

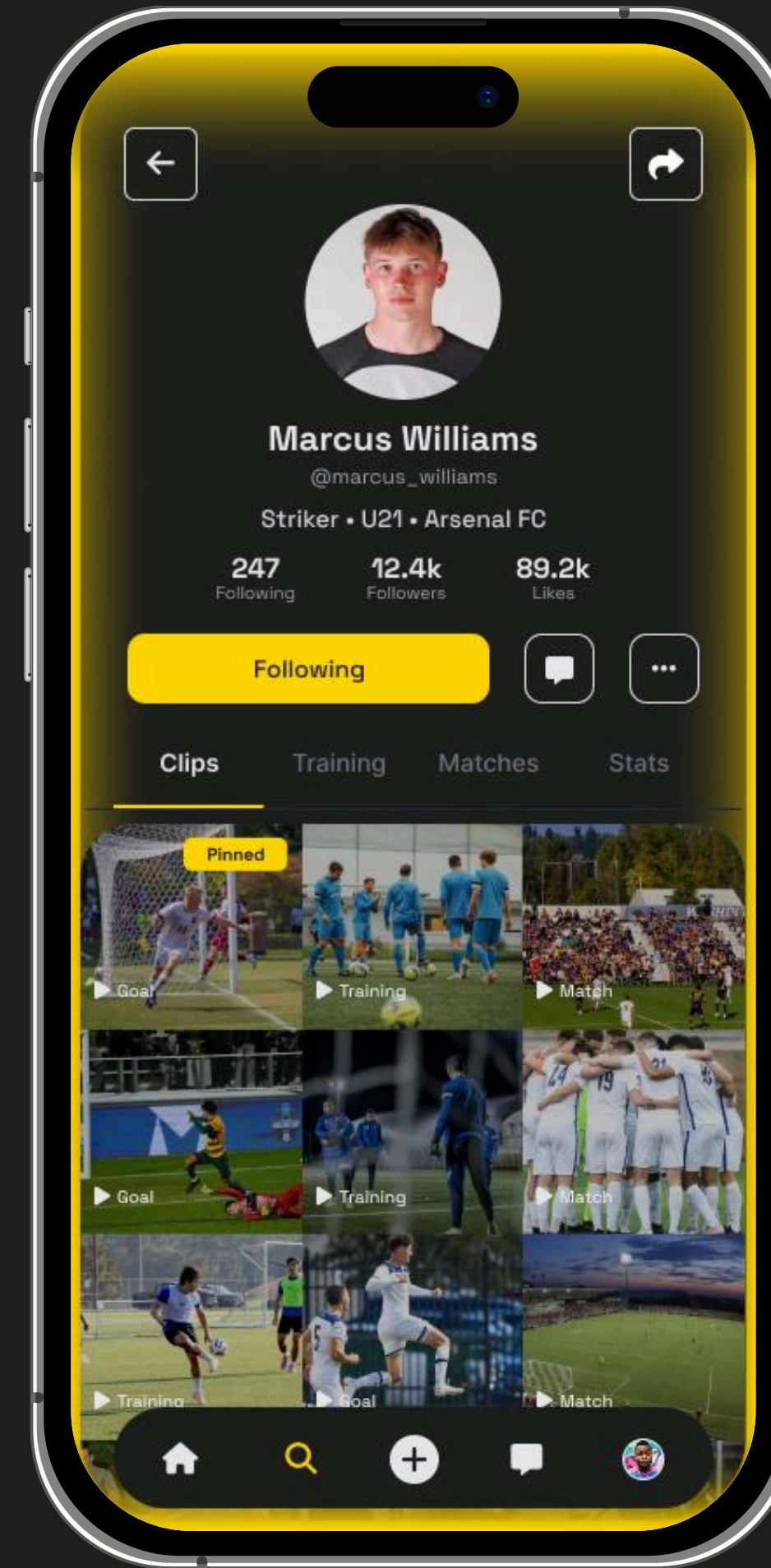
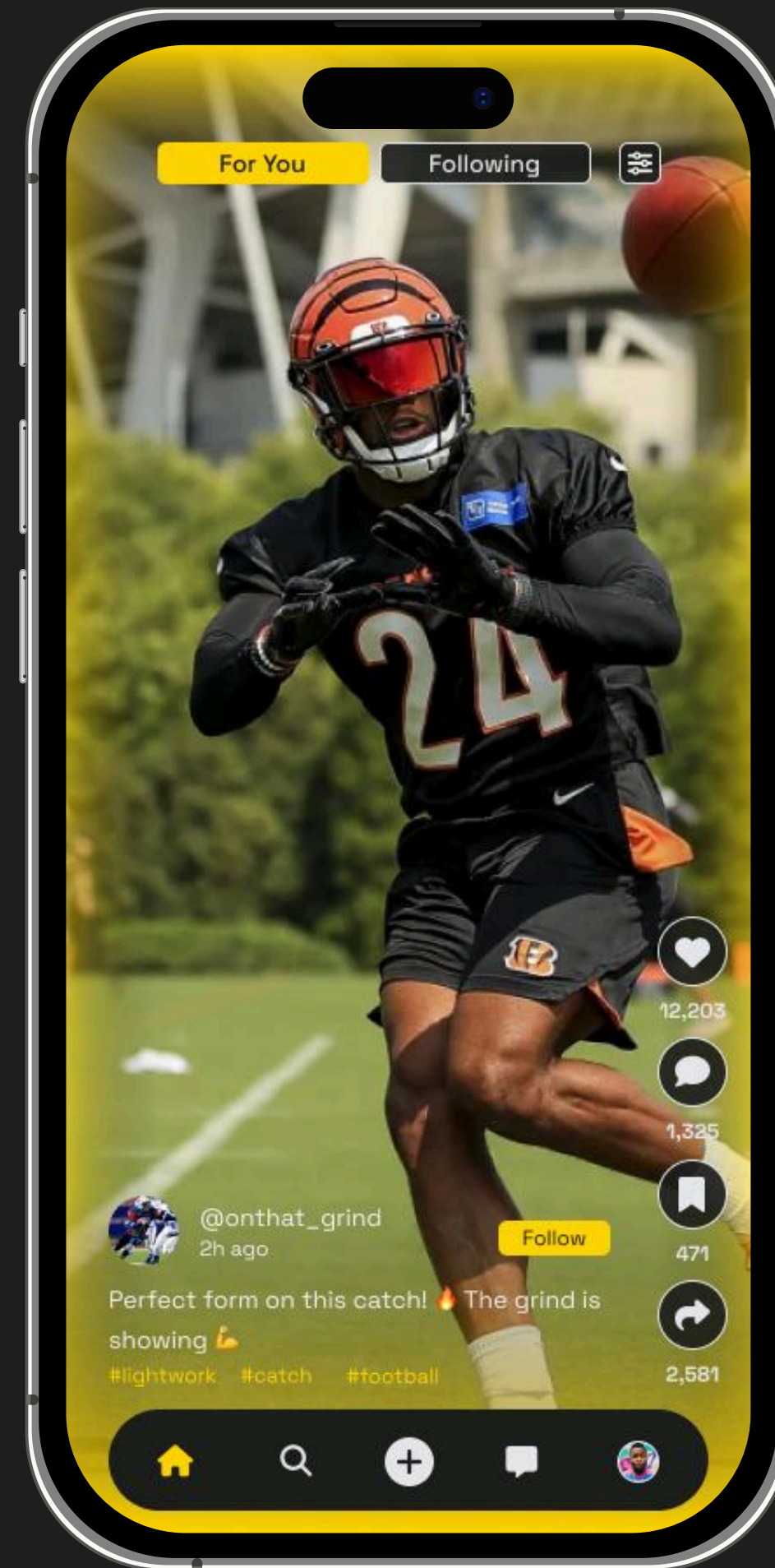


