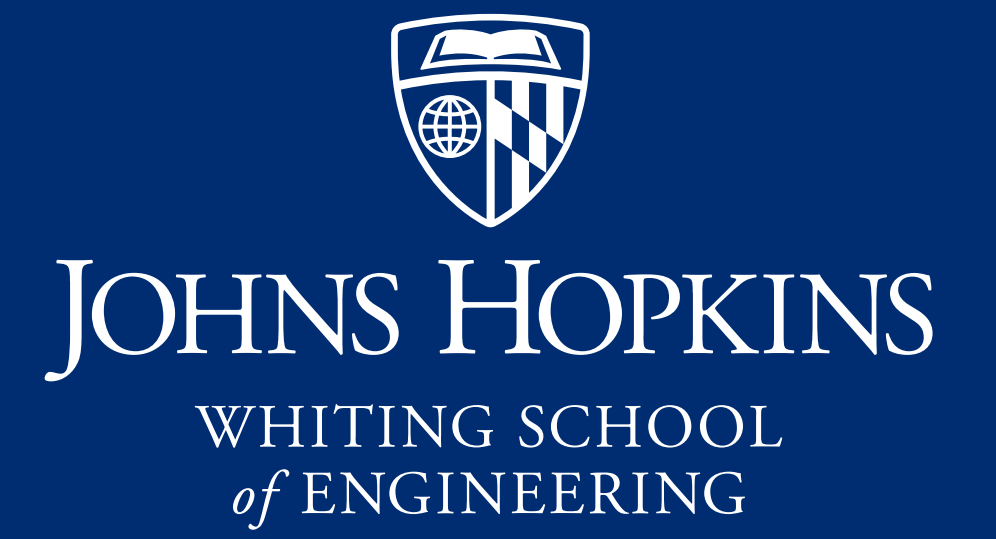




SLUGGER: Clubhouse Management

A Centralized Operations Hub for Atlantic League Baseball Clubhouse Managers



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The Problem

Atlantic league baseball clubhouse managers (CMs) handle equipment, laundry, meals, hygiene, budgeting, and player coordination — with no dedicated tool.

They rely on sticky notes, group texts, spreadsheets, and memory. League rules set minimum standards, but practices vary wildly across teams, leading to inconsistency in safety and daily operations.

There is no centralized system connecting clubhouse managers, general managers, and players.

Objectives

Centralize the four core operational pillars:

- Task Management — daily checklists, recurring duties, calendar views
- Meal Planning — series-based scheduling with dietary restriction tracking
- Inventory — categorized stock tracking with low-stock alerts
- Communication — direct messages, group chats, league-wide bulletin board

HOW MIGHT WE give every clubhouse manager a single tool that handles their entire daily workflow?

Materials and Methods

Research: Interviewed clubhouse managers and GMs across the Atlantic League. Key informants: Emil (CM, Long Island Ducks) and Sean (GM). Validated features through hands-on user testing.

