TEAM 1

POLITECNICO
MILANO 1863

Belcao Matteo   Gangemi Giovanni   Comolli Federico

Data Management for the Web

FitYourRun

Referent Professor: Ceri Stefano

A.Y. 2019/2020

Key Aspects

- Smartphone APP for IOS/ANDROID, no wearables support

REALLY FRAGMENTED MARKET
PROPETARY PROTOCOLS
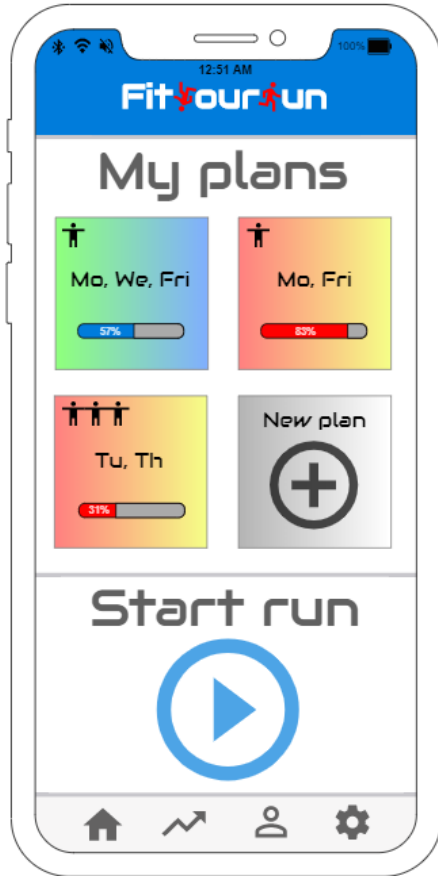NOT ALL BRANDS OFFER OPEN APIs

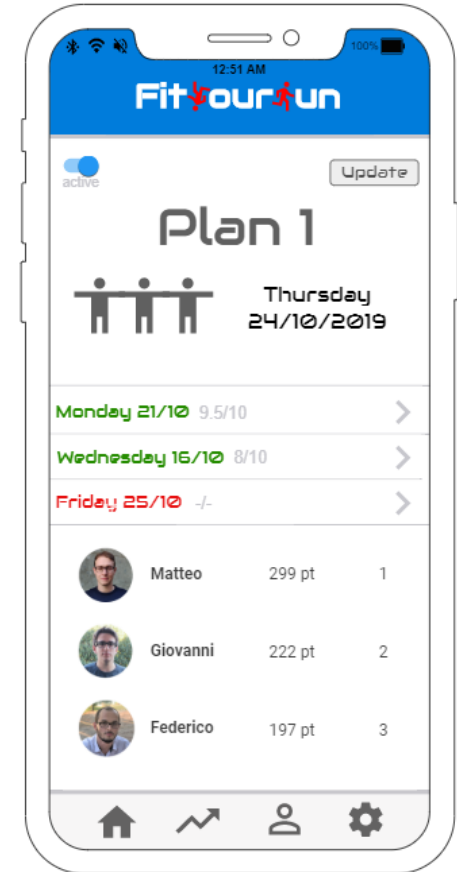- Stakeholders

Runners

Sport Brands

Development Team

Keep track of your plans

All the workout plans of a user and their status (active or inactive) are listed together with their degree of fulfillment.

The user can start a run as part of a plan or a free run. A scheduled run can be anticipated or postponed.

Personal data can be updated in the profile page.

Customized plan creation

→ **NEW WORKOUT PLAN**

👥+ **shared** The plan is created taking into account the preferences of all the members

👤 **individual** the created plan fits your nedd at the best

→ **KIND OF PLAN**

→ **TIME PREFERENCES**
by hand or/and data from 📅 Google Calendar

VELOCITY

ENDURANCE

MOUNTAIN & TRAIL-RUNNING

BODY SKILLS IMPROVEMENT

REDEMPTION & RECOVERY

CROSS-TRAINING (bike + running)

- cardio
- breath
- muscles
- weight
- legs
- distance
- endurance

→ **DURATION & WORKOUT FREQUENCY**
If your time preferences are not adequate, the application will notify you with some different proposals

