

CYCLO TRAC



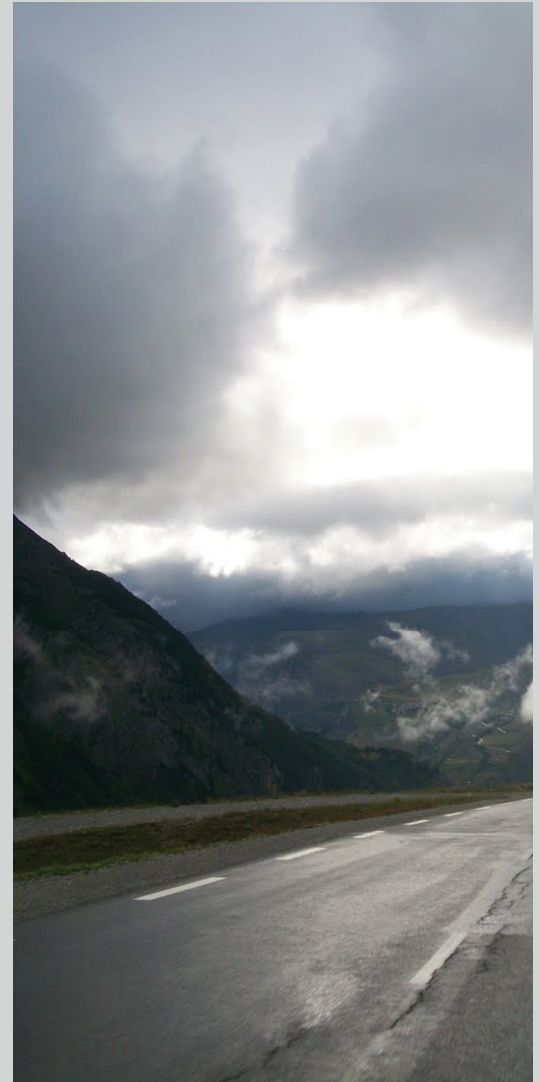
Cyclo Trac

Submitted in partial fulfillment of the requirements
for the Master of Science in Interactive Design and Media

School of Design & Engineering
Philadelphia University
Vern Brunton

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Project Overview

The goal of this project is to develop a cycling computer application with a clean, easy to read user interface. The two major components of the computer will be a traditional cycling computer as well as an integrated interval timer. The user interface (also referred to as UI) will be easy to view when in use. Cyclo Trac is taking away user confusion and distraction by making the interface as clean and easy to view while training as possible.

Product Objectives

A cycling computer has become one of the essential training tools of today's cyclist. With the advent of new technologies many new features are being added all the time. Cyclo Trac will streamline the number of features that the cyclist sees at any one time to eliminate confusion and create a safer computer. Cyclo Trac will still harness all the features and data that many cyclist desire. Much of that data will only be available once the cyclist has completed their ride. This will aid with safety and to keep things in the display clear and clean.

The interval timer portion of the application will have a clean and easy to view UI with color coded elements. This color coding will be synchronized with the preselected interval workouts to aid the athlete in seeing where they are in their workout program. The athlete will also have total to program in their own workouts.

Business Goals

- Develop an Android based application.
- Be know as a brand that is concerned about safety.
- Develop products that athletes want to use and that they feel benefits them.
- Roll the design concept over to a stand alone product that is independent of a smart phone.
- Be known as a company that innovates and comes out with well thought out and beneficial products for cyclist.





Brand Identity

Cyclo Trac's brand identity is drawn on a color palette that is reflective of present European color trends as well as having a slight earthiness to its feel. In keeping with the whole concept of clean, colors have been selected to reinforce that. With the UI, colors and the feeling of the interface are being designed to keep to the core tenets of clean, easy viewing and quick recognition. Each color was picked to reinforce the principals of clean air and freshness. The greys have been picked to add contrast as well as to represent the roads and cobbles that were influential to the design of the logo, with a European flare.



Pantone
Black 6C



Pantone
Cool Grey 9C



Pantone
636C



Pantone
5565C

Brand Identity - Fonts

The fonts chosen for this project are intended to help evoke the feeling of cycling. By selecting a logo font that has nice rounded shapes and flowing lines, it echoes the lines of many modern bikes and many of the components.

CYCLO TRAC

For any corporate communications the following fonts may be used -

Samo Sans (being used for this document)
Droid Sans is the specified alternative font

If neither of these is available then either Arial or Helvetica may be substituted. Any other sans serif fonts would have to be approved first before being used for anything involving Cyclo Trac. These fonts are for corporate communications and promotional usage. The application will be using different fonts.

Evolution of the Logo



Logos



The final logos were chosen to help reinforce the whole concept of cycling with a Euro flare. The oval is reminiscent of similarly shaped car ids used in Europe. Light Blue was picked to symbolise the fresh air and clear blue sky; while the dark grey was used to reflect the idea of the pavement and the many miles most cyclist put in with hard training. The horizontal one is designed to give the idea of a bicycle chain, applying the same color principals to it of clean fresh air.

Success Metrics

Success will be measured by the number of downloads, followed by the number of positive feedback comments that are received. Tracking continued usage of the application would be very important as many, even after leaving positive feedback may discontinue usage of the application for other reasons. Being able to track this continued usage data would be of great use for acquiring capital. Continued usage also helps create a greater user base that further promotes the brand and the product.

Sales of logo branded items show consumer loyalty and satisfaction with the brand and the product. The greater the sales of these items the better success the brand and product are having.

S.W.O.T. Analysis

Strengths

- Uses common terms that are associated with interval training programs.
- Simple straight forward UI that allows the user to see data quickly and safely.
- Developed by cyclists.
- At the present time there is no other product like it on the market that is not incorporated into an expensive piece of workout equipment.

Weaknesses

- Under capitalized.
- Lack of time to fully develop.
- At present only available in English.

Opportunities

- Can be developed into a full cycling computer.
- The interface has the potential to be sold to a larger company and that it could be incorporated into a new product.
- While language is at present a weakness it is also an opportunity for growth for the Cyclo Trac product.
- Marketing of a successful brand goes a long way towards generating consumer loyalty.

Threats

- Someone always feels that they can do better.
- Bigger companies are always trying to take parts from competitors.
- While the English speaking market is large, having the option to market to non- English speakers would boost the products value.
- Direct product threat is the Garmin Edge series of products.

Marketing Strategy

- Product – Cyclo Trac the clear, safe and easy to use cycling computer application.
- Price – Free while in beta. Once out of beta all new purchases will be \$2.99.
- Distribution – direct download through Google Play.
- Have a web site that will serve as both a marketing tool and as a place for comments, updates, FAQ, contact and perhaps a location for social interaction. It can also have information on what event Cyclo Trac would be present as a vendor.

Promotion

- Create a complete cycling kit with full Cyclo Trac branding. The kit will include the following – jersey, bib shorts, cycling cap, socks and a long sleeved jersey. Images of these items can be seen in addendum #4.
- Manufacture stickers to be given out for free at events to spread the word about Cyclo Trac. Stickers are the new business cards. Easiest way to get people to passively promote your brand.
- Create a “refer a friend” promotion. A present user can earn free merchandise just by the number of their friends that they refer to Cyclo Trac.
- Sponsor a cycling event. Offer prizes and hand out more stickers and even download cards for free copies of Cyclo Trac.

User Needs

- Clean simple interface
- Interval Timer to support advanced training.
- Improved safety by having an easy to read computer.
- Easy to see controls with slightly oversized buttons to improve safety and convenience.
- Ability to review all ride data after the ride.

User Segmentation (Who will use Cyclo Trac)

Cyclo Trac is being developed with the intermediate to advanced rider in mind. This is usually someone that has been riding for a few years and has defined training goals and may participate in competitions. These riders also tend to be early adopters of new technology and new concepts that help to improve their riding.

