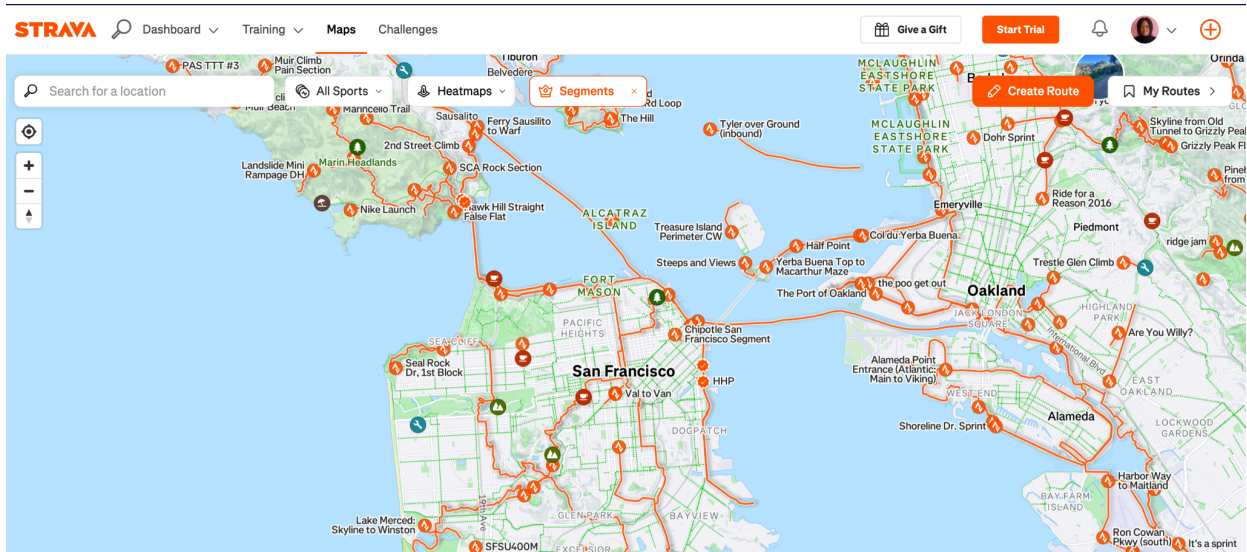


STRAVA MEDITATIVE RUNNING (MINDRUN)



Strava is a leading global social fitness platform with over 150 million users, known for its powerful GPS tracking, performance analytics, social sharing, and seamless device integration. Its vibrant community and robust data-driven insights differentiate it in a crowded fitness app market, particularly among runners and cyclists seeking both accountability and connection.

However, while Strava excels in performance-oriented features, it lacks tools that support the meditative, mental health driven motivations behind many users' workouts. For a growing segment of runners, especially Gen Z and Millennials, running serves as more than just exercise, it is a form of active meditation, a tool for stress relief, emotional regulation, and mental clarity. This wellness-oriented mindset reflects a broader cultural and market shift: the global mindfulness market is expected to surpass \$9 billion by 2027, driven by a rising emphasis on holistic health.

Competitors have begun addressing this need. Nike Run Club’s collaboration with Headspace offers guided audio runs focused on mindfulness, while Adidas Running’s “Run to Reconnect” sessions teach the three C’s of mindful running—Concentration, Clarity, and Coolness—alongside breathwork and sensory cues. Calm, a top meditation app, now offers storytelling-based meditative runs, further blurring the line between fitness and mindfulness.

Strava is well-positioned to innovate in this space without diluting its brand. This project proposes the development of MindRun Mode, a feature designed to introduce meditative running experiences on the platform. The goal is to meet emerging user needs, differentiate in a saturated market, and drive broader engagement. The following document outlines a strategic deep dive into Strava's opportunity space.

supported by a SWOT analysis, gap analysis, customer persona and product requirements document (PRD) for the proposed MindRun feature.

