

Teardown - MapMyFitness

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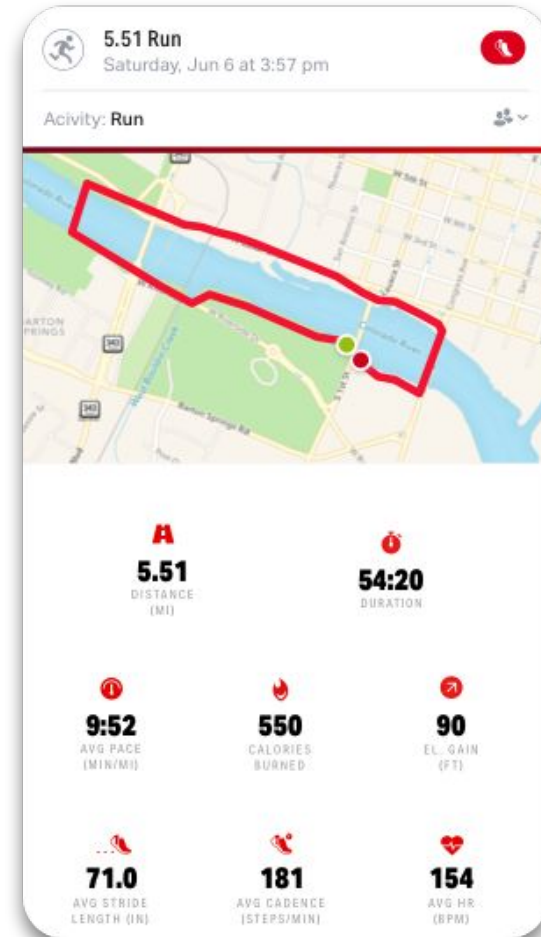
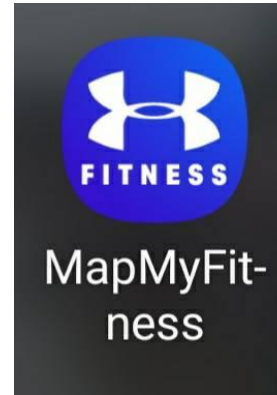
Step 1 - Discovery App - MapMyFitness by Under Armour

When I need to exercise and track my workout progress

I want to be able to analyze my progress using my phone

So I can better understand where I need improvement and motivate me to do better.

- Discover new workout routines and running routes
- Compete with friends
- Easy integration with wearable technology





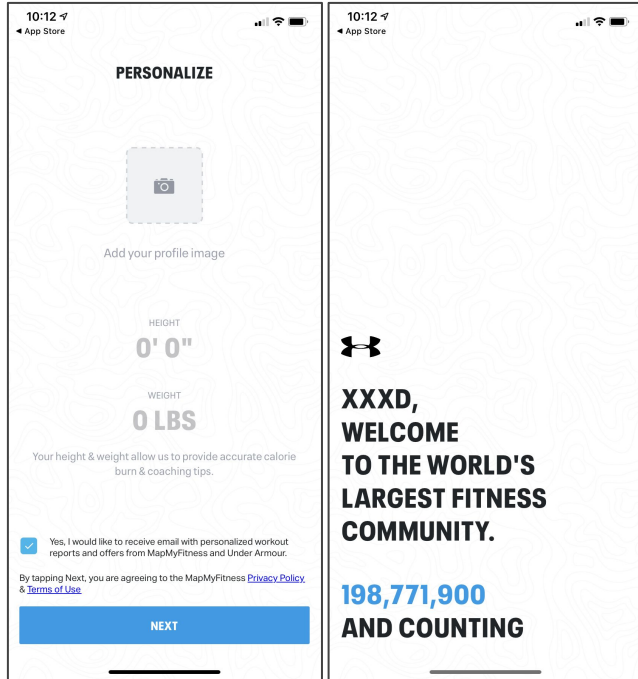
Step 2 - Onboarding

When I'm beginning my journey to a healthier lifestyle

I want to specify (1) my personal fitness goals, and (2) who my friends are

So I can (1) track my progress to see if I'm achieving my personal fitness goals, (2) compete with my friends

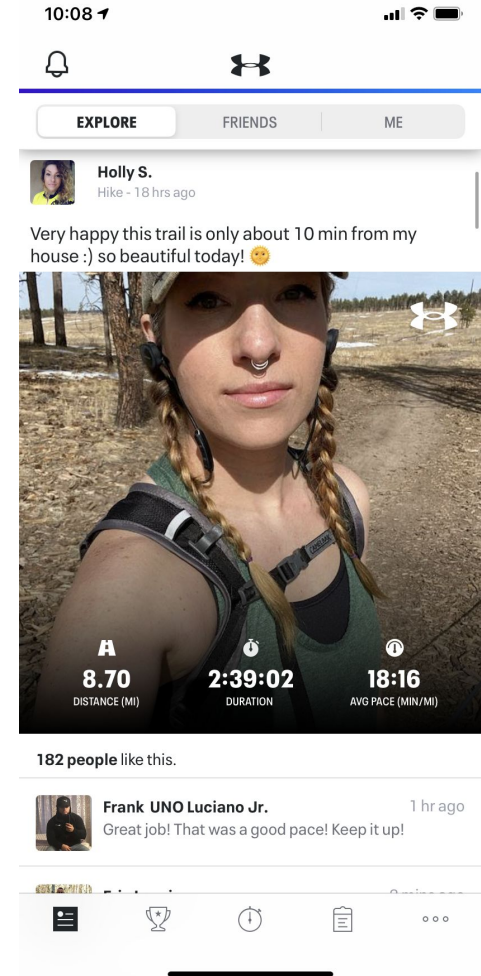
- Personalization: User inputs name, email, birthday, gender, country, password, profile picture, height, weight, notification preferences, and location preferences.
- Completion Screen: When the user finishes signing up, they see a view that welcomes them to the app and states how many other users are using the app.
- By the end of the onboarding process, the user has not collected any achievements



