



coach
canvas

UI/UX CASE STUDY

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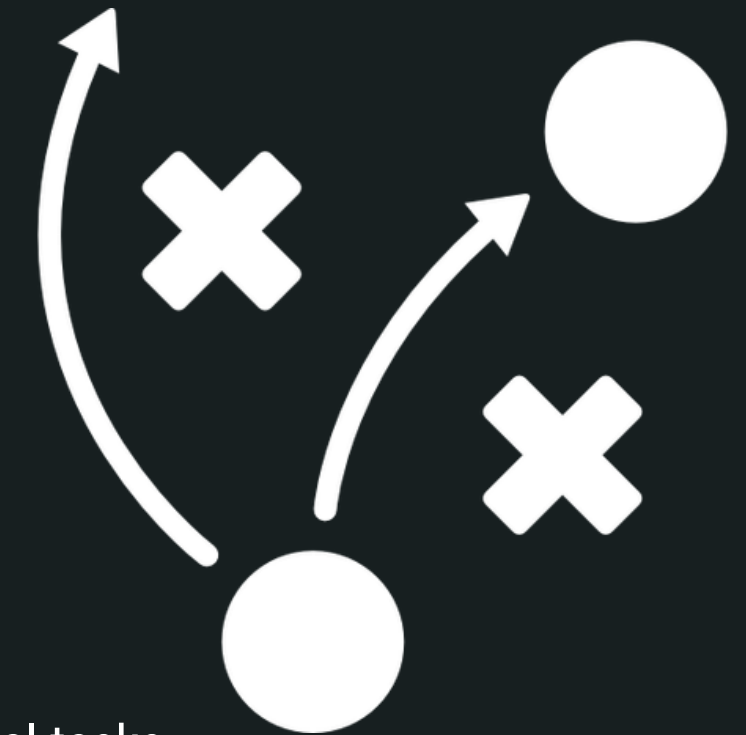
Problem Statement

Grassroots football coaches and players often manage their clubs using a combination of WhatsApp, paper notes, spreadsheets, whiteboards, and phone calls. While each tool solves a small part of the workflow, none provide a unified experience.

“How might we create a simple mobile application that enables grassroots football teams to manage their entire match preparation process in one place?”

Possible Solution

A lightweight mobile application built specifically for grassroots football management. Coach Canvas combines the essential tasks required before, during and after a football match into one mobile experience.



The platform allows coaches to:

Create clubs

Invite players

Schedule
matches and
training

Track player
availability

Build tactical
formations

Share lineups

Record live
match statistics

Players can:

Join clubs

Update
availability

View upcoming
matches

Check their
assigned
position

Track personal
statistics

The objective wasn't to build another professional analytics platform. Instead, the goal was to create something simple enough that any Sunday League coach could start using within minutes.

The Approach

Rather than jumping directly into UI design, we followed a user-centred design process.

Our decisions were continuously validated through interviews, observations, competitor analysis, prototyping and usability testing. The design process focused on solving real problems before deciding how the interface should look.

Qualitative Research

Participants

- Amateur Coaches
- Football Players
- Local Football Clubs

Key Insights Derived

Insight 1



Communication is fragmented.

Most teams rely on WhatsApp, paper notes and verbal communication.

Insight 2



Availability tracking is the biggest pain point.

Managers struggle to know who is actually available before every match.

Insight 3



Simplicity matters more than advanced analytics.

Users preferred a clean, fast experience over feature-heavy coaching software.

Insight 4



Players want visual communication.

