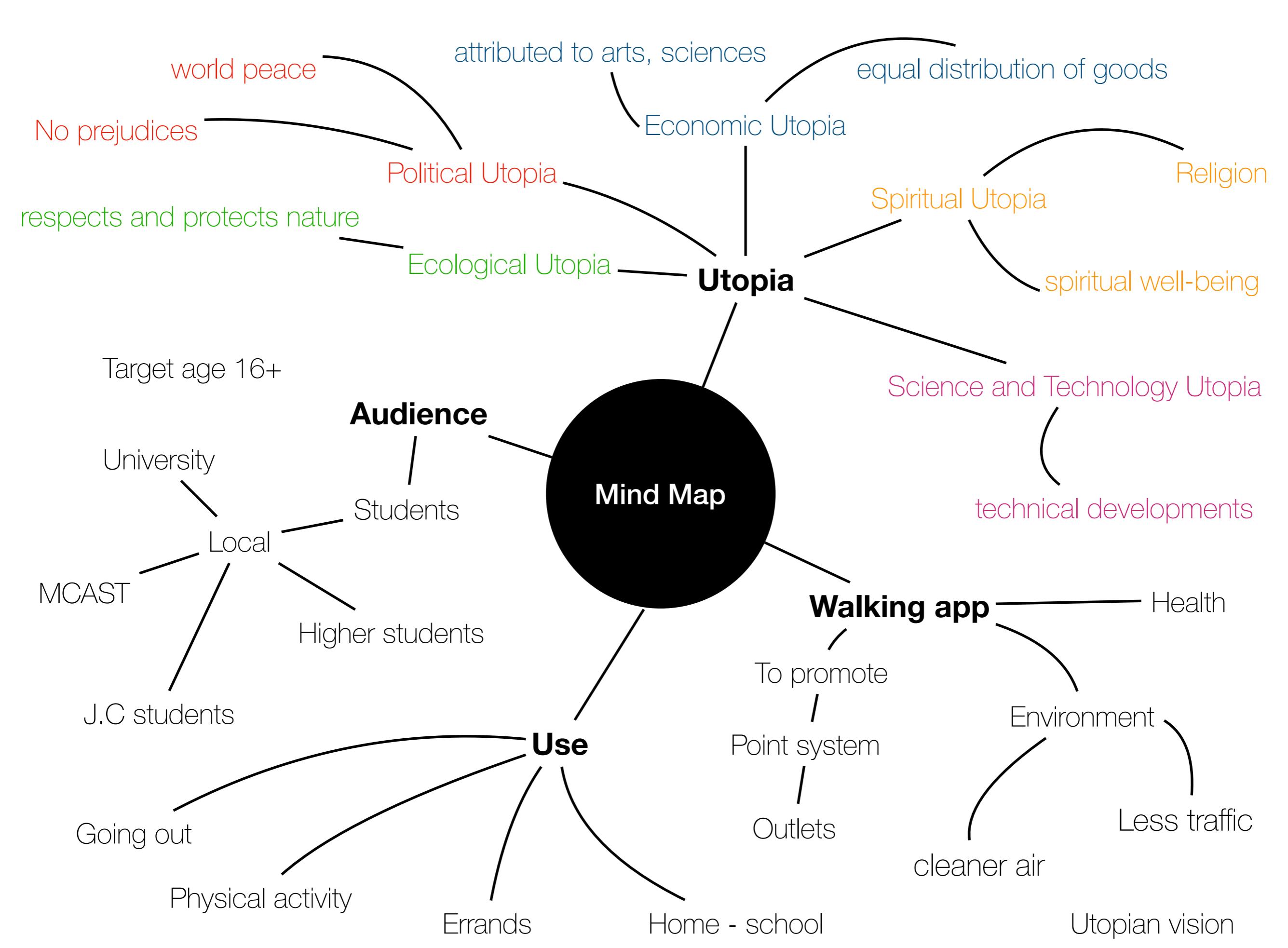


# Walking App

Maria Degiorgio, Luigi Rizzo, Daniela Baldacchino  
Gaynor D'Amato



## **Stephanie, 20**

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### **Lives:**

Gudja



### **Relationship statuses:**

In a relationship

## **Dependents**

Lives at home together with her parents and her fifteen year old brother.



## **Job:**

Stephanie is a full-time second year student at the University of Malta, studying English and psychology.

She also works as a part-time waitress, having two shifts every week.

## **Story:**

- Her hobbies include; reading, going out with friends and family, tennis, art and cars.
- Stephanie is motivated by the support of her family and friends, by achieving good results and doing things for good causes.
- Her goals in life are to graduate to become an English teacher and to be over all happy in life.

# Francesco Russo, 21

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## Lives:

Msida, Malta



## Relationship statuses:

Single



## Job:

Student at the University of Malta - Enrolled in Bachelors of Science in Sports and Physical



## Story:

Family info:

- His family is composed by his father, mother and a younger sister.
- They live together in a house in Italy.
- His father has a small business, his mother is a primary teacher while his sister is still studying at school.

Character and Personality:

- Dedicated in what he does, adventurous and courageous, active person while also being very friendly.

## **Francesco Russo, 21**

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Hobby:

- Main hobbies - Playing football
- Other hobbies: Hanging out with friends, watching movies or sport, and travelling.

Commitments:

Apart from university duties, he trains football 4 times a week with Gzira United.

Use of Technology:

Extremely confident with different devices and software

Technological Belongings:

Laptop and Smartphone

## **David, 20**

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### **Lives:**

Hal ghaxaq Malta:



### **Job:**

full time university student. Studying to become a musician  
Part time plays in bars



### **Dependents**

Lives with his parents along with four brothers



Medical health – he is extremely thin

Social aspects - he does not have time to socialize since he is too work oriented.

Hobbies – playing instruments

Habits – he enjoys shopping especially musical instruments

Goals- his goals is to graduate and become a full time music teacher

## Jake, 24



### Lives:

Fgura, Malta



### Job:

Full time student

Family company - Taxi company



### Relationship statuses:

Single



### Salary/Income over outcomes:

#### Income:

Good wage from working at his parents Taxi company

Stipend

#### Outcome:

House Loan ( at Naxxar),

Diesel for his car,

Daily basic needs : food (lunch), school supplies (laptop), cloths, car repairs.



