



MINISTRY OF EDUCATION AND TRAINING

FPT UNIVERSITY

Capstone Project Document



RUN WAY

Nonstop Challenge - Nonstop Training

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PROJECT PROPOSAL



NAME OF PROJECT

RUNWAY is an application that provides virtual running solutions, aimed at encouraging users to exercise more often.

As the slogan of the application: "Nonstop Challenge - Nonstop Training", the application continuously brings users virtual running jelly tests throughout the year, with attractive rewards, users will always be motivated to participate.



RUNWAY

Nonstop Challenge - Nonstop Training

HOW ABOUT RUNWAY (A VIRTUAL RUNNING CHALLENGE)

Virtual run by app Runway is a competition built on the traditional running model, it also sets the requirements for distance, time to complete and regulations to control the contest publicly. equal and transparent.

However, the virtual run by Runway can be run (or walk) from any location you choose. You can run, jog or walk on the road, on the trail, on the treadmill, at the gym or on a professional track. You can run your own competition, because you create your own distance, time, speed or number of completions without being dependent.

		Time	Place	Condition	Device	Cost
	RUN WAY	NO REQUEST	NO REQUEST	NO REQUEST	REQUEST	0-10\$
	TRADITIONAL	REQUEST	REQUEST	REQUEST	NO REQUEST	150-400\$

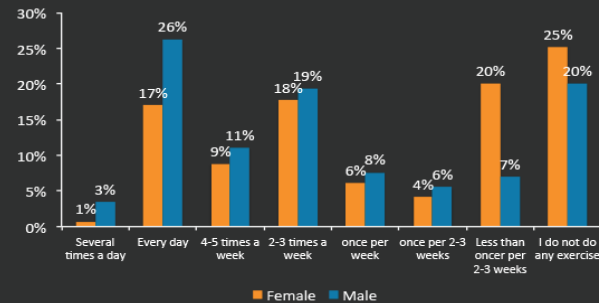


PROBLEM ADSTRACTION



strava.com

How often do you exercise?

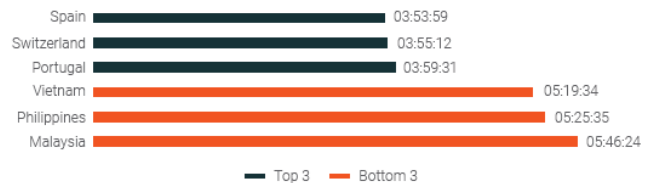


60% does exercise once per week

Q&Me

qandme.net

Top and bottom performing marathon countries



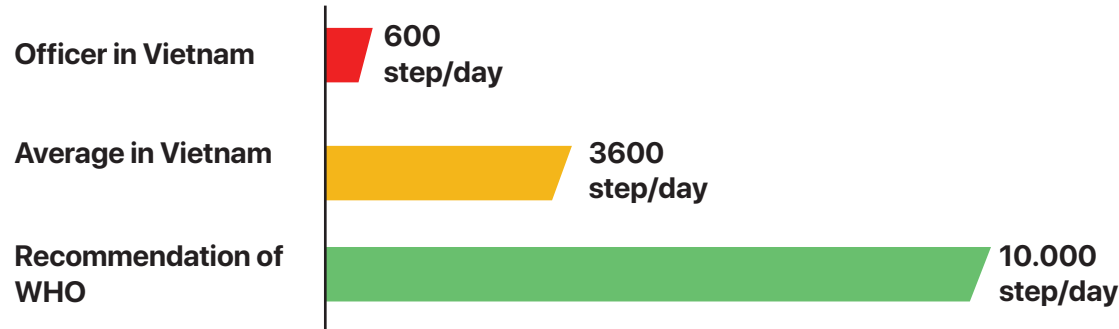
runrepeat.com



RESEARCH



DEFINE THE PROBLEM



NUMBERS

-According to the United Nations Population Fund - UNFPA, Vietnam is one of the 10 countries where people are the most inactive in the world.

-According to the Department of Preventive Medicine, according to the Ministry of Health, up to 30% of adults lack physical exercise.

RESULT

According to the Boldskey website:




- Lazy exercising often faces health problems more than other subjects.

- When not exercising or exercising, it is often easy to cause disorders and cause high blood pressure-> leading to heart attacks and strokes.

- Being inactive or not exercising also harms the limbs, leading to serious problems such as osteoporosis and weak bones.



WHY CHOOSE RUNNING

	Calo per hour	Condition	Technical	Cost
	683 AN HOUR	LOW	LOW	LOW
	683 AN HOUR	LOW	LOW	HIGH
	683 AN HOUR	MEDIUM	MEDIUM	MEDIUM

