EXERCISE BOOK

Name......*Peter Arkle*......................
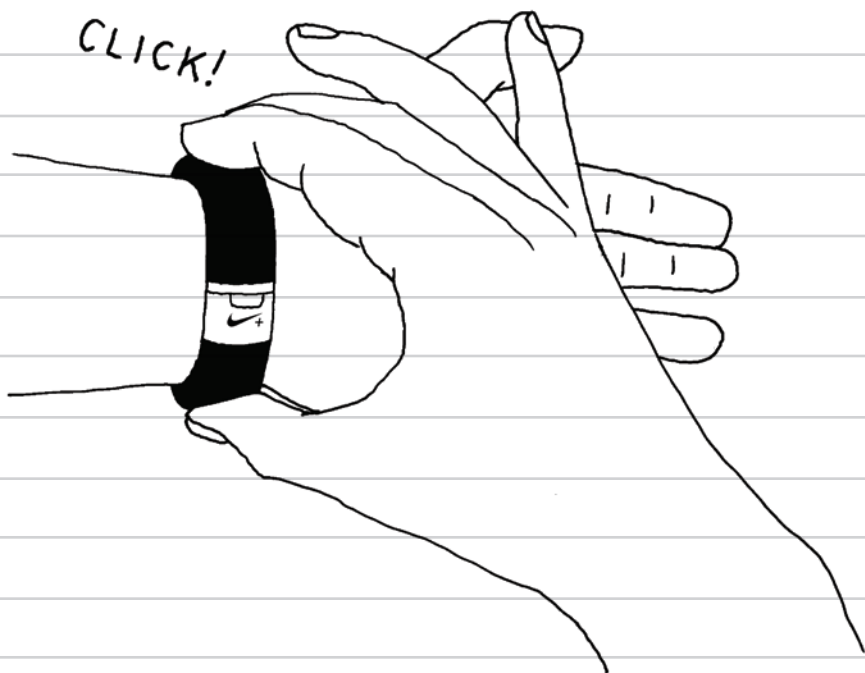
Subject......NIKE+ FUELBAND......................

LIFE, LOGGED

A Nike + FuelBand Journal

BY PETER ARKLE*

CLICK!

*A FREELANCE ILLUSTRATOR OF BOOKS, MAGAZINES AND ADS WHO LIVES IN NEW YORK CITY

8:09 am I sit down at my desk, turn on my computer and put on my Nike+ FuelBand: **0** NikeFuel. I check my email, make some phone calls and start some work. I have to color a picture I drew—on my computer, via mouse clicks not physical movement of a paintbrush.

> I DON'T THINK THIS IS GOING TO EARN ME MUCH NIKEFUEL.

ooo

ILLUSTRATION FOR A MAGAZINE ARTICLE

CLICK!   CLICK!   CLICK!
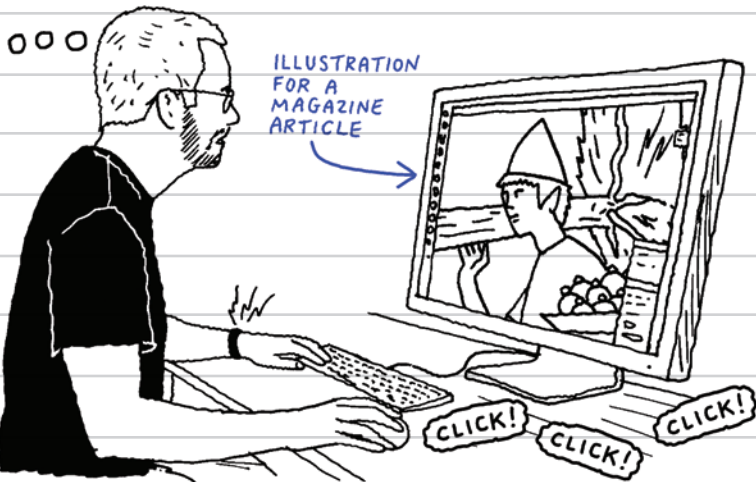
10:05 am Coloring Finished: **154** NikeFuel. Now I'm HUNGRY.

