



Golfer Digital Properties

UX Workshop

Agenda

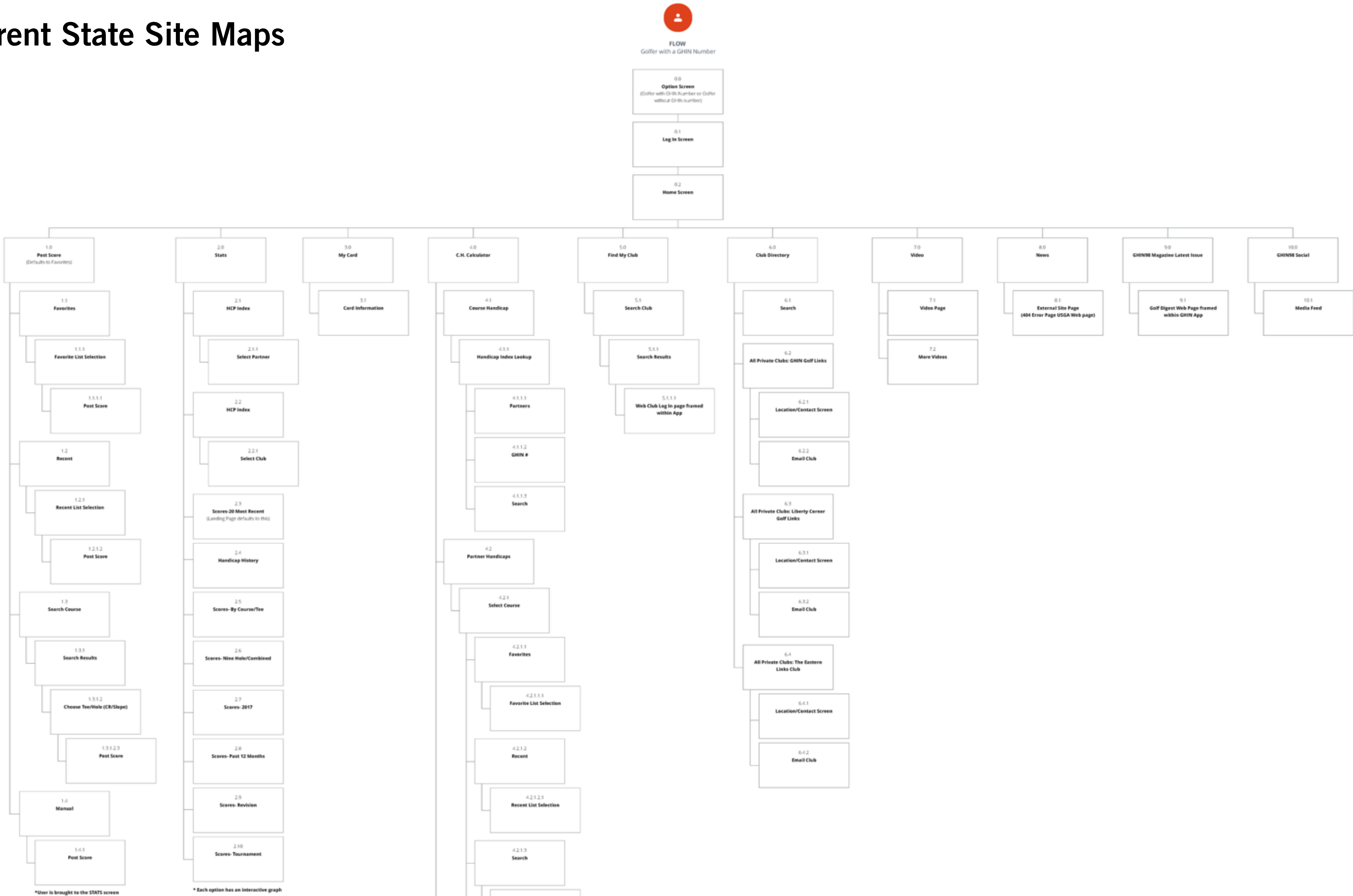
- I. Status Update
- II. Preliminary Recommendations
- III. Timeline & Next Steps
- IV. Team Sketching

|

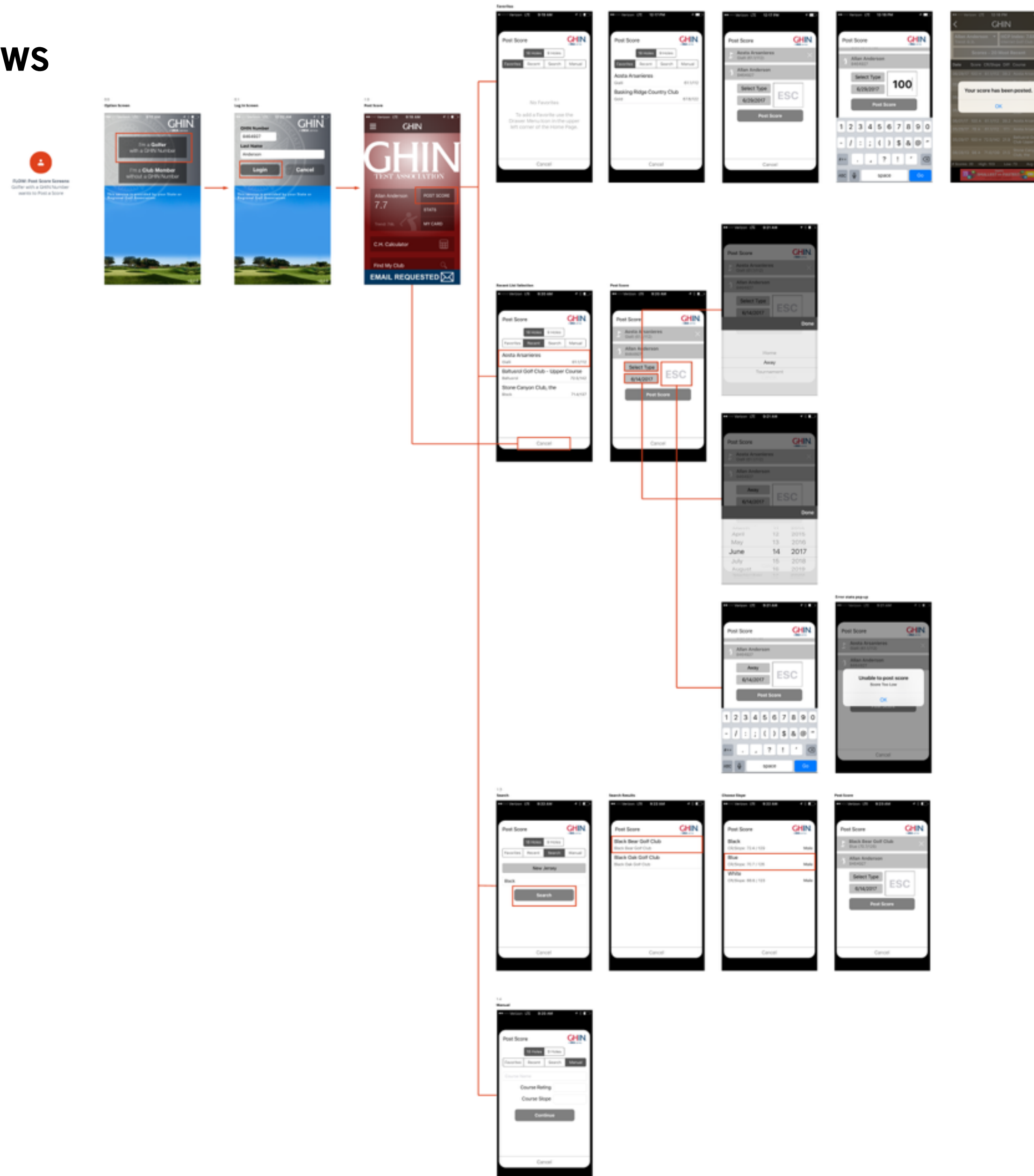
STATUS UPDATE

How we've been spending your
money.

