

Mapmyrun.com - Fitness Tracker Design Critique



Introduction

Overview of the Existing App

MapMyRun is a fitness tracking app and website designed for runners and other fitness enthusiasts. It allows users to map running routes, track workouts, set fitness goals, and connect with others through a community feature. The primary target audience includes runners, cyclists, and walkers who wish to monitor their activity levels and improve their performance.

Objective of the Critique

This critique aims to assess the current design of MapMyRun.com, focusing on its user interface (UI), user experience (UX), accessibility, and functionality. The purpose is to identify areas for improvement and propose enhancements that could increase usability, user engagement, and overall satisfaction.

Current Design Analysis

User Interface (UI) Analysis

Layout and Navigation

- **Strengths:**

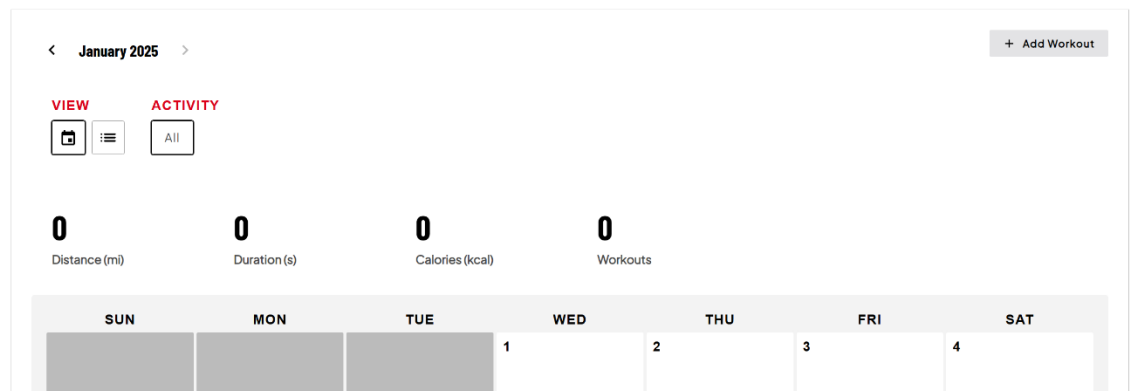
- The navigation is well-structured, with distinct tabs for Workout, Routes, and Community, which cater to the app's primary functionalities.

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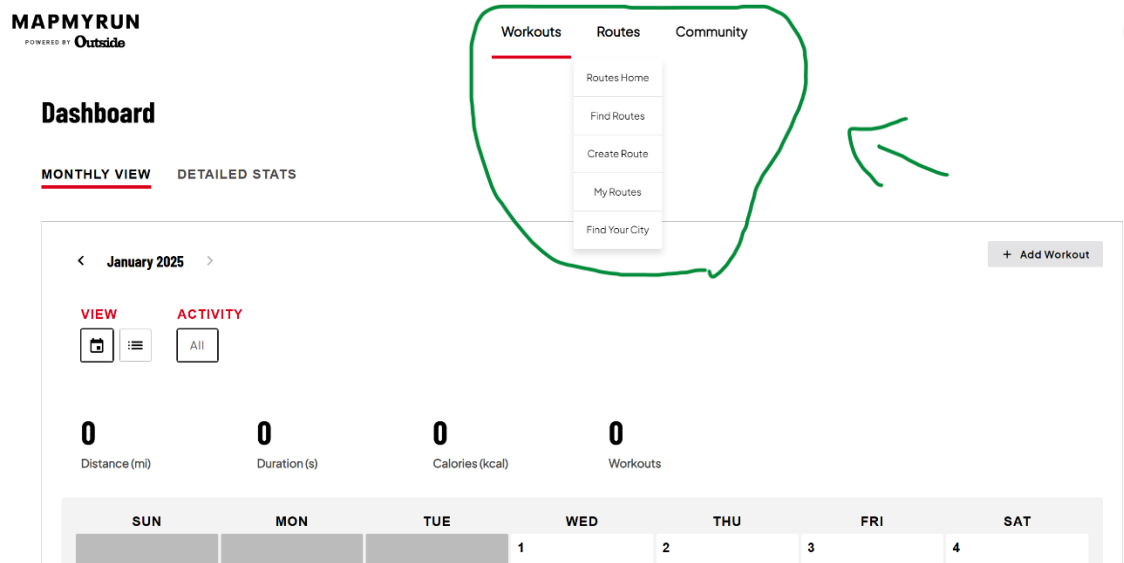
Workouts Routes Community

