

The background features a large, abstract orange graphic composed of overlapping geometric shapes. It includes a large hexagon at the top right, a large triangle pointing down at the bottom left, and several smaller triangles and a cross-like shape in the center. The graphic has a subtle dotted texture.

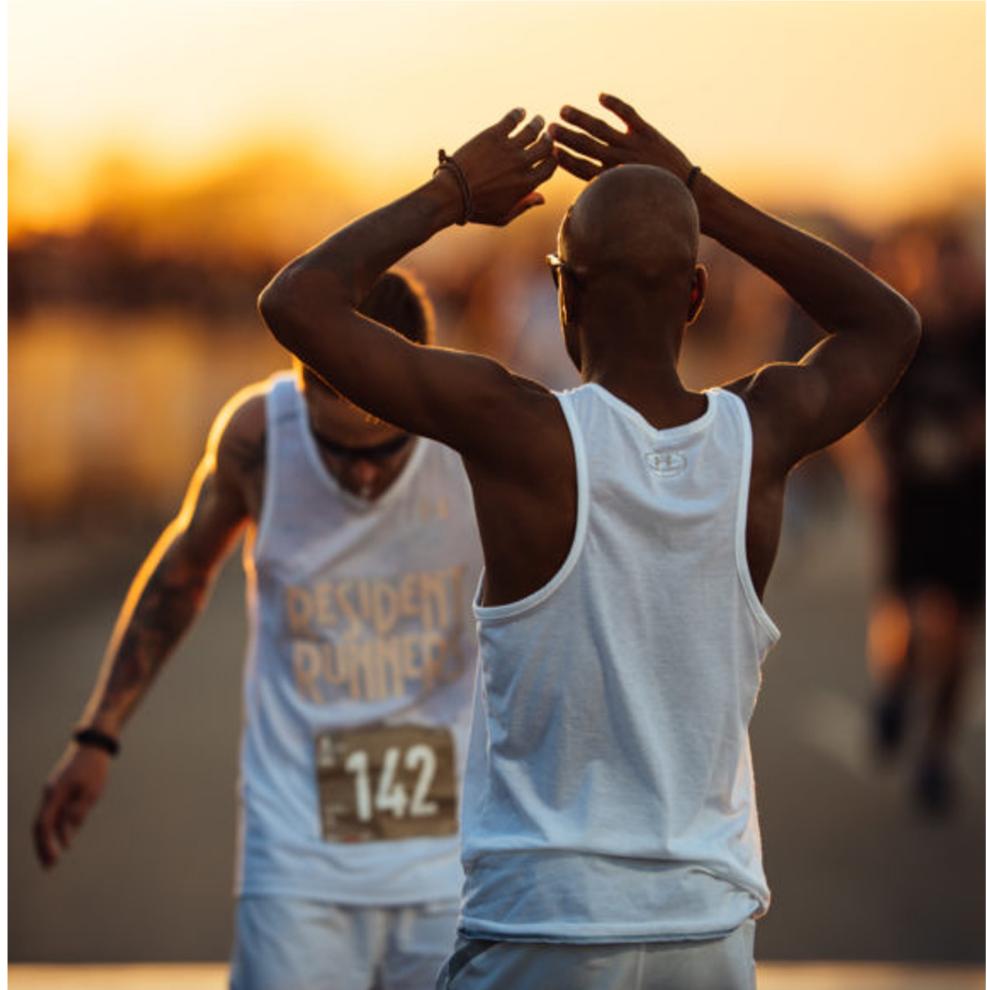
# DESIGN SPRINT PROJECT GROUP #7

**STRAVA**



The social network  
for **Athletes**

Connecting millions of  
active people every day





# 30+ Types of Sports Available



Running



Hiking



Cycling





We believe if you sweat, you're an athlete.

Strava athletes upload everything from walks around the block to Tour de France stage wins. If you're out there going for it, you're one of us.

Get Sweatin'

# Strava's Mission & Vision

Strava **connects** millions of runners, cyclists, hikers, walkers and other active people through the sports they love.

