



A COMPLETE PRODUCT WALKTHROUGH

From a Replit prototype to a market-ready game.

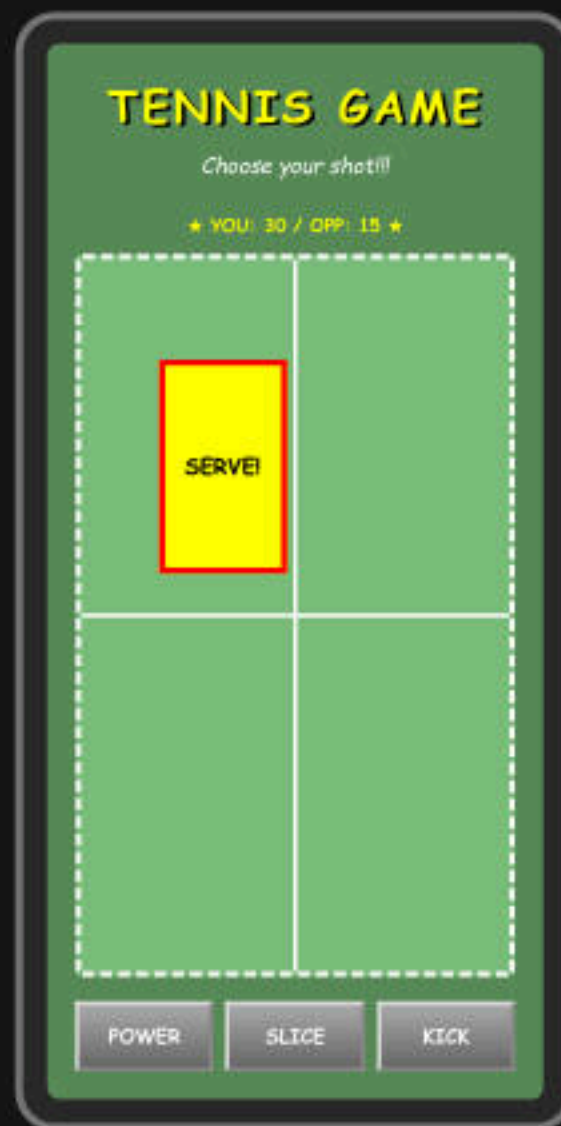
This document is the full visual direction for Court Tactics — the brand, the gameplay screens, the coaching layer, and the academy dashboard. Every screen below is built to one standard: **your 4.0 club player would download it, your tour coach would license it, and your 200-academy network would put it on every iPad in their facility.**



THE VISUAL LEAP

Same logic. **A completely different product in your hand.**

Your Replit MVP proved the game works — the tactical loop, the probability engine, the recovery decision. None of that changes. What changes is the part a 4.5 player feels in the first three seconds: clarity, hierarchy, restraint. The "80s video game" look becomes a tool serious players actually trust.



Honest about being an MVP

Inconsistent typography, mismatched colors, no visual hierarchy, no breathing room. The logic works — the surface doesn't sell it.



Logiclag-grade clarity

Real court geometry. One singular accent color. Tactical info surfaced at every layer — without ever crowding the screen.

1 BRAND IDENTITY

A serious tool deserves a **serious brand.**

Court Tactics needs to read as a tournament-grade tool — closer to a Bloomberg terminal than a kids' app. Lime against ink. Tight type. A logo that lives equally on the App Store icon, an academy whiteboard, and a tournament jacket.

THE MARK



Court Tactics

Tactical tennis - play the point



THE PALETTE

LIME
#C8FF3A

INK
#0B1208

BG
#06090A

COURT
#2A7C4F

DEEP
#79A000

HOT
#FF6B6B

One accent. One enemy. Lime carries every action the player takes; hot red is reserved for the AI opponent and warnings. Everything else stays out of the way.

— THE VOICE

Match point.

INTER · 900
HEADLINES

Play the point.

INTER · 800
SECTION HEADS

Wide serve to deuce pulled the AI 4.2m off center.

INTER · 500
BODY COPY

30-15 · 71%

SF MONO · 700
STATS & SCORES

2 ONBOARDING

A 60-second flow that shapes **every match after.**

A player downloads the app at 9:14 PM. By 9:15 PM, they've picked a playing style and a skill tier. By 9:16 PM, they're inside their first match. Every onboarding answer feeds the matchmaking + Coach Sam personalization underneath.

1 SPLASH

9:14



Court Tactics

Tactical tennis · play the point before
you play the point

● ● ● LOADING MATCH
ENGINE

First touchpoint. **One mark. One promise.** No
carousel of features — the product earns those.

