adidas Run Genie Manual

Date: 24/04/15

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1.0 Run Genie

1.0 Say hello to Run Genie

Run Genie is an interactive sales tool that enables a sales associate, without any special training, to assess a customer's running style so they can recommend the best shoe for them. With data collecting pods and an iPad app made specifically for adidas own retail, Run Genie engages customers during the sales process with wearable technology.

The Run Genie is a complete experience that starts with a 1 on 1 interview between the sales associate and customer. Data collecting pods are then attached to the customer's shoes and they go for a short run. Upon returning to the store, information about the customer's running style is downloaded into an iPad installed with Run Genie's app. Then the associate uses the iPad to educate the customer about their running style, and the ideal product suited to it. The process ends when an optional email is sent to the customer summarizing the information gathered by Run Genie, along with the product it helped the associate to suggest.

With intuitive design, simple functionality, and valuable data, Run Genie provides adidas staff with all the tools required to gain insight into a customer's running needs so they can deliver optimal customer service.

1.1 What's included with Run Genie

Check to make sure there are no components missing. The Run Genie is provided to adidas stores as a system containing:

- 6 data collection pods
    - Each pod is equipped with a rechargeable Lithium Ion battery and Bluetooth Low Energy (Smart) Wireless 2.4 GHz technology.
- 1 charging base
- 1 ac/dc power supply
    - Input 100 – 240 VAC 50/60 HZ
    - Output 5V DC 1 Amp
- Quick start guide and other documentation
- Reusable storage box

Not included in the system is the Run Genie app that runs on an Apple iPad. Learn more about which iPad's work with Run Genie in section 1.2

1.2 Run Genie hardware requirements

The Run Genie app uses the iPad's Bluetooth® technology to download information collected by Run Genie's wearable Pods. Ensure the store's iPad meets the following requirements:

- iPad equipped with Bluetooth 4 technology
- Supported models include: iPad Air 2, iPad Air, iPad mini 3, iPad mini 2, iPad mini

The internal adidas MDM system is used to distribute the Run Genie's app; please contact an adidas IT department to request a download for the store's iPad. The Pods can be used with more than one iPad in the same store.

2.0 Pods

2.0 Charging the Run Genie Pods

To maintain a charge in the Run Genie Pods, do the following:

Place the Pods on the charging dock.
Make sure the Pods always have a charge and are ready to go.

Monitor the charge
When a Pod's green LED light is "breathing", the Pod is charging properly.

Ready to Use
When the Pod's LED light is a solid green, they are fully charged.

3.0 How to do the assessment (Run)

3.0 Conducting a Run Genie session

The Run Genie experience is executed by a sales associate during their engagement with a customer through the following steps:

1. **Short interview.** Each Run Genie session begins with an associate using an iPad installed with Run Genie's app to interview a customer with a few short questions designed to gain insight into the type of a runner they are. The interview also helps the associate assess a customer's footwear needs while they build a rapport with them.
2. **Pod setup.** The associate then pairs 2 pods to the same iPad used during the interview. After the Pods are paired and ready the associate hands them to the customer and instructs them how to secure them to their laces.
3. **Customer run.** The customer is then directed by the associate to go on a short run. They will know the run is complete when the LED lights on the Pods change from green to orange (less than 1 minute). The run can be conducted outside over ground, or inside on a treadmill.
4. **Results analysis.** After the run, the results are downloaded and analyzed by Run Genie's app and displayed on the iPad with easy to understand graphics and charts enabling the sales associate to take the customer through their running classification.
5. **Shoe recommendation.** Now the sales associate can recommend shoes appropriate for the customer's running classification; either using information from the app (it will give a list of recommended shoes) or their own knowledge of running styles. The pods are then removed from the customer's shoes and ready for the next user.
6. **E-mail take away.** Customers have the option of receiving an emailed copy of their Run Genie experience, along with the running results and any shoe recommendations provided.