Record. Sweat. **Share. Kudos.**



# 20 YEAR IN SPORT 22



100+ million **users**



7+ billion **activities** shared



10+ million **photos & videos** shared / week

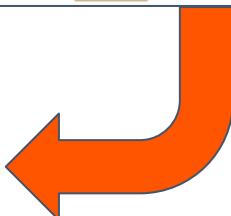
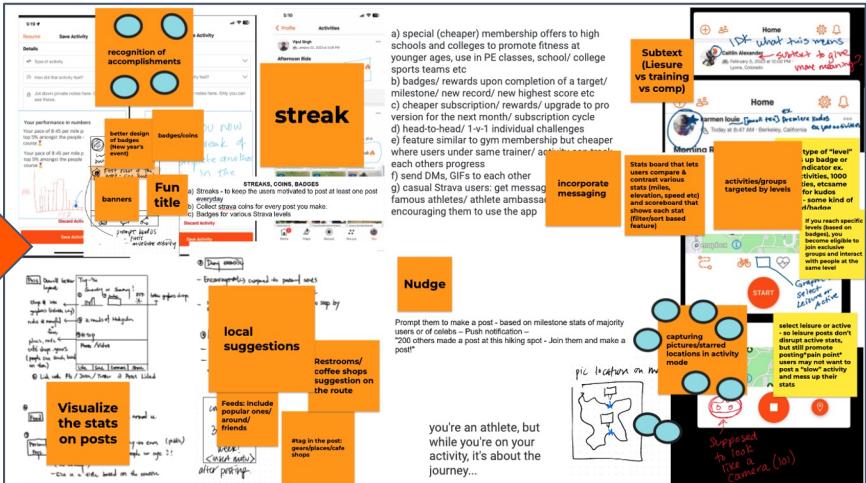
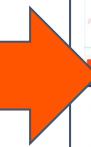
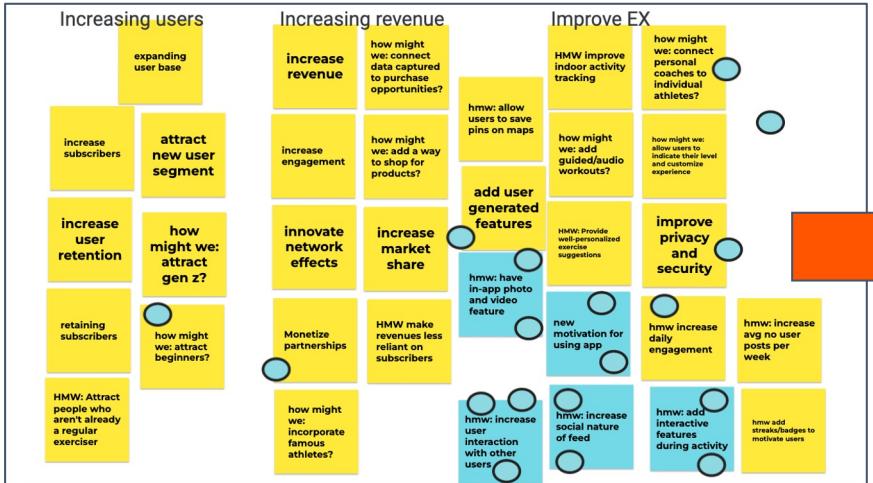


52% are **trail** activities

Source: [https://www.strava.com/yis-community-2022?hl=en-US&utm\\_source=contentful\\_page&utm\\_campaign=yis\\_community\\_2022\\_share\\_link&utm\\_medium=strava&utm\\_content=5viQXS90aburWzgkdSlhfE#distance-and-time](https://www.strava.com/yis-community-2022?hl=en-US&utm_source=contentful_page&utm_campaign=yis_community_2022_share_link&utm_medium=strava&utm_content=5viQXS90aburWzgkdSlhfE#distance-and-time)



