



ATHLEAP

Initial Feedback

- Current site appears to be designed around template blocks, rather than user experience
- Current site has a lot of boxes, tools, and clicks, mimicking enterprise software vs consumer app
- A goal for Athleap is fan experience, so human engagement is critical (like social media)

Agenda

- Review brand concept
- Review feature set (core vs non-essential)
- Review wireframes (not mockups but block placements and page formats)

Logo



Designed by
lw_studios

Fonts

OPEN SANS 700

**The quick brown fox jumps
over the lazy dog.**

Colors



#FC0105
RGB(252, 1, 5)



#FFFFFF
RGB(255, 255, 255)



#440102
RGB(68, 1, 2)

Feature Review

The goal is a simple user journey with minimal clicks to destination, one stop experiences, and optimal engagement for a fans who want to build community with elite players and coaches.

Core Features

- Fan Engagement (follow coach, see upcoming schedule, follow socials)
- Train in Sports (complete AI lessons, upload videos for review)
- Ask a Question (AI based chat bot for questions on skills or mindsets)
- Gear Store (purchase athletic recommendations)

The goal is to generate a well-designed experience for these features for launch.

Not Prioritized

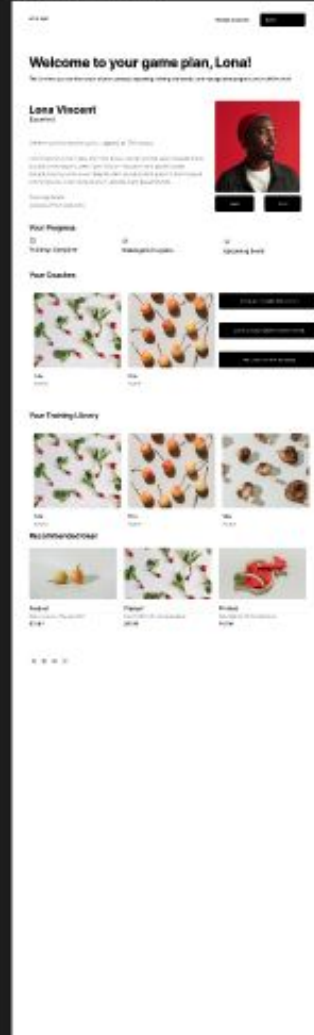
- Contact options (message coach or contact coach)
- Daily motivation
- Coach's feed (messages can live on profile)
- Share button on the coach page

Recommended Site Experience

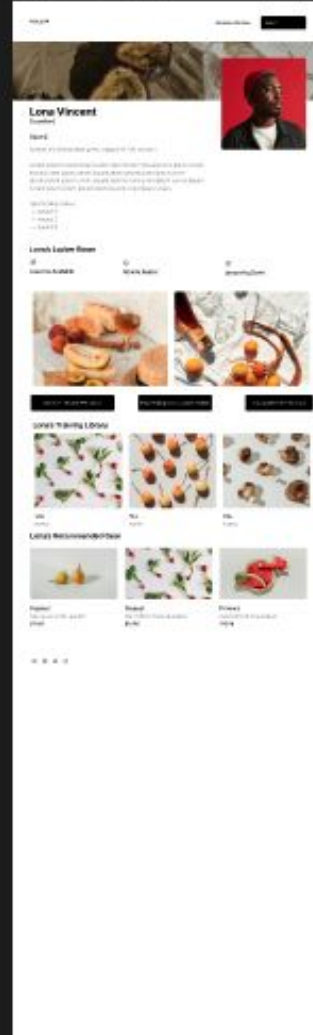
Landing Page



Athlete Profile



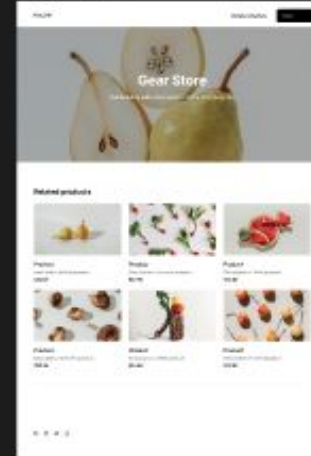
Coach Profile



Coach Locker Room - Da...



