



Interviews

Findings & Takeaways

We conducted interviews with associations to learn about their needs and the needs of their golfers and to discover pain points related to the existing GHIN products to inform our design approach.

Specific topics we covered were:

- ★ The Mobile App
- ★ The Kiosk
- ★ Websites & Widgets
- ★ Customization
- ★ Advertising

Interview Setup

- Fran sent introductory emails to nine associations
- Created Discussion Guides (reviewed by USGA, updated with feedback)
- 5 days (July 3–7)
- 30 mins to an hour each (average 45 mins)
- Phone conversations only
- Myself with Fran, Joe, and Camille on background



We spoke with 14 people

Interviewees represented six Associations, including one user and one club professional



Colorado GA

Aaron Kellough
Director of Communications

Dustin Jensen
Director of Operations

Gerry Brown
Director, Course Rating and
Handicaps



Florida State GA

Aaron Skoviera
Director of GHIN Services



Miami Valley GA

Steve Jurick
Executive Director

Doug Wade
Head Golf Professional
Sugar Valley Golf Club



Minnesota GA

Stacy Sazama
Member Services Director

Lukas Dreger
Member Services Coordinator



Oregon GA

Kelly Neely
Senior Director of
Handicapping and Course
Rating

Gretchen Yoder
Manager of Handicapping
and Course Rating

Chris Geraghty
Director of Marketing and
Communications



Washington State GA

Shari Jacobson
Director of Membership and Club
Relations

Kevin Jones
Manager of IT and GHIN Services

Steve Decoy
Handicap Chair and Club
President
Gold Mountain Golf Club

What can we take away from these interviews?

- Part of a larger gathering of info (Discovery Phase) – not meant to stand alone
- Not hard data, but interpreted correctly can give useful information
- Perceived problems and trends corroborated across multiple data points
- General ideas and thoughts give insight to users and clients

