



Empowering Sports Education Through an Innovative Management Platform

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PROJECT OVERVIEW.

VISION

Reimagine a more efficient and engaging experience for coaches and managers in small and medium-sized sports facilities by streamlining operations, enhancing engagement, and fostering a transparent feedback system. This vision addresses key challenges such as: 1) inefficient coach and class scheduling, 2) lack of real-time student progress tracking, and 3) inadequate feedback and evaluation mechanisms.

OBJECTIVE

Design and develop proof of concepts (POC) that demonstrate innovative solutions for sports facilities to optimize operational efficiency, improve student engagement, and establish reliable feedback systems. These POCs aim to enhance the professionalism of the facilities, increase student retention, and elevate overall service quality.

SCOPE

We began by identifying the problem through various research methodologies in order to understand current processes, factors, and causes of delays. This helped guide us in generating and prioritizing ideas by assessing their value to customers and stakeholders.

GEOGRAPHICAL BOUNDARIES

Sport industry in China, Taiwan

Under substantial government investment, the most notable growth has been observed in the sports service industry. Over the past decade, the net production value of the sports service sector has risen significantly, from accounting for 49% of the sports industry to 72.7%. This highlights both the importance and development potential of the sports service industry.



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PROJECT TIMELINE.

Activities

Jan08 –Feb08

- # Background Research
- # Demographics
- # Competitive Analysis
- # Interviews
- # Field Study
- # Survey

Discovery & Research

- # Stakeholders Map
- # Ecosystem Map
- # Trend Analysis
- # Personas
- # Customer Journey Map

Outputs

Activities

Feb08 –Feb11

- # Tag Sorting
- # Affinity Mapping
- # Correlation Analysis
- # How Might We

Understand & Define

- # Hypothesis Statement

Outputs

Activities

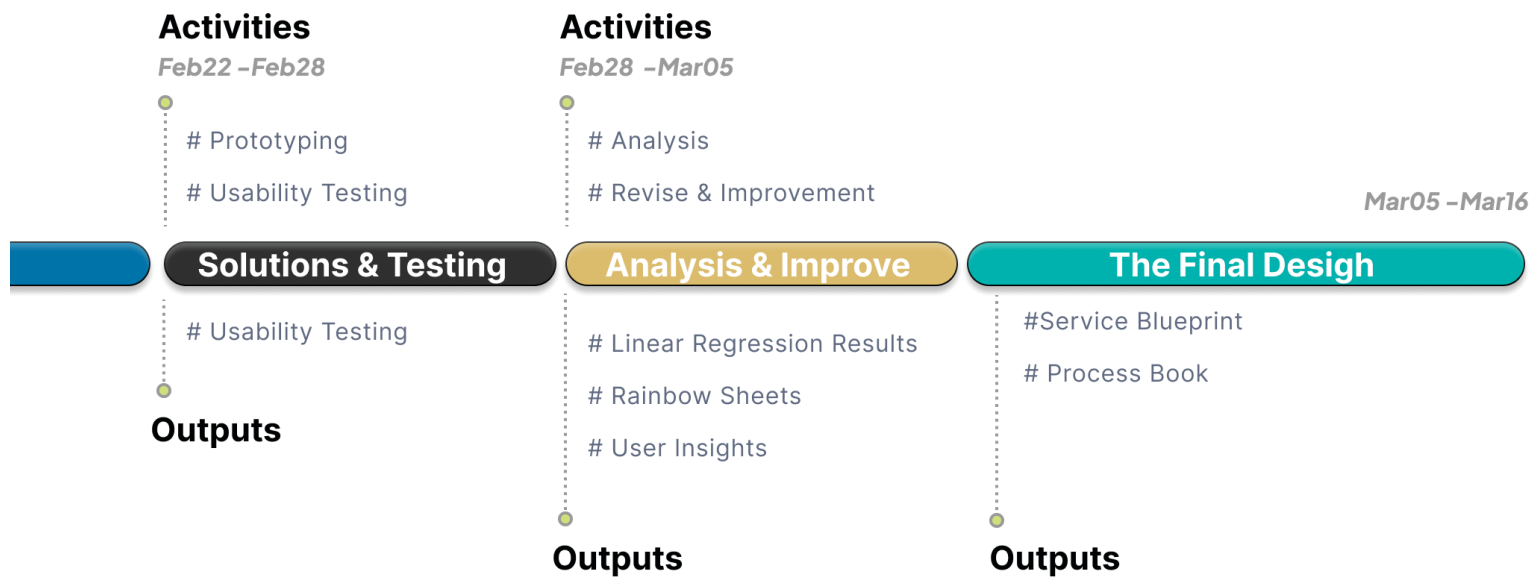
Feb11 –Feb22

- # OSTs Tree
- # Information Architecture
- # User Flow
- # Rapid Prototype
- # Wireframes

Ideate & Concept

- # Site Map
- # User Flow

Outputs



RESEARCH PLAN.

01 RESEARCH GOAL

To identify the challenges and unmet needs of small and medium-sized sports facilities in customer managing operations, including tracking student engagement and implementing effective evaluation systems.

02 RESEARCH SCOPE

- **Target Audience:**
Facility managers, Sport coaches.
- **Secondary Stakeholders:**
Students, parents, and industry experts
- **Geographical Boundary**
Sport Industry in hina, Taiwan

03 RESEARCH OBJECTIVES

Identify Key Challenges: Pinpoint major bottlenecks in client management and goal analysis.

Formulate Actionable Strategies: Develop optimized management flows and personalized training programs based on research findings.

Enhance Implementation Efficiency: Ensure strategies can be rapidly adopted and continuously improved.

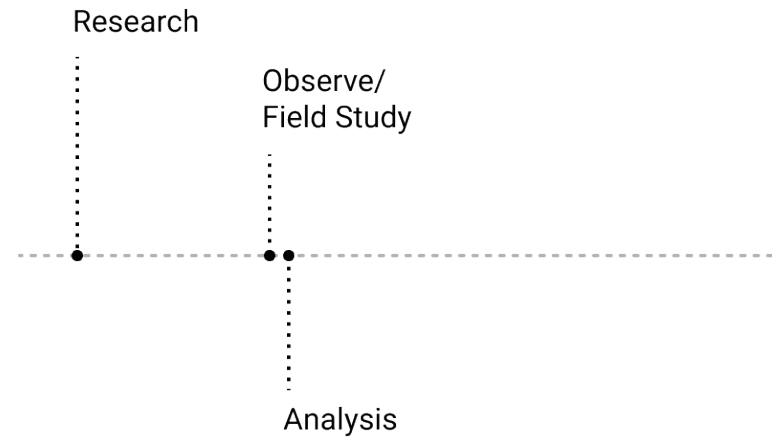
04 RESEARCH TOPICS

1. **Operational challenges in current systems.**
2. **User expectations for solutions.**
3. **Industry trends and competitive benchmarks.**
4. **Impact of inefficiencies on user satisfaction and retention.**

05 METHODOLOGY

Establishing a clear and structured research methodology is crucial for ensuring the rigor, credibility, and applicability of service design research results. This research ensures comprehensiveness at every stage and alignment with project objectives through systematic planning of research methods, exploration patterns, analysis approaches, and scope.

The research approach encompasses both primary and secondary research, using triangulation to synthesize multiple data sources to ensure the reliability and accuracy of research insights. This triangulation method—combining journals, industry reports, interview feedback, and case analysis—further enhances the credibility and objectivity of research findings while reducing the impact of bias or single viewpoints.

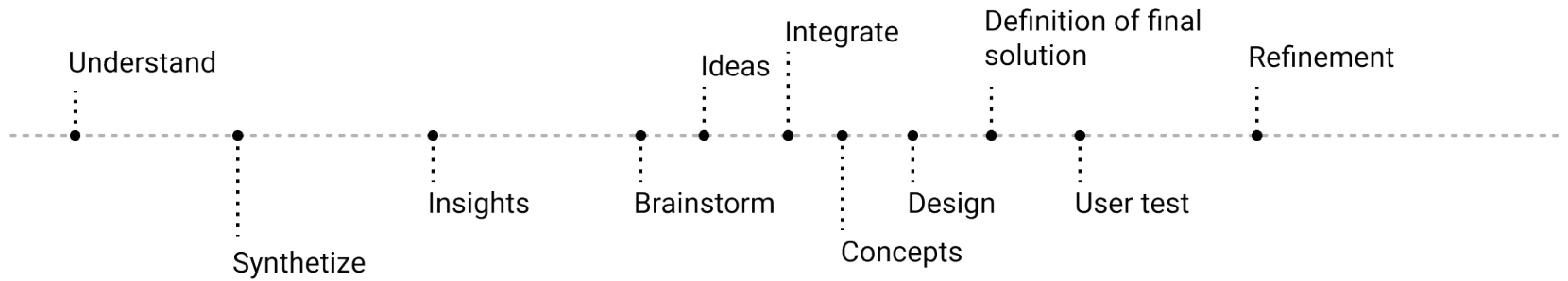


Scoping & Research

What Is & What If

Research

- # *Background Research*
- # *Demographics*
- # *Competitive Analysis*
- # *Interviews*
- # *Field Study*
- # *Survey*

**Brief****Conception****Development****What Is & What If****What Wows****What Works****Analysis**

- # Stakeholders Map
- # Ecosystem Map
- # Trend Analysis
- # Competitive Analysis
- # Personas
- # Journey Map
- # Tag Sorting
- # Affinity Mapping
- # Journey Map
- # Correlation Analysis

Ideation

- # HMW
- # OSTs Tree
- # Rapid Prototype
- # Co-Creation

Development

- # Prototyping
- # User Value Testing
- # Usability Testing

TRIANGULATION ENSURE VALIDITY

This approach minimized the influence of individual biases or limitations inherent in a single source, allowing for a richer and more nuanced understanding of patterns, behaviors, and contextual factors. Additionally, it provided multiple perspectives on the research questions, reinforcing the reliability and robustness of the conclusions drawn.



RESEARCH DATA SOURCES

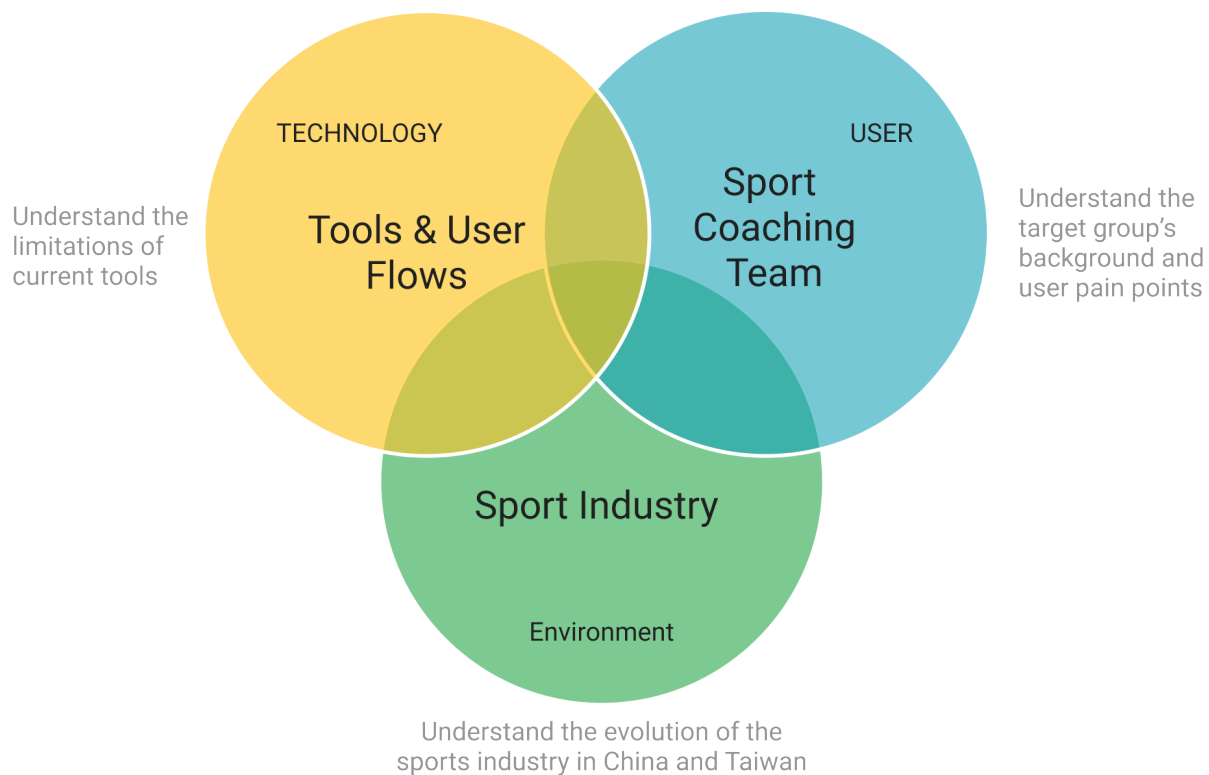
Research Questions	Why	Where to Find Out		
1. What are the common difficulties sports education providers face in user management?	to understand the existing challenges	Academic journals	Industry reports	Management website
2. How do coaches evaluate and track individual client goals and progress?		Interview	Field Study	
3. What requirements do users prioritize ?	to understand what jobs to be done	Field Study	Social Communities	Interview
4. Which factors contribute to gaps between course design and actual outcomes?	current solution's limitations	Interview	Social Communities	Management website

Who Am I Asking...

- Expert
- Sport Education Provider
- Experienced Author

AREA OF RESEARCH

This study explores the development of sports education and coaching teams from three perspectives: technology, users, and industry environment. By analyzing the limitations of existing digital tools, understanding the needs and pain points of coaches and learners, and examining sports industry trends in China and Taiwan, this research aims to integrate technology with industry growth.



PHASE ONE.

SECONDARY RESEARCH.

Through desk research, we sought to understand the context of the sports education industry and the challenges faced by its providers. We conducted extensive secondary data collection—examining operational processes, emotional experiences, and feedback from managers and coaches. Our sources ranged from social media platforms, articles, and reviews to product websites and academic reports.

This multi-source approach enabled us to triangulate our findings, revealing both broad trends and specific insights. These insights offer valuable guidance for redesigning the safety inspection process to more effectively meet user needs and address operational challenges.

WHAT ARE THE TOP SPORTS COACHING CHALLENGES FACED?



50 %

of coaches rated "Understanding **students' personality** and how to best **motivate them**" as the most important issue.

46 %

of coaches rated “**Personal life balance** – managing sport, career, home and social etc” as the problem.

31 %

of coaches emphasized “Sport team dynamics and **managing relationships** within the team” as a crucial factor.

Source:

Masen, L. (2022, November 17). *Sports Coaching Challenges: Evolution of Athlete Conference. Athlete Assessments.*

**DISCOVER THE
BACKGROUND ...**

01 THE PROPORTION OF CHINA & TAIWAN GOVERNMENT POLICY INVESTMENT MOTIVATIONS IN STE SPORT ECONOMY IN 2024

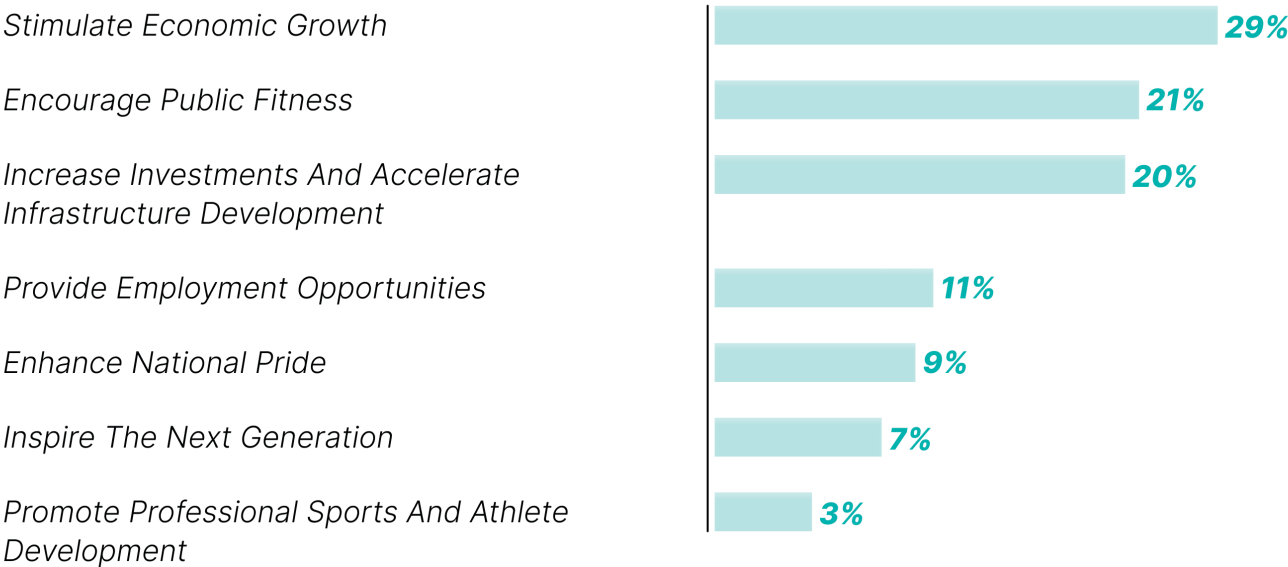


Figure 1.1 The proportion of investment motivations in sport industry in 2024, Source: 2024PwC Global Sports Industry Survey (8th Edition), China Report

KEY FINDINGS

In the post-pandemic era, both the Chinese and Taiwanese governments are steadily increasing their policy investments in this sector. The primary goals of these policies are to stimulate economic growth, promote nationwide fitness, and boost investments to accelerate infrastructure development.

02 THE GROWTH OF THE SPORTS SERVICE INDUSTRY

Under substantial government investment, the most notable growth has been observed in the sports service industry. Over the past decade, the net production value of the sports service sector has risen significantly, **from accounting for 49% of the sports industry to 72.7%**. This highlights both the importance and development potential of the sports service industry.

Source: PwC Global Sports Industry Survey (7th Edition), China Report

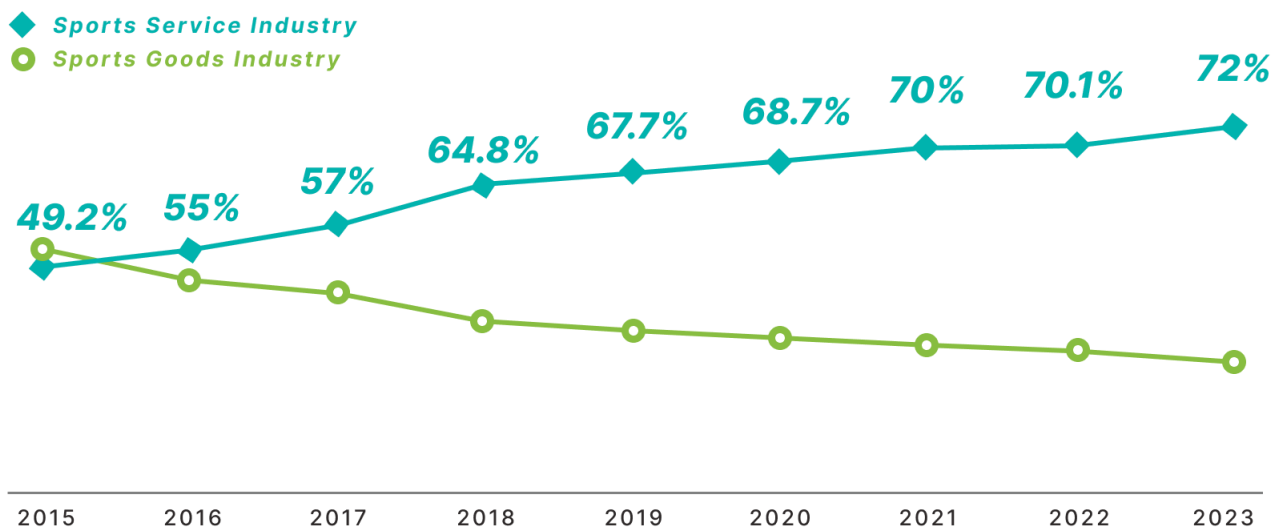


Figure 1.2 The growth of sports service,
Source: 2023 PwC Global Sports Industry
Survey (7th Edition), China Report

03 EXPANDING SPORTS SERVICE INDUSTRY SEGMENTS

The chart illustrates the segmentation of China's sports service industry in 2022. Apart from trade sectors related to merchandise sales and facility management (indicated in gray), human-centered services such as **sports education** and **fitness & recreation management** have also benefited from policy incentives, driving significant market growth.

KEY FINDING

Notably, the sports services industry has experienced rapid growth, with its share increasing from 49.2% in 2015 to 72% in 2023. Among the fastest-growing sectors are sports education and sports and leisure management. This trend indicates that **the sports education market has become the most rapidly expanding segment within the sports industry**, reflecting a significant rise in demand for professional sports education and management services.

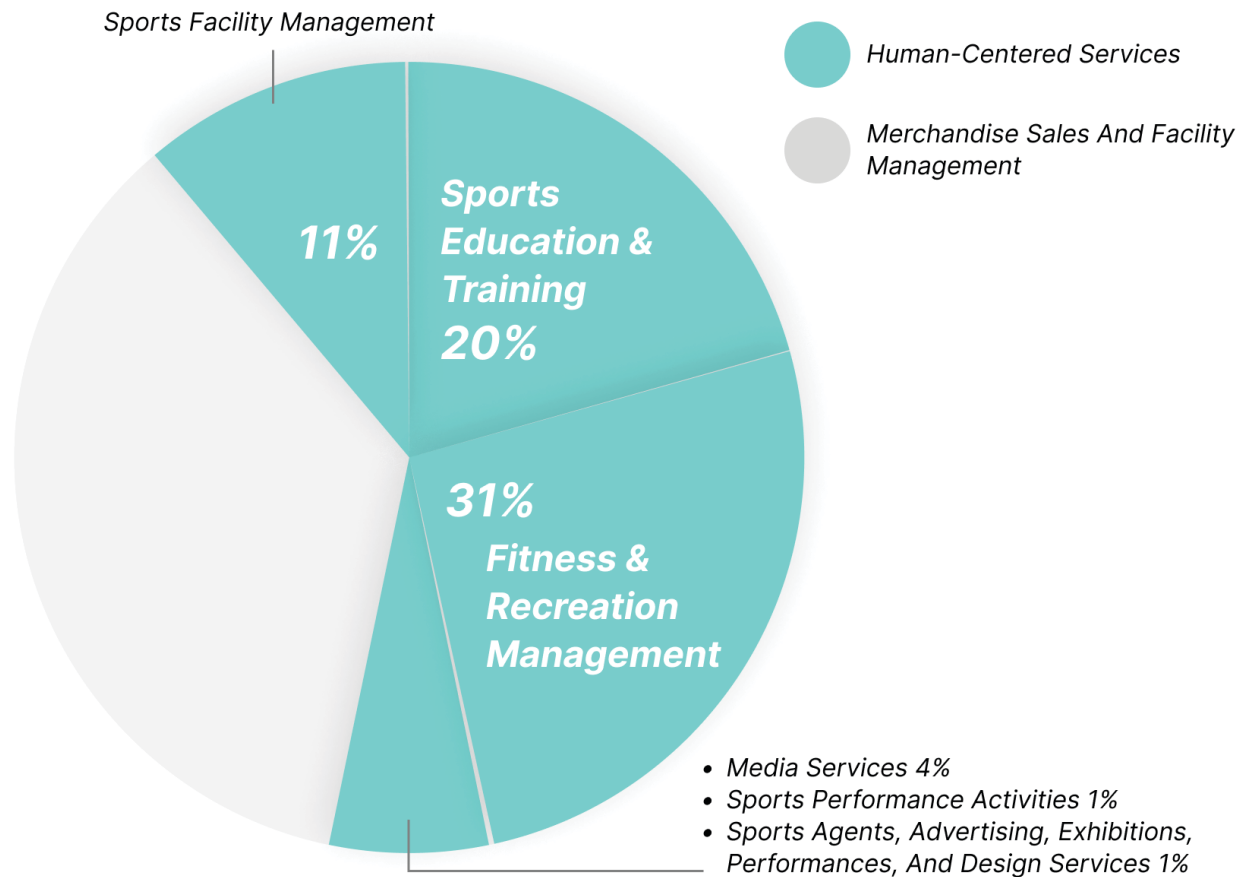


Figure 1.3 The segments of sports service industry, Source: 2023
PwC Global Sports Industry Survey (7th Edition), China Report

04 CURRENT PARTICIPATION IN PHYSICAL ACTIVITY

According to the study released by the General Administration of Sport of China, as of 2020, 67.5% of Chinese residents aged 7 and above engaged in sports or physical activity at least once per week. Among them, 37.2% regularly participated in physical exercise. This translates to approximately 500 million people exercising weekly, with around 275 million engaging in regular, consistent physical activity.

Meanwhile, in Taiwan, 2023 statistics indicate that about 35% of the population maintains a regular exercise habit, highlighting the active promotion of fitness across both regions.

Source: General Administration of Sport of China

2016-2023 CHINA FITNESS POPULATION PENETRATION RATE

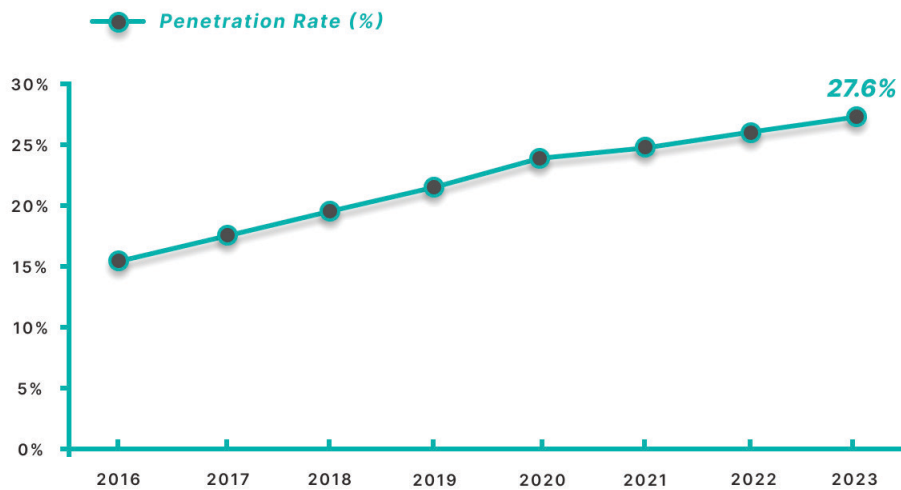


Figure 1.4 China Fitness Population Penetration Rate from 2016 to 2023, Source: 2023 General Administration of Sport of China

FITNESS CONSUMER PROFILE IN CHINA IN 2022

GENDER



Male:
38.07%



Female:
61.93%

AGE GROUP

16-25 YEARS OLD  **19.55%**

26-35 YEARS OLD  **42.34%**

36-50 YEARS OLD  **28.75%**

CHINA FITNESS MARKET SIZE TRENDS FROM 2016 TO 2023

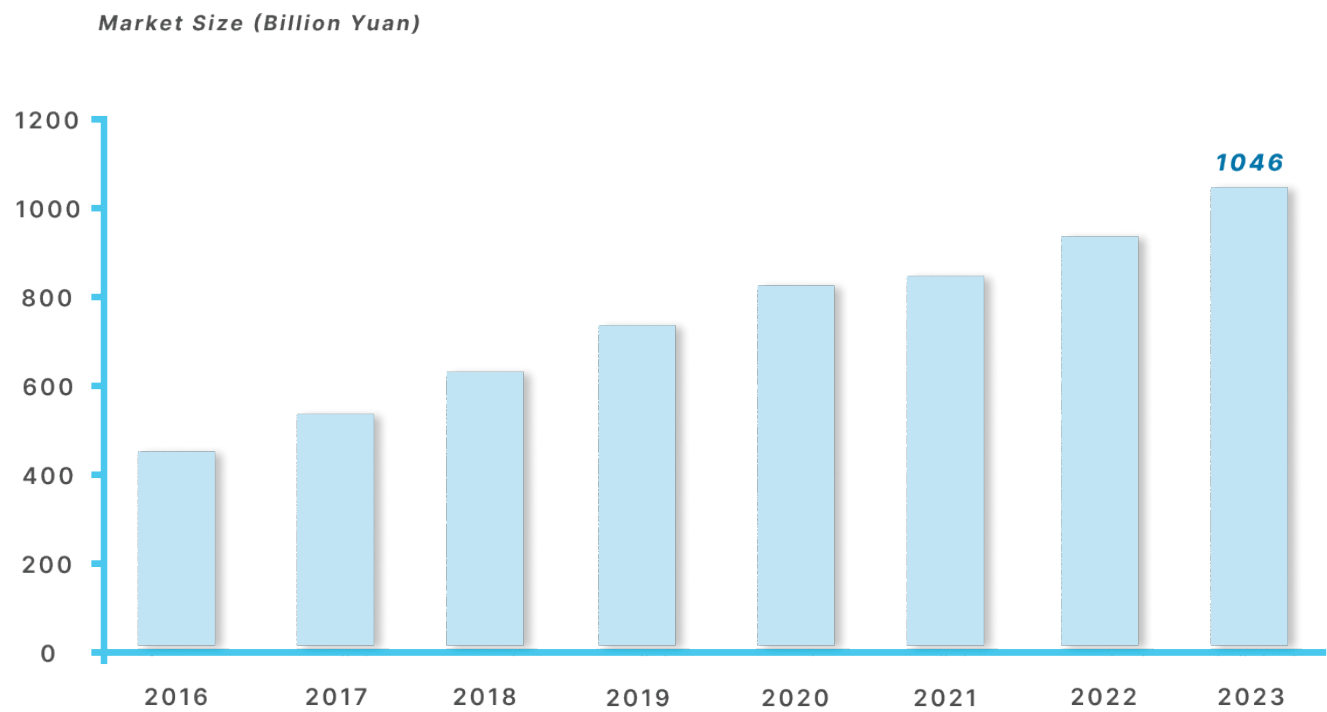


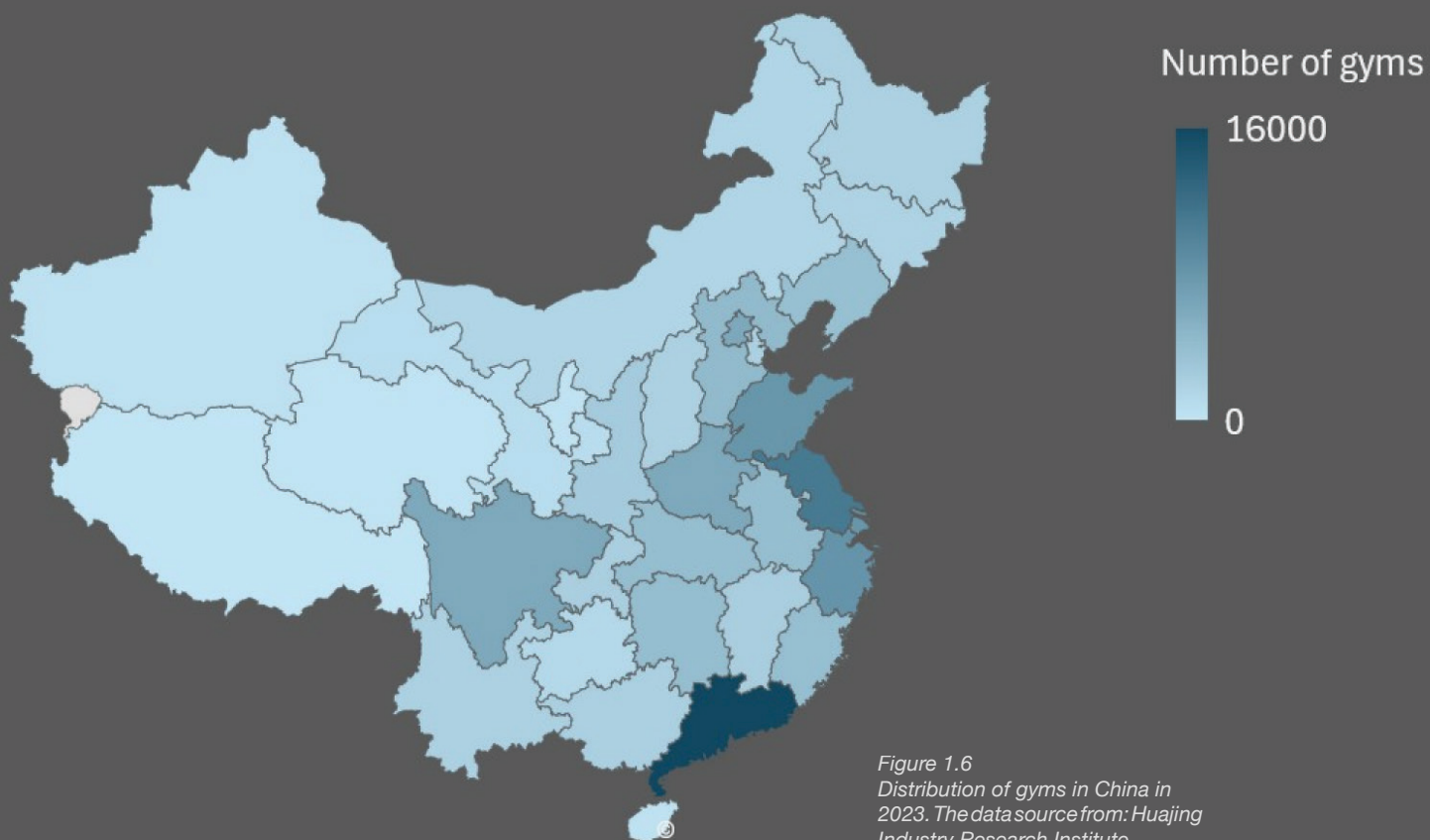
Figure 1.5 2016-2023 China Fitness Market Size Trends

2022 TOTAL NUMBER OF SPORTS AND FITNESS VENUES IN CHINA

CHAIN GYM: 39,620 LOCATIONS

FITNESS STUDIOS: 45,529 LOCATIONS

DISTRIBUTION OF GYMS IN 2023



KEY FINDINGS

1. Fitness Boom Drives Market Expansion

In recent years, with the increase in health awareness and the rise of fitness trends, the number of fitness enthusiasts in China and Taiwan has been rising year by year. Data shows that the proportion of women in the fitness population is relatively high, mainly concentrated in the age group of 26-35, reflecting the importance this demographic places on health and body management. Additionally, the number of sports venues has more than doubled in the past seven years, indicating a continuous increase in market demand for sports facilities.

2. The Rapid Expansion of the Sports Industry

The growth of the sports industry is not only evident in the increasing fitness population but also in the evolving commercial market. With the expansion of fitness facilities, related industries such as fitness classes, sports apparel, and health technology have flourished, creating a comprehensive sports economy. In China and Taiwan, government support and corporate investment have further strengthened the industry's infrastructure.

The sports industry in China and Taiwan is experiencing rapid expansion, with increasing fitness participation and infrastructure growth signaling significant potential.



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STAKEHOLDER MAP OF EDUCATION INDUSTRY.

This Stakeholder Map outlines the key players involved in the education industry, particularly within the sports coaching and training sector. The stakeholders are categorized into **Internal Stakeholders, Direct External Stakeholders, and Indirect External Stakeholders**, highlighting their roles and influence on coaching management and education services.

This stakeholder map provides a strategic framework for **understanding how different entities interact within the education and coaching industry**, helping optimize management, collaboration, and decision-making for sustainable development.

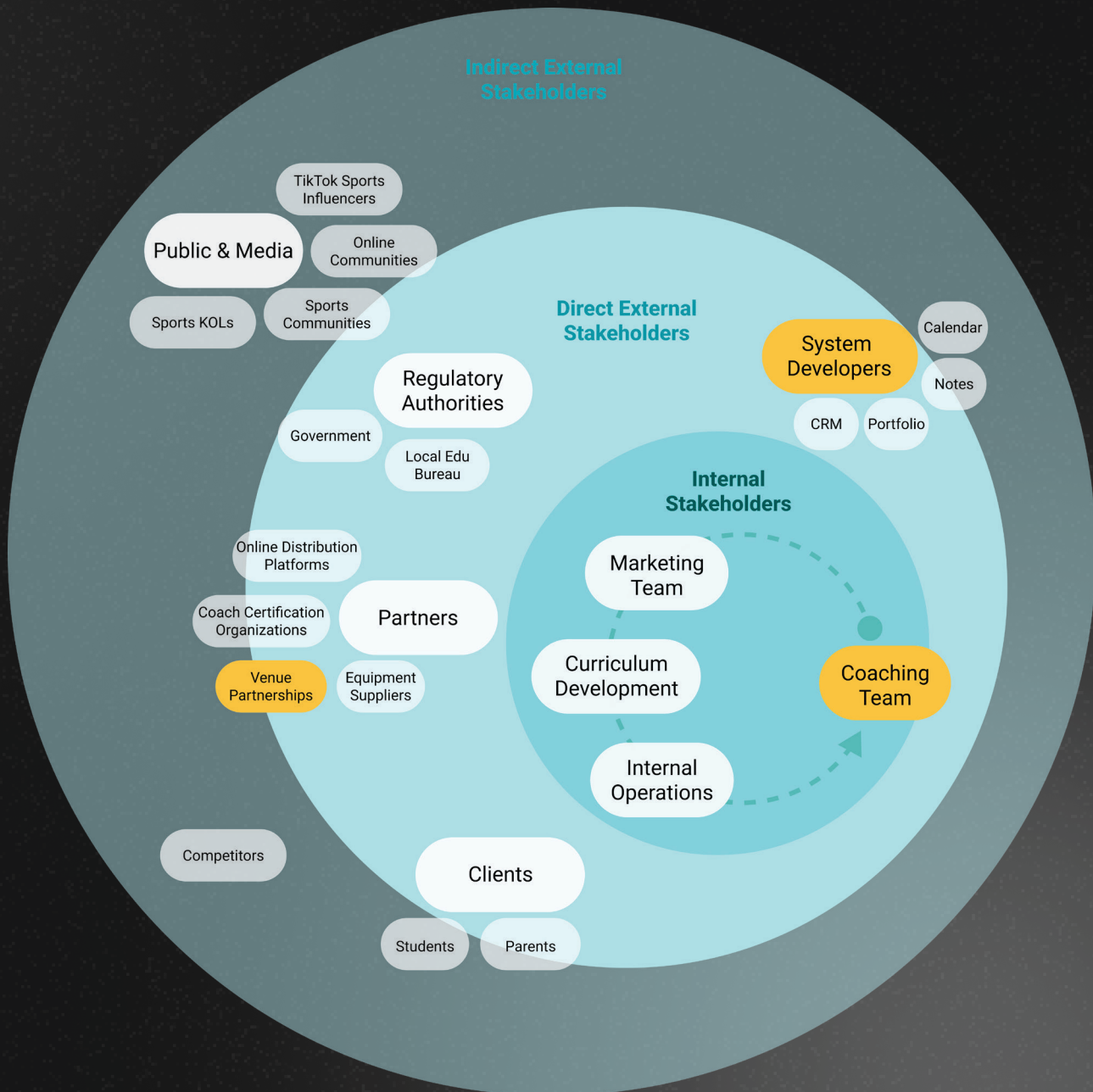


Figure 2.1

This Stakeholder Map outlines the key players involved in the education industry, particularly within the sports coaching and training sector.

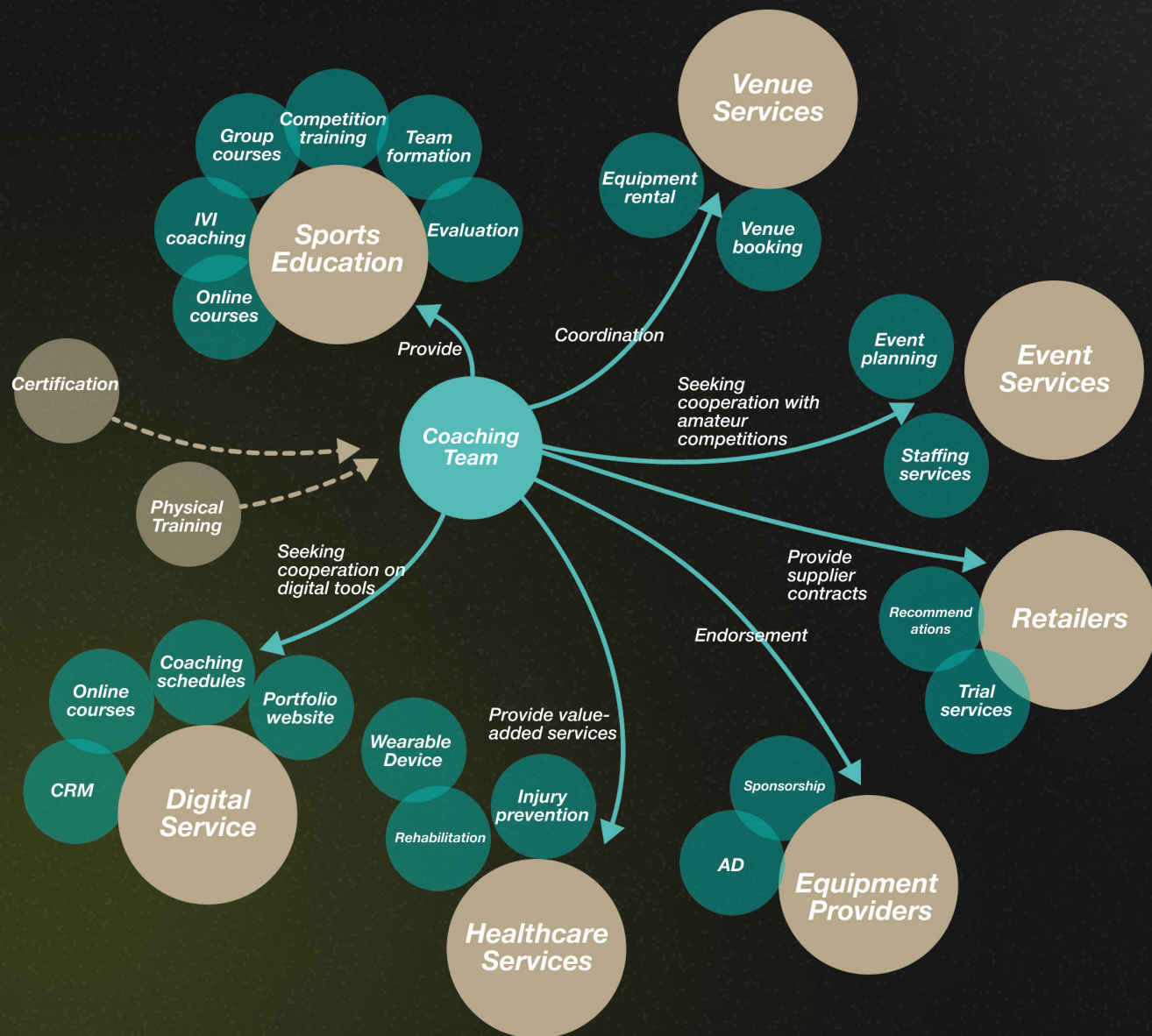


Figure 2.2
The impact of coaching team on the sports education industry

01 THE KEY ROLE IN THE RISE OF THE SPORTS INDUSTRY: COACHING TEAMS

With the Chinese and Taiwanese governments actively promoting mass sports participation, the sports industry has experienced significant growth, leading to the emergence of various stakeholders such as sports venues, digital services, and equipment providers. Among them, the Coaching Team plays **a pivotal role** as the primary point of contact with the public. They not only provide professional guidance but also **integrate various sports-related services** to create a high-quality sports education environment, enhancing the overall experience and participation in sports.