Gear Store



Browse Coaches



Landing Experience

The landing page is designed to provide a clear overview of Athleap and the expected journey. The sign-in should be the most frictionless part of the experience, as it is our first impression with users.

Landing Page

ATHLEAP

Button

Hero Image with Athleap Wordmark
(no words placed over faces)

AthLeap is blending the power of AI with the thrill of sports, creating unforgettable fan experiences and coaching next-generation athletes. Whether you're in the stands or on the field, this is the future of sports.

Simple steps to a stronger game

Share Your Goals

Create your athletic profile and share what's important to you. Set clear goals for your training and development journey.

Find Your Coach

Our coaches have been carefully curated to provide top tier training experiences and elevate your athletic journey.

Enhance Performance

Ask questions, engage with our community and track your progress with personalized performance insights.



Two side by side buttons for sign-in.

New users. Join now.
Existing users. Sign in.

No other call to actions on the page.

Our current "join now" button goes to a separate "welcome back" page asking them to sign into their dashboard (they don't have one yet). In the top right, it also says "new here, sign up?" but they've already indicated being new by clicking "join now".

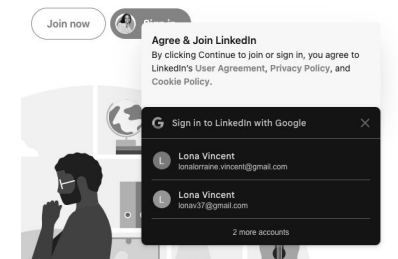
Recommend a hover over the sign-in buttons where users can read disclaimer language and choose if they want to use an existing Gmail.

This keeps people on the same landing space, saving a click off to another page destination.

No links to coaches, lessons, or gear at the bottom.

Include standard requirements only (if privacy and terms are required).

New User	Existing User
<input type="text"/>	<input type="text"/>
<input type="button" value="Register"/>	<input type="button" value="Login"/>



Athlete Experience

The journey for athletes needs to be seamless with minimal asks for data entry, clarity on how to make the most of the experience, and no more than 3 core features.

Athlete Invite



Hi Lona –

Merline Saintil has invited you to join her team on Athleap, a new platform blending the power of AI with the thrill of sports, creating unforgettable fan experiences and coaching next-generation athletes.

Accept Invite

Join now and be a part of a company changing the future of sports. Once you are in, you can begin to train with Merline and follow other elite coaches.

We can't wait to have you on board!

See you inside,
The Athleap Team



Use logo banner with the tagline. See brand kit.

No custom message box from coach.
No "what you'll get on Athleap" box.



Only call to action is "Accept Invite"

No QR code.
No expiring link.
No coach and sport summary at the bottom.



Athlete Setup



Join an an Athlete

Tell Us About Yourself (current statement)

Athletic Information (current statement)

Submit Profile



Currently 4 pages of registration.
Reduce to 1 page of data collection.



- Include: First and last name
Include: Email
Include: Primary Sport
Include: Secondary Sport
Include: Drop down list of goals (pick list)
- Support elite athlete as a fan
 - Learn new technical skills
 - Practice mental agility
 - Train for next level of the game

-
- Remove: Skill Level
Remove: Training Goals
Remove: Current Achievements
Remove: Preferred Learning Style
Remove: Training Availability
Remove: Special Notes



Create Your Athlete Profile

Help your coach understand your training needs and goals

Step 1 of 425% Complete

Training Invitation

Basketball Training Program

Join our Basketball team with Coach Lona Vincent (Coach) and take your performance to the next level!

