



Analysing elite sports teams and the next gen — How Hudl drive great UX through daily user testing with Marvel

Background

Before Hudl, the ability to generate live statistics and video analysis of competitive sports was only available to elite sports teams. But founders David Graff, Brian Kaiser and John Wirtz wanted to change that. Since its launch in 2006, Hudl has grown to support more than 160,000 active teams, from the smallest youth organizations to professional franchises in North America, South America, Europe, Asia, Africa and Australia.

Marvel has helped their product team - which is mostly remote - collaborate on prototypes, testing and customer research.

Challenges

- Finding a flexible and reliable toolset for large scale projects
- Refining collaboration in design across a global team
- Establishing a fast and scalable design process

Solutions

- Optimised their toolset with Marvel's integrations offering
- Leveraged Marvel's collaboration features to align the global team
- Marvel accelerates every stage of their design process, supporting Hudl's daily user testing needs

■ 2x

Prototyping speed

Hudl found that their designers created prototypes twice as fast with Marvel

■ 160

Screens

Marvel enables Hudl's high fidelity, large scale prototypes which reach 160 screens

■ 16

Concurrent projects

Hudl work on 16+ projects at a time and Marvel gives them a stable, solid platform to do so

“That first real taste of how a change or a new feature will look and feel is a Marvel prototype.”



Mike Williams

Product & User Experience Design Manager