



# ***Mile One***

## **Project**

Mile One -  
Run Coach App

## **Designer**

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UX / UI / Visual Design

## **Date**

04.01.2024

# Content

2

Change Log

3

Project Description

4

Persona

5

Hierarchical App Map

6

User Flows

7

Prototyping

# Change Log

07.03.2024	Project Kickoff
23.03.2024	Wireframes added: Splash Screen, Introduction to Coach, Initial Questionnaire, Loading Screen, Training Plan Overview // Prototype Kickoff Framer
23.03.2024	Wireframes added: Framer Prototype Finalization, Wireframes added: Start run, Wireframes modified: Training Overview

# Project Description

## The Goal

"Mile One" aims to simplify running for beginners through personalized plans, real-time guidance, and educational support, enhancing both physical and mental well-being. It seeks to motivate consistent practice, lower entry barriers, and cultivate a love for running, guiding users toward achieving their fitness goals.

## Target Audience

"Mile One" targets beginners and those new to running, including busy professionals, health enthusiasts, and those seeking stress relief or community support. This tech-savvy audience values personalized, easy-to-use tools that offer structured plans, tracking, and resources to ease into running.

## Impact / Value

The "Mile One" app significantly enhances physical and mental health by making running accessible to beginners. It offers personalized training, educates users on safe running practices, and fosters a supportive community, simplifying the start of a running journey. This app democratizes fitness, inviting a wide audience to pursue better health and wellness through technology.

# Persona // Sarah, running rookie

## Demographics

- Age: 25
- Gender: Female
- Occupation: Early to Midstate career, average salary
- Education: Bachelor's Degree
- Location: San Francisco, CA
- Marital Status: In a committed relationship but not married

## Geographic Location

- Urban or Suburban: Emma probably lives in an urban or suburban setting, **where access to parks or running trails might be more limited**, making the guidance from a running app even more valuable.
- Climate: Depending on her specific location, she might face climate challenges that impact outdoor running, such as cold winters or very hot summers, which could influence her running schedule and needs.

## Goals

- To find a **simple, structured way to start running** without feeling overwhelmed.
- To build her running endurance gradually, aiming to **make running a regular part of her routine**.
- To use running as a tool for stress relief and mental clarity, **improving her overall well-being**.

## Challenges

- **Lack of knowledge about where to begin**, including understanding the right pace, duration, and frequency of running sessions.
- **Concerns about potential injuries** due to improper form or overexertion.
- **Struggling to find motivation** and consistency, especially on tough days or when progress feels