Basic Information

Let's start with your basic details

First Name *Last Name *

Lona

(Athlete Wire)

Email (From Invitation)

lvincen@sva.edu

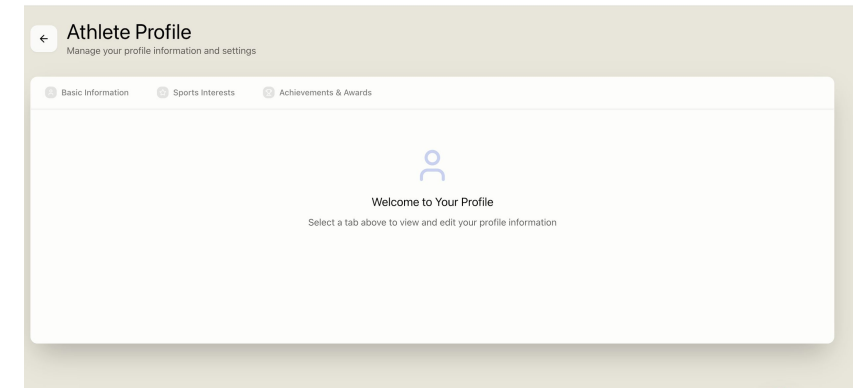
Athlete Onboarding (Pop-Up)



This request for more information should not be the first thing you see after setup.

Ideally, the person can live edit a pre-filled profile like LinkedIn, MySpace, Facebook, Instagram and other social communities.

Remove this and replace with a profile (see next slide)



Welcome to Athleap, Ben!

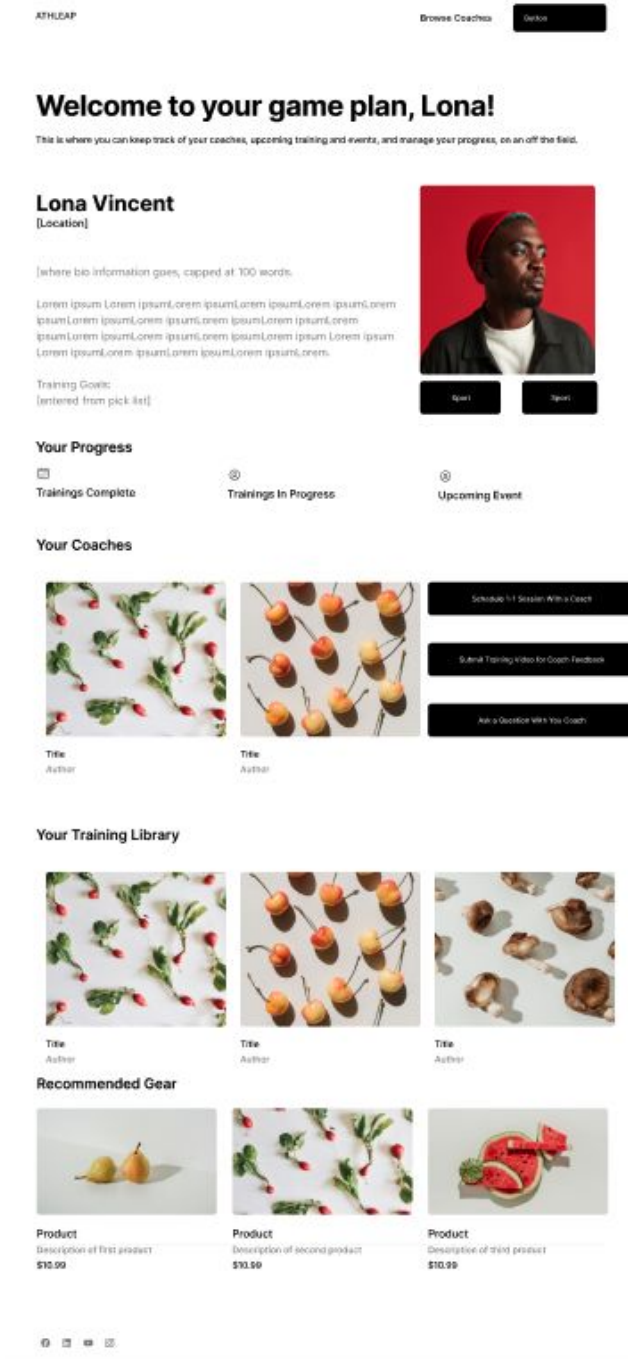
We are so glad you are here. You are now a part of the Athleap community, and we hope to help you with your game. Here's what to do next:

1. Personalize your profile
2. Find a coach to support your journey
3. Start training



We are missing some type of pop-up message to orient athletes to their journey when getting started. The goal would be to welcome athletes and help them know what to do to get the full experience.