### Dependents

Lives with parents,

Financially independent



## Jake, 24

---



### Story:

Lives in Fgura, 45 min away from Mcast

MCAST student - Marketing course

Loves to save money

Owns two cars

- an expensive Sunday car
- An every day car to go to school with

Free time :

- Play computer games
- Programming and coding

A good businessman

Has a lot of connections

- Powerful business man
- Politicians

Health issues and complications

- Overweigh and obese
- pain in legs

Financially stable:

- Manages parent's Taxi company
- Works their part time, during weekends and after school

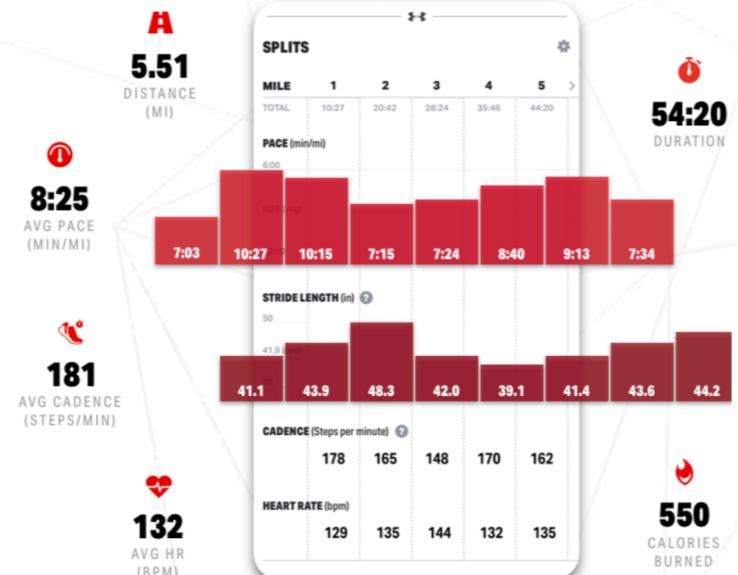
## Similar apps:



The best mobile walk tracking experience, backed by the world's largest digital health and fitness community.

### THE DATA TO MAKE YOU BETTER

Break down your performance with easy-to-read charts and graphs.



Data: Heart beat, calories burned, duration, distance, step per min and average steps

## MAKE MOVES, TOGETHER

Start challenges with friends and push your crew to set new goals.

## TAKE ON NEW CHALLENGES

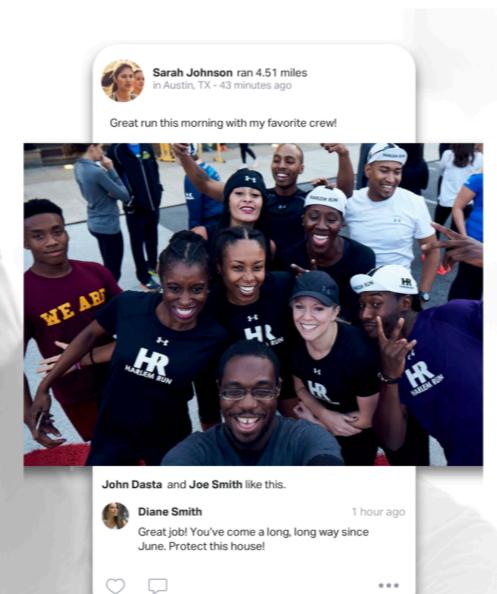
Think you can complete 1,018KM in 2018? Join the community challenge and compete to win exclusive gear.

[VIEW CHALLENGES](#)

Weekly challenges

## THE #WEWILL MOVEMENT

Join UA MapMyWalk and do big things with the world's largest fitness community.



Social aspect - fitness community

## WORKS WITH YOUR FAVORITE DEVICES



APPLE WATCH

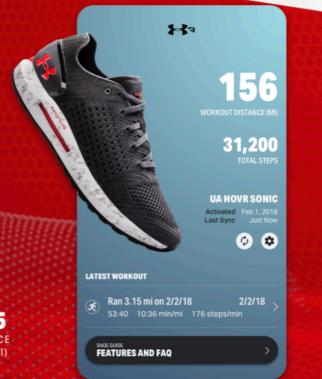


SAMSUNG GEAR S3  
SAMSUNG GEAR FIT2

## SYNCs WITH UNDER ARMOUR SMART SHOES

Get the shoes that track everything a runner needs—from pace to your stride length and cadence.

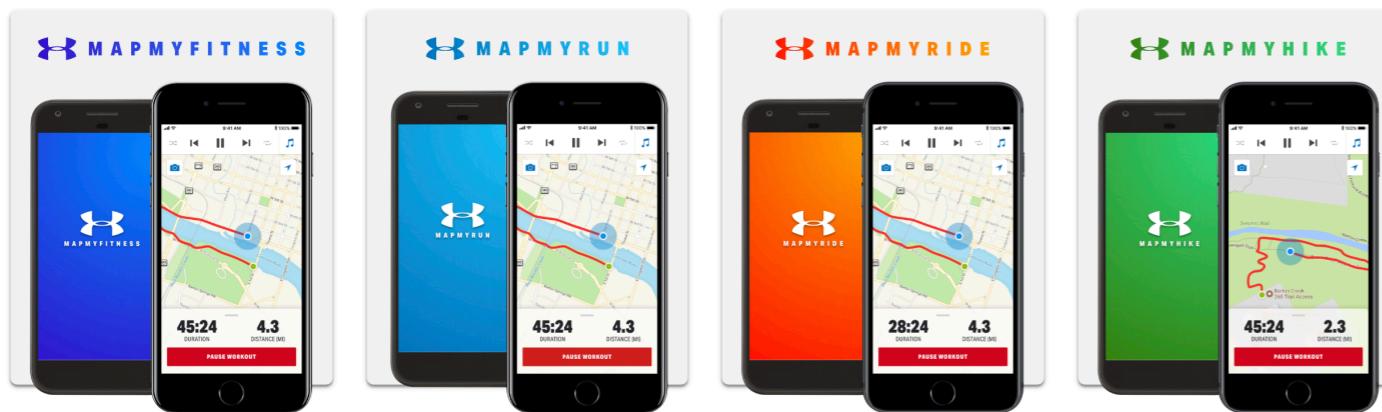
LEARN MORE



Connects with other devices and accessories

## OTHER UA FITNESS APPS

No matter how you stay fit, we have the app to help.



A specific app for different activities: fitness, run, ride and hike



Search 17:08 65% pts

7,557 pts >

Show Barcode

02/07/2018 spent

Intercomp	+ 240 pts
Sliema	
02/07/2018	
Lava Rewards	+ 20 pts
System	
02/07/2018	
Lava Rewards	+ 175 pts
System	
02/07/2018	
Homemate	- 200 pts
Mriehel	
02/07/2018	
Intercomp	+ 200 pts
Sliema	
02/07/2018	
Lava Rewards	+ 2 pts
Home	
Our Brands	
Locations	
News	
Menu	

Want to know how Lava Rewards works? Simple!



