

Button

a momentum killer / @strava container



By @crellison / @will / @yinghang

*Run back to your
youth.*

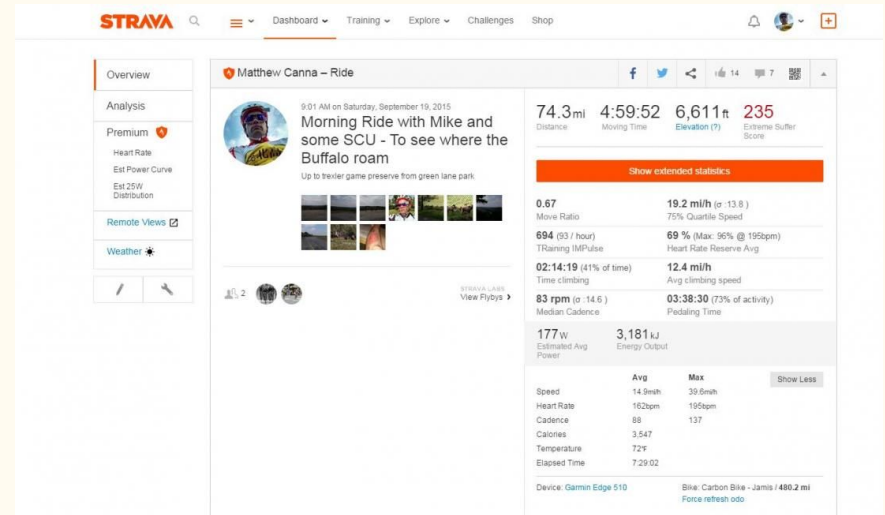
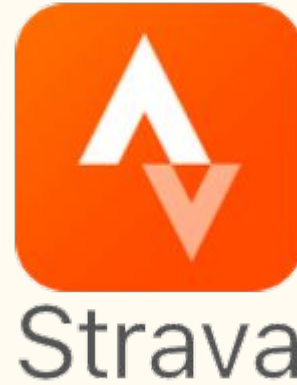
Tech

*Dynamic visualizations with the
Strava Platform*

- *Pull data from Strava*
 - *GPS data*
 - *Visualize data*
 - *Gather insight*
-

Value

1. *Deliver the value of Strava Premium - graphs, charts & trends*
2. *Translate data to valuable fitness suggestions & **gamified** bonuses*
3. ***Storified** insights with an engaging experience rendered as an **engaging** data dashboard*



*“The Story” - bringing
it all together*

—

$$p(t) = p_0 + \kappa_1 \sum_{i=1}^{t-1} \left(w_i e^{\frac{-(t-i)}{\tau_1}} \right) - \sum_{i=1}^{t-1} \left(w_i e^{\frac{-(t-i)}{\tau_1}} \right)$$

from 75



to 25



*Build healthy habits. Reap rewards. **Grow - online and off.***



HORIZONS
SCHOOL of TECHNOLOGY

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