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From Court to Click: Building a Digital Platform for Sports Coaching

Use Case

Booking services
Marketplace
Oyo/ Urban Company
type cases

Industry

Sports & Fitness
services

Tools Used

Next.js, Node.js, React.js
Figma
AWS, Msg91
Razorpay

Scope

Website
Android, iOS App





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Transforming Training: Revolutionizing Coach and Course Management Solutions

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Seventh Triangle



Building Intelligence

Beyond the Game: Enhancing sport training with digital solutions

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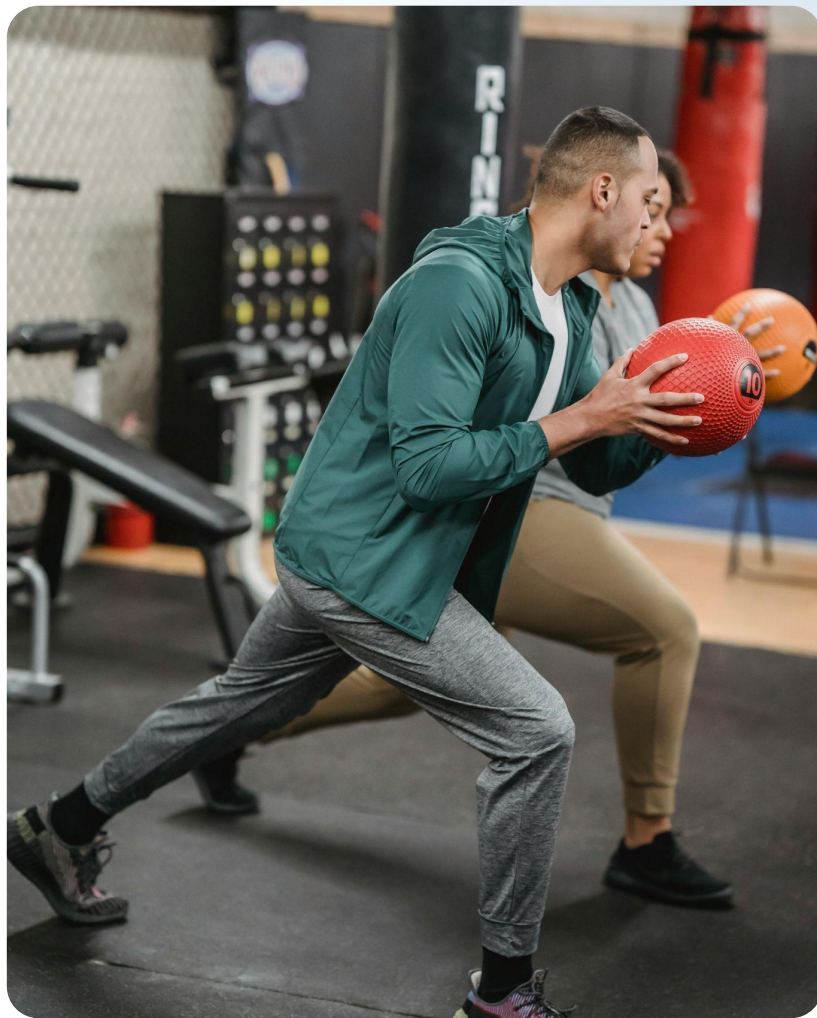
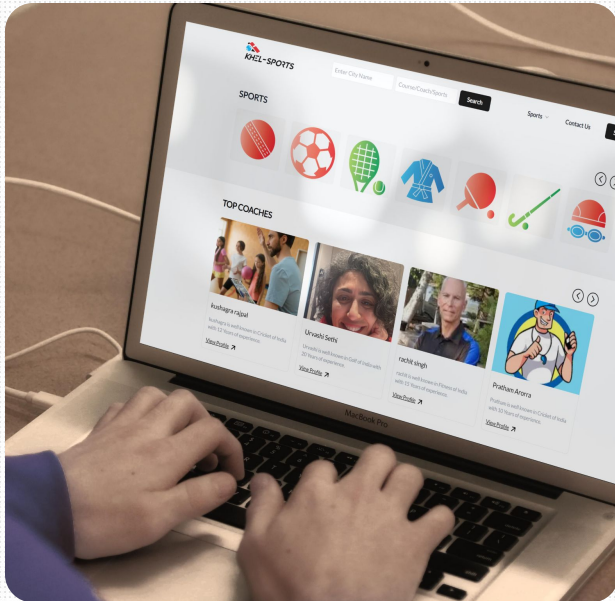


