The Weather Channel®

weather.com

mobiquity

TWC OutSider

Detailed Wireframes

TWC
OutSider - v3.3
Information Architecture Document (IAD)

The Weather Channel®
weather.com

IAD contains:

WIREFRAMES

Web page schematics to facilitate requirements discussions and functional mapping of capabilities considered for your site.

BEHAVIORS

Process flows and intended user behavior elements are illustrated and annotated to provide a framework for what and how users will interact with information and capabilities of the site.

CONTENT

Inventory of content elements and how they are architected around the users experience and expected work flows

IAD DOES NOT contain:

FINAL VISUALS (COMPS)

Visual placement or intended design of any given page or pages (including photography, color, font, and any other visual elements) will be addressed via subsequent comprehensives (Comps) upon final acceptance of this information architecture.

Where a completed visual design has been created, a link to the doc can be found under the approved wired screen.

Comp. Reference : "Visual Design Doc"

EVERY USER SCENARIO

This document is meant to represent a proposed architecture taking into account all the capabilities contracted and available via the platform and content arranged within this framework.

IAD purpose:

SHARE

These are proposed definitions and intentions for the information architecture based on client intent, capabilities, best practices, and our subject matter expertise.

ITERATE

Refine our approaches and achieve the proper balance of ease of use, merchantability, brand positioning, time to build/test/deploy desired by the client.

FRAME

Create the most appropriate foundation for the visual design process that follows. The IAD will heavily inform the visual design process especially in these initial steps.

IAD Legend:

DEVICE SCREENS

A B C

INTERACTION DETAIL

#

ANNOTATION

#

NEEDS COMP.

NC

DEVICE FOLD LINE

Michael Welsh
CREATIVE DIRECTOR
mwelsh@mobiquityinc.com

DOUG BRAMS
PRINCIPAL UX ARCHITECT
dbrams@mobiquityinc.com

Sonny Steele
Senior UX ARCHITECT
ssteele@mobiquityinc.com

mobiquity

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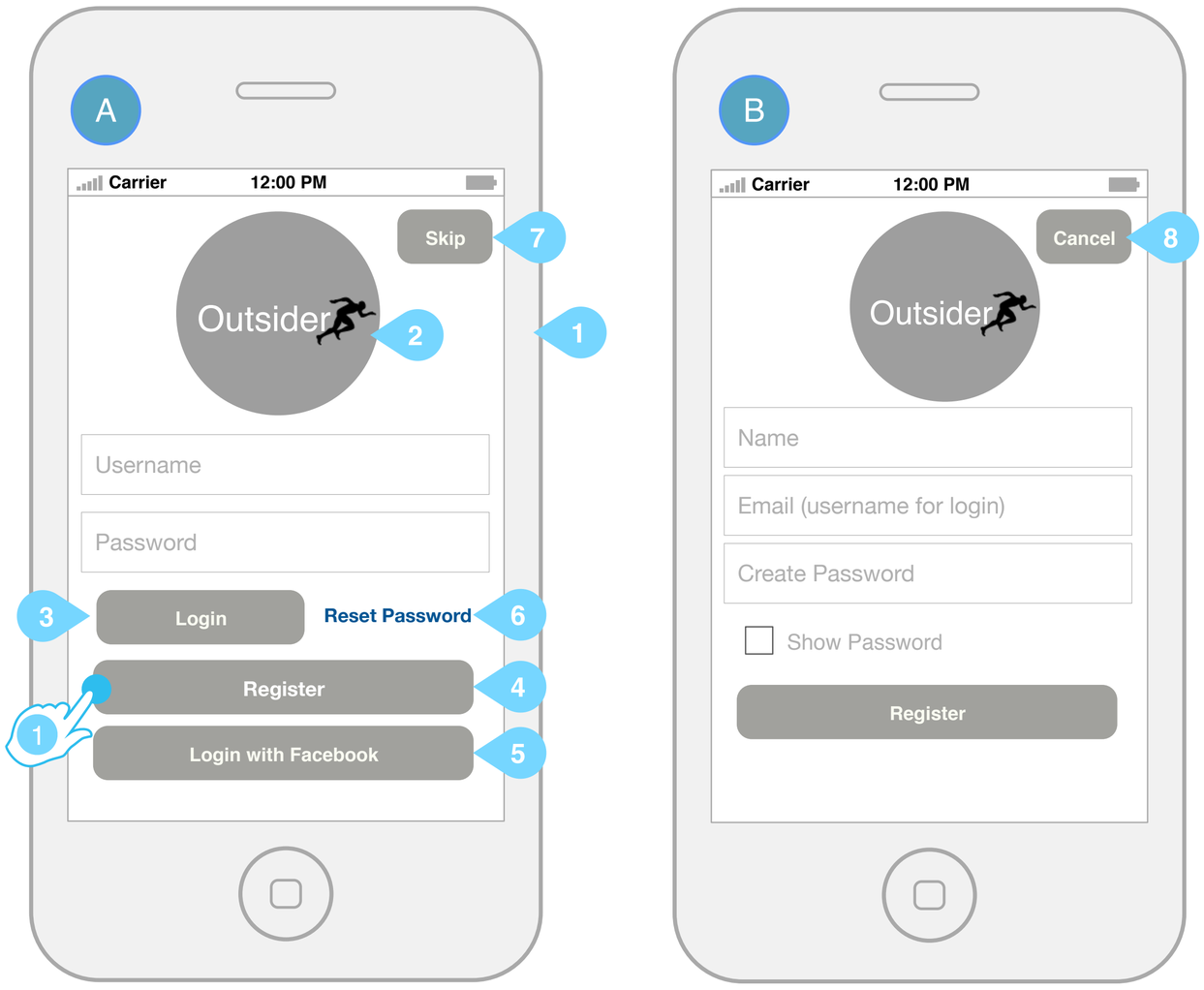
1.0 - Application Launch



[Visual Design Doc.]

[Visual Design Doc.]

INTERACTION NOTES

The application launch begins with login screen. If the user has logged in before and the credentials were stored, the user will see the start screen.

1. When the user opens "{AppName}" the login options will be displayed. A returning user that has previously logged in, will see the start screen and is logged in automatically until they logout.

   If the user has not registered, they may select register and be delivered to registration page options screen.

   If a user has previously logged out. The application will display the login screen.

2. {AppName} Brand - no functionality.

3. Login - Login button appears disabled until the user enters credentials. Tapping the Login button brings up a loading indicator with a message "Logging In."

4. Register - navigates to the registration page. Screen B

5. Login with Facebook follows the Facebook login pattern. - FB Pattern Link

6. Reset Password - navigates to the reset password screen. Once a password is reset a message should let the user know to check their email. Note: Five failed attempts and the user is taken to "Reset Password" Screen C

7. Skip Button - Tapping navigates to the start screen and create anonymous credentials.

8. Cancel Button - Cancels the registration flow and navigates back to the Login Screen.

TWC 003 : Application Wireframes

~~2.0 - Sign Up/Login Errors~~ Out of Scope

INTERACTION NOTES

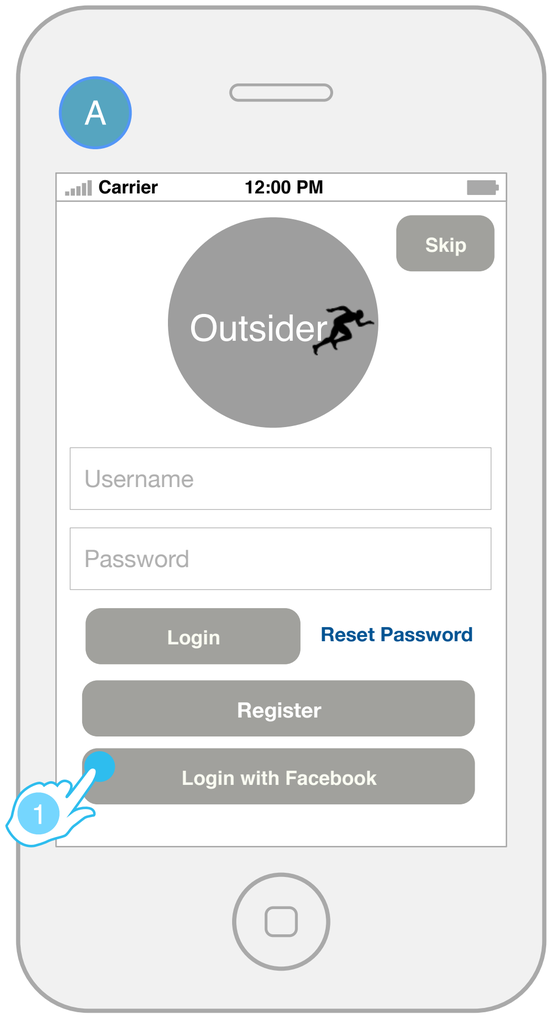
Error are provided when a user fails authentication or validation. The errors will follow the IOS design patterns.

1. If the user enters the wrong username and password during login after successful registration, an alert will be displayed.
2. During registration, If the user enters an invalid email address an "Email Error" alert will be displayed.

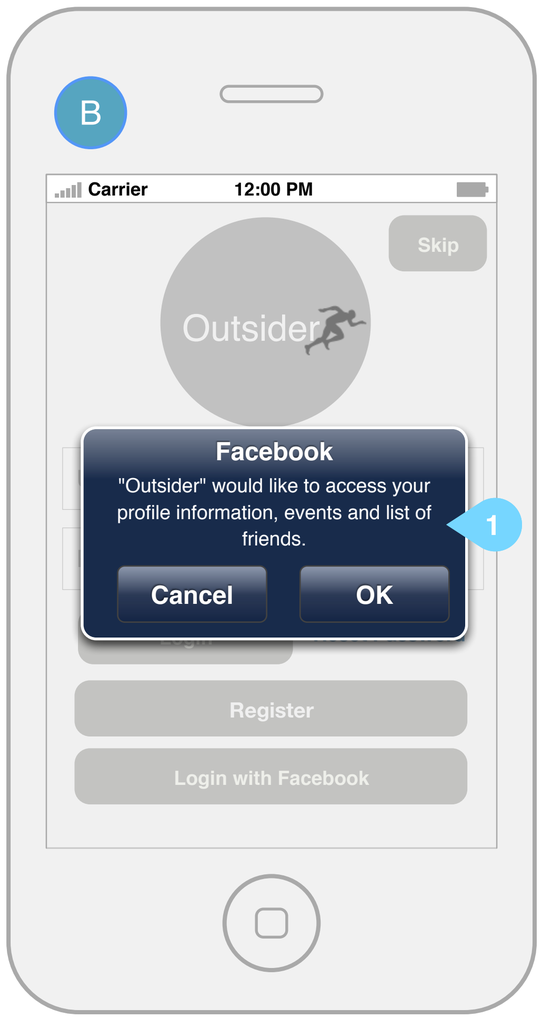
Out of Scope

TWC 003 : Application Wireframes

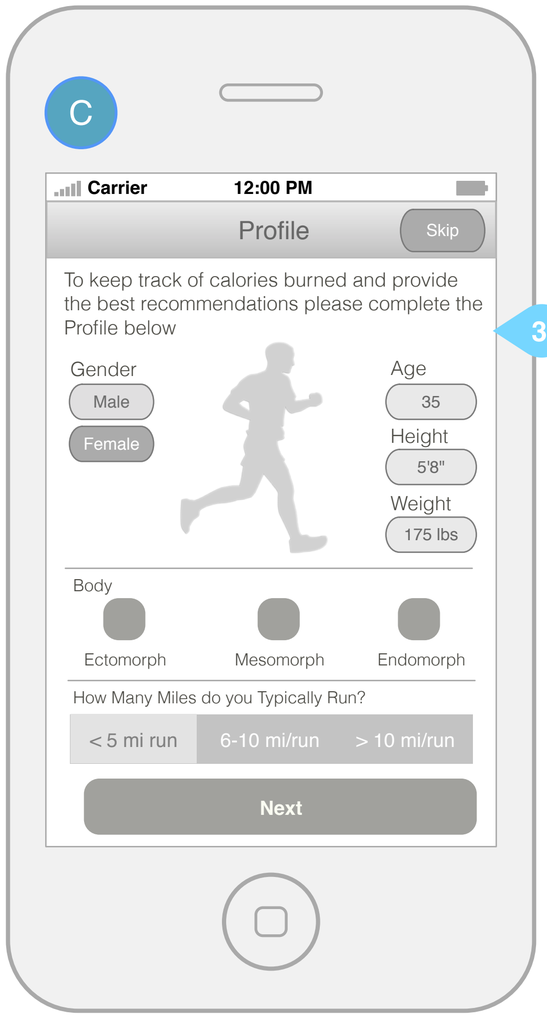
2.1 - Login FB and Profile



[Visual Design Doc.]



[Visual Design Doc.]



[Visual Design Doc.]

INTERACTION NOTES

Logging in via the Facebook option will sign the user in with FB credentials and then deliver them to the start screen.

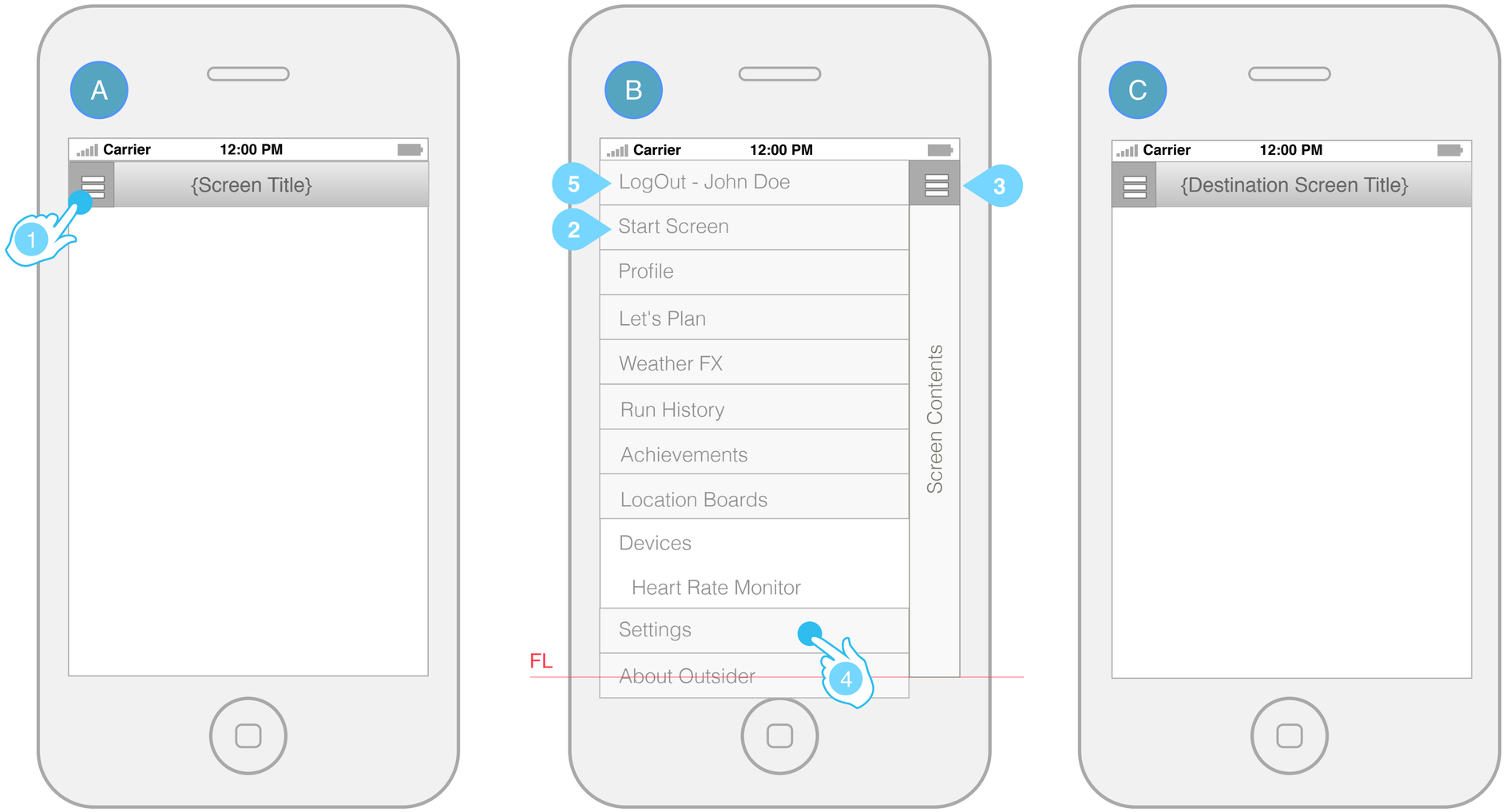
1. If the device is currently logged in to FB the application will automatically connect to the current users FB account. The application will then display the proper dialog to allow the user to accept "{AppName}" to post and read from their FB account.
2. Facebook permissions should allow {AppName} to access Events, Profile Information and List of friends.
3. If the user has previously logged in and has credentials. They will land on the profile screen if this has not been setup. Otherwise the user lands on the start screen.

   If the user has not setup a profile yet. The user will land on the Profile screen.

Note:
Successful registration and FB login will land the user on the profile screen. If the user has already created a profile they will land on the start screen.

TWC 003 : Application Wireframes

3.0 - Main Navigation Menu



Visual Design Doc.

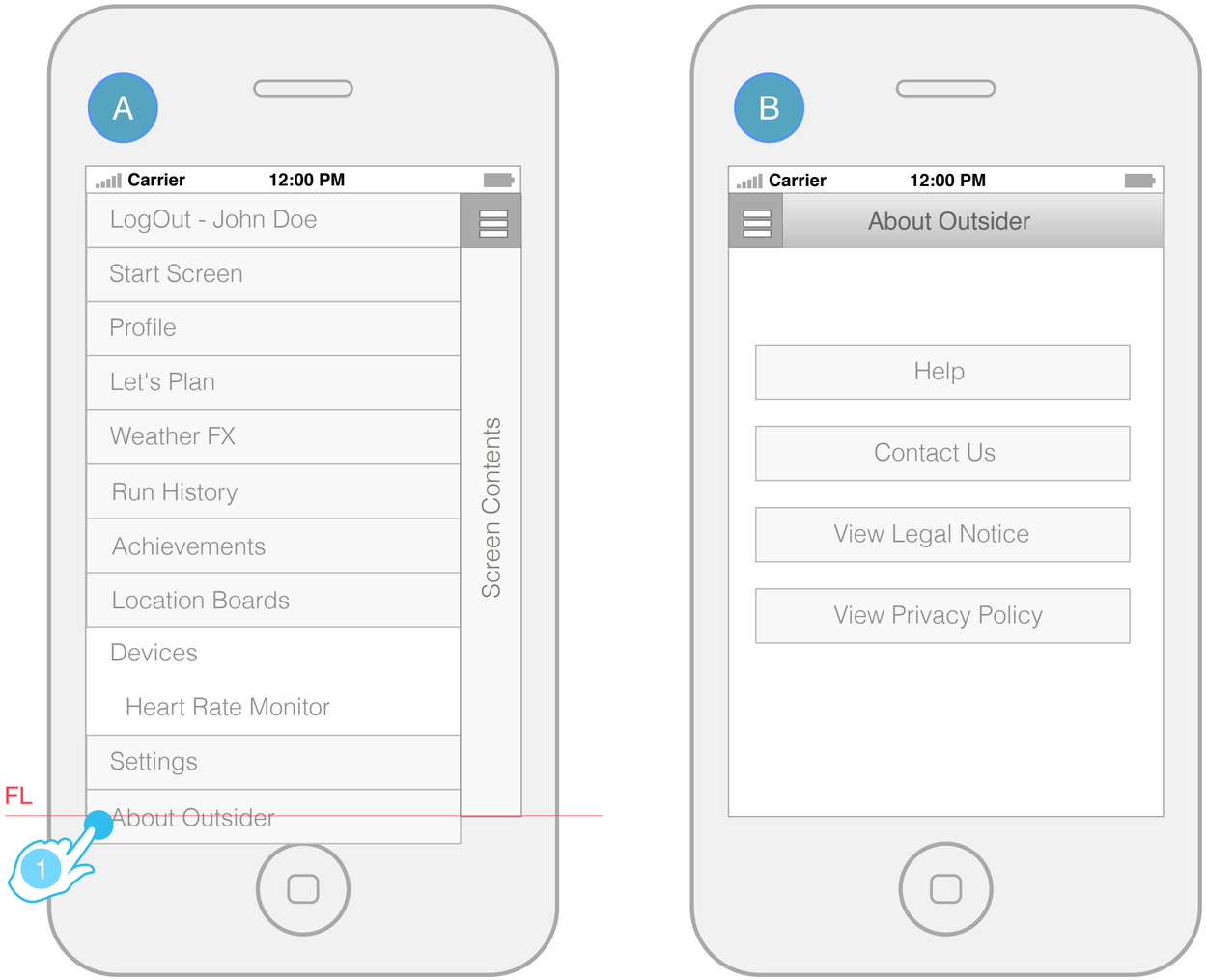
INTERACTION NOTES

From most screens within the TWC App a user can tap on the icon in the upper left of the screen to open up the main slide menu for easy navigation to any main screen in the app.

1. Tapping on the icon slides the screen content over to the right to reveal a list of major destinations in the experience.
2. When the user taps on one of the rows in the list, the app loads the content to main destination screen.
3. The user can also choose to tap on the icon in the open slide menu view to close the menu without navigating to a new section of the experience.
4. Tapping "Settings" navigates to the settings section where they can access Profile and other relevant app customizations. See Section 14.0
5. Logout Option will be displayed if a user is logged in. If a user is not logged in. The LogOut feature will display login. When the user taps LogIn, they will be displayed the login screen.

TWC 003 : Application Wireframes

3.1 - Main Navigation - About Outsider



Visual Design Doc.

INTERACTION NOTES

About {AppName} is accessed from the main menu and is the entry point for Help, Contact Us, Legal Notices and Privacy Policies.

Tapping a button on Screen B will load a new screen with respective information from that button.

TWC 003 : Application Wireframes

4.0 - Start Screen

[Visual Design Doc.]

