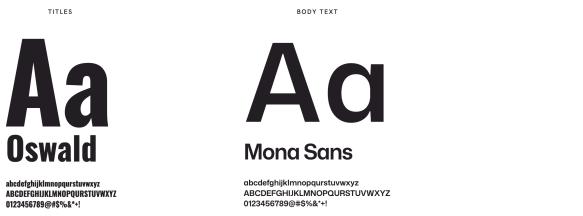
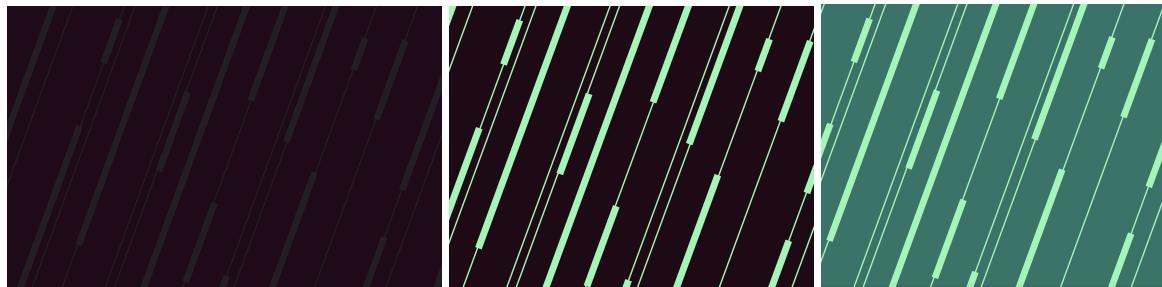


Fonts to use:



Graphic to consider:

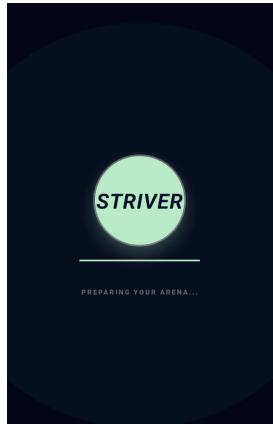


### Opening sequence

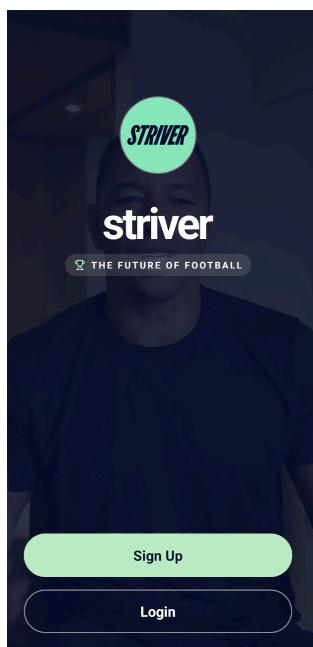
In general this is quite long to get to the point to sign up or sign/in - what can we do to condense



If this is the first thing you see, it feels a bit of a long loading process and not the most exciting. Anything we can do here?

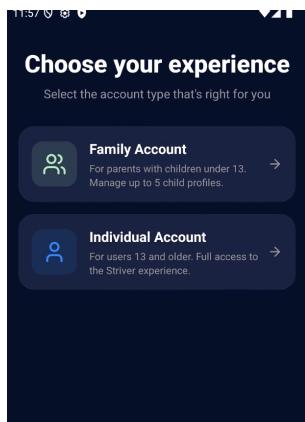


Again this feels like it takes a while. Can we use the correct fonts and logo here please

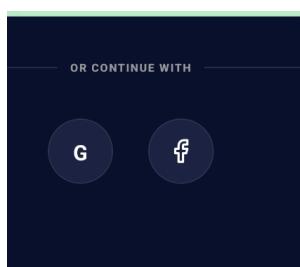


Can we use the correct logo. Also why do we say Striver under a Striver logo? If it's because we want to see Gilberto, can we do an opaque logo? Can we amend the text to say "Football has a new voice". Can we look at a suite of logos that are on brand for us and that we can also use for socials etc. This feels very AI.