# DESIGN PROCESS



# DESIGN SPRINT FOCUS

**Goal:**

“Increase the number of posts” per week for **casual users**

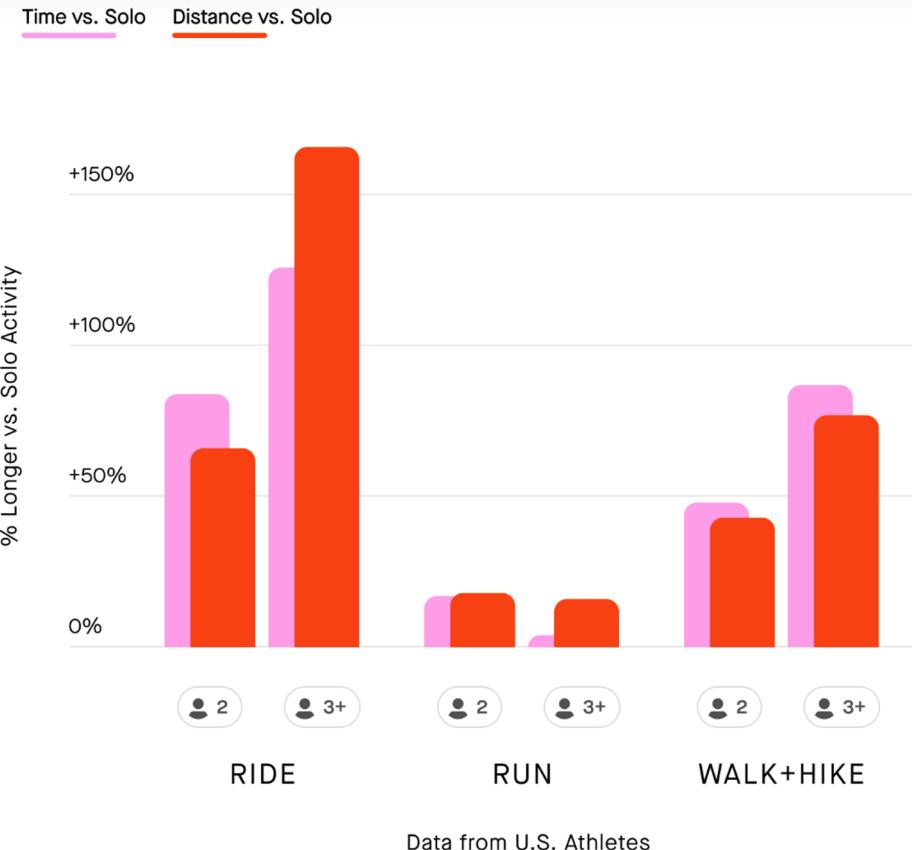
**Segment:**

Casual users interested in *accountability* &  
*social interaction* vs competitiveness





# "PEOPLE KEEP PEOPLE ACTIVE"



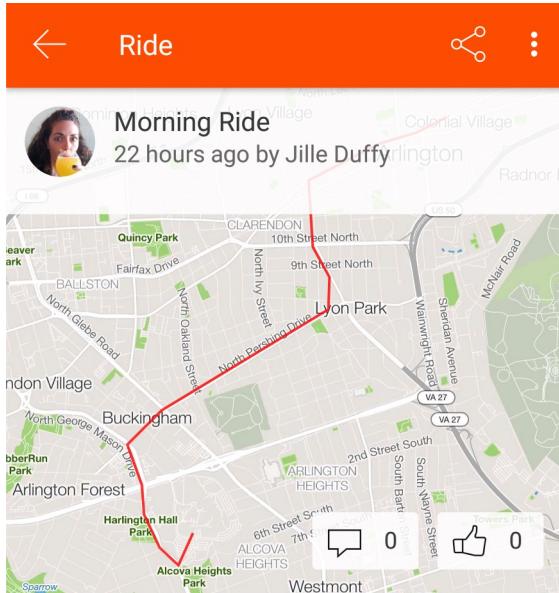
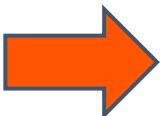
*Together, we go farther & stay out longer...*

Source: [https://www.strava.com/yis-community-2022?hl=en-US&utm\\_source=contentful\\_page&utm\\_campaign=yis\\_community\\_2022\\_share\\_link&utm\\_medium=strava&utm\\_content=5viQXS90aburWzgkdSlhfE#distance-and-time](https://www.strava.com/yis-community-2022?hl=en-US&utm_source=contentful_page&utm_campaign=yis_community_2022_share_link&utm_medium=strava&utm_content=5viQXS90aburWzgkdSlhfE#distance-and-time)



# STRAVA ACTIVITY

What you see on Strava now



Add friends who didn't record or  
aren't on Strava yet.

