

ACTIVITY TRACKING APP

STRAVATM

WHAT IS STRAVA?

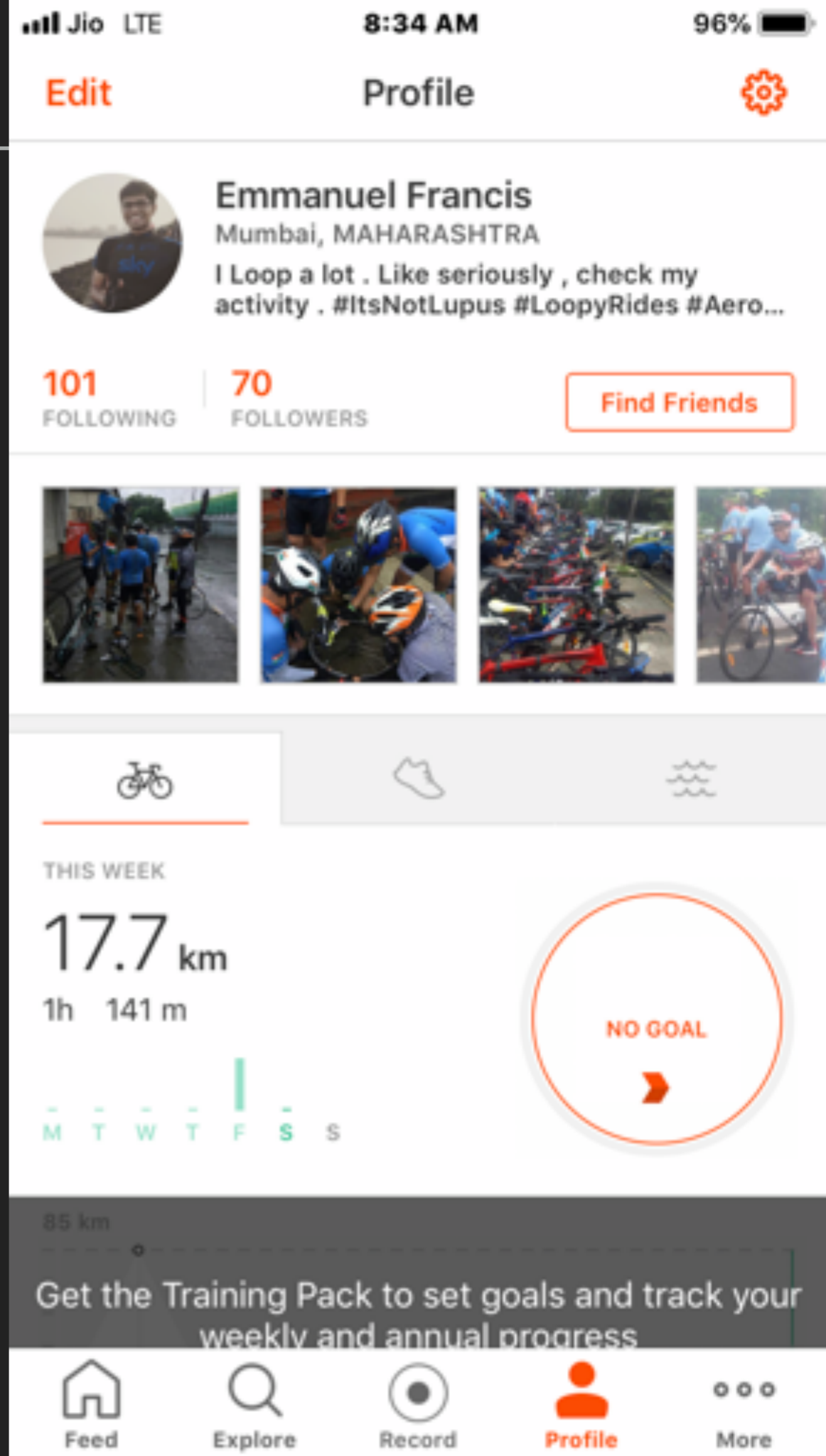
Fitness Training with Strava Activity Tracker:
3 Ways to Train Smarter

- 1. Record routes, track running & analyze:** Track distance, swim pace, cycle speed, elevation gained & calories burned
- 2. Map your route:** Mix up your run, swim or ride with the world's largest trail network
- 3. Training challenges:** Push yourself with monthly Challenges & compete with others

The Strava logo is displayed in white, bold, uppercase letters against a solid orange background. The letters are closely spaced and have a slightly irregular, hand-drawn feel.

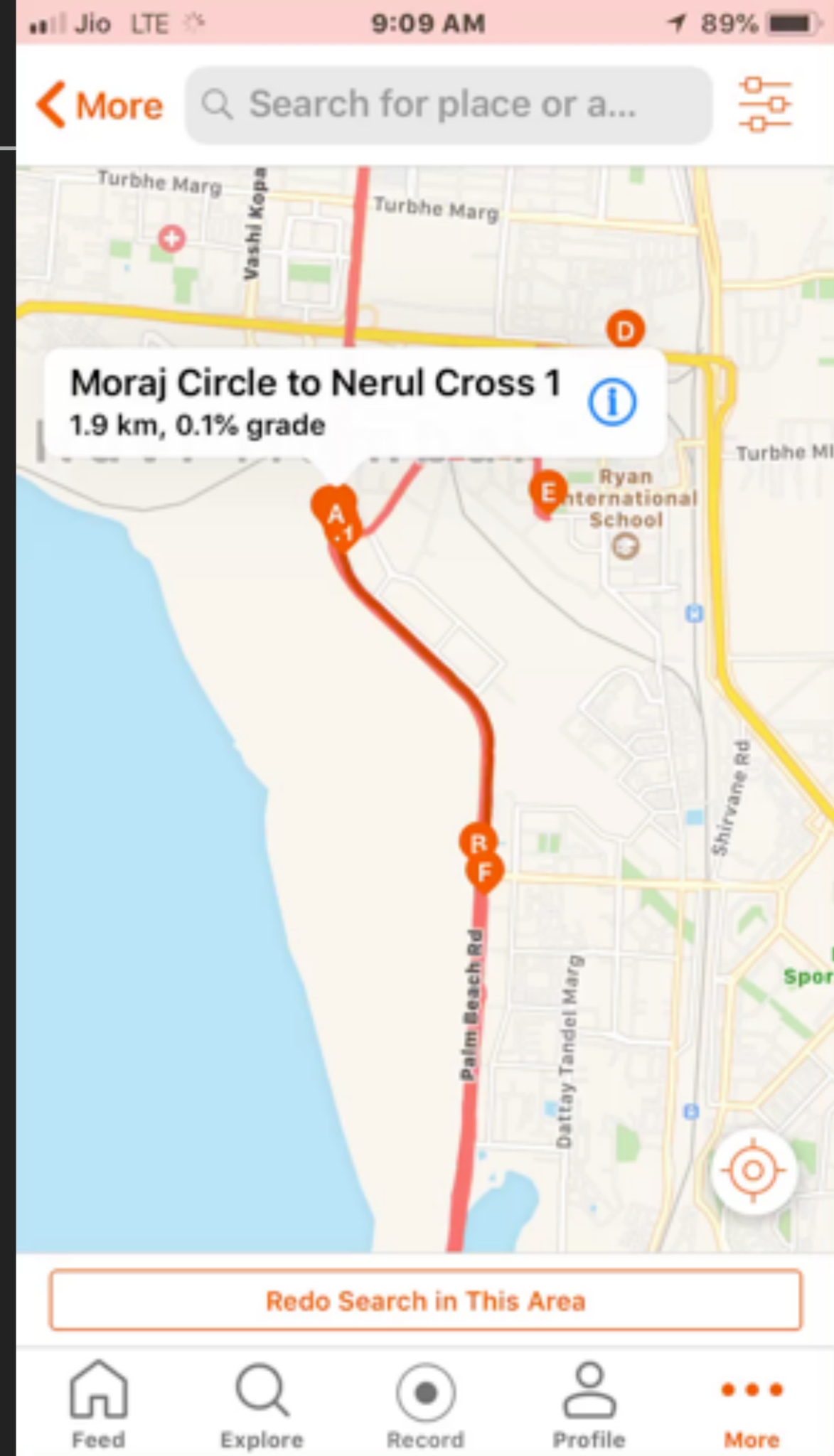
#01 CONTENT PRIORITIZATION

- ▶ Day / Week wise analysis
- ▶ Find Friends
- ▶ Set Goals
- ▶ Followers
- ▶ Kms Travelled



