



runwithme

Train With Confidence Not Compromise



# Inspiration

The idea for this app is derived from my own training experience.

Training for a marathon, I was relying on a desktop program that offered a training plan and using a mobile phone to track my runs. After each run, I'd log onto my account online and transfer the data from my phone to the training program which wasn't very efficient.

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## Hypothesis

Runners training for a race (5k, 10k, half marathon, marathon) need one app that helps them prepare, tracks their progress and adapts to their schedule.



## Problem Statement

Runners need an app that provides a flexible workout schedule, tracks their progress, and adapts to their performance so they can reach their goals with confidence.

# Process

- **Research**
- Inspiration
- Competitive Analysis
- Interviews

- **Definition**
- Personas
- Problem Statement
- User Flows
- Problem Statement
- Project Proposal

- **Development**
- Sitemap
- Wireframe
- Prototype
- Test
- Revise

- **Visual Design**
- Prototype
- Test
- Revise

RESEARCH

# Competitive Analysis

## Step 1: Select Competition



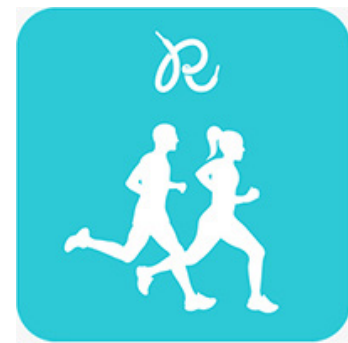
## Step 2: Feature Inventory

	Map My Run	RunTriX (NYRR)	Strava	Nike Plus Run Club	RunKeeper	RunTastic
<b>Description</b>	Track and map every run with MapMyRun. For every mile you go, you'll get feedback and stats to help you improve your performance. Discover new workout routes and save or share your favorites, and get inspired to reach new running goals with a 40 million member strong community of runners. Whether you're a beginner looking to log your first mile or a seasoned runner, you'll find the features and tools you need to stay on track and motivated along the way.	12, 16, and 20 wk programs at three different levels (Conservative, Moderate, Advanced) customized for all abilities. Runners can adjust their training specifics, schedule preparation races, and interact in a social environment with other runners & coaches.	Track your runs and rides with GPS, join Challenges and see how your running and riding compares with friends. <ul style="list-style-type: none"> <li>Follow routes you've created or found and view your activity map as you record</li> <li>Get key stats like distance, pace, speed, elevation gained and calories burned</li> <li>Collect heart rate, power and cadence data from ANT+ and Bluetooth LE sensors</li> </ul>	Your Perfect Running Partner - Nike+ Run Club gives you everything you need to run better and more often— including GPS tracking details of your run, customized coaching plans that fit your goals and adapt to your progress, and nonstop motivation from your friends. In short: We'll help you reach your goals and have more fun getting there.	Everyone. Every run. Join the community that helps people get out the door and stick with running forever! Track exercise, set goals, sweat, and see progress along the way. Whether you're working your way up to tracking a 5K goal or deep into marathon training, use the GPS app trusted by 50 million users and counting.	Get in shape with the free RunTastic GPS Running & Fitness app and start tracking your fitness activities (distance, time, speed, elevation, calories burned & more) - such as running, jogging, biking & walking using GPS. Plus it's fully optimized for Apple Watch.
Watch	X	X	X	X	X	X
Mobile	X		X	X	X	X
Desktop	X	X	X			
Tracking Time	X		X	X	X	
Track Distance	X		X	X	X	
Record Effort		X		X	X	
Heart Rate Monitor	X		X	X		
Save Run	X	X	X	X	X	
Share Run (social)	X	X	X	X	X	X
Progress Report		X	X	X	X	X
Stopwatch - for treadmill					X	
Find Friends	X		X	X	X	
Find Routes	X		X		X	
Training Programs		X	X	X	X	X
Prescribed Workouts		X			X	
Schedule		X				
Flexible Schedule						
Rewards	X	X		X	X	
Challenges	X		X		X	
Tips						
Audio Feedback	X			X	X	X
Music Integrated	X			X		
Leaderboards			X	X	X	X
Premium Version	X		X		X	X
Monthly Subscription	X		X			X
Pay Per Race		X				
Running Shoe Tracker						X
Weather Data		X			X	
Running Groups					X	
Story Runs						X

# Competitive Analysis

## Step 3: User Experience Design Analysis

I narrowed down the field of competitors and looked beyond features to the design patterns and overall user experience.



	Poor	Average	Excellent
<b>Templates and Layouts</b> Consistent, clear heirarchy			
<b>Navigation</b> Intuitive orgranization, cohesive IA			
<b>Overall Experience</b> Emotion, animation, tone			
<b>Functionality</b>			
<b>Accuracy</b> Does it feel reliable			

# User Interviews

Four interviews were conducted with runners who varied in age and experience, from veteran marathon runners to weekend 3 milers.

## Interview Goals

- Determine what motivates people to run
- Determine if progress and tracking progress is appealing to them
- Determine what tools they are using to track their progress
- If they use tools – what are their likes/dislikes with them
- Probe on anything that could be missing
- Determine if a rigid schedule is more important than flexibility – How do they schedule is it loose or rigid?
- Determine what role community plays in their running habit

MLY

## Statistics

Measuring Progress isn't the most important aspect to me

How often do you look at stats? "ALL THE TIME"

I'm REALLY PROUD OF MYSELF when I look at Progress TIME/MILES

I like seeing how much I ran this week and ran this month

Being able to look back and see progress... I Love It

Im into Distance not speed or heart rate

I just measure time and distance But mostly Distance!

When I see myself improve - That feels Good!

I like seeing the miles add up

## Social

Social aspect Doesn't motivate me

Posting your run is Obnoxious it makes it less personal

## Training Programs

Has a program but Skips days

I use a training program but I don't follow it!

Trying to find a Good training program

"I just always want to be training for a 10K"

I keep training whether I had a race or not!

## I want...

↑↑ RUN / FEEL MORE / BETTER

For me, it's NOT Motivation it's TIME

I want to customize my training program

I want it to build my own knowledge It doesn't educate

"I want a training program integrated into workout plan"

I want stretching to be part of workout

## Dislikes

~~HEART~~ RATE

I don't think the app adapts to my pace/progress

ALL I CARE ABOUT IS MILEAGE! MILES/DAY

"When I can't run that speed it doesn't adapt"

Nothing integrates w my training program

Its hard to expect alot of the app when I'm using it my own way

kes

② It provides guidance Pushes Me

I really like the app because it tells me my pace vs goal pace



# DEFINITION

# Personas

## The Maverick



**John**  
45, Father and Illustrator  
Runs 3-4 times a week

“All the apps are similar, I chose the one that’s easiest to customize”

**Current App**  
Start Running PRO

### Values

- Progress at own pace
- Flexibility/Customization
- Distance over Speed

### Goals

- Increase overall fitness
- Measures progress by distance of run

## The Apprentice



**Leah**  
36, Small Business Owner  
Runs 3-4 times a week

“I don’t think the app adjusts to my pace or progress.”

**Current App**  
Map My Run PRO / Runners World GO

### Values

- Rigid Schedule
- Distance over Speed
- Expert Insights

### Goals

- Improvement
- Measuring progress
- Wants to become an expert

## The Problem Solver



**Mary**  
29, Marketing Professional  
Runs 3-4 times a week

“I just want something that works with my training program”

**Current App**  
Map My Run/ RunTriX

### Values

- Reputable Training Program
- Flexible Schedule
- Distance over Speed

### Goals

- Training for a Marathon
- Track Progress
- Workouts for Improvement

# The Maverick



## John

45

Illustrator

Runs 3-4 times a week

“All the apps are similar, I chose the one that’s easiest to customize”

### Current App

Start Running PRO

### Values

- Progress at own pace
- Flexibility/Customization
- Distance over Speed

### Goals

- Increase overall fitness
- Measures progress by distance of run

### Routine

John works from home. Most days he drops his son off at pre-school, heads home, changes and goes for a run. He likes the energy a morning run gives him throughout the day. Running is a luxury for him, he’s motivated by the way it makes him feel.

### Training

John’s not training for a particular race. He’s been using a training app designed for beginner runners, but he doesn’t follow it. He’s been repeating the same workout for weeks until he feels he’s ready to move on. He gets to the park, puts on his headphones, listens to music and follows the training programs’ audio prompts.

John’s feeling great today. He decides to keep running, ignoring the audio directions of the training app. He picks a point he’s familiar with and decides he’ll continue on to there.

### Measuring Progress

When John completes the run he checks the training app to see how far he ran. He’s encouraged, he just completed a 4.5 mile run.

“Maybe it’s time to try a new workout,” he thinks as he heads home.

John measures his progress based on how he feels. He doesn’t mind improvising, departing from the workout or changing his schedule.

“It’s hard to expect a lot from an app when I’m using it my own way.”

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“The more I run, the better I feel. That’s my incentive.”

# The Apprentice



## Leah

36

Small Business Owner

Runs 3-4 times a week

"I don't think the app adjusts to my pace or progress."

### Current App

Map My Run PRO / Runners World GO

### Values

- Rigid Schedule
- Distance over Speed
- Expert Insights

### Goals

- Improvement
- Measuring progress
- Wants to become an expert

### Routine

Leah runs her own business and sometimes things can get hectic, running helps her clear her head. She enjoys running in the mornings before other commitments get in the way and looks forward to her run days.

"I keep training whether I have a race or not."

Leah completed her first 10k this summer and really enjoyed the training and the sense of accomplishment she felt afterwards. Even though she doesn't have any races in the future, she likes the rhythm of training. Planning ahead and keeping a schedule keeps her motivated.

### Training

Leah's training app prescribes workouts and has audio cues to give her feedback on her mileage and pace during each run.

Leah is focused on improvement and tries to follow the workouts as best she can. Sometimes, she feels as though the app is pushing her past her limits and doesn't respond to her progress.

### Measuring Progress

After each run, Leah checks her running log and is rewarded when she sees the miles adding up.

"I find the workouts a little confusing and sometimes it asks me to do things I'm not comfortable with, like run at a pace I know I can't do."

"Being able to look back and see progress, to see how many miles I ran this week, this month, I'm really proud of myself."

# The Problem Solver



## Mary

29

Marketing Professional

Runs 3-4 times a week

“I just want something that works with my training program”

### Current App

Map My Run/ RunTrix

### Values

- Reputable Training Program
- Flexible Schedule
- Distance over Speed

### Goals

- Training for a Marathon
- Track Progress
- Workouts for Improvement

### Routine

Mary's an experienced runner, training for her third marathon. She adapts her running schedule around her job and social life.

Mary checks her training schedule in the afternoon on her desktop computer and plans her evening accordingly. Tonight she's prescribed a Hill Run but since she's running on a treadmill, she decides to do a tempo run instead. She looks at the planned workout and wishes she could rearrange the runs in her training plan to match her schedule.

### Training

Mary leaves work and heads to the gym. Because she's running on a treadmill, Map My Run can't measure the distance she's going - and the treadmill interface isn't customizable. Mary is unphased, she's used to improvising and completes the prescribed mileage.

When she's done, Mary takes a photo of the treadmill summary screen so she can remember her time. She takes a shower and heads home. Stopping for groceries along the way.

### Measuring Progress

The next day Mary logs back into RunTrix on her computer at work, she opens her phone and pulls up the photo of yesterdays' workout and logs the entry. She looks at her workout for today, checks her overall progress, and takes a moment to savor all the miles she's run so far.

“I started with the intermediate plan, but I've been skipping days so it's more like the beginner.”

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“I follow the workouts when I can, but I'm more concerned with mileage than anything else.”

# Key Insights

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Users need a mobile training app that records their progress and helps them reach their goals.

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Users want flexibility so they can reach their goals without compromising their lifestyles.

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Users need workouts that are easy to understand so they can complete them with confidence.

DEVELOPMENT

# Project Proposal

## Target Audience



Runners seeking a training program that measures their progress and adapts to their schedules.

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## Objectives

In a highly competitive market, success will be measured by frictionless usability and design that inspires a lasting connection.

## Key Performance Indicators

Love and loyalty. Success will be indicated by habitual use, followed by growing adoption.

## Problem Statement

Runners need an app that provides a flexible workout schedule, tracks their progress, and adapts to their performance so they can reach their goals with confidence not compromise.

## Key Features

- 1) Daily Workout Detail
- 2) Record Workout
  - Treadmill (manual/photo input)
  - Outdoor run (live tracking)
- 3) Weekly Detail
- 4) Training Program Overview (12 and 16 week options)
- 5) Personal Progress Dashboard

## Secondary Features

- 1) Run customization
- 2) Share Functionality
- 3) Expert tips
- 4) Weather (consider adding this feature to primary)



# User Scenario



**Mary**

## The Problem Solver

Wants a flexible schedule and an integrated training program

It's Wednesday.