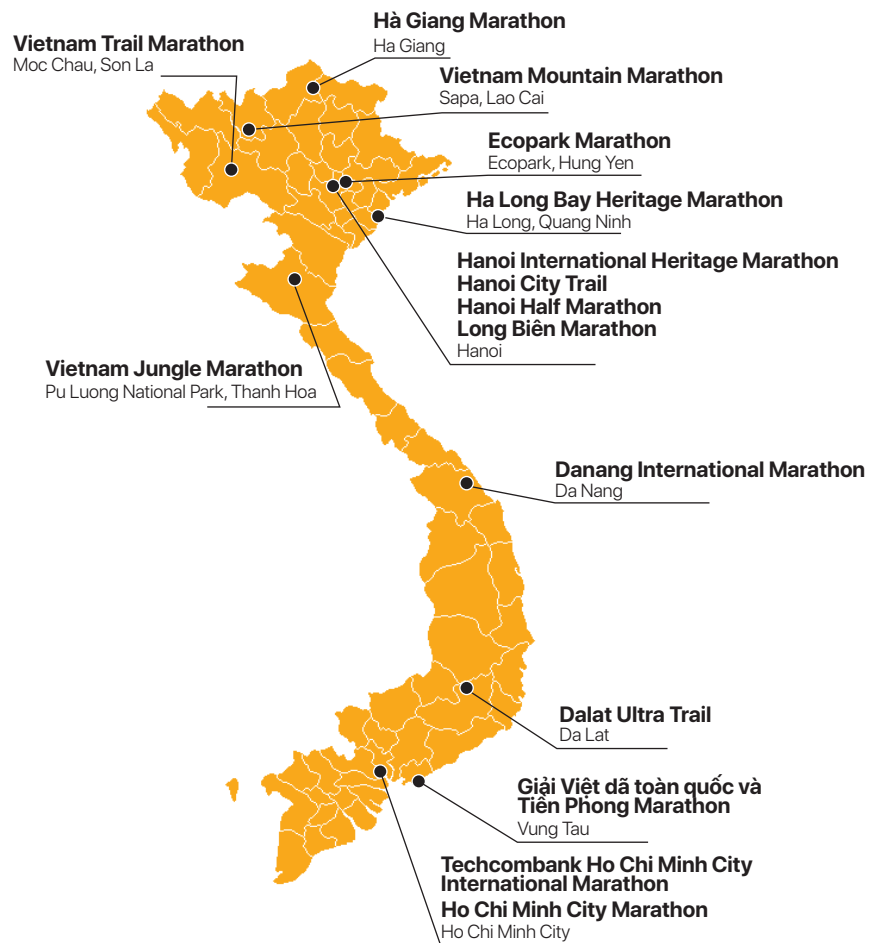


MOTIVATION TO RUNNING



researchgate.net

MARATHONS IN VIETNAM 2019



TYPE OF RUNNING COMPETITION

- » In order to help users exercise regularly, the RUNWAY app is especially focused on the endurance of the runner, besides the speed and time to complete the running distance is also an indispensable goal, so we Choose two forms, Marathon and Athletics to put into the app.



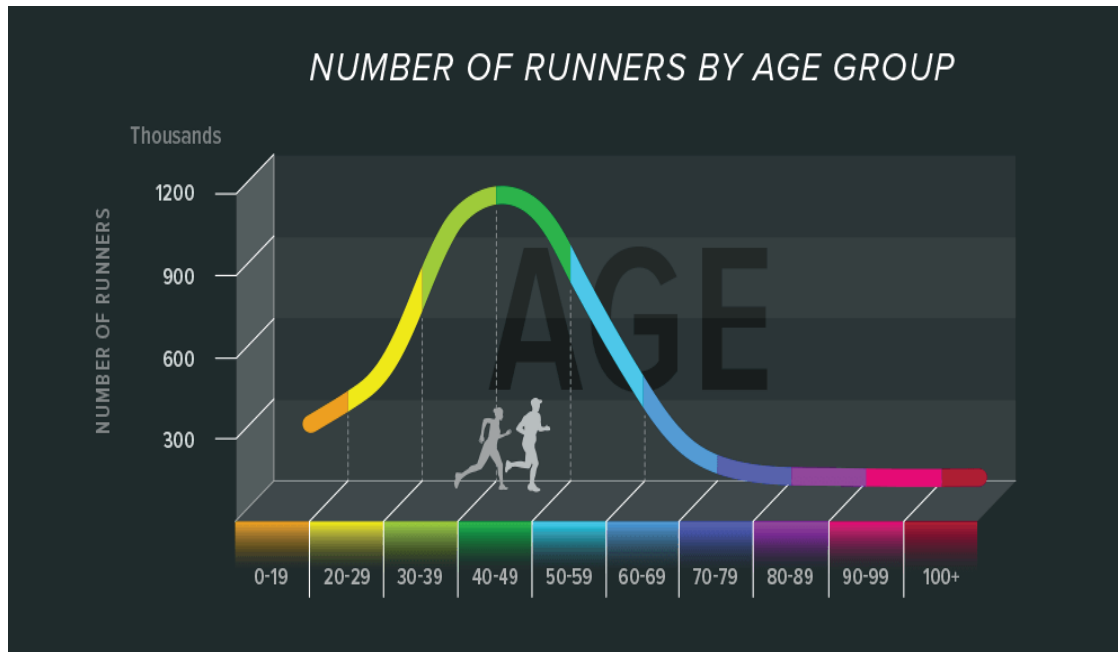
Athletics focusing on the speed of the runner, the goal of completing the distance in the shortest time.



Marathon focusing on the endurance of the participants, the main goal of marathons is to complete the running distance.



AGE OF RUNNER



runnerclick.com



COMPETITOR RESEARCH



In Vietnam market, there are currently 2 other companies providing services similar to the direction that RUNWAY is developing: **"iRace Joint Stock Company with iRace application"** and **"84RACE Joint Stock Company with 84race website.com"**.



In addition, a company from Singapore is looking to penetrate the Vietnamese market is **"42Race"**.



COMPETITOR RESEARCH



84RACE

- Available on both iOS and Android.
- Allow users to create personal challenges.
- There are links with traditional tournaments in Vietnam.

- The application is not well designed.
- The challenge system has not yet been shaped.
- Is the new Start-up.



IRACE

- The challenges are numerous and continuous.
- Have links with businesses to promote challenges.
- Have links with traditional tournaments in Vietnam.
- Have club system.

- There is no app on both iOS and Android.
- Club system, though available, has not been completed.
- Is the new Start-up.



42RACE

- Available on both iOS and Android.
- Is a provider of long-running and prestigious virtual running challenge.
- The challenge system is well shaped, spanning throughout the year.
- Nice and attractive design.

- Foreign unit.
- The cost of attending the challenge is high.
- There is no official presence in Vietnam yet.

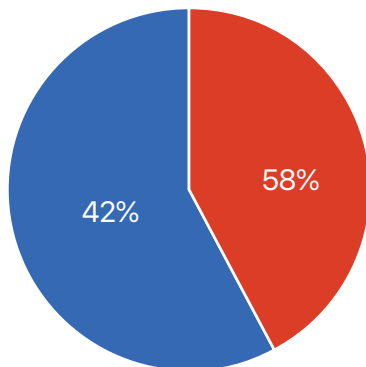


TECHNOLOGIES

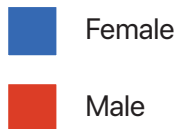




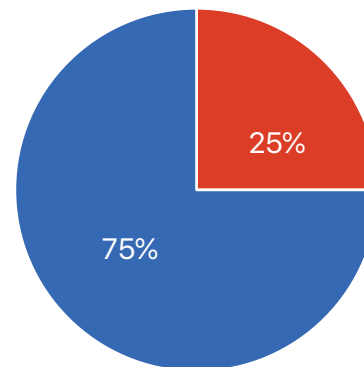
Survey 1: 157 responses



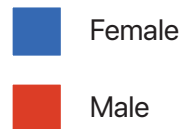
What is your gender?



