RUNTASTIC

RFTO PRODUCT CHECK-IN

USER FLOW
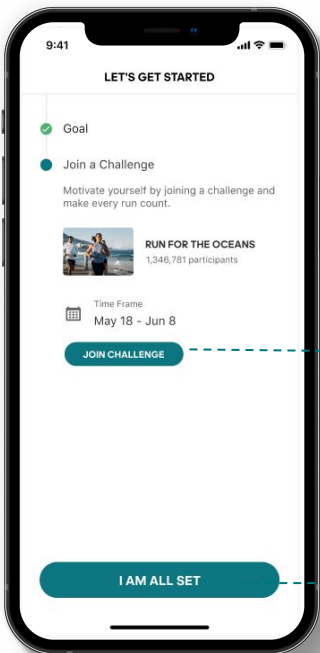# RFTO 2021

REGISTRATION FLOW

App store

Login screen

Registration screen

Terms & Conditions screen

Marketing Consent screen
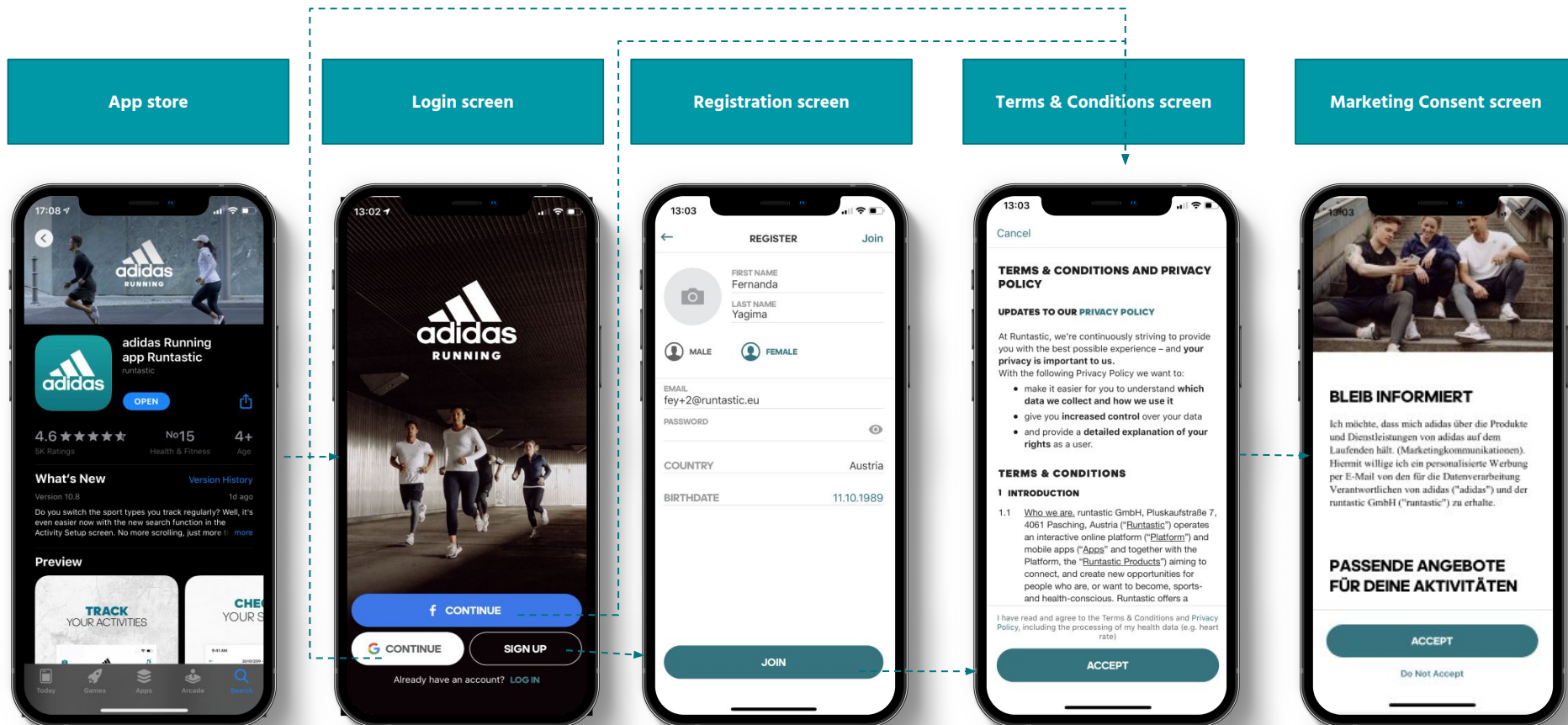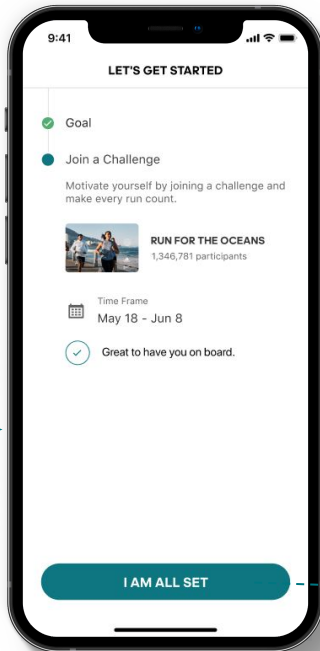
GET-STARTED SCREEN

New User

First screen after registration flow
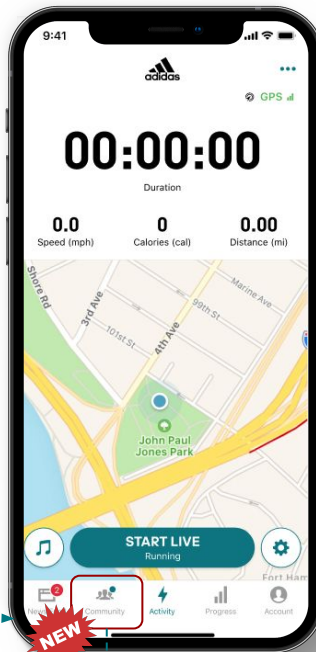
New User
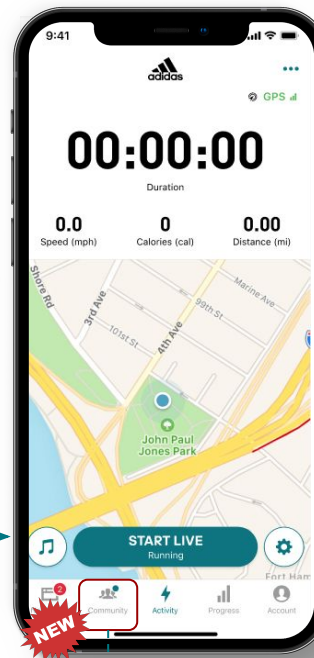
Joined the challenge

