



# 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

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Fonts

OPEN SANS 700

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

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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)

# 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

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

# Recommended Site Experience

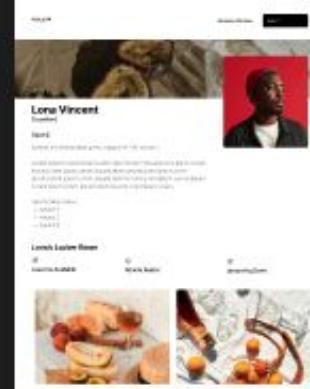
Landing Page



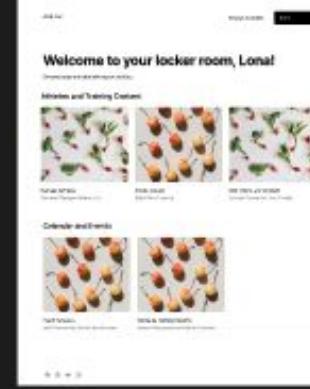
Athlete Profile



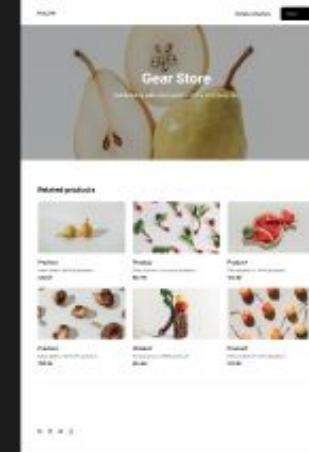
Coach Profile



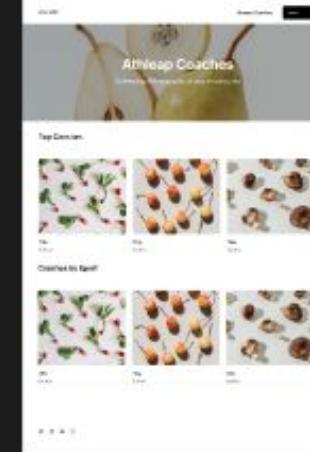
Coach Locker Room - Da...



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 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.



Button



*Two side by side buttons for sign-in.*

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

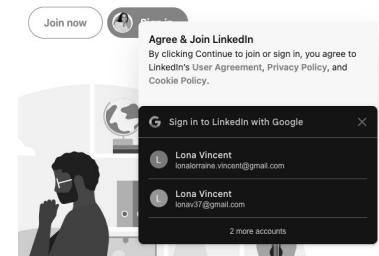
*No other call to actions on the page.*



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).*

# 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"



A screenshot of the Athleap invite page. At the top, it says 'Join Athleap'. Below that, it greets the user with 'Hello Lona (Athlete Wire)!'. It states that Coach Lona Vincent (Coach) has invited the user to join their Basketball team on Athleap. A text box encourages the user to 'join our Basketball team with Coach Lona Vincent (Coach) and take your performance to the next level!'. Another text box titled 'What you'll get on Athleap' lists benefits: 'Access to curated playbooks and training content.', 'Track your progress and performance metrics.', 'Stay connected with your coach and team.', 'Receive personalized feedback and coaching.', and 'View team announcements and updates.' At the bottom, there is a large 'Accept Invitation &amp; Join Team' button, a QR code with the text 'Or scan this QR code.', and a note about the invitation link expiring in 10 days. At the very bottom, it says 'Coach: Lona Vincent (Coach)' and 'Sport: Basketball'.

