



runerra

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WHAT?

Runerra is a community marketplace that connects those already at the store with people nearby who need something. Individuals can share their location or errand with others in their communities in order to digitize the “I’m at the store, do you need anything?” conversation. Those who need groceries or other items can request them and avoid delivery fees by jumping on an existing run. Runerra’s vision is to challenge the traditional delivery model while encouraging individuals to form new friendships, strengthening connections within communities, and empowering local business to connect with new and loyal patrons.

GOALS

Create annotated wireframes that will be effective in bettering a users experience on Runerra based on empirical research.

METHODS

Competitive Audit-

Used to compare Runerra with compare-itors such as Ritual.

Stakeholder Interview-

An overview on Runerra from its creators gave the UX team valuable insights to move forward with in.

Journey Map-

Journey Maps give us an empathetic perspective for the user. We recreate their experiences using the app to find their pain points and the apps shortcomings

Kano Analysis-

We sent out a design survey to practitioners in the UX space and current Runerra users. We recieved mostly quantitative feedback on features we proposed. We analyzed and synthesized the numbers to highlight what the users and potential users valued most, expect, and required of the app.

Annotated Wireframes-

Featured in this presentation, wireframes built based off hand sketches represent ideation of what your users will want and what might better attract and retain future users.



Runerra Runner's Journey Map



Scenario: John is a 27 year old who works for a marketing agency and lives with a group of friends. On his way home from work he hears about an app which allows you to do run errands for other people in exchange they will run errands for you when you need the help. John downloads Runerra and gives it a try. He gets his first request from Sarah.

Goals:

- Post a favor
- Shop for items
- Handoff items to buyer

Onboard

- Creates account with Runerra
- Signup for Strips and get verification code to receive reimbursements

Post a shared run

- Selects a retailer to start a run
- Sets monetary value for favor requests
- Waits for favor requests

Receive favor request

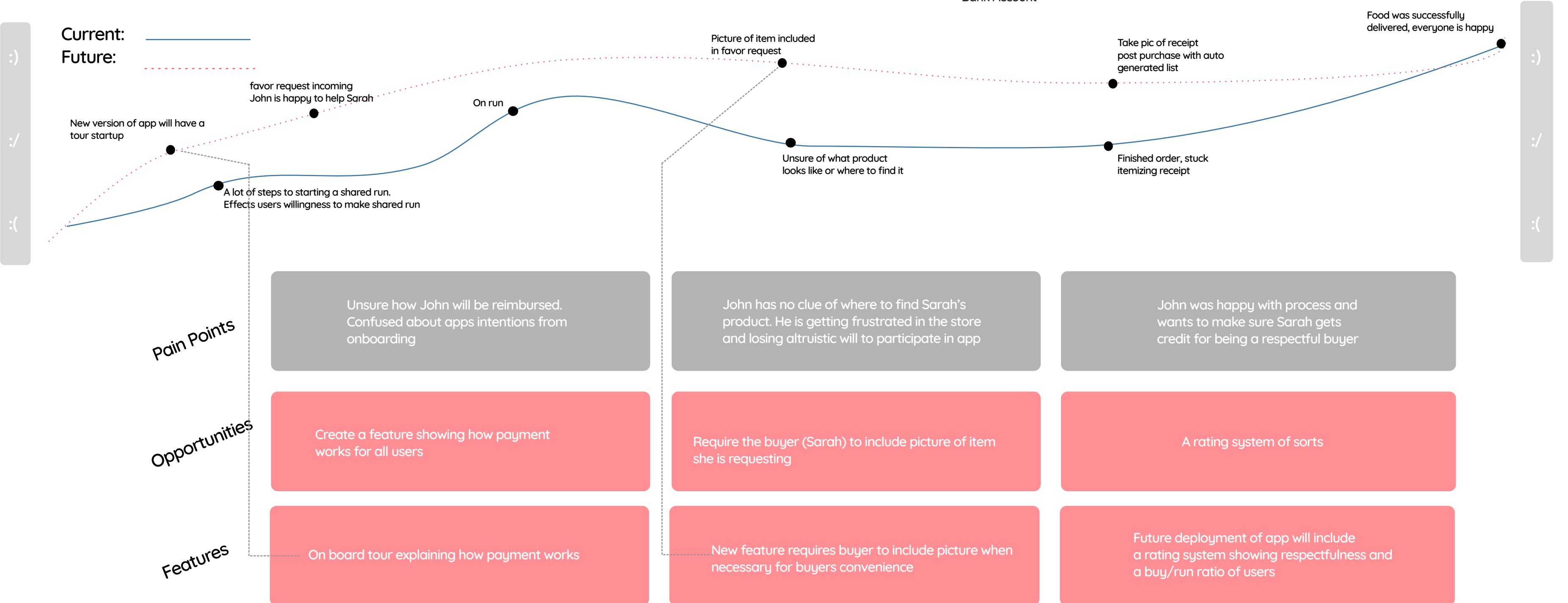
- Relieves favor from Sarah to get toothpaste
- Accepts Sarah's request with a \$10 limit