New User as Challenge Participant
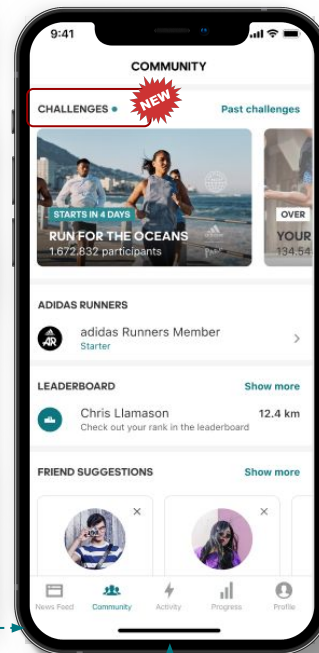
Onboarding to the Community Tab

New User

Lead to Community Tab to learn more about the challenge

All New users
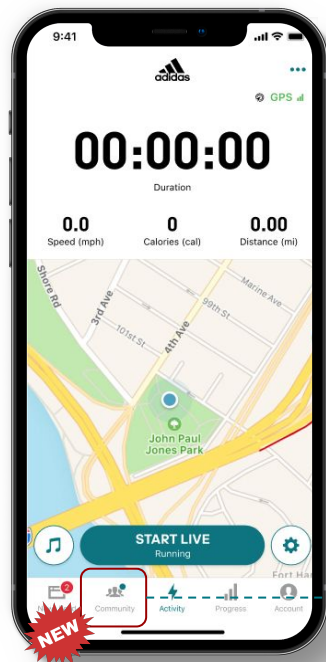
Onboarding to the Challenges section
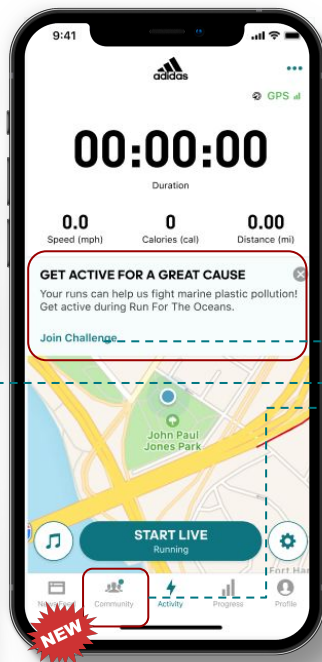
NEW CHALLENGE AVAILABLE

Existing user

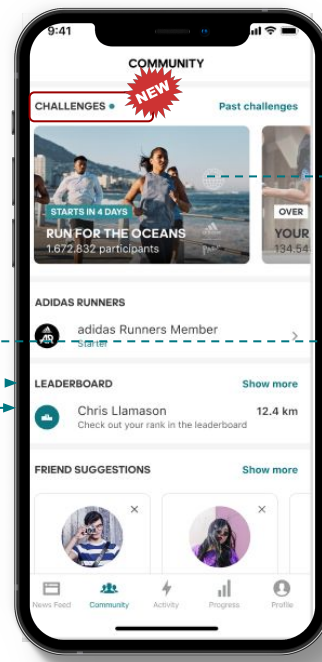Indicator that there is something new to discover on the Community Tab*

Existing churn user

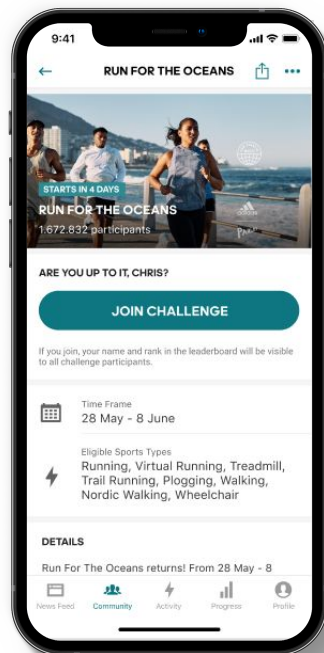Indicator that there is something new to discover on the Community Tab*

Existing user

Indicator that there is something new to discover in the Challenge section - RFTO is the first challenge in the list*

