

Project Deliverable
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User Goals Analysis:

Our main goal was to create an app that provides an easy-to-use and motivating experience for runners. We worked to design an interface that aligns with the specific needs, expectations, and pain points of our target users, making sure to incorporate features that would drive engagement and support goal achievement.

Users' Tasks:

The tasks users will perform in the app are centered around tracking and achieving their running goals. Users will:

- Set personal goals for the week (e.g., distance, time, or frequency).
- Track daily progress and monitor how close they are to meeting their goals.
- Receive motivational messages when they hit milestones or complete their goals.
- Engage with a leaderboard (not included in the prototype yet) to track their ranking compared to others.
- Access weather forecasts to plan runs in optimal conditions.
- Use the calendar feature to plan upcoming runs and keep their training schedule organized.

Motivation:

Motivation is one of the key components of our app. Users will be motivated in two main ways:

- Personal achievement: When users meet their daily and weekly goals, they'll receive encouraging messages to help reinforce positive behavior and celebrate their progress.
- Social comparison and competition: The leaderboard will allow users to see how they stack up against others, adding a competitive element that encourages users to improve and stay consistent. This taps into both intrinsic and extrinsic motivation to keep users engaged.

Pain Points:

We've identified several pain points based on user feedback:

- Complexity: Users often feel overwhelmed by running apps that are cluttered or difficult to navigate.
- Lack of motivation: Users sometimes struggle with staying consistent because they don't feel rewarded or encouraged enough.

Insights from Data Collection:

To ensure we were meeting user needs, we used several data collection methods:

- Surveys: We will send out surveys to gather feedback on essential features like goal-setting, social interaction (leaderboard), and weather tracking.
- Heuristic evaluations: We analyzed other popular running apps to identify common usability issues that we could avoid in our design.

Design Considerations:

The insights we gathered shaped our design decisions in the following ways:

- We focused on making the app easy to use, prioritizing simplicity and ease of navigation.
- Motivational features like rewards and feedback were added to ensure users felt encouraged to keep up with their running goals.
- We included a leaderboard (not yet included in the prototype) to provide a sense of competition and achievement.
- We also ensured the app supports weather tracking and calendar integration so users can plan their runs effectively.
- Our design avoids premium features, ensuring the app is inclusive and accessible to all users.

Last but not least, we applied Fitts' Law and Hick's Law in our design to make navigation intuitive and efficient, reducing unnecessary complexity and helping users complete tasks faster.

Problems with original interface:

We had various issues with exercise apps like Strava, the Apple Health App, and various others such as Nike Run Club, UnderArmour's MapMyRun, and ASICS Runkeeper.

Strava Issues:

Our main issue with Strava was actually one of its promoting factors. Strava is intensely dedicated to connecting people via its own built-in social media where you could post your runs, challenge others, and talk with others using the app. It sounds like it is all perfect right? When creating a running UI however, the more data that other people post means you have to sift through much more before you can learn about your own statistics. Our app (while not currently incorporated in the prototype) wants to counter this by highlighting *you* first. We plan to create an interactive graph that ranks you in percentiles while allowing you to challenge others to their own "daily miles".

The screenshot shows the Strava homepage. At the top, there's a navigation bar with links for Dashboard, Training, Maps, Challenges, Give a Gift, Start Trial, and a user profile icon. The main area features a user profile for "Kyle Tarczon" with stats: Following 5, Followers 0, Activities 0. Below this is a section for "Add an Activity". The central part of the page displays a feed of activities. One activity by "Alessandro Fancellu" is highlighted: "Pedalata dell'ora di pranzo" (Distance 115.99 mi, Elev Gain 6,870 ft, Time 4h 30m, Achievements 86). Another activity by "Tom de Gelder" is shown: "Alessandro just became the KOM on San Filippo passo del mercante!" with a map of the route through Sicily and Calabria. The right side of the page contains sections for Challenges, Clubs, and Find Your Friends, each with descriptive text and "View All" buttons.

*Strava Homepage doesn't show any uniquely personal runs or maps

Apple Health App Issues:

Apple Health, while a staple for iOS movement and medical disabilities, is soundly lacking in accuracy of tracking and exercise accounting. Typically when using this app, you are estimated to burn a set amount of calories based on speed and distance. If you use an apple watch, these statistics are further increased to show standing time daily, exercise minutes, as well as calories burnt. However, this data is completely random and only starts tracking a "Workout" past .75 miles, or at an inconsistent heart rate if a user is wearing a watch. The app relies heavily on continuous extended movement as well as a receiving watch position. Our app however simply relies on distance and privacy. For the user we want to make sure that they know how they are tracked and when. Our users must start their runs before their location is turned on, and based on distance and time we generate our own statistics that are as accurate as possible.



Red: Calories burnt, inaccurate measurement as it is estimated

Green: Exercise minutes, tracking failure is quite common

Blue: Standing hours, the most common tracking errors, seem to be dependent on a specific heart rate.

