

Sprint 1: Ideation

Outrun

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67-442 MOBILE IOS | 9.26.2019

Report

Outrun is an application to motivate users to focus on fitness. We plan to use phone hardware (location, gyroscope) to map out a route to the users specifications, and then guide the user through a story and a workout outdoors. Specifically, a “zombie apocalypse” story set in Pittsburgh downtown, where you go through HIIT (high intensity interval training: run for a set amount, walk for a set amount, repeat,) through the streets to complete the story.

1. How well does the app fit in with the mobile mindset?

This product only works for a mobile application. We plan to utilize hardware only available on phones, like location, gyroscope, and accelerometer. The interaction within the application itself is perfect for mobile use, with no texting, no heavy reading, mostly graphic based and some audio as well.

2. Does this app utilize any of the strengths of the mobile platform?

Yes, the app is local and meant to accompany users while they work out. The mobility of this activity requires a small device, rather than a laptop or desktop. The app also takes advantage of the geo-sensitive features of the mobile platform. Lastly, our product is guiding the user through a focused activity.

3. What are the main features of the app?

- Customizable workout: choose length of your workout, distance from home that you'd be willing to move, and difficulty, and Outrun will respond with a physical mapped route and workout plan
- Story mode (workout): warm up with physical motions with phone in hand (using phone hardware), HIIT training (walk with a story, run for intervals - with audible cues indicating when to start and stop), cool down
- **App_V1.5** - History section: An overview of past workouts (routes, gamified stats like number of zombies killed/outrun). Potentially could be out of scope, but we are considering it for the MVP.
- **App_V2** - Leaderboard to connect friends and create a competitive spirit

4. Who are the target users of the application?

The target users of this application are those who want to work out, but need the extra motivation or engagement to do so. These might be individuals who enjoy watching Netflix while on the treadmill or cancel their workout plans last minute. Additionally, our target users are those who are willing to workout, specifically with a phone/application. We are not targeting users who regularly work out themselves or have a plan that they follow.

5. What is the pain point that your app addresses?

In today's age, it's less about the resources and more about the motivation. Everyone knows that typing "I want to lose weight" into google is easy, but we would offer a dedicated app that helps you *motivate* yourself to lose weight. We do all the work, so all you have to do is step out the front door.

6. What is the value provided by the app?

The value provided by our app is based in health, wellness education, and entertainment. By motivating our users to work out more, we hope they lead healthier lives, learn how to warm up/cool down, and begin to make HIIT training a part of their regular lives. Additionally, we hope they find entertainment in the app, and enjoy its game-ified features.

7. What is your app's lifespan? Opportunity for return users?

We would have more of a dedicated user base than a "one time" user base. Our targeted users at launch would be those who know that they want to work out, but don't quite know or want to get started in the habit.

8. What has been learned from user research performed to date to support these positions?

- We sent out a Google Docs survey to conduct initial user research and received 29 responses total, most from college students. What we learned is that most individuals would be open to using an app to work out, although many have found one that they enjoy. About 13% of individuals don't like the current app they are using, and would be interested in trying something more entertaining.
- Link to Survey Results:
https://docs.google.com/spreadsheets/u/1/d/1ByXcn-OIWg6fL1tMYGcDUcqak1mkyAAWXbElt7-5xW0/edit?usp=drive_web&ouid=115408021853676438022
- In terms of potential future research, we were planning on creating a paper prototype of screens on a cardboard phone, to help simulate holding a device while trying to work out. We will see how users interact with the device and screens to understand more about how to design our application.

9. What (if any) existing APIs are you planning on using?

- Healthkit, an Apple API
- Apple Map API

10. What is the biggest foreseeable challenge for implementation?

- The biggest foreseeable challenge that comes with implementation will be learning how to use AR Kit and create personalized trails for working out. We will initially limit our scope by only creating one template trail for the MVP, but the application will be scalable to meet more needs.

Mentor Feedback Report

Feedback	Response
What is your demographic? Do you want to focus on kids? Focus on a specific user base to target.	We originally thought of the application as similar to Pokemon Go, but we decided that it would be much easier to “age” the visuals and market it to adults.
Why are you making the users walk to a certain location to begin a hike? If users don't want to start working out to begin with, you need to tailor the experience to them.	We decided to create a main app feature that allows the user to dynamically choose a route near to home.
What did your user data tell you about who would use this application?	We asked people if they <i>tried</i> an app like this and if they didn't like it, knowing that that number would be our target (13.8%)
(Old Idea) Education app could be harder to develop content for than anything else, the MVP would either be tiny and doable or normal and very difficult, and there must be solid interaction in the MVP	We decided to move forward with the fitness app instead.