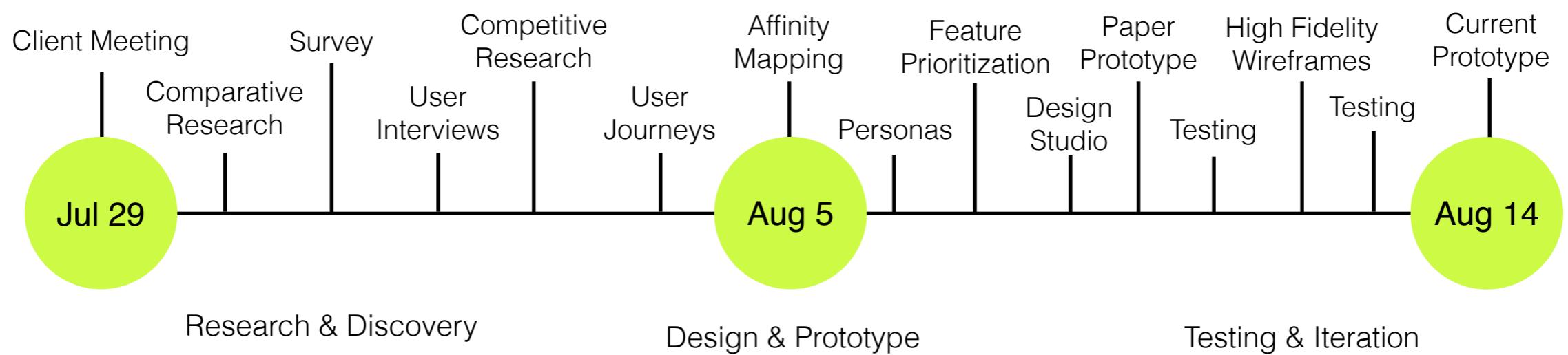


Charity Miles UX Project Timeline



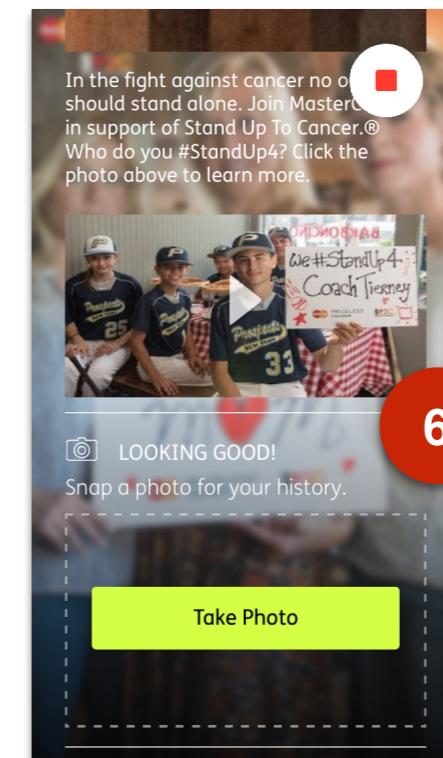
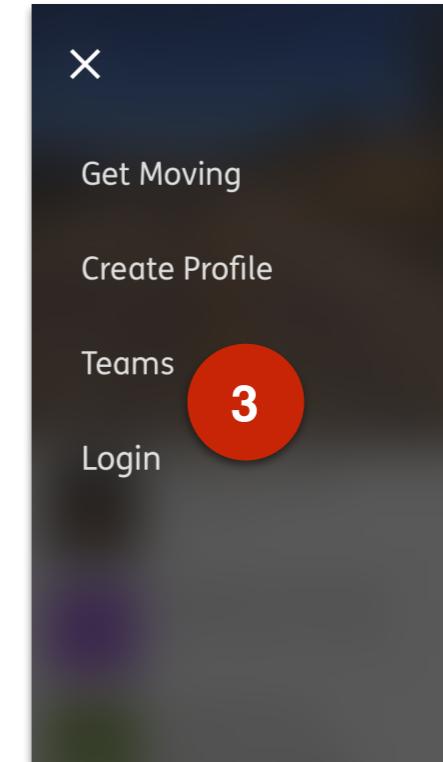
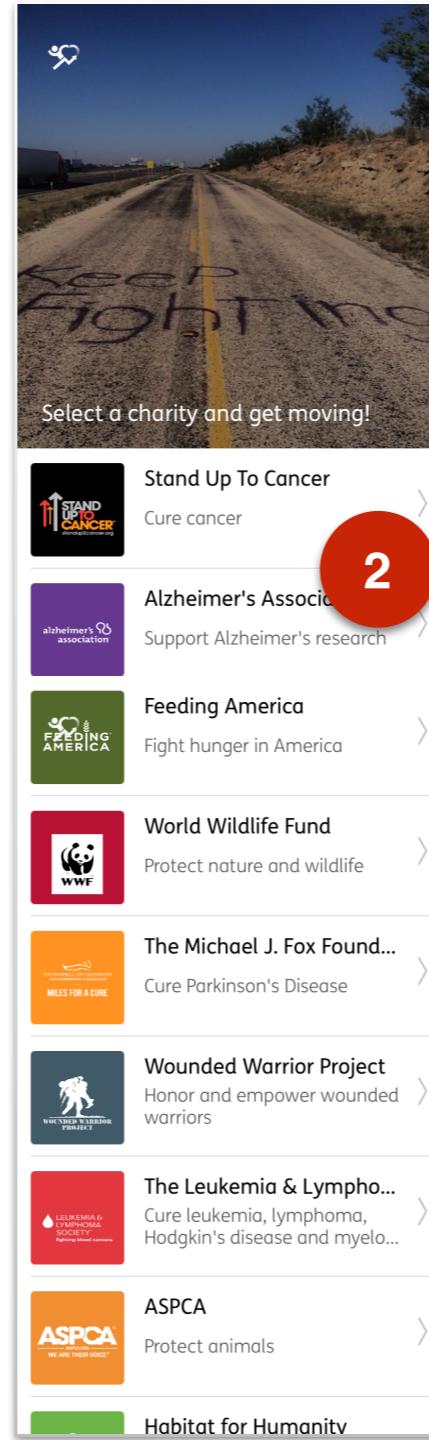
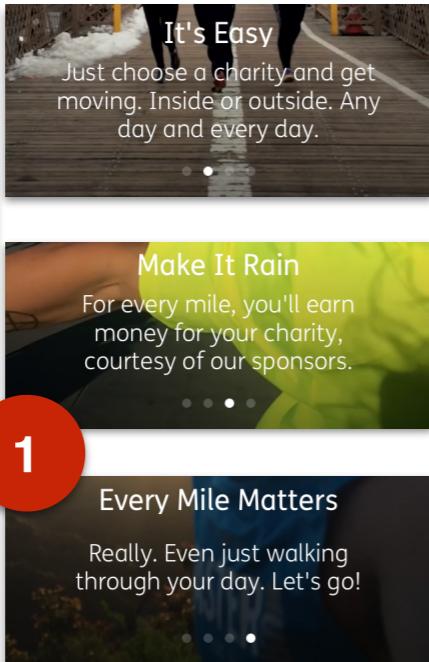
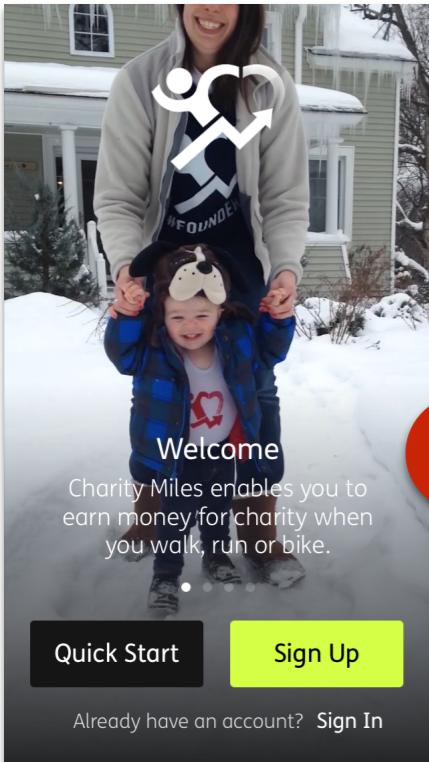
Market overview:

- One in three people in the U.S. use their mobile device as their primary tool to access the internet.¹
- The same holds true for charitable giving.¹
- A new paradigm for donor engagement with cell phones and other mobile devices are now the core of how people connect with their favorite causes.¹
- Globally, the total value of mobile donations using PayPal in December 2012 was 242 percent larger than in December 2011.¹
- On Giving Tuesday alone, the total value of mobile donations through PayPal increased by 228 percent from 2011 to 2012.¹
- The rise of mobile is a trend no one in any industry can ignore, let alone in the philanthropic space.¹
- The Americans total giving to charities was \$358.38 billion in 2014 (about 2% of GDP); Specifically, individuals giving was \$258.5 billion (72%) representing a 5.7% increase over 2013.²

¹ Forbes, *Rise of mobile giving and other trends*

² Giving USA

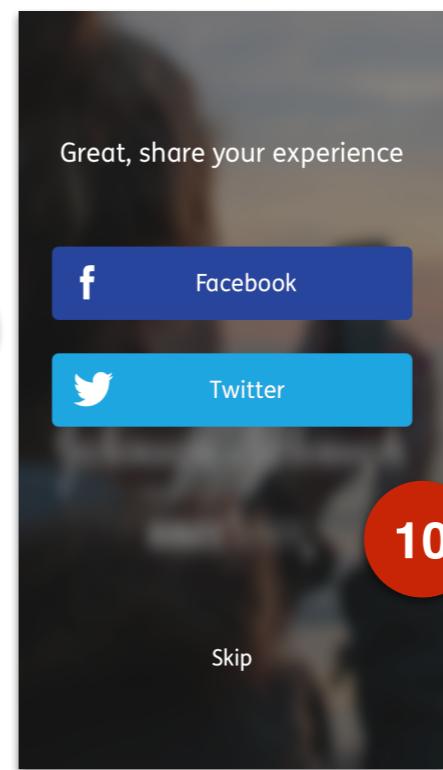
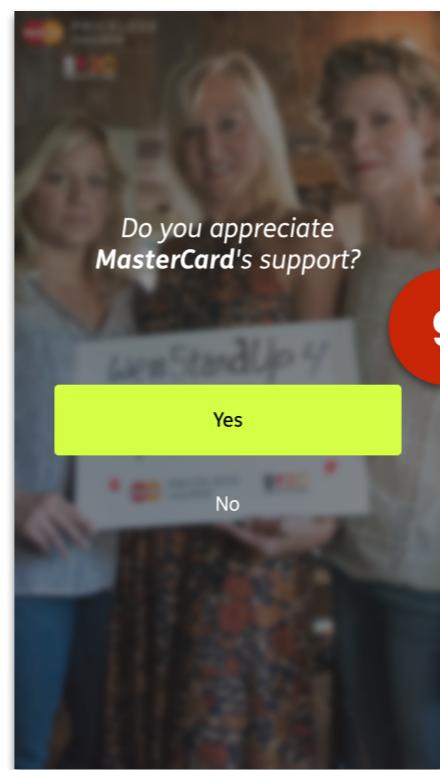
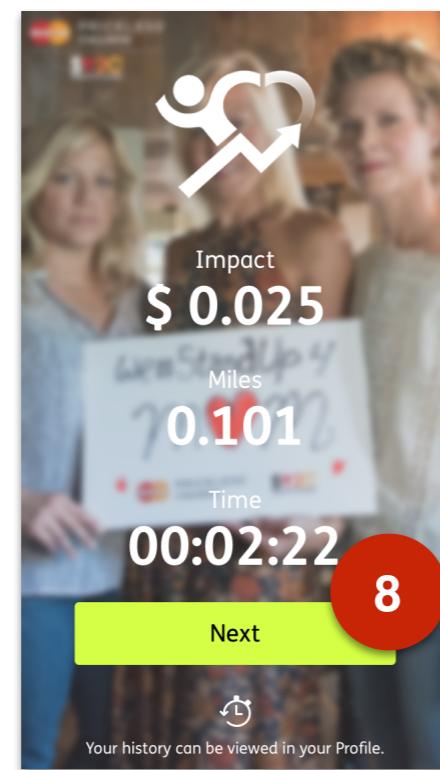
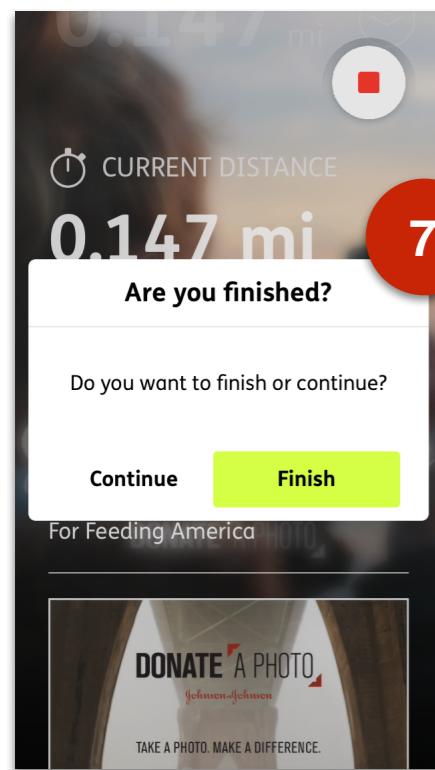
Current App // Usability Analysis



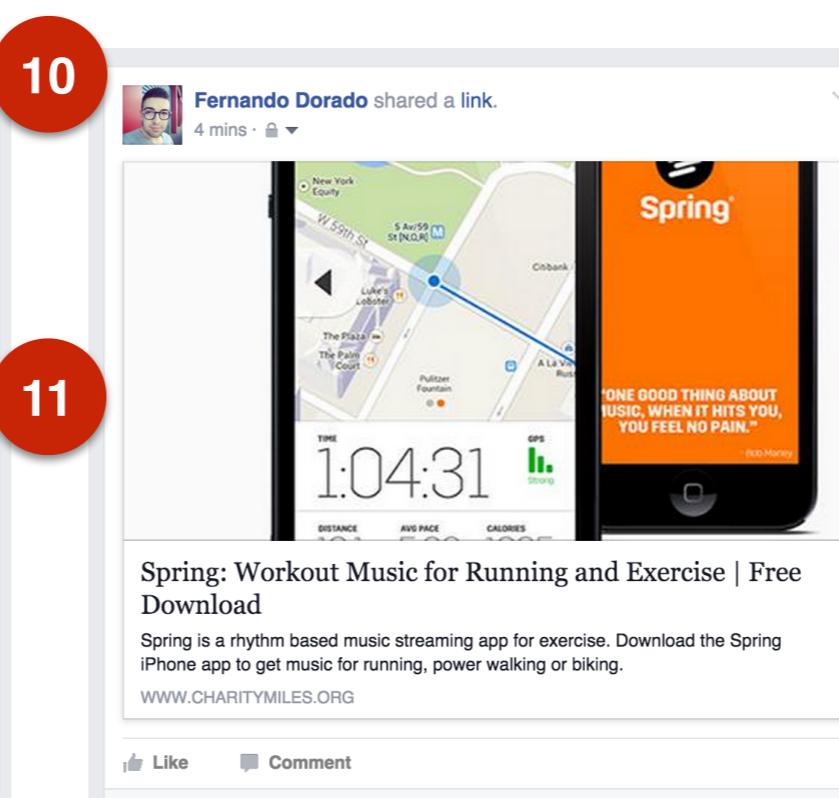
5

- 1 • The pace in which text and movie are shown is not synchronized. It is **distracting**.
- 2 • The charities' sorting is **unclear**, pictures are **inconsistent** to regular users, and **overwhelming**.
 - Too **long** to browse.
- 3 • **Team feature is hidden** in the app.
- 4 • User is **forced** to go through several steps in order to finish their activity.
- 5 • Important information (money raised, distance, and time) is **not displayed** on the "current activity" page until you scroll down.
- 6 • Sponsor information feature is **not usable** since people don't typically read while exercising.
 - The video **takes viewer out of the app**.

Current App // Usability Analysis

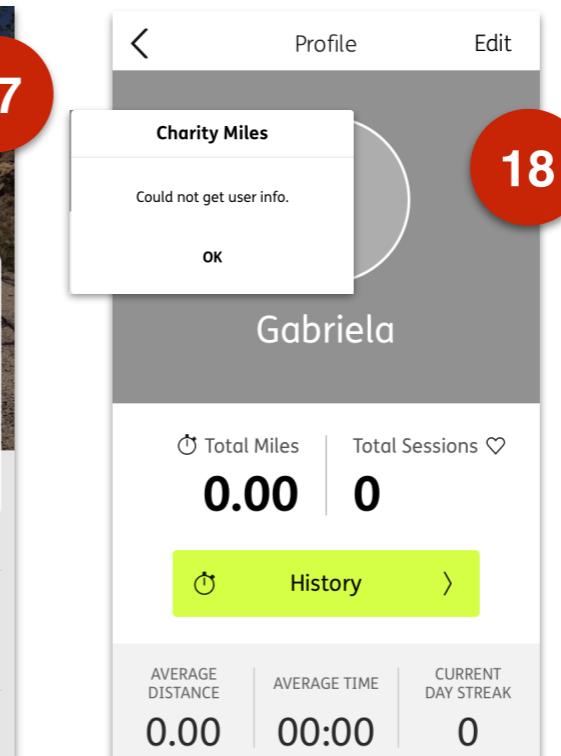
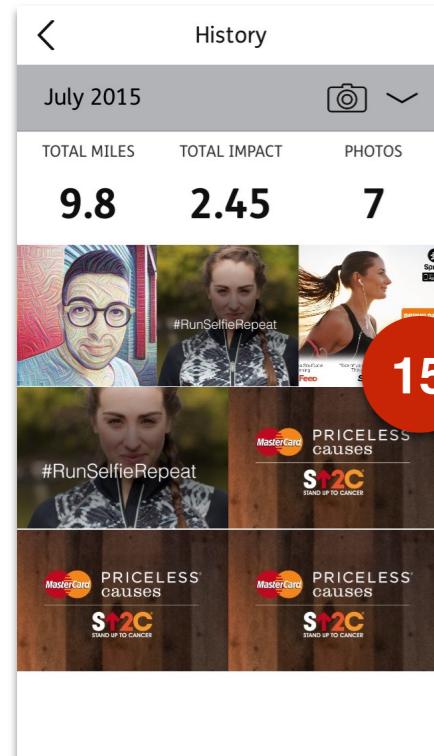
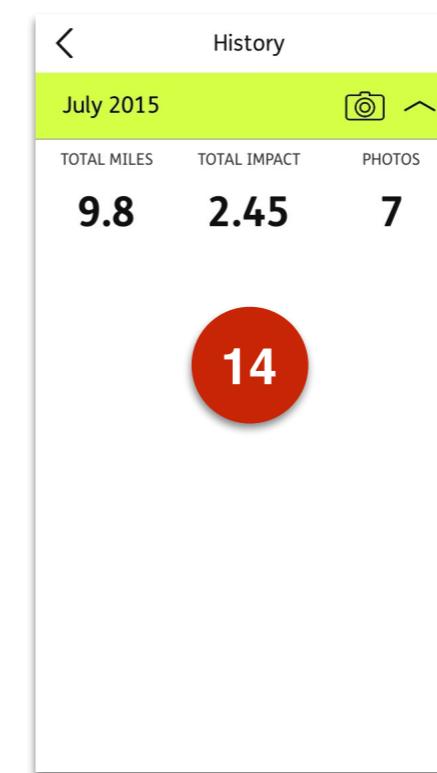
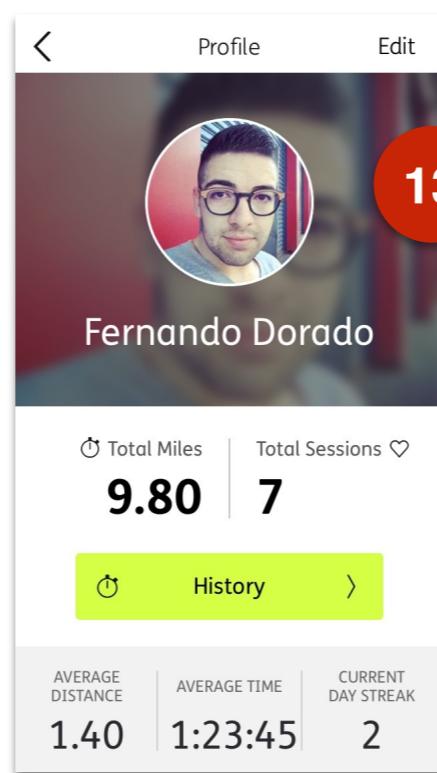
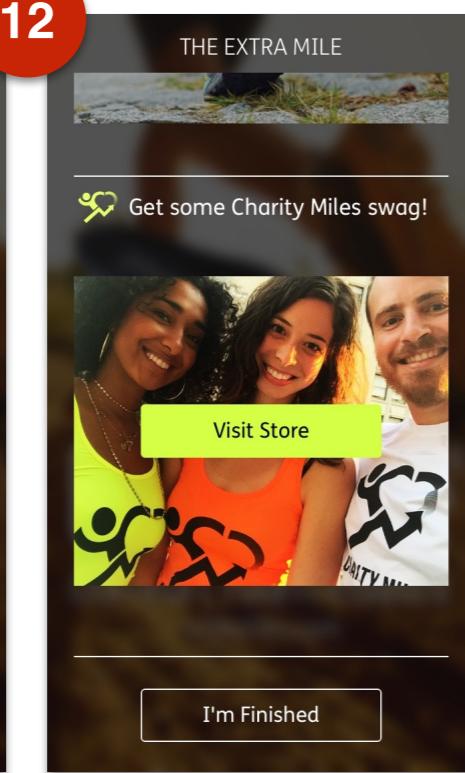
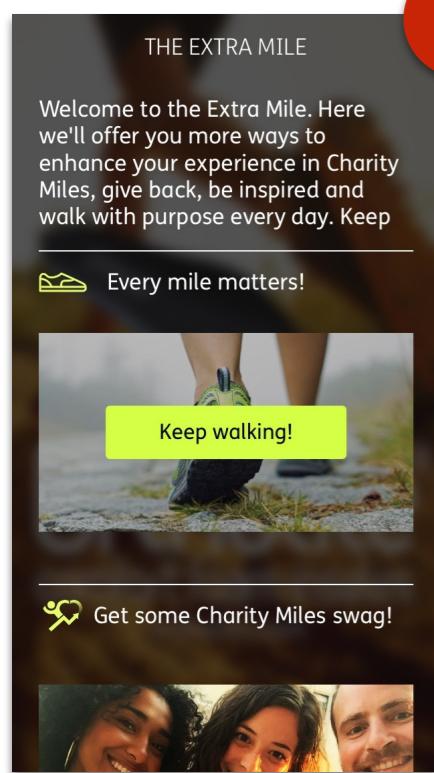


- 7 • This prompt is redundant as the member has already indicated that they'd like to finish their workout.
- 8 • "Next" is **unclear**; am I finishing my workout here?
- 9 • **Redundant** question since the purpose of the app is to be 'sponsored' and have the money go to charity.
- 10 • "Share your experience" conveys that one is sharing their experience and not the Sponsor's support or information, which can make members feel used as an advertising medium



- 11 • Facebook shared link makes members push corporate propaganda into their social profile **involuntarily**.