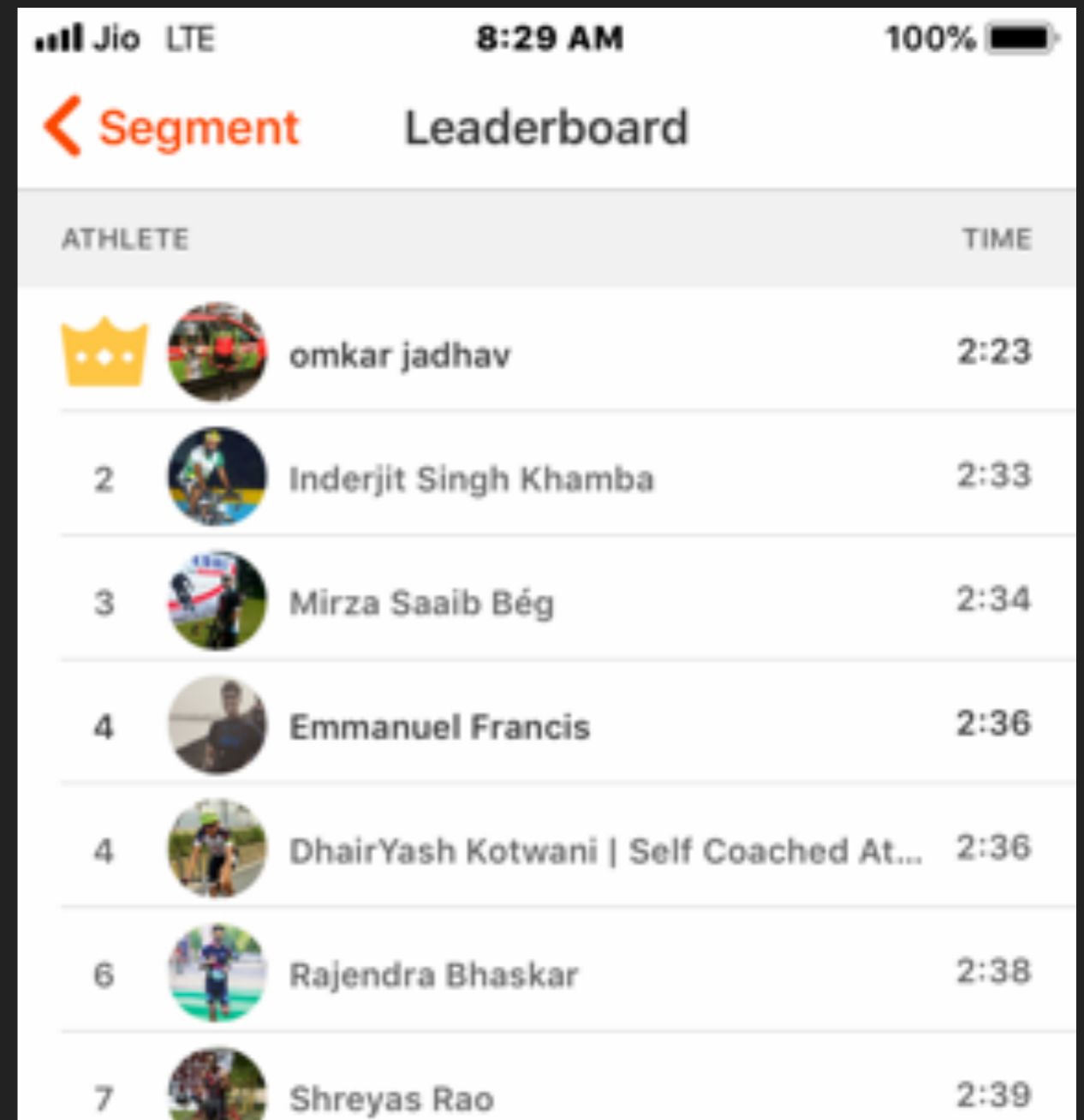
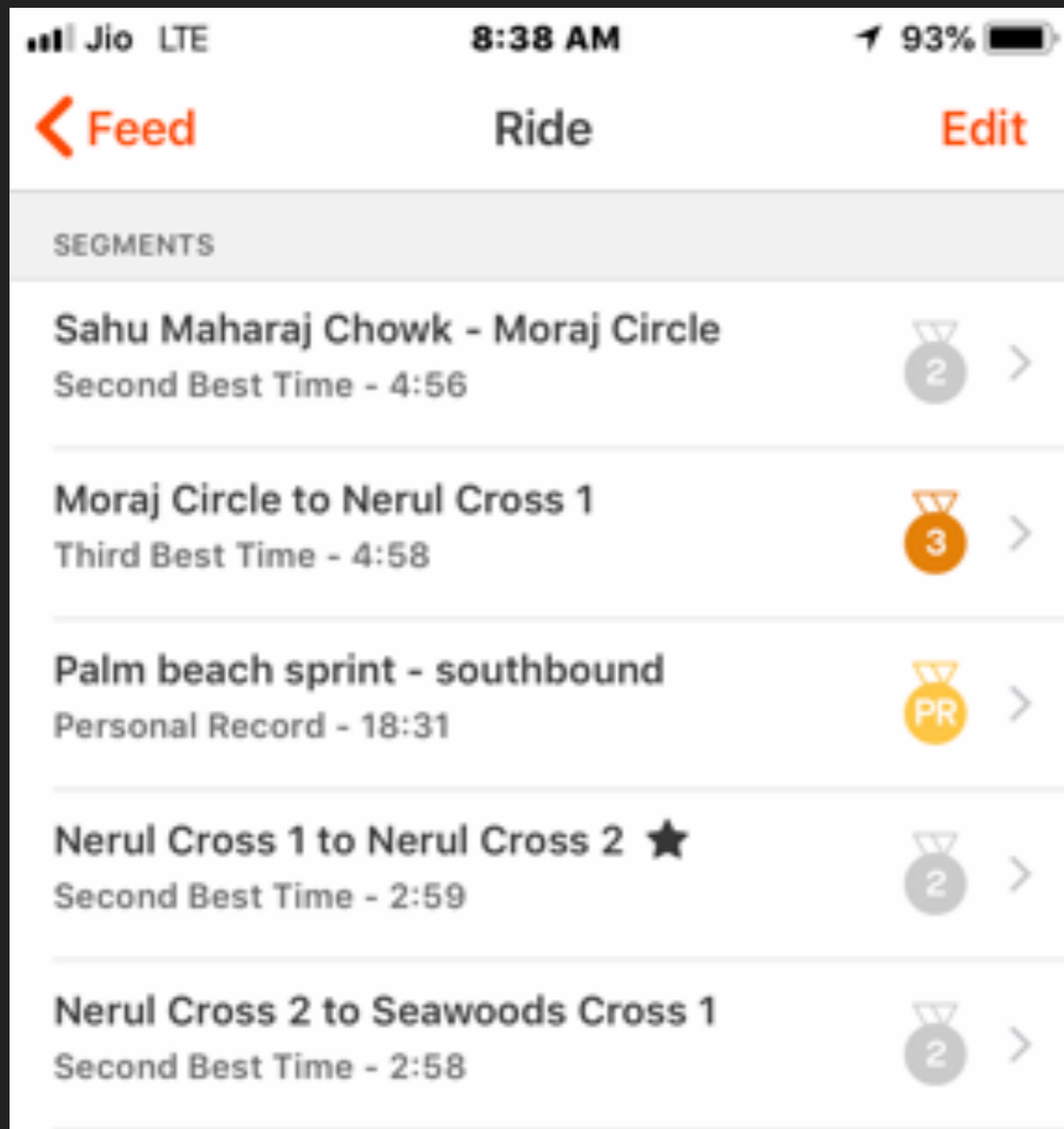
#01 CONTENT PRIORITIZATION