Athlete Profile (One Stop



Should be single point of truth for the athlete journey. Focus on an athlete profile, similar other social engagement sites. Eliminate the idea of dashboard which is enterprise feature.

Go back to original mock-up of athlete profile (picture of athlete, list of coach(s), training section, and any recommended gear.

Viewable from Page:

- Progress
- Coaches
- Training Library
- Recommended Gear

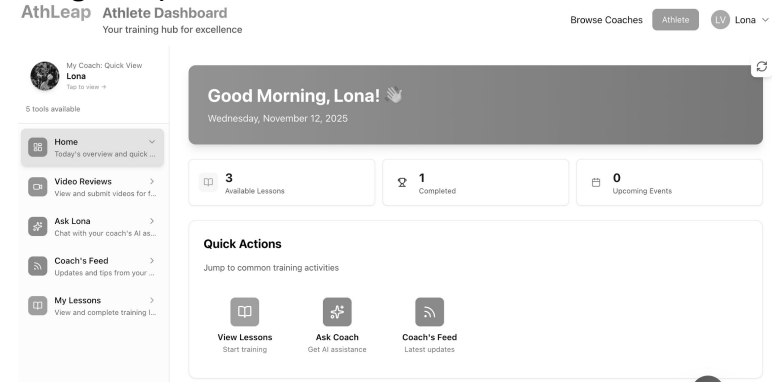
Clickable from Page:

- Schedule a 1-1 coaching session
- Ask a coach a question
- Submit video for coach feedback

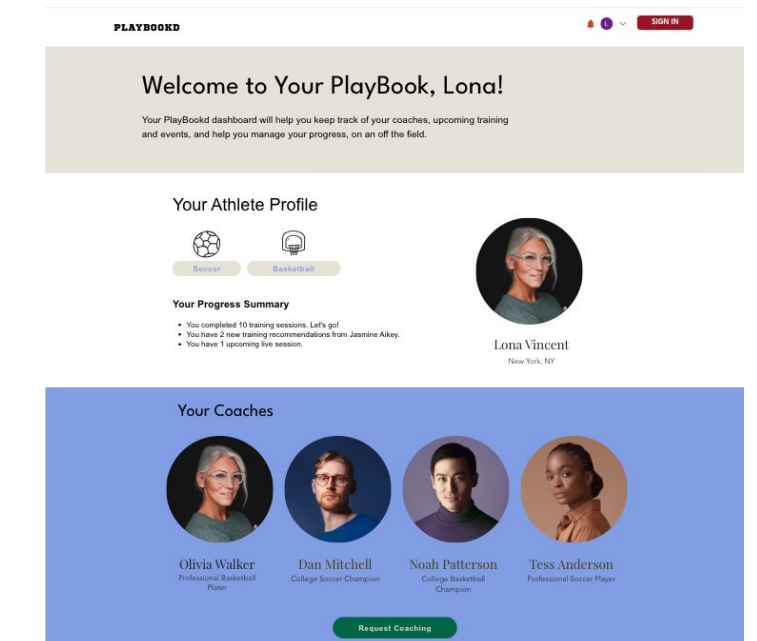
Is it possible to have the ask a question hover over if clicked? The calendar hover over for schedule, etc.?

Remove Daily Motivation at bottom of current page

Current Design (Looks Like Templates Tied Together)



Original Mockup Direction (Leaning More Social)



Coach Experience

The journey for coach needs to be seamless with minimal asks (they are busy), clear about the value add, and no more than 3 core features.

