

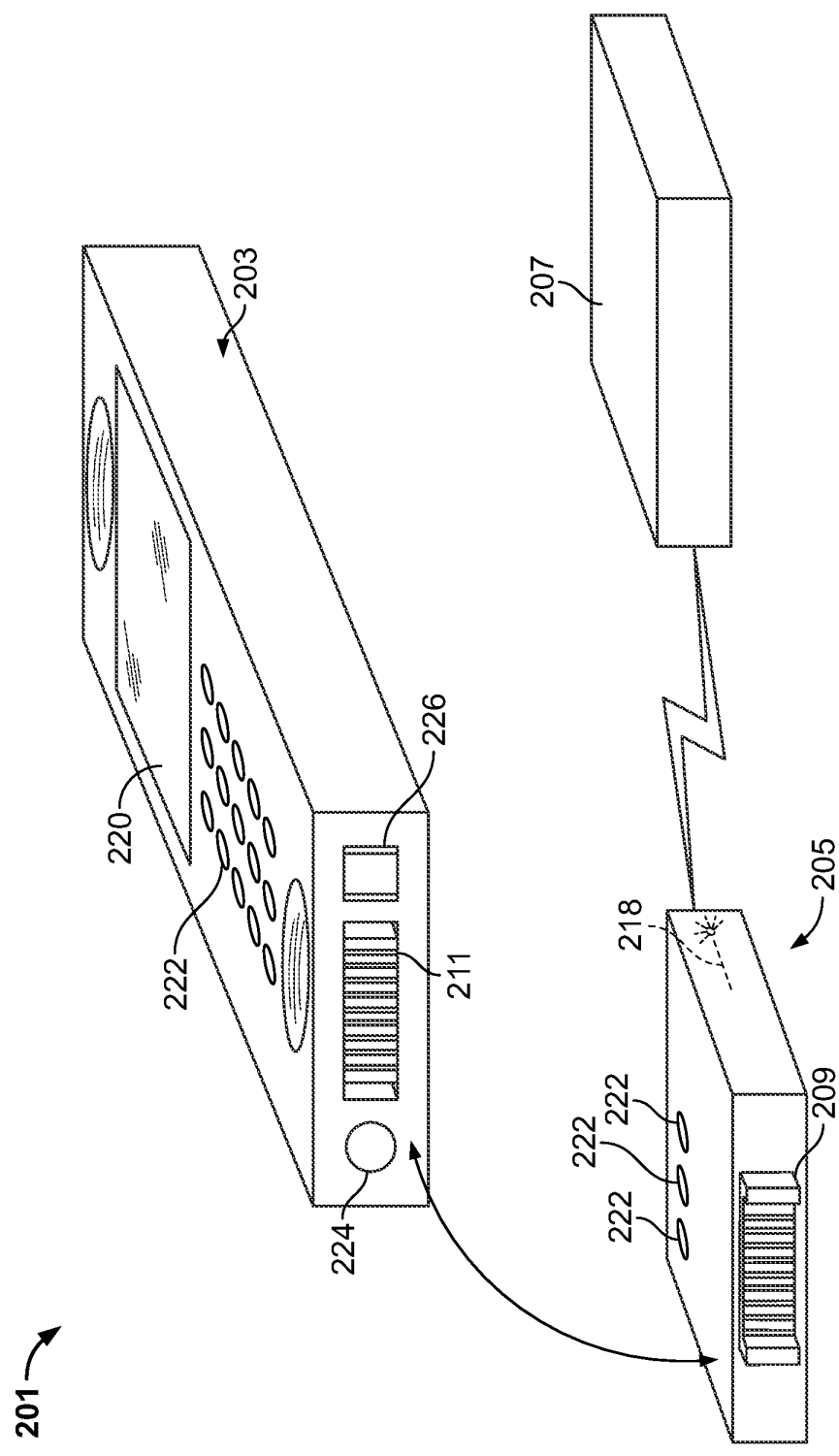


FIG. 2

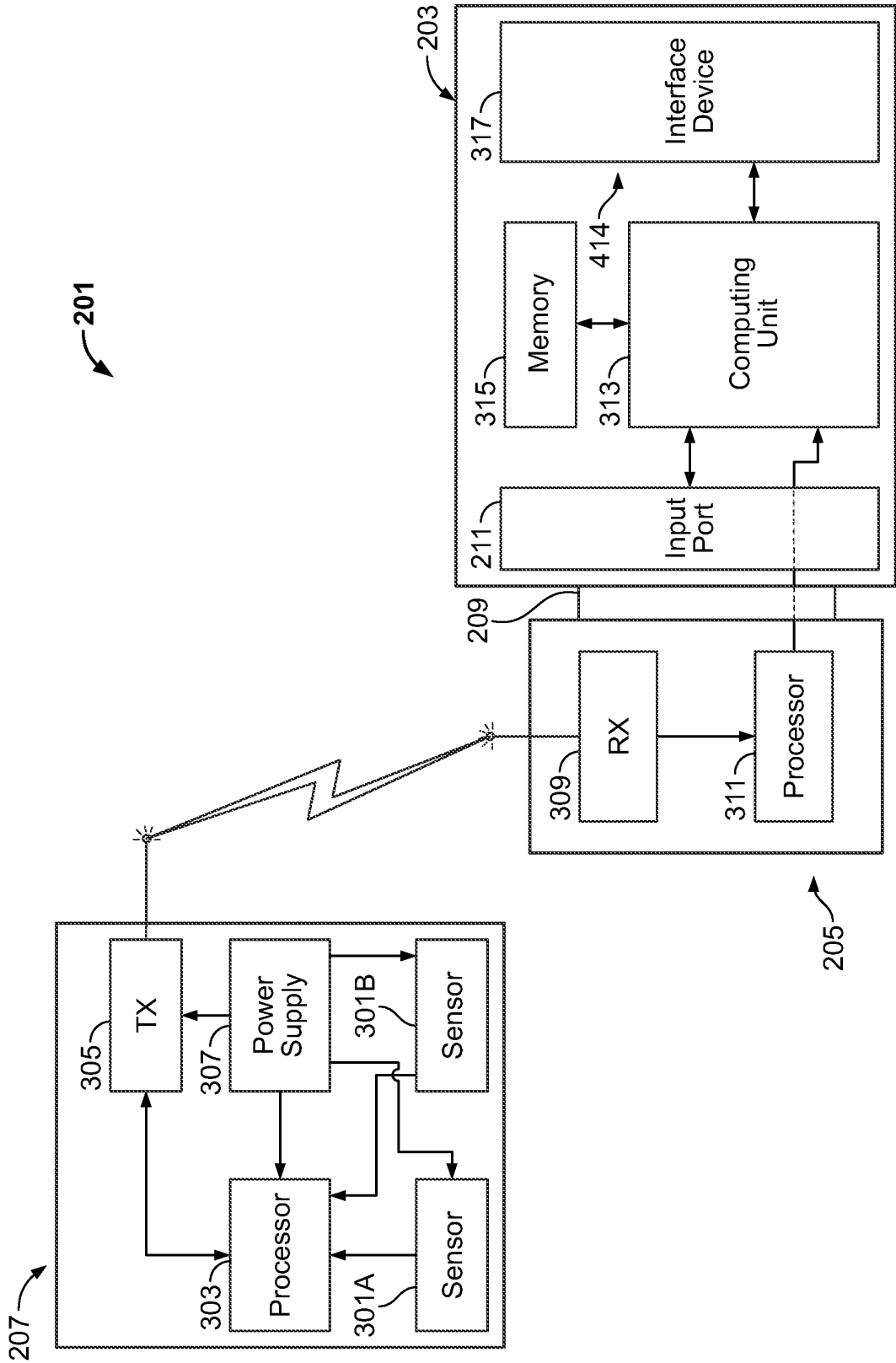


FIG. 3

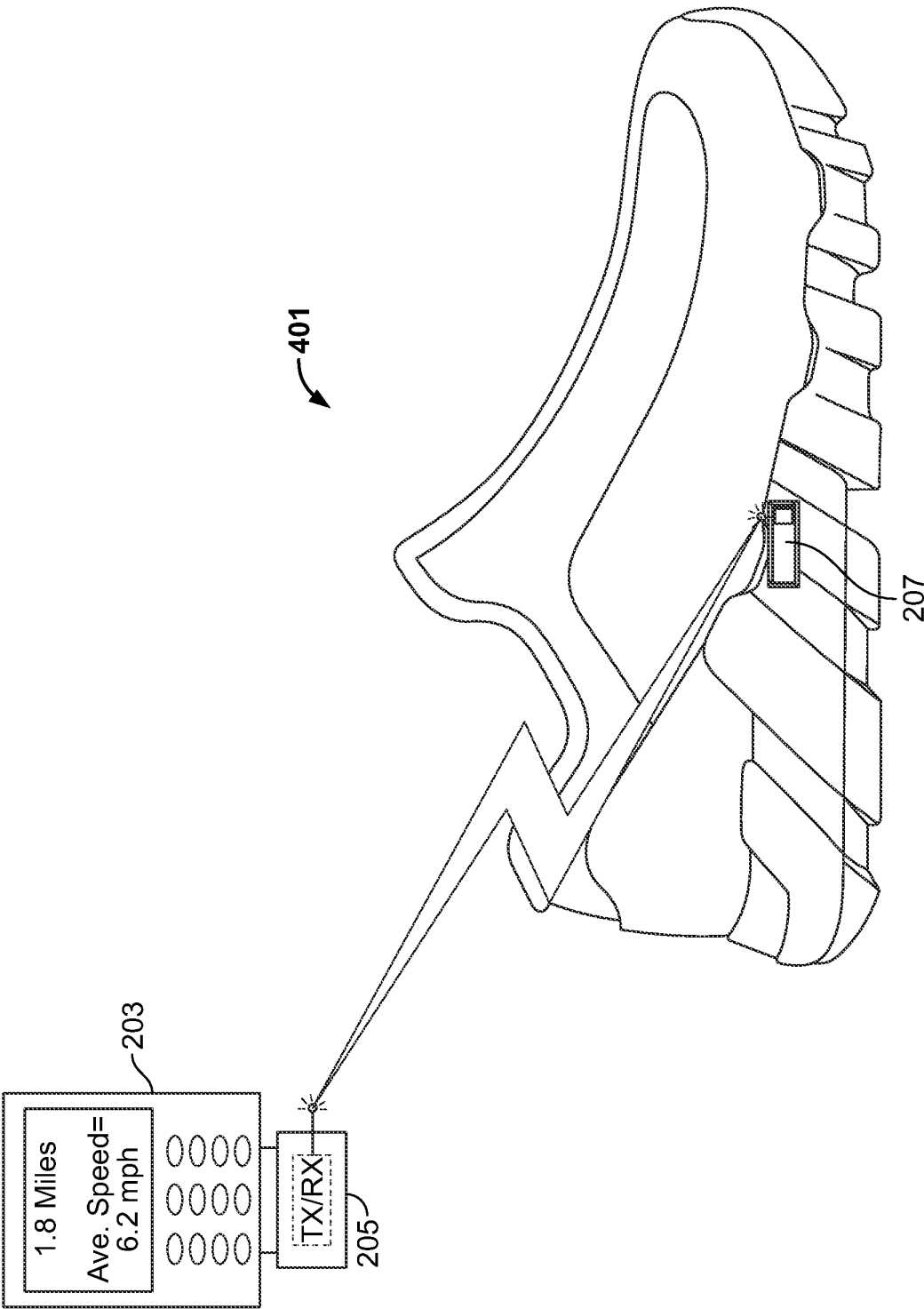


FIG. 4

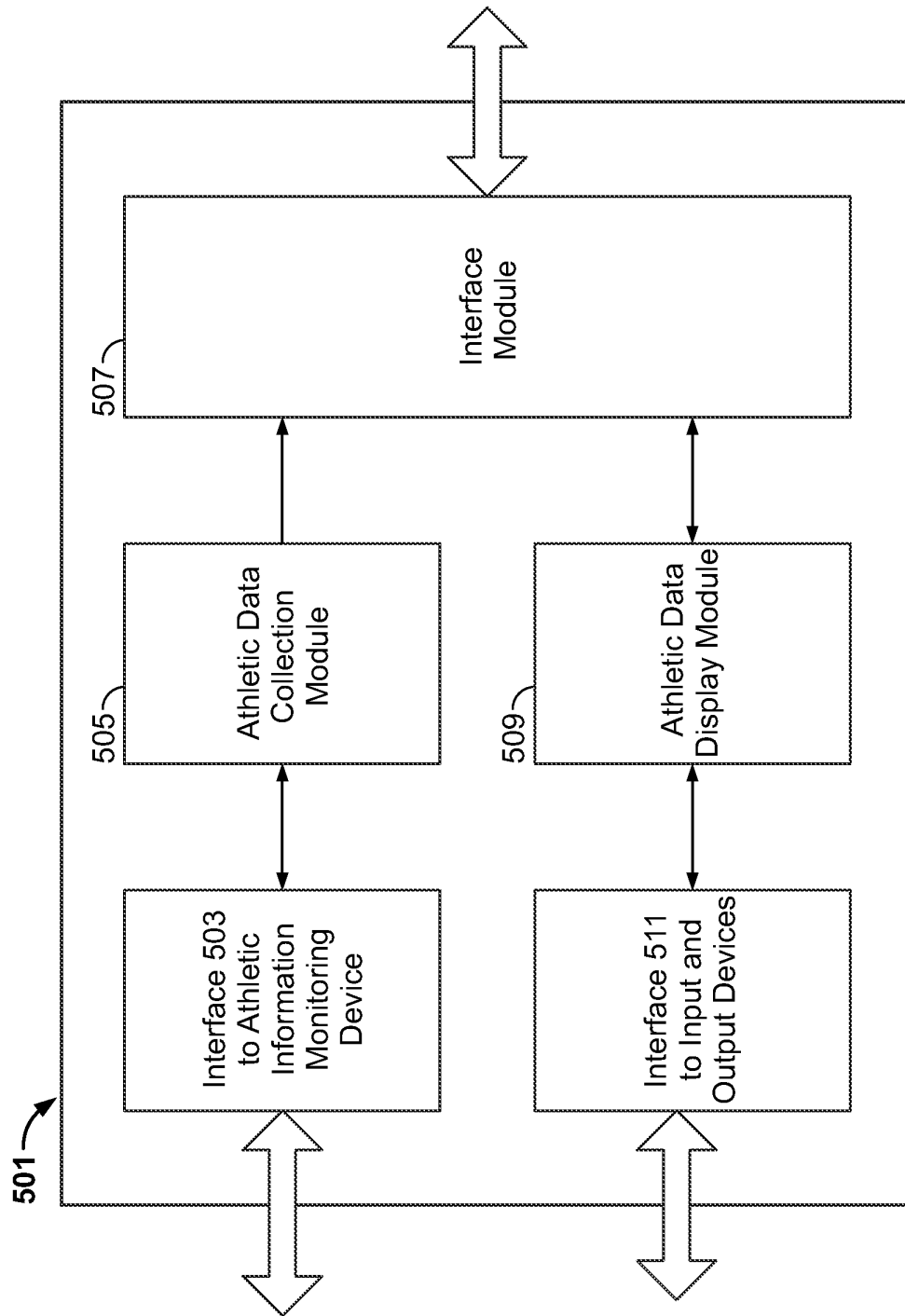


FIG. 5

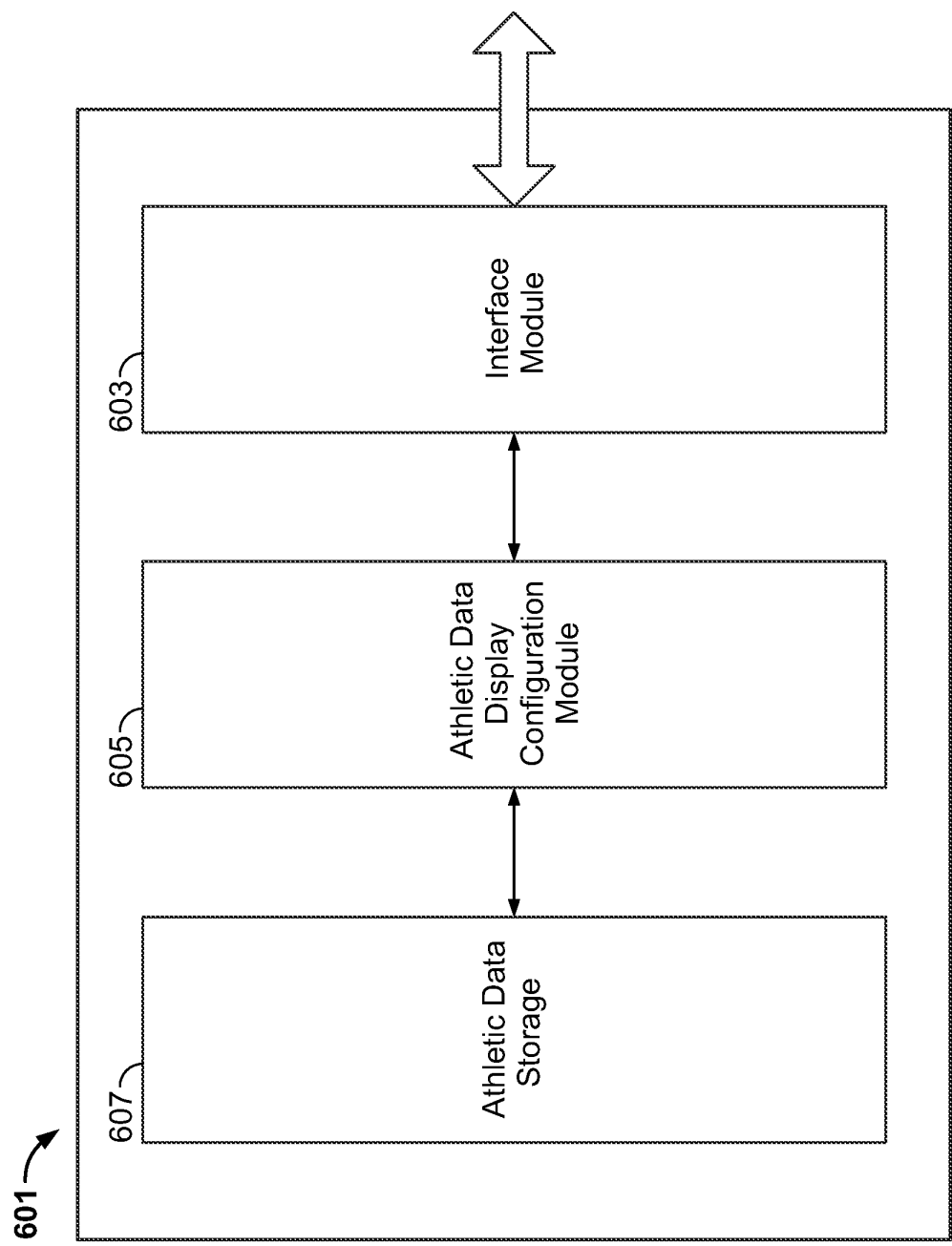


FIG. 6

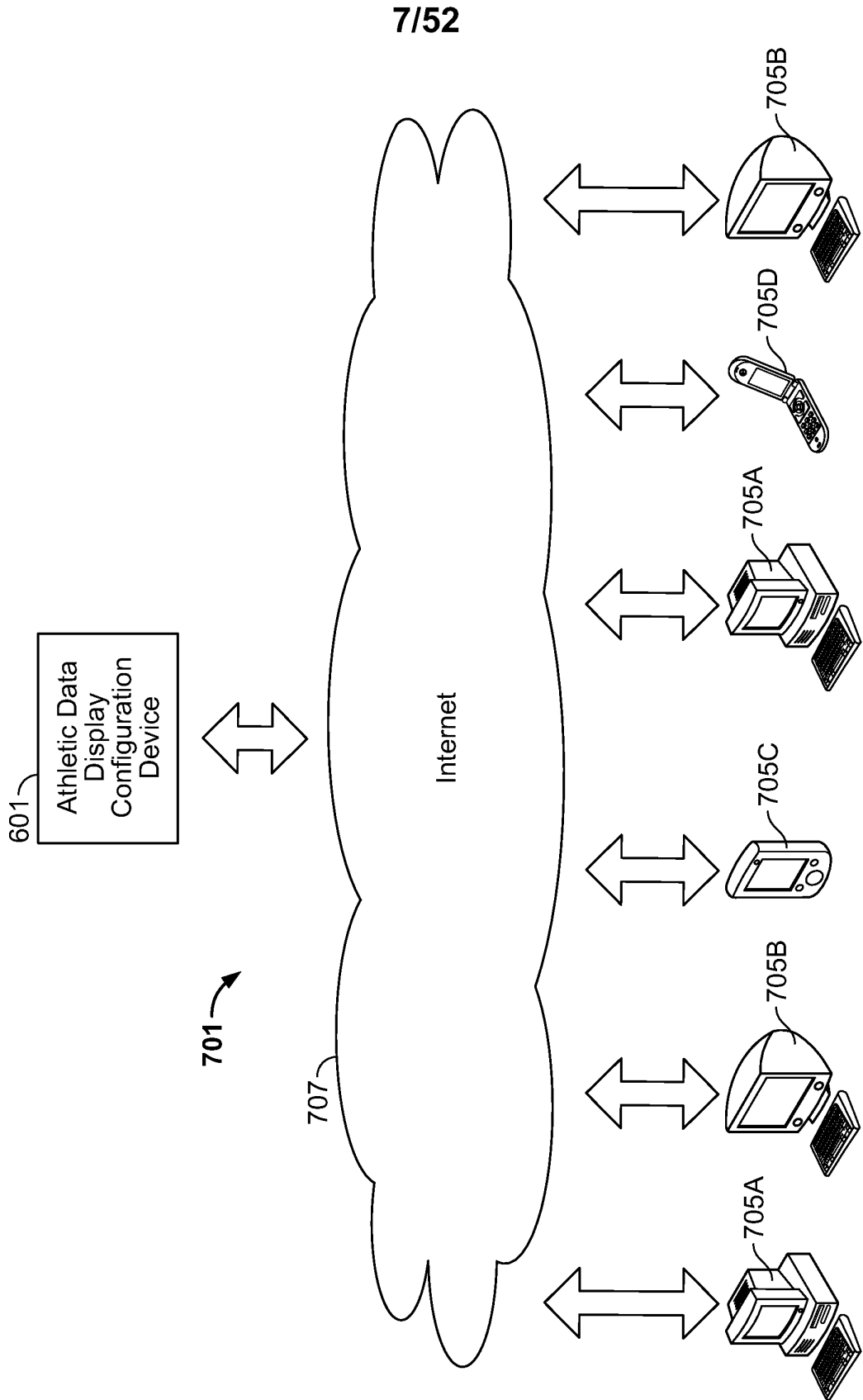


FIG. 7

8/52

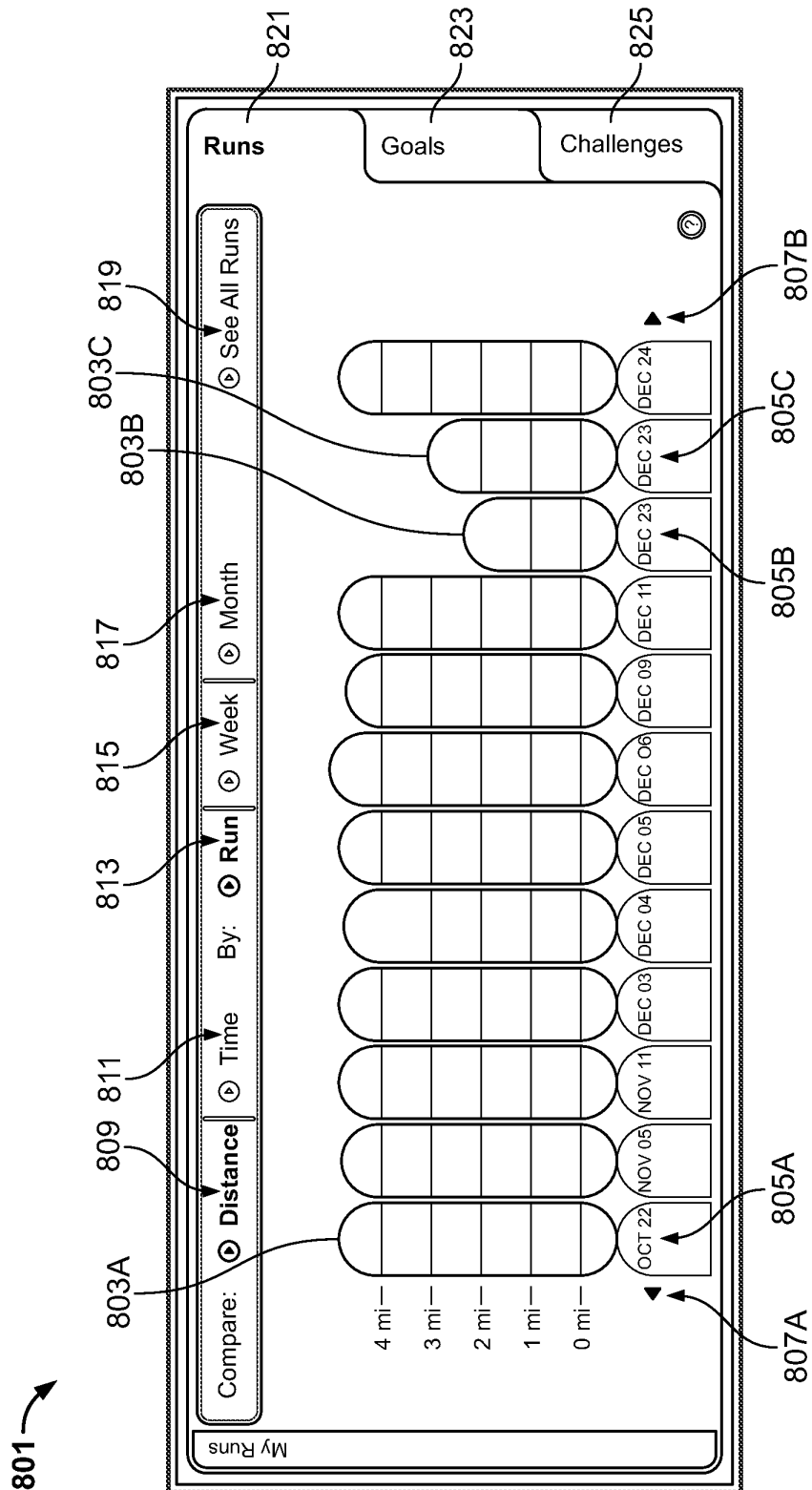


FIG. 8A

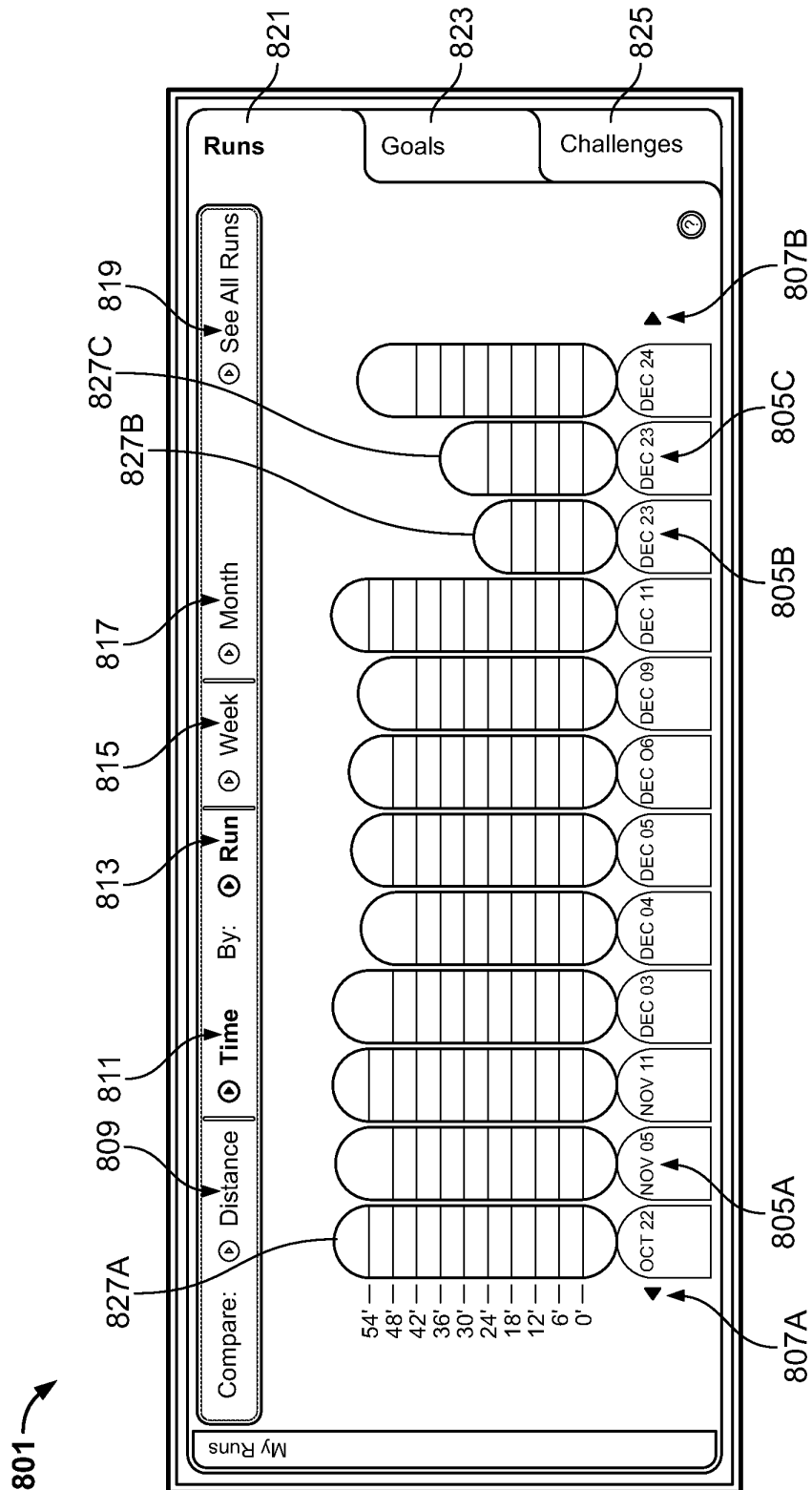


FIG. 8B

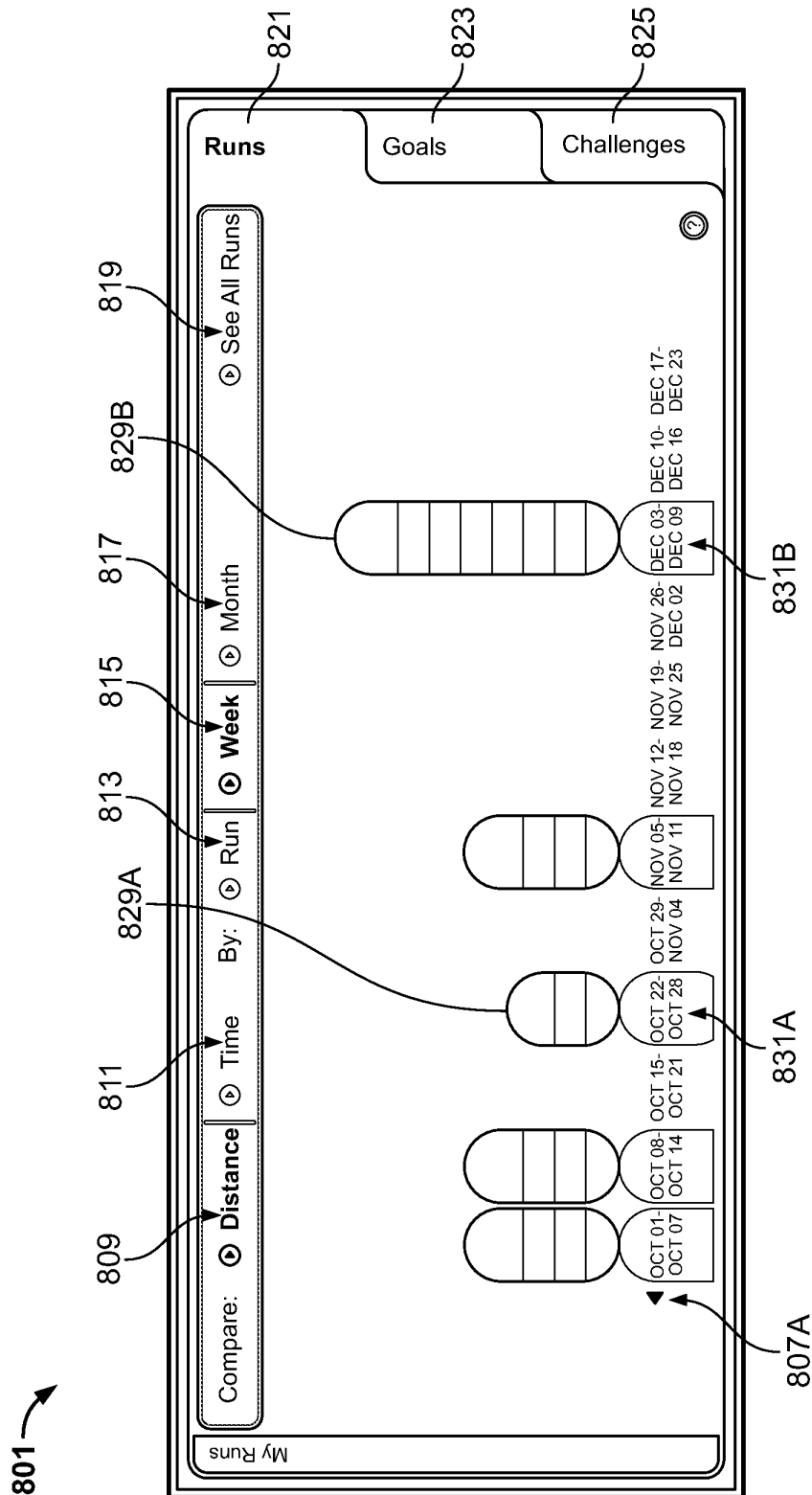


FIG. 8C

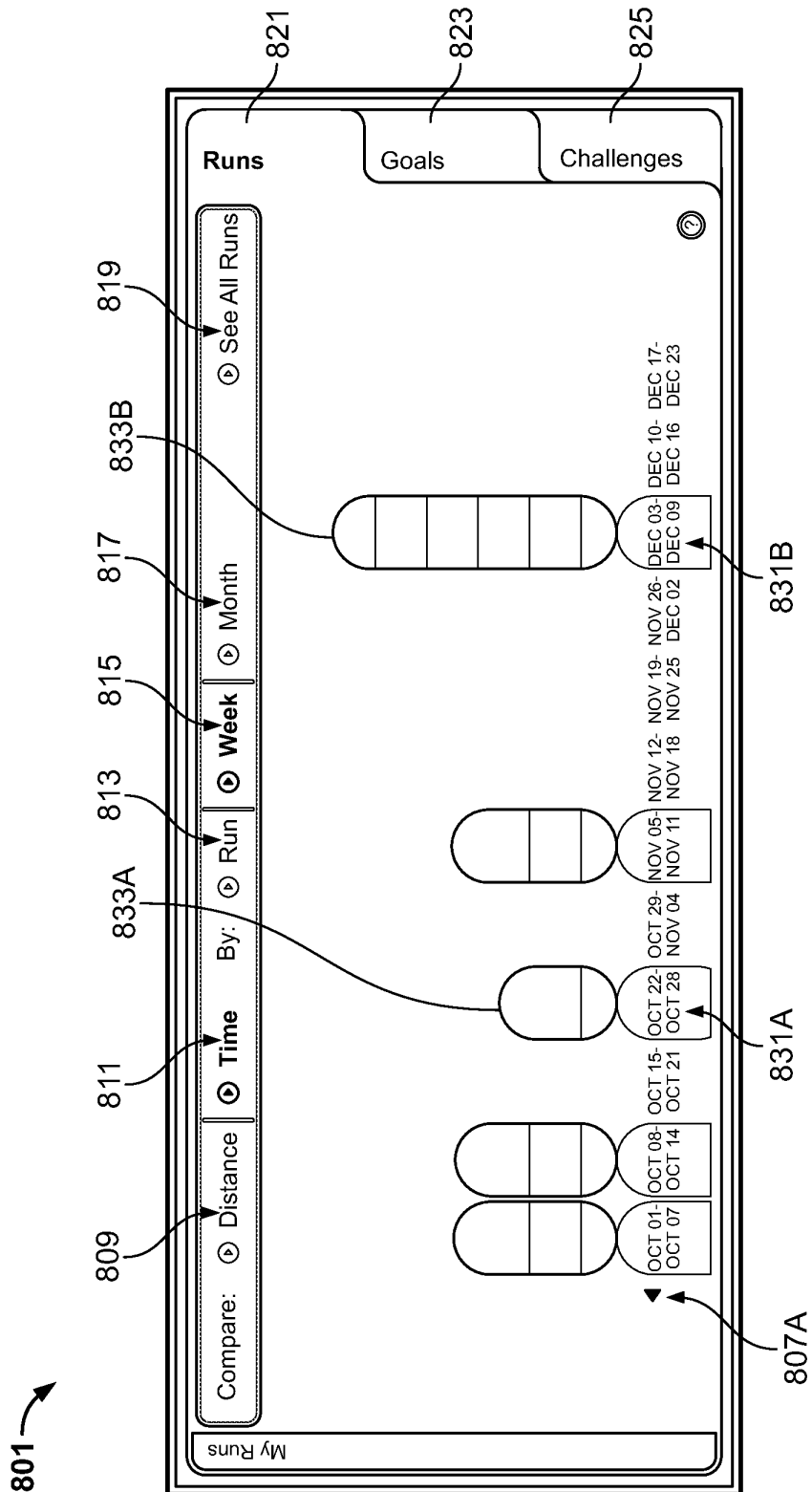


FIG. 8D

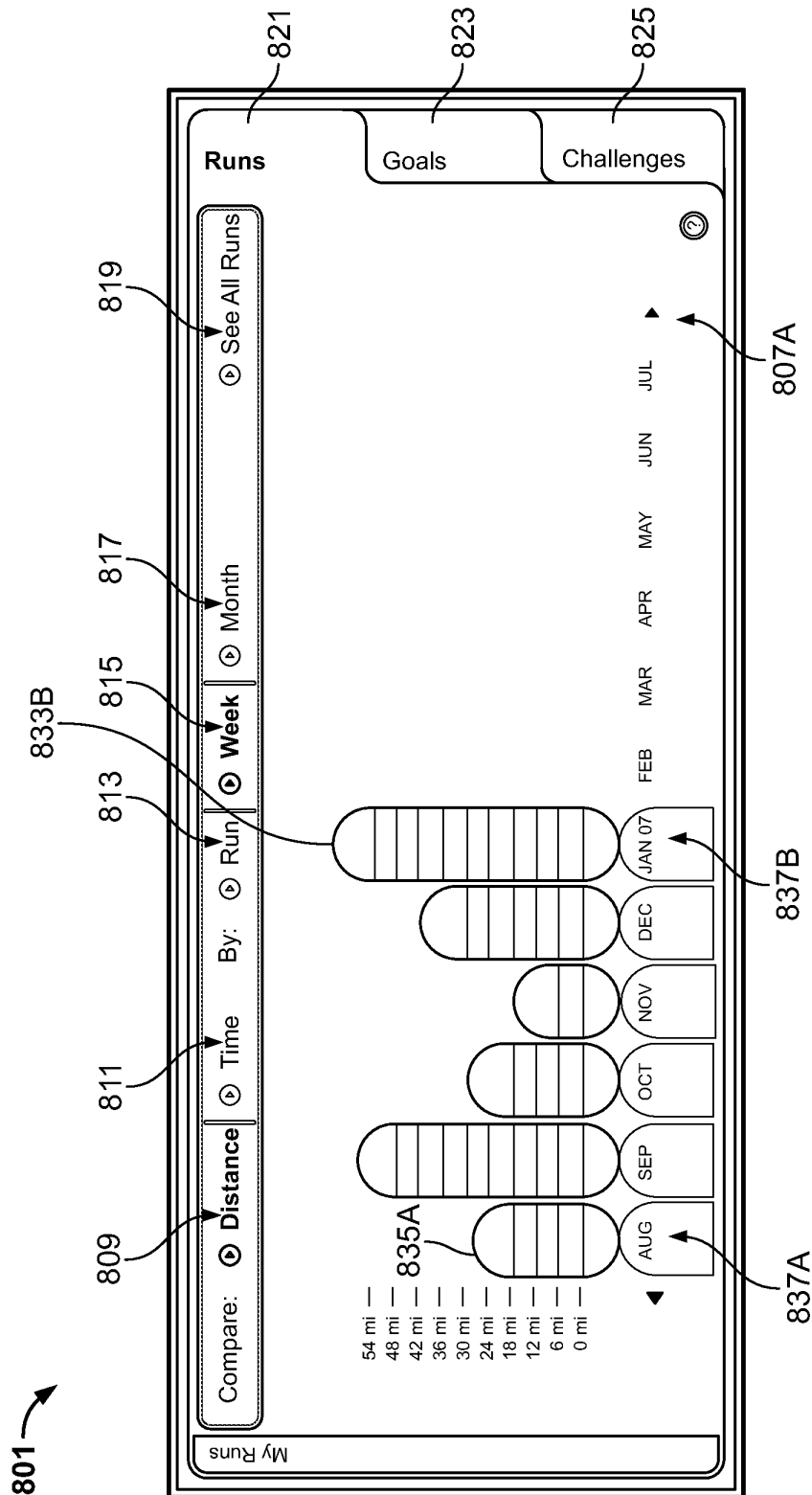


FIG. 8E

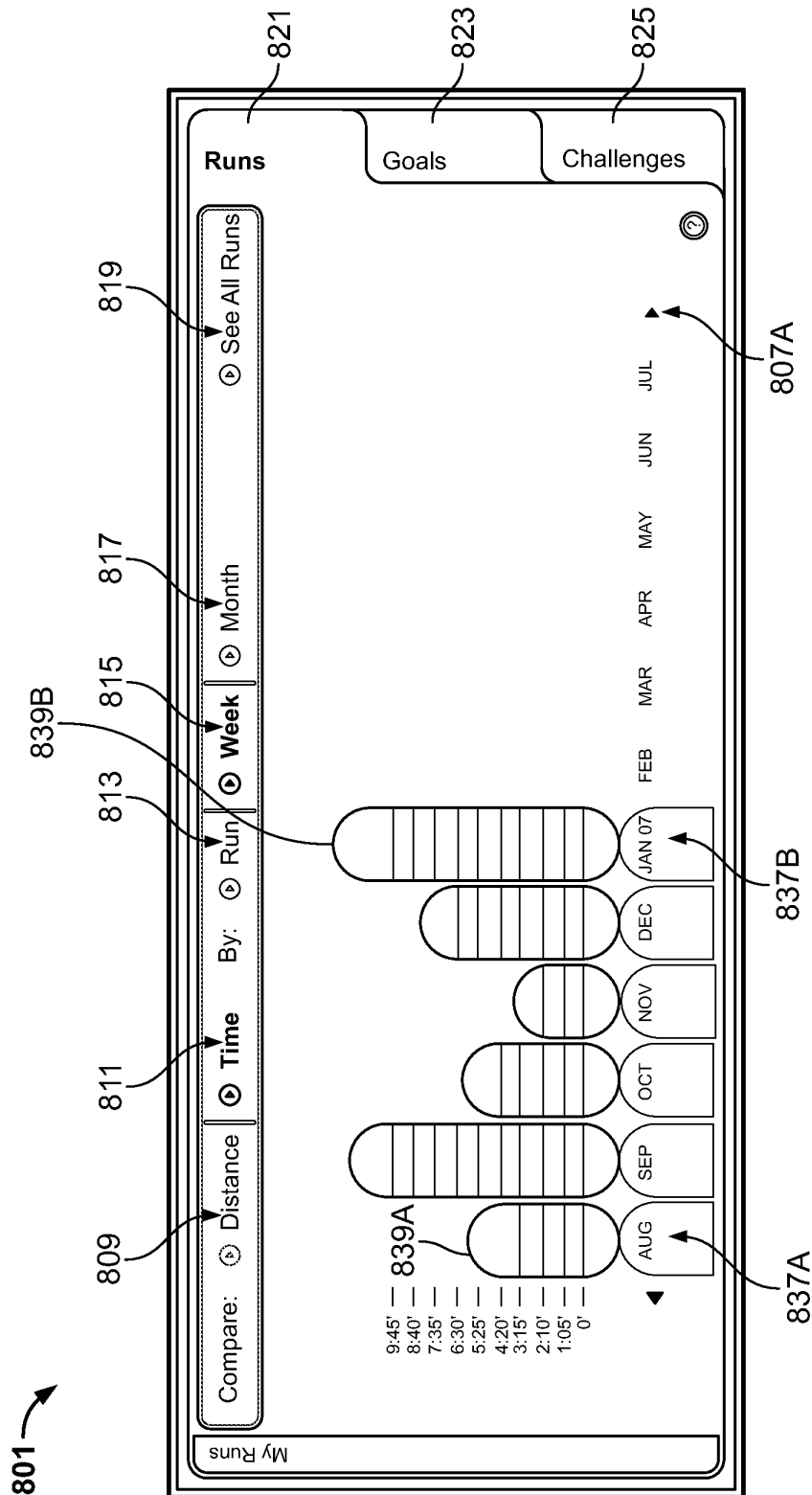
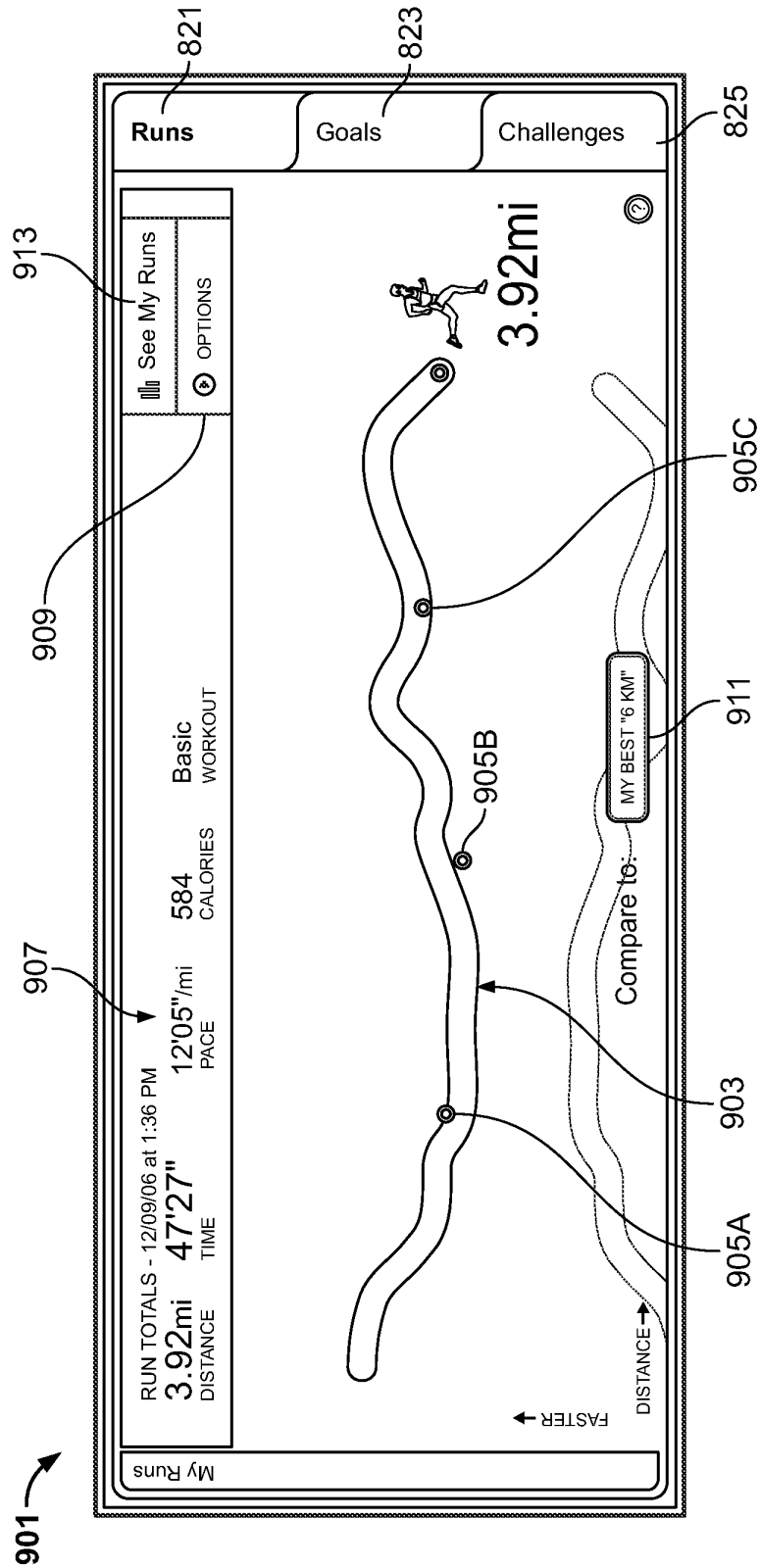
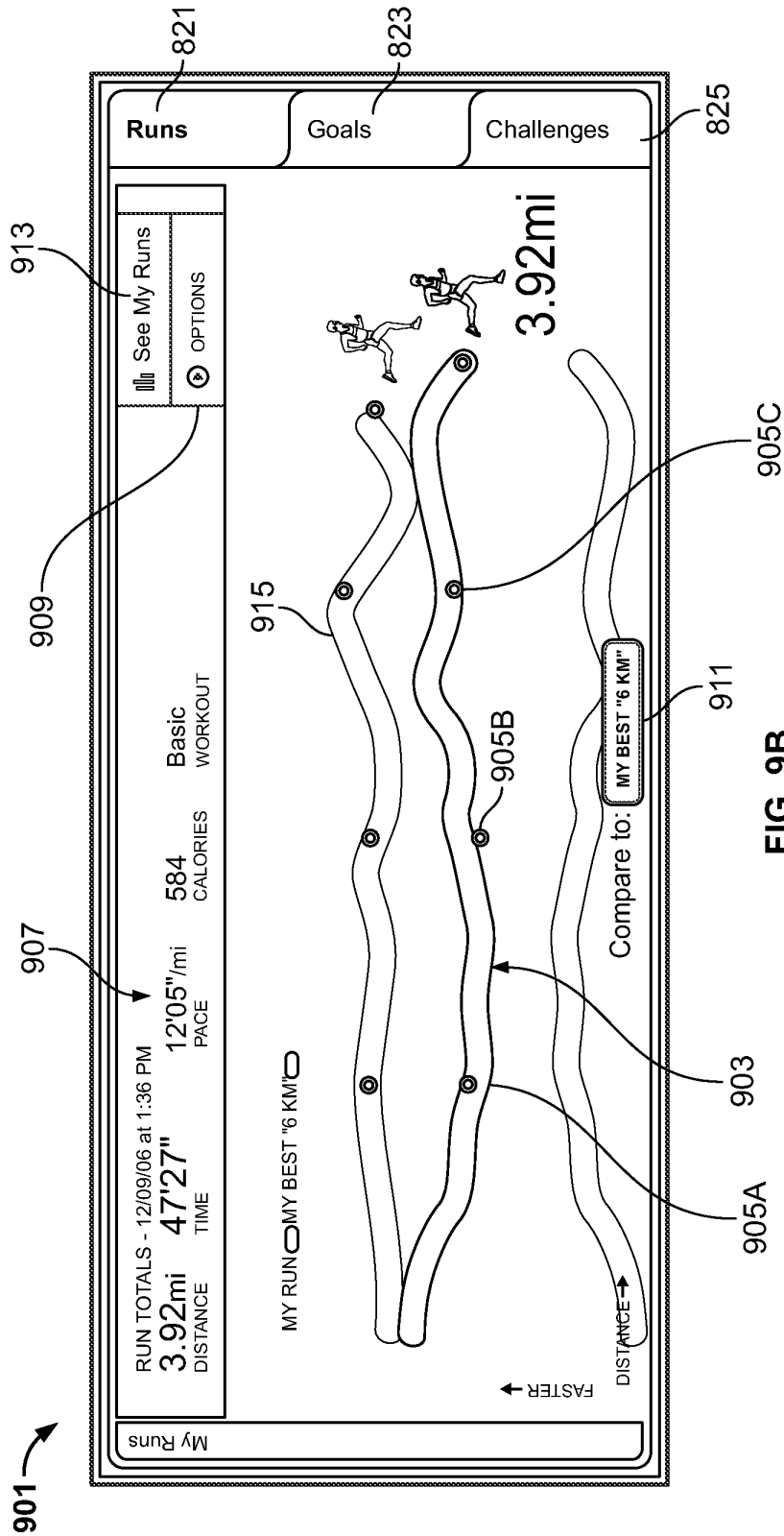


