

Outdoor Fitness Magazine: Mobile Site

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The Magazine

- Launched 2011, UK bimonthly
- Activities: Track, Swimming, Triathlon, Kayak, Mountain Bike
- Content: Training routines, nutrition, success stories, events, injuries, gear

The Magazine



The Magazine's Target Demographic

- 30-45 years old
- mostly male
- affluent
- image conscious
- competitive
- focused

Persona: Extreme User

- Not in the print edition target demographic.
- Why focus on this user case? It gives insight into new potential markets for a mobile app.

Persona: Ginny

- Ginny, 52, accountant, married, mother of three.
- Started training five years ago, inspired by Diana Nyad's going back into training, and an all-women's 10K team at her company.

Persona: Ginny (continued)

- Workout: Strength training class 3 days a week, bike ride or spin 2 days a week, a long run or bike ride on weekends.
- “If someone’s doing a race, I’ll do it with them. I love it when somebody else is inspired. But don’t get me wrong: I love the competition. I look at my time from last year and want to do it better.”

Persona: What Ginny Wants

- Event-specific information
- Injuries
- Gear

Insights

- Even older people don't read magazines much unless they're in a doctor's waiting room.
- Competition and camaraderie can co-exist.
- Users are brand-agnostic when it comes to content and community.

Insights

- The “content bucket” doesn’t matter.
- The brand doesn’t matter.
- Practical content and social engagement matter.

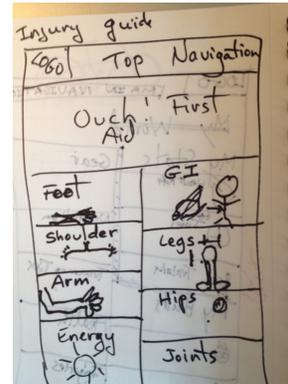
Competitors

- No other publication defines the market this way, though Runner's World and Triathlon Plus, address some of these activities.
- Fitness apps--Strava (biking), Fitocracy, Nike + Running--provide training and community information.

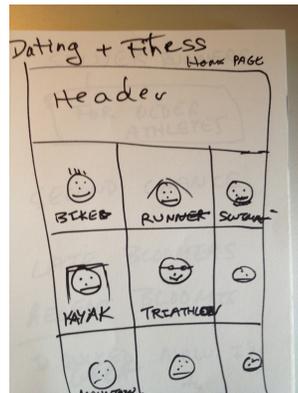
IA and Content Strategy

- Main pages: Current Issue, News, Cheering Squad, Injuries, Events, Training Routines, Gear.
- Magazine content can be repurposed for for many of these areas.
- Social component: User's "Cheering Squad" (=Facebook friends) can give feedback and cheer on other users.

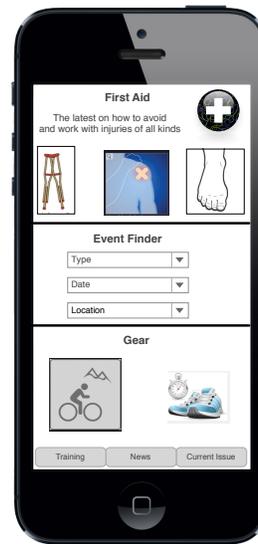
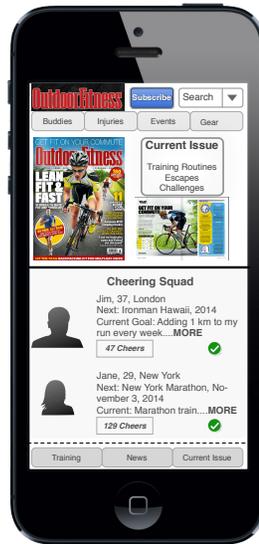
Ideas



More Ideas



Homepage



Buddies and Cheering

