





RUNWAYS

Senior Capstone Process Book

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University of Cincinnati, DAAP, Class of 2015

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01.

INTRO- DUCTION



*Running in the Princeton High School Cross Country Invitational,
September 2009*

as a **RUNNER,**

I depend on fresh air and movement to be the healthiest version of myself. I've been a runner for almost ten years; the activity has been the most positive thing in my life. I was a competitive runner throughout middle and high school. Competition and camaraderie provided me with the discipline I needed to give everything in life 100% of my effort while running released endorphins and brought about happiness. However, once high school and competitive running ended, I still had the will to run but lost the team.

For almost three years out of high school, I was a lone wolf runner. I had absolutely no support. None of my friends or family members enjoy fitness at all. Without a support system, I wasn't getting the most out of running and, consequently, wasn't living a full life. It wasn't until I was on co-op in the summer of 2013 that I found CHAARG (Changing Health, Attitudes, and Actions to Re-create Girls), a community of college women dedicated to positive fitness. Within that community were other girls seeking a team setting for motivation to stay fit and be the healthiest versions of themselves. Though mostly virtual, CHAARG has provided myself with just that, and I've seen significant improvements in myself as a runner and a person. I may not be fast, but I am still a runner.

With graduation around the corner, I fear that I'll lose my team again. I'm also afraid I will join a large chunk of working class America in giving up on—or not even starting—running because of an alternate schedule and where I live. Since running is a great way to enhance well-being, I decided to use this final educational opportunity to explore ways to make running more inclusive and ignite a passion for fitness and health in others. I firmly believe that running is an adventure that every person should get to enjoy.



02.

**SUMMER
2014**

focusing on the BEGINNER

In order to build and stick with a healthy habit such as running, one must have somewhere to start, and a good support system. Over my years as a runner, I've become familiar with the running stores and the training groups they have to offer in the Greater Cincinnati area. However, I have never been able to join any of these groups. Why? Because they serve a very niche market of runners. I'm not just talking about the seasoned runners, either. The majority of these groups serve interested runners who have traditional 9-5 jobs within the city limits. I've had this hunch that I'm not the only one who feels left out of this opportunity.

During the Summer Semester, I did very extensive research through interviews, surveys, and even literature to gain a better understanding of beginning runners, running groups, and the barriers between them.

Meeting w/ Dave @ Bob Roncker's
 - Mostly running group
 - Issues: Safety (drivers),
 Finding time is
 a biggie,
 ↳ Running Accountably
 Partner a good idea

Meeting with Fleet Feet owner
 - No barriers
 - Set time of year (usually March)
 - Tuesdays & Saturdays open & running
 - Events
 - Running
 - Based on experience & personal interest
 - Is it time to progress (what next?)

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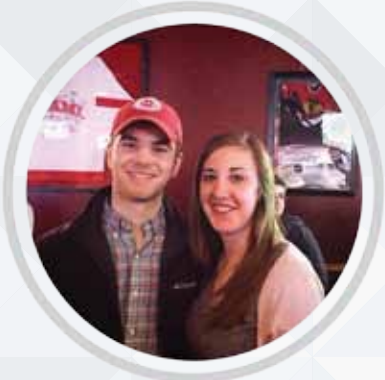
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Bottom Left: Online Survey Development and Result Compilation, June 2014

Top: Interview Notes from Bob Roncker's Running Spot and Fleet Feet Sports' booth at the Redlegs Run, June 2014

Facebook Chats
 A snapshot of the issues of beginning runners; what discourages them and what they think would be helpful to keep them motivated.



Amy T.

VirtCHAARG

“I have trouble finding the time and motivation to run. I’d like to run with others, but I’m afraid I’ll be judged for running slow in store running groups.”



Bob F.

High School Track Coach

“Running groups breed motivation. There’s strength in numbers.”



Jim C.

High School Track Coach

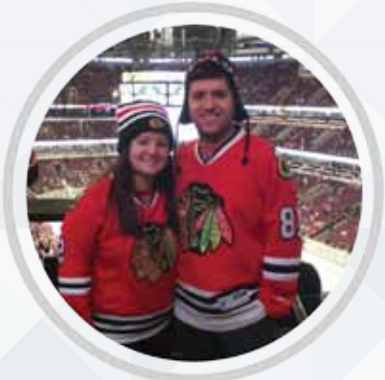
“You have to make time to run. It also helps to run with other people in order to challenge each other.”



Virginia E.

VirtCHAARG

“I work two jobs. It’s hard to find people to run with, let alone the time to run.”



Elaine W.

VirtCHAARG

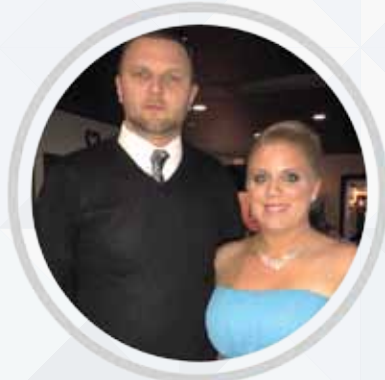
“Finding a running group that meets my lifestyle and fitness needs is somewhat challenging.”



Geneva W.

Inventory Specialist, Mother of Two

“The nearest Running Spot group meetup is twenty minutes away and meets while I’m at work.”



James M.

Distribution Worker, Father of Three

“I need accountability partners to keep me on track for my 5K. I just don’t know anyone here since I just moved in.”

Bob Roncker's Running Spot: Sit to Fit

- Eight week program for beginners to complete a specific 5K race (Sunflower 5K)
- Weekly meetings on Monday and Thursday evenings
- Programs at set time of year
- Participants earn gear for program completion
- Programs in tiers: (Walk, Walk/Run, Run)
- Store associate notices that many people drop out after a while due to **scheduling conflicts** and **conflicting paces** (opportunity)
- People **not grouped based on skill level** (opportunity)
- Training program is available online, but **lacks readability**

Sit to Fit
Get up. Get out. Get active!

Week	Activity	Time	Location
1	Walk	6:00-7:00 PM	Blue Ash
2	Walk	6:00-7:00 PM	Blue Ash
3	Walk	6:00-7:00 PM	Blue Ash
4	Walk	6:00-7:00 PM	Blue Ash
5	Walk	6:00-7:00 PM	Blue Ash
6	Walk	6:00-7:00 PM	Blue Ash
7	Walk	6:00-7:00 PM	Blue Ash
8	Walk	6:00-7:00 PM	Blue Ash
9	Walk	6:00-7:00 PM	Blue Ash
10	Walk	6:00-7:00 PM	Blue Ash
11	Walk	6:00-7:00 PM	Blue Ash
12	Walk	6:00-7:00 PM	Blue Ash
13	Walk	6:00-7:00 PM	Blue Ash
14	Walk	6:00-7:00 PM	Blue Ash
15	Walk	6:00-7:00 PM	Blue Ash
16	Walk	6:00-7:00 PM	Blue Ash
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25	Walk	6:00-7:00 PM	Blue Ash
26	Walk	6:00-7:00 PM	Blue Ash
27	Walk	6:00-7:00 PM	Blue Ash
28	Walk	6:00-7:00 PM	Blue Ash
29	Walk	6:00-7:00 PM	Blue Ash
30	Walk	6:00-7:00 PM	Blue Ash
31	Walk	6:00-7:00 PM	Blue Ash
32	Walk	6:00-7:00 PM	Blue Ash
33	Walk	6:00-7:00 PM	Blue Ash
34	Walk	6:00-7:00 PM	Blue Ash
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41	Walk	6:00-7:00 PM	Blue Ash
42	Walk	6:00-7:00 PM	Blue Ash
43	Walk	6:00-7:00 PM	Blue Ash
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45	Walk	6:00-7:00 PM	Blue Ash
46	Walk	6:00-7:00 PM	Blue Ash
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49	Walk	6:00-7:00 PM	Blue Ash
50	Walk	6:00-7:00 PM	Blue Ash



Fleet Feet Sports: No Boundaries

- National program for people looking to become active through running and walking
- People train to complete their first 5K in a 10 week program
- People are grouped based on skill level
- **Meeting times and locations are sparse** within the Greater Cincinnati area (January–March, Wednesday nights and Saturday mornings, in Oakley and Blue Ash) (opportunity)
- People are welcome to come back and complete the program several times, even become mentors
- Introduction to program is visually appealing, but **doesn't effectively reach the target audience through searching** (opportunity)



NO BOUNDARIES™

FLEET FEET Sports • NB



Nike + Running Application

- Provides a variety of programs for building endurance alone
- **No human connection** (tracks progress strictly on statistics and penalizes for easy/walk days that are usually necessary for a beginner) (opportunity)
- Encourages self-competitiveness, no encouraging community aspect



CHAARG (Changing Health, Attitudes, and Actions to Re-create Girls)

- Provides a **virtual and physical community** setting through **social media** to gather college girls with similar overarching fitness interests and change all of their fitness mentalities for the better
- Shows ways to make fitness **fun**
- Lifestyle enhancement **movement**



Benchmarking of existing programs in Cincinnati, mobile applications, and college movements was done to map out strengths, shortcomings, and opportunities for more beginning runners to be a part of a group.

* Motivation (back of) TO stick with a program: big issue

Project Brief | DRAFT | Irene Musgrove

Project Statement:
There are many opportunities for people in Cincinnati to get involved with running. Beginning runners use this activity as a fun gateway to better health. However, many of Cincinnati's running programs and clubs are geared toward elite runners and only meet at specific times and places throughout the week, which could discourage beginning runners. What if there was a way for people to meet one-on-one to train within their work schedules? I hope to develop a solution to address this issue.

Project Description:
As a runner with nearly 10 years of experience who still learns about it every day, I believe that developing a solution for my passion for running through my other passion, design, would be appropriate. I am leaning toward developing a solution geared toward maintaining interest in beginning runners because I've been a solo runner since graduating high school. If it weren't for self-motivation, I probably wouldn't have stuck with it. My main interest in design is in environmental graphics, but I believe this type of project, which would potentially entail interactive applications and printed advertising and book materials, would show a balance in my skills as a graphic communication designer. I also believe that an interactive component would be most appropriate for the main part of the project because communication is vital when it comes to finding people to run with and being an effective accountability partner. Smartphones make this type of communication easier. Also, the digital age has made keeping track of progress and comparing results easier, and tracking progress is another good way for beginning runners to stay motivated. A printed journal is a good way to track progress, but if everything was loaded into the same application, it would be much easier for those people with busy schedules to keep track of their progress and also stay motivated.

Desired Results:
I would hope that the result of my research would be a tool for beginning runners in Cincinnati to find an accountability partner who has a similar work schedule, similar goals, and live and work near each other. The tool could potentially track basic running safety principles as well.

Audience/User Group:
10s of right now
Beginning runners in Cincinnati
Male and female, aged 25-35,
working irregular schedules away
from downtown Cincinnati. Might
have families to care for.

Working Title:
Run One Mile at a Time

Starting Line:
Cincinnati Running Community

Why people chase to run solo:
- Contradicting sched
- Skill level
- Weather in winter/
- Race classes
- Not wanting to
- Slow progress

Are groups too big?
Are they too far from work or home?

DISCONNECT:

- life schedule } feeding time
- with schedule
- existing support groups are typically casual if members of advanced skills

What currently prevents this separation from becoming reality?

- Work schedules (abnormal, 2 jobs)
- Caring for family
- Motivation
- no knowledge/proximity of places to live
- why run with a partner?

Handwritten notes:

- push at? - ability (Nike training) - Ernie's (West Fort, Englewood) - SONOMA CLUBS - PACE
- running solo as part of life
- APPLY TO CONNECT
- SAFETY WHERE TO GO
- motivation → various things
- planning → various things
- handwritten notes on the right side of the page.

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A Theory of Community Formation and Social Hierarchy

Susan Athey, Emilio Calvano and Saumitra Jha*

July 2013

Abstract

This paper analyzes the classic problem of how trust can be sustained in large groups. Some solutions proposed in the literature rely on technological assumptions that may not hold in many settings of interest—for example, community-wide sanctions against individuals who cheat are undermined when individuals can “cheat and leave.” Various methods of engineering loyalty have been analyzed in the literature, but we argue that these solutions have some important drawbacks, including non-robustness to coalitional deviations as well as requiring “artificial” and inefficient withholding of trust by individuals to support group norms. The goal of this paper is to develop a richer theory of how individuals organize themselves to create loyalty and trust, whereby equilibria have desirable properties and, we argue, correspond more closely to real-world institutions. The equilibria we study entail individuals self-organizing into smaller groups (“communities”) with a hierarchical structure. The small groups allow repeated interaction, and the hierarchical structure provides incentives for loyalty. We focus on equilibria where individuals always trade trading partners to the maximum extent possible—so if they withhold trust from a trading partner, it is only because that partner is untrustworthy. We analyze the differences that arise with different types of environments: environments where individuals are forced to interact with all members of their local communities, and environments where, even within a community, they can choose who to trust, and where some individuals can perform more trade than others. In the latter type of environment, we find that communities based on social hierarchies are robust in important ways. We describe how our model sheds new light not only on the development of spontaneous order in a range of challenging contemporary developing country and new market environments, but also on a number of key puzzles related to early human political and economic development.

*We would like to thank David Baron, Avinand Dixit, Avner Gelfand, Pedro Miranda, Jim Freason, David Laitin, Paul Seabright, Adam Szilak and participants in the Berkeley development seminar, Harvard/MIT organizational economics seminar, Nobel Symposium on Foundations of Organization (Stockholm), Jense JEC workshop (Paris), and across Stanford for helpful comments. Athey thanks the Toulouse Network for Information Technology for support. All errors and omissions are our own.

in the kinds of trust make literally, in a and have the oppo- you, help you carry I deliver it to you, or due to proximity, all set of established to interact with com- in the selection of an, or they may need all to contract upon, y certain individuals made than others. In are their attendance hat depends on their old be selected more ng selectivity and no in a community. We robustness properties ents entail a range of well as intermediate

ilibria of a type that four model. In these sity (and wasteful) community. Identity s we introduce in our ng on the “no trading ain agents. They fall lies to create surplus, e it is impossible for ints to be satisfied), that convention does create more expected to make investments, impose entry costs, coalitional deviation at requirement would at, trade would break equilibria that sustain ps, we develop what am, when a trading model can occur at

Project Brief | DRAFT | Irene Musgrove

Project Statement:
Although many smartphone applications and running store clubs exist for the purpose of training, beginning runners in Greater Cincinnati are currently lacking a training program suited to their needs because the current programs are geared toward more advanced runners with the ability limits of 1-2 hours of day. These programs are intimidating and discouraging, and could discourage a beginning runner and keep them from reaching their fitness milestones. The hope is to develop a solution for beginning runners in Greater Cincinnati that positively encourages them to stick to a beginner's training regimen.

Project Description:
As a runner with nearly 10 years of experience who still learns about the practice every day, I believe that developing a solution for my passion for running through my other passion, design, would be appropriate. My intent is to develop a solution to motivate beginning runners to use the activity of running as an integral part of a healthy lifestyle. This would potentially happen through connections to other beginning runners, visualizing time in a daily schedule to run, and learning how to run safely. As a runner who started off running alone, I know that it takes a lot of self-motivation and initiative to go it alone. Many of the people I've interviewed are fairly recent college graduates residing in Greater Cincinnati. Not only are they in a transitional decision-making time in their lives, but they are also new to running. Many go alone because they have knee and joint issues and are afraid of slowing others down. They also go alone because of limitations in their schedules and because running clubs in Cincinnati are home to more advanced runners, are a far drive for some, and running store training programs even entail training styles that do not fit the development needs of beginners. All of these factors hinder their motivation, and these beginning runners become disappointed because they can't seem to find a way to reach their goals.

Desired Results:
I intend for the result of my research to be a tool for beginning runners in Cincinnati to stay positively motivated to keep running to reach their fitness goals. It could be a supportive running community, a tool to find accountability partners with similar schedules, or even a more effective way to track one's improvement. Whatever the solution may be, I hope beginning runners can be confident when they run confident enough to stay motivated and integrate running as part of a healthier lifestyle. Overall, I want to show runners that it is possible to run while being on a busy schedule and without being stressed. Personally, I hope to gain a sense of what I can do to be even more consistent about my running.

Audience/User Group:
Beginning runners in Greater Cincinnati, Male and Female, aged 24-34, with various life schedules.

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Steps to Strides

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Handwritten notes:

- Start Punch
- community: support not competition
- Big Focus: Beginning Runner Community
- TIRED PROGRAM? 7 years up by years of miles
- goal: set up own
- CRUISE!
- NIKE SAUCENT
- JUST DO IT
- PAID FOR STRIPES
- sponsored by athletic store
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Primary Audience



- Recent college graduate actively seeking work in their field of study
- Works a minimum-wage job just to get by, on a varying, busy schedule
- Wants to start running to become more physically active and in better physical and mental shape
- Doesn't quite know where to start and when they will fit running into their schedule
- Looks to moral support for encouragement and motivation

From this extensive research, I've been able to develop a firm working problem and problem space. The problem statement that was developed started off very broad and muddled. By the end of the summer, the problem space and even the user group were refined and clarified.

what's in a NAME?

Careful research and consideration of the user group led me to focus on re-envisioning the running group experience for new runners in the Greater Cincinnati area. For many, running can be seen as the starting line for a healthier lifestyle. Running groups offered through Cincinnati running stores exist to provide a team setting for people training for a race and those simply wanting to get into better shape. However, these groups are not accessible to much of Cincinnati's working class due to limited locations and meeting times. This can isolate new runners and cause them to abandon their fitness goals.

The first name for a potential solution was *Steps to Strides*. That didn't seem suitable after a while because it seemed to hint at a training program with an AA-esque vibe, which was not what I was aiming to communicate. The name needs to communicate the idea of an inclusive community, one that connects runners to one another as well as places to run near them. It also needs to communicate a sense of strength and confidence gained from teamwork, as well as making progress toward fitness goals. From here, it was decided to name the project **Runways**.





Primary Audience
 Greater Cincinnati's working class, aged 24-35, looking to use running to improve health and fitness. Works alternative schedules, needs team-based support to reach goals.



Geneva W.

Inventory Specialist, Mother of Two
 Wants to run to relieve stress and get into better shape to keep up with kids.
 Needs to see when and where she can possibly run since her schedule is always changing.
 Would like to be part of a group in order to be kept accountable.



James M.

