Supreme Golf Website Redesign

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UX Principles – Final Design

The Product Introduction

The Supreme Golf web app, supremegolf.com, is a golf tee time booking service that centralizes searches across the popular booking websites (i.e. GolfNow, TeeOff, GOLFZING).

The Product Introduction

Strengths (in general):

➢Great idea; it's Kayak for golf!

➢Eliminates the need to switch across multiple services find an available tee time.

➢Caters to deal hunters looking for cheap golf options across multiple discount services.

The Product Introduction

Weaknesses (in general):

➢The name, Supreme Golf, nor the language on the page tells the customer that it is a "one-stop shop" comparison product.

➢It has a responsive web framework dependence that produces inconsistencies in user interaction and information retrieval across platforms.

   ➢Ex. On the homepage, the search data inputs on a phone are in a different order than they are on a tablet.

➢Obscures (or removes) important search criteria options within the initial page and tee time retrievals on the Selection Results Page (SRP), i.e. Number of Golfers.

The Product Introduction

The Users:

Golfers that hunt for the best available deals, and those that are more traditionally looking to find the best available tee times. In particular, golfers that utilize the booking products mined in the Supreme Golf website.

The Product Introduction

Product Use:

➢ ***Deal hunters*** scour the deal sites and look to get cheap golf and hopefully score a nice golf course in the process. The use for this type of user is to find the cheapest deal possible and sift through results from that point.

➢ ***Traditional early tee time golfers*** attempt to be a little more specific about the course they play, but really specific about the times that they want to play and hopefully not too expensive. The use for this type of user is to see the times in relation to golf courses available and begin price/location separation from that point.

The Problem Statement

➢ To redesign the tee time selection process & interface, improving the consistencies in interaction and usage cues, such that users have familiar experiences regardless of platform.

➢ Currently, the product's mobile web framework pigeonholes the arrangement of inputs and other essential features, in a predefined template, rather than implementing a design with target users in mind. The native mobile app offered by the product is more focused and polished in a way that sets the precedence for the redesign.

➢ A rapid approach within the UX Wheel will be used to provide a familiar and consistent product experience, regardless if the golfer is a web or native mobile app user.

The rapid UX Wheel Process

Analyze:

➤ The contextual inquiry portion of the design process began with user interviews. I had access to golfers that utilize the booking products mined in the Supreme Golf website and was able to perform quick, in-person interviews with 3 of them, asking a series of 8 questions.

➤ There was enough data provided from these interviews that I was able to extract actual usage environments (i.e. car, home) and common user requirements (i.e. mobile, customization options) to develop a user model in the form of a primary persona.

Sample portion from an interview questionnaire

Leo – 11/9/2018

1) **How often do you golf? ... Once a week, month, how many times a year?**
   a. **Does anything get in the way of golf?**

Play once a week, mostly on weekends.

What gets in the way of golf?
- Holiday Schedules
- Family
- Finding available tee-times on the weekends; can be competitive.

2) **Are you a deal hunter or traditional tee time hunter?**

Deal Hunter, but early tee times are preferred
- If the course is good, will pay a little more, ex. Torrey Pines
- Deals get critical thought before booking, ex. *Are the greens punched?*

3) **Do you use online apps to book tee times? Which ones?**

Yes, use online apps-- GolfZing, TeeOff, San Diego City site (Balboa/Torrey), & actual golf course website.

Used to utilize GolfNow, but booking fees went up (~ $1.50 – 2/per golfer).

TeeOff has no service charge.

Primary Persona

Deal Hunter that frequents many booking sites

Golfing Frequency	Once a week
Swing Analysis	• Male • Married • 2 Children • 38 years old • Handicap: 13.5

Daniel (Dan) Garcia

Primary Persona (cont.)

Daniel (Dan) Garcia

Environment:

He likes to use apps on his phone, especially golf related ones for GPS and scoring. All of his tee-time bookings are through his phone, interspersed with text messages to his golf buddies for planning and confirmation. He'll either book from his couch at home while watching a game, or sometimes as a passenger during carpool to work.

Text Message:

"Let's play next weekend! Who's in?"