Survey 2: 200 responses



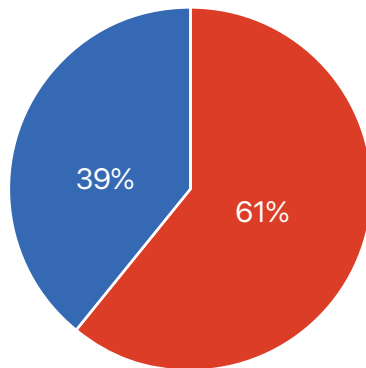
What is your gender?



Questions about exercise habits

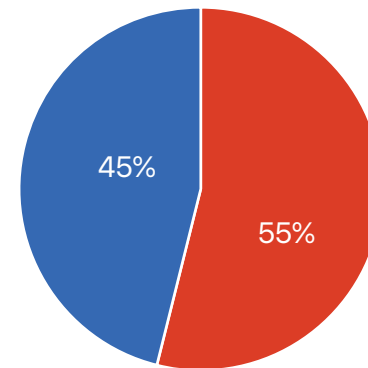
Responses in survey 1

Do you exercise regularly?



Responses in survey 2

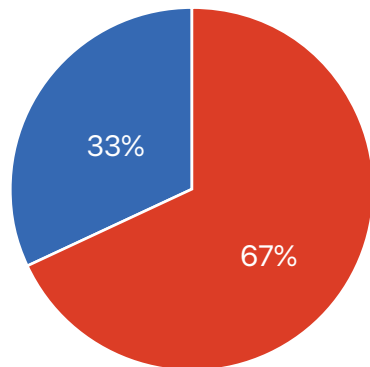
How often do you exercise?



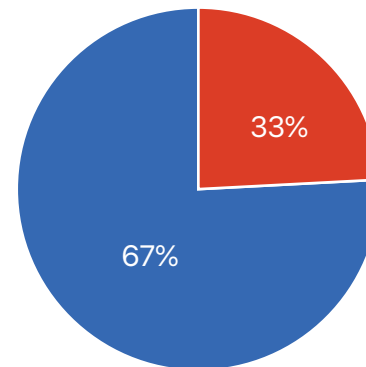
Questions about participating in a sports competition

Responses in survey 1

Do you participate in any exercise competition?



Do you think participating in a competition will help you work harder?

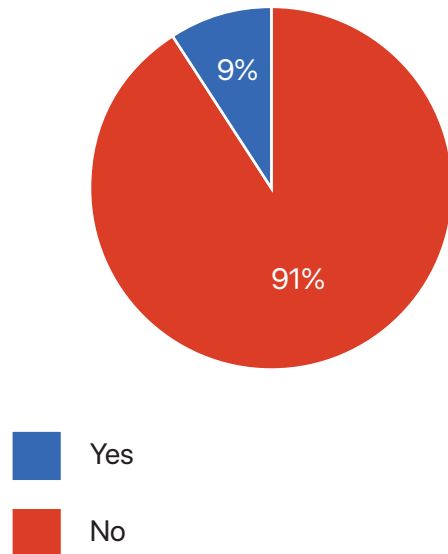


Questions about online running challenge

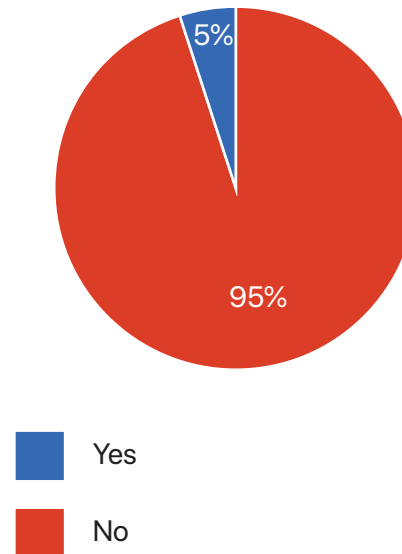
Only 9% of the respondents know the virtual running tournament and 5% participated.

- » -There is something in the virtual run that has not attracted the respondents.
-Run run is a new thing to the vast majority.

Do you know the virtual run?



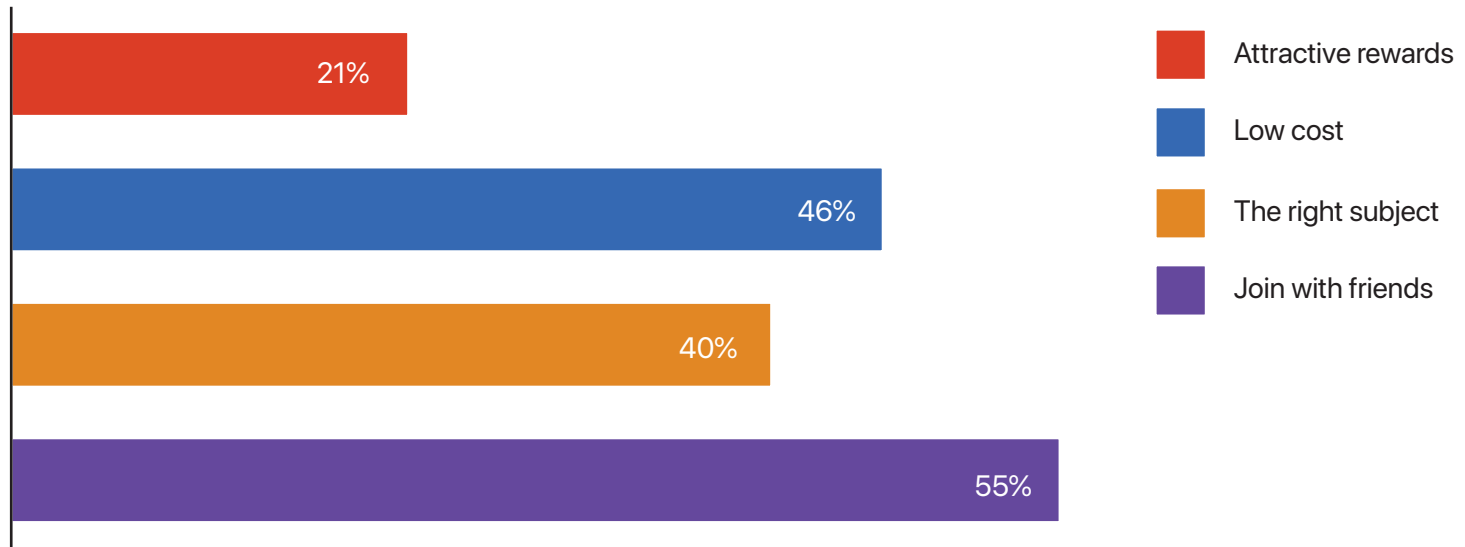
If so, have you ever attended a virtual run?



