Problem Statement

Travelers searching for safe runs or locals looking for a new route are unsure on how to even begin this search and often resort to the most simple (but maybe boring) route to avoid complications, but an exciting, safe option may be just around the corner if they'd had the resources to know.

Value Proposition

Make the run yours!

Discover and customize running routes wherever you go by choosing from suggested routes, specifying landmarks you want to see, and following real-time navigation.

Market & Strategy

A few other apps exist that serve the same function we had conceived for our app. Of these, the strongest competitors are the ones with social components, topographic data, and a mobile interface. We had originally thought of creating an app for only running or walking, but many of these apps target a variety of outdoor activities.

Direct Competitors

Strengths

– TRACKING FEATURES
– TOPOGRAPHIC DATA
– MOBILE INTERFACE
– SOCIAL/COMPETITIVE FEATURES

Weaknesses

– NON–CUSTOMIZABLE ROUTES
– USER MUST TRAVEL TO ROUTE LOCATION
– UNATTRACTIVE USER INTERFACE AND DESIGN
– WEB OPTION UNAVAILABLE
– IN–APP PURCHASES

Design Thinking & Research

7
Days

6
Interviews

51
Survey Responses

HEALTH x CONSISTENCY
General Reasons to Workout among Men

HEALTH x FEEL GOOD
General Reasons to Workout among Women

TIME x MOTIVATION
Main Barriers to Overcome

THOUGHTS ON CURRENT FITNESS APPS

ALLOWS	LACKS
– Personalized activity tracking (i.e. HR, steps) – Goal setting – Coaches and trainers to analyze progress	– Quick search for new, reliable routes – Easy-to-understand UI – Interaction with exercise partners and groups

"I want to stay healthy by keeping a consistent workout routine, but my run can get so boring. I would try a new run, but I don't really know where to go and don't want to turn down a road that's unsafe."

About

Amanda is a senior in college balancing her degree in Fine Arts and Design with work, clubs, and exercise. She tries to run around four times a week, but things can get difficult with how tight her schedule is sometimes. The thing is, when she doesn't workout, she feels lazy and bad about herself. She works out on a regular basis to feel and look good, but also to maintain a nice figure for cute pictures at music concerts and travelling abroad. She usually runs straight from her apartment and through the streets that surround where she lives, but the run she's been doing for the past year is getting boring. She would venture off to find a new route, but she's concerned about her safety and doesn't want to end up in an unsafe area— especially since she typically workouts alone. When she went abroad, she wanted to continue her workout routine of running four times a week, but she found herself more time-crunched than ever and also unfamiliar with the area she was living. She often settled for running in a hotel gym or not exercising at all because she didn't have the time or resources to find a safe, reliable route near her.

Goals

- Exercise regularly to maintain health
- Feel good about her physique
- Staying safe

Needs

- Sense of safety
- Fast way to find run options
- New route options to stay motivated and excited to workout
- Method of performance tracking to set practical goals and achieve them

Frustrations & Pain Points

- Doesn't feel safe finding new run
- Not enough time to workout
- Bored of route
- Living location not conducive to "good" runs
- Researching online is too much work

Not Tech Savvy ———————— Technically Expert

No running knowledge ———————— Running Expert

Not busy ———————— Busy (no time)

No fitness app experience ———————— Fitness App Expert

Amanda Jones

The Safety-Concerned Runner

22, Student

Los Angeles, California

Interests:
1. Running
2. Travelling
3. Hanging out with friends
4. Art museums
5. Concerts

Cautious   Busy   Health-Conscious

9

Persona & Needs

"I've got a lot on my plate basically everyday so it's really tough to come up with the time and energy to workout. I need something that can make it all easier and keep me more accountable."

Joseph Anderson

The Non-Safety-Concerned Runner

21, Student

Farmington, Missouri

Interests:
1. Running
2. Travelling
3. Hanging out with friends
4. Cycling
5. Photography
6. Festivals

Thrill-seeker Stressed Passive

About

Joseph Anderson is a third-year chemical engineering student. He is juggling 5 classes a semester, while also doing research for his resume and working a part-time job for some spending money. These commitments take up a lot of his time, but he also tries to make time for hanging out with his friends and enjoying his college experience. However, between all these competing activities, working out often falls through the cracks. Running on the treadmill or around the track every day bores him, and he feels little motivation to exercise regularly when he knows every step by heart. He would prefer to run cross-country, but it takes too much time to research good routes to run at the distance and topography he wants.

Goals

- Staying fit
- Committing to a regular running schedule
- Saving time on researching new routes

Needs

- A way to find running routes while out of town
- A way to quickly find new routes to run
- Motivation to keep on top of his exercising habits

Frustrations & Pain Points

- Wants to exercise consistently but bored by doing the same thing every day
- Travels constantly but being abroad throws off his workout schedule
- Wants new routes but it takes too long to do research

Not Tech Savvy — Technically Expert

No running knowledge — Running Expert

Not busy — Busy (no time)

No fitness App experience — Fitness App Expert

USER JOURNEY

Bored of run & doesn't know where to find a safe, new route that will match needed running distance.

RunCreator: Uses the customized route feature to create a new challenging run that avoids unsafe areas.

Looks at phone to track time, distance, & metrics.

Key Moments

Safety

Users often stray away from finding a new route because they don't know if a road will be safe.