Shop

- Looking for his own items at retailer
- Looks for Sarah's items
- Makes multiple purchases and itemizes receipts in store
- Money gets deposited directly to John's Bank Account

Deliver

- Delivers Sarah's items to her house on his way home
- Sit's down at desk, Sarah comes by John's desk and picks up her burrito





Buyer's Journey Map



Scenario: Sarah is overwhelmed with work and family. She needs toothpaste from the store, but doesn't have any time to get there. She downloads Runerra searches for a shared run posting, and finds John's post.

Goals:

- Find a shared run
- Ask for a favor
- Receive burrito

Onboard

- Opens Runerra and creates an account

Searches for shared run

- Looks within community for posted shared runs
- Finds John's post, but unsure how credible or safe he is

Sends favor request

- Requests favor from John for tube of toothpaste
- Doesn't know how money is reallocated after transaction
- Unsure if John knows what toothpaste to get

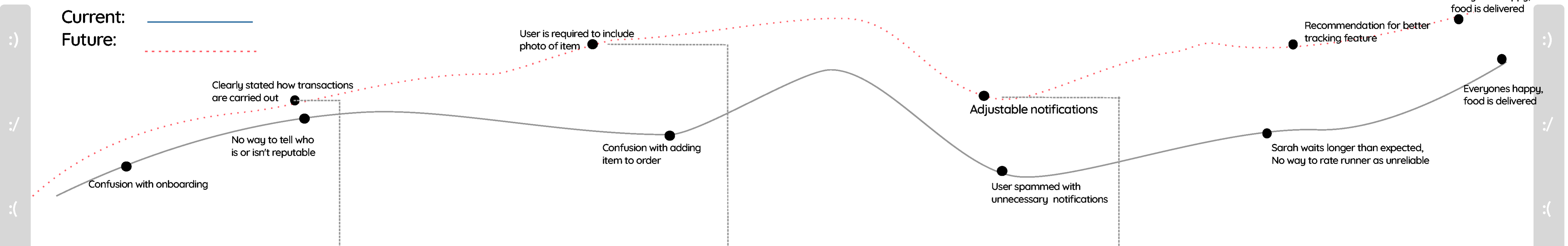
Waits for delivery

- Waits for John to get toothpaste from store
- Tracks John's progress through app to get an idea of when to expect item drop-off

Delivery

- Sarah finds toothpaste in a Target bag at her front door

Current: _____
Future: - - - - -



Pain Points

Uncertainty of who is buying items and how long it might take. Uncertain buyer will find the right items because items are not listed in app and have to be manually entered

Unsure what stores are available on Runerra. No favorites or recents for ease of use. No "popular" or "often" option to get a sense of where runners are usually going

Too many notifications. Users are overwhelmed and feel too involved in the runners process

Opportunities

Sync contacts with onboarding to see which work and personal friends might be using the app creating a trusting and comforting experience.

Include receipt with final purchase create more trust and holds runners accountable

