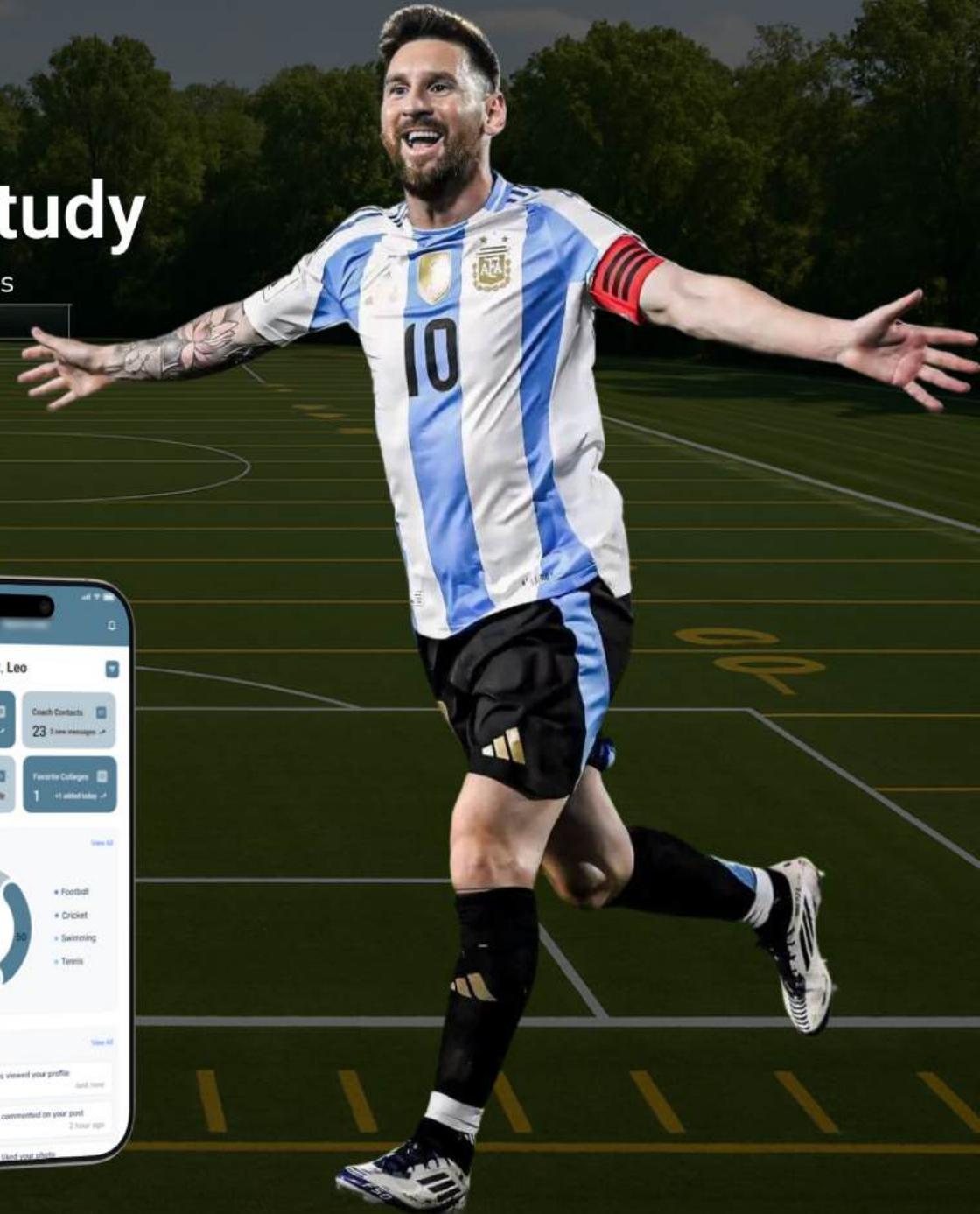
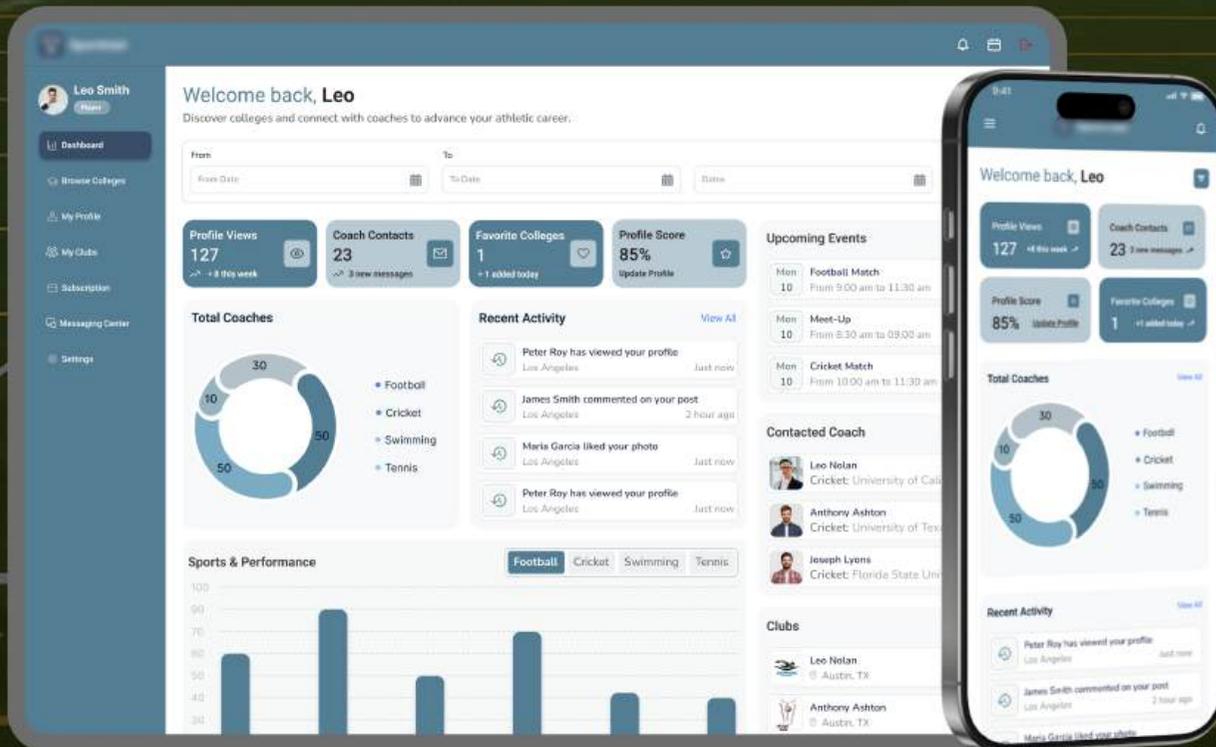


