

Phase	Onboarding		Let's Go!		Let's Swing		See my Swing		Analyze		Learn	
	How To	What is SP?	Home Page	University?	Camera	Setup	Uploads	Filter	Priority	ProTips	Videos	Lessons
Experience												
Goals	User needs to know how to use the app quickly.	What is SwingPro? Need to understand before doing any other action.	Quickly get the bearings so user can take action.	User wants to learn more about golf, according to their progress.	Quickly get setup to swing.	User wants to take a swing to get an analysis.	Review uploads so user can quickly understand where they can improve.	User wants to see the review of the swings they just took.	User wants to see where they need to improve.	User wants to learn step by step where to improve.	User wants to learn about the world of golf.	User wants to learn about their swing.
Context	The app has a tab that you can open for more information about how to use the app.	The app has a tab that you can open for more information about the app.	The app uses this space to get to videos and learn about the university.	The app has a set of pre-recording videos that the user can utilize to learn more about the world of golf.	Users either need a tripod or another person to set the camera up.	User does not know how to begin the swing.	Users look at the previous uploads to navigate to the ProTips.	Users look at the previous uploads to navigate to the ProTips.	SwingPro uses bio-mechanical machine learning that records and analyzes users swing based on over 23 metrics. SwingPro prioritizes where you did poorly so you can quickly improve.	ProTips from AI technology from the machine learning program and from PGA Pros. Users can view their swing from a side by side view.	The app has a set of pre-recording videos that the user can utilize to learn more about the world of golf.	Users go through a curriculum to learn more about golf. Users take this information and assess it to their swing by themselves.
Positive				This is pretty cool! I like that the AI will assess my swing.... I hope anyways.			This is great! I get to see my previous swings!		Nice to see where I need to improve easily.	THIS IS SO COOL!	This is a nice gallery of ways I can improve.	
Pain Points	Users must go through many pages to reach the how to, about, and other miscellaneous pages to understand how to use the app. Causes user frustration as it takes multiple steps to understand the app.	Users should already have a pre-determined idea about the app before even downloading it or signing up.	Users are disoriented as they do not know where to navigate to or what the app is for.	Users are confused on what the University is. Is this how they get actionable items to do? Why is this on the homepage?	How do I know that I am in the right place? Is the camera picking up my swing? This is a practice swing.... I hope it took my swing...	I need a tripod? I want to use it right now. I feel awkward. How do I know I am doing it right? Did it upload???	There are so many videos, I can't find what I am looking for.	It should be easy for me to find the videos I just took. This is frustrating. I don't care about the videos I took a month ago.	I have no idea how to use this. I don't know how to get to the protips? I feel stuck.	Takes a lot of clicks to get to the tips and to go back and forth between checkpoints.	When am I supposed to watch these? Do these relate to my swings? How do I filter through the videos?	Do these relate to my swings?
Opportunities	Create a comprehensive onboarding process that acclimates the user to the app. This will set goals for the user, have them understand the app more, and properly set the user up for payment and signup.	Create a comprehensive onboarding process that acclimates the user to the app. This will set goals for the user, have them understand the app more, and properly set the user up for payment and signup.	Use this area to set goals for users. This should be a space where users can assess their progress. There should be points for the user to aim for. This can be daily or it can be a game where you try to beat your own score. This area should be in reference to the swings taken and metrics that machine learning picks up on.	Is this really necessary? The user is confused on how this RELATES to the rest of the app. The ProTips and Ai Tips should be the curriculum.	Users are paying a lot of money per month to use this app. Let's make this camera feel high-tech and make it easy for users to align themselves to the camera.	Users will receive a questionnaire that will help get them set up to make a swing. Users will need to be able to see the progress of the video uploads. Error messages need to exist.	The uploads need to relate to the rest of the app. Users should be able to view uploads as a way to get to their tips. Easy access to the last 6 swings.	Easy access to the last 6 swings.	Let's simplify this process. The priority should be a quick icon or notion that the user easily understands. It should not be an entire action that users take.	View the pro-tips by the checkpoints that the ML picks up on. Quick and easy user flow to reach the filters, priorities, and pro-tips. Swing Overview AND Checkpoint Notes.	Videos should be tied to the actual swings the user takes. This way users can quickly learn what they did right and wrong in relation to their own swing.	Remove this.