



Phil

PERFORMANCE COACH

Uses the Practice Pro platform to monitor his team's performance for both practices and games. Phil can get real-time performance data during a live practice, helping him keep his team at peak performance day in and day out and in preparation for optimal performance on game day. The Practice Pro platform allows Phil to export any data he wants so he can build a weekly report for the other coaches.

ATTRIBUTES

Phil used to be a personal trainer and now handles an entire football team. He's new to the NFL and is hoping to make an impact on the team's winning performance to prove himself. He needs valuable data, quickly.

Age: 35

Location: Buffalo, NY

Uses Application: 1hr/Day

Technology Acumen: Intermediate

QUOTE

I need the data to give me insight into my players quickly, like real-time. I can't spend time anymore exporting and making reports in Excel...it's too much time.

GOALS

- View/monitor my live practice performance and switch between KPI's to get the insight I need quickly
- Quickly check the performance of recently injured players that I've marked as important
- View any team's game performance
- Create/export a performance report that I can use to send to my coaching peers

PAIN POINTS

- Systems aren't flexible enough for me to customize how I view my data
- It takes a lot of work after I export my data to build charts/graphs for other coaches
- There's no way for me to take notes on specific players or practices
- There's a lot of data that I don't care about

RESPONSIBILITIES

- Monitor/Manage Player Performance
- Make performance adjustments based on data to preserve peak player performance
- Mitigate risk of injury from over performance
- Monitor and manage the performance of a player coming off of an injury
- Communicate and inform other coaches and trainers of important performance issues.

OTHER TOOLS IN USE

- iPhone > Notes
- iPhone > Taking videos/photos
- Excel (on my laptop)
- Word (on my laptop)
- PowerPoint (on my laptop)