

1. Run Tracker

This app would help users track and plan their fitness journey. Users will get encouragement to continue pursuing their goals. Trends will be assessed and graphs can be created to visualize pace increases, personal bests, and weekly mileage. There could also be a pace calculator function. The audience would most likely be runners or fitness enthusiasts who are interested in getting encouragement for their running goals.

Users can input a CSV of workout data such as miles, time, or pace from a fitness tracker like Garmin Connect, Strava, or Nike Run Club. This data will be displayed to users in an easy to understand format. Users will be able to view trends in their training in bar graphs.

Some challenges could be inputting data from other services. I am not sure how easy it would be for users to import a CSV or if it would be easier for them to input data day-by-day. I am also unsure how to make this visually appealing for users.

Vignette: Bob is training for his first 5k race. He is using Garmin Connect to track his runs but wants a more personalized experience. He inputs data from his last month of training and his goals into Run Tracker. Run Tracker gives him insightful information about trends in his training and gives him encouragement to continue running. Bob can input his run data each day to get more training insights.

2. Dress for the Weather

This app would help users know what to wear depending on the weather. Users can input their location and the app would access weather data for the location from an API like OpenWeatherMap. There could be visual icons of the weather or of possible outfits. There could be a personalized experience by taking wind or UV into consideration, users could be advised to bring a scarf or apply sunscreen. Users will also get information about the weather throughout the day so they know what to pack.

One challenge could be knowing how to provide useful suggestions since every user will have different preferences on what to wear in different climates. I am unsure how I could implement the option to indicate what the user will be doing as going to work on a snowy day would be different than going on a run on a snowy day.

Vignette: Sue lives in Des Moines. With the ever-changing Iowa weather sometimes she struggles to know what to wear. She uses the app one day and sees that it is going to be 50° and is

supposed to rain in the afternoon. The app recommends she wears pants, a long sleeve shirt, and packs a rain jacket. She enjoys the personalized experience and that the app reminds her to bring an umbrella.

3. Song recommender

Users can discover new songs by inputting information about their favorite genres and other music preferences. The app will suggest similar songs based on the attributes of the users favorite songs. The interface will include simple filters like mood, tempo, or energy, and results will be displayed in an easy-to-read format, including the song title, artist, and why it was recommended for them.

One challenge might be figuring out how to work with a large dataset of songs. It may be easier to suggest new releases or help users know when their favorite artists are releasing songs. Another challenge could be figuring out how to suggest relevant songs for users. Visualizing the songs by adding photos of the album covers could also add to the user experience.

Vignette: Shelby loves upbeat pop music and wants to find new songs for her playlist. She uses the Song Recommender and selects the "Pop" genre and types in two songs that she enjoys. She receives a list of pop songs that are similar to her favorites. She also gets an alert that her favorite artist is releasing a new song on Friday.