UI/UX Case Study

Recruitment made smarter for athletes
& coaches.

Technology Used



ABOUT PROJECT

About Project

It bridges the gap between athletes and coaches through a data-driven recruitment platform.

- Athletes → Sign up, showcase stats, favorite coaches.
- Coaches → Discover talent, review profiles, shortlist athletes.
- Shared Goal → Build trust, transparency, and faster recruitment journeys.



Aden Smith

Head Cricket Coach

University of California, Los Angeles

✓ 15 years experience

📍 Los Angeles, CA

< Bob Smith Edit Profile



Bob Smith Offered

Football - Quarterback
Atlanta, GA 30303
Class of 2025
[View Preferences](#)

[anderson@ucla.edu](#)
[\(310\) 555-0123](#)

View Calendar Recent Activity

Personal Information

📍 Atlanta, GA 30303

📅 28

📞 2525252520

✉ bobsmith28@gmail.com

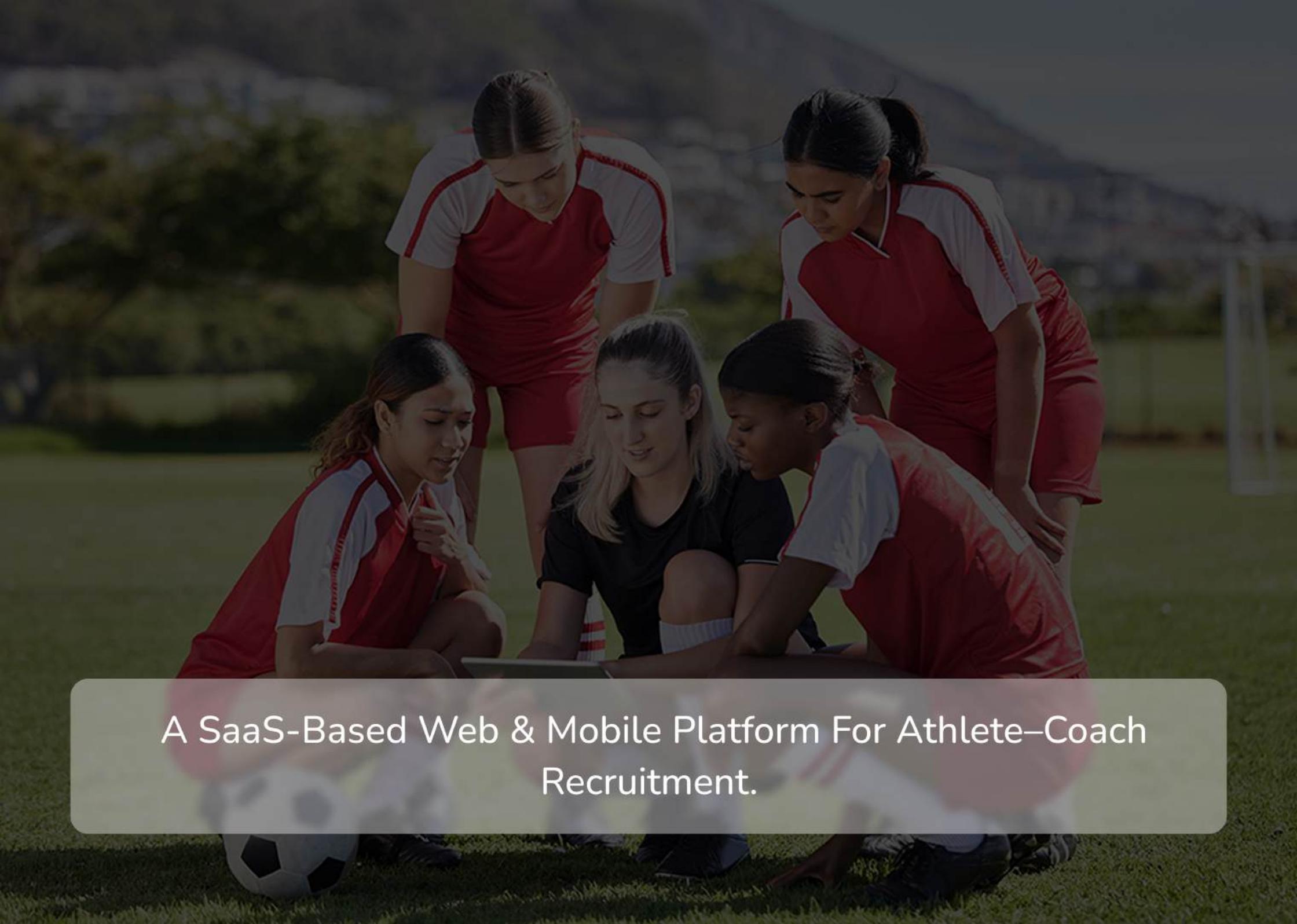
Athletic Information

📏 Height 5'10" ft/in

🏋️ Weight 170 lbs

🏏 Dominating Side Right

🏆 Grad Year 2020



A SaaS-Based Web & Mobile Platform For Athlete–Coach Recruitment.

PROJECT TIMELINE

Project Timeline



THE CHALLENGE

The Challenges

1. **Scattered Data** → No central hub for athlete stats.

2. **Poor Visibility** → Talented athletes go unnoticed.

3. **Limited Engagement** → Few tools for ongoing coach-athlete connections.

4. **Complex Flows** → Signing up & navigating is tedious.