Coach Invite



Hi Lona –

We are the founding team at Athleap, a new platform blending the power of AI with the thrill of sports, creating unforgettable fan experiences and coaching next-generation athletes. Our mission is simple: to help unlock athletic potential.

We are inviting a select group of elite athletes to join our early access community as coaches, shaping the tools that redefine how athletes train and compete.

[Join Our Community](#)

You've earned your place at the top – this is your change to help define what comes next.

See you inside,
The Athleap Team

The invite is way too busy with too many places to pay attention. Simplify with a direct request.

Single call to action.



Coach Setup



Join as a Coach

Tell Us About Yourself (current statement)

Athletic Information (current statement)

Submit Profile



This is way too much data collection for a busy college or professional athlete. Should be simple sign up that eliminates friction and get people started quickly.

*Include:
Name and Email
Sport
Years in Game
Short Bio*

*Remove:
Display Name
Phone Number
Coach Tagline
Coaching Philosophy
Specialties
Certifications
Achievements
References
Sample Questions for Athletes
Voice Capture (IP hangup)*



*Update to submit profile, not submit application
Eliminate any steps around application review*

A complex, multi-step 'Join as a Coach' form. It consists of several overlapping panels. The first panel is a welcome message. The second panel is a progress indicator with four steps: 1. Personal Information, 2. Coaching Information, 3. Profile Details, and 4. Voice & Personality Capture. The third panel shows the 'Profile Details' section with fields for 'Coach Tagline', 'Years of Experience', 'Certifications', and 'Coaching Bio'. The fourth panel shows the 'Voice & Personality Capture (Optional)' section with a sub-section for 'Enhanced AI Coaching (Optional)' which includes buttons for 'Quick Voice Capture (15-7 min)', 'Detailed Voice Capture (12-15 min)', and 'Skip & Submit Application'.

Coach Onboarding

Welcome to Athleap, Ben!

You are now a part of the Athleap coaching community.
Here's what to expect:

1. Personalize your profile for fan engagement
2. Post a training using our AI tool
3. Suggest gear and earn affiliate commission



This request for more information should not be the first thing you see after setup.



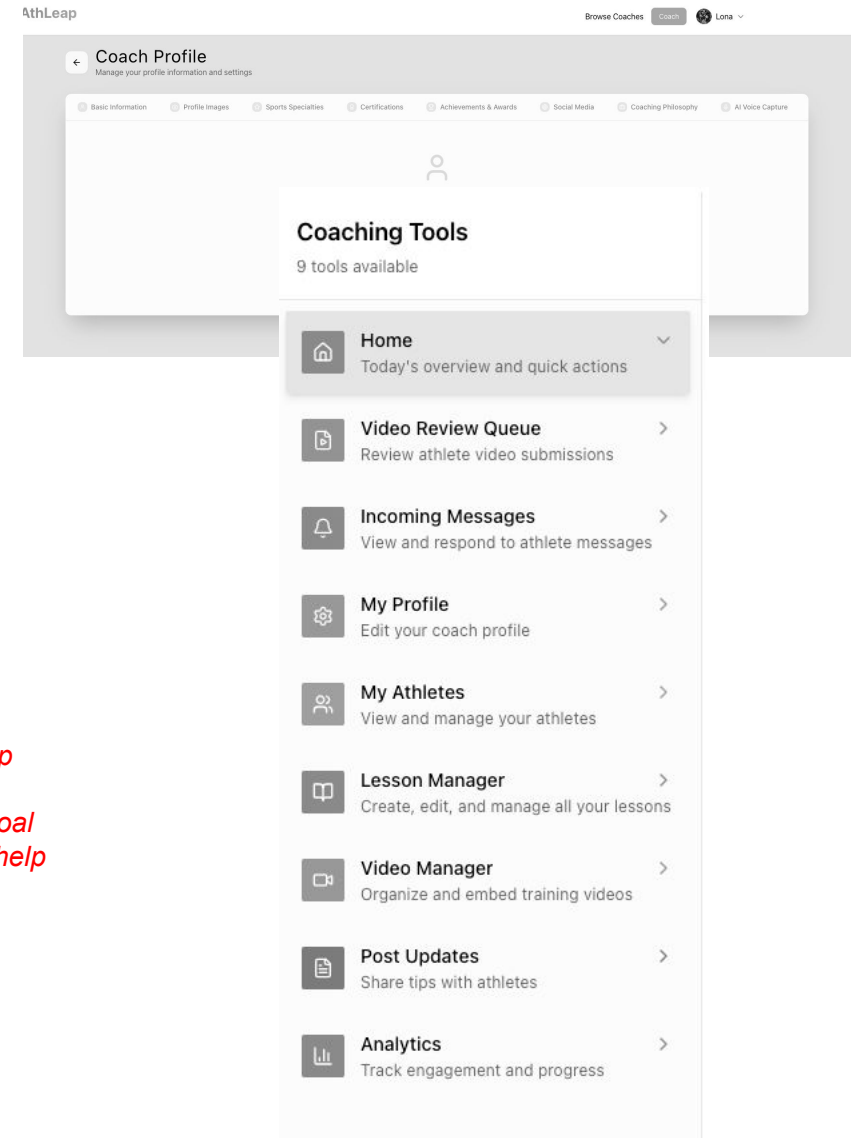
Ideally, the person can live edit a pre-filled profile like LinkedIn, MySpace, Facebook, Instagram and other social communities.