02 THE KEY ROLE IN THE RISE OF THE SPORTS INDUSTRY: SYSTEM DEVELOPERS

With increased government investment in China and Taiwan, system developers are driving the digital transformation of the sports industry. They leverage technological innovations to develop smart sports management platforms, integrated venue solutions, and personalized health monitoring systems, enhancing efficiency for athletes, businesses, and facility managers.

For users, advancements in **health tracking** and **data analytics** improve performance monitoring and self-health management. For businesses, digital venue management systems optimize operations, enhance scheduling, and refine marketing through AI-driven analytics. By **integrating online booking, payments, and social features**, system developers are reshaping sports services for greater adaptability.

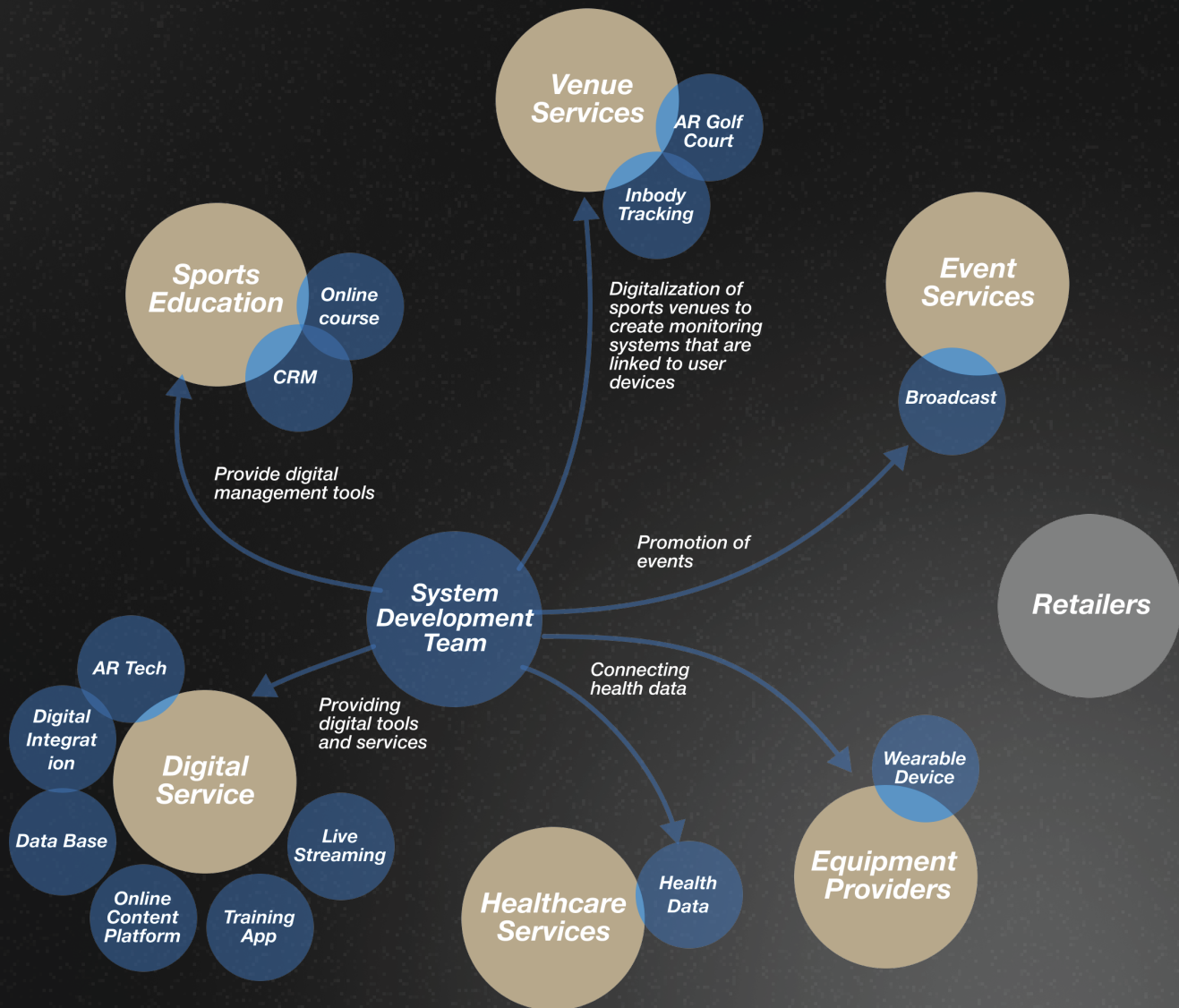


Figure 2.3
The Impact of system developers on the Sports Education Industry.

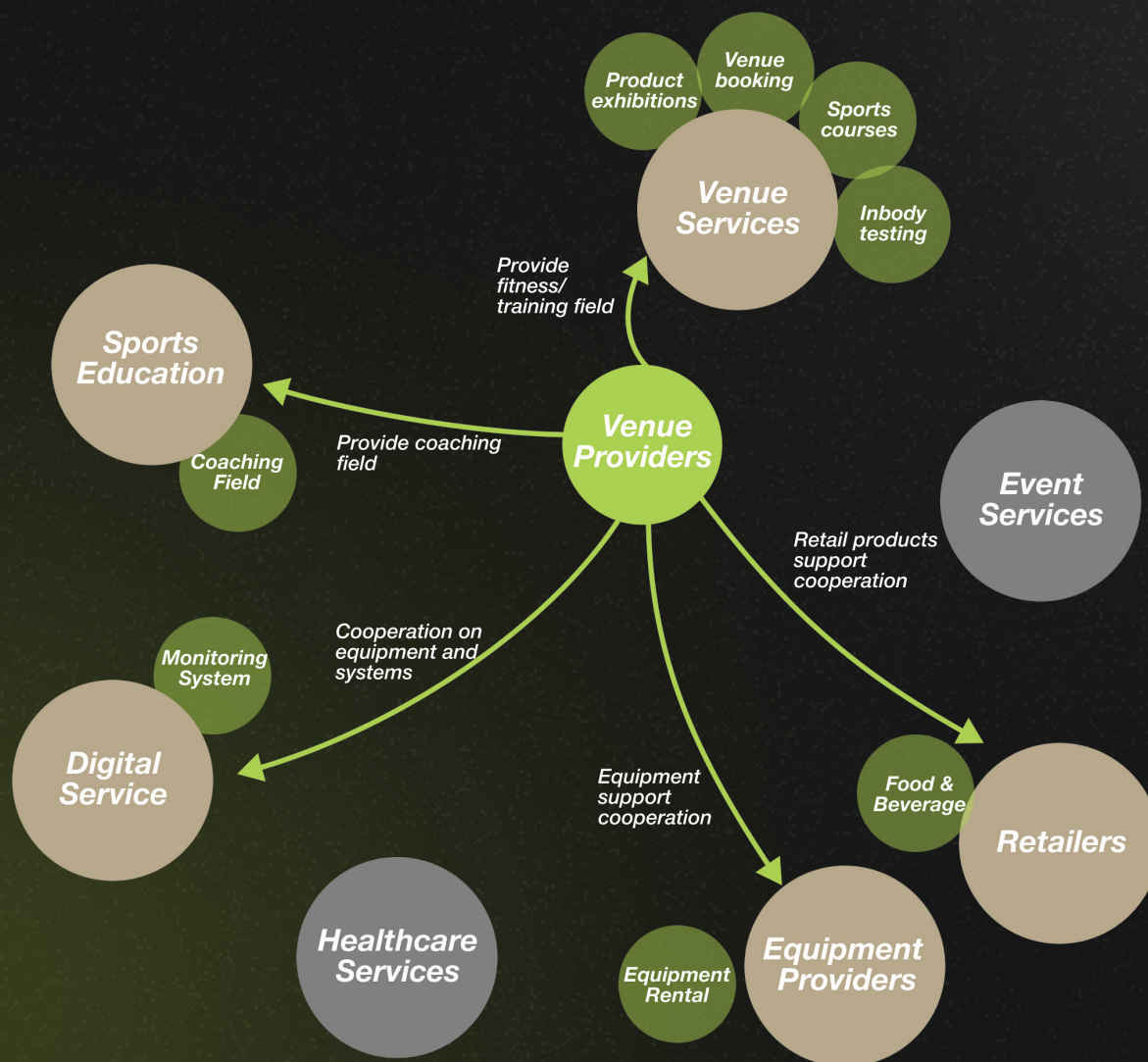


Figure 2.4
The impact of venue provider on the sports education industry

03 THE KEY ROLE IN THE RISE OF THE SPORTS INDUSTRY: SPORTS VENUE PROVIDERS

With the growing popularity of sports, the number of public and private sports venues has increased significantly. These venues **collaborate with sports education institutions or employ part-time coaches**, not only creating job opportunities but also reducing costs for the public, **making them a vital asset in the sports industry**.

Amidst the ongoing construction boom, many venues **are actively partnering with equipment manufacturers and system providers to upgrade their hardware and digital infrastructure**, enhancing their competitiveness. Additionally, some venues are working with sports education institutions to build strong brands, further solidifying their market position and service value.



EVOLUTION OF THE SPORTS INDUSTRY IN CHINA AND TAIWAN.

The importance of this chart lies in its clear organization of the evolution and development trends of the sports industry in China and Taiwan across three phases: “**past, present, and future,**” covering five major aspects: technology, market, personnel, society, and business. Through this structured visual representation, researchers can **quickly grasp the historical foundation and current phenomena of the entire industry** while predicting potential future directions and opportunities. This not only helps to focus on key issues and pain points but also assists research teams in making more forward-looking judgments in strategy and product planning.

	Formerly	Currently	Emerging
Technology	<ul style="list-style-type: none"> Wearable devices enable the recording of workout data, which can be shared on social media. 	<ul style="list-style-type: none"> Use online platforms to share sports knowledge. Integrate coaching with sports monitoring software to analyze user performance. 	<ul style="list-style-type: none"> Customize training apps by integrating data and resources. Digitalize physical venues to create shared user interfaces.
Market	<ul style="list-style-type: none"> High infrastructure costs separate venues and coaching into distinct services. Sports platforms and apps operate independently. 	<ul style="list-style-type: none"> Integrate sports education resources, including venues, training apps, and private coaches. Sports platforms and apps operate independently. 	<ul style="list-style-type: none"> Upgrade venue facilities and integrate cross-industry platforms. Use shared data to meet diverse user needs.
People	<ul style="list-style-type: none"> Most consumers prefer to exercise independently rather than hiring a professional coach. 	<ul style="list-style-type: none"> An increasing number of people are participating in amateur competitions. Online and offline sports classes are being offered concurrently. 	<ul style="list-style-type: none"> Online courses help address the lack of performance tracking and venue constraints in traditional in-person classes.
Society	<ul style="list-style-type: none"> Amateur sports participation remains relatively limited. 	<ul style="list-style-type: none"> Amateur club activities, such as tiered competitions, are on the rise. Competitions encourage broader participation among sports enthusiasts, expanding the market. 	<ul style="list-style-type: none"> Establish frameworks and environments for sports data governance and application.
Business	<ul style="list-style-type: none"> The pandemic has severely impacted in-person services, fueling rapid growth in digital fitness offerings. 	<ul style="list-style-type: none"> The sports economy is expanding as cross-industry enterprises invest in value-added services. 	<ul style="list-style-type: none"> Allocate resources to virtual technologies to develop digital value-added services.

1. TECHNOLOGY

The industry has progressed from wearable devices that track and share workout data to using online platforms for knowledge sharing and performance analysis. It is now moving toward customized training apps and digitizing physical venues.

Formerly

- *Wearable devices enable the recording of workout data, which can be shared on social media.*

Currently

- Use online platforms to share sports knowledge.
- Integrate coaching with sports monitoring software to analyze user performance.

Emerging

- *Customize training apps by integrating data and resources.*
- Digitalize physical venues to create shared user interfaces.

Formerly	Currently	Emerging
<ul style="list-style-type: none">• <i>High infrastructure costs separate venues and coaching into distinct services.</i>• <i>Sports platforms and apps operate independently.</i>	<ul style="list-style-type: none">• <i>Integrate sports education resources, including venues, training apps, and private coaches.</i>• <i>Sports platforms and apps operate independently.</i>	<ul style="list-style-type: none">• <i>Upgrade venue facilities and integrate cross-industry platforms.</i>• <i>Use shared data to meet diverse user needs.</i>

2. MARKET

In the past, high infrastructure costs and separate platforms drove up expenses and led to fragmented services. Currently, resources such as venues, coaches, and training apps are being integrated. In the future, the focus will be on upgrading facilities, enabling cross-industry platforms, and using shared data to address diverse needs.

3. PEOPLE

Consumers once largely preferred exercising independently. Now, more people are participating in amateur competitions, and both online and offline classes are available. Looking ahead, online courses will help overcome issues related to tracking and venue limitations, further boosting participation.

Formerly

- *Most consumers prefer to exercise independently rather than hiring a professional coach.*

Currently

- *An increasing number of people are participating in amateur competitions.*
- *Online and offline sports classes are being offered concurrently.*

Emerging

- *Online courses help address the lack of performance tracking and venue constraints in traditional in-person classes.*

Formerly	Currently	Emerging
<ul style="list-style-type: none">• <i>Amateur sports participation remains relatively limited.</i>	<ul style="list-style-type: none">• <i>Amateur club activities, such as tiered competitions, are on the rise.</i>• <i>Competitions encourage broader participation among sports enthusiasts, expanding the market.</i>	<ul style="list-style-type: none">• <i>Establish frameworks and environments for sports data governance and application.</i>

4. SOCIETY

Amateur sports participation used to be relatively low. Today, amateur clubs and tiered competitions are encouraging more people to get involved. Going forward, there will be greater emphasis on establishing frameworks for sports data governance and application.

5. BUSINESS

The pandemic initially spurred demand for digital fitness services. Currently, the sports economy is expanding as cross-industry enterprises invest in value-added services. In the future, businesses will devote more resources to virtual technologies, driving the development of digital value-added offerings.

Formerly	Currently	Emerging
<ul style="list-style-type: none">• <i>The pandemic has severely impacted in-person services, fueling rapid growth in digital fitness offerings.</i>	<ul style="list-style-type: none">• <i>The sports economy is expanding as cross-industry enterprises invest in value-added services.</i>	<ul style="list-style-type: none">• <i>Allocate resources to virtual technologies to develop digital value-added services.</i>

KEY FINDINGS

This diagram shows the transition from the early reliance on wearable devices to collect basic data, with venues and coaching services operating independently, to the current stage where sports knowledge is **shared through online platforms**, educational resources and coaching teams are **integrated**. Looking ahead, it envisions the continued development of **digital courses and immersive sports experiences**.

This diagram clearly highlights the ongoing innovations in infrastructure, coaching resources, social atmosphere, and business models, helping us understand how the sports markets in both regions respond to user needs and technological changes, continuously expanding towards a more diversified and mature development direction.

A vertical bar on the left side of the slide, transitioning from light blue at the top to yellow at the bottom.

ECOSYSTEM MAP.

This study focuses on coaches and managers within the sports education industry, as **they play a dual role in this ecosystem:** the most essential yet **minimum viable segment**. At the same time, they serve as **key connectors** among stakeholders. However, the sports education industry is currently facing new opportunities and challenges...

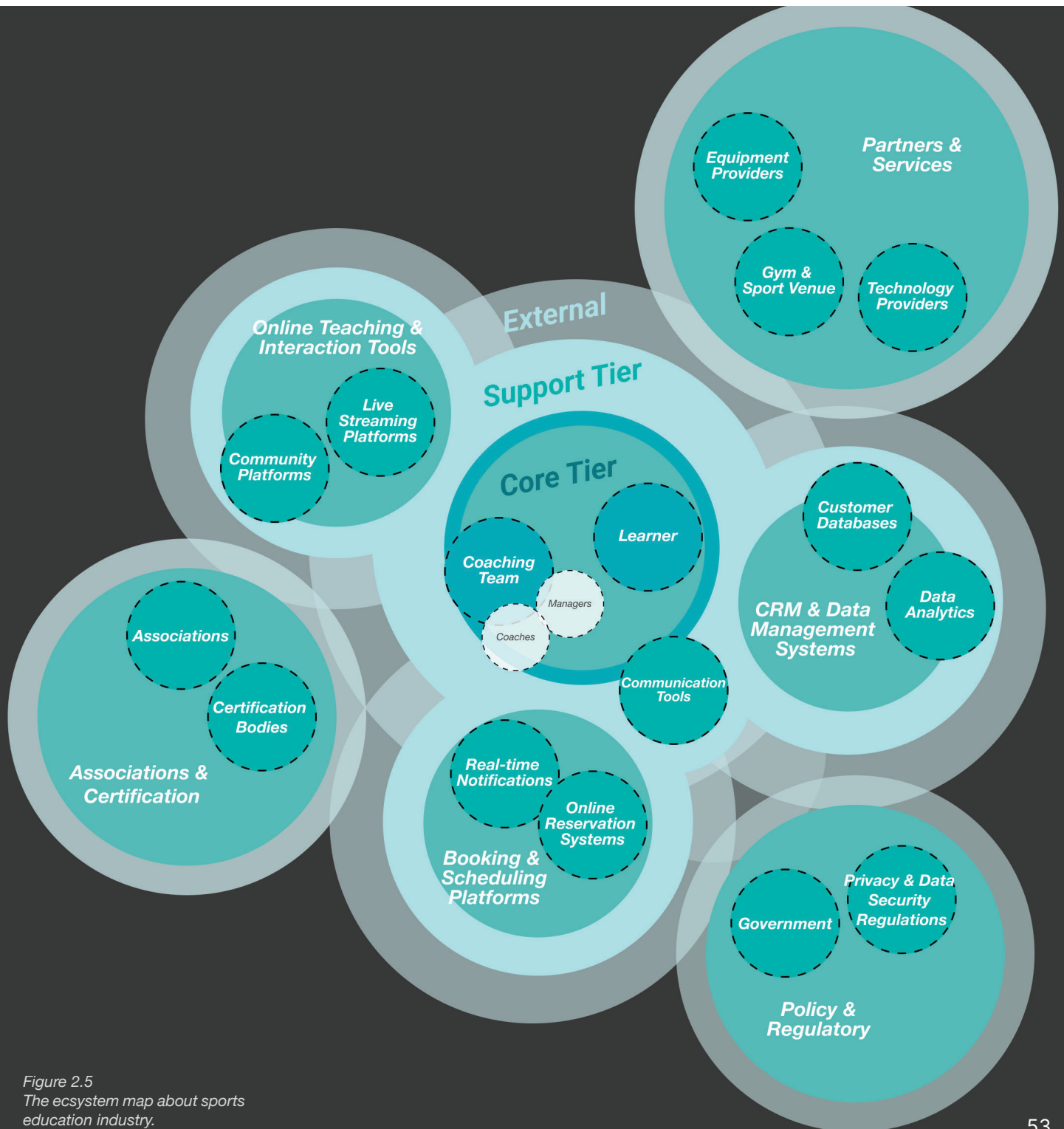
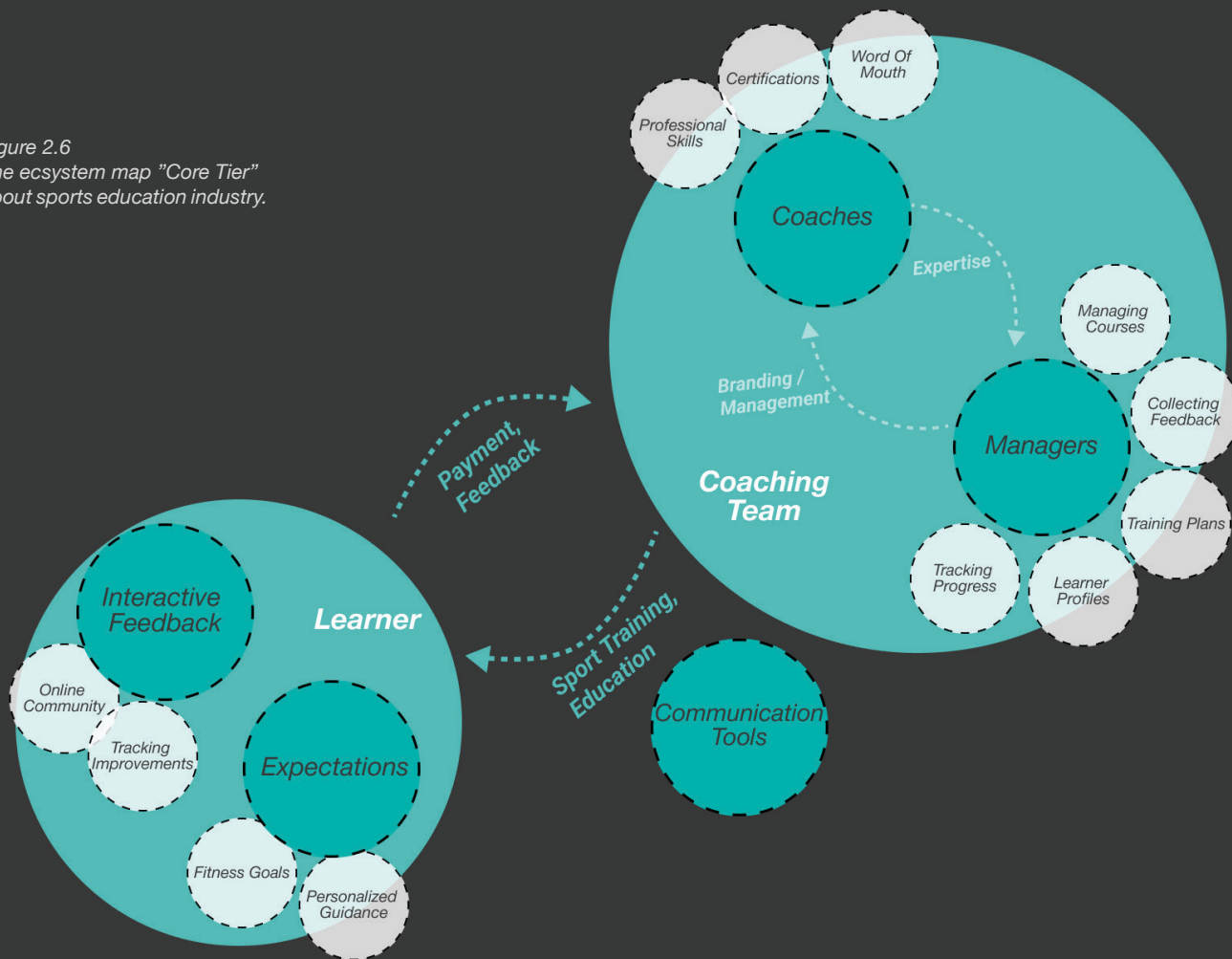


Figure 2.5
The ecosystem map about sports
education industry.

01 ECOSYSTEM MAP : CORE TIER

Direct Interaction between Coaches and Learners

Figure 2.6
The ecosystem map "Core Tier"
about sports education industry.



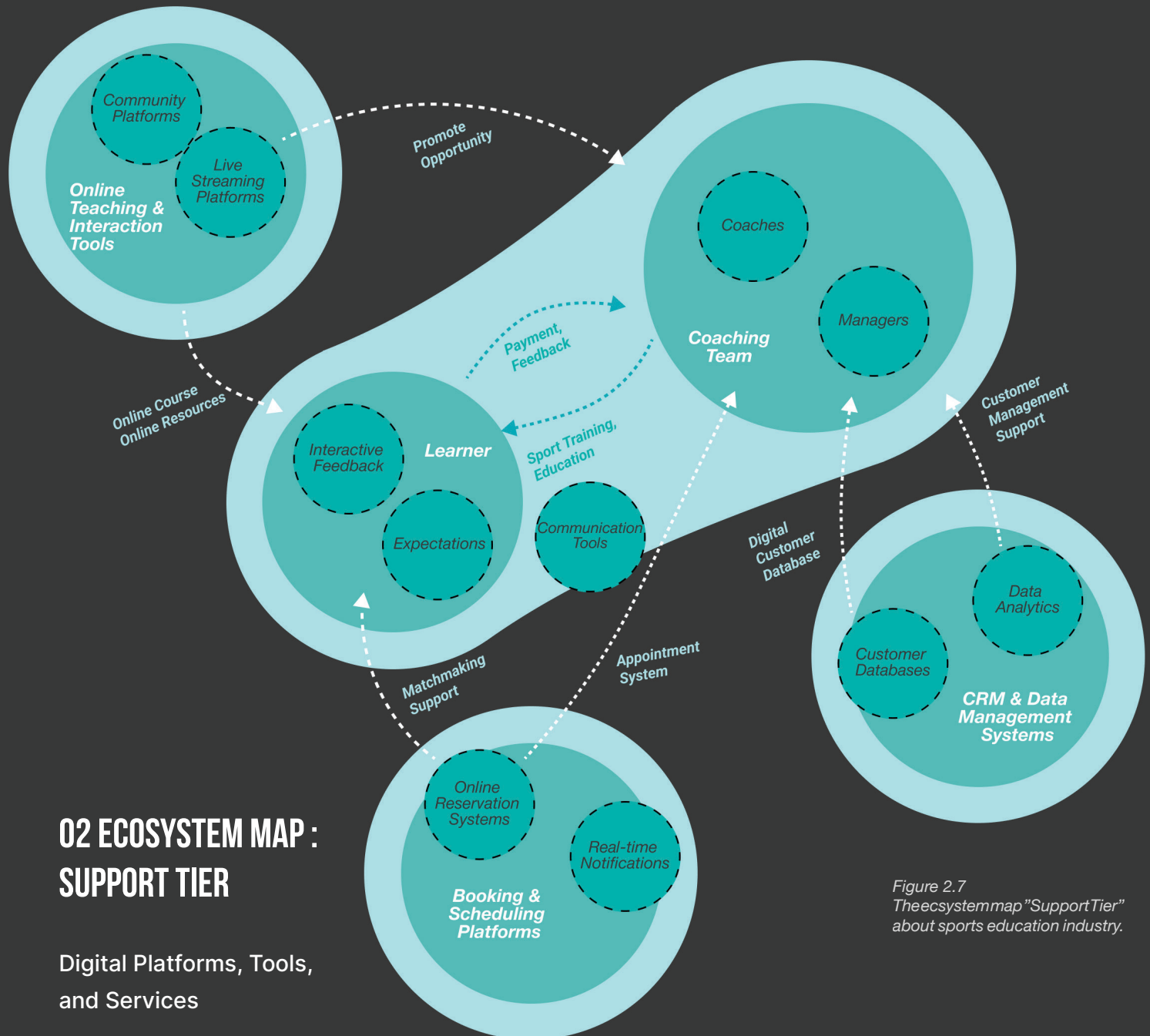


Figure 2.7
The ecosystem map "Support Tier"
about sports education industry.

03 ECOSYSTEM MAP : EXTERNAL TIER

Industry Partners and Policy Environment

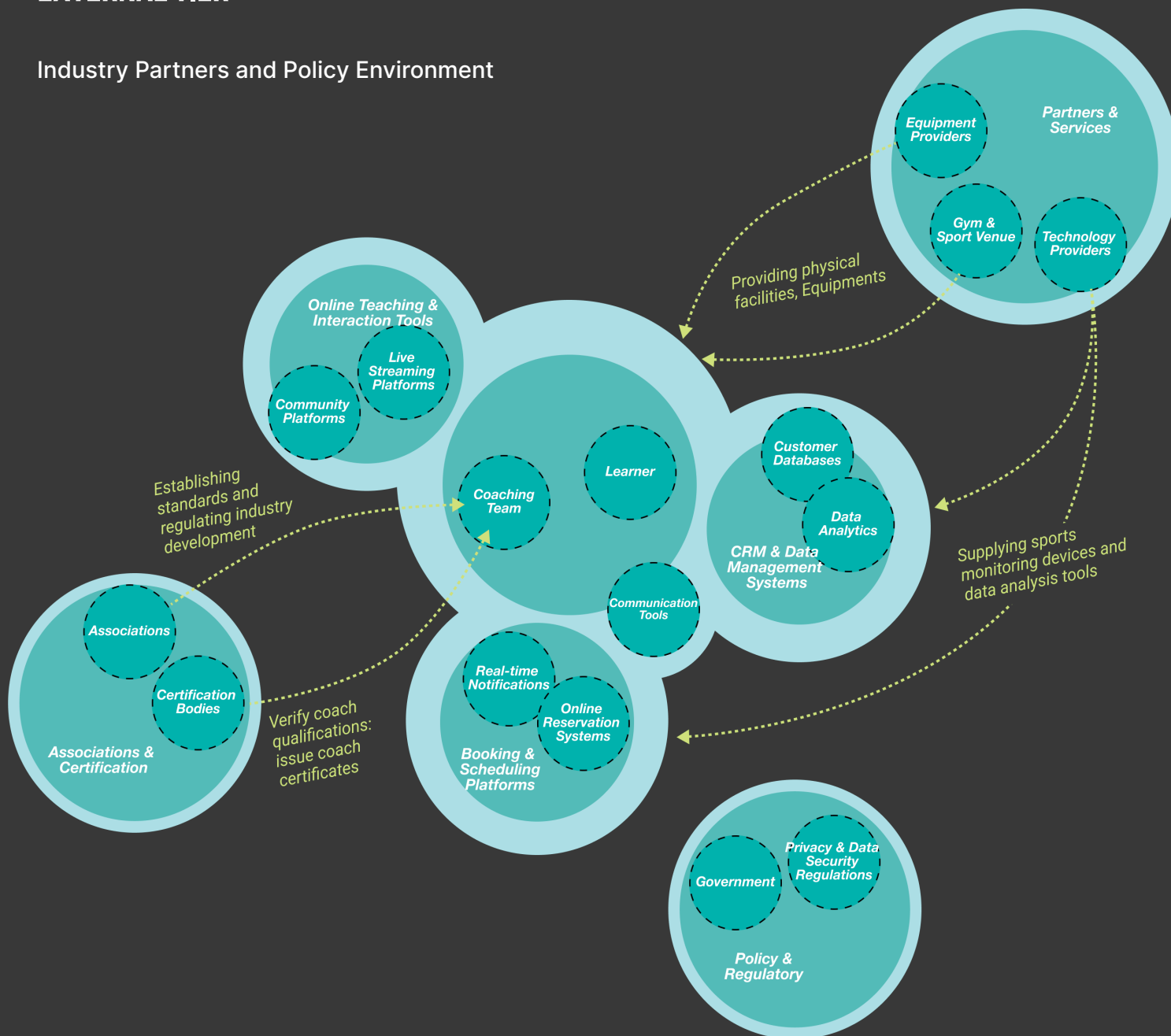


Figure 2.8
The ecosystem map "External Tier"
about sports education industry.

KEY FINDINGS

1.Coaching Challenges in Education

Coaches in China and Taiwan often lack comprehensive training in business and digital tools, limiting their ability to adapt to modern teaching needs.

2.Rising Demand and Growing Students

The rapidly growing participation in sports, coupled with decreasing costs, has led to an increased demand for coaching. To stay competitive, coaches now manage larger groups of students than ever before.

3.Collaboration and Digital Integration

Coaches are now expected to rely on gym partnerships and digital tools to enhance teaching methods and explore diverse collaboration opportunities.

4.Personal Branding in a Competitive Market

Freelance coaches must build personal brands through partnerships with sports brands and retailers to stand out in a competitive market.

TARGET GROUP 01:

ATHLETIC COACHES

Coaches in the sports education industry play a vital role in fostering skill development and cultivating a positive learning environment for students. However, coaches often face challenges in managing students effectively, such as balancing diverse skill levels, addressing individual needs, and ensuring consistent communication with both students and their parents. Despite these obstacles, their dedication and expertise are essential for creating engaging and productive training experiences, inspiring students to reach their full potential while promoting a lifelong passion for sports.

Source: Adobe Stock





KEY DECISION

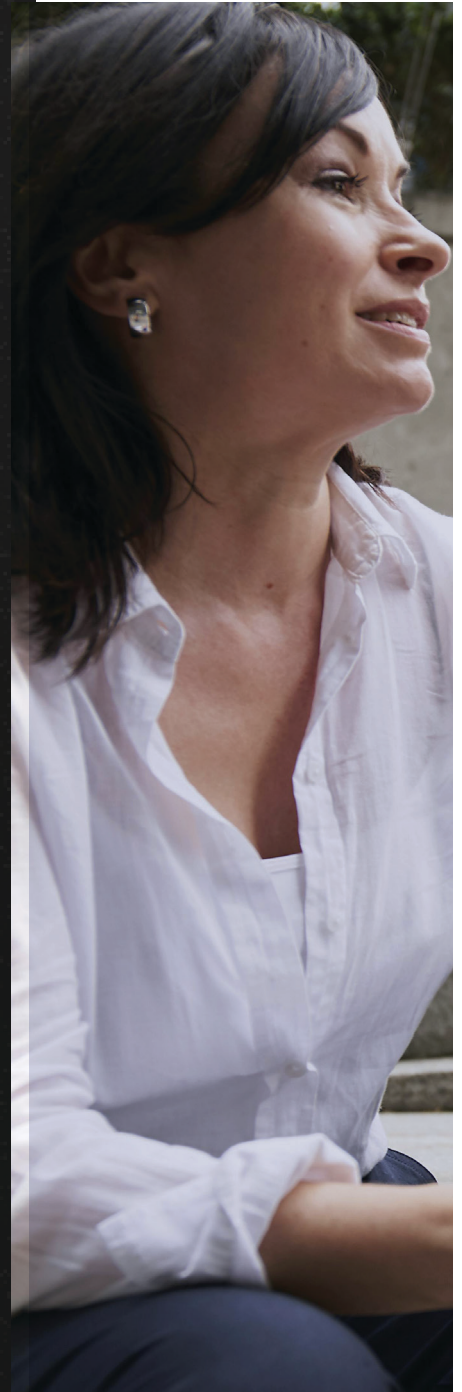
We employed a variety of research methods, incorporating both primary and secondary data, to gain a comprehensive understanding of the working perspectives and experiences of athletic coaches.

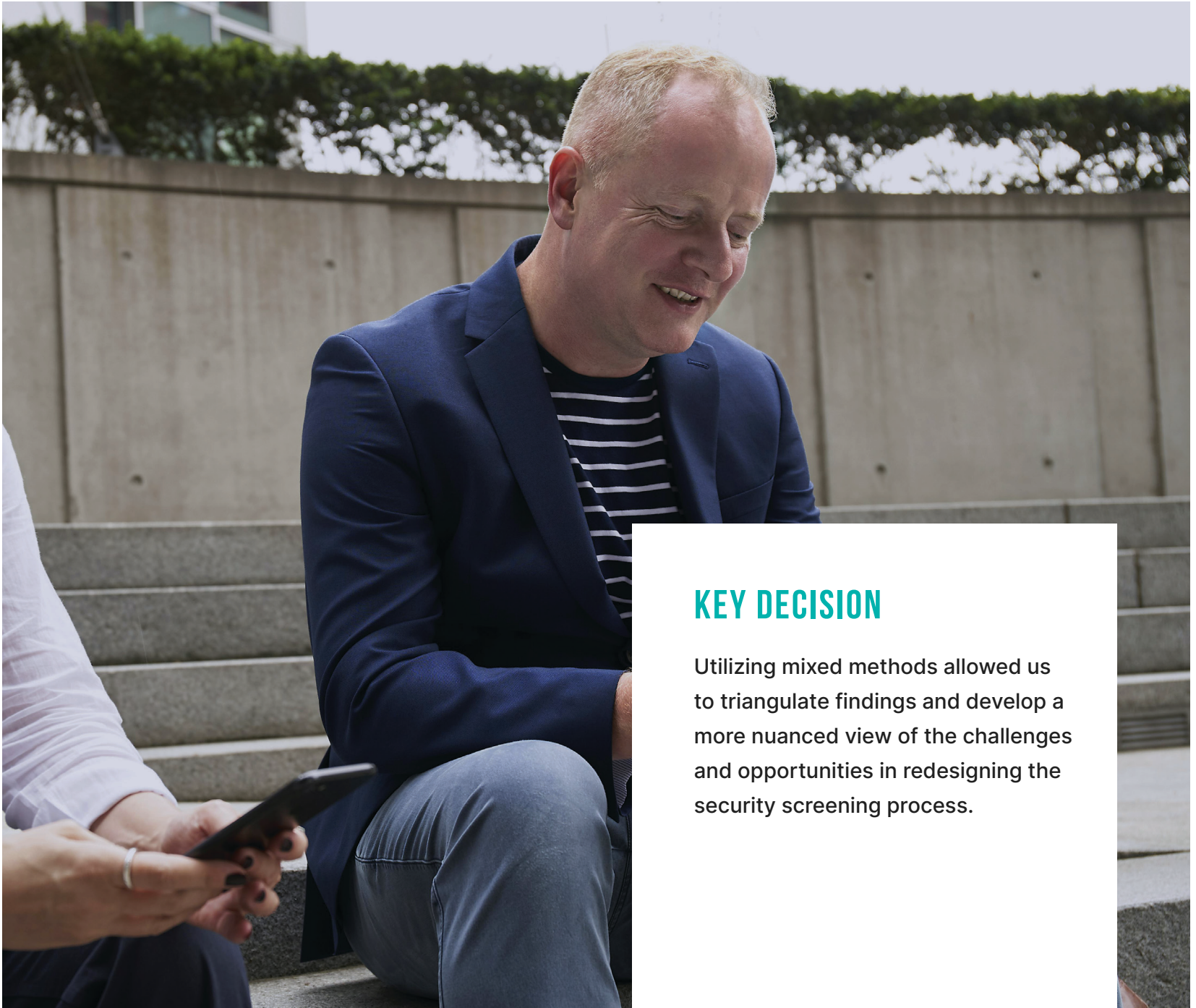
TARGET GROUP 02:

SPORTS EDUCATION MANAGERS

Sports education managers are responsible for coordinating schedules, managing resources, and overseeing the administrative aspects of sports education institutions. Additionally, they serve as the primary point of communication between students, parents, and coaches, addressing concerns and resolving conflicts to maintain a positive experience for all stakeholders. However, these managers often face challenges such as juggling last-minute schedule changes, managing venue availability, and maintaining transparent information systems. Their efforts are instrumental in creating an organized and efficient framework that allows coaches to focus on teaching and students to thrive in their athletic pursuits

Source: Adobe Stock





KEY DECISION

Utilizing mixed methods allowed us to triangulate findings and develop a more nuanced view of the challenges and opportunities in redesigning the security screening process.



DEMOGRAPHIC.

In China and Taiwan, athletes are traditionally **trained through state-run programs from an early age**. Their coaches often have backgrounds in sports education and typically graduate from specialized elite sports academies. Many transition to part-time coaching roles after retirement.

However, despite their strong technical expertise, these coaches often **lack formal training in communication, management, and business**—a significant drawback that can impact their effectiveness in coaching and program development.

01 ATHLETIC COACHES DEMOGRAPHIC

GENDER

Male 82%, Female 12%

AGE



EXPERIENCE

A large portion of coaches are former elite athletes transitioning into coaching roles.

POPULATION (2022)

163.5K (Coaches for all sports)

82,2k (Gym coaches)

EDUCATION

Coaches often hold degrees in physical education, though the quality and specialization of coaching education varies depending on the coaching level.

