



NIKE+ FUEL APPLE WATCH

USER JOURNEYS

SEPTEMBER 09, 2015

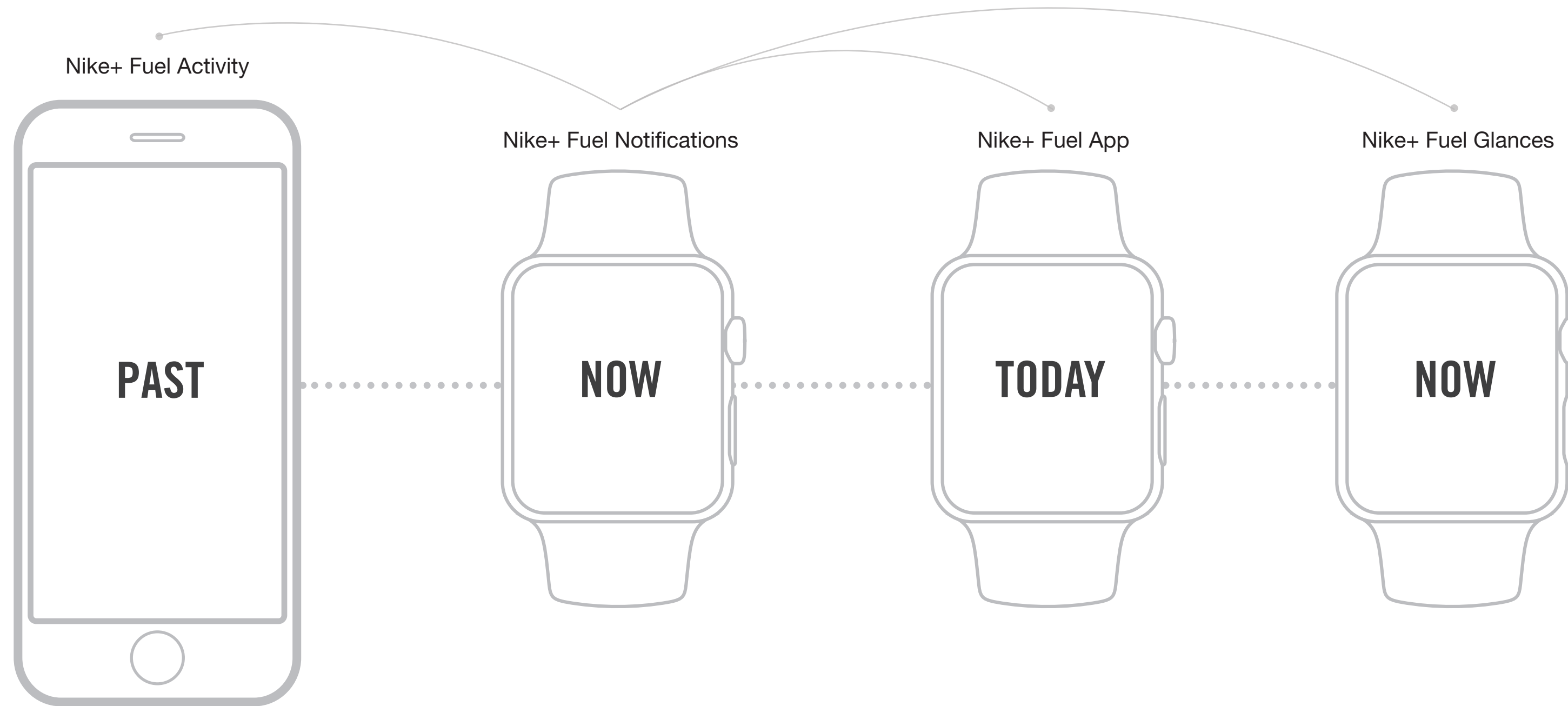
OVERALL SCHEME





NIKE+ FUEL

OVERALL SCHEME






NIKE+ FUEL USERFLOW



GLANCES



Not Signed In



The screen displays the Nike+ logo at the top left. Below it, the text "Sign In" is centered. Further down, a larger message reads "Please sign in to Nike+ Fuel with your iPhone".

Nike+ App



The screen displays the Nike+ logo at the top left. Below it, the number "12,040" is shown in a large font, with a small plus sign in a circle to its upper right. Underneath the number is a horizontal bar composed of 15 colored dots (red, orange, yellow, green, blue).