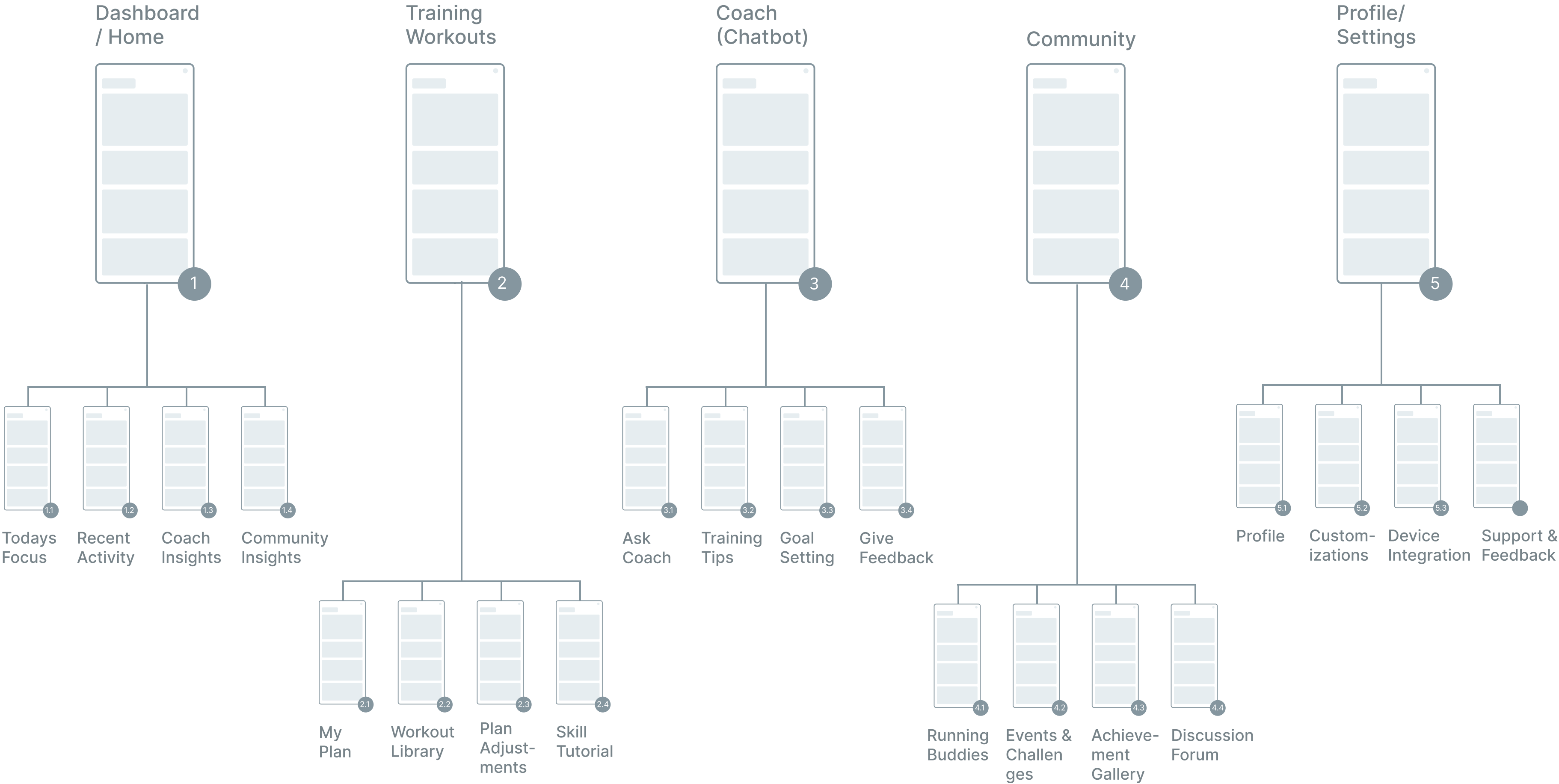
## Decision Drivers

- Sarah seeks an **easy onboarding experience** simplified navigation that makes it easy for her to plan her runs, especially as a beginner who might be overwhelmed by more complex apps.
- Sarah is specifically looking for **customized training plans** tailored to her fitness level, progress, and personal running goals, making her feel that the app is truly catering to her individual needs.
- Sarah is looking for **comprehensive educational content**, which covers running form, injury prevention, and gear selection, empowering her to run more confidently and safely.

## App Usage

- Sarah plans to use Mile One on a **weekly basis**
- She is committed to **follow the apps recommendation** of training frequency.
- She is planning to use the app at **home and outside during varying weather conditions**.

“I need something to help me get started with running and is able to answer my questions”  
  
-- Sarah



1

### First time on - boarding

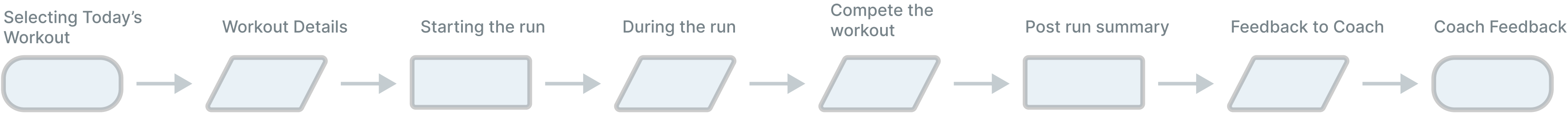
Users meet Coach during onboarding, answering questions to tailor their training plan. This user story is crucial for user retention providing a guided and easy to understand introduction.