Usability and User Research

- Posting questions to cycling forums that allowed cyclist to provide their input on design and features.
- Reviewing present applications intended for cyclist and/or interval training. What features of the application were strongest as well as what they lacked.
- Current reviews of present cycling computers. This was done in local cycling shops and allowed us to see how the interfaces were designed and how the user navigated through the unit.
- Developed a survey that asked questions about the riders themselves and their opinions on features and color schemes.
- Card sorting to verify that the UI concept is working.
- Click through prototype to further refine the UI.



Personas

Johan

- Age 40-44
- Gender – Male
- Married
- College Graduate
- Medium level management
- Road Cyclist
- Rides 20+ days per month
- Owns 4 bikes
- Serious Century Rider with hopes or doing mild racing.
- Other activities – Hiking and Yoga



Johan has been training super hard for his next challenge. A multi day event with timed bonus sections. He has his eyes on getting at least the King of the Mountain prize for his age group. This would be a major feat and one that Johan really wants. He has been using Cyclo Trac to program intervals for doing hill repeats. He loves that he can glance at his phone and get the feedback he needs easily and without him having to lose concentration on the difficult and many times very challenging hills that he is training on. With Cyclo Trac he feels that he can ride safer and can focus more on his riding and not fighting with his computer.

Personas

Scott

- Age 25-29
- Gender – Male
- Single
- Graduate Student
- Mountain Biker/Cyclo crosser
- Rides 15-19 days per month
- Owns 3 bikes
- Enjoys Mountain biking but wants to get into cyclo cross racing more.
- Other activities – Paddle Sports



Scott has had a love hate relationship with most of the cycling computers he has used in the past. Either they were too hard to use or the displays were too difficult to read. Being on a mountain bike so much, Scott wanted a big bold display that was easy to use. A friend told him to try Cyclo Trac and he was hooked! The big bold display and colored backgrounds made it so easy to see what was going on. If he uses the interval timer, it's so easy to just glance down and see where he is in his program. No second guessing and having to play with the computer. He can focus on riding hard, fast and above all safe because Cyclo Trac makes it that much easier to do all of that!

Personas

Leigh

- Age 50-54
- Gender – Female
- Divorced
- College Graduate
- Upper Level Management
- Triathlete
- Rides 12-16 days per month
- Owns 2 bikes
- Serious Triathlete
- Other activities – Running, swimming and weight training.



Interval training is a huge part of Leigh's training. For so long she couldn't find an easy way to keep track of her intervals. It was always taping small notes to her back and then trying to remember where she was in her workout cycle. Many days because she was pushing so hard she would loose track of where she was. Cyclo Trac solved that problem for her. She is able to program in her interval workout and get to riding or running. She only has to glance down and see the background color to know where she is in her workout. With Cyclo Trac's color coordinated backgrounds that are synced to her workout she doesn't have to get frustrated and lose track of what she is doing. Cyclo Trac has made it easier and less frustrating to do interval workouts now.

Cyclo Trac Features

Cyclo Trac will have the following features built into it:

- User programmable interval timer.
- Background color will be changed based upon the stage of the interval workout.
- A fully functioning cycling computer that will record the following data -
 - Total Time
 - Total Distance
 - Moving Time
 - Average Speed
 - Maximum Speed
 - Maximum Elevation
 - Minimum Elevation
 - Maximum Grade %
 - Minimum Grade %
- GPS tracking
- Saved maps for review by the user.

Technological and Functional Requirements

Content Requirements

- Full UI Kit build
- Google Maps api
- JQuery styles

Development Requirements

Proto.io (prototyping software that allows for a simulation of the application)
Integrated Development Environment (IDE) one of the following will be used to develop Cyclo Trac

- Phonegap Build
- Dreamweaver

Programing

- jQuery Mobile
- Java Script
- HTML
- CSS
- HTML5
- CSS3

Competitors

Applications for Android

- My Tracks
- Impetus – there are two versions, a paid and an unpaid.
- Map My Ride
- Strava
- B.iCycle

Stand Alone Products

- Timex Cycle Trainer 2.0
- Magellan Switch Up
- Garmin Edge 200
- Garmin Edge 500
- Garmin Edge 800
- Garmin Edge Touring
- Sigma Sports ROX 10.0



Cyclo Trac compared two other Android Applications

B.bicycle



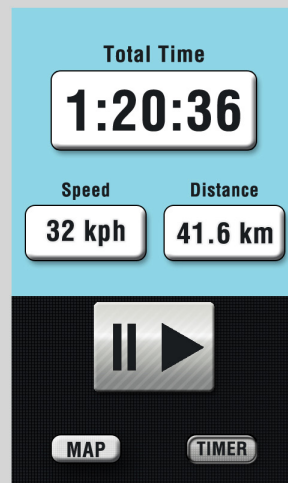
Clutter interface

Small Windows

Busy and unnecessary graphics

User controls to small.

CYCLO TRAC



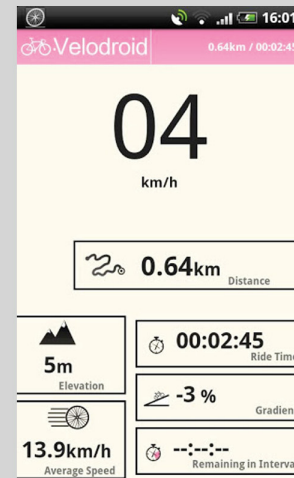
Bold easy to read interface

Simple layout

Clean easy to read

Big user controls

Velodroid



Small hard to read labels

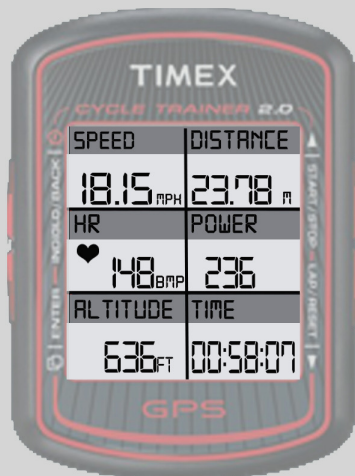
Small Windows

Confusing layout

No user controls

Cyclo Trac compared two stand alone computers

TIMEX 2.0



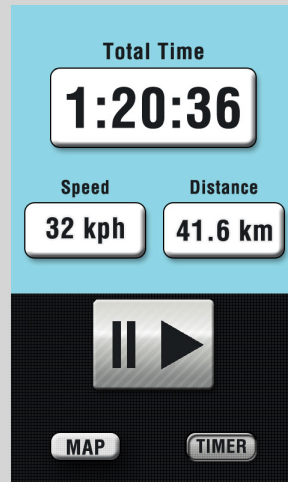
Cramped graphics

Small controls

Difficult to read at speed

Overly complicated interface

CYCLO TRAC



Bold easy to read interface

Simple layout

Clean easy to read

Big user controls

GARMIN 500



Cramped graphics

Small controls

Can be difficult to read in certain light

Overly complicated interface

Information Architecture

1. Home Page

- Three options – New Workout, Saved Workout, Computer.

2. New Workout Set up

- Riders set the parameters for a new work out. They can adjust each phase of the workout to accommodate their intended workout. Once everything is set they can then either hit the “Run” button and proceed to the next screen. Or, they can save the workout for a future use.

3. Saved Workouts

- The rider can select any workout that they have saved. Once the button is pressed and held, the workout will load into the interval timer right away. The application gives room for 10 saved workouts.

4. Interval Timer

- The rider can use this screen to track their selected workout. It will change background colors depending on which section the workout is in.
- There is a progress bar to show how far along they are in that section of the workout so that they can gauge their effort for that segment of the workout.
- Nice big control buttons allow the rider to start/pause/stop their workout when they want to. This is being done to accommodate the athlete and provide a more flexible and user friendly application.
- The rider may chose to view either the cycling computer or the maps at any time during their workout. The background colors in each of these sections will also change to match the Interval timers planned workout. This makes it easier for the rider to be able to check certain data while riding and to confirm that they are doing what they had planned out for themselves.