Add notification settings

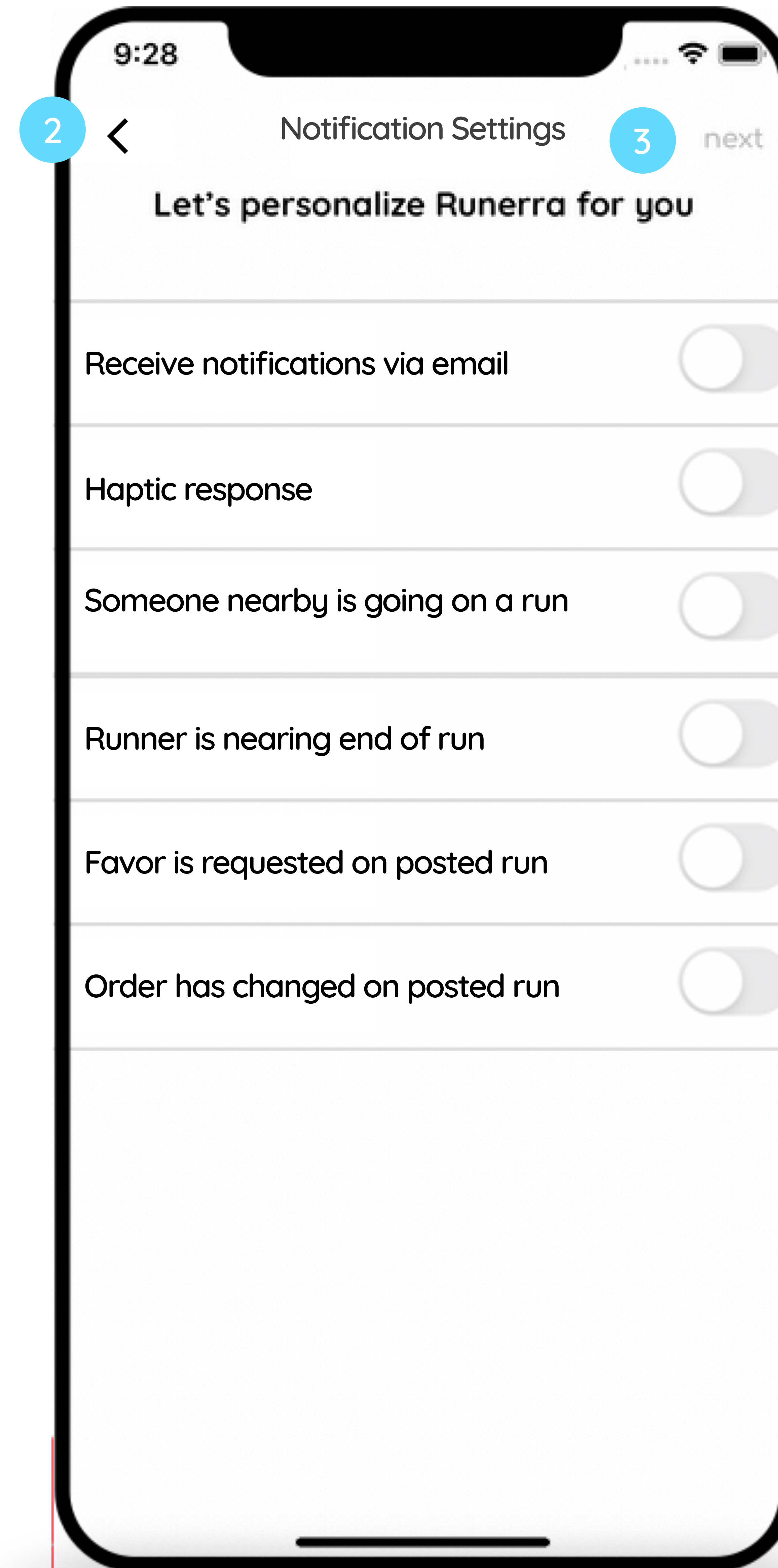
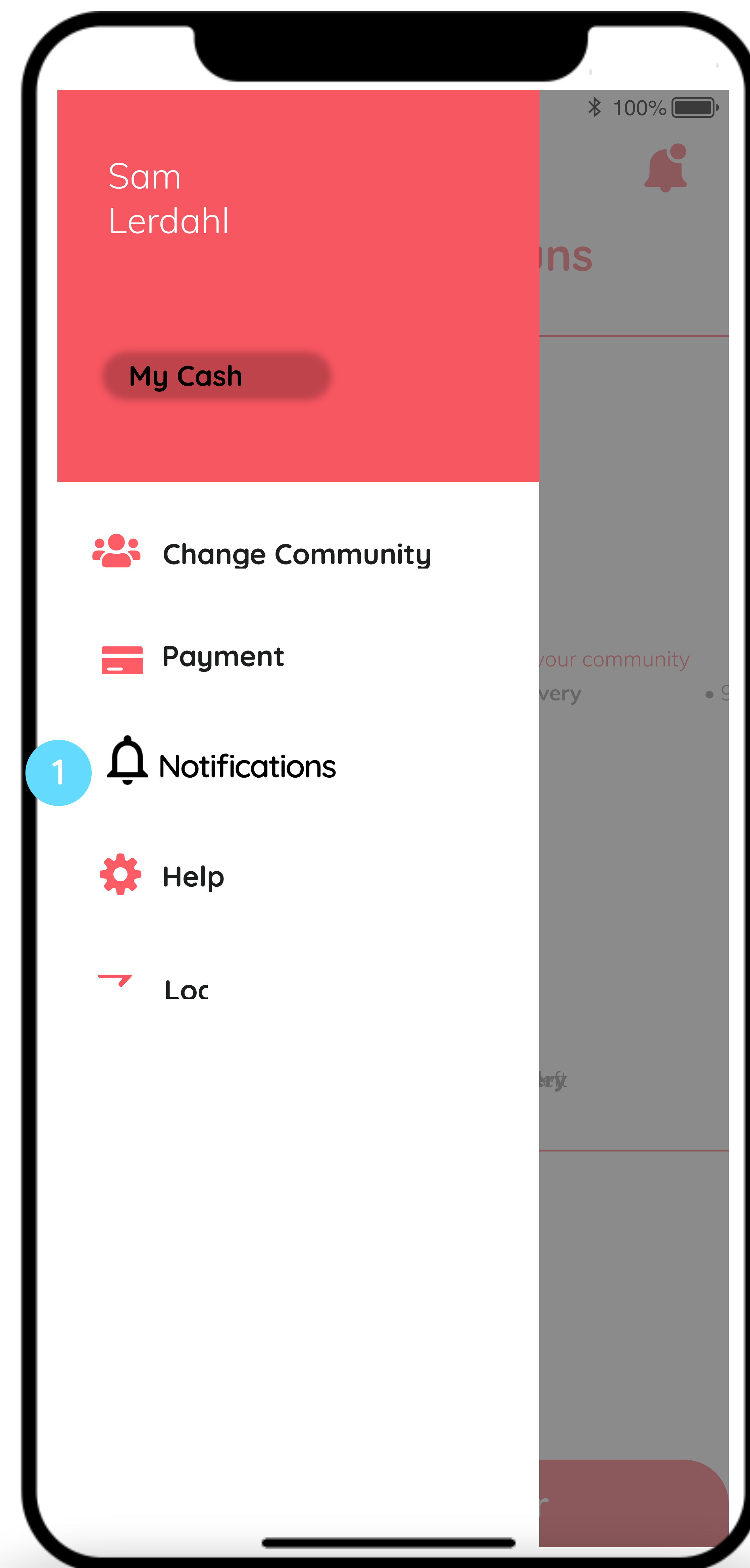
Features