Nike Run Club/UnderArmour MapMyRun/ASICS Runkeeper Issues:

For these “Brand” apps, our primary issue was with limited functionalities. Each of these apps had their own specific fields they excelled in, but they were locked behind a paywall or were designed to generate an income. Nike Run Club featured a sleek interface which we pulled features from like mapping design, as well as reminders and “planned runs”, but now most personalized data is locked behind \$15 a month. UnderArmour MapMyRun was highly proficient in mapping, but was contaminated by ads with every few clicks or taps. It also had a pretty clunky UI that wasn’t very appealing to most. Finally, ASICS Runkeeper succeeded in personalized training plans. We didn’t implement these however due to lack of data or users in order to truly make a personalized experience. ASICS Runkeeper reminded us to incorporate features dedicated to every person, and is the main reason behind the social aspects we provide!

Nike Run App:



UnderArmour MapMyRun:



ASICS Runkeeper:

FitnessFeed**Welcome Aboard!**

Runkeeper makes it easier to get and stay in shape

Body MeasurementsWeight [\(Update\)](#) 138 lbs**Do More With Apps!**

Find apps that will connect with Runkeeper and help you reach your health & fitness goals.

[Connect to Apps](#)**Get the app and easily track your workouts**

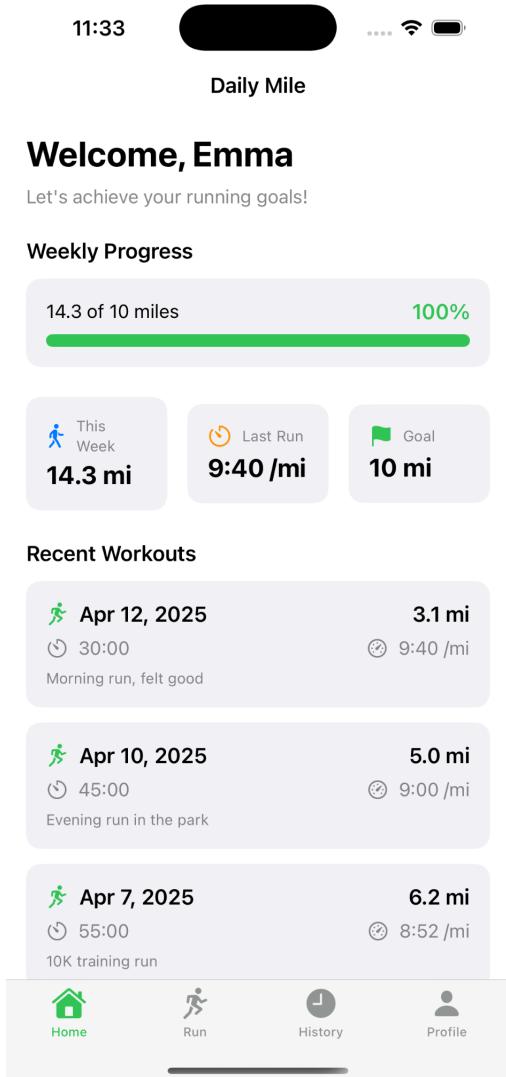
Using your phone's nifty GPS, we'll tell you how fast and far you ran, and even how many calories you burned. Log more workouts and follow your progress.