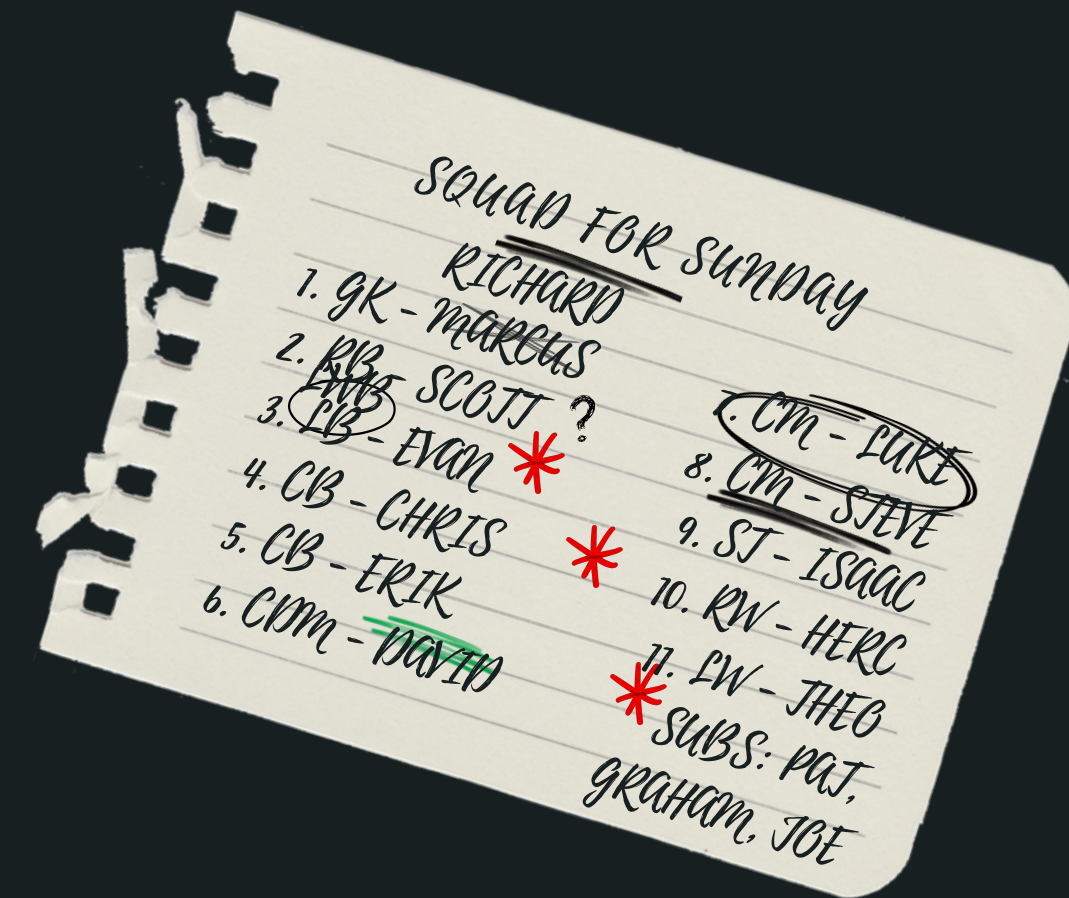
Rather than reading long messages, players preferred seeing their position directly on the pitch.

Insight 5

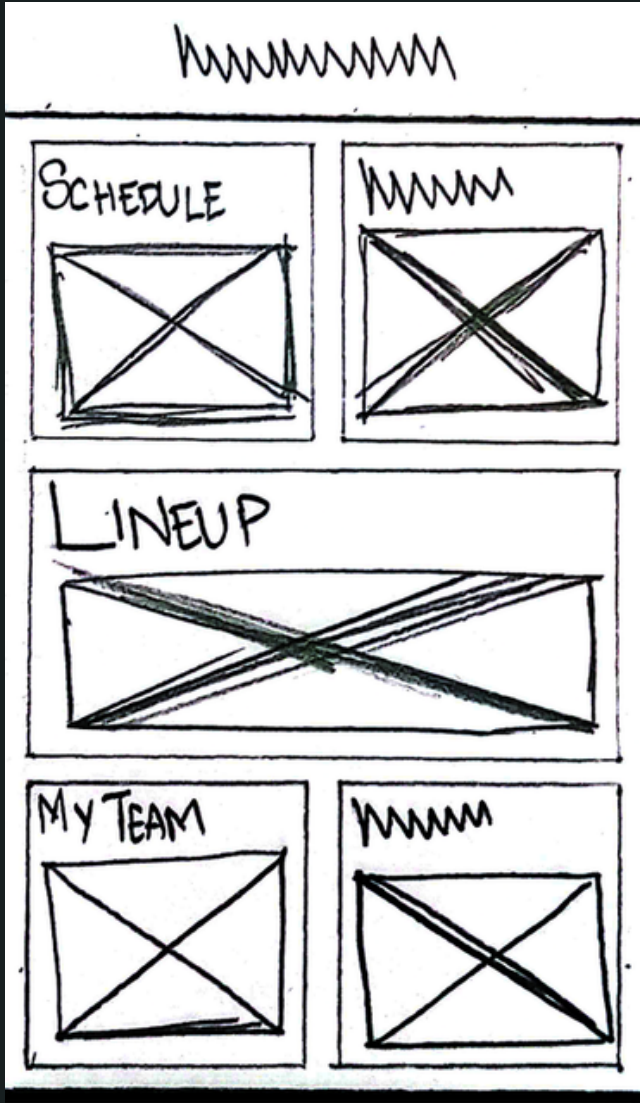


Coaches need speed.