INTERACTION NOTES

Bump Reel: After tapping Login button, as calculations are being done., there is a default background displayed. After current weather data is retrieved the background will reflect the current weather from the area. Backgrounds have been provided and approved by TWC.

1. After a user clicks the login button, it should display a status with a loading indicator, 'connecting'…, then 'obtaining Running Weather Index'

2. The background displayed will be a default background until current weather is loaded. After weather is loaded the background will be a pre-defined images based on current weather. Behind the scenes the app is calculating RWI to display.

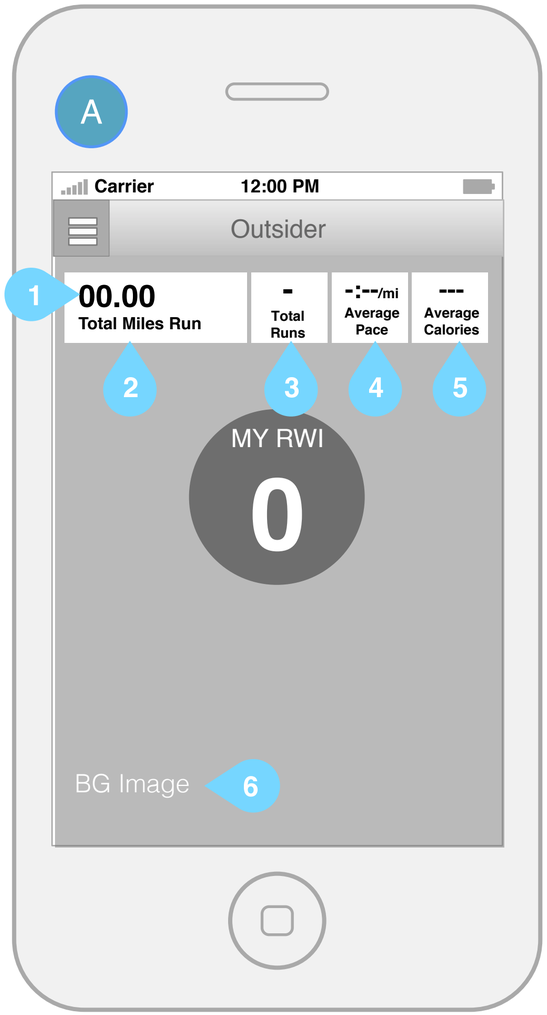
3. The boxes where the run stats usually appear are displayed and run data from previous runs are displayed. If its the users first login and there is no previous run data the boxes will display '-'s, with exception to the Total Miles Run. Total Miles run will display 00.00

4. Initially the RWI circle appears colorless and with a "-" as the app has not calculated the RWI .

5. Once the calculation in complete, the run stats should fill the boxes, the RWI should appear with its appropriate color and number.
Also the final chosen weather related background snaps into place.
In addition the Let's Run button appears (favorable forecast). Also Insider Info tab appears. This should all happen in about 100-200 milli seconds.

TWC 003 : Application Wireframes

4.1 - Backgrounds & Run Data



INTERACTION NOTES

1. The boxes where the run stats usually appear are displayed and run data from previous runs are displayed. If its the user first login and there is no previous run data the boxes will display '-'s, with exception to the Total Miles Run. Total Miles run will display 00.00

2. Total Distance run by the logged in user (or current anonymous user). The miles or kilometers will be displayed based on what the user has set in their settings.

3. Total Number of Runs recorded by the user.

4. Average Pace for all runs by user.

5. Average Calories - Calories Burned per run

   Notes:
   The app performs the following math:

   Average Pace is calculated as Total Distance/ Total Minutes displayed as MM:SS

   Average Calories is calculated as Total Calories/Number of Runs displayed as xxxx

6. There will be one default image (the Forest Path image) that displays on launch and a handful of temperature-related images for use as the background image.

   Background images will be displayed based on these temperatures:

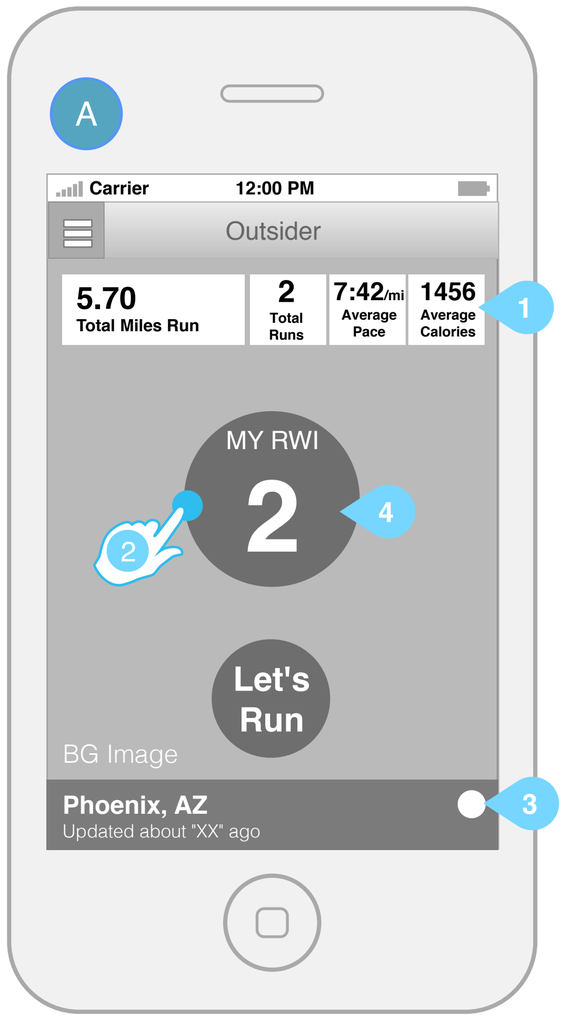
   Snow runners is displayed when the local temperature is below 40°F.

   Mountain scene is displayed when the local temperature is between 40°F and 59°F.

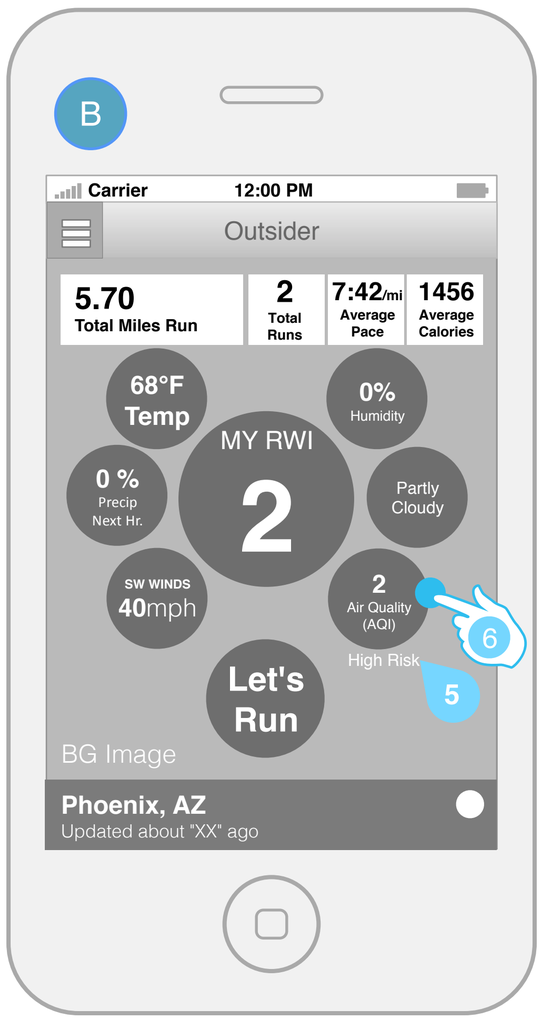
   Randomly show one of the other three when the temperature is above 60°F.

TWC 003 : Application Wireframes

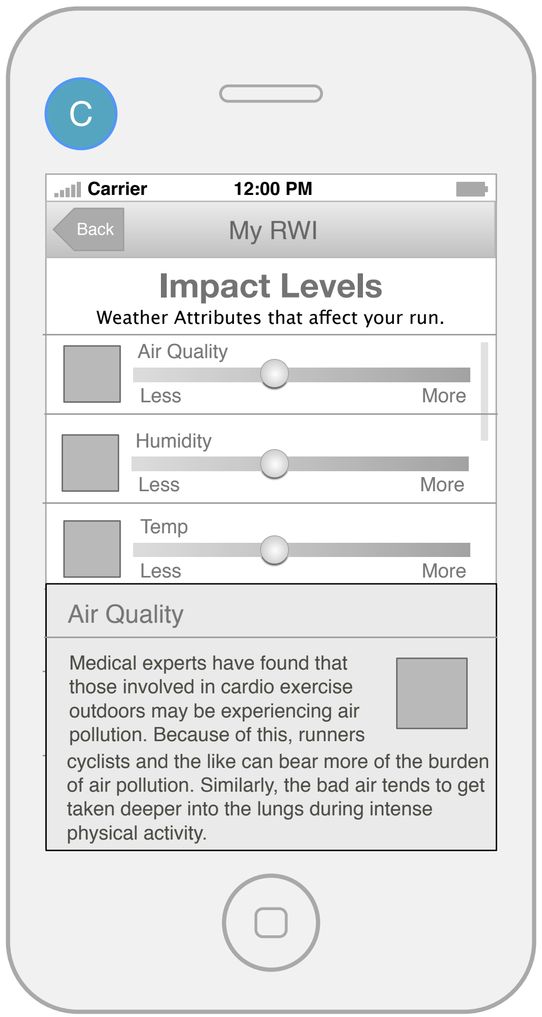
4.2 - RWI with and Without ORBS Showing



[Visual Design Doc.]



[Visual Design Doc.]



[Visual Design Doc.]

INTERACTION NOTES

The RWI has elements that relay more information when the user interacts with the "Orbs".

1. The "Run Summary Bar" includes Total Miles Run, Run Counter (# of Runs), Average Pace and Average Calorie burn per run. Tapping the small badge causes the badge chain ladder to drop down and swing around. Tilting the phone causes it to sway. Turning it upside down while open, causes badge ladder to close.

2. Tapping the RWI causes it to open with a bounce effect animation to display the "orbs" with specific weather data.

3. Location provides current location and can be refreshed by tapping the refresh icon. App load will display the last location until updated. If location services is disabled (GPS) a message that will allow them to enable the services is displayed. RWI will be a dash if these services are off.

4. RWI: The Run Weather Index is presented to the user in a simple digit from 1-10 indicating weather conditions. RWI consists of temp, humidity, wind, Avg. Dist, Rain%, typical run distance and other factors that impact run performance. RWI adjusts over time and is personalized based on your profile weather sensitivities and performance data over weather conditions, over time.

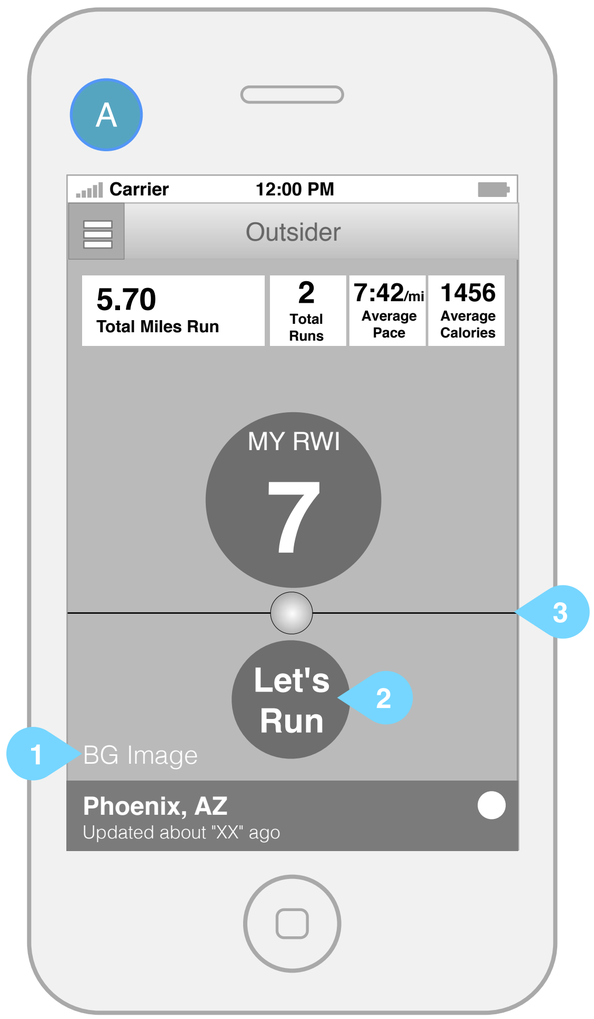
5. Air Quality : Risk assessment level which indicates the Air Quality to the user with text and a color variant back depending on severity. Language follows TWC

6. Tapping an "orb" navigates to the "Weather FX" screen. The "Weather FX" is a list of elements and levels that make up the composite "OI" (Outsider Index) . Screen C

TWC 003 : Application Wireframes

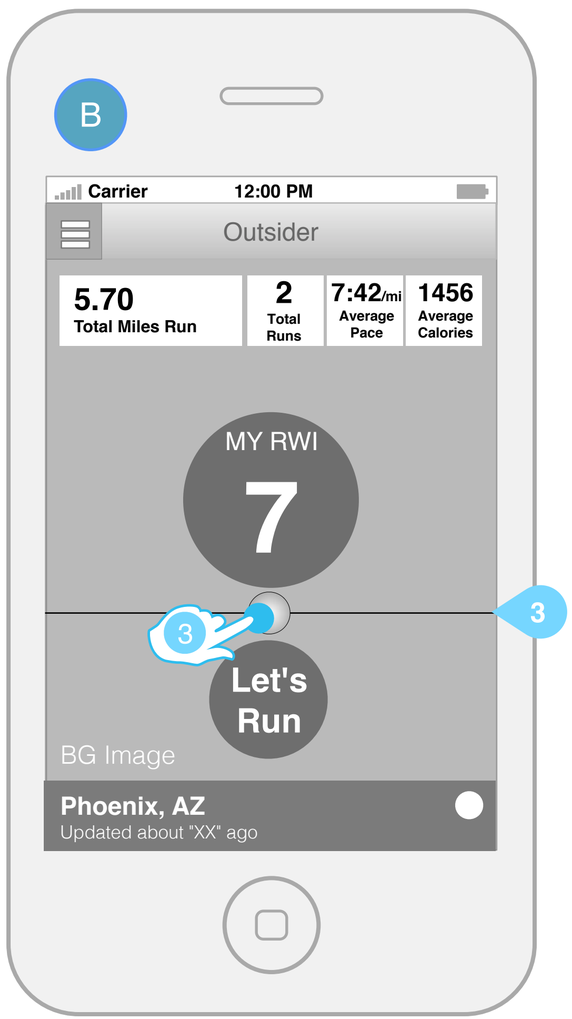
4.3 - Insider Information

A



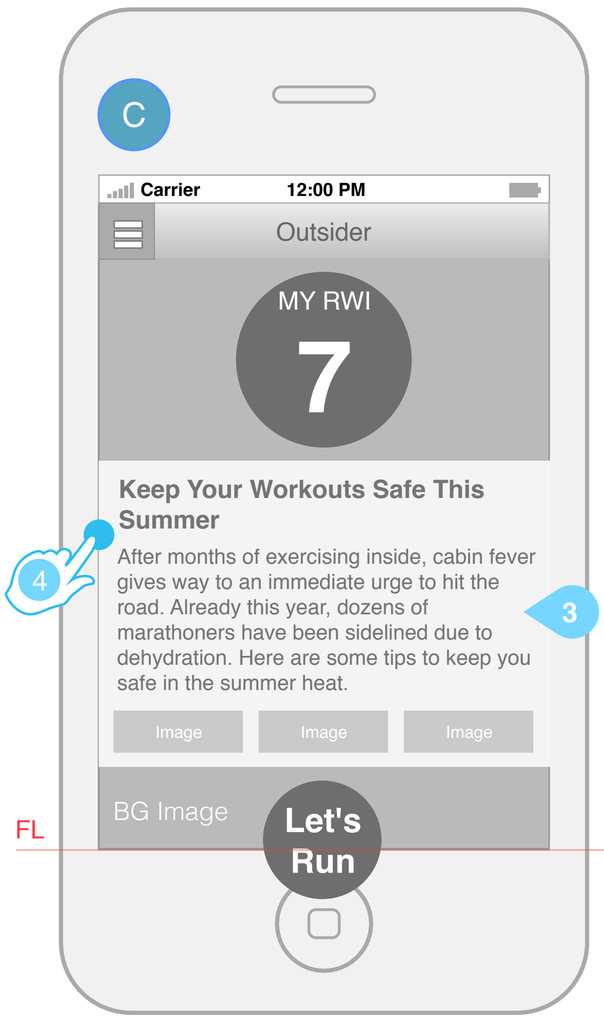
[Visual Design Doc.]

B



[Visual Design Doc.]

C



[Visual Design Doc.]

INTERACTION NOTES

Insider info provides additional data to users hidden until the user interacts with the panel. Interaction is a tap on the insider button located between "My RWI" and "Lets Run" orbs to open the panel.

1. Background image is slightly animated and pans slowly from left to right. The background image changes based on conditions.

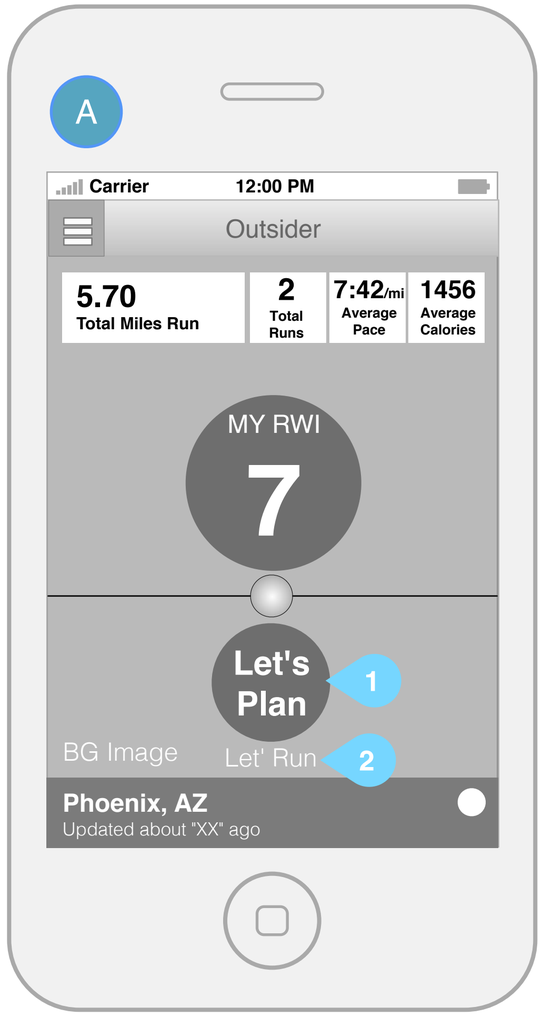
2. Call to Action: The call to action button will vary based on the weather conditions. When conditions are favorable it will display "Let's Run" as shown at left. When less favorable it will display "Let's Plan".

3. Insider Info: Performance tips and weather factoid based on your profile. Tapping bouncing ball, splits open the screen (per assigned animation effect to reveal the insider info panel. User can then scroll in place or tap again to expand out into full screen reading panel.

4. Once the "Insider Info" panel is open the user can swipe left and right inside the panel to access more content related to {AppName}.

TWC 003 : Application Wireframes

4.4 - Let's Run/Let's Plan Button



[Visual Design Doc.]

INTERACTION NOTES

On bad days with a low RWI, the option to plan will be displayed in addition, the "Let's Run" option will also be available.

1. Let's Plan allows the user to plan the run for a future time. Tapping "Let's Plan" navigates to the Run Planner Screen.

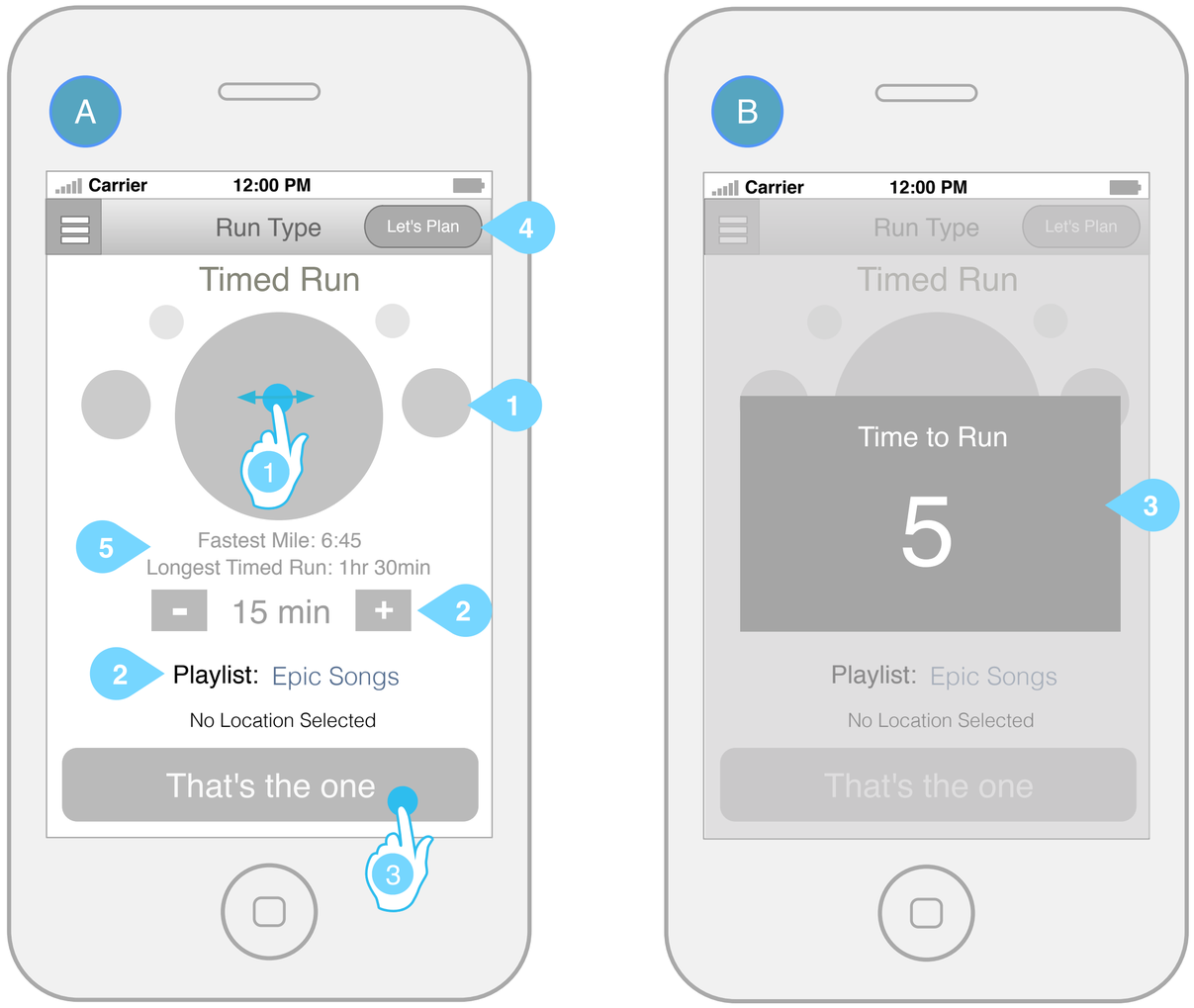
2. Let's Run allows the runner to still select "Let's Run" when the RWI is not optimal to run by tapping the "Let's Run" affordance. This only displays when the "Let's Plan" button is displayed.