High-level Feedback

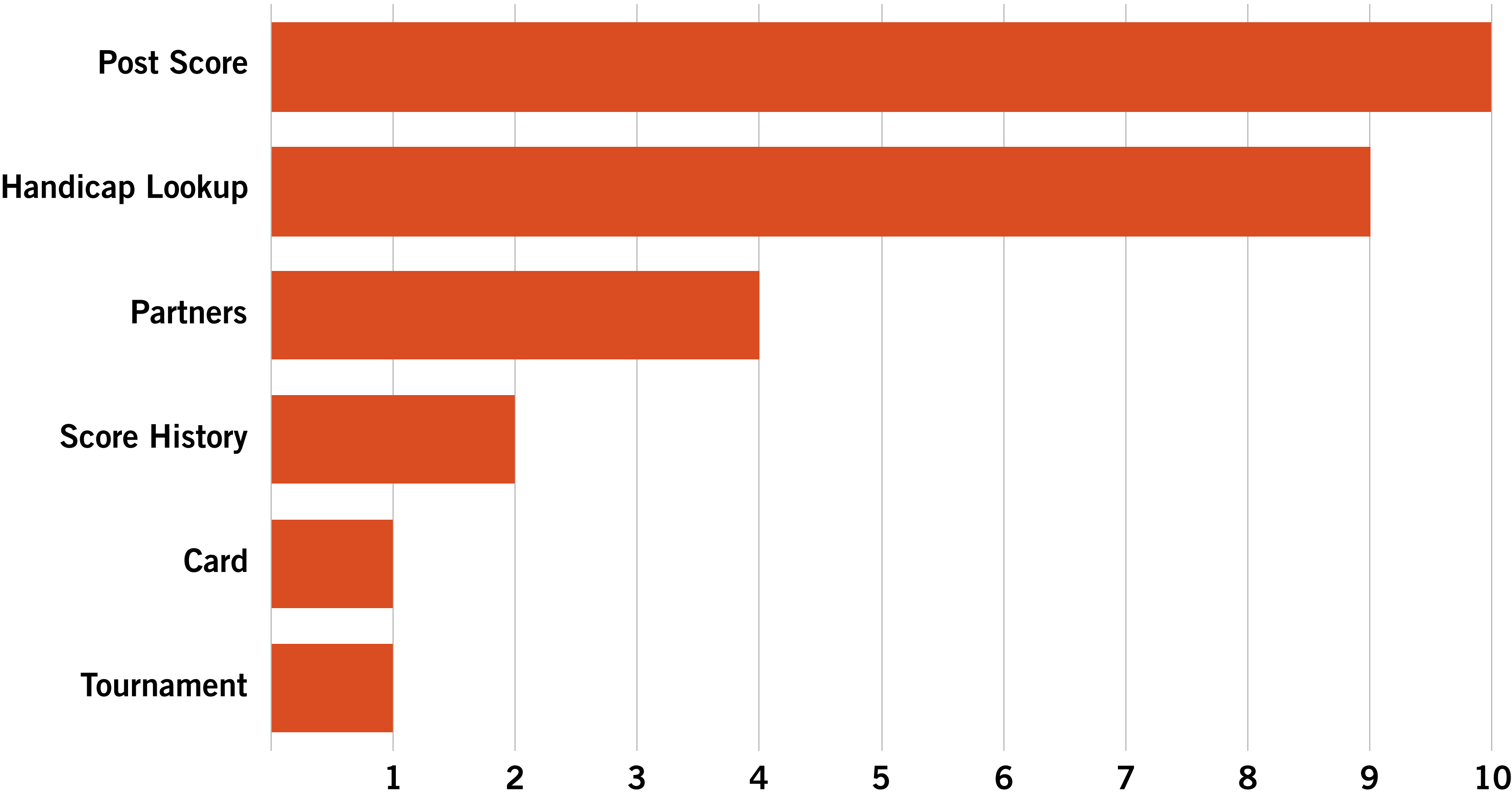
- ★ Like the basic functionality of the products (especially app), but they all need improvements and fixes.
- ★ Concerns over severity of changes. (Improve but don't break what is working.)
- ★ Want USGA's help to make a better Association-specific experience for users

|

THE MOBILE APP

The Future

App Feature Usage



**“I see people driving off the 18th green posting scores.
They are finished by the time they are putting away their clubs.”**

- Use the mobile app right before round to check handicap
- ...and right after a round (or soon after) to post score
- Posting a score is very quick

“People who are aware of it and use it, love it.”

“They like how easy it is. Once people use it a couple of times they use it every time because it’s easier to use than the one in the pro shop.”

- General feeling toward the app is positive
- Users like how quick it is to post a score and view their handicap
- Associations market the app heavily (website links, eRevision, golf shows, recommended when players sign up and when widgets are down)

“There’s a whole generation being lost in the technology age.”

- This came up in every conversation, after question “Describe a typical golfer in your association, if there is such a thing?”
- Age is a factor in adoption: don’t own smartphone, don’t want to own smartphone, comfortable with kiosk and web
- Concerns that the app will push out kiosk

**“News and all that below is clunky.
Trying to get into other sites doesn’t work.”**

“If it’s not great, then maybe not have it on there.”

- People rarely use functions other than post score, handicaps, partners, history
- Users say they would like to use partners more but it’s hard to find, has limited functionality and there is a problem with updating index
- Users would like additional functionality: scorecard, hole-by-hole (more stats to go along with it) additional stats (GIR, putts, etc.)

Mobile App Takeaways

- ★ Focus on core features (those being used)
- ★ Improve partners functionality
- ★ Look at additional features – before and after round
- ★ Anything to be done for older players?

||

THE KIOSK

Old Reliable

“Score entry process is easy.”

“Not rocket science. People like the simplicity.”

- Used almost exclusively to post scores
- Rarely looking up handicap information
- Printing labels less and less (because of app?)

“From a golfer’s standpoint the simplicity of the kiosk helps, especially older players.”

“Having the kiosk is an important part of the handicap system.”