Dashboard

MONTHLY VIEW DETAILED STATS

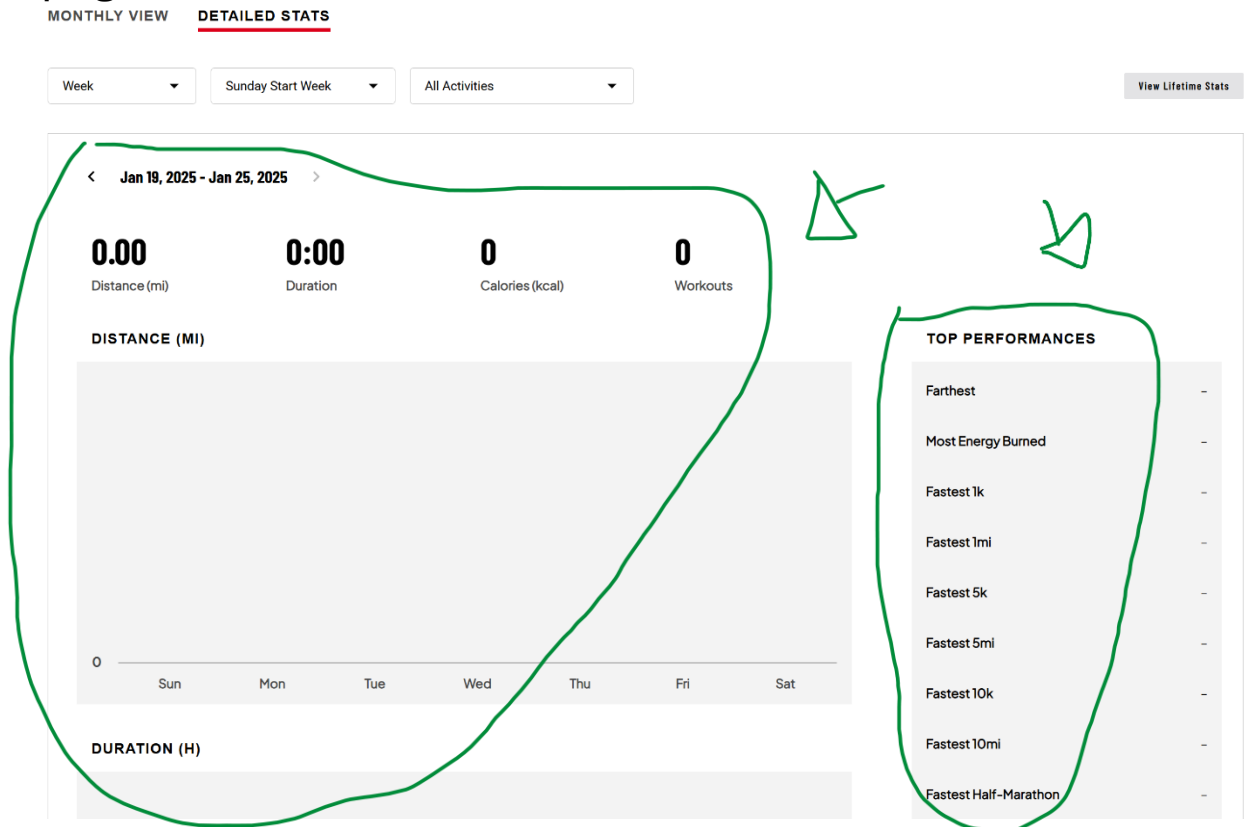


- Subtabs like "Find Route" and "My Routes" under Routes help organize specific features logically.

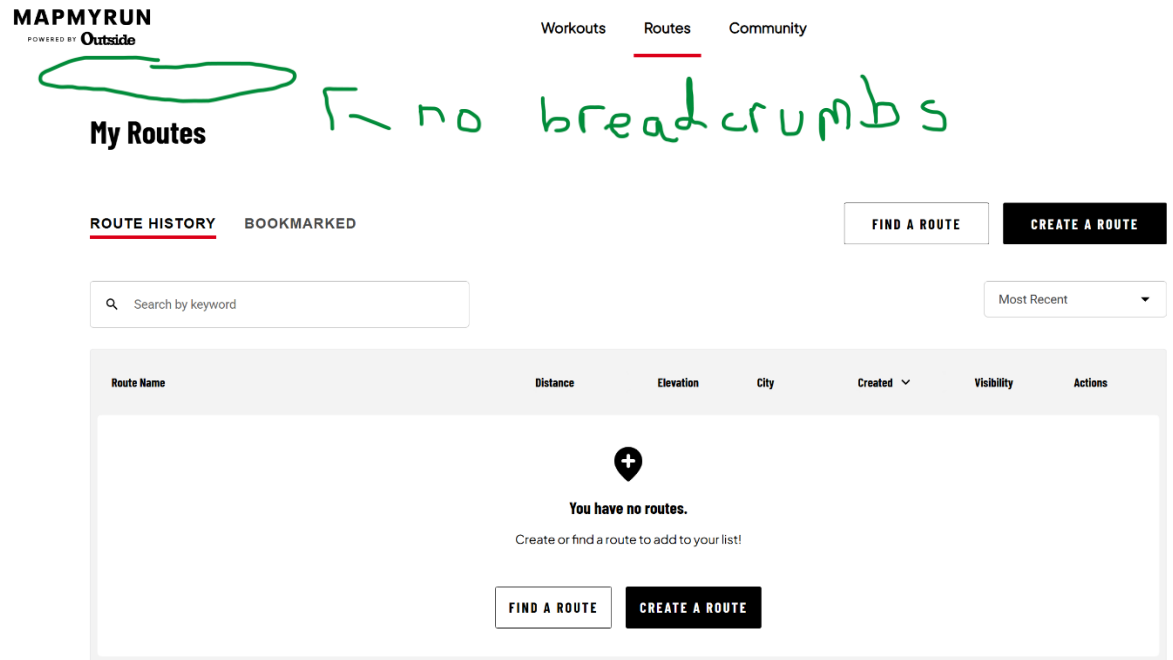


- **Weaknesses:**

- The interface feels cluttered in areas with dense information, such as the Dashboard, Detailed Stats page.



- Navigating between tabs sometimes feels disconnected; there's no consistent breadcrumb trail to help users track their location.



Visual Design

- **Strengths:**

- Fonts are legible and buttons are visually distinct.

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Workouts Routes Community

ACHIEVE YOUR BEST

Stay on target with a weekly goal

CREATE A GOAL

4 days left for week

ACTIVE GOALS

There are no active goals.

1/19/2025 - 1/25/2025

SUGGESTED GOALS

Just Getting Started

Any Activity 2 times / week

Starts on 1/26/2025

Take It Up A Notch

Any Activity 3 times / week

Starts on 1/26/2025

Kick It Into High Gear

Any Activity 4 times / week

Starts on 1/26/2025

SET GOAL

SET GOAL

SET GOAL

- **Weaknesses:**

- The visual hierarchy is unclear in certain sections, such as the Goals page, where primary actions blend with less important text.

The screenshot shows the 'ACHIEVE YOUR BEST' section of the MapMyRun website. It features a navigation bar with 'Workouts', 'Routes', and 'Community'. Below the header, there's a 'CREATE A GOAL' button. The main content area is divided into 'ACTIVE GOALS' (showing '4 days left for week' and '1/19/2025 - 1/25/2025') and 'SUGGESTED GOALS'. The 'SUGGESTED GOALS' section lists three options: 'Just Getting Started', 'Take It Up A Notch', and 'Kick It Into High Gear', each with a 'SET GOAL' button. A green circle highlights the 'Just Getting Started' goal, and a green arrow points to the 'SET GOAL' button, illustrating the issue of unclear visual hierarchy where primary actions blend with less important text.