Table of Content

1. The Problem
2. Client Overview
3. Understanding the product
4. Market Overview
5. Competitor Analysis
6. Solution
7. Key Findings
8. Our Approach
9. Our Solution
10. Tools & Technologies
11. The Result

The Challenge/ Problem

Khel Sports was created to **help sport coaches** manage their operations, streamline the approach of students and curate courses, and provide players with a **platform to book coaches** and courses in their city. STC developed this idea into a **robust website and app infrastructure**.



01

Coaches struggle with tracking and **managing payments and scheduling** with students, especially when using WhatsApp. They **need a dedicated platform** for this.

02

Building a **robust digital infrastructure** for Khel Sports - a booking / marketplace platform for **players to find suitable coaches** for their desired sport.

03

Making a **coach-centric platform** with **end-to-end management solutions** including critical features like custom calendar, entering student eligibility, etc.

04

Ensuring authentic user experience by implementing **attendance** mechanism, **cancellation and refund** terms, **coach verification** etc.

Client Overview

Khel Sports was founded in 2023 as a platform to book sports coaching services.

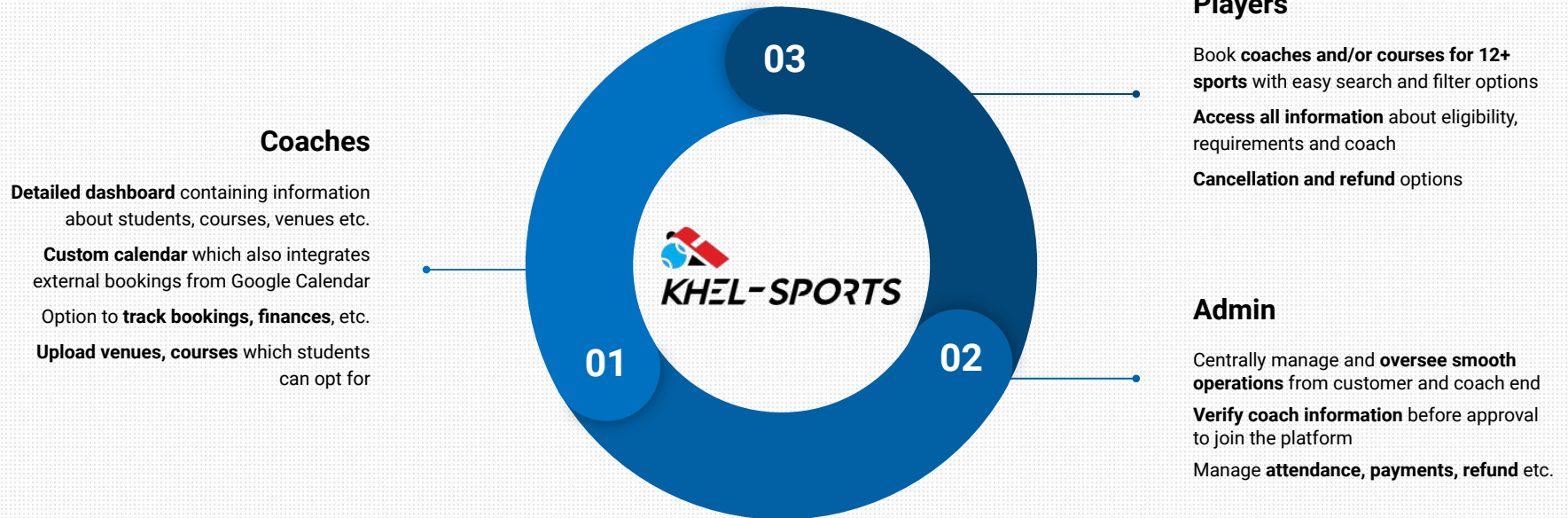
It is an online platform where players can book coaches for sports training. It includes a **Player Website** for booking sessions, a **Coach Website** for creating and managing courses, and an **Admin Website** for overseeing user and transaction management.