Current App // Usability Analysis



- Since the "Extra Mile" appears to be a part of ending your activity, the process feels drawn out, making the content less appealing and less likely to be explored.

- Since the app offers different tasks, running, walking, and biking, "average distance" and "average time" is too general.

- 'History' screen information can confuse members since it implies that more detailed information will be displayed.

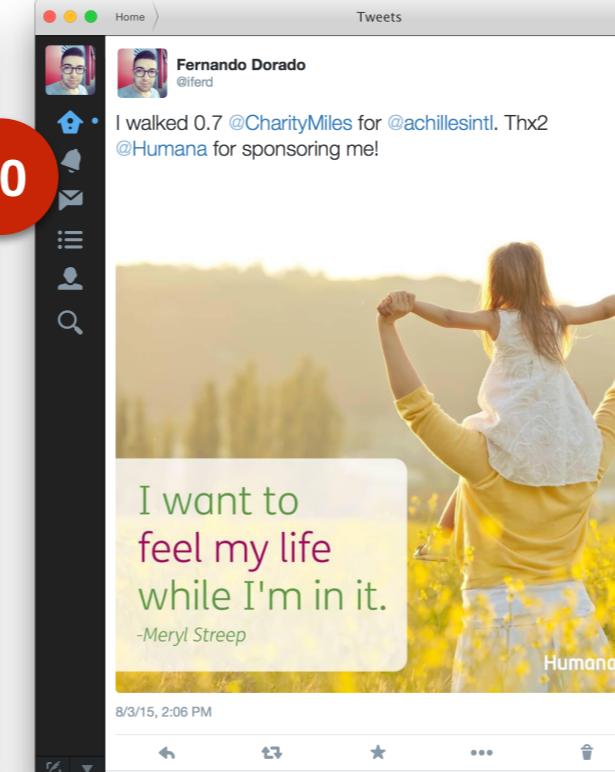
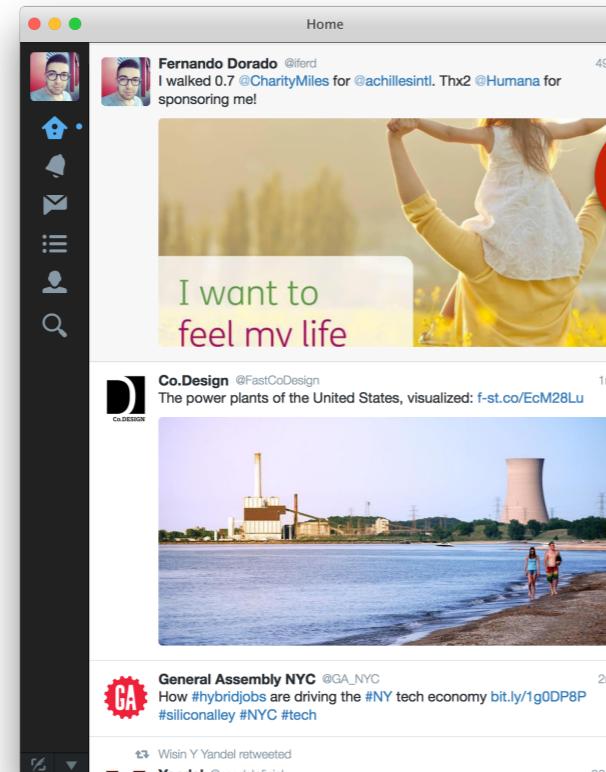
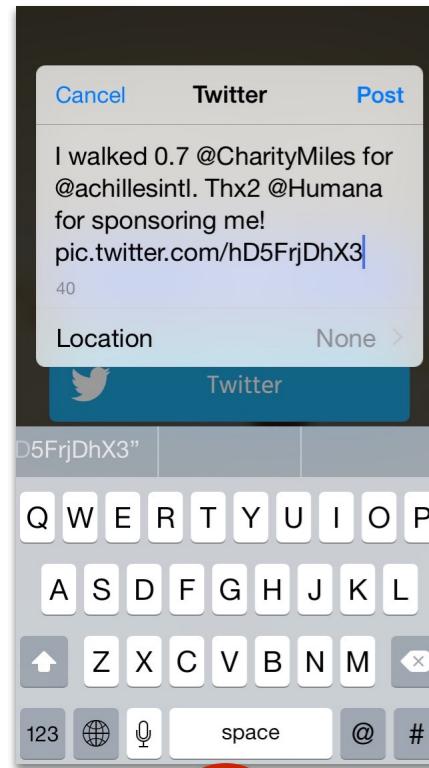
- Camera icon can confuse members since it implies "my camera", therefore "my photos".

- The position in which the miles are displayed implies a lower tier on the hierarchy between member achievement and sponsor advertising.

- When finished walking inside subway (without internet), data was not recorded.

- Profile info needs an internet connection to be accessed.

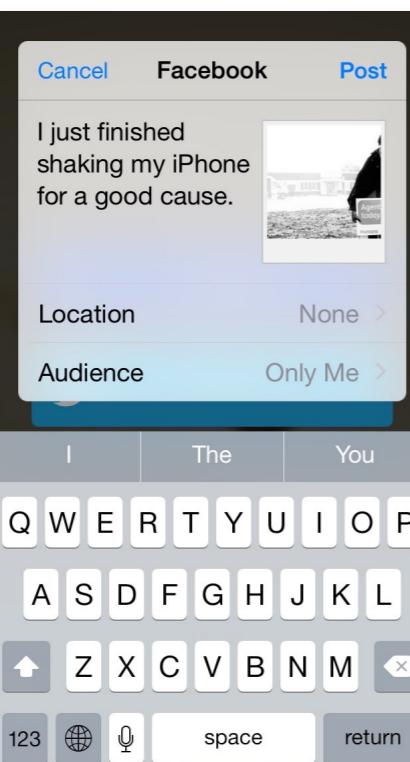
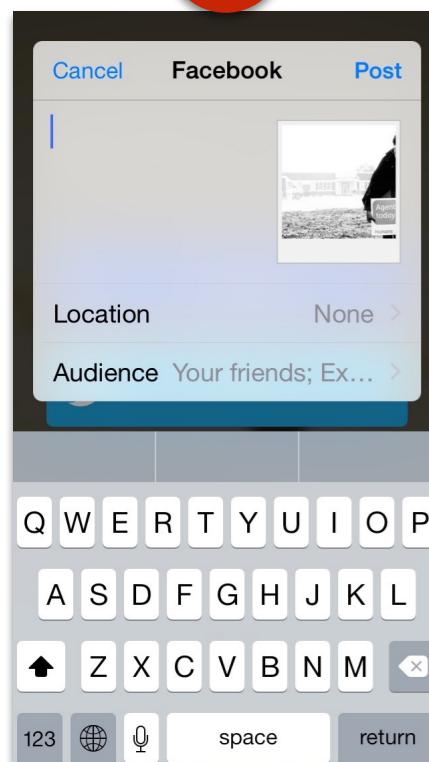
Current App // Usability Analysis

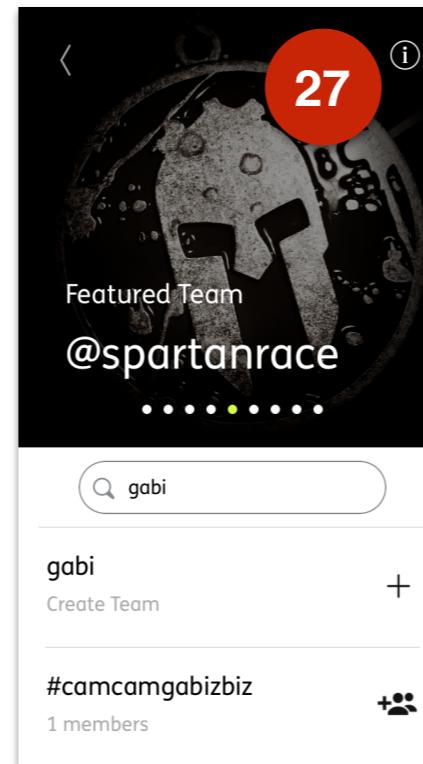
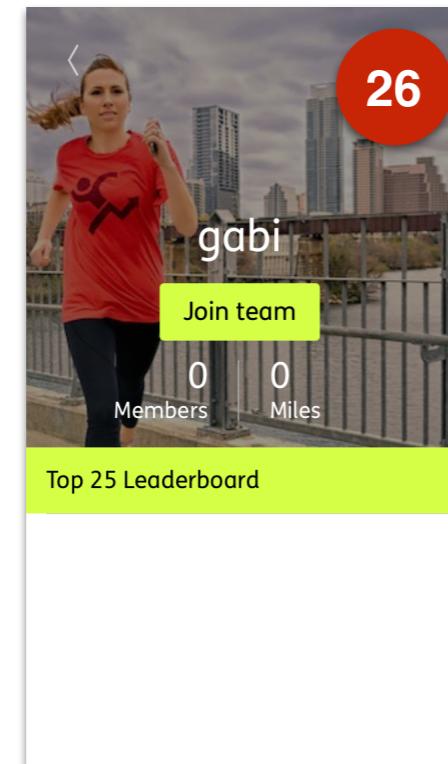
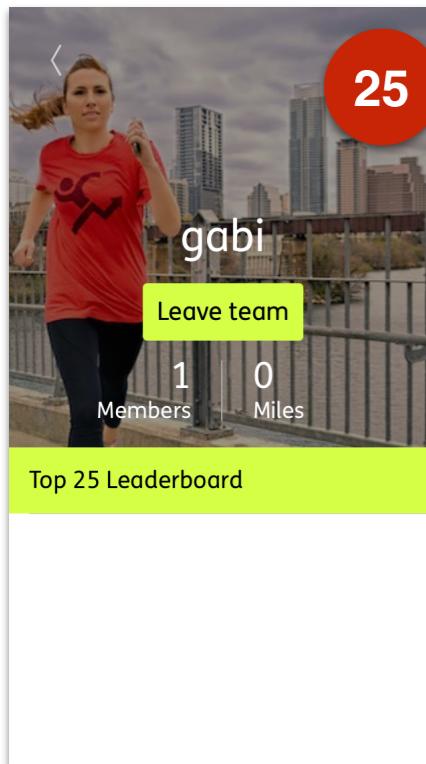
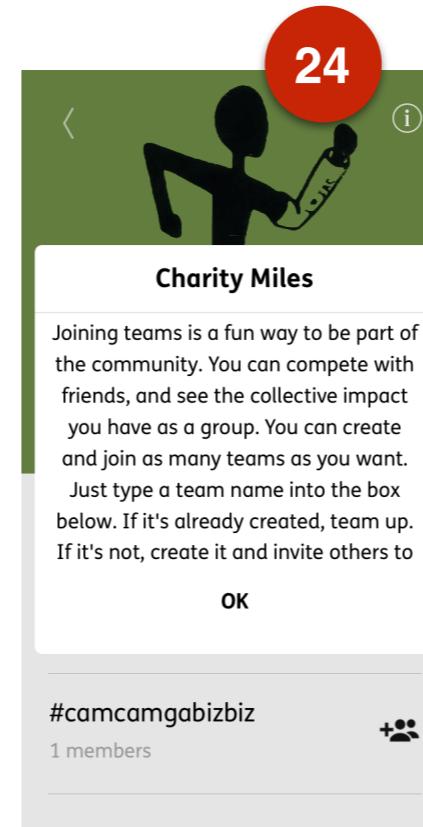
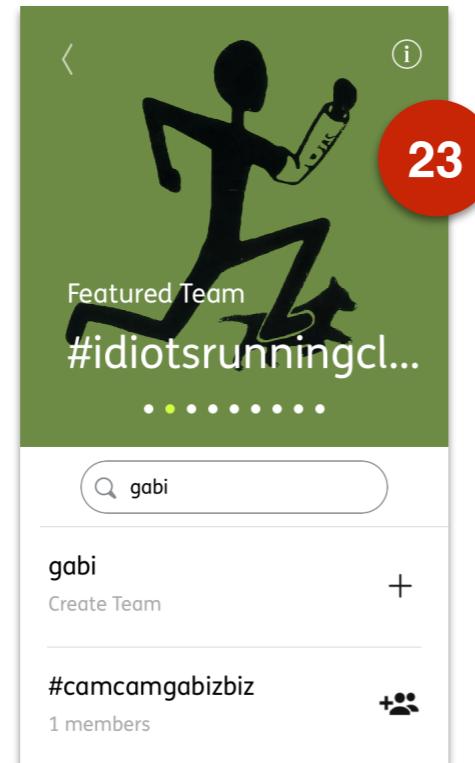


- **Inconsistency;** text is suggested when you click to post on Twitter but does not when posting to Facebook, forcing the member to fill out the information manually.

- **Sponsor image very large.** Possibly try to find a way to create more balance between member achievement and the sponsor.

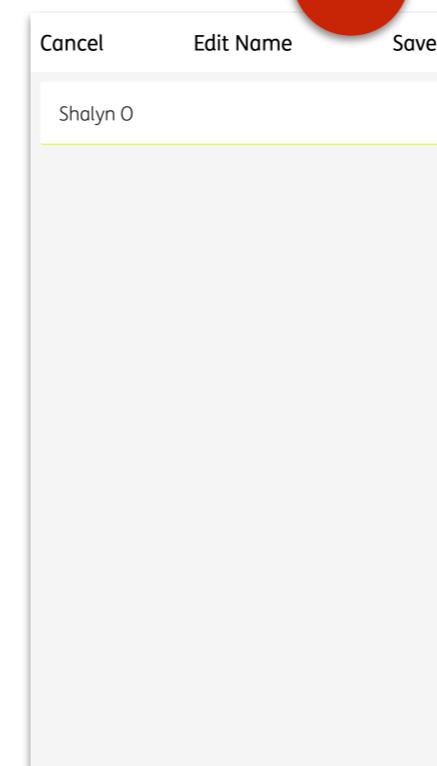
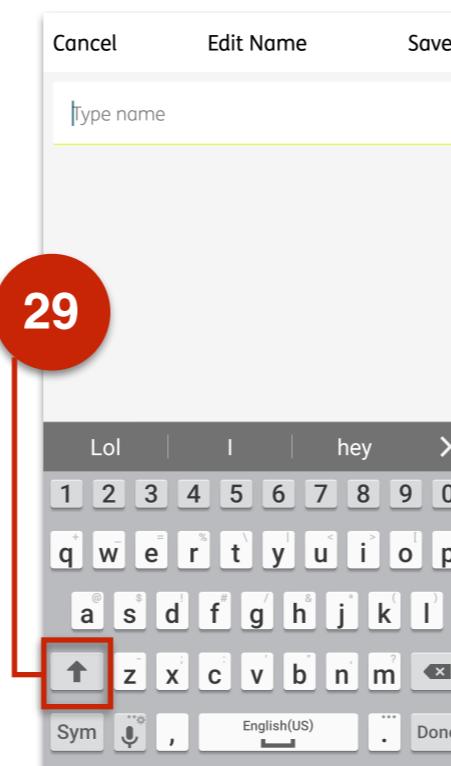
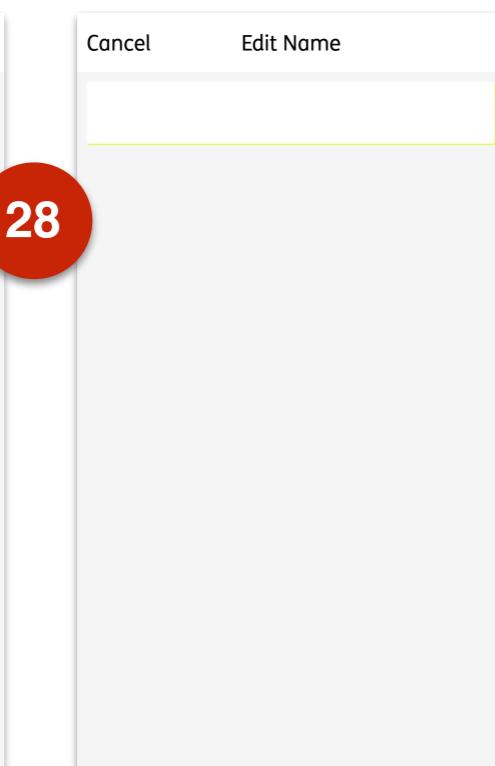
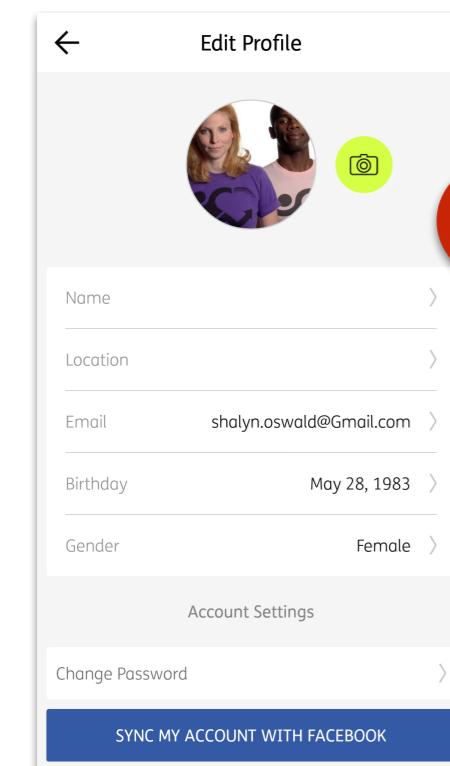
- Member achievement is displayed as though it's just a comment on the sponsor's advertisement.





- Doesn't convey the **greatness** of the app
- There is **no quick way** to create a team.
- The "i" conveys that information about the team will be displayed, and not a **general description** about teams (and the text cuts off).
- There is **no place to edit** the team; no admin privileges to customize.
- There is **no signifier for deleting** a team. It is unclear that to delete it one just needs to leave.
- There is **no feedback** letting the member know that the **team has been deleted**, leaving the situation unclear.