Add Friend

15:20

MOVING TIME

3 MI

DISTANCE

11.9 MPH

Avg Speed

87 FT

Elevation Gain

70

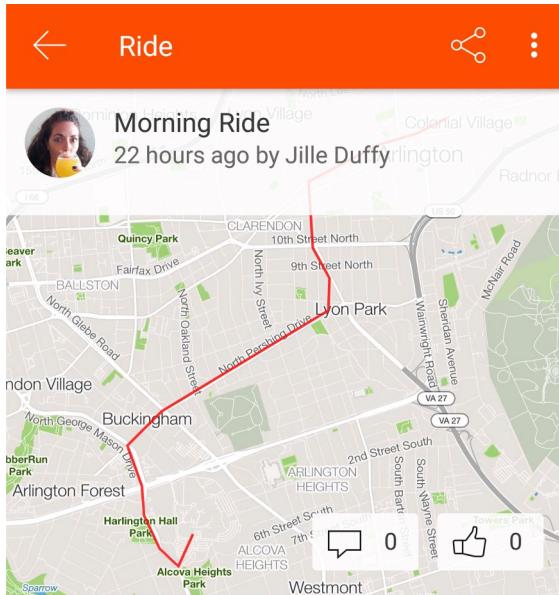
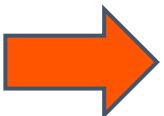
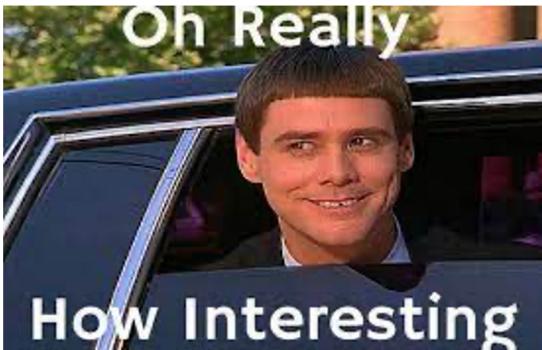
Calories





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# VERSUS REALITY





NOW let us  
introduce...



