**Content Outline**

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10/28/2025

**Project Title:** Strava

**Wikipedia Page:** [https://en.wikipedia.org/wiki/Strava#](https://en.wikipedia.org/wiki/Strava)

This microsite will introduce the Strava app/company. It will include functional tutorials (how to use the app) as well as more informational reports (company history, news, etc.). The site will feature a header bar to navigate between several interior pages.

* Overview
  + Description of mobile app, computer site, and
  + target audience
  + Comparison of free versus premium plans
  + Link to App Store / Google Play Store (?)
* How to Use
  + Description of features
  + Images/videos of mobile app
* Art
  + Interactive image gallery of Strava art examples
    - Carousel/overlay (?)
* History / Privacy Concerns
  + Timeline, competitors, subsidiaries
  + Instances of security/privacy breaches
  + Current drama with Garmin