In-Session

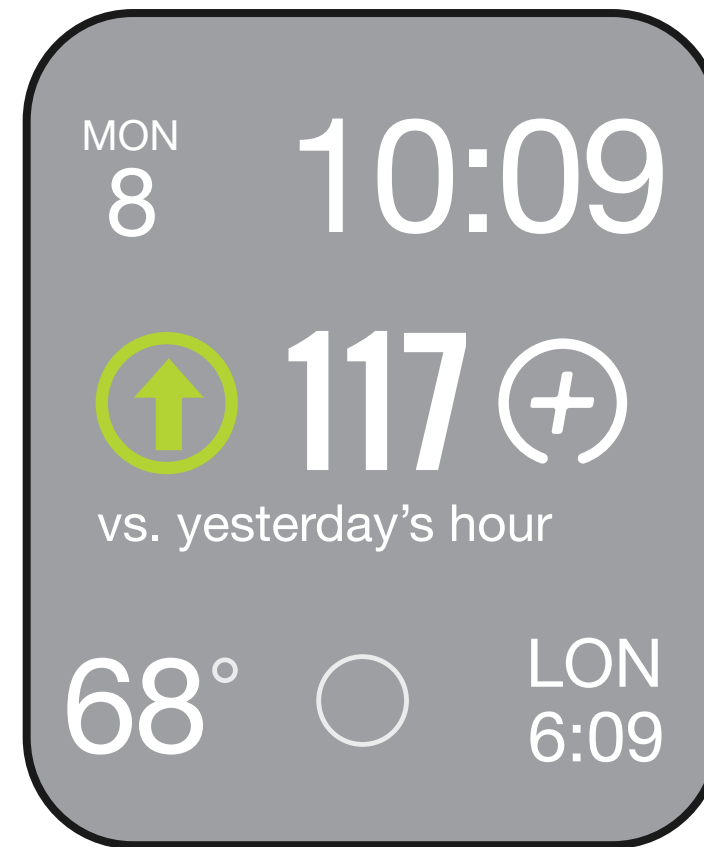


The screen displays the Nike+ logo at the top left. Below it, the word "TRAINING" is shown in a smaller font. Underneath, the number "540" is displayed in a large font, with a small plus sign in a circle to its upper right. At the bottom, a timer shows "00:00:54".

COMPLICATIONS



NikeFuel



Display NikeFuel compared to yesterday's hour. NikeFuel be updated at every hour.

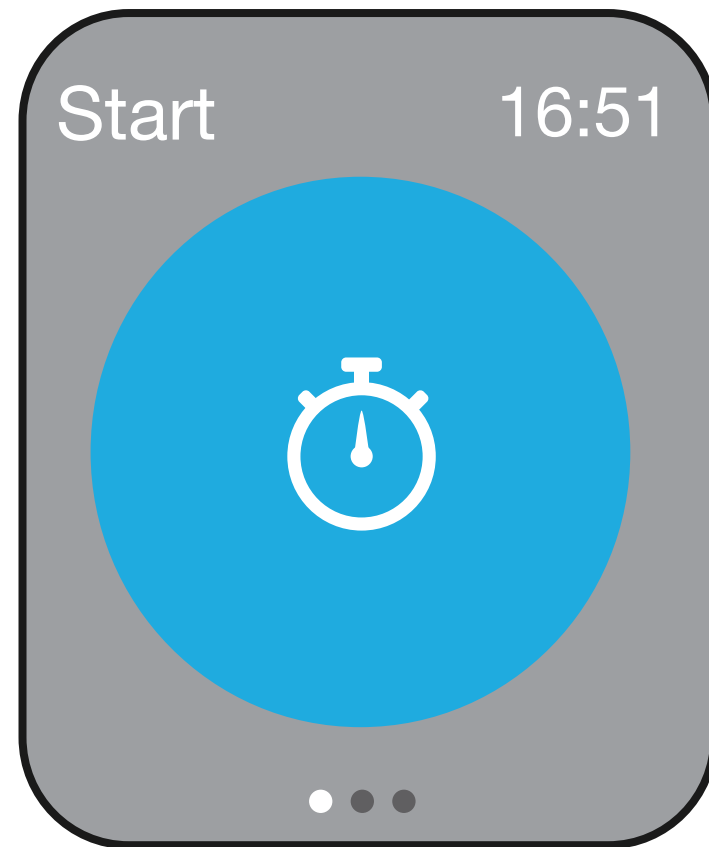
MAIN NAV





Start Session

Start 16:51




Three dots at the bottom.

