



# Soccer Scouting Agency

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# Soccer Scouting Agency



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# Project Concept Summary

- Soccer Scouting Agency will be able to help young children and older athletes be seen by scouts all over the world to provide them with an opportunity to go on trial with some of the world's best players and clubs. Athletes in the USA don't have that network to be seen as much as players in Europe and we will make it a top priority to presume a tryout for each of our customers.

## Competitive Research

- Company name: Captain U
- Great business to compete against and they are good because they have over 3 million high school athletes, colleges, teams and events. They have most schools that are nationally ranked and the downside to this is since they have so many athletes, the athletes have a hard time getting scouted and getting actual Coach's attention.

# CAPTAIN U

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### Log in to Athlete

E-mail:

Password:

Log in

[Forgot your password?](#)

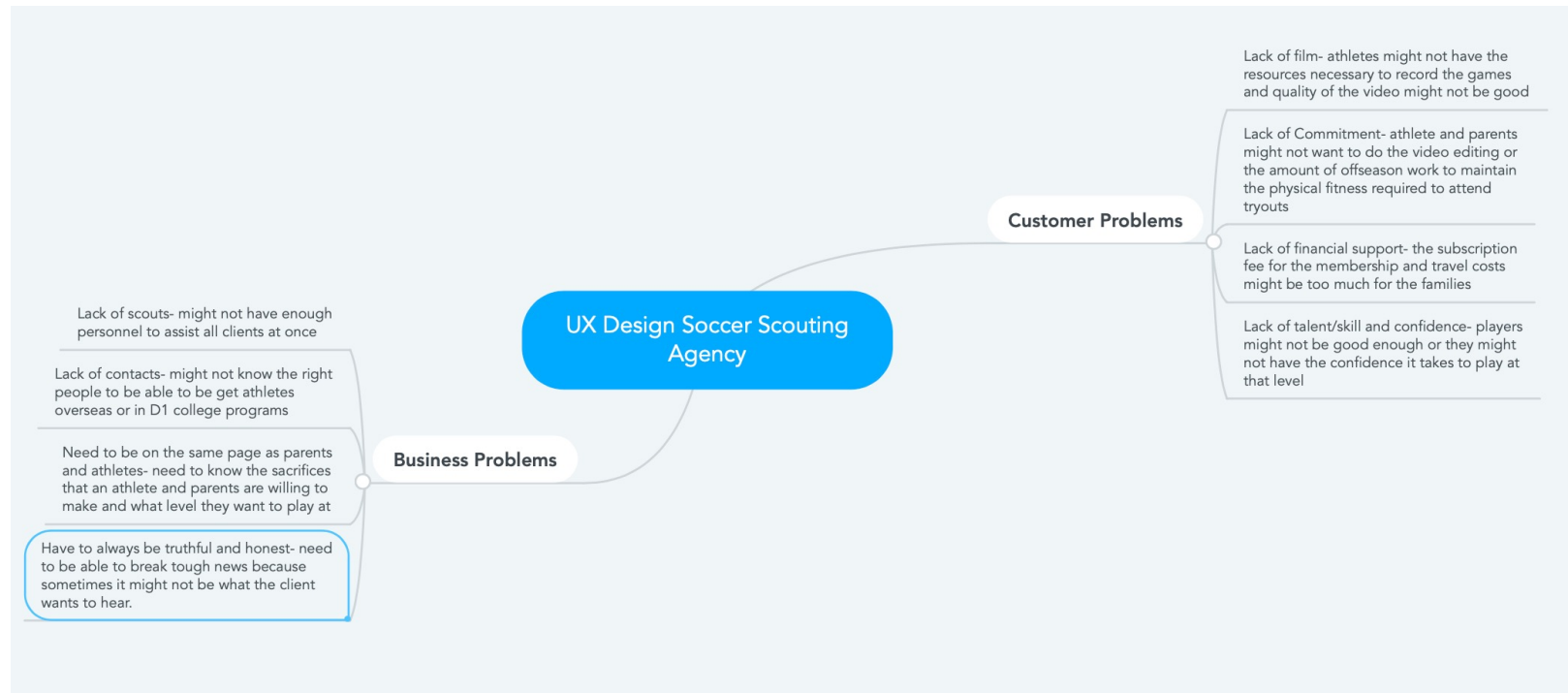
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# Competitive Research

- US SOCCER
- the USA soccer national team federation for both men and women. The upside to this is that athletes at a high level are being scouted and the downside is some soccer players who are better have no exposure because a lot of players that go through here are players who can afford playing at academies and the networking is mostly friends or people who know each other.



# Mind Map



# Journey Map

# Problem Classification Table

Business Problems	Customer Problems
1.1 Lack of scouts	1.1 Lack of Film
1.2 Lack of contacts	1.2 Lack of commitment
1.3 Need to be on same page as parents and athletes	1.3 Lack of financial support
1.4 Have to always be truthful	1.4 Lack of talent/skill





## Personas

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- Narrative:

Rodrigo Rivera is a 38-year-old former soccer player and father of 3 male children. What he wants is for his children to have the opportunities of playing in different leagues around the world because he knows that that's where the real competition is.

- Scenario:

Rodrigo has taken his kids to multiple soccer tryouts and knows his kids are very talented soccer players. He sees that before they get there, the people seem to already know the coaches and are placed on the better teams.

- Needs:

- a scout for his children
- Game film for his children's promotion page
- Communication with coaches

- Results:

Soccer scouting agency can provide Rodrigo with the help he needs and even with a job as he know the needs and attention a player with such skill requires.

# Personas

- Narrative

Luisa Collins is a 45-year-old single mom with an 18-year-old son who is about to graduate college. He has been on the all-state soccer team since he was a freshman and soccer seems to be the only way he will be able to afford school.