2

### Go on a Run

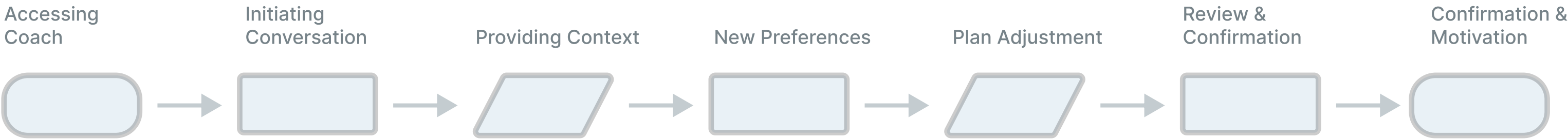
Users check their daily workout, start running with real-time guidance from Coach, and receive a summary plus personalized advice post-run.



3

### Adjust Training

Users request training plan adjustments from Coach, who updates the schedule based on new information. Approval leads to motivational support from Coach.



Splash Screen



Sign up

2 Sign up

Email

Username

Password

Create account

Already have an account? [Sign in](#)

Sign In

Sign In

Email / Username

Password

Log in

Don't have an account? [Sign up](#)

Notes

- 1 Logo fades in during loading
- 2 After the loading screen sign up is shown to the first time user.
- 3 Primary button turns purple on tap
- 4 Sign in link will send the user to the sign in screen
- 5 Primary button turns purple on tap
- 6 Sign up link sends the user back to the sign up screen



Coach  
Introduction

2

X

1

Hi Emily! :)

My name is Coach. I will help you set up your personalized training plan.

Lets begin with some questions...

Have you ever run before?

Type your answer...

↑

Initial  
Questionnaire 1

X

Hi Emily! :)

My name is Coach. I will help you set up your personalized training plan.

Lets begin with some questions...

From 1-10 how would you describe your fitness level?

Give me an example

3

Lets say 1 would be a total couch potato and 10 is the fittest person in the world.

1

Type your answer...

↑

Initial  
Questionnaire 2

X

6

Hi Emily! :)

My name is Coach. I will help you set up your personalized training plan.

Lets begin with some questions...

From 1-10 how would you describe your fitness level?

Give me an example

Lets say 1 would be a total couch potato and 10 is the fittest person in the world.

1

Have you ever followed a running program before?

4

Type your answer...

↑

5

Notes

- 1 Messages appear and coach introduces themselves
- 2 The progress fills up more and more with every question asked by coach
- 3 The user is able to ask whatever question they have and coach will answer / incorporate information into the workout plan
- 4 The user is able to write their answers in this input field
- 5 The send button enables the user to send messages to coach
- 6 Pressing the “X” will send the user back to the sign up screen

Finalizing  
Questionnaire

1

×

From 1-10 how would you describe your fitness level?

Give me an example

Lets say 1 would be a total couch potato and 10 is the fittest person in the world.

1

Have you ever followed a running program before?

No

Perfect! This is all I needed to know. Lets create your training plan....

Generate Training Plan

2

Training Plan  
Loading Screen

3

Your training plan is being generated...