# STRAVA MOMENTS



Joanna Bruin

Today at 9:01 AM · Portland, Oregon

## Morning Ride

Distance

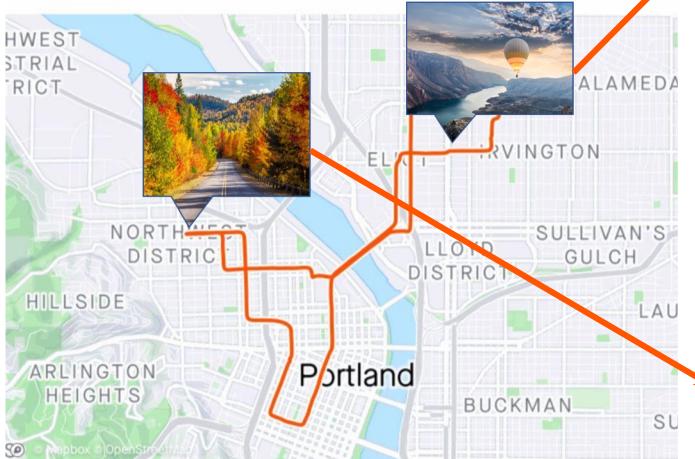
9.99 mi

Elev Gain

443 ft

Time

57m 37s



2 gave kudos



**Capture** during your workout



**Pin it** to your route



**Make** your journey more **EXCITING** for you and your network!



**Inspire** others to be active

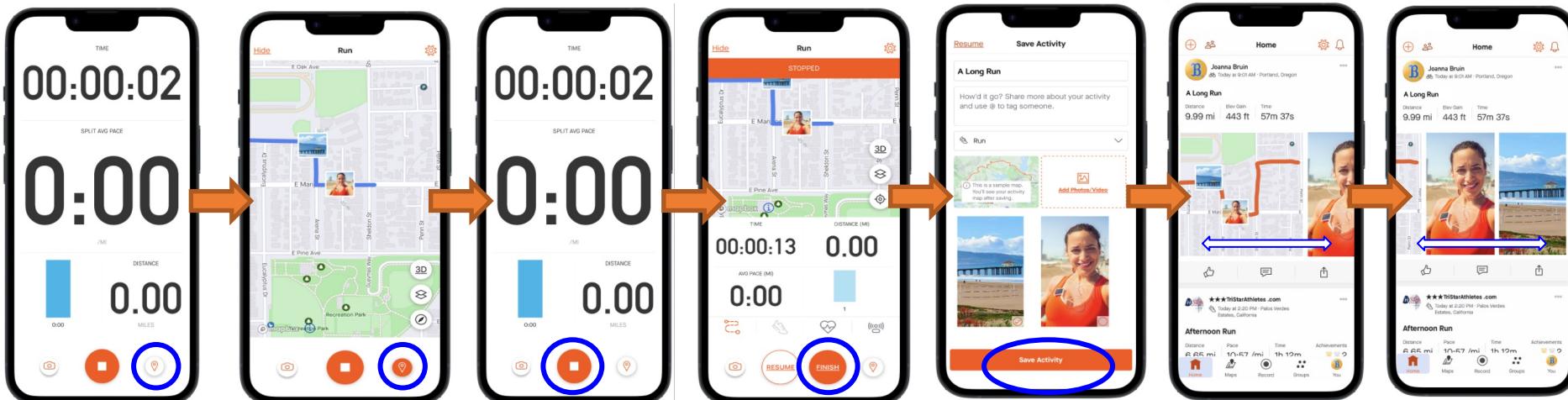