Step 3 - Habit Building

When I return to the app to record another workout, I **want** to be able to (1) keep track of calories burned on my hike/bike ride (2) see progress made around the world by other fitness people which inspires me to continue (3) create a new challenge **so I can** complete my daily challenge for the day after seeing a notification reminding me to put my miles in.

- Feedback page of how the app is doing to satisfy user's needs and shows challenges complete page
 - Challenges include a duration date, invite friends to complete challenge with you
- Progression is communicated through saved workouts that you can name and take picture of while sharing with your friends
- Re-engagement trigger is the application notifying you to continue or create new challenge and notifies you if your friend completes a challenge/goal.





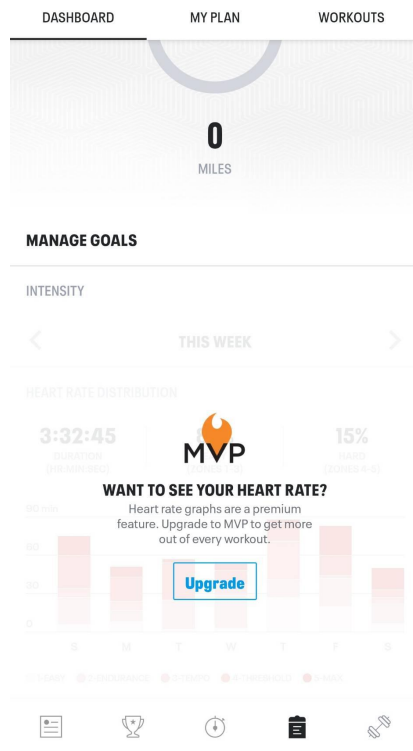
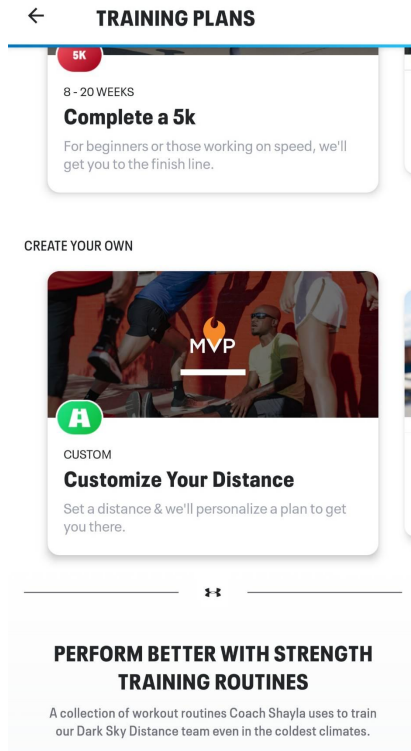
Step 4 - Mastery

When I invest in mastering the app, specifically mastering an exercise

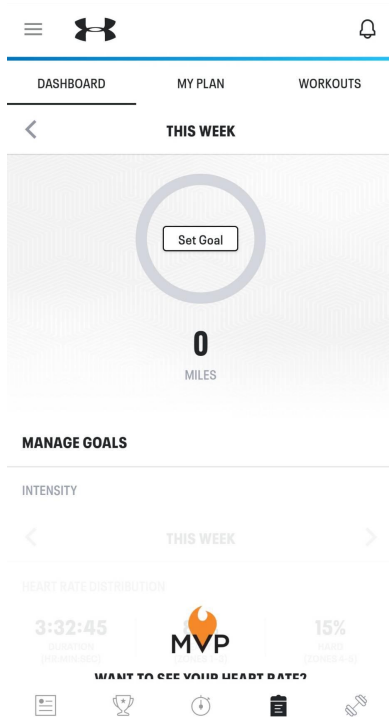
I want access to new/more difficult workouts and earned upgrades

So I can have a greater impact on my fitness and know that my hard work paid off

- Has indications to when you have reach your goals, but no achievements or rewards
- Upgrade to MVP
- Customize Training Plans
- Allows creation of challenges
- Access to new workouts



Step 5 - Teardown Summary



What it does well?

1. Motivates you to compete with yourself and friends.
 - a. Allows users to chat and connect with friends
2. Track your nutrition and hydration levels
3. Allows for manual input (for goals, etc.) as well as GPS tracking.
4. Offers many exercise workouts (both new, old, and create your own)

What it doesn't do well?

1. Difficult to navigate through (there's a lot going on)
2. Requires paying for upgrade for better services
3. Not easy for all age groups and all technology background to use the app. Seems a bit complex and lots of room for human error (lots of text, small text size, not much color differentiation,