2 PICK YOUR STYLE

9:15



STEP 1 OF 2

How do you play?

Coach Sam tunes every match around this. Change
it anytime in your profile.



Aggressive Baseline

Big forehand, take time away ·
Federer / Sinner



Counter-Puncher

Make every ball, win on errors ·
Murray / Halep



Serve & Volleyer

First strike, finish at net · Sampras /
Rune



All-Courter

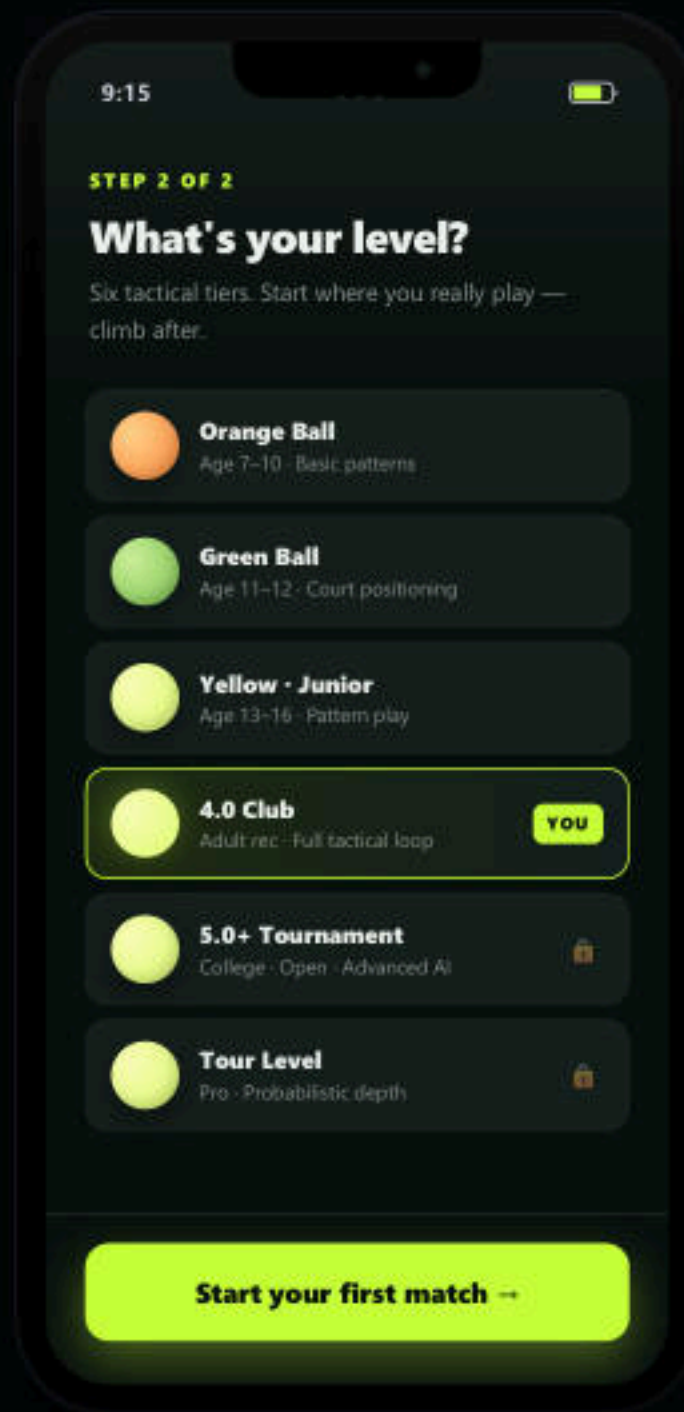
Adapt to every situation · Alcaraz /
Świątek



Continue →

Four real archetypes anchored to **real pro names** —
players recognize themselves instantly.

3 PICK YOUR LEVEL



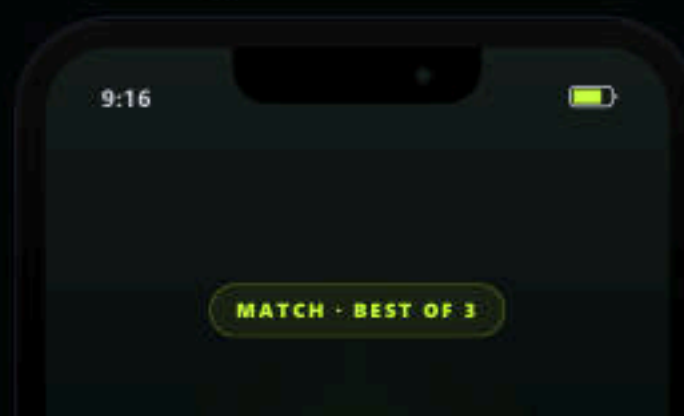
The full skill ladder. **Locked tiers unlock by tactical IQ** — clear ladder, clear payoff.