Persona Decision

For my chosen persona, the data collected from user interviews presented 2 types of candidates: 1) Single, Male, Deal Hunter that plays golf once a month, and 2) Married, Male, Deal Hunter that plays golf once a week. The reason why #2 was selected is because there was enough overlap in concerns with booking apps, as well as wants and needs. The other reason is that the two candidates already successfully co-exist as users in most of the same systems (GolfNow, TeeOff, GOLFZING, 18 Birdies), so catering to the regular weekend golfer should also positively affect the once, or twice, per month golfer.

The sketched-out data for both of the candidate personas is robust with informative user needs, but the data chosen to move forward with is much more focused and slimmed down to address high level concerns. Example eliminated from scope:

• Voucher integration with the golf course to avoid two separate transactions: 1) the purchase of the voucher and 2) the direct call to the course to book the tee-time. A valid argument for improvement to any booking system, but most likely complex contractual agreements between the apps and courses that govern this process.

The project is avoiding that scope to focus on getting the golfers to their deals easily. *The aim is to provide a site design that is similar to its more polished native app counterpart, by achieving simplified goals.*

Persona Scenario

It's Saturday evening and Dan is at home watching the game with his kids. He's engaged in a group text with his buddies, talking smack about the game and a funny incident that happened on the golf course earlier that morning. Amidst the chaotic giph texts and banter going back and forth, Dan asks if anyone was able to secure a tee-time at Torrey Pines, or Balboa for next week. After a handful of 'No' replies, Dan says, "OK lemme check deals. Maybe Carlton, or Eastlake". Dan proceeds to open up Supreme Golf and immediately wants to check his saved favorites to see if Carlton Oaks or Eastlake have any "deals" showing for next weekend.

Scenario Assessment

I feel like this is an accurate scenario for the project's core customer, because it provides a proper perspective for a user in an actual environment. It may be in the comforts of their home, but it encompasses multiple distractions. It's not just an isolated vacuum on one's couch. The user is keeping an eye on the kids, watching a game, and managing numerous texts in a group thread. It's a busy environment with multi-tasking, which is representative of many users, as even those without kids still have other hobbies to distract them, or they book tee-times in public settings. As such, this is the type of environmental scenario that will be used to drive the simplicity of the design goals.

The scenario also explains the weekly golfer's interests for playing preferred courses at an established price range. Torrey Pines and Balboa Park are favored courses at an affordable, consistent cost for city residents, but require a separate system to book. The user checks with friends to see if anything was secured, before proceeding with checking Supreme Golf for "deals" at other favorites. The golfer's usage goals to stay within budget are presented by the expression of "deals", and also by using Torrey and Balboa as price points. The user's desire to take advantage of personalization features are represented by the idea that the favorites will be checked initially for Carlton Oaks and Eastlake.

The rapid UX Wheel Process

Design:

➢ Producing storyboards not only provided early sketches of the product interface, but they also presented imagined usage, interaction, and emotional experience factors while using the product in the user's personal environment.