- ▶ SEGMENTS in STRAVA
- ▶ The A, B, C, D naming convention for segments in your area
- ▶ Segment Details (Distance and Gradient)



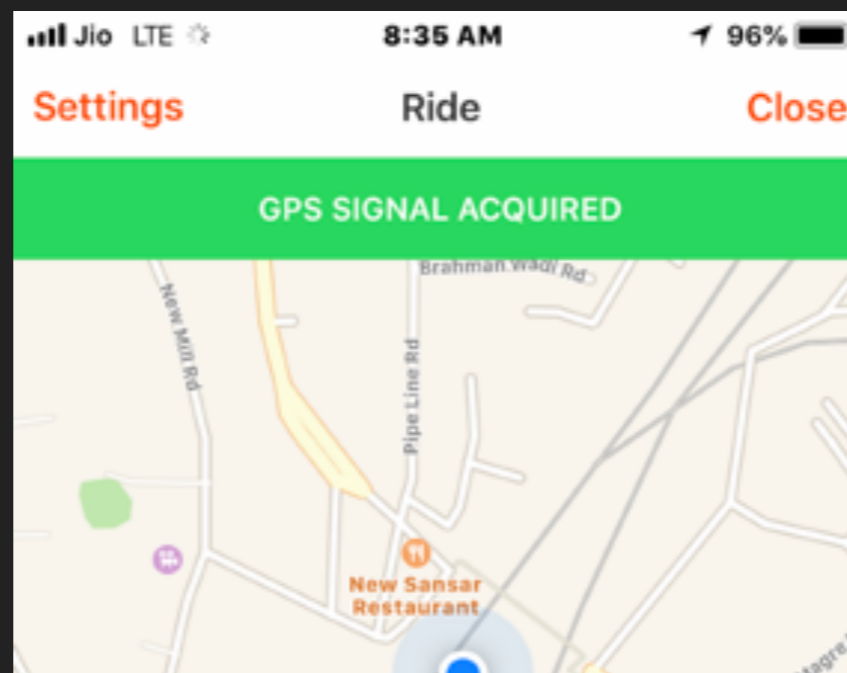
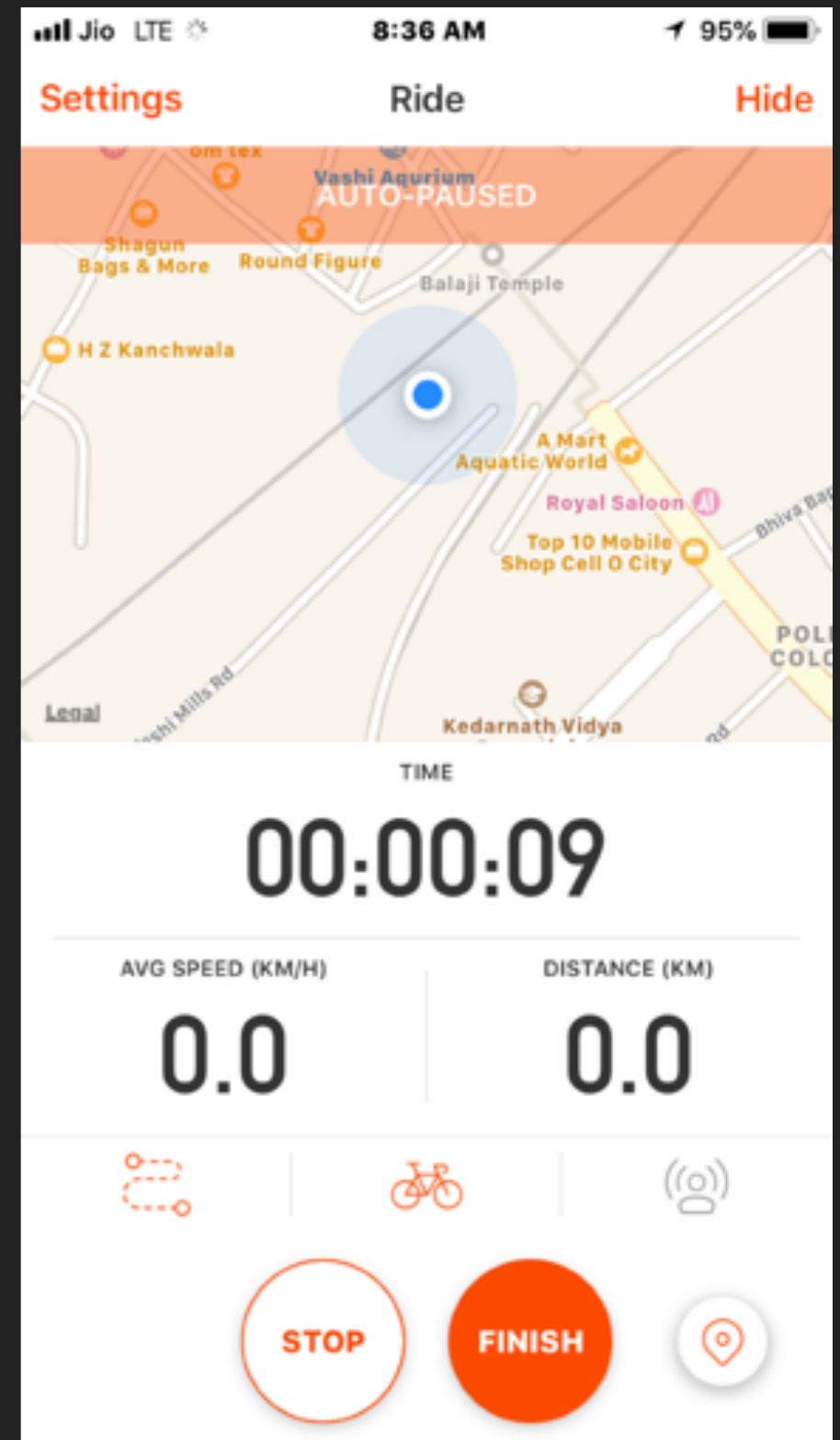
#01 CONTENT PRIORITIZATION