It solves a major problem for coaches - organising their time and venues, and finding students beyond acquaintances and references. It also solves for people seeking quality coaching for any sport in their desired region in an organised manner.



Understanding the Product

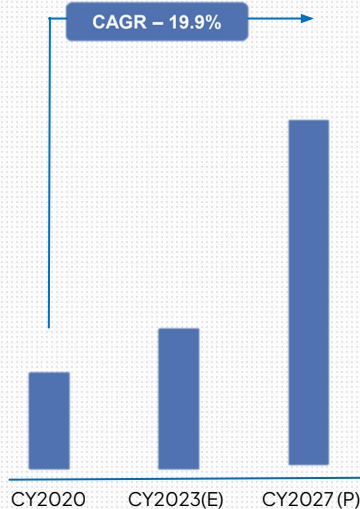
Khel Sports platform is built in a way to involve the **three stakeholders – coaches, players and admin**. The platform employs a **headless approach**, which includes three **separate front-end interfaces** operating independently, linked to a **central backend database**, with **defined access** for each front-end.



Market Overview

Since the pandemic, there is an increased consciousness and hence unprecedented spending on health, fitness and well-being, of which sports is an integral component. Hence arises the need for tech services to streamline this ecosystem and provide players and coaches efficient management tools.

Indian Sports Industry (USD Billion)



- In 2022, the number of health and fitness related app **downloads was estimated at 293.4mn**, and in-app purchases added up to \$12.66mn
- India's **fitness services market was valued at \$2.6 bn in 2020**, while the fitness products market was \$3.94 bn, with **CAGR of 8.9%** and 11%, respectively
- The **sports management software market size is projected to reach \$ 9.15 bn in 2024** and projected to reach \$15.75 bn by 2029, at a CAGR of 11.46%
- The **sports coaching market is estimated to reach USD 4.18 bn**, at a **CAGR of 5.75%** between 2023 and 2028
- **Sports industry is flourishing in India** with the market size being estimated worth **Rs 157bn in 2023**.
- The **Indian sports market** is expected to grow to **USD 94 bn** (INR 781,030 crore) by 2027 at a **CAGR of 19.9%** (2020–27)

Competitor Analysis

Khel Sports is an innovative platform with a unique perspective in sports and coaching management software. Hence competition is limited. However, the feature to find and book coaches is an extension for sport venue and slot booking platforms, or sporting equipment platforms.

	Khel Sports	KheloMore	Playo	SimplyBook
About	Conceptualized by Urvashi Sethi Sodhi in 2023	Founded by Jatin Paranjape in 2016	Founded by Gauravjeet Singh and Amit Roushan in 2014	Founded by Ingvar Gudmundsson in 2010
Product/Services	Coach management and booking platform	Sporting venue and coaching academy booking platform	Sport venues, coach booking, buying equipment	Scheduling and tracking software (also for coaches)
Features	Accurate searching, book desired specific coach/course	Detailed search and filter for sport venues, learn section with blogs	Detailed info about sport venue, get coaching in your society	Accept and manage bookings from various sources
Strengths	<ul style="list-style-type: none"> End-to-end management tools for coaches Accurate searching and transparent booking system for players 	<ul style="list-style-type: none"> Caters to major aspects of sports requirements - sport venues, coaches, events and equipments 	<ul style="list-style-type: none"> Reputed name in sport venue booking, can expand horizontally into coach booking as well 	<ul style="list-style-type: none"> Feature-rich platform built for multiple scheduling use cases Allows coaches to make memberships too