➢ Sketched scenes brought about the importance of a clearly designed interface for users that multi-task, or have surrounding distractions.
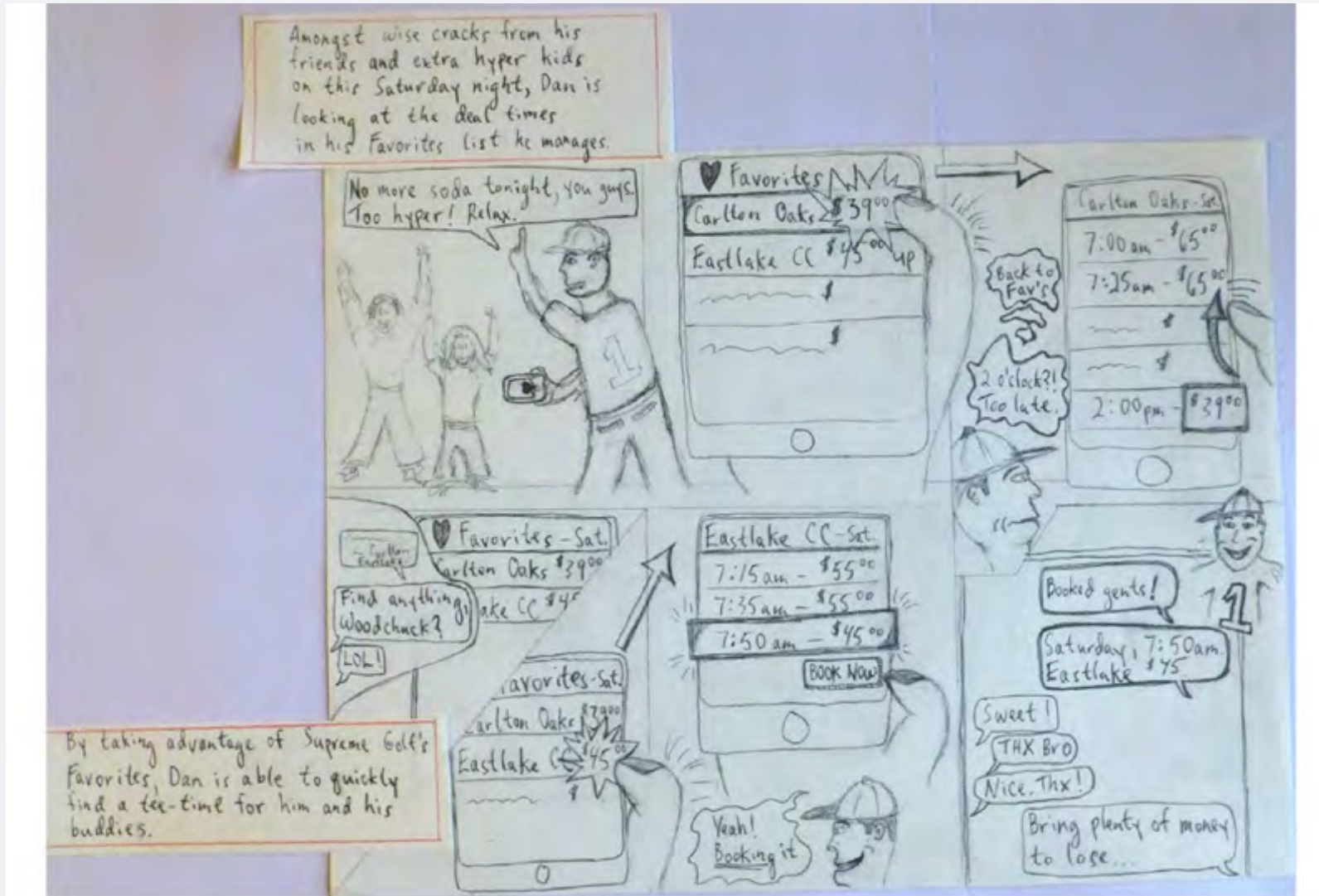
Storyboards

Storyboards (cont.)

Storyboards (cont.)

The rapid UX Wheel Process

Prototype:

Can my user accomplish what they came here to do?

