

INCEPTIONPAD CASE STUDY



INDUSTRY

Sports, Lifestyle

AREAS OF FOCUS

- Speed to market
- Reduce initial investment
- Improve user experience
- Enhance payment process

SOLUTION

- Delivered a state of the art mobile application for both iOS and Android devices
- Optimized the user experience for both the mobile app and existing website. The new user experience reduced the number of user clicks by 40%.
- Identified business logic errors that could lead to fraud and completely redesigned the payment process for both the website and mobile application.
- Using agile process to reduced the implementation into phases to fit under budget and speed up time to market.

Platform

iOS, Android, Website (IE 9+, Chrome, Firefox, Safari)

COURTPLAY

The scheduling and appointment management system that makes taking tennis lessons a breeze!

The Challenge

Courtplay set out to revolutionize the world of tennis coaching. Founded by 4 top tennis coaches in the Washington DC area, and backed by a first found investment, they wanted to simplify the way player and coaches book and pay for appointments.

Having just launched their website, they wanted a mobile app as well and they wanted the app quickly. They also wanted to improve their user experience overall as some of the operations on the website were not intuitive enough. They came to InceptionPad to deliver on those requirements.

The solution

Courtplay needed improved user experience, so we applied our unique purpose driven design methods. We first put all the user actions in a mind map, then reorganized the actions around the core purpose for each user to use the app in order to reduce the number of clicks required and at the sometime making the overall flow intuitive.

Once we identified the optimum primary flows, our what-if analysis quickly identified a potential for fraudulent coaches to receive prepayments for lesson packages from clients but then never deliver on the lessons. We quickly re-designed the payment process to mitigate against this type of behavior. This work was unplanned but became Courtplay's top priority. We were able to bring on an additional developer from our large pool of on-demand developers to supplement the team and was able to make these changes without impacting overall delivery timeline.

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What Courtplay is Saying

I wish we had found InceptionPad earlier. They are true innovators who pulled my ideas together and guided me through a phased approach to release a product I'm proud of. They are in constant communication with me and are a true extension of my team

– Farshad Garakani,
CEO CourtPlay Inc.

Services

- Purpose Driven Design
- Product Management
- Agile development
- Support

Courtplay needed to have products delivered to the market quickly to continue the momentum. We broke the overall solution into multiple phases. The first phase focused on the payment process, and the mobile app for tennis players. While the coach's app was pushed to phase 2, we offered coaches a solution to manage their appointments through emails and google calendar, and thus making phase one a complete solution even though it did not have all the functionalities. Phase two and beyond are implemented based on user feedback and continue to use our agile process.

The outcome

InceptionPad delivered the mobile applications and enhancements to the website for 50% of the cost and time of our nearest competitive bid.

The app and website are both intuitive to use and optimized with security and performance in mind. Courtplay now has a product that enables them to grow and they are committed to InceptionPad long-term for all their technical issues from support to future enhancements.