

## Design for Practice: An Inspirational Running Add-on

In approaching this assignment, I knew that I wanted to stay close to home regarding the practice that I would be designing for. I quickly decided upon running, as it is something that is near and dear to my heart, but also something that I have not been doing for long. I started about 3 years ago, while in college, and have been attempting to improve my distance and speed since. There was definitely room for learning more, especially in regards to research, as well as regarding experiencing types of running that I had not been involved with previously.

I began by doing research on the act of running itself. I looked at proper running form, what goes into it and how equipment might affect the way in which a person runs. I looked at hydration, potential health risks, benefits, and current trends in running populations. To undergo the practice itself, I went on several runs of different types over a course of several weeks: road, trail, and cross country.

Through my research I was able to determine many implications that need to be considered when designing for the practice, as well as guidelines that ought to be adhered to. I discovered that regardless of what sort of running a person is doing, the amount of equipment required is minimal; all you really need is an appropriate pair of shoes (cushioned, help with pronation) and clothes. When running it is recommended that stretching be done before and after. Hydration is also something that runner's must be conscious of; including overhydration, as there is potential for dilutional hyponatremia (water poisoning). Running can be a lengthy time commitment too, depending on one's goals. If a person is training for a marathon, they could be gone for 4-5 hours at a time. Keeping these implications in mind, I came up with five design guidelines that need to be adhered to in order to create a successful product or digital media application when designing for running:

- **Safety First**
  - All designs should be minimal. In that necessity for interaction so that runners can focus on running. Must run in the background or else be useable with very few button presses.
- **Weather-resistant**
  - Runners run in all conditions: sunny, cloudy, rain, sleet, snow. Design(s) must be weather proof or else allow for weather proofing via casing.
- **Minimalistic**
  - The last thing a runner wants is something big and/or heavy to carry around with them while running (unless they are purposely training with weight). Wearable design preferred.
- **Energy Efficient**
  - Runs can often last hours (Ultra marathons, or anything lasting more than 26.2 miles, can last 30+ hours). Therefore, if technical, must be able to last for the duration of the run.
- **Durable**
  - Must be able to withstand stressors of environment, quick movement, and potential drops.

Stemming from these guidelines I juggled between two ideas. The first, was very personal; a feature integrated into existing technology, such as smart watches, that would allow for the sending and receiving of inspirational words during a run from others. The second was related solely to trail running. After the few runs that I had gone on, I was already annoyed by the large number of people on the trails. This severely hindered my pace, as I'd have to run behind them on the already narrow trails. The idea

would be to have an application that would allow the sharing of trails that would not be as popular as those that are widely known, or at least allow people to map “trail-like” runs.

Due to there already being a plethora of mapping apps, I decided to build upon existing applications with my inspiration idea. Nike is already known for attempting to do something similar, with pre-recorded messages from celebrities, chiming in after the fact, but that doesn’t fix the potential loneliness associated with running as a hobby and ultimate lack of motivation that occurs during a lot of days/runs. However, since they already have varying software and hardware related to running, I decided to use their apps as a springboard for my application. These include their Nike+ Sports Watch and the Nike Running Apple app, both which tie in with their website and the social network they’ve created around exercise. The application allows for runners to send inspiration to one another while on runs. This will provide a much needed boost for many runners and will allow them to expand their running social circle. An explanation of how the application works and mockups are available below:

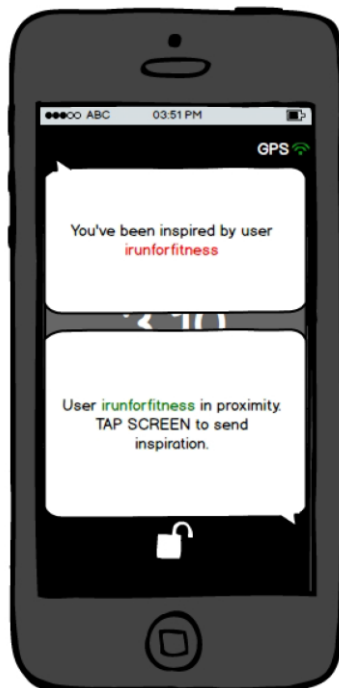
### **Nike Running application**



Users navigate to the RUN portion of the application and commence running. The application has a built in music player – it is assumed that the runner is listening to music while running.



