

Lean Product Brief

Updated April 9, 2019

Summary

Vision

Provide golfers with helpful and insightful tools to better their game

Value Proposition

Get the best out of your game with Golfshot, the most powerful and trusted on-course GPS, scoring, statistics, and tee times app ever built

Persona

- Primary: Golfers looking to improve some aspects of their game
 - Social/casual golfers (1-4 times per month)
- Secondary: Golfers looking to compete and improve on multiple levels
 - Amateurs/competitors (5+ per month and tournament play)

Needs/Problems

- Solve the issue of not knowing how far distances are by eye/intuition
- Automates complex, manual tasks to save effort and provide uninterrupted experiences while playing

Products

iOS and Android apps / web profile management and course directory

Primary Features

1. Green/hazard GPS Distances
2. Score keeping/digital scorecard

Product Breakdown

Pro Upgrade

- Real-time distances to all key hazards/targets on each hole on 40,000+ courses.
- On-the-spot club recommendations based on game performance.
- Link your own GHIN® Number and post scores right to your Handicap Index®.
- Advanced scoring with Skins, Nassau, and Match Play games.
- Dynamic 3D flyover previews of each hole with club recommendation overlays.
- Zoom in and pan targets for better course management.
- Money saving benefits from our partners.

GPS

- Get distance to the center of the green with total hole yardage, par, and difficulty

Scoring and Digital Scorecard

- Score your rounds with Stroke Play / Stableford digital scorecard and get a historical view to your progress.

Shot Tracking

- Track each and every shot to stop guessing your club distances

3D Hole Flyover Previews

- Easily visualize the hole with 3D flyover previews
- Plan and strategize your next round with a full 3D course preview from our database of 40,000+ courses worldwide

Tee Time Booking

- Search and book deals for tee times at courses nearby and around the world

Videos

- Watch instruction content from our 300+ video library

Statistics

- Automatically know your strengths and weaknesses on the course with Fairways, GIR, Recovery, Putting, Pars and Scoring percentages / averages

Equipment

- Easily input all of your equipment by type, brand, and model and gain insight on your clubs' performance

Handicap Index Tracking

- Purchase your new GHIN® Number right through Golfshot and start posting to your Handicap Index®. No kiosks required.

Golfscape AR

- Get a 360-degree view of the entire course by using your device's camera

Voice Assistant

- With Golfshot Voice Assistant, you can now leave your phone in your pocket and listen to real-time distances to the green

Resources

Design assets

- Golfshot design [language and system](#)
- Brand [guide](#)
- Stock imagery [library](#)
- Web product [imagery](#)
- iOS product [imagery](#)
- Android product [imagery](#)
- Various [graphics](#)

Websites and platforms

- Golfshot.com WordPress [login](#)
- Play.golfshot.com web staging [site](#)

Qualitative and Quantitative data

- Golfshot [Dashboard](#)
- Zendesk customer support [platform](#)
- NPS [survey](#)
- UX [resources](#)
- Mixpanel [metrics](#)

Business documents

- Company [deck](#)
- Performance [metrics](#)

Processes

Design operates as a centralized unit working with development, project management, marketing, and stakeholders simultaneously:

With UX and Feedback

- Rolling NPS surveys: each quarter, send out a user survey detailing aspects of Golfshot they find most satisfactory and would recommend to other people they know
- Group and individual interviews
- Dashboard: compile all qualitative and quantitative feedback into a running Google Sheet. This is our central repository for UX metrics.

With Development and PM

- All UI and UX are currently built in Adobe XD (.xd) file format
- Assets are exported from said files and shared as Dropbox links via Slack, Github, or email
- Review/feedback is handled by generating an XD web shareable link to be commented on and iterated upon either in Slack or Github
- Older files and views were built in Adobe Photoshop (.psd/.psb) file format to be referenced if needed

With Marketing

- Most marketing assets, such as ads, banners, social, etc. are built in Photoshop and/or Illustrator, exported as raw files, and shared via Slack, email, or Github
- All emails are designed in Photoshop, shared as static images, and built and sent through Mixpanel's messaging platform