## PROTOTYPE OF ADDED FEATURE



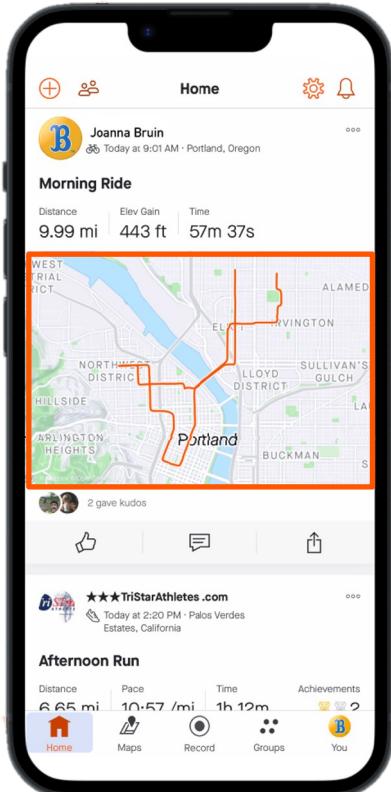






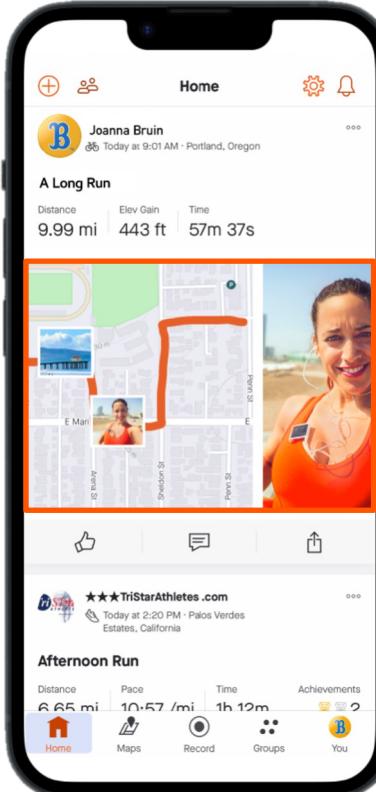
# EXISTING POST VS ADDED FEATURE

*before*



It's just data

*after*



VS

A journey  
full of memories  
worth sharing



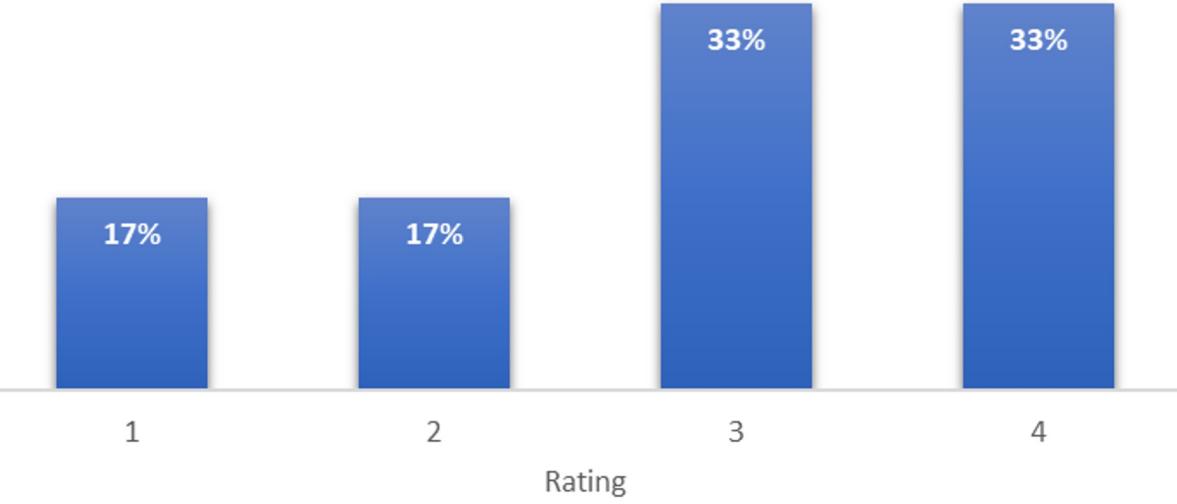
COOL STORY, BRO...

**WHAT DO OUR  
TARGET USERS THINK?**



# USER FEEDBACK ON FEATURE ENHANCEMENT (1/3)

“How likely are you to use a camera feature like this in your Strava workout?”