Current State Site Maps



Current State User Flows



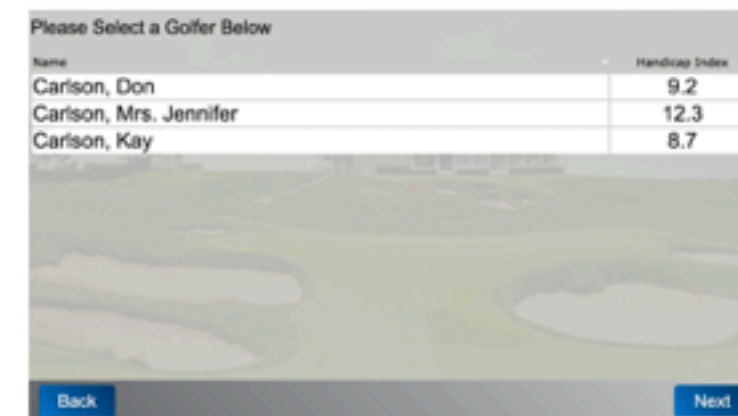
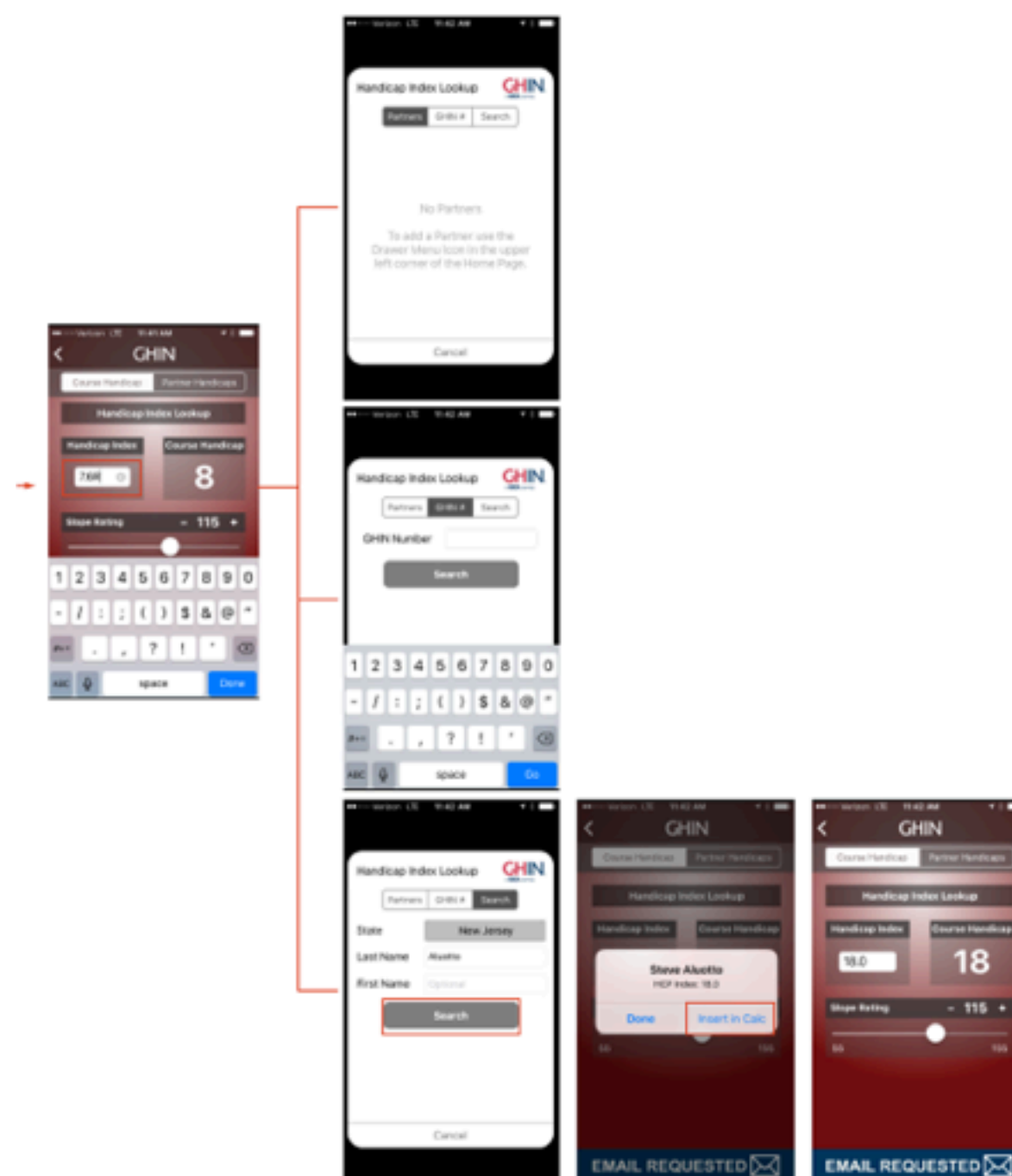
Feature Comparison



App - Buried under CH Calculator - should be more prominent; search to find golfers by name is difficult (why enter state); add ability to add as partner on viewing results

Kiosk - OK as is; only looks up club members

Site - only name, local # or GHIN # is required to perform a lookup on Kiosk, but on the site you need name and state



Shows club logged into by default - can switch to view other clubs



Golf Handicap Lookup Results		
Andy Carlson	Madison Golf Club New Jersey State Golf Assoc	NDGP Index: 23.7 BR Index: 21.0 BR Date: 10/15/2010
Barth Carlson	Madison Golf Club New Jersey State Golf Assoc	NDGP Index: 21.8 BR Index: 20.0 BR Date: 10/15/2010
Carl Carlson	Washstate & CC New Jersey State Golf Assoc	NDGP Index: 14.3 BR Index: 14.0 BR Date: 10/15/2010
Carl Carlson	Manassas River Golf Club New Jersey State Golf Assoc	NDGP Index: 19.1 BR Index: 18.0 BR Date: 10/15/2010
Carly Carlson	Spring Meadow Golf Course New Jersey State Golf Assoc	NDGP Index: 22.7 BR Index: 21.0 BR Date: 10/15/2010
Dr. Dean Carlson	Eden Country Club Metropolitan Golf Association	NDGP Index: 21.4 BR Index: 19.0 BR Date: 10/15/2010
Dena Carlson	Ramsey Golf & Country Club Metropolitan Association	NDGP Index: 18.1 BR Index: 17.0 BR Date: 10/15/2010
Joanne Carlson	Washstate I&CC New Jersey State Golf Assoc	NDGP Index: 10.0 BR Index: 9.0 BR Date: 10/15/2010
Mr. John P. Carlson	Washstate & CC New Jersey State Golf Assoc	NDGP Index: 4.4 BR Index: 4.0 BR Date: 10/15/2010
John T Carlson	Morris County Golf Club New Jersey State Golf Assoc	NDGP Index: 17.4 BR Index: 16.0 BR Date: 10/15/2010

[illegible]

this is fine - clean up UI

We should try to have synergies here across platforms; The site gives searchers access to the golfer's "My Card" - that seems wrong. Site also provides HI History & CH Calc - kink does not; add ability to search/compare multiple golfers like the site

Admin Tools

GHIN HANDICAP PROGRAM Online

Home My Golfers All Golfers Scores Clubs Settings Reports FAQs Quick Start Guide Other Links

GHP Online Score Entry Settings

Service Maintenance

Club Information

Club Number: 98 - 600 Club Name: THE TPC AT FAR HILLS

GHP Online Settings

Score Entry

Address Prompting

Management

Global Settings

Score Entry Options

Player Lookup: Number and Lookup Score Entry Method: Hole by Hole Theme Name: Shinn
Number Entry Type: Local Number Default Score Type: Home Advance / selected?:
Score Entry Timeout (seconds): 60 Screen Saver Timeout (seconds): 1800 Show Trend:
Handicap Label Option: Previous H.I.

Please select the Score Entry Wizard Steps to display

Current Date: Player Default Tee: Default Score Type:

Please Select the 3 fields to display for Member Lookup below

Field 1: Trend Field 2: Score Average Field 3: Low H.I.

Save

Undo

GHIN

a USGA service

v. 1.01.32

GHIN 98 Test Association

Logout

Appearance

Feeds

Alerts

Video

Settings

Clubs

Users

Last Modified: 7:18 PM July 08, 2017

Save Changes

Preview

Association Logo

- Height: 600px
- Width: up to 1500px
- Format: PNG
- Transparent bgnd

Upload

Header Logo (Small)

- Height: 96px
- Width: up to 500px
- Will be displayed on a dark background
- "Flat" style preferred
- White content preferred
- Format: PNG
- Transparent bgnd

Upload

Background

Update

Ad Image

- 640 px wide, 100 px tall

Upload

Remove Ad

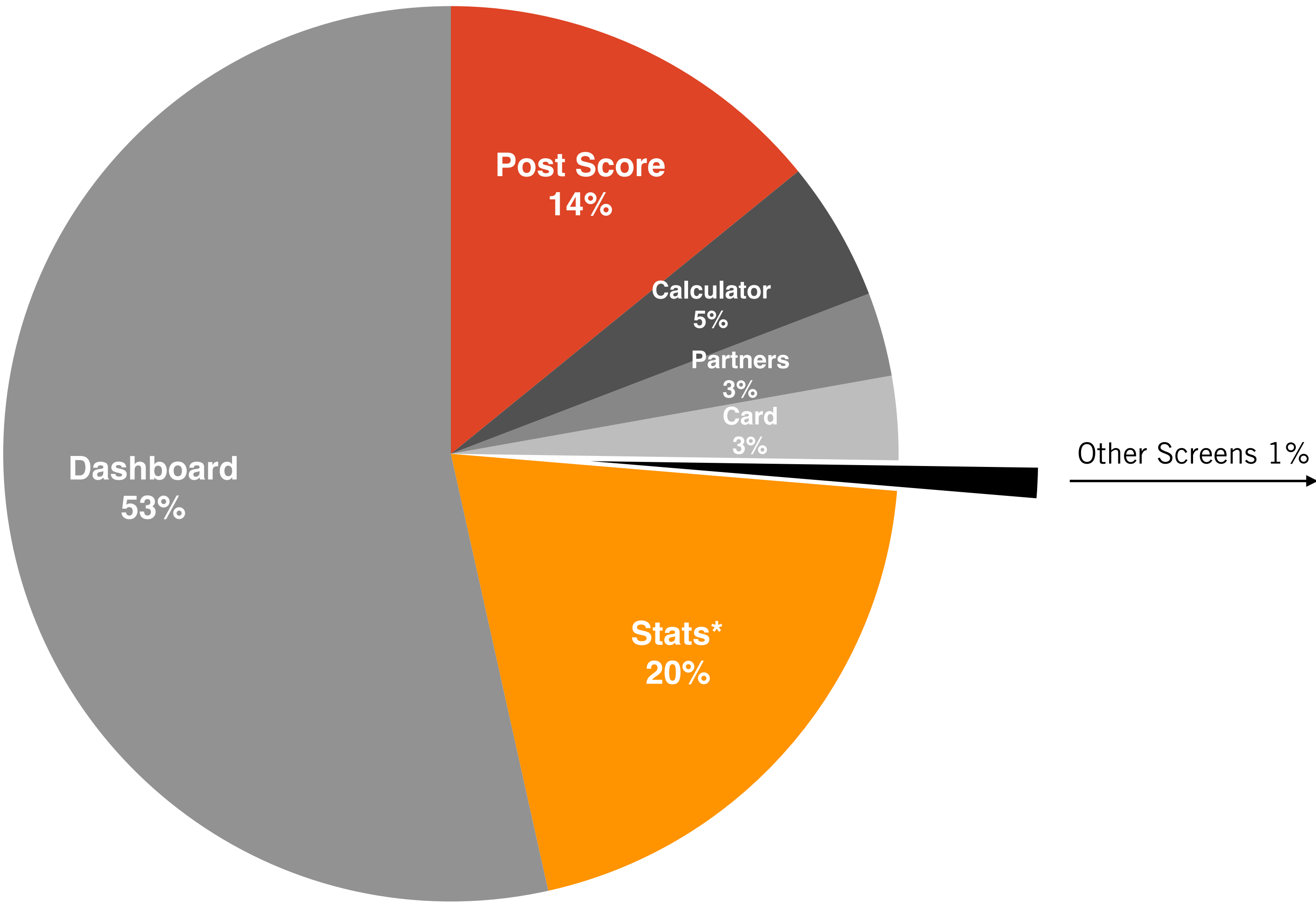
Ad Url:

USGA Phase 1 Discovery // © Copyright 2017 Endava // Confidential and Proprietary // Version 1.0

