Deliverable 1: Chosen groups

Target group
- Long-distance runners from under-represented groups

Secondary groups
- People who are in a book club
- People who are interested in gardening

Deliverable 3: Interview Guide

[collaborated with Kyrie Dowling to gain/give feedback]

Research questions
- What is the experience of being a long-distance runner in an underserved group?
- What specific needs do these runners consider to be overlooked?
- What are the opportunities to better serve these runners as a community?

Interview questions (including tasks)

[Warm up question]
- Tell me about yourself. How did you get into running? What do you get out of it?

[Generic questions]
- You're about to go for a run:
    - What time of day is it? What is the weather like?
    - What route are you taking?
    - How are you feeling?
    - What do you physically do to prepare for a run?
    - What technology do you use, if any? Can you demonstrate and narrate this for me?
    - *first piece of tech?

- Do you track/analyse your performance during/after a run?
- How do you track and analyse your performance during and after a run?
- Are there any particular metrics you focus on?
- Are there any metrics that you find actively unhelpful?

- What, if any, adjustments do you make in your life?
  [If necessary prompt] This might be in terms of:
    - Nutrition? (both on a run and outside running)
    - Sleep?
    - Daily routine?
    - Social life?

- Considering everything that we have spoken about so far:

    - Are there any specific challenges that you think that you face, as a member of an underserved group? Can you tell me about those?
    - Are there any benefits of running that you think are particularly important for your group? What do you think those are?

Deliverable 3: Recruiting plan

Target group: Individuals, 18 years and older, who identify as members of an underserved group; and who have experience of regularly running, or training to run, distances of 10km+

Expected barriers:
- Expect to see some long-distance runner 'imposter syndrome'. To counteract this, will set a very specific metric to identify whether this is the case.

Identification channels:
- Classmates, and referrals from classmates
- Members of running clubs in Philadelphia
- Strava contacts

Sampling approach:
- Direct approach
- Snowball sampling

Deliverable 4: Informed Consent Script

Hello, and thank you for participating in this study. My name is Alice, and I'm conducting research to better understand the experiences and needs of long-distance runners, particularly focusing on runners from underrepresented groups.

We aim to understand your running routines, challenges, and the impact of running on your life.

There are minimal risks associated with this study. Your participation may provide insights that could help improve resources and support for long-distance runners. However, there are no direct benefits to you for participating.

Your responses will be kept confidential and used only for research purposes, ensuring your identity remains anonymous. Participation is voluntary, and you can skip questions or withdraw at any time without consequence.

Before we begin, are there any questions or concerns that I can help you with? By continuing, you consent to participate under these terms.

Deliverable 5: Interviewee Reflections

Person 1
- Runs in two 'modes' - for fitness (unstructured, semi-regular, social running - keen on variety and new people), vs training (strict adherence to training plan, in lead up to a race - focussed and goal-oriented)
- Will use strava if planning to use an app (and particularly in 2nd mode) as this allows tracking and sharing of stats: in particular, about elevation, splits, terrain. Can be reticent to do this because of the perceived safety risk.
- Aware of other running apps specialised for long-distance runners (personalised training plans, routes). Generally perceives these to have laborious/inaccurate tech.
- Concern with route sharing on strava, both for routine runs and also out-of-town runs (concern these could allow people to know when their house was unoccupied etc).

Person 2
- General preference is for Runner app (personalised training plans, in-run coaching, playlist construction etc) but will also use strava to connect with friends.
- Generally only allows runners who are already friends to follow activity on exercise apps. Makes a distinction between this and e.g. instagram. Would like to be able to use running-specific apps more socially: but considers the information, and current interfaces, too invasive of their privacy to use them to meet more people.
- Would like to see more integration between virtual and real-life - e.g. capitalising on current trend of running clubs acting as dating apps.

Person 3
- Uses strava, spotify, MyFitnessPal to track and maximise running, entertainment, nutrition respectively.
- Wants ability to integrate these apps more efficiently/not need to toggle between the three. Also integrate wider running-related activities (e.g. finding a race to train for).
- Likes social aspect of running, and running technology; especially the ability to use the app to catch up with friends on an area of shared interest (considered this an easier/less stressful than e.g. posting on social media)
- Generally runs during the day. Prefers running outside, but considers this too risky later at night/in areas with less passers by.

