

Run Finder

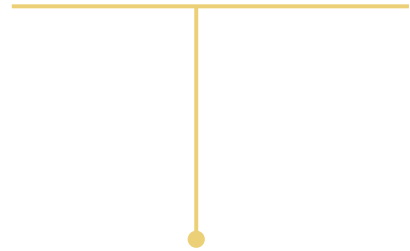
Navdeep Singh Bagga a.k.a. Navi

Problem Statement

To make running an informed experience for novice runners.

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Primary target audience.

Informed?

Informed?

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graph LR; A[Informed?] --- B[Where to run.]; A --- C[How to run.]; A --- D[When to run.]; A --- E[Why to run.]; B --- B1[Pre-determined tracks]; B --- B2[Nearby parks]; C --- C1[Water intake]; C --- C2[Breathing]; C --- C3[Stretching]; D --- D1[Track safe or not]; D --- D2[Estimate feasible or not]; D --- D3[Run surface suitable or not]; E --- E1[Health benefits]; E --- E2[Sense of mind];
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Where to run.

Pre-determined tracks

Nearby parks

How to run.

Water intake

Breathing

Stretching

When to run.

Track safe or not

Estimate feasible or not

Run surface suitable or not

Why to run.

Health benefits

Sense of mind

Informed?

Where to run.

Decision Making

Pre-determined tracks

Nearby parks

When to run.

Suitability

Track safe or not

Estimate feasible or not

Run surface suitable or not

How to run.

Know-how

Water intake

Breathing

Stretching

Why to run.

Motivation

Health benefits

Sense of mind

Informed?

Where to run.

Decision Making

Pre-determined tracks

Nearby parks

When to run.

Suitability

Track safe or not

Estimate feasible or not

Run surface suitable or not

How to run.

Know-how

Water intake

Breathing

Stretching

Why to run.

