

Metro St. Louis Seniors Golf Association

2017 Member Smartphone Survey

Purpose

Understand members' mobile communication technology penetration and uses to adapt to new and changing member needs now and into the next few years.

Guide efforts to improve member experience for communications.

- “Mobile Friendly” website and forms
- Improvement opportunities using Mobile Data Entry
 - Pace of Play Logs
 - Real time course surveys and conditions
 - Scorecard entry and communication

2017 Issues for Analysis

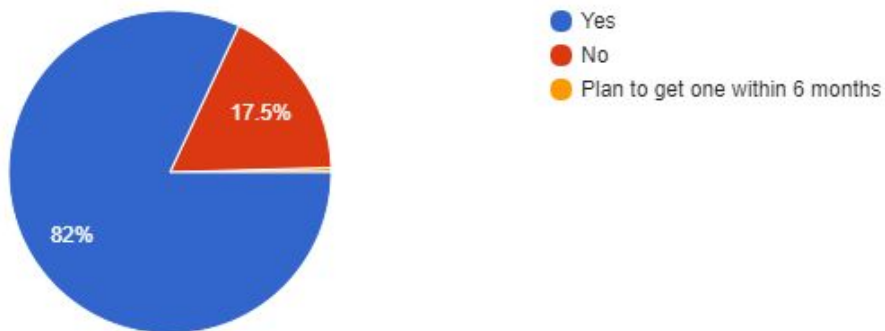
- Penetration of smartphones and applications use
- Smartphones and operating systems used
- Members' experience with “APPs”
- Members' experience with Golf APPs
- Members' issues with current paper Universal Scorecard process
 - Completion problems, errors, delays
 - Time to complete

SMARTPHONE PENETRATION

Over 80% of members have smartphones as of late 2017. Last year the numbers were about 70%. We expect that with new members for 2018, this penetration will be even higher.

Do you have a smartphone?

228 responses



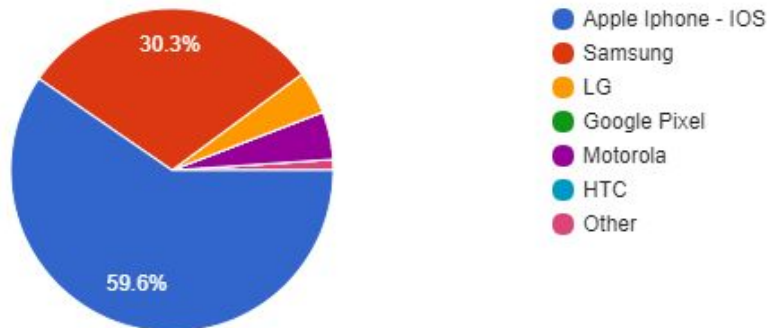
SMARTPHONE TYPE AND OPERATING SYSTEM

60% of members are using iPhone (Apple). 40% are using Android. This is different than the US penetration - 53% Android and 44% Apple.

We will have to develop any special systems for both Apple and Android.

What type of smartphone do you use or plan to buy?

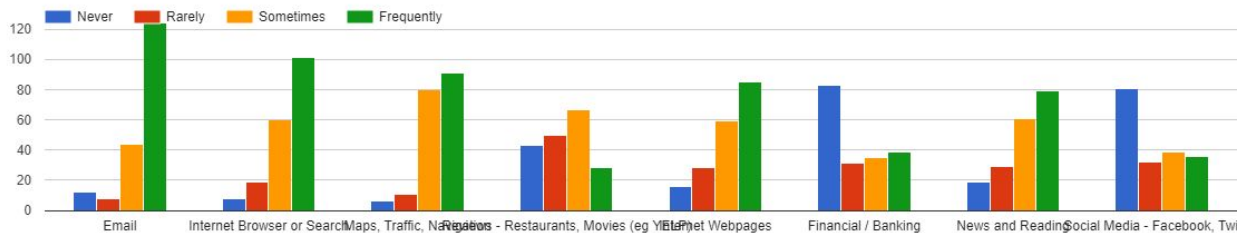
188 responses



APPLICATIONS USED

Members are using a wide variety of application on their smartphone. Most are focused on “practical” uses - email, web searches, traffic and news.

What applications (APPS) do you use with your smartphone?

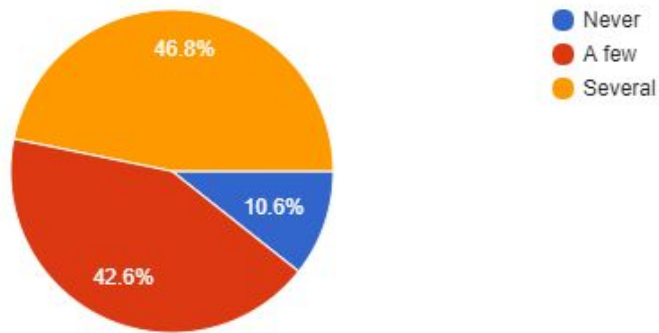


APPS INSTALLATIONS

Our members know how to install APPS from Itunes and the Google Play Store. Only 10% have never installed an APP. About half of members have installed “several” apps.

