COURTSCOUT — AGGREGATING FRAGMENTED TENNIS COURT AVAILABILITY TO REDUCE COORDINATION FRICTION

Role: Product · Research · UX · System Design

> A lightweight product experiment to reduce planning friction in fragmented booking systems.

Problem

Booking a tennis court in London is fragmented across dozens of independent websites with inconsistent availability information.

As a result:

- Players repeatedly check multiple sites
- Availability signals feel unreliable
- Group plans stall or collapse entirely

Key Insight

Coordination fails because of uncertainty, not because of limited options.

When players don't trust availability signals, they hesitate, delay decisions, and abandon plans — even when courts technically exist.

The Product Bet (Value Hypothesis)

If players receive reliable availability signals and timely alerts, they can coordinate games without constant manual checking.

Why Existing Solutions Fall Short

- Individual court websites optimize booking, not coordination
- Social platforms help find players, not availability
- Manual monitoring shifts coordination burden to users

MVP

- Aggregated availability from multiple court websites
- Map-based discovery for practical planning
- Email alerts when slots open
- Lightweight signup (no accounts, no lock-in)

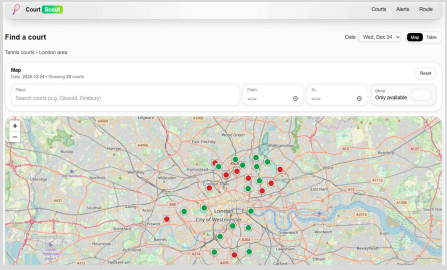
Success Metrics

- Time to successful booking
- Alert to booking action rate
- Repeat usage across planning cycle

Key Learnings

- Reducing uncertainty creates more value than increasing options
- Trust and reliability are core UX requirements in coordination products
- Passive signals (alerts) outperform active engagement in planning workflows

Product



Links

- Product page: https://courtscout.vercel.app
- Slide Deck: Link for Slide Deck
- Portfolio: https://www.arjunportfolio.xyz