During the run, they encounter/pass by another runner within their own proximity that is using the application. The phone strapped on their arm vibrates, or softens their music and notifies them with a tone that there is someone near them. A simple tap on the screen will send a pre-recorded inspirational message – “User runwithnewmedia says, Keep it up! You’re doing great!” If the user chooses not to respond it will return to the RUN screen within 20-30 seconds.



Similarly, they can send inspiration to you. When receiving, it softens music in a fashion similar to when it notifies you of a runner’s presence.

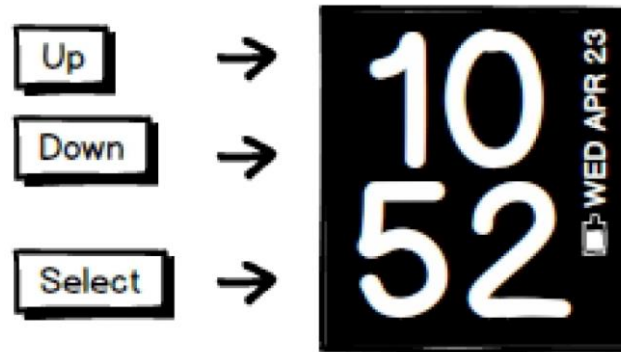


The screen that appears once a run is finished.



A dialog box will appear overtop of the run finished screen to inform user of those that inspired them during their run. The option to add the users to their friends list will be available. They can, if accepted, keep track of each other's runs and continue motivating one another.

## Nike+ Sports Watch



The default watch screen. Telling time, date, and battery remaining. There are three buttons on the side of watch, two for navigation and one for selecting options.



The navigation menu. In order to access the inspirational add-on, user must be on a run.



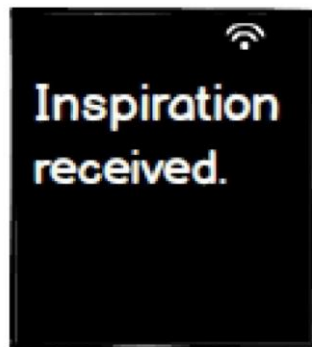
Running screen, very similar to Nike running app, shows pace, mileage, and allows for switching to total time with 'select' button press.



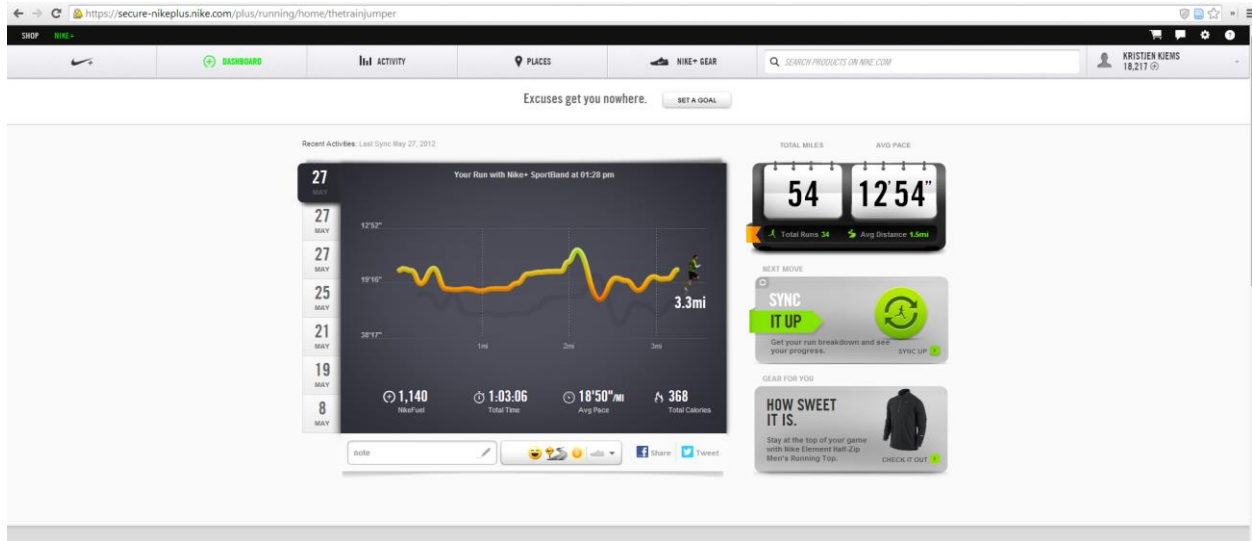
During the run, they encounter/pass by another runner within their own proximity that is using the application. The phone strapped on their arm vibrates, or softens their music and notifies them with a tone that there is someone near them. Pressing the select button while yes is highlighted will send a pre-recorded inspirational message – “User runwithnewmedia says, Keep it up! You’re doing great!” If the user chooses not to respond it will return to the RUN screen within 20-30 seconds.



