

Teamknot - Team sports club management

It takes time and effort to find a club or a team for the kids. Additionally, for the coaches to record, track the overall performance and all key activities are an enormous difficulty. I've helped teamknot founders transform the idea into a useful mobile application that parents and coaches can use to register kids, monitor performance through simple jobs, and clear visual design across teams.

What i did

- Wireframes
- Rapid Prototype
- UI Design
- Brand development

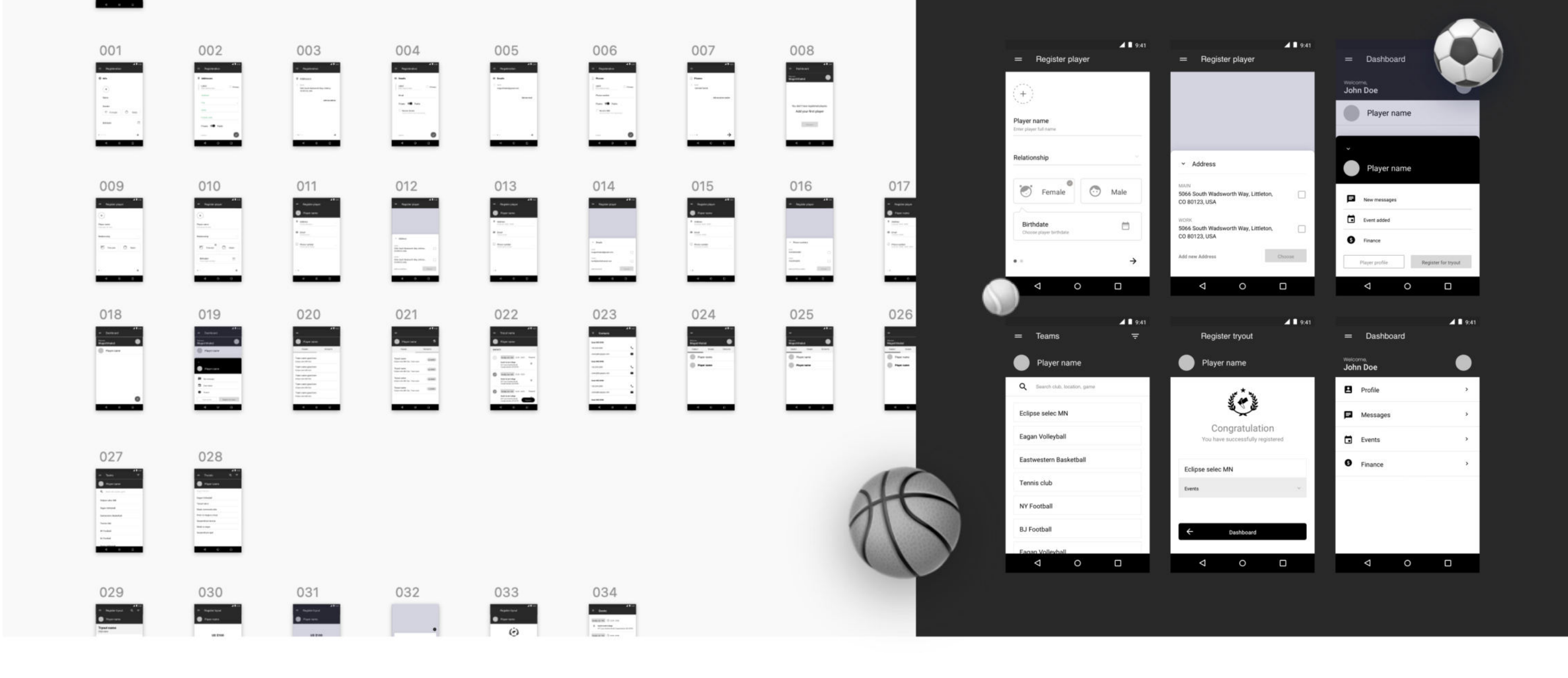


I began the project by concentrating on three key areas (business domain, users pain points, the sports culture inside USA).