TOAST:

Instead of just standing still while waiting for my toast to toast, I walk in circles around the kitchen and then I eat my toast using my LEFT hand (THE HAND WITH THE NIKE+FUELBAND). AND then I tidy up my studio.

10:58 am **598** NikeFuel. Time to go to the gym...

598 - 154 = 444 POINTS FOR TOASTING AND BEING NEAT!

...20 MINUTES OF RUNNING (AND) 20 MINUTES ON THE ELLIPTICAL TRAINER (+ WALKING TO AND FROM THE GYM) *AND PICKING UP A HEAVY BAG OF LAUNDRY FROM THE CLEANERS ON THE WAY HOME*

EARNS ME **1254** NikeFuel. Right, instead of just going around the corner and grabbing a quick sandwich, I am going to walk across town to a much further away place:
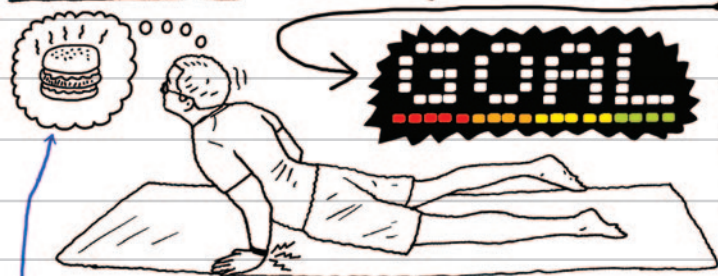
THE USUAL LUNCH PLACE:

Such a nice day for walking.

I agree!

ONE WAY

TODAY'S LUNCH PLACE:

3:05 PM Back at my desk ⟶ **2680** NikeFuel.

I _must_ sit at my desk and get some work done.

5:30pm **2879** NikeFuel. ←

2879
−2680
199

SO I EARNED 199 WHILE DRAWING

6:10pm **2957** NikeFuel. Time to go back to the gym for a _YOGA CLASS_. When I get to the gym, I look at my wrist: ⟶

GOAL

7:42 PM Home from yoga: **3351** NikeFuel.

11:15 pm Tired. Tomorrow is a _NEW_ day.

YOGA ALWAYS MAKES ME HUNGRY

DAY ONE TOTAL NikeFuel: **3811**

8:45am Making coffee. YAWNING—that will stop once I drink my coffee. **78** NikeFuel so far. Lots of drawing to do today. 9:43 am **297** NikeFuel.

NEED TO DRINK FUEL BEFORE I EARN NikeFuel.

Time to go to the gym for a SHOULDER AND BACK WORKOUT.

219 EARNED WHILE DRAWING (TURNS OUT I DIDN'T SIT STILL ALL THE TIME)

297
-78
219

11:22 am Back from the gym. Wobbly arms after lots of CHINS, SHOULDER PRESSES, etc. **1055** NikeFuel.

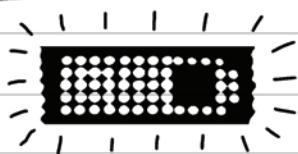1055
-297
758

758 EARNED AT THE GYM

(NOW) TO WALK ACROSS TOWN TO MEET SOME FRIENDS FOR LUNCH.

2:15 pm   BACK AT MY DESK. MUCH COLDER OUT—MADE ME WALK QUICKER. **1802** NikeFuel. (NOW) I have to finish another drawing. THIS IS A GOOD TIME FOR ME TO CHARGE*:

*TAKES VERY LITTLE TIME

4:01pm AAAAARGH, TOO MUCH DRAWING! Too much staring closely at paper and at screen. I'm all TIGHT and HUNCHED OVER. I need a break. { **1859** NikeFuel.} (SO) I decide to do some DANCING, after all there's some good music playing and no one is watching...

15 minutes of silly dancing earns me **191** NikeFuel.

(AND) I feel much _LOOSER_ and _ENERGIZED_. (BUT) what to do with this new energy???

(WELL), first I need to check my email.

DOING NOTHING NO MATTER HOW MUCH I POKE IT.

4:30pm My phone isn't working. I decide to take it into the repair place (24 BLOCKS UPTOWN). Normally, I would take the subway. Today, I decide to **WALK**.

5:24pm I arrive at the repair place. **2709** NikeFuel.

