

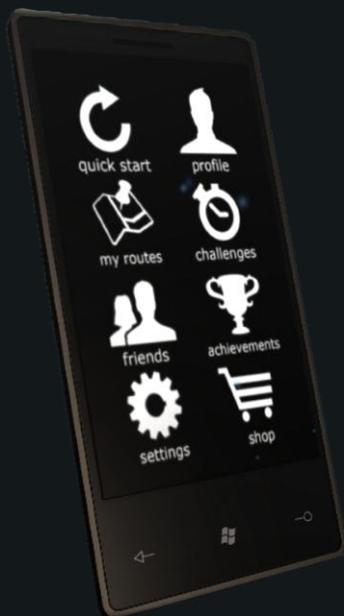
OLD DOGS NEW TRICKS

# Pro Running Challenge

## The Simplified Running App

Matt Burnill and Christian Harris

1/13/2012



A prototype analysis of our running app and its features

## Contents

Simple Menu Screen .....	2
Quick Start .....	2
Profile Page .....	3
Edit Avatar .....	3
Edit Avatar Clothing .....	4
Zoom on Avatar .....	4
Edit Avatar Features .....	5
Routes .....	5
Challenges Hub .....	6
Personal Challenge .....	6
Avatar Challenges .....	7
Celebrity Challenges .....	7
Friends Hub .....	8
Achievements Hub .....	8
Settings Hub .....	9
Shop Hub .....	9
App in play .....	10

Trailer: <http://www.youtube.com/watch?v=TLvuvLLlWRU>

Test HTML version: <http://mattburnill.co.uk/app/>

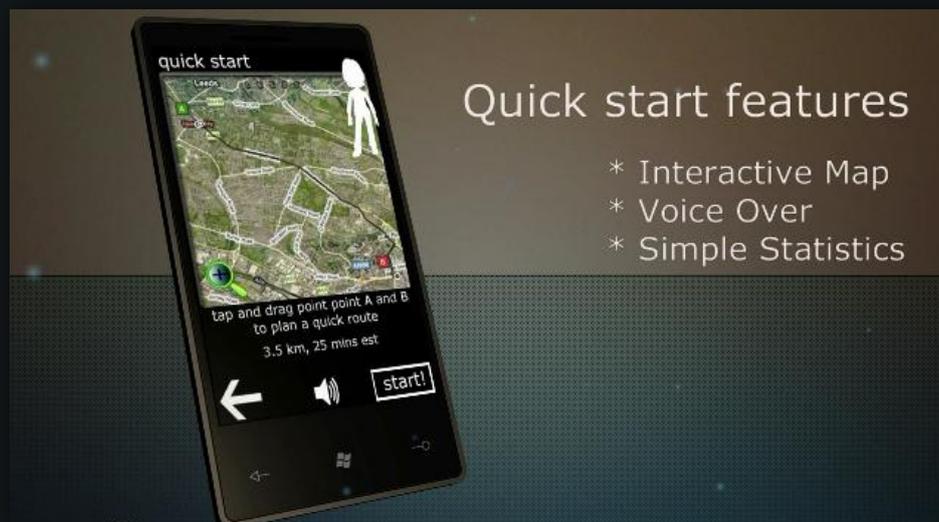
## Simple Menu Screen



Simple menu screen

The menu acts as an app home page. Each icon is laid out neatly with description for ease of use. Everything is done by touch control.

