Design Solutions that Encourage Golfer Participation

Abstract:
The sport of golf has experienced a decline in number of participants over the past ten years due to social, cultural, and economic factors. An in-depth literature review and key informant interviews identified the amount of time required to play, high costs, and level of difficulty as the principal contributors to this decline. Design guidelines were developed to directly address these limitations and increase participation.

The time required for a game of golf and the cost of construction and maintenance of courses can both be reduced by minimizing the number and severity of hazards, and locating them so they will be a challenge only for expert golfers. The level of difficulty and the pace of play can be remedied by a return to strategic golf design. Strategic design emphasizes risk and reward scenarios, and provides variation in shot values that appeal to all skill levels of golfers.
In the third, ideation stage of Design Thinking, design thinkers spark off ideas—in the form of questions and solutions—through creative and curious activities. By expanding the solution space, the design team will be able to look beyond the usual methods of solving problems in order to find better, more elegant, and satisfying solutions to problems that affect a user's experience of a product.

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Responsive design is not (just) a design or development problem; The client participation process is broken; How to call your client an idiot, to their face. Here are the (slightly expanded) notes that I made before my talk. Meet Smashing Book 6 — our brand new book focused on real challenges and real front-end solutions in the real world: from design systems and accessible single-page apps to CSS Custom Properties, CSS Grid, Service Workers, performance, AR/VR and responsive art direction. With Marcy Sutton, Yoav Weiss, Lyza D. Gardner, Laura Elizabeth and many others.