

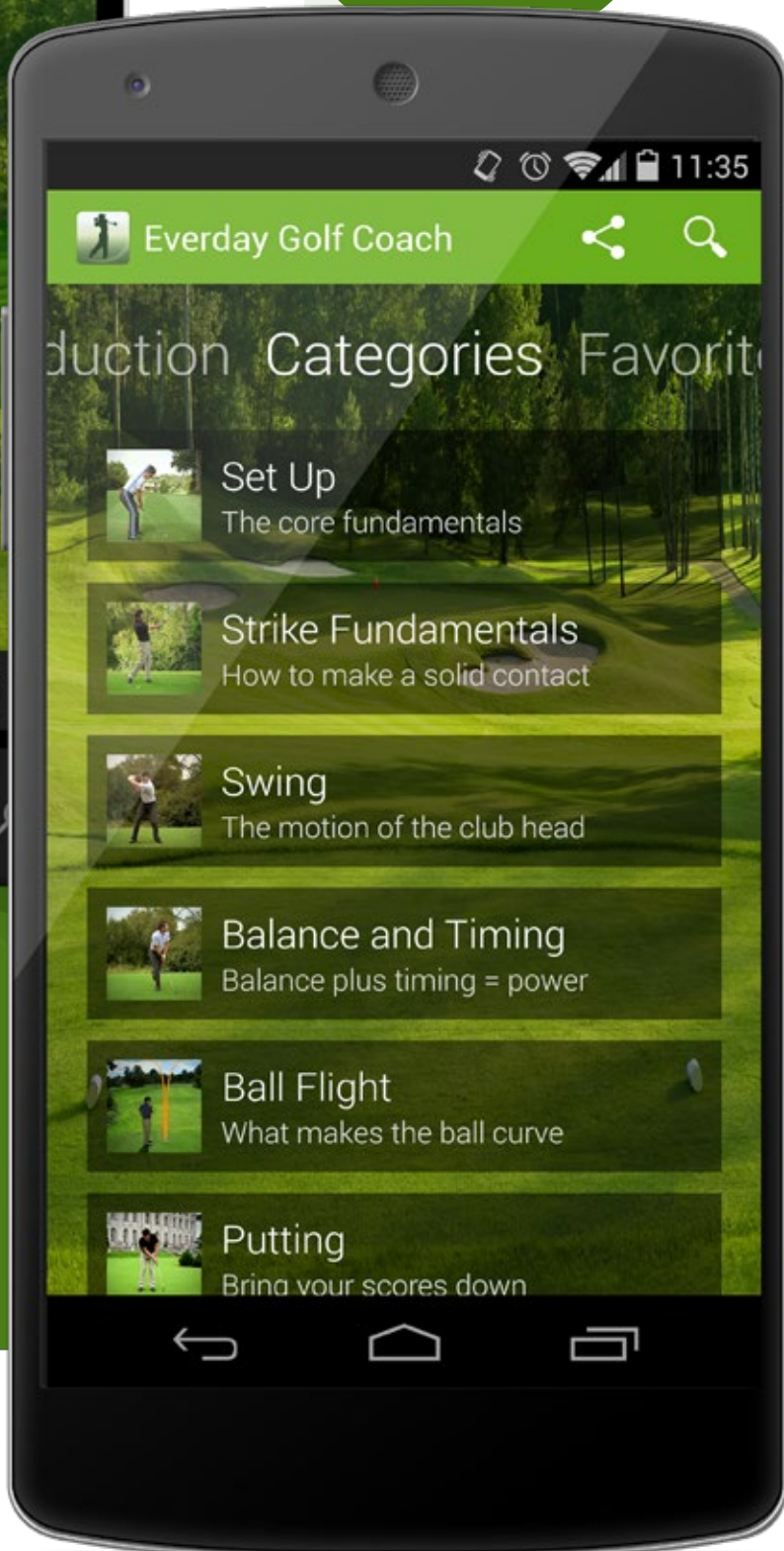
# everyday GOLF COACH

## iPhone, iPad, Android and Windows 8

Noel Rousseau came to Compsoft with a unique vision to deliver simple, effective golf coaching to a wide audience. Everyday Golf Coach is the complete golf swing analysis and coaching package, giving the user offline access to 38 HD quality coaching videos with notes covering all aspects of the game. The first version of Everyday Golf Coach, for iPhone, was developed in 2009 - since then Noel and Compsoft have worked closely together to deliver versions for iPad, Windows 8 and, in 2015, Android.