COACHING SYSTEM

- **Elite Sports:** Highly specialized coaches working with national teams and provincial academies, often with rigorous training and full-time commitment.
- **School System:** Part-time coaches in schools, sometimes with less specialized training, primarily focused on physical

INCOME (2020)

Avg. \$ 1,100-1,700 USD per Month

02 CASE OF BADMINTON SPORT CAREER

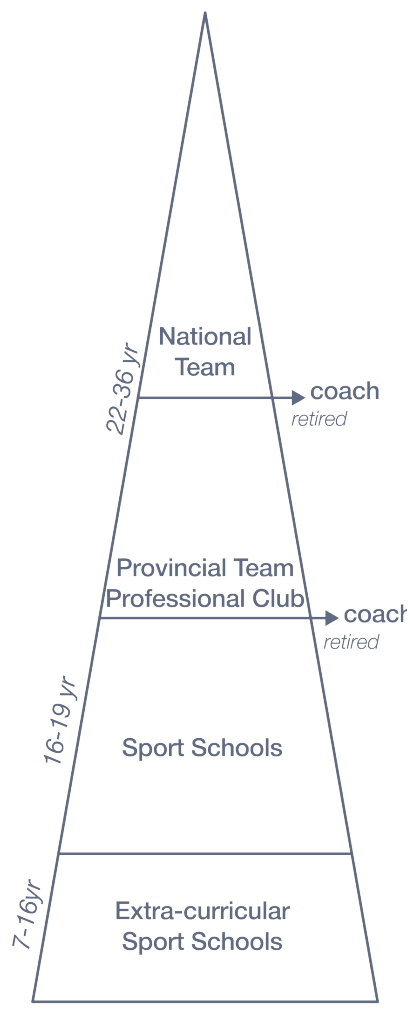


Figure 2.9
Professional badminton system in China,
Ma, Y., & Kurscheidt, M. (2021)



Source: .mdnkids.com

Children aspiring to pursue a career in sports typically begin training between the ages of 7 and 11. Unlike their peers, these children dedicate the majority of their time to rigorous training instead of traditional academic studies. For those who are unable to progress through competitions to join professional clubs or national teams, many transition to coaching roles, where they focus on mentoring amateur players.

03 SPORT COACHE'S CHALLENGES IN CHINA AND

In China and Taiwan, most sports coaches come from specialized athletic backgrounds. This career transition presents significant challenges due to limited academic foundations, insufficient educational resources, and isolated training environments. Sports schools primarily focus on athletic training, often at the expense of academic curriculum, causing many athletes to become disconnected from traditional education. Starting from a young age, these athletes undergo intensive training that restricts their broader learning opportunities, ultimately affecting their future teaching and communication abilities. While they possess extensive technical expertise upon retirement, their lack of pedagogical experience makes it challenging to transform their athletic knowledge into effective, education-oriented teaching methods.

5 KEY CHALLENGES FOR COACHES


- 1 **Weak Academic Foundation** – Sports schools focus on training over academics, leaving athletes with limited educational skills for teaching.
- 2 **Limited Educational Resources** – Lack of investment in faculty and outdated curricula hinder athletes from learning modern coaching methods.
- 3 **Restricted Learning Opportunities** – Intensive training and isolation limit education, affecting their communication and teaching skills.
- 4 **Lack of Teaching Experience** – Excel in performance but struggle to effectively teach their skills.
- 5 **Mismatch in Coaching Methods** – Rely on traditional training styles that may not fit modern education.

PHASE TWO.

PRIMARY RESEARCH

As part of our primary research during the winter of 2024, we participated in **various sports classes** and conducted on-site observations and interviews with relevant personnel. This approach was instrumental in **gaining a deep understanding of the client management processes** employed by coaches and administrators. During these visits, we engaged with local students, coaches, and managers, and observed the complete scheduling and management procedures.

Additionally, we conducted primary research focused on the coach user group, employing a balanced combination of qualitative and quantitative methods to gather meaningful insights. Our approach included focus groups, multiple rounds of interviews, and workshops involving diverse stakeholders to identify key challenges and uncover opportunities for improvement.



FIELD STUDY.

We conducted a site visit to **Find Us a badminton education and training institution in Taipei, Taiwan**, to gain a comprehensive understanding of its operations, management practices, and user experience. After a 12-session course (spanning one month) and explaining our research plan, the manager, Mayphia, provided us with a guided tour of the facility and demonstrated the systems used by the organization. This enabled us to develop a clear overview of its infrastructure, coaching staff, management model, and technological tools.

BADMINTON EDUCATION INSTITUTION IN TAIPEI CITY

For this Field Study, we aim to explore **key factors affecting the operational efficiency student experience of sports education institutions** by participating in actual courses, observing coaching methods and tools, and interviewing students.



WHAT WE HOPE TO KNOW?

Coach Management & Teaching Tools

1. What tools do coaches currently use to manage classes, track student progress, and interact with students?
2. How do coaches prepare for lessons? Is there a structured pre-class or post-class preparation and review process?
3. How do coaches adjust lesson content to accommodate students of different skill levels?
4. How do coaches provide real-time, personalized feedback during classes?
5. How do coaches track and record students' progress and performance after classes?

Student Learning Experience

1. How do students choose their courses and coaches? What are the key factors influencing their choices?
2. How do students track their learning progress?
3. Are there visualized methods to help them understand their growth?
4. What motivates students to join the courses?
5. Do they prioritize skill improvement, physical fitness, social opportunities, or other factors?
6. Do students feel that the course content meets their needs?
7. What improvements do they expect?
8. Do students engage in self-training outside of classes?
9. If so, how do they plan their training?

Feedback & Evaluation Mechanisms

1. What mechanisms does the institution have in place to collect student feedback on courses?
2. Does this feedback influence course design?
3. How do coaches assess student progress?
4. Are the evaluation criteria transparent and well understood by students?
5. Do students have opportunities to provide feedback to their coaches? If so, how is the feedback given?
6. Does the institution have a public coaching evaluation system?
7. Do students rely on evaluations when selecting coaches?
8. Are coaches open to receiving and applying student feedback to improve their teaching?

Operational Challenges

1. Do coaches feel that the institution's management system sufficiently supports their work?
2. Are there any management difficulties?
3. How do coaches compete with other institutions? What do they believe are the key factors in attracting students?
4. Have students ever switched coaches or institutions due to dissatisfaction?
5. What were the reasons?
6. Does the institution offer students long-term growth plans or personalized course recommendations?
7. How does this impact student retention?
8. Do competing institutions have more effective teaching and management mechanisms?
9. How do these mechanisms affect market competition?

METHOD 01:**OBSERVATION**

Understanding the Sports Education Industry – Through direct observation and active participation, we analyzed how the sports education sector operates. After enrolling in courses, we documented the tools used by administrators and coaches, identified key challenges through interviews, and compiled data for further analysis.





1. Consultation

Student requirements, budget considerations, and course selection are confirmed through interviews or online consultations. Additionally, class locations and schedules are finalized based on student availability.

Tools: Line, Wechat(Communication Tools),

2. Coordination

Coordinating availability among students, venues, and coaches is a critical step. Administrators report that this process typically requires one week.

Tools: Google Calendar, TimeTree(Shared Calendar), Notebook, Communication Tools

3. Scheduling and Assignments

In the first session, the coach evaluates the student's physical fitness and discusses personalized training goals and learning objectives.

Tools: Notebook, Communication Tools

4. Training Process

Students are required to bring their own rackets to the designated training venue, while shuttlecocks are provided by the institution.

Tools: Equipments



5. Track and Document

Coaches occasionally use cameras to record students' techniques and take notes on lesson content, including any injuries or special conditions.

Tools: Note-Taking App, Camera, Paper

6. Feedback and Evaluation

After each session, both the coach and institution seek student feedback to assess learning progress and overall satisfaction.

Tools: Communication Tools



OBSERVATION: USER FLOW

Through our observation process, we meticulously recorded the workflows of both administrators and coaches—from the moment a new client inquires about a course until the class concludes—using a userflow methodology.

This detailed mapping not only reveals the various stages of the client journey but also highlights the challenges and tasks that must be addressed at each step.

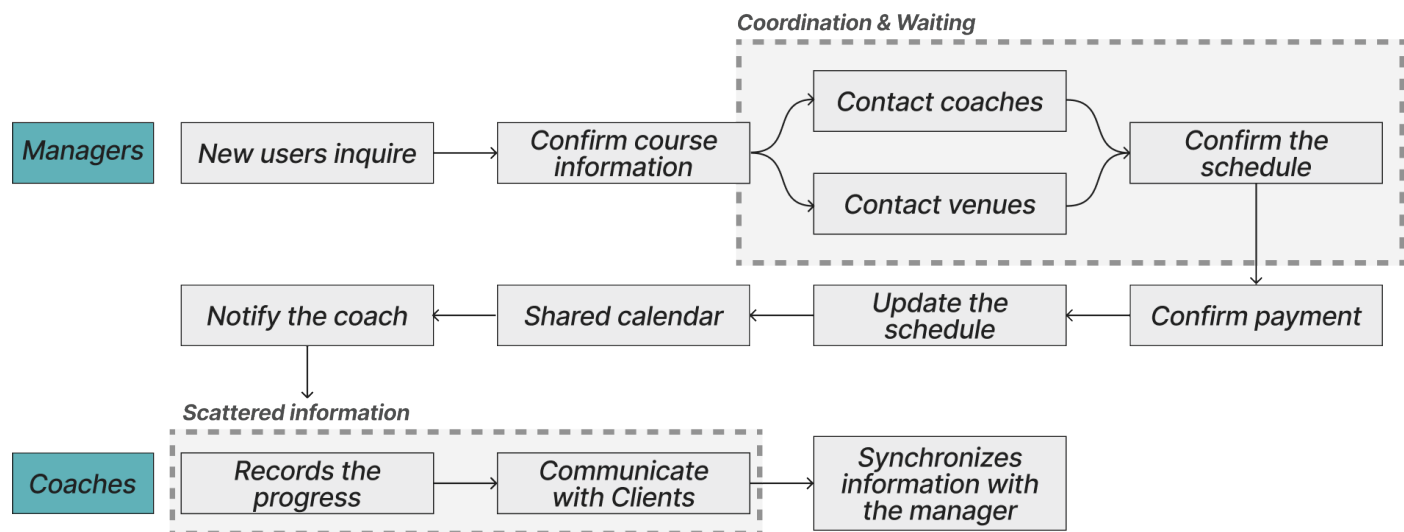


Figure 3.1
The image illustrates the workflow encountered by coaches and managers in sports education institutions.

OBSERVATION GROUP:

01 MANAGERS

By outlining these tasks and detailing the environments, facilities, and interactions, the flowchart helps clarify each step of the user journey.

Environment

1. The manager and users often communicate via a messaging app, email, or an online platform. This environment allows quick coordination, updates, and confirmations.
2. The manager typically uses a back-end system or administrative dashboard to record user data, track payments, and manage schedules.

Facilities

1. The manager must ensure venues are properly booked and equipped.
2. Software tools (like Google Calendar, Timetree, or other scheduling apps) are used to keep everyone aligned on dates, times, and participant information.
3. Messaging app (like Line, Wechat and Whatsapp)

Interactions

1. Initial inquiry, course details, payment confirmation.
2. The user typically provides personal goals or scheduling constraints, while the manager offers suitable options.
3. Availability checks, class arrangements, feedback loops about user progress.
4. Booking time slots, verifying resources (equipment, space).
5. The manager ensures the venue can accommodate the class schedule and any special setup.



1

Users use communication apps such as **WeChat or LINE** to connect with clients and document their requirements.

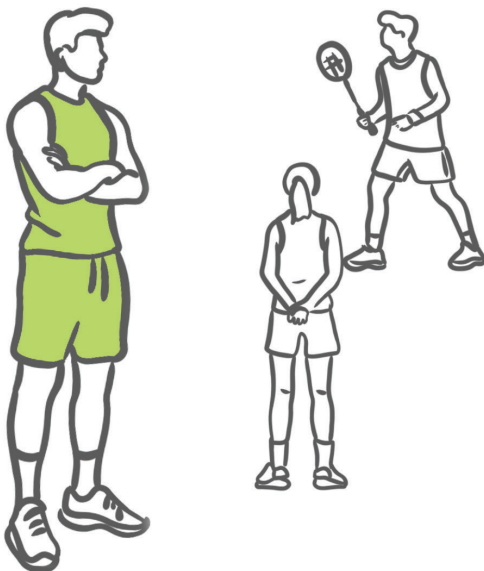
2

Users use **WeChat or LINE**, **Timetree**, along with the **website** to coordinate availability among students, venues, and coaches—a crucial step in the process.



3

After payment confirmation, the manager **will observe the first class** to assess both the coach and the student's performance, ensuring the student's learning experience is smooth and **gathering initial feedback**.



OBSERVATION GROUP:

02 COACHES AND STUDENTS

Environment

1. The coach may use Line or Wechat to schedule sessions, exchange feedback, and review progress data.
2. Physical environments (e.g., gyms, studios) where the coach conducts sessions.
3. Interact with a shared calendar or management software where information is stored and accessed by both the coach and the manager.

Facilities

1. This includes weights, sports gear, mats for the specific course or sport.
2. Coaches often rely on digital calendars or dedicated coaching platforms to keep track of upcoming sessions.
3. Messaging apps, Instagram serve as the main channels for coach-client-manager interaction.

Interactions

1. The coach guides the user through exercises, skill-building, and progress reviews.
2. Ongoing feedback ensures the user understands how to improve and remain motivated.
3. The coach updates the manager on each user's status, scheduling changes, or additional resources needed.
4. The manager provides administrative support, such as handling payments or booking venues.



KEY FINDINGS

1. Time-Consuming Repeated Confirmation

Coaches spend excessive time manually verifying each client's status and documenting details, leading to duplicated work and prolonged processes.

2. Frequent Changes in Client Needs

When clients frequently modify their requirements, coaches must repeatedly reorganize and record information, wasting both time and resources.

3. Multiple Applications

Information is recorded and shared across different tools or platforms, making it prone to mistakes, omissions, and increased communication overhead..

4. Require Multiple Follow-Ups

Verifying payment completion and client status often involves repeated back-and-forth confirmations, resulting in complicated and time-consuming procedures.

5. Lack of Automated Data Collection Tools

Coaches must individually gather information from each student, manually logging it in phones, notebooks, or other sources, increasing repetitive tasks and complicating management.

6. Complex Salary and Operational Data Compilation

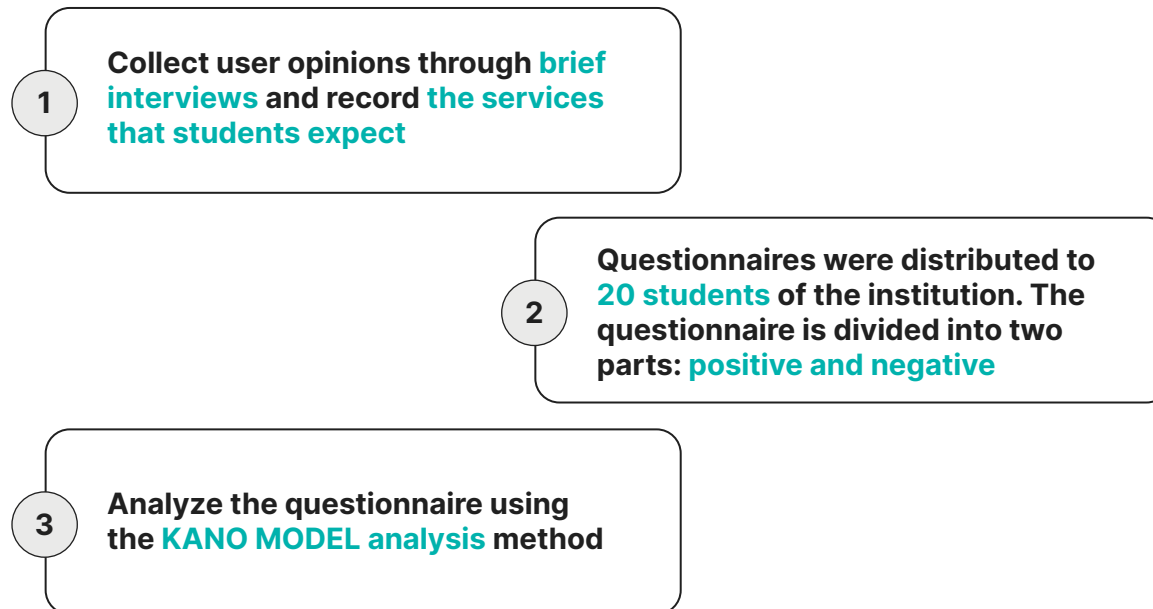
Each coach's schedule must be checked independently, and lacking an automated system makes consolidating salary and operational data time-consuming and labor-intensive.

METHOD 02:

STAKEHOLDER INVESTIGATION - STUDENTS

With management approval, we conducted **brief interviews** with 10 students at Find Badminton to explore their motivations for taking lessons and assess user value. Additionally, we distributed a **survey** to 20 randomly selected students to gain insights into their perspectives on the coach-student relationship. Using the **Kano model**, we analyzed the key factors influencing coach management, identifying elements that enhance the learning experience and drive student satisfaction.

THE PROCESS



SURVEY GUIDANCE

Instant feedback and technical analysis

1. Provide a channel for uploading match or sparring videos, tagging the coach for technique and strategy feedback.
2. Record training sessions for playback, allowing students to compare their technique and receive targeted improvement summaries.
3. Include live sparring in class, followed by tactical review and analysis.
4. Develop a step-by-step correction plan for specific techniques and provide targeted practice.

Personalized Training

1. Conduct a skill test at the end of each training cycle to evaluate students' progress.
2. Incorporate on-the-spot sparring guidance to assess students' skill levels.
3. Schedule regular consultations to document training goals and hours, ensuring effective student progress.
4. Keep a detailed log of each lesson's content and progress for future training reference.

Self-assessment and data management

1. Enable students to self-assess while the coach provides feedback, compiling a personalized progress database.
2. Distribute regular self-evaluation and feedback questionnaires to students.
3. Reassess each training cycle and adjust class objectives and content accordingly.

Course Planning

1. Provide a lesson plan before each class so students clearly understand the upcoming training.
2. Offer digital lesson clips accessible via LINE, Facebook, etc., for demonstrations of various techniques.

Communication and Community

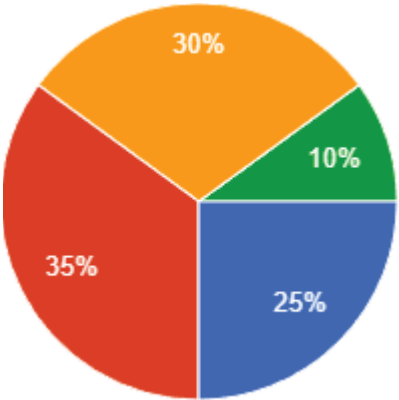
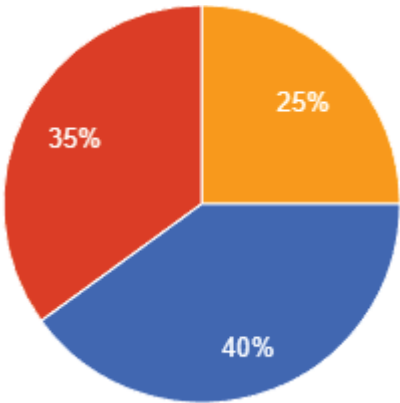
1. Create an interactive community or group for students to ask questions and share experiences.
2. Gather frequently asked questions from students, have the coach provide answers, and share them in the community.
3. Offer VIP consultation services and host regular Q&A sessions.
4. Regularly check in on students' experiences and provide immediate feedback.

SURVEY RESULTS - POSITIVE PART

20 responses

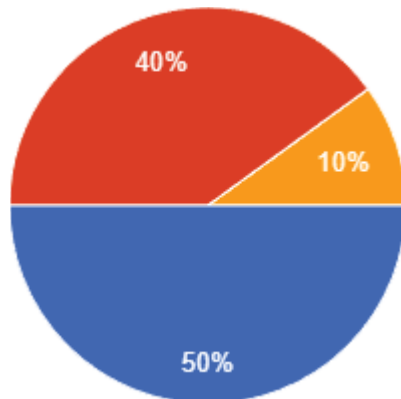
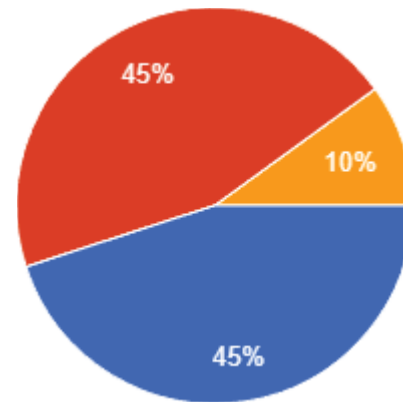
- *Very much needed*
- *Needed*
- *No opinion*
- *Not needed*
- *Not needed at all*

1. After each session, I upload my practice or match footage to Instagram and tag specific points I wish to discuss with the coach. The coach will proactively respond and provide feedback.



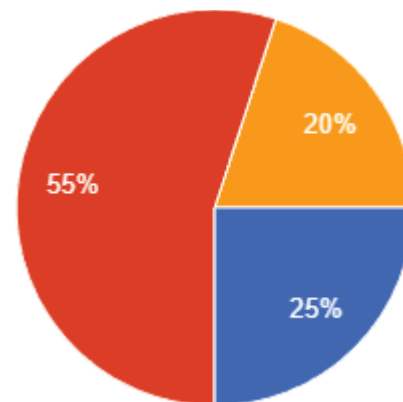
2. The coaching team will provide recorded footage of your training sessions for you to review and compare your movements. During lessons, they will also analyze your strengths and areas for improvement through video playback.

3. Tactical discussions and analyses will be conducted based on your needs, enhancing your understanding and application of badminton strategies in both singles and doubles matches.



4. Your coach will design a targeted correction training program for specific movements you wish to improve, ensuring a structured and systematic approach to refining your technique.

5. At the end of the course, your coach will conduct a skill assessment to evaluate your progress and measure your improvement throughout the training period.

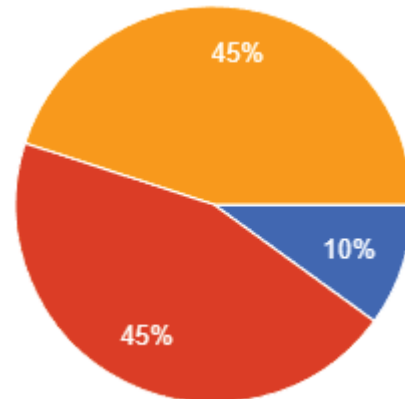
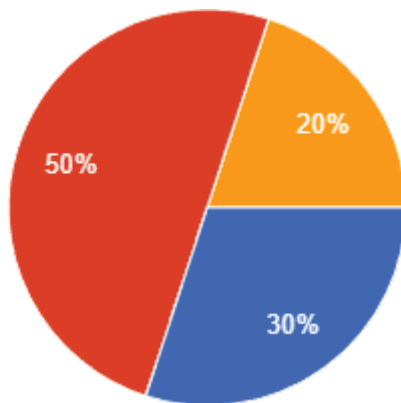


SURVEY RESULTS - POSITIVE PART

20 responses

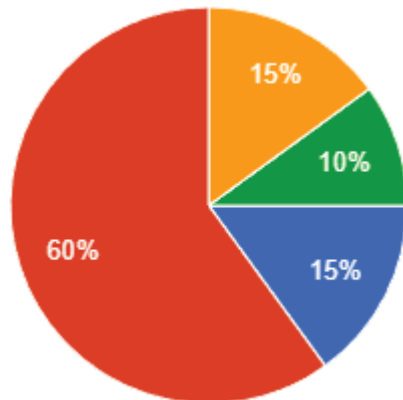


6. The coaching team will regularly distribute post-session feedback surveys to gather your opinions, suggestions, and thoughts on the course and coaching.

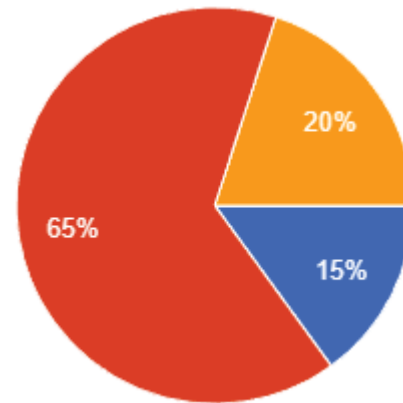


7. After your course ends, the coaching team will provide a one-on-one consultation to review your feedback and tailor your next training goals and program accordingly.

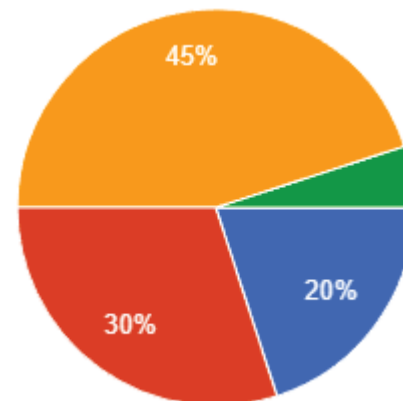
8. The coaching team will offer short instructional videos on various badminton techniques. These videos will be available on social platforms for easy access, reinforcing your understanding and enabling independent practice.



10. The coaching team will maintain an interactive community platform where you can ask questions, receive professional guidance from coaches, and share experiences with fellow students.



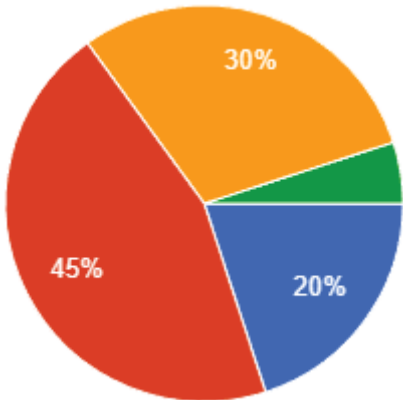
9. A comprehensive FAQ list addressing common student questions, along with expert answers from coaches, will be available for you to reference at any time within the coaching community.



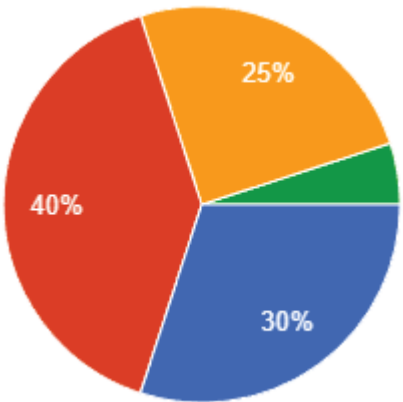
SURVEY RESULTS - POSITIVE PART

20 responses

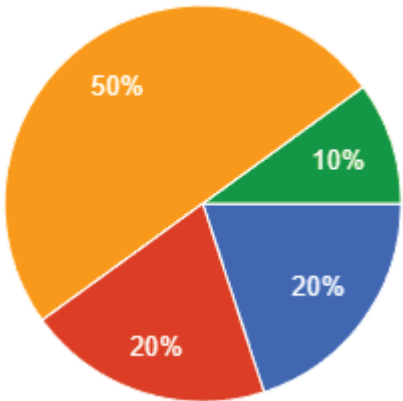
11. Before each training cycle begins, the coaching team will provide a detailed course plan outlining your training modules, objectives, and key focuses to ensure clarity in your learning journey.



13. The coaching team will regularly arrange VIP consultation sessions and host interactive Q&A sessions with coaches, either in person or online.



12. Your training progress will be visualized in a structured tracking chart, allowing you to monitor each stage of your development and stay informed about your improvement.



KEY FINDINGS

1. Participants expect the coach **to tailor training programs** specifically targeting the movements or techniques they wish to improve, utilizing a systematic approach to correction and optimization.
2. Before each training cycle begins, **providing a comprehensive course plan** (including training modules, objectives, and key points) helps learners establish a clear direction and avoid aimless practice.
3. There is strong demand **for video playback and movement analysis**. Participants wish to review footage during and after sessions to identify strengths and weaknesses, enabling more precise improvement suggestions.
4. Beyond technical movements, participants also want **discussions** on strategy and tactics, especially analyzing different scenarios for singles and doubles, to apply these insights in real matches.
5. One-on-one consultation and feedback after the course concludes remain critical. Participants need coaches to adjust subsequent training objectives and course design **based on their feedback and progress**, ensuring continuous learning outcomes.

METHOD 03:

KANO MODEL ANALYSIS

Based on the KANO model survey, we conducted questionnaire interviews with **20 sports students** to understand the interaction between coaches and students and explore the core value that students expect from their coaches.

STUDENT'S EXPECTATIONS

Value #1

Provide a channel for uploading match or sparring videos, tagging the coach for technique and strategy feedback.

Value #2

Record training sessions for playback, allowing students to compare their technique and receive targeted improvement summaries.

Value #3

Include live sparring in class, followed by tactical review and analysis.

Value #4

Develop a step-by-step correction plan for specific techniques and provide targeted practice.

Value #5

Conduct a skill test at the end of each training cycle to evaluate students' progress.

Value #6

Incorporate on-the-spot sparring guidance to assess students' skill levels.

Value #7

Schedule regular consultations to document training goals and hours, ensuring effective student progress.

Value #8

Keep a detailed log of each lesson's content and progress for future training reference.

Value #9

Offer digital lesson clips accessible via LINE, Facebook, etc., for demonstrations of various techniques.

Value #10

Your training plans become visual tracking tables for easy progress monitoring.

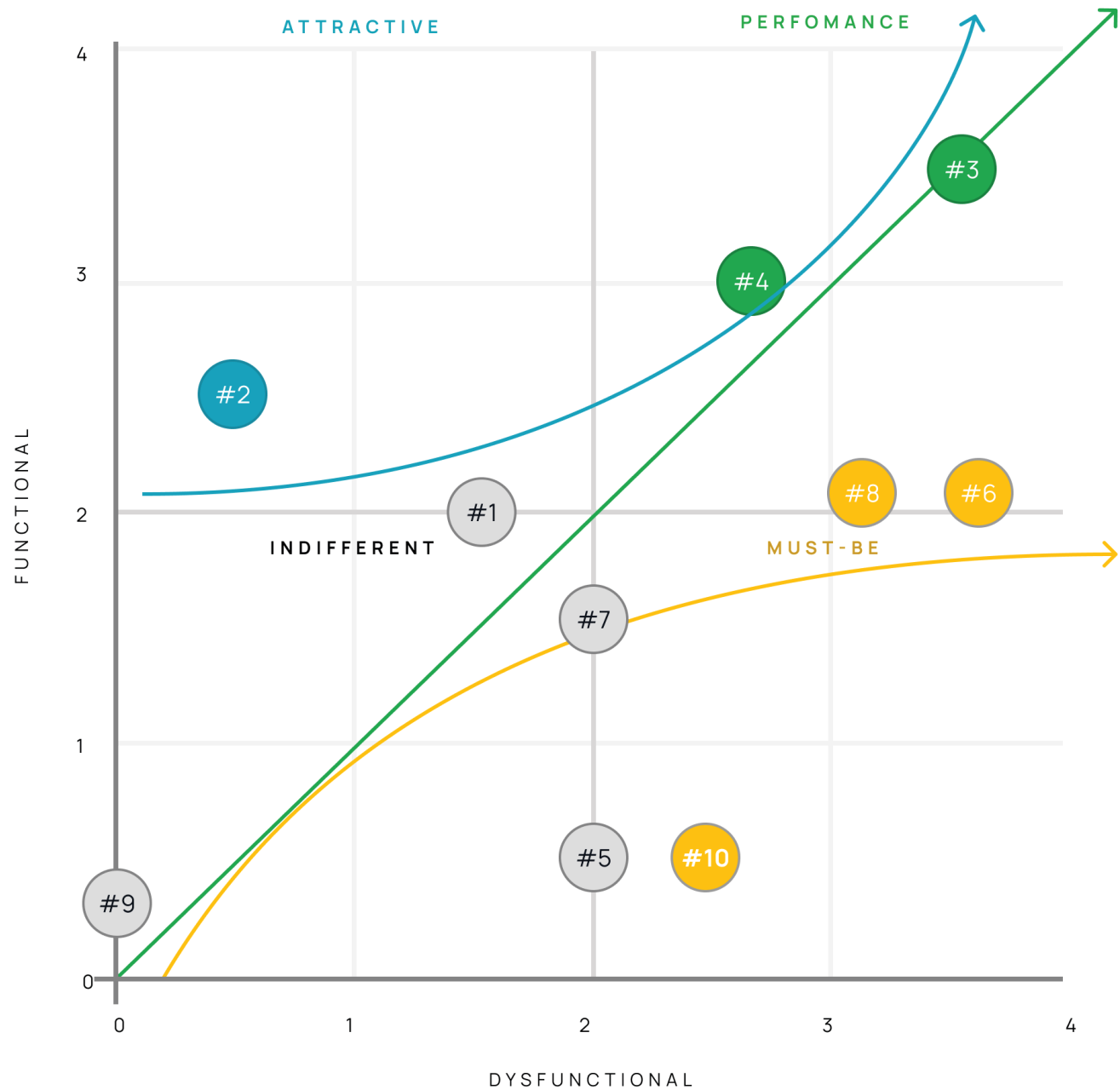


Figure 3.2
This chart summarizes the outcomes of various values identified in the KANO analysis.

METHOD 03:

KANO MODEL ANALYSIS

The results indicate that students highly value technical feedback, personalized guidance, progress tracking, and the integration of digital learning resources. These insights help further understand the shared values among stakeholders, enabling coaches to deliver a high-quality training experience. The Kano Model is a method for categorizing product or service features based on their impact on customer satisfaction. It typically involves surveying customers and classifying features into several categories:

- **Must-Be:** These are features that customers expect as a basic requirement. If they are missing or poorly done, customers are dissatisfied.
- **Performance:** These features increase satisfaction the more they are implemented or improved. Their absence or inadequacy leads to dissatisfaction.
- **Attractive:** These are unexpected features that pleasantly surprise customers. Their presence greatly increases satisfaction, but their absence does not necessarily cause dissatisfaction.

INDIFFERENT

1 Provide a channel for uploading match or sparring videos, tagging the coach for technique and strategy feedback.

5 Conduct a skill test at the end of each training cycle to evaluate students' progress.

7 Schedule regular consultations to document training goals and hours, ensuring effective student progress.

9 Offer digital lesson clips accessible via LINE, Facebook, etc., for demonstrations of various techniques.

MUST-BE

- 6 Incorporate on-the-spot sparring guidance to assess students' skill levels.
- 8 Keep a detailed log of each lesson's content and progress for future training reference.
- 10 Your training plans become visual tracking tables for easy progress monitoring.

KEY FINDINGS

According to the KANO Model analysis, **real-time sparring guidance, detailed lesson tracking, and visual progress monitoring** are **essential** requirements for learners.

Providing tactical reviews significantly boosts satisfaction, while the use of training session recordings and personalized feedback offers an additional level of delight, further enhancing the overall learning experience.

PERFORMANCE

- 3 Include live sparring in class, followed by tactical review and analysis.
- 4 Keep a detailed log of each lesson's content and progress for future training reference.

ATTRACTIVE

- 2 Record training sessions for playback, allowing students to compare their technique and receive targeted improvement summaries.



INTERVIEW.

This interview aims to gain deeper insights into the challenges coaches face in managing student information and scheduling. Through face-to-face or online discussions, we will focus on identifying pain points and bottlenecks in communication, record-keeping, requirement confirmations, and payment verification.

The findings will serve as a valuable reference for optimizing coaching management processes and designing digital tools to enhance administrative efficiency and improve interactions between coaches and students.

TARGET GROUP

Occupation: Facility managers, Sport coaches, Industry Expert

Location: Taiwan, China

INTERVIEW & FOCUS GROUP'S GUIDELINE

1. Operational Challenges

- As a coach or manager, what are the most common challenges you face when managing course and student information?
- Have you encountered any difficulties when scheduling coaches or facilities?
- What are the typical reasons for these challenges?

2. Current Tools and Limitations

- Are you currently using any tools to manage courses or students?
- How do you use it?
- In your opinion, what aspects of the existing management tools need improvement?

3. How to Identify Customer Needs

- Do you arrange different courses based on customers' varying levels of athletic performance?
- What are the criteria you use to arrange courses? Do you use any tools to assist you in this process?
- Do you think assigning different courses to different customers helps improve the quality of your courses? Why or why not?

4. Prioritize

- What aspect of your current job (course management) do you most want to improve? Why?
- If this aspect is successfully improved, what positive impact do you think it would have on your job (course management)?
- What tools or strategies could better assist you in achieving this improvement? What features should these tools have?

5. Expectations

- Have you noticed any recent changes in the industry's demand for digital solutions?
- How have these changes impacted you?
- What do you think modern users expect or require from sports course management services?

6 PARTICIPANTS



P1 Sport Club Manager
Female | Age 36 | Taiwan



P2 Badminton Coach
Male | Age 30 | Taiwan



P3 Badminton Coach
Female | Age 26 | Taiwan



P4 Gym Manager
Male | Age 32 | Taiwan



P5 Aerobic Coach
Female | Age 26 | China



**P6 Sport CRM System
Developers**
Female | Age 29 | Taiwan

INTERVIEWEE'S CONCERNS

1. Communication Gaps Due to Lack of Real-Time Sync

Collaboration among students, instructors, and venue managers lacks real-time synchronization, causing unnecessary communication costs.

“We often face miscommunication among students, coaches, venues, and managers. If one link breaks down, the entire scheduling process falls apart.”

2. Fragmented Systems

The current system is too fragmented, forcing administrators to juggle multiple platforms, leading to inefficiencies.

“Messages get lost across WhatsApp, CRM, Web and Notes.”

3. Venue and Coach Management Misalignment

Venue management and coach scheduling are handled separately, leading to scheduling conflicts.

“Sync coach and venue is the biggest challenge for me.”

4. Optimizing Coaching with Data-Driven

Without data-driven insights, coaches struggle to tailor lessons based on student progress.

"I try to memorize student preferences and progress, but with more

5. Personalized Recommendations

Students have different learning styles and needs, so personalized recommendations should be based on behavior patterns.

"Without knowing their preferences, targeted marketing is impossible."

6. Communication Fragmentation Overloads Administration

The fragmentation of different communication tools prevents effective centralization of information, increasing the workload for administrators.

"WHATSAPP, WECHAT, LINE, instagram, notebook, calendar, the information are isolated."

A vertical bar on the left side of the slide with a gradient from teal at the top to yellow at the bottom.

ONLINE ETHNOGRAPHY.

This online ethnographic study aims to explore the current needs, management tools, and limitations faced by coaches in client and schedule management. By observing and analyzing coaches' real-time interactions with existing tools, we will gain insights into their workflows, identify inefficiencies, and uncover opportunities for improvement.

This research will provide a deeper understanding of how digital solutions can enhance operational efficiency and reduce repetitive administrative tasks in coaching 1`management.



THE SOCIAL MEDIA COMMUNITY

We came across numerous social media posts in which sport coaches shared a wide range of **personal stories** about their needs related to sports management. . Platforms such as Reddit, Dcard, and Facebook featured discussions where individuals highlighted both memorable positive encounters and raised some concerns regarding the process.



@Gym Manager

Communication Breakdown :(

Each time a client makes a reservation, I must coordinate extensively with venues, coaches, and students to find a mutually agreeable time.



@Volleyball Team

Student Analysis and Course Planning

I need tools to quickly assess students' performance and provide appropriate course recommendations.



@Basketball Coach

More Versatile Collaboration Tools

During my experience coaching children in competitions, I often needed tools for video editing and simple tactical diagrams.



@Badminton Coach

The system needs integration

Managing multiple platforms for messaging and bookings is frustrating, especially with redundant data entry across systems.



KEY FINDINGS: REQUIREMENTS FOR MANAGEMENT TOOLS

We employed both Interview and social communities to identify the needs of sports education providers regarding sports management functionalities. By utilizing inductive analysis and statistical methods, we measured the significance of various features from the users’ perspective.

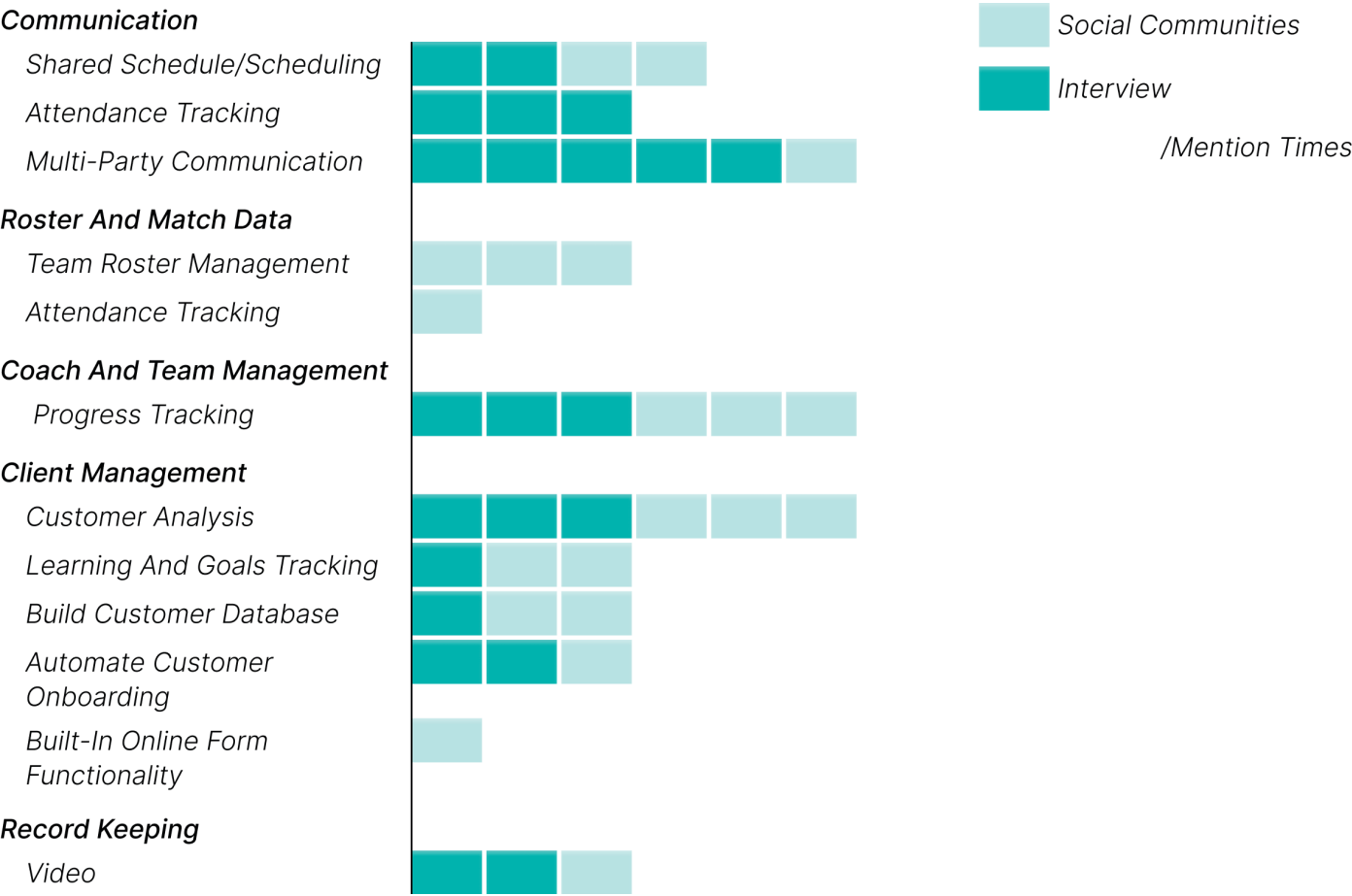


Figure 3.3
By utilizing inductive analysis and statistical methods, we measured the significance of various features from the users’ perspective.

