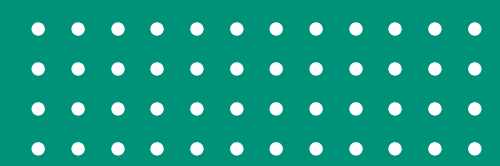


August 2022



TB

# Runners



Kamryn  
Smith

Social & Emerging  
Media Capstone






# What is TB Runners?

01

Running is simple in terms of how to get started.

All one has to do is put on a pair of shoes and go... and yet many don't indulge in the activity or don't know how to start in a safe manner.



02

TB Runners is a website that provides..

beginner and intermediate runners from Tampa Bay , a variety of information, workouts, and curated playlists to enhance their overall health, and attitude towards running.

03

The site educates beginner and intermediate runners on how to enter the sport safely through 30 day training plans.

The site also shares a sneak peek of our upcoming podcast.



# Website Goals

01

Before creating my capstone, my goal was to create TB Runners completely from scratch. During the winter of 2021, I took a HTML5/CSS course through the University of Tampa to help me gain the skills needed to create my own website.

02

I want to update content bi-weekly and or bi-monthly to keep the content up to date and relevant.

03

If the site goes live, I want to act as an online mentor to runners in the Tampa Bay region. By providing a variety of content/media, I hope to improve individuals running ability and their overall experience with the sport.

# Timeline

## Phase 1:(January-April)

- HTML/CSS Course
- Draft main 3-5 pages with basic info, simple design
- All pages successfully link to one another

## Phase 2:(April-May)

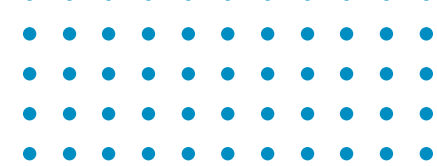
- Gather needed content for all pages
- Gather all media(photos, video, etc.)
- Make available on all sizes and platforms

## Phase 3:(May-July)

- Create workouts (add to site)
- Make curated playlists(add to site)
- Record podcast intro (add to site)
- Style website (CSS)

## Phase 4: (August)

- Make final touches to website
- Write Capstone Paper
- Capstone Exhibition



# Budget



## Web Development

Web Developer(Me): \$1,400

Outsource Developer: \$400




## Subscription

FREE Subscription: includes all information,  
including all workouts and playlists.





# Target Audience



TB Runners is focused on this area because of my knowledge with Tampa itself. I have spent countless hours discovering beautiful neighborhoods while on runs.


The goal of TB Runners is to help guide and inspire beginner and intermediate runners in the Tampa Bay region.



TB Runners is not focused on a specific age range, just destination and running ability.

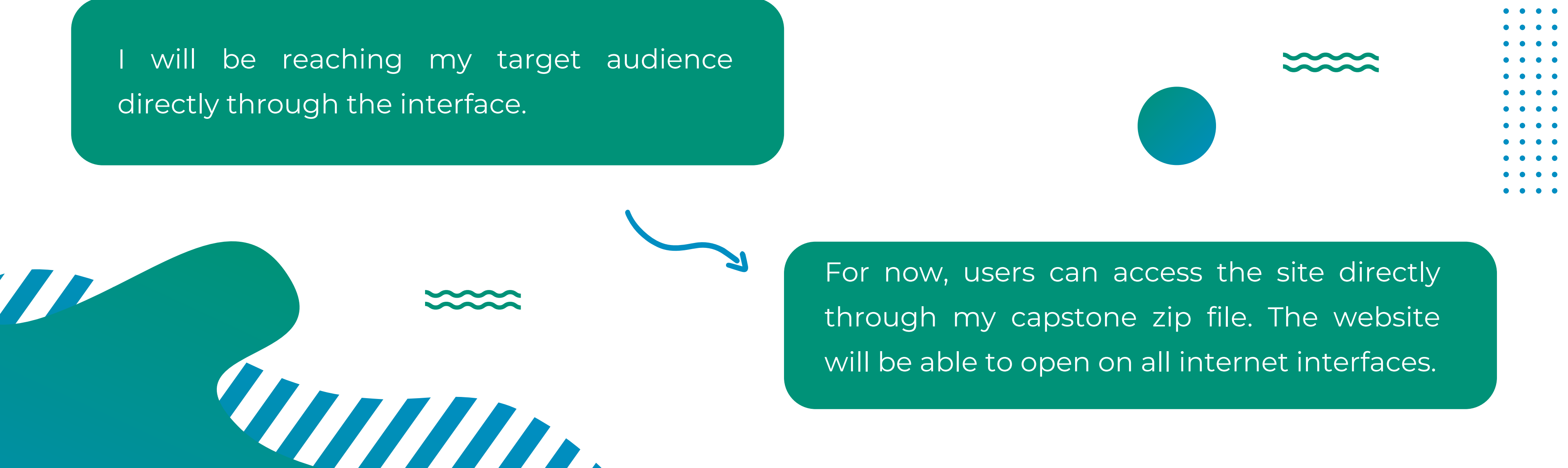


# How will I reach my audience?



The website will be interactive and updated on a regular basis. All users will be able to interact with all content on the site.

