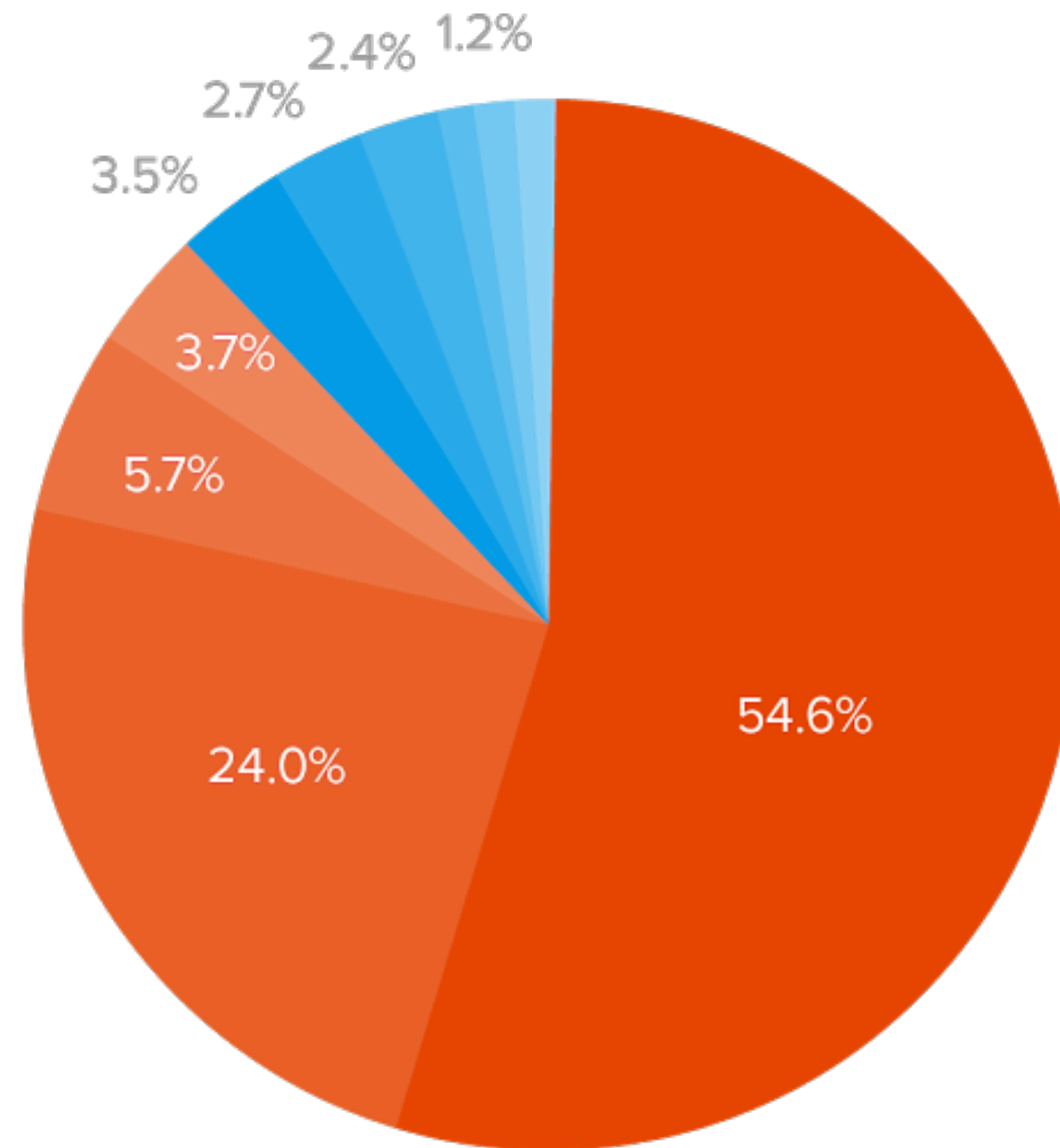
TOP REQUESTED FEATURES

1. Communication with team members and parents
2. Schedule/post practices
3. Send videos of plays to athletes/add text or audio commentary
4. Organizing notes, photos, and videos
5. Score keeping and statistics
6. Post drills for athletes to practice at home
7. Engaging athletes after practice is over
8. Platform that works on phones, tablets, and desktops