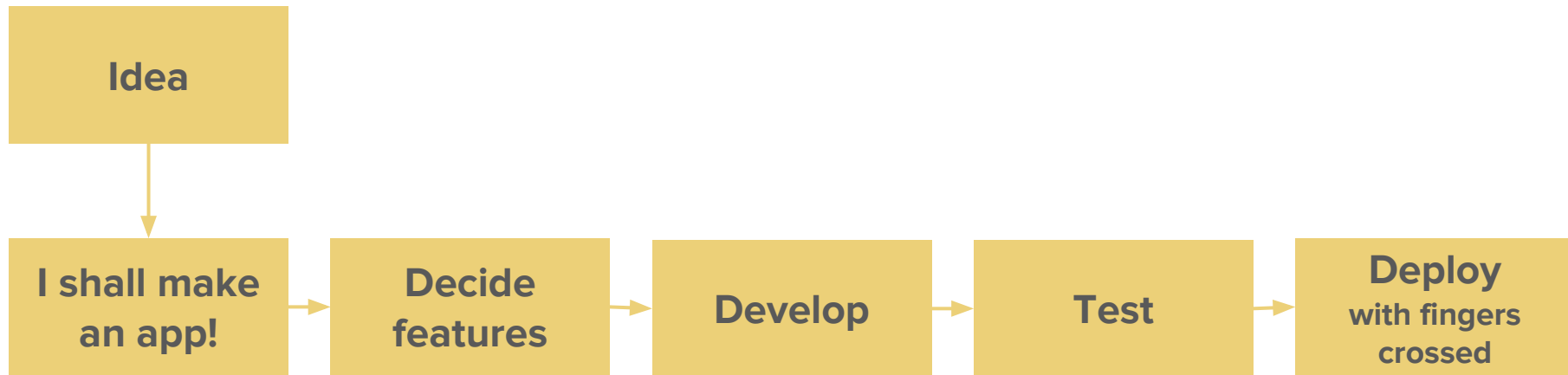
Motivation

Health benefits

Sense of mind

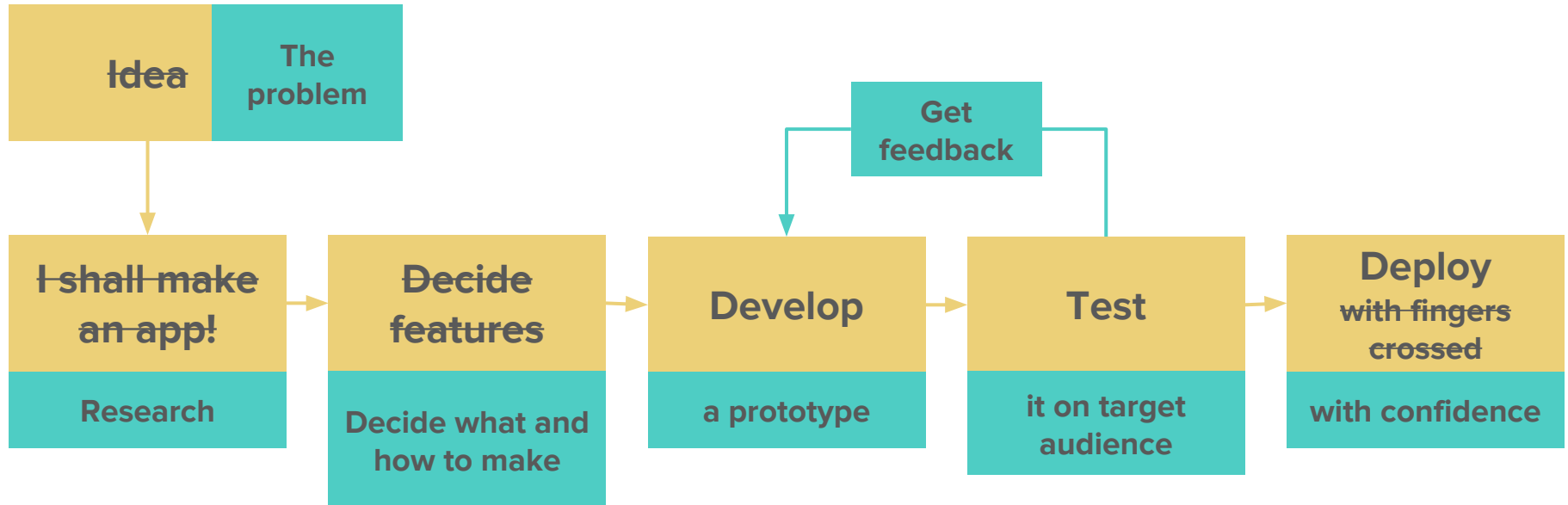
Design Process

What I thought...



Design Process

What I actually followed...

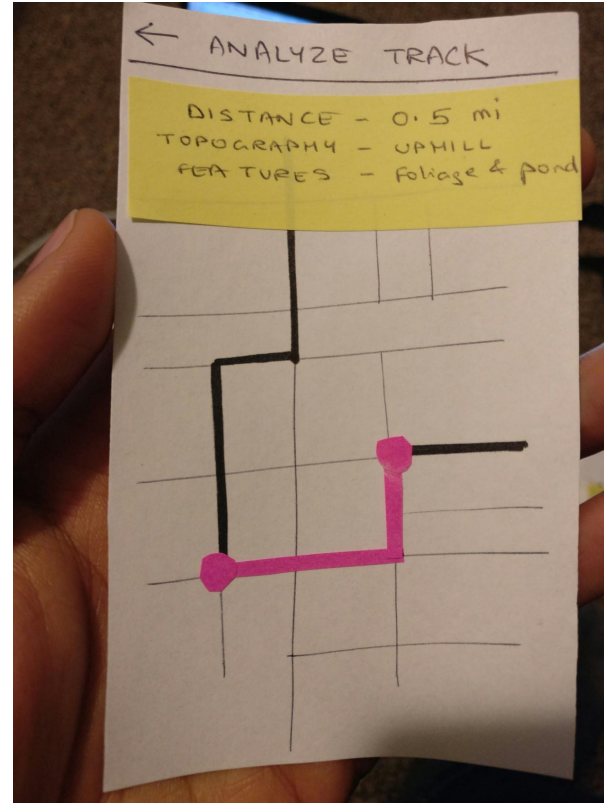
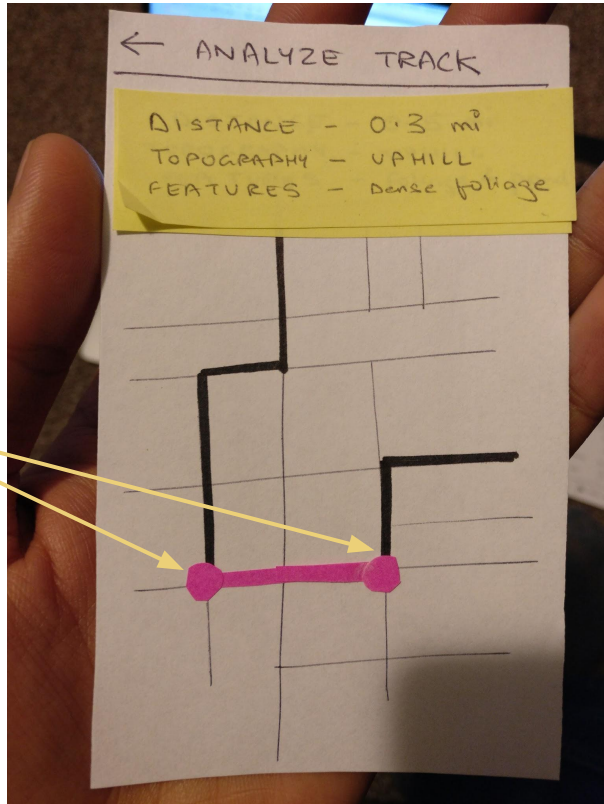