Distribution Worker, Father of Three
 Wants to run to get back into shape.
 Works third shift in Kentucky, so he can't meet with running groups that have already been established.
 Wants to run with others to provide a challenge for improvement, but knows no one in his new neighborhood.



what's

NEEDED

The solution would need to:

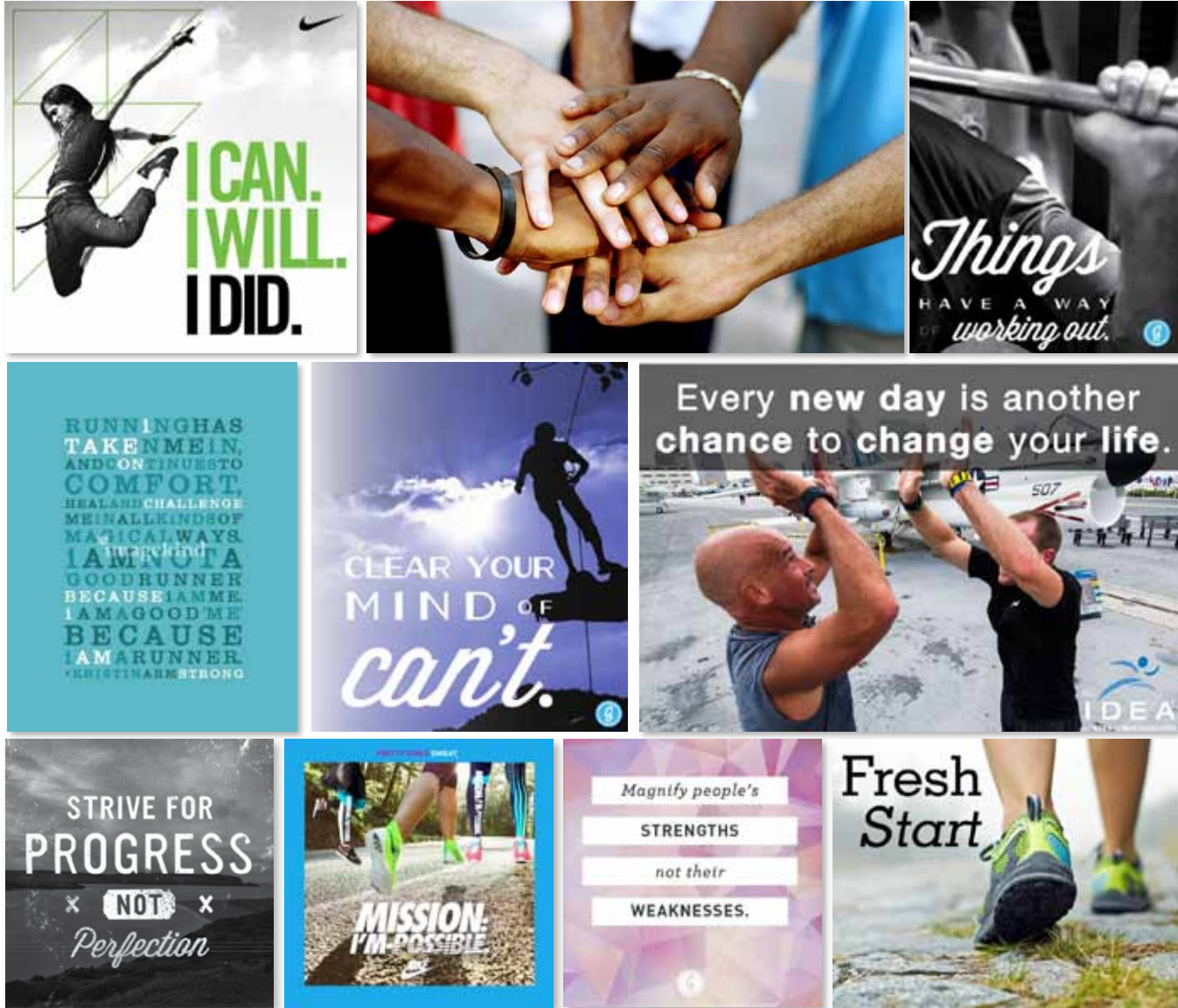
- Connect new runners with similar goals, schedules, and locations
- Allow beginning runners to stick to a running program based on skill levels, schedules, and goals.
- Provide a basis for safely building speed and endurance
- Provide a community for building participant confidence
- Encourage beginning runners to use running as a part of a healthier, more active lifestyle

The proposed deliverables are:

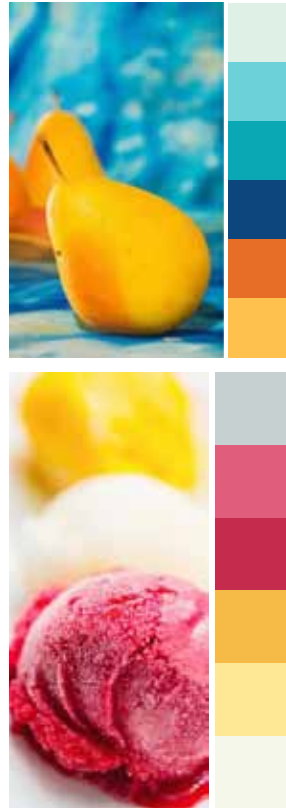
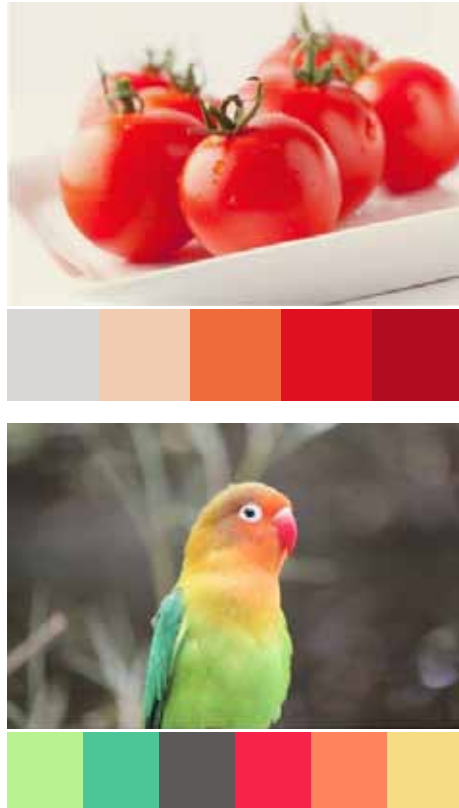
- Running Club based through a mobile application
- Personal "swag" and identifier tool: T-shirts



Visual benchmarking of graphics associated with running, from the literal to the abstract. The brand I was looking to create was to fit somewhere in the middle of the spectrum.



Visual benchmarking of potential brand qualities that need to be communicated. These qualities include senses of unity and connectivity, upward and forward motion, and positivity, all relating to the idea of fitness.



Archer
 Aa Gg Ss **a**
 Aa Gg Ss **a**
 autumn greens

abcdefghijklm
 nopqrstuvwxyz
 0123456789

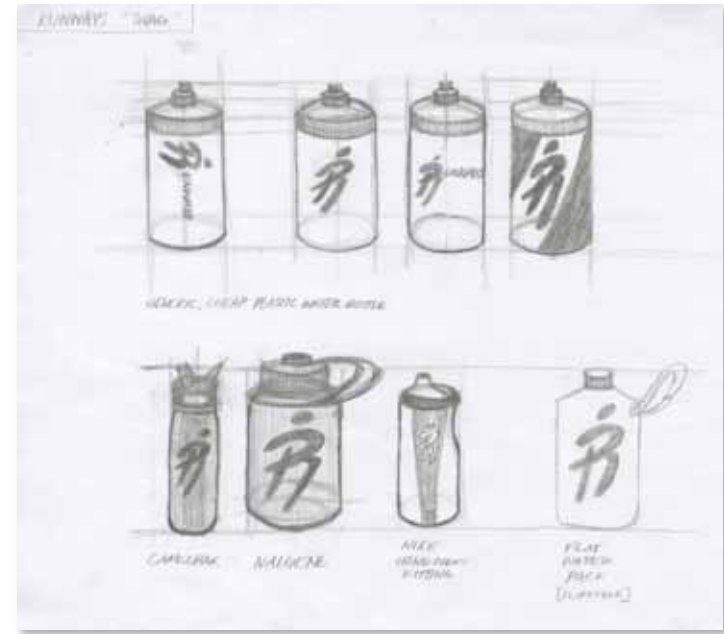
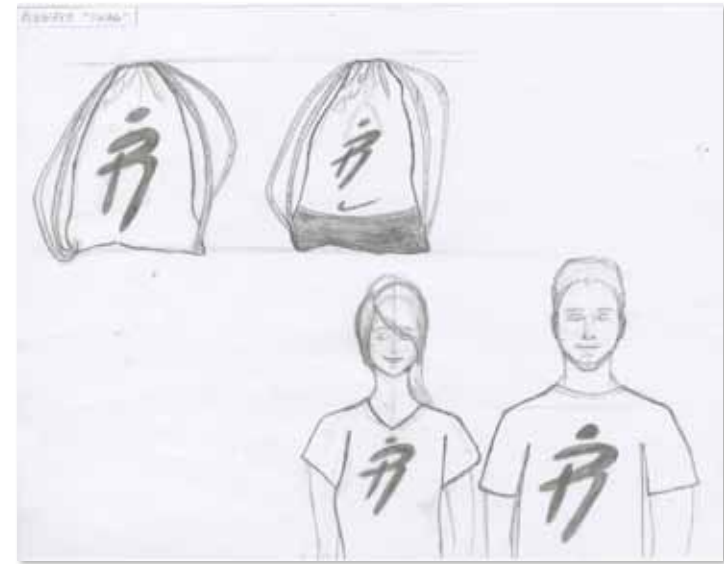
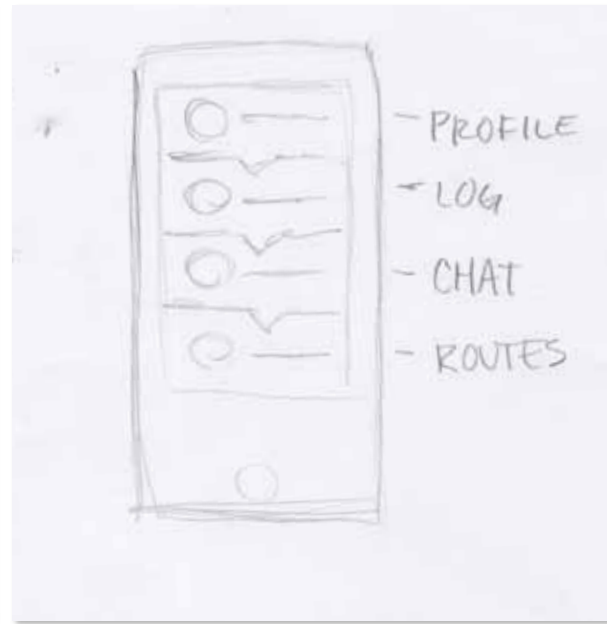
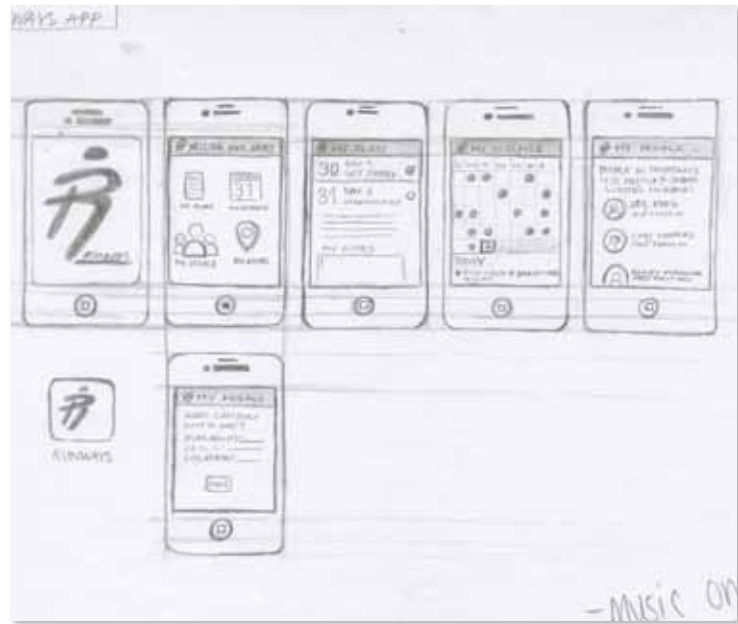
Avenir
 Aa Ee Rr **a**
 Aa Ee Rr **a**
 Amsterdam.nl

abcdefghijklm
 nopqrstuvwxyz
 0123456789

Source Sans Pro
 Aa Ee Rr **a**
 Aa Ee Rr **a**
 Archetypical

abcdefghijklm
 nopqrstuvwxyz
 0123456789
 0123456789

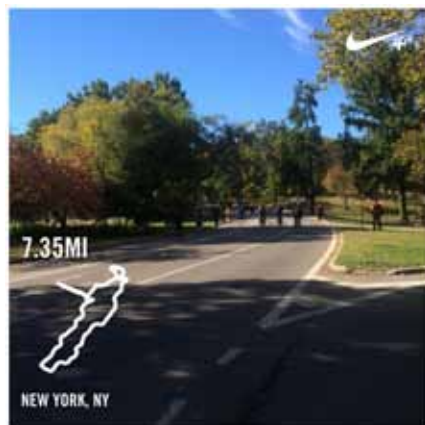
Visual brainstorming of color and typography choices that are bright, positive, clean, modern, and friendly for fitness.



Component Conceptual Sketching

03.

**FALL 2014:
CO-OP**



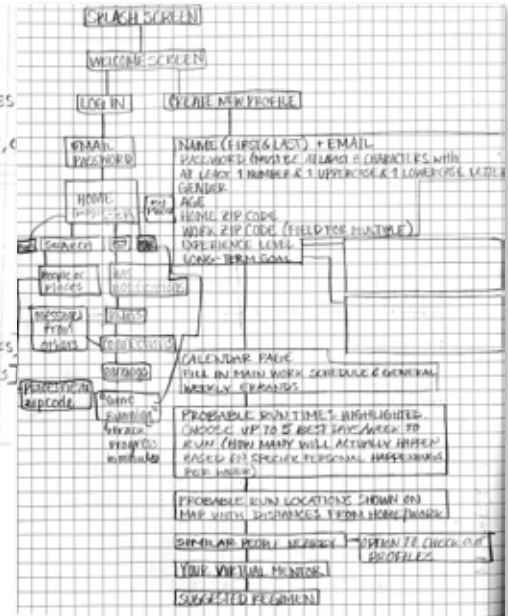
spending my time LIVING

After having to put running on the back burner during the summer to finish the school semester, I spent the fall experimenting with the idea of putting myself into the shoes of someone who's new to running. I ran mostly solo, but ran with a few other girls while on a retreat in Michigan. It really makes a difference in individual performance when running with a positive, supportive group. I also paid attention to how the CHAARG Instagram atmosphere plays a role in personal development in others. Though virtual, the encouragement, motivation, and inspiration was huge and clear. From my observations, I decided that when I started ideating at the end of co-op, a social aspect would be crucial to the success of the solution. This semester was more about taking a step back from designing in order to observe, better understand the problem, and make thorough decisions as to how to develop a solution.

PROFILE CREATION

- NAME + PASSWORD + EMAIL
- PHOTO (MUST BE PHOTO OF SELF FOR WHEN PEOPLE CONFIRM MEET-UPS)
- GENDER
- AGE
- YOUR LOCATION(S) (HOME, WORK, ETC. -- BY ZIP CODE, TOO?)
- EXPERIENCE LEVEL (CHOOSE FROM DROPDOWN -- TBD)
- GOALS (CHOOSE FROM DROPDOWN CHECKLIST -- TBD)

- AFTER CREATION
- MILESTONES
 - 'TRIUMPH' PHOTO SHARES
 - EARNINGS FROM BRRS + KROGER + GPHC, C



- LOCATIONS
- NEAR ME ARE HIGHLIGHTED W/ DETAILS
 - NEED TO MAP OUT ZIPCODE ZONES & TRAIL/PARK LOCATIONS [GREATER CINCY BOUNDARIES]
 - MY RUNNING GROUP OPTION

- GOALS
- TIERED (DAILY, WEEKLY, MONTHLY, "BIG" GOAL)
 - RUNNING-RELATED
 - SUGGESTED TRAINING REGIMEN (SIMILAR TO NIKE+ COACH)

People are grouped based on mainly location

- LOG BY MINUTE FIRST
- VIRTUAL MENTOR

more app stuff.

sections:

- home 🏠 - view progress
- do I have a run today? (notification - push)
- cal. 📅 - life schedules - connect to iCal/Android Cal
- run schedules
- today
- search 🔍 - by location (zip code, park, etc.)
- by people
- chat 💬 - with other runners
- sync w/ mike+?
- run 🏃 - Program outline
- check off when complete
- share to facebook, tumblr, insta, twitter
- inspo ❤️ - motivational quotes & images, songs - like a timeline
- share to social media
- me 👤 - what is used for acct. creation
- settings ⚙️ - locations
- privacy



≡ = menu pull-out

Over co-op, ideas for the structure of the mobile app were further considered. I began to map out a rough task flow, a structure for how one would create a profile, and mapped out potential components for the overall app.

04.

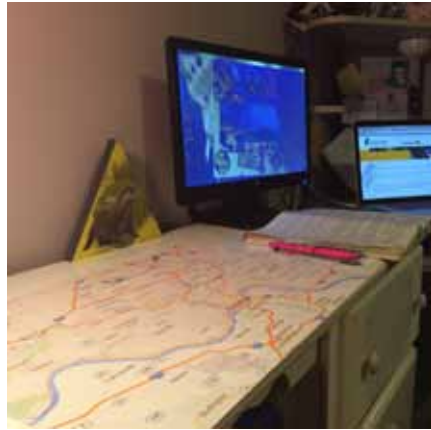
**SPRING
2015**



developing a solid

SOLUTION

Countless hours were spent on making the Runways solution as successful as can be. When I was able to work on this, I spent every second I could making things. While I was at work and unable to make things, I thought about the project and talked to others about how I could make it better. Talking without having anything in front of me allowed me to become more confident about the project and my stance on why this is an issue. To keep myself accountable for working and to see progress holistically, I made a point to post progress shots on Instagram as much as possible. That way, I could see how my thought process also evolved over time.



*"Do good work, have a good crit. I'm in a good place for capstone; minor revisions!
While in Florida: 20% Work Hard, 20% Play Hard."*

3/12/2015



"It ain't a DAAP late night party without Insomnia Cookies..."

4/15/2015

"Mapping out running routes in Hamilton County... 🏃"

1/12/2015



"I am just now realizing that I match my capstone today... 🍪💚"

3/11/2015



"Blehh I could use some help choosing. Which one makes the most sense to you? (Please use the numbers)"

2/28/2015



"If at first you don't succeed, dust yourself off and try again. After realizing I did it all wrong at first, only a small chunk of my app will be thoroughly prototyped for tomorrow."