Client Persona

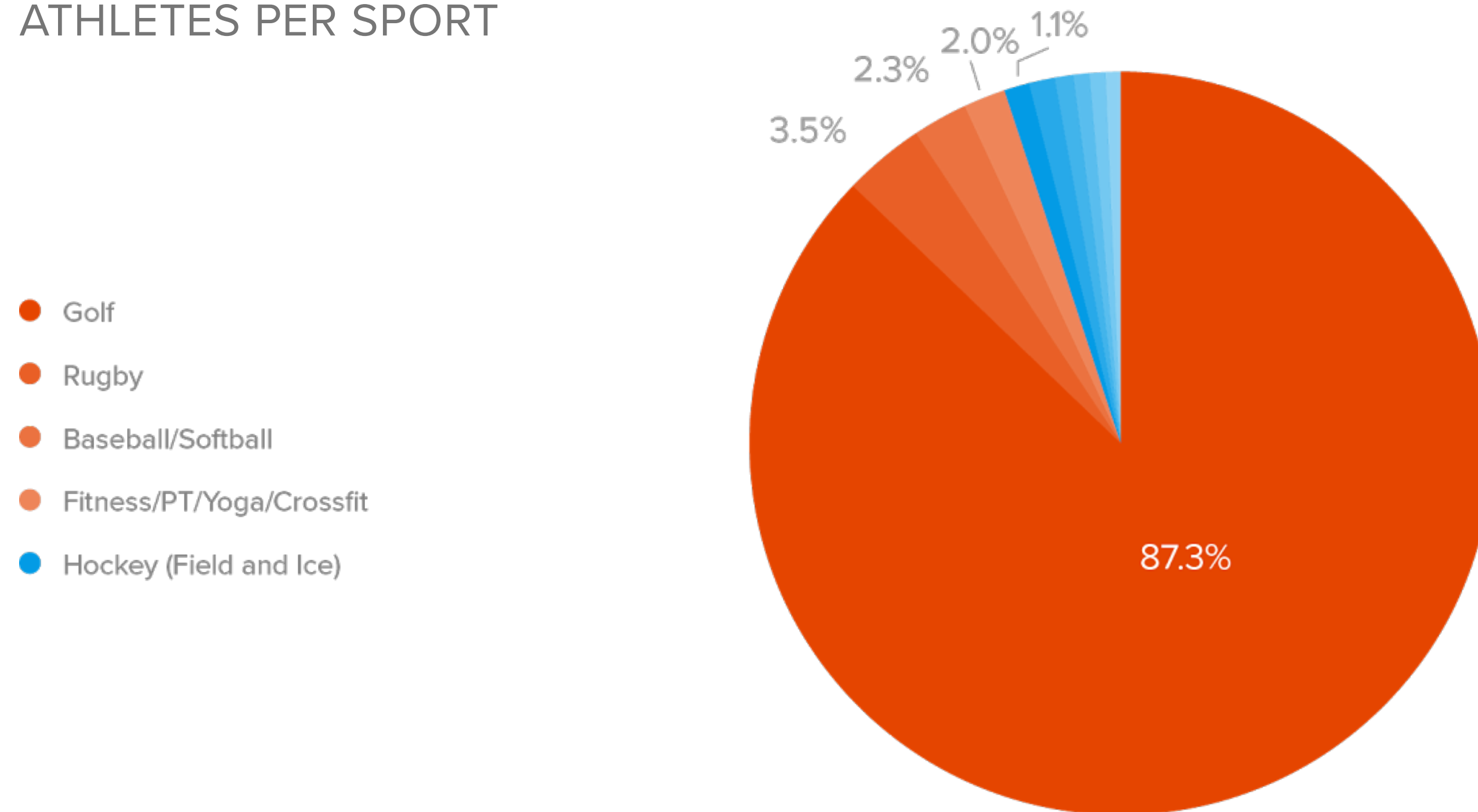
COACHES PER SPORT

- Golf
- Rugby
- Baseball/Softball
- Basketball
- Fitness/PT/Yoga/Crossfit
- Football
- Soccer
- Tennis



