**Runwize App Growth Roadmap**

To enhance user engagement, increase monthly average users by 15%, and boost paid subscription count by 20% within the next six months, here’s a strategic roadmap:

**Month 1-2: Research and Data Analysis**

* Conduct user surveys to understand their needs and preferences.

**Current Features of RUNWIZE**

1. GPS route tracking, which informs users about their route distance.
2. Users can design runs of 5k, 10k and 20k routes on a map before setting off.
3. Users can set notification reminders to run on specific days.
4. Tracking metrics about a particular run including pace, heart, stride length, and cadence (when using a compatible watch)
5. Users can set weekly distance targets.

**User Feedback RUNWIZE**

1. "The weekly distance targets can be discouraging for someone just starting out. I’d like more flexibility in setting achievable goals that match my fitness level."

2. "The app could provide more guidance on how to interpret the metrics like stride length and cadence. As a beginner, I’m not sure what these mean for my running."

3. “The reminders feature doesn’t always send me notifications on the correct day”

4. "There isn’t enough post-run analysis. I'd appreciate more detailed feedback on my performance and suggestions on how to improve."

5. "The app is missing advanced training features like interval training programs or customisable workout plans tailored to specific race preparations." User feedback

6. "Heart rate data is tracked, but the app doesn’t offer advanced insights or the ability to create heart rate-based training zones, which are essential for serious training."

7. "Setting weekly distance targets is useful, but I’d like to set different types of goals, such as improving my pace or increasing the number of runs per week."

8. "The app’s social sharing features are quite basic. It would be great to have more community interaction, like joining virtual running clubs or participating in challenges."

9. "The reminders to run are helpful, but they lack personalisation. It would be better if the reminders could adapt to my running habits and rest days."

10. "I'm concerned about the safety of sharing my running routes publicly. It would be reassuring if the app had more robust privacy settings and safety features."

* Analyse app usage data to identify engagement patterns.
* Perform competitor analysis to benchmark features and subscription models.

Here my competitor is **Strava** [[1]](#endnote-1)a fitness tracking app that makes fitness social. The app houses your entire active journey in one spot, allowing you to share it with friends. You can track your running...

Current Features for Strava:

1. **Track Activities**: Record your runs, rides, hikes, yoga, and over 30 other sport types using GPS.
2. **Community and Challenges**: Connect with millions of runners, cyclists, hikers, and other active people. Join challenges and share photos from your activities.
3. **Training and Performance**: Analyse your stats, compare performance with friends, and climb leaderboards. [Set personal records and track your progress](https://www.strava.com/features)
4. [**Routes Recommendations**: Discover popular routes based on your preferences using the Routes tool1](https://www.strava.com/mobile)
5. **Challenges**: Join virtual competitions, participate in challenges, and earn achievements.

**Customers feedback on Strava**

1. “Issues with subscription. Strava took two payments and couldn’t get support or contact them”
2. **“**All features are now paywalled, and the app used to be better”
3. “Expressed disappointment with Strava’s greed and switched to another free app”
4. **“**Impossible to contact Strava for adjustments to their activities”
5. **“**Experience of incorrect data in the app and felt let down by the paid subscription”
6. “Strava’s data accuracy is not trusted and relies on a Garmin watch”
7. **“A customer** called Strava “absolute rubbish” due to tracking failures and messed-up timing.”

**Month 3: Feature Development and Optimization**

* Develop new features based on research insights.

**NEW FEATURES DEVELOPED BY 3 ENGINEERS AND 1 DESIGNER**

Based on the current Features Runwize had, I had to assign the 3 engineers and 1designer to develop new features

1. **Community and Challenges**: Connect with millions of runners, cyclists, hikers, and other active people. Join challenges and share photos from your activities.
2. **Training and Performance**: Analyse your stats, compare performance with friends, and climb leaderboards. [Set personal records and track your progress](https://www.strava.com/features)

* Optimize the app’s user interface and experience for better engagement.

The UX Designer steps in at this point to make the app’s user interface more flexible for better engagement.

* Implement A/B testing for feature releases to measure impact.

In statistical terms, **A/B testing** is a method of two-sample hypothesis testing. This means comparing the outcomes of two different choices (A and B) by running a controlled mini experiment. This method is also sometimes referred to as **split testing**.

**Month 4: Marketing and Promotion**

* Launch targeted marketing campaigns to attract new users.

To run targeted marketing efforts and attract new users as the Product Manager, I devised the following techniques.

1. **Identify Your Target Audience**:

* **Fitness Enthusiasts**: People who are looking to get in shape, track their progress, or improve their overall fitness level.
* **Runners and Joggers**: Individuals who are already active and want to monitor their running performance.
* **Beginners**: Those who are new to running and need guidance, training plans, and motivation.
* **Competitive Runners**: Athletes who participate in races and want to optimize their training.
* **Health-Conscious Individuals**: People interested in maintaining a healthy lifestyle.