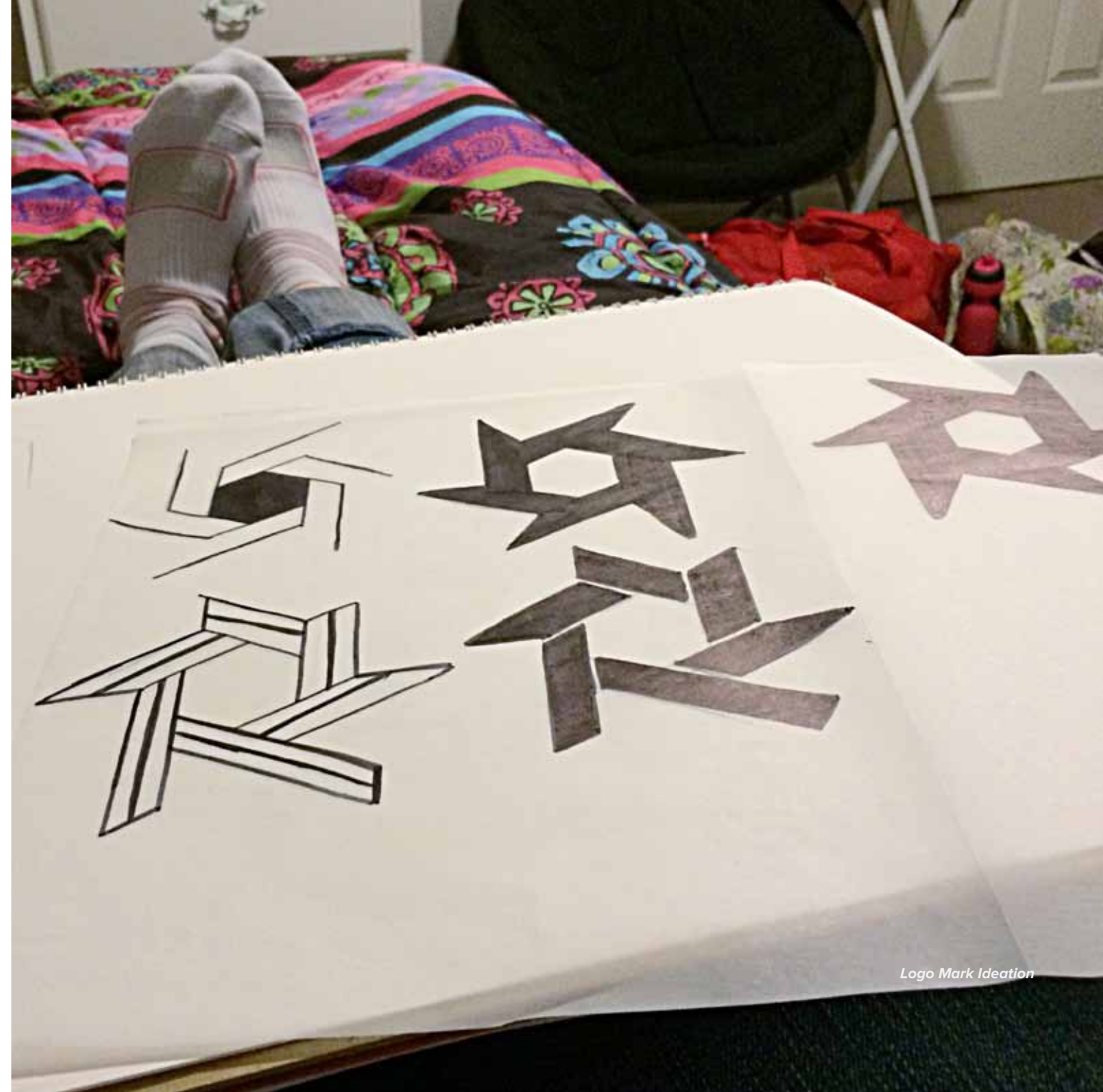
1/28/2015

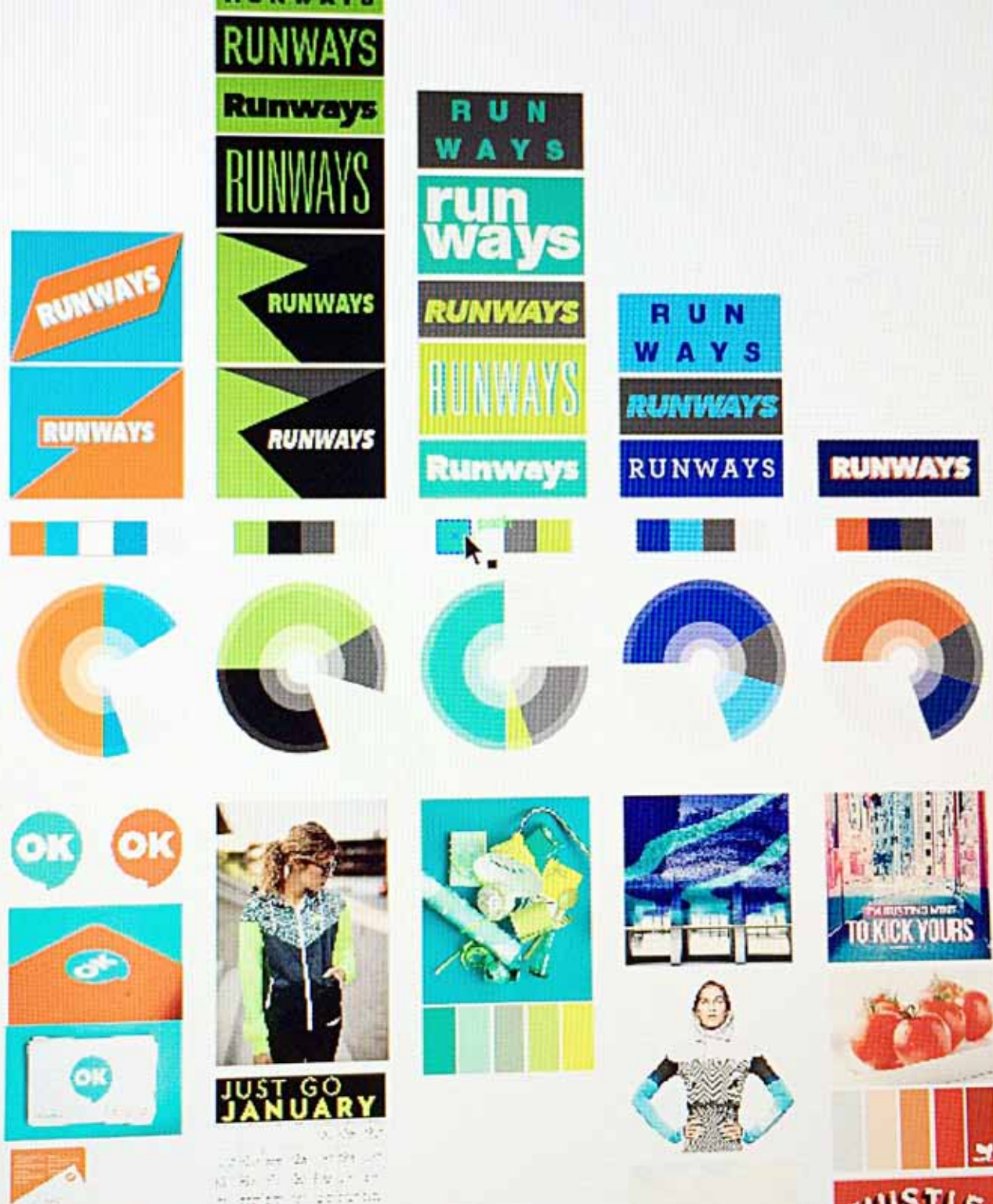


developing the **BRAND**

Though all aspects of the *Runways* solution were developed simultaneously, the development of each aspect is better off shown separately. Development of the *Runways* brand was key to developing both the style and user-centered functionality, the T-shirts, and how the project as a whole would be displayed at the DAAPworks exhibition.

Every component of the brand—the mark, color, typography, patterns, shapes, and even photography—was fully developed, and had to carry the three aforementioned qualities: a sense of community, forward and upward motion, and positivity.





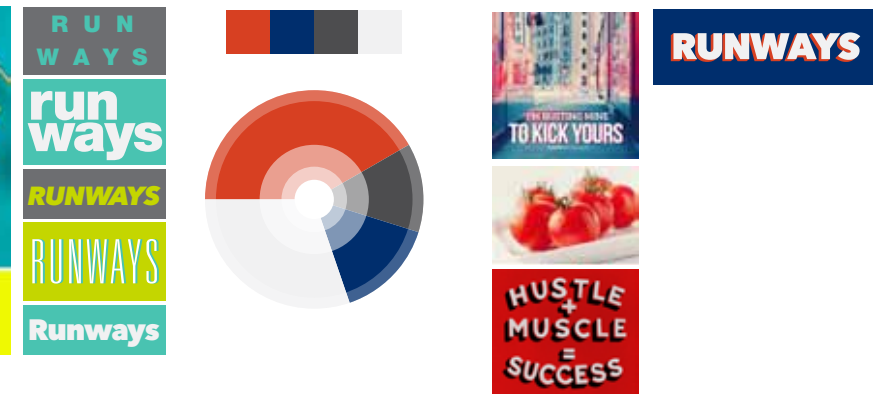
Visual Concept 1: Modern Athletic



Visual Concept 2: Fresh, Clean, Organized



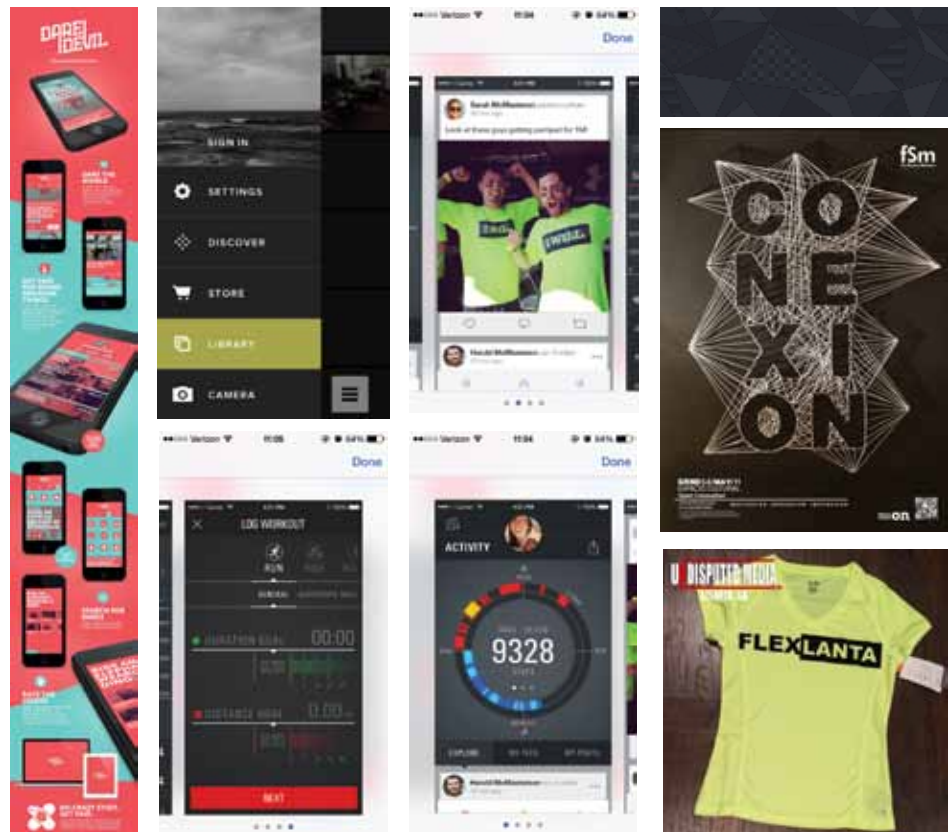
Visual Concept 3: Nostalgic, Team Player



Imagery Style



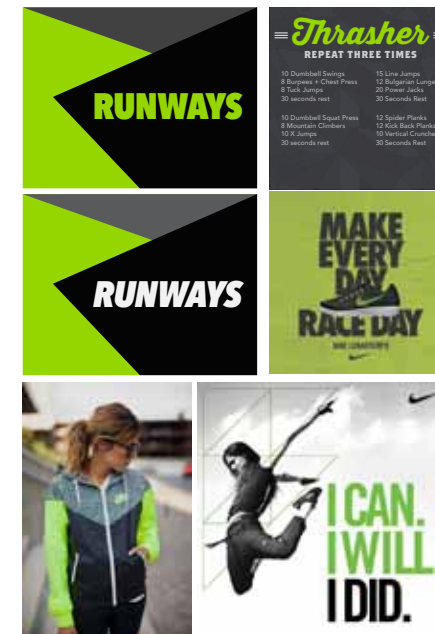
Style Element Reference



Iconography Style Reference



Color

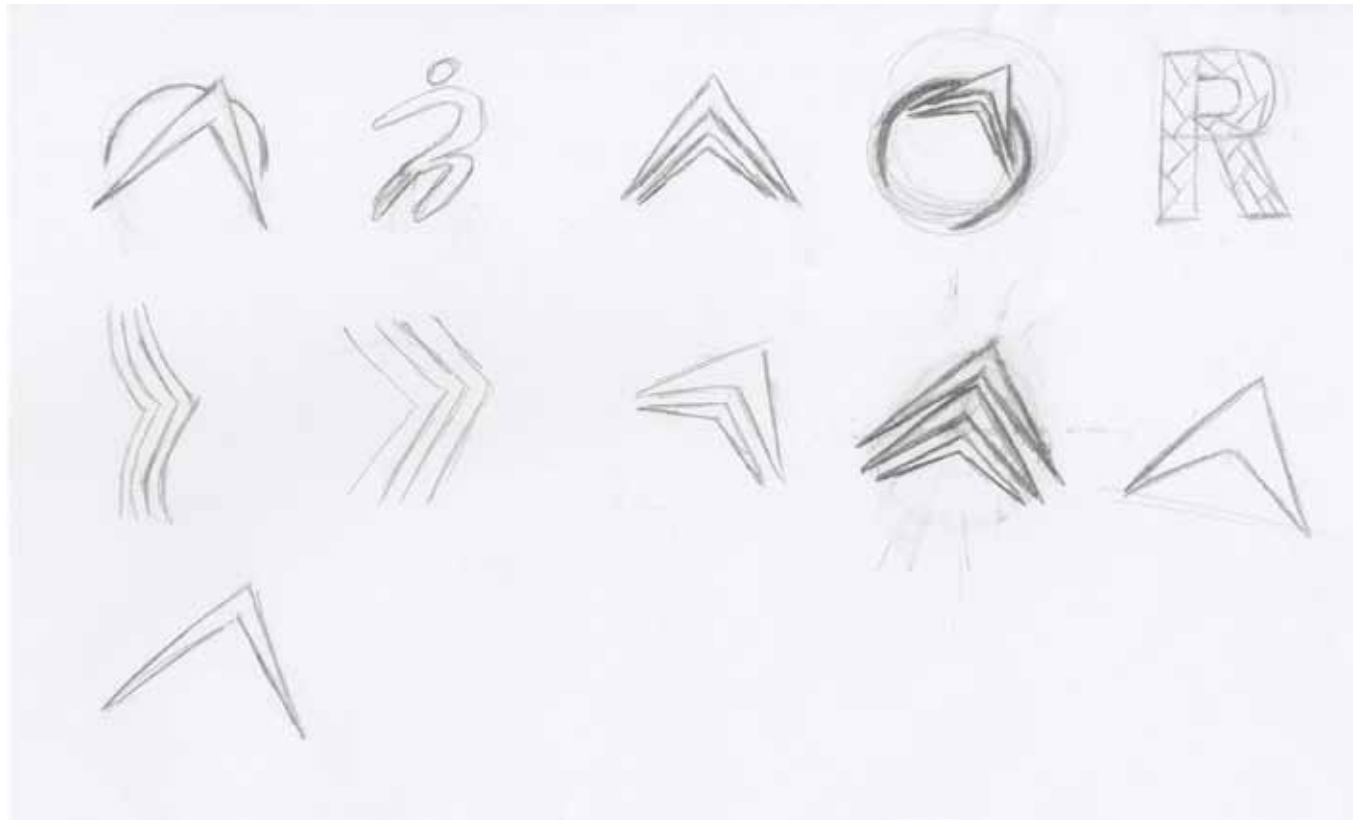


Typography Studies

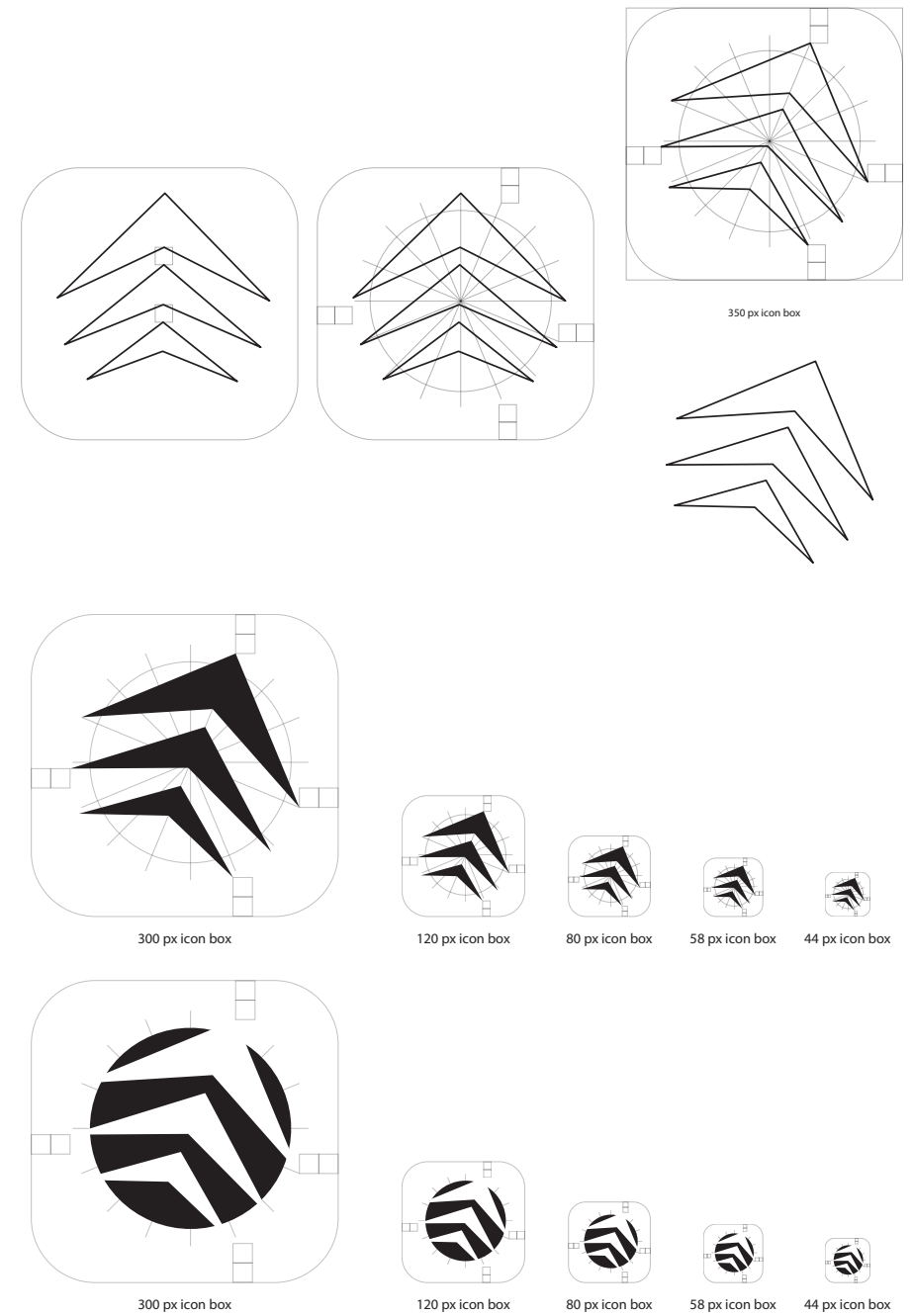
<p>BEBAS NEUE BOLD</p> <p>Avenir Book lorem Ipsum Dolor Sit down, shut up, and enjoy running. It's an awesome and adventurous way to get into better shape and enjoy fitness.</p>	<p><i>Thirsty Script Extrabold</i></p> <p>BROTHERS BOLD</p> <p>Avenir Book lorem Ipsum Dolor Sit down, shut up, and enjoy running. It's an awesome and adventurous way to get into better shape and enjoy fitness.</p>	<p>ARVO BOLD</p> <p>Proxima Nova Light lorem Ipsum Dolor Sit down, shut up, and enjoy running. It's an awesome and adventurous way to get into better shape and enjoy fitness.</p>
<p>RALEWAY HEAVY</p> <p>Raleway Light lorem Ipsum Dolor Sit down, shut up, and enjoy running. It's an awesome and adventurous way to get into better shape and enjoy fitness.</p>	<p>GOTHAM BLACK ITALIC</p> <p>Source Sans Pro Light lorem Ipsum Dolor Sit down, shut up, and enjoy running. It's an awesome and adventurous way to get into better shape and enjoy fitness.</p>	
<p>SOURCE SANS PRO BLACK ITALIC</p> <p>Source Sans Pro Light lorem Ipsum Dolor Sit down, shut up, and enjoy running. It's an awesome and adventurous way to get into better shape and enjoy fitness.</p>	<p>OSWALD HEAVY</p> <p>Roboto Light lorem Ipsum Dolor Sit down, shut up, and enjoy running. It's an awesome and adventurous way to get into better shape and enjoy fitness.</p>	