## Quick Start

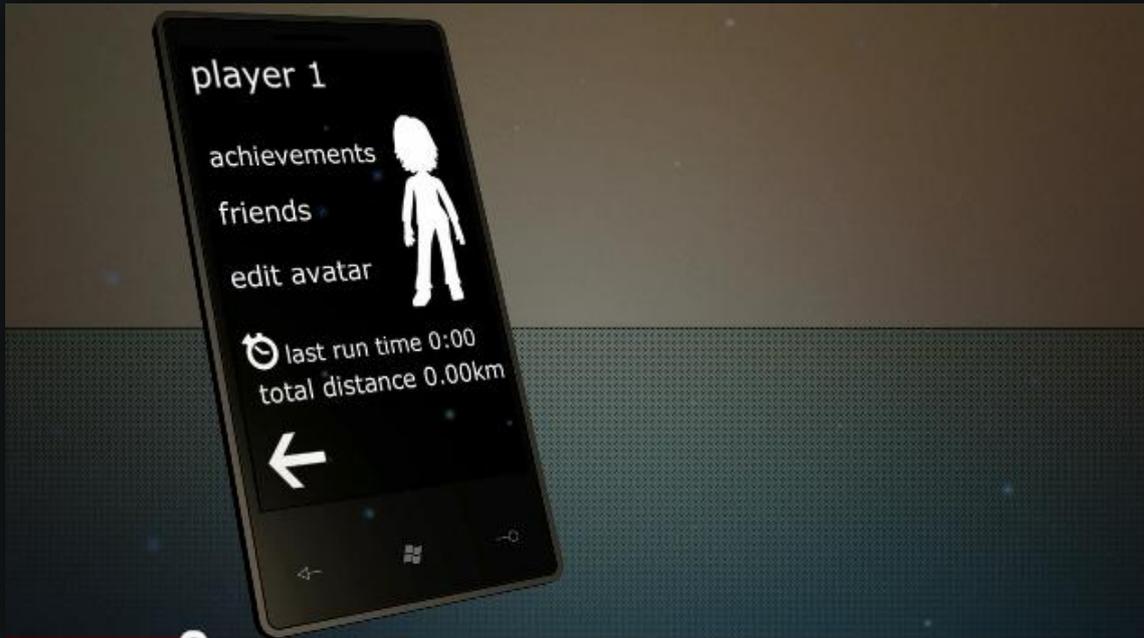


Quick start features

- \* Interactive Map
- \* Voice Over
- \* Simple Statistics

Quick start puts you straight into the running app experience. Basically you pick your route using the built in map that can be zoomed to full screen. The app tells you the distance and estimated time. You can also be told running directions through the phones headphones or speaker. The player then hits start and everything is recorded in recent routes.

## Profile Page



The profile page shows achievements, friends and the ability to edit your avatar. It also tracks your most recent run time and the distance of it. The player's avatar and name are also displayed on this page.

## Edit Avatar



The players Xbox avatar is displayed on this page. From here you can edit your avatars clothes or its features such as face and body.

## Edit Avatar Clothing



On this screen you can change the avatars clothes. This is done from scrolling through your own library of clothing and selecting an item. Further clothes can be bought in the shop on the main home screen. This page may benefit from a shop hotlink button.

## Zoom on Avatar



On this page you can rotate your Xbox avatar within 3D space. This is accessed by clicking the zoom button on the previous page. This avatar updates live along with any changes you make.

## Edit Avatar Features



This screen lets you edit your avatars features. This can include things such as body size, hair style, mouth shape. You can also zoom in on your character here.

## Routes



The route screen lets you create a more detailed route to run on. You can view your last ten routes or your entire route history. You can also create a new route, the time you hope to complete it in and if you want to share the route with friends on xbox or facebook.

## Challenges Hub



The challenges page shows different types of challenges for you to take. Personal challenges are ones you create yourself. Friend's challenges are set by Facebook and Xbox friends. Avatar challenges are the built in challenges based upon difficulty levels. Finally the celebrity challenges are weekly updated challenges from celebrities.

## Personal Challenge



In the Personal Challenge the user is able to choose a desired distance which varies from 3-30k, these are then tracked and the eventual time is recorded. The user can then reset this distance having already recorded a time and then try to better it. All times and distance will also be recorded on the website so users are able to track their progress online as well as their mobile.

## Avatar Challenges



## Avatar Challenges

- \* Skill Based
- \* Representative Avatars

The Avatar Challenge is essentially the game dynamic for the app. As the app is integrated with Xbox Live, users are able to compete against the in-game Xbox Avatar. Dependant on the users running skill the app will generate challenges accordingly, these differ in difficulty with which avatar is chosen. A calculated time for the avatar is determined by the speed and distance ran by the user. Users are able to unlock Xbox Live achievements by beating each individual in game avatar.

## Celebrity Challenges



## Celebrity Challenges

- \* Weekly Updates
- \* Set By Celebrity's And Sports People.

Updated weekly the Celebrity Challenges is a section where users are encouraged to compete against celebrity run times and distances which can be all viewed online. Sponsors like Adidas etc. also set challenges too

## Friends Hub



The Friends Challenge is where the user can track their friend's progress and challenges. Friends from their Facebook and Xbox live accounts can be added to the application where they can set challenges for each other. Friend's times and distances are visible from the drop down section, these can then be selected and if completed the user is able to post a response on their chosen network.

## Achievements Hub



The Achievements are similar to the ones on the Xbox; they are integrated with Xbox live so you can keep track of them when playing on the Xbox. Each achievement encourages the user to get the most out of the app and more.