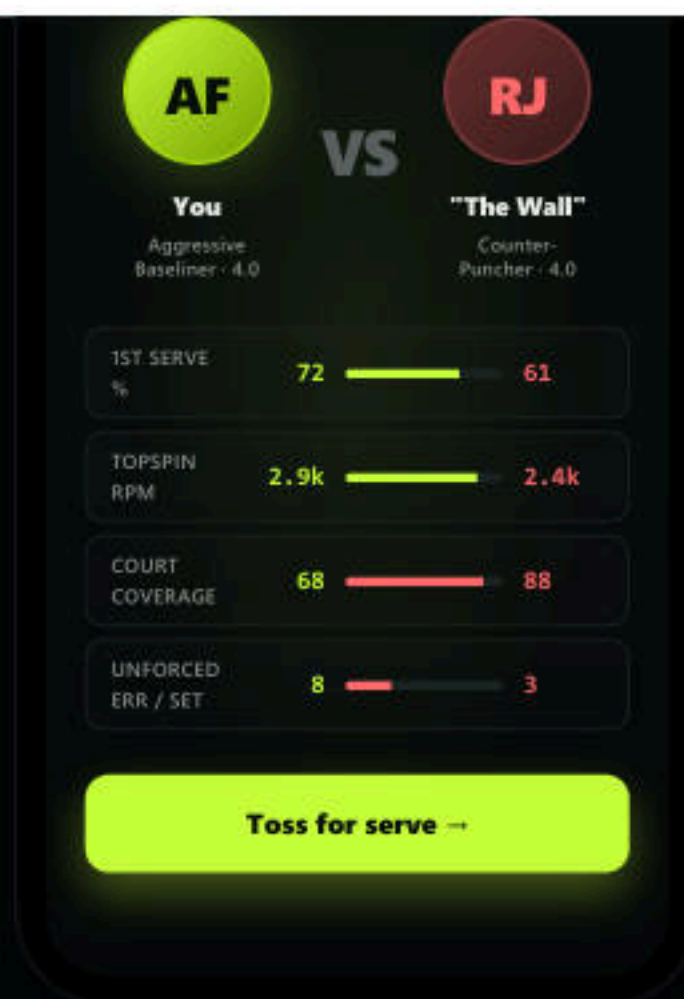
3 THE MATCH LOOP

Three decisions a turn. That's the **whole game**.

Pick the zone. Pick the shot. Commit to a recovery. Watch the AI think back. Every turn is one of those four states — and every turn surfaces exactly the right information without overwhelming the player.

