

Golfscape AR Implementation

Summary - Updated 11/13/17

High Level

Task

Build an augmented reality product/experience that blends GPS distances into the actual course environment

Goal

Provide users with a more interactive way to view real-time distances that mimics traditional and familiar rangefinders

Key Aspects

- Onboard: Since this is a completely new interaction set, ease the user in with simply focus prompts and tutorials
- Interactive: User should seamlessly use their camera to find distances in their direction
- Distances: Focus on green distances first, then surrounding nodes
 - Primary: Green front/center/back
 - Secondary: Hazards and surrounding/upcoming

Empathize/Users

Who are your users?

- General persona: Golfers looking to improve some aspects of their game
- Product specific: Golfers wanting an alternative way to viewing and interactive with distances

Where are they coming from?

- iOS app/download
- Default GPS view

Problems

Problem Statement

Golfers currently only have one way of viewing and interacting with distances. Need multiple avenues of viewership to maximize usage and improve retention

What are their problems?

- Won't be able to understand what "AR" is nor what it does
- How would they access and use it?
- Could it be more intrusive to use than just viewing the screen?

- How do they calibrate the green position?

Solutions

Goals

- Build a clear first-time onboarding step; educational, short-form (prompt?)
- Add an “AR” button on the main GPS view, group with existing tools; add call out for usage

User Story

As a golfer, I want a clear ease-into the AR experience, so that I can understand, use and enjoy distances overlaid on the course using my phone’s camera in real-time

Jobs-to-be-Done

Provide an alternative and seamless GPS viewing experience so that they can ultimately score and advance to the next hole

Acceptance Criteria

- Given I’m a golfer, when I land on the default GPS view, I should see an “AR” option that’s obvious
- Given I’m a golfer, when I enter the AR experience for the first time, I should get an informative prompt or tutorial on what this is/does
- Given I’m a golfer, when I pass through the tutorial, I should be able to calibrate/set my green’s position
- Given I’m a golfer, when I calibrate the green, I should be able to view and scroll distance nodes in AR

Ideas/Flow

- 1.) Onboarding
 - Simple welcome prompt; explain what AR is
 - Series of focus tips highlighting certain tools; short-form
- 2.) Calibration
 - Per devs, we’ll need a way for the user to calibrate green position
 - Tap screen to locate green target?
 - Point camera towards green and set target?
 - Arrow selectors to move main green GPS market to target?
- 3.) AR Distances
 - Keep green distances in view at all times
 - Hazard floating notes/distances should be secondary and unobtrusive
 - Basic hole info and way to change holes?
 - HUD/location map?
 - Aerial course view?
 - Toolset access
 - Recenter green position
 - Hide/review certain distances
 - Turn on/off club rec’s and caddie