Next Gen

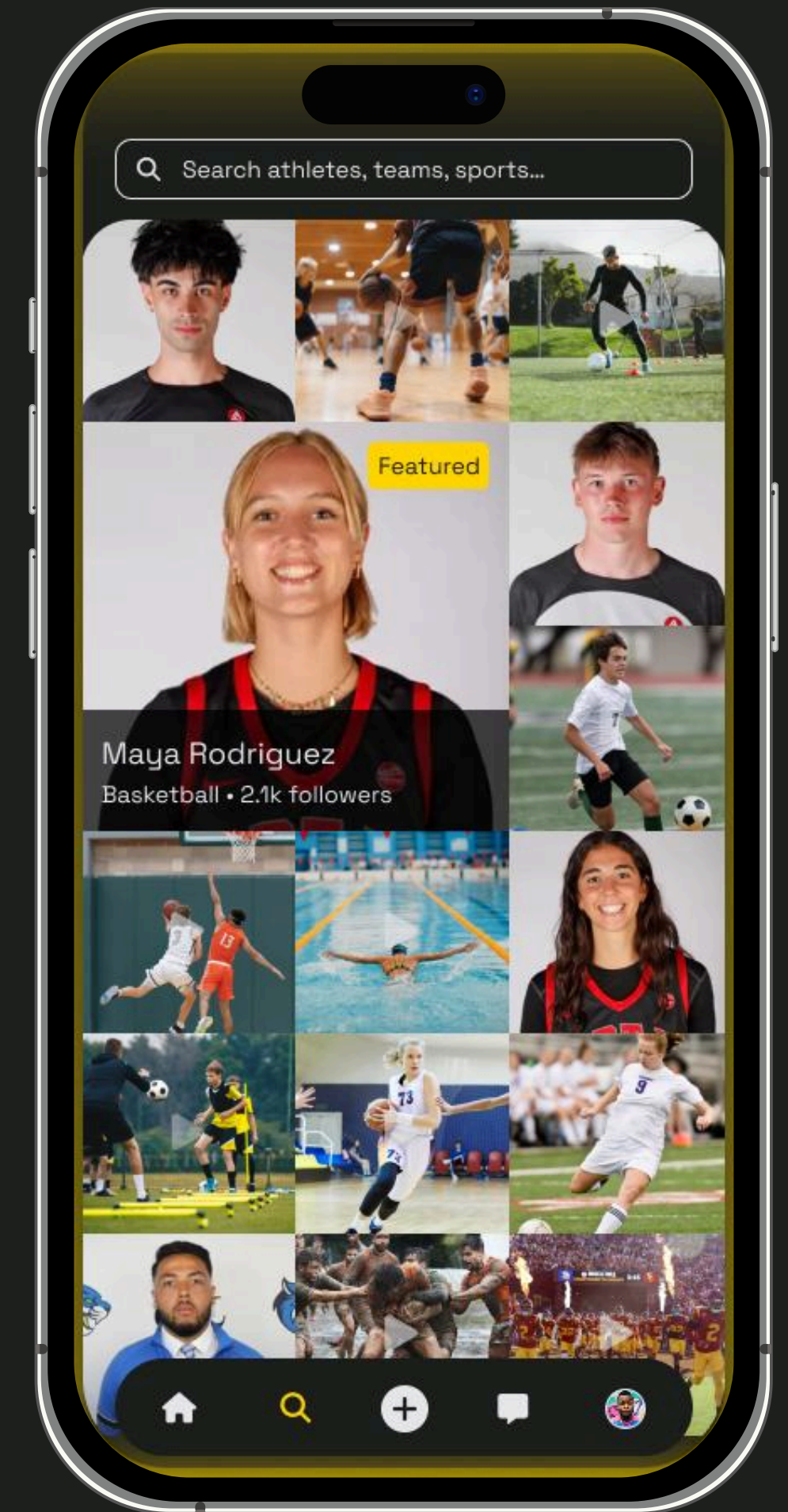
A modern solution to college recruitment

Past Mistakes

I previously made Next Gen as a youth social media. As seen here → It won me two silver ADDY awards for its UI, but it didn't solve any real problems, so I came back to it, with a real problem I experienced.



