UX & DESIGN PROCESS
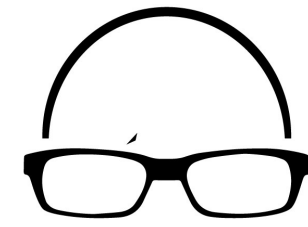
A CORE SET* OF DESIGN DELIVERABLES AUGMENTED BY AN À LA CARTE MENU OF ADDITIONAL CREATIVE SERVICES DRIVE OUR REPEATABLE, YET CUSTOMIZED PROCESS UNIQUELY TAILORED TO EACH ENGAGEMENT.

UX & DESIGN PROCESS

AS WE PROGRESS THROUGH THE DISCOVERY PHASE, WE WILL RECOMMEND A SET OF DELIVERABLES DESIGNED TO CREATE THE **OPTIMAL USER EXPERIENCE**
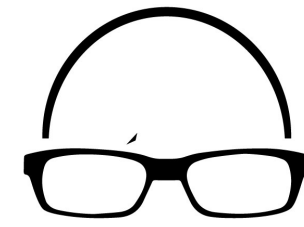
DISCOVERY
- VISION & GOALS*
- STAKEHOLDER INTERVIEWS
- CURRENT STATE & ANALYTIC ANALYSIS
- COMPETITIVE ANALYSIS

CONCEPTIO
- USER TYPES & USE CASES
- CONTENT STRATEGY
- WORKFLOWS*
- WIREFRAMES*

EXECUTION
- USER TESTING
- CREATIVE TREATMENTS*
- FULL CREATIVE*
- INTERACTIVE PROTOTYPES*

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS ·
STAKEHOLDER INTERVIEWS
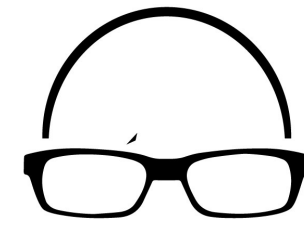CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
CONTENT STRATEGY
WORKFLOWS
WIREFRAMES

EXECUTION
USER TESTING
CREATIVE TREATMENTS
FULL CREATIVE
INTERACTIVE PROTOTYPES

DOCUMENT THE VISION AND GOALS FOR EACH APPLICATION WITHIN THE ENGAGEMENT.

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS
STAKEHOLDER INTERVIEWS ···········
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
CONTENT STRATEGY
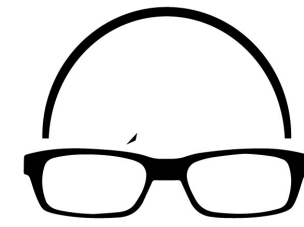WORKFLOWS
WIREFRAMES

EXECUTION
USER TESTING
CREATIVE TREATMENTS
FULL CREATIVE
INTERACTIVE PROTOTYPES

THIS IS YOUR STORY. WE'RE HERE TO HELP YOU TELL IT IN THE BEST WAY POSSIBLE.

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
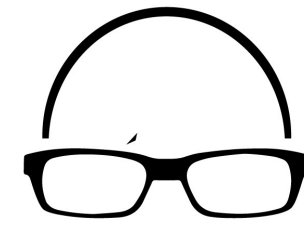CONTENT STRATEGY
WORKFLOWS
WIREFRAMES

EXECUTION
USER TESTING
CREATIVE TREATMENTS
FULL CREATIVE
INTERACTIVE PROTOTYPES

EVALUATE CURRENT STATE AND ALL AVAILABLE DATA TO MAKE RECOMMENDATIONS FOR MOVING FORWARD.

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS · · · · · · · · · · · · · · · · · ·

CONCEPTION
USER TYPES & USE CASES
CONTENT STRATEGY
WORKFLOWS
WIREFRAMES

EXECUTION
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CREATIVE TREATMENTS
FULL CREATIVE
INTERACTIVE PROTOTYPES

UNDERSTAND THE BASELINE, DETERMINE KEY DIFFERENTIATORS

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS
STAKEHOLDER INTERVIEWS
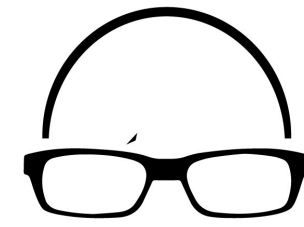CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
CONTENT STRATEGY
WORKFLOWS
WIREFRAMES

EXECUTION
USER TESTING
CREATIVE TREATMENTS
FULL CREATIVE
INTERACTIVE PROTOTYPES

WHO ARE THE USERS FOR EACH APPLICATION AND WHAT ARE THEY USING IT TO ACCOMPLISH?

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
CONTENT STRATEGY · · · · · · · · · · · · · ·
WORKFLOWS
WIREFRAMES

EXECUTION
USER TESTING
CREATIVE TREATMENTS
FULL CREATIVE
INTERACTIVE PROTOTYPES

HOW MUCH CONTENT IS REQUIRED? HOW IS IT ORGANIZED?WHERE IS IT COMING FROM?

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS
STAKEHOLDER INTERVIEWS
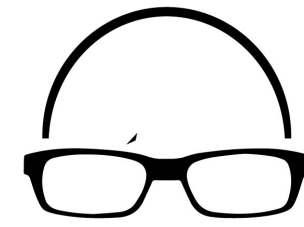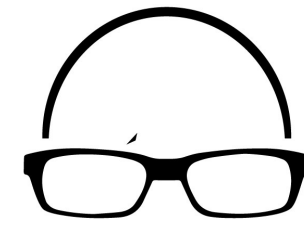CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

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DESIGN THE INFORMATION ARCHITECTURE (HIERARCHY OF HOW THE SCREENS ARE CONNECTED).

UX & DESIGN PROCESS

Key:

Screen Name

- Item on screen
- Item on screen
- Item on screen

Link Off Page

Link Off Page

Link Off Page

Home

- Logo
- Hero Image Area
- Search Input Field

Search

Springboard

Global Header/Navigation

Global Footer

Search Results

- List of Search Results
- Filter Options
- Sort Options
- Search Input Field

Links to Detail Pages

Similar Searches

Detail Page

- List of Search Results
- Filter Options
- Sort Options
- Search Input Field

Book Now

Similar Searches

Springboard

- List of Quick Actions

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS
STAKEHOLDER INTERVIEWS
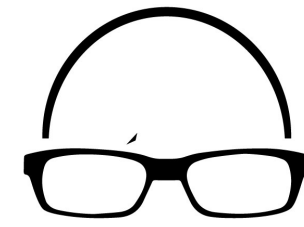CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
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EXECUTION
USER TESTING
CREATIVE TREATMENTS
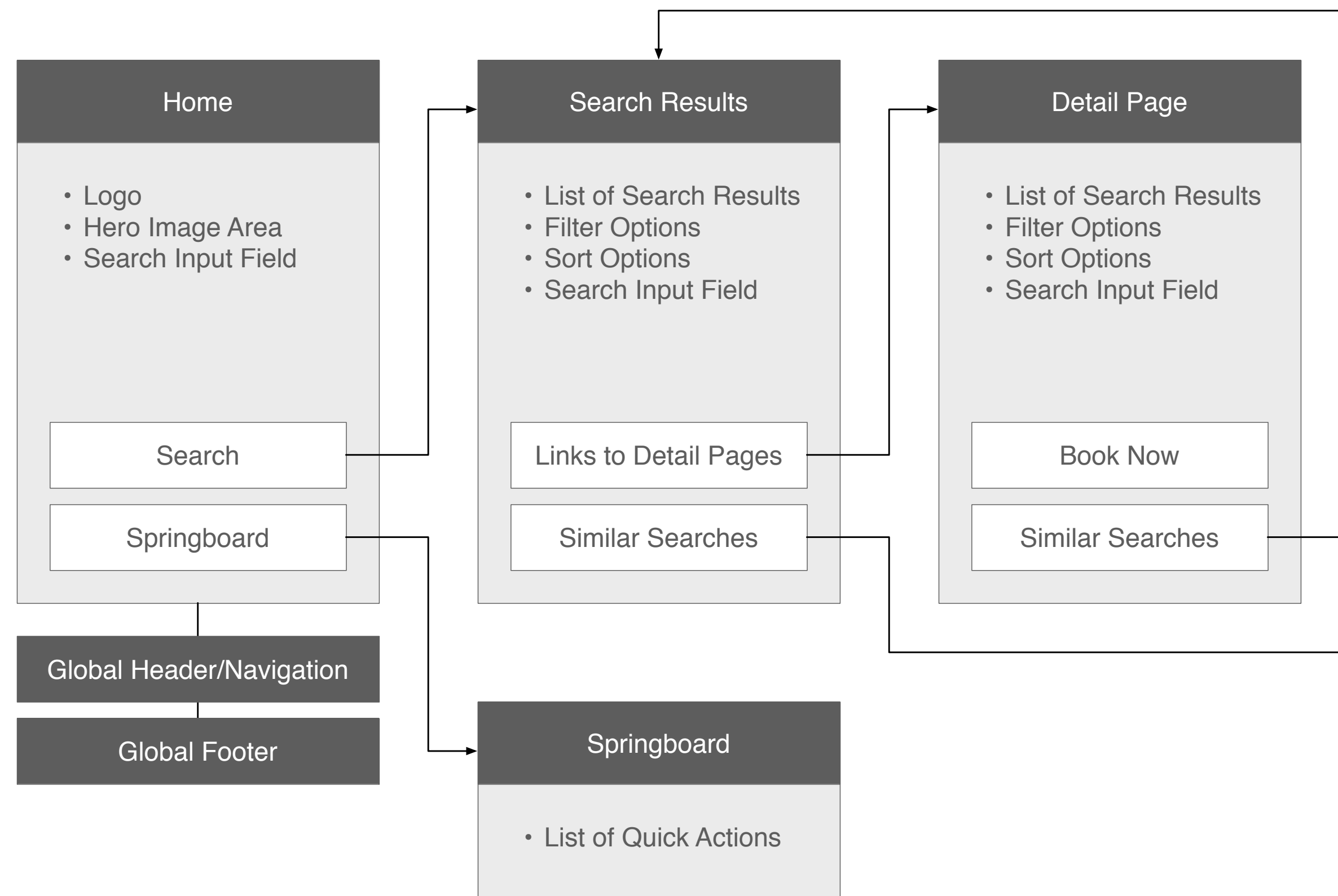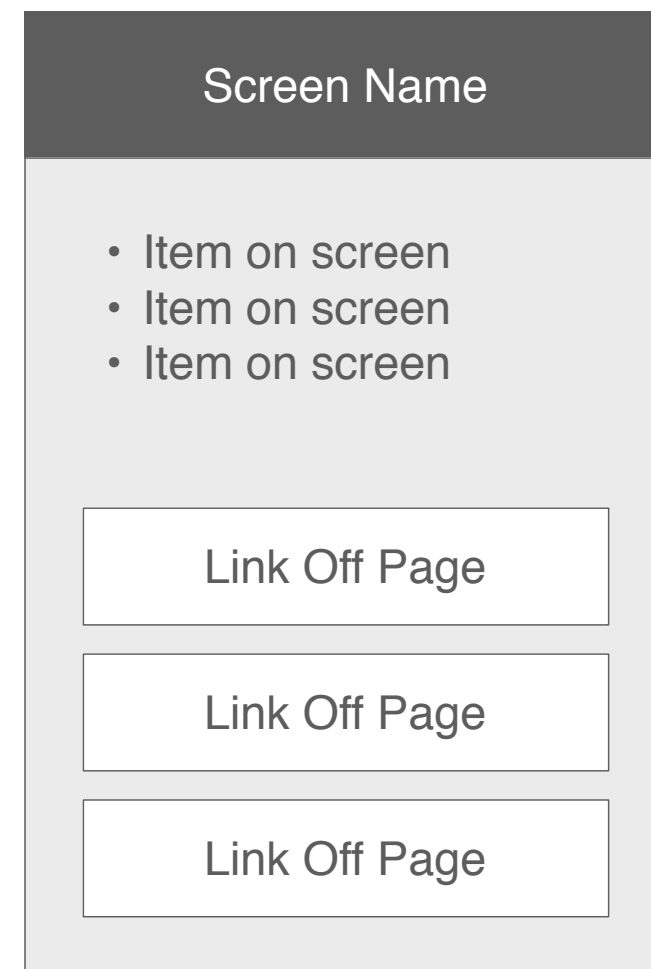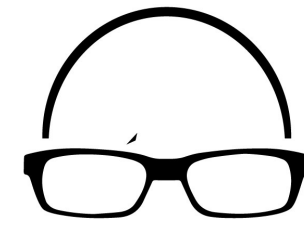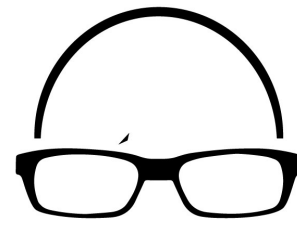FULL CREATIVE
INTERACTIVE PROTOTYPES

## THE DESIGN OF THE INDIVIDUAL SCREENS, SHOWING ALL CONTROLS AND CONTENT (NOT FINAL AESTHETICS).

WIREFRAMES

Annotations

1 **Home**
This is the screen that is shown when a user launches the app.

2 **Settings Icon** *(Req #3.8)*
Tapping this icon will open the Settings screen (see page 5).

3 **Notifications Icon** *(Req #3.9)*
Tapping this icon will open the Notifications flyout (see page 6). A numbered badge will show the number of new notifications.

4 **Menu Icon** *(Req #3.8)*
Tapping this icon will open the Menu (see page 7).

5 **Search Field** *(Req #4.4)*
Users can type search terms into this field. Tapping "return" on the keyboard or tapping the search icon after entering in search terms will initiate the search.

6 **Springboard Button** *(Req #5.5)*
Tapping this button will open the Springboard screen (see page 8).

7 **Search Results Screen**
This screen shows the search results.

8 **Filter Button** *(Req #8.7)*
Tapping this button opens the Filter menu (see page 9) where the user can filter the displayed search results.

9 **Sort Options** *(Req #8.8)*
The user can sort the search results by "Best Match" (see technical specification for algorithm details), "Newest," and "Oldest." "Best Match" is default.

10 **Search Result** *(Req #9.1)*
Each search result shows a document type icon, document name, and short description.
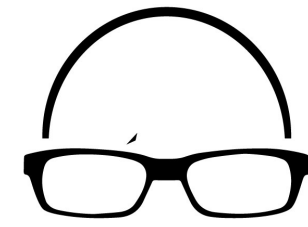
UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS
STAKEHOLDER INTERVIEWS
CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
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EXECUTION
USER TESTING
CREATIVE TREATMENTS
FULL CREATIVE
INTERACTIVE PROTOTYPES

VALIDATION OF ALL DESIGN DECISIONS. ITERATION TO ENSURE OPTIMAL USER EXPERIENCE.

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS
STAKEHOLDER INTERVIEWS
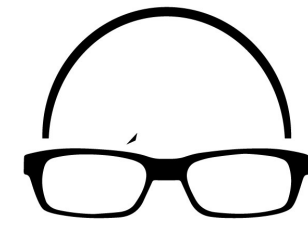CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
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DESIGN MULTIPLE 'LOOK AND FEEL' OPTIONS.

UX & DESIGN PROCESS

DISCOVERY
- VISION & GOALS
- STAKEHOLDER INTERVIEWS
- CURRENT STATE & ANALYTIC ANALYSIS
- COMPETITIVE ANALYSIS

CONCEPTION
- USER TYPES & USE CASES
- CONTENT STRATEGY
- WORKFLOWS
- WIREFRAMES

EXECUTION
- USER TESTING
- CREATIVE TREATMENTS
- FULL CREATIVE
- INTERACTIVE PROTOTYPES

DESIGN FINAL LOOK AND FEEL FOR EACH CORE SCREEN AND TEMPLATE.

UX & DESIGN PROCESS

DISCOVERY
VISION & GOALS
STAKEHOLDER INTERVIEWS
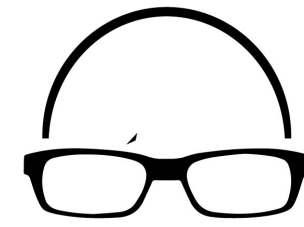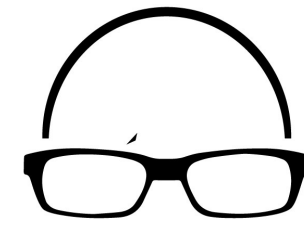CURRENT STATE & ANALYTIC ANALYSIS
COMPETITIVE ANALYSIS

CONCEPTION
USER TYPES & USE CASES
CONTENT STRATEGY
WORKFLOWS
WIREFRAMES

EXECUTION
USER TESTING
CREATIVE TREATMENTS
FULL CREATIVE
INTERACTIVE PROTOTYPES

VALIDATE FINAL DESIGNS WITH STAKEHOLDERS AND/OR USERS.
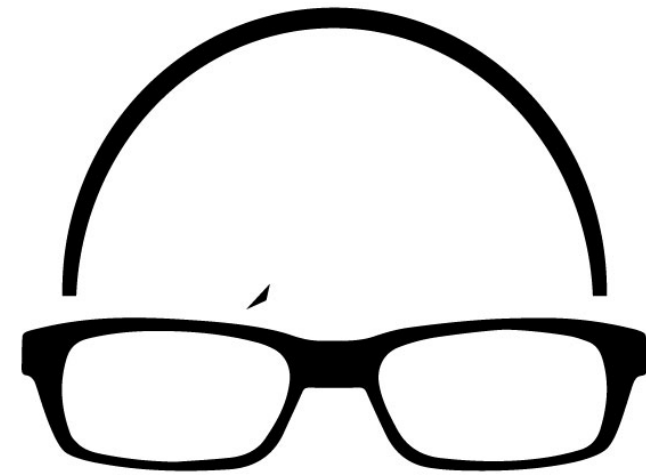
MEETING YOUR OPERATIONAL NEEDS

GOAL: THIS PROJECT SEEKS TO IMPROVE THE US OPEN'S DIGITAL PRESENCE FOCUSING ON SCALABLE, DEPENDABLE ARCHITECTURE FACILITATING THE ULTIMATE USER EXPERIENCE ACROSS ALL DEVICES AND CHANNELS.
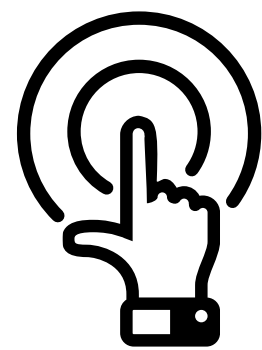
OUR VISION IS A UNIFIED, EFFECTIVE WEB PRESENCE, WITH MODERN VISUAL DESIGNS THAT ENCOURAGE POSITIVE AND REWARDING INTERACTIONS.