Current App // Usability Analysis



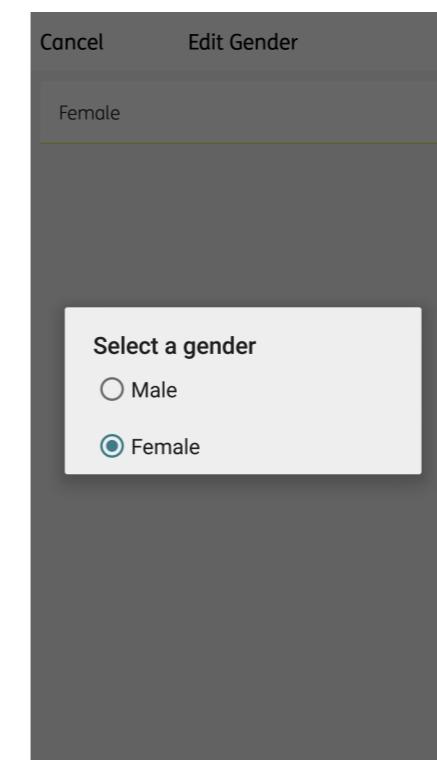
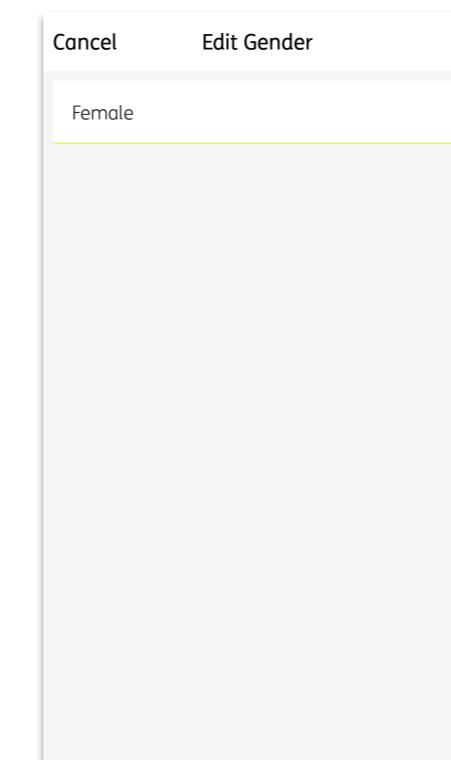
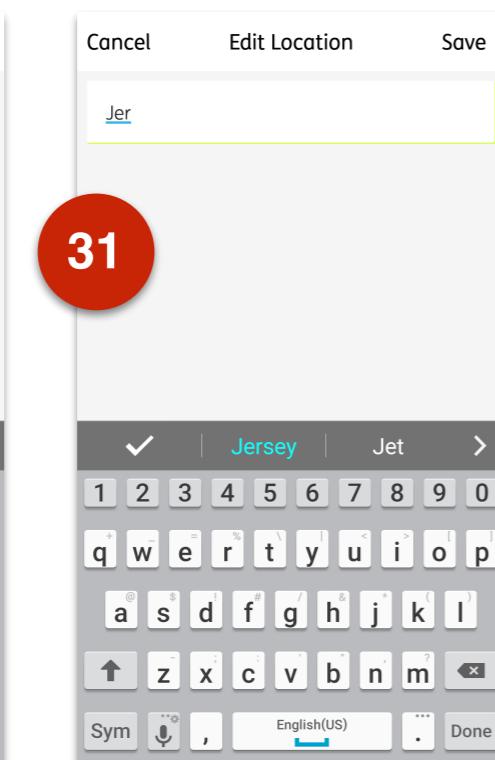
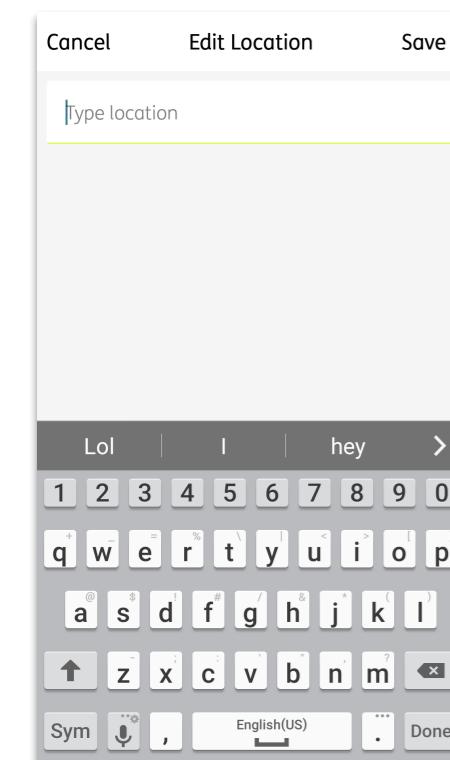
30

- Every "blank area" that needs to be edited must be clicked, whereby you are taken to another screen to click again to start inputting your text. **3 steps** have to happen **before you can begin typing**.

- The keyboard starts with a lower case letter by default; therefore **another click is needed**.

- **Another click** is needed to save.

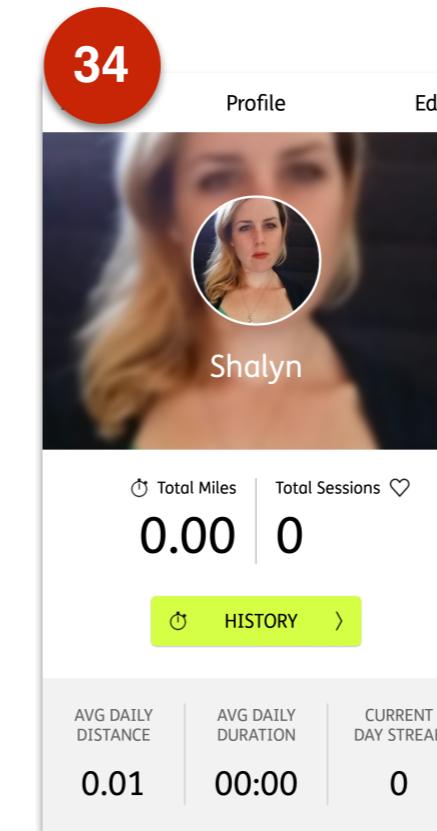
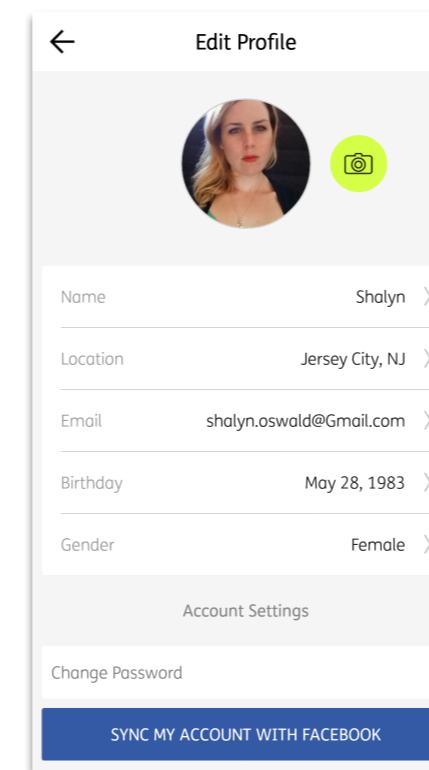
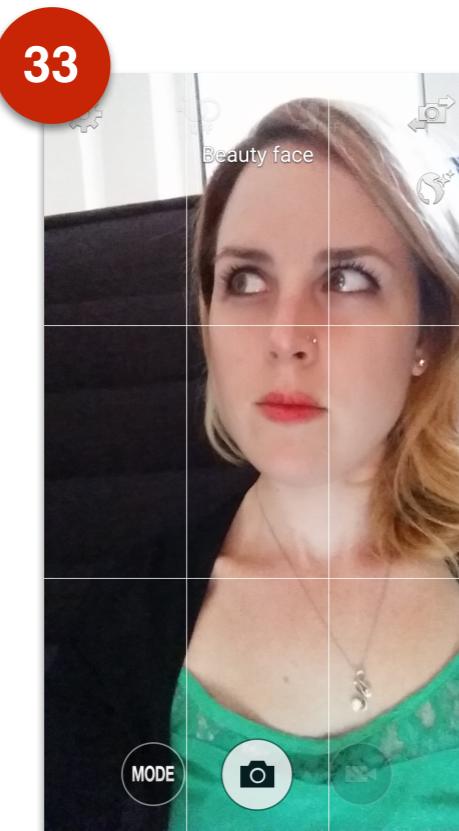
- The system **doesn't auto-populate location information**, forcing the member to manually enter all of the information.



Major Takeaways

In order to create and update a profile, the member has to click several times just to input, and they are taken from the edit profile screen too often.

Current App // Usability Analysis



- 32** • **Calendar** hard to use. The year is too small and the process of picking the dates is too long, **too many clicks**.

- 33** • There is **no signifier** for where your **picture** will be **cut**

- 34** • The picture on top of the picture is very awkward and just ends up taking up valuable space where more information could sit.

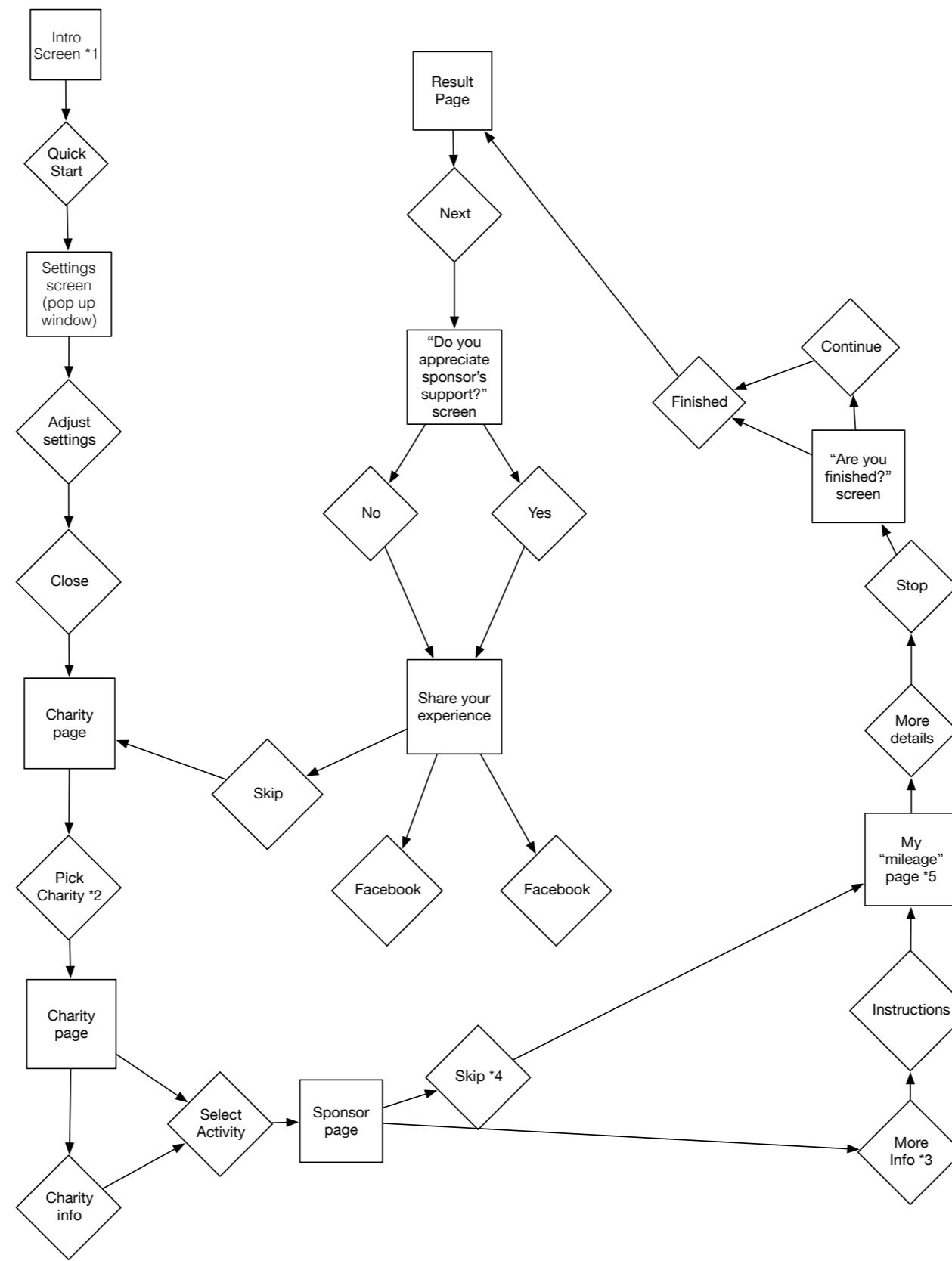
Current App // Usability Analysis

The figure consists of four screenshots of a mobile application interface, each with a red circular callout containing a number.

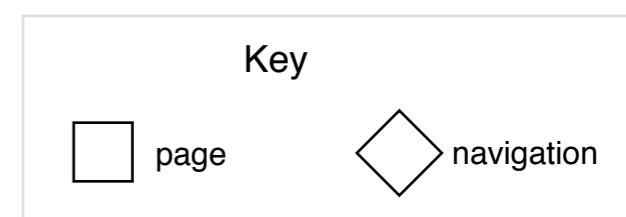
- Screenshot 35:** Shows the Alzheimer's Association Charity Miles settings screen. It displays location access options: Never, While Using the App (selected), and Always. A note states: "Your GPS will not work in background mode, please turn it to 'Always' in Charity Miles -> Location -> Always." Buttons for Indoor Walk/Run and Outdoor Bike are at the bottom.
- Screenshot 36:** Shows The Weather app settings screen. It displays location access options: Never and Always (selected). A note states: "Access to your location will be available even when this app is in the background." An app explanation note says: "We use your location to provide you with accurate weather data and forecasts."
- Screenshot 37:** Shows the Stand Up To Cancer Select Activity screen. It lists Outdoor Walk/Run, Indoor Walk/Run, and Other. A note at the bottom states: "Your GPS will not work in background mode, please turn it to 'Always' in Settings -> Privacy -> Location -> Charity Miles -> Always."
- Screenshot 38:** Shows the Integrations screen with a Walgreens Balance® Rewards card. The card features the Walgreens logo, the text "Walgreens Balance® Rewards", and "Earn points automatically that you can redeem for savings in store and online.", with a "Connect Account" button below.

- 35** • The notification confuses members since the **option** for allowing **location access** "**while using the app**" exists, but it **doesn't work**.
- 36** • **Good reference**—The Weather Channel—for **location access** with just two options.
- 37** • The text is **hard to read** due to the color of the background
- 38** • The word 'integration' **doesn't translate** its **content** which is a reward. It might confuse members with the possibility of being an integration with fitness apps.

Current App // Flow Analysis



- Too many steps on the check out process



User Research // Reviews

1. Great concept buuuttt...
★★★★★ Plimon01 - Jul 14, 2015
It's a great idea but anytime I have my phone locked or I forget to "finish" my workout and realize it a little while later I'll open the app again and it will ask if I want to finish my workout, I'll finish it and it will have only recorded a third of my total distance I did that day! Why does it do this?? I feel robbed of money I can give to charity because the app did not record my full workout. Just did 6 miles and only got credit for 1.5! BS!!

2. 5 stars but
★★★★★ drumgirl311 - Jul 1, 2015
Thank you for this app. During your next update release would you please change the background image (the Humana one) that show while the pedometer is running? The font is white and the image is light. It's almost impossible to see the text without scrolling left and right slowly to move the text over a darker part of the image. The image with the girl with her arm in the air. Thanks all.

3. Very Frustrated
★★★★★ tl131313 - Jul 5, 2015
The first couple times I used this app it worked great. It recorded the full trip while I had it running in the background and another app running at the same time. However the last 2 trips, of 12 miles each, only recorded .30 miles on each trip. Yes cellular data is turned on. Yes it's set to "Always" use GPS in settings... But it still doesn't work... Please fix this... I love the concept.

4. Has some flaws
★★★★★ xsingmesweetx - Jul 19, 2015
I absolutely love the idea of this app - it's easy to use and I love that it keeps track of my biking distance. It worked great the first two times I used it, however my husband and I biked 18.7 miles today that I was very excited about and it says I only went 5 in over an hour. This takes away from my charities money, and screws with my totals and my teams totals. Kind of annoying! Great concept though.

5. Good intention but very frustrating
★★★★★ qazwsxedcplokmijn - Jun 29, 2015
This app irritates me to no end - despite its charitable intent. It seems as though those behind the app want to give away as little money as possible and allow the app to crash as much as it does. I have run 50+ miles and I turn on the app when I workout, but my total donations only amount to about \$3 because of the frequency of crashes. UGH! "Do you want to continue your workout?" YES! But without so much effort to prevent the app from crashing!!!

6. Great idea - lousy execution
★★★★★ SPBaldwin - Jul 8, 2015
This program seems to have a very rough time tracking runs and rides after the screen locks. On average, something like 10 to 20% of the times I launch it does it actually capture anywhere near what I did. For example, this morning I ran around about 10 1/2 miles and the app captured about 4.4. Other times, it will quit as soon as I start to work out.

7. AMAZING
★★★★★ Critic9191 - Jul 1, 2015
This app is amazing and has inspired me to bike and run. I love how it donates money to charities. One thing though. I know this is very silly but the app color changed from blue to lime green and was too drastic for me. It's not very easy on the eyes. It's very silly but it is something that irritates me. But this app is great regardless.

8. Sync with other apps?
★★★★★ paralight - Jun 28, 2015
I love this app and the idea of it! The only problem is, I don't take my phone with me when I run, so it would be great if this app would connect with fitbit, or jawbone up, or any other app that tracks running like those.

9. Ok but...
★★★★★ runnin_donna - Jul 4, 2015
Nice idea, but this app crashes a lot. It doesn't always track miles correctly. And while there is an

10. SYNCING IS A MUST
★★★★★ ssssssgssssss - Jul 8, 2015
I thought it seemed like a no brained that I would be able to sync this to my Fitbit - nope! That would be the easiest way to use this app by far. There's no way I'm going to carry around my phone AND have the app turned on every time I go for a run. Sorry developers!

11. Syncing
★★★★★ runnin_donna - Jul 4, 2015
Nice idea, but this app crashes a lot. It doesn't always track miles correctly. And while there is an

12. Sync Feature Please!
★★★★★ Cmm0015 - Jul 2, 2015
The idea behind this is great, but having my phone on me at all times isn't very practical. It would be great if this app synced with my FitBit.

13. great and motivating
★★★★★ karizzle15 - Jul 12, 2015
This app is amazing . This also is motivation to help yourself and all this other organizations!

14. Not earning the full Dollar.
★★★★★ Boisal - Jun 27, 2015
It is great but I though every mile you cycled you earned a dollar. I cycled 6 miles it said \$0.600.

15. Needs to work with Fitbit
★★★★★ Evi991323 - Jul 9, 2015
Love the idea but I don't run with my phone. It really needs a sync feature-no brainier. I'll give it 5 stars when it syncs!

16. Great idea, but...
★★★★★ Arfnut - Jul 17, 2015
The idea behind this app is good, but why do I have to have GPS in "always" mode to use it? If I'm not using the app, it shouldn't be tracking me. I'm much less likely to use it.

17. great!
★★★★★ Unhappy16 - Jul 1, 2015
don't know why no one has created this yet. it's amazing how it encourages you to get fit while you earn money for so many foundations!

18. WONDERFUL
★★★★★ SingKate4ever - Jun 29, 2015
How many charities can I pick

Pain Points:

- The app doesn't record one's workout accurately, leaving members to question the accuracy of the money donated.
- Text is hard to read due to color choice and chosen image —background image on running pedometer page.
- Color usage can irritate user when used in large amount—lime green
- Doesn't synchronize with other app—FitBit

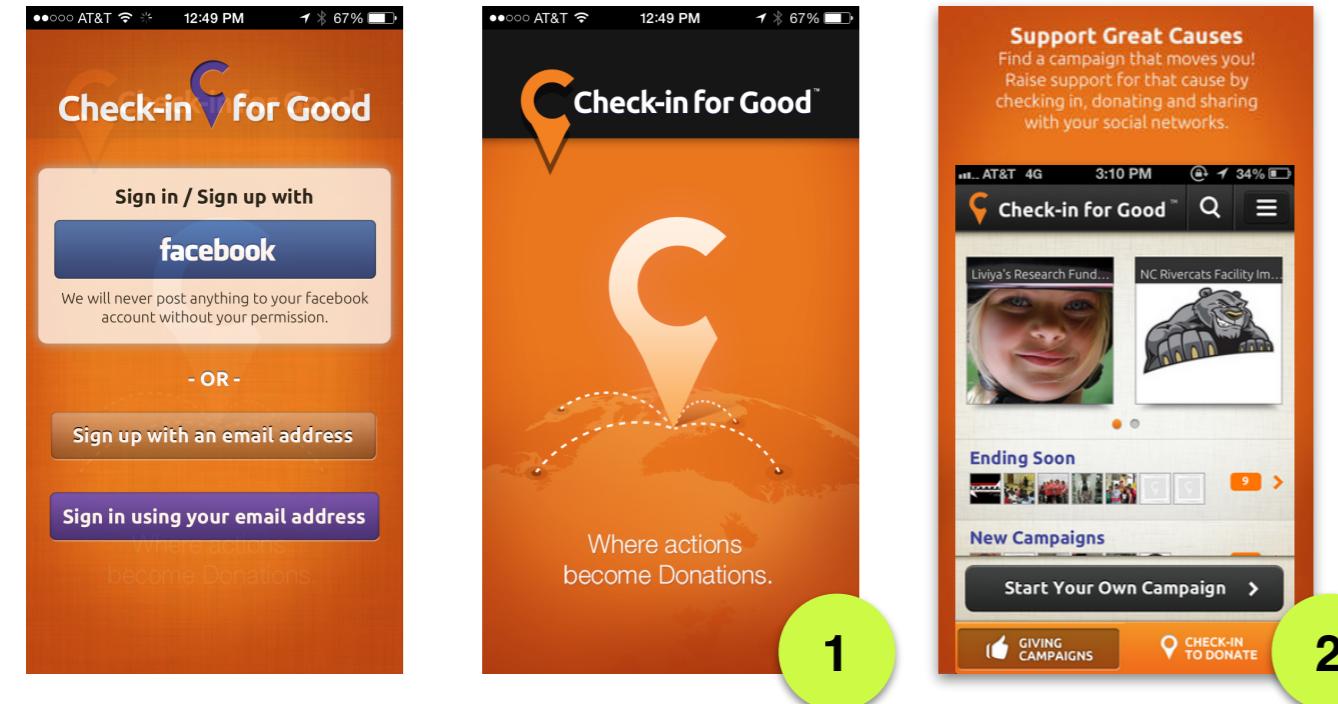
Pleasures:

- Great concept.
- It encourages user to exercise by one earning money for donation.

