



ghost run  
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Tyler Barlow  
Rollin Poe  
IAT334 - D101

# Feature for RunGo

**For an added competitive push, there's nothing like running with someone else. Instead of having to coordinate times, ghosts allow you to race with any other user (or yourself!) along the same route.**

**-Elevator Pitch**

## Features

Race against yourself.

Challenge your friends to race along the same routes.

Track progress over time.

Compete at any time.





## Rene Tremblay

Public Outreach Officer

Female, 27 Years Old

Montreal, Quebec

**RunGo User** - 9 months  
**Favourite Feature** - Custom Runs  
**Looking For** - Continuing Incentives  
**Notes:** Has considered switching to Strava. Peleton. Other Apps

“

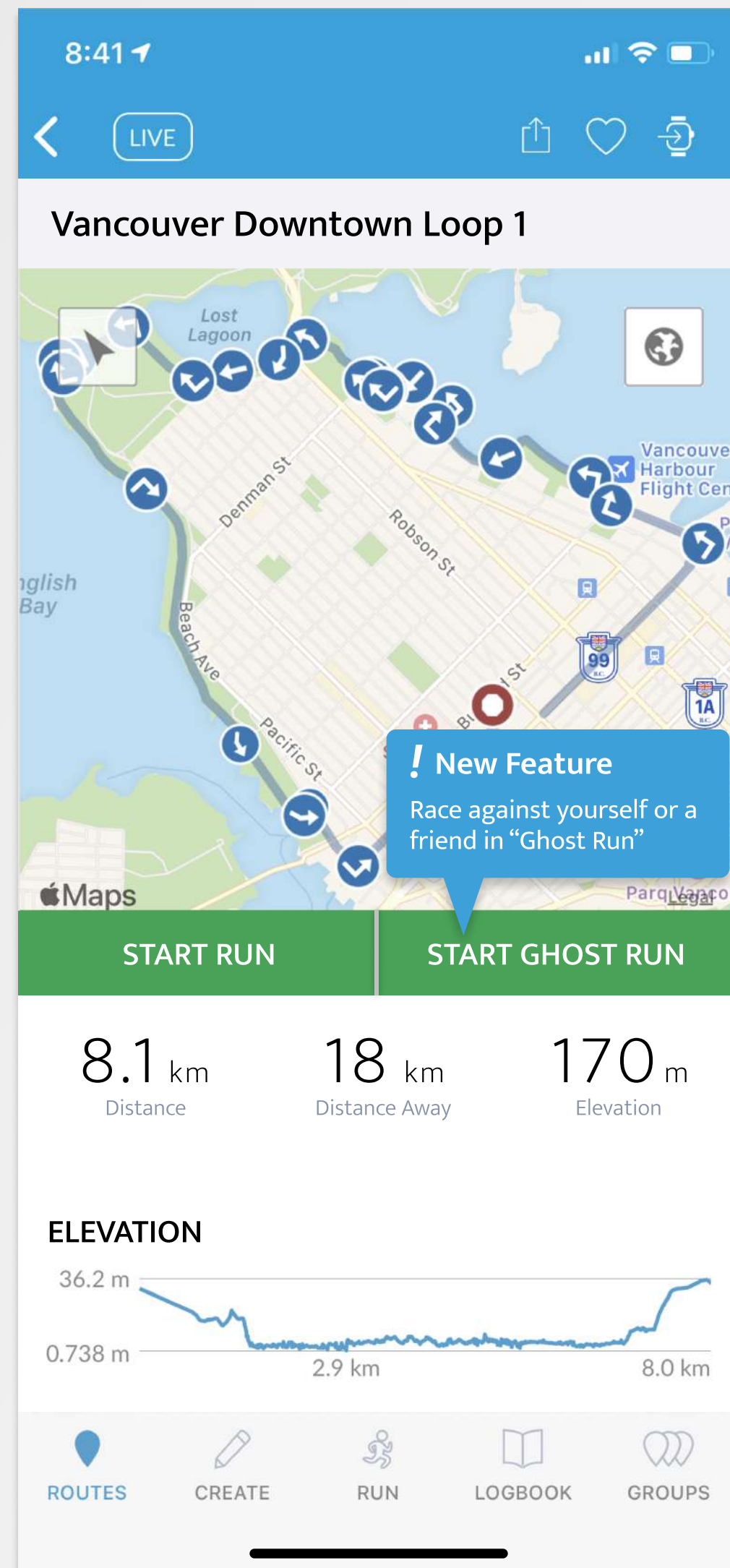
With how hard I work at my day job, I sometimes struggle to find the motivation to go on a run. ”

### MOTIVATION

Rene needs external **encouragement** to start and continue running. She can't always **create the impetus** to go out and run.

### COMPETITION

Reaching for the top has always been a priority. Rene has a naturally **competitive** spirit. Whether it's **against herself or against others**, she always wants to push herself



## New Feature Integration

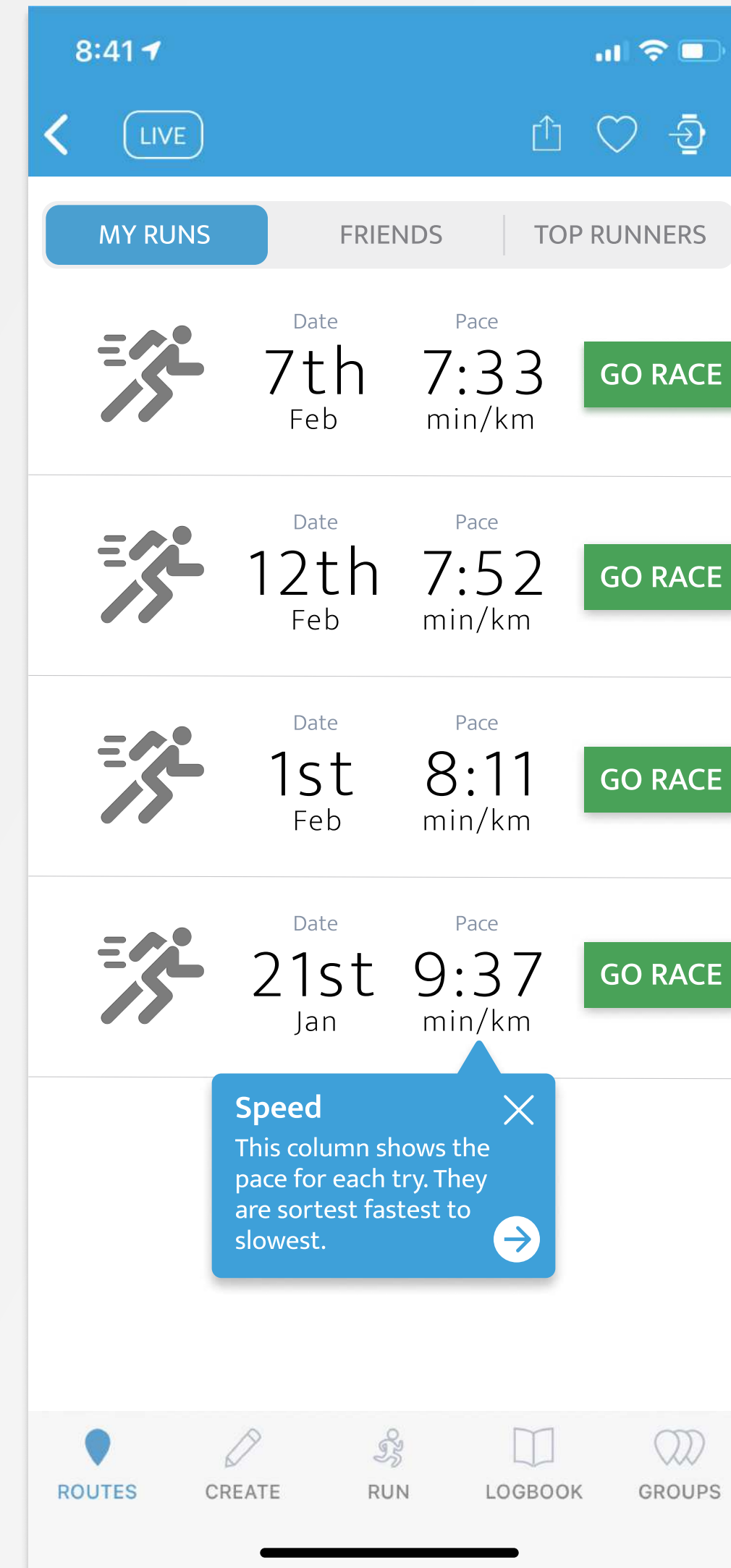
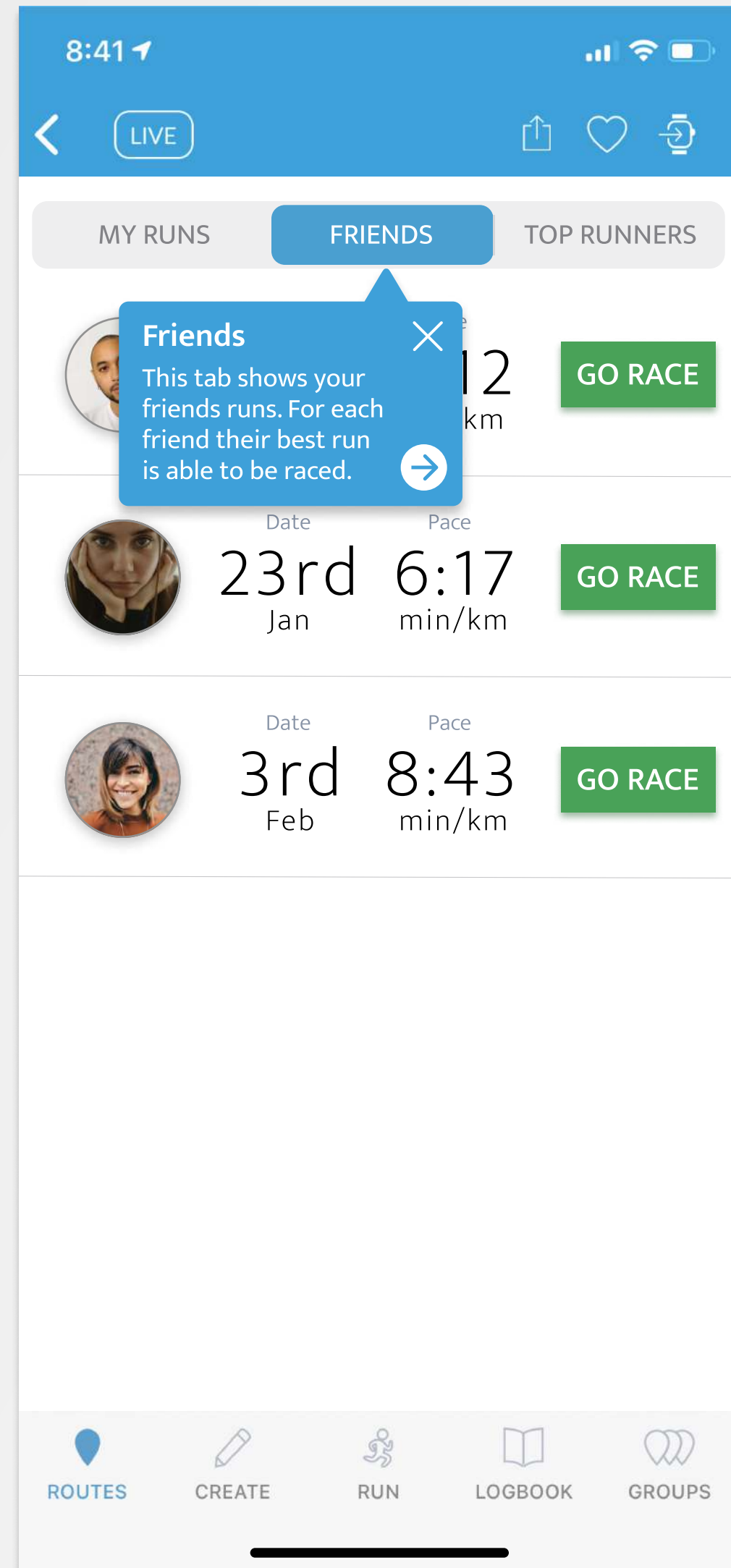
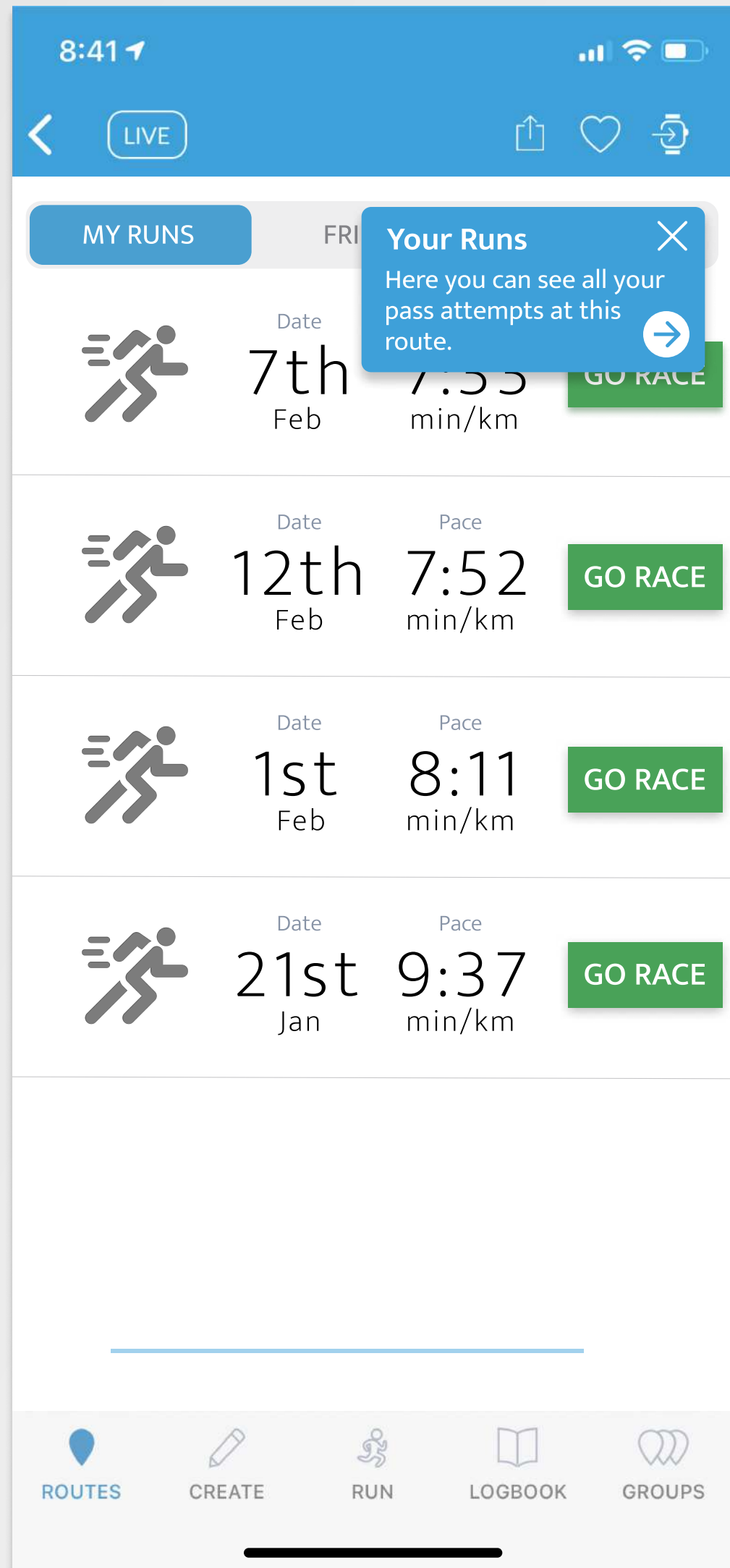
The ghost run feature adds a new way to start the run on any route. When the feature is first added, a notification is overlaid informing the user that it has changed.