Here are 3 of the old main screens



My Story

I played at 3 different Colleges, each coming at me in a different way. An agency, a mutual and an email. I was very lucky to be presented these opportunities in a difficult recruitment system.

“I sent out 100+ emails and only managed to get 2 replies”

“I tried an agency and got lots of offers, but none of them fitted what I was looking for”

Academy of Art was one of the two replies!



Interviewing



James Hogan
25, Memphis, Tennessee
Soccer Assistant coach @
Christian Brothers University

“I’ll rarely recruit through my emails, I’ll get 60+ a day so most just get lost in there”

“We recruit very specific player profiles”

“Most highlights I’ll have decided within a minute whether I’m watching more or not”



Coaches have the most power in recruitment, so any solution must fit them. Coaches get buried under so many emails a day it becomes a matter of right time, right place to get seen as opposed to being not good enough.

The Reality

1-3%

Is the expected chance of a reply
some might expect to an email

100+

Is how many emails a Coach can
receive daily in peak times

30s

Is how long a coach will typically
watch your tape



The Problem



Players

rely on mass emails, expensive agencies and costly showcases, with no guarantee of getting into the coaches spotlight.

Coaches

are buried under a lot of unfiltered interest, leaving them missing out on a lot of talented players that fit their program



How May We

Put the right players into the right coaches' spotlight at the right time, without relying on mass outreach or expensive showcases

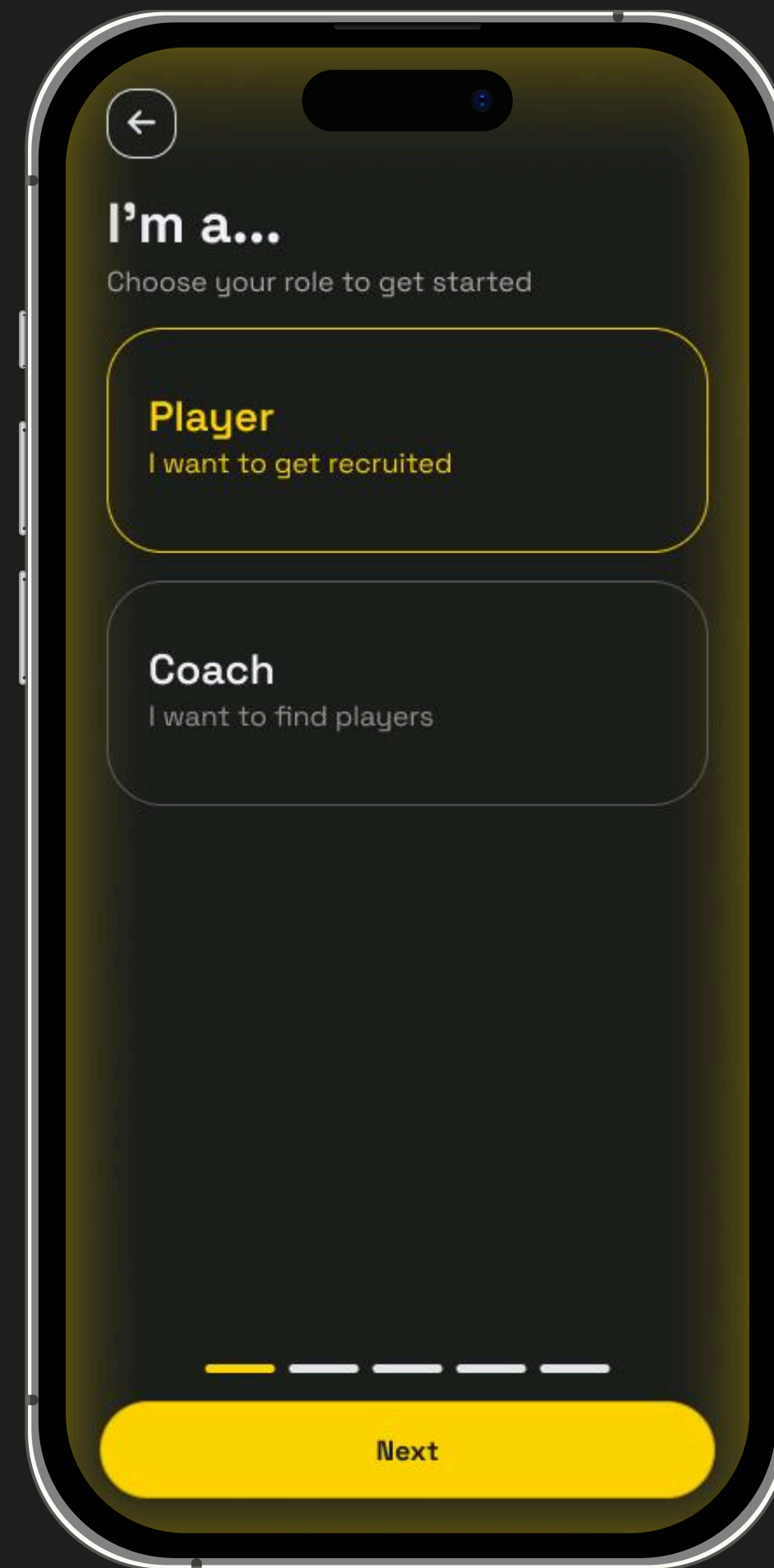
Design Decision

Next Gen serves two completely different users with different goals, different mental models, and different needs.