Deliverable 6: Narrative scenarios

Scenario 1: Snapshot run club

Virtual run club that meets once a week, at a location generated by the app. Runners can rsvp up to 3 days in advance. After they complete the run, a short profile, with a direct messaging feature, will become visible to other users who attended the same run. This can be used to follow up and plan more runs, dates, etc. Meets the needs of interviewees by offering 1) an opportunity to safely run outside after dark (in a group) 2) an opportunity to meet new runners, whilst strictly controlling the personal data that these new runners have access to.
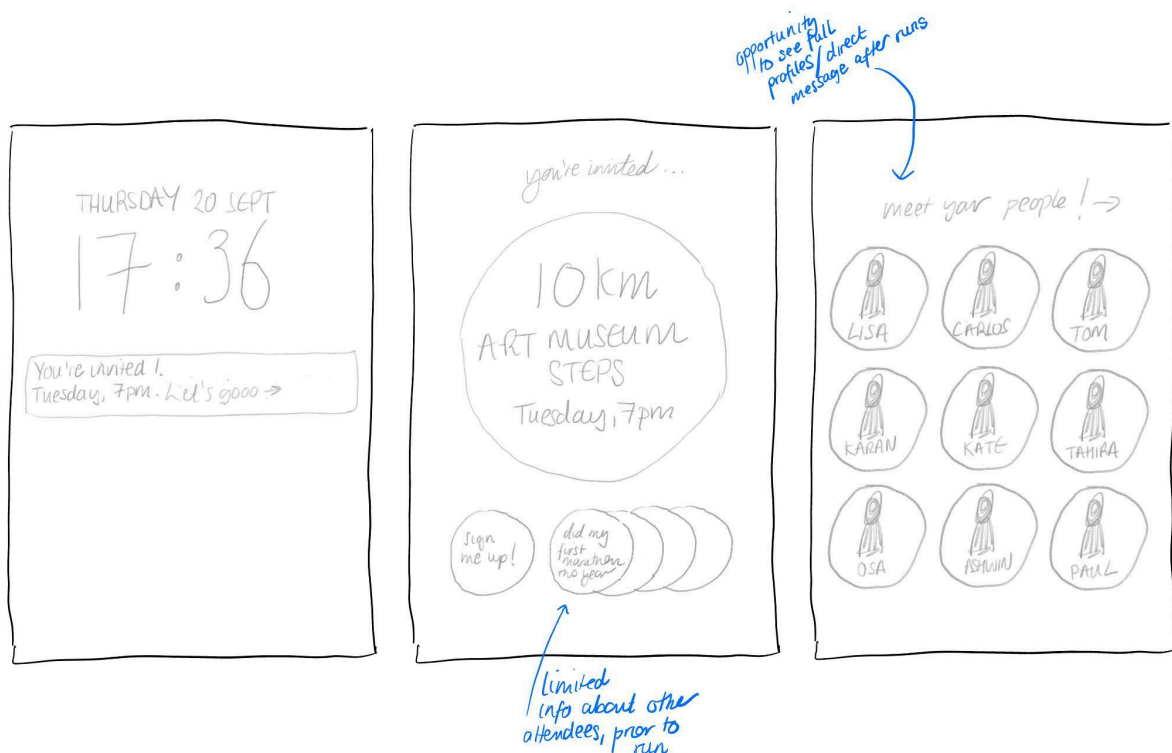
Scenario 2: Community builder app

Strava plug-in that helps runners connect with others in their local area. Runners fill out a series of run-specific prompts (go-to running track, post-run snack, post-run destination etc) and are able to comment on other people's answers to the prompts. Runners can also propose a run date that others can accept, allowing them to build community and meet other people.

Scenario 3: Run visualisations

Set of interfaces that enable runners to share their routes in a way that encourages more conversation, but with higher safety. A user would log into this app at the end of their run, before sharing their progress to an existing social platform e.g. strava. The app would offer different ways of safely visualising progress:
- 'Scrambling' the start or end of the run, to obscure home location
- 'Transposing' the key stats from their run to a different destination
- Highlighting key stats from their run in a visually appealing way (e.g. progress bars)
- Sharing other connecting information with less of a safety risk (e.g. running track)

This app could also integrate real-time safety tracking, an sos button, and options to avoid dark streets, to improve safety for runners.