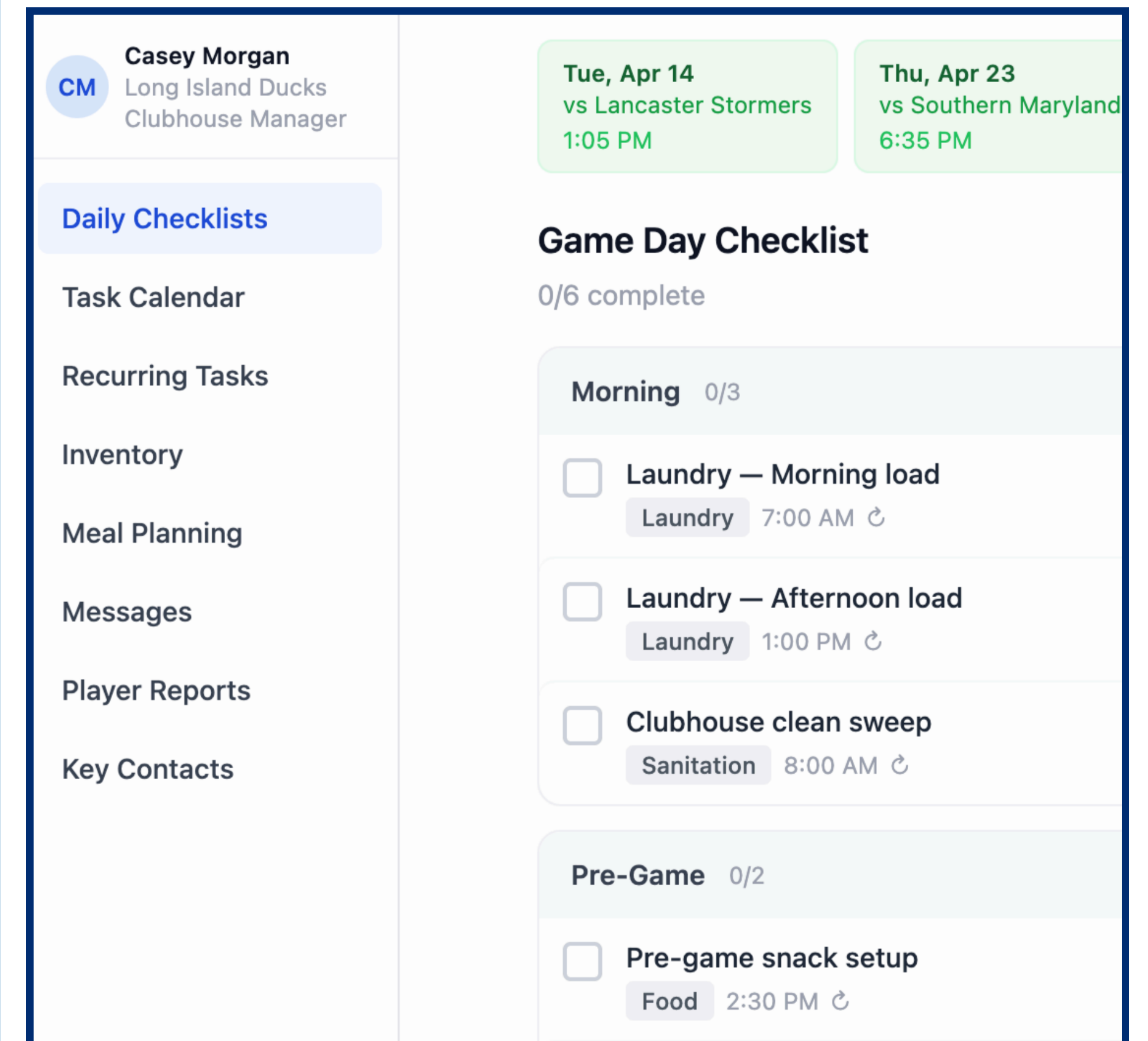
- Tech Stack:
- Next.js 15 (App Router) on Vercel
 - Supabase (Postgres + row-level security)
 - postMessage auth handshake with Slugger
 - Gemini-powered AI onboarding chat
 - Three role-based views: CM, GM, Player

Results or Findings

1 WHAT WE LEARNED:

- Clubhouse operations are highly inconsistent across the league — same roles, vastly different workflows.
- No existing tool serves this niche — managers improvise with consumer apps not designed for their needs.
- Three distinct user personas emerged: CMs need operational tools, GMs need oversight dashboards, players need a simple personal view.
- Series-based planning is the dominant workflow — managers plan meals and prep around multi-game series, not individual days.
- User testing validated the core feature set — checklists, meal planning, inventory, messaging, and contacts all resonated strongly.

Key refinements from testing:
Inventory simplified to checklist format, player reports routed to field manager, contacts directory prominently placed.