#### Sign Up

to Lava Rewards on our website  
or by [downloading the App](#)



#### Dine or Shop

at any of our restaurants or  
shops



#### Collect Points

on the amount spent when  
showing your app or card



#### Treat Yourself

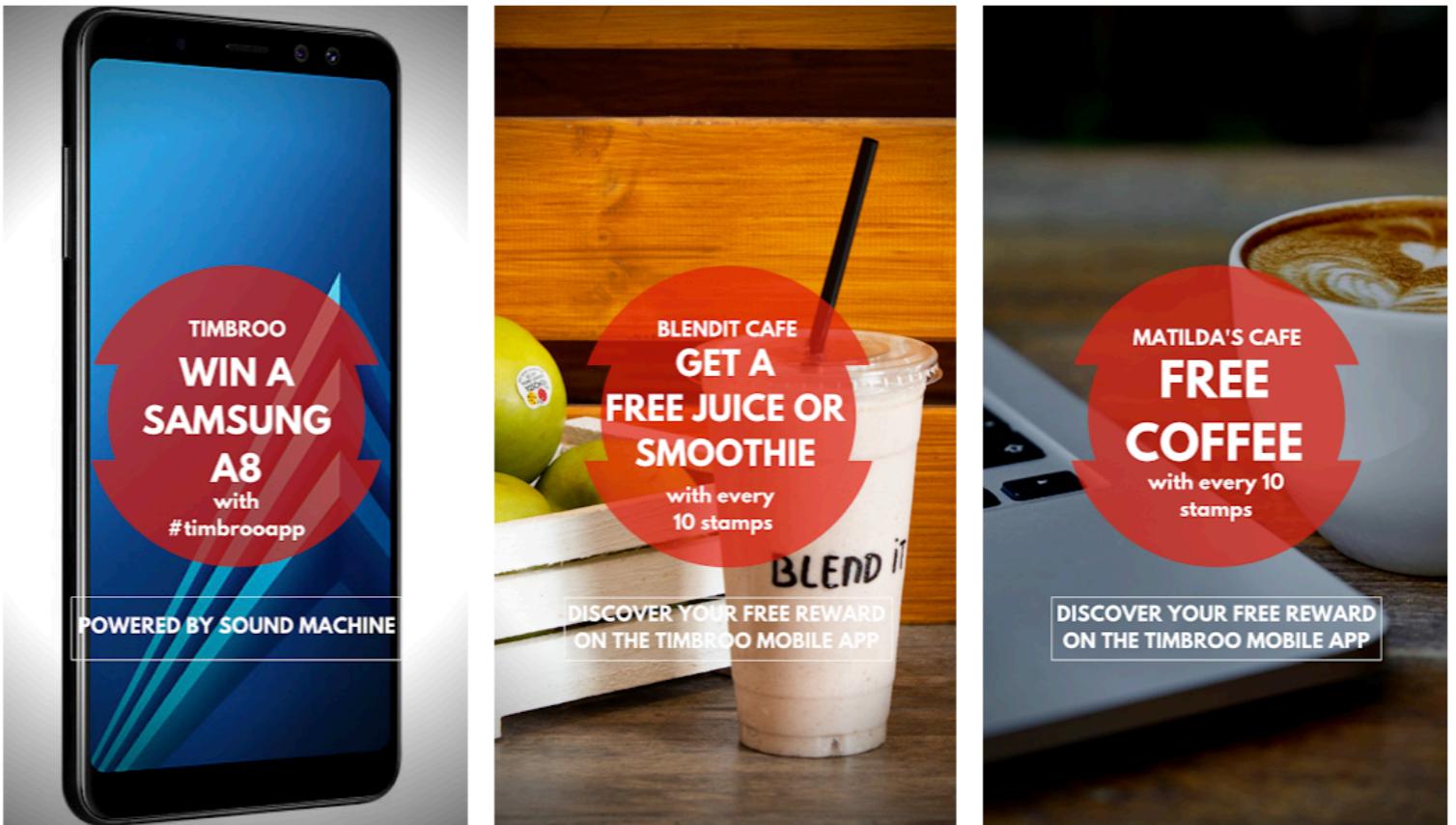
by exchanging points for money  
off your next purchase.