THE SOLUTIONS

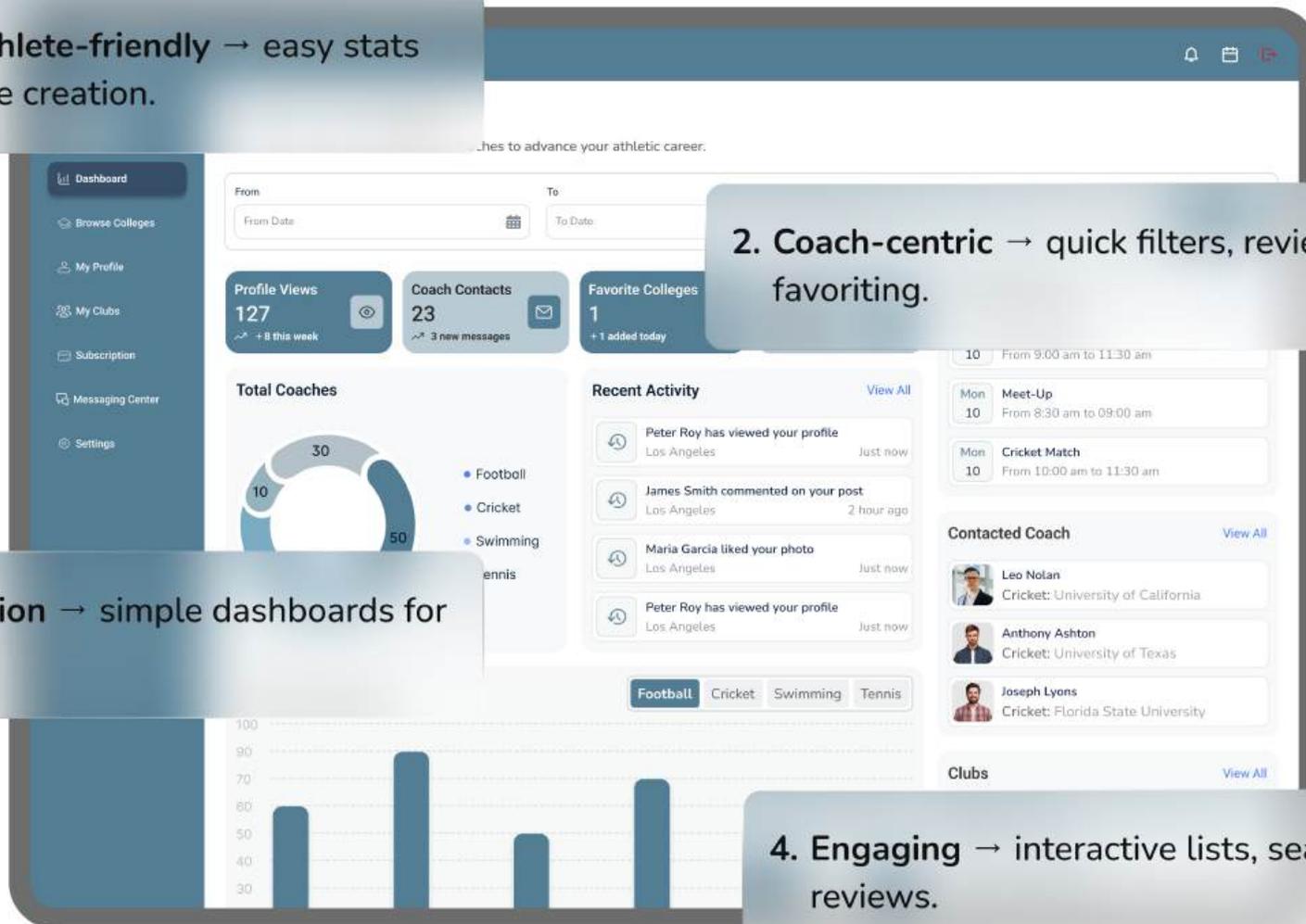
The Solutions

1. Data-first, athlete-friendly → easy stats input & profile creation.

2. Coach-centric → quick filters, reviews, and favoriting.

3. Clean navigation → simple dashboards for both roles.

4. Engaging → interactive lists, search, and profile reviews.



Typography & Colors

Headings

Roboto

Aà Bb Cç Dd Eé Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oô Pp Qq Rr Ss Tt Uü Vv Ww Xx Yy Zz
0123456789 !?@€\$%&#§|}{*~;

