



RUNBBIT

Application + Smart Wearable Device

TEAM WORK

2019.11-2020.3

This app works with smart patches to develop training plans for marathon and long-distance running enthusiasts, monitor their physical conditions, formulate competition strategies, and help users safely and scientifically improve their physical fitness and achieve ideal results.

MY ROLE & DURATION

- ✓ Research
- ✓ Empathy Map
- ✓ Competitor Analysis
- ✓ Journey Map
- ✓ Design Strategy
- ✓ User Flow
- ✓ Wireframes
- ✓ Visual Design

14 Weeks **50 +** Screens **1 + 1 + 3**

PM Designer(me) programmers

BACKGROUND

With the development of China's social economy, people are paying more and more attention to physical health, and long-distance running is a good choice.

In recent years, the number of marathons at different levels at domestic and international **competitions held in China has increased significantly**, and the number of **participants has also increased sharply**. A large part of them have **high loyalty** to jogging.

Besides, many years of long-distance running duration have also been accompanied by the emergence of some problems, such as **sports injuries, difficulty in breaking through, etc.**, we hope to help these runners through this product.



NO.1

Common causes of sudden death

- Chronic heart disease
- Exceeding physical limits causes sudden cardiac arrest
- Ignore pre-match training

1 2 3 4 from 1997 data information website
5 from China Runner Report, 2018
6 from Sohu Sports, 2019.11
7 from 356 medical, 2019

VALIDATING THE PROBLEM

Before jump into the next design phase all we need to do is validating the problem. I am not sure how much I have came up with to validating the problem but I tried to list out at least the major problems which is the pain points of most the people who interested in marathon.

Problems

- Not enough to understand one's physical fitness
- Learning professional running knowledge takes time and effort
- It is difficult to develop a pace training plan, and progress is difficult to be perceived
- Most running app only provides a record and lacks guidance
- Worry about sports accidents
- Event information is scattered and incomplete
- Want race strategies that suits myself

Solutions

- Calculate the user's physical fitness based on multiple tests
- Provide instructional videos
- According to the test results, generate a training plan, show feedback
- Heart, sleep and other tests during non-running periods to help users better understand their physical conditions
- If heart-related abnormalities occur during running, a strong reminder will be given
- Collect and classify all relevant event information
- According to the test results, training status, heart condition and recovery situation, give appropriate race strategies

COMPETITOR ANALYSIS

(0 means no such function, 5 means excellent)

PIONTS	Run Instructional Content	Test Physical fitness	Targeted Plan	Running data Report	Safety Prevention	Event Information	Race Strategy	Device
	5 Various professional instructional video	0	4 Various and professional, not flexible	4.5 Complete and accurate (extremely low temperature will affect the accuracy)	0	0	0	1 smart phone and GARMIN watch
	0	0	2.5 A little plans and not professional	1 Only 4 items of data (mileage, pace, calories, duration)	1 history of injury and disease form	0	0	4 Only smart phone
	3 Professional text instructional with photos	0	2.5 Only provide sub-plans, not very helpful	2 Not comprehensive enough, not accurate enough, no suggestions	1 Current running level and physical condition form	3 Relatively complete, but not filter search	1.5 Text strategy, not very helpful	5 Only smart phone or other wearable devices
	1.5 Non-professional experience	1.5 A little test items and less feedback data	3.5 Many fixed plan, with incentives	2 Not comprehensive enough, not accurate enough, no suggestions	0	2 Not complete enough, mostly entertainment events	2 The experience of others, not very suitable	5 Only smart phone or other wearable devices

DESIGN STRATEGY

① Business Goal

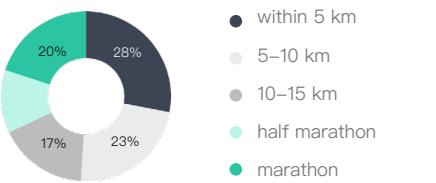
Create a product can safely and effectively help runner progress

④ Technology Constraints

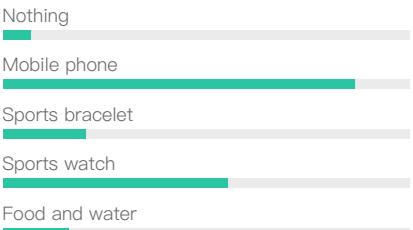
- Help of internet
- Android/ios devices
- Electrocardiography

QUANTITATIVE RESEARCH(ONLINE)

What is your current level of running?