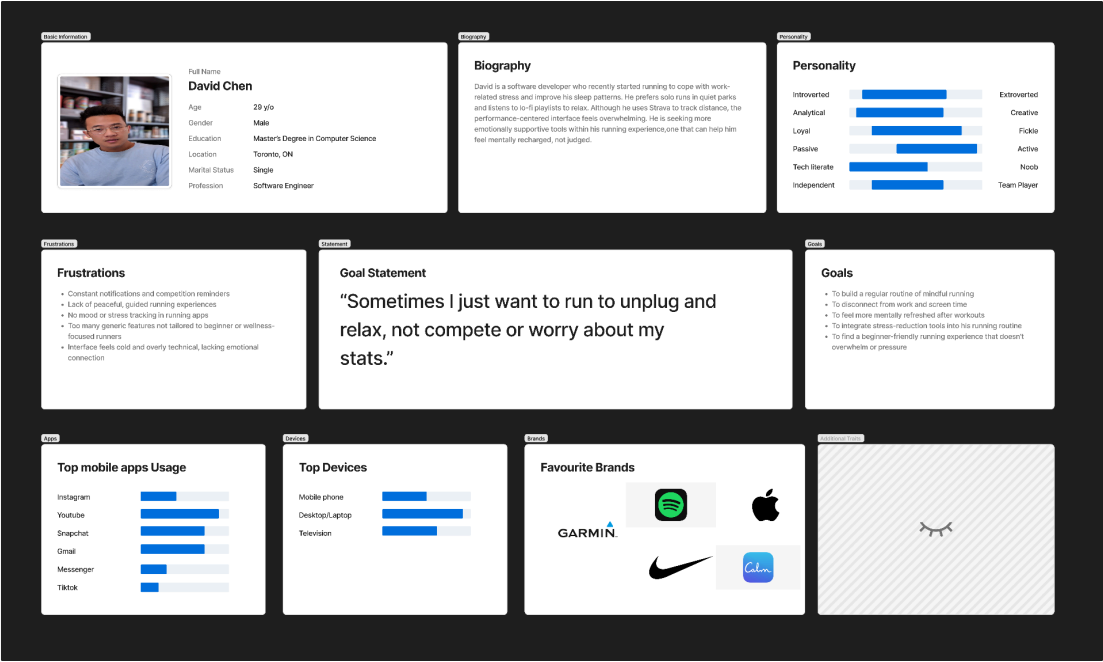
SWOT ANALYSIS

Internal Factors			
Strengths		Weaknesses	
STRAVA	NIKE RUN CLUB	STRAVA	NIKE RUN CLUB
<div>1. Robust social features (followers, kudos, comments), route tracking, segment leaderboards</div> <div>2. Community-driven platform with segment competitions</div> <div>3. Strong brand in endurance & outdoor fitness; popular with serious runners and cyclists</div> <div>4. Segment competition & heatmap data</div> <div>5. The go-to app for competitive runners & cyclists to track, share, and analyze performance</div>	<div>1. Guided runs with celebrity coaches, motivational audio content</div> <div>2. Brand-driven content & guided coaching</div> <div>3. Backed by Nike's strong brand identity and loyal following</div> <div>4. Celebrity-guided runs and exclusive athlete content</div> <div>5. Motivational and supportive for beginner to intermediate runners</div>	<div>1. Limited built-in meditative or mindful content, advanced features locked behind paywall</div> <div>2. Less appealing for beginners or mindfulness seekers</div> <div>3. Occasional GPS/data accuracy complaints; app crashes</div> <div>4. No support for mindfulness-focused running or meditative audio</div>	<div>1. Less advanced analytics compared to Strava</div> <div>2. Fewer social features than Strava</div> <div>3. Inconsistent syncing with wearables</div> <div>4. Limited community engagement, lack of route creation features</div>
External Factors			
Opportunities		Threats	
STRAVA	NIKE RUN CLUB	STRAVA	NIKE RUN CLUB
<div>1. Rising interest in mental</div>	<div>1. Increase in fitness</div>	<div>1. Nike & Adidas apps have</div>	<div>1. Strava dominates</div>