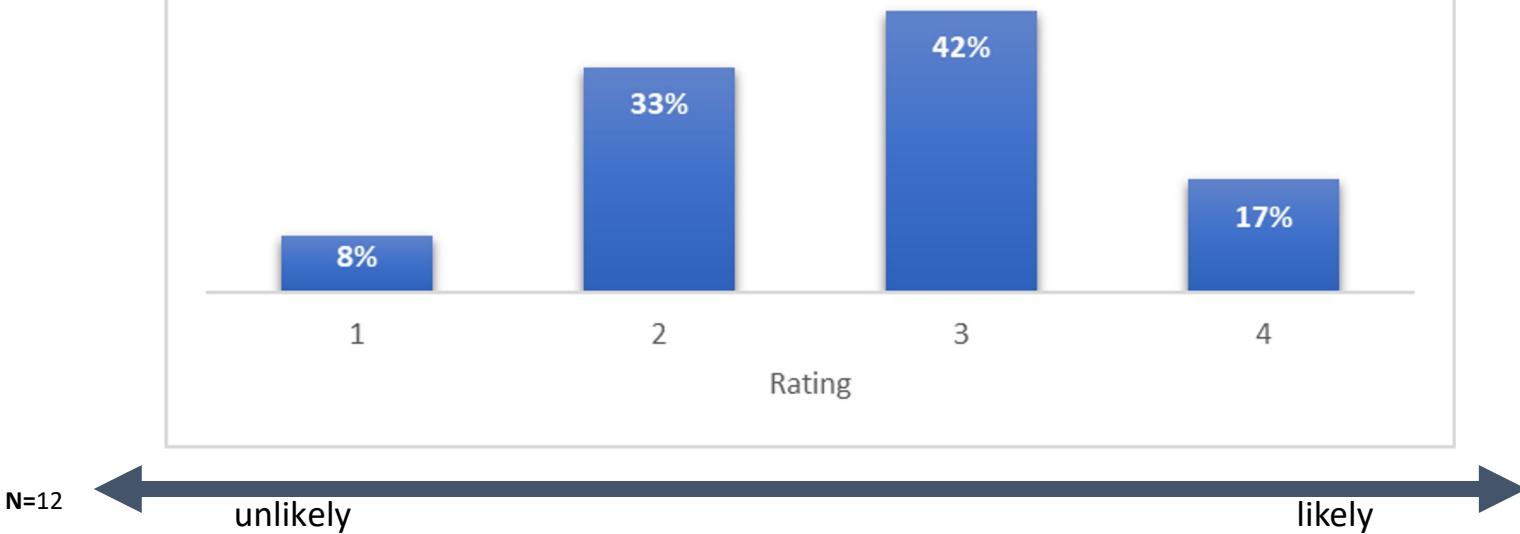
N=12

← unlikely → likely



## USER FEEDBACK ON FEATURE ENHANCEMENT (2/3)

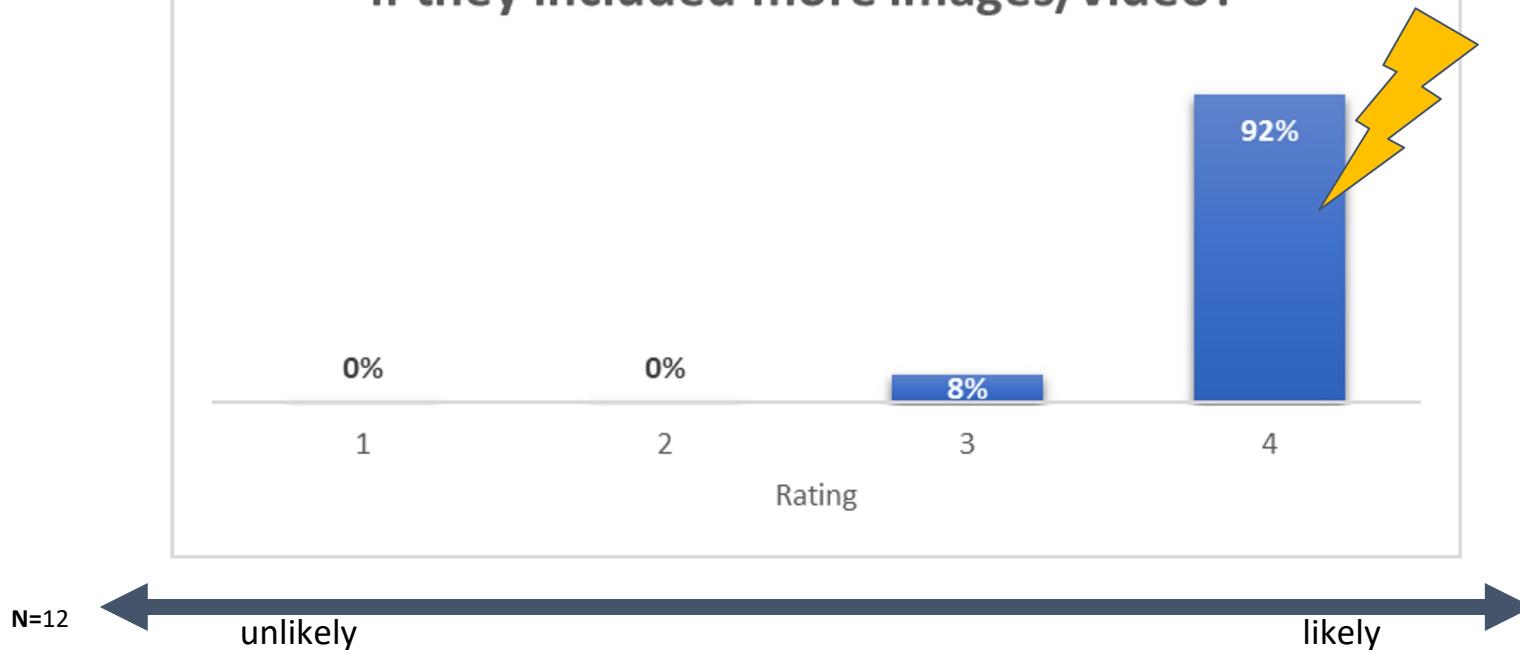
“How likely are you to post activities more often than you do now if you could use a camera feature like this?”





## USER FEEDBACK ON FEATURE ENHANCEMENT (3/3)

“How likely are you to engage with other user’s posts more often than you do now if they included more images/video?”





# USER FEEDBACK AT A GLANCE

	Feedback
Would they use it?	<p>YES:</p> <ul style="list-style-type: none"><li>• People <u>connected to groups</u> are likely to use it as it increases their engagement and interaction with others.</li><li>• People who love to explore new places will use it to capture memories. Ex. especially <u>good for hiking</u>.</li><li>• People who may not choose to take photos would still enjoy seeing more <u>photos from other people</u>.</li><li>• People are enthusiastic about seeing pictures tied to <u>locations on a map</u>.</li><li>• People like taking a picture <u>without leaving Strava</u> while they are tracking an activity.</li></ul> <p>NO:</p> <ul style="list-style-type: none"><li>• People who <u>don't post much</u> are not inclined to use the camera feature.</li><li>• People who are <u>focused on the fitness</u> activity (running/biking) and/or use the <u>same route</u> frequently do not find the need to capture moments.</li><li>• Serious runners put their <u>phones away in their pockets</u> and do not want to take it out during the activity just to capture moments.</li></ul>



