Creative Director: Peter Chang
Designer/Developer: Selah Pabon
Meeting Notes   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 subsections, could be separate pages or 1 long scrolling page
    - Nav bar / header to move between subpages, if there are subpages
- Both approaches would have a similar visual style
    - Approach 1: emphasize image gallery and art
    - Approach 2: focus more on tutorials, instructional layout

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
- Could also discuss controversy with Garmin company (news article like this or search for "strava garmin drama")

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