

**Creative Director:** Peter Chang

**Designer/Developer:** Selah Pabon

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[Brief](#)

[Outline](#)

[Wikipedia Page](#)

[Strava Art Website](#)

## Concept

- Introduce Strava app/company/features to people who aren't necessarily familiar with it
- More informational and less like an advertisement/persuasive)
- Subtly inspire/show people how keeping track of your physical activity isn't all that difficult
- 4 (3? Overview and how to use could be combined) subsections, could be separate pages or 1 long scrolling page
  - Nav bar / header to move between subpages, if there are subpages

## Visuals

- Desktop site is main focus, mobile view is not necessary (unless you want to)
- Modern/clean tone similar to Apple or Google store websites
- Fewer colors would be better, 1-2 accent colors (like Strava branding's orange)
- Any fonts are fine given they're not extremely crazy, up to what you

## Section 1: Overview

- What is Strava? What is it used for?
- Describe the user base (i.e., who uses this app, why would they want to)
- Maybe briefly describe some of the features/capabilities, describe the subscription aspect

## Section 2: How to Use / tutorials

- Could just be combined with the "overview" if wanted
- More in depth description of some features
- Images of the mobile app (if you're familiar) with arrows/callouts to different features?

## Section 3: Art

- Display a few images like this website (<https://www.strav.art/>)
- Could have a short intro explaining what this actually is (i.e., travel along a specific route such that your location “draws” a some picture/art) (wow this is so inspiring)
- Image heavy, minimal text
- Could implement scrolling carousel or zoom/overlay features, if wanted

## Section 4: History

- Informational overview of history of the company (not necessarily just the app)
- Could include brief descriptions privacy breaches or similar stories (<https://en.wikipedia.org/wiki/Strava>)
- Could also discuss controversy with Garmin company (<https://www.cyclingweekly.com/news/strava-adds-garmin-attribution-to-activities-after-dropping-legal-action> or search for "strava garmin drama")

We didn't record our meeting as it was in person.