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Workouts Routes Community

ACHIEVE YOUR BEST
Stay on target with a weekly goal

CREATE A GOAL

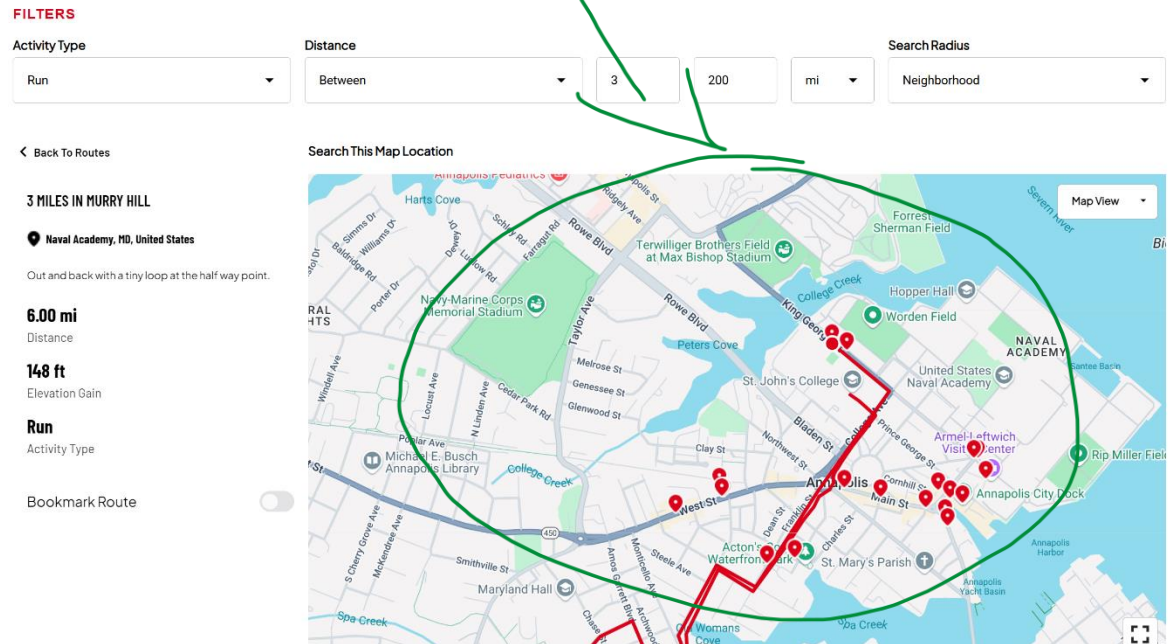
4 days left for week 1/19/2025 - 1/25/2025

There are no active goals.

SUGGESTED GOALS

Just Getting Started Any Activity 2 times / week Starts on 1/26/2025	SET GOAL
Take It Up A Notch Any Activity 3 times / week Starts on 1/26/2025	SET GOAL
Kick It Into High Gear Any Activity 4 times / week Starts on 1/26/2025	SET GOAL

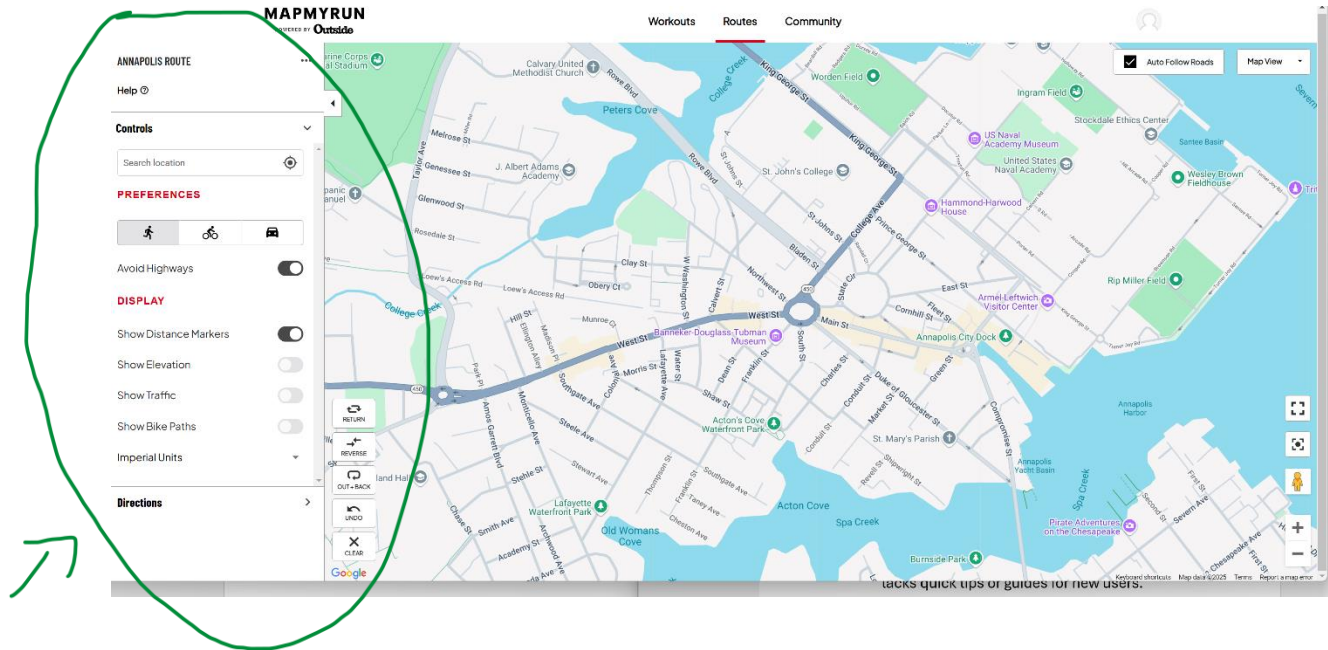
- The map feature in Find Route could use more and better contrast options to make route details stand out (for the widest possible audience).