Key Findings

01

Need to maintain authenticity: Dual attendance system, i.e., for both coach and player - through geolocation verification and QR scanning respectively

02

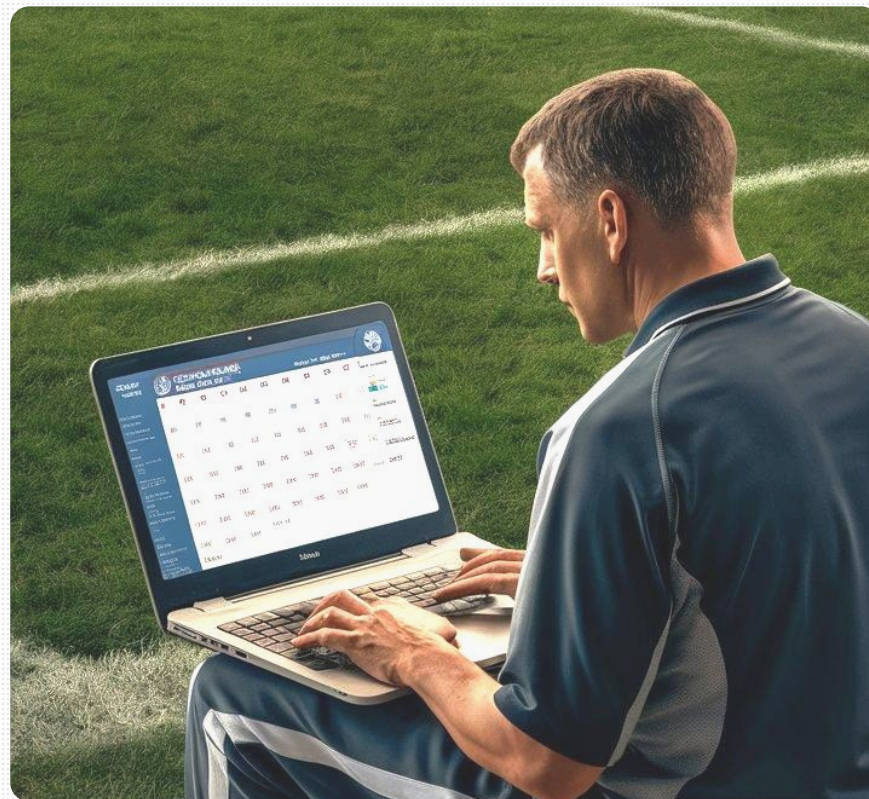
Onboarding coaches less familiar with tech: The admin team can allow someone else to register and handle management of the platform on behalf of the coach

03

Focusing on onboarding quality coaches: A coach-centric, feature-rich platform will attract quality coaches whose presence will attract more users to the platform

04

Enhancing user experience: Building the user journey to ensure minimum clicks for players when booking coaches and a comprehensive dashboard system for coaches



Our Approach



Discovery

- Coach management and booking software
- Requirement of robust web and mobile infrastructure
- Initial discovery session to understand requirements and scope
- Built flows and discussed use cases and strategy



Analysis

- Analysed the various pain points for coaches and players
- Considering attendance, refund, cancellation factors
- Requirement of an advanced search and filter system
- Using advanced tech tools to build multiple websites and apps with underlying integration



Development

- Using a headless approach to build separate platforms for coaches, players and admin
- Using advanced tools like Next.js, React, MongoDB, etc.
- Integrating external features like payments, calendar APIs communications, etc.
- Geolocation, attendance QR, and adding wallet features