ONLY 291 AWAY FROM MY DAILY GOAL.

Now I must sit still and wait to be helped. I can't think of any way to earn points while waiting—I THINK I WILL GET THROWN OUT IF I START DANCING (OR AT LEAST MISS MY TURN). I stare at an aquarium full of fish:

Just imagine all the NikeFuel I'm earning, swimming around, while you're doing _NOTHING_.

WITH A TEMPORARY REPLACEMENT PHONE

6:15 pm I leave the repair place and head downtown to meet a friend for dinner. 15 blocks later:

GOAL

VEGGIE BURGER + SALAD

10:28 pm Home. _Walked_ back from dinner. Now I have **3954** NikeFuel.

I _MUST_ earn another 46 points before midnight—it would be great to get to 4,000 NikeFuel. HOW ABOUT A FEW JUMPING JACKS?

10:40 pm **4023**

VICTORY!

DAY TWO TOTAL NikeFuel: **4069**

9:46 am Moving slowly today. I am sitting at my desk trying to have an idea. THINKING does not involve any movement..........
...... unless the rotations of the cogs of my brain count.

345 NikeFuel so far today.

11:00 am **422**. Time to wake myself up by doing some CARDIO combined with WEIGHTS at the gym:

CLUNK! CLUNK! CLUNK!

...SEVEN... ...EIGHT... ...NINE... ...UGH!

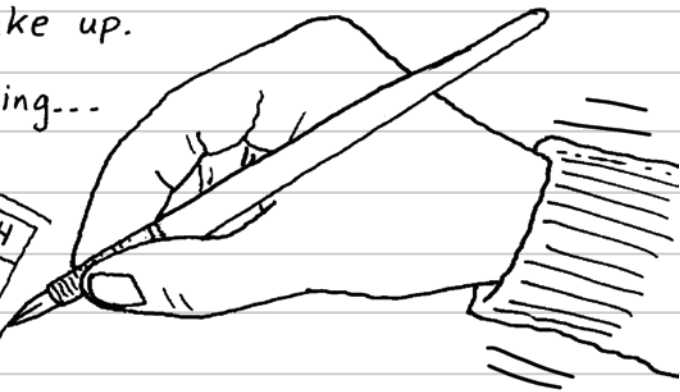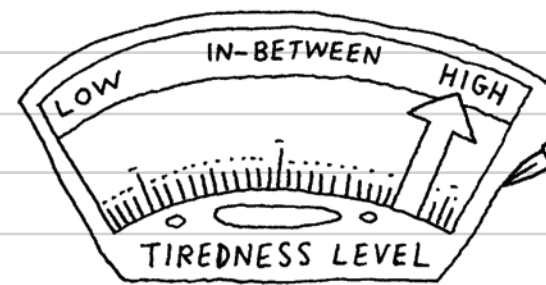**12:09 pm** That did the trick. I feel much BETTER (AND) now I have **1073** **1:05 pm** I walk a few blocks west to have lunch with a client. This earns me **750** (BUT) by the time I get back to my desk I feel EXHAUSTED (EVEN AFTER DRINKING COFFEE). Aaaaargh, Friday afternoon feeling! I need to wake up. I've got to finish a drawing...

LOW　IN-BETWEEN　HIGH

TIREDNESS LEVEL

11:53am Not an early start this morning (BUT) at least, as I was out until after midnight, some of the Nike Fuel I earned then count toward today's total (SO), even though I've just been lazing in bed, I get to start with **530**. (NOW) I only have one problem:

SUCKER

SUCKER

Why did I agree to help tidy up after the party?