   Notes:
   If the RWI is 5 or higher, display "Let's Run". If the RWI is lower than 5 display "Let's Plan" The user will have the option to Run or Plan a run.

   If the button says "Let's Run" there is no link that says "Let's Plan" below the button.

TWC 003 : Application Wireframes

4.5 - Start Run



[Visual Design Doc.]

INTERACTION NOTES

Run Type: User is brought here from Start Screen after tapping "Let's Run". This screen provides the user a way to specify a run type before a run. The Run Type, if a goal has been set, defaults to the goal. The user may change the run type in this screen.

1. Users can swipe through this horizontal carousel from front to back with a swipe or flick to get their desired run type.

2. Users can adjust settings for that run type such as duration and playlist.

3. Tapping "Begin Run" initiates the run countdown timer (5,4,3,2,1) and the run begins either run tracking or if a warm up period is set in the settings then the warm up period begins. Wahoo Fitness should provide this functionality.

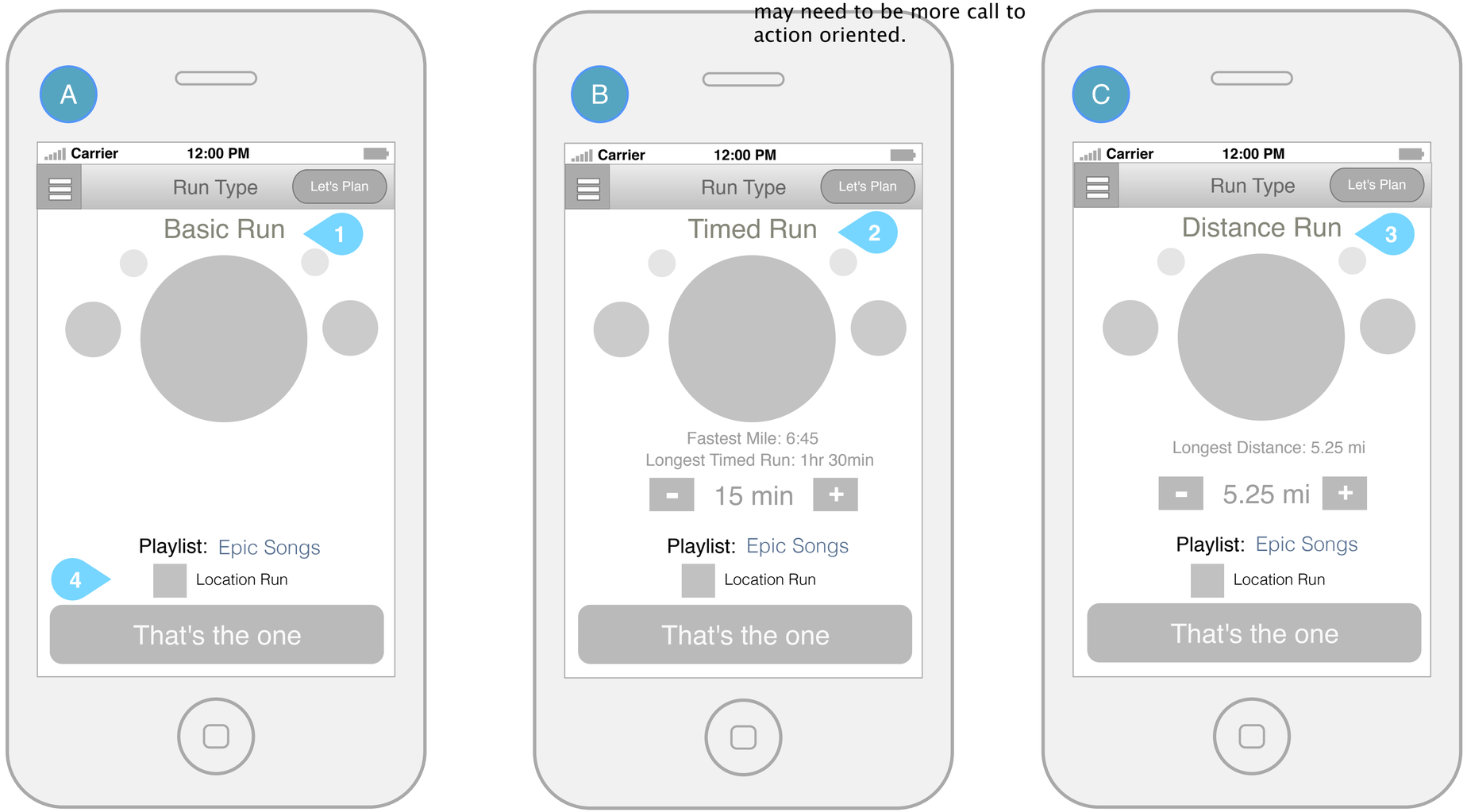
4. Plan Run - Tapping navigates to the Run Planner screens.

5. Related Run Data - This displays run data related to run types. Timed Run associates the users best times. Calorie Run associates the user Calories burned for Runs. Most Calories burned etc...

TWC 003 : Application Wireframes

4.5.1 - Run Types & Value Entry

this is unclear no location selected is supposed to prompt the user to explore locations for this run or create a location out of this run? this text may need to be more call to action oriented.



Visual Design Doc.

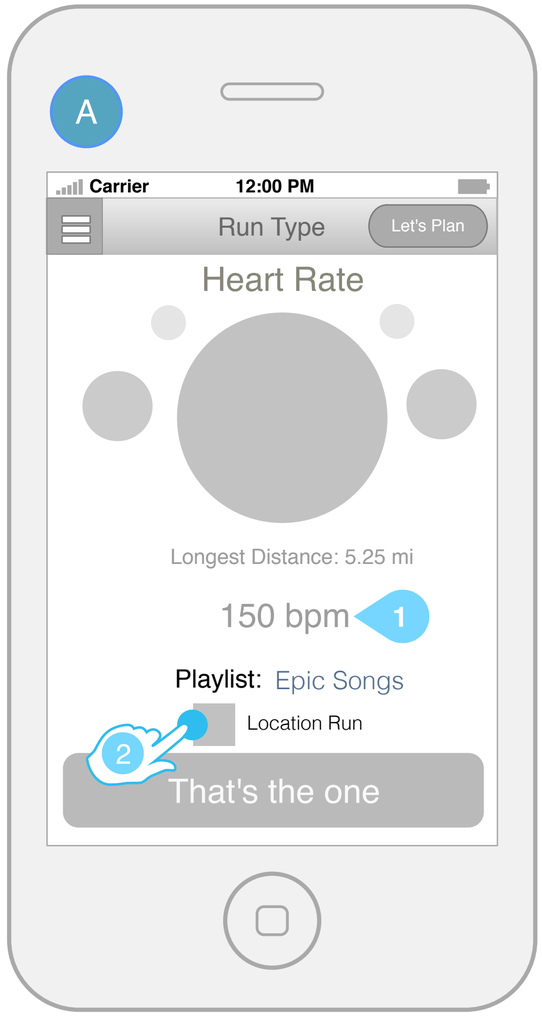
INTERACTION NOTES

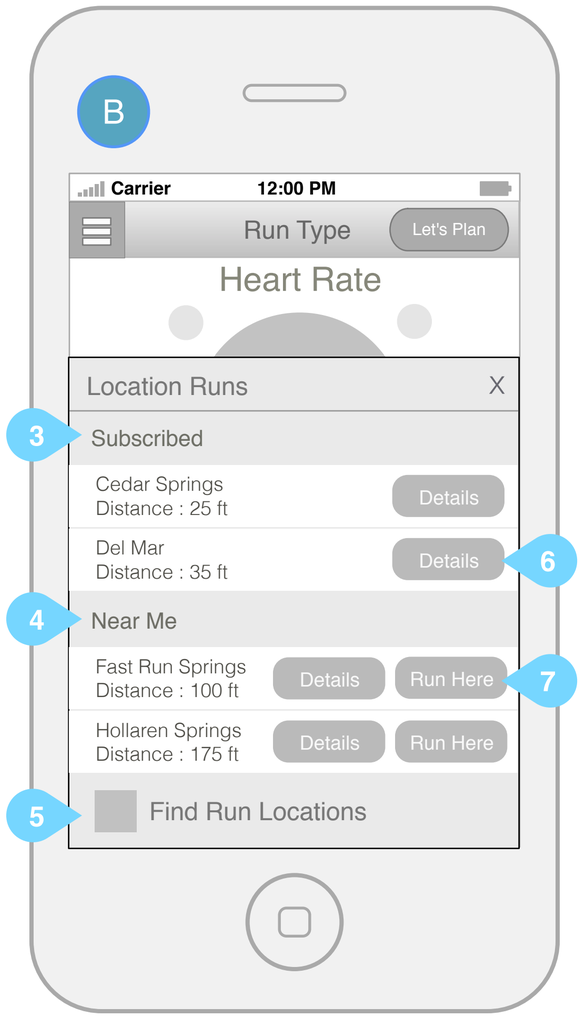
Run Types provide the user a way to set a run. These screens display the examples of components that are contextual to different run type.

1. Basic Run : No Value that let's the user simply run.
2. Time Run : Run that allows users to set a time to run. Minutes can increment and decrement.
3. Distance Run : Increments and Decrements in 1/4 miles increments. The distance used (Km or Mi) is set in the settings area.
4. Location Board Menu & Icon : See Section 4.5.2 Screen B .

TWC 003 : Application Wireframes

4.5.2 - Run Type & Location Board





INTERACTION NOTES

Run Type: This screen allows the user to specify a type of run.

1. Heart Rate : Tapping the BPM indicator will display a scroll wheel to set the rate.

   Split Wheel control displays the following. BPM's : Incremental :10's EG 10,20,30

   Heart Rate Run: Will be based on body type setup in order to provide the proper heart rate values in the profile section. If the heart rate monitor is disconnected a notification will need to be sent to the user via audible message.

2. Location Boards Menu : Persistent display that allows the user access to location board runs. Tapping location board provides the user a list of options from a slide menu.

3. User Subscribed Runs : Consists of location board runs the user is subscribed to within 300 feet from current location. Max runs to display are 2. When to previous rule is not met and runs to display are 0, the "Subscribed" area will not be displayed.

4. Near Me : Consists of location board runs the user is not subscribed to within 300 feet from current location.

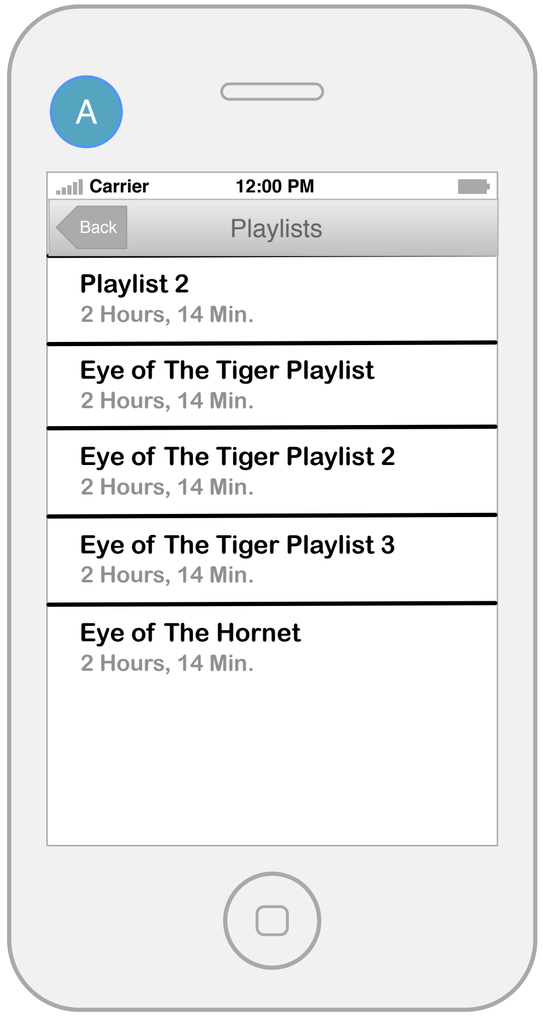
5. Find Run Locations : Tapping navigates the user to "Location Board - Find Locations" screen. See Section 11.3 Screen A

6. Details Button : Tapping navigates the user to "Location Board - Run Details" screen. See Section 11.1 Screen C

7. Run Here Button : Tapping navigates the user to the native IOS map application and pre-populates the map with that locations address. This feature allows the user to navigate to the location.

TWC 003 : Application Wireframes

5.0 - Playlist Selection



INTERACTION NOTES

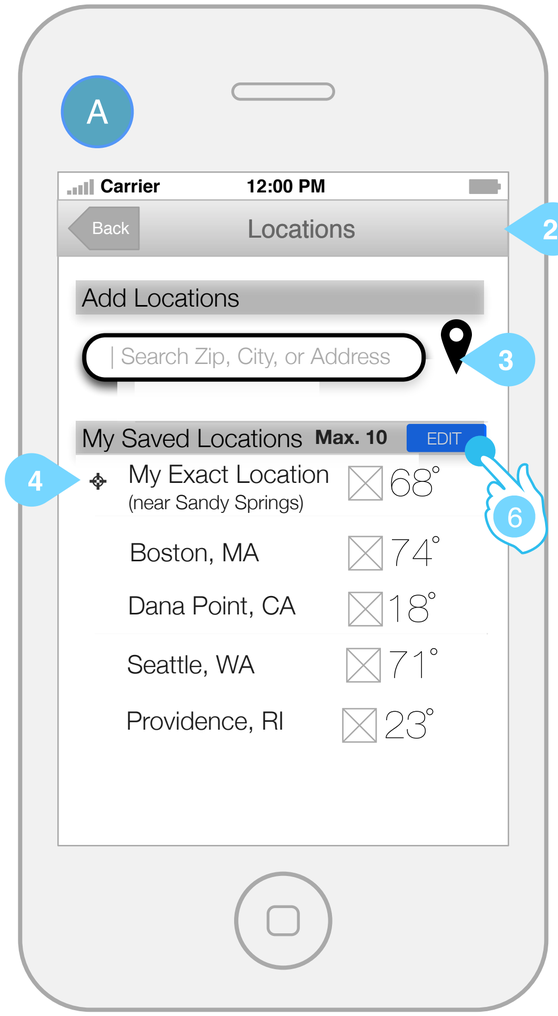
Playlists will be populated from existing lists that have been created on the device. EG: iTunes, etc... No playlist management will happen from within {AppName}.

1. Playlists are displayed and the user has the option to select that playlist. When the run is instantiated the playlist will begin to play.

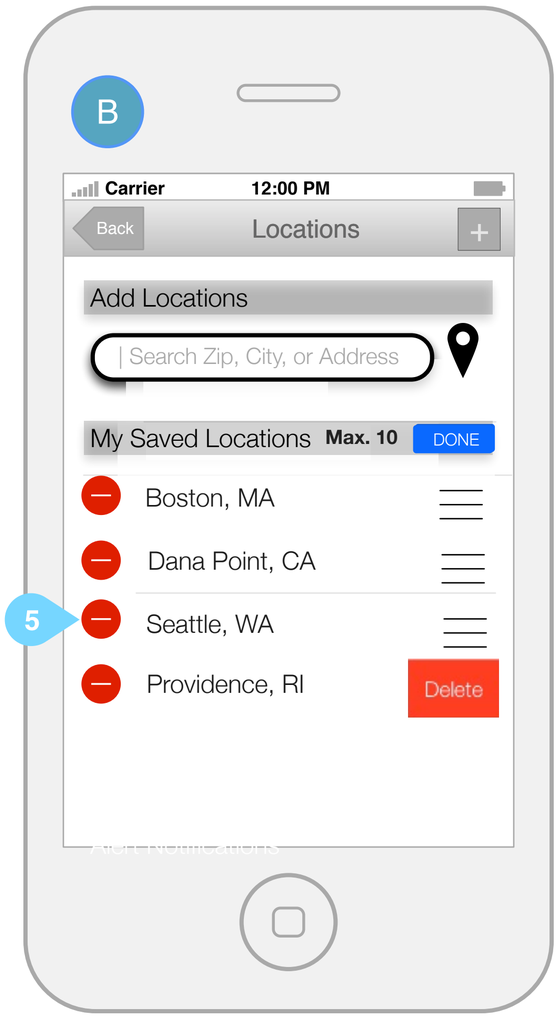
   Notes : Design should follow IOS Standards.

TWC 003 : Application Wireframes

6.0 - Location Edit



[TWC Flagship - Location Wires]



[TWC Flagship - Location Wires]

INTERACTION NOTES

Locations are accessed through tapping a link "Locations" from the main navigation. Locations in "{AppName}" are based upon an external document from TWC_Flagship_Wireframes and are copied from the "Manage Location" sections.

2 Locations Screen Overview : The manage locations screen contains a search box at the top, a list of the currently saved locations, and access to alert notification settings at the bottom

3 Add Locations area : A search box is provided for users to search and add locations. Dummy text conveys to users that they can enter a zip, city, or address. A Map pin location icon is displayed beside the search box to enter drop pin on map interface for adding locations.

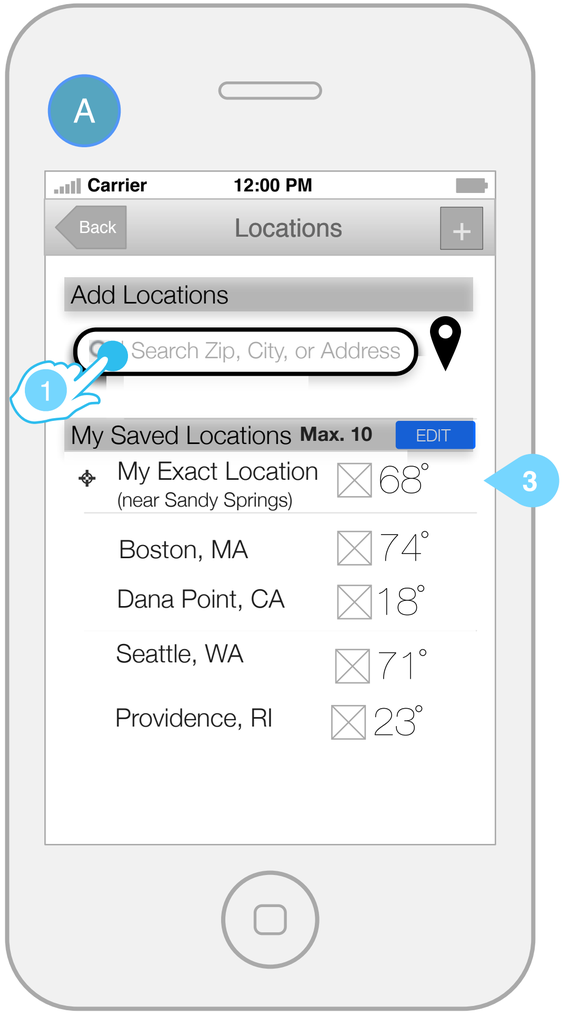
4 My Saved Locations : Each saved location displays the location name as well as current conditions icon and temperature. The exact current location is always prepended to the top of the list of saved locations. Tapping on a saved location navigates to the full screen current conditions page for that location. A help string is provided telling the user the maximum(10) number of locations that can be saved. Also an Edit button is provided to Edit locations (explained later)

5 Deleting Locations : In the editing state the delete icon appears to the left of the location row item. Tapping the delete icon causes the icon to swivel and reveals the Delete button at the right side of the row item. Tapping the Delete button removes the location.

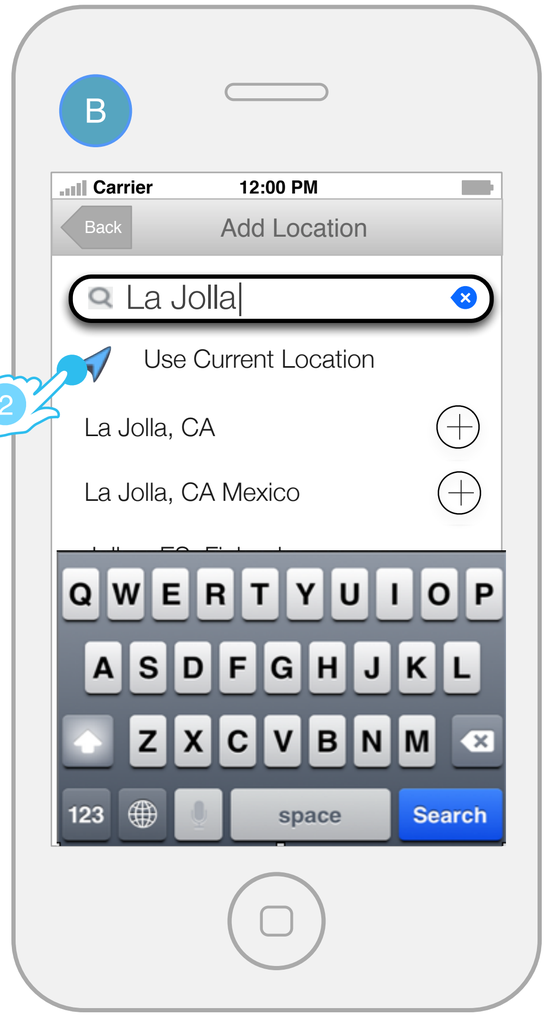
EDIT : Users tap the EDIT button to change the saved locations area to the editing state. Entering the editing state removes the temperature from each item but adds the delete icon and move icon to each row item. Tapping Done returns them to the previous (non editable state). Note: Tapping the search box also deactivates the editable state.

