FlaloGoal

Simplifying Daily Operations for Top-Level Athletes

Flaloga is a mobile app that supports professional athletes in managing their daily operations and logistics.

Role: UX/UI Designer
Tools: Figma, Miro, Notion, Jira

The all-in-one digital secretary designed specifically for professional athletes and competitors to manage schedules, payments, and operations in a single interface.

Flaloga's Product Design

Problem Statement
Athletes juggle multiple tasks and lack a dedicated system to manage their schedules, finances, and logistics efficiently.

Solution
Flaloga centralizes all key operations into a single, intuitive mobile app designed specifically for athletes.

Impact
Reduces time spent on administrative tasks and enables athletes to focus on training and competition.

The AI-Driven Production Loop

Flaloga's AI-driven production loop transforms athlete data into actionable insights, automating scheduling, logistics, and performance tracking to optimize training and competition.

1. Digital Workspace
Athlete inputs schedule, travel, and training data into the app.

2. Data Synthesis
AI processes data to identify conflicts, optimal routes, and performance patterns.

3. Automated Workflows
Flaloga generates travel plans, reminders, and logistics updates.

4. Performance Insights
Athlete receives personalized recommendations for training, recovery, and competition.

Continuous improvement cycle: all data is used to refine AI models.

65+ Athletes Interviewed	48 Hours Saved	34 Interviews Conducted	~50% Time Saved

Problem Statement

- Time management challenges: Athletes juggle training, competitions, travel, and logistics with limited time for administrative tasks.
- Fragmented tools: Athletes use multiple apps for scheduling, finance, and communication, leading to inefficiencies.
- Lack of dedicated support: Most athletes rely on family or friends for logistical support, which is inconsistent and inefficient.
- Financial management: Athletes need to track expenses and manage finances, but lack tools designed for their specific needs.
- Performance tracking: Athletes want to monitor their performance and recovery, but there is no integrated system for this.
- Travel logistics: Athletes need to plan travel for competitions, but this process is time-consuming and stressful.

Human-Centered Design Process

A human-centered approach ensures the app addresses real athlete needs and pain points.

Empathize
- Conducted interviews with athletes to understand their daily challenges and pain points.
- Identified key stakeholders: athletes, coaches, and support staff.
- Gathered insights on time management, financial tracking, and performance monitoring.

Define
- Synthesized interview data into actionable insights.
- Defined the core problem: athletes need a single, intuitive system to manage their daily operations.
- Prioritized features based on athlete feedback and business goals.

Ideate
- Brainstorm solutions for athlete pain points.
- Explore different UI/UX approaches for the app.
- Develop prototypes to validate ideas.

Prototype
- Create high-fidelity prototypes using Figma.
- Implement feedback from athlete interviews.
- Iterate on the design based on user testing.

From Hypotheses to User Stories

From hypotheses to user stories: ensuring athlete needs drive product development.

Initial Hypothesis	Key Insight	User Story
Athletes need a single app for all their daily operations.	Athletes juggle multiple tasks and lack a dedicated system for time management.	As a professional athlete, I want to manage my schedule, finances, and logistics in one app, so I can focus on training and competition.
Athletes need to track their finances and expenses.	Financial management is a pain point, but athletes need a simple, integrated solution.	As a professional athlete, I want to track my expenses and manage my finances, so I can stay organized and avoid financial stress.
Athletes need to monitor their performance and recovery.	Performance tracking is important, but there is no integrated system for this.	As a professional athlete, I want to monitor my performance and recovery, so I can optimize my training and avoid injuries.

Design Sprint Cycles

Sprint 1
- Conducted interviews with athletes.
- Identified key stakeholders.
- Gathered insights on time management, financial tracking, and performance monitoring.

Sprint 2
- Synthesized interview data into actionable insights.
- Defined the core problem: athletes need a single, intuitive system to manage their daily operations.
- Prioritized features based on athlete feedback and business goals.

Sprint 3
- Brainstorm solutions for athlete pain points.
- Explore different UI/UX approaches for the app.
- Develop prototypes to validate ideas.

Information Architecture

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Home Screen
Profile
Settings
Travel Management
Finance Management
Performance Tracking
Training Plan
Recovery Recommendations
Competition Schedule
Travel Plan
Expense Tracking
Budget Management
Performance Metrics
Recovery Tracking
Training Schedule