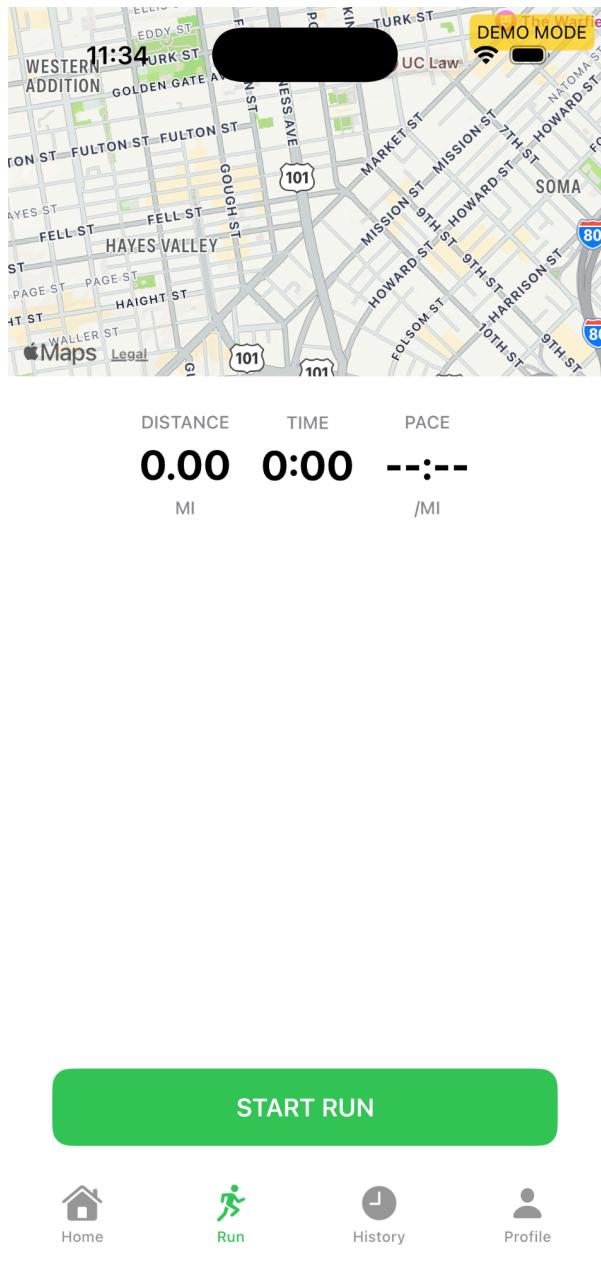
Design decisions

For the design, we decided to go with a simple UI that includes 4 different sections that the user can interact with.

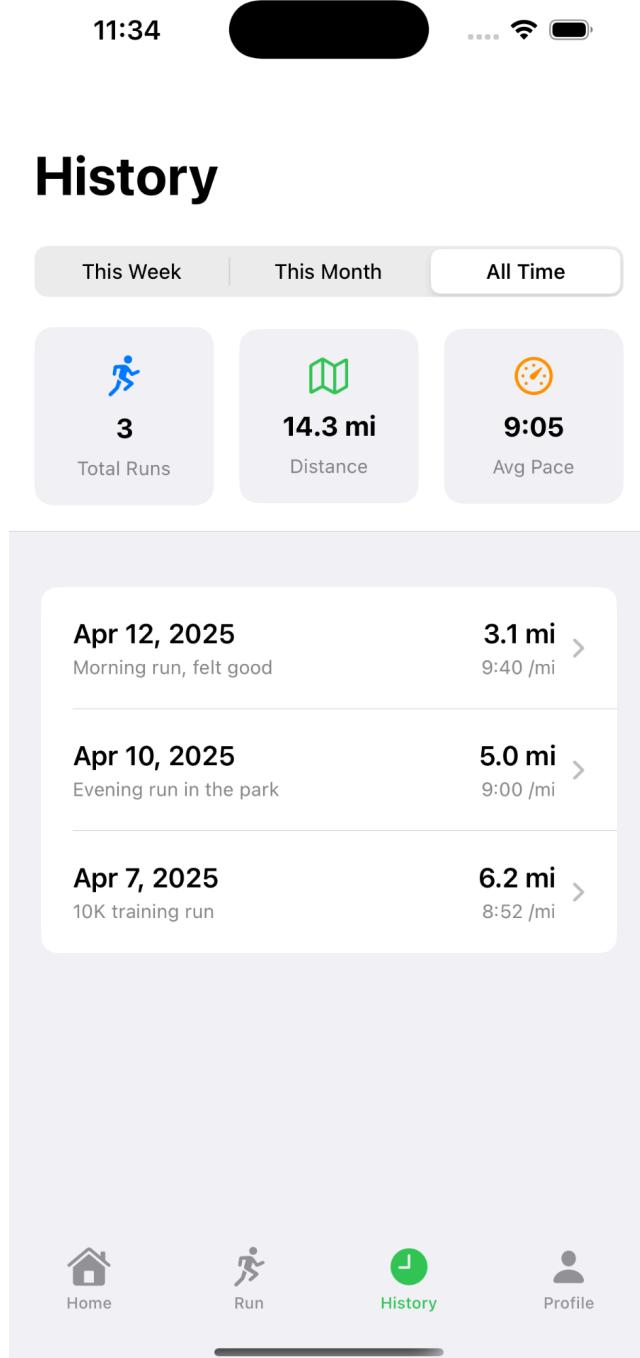
The “Home” section welcomes back the user with a motivational message and includes a weekly progress bar with a percentage on top so the user can see how much they’ve done to reach their set goal for the week. It also includes a quick history of the user’s most recent workouts that includes the date, duration, distance, and pace/mile. The final design is minimalistic and efficient with the space as it provides all the necessary details the user needs. We also kept Hick’s law in mind as we didn’t want the Home page to be too cluttered or disorganized since it’s the gateway to the app.



The “Run” section includes a big “Start Run” button and displays the user’s current distance (mi), time, and pace as well as a view of their location on a map. This design was kept as minimalistic as possible so that the user can easily just start their run when they need to without the distraction of other buttons and the possibility of accidentally hitting the wrong button.



The “History” section includes the user’s total runs, distance ran, and average pace of all their previous runs. The user has the option to filter through their previous runs from the week, month, and all time with the history shown as a scrollable element right below.



The “Profile” section has all the user’s personal information like name, age, weight , height, experience level, and a weekly goal that they can modify. It also includes settings for accessibility, demo mode, help & support, and information about the app. The UI design is clean and user-friendly. The information is well-organized with clear sections for personal details, settings, and app features. The use of icons for navigation is intuitive, and the layout appears simple enough for quick access to key features