HERE ARE THE
HIGH-LEVEL OBJECTIVES.

IMPLEMENT A DIGITAL STRATEGY THAT CATERS TO ALL FANS REGARDLESS OF THEIR CHANNEL OR DEVICE, TAKING ADVANTAGE OF THE USAGE TRENDS FOUND IN THE AFFLUENT USER BASE.
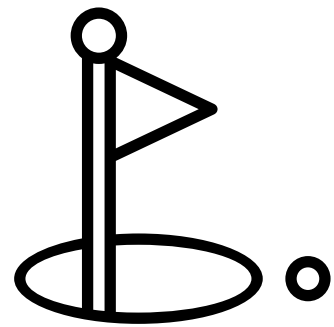
HIGHLIGHT THE GOLF COURSE (VIRTUAL COURSE TOUR VIA DRONE, GPS LOCATION BASED INTERACTION), LEADERBOARD, SHOP, NEWS, AND STATISTICS.
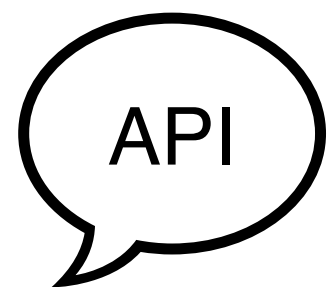
UPDATE TO A MODERN DESIGN, TYING INTO SOCIAL FEEDS AND API'S FROM OTHER SYSTEMS.
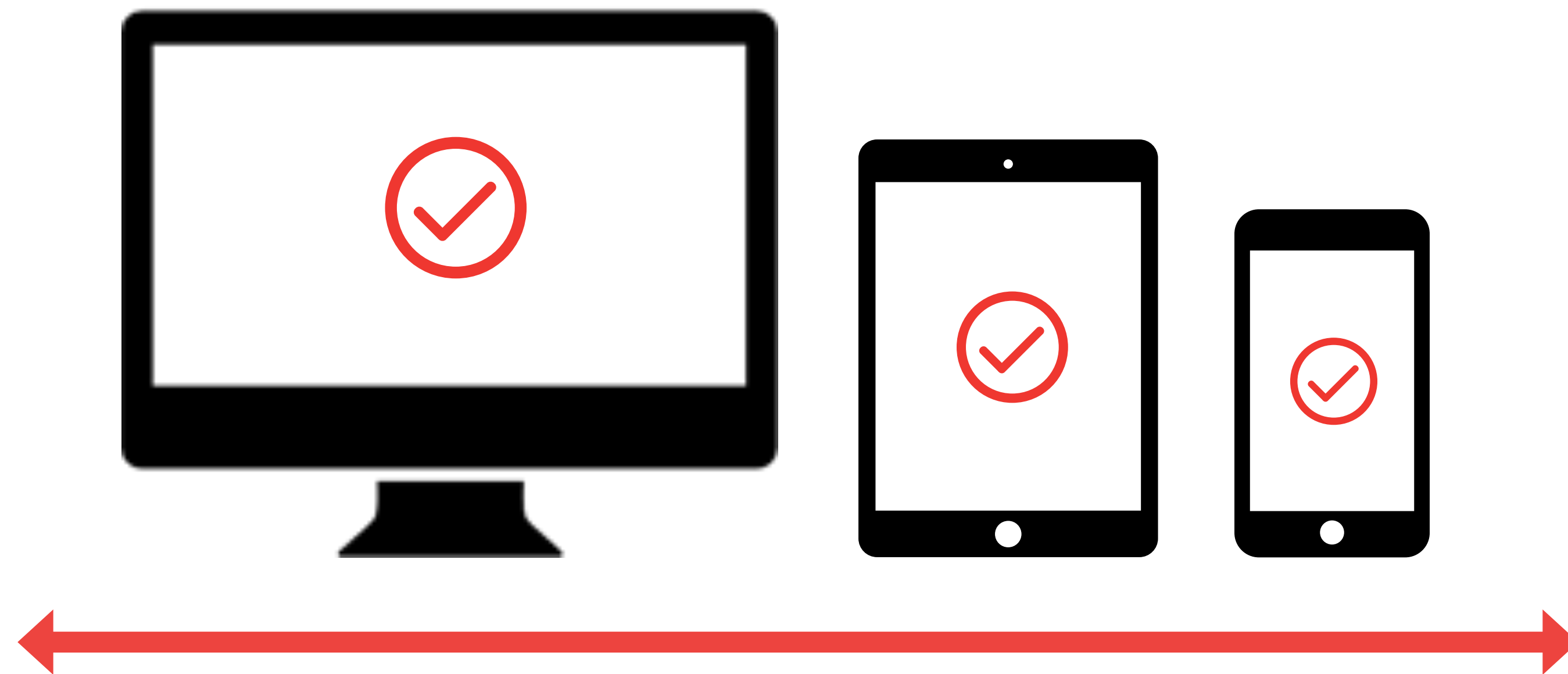
LOGICALLY ORGANIZE STRATEGY ACROSS DEVICE TYPES AND USAGE SCENARIOS, PROVIDING MAXIMUM VALUE TO ALL USERS AND HELPING USGA HARNESS GOLFERS' INFORMATION AND DATA.

RESULTING INFORMATION AND DATA CAN ASSIST USGA IN CREATING MORE MEANINGFUL INTERACTIONS.
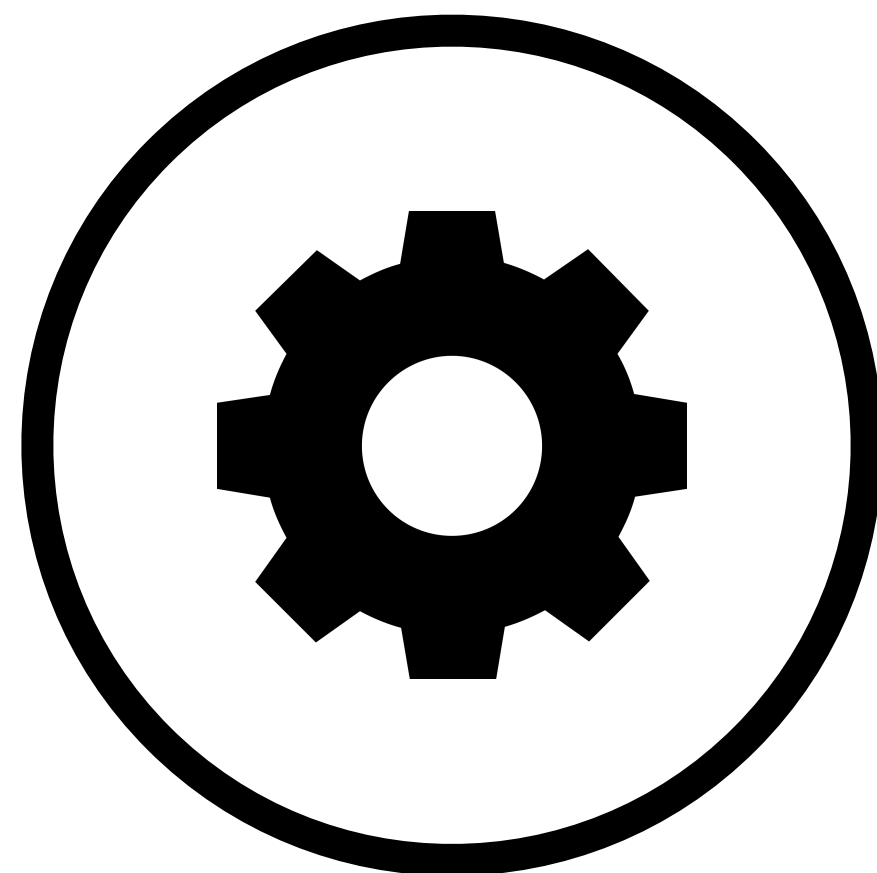
PROVIDE ROBUST ARCHITECTURE, HOSTING, AND 24/7 EVENT SUPPORT.
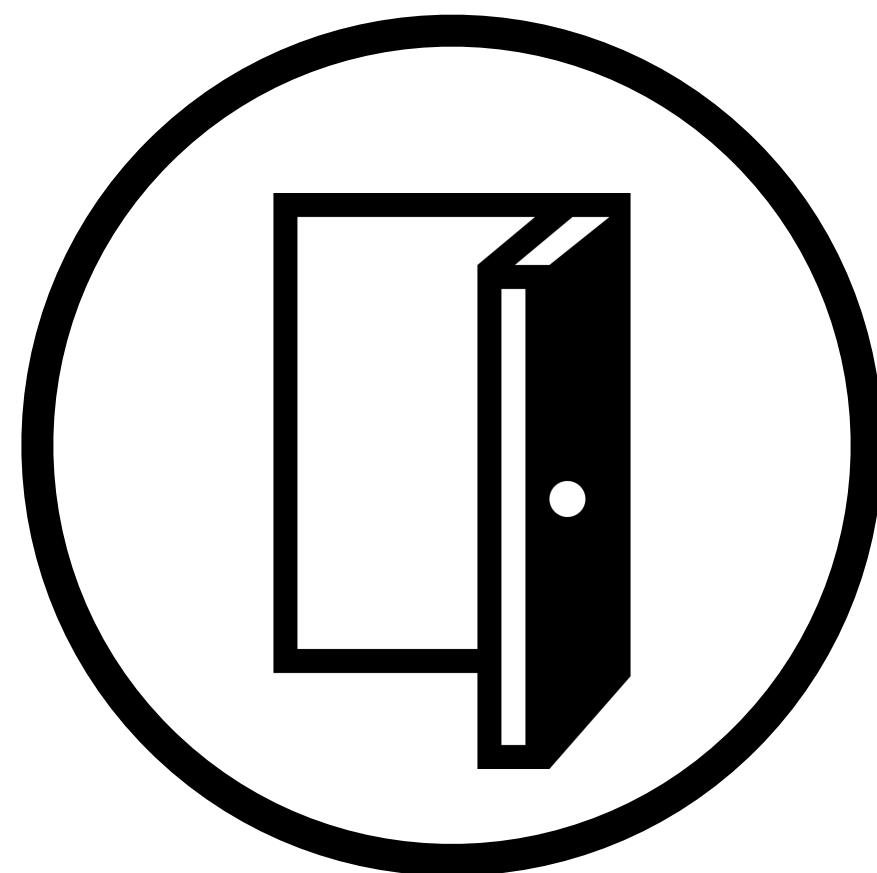
USE BUSINESS AND USER RESEARCH TO EXPLORE AND IDENTIFY COMMERCIAL OPPORTUNITIES FOR THE USGA AND YOUR PARTNERS AND SPONSORS

THE
COMPETITION

THE MASTERS IS WIDELY CONSIDERED ONE OF THE MOST HISTORICAL AND ICONIC GOLF EVENTS IN THE US.

THE EUROPEAN TOUR IS THE PRIMARY GOLF TOUR IN EUROPE, OPERATING THE EUROPEAN SENIORS TOUR, CHALLENGE TOUR AND THE ELITE

THE PGA TOUR ORGANIZES AN ANUAL SERIES OF
FLAGSHIP
GOLF EVENTS IN THE US.

THE OPEN IS THE OLDEST OF THE FOUR GOLF MAJOR CHAMPIONSHIPS AND THE ONLY TO BE HOSTED OUTSIDE OF THE UNITED STATES.

GOLF CHANNEL IS A CABLE AND SATELLITE NETWORK DEDICATED TO GOLF COVERAGE. IT IS CURRENTLY OWNED BY

AN EVALUATION OF THE COMPETITION ALONG THE FOLLOWING DIMENSIONS:

HOMEPAGE   PLAYERS, QUALIFICATIONS, PROFILES   SCORING & STATS   VIRTUAL TOUR   NEWS   VIDEO   SOCIAL   MOBILE

HOW WELL DESIGNED IS THE HOMEPAGE? ARE THE PATHS INTO THE CORE USE CASES CLEAR AND PRIORITIZED CORRECTLY? ARE THE CALL TO ACTIONS CLEAR?

HOMEPAGE

PLAYERS, QUALIFICATIONS, PROFILES

SCORING & STATS

VIRTUAL TOUR

NEWS

VIDEO

SOCIAL

MOBILE
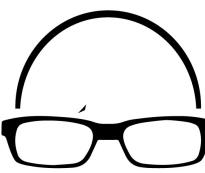
HOW EASY IS IT FOR USERS TO LOCATE, CONSUME, AND DIGEST PLAYER, PROFILE, QUALIFICATION INFORMATION?

HOMEPAGE

PLAYERS, QUALIFICATIONS, PROFILES

SCORING & STATS

VIRTUAL TOUR

NEWS

VIDEO
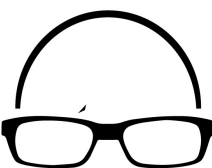
SOCIAL

MOBILE

ARE USERS ABLE TO ACCESS SCORING AND RELEVANT STATS EFFORTLESSLY? IS THE INFORMATION CONSUMED INTUITIVELY?

HOMEPAGE

PLAYERS, QUALIFICATIO NS, PROFILES

SCORING & STATS

VIRTUAL TOUR

NEWS

VIDEO

SOCIAL

MOBILE

DOES THE VIRUAL TOUR ADD VALUE? DOES IT SURPRISE AND DELIGHT THE USER?

HOMEPAGE

PLAYERS, QUALIFICATIONS, PROFILES

SCORING & STATS

VIRTUAL TOUR

NEWS

VIDEO

SOCIAL

MOBILE

IS THE NEWS EXPERIENCE RELEVANT, CONSUMABLE, AND TIMELY?

HOMEPAGE

PLAYERS, QUALIFICATIONS, PROFILES

SCORING & STATS

VIRTUAL TOUR

NEWS

VIDEO

SOCIAL

MOBILE

IS VIDEO UTILIZED CORRECTLY OR IS IT A BURDEN? DOES VIDEO SEAMLESSLY BLEND INTO THE ECOSYSTEM?

HOMEPAGE

PLAYERS, QUALIFICATIONS, PROFILES

SCORING & STATS

VIRTUAL TOUR

NEWS

VIDEO

SOCIAL

MOBILE

DOES SOCIAL HAVE A PRESENCE?
IS IT ACCESSIBLE YET UNINTRUSIVE?

HOMEPAGE PLAYERS, QUALIFICATIONS, PROFILES SCORING & STATS VIRTUAL TOUR NEWS VIDEO SOCIAL MOBILE

DOES MOBILE ENHANCE THE EXPERIENCE OR MERELY DUPLICATE IT? DOES IT ADEQUATELY ADDRESS CHANGES IN USER BEHAVIOR DUE TO MOBILITY?

HOMEPAGE

PLAYERS, QUALIFICATIONS, PROFILES

SCORING & STATS

VIRTUAL TOUR

NEWS

VIDEO

SOCIAL

MOBILE

DIGGING IN

HOMEPAGE

PLAYERS, QUALIFICATIO NS, PROFILES

SCORING & STATS

VIRTUAL TOUR

NEWS

VIDEO

SOCIAL

MOBILE

LANDSCAPE OVERVIEW

Y-axis (top to bottom): GREAT EXPERIENCE, GOOD EXPERIENCE, AVERAGE EXPERIENCE, UNSATISFACTORY EXPERIENCE, NONEXISTENT

X-axis: HOMEPAGE | PLAYERS, QUALIFICATIONS, PROFILES | SCORING & STATS | VIRTUAL TOUR | NEWS | VIDEO | SOCIAL | MOBILE

Brands: MASTERS, EUROPEAN TOUR, PGA TOUR, THE OPEN, GOLF

MASTERS ANALYSIS

CLEAN & SIMPLE INTRO AND NAV, GREAT TONE SETTER FOR THE OTHER ELEMENTS. REFLECTS THE ESSENCE OF THE

UNABLE TO SEARCH/ FIND SPECIFIC PLAYERS EASILY. GREAT PROF - INFO ON PLAYER PAGES WERE CONSUMABLE AND DIGESTIBLE.

LEADERBOARD AND STATS WERE CLEAR AND READILY UNIVERSALLY AVAILABLE.

STRONG EXPERIENCE - FLYOVERS, 360 VIEWS, IMAGES, STATIONARY LIVE FEEDS, AND SHOTS

NO TAB BUT LOCATED WITH SCROLLING. TRADITIONAL SEGMENTATION AND LAYOUT. LEANS HEAVILY ON IMAGERY.

CLEAN, CAN ONLY SORT BY DATE THEN CATEGORY. ALL VIDEO CONTENT IS NOT EMBEDDED.

WEBSITE IS RESPONSIVE AND OPTIMIZED FOR MOBILE, IN ADDITION OFFERS APP.