TWC 003 : Application Wireframes

6.1 - Location Search/Add



[TWC Flagship - Location Wires]



[TWC Flagship - Location Wires]

INTERACTION NOTES

Locations in "{AppName}" are based upon an external document from TWC_Flagship_Wireframes and are copied from the "Manage Location" sections.

1. Search : When users tap the Search box, the search panel with keyboard slides up over the location manager with the focus in the box and a flashing insertion point cursor. The search results area will contain one item by default that says Use Current Location. A shortcut to Add current location is provided by tapping the GPS icon to the right of the search box. Tapping GPS icon takes you to the current conditions screen for the current location and in the background add it to the list if it is not already in the list of saved locations.

2. Adding a Location : Tapping Use Current Location will take the user to the current conditions full screen for the current location. The search results area displays results as the user enters the string. User can tap the x in the search box to clear the field. Tapping anywhere in the row of the desired search result takes the user to the current location screen for that location and that location is added behind the scenes to the bottom of the locations list.

3. Note: When an address is entered the closest address match will be displayed. When no addresses match is found then the GPS coordinates are displayed. TBD if users can name the location.

Note: When entering Locations for the first time, only My Exact Location is displayed in the My Saved Locations list.

TWC 003 : Application Wireframes

7.1 - Post Run "How I Felt"

[Visual Design Doc.]

[Visual Design Doc.]

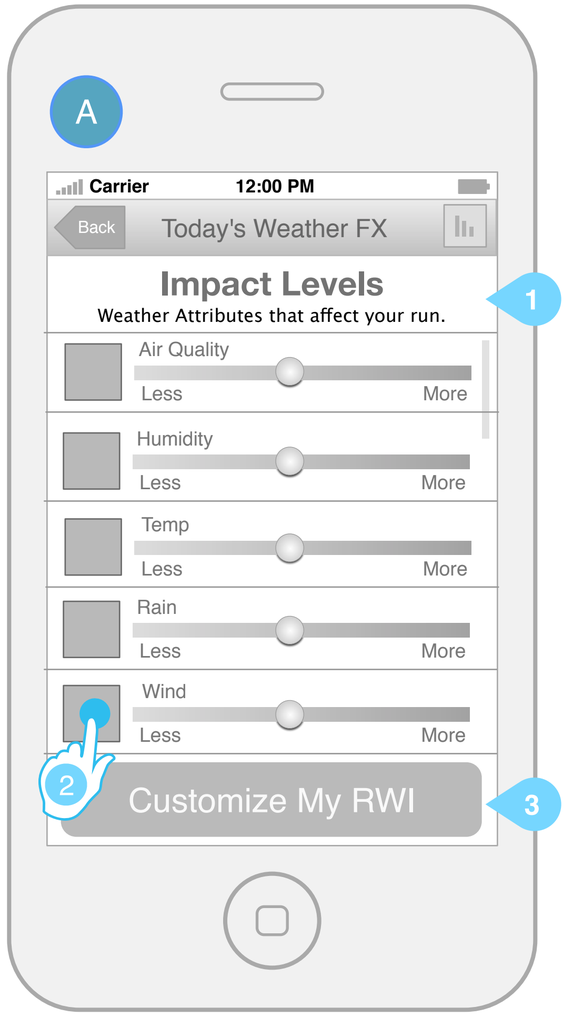
INTERACTION NOTES

Post Run: The post run experience allows for sharing, and replaying their run with stats and weather conditions.

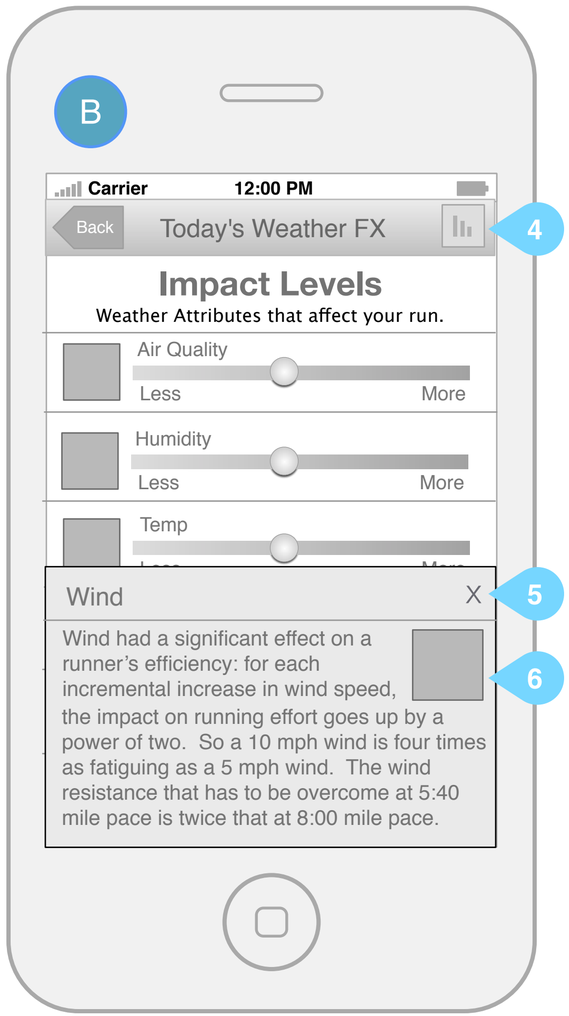
1. This top area displays distance and avg. pace along with the "Next Button". Tapping next displays the run map and stats for that run.
2. User is asked to rate their run performance, how they felt, and how the weather was for them.
3. The run route is plotted and overlaid to a static map.
4. Tapping "My RWI" navigates the user to the personalized weather effects for this run. See Section 7.2
5. Tapping "Share" Button navigates to the Social Sharing screen. See Section 7.2.1
6. Create Run Location : Only displayed if the user ran at a location that they are currently not subscribed to or the location has not been created. If visible based on the defined criteria, Tapping allows the user to create this location if one currently does not exist. If a location does exist the text will change to say "You ran at {Location Name} Subscribe to this Location?" which then adds that location to the location board.

TWC 003 : Application Wireframes

7.2 - Post Run "RWI Personalization"



Visual Design Doc.



Visual Design Doc.

INTERACTION NOTES

Weather Fx: This screen simplifies the weather's affect on your performance and view only until the Customize RWI button is tapped.

1. The weather FX are displayed in a grid. Visual affordance and text are displayed to help the user understand the weather effect and its range. Hi - Low

2. Tapping a icon for the weather will display a contextual slide up. If the user has tapped a weather effect, a contextual slide up will populate and show that conditions information.

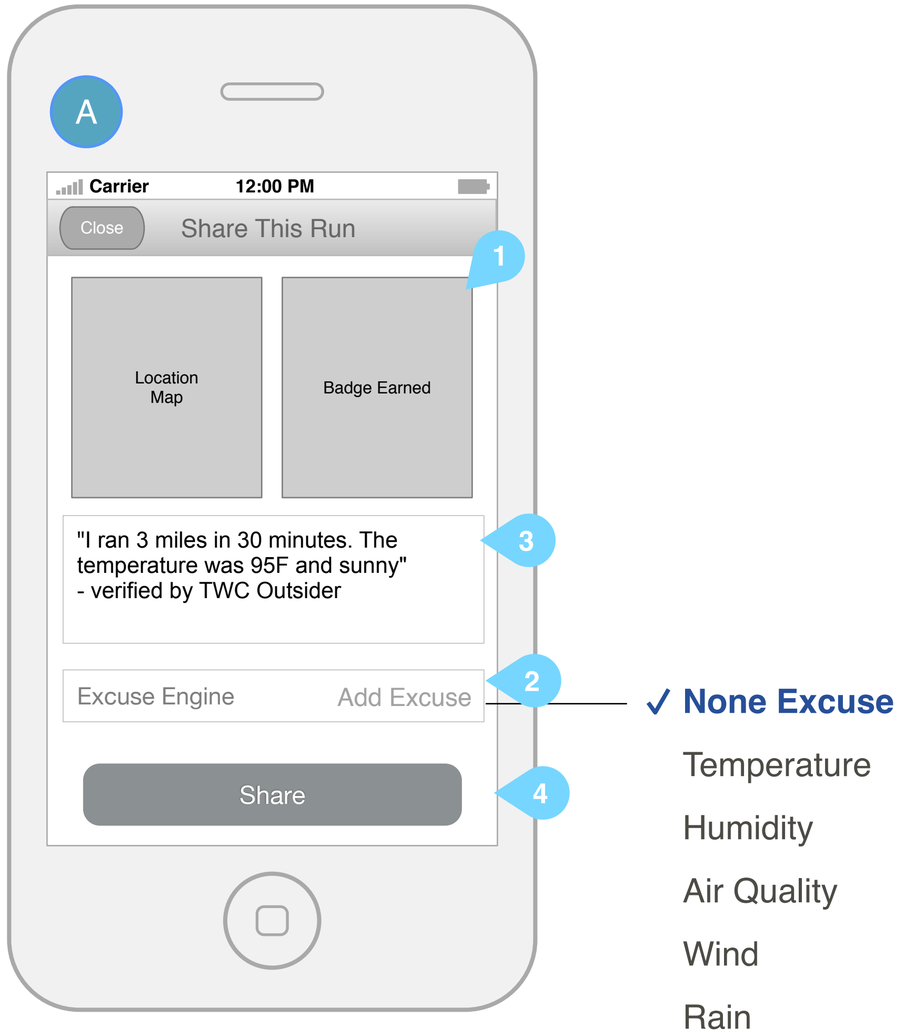
3. Customize RWI Button - Tapping the button changes the view to editable and allows the user to customize the RWI. When accessing the "Weather FX" in "Post Run" the view is read only until the user taps Customize.

4. Run Analysis Icon - Tapping this area will navigate to the "Run Analysis" for that run. See Section 13

5. Weather FX Pop Over - Provides the user contextual information about a specific effect. Along with contextual data, an icon is provided that matches the effect tapped.

TWC 003 : Application Wireframes

7.2.1 - Social Sharing



INTERACTION NOTES

Share: The share screen provides an opportunity to post your run through social media. The sharing feature is displayed when the user clicks share from post run.

1. The run course is displayed along with any badges earned. If a badge has not been earned, the run course will fill that available space.

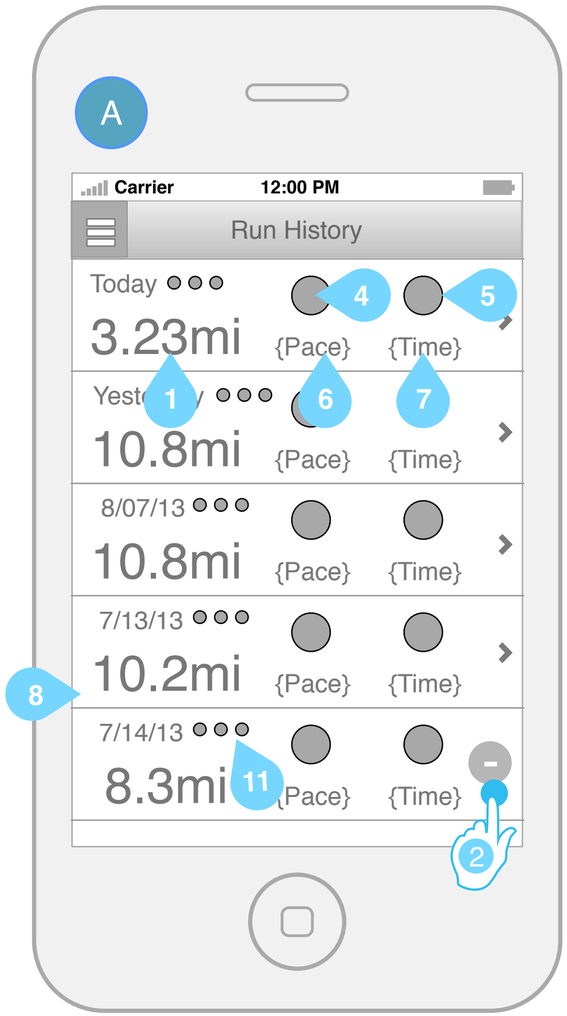
2. Users have the option of adding an excuse to their post via a spinner. Excuses will be weather related based on RWI examples. Temp, Humidity, Air Quality etc...

3. Users have the option of adding a personal message to their post. if they select an excuse from the Excuse Generator. That excuse will be populated to the Message Field. Along with "I ran {distance} in {time}. The temperature was 95F and sunny"
- verified by TWC Outsider

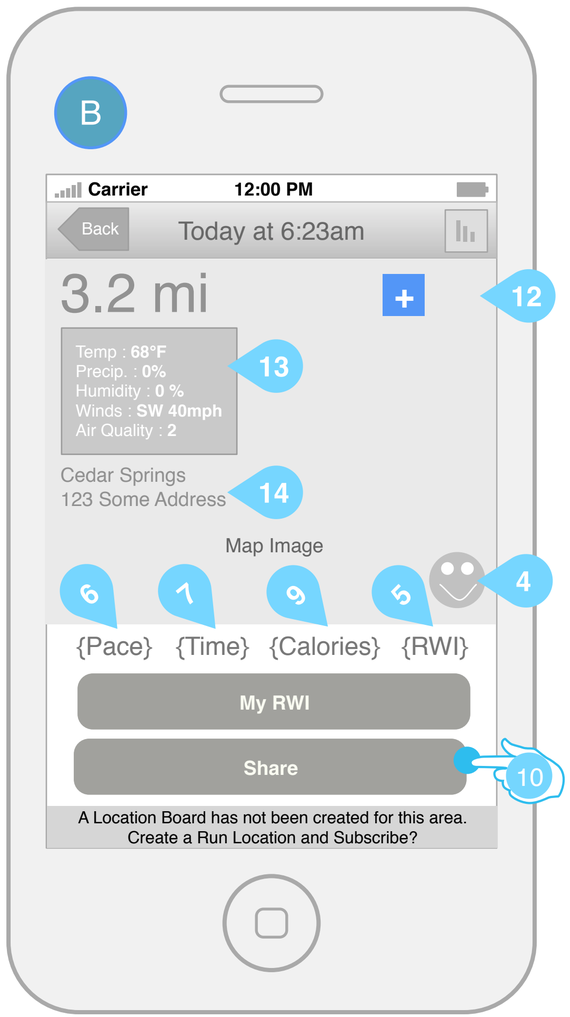
4. Tapping the Share Post button submits the shared run to the chosen social media site.

TWC 003 : Application Wireframes

7.3 - Run History



[Visual Design Doc.]



[Visual Design Doc.]

INTERACTION NOTES

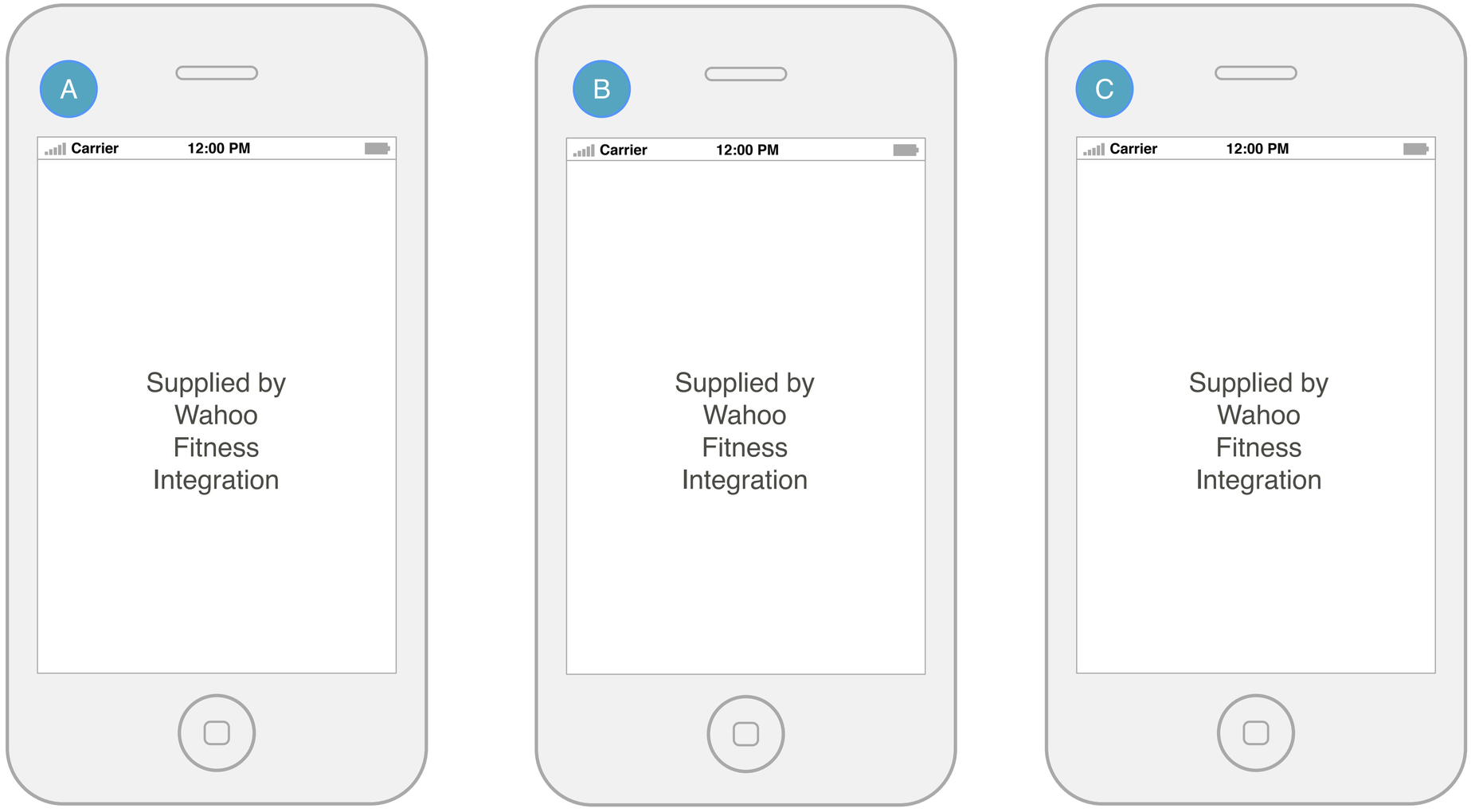
History is found in the Main Navigation Panel and details, at a glance the history of runs for a current user. The run map is static. Tapping a row will display that runs details.

1. Mileage Detail for day of run. Total run on that day.
2. Swipe the row to display the delete icon for that run.
4. How I Felt - Icon displaying how the user felt on this days run.
5. RWI - Details the RWI for that days run.
6. Pace - Details the pace for this run.
7. Total Time - Details the total time for this run.
8. Date Stamp - Outside of a today and yesterday, the display will provide the date of the run. If its in the current week, it will list the days of the run.
9. avg calories for this run.
10. Tapping Share Run navigates to the social sharing screen.
11. Weather Detail Icons - Displays the weather at a glance for that runner on the day of the run. EG : Party Cloudy, Sunny, Rain etc… RWI
12. Graph Button - When tapped will display an analysis of the run that is currently being viewed If selected from history the Run Analysis will be based on month. See Section 13
13. Details the weather conditions for this run. Temp, Precip, Humidity, Winds and Air Quality. When the user hits play (6) this information will change to weather conditions of the run during that point of the run. EG: If the runner is 1 mile into the run, the runner icon will be shown 1 mile in distance on the map. The weather for that point in time will be displayed.

    Notes: The Run Detail (Map) has a swipe interaction that changes the view to previous and next run from the Run History list. Swiping right (Previous) Swiping left (Next).
14. Details the location name and the address.