My storyboard sketches served as the earliest realizations of the design, but it was the wireframes that began to introduce limitations to my product redesign. I now had to utilize space constraints of a mobile phone and determine if the hierarchy of my architecture was going to clearly illustrate what the product does and whether or not my persona, Dan, could recognize desired tasks and perform them. My wireframe served as a cheap, easy version to test and alter. Also, because I had an acceptable product to reference (the native mobile app), my wireframing could comfortably be designed for specific tasks, rather than every function.
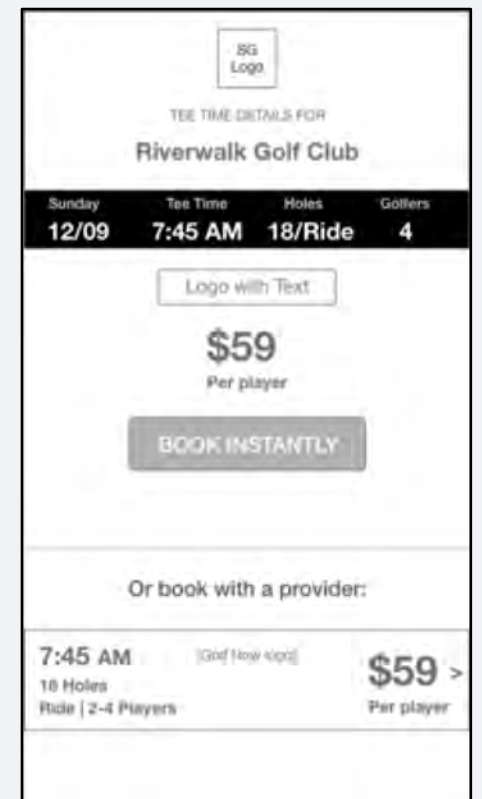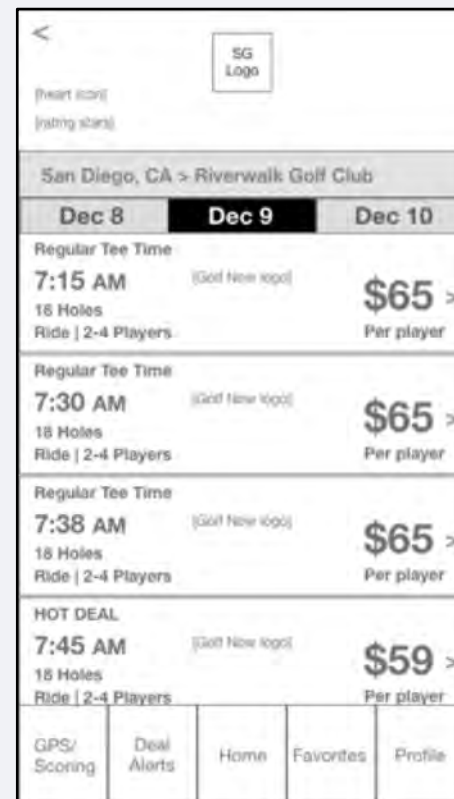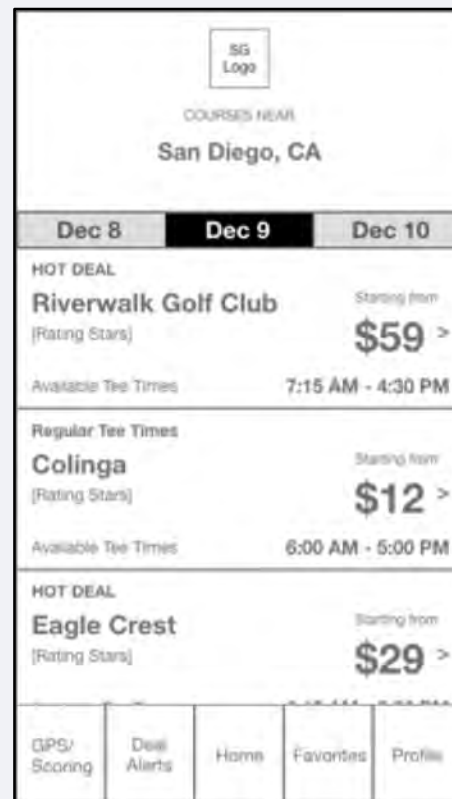
Wireframes

