

This project starts from the author's experience and feelings of **running in the city** and the interest in **urban public facilities**. By exploring the pain points of citizens' daily running and exercising, the author has designed an **entertaining public service system** for urban runners. The core of this system is a mobile app, supplemented by a public facility hardware design (**Runbit Pavilion**). The mobile app pixelates the user's running path and, after the user finishes running, uses AI technology to generate a pixel art based on the running path. Users can go to the Runbit Pavilion to scan the code and receive the pixel art's puzzle piece drawing. Additionally, users can also receive pixel-style souvenirs of famous city landmarks after running around them. It is hoped that with the help of this system, the public's willingness to exercise and their sense of belonging as urban residents can be enhanced, and at the same time, urban culture can be promoted.

Runbit



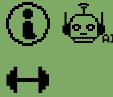
20km



2025. 12
SERVICE
UI
HARDWARE

VIDEOLINK: [HTTPS://YOUTU.BE/41-MFW9YCGM](https://youtu.be/41-MFW9YCGM)

Background

	NYC Link New York, USA	
	HootBoard Miami, USA	
	ARTofficial Adelaide, Australia	
	NOMYU Areas, Portugal	
	GymFactory Copenhagen, Denmark	
	Public Speaker Shenzhen, China	
	Shower Room Shenzhen, China	
	Body Examiner Shenzhen, China	

There are plenty of kiosks used for tourism and provide convinence for citizens, but few of them have the function of promoting city running. We can create more such public facilities that encourage it.

Case Study



Step1
Find
Terminal

Problems

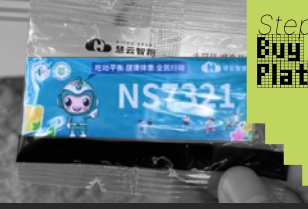
Mini-program's interface design is complicated

The functional areas are not clearly defined.



Step2
Store
Items

Template-based approach; unclear functionality; unclear target audience for runners; inadequate guidance.

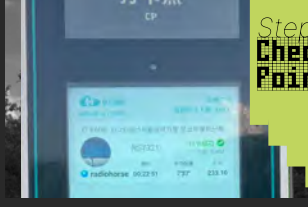


Step3
Buy
Plate

First-time claim free

Two options available

Portable



Step4
Check
Points

It charges money

Not attractive enough



Step5
Win
Award

Conclusion

The existing public running facilities lack entertainment elements and fail to motivate more citizens to participate.