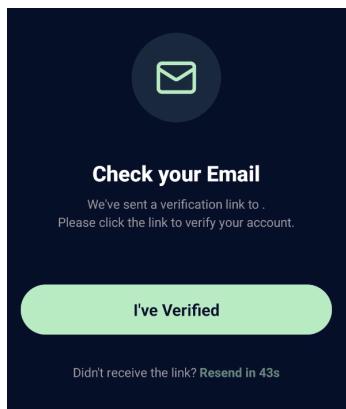
#### Account sign up



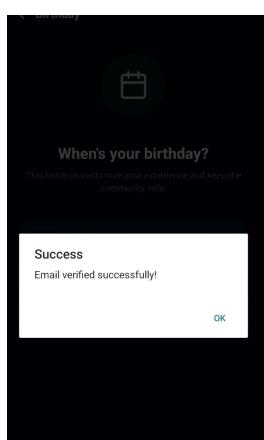
Same point re fonts and icons. I'm not sure re use of blue as a key accent colour for icons, I know we've introduced as part of secondary colour palette.



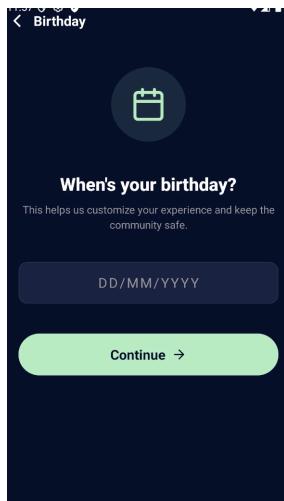
On iOS will we have Apple login option as well?



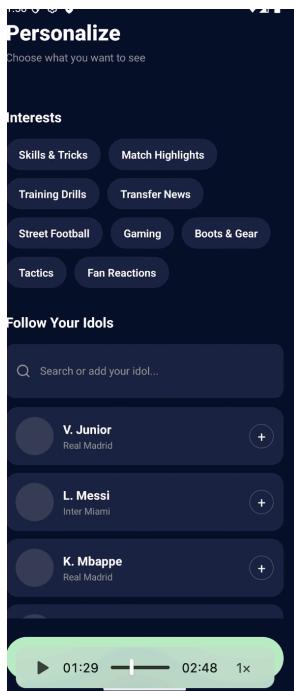
Again icons feel very AI - we need custom icons that reflect our brand personality.



Can we make this fit in more with the style of the app. Also make the copy sound more Striver - "You're in, let's go" or "All set, welcome to the team".

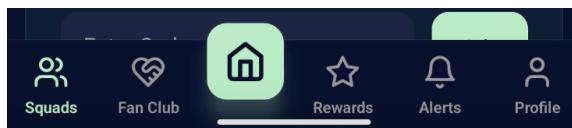


Icon and fonts - use UK English - customise, not customize

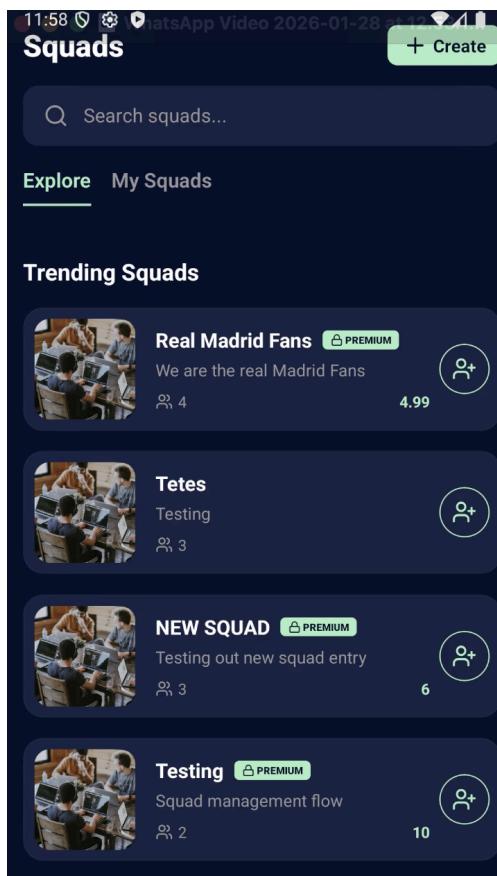


Personalize - should be 'Personalise'. On the interest categories can we put in "advice" or "tips" - is there a full list of interests anywhere to review?

