Strategy Plane

What's Culturally appropriate?

Users are generally going to me middle aged men using golf as a social outing with friends.

A news feature with a planned golf holiday will help to entice new members.

What content type would be relevant?

Font size ought to be slightly larger than normal and easy to read.

Navigation needs to be obvious and simple.

Why is this site so special?

This website will help the user/member to search previous results, plan by searching dates for upcoming outings and learn new skills by meeting new friends.

Why would a user want this?

To keep up to date with the society.

To search dates of outings and previous results.

What makes a good "Terry's Golf Society" experience?

- Recent news.
- Dates of upcoming events.
- Seeing photos of yourself and friends.
- Feeling part of a club.
  .

What does the user expect?

- What is it? – Terry's Golf Society logo and a golf course photo needs to be prominent.
- Is it what I expect to see? – Logo, golf course photo, news of a golf holiday and golf icons ought to visually portray this and help make it look credible and trustworthy.
- Does it offer what I want? – Results, Upcoming events, Pictures and videos.
- Does it offer enough to stay? – Content, especially photos of you and friends will compel users to stay.
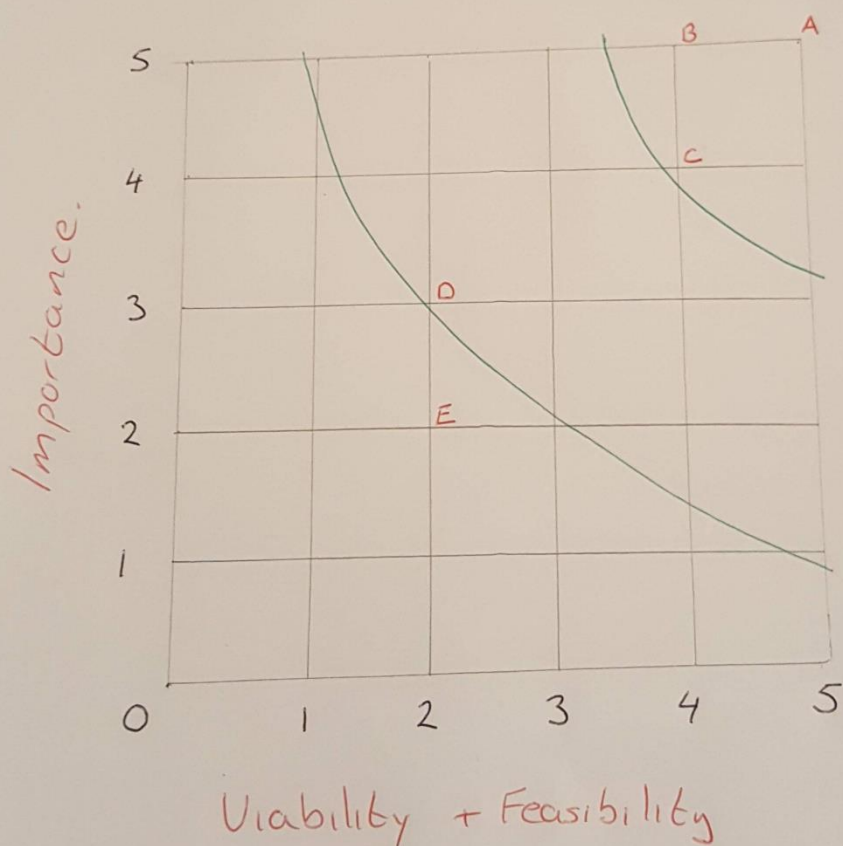
What actions can I take now?

- Join the society. (This can be achieved with the pop-up on the home page)
- Connect with the society on social media.

How can I contact someone?

Contact page will have a list of main members and phone numbers.

Opportunity/Problem	Importance	Viability/Feasibility
Create an online presence	5	5
Increase members	5	4
Showcase back catalogue and new material	4	4
Connect on social media	3	2
History of society for new members	2	2
Total	**19**	**17**

Ⓐ Create an online presence

Ⓑ Increase members

Ⓒ Showcase back catalogue and
new material

Ⓓ Connect on social media

Ⓔ History of society for new members.

From the above table I will concentrate on A, B & C.

- Create on online presence
- Increase members
- Showcase back catalogue and new material.