# NEXT STEPS...



- Enhance Strava Moments
- Enable volume button to capture photos (sweaty hands)
- Cross-post on other social media
- Link the feature to pro-cam



- Safety concerns of using your device during an activity such as running or biking
- You can add pictures captured using your mobile camera to a post as it is

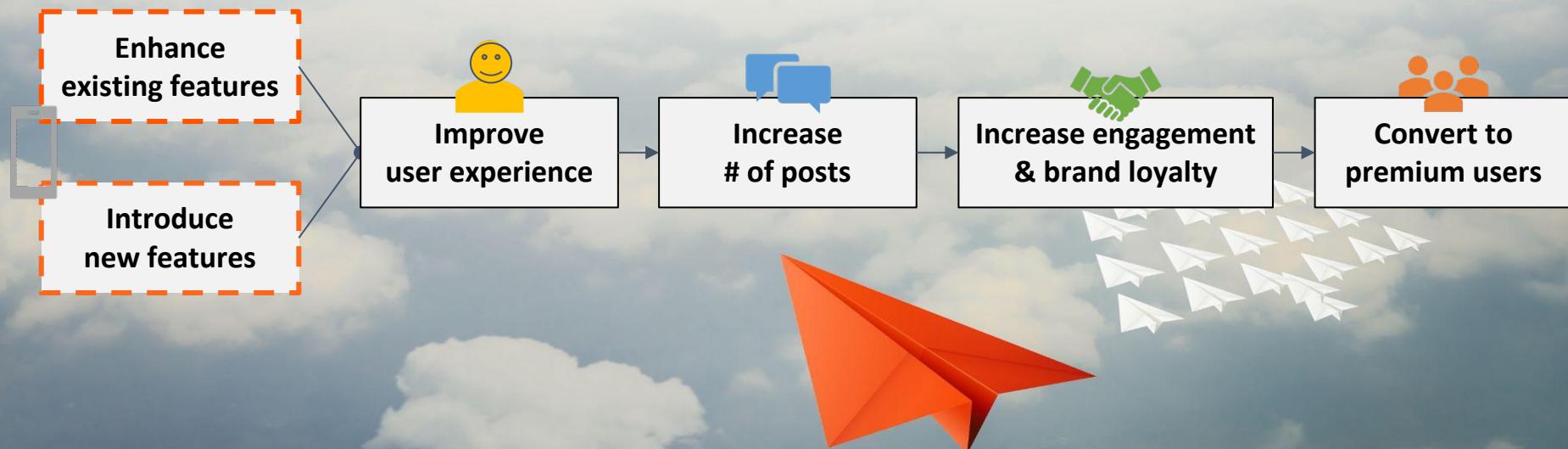


# GOALS AND MEASURING SUCCESS

	Goals	Signal	Metrics
Happiness	Users enjoy using “Strava Moments”	App store reviews and ratings	Average app rating mentioning “Strava Moments”
Engagement	Users are interacting more with users posting with “Strava Moments”	Number of kudos or comments per post with “Strava Moments”	% of posts with photos, % increase in kudos given
Adoption	Utilizing “Strava Moments” in posts	Number of posts with “Strava Moments”	% of users who try “Strava Moments” at least once
Retention	Frequency of posts with “Strava Moments”	Repeated usage	% of weekly users vs total strava users, % increase of “Strava Moments” posts per user
Task Success	Users can easily post “Strava Moments”	Utilization of the camera feature	% of users who post “Strava Moments” upload photos, # of errors encountered while using the feature



# THE BUSINESS CASE FOR “STRAVA MOMENTS”





# DIVERSE TEAMS MAKE THE BEST TEAMS

ELIZABETH-ANN (E.A.)



AMIT



LAUREN



NIKITHA



TING-YU (TINA)



VISHAAL



MEDICAL  
EDUCATION  
ADMINISTRATOR

PRODUCT  
MANAGEMENT +  
ENGINEERING

BIOPHARMA  
PROGRAM  
MANAGEMENT

CONSULTING +  
FINANCE

PRODUCT  
MANAGEMENT

COMPUTER  
ENGINEERING