Daily Fuel

Today 16:51

3523⁺





HIT YOUR GOAL 3 DAYS IN A ROW TO START A STREAK

Three dots at the bottom.

Insights

Today 16:51

 201⁺
VS. AVG. FRIDAY

 117⁺
VS. MEN 30-39

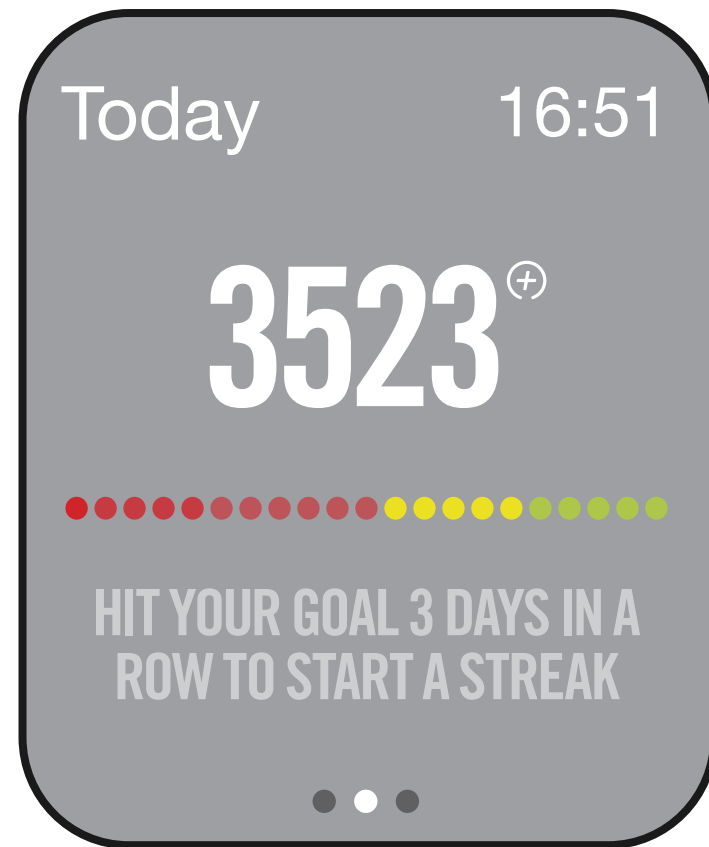
Three dots at the bottom.