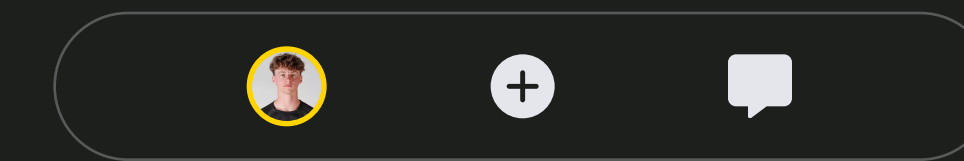
A single onboarding flow would create issues for both users.

Splitting from step one means each user only ever sees what is relevant to them.

After looking at LinkedIn it was decided that players are notified when coaches engage with their profile, to provide clarity.

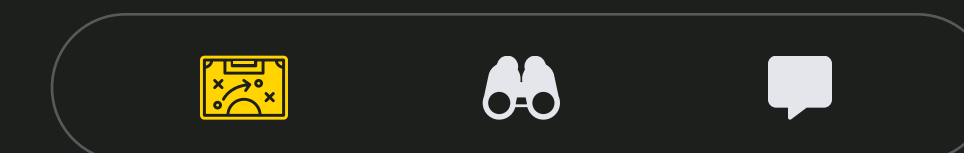


Player Nav

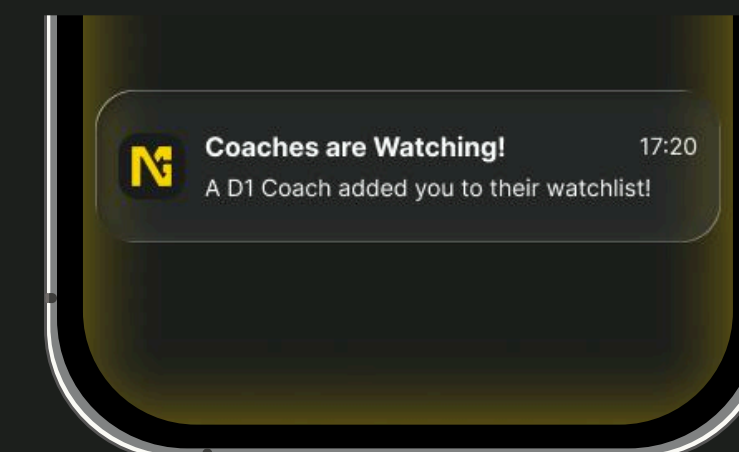
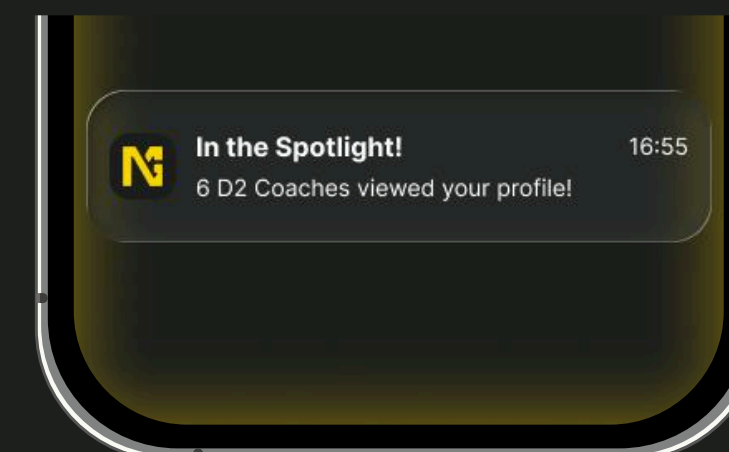
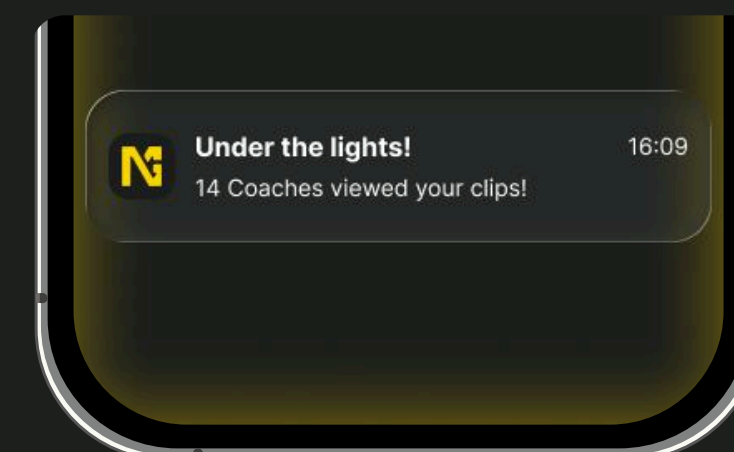


A player can edit their profile, add posts and reply to messages.