Notes

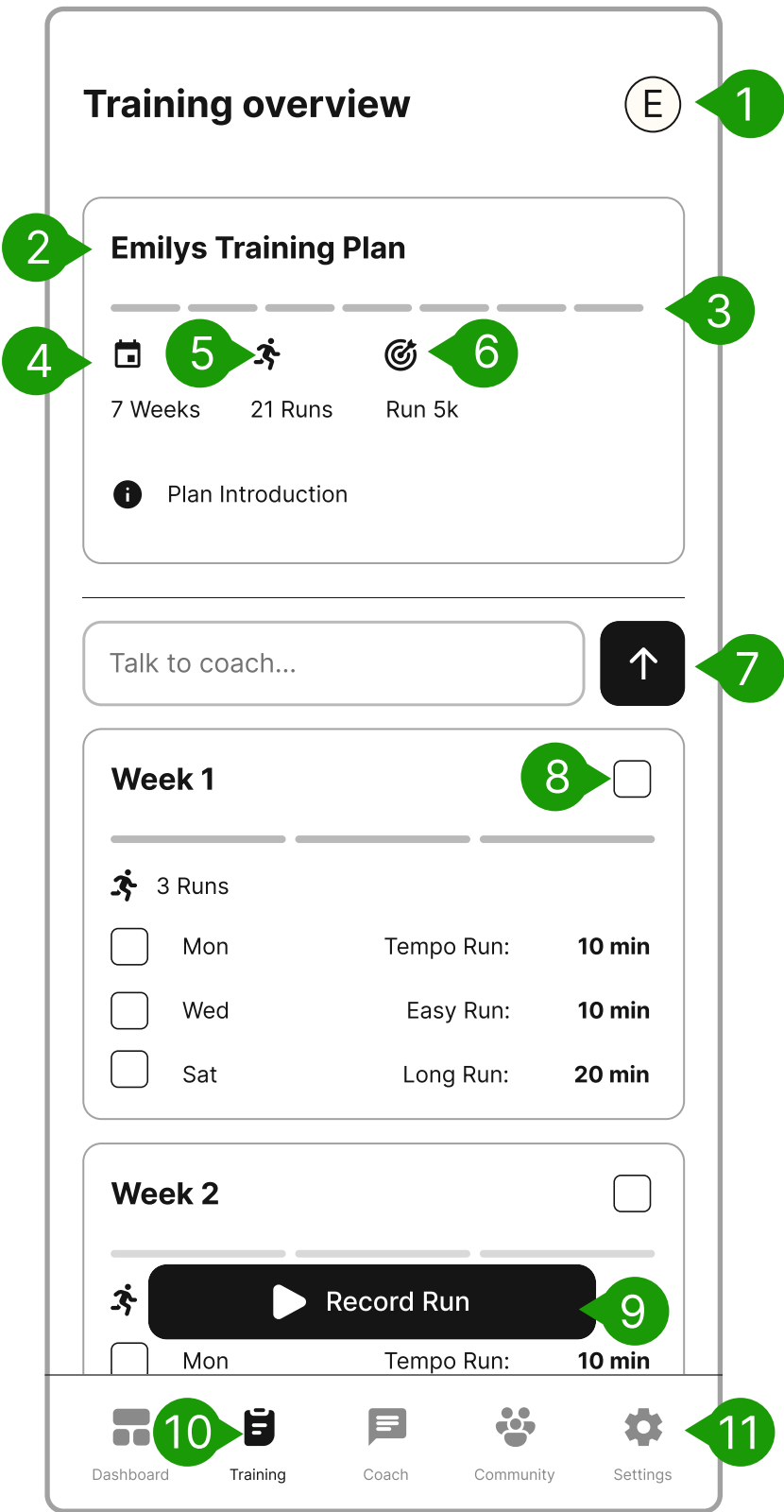
- 1

The progress bar has filled up completely
- 2

Primary button. pressing will bring the user to the training plan loading screen
- 3

Loading animation while the training plan is being generated

Training Overview



Notes

- 1

Button to access user account settings. First letter of name is here displayed if no profile picture was specified.
- 2

Users name is displayed, the default
- 3

Number of stripes matches the number of weeks in the program. With each completed week the stripes are filled
- 4

Training plan duration
- 5

Total runs as part of the training plan
- 6

The training plan's goal distance
- 7

The user is able to input a question to coach. Inputting a question and pressing the send button brings the user to the coach feature
- 8