NIKE+ FUEL

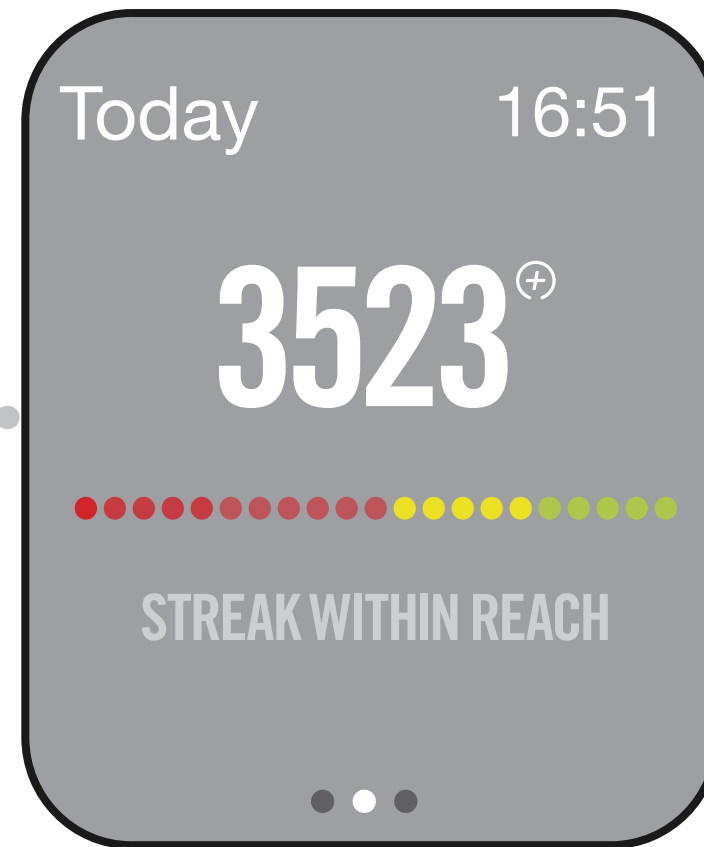
DAILY FUEL STREAKS

Hit goal 3 days to start streak



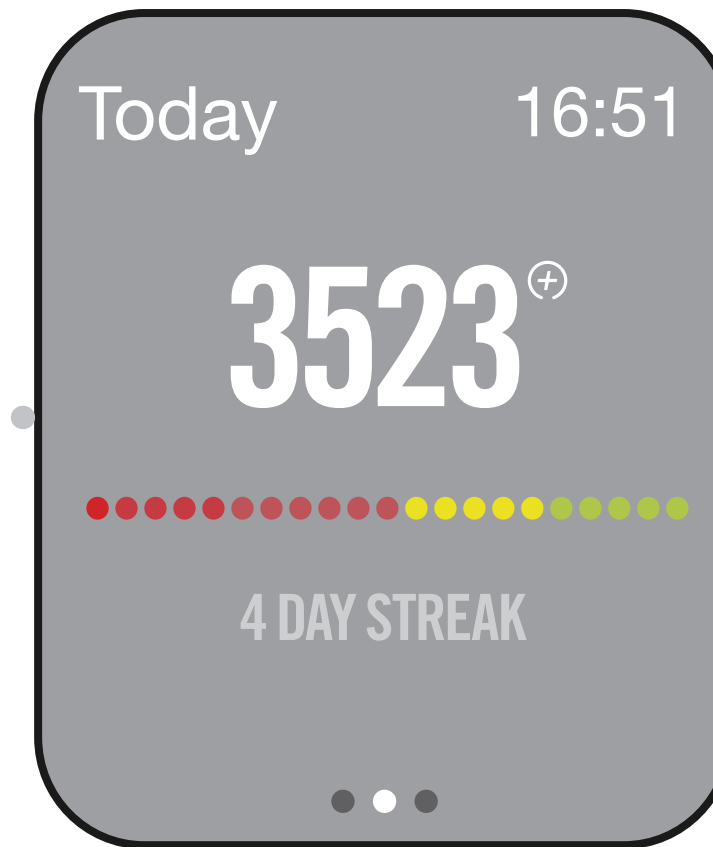
Message will be displayed to help motivate in hitting today's goal.

Streak within reach



When an athlete has hit their goal 2 days in a row.

4 day streak



When an athlete is on a consecutive day streak.

START A SESSION





NIKE+ FUEL

FIRST TIME USE - START A SESSION

Start Session

Starting...

Countdown



Tapping the Session button starts a session.