5. Computer

- Three data fields to give information back to the rider are provided on this screen. Total time, speed and distance are the default.
- The right hand data field will be changeable to other data fields by bringing up the hidden pop up menu and making their selection from there.
- Nice big control buttons allow the rider to start/pause/stop their workout when they wish. This is being done to accommodate the athlete and provide a more flexible and user friendly application.
- Riders have the option to “scroll” through to the map page or if they are using the interval timer go back to view that screen as well.

6. Map

- The map screen can provide the rider with their location.
- The map will keep track of the riders route.
- From this screen the rider can “scroll” through to the computer or the interval timer screen if they are using the interval timer.

7. Data

- This screen is providing a complete set of data from that days ride. All available data that is collected through the app is displayed for the rider.

8. Post Ride Calendar

- This is to give the rider a quick scroll able listing of all the rides they have done in a chronological order.
- The rider can press and holds the date entry and they get taken to the data screen for that ride. Here they can review their ride data.

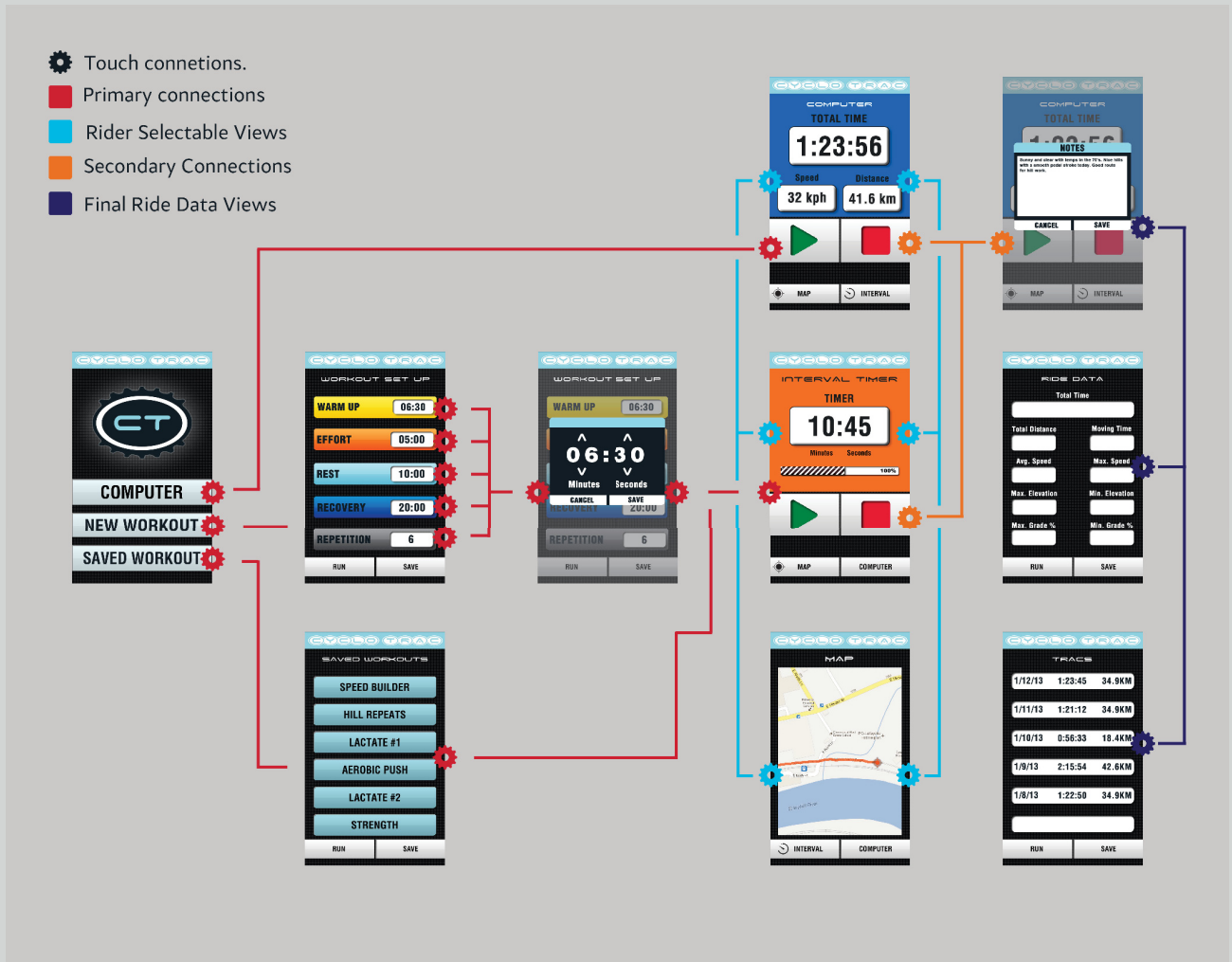
- They can also review the route they took on that date by selecting the map screen from the pop up menu.

9. Application notes:

- Once the rider stops the application, all data is automatically saved by date.
- The pop up menu is used as little as possible to make the application easier to use for the riders.

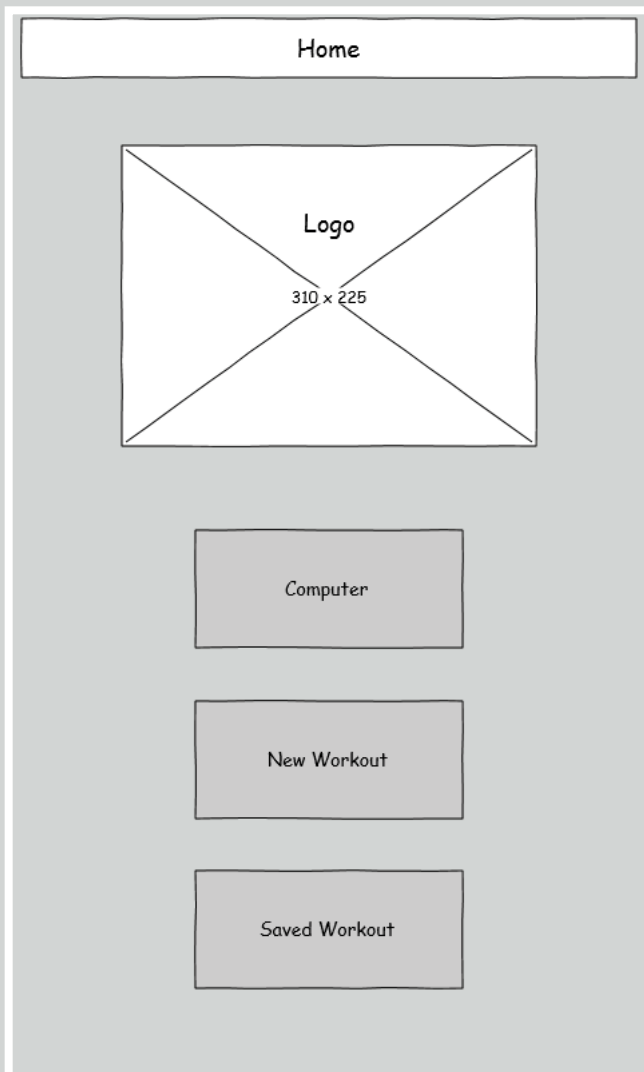


Screen Flow



Wire frames - Application

Home Page



Simple landing page for the applications. Users are greeted with the logo and three selections for them to begin their work out.

Colors will be consistent with the established branding for Cyclo Trac.

Wire frames - Application

Workout Setup

Users can select each parameter of their workout and program in the amount of time they want for each segment of the workout. They can also control the repetitions they want for each workout.

Once everything has been selected, users have the option to either save the workout for another time or load it into the application.



The wireframe shows a 'Workout Setup' screen with a title bar at the top. Below the title bar are five rows of input fields, each with a label on the left and a control on the right. The first four rows are for 'WARM UP', 'EFFORT', 'REST', and 'RECOVERY', each with a 'TIME' control. The fifth row is for 'REPITITIONS' with a 'REPS' control. At the bottom of the screen are two buttons: 'RUN' and 'SAVE'.