A OPPONENT REVEAL



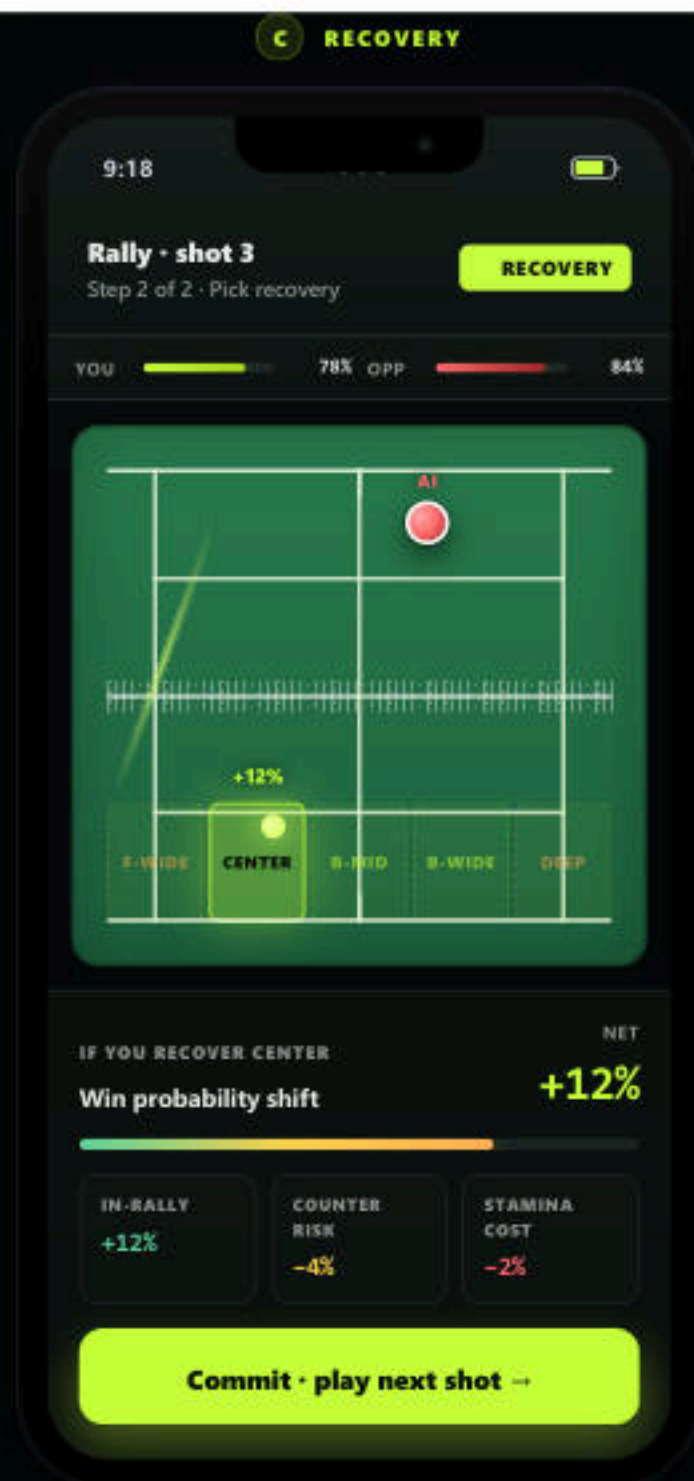


Real ATP-style stat sheet before every match. You read your opponent the way pros read a draw.