BODY SKILLS : split your tokens (e.g. 10 tokens overall) between the available skills

Fit**Your**Run

User Lifecycle
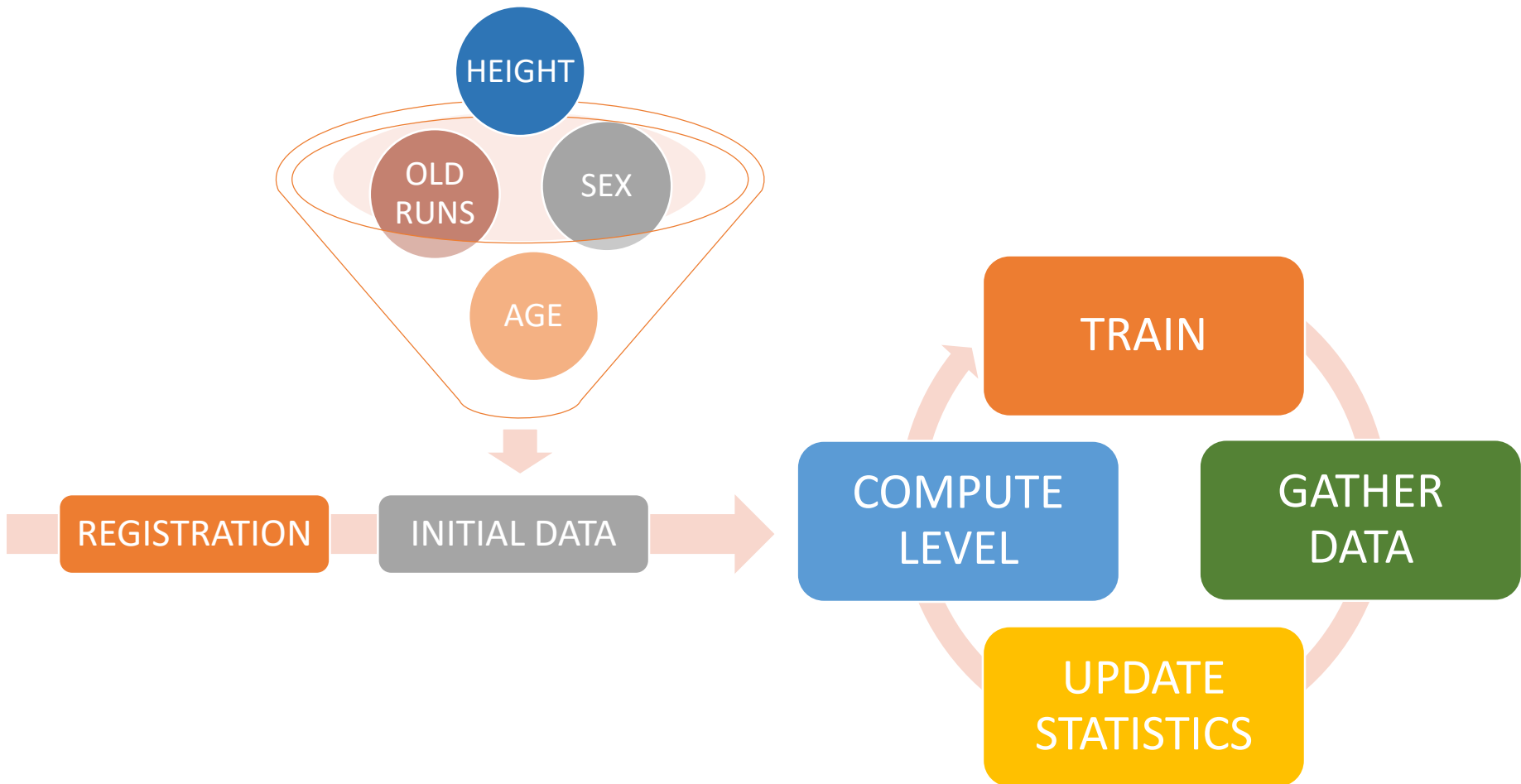
Smart algorithm

- STARTING POINT: buy data from a provider and train the algorithm

- EVOLUTION: The **learning algorithm** will be **refined over time** as more data is acquired from the users' workouts

