

# Recruitment Platform Case Study

Smarter Recruitment

## Smarter Recruitment for Athletes & Coaches

This project focuses on building a SaaS-based web and mobile platform that simplifies athlete coach recruitment through structured data and intelligent discovery.

## What the platform enables

Athletes showcase verified stats and achievements

Coaches discover, evaluate, and shortlist talent

Recruitment becomes faster, transparent, and more reliable

The screenshot displays the user interface of the recruitment platform. On the left is a dark blue sidebar menu with the following items: Subscription Plans, Player Management (highlighted), Email Template Management, Transaction History, Coach Management, College Management, User Logs, User Management, Role and Permission, Major Management, Minor Management, Club Management, and Feedback. The main content area is titled 'All Players List' and includes a search bar labeled 'Search by player name...'. Below the search bar are two dropdown menus: 'Sports' (set to 'All Sports') and 'Select State' (set to 'All States'). The table below lists players with columns for 'Player Name' and 'School Name'. The visible rows are:

<input type="checkbox"/>	Player Name ↑↓	School Name
<input type="checkbox"/>	Gaurav Bansal	-
<input type="checkbox"/>	Gaurav Bansal	-
<input type="checkbox"/>	Gaurav Bansal	-
<input type="checkbox"/>	Miles Foster	-
<input type="checkbox"/>	Spencer Hunt	-
<input type="checkbox"/>	Nathan Coleman	-
<input type="checkbox"/>	Kieran Phillips	-
<input type="checkbox"/>	Ellie Shaw	-

# The Problem & The Solution

From scattered resumes to smart, recruit-ready profiles

## The Challenge

- ✓ **Scattered data:** Athlete information spread across resumes, videos, and messages
- ✓ **Poor visibility:** Talented athletes often go unnoticed
- ✓ **Limited engagement:** No clear system for ongoing coach athlete connections
- ✓ **Complex onboarding:** Lengthy sign-ups and confusing navigation

## The Solution

- ✓ **Structured athlete profiles with performance-focused data**
- ✓ **Coach-first discovery tools for efficient talent search and review**
- ✓ **Role-based dashboards for athletes and coaches**
- ✓ **Engaging interactions through favorites, shortlists, and notifications**

# Key Highlights & Project Overview

## For Athletes

01

- Easy onboarding and stat submission
- Clean, professional profiles
- Ability to favorite coaches and track opportunities

## For Coaches

02

- Advanced search and filtering to uncover hidden talent
- Athlete comparison for faster decision-making
- Favorites list to build a recruitment pipeline

## For Everyone

03

- Seamless experience across web and mobile
- Clear calls to action and intuitive navigation
- Real-time updates and notifications



### Login

Email\*  
sathish.deshmukh@stish.com

Password\*  
\*\*\*\*\*

Remember me [Forgot Password?](#)

[Login](#)

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

My Profile | Dashboard | All Players | My Players | Calendar | My Lists | Clubs | Messaging Center | Notifications | Settings

Total Clubs: 5 | All Players: 13 | My Players: 3 | Profile views: 0

#### My Players

View All

- Chang Isakur
- Gaetan Durkai
- Seyoum2 mario

#### Players by Positions

View more

- Quarterback
- Offensive Lineman
- Tight End
- Wide Receiver
- Running Back
- Punt Receiver
- Fullback
- Flanker
- Kicker
- Safety
- Linebacker
- Defensive Lineman

#### Recent Players

Name	Location	Position	Club	Status
No players found				

#### Favorite Players

No favorites yet

### My Profile

**Robert Williams**  
Football  
Club Director | Club Director  
Sports Intel Elite Football

Professional Bio  
No Data About Your Professional Bio

**Accomplishments & Activities**  
No Accomplishments & Activities found

**Areas of Expertise**  
No areas of expertise found

### Sports Club

Create Clubs to Group and Manage Players With Ease

Club Name	Total Teams	Location	Category	Actions
101 Lacrosse	03	Sonoma, CA	N/A	[Edit] [Delete]
10K ELITE	0	Hann Lake, MN	N/A	[Edit] [Delete]
10th Mountain Lacrosse	0	Wak, CO	N/A	[Edit] [Delete]
1812 Cannons	0	Watertown, NY	N/A	[Edit] [Delete]
210 Lacrosse Club	0	San Antonio, TX	N/A	[Edit] [Delete]
212 Lacrosse	0	Park City, UT	N/A	[Edit] [Delete]
214 Lacrosse	0	Alban, TX	N/A	[Edit] [Delete]
21 Elite Lacrosse	0	Schaumburg, IL	N/A	[Edit] [Delete]
24 Lacrosse	0	Garden City, NY	N/A	[Edit] [Delete]

### All Coaches List

Browse and manage coaches in the system

Search by coach name

Sort: All Sports | Select State: All States | Filter Club: All Clubs | Reset Filters

<b>ankur kumarwat</b> Club: Wright	Lacrosse	[Edit] [Delete]
<b>coach dir</b> Club: Robinson	Lacrosse	[Edit] [Delete]
<b>Neon Helm</b> University: North Valley College Sports Intel	Football	[Edit] [Delete]
<b>Ross Jacob</b> University: North Valley College Sports Intel	Football	[Edit] [Delete]
<b>Rain Sie</b>	Football	[Edit] [Delete]
<b>Laura Bennett</b> University: North Valley College Sports Intel	Football	[Edit] [Delete]
<b>Robert Williams</b> Club: Sports Intel Elite Football	Football	[Edit] [Delete]
<b>michael thompson</b>		[Edit] [Delete]

### All Email Templates List

Manage your all email template and create new template.

Search by template name

- Custom template  
Subject: Custom template
- Thank You!  
Subject: Thank you
- Follow Up  
Subject: Follow up
- Interested  
Subject: Interested
- Player reply for club invitation  
Subject: Accepted the offer of joining the team
- Welcome Email  
Subject: Welcome to our platform

### Create New Template

Form for creating a new email template with fields for subject and content.

### Calendar

← January 2026 →

Events

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

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Subject: Accepted the offer of joining the team
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Subject: Welcome to our platform

# Contact US



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