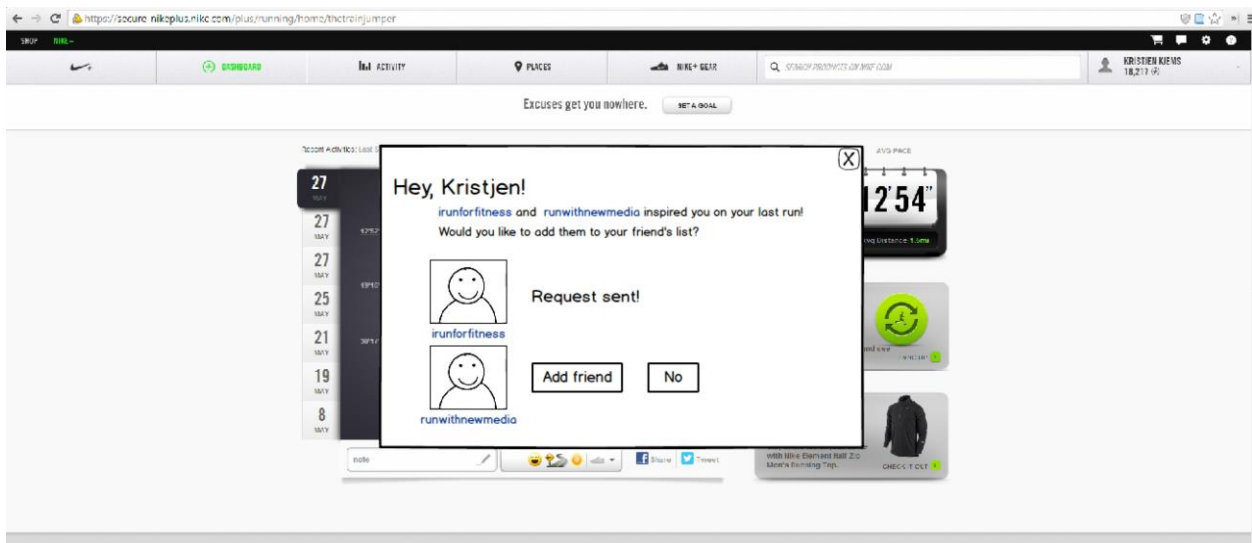
Confirmation of inspiration sent.



Similarly, they can send inspiration to you. When receiving, it softens music in a fashion similar to when it notifies you of a runner’s presence.



Nike Running Website splash page. Site allows for syncing of run data from watch.



After syncing run data a dialog box will appear overtop of the run finished screen to inform user of those that inspired them during their run. The option to add the users to their friends list will be available. They can, if accepted, keep track of each other's runs and continue motivating one another.