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



# Athlete Setup



Join 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 4      25% 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 \*  
     

Email (From Invitation)

# Athlete Onboarding (Pop-Up)

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:

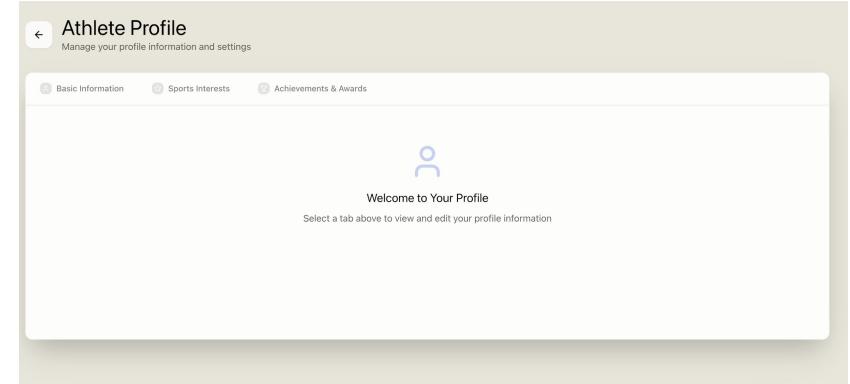
1. Personalize your profile
2. Find a coach to support your journey
3. Start training



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 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

## Welcome to your game plan, Lona!

This is where you can keep track of your coaches, upcoming training and events, and measure your progress, on and off the field.

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)**

The Athlete Dashboard is a personalized hub for athletes. It features a top navigation bar with 'AthLeap Athlete Dashboard' and 'Browse Coaches'. A user profile section shows 'LV' and 'Lona'. The main area has a dark header with 'Good Morning, Lona!' and a hand icon. Below it is a date 'Wednesday, November 12, 2023'. On the left, a sidebar lists 'My Coach: Quick View' (Lona), 'Tools' (5 available), and five main sections: 'Home', 'Video Reviews', 'Ask Lona', 'Coach's Feed', and 'My Lessons'. Each section has a small icon and a brief description. The central content area shows 'Available Lessons' (3) and 'Completed' (1). At the bottom, there's a 'Quick Actions' section with 'View Lessons', 'Ask Coach', and 'Coach's Feed' buttons.

## Original Mockup Direction (Leaning More Social)

The image shows a user interface for a 'PlayBook' application. At the top left is the 'PLAYBOOK' logo. Top right features a user icon and a 'SIGN IN' button. The main title 'Welcome to Your PlayBook, Lona!' is centered above a descriptive paragraph: 'Your PlayBook dashboard will help you keep track of your coaches, upcoming training and events, and help you manage your progress, on and off the field.' Below this is a section titled 'Your Athlete Profile' featuring a soccer ball icon and a basketball icon, each with a 'Soccer' and 'Basketball' label respectively. To the right is a circular profile picture of a woman with grey hair and glasses, identified as 'Lona Vincent' from 'New York, NY'. Underneath her profile is a 'Your Progress Summary' section with three bullet points: 'You completed 10 training sessions. Let's go!', 'You have 2 new training recommendations from Jasmine Aikley.', and 'You have 1 upcoming live session.' Below this is a section titled 'Your Coaches' featuring four circular profile pictures of coaches: Olivia Walker (Professional Basketball Player), Dan Mitchell (College Soccer Champion), Noah Patterson (College Basketball Champion), and Tess Anderson (Professional Soccer Player). At the bottom center is a green 'Request Coaching' button.

# 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.*



**WELCOME LONA  
VINCENT**

JOIN PLAYBOOKD COACHING NETWORK  
AS A SOCCER COACH

PLAYBOOKD Team from PLAYBOOKD Coaching Network has invited you to join our elite coaching community.

[View invitation](#)

Join the future of sports coaching. Share your expertise, build your reputation, and help athletes reach their full potential on the PLAYBOOKD platform.

[START YOUR JOURNEY](#)

\*\*\* Important: This invitation requires an invitation.

**What happens next?**

1. Click the button above to receive your personalized invitation.
2. Complete your coach profile status about yourself.
3. Answer your application for review.
4. Get approved and start coaching on PLAYBOOKD.