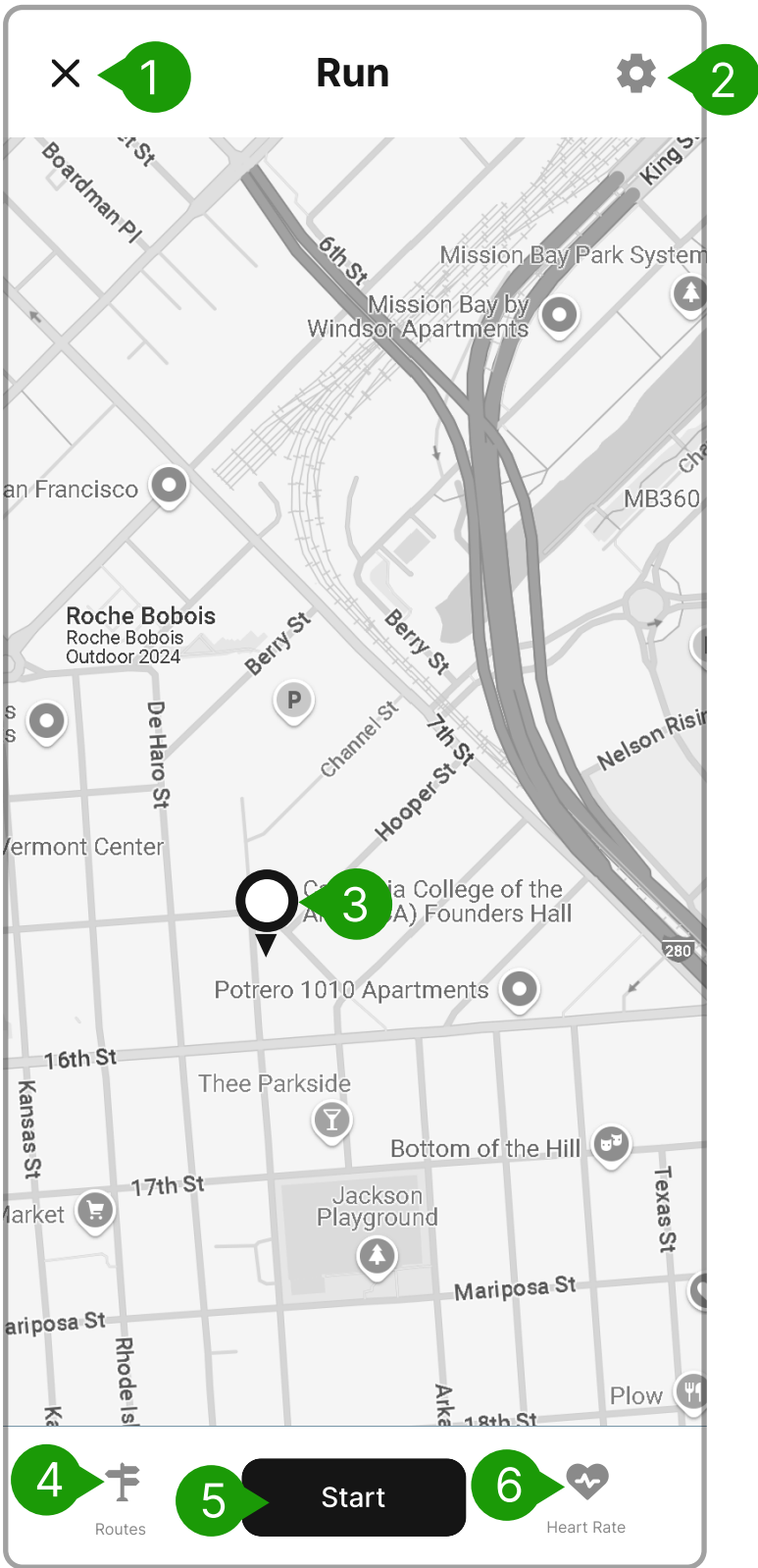
Checkboxes get auomatically ticked off when user completes trainings
- 9

Record Run button brings the user to record run screen
- 10

Selected 'pressed' menu itm
- 11

Non selected menu item

Start Run



Notes

- 1 The close button brings the user back to training overview
- 2 Settings brings the user to the run settings menu
- 3 The users current position and orientation on the map
- 4 "Routes" brings the user to the routes screen where routes for the current run can be selected
- 5 The start button initiates recording
- 6 Additional devices can be connected to monitor heart rate