Have you installed APPs on your phone from Itunes or Google Play Store?

188 responses

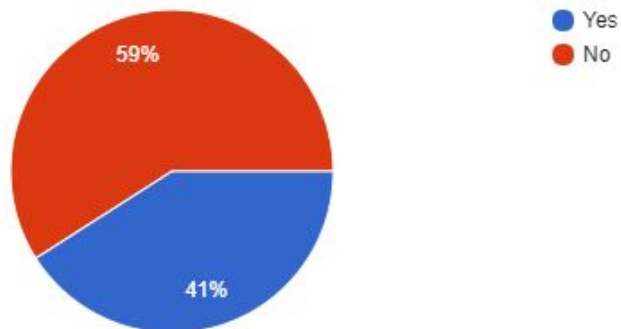


GOLF GPS, RANGEFINDER, SCORECARD APPS

60% of the sample have already installed some type of Golf APP on their smartphone.

Have you installed a Golf APP on your phone for GPS, Rangefinder, Scorecard?

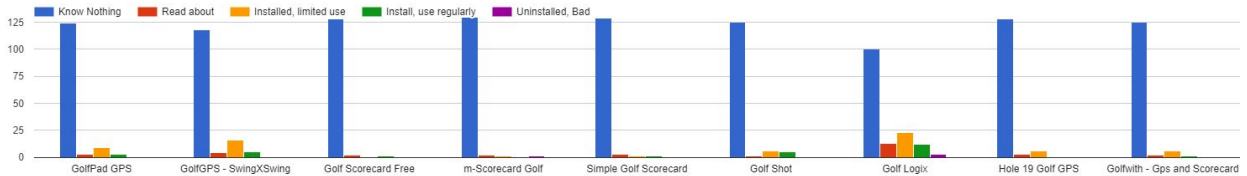
188 responses



SPECIFIC GOLF APPS USED

There is no one Golf APP that has overpowering popularity.

Which Golf APPS do you know about or have used?



GolfLogix , GolfGPS - SwingxSwing and GoldPad are the most well known and used.

Several members will know how to enter individual scores. Many of these automatically collect and upload scores to an online database. Storage of scores, statistics, handicap calculations, course history and more are usually included with the APP.

The services we provide through OurGolfStats are similar. However, these are used ONLY for our weekly tournament scores.

CURRENT UNIVERSAL SCORECARD COMPLETION ISSUES

Our process for scoring for each weekly tournament:

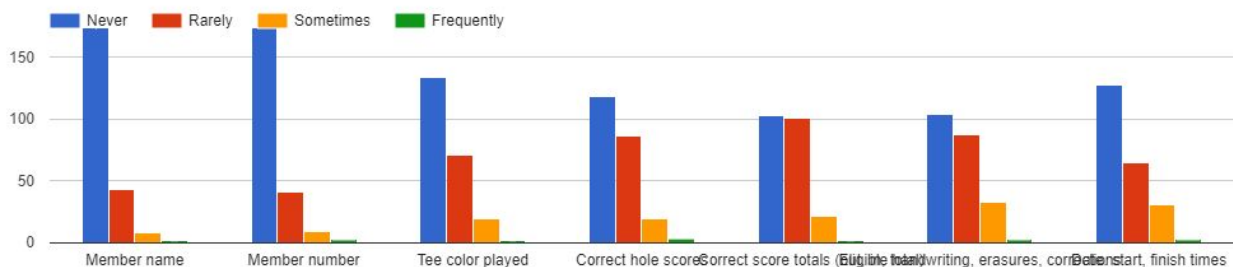
- Register Tee Group with Universal Scorecard (names, numbers, tees, et al)
- Starter Checks and Tee Assignment
- Transcribe scores and times from course scorecard to Universal Scorecard
- Total scores
- Sign
- Scorer Checks
- Mail Scorecards
- Bulk data entry through vendor service and error corrections
- Upload to OurGolfStats
- Complete tournament, handicap calculations and post reports to OurGolfStats

Many “steps” and many people involved in this process, are contributors to time, delays, and errors as well as cost (printing, mailing, data entry).

We have about 4% error rates in some key element of each scorecard at data entry. About 1 or 2 scorecards from every outing has some errors. Some lead to player disqualification. Others - poor math totals, missing tee positions, will lead to adjustments to scores and / or handicaps. Hard to read data caused by poor handwriting, erasures, bad pencils, et al is responsible for some of the problems.

Members recognize many of these same issues. Math, hole score input, tees, and erasures are the most common issues. Since many groups play together frequently, names and numbers are less of a “global” problem. However, when forming “new” groups, there is a call for the member roster to complete the USC.

Do you have omissions, errors, problems, when completing weekly Green Scorecards?



TIME TO COMPLETE SCORECARDS

We have all spent several minutes after the round is complete trying to complete the scorecard. About 10 minutes appears to be typical for final completion. But we have a number of responses of more that 10 and 15 minutes.

Time to complete Scorecard

