Shinetech Software, Inc. | Global Client Case Study

SHINETECH SOFTWARE

GolfScore LIVE:

The home of quick and easy live golf scoring on your mobile

GolfScore LIVE needed an interactive, feature-rich mobile application that would allow users to track their golf tournament performance, compare the scores with other peers and build connection between golfers. The UK-based company was looking for an experience app development partner that could build this app and provide ongoing support and maintenance during and after the app's launch. Shinetech Europe's experience in pairing established offshore development teams with onshore project manager helped bring this mobile app from the drawing board to the Google Play Store.

A Tech Birdie: The Home of Quick and Easy Live Golf Scoring on Your Mobile

The Client

Based in Hertfordshire, this client provides golfer performance tracking services for golfers, golf clubs and golf society organisers. The client would like to digitise this tracking services by building a portable, quick and easy live scoring system.

The Challenge

Our team was faced with the challenge of zero knowledge of golf rules and scoring system at the beginning, but after a short-time effective learning, they grasped the essentials in golf and agilely finished the logic architecture, hackling the structure in the application system. Additionally, as this app requires high level of integration between user experience and data analysis, our team had considerably endeavoured to improve the golfer's user experience and app performance through a fusion of design, strategy, technology and data analysis.

The Solution

Creating on-and-off course 'live' Leaderboards enables players to see exactly how they're doing and see the bigger picture of other team performances at any point in the round just like the Pro's on tour. Our product manager, together with our development team, built a back-end bespoke server for the app, allowing the scores input via devices to be uploaded to the cloud then to the server to store the data and process score calculation; later on the Leaderboard performance analysis will be transmitted to each device in real time.

The Results

Client is satisfied with our product manager's creativity and his input in UX design and app development. With the successful delivery of the project, this app allows every golfer and golf event organisers to add live scoring to his event package rate and improve F&B sales whilst interest is maintained around the leaderboard. This app has been extensively adopted and used in corporate clients, charity events and societies such as the Berkshire and TP Tour.