Feedback and Influence

User

Team

Designer
re-imagine the indoor running experience
Concept Redefinition

Reimagining of treadmill experience with immersive display of outdoor environment
Interface Redesign

Clearer, more flexible presentation of interface elements common to traditional treadmills and our reimagined concept
Course Selection
<table>
<thead>
<tr>
<th>Preset Courses</th>
<th>My Courses</th>
<th>Explore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mt. Washington Peak</td>
<td>7.3 miles</td>
<td></td>
</tr>
<tr>
<td>Bay to Breakers</td>
<td>7.5 miles</td>
<td>2.5 miles</td>
</tr>
<tr>
<td>Route 9 to Brookline</td>
<td>9 miles</td>
<td>5.4 miles</td>
</tr>
<tr>
<td>DC Monuments Tour</td>
<td>9 miles</td>
<td>6.2 miles</td>
</tr>
<tr>
<td><strong>Boston Half-Marathon</strong></td>
<td>13.1 miles</td>
<td></td>
</tr>
<tr>
<td>NYC Half-Marathon</td>
<td>13.1 miles</td>
<td></td>
</tr>
<tr>
<td>Los Angeles Marathon</td>
<td>26.2 miles</td>
<td></td>
</tr>
<tr>
<td>Marathon to Athens</td>
<td>26.2 miles</td>
<td></td>
</tr>
<tr>
<td>Boston Marathon</td>
<td>26.2 miles</td>
<td></td>
</tr>
</tbody>
</table>

Sort by: Distance

Start Running
Course Selection

Dashboard
Treadmill Stopped

Course Summary

Running Statistics

350 calories burned
3.6 miles traveled
8:20 average pace

Distance (mi.)
0 1 2 3 4

Time (min)
0 5 10 15 20 25 30

Return to Run
Save Course and Quit
Just Quit
course saved as

Great Plain Avenue

Distance: 0.7 mi
Type: Suburban
Location: Needham, MA, USA
**Feedback Connections**

- Helped team get out of “ruts”
- Ensured feedback from all three personas in testing
Scenarios

*Multiple Part Example: “Start Running the Boston Marathon at 6 MPH”*

- Feedback: created more coherent story
  - Paper prototype testing
  - Prototype testing
Usability Study

Version 1

Version 2
Usability Test Results

- **Version 1**
- **Version 2**

Time (s)

<table>
<thead>
<tr>
<th>User</th>
<th>Version 1</th>
<th>Version 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>User 1</td>
<td>25</td>
<td>5</td>
</tr>
<tr>
<td>User 2</td>
<td>5</td>
<td>60</td>
</tr>
</tbody>
</table>
Iterations

Immersive Environment

Course Selection

Dashboard

Explore Tool

End Run
Immersive Environment
Course Selection
Dashboard

- Speed: 6.0 MPH
- Calories Burned: 95
- Time Elapsed: 3:59
- Incline: 5°

Add or remove data widgets

- Customize: Time, Distance, Stretch

- 1.5 mph
- 1.22 mi

- Distance Traveled: 1.22 mi
- Time: 8:15 min
Explore
End Run
With More Time...

- Design physical interface
- Tackle “Saved Courses” and “Explore”
- Get more comprehensive feedback on the whole experience
FIVE GUYS
BURGERS and FRIES

ROLAND CROSBY
ANDY PETHAN
MIKE ROENBECK