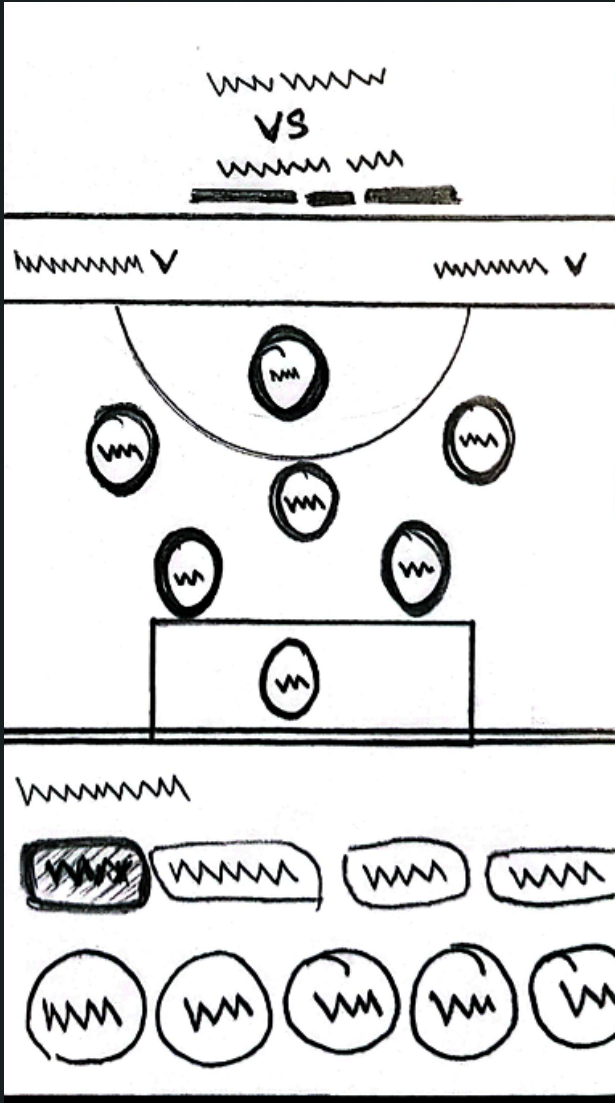
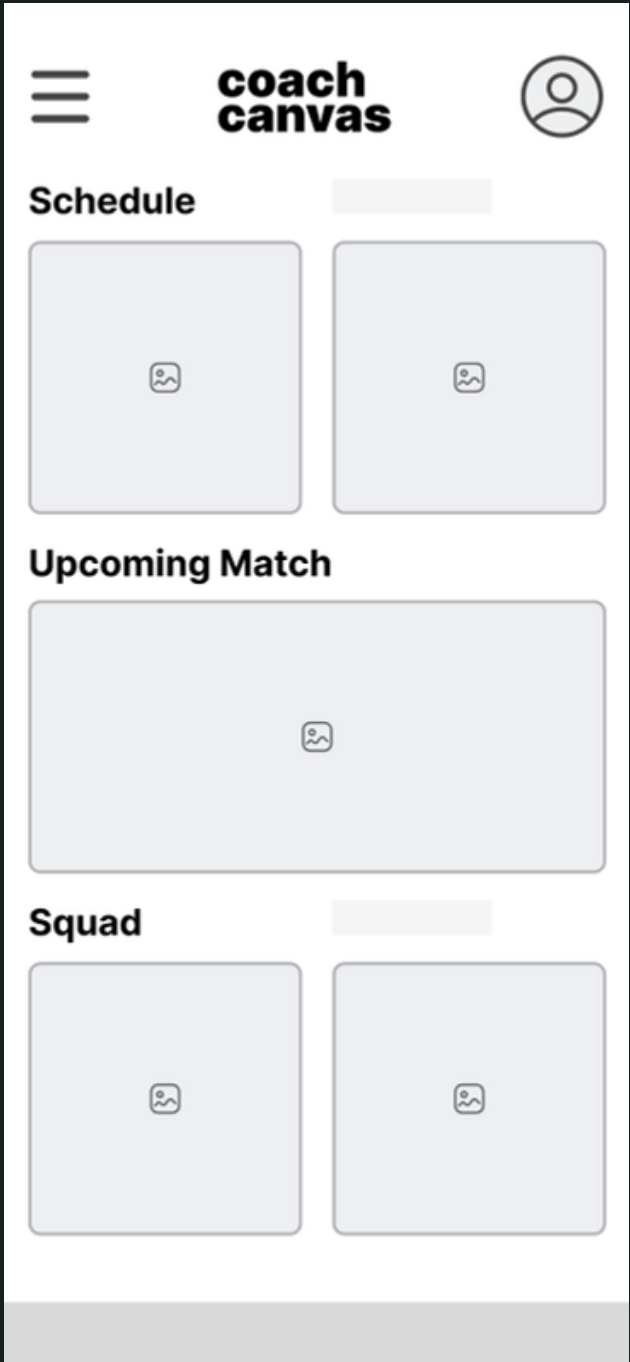
Creating lineups should take minutes, not half an hour.