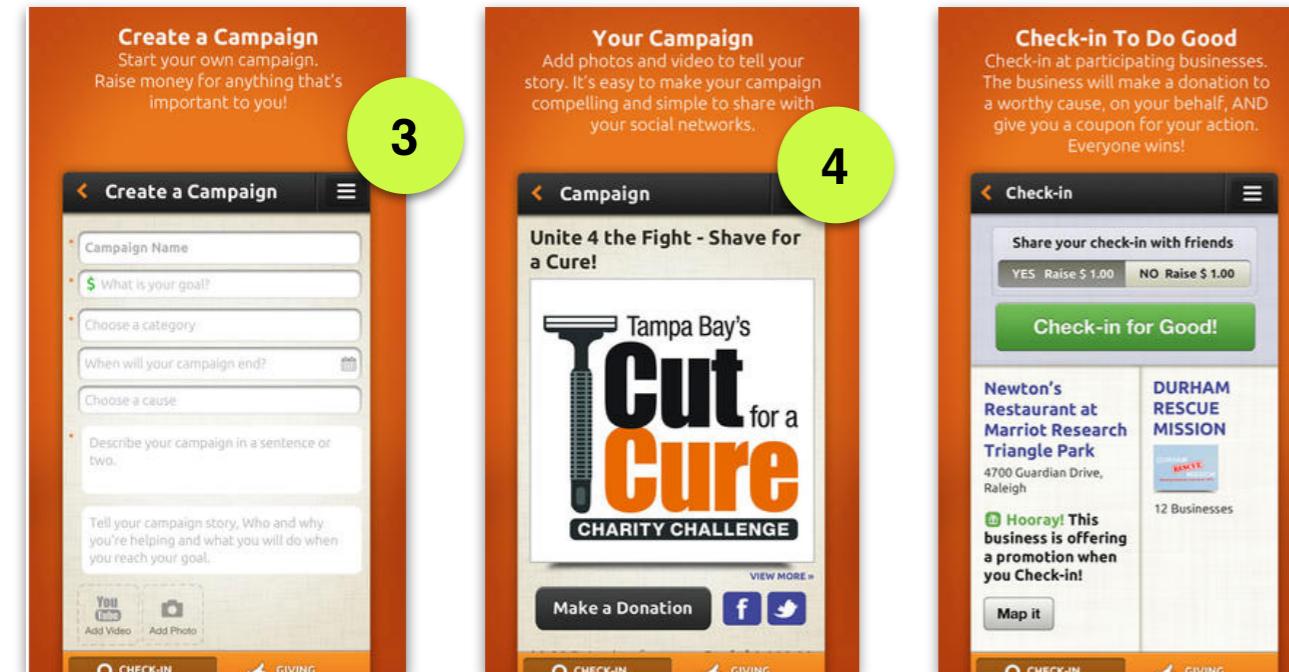


Check-in for Good

- Businesses donate to a cause on behalf of the member. The cause receives a donation and the member receives a promotional offer for that business encouraging them to return.
- It also allows organizations to create a cause page.

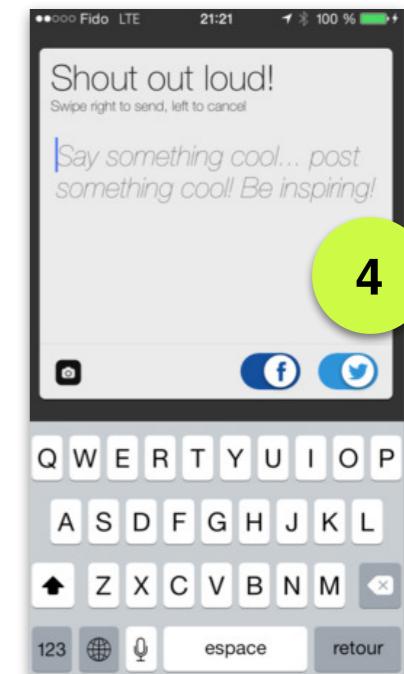
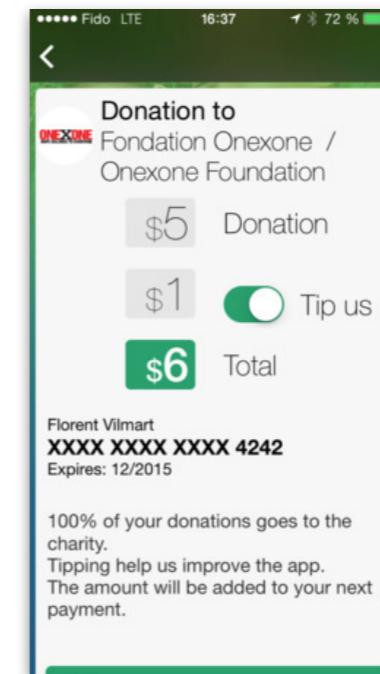
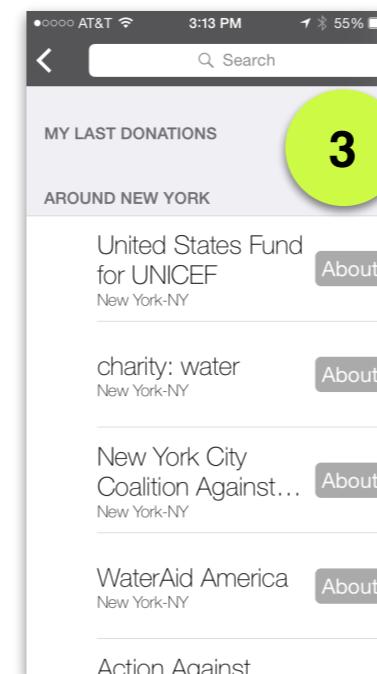
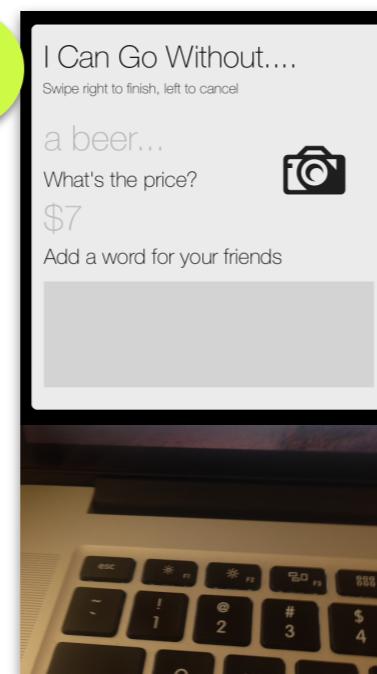
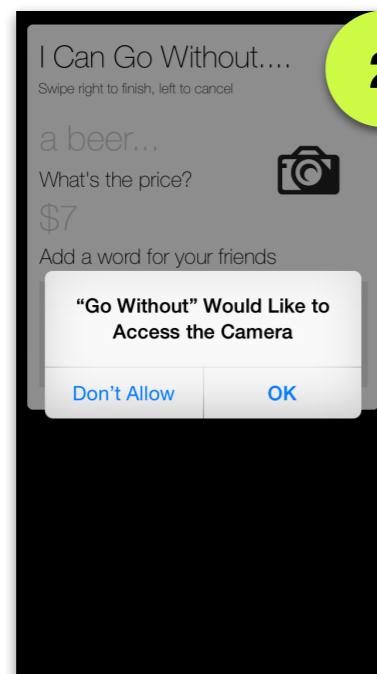
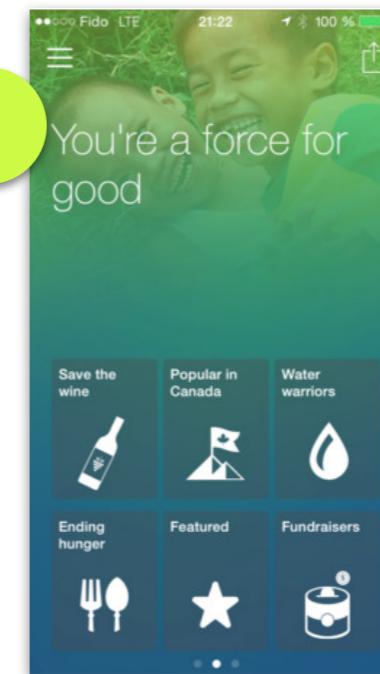
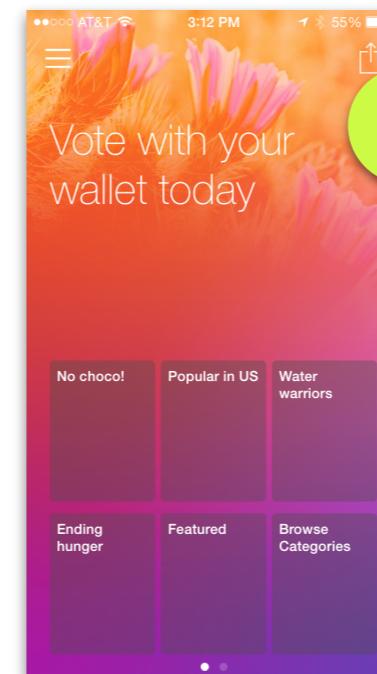
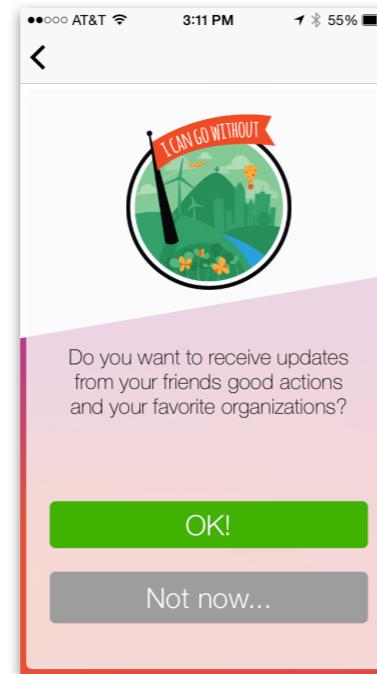
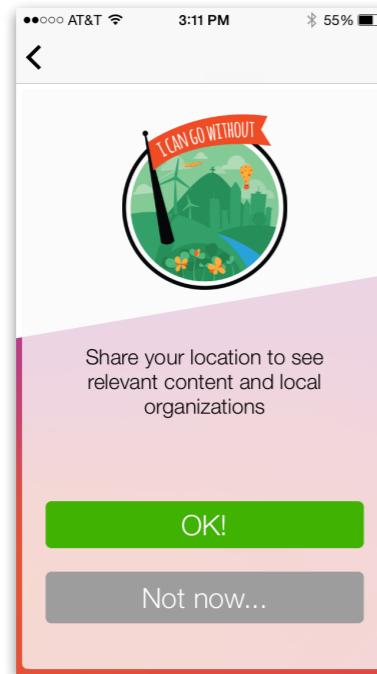
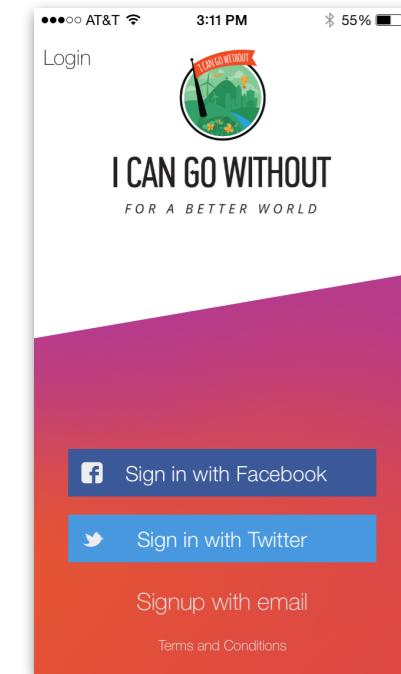


- 1 • Quote that translates the app's purpose.
- 2 • Call to action button for creating or joining a team (feature).
- 3 • Form for information organization when you create a team.
- 4 • Balance between challenge image and explanatory text.



I Can Go Without

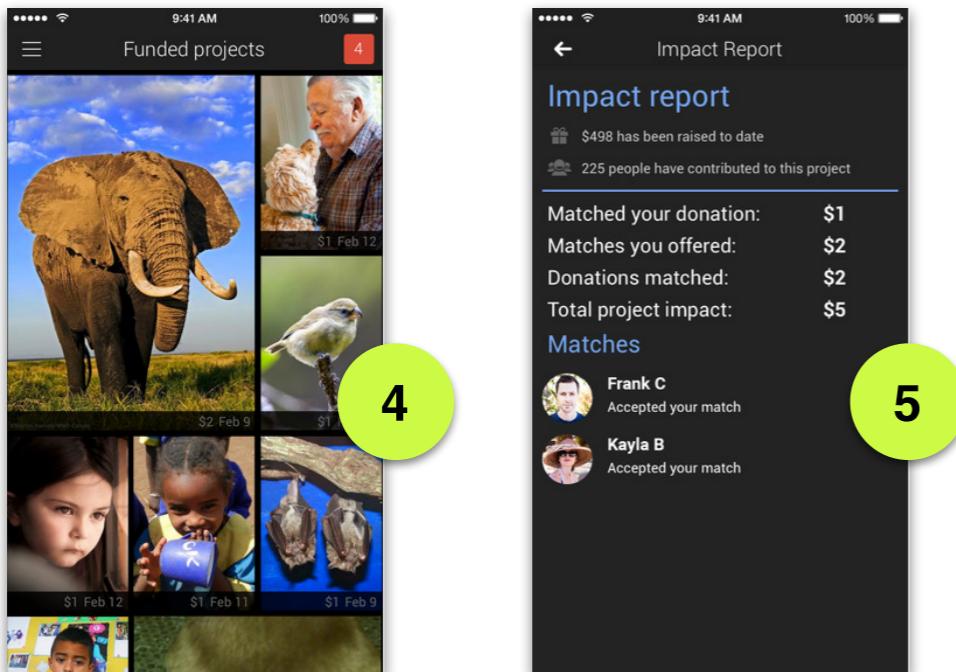
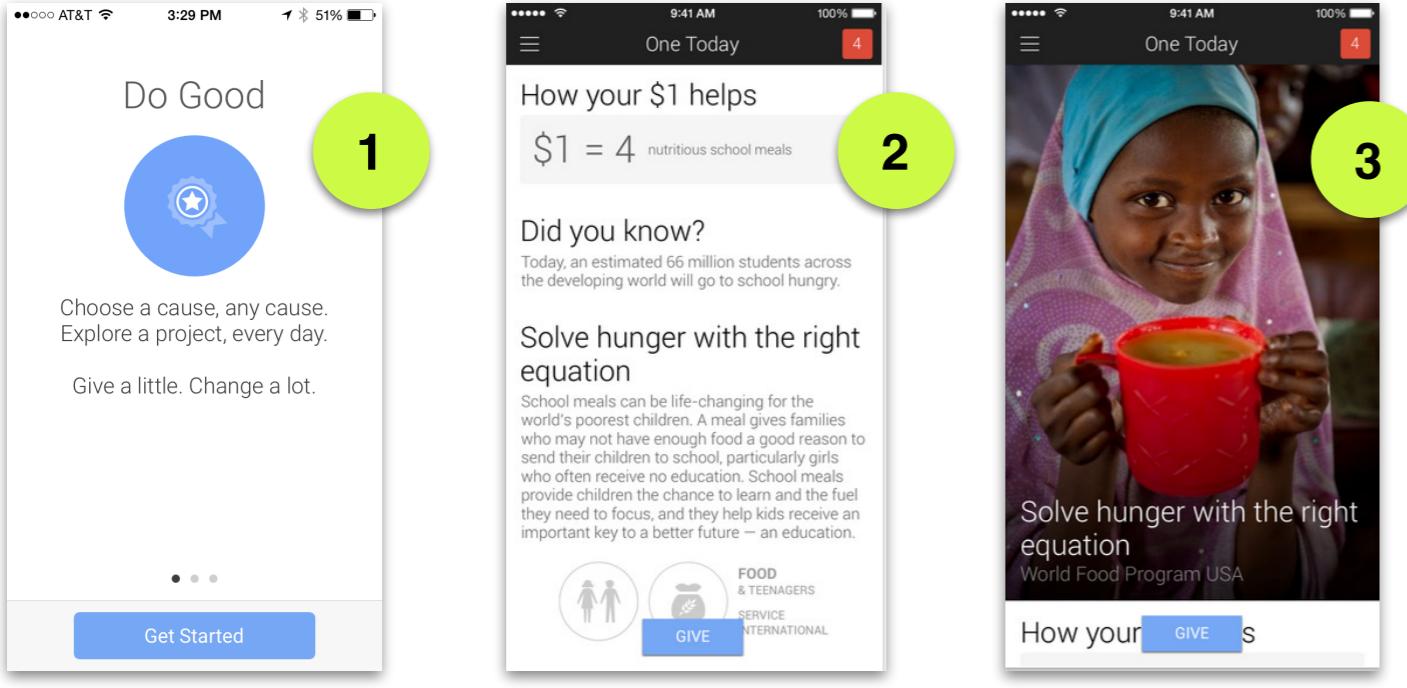
- Members make a pledge to reduce their own daily consumption and choose to give that money to people in need.
- This app has become one of the most efficient fundraising tools for its charity partners.



- Messages on the home screen motivates members.
- Signifier for gestures.
- Ability to browse and search charities.
- Including text on social media.

One Today by Google

- "Give a little, Change a lot"
- Member chooses a mission
- User can share organizations with friends, match friends' donations.



- 1 First screen contains concise information about the app. It explains to members that they are "doing a good thing", which is motivating.
- 2 Detailed charities information "page".
- 3 Appealing image that increases the member's emotional attachment to the cause.
- 4 A lot of interesting and appealing images that keep your eye focused on the app.
- 5 Interesting idea and concept for reporting the impact of a donation



Donate a Photo

- "Give a little, Change a lot"
- Member chooses a mission.
- User can share organizations with friends, match friends' donations.

- 1 • Share button is inside a "checkout" screen (instead of having an entire screen).

