The Golf Blueprint

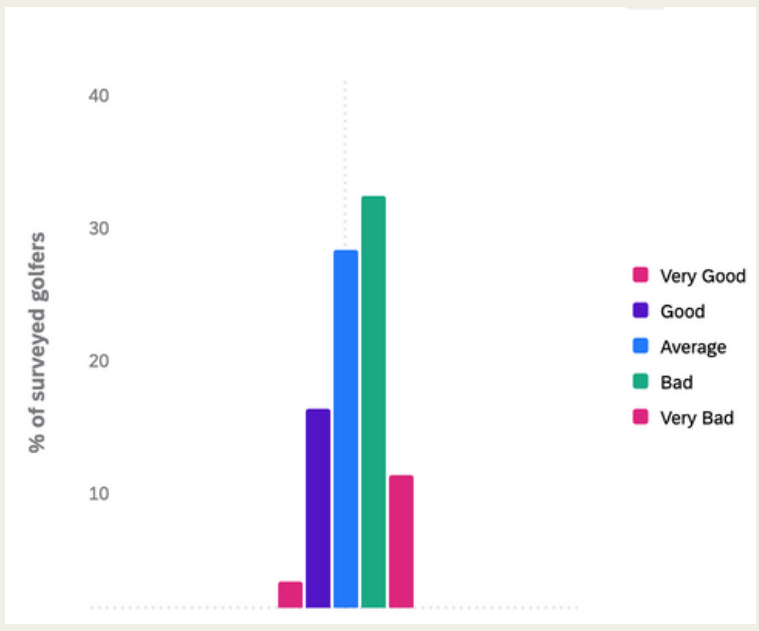
A Smarter Way to Play Golf - Driven by Analytics

PROBLEM STATEMENT

Course management is an extremely important consideration for golfers who want to improve Amateur golfers lack access to course specific course management tools that can help lower their scores. The Golf Blueprint solves this issue

RESEARCH FINDINGS

- 85% of golfers expressed high interest
- 88% are willing to contribute their shot data
- 80% of golfers report currently having 'average' or worse course management
- Course management can save a golfer more strokes than technical swing improvements



The findings from this primary research highlight the necessity for The Golf Blueprint for amateur golfers

HOW WAS IT CREATED?

- Developed using an Agile approach (Kanban)
- Used Functional and Non-Functional Requirements
- Creation of detailed SVG recreations of each hole using Google Earth & Inkscape
- Client-Server Architecture with HTML, CSS & JavaScript frontend for optimised user interfaces
- Secure MySQL database storing user data and shot information - built for data analysis
- Built in Interactive Zone Mapping enabling highly accurate data collection and reproduction
- Heatmap Algorithm to transform collected data into meaningful course management insights

Zone	Avg. Score	Times Hit	Best Score
Mid Fairway	4.5	6	4
Long Fairway	5.0	6	4
Short Fairway	5.0	3	4
Green	5.2	9	4
Fairway Bunker	6.0	2	6
Green Bunkers	6.0	1	6
Left Water Hazard	6.0	1	6
Long Left Trees	6.0	1	6
Mid Right Trees	6.0	1	6
Outer Rough	6.7	3	6
Mid Left Trees	7.0	1	7
Short Left	7.0	1	7

HOW DOES IT WORK?

Once a user has an account, they can begin to record their own rounds of golf

Users click on detailed animated recreations of every hole at The Kendleshire exactly where their golf shots landed

Our database stores the information about every recorded shot, and transforms it into intuitive course management recommendations through the use of heat map visualisations

Providing professional-level golf analytics to amateur golfers, helping them to make smarter decisions and shoot lower scores

REAL WORLD BENEFITS

For High-Handicappers -

- Identify and Avoid common trouble areas
- Learn strategic approaches to golf
- Fast track their improvement

For Low-Handicappers -

- Discover subtle areas for improving scores
- Gain competitive edge through data insights

NEXT STEPS

- Mobile Application Development
- Integration with real Handicap systems
- Multi-Course Expansion

UWE Bristol | University of the West of England

Sion Hayward

Software Engineering for Business
University of the West of England