

AI-Powered Tennis Performance Platform — OffCourtz

INDUSTRY

Sports Technology / AI

CLIENT

OffCourtz — a mobile-first tennis performance platform

OVERVIEW

Certainty designed and developed a mobile-first AI-powered tennis performance platform — OffCourtz — enabling players to analyze, understand, and improve their game through data-driven insights and personalized training. Due to confidentiality and NDA commitments, this case study focuses on functional capabilities, architecture approach, and user experience design, without disclosing sensitive implementation details or proprietary algorithms.

APPROACH

Capture

- Video-based input via mobile

Analyze

- AI-driven evaluation using multiple focus points

Visualize

- Clear, intuitive feedback via UI components

Recommend

- Contextual training suggestions and progress tracking

THE PROBLEM

Traditional sports coaching lacks scalable, consistent feedback, data-backed performance measurement, and continuous tracking of improvement. Players needed a solution that combines objective AI analysis, visual insights, structured training, and long-term progress tracking.

SOLUTION OFFERED

Certainty built a closed-loop performance improvement system that captures play on video, evaluates performance with AI, visualizes results, recommends training, and tracks progress over time.

KEY FEATURES

- AI-based shot analysis and scoring framework
- Interactive visual reporting (graphs, overlays)
- Progress tracking and performance benchmarking
- Fully functional cross-platform mobile application
- Focus-point driven evaluation system
- Intelligent exercise recommendation engine
- Freemium-to-premium subscription architecture

BUSINESS IMPACT

This project highlights Certainty's ability to build end-to-end AI-powered products, translate complex analytics into simple user experiences, design systems that drive engagement and retention, and deliver production-ready scalable applications.

OUTCOME

This engagement demonstrates how Certainty successfully conceptualized, built, and delivered a sophisticated AI-powered sports analytics platform while maintaining a strong balance between technical depth, user experience, and business scalability.

Specific model architecture, datasets, and scoring algorithms are intentionally abstracted.

TECHNOLOGIES & EXPERTISE

AI/ML motion and rule evaluation

Mobile-first iOS & Android

CMS-driven dynamic content

Scalable analytics backend

UX for clarity and actionability

Sports analytics