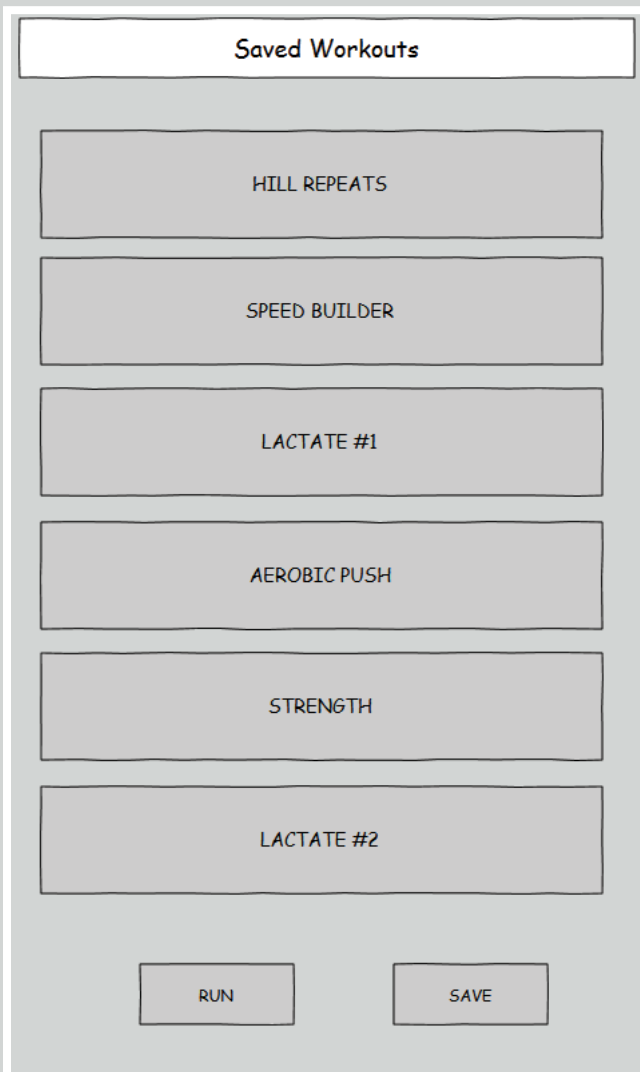
Workout Setup	
WARM UP	TIME
EFFORT	TIME
REST	TIME
RECOVERY	TIME
REPITITIONS	REPS
RUN SAVE	

Wire frames - Application

Saved Workouts

This screen lists all the stored workouts for the users. Each saved workout can have a title for easy user reference.

Once a workout is selected, it will automatically load into the interval timer section of the application.



Wire frames - Application

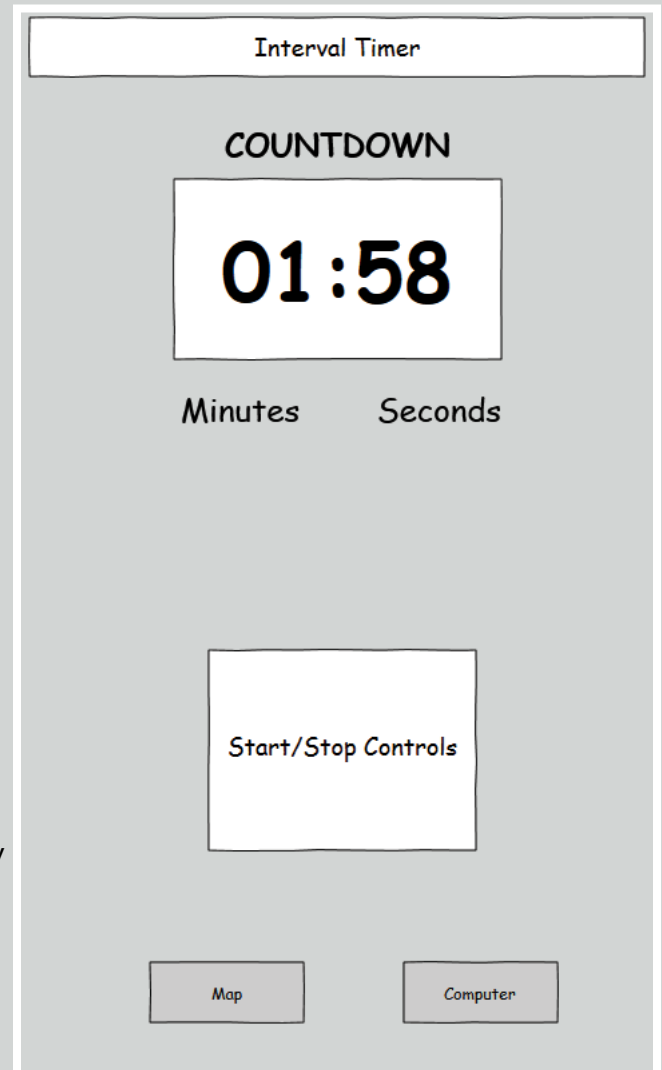
Interval Timer

The interval timer is a straight forward interface that gives the user a few clues to help them with their workouts.

The first item is the large countdown timer. Just a nice visual clue for the user as to what is going on with in the workout. The biggest visual aid is that each segment of the workout has a different colored background that is synchronized with each segment of the prograded workout. Big visual clue to help the user.

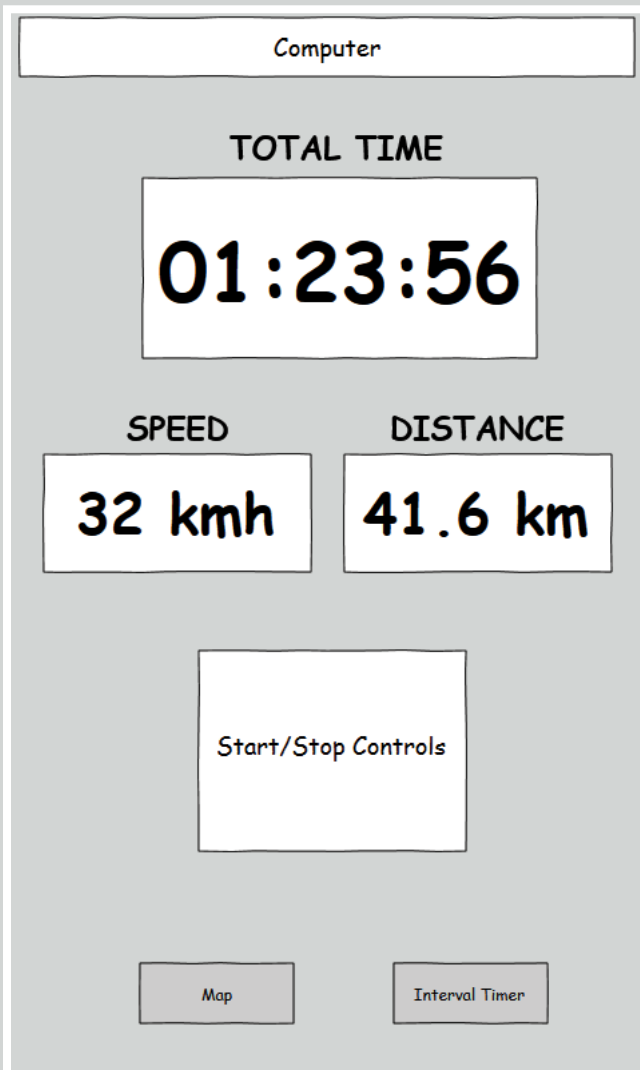
The start/stop controls only affect the interval timer and is to help make the application more user friendly.

The user is also able to cycle between the computer and the map screens. These are very important features to the types of cyclists for which Cyclo Trac is being developed.



