

Assignment Phase3

P0 Problem Statement

Users are struggling to start and stay consistent with their fitness journey because Strava does not provide structured beginner guidance and in-app coaching. This leads to confusion and a poor onboarding experience, resulting in low user retention and irregular app usage.

Goal (from Phase 2)

The goal of this solution is to **make the app more beginner-friendly by providing structured guidance that improves onboarding, user confidence, and long-term engagement.**

Step 1: Brainstormed Solutions (Diverge)

Root Cause Analysis

- Root Cause 1: Beginners don't know hydration timing → leads to fatigue/discomfort → reduces consistency
- Root Cause 2: Beginners don't understand the importance of warmup → risk of injury or bad experience → discourages continuation
- Root Cause 3: Beginners lack clarity on how to start and progress in their fitness journey because the app does not provide structured guidance from beginner level to advanced stages

Solution Idea	Short Description	Key Assumption	Category (High / Low / Moonshot)

Warmup	A feature that prompts users to complete a warm-up before starting activity recording.	Busy users and non-professional runners often skip warm-ups; timely reminders will encourage safer preparation and reduce injury risk.	High
Reminders	Location- and temperature-based hydration reminders delivered during activities such as running or workouts.	Beginners may forget to hydrate; contextual reminders will help them maintain proper hydration and improve endurance.	High
Nearby Coach	A feature that helps beginners discover and connect with nearby certified running coaches or experienced runners for guided sessions, personalized support, and motivation to stay consistent.	Beginners struggle with confidence and guidance; access to nearby coaching support will increase motivation, reduce drop-offs, and improve retention on Strava.	Low
Nutrients Guide	A built-in nutrition guide offering personalized hydration, pre-run, post-run, and recovery recommendations based on activity type, duration, and fitness level.	Beginners lack knowledge about proper running nutrition; simple, personalized guidance will improve comfort, reduce fatigue, and increase retention.	High
Basic Muscle Pain or Injury Guide	An in-app guide that helps runners identify common muscle pain, understand causes,	Fear of injury and unmanaged pain often cause beginners to quit; educational guidance will	High

	and access safe recovery tips and preventive exercises.	increase confidence and improve consistency.	
Shoes Type	A smart shoe recommendation feature suggesting suitable running shoes based on terrain, running style, and individual foot characteristics.	Many runners use inappropriate footwear due to lack of guidance; personalized recommendations will reduce injury risk and improve long-term engagement.	Low
Guide for Disabled People	An accessibility-focused running guide providing adaptive training plans, safety tips, and tailored activity recommendations for people with disabilities.	Lack of inclusive guidance creates barriers for users with disabilities; accessible support will increase participation, confidence, and engagement.	Low
Motivation Notifications	AI-driven motivational notifications that provide personalized reminders, encouragement, and progress-based nudges to maintain consistency.	Users lose motivation over time; personalized nudges will increase activity frequency, habit formation, and retention.	Moonshot
Break Time Between Activities	An intelligent interval guidance feature offering real-time prompts for walking, running, and rest breaks to support structured workouts.	Beginners often overexert themselves due to poor pacing; guided intervals will reduce fatigue and improve consistency.	Moonshot