Interaction Design

- **Strengths:**

- Interactive elements, such as creating a route or setting a goal, are intuitive.



- Good (toggles) feedback for actions, such as saving a route.

Find A Route

Location*

Route Name

SEARCH

FILTERS

Activity Type

All Activities

Distance

At least

3

mi

Search Radius

City

Back To Routes

BALTIMORE ROUTE 12 MILES 3

Baltimore, MD, United States

12.00 mi

Distance

273 ft

Elevation Gain

Run

Activity Type

Bookmark Route

Search This Map Location

Weaknesses:

- The map interaction feels a bit slow at times and lacks quick tips for new users.

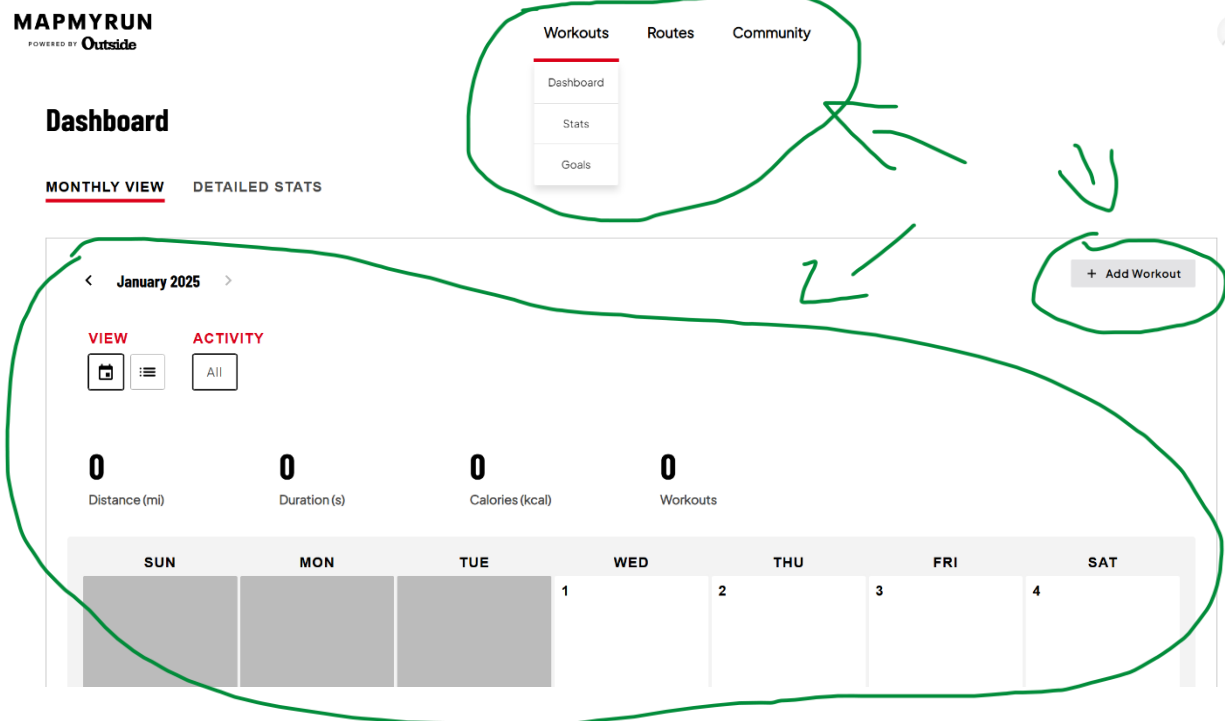
lacks quick tips or guides for new users.

User Experience (UX) Analysis

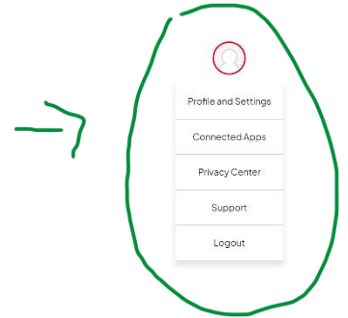
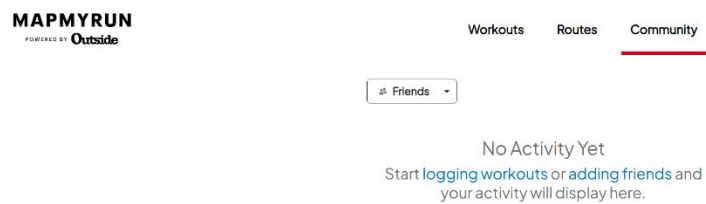
Usability

- **Strengths:**

- Core functions, such as tracking workouts and viewing stats are straightforward.