<p>wellness and mindful fitness</p> <ol style="list-style-type: none"> Wellness-focused runners, mindful fitness enthusiasts, beginners Integrating breathwork, mindfulness prompts, AI-guided meditative runs 	<p>content consumption (e.g., podcasts, audio runs)</p> <ol style="list-style-type: none"> Non-runners looking for general health improvement Enhanced personalization using AI voice coaches 	<p>bigger budgets, stronger global brand recognition</p> <ol style="list-style-type: none"> Wearable tech ecosystems like Apple Fitness+, Garmin Connect taking market share Data privacy laws around GPS/activity tracking Users cutting non-essential subscriptions during economic downturns 	<p>advanced tracking and social features</p> <ol style="list-style-type: none"> Subscription fatigue, users switching to all inclusive health platforms App-store restrictions or data-sharing policies Marketing budgets shrinking for app user acquisition
--	---	--	---

GAP ANALYSIS

	Current State (From)	Desired Future State (TO)	Gaps	Remedies
Item 1	No mindfulness or meditation-focused runs	Guided meditative runs for mental well-being	No integration of mindfulness content	Develop and launch a library of audio-guided meditative runs
Item 2	User base focused on competition and performance	Inclusive experience for both competitive and mindful users	Lacks features for users who run for stress relief, not performance	Introduce toggle between "Performance Mode" and "Mindful Mode"
Item 3	No audio content for calming or breathing cues	Integrated breathwork or mindfulness cues during runs	No sensory or voice-based features	Partner with mindfulness coaches or apps to create audio tracks
Item 4	No tracking of mental health metrics	Tracking of mood, stress, or mindfulness goals	Only physical metrics (distance, pace, heart rate)	Add optional "Mood Check-In" pre/post run
Item 5	App interface is heavily data and stat-driven	Calmer, softer interface for mindfulness users	Intimidating UI for new or wellness-oriented users	Add a "Mindful Run" theme with softer visuals, music, and UI cues
Item 6	Strava segments encourage competition	Option for non-competitive route suggestions	Overemphasis on ranking and leaderboard	Offer curated routes without segment rankings
Item 7	Minimal onboarding for different run intents	Onboarding flow that asks: "What type of run are you here for?"	No personalization based on user goals	Create goal-based onboarding to guide users to right run types



Strava MindRun [PRD]

Last Updated: May 4, 2025 // Declared Final On: // Outcome: No Status ▾

Status	Discovery ▾
Product	Strava Mobile App - Mindful Running Feature
Target Release	Q3 2025
Lead Designers	[To be assigned]
Lead Developers	[To be assigned]
Epic	Mindful Running Mode: Meditative Audio and Breathing Cues in Strava
Docs	CUSTOMER PERSONA 🔗 STRAVA MEDITATIVE RUN USER PERSONA PROTOTYPE 🔗 STRAVA MINDRUN

Overview

Goal

Introduce a MindRun Mode in Strava to support users who seek mental wellness through running. This includes guided breathing cues, meditative audio, and stress-reduction prompts during runs. The feature is non-competitive and designed for self-reflection and mindfulness.

Hypothesis

We will know we are successful when user engagement increases among wellness-motivated runners and Strava sees a rise in time spent on the app from casual runners. The idea supports Strava's Strategic Pillar of User-Centred Expansion because it taps into the growing wellness market and expands Strava's utility beyond performance tracking.

KPI Drivers:

- *Session length increase (10%)*
- *Engagement among casual runners*
- *Feature opt-in rates*
- *App Store reviews with mental wellness keywords*

Hypothesis

Goal	Metric
Promote mindfulness	Positive sentiment in feature feedback
Broaden user appeal	Feature opt-in rate from casual users grows
Increase daily active usage	% increase in DAU on days when mindfulness features are used

Problem Statement

Strava lacks dedicated features for runners who prioritize mental well-being over athletic performance. This group seeks a blend of movement and mindfulness, but current app features (segments, challenges, metrics) promote competition and intensity.

