# Product Requirements Document (PRD)

## Hockey Player Profile Platform

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## 1. Purpose & Vision

The Hockey Player Profile Platform is a web-based product designed to help youth hockey players and families showcase player development, discover hockey training resources, and obtain **coach-verified player credibility**. The platform emphasizes **player-first verification, transparency, and fairness**, while providing tiered access to advanced features.

**Important clarification:** - Coaches themselves are **not verified** by the platform - Verification only applies to **players being verified by coaches**

Primary goals: - Enable **coach-verified player profiles** - Prevent fraudulent or duplicate head coach claims - Allow coaches to post and promote **ID skates, tryouts, and events** - Help families discover coaches, facilities, and training opportunities - Offer clear upgrade paths through subscription tiers

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## 2. Target Users & Personas

### 2.1 Parent / Guardian (Primary User)

- Manages up to 3 player profiles
- Controls privacy, stats, and subscriptions
- Interested in exposure, credibility, and development

### 2.2 Player (Profile Subject)

- Youth hockey player represented by a parent account
- Publicly searchable (based on tier visibility)
- May receive coach verification and ratings

### 2.3 Head Coach (Independent User)

- Acts as a verifier for players
- Can post and manage hockey-related events
- Can evaluate players (Elite requests only)

### 2.4 Admin (Internal)

- Reviews disputes, flagged content, and submissions
- Manages revocations, approvals, and moderation queues

## 3. Account Types & Limits

### 3.1 Parent / Guardian Account

- One account per family
- Maximum **3 player profiles** per account
- Owns subscription and billing

### 3.2 Player Profiles

- Sub-accounts under a parent
- Can list multiple teams simultaneously
- Visibility and permissions depend on subscription tier

### 3.3 HEAD Coach Account

- Always free
- **Only one head coach allowed per unique combination of:**
- Organization / Team Name
- Level
- Birth Year

If all three match an existing head coach record, account creation must fail.

- Coaches may list **multiple teams** they head coach

**Optional (free-text fields):** - CEP # - CEP Level

**Dispute & Revocation:** - Any user may dispute a coach claiming head coach status - Disputes enter an admin review queue - If revoked, coach immediately loses access to coach features

### 3.4 Facility Accounts (Future State)

- Not part of initial build
- Database placeholder only
- Facilities added via admin approval

## 4. Authentication & Eligibility

### 4.1 Email Verification

- Required for all accounts
- Verification link sent on signup

### 4.2 Phone Verification

- One phone number per parent account
- One phone number per coach account
- Same phone number may exist once in each category
- SMS verification required

### 4.3 Age Requirements

- 18+ only to create an account
- Birthday required
- Email + SMS verification mandatory

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# 5. Subscription Tiers

**Note:** There is no Free tier. All player profiles exist under paid Starter or Elite plans. Free first 30 day on any plan.

### 5.1 Starter Tier

**Permissions & Visibility:** - First name + **last initial only** - Team name visibility - Birth year visibility - **Level NOT visible** - Facility reviews (create + view) - Coach verification eligibility

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### 5.2 Elite Tier

**Permissions & Visibility:** - Full name visibility (first + last) - Player stats - Social media links (Instagram, Facebook, etc.) - Coach ratings - Facility reviews - Contact request system - Coach evaluations of players (request-only) - Aggregated evaluation display - Team name, birth year, **team**, **level**, and **location (area)** visibility - Coach verification eligibility

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### 5.3 Family Plans

- Applies to parent account
- Maximum **3 player profiles**
- All profiles inherit plan tier

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# 6. Core Features

### 6.1 Player Stats (Elite Only)

- Entered and edited by parent only
- Position-based stat fields
- Publicly visible for Elite tier

### 6.2 Facility Reviews & Discovery

**Facilities Page**

Each facility tile includes: - Business name - Location - What they offer (clickable filters): - Power skating - Edge work - Skating treadmill - Off-ice training - Shooting skills - Stick handling - Video review - Mentorship - Hockey IQ training - Average rating (stars) - Written reviews - External business website link (if available)

**Submit a Facility**

- Available to **any user**
- Submission form lives on Facilities page
- All submissions go to admin approval queue

### 6.3 Coach Ratings (By Players – Elite Only)

- Star-based, anonymous
- Aggregated display only (no free text)

**Rating Criteria:** 1. Positive Communication & Motivation 2. Leadership & Role Modeling 3. Patience & Adaptability 4. Hockey Knowledge & Teaching Skills 5. Focus on Life Skills & Development

### 6.4 Coach Reviews of Players (Request-Only, Elite)

- Player requests evaluation from coach
- Coach must manually accept
- Star-based evaluation only

**Evaluation Criteria:** - Plays Under Pressure - Coachability - Work Ethic - Hockey Sense / IQ - Confidence

(No written commentary)

# 7. Coach Verification & Player Claiming

## Verification Logic

System compares: - Team name - Level - Birth year

## Flow & Outcomes

- Player requests verification from listed coach
- Coach receives **instant notification**

**Coach Approves:** - Player receives **blue Verified badge** next to that team

**Coach Not Available:** - Display "Coach not available" - **Yellow badge**

**Coach Denies:** - Player receives **red "Coach Rejected" badge**

Players may have different verification states per team.

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# 8. Events

### 8.1 Coach-Posted Events

- Coaches can post events such as ID skates, tryouts, and camps
- Events live on a dedicated Events page
- Events may be managed by coaches or admins

**Event Fields:** - Event title - Optional photo - Date - Time - Location - External link (social media) - External link (team website)

(Future state: facilities may also post events)

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# 9. Search & Discovery

- Profiles are publicly searchable
- Search results ordered by:
- Elite
- Starter

**Filters:** - Birth year - Position - Team - Level - Location (geographic radius)

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# 10. Contact & Support

- Public contact form allowing users to email the platform owner
- Messages routed to admin inbox

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# 11. Admin & Moderation

### Admin Queues

- Coach disputes
- Facility submissions

- Event moderation
- Flagged reviews
- Flagged accounts

**Admin Actions**

- Approve / deny facilities
- Approve / remove events
- Revoke coach status
- Suspend or delete accounts
- View activity logs

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# 12. Data Retention & Compliance

- Retain canceled account data for **1 year**
- GDPR / CCPA compliant deletion available
- USA-only deployment

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# 13. Billing & Refund Policy

- No refunds
- Cancellations remain active until end of billing period
- Features available through paid term

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# 14. Success Metrics (KPIs)

- Account creation rate
- Paid conversion rate
- Player verification completion rate
- Coach dispute rate
- Facility submissions & reviews
- Event creation engagement

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# 15. Out of Scope (Phase 1)

- Facility-managed accounts
- Automated stat imports
- Video hosting
- International support

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## 16. Risks & Mitigations

**Risk:** Fraudulent coach claims
**Mitigation:** Hard uniqueness constraints + dispute system

**Risk:** Verification friction
**Mitigation:** Manual approval with clear UX

**Risk:** Review abuse
**Mitigation:** Admin moderation queues

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## 17. Launch Criteria

- All verification flows tested
- Events system live
- Facilities page live
- Admin dashboards operational
- Subscription enforcement validated

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**Status:** Approved for Development