What do you bring with you in daily running (more than one choice)



② Target Users

long-distance runner

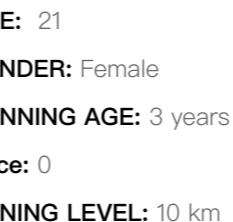
⑤ Success Factor

- Practice tests
- Participate in training
- Follow the strategy and finish a race

③ General Tasks

- Test physical fitness
- Select a training plan
- Start run
- View training results
- Search events information
- Select a race
- Start the race
- Listen to voice guidance

PERSONA



AGE: 21

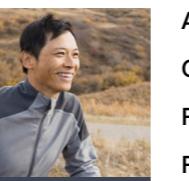
GENDER: Female

RUNNING AGE: 3 years

Race: 0

RUNING LEVEL: 10 km

Xin Wang



AGE: 45

GENDER: Male

RUNNING AGE: 11 years

RACE: 7 times

RUNING LEVEL: Marathon

Jianguo Zhao



AGE: 32

GENDER: Male

RUNNING AGE: 5 years

RACE: 2 times

RUNING LEVEL: Half Marathon

Junkai Chen

"I jogging three times per week for three years without making training plan. At present, my limit is 10 kilometers. I want to break through this level, but since I just graduated, I have no extra money to pay for professional coaches."

Because I don't know my physical fitness enough, I have no confidence to sign up for running events rashly."

"As I grow older, my body is not as strong as when I was young, and some minor problems began to appear.

I still retain the habit of jogging twice a week. During exercise, I check the heart rate and speed very frequently on the sports watch during running to ensure that everything is ok."

Goal

- To follow a feasible training plan
- Improve running performance and level

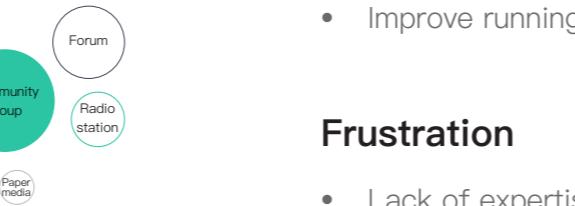
Frustration

- Lack of expertise in long-distance running
- No extra money to hire a coach
- No confidence and no experience of race

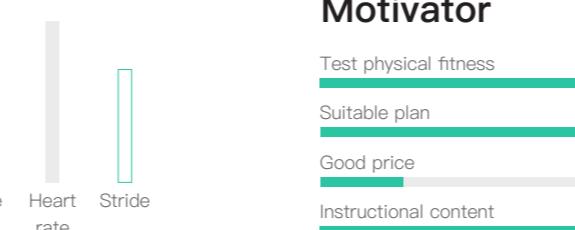
Motivator

- Test physical fitness
- Easy to use
- Various event information
- Monitor body physical
- Feasible strategy
- Good price
- Alert/Reminder
- Effective
- Instructional content
- Exercise report
- Collection of personal results

How do you get marathon information?



Are you concerned about some data after the race? (more than one choice)



Goal

- Monitor physical condition and reminder
- Running training with guidance to stay healthy

Frustration

- Have a slight arrhythmia
- Can not use complicated application
- Fear of sport accident

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Goal

- Search for long-distance race information
- Get a suitable race strategy

Frustration

- Not enough time to collect event information
- Not obvious improvement in physical fitness
- Unreasonable energy distribution during a race