USER PROFILATION AND NEEDS

PAST WORKOUTS

EXTERNAL FACTORS

< **Schedule** >

CUSTOMIZED TRAINING
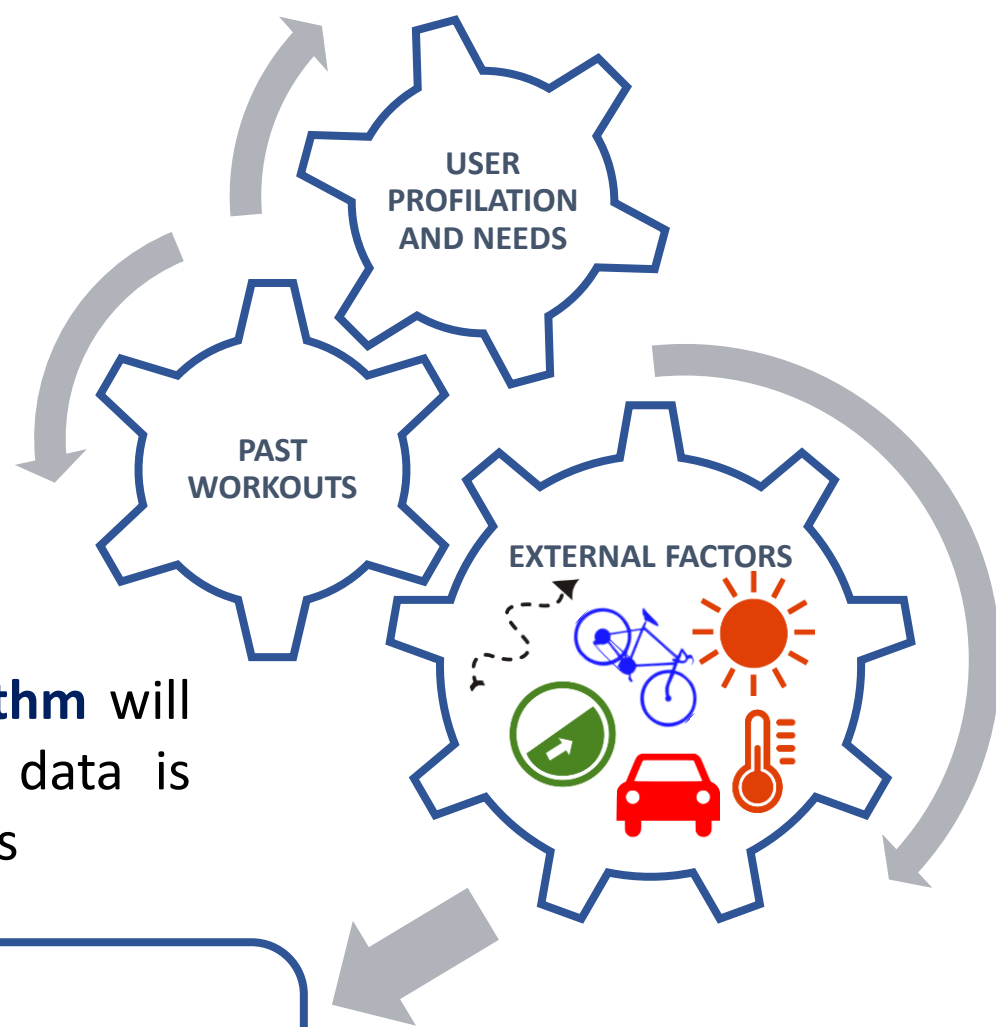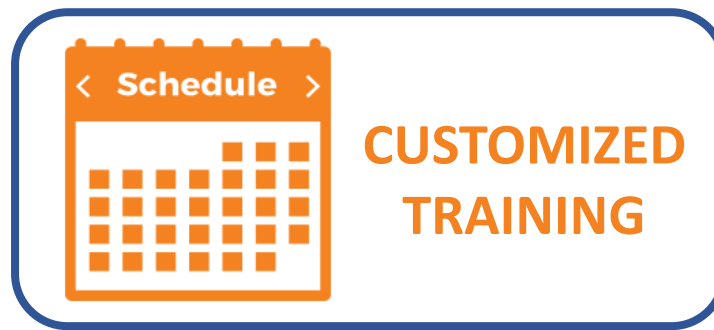
Training Paths