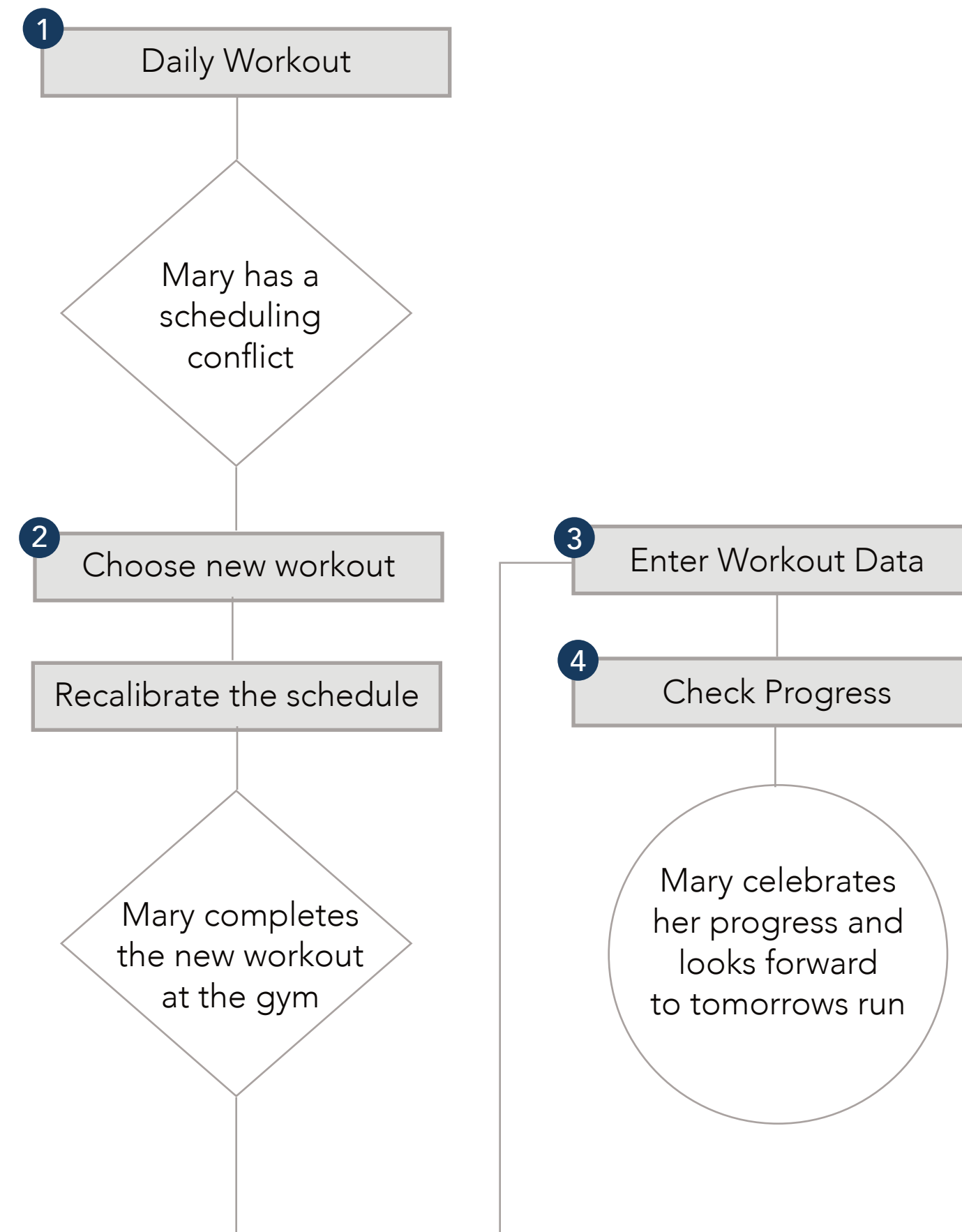
Mary has a busier schedule than expected, she went to work early and skipped her morning run. She's got time to go to the gym after work, so she checks her training app.

Today's run is a 9-mile long run. She looks at the week ahead and decides to switch Friday's 5-mile tempo run with today's 9-mile long run.

The app adjusts to the change and shifts around her workouts accordingly.

She hits the gym, hops on a treadmill, and completes the run. She checks her mileage for the month and is encouraged by her progress.

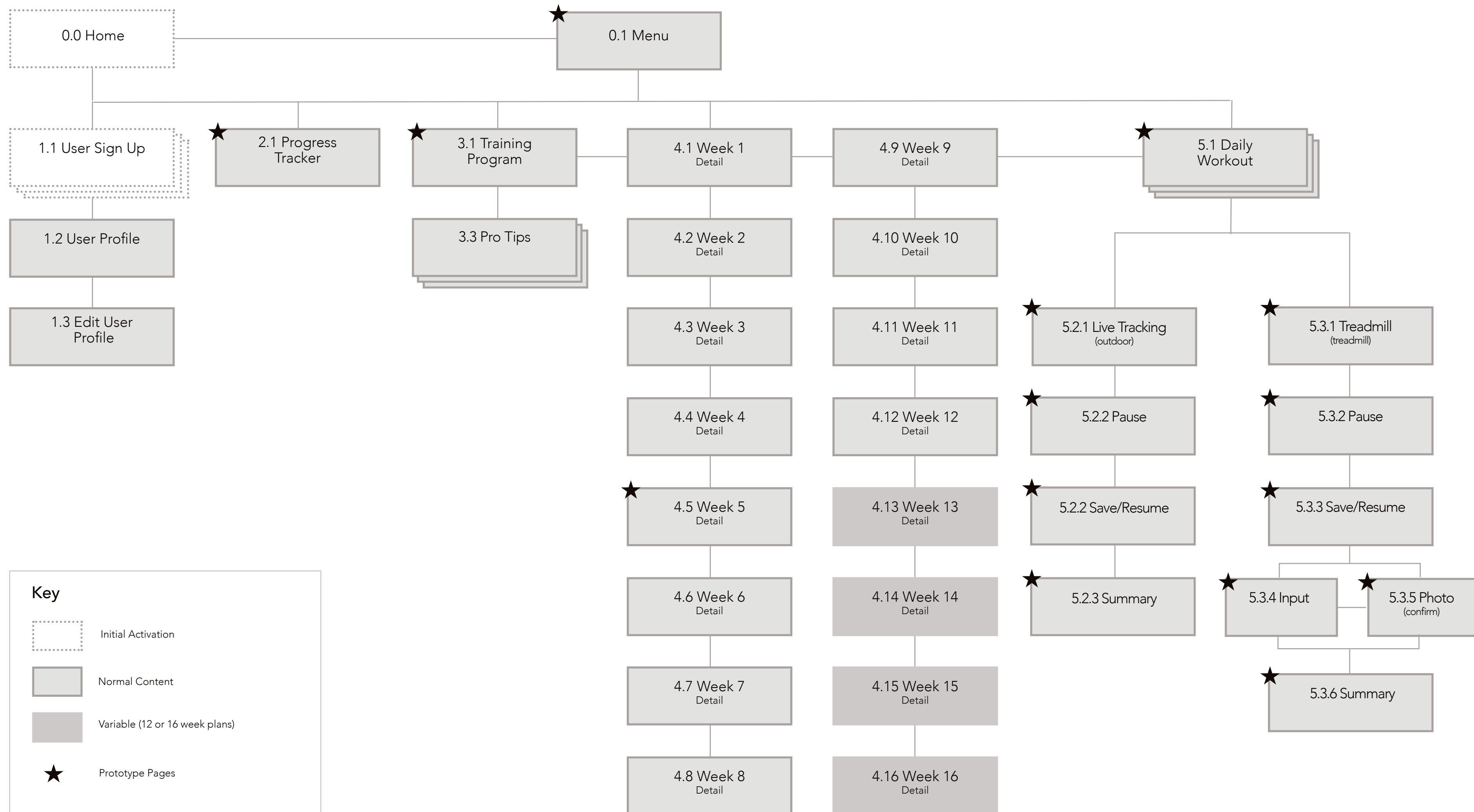
## USER FLOW



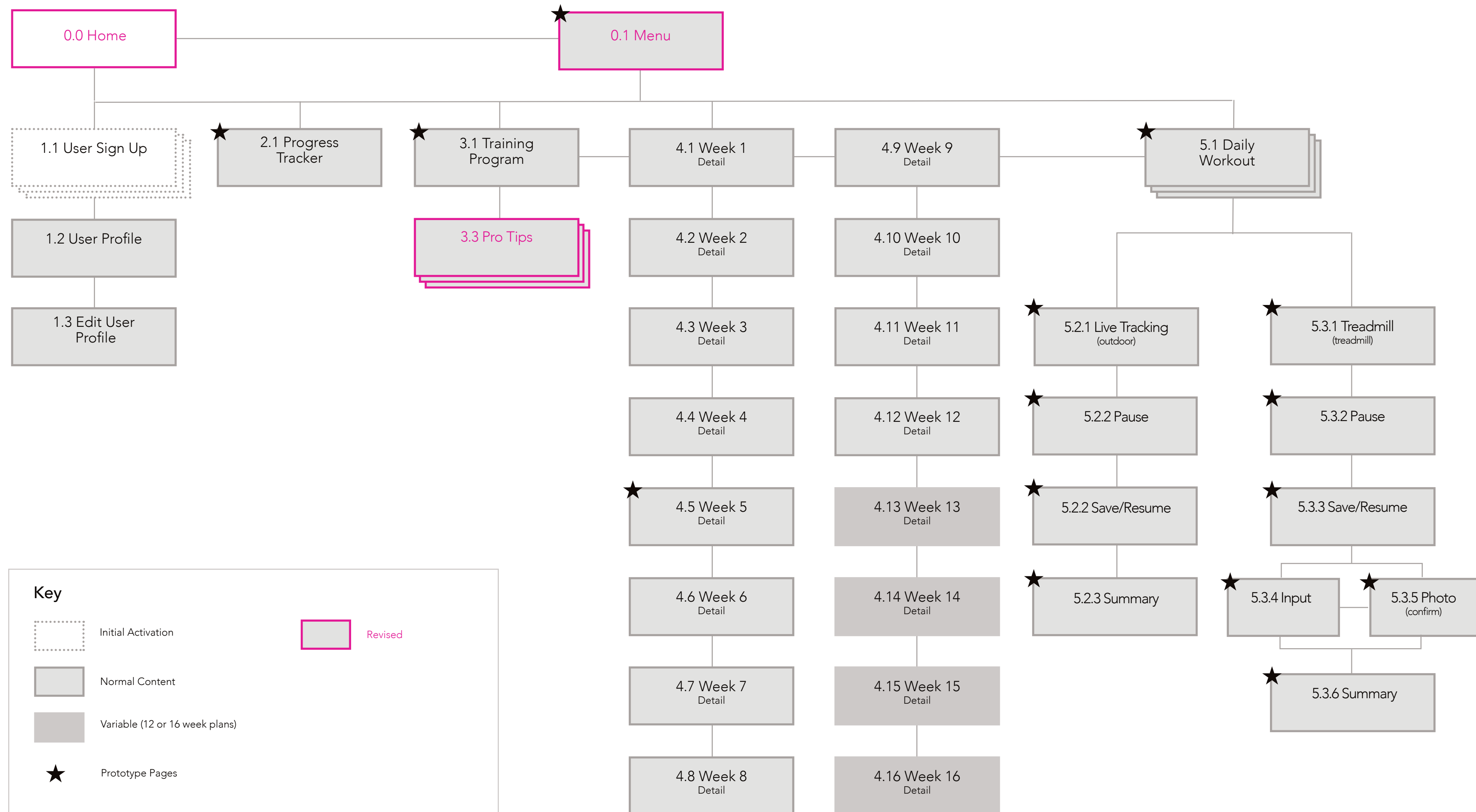
## FEATURES

- 1 Daily Workout**  
A page that indicates the days workout in detail and offers a chance to record that workout.
- 2 Weekly Schedule**  
A page that shows the weekly schedule and enables the user to reschedule workouts
- 3 Record Workout**  
A page that enables the user to take a photo of treadmill results or enter them in after they complete the workout
- 4 Personal Progress**  
A page for Mary to see her cumulative progress - how far she's come and how far she has yet to go to reach her goal.

# Sitemap



# Sitemap Revised



# Paper Prototype

0000 XXXX

Ⓜ | Week | ☰

Ⓜ User Profile

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Progress

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Training Program

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Today's Workout

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TIPS

0000 XX:XX

Ⓜ | Week | ☰

Wednesday | 🏃

Tempo Run 5 miles

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Description

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Start Run ▶

0000 XX:XX

Ⓜ | Week | ☰

Wednesday | 🏃

Tempo Run Smiles

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Photograph treadmill

DISPLAY

SAVE

0000 XX:XX

Ⓜ | Week | ☰

Wednesday | 🏃

Tempo Run Smiles

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📍

Pause Save

Treadmill?