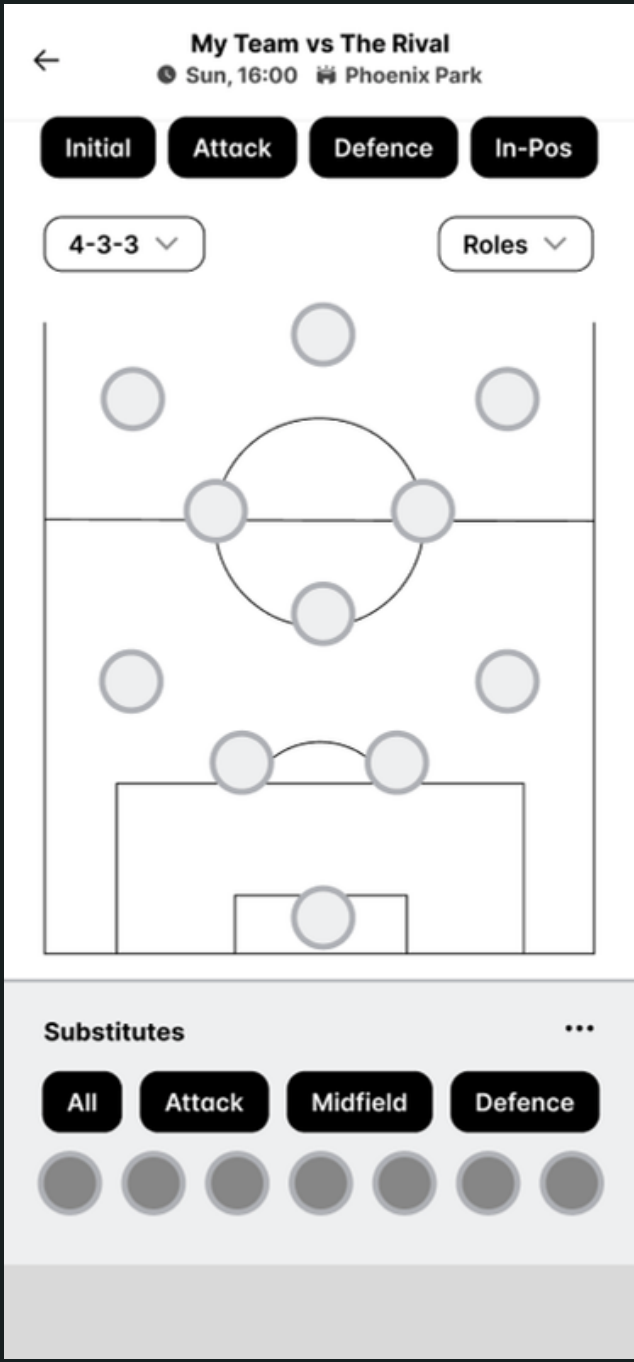
Some initial **Sketches and Wireframes**



Home Screen



Lineup Viewer

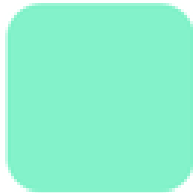


User Interface

1. Colour Scheme

The app adopts a dark-mode-first palette rooted in deep, muted green tones with a complementary blue as the primary highlight accent. Dark backgrounds are perfect for colour contrast, and improve battery life on most devices. Greens were chosen for their semantic alignment to pitch, tactics and sport, while blue was reserved for interactive elements to create a clear visual hierarchy. All colour combinations were evaluated against minimum contrast guidance to ensure readability for primary information and controls, and alternative high-contrast styles were prepared for accessibility testing.



