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Module 1 Assignment

While it is not the app I use the most, I am choosing the UDisc app. It is an application specifically designed for people that play disc golf. There are quite a few features in the application, but I would consider the main function of it as keeping track of scores for you and your group. The reason for this is the home screen is a list of your most current rounds and the scores for you and your group, and an option to start a new round.

This app is specifically designed to meet the needs of people that play disc golf and would be useless for anyone else. Besides the main function of keeping score, there are several other useful features included in the application. Some of these are connecting to other UDisc users, maps of courses, distance of your shots, events and tournaments in your area, and even rules of the game. I wouldn’t say that the app is specifically trying to get the user to take an action, since you wouldn’t download this app if you weren’t already playing disc golf. There is a free version of the app that keeps track of just the last 10 rounds that you played, and a paid version that keeps track of unlimited rounds, and doesn’t use ads to supplement income on the unpaid version.

An extension of the score keeping ability, if the other people in your group are also UDisc users, when starting a round you can enter their user ids, or there is a search button to find players in your area, instead of using an alias, and the app will automatically send them a notification with an attachment to see the score card in real time, and even allow them to update the score card you started. This is super useful if you want everyone to keep their own score, or just to check to see how you are doing in the round. Another nice feature of the app is it is connected to maps and shows you an arial view of the hole that you are on automatically, and you can see the direction of the basket, trees in the way (it’s hard to tell the distance between trees at 300 – 400 ft) and if there is any water hiding anywhere. An extension of this feature is that when you throw, there is a button you can press that will keep track of where your disc lands so you can keep track of the distance and location of each shot. You don’t have to use this though and there is a button to add strokes to each player at the end of each hole and move to the next hole. The last feature that I’ll go into is another map feature. The app lets you search courses by distance from you, courses on your favorites list, and courses not played, so you can find courses easily. While it is fun to replay courses, I think they figured out to keep people interested, you need variety, and found an easy way to find new courses and go back to your favorites. This is done through Google maps with a filter attached to it. There are a number of other features that are also attached to this such as handicapping and things like that, but I have never used them since I just play for fun.

For designing this app, I would want to figure out exactly what the average user would actually use on the app. The scorecard would be a necessary part of it, but all of the additional stuff is bells and whistles. To actually make money on it, you would have to have enough stuff for free and have it be useful, but leave the user wanting more so that they want to pay for it. There are tons of free apps out there to keep score, but this one was really well designed and everyone that I know that plays disc golf uses it, and it ends up being more like a social media app because you only join apps that everyone is already on. As for actual information about the user, it’s kind of irrelevant, because either you play disc golf and want the app, or you don’t.