Section 8



Nick Godwin

How many teams are you

coaching right now?

These feel more interactive than th actually are and ha of copy.	-		
Nick Godwin			
11:29 2 of 4	''II 🔶 89		
M. Jordan #23	SG		
M. Johnson #15	PG		
C. Barkley #14	PF		
K. Malone	PF		
P. Ewing #6	С		
Add your teams. The Teams tab is where you demonstrate entire sets or plays from start to finish. Customize the court to look like your athlete's favorite team. This is where all the			

magic happens.

App overview



Redesign these to show

them as a connected app

education flow









11:30	
4 of 4	.ıl ? 89
Join our	
newsletter	to
hear about	
features.	
Your email address	

Make it clear this is

skippable

Nick Godwin

PAYWALL CONTENT Don't make users scroll so much Header copy needs work to sell more than just "help your hooper learn the game" \rightarrow sell the aspirational future state of the subscriber • Why do I need an app to help my hooper learn the game? Is there a collaborative aspect of the app to call out? Add some social proof

• 4.6 star rating



INITIAL VIEW PRICING At this point I don't know what 60% off is compared to and seems like a sale rather than the savings choosing the yearly plan ightarrow still good but it's not super clear

ls a 3-day trial long enough to experience the app's AHA moment? If teams only have one game a week this may not be enough. Nick Godwin

PAYWALL REDESIGN IDEAS Try putting these in a horizontal feature carousel rather than a list with a comparison table underneath

- Paywall

Try a two-tier style with options "Basic" and "Pro" where basic = free and default the paywall to the pro plan. Nick Godwin







Custom App Icons

Best-in-Class Support

And much more to come.

с. — э.

 \mathbf{V}

DRAWER VIEW PRICING Change "Get Started Today" to something more aspirational like "Elevate Your Game"

Show the discount on the plan cell

Add monthly equivalent price

Add a 3-month sub called "Single season" to cover the length of a season

Change "One Time Purchase" to "Lifetime Access"

Try "Continue" instead of "Subscribe"

Nick Godwin

Feature comp	arison	New user home state	Home state after dismissing welcome message
			\downarrow \downarrow
This table looks n WAY too long. Th can probably be c and maybe conde	e size cut in half		It's not clear after onboarding what my next step should be: • Add my team? • Customize the app? • Start drawing plays?
Nick Godwin			It shouldn't be to start a trial of something I'm confused by in this state Nick Godwin
11:30 × Feature Compa Elite Hoops Pro is built to coach and empower play levels.	help you train,	(11:31) X •	11:31 I R B
Whiteboard	Free Pro		
Play Image Sharing	0 0	Welcome to the Whiteboard Explain plays or concepts quickly on your	
AirPlay Support	ø ø	whiteboard. For play recording and more features, head over to the Teams tab.	Use Elite Hoops Pro for Free. Record plays, defenses and more to send to your team or coaching staff.
Rich Marker Tools	Ø Ø	Got It	Redeem 3 Free Days
Play Video Recording	۲		
Unlimited Teams	0		
Customizable Jerseys	0		
Automatic Passing	۲		Teams Settings
Half and Full Court Display	۲		
Show Opponents	۲		
Customizable Whiteboard	۲		This CTA should show a new paywall that's
All Court Dimensions	ø .		different from onboarding rather than initiate the
Zone Defense Overlays	۲		purchase sheet.
Full Court Press Overlays	۲		Nick Godwin
Automatic Man Defense	۲		