The  
**complete**  
golf swing analysis  
and coaching  
package



## Objective

Noel Rousseau has been a PGA Golf Professional for 19 years of which the last 16 have been spent specialising in coaching. Noel has recently submitted the final thesis of his PhD in 'motor learning and automaticity'. This subject is at the heart of how we process information and learn complex movement skills such as the golf swing. Noel has also had considerable presentation training as part of becoming an NLP Master Practitioner.

Much coaching media is dominated by celebrities who, while fantastic players, have no experience of teaching club golfers. Noel Rousseau wanted to use his substantial experience of working with 'everyday' golfers to deliver an app that would benefit a wide audience. Furthermore, Noel's research into Motor Learning and Automaticity has given him an exceptional grasp of how to help students ingrain the various principles of a great golf game. The structure of the coaching video programme is therefore a major differentiator compared to other golf tuition apps.

It was essential that the app reflect the values of the coaching videos and be easy to use and understand; the menus, Search and Favourite functions therefore needed to be intuitive and easy to use. Furthermore these concepts had to be transferred across platforms; retaining usability while providing a familiar look and feel to users of different mobile platforms.



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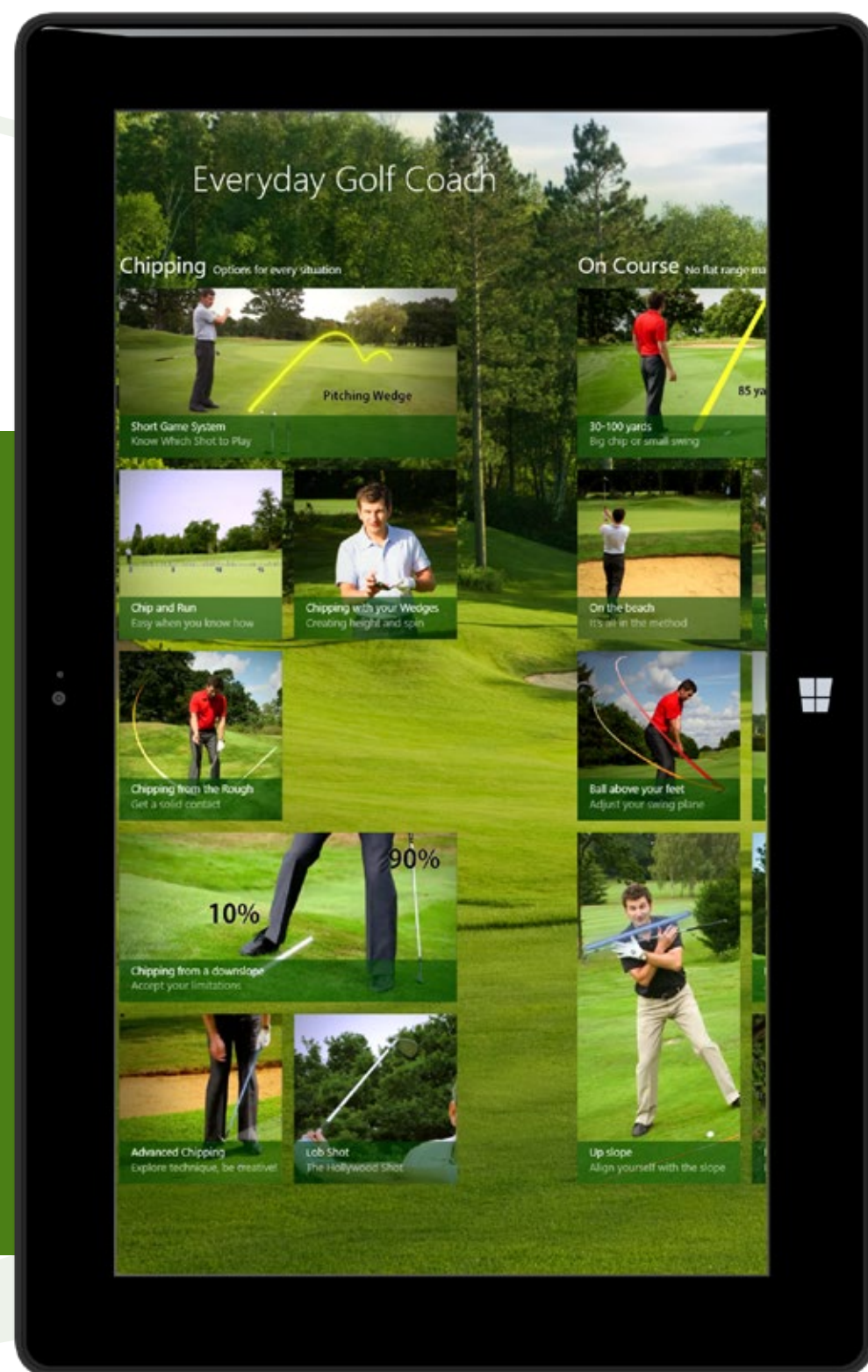
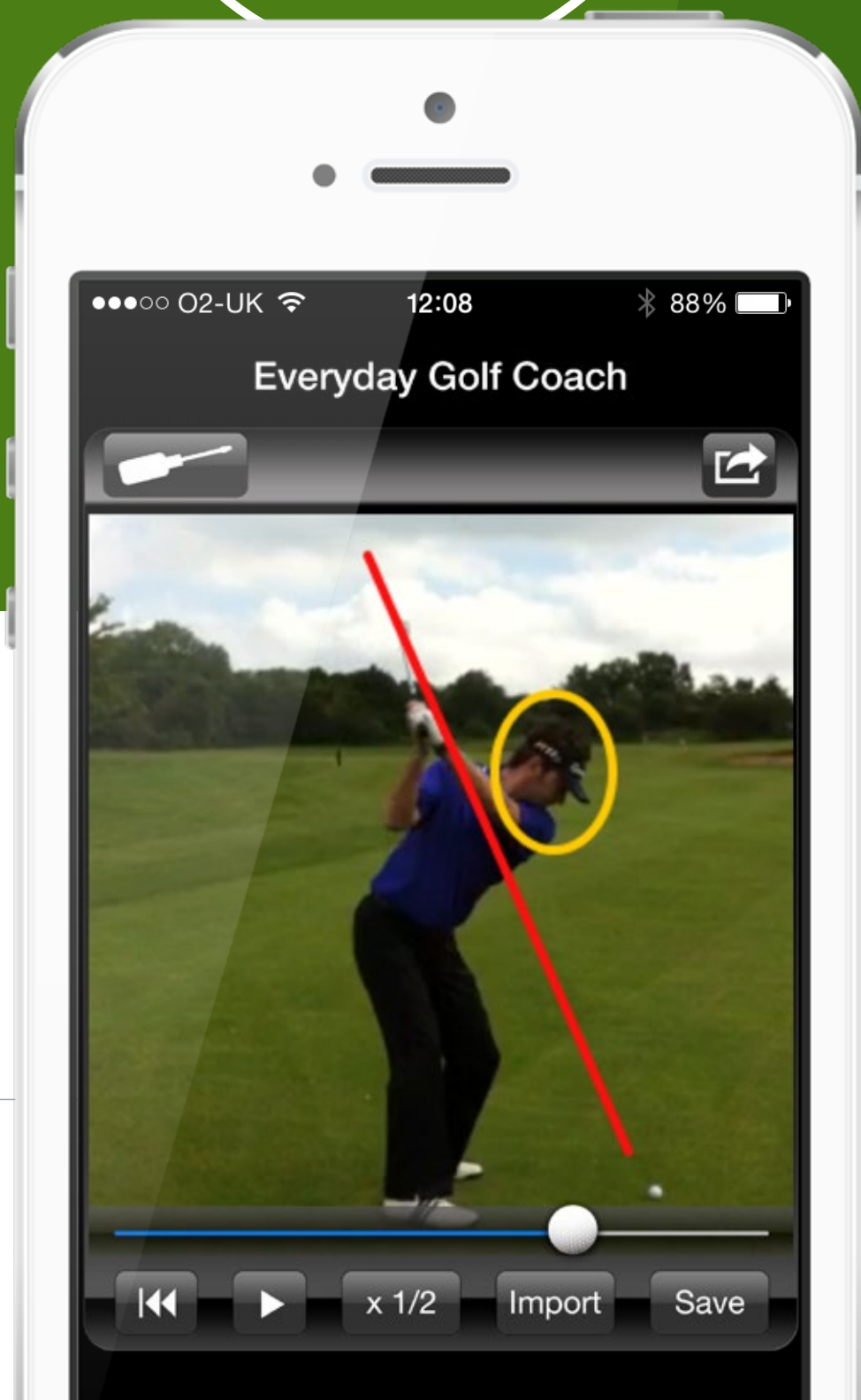