## Introduction

Giving a brief overview of what the feature is for. The user is given a choice to not continue onboarding at this point; if they are not interested.

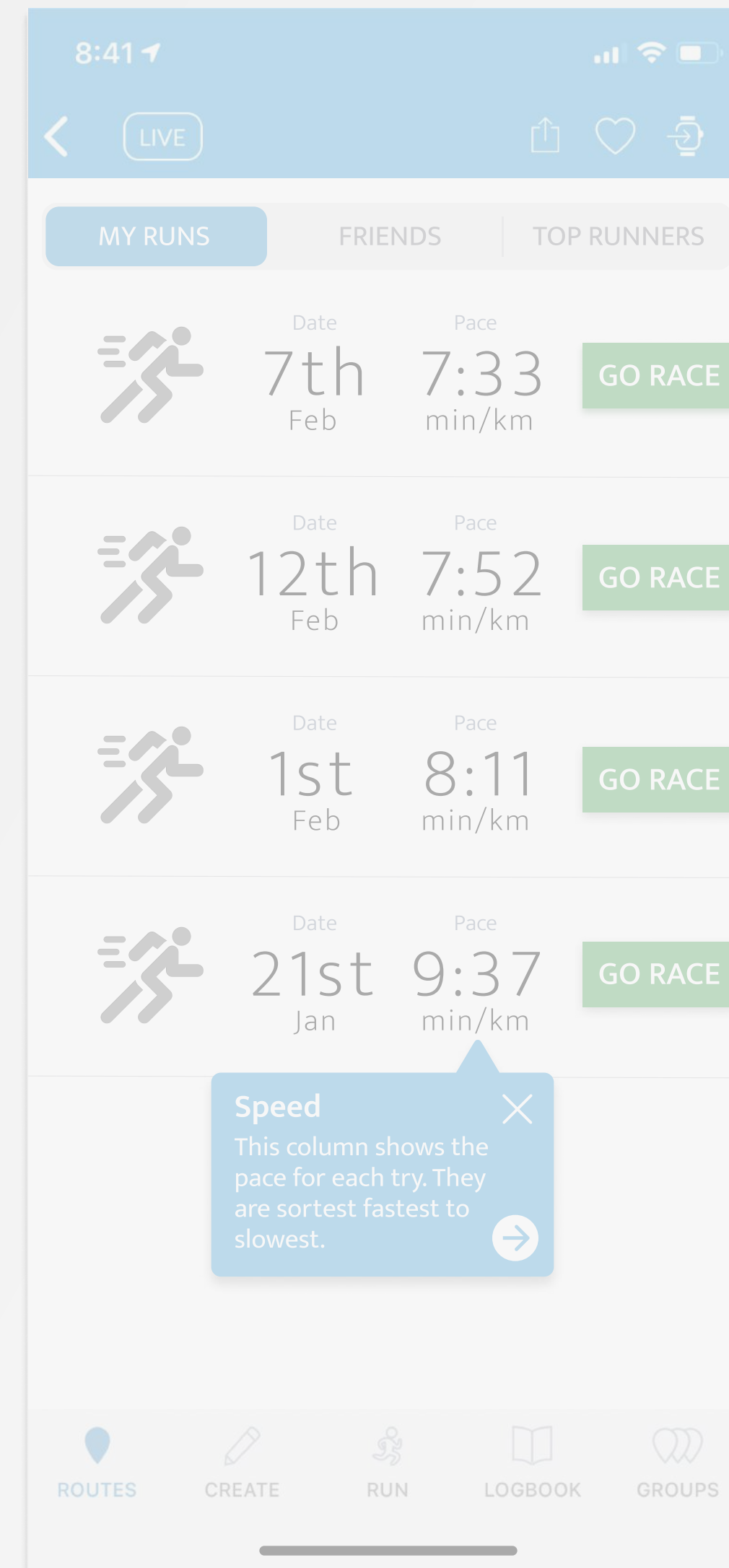
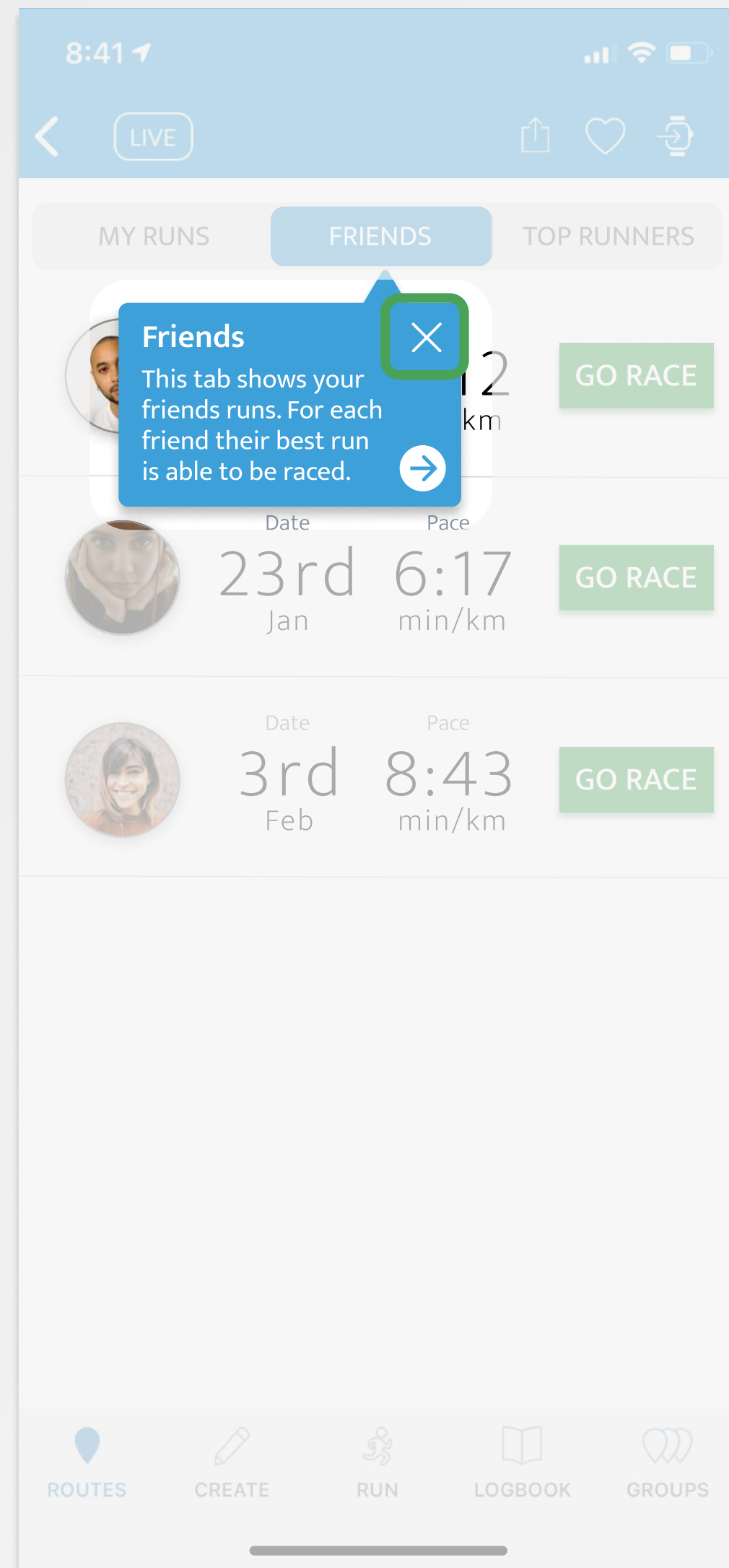
# Walkthrough Onboarding



## Explaining the Feature

Onboarding is a great way to introduce the user to how the new feature works.