PHASE THREE.

UNDERSTAND AND DEFINE

Unified Information Management
Form Is Required

WHATSAPP, WECHAT, LINE, instagram,
notebook, calendar, the information are
isolated.

"Messages get lost across WhatsApp,
WeChat, and LINE. We need a unified
platform to manage them all."

Health Tracking Feature

"Handling injured students is tricky since
they often can't articulate what hurts,
requiring extra attention and records."

A CRM Integration Tool Is Re

"Customer information is s
across LINE, WeChat, and
systems. Manual integra
consuming and error-pr

Scheduling Tools Avoid Conflicts

A Need For A Time Management Tool
That Restricts Student Choices

"I want an app to lock in my available
time slots so students can only choose
from those."

A Need For An Automated Tool To
Coordinate And Adjust Schedules

"Changing a student's schedule may
require adjusting others' schedules,
leading to conflicts."

Synchronizes Venue Status Across All Parties

Enhanced Communication And
Coordination Mechanisms Are Required

"We often face miscommunication
among students, coaches, venues, and
managers. If one link breaks down, the
entire scheduling process falls apart."

A Tool That Automatically Finds
Alternative Venues Is Required

"If a venue is unavailable, we have to
manually check alternatives, which is
time-consuming."

An Automated Synchronization
Function Is Needed

"sync coach and venue is the biggest
challenge for me."

A Teaching Ass
Required.

"Most stud
warm up pro
progress."

Configurable Auto-Replies For Non-Working Hours

A Tool With Auto-Replies And Message
Management Is Needed

"Students message at midnight with
questions, but I can't be available 24/7.
No auto-reply system either."

A Booking Time Restriction Feature Is
Required.

"Students sometimes request last-
minute or same-day bookings, even
beyond 10:30 PM, which interferes with
my personal rest time."

Coaches, Students, And Venues To View Updates

A Real-Time Shared Calendar Is
Required

"I use timetree as shared calendar tool. A
shared calendar would let coaches,
students, and venues see updates
instantly, avoiding endless back-and-
forth."

Tool With Privacy
Required

as shared calendar tool. A
would let coaches,
updates

Auto-Sy

An Automated ERP System Is Needed

OUR PROCESS





METHOD 01:

TAG SORTING

RAW DATA

Note ID	Quote (En)	Key Findings (EN)
n1	"Students keep changing schedule"	Students frequently change their schedules, requiring upfront venue payments. If not charged, the coach bears the cost.
n7	"I want an app to lock in my available time slots"	A tool that locks available time slots so students can only select from them is desired. The direct need is a time slot booking system.
n2	"Changing a student's schedule requires coordination with others"	Student schedule changes may cause conflicts with others. This suggests the need for an automated tool to coordinate schedules.
n18	"Venues provided by the facility are often incorrect"	Venue information errors require real-time coordination between three parties. A venue information platform with real-time updates is needed.
n19	"We often face miscommunication between coaches, venues, and students"	Poor multi-party communication can cause the entire process to collapse. Enhanced communication and coordination are required.
n20	"If a venue is unavailable, we have to find alternatives manually"	When venues are unavailable, alternative options must be checked manually, consuming time. A tool that automates venue search is needed.
n23	"sync coach and venue is the biggest challenge"	Synchronizing coaches and venues is the biggest challenge. An automated synchronization function is needed.
n36	"Line, 17fit (CRM), Timetree, At present, no shared calendar"	Calendars cannot be shared due to profit distribution concerns. A shared calendar tool with privacy protection is required.
n44	"I use timetree as shared calendar, but updates are delayed"	Timetree is used as a shared calendar, but real-time updates are needed to avoid communication delays. A real-time update system is required.
n16	"Students message at midnight with urgent requests"	Students send messages late at night, and 24/7 replies are not feasible. There is no automated response system for urgent requests.
n59	"Students sometimes request last-minute bookings"	Last-minute student bookings disrupt break times. A booking time restriction feature is required.
n9	"we just use Line (communication tool)"	Line and other communication tools are used but lack calendar and note-taking features. A tool integrating communication and scheduling is needed.
n10	"WHATSAPP, WECHAT, LINE, INSTAGRAM, etc."	Information is scattered across multiple platforms and isolated. A unified information management platform is required.
n11	"Messages get lost across multiple platforms"	Messages get lost across multiple platforms, necessitating centralized management. Same as above, a centralized communication tool is needed.
n14	"Some students use LINE, others use WECHAT"	Students use different communication platforms, making standardization impossible. Cross-platform compatibility is required.
n15	"Student cannot understand why they need to download separate apps"	Students are reluctant to download separate apps and prefer existing communication tools. A solution that does not require multiple apps is needed.
n37	"Management tools that automatically identify user needs are required"	A management tool that automatically identifies user needs is required. Intelligent demand analysis is needed.
n40	"Is there a way to identify user personality traits or tags?"	A tool to identify user personality traits or tags is needed. There is a need for user segmentation.
n12	"Customer information is scattered across different systems"	Customer information is dispersed across different systems, making manual consolidation time-consuming and error-prone. A unified database is needed.
n38	"I use notion (CRM tool) to manage student information"	Notion is used for student management, but an advanced CRM with analytics is needed.
n39	"We lack customer labels and basic data analysis"	Lack of customer tagging and data analysis makes precise marketing difficult. A tagging and analysis tool is required.
n30	"The feedback is insufficient because students are unwilling to provide negative feedback"	Students are unwilling to provide negative feedback. An anonymous feedback mechanism is needed.
n31	"Current surveys don't align with actual needs"	Existing surveys are ineffective; a real-time feedback system is required. An instant feedback tool is needed.

TAG SORTING PROCESS

102 DATA IN TOTAL

Insights	
omated Scheduling Intelligently avoids licts and locks coach availability	Time and Appointment Management Pain Points: Manually resolving schedule conflicts, last-minute bookings disrupting plans, time-consuming venue coordination, and lack of transparency in coach availability.
il-time Venue rdination System: chronizes venue us across all parties	
ired Calendar: Allows ches, students, and ues to view updates	
omated Replies & eduling Restrictions: figurable auto-replies	Cross-Platform Communication Integration Pain Points: Messages scattered across platforms like Line/WeChat, lack of unified management, no automated replies.
egrated munication Platform: entralized message agement across tools	
Forced Platform tching: Compatibility	
a-Driven Marketing: lyzes preferences to ign targeted courses	Customer Relationship Management (CRM) & Analytics Pain Points: Dispersed customer data, lack of tagging and behavioral analysis, insufficient feedback.
art CRM Integration: omatically syncs omer data and gorizes with tags	
il-time Feedback tem: Anonymous reys and post-class luations	

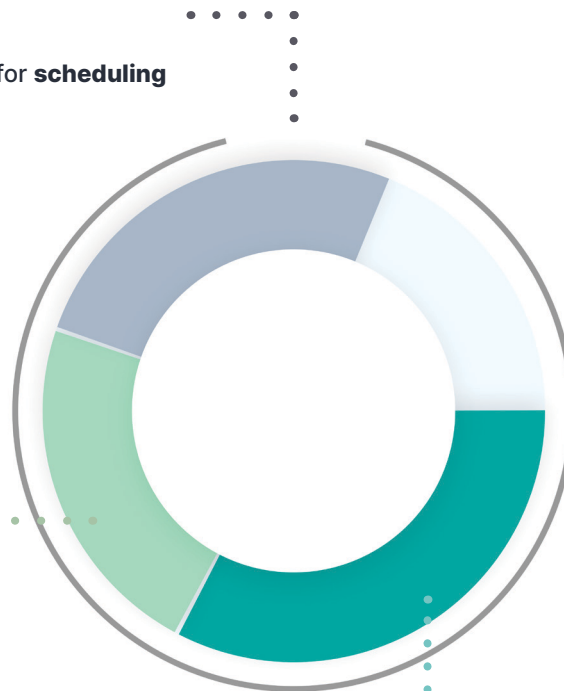
Main Category	Subcategory	Note ID	Count
Scheduling & Time Management	#Scheduling Conflict	n2, n3, n19	3
	#Last-Minute Booking	n3, n59	2
	#Time Slot Management	n7, n45	2
	#Venue Coordination	n4, n18, n20, n2	4
	#Synchronization Challenges	n5, n23	2
Tools & System Limitations	#Tool Limitations	n8, n10, n36	3
	#Automation Needs	n7, n12	2
	#Integration Needs	n10, n12, n13	3
	#Spreadsheet Issues	n41	1
Communication & Collaboration	#Duplicate Entry	n43	1
	#Communication Breakdown	n19, n24	2
	#Platform Diversity	n14, n15	2
	#Group Communication	n53	1
Data & Analytics	#Indirect Communication	n60	1
	#Analytical Needs	n27, n38	2
	#Data Fragmentation	n12, n39	2
	#CRM Needs	n38	1
	#Customer Segmentation	n40	1
	#Physical Fitness Mismatch	n25, n26	2
	#Student Preferences	n54	1
	#Injury Management	n55	1
	#Feedback Collection	n30	1
	#Manual Record-Keeping	n28, n49, n57	3
	#Digital Tool Needs	n56	1
	#Activity Tracking	n50	1
	#Daily Review	n57	1
Marketing & Customer Engagement	#Online Presence	n33	1
	#User Experience	n35	1
Others	#Work-Life Balance	n16	1
	#Payment Integration	n58	1
	#AI Applications	n37	1

PROCESS 01:
KEY CHALLENGES IN SCHEDULING, TOOLS, AND DATA
MANAGEMENT

62 TAGS IN TOTAL

26% TAGS

indicate that there is a gap for **scheduling**
issues



22% TAGS

shows that **current management tools are**
limited

32% TAGS

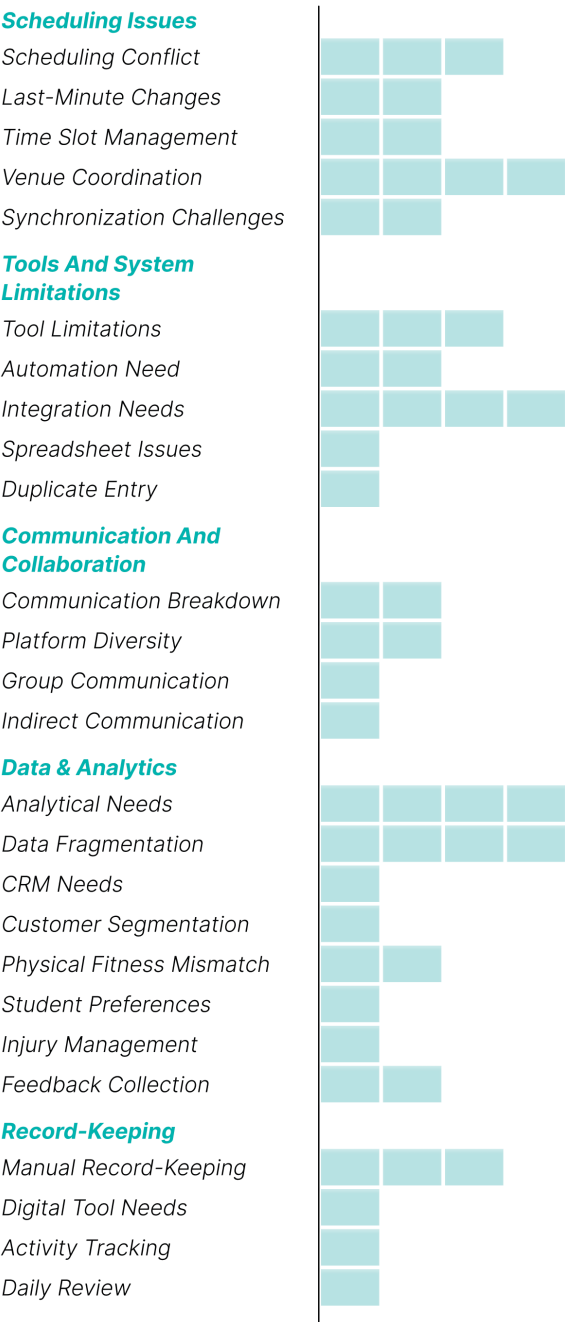
are looking for tools related to **user analysis**

Our findings reveal that for sports education providers, key challenges include **user analytics**, **Integration needs**, and **scheduling issues**.

PROCESS 02:
TAG SEGMENTATION

By sorting these tags, we can systematically understand user needs across different dimensions—such as scheduling and time management, tool and system limitations, and communication and collaboration. The grouped main and subcategories not only help us pinpoint frequently recurring pain points, but also reveal the underlying values users truly care about, including efficiency, accuracy, and real-time feedback.

This classification reveals that **users primarily need improved scheduling and time management** (addressing venue conflicts, last-minute bookings, and synchronization issues), **more automated** and **integrated tools** to reduce repetitive tasks, streamlined communication across platforms, and enhanced data analytics for segmentation and feedback. Overall, they aim to optimize sports education management to boost service quality.



SENTIMENT AND TOPIC ANALYSIS

Through sentiment analysis, we can pinpoint pain points in the user journey map by identifying where users encounter frustration and assessing the severity of these issues.

[illegible]

Topic Analysis employs algorithms such as **Latent Dirichlet Allocation (LDA)** to uncover latent themes within the text. By clustering related content and visualizing key terms through methods like word clouds, this analysis enables us to quickly capture the primary topics that users are most concerned about.

	Quote	positive	negative	neutral	compound
31	"The feedback is insufficient because students often avoid sharing negativ...	0.168	0.353	0.479	-0.4767
42	"Scheduling, payroll, venue bookings—all in Excel. The error rate is insane, ...	0.14	0.252	0.607	-0.34
56	"Handling injured students is tricky since they often can't articulate what h...	0.122	0.206	0.671	-0.1891
11	WHATSAPP, WECHAT, LINE, instagram, notebook, calendar, the informati...	0	0.204	0.796	-0.3182
30	"I try to memorize student preferences and progress, but with more clients,...	0.102	0.198	0.7	-0.4152
17	"Students message at midnight with questions, but I can't be available 24/7...	0	0.167	0.833	-0.4215
35	"We have tried to standardize student reservations to facilitate managemen...	0	0.159	0.841	-0.5994
29	"Coaches still jot down progress on paper. We waste time digging through ...	0.151	0.151	0.699	0
36	"Students complain about needing multiple accounts to book classes. Som...	0	0.143	0.857	-0.3612
55	"Students usually take classes after work and avoid weekends since they pr...	0	0.136	0.864	-0.296
28	"After teaching all day, who has energy to analyze data? There's no tool to ...	0.113	0.134	0.753	-0.1007
40	We lack customer labels and basic data analysis. Without knowing their pre...	0	0.133	0.867	-0.3182
12	"Messages get lost across WhatsApp, WeChat, and LINE. We need a unified...	0.138	0.122	0.741	0.0772
9	"Line, Wechat, Whatsapp, PortfolioWebsite, 17fit (CRM). Existing tools can'...	0	0.12	0.88	-0.3818
7	"Handling coach absences is challenging... For example, when Yutong was ...	0	0.115	0.885	-0.4404
10	"we just use Line (communication tool, such like Whatsapp), cause it could...	0.068	0.115	0.817	-0.296
48	"Each movement has beginner, intermediate, and advanced levels. I observ...	0.23	0.106	0.664	0.4215
33	"Email, only a few proactively provide feedback, making it hard to fully un...	0	0.097	0.903	-0.1027
45	"I use timetree as shared calendar tool. A shared calendar would let coache...	0.19	0.095	0.714	0.34
27	"Students insist on advanced classes, but their fitness levels don't match. It'...	0.209	0.088	0.704	0.34
37	Line, 17fit (CRM), Timetree, At present, the coaches I manage need to have...	0.127	0.051	0.822	0.4703

Sentiment Analysis leverages **Natural Language Processing (NLP)** techniques to evaluate the emotional tone of text, assigning scores for positive, negative, neutral, and compound sentiments. This analysis is instrumental in identifying emotional pain points within the user journey, allowing us to quantify user satisfaction or frustration at various stages.

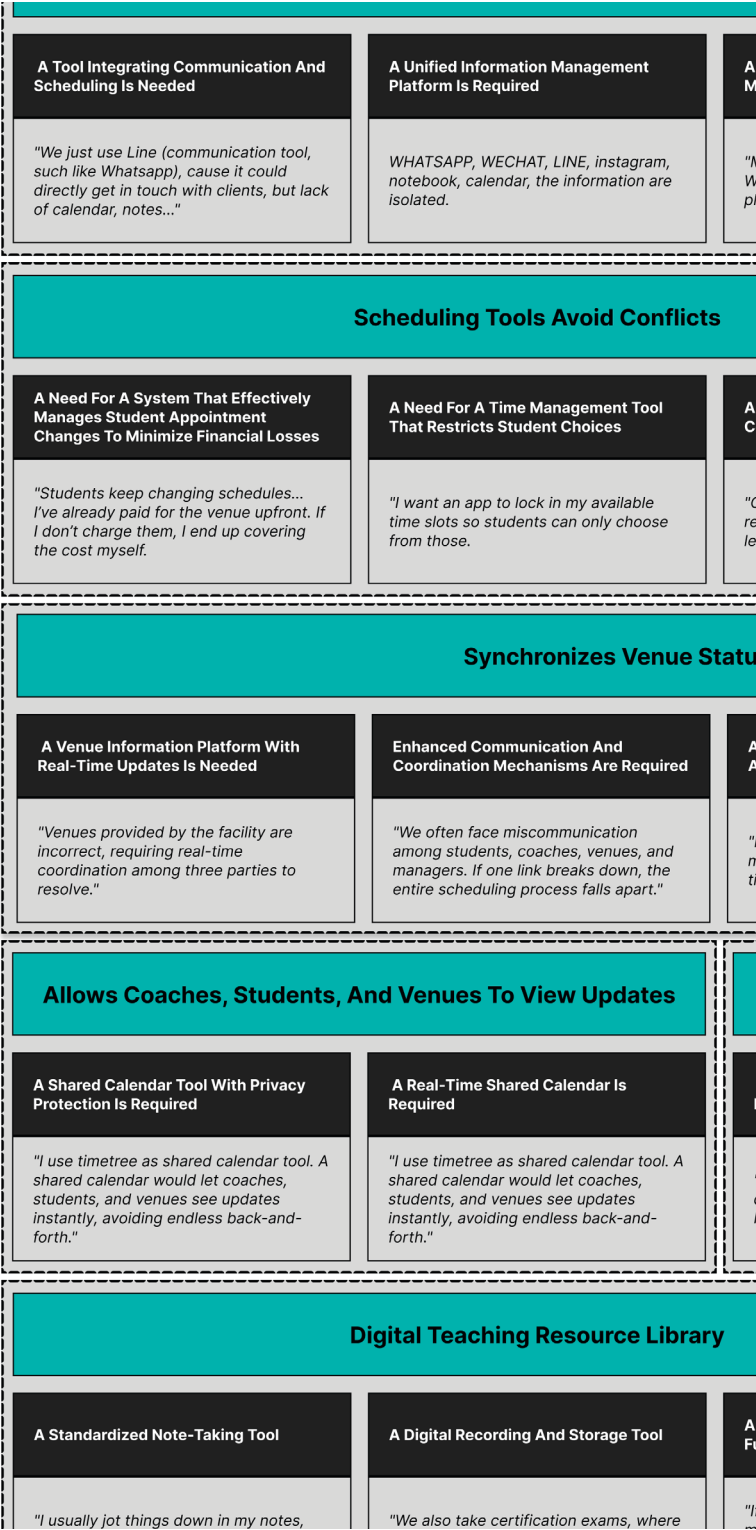
By assessing these sentiment scores, we can pinpoint specific areas where users experience challenges or delight, providing actionable insights for improving the overall experience.

METHOD 03:

AFFINITY MAPPING

In sports education management projects, the Affinity Diagram **helps us sift through vast amounts of scattered user feedback and data to extract key insights.** By categorizing and grouping information from various channels (such as surveys, interviews, and observations), we can clearly identify common pain points and needs related to communication coordination, record management, and course scheduling. This process not only fosters consensus and collaboration among team members but also enables us to adopt a user-centric approach to develop innovative solutions to core issues.

In summary, the Affinity Diagram is a powerful tool that transforms complex data into concrete and valuable insights, driving more precise and effective product design and improvements.



Communication System Is Needed		An Anonymous Feedback Mechanism Is Needed		An Instant Feedback Tool Is Needed		A Feedback Collection Mechanism Is Needed	
It's lost across WhatsApp, LINE. We need a unified manage them all."		"Handling coach absences is challenging... For example, when Yutong was suddenly quarantined for suspected measles, I had to cancel all her classes for a week and take over students who snuck out to attend."		"The feedback is insufficient because students often avoid sharing negative comments."		"Current surveys don't align with our teaching process. We need a real-time feedback system that actually works."	
Health Tracking Feature		Syncs Customer Data And Categorizes With Tags					
An Automated Tool To Find And Adjust Schedules		A CRM Integration Tool Is Required		An Advanced CRM With Analytics		A Tagging And Analysis Tool Is Required	
Student's schedule may conflict with others' schedules, which is difficult."		"Handling injured students is tricky since they often can't articulate what hurts, requiring extra attention and records."		"Customer information is scattered across LINE, WeChat, and booking systems. Manual integration is time-consuming and error-prone."		"I use notion (CRM tool) to manage my students, CRM with analytics is crucial! Categorizing students by behavior would let us tailor courses better."	
Notifies All Parties		Automatically Recommends Difficulty Levels Based On Fitness					
Automatically Finds Suitable Venues Is Required		An Automated Synchronization Function Is Needed		A Teaching Assistance Tool Or Guide Is Required.		A Tiered Course System And Assessment Tool Are Needed.	
When a venue is unavailable, we have to look for alternatives, which is time-consuming."		"sync coach and venue is the biggest challenge for me."		"Most students don't even know how to warm up properly. It's holding back their progress."		"Students insist on advanced classes, but their fitness levels don't match. It's tough to break the news."	
Configurable Auto-Replies For Non-Working Hours		Integrates Booking, Communication, CRM, And Payments					
Auto-Replies And Message Scheduling Is Needed		A Booking Time Restriction Feature Is Required.		Integrate Booking, Communication, Portfolio, And CRM		Real-Time Notifications, Sharing, And Statistics	
I need a message at midnight with my class, but I can't be available 24/7. No current system either."		"Students sometimes request last-minute or same-day bookings, even beyond 10:30 PM, which interferes with my personal rest time."		"The ideal tool would combine booking, communication, portfolio, and CRM into one seamless platform!"		"We need real-time notifications, sharing capabilities, and statistical features."	
Recording And Storage		Auto-Syncs Schedules And Allocates Equipment				Reduces Human Error	
I need a tool to record student reservations, but it would be much more efficient if it could be automated."		An Automated ERP System Is Needed		Equipment Allocation Is Manually Managed		Schedules Are Manually Recorded Using Line And Calendars	
		"Scheduling, payroll, venue bookings—all need to be managed manually."		"Allocating equipment requires manual coordination."		"I use LINE to record students' class schedules, but it's inefficient and prone to errors."	
		"We have tried to standardize student reservations to facilitate management, but if policies are too strict, students get upset; if not, we bear the financial loss."					



PERSONAS.

Our persona is derived from field studies, interviews, and online ethnography, capturing the real-world challenges and behaviors of sports coaches in Taiwan and China.

This persona represents the key insights gathered from direct observations and qualitative research, illustrating how coaches navigate client management, scheduling, and administrative tasks.

PERSONA 01:

COACH WANG BADMINTON COACH

Age: 30 years old

Nationality: Taipei, Taiwan

Expertise: Badminton (Double)

Background

- Former athlete, received professional sports training after retirement, currently works part-time at a gym and takes on private training clients
- Accustomed to using mobile apps, LINE, WeChat, and other communication software to connect with students, but the studio has its own booking system, requiring coordination across multiple platforms for scheduling
- Willing to try online teaching or online growth courses.





Source: Adobe Stock

Frustrations:

- Struggles with coordinating schedule changes across multiple chat groups
- Lacks organized system for tracking payments and course records
- Faces frequent last-minute schedule disruptions
- Has difficulty collecting honest student feedback

Needs:

- Seeks efficient course and venue management system
- Wants data-driven student progress tracking
- Needs professional platform to showcase services

“

“I use LINE to coordinate course times with students, then have to manually enter it into Google Calendar... I’m always worried about forgetting to update!”

PERSONA 02:

COACH LI

PRIVATE SPORT CLUB TRAINER

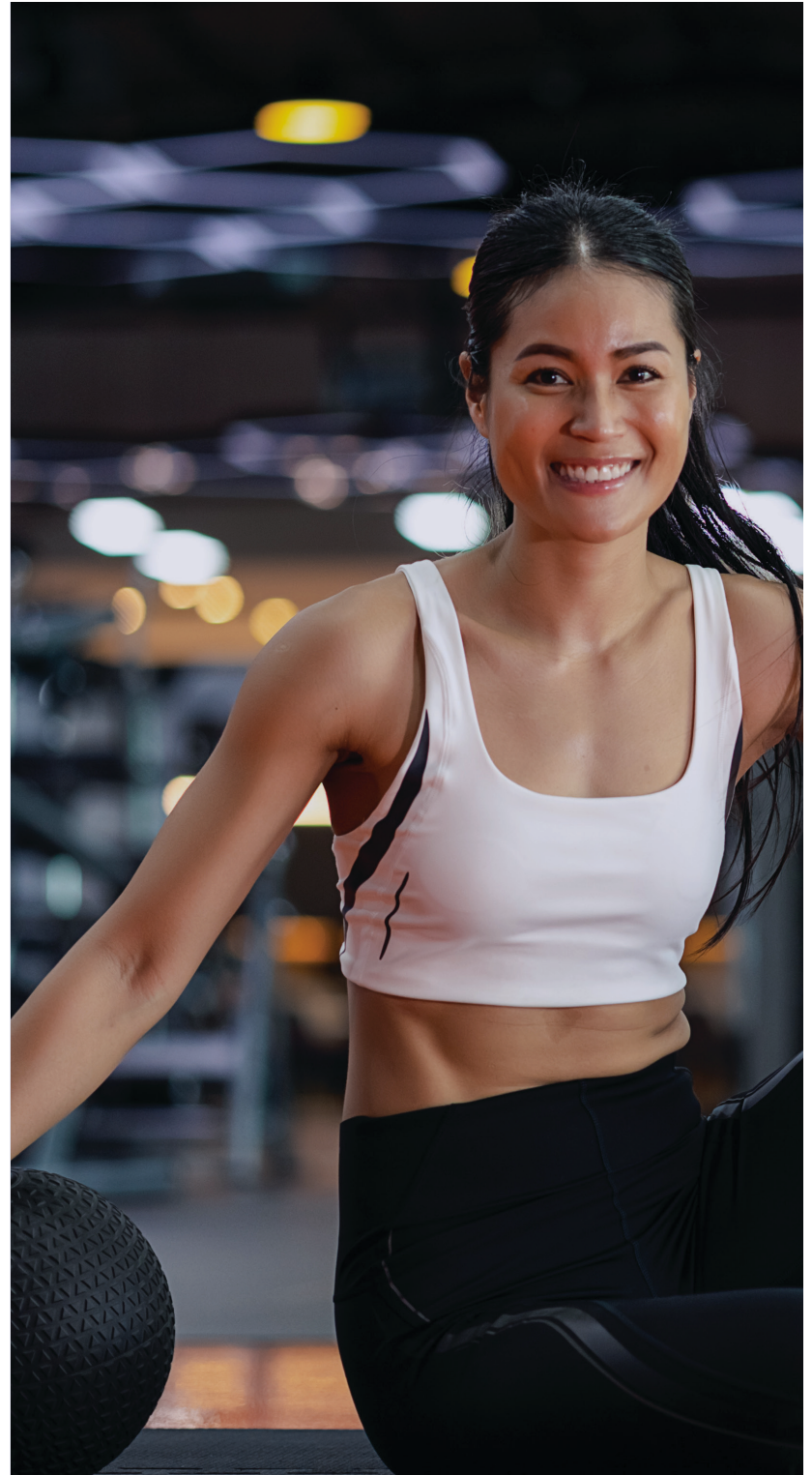
Age: 26 years old

Nationality: Taipei, Taiwan

Expertise: Aerobic

Background

- Attended sports school from a young age, formerly served on provincial teams and clubs. After retirement, became a club trainer for many years, accustomed to traditional paper-based or verbal scheduling methods.
- Has extensive practical experience with high student trust, but less familiar with digital tools.
- Has established reputation and stable client base, shows little interest in “market expansion,” focusing instead on course quality and efficiency.



“

“I’m comfortable with basic note-taking and messaging apps, so I worry that learning a new APP will just waste my time.”

Frustrations:

- Uses paper notebooks and Excel for record-keeping, making information retrieval slow
- Relies on verbal communication, causing sync issues
- Hesitant to adopt new booking systems due to learning curve
- Struggles with multitasking when

Needs:

- Seeks digital solution to manage student records, payments and progress
- Wants better tracking of absences and make-up classes
- Needs to consolidate information from paper notes and messaging apps

PERSONA 03:

MANAGER ZHANG

CLUB ADMINISTRATIVE MANAGER

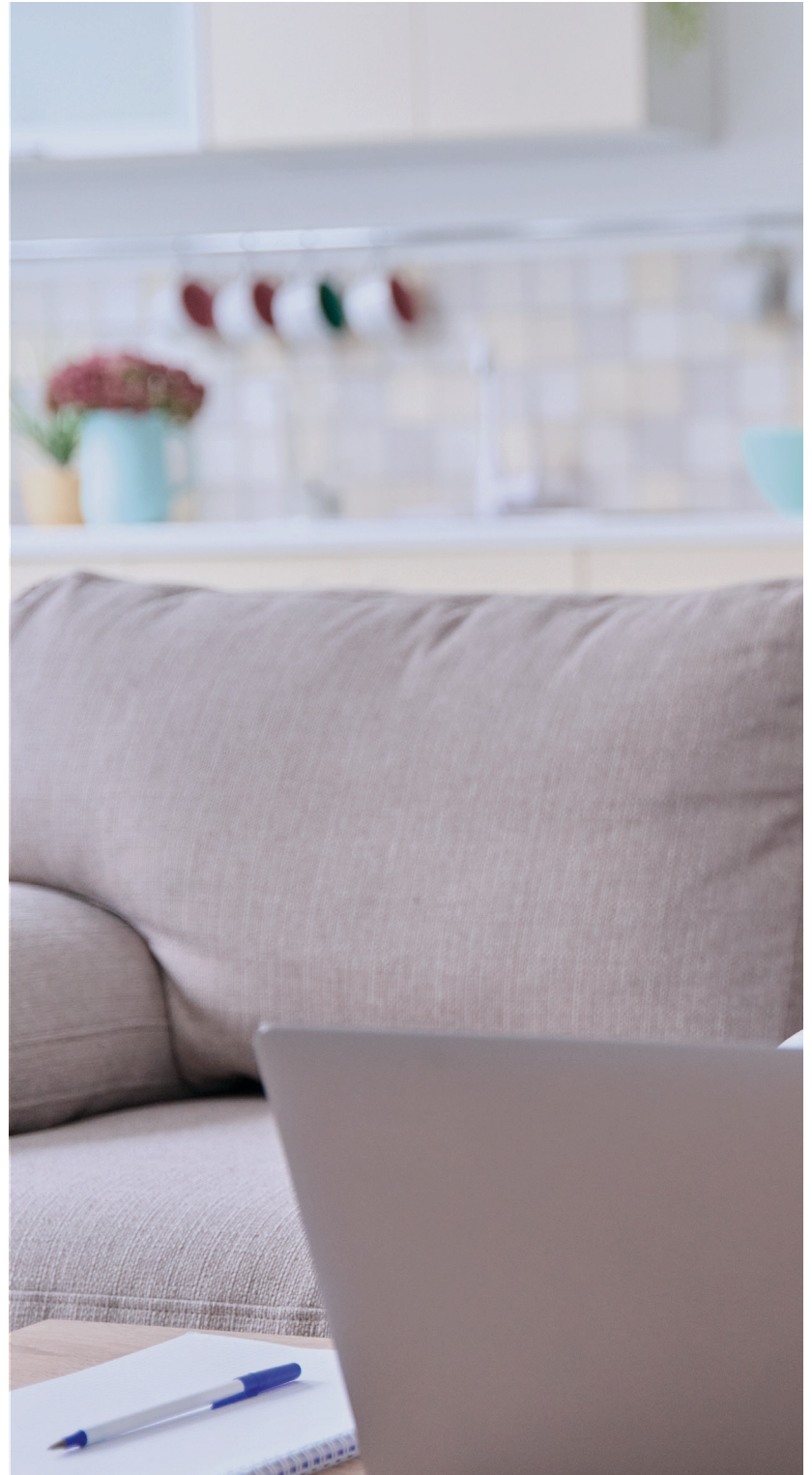
Age: 38 years old

Nationality: Shanghai, China

Expertise: Gym management

Background

- A former professional athlete who obtained a master's degree in sports management after retirement, now serves as an administrative and operations manager at a medium to large sports center.
- Responsible for managing multiple coaches and a large number of students, including course scheduling, coach salary calculations, facility reservation allocation, and handling various customer complaints.
- Needs to submit operational reports and marketing proposals to superiors, while coordinating the needs of coaches and customers below.





Source: Adobe Stock

Frustrations:

- Information is scattered across multiple communication channels, requiring manual verification.
- Manual scheduling is time-consuming and prone to disruption.
- Standard booking systems don't accommodate the complex needs

Needs:

- Seeks an all-in-one platform for business management, reporting and scheduling.
- Wants better insights into member data for targeted marketing.
- Aims to eliminate communication silos and manual data entry.

“

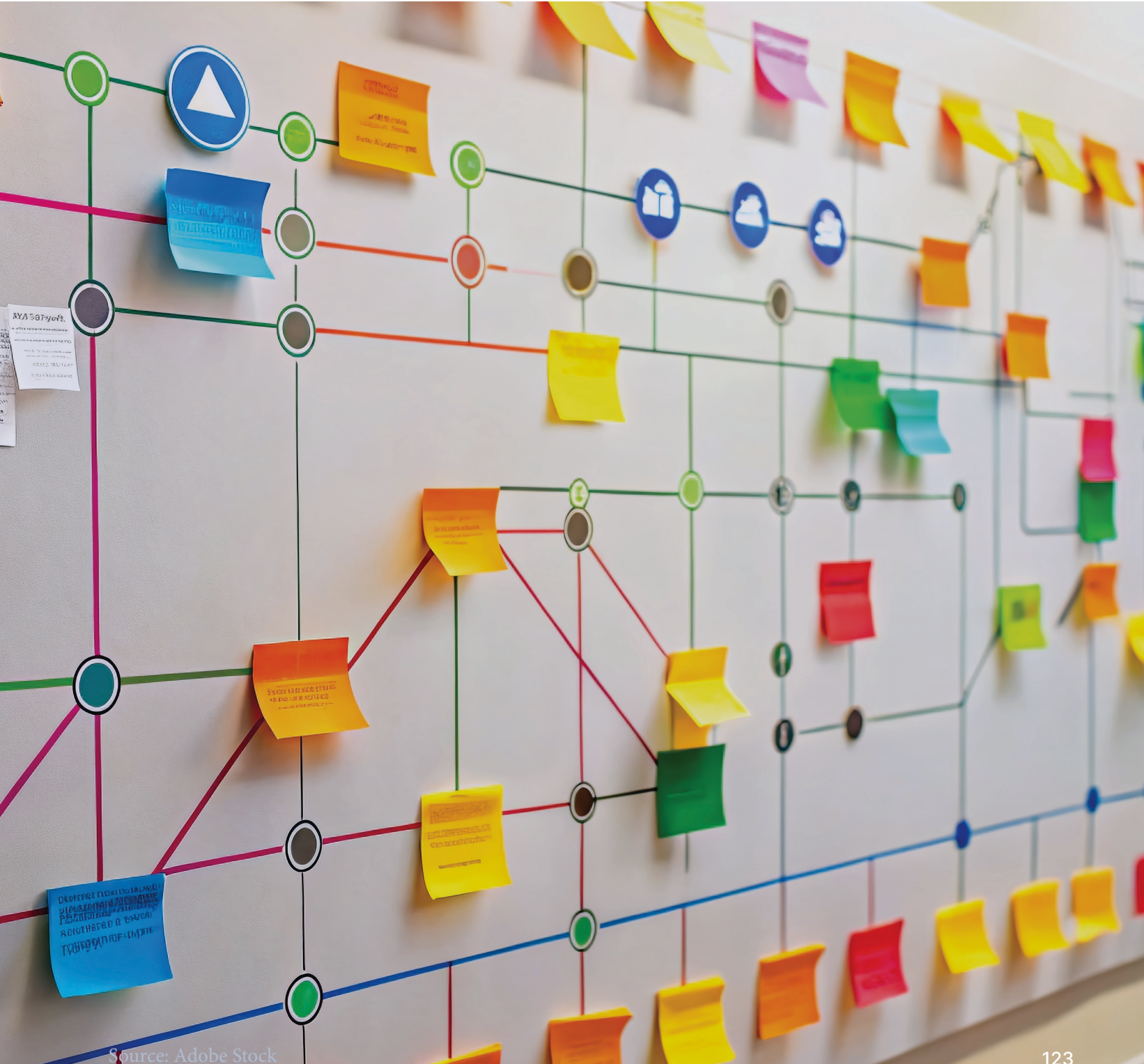
“We often face miscommunication among students, coaches, venues, and managers. If one link breaks down, the entire scheduling process falls apart.”

COSTUMER JOURNEY MAP

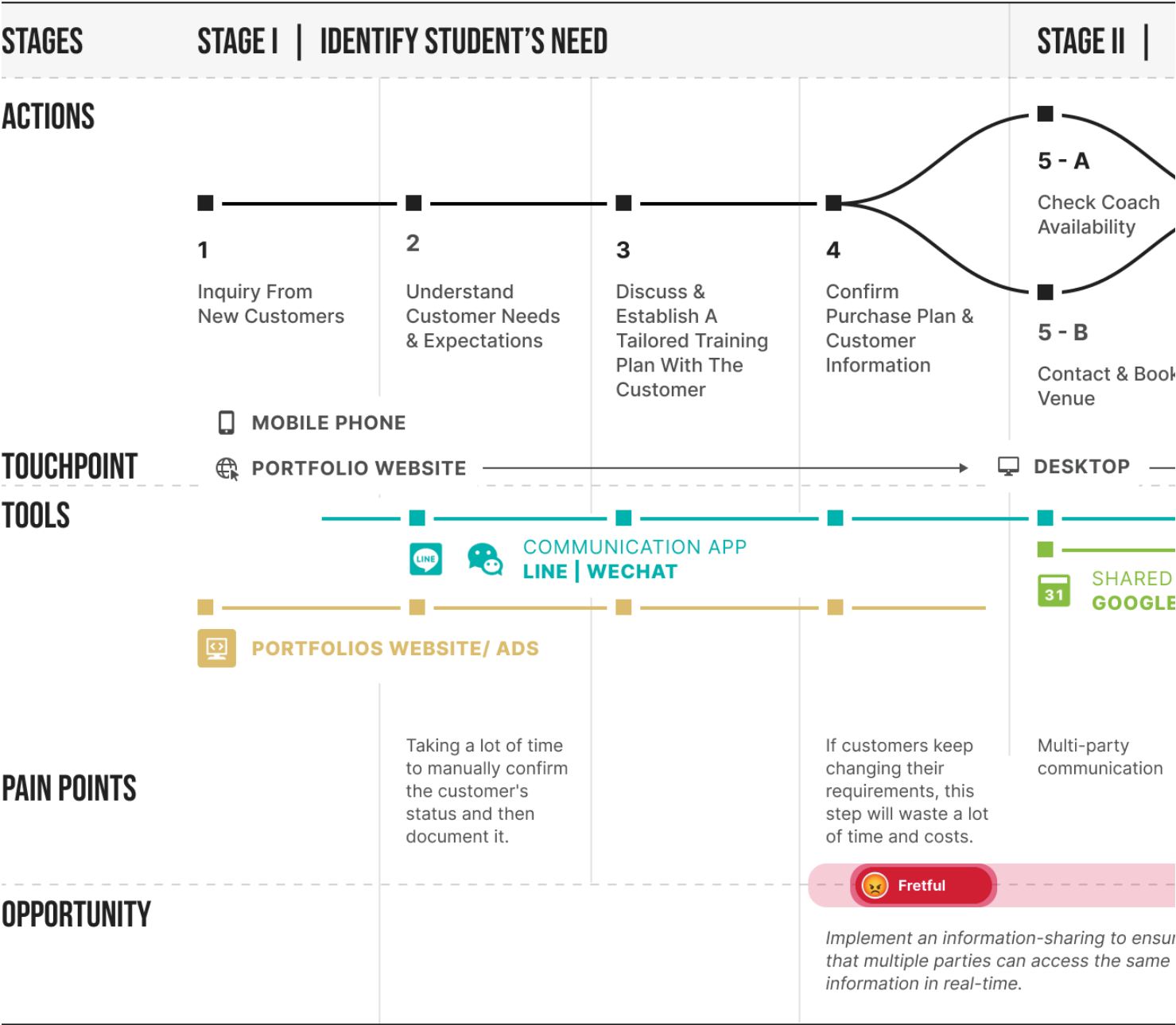
The next steps in our process involve mapping out the sport coaching team's journey based on these roles, identifying opportunities for improvement, and co-creating solutions.