I will be reaching my target audience directly through the interface.



For now, users can access the site directly through my capstone zip file. The website will be able to open on all internet interfaces.

# Why is now the best time?

1

There are several running clubs in the TB region, but not any local sites that provide curated workouts and playlists for those running groups to access.

2

The economy is tough for everyone right now. By having a free subscription to TB Runners, any individual can interact with the site and avoid any of those hefty gym fees.

3

Online workouts are a thing of the present. TB Runners is accessible to all individuals, so having a free platform is amazing for driven runners (and runners on a budget).

# Why am I the right person?

I am an active runner and I believe there is no better person to create a running website than a runner themselves. I started running regularly during one of the busiest years of my life.

Once taking the HTML/CSS course this past winter, I knew I would be able to deliver a well-versed website for the running community.

Anyone CAN run (if they want to), and I believe I can be the guide to help find success.

# Initial Wireframe

Landing Page



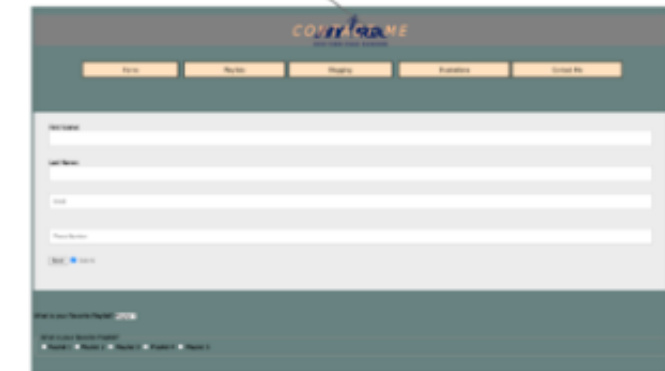
Playlists



Blog



Illustrations



Contact



# Wireframes Part 2

CONTACT ME  
NEW YORK ROAD RUNNERS

Home

Playlists

Blogging

Illustrations

Contact Me

First Name:

Last Name:

Email

Phone Number

Save!

☒ Submit

What is your Favorite Playlist?

Playlist 1

What is your favorite Playlist?

● Playlist 1

● Playlist 2

● Playlist 3

● Playlist 4

● Playlist 5

PLAYLISTS  
NEW YORK ROAD RUNNERS

Home

Playlists

Blogging

Illustrations

Contact Me

This is the side bar or (column). "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. This is the side bar or (column). "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Name	Genre	Number of Songs	Audio File
Playlist 1	Pop	40 songs	MP3
Playlist 2	Pop	50 songs	MP3
Playlist 3	Pop	50 songs	MP3

# Wireframe (July)



[Home](#) [Training](#) [Playlists](#) [Podcasts](#) [Contact Me](#)

## About Me

*My name is Kamryn Smith and running is my passion.  
Living in Tampa Bay the past five years, has given me  
the opportunity to explore the city in a unique way.  
From my own experience and knowledge,  
I hope to provide a special space for TB Runners.*

# What it looks like now..



[Home](#) [About Me](#) [Routes](#) [Training](#) [Playlists](#) [Podcasts](#) [Contact Me](#)

## About TB Runners

*TB Runners is an interactive running website for beginner and intermediate runners in the Tampa Bay region. We supply a variety of mixed-genre playlists, interval workouts, scenic imagery, and a sneak peek of our upcoming podcast.*

*On our site, athletes have access to all workouts, playlists, and all other content. Please enjoy interacting with TB Runners, seeing some of my own success with running and more. For now, keep on running!*





# Citations

Schiff, Brad. "Web Designing for Beginners: Real World Coding in HTML & CSS." Udemy, Udemy, <https://www.udemy.com/course/web-design-for-beginners-real-world-coding-in-html-css/>.



THANK  
YOU!



TB RUNNERS

EMAIL

kamrynsmith098@gmail.com

MOBILE

+1 201-407-0607

LOCATION

Tampa, FL

Kamryn Smith  
Professor Santiago  
Capstone Paper  
August 2022

## TB Runners

Running for pleasure is a popular activity for many in Tampa, Florida. Scenic routes include Bayshore Boulevard, The Downtown RiverWalk, Davis Island, The Upper Tampa Bay Trail, and more. There are endless opportunities for Tampa residents who show interest in running and those who have trekked hundreds of miles already. Running is simple in terms of the actual concept, but many runners find difficulty in maintaining the habit and continuing safely.

