

Tee-Together Personas/Scenarios

Personas:

Barrett Green is a 20-year-old undergraduate student studying business at CSU Chico. At the moment Barrett would consider himself a casual golfer - the bulk of his golfing experience happened a few years ago, back when he lived by a high-end golf course. He can be a bit abrasive at times and has had trouble keeping social connections in the past due to his father being in the Navy. He was enrolled in a golf club during high school, and he considers that time period to be the peak of his life, so the sport is uniquely meaningful to him. He feels a bit frustrated at not having common interests with the few friends he does have. While his primary interest in the app is the social functionality, he is a competitor at heart and wants to be able to show up his friends. While he doesn't have the heart to say it himself, he's a bit of a poor sport and also wants these people to be ever so slightly below his skill level (if he can help it).



Darryl Wood is a 41-year-old man with two kids that he had with his ex-wife. He works 60 hours a week as a construction contractor's assistant so has some experience on the course as that is where the deals are made. Due to his ex-wife having primary custody, the relationship between him and his kids, especially his daughter, are rocky at best. He recently heard from his brother that his daughter has taken up golf in highschool as an extracurricular to put on her college applications. Darryl wants to schedule outings with his daughter so that she can practice and to salvage a relationship with her before she goes off to college. Due to the limited visitation from his divorce agreement and the long hours at work, he has downloaded our application to find a course that can work with his and his daughters schedule as well as potentially having golf classes for the both of them so that they can bond through their growth in the game.

Clint Wedge is a 75-year-old Military career veteran with notable contributions to the Persian Gulf war as well as a footnote contribution in the [REDACTED] that he prefers not to talk about, but he has a constant reminder as he is missing his left leg. He has played golf for his whole life. He recently moved into an elderly community as the last member of his golf group had passed and there was nothing left for him in his old neighborhood. His son Chance wants him to keep playing, so Clint wants an application to find courses in his new area for him and his son to play. He is not the young stallion he used to be, so the prospects of walking a full 18 or even a difficult 9 are low. He is interested in finding this information through our app so that he knows where he is playing has accommodations or carts.



Scenarios:

Darryl: Hole 1, Stroke 1

On a weekend in September, Darryl runs the idea of going out and playing a few rounds of golf with his daughter. Although hesitant at first, she reluctantly gives the go ahead because she needs the experience and does not want to embarrass herself in front of her teammates. Darryl ignores the reluctance in her acceptance although it does hurt him a bit but understands it is warranted given past familial experiences that will not be expanded upon. Darryl moved to a new town house, as the prenup he signed required for him and his ex to sell the house and split the revenue 60/40. His boss has mentioned to him our app as an avenue to finding out information regarding courses in his area.

Barrett: Golfing Matchup

Barret, has just finished a large amount of assignments on one Saturday afternoon (due to him procrastinating as much as possible). Now he wants to go play some golf to relax, forget about school and his distant relationship with his father. However his few friends have no interest in playing golf or do not want to deal with his hyper competitiveness. So he needs to find some people to play some serious golf with. He looks towards our app to find golfers of around but still lower skill level so he can win.

Clint: Old Dog Learns New Tricks

It's 90 degrees on a humid partly-overcast Sunday afternoon. Clint's family is in town for a reunion, along with his son's new fiancée and a few of her friends. After a delightful lunch at a local sandwich shop, Clint's son Chance proposes a golf excursion. It makes good sense - Clint's family has a long-lasting tradition of playing golf, so it's become their go-to for family bonding. Chance and his fiancée - bless her heart - even met through golf competitions. However, it's been a long while since everyone has gotten together like this, and Clint is feeling rusty in multiple senses of the word. For the longest time, Clint felt invincible, having gone through the worst of war and being blessed enough to make it out with good spirits and mostly good health. Still, Clint's only getting older, and having suffered a bad fall last month, he's begun to take the limits of his age quite seriously. Clint decides it's time for him to throw in the towel, and explains to the family it's too hot outside and golf is too much walking, especially with his prosthetic foot. If the family still wants to go, Clint insists he will just stay behind at the golf club's bar. Chance seems dismayed at first, but then he remembers an app one of his golf rivals mentioned. He pulls up his rose gold iPhone and looks up "Tee Time" repeatedly on the App Store. Seeing his son disengage from the conversation angers him; Clint sternly tells his son to "get off your phone while we're together". Chance then

remembers the proper name of the app and tells Clint to install Tee-Together on his phone. Chance's rival also has issues getting around the golf course due to an early onset degenerative disease, and they had mentioned the app as being particularly good for finding golf courses with accessibility features, from carts to free water dispensaries.

Conclusions:

default to 9 or 18 holes on scorecard, option to choose how many holes user play, store scorecard to database, too many notifications, sign in automatically, no ads, unnecessary steps, friend each others accounts (view stats on friends), integrate maps, one player can keep score of many in one scorecard, send scorecard to friends, daily leaderboards, less android-y UI

The main conclusions that can be taken away is that it needs to be streamlined and that there needs to be more functionality. That we need to make it as easy and effortless as possible to interact and use this app. Going forward we will keep working on the scorecard adding in new features into it. Such as the ability to change the amount of holes you can set to play for the entire round. Also a goal that will be worked towards is minimizing the number of steps that need to be taken to complete any important action.

Caveats:

Unfortunately there are a few caveats to consider. First we have yet to be able to have users fully interact with the product. Our team did have users view a working prototype and give us feedback but so far there has been no true user interaction. This will limit our ability to find and correct deeper level issues. Another drawback to consider, is the users that we did interact with do not fall under our main demographic. The majority of users that we obtained feedback from were not golfers. Even though non-golfers still are giving us valuable information, because our main user base is going to be golfers it can be detrimental not to take their opinion.