

MSc. Information Systems Management

Oughterard Golf Club – Membership Portal



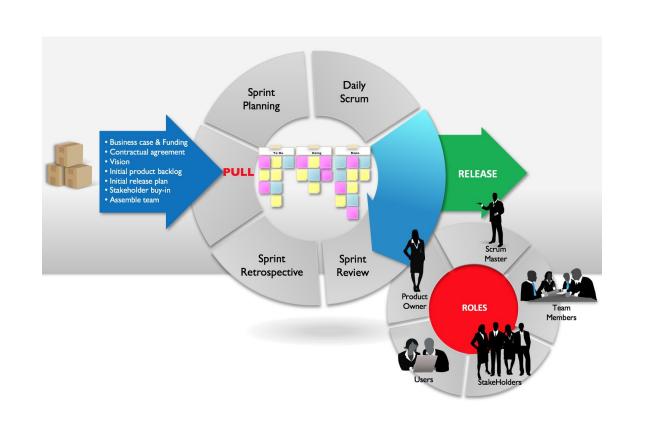
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Introduction

The Oughterard Golf Club has been one of the best golf courses in Galway for about 5 decades. However, due to the current conditions competition, the golf course saw a steep decline in their members count primarily in the younger age groups. To keep up with the competition in the market they decided to digitalize their business in terms of marketing(improving social media presence) and customer experience.

For this, we developed a fully functioning mobile application, boosted their SEO, developed their website and created an Instagram page.

Methodology -Agile Scrumban (Scrum + Kanban)

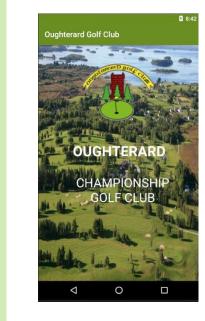


Agile is a structured and iterative approach to project management. It recognizes the volatility of product development, methodology for selforganizing change respond without going off the rails.

Scrum and Kanban are different Agile frameworks. Scrum teams commit to ship working software through set intervals called sprints. Kanban is all about visualizing your work, limiting work in progress, and maximizing efficiency(or flow).

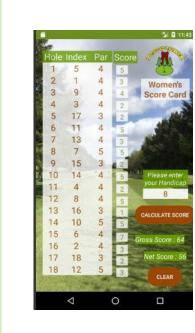
Scrumban combines the structure of Scrum with the flow-based methods of Kanban

User Interface

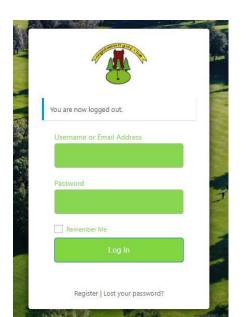


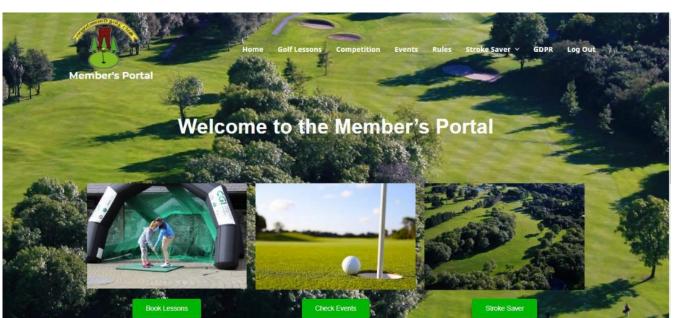




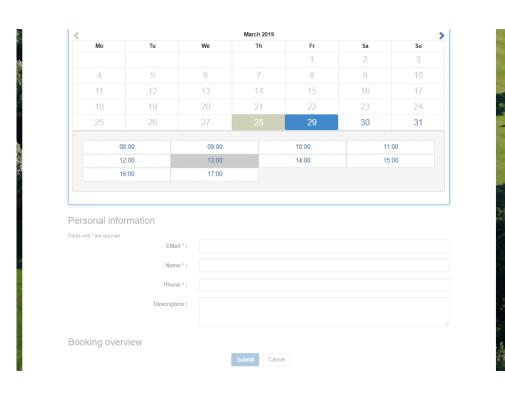








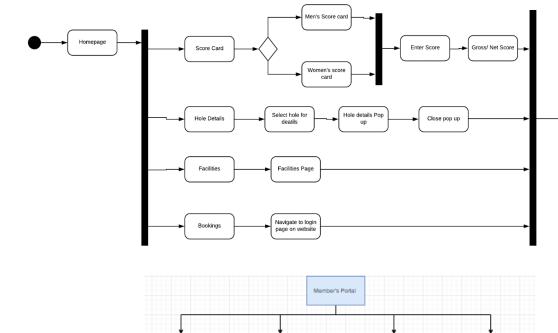
Website Member's Portal – bookings, Events and Stroke Saver



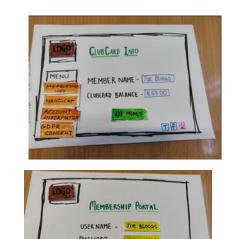


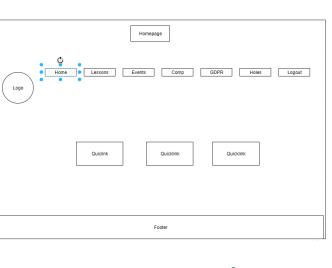
Requirements Gathering, Planning and Design



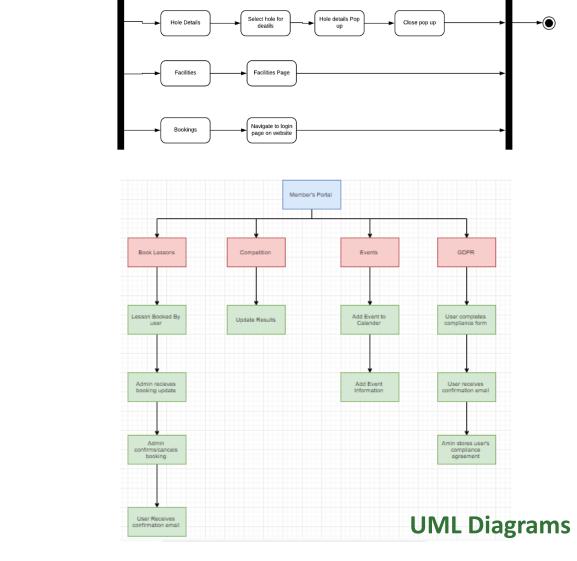


Questionnaire and Interview





Prototyping



Tools and Technologies















Lessons Learnt

- Utilising new technologies and skills
- Building a strong client relationship
- Working cohesively as a team
- Importance of time management
- Using Agile project methodologies