## Solution

Everyday Golf Coach splits the game into eight categories: Set up, Strike Fundamentals, Swing, Balance and Timing, Ball Flight, Putting, Chipping and On Course. Within each category is a number of videos that explain in depth the key techniques required to learn the skill. Users can search videos for particular topics and mark favourite videos for future reference. Drawing tools with hints enable the user to annotate their own video to assist analysis. Users can also post pictures and videos to social media showing their progress.



**38**  
HD quality  
coaching videos  
with notes



An additional dimension was added with the Swing Analyser (currently iOS only). The iPad version enables the user to view three videos on screen at once, including their own swing, a pro swing, and a coaching video – they can all be played simultaneously and individually paused and scrubbed. Lines, circles and other shapes can be drawn on screen allowing the user to see how club and body positions change during the swing.



# User Experience

The app's primary purpose is to deliver expert video tuition and the user interface was therefore designed to ensure easy access to the content via categorised menus, plus intuitive Search and Favouriting. The menu structure and Swing Analyser lend themselves to a primarily portrait orientation for phone (although videos can be viewed landscape), with pull-in controls to make the most of limited screen size. The iPad app features dual orientation for flexibility of use, including slide-in menus and controls, and the ability to expand one or both Swing Analyser videos to better understand your swing.



Swing Analyser is an analysis suite enabling users to film their own swing and view it side-by-side with that of a professional, while also watching a coaching video. No other analysis suite had this '3 window' feature. Compsoft implemented a sophisticated video processing mechanism which splits the video into hundreds of still images, enabling extremely high-detailed scrubbing that is way beyond anything else on the market (other apps only scrub the video source, leaving conspicuous "jumps" in the movement). Coaching lines and shapes can also be drawn on-screen by the user.

The videos are of extreme production value (filmed in HD but compressed slightly for the app). Three cameras were used to shoot each video, plus the amazing slow-motion phantom camera as used on David Attenborough's 'Frozen Planet'. Unlike other apps, the video library is held in-app as opposed to being streamed.



## Results

Substantial publicity has also been generated by Apple and Microsoft. Apple have regularly used EGC in their marketing as well as featuring the app in "New and Noteworthy", "What's Hot", and listing it in the top five Sports apps to own. The app has also achieved top ranking in the App Store's Sports Category. The Windows 8.1 versions were developed with the support of Microsoft's Developer and Platform Evangelism Division and, in addition to Microsoft's promotion of the app, have been the No.1 selling sports app for many weeks.



Positive reviews from both public and press have contributed substantially to publicity and sales. For example, all versions of the app average between 4 and 5 star user ratings, and the Daily Telegraph has voted EGC into the top 20 of their 'Top 500 Must Have Apps' feature (the highest placed sports app in the feature).

Everyday Golf Coach was voted a Gold Winner at both the 2014 and 2015 App Design Awards.

*"I have a high level of trust in Compsoft, generated over the years we've been working together. The apps they have developed for me are the benchmark in their field in terms of both design and functionality."*

Noel Rousseau, PGA Golf Professional and Performance Coach

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