## Local App

Similar - Concept - how it works  
System - point system

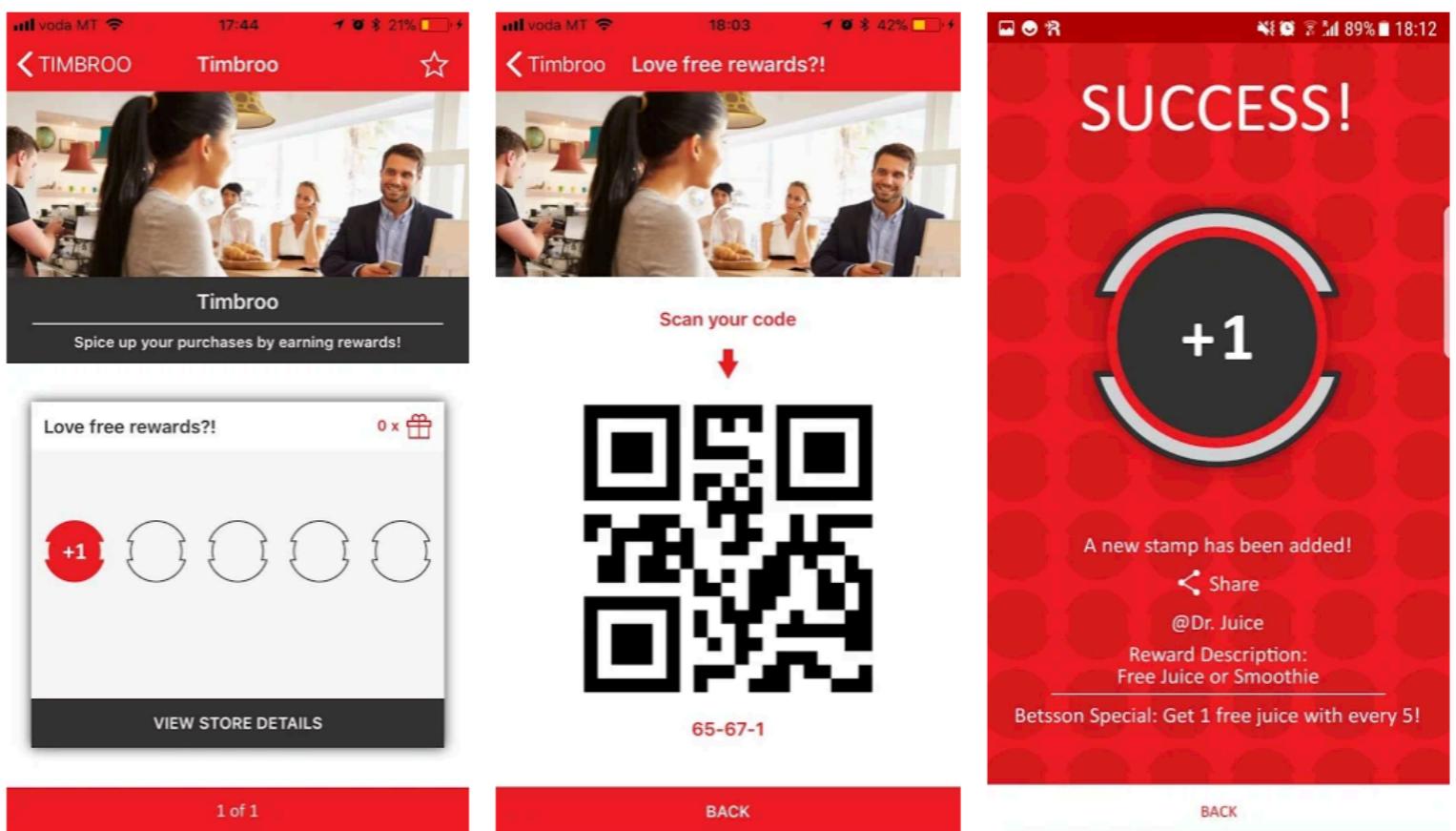


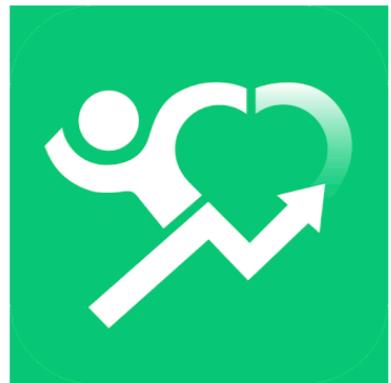
# Timbroo



## Local App

Similar - Barcode and point system





Charity Miles is a running, cycling and walking tracker app that tracks how many miles you've covered during your fitness routine. Plus, Charity Miles also earns money for charity on your behalf for every mile you move, via brand fitness exercise sponsors like Humana, Johnson & Johnson and Chobani!

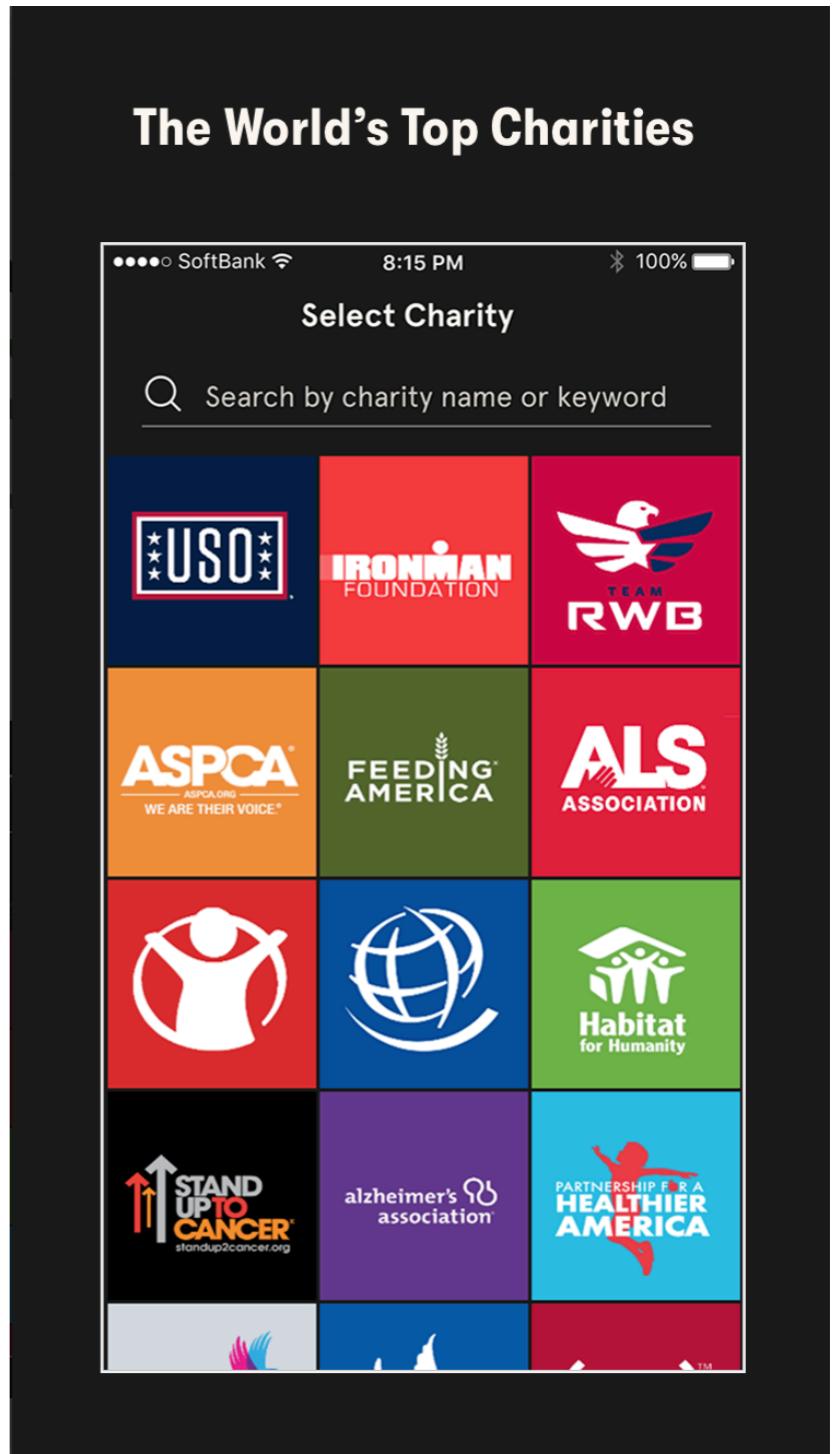
## Charity Miles Walk&Run Tracker

### Meet Our Charities

We're proud to partner with over 40 world-class charities that are making a big impact for health, children, animals, the environment, education, veterans and more.



Similar Purpose and aim - a good cause



# Other app features / competitors:



## Sweatcoin Pays You To Get Fit

**Sweatco Ltd** • Health & Fitness

★★★★★ 51,380

3 PEGI 3

Contains ads

Add to wishlist

Install

Great way to stay fit!!!! JASMINE BENNETT

Just bought new Nike's OLIVER N.

Convert steps into currency

Spend on gadgets, etc.

Turn activity into money

2,003 Total steps

£ 1.80 Earned today

Offers for today iPhone X Silver Vivo Barefoot Shoes See new offers

Sweatcoin is a new breed of step counter and activity tracker app that pays you digital currency - sweat coin – for your steps to spend on gadgets, sports kit, fitness training, healthy nutrition and

Uses digital currency



## Walkmeter Walking & Hiking GPS

Walk, Hike, Run & Ride Tracker

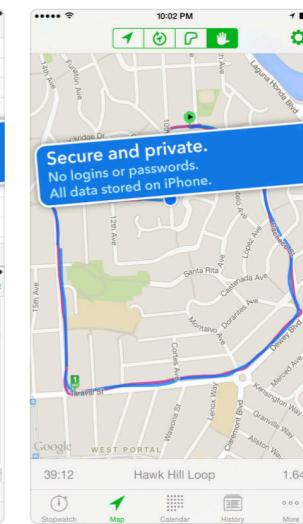
Abvio Inc.