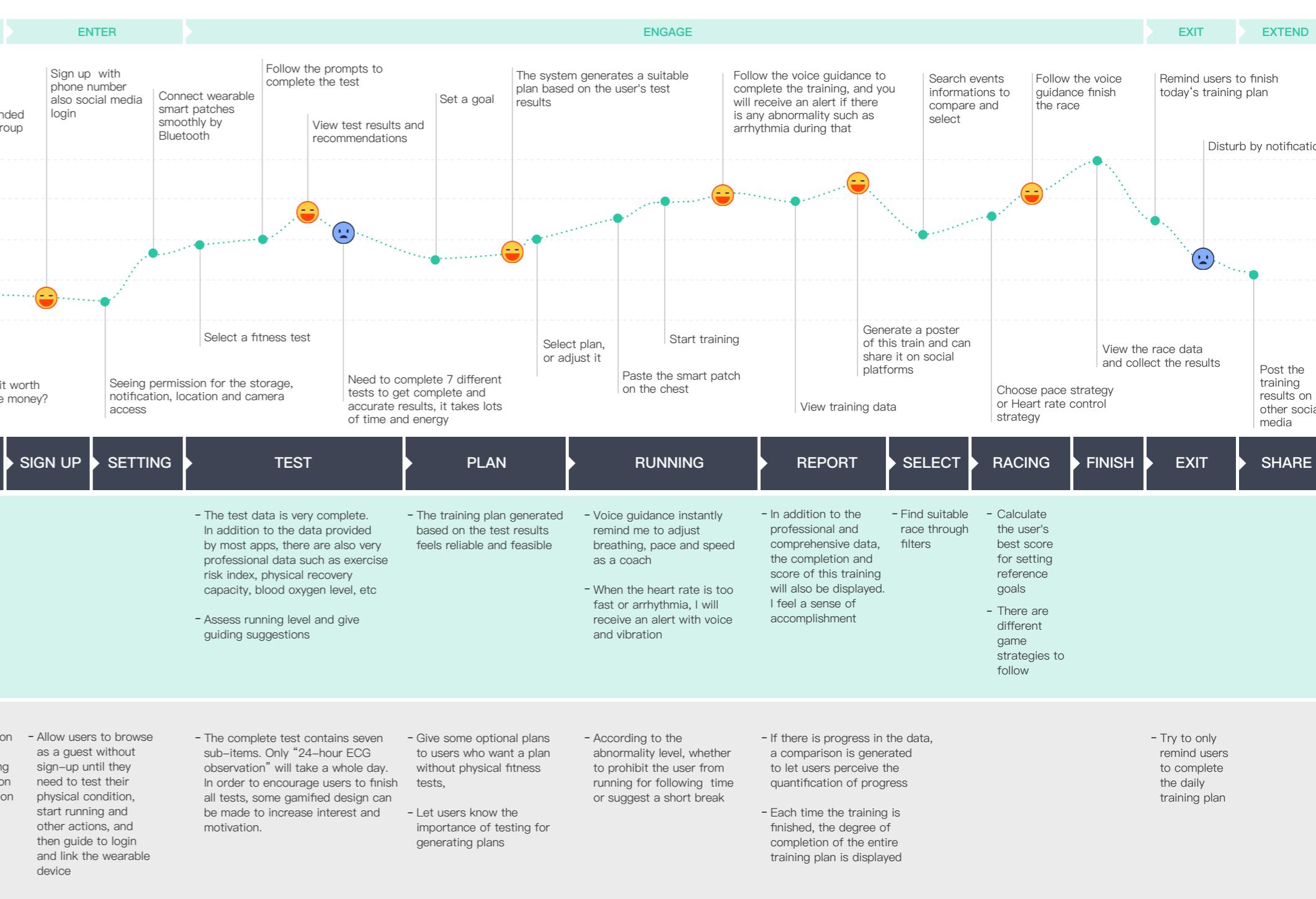
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