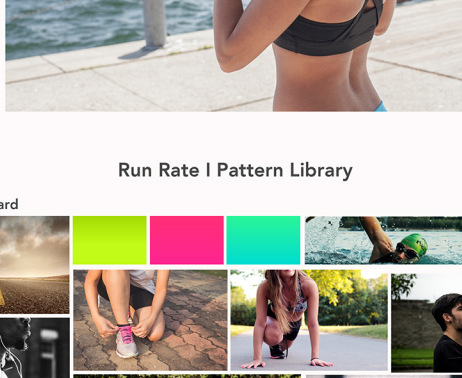
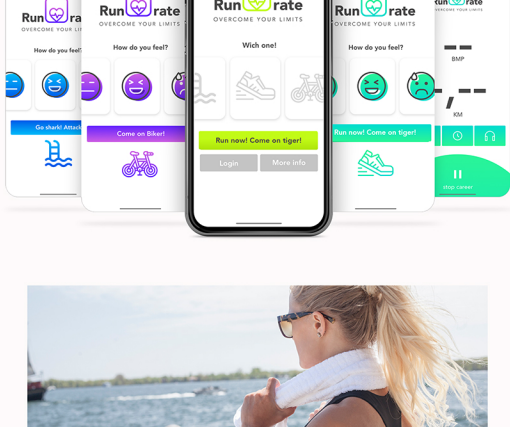


Run rate

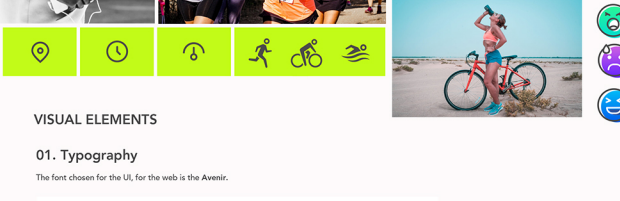
OVERCOME YOUR LIMITS

With Run rate, I was thinking about an application that controls my heartbeat. An App that includes sensations, races goals and music. The latter one stimulating us, will make us reach that goal.



Run Rate | Pattern Library

Mood board



VISUAL ELEMENTS

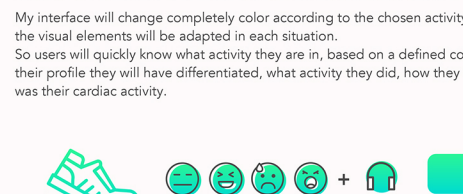
01. Typography

The font chosen for the UI, for the web is the Avenir.

TYPE	EXAMPLE	FONT	FONT SIZE	LINE HEIGHT
Heading 1	ABCabc	Avenir Heavy	36px	48px
Heading 2	ABCabc	Avenir Medium	30px	40px
Heading 3	ABCabc	Avenir Roman	24px	34px
Paragraph	ABCabc	Avenir Roman	14px	20px

02. Colours

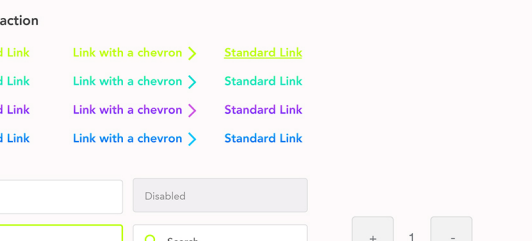
Button Behavior Examples



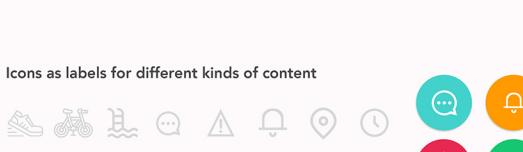
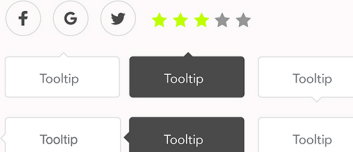
Changes to the overall UI in order to focus on one particular element

My interface will change completely color according to the chosen activity. With which the visual elements will be adapted in each situation.

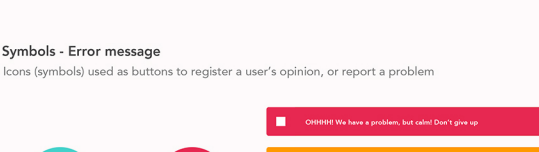
So users will quickly know what activity they are in, based on a defined color. And in their profile they will have differentiated, what activity they did, how they felt and how was their cardiac activity.