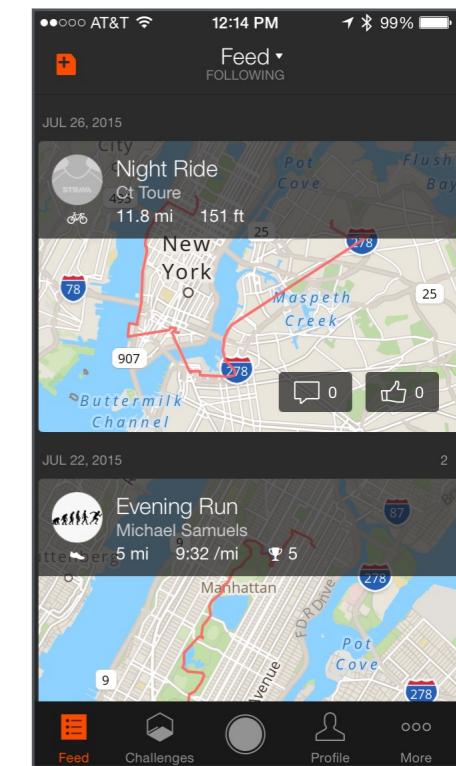
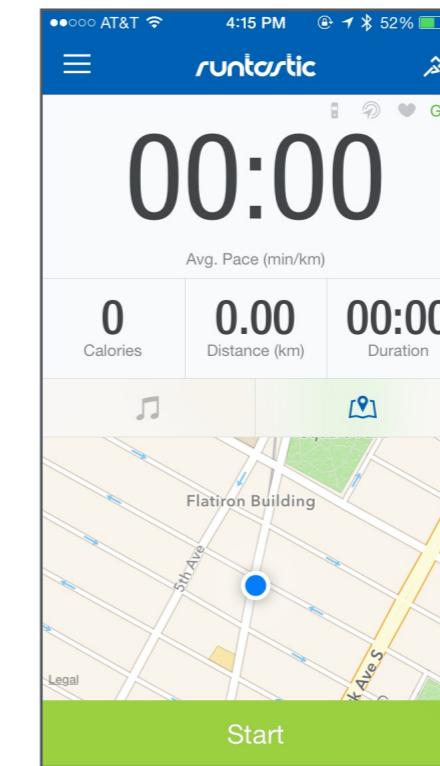
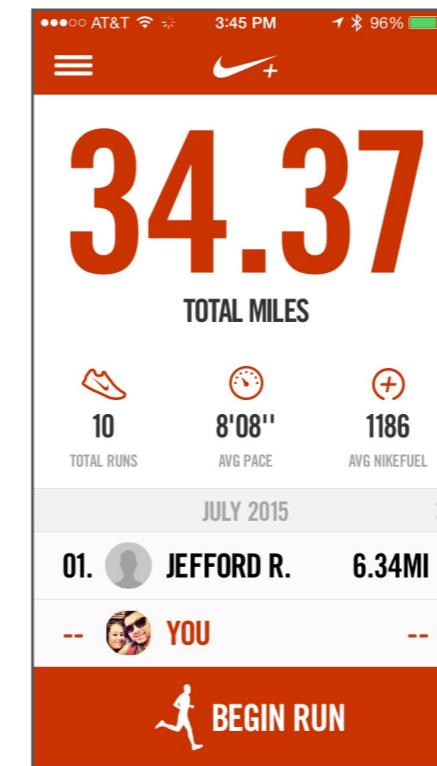
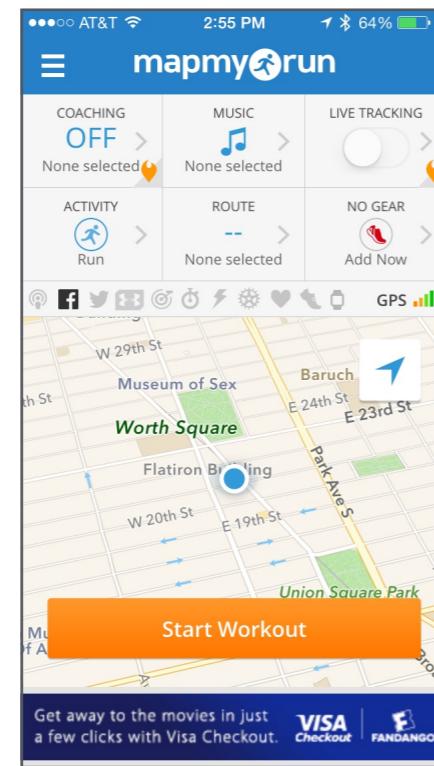
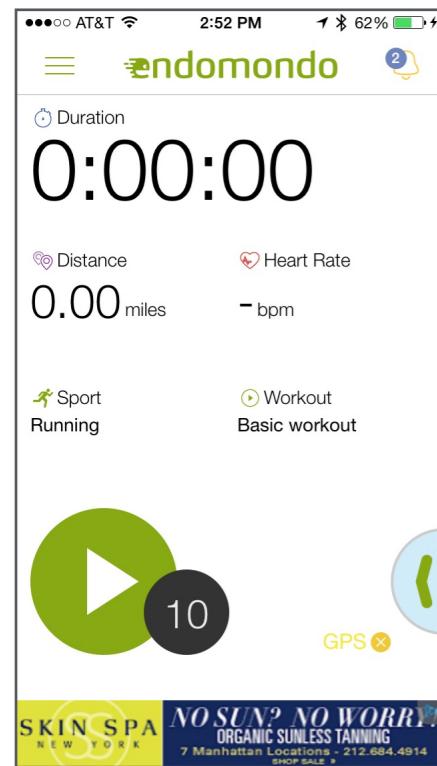
- 2 • Charities information "page" with concise description

- 3 • Good idea for charities information "page" with concise description

- 4 • Clear "my photos" screen.

- 5 • "About us" feature.

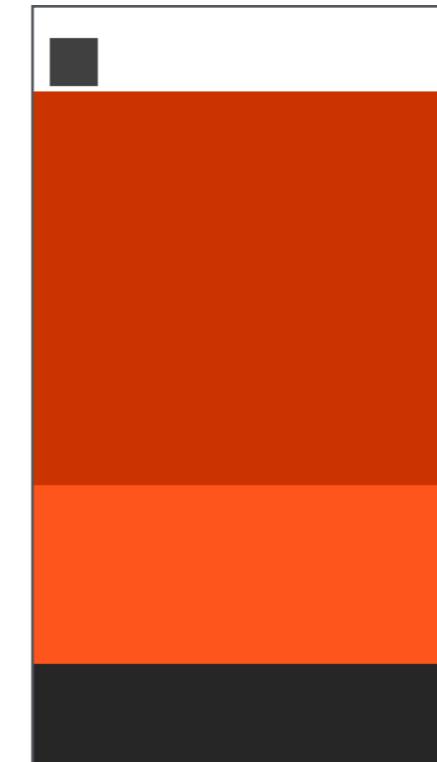
Competitive & Comparative Analysis // Layout Analysis



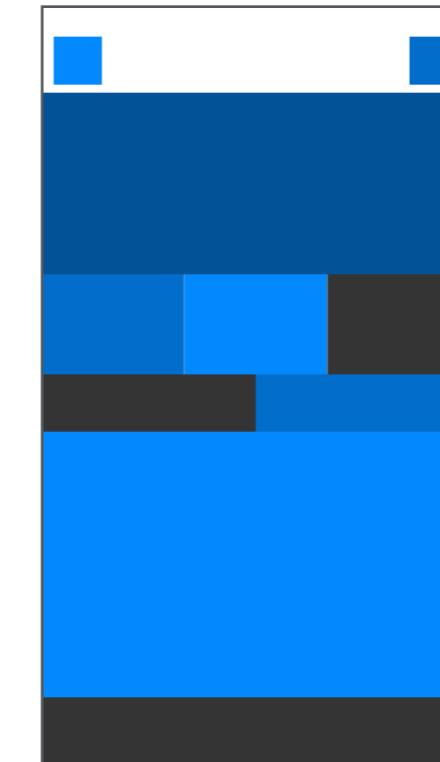
Endomondo



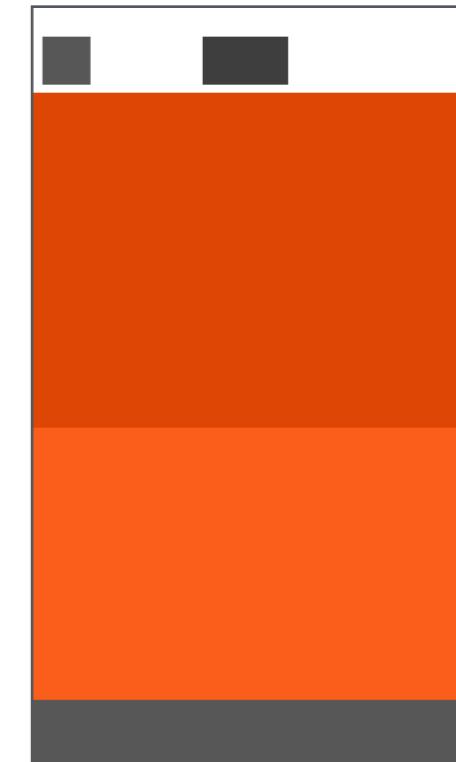
MapMyRun



Nike+ Running

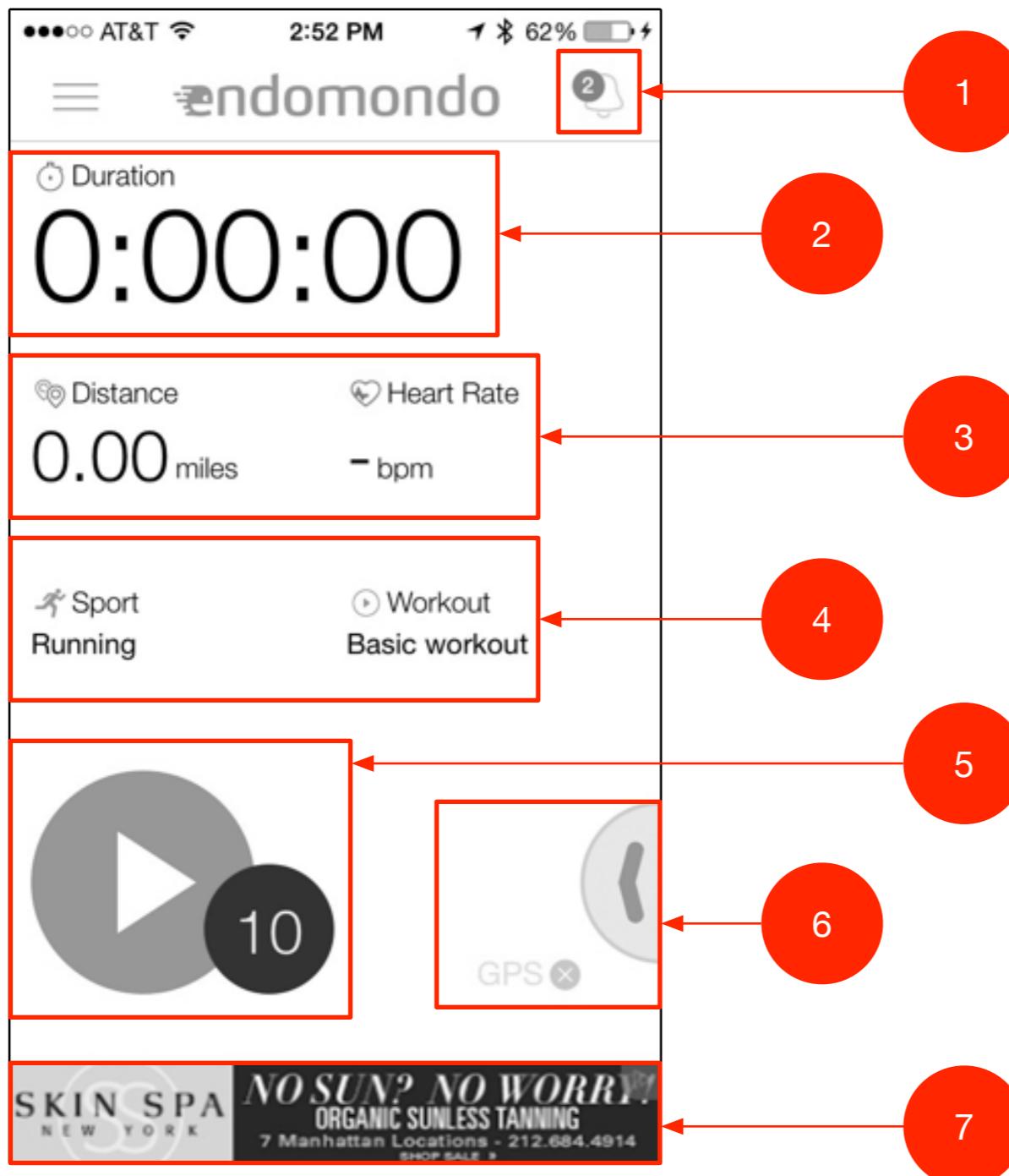


Runtastic



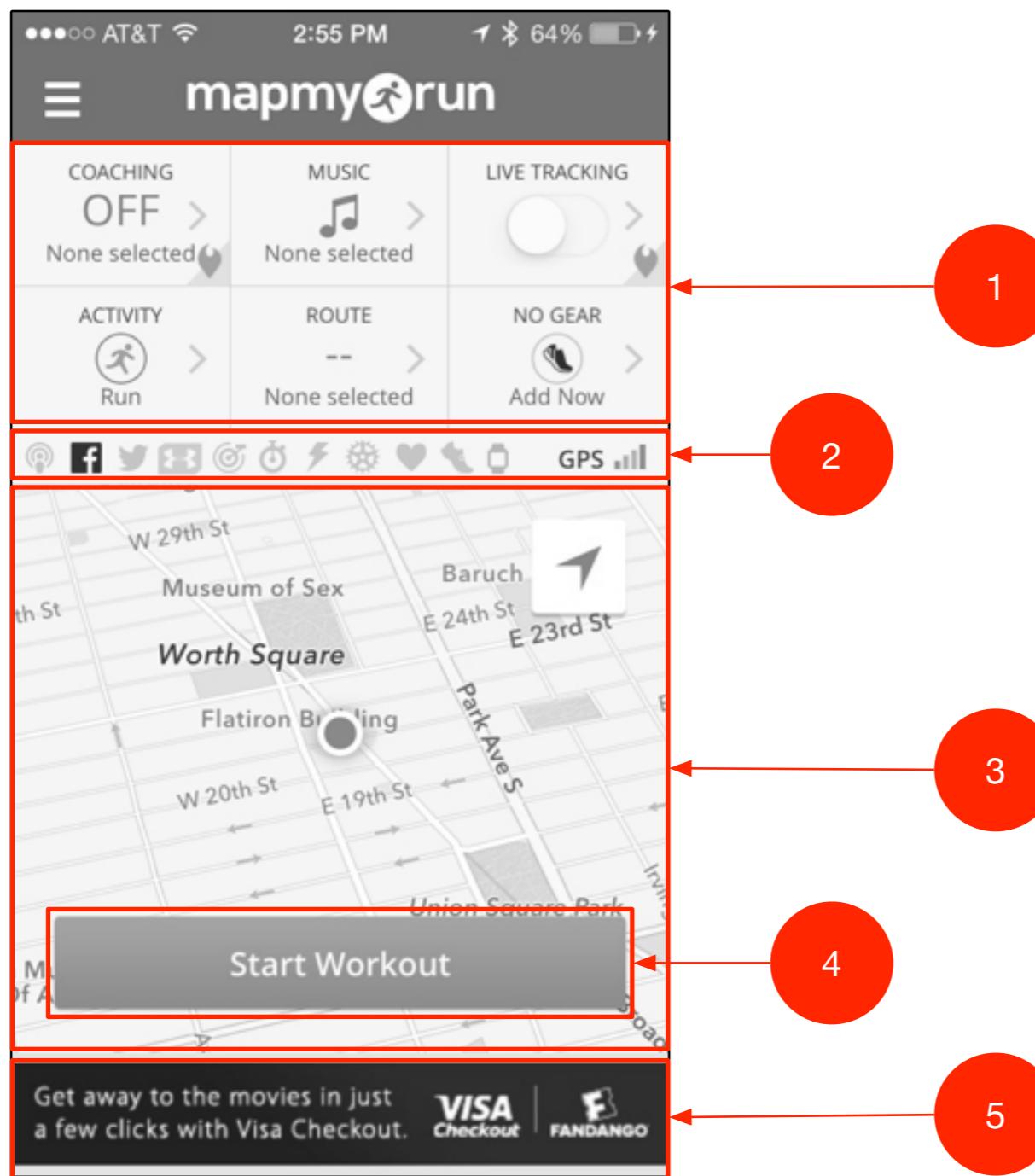
Strava

Feature Comparison: Endomondo App

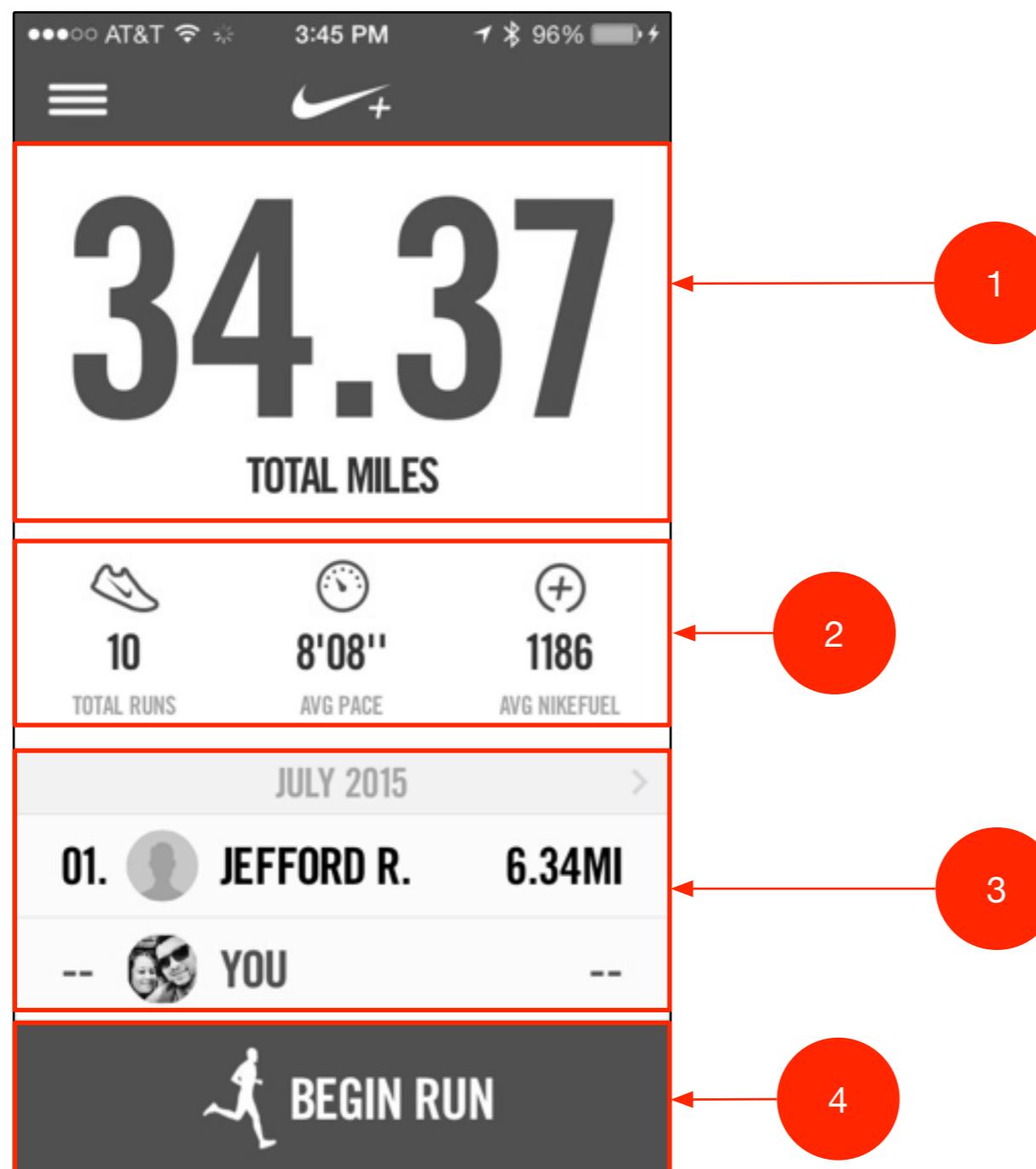


1. Notifications of recent activity, achievements.
2. Duration of workout.
3. Distance of the miles you have been active for and heart rate monitor.
4. The type of sport the user chooses and the type of workout the user is doing.
5. Button that allows the user to start/pause/stop their workout.
6. Tap or swipe button to display map.
7. Ad space at the bottom of the page.

Feature Comparison: MapMyRun App



Feature Comparison: Nike+ Running App



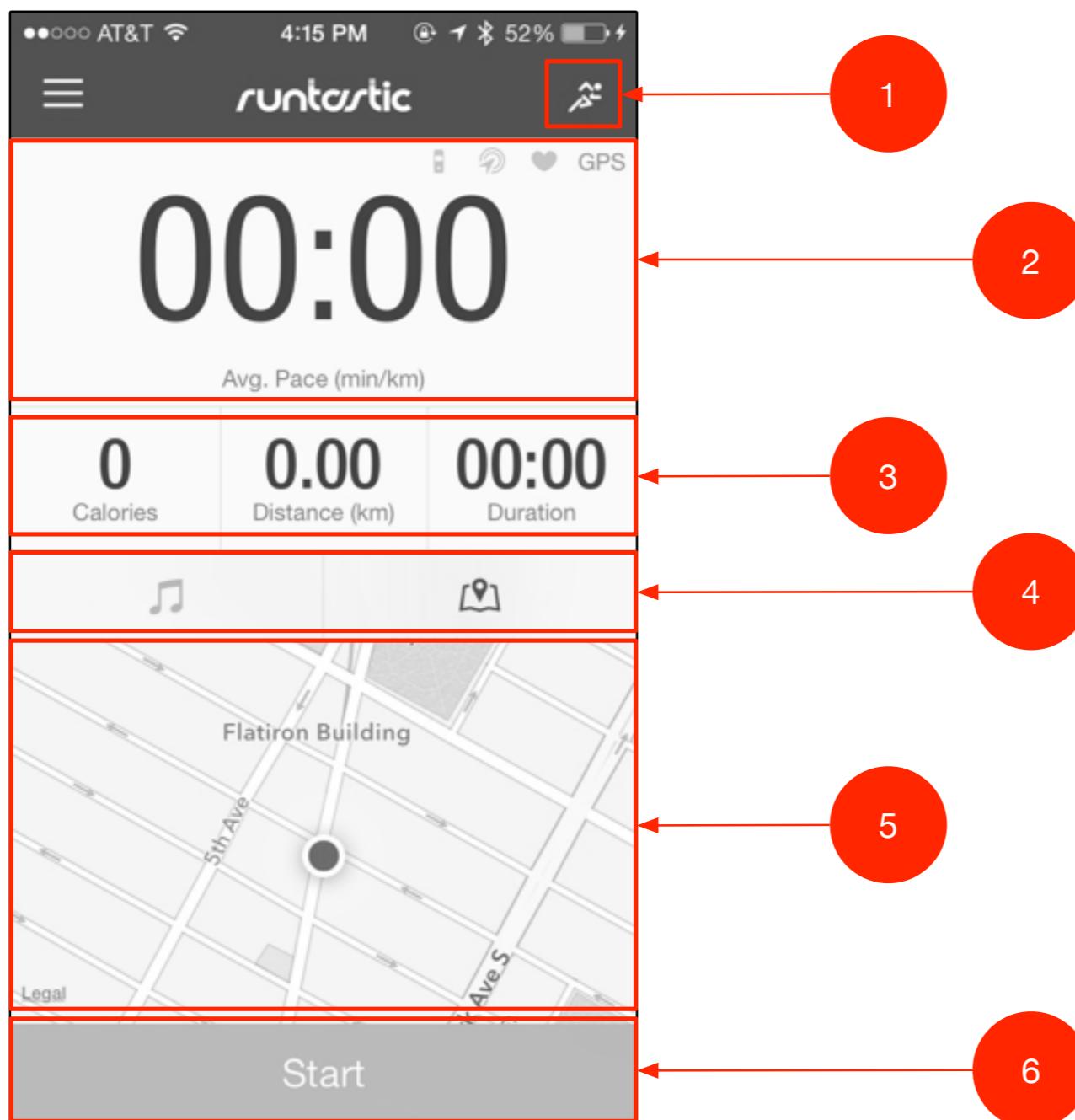
1. Total Miles running with the app.