GREAT EXPERIENCE

GOOD EXPERIENCE

AVERAGE EXPERIENCE

UNSATISFACTORY EXPERIENCE

NONEXISTENT

HOMEPAGE | PLAYERS, QUALIFICATIONS, PROFILES | SCORING & STATS | VIRTUAL TOUR | NEWS | VIDEO | SOCIAL | MOBILE
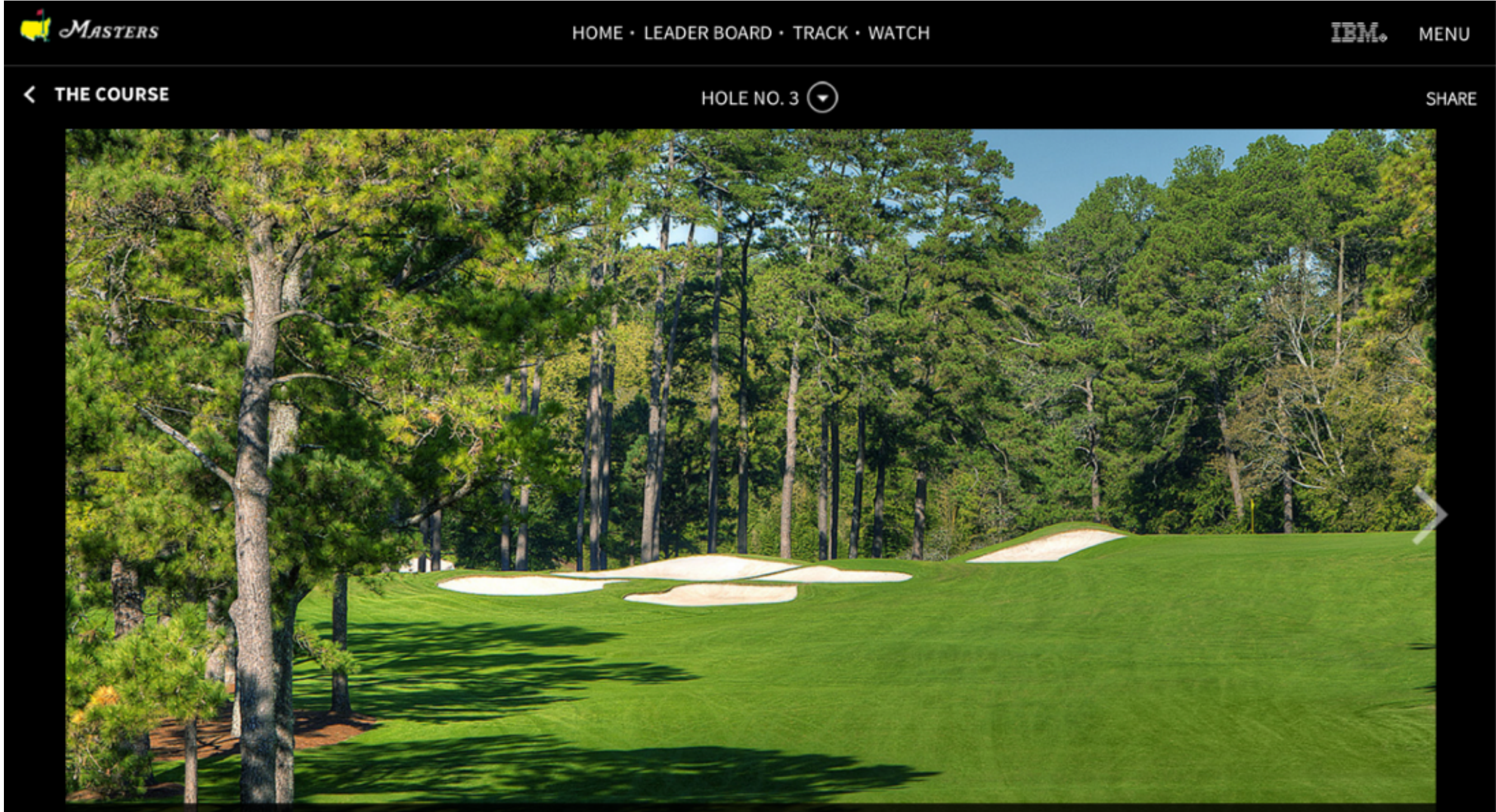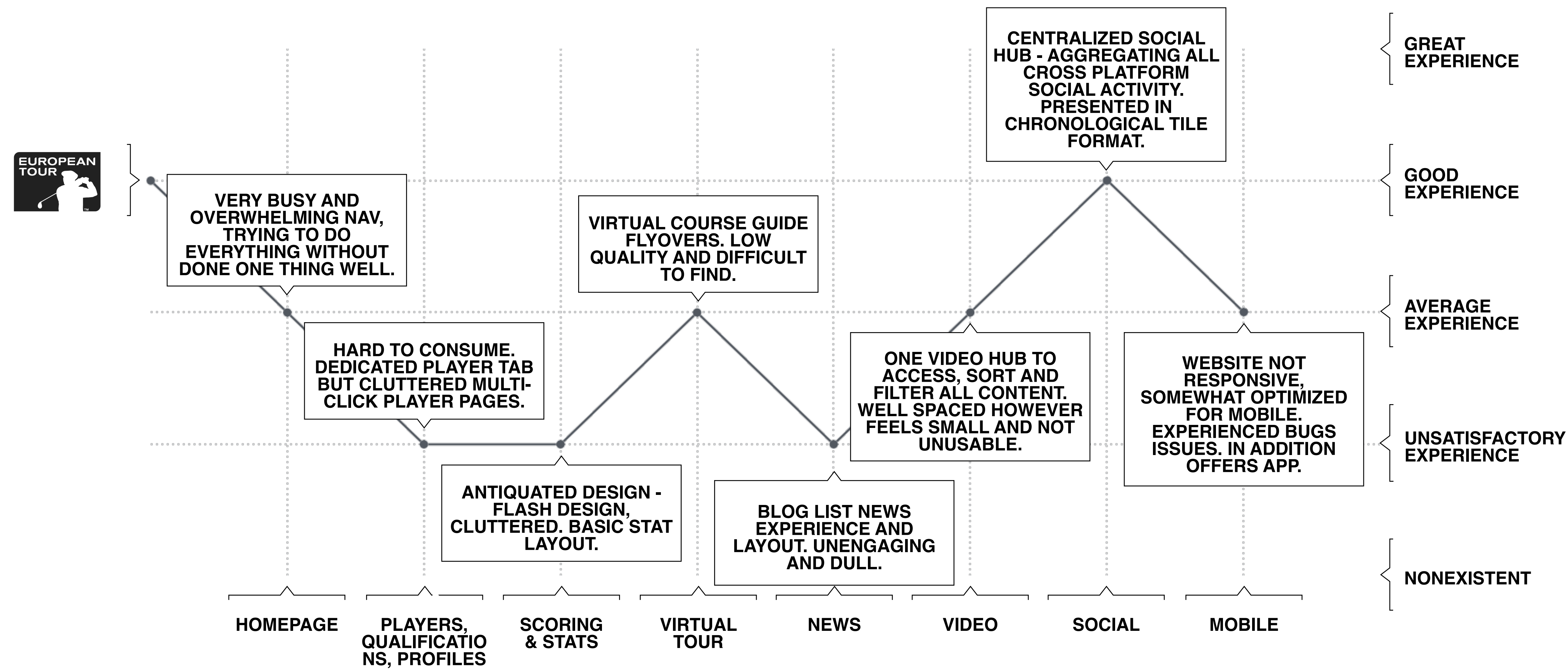
MASTERS VIRTUAL TOUR

GREAT EXPERIENCE

- CLEAR KEY DETAILS & STATISTICS
- STORY OF THE HOLE
- EASY PATHWAYS TO ALTERNATE HOLES
- FLYOVERS
- 360 VIEWS
- IMAGE GALLERY
- STATIONARY LIVE FEEDS
- SHOT CHARTS
- CLEAN AND CLEAR DESIGN AND LAYOUT

EUROPEAN TOUR ANALYSIS

CENTRALIZED SOCIAL HUB - AGGREGATING ALL CROSS PLATFORM SOCIAL ACTIVITY. PRESENTED IN CHRONOLOGICAL TILE FORMAT.

GREAT EXPERIENCE

VERY BUSY AND OVERWHELMING NAV, TRYING TO DO EVERYTHING WITHOUT DONE ONE THING WELL.

GOOD EXPERIENCE

VIRTUAL COURSE GUIDE FLYOVERS. LOW QUALITY AND DIFFICULT TO FIND.

HARD TO CONSUME. DEDICATED PLAYER TAB BUT CLUTTERED MULTI-CLICK PLAYER PAGES.

AVERAGE EXPERIENCE

ONE VIDEO HUB TO ACCESS, SORT AND FILTER ALL CONTENT. WELL SPACED HOWEVER FEELS SMALL AND NOT UNUSABLE.

WEBSITE NOT RESPONSIVE, SOMEWHAT OPTIMIZED FOR MOBILE. EXPERIENCED BUGS ISSUES. IN ADDITION OFFERS APP.

UNSATISFACTORY EXPERIENCE

ANTIQUATED DESIGN - FLASH DESIGN, CLUTTERED. BASIC STAT LAYOUT.

BLOG LIST NEWS EXPERIENCE AND LAYOUT. UNENGAGING AND DULL.

NONEXISTENT

| HOMEPAGE | PLAYERS, QUALIFICATIONS, PROFILES | SCORING & STATS | VIRTUAL TOUR | NEWS | VIDEO | SOCIAL | MOBILE |

EUROPEAN TOUR SCORING & STATS

UNSATISFACTORY EXPERIENCE

- BASIC LAYOUT YET HARD TO USE
- FEW DETAILS AND DIFFICULT TO CONSUME
- USTILIZES FLASH
- POOR OVERALL DESIGN AND USABILITY

PGA TOUR ANALYSIS

CLEAN, IMAGE FOCUSED, GOOD USE OF SPACING. CLEAR NAVIGATION.

CLEAN AND SIMPLE PLAYER PROFILES WITH GOOD USE OF TABS TO CATEGORIZE INFO/
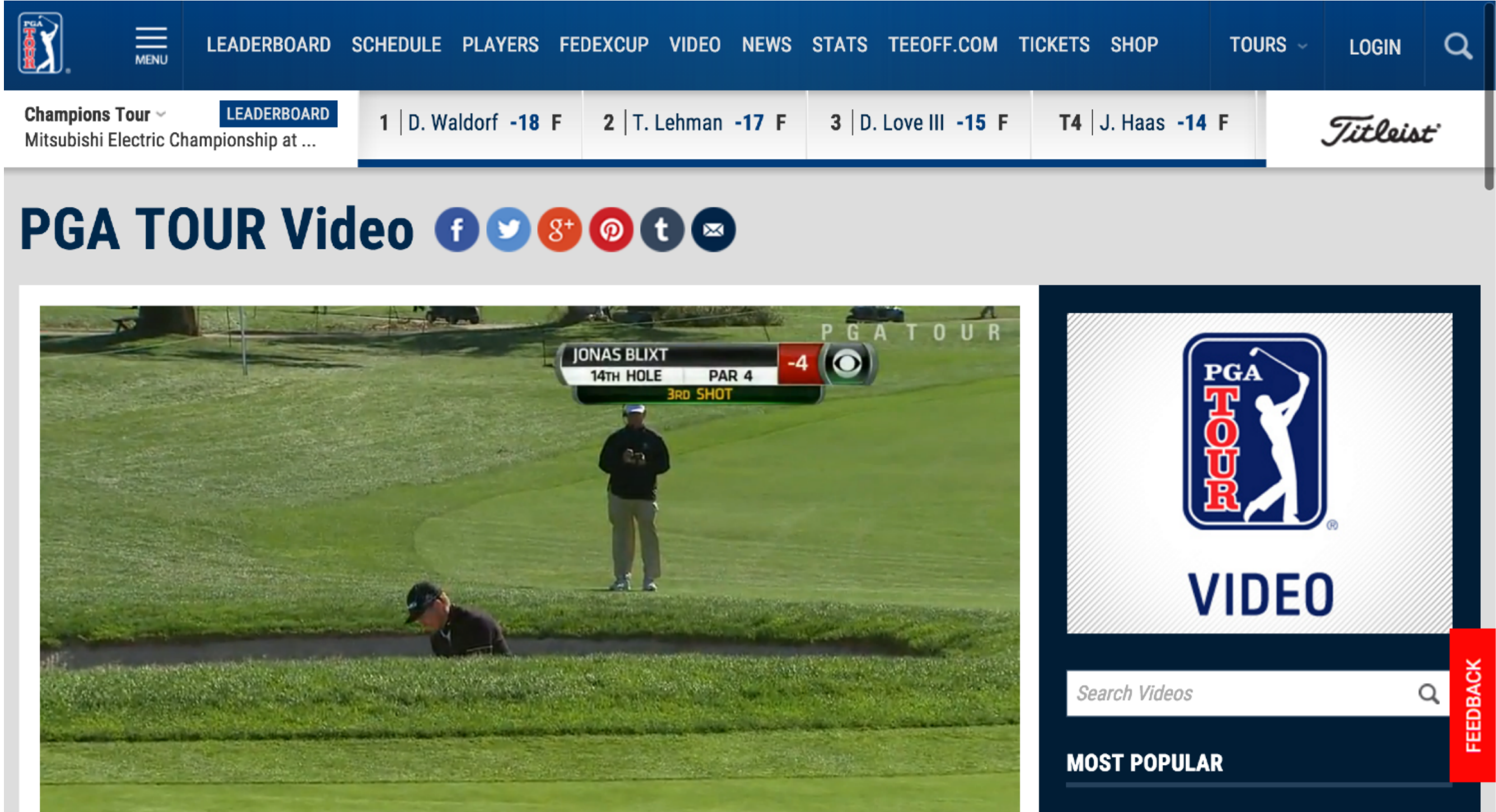
VIDEOS PRESENTED AS MODALS AND EMBEDDED DEPENDING ON LOCATION AND USE. GOOD DISCOVERY EXPERIENCE.

WEBSITE IS RESPONSIVE AND OPTIMIZED FOR MOBILE, IN ADDITION OFFERS APP.

STRONG NAV - EASY TO LOCATE. LONG LIST, UTILIZES TABS WELL.

TRADITIONAL NEWS LAYOUT THE BLOG STYLE ARTICLE LISTS. LEAVES A LOT OF ROOM FOR IMPROVEMENT.

CENTRALIZED SOCIAL HUB - SEGMENTED BY PLATFORM. PRESENTED IN CHRONOLOGICAL TILE FORMAT.