Remove this and replace with a profile (see next slide)

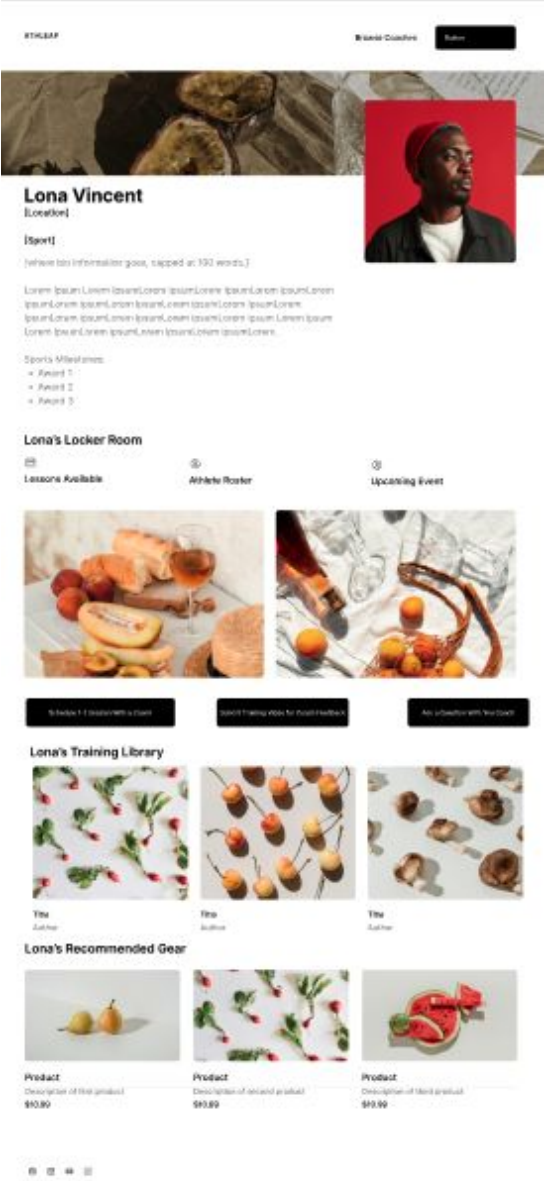


We are missing some type of pop-up message to orient coaches to their journey when getting started. The goal would be to welcome coaches and help them know what to do to get the full experience.

Current Design (Lacks engagement)



Coach Public Profile



Create a public profile for coaches that better supports a fan experience.

They can add photos, videos, etc.



