



Empowering Clubs With Dynamic Sports Graphic Creation

Champion Display enables sports clubs to offer members fast, customizable, and professional-grade graphics without design skills. The platform enhances fan engagement, strengthens club branding, and helps teams generate more visibility and value across digital and social channels effortlessly.

65%

Faster

40%

Increase

3×

More Visibility



OVERVIEW

UI/UX

KEY CHALLENGES

OUR SOLUTIONS

OUR APPROACH

KEY RESULTS

TECHNOLOGY

SPORTS
POSTERS
CREATE FOR FREE

OVERVIEW

Transforming Club Branding With Automated Graphic Tools

Champion Display is a powerful digital solution designed to help sports clubs create professional, branded visuals without needing design expertise. The platform enables members to instantly generate personalized graphics, improving engagement and promoting consistent branding. It also enhances sponsorship visibility, supports revenue opportunities, and streamlines how clubs manage and share high-quality content across all digital and social channels.



Industry

Sports Technology / Digital Media



Solution

Customizable Sports Graphic



Platform

Web-Based Graphic Creation Platform



Country

New Zealand

Crafting an Intuitive and Engaging User Experience

We designed a clean, responsive interface that simplifies graphic creation, enhances usability for all user types, and ensures a seamless flow across devices for consistent brand engagement.



KEY CHALLENGES

Major Challenges Faced During Platform Development

The project required overcoming technical complexities, performance issues, and user adoption hurdles while ensuring seamless customization, brand consistency, and smooth functionality across diverse club environments and user groups.

Ensuring Consistent Branding Across All Outputs

Maintaining accuracy in logos, colors, and visual elements required strict validation to ensure every generated graphic matched each club’s brand identity.

Delivering Smooth Cross-Device Functionality

Ensuring seamless performance on mobile and desktop required responsive layouts and efficient rendering workflows across varying device sizes.

Managing High Graphic Rendering Demand

Handling peak-time usage required optimization to deliver fast, uninterrupted generation of personalized visuals without delays or performance degradation.

Handling Large Traffic Spikes Reliably

Unpredictable usage surges required scalable infrastructure to maintain speed, stability, and uninterrupted access during high-activity periods.

Simplifying Complex Customization Options

Balancing flexibility with ease of use demanded careful UI planning to keep advanced editing features simple for all user skill levels.

Meeting Strict Security and Privacy Standards

Protecting member data required robust authentication and controlled access to maintain trust and meet compliance requirements consistently.

Integrating Diverse Club Assets Seamlessly

Supporting multiple formats for logos, badges, and photos required robust asset handling and automated optimization to ensure consistent, high-quality results.

Reducing User Drop-Off During Creation Flow

Improving engagement required eliminating bottlenecks, optimizing steps, and increasing clarity to ensure members completed the full graphic creation process.

OUR SOLUTIONS

Delivering Efficient, Scalable, and User-Focused Solutions

We built a **streamlined**, high-performing platform that simplifies graphic creation, enhances branding consistency, and supports clubs with scalable tools designed for engagement, reliability, and seamless user experiences.

Streamlined Graphic Creation

We developed an intuitive creation flow that simplifies every step, enabling users to design personalized sports graphics quickly while maintaining consistency and high visual quality.

Automated Branding Controls

Brand guidelines were embedded into the system, ensuring every generated graphic automatically aligns with club colors, fonts, and identity elements without manual adjustments.

Adaptive Template Engine

A flexible template engine was introduced, allowing dynamic adjustments, layout variations, and customization options while preserving structure and maintaining design balance for all users.

Optimized Performance Handling

The platform was optimized for speed, ensuring smooth rendering, reduced waiting time, and efficient performance, even during high-traffic periods or heavy usage sessions.

Seamless Asset Management

We implemented automated asset optimization that processes logos, photos, and badges in various formats to deliver clean, professional, and consistent output every time.

Enhanced Mobile Experience

A responsive, mobile-first interface was developed to ensure effortless navigation, fast rendering, and smooth graphic creation for users across all device types.

Secure User Authentication

Strong authentication methods and encrypted data handling were added, ensuring user safety, controlled access, and compliance with essential security standards throughout the platform.

Scalable System Architecture

A modular, cloud-ready architecture ensures the platform scales automatically, supporting higher user volume, increased template demand, and long-term platform growth.

Integrated Analytics Dashboard

A real-time analytics system was built to help clubs track engagement, template usage, and performance metrics for informed decision-making and improved communication strategies.

OUR APPROACH

A Structured Approach for Seamless Delivery

We followed a systematic, user-centric process to ensure smooth development, strong performance, and a consistently engaging experience across all platform features.

1 Discovery & Research

Gathered requirements, analyzed user needs, and understood club workflows to define a clear solution direction.



2 UI/UX Design

Created simple, intuitive layouts ensuring fast navigation and effortless graphic creation across all devices.



3 Development & Integration

Built features in structured sprints, enabling flexibility, quick updates, and stable development progress.

KEY RESULTS

Transformative Outcomes Delivered for Club Growth

The platform significantly improved user engagement, enhanced branding consistency, and strengthened club operations by delivering measurable performance gains across design efficiency, user adoption, and digital visibility.



Higher User Engagement

Improved usability and personalized templates encouraged more frequent member interaction, resulting in noticeably higher engagement across digital platforms and social media channels.



Faster Graphic Output

The platform reduced overall design time significantly, enabling clubs and members to create high-quality graphics quickly while maintaining full consistency with their branding guidelines.



Improved Brand Visibility

Consistent, high-quality graphics increased the visibility of clubs and sponsors, helping them reach more audiences and strengthen their digital presence effectively.



Increased Member Satisfaction

Streamlined workflows, intuitive UI, and faster output delivery improved the overall member experience, leading to stronger satisfaction and positive adoption across clubs.



Enhanced Operational Efficiency

Automated processes reduced manual design efforts, allowing clubs to work more efficiently and allocate their time toward community engagement and growth initiatives.



Scalable Performance Growth

The optimized architecture enabled stable performance under higher workloads, ensuring clubs could grow membership without experiencing delays, disruptions, or performance issues.

TECH STACK

Future-Ready Tech Stack That Delivers Results

We use a carefully selected mix of modern **frameworks, tools, and platforms** to ensure our solutions **are secure,** scalable, and performance-driven.



MongoDB



EXPRESS



Angular



Node.js



Figma