★★★★★ 4.4, 646 Ratings

Free • Offers In-App Purchases

## Screenshots

iPhone iPad Apple Watch



- Records a wealth of data — Macworld
- Clean, easy-to-use — New York Times

Safety feature and social aspect - apps Maps and data are uploaded live



## Nike+ Run Club

Nike, Inc. • Health & Fitness

★★★★★ 752,798

3 PEGI 3

Add to Wishlist

Install

Audio Guided running workouts  
Weekly Spotify playlist

Get the most out of your run with coaching, workouts, and music.

**RUN WITH MO**

37 Minute Workout

NIKE+ TRAINING CLUB

Run smarter and train better with over 100 workouts created by Nike Master Trainers.

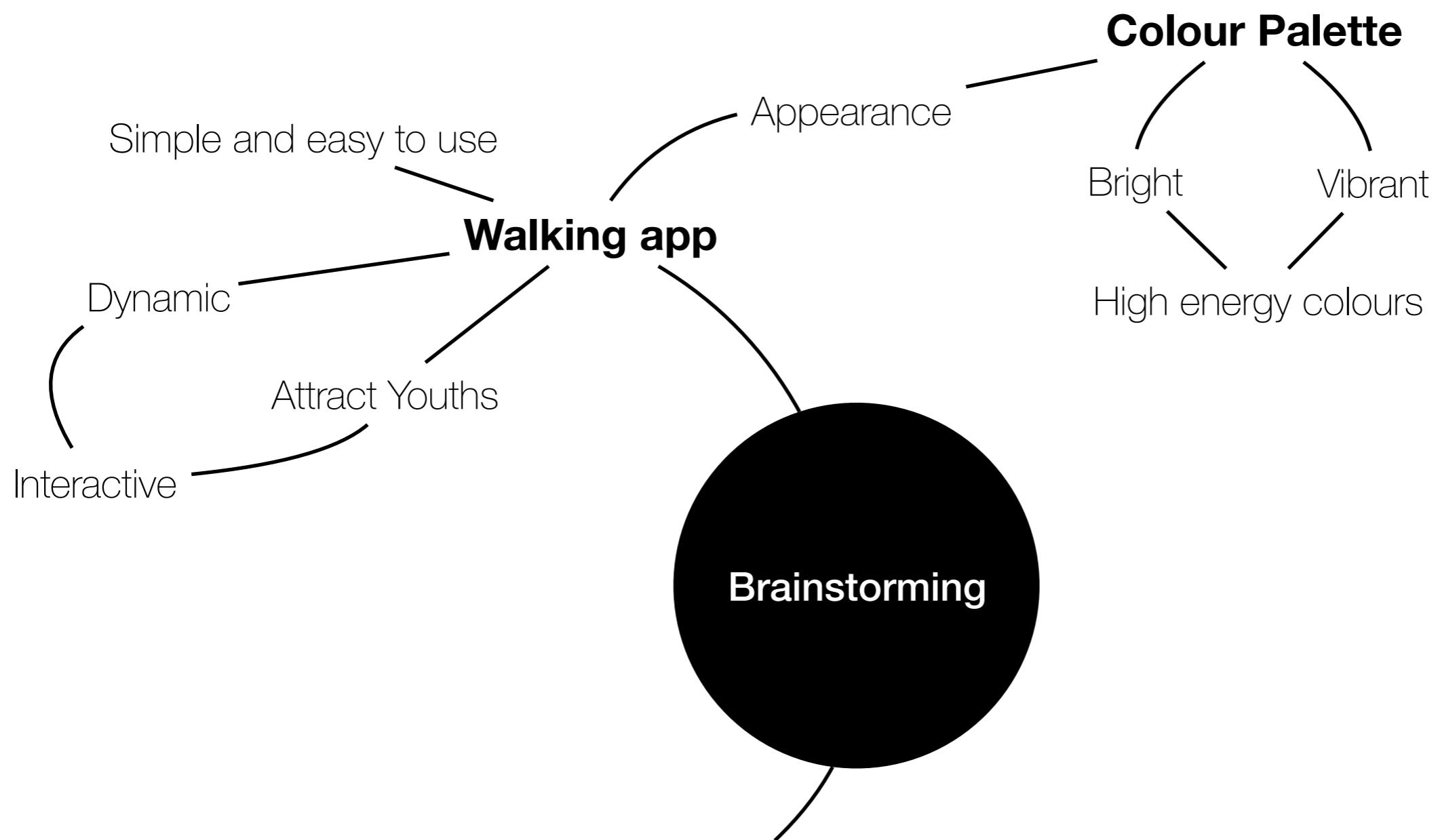
LEARN MORE

SPOTIFY PLAYLISTS

Run to the sounds of NRC Live Sessions, with playlists updated weekly.