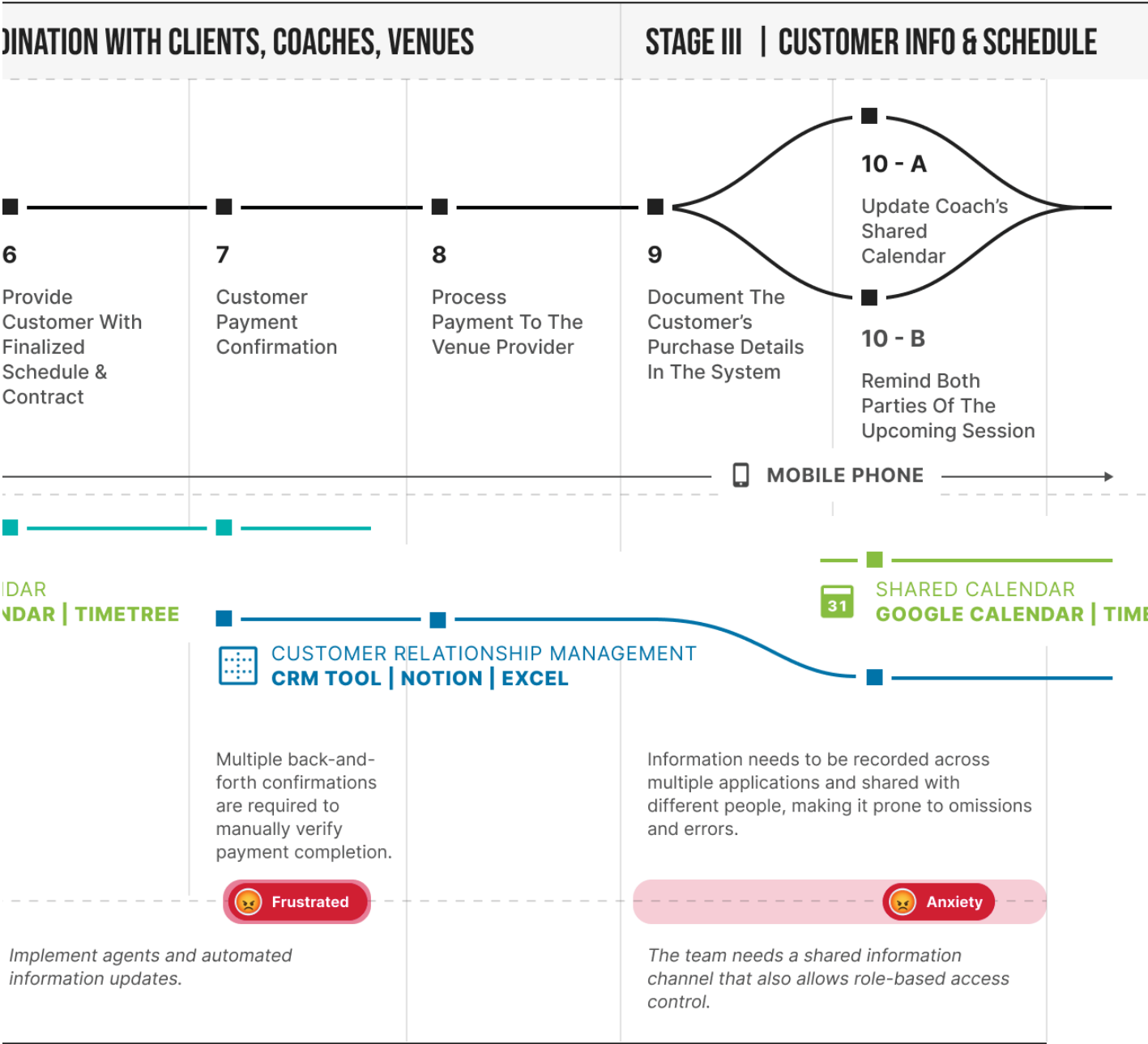
PURPOSE OF CREATING JOURNEY MAPS

- 1 Understand the full range of interactions of the coaching team in management courses.
- 2 Identify the tools and touchpoints used at each stage
- 3 Reveal specific pain points where the experience causes confusion, frustration, and/or anxiety.
- 4 Identify inconsistencies between the coaching team's expectations and what actually happens in the program.
- 5 Reveal opportunities for improvement and innovation based on real user needs.

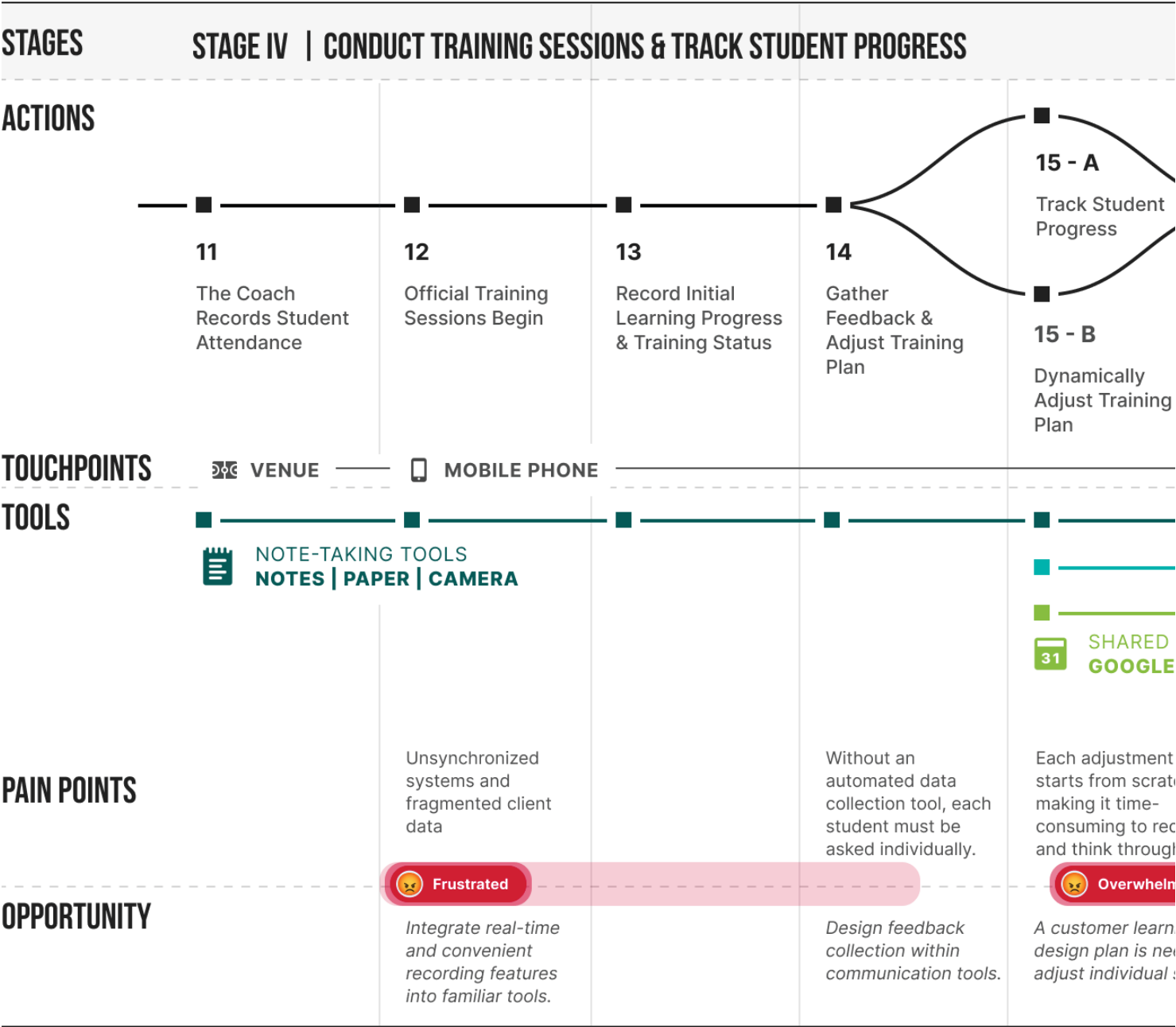


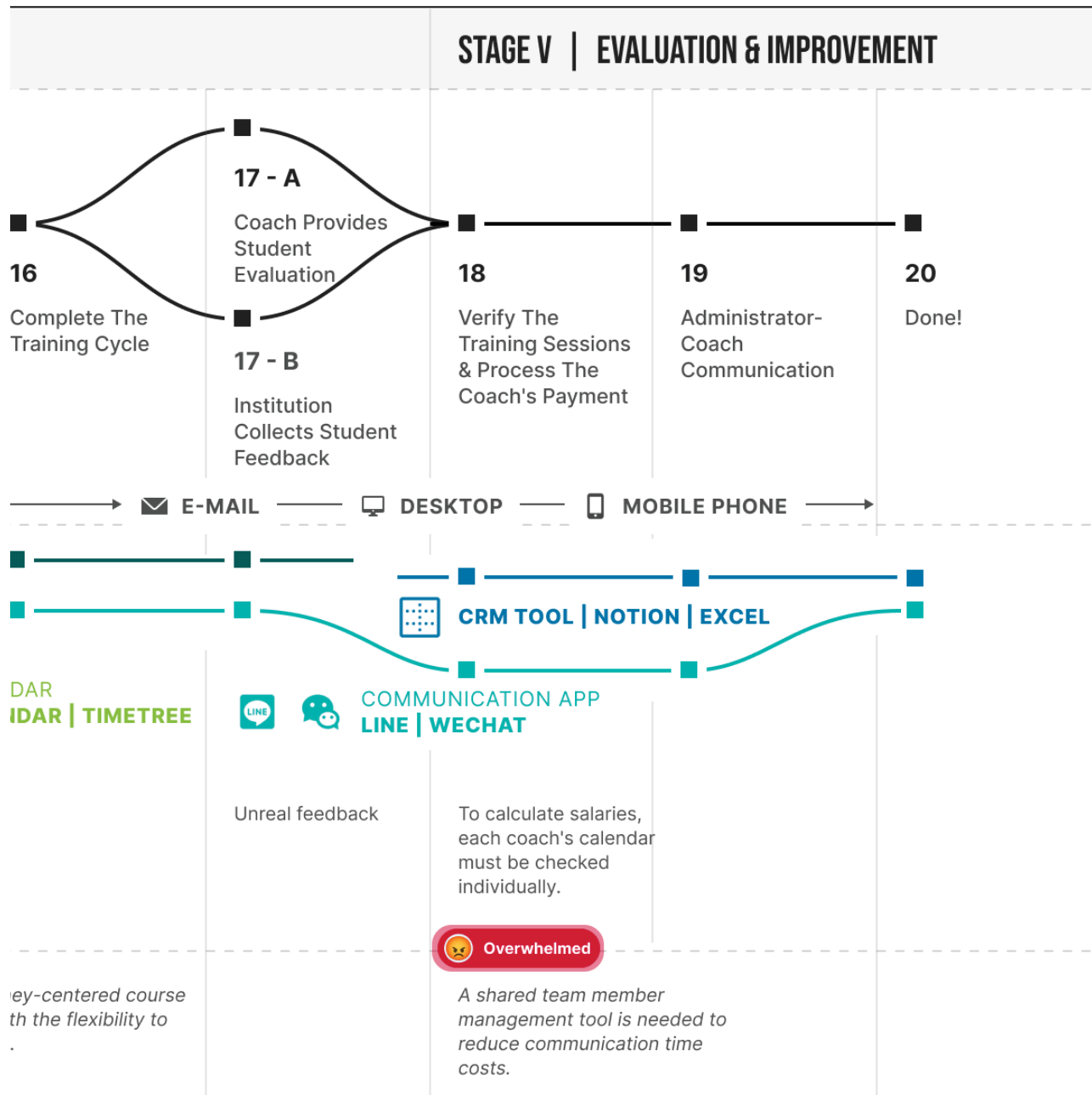
SPORT COACHING TEAM’S JOURNEY MAP





SPORT COACHING TEAM’S JOURNEY MAP







THE JOURNEY MAP HIGHLIGHTED THE PAIN POINTS, EMOTION, AS
WELL AS MOMENTS OF FRICTION WHERE

EXPECTATIONS DID NOT MATCH REALITY.



MOMENTS OF TRUTH

By mapping out each step in how coaches manage and record client information, we identified critical points where repetitive manual confirmations, payment verifications, and fragmented data entry significantly hindered efficiency. We also saw where coaches' changing needs, combined with multiple applications, amplified these challenges.

This was the pivotal juncture where the real-life demands of coaching workflows met the underlying systems used to track them, exposing the “pain points” and emotional stressors that ultimately define the coach's day-to-day experience.

INSIGHT 01

TIME AND APPOINTMENT MANAGEMENT

PAIN POINTS:

MANUALLY ADJUSTING CONFLICTS, TEMPORARY APPOINTMENTS
DISRUPTING SCHEDULES, TIME-CONSUMING VENUE COORDINATION, AND
OPAQUE COACH AVAILABILITY.

Synchronizes Venue Status Across All Parties

A Venue Information Platform With Real-Time Updates Is Needed	Enhanced Communication And Coordination Mechanisms Are Required	A Tool That Automatically Finds Alternative Venues Is Required	An Automated Synchronization Function Is Needed
<i>"Venues provided by the facility are incorrect, requiring real-time coordination among three parties to resolve."</i>	<i>"We often face miscommunication among students, coaches, venues, and managers. If one link breaks down, the entire scheduling process falls apart."</i>	<i>"If a venue is unavailable, we have to manually check alternatives, which is time-consuming."</i>	<i>"sync coach and venue is the biggest challenge for me."</i>

Scheduling Tools Avoid Conflicts

A Need For A System That Effectively Manages Student Appointment Changes To Minimize Financial Losses	A Need For A Time Management Tool That Restricts Student Choices	A Need For An Automated Tool To Coordinate And Adjust Schedules
<i>"Students keep changing schedules... I've already paid for the venue upfront. If I don't charge them, I end up covering the cost myself."</i>	<i>"I want an app to lock in my available time slots so students can only choose from those."</i>	<i>"Changing a student's schedule may require adjusting others' schedules, leading to conflicts."</i>

Allows Coaches, Students, And Venues To View Updates

A Shared Calendar Tool With Privacy Protection Is Required	A Real-Time Shared Calendar Is Required
<i>"I use timetree as shared calendar tool. A shared calendar would let coaches, students, and venues see updates instantly, avoiding endless back-and-forth."</i>	<i>"I use timetree as shared calendar tool. A shared calendar would let coaches, students, and venues see updates instantly, avoiding endless back-and-forth."</i>

INSIGHT 02

REDUCE COMMUNICATION COSTS

PAIN POINTS:

MESSAGES SCATTERED ACROSS PLATFORMS LIKE LINE/WECHAT, LACK
OF UNIFIED MANAGEMENT, NO AUTOMATED REPLIES.

Configurable Auto-Replies For Non-Working Hours

A Tool With Auto-Replies And Message Management Is Needed

"Students message at midnight with questions, but I can't be available 24/7. No auto-reply system either."

A Booking Time Restriction Feature Is Required.

"Students sometimes request last-minute or same-day bookings, even beyond 10:30 PM, which interferes with my personal rest time."

Centralized Message Management Across Tools

A Tool Integrating Communication And Scheduling Is Needed

"We just use Line (communication tool, such like Whatsapp), cause it could directly get in touch with clients, but lack of calendar, notes..."

A Unified Information Management Platform Is Required

WHATSAPP, WECHAT, LINE, instagram, notebook, calendar, the information are isolated.

A Centralized Communication Management System Is Needed

"Messages get lost across WhatsApp, WeChat, and LINE. We need a unified platform to manage them all."

Compatibility With Currently Tools

A Tool With Auto-Replies And Message Management Is Needed

"Students message at midnight with questions, but I can't be available 24/7. No auto-reply system either."

A Booking Time Restriction Feature Is Required.

"Students sometimes request last-minute or same-day bookings, even beyond 10:30 PM, which interferes with my personal rest time."

INSIGHT 03

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) & ANALYTICS

PAIN POINTS:

DISPERSED CUSTOMER DATA, LACK OF TAGGING AND BEHAVIORAL
ANALYSIS, INSUFFICIENT FEEDBACK.

Analyzes Preferences To Design Targeted Courses

A Management Tool That Automatically Identifies User Needs

"I hope there is a management tools that automatically identify user needs"

A Tool To Identify User Personality Traits Or Tags

"Is there a way to identify user personalities in communication tools or label tools to organize users?"

Syncs Customer Data And Categorizes With Tags

A CRM Integration Tool Is Required

"Customer information is scattered across LINE, WeChat, and booking systems. Manual integration is time-consuming and error-prone."

An Advanced CRM With Analytics

"i use notion (CRM tool) to manage my students,CRM with analytics is crucial! Categorizing students by behavior would let us tailor courses better."

A Tagging And Analysis Tool Is Required

We lack customer labels and basic data analysis. Without knowing their preferences, targeted marketing is impossible.

Anonymous Surveys And Post-Class Evaluations

An Anonymous Feedback Mechanism Is Needed

"The feedback is insufficient because students often avoid sharing negative comments."

An Instant Feedback Tool Is Needed

"Current surveys don't align with our teaching process. We need a real-time feedback system that actually works."

A Feedback Collection Mechanism Is Needed

"At the end of the class, I ask students if they have any questions so they can discuss their progress."

INSIGHT 04

ENHANCES TEACHING QUALITY & IDENTIFY CLIENT NEEDS

PAIN POINTS:

**MISMATCH BETWEEN STUDENTS' SKILL LEVELS AND ADVANCED
COURSES, INADEQUATE WARM-UPS, DIFFICULTY RECORDING MOVEMENT
PROGRESS.**

Automatically Recommends Difficulty Levels Based On Fitness

A Teaching Assistance Tool Or Guide Is Required.

"Most students don't even know how to warm up properly. It's holding back their progress."

A Tiered Course System And Assessment Tool Are Needed.

"Students insist on advanced classes, but their fitness levels don't match. It's tough to break the news."

A Course-Tiering Management System Is Needed.

"For our group classes, we determine the course structure based on the class type... If it's a progressive program, we divide it into different levels. The beginner class starts from zero."

Adjusts Session Intensity Dynamically

A Personalized Course Adjustment Tool

"Each movement has beginner, intermediate, and advanced levels. I observe the students' strength and adjust weights or difficulty accordingly."

A Real-Time Assessment Tool

"I don't always know the students' fitness levels beforehand, but I adjust the movements based on their performance during class."

Digital Teaching Resource Library

A Standardized Note-Taking Tool

"I usually jot things down in my notes, but I write them in a way only I can understand."

A Digital Recording And Storage Tool

"We also take certification exams, where we handwrite notes or take screenshots of important movements."

A Movement Recording And Storage Function

"If there were a tool to record movements, it would be much more convenient than manually saving screenshots on Instagram."

INSIGHT 05

AUTOMATION TOOLS & INTEGRATED PLATFORM

PAIN POINTS:

ERROR-PRONE MANUAL OPERATIONS, MESSY EXCEL MANAGEMENT,
TIME-CONSUMING EQUIPMENT ALLOCATION.

Alternative Solutions For Absent Coaches

"Handling coach absences is challenging... For example, when Yutong was suddenly quarantined for suspected measles, I had to cancel all her classes for a week and take over students who snuck out to attend."

Auto-Syncs Schedules And Allocates Equipment

An Automated ERP System Is Needed

"Scheduling, payroll, venue bookings—all in Excel. The error rate is insane, and manual checks take forever."

Equipment Allocation Is Manually Managed

"Allocating equipment requires manual selection and distribution."

Schedules Are Manually Recorded Using Line And Calendars

"I use LINE to record students' class schedules and also manually note them on my calendar."

Integrates Booking, Communication, CRM, And Payments

Integrate Booking, Communication, Portfolio, And CRM

"The ideal tool would combine booking, communication, portfolio, and CRM into one seamless platform!"

Real-Time Notifications, Sharing, And Statistics

"We need real-time notifications, sharing capabilities, and statistical features."

Payment And Scheduling Integration Tool Is Needed

"For payments, I use different transaction tools, but for class scheduling, I still rely on LINE for confirmations and notifications."

VALUE PROPOSITION

VALUE PROPOSITION CANVA

The Value Proposition Canvas is an essential tool for our project because it allows us to clearly map out and understand the user experience. After generating in-depth insights, We adapted this method to identify exactly what the user needs, their pain points, and the benefits they seek.

THEIR JOBS

- 1 Coordinate the schedules and resources of students, coaches, and venues.
- 2 Ensure transparency of coach availability to reduce booking conflicts.
- 3 Centralize management of messages from various channels such as Line/ WeChat to prevent any from being overlooked.
- 4 Track student behaviors, feedback, and progress to deliver personalized services.
- 5 Assign appropriate courses based on students' abilities, and provide warm-up guidance along with motion tracking.

THEIR PAINS

- 1 Manually handling scheduling conflicts that disrupt plans.
- 2 Time-consuming venue coordination with unclear coach availability.
- 3 Messages spread across different platforms without automated replies or unified management.
- 4 Student information is scattered, lacking categorization and behavioral analysis, making feedback collection difficult.
- 5 Chaotic management using Excel, time-consuming equipment allocation, and a high error rate.

THEIR GAINS

- 1 Automated scheduling tools reduce conflicts, provide transparent coach timetables, and enhance venue utilization.
- 2 Integration of cross-platform messages and automated replies to common queries reduce communication costs.
- 3 A centralized CRM system analyzes student behavior, employs tagging management, and enables precise course design.
- 4 Tiered courses align with student abilities, while warm-up guidance and motion tracking lower the risk of injuries.
- 5 An integrated platform reduces manual operations, standardizes equipment allocation processes, and allows coaches to focus on core teaching.

VALUE PROPOSITION

FROM INSIGHTS TO USER VALUES

From the journey map, we synthesized insights that helped us identify specific problem areas in sport education management.

1

Time and Appointment

Manually adjusting conflicts, temporary appointments disrupting schedules, time-consuming venue coordination, and opaque coach availability.

2

Communication Costs

Messages scattered across platforms like Line/WeChat, lack of unified management, no automated replies.

3

Identify Client Needs

Dispersed customer data, lack of tagging and behavioral analysis, insufficient feedback.

4

Enhances Teaching Quality

Mismatch between students' skill levels and advanced courses, difficulty recording

5

Integrated Client Management

Error-prone manual operations, messy Excel management, time-consuming equipment allocation.

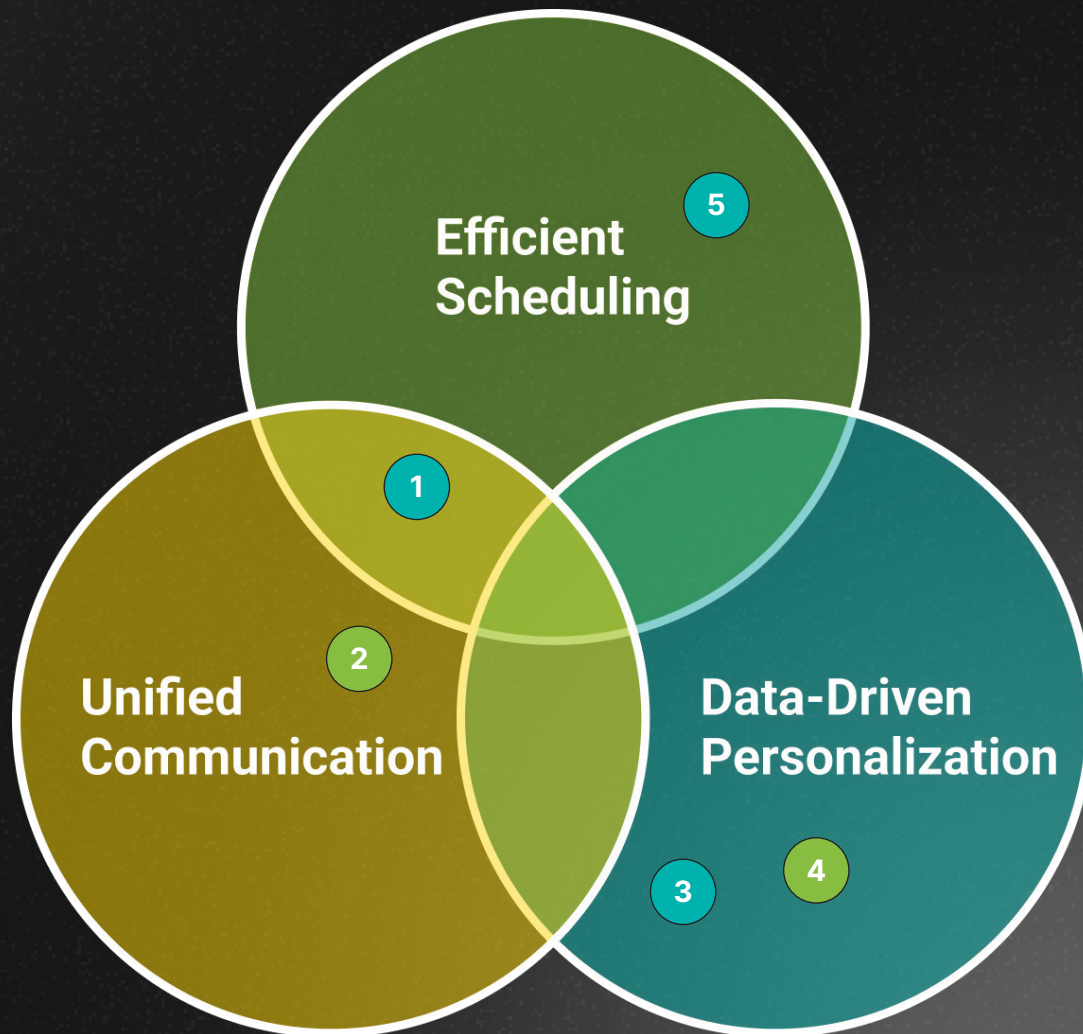


Figure 3.4
Using affinity diagram analysis, we've identified three core user values that form our three pillars. By overlaying user expectations and pain points on these pillars, we can easily pinpoint actionable design directions.

PHASE FOUR.

IDEATON AND INITIAL CONCEPTS

Having identified key moments through our journey mapping process, the next step is to **translate these insights into actionable solutions** during the ideation phase.

This phase focuses on creative problem-solving, where we brainstorm innovative solutions to address identified challenges and capitalize on opportunities to enhance sports education management services.

01 FRAMING OUR MAIN HOW MIGHT WEs.

CORRELATION ANALYSIS

This correlation scoring method enables us to systematically quantify and compare **various tags** (such as scheduling issues, data integration, and communication challenges) against specific **user values** (like Efficient Scheduling, Data Driven Personalization, and Unified Communication). By doing so, we can clearly identify which issues align most closely with core user needs and discover the interconnections between different challenges. This data-driven, structured approach is essential for clarifying complex problems and optimizing decision-making.

This allows us to focus our HMW questions on addressing these core pain points.

TAGS	VALUE		
	EFFICIENT SCHEDULING	DATA DRIVEN PERSONALIZATION	UNIFIED COMMUNICATION
#SCHEDULING CONFLICT	5	1	2
#LAST-MINUTE BOOKING	5	2	3
#TIME SLOT MANAGEMENT	5	3	2
#VENUE COORDINATION	4	2	3
#SYNCHRONIZATION CHALLENGES	4	2	4
#AUTOMATION NEEDS	4	4	3
#INTEGRATION NEEDS	4	5	5
#PAYMENT INTEGRATION	3	3	1
#SPREADSHEET ISSUES	3	2	1
#DUPLICATE ENTRY	3	3	1
#COMMUNICATION BREAKDOWN	3	1	5
#PLATFORM DIVERSITY	2	3	4
#GROUP COMMUNICATION	2	2	5
#INDIRECT COMMUNICATION	3	1	1
#ANALYTICAL NEEDS	3	5	2
#DATA FRAGMENTATION	3	5	3
#CRM NEEDS	3	5	4
#CUSTOMER SEGMENTATION	2	5	3
#STUDENT PREFERENCES	3	5	2
#PHYSICAL FITNESS MISMATCH	1	4	1
#FEEDBACK COLLECTION	2	4	3
#ACTIVITY TRACKING	2	4	2
#AI APPLICATIONS	4	5	3

HOW MIGHT WE

1. EFFICIENT SCHEDULING & RESOURCE MANAGEMENT

HOW MIGHT WE...

1

Automate scheduling and venue coordination to reduce time spent on manual conflict resolution?

HOW MIGHT WE...

2

Make coach availability more transparent so appointments can be booked and managed more efficiently?

HOW MIGHT WE...

3

Integrate resource allocation into one unified system to minimize manual operations and errors?

2. UNIFIED COMMUNICATION & COLLABORATION

HOW MIGHT WE...

4

Centralize communication channels to reduce scattered messages and missed updates across multiple platforms?

HOW MIGHT WE...

5

Implement automated replies and notifications to handle routine communications and improve response times?

3. DATA-DRIVEN PERSONALIZATION & TEACHING QUALITY

HOW MIGHT WE...

6

Consolidate and analyze student data to tailor training programs and match individual skill levels more accurately?

HOW MIGHT WE...

7

Create feedback loops that continuously refine teaching quality based on real-time insights?

HOW MIGHT WE...

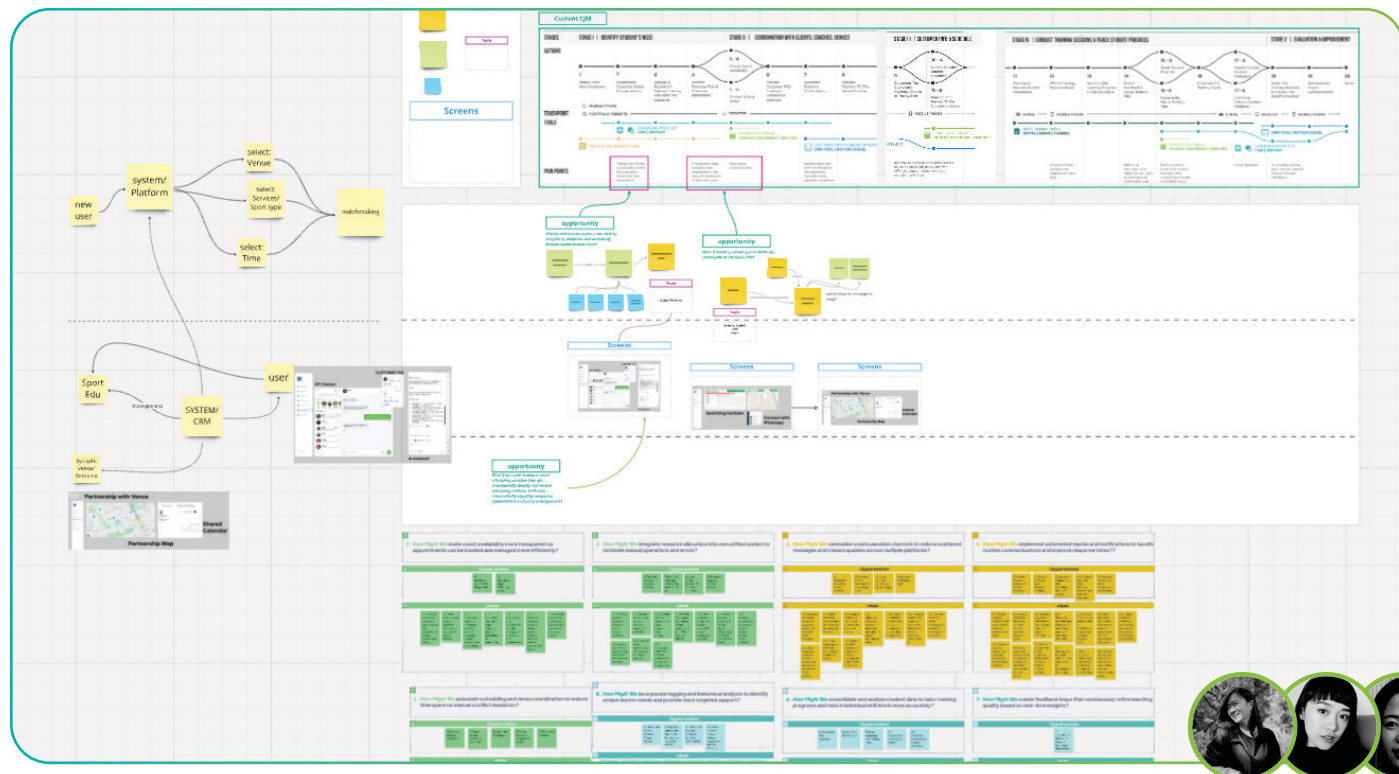
8

Incorporate tagging and behavioral analysis to identify unique learner needs and provide more targeted support?

02 CO-CREATING WORKSHOP

To ensure that the ideas we proposed **resonated with real coaching team**, we held Co-creation workshops. We invited 3 participants. This workshop fostered open communication, active participation, and creative brainstorming, while aiming to blend different perspectives and expertise.

The workshop concluded with a group discussion on Miro, summarizing key insights and opportunities for future improvements.



ACTIVITY 01: THE OPPORTUNITY SOLUTION TREE

The Opportunity Solution Tree helps us systematically process complex concepts and prioritize actions that align with our project's objectives in sports education management.

Identify Opportunities:

Gather insights from surveys, interviews, and user feedback to pinpoint key challenges and unmet needs (such as venue conflicts, fragmented communication, or inefficient resource management). Map these as branches stemming from our desired outcome.

Brainstorm Ideas:

For each opportunity, generate a range of potential Ideas—like an integrated scheduling tool, automated notifications, or data analytics for personalized feedback.

ACTIVITY 02: WHAT IF...

The “What if...” tool acts as a catalyst for innovation in sports coaching services. By challenging conventional assumptions and prompting creative exploration, it helps us uncover untapped opportunities and experiment with alternative service models. This approach not only enables us to differentiate our offerings but also creates more agile and responsive coaching solutions tailored to evolving athlete needs.

Big Ideas:

Leveraging ideas from our previous Opportunity Solution Tree, this phase integrates diverse concepts to drive advanced system innovation.

1

1. How Might We automate scheduling and venue coordination to reduce time spent on manual conflict resolution?

2

Opportunities

1.1 Real-time
Calendar
Integration

1.2 Smart
Conflict
Detection &
Resolution

1.3 Automated
Notifications

1.4 Venue
Availability
Management
System

1.5 Data-driven
Prediction

3

Ideas

1.11 Develop a unified digital calendar that syncs across all user devices in real time.

1.12 Integrate third-party calendars to auto-import and update schedules.

1.32 Deploy a chatbot to handle appointment requests and real-time coordination.

1.41 Develop a digital platform where venue managers can update availability in real time.

1.43 Create a smart filter that displays only available venues for a specified time slot.

1.51 Track resource usage in real time and offer adjustments based on trends.

1.52 Recommend optimal scheduling patterns and resource allocation based on user behavior data.

1.54 Integrate AI-powered recommendations to proactively suggest new scheduling and coordination strategies.

1.21 Automatically suggest alternative time slots when conflicts are detected.

1.31 an system to send updates whenever scheduling or venue changes occur

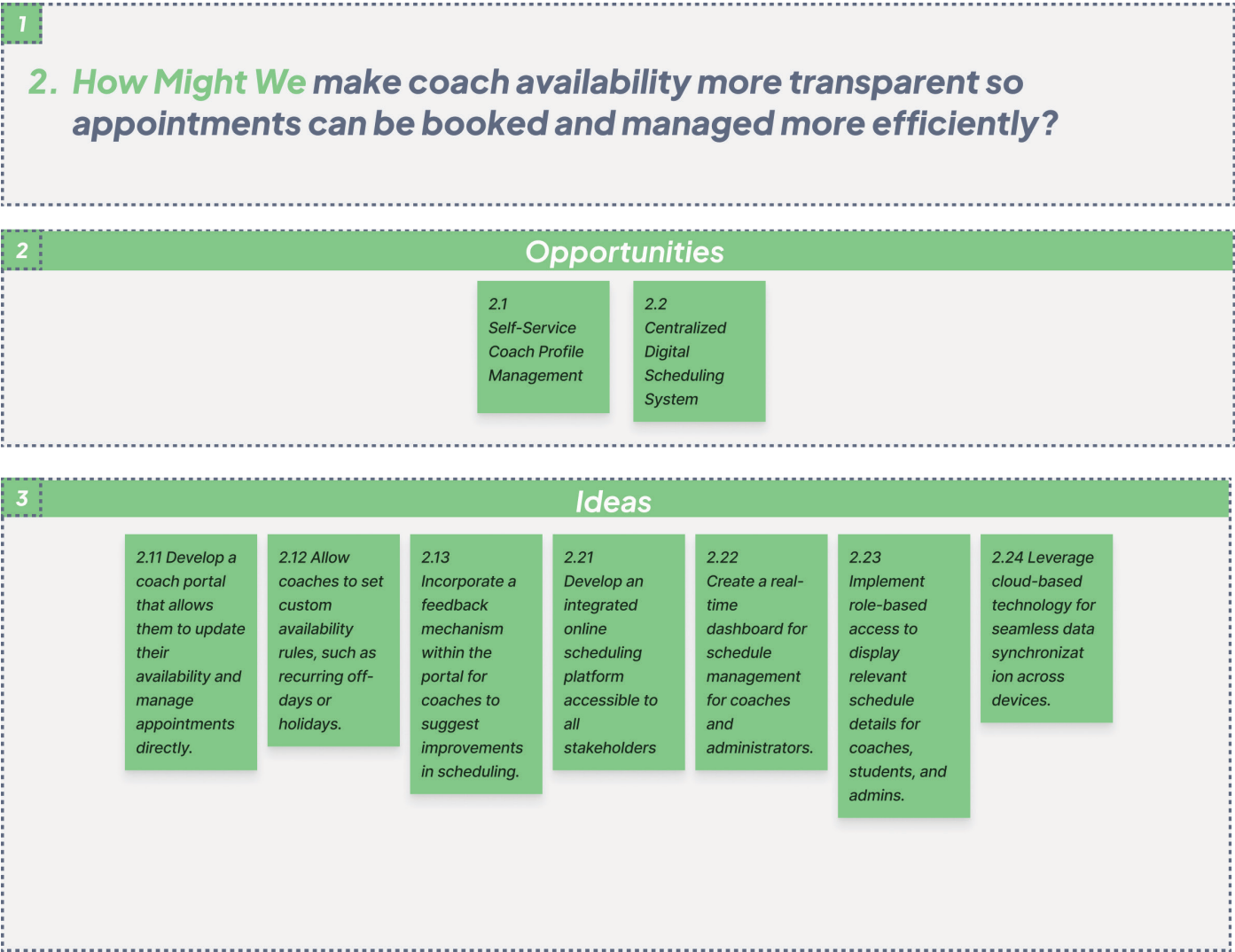
1.33 Implement mobile push notifications to alert all stakeholders instantly.

1.42 Integrate venue booking systems with scheduling tools for seamless data sharing.

1.44 Develop a resource-sharing platform to share idle spaces across teams.

1.53 Develop a reporting tool to monitor and improve conflict resolution efficiency.

EFFICIENT SCHEDULING & RESOURCE MANAGEMENT



EFFICIENT SCHEDULING & RESOURCE MANAGEMENT

1

3. How Might We integrate resource allocation into one unified system to minimize manual operations and errors?

2

Opportunities

3.1 Real-time Resource Availability Tracking

3.2 Seamless Integration with External Systems and APIs

3.3 User-friendly Interface for Resource Allocation

3.4 Predictive Resource Demand Analysis

3

Ideas

3.11 Develop a dynamic dashboard displaying current resource availability.

3.12 Integrate IoT sensors to monitor resource usage and availability.

3.13 Implement real-time notifications to update resource status changes.

3.21 Develop APIs to sync data between existing systems and the unified resource platform.

3.22 Create plugins that connect the resource system with external booking and CRM tools.

3.23 Provide two-way synchronization with popular calendar apps like Google Calendar and Outlook.

3.31 Design a user-friendly drag-and-drop interface for quick resource allocation.

3.32 Integrate visual calendars and resource maps for intuitive planning.

3.33 Incorporate a mobile-first design to enable on-the-go resource management.

3.34 Develop a recommendation system to suggest optimal resource usage strategies.

UNIFIED COMMUNICATION & COLLABORATION



UNIFIED COMMUNICATION & COLLABORATION

1

5. How Might We implement automated replies and notifications to handle routine communications and improve response times??