- Its strengths are its simplicity and ubiquity
- Serves the aging golfer
- What percentage of usage is the golfer entering data vs. association data for golfers/tournaments?

**“Conversion to new tech by older golfers has been a challenge.
A lot post at the kiosk and want to do it themselves.”**

“Don’t want to lose older golfers by creating something too modern or slick.”

-
- Barrier to change is the aging population that uses the kiosk because they don’t want to/can’t convert to app
 - Confusion when posting away scores (searching for course)
 - Downtime when GHIN takes widgets offline
 - Problems with label printer seem to be universal

Kiosk Takeaways

- ★ Before making changes, communicate clear plan for future
- ★ Minimal interface updates to fix known issues
- ★ Reduce features as first step to sunsetting – post score only
- ★ Keep label printer?



WEBSITES & WIDGETS

Association and GHIN

“We don’t have a reason to direct people to GHIN.com.”

“Trying to get people away from GHIN.com. It was great before associations started building their own websites. The problem is that there is a login box, but people find there’s nothing *there* when they log in.”

“People go to GHIN.com primarily to post a score.”

- Associations direct to GHIN.com to post scores if they don’t host widgets
- Associations want to keep players on their website, not GHIN.com

“It’s about brand.”

**“Communication is our biggest focus on the website.
Registration is second.”**

**“Very popular. People are comfortable posting at our site
[using widgets], no matter their age.”**

-
- Association websites considered opportunities to create identity and grow community
 - Associations want their site to be information hub for members
 - Looked at as an Advertising opportunity

“It’s important that our members are able to [post a score, look up handicap] on our site as well as the kiosk, app, GHIN.com.”

- Secondary choice for score posting for kiosk users
- Very important to golfers and associations – users want the functionality
- Associations hope that widgets increase overall clicks at their website

“When the widgets are down people FREAK OUT.”

“Improve the widgets, don’t take them away.”

- Want a better fit with association website design – look/feel
- Downtime problems with cause distrust, confusion, frustration for users and associations

Website & Widget Takeaways

- ★ Revisit overall website strategy – GHIN.com vs. Association sites
- ★ Widgets important to association website traffic
- ★ Update widgets with better admin controls
- ★ Limit downtime on widgets

IV

CUSTOMIZATION

Mobile App and Kiosk

“One thing we love is the ability to brand it ourselves. To make it a CGA Member benefit and service – not USGA.”

**“We use banner ads for messages from our association.
We want more branding opportunities.”**

- Association branding is very important. They are creating a community.
- Many use advertising space for branding – not ads
- Associations are using alerts for branding/messaging

“Felt the banner space was small and hard to manage. It was clunky. Not a good experience for the person trying to manage it and what the user saw wasn't great.”

“Two different kinds of posting stations with two different screen dimensions with two different ways of posting. Images are warped. Almost pulled ads because of this.”

- Admin tools are difficult to use
- Aren't aware of what they can change

Customization Takeaways

- ★ Message system to allow associations better tools to communicate with users
- ★ Improve admin tool (done!)
- ★ Communicate functions that can be changed (training?)
- ★ Simplify/codify banner sizes