0000 XX:XX

Ⓜ | Week | ☰

Wednesday | 🏃

Tempo Run Smiles

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Distance PACE

ROUTE

SPLITS:

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0000 XX:XX

Ⓜ | Week | ☰

Progress

Total 215 miles

HILLS	PACE 9:05
Countdown	

0000 XX:XX

Ⓜ | Week | ☰

Monday (10)	Tuesday (4)
Wednesday (9)	Thursday (10)
Friday (5)	Saturday (9)
Sunday (10)	Training PLAN

0000 XX:XX

Ⓜ | Week | ☰

Training Plan

week 1	2
3	4
5	6
7	8
9	10
11	12

# Wireframes

**Week 5** 24 Miles

Monday	Tuesday
DAY OFF	4 MILES As You Feel
Wednesday	Thursday
5 MILES Tempo Run	DAY OFF
Friday	Saturday
9 MILES Long Run	6 MILES Regular Run
Sunday	
DAY OFF	

Week 6  
30 MILES

**Wednesday** 75°

Long Run : 9 Miles

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque mi sem, egestas eget eleifend in, posuere in mauris. Suspendisse vitae blandit massa, sit amet pulvinar massa. Nullam gravida uma eu orci finibus, sit amet ultricies sapien aliquam. Proin hendrerit, velit non aliquam finibus, lacus sapien tempus posuere punus.

Track Run

Treadmill

V1 4.5-Version4  
5 days ago

**Wednesday** 75°

Tempo Run : 5 Miles

Warm Up: 1 mile 9:30-8:45 min/mile

Push: .75 mile 8:20-8:00 min/mile  
Recover: .25 mile 9:30 min/mile

Push: .75 mile 8:10-7:45 min/mile  
Recover: .25 mile 9:30 min/mile

Push: .75 mile 8:10-7:45 min/mile  
Recover: .25 mile 9:30 min/mile

Cool Down: 1 mile 9:30-8:45 min/mile

Track Run

Treadmill

V1 5.1 - Version 2  
5 days ago

**Tempo Run** Distance: 5 mi

Tempo Run : 5 Miles

Track Run

Treadmill

V1 5.1 - Version 4  
5 days ago

**Tempo Run** Distance: 5 mi

**Tempo Run** Distance: 5 mi

Save Run

**Wednesday** 75°

**Tempo Run** Distance: 5 mi

Great Run!  
You've run 125 miles

**Tempo Run** Distance: 5 mi

Have a great run!  
Take a picture of your treadmill screen after your run and we'll help you track it!

# Wireframes

0.1 Menu

Your Progress

120 of 450 MILES

Average Pace 9:30 MI/MIN

Today's Run

Week 5

Training Program

Race Countdown 00:00:00

PROFILE PLAN WEEK 5 TODAYS PROGRESS

2.1 Progress Tracker

Your Progress Week 5 of 12

Total Mileage 120 MILES 450 MILES

Elevation Gain 12,200 Feet

Average Pace 9:30 MI/MIN

Weekly Mileage

5.1 V2 Today's Run

Wednesday 75°

Tempo Run 5 Miles

Warm Up: 1 mile 9:30-8:45 min/mile

Push: .75 mile 8:20-8:00 min/mile  
Recover: .25 mile 9:30 min/mile

Push: .75 mile 8:10-7:45 min/mile  
Recover: .25 mile 9:30 min/mile

Push: .75 mile 8:10-7:45 min/mile  
Recover: .25 mile 9:30 min/mile

Cool Down: 1 mile 9:30-8:45 min/mile

Track Run

Treadmill

PRO TIP  
Lorem ipsum dolor sit amet, consectetur

5.3.6 Treadmill Run Summary

Week 5 24 Miles

Monday DAY OFF	Tuesday 4 MILES As You Feel
Wednesday 9 MILES Long Run	Thursday DAY OFF
Friday 5 MILES Tempo Run	Saturday 6 MILES Regular Run
Sunday DAY OFF	Week 6 30 MILES

Recalibrate Week

# 0.1 Navigation Annotated

## Universal Navigation

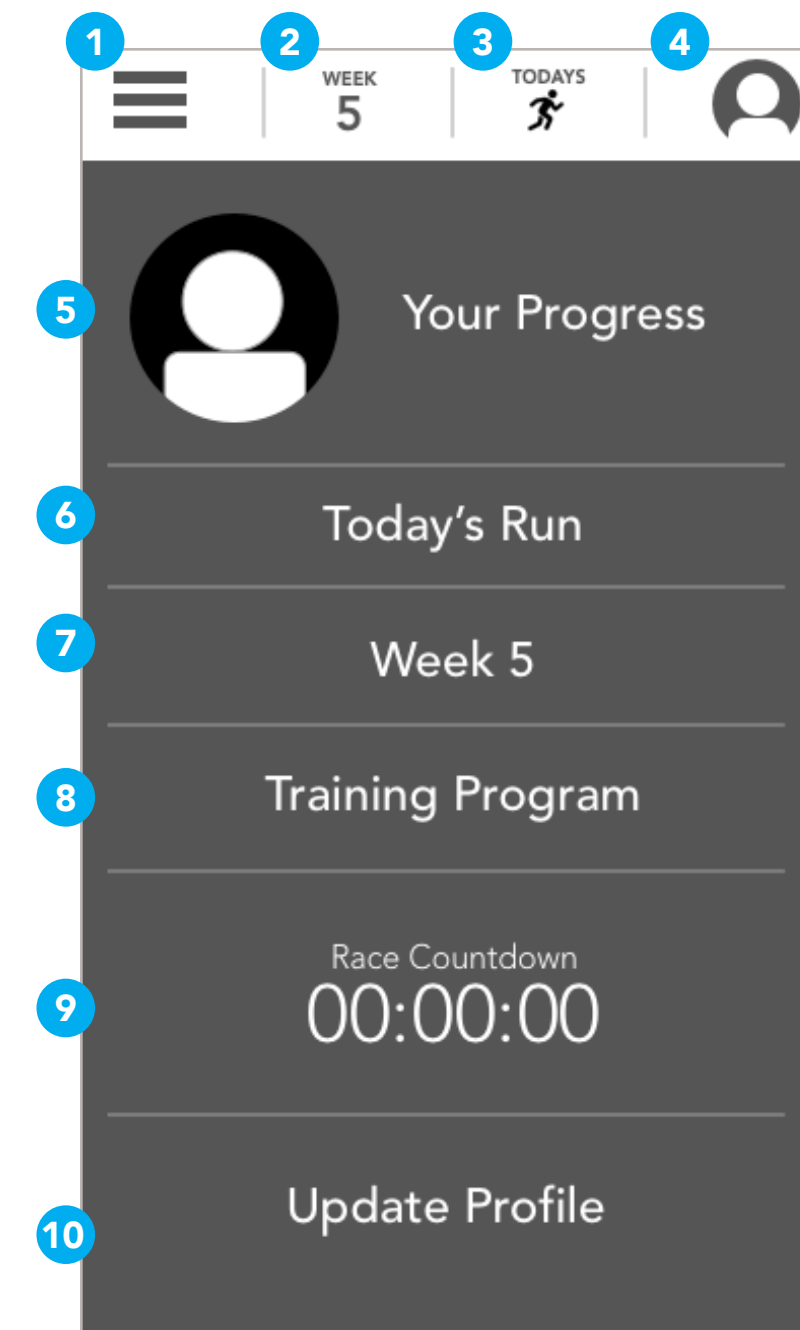
- 1 Menu (On State): Links to 0.1 Menu
- 2 Links to 4.X - Week X - Variable based on week (X=1 through 12 or 16)
- 3 Links to 5.1 - Variable content based on Day and Week
- 4 Links to 2.1 - Personal Progress  
I think this icon may be misleading

## Menu Content

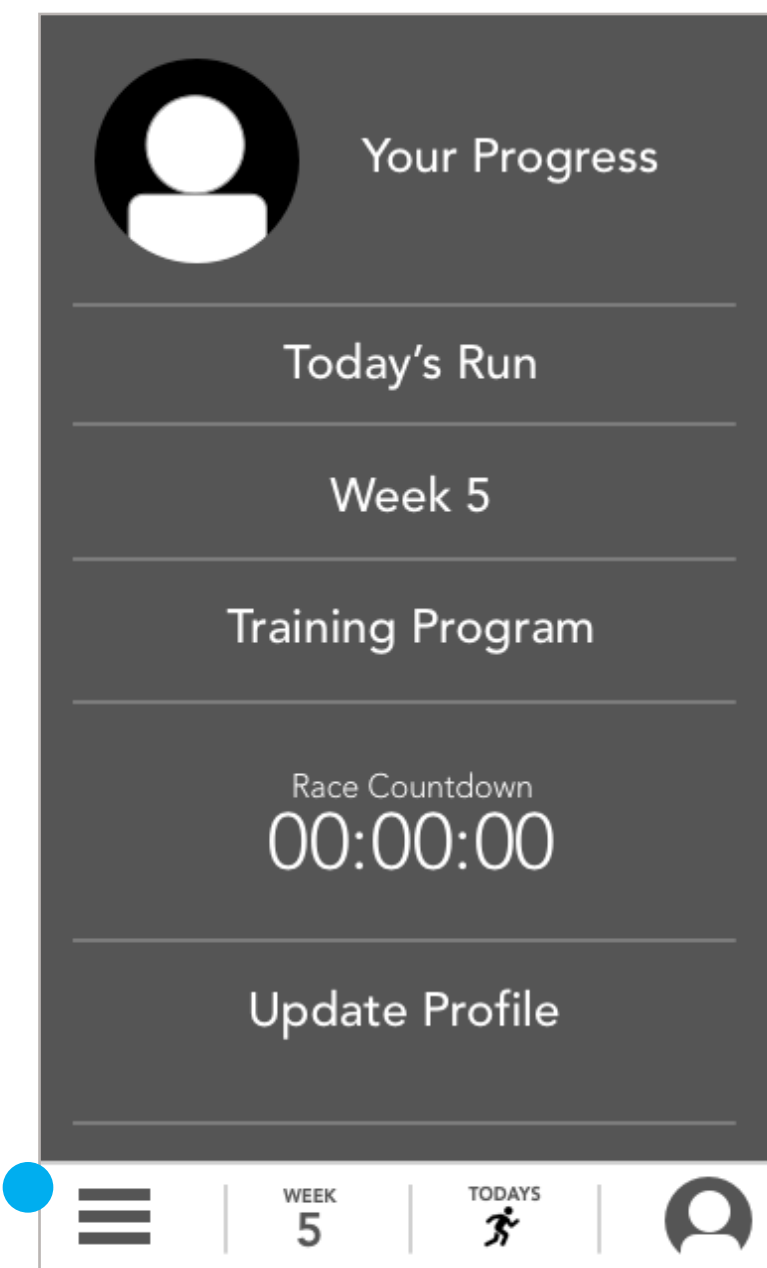
- 5 Links to 2.1- Personal Progress  
I think this icon may be misleading
- 6 Links to 5.1 - Today's Run  
DEFAULT LANDING PAGE
- 7 Links to 4.X - Week X  
VARIABLE BASED ON WEEK
- 8 Links to 3.1 Training Program  
VARIABLE BASED ON TRAINING PROGRAM
- 9 Race Countdown  
Based on day of Race in User Profile
- 10 Links to 1.2 User Profile

The initial round of testing included an A & B test to determine whether a global nav pinned to the top or bottom is most effective.

0.1 Menu Version A



0.1 Menu Version B



# 5.1 Daily Run Annotated

- 1 Day - Variable content based on user's calendar
- 2 Temperature - Variable content based on location
- 3 Run - Derived from the training program this content is modular and can be switched through the relevant week (4.X)
- 4 Links to 5.2.1 - Live run tracking
- 5 Links to 5.3.1 - Links to treadmill timing/tracking
- 6 Pro Tip Content - this is variable content based on Run content and week.
- 7 Universal Navigation - Links include Menu, Week X, 5.1, and links to Progress

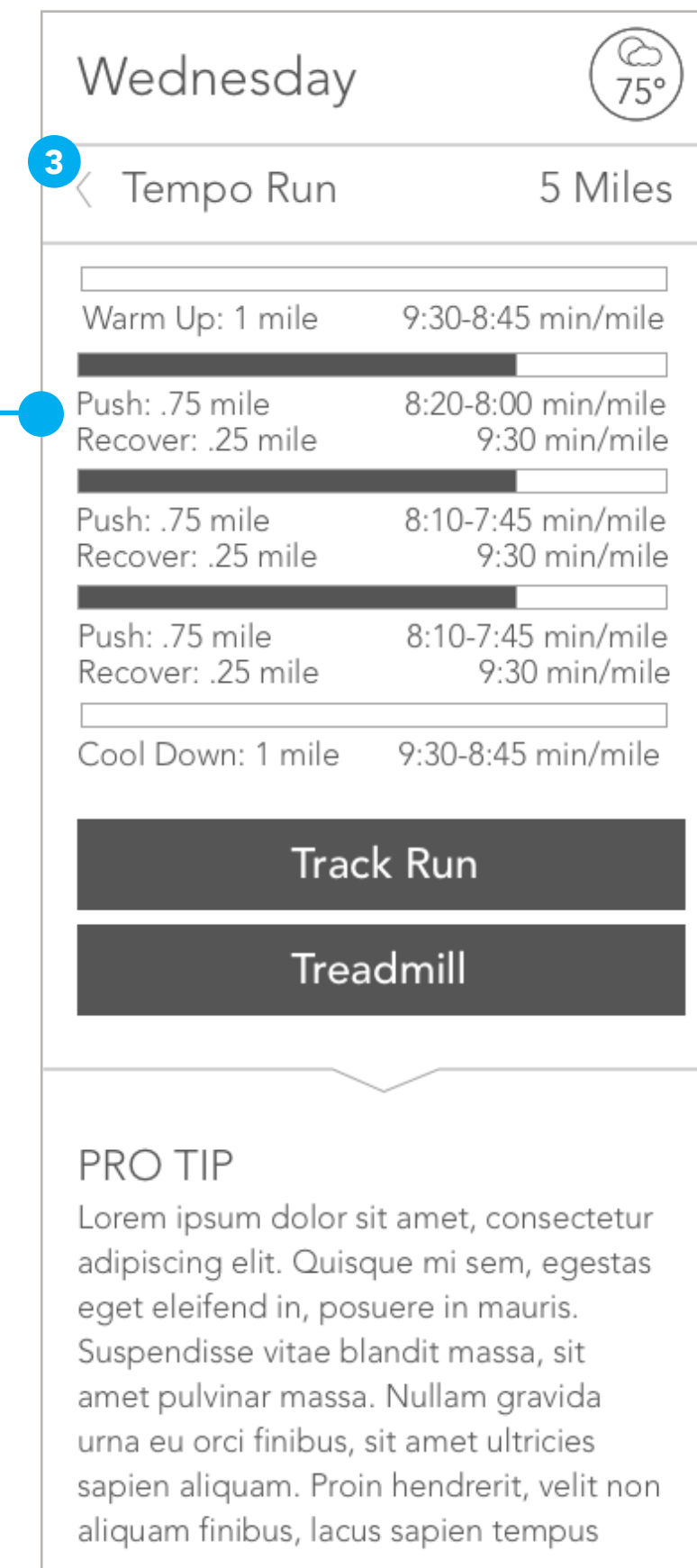
5.1 is the default page for users once the training program has been initiated.

