

Pre-Usability Testing Report

RunVenture: Fitness Tracker Prototype

Testing Methodology

To evaluate the usability and appeal of the RunVenture wireframes, a pre-prototyping usability test was conducted. The wireframes were created using Figma and showcased proposed enhancements such as personalized training plans, social challenges, music integration, post-run insights, and route conditions.

Five participants were selected, representing a range of fitness levels and familiarity with fitness tracking apps. Each participant was guided through the wireframes during a remote session and asked a series of structured, open-ended questions. These questions focused on user needs, design clarity, potential usability issues, feature suggestions, and overall impressions.

Each session lasted approximately five minutes. Due to limitations in recording technology, transcripts of the sessions were recorded manually. These transcripts are included in the appendix in place of audio files.

Participant Demographics

Participant	Age	Gender	Fitness Level	Familiar Apps
User 1	26	Female	Beginner	Nike Run Club
User 2	33	Male	Intermediate	AllTrails, Nike Run Club
User 3	41	Female	Advanced	Apple Fitness, Nike Run Club
User 4	29	Female	Beginner	Apple Fitness, Fitbit
User 5	37	Male	Trail	Apple Fitness, AllTrails

Key Findings

Participants responded positively to the overall concept and expressed enthusiasm about several of the app's proposed features.

- The personalized training plans were the most consistently praised element. Users appreciated that the app could help them improve without hiring a trainer/paying a subscription fee.
- The route conditions feature was also praised. Participants noted how helpful it would be when running in unfamiliar areas.
- Social challenges were seen as a fun way to add accountability and motivation, though users wanted a better visual explanation of how they work.
- The music integration was appreciated, but some users were unsure whether it required a premium Spotify account.
- The post-run insights page felt informative, but visually overwhelming to some users.
- Multiple participants emphasized the need for a short onboarding process to guide new users through key features.

Design Adjustments Based on Feedback

In response to user feedback, the following design adjustments are recommended:

Visual Enhancements:

- Simplify the post-run insights page by incorporating icons, visuals, and a more segmented layout.
- Improve visual hierarchy to improve readability.

Feature Adjustments:

- Include an option to create custom challenges within the social section.
- Add quick-access buttons on the home screen for core actions, such as “Start Run.”

User Experience:

- Add a brief onboarding walkthrough to introduce app features.
- Clarify what parts of the music integration are available to users.

Appendix A: Usability Testing Transcripts

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

Transcript 1 – User 1

- “This is a great idea, especially for people who don't really know where to start with running.”
- “The training plan helps.”
- “I liked the social challenges. It would help me stay motivated.”
- “The only thing that confused me was the post-run insights page. It was a lot of info, and I didn’t know what to focus on.”
- “I’d like if the post-run insights page showed pictures or graphs instead of so much text.”
- “Overall, it’s [an app] something I’d definitely use if it’s free or low cost.”

Transcript 2 – User 2

- “I liked how the app organizes runs and goals.”
- “The training plans remind me of Garmin, but more user-friendly.”
- “I wasn't sure if I needed Spotify Premium for the music part.”
- “The design overall looks clean.”
- “The challenge section felt a little unclear. How do I know who’s in a challenge or how I’m doing compared to others?”
- “The route conditions part is really nice. I run around busy areas, so knowing the path in advance would help me avoid crowds.”
- “Nice job overall.”

Transcript 3 – User 3

- “I’m training for races and this app looks like it could help track progress really well.”
- “I liked that the plans adjust to fitness levels.”

- “The biggest improvement you could make is adding live user reports for route conditions, including maybe let people flag trail closures.”
- “I’d want to switch between different plans more easily. I missed how to do that until you showed me.”
- “I’d cut down the words in some areas. Visuals would be better.”
- “The color contrast could be stronger for reading outside during daylight.”

Transcript 4 – User 4

- “I’m not really a runner, but I walk a lot.”
- “I could see myself using this for hiking too because the route conditions are great.”
- “I love the idea of hydration reminders after a walk.”
- “The homepage felt easy to follow.”
- “I would suggest making the start button more visible.”
- “Maybe give new users a little walkthrough, like popups that explain what stuff does.”
- “I think the challenges are fun, however, it’s kind of like just another list.”
- “Overall, the app is useful even for casual users like me.”

Transcript 5 – User 5

- “This app has potential, including for trail runners like me.”
- “I’ve used AllTrails, and this would definitely appeal to people like me if the route data is reliable.”
- “The elevation info and route conditions are great.”
- “I’d recommend adding user-submitted reports.”
- “The insights after a run feel a bit long. Maybe break them into tabs or sections.”
- “Visually it’s good, but maybe it needs a more rugged aesthetic for trail runners.”
- “Would I use it? Yes, especially if it works well.”