Coach Nav

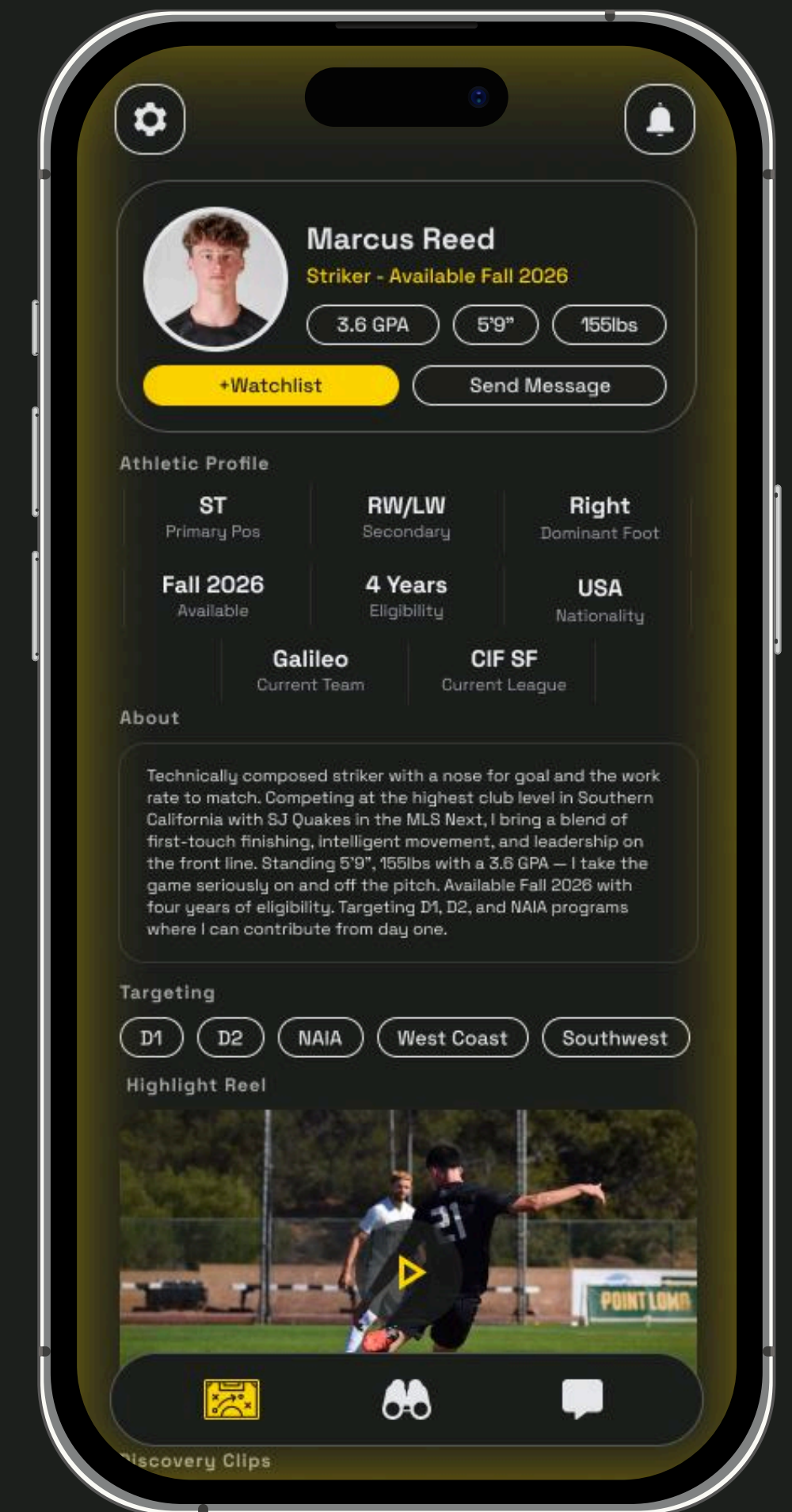