TWC 003 : Application Wireframes

8.0 - During Run



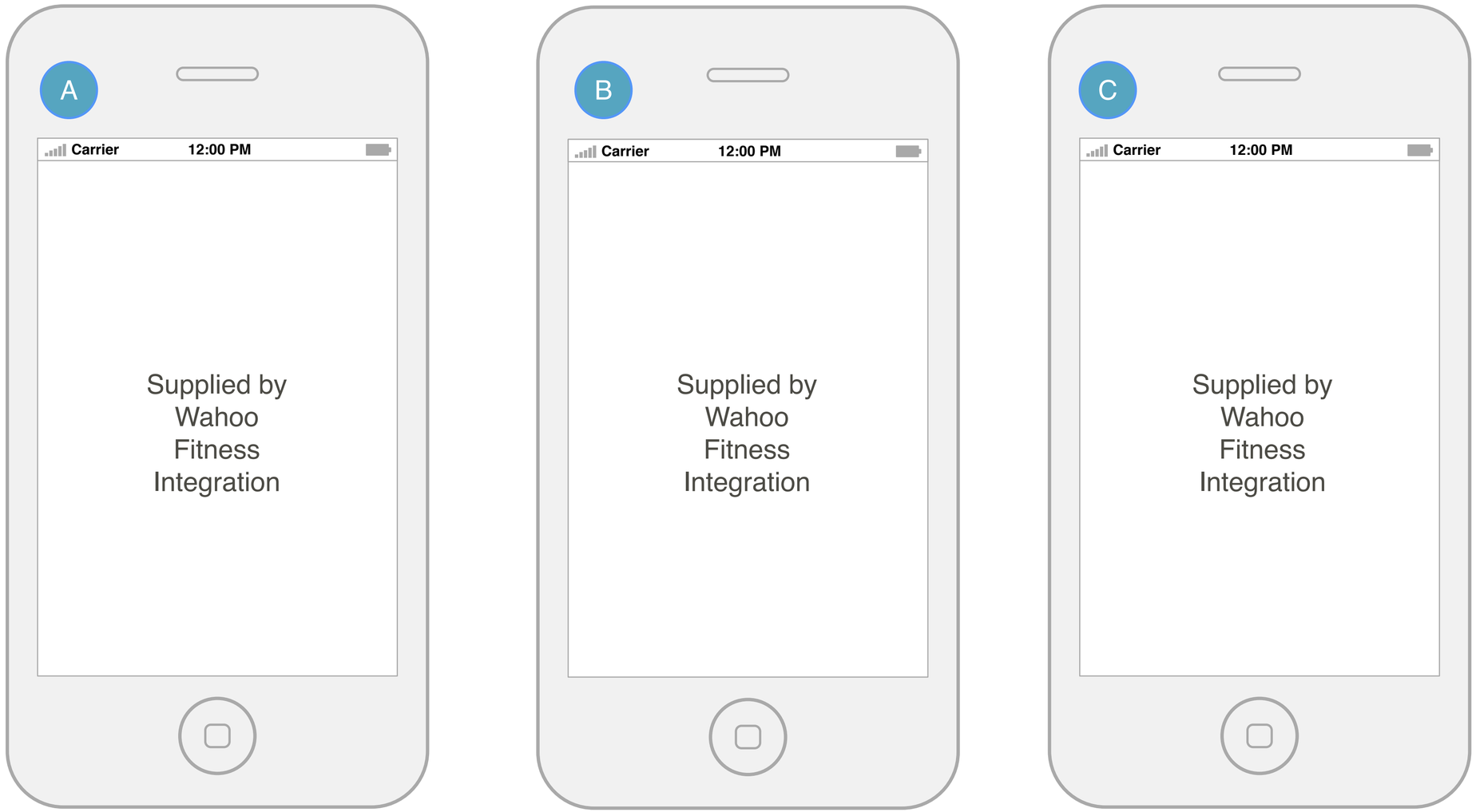
INTERACTION NOTES

During Run: The during run screen displays running stats, biometric info when available, and access to music controls, weather and a map. Supplied by Wahoo Fitness Integration.

1. Heart rate (with connected device), avg calories, miles ran are displayed at the top.
2. Brief weather conditions. Tap to bring up detailed weather forecast for :15min increments.
3. Current pace and average pace is displayed in Min/Mi.
4. GPS signal strength is displayed (Poor, Low, Med, Strong)
5. Tapping the bottom right corner peels away the screen to reveal the map view
6. Music area displays current song title and artist and controls to skip fwd or backwards a track.
7. The map view displays route in progress. It is zoomable and scrollable. Tapping the upper left corner returns to main in run screen.
8. Detailed Weather: This data should be cached for next three hrs in case you should lose coverage. If coverage stays intact this weather is updated throughout the run. Tapping x in upper right closes the panel and returns to main in run view.
9. Slide Lock to interact with During Run screen.

TWC 003 : Application Wireframes

8.1 - During Run



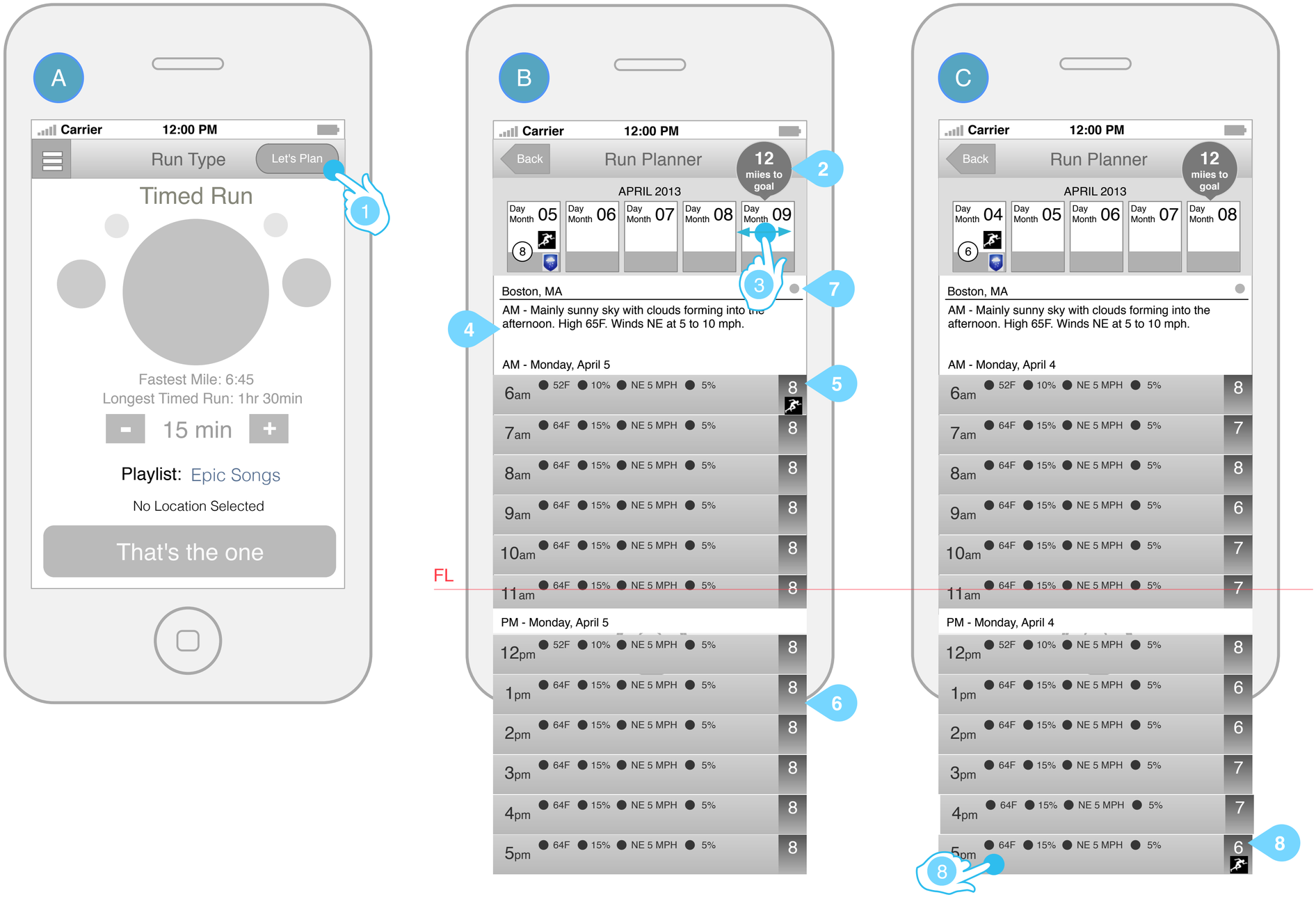
INTERACTION NOTES

During Run: Additional Notes

1. Severe weather alerts will appear both as audio (e.g thunder sound) as well as on screen.
2. Double tapping on the screen pauses the Run. User can then opt to resume the run or end the run.
3. An example of a landscape orientation of a during run screen. Orientation is fixed and set in the settings area.

TWC 003 : Application Wireframes

9.0 - Run Planner



Visual Design Doc.

Visual Design Doc.

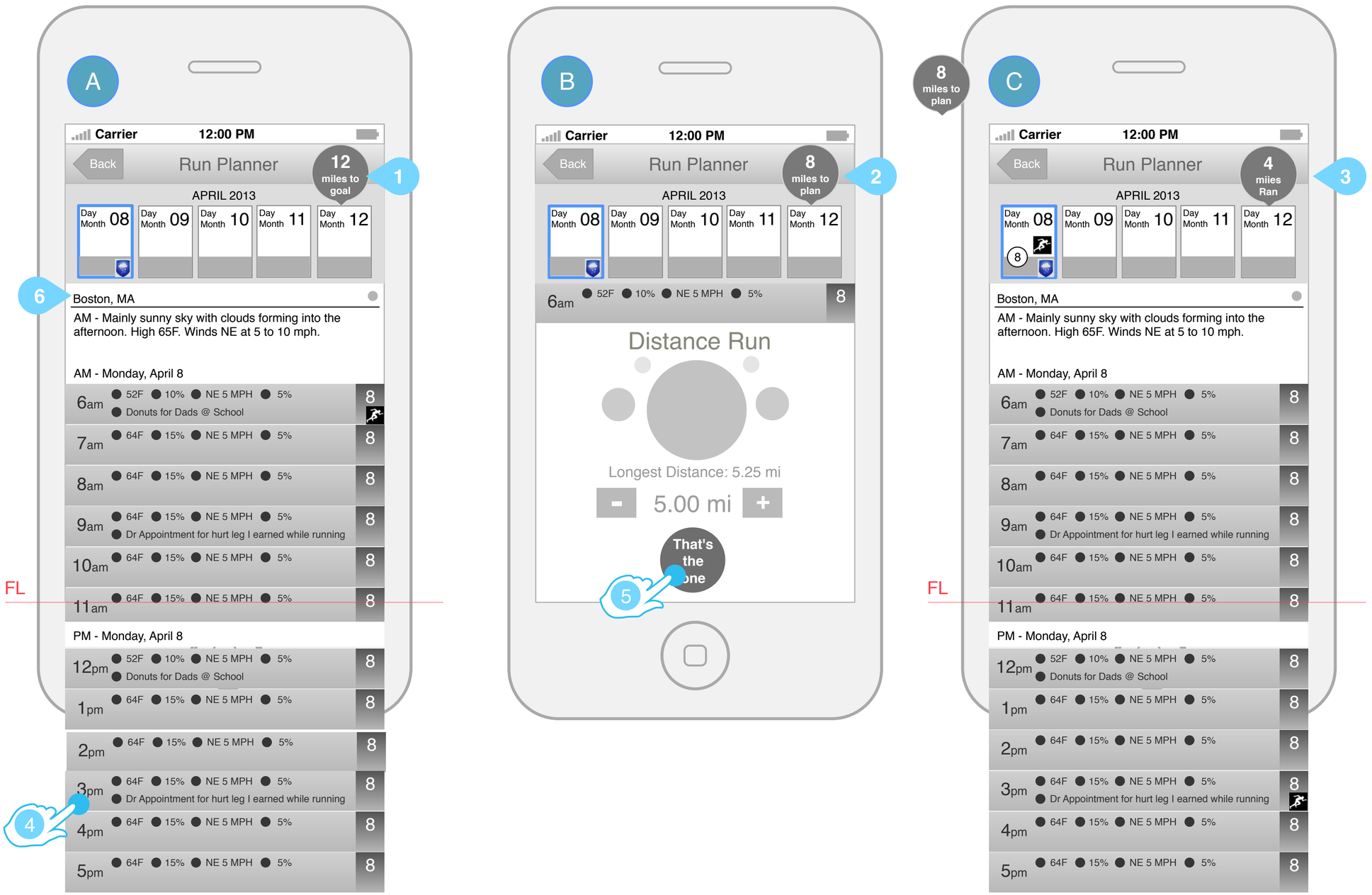
INTERACTION NOTES

Run Planner: The future run planner allows the user to view future ideal running days. Note: Color of day at top is based on 50% or more of color across the hours of that day.

1. Tapping "Let's Plan" navigates to the Run Planner page where they can begin planning future runs.
2. The miles to go widget displays how many remaining miles are left to run this week based on the goal you set. Tapping it allows you to view more details and change goal. If the goal is not set the information in the widget displays "-"
3. A 5 day swipe scrollable panel is displayed. Weather related badge opportunities are also surfaced.
4. Textual summary of the day's weather appears here. It updates throughout the day as available.
5. The daily view shows weather for each hr (expandable to :1hr increments). It also pulls in any appointments from your phone calendar to aid in planning. The temperature, the humidity, the wind, and the chance of rain are displayed. Weather values appear in red for health alerts. Tapping the red value or tapping the RWI exposes weather wheel.
6. Each hour of the day displays its RWI. Users tap the RWI to quickly add that run.When a run slot is scheduled a runner icon appears in the row item and a runner icon appears for that day in the top of the page weekly calendar.
7. For MVP, only weather for the current location is shown. Weather is updated every 1hr automatically. Users can hit refresh to update it manually at any time. Location city is tappable. If the city name is tapped, we display a drop down that has current location and saved locations along with the "Add Location". Tap Add Locations will display locations screen.
8. Tapping anywhere on the row (except for RWI) causes the row item to expand to display :15 increments. A second tap allows you to specify run type.

TWC 003 : Application Wireframes

9.1 - Run Planner & Run Type



[Visual Design Doc.]

[Visual Design Doc.]

INTERACTION NOTES

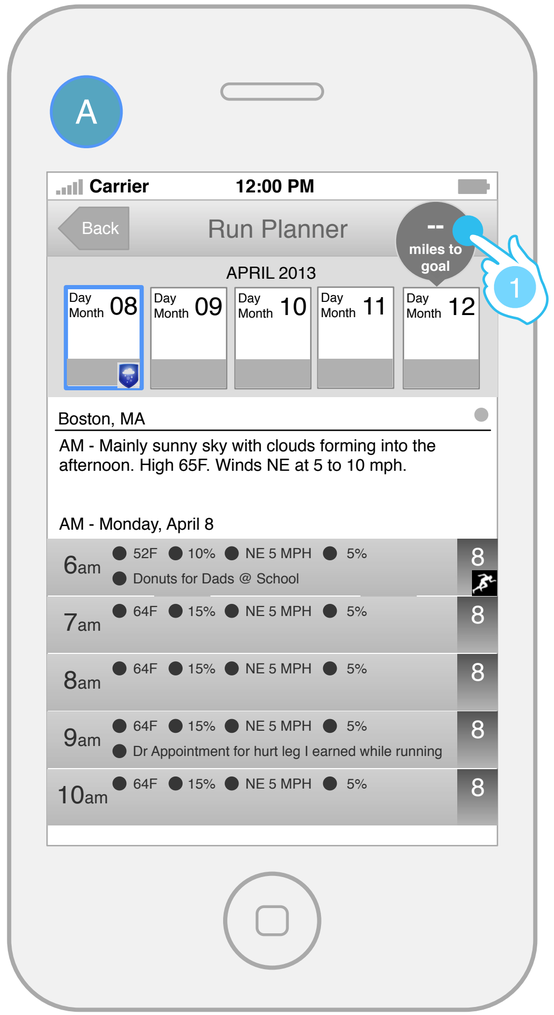
Goal Widget: Provides a "Live Tile" view to the user that displays: "Current Goal", "#Left to Plan" and "# Miles Ran". The display will cycle through these three pieces of information.

1. Goal Widget is displaying the goal set from the "Goal Settings" screen.
2. Goal widget is displaying the "Miles To Plan" based on the "Goal Settings".
3. Goal Widget is displaying the "Miles Ran" based on the "Goal Settings".
4. Tapping the row will expand the row to expose run options.
5. Once row expanded, users can adjust the run attributes : Run type selector and respective incremental adjustor. This widget is the same widget used when starting a non future run. User can swipe through run types and tune it before tapping "That's The One".
6. Location - Tapping the city will allow the user to change a location via drop down list. In the list will be current cities and an add location button. The add Location Button will take the user to the Locations Screen

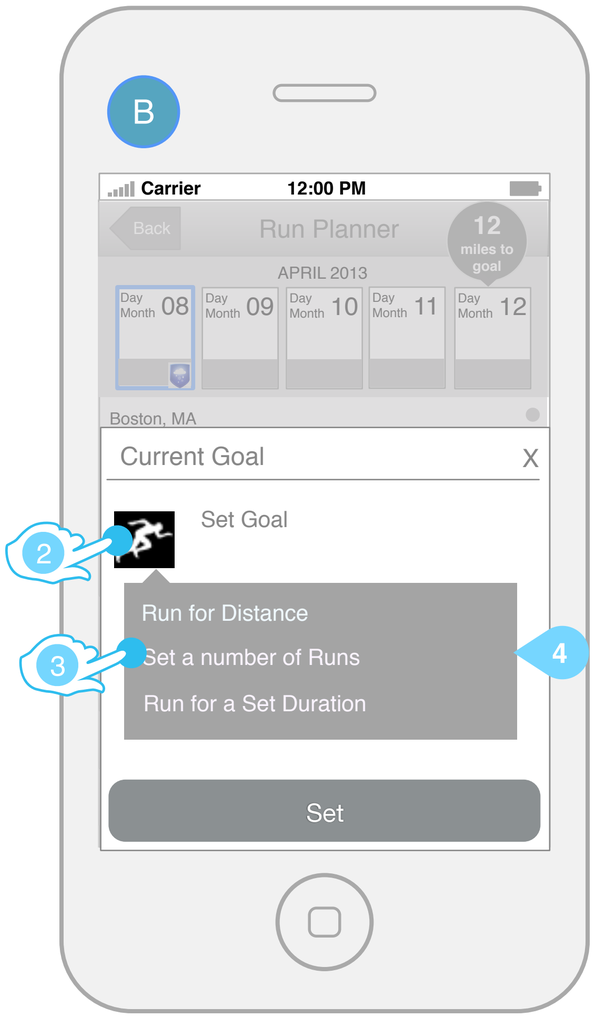
Notes:
Regardless of user having created an account or skipping the registration screen, the application will store the data of the current run information. EG: Miles Ran, avg calories, Timed Runs, etc. If a goal is setup after an initial run during a week cycle, it will calculate that run data into the goal. EG: {User} Ran 5 miles and then sets up a goal. The goal is then set to run 10 miles. The amount left to achieve will be 5.

TWC 003 : Application Wireframes

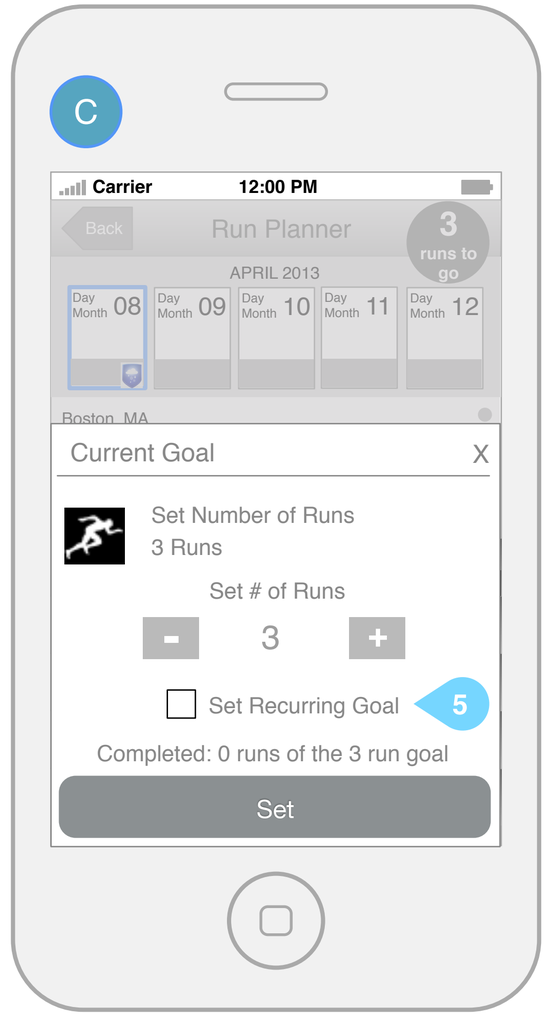
9.2 - Run Planner & Goal Setting



[Visual Design Doc.]



[Visual Design Doc.]



[Visual Design Doc.]

INTERACTION NOTES

Run Planner: The future run planner allows the user to view future ideal running days.

1. The Goal widget will display either the number of runs left, distance remaining or time remaining based on what the user set. By default it is set to 3 runs with no time or distance goal set. Tapping the goal will provide the user with a window to change the goal.

2. User can specify the goal by tapping the runner icon and then selecting a goal type from the drop down. Once the goal is set the user control will reflect that type a provide the appropriate control. No goal is set until a user selects a goal.

3. Optionally users can specify either a total distance goal, weekly amount of time goal. To enable, users tap the runner icon and then tap the goal type EG: Set Number of Runs. Note: When user sets either of these, the number of runs is automatically updated to the recommended number or runs.

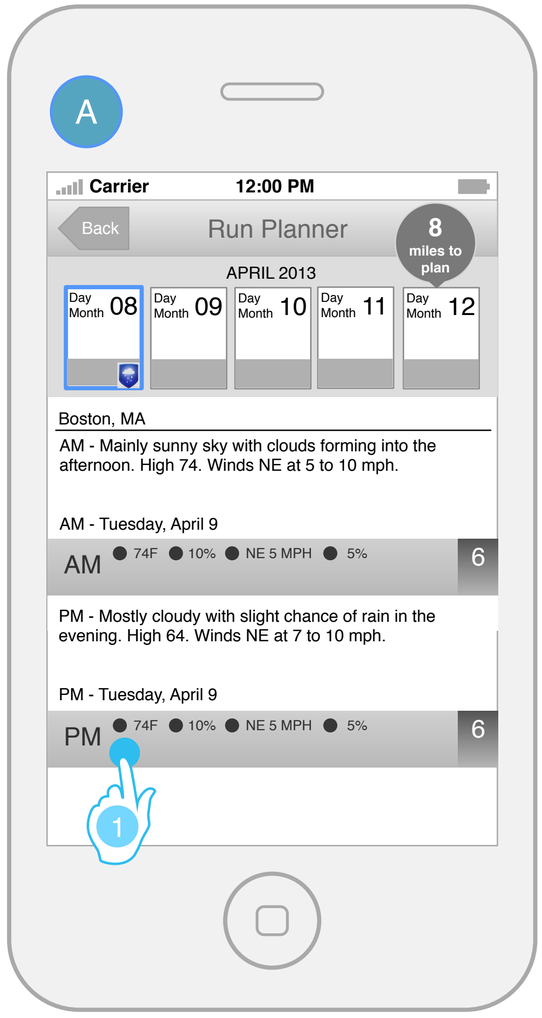
4. Tapping "Set" saves the goal and close the window. Alternatively, tapping outside the "Current Goal Dialog" or the X exits goal setting screen without saving.