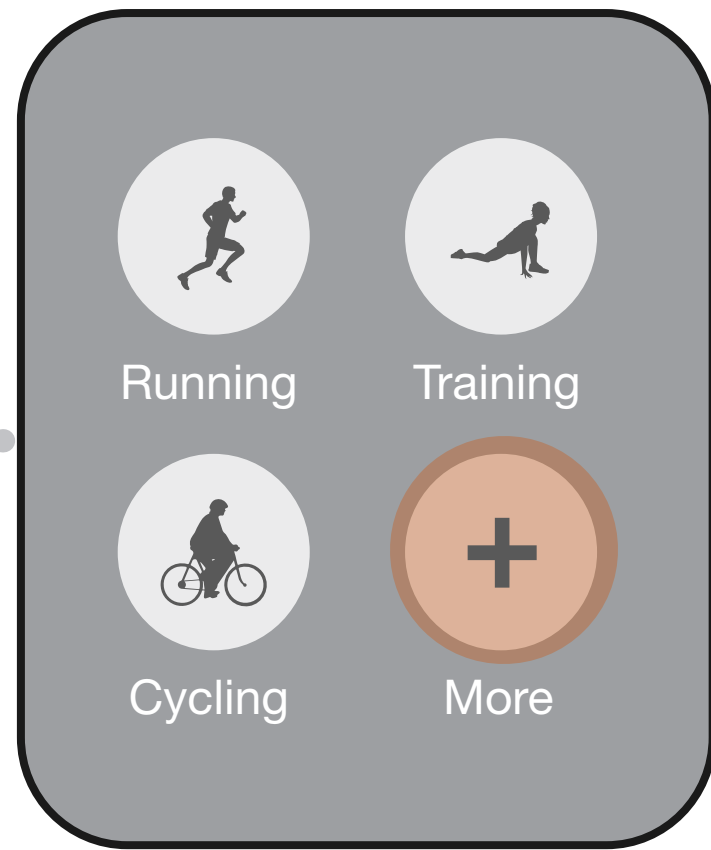
NIKE+ FUEL

FIRST TIME USE - TAGGING A SESSION

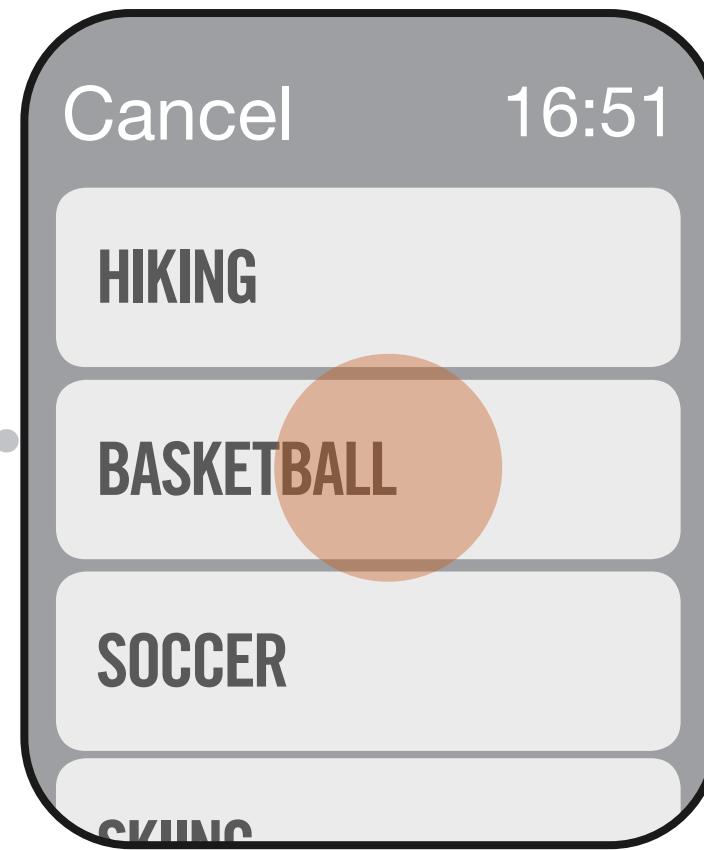
Start Session



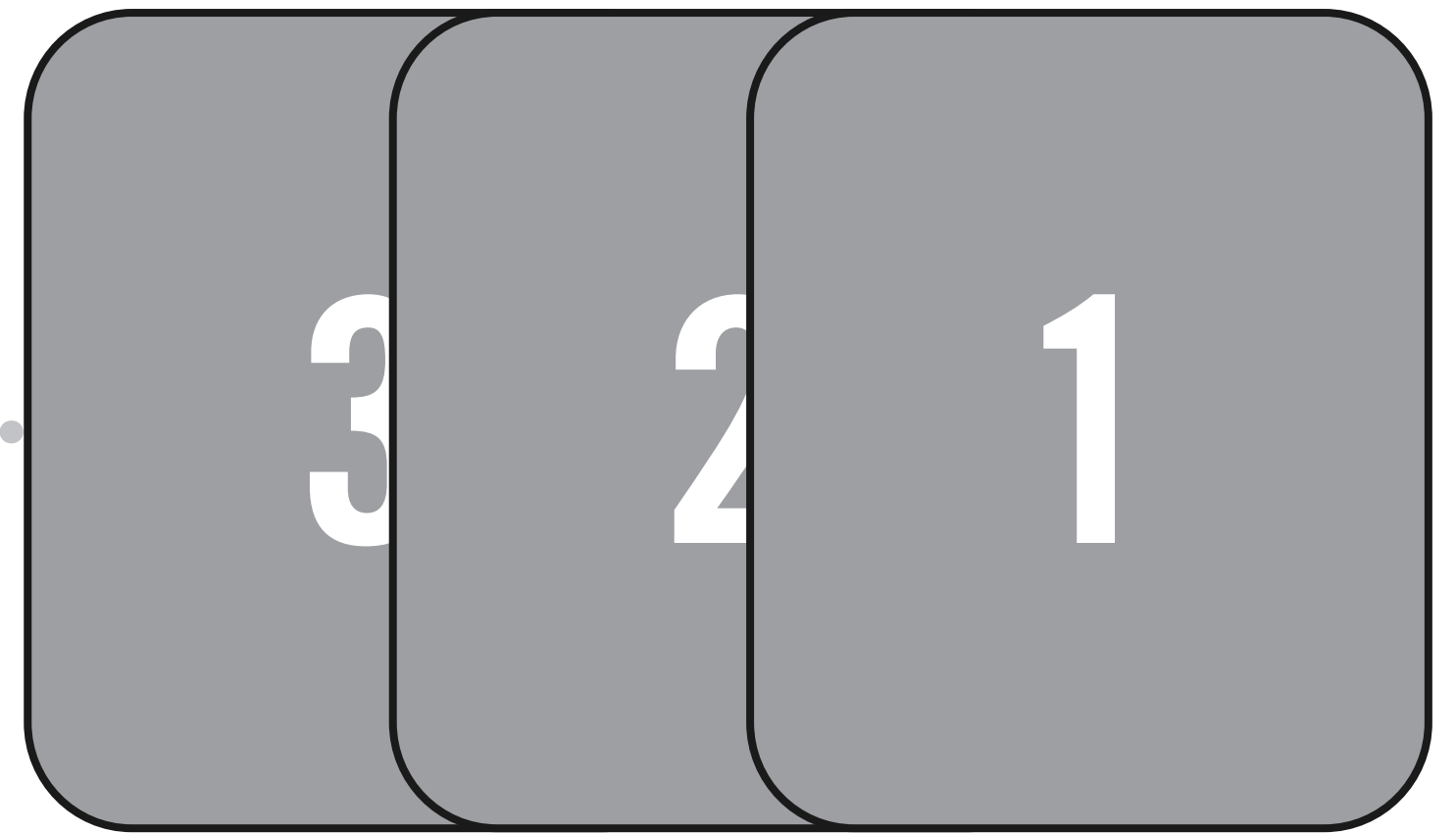
Tag Session



Tag Session Module



Countdown



Force hold activates a menu to tag your