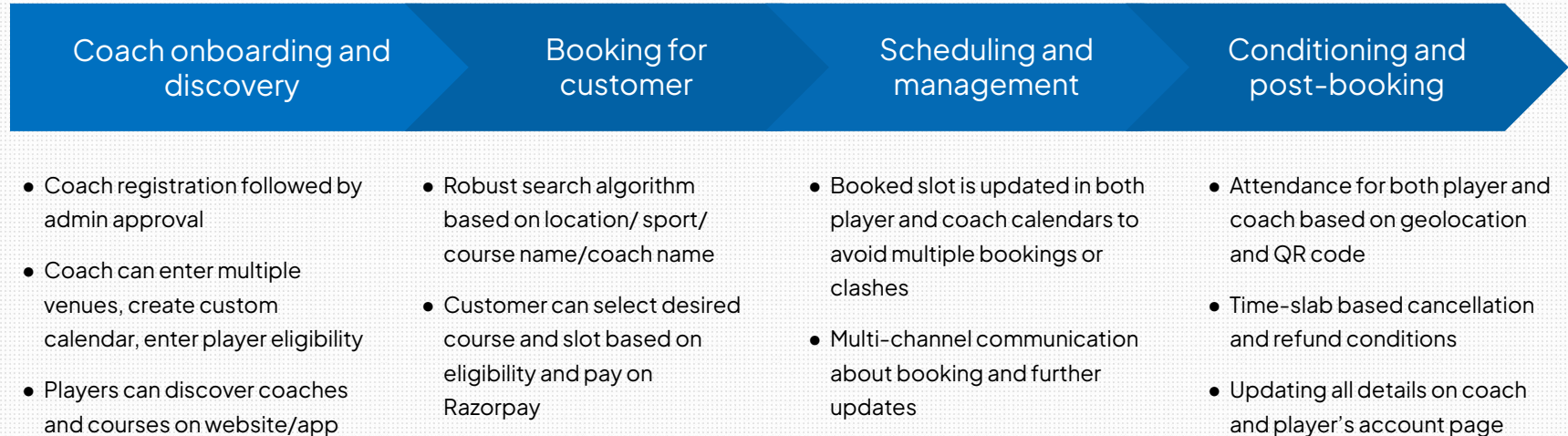


Implementation

- Running rigorous testing to fix bugs and potential problems
- Gaining initial traffic and feedback by executing minimum viable product
- Implementing a custom CMS for admin to handle operations
- Further considerations such as continuous auto updation of calendars

Our Solution

STC developed the websites and apps, involving three individual front-ends and a centralized back-end, based on an optimized user journeys for both types of users - coaches and players. These are the various steps and features integrated in this process:

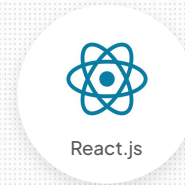


Tools & Technologies

Seventh Triangle Consulting was able to address the problems and challenges faced during Khel Sports' product building journey through the following tools and technologies.

Custom front-end development of three front-end platforms (player, coach, admin) and a centralized back-end database

- **Next.js** for server-side rendering (SSR) and implementing SEO best practices
- **Razorpay** for secure and seamless payment processing
- **Figma** for wireframing, i.e., defining the UI/UX
- **MongoDB Atlas** to build an accurate search feature
- **React Native** to develop Android and iOS applications
- **Node.js** to build a custom centralized platform
- **Msg91** for multi-channel communication with coaches and players
- **Google Calendar API** to integrate into custom calendar
- **AWS - EC2 and S3** for website servers and media processing/storage



The Result/ Impact

STC created a comprehensive digital infrastructure for Khel Sports, which brought to life an innovative idea that aims to streamline the sports coaching ecosystem for both stakeholders - players as well as coaches.



01

Effective use of new, advanced technologies like Next.js, React and AWS tools to create a robust website and app ecosystem employing a headless architecture.

02

Successfully developing an intricate tech platform with a customized database and architecture, and integrating multiple external tools for seamless experience

03

An innovative idea in a new and unorganized market, connecting coaches and players, through a platform similar to Urban Company in the household services space.

Seventh Triangle



Building Intelligence

***“Alone we can do so little;
together we can do so much”***