7

Google Analytics

Mobile App - Total Screen Views
06/19/2016 - 06/25/2017



Screen	Total Views
Find My Club	0.39%
Enter Tournament	0.29%
Club List	0.16%
Social	0.10%
Magazine	0.07%
News	0.04%
Results	0.02%
Club Detail	0.0024%
Videos	0.0005%

*Includes redirects from Post Score Success Page

Google Analytics

Vanilla Mobile App (No Co-Branding)
06/19/2016 - 06/25/2017



9 Association Interviews

-  Florida State
-  Miami Valley
-  Oregon
-  Colorado
-  Washington State
-  Minnesota

4 Referral Interviews

- 3 Users  
- 1 Golf Club 

Competitive Analysis

The Grint 1



The Grint 2



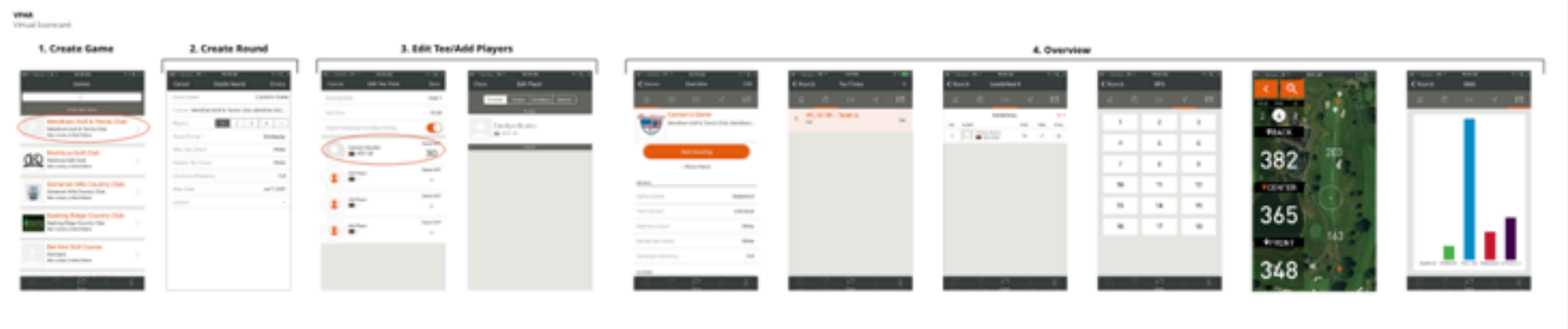
The Grint 3



The Grint 4



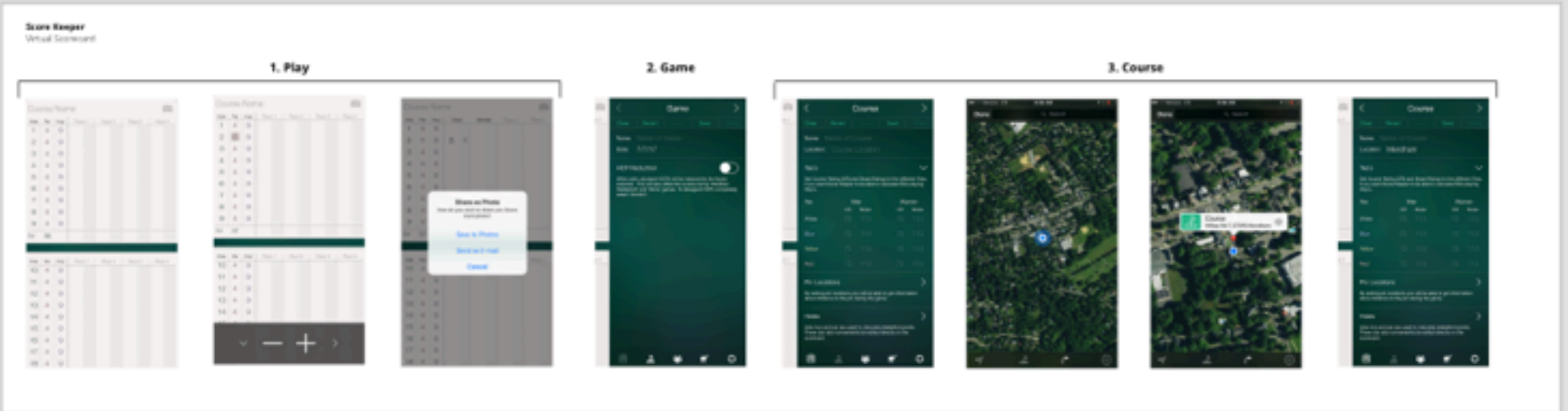
VPAR 1



VPAR 2



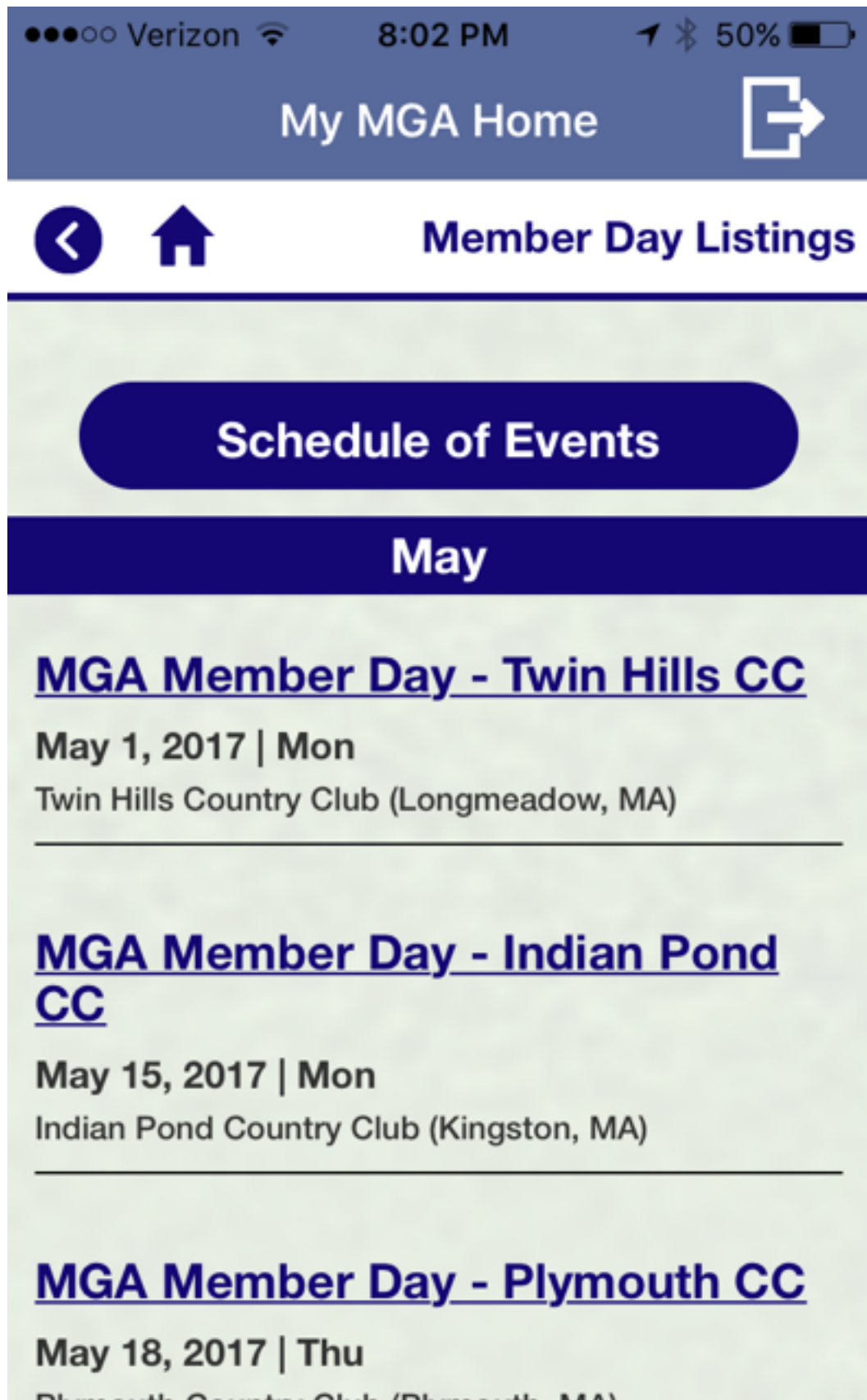
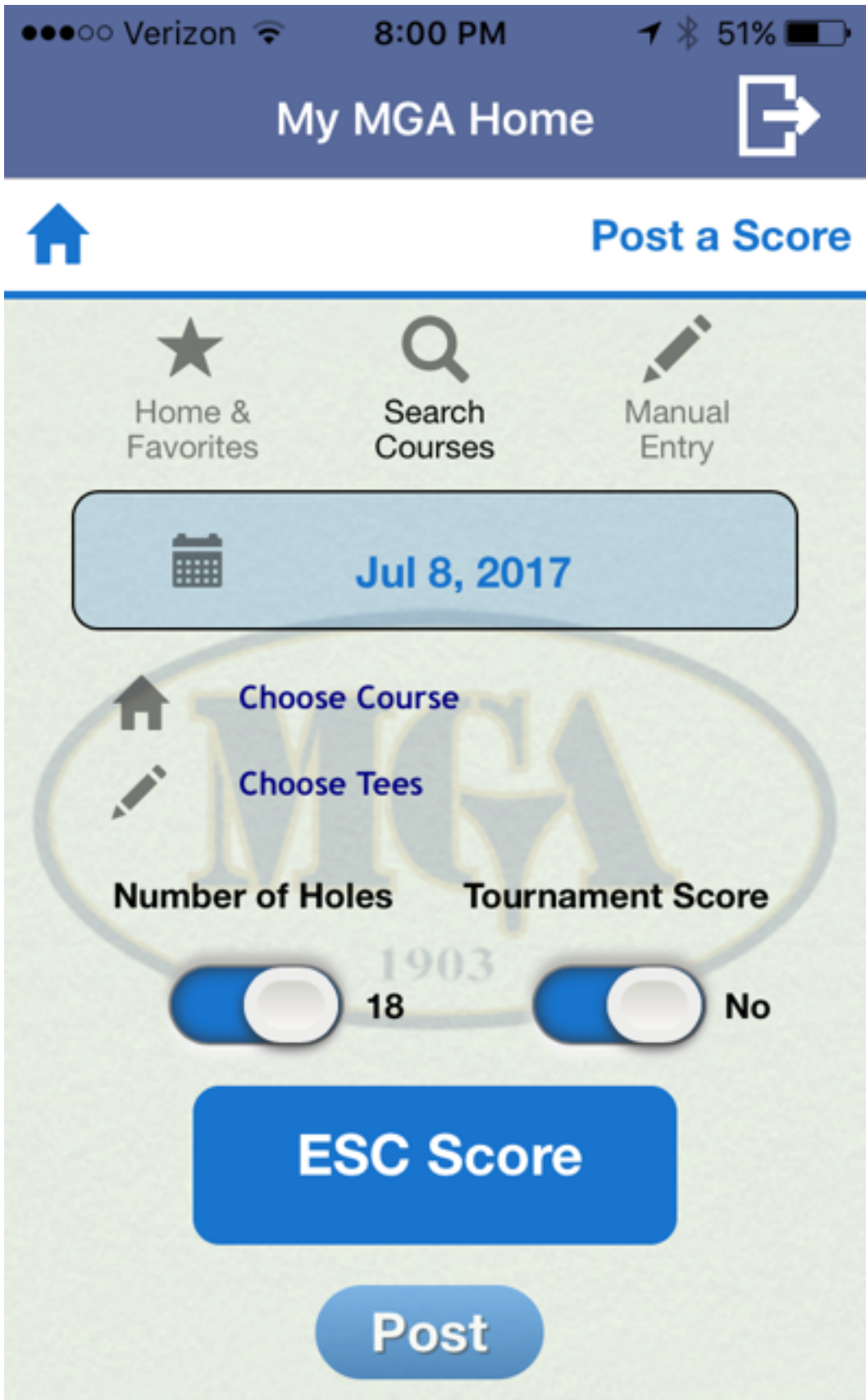
Score Keeper 1



