

# YEAR IN NIKEFUEL VISUALIZATION GUIDE

**1 VISUAL GRAPH**  
Colored graph shows daily NikeFuel  
Peaks = average NikeFuel per minute (FPM)  
over a 15 minute span

**2 HIGHEST PEAK**  
Highest weekday and weekend peaks based on Nike FPM

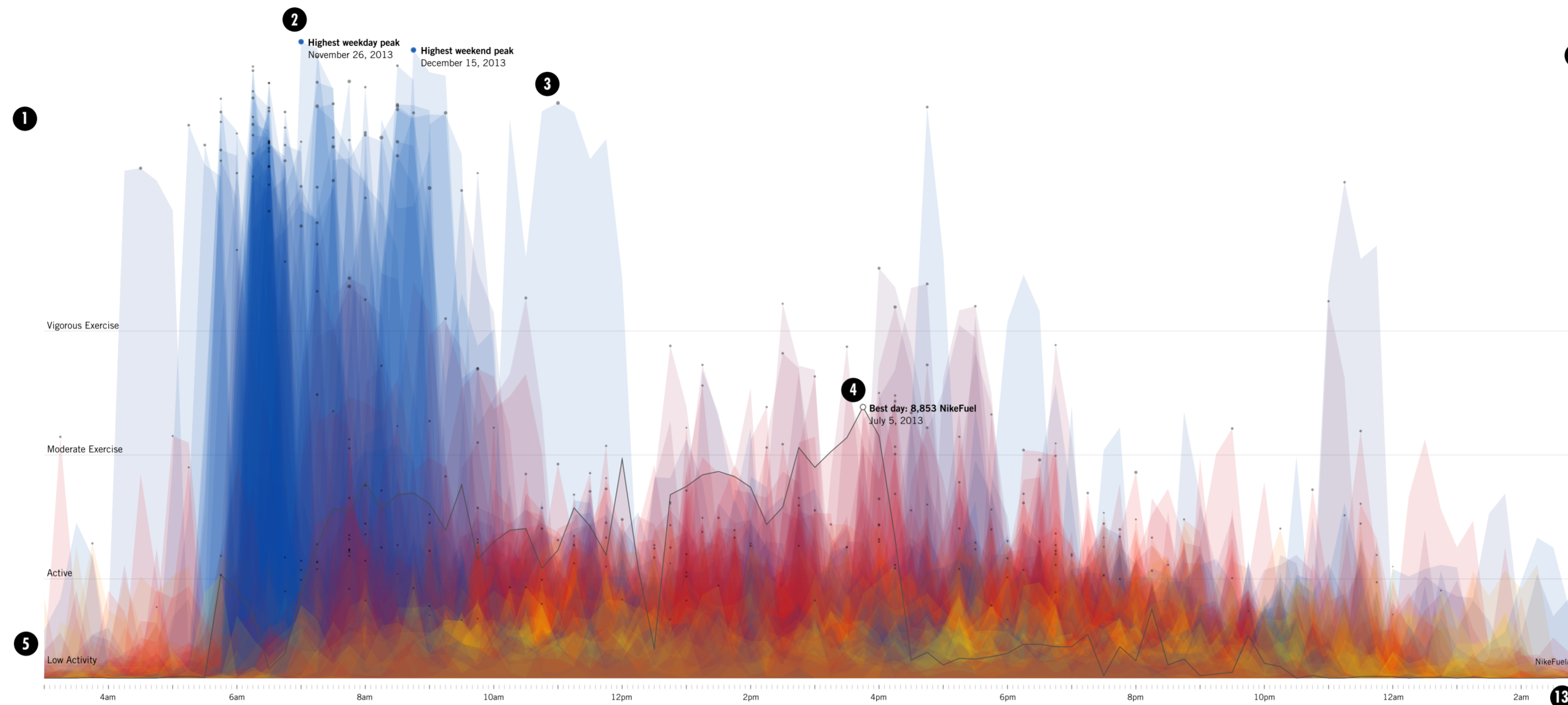
**3 DOTS**  
Dots represent peaks in daily activity

**4 BEST DAY**  
Day with most NikeFuel earnings  
Callout is placed at peak of best day  
Dark line highlights plot for the day

**5 NIKEFUEL PER MINUTE (FPM) METRICS**  
Vigorous Exercise: 28+ FPM  
Moderate Exercise: 18-27 FPM  
Active: 8-17 FPM  
Low Activity: 1-7 FPM  
Inactive: 0 FPM