1. **Leverage Data and Analytics**:
   * Collect and analyse data to inform your marketing decisions. Understand customer behaviour, preferences, and pain points.

Use tools to track user interactions, website visits, and campaign performance. So, the tool I used is **Google Analytics**:

* Google Analytics allows you to monitor and analyse user interactions, providing valuable insights into visitor behaviour, preferences, and engagement on your website.
* [Key features: Traffic measurement, page performance analysis, and behaviour tracking](https://www.bing.com/aclick?ld=e8GHZz5dAJDGw4RoC4bmBjDzVUCUwG8_ovkaJ0QXUWysQ0AX03TSIg-qZm6JSTeub340WbiTLMQE0rJDKLyK5azaBLJZVx6oKzomGOpTFZMvbw103YxAgUUf6MZx6Nvz_3kVWOrJIh9RgZNPs1d5oD-2wD7B6ScqH1zq3Y2bK8FgS-E83Z&u=&rlid=7452cf4e6f14153ac027a93d820523d1)

1. **Personalization and Customization**:
   * Tailor your messages to resonate with specific audience segments. Craft personalized content that addresses their needs and interests.

“*Welcome to RunWize! We’re thrilled to have you join our community of passionate runners. Whether you’re a seasoned marathoner or just starting your running journey, we’re here to support you every step of the way”*

*Here are a few things to get you started:*

* ***Set Your Goals:****What are you aiming for? Whether it’s improving your 5K time, conquering a half marathon, or simply staying active, let us know your goals so we can cheer you on!*
* ***Explore Our Features:****From personalized training plans to tracking your progress, our app has everything you need. Look around and make yourself at home.*
* ***Connect with Others:****Running is more fun when your part of a community. Join our social groups [Instagram, Linkedln, facebook, X] share your achievements, and encourage fellow runners. You’re among friends here!*
* ***Stay Inspired:****Follow us on social media for motivational quotes, running tips, and success stories. We believe in you, and we’re excited to see you crush your goals.*

*Remember, every mile counts, and every run is an accomplishment. Lace up those sneakers, hit the pavement, and let’s make those endorphins flow! 🌟*

*Happy running!*

*[Runwize App Team]*

* + [Implement dynamic content based on user behaviour, such as personalized email recommendations2](https://www.aquarius.com/insight/what-is-targeting-in-marketing).

Certainly! By implementing dynamic content based on user behaviour, especially for personalized email recommendations, is a powerful strategy to engage users and enhance their experience. Here are some steps that was taken:

**Automate Triggered Emails**:

* Set up automated email workflows triggered by specific recipient behaviours, such as abandoning a cart, subscribing to a newsletter, or making a purchase.
* Customize the content of these emails based on the triggering event.

[Provide relevant information, incentives, or product recommendations to nurture engagement](https://chamaileon.io/resources/creating-dynamic-content-for-personalized-email-experiences/)

**Dynamic Content in Emails:**

Utilize dynamic content to showcase personalized offers, discounts, or product recommendations based on the recipient’s preferences, purchase history, or browsing behaviour

[For instance, include product recommendations based on a subscriber’s past purchases or browsing history](https://propellant.media/personalization-effective-email-marketing-strategies/).

1. **Integrate Digital Channels**:
   * Utilize various channels (social media, email, SEO, etc.) to reach your audience where they are.
   * Consistent messaging across channels reinforces your brand and increases visibility.
2. **Content Marketing and SEO**:
   * Create valuable content that educates, entertains, or solves problems for your target audience.
   * Optimize your website for search engines to attract organic traffic.

* Promote new features to existing users through in-app notifications and emails.
* Partner with influencers or brands for co-marketing opportunities.

**Month 5: Subscription Model Enhancement**

* Introduce flexible subscription plans with different price points.
* Offer trial periods or discounts to convert free users to paid subscribers.
* Implement a referral program to encourage word-of-mouth promotion.

**Month 6: Review and Scale**

* Review the performance of all initiatives against KPIs.
* Scale successful strategies and refine underperforming areas.
* Plan for the next phase of growth based on learnings and user feedback.

Throughout the six months, continuously monitor key metrics, gather user feedback, and adjust strategies as needed to ensure the roadmap is on track to meet the targets. 📈

# References

[Features of Strava - Search (bing.com)](https://www.bing.com/search?q=Features+of+strava&qs=n&form=QBRE&sp=-1&ghc=1&lq=0&pq=features+of+strava&sc=11-18&sk=&cvid=8F00E5BAF4FB4AD789FF729642F74194&ghsh=0&ghacc=0&ghpl=)

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[Amazon: Daily Deals (youtube.com)](https://www.youtube.com/watch?v=BAVR3ysVdVI&t=335s)

[How to build a product roadmap (w/ Google PM) (youtube.com)](https://www.youtube.com/watch?v=BAVR3ysVdVI&t=335s)

1. [↑](#endnote-ref-1)