#83F2CA
Main branding color



#171F20
Dark shade and app background



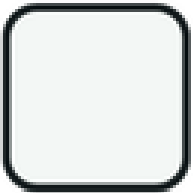
#43B48B
Primary buttons/input



#94B4A4
Secondary buttons/input



#476D5D
Headers and UI details



#F3F7F5
Main clear off-white shade



#22A0B3
Main accent shade



#F7C846
"Doubt" shade (cards, availability)



#EE9B03
"Warning" shade (toasts, out of position)



#EE9B03
"Negative" shade (delete, unavailable)

User Interface

2. Typography

Inter was selected as the system typeface because it is widely available, developer-friendly and performs consistently across all Android devices. Its legibility is still very well rated at small sizes, which is important for reading names and numbers on the lineup view. A small typographic scale with a clear hierarchy was also defined for consistency.

Inter	Typeface	Meet Inter. A new typeface for screen design. Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 !@#\$%^&*()_+{ }:<>? <i>A Font by Rasmus Andersson</i> Download @justfreefonts.com
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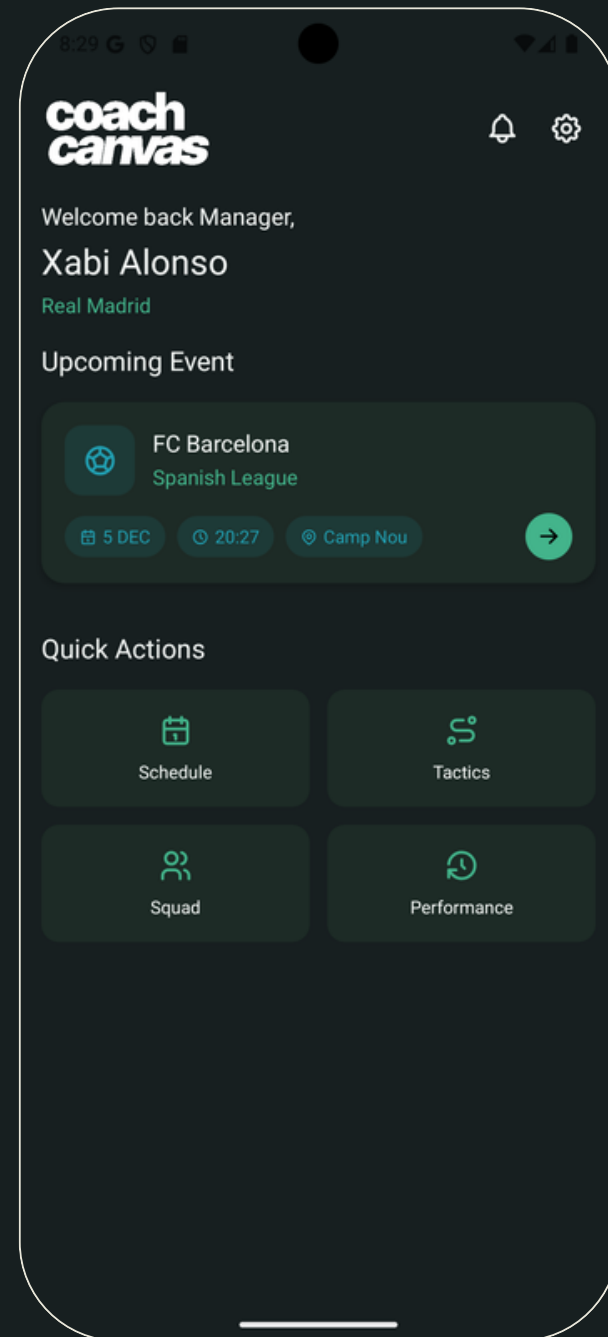
User Interface