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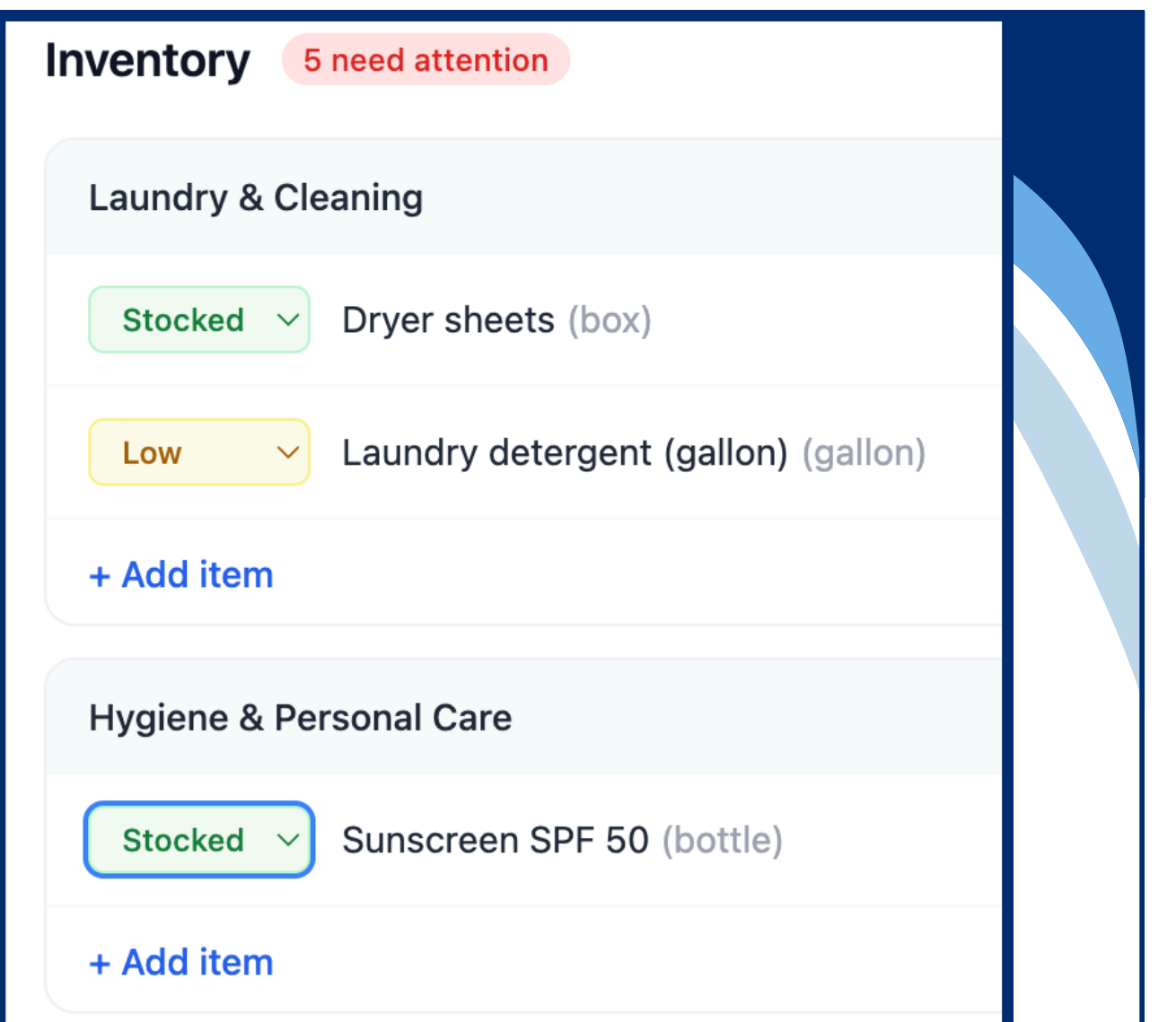
THE APP IN ACTION:

The main dashboard gives clubhouse managers a game day checklist, upcoming schedule, and one-tap access to all features — embedded directly in the Slugger analytics platform.