- ▶ Usage of Badges , crowns and Timestamps



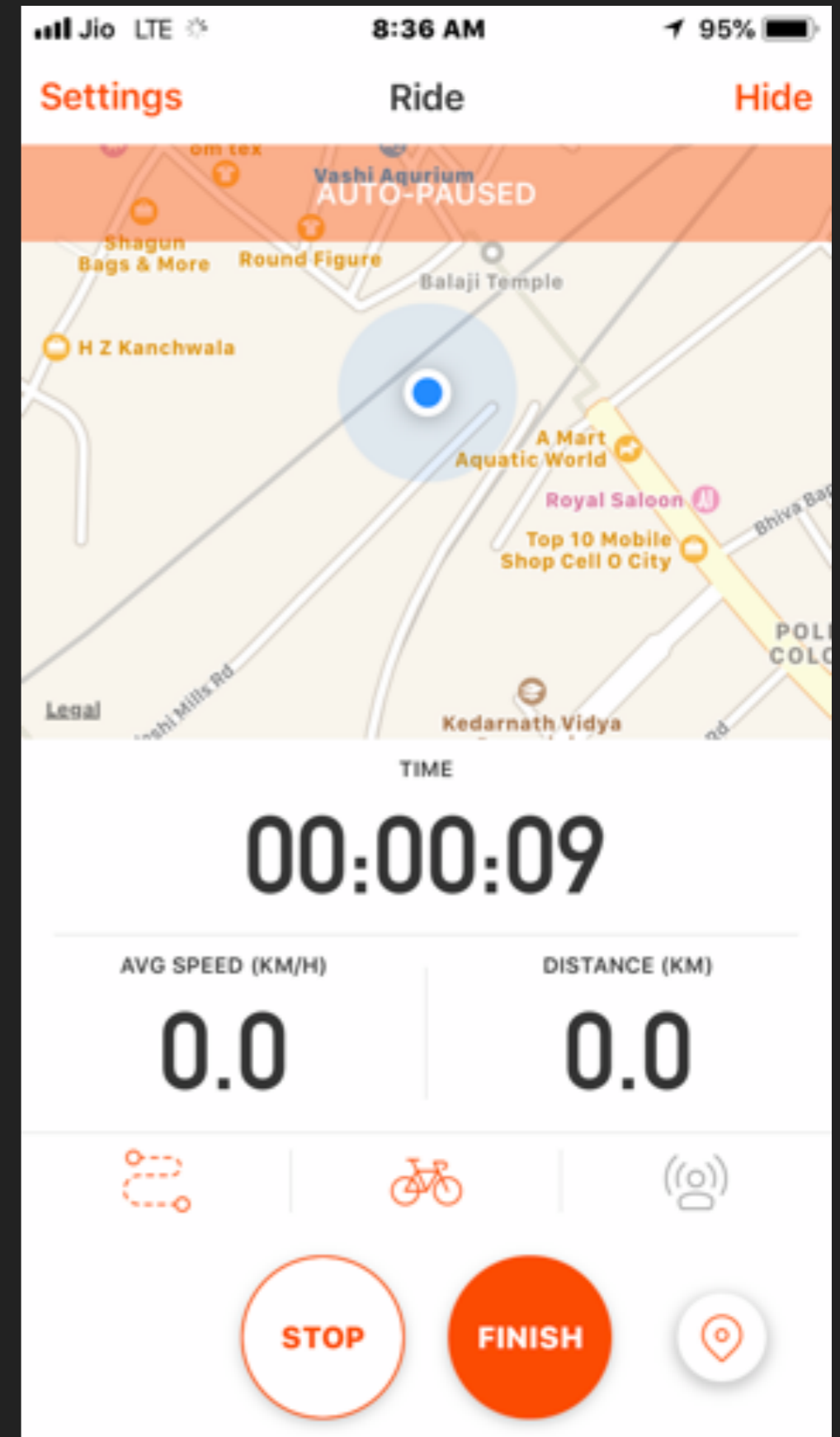
#02 MAKE NAVIGATION INTUITIVE

- ▶ Auto Pause
- ▶ WEAK / GPS SIGNAL ACQUIRED
- ▶ Overspeeding warning

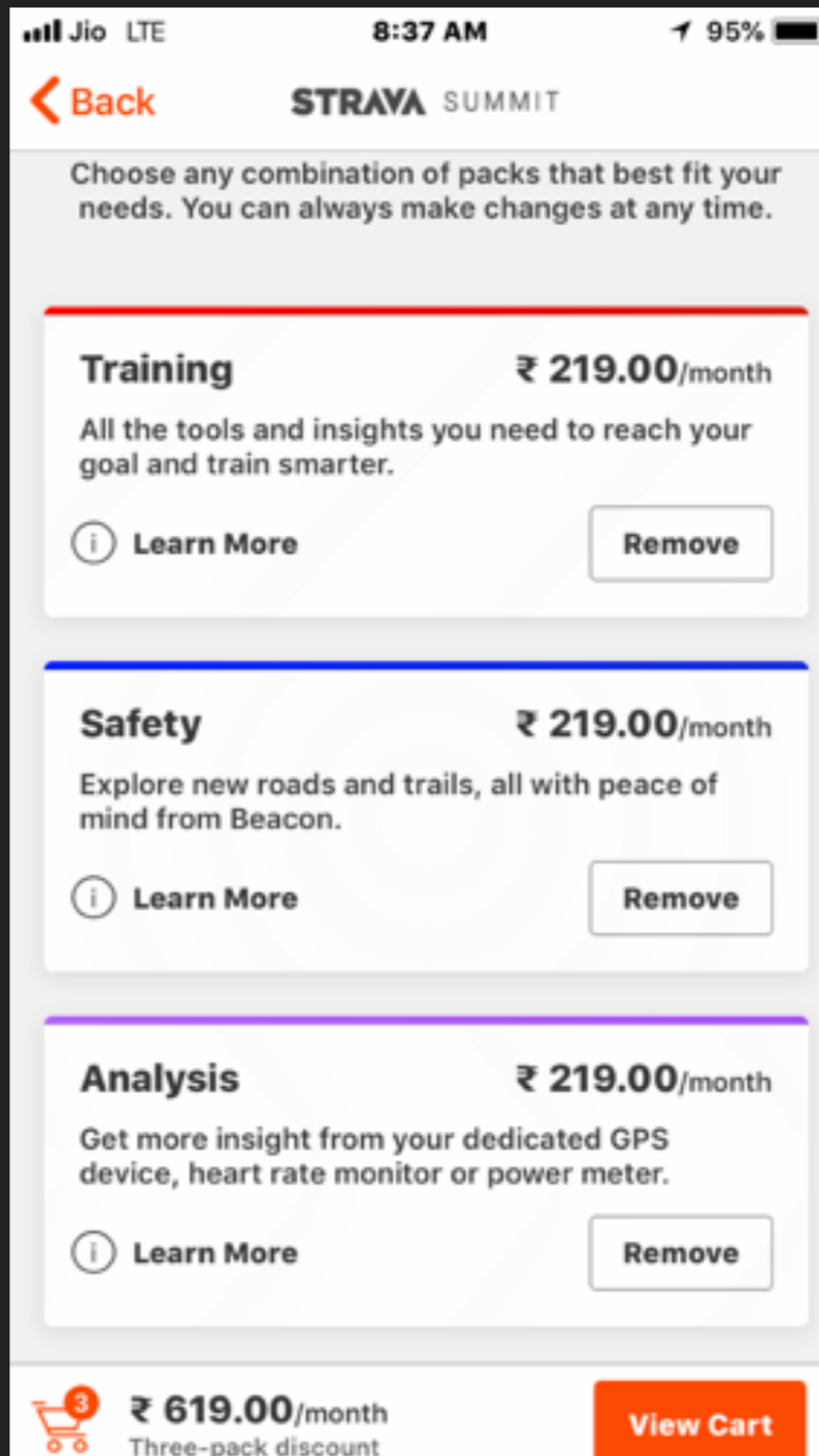
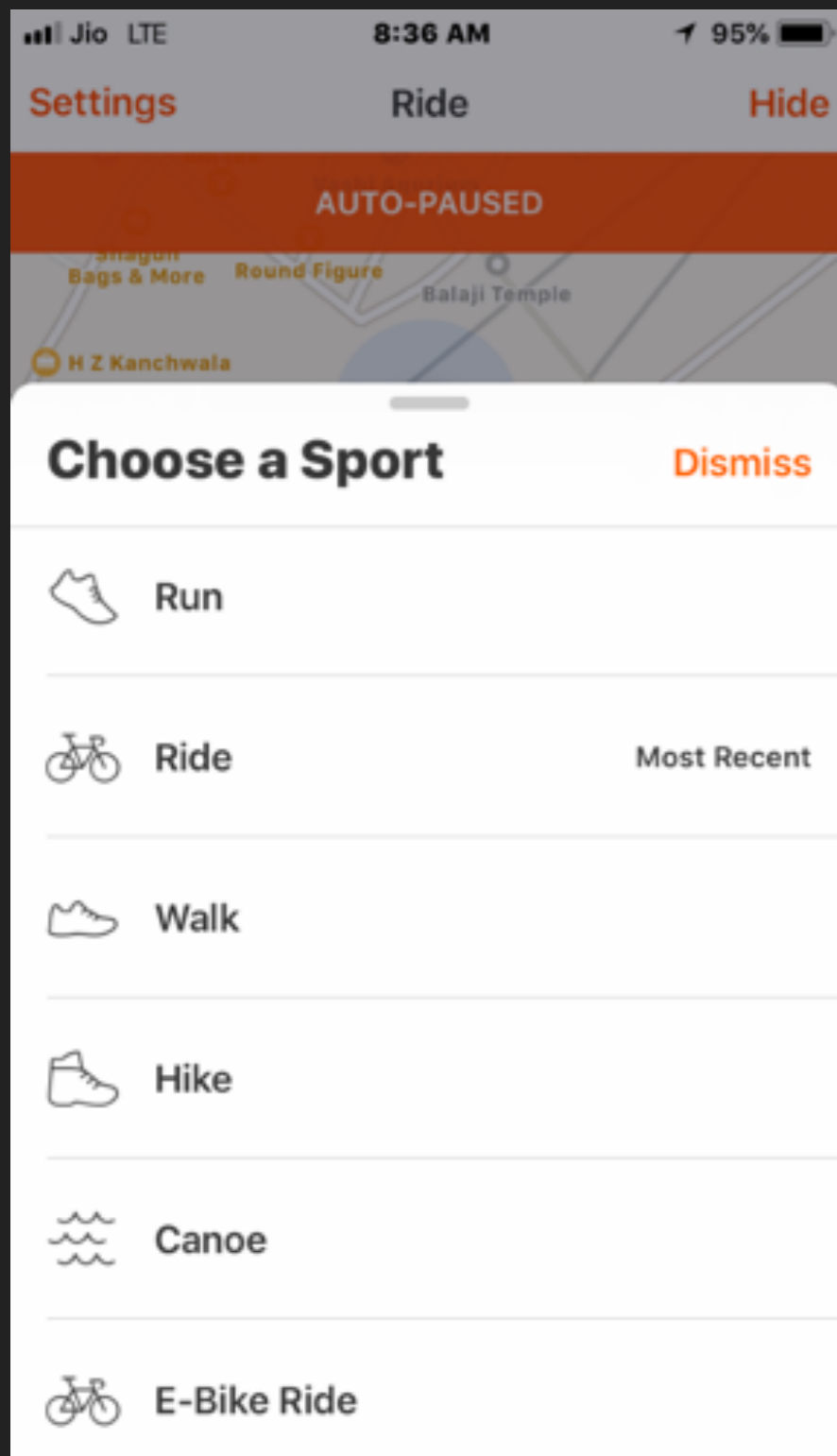