5.1 is the home screen for a returning user.

5.1 Daily Run Version 1



5.1 Daily Run Version 2





# 5.2 Outdoor Run Annotated

## 5.2.2.1 Outdoor Run: Start

- 1 Run - Derived from the training program this content is modular and can be switched through the relevant week (4.X)
- 2 Map - GPS enabled app, detects user position and tracks progress
- 3 User Location - indicates users position on the map
- 4 Start Run - triggers the timer (5) and begins live GPS tracking to determine pace and time. Links to 5.2.2
- 5 Timer - this tracks total time of run - effected by (9) Pause, (11) Resume, (10) Save Run
- 6 Distance - tracks distance based on GPS tracking
- 7 Pace - Distance/Time determines pace in miles per minute or kilometers per minute based on location
- 8 Universal Navigation - Links include Menu, Week X, 5.1, and links to Progress

## 5.2.2 Outdoor Run: Pause - Triggered by (4) Start Run

- 9 Pause - Links to 5.2.3. Temporarily stops (5) Timer

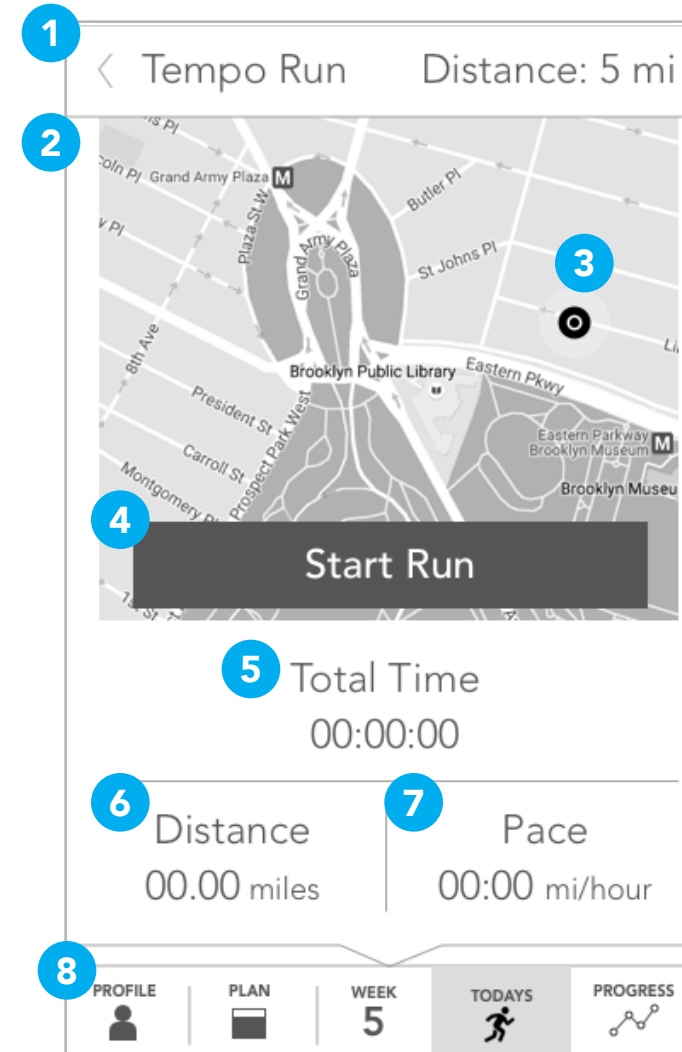
## 5.2.3 Outdoor Run: Save/Resume Run - Triggered by (9) Pause Run

- 10 Save Run - Links to 5.2.4. Stops (5) Timer, Stops (6) Distance and determines final (7) Pace
- 11 Resume Run - Links to 5.2.2. Resumes (5) Timer.

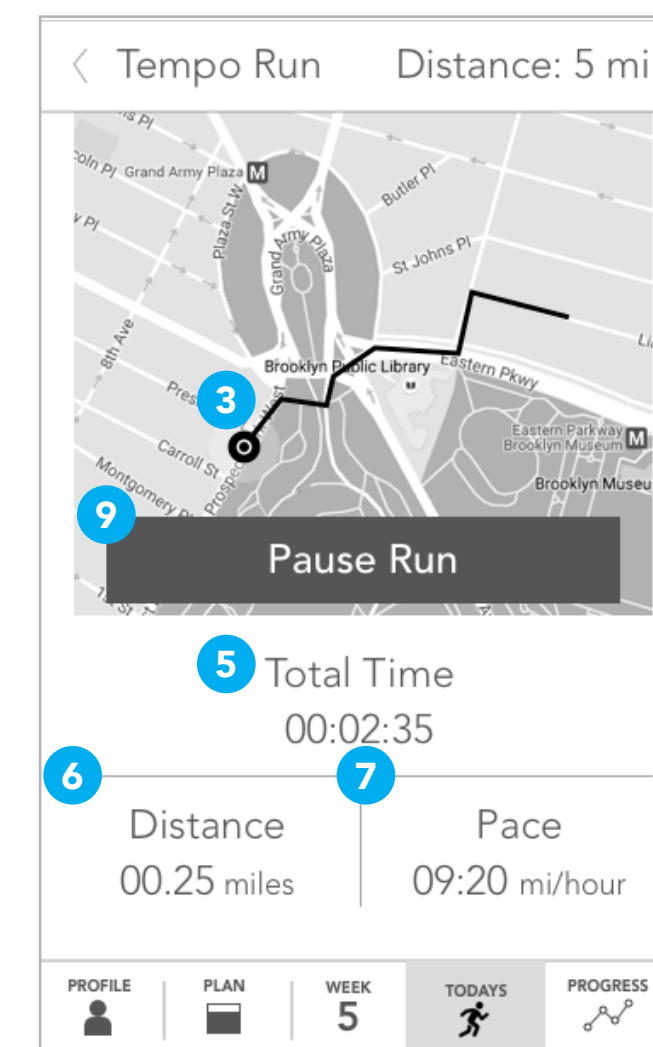
## 5.2.4 Outdoor RunL Summary - Triggered by (10) Save Run

- 12 Date/Temp - Variable.Pulled from 5.1
- 13 Summary - Links to 2.1. Offers total miles ran.
- 14 Splits - Offers a break down of pace per mile or per kilometer

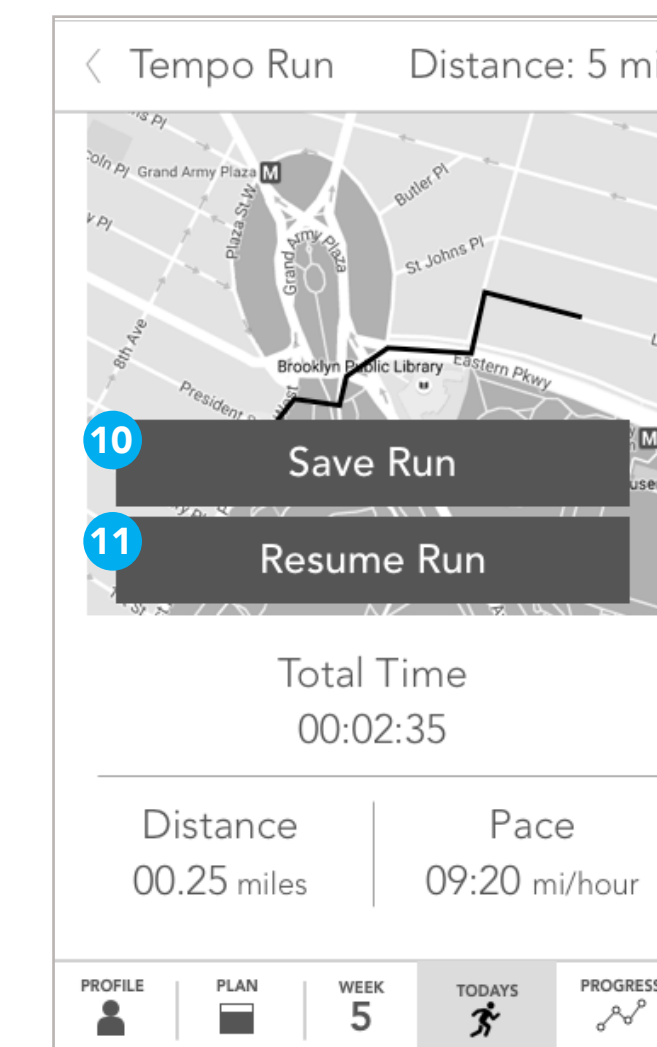
## 5.2.1 Outdoor Run: Start



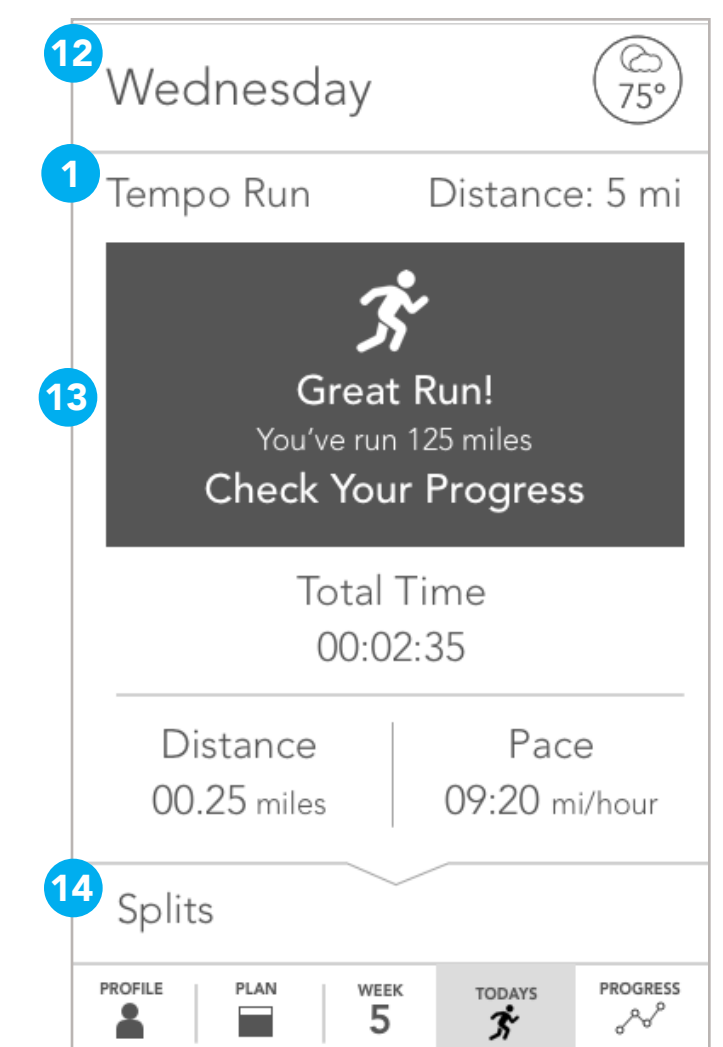
## 5.2.2 Outdoor Run: Pause



## 5.2.3 Outdoor Run: Save



## 5.2.4 Outdoor Run: Summary



# 5.3 Indoor Run Annotated

## 5.3 Indoor Run: Tracking

- 1 Run - Derived from the training program this content is modular and can be switched through the relevant week (4.X)
- 2 Take Photo - Link to 5.3.5. Triggers native camera with a limited view finder
- 3 Start Run - Links to 5.2.2. Triggers the timer (5)
- 4 Timer - this tracks total time of run - effected by (9) Pause, (11) Resume, (10) Save Run
- 5 Distance - remains blank until 5.3.4 or 5.3.5 - either populated by user input or photo recognition
- 6 Pace - Distance/Time determined at 5.3.6 when Distance and time are confirmed.
- 7 Universal Navigation - Links include Menu, Week X, 5.1, and links to Progress

## 5.3.2 Indoor Run: Pause- Triggered by (4) Start Run

- 8 Pause - Links to 5.2.3. Temporarily stops (5) Timer

## 5.3.3 Indoor Run: Save/Resume Run - Triggered by (9) Pause Run

- 9 Save Run - Links to 5.3.4. Stops (5) Timer

- 10 Resume Run - Links to 5.3.2. Resumes (5) Timer.

