Walking trails with Kristie 2-20-23

Green route – longest route

1. Signage to have enough to draw attention to app but not so much as not go to app, need Communications to weigh in & help design to catch people
2. How far apart do we want signs: if doing workout on trail, how many stretches/resistance training be enough but not too much. One every ½ mile = 6 signs,
3. Stretch vs resistance training: do we do only resistance & stretch is for “other information on app” Do one stretch + one resistance training
4. All signs the same – stop & do a stretch, use the bench for muscular training – get our app

What information do we want to collect

1. App ask to register (no email – just user name & password) – just ask to register but no email
2. Personal data: height, weight, perceived level current level of fitness, age, gender
3. Rate content!!!!!! How often using content – track where they are clicking (if not register, can still know clicks)
4. Tracks them: how long walk, how often are they using it, which trails used

Assurance – not use email

3 benches & signs @ mile markers – take people to app

GREY

1.5 mile

GOLD

1.19 miles

GREEN

3.24 miles

Other considerations

* Nutrition
* Safety – watch your environment
* Weather/hydration
* Intensity/heart rate
* Walking mechanics
* Shoes/attire
* Injury prevention
* Botany of environment

For each touch point

Map of the route with touch points where signs are (interactive)