

## **Creative Brief**

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**Project Title:** Strava

**Wikipedia Page:** <https://en.wikipedia.org/wiki/Strava#>

### 1. Project Overview

This site is intended to introduce Strava, a mobile app for tracking and logging physical exercise. It will be organized as a collection of subpages (introduction, history, current news, how to use, art, etc.). The “introduction” and “history/news” pages will be more informational, whereas the “how to use” and “art” pages will feature more interactive elements.

### 2. Resources

Resources include the [Wikipedia page](#), several news articles ([1](#), [2](#)), and this Strava [art website](#). The visual design language will likely be inspired by [Strava](#), [Apple](#), and [Google](#).

### 3. Audience

The site is a mix of informational and persuasive; it is not necessarily advertising Strava but rather promoting healthy habits and an active lifestyle. People unfamiliar with Strava might want to learn more about and how to use the app, especially if they are getting into fitness. Experienced users may be more interested in the art or company news. There is no specific intended demographic or age group, as being physically fit is important for everyone.

### 4. Message

People unfamiliar with Strava will (hopefully) realize that exercising and logging physical activities is very straightforward. It might be daunting at first, but putting in consistent effort should not be all that difficult, especially with free services like Strava. Newcomers and experienced users alike might feel even more inspired after seeing examples of Strava art.

### 5. Tone

The tone should be friendly and not too formal, as fitness tracking is not meant to be intimidating. Interactive features will hopefully convince users that having consistent healthy habits can be “fun.”

## 6. Visual Style

The site will be clean, modern, and friendly, as its goal is to provide concise and accurate information about Strava without overwhelming users. It may feature fonts and colors inspired by Strava's official branding (oranges/blues/grays, thin sans serif fonts). It will probably lean into the “minimalist” visual language like that of the Apple Store or Google Store.