Wire frames - Application

Computer



This screen was developed to be easy to read and to operate. Big displays and controls are used to make it quick to read the information that is being provided. This is being done for safety concerns.

If the cyclist is using the interval timer, the upper background will change to match the segments of the workout. That way they are never out of sync with their workout.

The user is also able to cycle between the interval timer and the map screens.

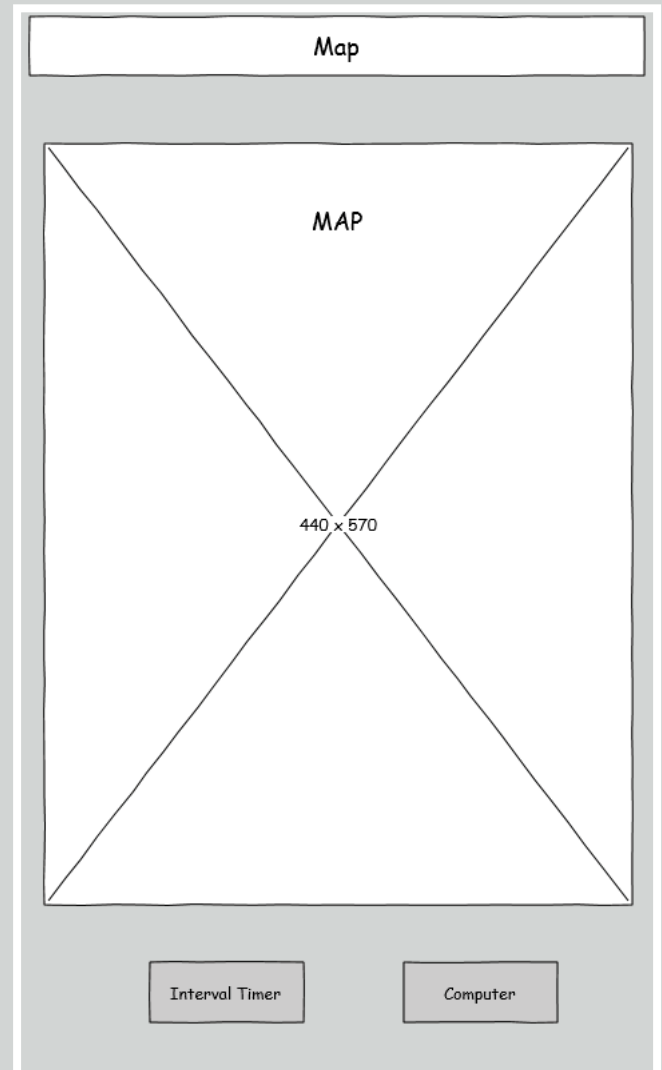
Wire frames - Application

Map

Cyclist will be able to view where they are at any time on the map screen. After their ride is complete they will also be able to view the route that they took.

If the cyclist is using the interval timer, the boarder/background will change to match the segments of the workout. That way they are never out of sync with their workout.

The user is also able to cycle between the interval timer and the computer screens.



Wire frames - Application

After the ride Data

Once a cyclist is finished with their ride they will be able to review all their ride data. The basic data will be provided, such as total time; total distance; maximum speed and average speed.

Development is still ongoing as to the full subset that will be available.

Post Ride Calendar		
11/12/13	01:23:44	34.9 km
11/11/13	01:19:23	33.7 km
11/10/13	01:20:59	34.9 km
11/09/13	01:23:44	34.9 km
11/07/13	01:23:44	34.9 km
11/06/13	01:23:44	34.9 km
11/05/13	01:23:44	34.9 km
11/04/13	01:23:44	34.9 km
11/03/13	01:23:44	34.9 km

Wire frames - Application

Calendar of Rides

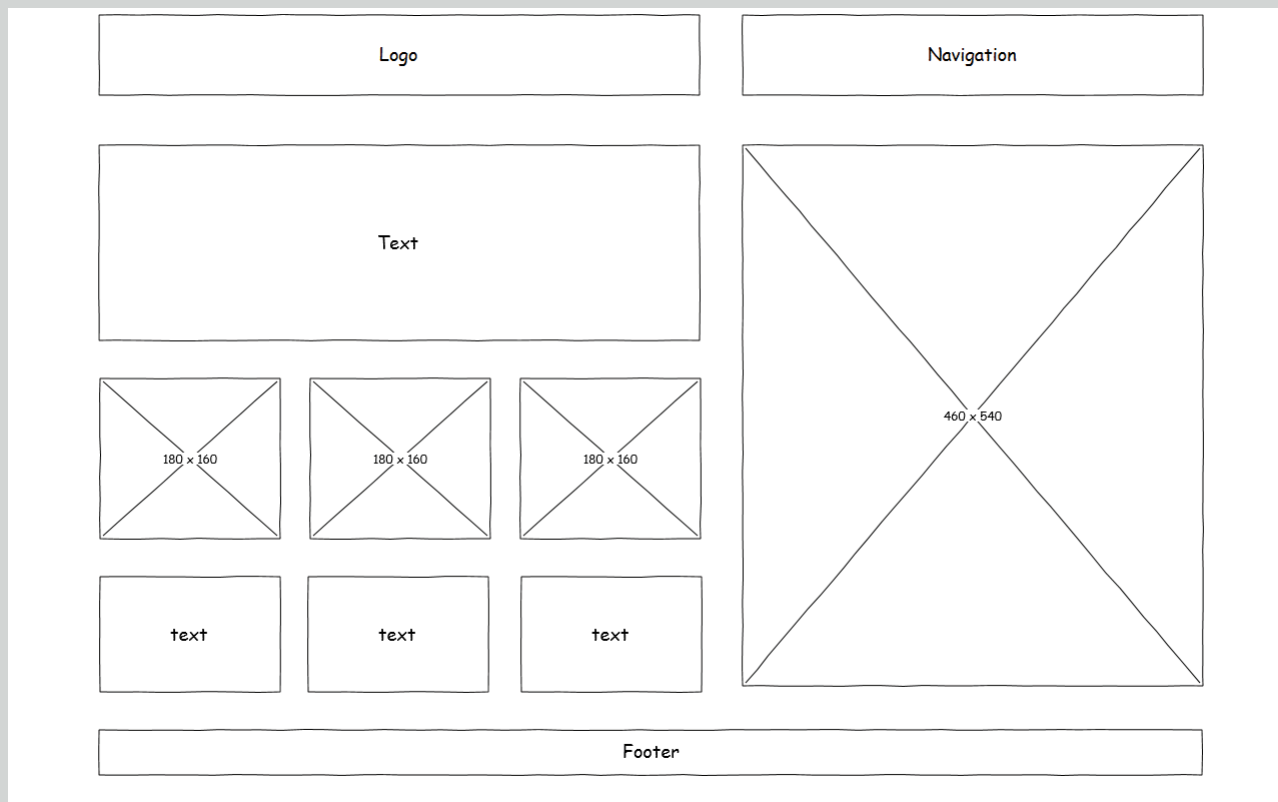
This is a screen will allow the cyclist to see all their previous rides and have a quick reference to basic ride data. When they select a date, it will bring up the full ride data screen as well as have access to the map from that dates ride.

IN version 2.0 of Cyclo Trac the user will be able to upload their individual ride data to either third party training application or even into a Google document.