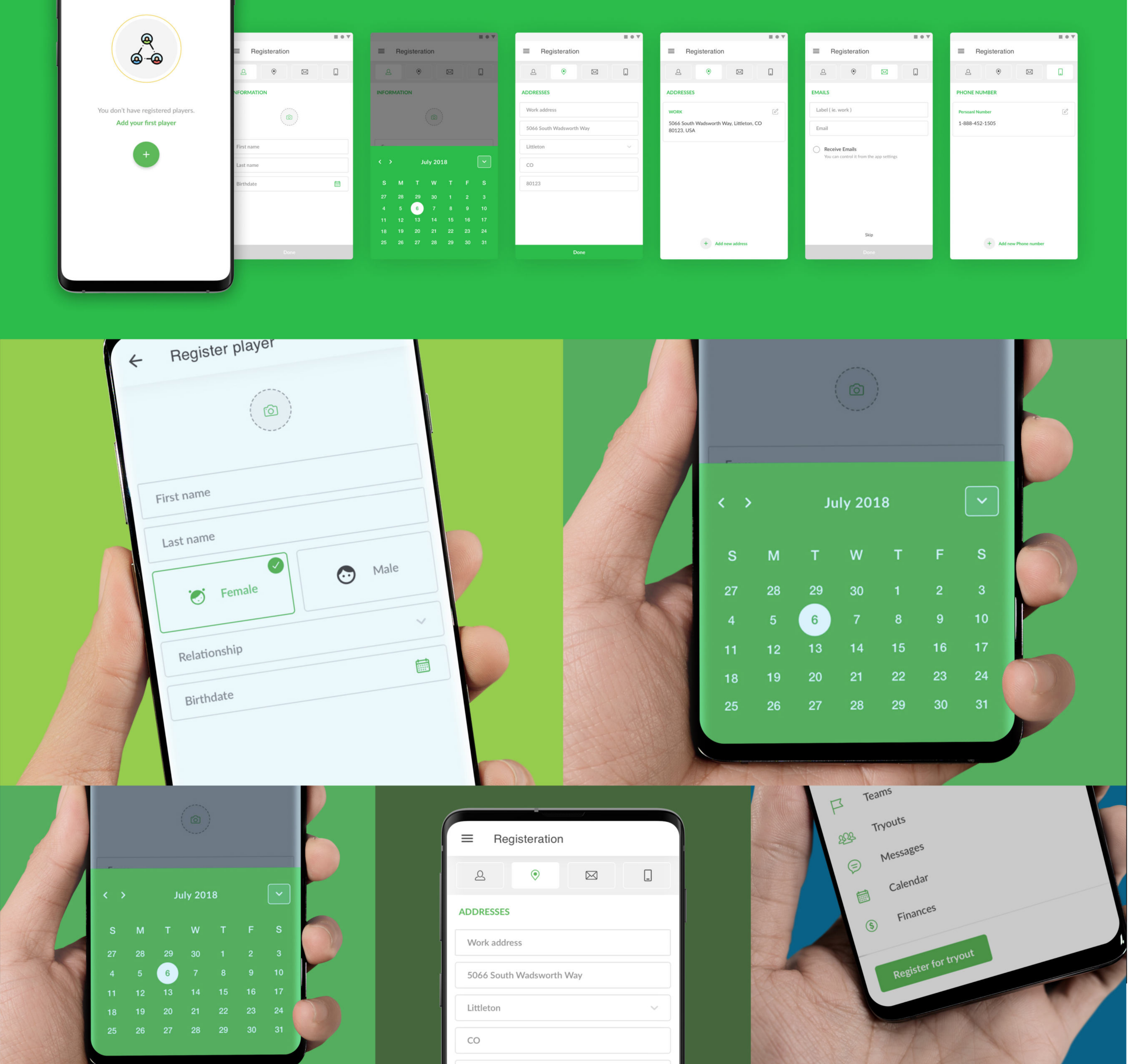
The core of the application works around 3 personas. Captains, Kids, and Parents. Each one has its unique point of view and features which should be personally integrated.

Then I proceeded right into a wireframes to implement what I knew. This phase was the first milestone since the business owners desire a complete overview of the idea before making a decision and upgrading the add-ons.