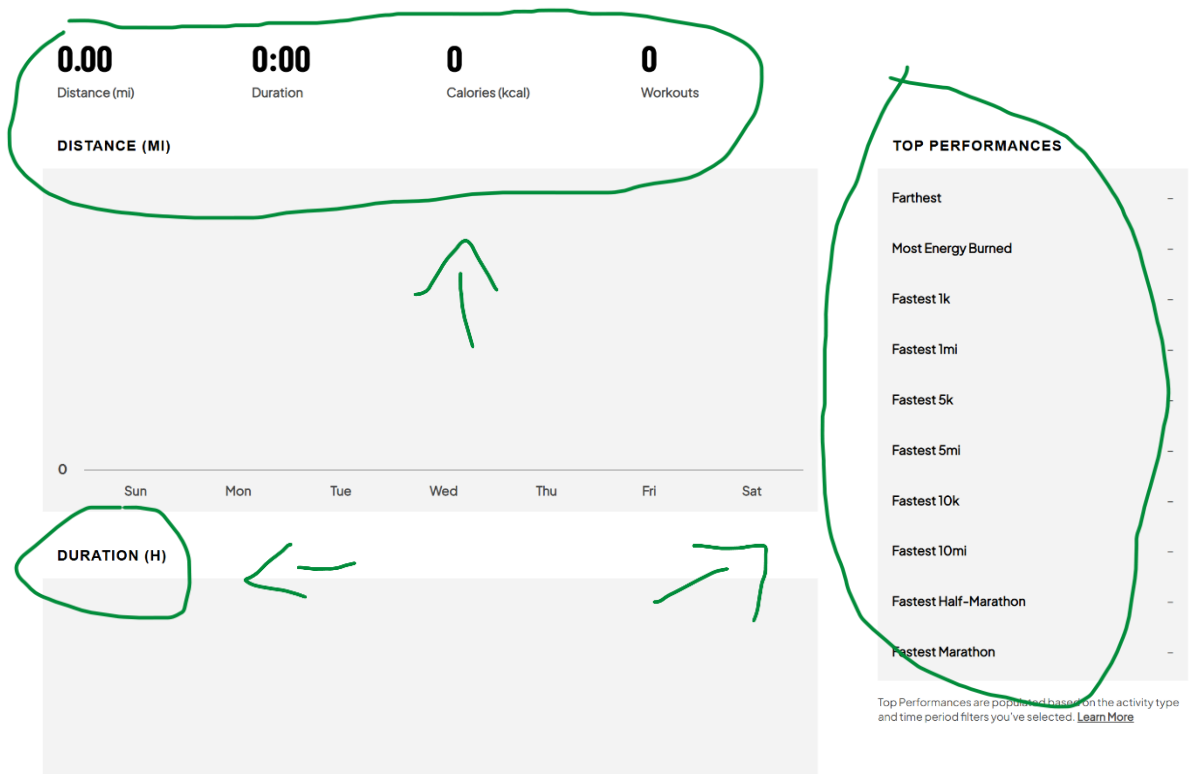


- Clear prompts for logging in or signing up when accessing community features.



• Weaknesses:

- Large number of stats on the **Dashboard**, which could confuse new users.



- The Goals feature lacks an onboarding guide for first-time users.

ACHIEVE YOUR BEST

Stay on target with a weekly goal

CREATE A GOAL

4 days left for week

ACTIVE GOALS

1/19/2025 - 1/25/2025

There are no active goals.

SUGGESTED GOALS

Just Getting Started

Any Activity 2 times / week

SET GOAL

Starts on 1/26/2025

Take It Up A Notch

Any Activity 3 times / week

SET GOAL

Starts on 1/26/2025

Kick It Into High Gear

Any Activity 4 times / week

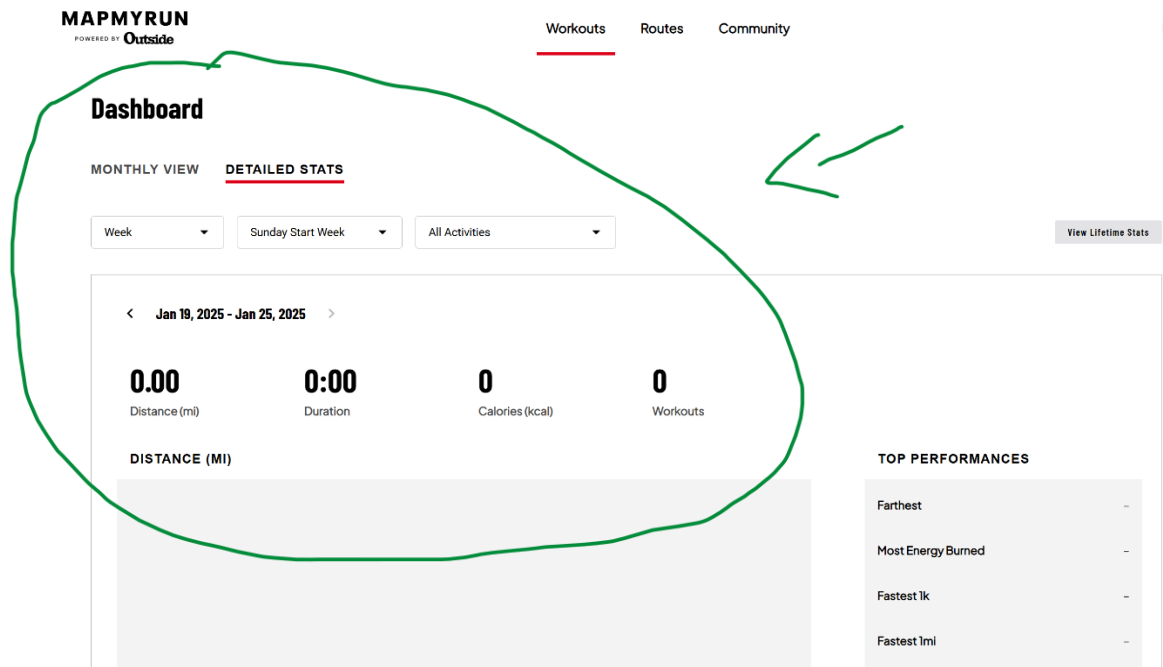
SET GOAL

Starts on 1/26/2025

Accessibility

- **Strengths:**

- Text is legible with decent contrast, and button/dropdown sizes are accessible.