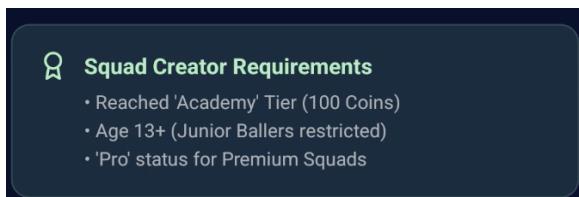
I'm wondering whether 'follow your idols' actually is a bit too generic. Perhaps given we are talking to this being less social media and more about education we should go down the "Your mentors" or "Choose your mentors" angle. Also on the follow suggestions, do those update based on the interests you choose? I'm guessing the grey boxes will be images which will make this feel more dynamic.



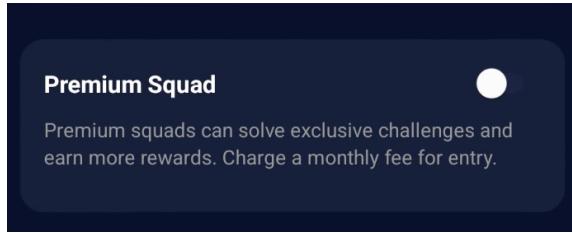
We are using the same icon for squads and for family account. Same feedback re creating something more ownable here.



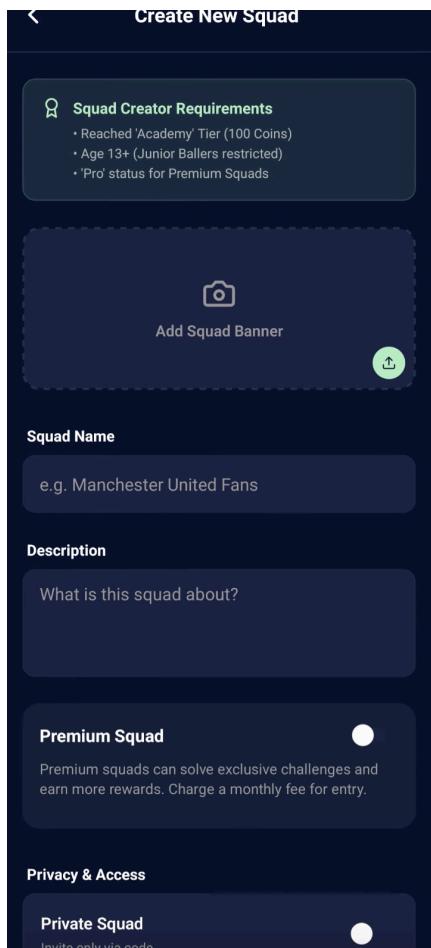
I see on the premium ones we are suggesting a price. How will pricing work. Will this be regional currency and auto updated based on location and do we have a payment mechanic integrated? Will we also have squads that show up as aged restricted, e.g. 18+ or 'not available in your location'?



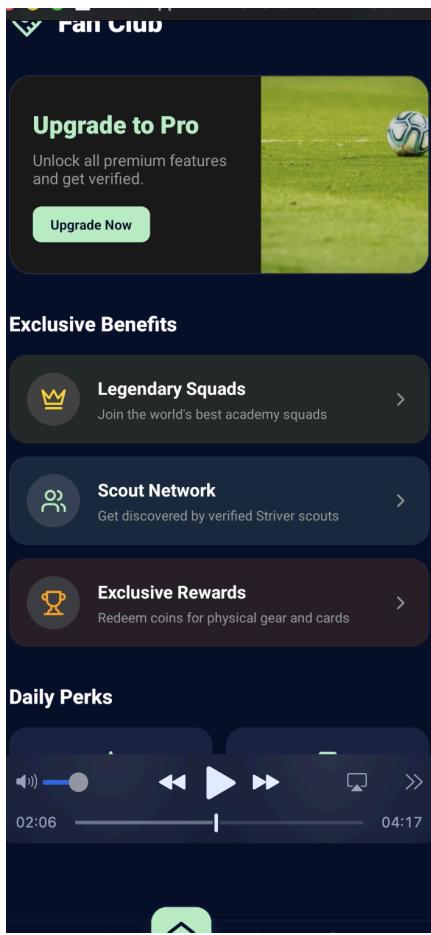
On this we are suggesting you have to be Pro status for premium squads, but on the page before it suggests you can buy your way in, what is the journey here?