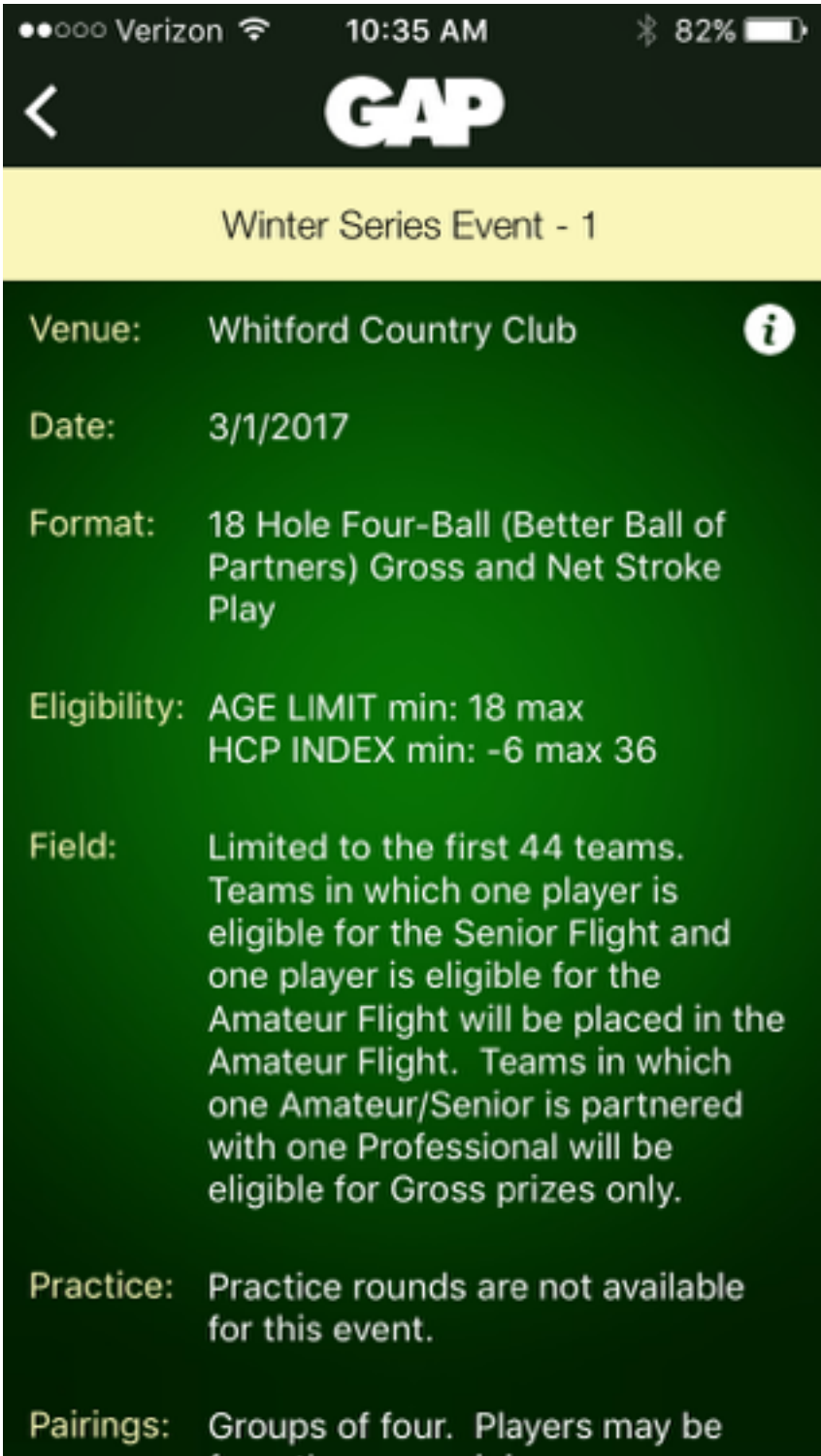
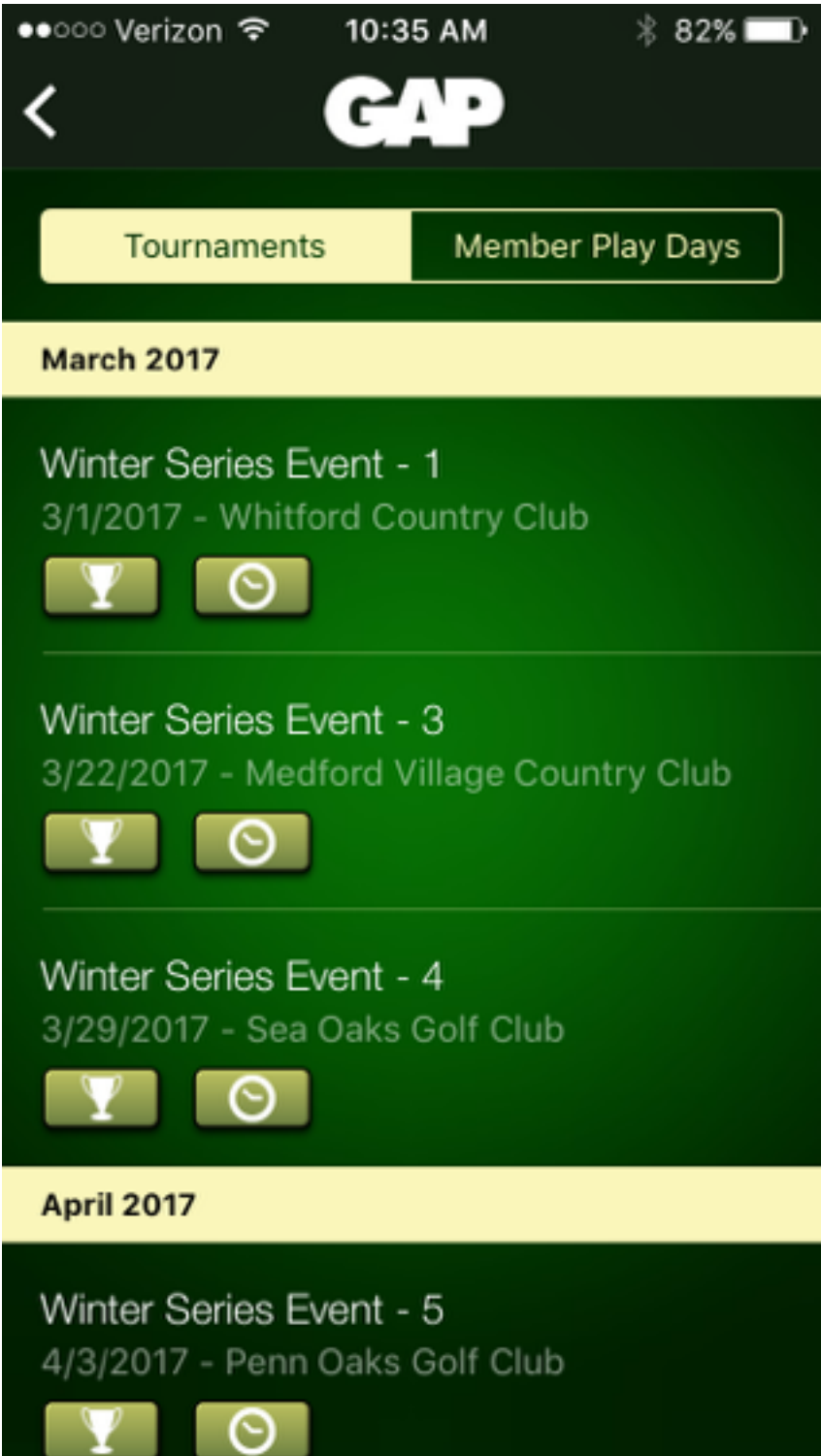
