

Assignment 1 – Introduction and Basic GUI

Part 1: Critical Analysis – 40 Points

Android Application – Nike Run Club (Fitness)



1. A summary paragraph that identifies key features of the app.

- ❖ This is a fitness application which mainly focuses on running.
- ❖ This application tracks and stores all your runs and records. It displays details of distance, average pace, duration, heart rate, calories burned, and the trail run.
- ❖ It has a quick start option to avoid hassle of selections and directly start tracking our run.
- ❖ This application also has guided runs for all forms of runs such as short run (1km, 2km), long run (10km, 21km), fast run (sprints) etc.
- ❖ It also has a personalized coach to train ourselves to become an athlete or use a coach for normal fitness purpose, or a weight loss challenge.
- ❖ It has an option to challenge friends, an option to share customizable post run data with friends, view leaderboards.
- ❖ It also has an option to sync with Spotify and other famous music applications to provide motivational peppy songs based on the run distance.

2. A paragraph or bullet list describing what makes this app better than competitors. Why did you select it?

- ❖ I selected this app because I am using this application every day and it is very easy and efficient to track my daily run. After trying out many other fitness apps it proved to be the best according to me.
- ❖ Some of the features that make this app better than competitors are its simple User Interface and a quick start workout option.
- ❖ Self-motivational challenges which allows you to set up a challenge for yourself and break it.
- ❖ It gives a badge for every achievement such as 5k, 10k and various other category badges which motivates us to achieve more which other apps do not provide.
- ❖ We can look into latest releases from Nike and shop merchandise. It also suggests us shoes based on our run and terrain.

- ❖ There is a special feature called Headspace which no other running application provides which helps us to connect body and mind. These are voice guided motivation based on our run which helps us to relax and achieve more.

3. A list of positive characteristics

- ❖ **It has a simple UI** which starts to track the workout on just clicking Start. When we decide to run we won't desire to spend time selecting options and menus.
- ❖ **Good music assist.** Select genre such as motivational songs and it automatically plays songs based on our run when synced with Spotify.
- ❖ This app is **well guided**. Based on the form of run, coaches us when to relax and guides us with stretches and relaxing techniques.
- ❖ **Connect with friends.** It helps us to compete with friends and share post run data.
- ❖ **Highly motivational.** All a runner or fitness person needs is motivation. This app constantly updates us with the run stats, provides badge for every achievement and ranks our runs.
- ❖ **Accurate run tracking.** Once connected with a smart watch the heart tracking, the GPS tracking, terrain tracking, calories burnt are all accurate which I tested with Fitbit watch.
- ❖ **Various personalized run forms.** You have a wide variety of options to select from such as Half marathon, Full marathon, Speed run, Treadmill run, workout run etc.
- ❖ **Personalized coach.** This feature guides you according to your need of workout. It can coach you to be a professional sprinter, or a marathon runner, or to lose weight.

4. A list of negative characteristics

- ❖ Since this app continuously uses GPS to track our run, it drains the battery of the device.
- ❖ In order to keep the UI of the app simple, lot of the features are hidden under the menu button which takes time to discover.
- ❖ The app is focused on Nike products and serves as an advertisement to the brand. It can include other brands of fitness products.
- ❖ If you decide to change your run form, you might have to download the particular run form for the first time, which can be avoided.
- ❖ Better details and explanation of each of the run forms could have been provided for beginners to understand.

5. A paragraph identifying the target audience for the app. Who might use this?

The target audience are athletes, marathon runners, fitness freaks, people who want to burn calories and get back in shape.