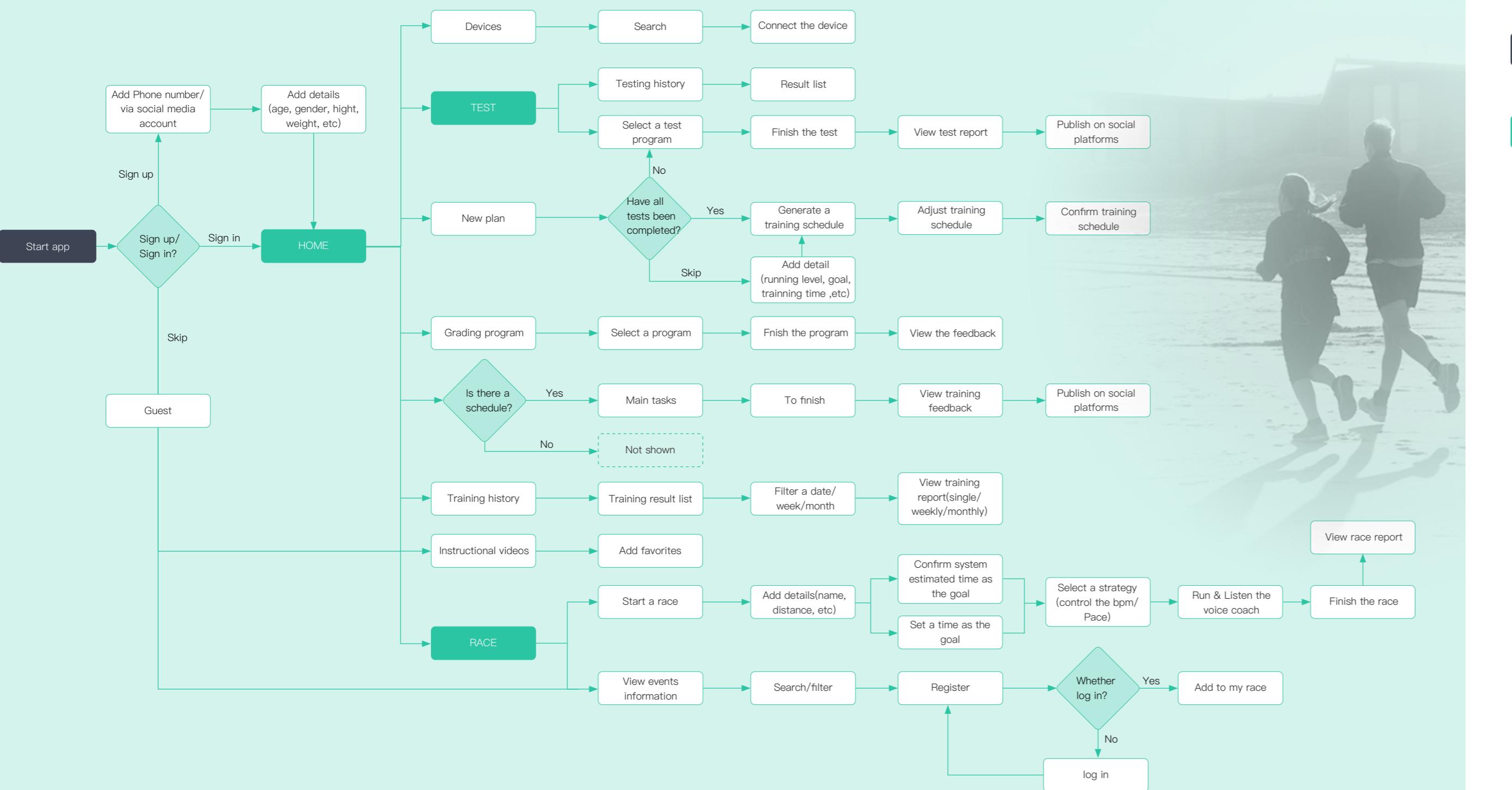
EMPATHY MAP