Questions about what attracts users when participating in a sports competition

Responses in survey 1

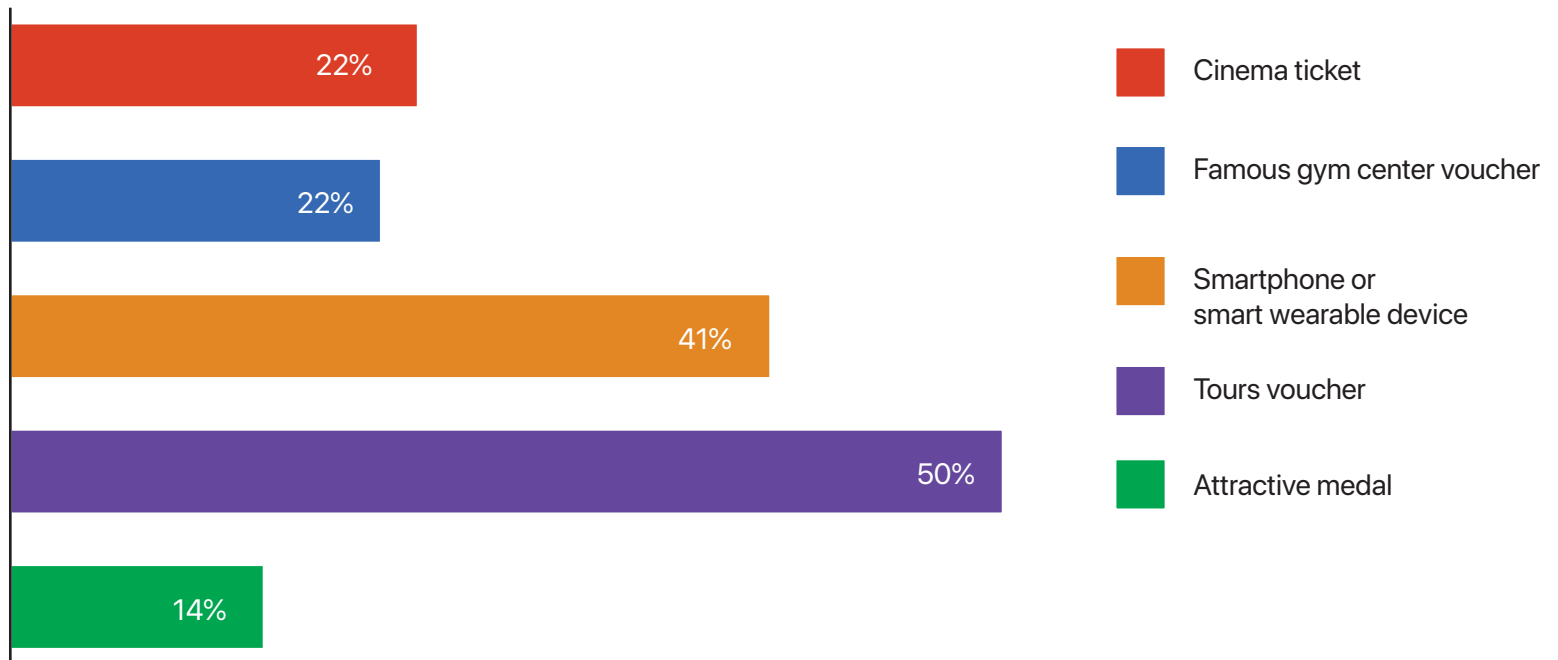
What do you think will appeal to you to participate in a competition?



Questions about what attracts users when participating in a sports competition

Responses in survey 1

What do you think will appeal to you to participate in a competition?



Result

PROS

- Most of the users are ready to join the tournament virtual run.
- User object concentrated in their 20-30s, is the potential object, easy to adapt to the application products technology.
- Most of the users are look forward to participating with friends => entice be a department potential users.
- Most users think that traditional tournaments are expensive.

CONS

- Most users are not familiar with virtual running and have never participated in virtual running challenge.
- The proportion of people participating in physical activities is not high.
- Require a variety of awards to attract users.



Create an app with simple features to quickly reach users.

Focus on community connections that create connections and interactions.

Partner with brands to get more attractive rewards, motivating for running.



INTERVIEW

-To add accuracy to the study, we conducted the interview to have a direct look on target customers.

-The interview process is done by asking a series of questions directly about exercise habits, understanding about virtual rigs and user reasons engage or not participate into virtual tournaments.



Interview result



LINH

Age **27**
Job **Officer**
Habbit **Listen to music**
Watching to music
Hangout with friends
Contact **0366 556 526**

Do you exercise regularly?

What is your reason?

Do you know about virtual runners?

Have you ever participated in a virtual run?

What is your reason?

If there is a virtual run that only requires a beginner level, are you ready to participate?

What is the reward you find attractive enough to attract you?

If the reward is travel, do you find it attractive?

Is not

Because I'm so lazy

Yes

Not yet

Because I'm so busy, I don't have time to participate in virtual tournaments.

If I were to ask at a basic level then I would think about participating.

I like the rewards of technology items such as headsets, watches or phones, can also be other utility applications.

If it's a travel trip, I think a vacation trip will appeal to me.



PERSONAL



NGUYỄN TRUNG HÙNG

Age: 22

Family: Single

Current residence: Hanoi

BIO

- Hung is a student of FPT University.
- Life is a technology student, all day exposed to computers leaving Hung with no motivation for running.
- Favorite sports and travel.
- Have learned and used the pedometer app for daily activities but there is no sustaining momentum.

NEEDS

- Endurance, flexibility when participating in school activities.
- Just physical activity has an attractive reward for maintaining exercise.

