Story

Golf Course Manager

Summary

The responsible manager for a big golf resort needs a solution to monitor, control and optimize the maintenance of golf carts and the status of the golf courses.

Storyline

The Golf Course Manager is interested in any information about the situation of the different golf carts all over the area and the status of them. He/she needs to know where the golf carts are and which of them might have a problem or should get an inspection. Additionally, he/she wants to enhance the quality of the golf courses to give players the best playing experience. With all this information, the manager could react quickly or anticipatory and notify the different work groups.
Persona

Raúl
“Golf Course Manager”

“I need to keep the golf course running! Damaged golf carts or unkempt courses are my enemies!”

About
- 39, married, 15 years of golf course management experience.
- Team leader for division “Technical Course Management”.
- Being the person who makes the decisions when the golf carts and courses should be maintained.
- Very mobile, moving all over the course to check the status.
- I work with my team, other managers and guests.

Responsibilities
- I am responsible for the condition of the golf carts used by our players.
- I must assure the carts are fully functional.
- I am responsible for smooth watering of our courses.
- I must take care of the condition of our greens.

Needs
- I always need to know battery capacity of the golf carts.
- I need to know if something within the golf carts is damaged.
- I should stick to inspection deadlines.
- I must meet the expectations of our players for the golf courses and the greens.

Main Goals
- Being the person who monitors the golf carts and decides the different actions during the day.
- Stick and coordinate golf cart inspections.
- Watering of the courses at its best.
- The greens must always be in perfect condition.

Pain Points
- Golf carts are scattered all over the area.
- If someone reports a problem with a cart, you must find it.
- Work team for the carts are on the way all day.
- Decide the amount of water for the different areas of the courses.
- Decide how intensive you should treat the greens and especially where exactly.
Point of View (PoV)
Golf Course Management

Point of View

As a Golf Course Manager

I need a way to monitor, control and optimize the Golf course maintenance process so that I can ensure the best experience for our players on the course.
### User Experience Journey Golf Course Management: Just a normal day

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>MINDSET</th>
<th>FEELING</th>
<th>TOUCH POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Enter the golf course early in the morning</td>
<td>➢ Let’s see what the day brings</td>
<td>😊</td>
<td>➢ Players</td>
</tr>
<tr>
<td>➢ Walk to office</td>
<td>➢ Hope the players love our Golf resort</td>
<td></td>
<td>➢ Colleagues</td>
</tr>
<tr>
<td>➢ Greet the players / colleagues</td>
<td>➢ Hope all work from yesterday is done by the team</td>
<td></td>
<td>➢ Colleagues</td>
</tr>
<tr>
<td></td>
<td>➢ Ahhh, feel tired... looking forward for my coffee.</td>
<td>😞</td>
<td>➢ Club House</td>
</tr>
<tr>
<td>➢ Look at the parked golf carts in front of the club house when passing</td>
<td>➢ Is all looking ok right now?</td>
<td></td>
<td>➢ Parking</td>
</tr>
<tr>
<td></td>
<td>them</td>
<td>➢ Damn, a lot to do already</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Let the eyes wander over the last holes’ putting green when passing</td>
<td>➢ Hope the teams have full strength today must hurry, to get outwards</td>
<td></td>
</tr>
<tr>
<td></td>
<td>by</td>
<td>on the course</td>
<td></td>
</tr>
<tr>
<td>➢ Place bag in office</td>
<td>➢ Do we have enough golf carts ready?</td>
<td></td>
<td>➢ Documents</td>
</tr>
<tr>
<td>➢ Look at the blackboard with known issues</td>
<td>➢ Damn, Number 6 is still out of order!</td>
<td></td>
<td>➢ Golf carts</td>
</tr>
<tr>
<td>➢ Take phone calls</td>
<td>➢ What, number 1 and 12 have charging problems?</td>
<td></td>
<td>➢ Golf courses</td>
</tr>
<tr>
<td>➢ Go to parking spots for the carts and talk to technicians</td>
<td>➢ Jesus! I forgot my coffee!!!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Check documents if there are pending inspections</td>
<td>➢ Finally, on the course inspection...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Grab a golf cart and go out for inspecting the courses</td>
<td>➢ That’s so time consuming!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Talk to gardeners and decide which courses need most attention</td>
<td>➢ Don’t forget to take some soil samples!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(watering and excessive abrasion)</td>
<td>➢ Jesus! I forgot my coffee!!!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Driving back to office</td>
<td>➢ First Overview doesn’t look that bad...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Meanwhile take some phone calls with the office</td>
<td>➢ Problem with green 13 seems to be solved...</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Go to parking spots for the carts and talk to technicians</td>
<td>➢ Everything seems to be ready</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Check documents if there are pending inspections</td>
<td>➢ Everything coordinated so far</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Place bag in office</td>
<td>➢ Technicians and gardeners know what to do</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Driving back to office</td>
<td>➢ YES, there is my coffee!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Meanwhile take some phone calls with the office</td>
<td>➢ Everything coordinated so far</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Driving back to office</td>
<td>➢ Technicians and gardeners know what to do</td>
<td></td>
<td></td>
</tr>
<tr>
<td>➢ Driving back to office</td>
<td>➢ YES, there is my coffee!</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

© SAP SE or an SAP affiliate company. All rights reserved.
Prototype
Golf Course Management

Build-Link: https://standard.build.me/prototype-editors/api/public/v1/snapshots/85859a09b48558440e0fa018/artifacts/latest/index.html#/launch_page

- Landing-Page for the Golf Course Manager
  - Tile for electric Golf Carts
  - Tile for Green Keeping
- Overview, if there are any issues
- Possibility to jump to Golf Cart or Green Keeping overview pages
• Overview-Page and Detail-Page of specific Golf Carts and the actual status/issues

- In the shown examples, there are two problems
  - One golf cart has an electric battery problem. The temperature is too high
  - The other cart missed the planned maintenance interval
  - In general, the manager can monitor different sensor data
    - Battery status
    - Average Battery Temperature
    - Average Tire Pressure
    - Cart Vibration (indicator for broken parts)
    - Overall Cart mileage (indicator for replacement or maintenance)
    - Next planned maintenance
  - There is a “notify” possibility to inform the responsible person for maintenance
• Overview-Page and Detail-Page of the different Golf Courses and the actual status/issues

• In the shown examples, there are also two problems
  • Hole 1 has a humidity problem. Two sections are too dry (after on-site inspection watering should be adapted)
  • Hole 2 has a vibration alarm. (The green in this area should be checked, if green is still ok)
  • In general, the manager can monitor different sensor data
    • Humidity in 3 sections
    • Heat Map for the most stressed course areas
  • There is a “notify” possibility to inform the responsible person/gardener for maintenance