Motivation:
- Does the app encourage you to run faster, more often or more regularly?
- Audio coaching, encouraging comments from athletes
- Tracks hydration
- Send friends pep talks
- Simulated cheering crowds
- Virtual competition against friends or self (as a 'ghost) on the running route

Cost: $
What do you need to spend (if anything) to get the key features you want?

Bonus:
- Tracking of other physical activity
- Automated song selection to match your cadence
- Heart rate capture

Accuracy:
- Does the app track what it is supposed to track and log appropriate distance and terrain?
- What are the most helpful key features for any app? Accuracy and flexibility
- GPS tracking of routes (duration, distance and speed and time to complete)
- Running regimens to get people started or to challenge experienced runners — prompts user through each workout
- Compatibility with other devices (heart rate monitor watches, or other devices)
- Customizable, does this app permit personal information to be included for tracking purposes (body weight change for example)

Social aspects:
- Are a significant proportion of my friends using this app? Can this app connect into social networks and post results?
- Share results on Facebook
- See other friends times to challenge each other
- Text to speech technology to receive real time feedback from friends
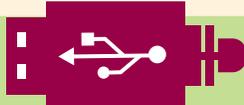
Compatibility to Share:
Does this app integrate with other fitness or running apps?

Smart Phone Running Apps:
How Do You Find the App That is Best for You?

Bottom line:
There is not a single app that fits all needs of all runners. Your level of experience, location, training phase, inherent self-motivation, and level of participation in networking will help you determine which app may best help you achieve your goals. You may decide to use more than one app. The best choice is the one that can give you the best information, is easy to follow and is low or no cost.

Consideration: some apps may over or underestimate calorie count depending on the information entered in

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