PAIN POINTS

- Still no useful application for people to learn
- In a fixed place.
- Not enough money to register traditional tournaments.

GOALS

- Find out the app for running.
- Make friends to motivate jogging every day.
- Finding out the running app is often a trip.

Personal



NGUYỄN THU TRANG

Age: 35

Family: Married

Current residence: Hanoi

BIO

- Trang is a successful business woman.
- Trang is very busy with his work.
- I love technology and love to use electronic devices for health.

NEEDS

- Weight loss and endurance.
- Motivation to maintain exercise.

PAIN POINTS

- No time to take part in traditional tournaments.
- Afraid of black skin when having to exercise under inclement weather.

GOALS

- Find an app for indoor practice.
- Maintain your training for endurance.
- Find an app to introduce your friends to practice.



PROBLEMS AND SOLUTIONS



COMMUNITY

RUNWAY club system and personal challenge system. With the club system, users can get to know other users online. As for the personal challenge system, users can create challenges according to their needs and invite acquaintances to attend.



REWARD

RUNWAY will include practical rewards for users' daily lives, such as movie tickets, fitness tickets, tour tickets or smart device.



RECORD

RUNWAY will perform the recognize user achievements by taking recorded data from third parties.

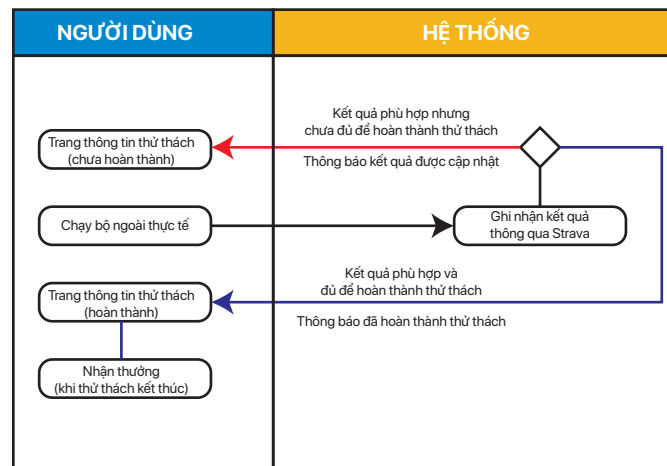
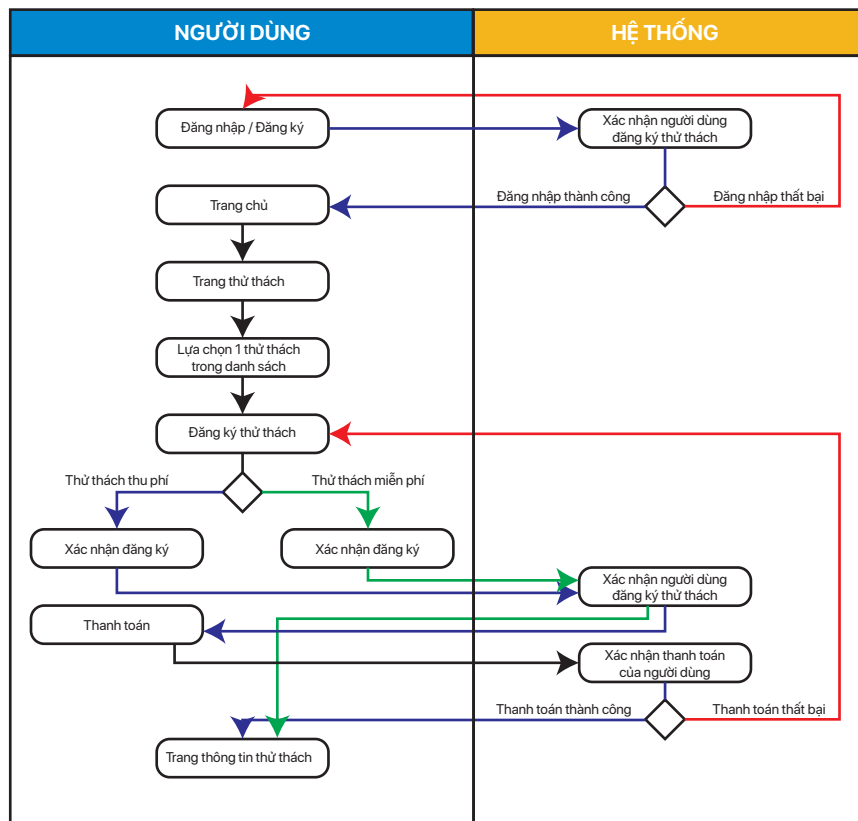