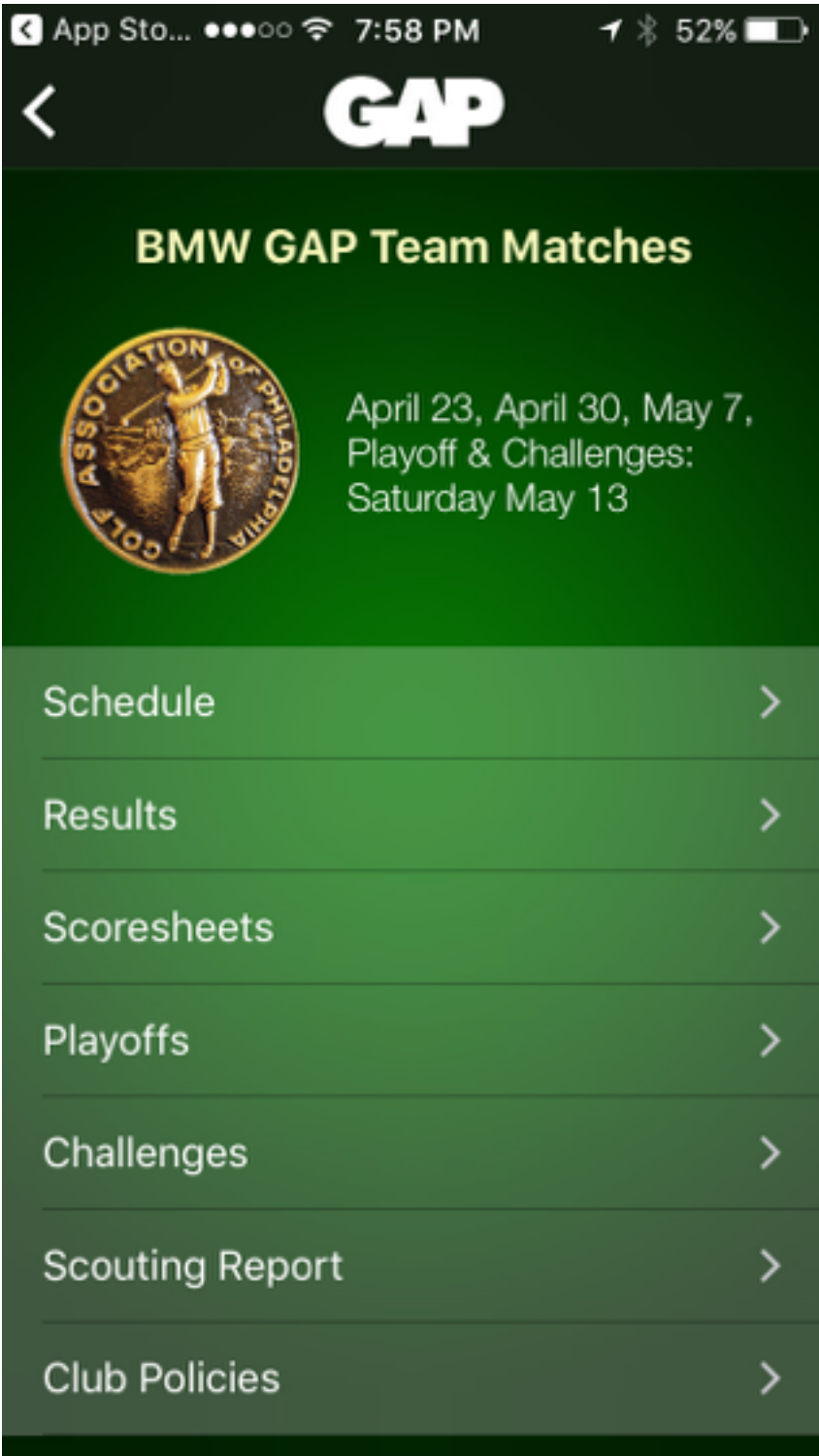
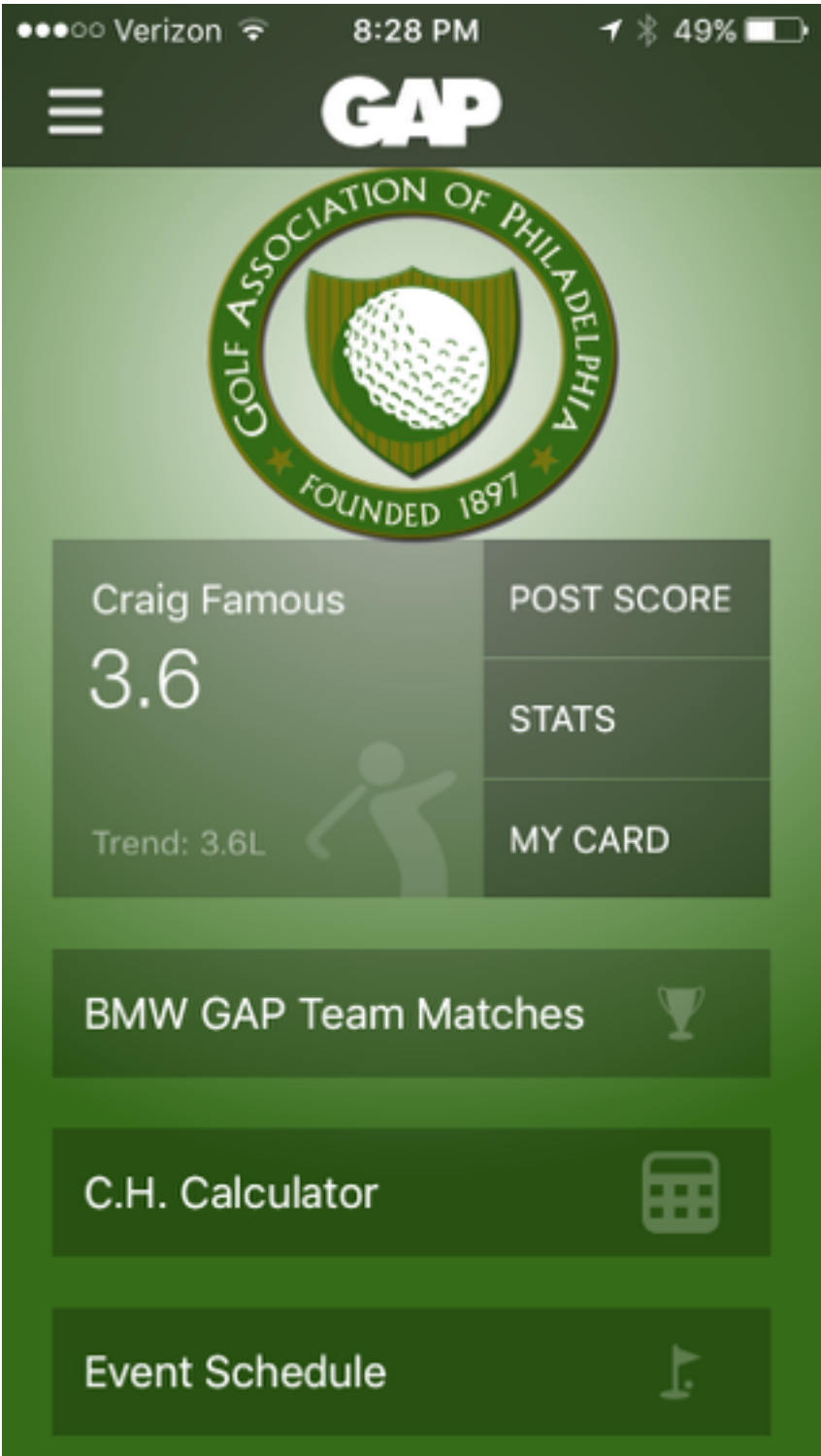
Score Keeper 2