CHALLENGE DETAILS SCREEN

CHALLENGE DETAILS SCREEN

Non-Creators Club User

Creators Club User

May 18 - May 28

Creators Club User

May 28 - June 8

CHALLENGE JOIN

User

Challenge Details

GROUPS LEADERBOARD
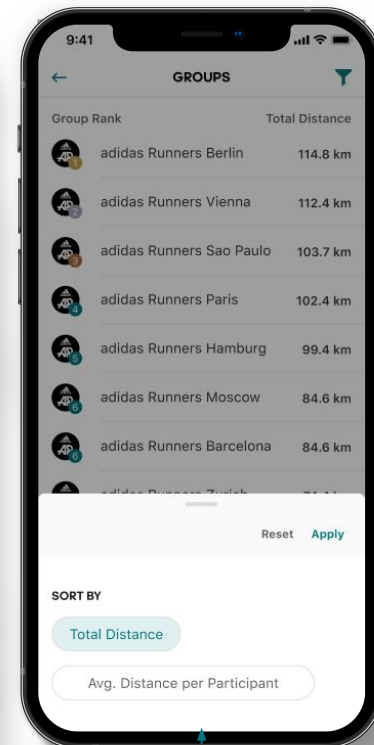

Challenge Details

Groups Leaderboard

Groups Details
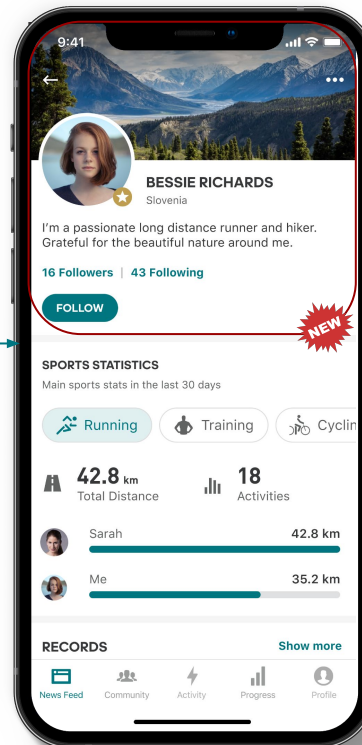
Leaderboard Filters
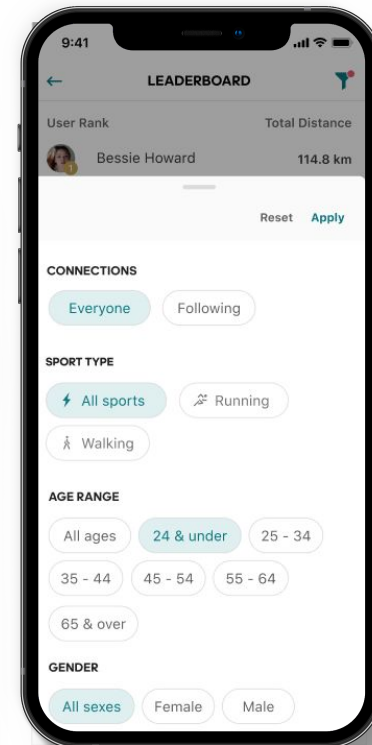
PARTICIPANTS LEADERBOARD

Challenge Details

RUN FOR THE OCEANS	

ENDS IN 9 DAYS
RUN FOR THE OCEANS
350.678 participants

GO, GO, GO LORENZO

We've achieved   You contributed
1,335,781 km   **0,0** km

GET STARTED

LEADERBOARDS

Participants
See how you match up

Groups
How the groups are performing

Countries
How the countries are performing

SPREAD THE WORD
Invite other people to the challenge and compete with them to be ahead in the leaderboard.

Participants Leaderboard

LEADERBOARD

User Rank	Total Distance
1 Bessie Howard	114.8 km
2 Bessie Richards	112.4 km
3 Jacob Nguyen	103.7 km
4 Zack Steward	102.4 km
5 Norma Black	99.4 km
6 Regina Cooper	84.6 km
7 Julie Alexander	76.5 km
8 Scarlett Fisher	74.4 km
9 Shawn Lane	67.3 km
10 Johanna Mayer	64.3 km
246 Johanna Maria Berger	121.73 km

News Feed Progress Activity Plan Profile

User Social Profile

BESSIE RICHARDS
Slovenia

I'm a passionate long distance runner and hiker. Grateful for the beautiful nature around me.

16 Followers | **43 Following**

FOLLOW

NEW

SPORTS STATISTICS
Main sports stats in the last 30 days

Running   Training   Cycling

42.8 km   **18**
Total Distance   Activities

Sarah   42.8 km
Me   35.2 km

RECORDS   Show more

News Feed Community Activity Progress Profile

Leaderboard Filters

LEADERBOARD

User Rank	Total Distance
Bessie Howard	114.8 km

Reset   Apply

CONNECTIONS

Everyone   Following

SPORT TYPE

All sports   Running

Walking

AGE RANGE

All ages   24 & under   25 - 34

35 - 44   45 - 54   55 - 64

65 & over

GENDER

All sexes   Female   Male

COUNTRIES LEADERBOARD

Challenge Details

RUN FOR THE OCEANS

ENDS IN 9 DAYS
RUN FOR THE OCEANS
350.678 participants

GO, GO, GO LORENZO
We've achieved   You contributed
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GET STARTED

LEADERBOARDS

Participants
See how you match up

Groups
How the groups are performing

Countries
How the coutries are performing

SPREAD THE WORD
Invite other people to the challenge and compete
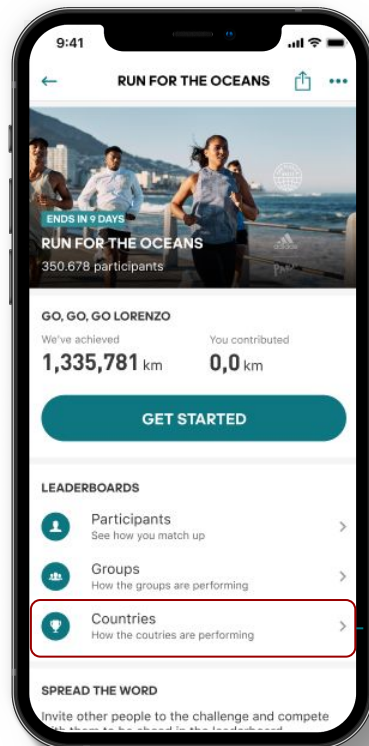
Country Leaderboard

LEADERBOARD

Country Rank		Total Distance
1	Angola	114.8 km
2	Saint Lucia	112.4 km
3	Tajikistan	103.7 km
4	Latvia	102.4 km
5	Switzerland	99.4 km
6	Mexico	84.6 km
7	Jamaica	81.7 km
8	Nigeria	74.4 km
9	Austria	67.3 km
10	Spain	64.3 km
11	France	54.3 km

News Feed   Progress   Activity   Plan   Profile

Leaderboard Filters

LEADERBOARD

Country Rank		Total Distance
1	Angola	114.8 km
2	Saint Lucia	112.4 km
3	Tajikistan	103.7 km
4	Latvia	102.4 km
5	Switzerland	99.4 km
6	Mexico	84.6 km
7	Jamaica	81.7 km

Reset   **Apply**

TIMEFRAME

Total Distance

Avg. Distance per Participant
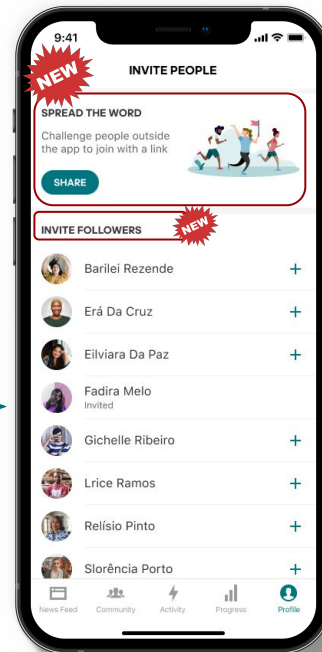
CHALLENGE INVITE