## Settings Hub



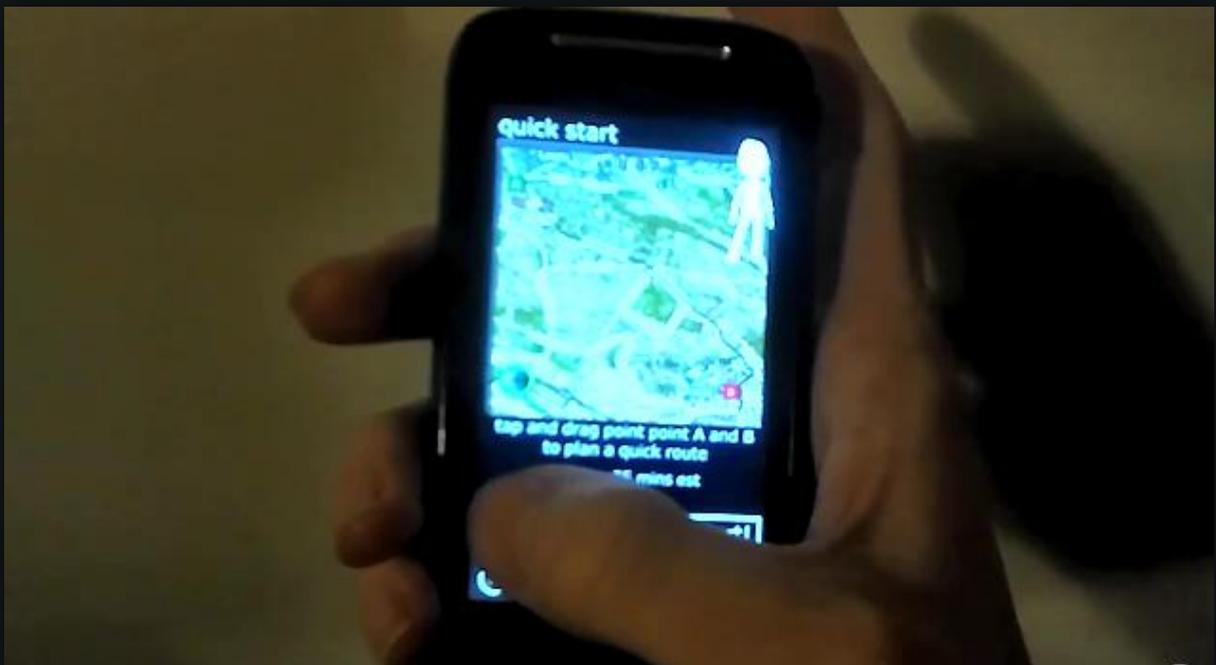
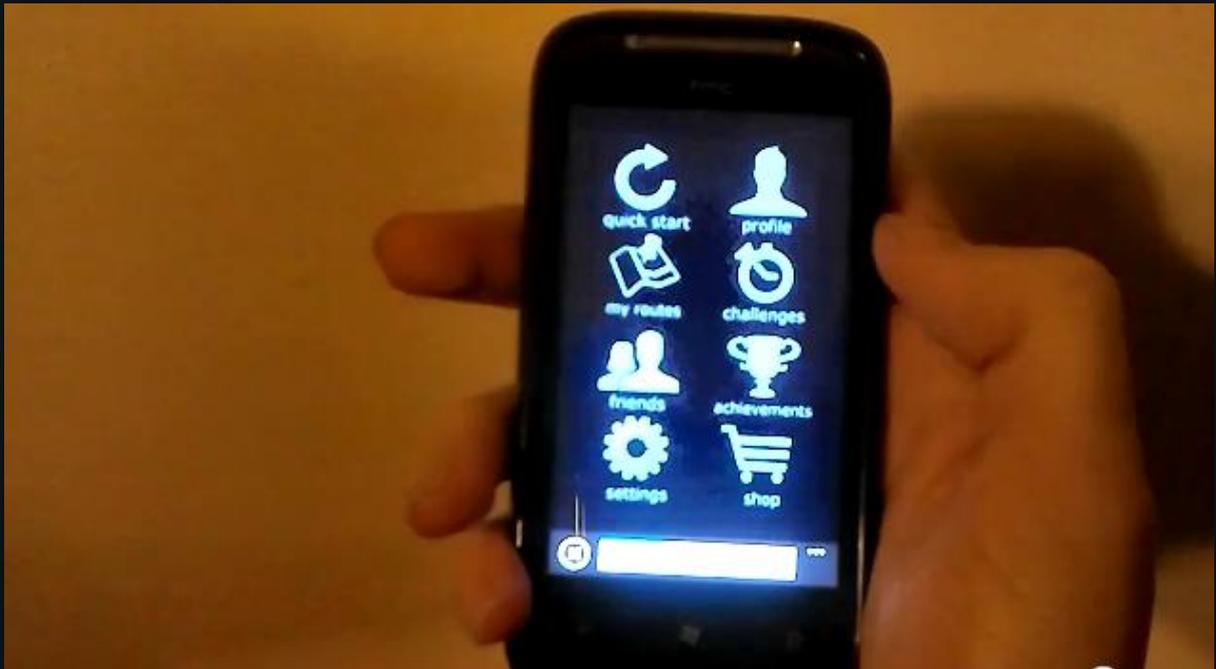
In Settings the user can change their privacy options, whether or not they want to make their progress public. The user can also manage their accounts from their Facebook, twitter to their Xbox gamer tag.

## Shop Hub



Here the user can be directed to their nearest sportswear outlet and also to their particular brand website. Xbox users are able to purchase items through the marketplace and redeem codes to edit their avatar.

## App in play



the app can be previews at the below website. This is best viewed on handheld devices such as the windows phone. It shows how the app would look on a phone.

<http://www.mattburnill.co.uk/app>