Primary Persona Task-> Booking through Favorites
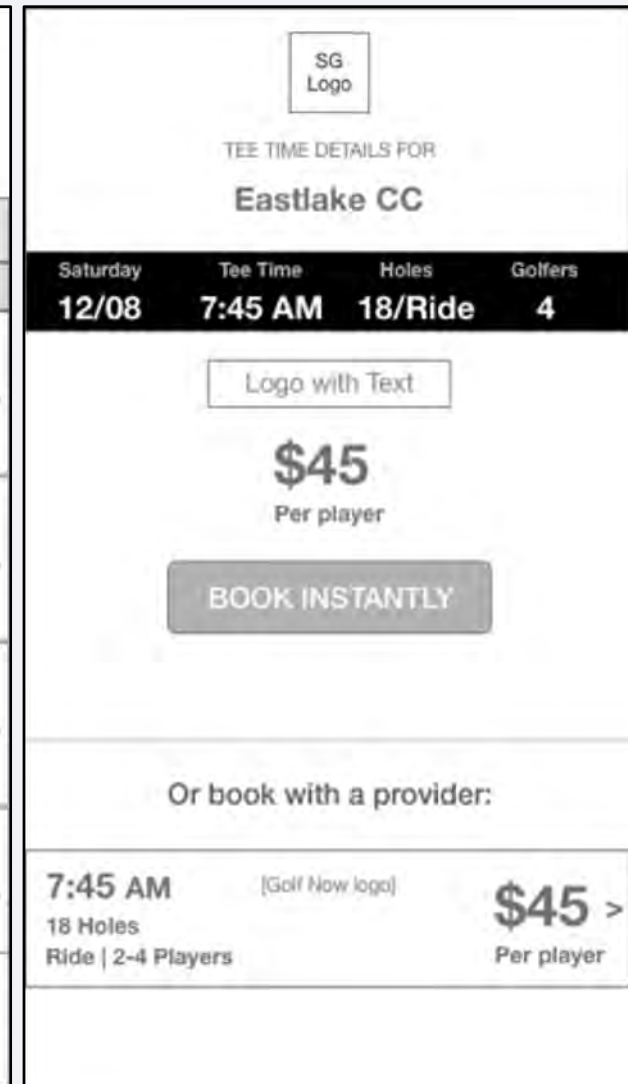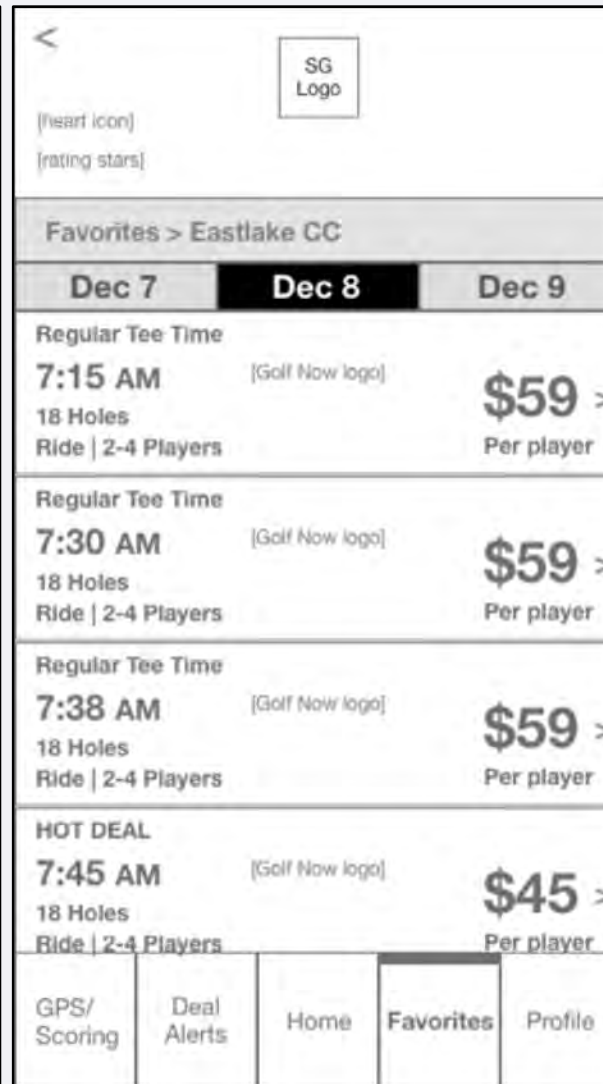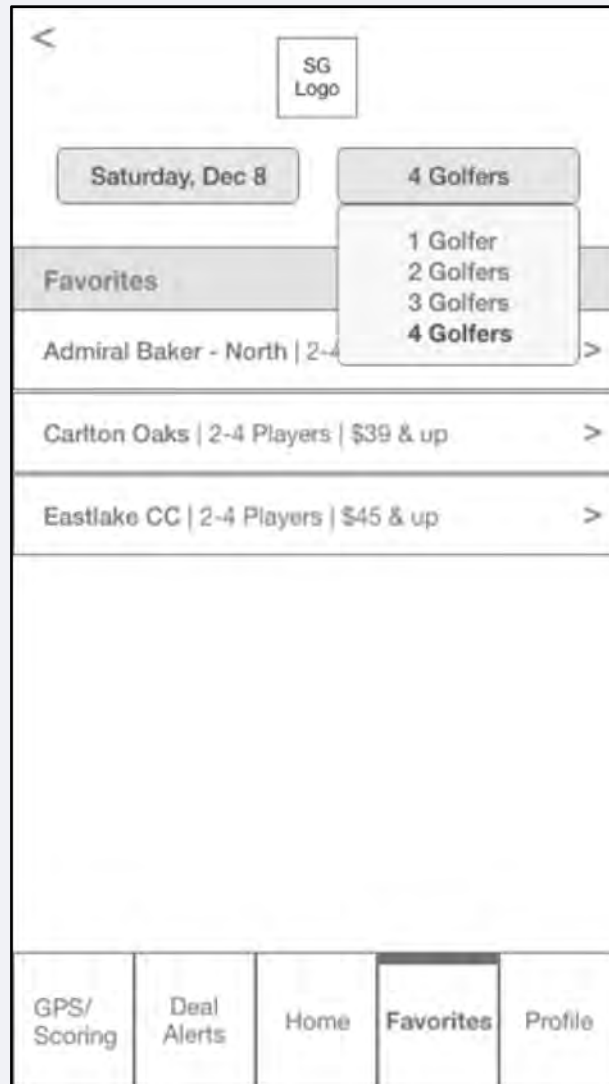
Wireframes (cont.)