Paragraph

Nunito

Aà Bb Cç Dd Eé Ff Gg Hh Ii Jj Kk Ll Mm Nn
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0123456789 !?@€\$%&#§|}{*~;

Regular

Medium

Semibold

Bold



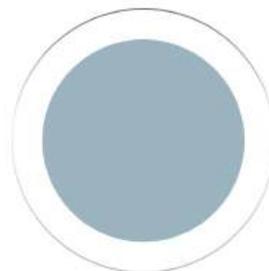
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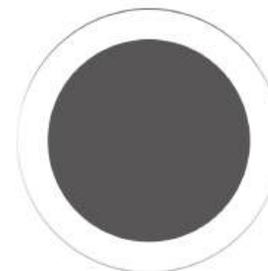
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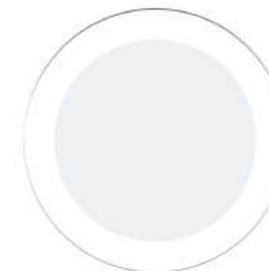
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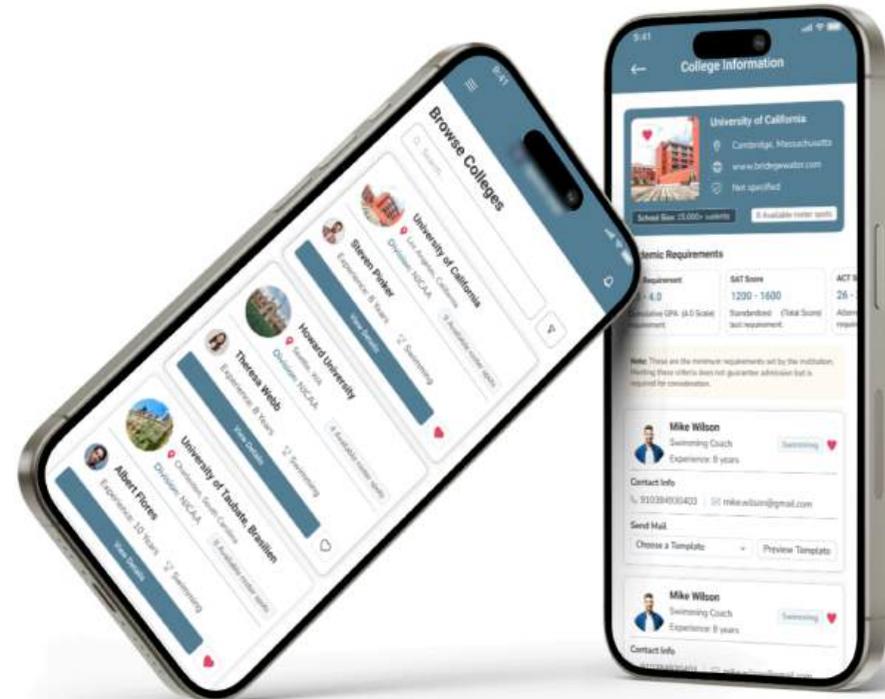