\*This invitation was sent by PLAYBOOKD Team (PLAYBOOKD Coaching Network)

PLAYBOOKD - FOR THE FUTURE OF SPORTS

[About Us](#) | [Privacy Policy](#)

# 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*

The image displays three sequential screenshots of the PLAYBOOKD Coaching Network's 'Join as a Coach' profile setup process. Each screenshot shows a light blue header bar with the text 'Welcome to PLAYBOOKD! Complete your profile to get started.' Below the header are several input fields and sections for entering coaching information. The first screenshot shows basic personal information like First Name, Email Address, and Sport selection. The second screenshot adds 'Coaching' details, 'Years of Experience', and 'Certifications'. The third screenshot includes 'Coach Tagline', 'Profile Details', and optional sections for 'Voice & Personality Capture' and 'Enhanced AI Coaching'. Each screenshot has a progress bar at the top indicating the number of steps completed.

# Coach Onboarding



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)

A screenshot of the Athleap platform showing the "Coach Profile" section. The "Basic Information" tab is selected. A sidebar on the left lists "Coaching Tools" with 9 tools available, including Home, Video Review Queue, Incoming Messages, My Profile, My Athletes, Lesson Manager, Video Manager, Post Updates, and Analytics.

# Coach Public Profile

The proposed design features a clean, modern layout with large, bold typography. It includes sections for the coach's bio, coaching philosophy, athlete statistics, locker room items, training library recommendations, and recommended gear.

**Bio/Coaching**

**Athlete**

**Locker Room**

**Training Library**

**Recommended Gear**

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)

The current design is more static and less visually appealing. It includes a profile picture, basic bio information, and a sidebar with static stats.

**Lona Vincent (Coach)**

Soccer

Rest if you must, but don't dare quit

**About Lona Vincent (Coach)**

Lona is a dedicated and passionate basketball leader with a strong commitment to developing players both on and off the court. With a deep understanding of the game, Lona focuses on building teamwork, discipline, and a winning mindset while emphasizing fundamentals and sportsmanship. Known for her motivational approach and strategic vision, Lona strives to help every athlete reach their full potential and foster a culture of excellence, respect, and hard work.

**Coach Stats**

Lessons	0
Athletes	0
Experience	7 years

# Coach Dashboard (Locker Room)

The dashboard features a "Welcome to your locker room, Lona!" header. Below it, there are two main sections: "Athletes and Training Content" and "Calendar and Events".

**Athletes and Training Content:** This section includes three cards: "Manage Athletes" (with a photo of radishes), "Create Lesson" (with a photo of cherries), and "Add Videos and Content" (with a photo of radishes). Each card has a link below it: "Manage Athletes", "Create Lesson", and "Add Videos and Content".

**Calendar and Events:** This section includes two cards: "Event Schedule" (with a photo of cherries) and "Calendar Training Session" (with a photo of cherries). Each card has a link below it: "Event Schedule" and "Calendar Training Session".

At the bottom left, there are navigation icons: back, forward, search, and others.



*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 proposed dashboard has a clean, modern look with a dark header bar.

**Header:** "Coach Dashboard" and "Empower your athletes with expert training".

**Top Bar:** "Browse Coaches", "Coach", "Lona", and a dropdown menu.

**Main Area:**

- Good Afternoon, Lona! 🌞** (Wednesday, November 12, 2025)
- Create Lesson** (Build new training, 3 lessons)
- Schedule Session** (Add to calendar)
- Post Update** (Share with athletes, No posts yet)
- My Athletes** (Manage athletes, 1 active)
- Add Video** (Upload content)

**Notification Center:** Shows "All caught up! No pending notifications at the moment".

**Today's Schedule:** Shows "No events scheduled Your day is clear! Add an event →".

**Top Performing Lessons:**

1. Advanced Dribbling Techniques (1 lesson, 0 comments, 0 reviews)
2. Owning the Court (1 lesson, 0 comments, 0 reviews)
3. Basketball: Basic Passing and Teamwork (1 lesson, 0 comments, 0 reviews)

**THANK YOU!**