## 5.3.4 Indoor Run: Input - Triggered by (9) Input Run

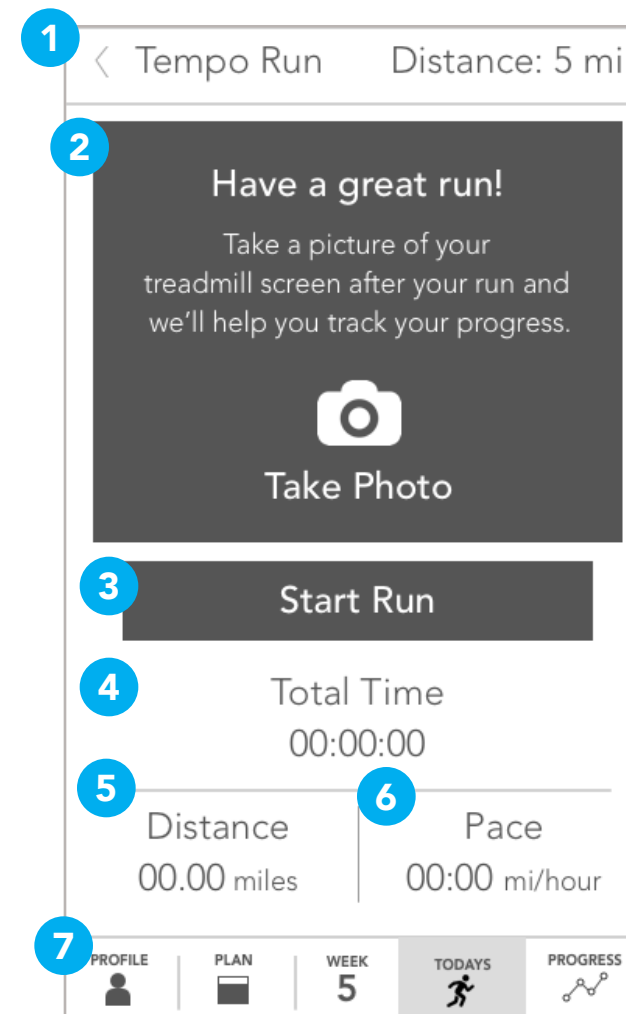
- 11 User Inputs - Time/Distance/Pace

- 12 Save Run - Links to 5.3.6

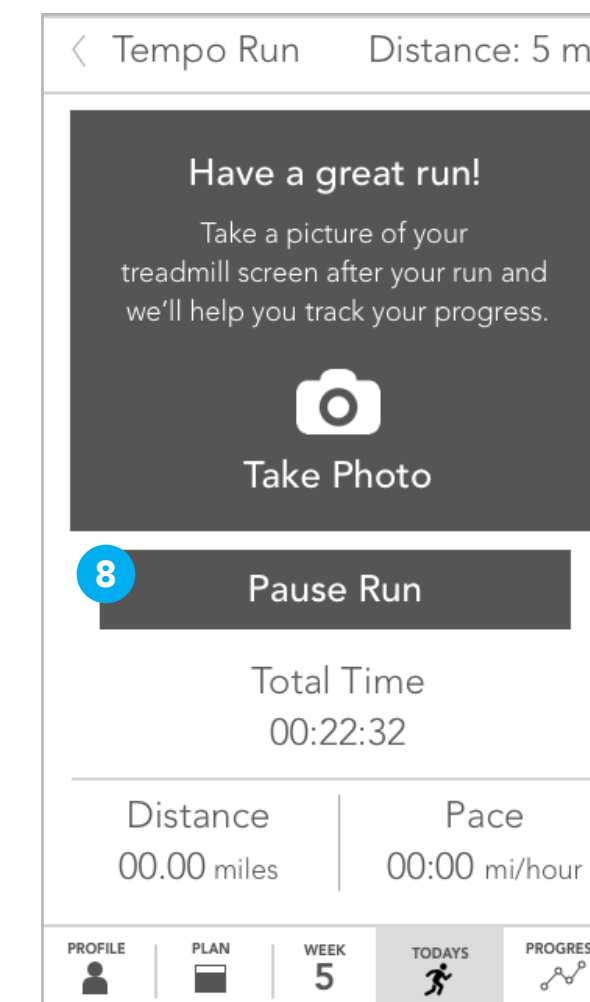
## 5.3.5 Indoor Run: Photo Input - Triggered by (2) Take Photo

- 13 Displays camera/photo
- 14 Data input via photo recognition
- 15 Save - Links to 5.3.6

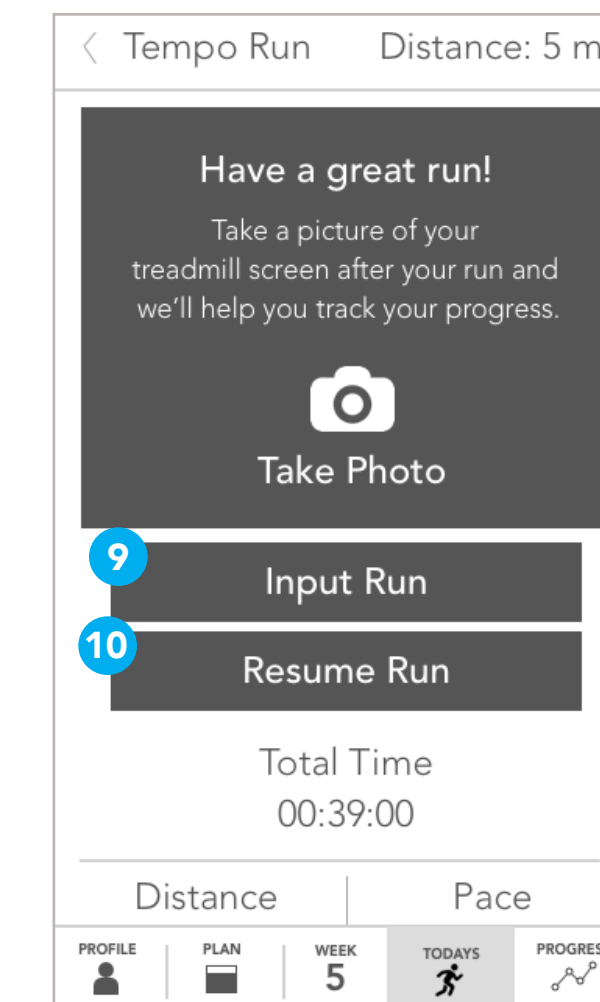
## 5.3.1 Indoor Run: Start



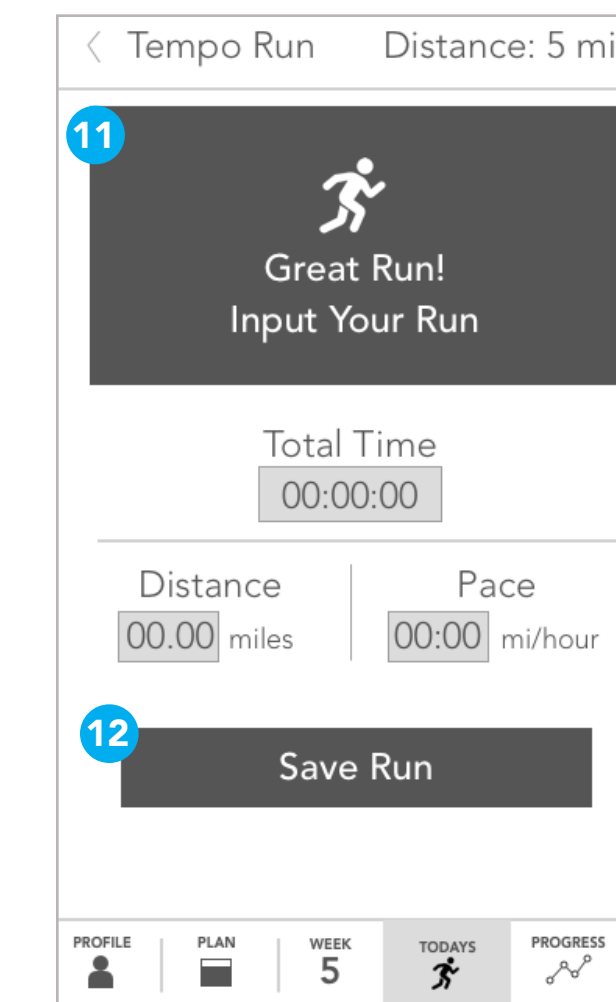
## 5.3.2 Indoor Run: Pause



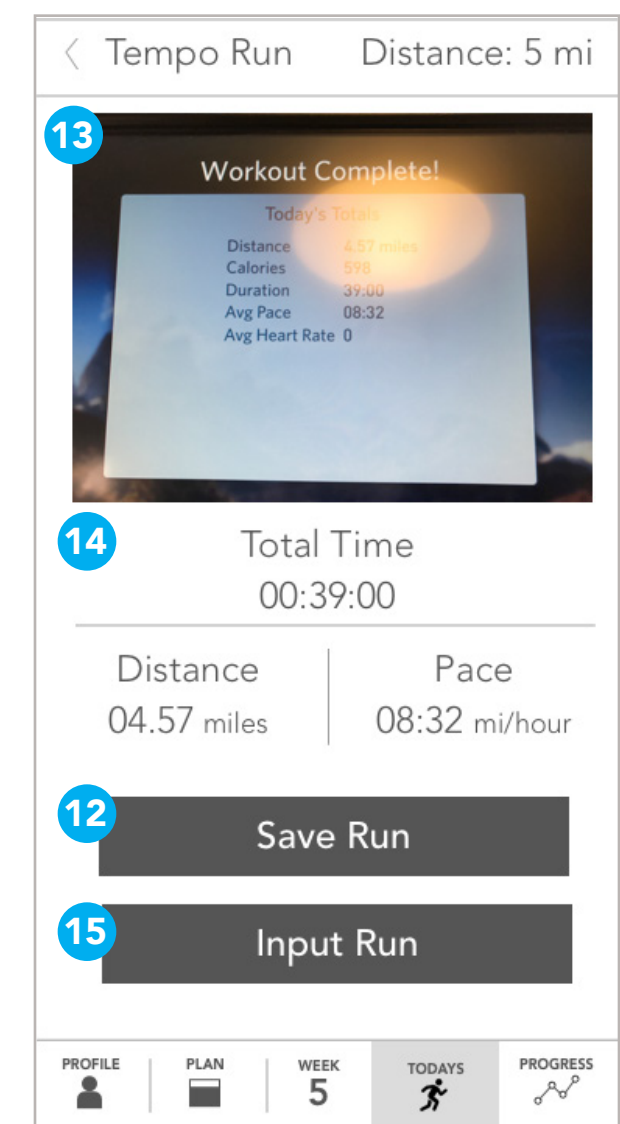
## 5.3.3 Indoor Run: Save



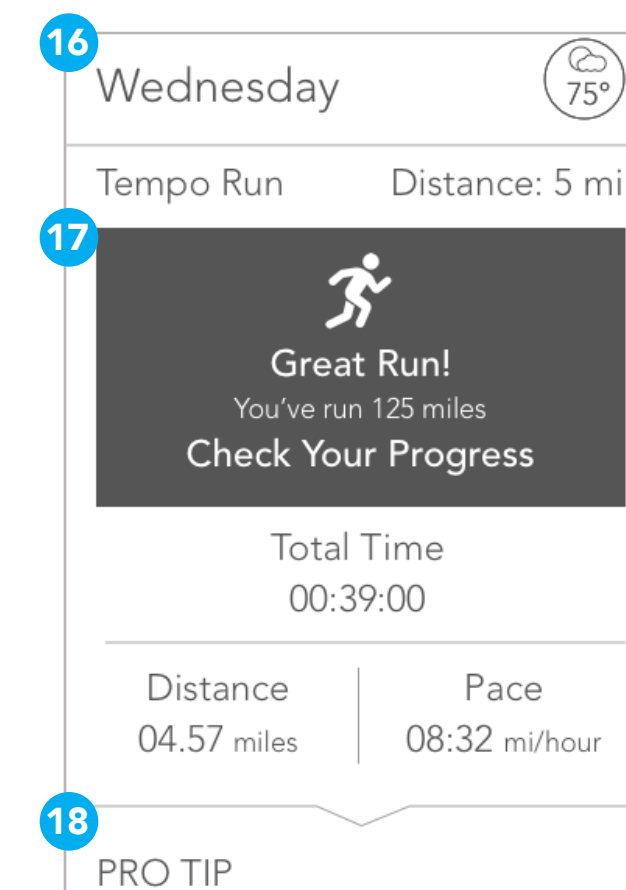
## 5.3.4 Indoor Run: Input



## 5.3.5 Indoor Run: Input



## 5.3.6 Indoor Run: Summary



## 5.3.6 Summary

- 16 Date/Temp - Variable. Pulled from 5.1
- 17 Summary - Links to 2.1.
- 18 Pro Tip - Variable Content

# Usability Testing



# User Tasks for Usability Tests

## Task 1

Imagine you're training for a race and you're on week 5 of a 12 week training program.