Client Persona

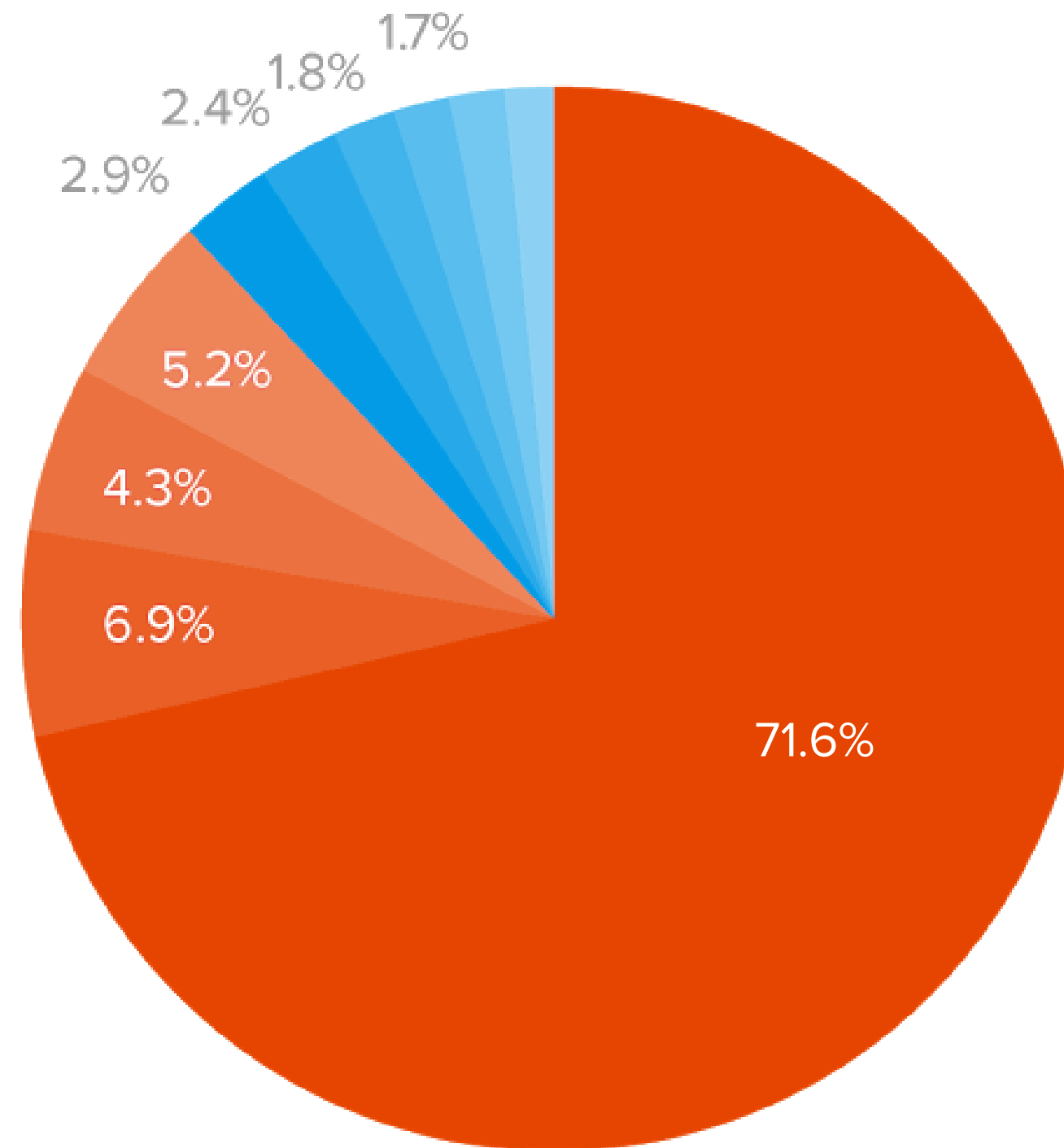
ATHLETES PER SPORT



Product Usage

USERS BY REGION

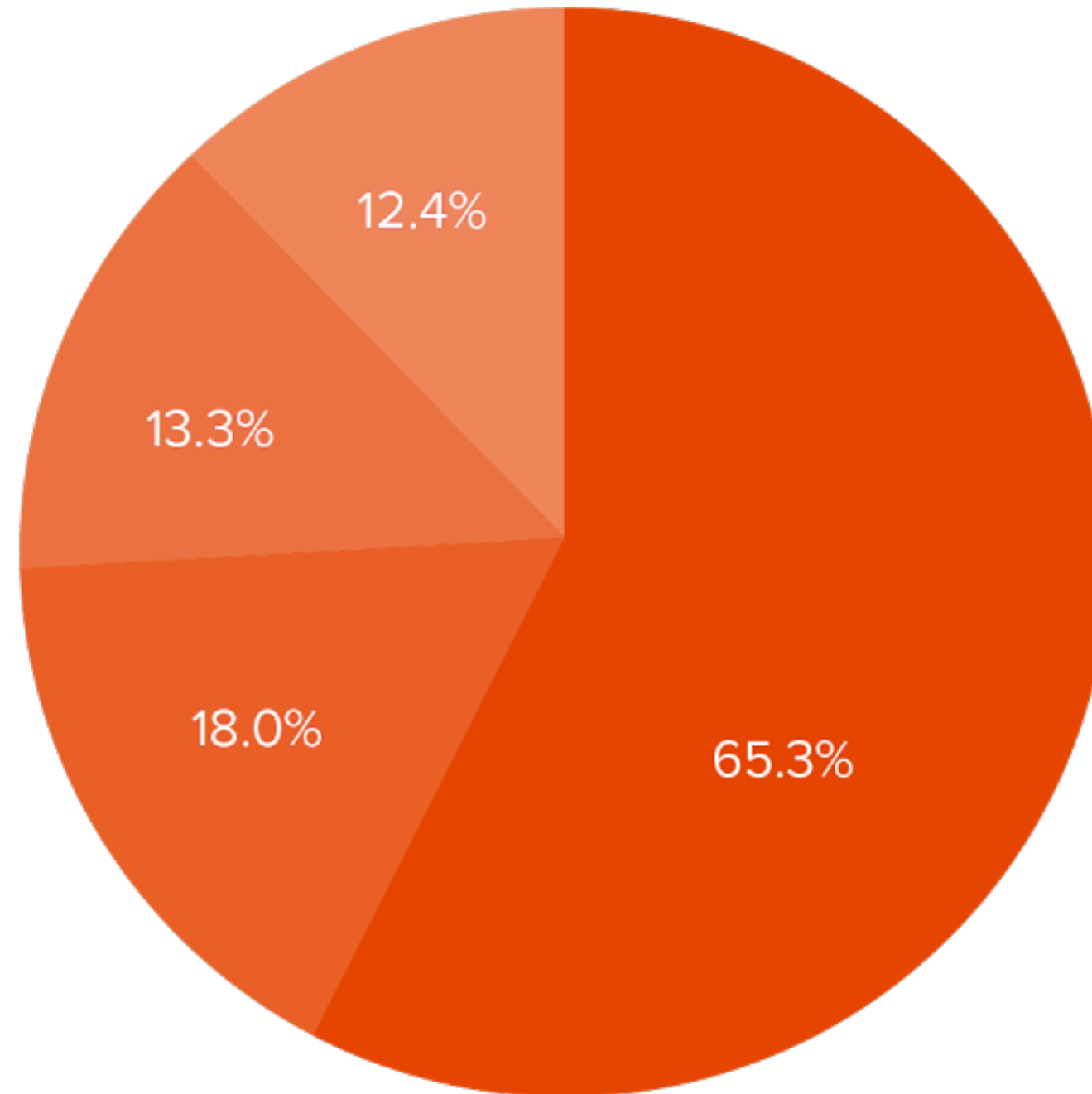
- United States
- Canada
- United Kingdom
- Australia
- South Africa
- Ireland
- China
- Mexico