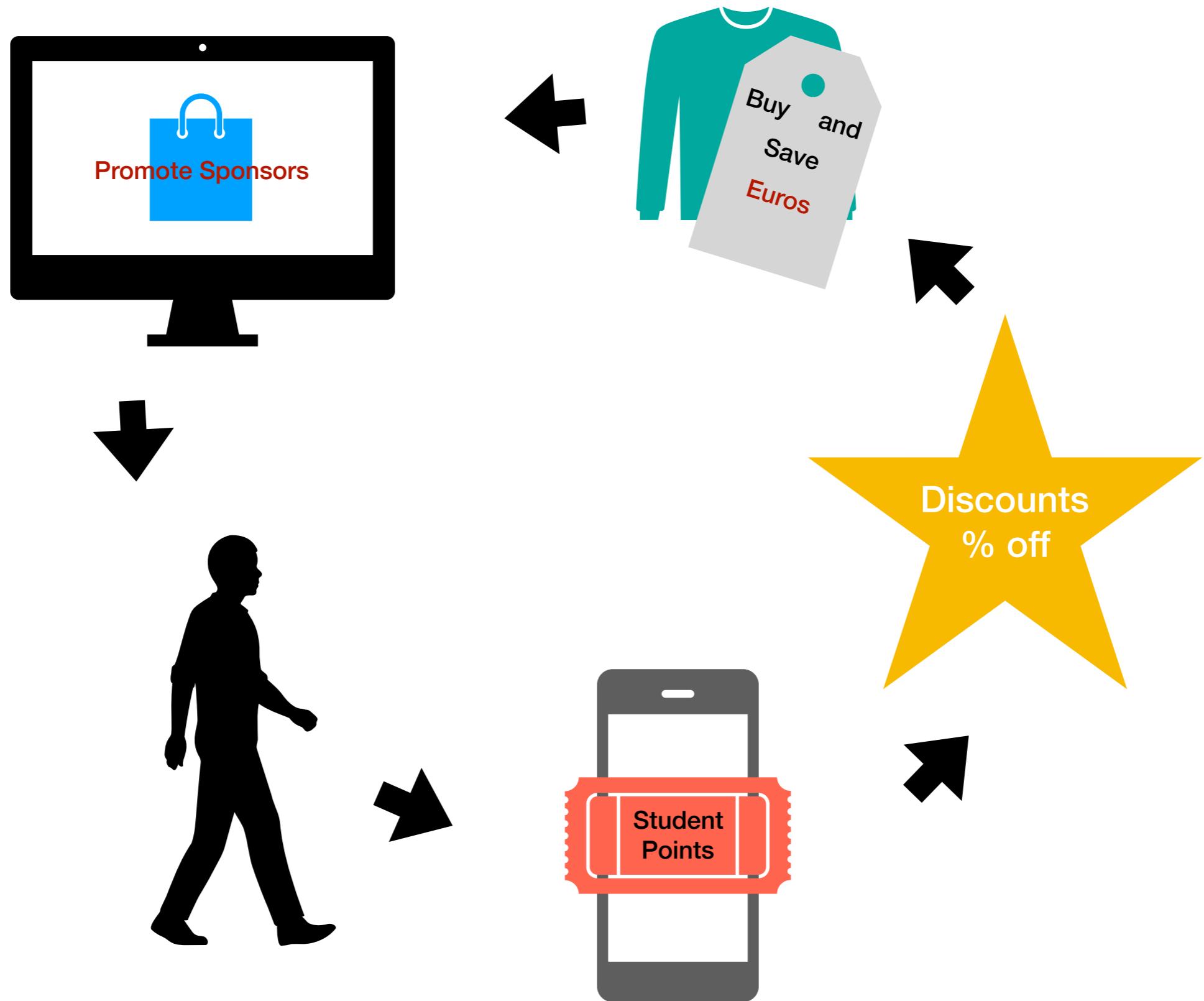
LISTEN NOW

START



**Aim:** Our aim is to introduce teenagers and adults to a better changing world. This app's main aim is to reduce pollution and traffic which are harming the surrounding environment. It also serves as a physical exercise which will then help you carry out your daily work.

## Our system:



## Pain points & solutions

### Pain points

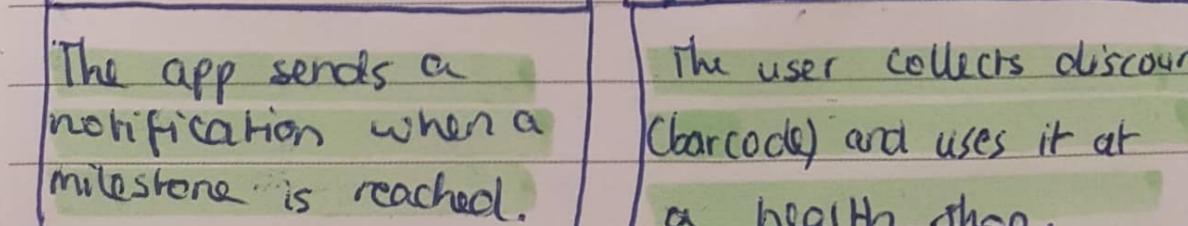
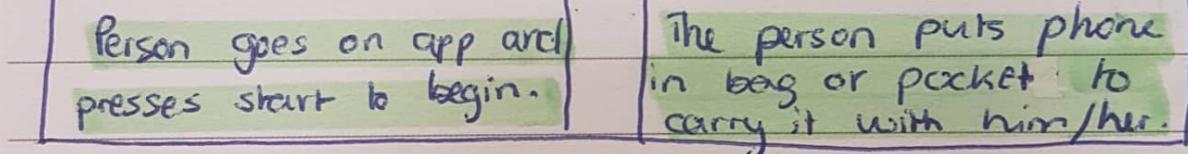
- Since our personas are all full-time students, their free time is limited; thus they don't have a lot of time left for walks.
- Some of our personas also work part-time; therefore, less time is dedicated for the app.
- People having difficulties with walking are unable to use the app.
- 'Stephanie', one of our personas is a car enthusiast, which makes her less likely to use the app as frequently as other users.
- 'David', one of our personas, needs to carry musical equipment which tends to be heavy. This means that he is more likely to drive his car than walking.
- David spends a lot of his time studying and working which leaves him with a little free time.
- 'Francesco', after school hours, trains football four times a week, leaving him with a little free time.
- Jake, being a car owner himself, finds it very comfortable driving to and from places.

## **App advantages**

- The app can be of an advantage when students are walking on campus between lectures.
- Since Francesco and Stephanie are athletic, the app would appeal to them both. When going on walks, the app will be highly useful.
- Francesco walks to and from school and also goes on foot for his training sessions.
- Since Jake is looking to better his health and lose some weight, the app would make the experience better, easier and rewarding.
- As a way of relieving stress, David and his friends sometimes take walks during their free hours, where they can utilize the app.
- Students use the app between lectures when they are walking around campus, and when they are walking towards the bus stop or the car.

# Story board

## Storyboard.

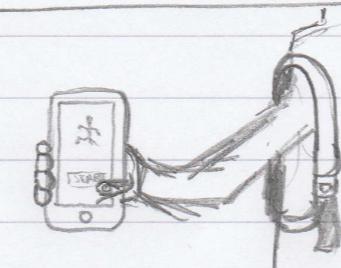


Francesco lives in Imsida.  
To go to university, you usually walks it (unless it is raining)

## SCENARIO

5 - 10 minutes walk

to university



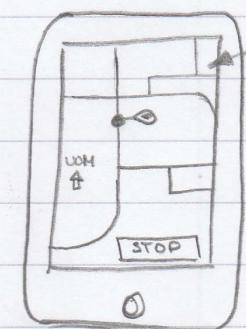
As soon as he leaves from home, he opens the app and starts counting kms