Every week the training program assigns you a schedule of runs and days off.

Let's say today is Wednesday, you open your training app to check your run.

### [Screen 5.1]

Can you tell what your scheduled run is for today?

### [Screen 5.1]

Can you check the schedule for the week?

## Task 2

As an experienced runner you know that it's not as important to follow the training regimen every day - but it is important to match the prescribed number of miles per week.

### [Screen 4.5]

What if you were too busy to fit in today's scheduled run and you wanted to swap it with another run - how would you go about changing it?

### [Screen 4.5]

Let's say you wanted to switch today's run with Friday's run - how would you do that?

## Task 3

Now, you've successfully switched today's run to Friday's run.

You're going to the gym tonight because it's raining.

### [Screen 5.1 v2]

Can you walk through the steps you would take to record that run?

### [Screen 5.3.6]

Can you show me how you would check your overall progress with your training program?

# Testing Results

## Today's Run

- 1 There was an impulse to want to swipe left and right for other run choices and/or days
- 2 Noted there was too much copy
- 3 Track Run vs. Treadmill - although they were clear - they don't seem to be the same
- 4 This icon is misleading - it implies "User Profile" not "Your Progress"

## Menu

- 5 Discussed heirarchy of items and specificity  
Should it go - Your Training Program, Your Week, Your Day or Day, Week, Training Program...

*This is organized by projected amount of interactions - so the order should stay this way...*

## Your Week

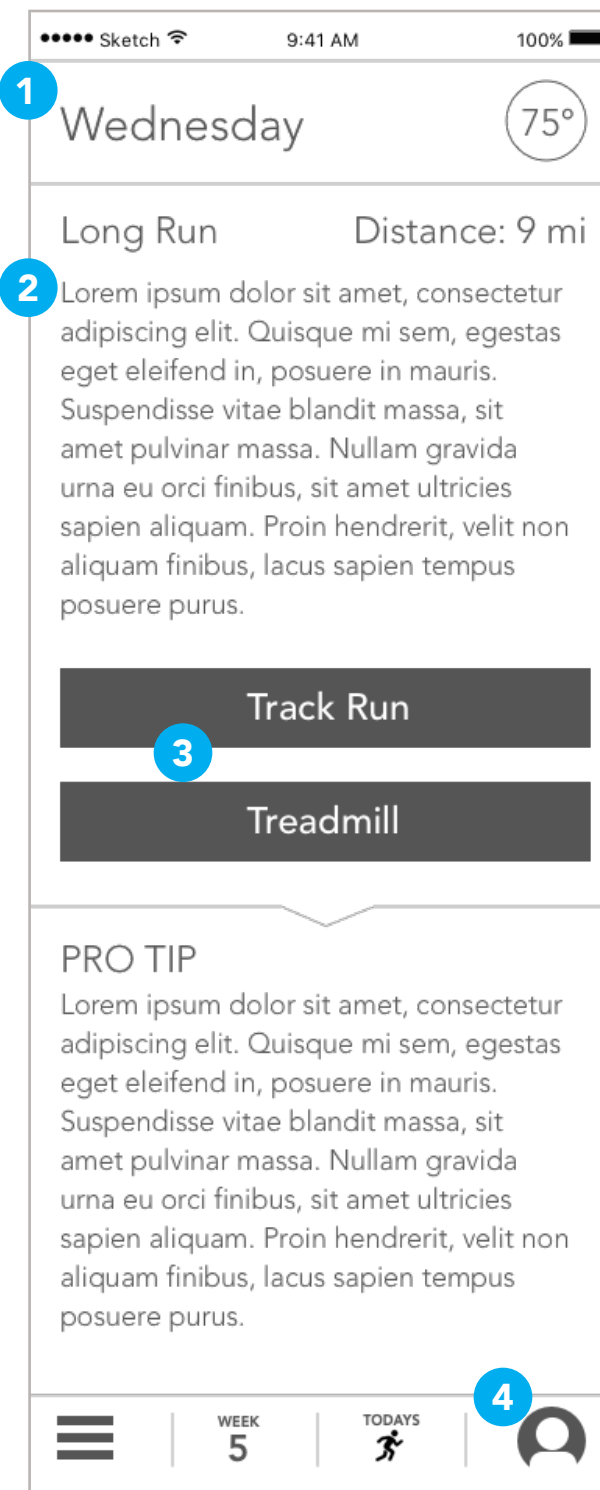
- 6 Drag and drop interface made sense  
But there should be a "recalibrate" button - where you see the week adjusting to the changes you made...
- 7 Noted that there should be a different color to indicate completed and upcoming runs

## Training Program

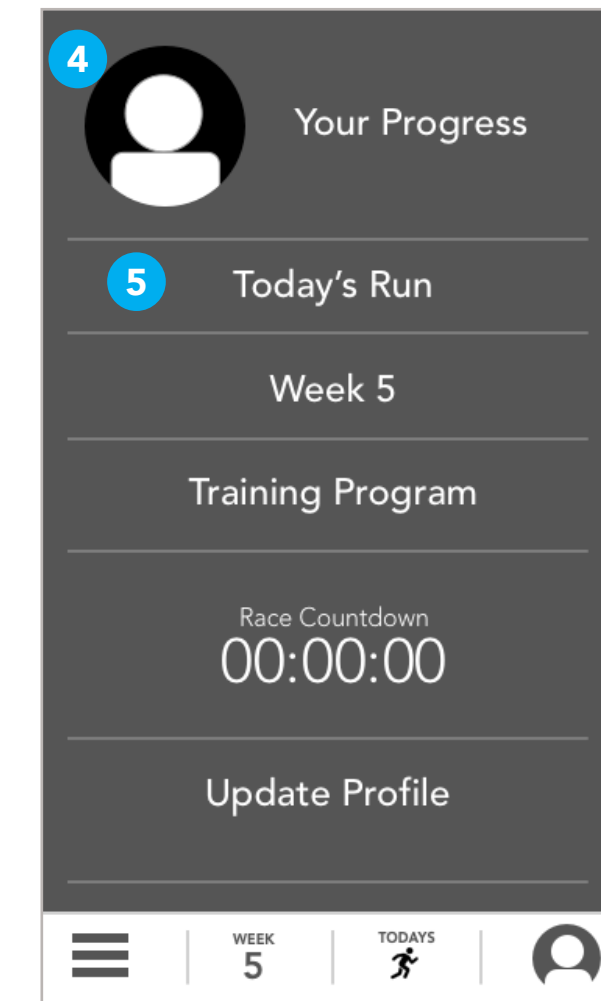
- 8 Liked the symmetry between weeks and overall training program.

Noted carrying over completed, upcoming and current color coding.

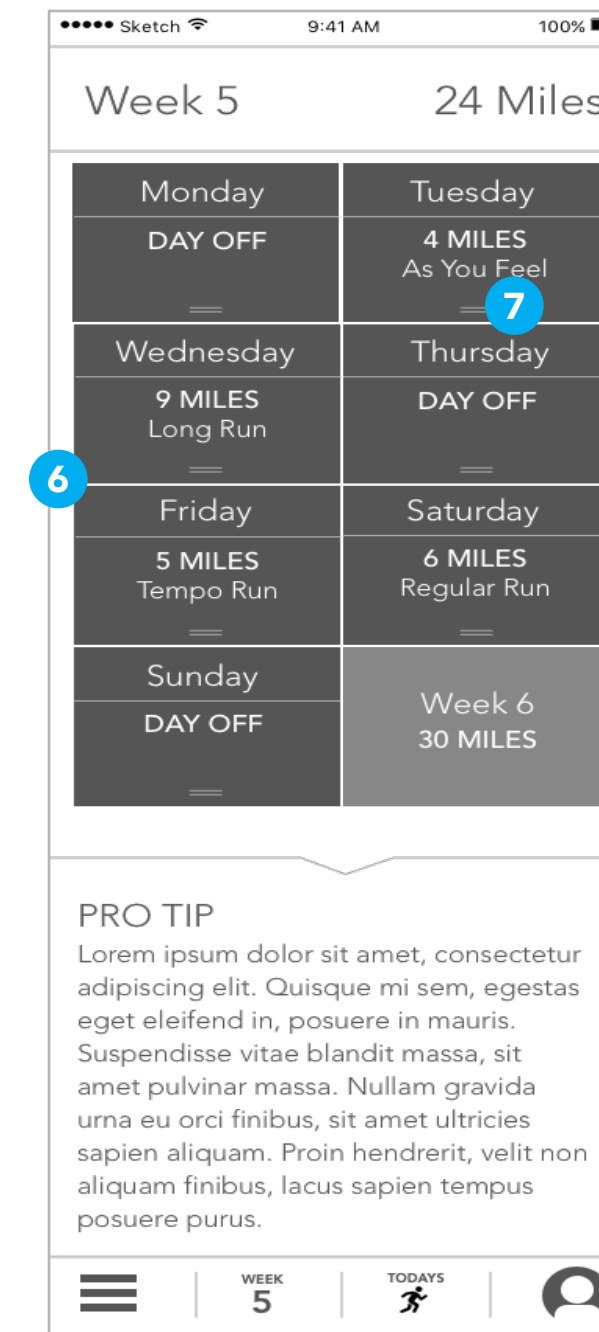
## 5.1 Todays Run



## 0.1 Menu



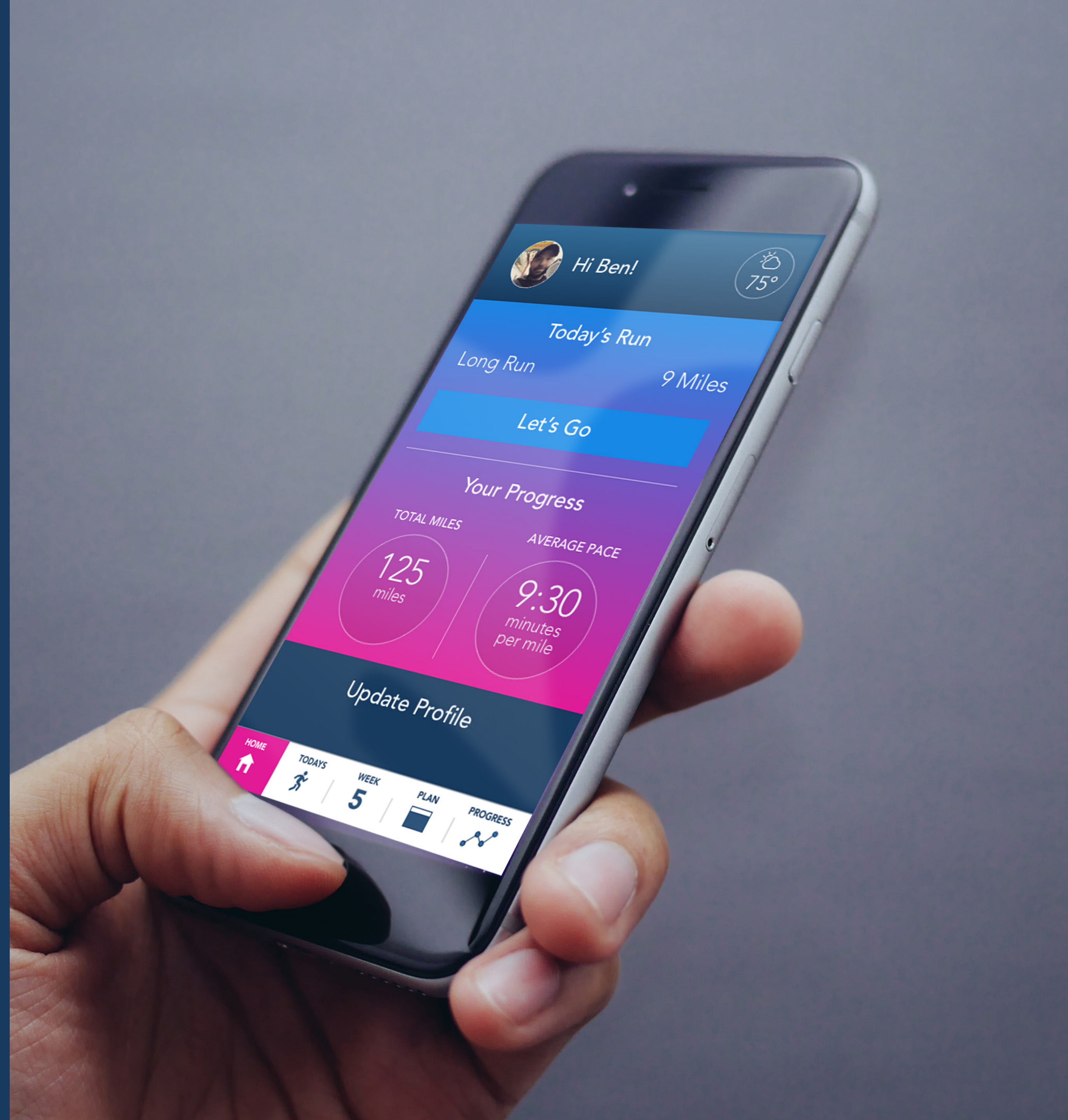
## 4.5 Week 5




## 3.1 Training Program



# VISUAL DESIGN



# Onboarding



runwithme

Integrated training and tracking app for 5k, 10k, half-marathon and marathon

---

Train with Confidence  
Not Compromise

Today's Run 75°

Tempo Run 5 Miles

- Warm Up: 1 mile ≈ 9:30 - 8:45 min/mile
- Push: .75 mile ≈ 8:20 - 8:00 min/mile
- Recover: .25 mile ≈ 9:30 min/mile
- Push: .75 mile ≈ 8:10 - 7:50 min/mile
- Recover: .25 mile ≈ 9:30 min/mile
- Push: .75 mile ≈ 8:00 - 7:40 min/mile
- Recover: .25 mile ≈ 9:30 min/mile
- Cool Down: 1 mile ≈ 9:30 - 8:45 min/mile

1

Adapts to your performance

Daily workouts that will help you reach your goals

Monday DAY OFF	Tuesday 4 MILES
Wednesday 9 MILES Long Run	Thursday DAY OFF
Friday 5 MILES Tempo Run	Saturday 30 MILES Regular Run
Sunday DAY OFF	

2

Just drag and drop

Flexible weekly schedules adapts to your lifestyle

Workout Complete!