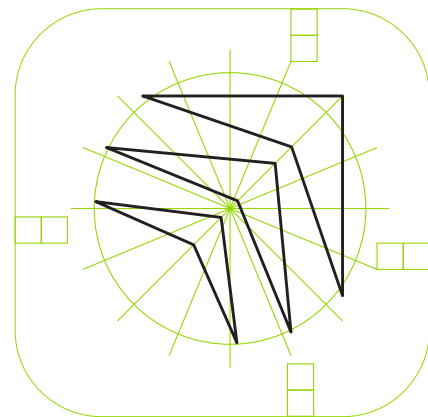
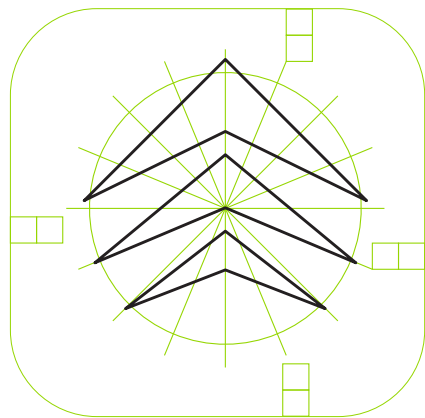
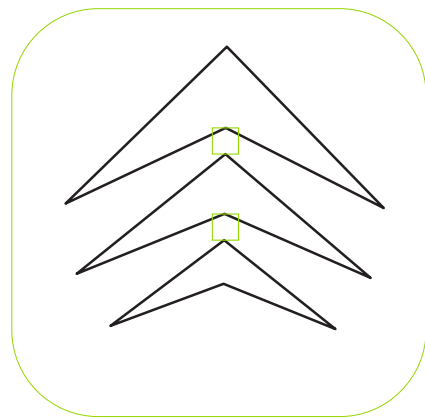
Visual Concept 1 was pushed forward. The colors, especially green, embody positive, upward and forward motion. The developing graphic style in that first concept began to communicate an inclusive running community instead of an elitist athletic program.

Typography was the next big thing to explore. It had to fit in with the brand qualities and be legible on mobile devices.

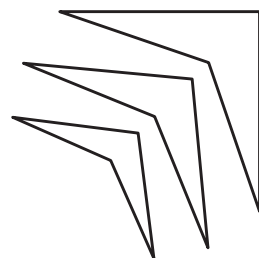


As noted before, the intent of the *Runways* logo mark is to communicate unity through running, forward and upward motion, positivity, and nod to the idea of flight. Studies were done with rotation and precise spacing to most effectively communicate these values.





350 px icon box



RUNWAYS



RUNWAYS



RUNWAYS

RUNWAYS 



300 px icon box



120 px icon box



80 px icon box



58 px icon box



44 px icon box



300 px icon box



120 px icon box



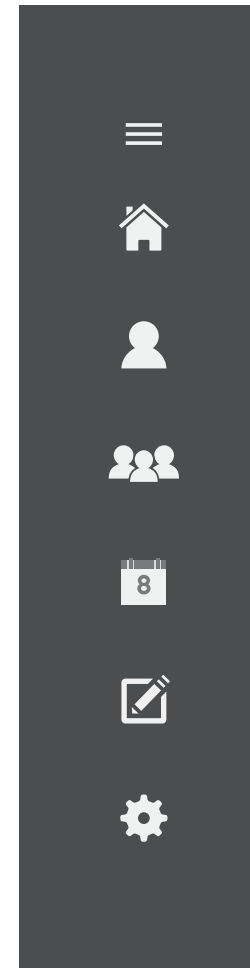
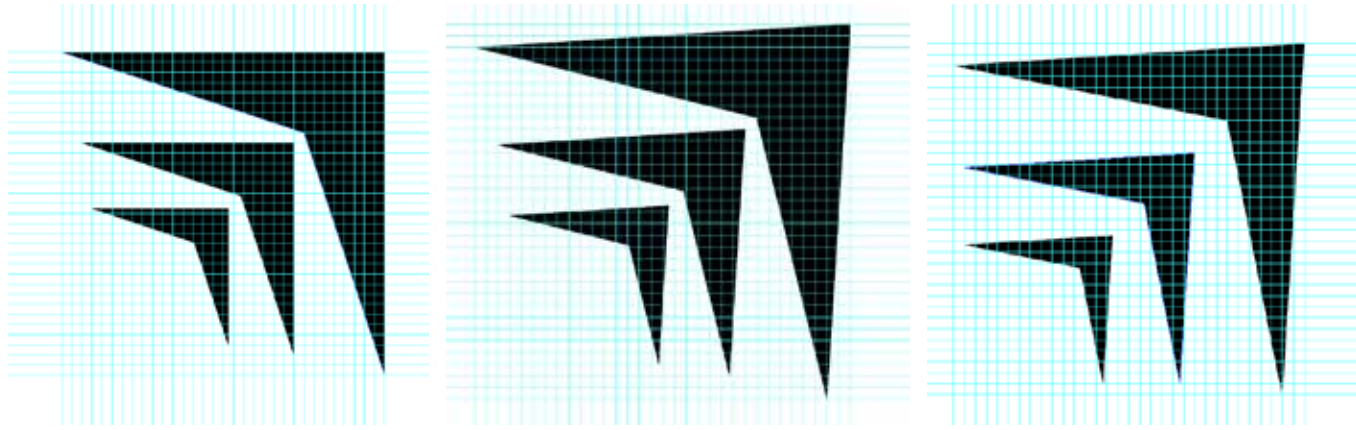
80 px icon box



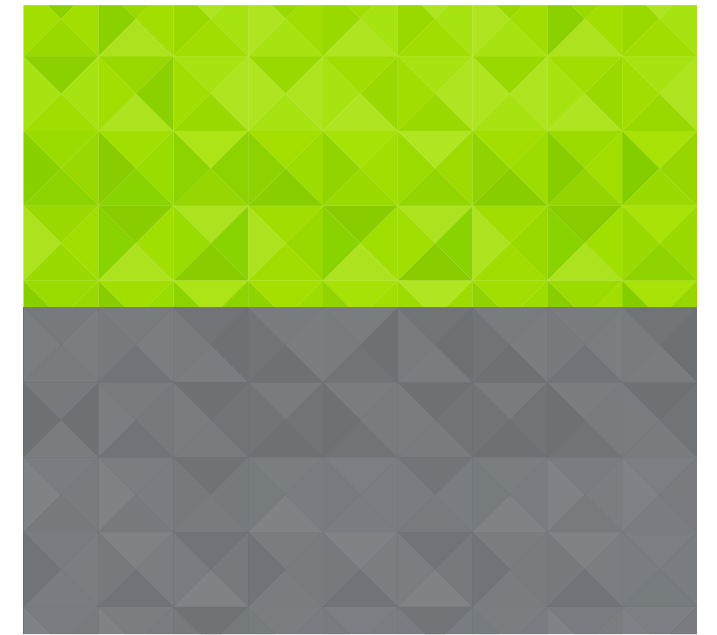
58 px icon box



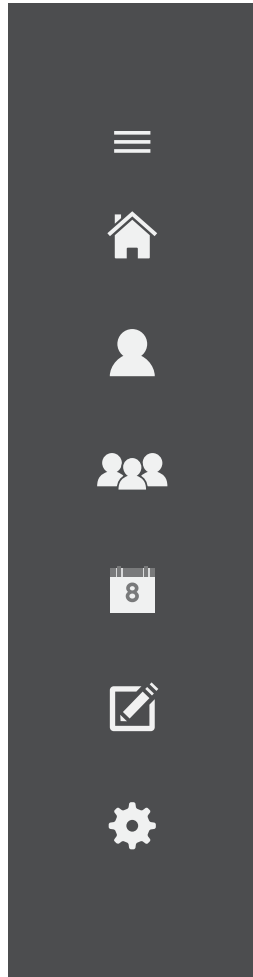
44 px icon box



- 8 Today.
- 9 No time to run.
- 10 You have time to run.
- 13 There's a group run already scheduled that fits into your schedule.
- 10 You've scheduled a run.
- 13 You're in a group run.



Patterns and iconography were developed simultaneously. The iconography developed was for the mobile app's hamburger menu and calendar function. The calendar iconography took some extra care; user testing was essential to determining the effectiveness of communication.



- 8** Today.
- 9** No time to run.
- 10** You have time to run.
- 13** There's a group run already scheduled that fits into your schedule.
- 10** You've scheduled a run.
- 13** You're in a group run.



Arvo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

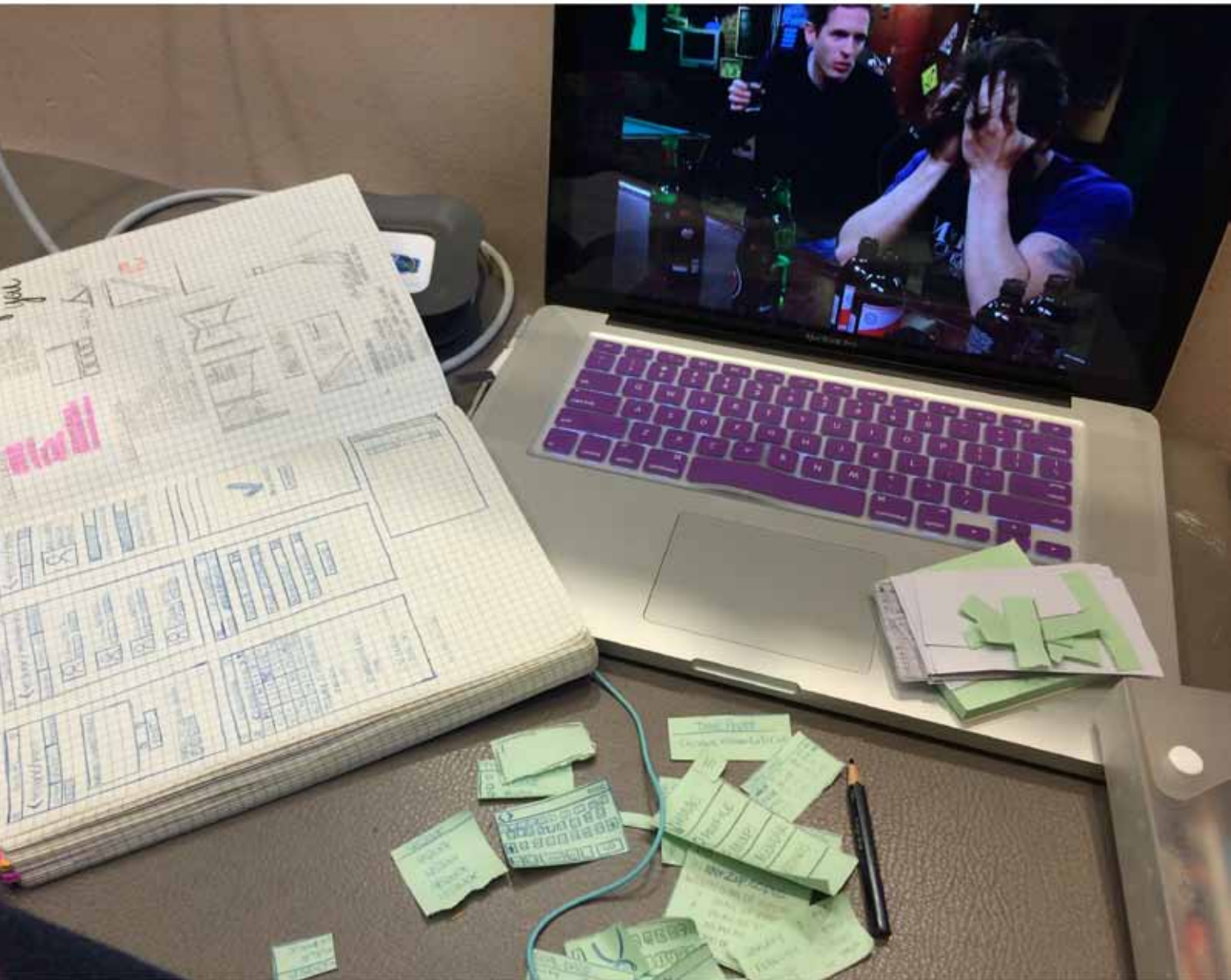
Proxima Nova Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

In terms of typography that fits the brand values and works well on print and mobile, it was decided to move forward with Arvo Bold and multiple weights of Proxima Nova. The typographic hierarchy was further developed through the mobile application's styleframes.



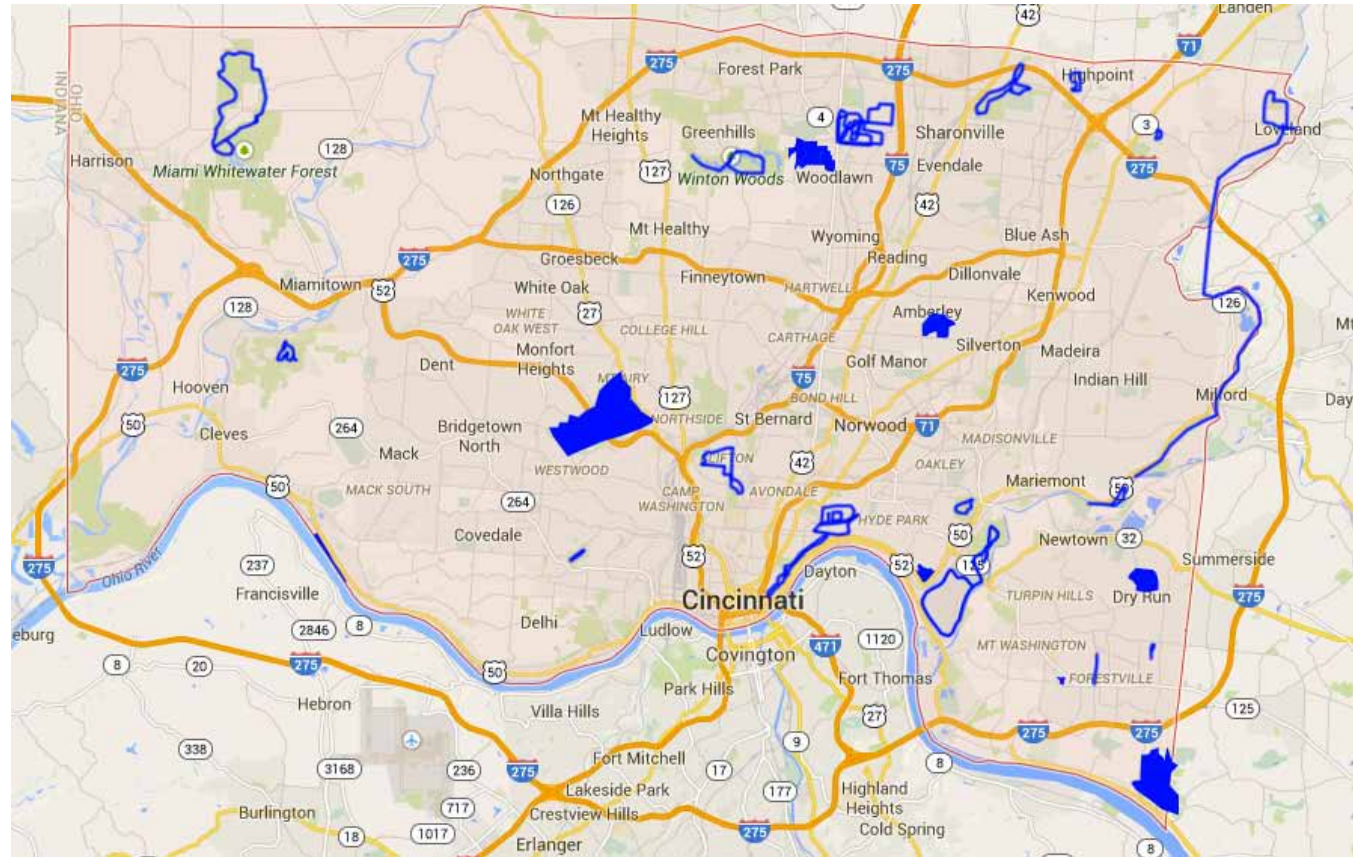
T-shirts were developed alongside the logo signature. Legibility, hierarchy, and purpose were considered. After discussions with classmates and select users, the shirt design that was picked resulted in a secondary logo signature that would solely be used for the apparel.



developing the **APP**

I am trained in traditional graphic design. What I learned two years ago in an introductory course to interaction design only proved to be useful in the sense of knowing how to conduct user testing. Mobile design has proven to be different and frustrating, but overall, it was a great learning experience nonetheless. I learned even more about paper prototyping, mobile prototyping tools, prioritizing the “haves” and “have-nots” for components of the app, and determining the most effective presentation method for exhibition visitors to understand it.

