



Walk Jog Run

Putting runners on the map.

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WalkJogRun.net is a Chicago based site creating a community of runners. Over a 1,000 visitors drop by each day to create and share their exercise routes on the site which uses Google Maps to show street and satellite maps of the world. As of January 7, 2007 there were over 27,000 routes worldwide, and 1,403 in New York.

Built in Atlanta

Adam Howitt built the site in his spare time when he lived in Atlanta to help him establish how far he was running. Initially you would upload a map of your own and add points to indicate your turns.

Relocated to Chicago

In August 2004 Adam moved to Chicago to work for Duo Consulting where he met Jeff Kenny who was Director of User Experience. Jeff and Adam became friends and in February 2005 Jeff took it upon himself to redesign the interface to the site as a surprise. Google launched a public interface in April 2005 to allow developers to use Google Maps as a basis for their own applications.

The Google Mashup Version

Adam spent 2 months overhauling the site to use Google maps, Jeff spent a month on the design and on July 24, 2005 the Google Maps powered version launched. The new version included the concept of community driven routes where users all over the world could add their own routes or locate routes in their neighborhood. 654 routes were added in the first month and by November there were over 2,000 routes in the system.

Featured in the Wall Street Journal

Early Monday morning December 19th, Jeff called Adam on his way to work to ask if there had been any spikes in traffic that day. Adam had noticed a few more notifications that routes had been added. Someone told Jeff that WalkJogRun had been listed

in the Wall Street Journal as an example of a new breed of application on the internet – the Google Mashup. The story provided a detailed description of the site and a screenshot that drove over 3,000 unique visitors to the site that day.

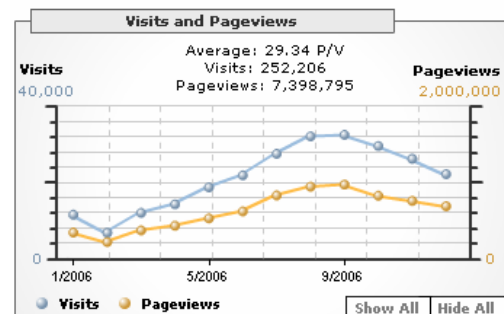
"I love what you've created. My running pal and I are training for a marathon and this has been invaluable to us. There is no other way, besides driving it, to calculate routes in our town. Thank you!"

- Kim Bancroft, Athens, GA.

Continued Growth

Throughout 2006 Adam and Jeff added new functionality and made design changes to make it easier to use the site. They added calorie calculations, user accounts, search by zipcode and

UK postcode, elevation calculation and route descriptions.



Traffic swelled steadily throughout the year from 11,000 unique visitors in a frosty January to a peak of 32,000 in September. During the first week of January 2007 there were already 8,000 unique visitors – three times as many as the same period in 2006. There are over 6,600 registered members with an average of 550 new members each month.

Plans for the Future

Early in the new year we have a big release scheduled for people to record their exercise, review their progress and see reports about their exercise habits for a monthly subscription fee. We will offer new tools to help people locate other walkers/runners in their neighborhood and even get training tips from professional coaches.