#03 TOUCHSCREEN TARGET SIZE

- ▶ START
- ▶ PAUSE
- ▶ RESUME
- ▶ STOP
- ▶ HIDE MAP



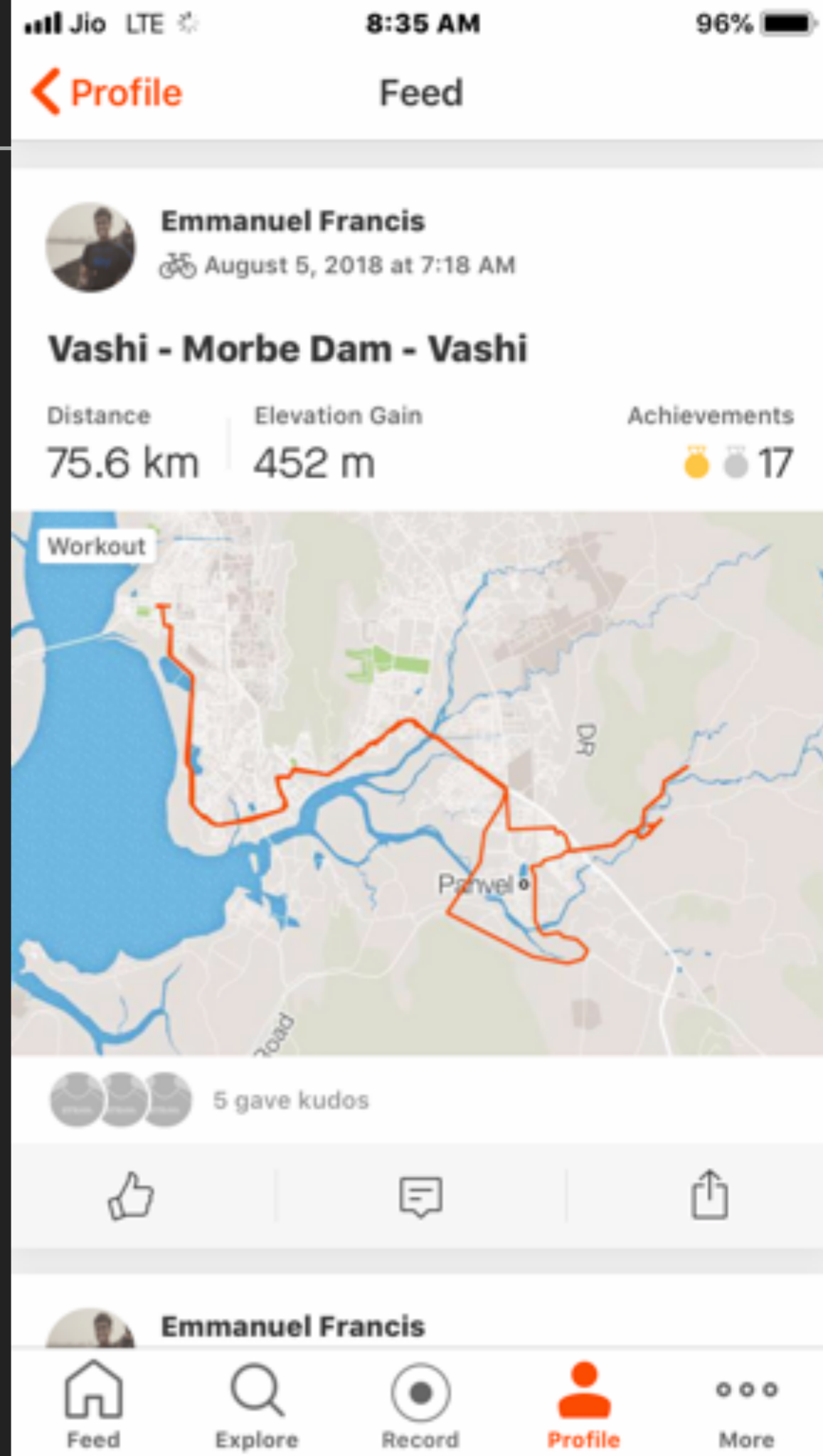
#04 PROVIDE USER CONTROL



- ▶ Strava Summit gives the user the control to add premium services that a sportsperson needs for a major event
- ▶ Choosing a “sport from a wide array of sports” of the users choice is commendable

#05 LEGIBLE TEXT CONTENT

- ▶ The way content is displayed on the feed is identical to traditional social media feed to decrease the cognitive load on the user