Product Usage

USERS BY ROLE

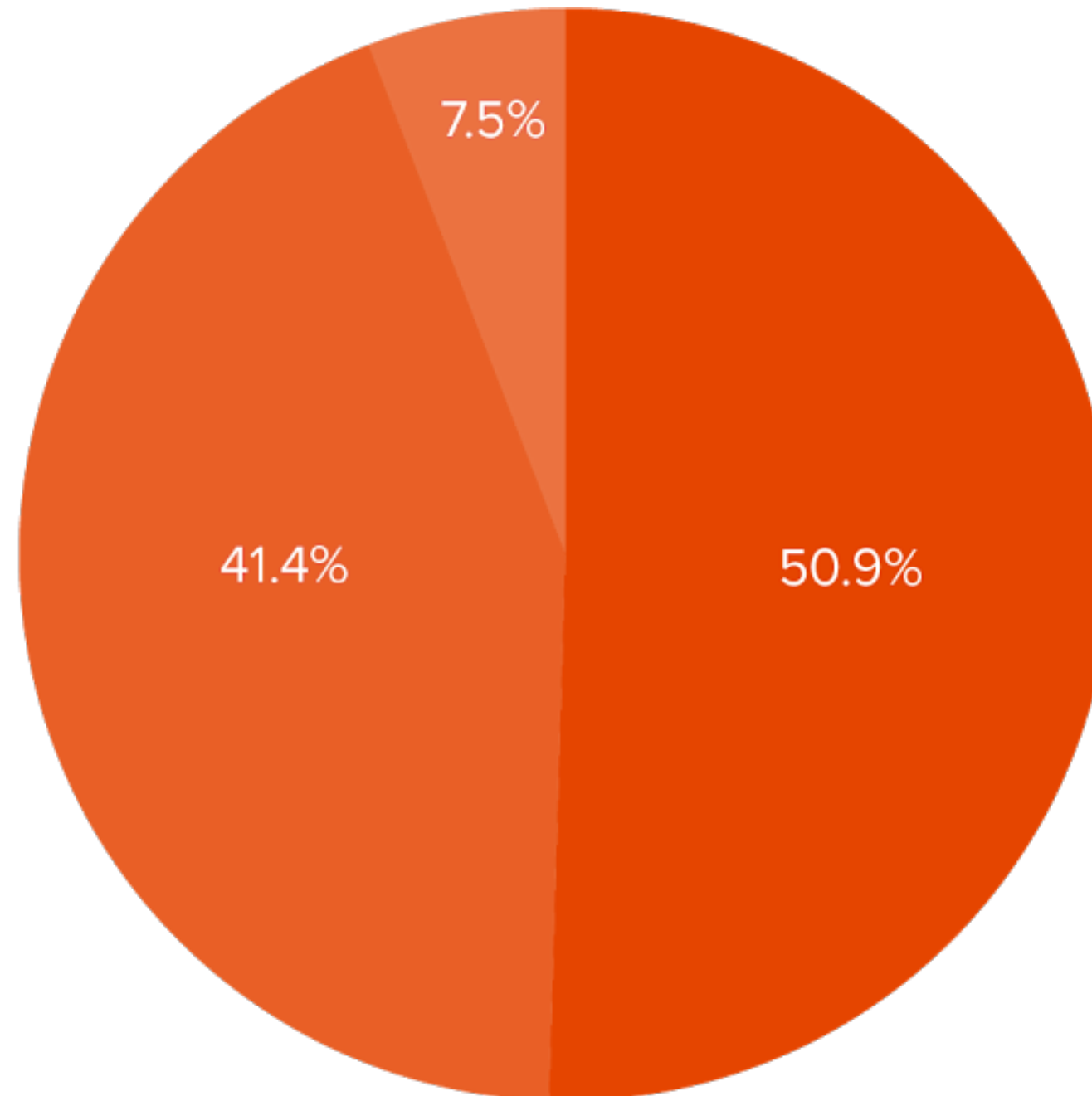
- Athlete
- Unspecified
- Coach
- Contributor/fan