Interview

Q: What are the problems you encountered during exercising



Amateur Runner 27
1-3 Times Per Week

- Lack of suitable continuous, flat and safe routes for running



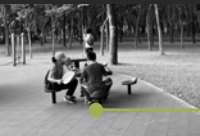
Man 43
2-3 Times Per Week

- Affected greatly by the weather
- Difficult to maintain regularity



Woman 57
4-5 Times Per Week

- Lack of instructions for use (Not Clear)
- The hygiene may not be good



Woman With Children 30

- The Lack Of Suitable Sports Facilities For Children

Conclusion



Differentiate Difficulty

Easy

Easy To Use



Provide Motivation

User Journey Map

Stages

Awareness

Preperation

Running

Post-Run

Happy

Neutral

Unhappy

Action

- Think about running nearby
- Eager to run

- Select running time
- Check gear
- Plan route

- Go to nearby places
- Try new route
- Navigate by phone
- Listening to Music

- Check running data
- Share

Pain points

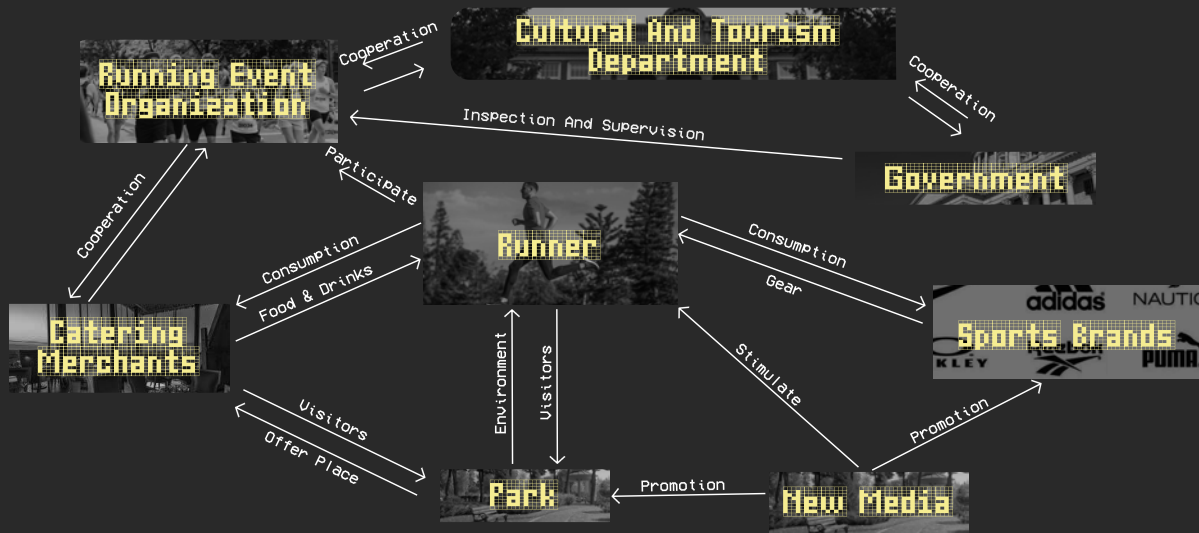
- Don't know how to start
- Don't know where to run
- Worried about persistence

- Don't know if gear is good
- Hard to arrange time

- Interrupted by traffic
- Same route is boring
- Running alone is lonely

- Feedback data not intuitive
- Aching feet and legs
- No reward

Stakeholder



Conclusion

1. **Media promotion** includes sharing behaviour between users could stimulate citizen exercising.
2. **A good design** (Environmental and Industrial) could stimulate sharing.
3. **Proper rewarding** (Pendant, Shoes, and many other products) could promote exercising and economic.
4. **City landscapes** like parks are already important part of city culture, and strongly connected with citizens' exercising.

Persona

Lin Xiaoqi

25 years old
Identity: The Urban Explorer
Status: Run three times a week



Pain Point:

- Over exercise reduce interest in exploring city
- The daily running route is monotonous and it's easy to feel bored
- The sports data is just numbers, cannot get enough motivations from it

Expectation:

1. Low-intensity and diverse activities.
2. Explore different neighborhoods of the city by running, and discover interesting small shops, street art and urban details
3. There is a ranking system that enables one to compete with other runners.

Zhang Xiaohan

23 years old
Identity: Freelance Designer
Status: Run every morning



Pain Point:

- Sports being isolated app-based activities
- The lack of a sports culture and interaction space in the community

Expectation:

1. Hope to understand the changes of the city through sports activities
2. Public sports facilities should have the functions of information display as well as community culture dissemination.
3. There are cultural landmark challenges and other themed activities

Possible Medium



Most Widely Used,
Without Learning
Cost



Promote City
Culture



Provide
Motivation



High-tech
but not mature

Flow



Start
Running



Motivation



Get
Reward

Scenario

Promote running sport culture and city exploration. Improve citizens' health and at the same time boost their sense of belonging as a citizen

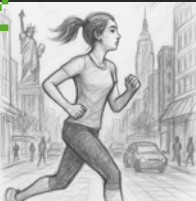
Storyboard

1



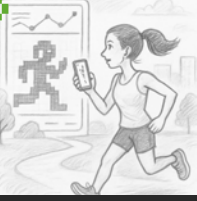
Li is a amateur runner who loves exploring different running route

2



She runs here and there in the city, for health and appreciating cityscapes

3



She uses the app Runbit, and enjoy the process of making pixelated route artworks

4



She'd love to share her running route on social media

5



On the Runbit Pavillion, she could see her artworks along with others'

6



On the Runbit Pavillion, she could see her artworks along with others'