3.1 Correctly attaching the Pods

Run Genie's Pods are designed to attach to the laces of a running shoe. There's a Pod for both the left and right foot, but it doesn't matter which Pod goes on which foot. Ensure the following when attaching Run Genie's Pods to a shoe's laces:

1. Pods need to be placed through the top one to two sets of laces (as many as possible for maximum stability) then secured down when the customer ties the knot.
2. Make sure the Pods are centered on the laces for the best results.

3.2 Pairing the Pods

Pod pairing occurs after a customer has completed the interview process, and is ready to go for a run. In order to properly pair the Pods, an associates must:

1. Place Pods on the iPad screen.
2. Ready the Pods by pressing the buttons on them; the LED lights should start blinking blue.
3. Select "pair pods" on the Run Genie app.

4. Wait for the LED light on each Pod to turn solid green. The Pods are now successfully paired.

3.3 When a run has ended

The Pods will signal that the run has ended by changing the LED light color from green to orange. If a customer has stopped running and the pods are not displaying an orange light, the customer will need to be instructed to run longer.

The associate can use the iPad and the Run Genie app to monitor the status of a customers run. After the Pods have been paired, the icon in the app will display "out running" for that customer. When the customer returns from their run, and the Pods LED lights have successfully turned orange, the icon on the app will then display "completed run".

When a customer has finished running:
1. Remove the Pods from the customer's shoes and place them on the iPad screen
2. The customer's icon in the app will move from "out running" to the "completed run" section.
3. Now the download of data from the Pods can be initiated by tapping the customer's icon on the iPad
4. Review the results with the customer (see section x.x)

4.0 App How To

4.0 The Run Genie app

The Run Genie app is a key component of the Run Genie experience. By visualizing the data collected by Run Genie's Pods, the app is able to assist the associate in educating the customer about their running style and product needs after a short run has taken place. The app is also able to summarize the Run Genie experience for the customer in an email for later reference. The app is most effective when the associate is well versed in its function and features.

4.1 App setup

Launching the Run Genie app for the first time will require the associate to enter the following information:

1. **Language.** Select the language that the app will use to communicate with both associate and customer.
2. **Region.** Set the app to the region that it will be used in.
3. **Store information.** Ensure that the store information is accurate in order to properly keep track of a customer's Run Genie profile.
4. **Run assessment terrain**. This refers to where the customers will be running during their diagnostic run. This could either be on a treadmill or on a regular surface. Selecting it here creates the default, but the Run Assessment Terrain can be overridden for a specific run if needed.

4.2 The home screen

Run Genie's app has several different screen states and sections that help an associate manage the Run Genie experience for a customer. Get to know them:

o **Empty State:** This is where associates are able to add new runners or look up an existing customer that's used Run Genie in the past.

o **In-store Section:** The in-store section helps an associate see any customers that are in the

interview portion of their Run Genie experience. Associates can remove customers from this section by swiping their icons to the left. Removing a customer from this section will permanently delete any entered information.

- o **Out Running Section**: When a customer is out running, their icon will be displayed in this section. A timer will appear so the associate can track how long a customer has been out for a run. If an error with the Pods occurs when the customer's icon is in this section, the associate can tap the customer's icon to restart the run, allowing for a different set of Pods to be paired with the app.

- o **Completed Run Section:** After a customer has completed a run, their icon will move to this section and the associate can download the data collected by the Pods during the customer's run.

- o **Analysis Section:** When the associate has successfully downloaded a customer's running results, the customer's icon will be displayed under the analysis section. Tapping a customer's icon in this section will reveal a customer's running results. Associates can remove customers from this section by swiping customer icons to the left. Removing a customer from the analysis section will only remove the customer's icon from the home screen. A customer's Run Genie information will still be accessible under Customer Sessions when their icon is removed from the home screen.

