

**Written report: A thousand Yards, 4-063**

**Group members:**

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|---------|-----------------------------|
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## **Terms and Definitions**

- Objective of Golf:
  - Get the golf ball into the hole with as few strokes as possible.
- Strokes are the number of shots you take.
- Different clubs (golf sticks) go different distances and golfers need to choose the correct club to use to get it as close to the hole.
- This gives you a higher chance of getting the ball into the hole.
- Yardage - a distance or length measured in yards or metres
- Bunkers - a pit of sand in the golf course which makes it difficult for golfers to hit the ball to the desired location
- Par - The number of strokes a first-class golfer should require for a particular hole
- Par Score - The number of strokes the player made for the particular hole

## **Abstract**

Our project is a yardage book that aims to allow golfers in Singapore to be able to use them at a cheaper price, therefore allowing them to be able to calculate the distances and strength they have to use in order to get their Golf ball into the hole with as few shots as possible, hence resulting in a better golfing experience with a better score

# **1 INTRODUCTION**

## **1.1 Rationale**

Improve the golfing experience in Singapore by letting golfers better gauge the appropriate distances and use the correct golf club. Improve the chances of foreign golfers winning in local competition by using our resources so that they are able to better gauge the distances. Furthermore, we can use this to promote golf in Singapore as this makes golf more affordable

Background Information:

Foreign golfers' chances of winning in Singapore is lower as they are less familiar with the golf course. Thus, foreign golfers usually come to Singapore many days before the competition to play practice rounds and get themselves familiarized with the golf course. Meanwhile, local golfers are already accustomed to the golf course and have plans and strategies to play

## **1.2 Objectives**

Create a yardage book that is more accessible to everyday golfer while keeping prices low so that many more can get into the game of golf without spending too much in the beginning. Let foreign golfers have a better shot at winning

## **1.3 Target Audience**

Singaporeans who are new to golf and want to try getting into the sport without spending too much money. Foreign golfers who come to Singapore to play competitions but do not have enough time to develop their own yardage books and are unfamiliar with the course that they are playing on

## **1.4 Resources**

A printed yardage book with all our distance markers and some tips to keep golfers out of trouble with an overhead view for golfers to see all the hazards so that golfers can plan their shots and take the fewest amount of shots possible to get into the hole

## **2 REVIEW**

Based on our research, we found the current solutions for Golfers to avoid hazards. These include GPS apps, rangefinders, and yardage books. The latter being very rare in Singapore as it is only found in 3 golf courses in Singapore, namely, SICC, OCC, SCC. However, instead of just solving one problem, we decided to kill one birds with one stone and assist foreign golfers who come to Singapore for golf competitions. Therefore, only yardage books are allowed. This is due to the strict rules that only yardage books are allowed in professional competitions

## **3 METHODOLOGY**

Based on our research, and literature review, we found out that many golfers lacked the appropriate equipment to find the correct distances to the hole and the hazards to navigate the hole. Thus, we went on to find the current solutions that existed. However most of them were not allowed in golf competition while others were too expensive. These include rangefinders, which cost upwards of \$550, to GPS apps, which cost about \$50 a month for a monthly subscription. Hence, we felt that the only viable solution was a yardage book. Yet, they are a rare breed and found on only 3 golf courses in Singapore. Namely, Orchid Country Club, Singapore Island Country Club, and Sentosa Country club. These are 3 of the 17 golf clubs in singapore and we felt that this was not good enough. Furthermore, some of the golf courses had 2 courses and that means that Singapore golf courses lack yardage books to help the average golfer improve their level of golf without spending too much

### **3.1 Needs Analysis**

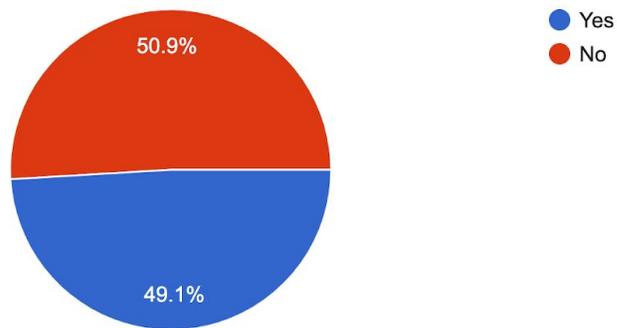
Based on our survey results for our proposal evaluation, we found out that many golfers, despite knowing that finding appropriate distances to the hole and hazards were important, however, they still lacked the distance measuring devices such as a yardage book(mainly because they are rare), and rangefinders(mainly because they cost upwards of \$550).

### 3.2 Survey Results

#### Proposal Evaluation

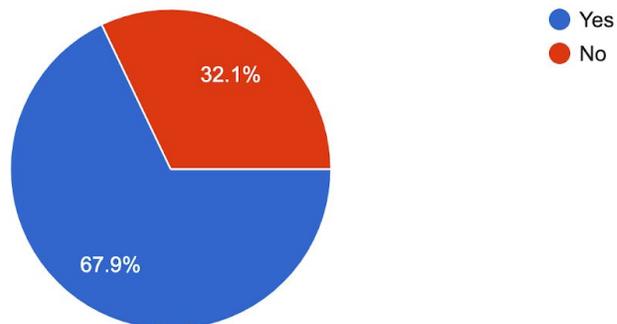
Do you have a rangefinder/ yardage book?