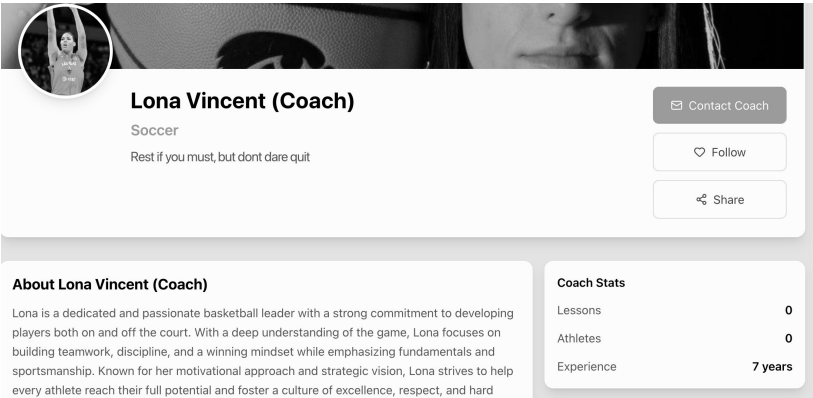
The lessons and roster are summary counts (#s)

Is it possible to move the upcoming events to a hover based on what they entered in the dashboard?



All their training and gear recommendations viewable on their profile page.

Current Design (Lacks Engagement)



Coach Dashboard (Locker Room)



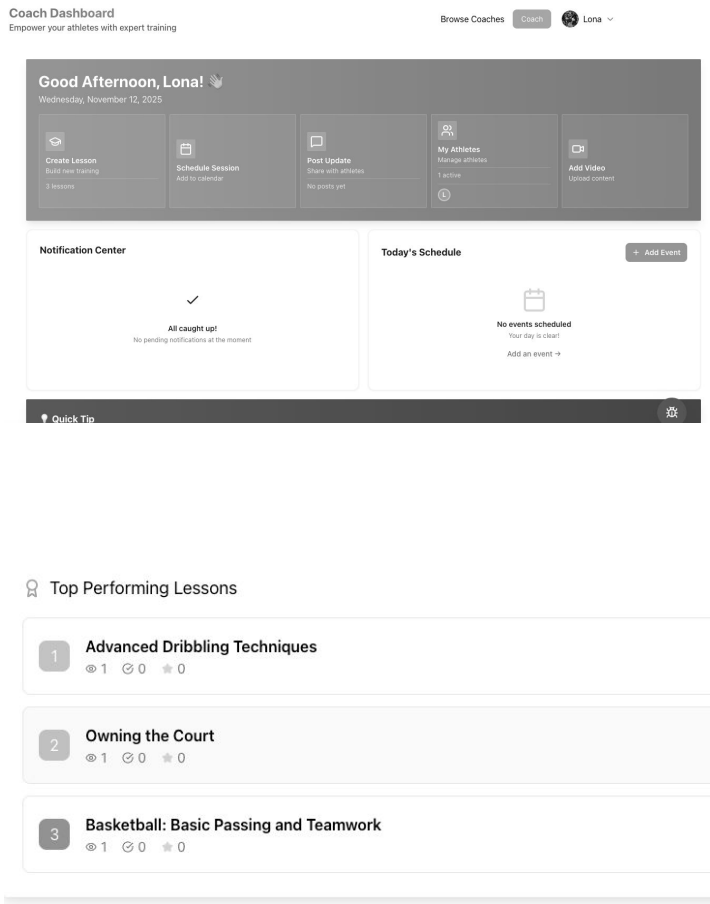
Leverage the same idea as the current dashboard with more visualization and a simpler user experience.

Focus on two sections:

1. Athletes and Training Content
2. Calendar and Events

Optional:
Include a section on analytics but ONLY include top performing lessons, most active athletes, and FAQs (from the AI chatbot)

Otherwise, busy elite athletes don't have time to review numbers and metrics.



The background features a repeating pattern of red geometric shapes, specifically triangles and lines, arranged in a grid-like fashion. The shapes are composed of multiple parallel lines, creating a sense of depth and movement. The overall color scheme is a vibrant red on a dark background.

THANK YOU!