Product Usage

USERS BY PLATFORM

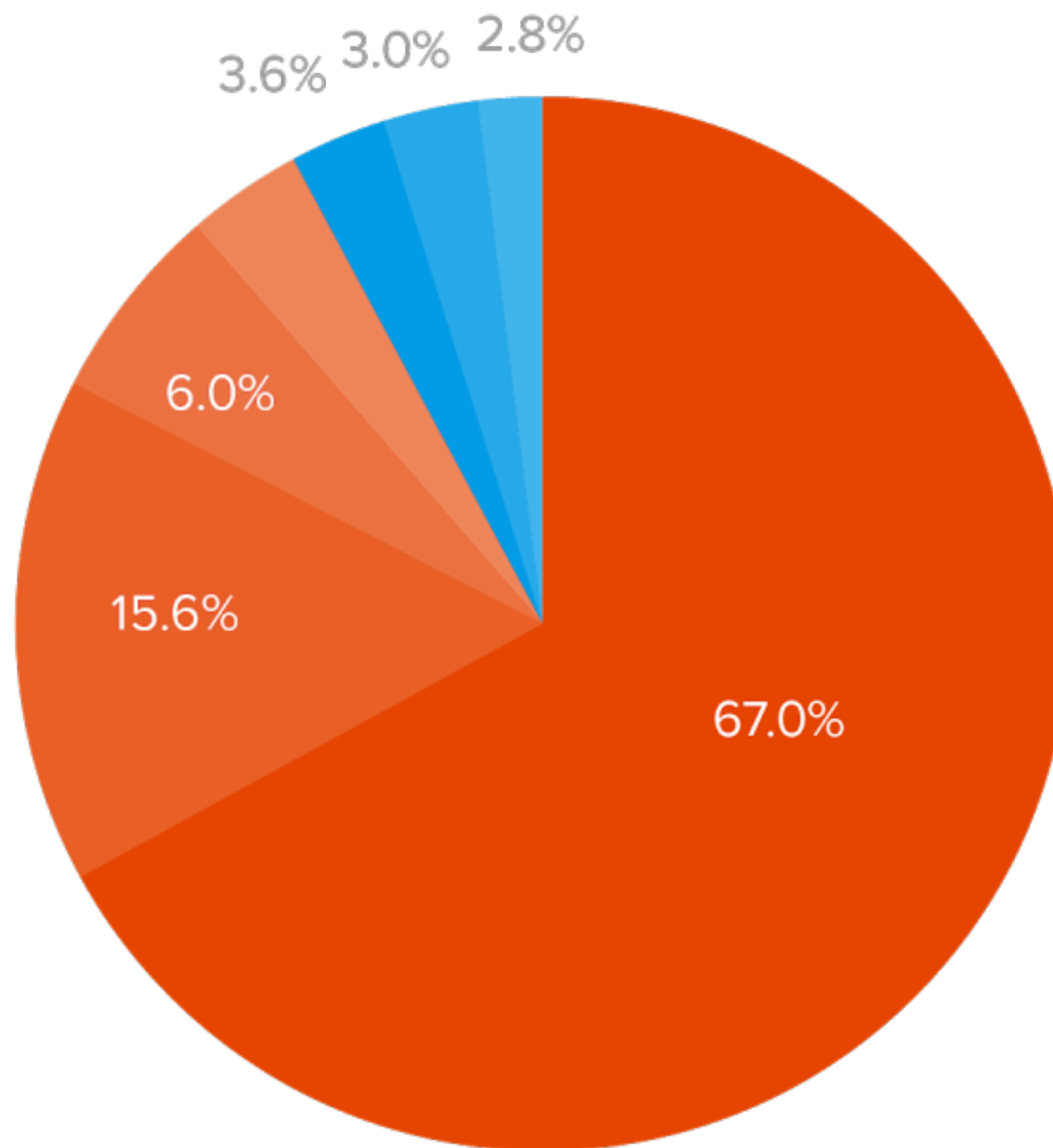
- Web app
- iOS
- Android



Product Usage

TOP EVENTS