FIG. 8F





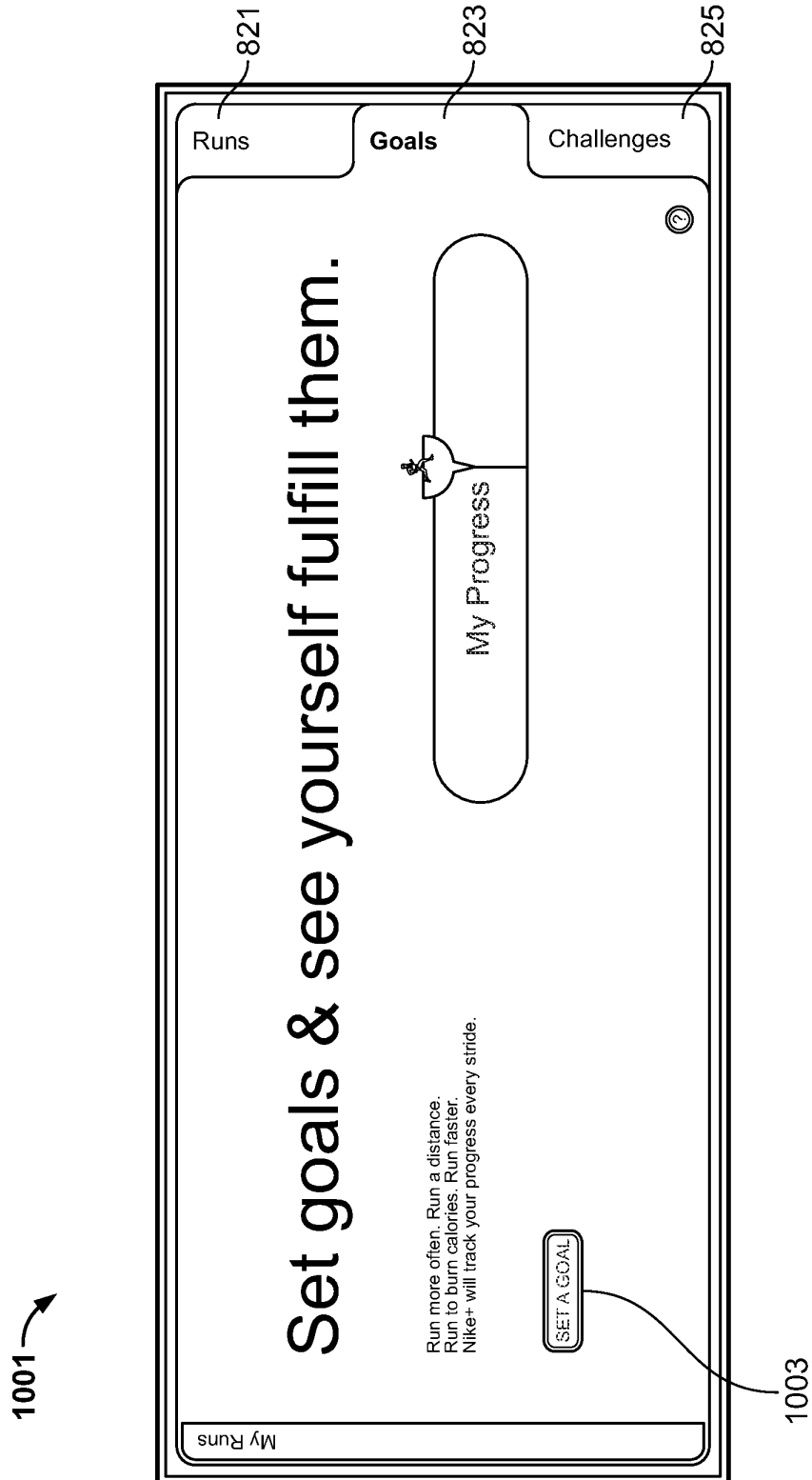


FIG. 10

1101—

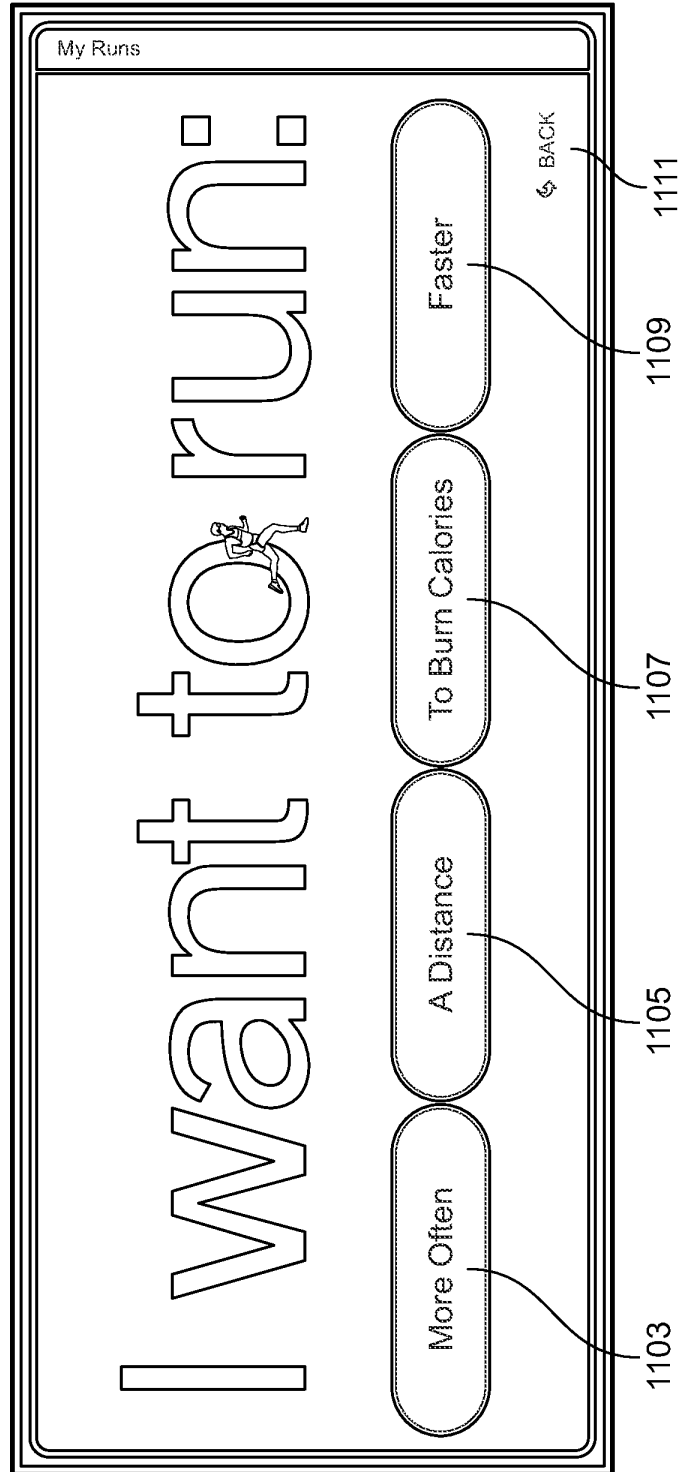


FIG. 11A

1101

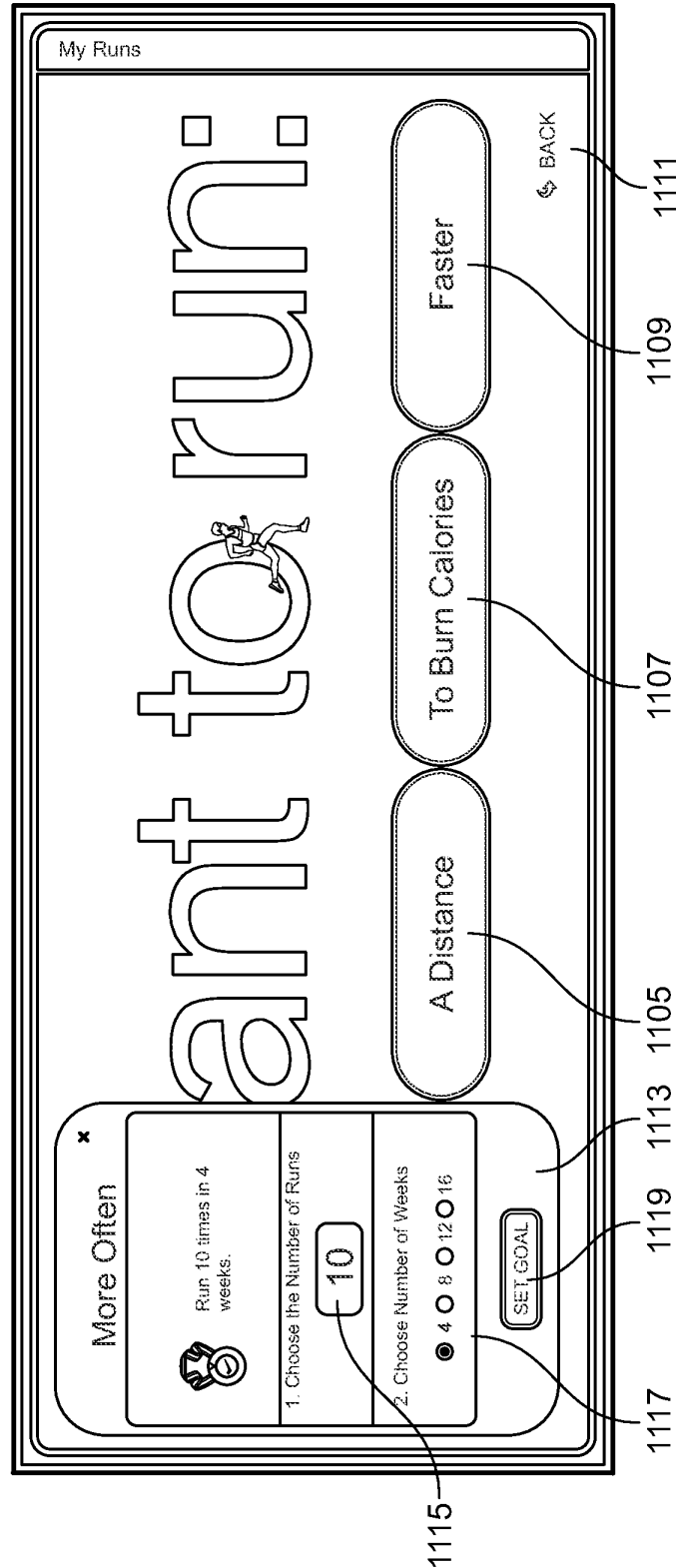


FIG. 11B

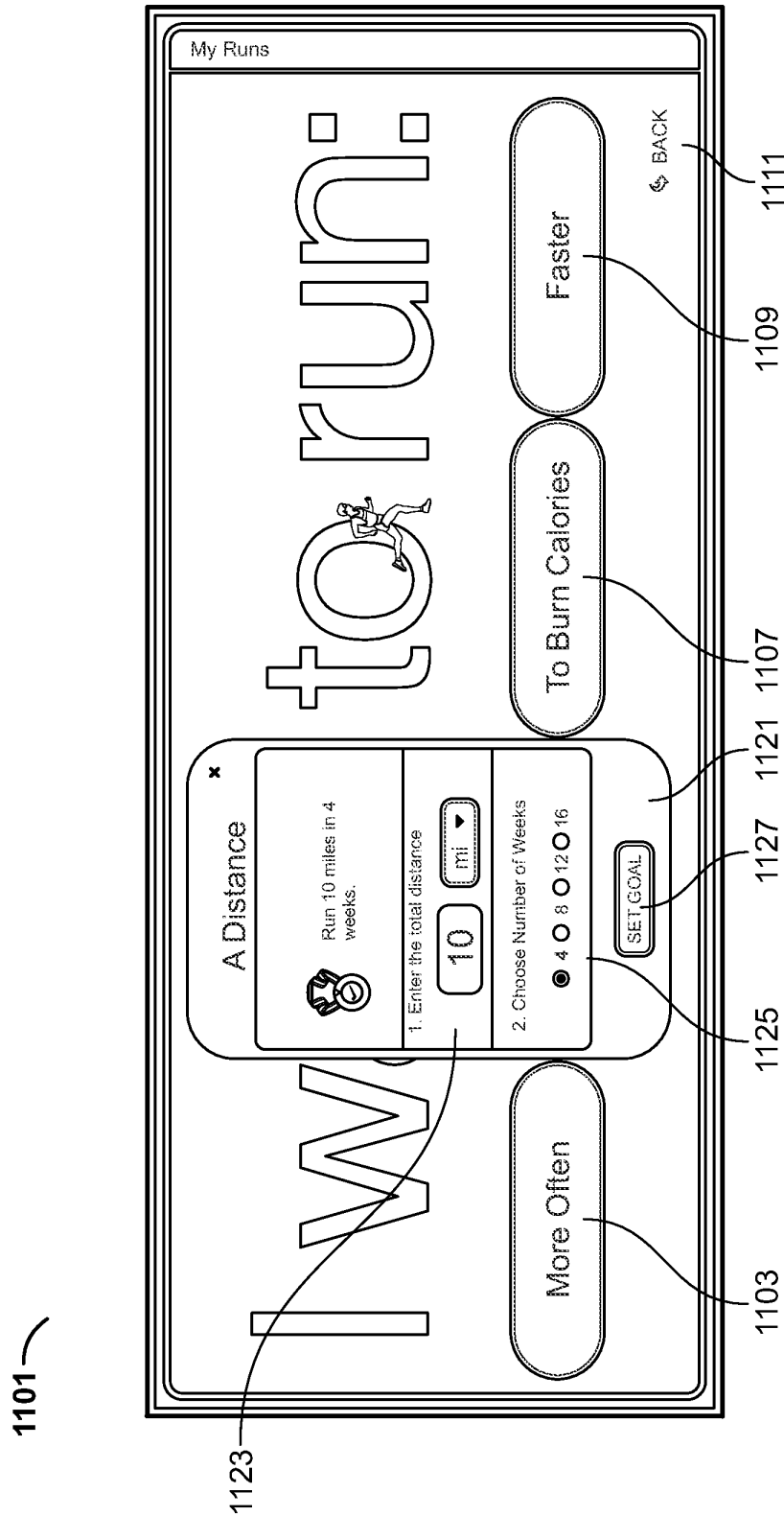


FIG. 11C

1101

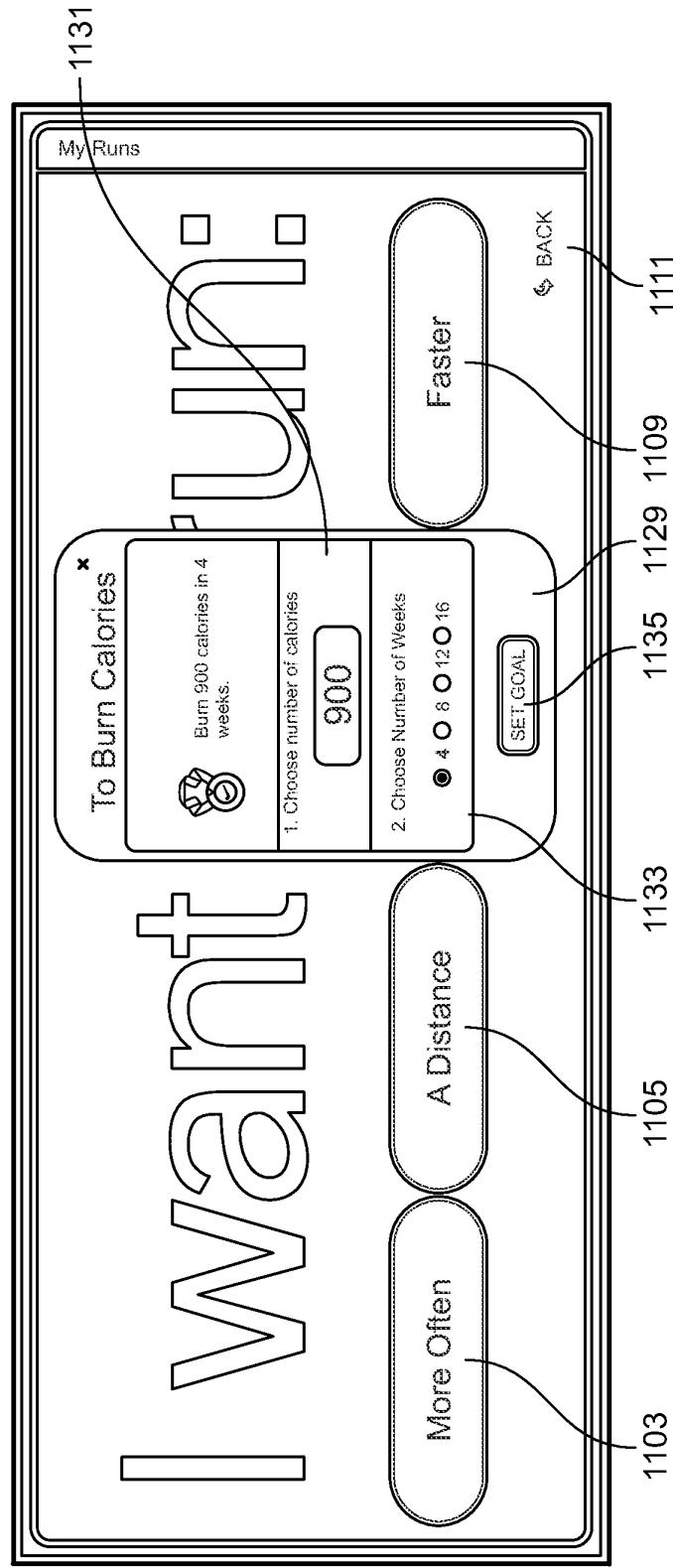


FIG. 11D

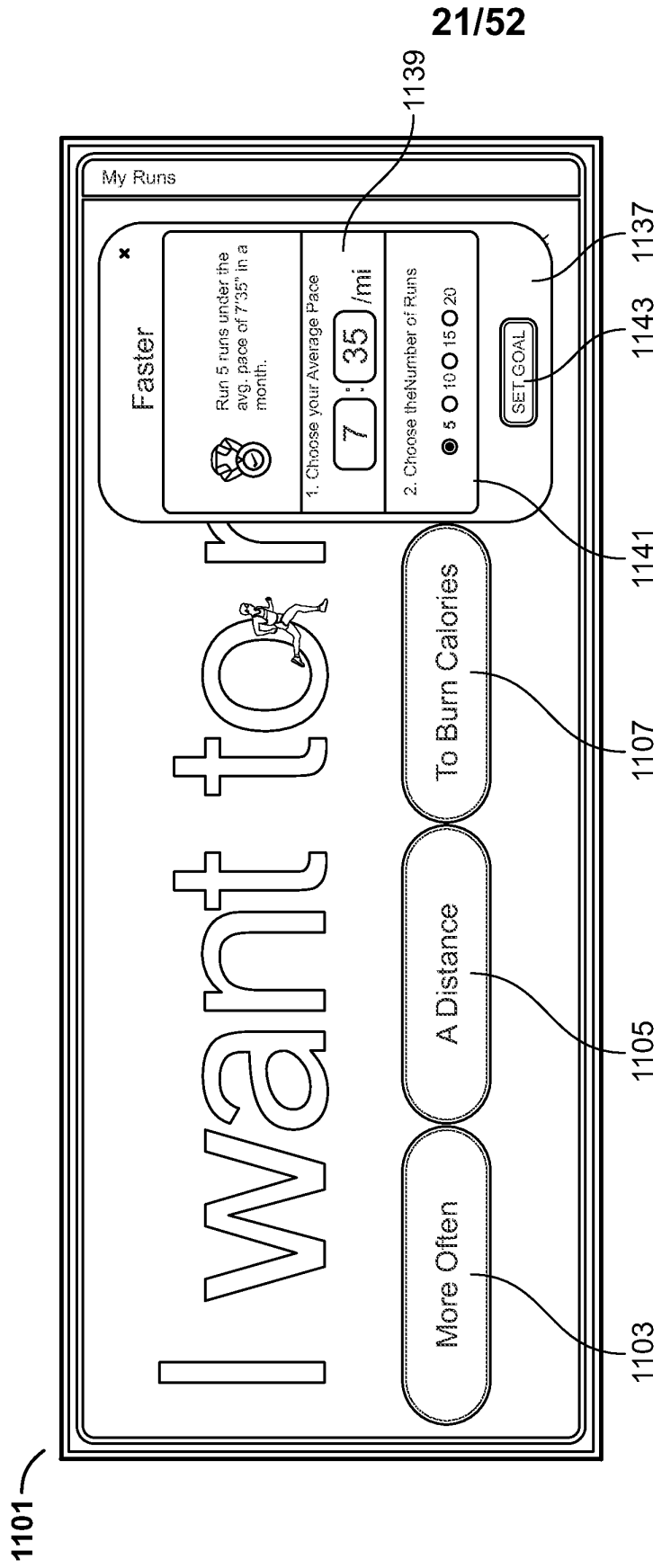


FIG. 11E

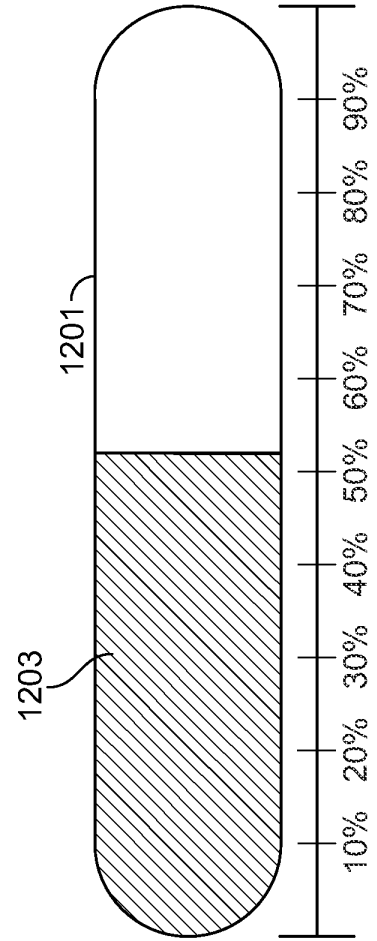


FIG. 12

1301

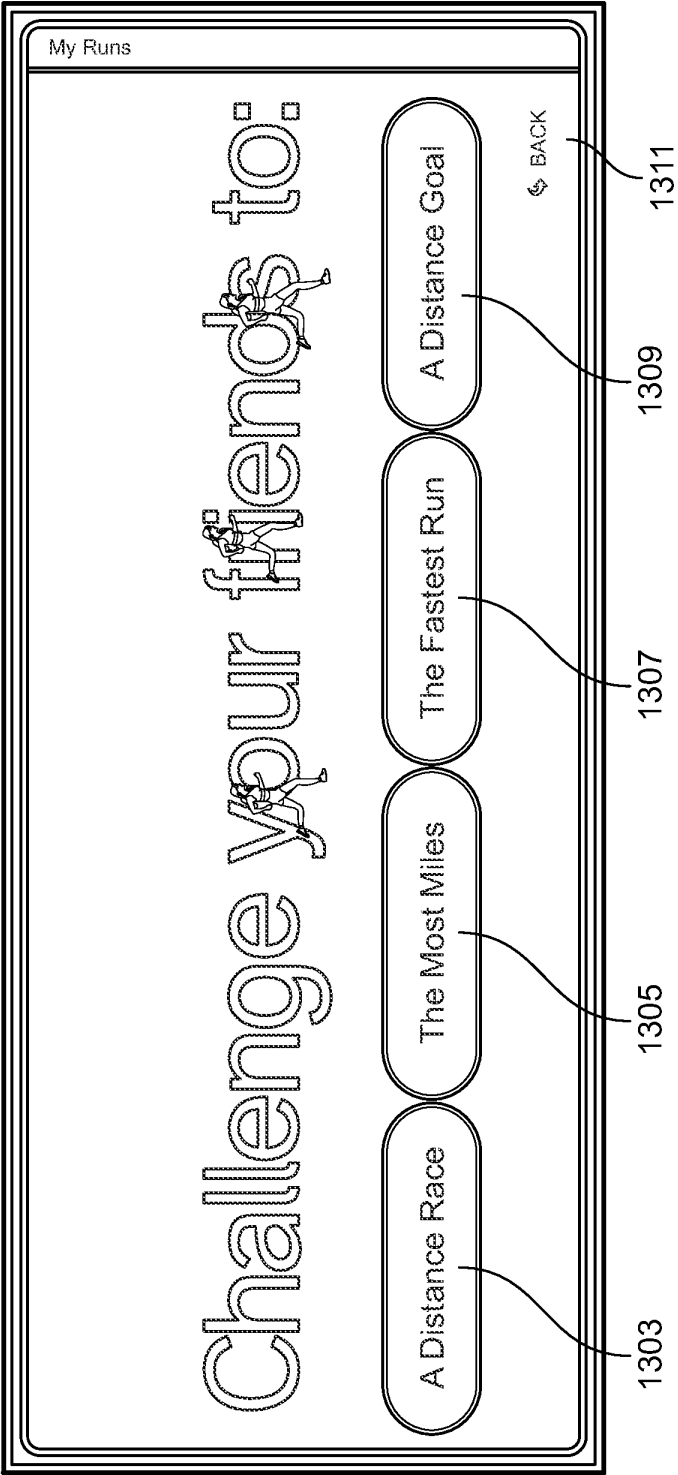
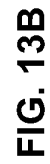
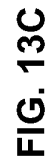


FIG. 13A





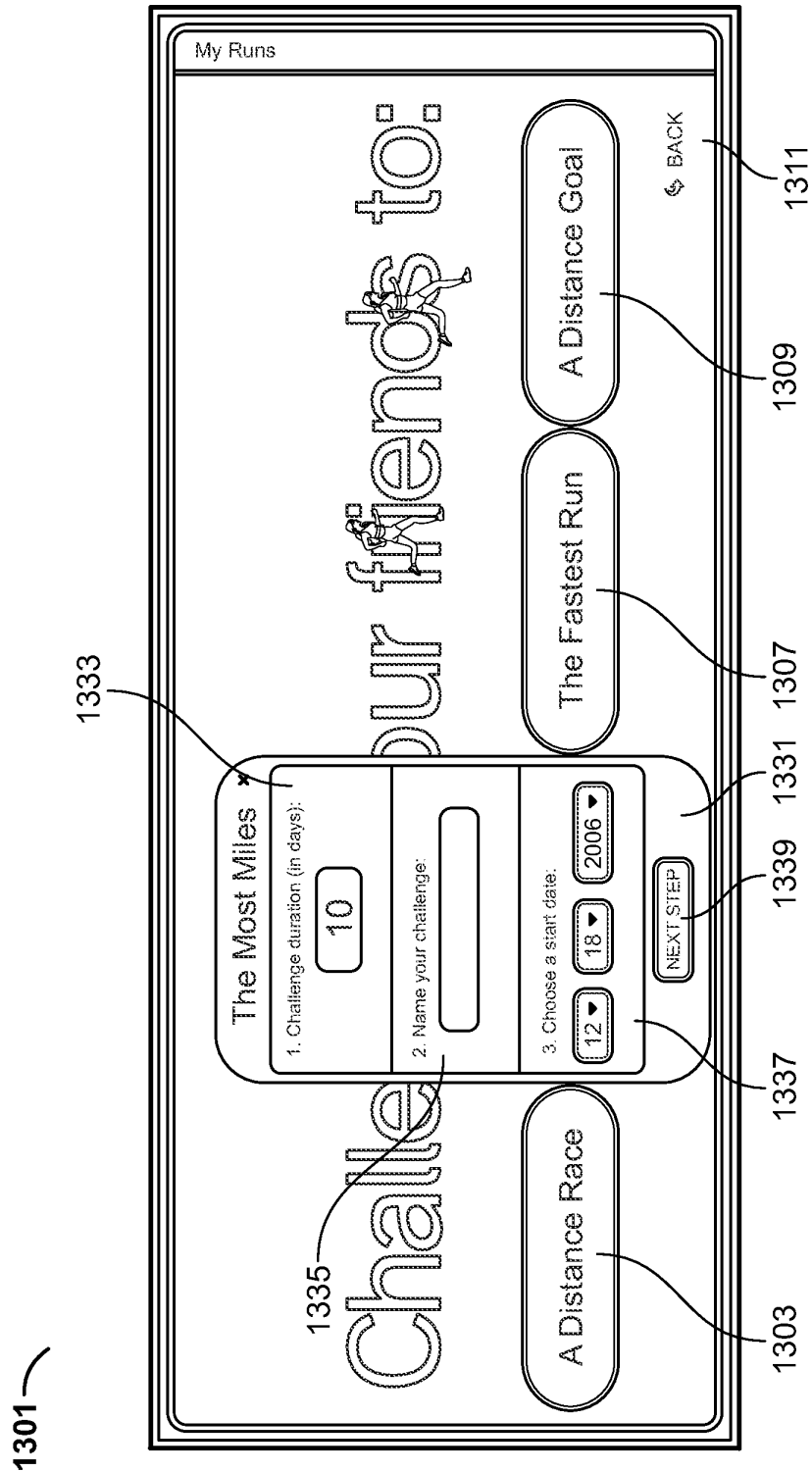
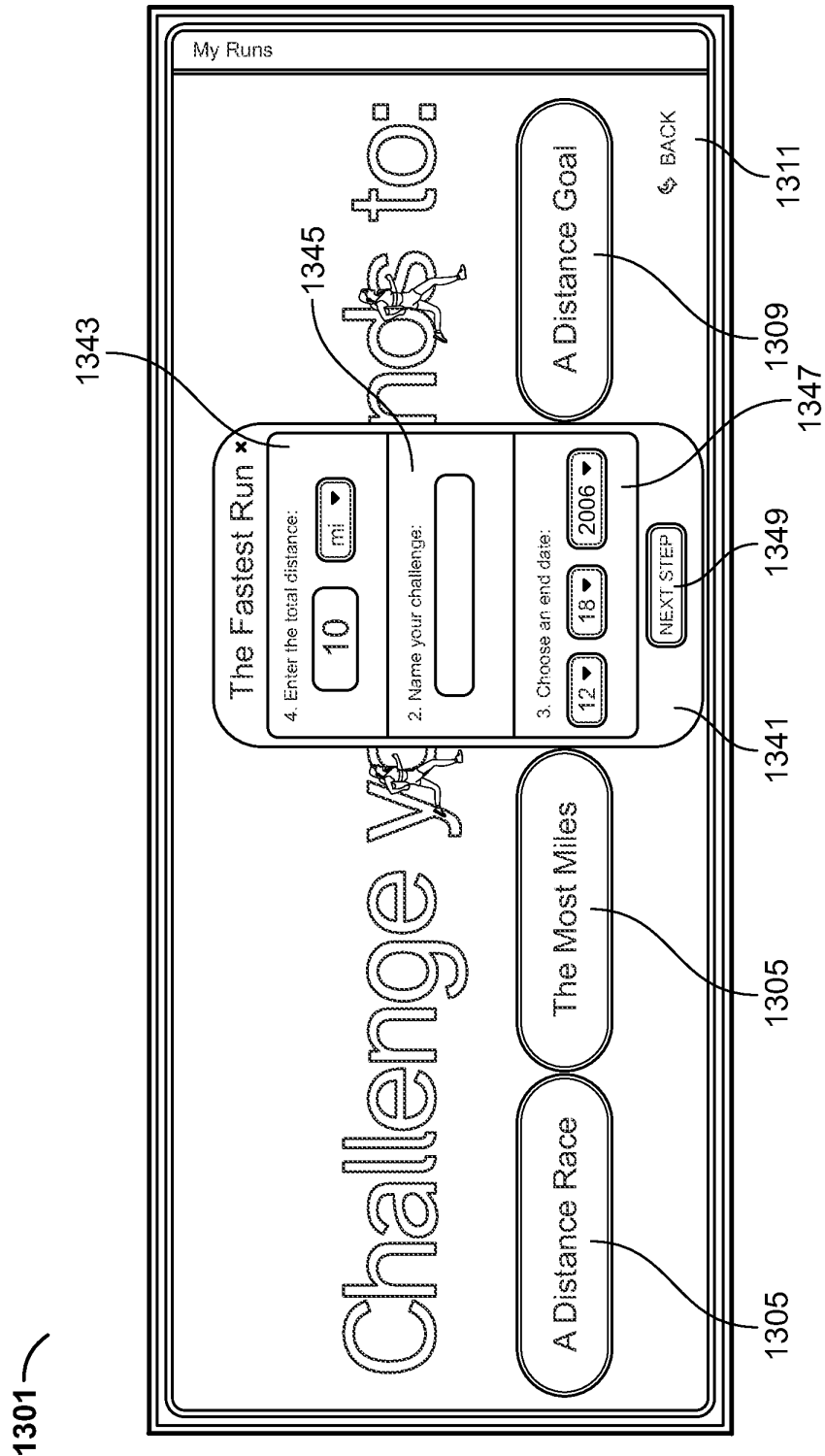


