QBurst | A High AI-Q™ Company



Soccer Tournaments: Connecting the Sports Community Through One Platform

Established a single hub for discovering, organizing, and joining soccer tournaments, connecting clubs and players nationwide and driving exponential user growth.

Overview

QBurst engineered a unified soccer tournament platform that centralizes event discovery, promotion, and participation for players, parents, coaches, and organizers across the USA.

- **Centralized Tournament Discovery:** Replaced fragmented communication channels with a single hub, making event details easy to navigate, filter, and share.
- **Dual-User Experience Design:** Developed intuitive workflows catering to both event hosts (clubs and organizers) and general users (players, parents, coaches, and referees).
- **Exponential Platform Growth:** Achieved 12x more unique visitors, a 7.1x increase in events created, and a 72% reduction in bounce rate comparing the first six months to the most recent six months.

12x	7.1x	72%
Unique Visitors Growth	Increase in Events Created	Lower Bounce Rate



Client Profile

The US-based client is dedicated to developing youth soccer talent through year-round recreational and competitive programs, coaching education, tournaments, and community outreach. Serving thousands of players annually, the club provides structured player development pathways while promoting participation, skill development, and lifelong engagement with the sport.

Design Challenges: Fragmented Discovery and Limited Reach

Stakeholder interviews and ecosystem reviews revealed key pain points:

- **Scattered Information for Participants:** Thousands of annual tournaments were posted inconsistently across club sites, flyers, and social media posts, forcing players, parents, and coaches to jump between multiple pages to find local events.
- **Limited Reach for Event Hosts:** Organizers spent hours creating flyers, posting on social media, and sending emails, yet reached only small, localized circles with no single platform for wider promotion.
- **High User Effort & Search Friction:** The absence of a unified repository led to time-consuming searches and missed participation opportunities for players and teams.

QBurst's Iterative, Research-driven Design Process

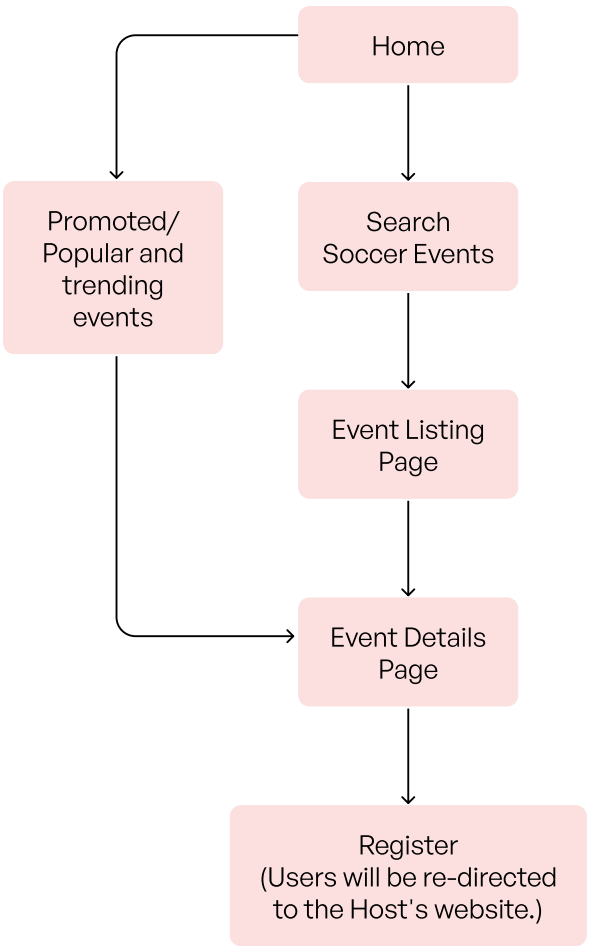
- **Ecosystem Research & Channel Mapping:** Evaluated existing club websites and social media pages to map current communication formats and identify search behaviors.
- **Tailored Dual-User Workflows**
  - **Hosts:** Clubs, academies, and independent organizers posting and promoting events.
  - **General Users:** Players, parents, coaches, and referees discovering and joining events.
- **Iterative Wireframing & Feedback:** Started with low-fidelity wireframes to establish core navigation and refined interactions through ongoing stakeholder collaboration and feedback loops.

Design Highlights

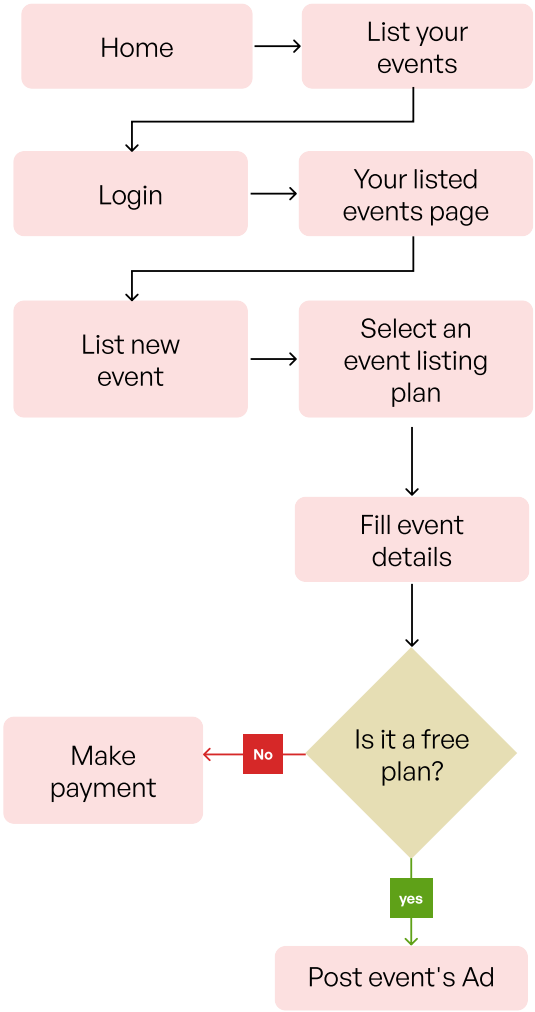
- **Homepage Overview & Location Search:** Displays a comprehensive overview of all soccer events in a selected area alongside a dedicated search bar for preference-based searches.
- **Event Listing & Advanced Filtering:** Enables users to narrow down search results using advanced filters to find specific tournament options quickly.
- **Minimalistic Interface:** Focuses on essential event details, enabling users to easily navigate, evaluate, and share tournament information.

User Journey Flow

To register for an event



To host an event



Impact: Sustained Growth and Expanded Community Reach

A comparison of the first six months post-launch against the most recent six months demonstrated rapid, sustained user adoption and community engagement.

- **12x More Unique Visitors:** Significantly expanded platform reach to a much larger nationwide audience.
- **2.6x More Returning Users:** Demonstrated stronger platform loyalty and repeat engagement among participants and hosts.
- **6x More Sessions:** Reflected substantially higher activity and time spent on the platform.
- **7.1x Increase in Events Created:** Provided organizers with broader visibility and increased tournament listings nationwide.
- **72% Lower Bounce Rate:** Confirmed that users quickly find relevant event details and remain engaged.