3. Shapes, iconography and imagery

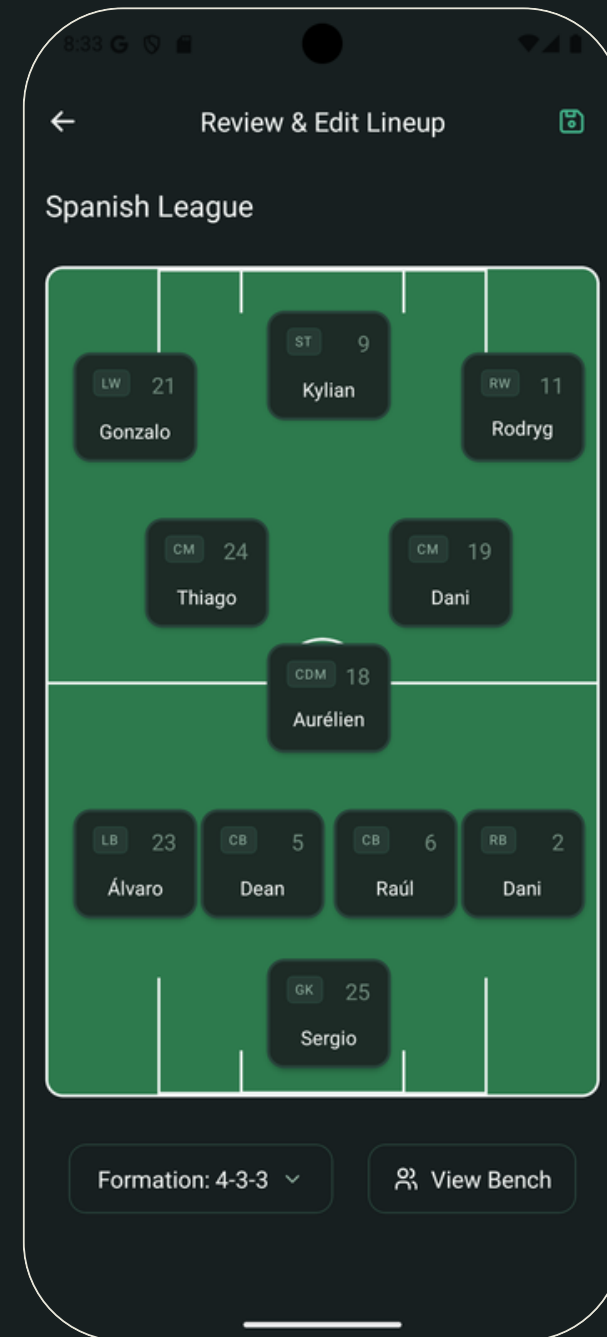
We opted for rounded corners for cards, toasts, buttons and panels to convey a friendly, approachable aesthetic. Vector-based iconography was preferred to photographic imagery so that the interface and the size of the application remains light-weight, consistent and scalable. Icons are established to be simple, clear and legible. Some of the iconography was obtained from the repository site Iconify, while others were self-produced to match the chosen aesthetic. Where domain-specific meaning was required (for example a cone to signify “training” or a boot to signify “assist”), established relationships observed in competitors and general football media were used, making it easy for users to recognise meanings immediately. Player representation is mostly card-based, with compact cards displaying initials (as placeholder)/photograph (if set), squad number, position tag and a small availability indicator. These cards are highly reusable across the Squad, Bench and Lineup views



