CURVE Accelerates Athlete Development: 97% Fewer Technical Flaws and 15x Faster Onboarding

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Overview

An elite baseball development organization empowers teams to attract and retain top talent through a sophisticated player development platform. They needed a solution to help coaches deliver precise feedback and accelerate player growth.

Objective

The client aimed to eliminate technical flaws in their legacy feedback application by 97% and achieve a 15x faster onboarding process for new users by providing coaches with a more precise and efficient feedback system for player development.

Business Challenges

The client faced critical challenges with their legacy feedback application, impacting the efficiency of player development and talent retention. Key challenges included:

- **Limited Precision in Feedback:** Coaches lacked tools for delivering detailed, visual feedback to players
- **Inefficient Onboarding:** The existing system delayed user onboarding, slowing the adoption of the platform
- **Technical Flaws:** Frequent technical issues disrupted the user experience, reducing platform reliability
- **Growth Constraints:** The platform's limitations restricted the client's ability to expand their customer base effectively

The Solution

We developed CURVE, a digitally transformed application designed to address the client's specific needs. CURVE, optimized for iPads, enabled coaches to provide precise, visual feedback to players, improving the effectiveness of training sessions. The mobile application streamlined interactions between players and coaches, allowing players to upload videos and receive targeted feedback. CURVE also offered enhanced features for capturing player data, including physical stats and training videos, creating a more integrated and efficient player development ecosystem.

Value Delivered

CURVE delivered substantial improvements for the client, transforming their player development platform into a more efficient, reliable, and user-friendly tool. The solution not only streamlined the feedback process but also empowered coaches to deliver precise, actionable insights, leading to a more engaging learning experience for players. With enhanced usability and performance, the solution addressed key pain points, resulting in significant growth and satisfaction across the client's ecosystem.

97% reduction in technical flaws, enhancing platform reliability	**40%** Growth in customer base within six months	**15X** Faster onboarding, improving user adoption and smoothening the process

Business Benefits

Enhanced User Experience	Faster Onboarding	Improved Feedback Precision	Increased Customer Growth