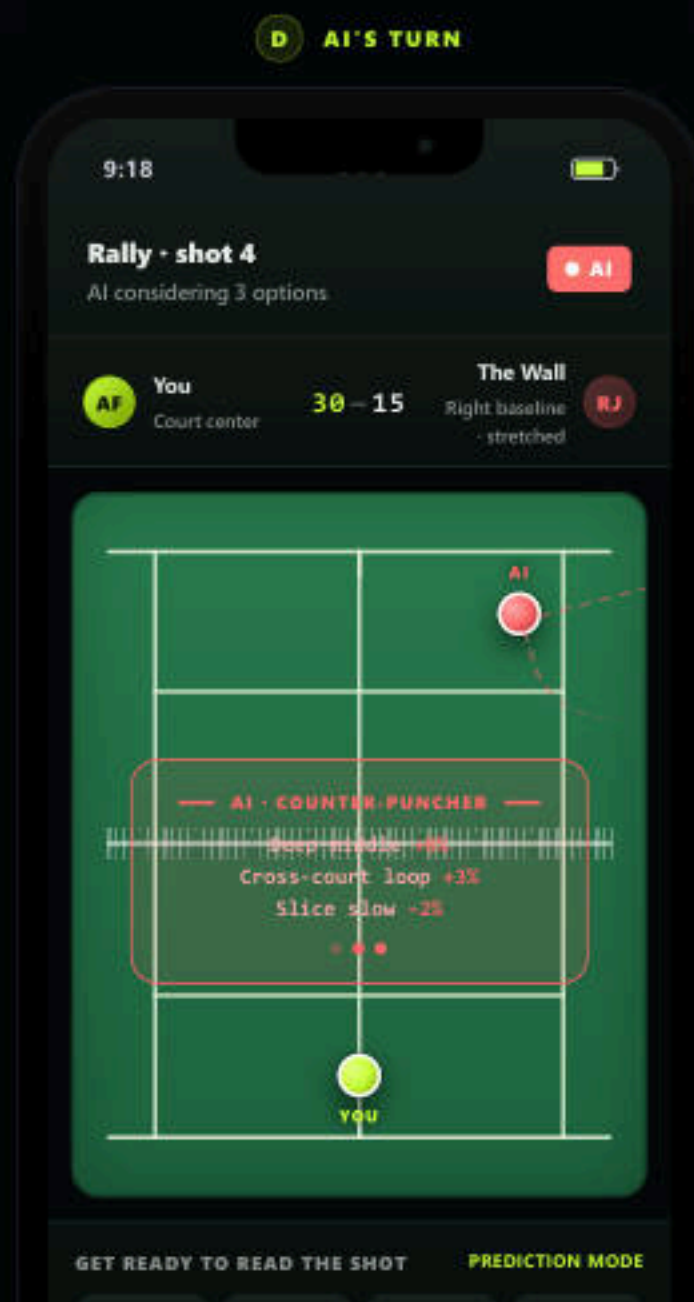
B PICK THE SERVE

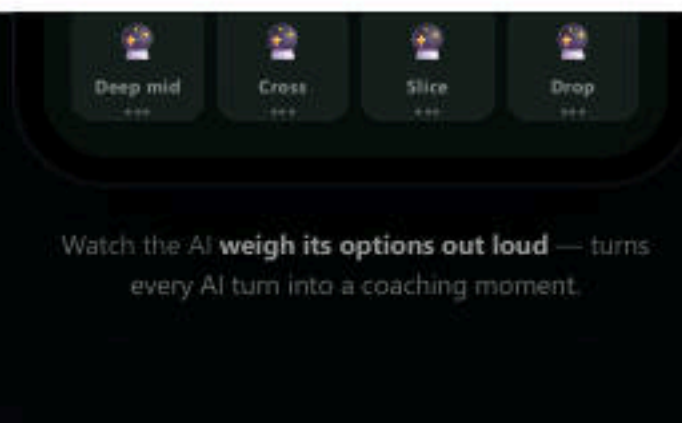


Court reads like a chess board. One tap, one zone, one shot type.



D&D-style math surfaced cleanly. The trade-off is the game.