# Walkthrough Onboarding

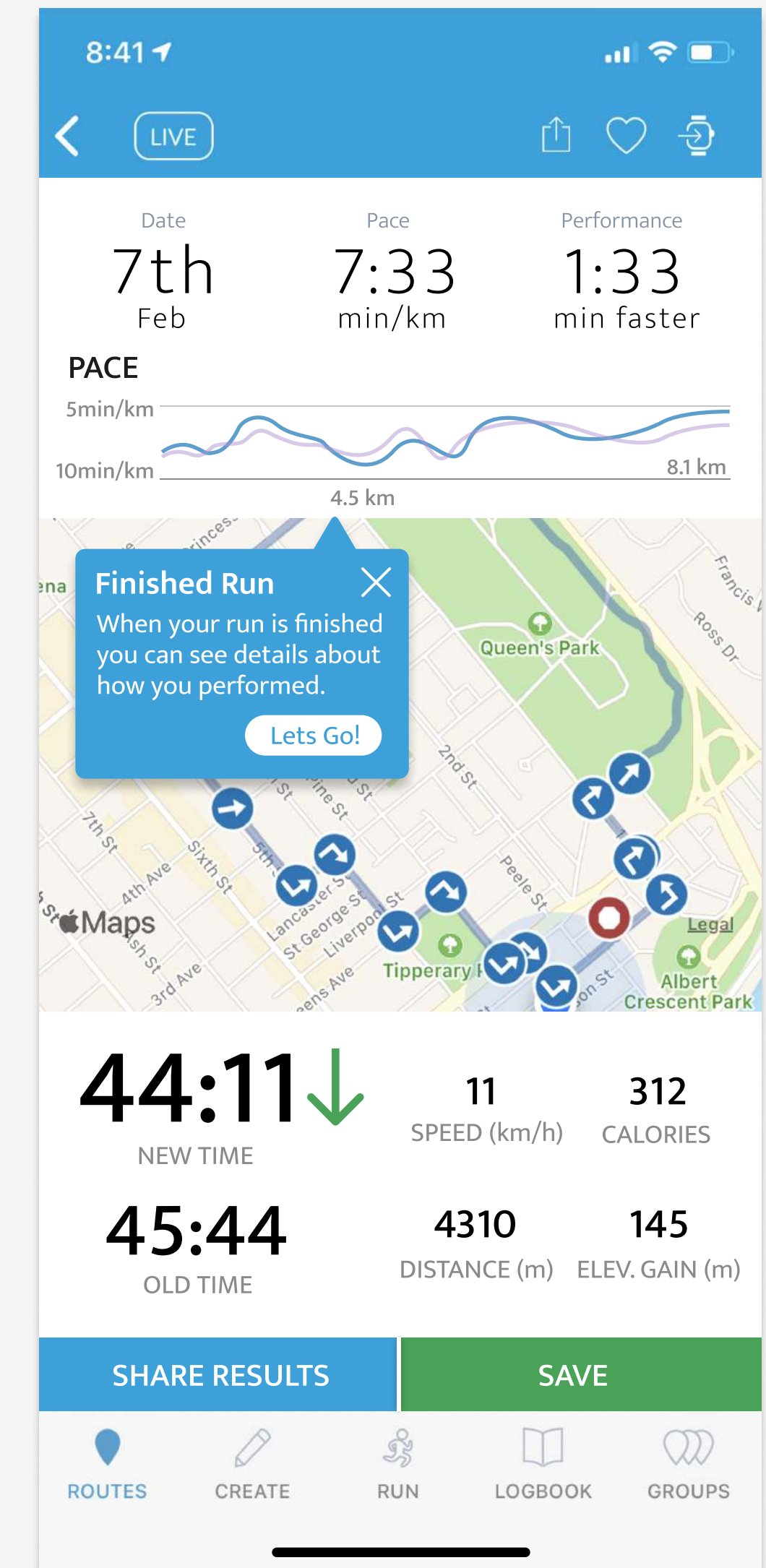
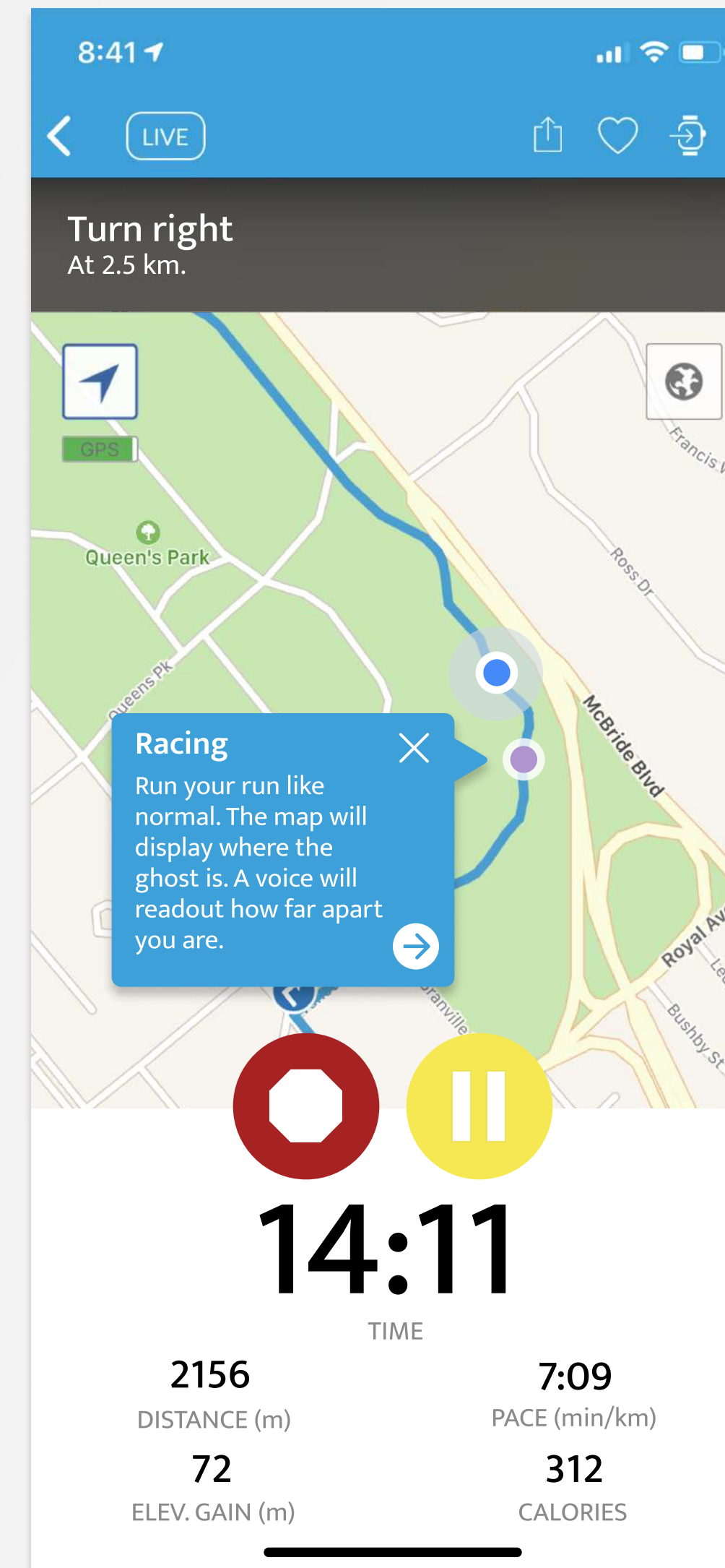
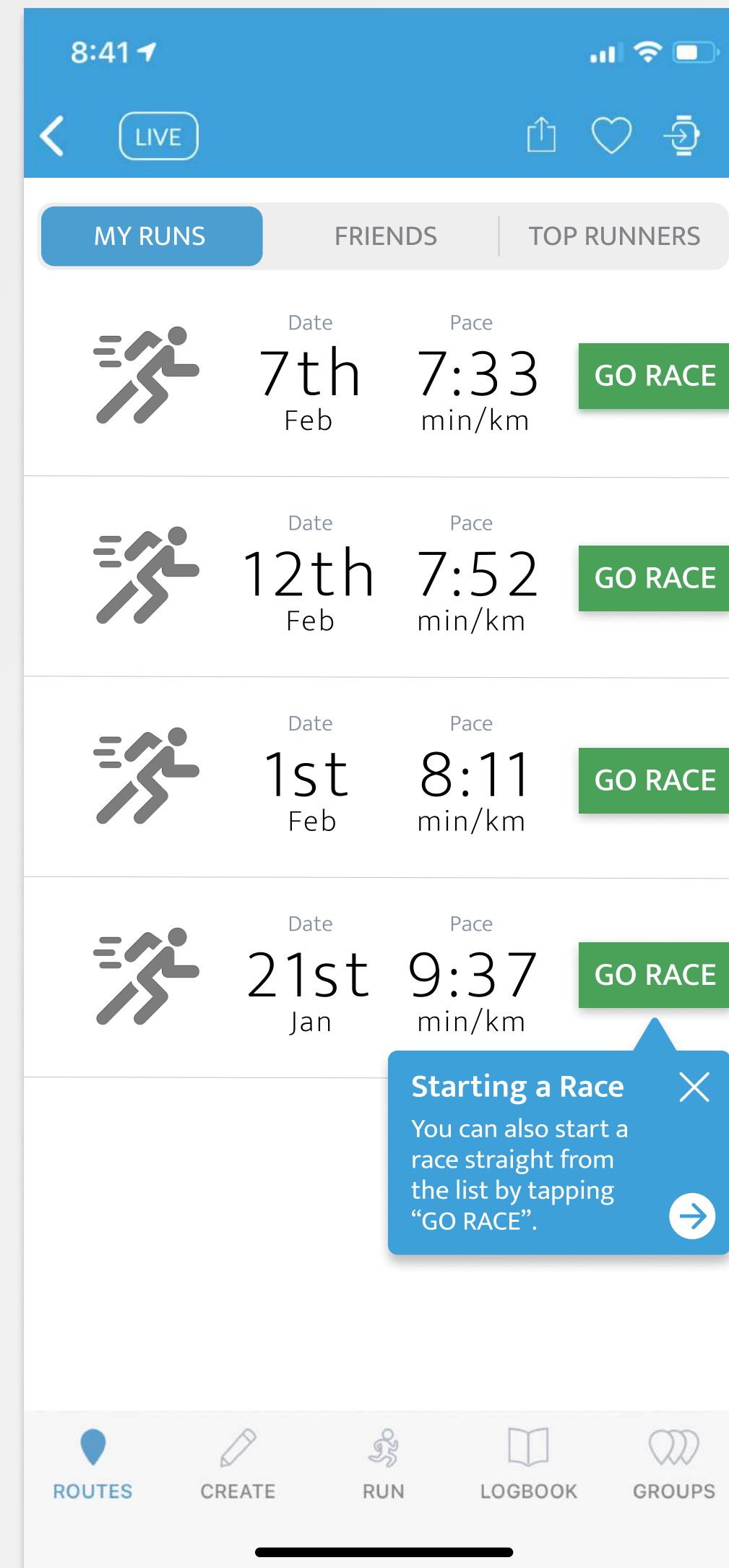
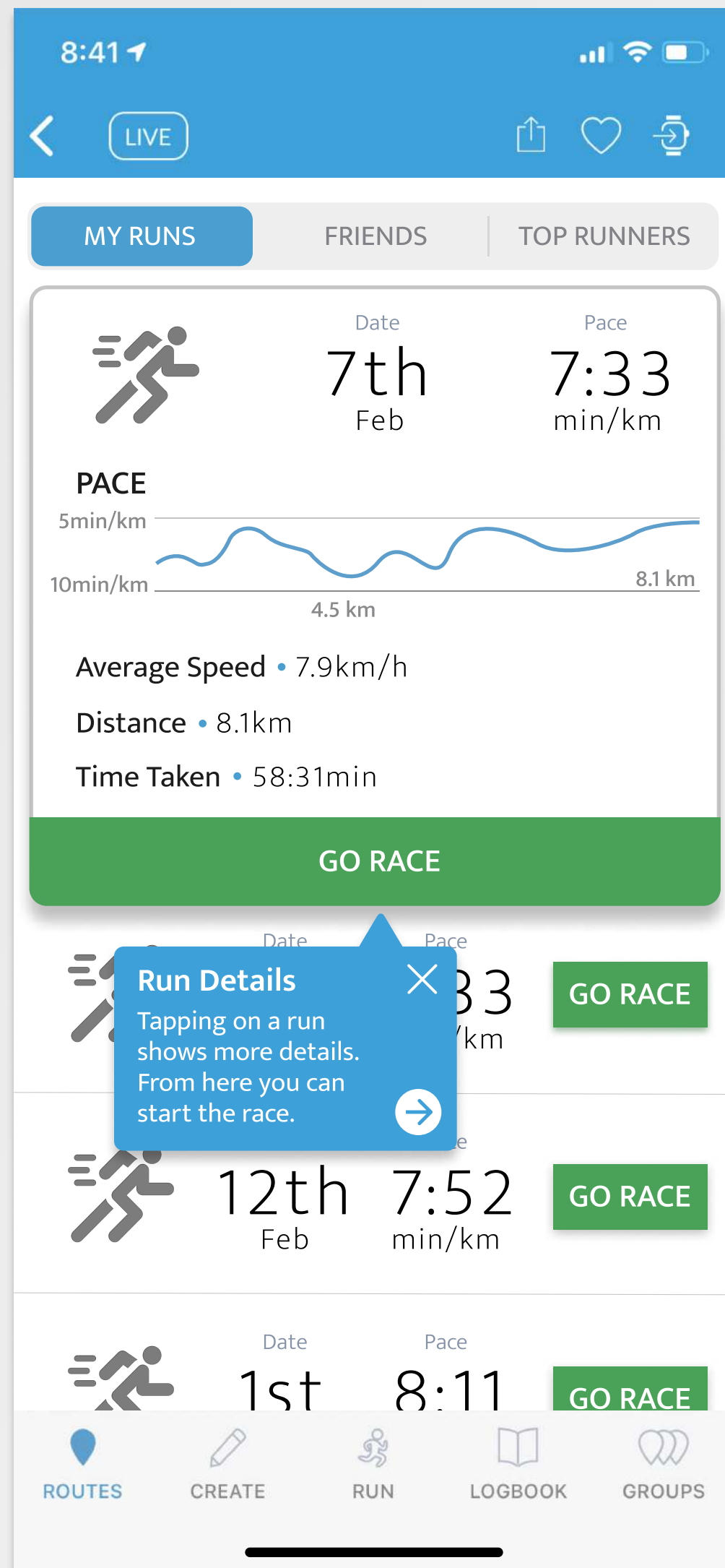


## Escaping

The user is always given the choice to leave the onboarding if they wish.



# Walkthrough Onboarding

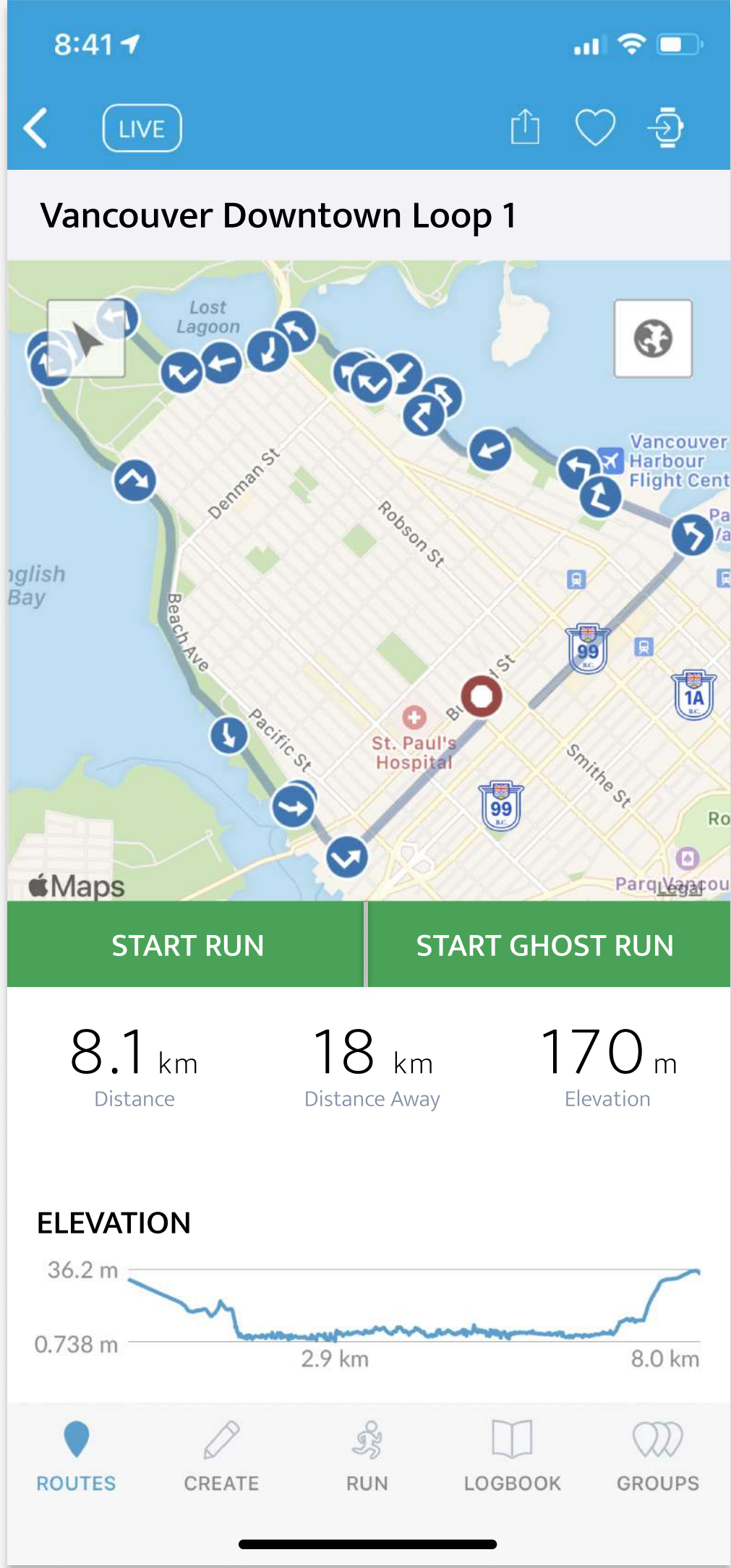
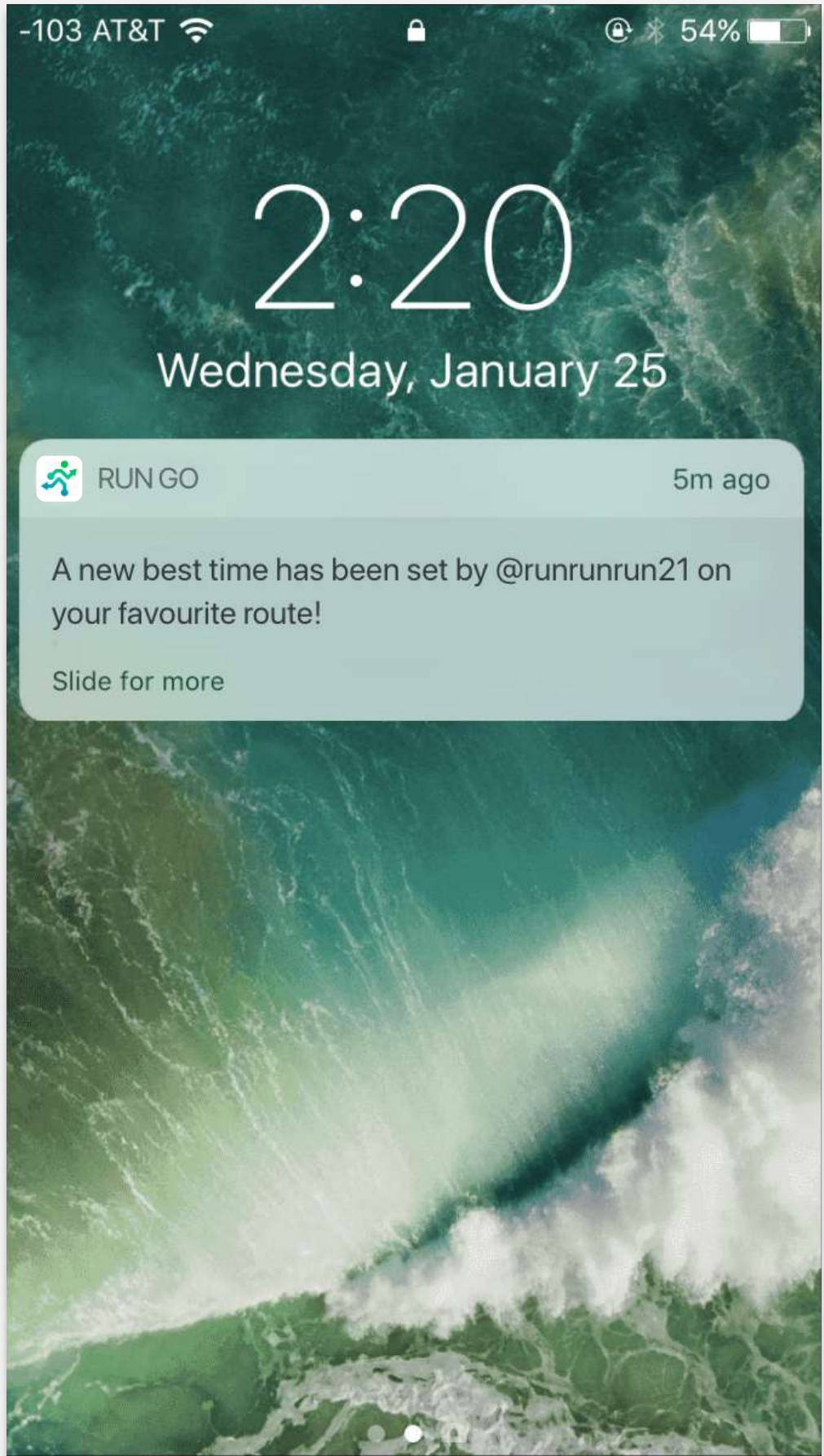