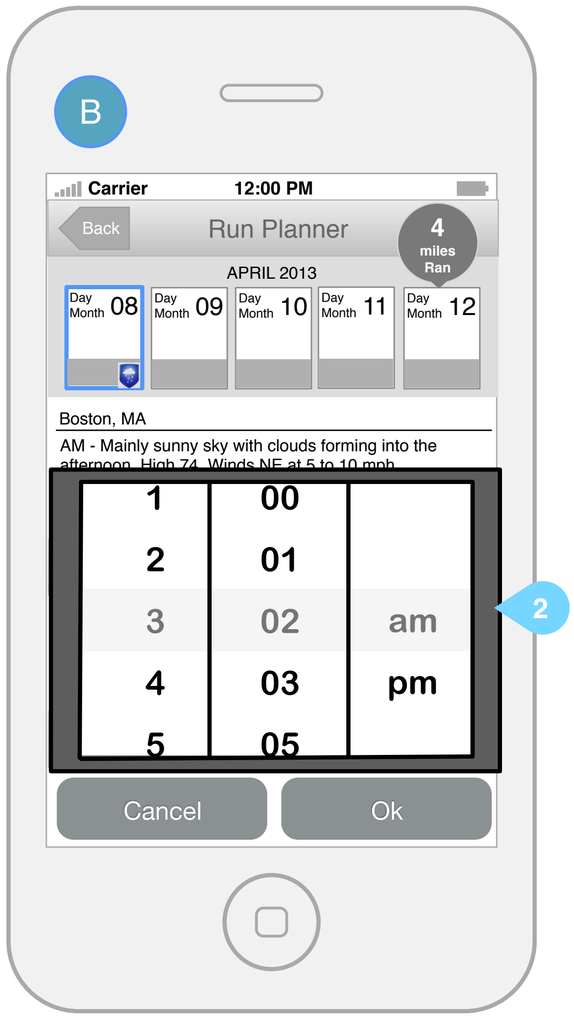
5. Set Recurring Goal allows the user via a checkbox to create the goal and have it re-occur from week to week. There is no end of the occurrence until the user unselects this box.

FUTURE (non MVP)
App analyzes conditions and offers suggested runs based on conditions. User can accept or reject suggested great runs by either swiping right (accept) or swiping left (reject).

TWC 003 : Application Wireframes

9.3 - Run Planner & Day Parts





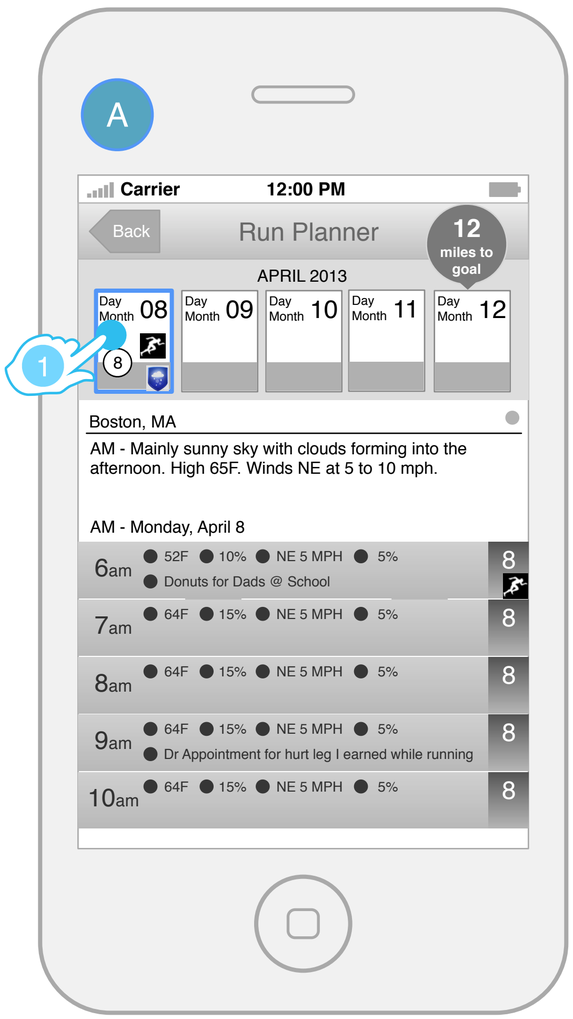
INTERACTION NOTES

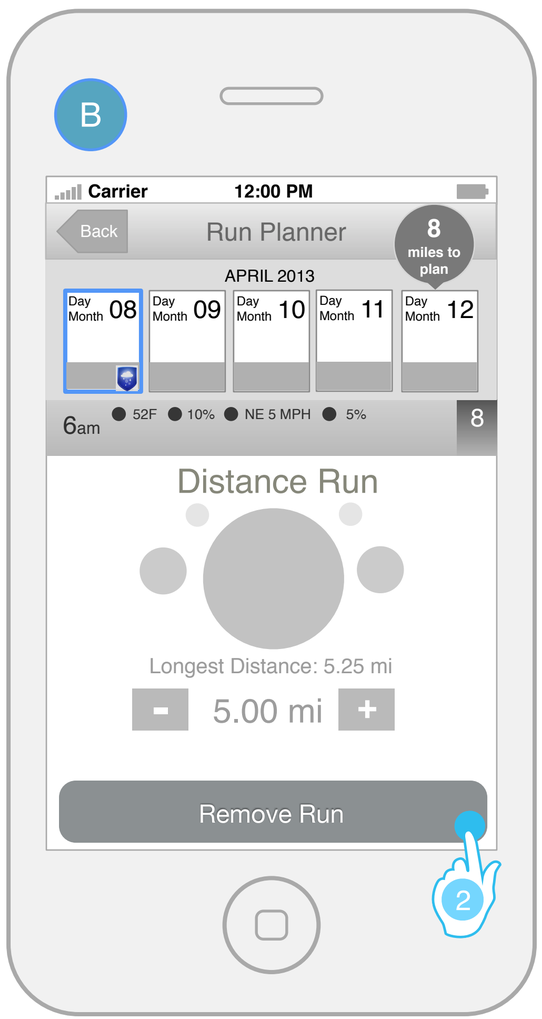
1. The Weather Data is displayed hourly inside of a 36-48 time window. When TWC can no longer serve hourly data, the application will change the view to a "Daypart" which consists of "AM/ PM" day parts. The user can still select runs from the day part by tapping the day part and then selecting a time from the provided wheel.

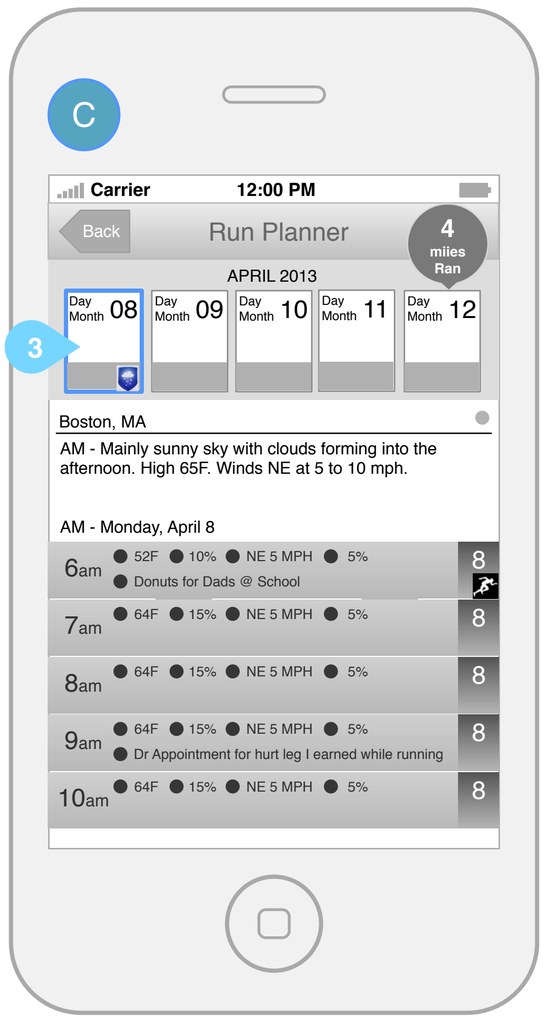
2. Native scroll wheel to allow user set the time for the run.

TWC 003 : Application Wireframes

9.4 - Run Planner & Deleting a Run







[Visual Design Doc.]

[Visual Design Doc.]

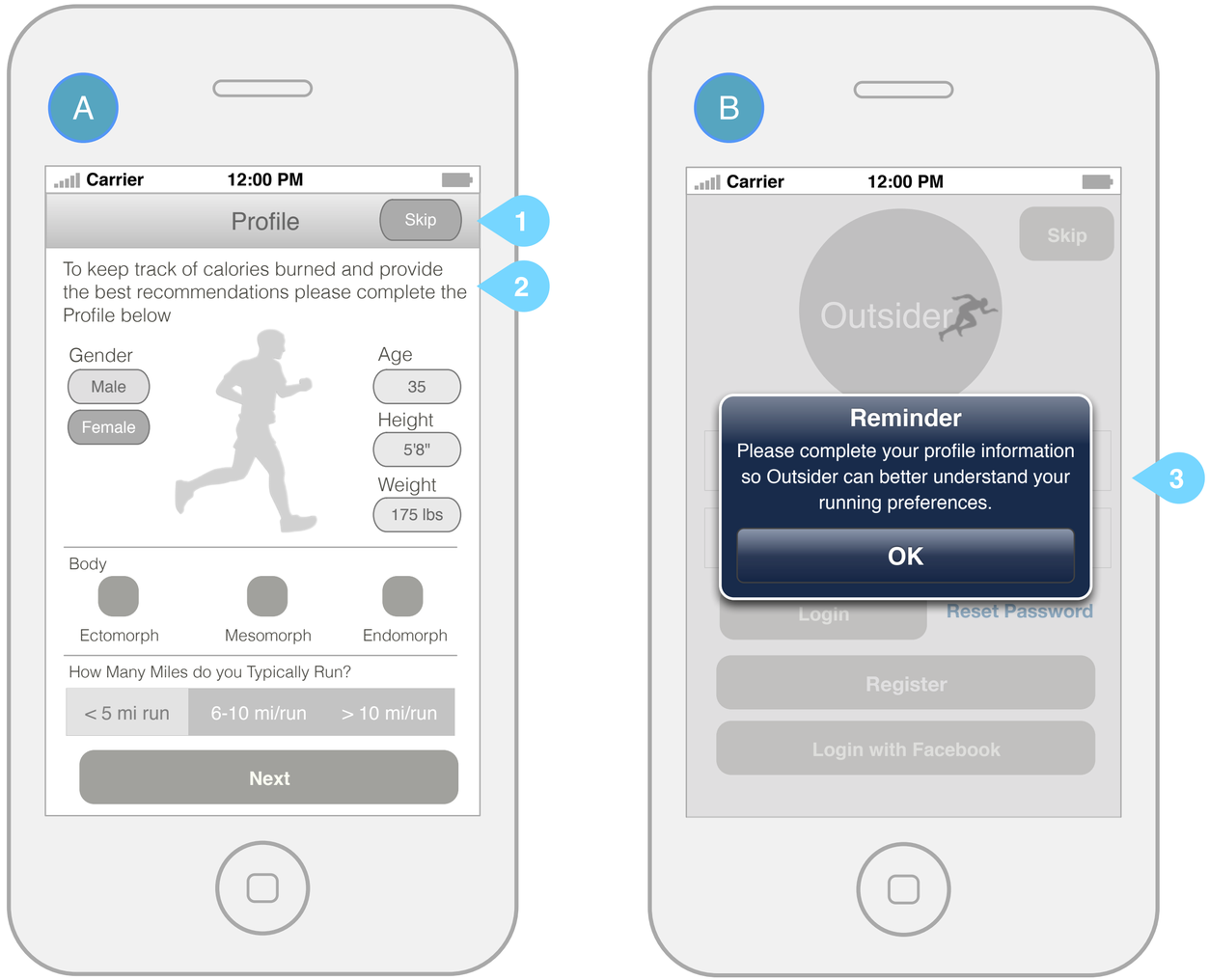
INTERACTION NOTES

Deleting or updating a run that has been added to the plan can be achieved by selecting the run from the top area.

1. Tapping the planned run will provide the user with a display for editing and removing a run.
2. Removing or editing a run display contains the options to change the run type, adjusting a specific run option that relates to the run type and removing the run completely. Any modifications to the run are updated automatically and tapping cancel removes any updates and reverts the run back to the original state.
3. The run has been removed and the Goal Widget is updated to reflect the change.

TWC 003 : Application Wireframes

10 - Profile



[Visual Design Doc.]

INTERACTION NOTES

Profile: This area of the app collects information that is personal to you as to customize the RWI and ideally also surface relevant Insider info

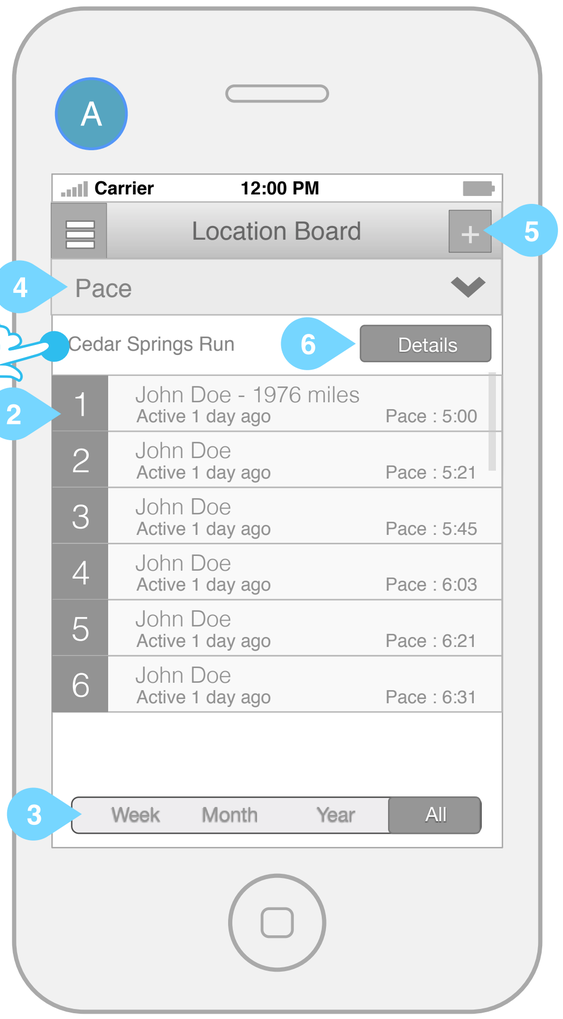
1. After registering, users are prompted to provide profile data to enhance usefulness of the app. Users can skip this step for now and just get running if desired.

2. Users enter their personal information such as gender, date of birth (Month Day Year Spinner) to calculate age. Height & weight (# Keyboard), body type and type of runner (selector). The app uses this information for accurately calculating things such as avg calories. After selecting a runner type the section header will convert to "Type of Runner {Type of Runner}" This example is "Recreational Runner"
   Type of Runner :
   Recreational = Less than 5 miles per run
   Active = 6 - 10 per run
   Marathon Runner = Greater than 10

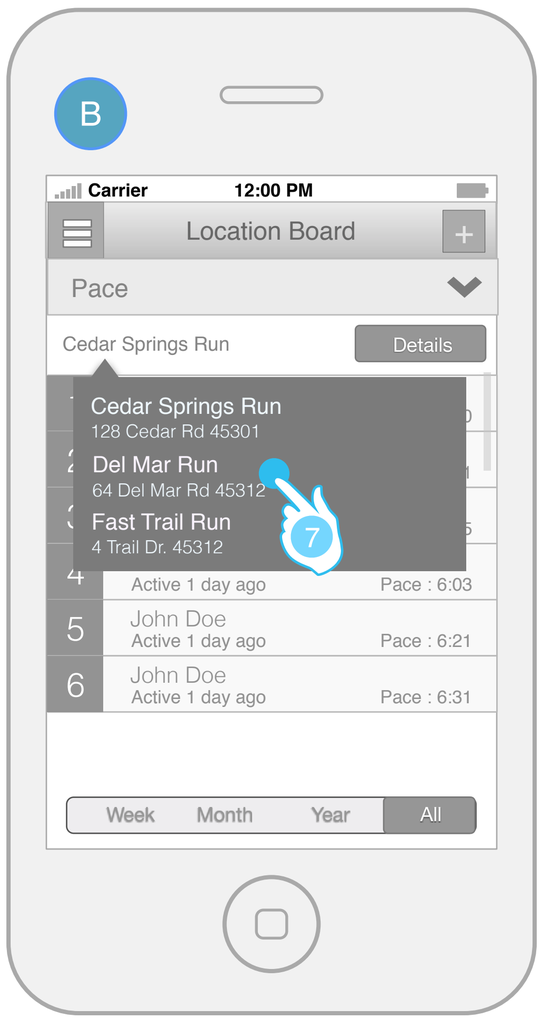
3. On successive logins, they will get reminders to suggest completing the profile and the benefits for doing so. In addition they should be awarded some mPoints for Profile Completion.

TWC 003 : Application Wireframes

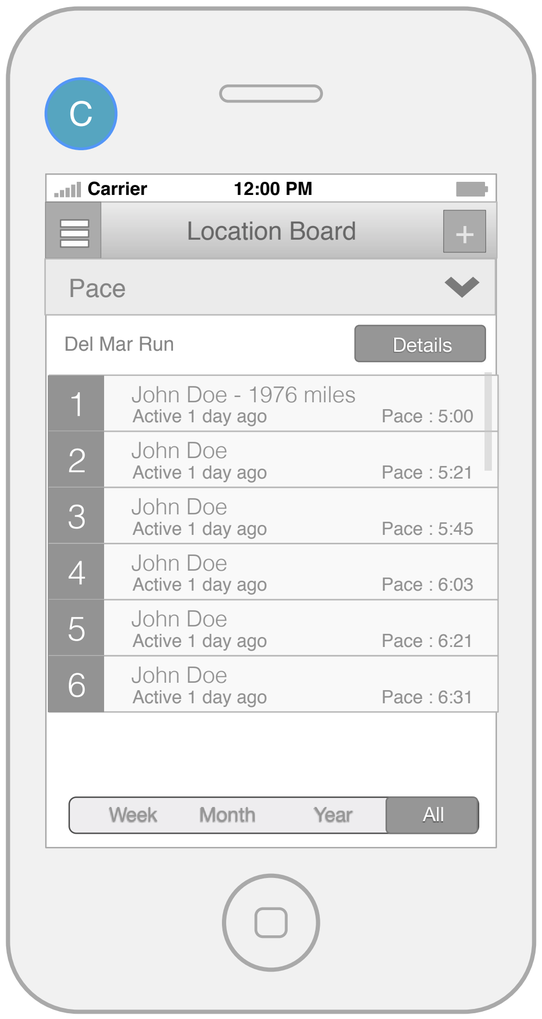
11.0 - Location Board & Landing Page



[Visual Design Doc.]



[Visual Design Doc.]



[Visual Design Doc.]

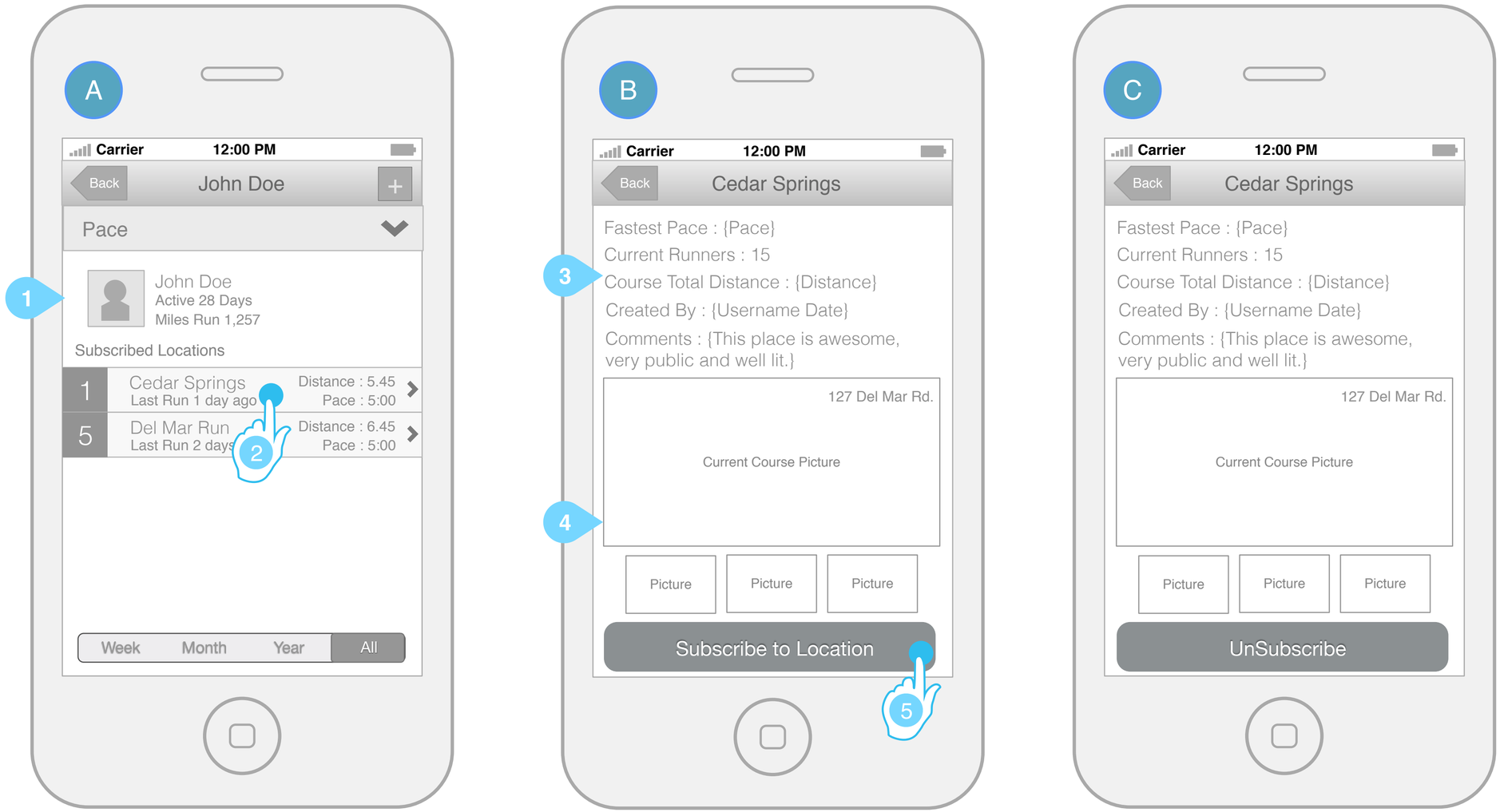
INTERACTION NOTES

Location Board is accessed from the settings menu or from the run screen. The leader board list is scrollable.