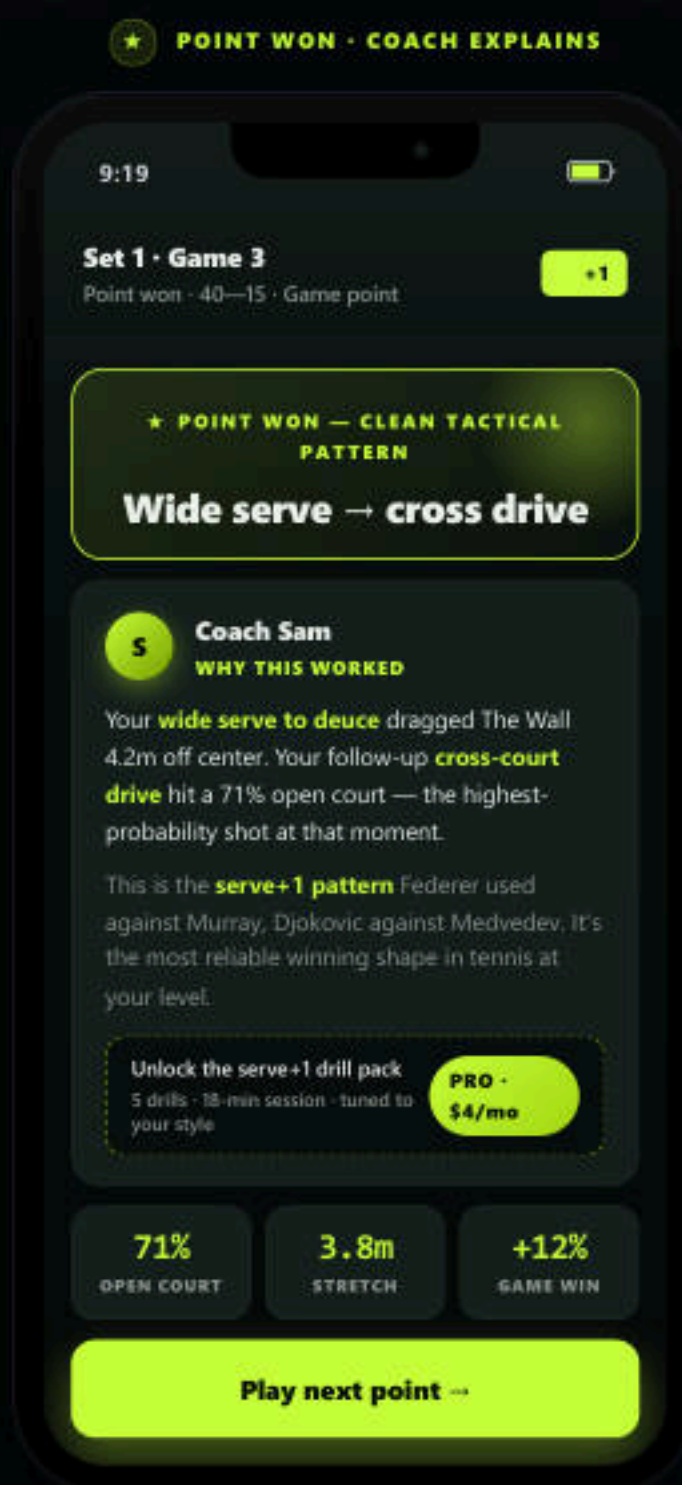




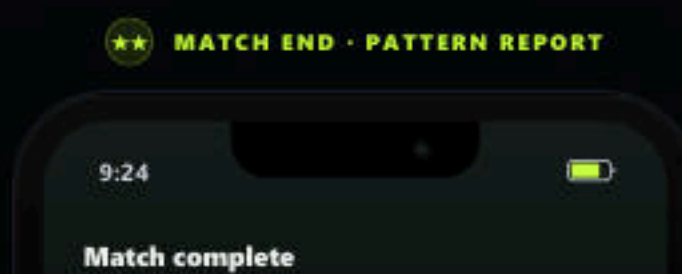
4 COACH SAM · THE AI TUTORIAL LAYER

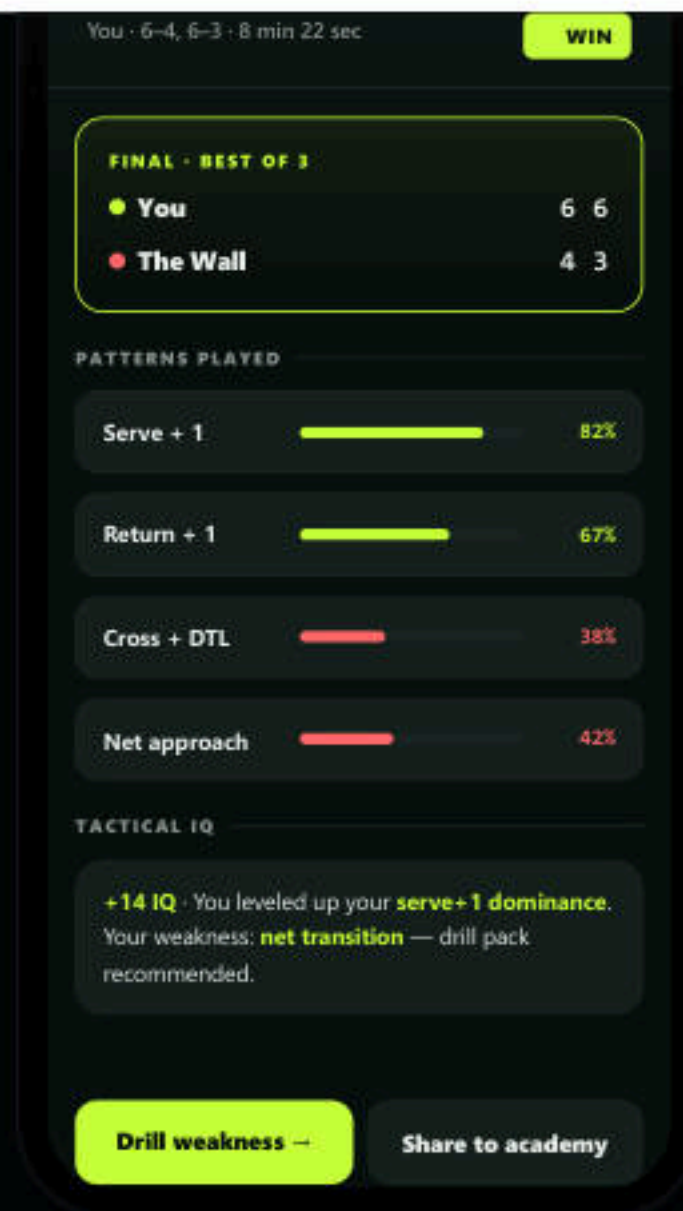
Every point ends in a **coachable moment**.

Coach Sam is the monetization. He's also the differentiator. After every point — won or lost — Sam explains what worked, why it worked, and which drill closes the gap. The free tier shows the result. The \$4/mo Pro tier unlocks the lesson.



The **paywall is the lesson itself** — never blocking play, always offering deeper understanding. Adam's monetization, perfectly placed.