# Walkthrough

## Starting a Ghost Run

### Prompts

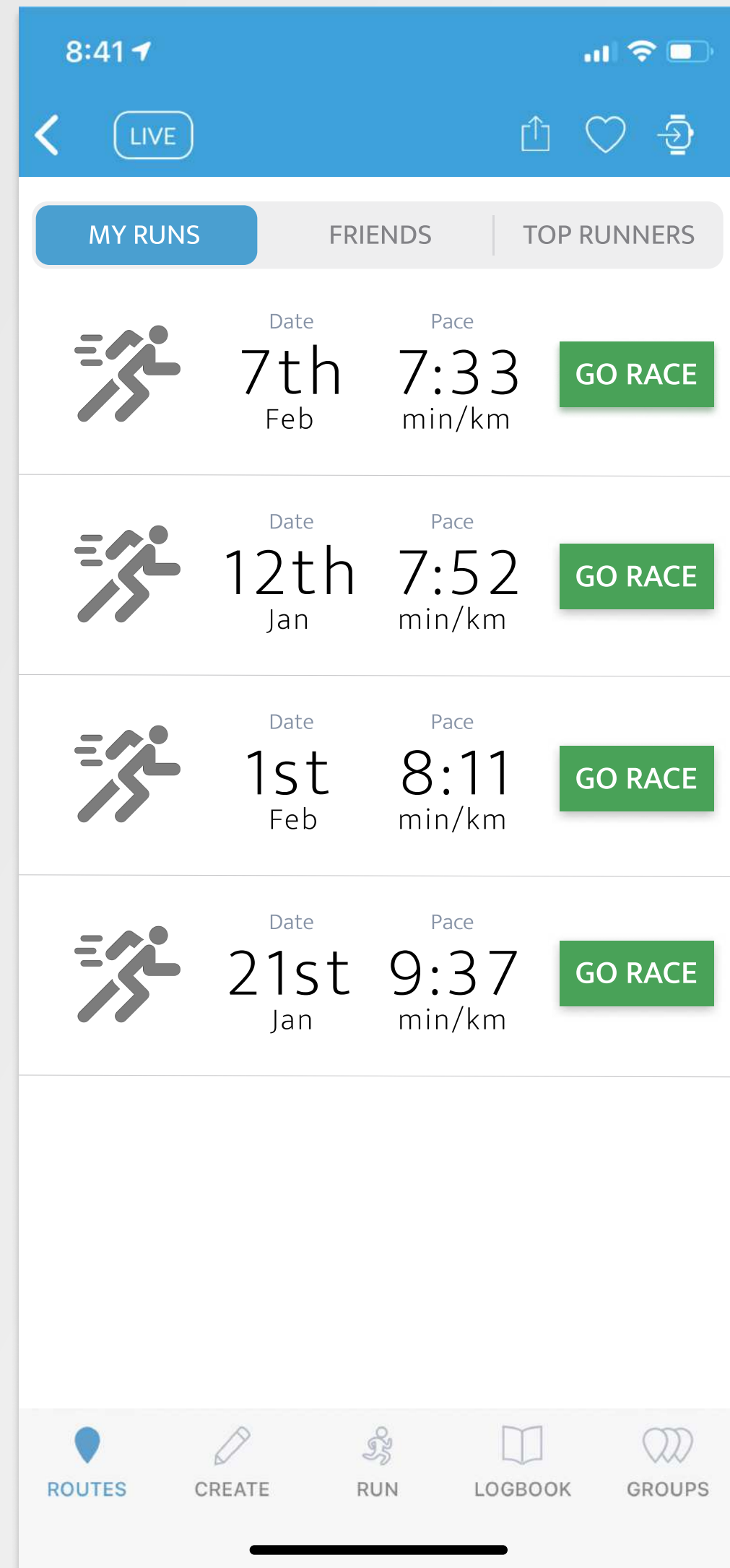
Notifications can be delivered to let users know if new times have been set on their routes. Every route now has an option to “Start Ghost Run”.



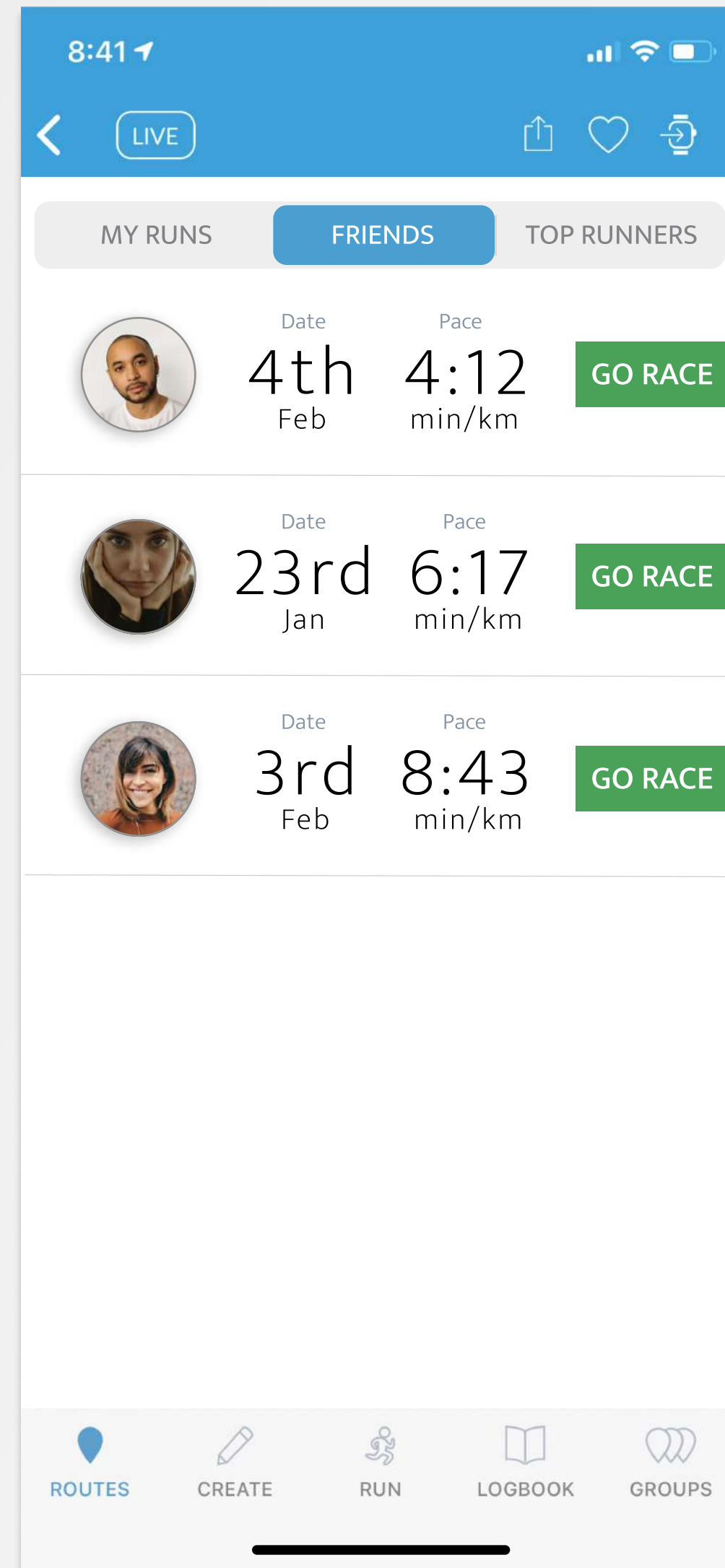
# Walkthrough

## Selecting Run

### Your Ghost Runs



### Friend's Ghost Runs

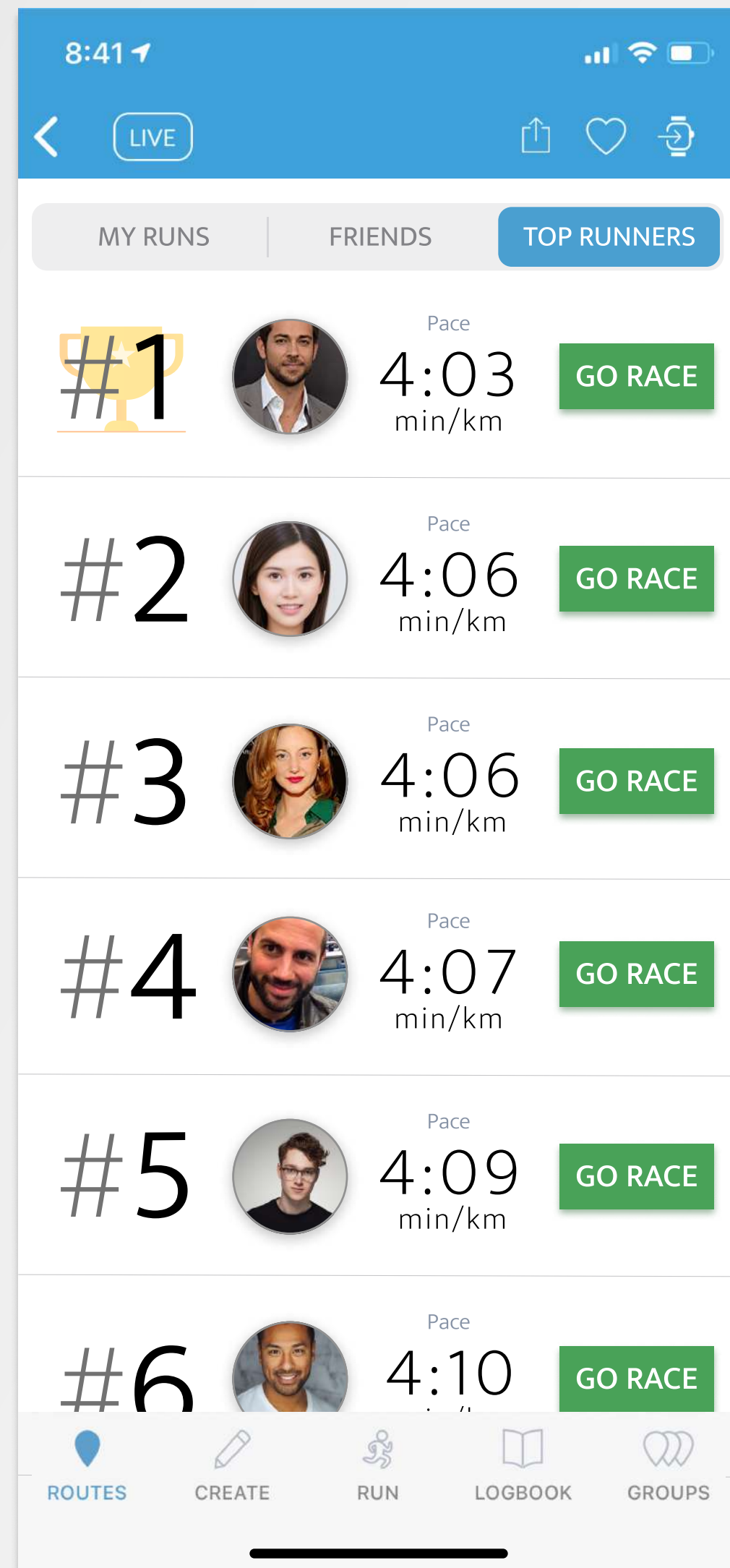


## Options

The ghost run can be started against the users own past runs, or the runs of a friend.