JOURNEY MAP



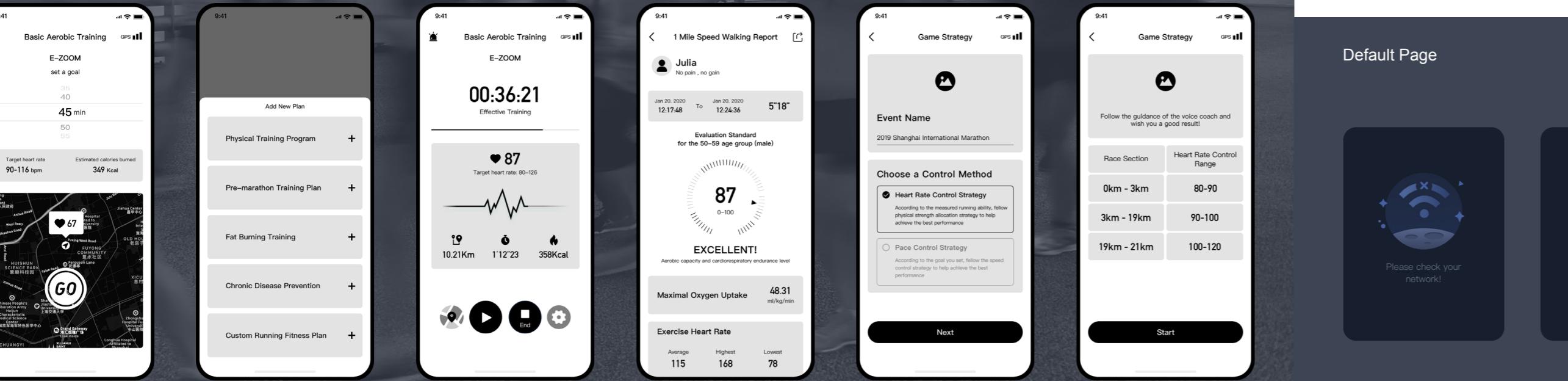
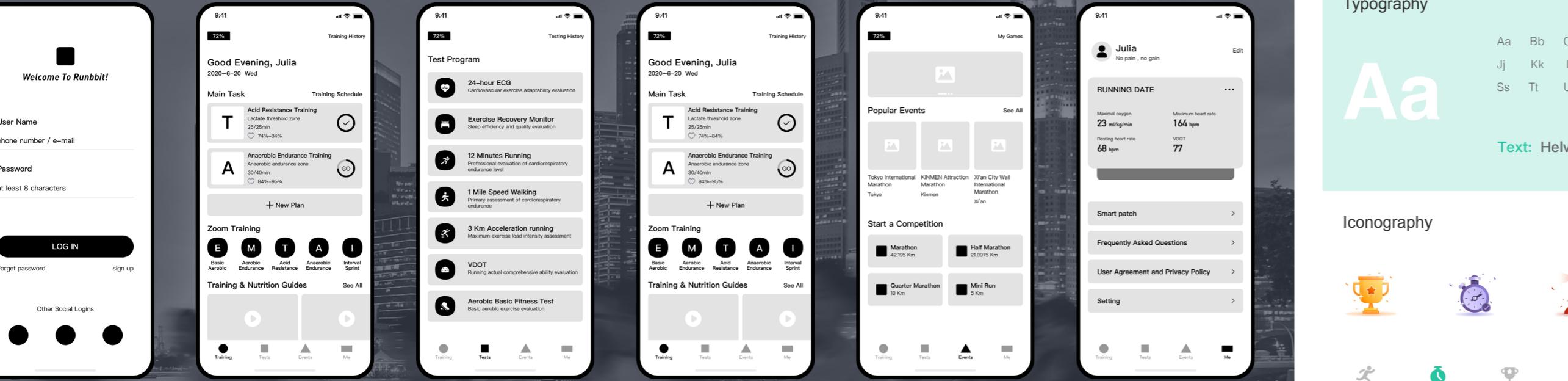
USER FLOW