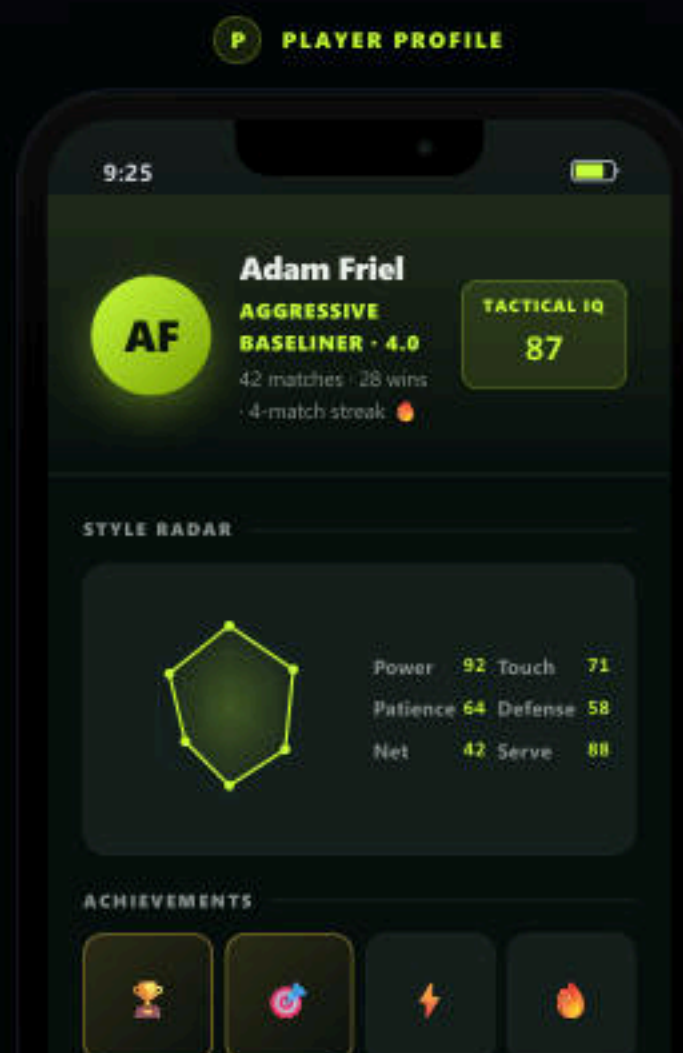


Every match ends with a **pattern report card** — the single most shareable artifact for academy coaches.

5 PROGRESSION

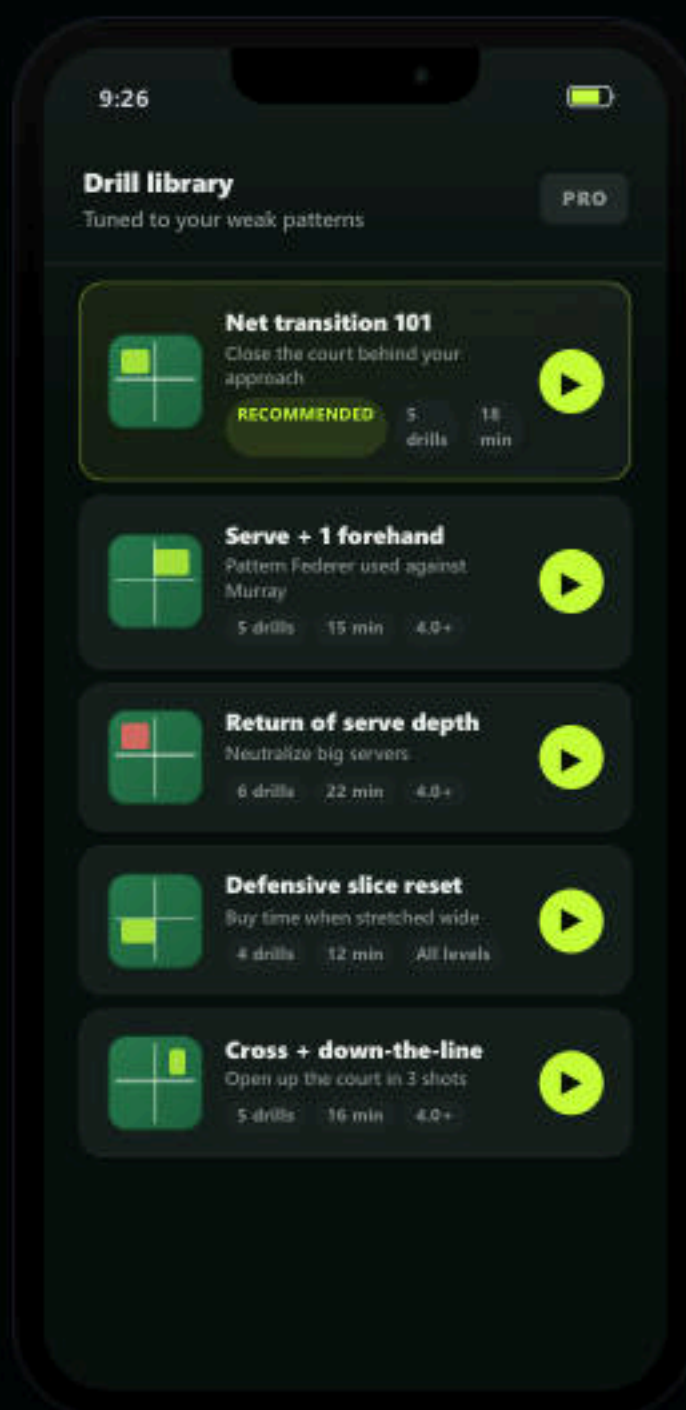
The reason a player **opens the app on day 30**.