APPLICATION STRUCTURE



WORKFLOW

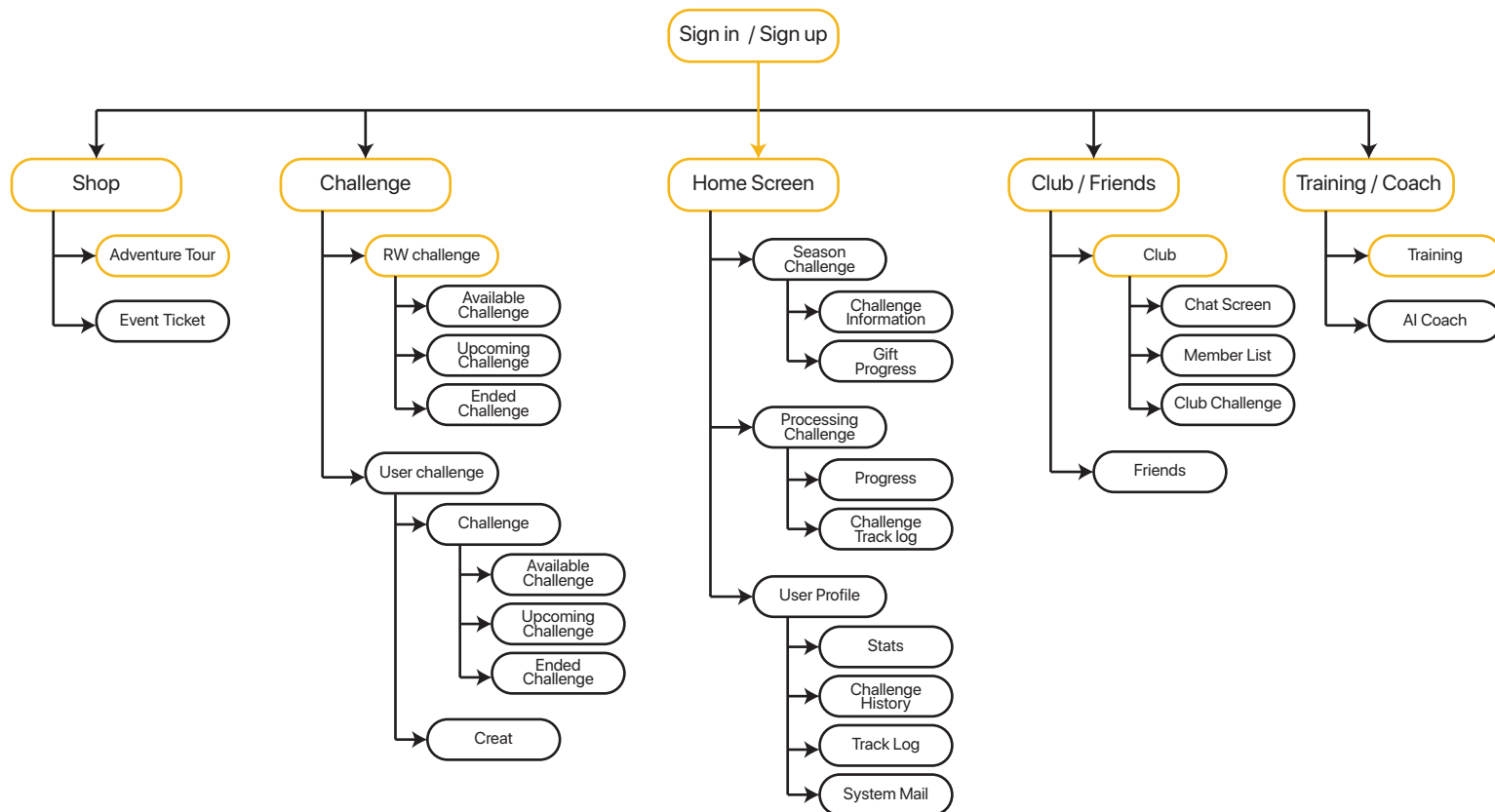
Workflow is a basic visual process of sign up and perform a challenge. Looking here, we can understand easily how the application works, how to handle the system for each user operation.





SITEMAP

The sitemap is representing all of the app's content. The first sitemap was built from our first came up ideas about SeasonJob. It has all the features that we had mentioned. This sitemap also showed which feature we wanted to focus on and how it worked.





CHALLENGE RULES

Because this is an app for creating virtual running challenges, we need to set up a clear set of rules for our challenges.



RUNWAY'S CHALLENGE

These are challenges created and brought to our users, which are simulated based on traditional running events. Users will need to meet the criteria we set out to complete the challenge. The challenge will include many easy-to-hard milestones, help beginner can complete and professional don't feel too easy.

Reward

Users will receive rewards corresponding to the challenge milestones they complete.
Reward contain Medal, Star, Point and Lucky draw.

Ranking criteria

- Complete the challenge
- Kilometers runned
- AVG pace



SEASON

Each season corresponds to a season of the year, lasting for 3 months, each season includes 6 challenges presented by RUNWAY. The season will not require users to register but is applied by default to all RUNWAY users.

Reward

Users will have to participate in challenges to receive stars, with the number of stars corresponding to the landmark users will receive attractive gifts.
Reward contain Medal, Point and Lucky draw.

Ranking criteria

- Stars received
- Kilometers runned
- AVG pace

Challenge rules



USER'S CHALLENGE

These are challenges created by the user. Users can choose the format of the challenge, start time, end time and milestones. But the reward will be calculated by the system based on user settings.

Reward

Users will receive rewards corresponding to the challenge milestones they complete.

Reward contain Star and Point and.

Ranking criteria

- Complete the challenge
- Kilometers runned
- AVG pace



TERMS

Star

Stars are used to calculate the achievement of the user when completing the challenge. The higher the milestones, the more stars users will get.

Stars can we get it from the RUNWAY challenge and the user challenge.

Point

Bonus points are used in the store, helping users buy items that RUNWAY offers, including Bib tournaments, tours, movie tickets, gym tickets, technological equipment and more.

Points can we get it from the RUNWAY's challenges, Season and the user challenge.



UI DESIGN

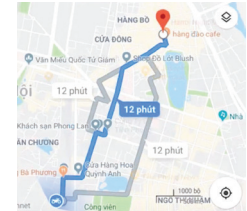


Keeping the same characteristics that make up the old logo, we have modified to create a new logo that is simple but stronger, impressing the user with strong visual.

Running track

The infinity symbol

Path on the digital map



RUN WAY
Nonstop Challenge - Nonstop Training



RUNWAY is a sports application, so that we choose orange and blue is the main colors for our application.

Orange

Orange is the color that inherits the power of red and combines with the happiness of yellow. This is the color that is considered to be the color of innovation and modern thinking. It also has the meaning of youth, fun, reasonable price and accessibility

Blue

Positive and negative associations with black have many overlaps, but generally positive include luxury, fashion, solemnity, Halloween, magic, mystery, power, gender and wealth.

But we use gradient colors instead of traditional solid colors to create a more modern and refreshing feel for the application.



Color guide

In order to clearly distinguish between user's challenges and RUNWAYs's challenges, we use two Primary colors for these two cases.

Secondary colors are used to indicate the state of the challenge.

The color division like this will help users can quickly identify and distinguish the status of challenges.

Primary colors



RUNWAY

	#ED7B23
	#F3AB1D



USER

	#126C82
	#3ABFEB

Secondary colors



Running #23AC80



Waiting #F1B51C



Ending #EC2726

Ranking colors

In addition, the following colors are used to classify the members of the ranking of challenges, including RUNWAY's and users's challenges.



Top 1

■ #EE8022
■ #F3AD1D



Top 2

■ #666766
■ #A09F9F



Top 3

■ #754C1F
■ #A26C29



Top 4-10

#EC2726



Top 10-20

#F1B51C



Top 20+

#F1B51C



TYPEFACE

In the RUNWAY application we use two sets of typefaces:
iCiel Soup of Justice and SF Pro Display.