Challenge Details

User WITHOUT followers

User WITH followers
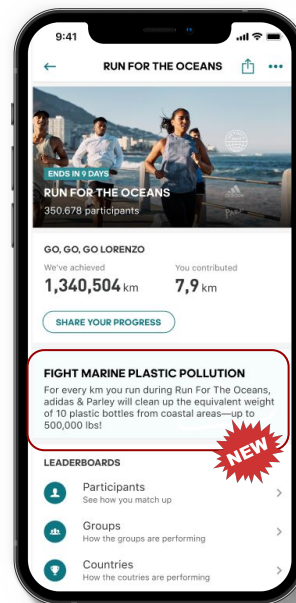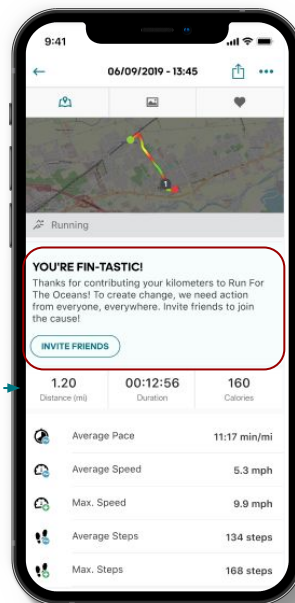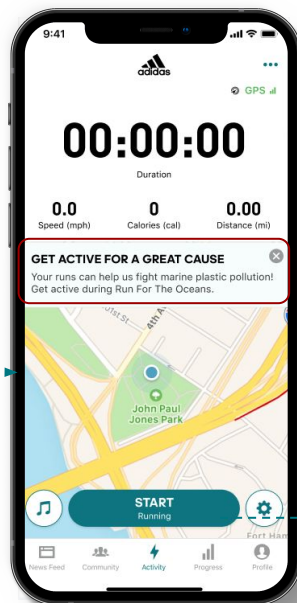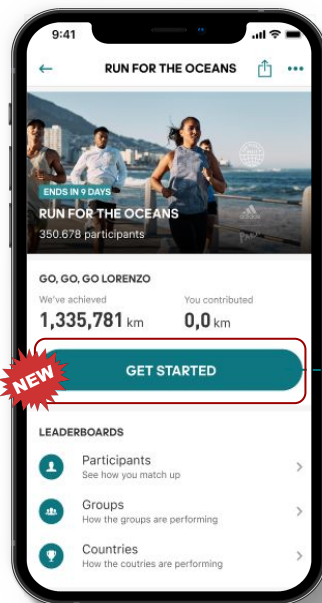
FIRST ACTIVITY TOWARDS CHALLENGE

Challenge participant, no contribution towards the challenge

Activity Tab

An eligible sport type is automatically selected

Activity finished

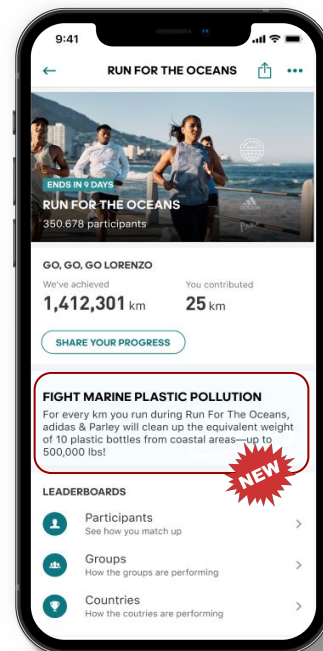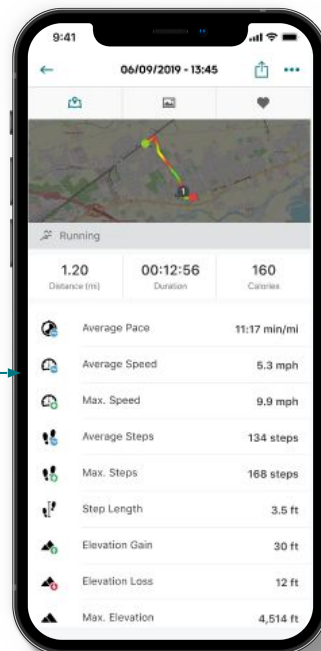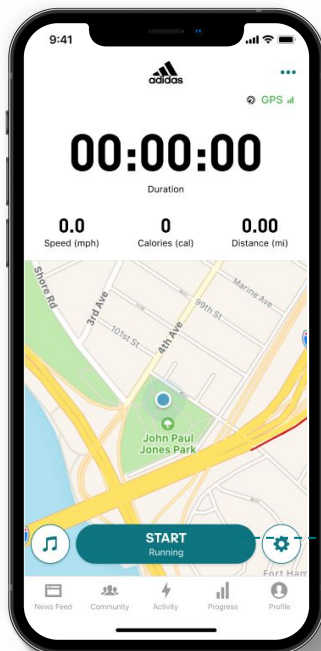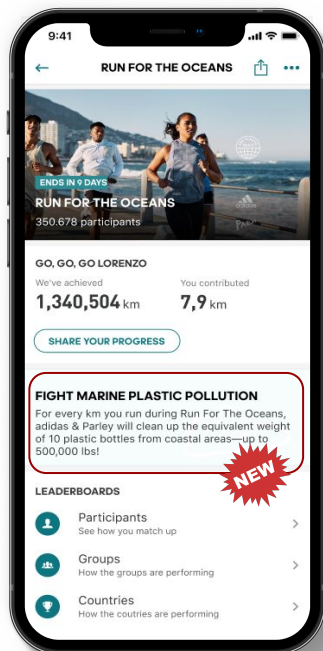Challenge participant, contribution towards the challenge

ACTIVITY TOWARDS CHALLENGE

Challenge participant, contribution towards the challenge	Activity Tab	Activity finished	Challenge participant, challenge contribution updated based on last activity