2. This section displays; **Total Runs, Average Pace, Average Nikefuel.**

3. This area displays a list of your friends who have **ran the most miles** for the current month.

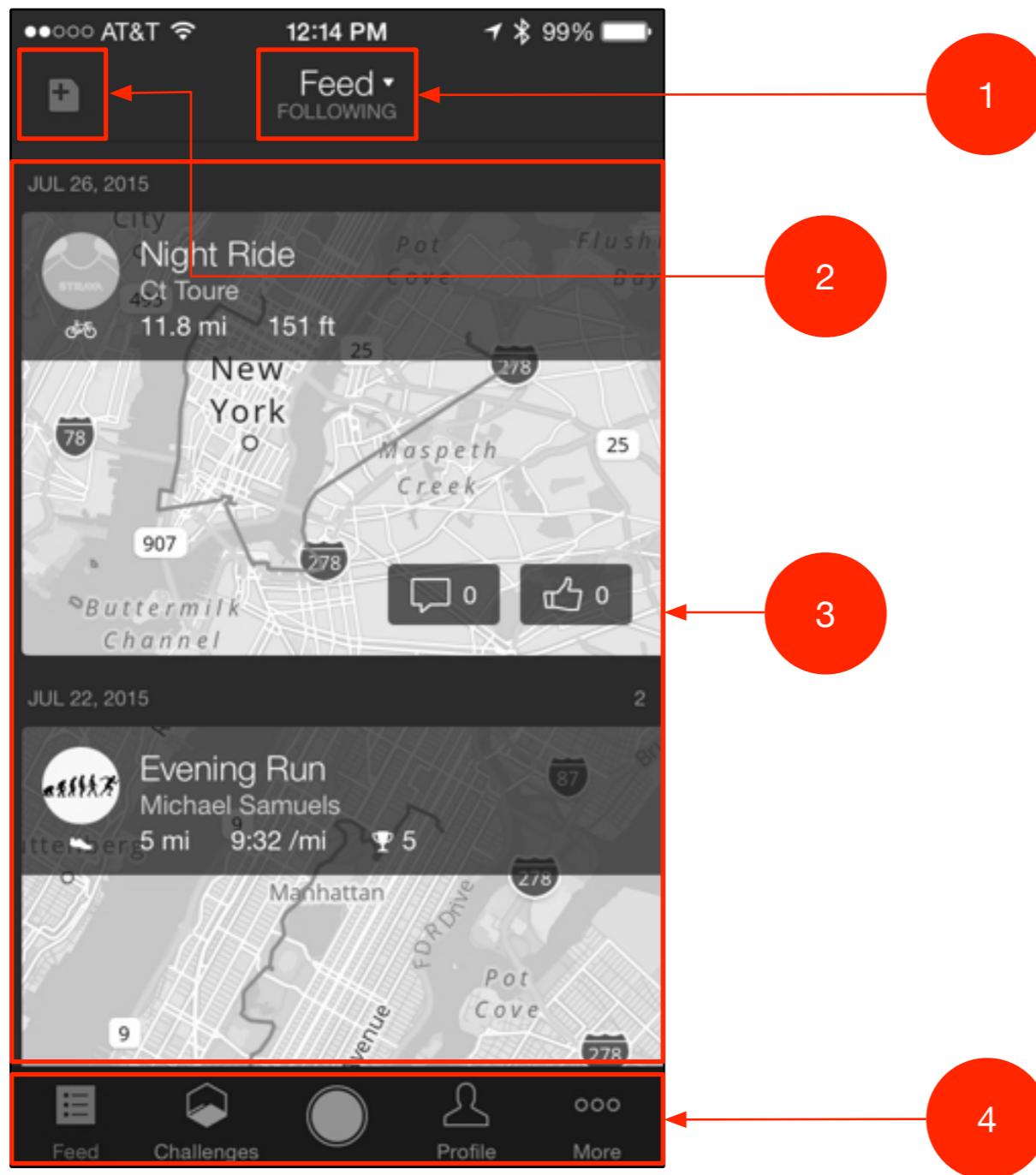
4. This button allows the user to **begin a run**.

Feature Comparison: Runtastic App



1. When this button is pressed, it reveals different options: **Activity Type**, **Workout Type**, **Music & Story Running**, **Route**, **Connect Heart Rate Monitor**, **Countdown**, **Live Tracking**, **Voice Coach**, **Auto Pause**.
2. This area displays the **Average Pace** of the person's workout.
3. This area displays: **calories burned**, **distance ran**, **duration of run**.
4. These buttons allow the person to **alternate** between **Music** and **Maps**.
5. Map view of the runner's **current location**.
6. This button allows the person to **start a run**.

Feature Comparison: Strava App



1. This is a dropdown menu that allows the user to alternate between their **friend's activity feed** and **personal feed**.

2. This button takes the user to the **activity** screen: the user can log their **time**, **distance** and **pace**. This section also allows the user to **add a photo**, **tag their workout**, and share activity data with **Health**.

3. This is the **feed** of people the user is **following**; the user can see the routes their friends have **ran**, or **biked**. The user can see the **distance**, **elevation gain**, **achievements**. The user can **comment** or **like** their friend's activity.

4. This is the **global navigation** of the app. The user can switch between **feed**, **challenges**, **start a workout**, **profile**, and **more options**.

- What motivates you to continue using this app?

94.3% Supporting a charity

- Have you ever used the team feature?

41.2% I didn't know that this feature existed

- When picking a charity, what ultimately determines your choice?

83.5% Familiarity with the charity

- Would you like to know how much money the chosen charity has already raised?

75.9% Yes, I would like to see the total from everyone

70.3% Yes, I would like to see my own total

- Are you interested in knowing about the sponsors who are donating to charities on your behalf?

73.6% Yes

- Do you prefer to exercise with friends?

49.8% Yes

• Behavior Toward Donation

- ★ What motivates you to continue using this app?
94.3% Supporting a charity

"Just charities around the local area, not really anything specific. Sad picture of a little child, has to be an emotional connection."

I. I. (non user)

- ★ When picking a charity, what ultimately determines your choice?
83.5% Familiarity with the charity

"Usually I find out about charities it's someone sharing something on Facebook and I'll hear about it that way,"

K. K. (non user)

- ★ Are you interested in knowing about the sponsors who are donating to charities on your behalf?
73.6% Yes

"Usually I find out about charities it's someone sharing something on Facebook and I'll hear about it that way,"

K. K. (non user)

"The two main charities I use, I have a daughter in the military, WWF i have been involved so I know what they do."

C. C.

"Really it's just a personal connection. I considered going through other charities but I haven't seen any through people I know."

F. F.

"if you could have an upcoming and current events projects for each charity so you could feel like you're benefiting that charity! "

G. G.

"In general they make connections based on what they know.. most people look at things and hope that they're doing something to raise money so they need to see some connection to them."

F. F.

"Charities that I'm familiar with, I go for ones that have higher percentage towards the charity."

D. D.

"On this marathon for 2 grand so that's what we have to raise for this - we want this year to be the year of ASPCA We do deviate - if we had Surfrider - I will try to hit every charity to share the warmth."

G. G.

"The more I know about the charity the better to start making money for them."

K. K.

"I don't make donations on a regular basis.. for Hurricane Katrina, but only special occasions. Something that I believe in.. research against cancer..."

L. L. (non user)

"What I like about CM is that I have access to multiple charities"

E. E.

"My dad has cancer so I always donate to stand up to cancer"

H. H.

"I won't do it randomly, maybe I'll be pinged about a fundraising drive."

K. K. (non user)

"I find charities when someone lets me know since some friends know about..."

I. I. (non user)

Key

- feature
- ★ survey data

• Charity information

★ Would you like to know how much money the chosen charity has already raised?

75.9% Yes, I would like to see the total from everyone

70.3% Yes, I would like to see my own total

"Charity navigator - I personally verify whoever I donate to. If that functionality was added to the app I'd appreciate that."

B. B.

"I use the same charity over and over again, I'm not really sure if there's one for women and violence."

H. H.

"it'd be nice to see the total in terms of charity (money raised)"

H. H.

"Clean beach on a calendar event, and you can see what they're doing with the donations that they get. Maybe a jump away to a link, etc."

G. G.

"Link to mission statement to each charity and that would take you right to the webpage."

G. G.

" List form - it'd be nice if you could alphabetize or sort it, or save the one you use.. instead of having to search for it nice to banner it"

G. G.

"If I don't know anything about a charity, it lowers the amount of money I'd donate."

J. J. (non user)

"I usually go to their website but I'm not really digging into who is the founder or whatever. I look at the style of the website since it tells me a lot about the organization. If it's well-made I'm more keen to donate. If it's a serious thing they need to have a well-made website. I look to see if they have events or if they're constantly working on things. Twitter feed to see activity or engagement."

L. L. (non user)

"Sometimes I find that there is a lot of variation in terms of information that they give, so I find myself not knowing much about them or what they're doing."

C. C.

"I usually research if I'm not super familiar, I'll want to know peoples pitch and where the money is going to go, esp. if it's personal. Explain where the money is going in particular."

K. K. (non user)

Key

- feature
- ★ survey data

• Teams

★ Have you ever used the team feature?

41.2% I didn't know that this feature existed

★ Would you like to know how much money the chosen charity has already raised?

★ - 75.9% Yes, I would like to see the total from everyone

★ - 70.3% Yes, I would like to see my own total

★ Do you prefer to exercise with friends?

49.8% Yes

"the problem is that I don't have any friends on charity miles and I'm not sure how that works, how you find friends, I don't know how you'd make a TEAM... "

H. H.

"Yes, because you want to learn the area (they know things you don't know) and it'd be a nice way to get a community going in your backyard."

G. G.

"All of us at work use it to keep track of who is participating in activity. We don't really use the 'top' or anything, we just keep track that people are doing it. It isn't competitive, just to see who is involved. I haven't joined any other teams, I don't know if there are any other teams out there that I'd want to join."

B. B.

"Can connect with other people and see how they're doing; charity miles is lacking in that since you can't be as social as you'd like to be."

A. A.

Possibly.. I'm not against it but it's a bit unknown."

F. F.

"Would be better to join teams location based, I'd be thoughtful about going."

F. F.

"We want to change the profile pictures of the actual team."

G. G.

"Only if they were going where I was going, I generally only use my bike for commuting, MAYBE group fitness would be something I'd be interested in but not sure."

B. B.

"The team feature we are in a competition at my company, we log miles and sees who wins, really motivating. The team MRN (talks to Gene) Advertising (purple vs white)."

A. A.

Joining teams: "I do that currently. I love to meet new people. Garden State Track Club"

A. A.

"Yes that would be cool to find other Charity Miles members based on geolocation"

A. A.

"It was on Twitter or might have been sent through email. I didn't know what else to do, didn't get much out of it. It sounds like a cool concept, but I don't know much about it."

D. D.

"I think you guys doing the group charity things .. that's a great way to motivate people outside of your target market."

E. E.

"Yeah I'd look into it, but the activites that you have aren't really.. I bike a bit now."

E. E.

"Absolutely I do that in Italy - it's fun a new experience.. they organize a run together and it's more than 1000 people and we run around the city."

L. L. (non user)

"Close by makes it easier to schedule."

K. K. (non user)

"I would join a team if it's just a walk with friends, I'll do it."

J. J. (non user)

"Yeah I would, I try to do meetups in my area. 'Hey you're in the area, let's play soccer', etc."

I. I. (non user)

Key

- feature
- ★ survey data

Sharing in Social Media

"Back in 2012 noticed a **friend** posted **total miles on Facebook, really motivating**, ever since then I've been active"

A. A.

"Yeah I am, I usually do share with the Facebook feature. Would be cool **if you could say I ran 10 miles for the charity which raised x amount of money**"

A. A.

"I post on Facebook and twitter and try to get them to use the app."

C. C.

"I do it on Twitter, it's not something that I always want to do. I don't want to brag, prefer anonymously."

D. D.

"That's how I discovered the app through sharing map my run.. I'd send the charity miles along with MapMyRun."

E. E.

"Hopefully it inspires people to do it as well. Sometimes it'd be kind of trippy where you'd share it but it didn't save it. Before it'd be like "Are you happy with sponsored company" and stuff, *rambles*"

E. E.

"I don't like to do things like that all of the time but if it's something that happens every once in a while I wouldn't be against it. I don't like putting junk on my social media, like 3 walks in a day."

F. F.

"Social media, when friends share ads on social media mainly."

L. L. (non user)

"Usually I find charities on social media."

J. J. (non user)

"I only share things if they are related to the community, or a local event."

I. I. (non user)

• Check out

"The finish prompts is a bit long of a process, if that could be quicker that'd be a better user experience. Extra mile is a bit much maybe if I can turn it off..."

A. A.

"I get frustrated when I have to skip the steps at the end of the workout."

A. A.

"The last steps on the app can be hard to get out of, do you appreciate us, etc."

C. C.

"What I like about game apps is that is quick to start and close. They don't require a lot of thinking."

J. J. (non user)

"There's something now where it takes you to doing more or takes you to the store but I just skip that. Generally when I'm done I'm done, I'm not shopping."

C. C.

"After I complete an activity and I don't want to share things on social media, I skip, it asks do I have any feedback for charity miles but when I do so it doesn't give me a button to submit click done or finish, the only thing that appears is a skip button..."

B. B.

• Profile page

"I'd like to see how much we've raised per charity, see total miles, how many went to which charity. Team level as well. I want to see the impact dollar wise. It would be better to see the stats. walk/run/bike difference as well. If you could do global stats would be a great incentive for the charities that don't make as much money. Wounded Warrior makes a lot, maybe others would choose the less fortunate charity."

A. A.

Garmin Connect : "Just seeing overall mileage for the day, the steps, setting personal goals, will tell you when you've been too inactive."

A. A.

"I would like to know how much I've raised total."

H. H.

" The history page doesn't give you enough information"

G. G.

In the profile view, at what you've walked or run or biked, I want to see the tallies.. if there was a way to export the data I'd appreciate that.. excel spreadsheet or a data set. I use it as a fitness tracker, so the ability to take it outside of the app would be appreciated."

B. B.

"It's not a training app, so it doesn't need all those type of stuff. Having information about the route your exercise, how much money has been raised."

D. D.

"More information on the history, more detail of previous walks. It doesn't give enough detail."

D. D.

• Friends profile page

"Whatever total miles, what charities they've logged miles for, picture, privacy, recent activity to connect."

A. A.

"How the exercise is going and real lose amount of metadata that would give me an idea of what their regimen is. One way to communicate with them would be appealing to me."

G. G.

" I also like the fact that you have a ranking system to see what other people are doing.. not competitive."

L. L. (non user)

• Notifications/Reminders

"I just have to remember to use the app. I bike, i don't run so I just set it and toss it in my phone. Try to remember to take it out when I'm done."

CC

"I walk everyday, so I simply forget to turn the app on"

DD

"Sometimes I would forget to turn it off, so I never knew if I was getting an accurate number. There were no notifiers letting me know."

II (non user)

"A reminder - at steps miles or time (possibly calories) distance."

G. G.

" I have a half mile walk to my train station so I could easily do that every day if I remember to turn it on."

F. F.

"Be nice to not have to keep checking the phone you can set up an alert give a specific buzz and you say Ok that means I did that amount at your goal. If you deviate from 10k it should alert you."

G. G.

"Yes possibly, would be great if it was in conjunction with a running CLUB. I know there are a lot of people in my area who bike but only to work. If it was in conjunction with what I was doing. Like established group."

H. H.

"If I set a specific goal and knew how far away from the goal I was, or a weekly thing at the end of the week. Hey you reached your goal, 2/3 etc. I would NOT want alerts constantly because then I'd turn it off."

F. F.

"When I forget to turn on the gps before starting and it reminds me to turn it on and it sometimes crashes the app and I have to start it on, so I have to open those before starting.."

BB

"Forgets to turn on - Just remembering to use it when I'm going on walks.. right now I'm only walking not running anywhere but esp where I go I want to remember to turn it on.. there have been times where I've gone for a walk I later on remember that I could have turned it on.. if there was something that could help."

D. D.

"I think it would be interesting if CM could set a morning reminder for x days a week saying how much money are you going to raise today."

H. H.

"I wish the app saved the trip even if you lose reception. Other people in my office have had a similar issue. If we forget to log our miles TO the subway and such we lose the miles we've walked. Some android some iPhone."

B. B.

"Problems getting it to register what I've done... at work there is no wifi so I don't know what happens if it gets picked up later or if it gets lost."

C. C.

• New Features

"if they consider adding rollerblading into the mix there would be a large market in there. It's a new app and you started off with the few simple things, but to get other markets you'll have to delve into other forms of exercise. Since it's based on gps it'll be based on some form of cardio."

J. C.

"I like to know the difference.. MapMyWalk just to have the map of where I walked so if it's something I did differently and liked I can do it again.. I'd be more likely to share a map than share a number."

F. F.

"if you could be a bit more granular and tie it into a map or GPS anything that'd be great - The amount of time, the miles, and the pacing, and when I finish I can look at the map, tracks it out for me, what's nice about it is that i have an actual map of where I walked."

G. G.

"A 'Today Widget'."

G. G.

"It's just something I can't be without, they're part of my life now, you can't be without the social media to be in touch with my friends."

L. L. (non user)

"I think you guys can create sponsored athletes with charity miles."

J. C.

"Integration with other apps.I wish it interfaced with something.. FitBit, nike, it doesn't give me the things I need to know when I'm running, and I need to run these apps to get all of the info."

H. H.

"I'd like to see a tracker to show you where you are. Being able to see how far I am from home."

F. F.

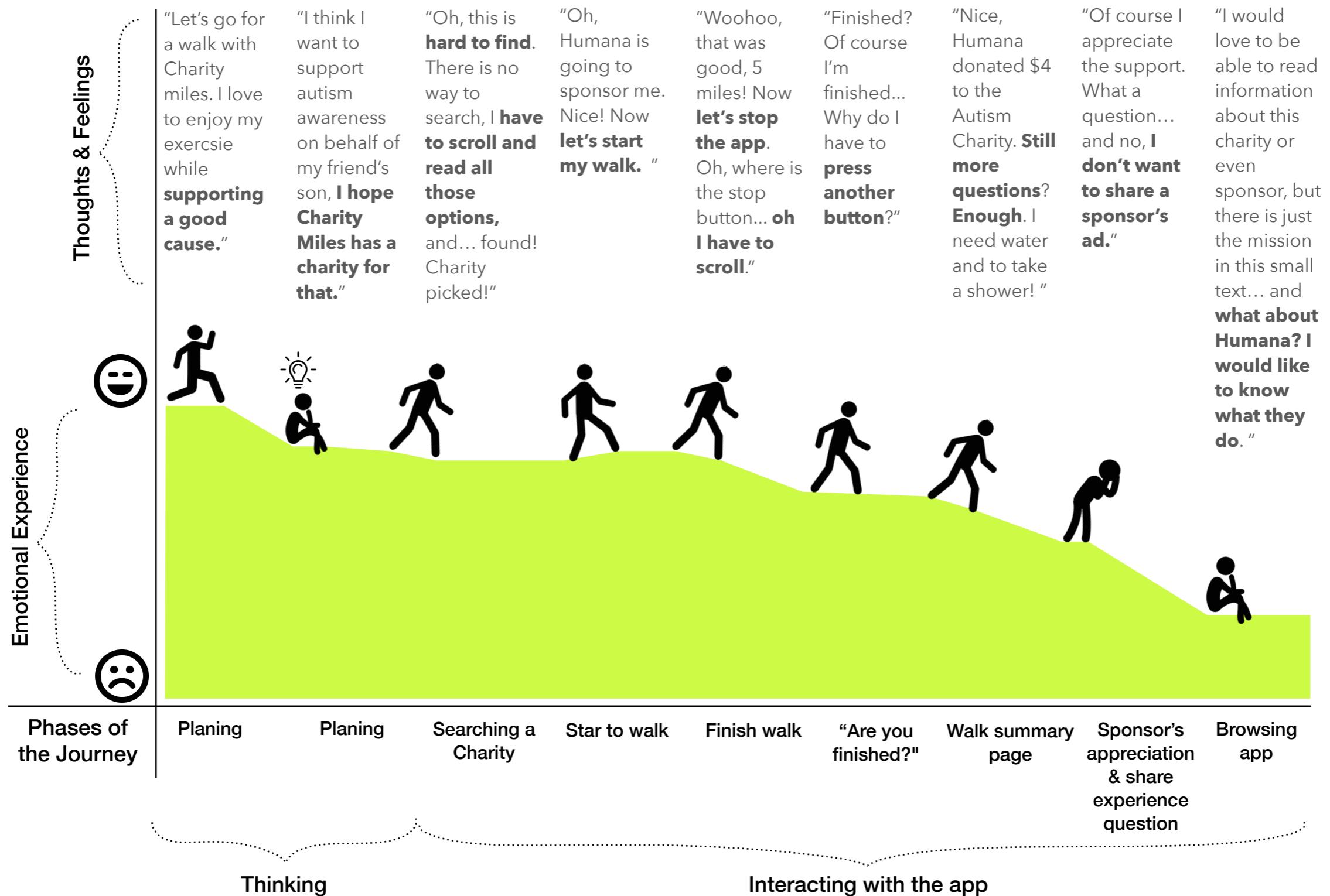
"I think basically people are able to show their background to promote themselves for sponsorship.. connecting them through social networking almost like a community into the app..."