Let's take a look at an example...

The Differentiator

Being able to analyze sections of a running track.

v1

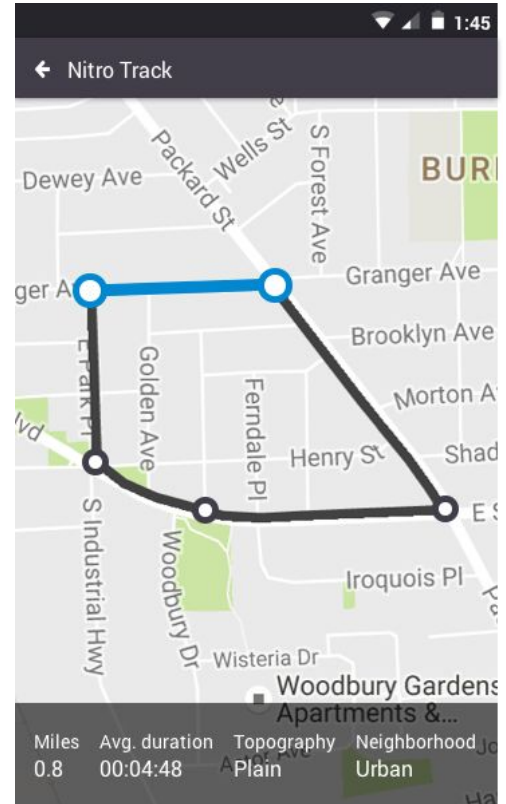
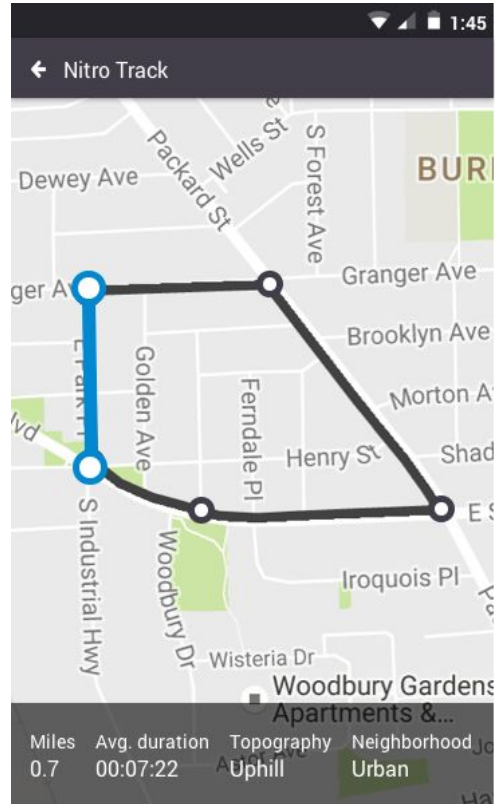
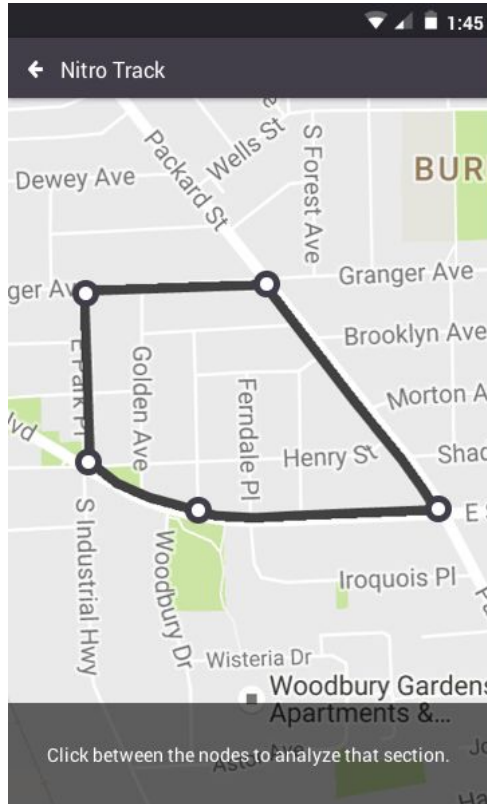