2

Opportunities

5.1 Identify Common Queries and Routine Messages

5.2 Develop Intelligent Auto-Response Templates

5.3 Integrate Notifications with Scheduling and Event Triggers

5.4 Customize Automated Reply Workflows Based on User Roles and Preferences

5.5 Leverage Feedback to Refine Communication Workflows

3

Ideas

5.11 Analyze historical communication data to identify recurring questions and topics.

5.12 Create a categorized FAQ library that maps common queries to standard replies

5.13 Use data analytics to determine the frequency and urgency of routine messages.

5.21 Implement personalization by integrating user data (e.g., name, past interactions) into replies.

5.22 Develop an easy-to-use template editor for administrators to update and customize responses quickly.

5.31 Sync automated notifications with calendar events to ensure timely alerts for appointments and classes.

5.32 Trigger automated notifications when specific events occur (e.g., booking confirmations, cancellations).

5.33 Integrate real-time updates from scheduling systems into the notification workflow.

5.41 Allow users to set preferences for the types and frequency of automated communications they receive.

5.42 Enable segmentation so that automated replies can be tailored to different customer segments.

5.51 Incorporate a feedback mechanism for users to rate the effectiveness of channels.

5.52 Use analytics to monitor usage patterns and identify which channels are most effective.

5.53 Conduct periodic user surveys and interviews to continuously refine the communication system.

DATA-DRIVEN PERSONALIZATION & TEACHING QUALITY

1

6. How Might We consolidate and analyze student data to tailor training programs and match individual skill levels more accurately?

2

Opportunities

6.1 Centralized Data Repository

6.2 Real-Time Data Tracking

6.3 Data Visualization and Analytics Tools

6.4 Personalized Performance Metrics

6.5 Automated Feedback and Progress Monitoring

3

Ideas

6.11 Develop a cloud-based platform that aggregates student performance data from various sources.

6.21 Deploy wearable devices to collect real-time performance

6.12 Create a unified student profile system that integrates academic, physical, and behavioral metrics.

6.22 Integrate sensor technology to capture movement and physiological data as students train.

6.23 Develop a mobile app for coaches to input and instantly view students' progress.

6.31 Create interactive dashboards that display student progress trends over time.

6.32 Use dynamic charts and graphs to highlight key performance indicators.

6.41 Develop custom performance metrics tailored to each student's skill level and training needs.

6.42 Establish benchmarks and progress milestones for various training levels.

6.43 Build personalized dashboards that provide insights specific to individual performance.

6.51 Introduce automated alerts that notify coaches when student performance deviates from benchmarks.

6.52 Set up periodic, automatically generated progress reports for each student.

6.53 Integrate video analysis to provide technique improvement suggestions automatically.

DATA-DRIVEN PERSONALIZATION & TEACHING QUALITY

1

7. **How Might We** create feedback loops that continuously refine teaching quality based on real-time insights?

2

Opportunities

7.1 Collaborative Platform for Feedback Sharing and Improvement

3

Ideas

7.11 Implement discussion forums and real-time chat rooms for collaborative problem-solving.

7.12 Utilize SMS or push notifications to encourage real-time submission of feedback

7.13 Develop a centralized portal where teachers, students, and administrators can share and review feedback.

7.14 Integrate gamification elements (e.g., badges, leaderboards) to encourage active participation in the feedback process.

7.15 Allow anonymous submissions to ensure honest and constructive feedback.

7.16 Link the collaborative platform with performance management systems to track improvements over time.

DATA-DRIVEN PERSONALIZATION & TEACHING QUALITY

1

8. How Might We Incorporate tagging and behavioral analysis to identify unique learner needs and provide more targeted support?

2

Opportunities

8.1 Identify Key Learner Behaviors Through Tagging

8.2 Integrate Multiple Data Sources for Comprehensive Learner Profiles

8.3 Personalize Learning Pathways Based on Tagging Data

8.4 Utilize Feedback Loops to Enhance Tagging and Analysis Processes

3

Ideas

8.11 Analyze historical learning data to identify recurring behavior patterns.

8.12 Develop an intuitive tagging system that captures real-time learner interactions.

8.13 Standardize tag definitions to ensure consistency across the platform.

8.21 Connect data from learning management systems, mobile apps, and social media platforms.

8.22 Build a centralized database that merges various data streams into unified learner profiles.

8.23 Use cross-referencing techniques to validate and enrich tagging data from diverse sources.

8.31 Design personalized content recommendations based on individual tagging profiles.

8.32 Develop adaptive learning modules that adjust according to learner behavior.

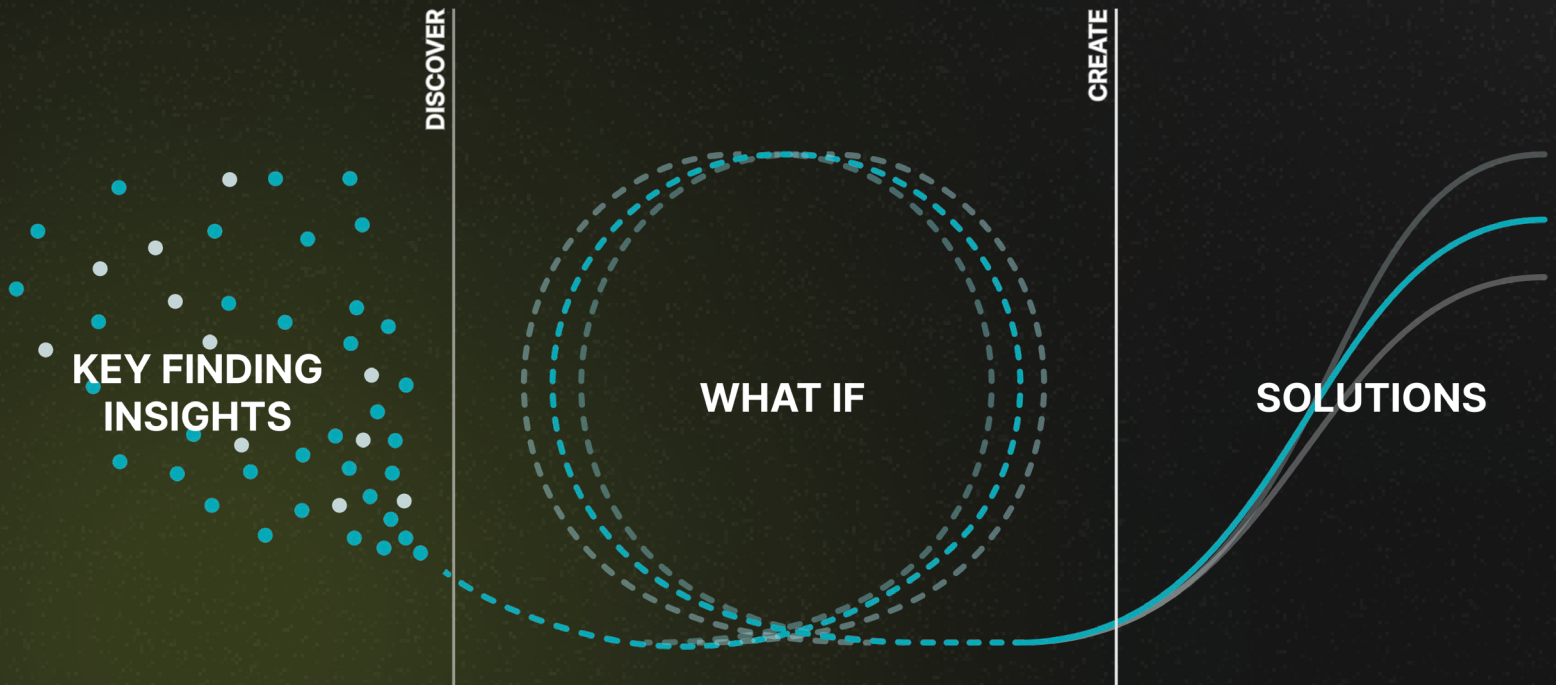
8.33 Tailor course and resource suggestions to match learners' unique needs identified through tagging.

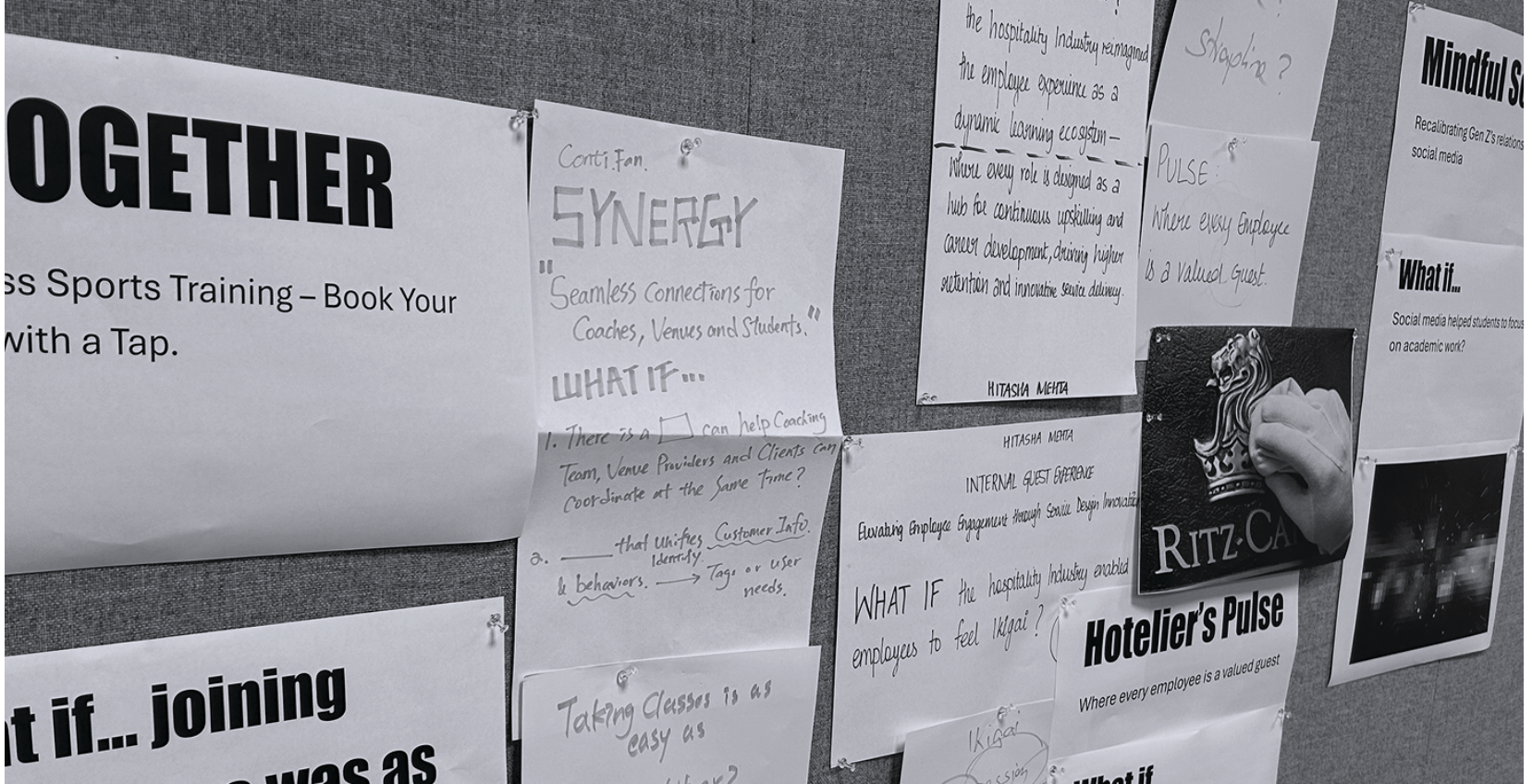
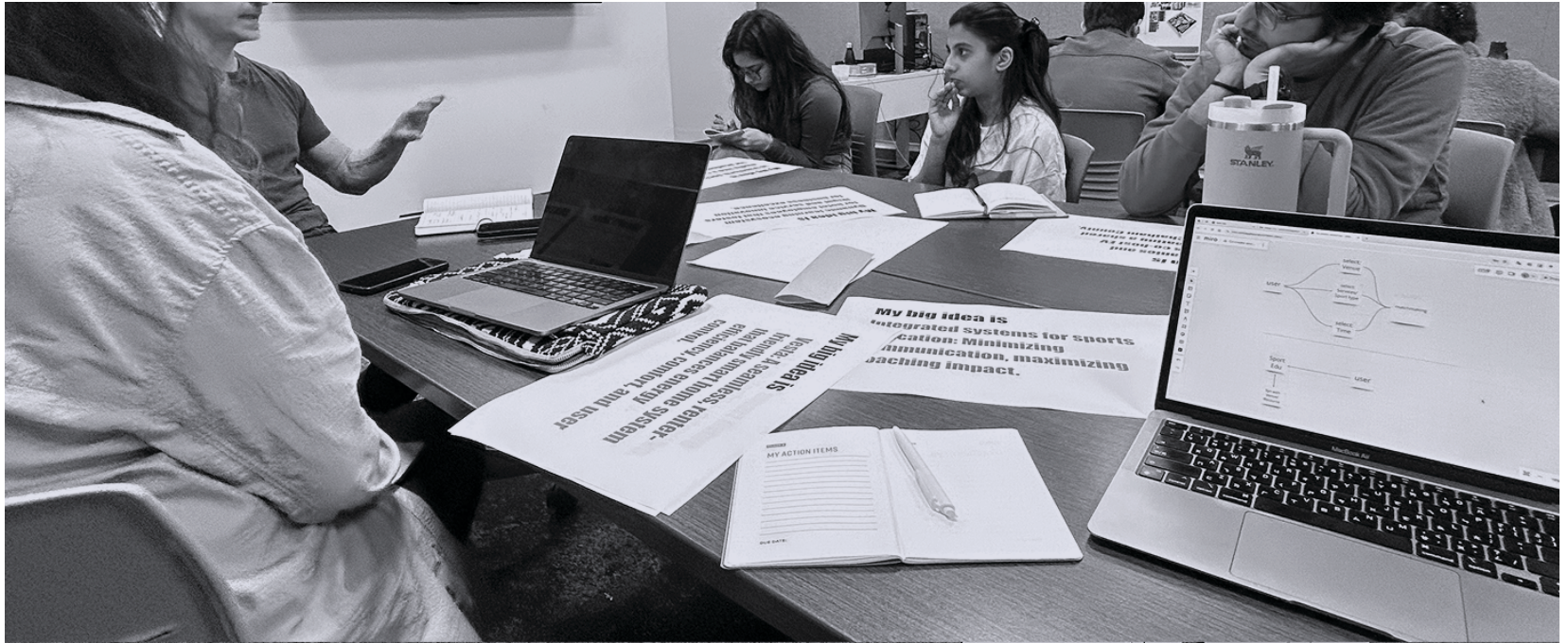
8.41 Gather regular feedback from educators to refine tagging criteria continuously.

8.42 Conduct periodic reviews of tagging accuracy with data analytics teams.

04 WHAT IF...

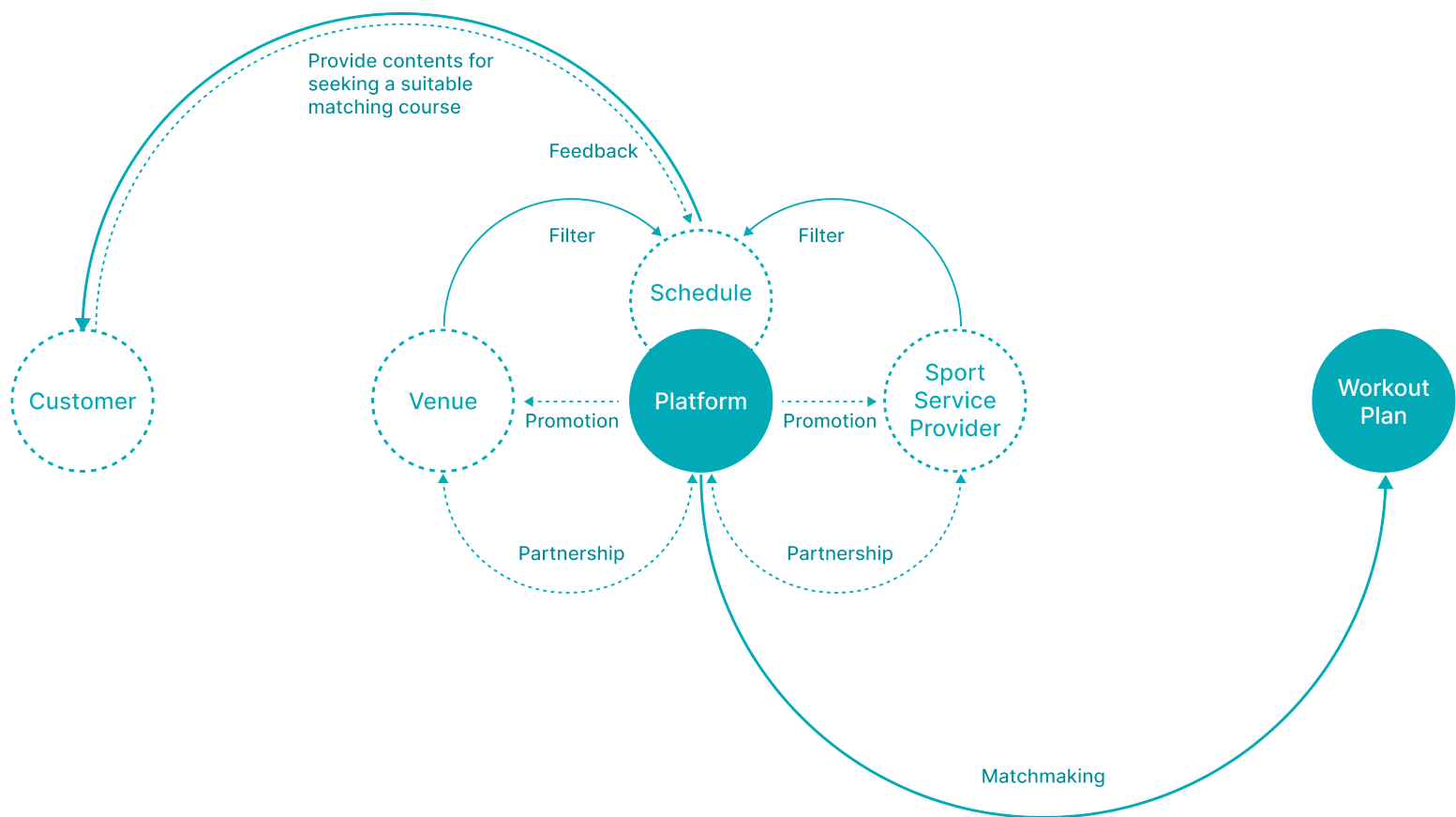
At the **"WHAT IF"** stage, we are encouraged to **think bigger** and push the boundaries of conventional thought. Building upon our initial ideas, we delve into a systematic exploration of various possibilities, examining every angle from a **holistic, system-level perspective**.





01 | WHAT IF...

THE SPORTS EDUCATION COULD SEAMLESSLY CONNECT COACHES AND STUDENTS WORLDWIDE AS EFFORTLESSLY AS MATCHING WITH UBER?



1. SPORT CONTENT PLATFORM

The core system processes inputs, facilitates connections, and manages interactions, including filtering, scheduling, and promotions. Acts **as the central hub** connecting customers, venues, service providers, and other components.

2. MATCHMAKING SYSTEM

Delivers **personalized workout plans to customers through matchmaking**. Generated or matched based on customer preferences and filtered through the platform, connecting customers with suitable plans.

3. SCHEDULE

Manage and organize **time slots** or **appointments** for clients, venues, and service providers. Use filters to ensure efficient scheduling and integrate with the platform's central operations.

4. WORKOUT PLAN

Connect customers with **suitable plans** based on customer preferences and platform filtering for generation or matching.

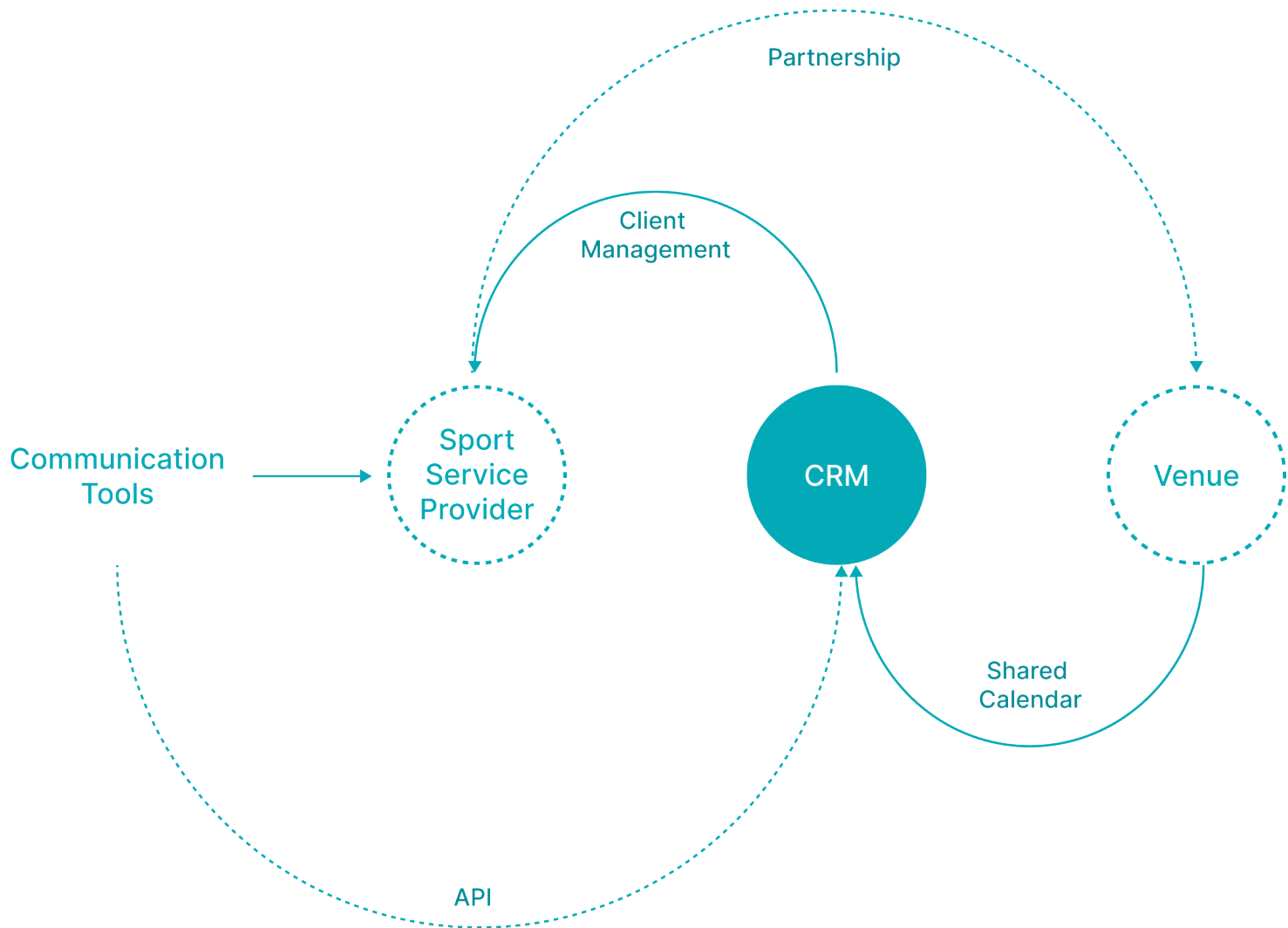
1. INTEGRATING COMMUNICATION TOOL

By leveraging APIs to integrate primary communication platforms such as WhatsApp, Instagram, or WeChat, the backend management system can seamlessly **capture conversation histories, client data, and interaction records in real time**, allowing for personalized marketing recommendations and rapid responses based on user behavior.



2. ESTABLISHING A SHARED CALENDAR

A shared schedule among venues, coaches, and users enables real-time class scheduling and resource coordination. This approach not only improves communication efficiency but also allows prompt adjustments to unexpected scheduling needs.

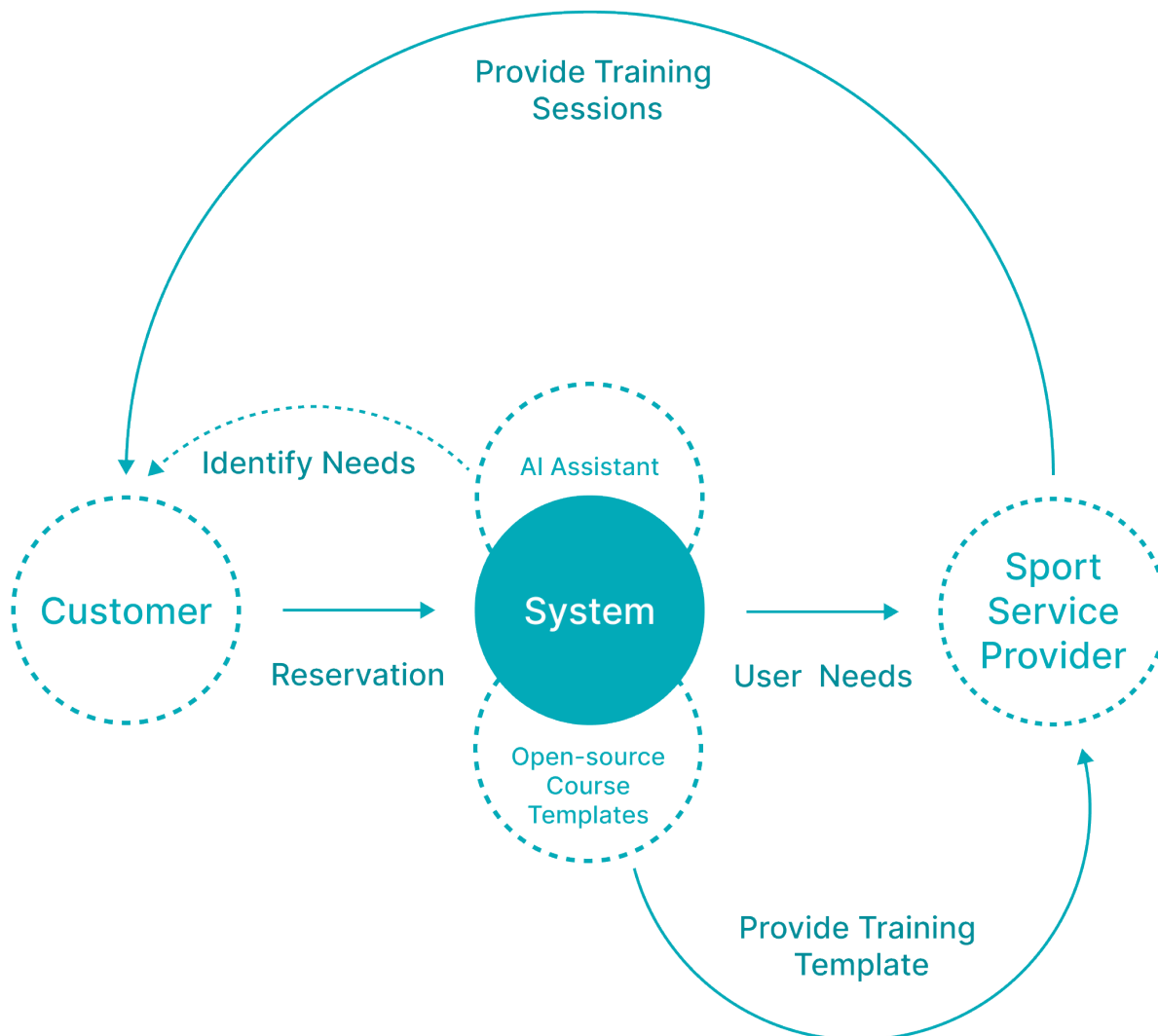


02 | WHAT IF...

WHAT IF SPORTS COACHES COULD ANTICIPATE AND ADAPT TO EACH INDIVIDUAL'S LEARNING STYLE AND PACE?

03 | WHAT IF...

THE SPORTS COACHES COULD AUTOMATICALLY IDENTIFY EACH USER'S UNIQUE NEEDS AND INTELLIGENTLY SCHEDULE THE MOST SUITABLE COURSES FOR THEM?



1. AI-SUPPORT MANAGEMENT TOOL

The management tool can integrate AI to filter and organize chat records with users, automatically logging and categorizing key requirements while generating follow-up plans, thus **reducing manual workloads and enhancing overall service efficiency.**

2. OPEN-SOURCE COURSE TEMPLATES

Provide open-source course templates for coaches to reference and select suitable template courses, **enhancing teaching quality and efficiency.**

3. CUSTOMER TAG

The customer tagging feature allows the labeling of users based on multiple factors such as **fitness habits, goals, and physical conditions.**


THINK BIGGER...

BOLDER...

...AND BETTER

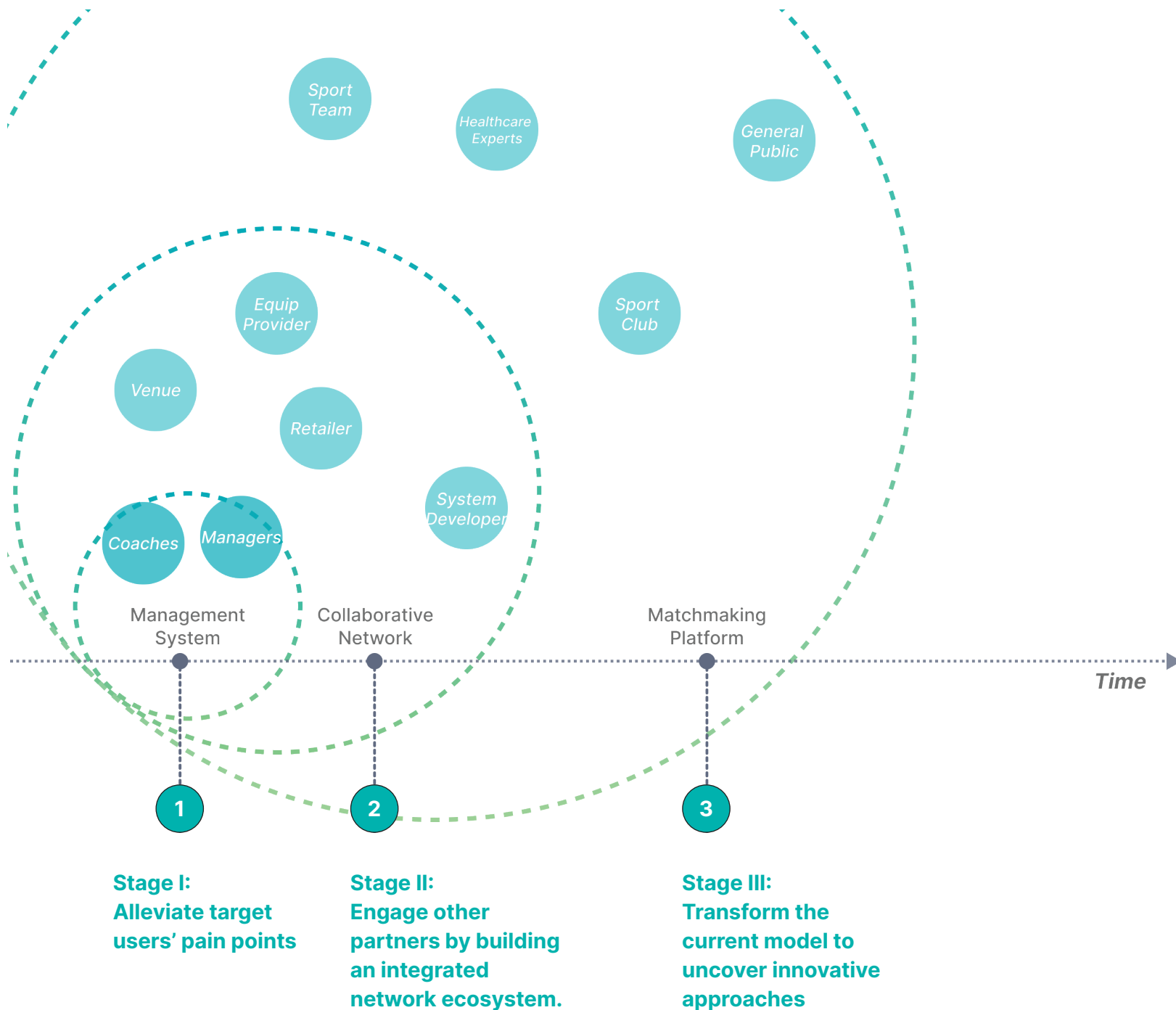
PHASE FIVE- THE FINAL DESIGN SOLUTIONS

HOW TO MAKE THINGS AS SEAMLESS AS BOOKING AN UBER?



The team is dedicated to helping sports coaches enhance their clients' experience through improved management practices. Through innovative system development, we have reimagined service systems and processes, employing digital application site maps and wireframes to create designs that evolved from low to high fidelity.

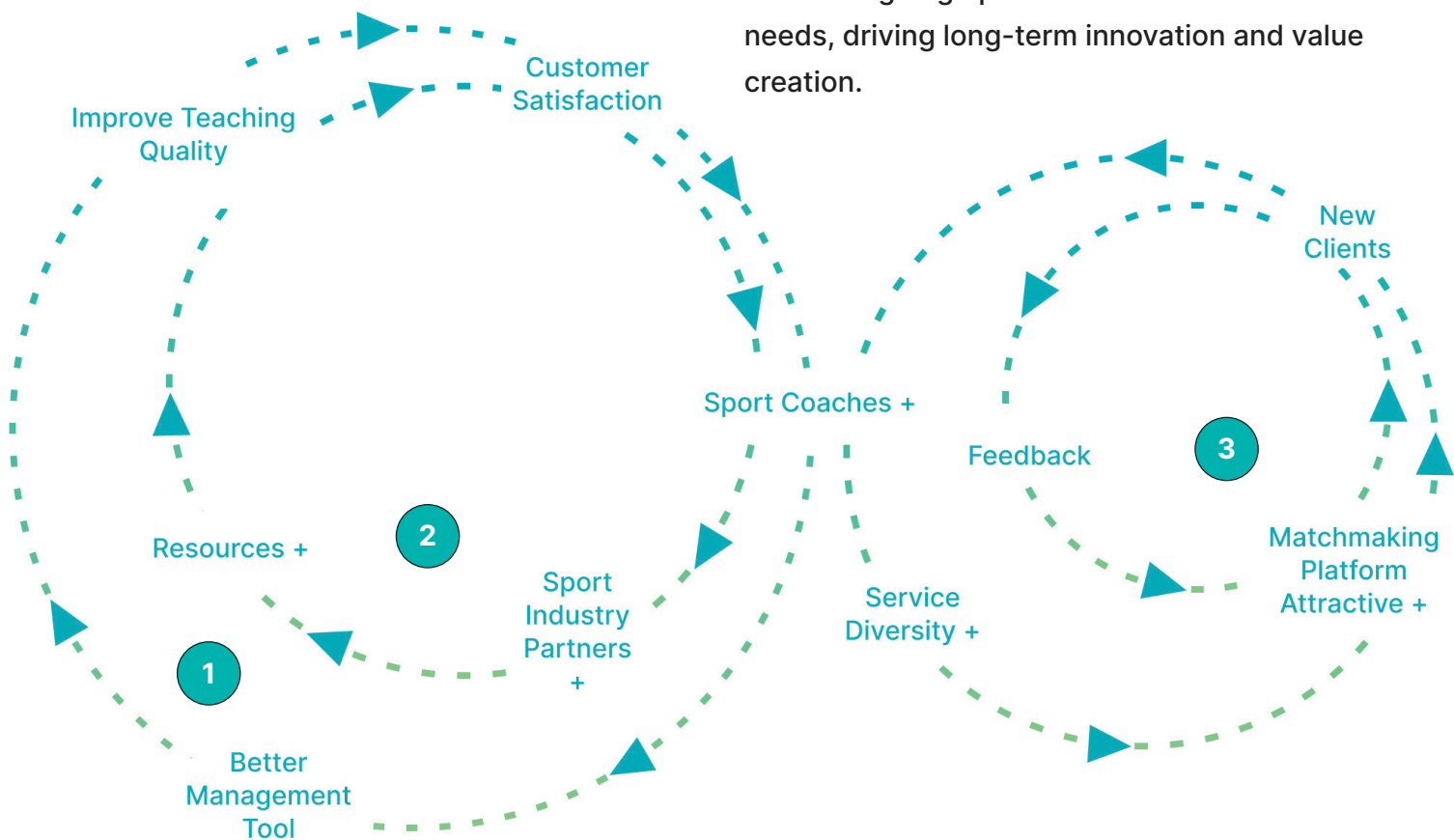
Our solution comprises two main aspects: (1) a matching platform that enables users to swiftly locate training resources, and (2) tools that empower coaches to manage their clients and resources more effectively. These advancements are intended to offer a more comprehensive and stress-free experience for all users.



CONTINUOUS INNOVATION STRATEGY IN THE SPORTS INDUSTRY

This strategy focuses on collaboration, continuous improvement, and platform innovation to create a dynamic, sustainable sports industry system.

It progresses through three stages: first addressing user pain points, then building a network ecosystem, and finally transforming into a matchmaking platform. Feedback loops ensure ongoing optimization based on real needs, driving long-term innovation and value creation.

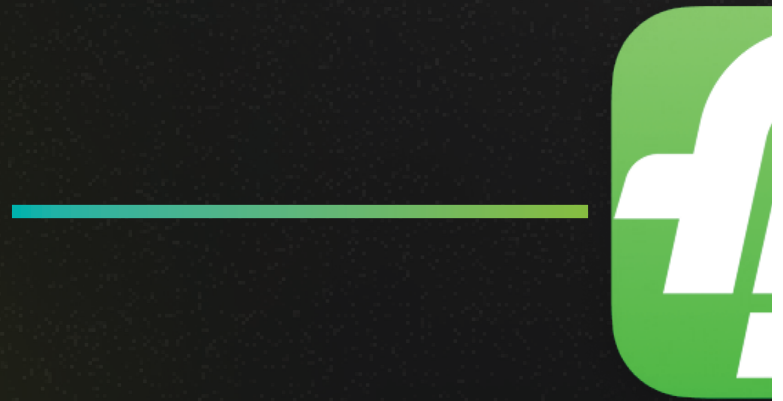




**MINIMIZE COMMUNICATION, MAXIMIZE
SPORTS IMPACT: COACHING, CONSULTING,
NUTRITION, TEAM BUILDING, AND TRAINING.**



01 | FIT FOR SPORT COACHING EXPERTS






02 | FIT FOR SPORT LEARNERS



Customer Tag

AI Assistant



Zilan

Membership X

Monday

About

Gender: Female

Date of Birth : 1999-02-28

Tags

Tennis X

Taipei X

Beginner X


3 Months X

Calendar

Feb 2025

← Jan Today Mar →

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1
2	3	4	5	6	7	8



Zilan

Hello, I am a novice who has been learning ...

FIRST PHASE

01 | HELP SPORTS COACHES EASILY IDENTIFY USER NEEDS

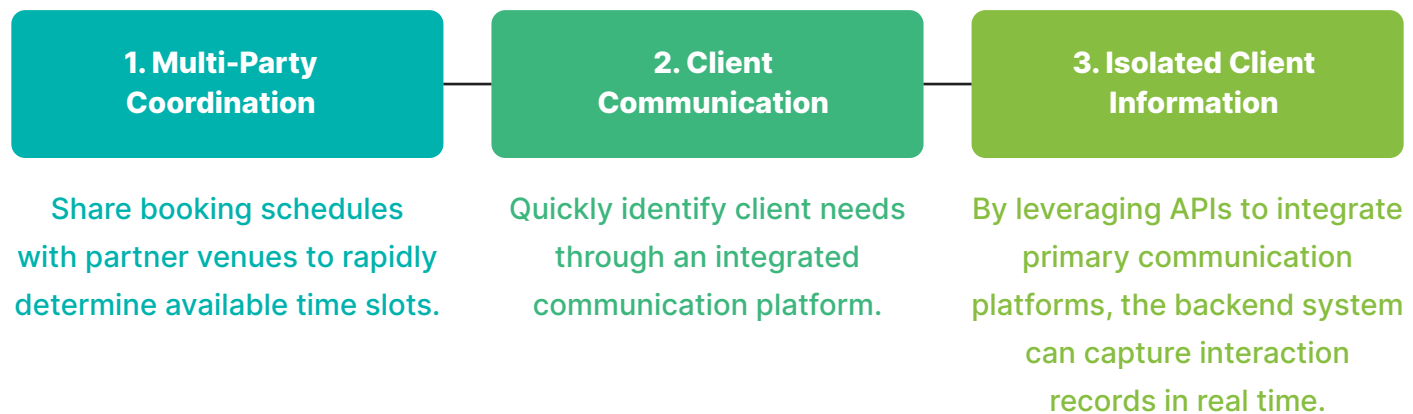
FITTOGETHER is a management system **designed for the sports education industry**. We reimagined our application to offer sports coaches and health consultants a platform that streamlines resource management, seamlessly integrates into their daily schedules, and adapts to the ever-changing needs of their clients—reducing excessive communication and eliminating information silos.