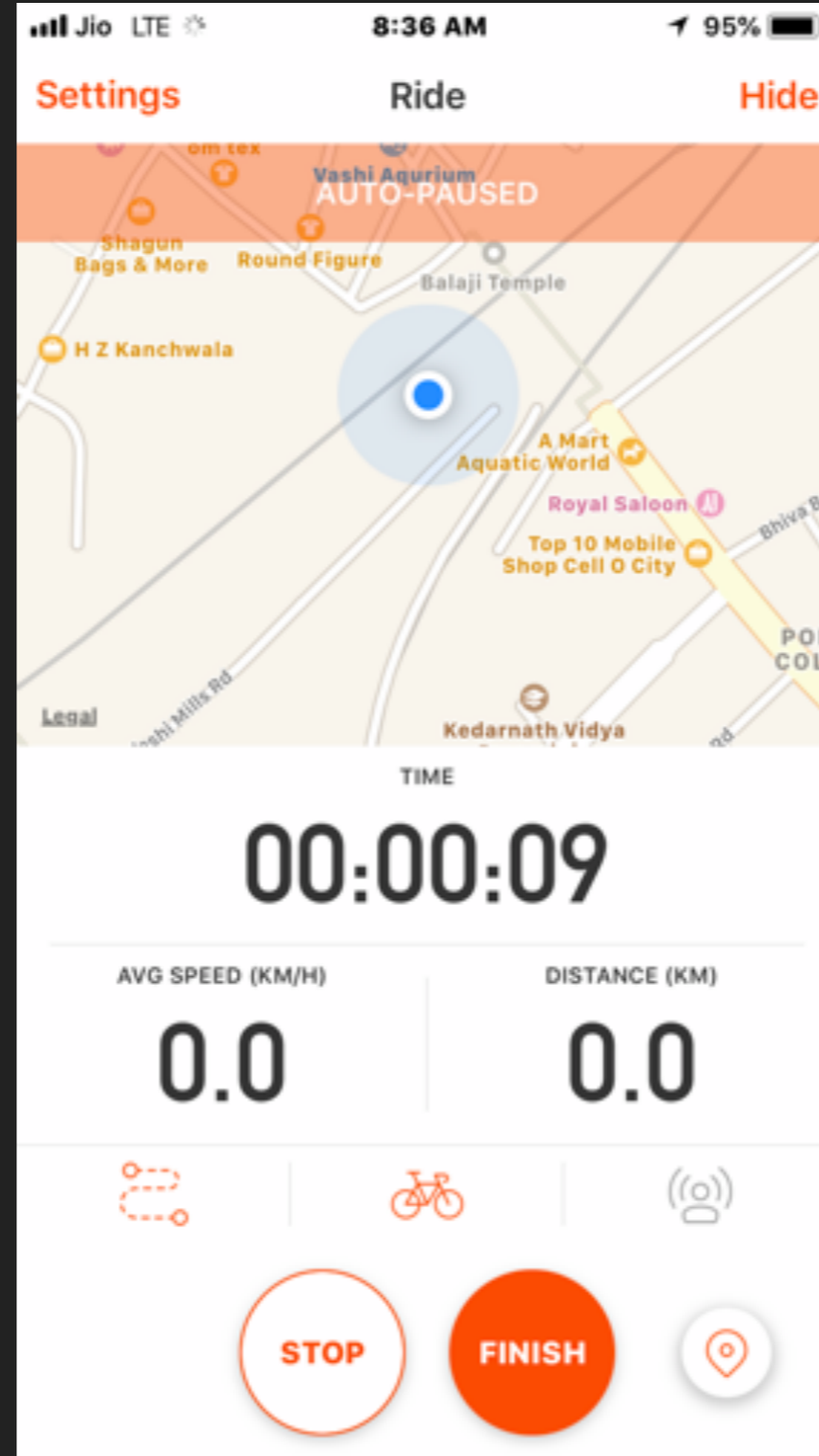
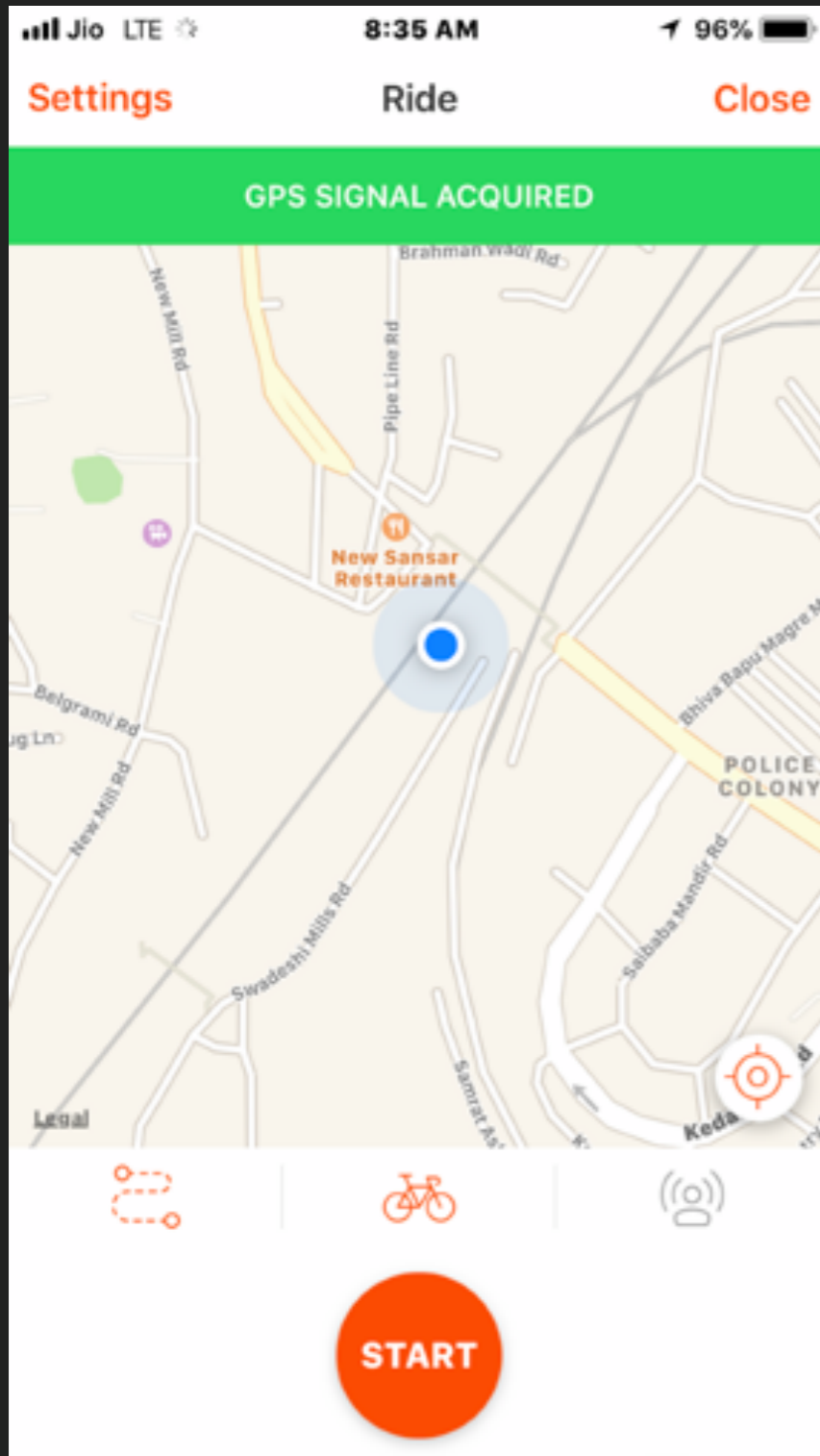