GREAT EXPERIENCE

GOOD EXPERIENCE

AVERAGE EXPERIENCE

UNSATISFACTORY EXPERIENCE

NONEXISTENT

HOMEPAGE | PLAYERS, QUALIFICATIONS, PROFILES | SCORING & STATS | VIRTUAL TOUR | NEWS | VIDEO | SOCIAL | MOBILE
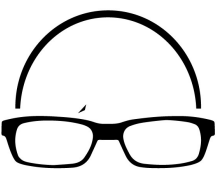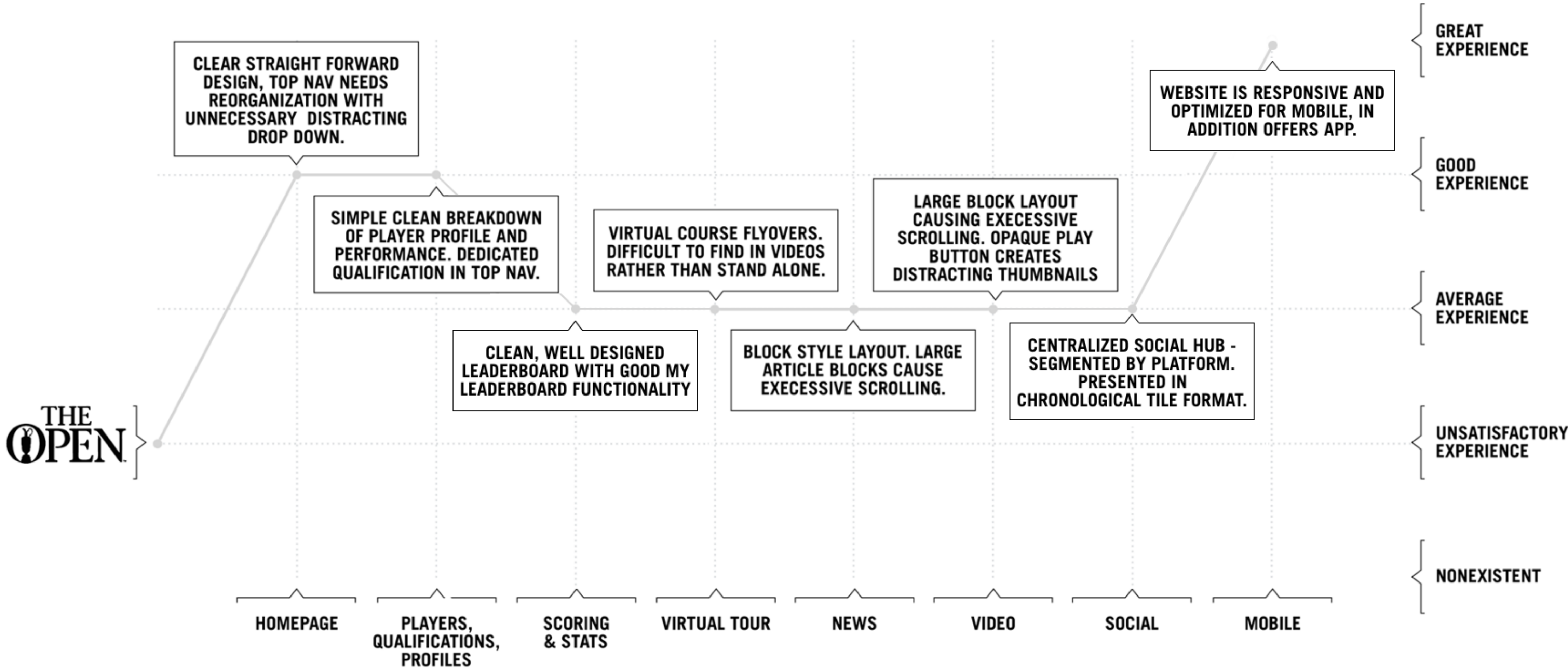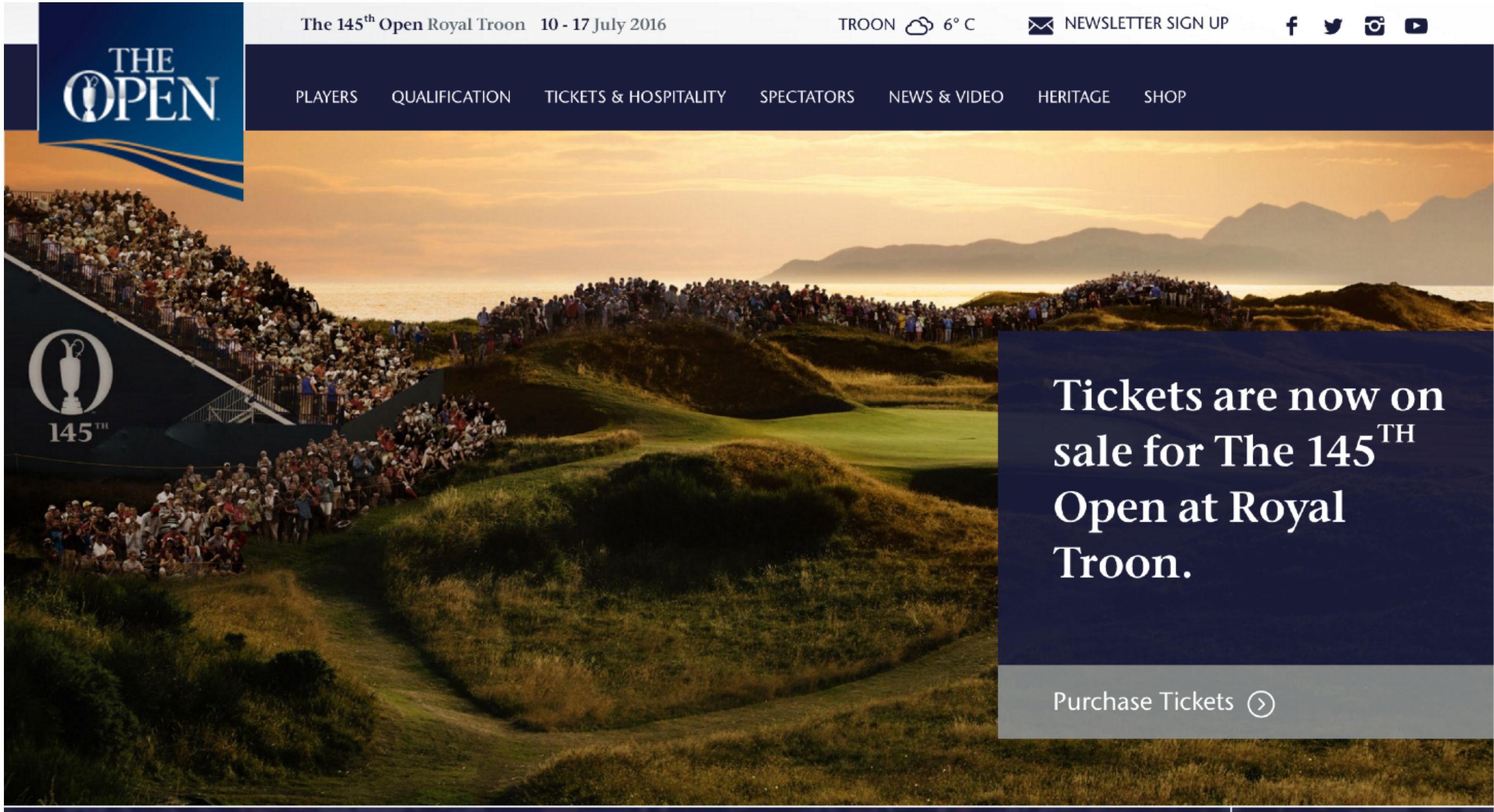
PGA TOUR VIDEO

GOOD EXPERIENCE

- **VIDEOS AND DETAILS ARE CLEAR**
- **ALTERNATE VIDEOS ARE EMBEDDED WITHIN CONTENT AND APPEAR AS MODALS**
- **CONTENT IS CATEGORIZED FOR EASY SEARCH AND BROWSING**
- **GOOD DISCOVERY EXPERIENCE**
- **ONE CLICK SOCIAL SHARING**
- **VAST CONTENT YET LIGHT DESIGN**

THE OPEN ANALYSIS

CLEAR STRAIGHT FORWARD DESIGN, TOP NAV NEEDS REORGANIZATION WITH UNNECESSARY DISTRACTING DROP DOWN.

WEBSITE IS RESPONSIVE AND OPTIMIZED FOR MOBILE, IN ADDITION OFFERS APP.

SIMPLE CLEAN BREAKDOWN OF PLAYER PROFILE AND PERFORMANCE. DEDICATED QUALIFICATION IN TOP NAV.

VIRTUAL COURSE FLYOVERS. DIFFICULT TO FIND IN VIDEOS RATHER THAN STAND ALONE.

LARGE BLOCK LAYOUT CAUSING EXECESSIVE SCROLLING. OPAQUE PLAY BUTTON CREATES DISTRACTING THUMBNAILS

CLEAN, WELL DESIGNED LEADERBOARD WITH GOOD MY LEADERBOARD FUNCTIONALITY

BLOCK STYLE LAYOUT. LARGE ARTICLE BLOCKS CAUSE EXECESSIVE SCROLLING.

CENTRALIZED SOCIAL HUB - SEGMENTED BY PLATFORM. PRESENTED IN CHRONOLOGICAL TILE FORMAT.

THE OPEN

GREAT EXPERIENCE

GOOD EXPERIENCE

AVERAGE EXPERIENCE

UNSATISFACTORY EXPERIENCE

NONEXISTENT

HOMEPAGE | PLAYERS, QUALIFICATIONS, PROFILES | SCORING & STATS | VIRTUAL TOUR | NEWS | VIDEO | SOCIAL | MOBILE
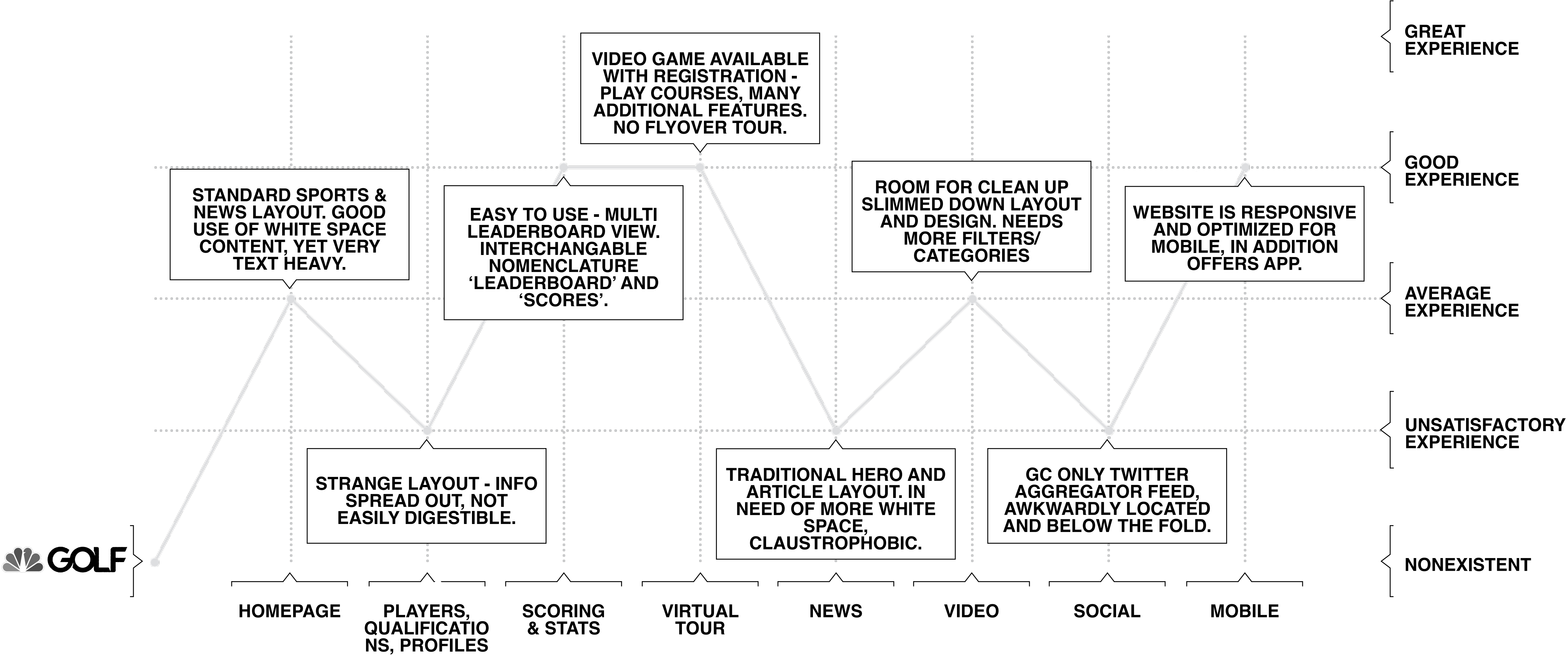
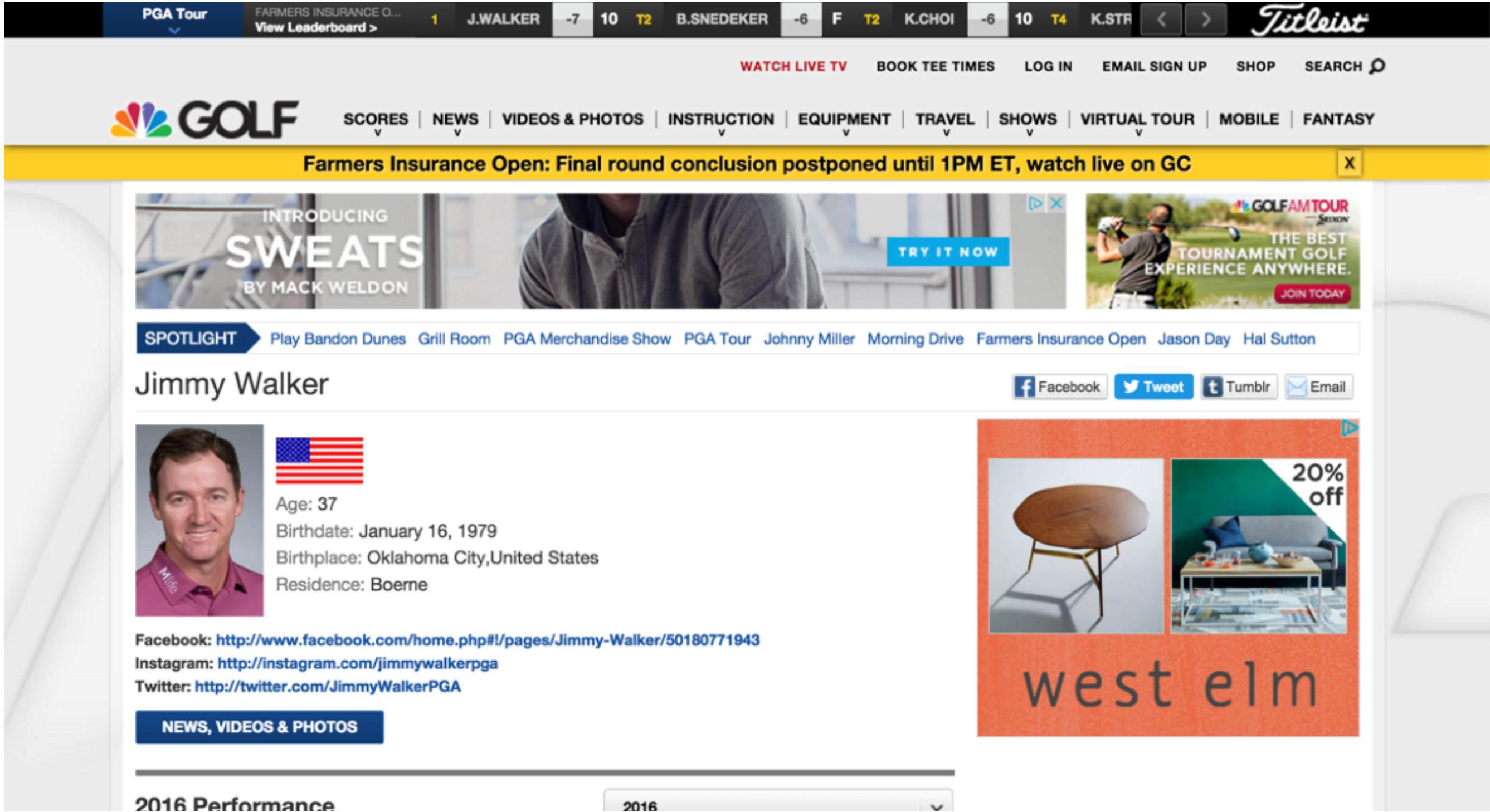# THE OPEN HOMEPAGE

APP.

GOOD EXPERIENCE

- CLEAN DESIGN
- GREAT USE OF IMAGERY
- MINIMAL TEXT
- CLEAR NAVIGATION
- CONSISTENT DESIGN AND LAYOUT LANGUAGE
- CATEGORIES AND SECTIONS ARE CLEAR,
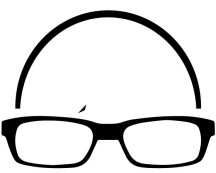 STRAIGHT FORWARD AND INTUITIVE

GOLF CHANNEL ANALYSIS

GREAT EXPERIENCE

GOOD EXPERIENCE

AVERAGE EXPERIENCE

UNSATISFACTORY EXPERIENCE

NONEXISTENT

VIDEO GAME AVAILABLE WITH REGISTRATION - PLAY COURSES, MANY ADDITIONAL FEATURES. NO FLYOVER TOUR.

STANDARD SPORTS & NEWS LAYOUT. GOOD USE OF WHITE SPACE CONTENT, YET VERY TEXT HEAVY.

EASY TO USE - MULTI LEADERBOARD VIEW. INTERCHANGABLE NOMENCLATURE 'LEADERBOARD' AND 'SCORES'.

ROOM FOR CLEAN UP SLIMMED DOWN LAYOUT AND DESIGN. NEEDS MORE FILTERS/ CATEGORIES

WEBSITE IS RESPONSIVE AND OPTIMIZED FOR MOBILE, IN ADDITION OFFERS APP.

STRANGE LAYOUT - INFO SPREAD OUT, NOT EASILY DIGESTIBLE.

TRADITIONAL HERO AND ARTICLE LAYOUT. IN NEED OF MORE WHITE SPACE, CLAUSTROPHOBIC.

GC ONLY TWITTER AGGREGATOR FEED, AWKWARDLY LOCATED AND BELOW THE FOLD.

GOLF

HOMEPAGE | PLAYERS, QUALIFICATIONS, PROFILES | SCORING & STATS | VIRTUAL TOUR | NEWS | VIDEO | SOCIAL | MOBILE

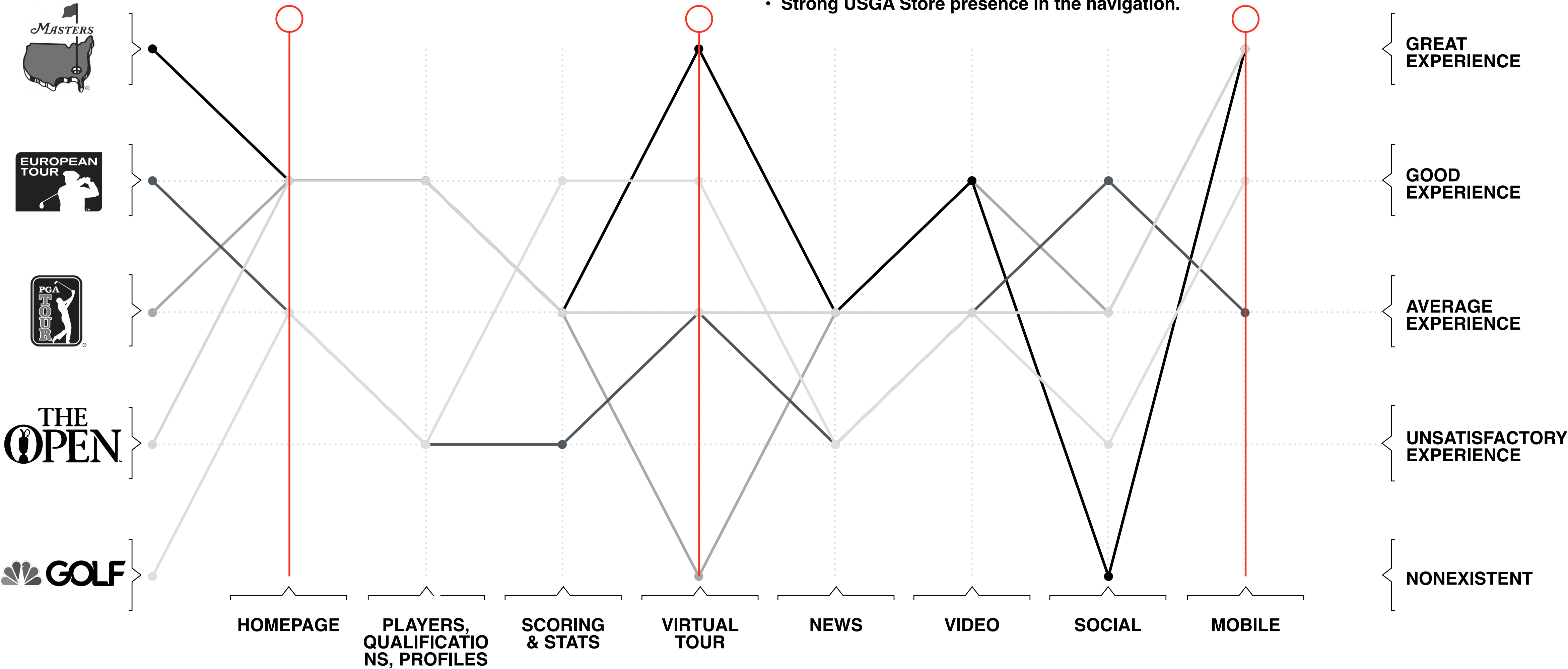# GOLF CHANNEL PLAYER PROFILE

UNSATISFACTORY EXPERIENCE

- CONTENT IS HARD TO DIGEST AND TOO SPREAD OUT.
- TEXT HEAVY
- EXCEL CHART VISUAL EXPERIENCE
- PROVIDES UNNEEDED DEEP DIVE STATISTICS
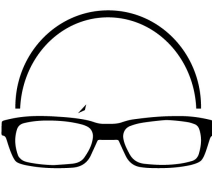
OPPORTUNITIES

Opportunity to enhance the user experience through capitalization of core engagements:
- Personal and mobile virtual reality empowerment.
- Clear CTA promoting user interaction and sales.
- Strong USGA Store presence in the navigation.