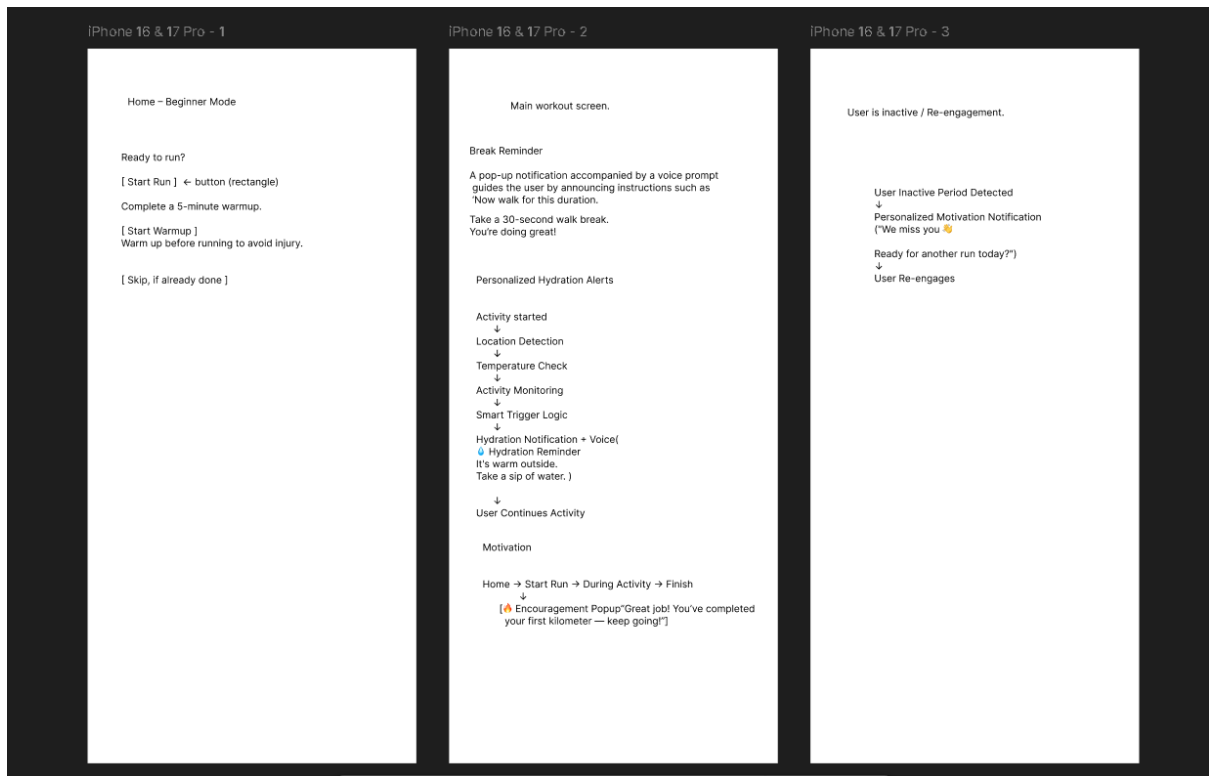
Track Road and Traffic	A smart safety feature that alerts runners about road conditions such as potholes, uneven surfaces, and nearby traffic hazards.	Unexpected road conditions create safety risks; real-time alerts will increase awareness, prevent injuries, and build user trust.	High
Emergency Contact	A safety feature that detects potential health distress and allows users to quickly notify emergency contacts or local services with live location sharing.	Users may feel unsafe exercising alone; fast emergency assistance will improve safety perception and encourage outdoor activity adoption.	High

Step 2: Solution Prioritisation (Converge):

Solution	Reach (1–3)	Impact (1–3)	Confidence (1–3)	Effort (1–3)	RICE Score	Reasoning
Motivation Notifications	2	3	3	1	9	Low development effort with strong impact on consistency and retention.
Track Road and Traffic	2	3	3	2	10	Improves user safety and trust with moderate implementation effort.

Break Time Between Activities	3	3	3	2	11	High reach for beginners; structured pacing improves endurance and reduces drop-offs.
Warmup	3	3	3	2	11	Simple behavioural nudge that prevents injuries and improves workout readiness.
Reminders	3	3	3	1	10	Easy to implement hydration reminders with strong usability and health benefits.

Step 3: Wireframe Your Top Ideas



Step 4: Success Metrics

Metric Type	Metric Name	Definition	Why It Matters
Key Metric	Break Time Between Activities	Average time gap between two user activities or workouts tracked within the app	Measures whether users are becoming more consistent and forming a regular fitness habit
Secondary Metric	Warmup	% of users who complete or follow warm-up guidance before starting an activity	Indicates whether users are adopting healthier workout behaviour and reducing injury risk
Secondary Metric	Reminders	% of users who engage with activity or hydration reminders (open app or start activity after notification)	Shows the effectiveness of reminders in motivating users to take action and stay active

Guardrail Metric	Motivation Notifications	% of users who mute, disable, or ignore motivational notifications over time	Ensures notifications remain helpful and do not annoy users or negatively impact user experience
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Step 5: Pitfalls & Mitigations

Assumption at Risk	Failure Mode	Impact (H/M/L)	Likelihood	Mitigation	Detection Signal	Rollback Plan
Break Time Between Activities improves user recovery and experience	Users may feel frustrated if forced breaks do not match their personal pace or workout preference	High	Medium	Allow customizable break duration and monitor how many users adjust or skip breaks	Drop in retention or increased activity abandonment during sessions	Provide “Skip Break” or manual control option to continue activity without interruption

Motivation Notifications increase engagement	Excessive or poorly timed notifications may annoy users and lead to notification fatigue	High	Medium	Limit notification frequency and allow users to personalise notification preferences	Increase in notification mute rate, app uninstall rate, or notification opt-outs	Provide easy notification controls and temporarily reduce notification frequency
Reminders improve activity consistency	Frequent reminders, especially voice prompts, may interrupt music or cause distraction s during workouts	Medium	Medium	Allow silent mode, reduce reminder frequency, and give users control over voice reminders	Users are disabling reminders or shortened activity duration after reminders	Automatically switch to silent notifications or allow users to disable voice reminders