E. E.

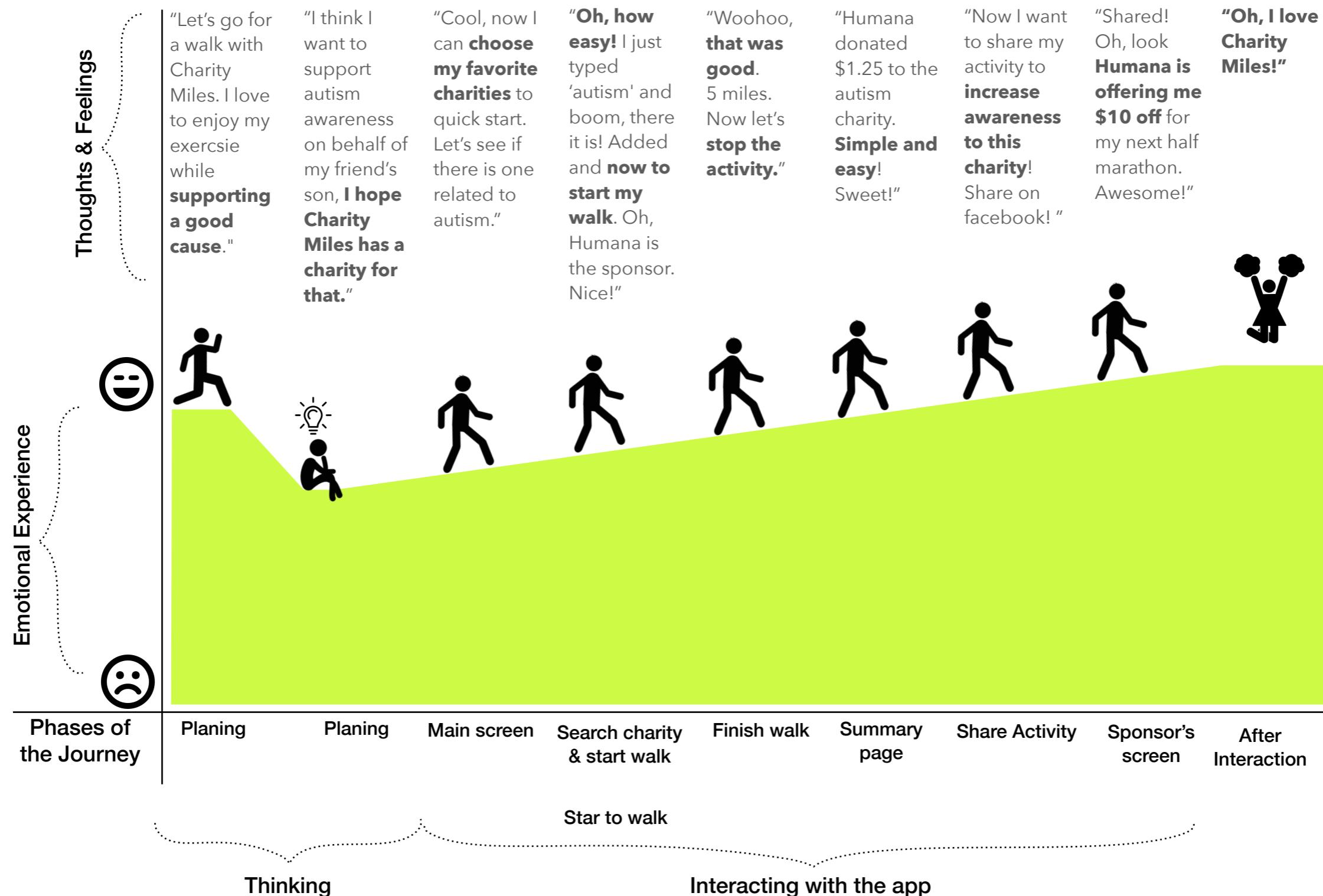
"Some of the metadata that occurs when you end a session would be nice to be integrated into a pull down calendar."

G. G.

User Journey // Current App



User Journey // New App



AMANDA

"As a grandmother who's daughter was in the military, I want to be able to share what I'm doing on my social media so that I can show people what I'm doing and get them to join Charity Miles to help my cause/charity."

The 'Charity Walker'

Age: 54

Job: Retired Nurse

Activity level: Middle

Motivation: Charity Support, Exercise for a good cause, Supporting Family.

Home



Hobbies



Tech



Behavior

- Donates monthly
- Personally connected to her charity
- Playing games on her phone
- Exercises Outdoors and Indoors

Behavior with Charity Miles

- Uses app daily
- Walks and hikes with app
- Found the app on Facebook
- Long time Charity Miles user
- Uses social media to promote CM
- Shares activity on Facebook
- Chooses the same charity every time.
- Created a team.



As her children are located far away, Amanda relies on social media to help her stay connected with them and their growing families. Having had one child go into the military, Amanda is very passionate about helping Wounded Warriors. She really loves the fact that she can contribute to their cause, even by walking, which has been helping herself and her husband lose a lot of weight and get healthy. But that isn't enough, she wants to be able to share both her project and cause with her family to show her support, and get others to join them in helping out these charities as much as possible.



- Feels connected when using social media.
- Likes to know total amounts raised.
- Loves to meet new people
- Likes working out with friends.
- Competing with friends.
- Likes to know total miles walked



- Can't find a way to request charity
- Forgets to turn on/off the app.
- Lack of team profile clarity (information and help)
- Information gets lost when out of service.
- Can't really customize the team page.

Needs

- Total contribution to charity (on profile and team page)
- See full activity history.
- Ability to set goals.
- Ability to see other members profiles.
- More clarity on teams.
- Ability to customize team pages.
- Social community within the app.
- Ability to show off achievements.
- Notifications to meet daily goals.

Social

- Would join people based on proximity.
- Would join groups to walk/run.

Applications used:



DEBBIE

"As a marathon runner and supporter of the ASPCA, I want to be able to set goals and quickly see them so that I can focus on my training while feeling good that I am doing it for a good cause."

The 'Marathon Miler'

Age: 42

Job: Professor of Science
Activity level: Very High
Motivation: Supporting friends and family, Exercise.

Behavior

- Donates to local and well-known charities.
- Connected to the charities to which she donates
- Uses fitness apps daily
- Exercises indoors and outdoors
- Exercises 5-6 days a week
- Not active on social media

Behavior with Charity Miles

- Uses the app daily.
- Chooses the same charity most of the time.
- Runs and walks with the app
- Has never used the team feature.



Home



Hobbies



Tech



- Likes to see summaries of her runs per month.
- Likes to see total amount raised.
- Enjoys competition and seeing others stats.
- Likes to meet people with similar interests.



- Has to go into the app to see current activity information.
- No integration with other apps.
- Not enough detail on profile/history.
- Too many steps to end a session.
- Doesn't know how the team feature works.

Needs

- "Today Widget" information on her current contribution/goal.
- Ability to set goals.
- Integration with other apps.
- Detailed log of activities on profile and in history.
- More clarity on the team feature.
- Ability to see other members profiles.

Social

- Would join people based on proximity.
- Would join groups to walk/run.

Debbie, an active and busy mother of two children, fills her time with so many things that it's hard to keep track. Between taking care of her kids and training for marathons, she barely has time to give back to the community as much as she'd like. After hearing about Charity Miles she realized that she could do something for the charities that she loves while she is training, and would use that as extra motivation to push that last mile.

Applications used:



Non User

ERIC

"As a socially aware and competitive guy, I want to be able to support charities in need of more funding while seeing others' contributions, so that I can feel good about helping while competing with my friends."

The 'Potential Miler'

Age: 23

Job: College Student

Activity level: High

Possible Motivation: Charity Support, Exercise.

Home**Hobbies****Tech****Behavior**

- Donates (his time) monthly.
- Likes to support family and friends however he can.
- Uses fitness apps daily
- Competes with colleagues/ classmates
- Randomly donates when prompted
- Shares some activity on Facebook and Instagram
- Needs transparency to give to charities.



- App details on his "Today" widget.
• Enjoys competition and comparing stats.
• Likes working out with friends.
• Loves to meet new people.
• Feels connected when using social media.
• Setting goals
• Being notified about events.



- Worried about battery drain.
• Needs privacy in profiles.
• Inaccurate GPS.
• Cluttered interfaces.
• Complicated apps.
• Apps not working together well.

Needs

- Total contribution to charity (on profile and team page)
- Ability to set goals.
- Ability to see other members profiles.
- Log of distances and total raised.
- Social feature within the app.
- Ability to show off achievements.
- Details on charities.
- Integration with other apps.
- Find/Join teams based on proximity.
- Find/Join teams for running/activity.

Social

- Would join people based on proximity.
- Would join groups to walk/run.

As a young and active guy, Eric moves around a lot. Although he doesn't have a lot of money, he is always trying to volunteer his time whenever he can, which he loves to do only slightly more than I he loves to be competitive. Charity Miles would give him the ability to be 'sponsored' so that he can help support the charities that need the most help, while being able to see what his friends have been up to and be able to one-up them in their miles and contribution.

Applications used:



JOHN

"As a volunteer coach and supporter of local sports charities I really want to try to keep in shape for the kids so that I can do my best for them in both funding and physical activities."

The 'Casual Miler'

Age: 35

Job: Accountant
Activity level: Low to Middle
Motivation: Local Charity Support, Exercise.

Behavior

- Donates yearly
- Donates randomly when prompted
- Prefers local charities
- Playing games that don't need internet
- Exercises Outdoors and Indoors

Behavior with Charity Miles

- Uses the app a few times a week.
- Found the app through a friend
- Uses when walking to work
- Doesn't like to share every walk
- Chooses charities at random
- Wants to help charities with less support



Home



Hobbies



Tech



- Feels connected when using social media.
- Raising money for charity.
- Loves to meet new people
- Likes working out with friends.
- Competing with friends.
- Setting and meeting goals.



- Didn't know the team feature existed.
- Forgets to turn on/off the app.
- Takes too many steps to finish a session.
- Large ad gets shared instead of personal achievements.
- App doesn't save activity when offline.

Needs

- Join/Find groups and people to walk and run with based on proximity.
- Notifications to start app.
- Ability to set goals.
- Incentive to walk more. (local charities)
- Ability to see other members profiles.
- Seeing CM sponsored athletes.
- Social community within the app.
- Ability to show off achievements.

Social

- Would join people based on proximity.
- Would join groups to walk/run.

As an accountant who happens to love a good beer, John finds it difficult to keep in shape for the volunteer coaching position he enjoys. He uses Charity Miles whenever he remembers as he loves to be able to help out local charities, but, as he is quite busy, he tends to forget to turn it on, almost as much as he forgets to get some exercise in during the day. He wants to be able to be reminded to both turn on the app and to work out so that he can feel better, both inside and out!

Applications used:



SARAH

"As a social person and avid bicyclist, I want to be able to join groups of like-minded cyclists so that I can meet new people and ride together for a good cause."

The 'City Cycler'

Age: 29

Job: Whole Foods Manager
Activity level: Medium High
Motivation: Charity Support, Exercise.



Behavior

- Donates yearly
- Uses fitness-tracking apps
- Exercises Outdoors and Indoors
- Exercises daily w/commute on bike

Behavior with Charity Miles

- Uses the app almost daily.
- Prefers well-known charities
- Supports multiple charities, but chooses the same one most of the time.
- Walks and bikes with the app
- Doesn't like to share every walk
- Has joined a team
- Team feature is used to socialize
- Promotes Charity Miles through social media.



Sarah, an avid cyclist and animal lover, is always looking to meet new people. She uses Charity Miles during her daily bike commute to work, as well as during her weekend rides with her boyfriend. She has always wanted to join a cyclist group but never knew where to reliably find one that ran a path by her location. Sarah would love to be able to find and join a group of people to cycle with to get even more money donated on her behalf to the ASPCA.



- Likes to keep track of miles after cycling.
- Likes to see total amount raised.
- Raising money for charity.
- Loves to meet new people.
- Seeing other members' progress
- Setting and meeting goals.



- GPS doesn't seem accurate.
- No integration with other apps.
- Takes too many steps to finish a session.
- Large ad gets shared instead of personal achievements.
- Hard to find teams teams close to her location.

Needs

- Log of distance and total money contribution.
- Ability to connect to nearby Charity Miles members.
- Ability to find nearby cycling teams.
- Ability to set goals.
- Integration with other apps.
- Ability to see other members profiles.
- More features for teams.

Social

- Would join people based on proximity.
- Would join groups to walk/run.

Applications used:



Main Screen

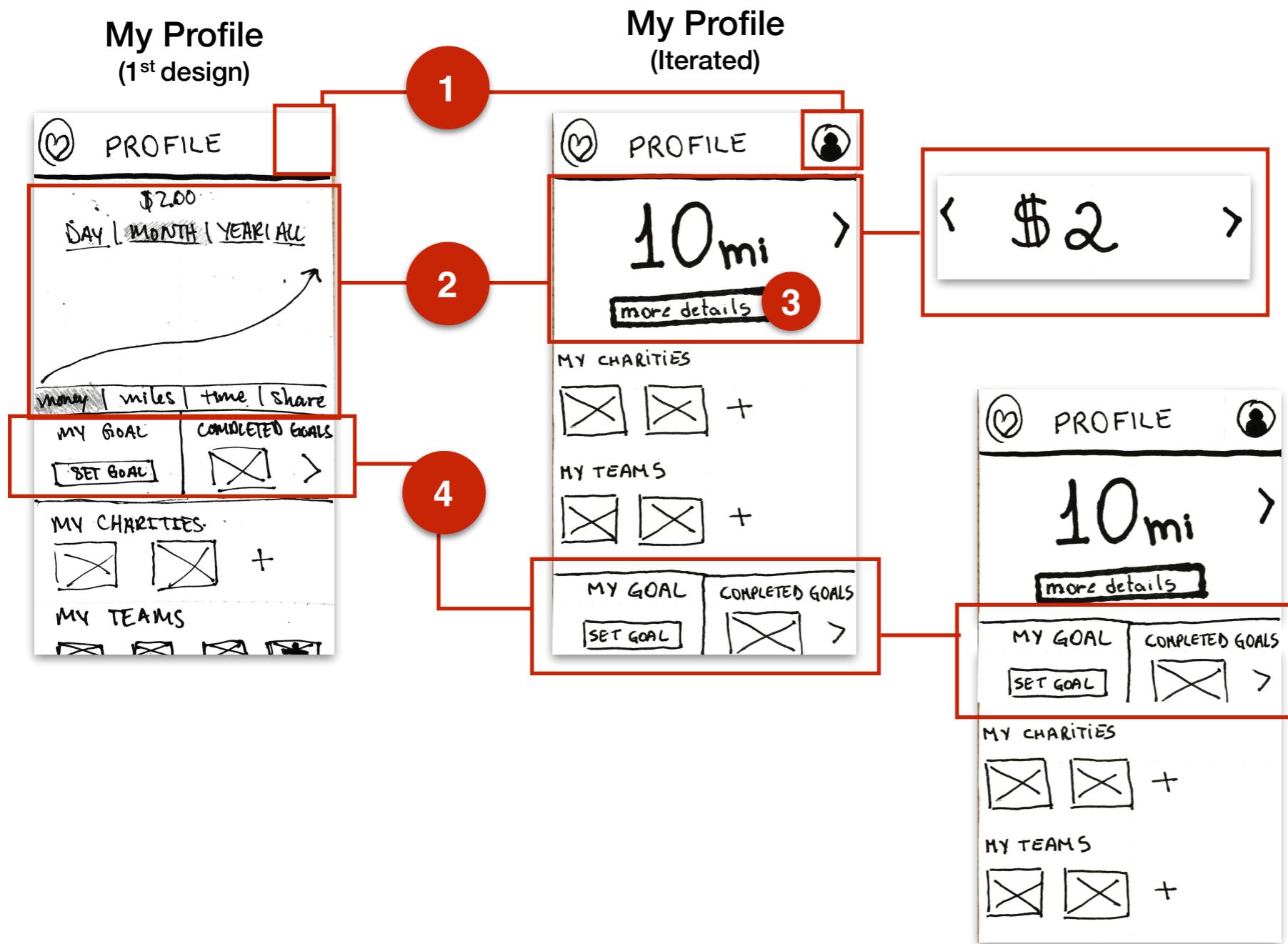
Activity

Activity Summary

1. Member taps on **favorite charity** to quickly start an **activity** and can **easily join teams**.

2. The **activity screen** displays the **member's progress** with a sponsored ad as the background. The **sponsor's information** is also **displayed at the bottom** close to the pause and stop buttons. The **member can see their total impact** as they continue to walking or running.

3. When the member ends their workout, they see a **summary of their activity**. They can share this activity on **Facebook** or **Twitter**.



- 1. An icon for profile settings** was added to make it easier for people to set their profile details, including privacy.
- 2. We highlighted the information people wanted to see—the numbers.**
- 3. ‘More details’ button** was added since people wanted to **view more details of their activities**.
- 4. We changed the ‘set goal’ location to make it more clear and to encourage people** to set a goal, which would help to **create a habit of using the app**.

The image displays four paper prototypes of a mobile application interface, arranged horizontally. Each prototype shows a different screen: 'My Profile', 'My Profile Final', 'My Profile History', and 'My Profile History Final'. The 'My Profile' and 'My Profile Final' screens show a large '10mi' total distance, with the 'My Profile Final' version having a red box around the 'My Charities' section. The 'My Profile History' and 'My Profile History Final' screens show a history of donations, with the 'My Profile History Final' version including share buttons.

My Profile

My Profile Final

My Profile History

My Profile History Final

1. More white space was included around the content to **make it more scannable** and to **differentiate** from the content that is above it.

