WE MOBILIZED PERFORMANCE GOLF'S ONLINE TRAINING PLATFORM

PG PERFORMANCE GOLF

Objective

Provide an easy-to-use mobile interface that showcases all of Golf Zone's capabilities for user's anytime, anywhere.

Solution

Seisan created a cross platform mobile app that delivers the full breadth of the Performance Golf Zone's training libraries and videos.

LEVERAGED TECHNOLOGIES

- iOS & Android Native
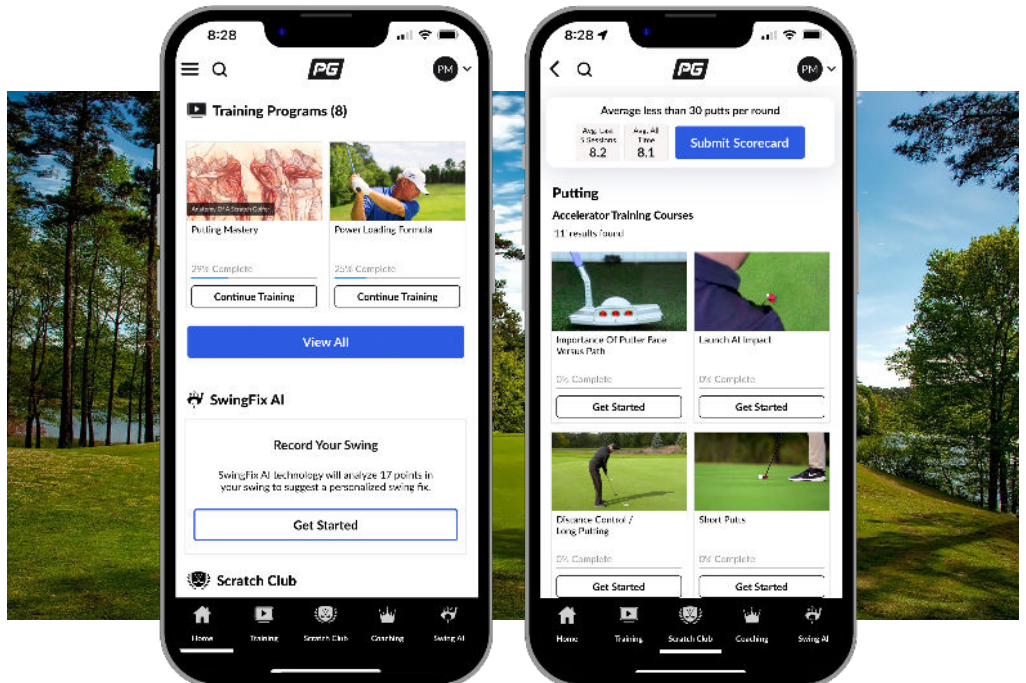- Swift
- UI Kit
- Kotlin
- Jetpack Compose

PLATFORM INTEGRATION

- Sendbird
- SnapKit
- JTAppleCalendar
- MPAndroidChart

CORE CAPABILITIES

- Emerging Technology
- UX/UI
- Brand Engagement
- Improved Client Experience

Seisan created a cross platform mobile application that brings Performace Golf's industry leading golf instruction to golfers wherever and whenever they need it.

Performance Golf is a leading online golf instruction company that provides golfers of all levels with the tools and video training courses featuring instruction from some of the world's most prestigious golf instructors and tour pros.

Seisan updated the mobile version for all of Performance Golf's mobile app pages to enhance usability where golfers need it most, on the course. With this new release, users can continue to improve their skills on-the-go.

SEISAN'S APPROACH / MOBILE APP DEVELOPMENT

PROJECT OVERVIEW

Seisan worked alongside Performance Golf Leadership to design and implement an interface that is easily accessible and provides users with training programs and instruction on different parts of their golf game.

The app offers a way to log and keep track of personalized information and golf round scorecard history, so the user can track their progress over time.

Users are set up to get in touch and chat with coaches, communicating for instruction and pricing purposes. Performance Golf offers the ability to get in touch with certified PGA coaches that fit your schedule, offering a VIP pricing package aimed at saving money.

The scratch club is offered through the training platform, consisting of an annual or monthly plan. Members are provided with exclusive drills and accelerator trainings to improve their game.

TECHNOLOGY DETAILS

Seisan developed native apps for both iOS and Android to provide users with high performance and secure applications. The frontend of each app was built using UIKit, offering a flexible, dynamic, and accessible experience.

The chat feature for players and coaches was implemented using Sendbird to allow for seamless back and forth communication.

Calendar integration for iOS was achieved using the JTAppleCalendar library, simplifying the scheduling process.

The MPAndroidChart library was utilized for tracking data over time.

RESULTS

Seisan's partnership with Performance Golf saw the successful transformation of an existing desktop website, offering golf training videos, score tracking, and one-on-one coaching with professional golfers, into a fully functional mobile application. The goal was to enhance accessibility and user experience by delivering the platform on both Android and iOS devices.

The desktop website's core functionalities were successfully adapted to mobile platforms, ensuring that users could access training videos, track their scores, and engage with coaches with the same ease and efficiency as on the desktop version.

The mobile app featured an intuitive and user-friendly interface, optimized for both platforms, which improved user interaction and overall satisfaction. The app saw a significant increase in user engagement, with a higher frequency of logins and interactions. Users appreciated the convenience of accessing training videos, score tracking, and coaching sessions on the go.

The app provides a robust platform for users to track their golf scores in real-time. The integration of this feature allowed users to input scores during their games and receive immediate feedback and analysis.

The app facilitated seamless communication between users and professional golf coaches. Users could schedule, manage, and engage in one-on-one coaching sessions directly through the app, enhancing their learning experience.

The app maintained consistency across both Android and iOS platforms, ensuring a uniform experience regardless of the device used. This cross-platform functionality contributed to a broader user base and increased accessibility.

The successful transition of a desktop golf training platform to a mobile app available on both Android and iOS has enhanced accessibility, improving user interface design, and maintaining core functionalities, the app significantly boosted user engagement and satisfaction. The integration of real-time score tracking and one-on-one coaching features made the app a comprehensive tool for golfers seeking to improve their game.

CROSS-PLATFORM NATIVE APPS

Seisan transformed an existing desktop website, offering golf training videos, score tracking, and one-on-one coaching with professional golfers, into a fully functional mobile application for both major app stores.