- **Weaknesses:**

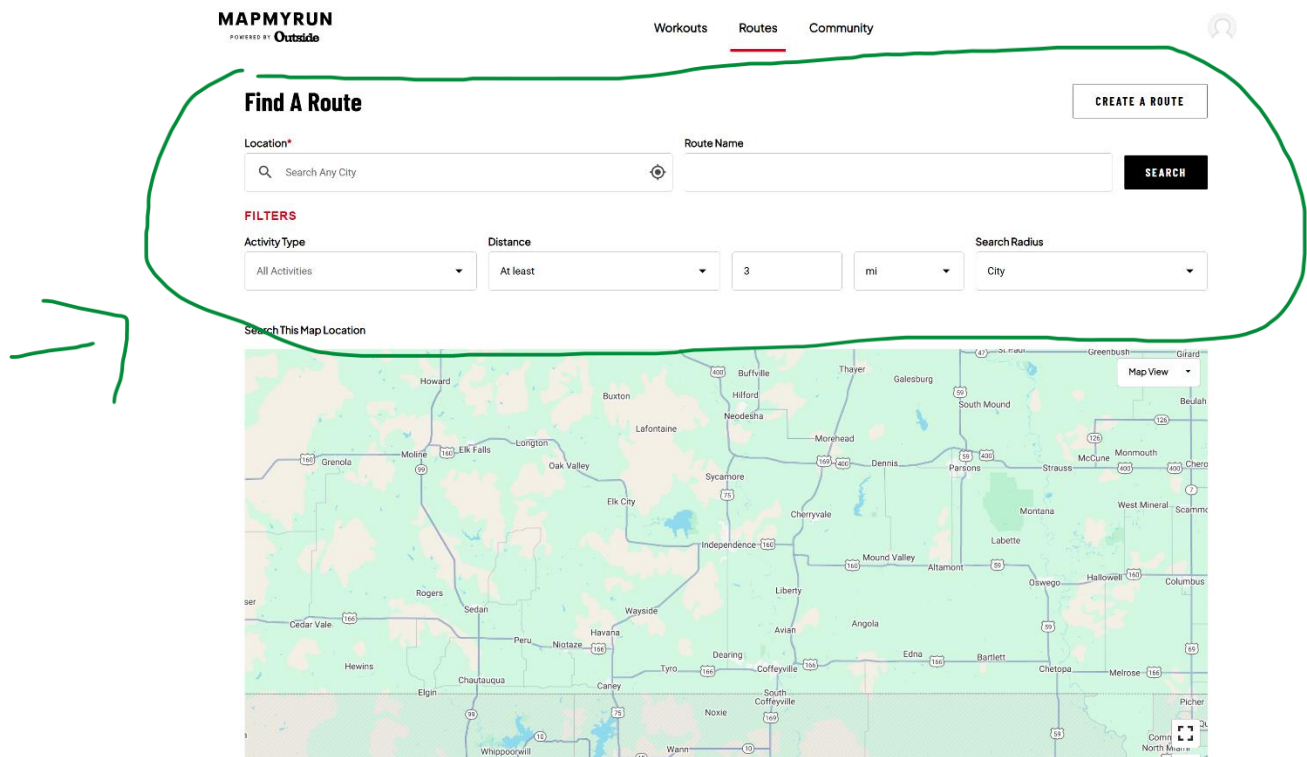
- No options for larger fonts or high-contrast mode.

Functionality Analysis

Core Features

- **Strengths:**

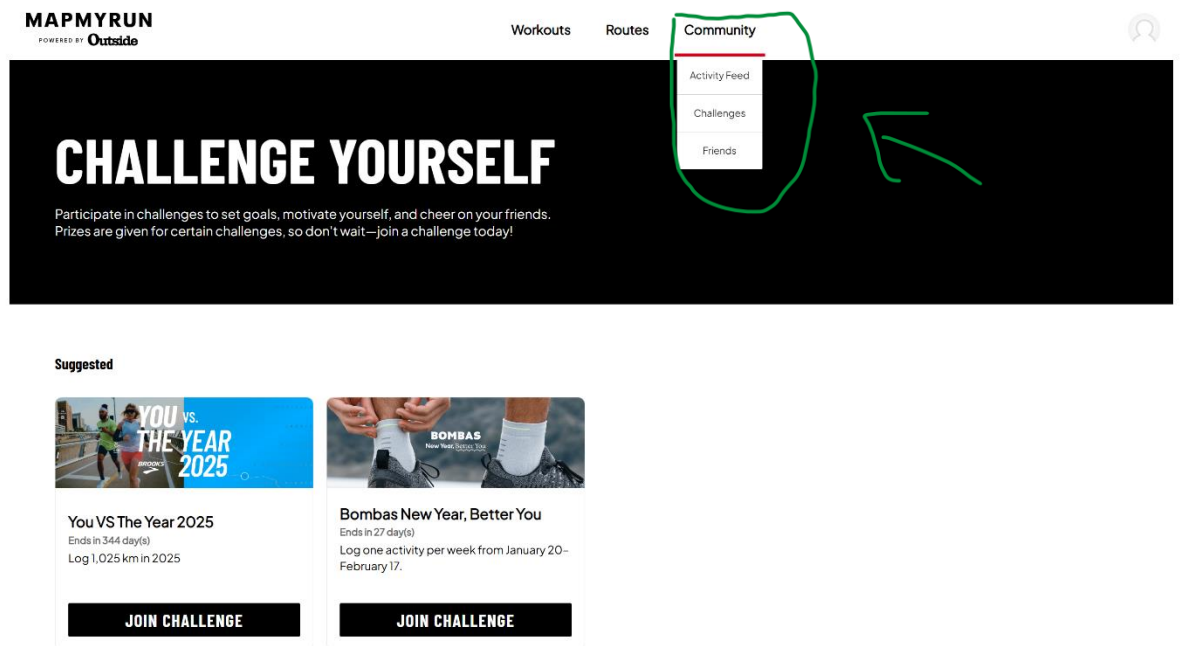
- Mapping routes and tracking stats are reliable and work as expected.



- **Weaknesses:**

- The algorithm for Find Route could be more tailored to the user's location and preferences.

- Challenges are not well-integrated into the main user flow, making them less discoverable.



Performance

- **Strengths:**
 - Pages load quickly under normal conditions.
- **Weaknesses:**
 - Interactive features, such as the map can feel slow, especially when creating or editing a route.