INFORMATION ARCHITECTURE



WIREFRAME



STYLE GUIDE

Typography

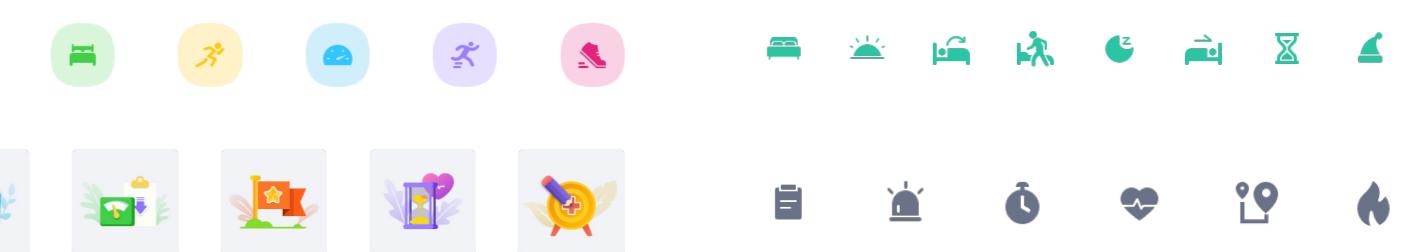
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Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr	6	7	8	9	0	Heading	15px	Regular
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz							Heading	14px	Regular