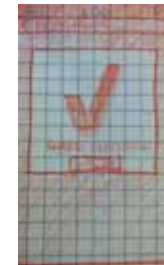
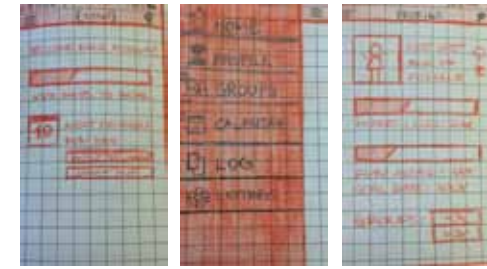
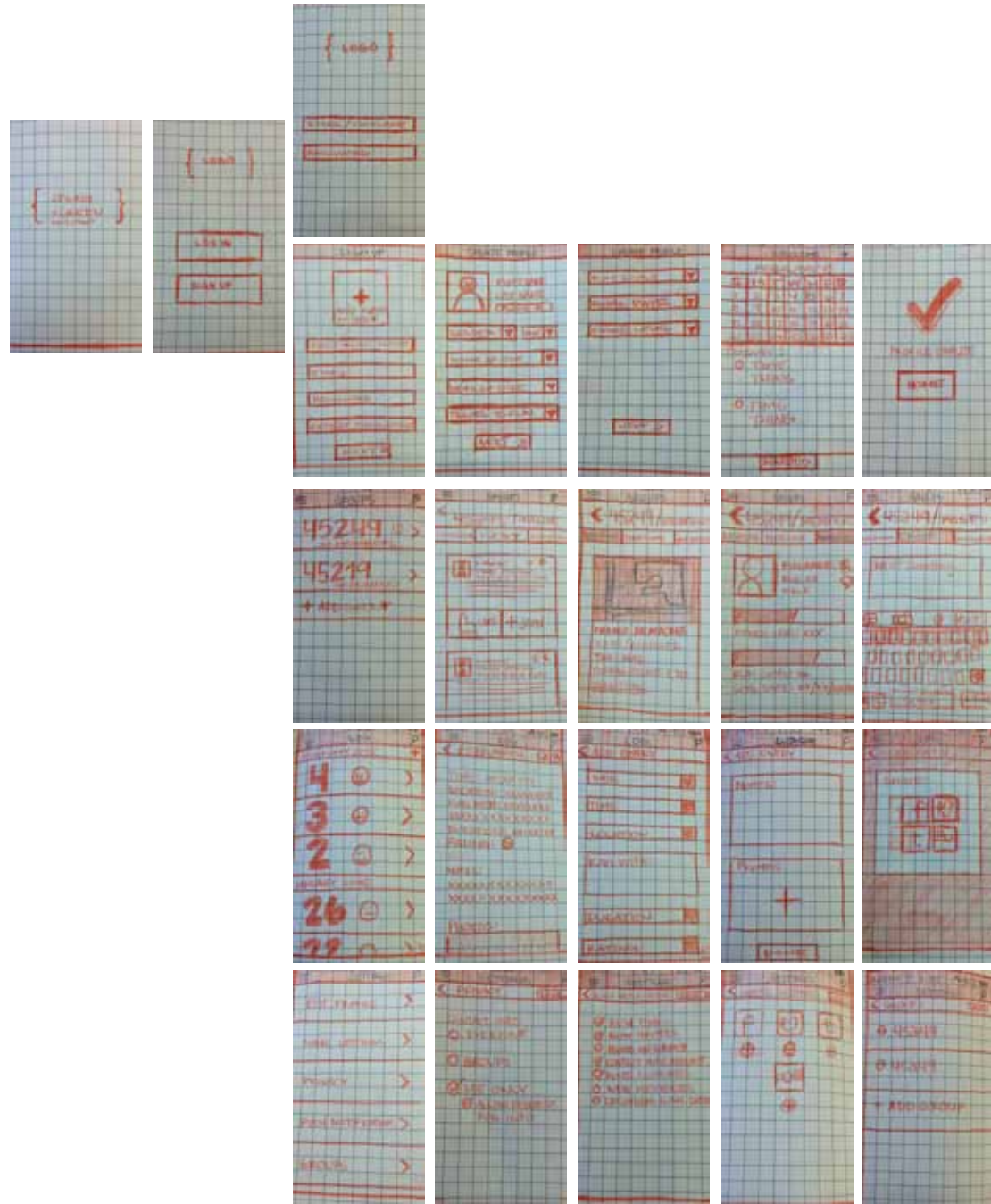
Note: Mac’s gesture in this episode of *It’s Always Sunny in Philadelphia* is pretty much how I looked much of this semester, sans alcohol.



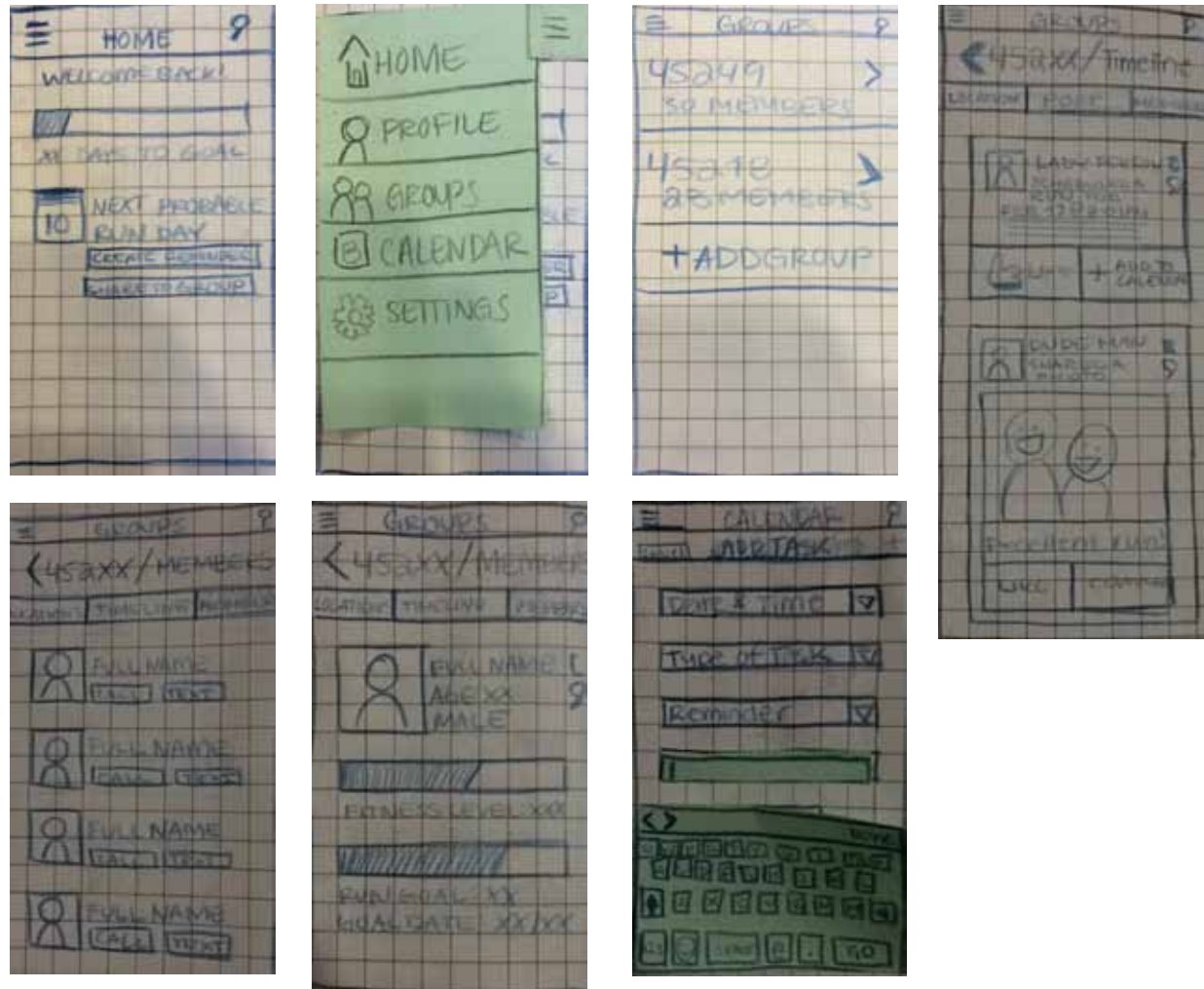
Mapping out parks with trails was a good exercise for visualizing where people can meet up to run in Hamilton County. The focus was narrowed to Hamilton County to consider how far someone would be willing to go to run. This area is simply a case study; the proposed solution could be applied to any large metropolitan area.

Runways // Greater Cincinnati Places to Run

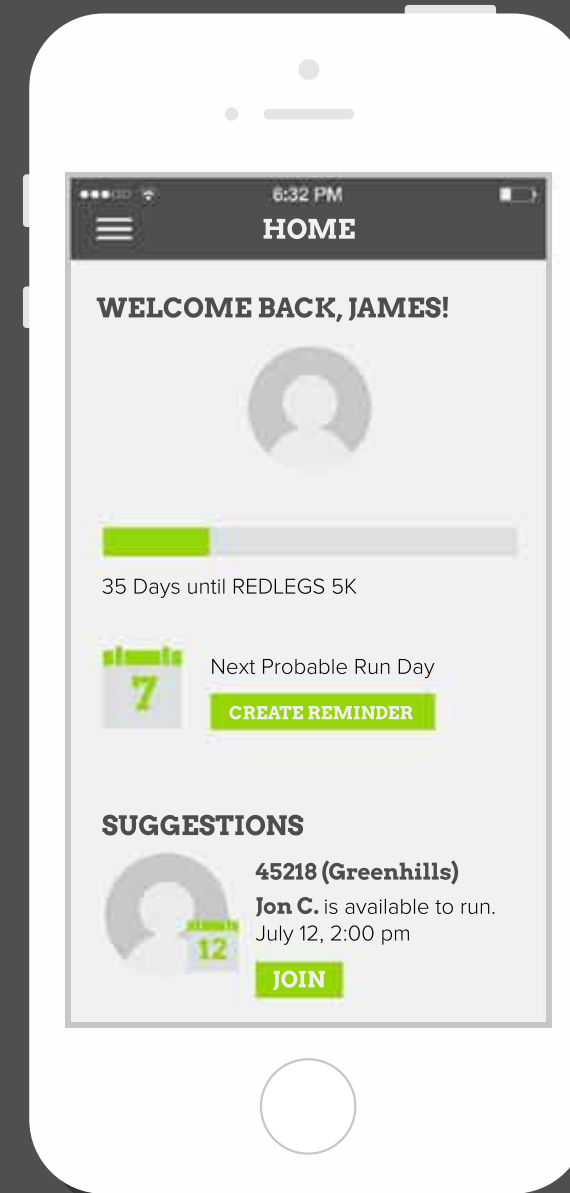
Zipcode	Name	Difficulty	Distance
45030	Miami Whitewater Forest Small Loop	Intermediate	1.2 mi
45030	Miami Whitewater Forest Large Loop	Intermediate	7.8 mi
45231	Winton Woods Lake Loop	Intermediate	1.65 mi
45231	Winton Woods West Trail	Beginner	1.0 mi
45231	Winton Woods Nature Trail	Advanced	1.0 mi
45241	Sharon Woods Lake Loop	Beginner	2.6 mi
45241	Sharon Woods Parcourse Trail	Beginner	1.0 mi
45241	Sharon Woods Gorge Trail	Advanced	1.5 mi
45249	Francis RecreAcres Loop	Beginner	1.0 mi
45249	Clete McDaniel Sports Complex Path	Beginner	1.0 mi
45249	Weller Park Loop	Beginner	0.5 mi
45220	Burnet Woods Trails	Beginner	1.2 mi
45227	Little Miami Scenic Trail at Avoca Park	Beginner	Any
45140	Little Miami Scenic Trail at Loveland	Beginner	Any
45215	Glenwood Gardens Paved Trail	Beginner	1.0 mi
45215	Glenwood Gardens Nature Trail	Beginner	1.9 mi
45205	Rapid Run Park	Advanced	2.9 mi
45233	Fernbank Park Paved Trail	Beginner	1.2 mi
45233	Fernbank Park Nature Trail	Beginner	1.0 mi
45002	Mitchell Memorial Forest Mountain Bike Trail	Advanced	8.1 mi
45002	Mitchell Memorial Forest Wood Duck Trail	Intermediate	1.0 mi
45211	Mt. Airy Forest	Intermediate	0.25-3.0 mi
45227	Otto Armleder Park Paved Path	Beginner	2.0 mi
45227	Armleder-Lunken Connector Path	Beginner	1.0 mi
45227	Lunken Bike Path	Beginner	5.0 mi
45237	French Park Trails	Beginner	3.3 mi
45230	Stanbery Park	Beginner	1.65 mi
45223	Parkers Woods/Buttercup Valley Trails	Advanced	Multiple
45219	Mt. Storm Park Route	Intermediate	4.05 mi
45202	Yeatman's Cove Loop	Beginner	0.55 mi
45202	Yeatman's Cove/Sawyer Point Loop	Beginner	1.0 mi
45202	Yeatman's Cove/Sawyer Point/Berry Loop	Beginner	3.0 mi
45230	Beech Acres Park Path	Beginner	1.25 mi
45230	Five Mile Trail	Beginner	2.5 mi
45226	Alms Park Trail	Advanced	2.75 mi
45230	Withrow Nature Preserve Trail	Intermediate	1.7 mi
45208	Ault Park Trail	Advanced	2.75 mi
45255	Veterans Park Path	Beginner	1.0 mi
45244	Julif's Park Trail	Beginner	0.9 mi
45255	Woodland Mound Parcour Trail	Intermediate	0.6 mi
45255	Woodland Mound Hike/Bike Trail	Intermediate	1.2 mi
45244	Riverside Park Paved Trail	Beginner	1.6 mi
45244	Johnson Hills Park Trails	Intermediate	4.0 mi
45208	Bob Roncker's Running Spot O'Bryonville	Beginner	1.0 mi
45208	Bob Roncker's Running Spot O'Bryonville	Beginner	2.4 mi
45208	Bob Roncker's Running Spot O'Bryonville	Intermediate	3.0 mi
45208	Bob Roncker's Running Spot O'Bryonville	Intermediate	3.11 mi
45208	Bob Roncker's Running Spot O'Bryonville	Intermediate	3.4 mi



In the first round of paper prototyping, I was probably too thorough; I spent my time designing the fine details when I should've been focusing on the core details that positively address the problem. When having people test out this prototype through the POP app, there was much confusion as to how to complete tasks such as profile creation and adding runs to the calendar.



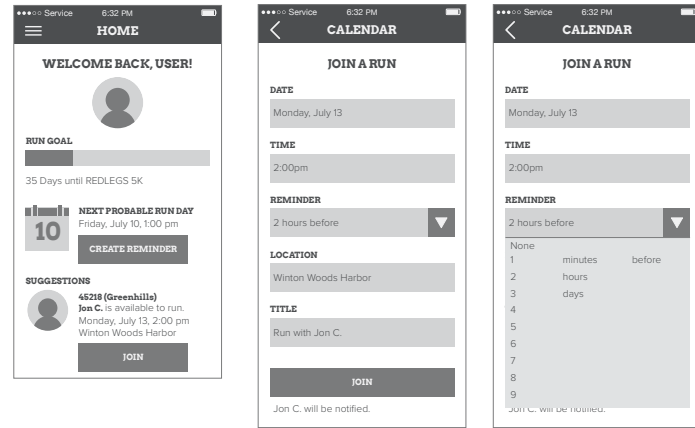
The second round proved to be more useful. Adding post-it notes to the POP prototype allowed users to better understand how to complete tasks. There was also more of a focus on the core components of the app: the home landing, personal profile, and the groups. This is a sample of what was prototyped this round.



Beginnings of wireframe development. Components were clarified, but I had no idea what I was doing then.

Join someone for a run.

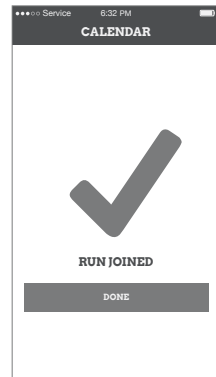
Task Flow 1



1. Find a suggestion for an upcoming run.

2. The "Join A Run" confirmation dialogue opens.

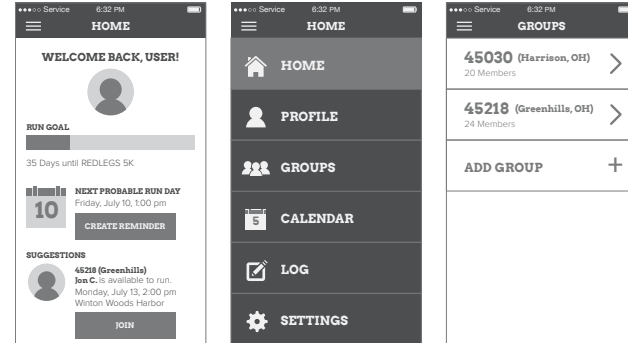
3. Change the reminder time (optional).



4. The run has been joined.

Join someone for a run.

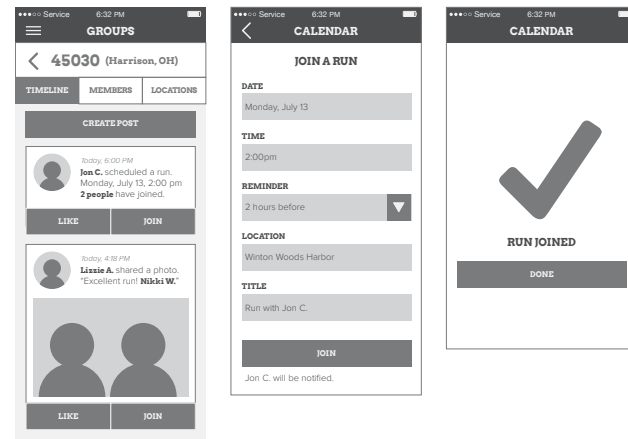
Task Flow 2



1. Select the menu.

2. Go to "Groups."

3. Choose a group.



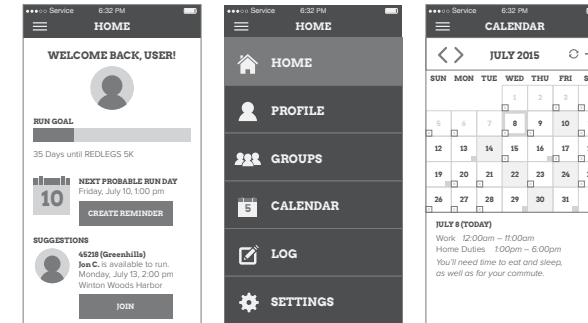
4. Find a run time post and click "Join."