ICIEL SOUP OF JUSTICE

HEADLINE 1: 19PT

HEADLINE 2: 16PT

HEADLINE 3: 12PT

SF Pro Display

Headline 1: medium 21pt

Headline 2: bold 14pt

Headline 3: black 10pt

Headline 4: bold 10pt

Body text: regular 12pt

Body text highlight: medium 12pt

Overline: regular 10pt



ICONS

Set of reward icon



Set of sub menu bar and button



Set challenge infomation



Set of menu bar



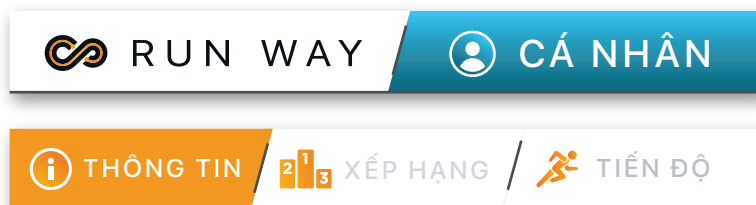


BUTTONS

- Main menu button: used in transferring the main tabs of the application.



- Sub menu button: used in switching tabs of detail screens, where the main menu does not appear.



- Function button: used to perform specific functions.



- Options button: used for choice one of some different options.





CAR VIEW

CardView can be considered a FrameLayout with branding element and shadows based on its height. CardView wraps a layout and will usually be the container banner and some information about challenges.



🕒 15, tháng 9 (12:00 SA) - 30, tháng 9 (12:00 SA)
👥 123 người đã tham gia 🕒 Miễn phí
🏃 10km / 21km / 42km / 84km 📦 Gửi kết quả nhiều lần



🕒 15, tháng 9 (12:00 SA) - 30, tháng 9 (12:00 SA)
👥 123 người đã tham gia 🕒 129.000 vnd
🏃 10km / 21km / 42km / 84km 📦 Gửi kết quả nhiều lần



🕒 15, tháng 9 (12:00 SA) - 30, tháng 9 (12:00 SA)
👥 123 người đã tham gia 🕒 Miễn phí
🏃 10km / 21km / 42km / 84km 📦 Gửi kết quả nhiều lần



🕒 15, tháng 9 (12:00 SA) - 30, tháng 9 (12:00 SA)
👥 123 người đã tham gia 🕒 Miễn phí
🏃 10km / 21km / 42km / 84km 📦 Chạy tích lũy



🕒 15, tháng 9 (12:00 SA) - 30, tháng 9 (12:00 SA)
👥 123 người đã tham gia 🕒 Miễn phí
🏃 10km / 21km / 42km / 84km 📦 Gửi kết quả nhiều lần



🕒 15, tháng 9 (12:00 SA) - 30, tháng 9 (12:00 SA)
👥 123 người đã tham gia 🕒 Miễn phí
🏃 10km / 21km / 42km / 84km 📦 Chạy 1 lần



TEXT FIELDS

Entering text will have 3 states:

- The status is not entered
- The status of entering text
- The text entry status is faulty, with an error message.

Tên thử thách

NHẬP TÊN THỬ THÁCH CỦA BẠN

Tên thử thách

CHẠY BỘ BUỔI SÁNG

Tên thử thách

!@#\$%

Tên thử thách không được chứa các ký tự đặc biệt.



MỐC I

00 km



MỐC I

20 km



MỐC I

ab km

Mốc thử thách chỉ được dùng số

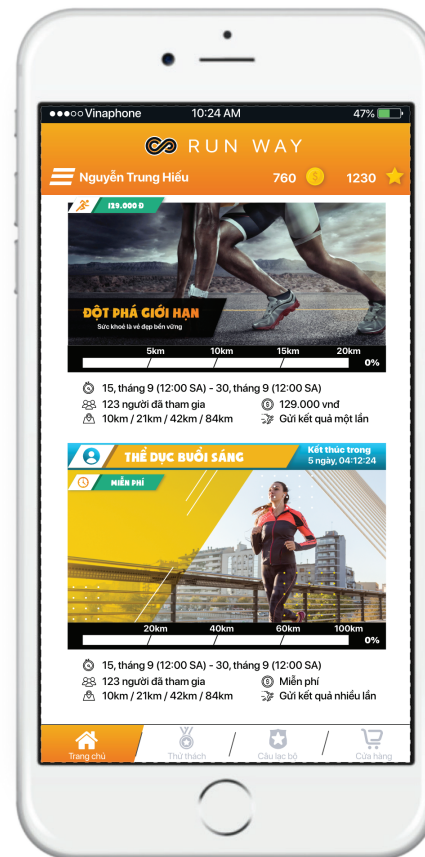


FINALIZATION DESIGN

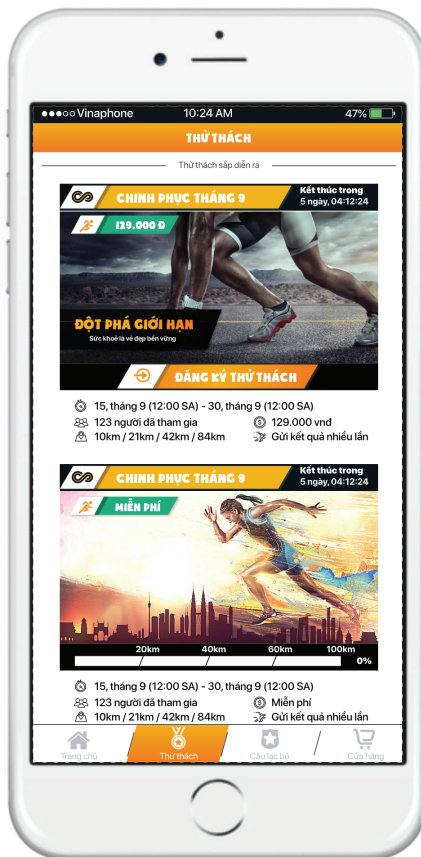
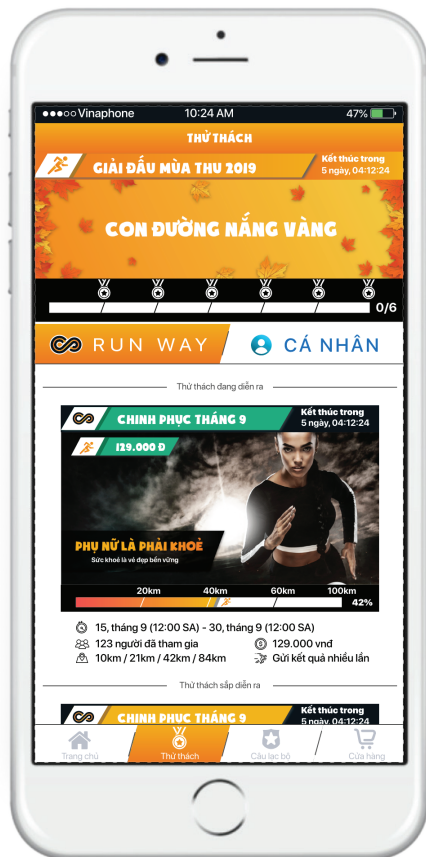
In compliance with the proposed categories, we have built the finalization design on Adobe XD application finalization. This application can create a demo experience for the design just like on a real application.