TRACKING PHASE - ADDITIONAL RFTO INCENTIVES

Progress Tab

Creators Club user
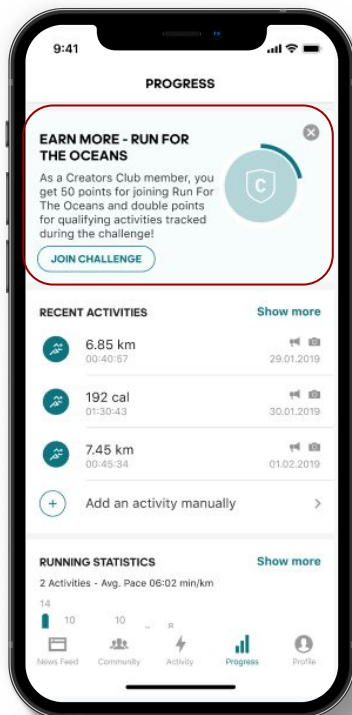
Progress Tab

adiClub member
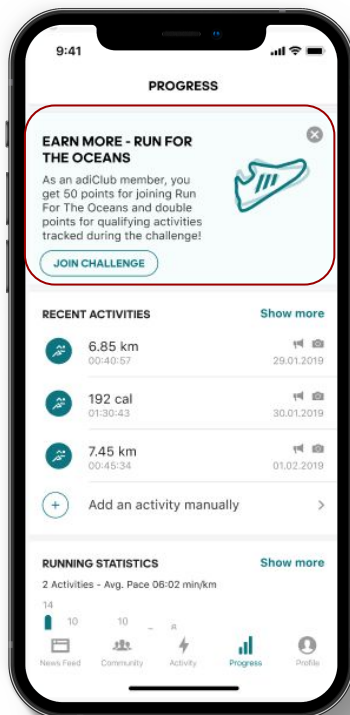
Progress Tab

All other users
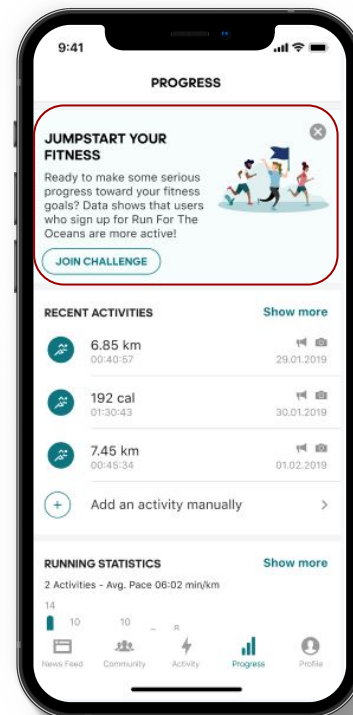
ADDITIONAL RFTO-RELATED TOUCHPOINTS
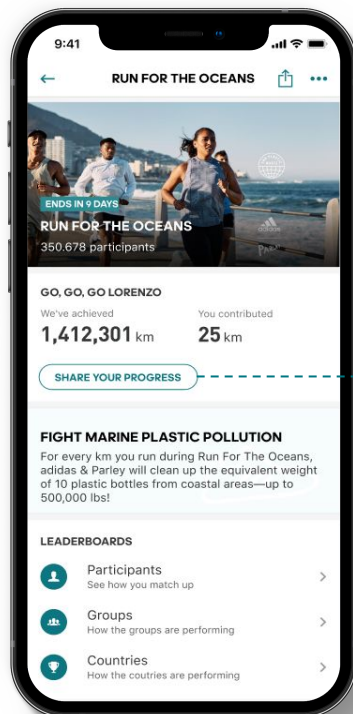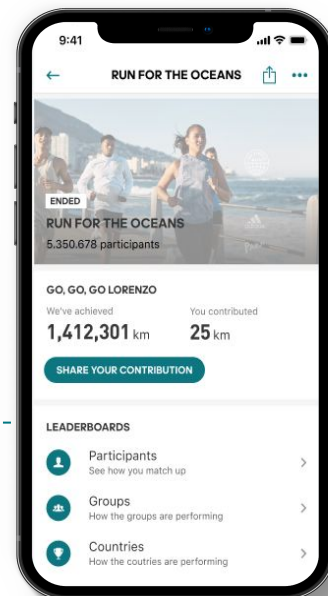

News Feed

All users who visit News Feed
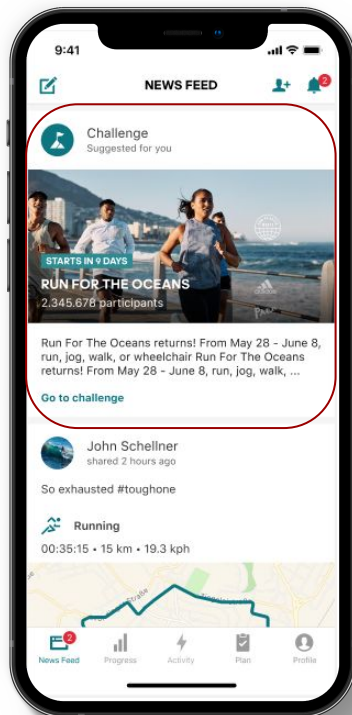
Story runs

Back to the Oceans story run on top position
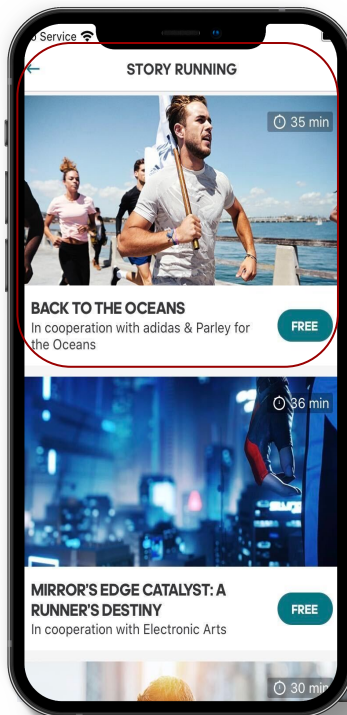
SHARE CHALLENGE CONTRIBUTION

CHALLENGE ACTIVE

Challenge participant, contribution towards the challenge
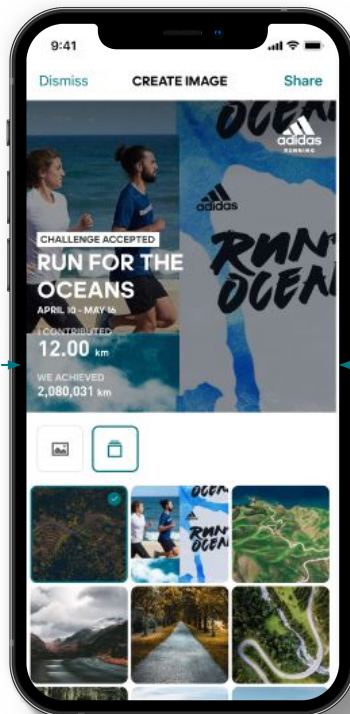
CHALLENGE ENDED

Challenge participant, contribution towards the challenge

CHALLENGE SUB-GROUPS

SUB-GROUP LEADERBOARDS

ONE OUT OF THREE DIFFERENT AVAILABLE LEADERBOARDS IN CHALLENGES

- Participants
- Country
- Groups

There are **two filters** for the Sub-Groups Leaderboard:

- <u>Total km per group</u>: taking all km into account from users who are part of the sub-group & part of the RFTO Challenge

- <u>Average km per group</u>: taking all km into account from users who are part of the sub-group & part of the RFTO Challenge divided by the total number of participants in the group & challenge