#EEF2F4

UI SCREENS

200+ UI Screens

Seamless Web & Mobile Experience



Guided Sign-Up Flow → Add Stats With Ease

Create Account as Coach

Manage Teams, Track Performance, and Unlock Smart Insights—Everything in one Place.



College Information Personal Information Set Password

College Information

Roles for Registration
College Coach

College Name
Enter your College name

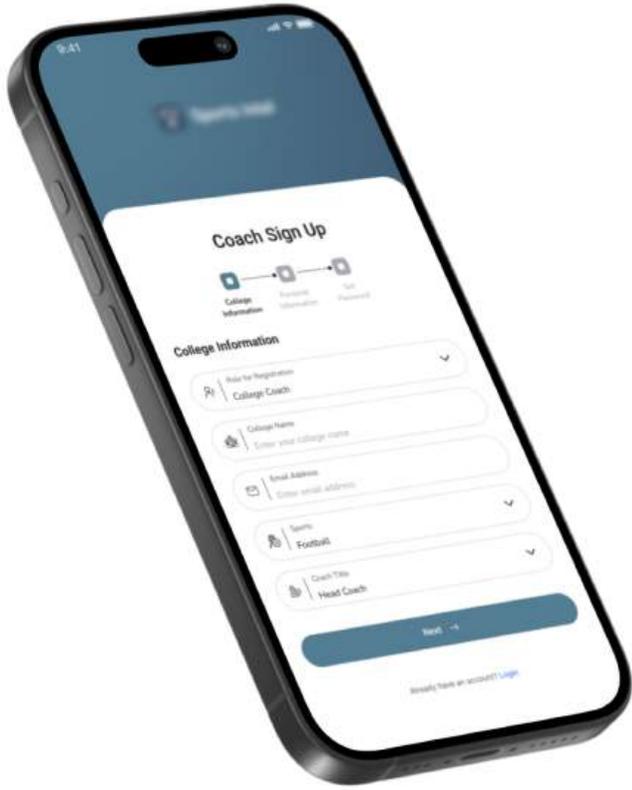
Email Address
Enter Email with .edu Domain