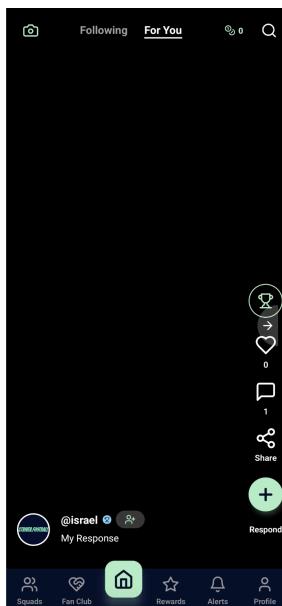
If someone sets it up as a Premium squad do we explain somewhere the revenue share - a bit like a substack model? Just thinking we will need them to sign terms for this and set up a bank connection, or have the opinion to withdraw.



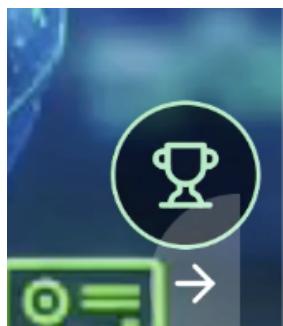
As per comments above, will we be adding in location restriction option, number of people restriction option - e.g set this squad to max 50 people, and age restrictions (beyond being 13 to set up squads, e.g you don't want to join a squad as a 15 year old that is for 18+)?



We hadn't discussed Fan Club before. I like the idea, but what sits in here? I think Scout Network is nice but how does this work? Are we just competing with better tools out there? One of our core pillars is the learning and dev side, so should we not be pushing the mentorship side as per the website etc?



For those under 13 under parental permissions, do we need to restrict sharing for those accounts?



What does this icon mean?

Daily Activities

- Daily Login** +5 Coins **Do it**
- Watch 5 Videos** +10 Coins **Do it** (0/5)
- Post a Response** +15 Coins **Do it**

Weekly Challenges

- Legend Challenge** Powered by Mozilla Firefox - 100% Complete

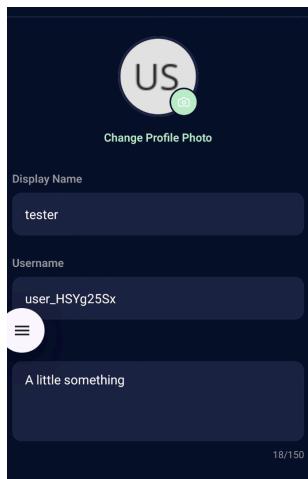
Can we get our own suite of icons

Earn career coins to climb the ranks from Future Star to GOAT. Your badge shows your status to the world!

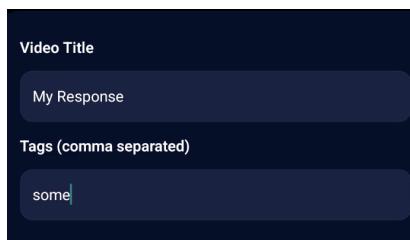
Rank	Coins	Status
Future Star	0 Coins	Current
Academy	100 Coins	Unlocked
Non-League	300 Coins	Unlocked
Baller	600 Coins	Unlocked
Pro	1,200 Coins	

Powered by Mozilla Firefox - 100% Complete

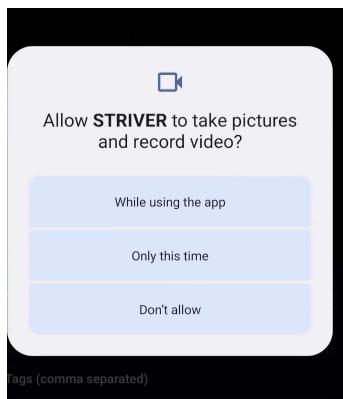
We need to work on what you unlock here **Eleanor Hall** this needs planning - things like birthday rewards, discounts on in xx etc



Do we want to add, teams you support as an option?



Do we need to say 'comma separated'



Can we make this feel like the same UI family?

