# Advaith Market Specs

## Section-2

**Intended Use**:  
The initiative aims to provide new golfers with seamless access to all facets of the sport, including learning the game, acquiring affordable equipment, understanding golf rules, and easily booking tee times and lessons. This mobile app will simplify the often daunting entry into golf, making it more approachable, inclusive, and enjoyable for new players, particularly those who may feel intimidated by traditional golfing environments.

**Target Market**:  
This initiative targets new golfers, with a strong focus on women and minorities aged 15-30. Special emphasis will be placed on making golf affordable and accessible to individuals from lower-income backgrounds who have historically been excluded from the sport due to financial barriers. By addressing these pain points, the app will foster greater inclusivity and participation.

**User Profile**:  
The primary users will be young women and minorities seeking a supportive and welcoming entry into golf. These users may range from students to early-career professionals, who see golf as a potential social, recreational, or professional networking tool. They desire a safe and inclusive environment to learn and play, free from the intimidation of traditional golfing culture.

**Product Interface**:  
The app will serve as a comprehensive hub, connecting users with golf courses and related resources. It will integrate seamlessly with external platforms like Facebook Marketplace and popular golf course booking sites. Through a user-friendly interface, the app will offer an intuitive, all-in-one solution for managing equipment rentals, lessons, and tee times.

**Conditions of Use**:  
To engage with the app and participate in golf activities, users will need cellular data access and basic familiarity with navigating outdoor spaces, as many of the activities will take place on golf courses or other outdoor facilities. The app is designed for ease of use, even in data-limited conditions, to maximize inclusivity.

**Competition**:  
Competitors such as GolfNow, TopGolf, Playo, and Facebook Marketplace already offer services related to golf, including access and community-building features. However, these platforms do not specifically target an inclusive approach for underrepresented groups in golf. Understanding their user engagement strategies and market share will be vital in positioning this app as a unique, inclusive alternative designed to break down the barriers traditionally associated with golf.

## Section-3

| **Req ID** | **Name** | **Definition** | **Rationale** | **Must** | **Should** | **Nice to Have** | **Notes** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | User Registration | Enable users to sign up using email or social media accounts | Allows easy onboarding and creates user profiles for personalization | Yes |  |  | Multi-language support for registration preferred |
| 2 | Personalized User Dashboard | Display tailored content based on user profile and preferences | Enhances user experience and increases engagement | Yes |  |  |  |
| 3 | Golf Course Locator | Show nearby golf courses with pricing, availability, and user ratings | Simplifies the process of finding golf courses for beginners | Yes |  |  | Integration with maps API required |
| 4 | Equipment Rental/Buy Feature | Allow users to rent or purchase affordable equipment through the app | Reduces the financial barrier to entry for new golfers | Yes |  |  | Integration with e-commerce platforms needed |
| 5 | Golf Lesson Booking | Enable users to book lessons directly with certified instructors | Provides easy access to training, encouraging participation | Yes |  |  |  |
| 6 | Social Networking | Facilitate social interaction between users for networking or playing | Creates a sense of community, encouraging ongoing participation |  | Yes |  | Can be integrated with other social media |
| 7 | Beginner-Friendly Tutorials | Offer video or text-based tutorials on learning the basics of golf | Makes the sport less intimidating by educating users about rules, techniques, and etiquette | Yes |  |  |  |
| 8 | Tee Time Scheduling | Allow users to view and book available tee times | Simplifies access to golf courses, especially for beginners | Yes |  |  | Integration with course booking systems needed |
| 9 | Multi-Language Support | Support multiple languages in the app interface | Ensures inclusivity and accessibility for diverse users |  | Yes |  | Can enhance user engagement |
| 10 | Mentorship Program | Connect users with experienced golfers for mentorship | Provides guidance and support for beginners |  | Yes |  | Encourages long-term engagement |
| 11 | Affordability Tracker | Display affordable golfing options based on the user’s budget | Helps users from lower-income backgrounds find cost-effective ways to participate | Yes |  |  |  |
| 12 | Push Notifications | Send personalized reminders for lessons, tee times, or events | Keeps users engaged and informed about opportunities |  | Yes |  |  |
| 13 | User Reviews and Ratings | Allow users to rate golf courses, lessons, and equipment | Builds trust and helps others make informed decisions |  | Yes |  |  |
| 14 | In-App Purchases | Enable users to make transactions directly in the app | Provides a convenient way to purchase equipment or services | Yes |  |  |  |
| 15 | Integration with Facebook Marketplace | Enable equipment buying/selling via Facebook Marketplace integration | Expands options for affordable equipment |  | Yes |  |  |
| 16 | User Analytics and Progress Tracking | Track user performance, engagement, and progress in learning golf | Encourages users to keep improving their skills |  | Yes |  | Gamification elements like badges can be added |
| 17 | Offline Mode | Enable limited functionality in offline mode | Ensures users can still access essential features without an internet connection |  |  | Yes | Offline access to tutorials and schedules |
| 18 | Event and Tournament Listings | Display local and national golf events or tournaments | Encourages participation and keeps users engaged |  | Yes |  |  |
| 19 | Rewards and Referral Program | Implement a referral system to reward users for inviting friends | Increases user acquisition and encourages community growth |  | Yes |  |  |
| 20 | Accessibility Features | Ensure the app is accessible to users with disabilities | Broadens user base and ensures inclusivity for people with different physical needs | Yes |  |  | ADA compliance for design elements |