Home screen



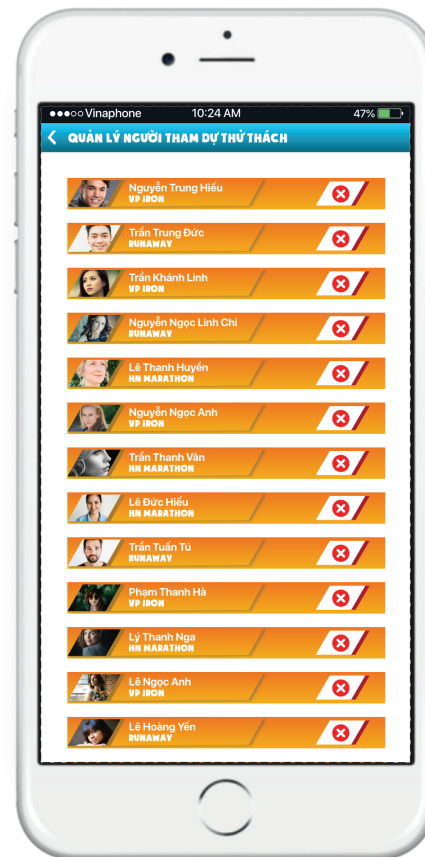
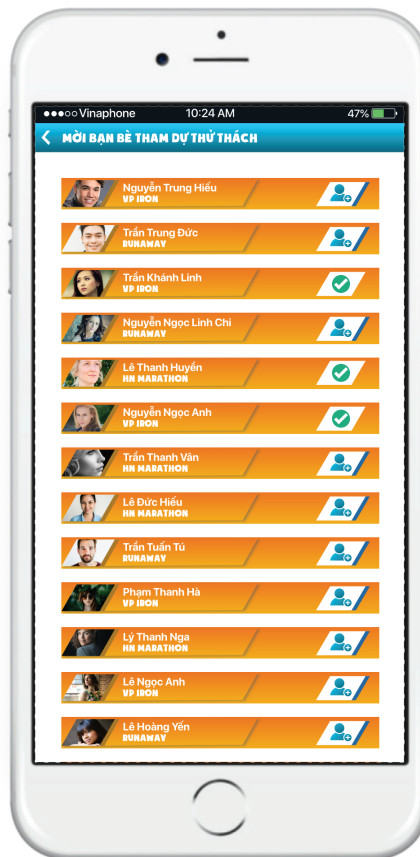
RUNWAY's challenge screen



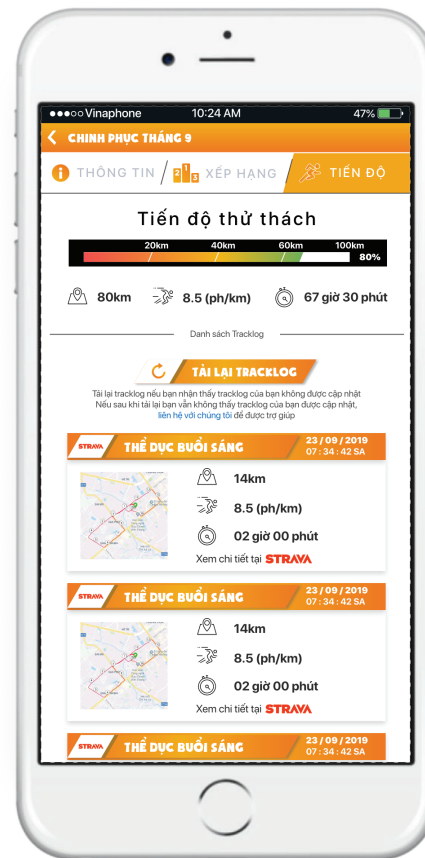
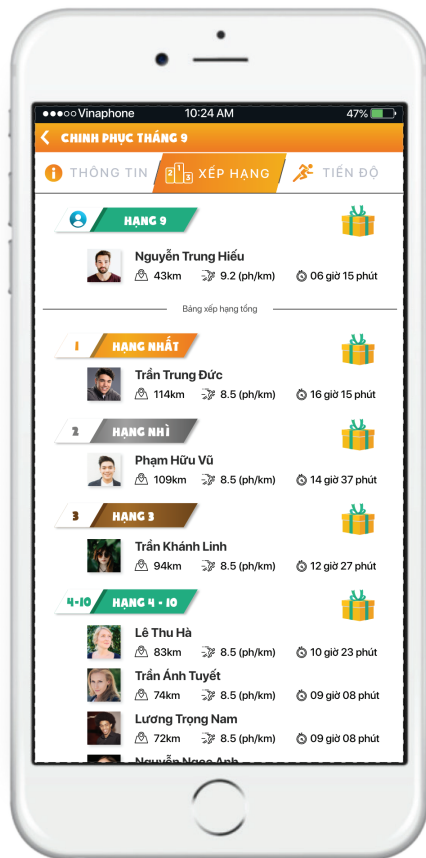
User's challenge screen



User's challenge screen



Ranking and Tracklog screen





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RUN WAY
Nonstop Challenge - Nonstop Training

THANK YOU!



QUESTION - ANSWER