- Scenario:

Luisa's son doesn't know if he wants to go to college since it is so expensive, and he has talked with a few Division I college soccer coaches but he doesn't know if he could better himself and his family by playing pro soccer instead.

- Needs

- Advice in which path for son to choose
- Which schools are interested in him
- Which pro teams are interested in him

- Results:

Soccer Scouting Agency can provide Luisa with all the help she needs as she will be able to worry less about where her son will end up. Soccer Scouting Agency will allow her to communicate with both the professional Coaches and the college coaches to find the best route for her son.





## Personas

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- Narrative:

Rob Daniel is a young dad who has a 12-year-old son. Parents and coaches nicknamed him the next 'Lionel Messi' as he is small but very shift and a natural soccer prodigy.

- Scenario:

Rob doesn't know whether to add his son to the local MLS academy or to send him overseas to potentially join FC Barcelona's youth academy named 'La Masia'

- Needs:

- To know whether his son is good enough for either levels
- Costs to play in MLS or overseas
- School and education when in development

- Results:

Soccer Scouting Agency will provide Rob with the correct answer after speaking with both parents and the athlete. After a trip overseas first and then an MLS tryout we will assess the athlete's skill level and where he fits in best and where he will be allowed to develop best.



# Personas

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- Narrative:

Diego Martinez doesn't know whether he made the correct choice in going to play in the Spanish Soccer League as he hasn't received much playing time

- Scenario:

Diego needs to either get playing time or get out of the club on loan since the National Men's tournaments are coming up and he needs playing time to be able to called up to participate in such events

- Needs:

- New scout
- Playing time
- National team

- Results:

Soccer Scouting Agency will find a team for Diego to develop in as he has fired his former agent that encouraged him to take the higher pay over the playing time. At first that seemed as the best decision but it has come back to haunt him and we can fix it together.



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# Personas

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- Narrative:

Alex Smith is a female soccer player that is very well known throughout YouTube as she has been a global prodigy since very young.

- Scenario:

Alex wants to choose her professional team as she is in contact with four pro women's teams. Her agent just had a child and is away, so she needs someone who can fill in and do the job right

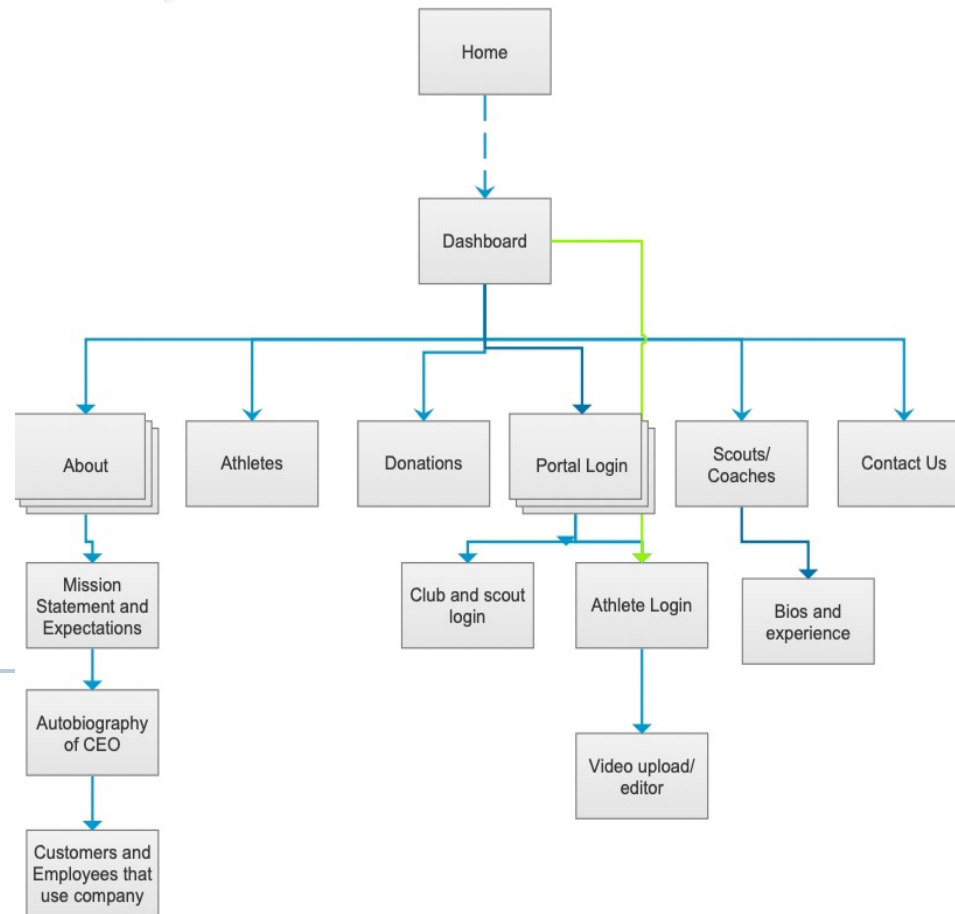
- Needs:

- Playing time
- Correct team
- Adequate pay

- Results:

Soccer Scouting Agency can help Alex choose her team as we can read each page of each contract and analyze every team to see where she would get the most playing time.

# Flow Diagram



# User Flow Diagram Summary

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- The user begins at the homepage and clicks on the dashboard. In the Dashboard they are taken to 6 different categories with 3 having multiple functions. Users can look at the about info to the information on how to contacts us. When the user clicks on the dashboard, they can directly go into the athlete login and are able to go directly to their account and begin video editing. Overall, the diagram is based on questions the users would have or on the tools they would need.