53 responses



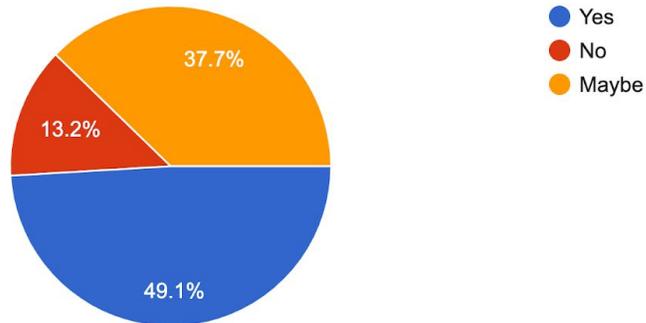
Do you need the proper distance to all hazards and distances to the green and the pin?

53 responses



## Do you think an affordable yardage book would be beneficial for Golf in Singapore?

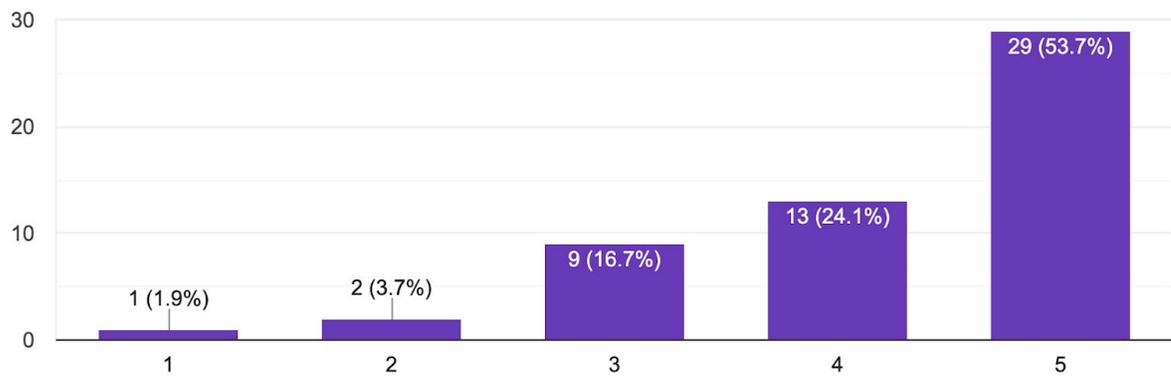
53 responses



## Mid-Term Evaluation

### What do you think of our yardage book?

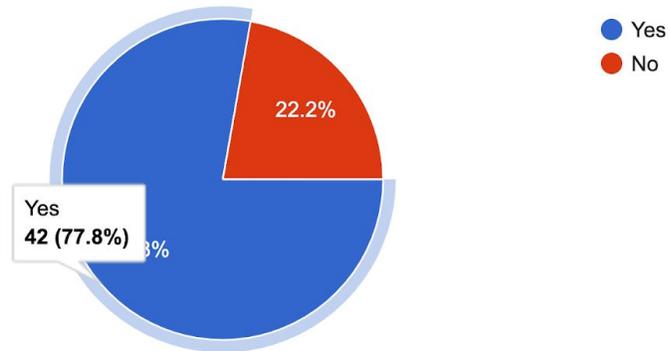
54 responses





## Would you recommend our yardage book to other golfers?

54 responses



### 3.3 Development of Resources

After learning about the way yardage books were produced, we purchased the appropriate equipment and sought help from a professional golfer, Mr Peter Ang, who helped us get precise distances and told us where we should measure distances from. Thus, we are able to verify that our yardage books has accurate distances and this increases the chances of the golfers getting the ball as close to the hole as possible. Subsequently, we went to the golf course a total of 11 times and spent about 50 hours at the golf course to get all the appropriate distances

### **3.4 Pilot Test**

We went to the golf course to let weekend golfers use our resources for us to see the usefulness of it. The outcome of it was about ~ 2.4 fewer strokes for 5 different golfers. Firstly, we went to approach 5 different average golfers to ask if they would like to try our resources. Since they did not have any distance measuring devices, they agreed to use our resources. Subsequently, we waited till they were done with their round and got their score and compared it to their previous scores. Results showed that majority of people who used our yardage book got better results. They had fewer strokes which meant that they had more accurate shots. This was most likely due to an accurate map or yardage book which could show them the directions for the course.

Man 1

Without Resource - ~ 99

With Resource - 97

Junior 2

Without Resource - ~ 86

With Resource - 80

Man 3

Without Resource - ~ 119

With Resource - 108

Man 4

Without Resource - ~ 90

With Resource - 95

Man 5

Without Resource - ~ 78

With Resource - ~ 80

#### **4 OUTCOME & DISCUSSION**

Although we received positive feedback from our pilot testing at marina bay golf course, we were feedbacked that our resource was not weather-proof enough and that we had to make sure it was more aesthetically pleasing. Thus, we went on to laminate our yardage book to make sure that it could withstand most weather conditions while making sure it was coloured so that it would be pleasing to the eye. Furthermore, we even went on to make the yardage book more aesthetically pleasing and clearer to read.

#### **5 CONCLUSION**

A Thousand Yards has always been challenging to undertake, requiring many hours of laborious work to do surveys, measure distances and finally producing a high-quality yardage book which is our resource. Critical thinking included while planning out the design for the yardage book. Teamwork which was needed while discussing about different topics and also while measuring the distances. Communication skills were also shown when communicating with others including golfers which took part in our surveys. Determination and hard work was the last elements required for us to complete the project where much time was spent refining the resource and fulfilling other requirements.

#### **REFERENCES**

Strege, J. (2015, July 20). Track Notes: Yardage books for the rest of us. Retrieved from <https://www.golfdigest.com/story/post-5>

#### **IMAGES**

Course, M. B. (n.d.). Marina Bay Golf Course. Retrieved from <https://www.mbgc.com.sg/play/marina-bay-golf-course/>