1. Leader Board name provides the current leader board being displayed. Tapping this will provide a list of leader boards the user currently belongs to.
2. Placement number for users in the leader board. In the rows will be displayed relevant data associate with that user. EG: Pace will have fastest pace.
3. Time Range control allows the user to select a time range to adjust the leader board.
4. Filter Allows the user to change the Run Type that is displayed. Tapping on filter will open a list of Run Types : # of Runs, Pace, Mileage and Time. Time is the total time of a runner over time and runs.
5. Add Button - Once tapped the user will be giving the choice of adding a location or creating a location via a pop over menu.
6. Detail View will change the current display to a more detailed view of the current location displayed
7. Drop down list of leader boards that user currently subscribes. Tapping an item from the list will display the location board for that item.
8. Leader board list provides a list of current runners in the leader board. Tapping a row displays that users profile information.

TWC 003 : Application Wireframes

11.1 - Location Board & Runner Profile



[Visual Design Doc.]

[Visual Design Doc.]

[Visual Design Doc.]

INTERACTION NOTES

Leaderboard is accessed from the settings menu. The leader board list is scrollable

1. Profile information shows the basic runner profile information of a user in the leader board.

2. Location Boards that the current user is subscribed to. This list is scrollable and tapping an item from the list will provide the user with a view of that location.

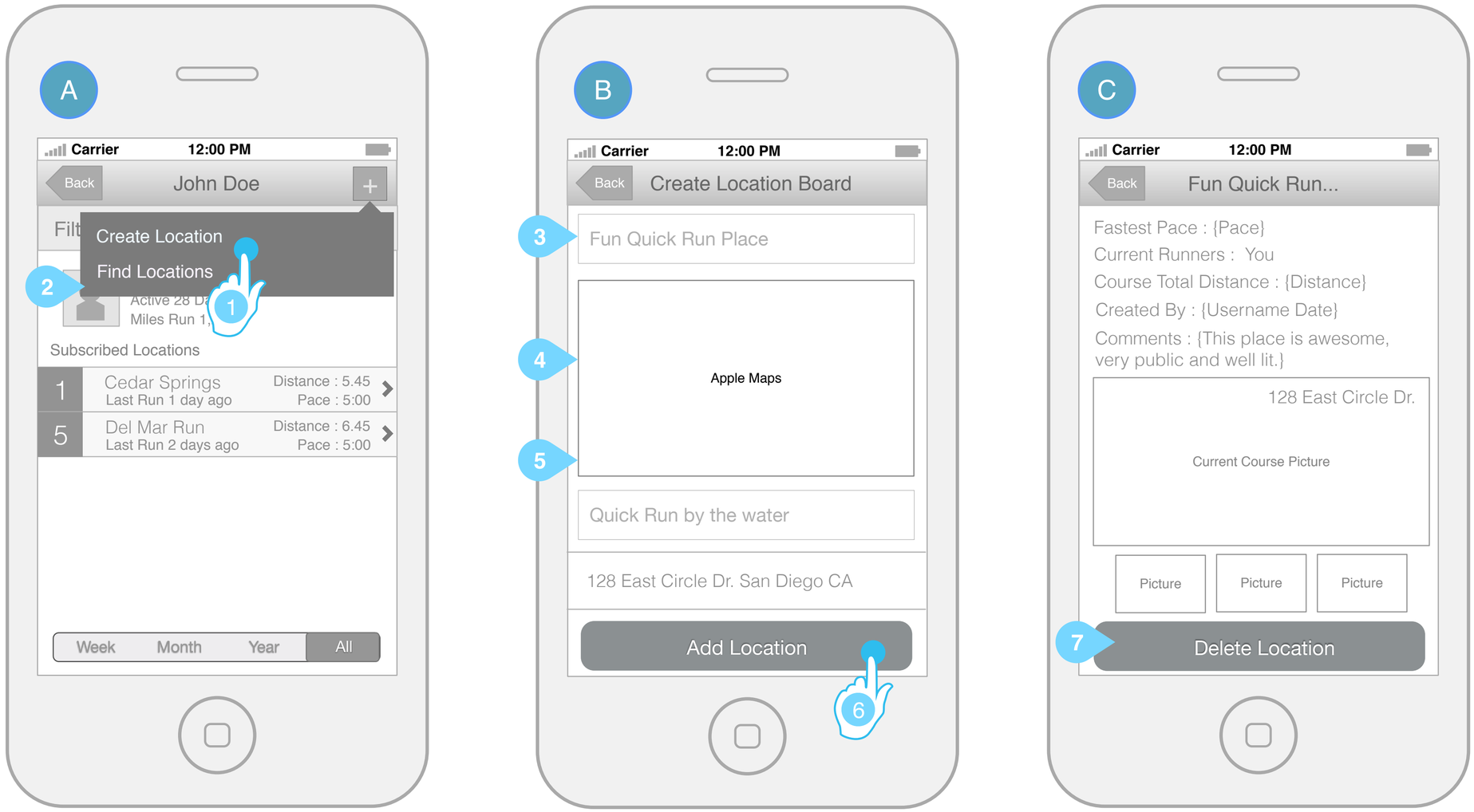
3. Location Data shows the relevant information of a user that belongs to that particular leader board.

4. Picture of Location shows a user uploaded photo of that leader board area. Multiple pics can displayed. The add photo button allows the user to create and upload their own photo from the camera of gallery.

5. Subscribe to Location button allows the user to subscribe to a location. After Subscribed the button will display "UnSubscribed"

TWC 003 : Application Wireframes

11.2 - Location Board & Create Location



[Visual Design Doc.]

[Visual Design Doc.]

INTERACTION NOTES

Leaderboard is accessed from the settings menu. The leader board list is scrollable

1. Create Location creates a location and allows the user to enter information about the area.
2. Find Location will provide the user with the option to find locations to run and join those leader boards.
3. Location Name allows the user to enter a location name that will be displayed in the leader boards.
4. The image will display the current locations map. This map will be the default image until a runner has created a course and uploaded that course run.
5. Enter Comments allows the user to add free form to text to the location.
6. Tapping "Add Location" creates a new location and makes the location viewable by any users of the application.
7. Delete Button for Location See Notes Below

Notes

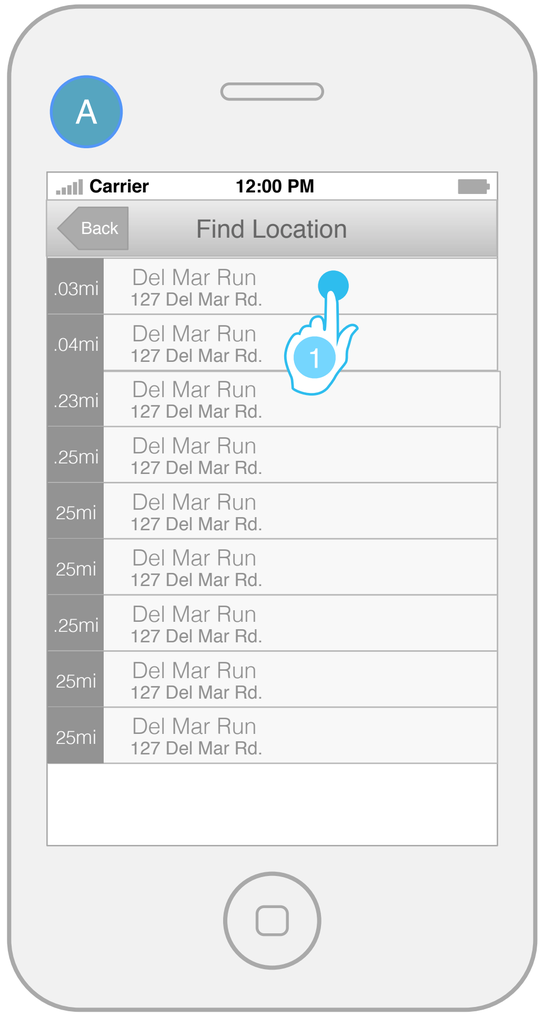
Location Owner: Creates, edits, and delete. Delete is possible if no runners are currently subscribed to a course. If a runner is subscribed to the course, they may only unsubscribe. The admin rights then go to the most active user of that location.

Locations that have no activity for 90 days will be deleted automatically.

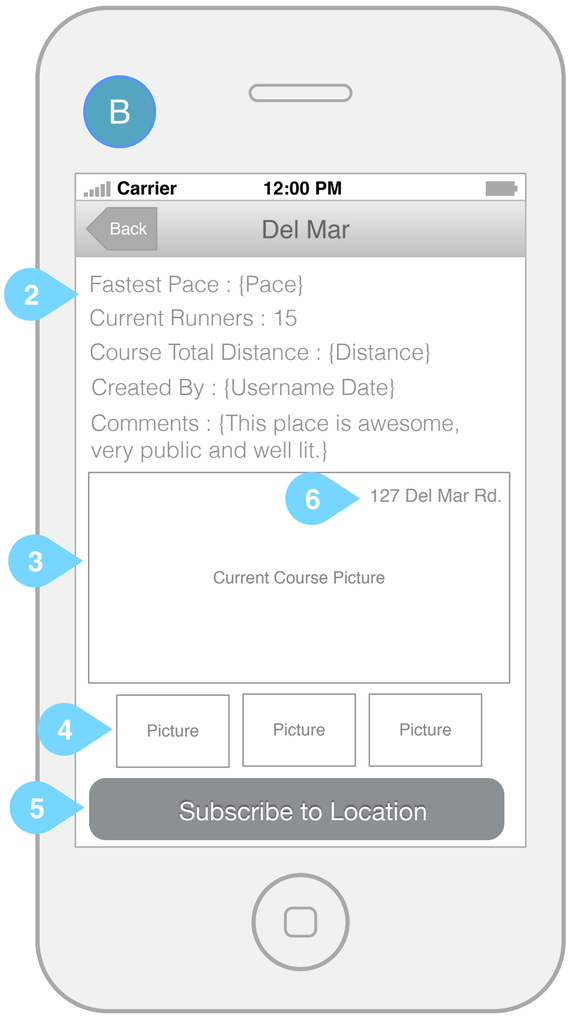
If the location is created and no users have subscribed the owner will have the option to delete the location. The original creator can delete if no other subscribers have subscribed.

TWC 003 : Application Wireframes

11.3 - Location Board & Finding Locations



[Visual Design Doc.]



[Visual Design Doc.]

INTERACTION NOTES

Find Location allows the user to find locations around them with a simple filtering solution.

1 Location list displays a list of locations to a user. The list is scrollable and beings with the least distance from a user at top. Tapping the list will display more content about that location. The list extends to a 5 miles radius.

Location list displays a list of locations to a user. Tapping the list will display more content about that location.

2 Location Details Screen:
Fastest Pace : Fastest Pace of the top runner
Current Runners : Detail of runners currently subscribed
Course Total Distance is the length of a user create location run. Out of Scope
Created By : Lists the Username and Date when the location was created.
Comments : User Comment when created.

3 Most Recent Course Map, if available. If the user has completed this location run. The most recent course map will be displayed here.

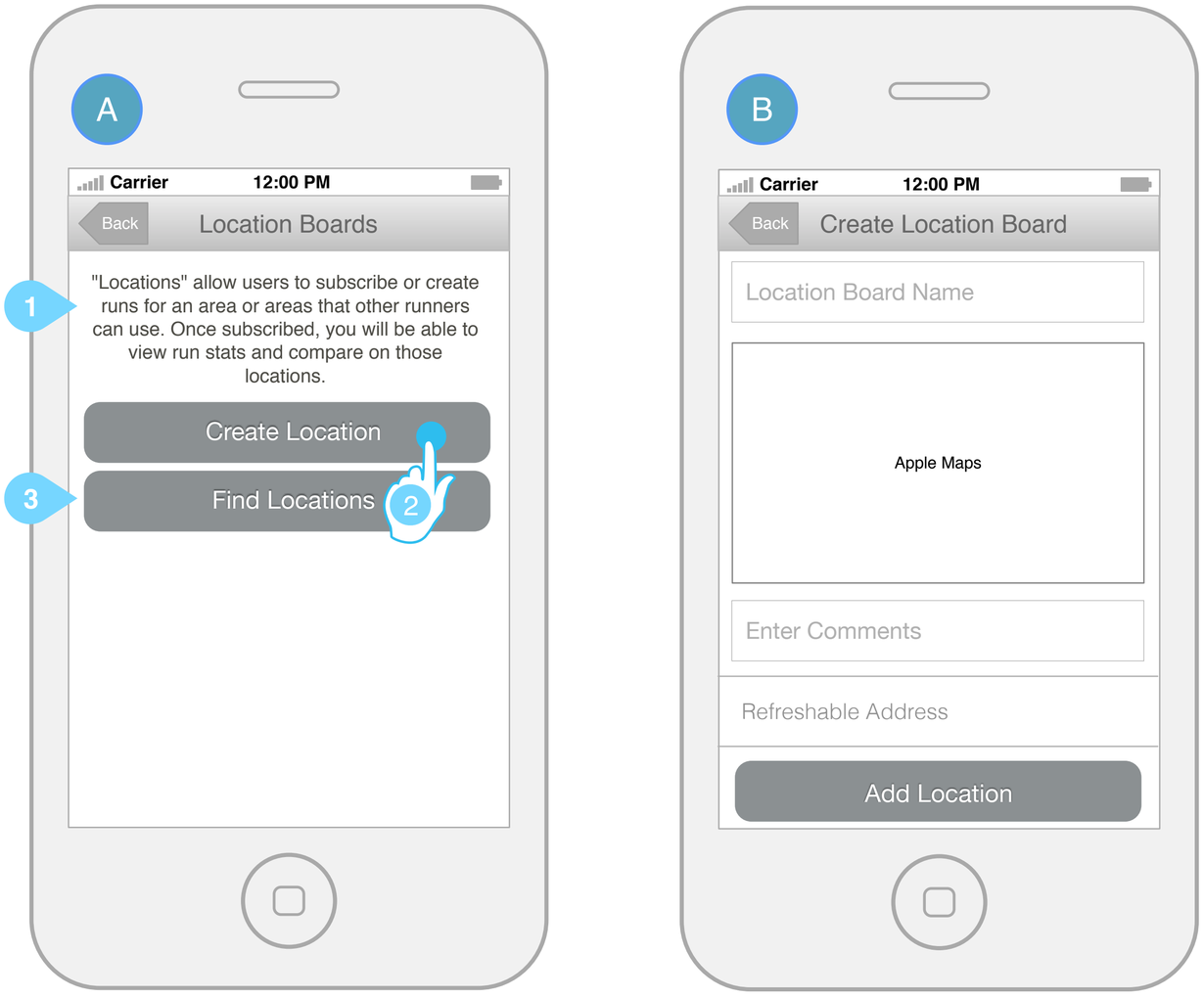
4 Same as Most Recent Course, but these course maps are the most recent after notation 3.

5 Subscribe to Location Button. Tapping this will add the current user to this location and then will be available to select as a location run.

6 Address of the location.

TWC 003 : Application Wireframes

11.4 - Location Board & No Subscribed Locations



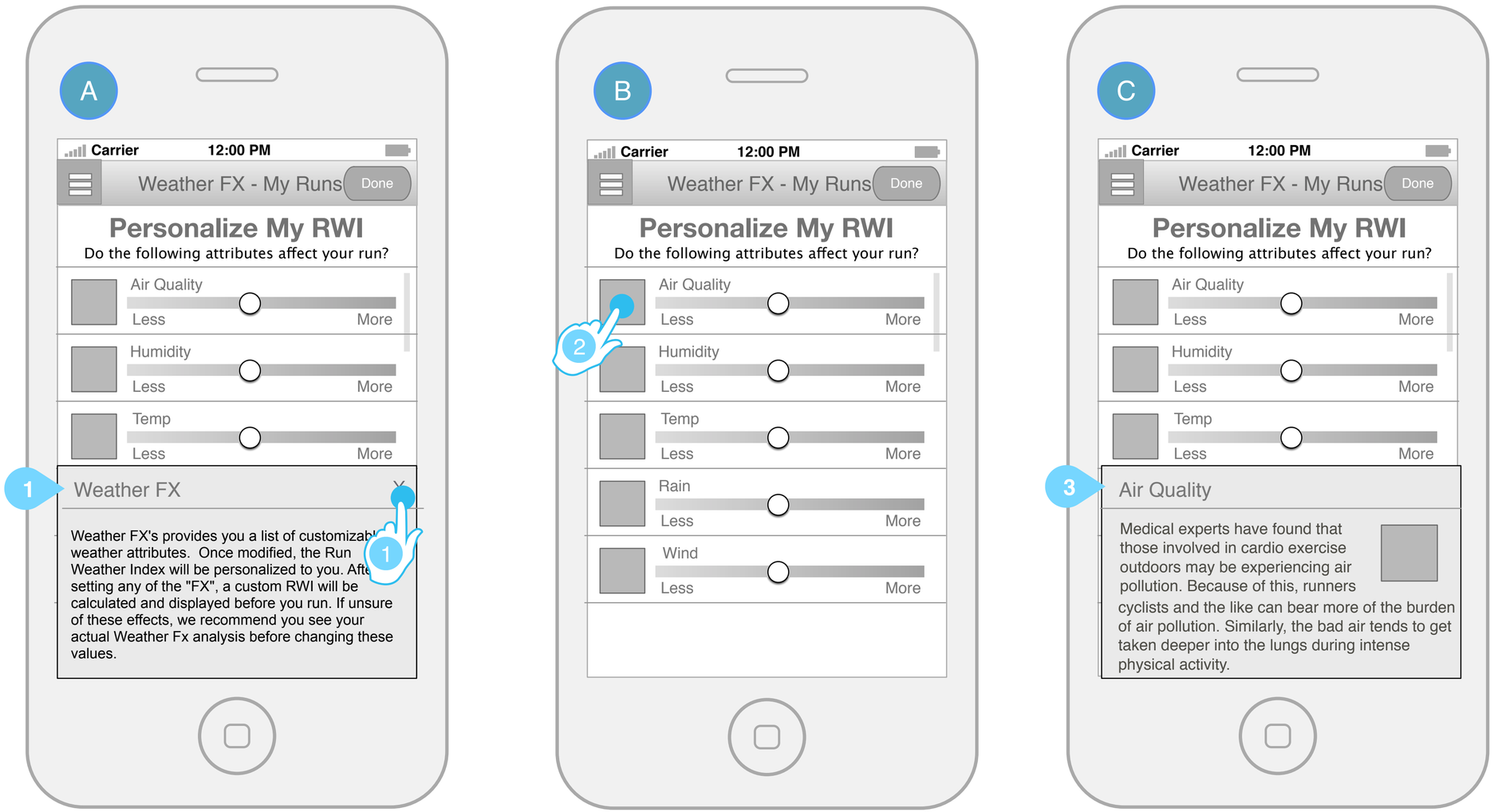
INTERACTION NOTES

If a user is not subscribed to any locations. The Find Locations screen will display a brief summary of what the Find Location feature is and two buttons to help the user interact with Locations.

1. Brief Summary of Locations Boards.
2. Create Location Button when tapped bring the user to the Create Location Board.
3. Find Locations when tapped bring the user to the Find Locations screen.

TWC 003 : Application Wireframes

12.0 - Weather fx - Impact Levels



[Visual Design Doc.]

[Visual Design Doc.]

[Visual Design Doc.]

INTERACTION NOTES

My Weather FX : Is accessed from the Main Navigation and is editable when accessed through that entry point; otherwise, the display is read only and cannot be adjusted. This screen provides and adjustable display that affects the users RWI. The user can review information about a particular weather effect and slide to adjust that effect.

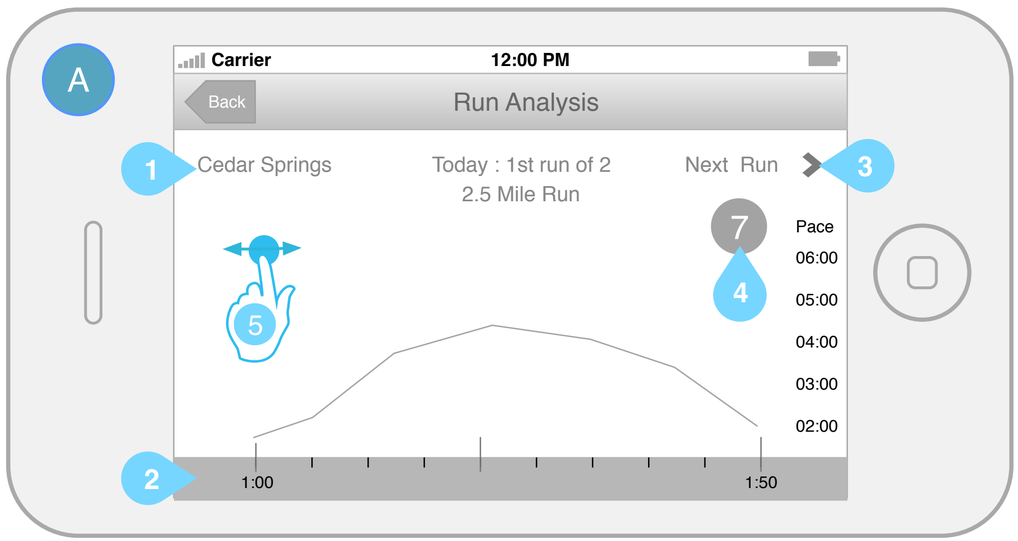
1. The first time a user access the "My Weather FX" screen (This instance is from main menu) they will see a window that provides detail on the Weather FX and what it provides.