5. The "Join A Run" confirmation dialogue opens.

6. The run has been joined.

Join someone for a run.

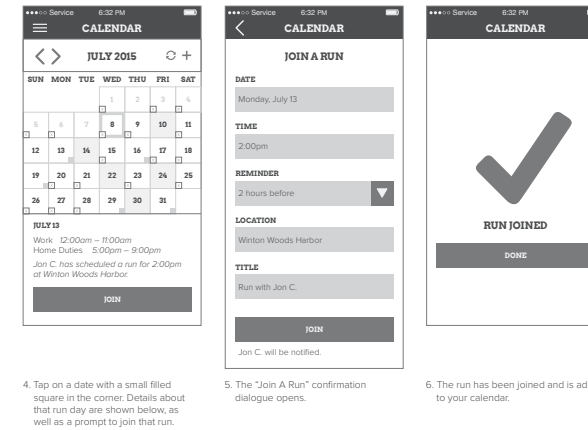
Task Flow 3



1. Select the menu.

2. Go to "Calendar"

3. The Calendar homepage is shown.



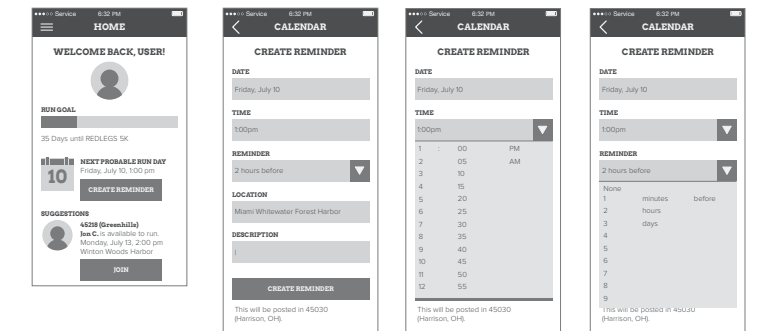
4. Tap on a date with a small filled square in the corner. Details about that run day are shown below, as well as a prompt to join that run.

5. The "Join A Run" confirmation dialogue opens.

6. The run has been joined and is added to your calendar.

Schedule a run.

Task Flow 1

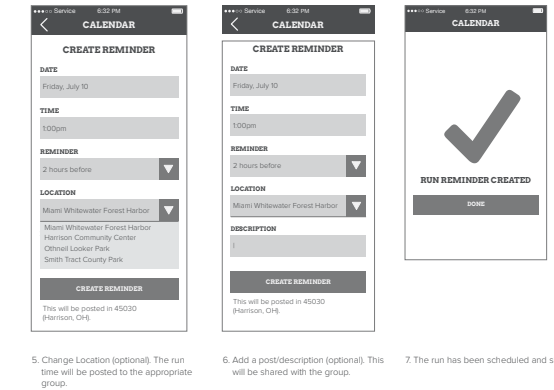


1. Tap "Create Reminder" under "Next Probable Run Day"

2. The "Create Reminder" dialogue opens.

3. Change the run time (optional).

4. Change the reminder time (optional).



5. Change Location (optional). The run time will be posted to the appropriate group.

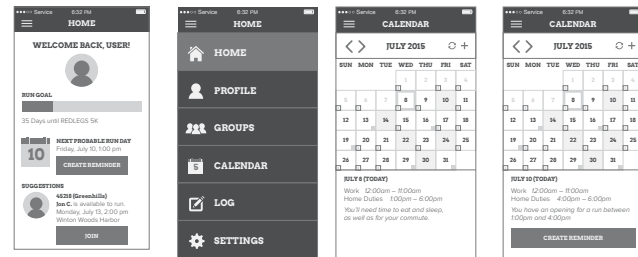
6. Add a post/description (optional). This will be shared with the group.

7. The run has been scheduled and shared.

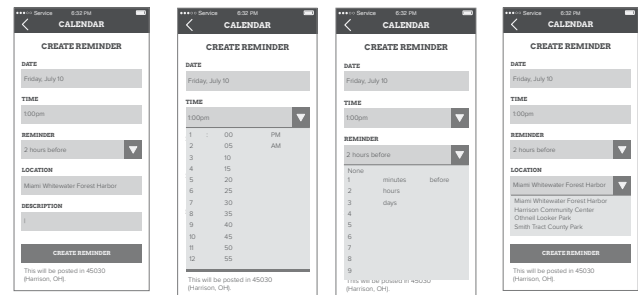
Wireframe and task flow development. Thinking of app development by the tasks rather than the components proved to be beneficial in the next round of user tests.

Schedule a run.

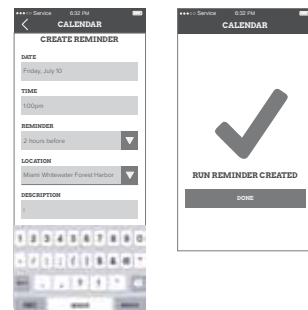
Task Flow 2



1. Select the menu.
2. Go to "Calendar".
3. Tap the "+" or select a shaded in date. Those are suggested dates with openings for runs.
3. If the shaded in date is tapped, details and a "Create Reminder" dialogue appear below.



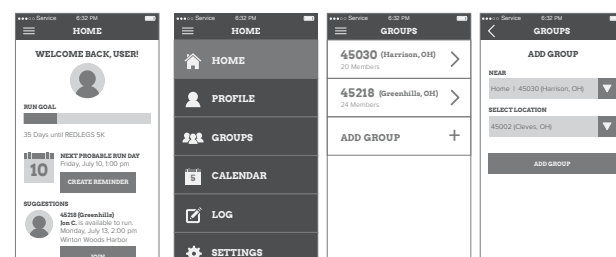
4. The "Create Reminder" dialogue opens.
5. Change the run time.
6. Change the reminder time.
7. Change location. The run time will be pooled to the appropriate group.



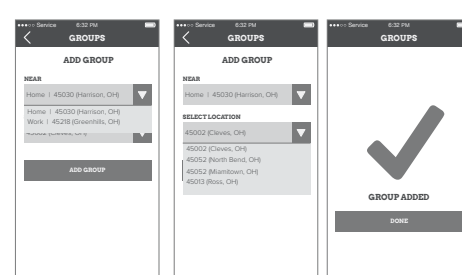
8. Add a post description (optional). This will be shared with the group.
9. The run has been scheduled and shared.

Add more run groups.

Task Flow 1



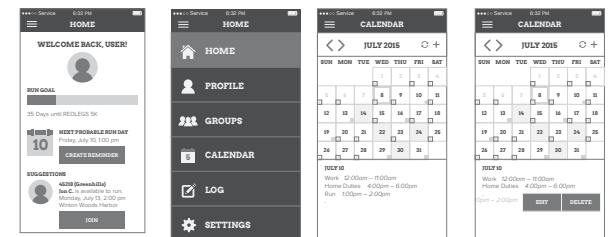
1. Tap the menu.
2. Tap "Groups".
3. Tap "Add Group".
4. The "Add Group" dialogue opens.



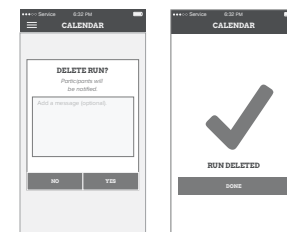
5. Choose which pre-set zip code area you would like to use for the basis of proximity for the new group.
6. Choose the new zip code area group.
7. Click "Add Group," then the "Group Added" confirmation pops up.

Drop a run.

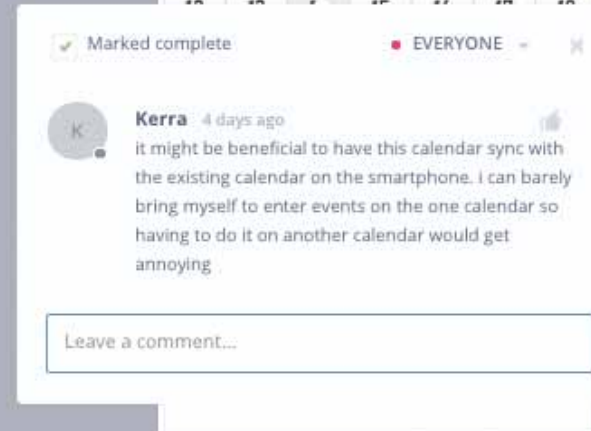
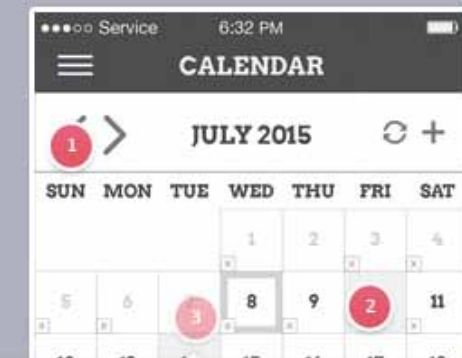
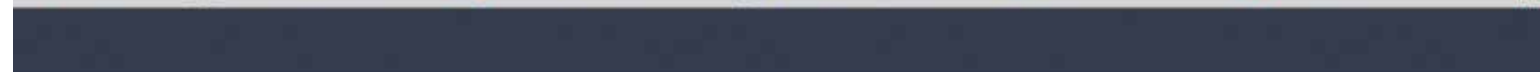
Task Flow 1



1. Select the menu.
2. Go to "Calendar".
3. Tap the date with the run which you can no longer be a part of.
4. Swipe the event to the left to reveal options to edit or delete. Choose "Delete".

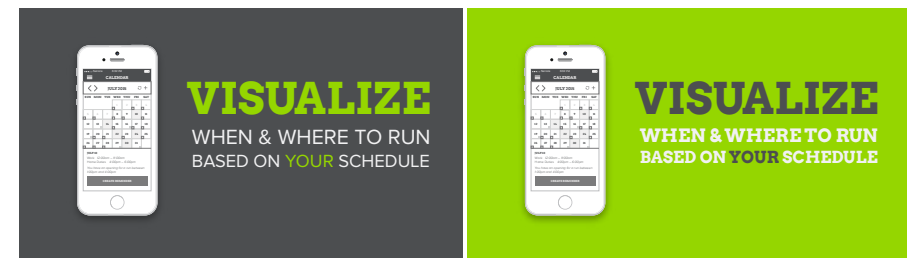
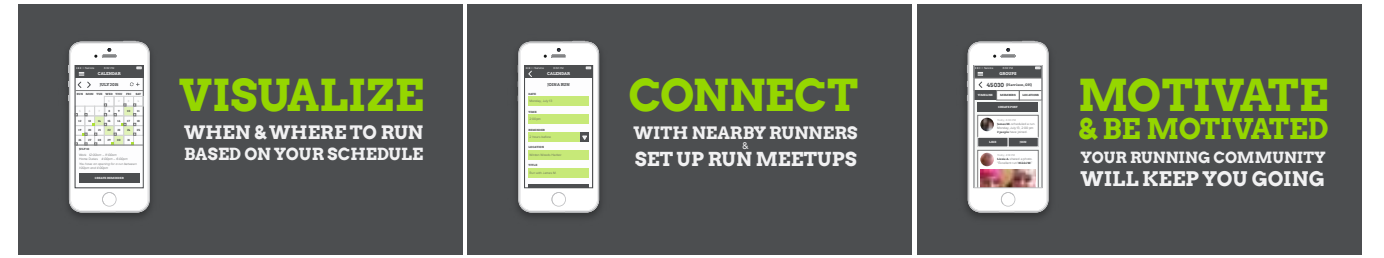
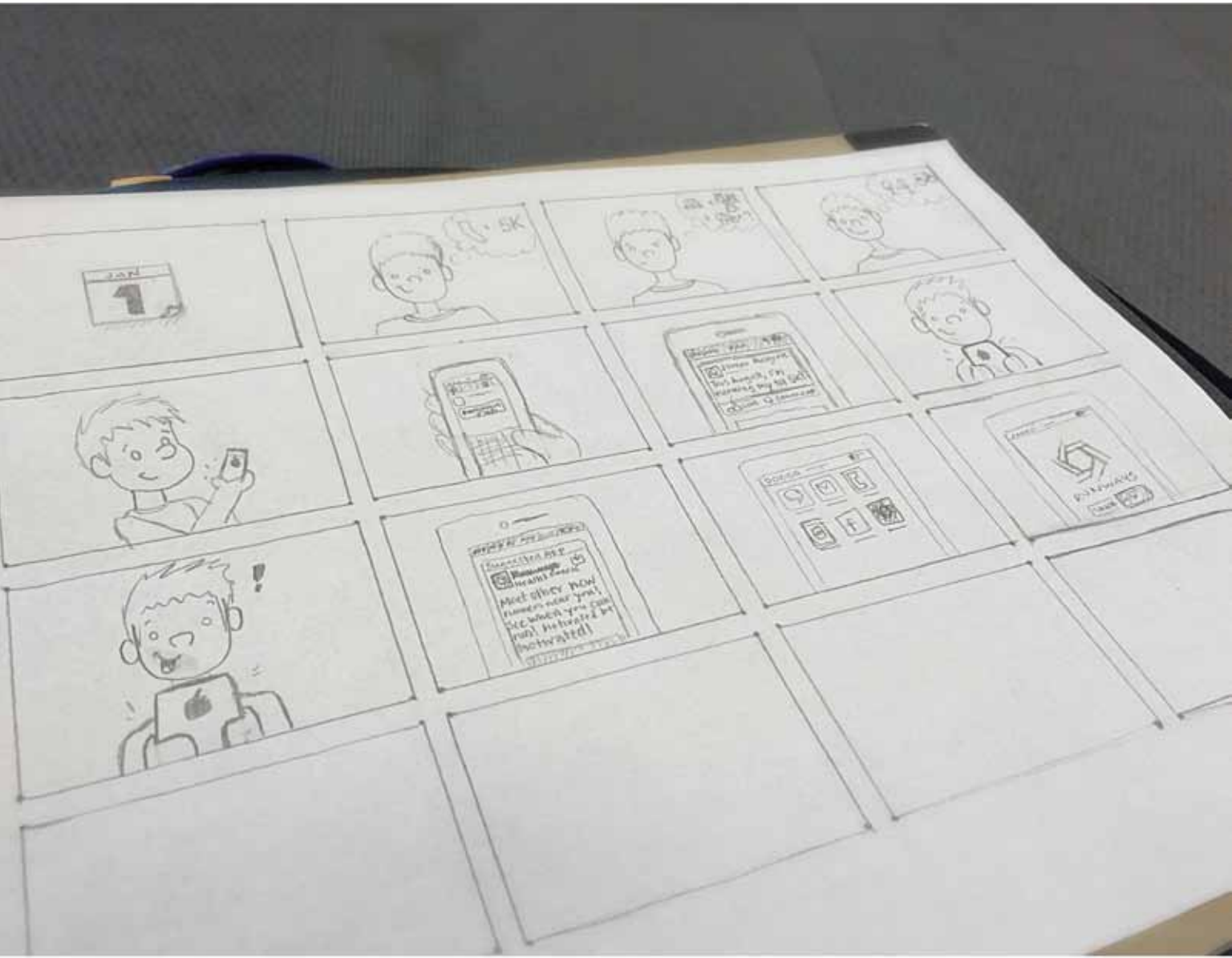


5. "Delete Run?" dialogue opens. Choose "Yes".
6. "Run deleted" confirmation.