FIG. 13D



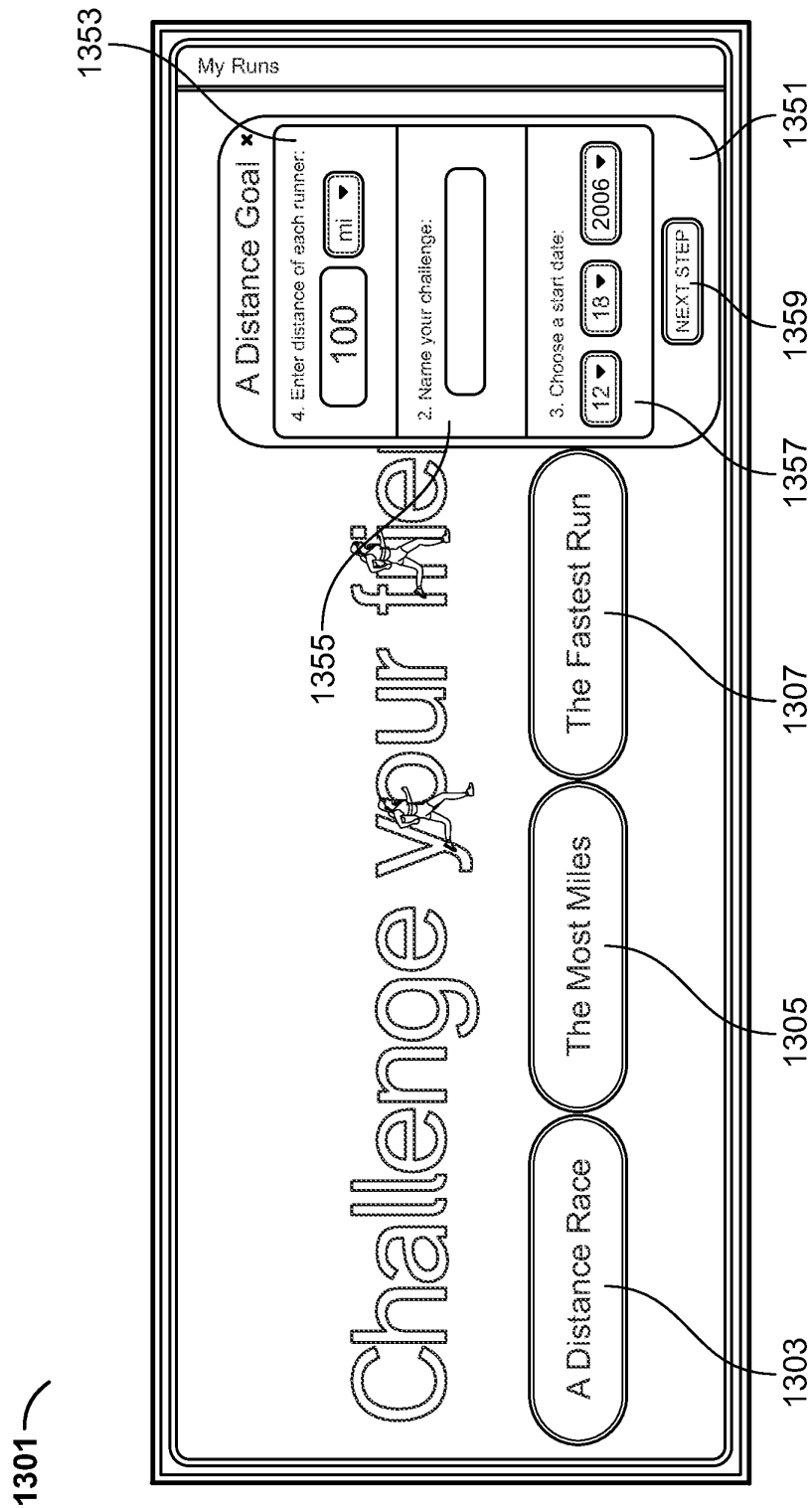


FIG. 13F

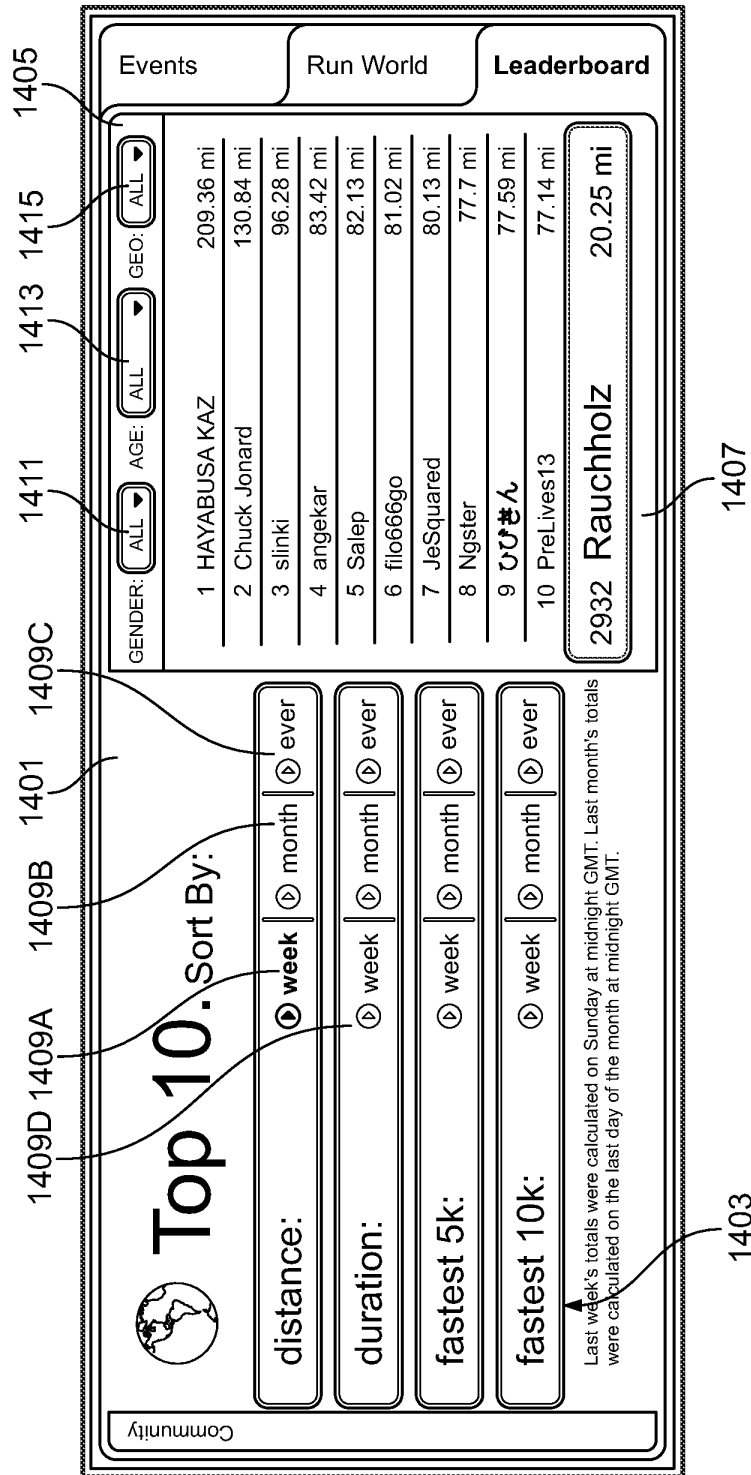


FIG. 14A

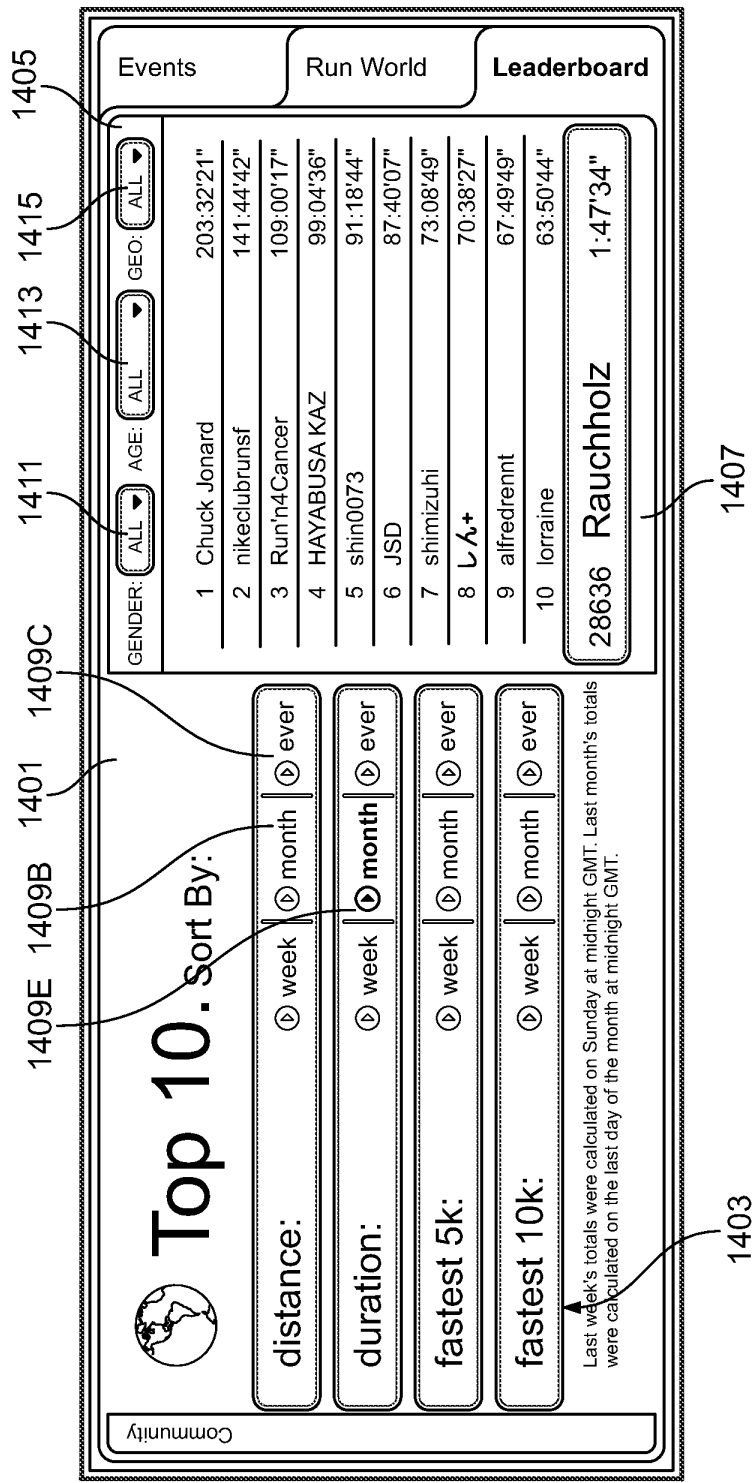


FIG. 14B

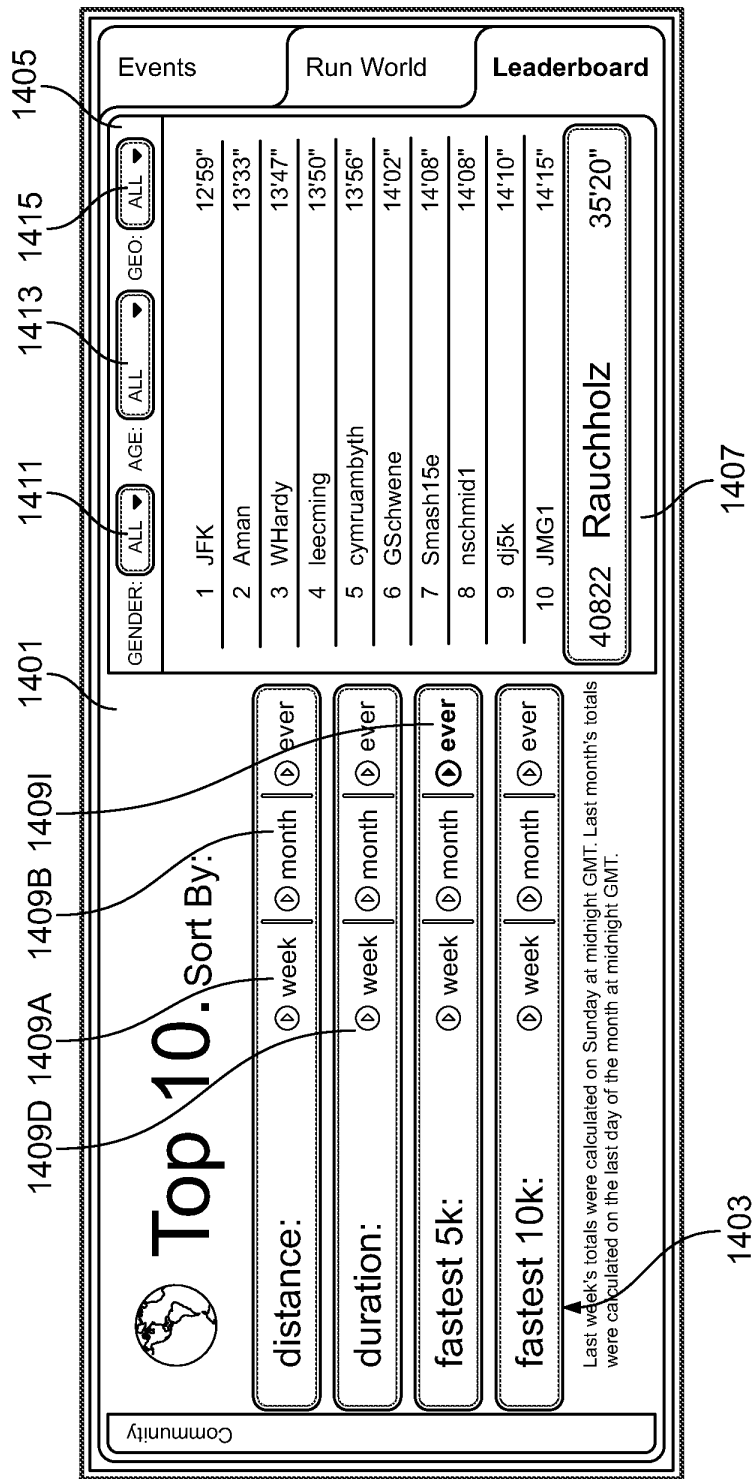


FIG. 14C

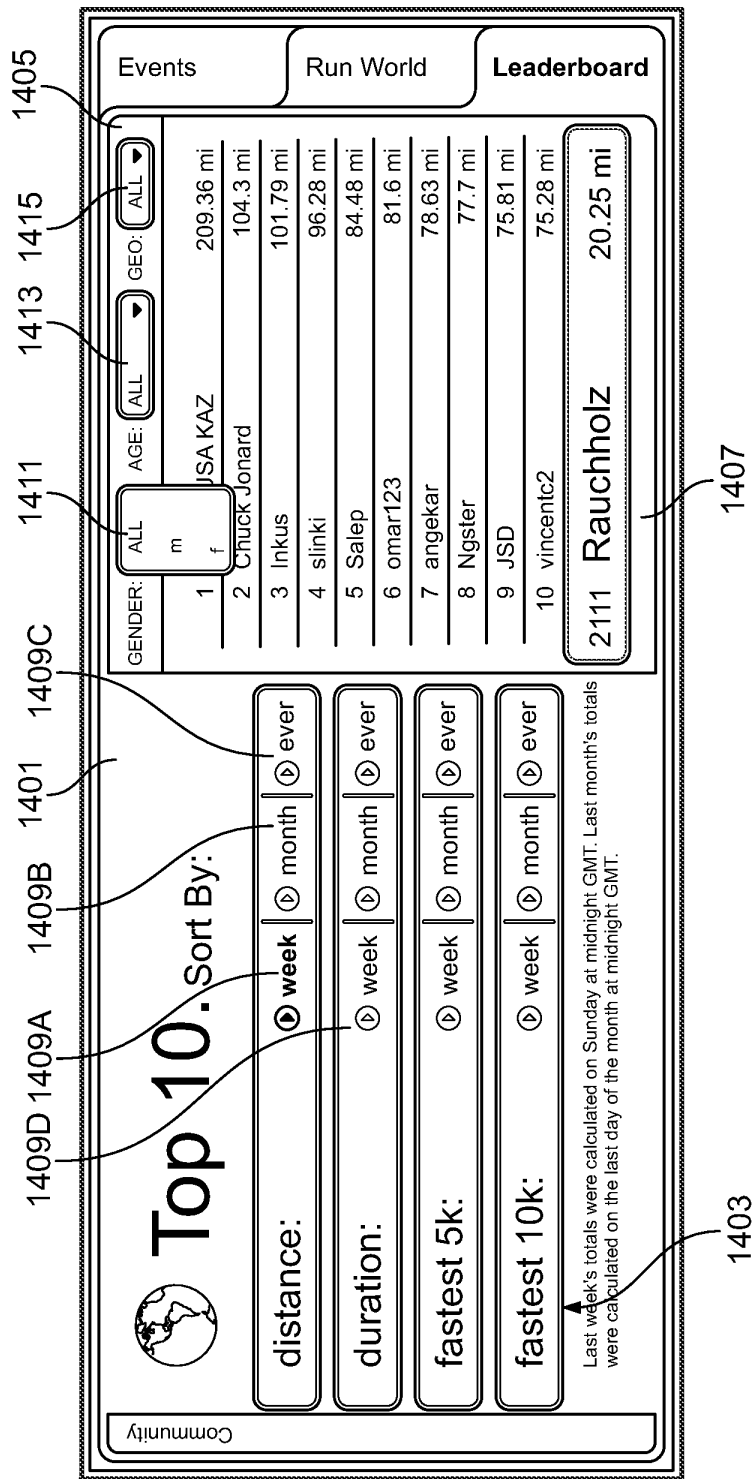


FIG. 14D

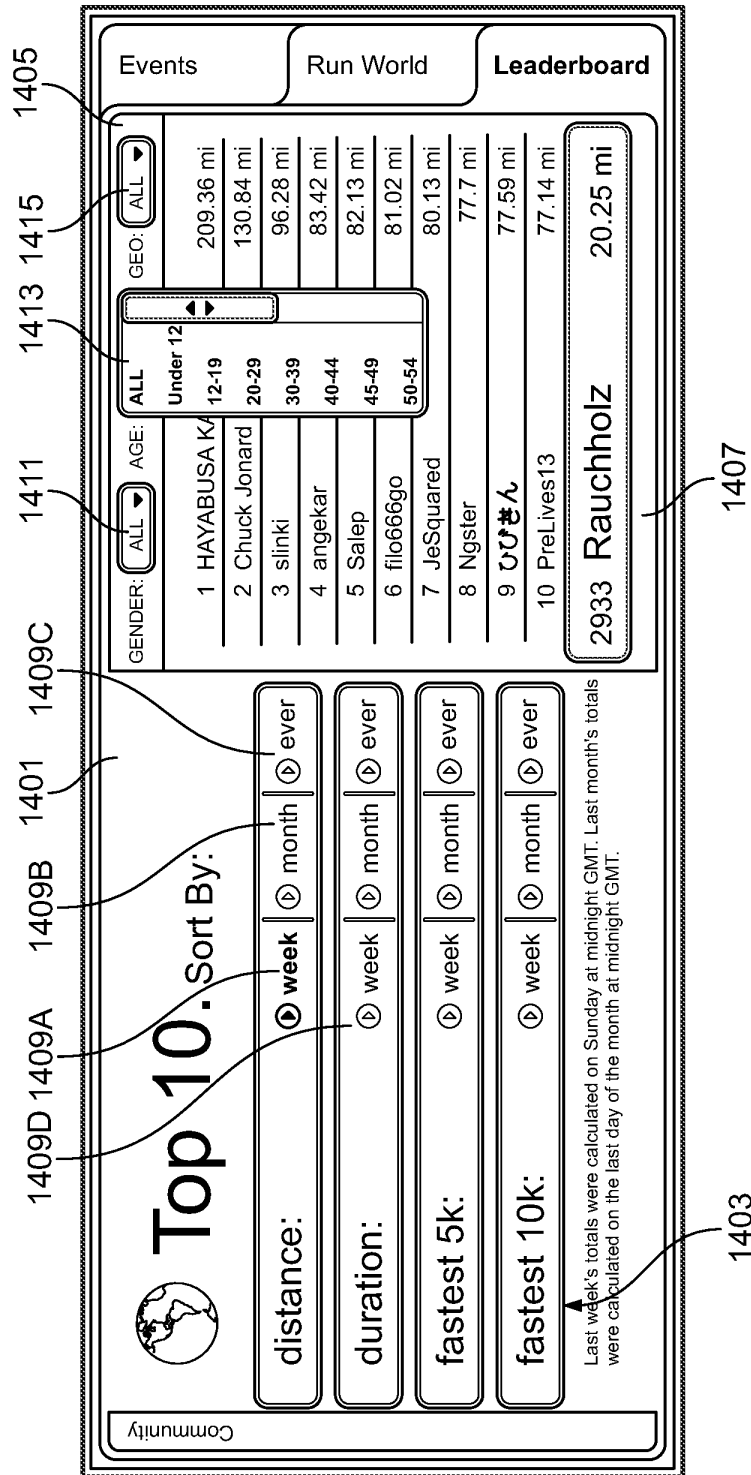


FIG. 14E

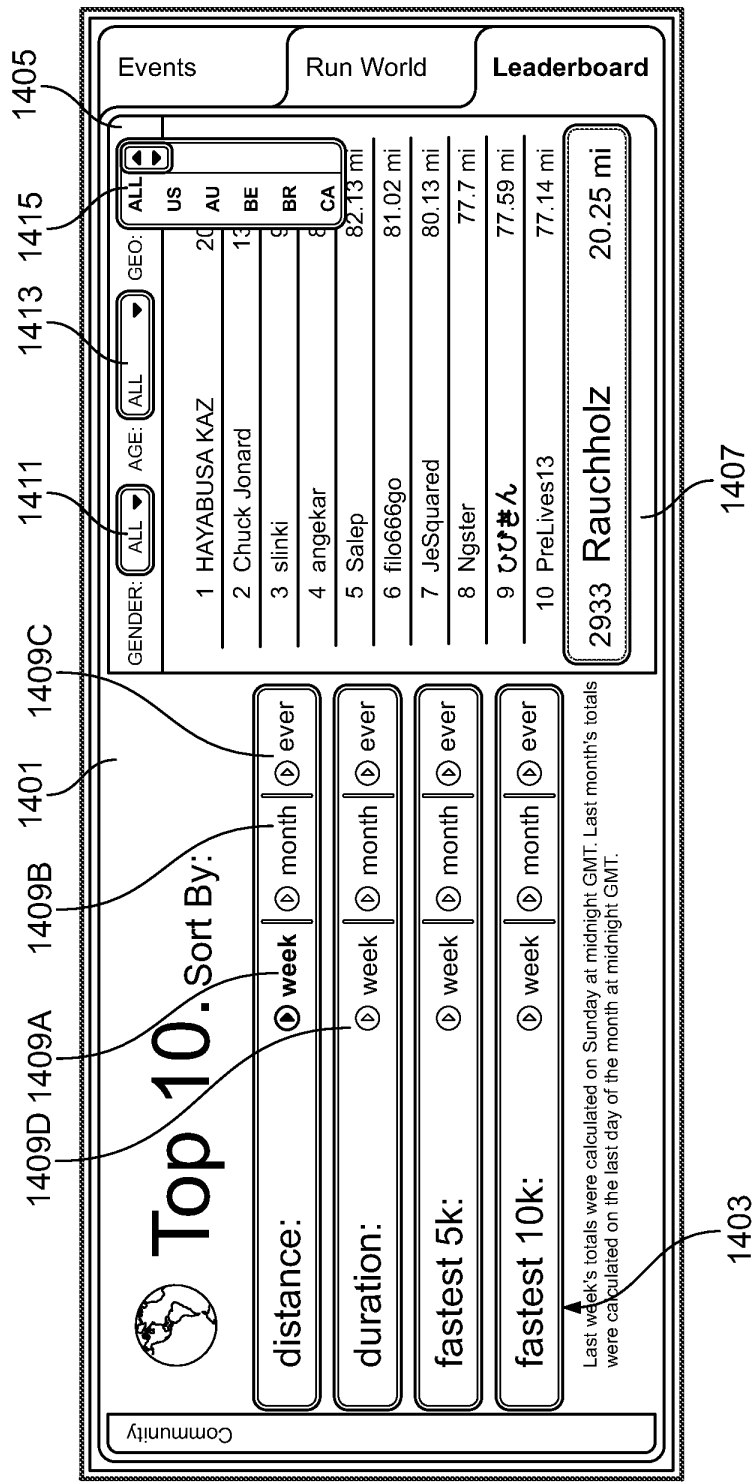


FIG. 14F

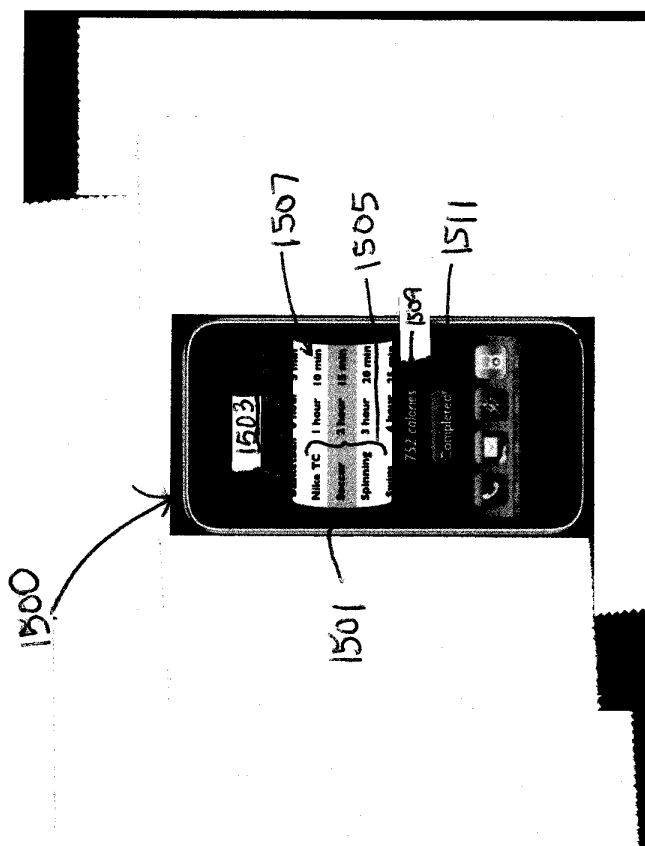


Fig. 15

Widget or Website

All Data in One Location

1763 1701

Wednesday, October 22nd ✓ **1705**

Accelerometer	03:35:00	113 cal
Soccer	02:15:00	752 cal
TC	00:45:00	462 cal
Elliptical	00:10:00	97 cal
Run	00:40:00	400 cal
Daily Total	1800 cal	
Weekly Total	2400 cal	

FIG. 17

ITUNES - v1

Pedometer only workout.
Send prompt.

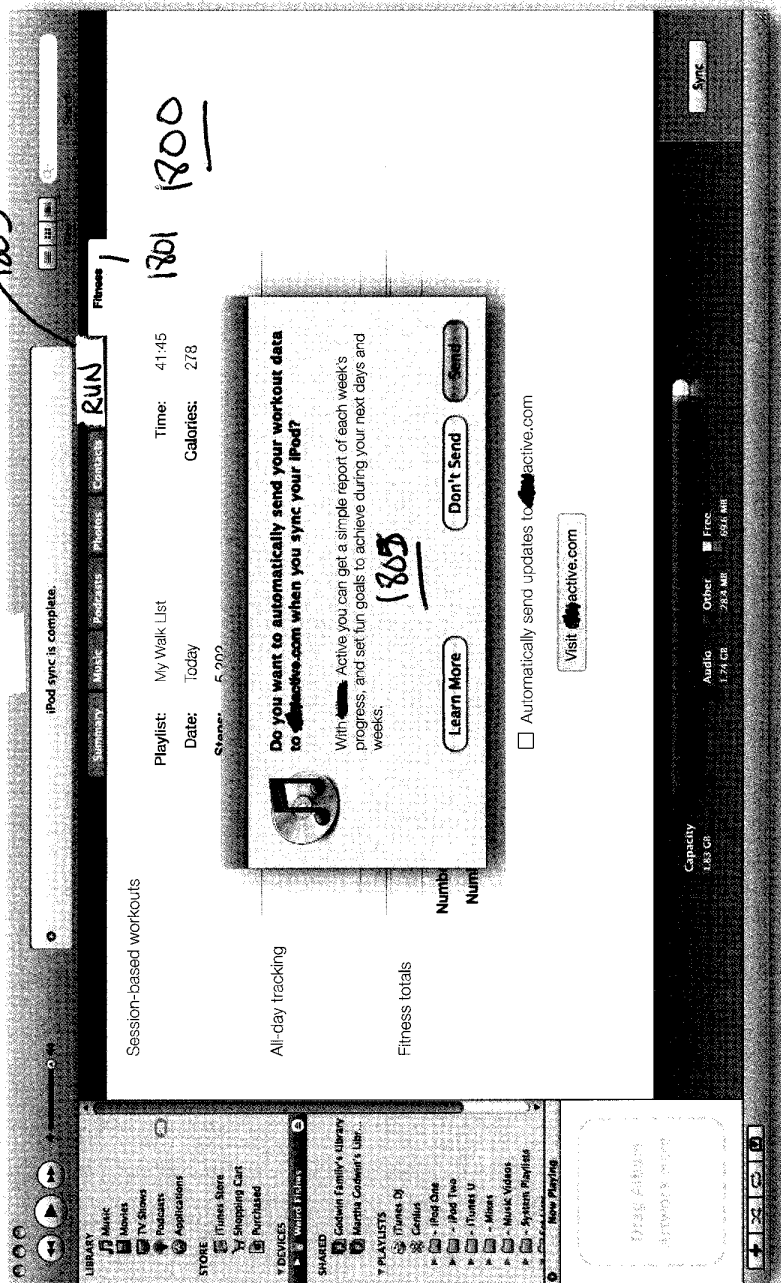
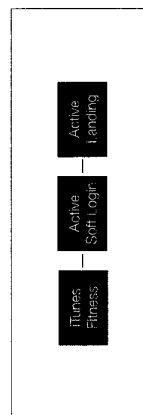


FIG. 18



ITUNES - v1
Pedometer only workout.
Visit prompt.

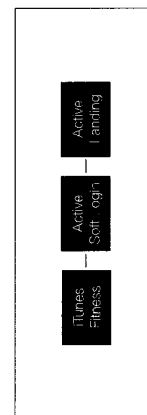
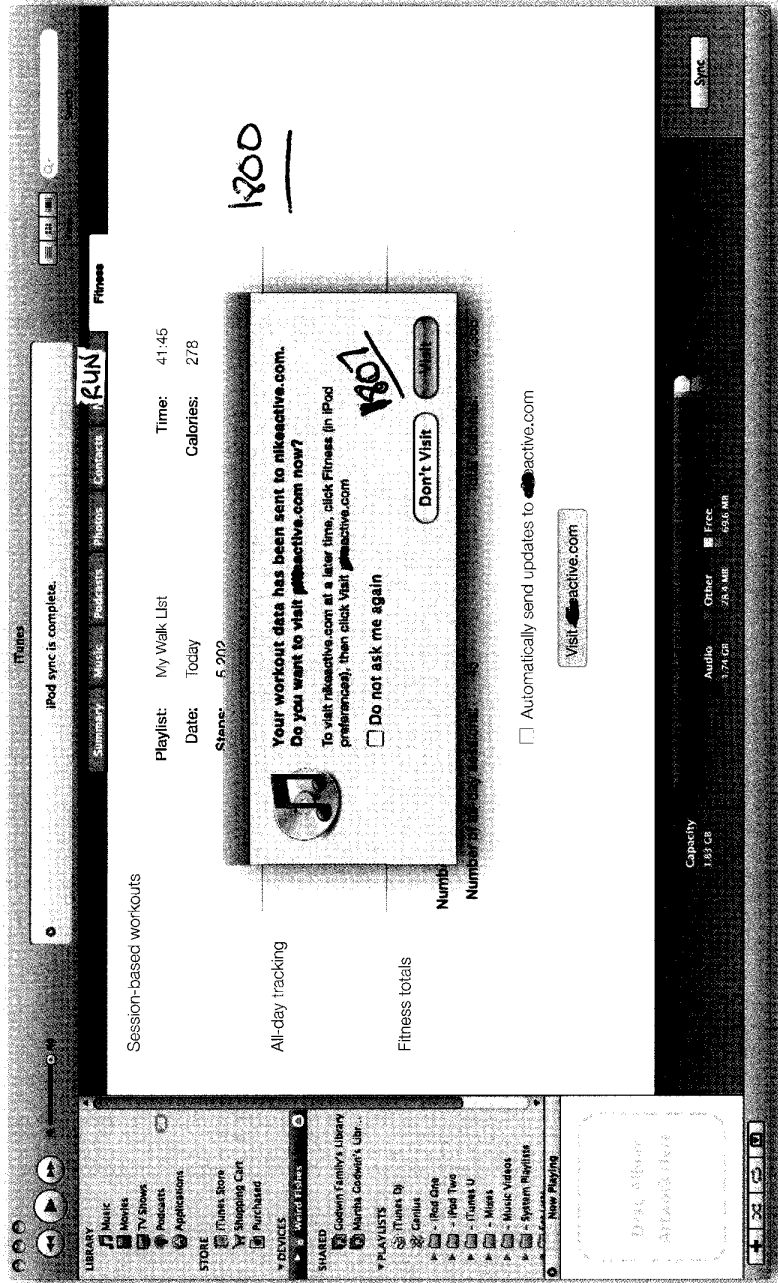


FIG. 19

ACTIVE SOFT LOGIN

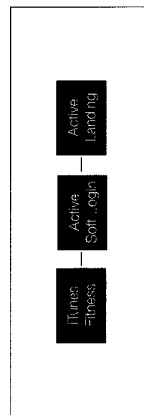
[illegible]

FIG. 20A

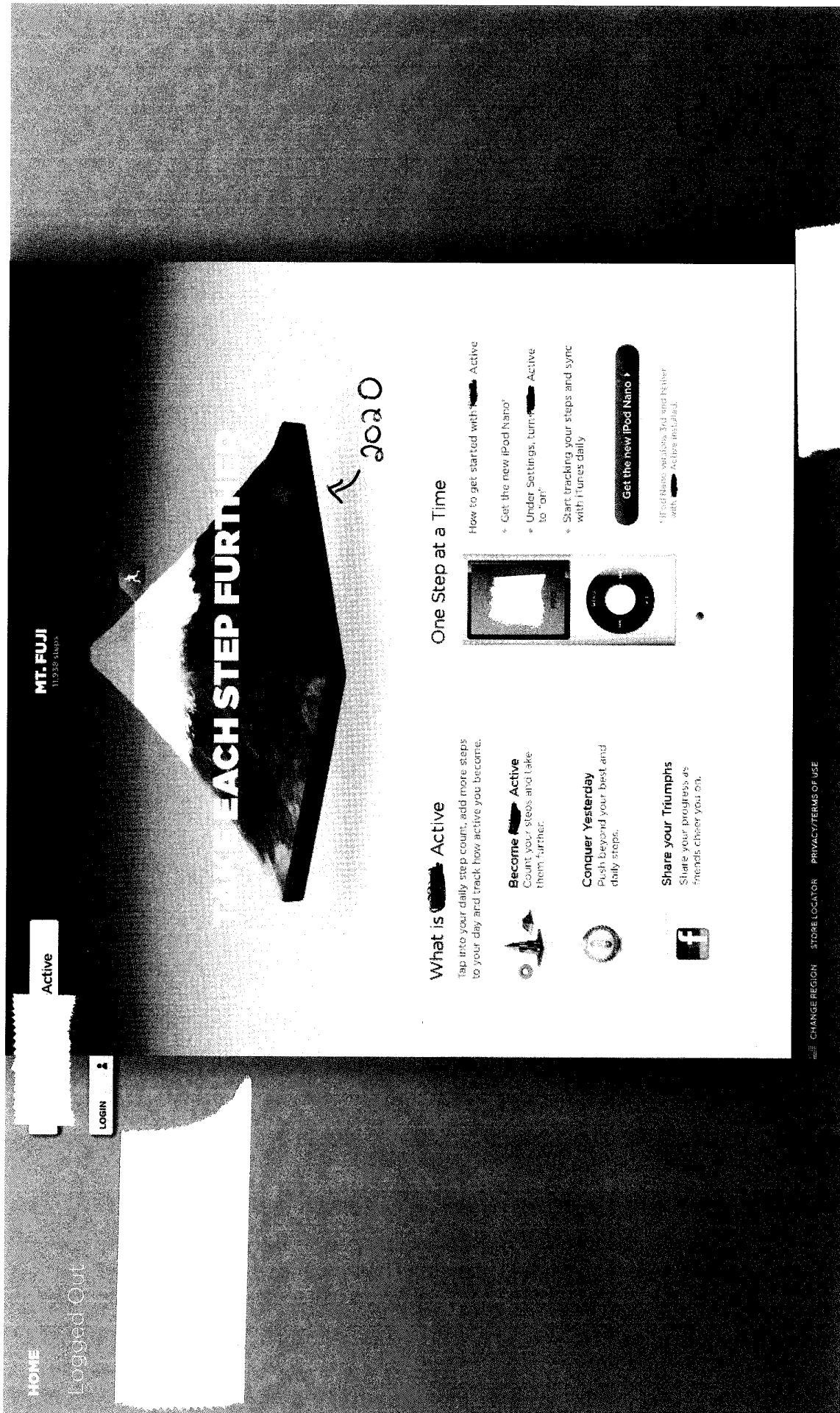


FIG. 20B

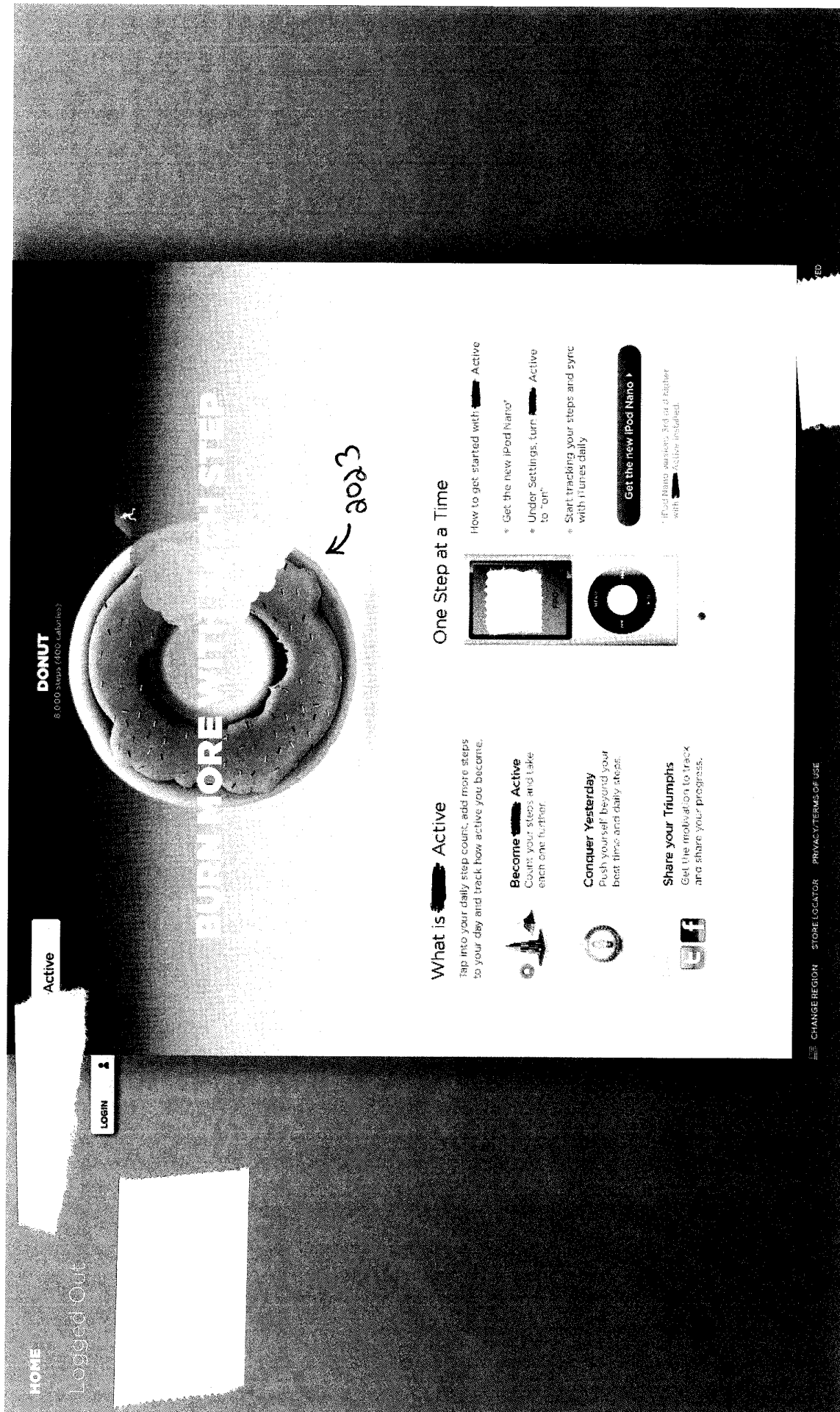


FIG. 20C

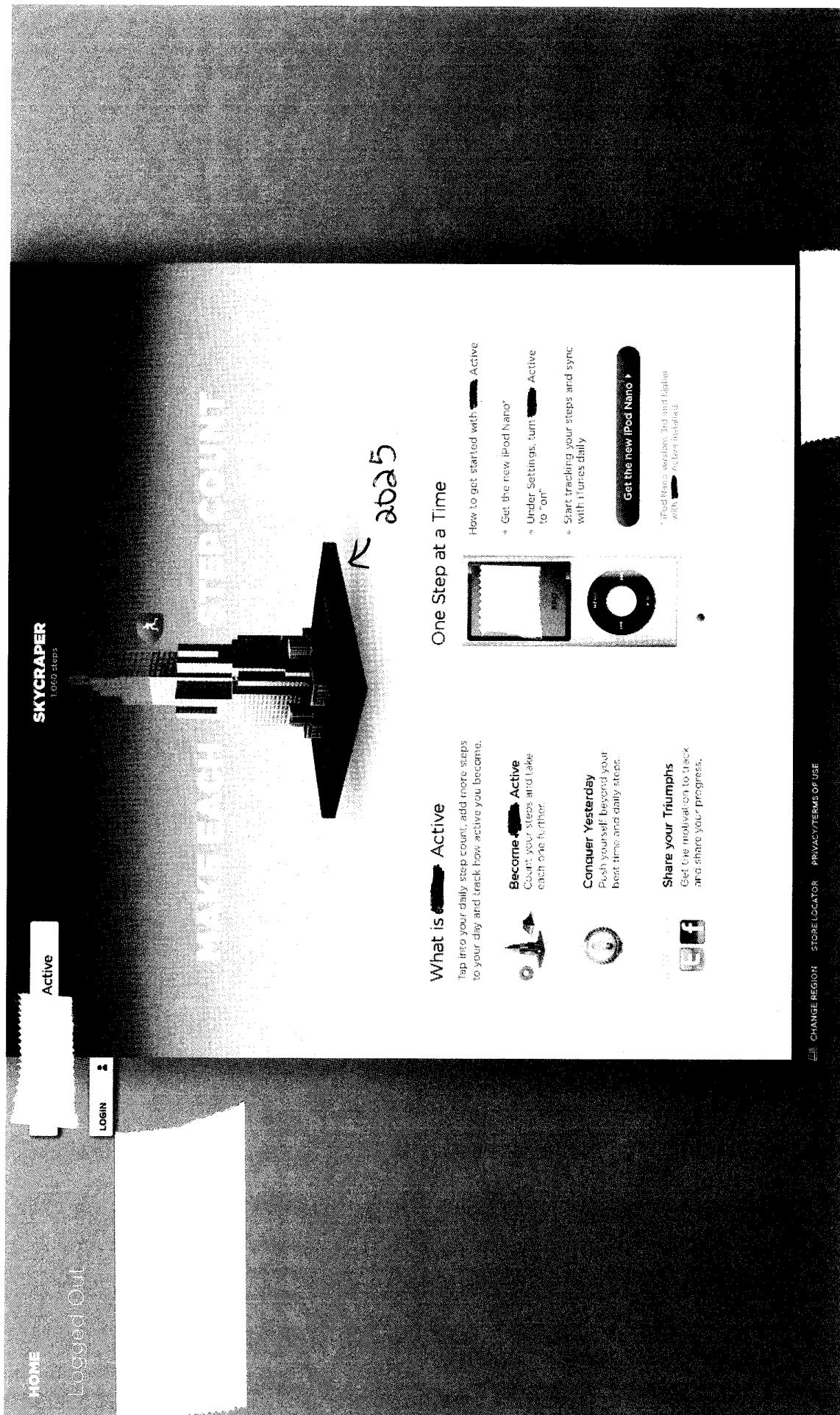


FIG. 20D

ACTIVE LANDING
Inspire users to review their workout and motivate them to do better.

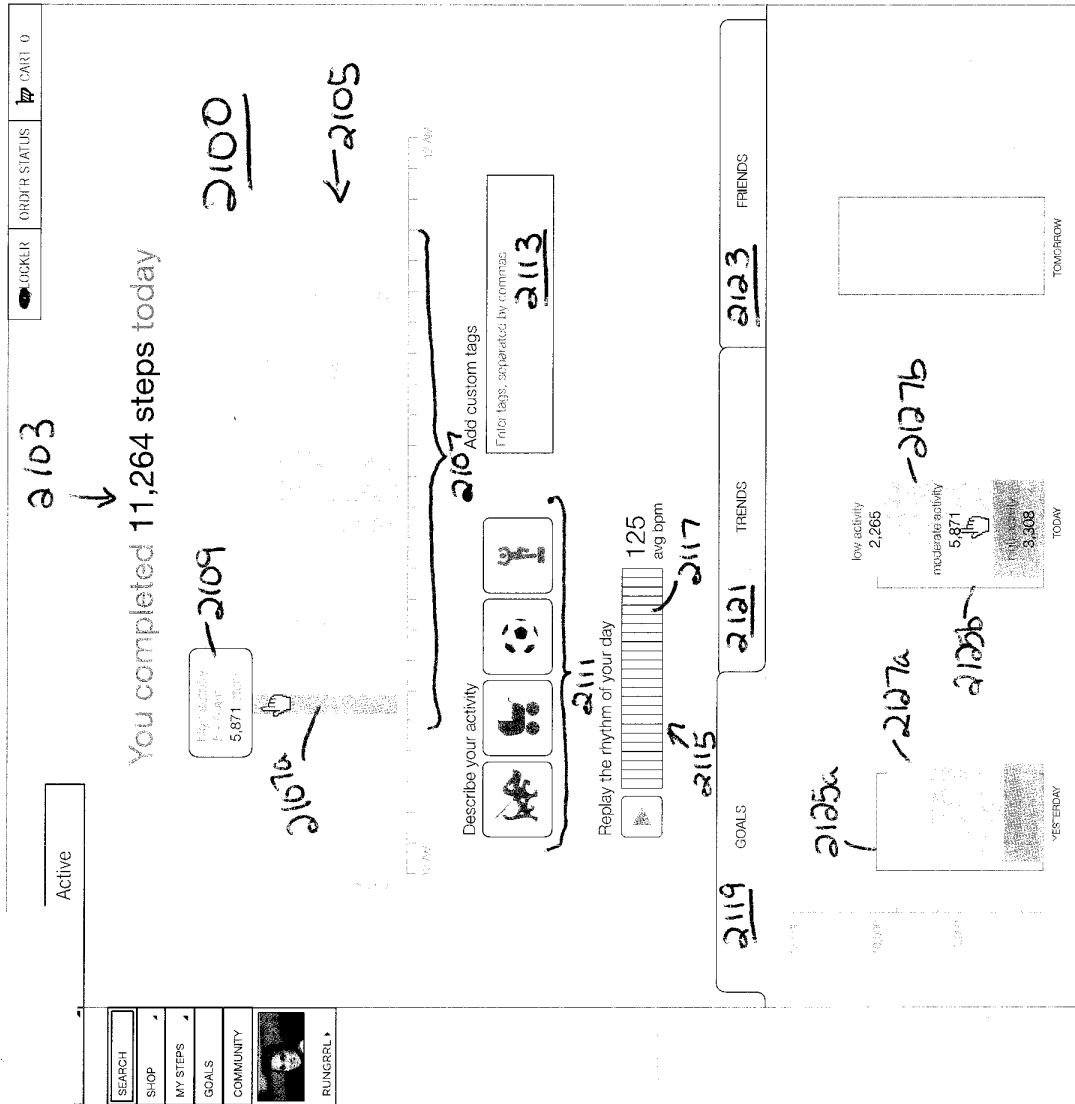
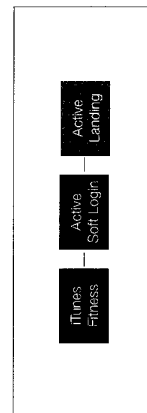
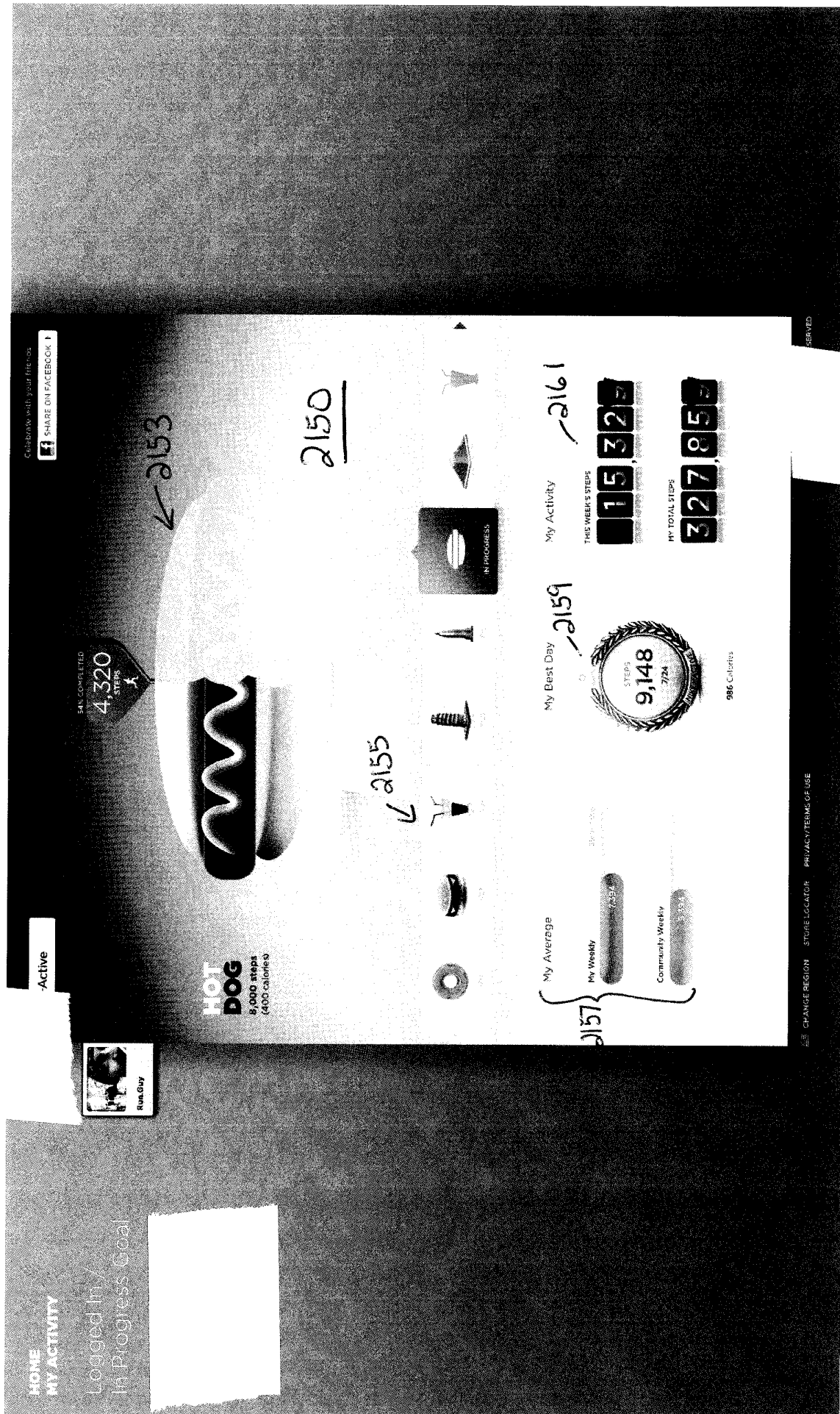


Fig. 21A





216

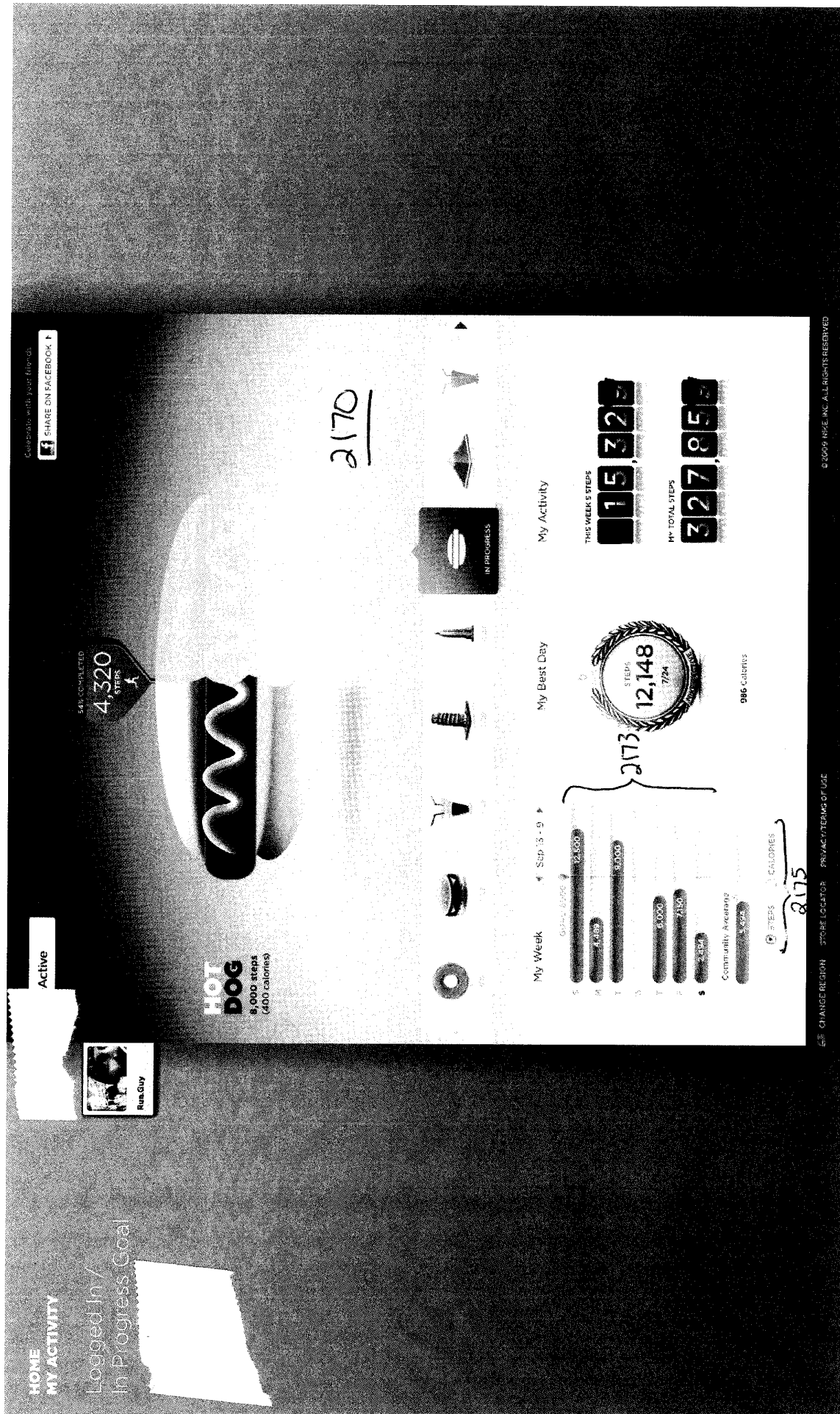
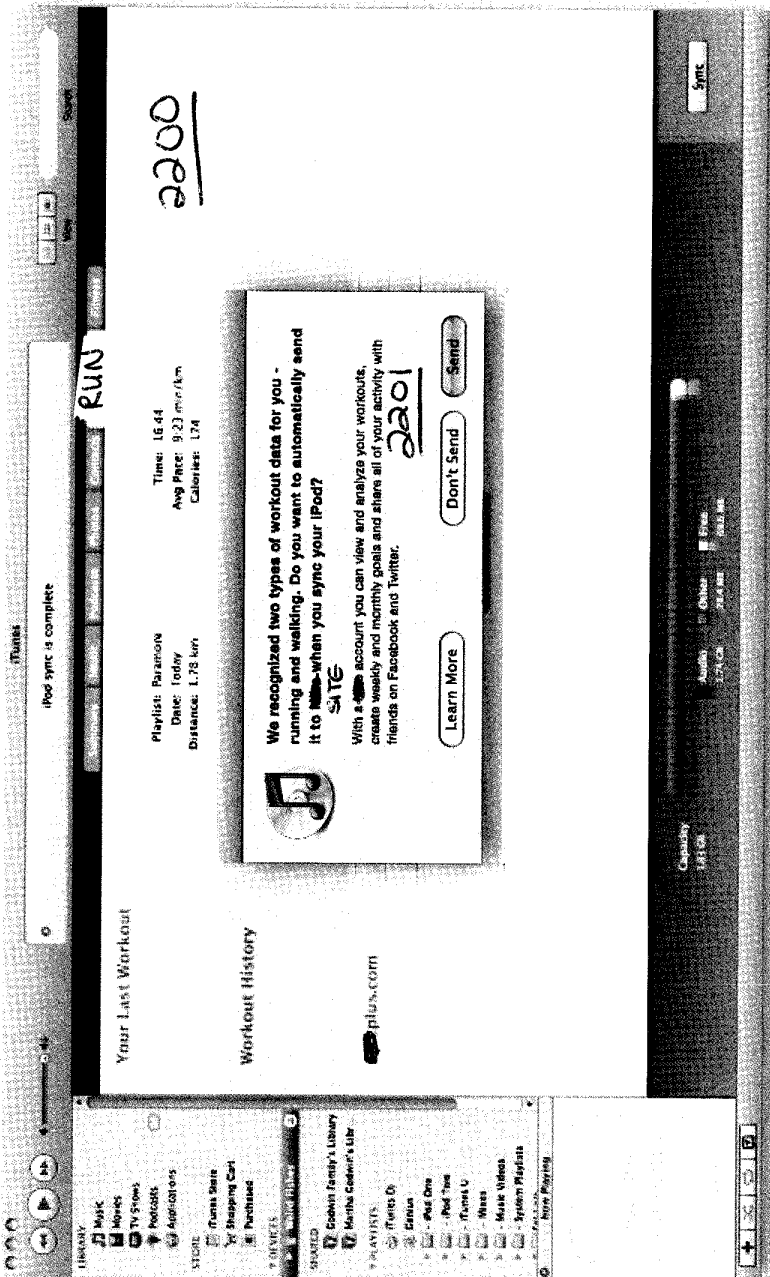


FIG. 21C

ITUNES - v1

Pedometer and ~~run~~ run.
One pop-up talking about
general ~~workouts~~ workouts.



22

ITUNES - v2

Pedometer only
workout. Visit prompt.

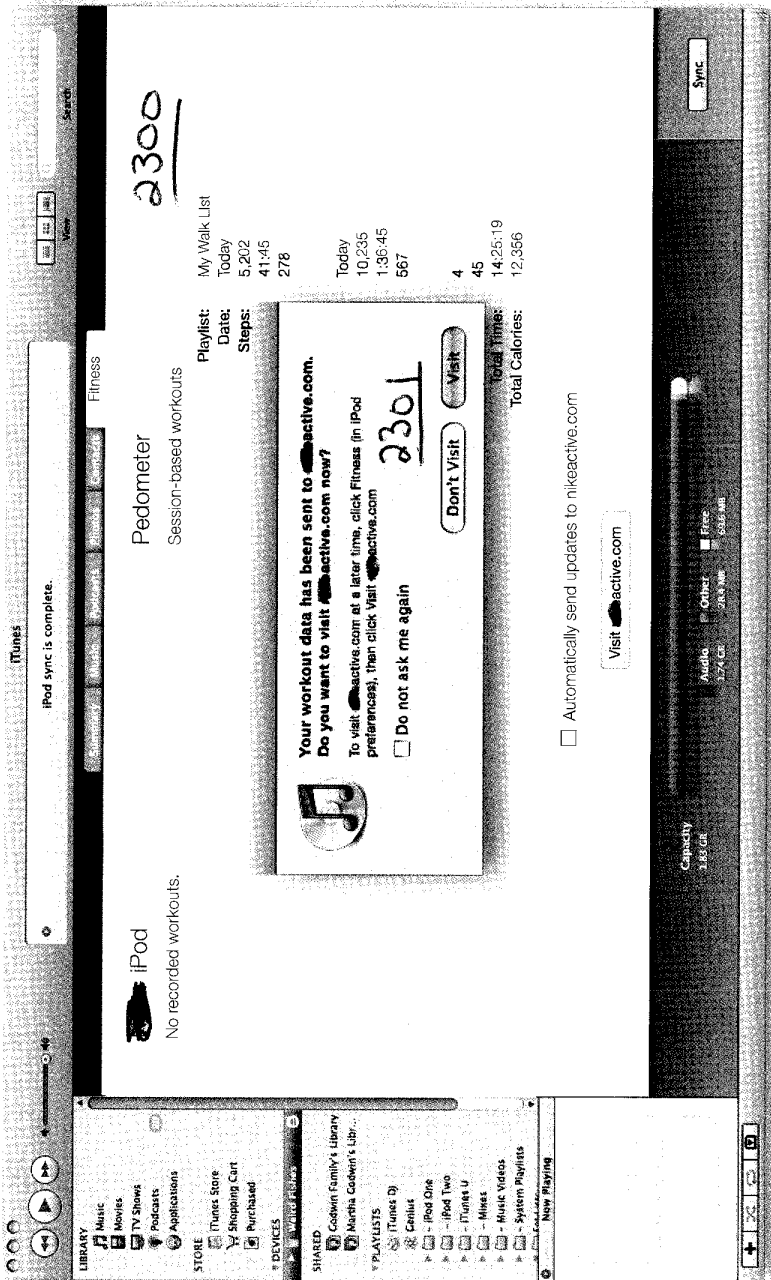


FIG. 23

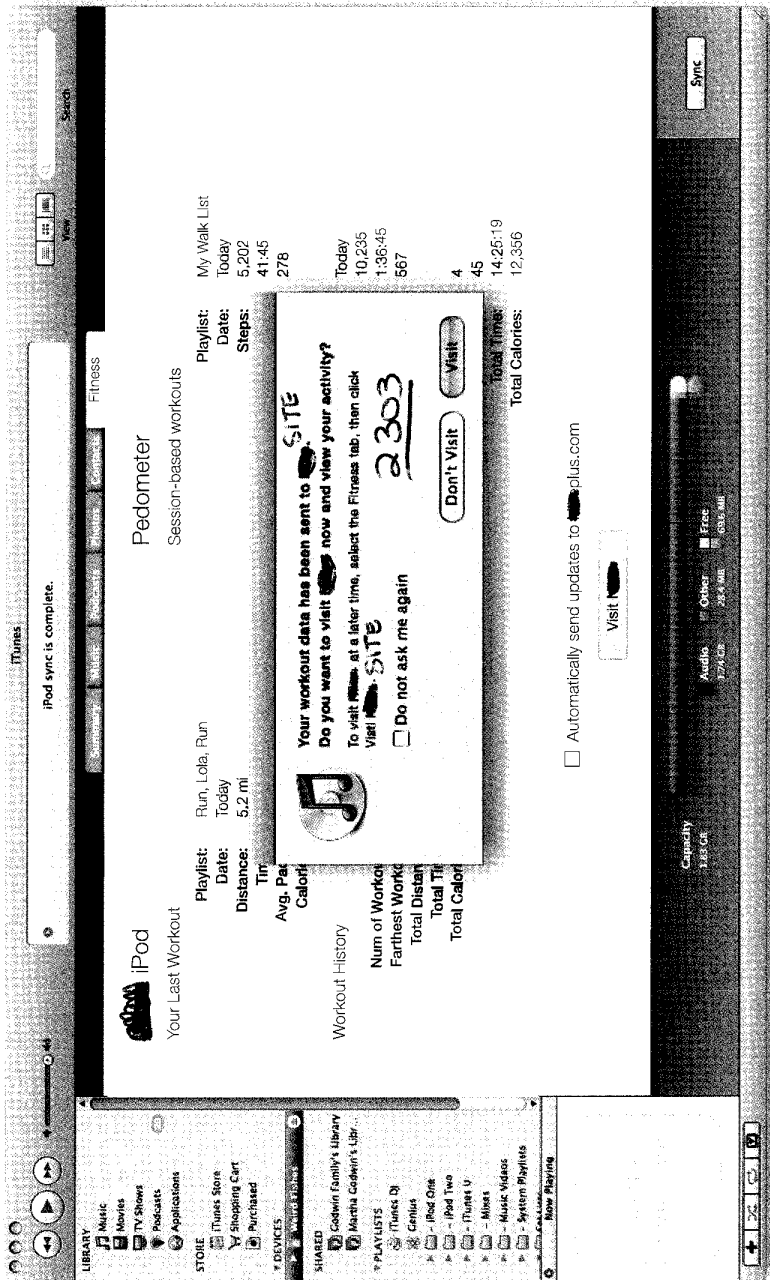


FIG. 24

SOFT LOGIN

Engage and motivate users to register

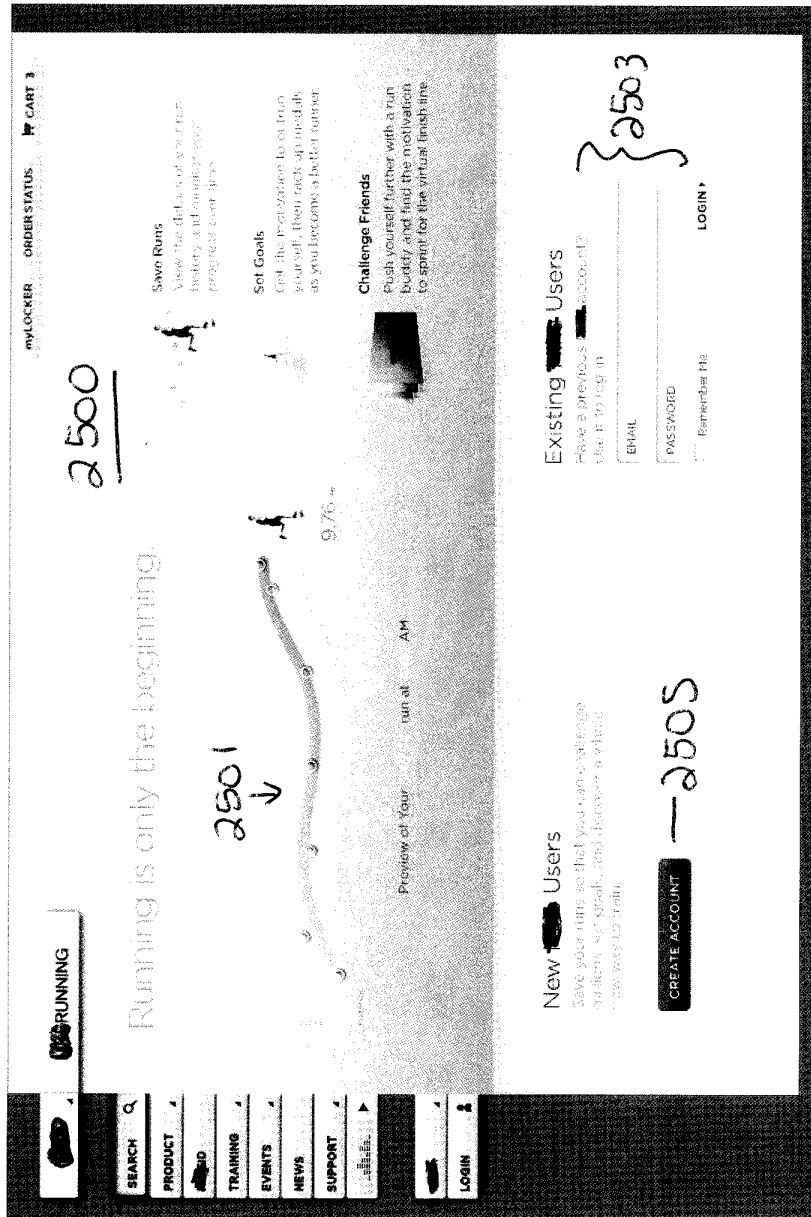


FIG. 25

2617

[illegible]

Fig. 27

Topology

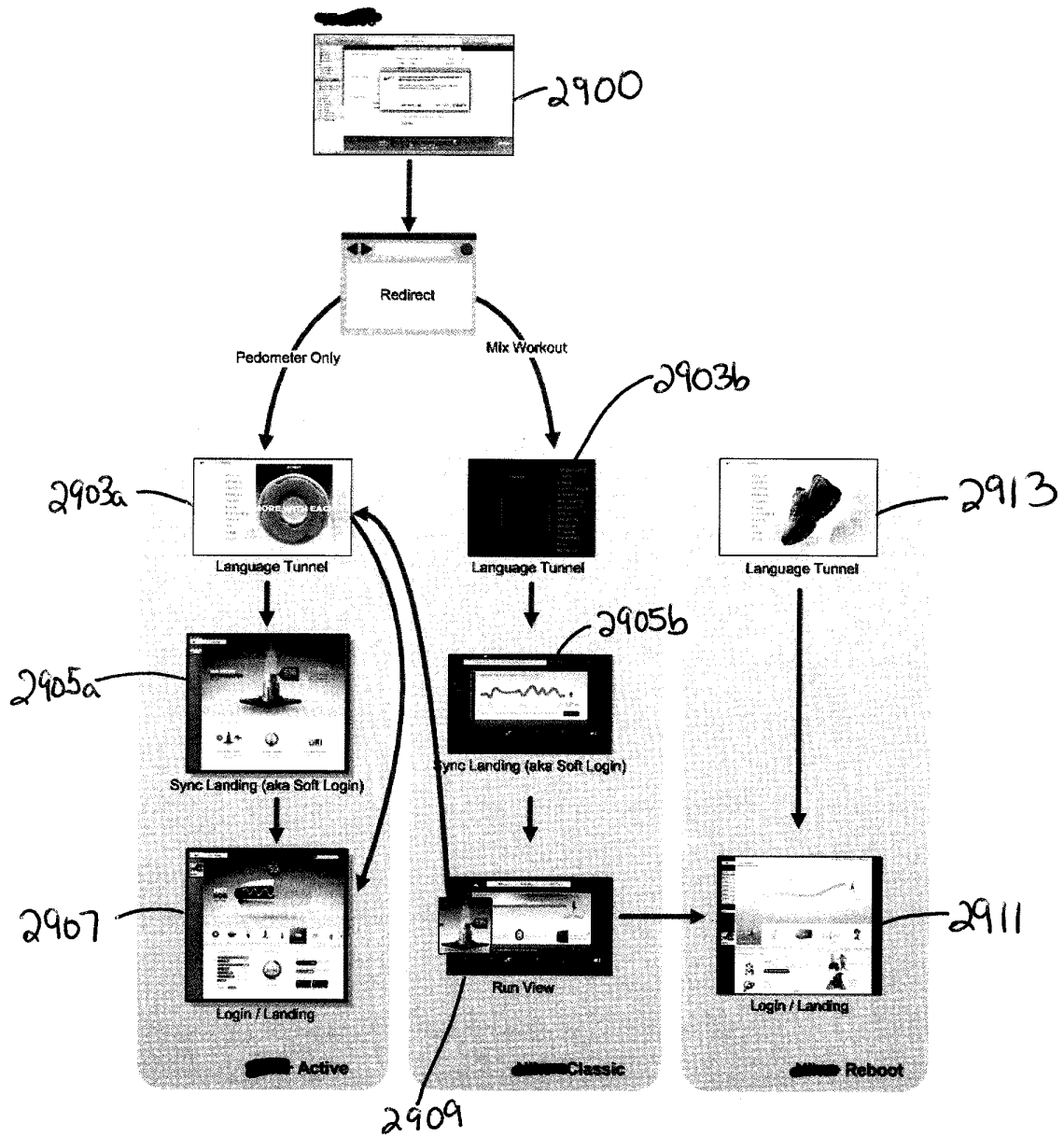
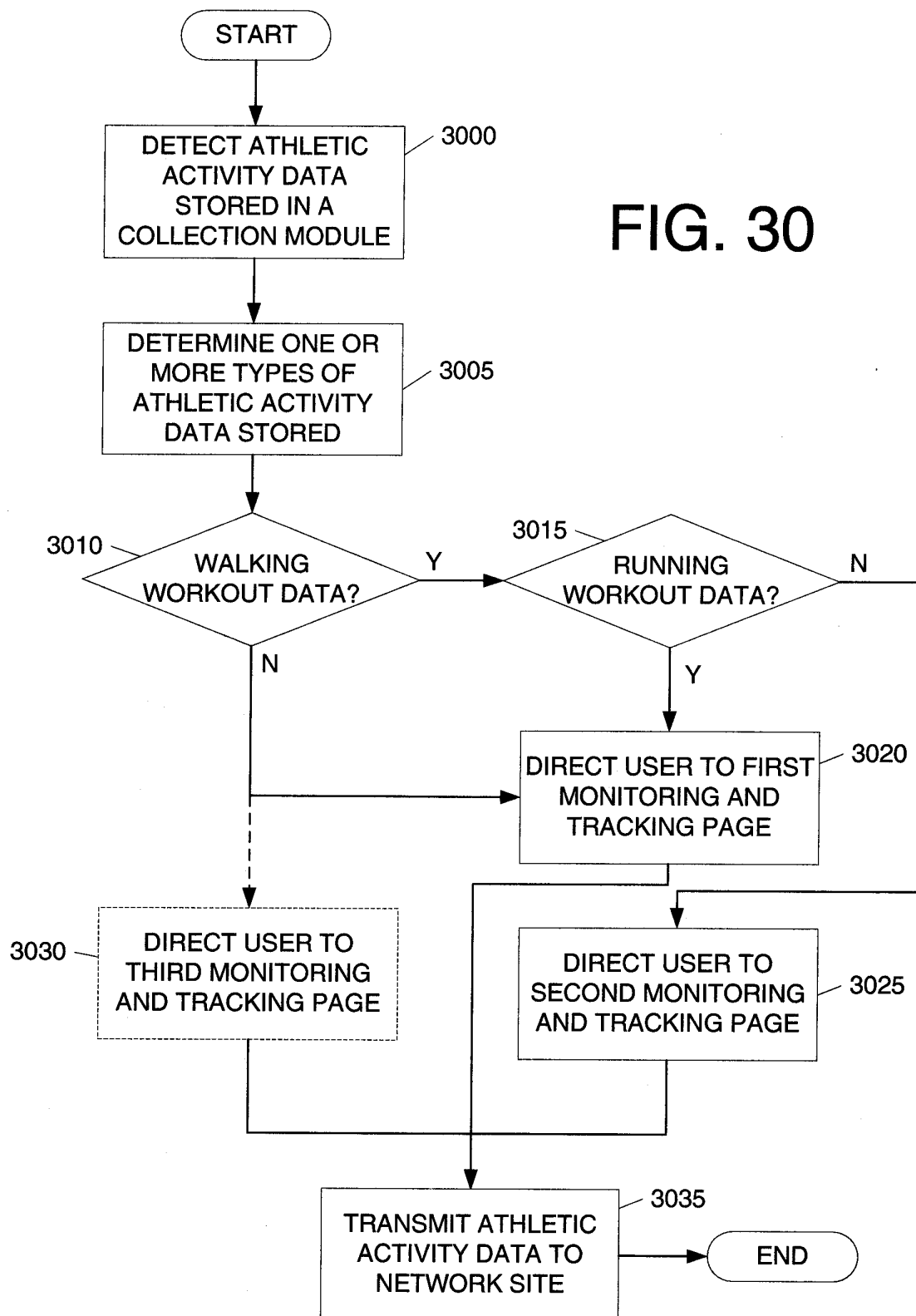


FIG. 29



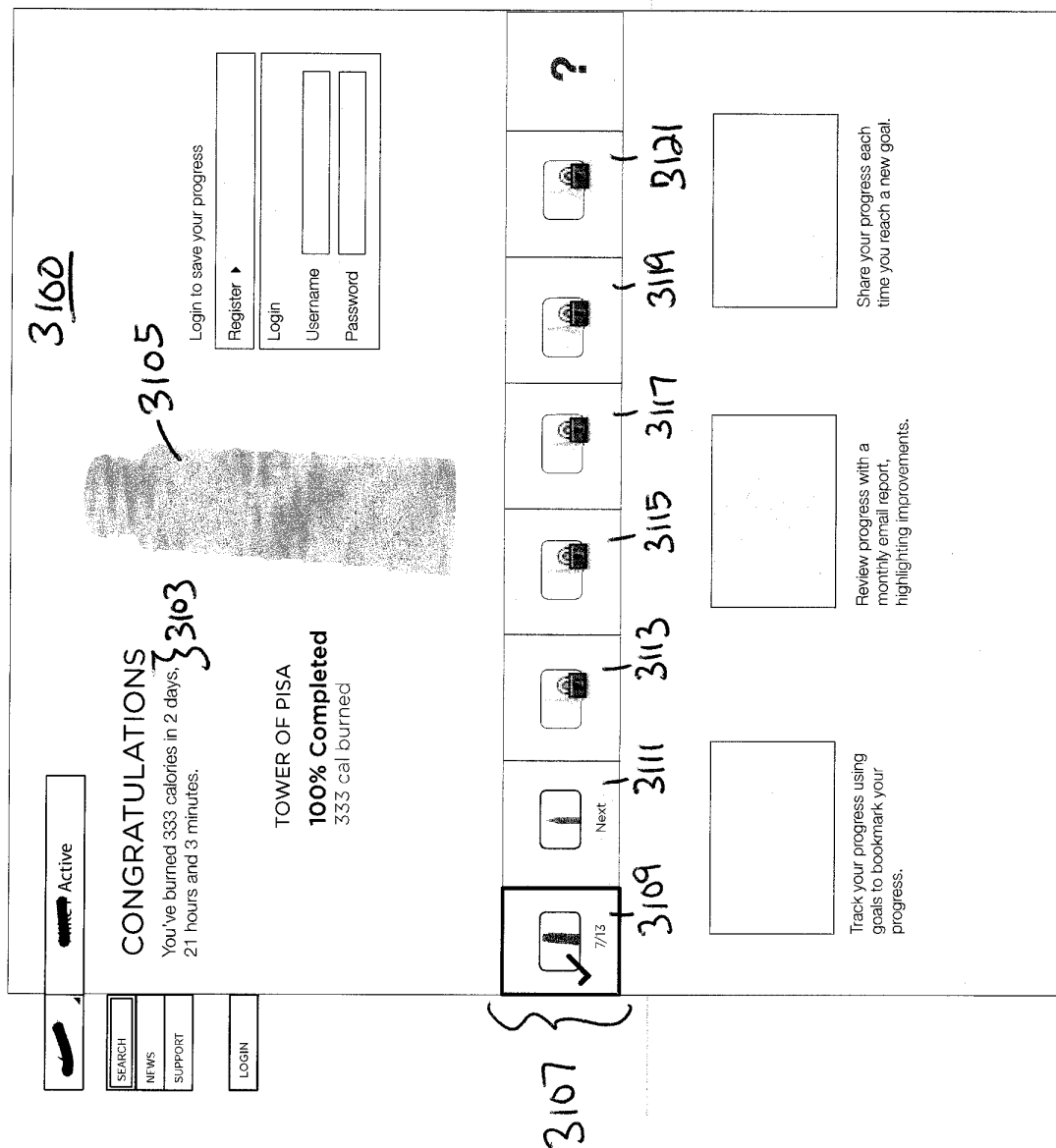


FIG. 31

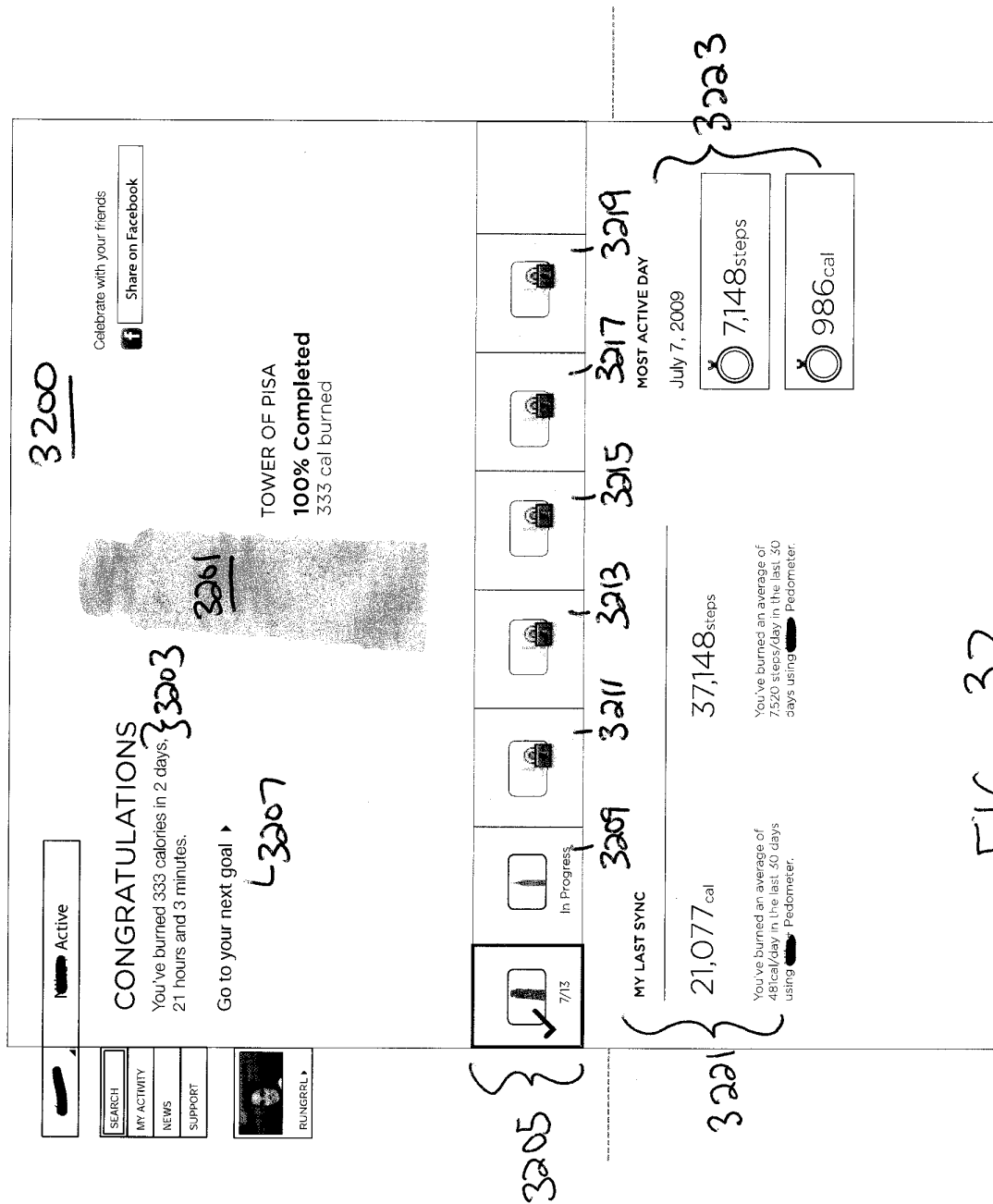


FIG. 32

MY ACTIVITY

On Rollover

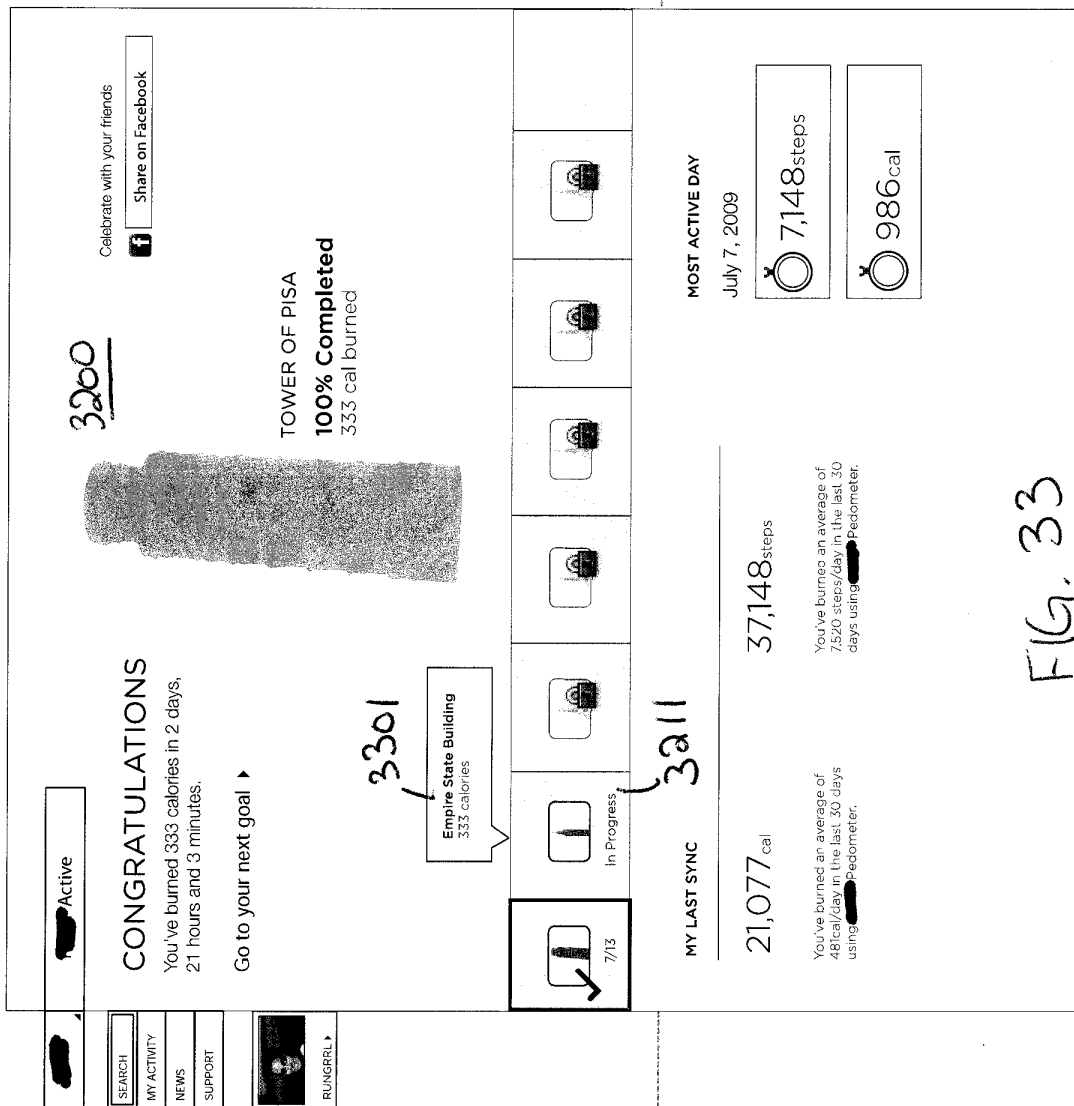
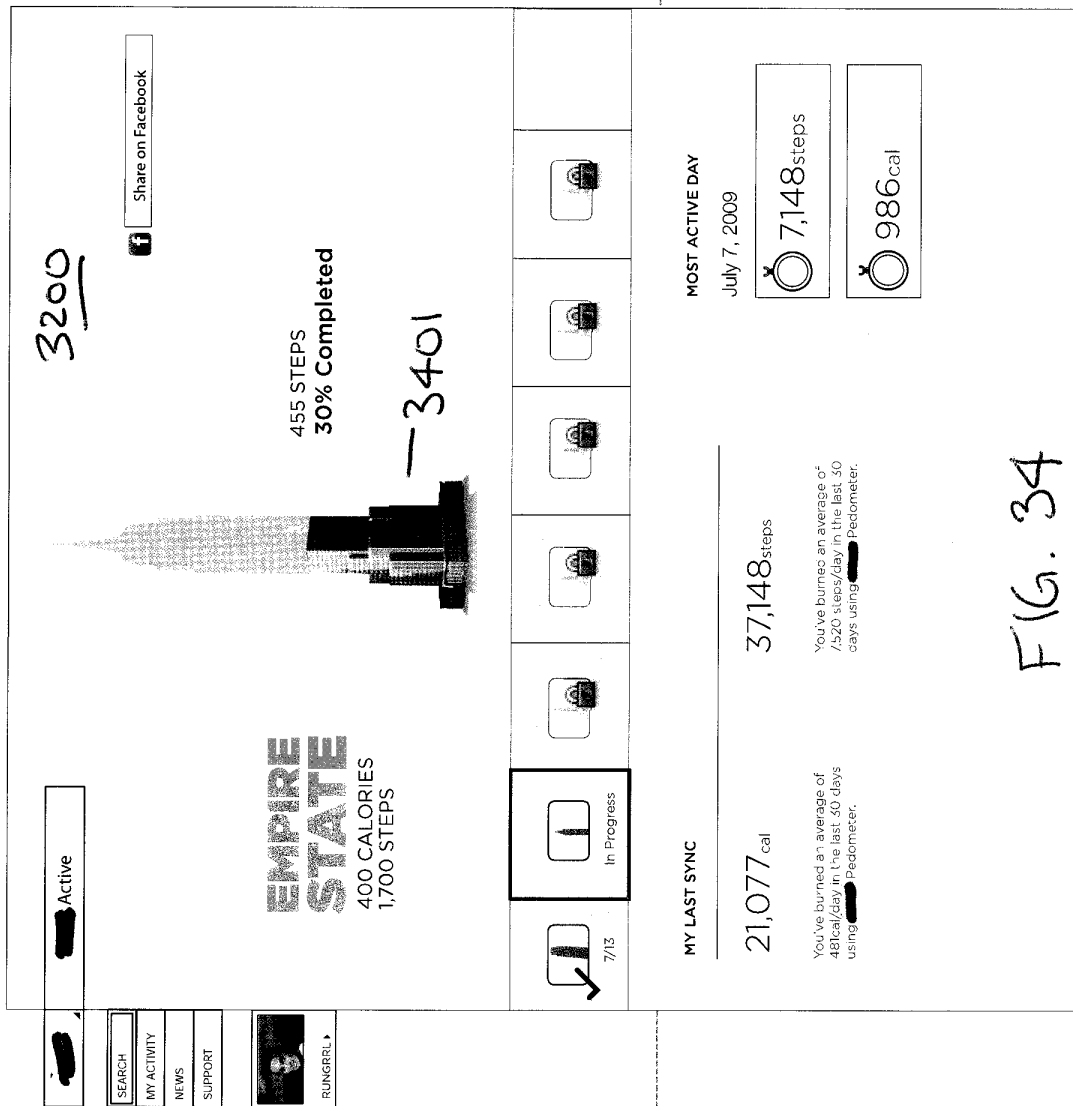


FIG. 33

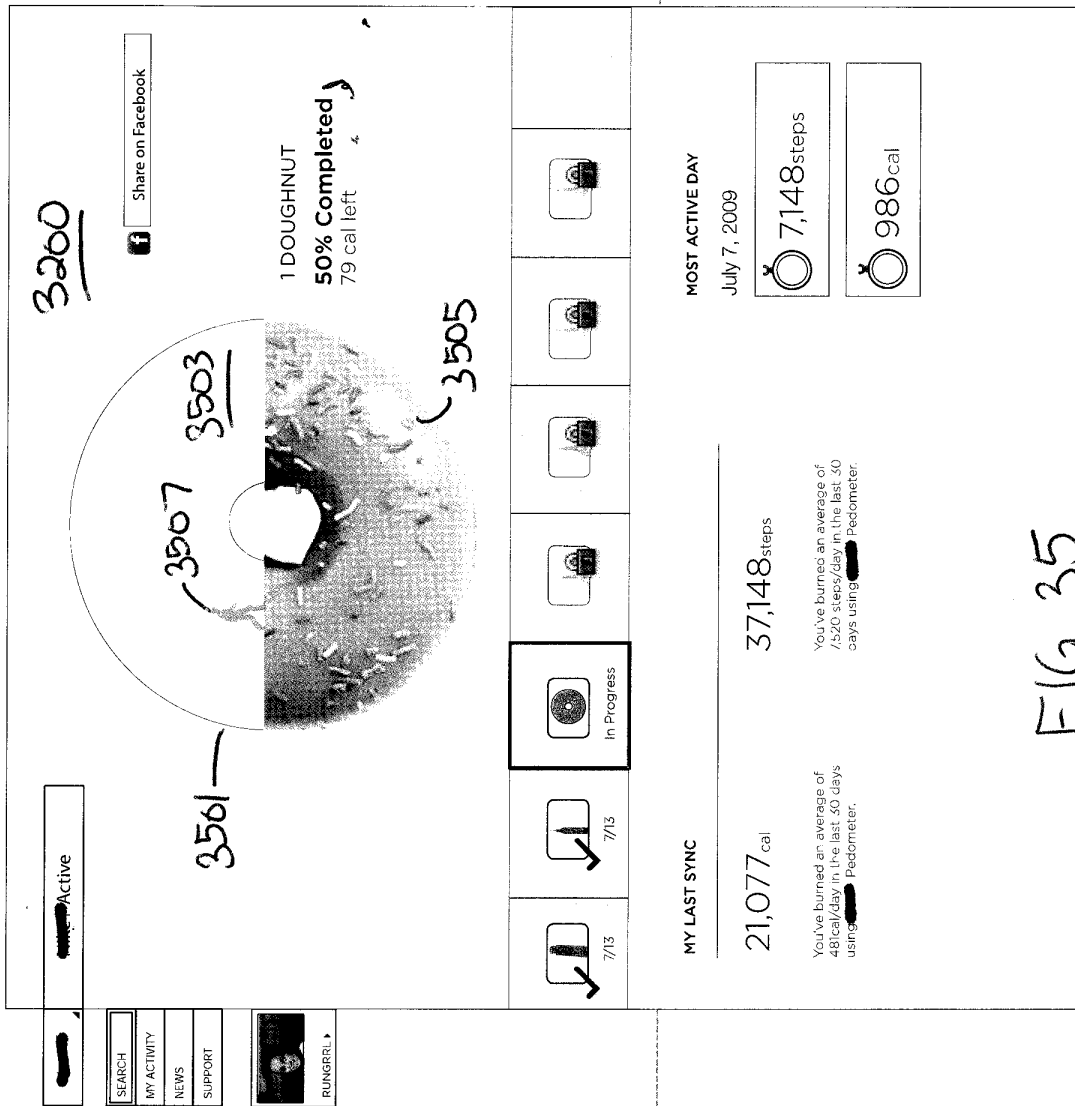
MY ACTIVITY

Goal In Progress



MY ACTIVITY

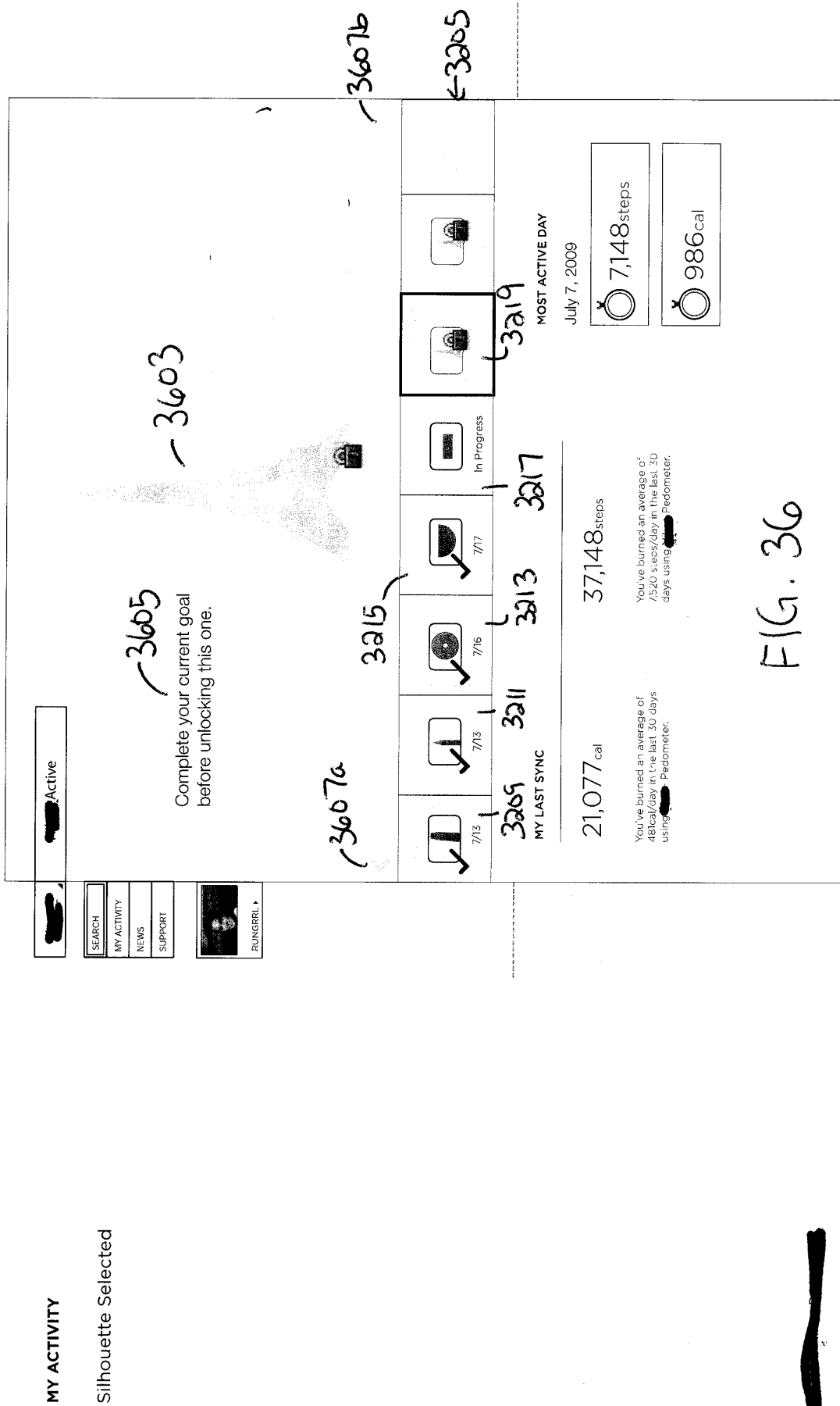
Goal in Progress (2)

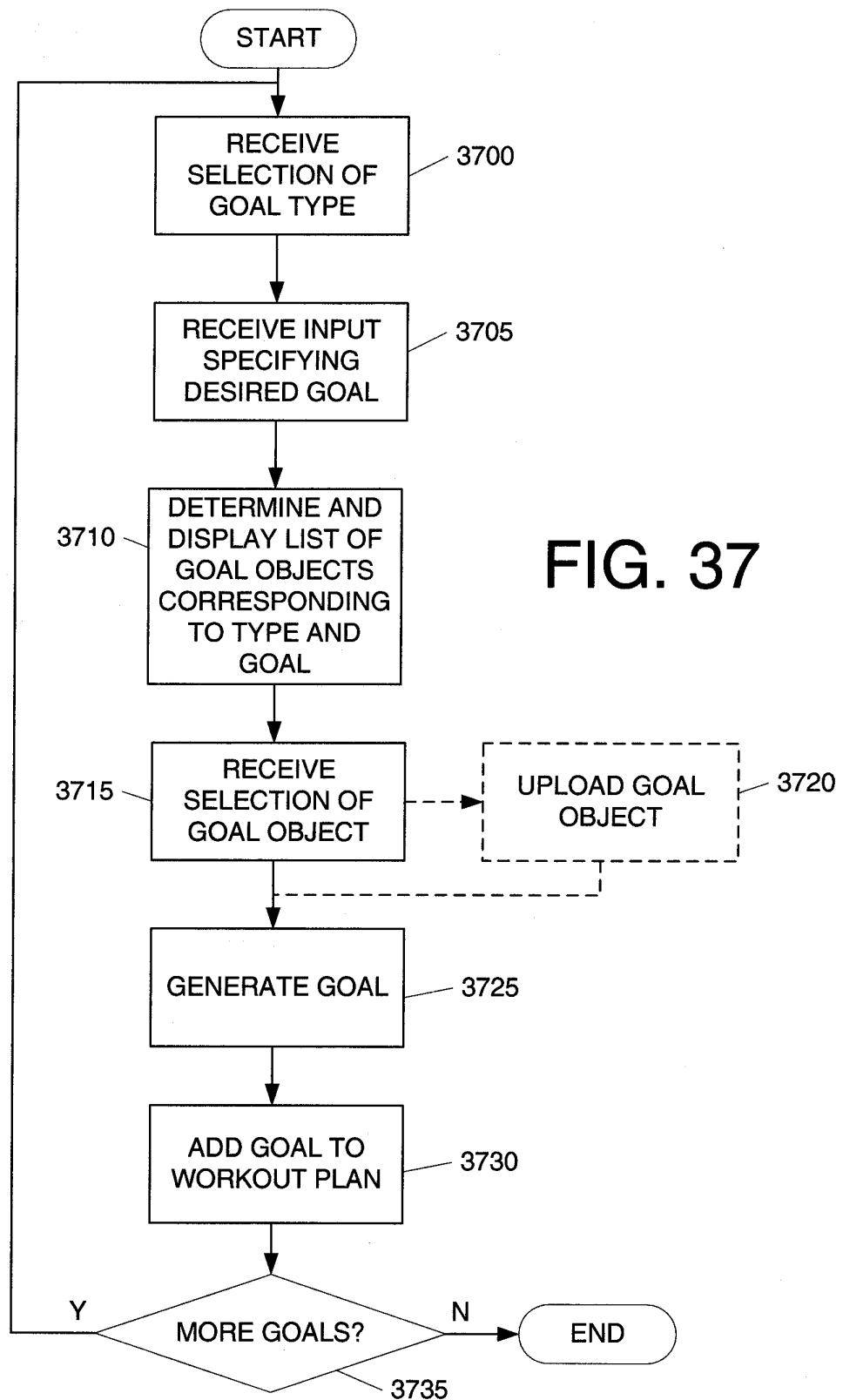


F16.35

MY ACTIVITY

Silhouette Selected





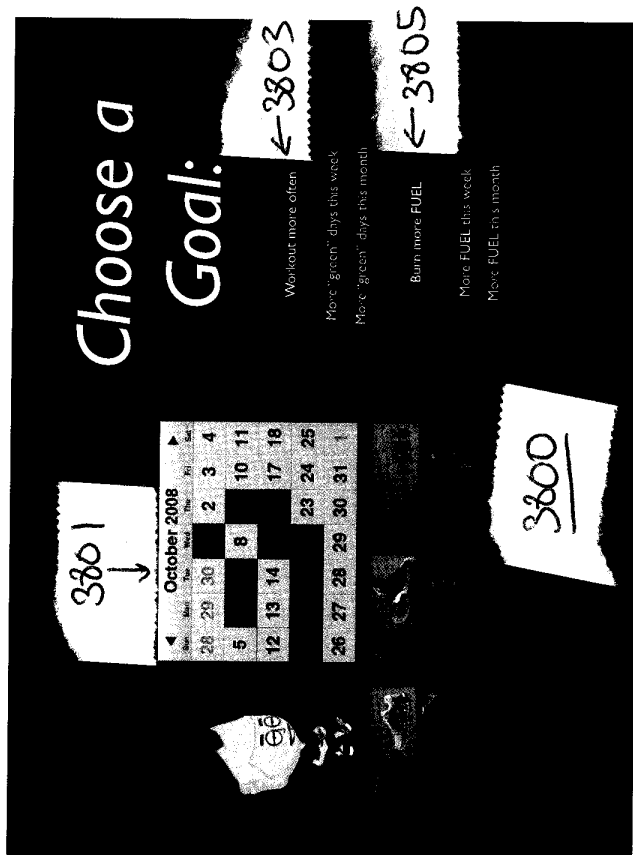


FIG. 38

FACEBOOK

Share activity

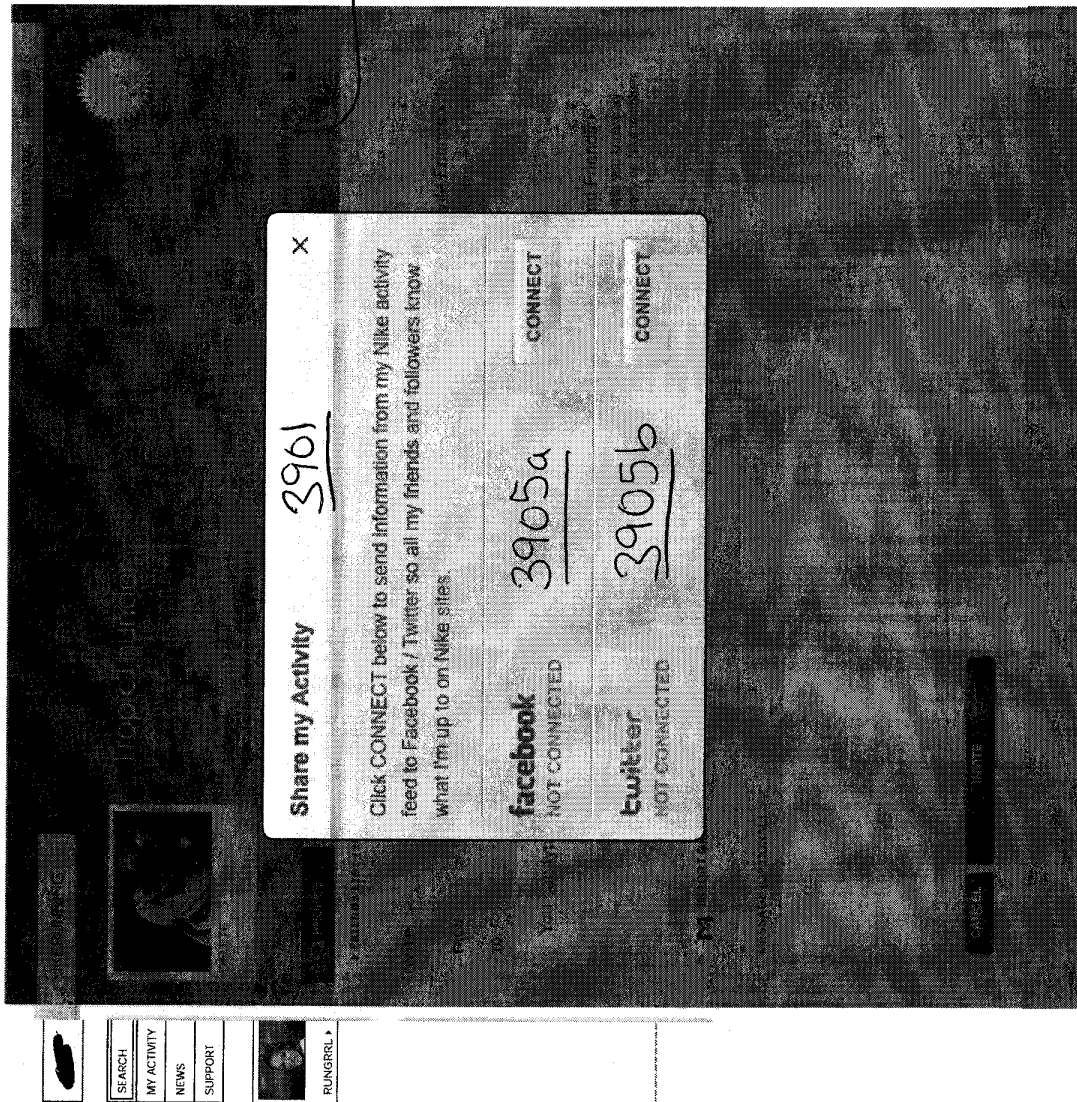


FIG. 39

Facebook

facebook

Home Profile Friends Inbox Kate Bauer Settings Logout Search

News Feed

Photos R/C A NYU Links Video Notes Pages Brooklyn, NY Grad School More

What's on your mind?

Attach

Share

4663 →

Completed Tower of Pisa

Active

Check out the goal I just completed on active biklyssrjh — 4007

— 4005

5 seconds ago Comment Like Share

Mashable NBC Debuts "Community" On Facebook - http://bit.ly/MZ4HQ

NBC Debuts "Community" On Facebook

Source: bit.ly

Say you're NBC, you've got a potential hit sitcom starring Joel McHale and Chevy Chase on your hands, and you want to create a little online buzz for your new option?

52 seconds ago Comment Like Share

Phoebe E dear #lazyweb: is there a way to simply delete my friendfeed acct for is unlinking 3rd party accounts the only option?

4 minutes ago Comment Like

Andy Maskin spent some time behind a one-way mirror in Texas eating unlimited animal crackers watching Milton from Office Space explain why all sites should be like walmart.com, then drove out by the highway and plunged his hand into molten wax.

True story.

5 minutes ago Comment Like

Jorge Martinez holy crap on a cracker!

7 minutes ago Comment Like

Noel Hidaigo I just became the mayor of Amarín Cafe on @foursquare! http://bit.ly/C2Xh17

13 minutes ago Comment Like

Noel Hidaigo the east river is 20°F colder than g'point. #bikeNYC (@Amarín Cafe in Brooklyn) http://bit.ly/C2Xh17

13 minutes ago Comment Like

Ritwik Dey Listening to 'Santana' @imeem http://x.imeem.com/RP.Xt6wPBR

16 minutes ago Comment Like

Requests

See All

2 friend requests

3 Page suggestions

1 who were you in

3 other requests

a pa request

Suggestions

See All

Ac Proxy

4 people are mutual friends.

Add as Friend

Sponsored

Create an Ad on Facebook

Reach over 250 million active users on Facebook. Learn how to connect your business to real customers through Facebook Ads.

Highlights

Misc

by Rtwik Dey

4 friends are tagged.

out and about - R/C A

2 friends are tagged.

NYC Summer 2009

by Fura Ogo

Johannesdottir

Wall Photos

by Jaya Gupta

Yankees / Red Sox 8/8/09

by Liam Murphy

Bathroom Renovation Part 1

by Nikki Ekstrom Bainton

Getting beat up by Andrew 7/15/09

Susan Varghese Mammen is tagged.

L'Oreal Paris USA

3 friends are fans.

Become a Fan

FIG. 40A

Welcome, Sarah. You have 23 friends requests and 1 group invitation.

You have friends, messages and group invitation.

100

Notes

THE UNIVERSITY OF CHICAGO

1.

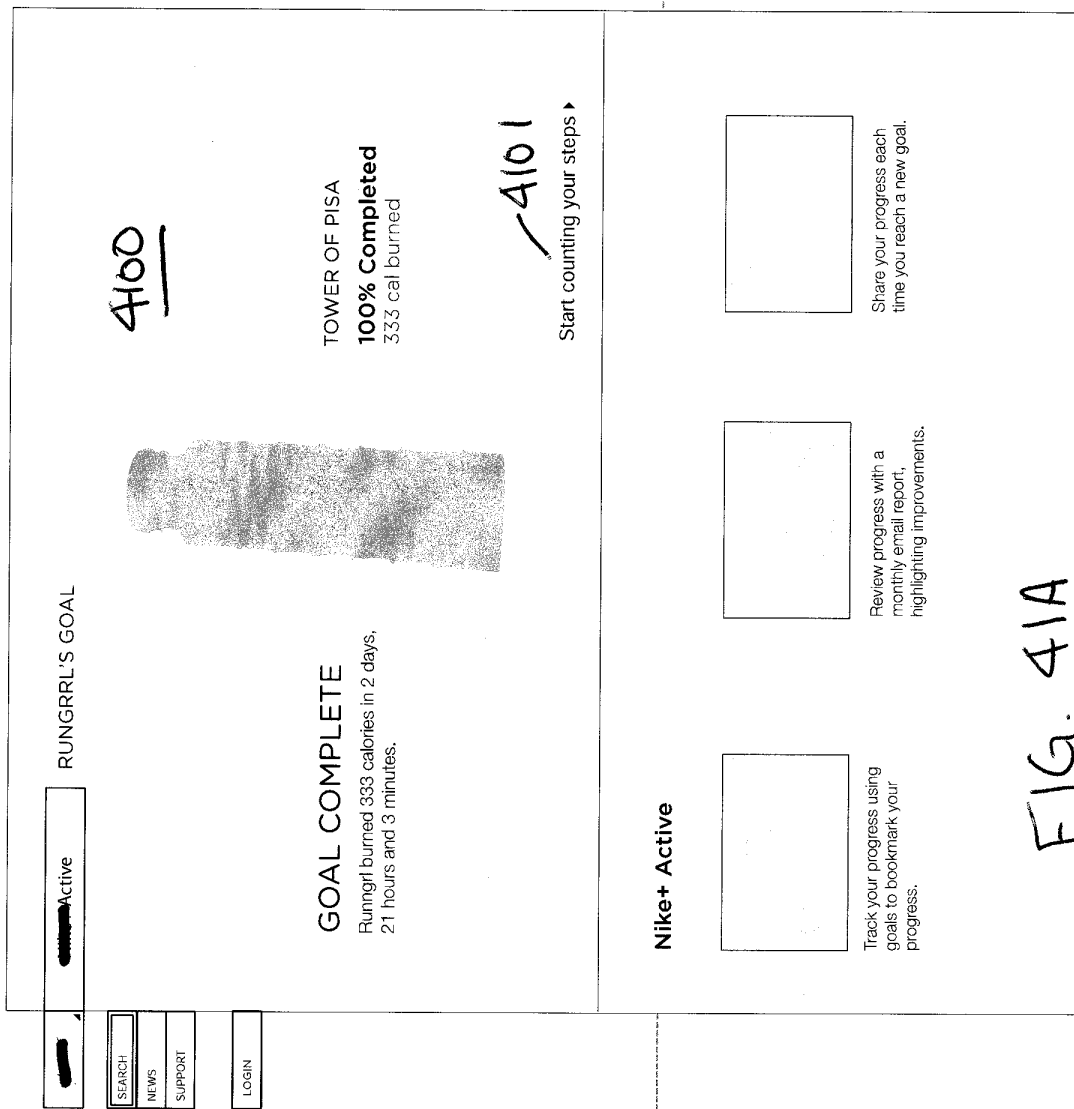
Richard Ting Facebook Learns the Downsides of Software as a Service into a New Model

1000

© 2003 Google Inc.

$$\begin{aligned} \frac{\partial}{\partial t} &= \frac{\partial}{\partial t} \\ \frac{\partial}{\partial x} &= \frac{\partial}{\partial x} \\ \frac{\partial}{\partial y} &= \frac{\partial}{\partial y} \\ \frac{\partial}{\partial z} &= \frac{\partial}{\partial z} \\ \frac{\partial}{\partial w} &= \frac{\partial}{\partial w} \\ \frac{\partial}{\partial v} &= \frac{\partial}{\partial v} \\ \frac{\partial}{\partial u} &= \frac{\partial}{\partial u} \\ \frac{\partial}{\partial s} &= \frac{\partial}{\partial s} \\ \frac{\partial}{\partial r} &= \frac{\partial}{\partial r} \\ \frac{\partial}{\partial q} &= \frac{\partial}{\partial q} \\ \frac{\partial}{\partial p} &= \frac{\partial}{\partial p} \end{aligned}$$


FLG: 40B



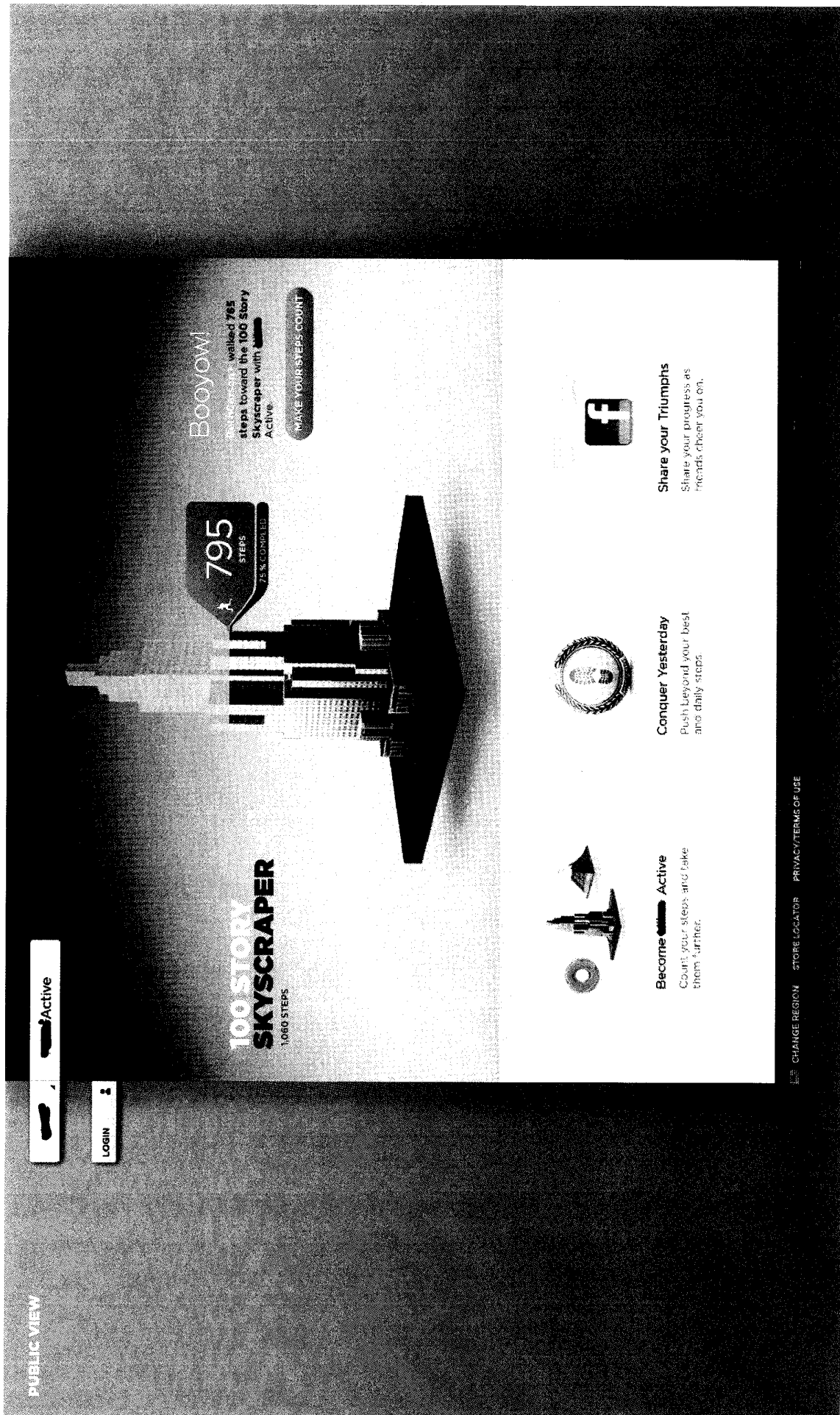


FIG. 41B

You completed 11,260 steps today

(450 calories burned)

That's the equivalent of:

Age Group	Percentage
18-29	85%
30-49	80%
50-69	75%
70+	70%



Trial	Control	MCI	AD
1	95	85	75
2	95	85	75
3	95	80	70
4	95	78	68
5	95	75	65

Age Group	Percentage (%)
18-29	85
30-49	80
50-69	75
70+	70

40% — 1.5 NYC Hot Dogs

151

NYC Hot Dogs

Eiffel Towers

2

2-4201b

2

Italian Pizza Pies

٧٢

Chicken Satays

Tokyo Towers

4201d

Figure 1. A: A schematic diagram of the experimental setup. B: A photograph of the experimental setup. C: A photograph of the experimental setup. D: A photograph of the experimental setup.

PARIS

100

NAPLES

2

Italian Pizza Pies

٧٢

Chicken Satays

Tokyo Towers

4201d

4263a

42036

4203

17021

3

Where do you want to start your journey?

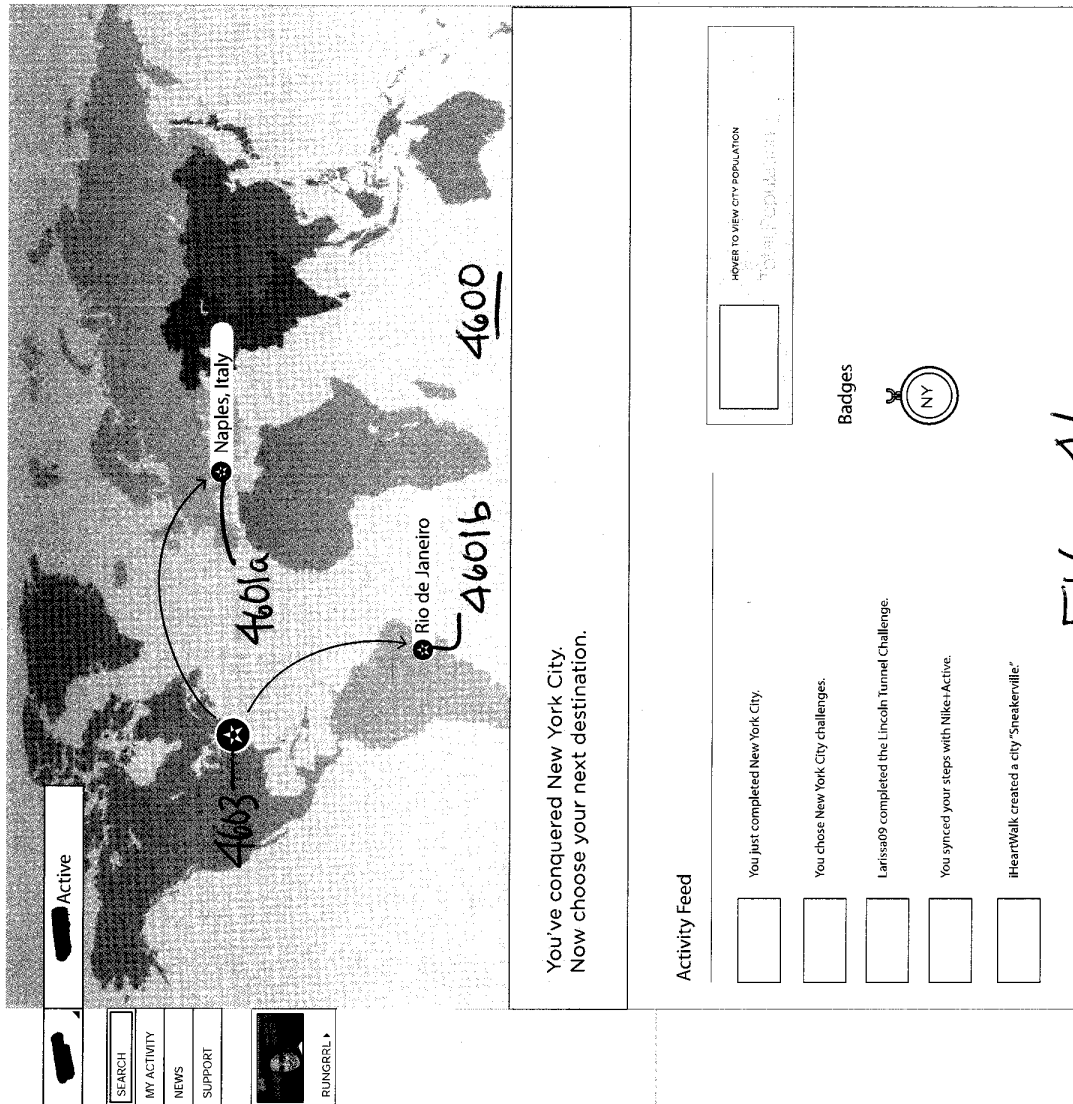


4205

FIG. 42

MY ACTIVITY

Map View



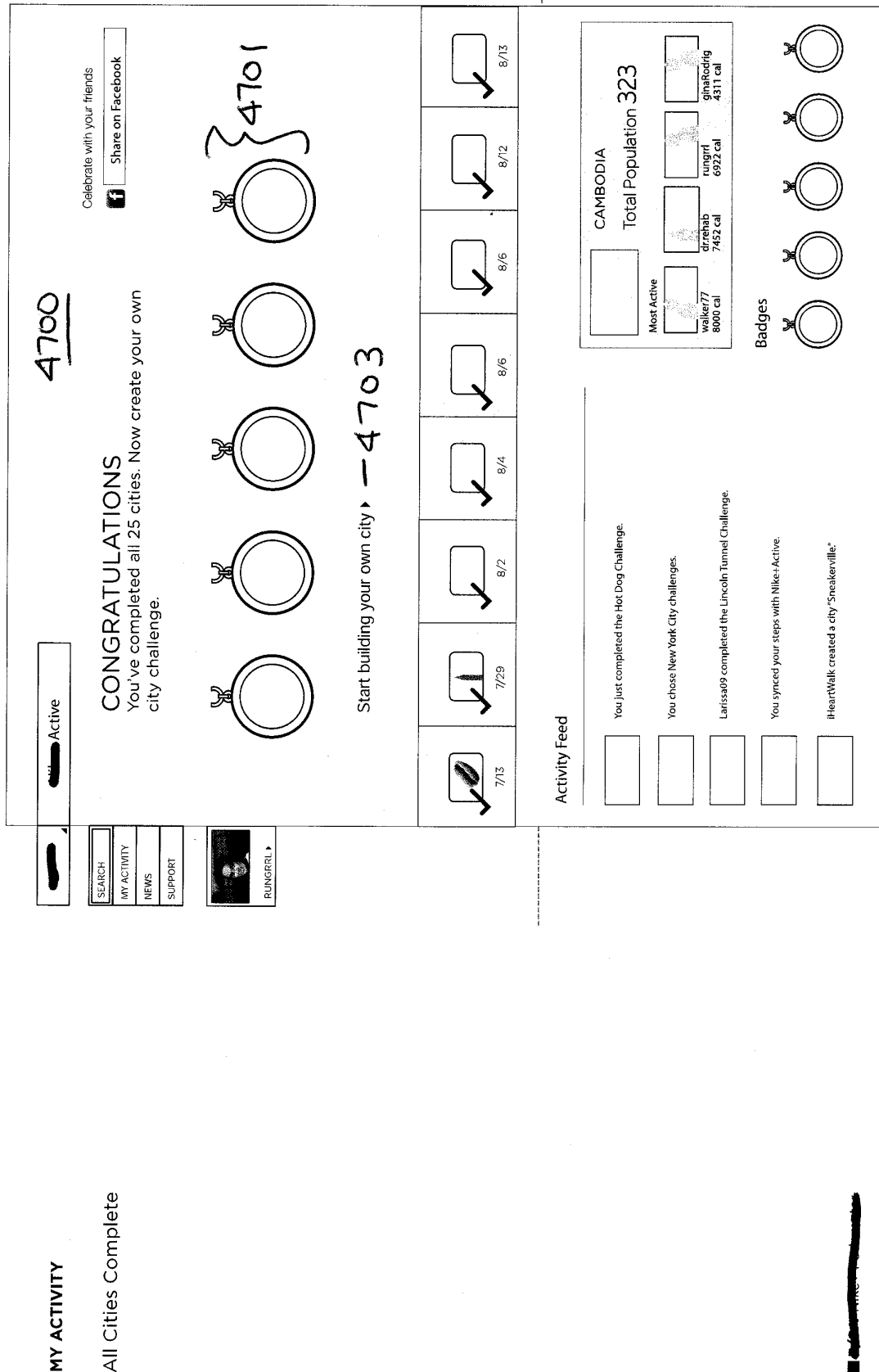


FIG. 47

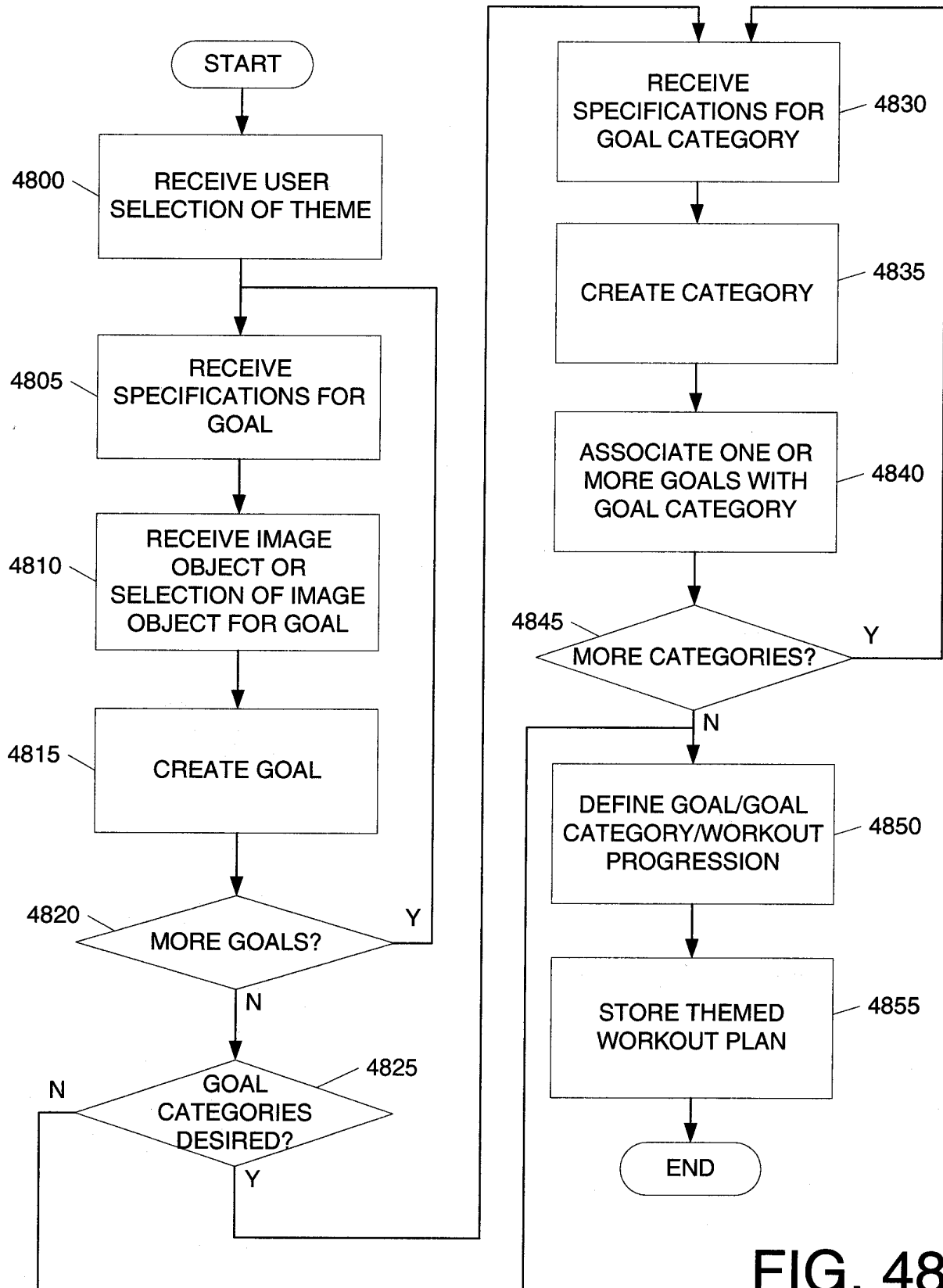


FIG. 48

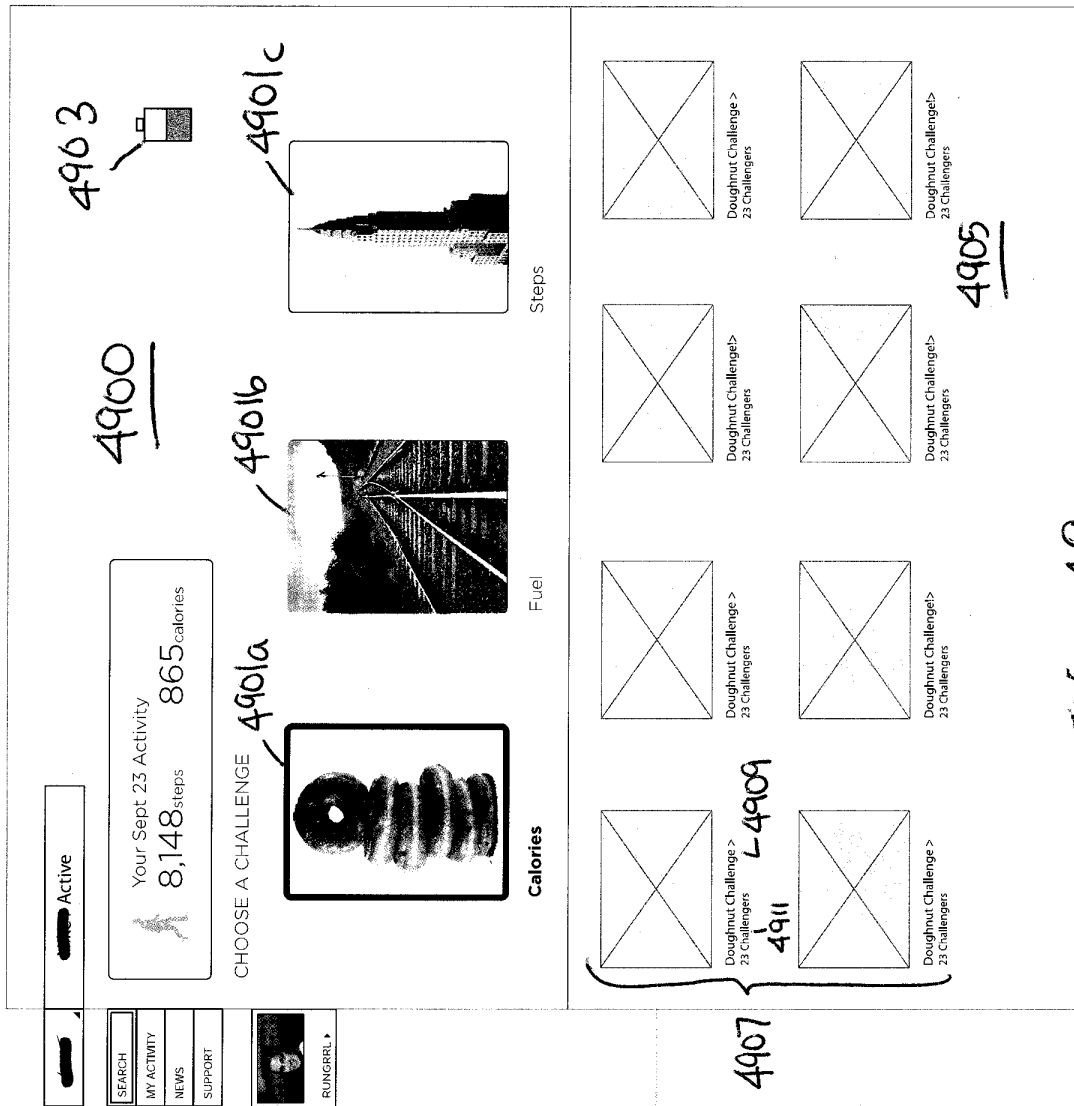


FIG. 49

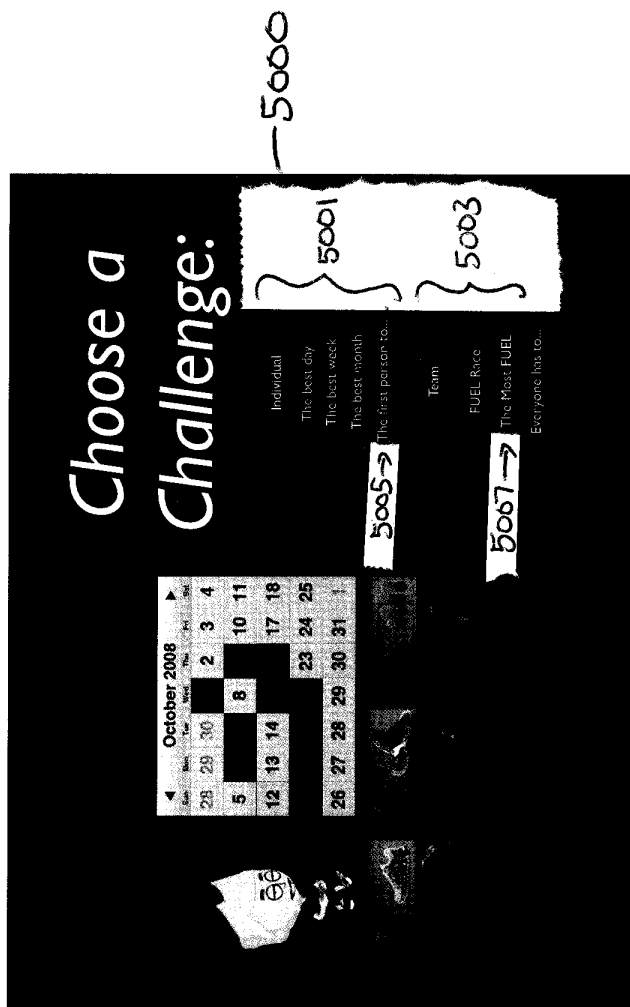


FIG. 50

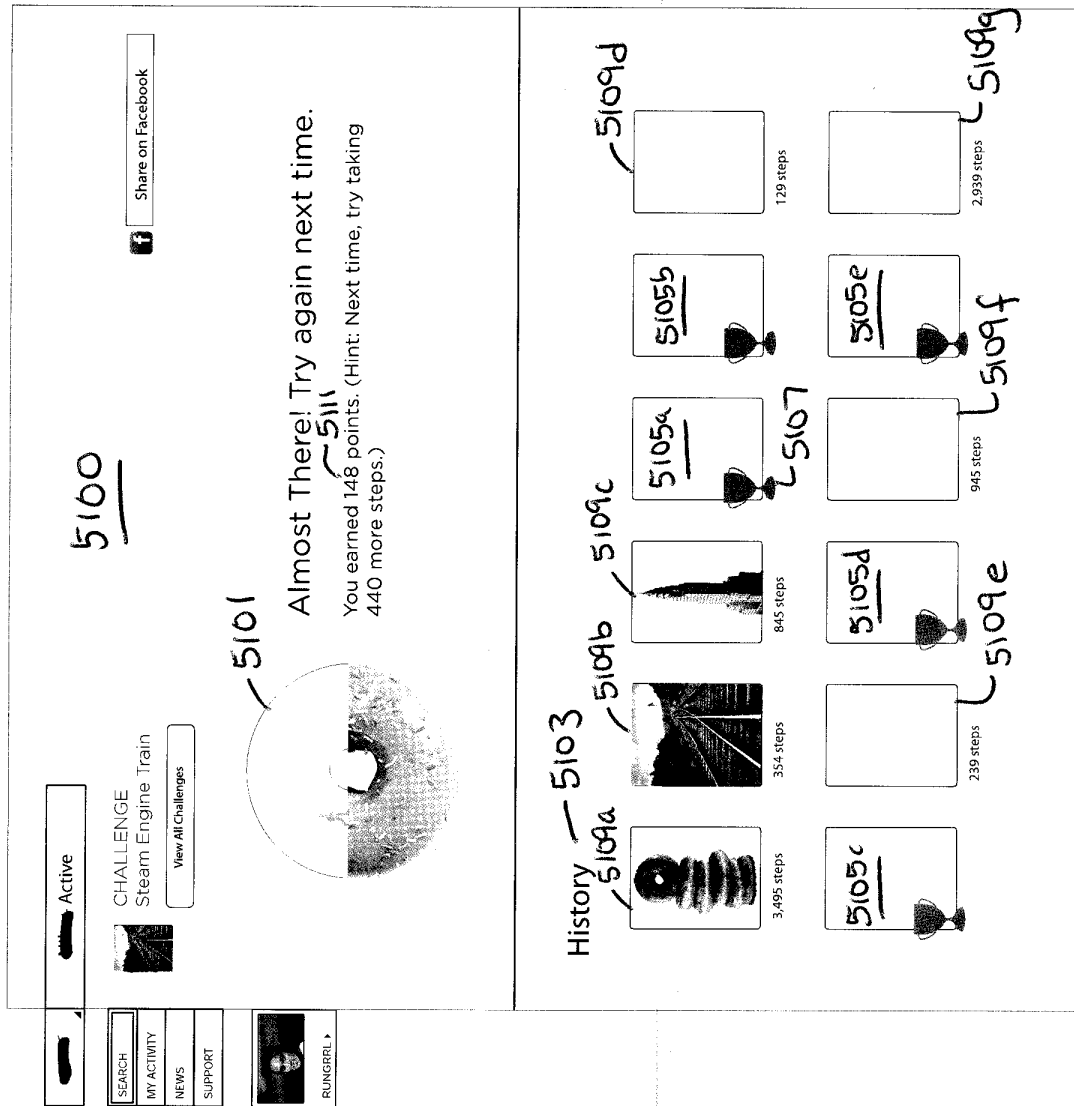


FIG. 51

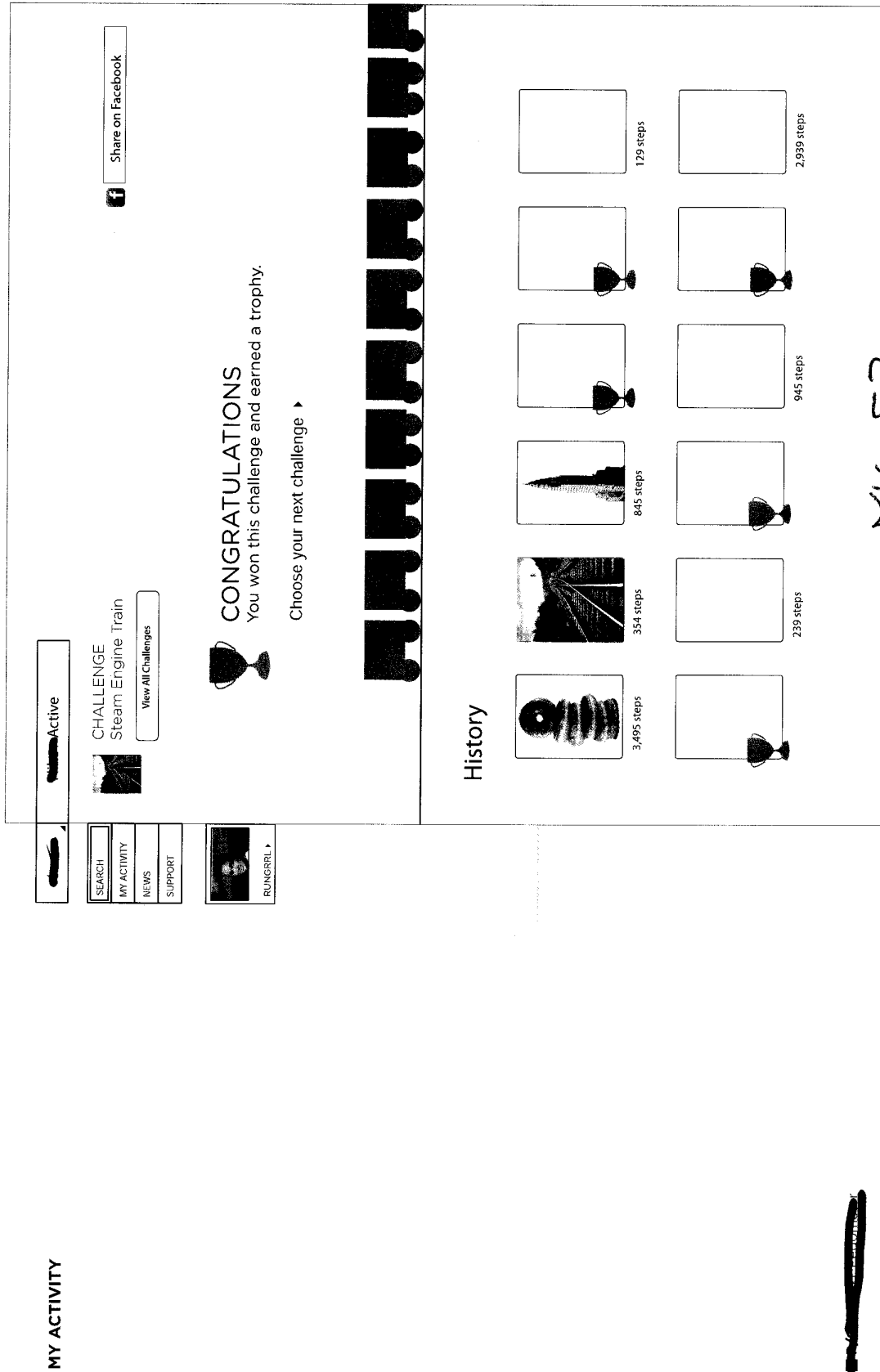


FIG. 52

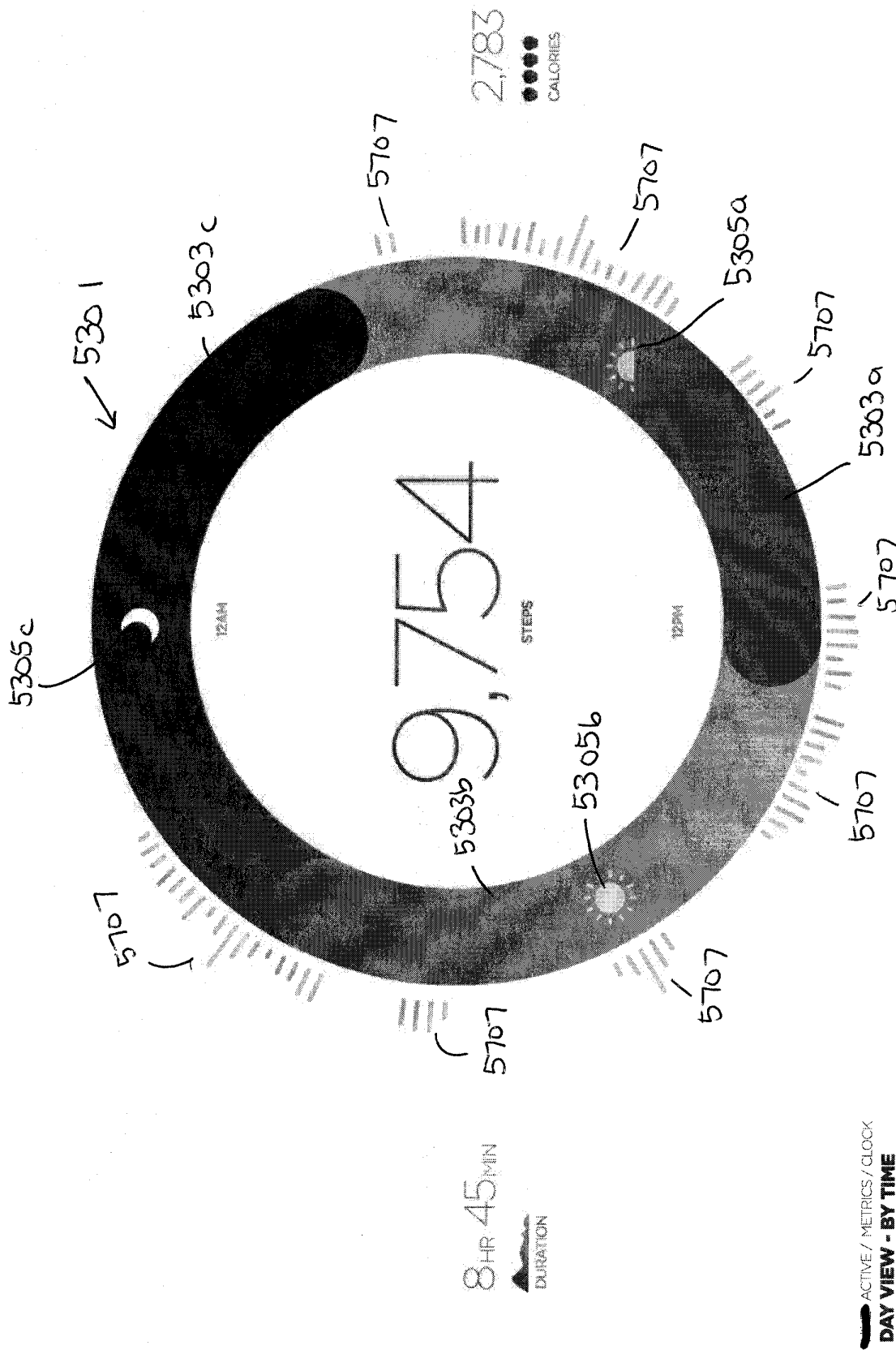


FIG. 53

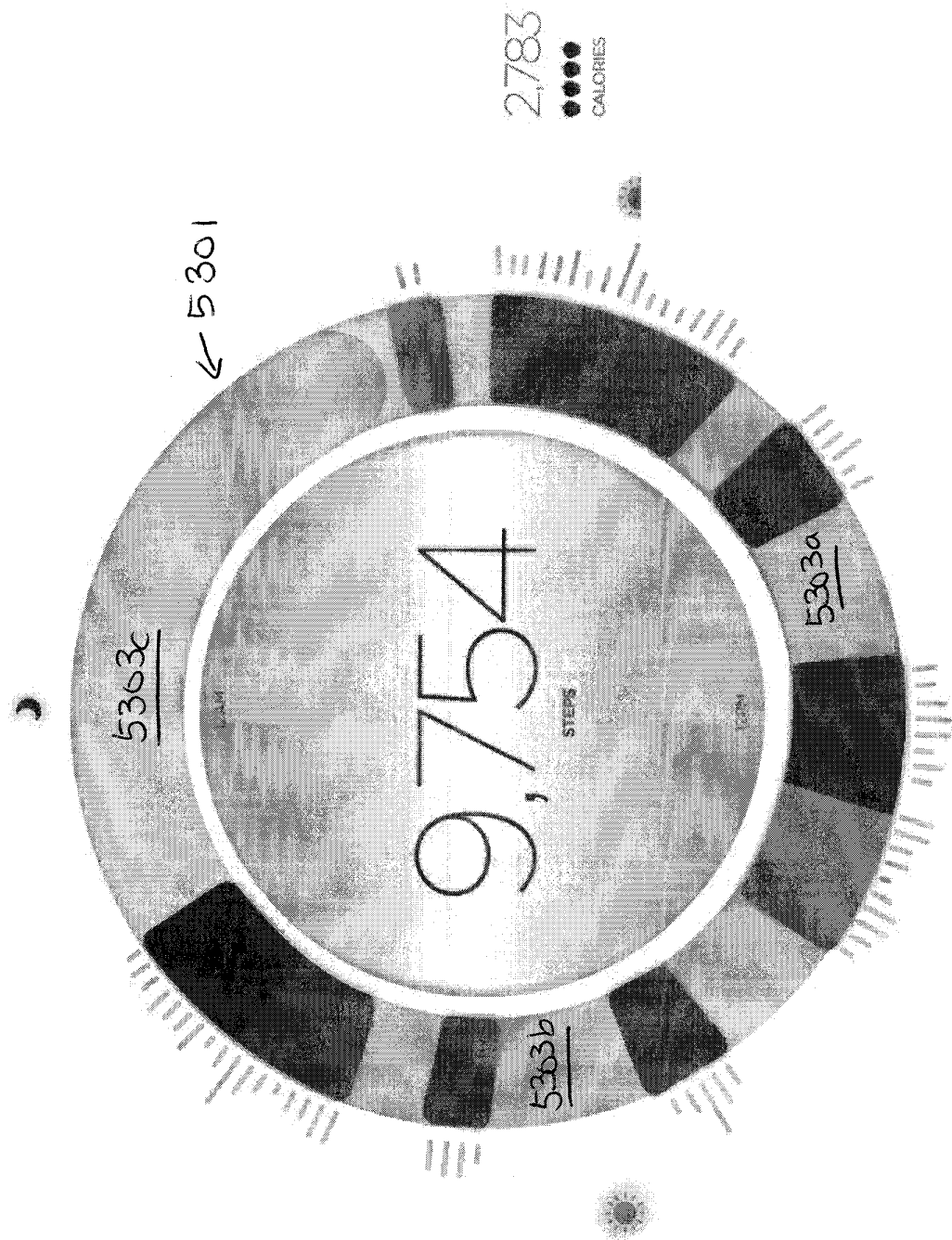
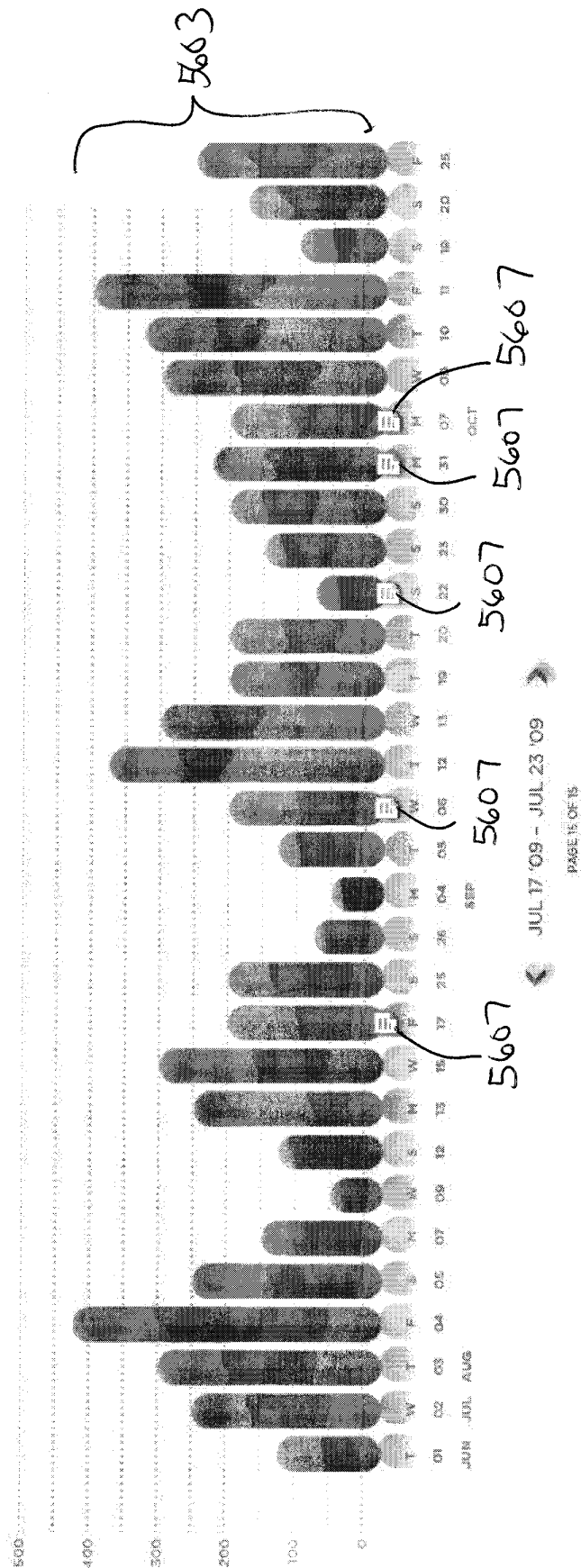


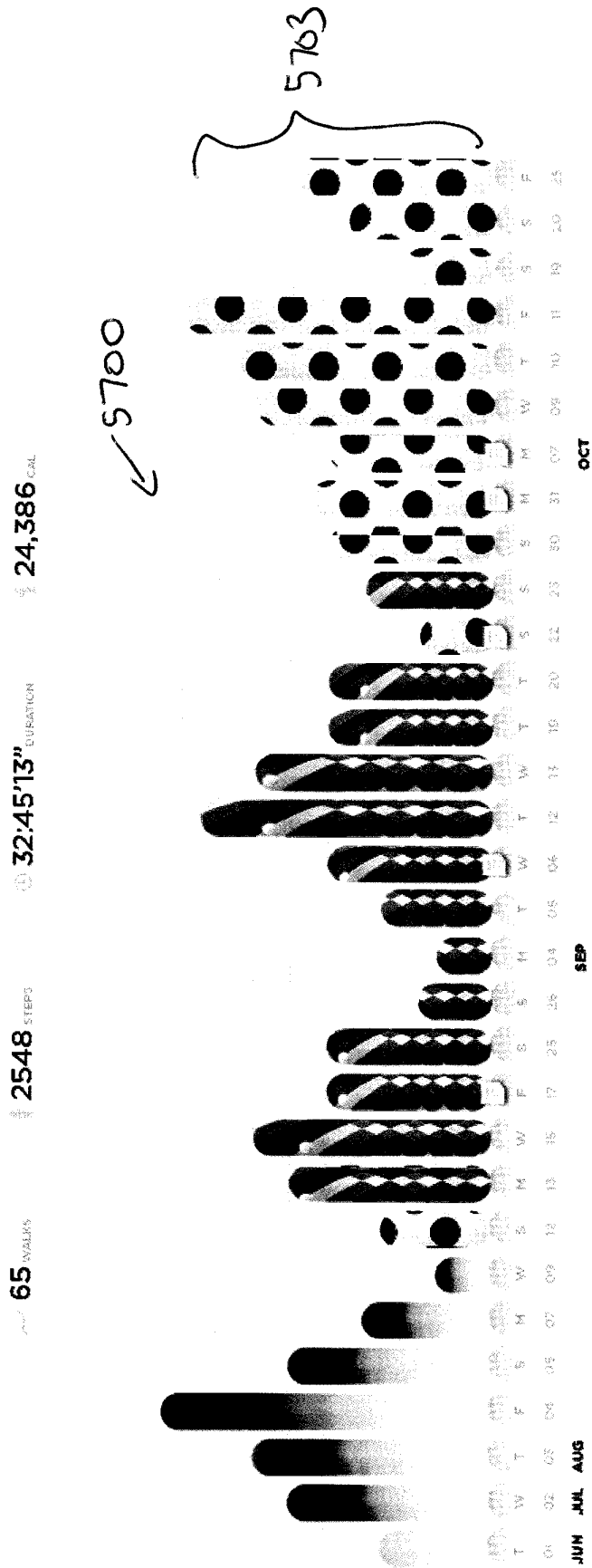
FIG. 55

ACTIVE / METRICS / CLOCK
DAY VIEW - BY TIME



TIME + ACTIVE / METRICS / CLOCK

56

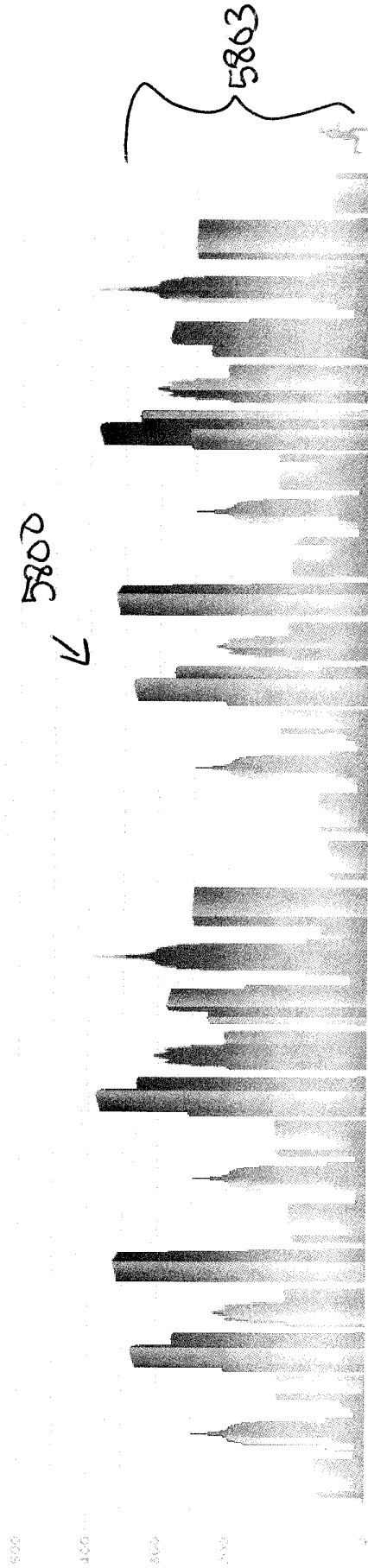


< JUL 17 '09 - JUL 23 '09 >

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FIG. 57

65 WALKS 2548 STEPS 32:45'13" DURATION 24,386 CAL

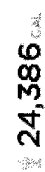


JUN							JUL							AUG							SEP							OCT						
T	W	T	F	S	M	W	S	M	W	T	F	S	M	W	T	F	S	M	W	T	F	S	M	W	T	F	S	M	W	T	F	S		
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				

< JUL 17 '09 - JUL 23 '09 >

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FIG. 58



JUL 17 '09 - JUL 23 '09

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F16.59

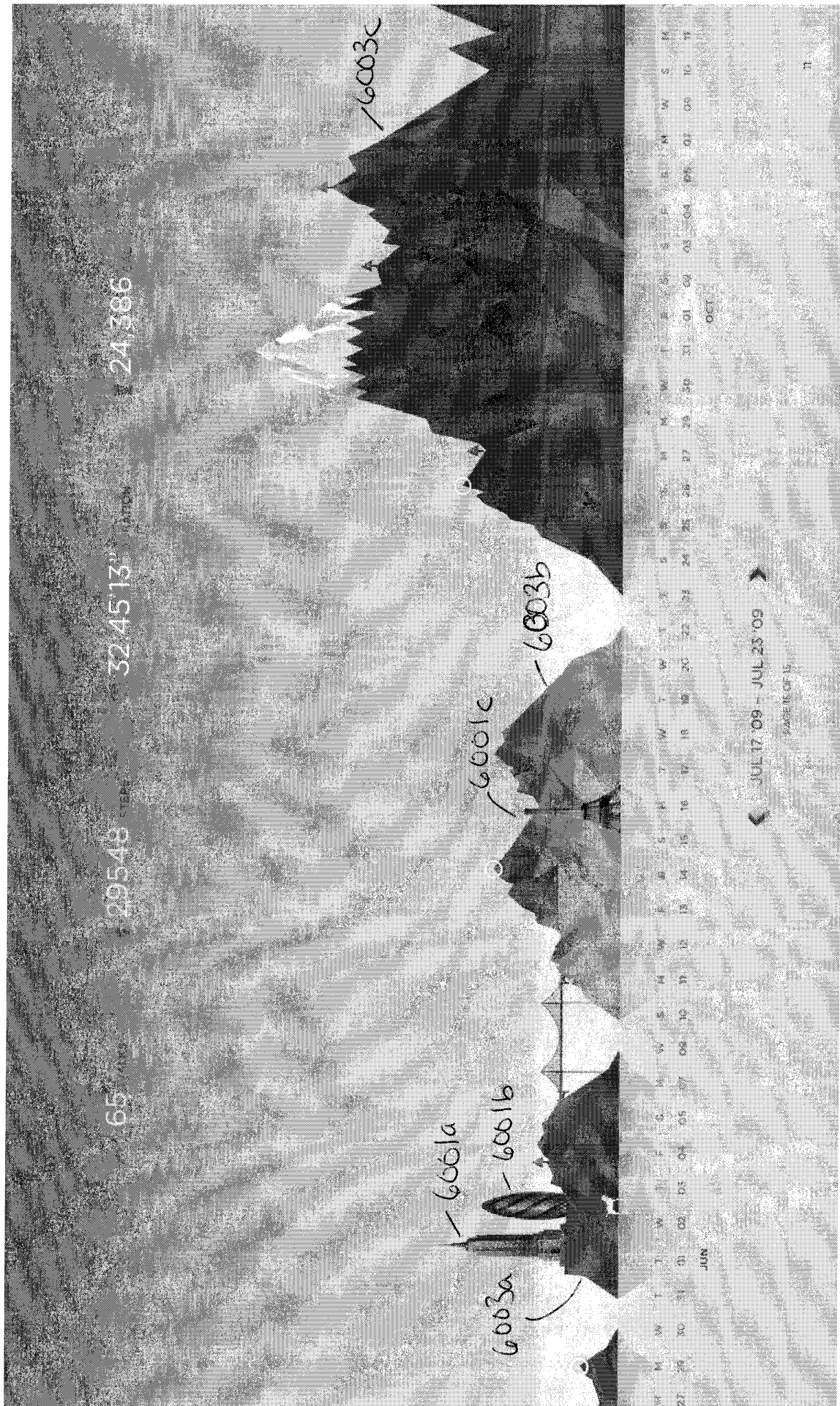
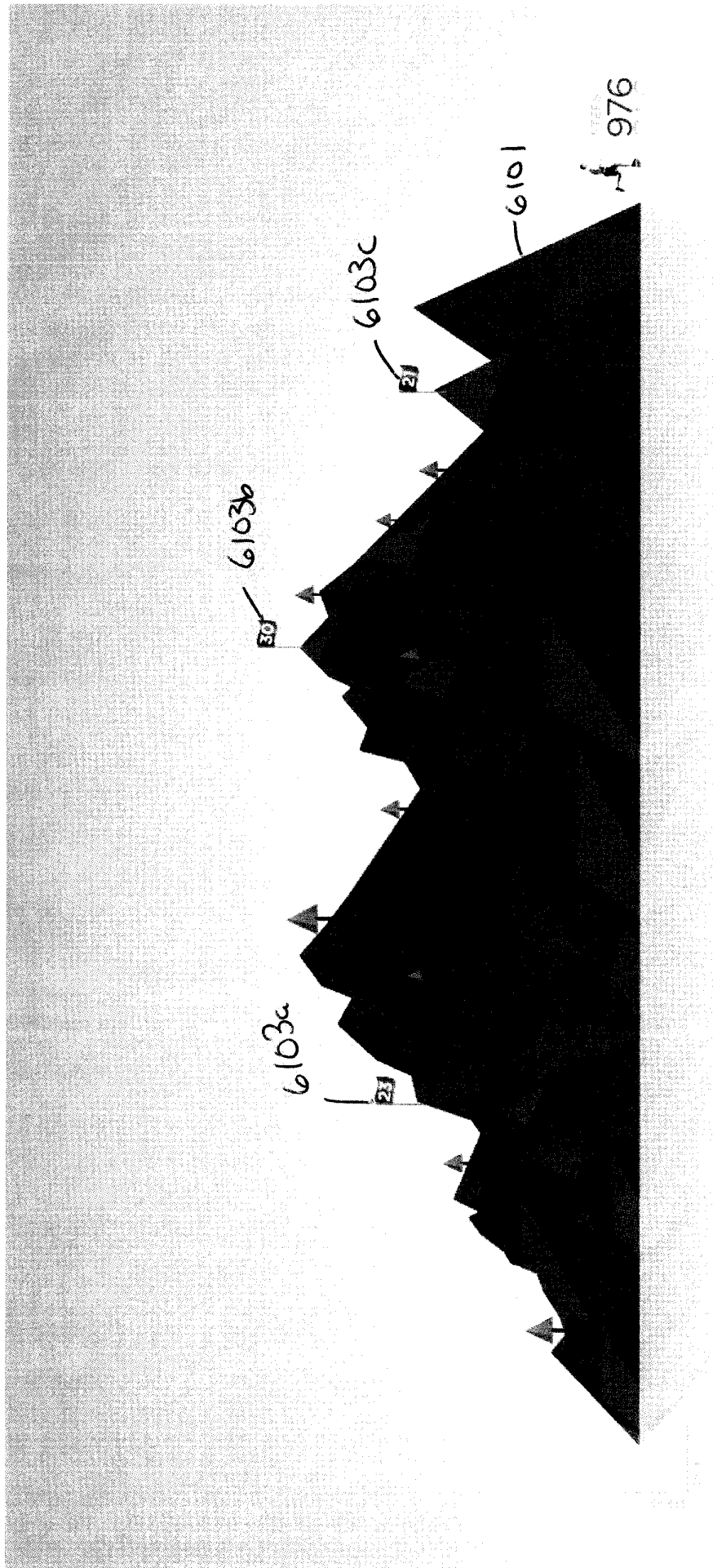
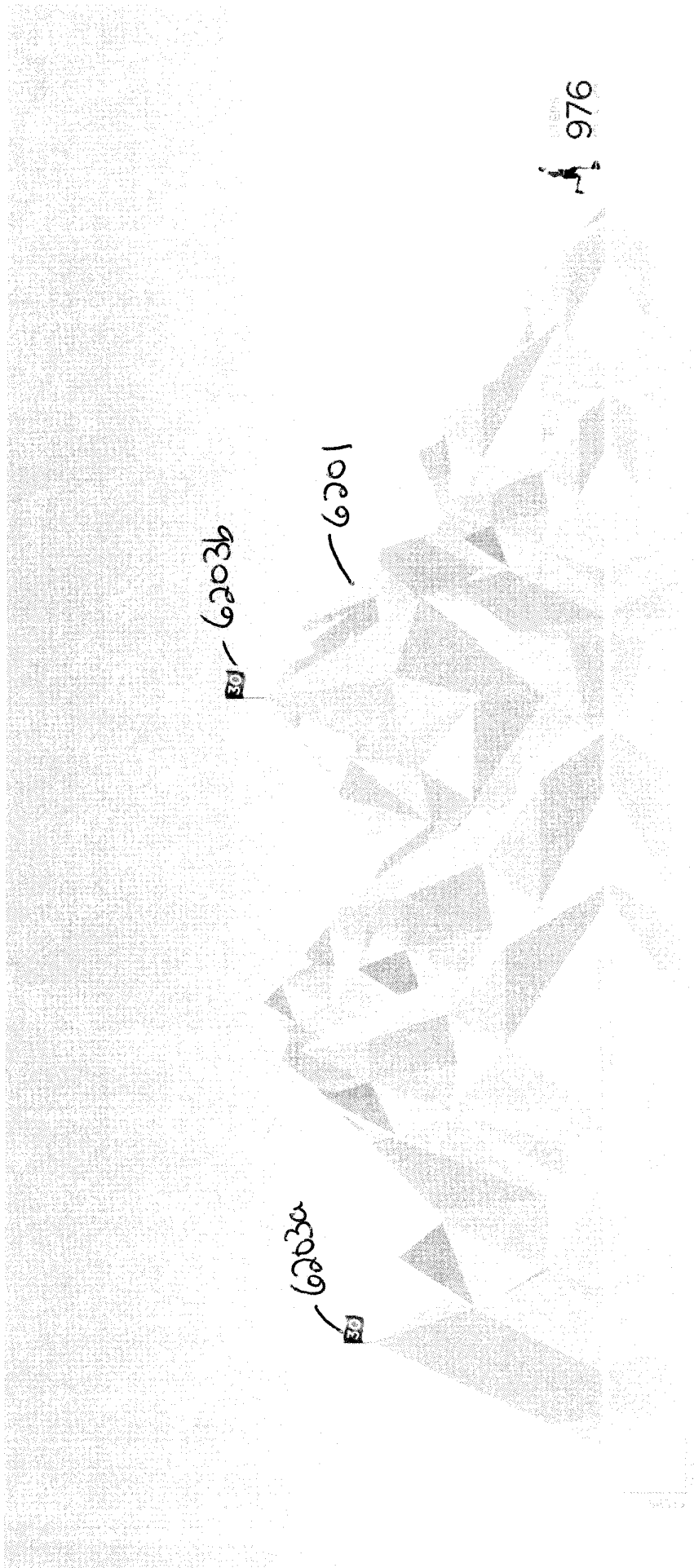


FIG. 60



① 4 HR 59 MIN CURATION
 976 STEPS 195 /HR 945 CAL
 POLYMERIZATION
 Half-marathon
 PLATELET
 airplane mix
 6110 6113

Fig. 61



4 HR 59 MIN DURATION 976 STEPS 195 /HR 945 CAL

POB WORKOUT

PLAYLIST

Half-marathon

airplane mix

6110

6113

FIG. 62

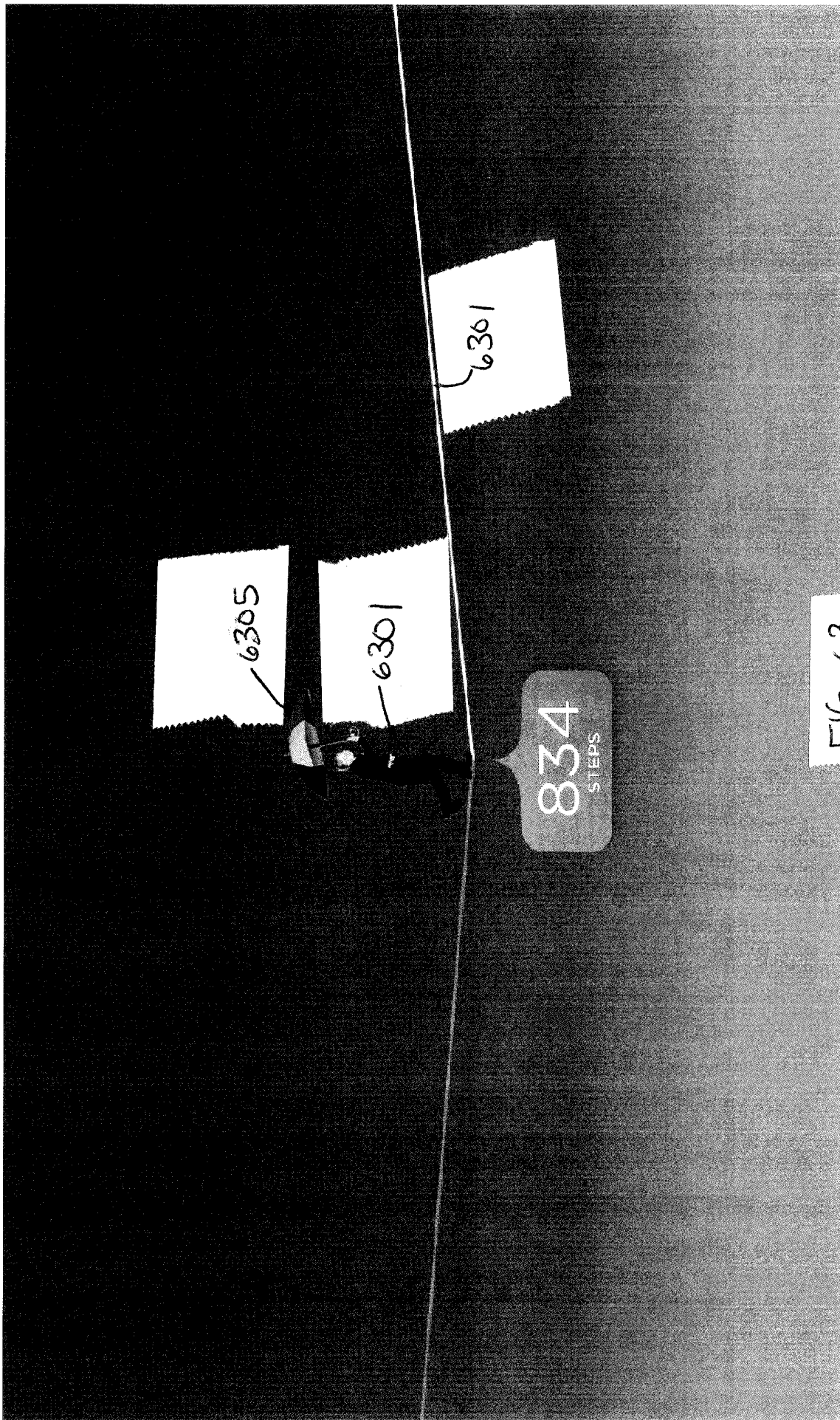


FIG. 63

MY JOURNEY

2345 steps in 6'45" hours on my day.

6305

6301

23

6 AM 7 8 9 10 11 12 PM 1 2 3 4 5 6 7 8 9 10

● Morning

● Afternoon

● Night

FIG. 6A

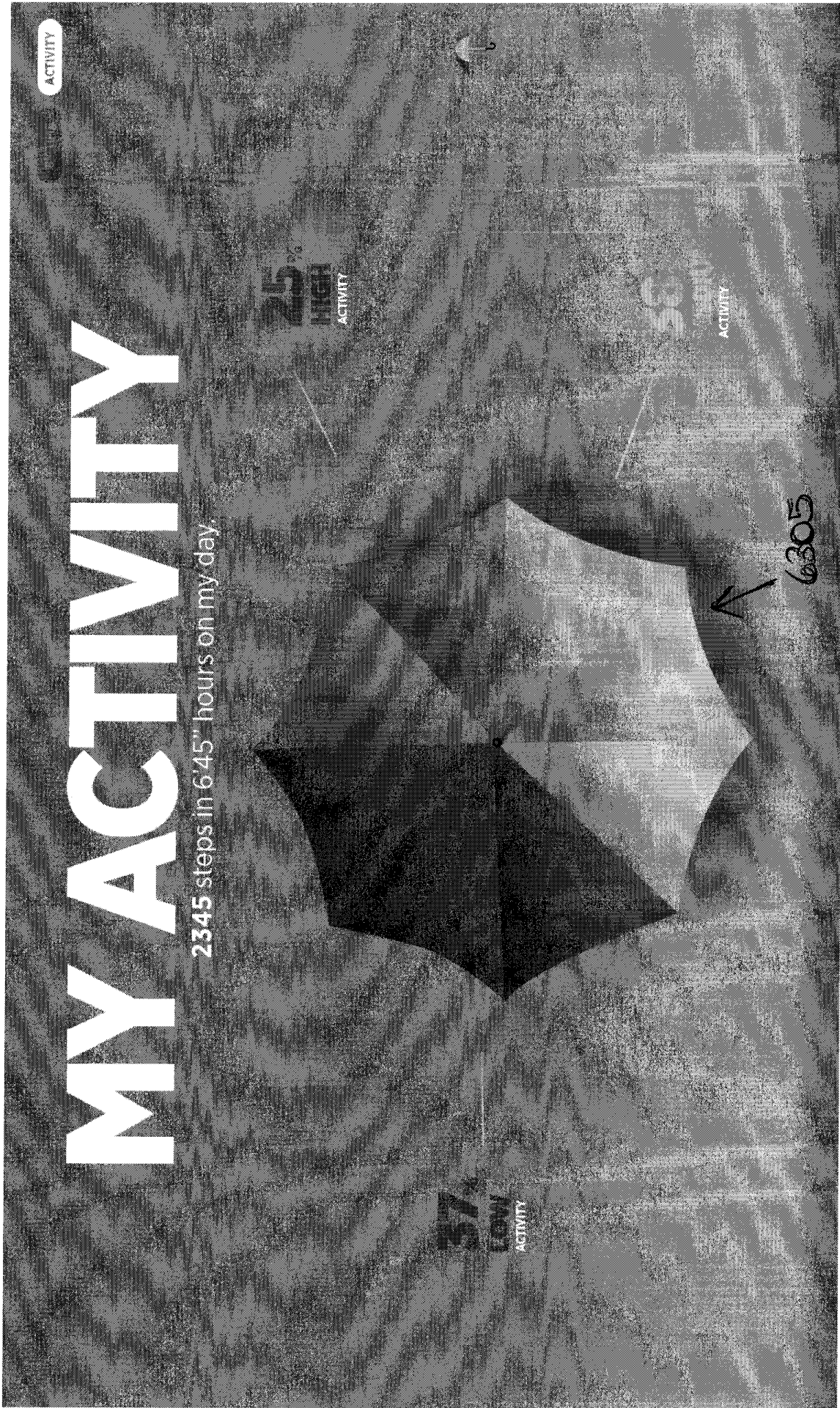
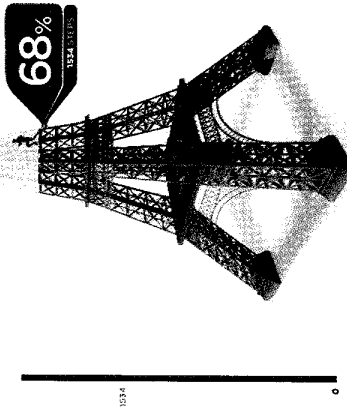


FIG. 65

EIFFEL TOWER

1788
1889



EMPIRE STATE

1954
1954



EIFFEL TOWER

1954
1954



FIG. 67

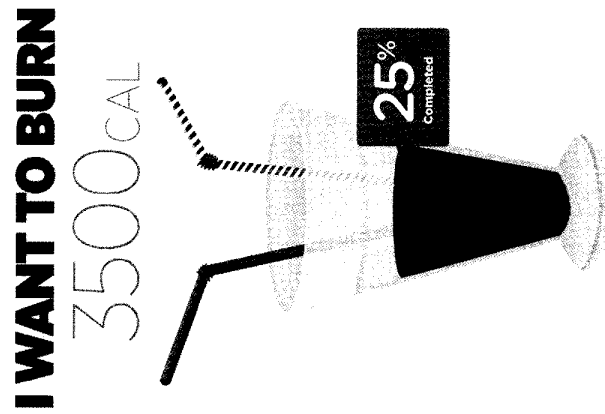
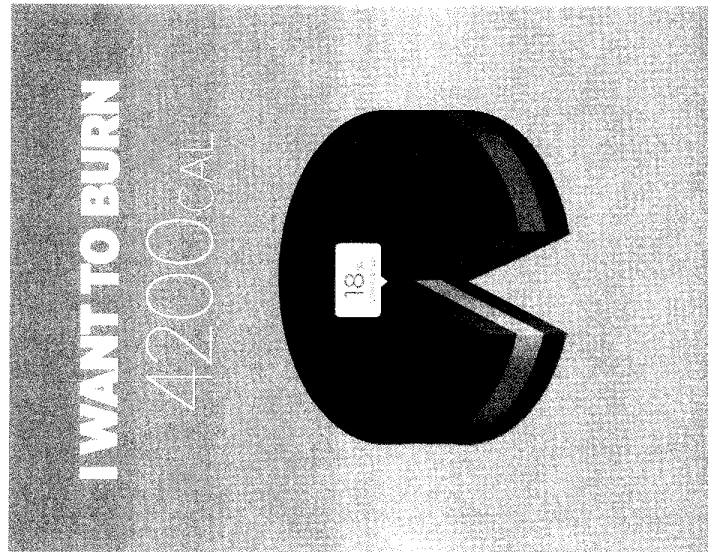
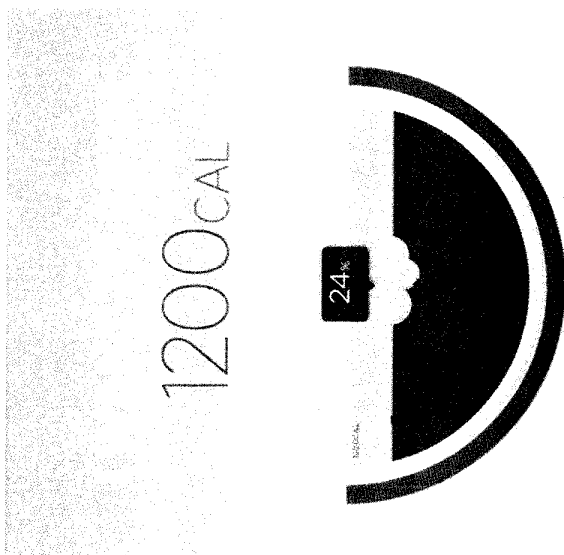
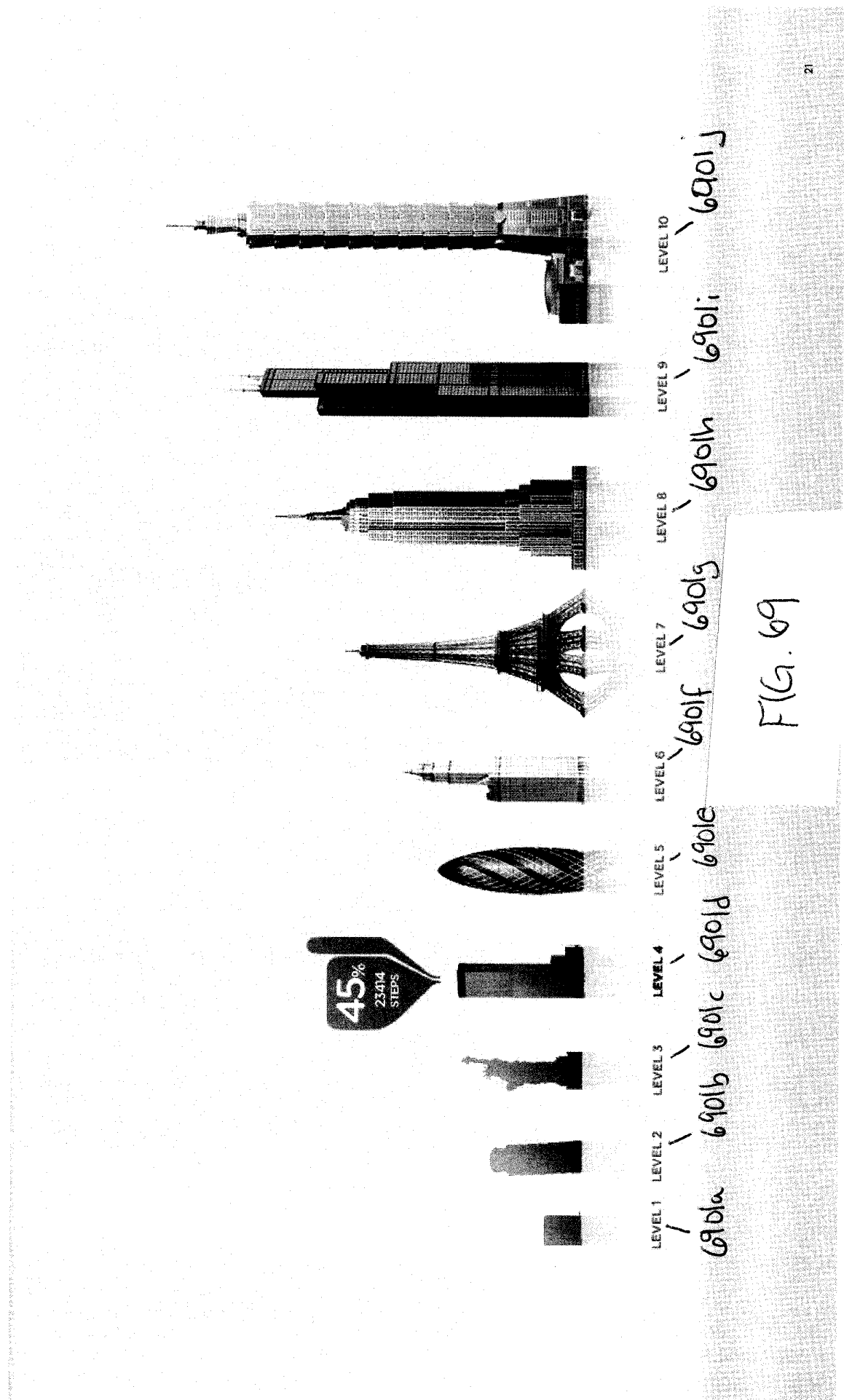
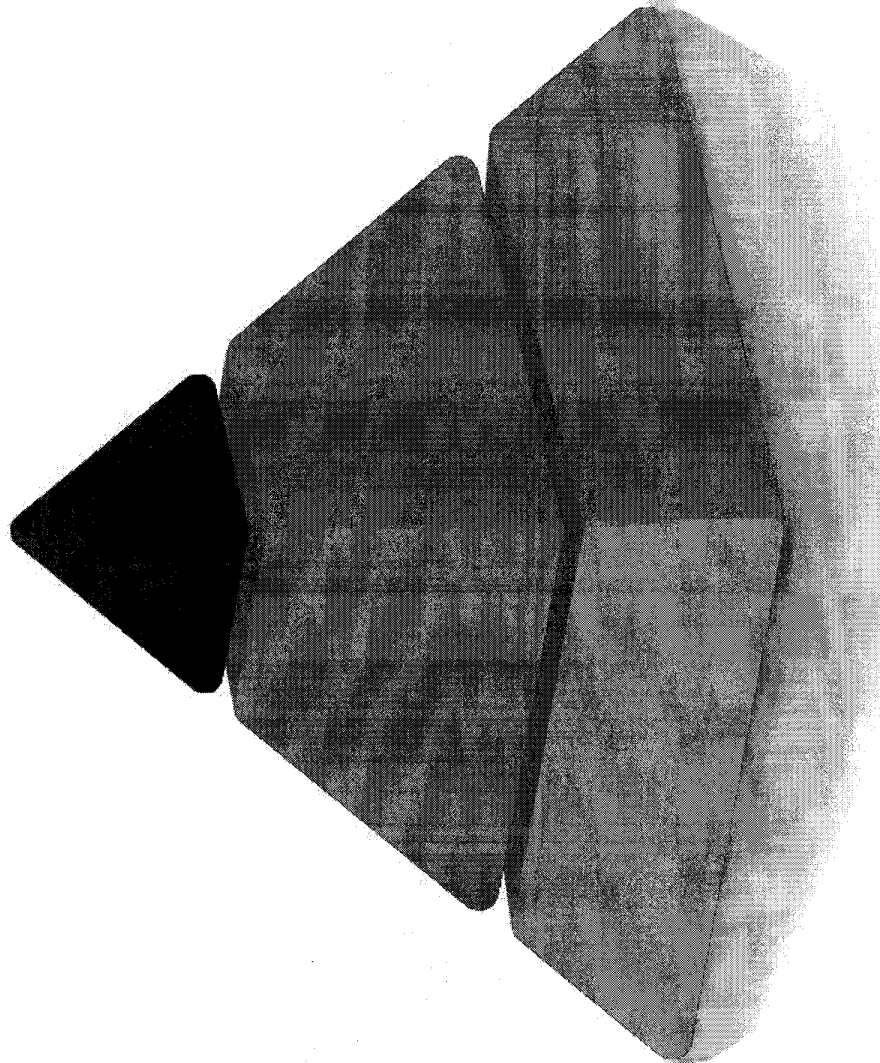


FIG. 68



10,232



MORNING
1,456

AFTERNOON
5,361

EVENING
3,723

FIG. 70

TOTAL STEPS
9,054

● LOW ACTIVITY ● MEDIUM ACTIVITY ● HIGH ACTIVITY



● 6:14 MORNING

● 5:15 AFTERNOON

● 3:02 EVENING

33

Fig. 71

Breakdown of steps I took the week of
JULY 5, 2009 - JULY 11, 2009

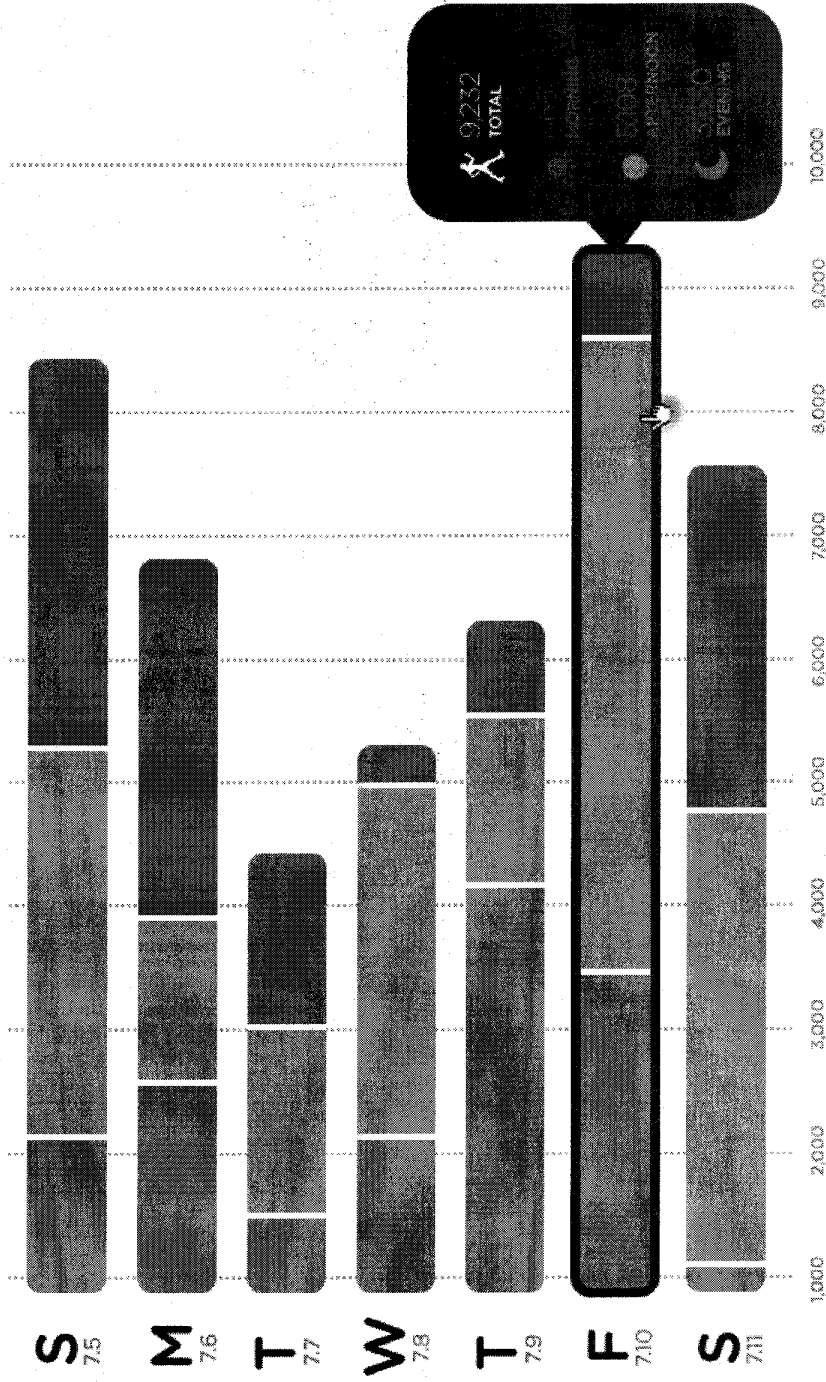


FIG. 72



FIG. 73

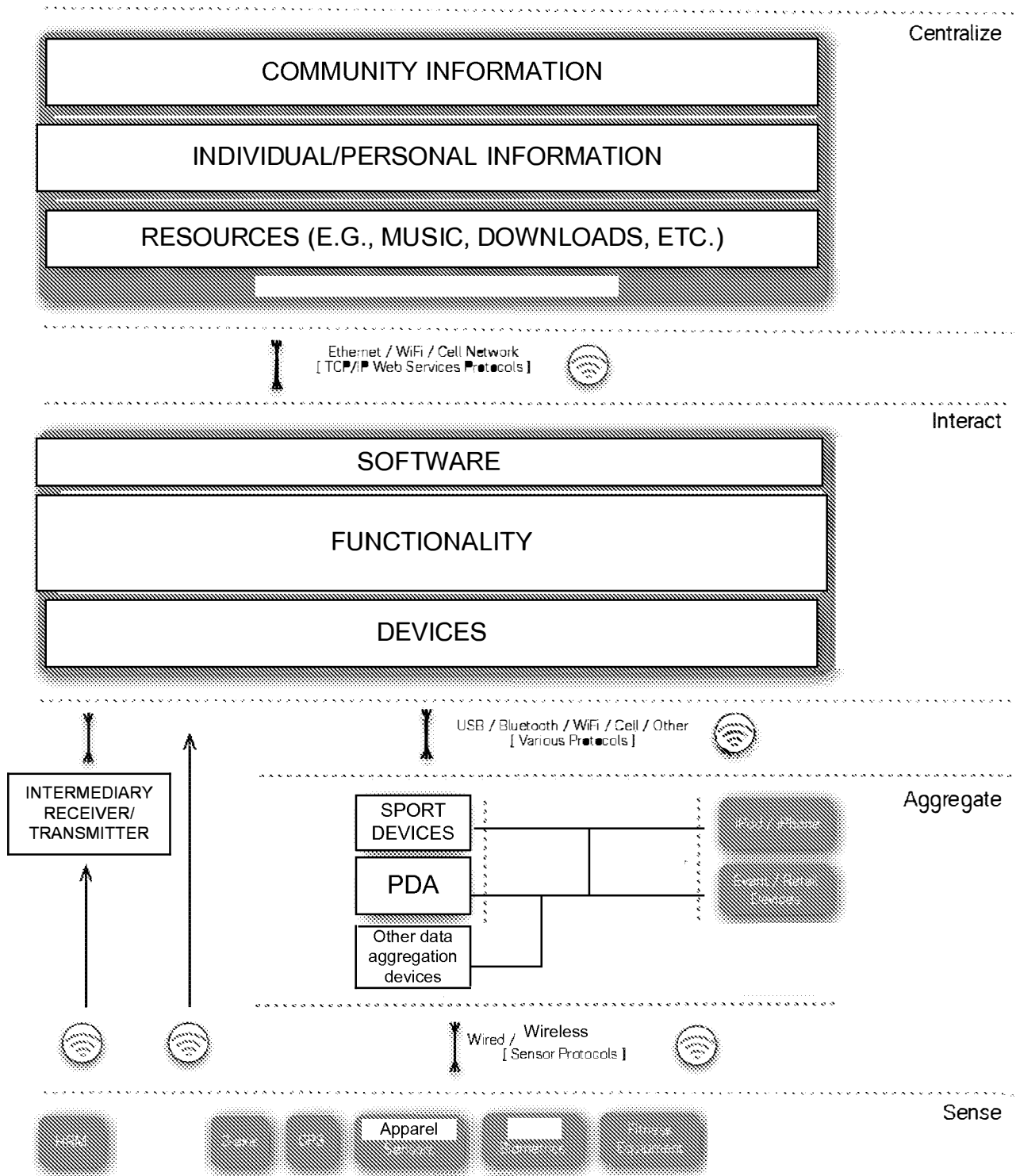


FIG. 74