Sports
Football

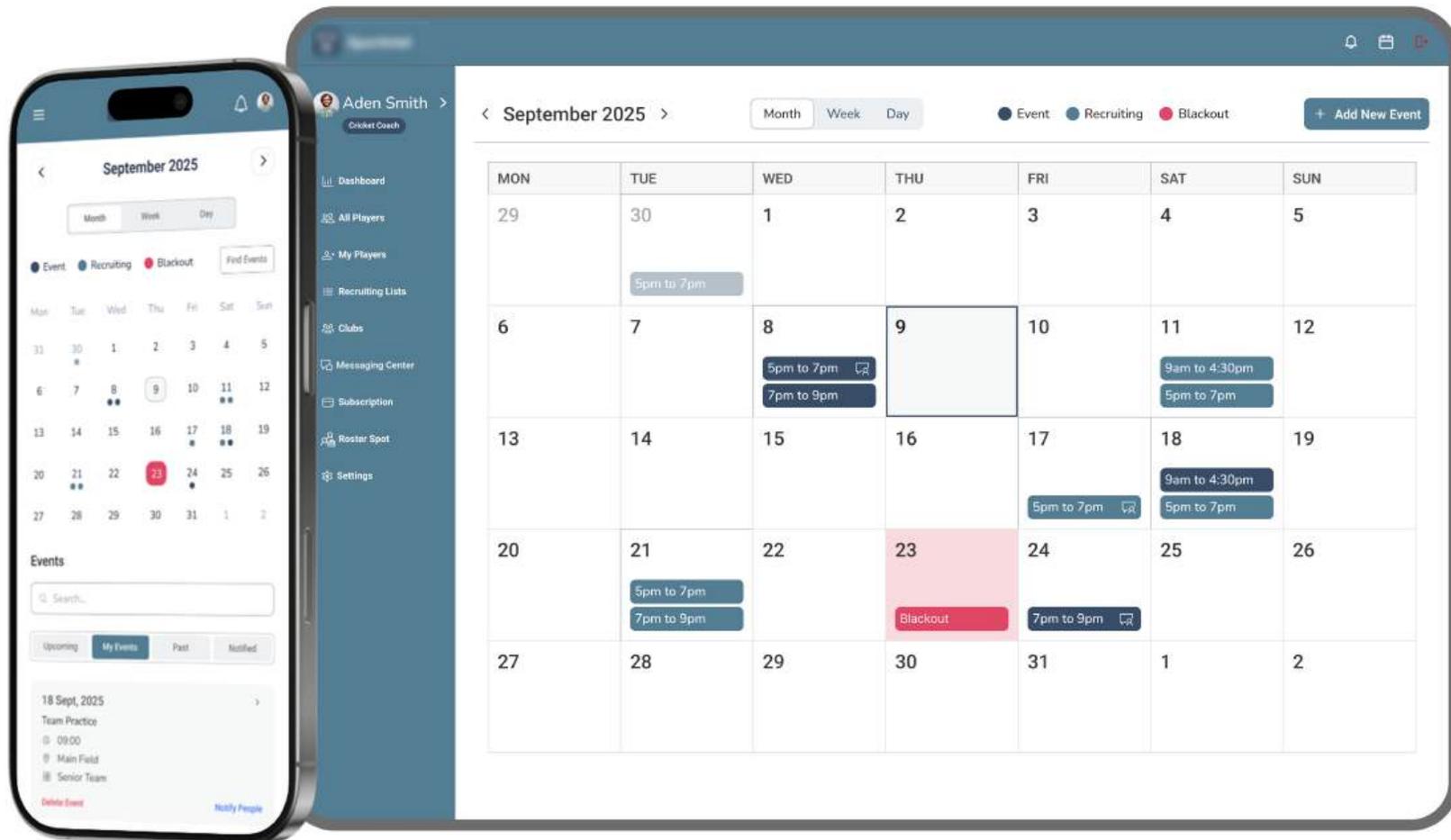
Coach Titles
Head Coach

Next

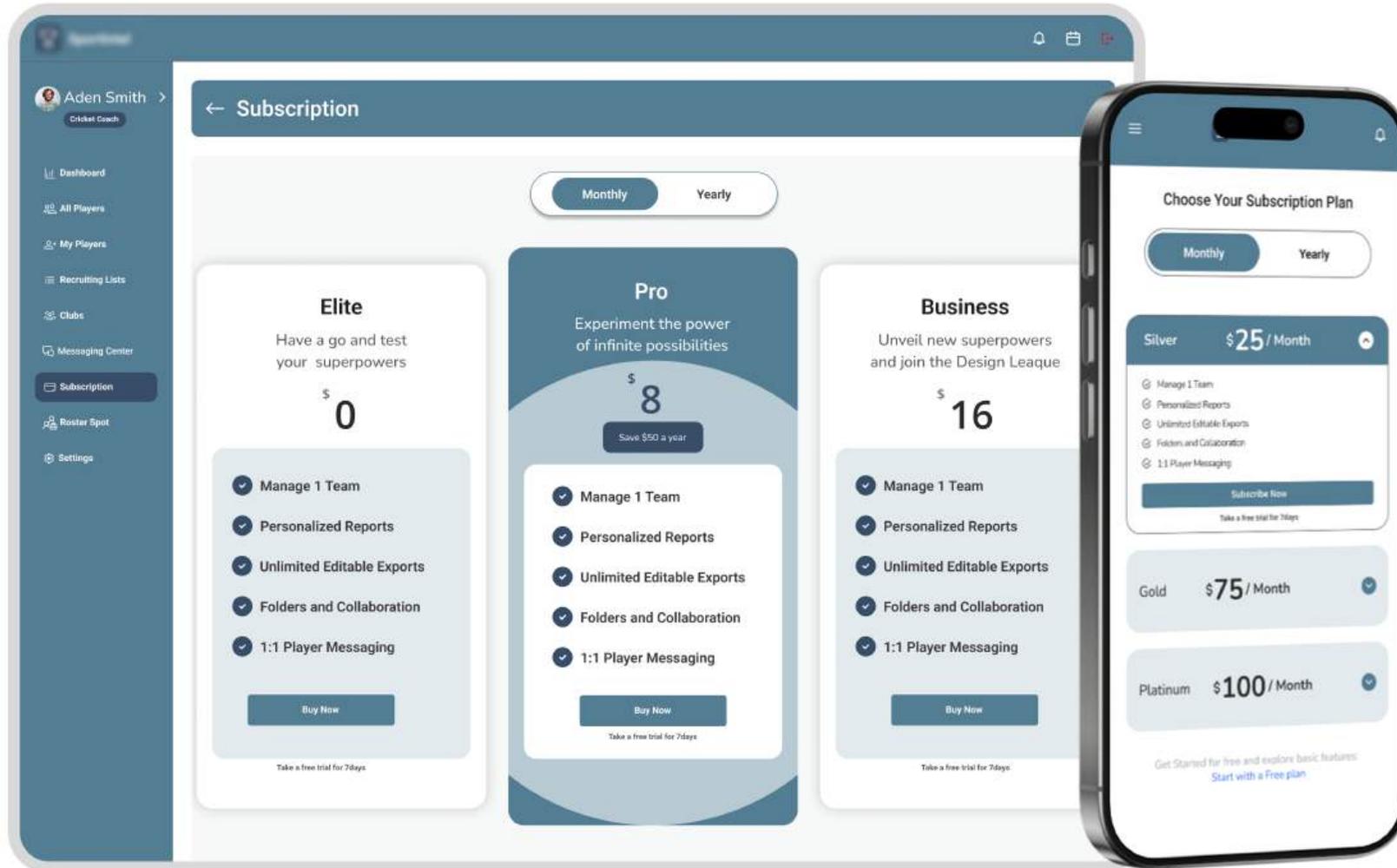
Already have an account? [Login](#)



Powerful Search & Filters → Discover Hidden Talent



Intuitive Navigation With Clear CTAs





September 2025

Month Week Day

Event Recruiting Blackout

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	1	2	3	4	5	6
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Events

18 Sept, 2025
Team Practice
09:00
Main Field
Senior Team
Delete Event

Upcoming My Events Past Notified

Search... Notify People

College Information

University of California
Cambridge, Massachusetts
www.bridgewater.edu
Not specified
8 Available major spots

School Size: 13,000+ students

Academic Requirements

GPA Requirement: 3.5 - 4.0
Cumulative GPA (4.0 Scale)

SAT Score: 1200 - 1600
Standardized (Total Score)
Standardized test requirement

Note: These are the minimum requirements set by the institution. Missing these criteria does not guarantee admission but is required for consideration.

Coach Profile

Adem Smith
Head Cricket Coach
University of California, Los Angeles
anderson@ucts.edu
(310) 555-0123
Cambridge, Massachusetts

15 Years of Experience

Professional Bio

Experienced Cricket coach with a proven track record of developing student athletes both on and off the court, maintaining academic excellence. Passionate about building championship teams while extensive experience in mentoring and developing student-athletes both on and off the field. Known for building strong competitive, and cohesive teams that perform at high levels while upholding academic and personal integrity. Skilled in identifying and nurturing talent, coaching discipline, and implementing strategic game plans that drive consistent performance and long-term growth. Passionate about mentoring, encouraging sportsmanship, and implementing an environment where players can thrive both athletically and academically.

Career Achievements

Title
ference Championship
Year

Choose Your Subscription Plan

Monthly Yearly

Silver \$25 / Month

- Manage 1 Team
- Personalized Reports
- Unlimited Editable Exports
- Folders and Collaboration
- 1:1 Player Messaging

Subscribe Now

Take a free trial for 7 days

Gold \$75 / Month

Platinum \$100 / Month

Get Started for free and explore basic features. Start with a free plan

Add player

Personal Info Academic Info Media & Files

Emily Johnson
Wide Receiver
Location: Los Angeles
Club: Lions Club
High school: SoCal
Date Added: June 05, 2025