Guided tour for how payment is processed. feature will give user more trust in requesting favors from strangers.

Sarah must add a photo of the toothpaste she wants so runners spend less time looking for buyers items

Notification settings have been added to control how many notifications and what type of notifications users are receiving

Annotations



1 Added notifications widget in the main menu. This will lead users to a page where they can customize their notifications

2 Back button functionality so users can navigate back and forth between pages

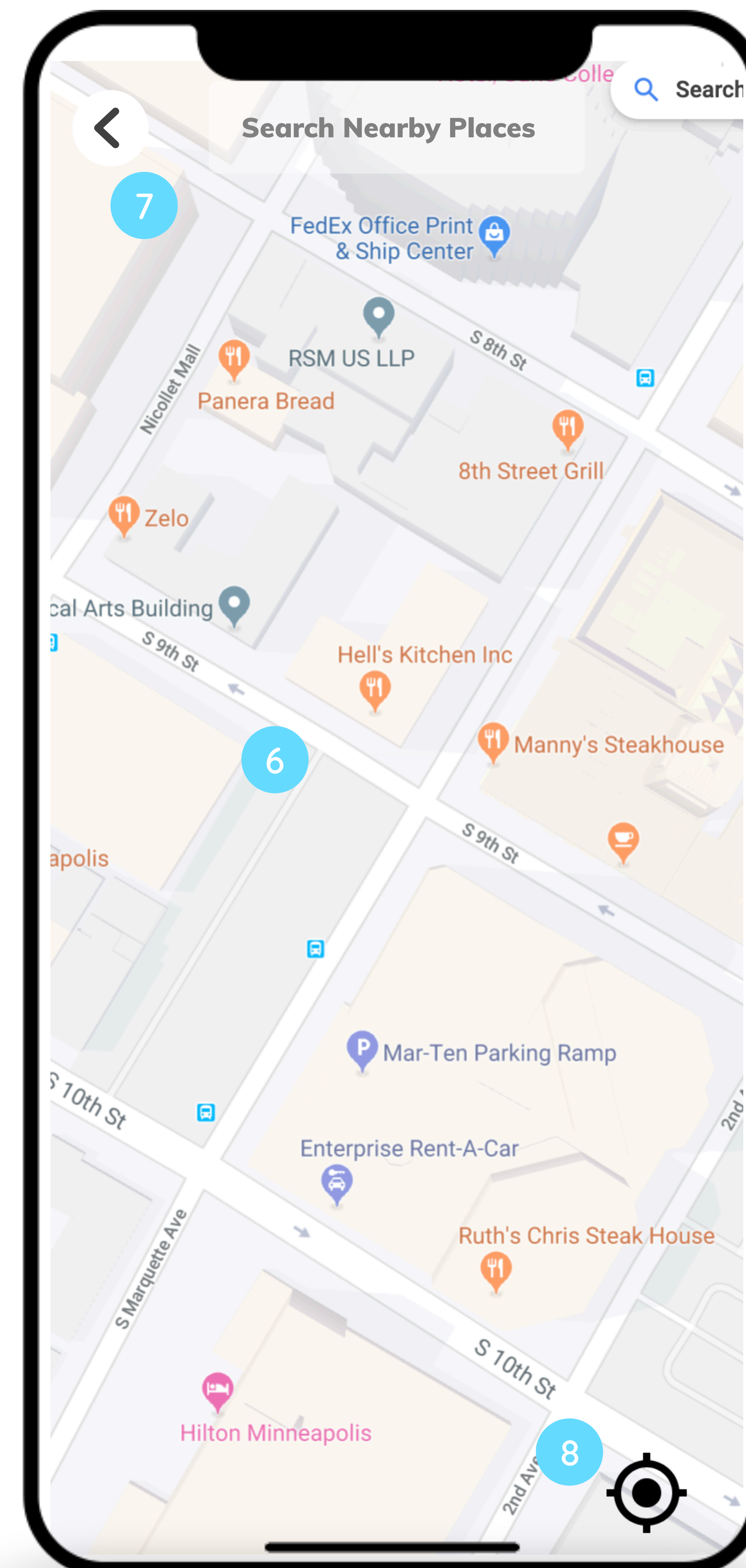
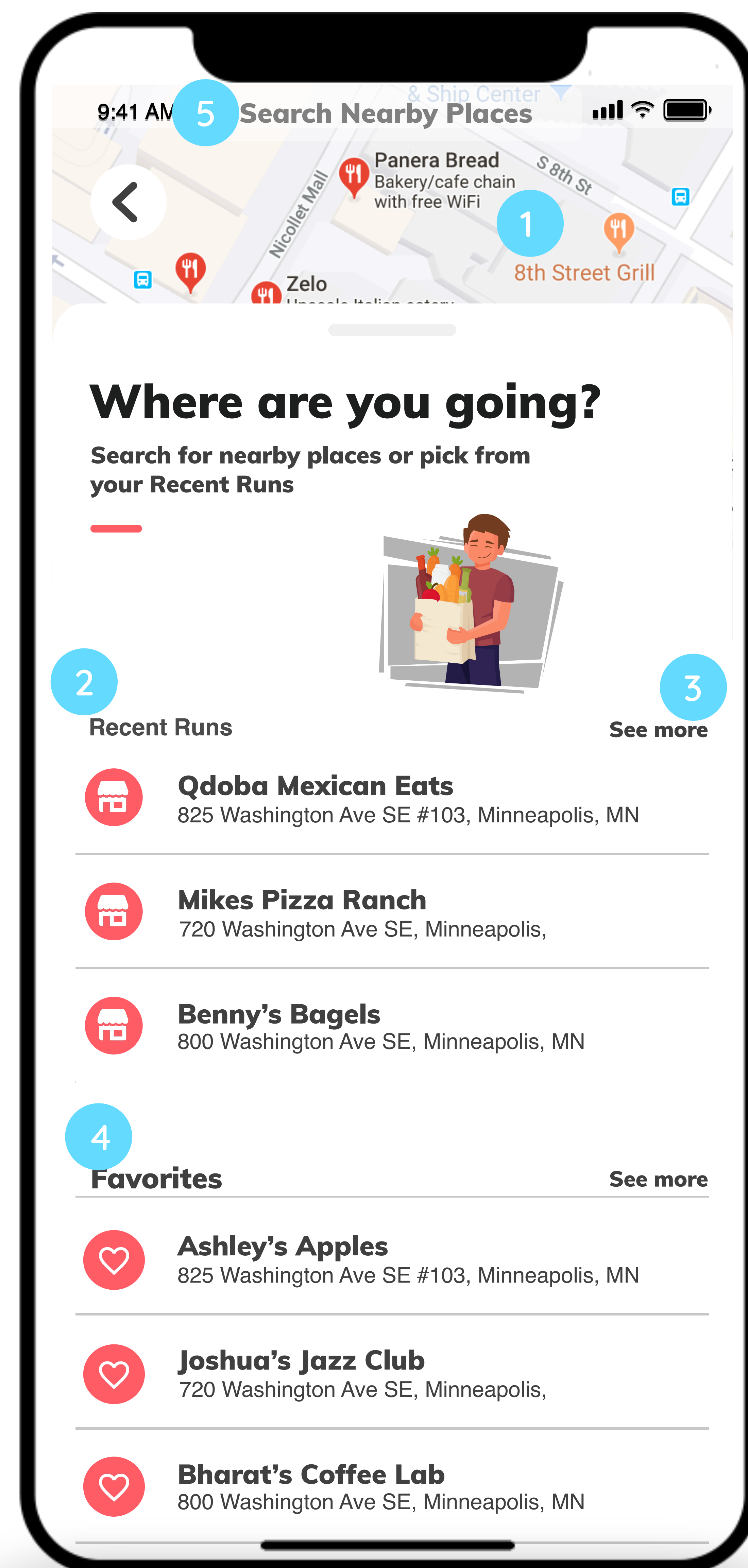
3 Changed name of page to "notification settings". Users will have feedback from the page and know where they are