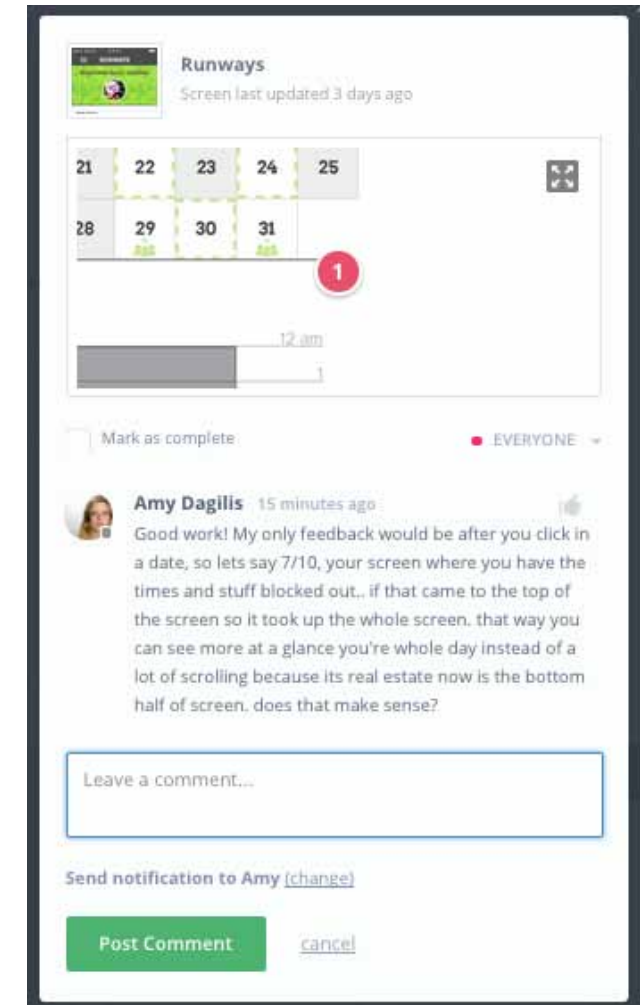
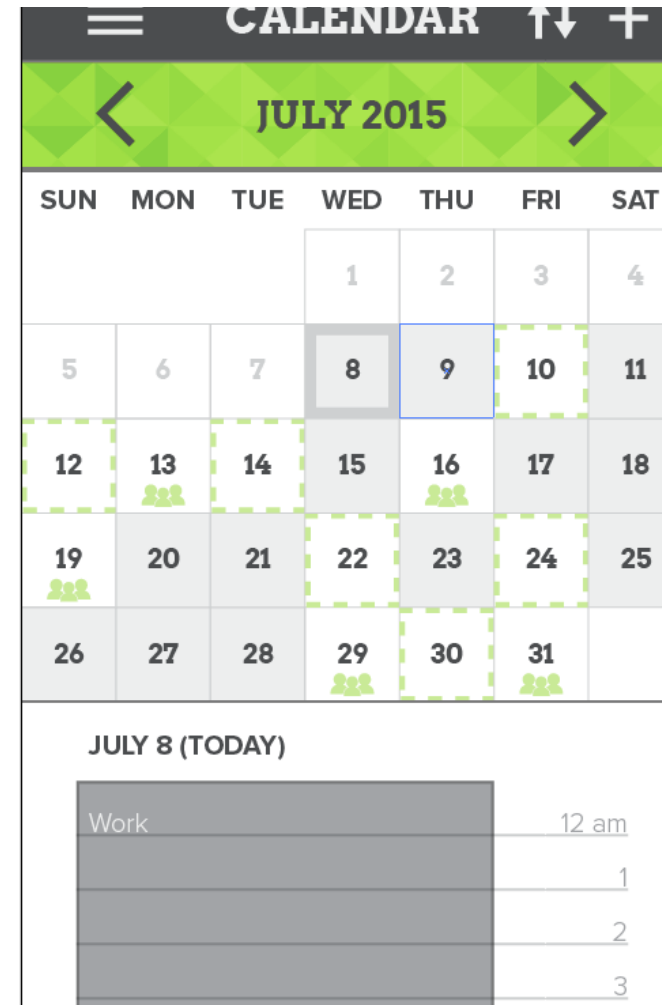
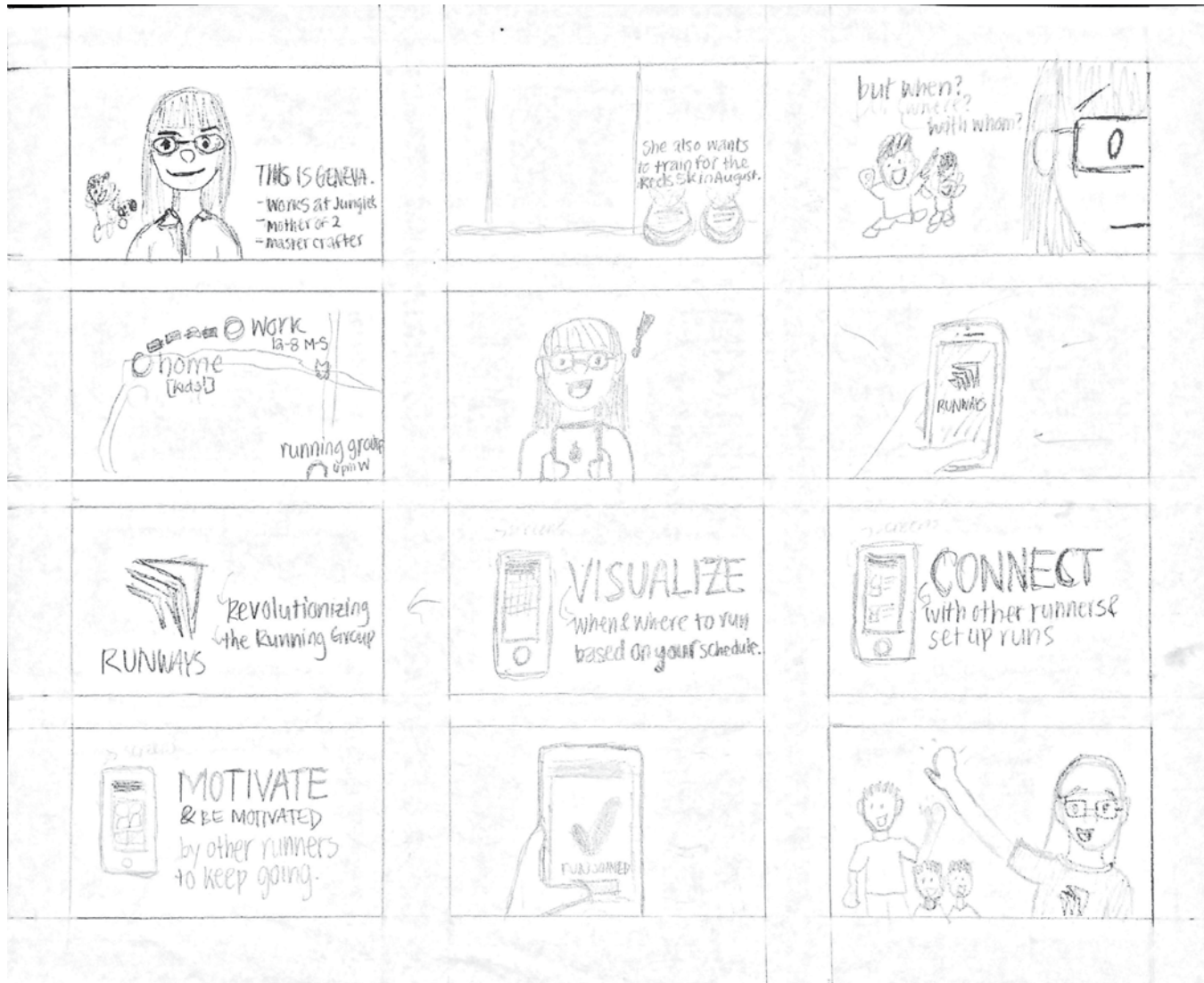


Leave a comment...

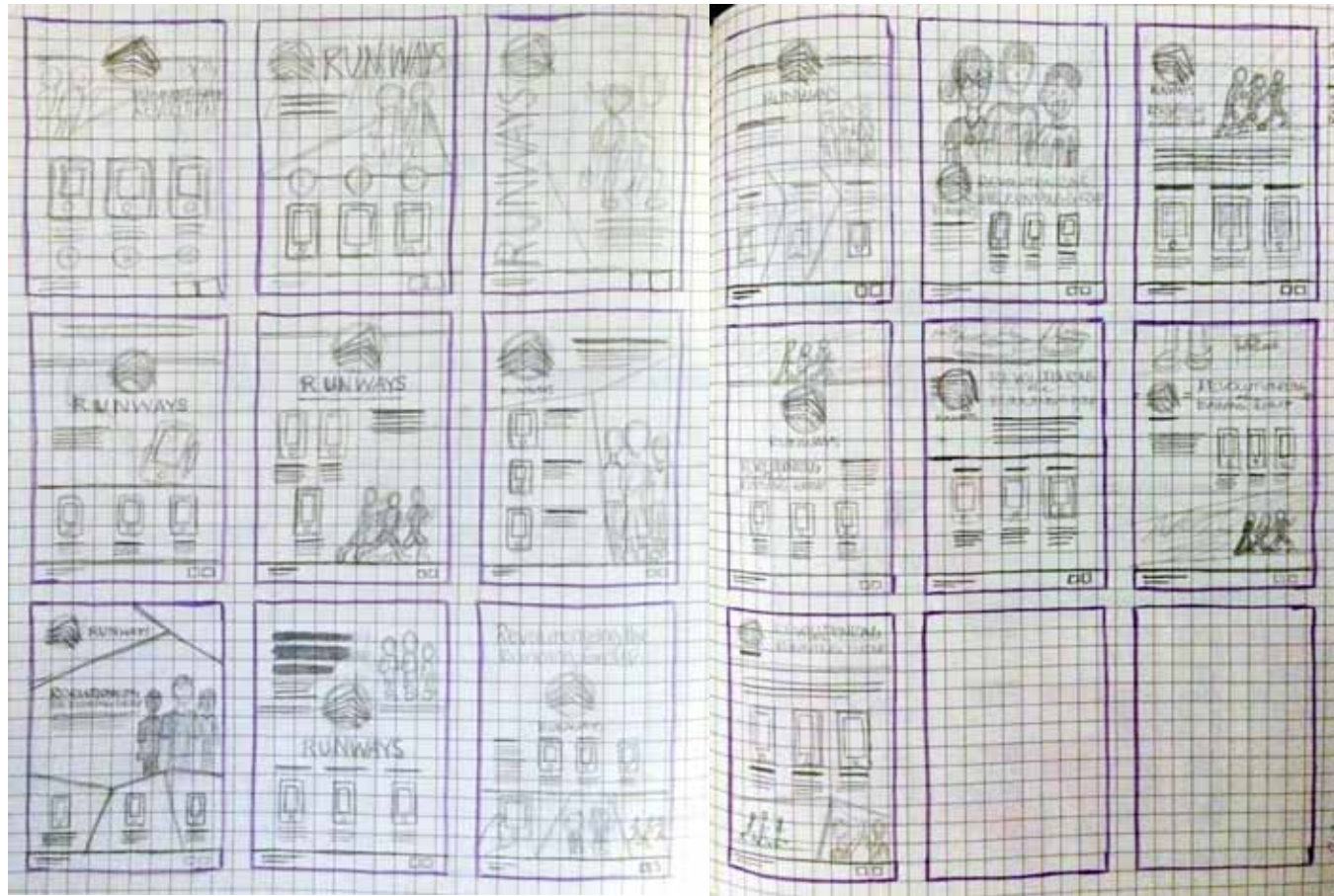
InVision proved to be a beneficial prototyping and user testing tool. I sent out Facebook and email blasts for people to test out the calendar functions of the app. I got a lot of great feedback and insights as to how to move forward.



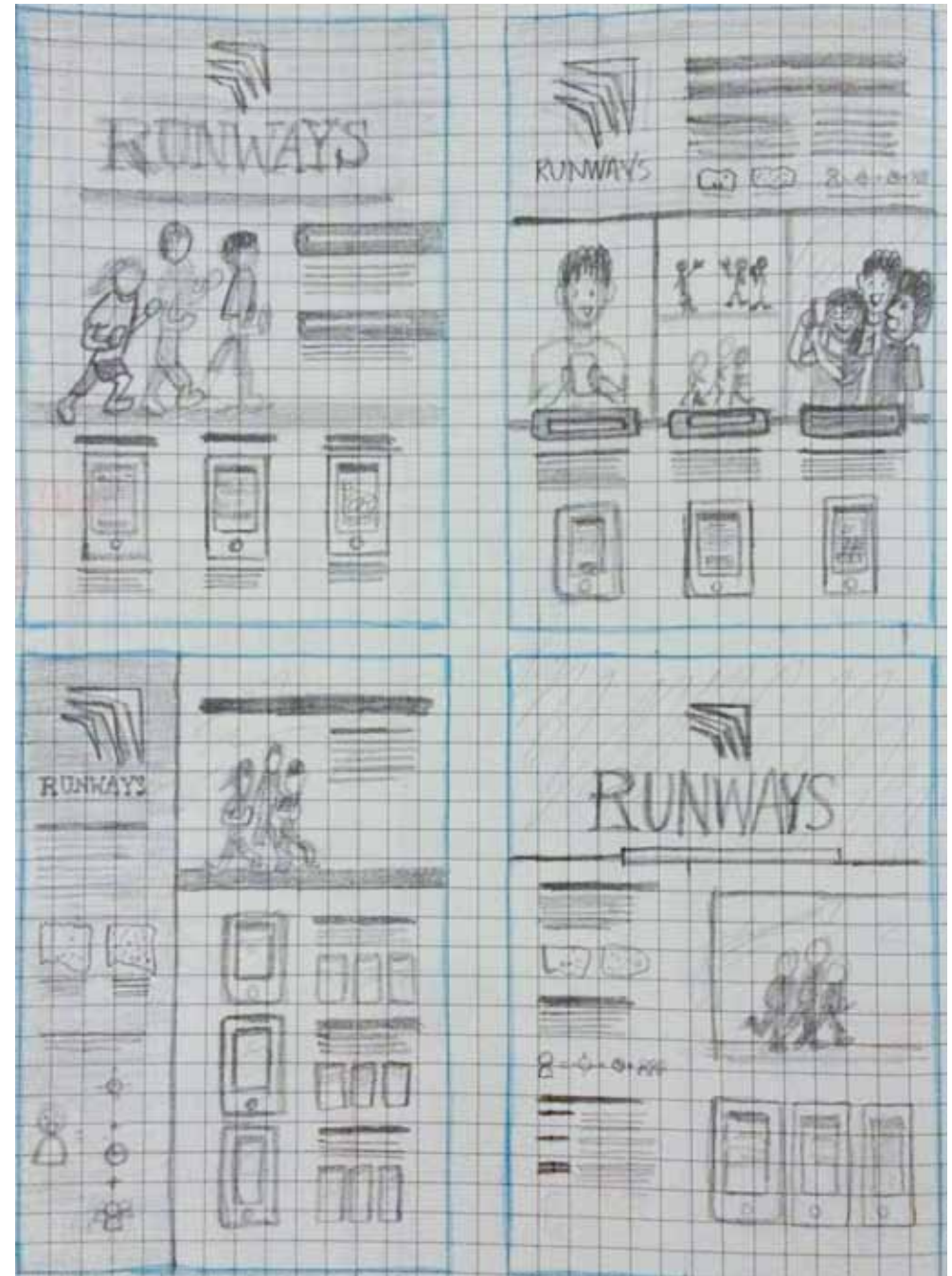
As mentioned before, both the brand and the mobile app were being developed simultaneously. Developing styleframes helped to clarify the functions of the app even more, and determined typographic and color hierarchy to show the brand throughout the app. On top of that, I began storyboarding and creating motion styleframes to consider how to communicate the functions of the app to visitors at the exhibition. A user narrative was considered for its potential relatable nature, and after testing through video and photo shoots, a comprehensive animated piece was developed.



Commentary from classmates proved to be helpful when refining the overall functionality of the mobile prototype. I learned to make GIFs to make the functions—especially swipes—more realistic in the mobile prototype that could be sent from InVision online to an iPhone. This also helped in terms of determining appropriate button and type sizes on the mobile screen.



Developing the exhibition poster helped to articulate the project as a whole, and was also helpful in creating the brand mark and app styleframes.



RUNWAYS
REVOLUTIONIZING THE RUNNING GROUP

THE PROBLEM
Running groups used to provide a community-based setting for people training for a race. Existing groups in Charlotte are fragmented and developed through specialty running stores. Runners of all levels are welcome to join these groups, but these groups meet at very specific times and places, discouraging new runners from working towards their fitness goals.

THE SOLUTION
To keep newcomers motivated, one obstacle they need to know when and where they can run. A supportive community of online-based social helps to one working towards their fitness goals.

DISCOVER
Runners use the Calendar function of this mobile application to discover groupings in their schedules to join, as well as when other people nearby are planning on running.

CONNECT
Runners connect with other through groups formed by location, time, or activity. When they join a run through the application and then meet in person, that's how connections are made.

MOTIVATE
With the Group feature, runners can social through a timeline of posts, such as photos and scheduled runs, that inspire them to keep pushing forward with their fitness goals.

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TOGETHER, THE SKY'S THE LIMIT

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05.

**FINAL
SOLUTION**



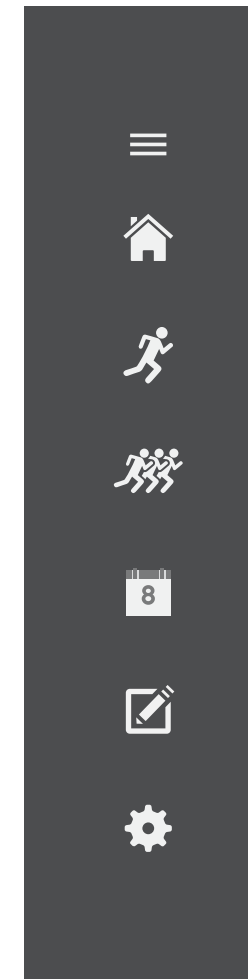
Logo: 300 px icon box



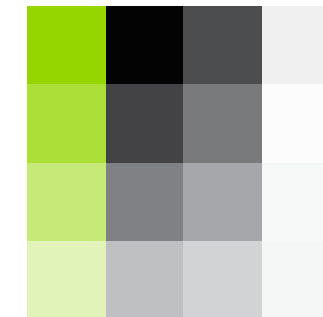
Primary Signature: Used on Mobile Application, motion pieces, and most printed materials



Secondary Signature: Used only on t-shirts

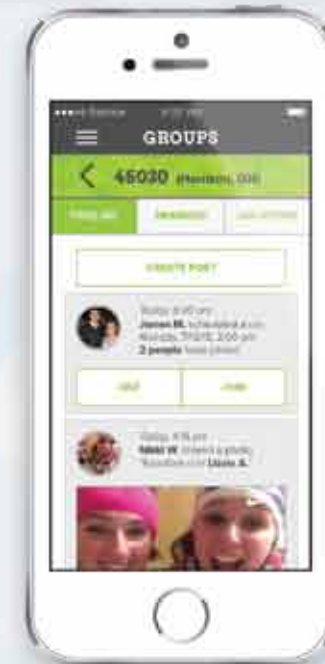
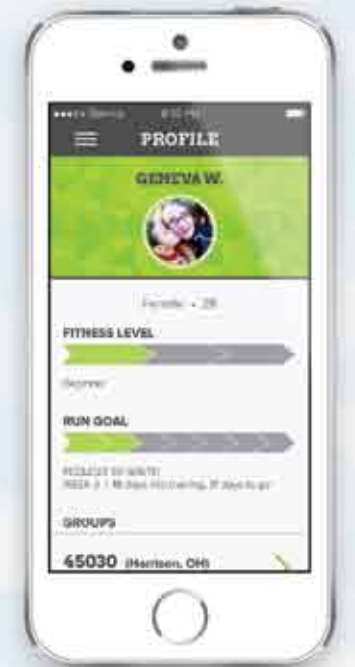
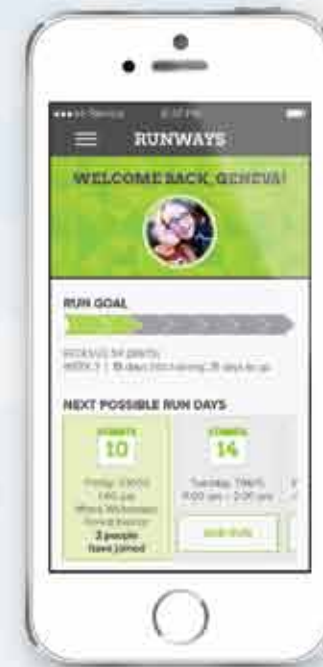


- 8 Today.
- 9 No time to run.
- 10 You have time to run.
- 13 There's a group run already scheduled that fits into your schedule.
- 10 You've scheduled a run.
- 13 You're in a group run.



Iconography, color, and patterns. The hamburger menu iconography was finalized to relate more to running. The calendar iconography was simplified to clearly show openings in schedule for runs, when runs are scheduled, and when people join each other for runs.

Final app icon and logo signatures. A gradient was added to the icon to give it depth when it shows up on the phone. The primary logo signature features centered green arrows to represent the importance of the core when running. The secondary signature was developed in order to not lose the logo when used on a t-shirt. The name takes precedence so that it serves as both an advertising and internal communication tool.