# Walkthrough

## Selecting Run

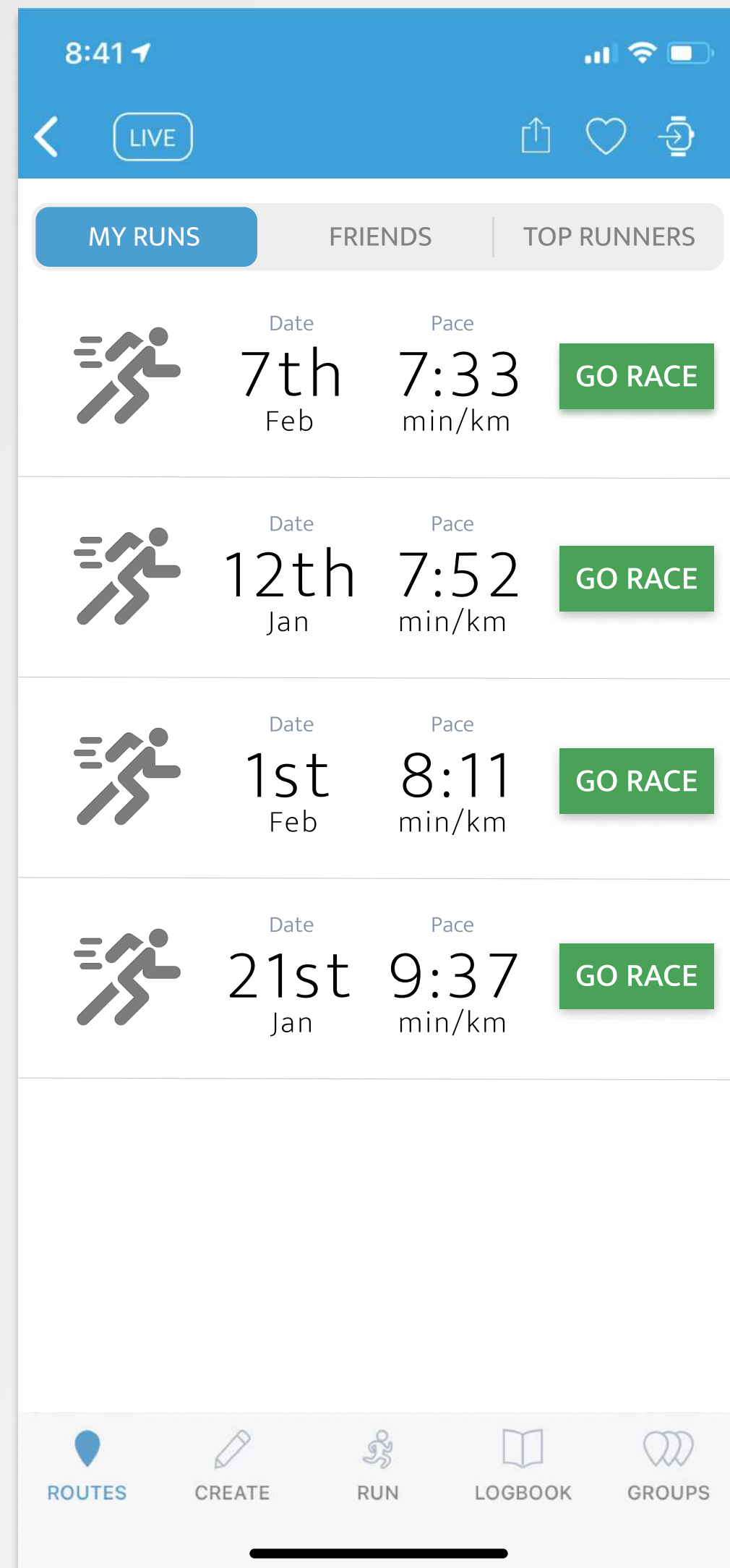


## Top Runners

As an advanced feature, a ghost run can be started against the top runners across the app.

# Walkthrough

## Selecting Run

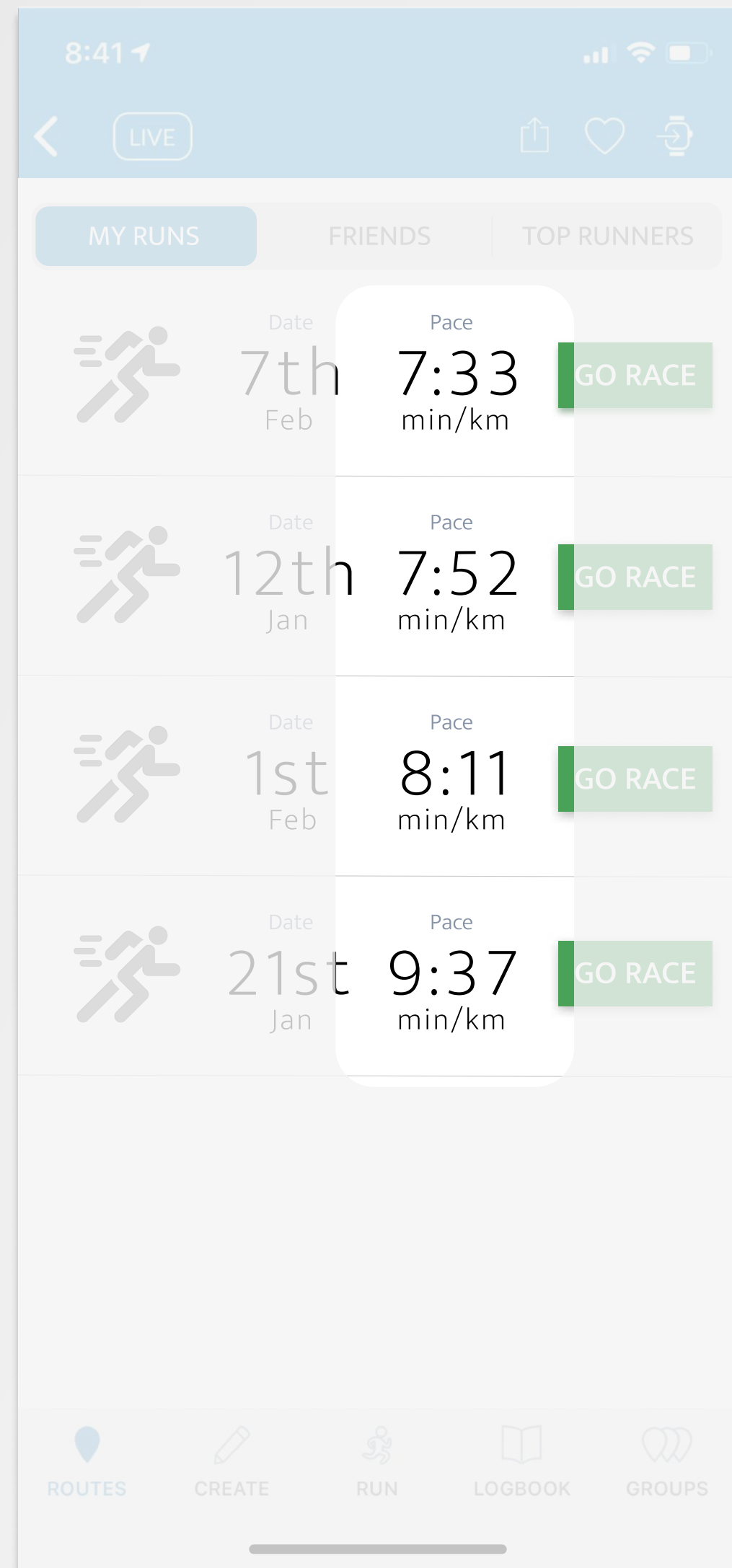


## Pace Records

The primary stat ghost running focuses on is the running pace. Previous runs are sorted by the best pace.

# Walkthrough

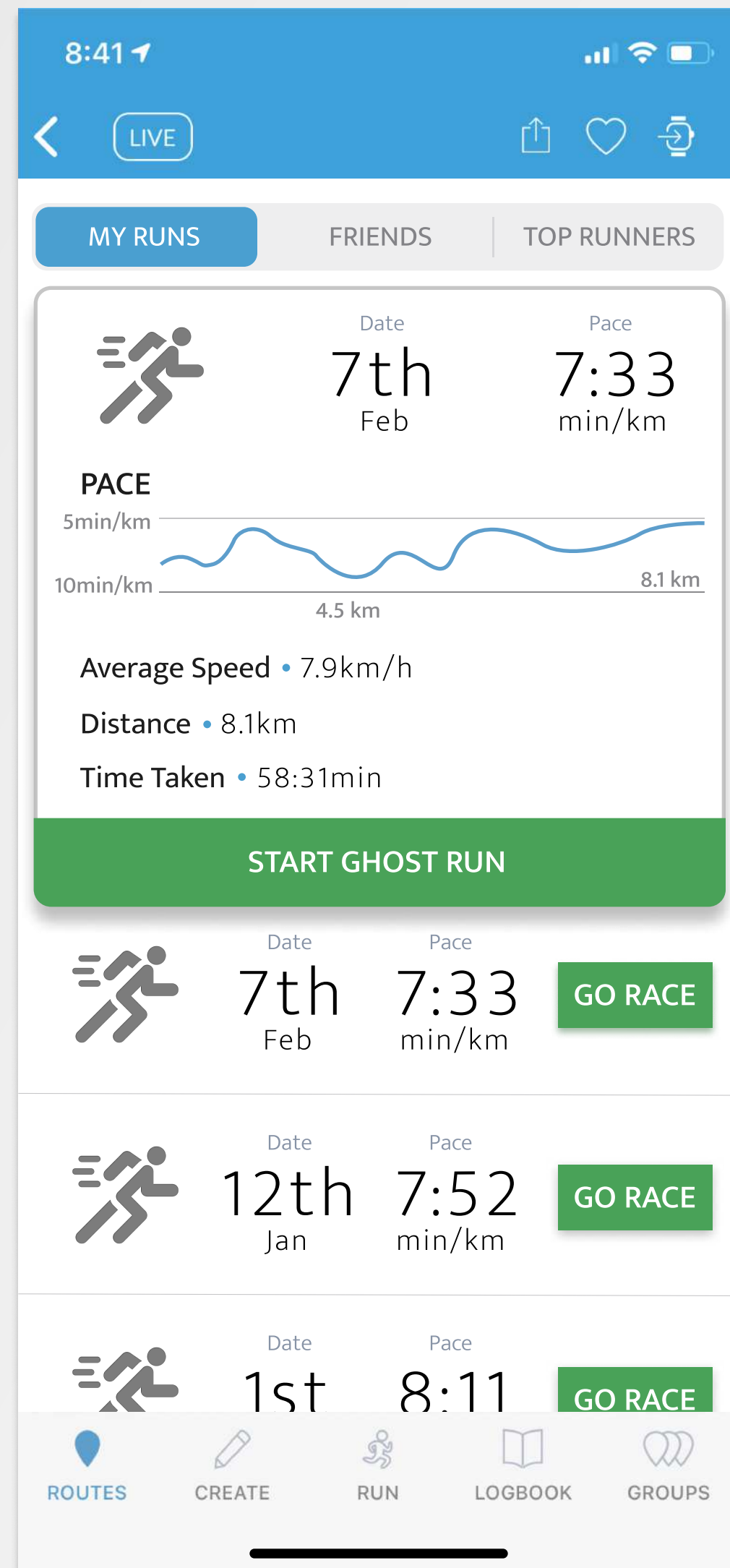
## Selecting Run



## Pace Records

The primary stat ghost running focuses on is the running pace. Previous runs are sorted by the best pace.

# Walkthrough Selecting Run

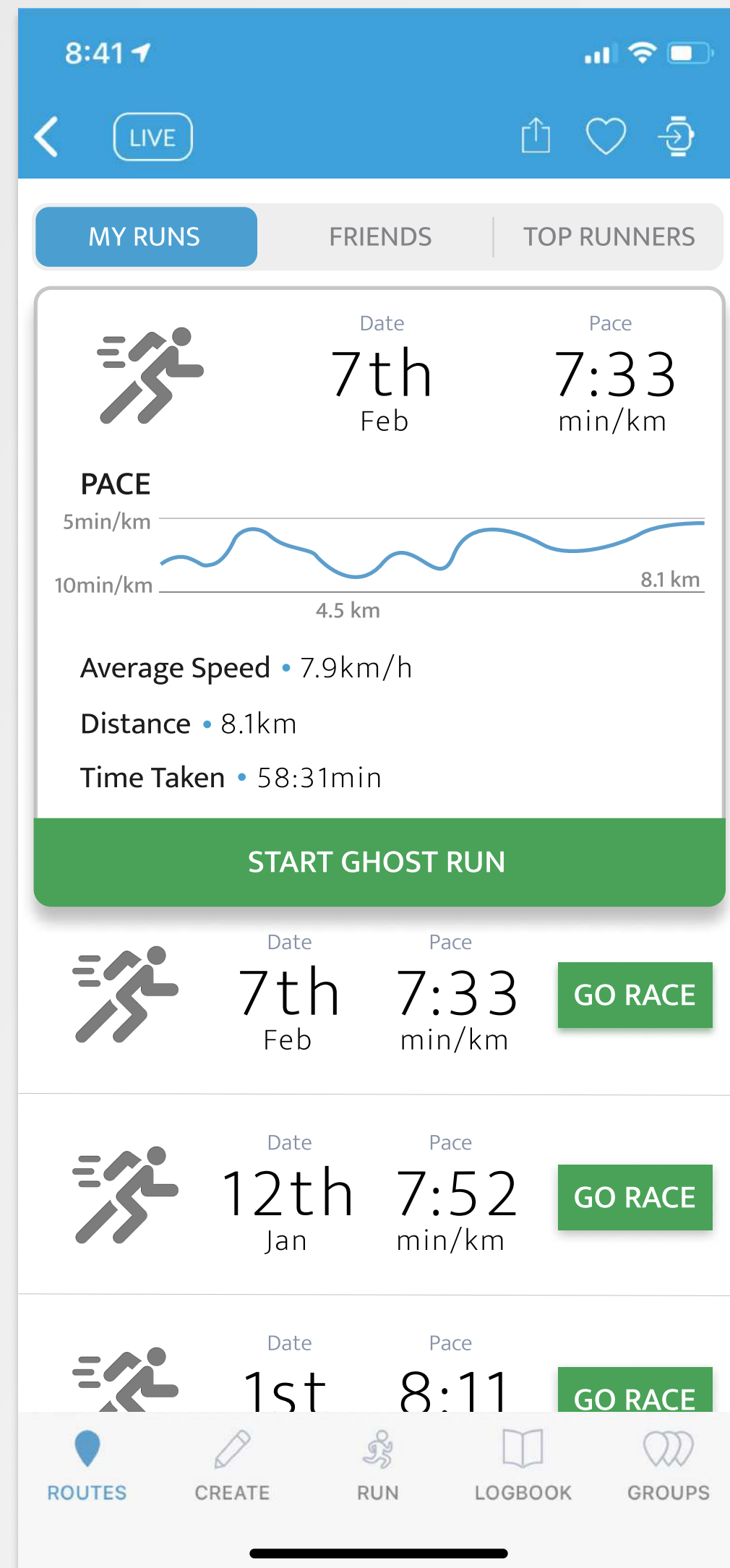


## Detailed Ghost View

Tapping on a run shows more details about the run such as pace over time, average speed, distance, and time taken.

