



THREE OFF THE TEE

DESIGNED AND WRITTEN
BY CRAIG STEWART
[@THREEOFFTHETEE](https://twitter.com/threeoffthetee)



THREE OFF THE TEE



MAKING GOLF EASIER



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INTRODUCTION

'Three Off the Tee' is a concept designed primarily for beginner golfers but it will also be helpful to golfers of all abilities. The concept combines the elements of rules, teaching tips and information about each hole, as well as scorecards, all in one app in order to provide the user with everything they need to start and play a round of golf.

With the help of clean design, clear typography and carefully selected images, the user will be able to learn more about the game of golf. When playing there will be a simple digital scorecard to track how far each hole is, what the stroke index of each hole is, and the score obtained. A rules section consists of the top ten rules which will help

provide the golfer with a basic understanding of how the game is played as well as the expected etiquette. Another key element of the app is the tips section. This includes a list of common bad shots along with the most common errors, followed by hints and tips on how to fix them.

Additional features include 'GPS on the course' and a social platform to help communicate with fellow golfers. The GPS function, like other technologies available in the golfing market, shows the golfer their exact location and how far away from the hole they are. This function would allow them to make the best decision regarding club selection for the next shot.

A wide-angle photograph of a golf course during the day. The foreground features several large, light-colored sand bunkers. In the middle ground, there are well-maintained green lawns and a few trees. In the far distance, a range of mountains is visible under a clear sky.

STRENGTHS & WEAKNESSES



Titleist

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'Three Off the Tee' was inspired by my own personal experiences. I have been playing golf for a number of years and have competed in numerous competitions. As a result I have built up a strong understanding of the game.

As well as being a member, I also work in a golf club. This has given me access to a vast number of people and enabled me to carry out research with golfers of all abilities, ranging from complete beginners right through to golfing professionals.

I have taken on board feedback from both visitors and members of the golf club to ensure that I understand what is important for this app to work. I felt the best strength I had was the ability to understand what the user needed, and in particular the features they found to be most vital.

I invested a lot of time into developing the brand of 'Three Off the Tee' and feel that this was a strong aspect of my project. The brand is a reference to one of the most well-known

rules of golf, i.e. hitting your third shot off the tee when the first shot has landed in a penalty area, hence, 'Three Off the Tee'. This brand worked really well with the application and looked unique, whilst still professional. Throughout the development of the brand, I had to accept that changes needed to be made due to some shape issues, and some colour scheme issues, however I have to admit that the brand has now become a lot stronger than when I first started creating it. I have therefore accepted that change is often for the best, and certainly on this occasion, has resulted in a cohesive and aesthetically pleasing brand.

When creating this product I had intended that the basis of the visual content would be illustrated. However, when developing the design, I could see that my illustration skills were not strong enough to achieve the quality I wanted. I struggled to come up with a consistent illustration style that portrayed the content of my message accurate. To overcome this I moved from illustrations to photography to present a consistent visual theme.

CHALLENGES FACED

A scenic view of a golf course during the day. In the foreground, there's a well-maintained green lawn. A small, calm pond is visible, reflecting the surrounding trees and sky. Large, mature trees with dense foliage are scattered across the landscape. In the background, more green fields and a range of hills or mountains under a clear blue sky are visible.





'Three Off the Tee' is a large system, containing a vast amount of information that needs to be communicated to all levels of golfers, from beginners to experts. The system contains:

- Scorecards for every golf course, including an illustration/map of every hole on each golf course
- A list of top 10 rules of golf
- Top 10 tips for improving golf swings
- Social platform based on a standard SMS system

Attempting to create this huge system was a challenge. I took the time to understand how the system would work as a whole and then, realising that I would not be able to develop all of it within the timeframe

given, I decided to focus on one of the four key sections and develop this to a higher level. Even by selecting just one section, the workload was immense. I had to decide which features of the system I wanted to expand on so I went back to my user research and took on board what potential users felt to be most useful and then worked on these.

My main concerns were how to develop a design that was intuitive and also not overwhelming to the user, due to the amount of information contained within it. I had to take the time to understand what golfers actually needed, and the amount of time it would take them to learn how to use a new system. Consideration was also required around the amount of ever growing content such as new courses as well as the potential growth in new tips and rules that may need to be added in the future.