While I was creating a wireframe prototype for my primary persona's scenario, I also made sure to create a wireframe task for the natural usage of the product as it's intended, which is a search function for tee times.

Secondary Task presentation-> Booking through Search Function

Interaction

Creating the interface with interaction began to tangibly provide some product "experience". Being able to touch the design helped me find functional pain points, like parts of the app that need to be large enough to touch with a finger/thumb, and what the design does when sliding the screen vertically. I was also able to see how the presence of the actual Supreme Golf logo played a part in the design hierarchy—even items like rating stars and hearts helped with adjustments to the app design.

Favorites persona task simulation:
➢ https://xd.adobe.com/view/ebc4048d-0d34-4d46-77a5-acad41bfef09-9df5/

Search function task simulation:
➢ https://xd.adobe.com/view/cd037837-0185-403c-7589-8393aaee2930-bb32/

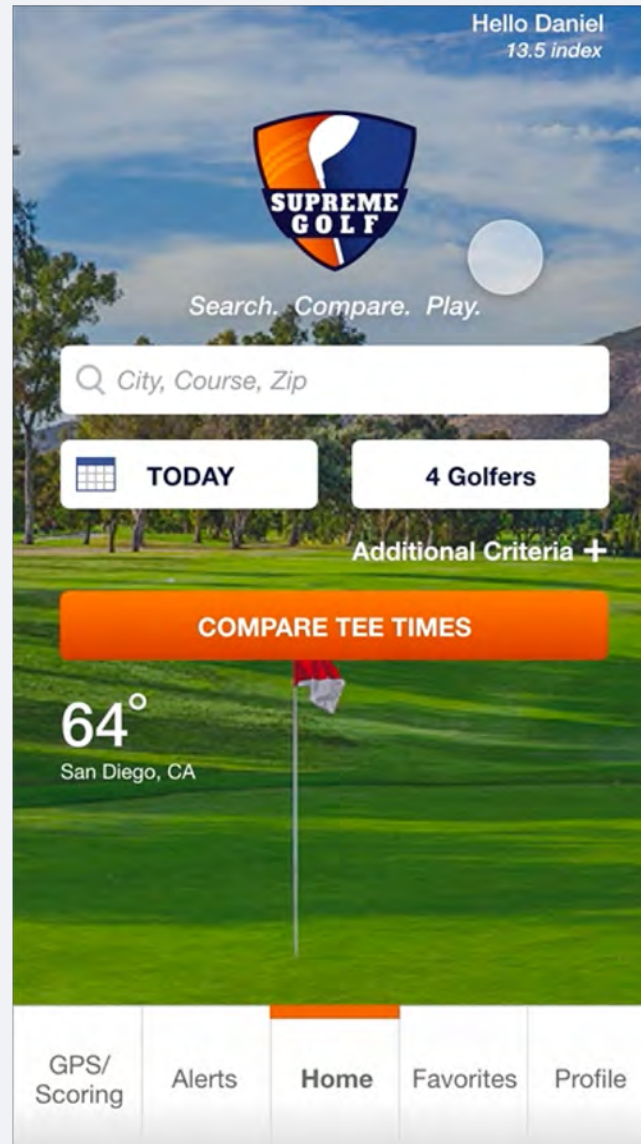# The rapid UX Wheel Process

Evaluate:

At this stage, a brief walkthrough of screenshots was conducted with a fellow golfer. Valid feedback helped the final design get further refinement and suggestions for the next redesign project. One example that got put into the final design was a slogan that exists within the native phone app, "*Search. Compare. Play.*" One of the issues that came out in the interviews was that the name, Supreme Golf, doesn't indicate the product is a comparison app. This resulted into another adjustment, changing the "Search" button to "Compare Tee Times".