# Walkthrough

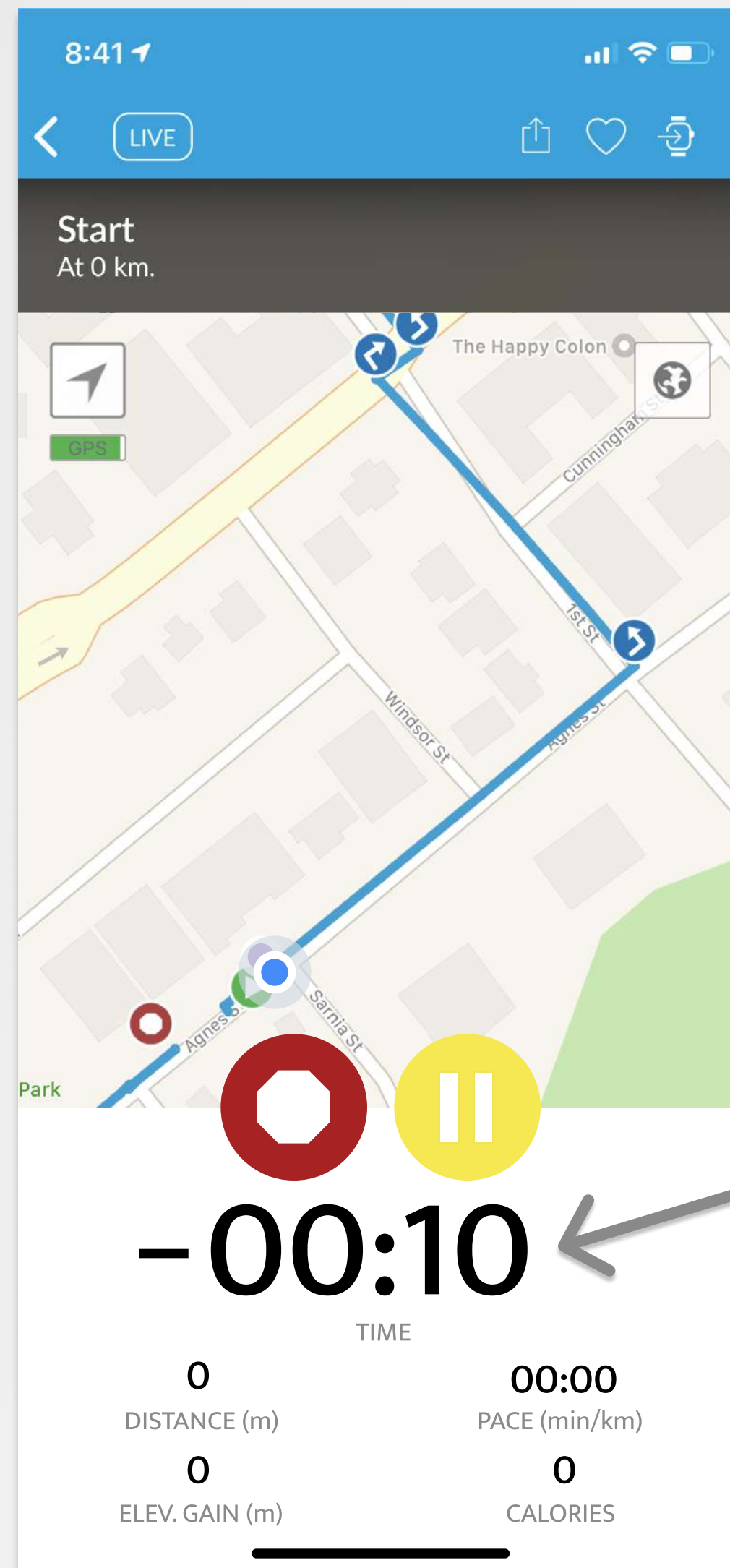
## Selecting Run



## Starting a Race

The race can be started from the expanded form, or straight from the list. This reduces the number of actions needed if the user already knows which run they want.

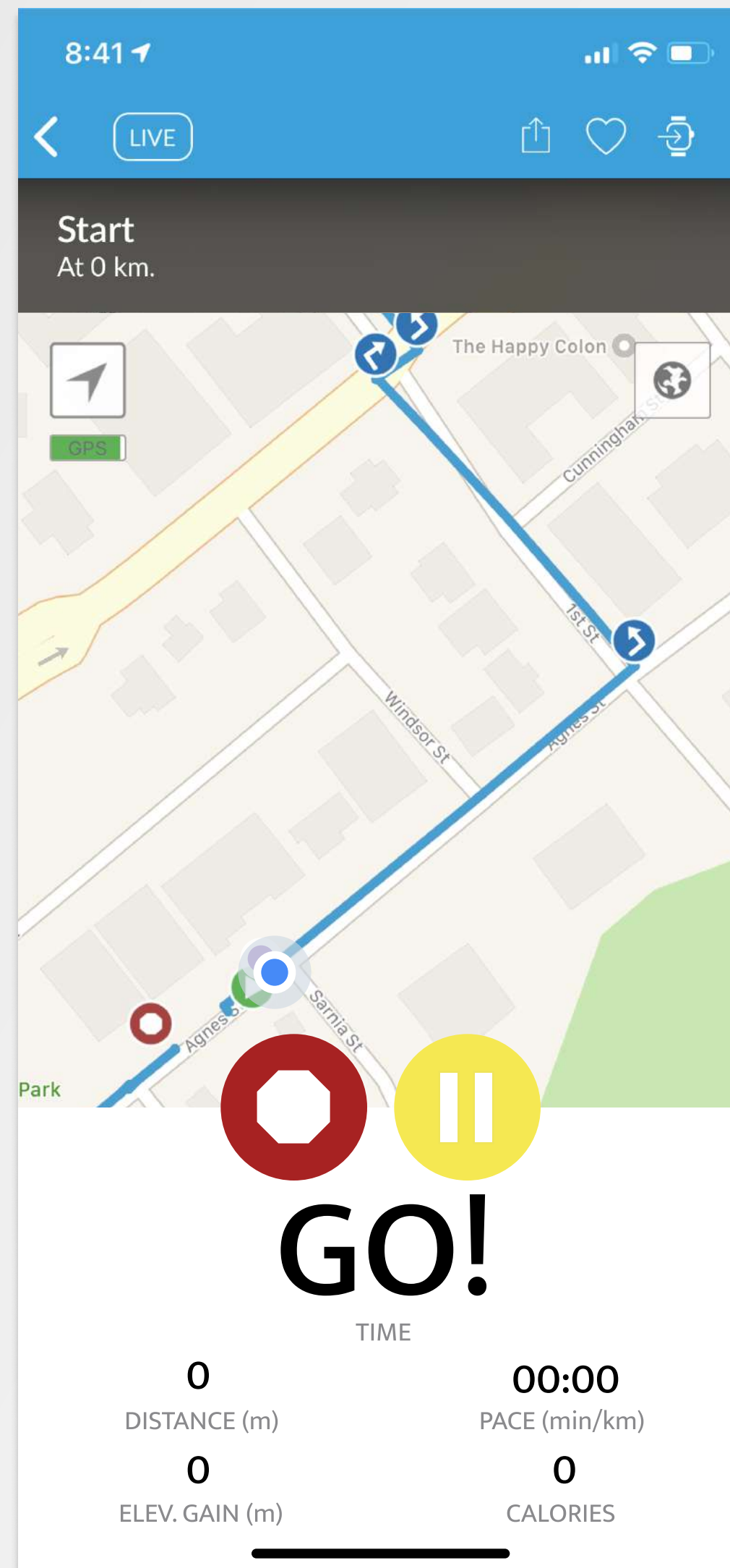




## Starting the Run

The map with directions is the same as before the feature was added. With the addition of a second ghost pip.

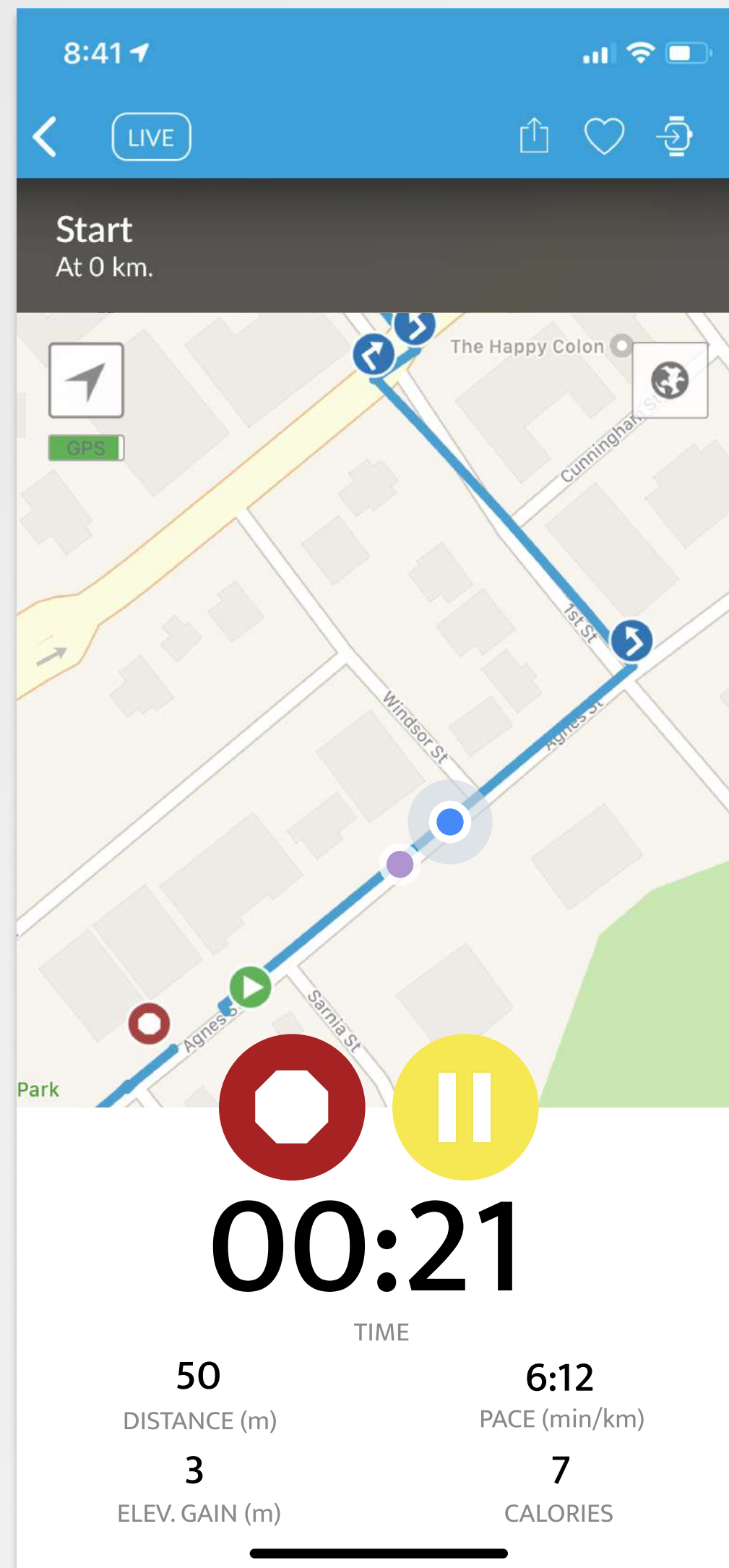
The timer counts down from 10 before the race begins.



## Starting the Run

Countdown to “3 , 2 , 1, GO!” Offers the same experience as a real race. This increases the excitement and competitive feel.

# Walkthrough Audio Cues



## Voice Feedback

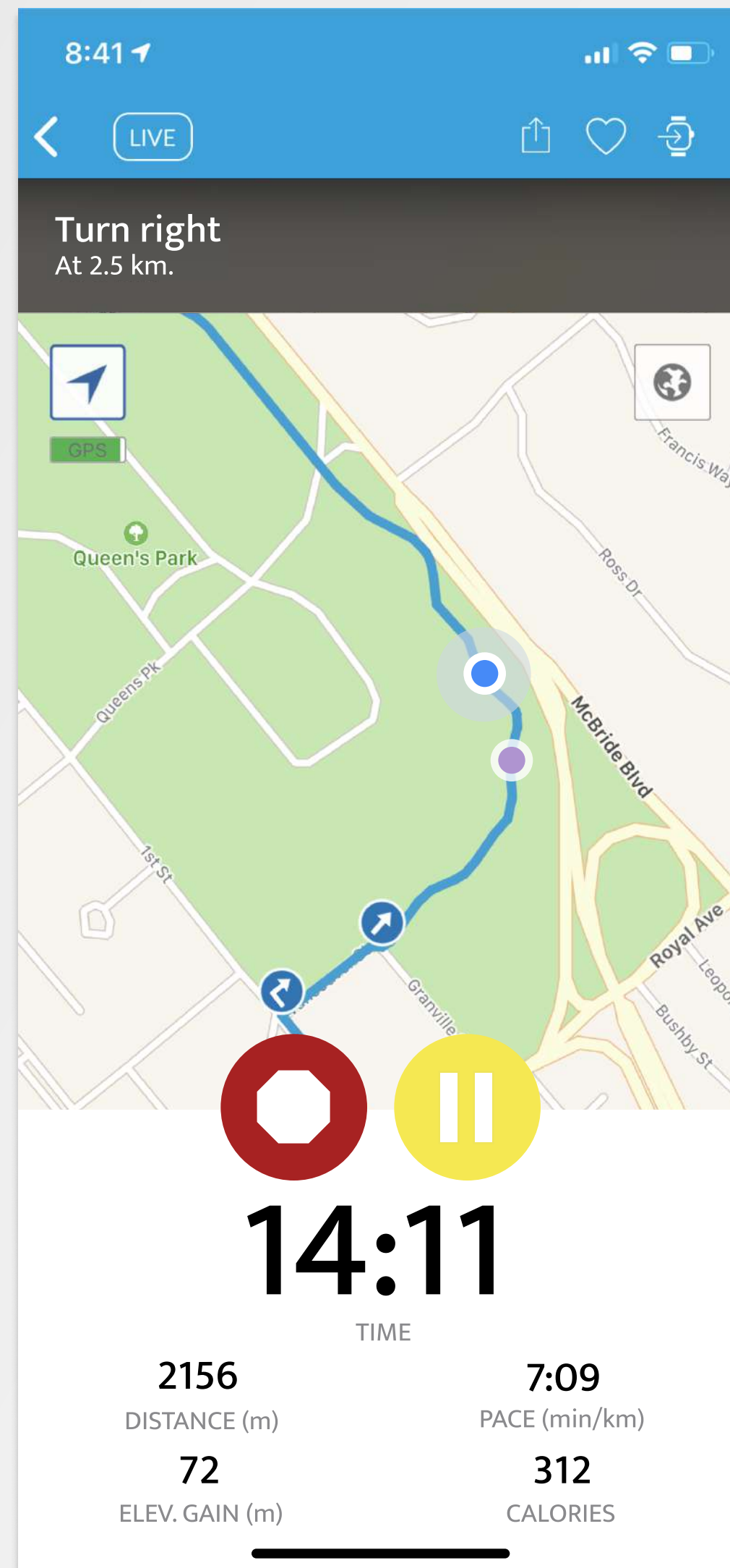
Voice feedback is given whenever one runner passes the other. Additionally the distance between the runners is given occasionally throughout the run.