← SWEATY

```
  19'01
- 5'30
───────
  1̶4̶71
    3
  oops!
```

~~1371~~

1371
Nike Fuel
EARNED
BY
BEING
A
SUCKER!
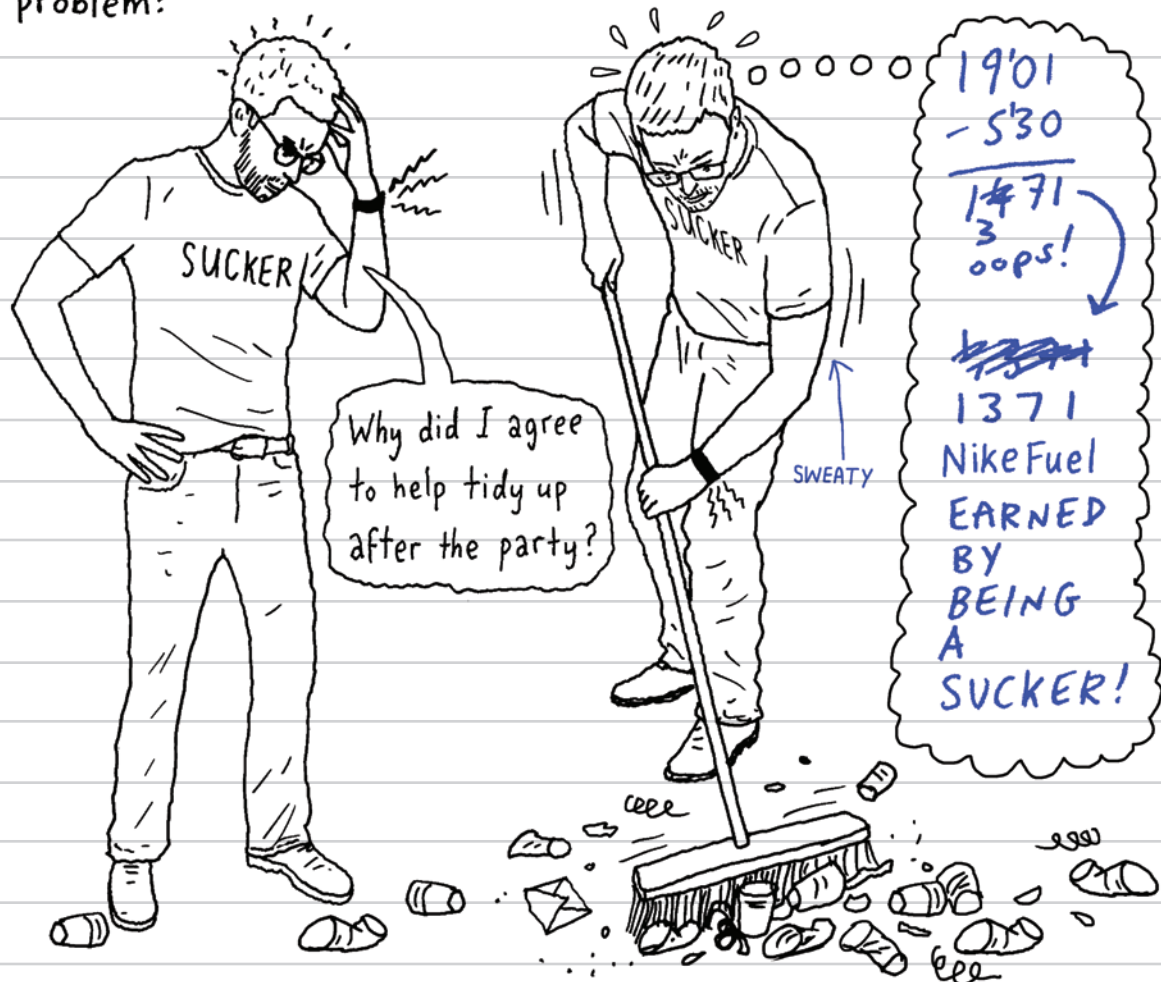
4:16 pm All tidy. I currently have **1901** (and a friend that owes me big time). I need a shower.

5:33 pm `2173` I drink a large glass of water...

MOST REFRESHING!

5:45 pm `2178` *(FIVE FOR DRINKING WITH MY LEFT HAND).*

Time to watch some TV... (BUT) I can't find the remote.

Ugh!

6:01 pm Remote (found). `52` NikeFuel earned.

8:04 pm Watching TV and eating pasta. `2308`

THIS INCLUDES ODD BITS OF WANDERING

9:30 pm Still watching TV. `2347`

11:00 pm `2527` I stop watching TV. I floss.

11:09 pm `2552` I clean my teeth.

25 FOR FLOSSING!

11:18 pm `2573` Not the *MOST EXCITING* night.

11:50 pm `2711` Etc, etc...