session. Top 3 sessions will be displayed on first time use. This will allow to quickly tag a session.

If their session is not available, tapping "More" will display more session types.

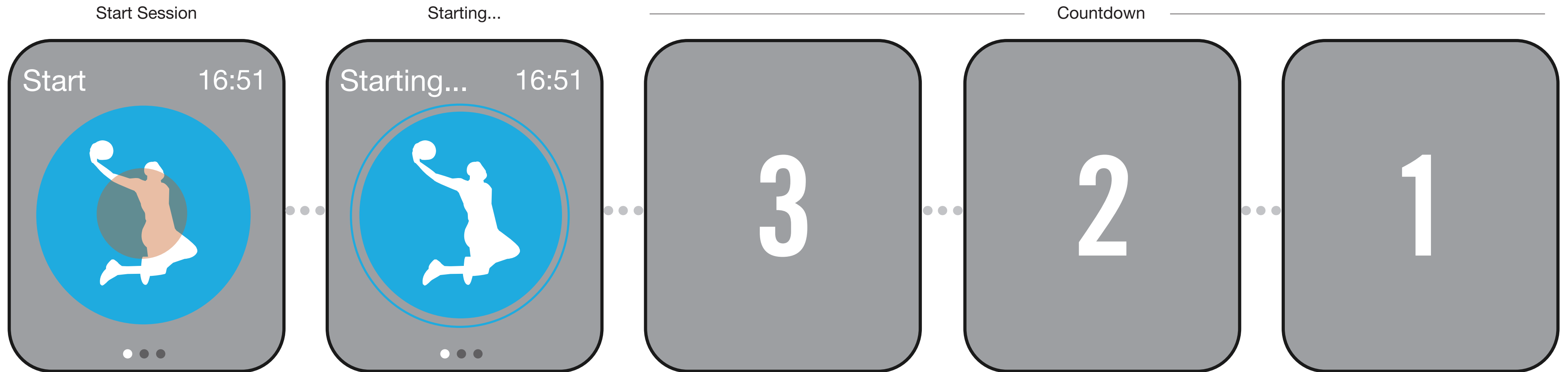
Tapping a session type immediately starts a session.