2. The **size of the words was decreased** to make content **more pleasing** to viewers eyes.

3. Share buttons were included to enable member to **share monthly achievements** to boost word of mouth.

Paper prototype // Iterations

Main Screen

Main Screen Final

Team

Team Final

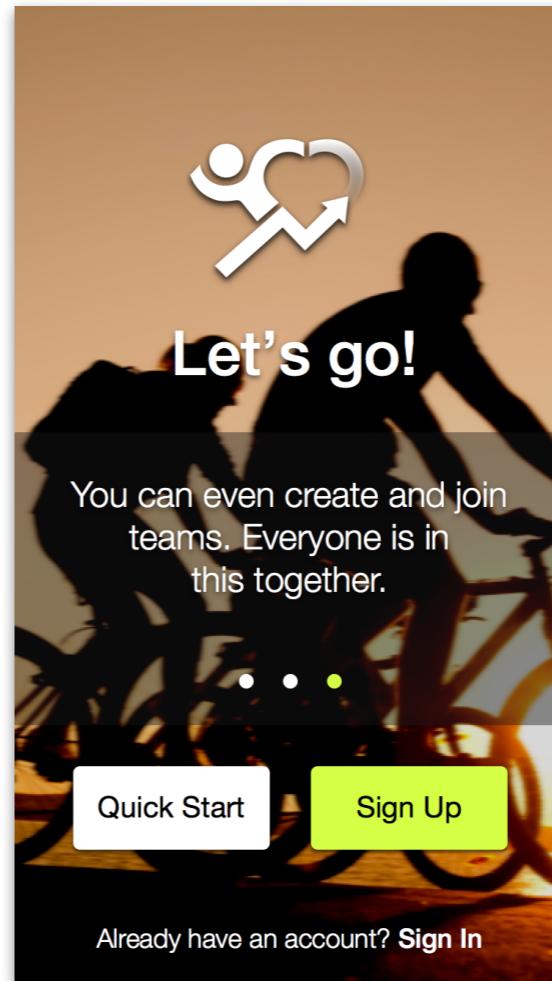
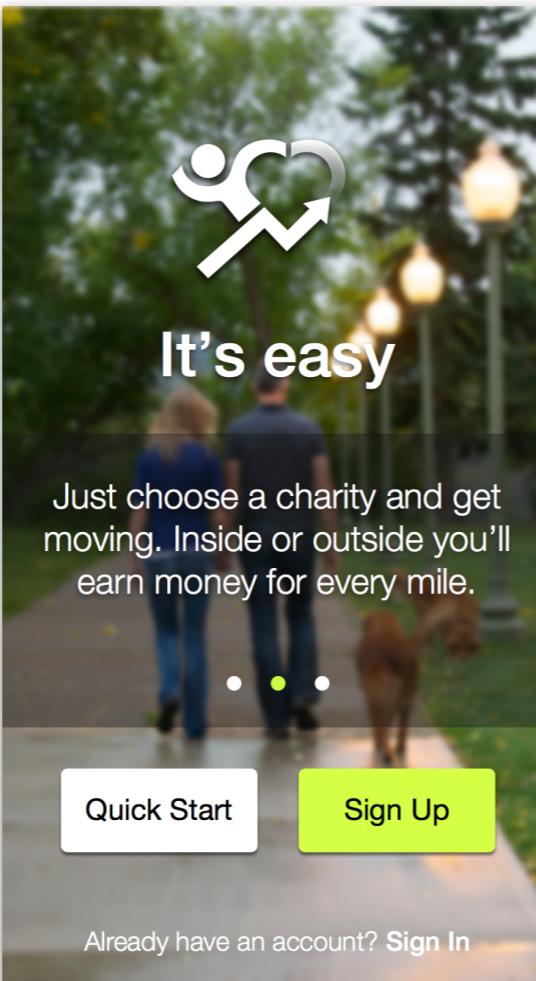
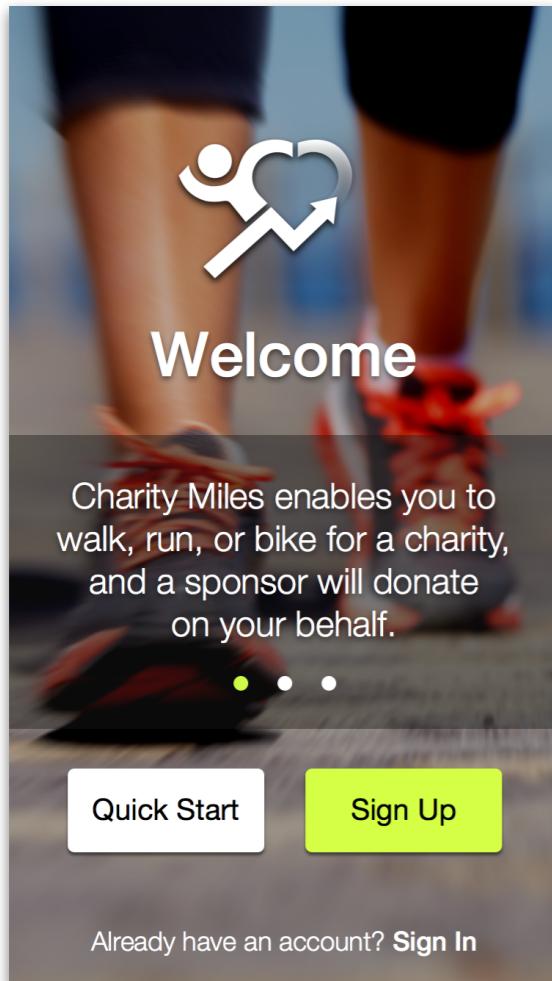
Today Widget

The screenshots illustrate four iterations of the app's interface:

- Main Screen:** Shows a group photo and a 'Find a Team' button.
- Main Screen Final:** Adds 'Your Quick Start Charities' section with logos for Stand Up To Cancer and Alzheimer's Association, and a plus sign to add more. A callout '1' points to a hand icon over a charity logo. A callout '2' points to the plus sign.
- Team:** Shows a team profile for 'Spartan Race' in New York, NY, established in May 2014. It displays total miles (27,797), members (405), and total impact (\$6,949.25). A 'Join Team' button is at the bottom.
- Team Final:** The same team profile, but the 'Join Team' button is moved to the top right of the stats. A red box highlights the 'Team Admins' section, which now includes small profile pictures. A callout '4' points to the 'Join Team' button.
- Today Widget:** Shows a summary of activity: Impact (\$0.57), Miles (2.1mi), and Time (22m). A goal progress bar is present, with a red box highlighting the '\$10' target value. A callout '4' points to the progress bar.

- 1 • An icon was included to make the **interaction more clear**
- 2 • The star color changed to red to increase contrast and make it **more visible** that it is a featured charity .
- 3 • ‘Our Mission’ was included to make the team feature **more appealing** to members.
 - The join team was moved since the **members want to know** the mission of the team **before joining it**.
 - The admins were moved to inside the image to make the team **information consistent and clear** to viewers.
 - Team members were added to **enhance the ‘sense of community’** between members.
- 4 • The goal progress bar was added to **boost motivation** and make the ‘Today Widget’ **more enjoyable** to look at.

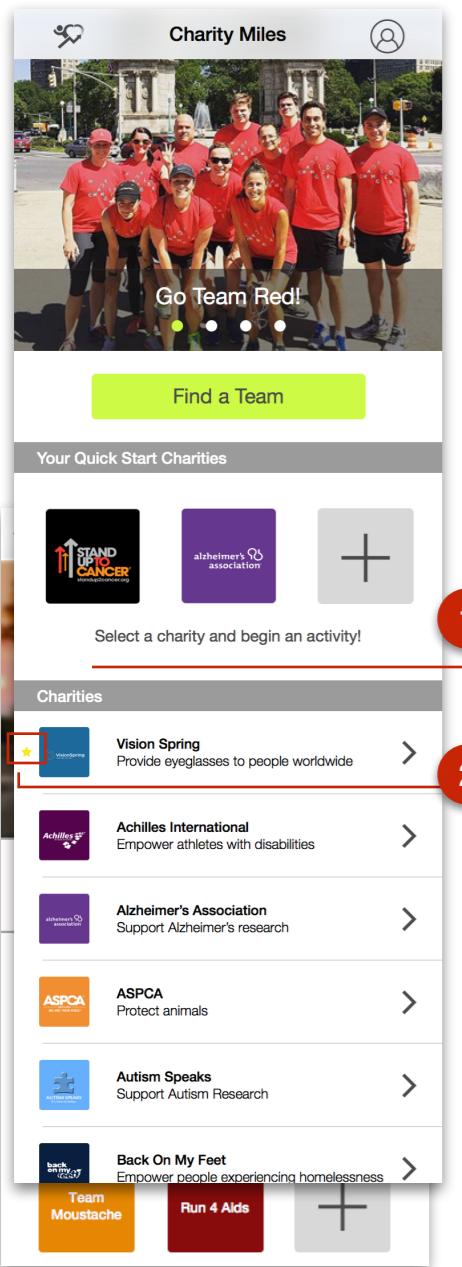
Onboarding Screens



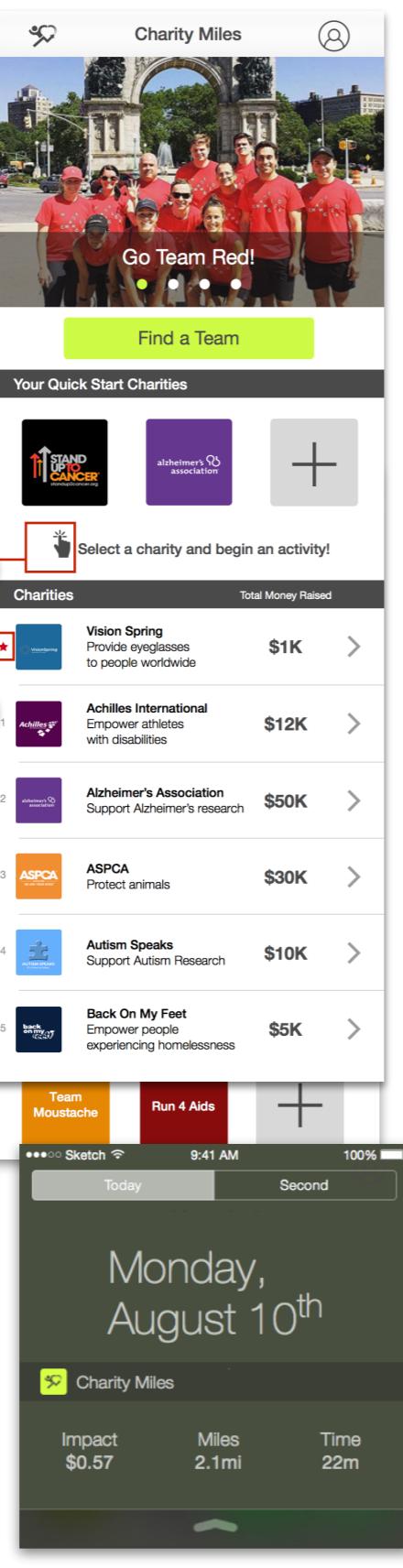
1. Big titles to pass the main and most important message for members:
"WELCOME, IT'S EASY, LET'S GO!"
2. On the first image we included the information of how the donation works to give viewers **a clear and complete information** about it.
3. On the second image the text informs members **how and where members can "earn" money for miles**.
4. Information about the **"team feature"** was added to **highlight** to viewers the **sense of community** that the app has.

High Fidelity Wireframes // Iterations

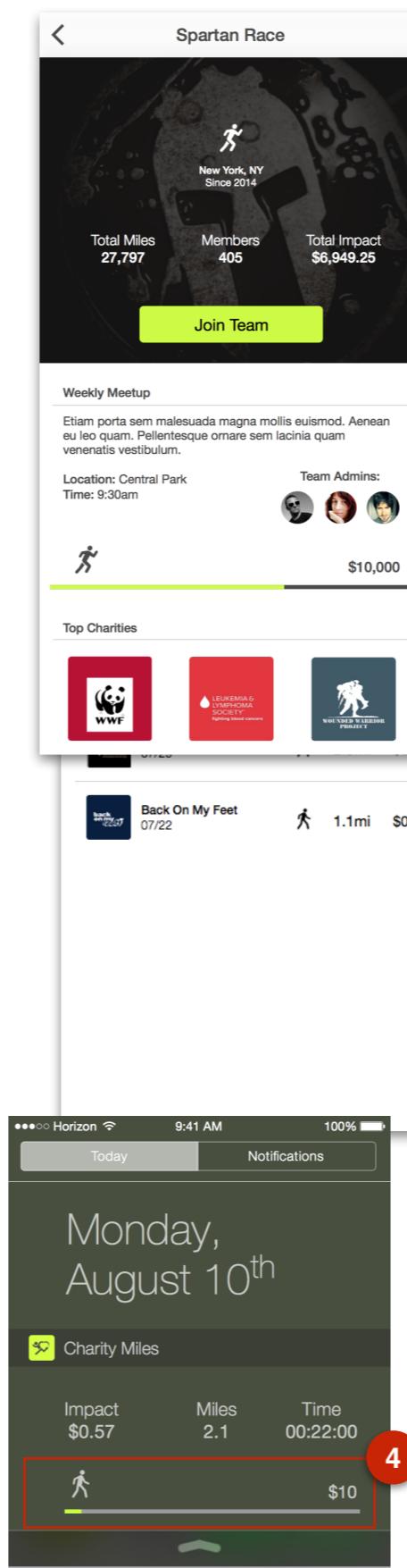
Main Screen



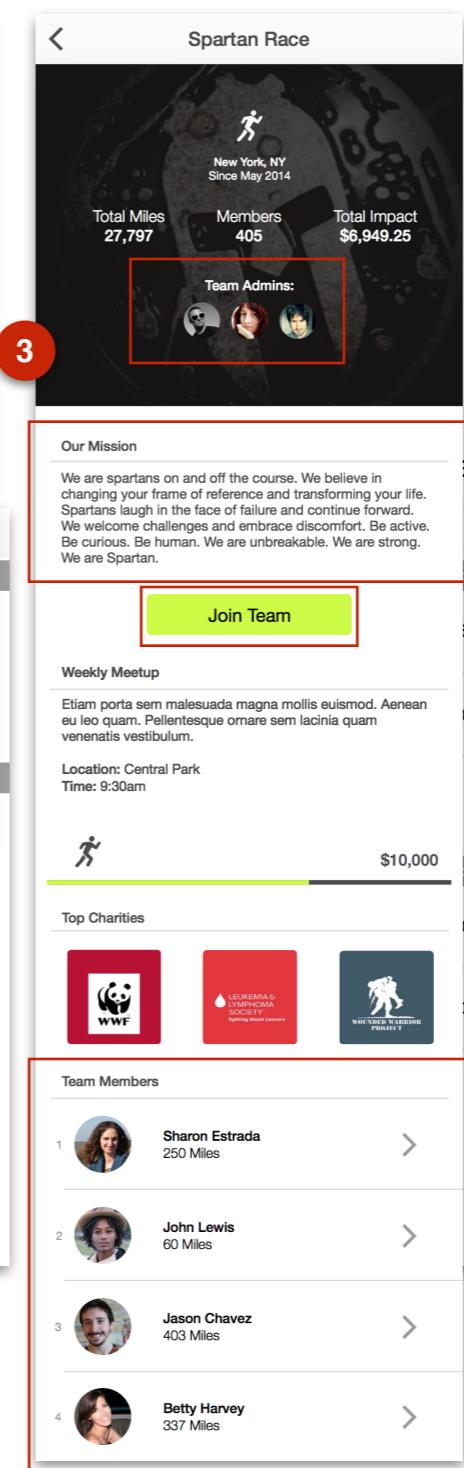
Main Screen Final



Team



Team Final



1

- An icon was included to make the **interaction more clear**

2

- The star color changed to red to increase contrast and make it **more visible** that it is a featured charity .

3

- 'Our Mission' was included to make the team feature **more appealing** to members.

- The join team was moved since the **members want to know** the mission of the team **before joining it**.

- The admins were moved to inside the image to make the team **information consistent and clear** to viewers.

- Team members were added to **enhance the 'sense of community'** between members.

4

- The goal progress bar was added to **boost motivation** and make the 'Today Widget' **more enjoyable** to look at.

Research & Discovery

Design & Prototype

Testing & Iteration

High Fidelity Wireframes // Iterations

The image displays four high-fidelity wireframes illustrating the design iteration process:

- Find a Team**: Shows a list of featured teams, including "Move For Veterans" (1711 Members | 304,881 Miles) and "Spartan Race" (405 Members | 27,797 Miles). A red circle labeled "1" highlights the "Find or Create a Team" search bar.
- Find a Team Final**: The same list of teams, but the search bar has been removed. A red circle labeled "1" highlights the removed search bar area.
- Member Profile**: A detailed profile for "John Lewis" from Brooklyn, NY, joined on Aug 2nd, 2014. It shows metrics: Total Impact (\$15), Total Miles (60mi), and Total Time (4h50m). A red circle labeled "2" highlights the "Goal" section.
- Member Profile Final**: The same profile page with improved readability. The "Goal" section has been removed, and the "Top Days" and "My Charities" sections have been added. A red circle labeled "2" highlights the removed "Goal" section.

- 1 • Added numbering so for easier scrolling (ability to keep your place).
- 2 • Removed some grey lines that lent to a more cramped feeling on the page. Opening up the white space allowed for a much more pleasant view.
- 3 • Added the list of quick charities to the viewable aspects within another members profile.
- 4 • Added the list of teams to the viewable aspects within another members profile.

Important to note: Anything within the profile can be turned to NON-VIEWABLE via the privacy settings you have. That toggle is in your own profile settings page.

Navigation (current)

Get Moving

Profile

Teams

Integrations

Reminders

Logout

Navigation (New)

Main Screen

My Profile

Members

Teams

Charities

Sponsors

Rewards

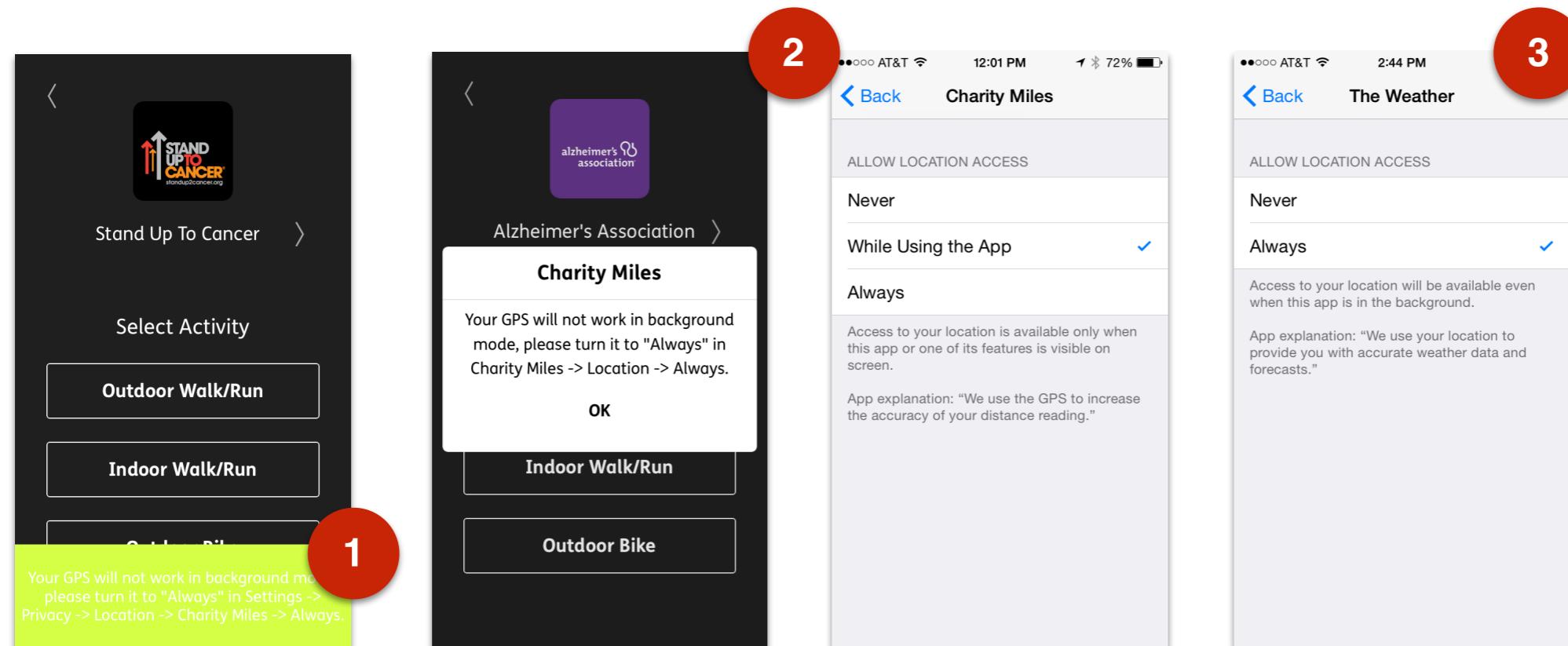
Shop

Help / Feedback

Settings

Logout

- The word '**Integration**' was changed to '**Rewards**' to make content easily **understandable** to members.
- We included and icon for **shop** to **make** it a **feature**.
- Included Help/ Feedback to make **costumer service** accessible **easier**.



1. Change the text color to **black** to **improve readability.**

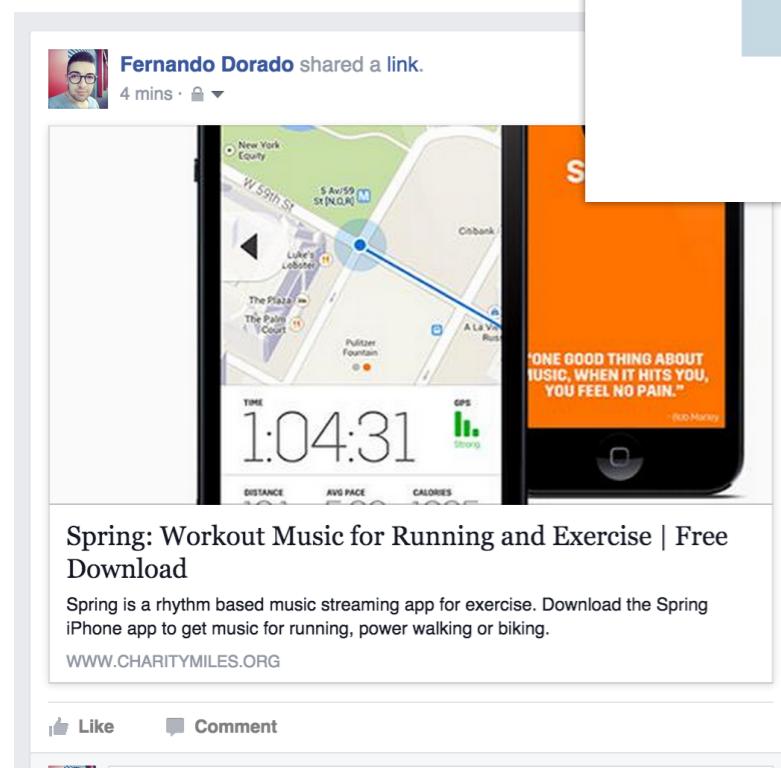
2. The notification confuses members since there is an **option for allowing location access "while using the app"**, but it **doesn't work.**

3. **For Reference—**
The Weather Channel only allows two options.

Shared Social Media Ad w/ Member Activity



(proposed ad)



(current ad)

- Sharing an advertisement on social media, which shows that the sponsor donated to a charity on member's behalf, is **more appealing** to others and can **create a positive emotional impact** on people instead of being just an advertising on Facebook or Twitter.

- Creating a more appealing advertising **increases the likelihood of members sharing it.**