

High Priority

Difficult

Easy

Low Priority

Integration w/
other apps
(motion
sensor)

Condense
steps into
fewer
screens

Map

Find/Join
people
based on
proximity

Find
friends or
members

Find/Join
groups/teams to
do activities with

More detail
as using app
(money,
distance,
goals)

More details
on profile
page (miles,
money, etc.)

Notifications to
start the app
(Time,
location, etc.)

See
others'
profiles

Team
information
and Help

\$ and
Miles per
Charity

Money and
distance
raised by
team

Removal of
"Sponsor
appreciation"
(barrier)

change
ration"

Team
Admins

Help
Center/
Feedback

Achievements
(Ability to show
them)

Setting
goals
(distance
and/or
monetary)

Relocating
"Extra Mile"

Emphasize
members
achievements and
charity in Facebook
and Twitter sharing
post rather than a
sponsor ad

Save
favorite
charities for
quick start

Promotion of
charity/cause &
sponsored
events

"Today"
Widget

More
information
on charity

Sharing
routes

Sponsor
athletes that
are doing BIG
"workout" for a
charity

User "Cheers"
(motivation with
encouragement) e.g.
Milestones

Friendly
challenges