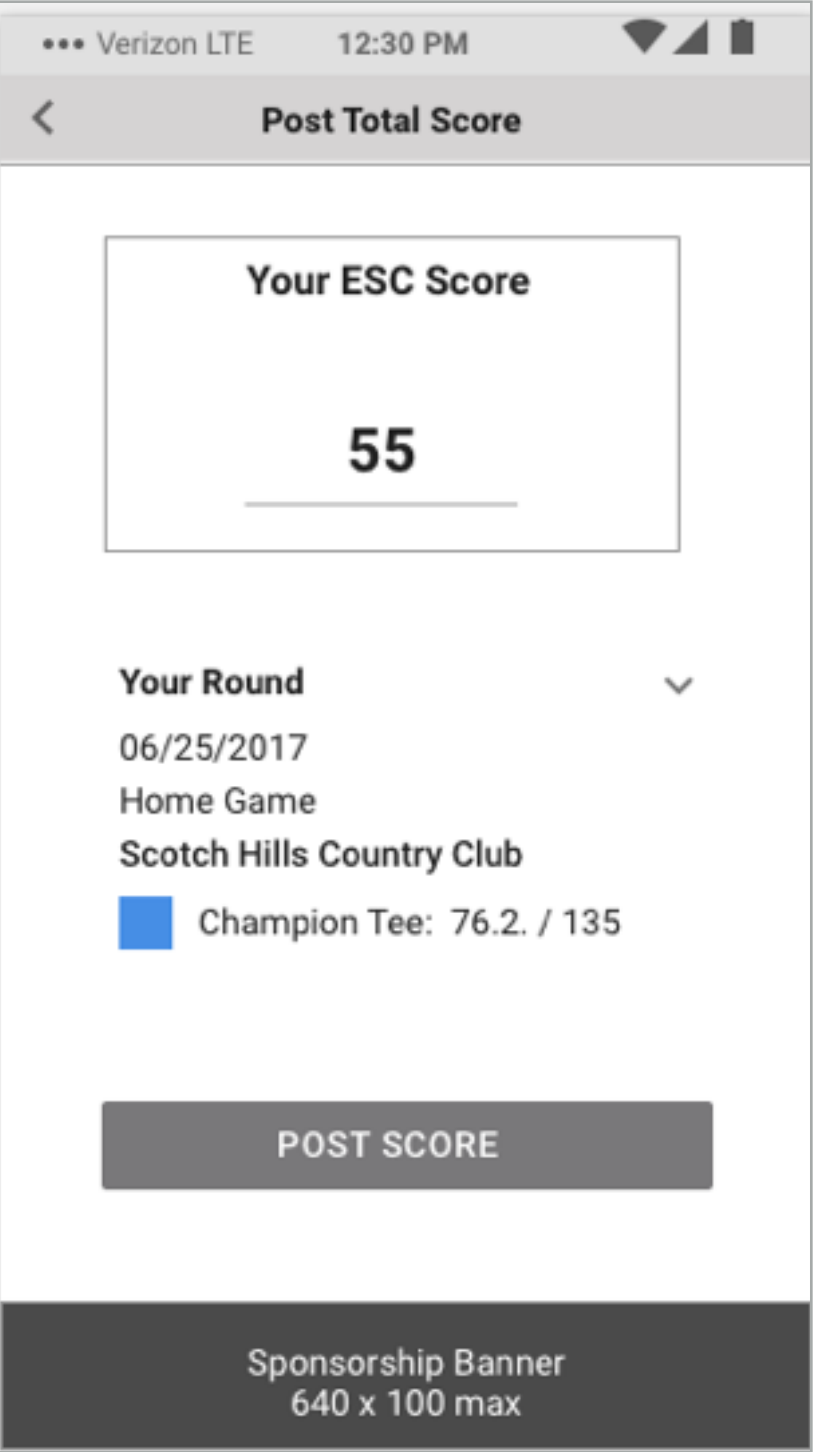
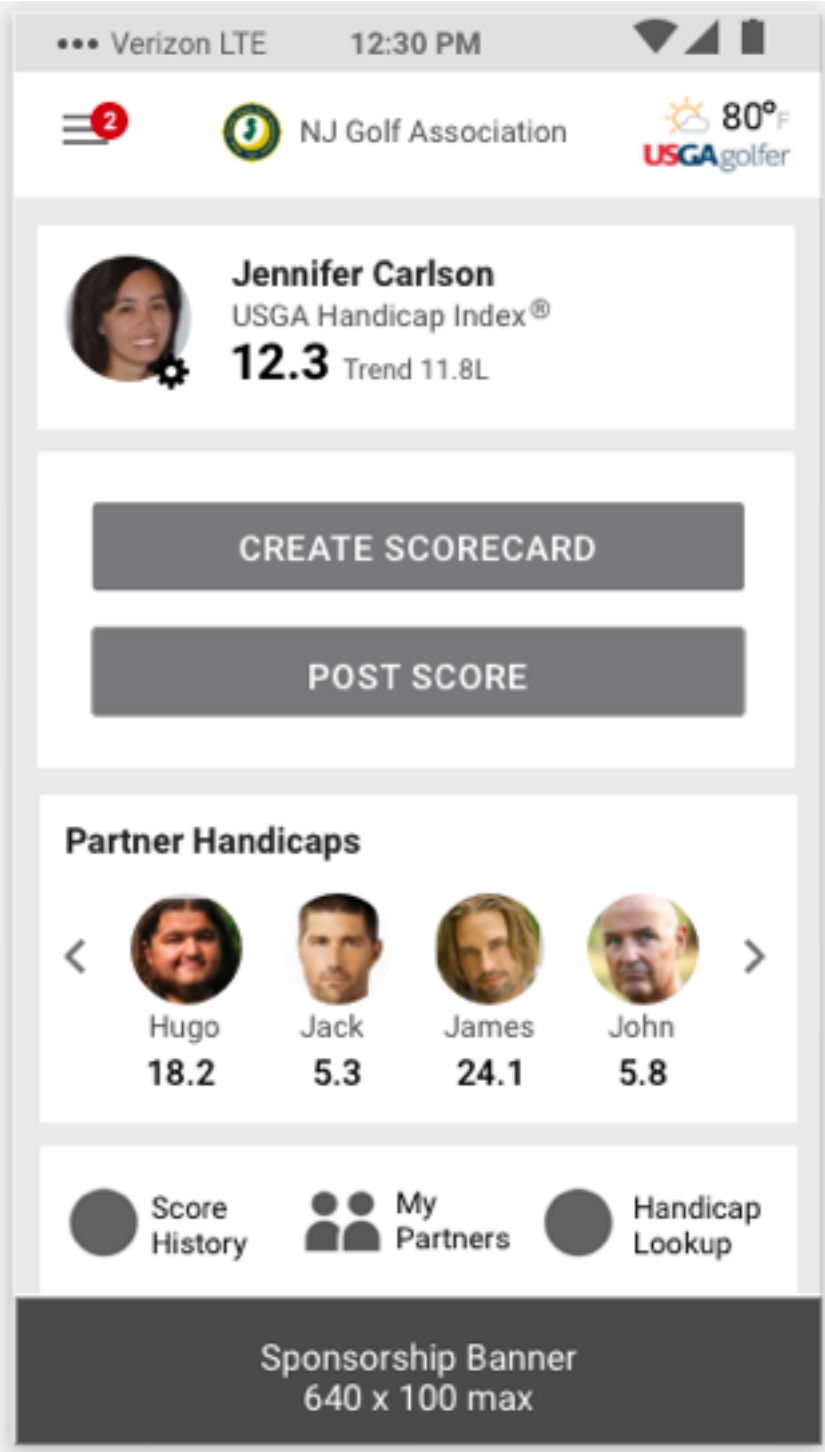
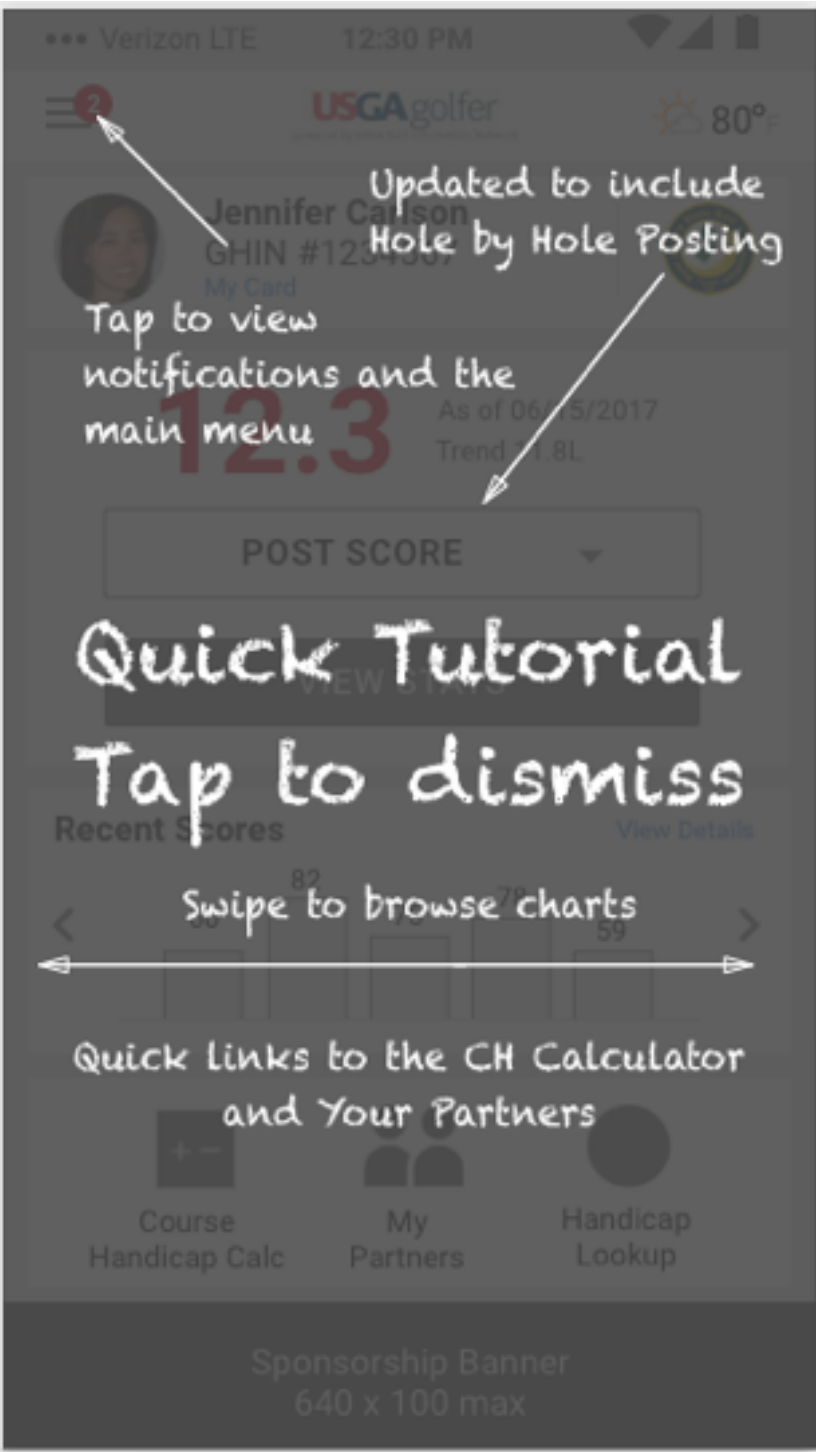


