Alicja Kowalska 75250

STRAVA

Strava is a fitness app and social media for people who love to be active. It uses GPS to track your runs, rides, hikes, or other workouts. You get all the details you need, like distance, speed, and your exact route. But it's more than just tracking; you can also share your workouts, connect with friends, and join challenges. It's a tool to help you train and a fun community that keeps you motivated.

Objective of the Interface
The main goal of the app is to make it easy for athletes to record, review, and share their activities while building a worldwide fitness community.

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Good UI/UX Examples:

1. The overall layout and navigation design across the app.
2. The "Kudos" button on the activity feed, which works as Strava's version of a "Like".
3. The way Strava dynamically selects and displays key activity statistics in the social "Feed".

Explanation of Why It's Good

1. **Interface and Navigation**

   Strava looks great because it's clean and tidy. The colors are simple: a light background, black writing that's easy to read, and a pop of orange to highlight important buttons and features. The menu at the bottom is straightforward with big icons that are easy to tap. This design makes moving around the app quick and intuitive, so you can easily find what you need without getting confused.
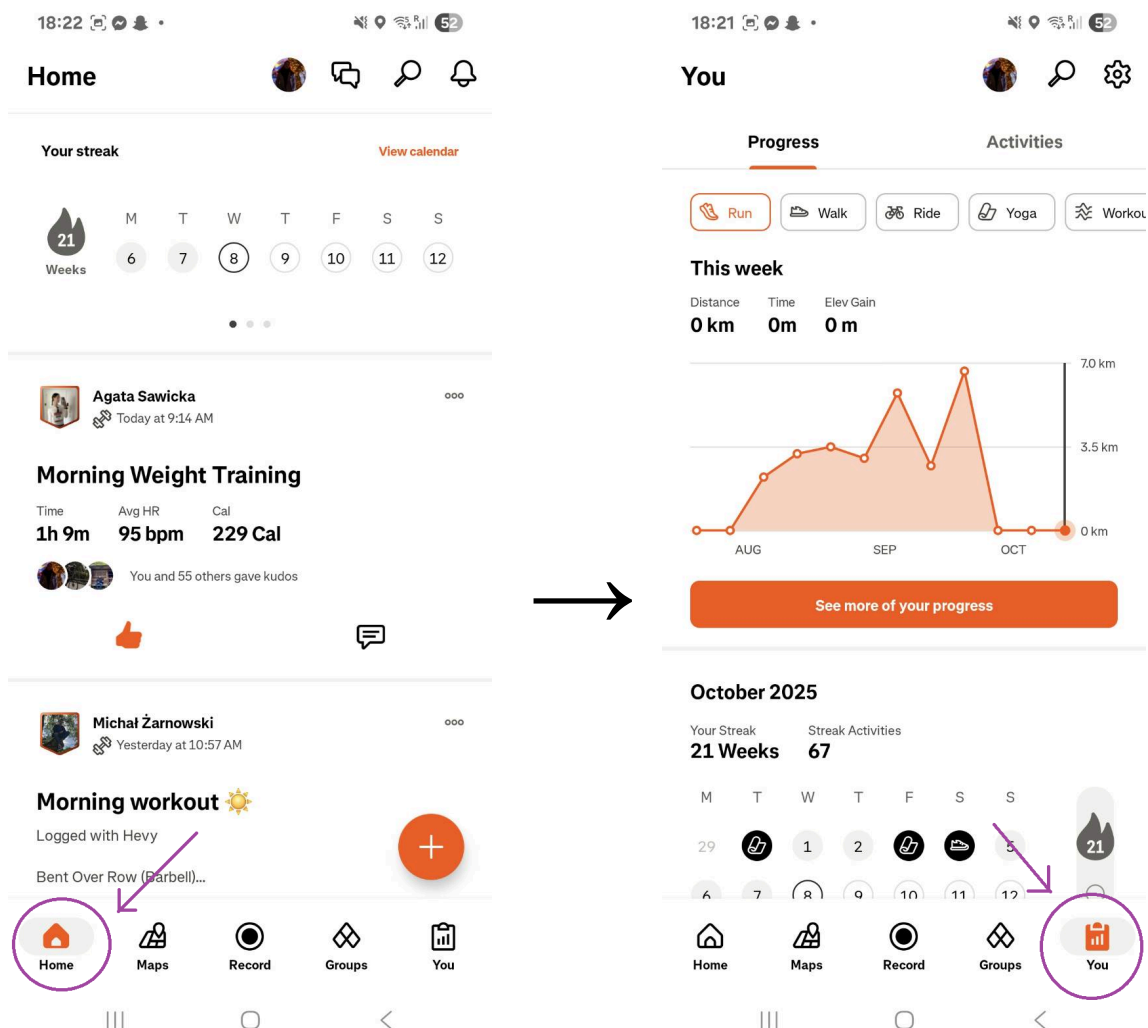
2. **The "Kudos" System**