SUB-GROUP LEADERBOARDS

GROUP CREATION

GROUP CREATION

For every Group

- Image
    - optional
    - an image can be representative for that group
- Group name*
    - mandatory
    - minimum 3 characters
    - maximum 36 characters
- Group description*
    - optional
    - it is good to set a description so users understand what that group is all about
    - maximum 250 characters

* it is shown in the language it was written, regardless of the user's language in the app

RFTO Product Check-in

RUNTASTIC

TOPICS STRUCTURE

✅
COMPLETED DEVELOPMENT

🚧
CURRENT DEVELOPMENT

⏭️🧐
UP NEXT DEVELOPMENT

FOCUS TOPIC

✅
COMPLETED DEVELOPMENT

🚧
CURRENT DEVELOPMENT

⏭️🧐
UP NEXT DEVELOPMENT

INCREASE ENGAGEMENT RATE

DO FIRST ACTIVITY TOWARDS CHALLENGE

FOCUS TOPIC

✅
COMPLETED DEVELOPMENT

🚧
CURRENT DEVELOPMENT
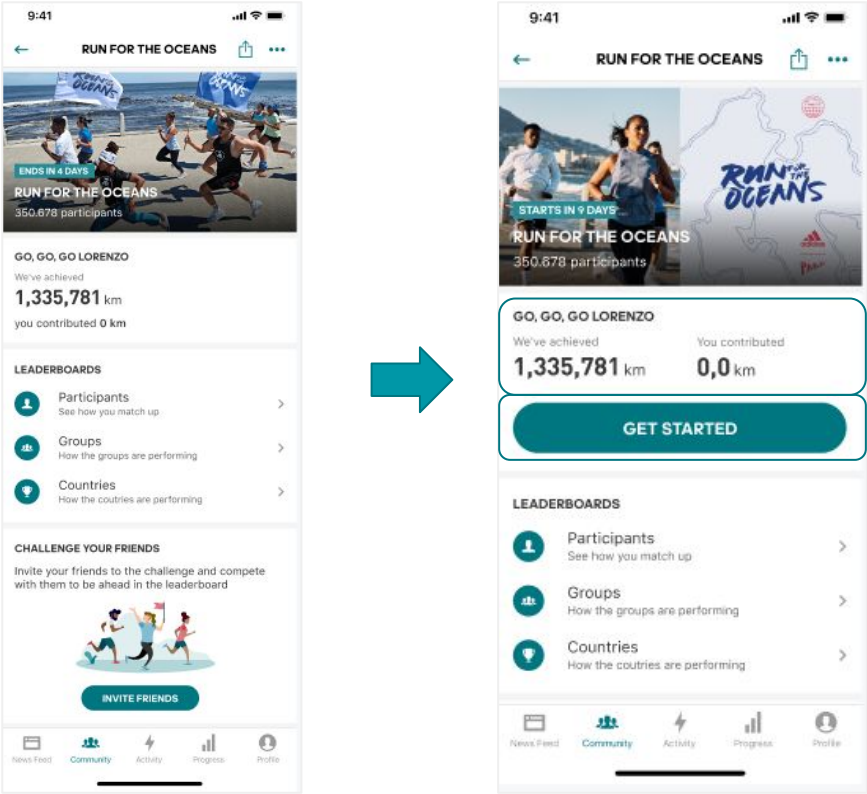
⏭️🧐
UP NEXT DEVELOPMENT

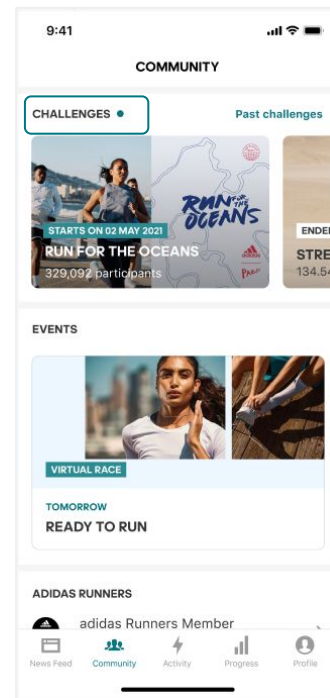# ORGANIC TRAFFIC TO COMMUNITY TAB

NOTIFICATION FOR A NEW CHALLENGE

Inform the **existing users** about a new challenge that is made available on the Community Tab.

Inform new users who joined the challenge in the Get-Started screen where they can find the challenge in the app.

ORGANIC TRAFFIC TO COMMUNITY TAB
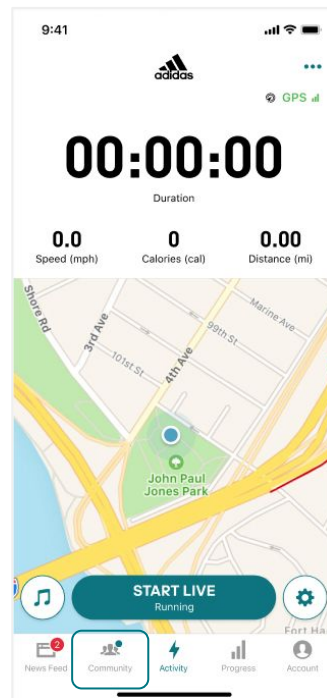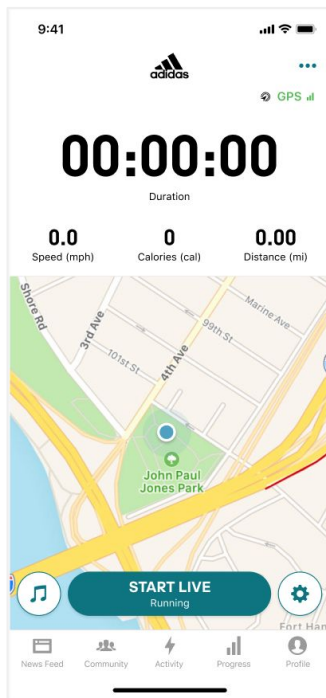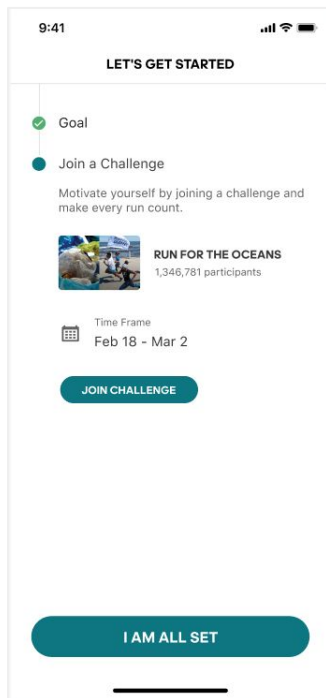
NOTIFICATION FOR A NEW CHALLENGE