Call to action

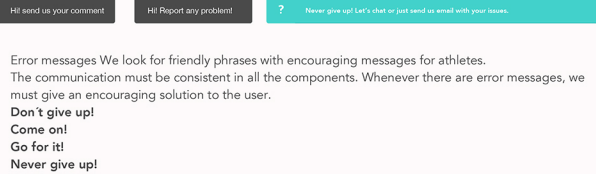


Icons as labels for different kinds of content



Symbols - Error message

Icons (symbols) used as buttons to register a user's opinion, or report a problem



Error messages We look for friendly phrases with encouraging messages for athletes.

The communication must be consistent in all the components. Whenever there are error messages, we must give an encouraging solution to the user.

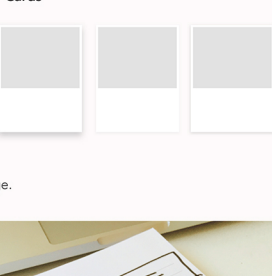
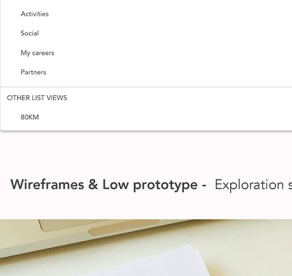
Don't give up!

Come on!

Go for it!

Never give up!

State changes or cues when you hover over an element



Wireframes & Low prototype - Exploration stage.



Function

Screen 1

Choose the activity

Start without login

Login

More info

Screen 2

BMP

KM

Activity Map

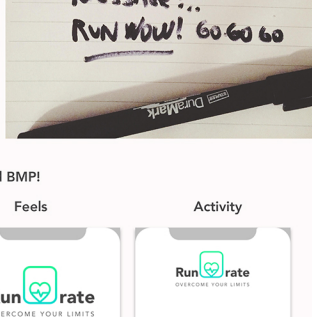
Time

Music

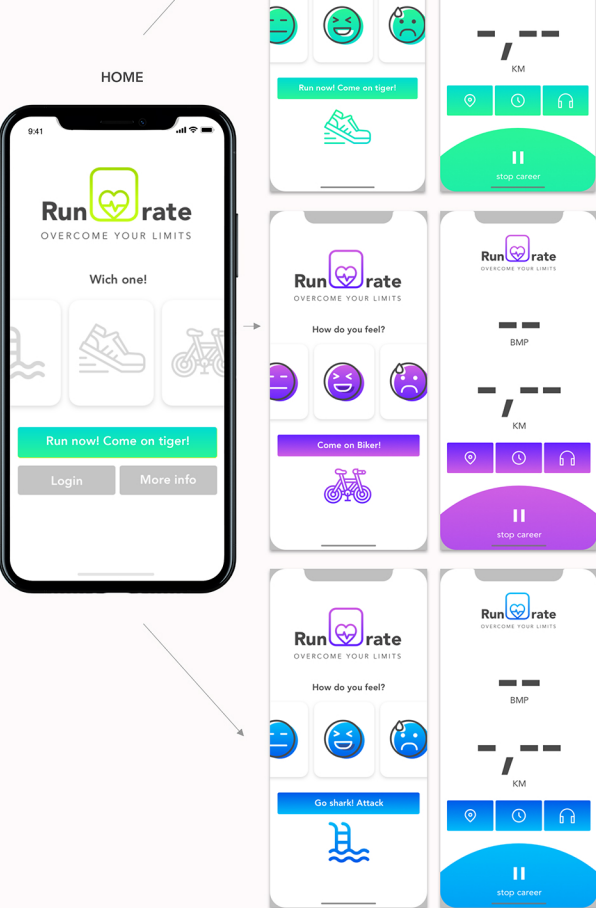
Friendly message

Run now!

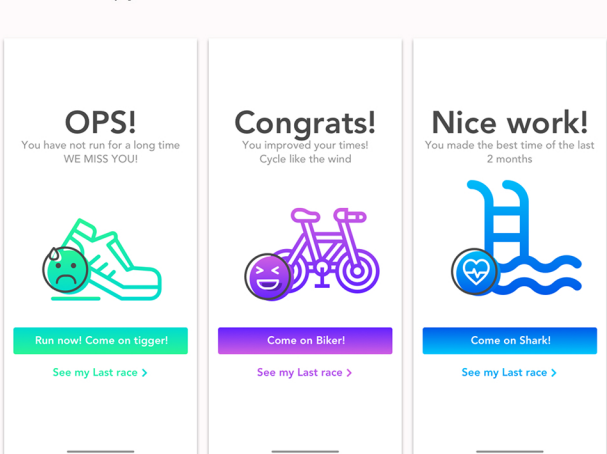
Come on tiger!



My APP - work in progress: Activity, Feels and BMP!



Bonus track! Empty states



THANKS! 🙌