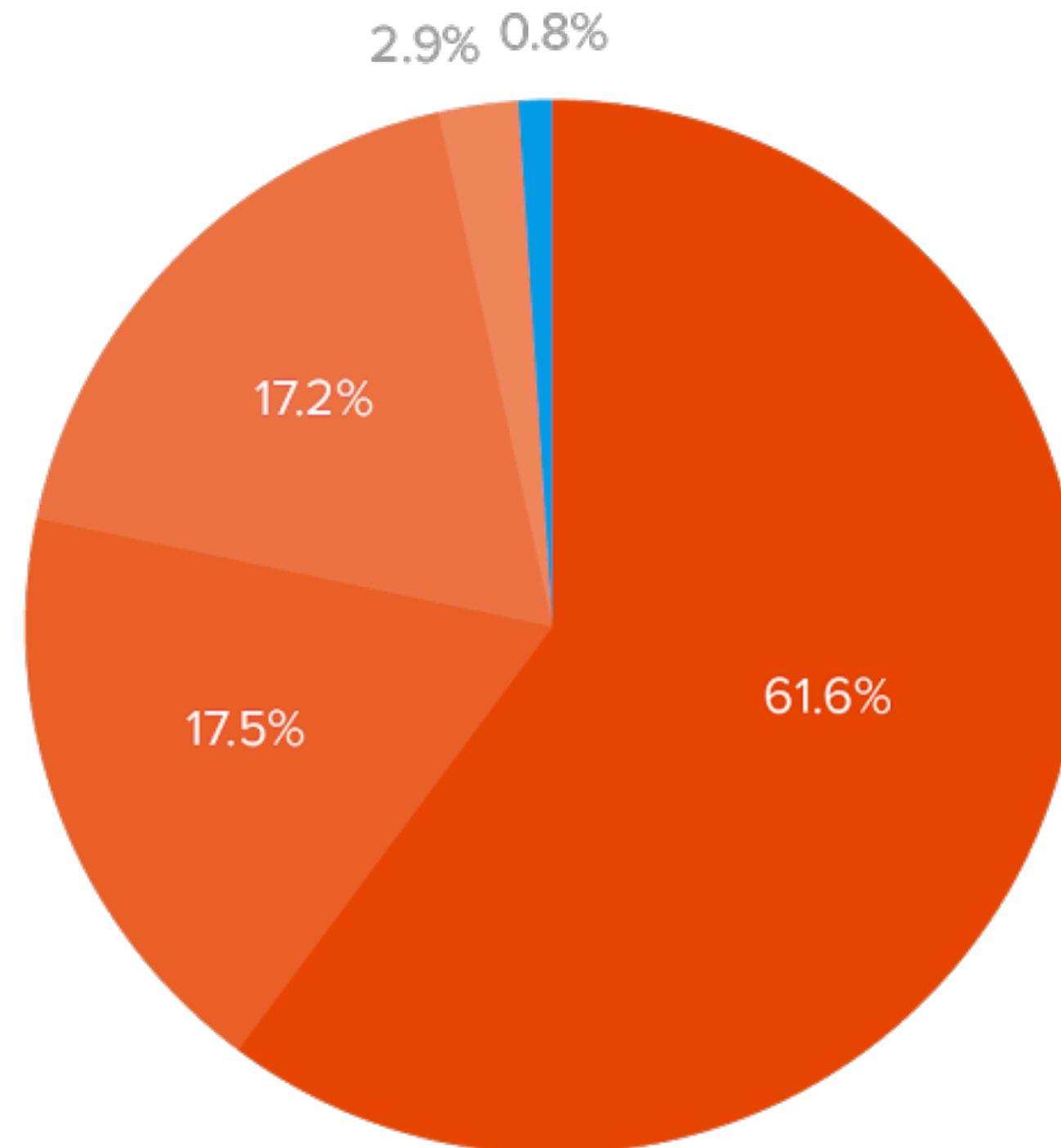
- Viewing posts
- Creating posts
- Capturing media
- Liking posts
- Signing in
- Replying to posts