The Kudos feature is a fantastic, straightforward design. It's basically Strava's version of a "Like" , letting you quickly recognize a friend's effort with one tap. Since it takes no effort to use, people can easily give and get a quick confidence boost , which really helps everyone feel more connected within the network.
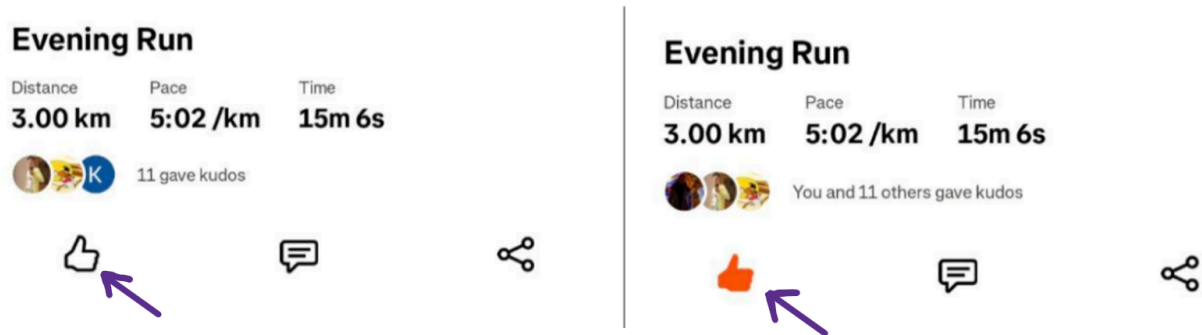
3. **Contextual Activity Stats**

Strava is smart about showing your stats. Instead of always displaying the same numbers, the app automatically picks the most important details for that specific workout. For instance, if you did a run with lots of hills, it will highlight things like Total Elevation Gain instead of just your pace, which correctly shows what a big effort that was. This keeps your feed cleaner and more meaningful, and it helps you feel prouder by showing off the most valuable part of your workout.

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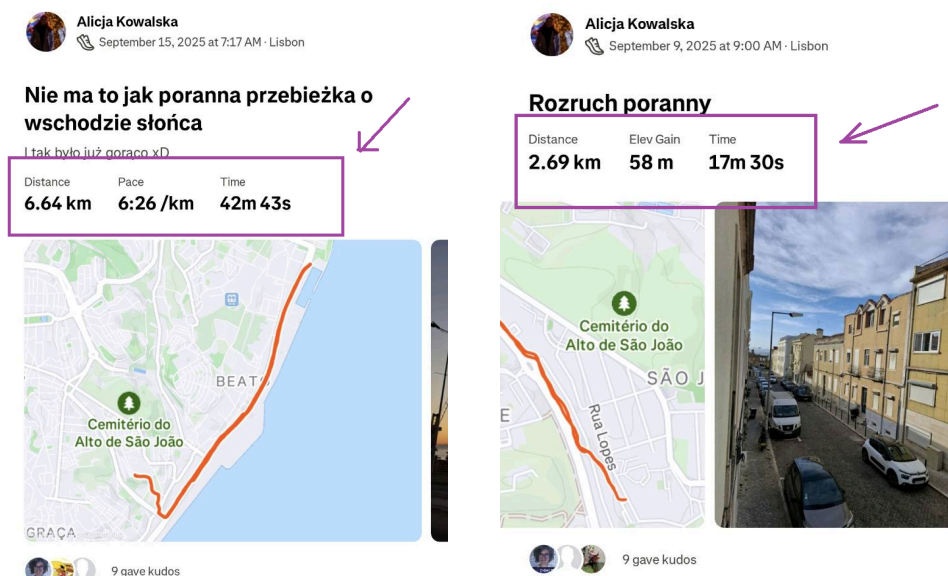
Bad UI/UX Example:

1. The multi-step process required to start recording an activity from the default home screen.
2. The intrusive "Quick Edit" pop-up that appears right after an activity uploads.