### STARTING SCREEN



### HOME TO UNI

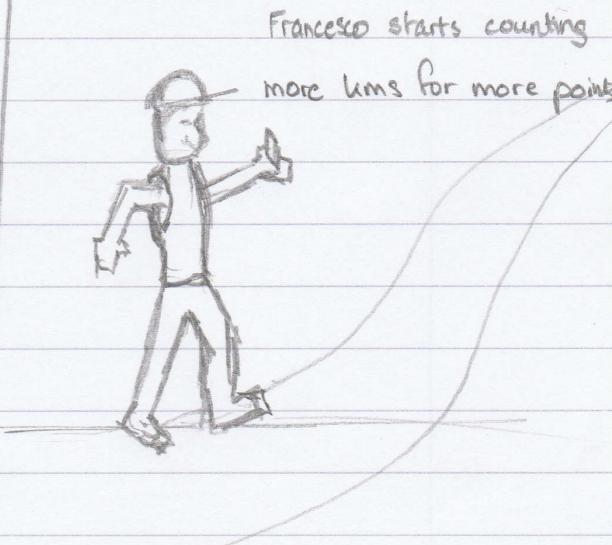
### ARRIVING



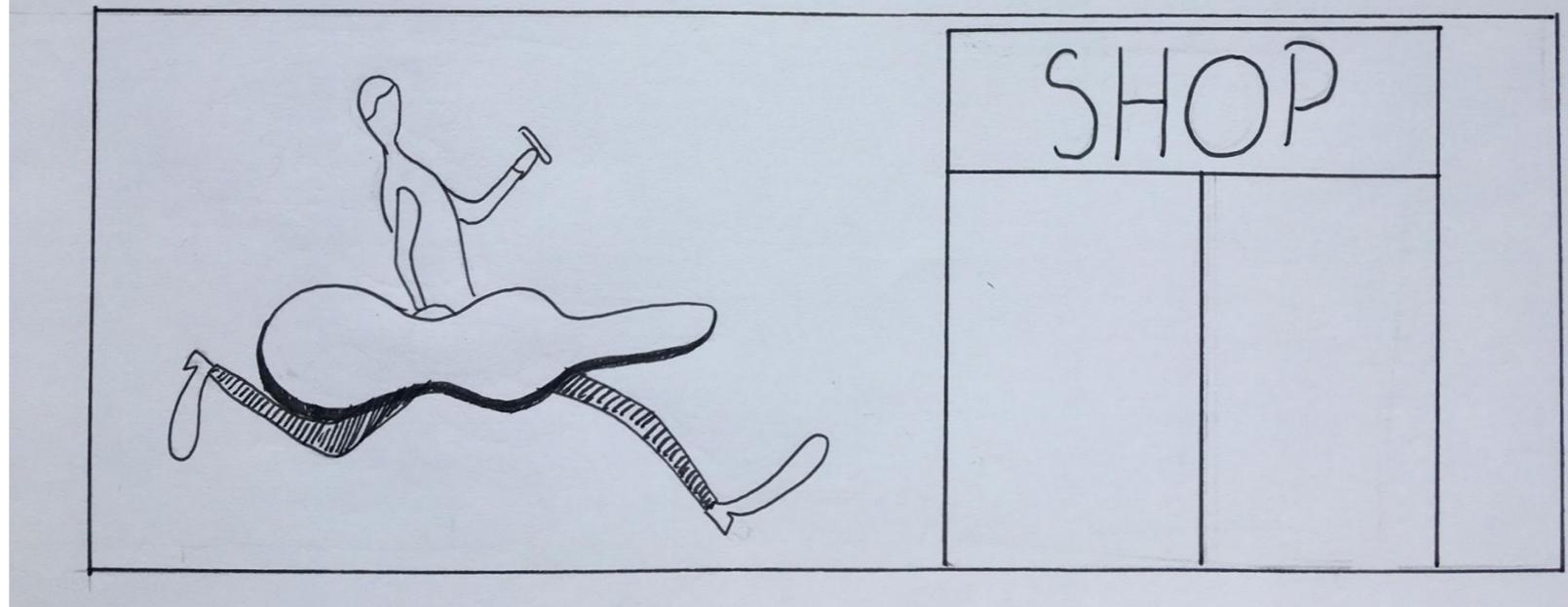
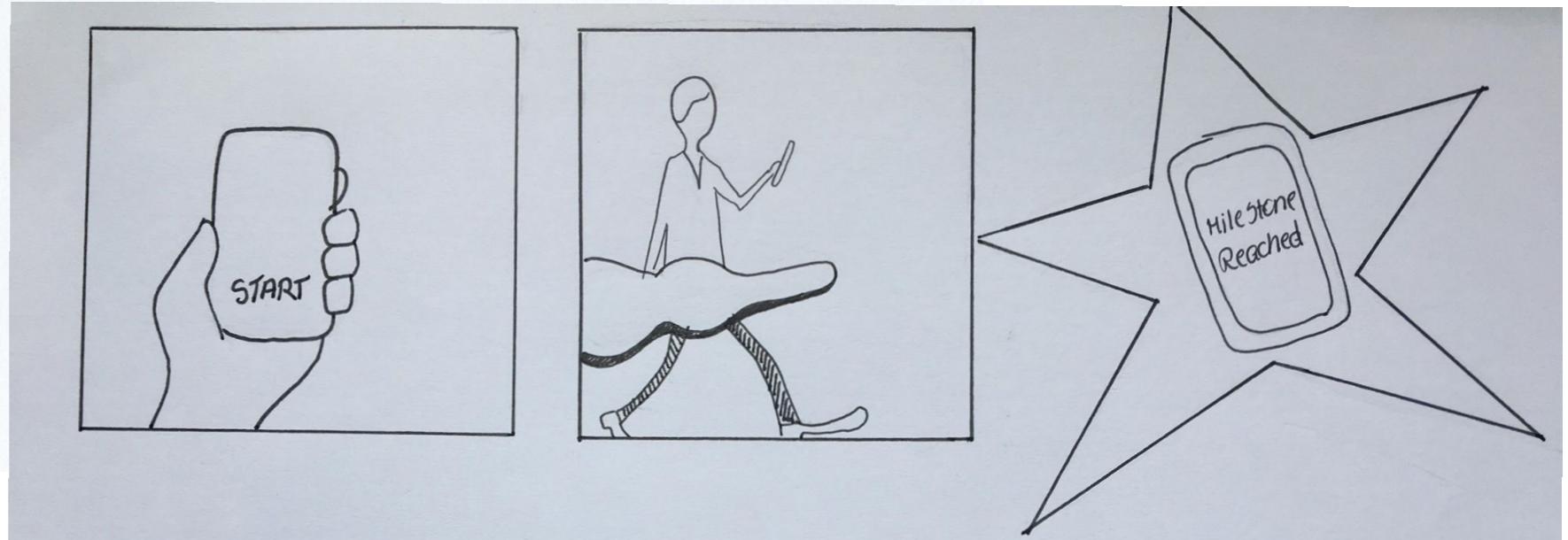
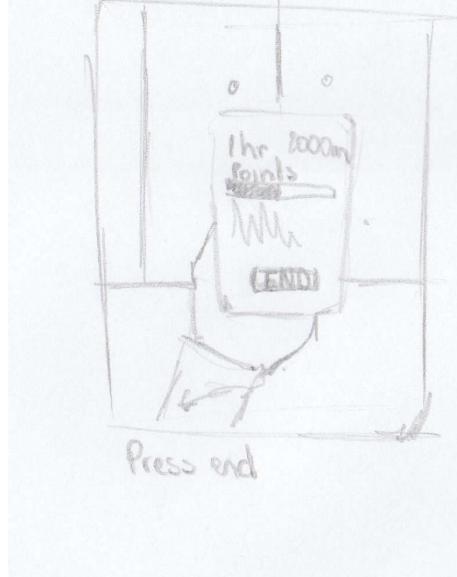
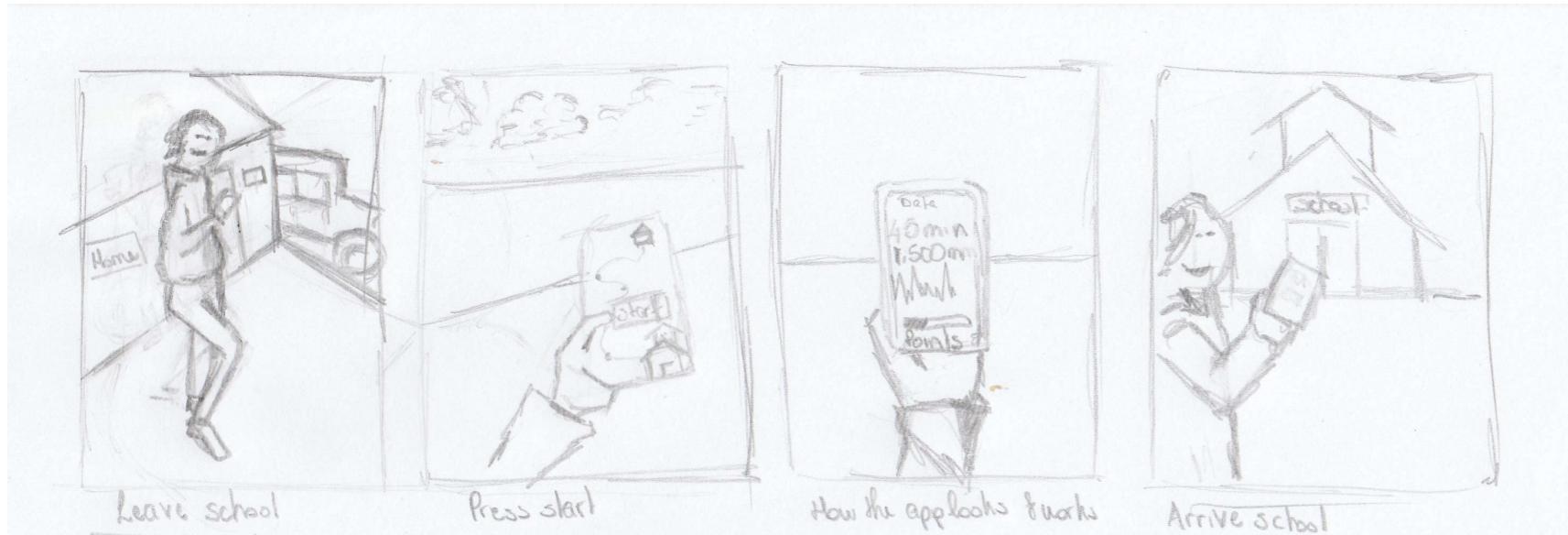
### ARRIVING TO UNI PRESS STOP