Product Usage

TOP MEDIA SHARED

- Captured video
- Note
- Captured photo
- Existing photo
- Document/Captured audio



Mission

We strive to develop products that...

1. Eliminate pain points in the coaching process/strategy
2. Compliment a coach's routine
3. Saves time for more athlete instruction and planning
4. Remove the use of multiple and confusing tools
5. Consolodate all communications into one place.

Business Reason & Positioning

To dramatically grow and upscale our presence in the team and individual coaching/sport space by using a comprehensive coaching and learning platform that coaches at all levels can afford.

What Sets Us Apart

The current coaching industry is saturated with various products that are competent with providing just a handful of reliable tools, but don't fully house everything a coach needs to be successful and enabling.

CoachNow will be the force that holds everything together for sports coaches. Coaches are enabled to effortlessly communicate and advise, analyze improvement, and collect data and instructional media all within the same system - eliminating the need for multiple and complicated tools that can deter athletes and clients, thus harming business and reputation.

Principles

PRODUCT & VOICE

Simplicity and familiar: Interactions, tasking, and processes should feel familiar, relevant, and intuitive. Goal completion should be as seamless and obvious as possible.

Comprehensive and thorough: All tools should be housed within the same system, from desktop to mobile. Additional features will allow the app to grow and be more all-encompassing.

Responsive and instantaneous: Communications, notifications, and other forms of feedback should be timely and trackable.

HOW DO WE GET THERE?

UI Design + Onboarding flow is intuitive and self-explanatory

Easy to scroll feed

Side by side video analysis is seamless

User Feedback for future product improvement/features

Strategic partnerships aimed at seamless integrations and geared towards user growth.

Default notification changes needed

User tutorials/best practices from users [via blog] on the immediate feedback coaching

Long term - Customizable feeds for easier access to any feedback

Principles

PRODUCT & VOICE (CONTINUED)

Facilitating and enabling: Reduce confusion and pain points that compliment a coaches routine and planning style.

Trusting and reliable: Remove hiccups, obstruction and interruption from the coaching process, allowing for a higher account of stability.

Fulfilling and effective: Empowering the coach to be as sufficient and resonating as possible. Seeing the outcome of athlete improvement is a key goal for coaches.

HOW DO WE GET THERE?

Best practices across multiple use cases

More insightful emails post-signup on how to use the functionality that will compliment the coach and their style.

Limit downtime of app / Proactive communication about updates and/or outages

Faster video uploads so as to allow for more stable and higher interaction during practice sessions versus at the end of the day.

Create a user beta network for future releases (ie, Teamsnap Lab Rats)

Highlight success stories of coaches and athletes using our outbound channels

Allow more cross collaboration amongst coaches if/when requested to help empower a greater number of them.

Principles

DESIGN

Clean and unambiguous: Content and visuals shouldn't be distracting or warrant confusion. Be clear, to-the-point, and subtle.

Metaphorical: Everything should have a meaning behind it. Don't let design elements or content become arbitrary or empty.

Consistent: In order to unify a brand family, use a set system of elements and guides to bring a consistent and fluid experience across all platforms.