More user feedback was received from showing movies of the interactive prototype being operated. That method helped introduce a new personalization feature; the booking/payment button as a "one-click" order process for logged-in users.

These "show-and-tell" methods allowed me to make quick and easy enhancements to the product for the final design proposal.
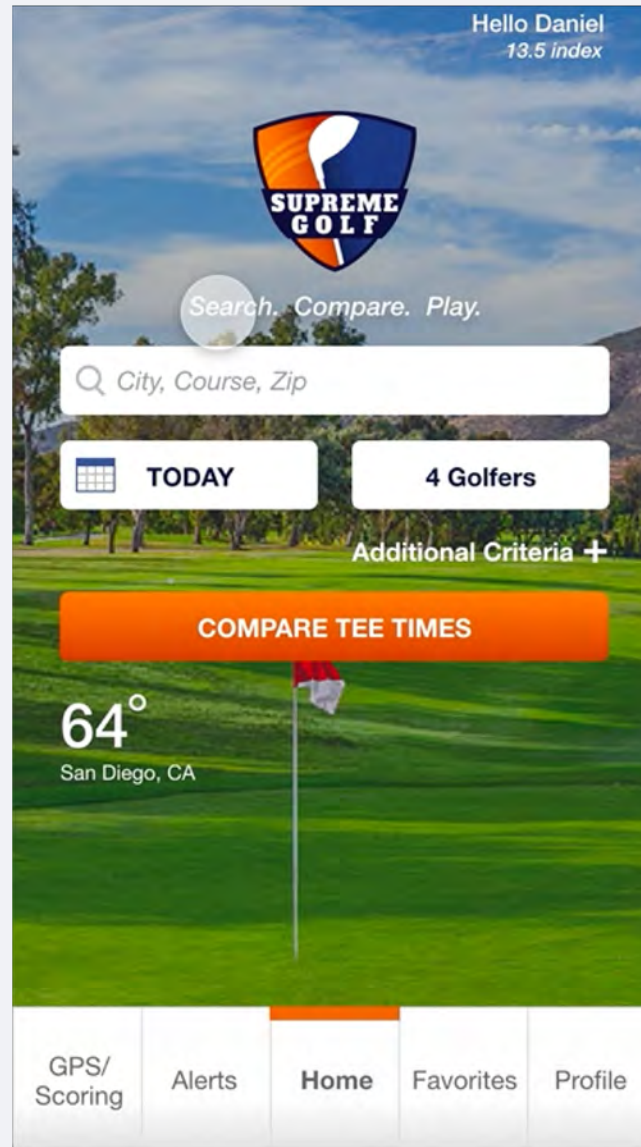
Final Design

Primary Persona
Task Movie
Demo ➡

Final Design

Final Design

Final Interactive Design Prototype:

Favorites persona task simulation:

➢ https://xd.adobe.com/view/ec335c4f-2b16-47d2-6812-4ec319d59f64-9a02/

Search function task simulation:

➢ https://xd.adobe.com/view/7860d40b-c417-4388-616b-31240a7c858a-0e51/

Project Assessment

This process was very condensed for each level of progress, but much like everything we do, it's all about utilizing your resources and for this project the scarcest was time. The main positives that came out of time shortage was how focused the work became in the sense of scope. There was no opening to sway outward, but rather get more narrowed, especially when iterations were non-existent, or futile. Even though I had a pretty fully laid out plan for executing the redesign process, I knew that it was shooting high. This is why I placed so much emphasis on the contextual side, in terms of getting user interviews. I felt strongly that it may turn out to be the single most important data to drive the focus and maintain progress through short intervals. The final design should be a great upgrade to the current web product, but also entice the next iteration!