*"In 50 meters turn left onto 1st Street.  
You are currently 10 seconds ahead of  
your ghost."*

*- Voice Navigation*

*"You just passed the ghost."*

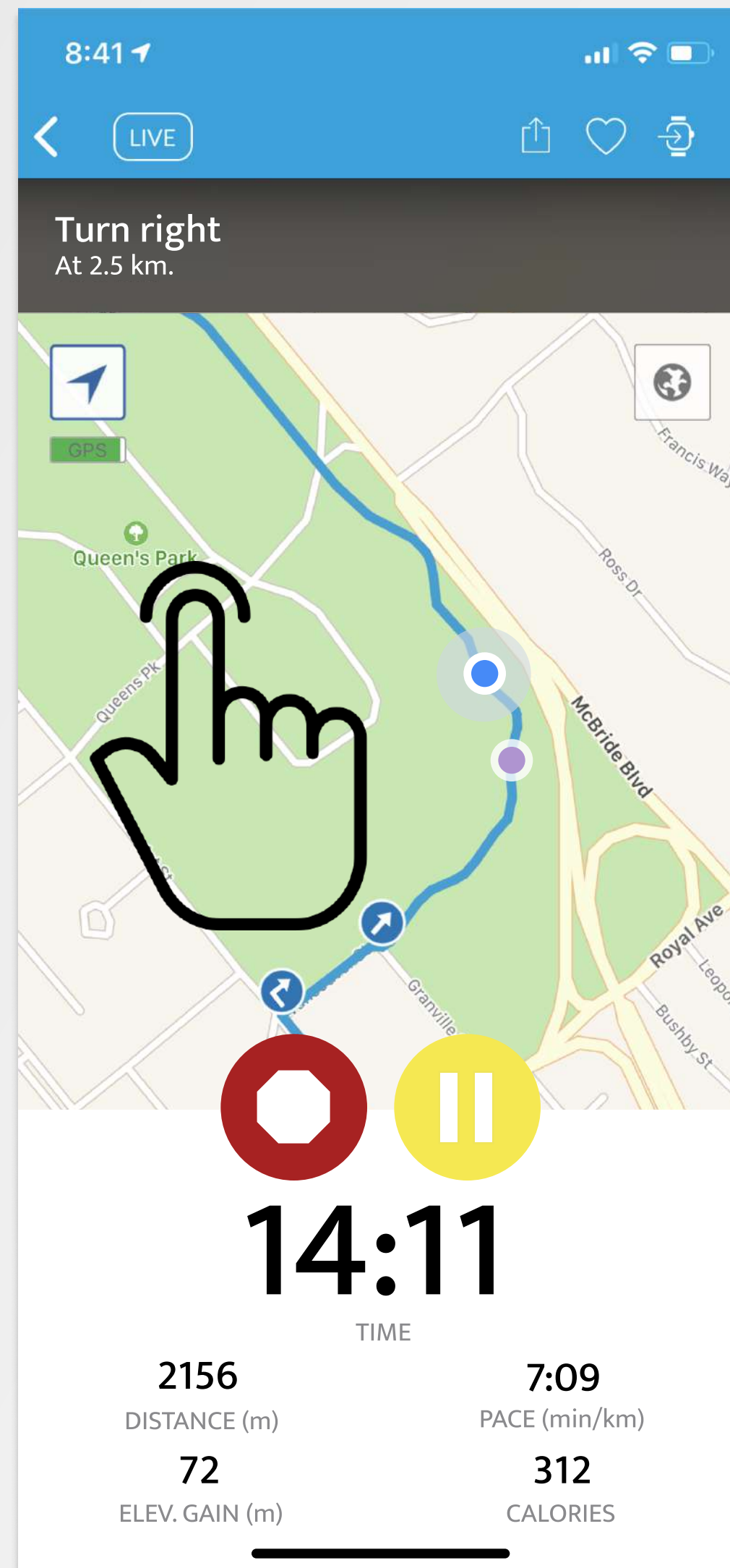
*- Voice Navigation*



## Race Underway

The user pip and ghost pip are differentiated in 2 ways for easy reading on a shaking running phone. The ghost pip is purple and lacks the expanding/contracting wave around the user pip.

While the race is active the user can long press on the screen at anytime to activate voice feedback of current position.



## Race Underway

The user pip and ghost pip are differentiated in 2 ways for easy reading on a shaking running phone. The ghost pip is purple and lacks the expanding/contracting wave around the user pip.

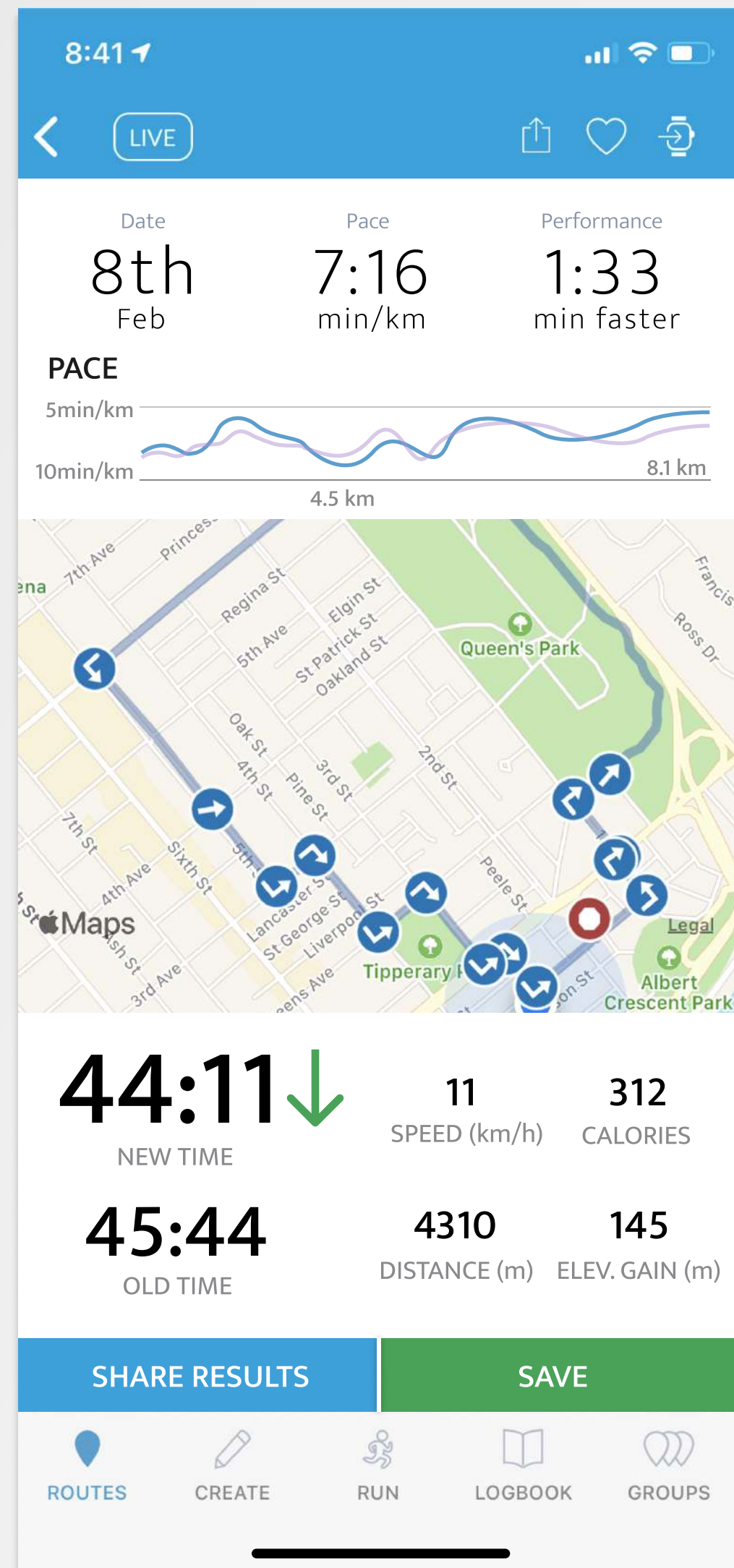
While the race is active the user can long press on the screen at anytime to activate voice feedback of current position.

*"You are currently 20 meters ahead of David Wong's ghost"*

*- Voice Navigation*

# Walkthrough

## End of Race

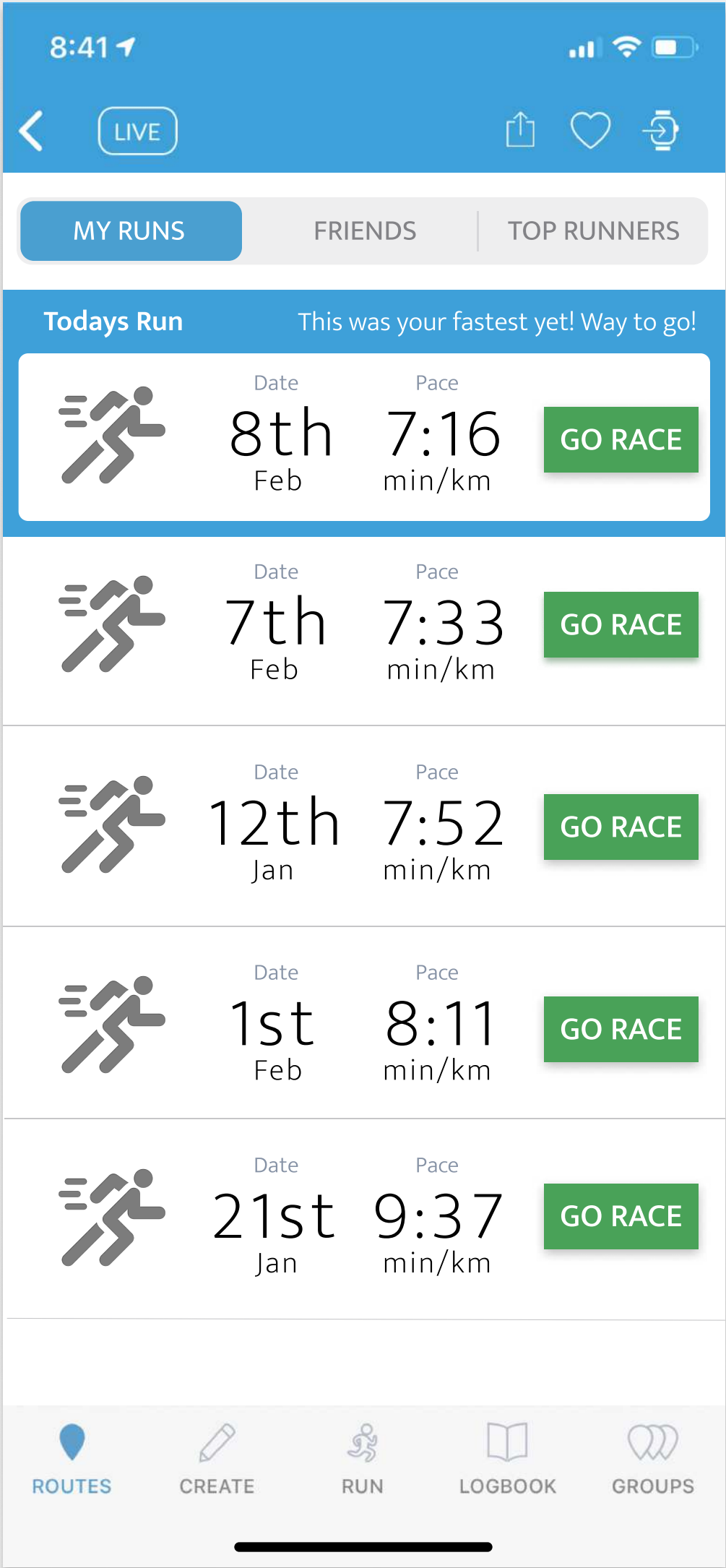


## Race Finished / Happy Path

At the end of the run, users can see their data and statistics from the race. Time difference, ghost vs personal time, standard run information, etc. are all displayed. In this example the user has beat their previous time.