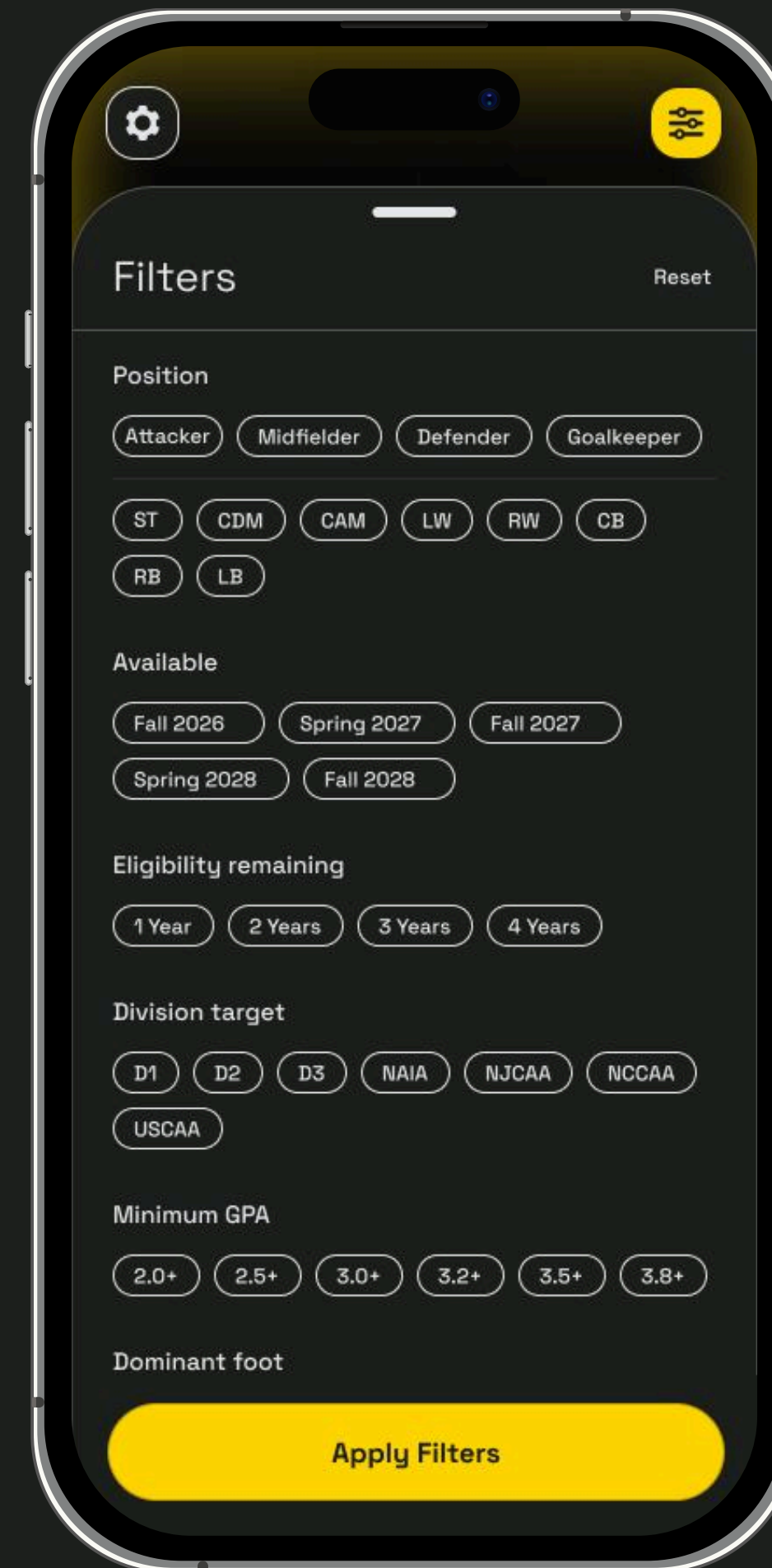
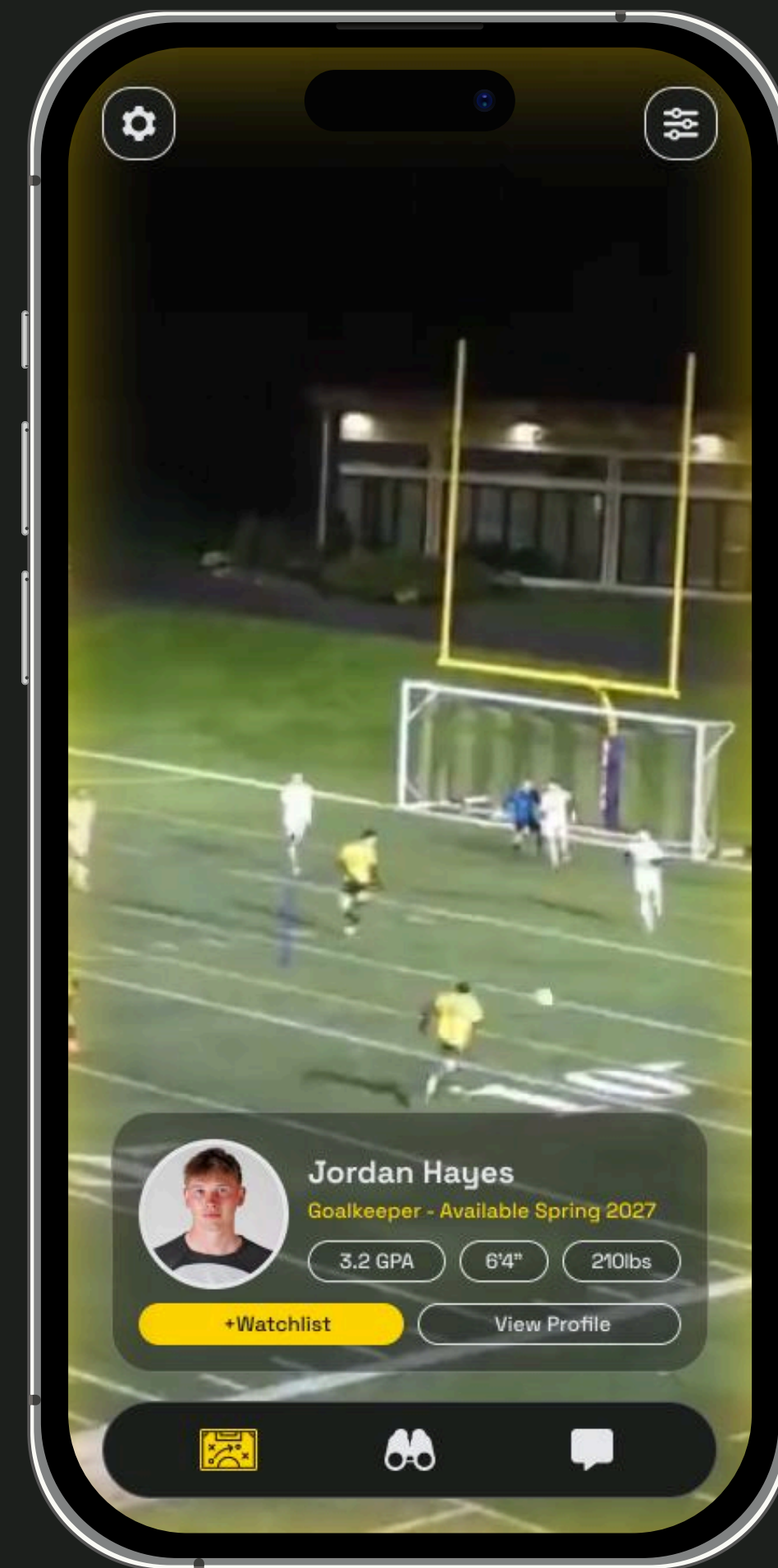


