

Design Inspiration



The Ghost app would recognize when a user sets a new personal time record for a route they run regularly, then provide **real-time comparisons** to that record-setting run the next time the user runs that route.



Although some apps like **Runkeeper** and **Runtastic** provide in-depth data during a run, we found no apps designed to compare to personal records mid-run

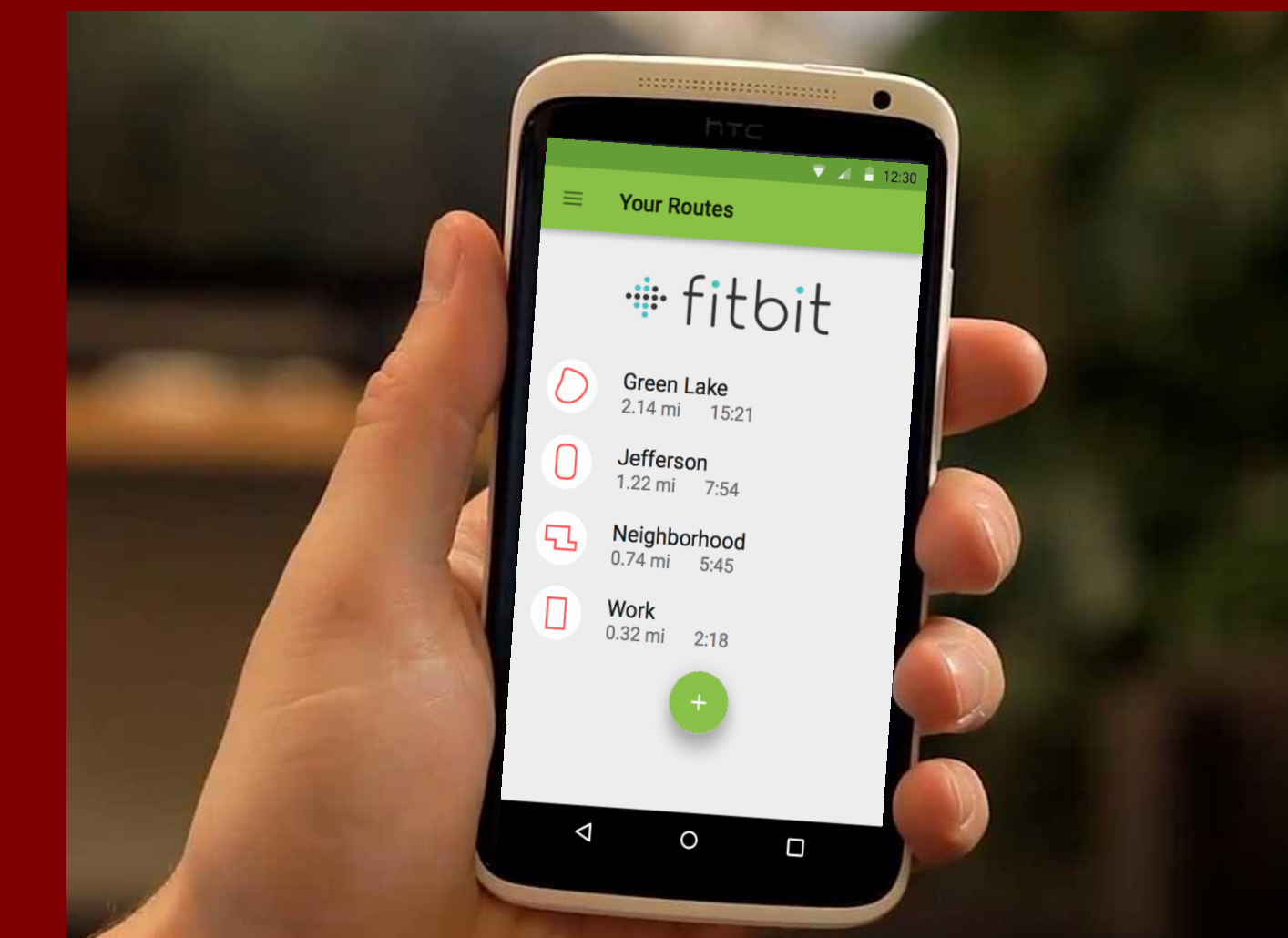


GHOST

Real-time Motivation

Motivation

This app design is geared toward athletes who **run regularly**, meant to provide **motivation during a run** as well as give evidence for the user's improvement.