RFTO Product Check-in

RUNTASTIC

TOPICS STRUCTURE

✅ **COMPLETED DEVELOPMENT**

🚧 **CURRENT DEVELOPMENT**

⏭️🧐 **UP NEXT DEVELOPMENT**

FOCUS TOPIC

✅
COMPLETED DEVELOPMENT

🚧
CURRENT DEVELOPMENT

⏭️🧐
UP NEXT DEVELOPMENT

INCREASE PARTICIPATION RATE

ILIAMS IN THE CHALLENGE DETAILS

Allow CRM a way to communicate with our users:

- Emphasize Creators Club benefits
  - Creators Club points
  - Creators Club raffle
- Emphasize the mechanics of the challenge
- Offer other commitments towards the end of the challenge

INCREASE PARTICIPATION RATE
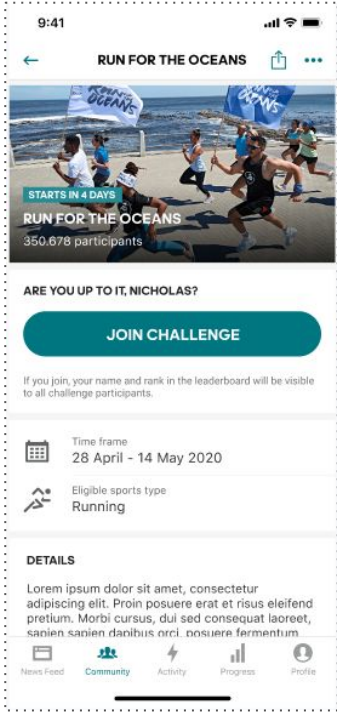
ILIAMS IN THE CHALLENGE DETAILS

FOCUS TOPIC

✅
COMPLETED DEVELOPMENT

🚧
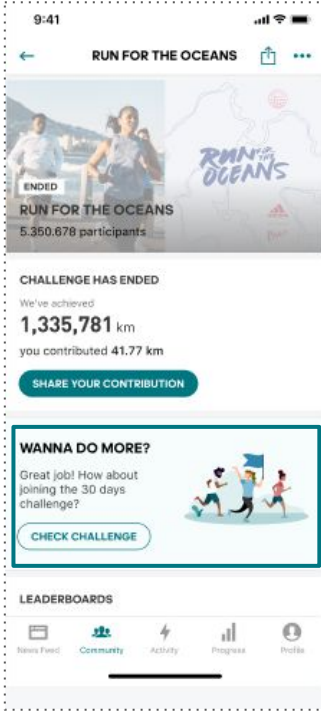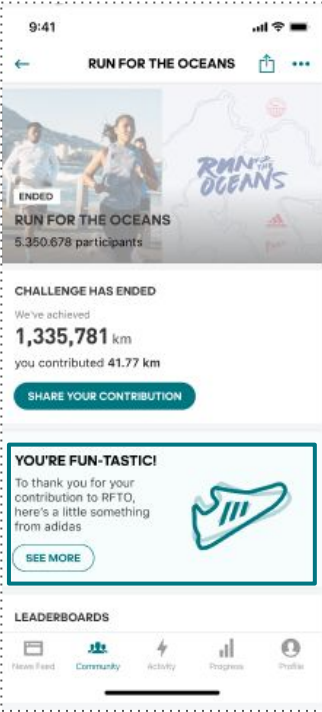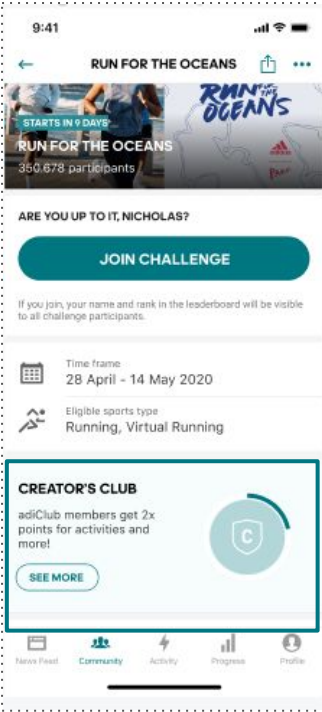**CURRENT DEVELOPMENT**

⏭️🧐
UP NEXT DEVELOPMENT

INCREASE ENGAGEMENT RATE

DO FIRST ACTIVITY TOWARDS CHALLENGE

Encourage **new and existing challenge participants** to do their **first activity**.

Encourage **active challenge participants** to **run more** for the cause.

- The collective and individual target are at the same level of importance visually
- User have a CTA to get started with the first activity
  - The first eligible sport type is selected in case the previously selected sport type is not eligible for the challenge