7



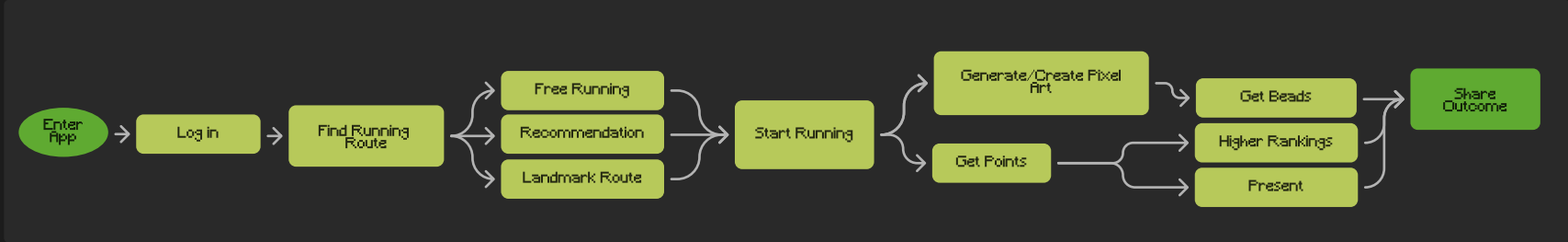
From the pavillion, she could get a landmark pendant

8



With all these gifts, Li is motivated to run

User Flow



Visual System Brief Structure

Theme Color

#53972B

#C0D55E

#F5ED91

Logo

Run Bit

Font

Minecraft Gridtile

UCR OSD Mono 04b03

Alte Haas Grotesk

Public Pixel Art Square

Your Current Location

Four Running Options

Running History

Landmark Pendant

Ranking Page

User Testing

1

The front page is clean and straight, information display is absolutely clear. The usage of pixel style is unique

2

The arrangement of running page is also clear, emphasize the most important running data

3

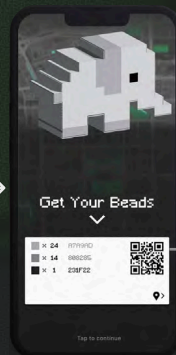
The outcome of the pixel art is very adorable, i feel motivated to run more when i see it

Core Function

Free Running



Pace,
Calories,
Time and
Distance



Get Your Beads



Navigate to
Pavillion

Recommendation



Mark Your
Favourite
Route

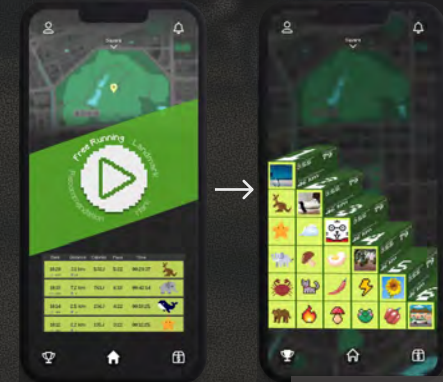


Landmark



Display
how many
times
user have
run

Ranking



Pixel Arts
Created

Runbit Pavillion - Overview



Runbit Pavillion - Userflow

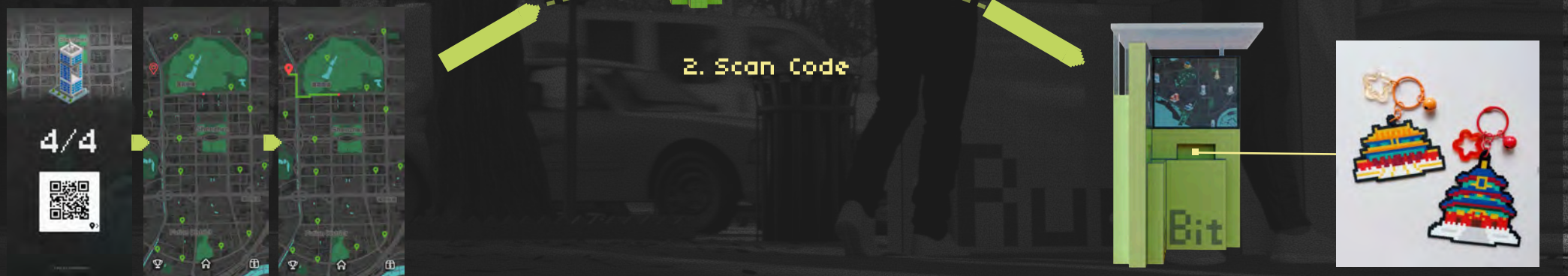
Q1: How to get perler beads?



1. Navigate On App

3. Collect Perler Beads

Q2: How to get landscape pendants?



2. Scan Code

1. Navigate On App

3. Collect Landscape Pendant