GREAT EXPERIENCE

GOOD EXPERIENCE

AVERAGE EXPERIENCE

UNSATISFACTORY EXPERIENCE

NONEXISTENT

HOMEPAGE | PLAYERS, QUALIFICATIONS, PROFILES | SCORING & STATS | VIRTUAL TOUR | NEWS | VIDEO | SOCIAL | MOBILE

ANNUAL USER EXPERIENCE
A USERS ANNUAL EXPERIENCE OF THE US OPEN WEBSITE AND APPS CAN BE BROKEN INTO FOUR KEY PHASES.

INVESTIGATE

USERS ARE IN A DISCOVERY PHASE WHERE THEY ARE LOOKING FOR KEY ELEMENTS RELATED WITH THE US OPEN - VENUE, QUALIFIED PLAYERS, TICKET OFFERS AND ACCOMMODATION INFORMATION. THIS PHASE IS THE LONGEST AND HAS LESS ONGOING ENGAGEMENT FROM USERS.
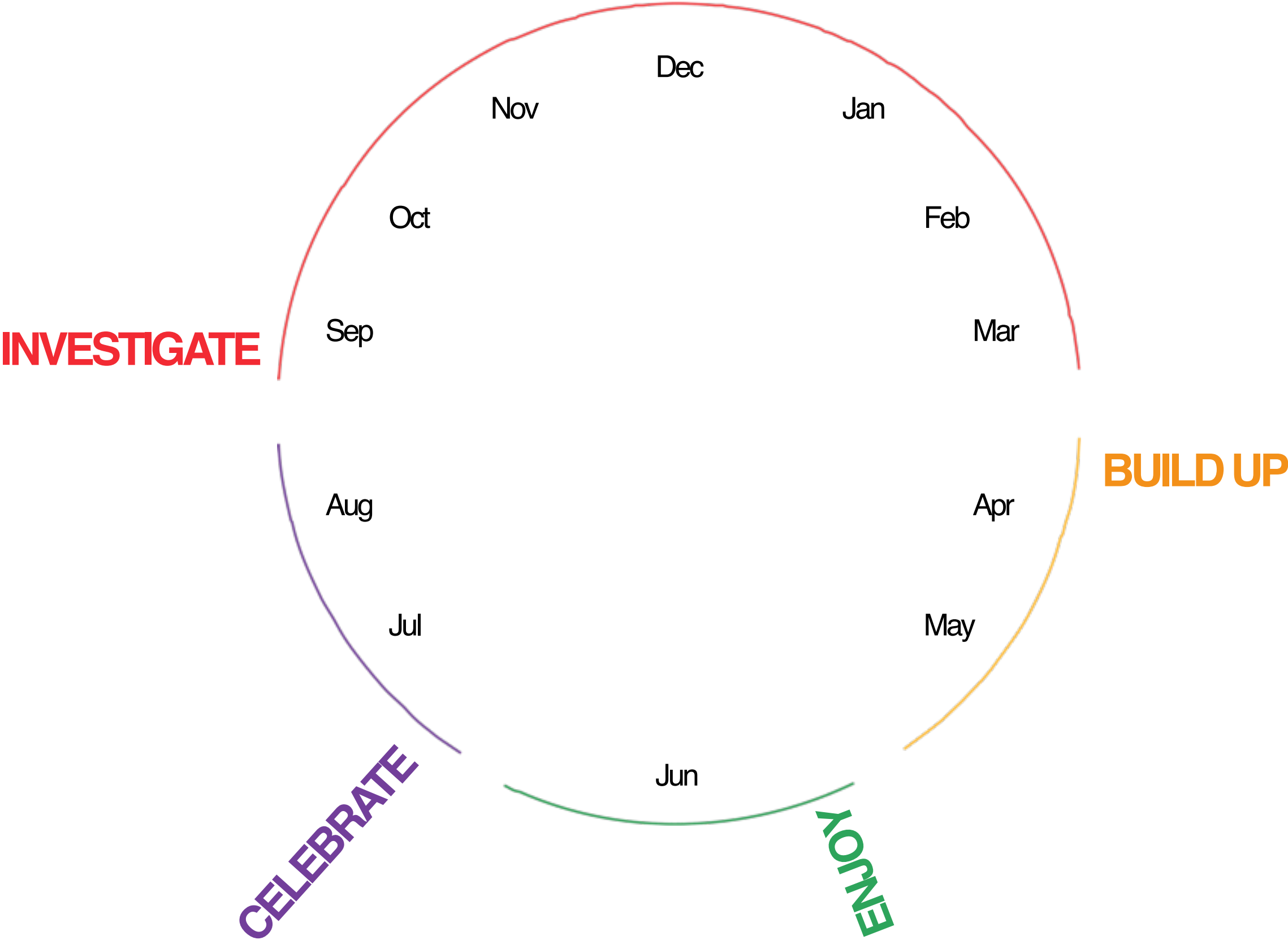
BUILD UP

EXCITEMENT AND ENGAGEMENT GROWS, USERS TALK/SHARE AND BUILD ANTICIPATION.

ENJOY

MAXIMUM ENGAGEMENT DURING THE EVENT PHASE WHERE USERS ARE LOOKING FOR LIVE SCORING, LIVE VIDEO AND REAL TIME STATS.

CELEBRATE

ONCE THE TOURNAMENT ENDS A CELEBRATION PHASE IS ENTERED WHERE USERS COME TO RELIVE THE BEST MOMENTS OF THE CHAMPIONSHIP.
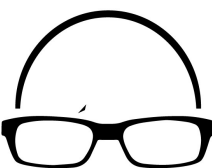
CREATE THE ULTIMATE GOLF FAN EXPERIENCE FOR ALL USERS WHETHER ONSITE OR OFF WHILE SUPPORTING ONE OF THE WORLD'S PREMIER GOLF EVENTS.

VISION

BEHIND THE SCENES

Jordan Spieth

Take a look at Jordan Spieth's Sunday evening after he out-dueled a star-studded leader board to claim the 115th U.S. Open at Chambers Bay.

READ STORY

USGA HOME — DESKTOP
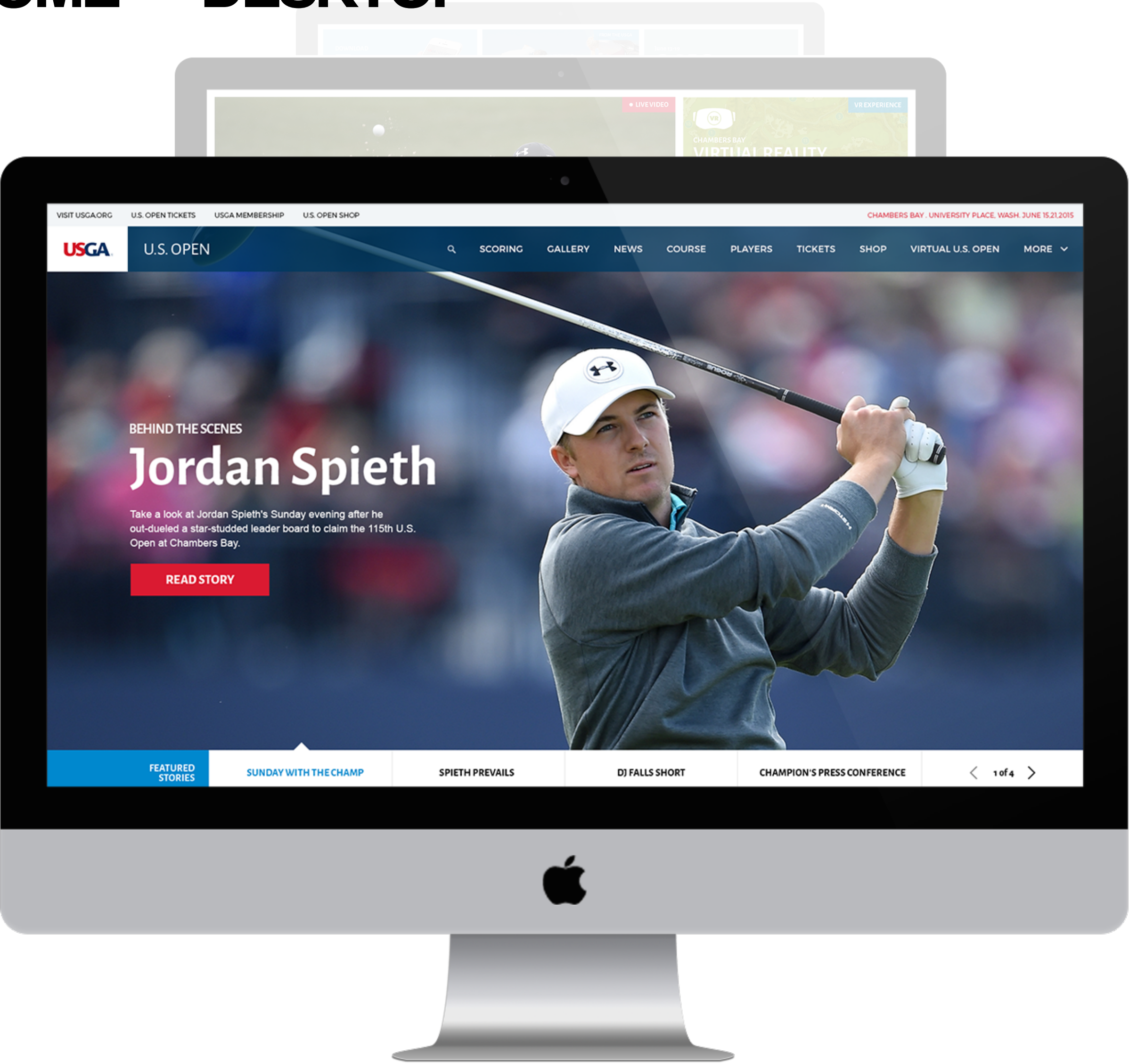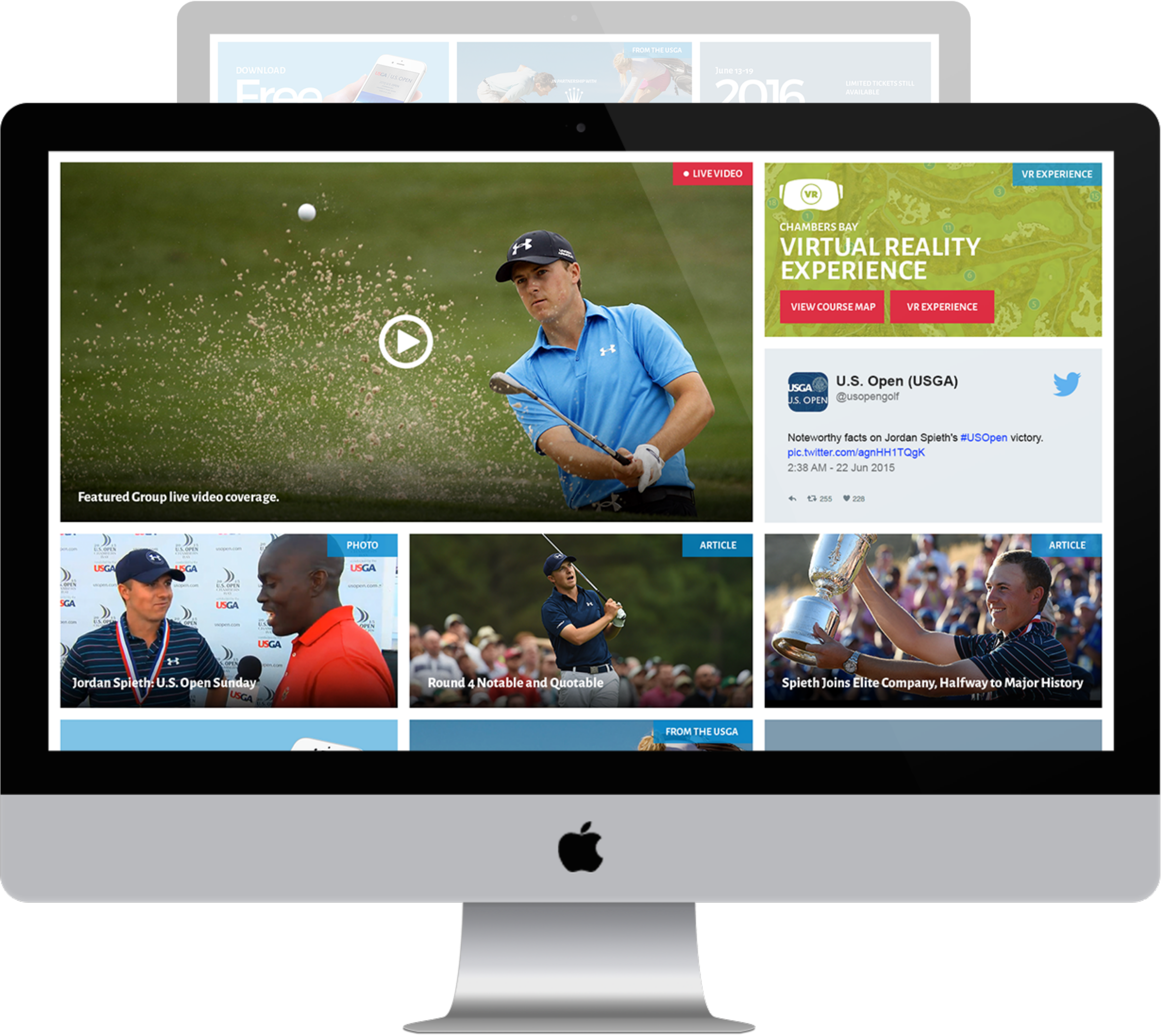

THE NEW HOMEPAGE DESIGN WILL HAVE A MODERN, ELEGANT DESIGN THAT WILL BE FULLY RESPONSIVE AND TAKE FULL ADVANTAGE OF EACH USER'S UNIQUE SCREEN SIZE. FEATURE CONTENT UTILIZING BOLD, DYNAMIC PHOTOGRAPHY WILL FILL THE BROWSER WINDOW WHILE CLEAR, EASY TO READ SITE NAVIGATION APPEARS UP TOP.
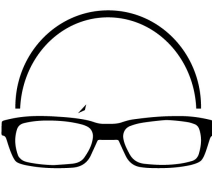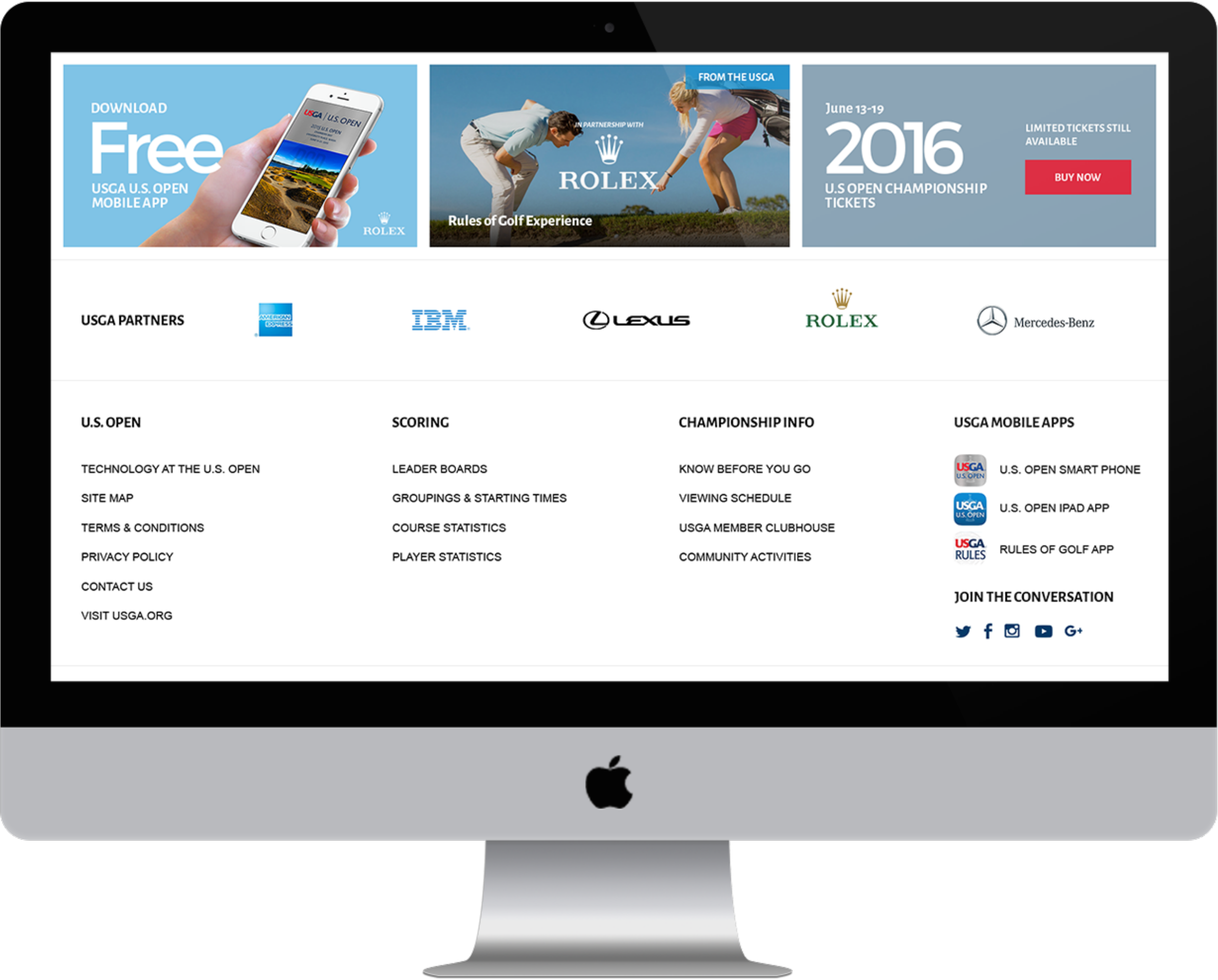
CONCEPTUAL CREATIVE ONLY
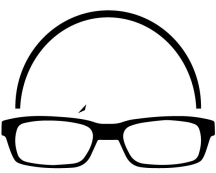
USGA HOME — DESKTOP

ADDITIONAL HOMEPAGE CONTENT INCLUDING LIVE VIDEO, A VIRTUAL REALITY EXPERIENCE, AND OTHER HIGHLIGHT CONTENT ARE PRESENTED IN A CLEAR, EASILY ACCESSIBLE MODULAR BOX GRID STYLE.