Post Ride Calendar		
11/12/13	01:23:44	34.9 km
11/11/13	01:19:23	33.7 km
11/10/13	01:20:59	34.9 km
11/09/13	01:23:44	34.9 km
11/07/13	01:23:44	34.9 km
11/06/13	01:23:44	34.9 km
11/05/13	01:23:44	34.9 km
11/04/13	01:23:44	34.9 km
11/03/13	01:23:44	34.9 km

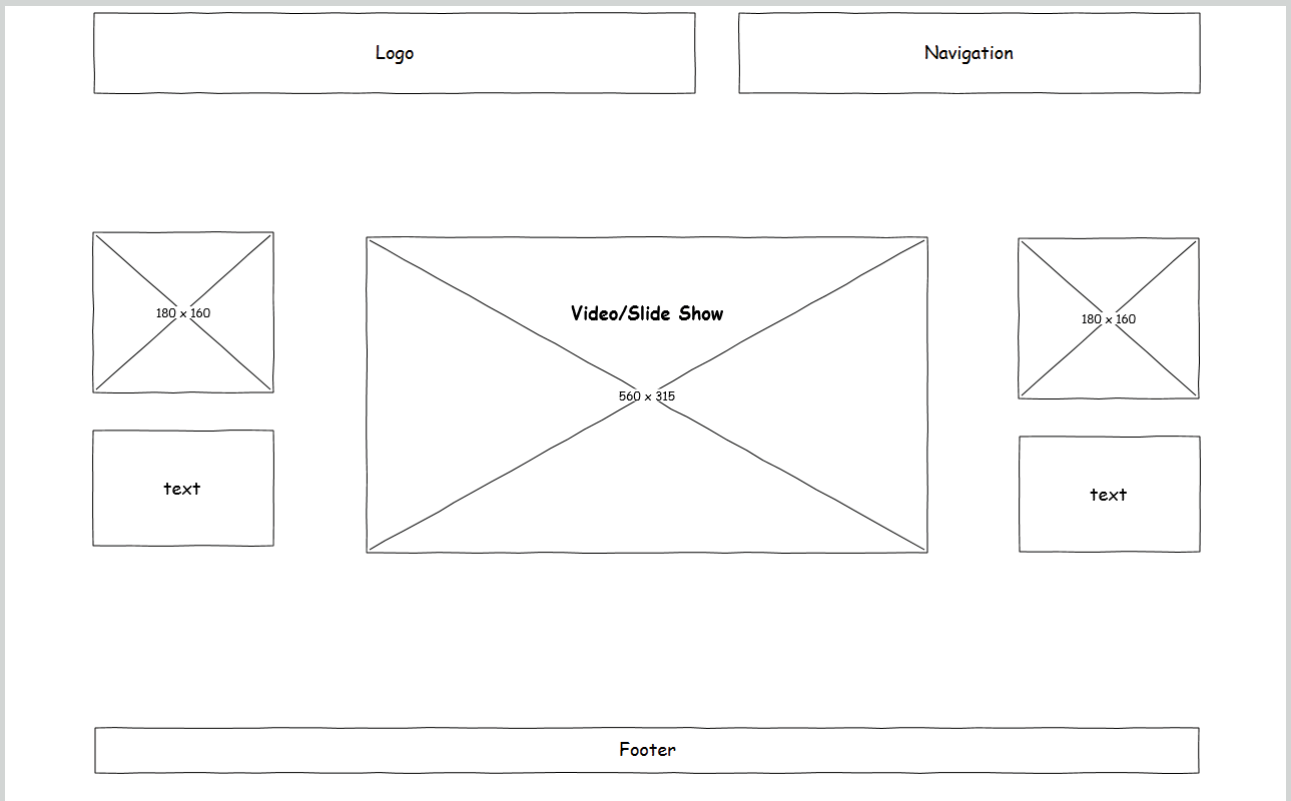
Wire frames - Website (for marketing and support)

Home Page



Wire frames - Website (for marketing and support)

Features Page



Wire frames - Website (for marketing and support)

Contact Page

The wireframe illustrates a contact page layout with the following components:

- Logo:** A rectangular box at the top left.
- Navigation:** A rectangular box at the top right.
- Main Content Area:**
 - Image Placeholder:** A large square with an 'X' inside, labeled "360 x 320".
 - Text Box:** A rectangular box below the image placeholder, labeled "text".
 - Form Fields:**
 - *Name: text input
 - Phone: text input
 - *Email: text input
 - *Message: text input
 - text: text input
 - Buttons:** "Reset" and "Submit" buttons.
- Footer:** A wide rectangular box at the bottom, labeled "Footer".

User Interface - UI Kit

The UI was developed to make things safer and easier to read. Larger than standard buttons make for easier control than standard buttons. With the displays being big and easier to view, the rider is able to see the information quickly and safely.





Interval Timer Background Colors



Pantone
107C
Warm Up



Pantone
1585C
Effort



Pantone
636C
Rest



Pantone
300C
Recovery

Each of these colors was selected after research that involved a survey of cyclist and what they felt best represented each color for the stages of an interval workout. Three color were selected for them to choose from for each stage. After tabulation, the four colors chose which best represent each stage of the interval workout.

Team Roles

STAKEHOLDERS:

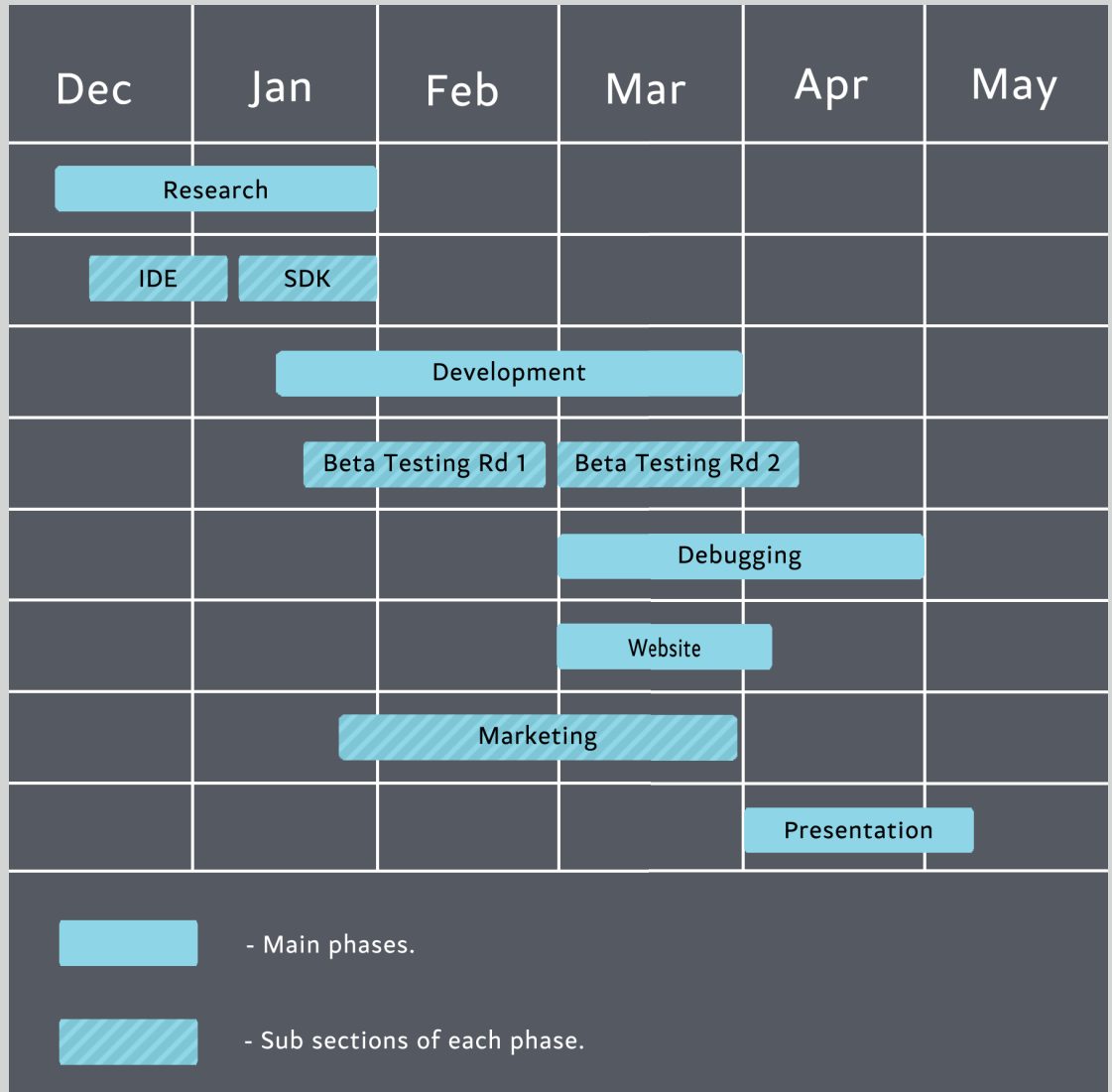
_____, Director of M.S. Interactive Design and Media
Halsted Larsson Advisor at Philadelphia University
_____, Android Development Advisor
_____, Professor at Philadelphia University

DESIGNER & DEVELOPER:

Vern Brunton, Student at Philadelphia University



Gantt Chart



Addendum 1 - Survey Questions

1) What kind of cycling do you do?