MY NIKE+FUELBAND DOES **NOT** SAY "GOAL."

Tomorrow I will do better...

DAY FOUR **TOTAL** NikeFuel: `2731`

DAY FIVE   SUNDAY   GOAL = AT LEAST 3,000 NikeFuel.

9:11 am It's a beautiful day. I decide to go for a **LONG** walk across town and back.

Must make up for yesterday's poor performance!

START: 62 NikeFuel   FINISH: 2,591 NikeFuel

4:00pm Home. I am about to discover how much cleaning my REALLY dirty bathroom REALLY well earns me.

This better be worth it.

CAT PAW PRINTS

CAT HAIR

7:09am `159` NikeFuel. Looks really cold out. *It is MONDAY after all.*

Reading the news on my tablet. I'm sure that reading the news in a big, old-fashioned newspaper would burn more NikeFuel. = LAZY?   = LESS LAZY?

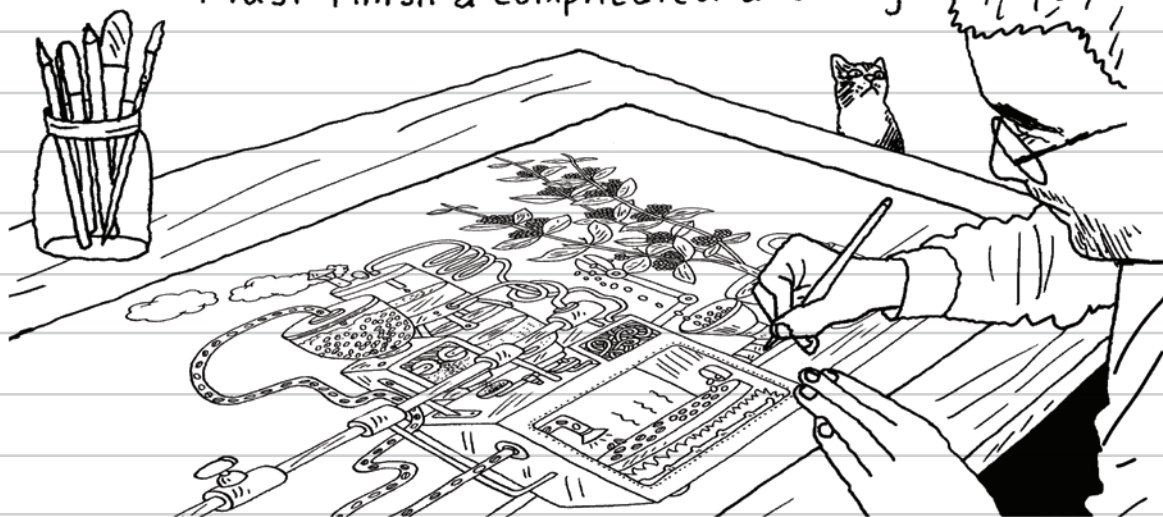**8:11 am** Sitting down at my desk.

Must finish a complicated drawing.
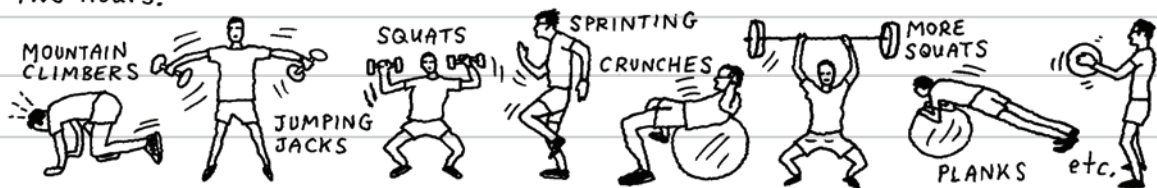

9:24am STILL DRAWING. `384`   **10:34am** THE DRAWING IS FINISHED, SCANNED AND SENT. `400` (AND) now it's time to go to the gym for a "FULL BLAST" cardio class—really need it after being hunched over my desk for two hours.

MOUNTAIN CLIMBERS   JUMPING JACKS   SQUATS   SPRINTING   CRUNCHES   MORE SQUATS   PLANKS   etc.