4 Toggle buttons to turn on the notifications

5 Overall notifications are responsive to main features on the Runerra

Budget: S

Annotations



1 Map is added to the background instead of a pink background. This feature allows users to swipe down from "Where are you going?", favorites, and recents.

2 Recent Runs is in the same place

3 Users can "see more" recents and favorites by clicking either "see more" widget. This keeps the most recent items at the top without forgetting about past items.

4 A favorites section is added below recents. Favorites is below recents because they may be places less traveled to by runners. This might be a place a user might get notified of when a runner is making a trip there.

5 Search bar was moved from middle of the screen to top of the screen. This will keep the search bar in the same place when users swipe down for map view

6 Map view provided by Apple

7 A back button to get back to recents and favorites

8 Recenter widget. Will recenter to your location

Budget: M

Design Rules

Colors

The following are the colors that are available to use in the Runerra app. The hex codes are defined in `src/styles/StyleConstants.ts`. These colors should be applied by accessing `AppStyles.Colors.[colorName]`.

Hex codes should not be called elsewhere in the app.

 darkGrey #404040	 redRunerra #FF5C66
 mediumGrey #898888	 redDisabledRunerra #FF8D98
 mediumLightGrey 25% Opacity #898888	 yellowRunerra #FEC525
 lightGrey 10% Opacity #898888	 yellowDisabledRunerra #FFDD88
 purpleRunerra #622D91	 blueRunerra #0099D1
 purpleDisabledRunerra #AF9AC2	 blueDisabledRunerra #61C9E5

Heading 1 (H1)

Heading 2 (H2)

Heading 2 Alternate

Heading 3 (h3)

Heading 3 Colored

Heading 3 Alternate

Heading 3 Alternate Bold

Heading 4 (h4)

Heading Icon (hIcon)

Body (body)

Body Bold (bodyBold)

Body Bold (bodyBold)

Body Bold (bodyBold)