Today's Totals

- Distance 4.09 miles
- Calories 552
- Duration 38:03
- Avg Pace 09:17
- Avg Heart Rate 0

TOTAL TIME  
00:38:03

DISTANCE 04.09 miles	PACE 09:17 min/mile
----------------------------	---------------------------

3

Simply take a photo

Easily record and save treadmill workouts

TOTAL MILES

125  
of  
450 miles

ELEVATION GAIN 12,225 feet

AVERAGE PACE 9:30 minutes per mile

4

See your miles add up

Track your miles, pace, elevation gain and more

# Landing Page Exploration

It was important to consider how the user will interact with the app on a day-to-day basis.

What is the most engaging and emotionally resonant experience?

Version 1:

Utility - this is the default screen on many of the competitors apps.

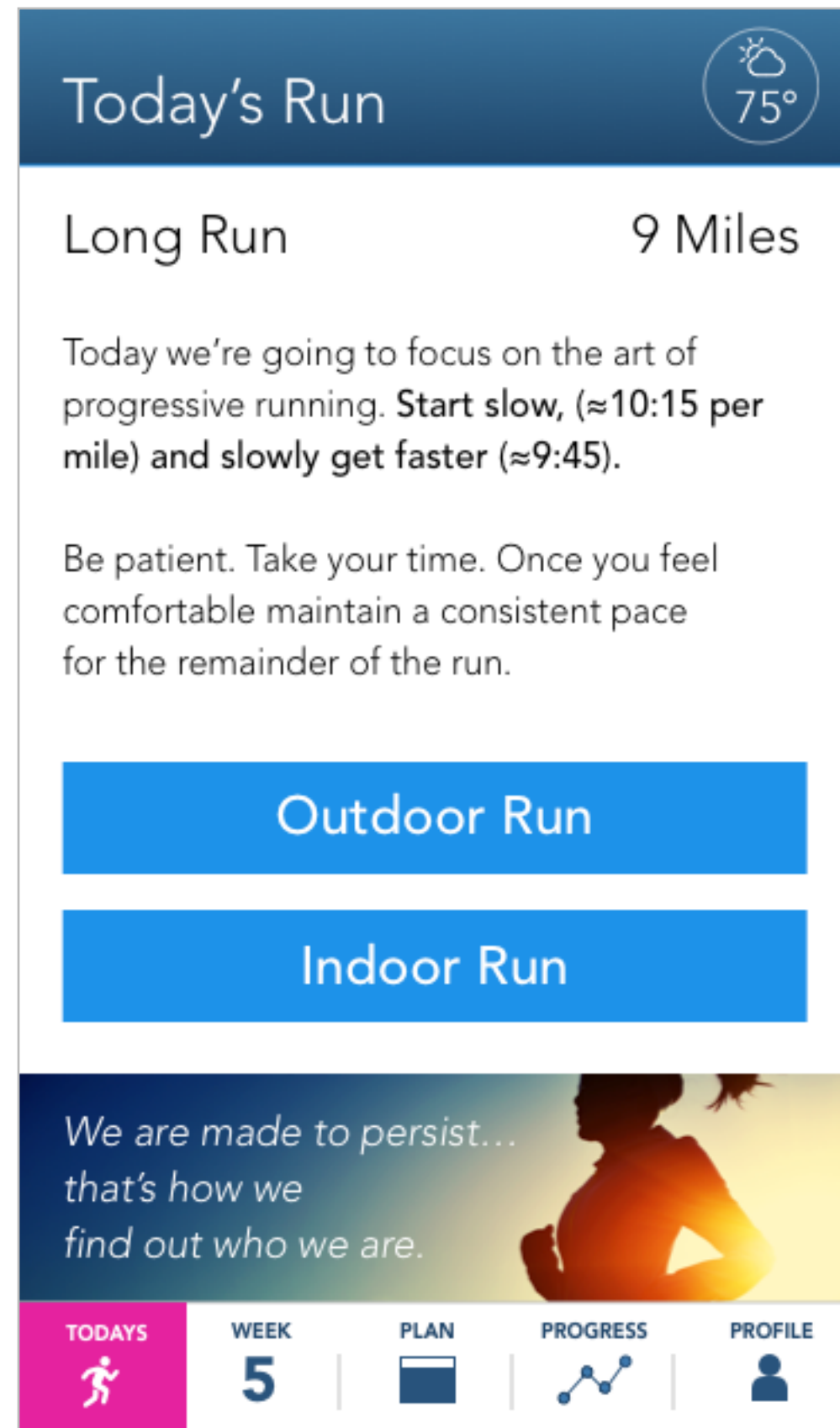
Version 2:

Menu - a neutral place from which to navigate

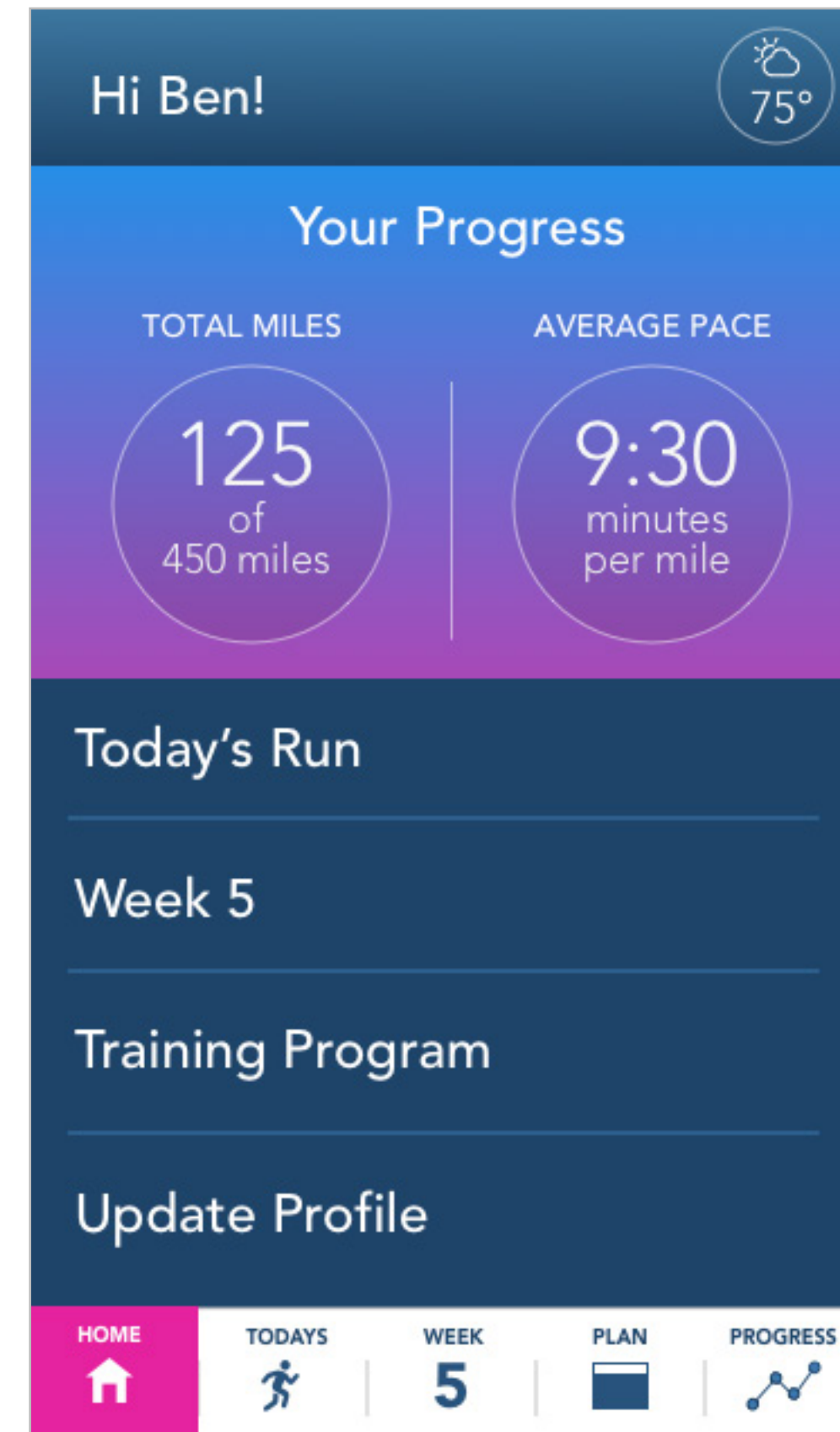
Version 2:

Dashboard - a hybrid, combining aspects of utility and menu.

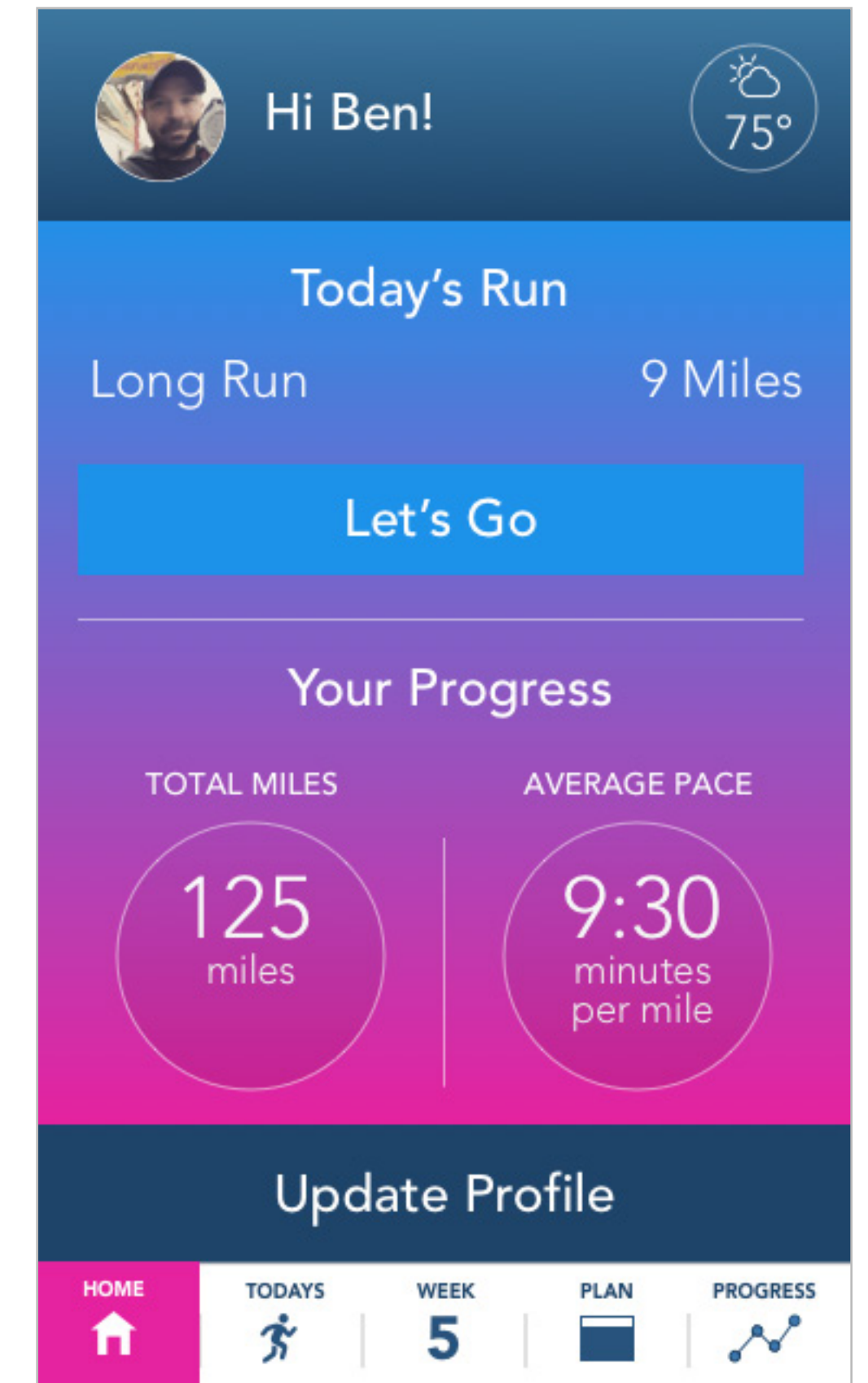
Version 1: Today's Run



Version 2: Menu



Version 3: Dashboard





# Exploring Affordances for Drag and Drop

The app needed to offer users an opportunity to change their daily run based on their schedules and recalibrate their training regimen accordingly.