- Road - 98%
- Mountain - 2%
- Triathlon
- Cyclocross
- Commuter

2) What is your level of cycling ability?

- Beginner
- Intermediate - 45%
- Advanced - 52%
- Professional - 2%

3) Do you presently use a cycling computer?

- Yes - 100%
- No

4) Which type of computer are you using?

- Simple cycling computer with basic functions. - 45%
- Advanced Computer with GPS features - 31%
- Computer with heart rate monitor - 17%
- Smartphone based application - 7%

Addendum 1 - Survey Questions

5) What do you like about your present computer? [View results for this question in addendum #2.](#)

6) What do you not like about your present computer? [View results for this question in addendum #2.](#)

7) Rate the importance of the following computer features to you. (1 being the most important and 5 being the least important)

- Average Speed - [2nd](#)
- Heart Rate
- Humidity
- Maps
- Maximum Elevation
- Maximum Grade
- Maximum Speed
- Minimum Elevation
- Minimum Grade
- Moving Time - [4th](#)
- Pace - [5th](#)
- Power Output
- Temperature
- Total Distance - [1st](#)
- Total Time - [3rd](#)

Addendum 1 - Survey Questions

8) Rate the following computer features on being the least desirable to you.

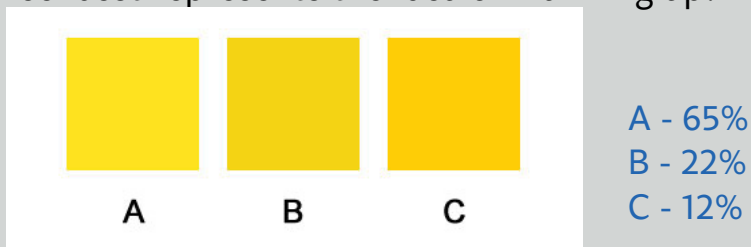
- Average Speed
- Heart Rate
- Humidity - 1st
- Maps
- Maximum Elevation
- Maximum Grade
- Maximum Speed - 2nd
- Minimum Elevation
- Minimum Grade - 4th
- Moving Time
- Pace
- Power Output
- Temperature - 3rd
- Total Distance
- Total Time

9) Do you use interval training as part of your cycling workouts?

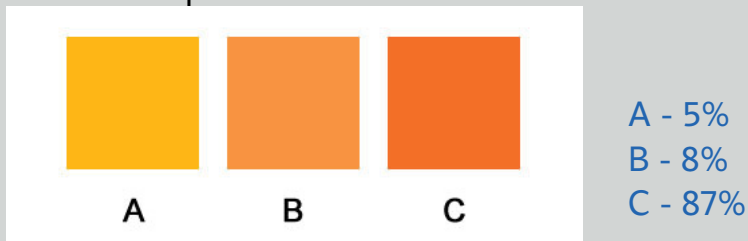
- Yes - 54%
- No - 46%

Addendum 1 - Survey Questions

10) When thinking about the warm up segment of a workout, which color do you feel best represents the idea of warming up?



11) When thinking about the effort segment of a workout, which color do you feel best represents the idea of effort?



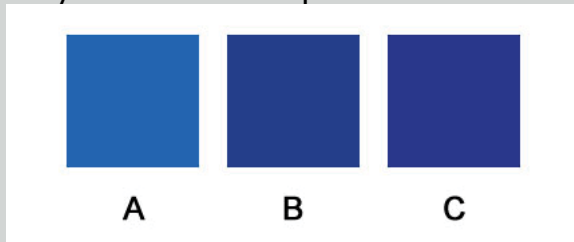
Addendum 1 - Survey Questions

12) When thinking about the rest segment of a workout, which color do you feel best represents the idea of rest?



A - 52%
B - 22%
C - 25%

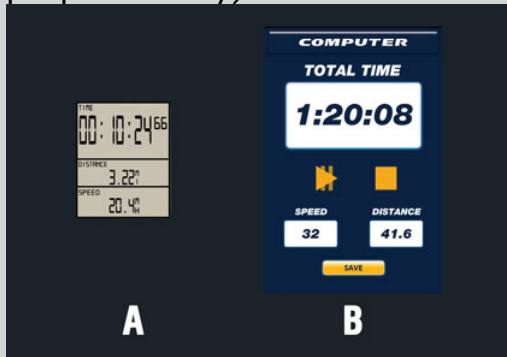
13) When thinking about the recovery segment of a workout, which color do you feel best represents the idea of recovery?



A - 57%
B - 12%
C - 30%

Addendum 1 - Survey Questions

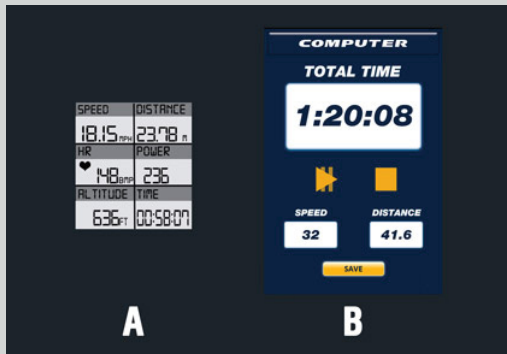
14) Select which screen image you feel is easier to view. (The images are sized proportionally)



A - 12%

B - 88%

14) Select which screen image you feel is easier to view. (The images are sized proportionally)



A - 22%

B - 78%

Addendum 1 - Survey Questions

14) What is the maximum number of data fields that you feel should be viewable on the home screen of a cycling computer?

- 1
- 2
- 3 - 12%
- 4 - 33%
- 5 - 14%
- 6 - 29%
- Other - 12% - One replied user selectable.

15) Which if the following do you feel is the easiest way to view other data on a cycling computer?

- Clicking a side button to change data fields. - 50%
- Swiping an image on the screen to change data fields. - 40%
- Swiping through full screens to see all the data one field at a time. - 10%

Addendum 1 - Responses to Survey Question #5

- Big display
- High contrast screen, visible with polarized sunglasses.
- Small and simple to operate.
- Detail in the data .
- Helps me follow a route.
- It doubles as my smartphone.
- Small, lightweight, easy to read
- Has Heart rate,nav features, cadence and I can program routes into it.
- It does everything - HR, Power, Cadence, GPS, routes, elevation, TTS
- Dependable and easy to use
- Has light so I can read the facts
- Simple, reliable and inexpensive (I also have a GPS unit but don't use it as often)
- Ease of use and ability to see screen
- Great details that can later be uploaded, compared, and tracked online and shared.
- Lots of features for \$4.99
- GPS Tracking of ride and stats
- Rechargeable, multiple functionality, e.g., gps, routes, heart monitor, cadence sensor, upload/tracking capability
- Double pickup (w/cadence
- It's easy to see how fast I'm going as well as how far and how long I've cycled
- Provides maps of trails; records lots of data
- Ability to map rides, and to input courses for turn-by-turn directions
- Download to PC all information regarding ride,(time, distance, heart rate, speed, ascent,etc)
- Accuracy
- It's paid for
- Simplicity of use
- It gives me all the stats I need
- Provides Crank RPM

Addendum 1 - Responses to Survey Question #6

- Too easy to forget to start.
- Hard to change the time
- Difficult to remember which buttons to press to set it up.
- Sometimes a little unreliable.
- It isn't as advanced as I'd like.
- Hard to use buttons (they don't make sense)
- Battery wear, rather fast
- Small display is hard to see. Buttons not intuitive.
- I wish it was more "fully" GPS functional like my car GPS (able to bring up gas stations, restaurants, etc)
- Lack of gps feature.
- Need vocal commands for a gps.
- Does not auto-start when you ride; does not give battery level
- Intermittent connections
- I wish it had a temperature readout like lesser models do.
- Haven't figured out all the features!
- Not easy to set up.
- Does not remind me that I forgot to reset it at a start of a ride
- No power
- Sometimes app will freeze or phone will reboot
- The 1000 mile limit. You need to manually clear out the data or it will stop recording which is usually in the middle of a ride.
- Occasionally needs a reset, i.e., less than once a year.
- It's very easy to move the sensor on the wheel so it stops working. Also, it seems a little sensitive to stopping and starting. Sometimes I'll get off the bike and it will have reset by the time I get back.
- The wires.

