

Lean Product Brief

Updated Feb 19, 2019

High Level

Vision

Providing coaches with the tools to reach their goals

Core

Digital communication / connection tool for coaches, athletes, and alike

Value Proposition

An all-in-one digital coaching platform designed to manage, motivate, and train your athletes.

Persona

1-on-1 and team coaches / individuals who coach as their career

Needs/Problems

Improved efficiency, equating to improved work-life balance for pro coaches

Products

iOS, Android, and web apps

Primary Features

1. Video telestration / analysis tools
2. Progress tracking tools

Product Breakdown

CoachNow+ Upgrade

- Unlimited Spaces and Teams with media posting

- Video analysis tools
- 150GB storage
- Coach Support Service
- Library for easy media collection and storage
- Segments for efficient communication
- Templates to onboard new athletes with similar content
- Level Up coaching community

CoachNow+ Business Upgrade

- Enterprise/Academy level offering
- License-based for bulk sales

Space (Previously called “TrainingSpace”)

- Designated area for 1-on-1 posting and communications between a coach and their athlete
- Store and organize all of your content in an environment that streamlines coach to athlete communication

Team

- Designated area for team posting and multiple communications between coaches and their athletes
- Store and organize all of your content in an environment that streamlines team communications

Channel (Previously called “Group”)

- Focused area of communication between a Team
- Can create multiple Channels per team, usually reserved for specific areas of improvement or groups within a team

Video/Image telestration and analysis

- Various drawing and timeline tools that focus on athlete movement and pinpointed details
- Contains an assortment of drawing lines and shapes, slo-motion scrubber, video recording, and side-by-side media comparison
- Edit, telestrate, compare and record voice over to correct, teach and train your athletes from anywhere, anytime.

Library

- Central storage area of all the coach’s media

- Store, upload and re-use your go-to videos, photos and more with your personal library.

Segments

- Collect and organize various Spaces and Teams into Segments and communicate, invite, and edit them in bulk
- Want to share a video with your entire organization, camp or academy? Create a segment to mass communicate and share media.

Templates

- Create a series of pre-canned posts and content to onboard new athletes and members in Spaces and Teams
- Easily onboard new athletes and members with re-usable introductory documents, videos and more.

Resources

Design assets

- CoachNow design [language and system](#)
- Initial native [style guide](#)
- Initial web [style guide](#)
- Brand [guide](#)
- Stock imagery [library](#)
- Web product [imagery](#)
- iOS product [imagery](#)
- Android product [imagery](#)
- Various [graphics](#)

Websites and platforms

- Coachnow.io WordPress [login](#)
- App.coachnow.io web app staging site [login](#)

Qualitative and Quantitative data

- CoachNow [Dashboard](#)
- Intercom customer support [platform](#)
- Initial free user [survey](#)
- Initial paid user [survey](#)

- Rebranding [survey](#)
- A/B [tests](#)
- Feedback [sessions](#)
- Information [architecture](#)
- UX and onboarding [teardowns](#)

Business documents

- Initial product [brief](#)
- Company [deck](#)
- Business comparison [breakdown](#)
- Performance [metrics](#)

Processes

Design operates as a centralized unit working with development, project management, marketing, and stakeholders simultaneously:

With Development and PM

- All UI and UX are currently built in Adobe XD (.xd) file format
- Assets are exported from said files and shared as Dropbox links via Slack, Github, or email
- Review/feedback is handled by generating an XD web shareable link to be commented on and iterated upon either in Slack or Github
- Older files and views were built in Adobe Photoshop (.psd/.psb) file format to be referenced if needed

With Marketing

- Most marketing assets, such as ads, banners, social, etc. are built in Photoshop and/or Illustrator, exported as raw files, and shared via Slack, email, or Github
- All emails are designed in Photoshop, shared as static images, and built in Intercom's messaging platform