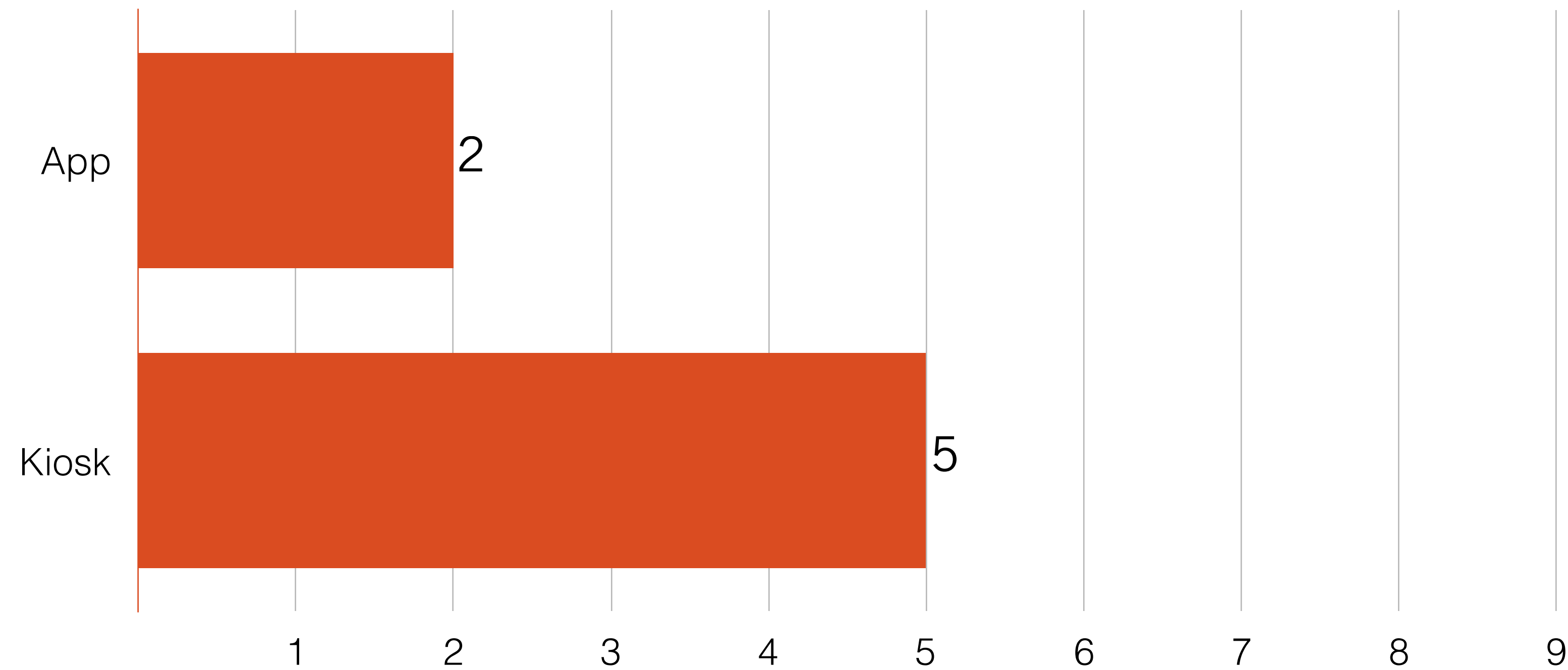
V

ADVERTISING

Mobile App and Kiosk

Advertising Usage: App and Kiosk

Out of 9 interviews



“We are big into sponsorship. We have two flagship sponsors.”

“Ads come and go. We have maybe one per year.”

- Advertising use varies from association to association: some use heavily, others not at all or very little
- Want more “advanced” options: ie, targeting specific player types, rotating ads, clickable, etc.

“Felt the banner space was small and hard to manage. It was clunky. Not a good experience for the person trying to manage it and what the user saw wasn’t great.”

- Unhappy with how ads look
- Want to utilize more of the space on kiosk for ad/branding opportunities
- Different kiosk versions complicate setting up ads

Advertising Takeaways

- ★ Support associations advertising needs: more/less
- ★ More research on advertising usage – why disparity?
- ★ Make advertising through both products easier to use (Simplify/codify banner sizes)

VI

FINAL THOUGHTS

**“Any time you make
any **change** it totally
freaks a portion of
the population out.”**

**“Simple but modern
and has the data
we’re looking for.”**

Final Thoughts

- ★ Focus on most used functions
- ★ Add functionality that enhances current experience but doesn't fundamentally change/break it (age factor)
- ★ Remove unused functionality and re-conceptualize before re-introducing
- ★ Allow associations ability to “tell their own story” through improved customization and messaging
- ★ Stability (widgets)

Q & A