The challenge was to provide an easy way to swap one run with another during the week. However, drag and drop functionality proved challenging to intuit.

Visual design offered the opportunity to explore different affordances to make the functionality clear.

Version 1

Week 5		24 Miles
Monday	Tuesday	
DAY OFF Meow	4 MILES Good Job!	
Wednesday	Thursday	
5 MILES Tempo Run	DAY OFF	
Friday	Saturday	
9 MILES Long Run	6 MILES Regular Run	
Sunday	Week 6 30 MILES	
DAY OFF		
Recalibrate Week		

Version 2

Week 5		24 Miles
Monday	Tuesday	
DAY OFF Meow	4 MILES Good Job!	
Wednesday	Thursday	
9 MILES Long Run	DAY OFF	
Friday	Saturday	
5 MILES Tempo Run	6 MILES Regular Run	
Sunday	Week 6 30 MILES	
DAY OFF		
Recalibrate Week		

Version 3

Week 5		24 Miles
Monday	Tuesday	
DAY OFF Meow	4 MILES Good Job!	
Wednesday	Thursday	
9 MILES Long Run	DAY OFF	
Friday	Saturday	
5 MILES Tempo Run	6 MILES Regular Run	
Sunday	Week 6 30 MILES	
DAY OFF		
Recalibrate Week		

# Other Key Features

5.1 Daily Run

**Today's Run** 75°

**Tempo Run** 5 Miles

- Warm Up: 1 mile ≈ 9:30 - 8:45 min/mile
- Push: .75 mile ≈ 8:20 - 8:00 min/mile
- Recover: .25 mile ≈ 9:30 min/mile
- Push: .75 mile ≈ 8:10 - 7:50 min/mile
- Recover: .25 mile ≈ 9:30 min/mile
- Push: .75 mile ≈ 8:00 - 7:40 min/mile
- Recover: .25 mile ≈ 9:30 min/mile
- Cool Down: 1 mile ≈ 9:30 - 8:45 min/mile

[Outdoor Run](#)

[Indoor Run](#)

*Tough times don't last.  
Tough people do.*

5.3.1 Indoor Run

**Tempo Run** 5 Miles

Have a great run!  
Take a picture of your treadmill screen after your run and we'll help you track your progress.

Take Photo

[Start Run](#)

TOTAL TIME  
**00:00:00**

DISTANCE: 00.00 miles | PACE: 00:00 min/mile

SELECT SOURCE

HOME **TODAYS** WEEK 5 PLAN PROGRESS

5.3.6 Indoor Run: Summary

**Tempo Run** 5 Miles

Great Run!  
You've run a total of 125 miles so far.  
That's a whole lotta miles, pal!

[Check Your Progress](#)

TOTAL TIME  
**00:39:00**

DISTANCE: 04.57 miles | PACE: 09:20 min/mile

SELECT SOURCE

HOME **TODAYS** WEEK 5 PLAN PROGRESS

5.2.4 Outdoor Run: Summary

**Tempo Run** 5 Miles

Great Run!  
You've run a total of 125 miles so far.  
That's like sooo many miles!

[Check Your Progress](#)

TOTAL TIME  
**00:02:35**

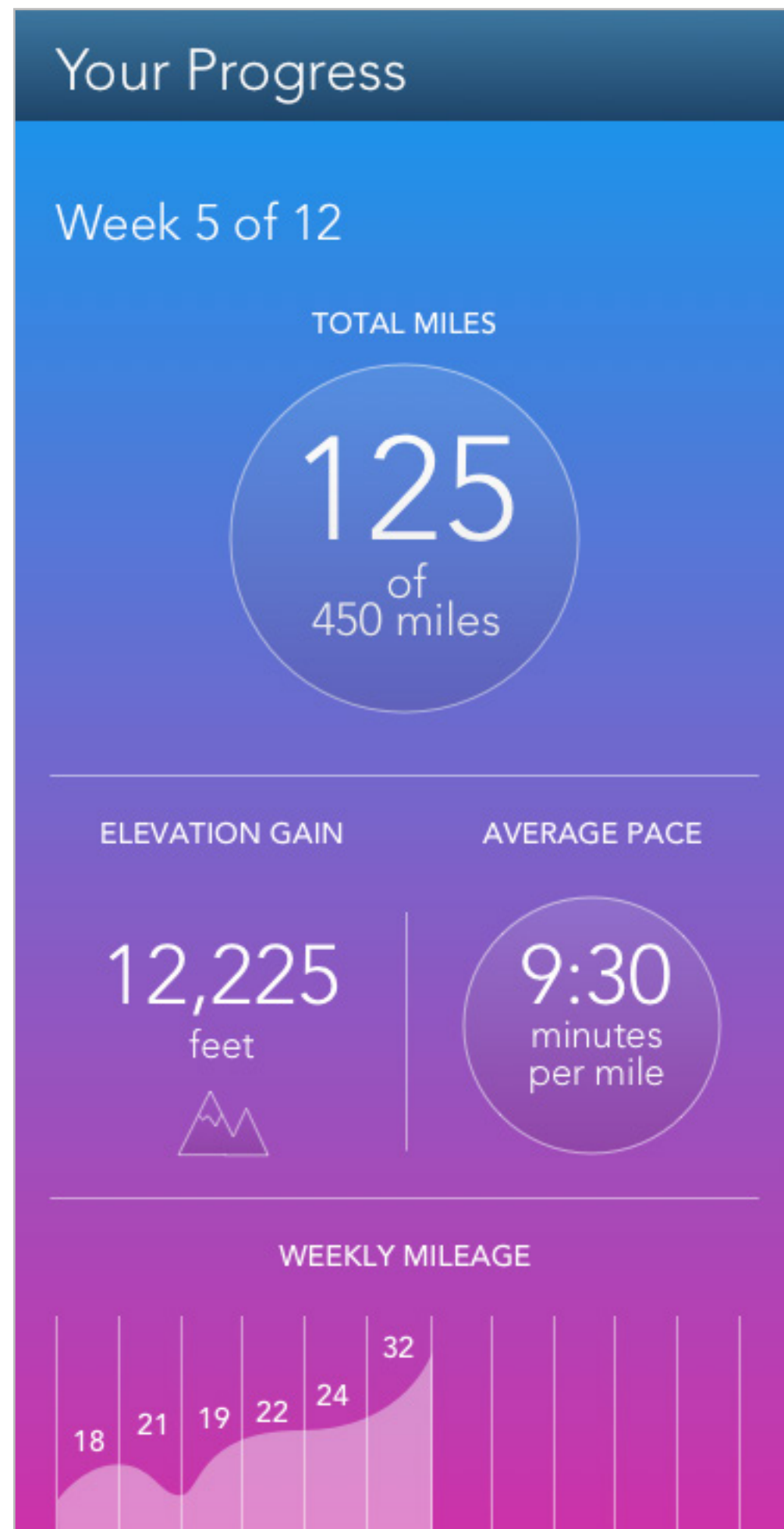
DISTANCE: 00.25 miles | PACE: 09:30 min/mile

SPRING RUNNING MIX

HOME **TODAYS** WEEK 5 PLAN PROGRESS

# Visual Design

2.1 Progress Tracker



3.1 Training Program

**Training Program**

12 Week Marathon Training

Week 1 18 MILES	Week 2 21-24 MILES
Week 3 22-26 MILES	Week 4 26 MILES
Week 5 24 MILES In Progress	Week 6 28 MILES
Week 7 29-32 MILES	Week 8 30 MILES
Week 9 31 MILES	Week 10 20 MILES

4.5 Week 5

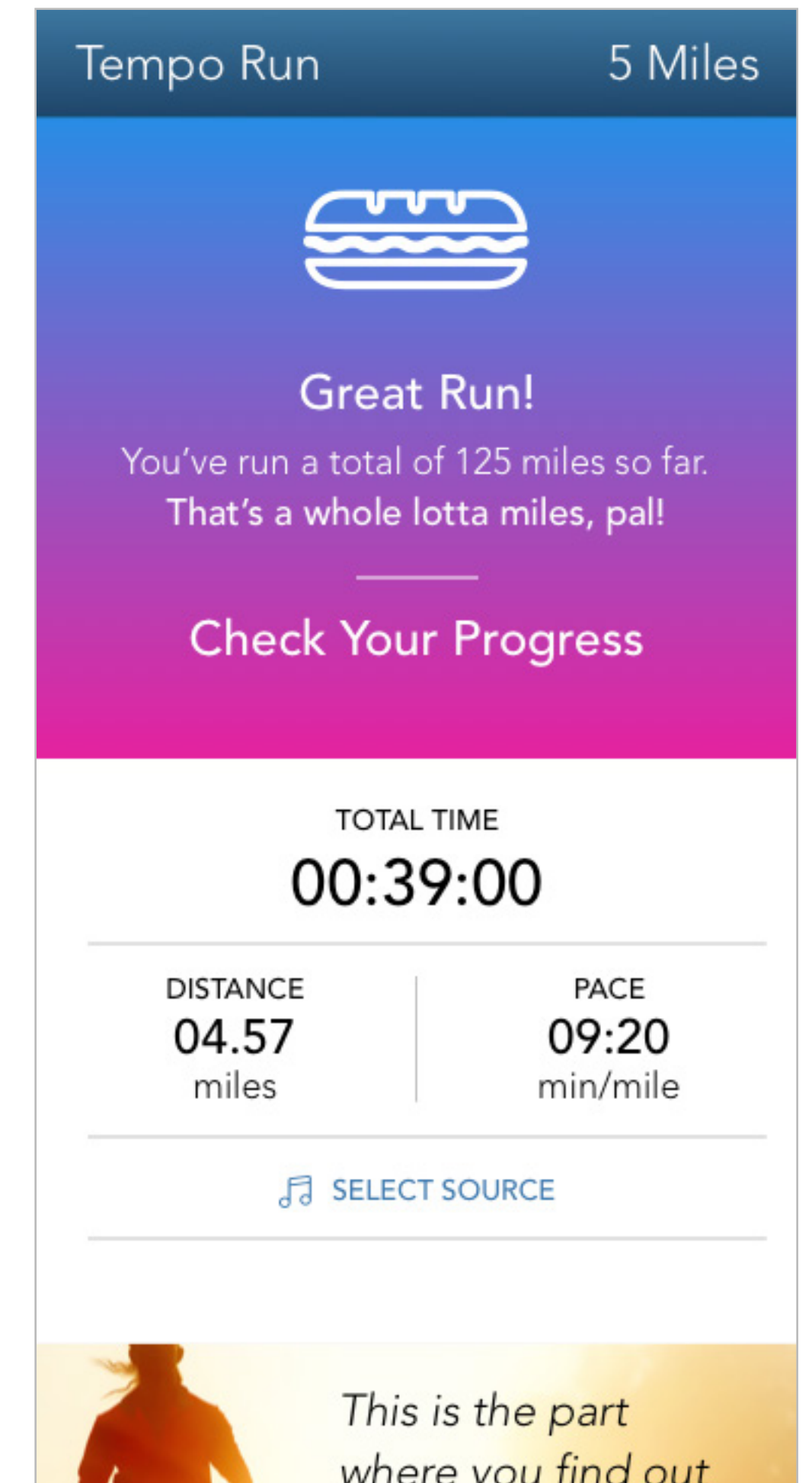
**Week 5** 24 Miles

Monday DAY OFF Meow	Tuesday 4 MILES Good Job
Wednesday 9 MILES Long Run	Thursday DAY OFF
Friday 5 MILES Tempo Run	Saturday 6 MILES Regular Run
Sunday DAY OFF	Week 6 30 MILES

Recalibrate Week

HOME | TODAY'S | WEEK 5 | PLAN | PROGRESS

5.2.4 Indoor Run: Summary



# Final Prototype

[https://invis.io/TR9LT8WDW#/210646742\\_0-0](https://invis.io/TR9LT8WDW#/210646742_0-0)

## Questions?

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