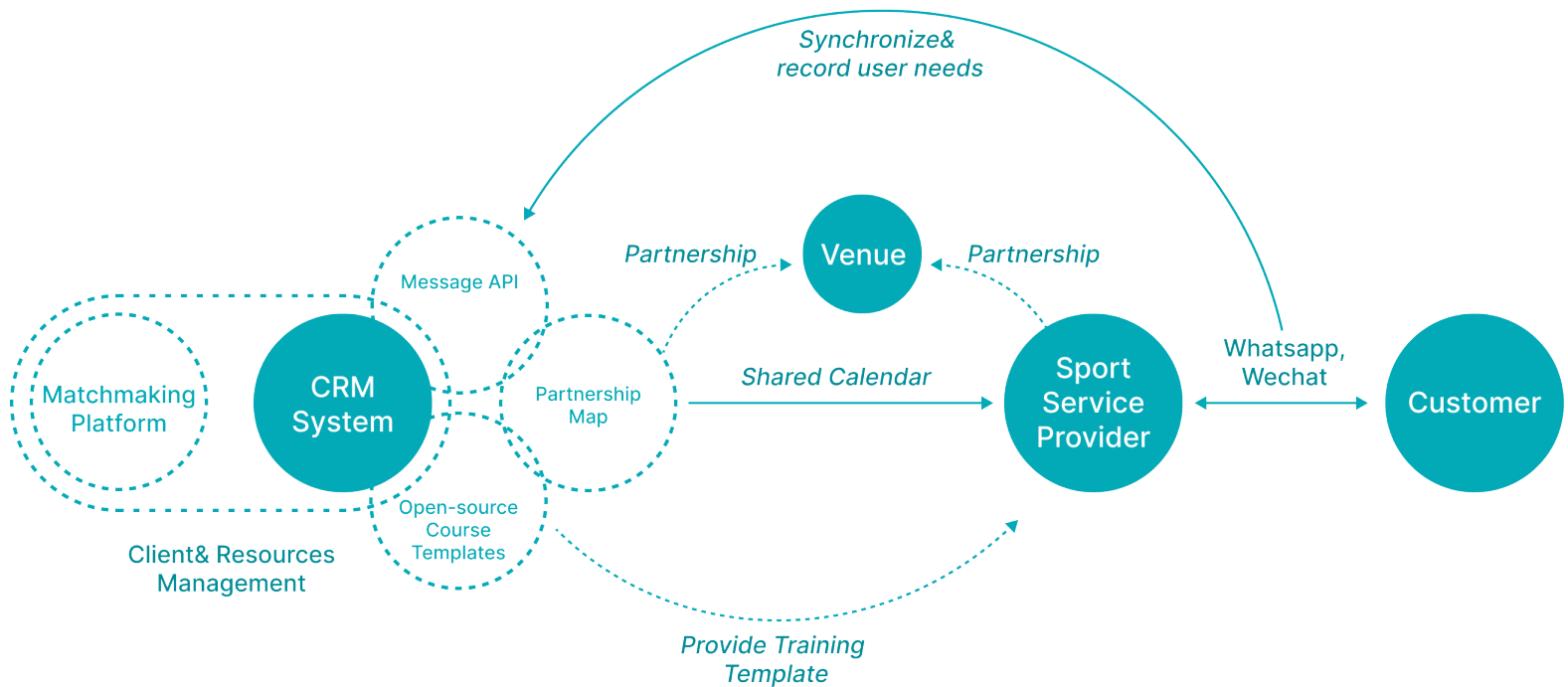
01 | HELP SPORTS COACHES EASILY IDENTIFY USER NEEDS

We aim to develop a customer and resource management system focused on sports education and training. Our objective is to address three key user pain points:

- 1 Sports coaches waste significant time coordinating with multiple parties such as venues, clients, fellow coaches, and management.
- 2 It is challenging to monitor and assess student needs, resulting in prolonged and inefficient communication.
- 3 The current digital tools are disjointed and unsynchronized, leading to isolated client information.

This prompted us to develop **a three-step strategy** to meet coaches' communication needs. We structured the activities as a digital service layer to reduce barriers for coaches in multi-party communication:





1. Partnership Map

This system is dedicated to engaging a broader range of stakeholders and offering a comprehensive partnership map to easily search for partner venues.

2. Shared Calendar

By becoming partners, stakeholders can share appointment calendars, streamlining schedule management and significantly reducing communication time.

3. Message API

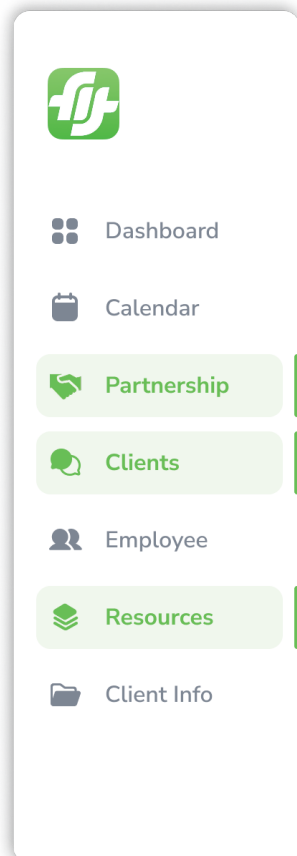
By leveraging APIs to integrate message platforms such as WhatsApp, Instagram, or WeChat, the backend system can capture interaction records in real time.

4. Customer Tag

The system provides user tagging tools and AI assistants to help organize user data.

02 | CONCEPT PROTOTYPING

In our concept prototype, we **re-evaluated user pain points and redefined requirements** based on prior research, while incorporating the “WHAT IF” concept.



01 | SIDE BAR

- We have reimagined our management tool—focusing
- on venue, resource, and client management functionalities—to further elevate the quality
- of sports coaching.

MORE VENUE AND RESOURCE
INFORMATION SHARING

LEADS TO

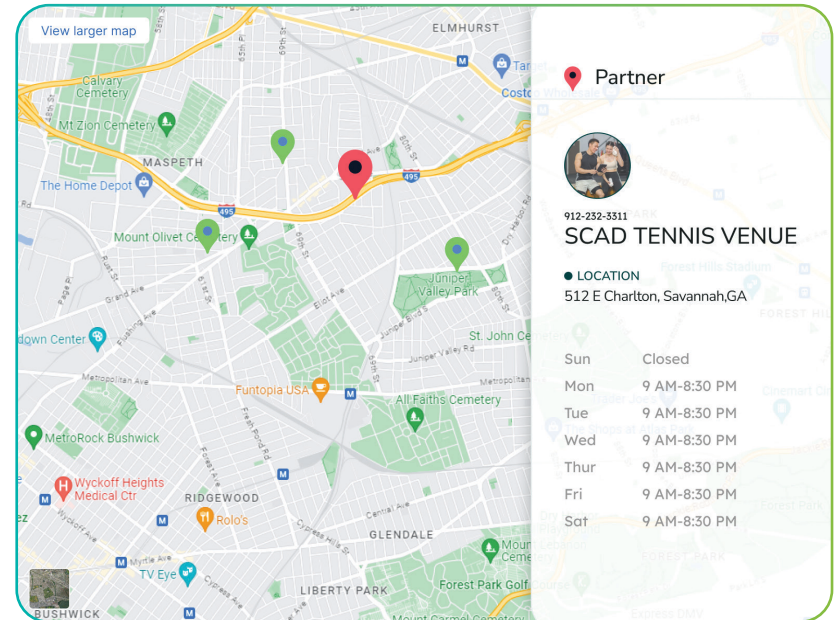
REDUCE COMMUNICATION
TIME AND SPEED UP
PROCESSING

LEADS TO

BETTER EXPERIENCE
FOR COACHES AND
CLIENTS

02 | PARTNERSHIP MAP

The comprehensive partnership map **allows coaches to search for partner venues** on the platform. This functionality facilitates the expansion of training locations and helps in building strategic alliances to enhance the overall training experience.



03 | SHARED CALENDAR

Featuring a shared calendar, the system **synchronizes orders and appointments with partner venues**. This enables coaches to manage schedules efficiently and coordinate training sessions seamlessly, ensuring optimal time management.

Add Request
SCAD Tennis Venue

Request Type
☒ Reservation
☐ Cancel

Days
Hours

19
< September, 2020 >

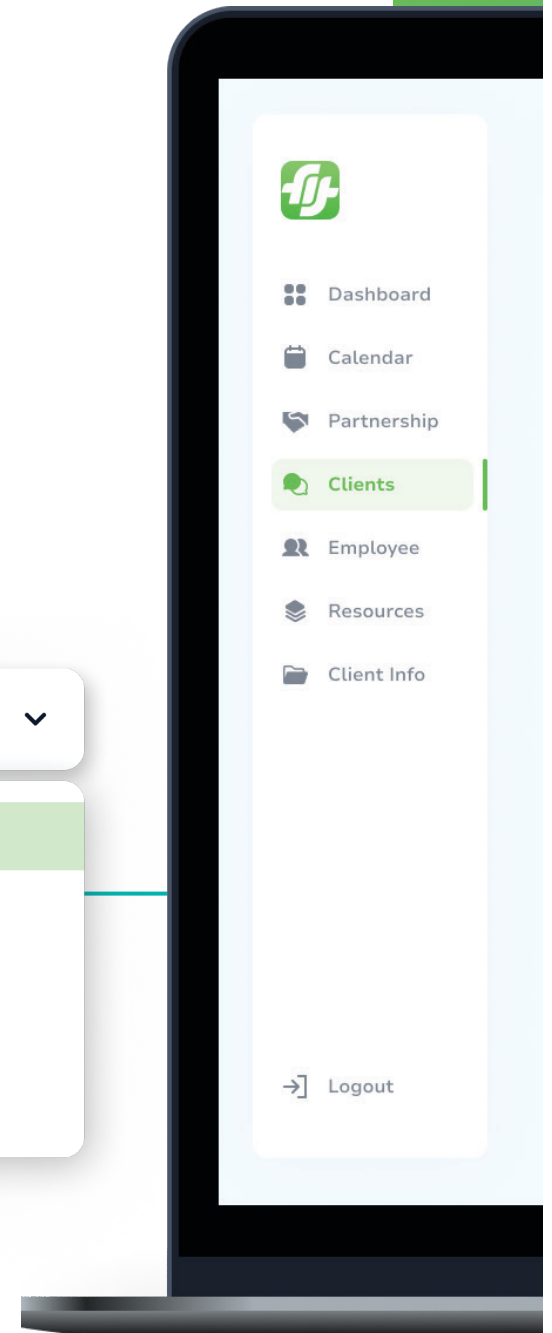
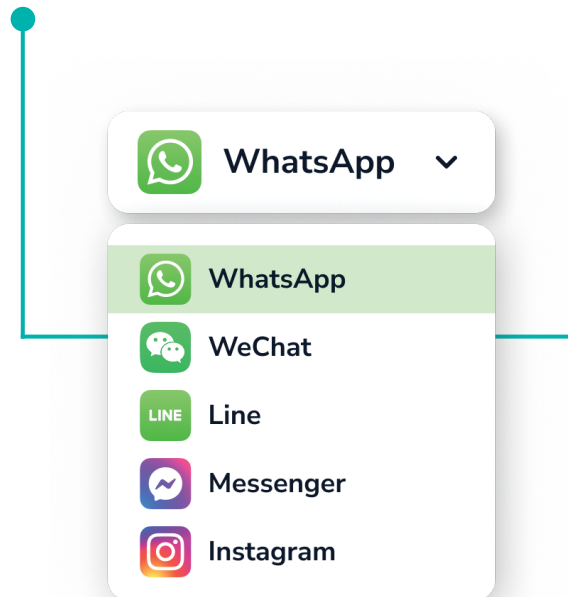
Mon	Tue	Wed	Thu	Fri	Sat	Sun
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Send Request

04 | CLIENTS: MESSAGE API

By integrating popular messaging platforms such as WhatsApp, Instagram, or WeChat via APIs, the backend system captures real-time interaction records. This enables sports coaches to **stay updated on athlete communications and respond promptly to inquiries**, ultimately boosting coaching efficiency and athlete engagement.

It not only streamlines communication but also enhances overall coaching efficiency. By fostering a **data-driven** and **responsive training environment**, the platform significantly boosts athlete engagement and satisfaction, ultimately leading to improved performance outcomes and a more connected coaching experience.



Search

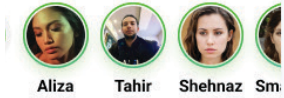


WhatsApp ▾

ients

Search or start new chat

S



Aliza Tahir Shehnaz Sm

IATS PRIVATE

Zilan

12:35 PM

If possible, I would like to have clas

Shehnaz

12:35 PM

Call ended

Client

9:12 AM

What time are we there?

Mueez

9:00 AM

You: I will send you the appoint

Hasnain

7:10 PM

You: I will send you the time slots

Saleem

7:10 PM

You: I will send you the email



Zilan

Online

Hi there, How are you?

12:24 PM

Waiting for your reply. I saw tennis courses on your website

12:25 PM

Hello, it's a pleasure to serve you. May I ask about your current level and ideal place?

12:28 PM

I have studied for three months and I currently live in Taipei City

12:35 PM

If possible, I would like to have classes on Mondays. Both Kaohsiung City and Taipei City are fine.

12:36 PM



Type a message



Customer Tag

AI Assistant



Zilan

Membership X

Monday X

About



Gender: Female

Date of Birth : 1999-02-28

Tags

Tennis X

Taipei X

Beginner X

3 Months X

Calendar

Feb 2025



Today



← Jan




Mar →

SUN	MON	TUE	WED	THU	FRI	SAT
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23	24	25	26	27	28	1
2	3	4	5	6	7	8

Macbook Air



S

- start new chat
- 

Tahir Shehnaz Sm
- PRIVATE
- 12:35 PM

ible, I would like to have clas
- 12:35 PM


1az ended
- 9:12 AM

ime are we there?
- 9:00 AM

z will send you the appoint
- 7:10 PM

ain will send you the time slots
- 7:10 PM

m will send you the email



Zilan
Online

Hi there, How are you?

12:24 PM

Waiting for your reply. I saw tennis courses on your website

12:25 PM

Hello, it's a pleasure to serve you. May I ask about your current level and ideal place?

12:28 PM

I have studied for three months and I currently live in Taipei City


12:35 PM

If possible, I would like to have classes on Mondays. Both Kaohsiung City and Taipei City are fine.

12:36 PM


Type a message

Customer Tag AI Assistant



Zilan

Membership X Monday X

About 

Gender: Female
Date of Birth : 1999-02-28

Tags

Tennis X Taipei X Beginner X 3 Months X

Calendar

Feb 2025 Today

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1
2	3	4	5	6	7	8

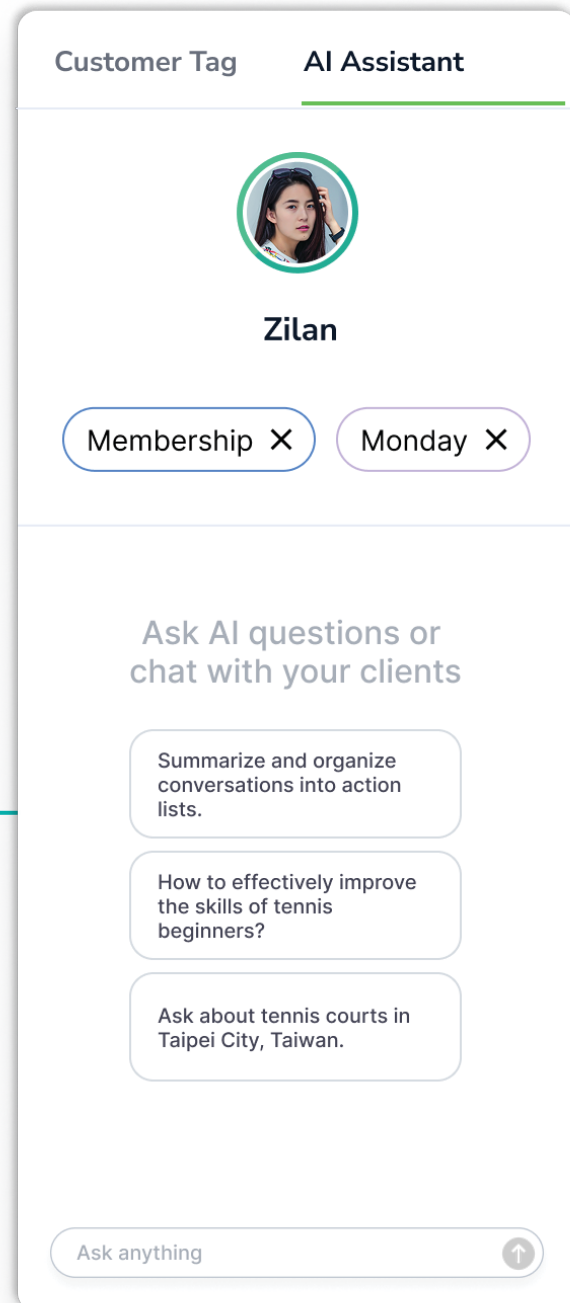
Macbook Air

05 | CLIENTS: CUSTOMER TAG

The system offers user tagging tools to efficiently record and organize athlete needs. This empowers coaches to gain a **clear understanding of training requirements and tailor coaching strategies** to maximize performance.

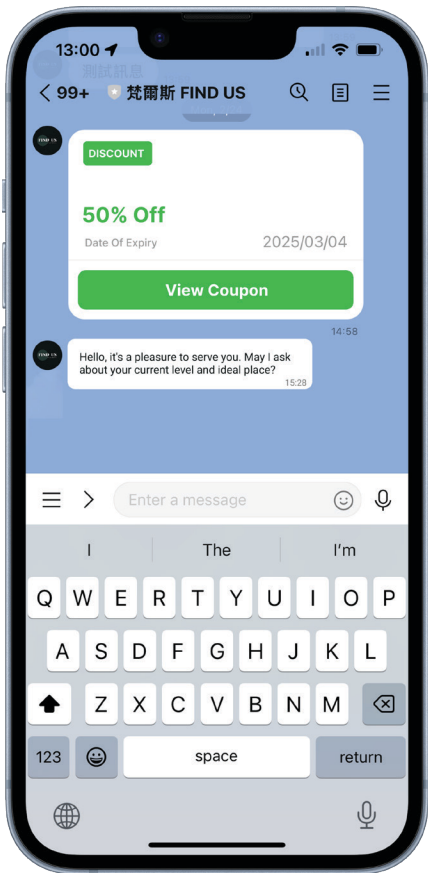
06 | CLIENTS: AI ASSISTANT

The AI Assistant tool leverages conversation logs **to generate tailored prompts**, empowering coaches to respond to client inquiries swiftly and effectively.

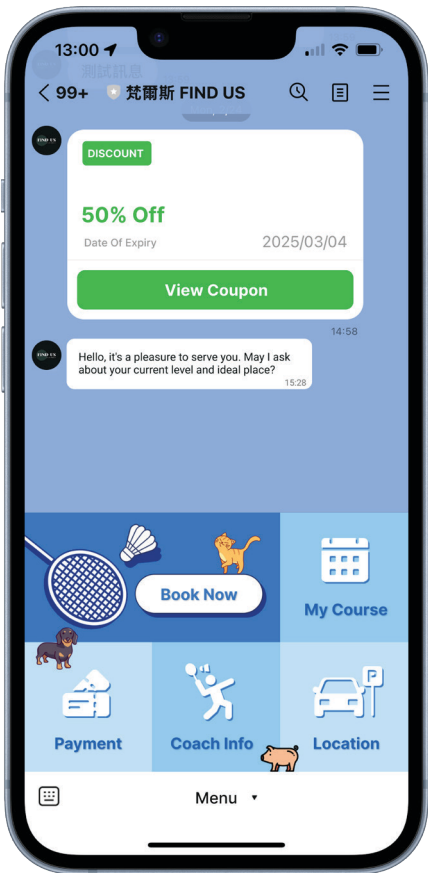


07 | BOOK COURSE THROUGH MESSAGING APPS

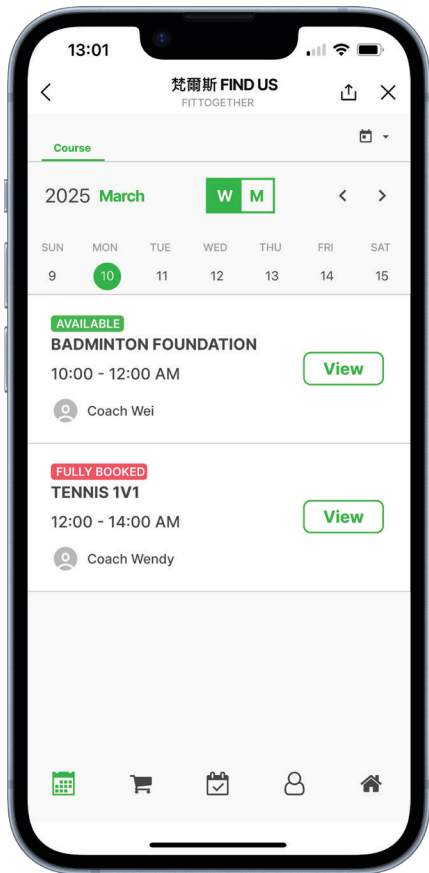
Clients can conveniently browse and engage with courses through messaging apps.



1



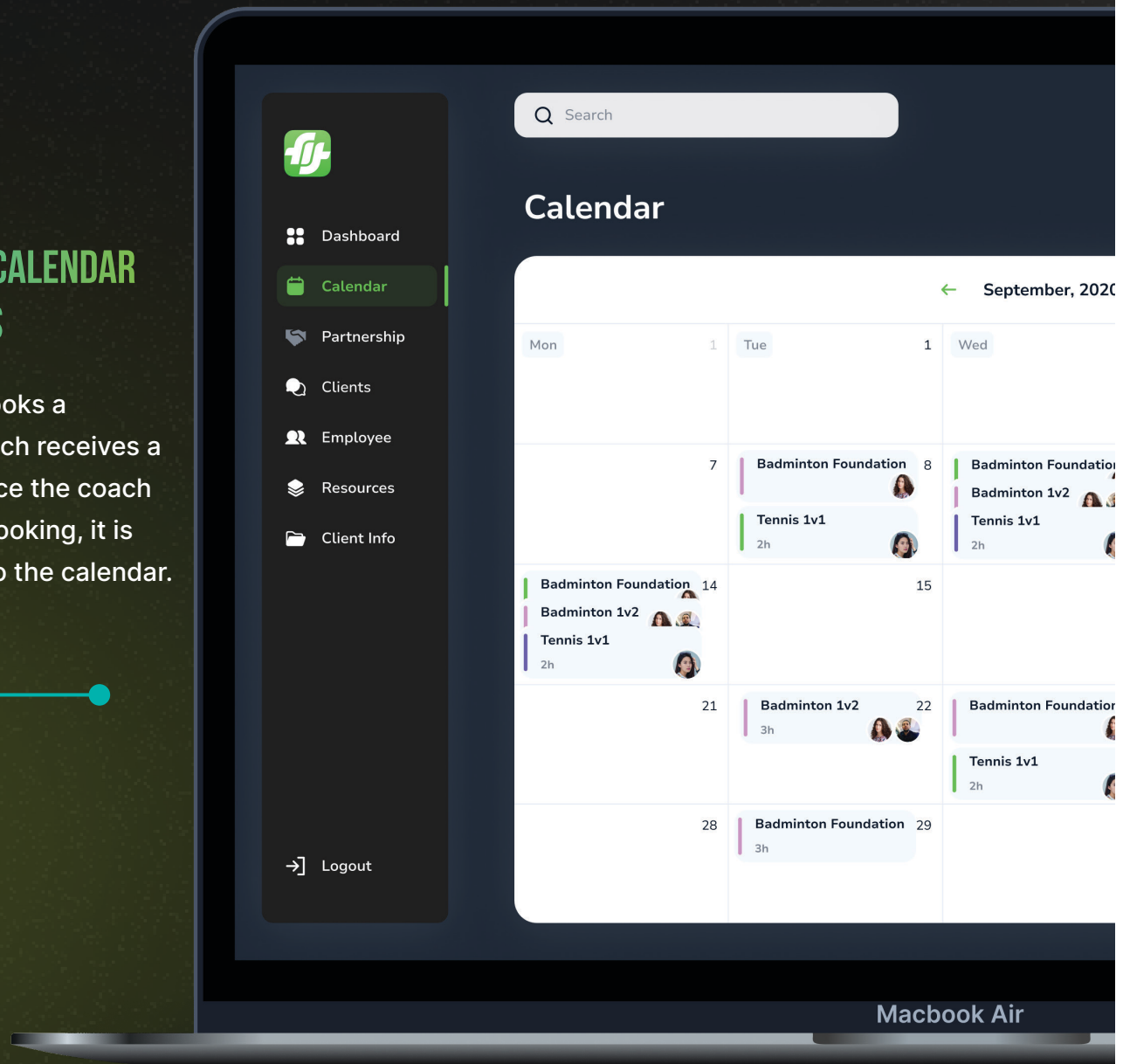
2



3

08 | SHARED CALENDAR WITH CLIENTS

When a user books a course, the coach receives a notification; once the coach approves the booking, it is synchronized to the calendar.





SECOND PHASE

02 | SPORTS COURSE MATCHING PLATFORM FOR SPORT LEARNERS

FITTOGETHER is more than just a management system for the sports education industry—it's **an innovative matchmaking platform designed for the general public**. It seamlessly connects users with personalized sports courses, training programs, and health consultation services, carefully tailored by location, venue, and specialized athletic offerings. By harnessing strategic partnerships with premier sports education institutions and facilities, FITTOGETHER provides a diverse range of high-quality services.

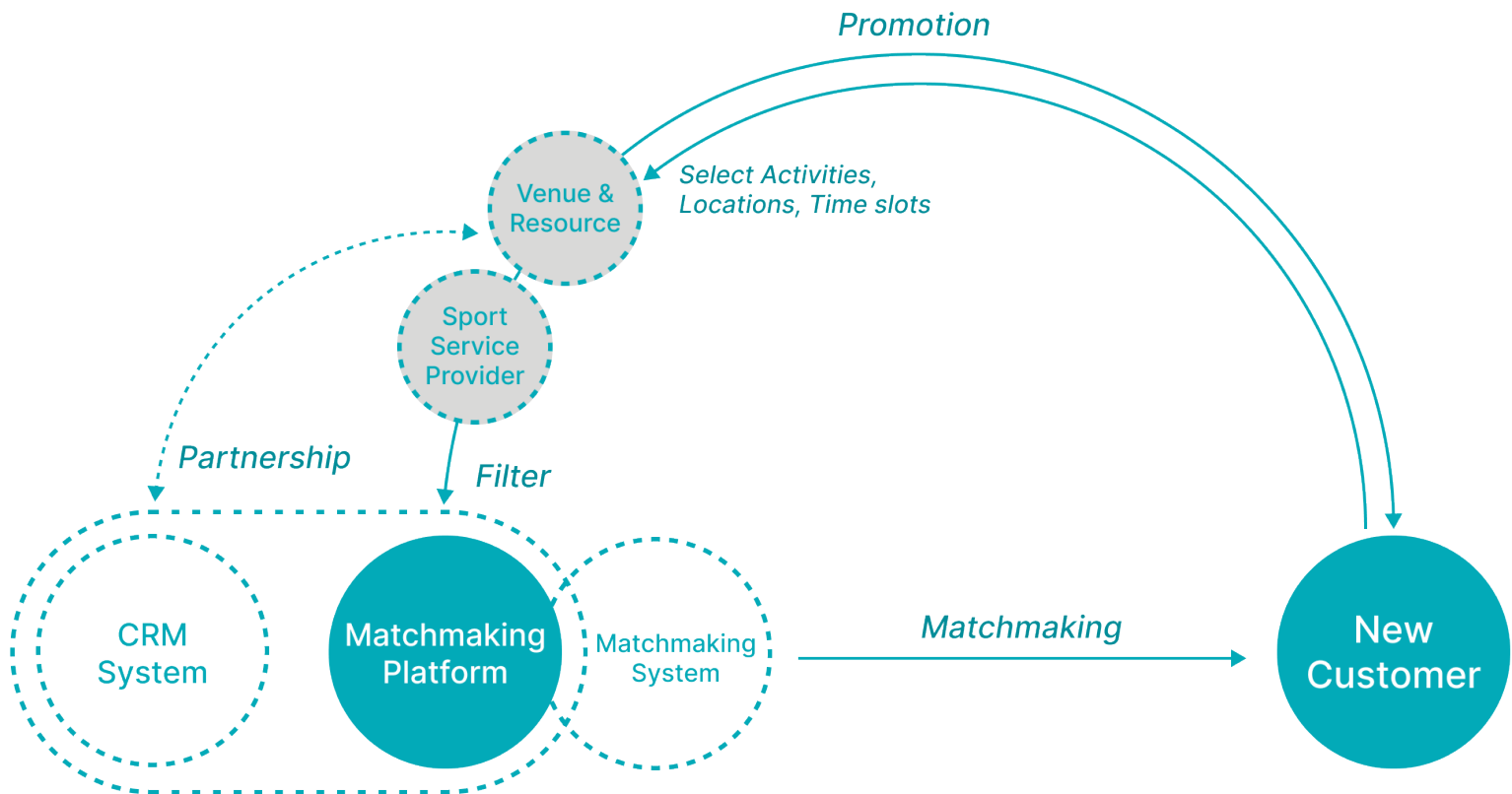
This dynamic ecosystem not only enhances the overall user experience but also empowers individuals to achieve their fitness and wellness goals with ease and efficiency.

01 | A MATCHING PLATFORM FOR SPORT LEARNERS

The disruptive system revolutionizes the sports industry **by unifying coaches and resources** on a seamless platform. It empowers users to directly express their needs and match efficiently, reducing communication barriers and streamlining resource management, ultimately shifting control to a dynamic, user-driven ecosystem.

TRANSITIONING FROM A SPORTS INSTITUTION-LED APPROACH TO A USER-DRIVEN MODEL.





1. Matchmaking System

The platform enables general users to seamlessly match with sport services they require.

2. Demand Identification

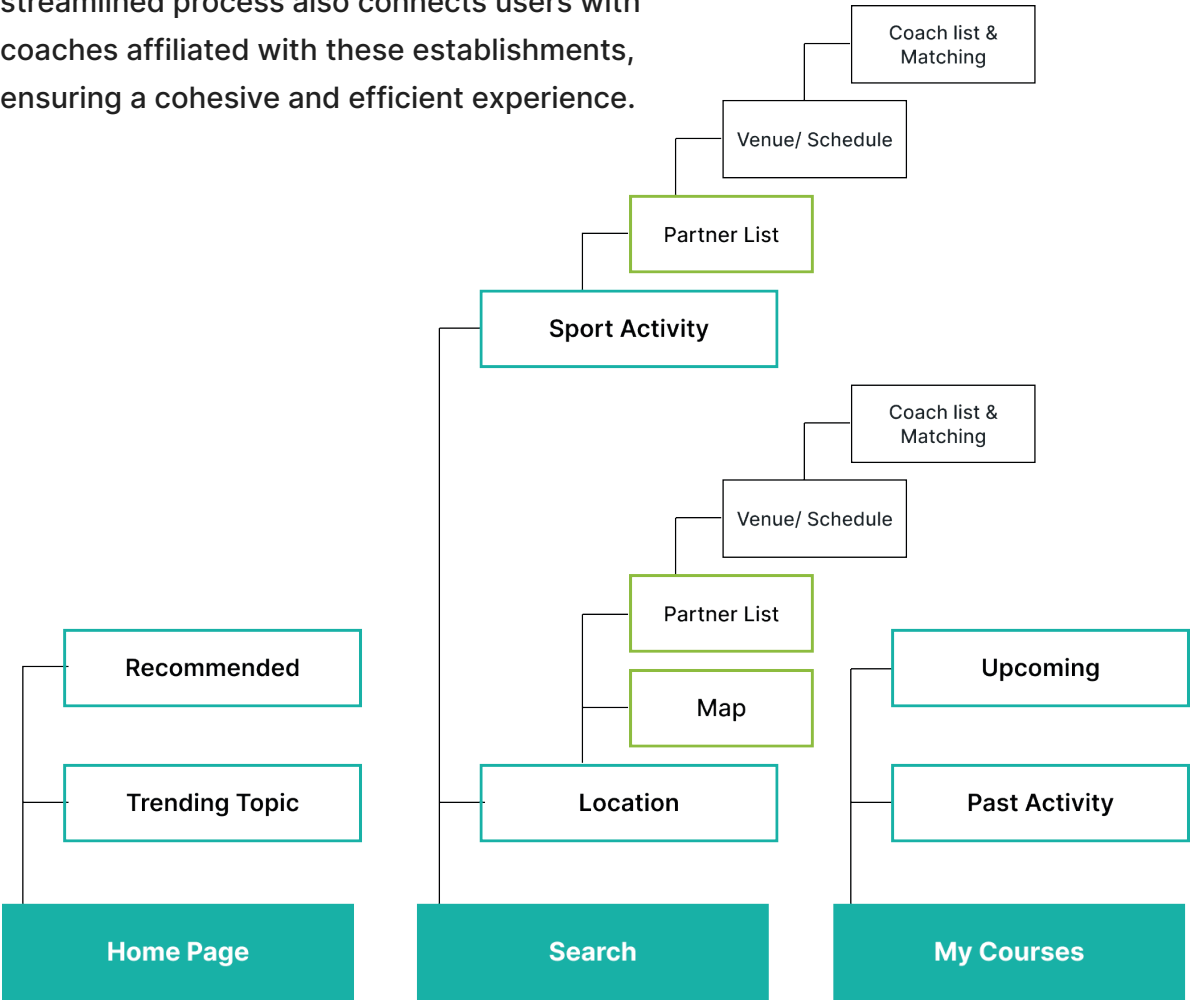
Leverage recommended content to capture sports topics and activities that interest users, uncovering latent needs.

3. Finding Coaches

Users can locate experts by filtering through geographical locations or specific sports activity categories.

02 | INFORMATION ARCHITECTURE

The primary objective is to help users select partner sports institutions or venues through an intuitive matchmaking mechanism. This streamlined process also connects users with coaches affiliated with these establishments, ensuring a cohesive and efficient experience.



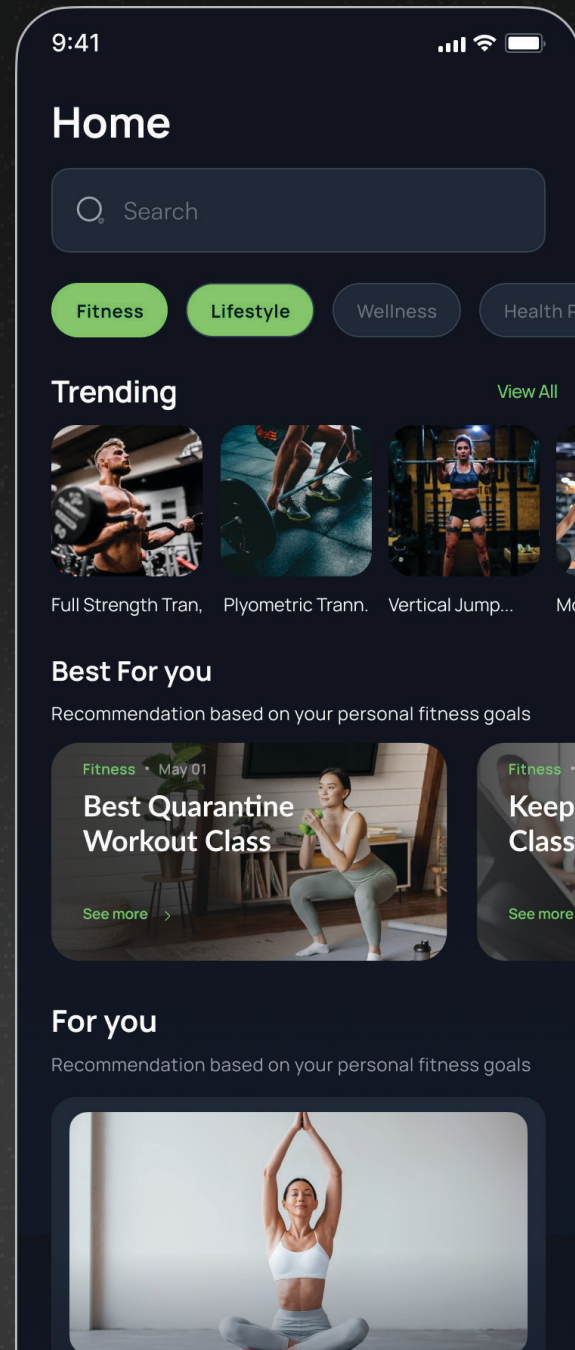
LEVERAGE PERSONALIZED
RECOMMENDATIONS TO
CAPTURE USER BEHAVIOR

LEADS TO

RAPIDLY IDENTIFY
POTENTIAL CUSTOMERS

LEADS TO

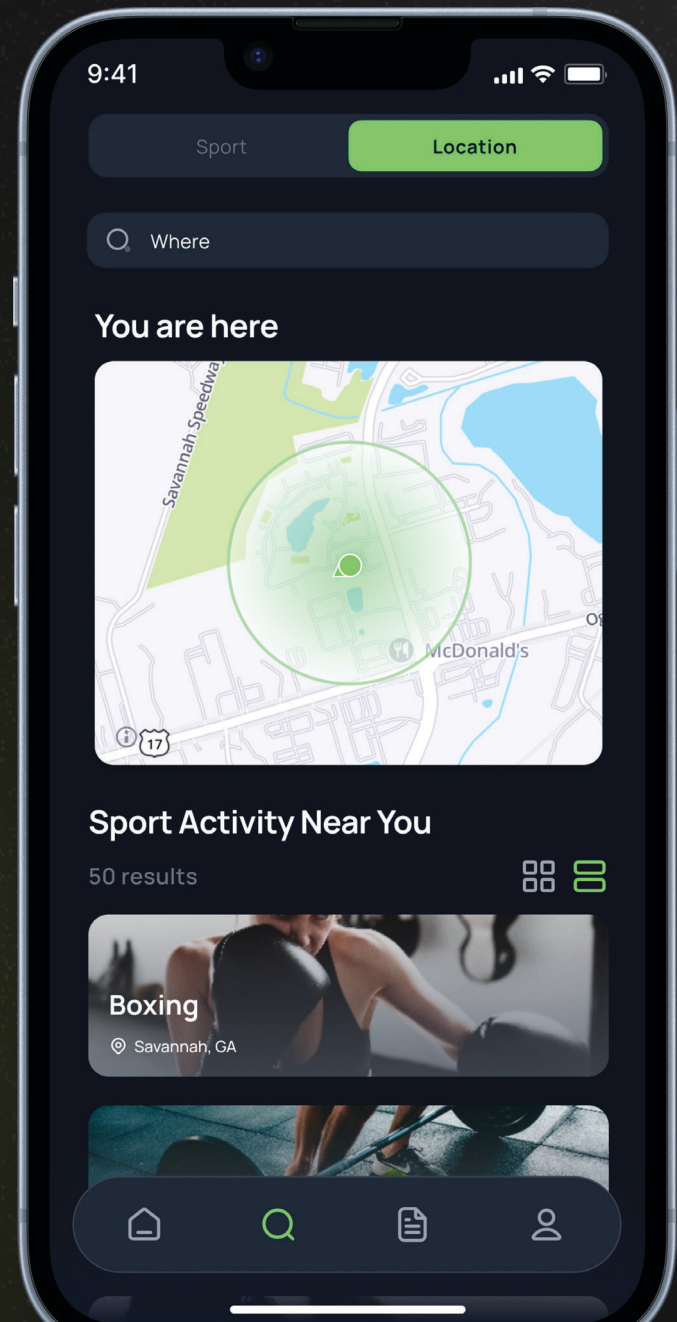
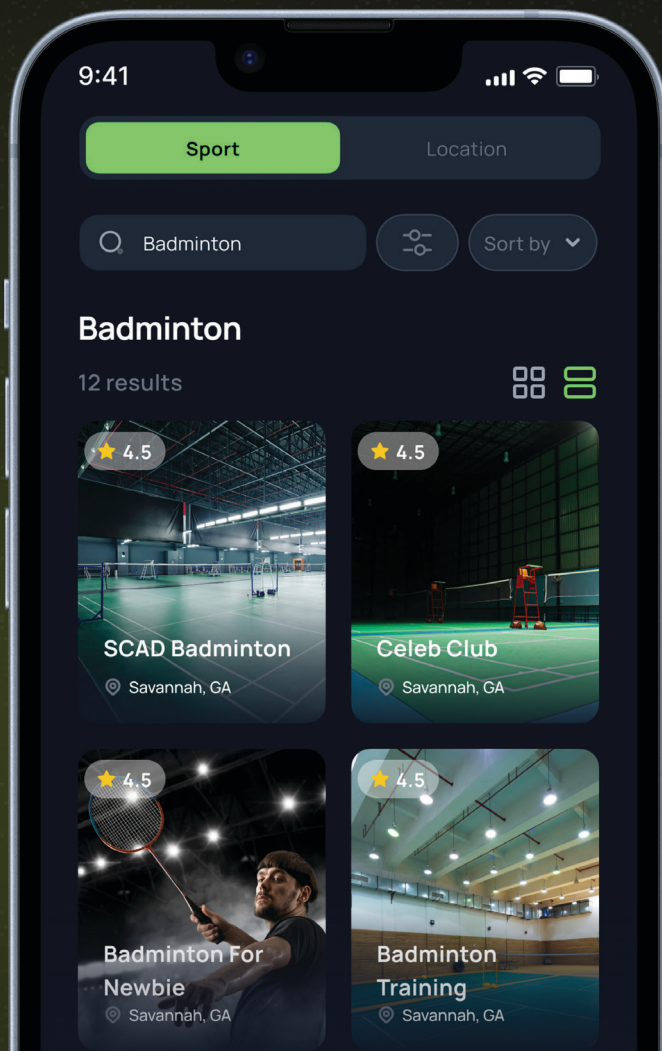
ENHANCE MATCHING
EFFICIENCY



01 | SEARCH SERVICES AND VENUES

Select by Sport Activity or Location:

- Search for sport coaching partners by sports category.
- Discover nearby partners using your



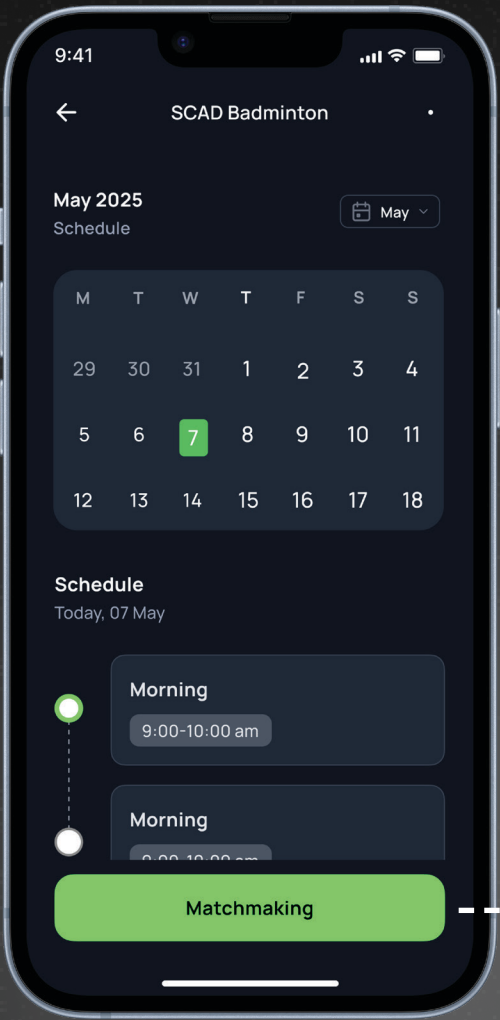
02 | SCHEDULE AND MATCH

Select a venue and choose your class schedule to initiate the matching process.

