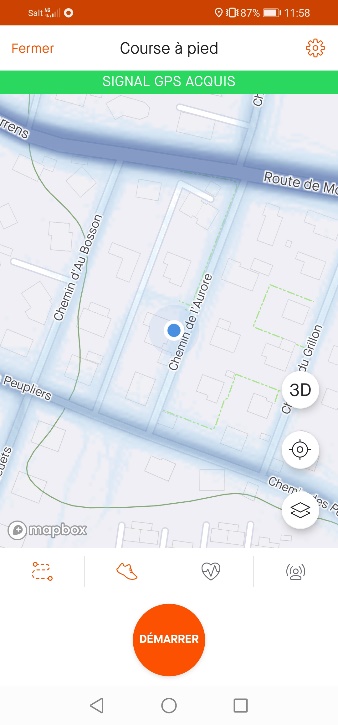
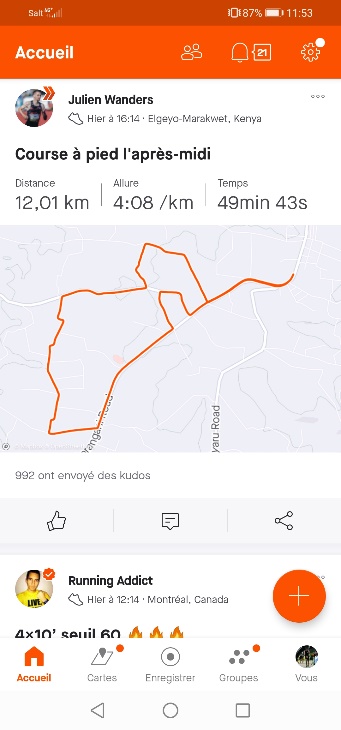
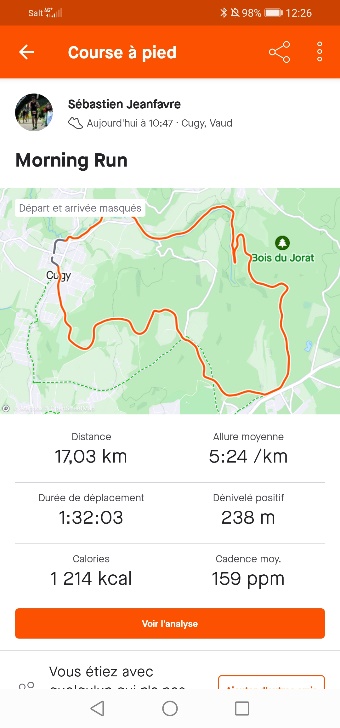
**Strava**

Screenshots

****

User’s profile Record an activity Activity analysis News feed

Value proposition

Strava is a social platform where one can record, track, and share sports activities with other casual or professional athletes in different sports as running, biking, or swimming. In this study, I will focus on the customer segment containing the runners only.

On the screenshots above, on can see four main functions available on the platform:

* **User’s profile:** This is the place where the user finds his/her activity records and a lot of statistics such as distances and elevation changes as well as the time spent training. The personal records over different distances are shown as well.
* **Activity record:** For those who do not own a connected watch and run with their smartphone, this function allows the user to record the route, pace and heart rate while running.
* **Activity analysis:** After having recorded an activity, one can see here the route, pace, time, heart rate, elevation gain and other statistics depending also on external monitors (HRM, power meter, etc…).
* **News feed:** Become a standard on most social platforms, Strava also offers a news feed where the user can see other users’ activities. It can be friends but also professional athletes sharing their daily training.

The following section presents a value proposition canvas for the specific segment of runners.

Gains

* Track progression
* Store training data
* Find new routes in unknown places
* Measuring up to others

Pains

* Lose progress and training data
* Get lost while running abroad

Gain creators

* Thanks to strava segment, give your best on a given route and measure yourself against other runners

Pain relievers

* Safe online storage of training data and performances
* Make new routes thank to the heat map to run in unknown environment to ensure not getting lost

Usability evalutation