Final Concept

Screen Flow



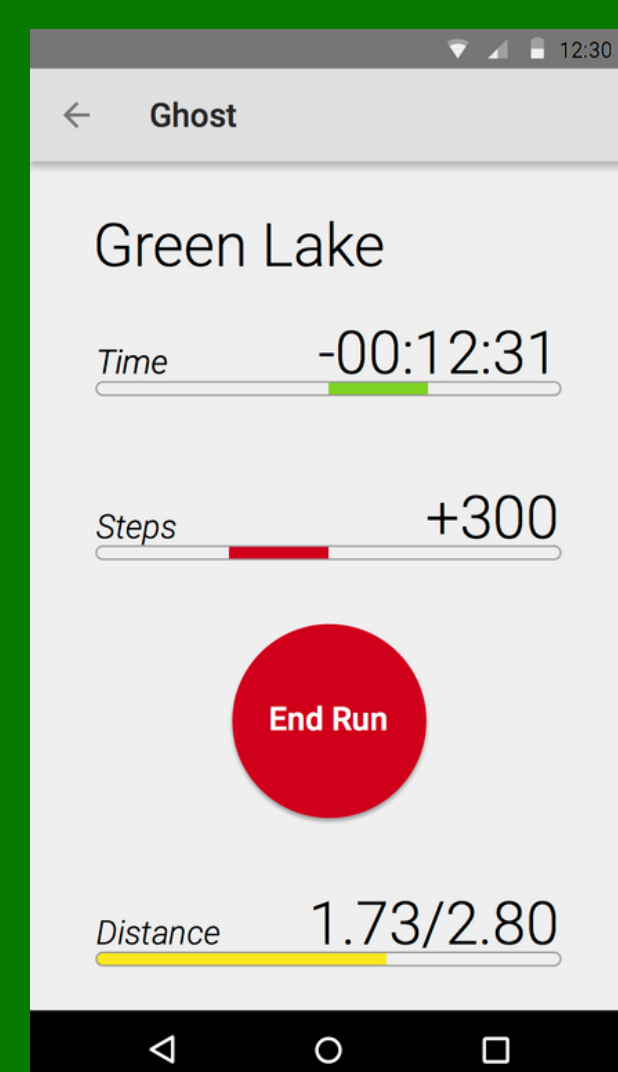
Use of Fitbit

Although we had difficulty programming in conjunction with Fitbit, our concept is designed to use Fitbit data. The user would sign in using Fitbit, and the distance displayed would be calculated by a combination of Fitbit's pedometer capabilities and distance tracked by the phone's GPS.