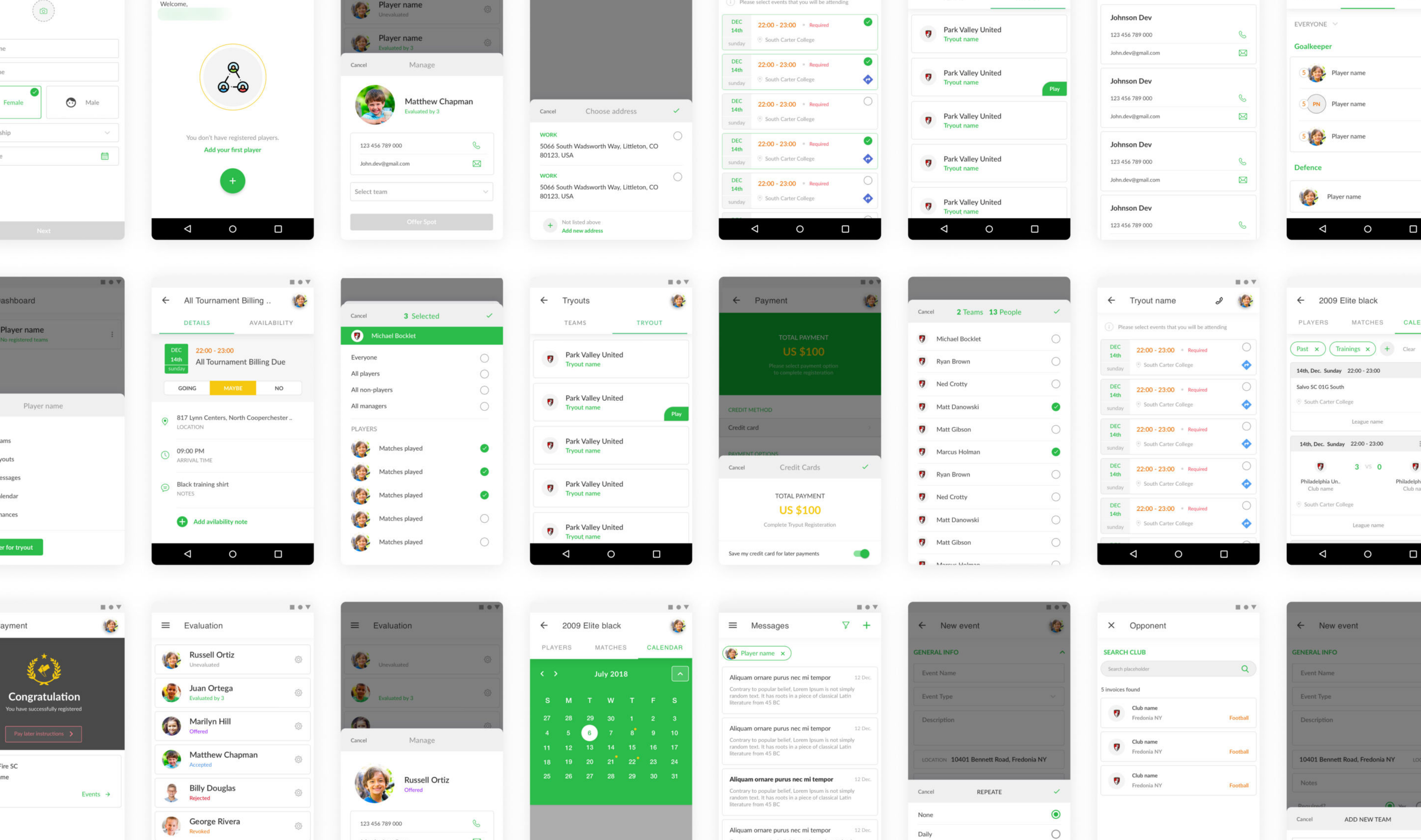


The registration cycle has been one of the major challenges, since it is too long for parents to do it for themselves and their children.

My recommendation was to dividing the registration into 4 steps, bring together all relevant things to make the cycle more usable, and engaging by adding some interactions



Worked both on native IOS and Android screen design versions with +200 screens to ensure everything works smoothly and can be used for either OS.



As part of the project, the brand logo was designed. Various design alternatives were offered to translate the project's personality from a user-centered perspective.