TECHNOLOGY USED





COMPETITION

PLAYER A

PLAYER B

DATE

HOLE

HOLE

70 • Yellow

72 • Red

Time

Hole	Hole Name	Marker	White Yards	Par	Yellow Yards	Stroke Index	Score A	Score B	Nett Score	Win + Loss - Half 0	Red Yards	Par	Stroke Index
1	Bunker Bay		354	4	343	6	4				296	4	12
2	Scenic Pines		540	5	529	12	5				436	5	10
3	Willow Bay		212	3	206	8	4				210	4	6
4	The Cypresses		329	4	306	18	5				298	4	10
5	Holiday Ash		419	4	398	4					339	4	10
6	Brown Beech		332	4	321	10							
7	Blackberry		165	3	165	10							
8	Maple Grove		380	4									
9	Holly Oak		480	5									
			3211										



I started this project on paper, throwing ideas about and drawing out small and quick wireframes. After many sketches and many 're-designs', I moved my wireframes onto Sketch.

SKETCH

Using Sketch enabled me to create higher quality wireframes on screen. Also by using Sketch I was able to experiment more with colour and icons.

CRAFT

I downloaded a plugin called Craft to be used with Sketch. The Craft plugin links Sketch with the prototype tool InVision. Craft therefore made the process of creating a

prototype and keeping it updated much easier as whenever I made changes to it in Sketch, it automatically updated in InVision. Another benefit of using Craft is the ability to create a library of UI elements which makes it easier to maintain a consistent design.

INDESIGN

To create this colophon report I used software called Indesign. Indesign is part of the Adobe Creative Suite so all the commands and user interface are very similar to photoshop, illustrator etc. I found that Indesign can be very tempermental at times regarding the use of consistent fonts and alignment. However, I very quickly learnt how to create character styles and margins which made it very simple and easy to use thus saving time.

A photograph of a professional golfer in the middle of a putting stroke on a well-manicured green. A large, diverse crowd of spectators stands behind a rope in the background, watching the shot. The golfer is wearing a dark polo shirt and light-colored pants. The scene is set outdoors on a sunny day.

TARGET
MARKET





Titleist
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THE MAJORITY OF BEGINNERS LOSE INTEREST BECAUSE THEY FEEL THE GAME IS TOO COMPLICATED WITH TOO MANY RULES TO UNDERSTAND

The reason I chose this project was because I felt golf was on the decline, with fewer people joining clubs and playing regularly. I therefore wanted to create an application that would keep beginners interested. Accordingly, my main target market was originally just beginner golfers.

From my market research I discovered that the majority of beginners lose interest because they feel the game is too complicated with too many rules to understand. To resolve this issue, I decided to include the top 10 rules feature in a simple and easy to understand format within the application.

Another thing I learnt from my market research was that complete beginners just want to 'give it a go' to see if they like it before they spend any additional money on lessons. This led to me adding the Tips section of the app which is designed to give the user some friendly advice on how to swing and how fix different types of shots, enabling them to have a more fun and enjoyable game.

I also discovered from my research that new golfers are reluctant to play with other members in the club as they do not feel they are good enough and they do not want to make a fool of themselves.



To resolve this, I thought it would be a good idea to add a social aspect to the app to encourage new golfers to connect with other golfers of a similar ability. I therefore introduced the Chat section, which is a SMS application.

From further research carried out with more experienced and professional golfers, I discovered that it was not just beginners who would be interested in such an app. Many experienced golfers would also be keen to have an app which included information on various golf courses and layout of holes as well as the hints and tips on how to fix swings. I have therefore adjusted my target market to golfers of all abilities.

To help launch this product, I will create social media accounts to raise awareness of the app and gain interest by posting frequently. There will also be a promotional website where users can see what exactly the product is and where to download it.

The app will follow a free business model meaning that the initial download of the app is free. This may be more attractive to those just starting out, as golf can be a very expensive hobby. I have however created space in the Play section to allow golf clubs to advertise themselves. Revenue from my app will be generated through this advertising.

A photograph of a large, textured tree trunk in the foreground, angled from the top left towards the center. Behind it, a landscape of green fields, a road, and buildings is visible under a warm, orange and yellow sunset sky.

CONCLUSION





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Through this project I have gained additional skills in using Sketch, but more importantly new skills through the use of InVision.

Through the market research I carried out, I have also expanded my understanding of the golf market as well as improving my own general golf knowledge. I believe I have also developed my communication skills by speaking to and obtaining feedback from the golfing community.

Ultimately 'Three Off the Tee' not only aims to increase new member numbers to the world of golf but also to assist more experienced players of the game.

This in turn will hopefully lead to increased memberships in golf clubs, and most importantly, enable golfers to improve their skills and have more fun when playing the game.





APPRECIATION TO BLACKWOOD