Explanation of Why It's Bad

1. **Recording Workflow**

   It takes too many steps just to start a workout on Strava. When you open the app, you usually want to start tracking right away, especially if you're already moving or in a hurry. But the app drops you on the social feed. You have to tap on the "Record" tab, pick your activity (like running or cycling), and then hit "Start". All those extra taps add unnecessary friction to what should be a quick and intuitive process.
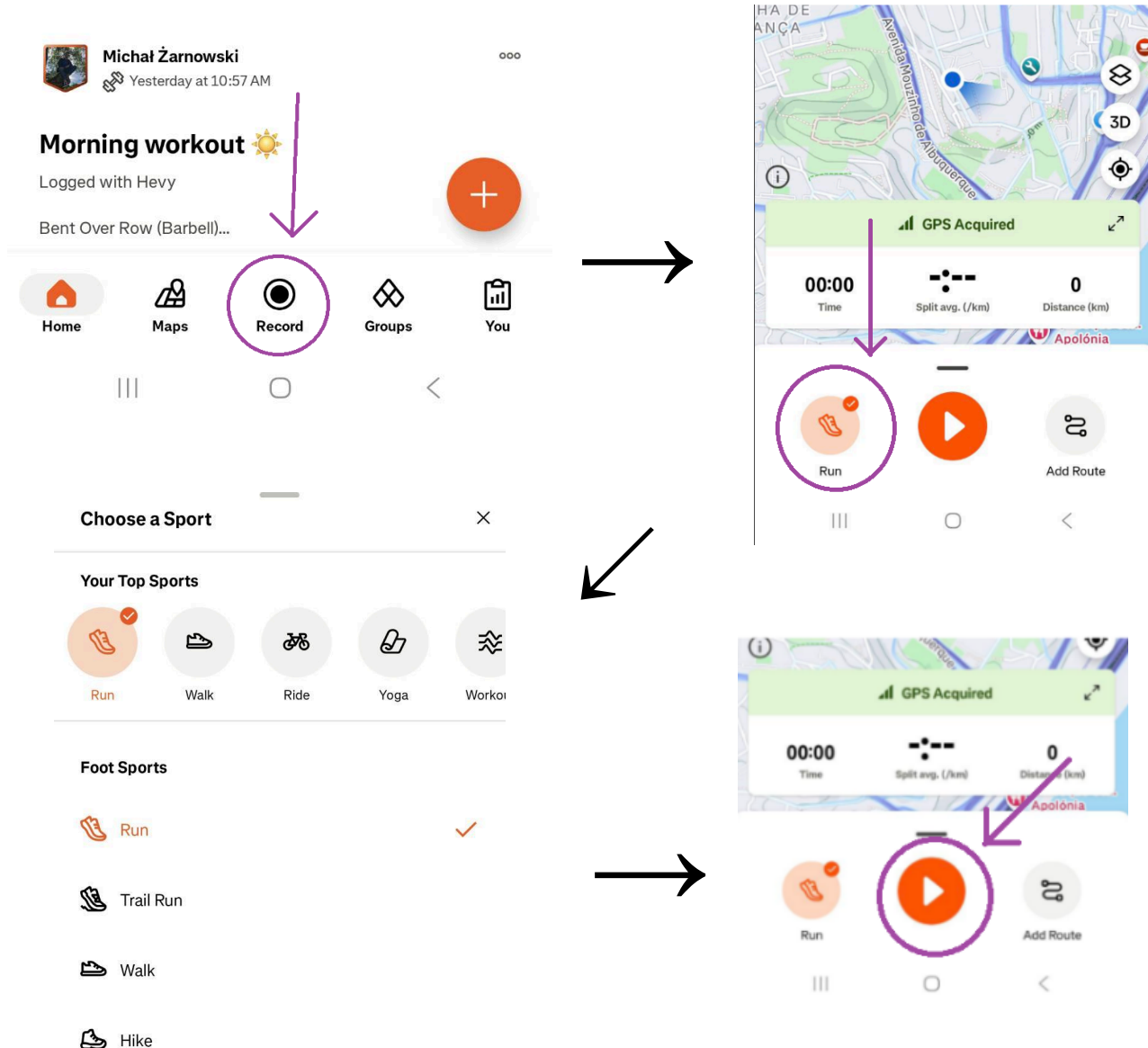
2. **"Quick Edit" Pop-up**