**6 NIKE ACCOUNT**  
Name provided by Nike+ account

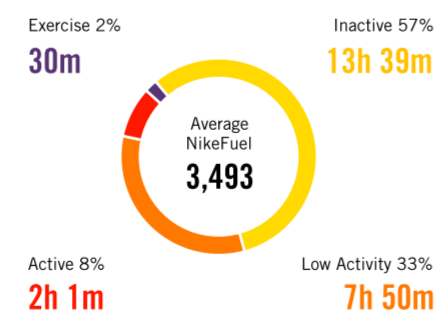
**7 COLOR KEY**  
Colors indicate highest intensity achieved each day



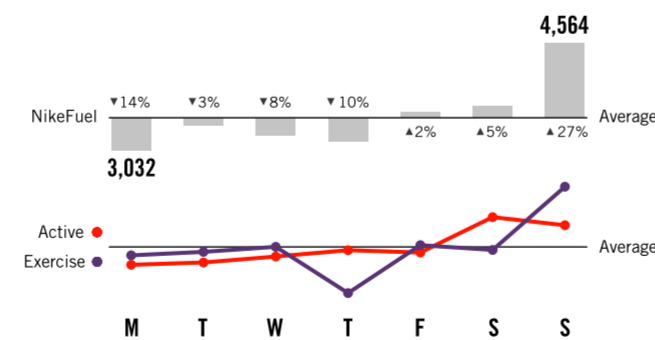
**6 YEAR IN NIKEFUEL**  
JENNY C.

**7**  
Vigorous Exercise  
Moderate Exercise  
Active  
Low Activity  
Inactive

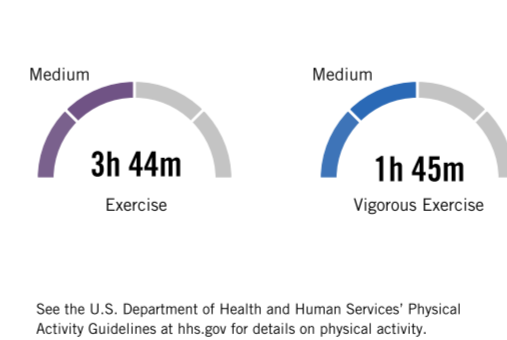
## DAILY MOVEMENT



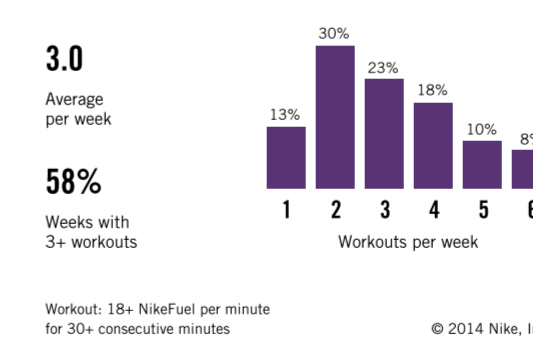
## WEEKLY MOVEMENT



## WEEKLY EXERCISE



## WORKOUTS



**8 DAILY MOVEMENT**  
Distribution of average daily movement  
Ring colors relate to matching colored numbers

Exercise = 18+ FPM  
Active = 8-17 FPM  
Low Activity = 1-7 FPM  
Inactive = 0 FPM

**9 WEEKLY MOVEMENT**  
Top graph: Percent values indicate daily difference from overall average NikeFuel

Bottom graph: Percent difference of daily active and exercise time compared to overall average time of activity  
\*See box 8 for definition of active and exercise

**10 WEEKLY EXERCISE**  
Average weekly exercise based on the U.S. Dept of Health and Human Services recommendation

|                                     |                                    |
|-------------------------------------|------------------------------------|
| Exercise                            | Vigorous Exercise                  |
| Minutes with 18+ NikeFuel           | Minutes with 28+ NikeFuel          |
| Low = 15-149 minutes per week (MPW) | Low = 15-74 minutes per week (MPW) |
| Medium = 150-299 MPW                | Medium = 75-149 MPW                |
| High = 300-599 MPW                  | High = 150-299 MPW                 |
| Extreme = 600+ MPW                  | Extreme = 300+ MPW                 |

**11 WORKOUTS**  
Average weekly workouts based on Nike definition of workout (18+ FPM for 30+ min)  
Chart indicates percent of weeks with each number of workouts per week

**12 Y-AXIS**  
NikeFuel per minute (FPM)

**13 X-AXIS**  
Time of day, from 3am-3am  
Tick marks at 5 minute intervals