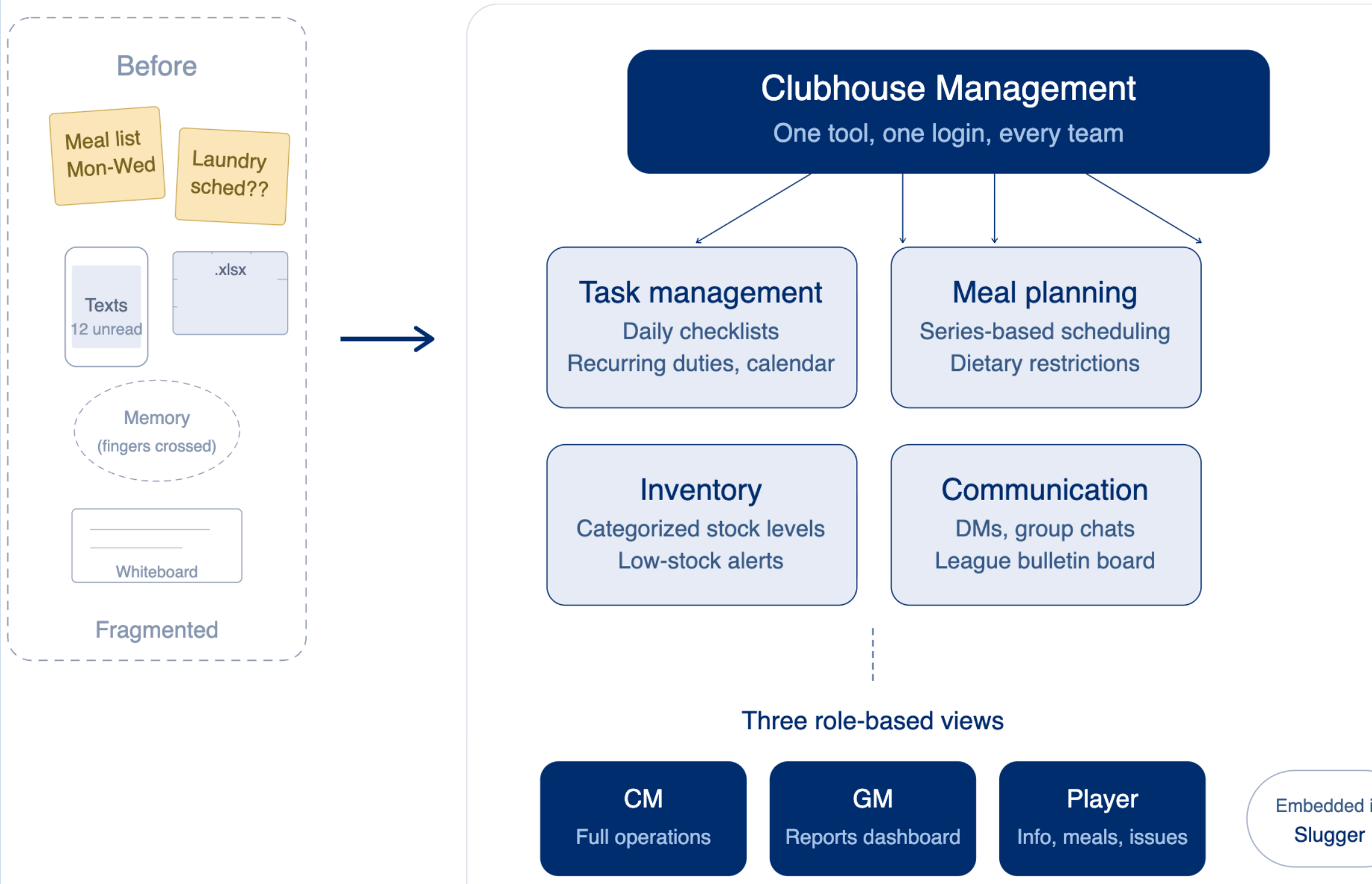
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USER TESTING & ITERATION:

- Interviewed Emil (CM, Long Island Ducks) and Sean (GM) to validate features and surface workflow gaps.
- Inventory tracking was too complex for game days — simplified to a structured checklist format.
- Player reports must route to the field manager, not the CM — per league policy.
- Key contacts directory needed in sidebar.
- Meal pre-planning for entire series was the most valued feature among managers.



4 Before vs After



Conclusion

The app is live and integrated. Clubhouse Management is deployed on Vercel, connected to the Slugger platform with full auth integration, expanded messaging, and a real contact directory.

User testing shaped the product. Interviews with Atlantic League staff validated the core feature set and drove meaningful refinements.

What's next: Real-world adoption. The tool is ready — the remaining step is getting clubhouse managers across the league actively using it during the season.



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