When deciding what to create for my capstone, I knew I wanted to design a website that inspires and guides beginner and intermediate runners in the Tampa Bay region. I also was determined to create my website from scratch, using only coding programming. I wanted to challenge myself in learning new coding languages, rather than relying on existing website platforms. Since then, my goal has become a reality. My long-term goal is for my website, TB Runners, to become a home for an even larger group of individuals. I am an active runner and believe there is no better person to create a running website than an experienced runner. I started to run regularly during one of the busiest years of my life and have continued to do so during both quiet and busy seasons of my own life. During my junior year of college, I trained for my first ever marathon and despite obstacles that could come my way, I was determined to balance my school work and training. I am also a web-designer well-versed in HTML, CSS, and some JavaScript (Schiff). Once I felt confident in my coding abilities, I knew I could deliver a well-made product.

TB Runners is an interactive running website that supplies a variety of mixed-genre playlists, interval workouts, scenic imagery, and a sneak peek of what is to come with our

upcoming project, TB Podcasts. Since the site has a narrow target audience (Tampa Bay), I hope to form a close-knit community. There will also be workout plans for beginner and intermediate runners looking to run their first 5K or 10K. Over time, the workout plans will vary and will most likely follow different mileage goals. TB Runners hopes to draw in determined athletes because of the unique experience offered. On the site, athletes can access workouts that fit realistically into busy lifestyles and schedules. Each running plan will differ based on each participant's individual experience, pace, interest, and goal.

In addition, there are ten playlists of at least twenty songs each. Some examples of these playlists include Broadway Tunes, Alternative Hits, Rap Throwbacks, and more. There are also mixes from the Spring of this year and Summer. Each playlist is about an hour and a half long. In Tampa Bay, there are so many different kinds of runners. Many come from different backgrounds and interests, so I want to help and inspire as many determined runners as possible. The playlist portion of the website is a crucial component and my favorite section of the site. Music is my other passion besides running. I have loved music for as long as I can remember and have grown in my appreciation for how music helps while working out. Depending on the song playing, you can have an entirely different experience than you would while listening to an alternative rock throwback hit. Since new music is always on the horizon, I will update the playlist bi-monthly. I am a proud music guru and am always up to date with new music and album releases from many artists.

Since this is my first website, it is vital to establish a strict yet adjustable set of guidelines to help my dreams become a reality. At this time, the website is ready to be published on the web, but due to the hefty expenses of publishing and obtaining a web domain, I will be unable to publish TB Runners on the official web. Although the site is not going live, I still hope to

eventually be able to gain attraction and interest to TB Runners to more individuals than just the Social and Emerging Media Masters Program at the University of Tampa. Social media would be an extremely effective way TB Runners could spread its word if it ever does get launched. By publishing on social media, I would be able to reach a large sum of runners from Tampa Bay on both TikTok, Instagram, and Facebook. On those three platforms, I could draw traction from a large, diverse group of runners because the average age range on each platform varies. My next step would be to connect with local sponsors from the area to help share the news of TB Runners. With the help and support of sponsors, the local news of my site, TB Runners, will likely spread to a much larger group of individuals than it would only on my own.

Since running groups like Run Tampa, LOUD Runners, and Tampa Bay Runners already exist, TB Runners would be the place for local runners to find workout regimes and curated playlists. Even though running is technically an individual sport, the community of runners in the Tampa Bay region is like no other. I know this from personal experience. Over the past five years in Tampa, I have met several local runners through competing in the Gasparilla Half, other nearby races, and even along the Tampa Riverwalk. Before my first half marathon, I was going for one of my last long training runs on the Riverwalk. Early into that run, I met another runner at a nearby water fountain. We went on a 10-mile run that day after meeting at that same water fountain.

Until now, I have not come across many running-inspired websites that include the amount of diverse information as TB Runners does. At this point, I am still at the beginning of my career, so I believe I have a unique opportunity to connect with a larger group of runners from Tampa Bay. Running playlists and curated online workouts are a thing of the present. I

would love to see TB Runners flourish and become the home for beginner and intermediate runners from Tampa Bay to find and resource all things running.

### Citations

Schiff, Brad. "Web Designing for Beginners: Real World Coding in HTML & CSS."

*Udemy*, Udemy,

<https://www.udemy.com/course/web-design-for-beginners-real-world-coding-in-html-css/>.