12:11 pm Back from the gym. `1527`

1527
- 488
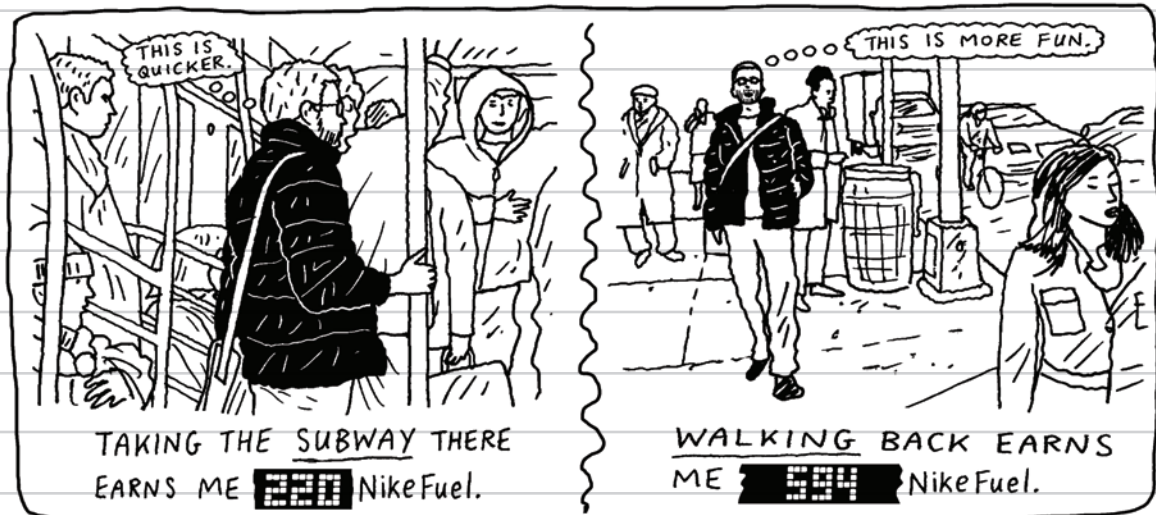= 1039 FOR THE "FULL BLAST" CLASS

1:04 pm OUT TO LUNCH

2:30 pm Back at my desk. `1997` I am informed that my phone has been fixed. I will <u>GO</u> to pick it up via SUBWAY BUT RETURN via FOOT. It'll be interesting to compare the amount of NikeFuel earned. AS I LEAVE, I HAVE `2115`.

TAKING THE SUBWAY THERE EARNS ME `220` NikeFuel.

THIS IS QUICKER.

THIS IS MORE FUN.

WALKING BACK EARNS ME `584` NikeFuel.

WHEN I GET HOME, I HAVE `2929` <u>and</u> a working phone.

DOING EVERYTHING JUST LIKE IT SHOULD

6:21 pm Walking uptown a few blocks to meet friends for dinner.

GOAL — SAYS MY **NIKE+FUELBAND**. I'm STARVING!

THIS AMOUNT IS NOT LIKELY TO INCREASE MUCH BEFORE MIDNIGHT AS I AM DETERMINED TO MOVE AS LITTLE AS POSSIBLE.

SEE WHAT I MEAN.

9:08pm HOME. FULL. HAPPY. TAKING IT EASY. `3705`

DAY SIX TOTAL NikeFuel: `3784`

(DAY SEVEN)   TUESDAY   GOAL = MORE THAN EVER.

8:26 am Eating muesli at my desk. *Must get at least 5,000!*

I wish I could strap the Nike+FuelBand to my jaw—this muesli is SERIOUSLY chewy, it could earn me some SERIOUS NikeFuel. At the moment I have **272**. Looks like a very nice day, so I decide to take a head-clearing walk up to the park.

9:07 am **580** Watching some bearded guys playing FIELD HOCKEY. They are earning more NikeFuel than I am. 11:00 am **811** Time to go to the gym for a session with my personal trainer: WEIGHT TRAINING and some BASIC BOXING. I am not the FIERCEST contender (BUT IT'S A GREAT WORKOUT).

WATCHING NOT DOING

HIPSTER HOCKEY

WOBBLY ARMS

1:44 pm Not much work to do today, so I decide to sneak out to do some holiday gift shopping. So far, I have **2337** NikeFuel.