This pop-up takes over most of the screen, making you deal with it before you can even see your workout details. You can only make basic changes here, like editing the title or privacy. All the important stuff - like changing the activity type or choosing your gear - is missing. Because of this, experienced athletes who often update their details have to close the pop-up and take extra steps to find the full edit screen. This turns a common task into something slow and frustrating.
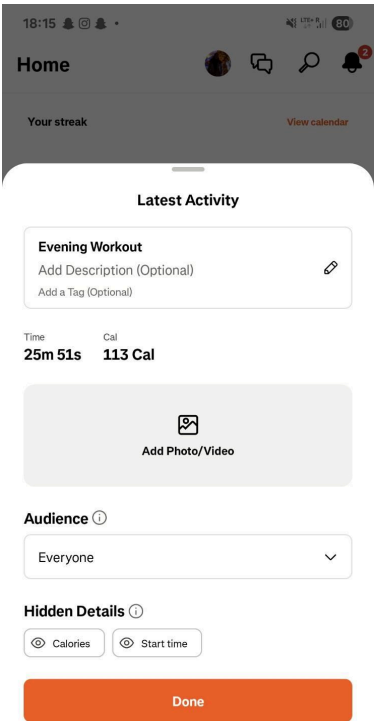
Quick edit   vs   Full edit

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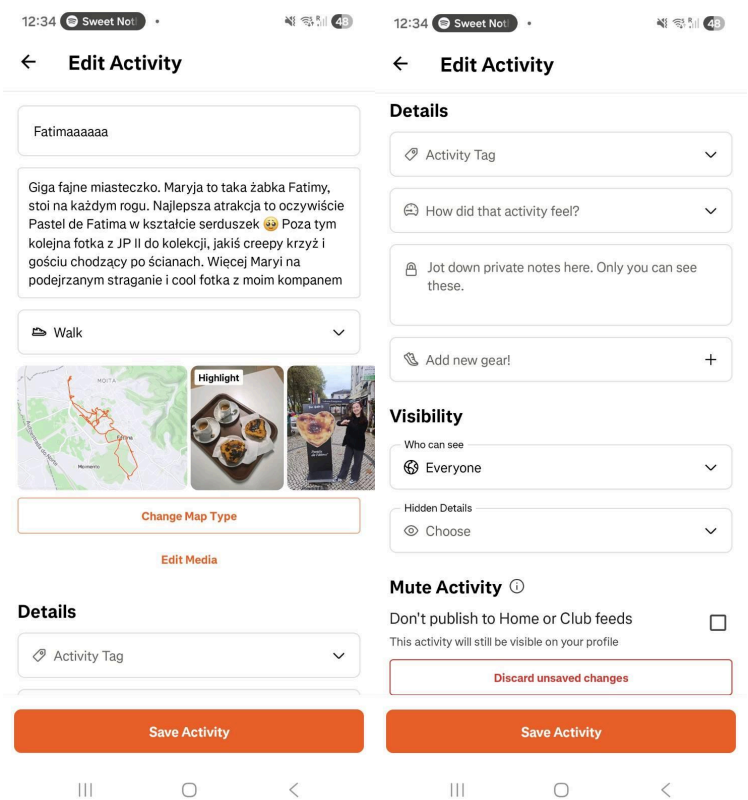
Why It Was Designed That Way

This design likely exists because Strava's business priority is the social community, aiming to boost overall engagement. By making the "Feed" your starting screen, Strava encourages you to see and interact with friends' activities more often. However, this choice sacrifices the convenience of the app's primary function: instantly starting a workout. The same logic applies to the Quick Edit pop-up, which is aimed at the casual user who just wants to quickly title and share their workout. While this choice streamlines the social sharing workflow, it ends up being a hassle and is less efficient for serious, data-focused athletes who need to enter or change lots of details.

Suggested Improvements

1. A much better fix would be to add a big, floating "Quick Start" button that you can tap from any screen, even the social feed. With just one tap, you could instantly jump to the recording screen or even start tracking your last activity type. This small change would make the app faster, easier to use, and better focused on the user's main goal: getting started.
2. The pop-up should either be an optional setting or replaced with a small banner notification at the top of the screen that doesn't block anything. Users could then tap this banner if they want to edit. If the pop-up has to stay, it needs to include essential options like changing the Activity Type and Gear to be truly helpful.