USGA HOME — DESKTOP

EXTENDED NAVIGATION, SPONSORS, AND USGA MOBILE APPS MAKE UP THE SITE FOOTER

USGA.

U.S. OPEN

🔍 SCORING   GALLERY   NEWS   COURSE   PLAYERS   TICKETS   SHOP   VIRTUAL U.S. OPEN   MORE ⌄

LEADER BOARD

Current Leader: Jordan Spieth | -5

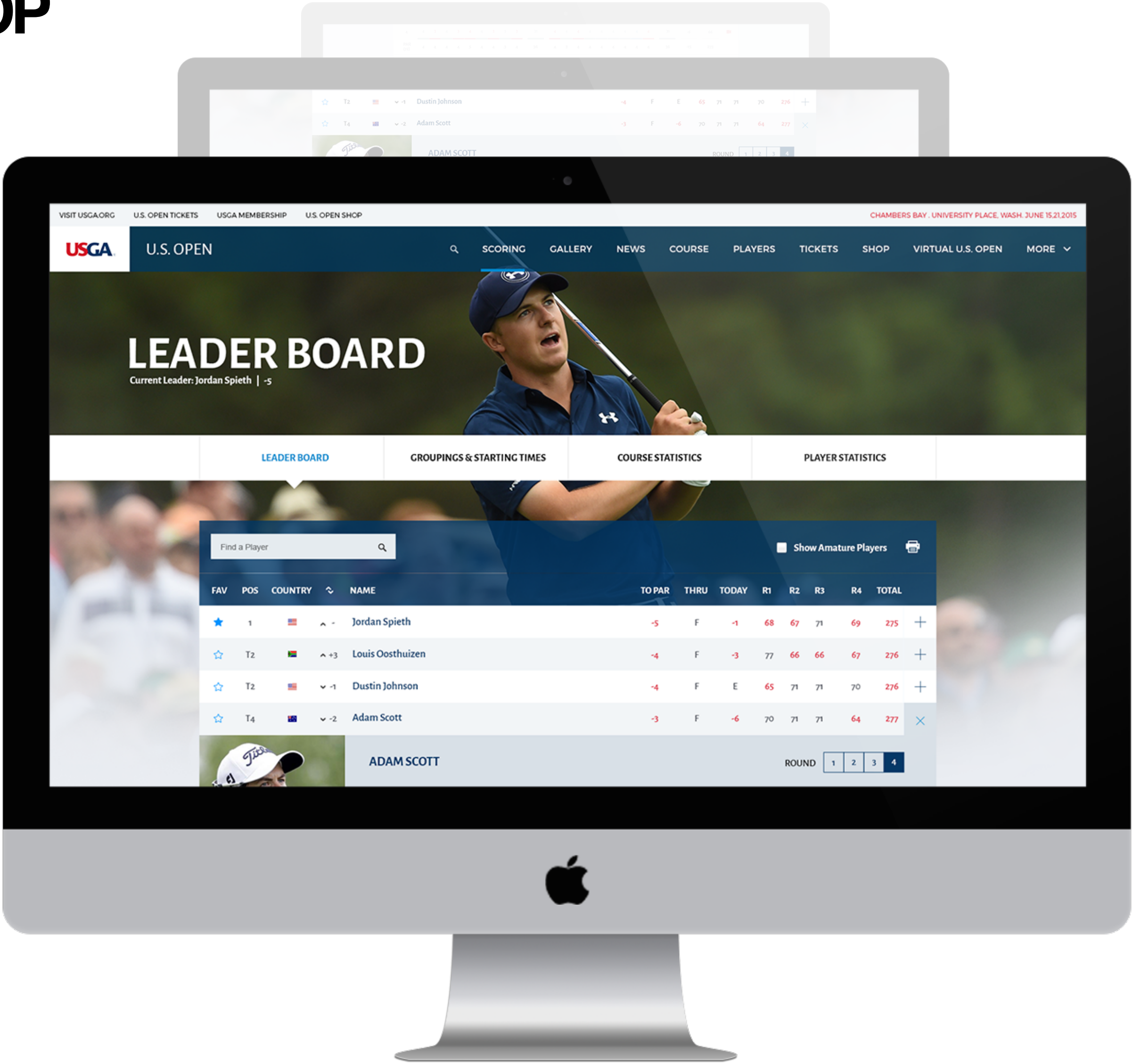| LEADER BOARD | GROUPINGS & STARTING TIMES | COURSE STATISTICS | PLAYER STATISTICS |

Find a Player 🔍   ☐ Show Amature Players   🖨

FAV	POS	COUNTRY	⇅	NAME	TO PAR	THRU	TODAY	R1	R2	R3	R4	TOTAL	
★	1	🇺🇸	⌃ -	Jordan Spieth	-5	F	-1	68	67	71	69	275	+
☆	T2	🇿🇦	⌃ +3	Louis Oosthuizen	-4	F	-3	77	66	66	67	276	+
☆	T2	🇺🇸	⌄ -1	Dustin Johnson	-4	F	E	65	71	71	70	276	+
☆	T4	🇦🇺	⌄ -2	Adam Scott	-3	F	-6	70	71	71	64	277	✕

ADAM SCOTT

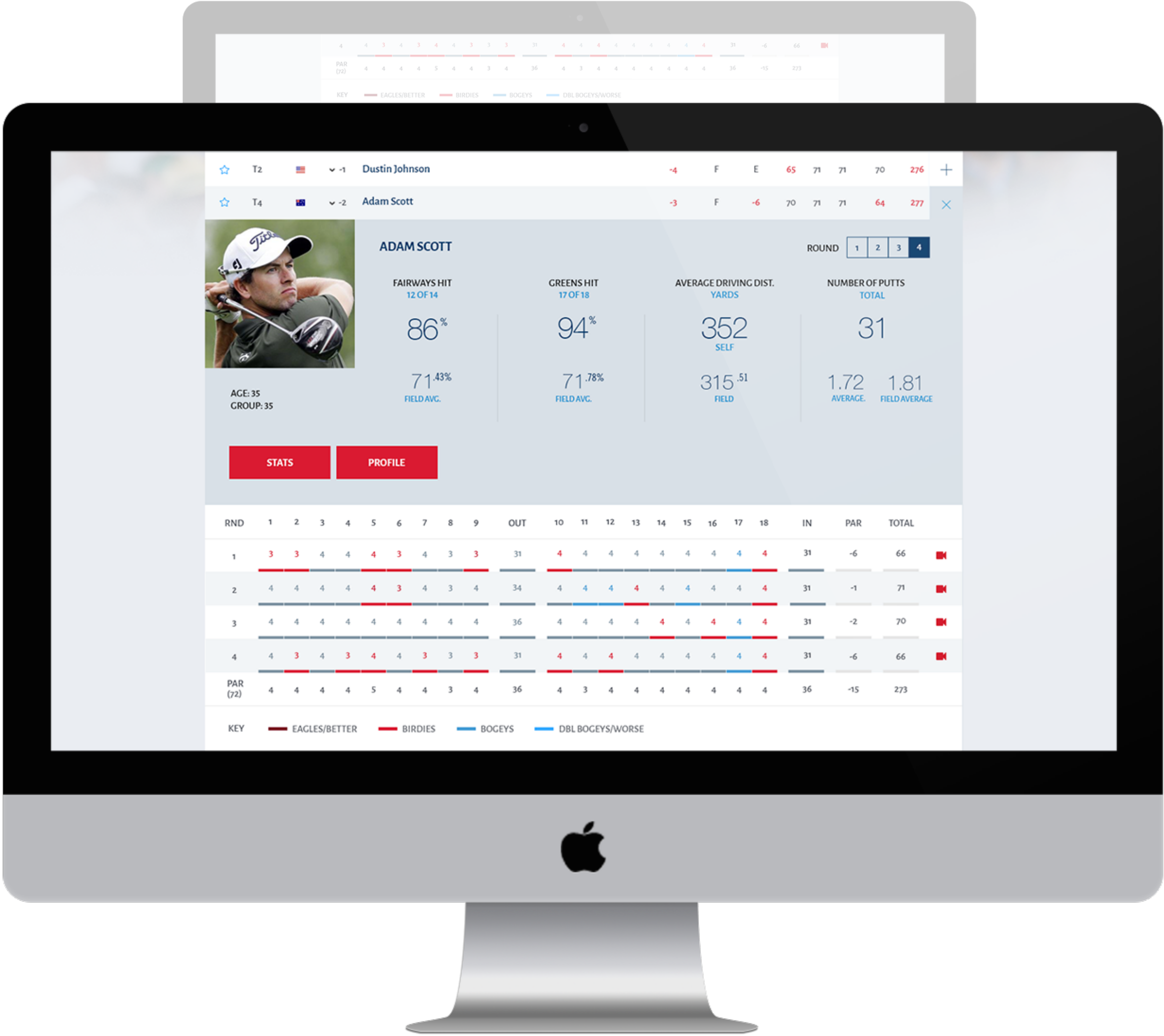ROUND | 1 | 2 | 3 | 4 |

USGA LEADERBOARD — DESKTOP

THE LEADERBOARD CARRIES
THE MODERN DESIGN THROUGH,
HIGHLIGHTING THE CURRENT LEADER
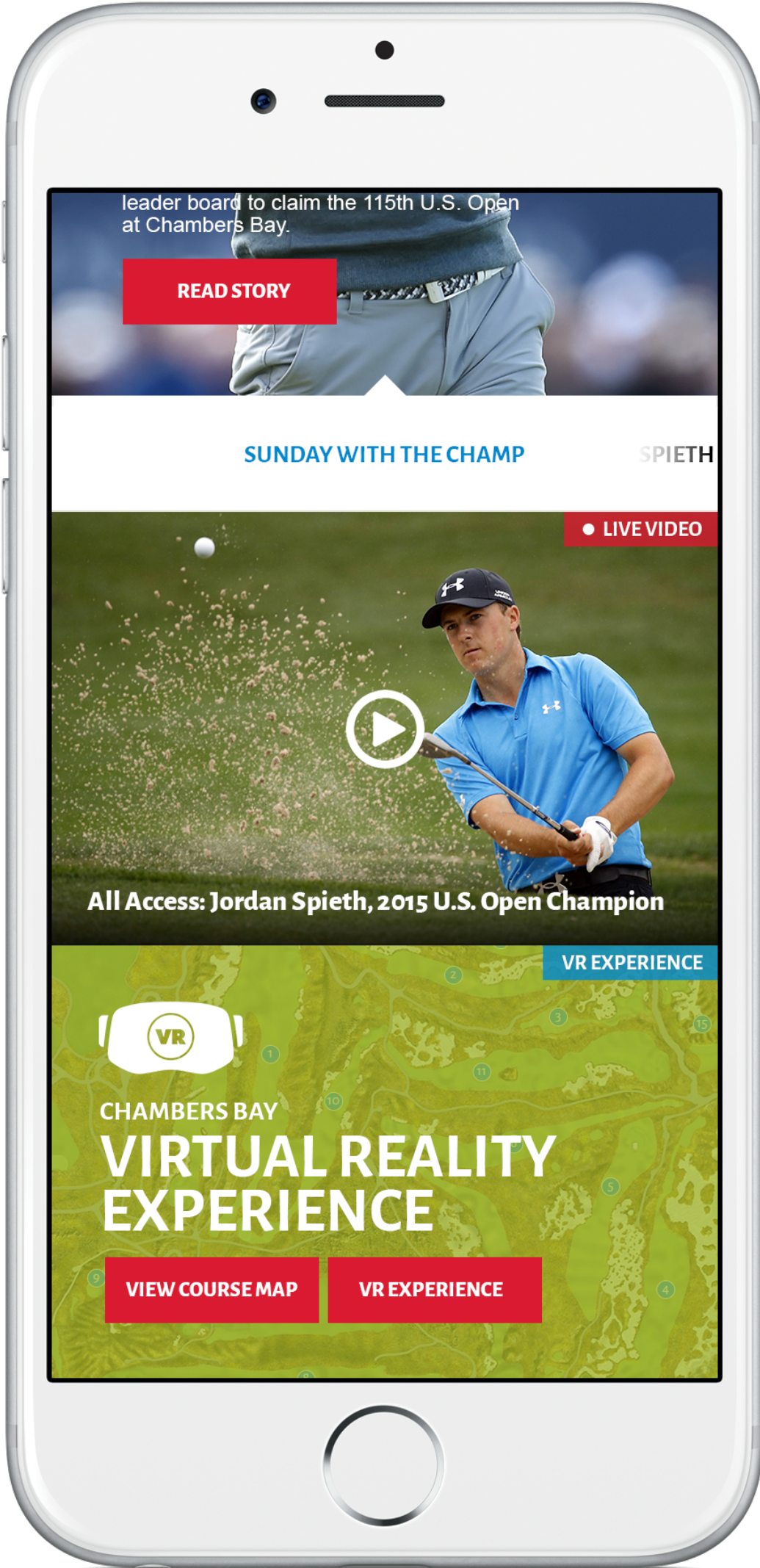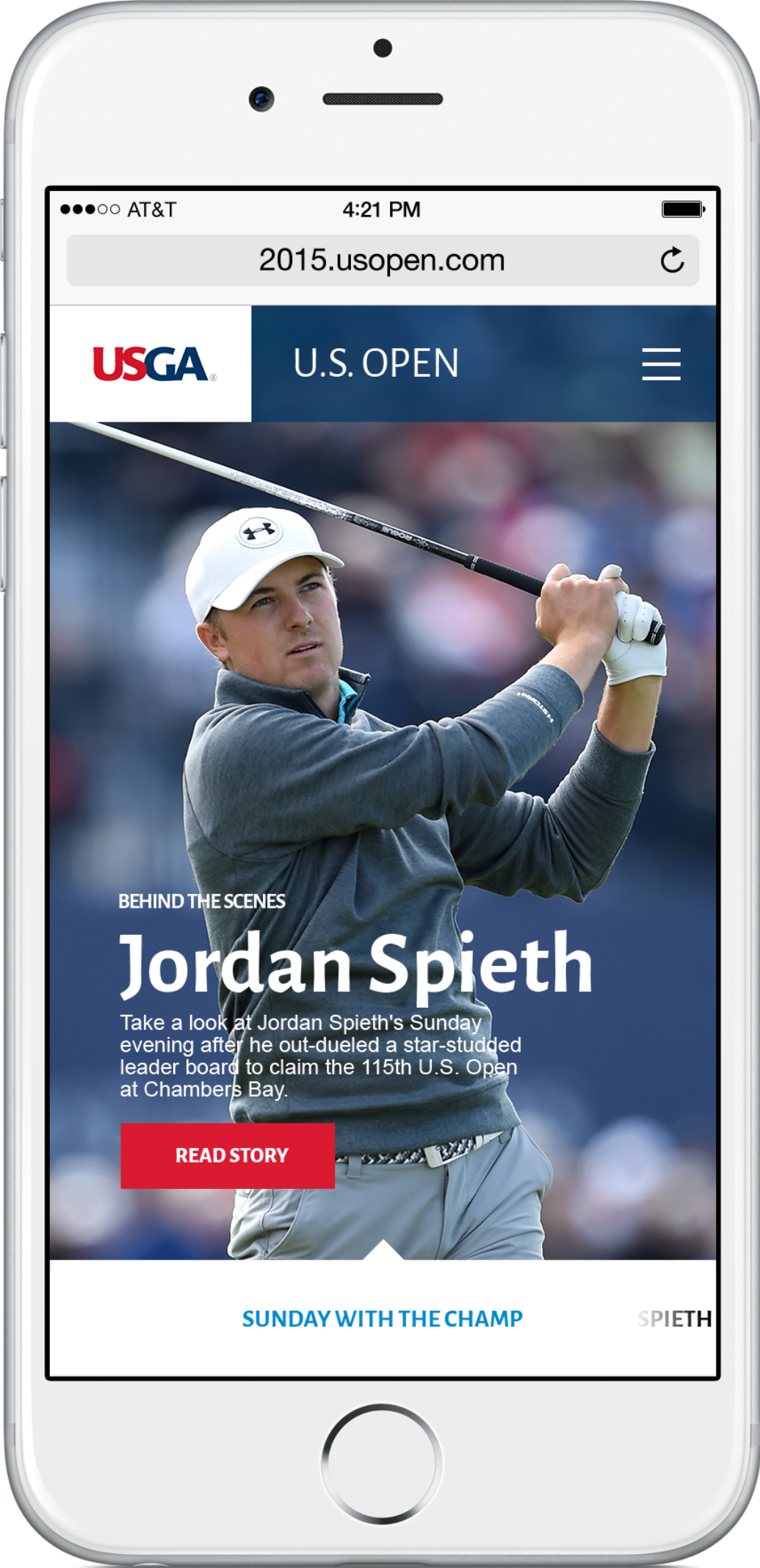AND PRESENTING THE SCORES IN A
CLEAR, DIGESTIBLE WAY.

