



Improving RunWize: Strategy for Enhanced Engagement and Expansion

Six-Month Strategic Plan



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Introduction

RunWize aspires to become the leading fitness app in the UK by providing innovative tools and features for runners.

- Present challenges include a decrease in monthly users
- 10% churn rate among paid subscribers in the last three months.

Business Objectives

- Achieve a 15% growth in Monthly Average Users (MAU) in the next six months
- Increase paid subscribers by 20% within six months

Key User Feedback

- Flexible Goal Setting: More adjustable fitness objectives.
- Metric Guidance: Improve comprehension of stride length and cadence. - Reliable Notifications: Address reminder notification issues.
- Post-Run Analysis: Detailed performance comments and improvement recommendations
- Advanced Training Features: Interval training and bespoke exercise routines
- Enhanced Social Sharing: Increased community connection, such as virtual running clubs
- Privacy and Safety: Concerns about sharing running routes publicly.

Proposed Roadmap

Month 1

Flexible Goals

Introduce
customize fitness
goals

Month 2

Metric Guidance

Provide explanations and
tips for understanding
running metrics

Month 3

Post Run Analysis

Offer detailed feedback
and improvement
suggestions.

Month 4

Advance Training Features

Implement interval training
programs and customizable
workout plan

Month 5

Social Features

Enhance community
interaction with visual
clubs and challenges

Month 6

Privacy and Safety Enhancement

Strengthen privacy
settings for route sharing

Development Methodology

Regular Sprints

Plan bi-weekly sprints to release updates and new features incrementally.

Balance

Focus on both new feature development and maintaining the existing system.

Metrics and Validation

Performance Metrics

- Monthly Active Users (MAU): Track growth and engagement
- Paid Subscribers: Monitor subscription rates and retention.
- User Engagement: Measure daily active users, session length, and feature usage.
- Validation Methods
 - A/B Testing: Test new features with user groups to measure effectiveness.
 - User Feedback: Collect and analyze feedback through surveys and in-app prompts.
 - Usage Analytics: Use data to understand feature adoption and user behavior.

Summary

The roadmap concentrates on resolving user challenges, introducing valuable new features, and ensuring system stability. Anticipated results include higher user participation and subscription growth, in line with business goals.



Thank you

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