# Walkthrough

## End of Race

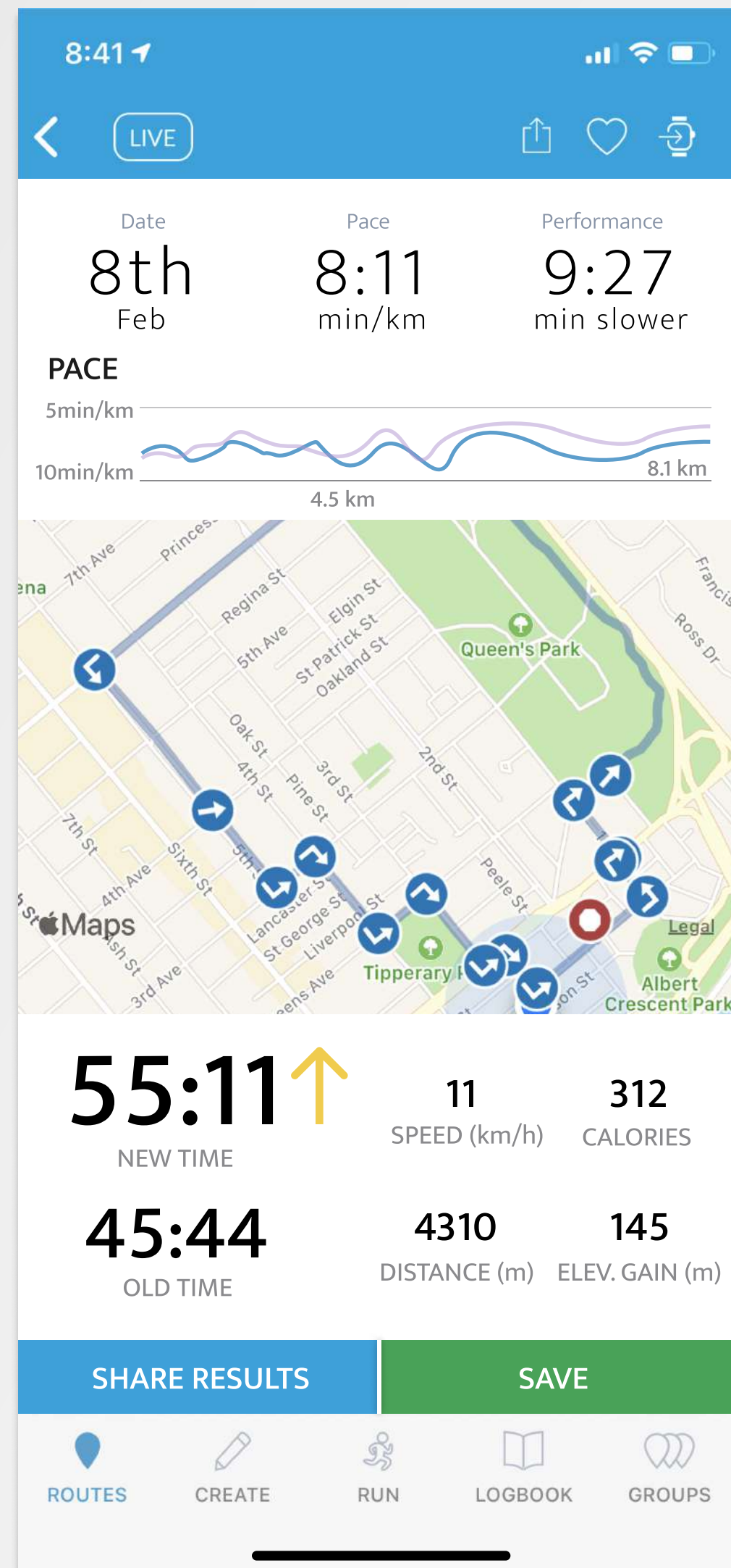


## Results

The new run is added to the list. Highlighting the run from today makes it easy to see where in the list they placed.

# Walkthrough

## End of Race



## The Unhappy Path

The possibility of the user not beating their previous time is relatively high.

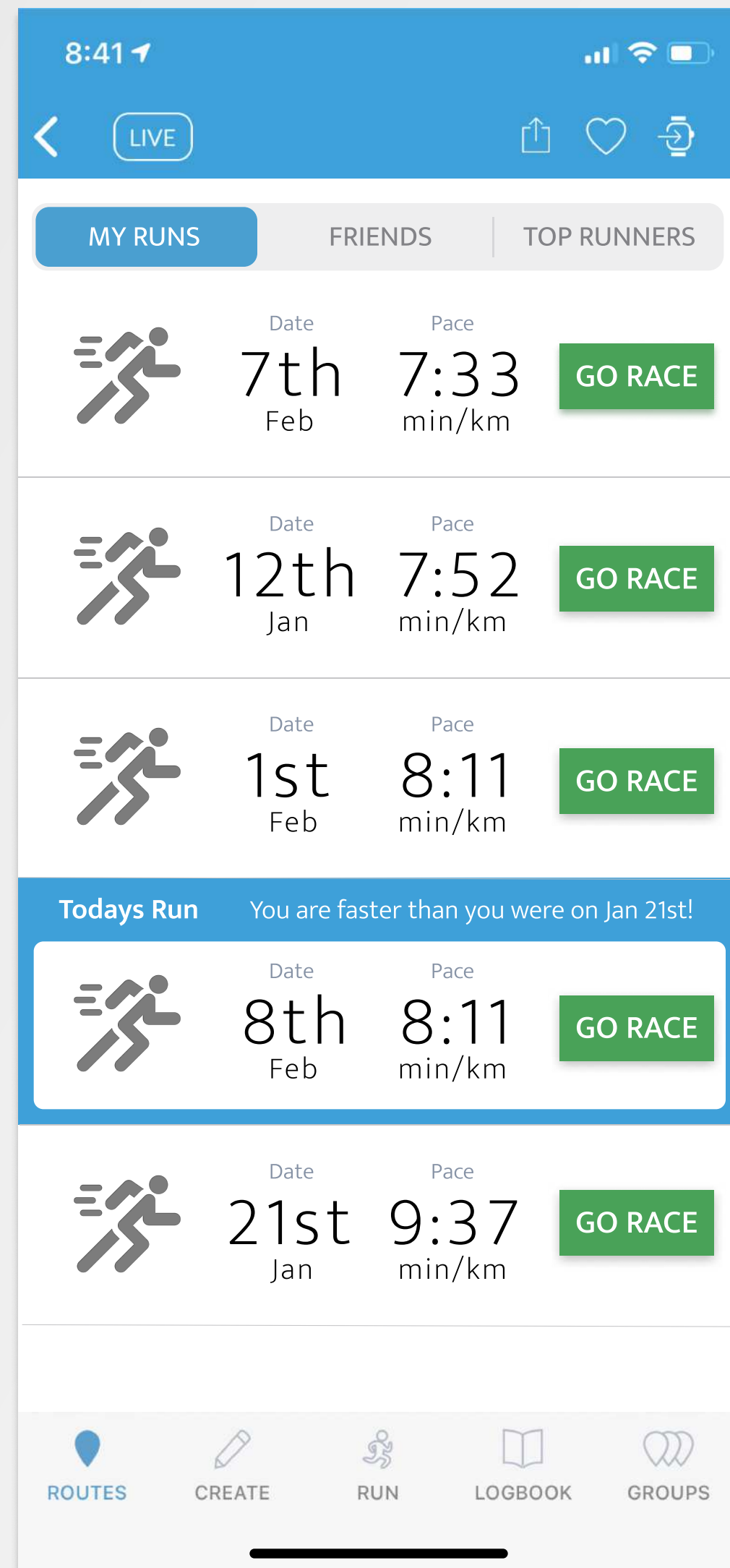
In these situations it's important to try and save the unhappy situation.

Orange is used instead of red for the longer time because red has too intense of a negative connotation.



# Walkthrough

## End of Race



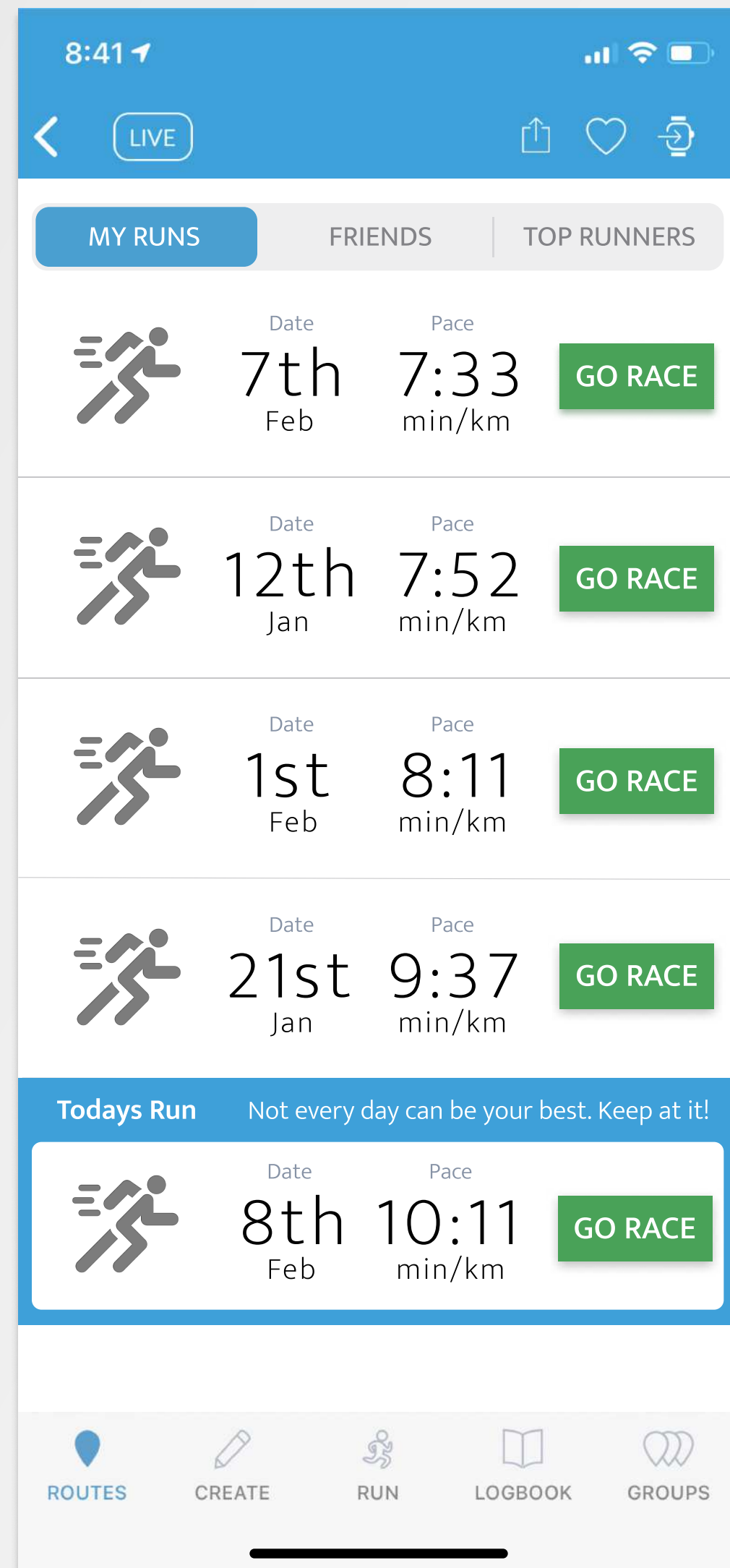
## Recovery

The solution is to frame the result in a positive light.

Here we show the user that “You are faster than you were on Jan 21st!” to remind them that they have in fact improved overall.

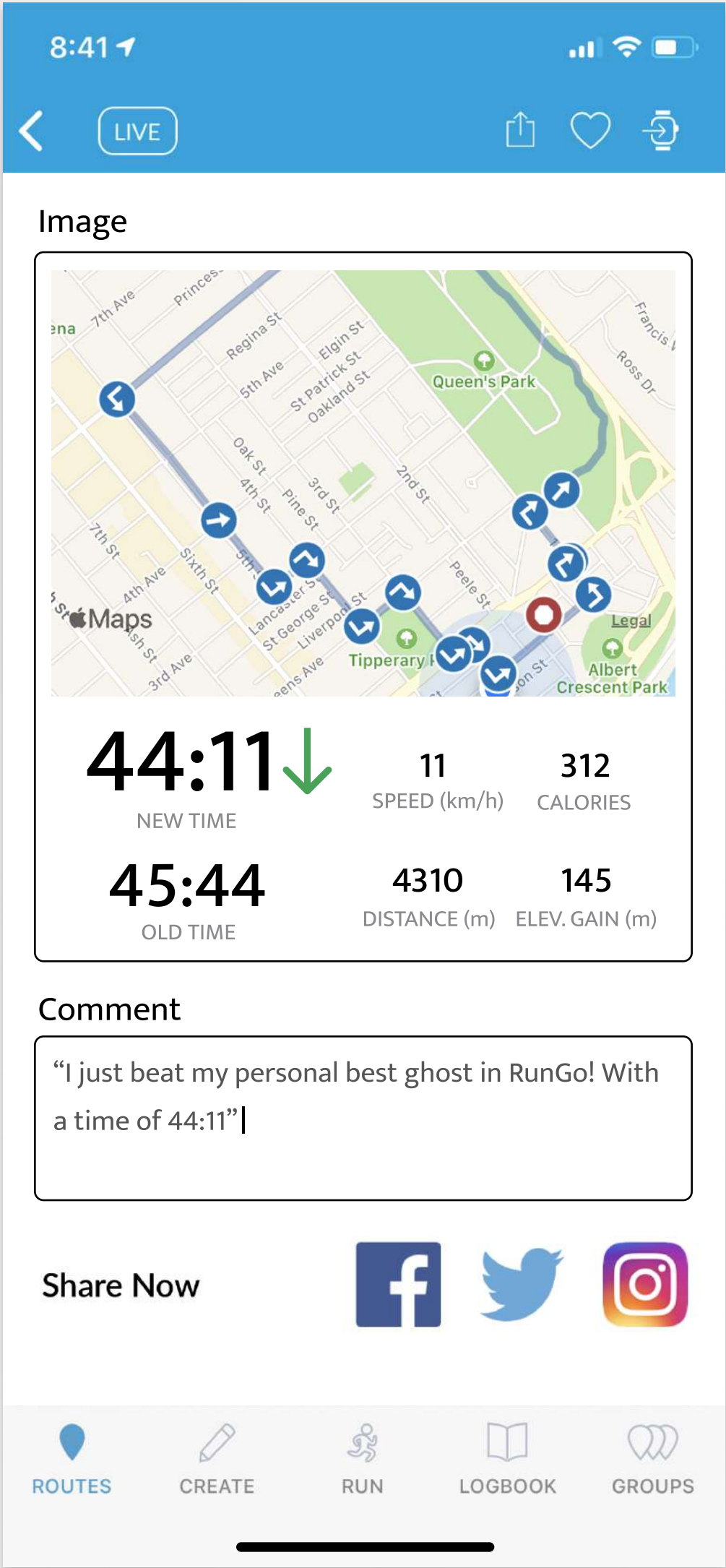
# Walkthrough

## End of Race



## Worst Case

If the run was the slowest one yet, we can still offer a positive reinforcing message such as “Not every day can be your best. Keep at it!”



## Sharing Results

At the end users have the opportunity to share their race on social media. Run time, route, details, personal comments and more can all be shown to friends and family.

# References

Audio icon by Icons8.com

Tap icon by Kiranshastry on flaticon.com

Running icon by Freepik on flaticon.com

# ghost run

## Feature for RunGo

Tyler Barlow Rollin Poe