We're solving for:

- Runners who feel excluded by performance-heavy fitness platforms
- A market trend toward mental fitness and non-competitive wellness apps

We're not solving for:

- Competitive running or advanced training metrics (already well-served)

Vision/Why

Hypothesis

By introducing MindRun Mode, we aim to create a calmer, more purpose-driven experience within Strava, addressing the needs of runners who seek not just performance but also mental clarity and emotional well-being. This feature fills a growing market gap where fitness meets mindfulness, a space Strava has not yet explored.

We believe this addition will expand Strava's appeal to a broader audience, including casual runners, wellness focused users, and those recovering from burnout, thereby increasing engagement and deepening the emotional connection users feel with the brand.

This initiative supports Strava's strategic pillar of user-centric innovation, enhancing retention and acquisition by offering differentiated value. Success will be measured by:

- Positive feedback sentiment on MindRun Mode.
- Increased opt-in rates among casual or infrequent users.
- Uptake in daily active usage and session duration.
- Increased conversion of free users to paid plans due to feature exclusivity.

For Whom

Target Audience

- Age: 28–45
- Gender: All

- Location: Urban and suburban areas globally
- Lifestyle: Health-conscious, burnout-aware, seeking balance

Motivations

- Using exercise to relieve anxiety or stress
- Reconnecting with nature or inner thoughts
- Avoiding social comparison metrics (e.g., leaderboards)

Interests

- Wellness apps like Calm, Headspace
 - Yoga, trail walks, sound therapy
 - Podcasts and reflective journaling
-

Insights and Market Analysis

- Strava currently lacks a meditative or mindfulness feature, despite an expanding user interest in holistic wellness.
- Competitors like **Nike Run Club** offer partial solutions but are still heavily performance-driven.
- **Adidas Running** also provides guided mindful run.
- This opens a clear product opportunity for Strava to innovate in the wellness running space without conflicting with its brand identity.

Market Numbers

- Global mindfulness market to reach \$9B by 2027
- Over 70% of Gen Z and Millennials use wellness apps
- 80% of non-elite runners run to "clear their heads" (Runner's World survey)

Milestones

May – Complete Discovery & Research

June – Prototype and User Testing

July – MVP Development

August – Beta Launch for Premium Users

September – Full Public Release

Solution

Requirements

Requirement	User Story	Importance	Notes
MindRun Toggle in Activity UI	As a user, I want to turn on “Mindful Mode” to access non-competitive running	Urgent ▾	Mobile first
Guided Breathing Cues	As a user, I want gentle audio cues to control my breath	Urgent ▾	Integrate Calm like audio
Optional Audio Soundscapes	As a user, I want relaxing sounds while running	Normal ▾	Nature, Ocean, Forest
Session Reflection Prompt	As a user, I want to log my emotional state post-run	Normal ▾	Simple emoji or short sentences
No Leaderboard Display	As a user, I don’t want my mindful runs ranked or timed	High ▾	Data still tracked privately
Daily Mindfulness Streaks	As a user, I want gentle nudges to continue my mindfulness routine	Backlog ▾	Optional streak mechanics

Go-To-Market Strategies

Product Positioning

Run with Peace of Mind – Strava now supports your mental fitness, not just your miles.

Unique Differentiator

Strava becomes the **first mainstream fitness platform to combine mindfulness with movement**, without shifting its brand away from performance tracking.

The Value

- Appeals to a broader, lifestyle-focused audience
- Supports burnout-prone professionals and casual exercisers
- Increase daily app touchpoints without pushing competition

Branding

The MindRun Feature becomes a gentle visual subbrand within the app: muted colours, wave icon, soft audio tones. Reinforces Strava's flexibility while respecting its athletic roots.