5:02 pm I decided to buy everyone in my family a sweater. Is this cheating? Should I be more imaginative? ANYWAY... **3580** NikeFuel now.

3580
−2337
1243

1243 FOR BUYING 12 SWEATERS

1,420 needed to hit 5k.

5:27pm A heavy-metal song I love comes on. I celebrate with SEVEN MINUTES OF AIR GUITAR!! This earns me **130**.

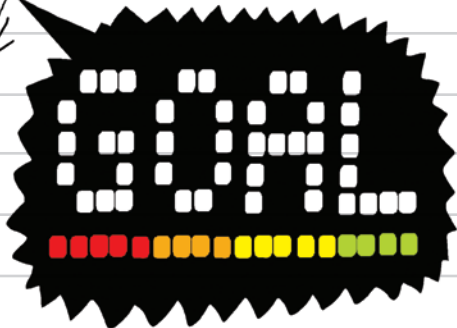$\frac{130}{7} = 18.6$ NikeFuel per minute of air guitaring.

11:18pm I have just eaten too much Chinese food. I am STUFFED and TIRED...

I am 191 away from my 5,000 goal.

I have 42 minutes of today left. Time for me to do some JUMPING JACKS!
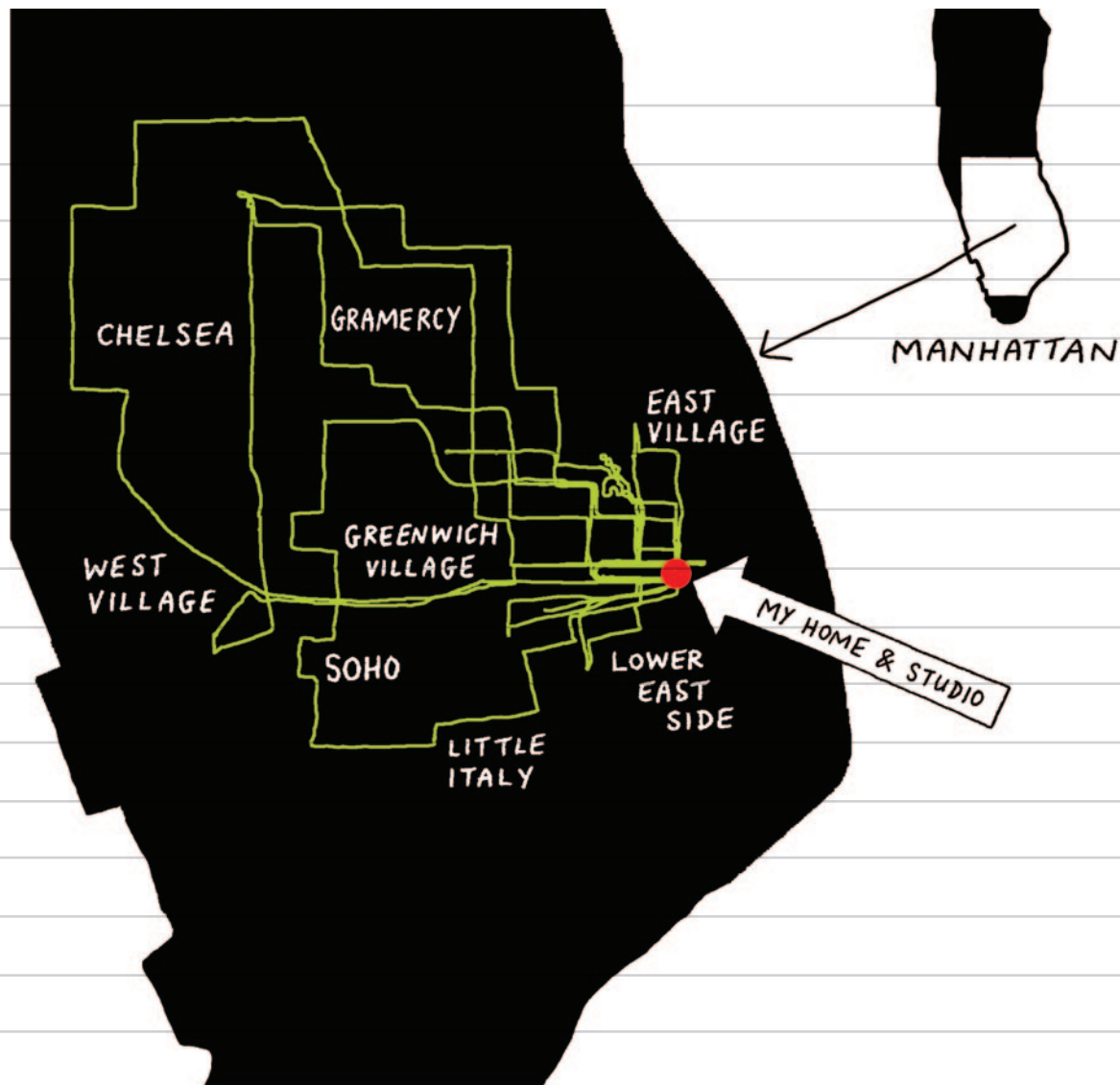
Humans are so weird!