Tactical IQ score. Style-specific radar. Achievements. Drill library tuned to your weakest pattern. Every loop reinforces the next session — the way Strava reinforces the next run.



The radar chart shows your real tactical fingerprint —
and exactly where to grow next.

D DRILL LIBRARY

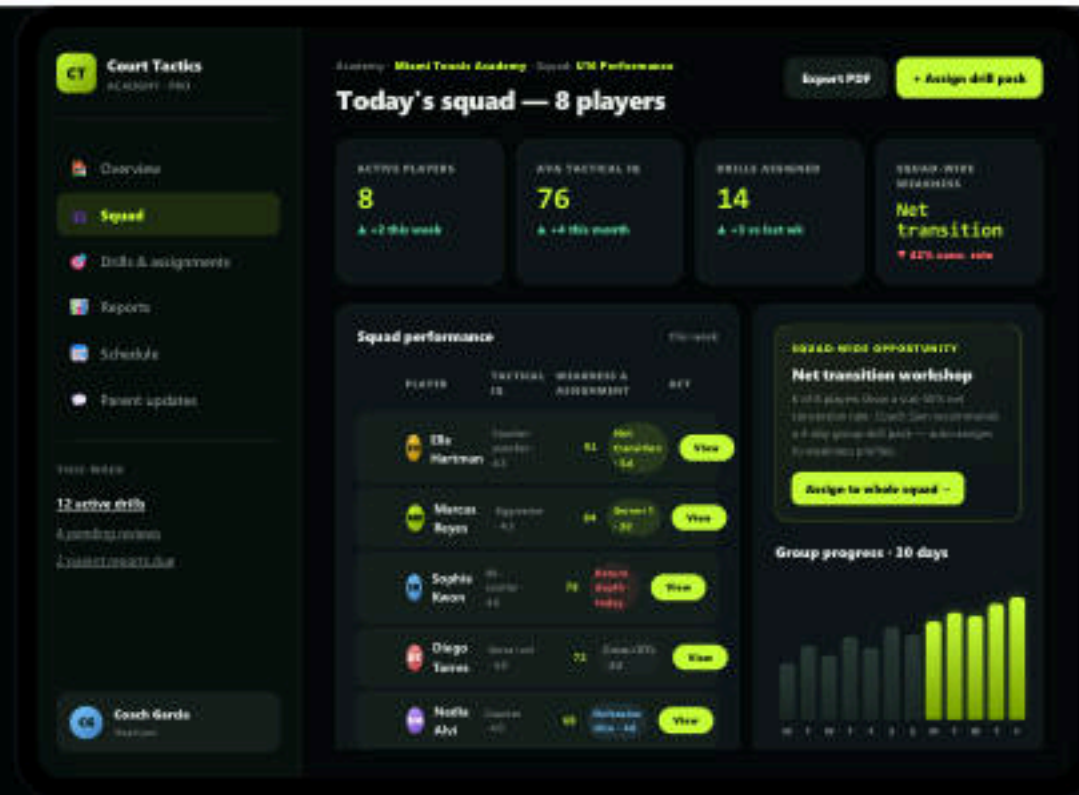


Every drill is **auto-prioritized** by Coach Sam against
your radar weaknesses.

6 THE B2B SIDE • ACADEMY COACH DASHBOARD

The other half of the revenue. For the **coaches who license it.**

Same engine, different surface. The academy dashboard is what one of Adam's 200 academies sees on the iPad mounted to their pro shop wall. Squads grouped, drills assigned, weaknesses flagged across 40+ players at once. **This is the \$99–\$499/mo line that compounds.**



Coaches see exactly the same probability model players do — but aggregated across the squad. **Every player's weakness becomes a curriculum data-point.**