[Questions]

Understanding User Needs and Preferences:

1. How well do you think this concept meets the needs of runners and fitness enthusiasts?

2. Are there any features missing that you would like to see in the app?

3. Which aspects of this concept do you find most useful or appealing?

<mark>Feedback:</mark>

- Concept does a good job of addressing beginner and advanced runners. The personalized training plans are helpful for people who want structured improvement without paying for or hiring a coach
- One thing missing is a way to set reminders for workouts.
- The route conditions are a great feature.
- Social challenges make running feel less isolating.

Identifying Pain Points and Challenges:

4. Do you foresee any difficulties users might encounter with these features?

5. Are any parts of the wireframes unclear or overly complex?

6. What potential barriers might prevent users from adopting this app?

<mark>Feedback:</mark>

- Do users need premium Spotify to use the music integration (could be a limitation)?
- Some of the frames are text-heavy, such as post-run insights, and would benefit from more visuals.
- The onboarding process might be an issue if users aren't guided through certain features, such as setting up their personalized plan.

Evaluating Usability:

7. How intuitive do you find the overall design and layout of the wireframes?

8. What aspects of the design could be improved to enhance usability?

9. How easy or difficult do you think it would be for a new user to navigate the app?

<mark>Feedback:</mark>

- The design is intuitive, but the social challenges page feels like it could use more visuals, as well as showing how the challenges work.
- It's mostly easy to follow, but I'd suggest a more prominent way to switch between different training plans.
- I think new users might need a short tutorial or walkthrough when first using the app.
- The layout looks good, but might benefit from more contrast in certain sections for better readability.

Gathering Improvement Suggestions:

10. What specific changes would you suggest to improve the wireframes?

11. How could we make the user experience more streamlined?

12. Are there any additional features you think should be included?

Feedback:

- You could allow users to create their own custom challenges in the social section instead of just preset options.
- For the route conditions feature, would it be possible to let users contribute live updates?
- Some quick-access buttons on the home screen for features, like starting a run, could improve usability.

Exploring Use Cases:

13. In what scenarios do you see this app being most beneficial?

14. How would you use these features in your own fitness routine?

15. Can you think of any other applications or contexts where these features could be useful?

Feedback:

- The app would be useful for race training.
- It's most beneficial for staying consistent and the social challenges would keep me accountable.
- I would use it when running in new areas, being able to check route condition is helpful.
- This would also be helpful for hikers. Route conditions and tracking can work for trail runs or long hikes.

Assessing Market Fit:

16. How does this concept compare to existing running and fitness apps?

17. What are the strengths and weaknesses of this concept compared to competitors?

18. How likely would you be to use this app over your current fitness app?

Feedback:

- The app feels more focused on guided training rather than just tracking, compared to mapmyrun.com
- The social challenges remind me of Nike Run Club, but they need to feel engaging to stand out.
- I would use this if it were free, otherwise there would have to be enough incentive to switch from my current run tracker app.

General Feedback:

19. What is your overall impression of these wireframes?

20. What are three key strengths and three weaknesses of this concept?

21. If you were to describe this concept in a few sentences, how would you pitch it to others?

- Some adjustments to visuals and onboarding would make the app better.
- There might be a learning curve for some and possible information overload issues.