USGA LEADERBOARD — DESKTOP

EACH PLAYER'S INDIVIDUAL STATS CAN BE ACCESSED BY AN EXPANDING TABLE STRUCTURE AND VIDEO CAN BE ACCESSED FOR EACH ROUND WITH SPECIFIC HOLE HIGHLIGHTS.
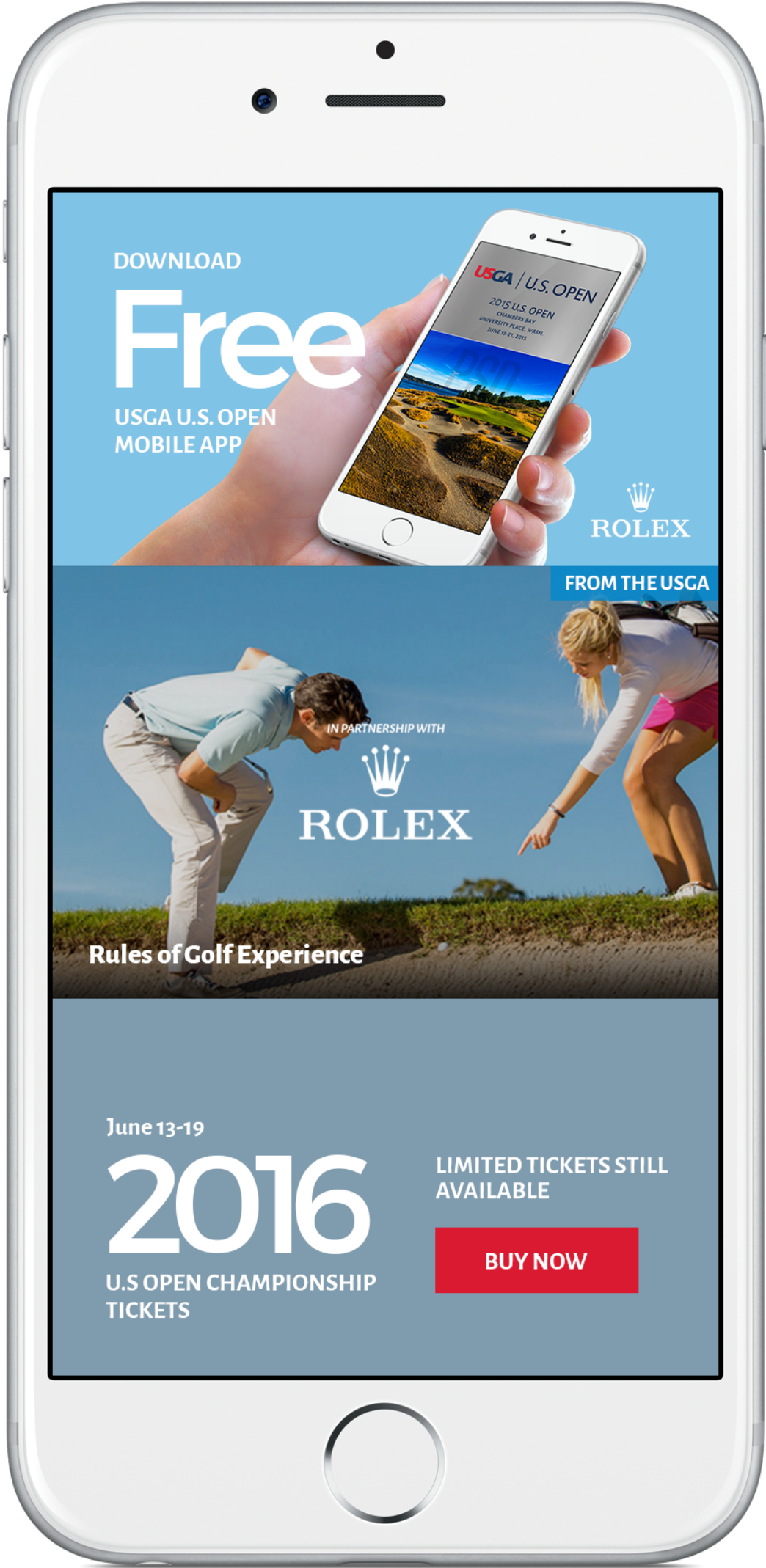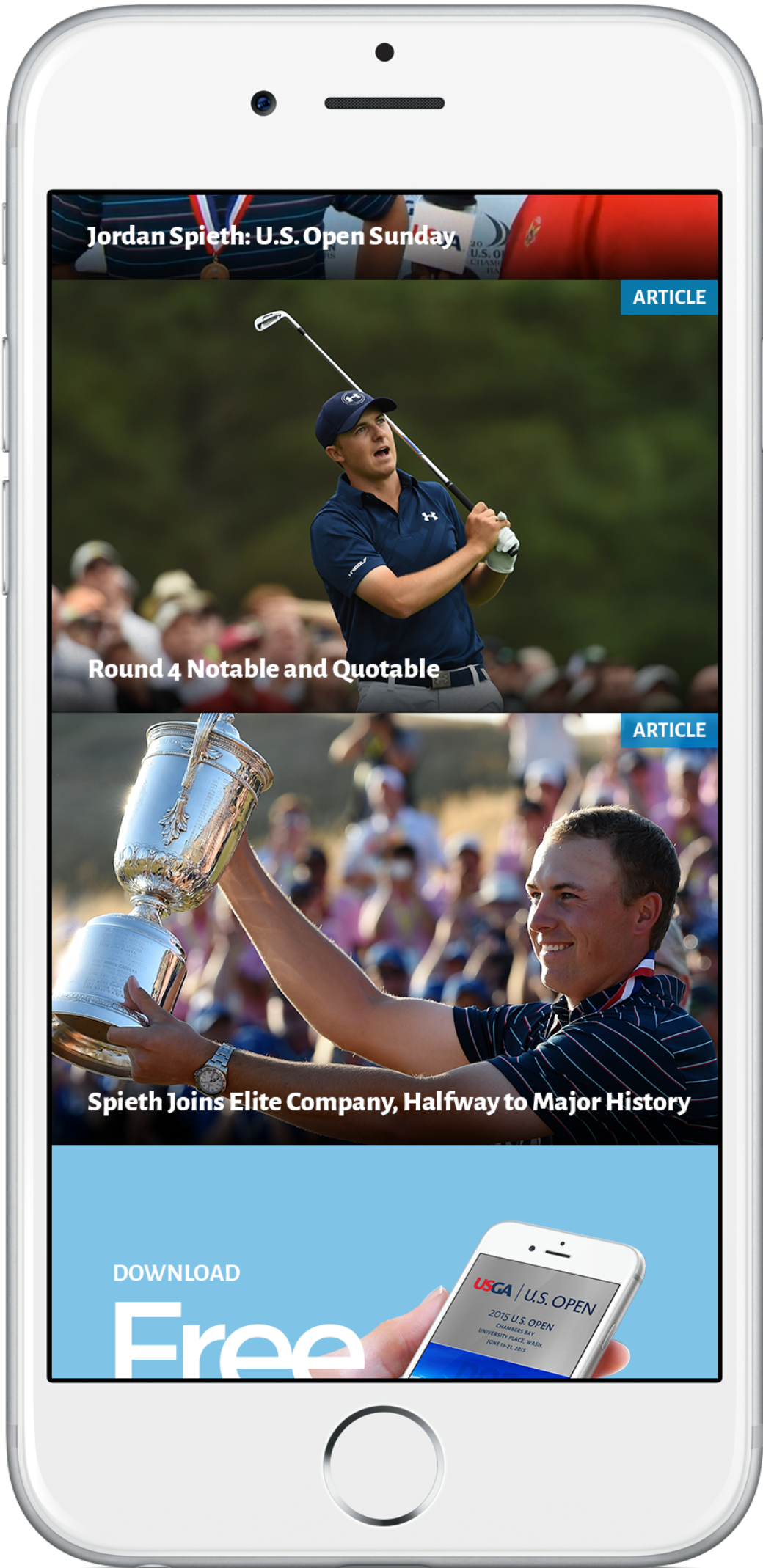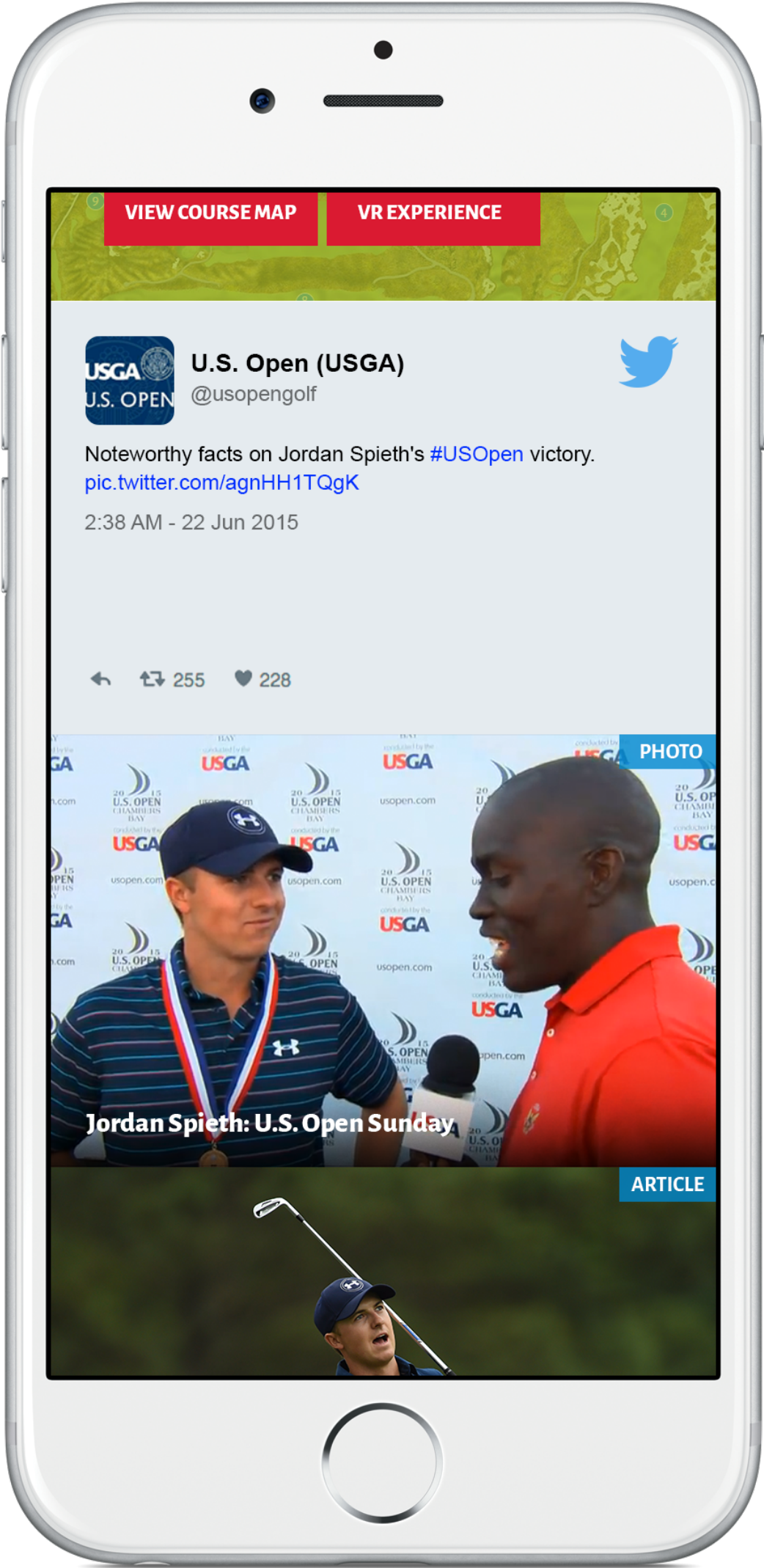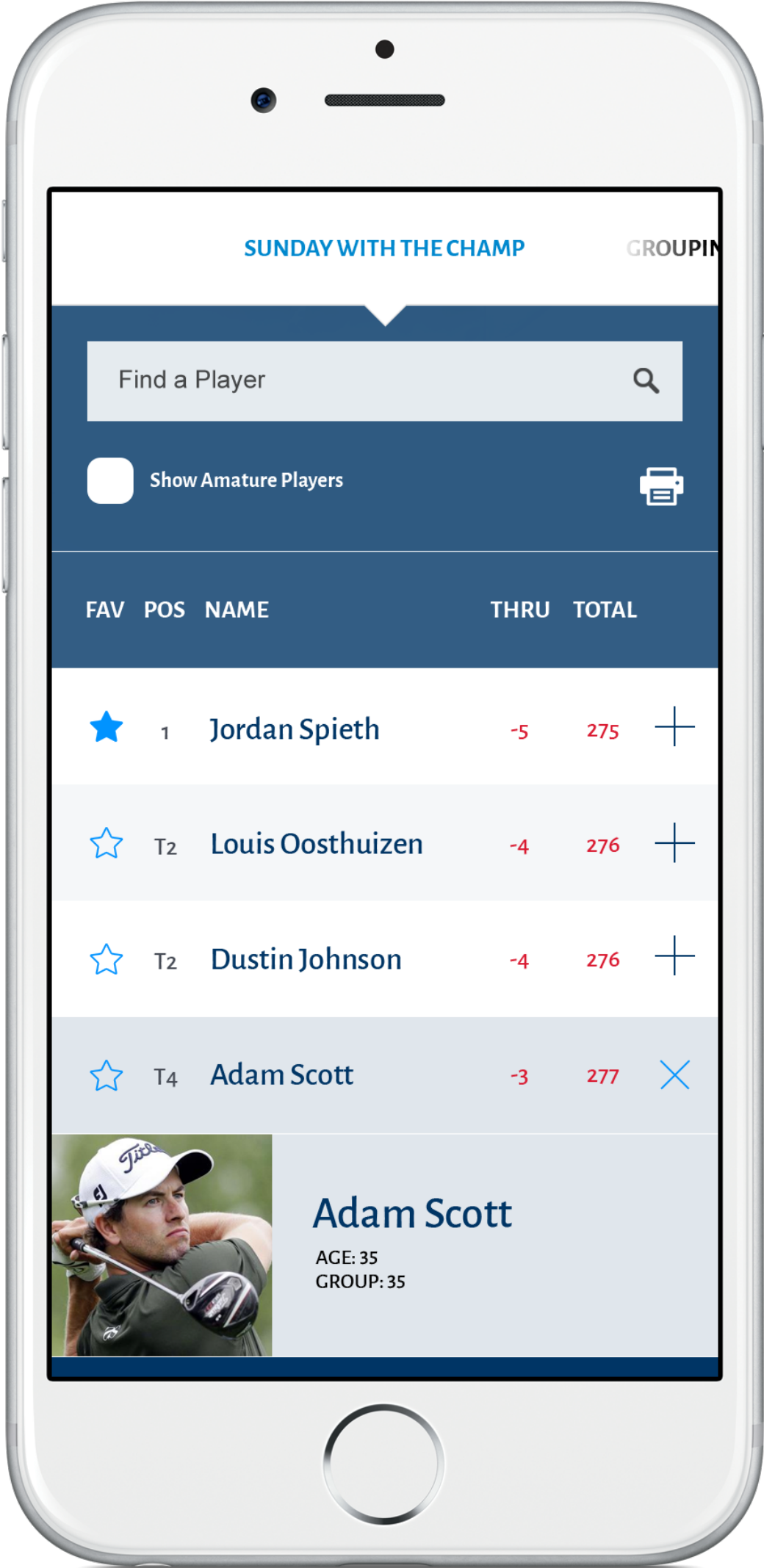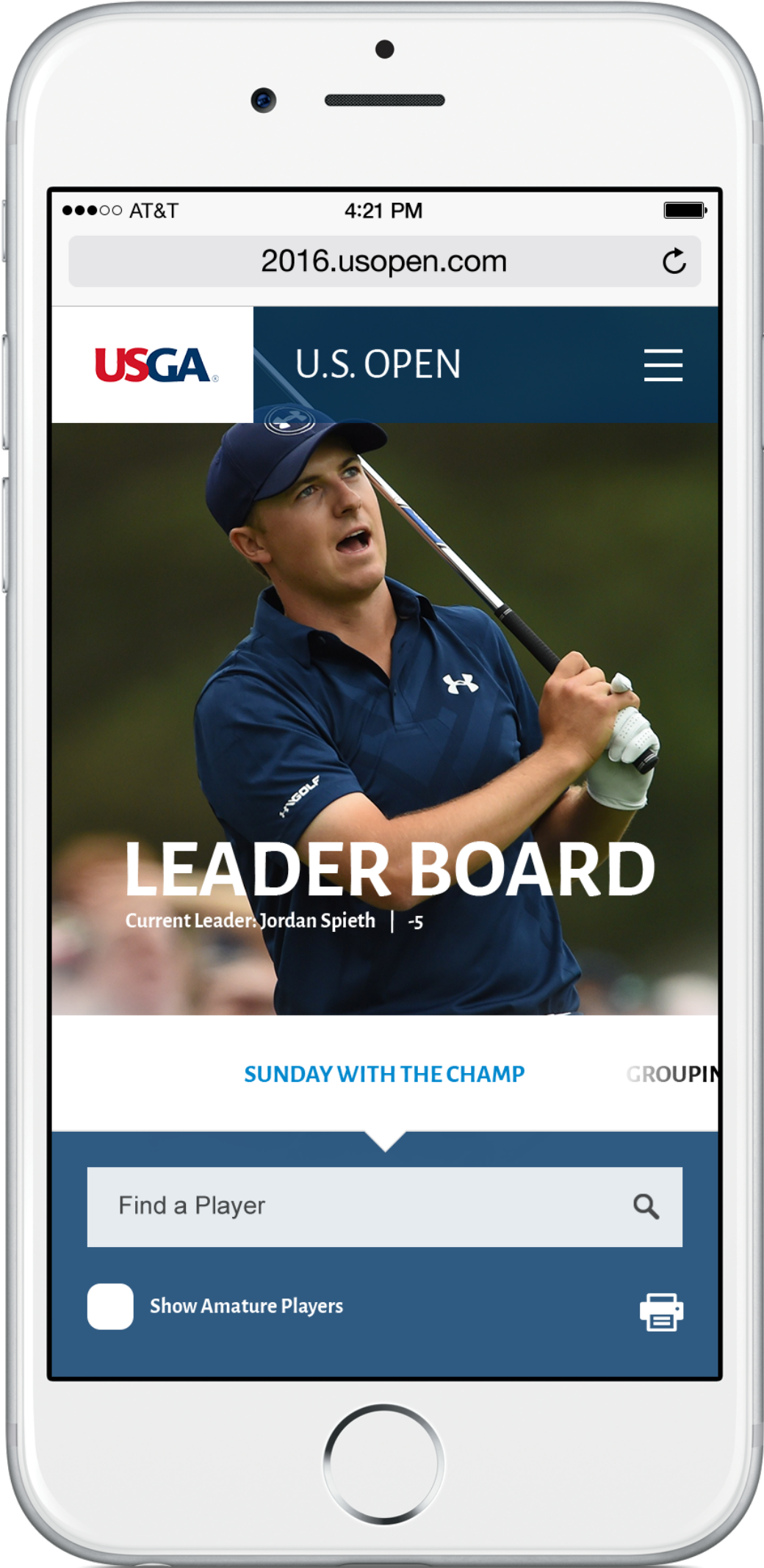
USGA HOME — MOBILE