2. Tapping the icon for a weather effect will bring up a slide panel that allows the user more contextual information about that effect.

3. The slide up menu will appear from the bottom and provide contextual information. Tapping outside the panel will close the panel. Alternatively the user can tap the X to close.

TWC 003 : Application Wireframes

13.0 - Analysis Day View



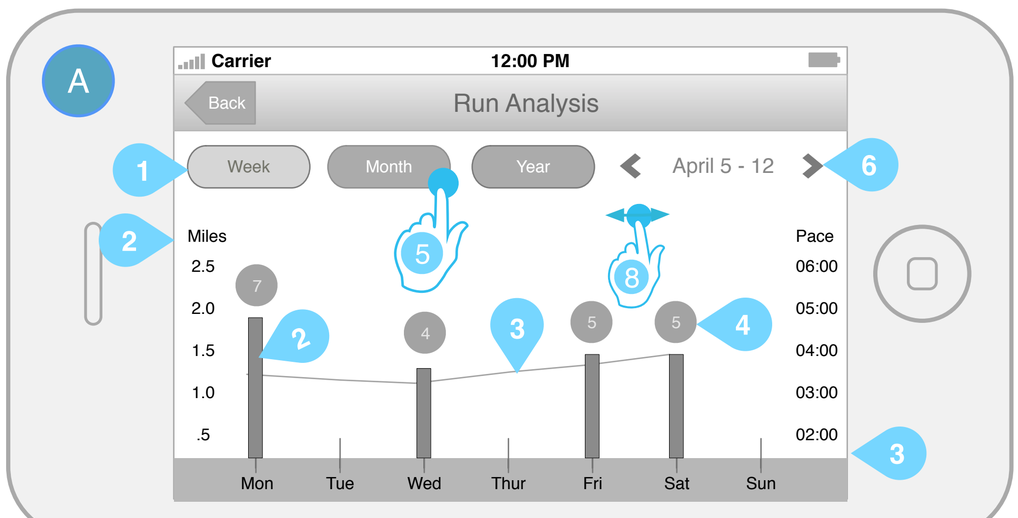
INTERACTION NOTES

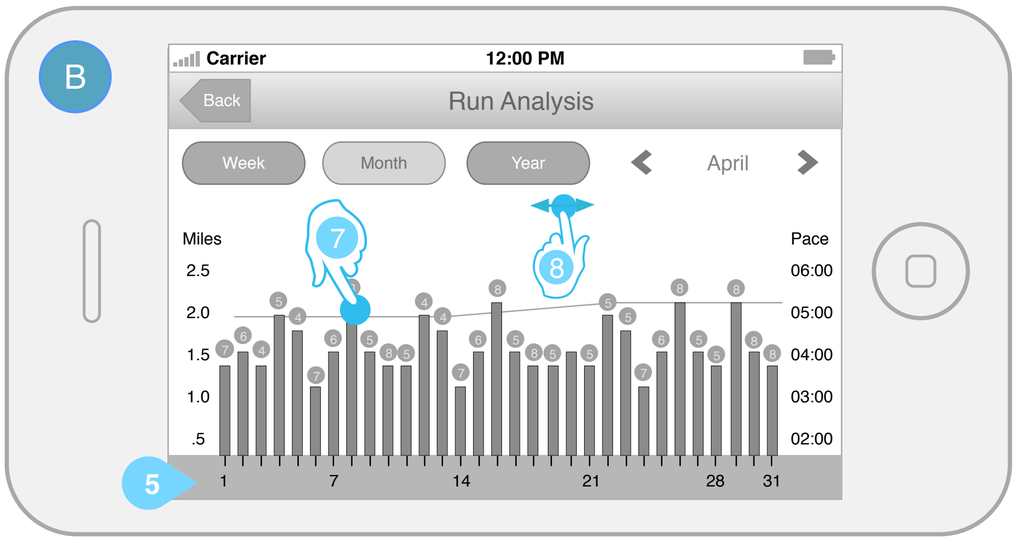
Run Analysis View : Is displayed after a post run when the user selects the analysis icon from the run screen or the user taps a bar (Chart View) from analysis in the week view.

1. Location Detail - When viewing an individual run, the location will be displayed along with "Today : 1st Run of 2" or if one run exists for the day, date stamp of that run.
2. Times for this run. This displays the view of the timed run from start point to end point.
3. Next Run allows the user to jump to the next run. When tapping the chevron the next view will slide in. Alternatively, if previous is selected the page will slide out. previous will only be available if the user has tapped next. Alternatively the user can swipe the screen to load the next run if one is available.
4. RWI Stamp for that days run. If the RWI was 5 on Monday's run it will be displayed here.
5. Swiping the screen will load the next run or previous run if data exists.

TWC 003 : Application Wireframes

13.1 - Analysis Week/Month View





INTERACTION NOTES

Run Analysis: The analysis screen offers an easy way to compare an individual running variables against an individual weather element. The analysis screens contains distance and pace along with RWI.

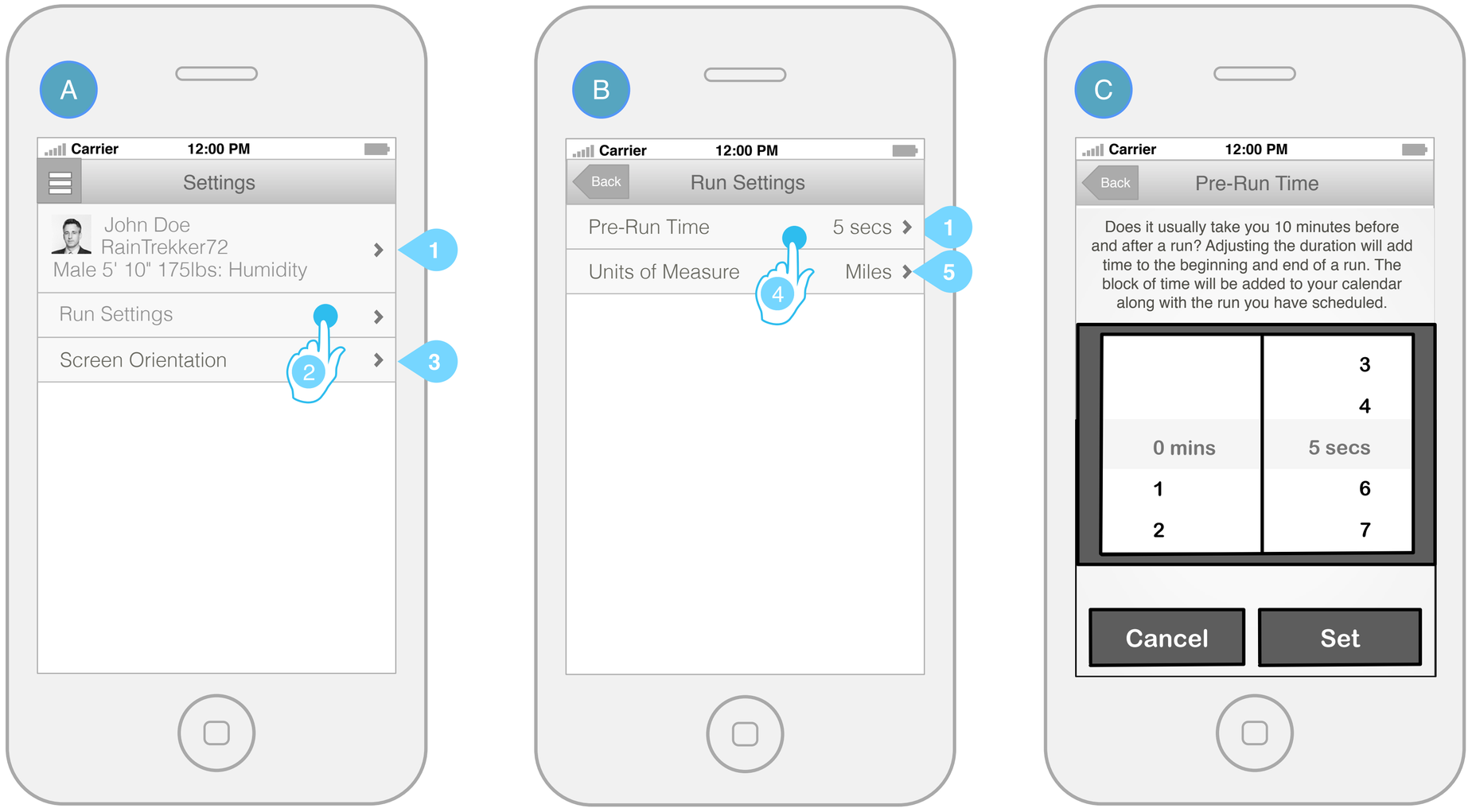
1. Time Selector allows the user to filter the information between weeks, months and year view.
2. Left Side Axis, details distance. The distance is directly related to the bar represented in the graph view.
3. Right Side Axes, details the pace. The line in the chart represents pace of the runner in that time period. On days with no runs the pace will 0.
4. RWI Stamp for that days run. If the RWI was 5 on Saturday's run it will be displayed here.

Notes:
If there are multiple runs on a day, those runs are averaged and displayed in the same method.
If there are no runs or data for areas of time. Then there are no data points for that run. dashes will be used instead. If multiple runs on a single day : Distance is averaged, Pace is Averaged. RWI is Averaged.

5. Tapping "Month" changes the view to Months and lists the days of the month with run data. User will have to swipe to see the remaining days for that month. Changing the month can be done by tapping the chevrons near {Month Name} to increment of Decrement the months.
6. Date Range Selector - Allows the user to change the week view, month view and if enough data is available years. Tapping the chevrons will increment or decrement the graph view below.
7. Tapping the day bar (bar chart) in the week view will display the day view for that day.
8. Swiping left or right on the screen will load the next data set if data exists.

TWC 003 : Application Wireframes

14.0 - Settings



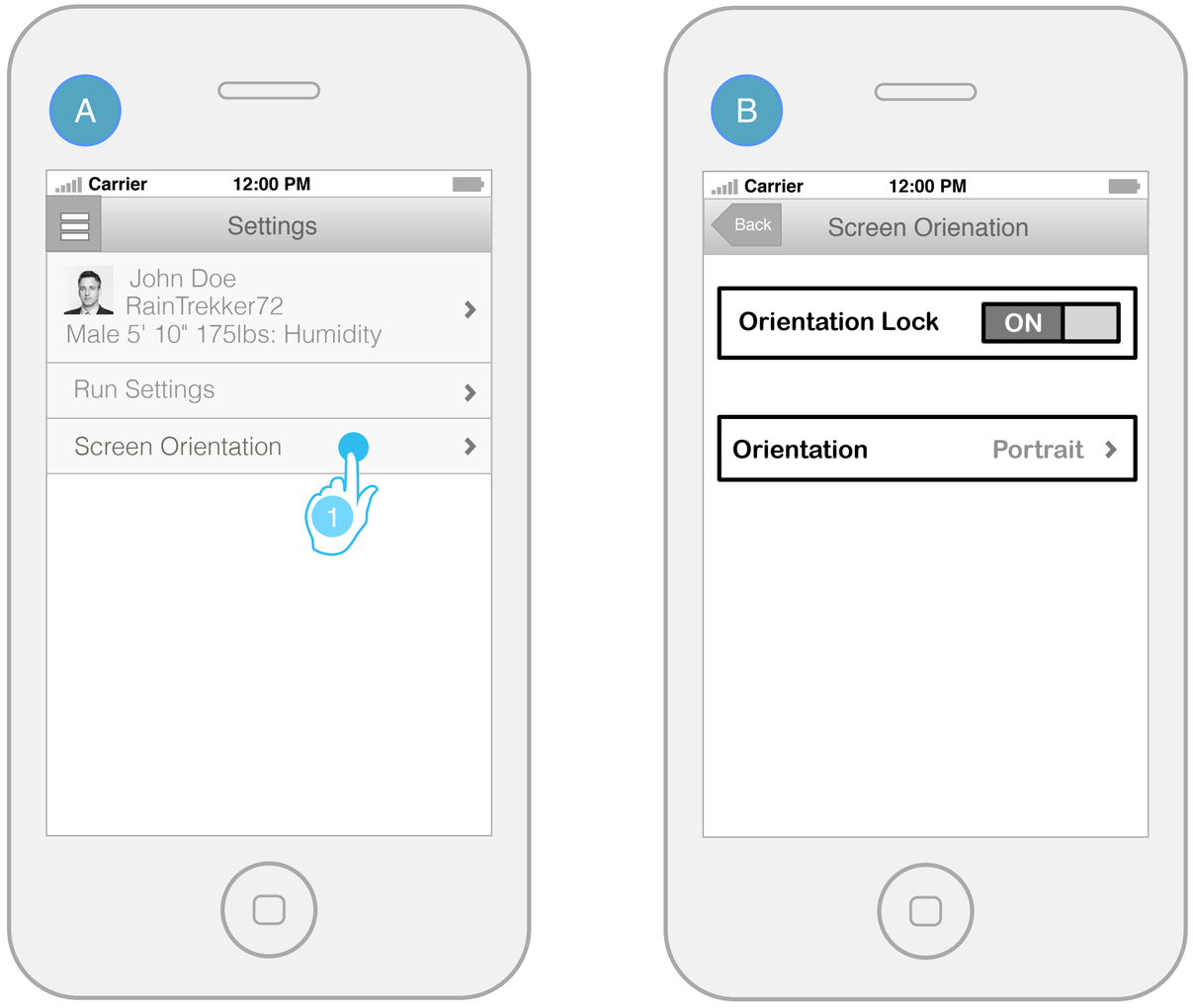
INTERACTION NOTES

The settings screen allows the user to customize the app

1. A "Personal Data Summary", displays user's name, screen name, gender, height, weight, and highly sensitive weather elements. Tapping navigates to the profile page See Section10
2. Run Settings Provides a Sub Menu for options that pertain to Running .
3. User has the ability to lock the orientation of the screen.
4. User can set the Pre-Run Timer with a spinner control. This settings blocks our additional time for runs in the users calendar. EG : 5 minutes to a 30 minute run blocks out 35 minutes in the calendar.
5. Units of measure is a selector for Miles and Kilometers.

TWC 003 : Application Wireframes

14.1 - Settings Orientation



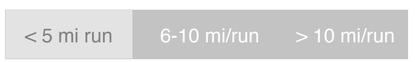
INTERACTION NOTES

The Orientation Settings displays the components used for locking the orientation of the device.

1. Screen Orientation allows the user to lock the screen orientation to the following. Portrait, Left Arm Band and Right Arm Band.

TWC 003 : Application Wireframes

15.0 - Design Patterns Library



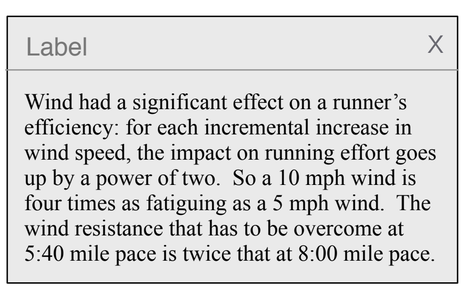
Type Selector

Drawer Closed

Pop Over Menu

Spinner

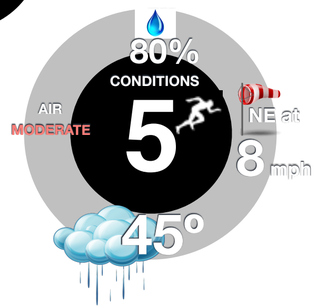
Drawer Open

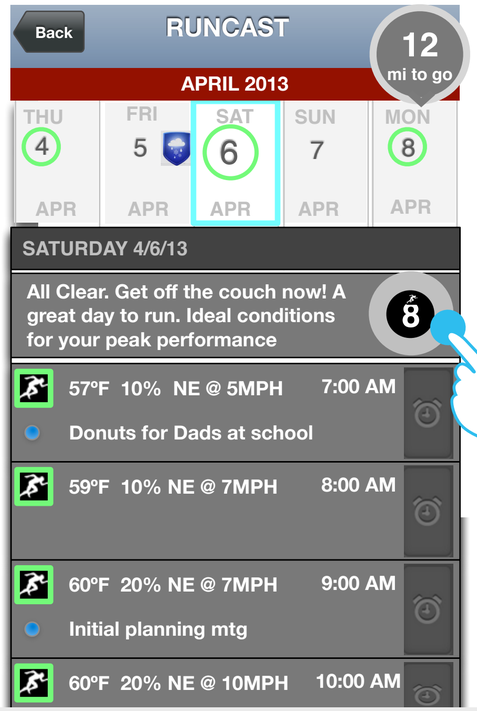


Contextual Slide Up

TWC 003 : Application Wireframes

Appendix A: RWI Notes





RWI Thread Captured

CHRIS "'m thinking of logic like this for the RunCast:

- Focus on weekly planning.
- Take 7 day forecast and calculate RWI for each day, scored on wx conditions forecasted on those days. (over time, the RWI would become your personal RWI by over-weighting certain conditions based on learning).
- Divide weekly run goal by 4 days (configurable), putting the biggest chunks on Sat or Sun (not both).

Here's a couple examples for 15 mi run goal:
1) 7 day runcast calculation returns - Mon=7, Tue=7, Wed=8, Th=6, Fri=8, Sat=9, Sun=8
-- "Your recommended runs": Tues=3 mi in Morning, Wed=4mi in morning, Fri= 3mi any time, Sat=5mi anytime

2) 7 day runcast calculation returns - Mon=3, Tue=5, Wed=5, Th=4, Fri=7, Sat=5, Sun=4
-- "Your recommended runs": Tues=3.5 mi in Morning, Wed=3.5mi in afternoon/evening, Fri= 4mi any time, Sat=4mi early in day

Now I'm wondering if their will be more math than I thought to suggest the runs.

Run Wx Index (RWI) - inside the brackets are what I think should be the app state (our app responses) for that day:
10 - [Inspire them Run] perfect run wx conditions all day
9 - [Inspire them to Run] perfect run wx conditions most of day or near perfect all day
8 - [Run] near perfect
7 - [Run] great run conditions
6 - [Inform them to decide] good run conditions or limited windows to run
5 - [Inform them to decide - Storm Trooper badge potential] mixed, precip likley but window for running exists
4 - [Inform them to decide - Storm Trooper badge potential] not optimal for running (precip, high winds, bad air quality, etc)
3 - [Recommend other activity - Excuse engine] bad running conditions (precip most of day, t-storms likely, or other bad factors)
2 - [Running not recommended - Excuse engine] thunderstorms throughout day or other severe alerts
1 - [Do not run outside] severe conditions (dangerous wind, storms, hail, lightning or other) for large window of time"

Chris: "Here are a few forecasts of the Leisure Travel index (3rd column from the end). The more I look at it the more I think we may have to only tweak it. It does a good job of factoring in cloud cover - it seems - which is huge for running. It looks like we have this data hourly which is great. If we tweak, we may have to slightly lower the hotter temps and raise the lower temps. If, however, someone is running 1-3 miles, this might be perfect. I was talking to new runner who told me they "had" to go running the other day because the weather was so awesome. I noted it was around 80 degrees and sunny that day.

In the screen where users can set/adjust their RWI factors, we should add a bubble for distance. The default would be something like "Avg Dist.1-3 miles"... Then, if users increases that to 3-5 mi or >5 mi, then we adjust the RWI scale to favor colder temps accordingly. Maybe we just make it simple - Short/Med (1-5 mi) or Long (over 5 mi) and adjust the RWI only for the Long runner. Making it a broad scale would also be good for folks who run different distances often 2, 3, 5 miles in a week.

If its not too late and you guys agree - lets add that to the RWI adjustment screen".

ROB "Ultimately, our recommendation engine is going to have to iterate as we start to understand the full problem domain.

re: *"Take 7 day forecast and calculate RWI for each day, scored on wx conditions forecasted on those days. (over time, the RWI would become your personal RWI by over-weighting certain conditions based on learning)."*
We're going to need to start considering what goes into the RWI. I'm not talking about the exact calculation, but rather the individual pieces that we think will make it up. My worry here is that we may have the data, but the data may not be as granular or may not change often enough as we believe. This may significantly impact feasibility-- if, for example, our information is only really useful at the whole day level that will of necessity drive our focus.

re: *"See below for proposed logic on the run windows - Rob pls chime in"*
See my above for concerns with longer term hourly windows.

I'm thinking things are more like this (assuming a 15mi run goal and checking at 6am this morning)
`"Your RunCast is Today: 3mi run this morning; Tomorrow: 3mi run in the evening; Sat: 5mi Run; Sun: rest, Mon: 4mi run"` *`[Note: monday is included because we don't recommend sunday]`*

This is a "rolling" recommendation, so that if you didn't actually run this morning, checking it at say 10am today would result in:
`"Your RunCast is Today: 3mi run this evening; Tomorrow: 3mi run in the evening; Sat: 5mi Run; Sun: rest, Mon: 4mi run"` *`[Note: monday is included because we don't recommend sunday]`*

and checking again at 8pm today:
`"Your RunCast is Tomorrow: 3mi run in the evening; Sat: 5mi Run; Sun: rest, Mon: 4mi run; Tue: bad day; Wed: 3mi run"` *`[Note: monday is included because we don't recommend sunday, and wednesday because we skipped tuesday due to badness]`*

and finally checking Tomorrow at 8pm today:
`"Your RunCast is Today: 3mi run in the evening; Tomorrow: 4mi Run in the morning; Sun: rest, Mon: 4mi run; Tue: bad day; Wed: 4mi run"` *`[Note: tuesday is included because we don't recommend sunday, and wednesday because we skipped tuesday due to badness; additionally now we have more visibility into saturday, so we recommended changing the run from 5mi to 4mi and shifted the difference around]`*

All of this is kind of nebulous-- presumably we'd need to know the user's average pace to determine how long they would take to perform a run in a given time period and correlate that time period with each hourly/daily RWI calculation."