Ease

Users are torn between desire to consistently work out and boredom of same route every time

Goal

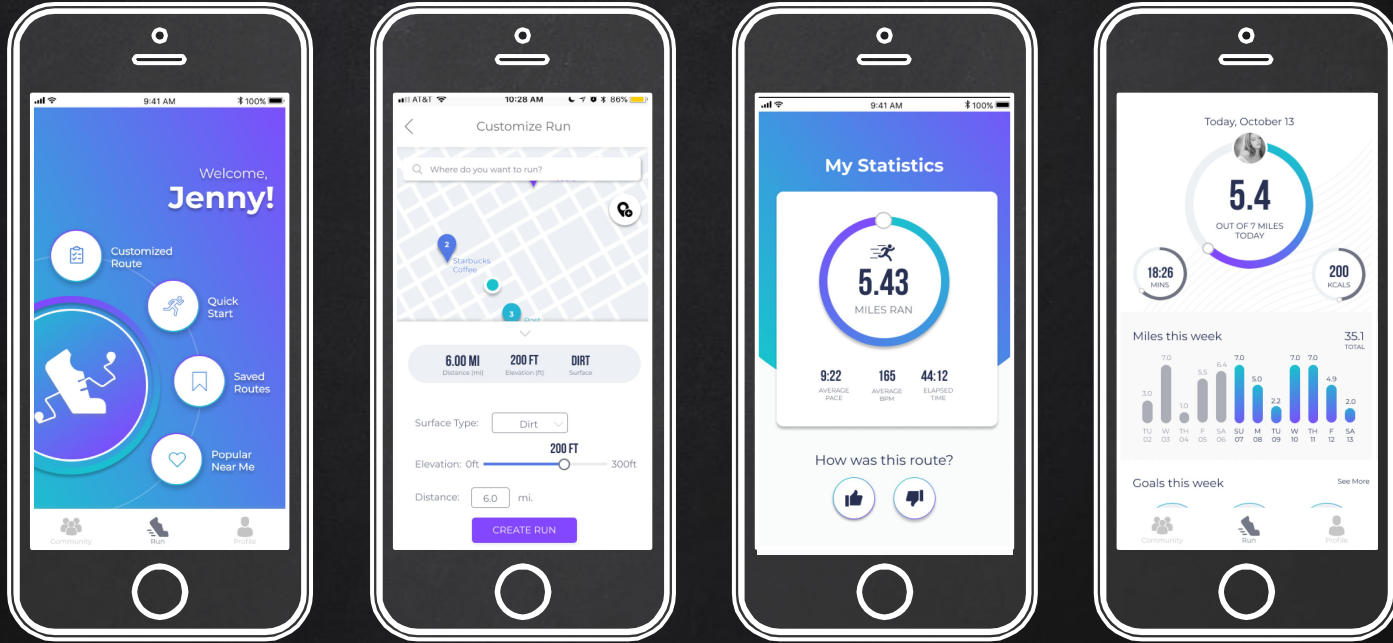In the decision phase, users think about what they want to get out of their run— location, distance, etc.
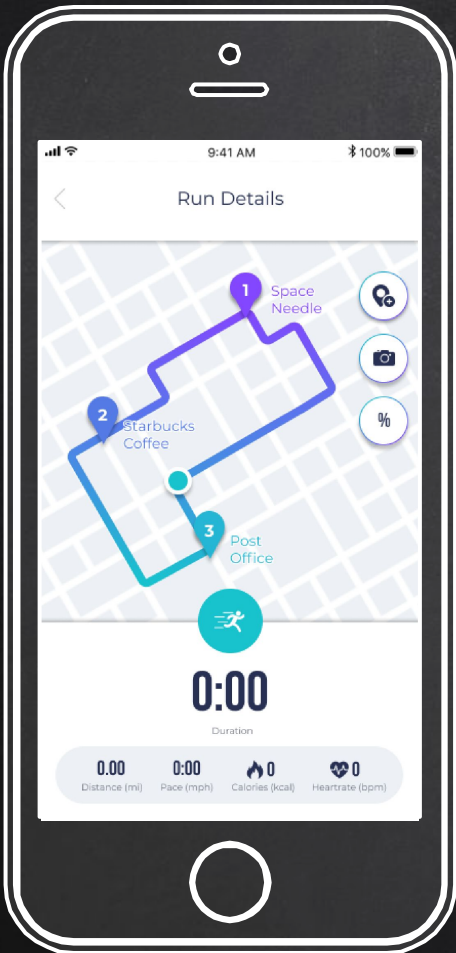
Features

✘ Create customized routes

✘ Track pace, distance, and run time

✘ Connect with a community of runners

✘ Find popular routes near you

Visual Design & Prototype

Key Visual Design Decisions

- Use color as a call–to–action or highlight (purple or gradient or purple to blue)

- Vibrant colors = high energy

- Main numeric information bolded with description beneath for clarity

- Icons with descriptions for clarity

- Round buttons

Usability

Simple navigational hierarchy

Users were easily able to navigate to various screens and perform tasks

Similarity to familiar apps

Popular Near Me → Yelp

Overall → other fitness apps

Visual cues

Using accent colors to identify action areas on the screen or highlight specific data points

Break decisions into steps

Limiting the number of decisions per screen to ease the complexity

Icons with titles

By including a title beneath the icon, it removes any chance of confusion for icons that might not be universal

Analysis

High-level Navigation

Having home screen navigation makes it easy to understand scope of options as the user

Customize Run Needs Clearer Information Flow

The user needs to understand the steps to completing customization

Profile and Quick Start

Incorporating other common fitness app features prompts user retention

Goal Oriented Training

Custom runs for training, popular near me for travel, and quick start for "everyday" running

Profile Confirms Goal Achievement

By viewing goals/progress, users feel they can "see" that they're healthy/keeping a routine

THANK YOU FOR LISTENING!

ANY QUESTIONS?

CLICK HERE TO SEE
OUR APP PROTOTYPE!