THE SITE WILL BE FULLY OPTIMIZED FOR MOBILE TO PROVIDE A SEAMLESS EXPERIENCE NO MATTER WHAT TYPE OF DEVICE IT IS VIEWED ON.
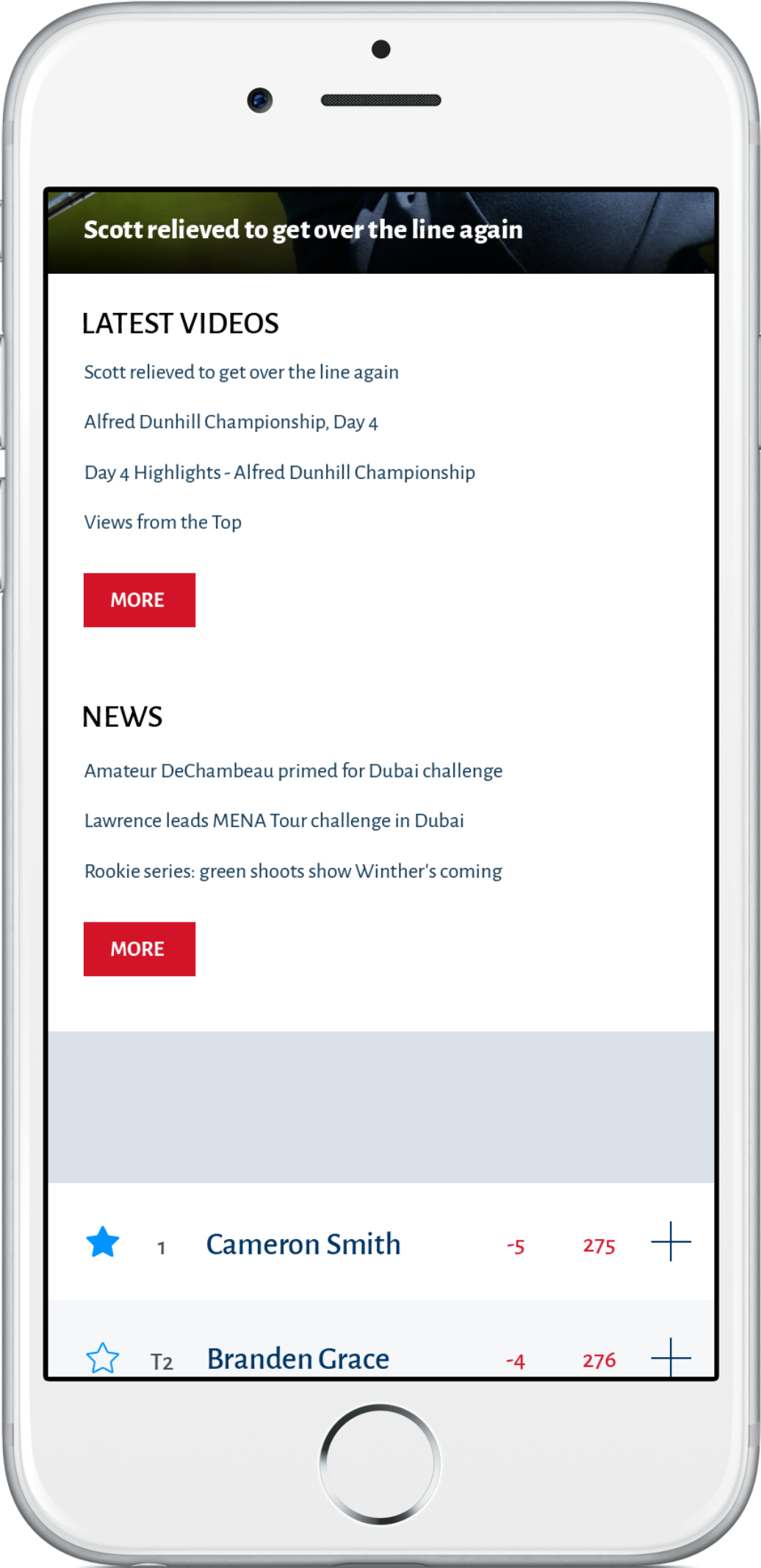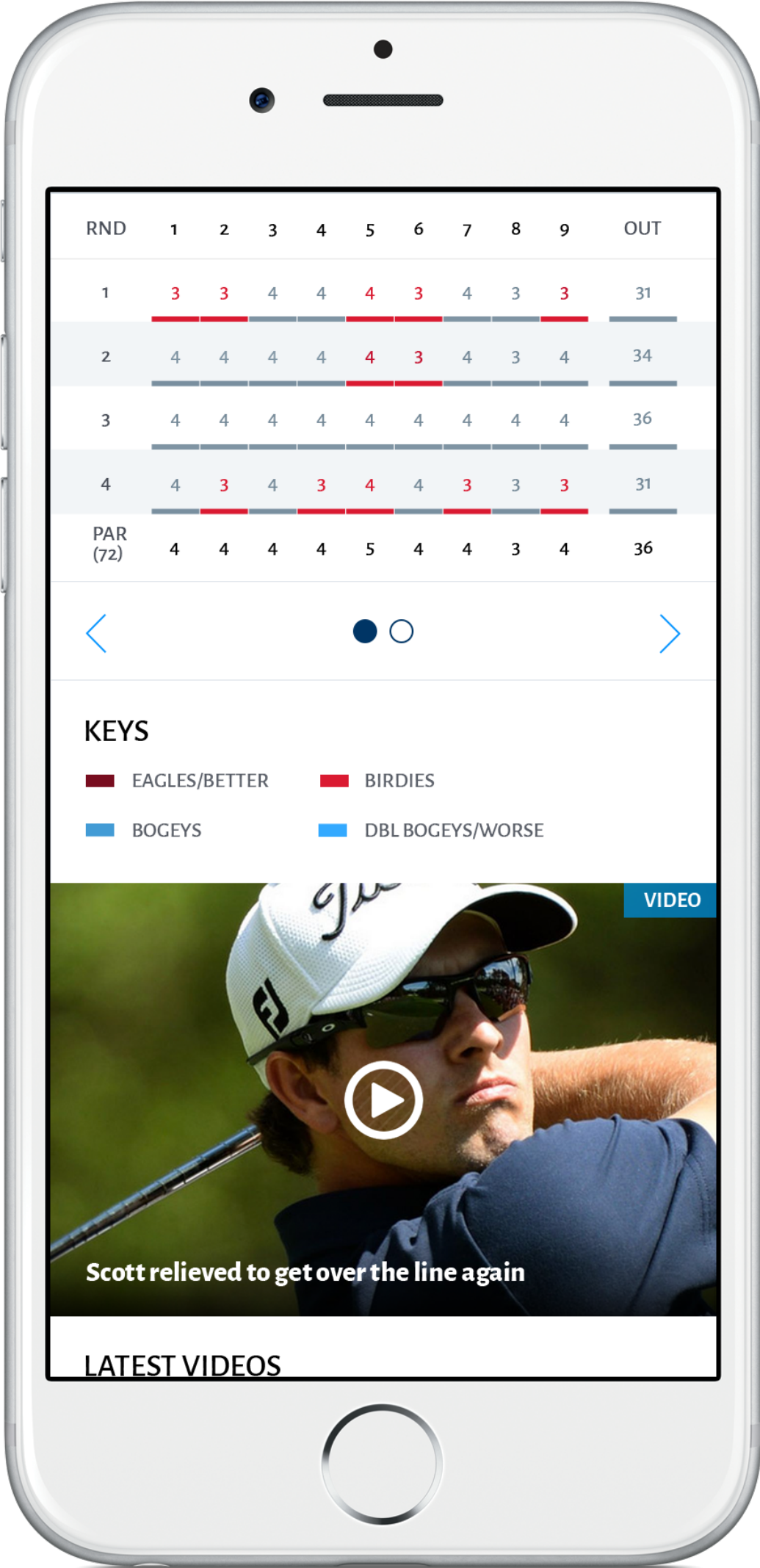
USGA HOME — MOBILE
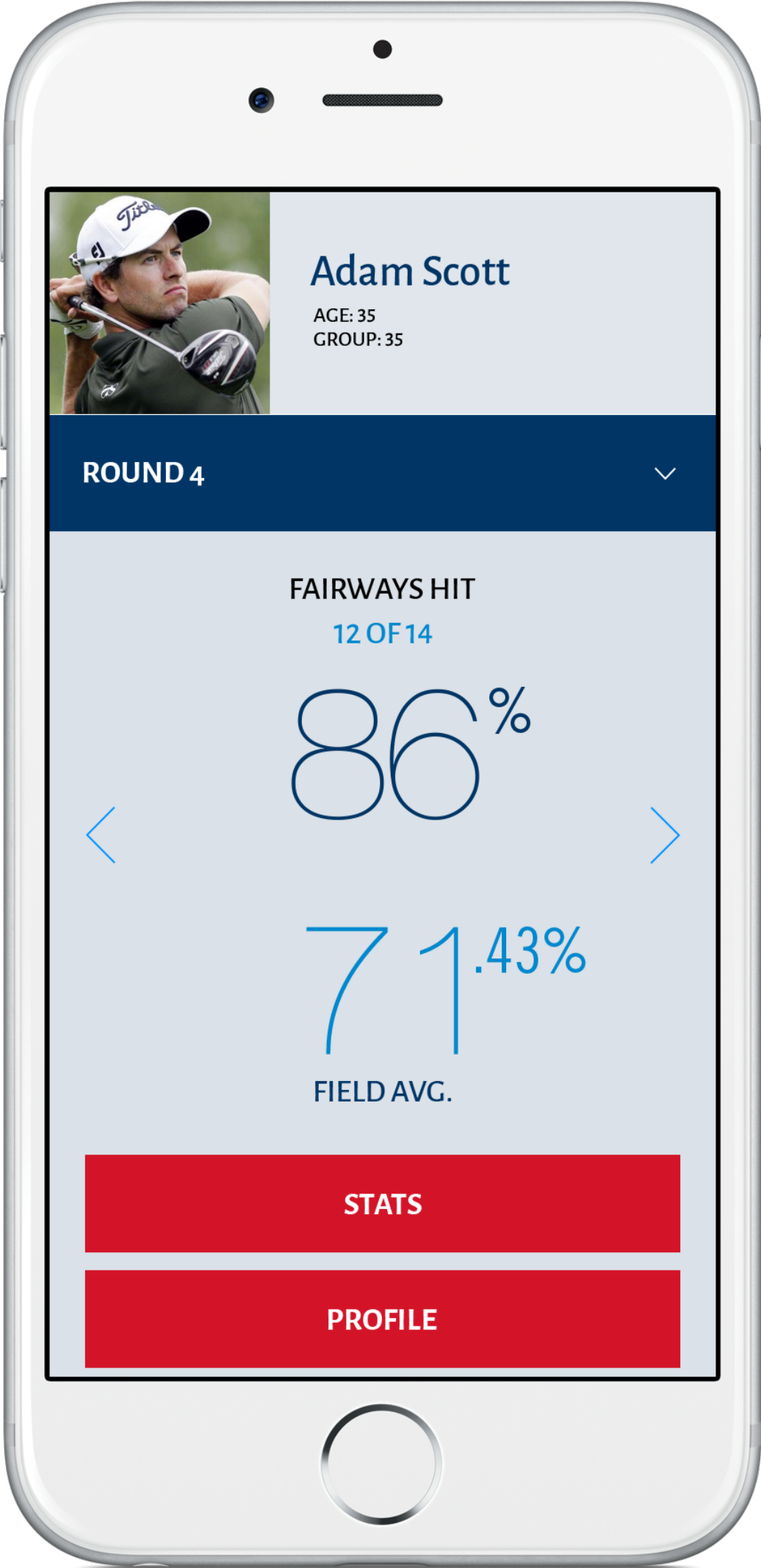
USGA LEADERBOARD — MOBILE

THE MOBILE LEADERBOARD WILL CONTAIN FULL FUNCTIONALITY FOR ON-THE-GO SCORES AND HIGHLIGHTS

USGA LEADERBOARD — MOBILE

Phone 1

Adam Scott
AGE: 35
GROUP: 35

ROUND 4 ⌄

FAIRWAYS HIT
12 OF 14

86%

71.43%

FIELD AVG.

STATS

PROFILE

Phone 2

RND	1	2	3	4	5	6	7	8	9	OUT
1	3	3	4	4	4	3	4	3	3	31
2	4	4	4	4	4	4	3	4	4	34
3	4	4	4	4	4	4	4	4	4	36
4	4	3	4	3	4	3	3	3	3	31
PAR (72)	4	4	4	4	5	4	4	3	4	36

‹ ● ○ ›

KEYS

- ■ EAGLES/BETTER
- ■ BIRDIES
- ■ BOGEYS
- ■ DBL BOGEYS/WORSE

VIDEO

Scott relieved to get over the line again

LATEST VIDEOS

Phone 3

Scott relieved to get over the line again

LATEST VIDEOS

Scott relieved to get over the line again

Alfred Dunhill Championship, Day 4

Day 4 Highlights - Alfred Dunhill Championship

Views from the Top

MORE

NEWS

Amateur DeChambeau primed for Dubai challenge

Lawrence leads MENA Tour challenge in Dubai

Rookie series: green shoots show Winther's coming

MORE

| ★ | 1 | Cameron Smith | -5 | 275 | + |
| ☆ | T2 | Branden Grace | -4 | 276 | + |

AREAS TO EXPLORE.

DURING A DISCOVERY PHASE WE WOULD LIKE TO EXPLORE SOME AREAS WHERE WE FEEL THAT USGA COULD INNOVATE AND MAKE BEST USE OF NEW TECHNOLOGY:

- **DIGITAL WALLET**
- **VIRTUAL REALITY**
- **ON COURSE TECHNOLOGY SUCH AS BEACONS, AND WAYFINDING ON THE APP**
- **TV EVERYWHERE**

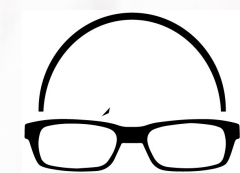**LOOKING A LITTLE FURTHER INTO ONE OF THESE FOR THIS RFP RESPONSE...**

LET'S TALK ABOUT VIRTUAL REALITY.

NOW USGA US OPEN FANS CAN BE ON THE FAIRWAYS AND THE GREENS DURING THE CHAMPIONSHIP, USING A 360-DEGREE VR VIDEO, ABLE TO WATCH FROM ANY PLAYER'S VANTAGE POINT.

THEY CAN ALSO WATCH ON ANY ANDROID OR IOS VR-ENABLED DEVICE, AS WELL AS ON YOUTUBE 360 AND ON USOPEN.COM, VIRTUAL OPEN PAGE.
VR GIVES GOLF FANS A LOOK INTO GOLF IN WAYS THEY'VE NEVER SEEN BEFORE THAT STRETCH BEYOND TELEVISION, ALLOWING THEM TO STAND IN THE PRESENCE OF PROFESSIONAL GOLFER.

USING A COMBINATION OF AVAILABLE GPS DATA AND BLANKETED HIGH-RESOLUTION CAMERA COVERAGE, FANS CAN JOIN GOLFERS IN THE FAIRWAY AS THEY ASSESS THEIR NEXT SWING, SEEING ALL THE ANGLES, AND SEE THE UNDULATIONS OF THE GREENS AS PUTTS FIND THEIR WAY INTO THE HOLE.

WHETHER IN-PERSON AT AN EVENT, OR AT HOME AS A SECOND-SCREEN EXPERIENCE, US OPEN VR PROVIDES A LEVEL OF IMMERSION INTO THE SPORT THAT WILL DELIGHT ANY GOLF FAN.

THANKS.