- **PERSONALIZED PATHS** according to the training schedule defined by the algorithm (straight road for sprint, slope for trail-running, etc.)

- **STREET DATA** gathered from public sources like GMaps (traffic) and weather providers APIs, but also from users' reports of past workouts.

- **OFFLINE MAPS** for areas without internet connection (eg. trail-running) using the Gmaps APIs (iOS/Android)

- **GPS:** position and route times tracking

- **AUDIO SUGGESTIONS**: during the training, the runner has some audio hints, generally through headphones
  - Path directions
  - Increase/decrease pace

Rankings and Awards

Expiration rankings for the "**best runners**", those users who better follow their training plans

- 2 kinds of rankings

    - **FREE :** discounts and coupons

    - **PRO** : gift cards and physical goods

- Awards in Collaboration with sport brands (sponsorships)

- Better prizes for the PRO users
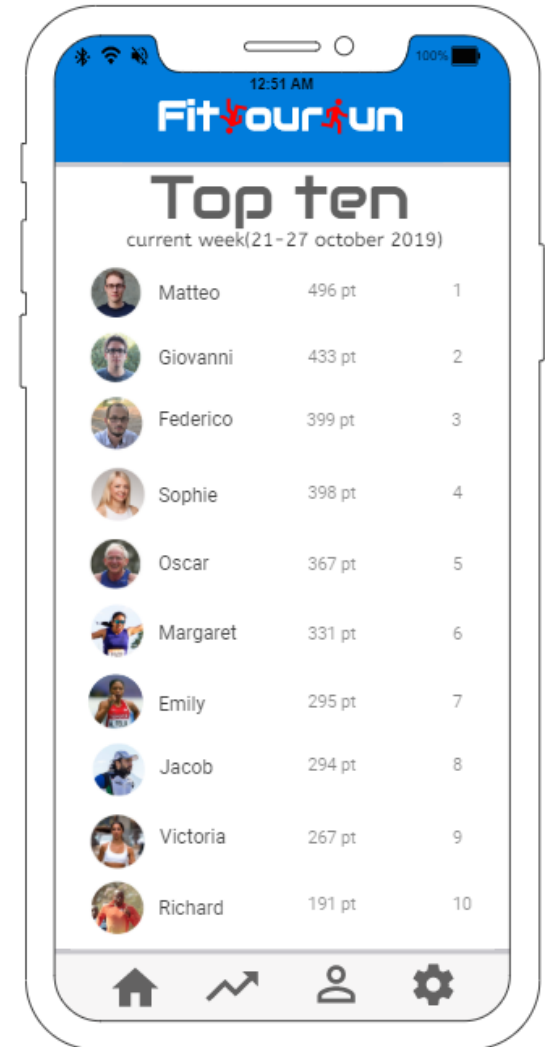
Revenues

- **Two versions available**
  - **Basic**: free, limited features (audio advertising while running and banner in app)
  - **Pro**: small annual fee, all features (no advertising), better awards

- **Ranking awards**: companies can buy sponsorships for new products

- **Sale of anonymized data**: to sports brands for statistical purposes

Traditional training plans are expensive. We offer a **free/cheap** and **ready-to-use** solution

The plan is **customized** using **ML techniques**, so it is better suited to the user than looking for one on the internet "of dubious effectiveness"

KEY VALUE PROPOSITIONS

The algorithm is **refined** by increasing data, **improving** over time

User can see rankings and **win awards**. The **gamification** increases the interactions

Turn the act of running into a moment of **sharing** with friends

Belcao – Gangemi - Comolli