Feedback

“The track analyze feature can be made more simple by selecting sections of the track instead of dragging the pointers.”

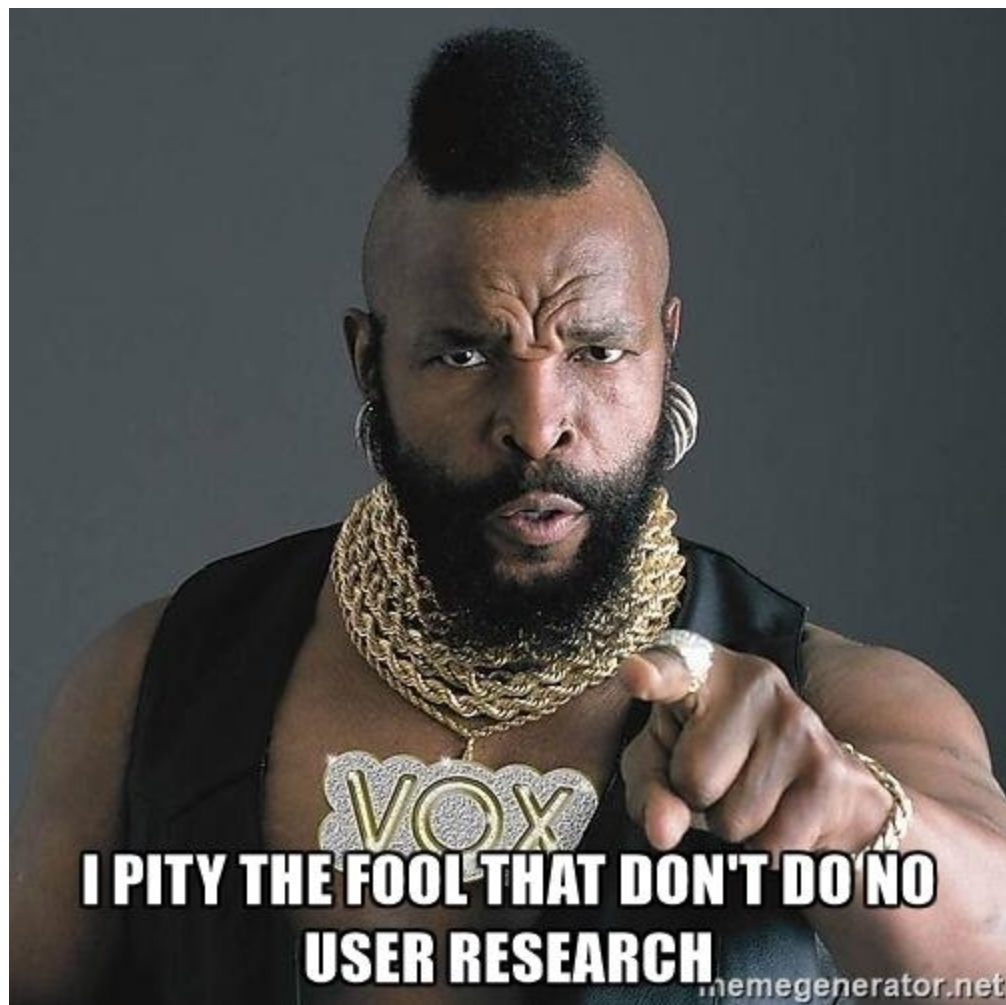
- Target user

v2



Takeaways from this Experience

- “The User Is Not Like Me”
- An idea must be researched before implementation.
- Just because you can, you shouldn’t!
- Feedback and iteration are crucial to design.
- Sketching and lo-fi prototyping are a fast way to gain initial feedback.
- Aim for “useful, usable and desirable”.



**I PITY THE FOOL THAT DON'T DO NO
USER RESEARCH**