A Coach can discover, watch and message players.



The Solution

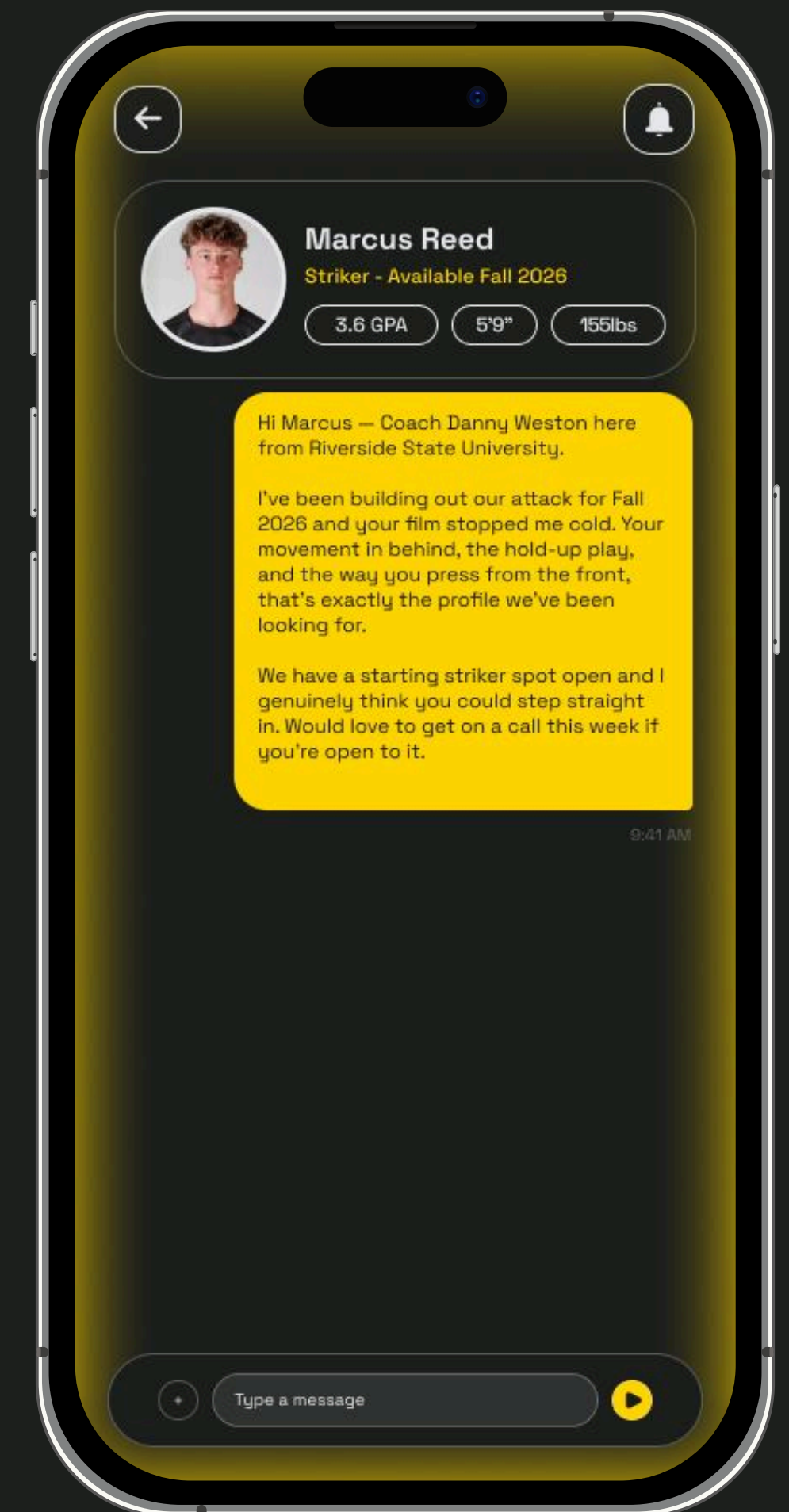
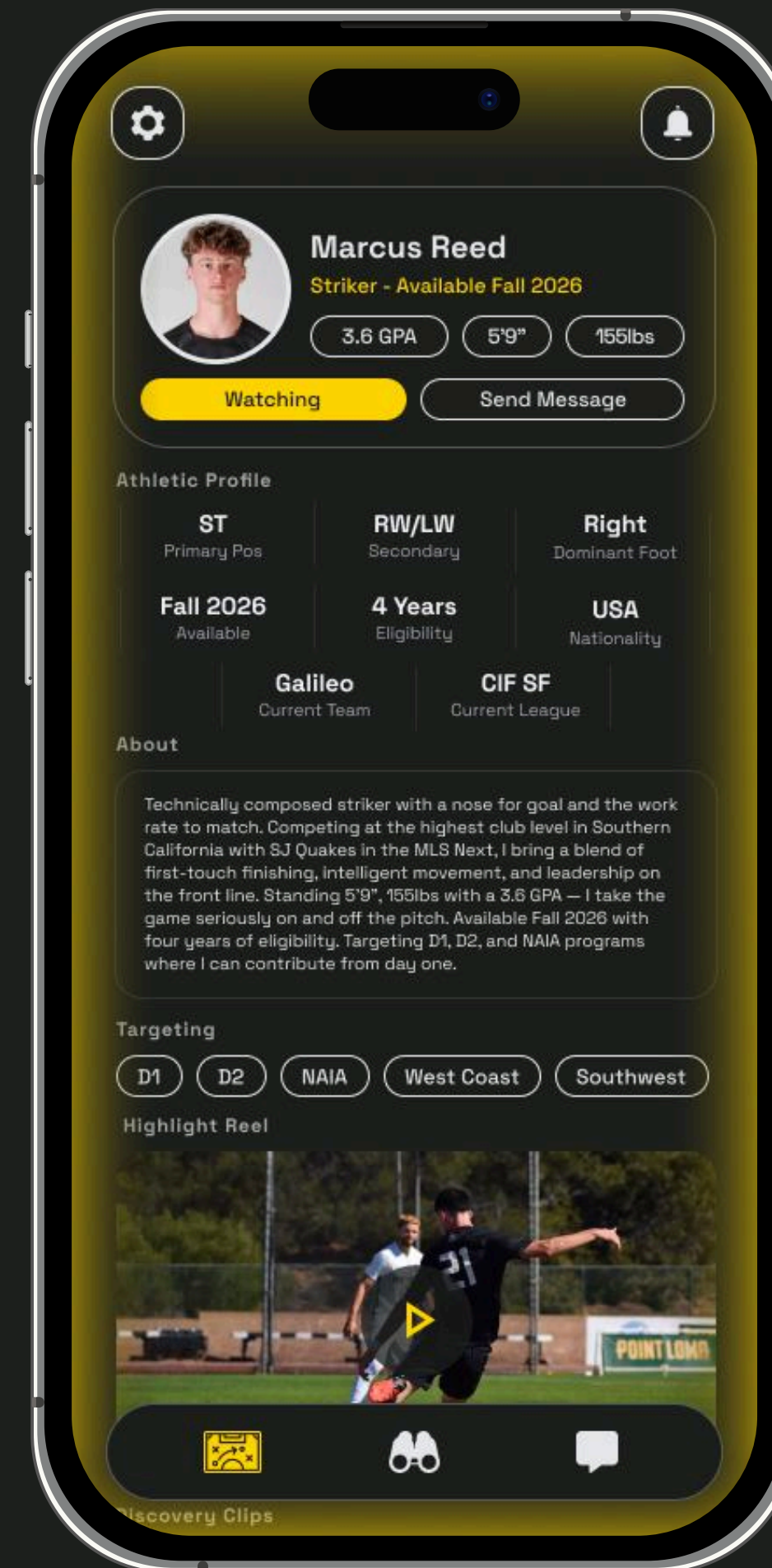
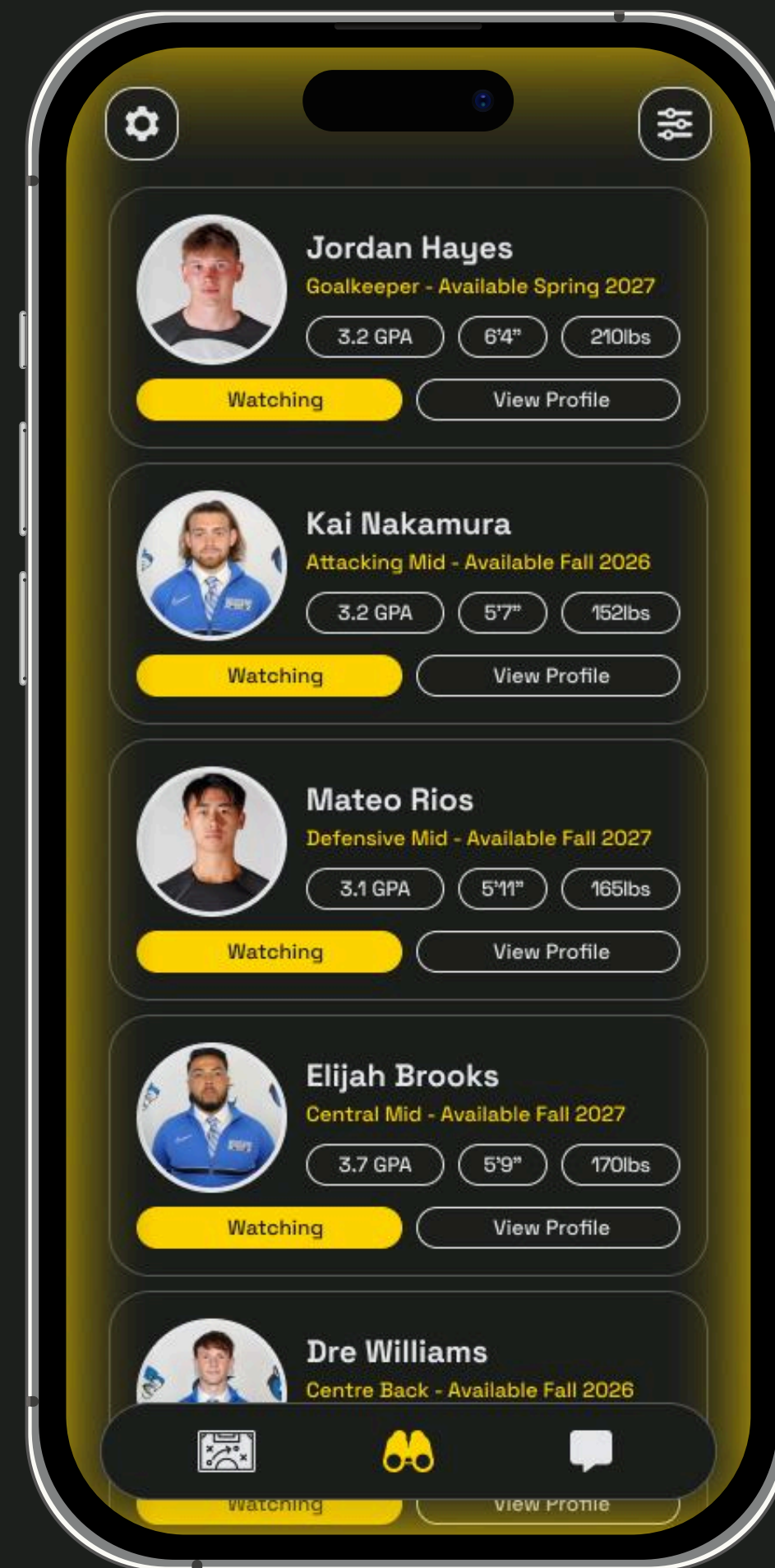
Players post max 30-second clips to a discovery feed, for Coaches to discover them. The feed is matched to coaches before they even scroll, through matching needs and wants. Coaches filter further to find specific players for their program, then explore full profiles to decide who to pursue.



View Prototype

The Solution

Coaches build a watchlist to keep track of players they are interested in. When they're ready to recruit, the Coach sends the first message, making any message sent meaningful, and no one gets lost in the inbox.



View Prototype

Lessons

- The Addy version looked good but didn't serve any real purpose and was easily misunderstood, it must be purposeful first before making it look good
- You can learn a lot from indirect competitors, I looked at LinkedIn with their notifications
- You can learn a lot through interviewing the right target market users.
- Simple and easy use is always best

Sources

Link 1

Link 2

Link 3

Next Steps

- Test the prototype with more active college coaches, to see if this useable solution
- Validate the 30-second clip format with players, is that enough time to get a Coach onto a players profile
- Understand the business model, if agencies are making money from broken recruitment, Next Gen needs a clear answer for how it sustains itself without becoming the same problem

View Prototype

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