Identified Areas for Improvement

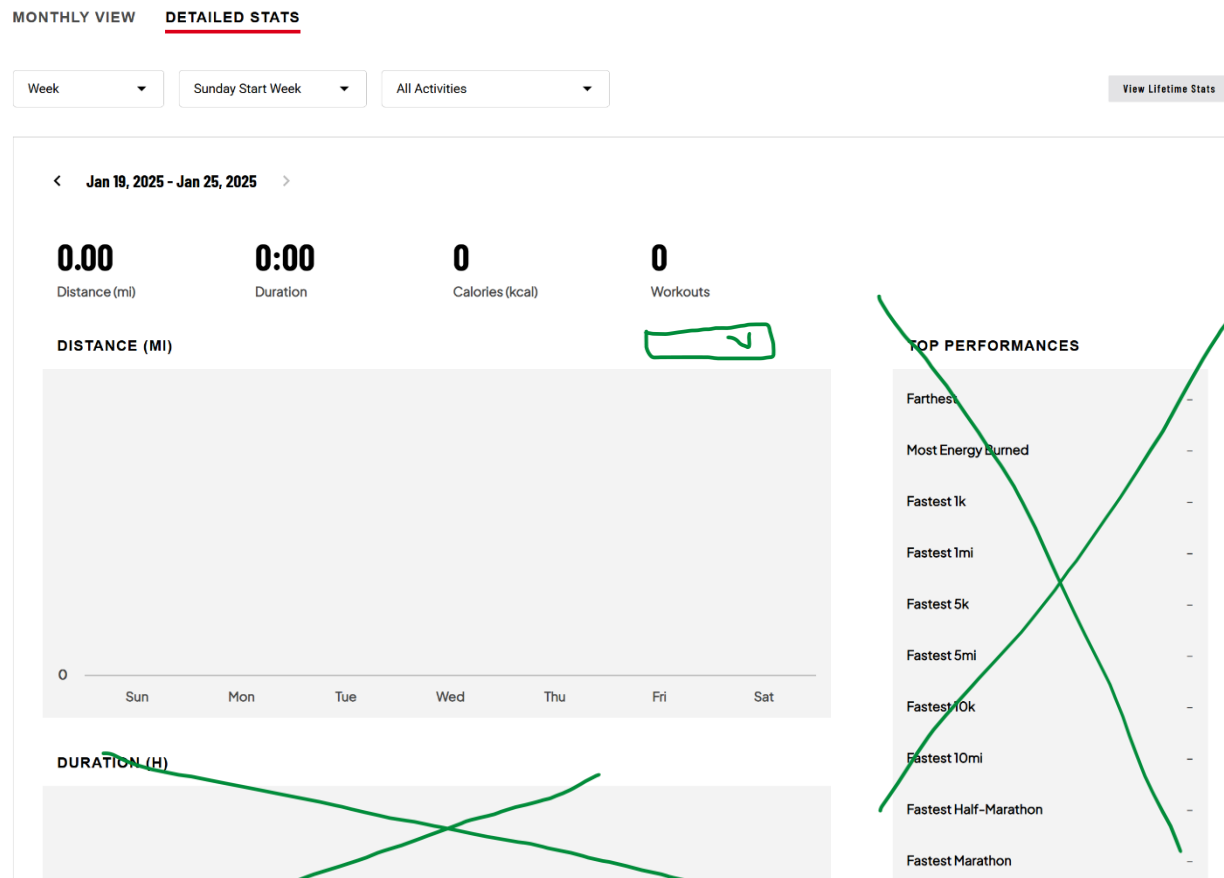
Area 1: Overwhelming Dashboard

- **Current State:**
 - The Dashboard is packed with stats, making it hard for users to focus on key metrics.

- **Suggested Improvement:**

- Simplify the layout by allowing users to customize which stats are displayed prominently.
- Provide collapsible sections for less-used metrics/charts.

Dashboard



Area 2: Accessibility Enhancements

- **Current State:**

- Limited support for users with disabilities (no high-contrast mode, map elements are not screen-reader friendly).

- **Suggested Improvement:**

- Add accessibility features like high-contrast mode and alt-text for images/maps.

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Workouts

Routes

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Find A Route

Location*

Route Name

SEARCH

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Distance

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3

mi

Search Radius

City

Search This Map Location

Proposed Enhancements

Feature Enhancements

1. Customizable Dashboard:

Allow users to rearrange routes, including in route history.

