

Develop a free, mobile app that builds off the existing Bulldog Trails and gives people an opportunity to connect with others walking and the ability to track and record their progress.

CURRENT CHALLENGE:

We all live in a busy complex world filled with daily challenges. It is often hard to find the motivation and time to make a small investment in ourselves. It can also be difficult to feel connected.

PROPOSED SOLUTION:

Using the existing Bulldog Trails as a guide; develop a free mobile application that would seek to help motivate users to take a small break during the day to connect with others during a walk around our beautiful campus while giving them a tool to track and record their progress.

The application would not only providing a way for users to carry the Bulldog Trails maps in hand, it would allow the user to create a personal, secure profile stored on their device to track progress and set and maintain goals as they were walking.

Information that could be tracked to include: Time Spent Walking, Distance, Calories Burned, Pace, Steps, etc.

To help motivate users to get out and walk, the application would provide personalized notifications using the data collected to encourage users to progress toward their set goals.

To connect to the campus community of walkers the application would have the option to share progress, distances and other info via a website that could be presented as a leaderboard of sorts. The leaderboard would allow a user to gauge their progress against others and serve to motivate by sharing other people's achievement or via competition toward a given goal like total miles walked per day/week/month.

To further the engagement on campus the application would give users the ability to create and share new content like user created walking paths, pictures taken during walks that showcase our campus throughout the year, and providing a place for users to share interesting and little known facts from our collective institutional knowledge about people, places and other landmarks users may encounter during a stroll.

BENEFITS TO FRESNO STATE:

The application would seek to motivate, educate and connect our campus community around the idea of a shared walking experience.

ADDITIONAL INFORMATION: