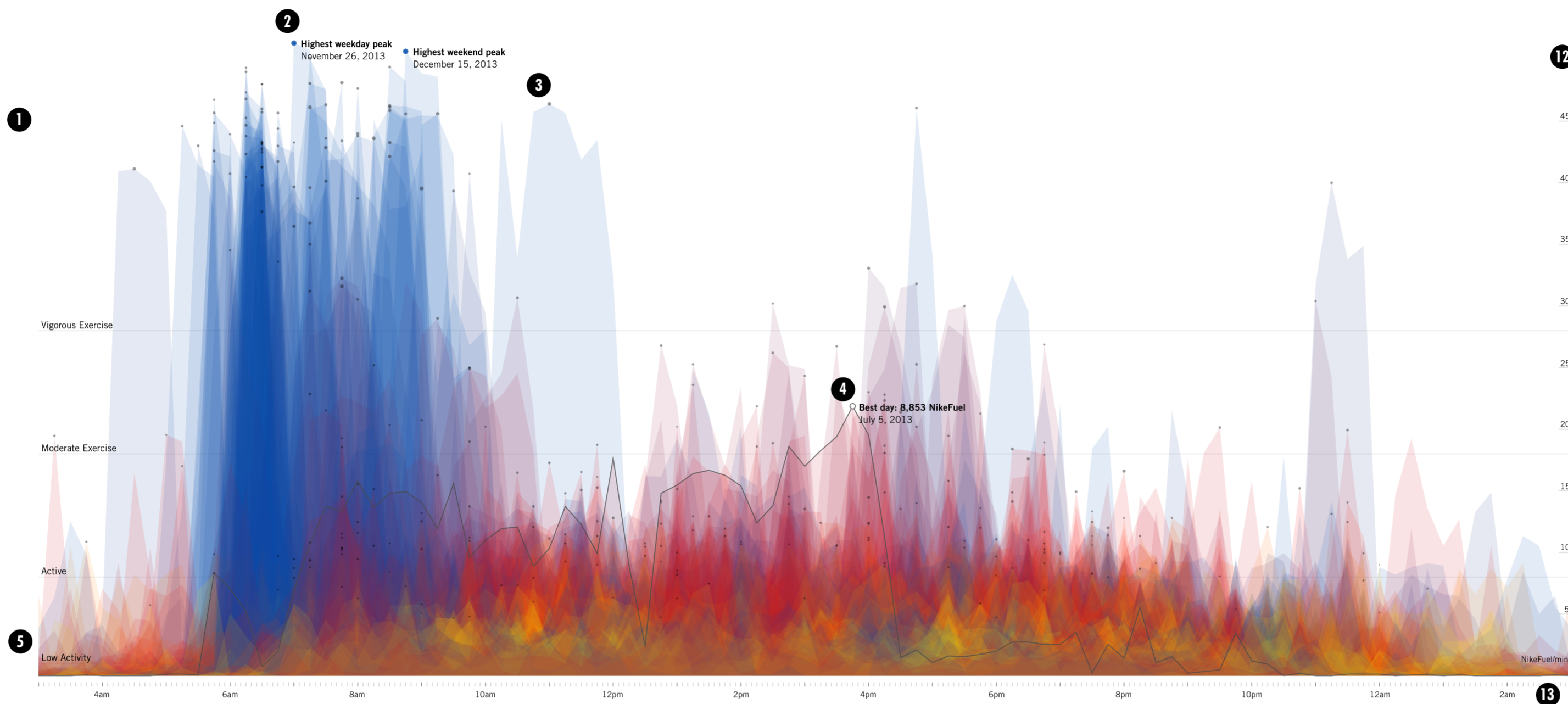


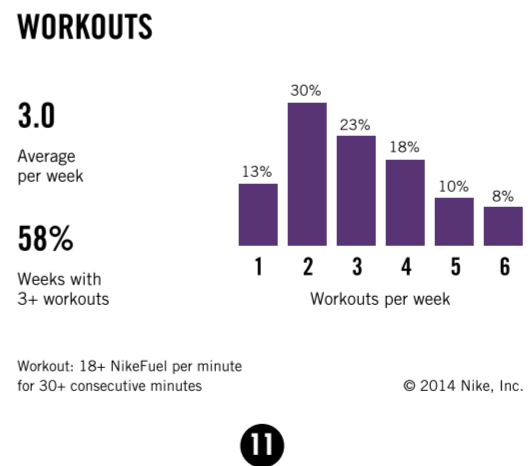
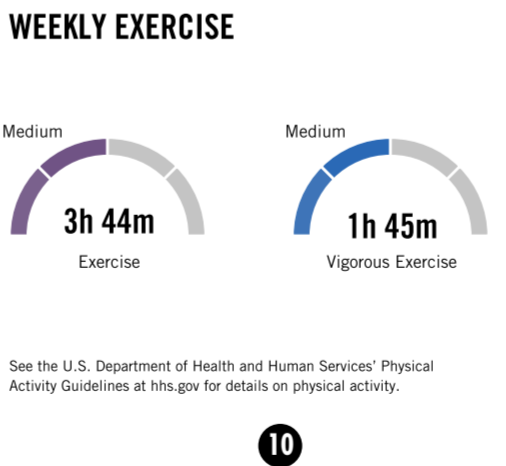
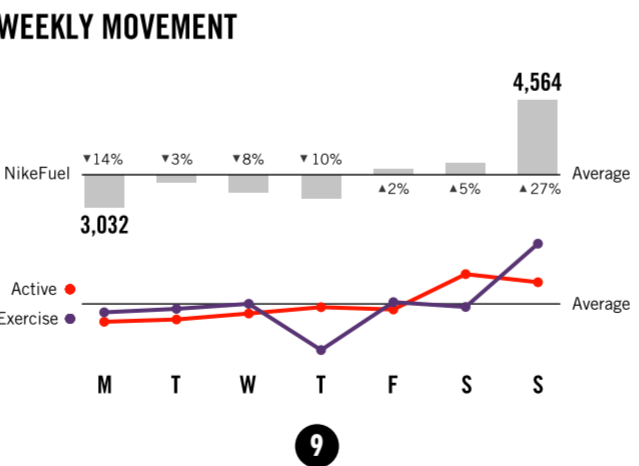
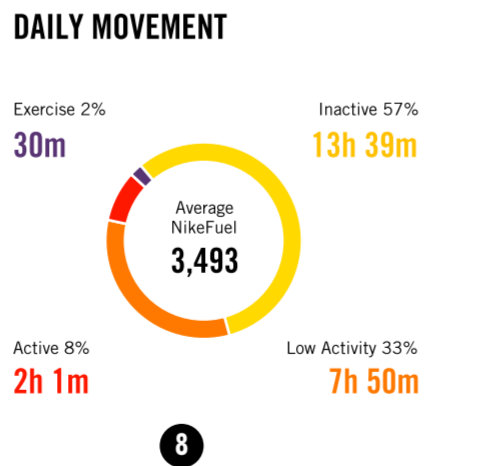
YEAR IN NIKEFUEL VISUALIZATION GUIDE

- VISUAL GRAPH**
Colored graph shows daily NikeFuel
Peaks = average NikeFuel per minute (FPM)
over a 15 minute span
- HIGHEST PEAK**
Highest weekday and weekend peaks based on Nike FPM
- DOTS**
Dots represent peaks in daily activity
- BEST DAY**
Day with most NikeFuel earnings
Callout is placed at peak of best day
Dark line highlights plot for the day
- 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
- NIKE ACCOUNT**
Name provided by Nike+ account
- COLOR KEY**
Colors indicate highest intensity achieved each day



YEAR IN NIKEFUEL
JENNY C.

- Vigorous Exercise
- Moderate Exercise
- Active
- Low Activity
- Inactive



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

Exercise Minutes with 18+ NikeFuel	Vigorous Exercise 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
- 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
- Y-AXIS**
NikeFuel per minute (FPM)
- X-AXIS**
Time of day, from 3am-3am
Tick marks at 5 minute intervals