4.3 Reviewing the results

Run Genie's Pods measure two angles for each foot when they come into contact with a running surface. The angles have distinctive names called **Foot Strike** and **Alignment**. When an associate navigates between these two measurement categories, the app displays the following information for each foot:

- o **Classification:** For each angle category (Foot Strike and Alignment), an exact measurement number is displayed. Depending on this number, the Run Genie app assigns a classification that helps a customer understand their running style.

- o **Population distribution.** This section allows a customer to see how much of the running population falls under a similar classification of measurement as them.

- o **Description.** This section provides a written description that helps both the associate and customer understand what the classification of measurement means, and what types of shoes are best suited to it.

- o **Animation.** Visualizations of a customer's classification are available for each measurement category (Foot Strike and Alignment). They are animated, and designed to help the associate describe the classification to the customer.

- o **Range.** This section describes the average range for each classification type. This allows customers to see where they fall under the average range of runners that have the same classification.

Analyzing the results of a Run Genie run with a customer is an integral part of the Run Genie experience. When doing so, it's important to communicate to customers that the results do not mean they are "good" or "bad" runners. These classifications and measurements are meant to help the customer understand their natural running style.

4.4 Recommending shoes

Recommending products is one of the key purposes of using Run Genie during the sales process.

- o **Summary.** This section summarizes the customer's Run Genie experience. It presents the

interview questions and run results on one screen so the customer can see product selections in context with the results of the Run Genie experience.

- o **Recommended Shoes.** When describing the shoes selected by the Run Genie app, it's important for an associate to communicate that adidas shoes are selected to optimally complement a customer's natural running style, not fix it.
- o **Favorite.** After going through the product selections with a customer, an associate can favorite the shoes the customer is most interested in. These favorites will be included in Run Genie's optional follow up email. If a customer doesn't favorite any shoes, the top 2 recommendations will be sent to them instead.

4.5 The email follow up

Associates can use Run Genie's optional email follow up feature to send customers a recap of their Run Genie experience. This sends the customer's interview and running results, along with the products they chose as 'favorites,' or 2 shoe recommendations if none were chosen. This feature is an important function that allows an associate to follow through with a sale after the Run Genie experience has taken place.

4.6 Managing customer sessions

The Run Genie app can be used to quickly recall a Run Genie session using two methods:

- o **Customer Sessions.** The Customer Sessions section allows associates to view all the recorded Run Genie sessions from that day.
  Customer Search. Associates are able to pull up a customer's Run Genie summary by searching for a customer's email stored within the Run Genie app. If the customer did not supply an email in their session, this is not possible.

5.0 Resetting the Pods

5.0 Resetting the Run Genie Pods

If an associate is having trouble pairing the Pods to the store iPad, or any other malfunction, the best course of action is to reset them. This can be done at any point during the Run Genie experience. To reset the Pods, an associates must:

1. Place the Pods on the charging dock.
2. Press the reset button.

6.0 Firmware Update

6.0 Updating Run Genie's firmware

The app will notify associates when it's time to update the Run Genie's firmware. Associates can access firmware updates from the about section under Settings. The Pods must be placed on the charging dock when initiating a firmware update. Here's how it's done:

- o **Search and Scan.** An associate places the Pods on their charging dock and initiates a search for the Pods. The app performs a scan to see how many of those Pods require a firmware update. Pods that are ready to receive a firmware update will display an orange light.

- o **Re-scan.** Associates have the option to re-scan the Pods in the case that the app fails to discover all the Pods on the charging dock.

- **Start update.** When the associate is confident that all the Pods have been scanned the update can be initiated. This usually takes about one minute per Pod. The firmware update can be cancelled at any time.

- **Update Complete.** Once an update is complete, Pods that have been successfully updated will display a green light. In the case that a Pod is still displaying an orange light, signalling that the firmware update was unsuccessful, associates can choose to retry the firmware update for these pods.

7.0 Errors with Pods

7.0 Troubleshooting the Pods

If Run Genie's Pods are malfunctioning, here are some ways to solve typical problems:

- **Pods turn orange while pairing for a run**: This means the pod firmware needs to be updated. The pods will stay orange until the firmware has been updated.

