

Usability Testing Report

RunVenture: Fitness Tracker Prototype



Testing Methodology

The usability testing for RunVenture was conducted using an interactive Figma prototype. Participants were introduced to five core features:

1. Personalized Training Plans
2. Social Challenges
3. Music and Podcast Integration
4. Post-Run Insights
5. Route Conditions

Each testing session followed a structured handout and task flow, allowing users to interact with each feature while verbalizing their thoughts. Participants were asked targeted questions specific to each feature to evaluate intuitiveness, usefulness, and potential improvements. Eight users participated in these sessions, each lasting around five minutes. While no audio recordings were made, transcripts were manually documented and are included in the appendix.

Participant Feedback

Personalized Training Plans

- Most users found the feature intuitive after a brief pause, though the “pen + paper” edit icon was not immediately clear to several users.
- There was strong interest in additional customization features, including the ability to set pace goals, assign playlists, or use predictive analytics based on past runs.

Social Challenges

- Participants liked the idea of competing with others and appreciated the ability to view other participants.
- Several users wanted clarity between public vs. private challenges and requested more direct social engagement, such as in-app friend invites.
- Leaderboards and notifications were suggested to increase motivation.

Music and Podcast Integration

- Users appreciated the seamless integration but requested additional playback controls, offline mode, and smart shuffle functionality.
- A few users noted they'd like to change volume or playback speed without unlocking their phone.

Post-Run Insights

- Hydration reminders were seen as useful, but recovery suggestions felt generic to some.
- Users wanted more transparency about how suggestions were generated and requested advanced metrics, such as heart rate.

Route Conditions

- Users liked elevation and surface data, but many asked for visual heatmaps and live weather.
- Suggested additions included shaded paths, user ratings, and scenic tags.

Design Adjustments

Training Plans

- Better editing options are being considered to improve accessibility.
- Some additional customization options will be added.

Social Challenges

- A unique shareable link will be generated for each challenge, with the option to copy it instantly.

Music Integration

- Playback options, like playlist URL and custom user playlists, will be prioritized.

Post-Run Insights

- More diverse recovery tips will rotate dynamically.

Route Conditions

- Interface will be simplified to make selecting and previewing routes faster and more intuitive..

Final Prototype Evaluation

The updated prototype successfully integrates participant feedback and emphasizes user-centered design improvements. Each feature has been revised and improved. The overall user flow is clear, and participants have expressed increased interest in using the app, particularly if these improvements are implemented. Next steps include improving visual design and feedback, as well as testing on mobile devices.

Appendix A: Usability Testing Transcripts

Note: Audio recordings were not available. The following transcripts reflect feedback gathered during each session.

Transcript 1 – User 1

- “The training plan editing made sense once I saw the icon, but it could be easier if you could just tap directly on the goal.”
- “I’d like more customization, including choosing rest days or linking to my favorite playlist.”
- “Challenges were easy to find. I wish I could invite my running friends in the app though.”
- “The music part is great, but I would like a shuffle feature or one that adjusts to my pace.”
- “The insights page was a little text-heavy. A graph with pace and elevation would be better.”

Transcript 2 – User 2

- “The edit icon threw me off at first. A pencil alone might be clearer.”
- “I’d like the training to adapt based on how I’ve been running recently.”
- “I loved the challenges idea. A leaderboard or competition would motivate me more.”
- “Being able to post to social is fine, but I’d rather send a challenge directly to a friend.”
- “More variety in the hydration and recovery advice would be more interesting.”

Transcript 3 – User 3

- “Route Conditions was my favorite feature. I’d love weather overlays or crowd levels.”
- “Training plans are solid. Can it auto-adjust if I miss a day?”
- “Post-run insights could show injury risks.”
- “Music controls are good. I’d just want volume control within the app.”
- “Social features needs more, like notifications when someone beats your time.”

Transcript 4 – User 4

- “I really want scenic and shaded route filters.”
- “Offline playlists?”
- “The challenge section felt a little bare. Add upvoting or progress updates from friends.”
- “Insight suggestions were decent. I’d like to see a trail rating system added.”
- “I like that it shows elevation changes. This is very important for trail runners.”

Transcript 5 – User 5

- “The app is straightforward, but could use a short tour on first use.”
- “I didn’t know if I was editing the training plan or copying it. It’s not very clear.”

- “I like the idea of auto-generated advice, but explain how it’s calculated?”
- “Could use more feedback on what I did well, not just hydration reminders.”
- “Leaderboard filters by location or distance would be awesome.”

Transcript 6 – User 6

- “This app would actually help me stick to a routine.”
- “Post-run feedback is helpful, especially hydration tips.”
- “Social challenges are motivating.”
- “I don’t have paid Spotify, so that could be limiting when using the music player.”
- “Route info was great. I want to see safety ratings too.”

Transcript 7 – User 7

- “I’m doing long-distance training. This app’s plan feature is better than some paid ones.”
- “Being able to compare my current run to past ones.”
- “I’d want more recovery metrics, such as heart rate.”
- “Having playlist recommendations based on long or short runs.”
- “Challenges are fun, but I want better rewards, such as badges.”

Transcript 8 – User 8

- “I liked how everything was grouped (Training, Challenges, Run Insights).”
- “Edit icon worked, but not super obvious at first.”

- “Sharing is good, but I don’t really want to post to social media. I would rather send direct invites.”
- “I liked the hydration tips, but they should change depending on how long I ran.”
- “Add a button on the dashboard to ‘Start Run’ immediately and make it very visible.”