Massachusetts Golf Association App



Philadelphia Golf Association App





II

PRELIMINARY RECOMMENDATIONS

Our initial thoughts a couple
weeks in.

These are our high-level observations and recommendations. As we complete Discovery and create user stories, these ideas will be fleshed-out further, with additional recommendations to improve the experiences.



Search is Cumbersome

Searching for a course, partner or handicap is a multi-step process on the app and site.

We recommend reducing the amount of data required to perform a search.



Inconsistent Features Across Products

Most features are not available across products or differ in varying degrees across products.

Our recommendation is to strive for consistency and have features available across products where it makes sense.



Inconsistent Flows Across Products

The steps to complete a task and/or the data required and displayed are different across products.

We recommend standardizing the flows across products where it makes sense - keeping in mind what works for touch screens may not on the web.



Too Many Steps to Complete Tasks

Users are asked to input data that could be pre-populated or consolidated onto one screen.

Our recommendation is to use profile or historical data to repopulate screens and allow the user to make edits if needed.

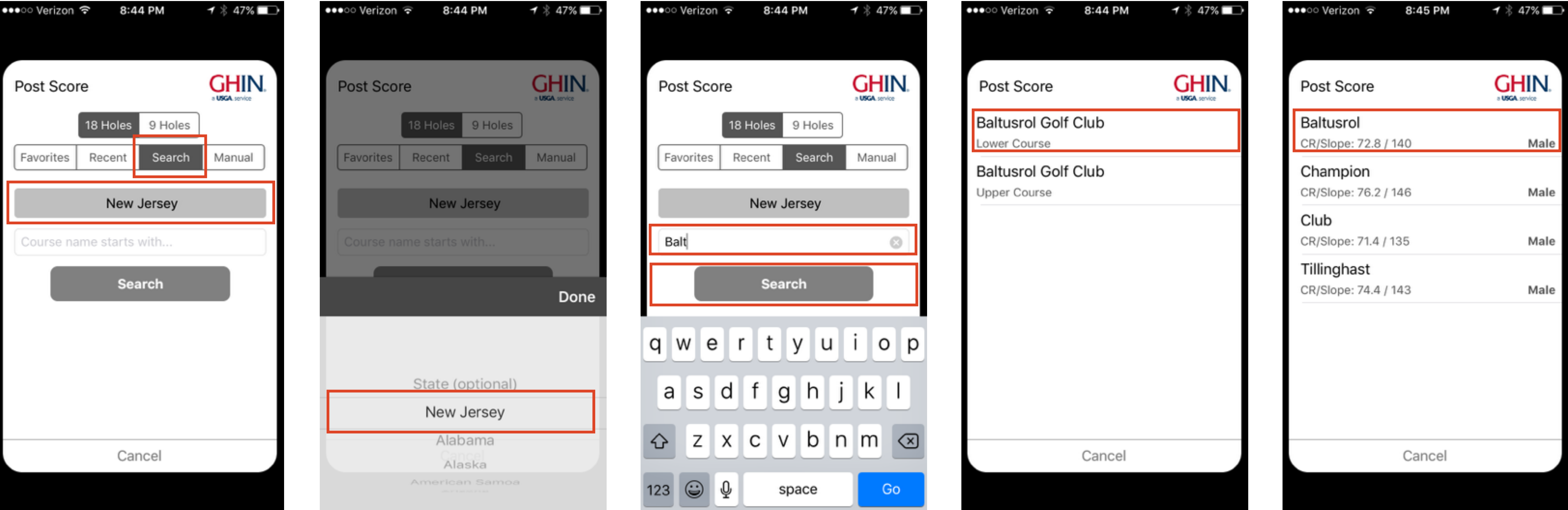


The Website

The site needs some love and defined focus. Clubs & Associations have their own sites.

Additionally, it should be responsive allowing the mobile site to be subsetting.

Club Search: 7 Interactions



Club Search: 4 Interactions

Score Posting

Scores made at any golf course observing an inactive season are not acceptable for handicap purposes.

GHIN Score Posting

Hello Mrs. Jennifer Carlson

Please enter your ESC score:

Date: 7/9/2017

Type: Away

Holes: 18 Holes

Rating/Slope Entry: Course/Tee Manual

State: [Select]

Starts With: [Select]

Course: [Select]

Tee: [Select]

ESC Score: [Input]

Post Score

Score Posting

Scores made at any golf course observing an inactive season are not acceptable for handicap purposes.

GHIN Score Posting

Hello Mrs. Jennifer Carlson

Please enter your ESC score:

Date: 7/9/2017

Type: Away

Holes: 18 Holes

Rating/Slope Entry: [Select]

State: Alabama

Starts With: [Select]

Course: [Select]

Tee: [Select]

ESC Score: [Input]

Score Posting

Scores made at any golf course observing an inactive season are not acceptable for handicap purposes.

GHIN Score Posting

Hello Mrs. Jennifer Carlson

Please enter your ESC score:

Date: 7/9/2017

Type: Away

Holes: 18 Holes

Rating/Slope Entry: Course/Tee Manual

State: [Select]

Starts With: [Select]

Course: [Select]

Tee: [Select]

ESC Score: [Input]

Score Posting

Scores made at any golf course observing an inactive season are not acceptable for handicap purposes.

GHIN Score Posting

Hello Mrs. Jennifer Carlson

Please enter your ESC score:

Date: 7/9/2017

Type: Away

Holes: 18 Holes

Rating/Slope Entry: Course/Tee Manual

State: Alabama

Starts With: A

Course: [Select]

Tee: [Select]

ESC Score: [Input]

Score Posting

Scores made at any golf course observing an inactive season are not acceptable for handicap purposes.

GHIN Score Posting

Hello Mrs. Jennifer Carlson

Please enter your ESC score:

Date: 7/9/2017

Type: Away

Holes: 18 Holes

Rating/Slope Entry: Course/Tee Manual

State: Alabama

Starts With: A

Course: Alpine Bay Golf Club

Tee: [Select]

ESC Score: [Input]

Feature Set Recommendations

Feature	App	Kiosk	Website	Notes
Login	GHIN # & Last Name	Local #, GHIN # or Last Name	Username & Password	Awaiting information on security/PII recommendation
Forgotten credentials & Registration	None	None	√	
Profile Management	Add	None	√	
eMail Address Update	Direct to user profile; currently links to website	√	√	
My Card	√	Not available?	Only visible on Handicap Lookup? Bubble Up	
Weather	Add	None	√	
Ability to Toggle Memberships	Buried in Hamburger; move to home screen - maybe clicking the icon will allow users to toggle	None	√	
Notifications	All alerts appear on home screen - move to a notification center	None	Add	
News & Events	News & Links Out	News	News & Events	This feature receives very little traffic - should we rethink it? How important is it?

Feature Set Recommendations

Feature	App	Kiosk	Website	Notes
Video	√	None	Add?	This feature receives very little traffic - should we rethink it? How important is it?
Find a Club	Link that allows users to login to club site?	None	Only accessible through logged-in state; bubble up	
Club Directory	This seems to be Find a Club, but it's restricted			Can users find clubs outside of their association anywhere?
Social Feed	√	None	Add	
Help	Should this be bubbled up? Buried under App info. Is this really an email to a gmail account?	√	FAQs in site map; should this be bubbled up? Also Contact Us link in logged in state for club	
Partners	Buried in hamburger; bubble up	None	Add	
Favorite Courses	√	None	Add	
Handicap Lookup	Buried in CH Calculator; Should this be bubbled up? Can search by GHIN # or Name & State	Can only search for one player with GHIN #, Local # or Last Name	Can search for multiple players; Can search by GHIN # or Name & State	What is the latest on PII? What is needed to find a handicap and what data can we display?
Reports & Stats	Can compare yourself to one partner	√	Add compare feature	We need to assess the different reports across products and standardize; some reports are only applicable when advanced scoring is used

Feature Set Recommendations

Feature	App	Kiosk	Website	Notes
Post Score	Can only post for yourself	Can post for anyone as long as you have a GHIN #, Local # or Last Name	Can post for anyone with GHIN # + Last Name	Awaiting information on security/PII recommendation
Post Hole by Hole	Add	Can post for anyone Available without advanced scoring	Can only post for self Available with advanced scoring; use data pre-pop feature currently on Kiosk	Awaiting information on security/PII recommendation
Add / Edit Hole by Hole	Add?	None	Can only post for self	Awaiting information on security/PII recommendation
Course Handicap Calculator	Self & Others	None	Self only	Does this turn into the Virtual Scorecard for Phase 1?

The site widgets should be modernized, but we'll need to be careful with the layout due to association implementations.

- Score posting (53 associations)
- Peer review / handicap lookup (51 associations)
- Update email (17 associations)

Score Posting

Score Posting

Scores made at any golf course observing an inactive season are not acceptable for handicap purposes.

Identify Golfer

GHIN Number:

Last Name:

Continue

Score Posting

Scores made at any golf course observing an inactive season are not acceptable for handicap purposes.

GHIN Score Posting

Hello Mrs. Jennifer Carlson

Please enter your ESC score:

Date:

6/24/2017

...

Type:

Away

Holes:

18 Holes

Rating/Slope Entry:

Course/Tee

Manual

State:

[Select]

Starts With:

[Select]

Course:

Tee:

ESC Score:

Post Score

Score Posting

Scores made at any golf course observing an inactive season are not acceptable for handicap purposes.

GHIN Score Posting

Mrs. Jennifer Carlson

The TPC at Far Hills

Your score has been posted.

Handicap Index: 12.3

Effective: 06/15/2017

Rounds: 2

GHIN Number: 1986597

Post Another Score

Score History

T	Date	Score	CR/Slope	Diff.	Course
H	6/24/17	100	76.2/146	18.4	Baltusrol Golf Club Lower Cour
H	6/24/17	100	69.4/132	26.2	Belleair Country Club East Cou
H	7/31/16	99	69.9/127	25.9	Deal Golf & Country Club
H	7/28/16	87	68.5/125	16.7	Deal Golf & Country Club
H	7/26/16	83	71.8/133	9.5	Deal Golf & Country Club
H	7/25/16	99	69.9/127	25.9	Deal Golf & Country Club
H	7/23/16	97	71.8/133	21.4	Deal Golf & Country Club
H	7/21/16	96	71.8/133	20.6	Deal Golf & Country Club

SHOP

SEARCH

JOIN TGA

REGISTER

TEXAS GOLF ASSOCIATION - 1906

TEXAS GOLF ASSOCIATION, SINCE 1906

MENU

Post A Score

If you're a member of a club that allows online score posting, please use the following form to post your score(s) directly to the Golf Handicap and Information Network (GHIN). Scores will immediately become part of your scoring record and will appear on the club's posting computer the next time it connects to GHIN.

Please note that your golf club oversees your scoring record and Handicap Index. If a mistake was made when posting online (i.e., duplicate score, incorrect score, wrong date, etc.), you must contact the person responsible for GHIN at your club; they're able to make this type of correction.

IDENTIFY GOLFER

GHIN Number:

Last Name:

CONTINUE

SHOP

SEARCH

JOIN TGA

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TEXAS GOLF ASSOCIATION - 1906

TEXAS GOLF ASSOCIATION, SINCE 1906

MENU

Post A Score

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Hello Howie Long

Please enter your ESC score:

Date:

7/8/2017

...

Type:

Home

Holes:

18 Holes

Rating/Slope Entry:

Course/Tee

Manual

State:

Florida

Starts With:

B

Course:

Belleair Country Club - E

Tee:

Blue (69.4/132)

ESC Score:

Was this round played with other members of your club?

Yes

No

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TEXAS GOLF ASSOCIATION, SINCE 1906

MENU

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Please note that your golf club oversees your scoring record and Handicap Index. If a mistake was made when posting online (i.e., duplicate score, incorrect score, wrong date, etc.), you must contact the person responsible for GHIN at your club; they're able to make this type of correction.

ESC Score:

72

Was this round played with other members of your club?

Yes

No

Is this a club sponsored event?

Select the member(s) with whom you played this round:

First Member:

[Select]

Second Member:

[Select]

Third Member:

[Select]

POST SCORE

You must select at least one member that you played with.

Handicap Lookup

GHIN Handicap Lookup

To view your USGA Handicap Index, along with the last 20 scores used to calculate that Handicap Index®, enter your lookup into the fields below.

Information for golfers who were not on the GHIN server with "active" status at the beginning of the revision period will not be displayed in this section of GHIN.com. If golfers have recently become "active", they will appear in the next handicap revision.