Addendum 2 - Development Issues

Over the course of this project there have been a few issues with the development. A few of them here:

- After several tries to get Phone Gap to work it never was stable enough to actually develop any thing with. This is after trying to get it to run on at least three different computers.
- The emulators all are so slow that they are basically useless for real development.
- Prototyping sites are good but many lack some of the more advanced features that I feel really need to be included. Such as layers, proper CSS capabilities, and with some they needed basic api add ons to make them more robust.
- There is not enough good information on how to actually develop apps. Most developers are keeping things to themselves and what information you do find is just bread crumbs.
- Documentation of any development tool or protyping sites all need to improve. A few do a great job but so many are horrible. They assume that you know how to start or are a seasoned developer.

Addendum 3 - Cyclo Trac 2.0

There have been a few features that have come up that would be nice to include in a Cyclo Trac 2.0. Below is a small listing of those desired features.

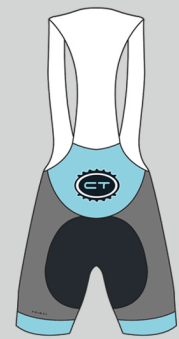
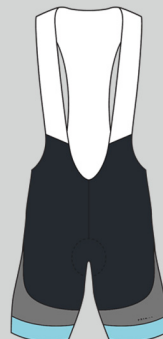
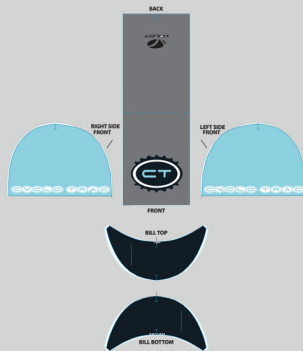
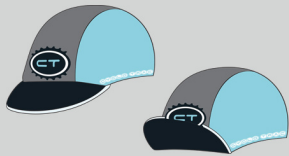
- Able to upload Cue sheets(cue sheets are basically directions that cyclist fold up and stick in their back pockets.)
- Upload ride data to a third party workout program such as Training Peaks.
- Able to upload ride data to Google Docs, but in a format that doesn't need a third party program to open.
- Able to set location points while riding. This would be for a rider to compare themselves over the same section of a route. Allows them to check their fitness and improvements.
- Total elevation gained over the course of a ride.

These additions will take some development time as they require certain api's and coding knowledge that have not been acquired as of yet.

Addendum 4 - Merchandise



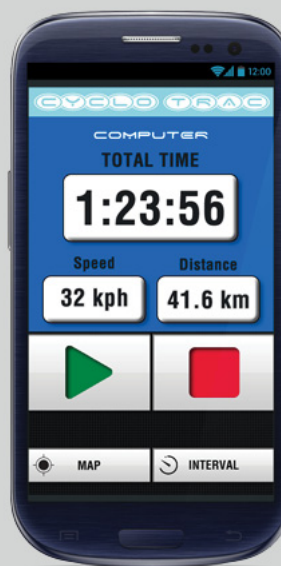
2 inch cuff



Addendum 5 - Screen Views

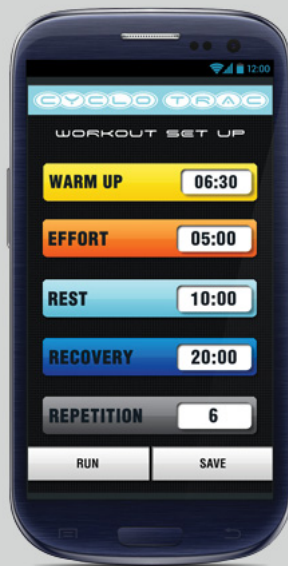


Landing Screen



Computer Screen

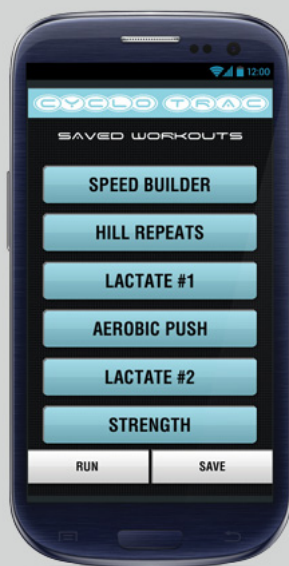
Addendum 5 - Screen Views



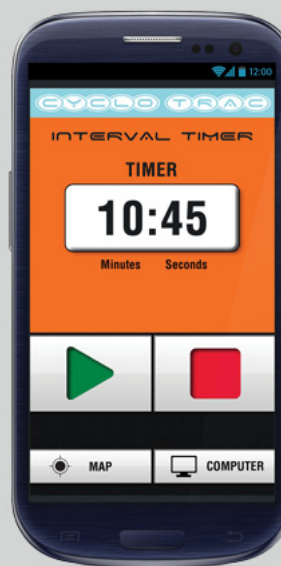
Workout Set up Screen

Workout Selector
Screen

Addendum 5 - Screen Views

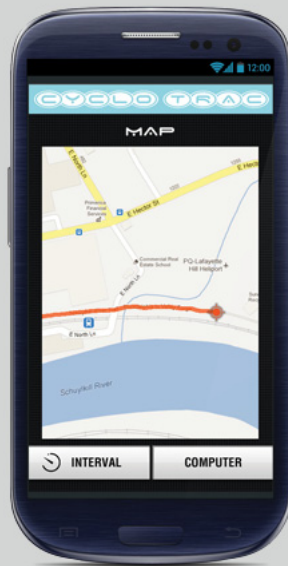


Saved Workout Screen



Interval Timer Screen

Addendum 5 - Screen Views

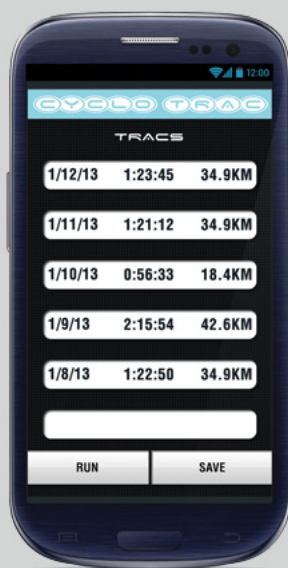


Map Screen

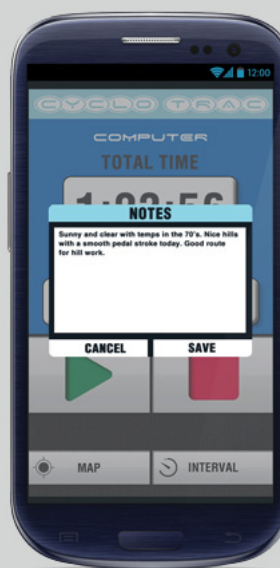


Ride Data Screen

Addendum 5 - Screen Views



Tracs Screen



Notes Screen

EYECLO TRACE