Identity

LOGO AND ICON OPTIONS

Ideas: Saving time, tech/modern, efficiency, sport, circular, clean



CoachNow

CoachNow

CoachNow

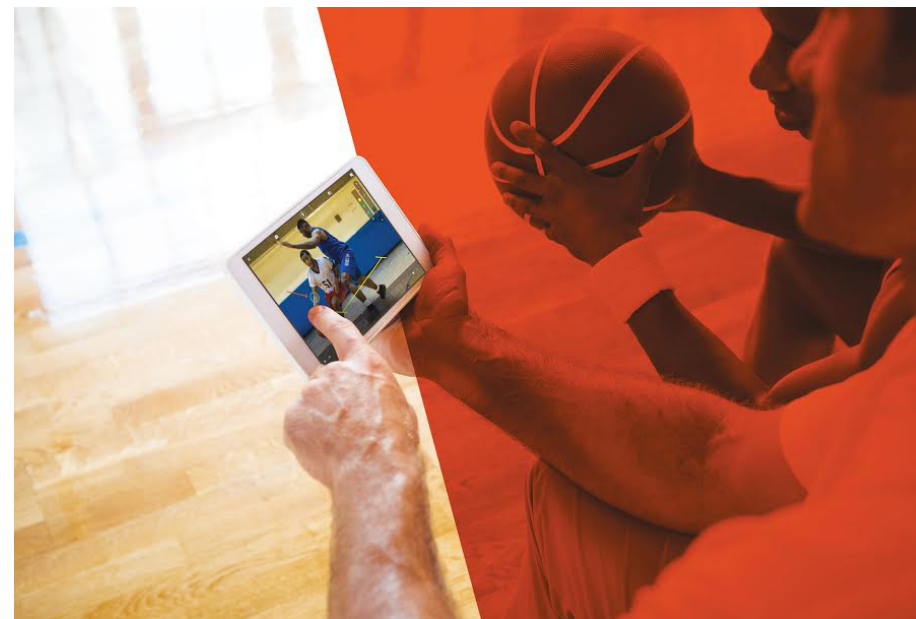
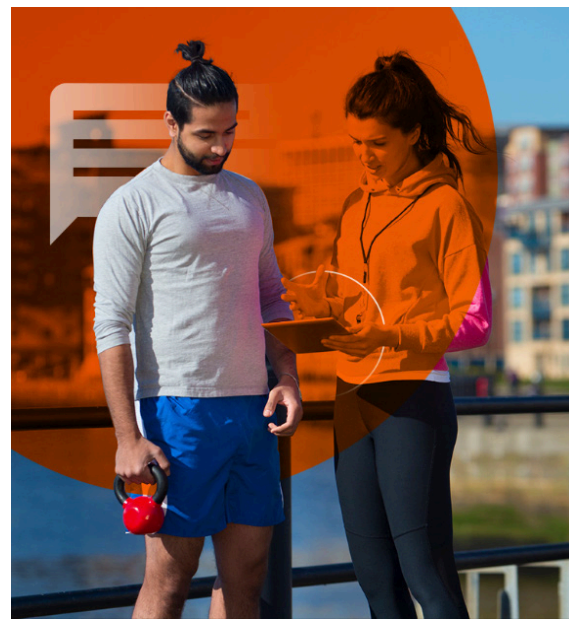
CoachNow

CoachNow

Identity

GRAPHICAL ELEMENTS

Metaphors: Colored circles and areas conveying space/personal communication, empowerment, movement, and instructional progress



Identity

TYPOGRAPHY

Typeface: Proxima nova regular, italic, and bold weights. Simple, legible, modern, and most importantly, cross platform supportive.

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova Regular

Proxima Nova Regular Italic

Identity

ICONOGRAPHY










Ideas: Convey simple, uniform, and clean icons that are scalable and representative of the coaching process and environment.



Identity

COLOR SYSTEM

Ideas: Bright, engaging, vivid, purposeful but not distracting.

				
Primary Orange HEX# e54500 RGB 229,69,0 CMYK 5,87,100,1	Primary Blue HEX# 039be5 RGB 3,155,229 CMYK 74,27,0,0	Green HEX# 43a047 RGB 67,160,71 CMYK 76,13,100,1	Gold HEX# ffa000 RGB 255,160,0 CMYK 65,96,0,0	Purple HEX# 5e35b1 RGB 94,53,177 CMYK 76,87,0,0
				
Dark Grey HEX# 8c8c8c RGB 140,140,140 CMYK 47,39,40,3	Medium Grey HEX# a5a5a5 RGB 165,165,165 CMYK 38,30,31,0	Grey HEX# e6e6e6 RGB 230,230,230 CMYK 55,47,46,12	Light Grey HEX# f4f4f4 RGB 244,244,244 CMYK 3,2,2,0	