INCREASE ENGAGEMENT RATE

DO FIRST ACTIVITY TOWARDS CHALLENGE

FOCUS TOPIC

✅
COMPLETED DEVELOPMENT

🚧
CURRENT DEVELOPMENT
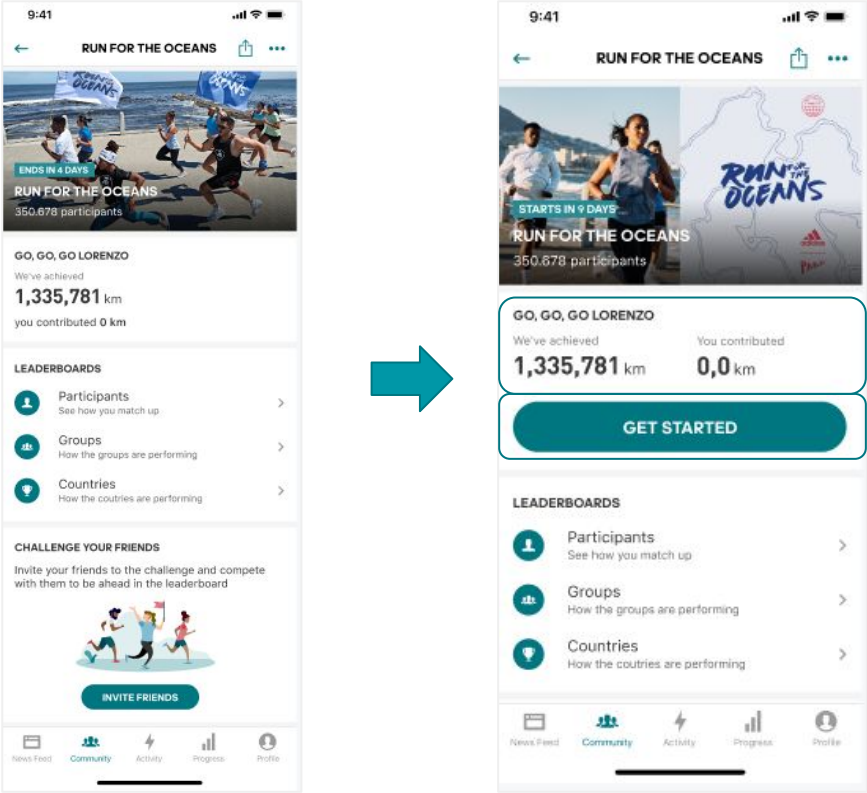
⏭️🧐
UP NEXT DEVELOPMENT
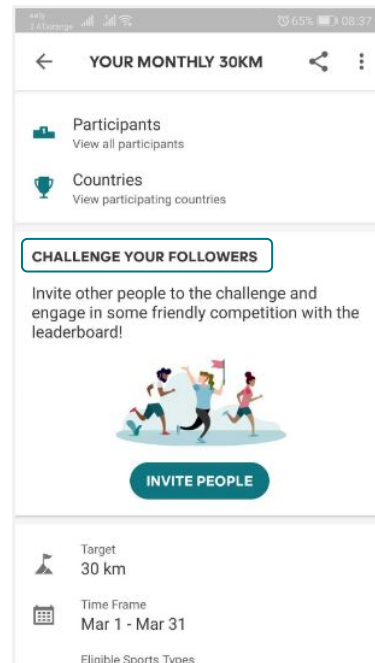
INCREASE INVITE RATE

INVITE FRIENDS & FOLLOWERS

Encourage users to invite:

- their friends outside adidas Running
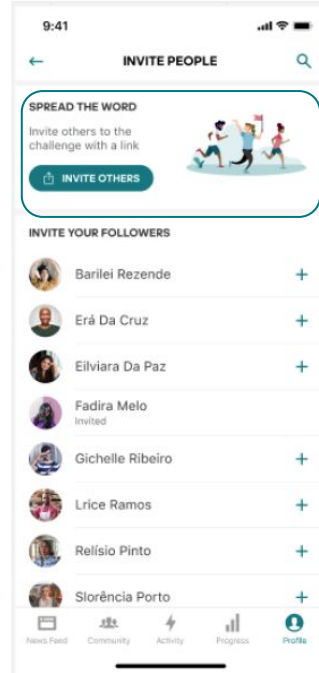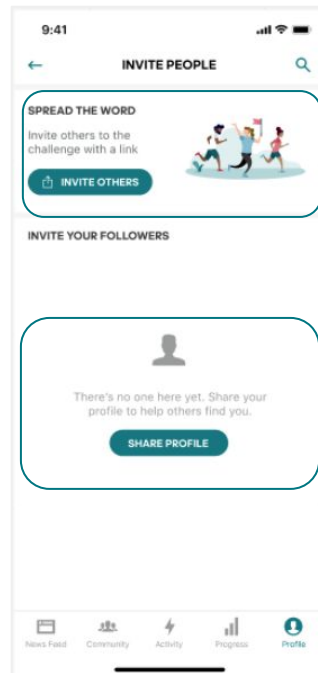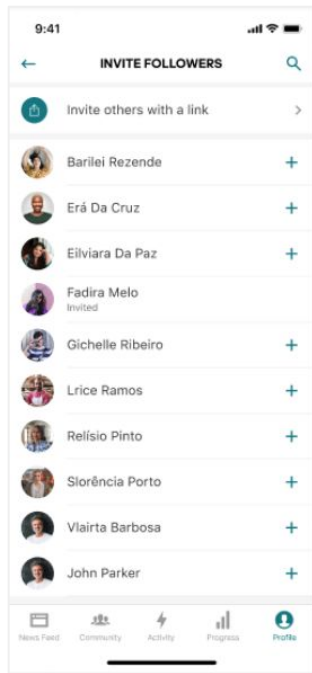
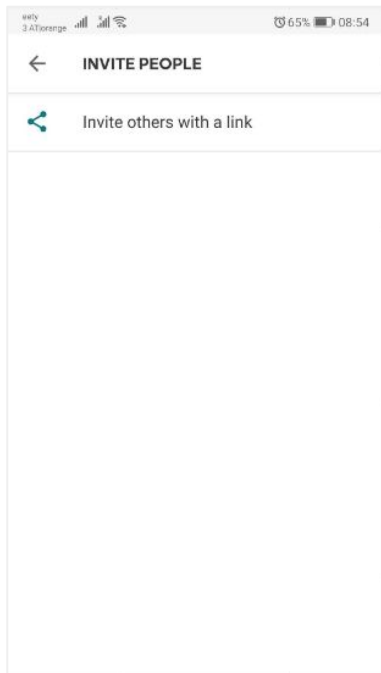- their followers from adidas Running

Encourage users to share their Social profile:

- bring more users in the app

- connect with them (follow and follow back)

- invite them to challenges

INCREASE INVITE RATE
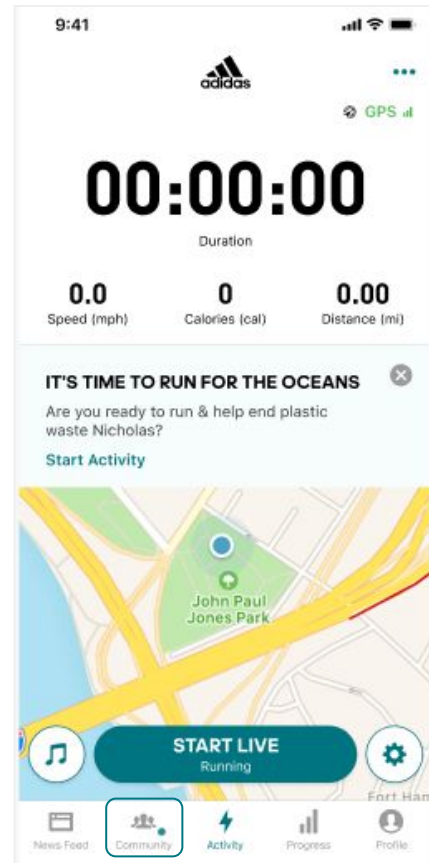## INVITE FRIENDS & FOLLOWERS

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they can find the challenge in the app.

RUNTASTIC

THANK YOU
AND HAVE A GREAT DAY