#06 MAKE INTERFACE ELEMENTS CLEARLY VISIBLE



- ▶ Vital statistics made visible for instant analysis

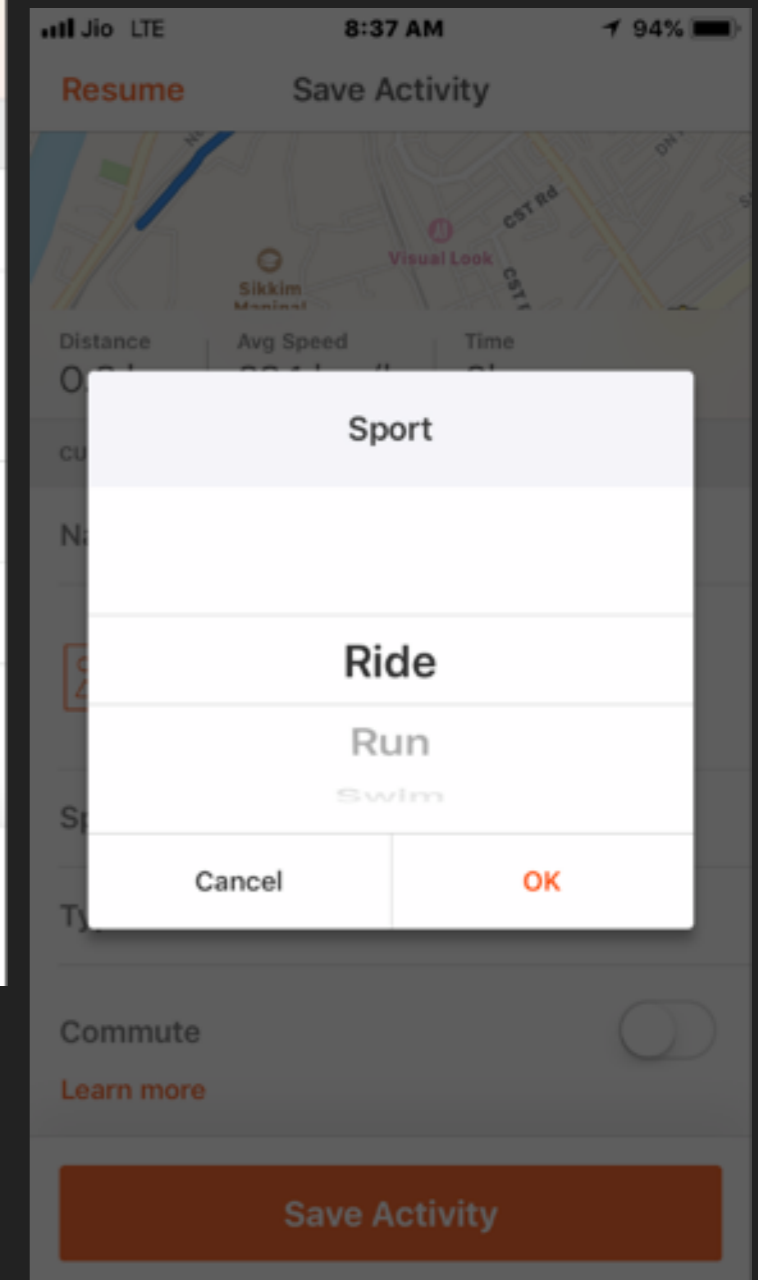
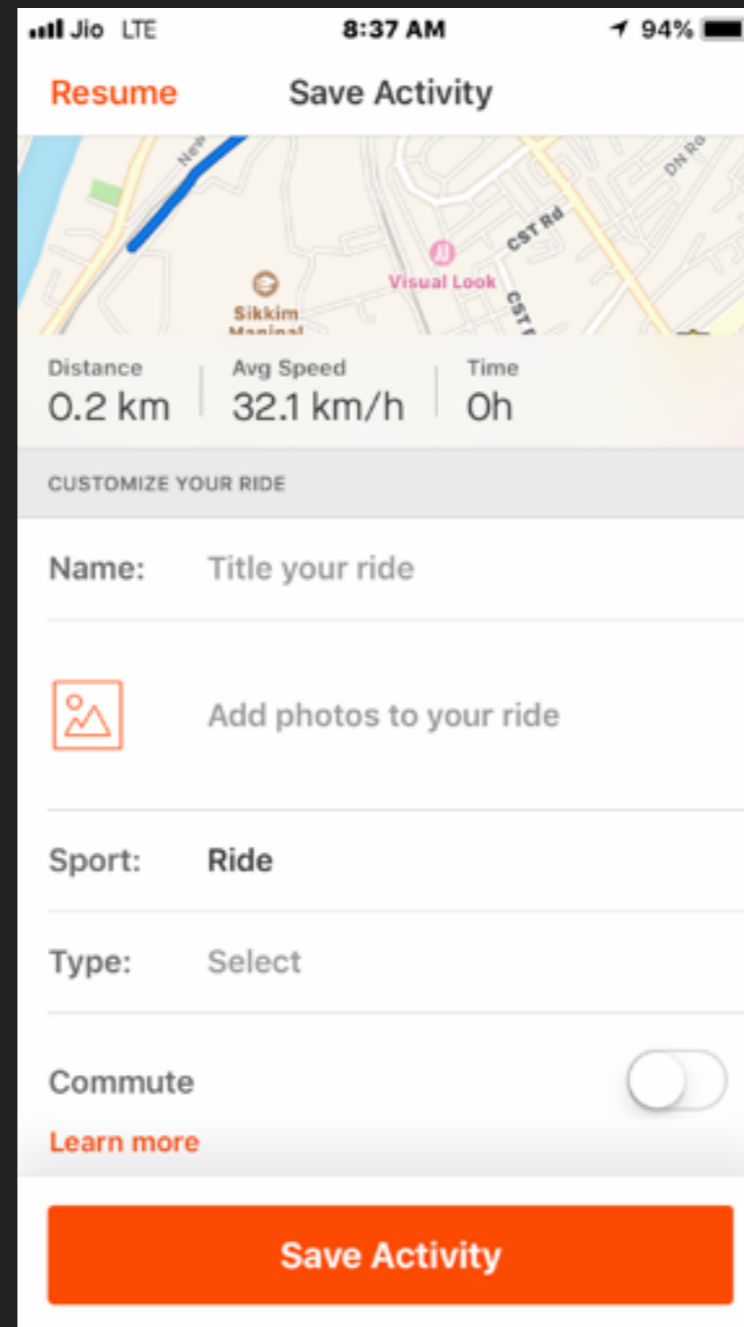
#07 HAND POSITION CONTROLS (THUMB ACCESSIBLE)