## Section-4

**1. Product Overview**

The product is a mobile app designed to increase diversity and accessibility in the sport of golf, particularly among underrepresented groups such as women and people of color aged 15-30. The app will serve as a central hub for new golfers, offering tools to learn the game, find affordable equipment, book lessons, schedule tee times, and access golf courses. The app prioritizes inclusivity, affordability, and ease of use to make golf more inviting and less intimidating.

**2. Target Users**

* **Primary Audience**: Women and minorities, particularly those aged 15-30, seeking to enter the sport for social, recreational, or professional purposes.
* **Secondary Audience**: Any individuals, especially from lower-income backgrounds, interested in learning golf with reduced financial barriers.
* **Demographics**: Users are likely students or early-career professionals with a desire to engage in an inclusive golfing experience.

**3. Use Cases**

* **Learning and Skill Building**: Users can access beginner-friendly tutorials, book affordable golf lessons, and connect with mentors to build their golfing skills.
* **Access to Golf Courses**: The app will provide users with a list of nearby golf courses, equipment rentals, and availability of tee times, helping users find options that suit their location and budget.
* **Social Networking and Professional Growth**: The app fosters a community where users can connect with others who share similar backgrounds and interests, making golf a networking tool in addition to a recreational activity.

**4. Functional Requirements**

* **Registration and Login**: Users must be able to register through email or social media accounts for quick onboarding.
* **Personalized Dashboard**: The app will display content tailored to user preferences, showing relevant golf courses, lessons, and equipment based on location and budget.
* **Course Locator and Booking**: A feature to locate nearby golf courses, book tee times, and view available lessons.
* **Equipment Access**: Provide an affordable equipment rental or purchase service integrated with platforms like Facebook Marketplace.
* **Learning Resources**: Beginner tutorials in both video and text formats on the rules and techniques of golf.
* **Social and Networking Features**: Enable users to connect with others for recreational games or professional networking opportunities.

**5. Technical Specifications**

* **Platform**: The app will be available on both iOS and Android, ensuring broad accessibility.
* **Integration**: The app will integrate with external platforms like Facebook Marketplace for equipment rentals and purchases, and popular golf course booking platforms for tee times and lessons.
* **Location Services**: The app will utilize GPS and mapping APIs to locate nearby golf courses.
* **Push Notifications**: Users will receive reminders about upcoming lessons, booked tee times, and available events.

**6. Performance Requirements**

* **Responsiveness**: The app must be highly responsive, with minimal loading times for course searches, bookings, and equipment listings.
* **Offline Access**: Certain features, such as access to tutorials or previously saved tee times, should be available offline to enhance user convenience.

**7. Security Specifications**

* **Data Privacy**: Users’ personal data, including payment information and location, will be securely stored and encrypted.
* **User Authentication**: Secure login through email or social media, with options for two-factor authentication to ensure data safety.

**8. User Accessibility**

* **Inclusive Design**: The app will feature an intuitive user interface designed to be accessible for users with disabilities, including support for screen readers and voice commands.
* **Multi-Language Support**: Provide options for multiple languages to cater to diverse backgrounds, ensuring non-English speakers can easily navigate the app.

**9. Market Competitiveness**

* **Unique Value Proposition**: While competitors like GolfNow, TopGolf, and Facebook Marketplace offer related services, this app will stand out by specifically addressing affordability and inclusivity for underrepresented demographics in golf.
* **Revenue Model**: The app aims to capture a segment of the $102 billion U.S. golf industry, with an initial focus on the $30 billion market potential for new and underrepresented golfers. Strategic efforts will aim to capture 5% of this market, resulting in a projected $1.5 billion in revenue within five years.

**10. Maintenance and Support**

* **User Support**: Provide in-app customer support for technical issues, with a help center and community support features for resolving common user queries.
* **App Updates**: Regular updates will be issued to address bug fixes, improve performance, and introduce new features.