Rollin Poe races himself with

RunGo's Ghost Race

THE SCOPE

NEW FEATURE INTEGRATION WITH AN EXISTING PRODUCT

Working with a fully featured already existing application with strong visual design, app vision, and user demographics, myself and a fellow designer worked to create and integrate a new feature for the application.

The two of us started with researching and understanding the current userbase and examining potential users. We ideated repeatedly, working to envision a new feature that would argument the current application, improving the current user experience, and drawing in new users. With a feature in hand we then worked to create and test the interface and interactions necessary for the feature all within the current brand image.

Time: February, 2020
Status: Complete

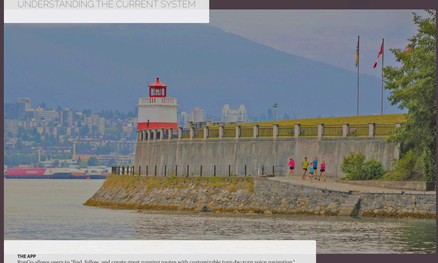
A COUPLE

KEY ASPECTS

- Rapid **understanding of an existing application**
- Working within an established **brand design language**
- **Expanding the userbase and feature set** of a fully operational system

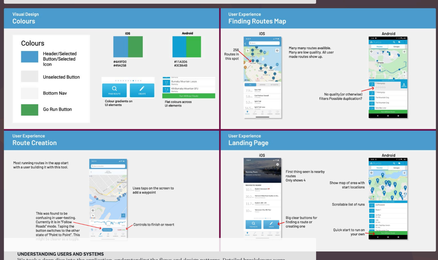
THE STARTING LINE

UNDERSTANDING THE CURRENT SYSTEM



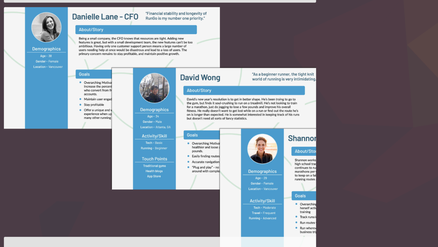
THE APP

RunGo allows users to "find, follow, and create great running routes with customizable turn-by-turn voice navigation." Custom routes, live turn-by-turn navigation, and deep city integration are some of the core aspects.



UNDERSTANDING USERS AND SYSTEMS

We took a deep dive into the application, understanding the flows and design patterns. Detailed breakdowns were generated both for style and interaction. Additionally, we conducted exploratory user interviews and think-aloud testing to understand goals and pain points.

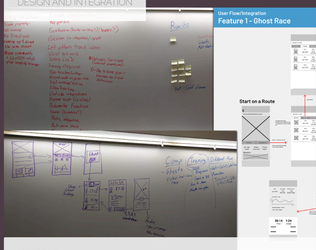


SYNTHESIS AND INSIGHT

Based off the exploratory work, we created personas for both current and potential users as well as one for corporate interest. Additionally we categorized and broke down user types and pain points, and began ideating new features.

THE RUN

DESIGN AND INTEGRATION

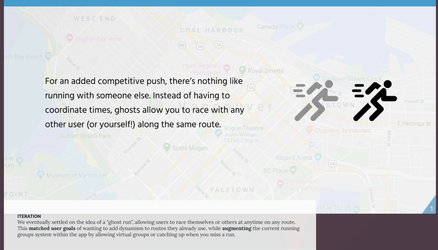


IDEAS AND FLOWS

Dozens and dozens of ideas were generated. Some of the "bad" ideas such as mean voice assistants or deliberately wrong directions gave way to much better ideas such as virtual trainers with different personalities and a better/colder running guide.

Elevator Pitch

Feature 1 - Ghost Race



ITERATION

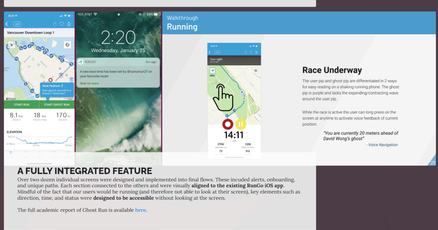
We eventually settled on the idea of a 'ghost run', allowing users to race themselves or others at anytime on any route. This **matched user goals** of wanting to add dynamism to routes they already use, while **augmenting** the current running groups system within the app by allowing virtual groups or catching up when you miss a run.

THE FINISH LINE

FULL UI/UX INTEGRATION

ITERATION NEVER STOPS

Building off the initial wireflows, personas, and pitches we integrated feedback and continued iterating our design and flows.



A FULLY INTEGRATED FEATURE

Over two dozen individual screens were designed and implemented into final flows. These incuded alerts, onboarding, and unique paths. Each section connected to the others and were visually **aligned to the existing RunGo iOS app**. Mindful of the fact that our users would be running (and therefore not able to look at their screen), key elements such as direction, time, and status were **designed to be accessible** without looking at the screen.

The full academic report of Ghost Run is available here.

UPDATE

RUNGO BRINGS VIRTUAL RACES TO THE APP

As of version 5.9.7 (released May 2020) RunGo has officially brought virtual races to it's application. To be clear, this is a full 3 months after the GhostRun was created and we had no influence on RunGo's development.

It is, however heartening to see that the hard work we put in was so aligned with RunGo that the very feautre we came up with has made it's way into the official app.

FEATURE COMPARISON

Ghost Run	RunGo Virtual Races
Race *yourself* and others	Race *yourself* and others
Voice Guidance	Voice Guidance
Run Real Race Courses	Run Real Race Courses
Online Leaderboard	Online Leaderboard
Custom Route Races	Custom Route Races
Social Media Sharing	Social Media Sharing
Track your progress over time	
(Discussed during ideation)	Simulation Mode (e.g. on treadmill)
	Corporate Sponsors