GOAL

11:48 pm I'm in bed. I'm going to read a bit and FALL ASLEEP.

Lots of drawing to do tomorrow.

DAY SEVEN TOTAL NikeFuel: **5046**

CHELSEA

GRAMERCY

MANHATTAN

EAST VILLAGE

WEST VILLAGE

GREENWICH VILLAGE

SOHO

LOWER EAST SIDE

MY HOME & STUDIO

LITTLE ITALY

= MY JOURNEYS

TOTAL DISTANCE WALKED: 55.47 MILES

TOTAL NikeFuel
EARNED IN SEVEN DAYS: 28613

NIKE+ FUELBAND MILESTONES

WATER
Soaked goal by 50%

ICE
Shattered goal by 100%

FIRE
Torched goal by 150%

RAINBOW
Passed past goal by 200%

SUPERNOVA
Blasted past goal by 300%

TIME MILESTONES
Days

30   50   100   200

MILESTONES
NikeFuel

5K   10K   25K   50K   75K   100K   150K   200K

300K   500K   600K   700K   800K   900K   1M   1.5M

MULTIPLICATION TABLES

2	3	4	5	6	7	8	9	10	11	12
x	x	x	x	x	x	x	x	x	x	x
1 = 2	1 = 3	1 = 4	1 = 5	1 = 6	1 = 7	1 = 8	1 = 9	1 = 10	1 = 11	1 = 12
2 = 4	2 = 6	2 = 8	2 = 10	2 = 12	2 = 14	2 = 16	2 = 18	2 = 20	2 = 22	2 = 24
3 = 6	3 = 9	3 = 12	3 = 15	3 = 18	3 = 21	3 = 24	3 = 27	3 = 30	3 = 33	3 = 36
4 = 8	4 = 12	4 = 16	4 = 20	4 = 24	4 = 28	4 = 32	4 = 36	4 = 40	4 = 44	4 = 48
5 = 10	5 = 15	5 = 20	5 = 25	5 = 30	5 = 35	5 = 40	5 = 45	5 = 50	5 = 55	5 = 60
6 = 12	6 = 18	6 = 24	6 = 30	6 = 36	6 = 42	6 = 48	6 = 54	6 = 60	6 = 66	6 = 72
7 = 14	7 = 21	7 = 28	7 = 35	7 = 42	7 = 49	7 = 56	7 = 63	7 = 70	7 = 77	7 = 84
8 = 16	8 = 24	8 = 32	8 = 40	8 = 48	8 = 56	8 = 64	8 = 72	8 = 80	8 = 88	8 = 96
9 = 18	9 = 27	9 = 36	9 = 45	9 = 54	9 = 63	9 = 72	9 = 81	9 = 90	9 = 99	9 = 108
10 = 20	10 = 30	10 = 40	10 = 50	10 = 60	10 = 70	10 = 80	10 = 90	10 = 100	10 = 110	10 = 120
11 = 22	11 = 33	11 = 44	11 = 55	11 = 66	11 = 77	11 = 88	11 = 99	11 = 110	11 = 121	11 = 132
12 = 24	12 = 36	12 = 48	12 = 60	12 = 72	12 = 84	12 = 96	12 = 108	12 = 120	12 = 132	12 = 144