When Francesco went to the health shop, he used points for discounts

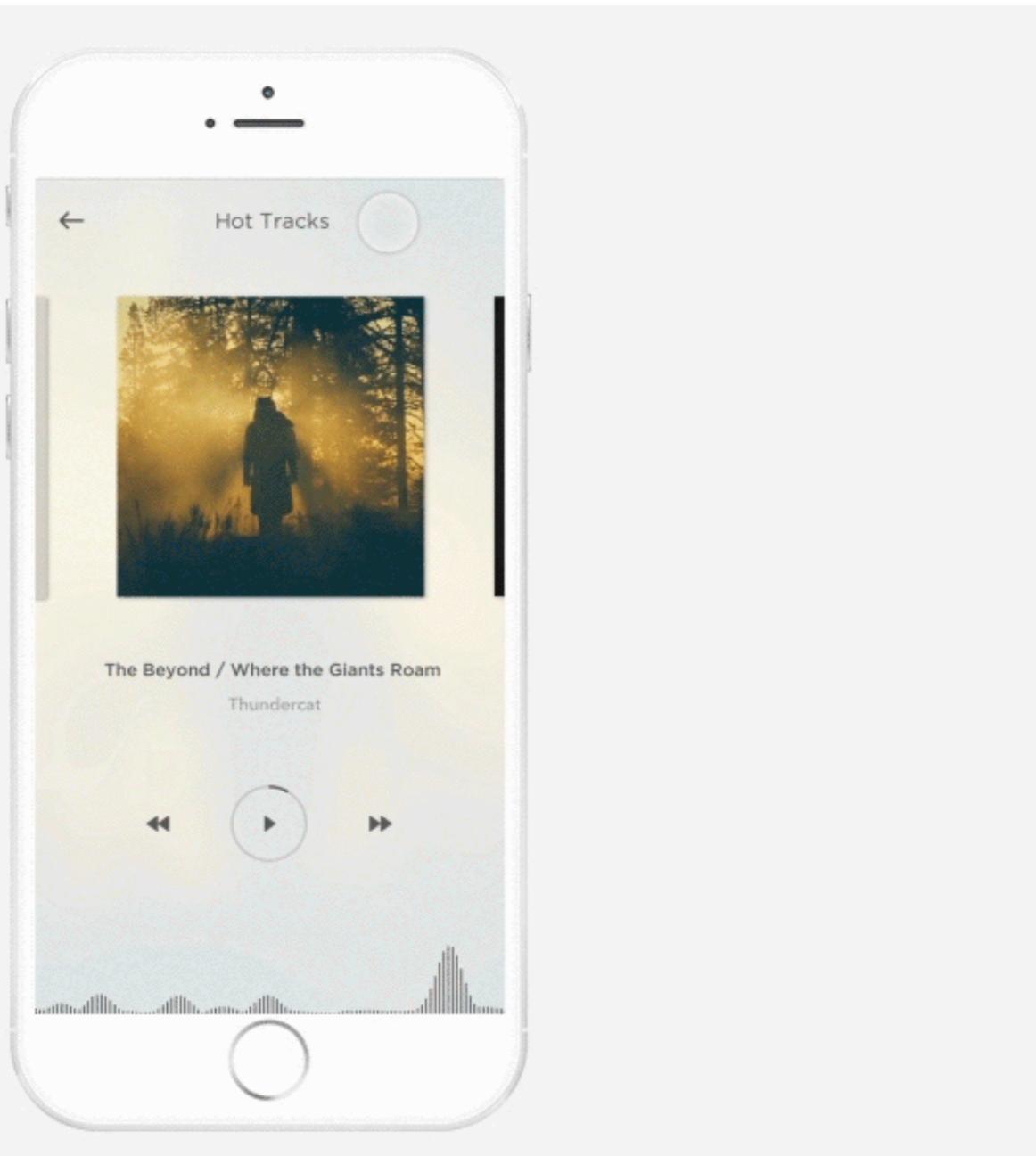


Francesco starts counting more kms for more points



# Interactions:

Andrii Bondar, Taplend



Daily UI Day 9 Music  
Player by Andrej  
Radisic for Five