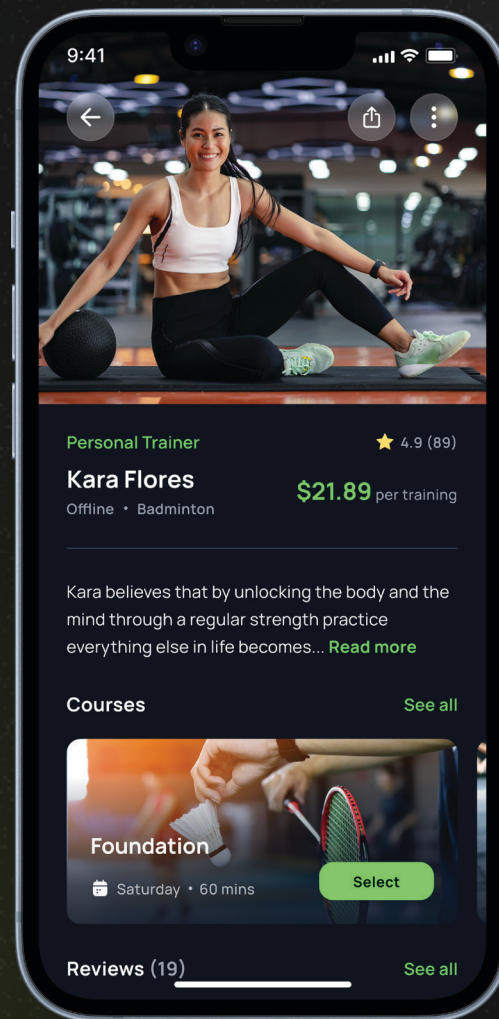
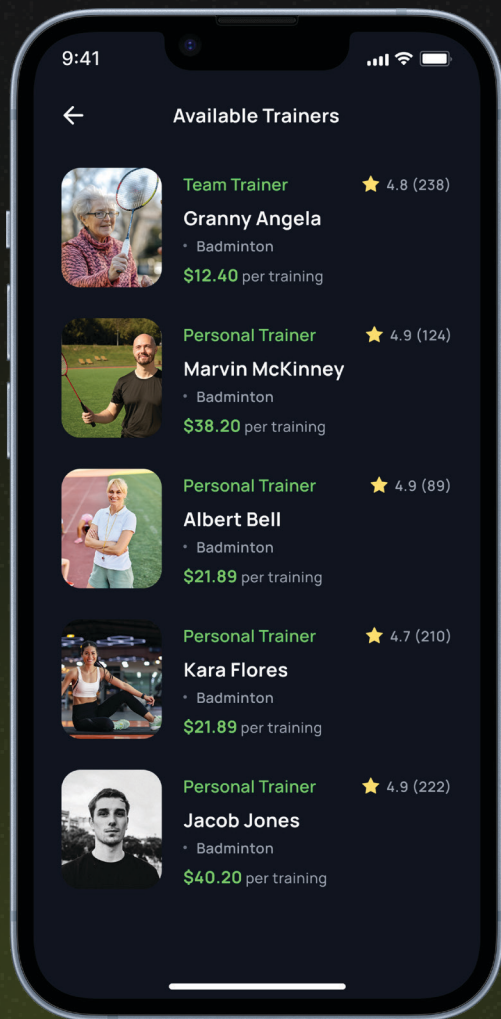


Select the Venue

Pick up
Time slots



Matching and Waiting...

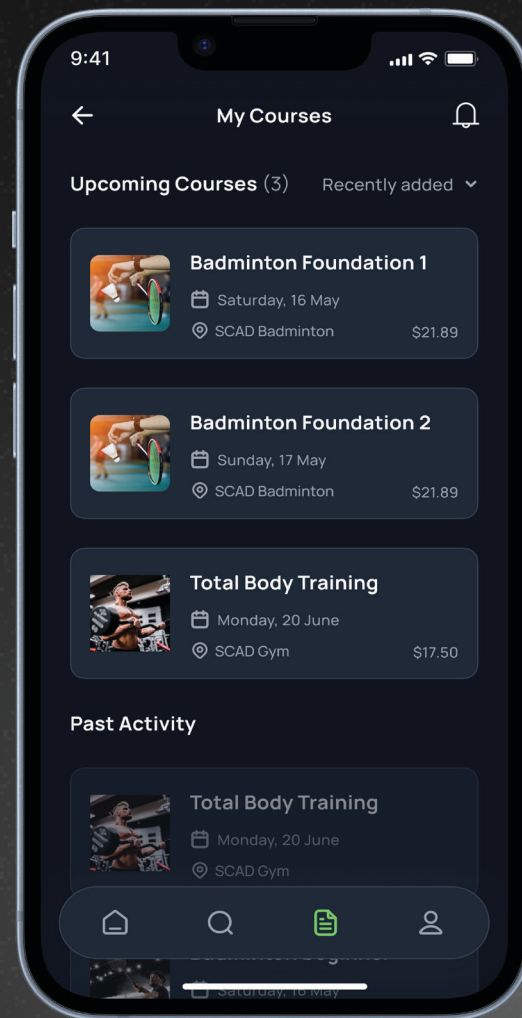
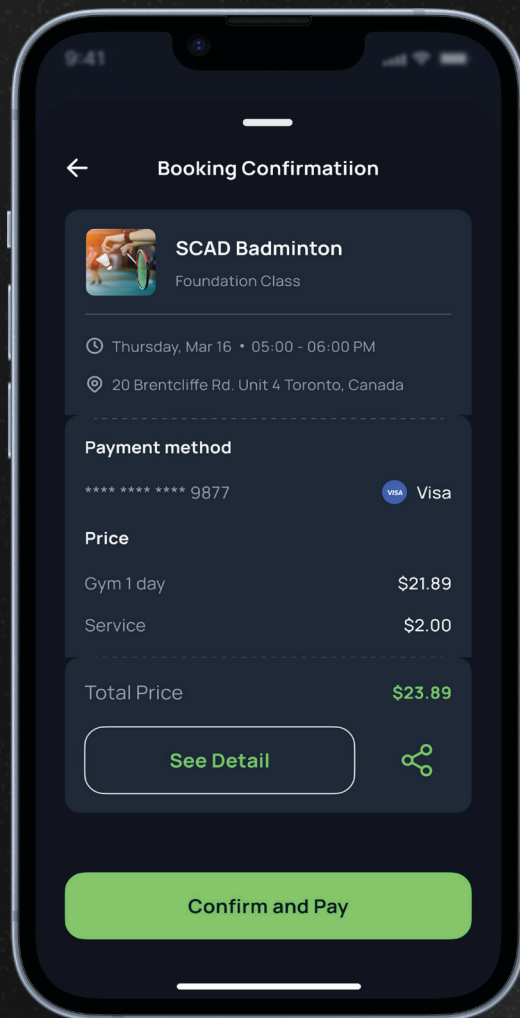


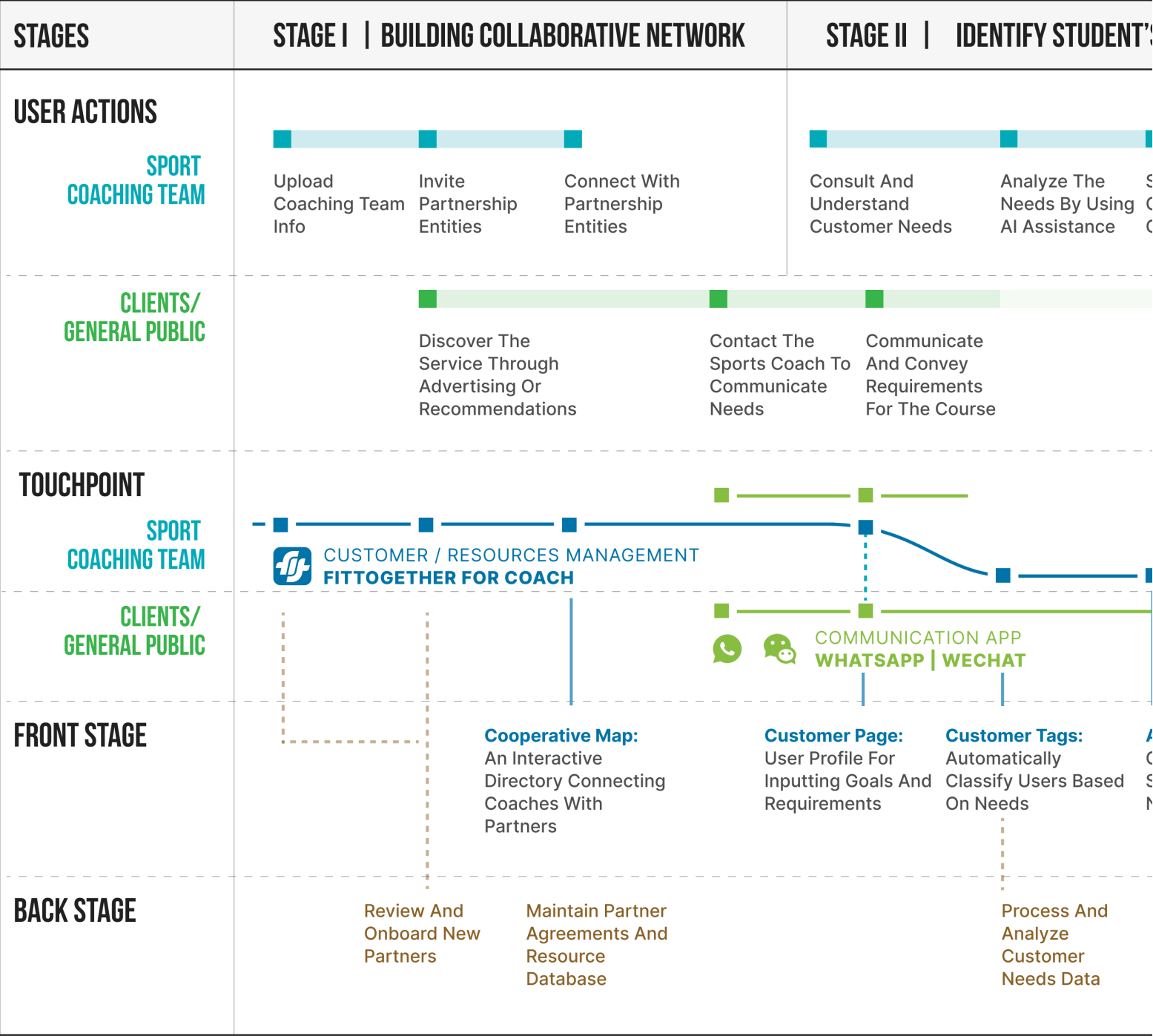
03 | VIEW MATCHING RESULTS.

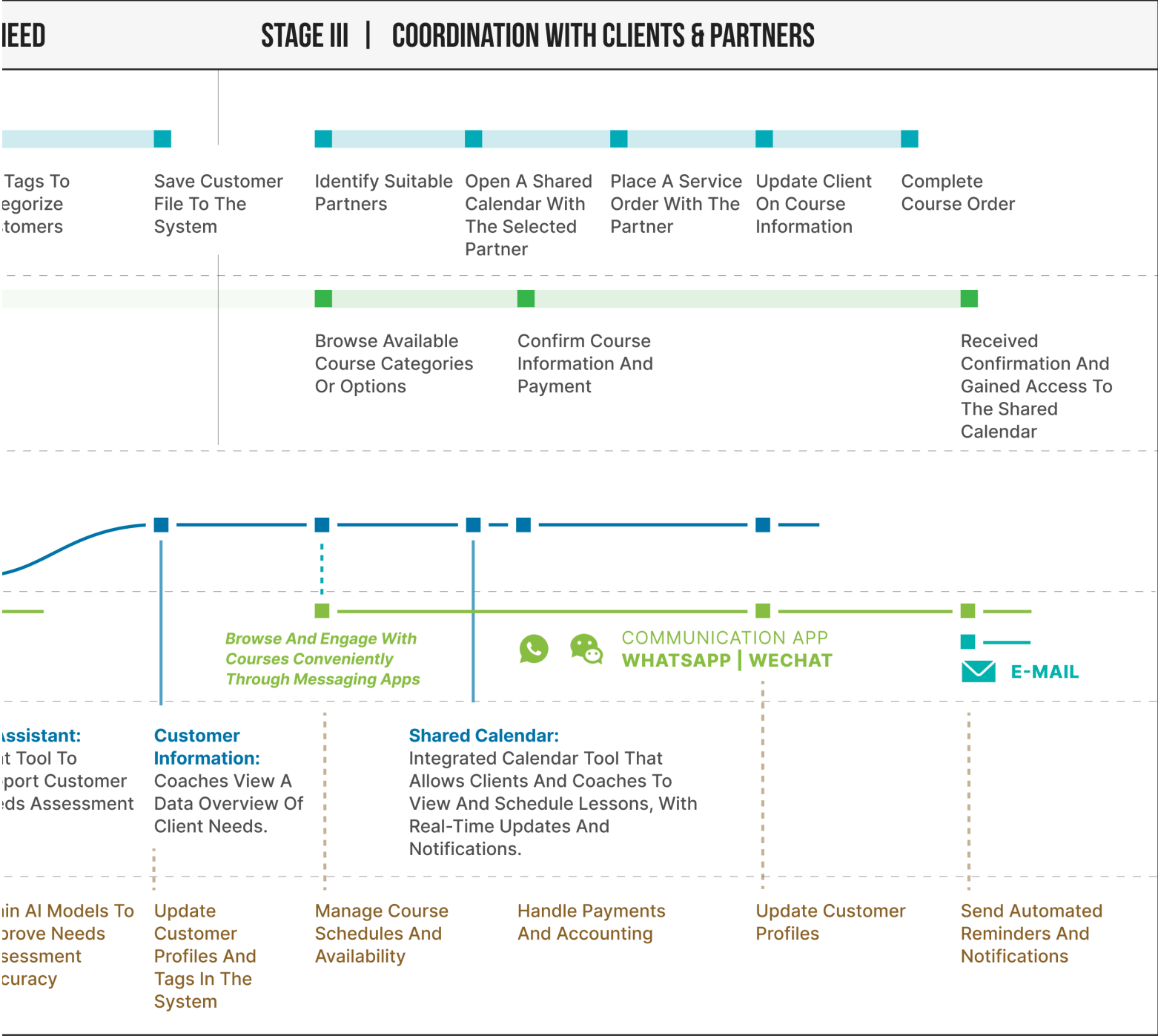
Explore your matched coaches by reviewing their service offerings, pricing details, and customer feedback—empowering you to make informed decisions for your fitness journey.

04 | COMPLETE ORDER AND VIEW ACTIVITIES

Once your payment is confirmed, effortlessly access your schedule to view upcoming classes through a streamlined interface that keeps you informed and ready for your next session.







FUTURE CUSTOMER JOURNEY X SPORT COACH

Building upon previous research and user insights, the team has proposed a future communication and service flow to address the challenges faced by sports coaches when using the **FITOGETHER** platform.

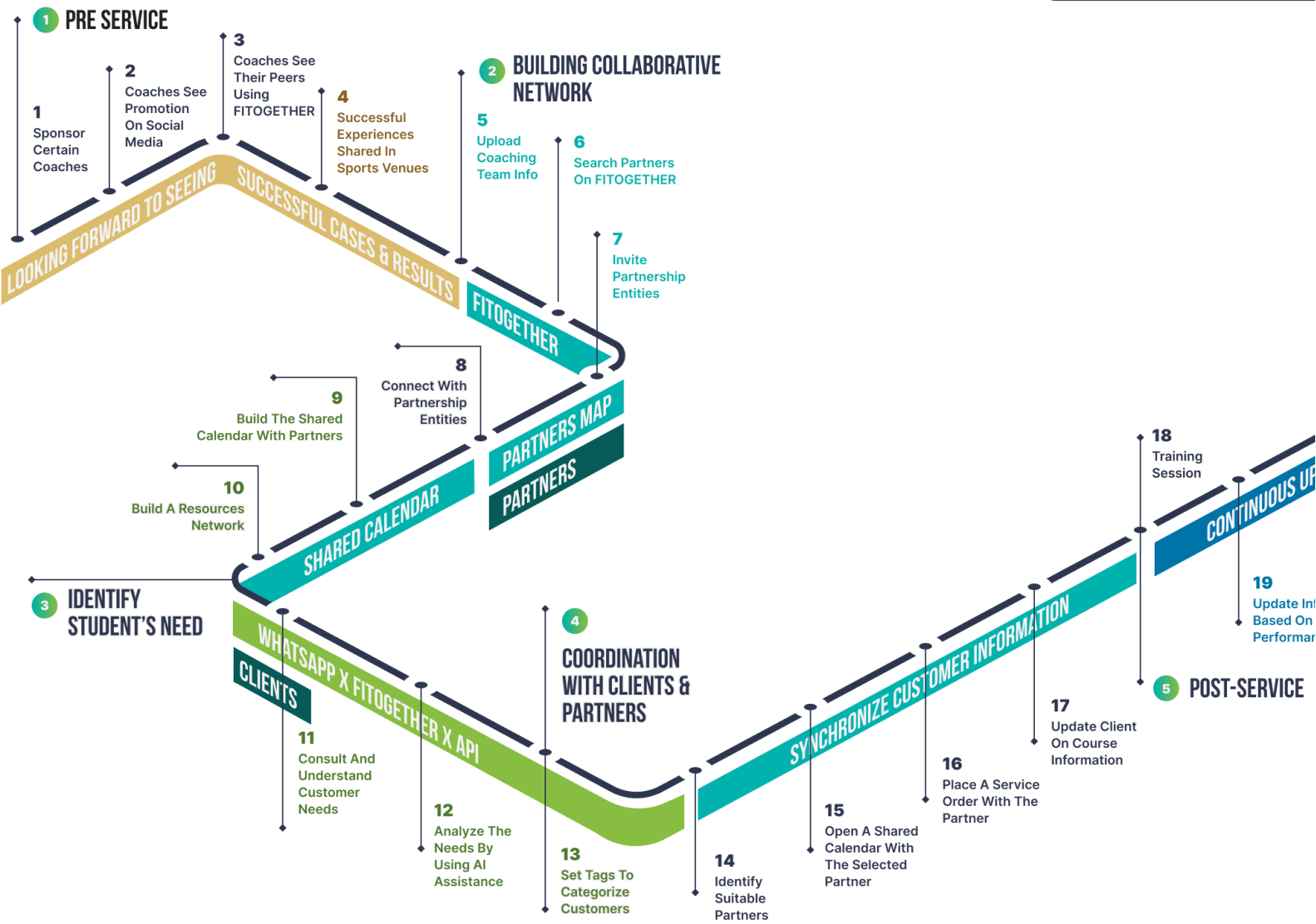
Fitogether

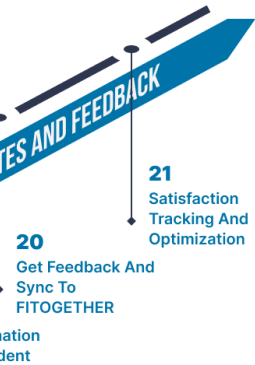
Communication Tool

Expectation Before Service

P

S





PRE-SERVICE

To boost brand visibility, the platform will establish a presence at offline events, such as sports venues and coach gatherings, through display booths or presentations. Additionally, by offering case studies and success stories, FITTOGETHER seeks to build initial trust among coaches, showcasing the platform’s proven impact and reliability

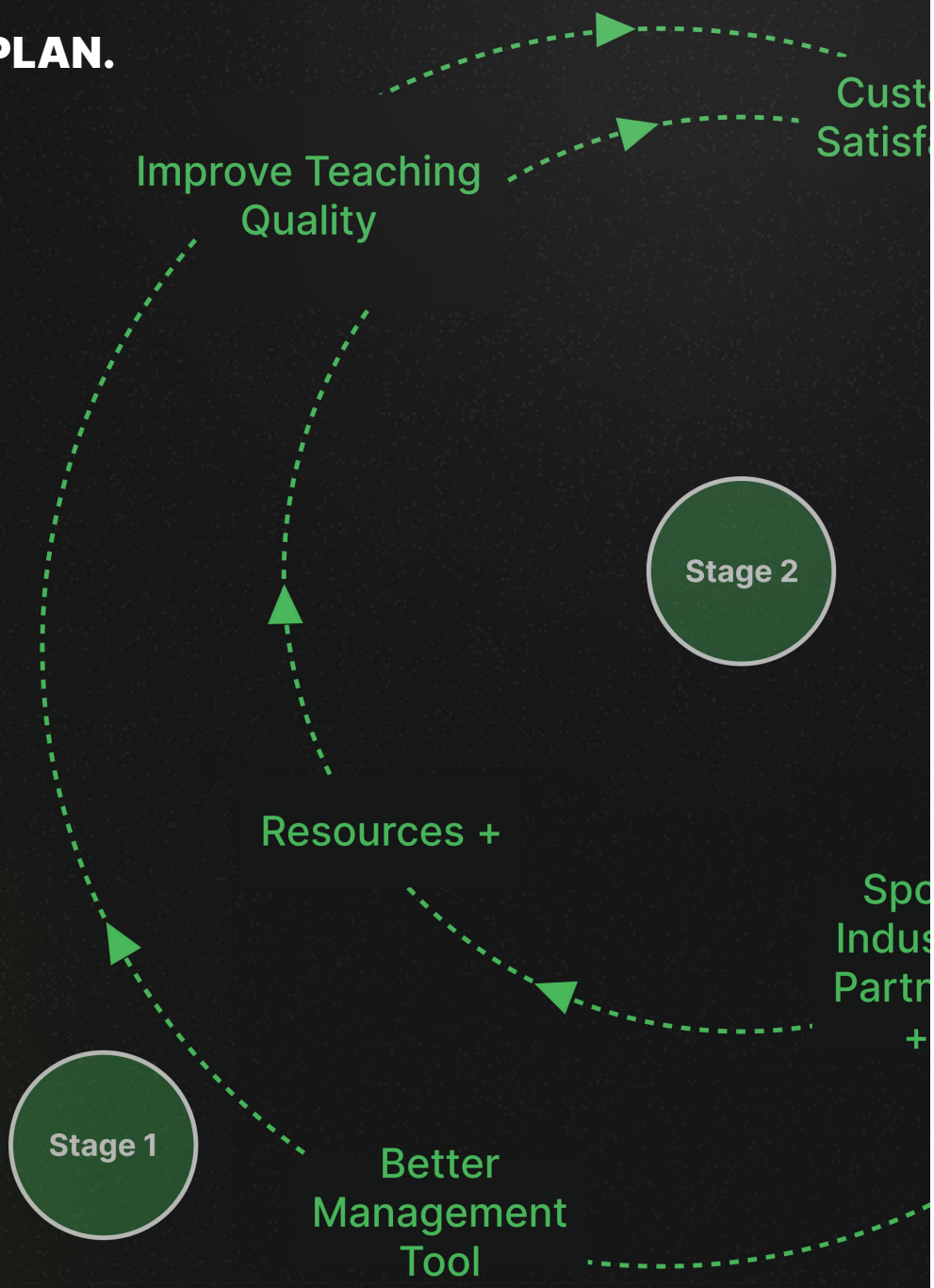
IN-SERVICE

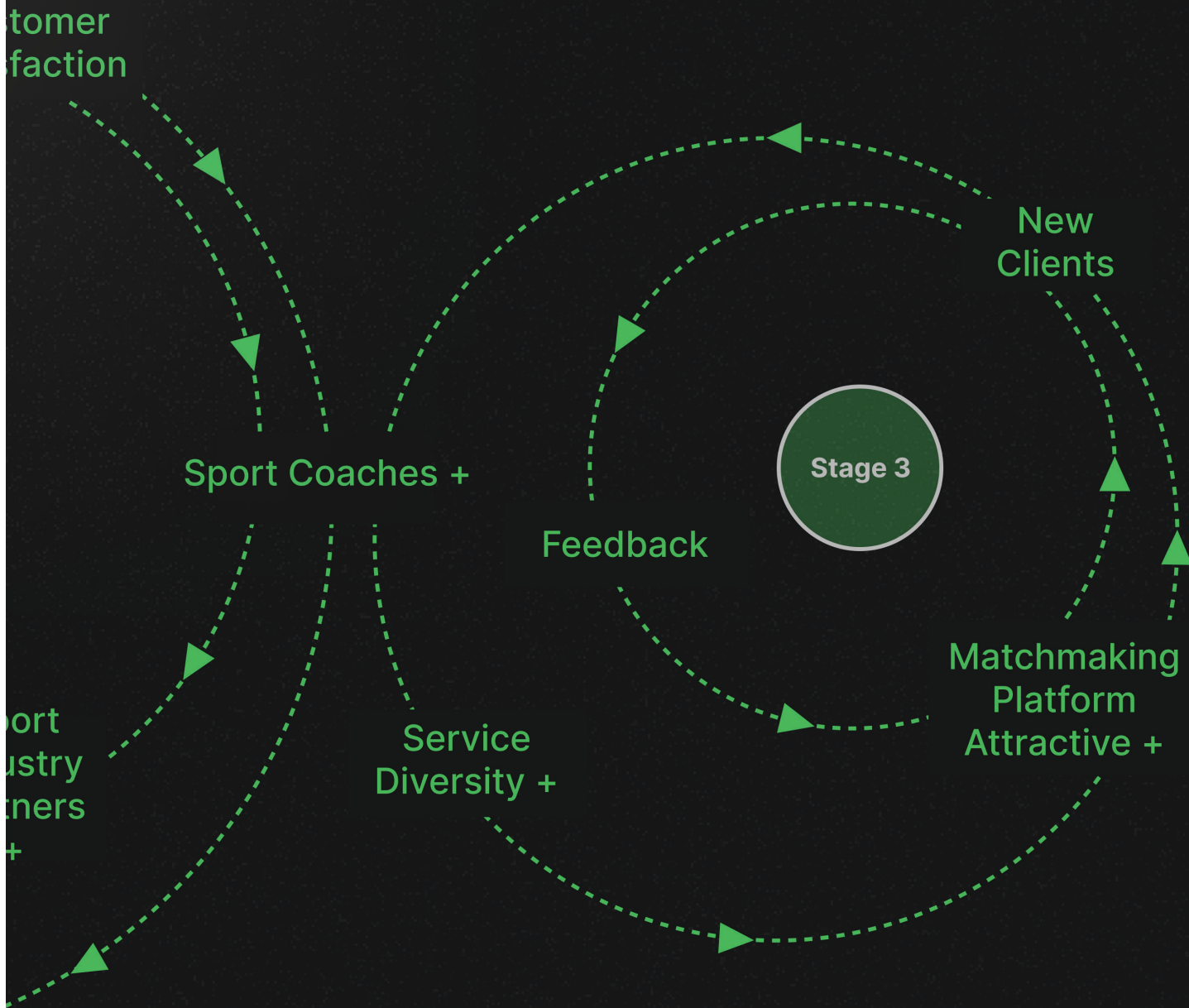
During the In-Service phase, the focus is on optimizing the platform’s core experience for coaches actively using it. Real-time teaching schedules, multi-party order sharing, and a centralized management interface streamline communication with venues and students. The interface is simplified, with clear onboarding documentation to minimize the learning curve. Interactive communication channels—integrating APIs for services like LINE and WeChat—enable coaches to quickly identify student needs and coordinate venue availability. Additionally, course-recording and data-analysis features help coaches track student progress and adjust teaching strategies in real time.

POST-SERVICE

After a course concludes, the focus shifts to ongoing interaction and feedback. The system generates performance reports and student feedback to boost social media sharing and referrals. Coaches can easily promote future courses to retain and attract students, while regular feedback helps refine the platform. Premium resources for top coaches further build loyalty and a sense of belonging.

STRATEGIC SYSTEMIC PLAN.





STAGE 1 | EFFICIENT CLIENTS MANAGEMENT TOOL FOR COACHES

To quickly alleviate the pain points of sport coaches and successfully enter the market, we launched a customer management system specifically designed for badminton coaches in the first phase of product development, introducing the following four innovative feature, aimed at improving the shortcomings of existing systems, enhancing operational efficiency and customer interaction experience:

1. INTEGRATING COMMUNICATION TOOL

By leveraging APIs to integrate primary communication platforms such as WhatsApp, Instagram, or WeChat, the backend management system can seamlessly **capture conversation histories, client data, and interaction records in real time**, allowing for personalized marketing recommendations and rapid responses based on user behavior.

2. CUSTOMER TAG

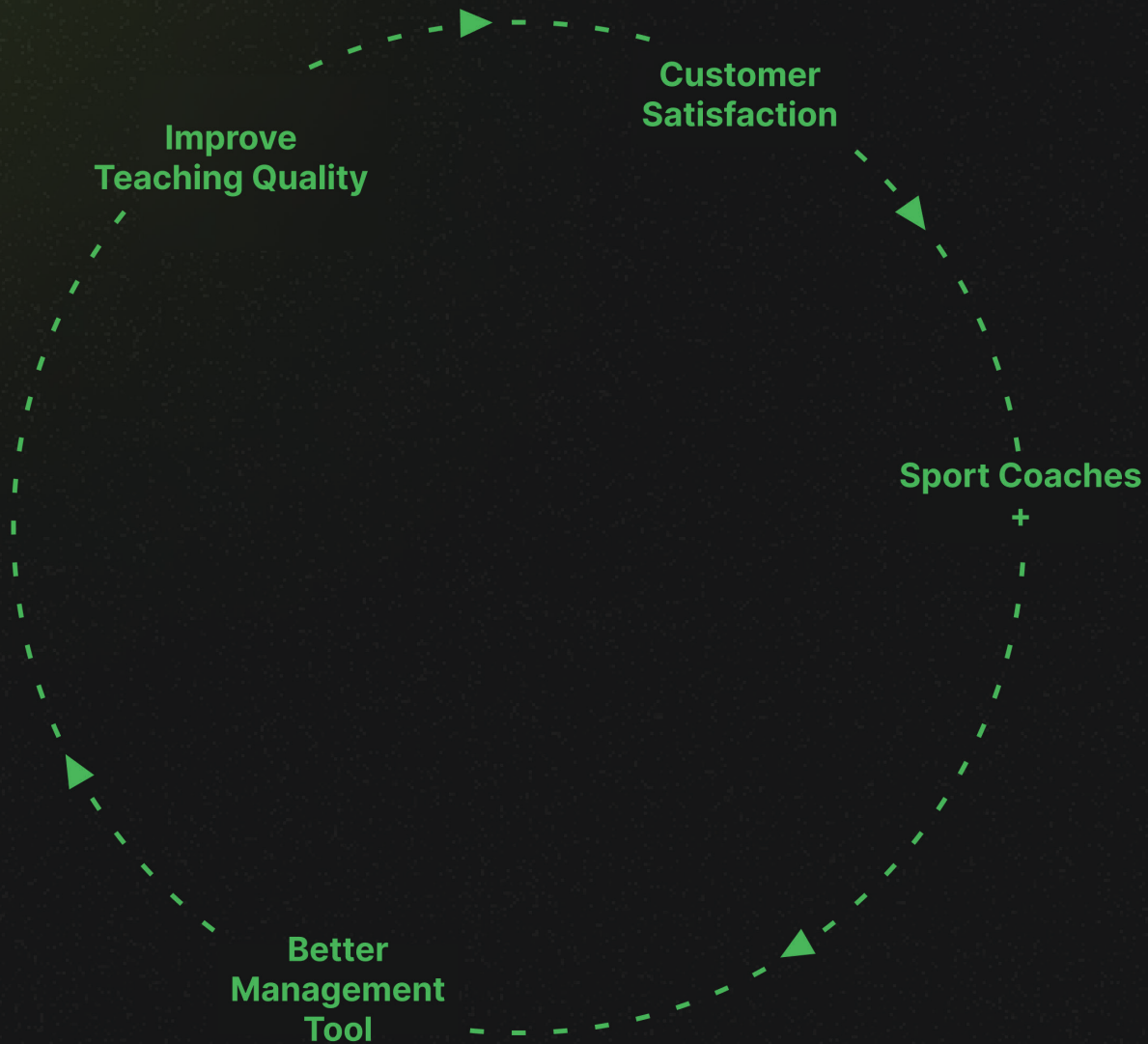
The customer tagging feature allows the labeling of users based on multiple factors such as **fitness habits, goals, and physical conditions**.

3. AI-SUPPORT MANAGEMENT TOOL

The management tool can integrate AI to filter and organize chat records with users, automatically logging and categorizing key requirements while generating follow-up plans, thus **reducing manual workloads and enhancing overall service efficiency**.

4. OPEN-SOURCE COURSE TEMPLATES

Provide open-source course templates for coaches to reference and select suitable template courses, **enhancing teaching quality and efficiency**.



STAGE 2 | COLLABORATIVE NETWORKS IN SPORT EDUCATION INDUSTRY

In Phase 2, we will launch a platform that integrates sports education resources, designed to allow educational institutions and suppliers (such as venues) to connect on the system and synchronize relevant information, thereby reducing communication costs and improving operational efficiency.

1. PARTNERSHIP MAP

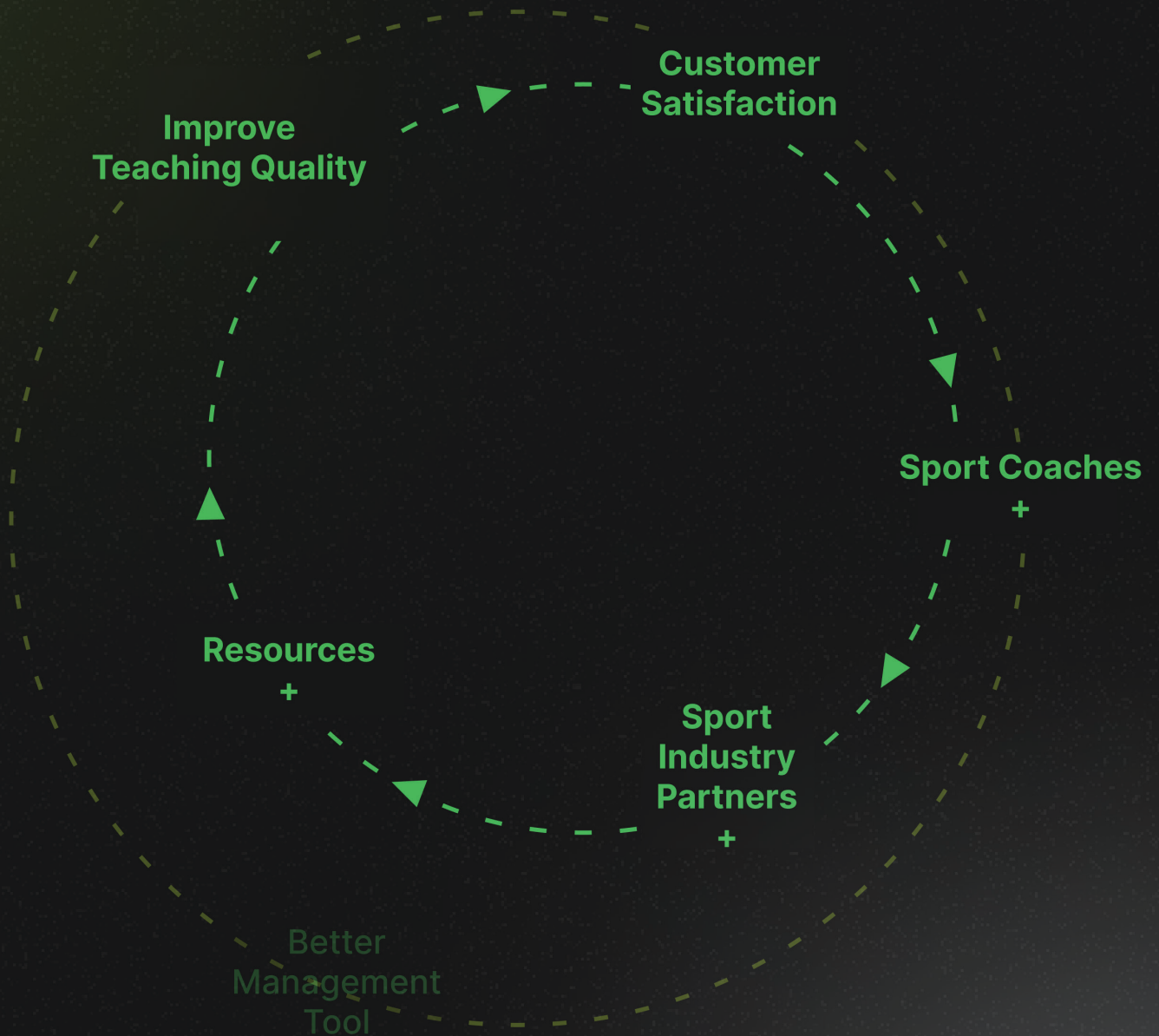
This is an open invitation system that **allows educational institutions and vendors to establish a collaborative network** on the platform. Through this feature, partners can easily find suitable resources, share opportunities, and communicate and collaborate efficiently on the same platform, significantly reducing communication costs.

2. SHARED CALENDAR WITH PARTNERS

Partners **can synchronize orders and schedules**, and share calendars to coordinate activities and resource utilization. This feature helps avoid problems caused by schedule conflicts or information asymmetry, and improves collaboration efficiency.

3. SHARED CALENDAR WITH CLIENTS

Clients and trainers can share calendars, **synchronizing their schedules** to make the arrangement of classes and activities more flexible and convenient. This feature not only increases customer satisfaction but also optimizes the trainer's time management.



STAGE 3 | SPORT CLASS MATCHMAKING FOR PUBLIC USERS

In Phase Three, our system will transition into a user-driven matching system, based on an integrated sports education ecosystem. This system aims to allow the general public to freely choose sports courses and venues, and to match with suitable coaches, providing a convenient and personalized sports learning experience.

1. SPORT CONTENT PLATFORM

Through the app, users can browse and participate in various sports courses and activities. It provides rich sports education content and resources, **covering a variety of sports types and learning needs**. Users can easily find sports programs of interest, enhancing the convenience and enjoyment of participating in sports, making sports learning more accessible.

2. MATCHMAKING SYSTEM

The system automatically **recommends suitable coaches and courses based on user needs and interests**, achieving efficient connection between users and professional coaches.

3. LEVERAGING CONTENT ANALYTICS

The platform utilizes advanced content analysis technology to analyze user behavior and preferences, providing personalized sports education suggestions and recommendations. This technology **makes the user experience more tailored to individual needs**, while also helping coaches and educational institutions understand users more accurately and optimize service content.



ROADMAP.

STAGE 1

6 MONTHS | ESTABLISH A BASIC CLIENT MANAGEMENT SYSTEM VENUES

Objective

Quickly enter the market, address the pain points of badminton coaches, and build a user base and brand awareness.

Product Development

- Communication tool integration (API connections to WhatsApp, Instagram, etc.)
- Client tagging system
- AI-assisted management tools (automated chat record organization)
- Open-source course templates

Promotion Strategy

- Collaborate with badminton coaching associations.
- Offer a free trial period and early adopter discounts.
- Utilize social media and sports forums for promotion.

STAGE 2

1 YEAR | INTEGRATE SPORTS EDUCATION RESOURCES

Objective

Expand platform functionality by introducing venues and educational institutions, establish a collaborative network, and

Product Development

- Partnership Map
- Shared Calendar with Partners
- Shared Calendar with Clients

Promotion Strategy

- Partner with sports venues and educational institutions to provide platform usage training.
- Host offline events to showcase platform features and collaboration opportunities.
- Use content marketing to share success stories and user testimonials.



STAGE 3

3 YEARS | TRANSFORM INTO A USER-DRIVEN MATCHING SYSTEM

Objective

Expand platform functionality by introducing venues and educational institutions, establish a collaborative network, and enhance platform value.

Product Development

- Sport Content Platform
- Matchmaking System
- Leveraging Content Analytics

Promotion Strategy

- Large-scale digital marketing campaigns, including social media ads, SEO, and influencer partnerships.
- Launch a referral reward program to encourage users to invite friends.
- Collaborate with sports brands and fitness apps to increase brand exposure.

LESS TALK, MORE SPORTS IMPACT



For Sport Coaches
For Sport Learners

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This program not only equipped me with the theoretical and practical tools to excel in service design but also instilled in me a profound appreciation for the power of design to create meaningful impact. My gratitude for this invaluable chapter of my education will remain with me as I move forward in my career.





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I am proud to say that our last class was not just a culmination of academic effort, but a celebration of mutual support and continuous learning. I look forward to carrying these lessons and the spirit of teamwork into my future endeavors. Thank you for making this journey so inspiring and memorable.