- ▶ Call to actions placed at the bottom for ease of access

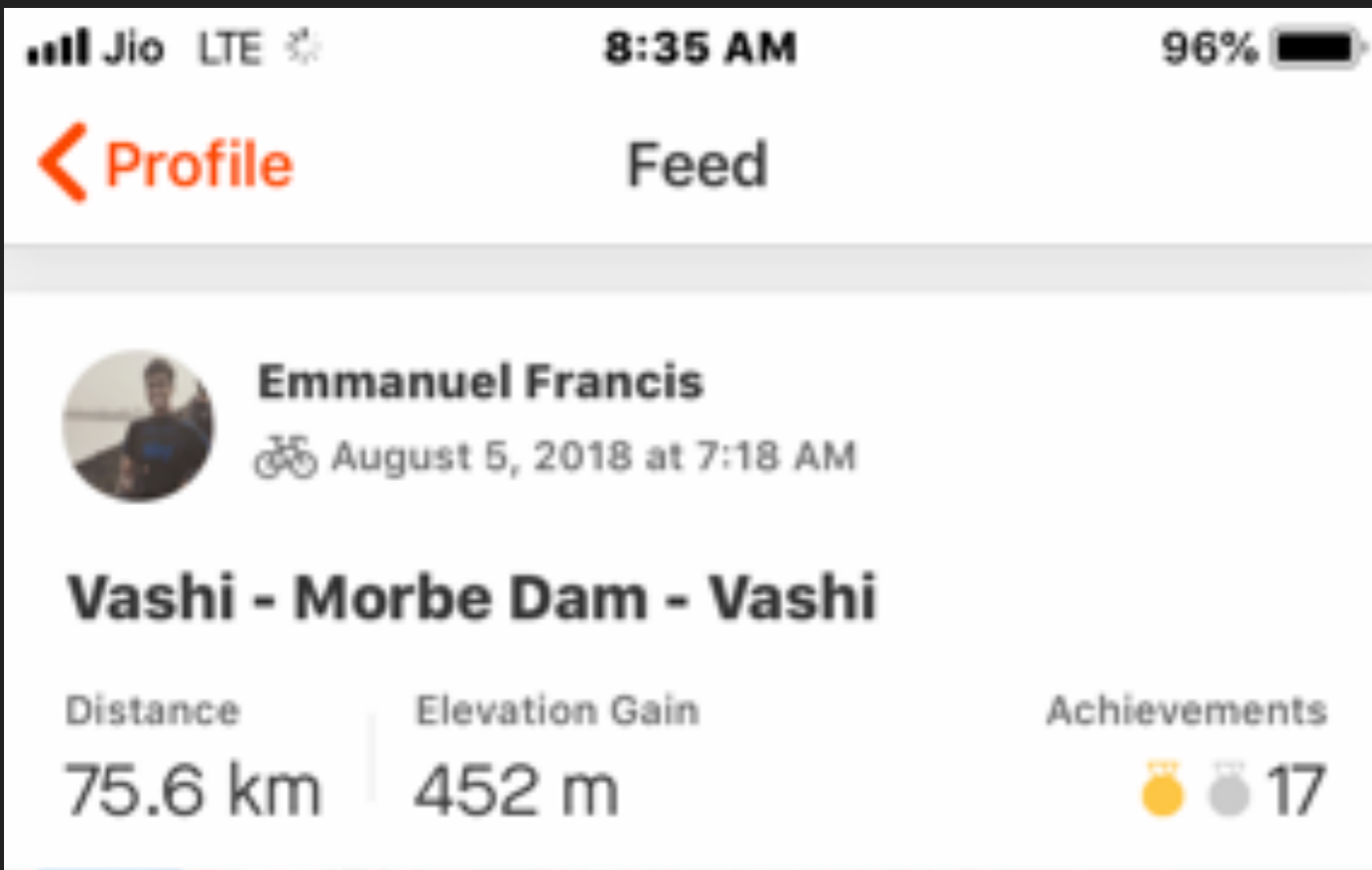
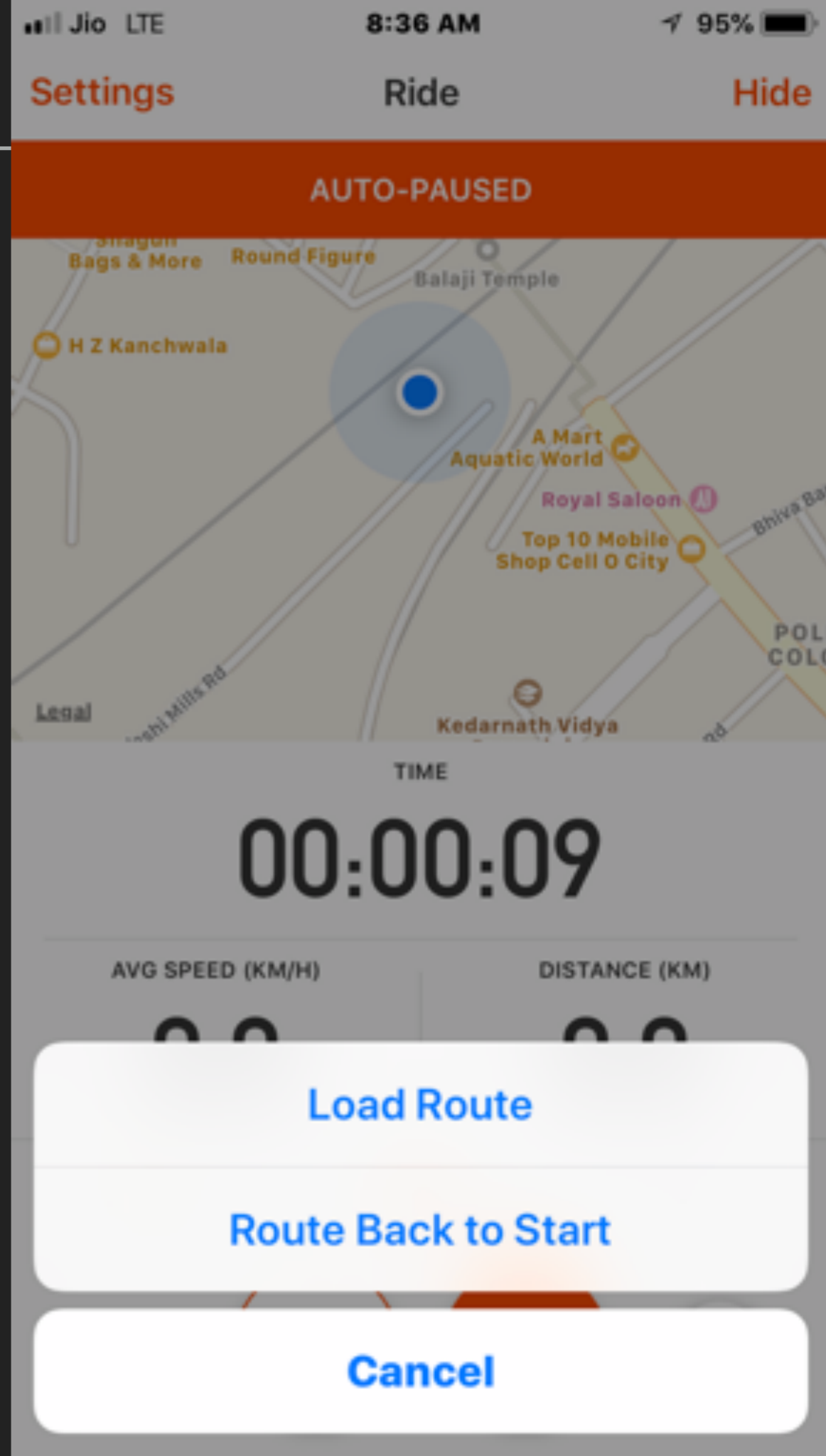
#08 MINIMIZE DATA INPUT

- ▶ Usage of select boxes and toggles makes life easier
- ▶ Recent activity type tends to be autofilled for a seamless upload and sync procedure



#09 CREATE A SEAMLESS EXPERIENCE

- ▶ Easy Charting of Routes
- ▶ Achievements Unlocked to motivate you to work on yourself



#10 TEST YOUR DESIGN

► A missing feature in Strava



Ghostracer - GPS Run & Cycle

Brave the Skies Health & Fitness

★★★★★ 940

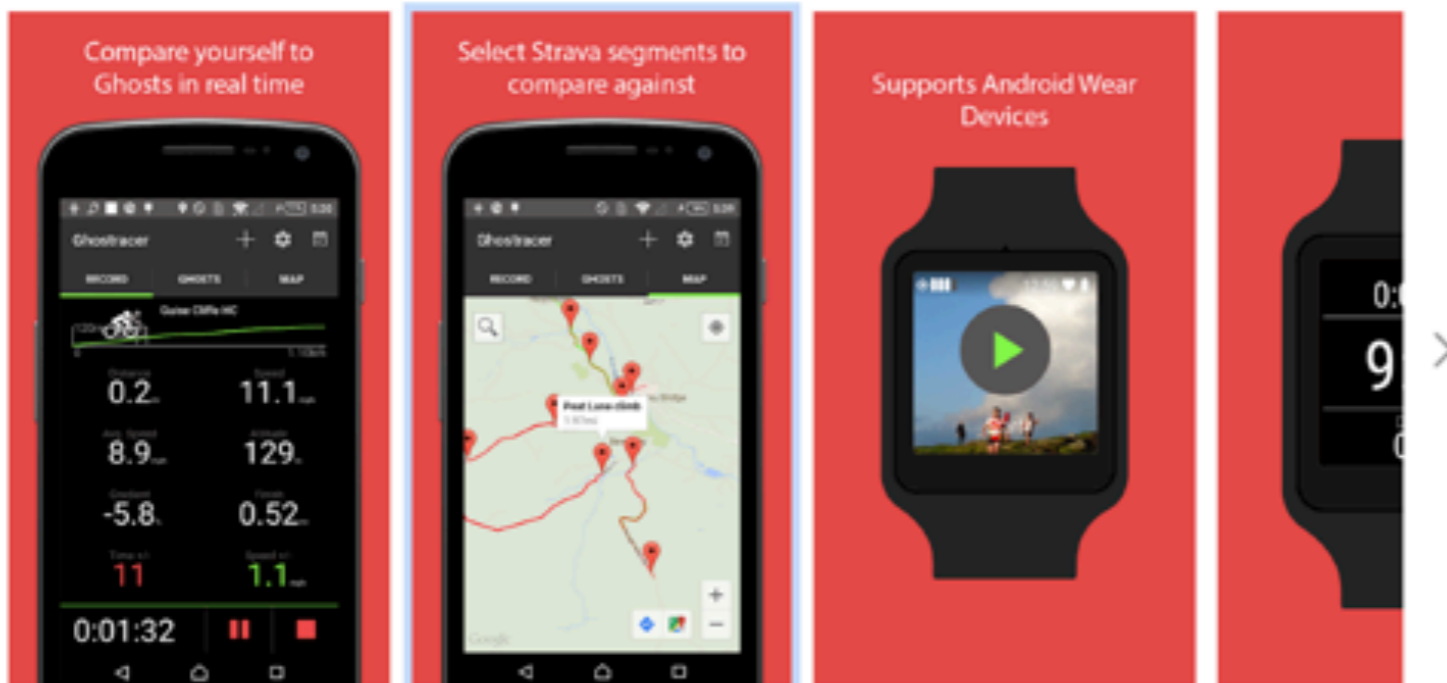
3+

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This app is compatible with your device.

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Compare yourself to Ghosts in real time



THANK YOU