CREATE PROFILE

PRIVATE CONTACT

GENDER: Female | AGE: 27

FITNESS LEVEL: Beginner

HOME ZIP CODE: 43001 | WORK ZIP CODE: 43228

RUN LOCATION OPTIONS WITHIN: 2 Miles of Home and More

NEXT

CREATE PROFILE

PRIVATE CONTACT

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RUN LOCATION OPTIONS WITHIN: 2 Miles of Home and More

OPTIONS WITHIN

NEXT

SET GOAL

GOAL RUN DISTANCE: 1 mile

GOAL RUN DATE: Jul 22 2015

GOAL RUN TITLE: 1

NEXT

SET GOAL

GOAL RUN DISTANCE: 10.211 Miles

GOAL RUN DATE: 8/2/2015

GOAL RUN TITLE: 1

NEXT

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GOAL RUN DISTANCE: 10.211 Miles

GOAL RUN DATE: 8/2/2015

GOAL RUN TITLE: 1

NEXT

CALENDAR

JULY 2015

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

8/1/15 (TODAY)

SYNC TO CALENDAR

SYNC

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SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
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26	27	28	29	30	31	

8/1/15 (TODAY)

SYNC TO CALENDAR

SYNC

CALENDAR

JULY 2015

ICAL SYNCED

RUNWAYS

WELCOME BACK, GENEVA!

USERNAME:

PASSWORD:

QWERTYUIOP
ASDFGHJKL
ZXCVBNM

HOME

HOME

PROFILE

GROUPS

CALENDAR

LOG

SETTINGS

RUNWAYS

WELCOME BACK, GENEVA!

RUN GOAL

NEEDS 54 MILES
WEEK 3 | 18 days into training, 21 days to go

NEXT POSSIBLE RUN DAYS

Monday 10:00 am - 11:00 am | Tuesday 11:00 am - 2:00 pm
4 people have joined | 2 people have joined

SUGGESTIONS

James M. | Dave V.
is available to run Monday 10:00 am - 11:00 am | is available to run Thursday 11:00 am - 12:00 pm
2 people have joined | 1 person has joined

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RUNWAYS

JAMES M.

Male • 34

FITNESS LEVEL

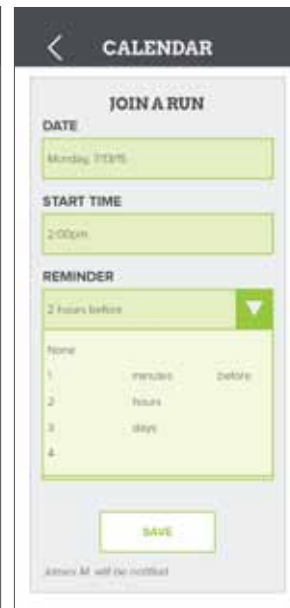
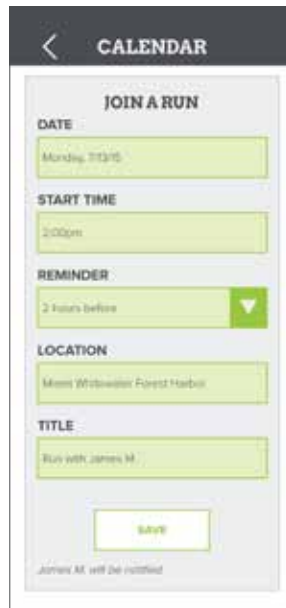
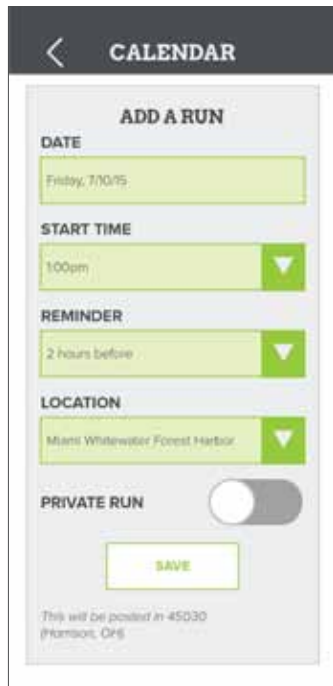
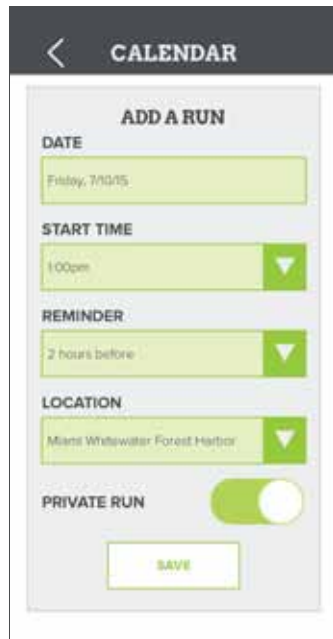
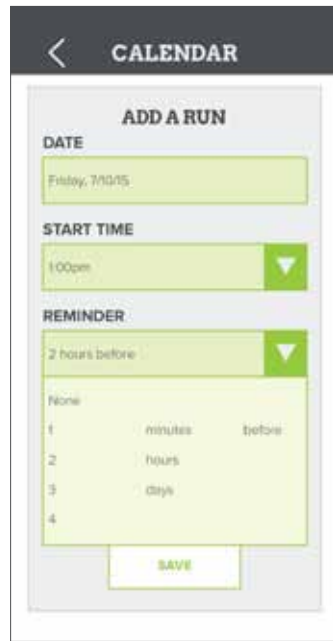
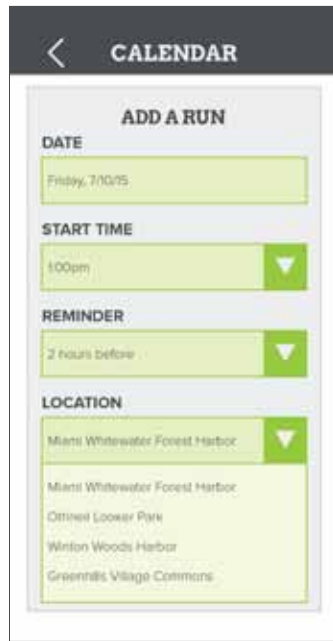
RUN GOAL

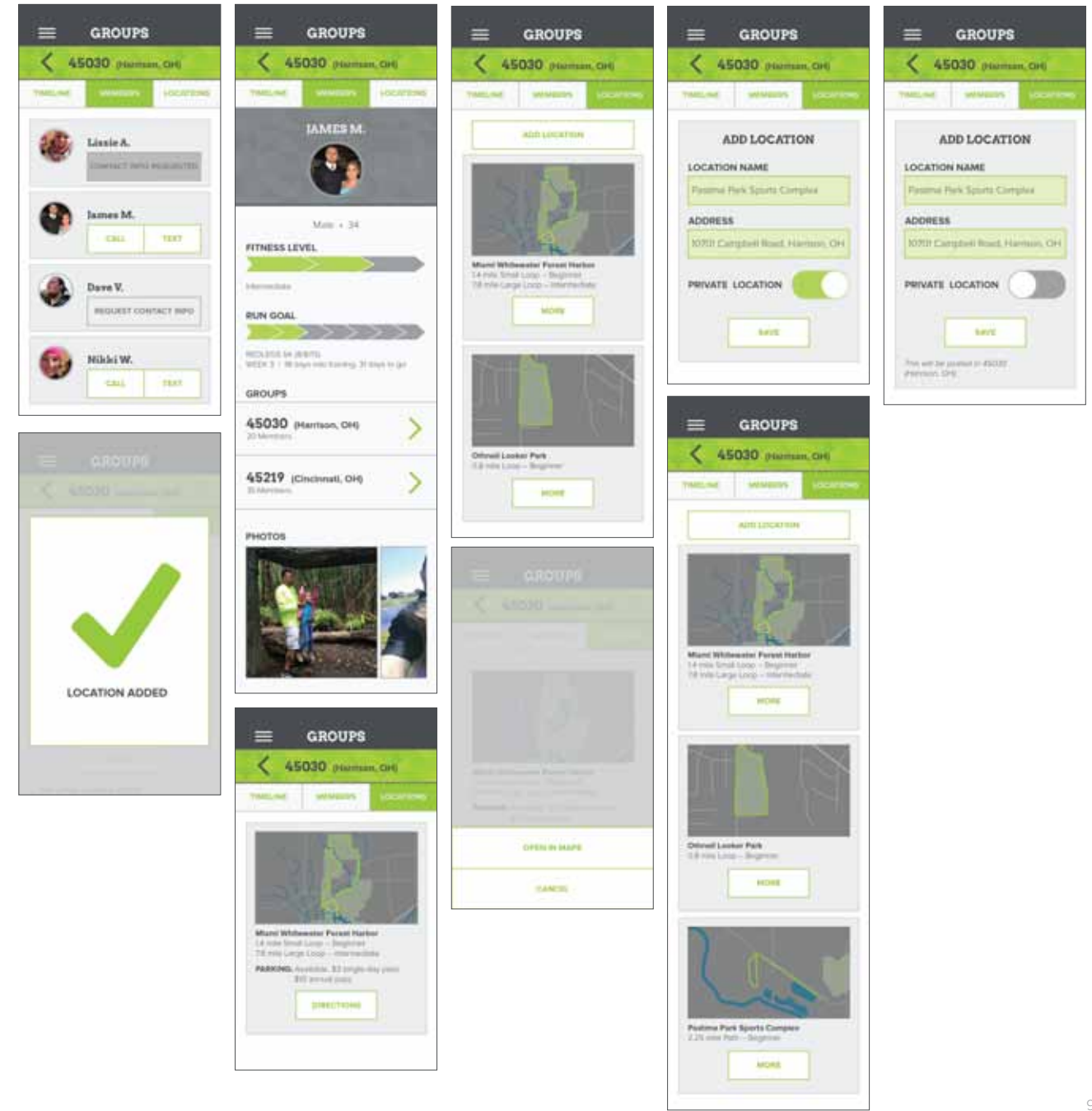
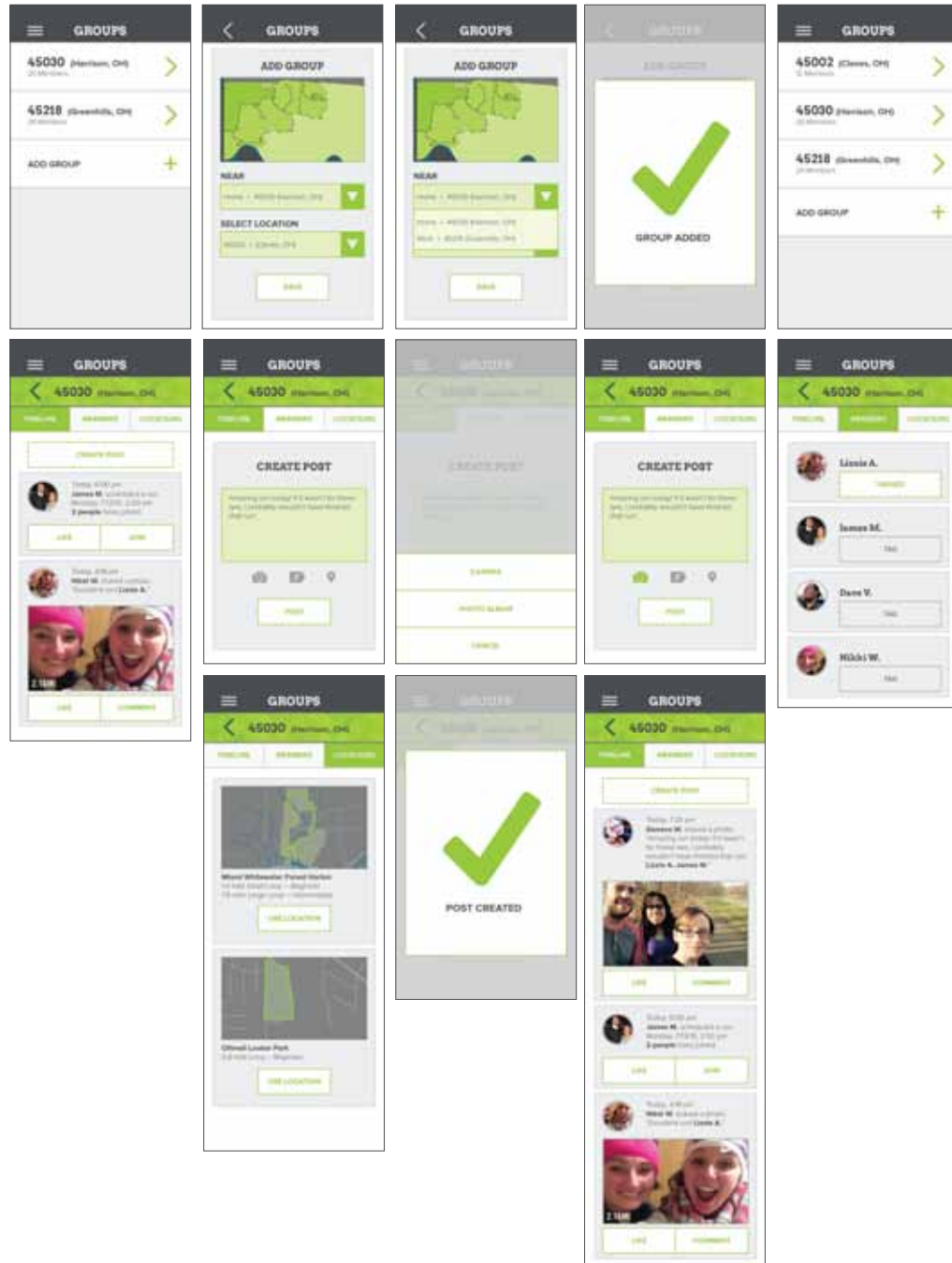
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WEEK 3 | 18 days into training, 21 days to go

GROUPS


45030 (Harrison, OH) | **45219** (Cincinnati, OH)
 20 Members | 20 Members

PHOTOS










RUNWAYS

TOGETHER, THE SKY'S THE LIMIT




HITTING THE WALL

Running can be the starting line for a healthier lifestyle. Groups based at Cincinnati running stores can serve as team settings for runners of all levels. However, these groups are not accessible to runners with non-traditional schedules because of limited locations and meeting times, which can cause them to abandon their fitness goals.


A VIRTUAL TEAM FOR NEW RUNNERS

Runways is a mobile-based running community and scheduling tool.



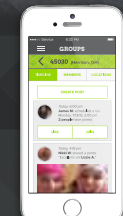
DISCOVER
when and where to run based on your schedule

Runners use the Calendar feature to view potential schedule openings and when others plan to run together.



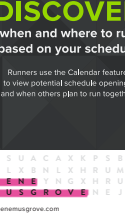
CONNECT
with nearby runners and plan group runs

Groups formed by nearby locations allow runners to connect virtually to plan runs, then meet in person.




MOTIVATE
other runners and be motivated by them


The Groups feature allows runners to view photos and scheduled runs that keep them motivated.




DISCOVER
when and where to run based on your schedule





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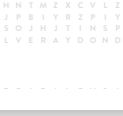





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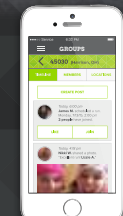





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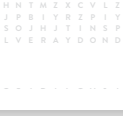





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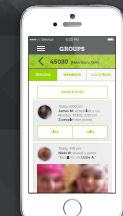





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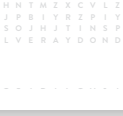





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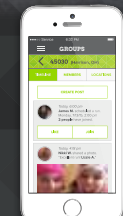





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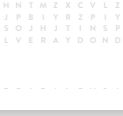





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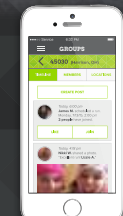





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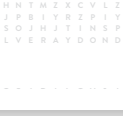





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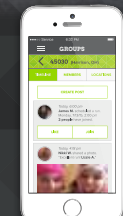





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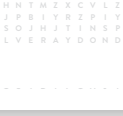





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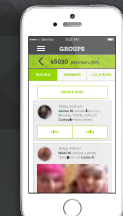





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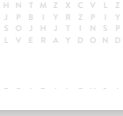





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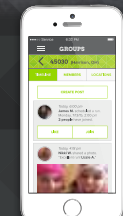





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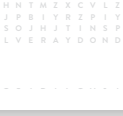





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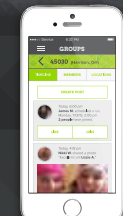





DISCOVER
when and where to run based on your schedule





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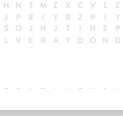





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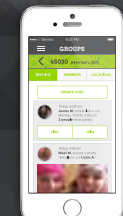





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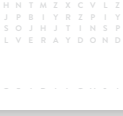





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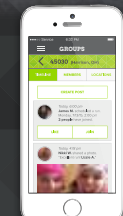





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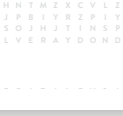





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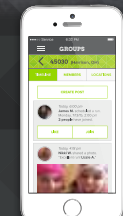





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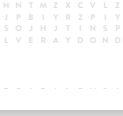





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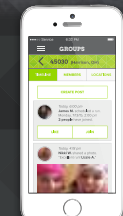





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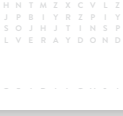





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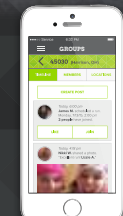





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06.

**REFLEC-
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a great

EXPERIENCE

Interaction design is a hard concept to grasp, but I'm glad I decided to create something that addresses something I'm passionate about. This capstone experience allowed me to expand on everything I've learned in over five years at DAAP. It also expanded my career choices in design, which is very necessary since I have to stay in Cincinnati to be with family. I am no longer set on a career in experiential design; I am now more than willing to dive into UI and UX. After these five years, I should treat myself to a cookie.

07.

CREDITS



a big

THANK YOU

These are the people and I have to thank for their contribution to *Runways*, whether it be through research, photo shoots, or guidance.

UC DAAP
IAN BELLOMY
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RENEE SEWARD
TODD TIMNEY

GRCD 2015
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AMY DAGILIS
ARIELLE GICZKOWSKI
MEGAN MUDMAN
PATRICK STEIGER
KERRA SUNDERLIN
CHRISTOPHER WELLS

CHAARG
SARAH CLEM
VIRGINIA EWEN
KAYLEIGH LAVORLINI
KELLY LOUIE
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CHELSEE WATERMAN
MORIAH KRAWEC
SHAWN LAY
PAMELA MERCHANT
ANDREW NIEMANN
ANDREW PICKARD
AMY SPELMAN
DAMON TEPPE

FRIENDS & FAMILY
LIZZIE ASKREN
JON COLEMAN
JIM CRUMPLER
SCARLETT DIMARIO
BOB FRITZ
JOE HARING
MICHAEL HENSLEY
ANTHONY JONES
ALISHA LOCH
MEGAN MIDDLETON
JAMES MUSGROVE
PATRICIA MUSGROVE
JAMIE SAWYERS
VIKKI SMYTH
BRITTANY THOMPSON
CHRIS THOMPSON
GENEVA WATSON
NIKKI WISE