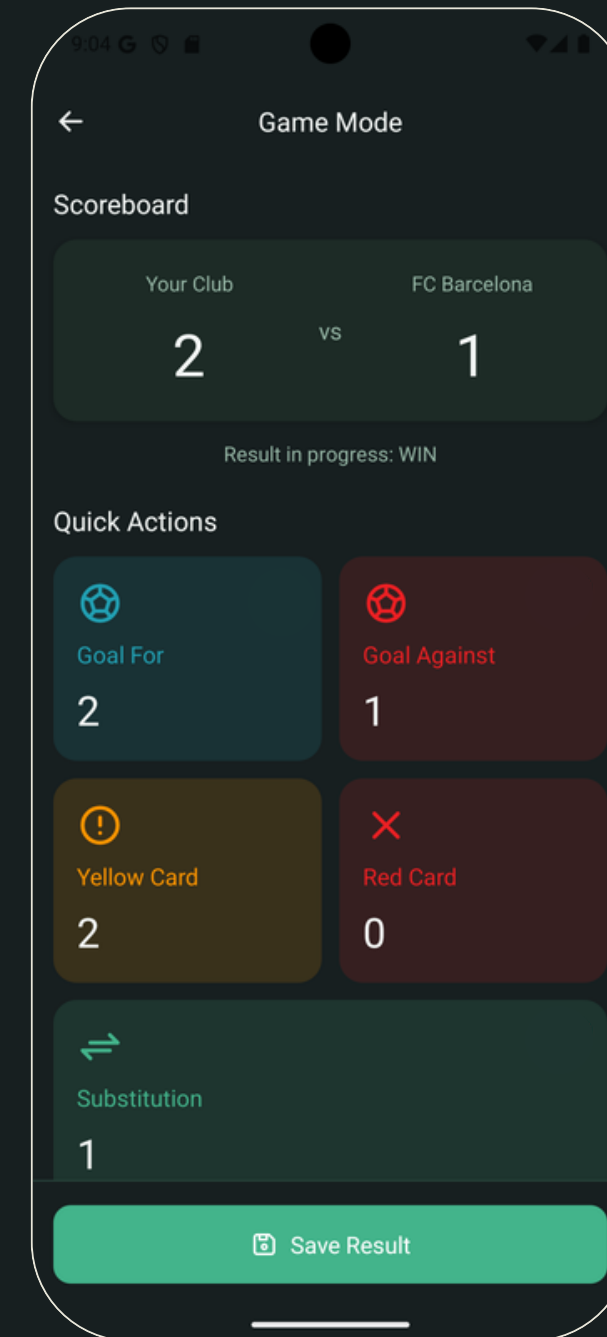
Some Screens



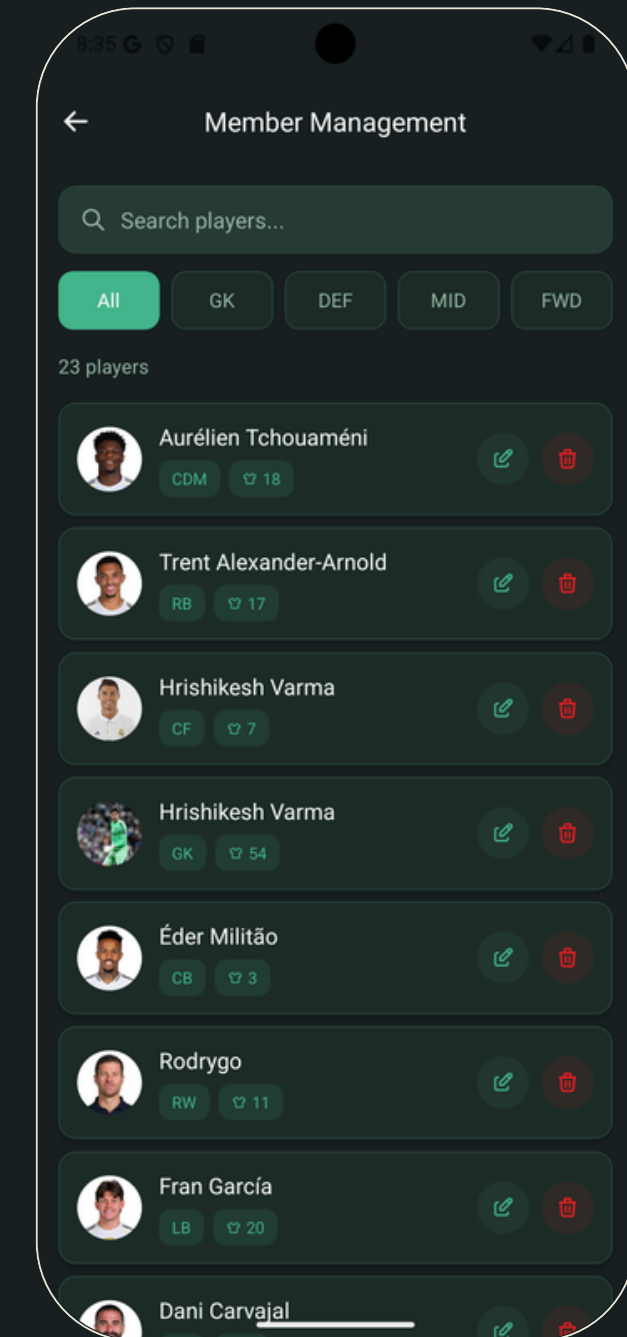
SCHEDULE
Create **events** in
seconds



TACTICS
Design **lineups** and
share them



TRACK STATS
Everything, real
time, **in-game**



SQUAD
Discover **player**
and **team** stats