Padel.HUB

Scroll less noise.
Play more padel.

A padel-only feed connected to bookings, coaching, and real sessions.

Product Design + MVP

Short content • Community • Booking
Pitch deck (support)

Problem

Padel players are spread across too many apps.

- Padel is fragmented: Instagram/TikTok for clips, Strava for activity, separate apps/sites for court booking, coaches, and gear.

- Generic feeds optimize for low-quality engagement, not for sport progression or real-life action.

- Planning a game is messy: switching between DMs, group chats, links, and booking screens.

Design challenge

Build a focused social web app for short content and interactions, within a constrained MVP scope.

Target users

People who play padel and want everything in one place.

Job-to-be-done

"Help me discover padel content, learn, and quickly turn it into a booked session with my

● Beginner (0–6 months)

Wants rules, tactics, and simple drills.

Needs nearby courts and beginner-friendly coaching.

Wants to follow padel creators without distractions.

● Social player (weekly)

Books courts with friends.

Uses DMs and group chats to organize games.

Wants a padel-only feed + match highlights.

● Coach / Club

Wants visibility and direct booking requests.

Posts short tips and sessions.

Builds community and retention.

Concept

A padel-first social layer connected to real-world action.

- Padel-only feed: short posts (text, links, clips) with tags (beginner, strategy, gear, local).

- Booking hub: search and reserve courts + request coaches (MVP starts with a demo flow).

- Activity posts: share sessions like a Strava entry (duration, location, notes).

- Knowledge hub: rules, strategies, drills — quick cards to save and share.

- Social: DMs + groups to plan games; invite friends and coordinate in-app.

- Shop: curated gear catalog linked from content (MVP: browse-only).

Healthy scrolling: only padel content, with a purpose.

UX walkthrough

Key flow from scroll → booking → play → share.

Padel.HUB

1) Onboard

Pick level, city, and interests (strategy, drills, gear).

▶

2) Padel feed

Scroll a padel-only timeline. Save posts and follow creators.

▶

3) Book

Open a court/coach card and book a time slot (MVP demo).

4) Invite

Share booking to a group and confirm players.

▶

5) Play

Session reminder + quick rules/strategy cards for warm-up.

▶

6) Post

Share a match recap: score, notes, and a clip or link.

MVP scope

A minimal web-based prototype demonstrating the key loop.

Included in MVP

- Auth + basic profiles (level, city, interests).

- Feed + post creation (text/link) + likes + comments.

- Explore by tags (strategy, rules, booking, gear).

- Court/coach card + booking demo (mocked availability).

- Groups: create + invite friends + share booking.

- Knowledge cards: rules + simple strategies (save/share).

- Shop: curated catalog view (no checkout).

Out of scope (for now)

- Payments and real integration with every club.

- Real-time chat, calls, or advanced moderation.

- Full recommendation engine and creator monetization.

- Inventory, shipping, returns (full e-commerce).

- Advanced analytics and wearable data sync.

MVP success = one complete loop

Discover padel content → book a session → invite friends → post a recap (inside Padel.hub).

Why Padel.hub

Focused attention → better habits → more playing.

- One place for padel: content + learning + coordination + booking.

- More signal, less noise: everything is filtered to padel.

- Turns scrolling into action: posts connect to courts, coaches, and sessions.

- Community-first: groups make it easy to play together and stay consistent.

Players

Learn faster, play more, stay motivated.

Coaches

Be discovered and get requests easily.

Clubs

More bookings through a sport-first funnel.

Next steps

What we will demo during the final defense.

- Walkthrough of the MVP loop (discover → book → invite → post).

- Clickable prototype screens (feed, booking card, group invite, recap post).

- Design rationale: focus, simplicity, and constrained scope.

Padel-only. Action-first. Community-driven.

A healthier alternative to generic social feeds — built for padel.