Loading - 10/30

Total Clubs: 721
Total Members: 11,911

Profile Views: 56
+13.05%

My Players: 140

38.6%

10 30 50

Personal Information

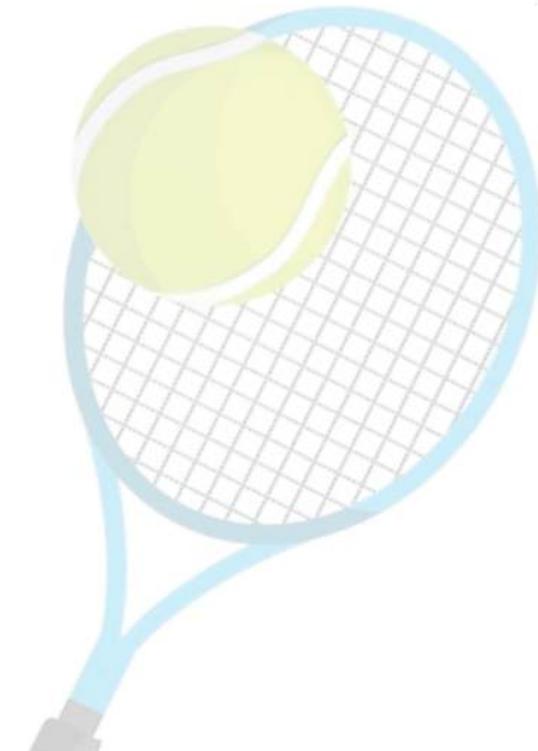
Basic Personal Details and Contact Information

First Name* Enter First Name
Last Name* Enter Last Name
Email Address* Enter Email Address
Phone Number* Enter Phone Number
Date of Birth* Enter MM/YY
Club Name* Select

Social Media Links

Team Details

Team Name
Address
Contact



Welcome Back

in to manage your profile, view recruitment
rest, and set your playing preferences

Login

Email

Password

Remember me [Forgot Password?](#)

Login

New to Our Platform?

[Sign up as a Coach](#) [Sign up as a Player](#)

Aden Smith

← **Bob Smith** [Edit Profile](#)

Bob Smith, 28 [Other](#)

[Recent Activity](#) [View Calendar](#)

Football - Quarterback

X

Atlanta, GA 30303 [Class of 2025](#)

[View Preferences](#)

Personal Information

[bobsmith28@gmail.com](#) [Atlanta, GA 30303](#) [28](#) [2525252520](#)

Athletic Information

Height: 5'10" [ft in](#) | Weight: 170 [lbs](#) | Dominating Side: [Right](#) | Grad Year: [2020](#)

Academic Information

Aden Smith

My Profile

Professional Bio

Experienced Cricket coach
teams while maintaining ac
A highly dedicated and res
Known for building strong
identifying and nurturing
growth.
Passionate about cultivati
athletically and academic

Career Achievements

Title

Conference Championship
Coach of the Year
NCAA Tournament
Academic Excellence

Leo Smith

My Profile

[https://www.twitter.com/leo_s..._](#) [https://www.twitter.com/leo_s..._](#) [https://www.twitter.com/leo_s..._](#)

Last Name*

Phone Number*

Club Name

Leo Smith

Browse Colleges

Discover colleges that match your athletic interests and academic goals

Filter Options [Reset Filters](#)

Search by college or coach name...

Select State: All State | Select City: All Cities | Select Division: All Divisions | All Favorite | Select Distance: Select miles range

Zip Code: Enter zip code | Experience of Coaches: 3-6 Years | Sports: Football | Position: Player

University of California Los Angeles, California 8 Available roster spots	Steven Pinker Experience: 8 Years Swimming	View Details Favorite
Harvard University Cambridge, Massachusetts 4 Available roster spots	Noam Chomsky Experience: 8 Years Cricket	View Details Favorite
Stanford University Stanford, California 1 Available roster spots	Mike Wilson & 2 others Experience: 8 Years Football	View Details Favorite
Princeton University Princeton, New Jersey 6 Available roster spots	Paul Krugman Experience: 8 Years Tennis	View Details Favorite
Yale University New Haven, Connecticut 7 Available roster spots	Cornel West Experience: 8 Years Cricket	View Details Favorite
Columbia University New York City, New York 3 Available roster spots	Henry Louis Gates Jr. Experience: 8 Years Tennis	View Details Favorite

Leo Smith

My Verification Progress

1/2 steps completed. Just one more!

Personal Information [100% Completed](#) | Sport Information [50% Pe](#)

Personal Information | Sport Information | Set Preferences | Major & Minor

Profile Photo

Leo Smith
leosmith@gmail.com

[Upload Photo](#)

Personal Information

First Name: Leo
Age:
Phone: +14 333 456 7890
City:
Alpha:

Upload Files

Player Information

High School
Lincoln High School

Because Talent Deserves Visibility.



Contact US



www.mirchandani.ae



pre.sales@mirchandani.ae



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