Single Golfer

Name & State

Multi-Player

Add GHIN Number:

Add

Note: Do not use a dash when entering GHIN number.
For Example: 0001-111 is entered as 0001111.

GHIN Numbers:

Remove

Lookup

This is your USGA Handicap Index and scoring record at your golf club based on the latest revision date. More recent scores are available through the "View 20 Most Recent" button. This service is provided by your golf association that uses GHIN®, a USGA service.

Search Again

GHIN Handicap Lookup Results		
Andy Carlson	Madison Golf Club New Jersey State Golf Assoc	HDCP Index: 23.7 Eff Date: 06/15/2017
Beth Carlson	Madison Golf Club New Jersey State Golf Assoc	HDCP Index: 31.8 Eff Date: 06/15/2017
Carl Carlson	Westlake G & CC New Jersey State Golf Assoc	HDCP Index: 14.5 Eff Date: 06/15/2017
Carol Carlson	Manasquan River Golf Club New Jersey State Golf Assoc	HDCP Index: 19.1 Eff Date: 06/15/2017
Cathy Carlson	Spring Meadow Golf Course New Jersey State Golf Assoc	HDCP Index: 22.7 Eff Date: 06/15/2017
Dr. Dean Carlson	Echo Lake Country Club Metropolitan Golf Association	HDCP Index: 23.6 Eff Date: 06/15/2017
Doug Carlson	Ramsey Golf & Country Club Metropolitan Golf Association	HDCP Index: 19.1 Eff Date: 06/15/2017
Joanne Carlson	Westlake G&&Cc New Jersey State Golf Assoc	HDCP Index: 50.0L Eff Date: 06/15/2017
Mr. John P Carlson	Black Oak Golf Club New Jersey State Golf Assoc	HDCP Index: 4.6 Eff Date: 06/15/2017
John T Carlson	Morris County Golf Club New Jersey State Golf Assoc	HDCP Index: 17.4 Eff Date: 06/15/2017
Records Found: 19		1 2

Search Again

USGA Handicap Index Information						
Name: Andy Carlson						
Club	Handicap Index		Effective Date	Low H.I.		
Madison Golf Club New Jersey State Golf Assoc	23.7		6/15/2017	23.7		
Revision Scores	Recent Scores	H.I. Hist	C.H. Calc	My Card		
Used	T	Date	Score	CR/Slope	Diff.	
*	C	9/15	102	63.8/124	34.8	
*	H	8/15	90	64.0/125	23.5	
*	A	10/14	98	71.6/131	22.8	
*	C	10/13	93	63.8/124	26.6	
	A	5/13	112	70.0/128	37.1	
	C	6/12	99	64.0/125	31.6	
	C	6/11	97	63.3/123	31.0	
*	H	9/10	77	64.0/125	11.8	
*	C	8/10	91	63.8/124	24.8	
	A	6/10	113	69.1/127	39.1	
	A	5/10	111	70.7/129	35.3	
	A	9/09	114	70.7/129	37.9	
*	A	5/09	101	70.3/131	26.5	
	A	5/09	112	72.6/137	32.5	
	C	8/08	108	64.5/90	54.6	
*	A	8/08	103	69.2/126	30.3	
*	A	8/08	103	69.7/124	30.3	
	A	10/07	105	70.2/126	31.2	
*	A	9/07	99	71.6/131	23.6	

SHOP

SEARCH

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TEXAS GOLF ASSOCIATION - 1906

MENU

Handicap Lookup

To view your USGA Handicap Index, along with the last 20 scores used to calculate that Handicap Index®, enter your lookup into the fields below.

Information for golfers who were not on the GHIN server with "active" status at the beginning of the revision period will not be displayed in this section of GHIN.com. If golfers have recently become "active", they will appear in the next handicap revision.

SINGLE GOLFER

NAME & STATE

MULTI-PLAYER

State or country of golf club:
New Jersey

Last Name:
trump

First Name (full or partial):

LOOKUP

SHOP

SEARCH

JOIN TGA

REGISTER

TEXAS GOLF ASSOCIATION - 1906

MENU

Handicap Lookup

To view your USGA Handicap Index, along with the last 20 scores used to calculate that Handicap Index®, enter your lookup into the fields below.

Information for golfers who were not on the GHIN server with "active" status at the beginning of the revision period will not be displayed in this section of GHIN.com. If golfers have recently become "active", they will appear in the next handicap revision.

Search Again

Dana Trump Jr	Deerwood Country Club Golf Assoc of Philadelphia	HDCP Index: 1.2 Eff Date: 07/01/2017
Mr. David R Trump	Indian Spring Country Club New Jersey State Golf Assoc	HDCP Index: 20.6 Eff Date: 07/01/2017
Mr. Donald L Trump	Trump National - Colts Neck Metropolitan Golf Association	HDCP Index: 2.8 Eff Date: 07/01/2017
Gary Trump	Mount Tabor Country Club New Jersey State Golf	HDCP Index: 28.5 Eff Date: 07/01/2017

SHOP

SEARCH

JOIN TGA

REGISTER

TEXAS GOLF ASSOCIATION - 1906

MENU

Handicap Lookup

To view your USGA Handicap Index, along with the last 20 scores used to calculate that Handicap Index®, enter your lookup into the fields below.

Information for golfers who were not on the GHIN server with "active" status at the beginning of the revision period will not be displayed in this section of GHIN.com. If golfers have recently become "active", they will appear in the next handicap revision.

Search Again

Name: Donald Trump

Club	Handicap Index	Effective Date	Low H.I.
Trump National, Washington Dc Virginia State Golf Assoc	2.8	7/1/2017	2.8

REVISION SCORES

RECENT SCORES

H.I. HIST

C.H. CALC

MY CARD

Used	T	Date	Score	CR/Slope	Diff.
*					
H		6/16	77		
			72.4/134		3.9
T		5/15	85		
			73.0/144		

Email Address Update

E-mail Address Update

If you have an e-mail address you can have your USGA® Handicap Index® information e-mailed to you automatically every revision! In addition to your USGA Handicap Index, the eRevision™ also contains other valuable information such as your handicap scoring record, Handicap Index History and Association News.

The eRevision also contains a convenient printable handicap card that you can cut out and use as proof of your Handicap Index. E-mail addresses are kept secure within the GHIN Enterprise Server and are guarded by your golf association.

Identify Golfer

GHIN Number:

Last Name:

Continue

E-mail Address Update

If you have an e-mail address you can have your USGA® Handicap Index® information e-mailed to you automatically every revision! In addition to your USGA Handicap Index, the eRevision™ also contains other valuable information such as your handicap scoring record, Handicap Index History and Association News.

The eRevision also contains a convenient printable handicap card that you can cut out and use as proof of your Handicap Index. E-mail addresses are kept secure within the GHIN Enterprise Server and are guarded by your golf association.

Update Email Address

GHIN Number:1986597

Name:Mrs. Jennifer Carlson

Email Address:ghinsupport@usga.org

Update

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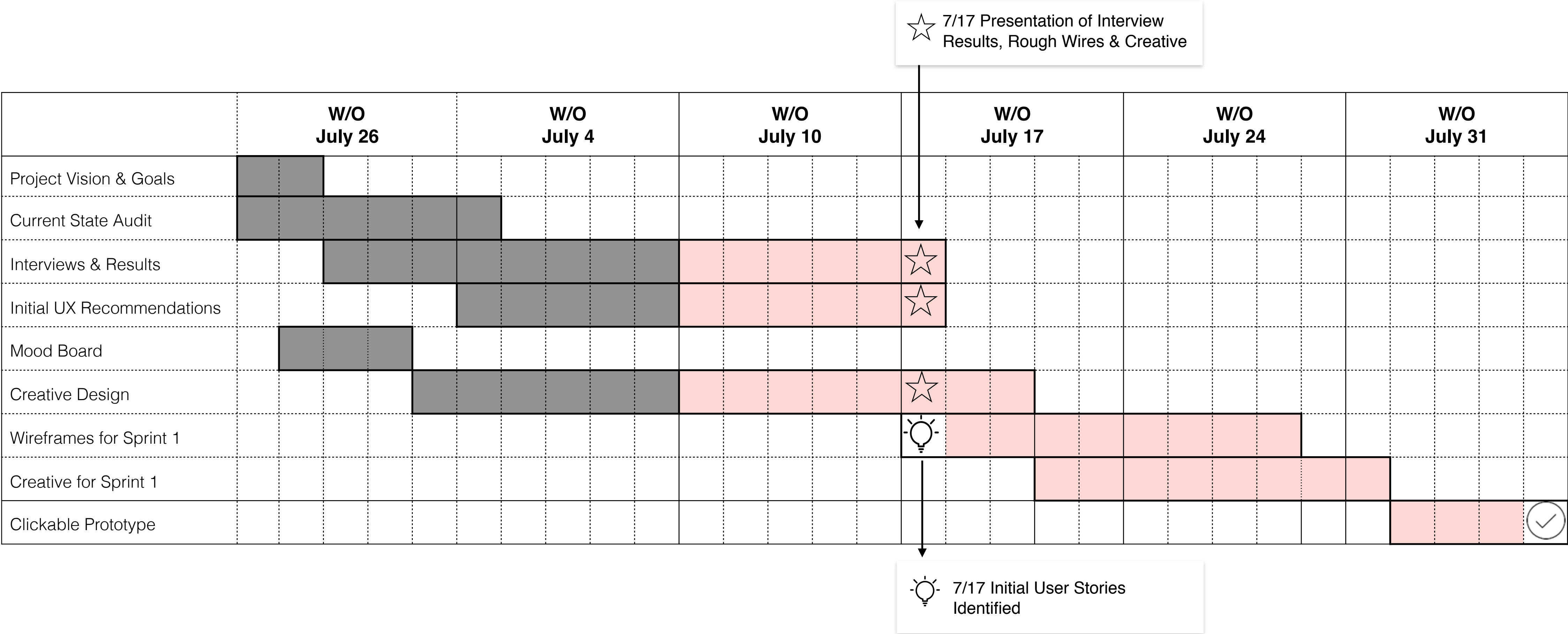
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TIMELINE & NEXT STEPS

Our plan for the remainder of
Discovery.

We're working towards delivering a clickable prototype for the initial user stories on 8/4.



IV

TEAM SKETCHING

Everyone's creative. Let's sketch
some ideas together.