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Text: Helvetica

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Iconography

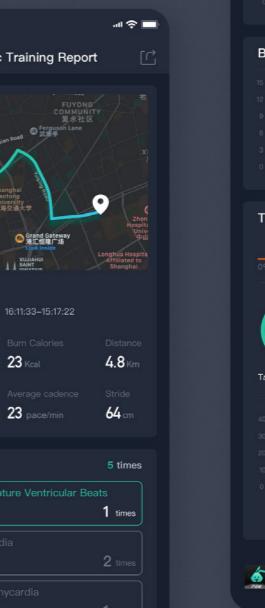
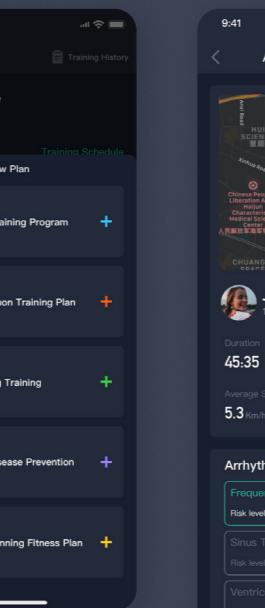
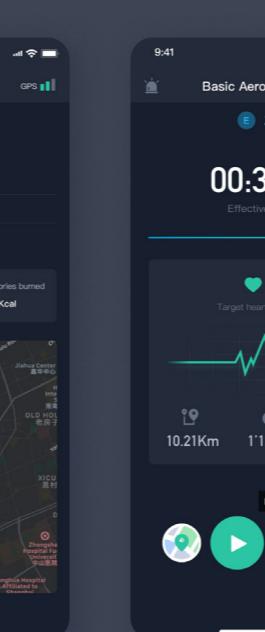
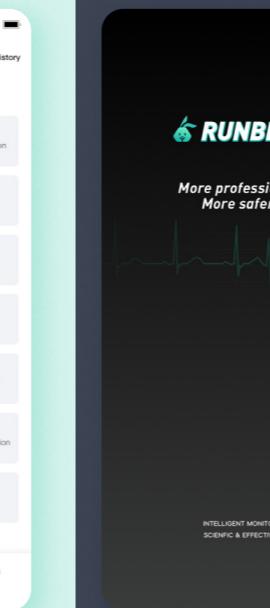
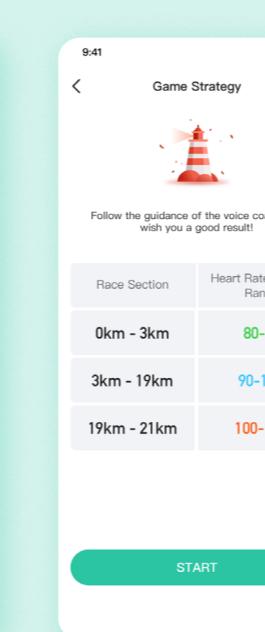
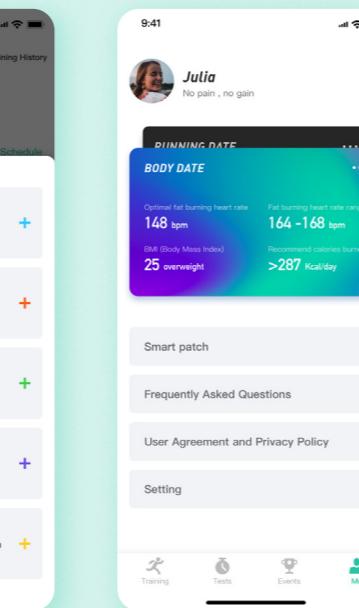
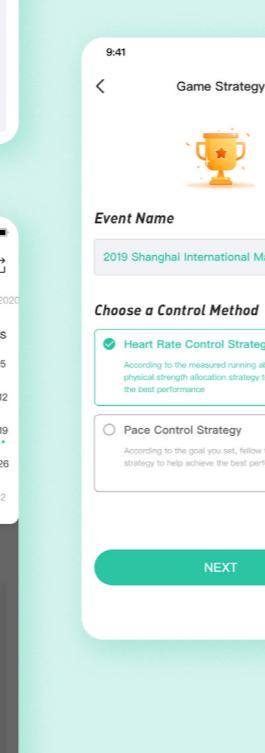
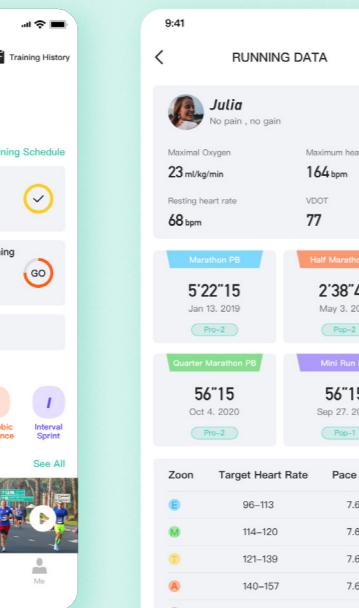
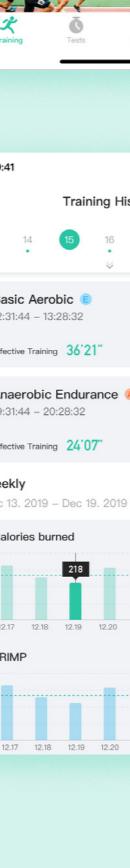
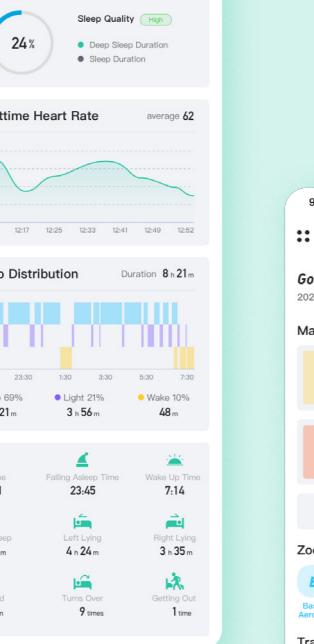
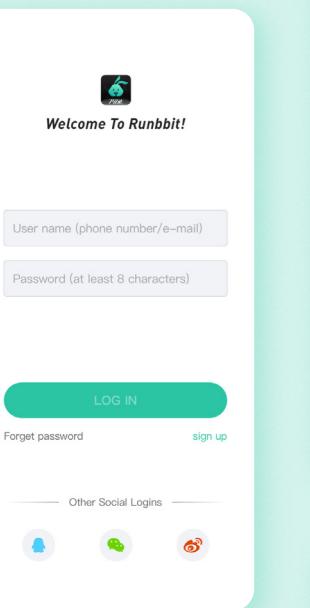


Default Page

Welcome Page



UI DESIGN



DARK MODE