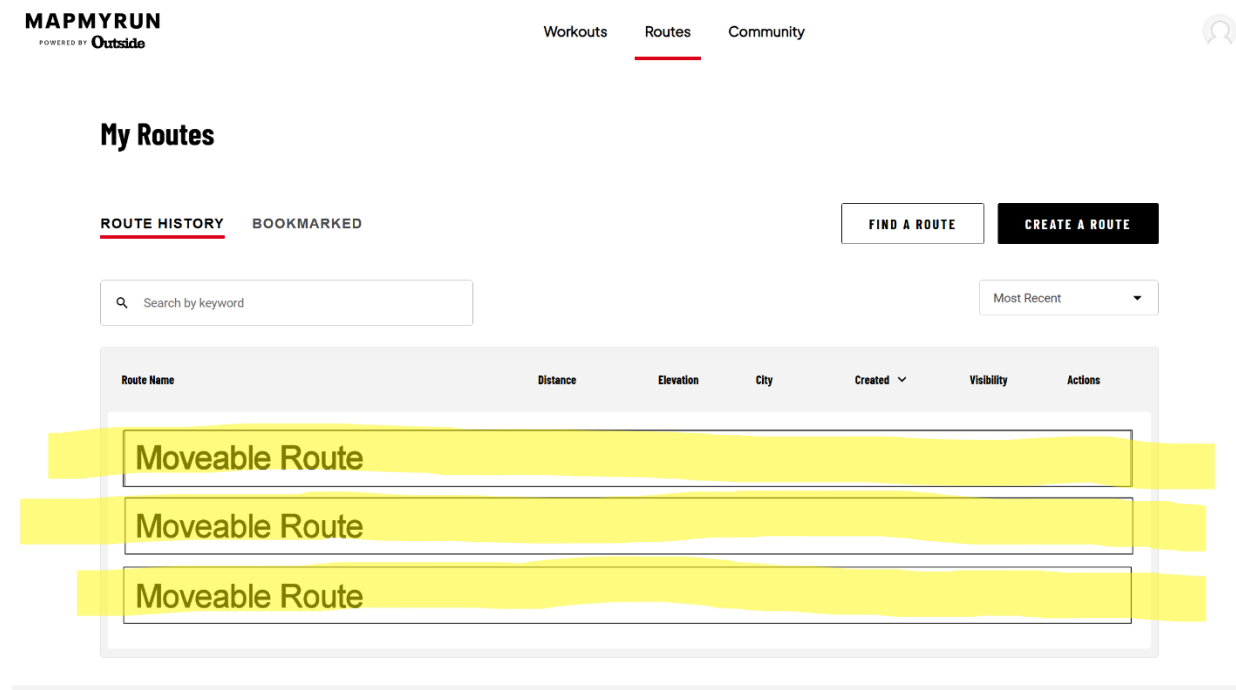


Fig. 1: Use drag and drop elements for the routes.

2. Improved Route Recommendations:

Refine the algorithm to factor in user preferences and recent activities, i.e. use machine learning.

Visual Enhancements

1. Improved Color Palette:

Update the current, bland color palette with a more cohesive and vibrant look that improves contrast and aligns with the app's fitness-focused purpose.

A refreshed color scheme enhances visual interest, improves readability, and creates a more engaging experience that motivates users to interact with the app.

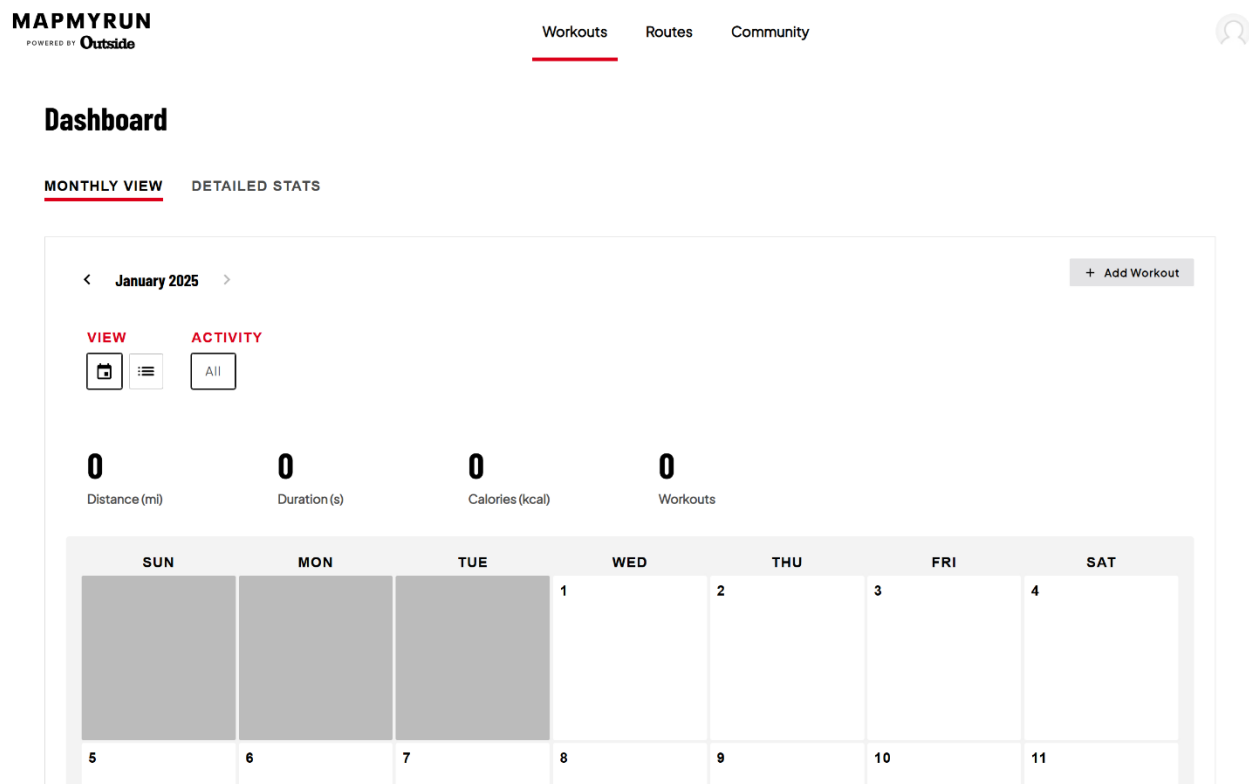


Fig. 2: Add additional colors/use a color scheme to make the interface more visually engaging.

2. Improved Visual Hierarchy:

Redesign the layout of key pages, such as the Dashboard and Goals sections, by enlarging primary metrics, using contrasting colors for key actions, and increasing white space to declutter dense areas.

This will provide a cleaner, more structured design that draws attention to critical information, reduces cognitive load, and enhances user engagement.

Dashboard

MONTHLY VIEW

DETAILED STATS

Week

Sunday Start Week

All Activities

View Lifetime Stats

< Jan 19, 2025 - Jan 25, 2025 >

0.00

Distance (mi)

0:00

Duration

0

Calories (kcal)

0

Workouts

DISTANCE (MI)



TOP PERFORMANCES

Farthest	-
Most Energy Burned	-
Fastest 1k	-
Fastest 1mi	-
Fastest 5k	-
Fastest 5mi	-
Fastest 10k	-

+ add color

← Bigger

Fig. 3: Simplify elements, enlarge primary metrics, and add additional colors/a color scheme.

Conclusion

Summary of Key Findings

MapMyRun.com provides robust functionality for fitness enthusiasts, but suffers from some cluttered layouts, limited accessibility, and some interaction design issues.

Addressing these problems will enhance usability, accessibility, and user satisfaction.