- **Pods fail to pair, and stay blinking blue:** If a Pod fails to pair and stays blinking blue, tap 'try again' to try the process again. Ensure that the pods you are pairing to are resting on the iPad's screen.

- **Customer finishes run and Pods have not turned orange:** send the customer on another run. If the Pods are still not turning orange, try resetting the Pods and pair them again. If the problem persists, try different Pods.

- **Adidas store has multiple iPads**: A returning runner will show up on any iPad running the Run Genie app. In cases where they do not, this indicates that the iPad needs to have its Run Genie app updated. Please contact adidas IT at XXXX to request an updated app for that iPad.

8.0 Replacement Info

8.0 Replacing Run Genie's Pods

To request a replacement set of Pods, please contact XXX (will be getting this contact info from KL)

9.0 Legal Notes and disclaimer

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9.1 Regulatory Compliance

This product is compliant with Directives 2004 / 108 / EC on Electromagnetic Compatibility 2006 / 95 / EC on Low Voltage Directive.

Statement regarding the disposal of Run Genie electronic components:

As a company, adidas is committed to sustainable business practices, which are aimed to preserve, protect and improve the quality of the environment. We apply these to product technologies, design, and the selection of the materials used in our products. Adhering to corresponding environmental laws, directives,

and guidelines a core element of our sustainability principles.

Since the Run Genie concept is equipped with electronic components, we will ensure that it complies with actual or planned directives and laws, which are mandatory for electronic products and may require specific measures regarding labeling, collection, and recycling.

Note: If not disposed of properly, batteries can be harmful. Protect the environment by taking exhausted batteries to authorized disposal stations.

9.2 Trademark Footnote – Bluetooth®

The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth® SIG, Inc. and any use of such marks by the adidas AG is under license. Other trademarks and trade names are those of their respective owners.

9.3 FCC Regulatory information

Note: This equipment has been tested and found to comply with the limits for a Class B digital device pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the in- structions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encou- raged to try to correct the interference by one of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio / TV technician for help.

This device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) This device must accept any interference received, including interference that may cause undesired operation.

Caution: Unauthorized repair or modification may result in permanent damage to the equipment and/or lead to possible health risks. Furthermore, by doing so you will void the warranty and your authority to operate this device under Part 15 regulations.

Interference Statement
This device complies with Part 15 of the FCC Rules and Industry Canada license exempt RSS standard(s). Operation is subject to the following two conditions: (1) this device may not cause interference, and (2) this device must accept any inter- ference, including interference that may cause undesired operation of the device.
Le présent appareil est conforme aux CNR d'Industrie Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux condi- tions suivantes : (1) l'appareil ne doit pas produire de brouillage, et (2) l'utilisateur de l'appareil doit accepter tout brouillage radioélectrique subi, même si le brouil- lage est susceptible d'en compromettre le fonctionnement.

Radiation Exposure Statement
This device complies with FCC/IC radiation exposure limits set forth for an uncontrolled environment and meets the FCC radio frequency (RF) Exposure Guidelines in Supplement C to OET65 and RSS-102 of the

IC radio frequency (RF) Exposure rules. This transmitter must not be co-located or operating in conjunc- tion with any other antenna or transmitter.

Le présent appareil est conforme à l'exposition aux radiations FCC/IC définies pour un environnement non contrôlé et répond aux directives d'exposition de la fréquence de la FCC radiofréquence (RF) dans le Supplément C à OET65 et RSS- 102 de la fréquence radio (RF) IC règles d'exposition. L'émetteur ne doit pas être colocalisé ni fonctionner conjointement avec à autre antenne ou autre émetteur.

FCC Class B Digital Device Notice
This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses, and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equip- ment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio / TV technician for help.

CAN ICES-3 (B) / NMB-3 (B)
This Class B digital apparatus complies with Canadian ICES-003.
Cet appareil numérique de classe B est conforme à la norme canadienne ICES-003.