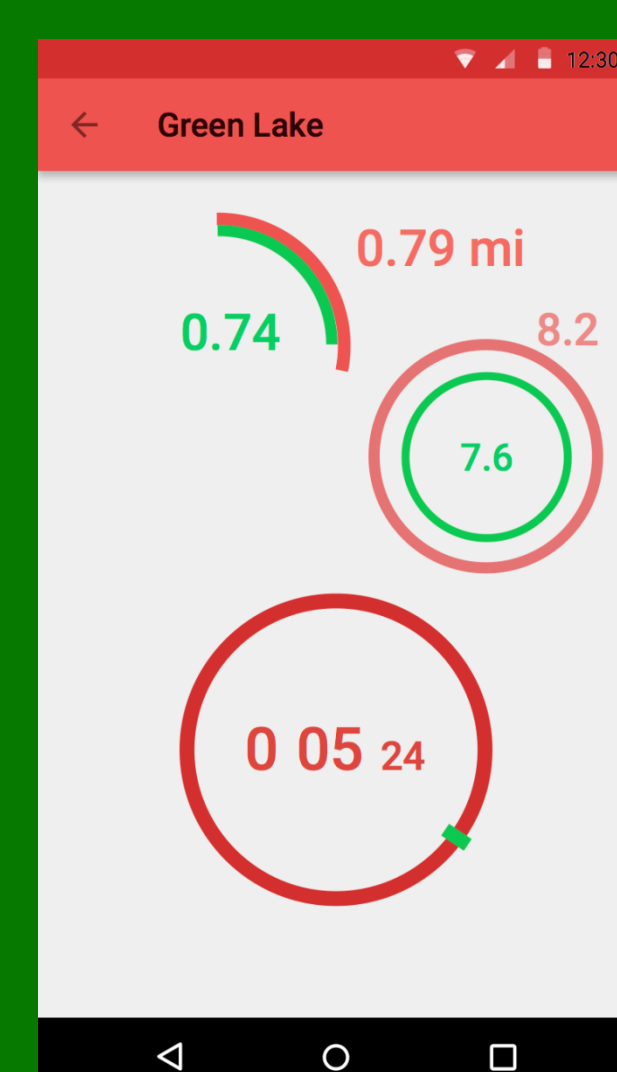
Earlier Prototypes

Feedback from peers led us to aim for a **simpler, more visually appealing** interface

Version 1



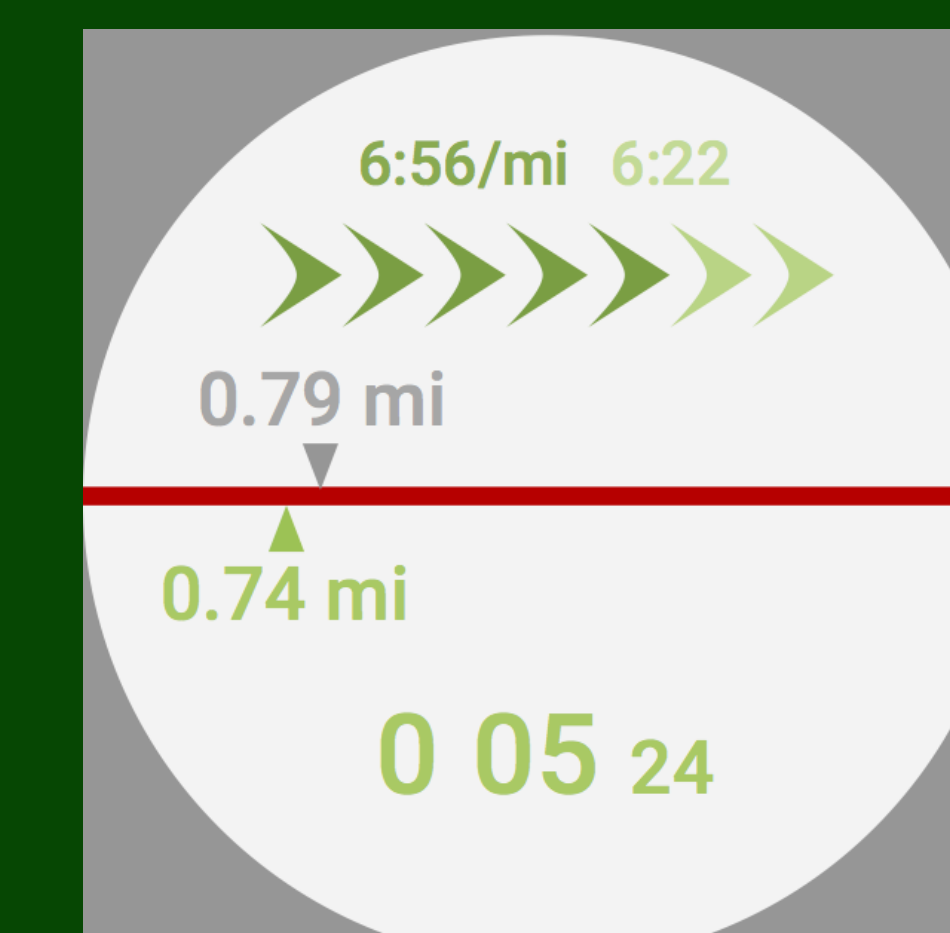
Version 2



All prototypes made using Sketch

Potential Smart Watch Application

While constantly looking at a phone during a run could get cumbersome, having a **simple display on one's wrist** might be much more useful.



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