NIKE+ FUEL

SECOND TIME THROUGH THE EXPERIENCE - START A SESSION



The last session type will be displayed to accommodate the athlete's preferences and frequency of use.

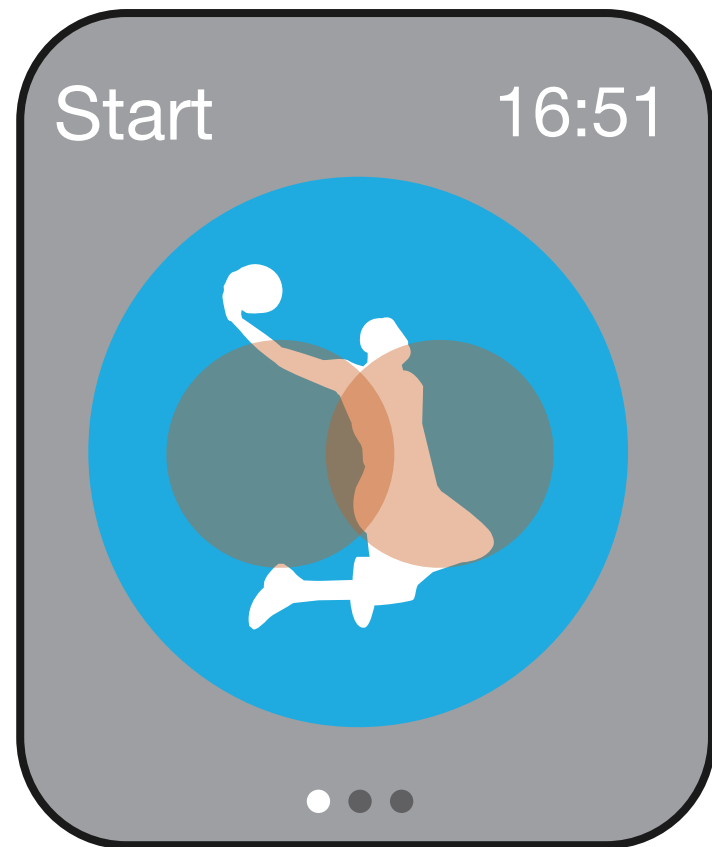




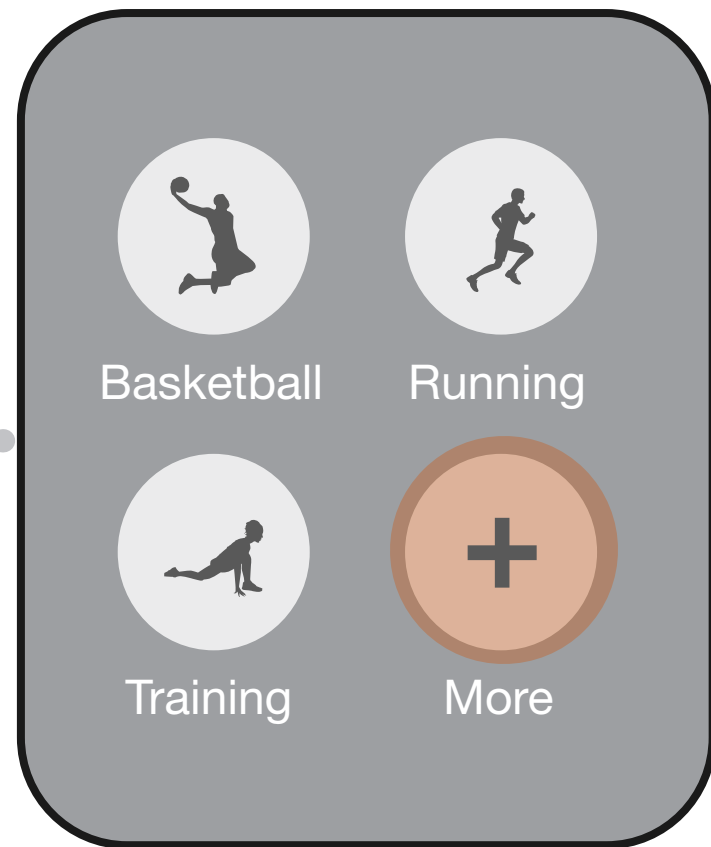
NIKE+ FUEL

SECOND TIME THROUGH THE EXPERIENCE - TAGGING A SESSION

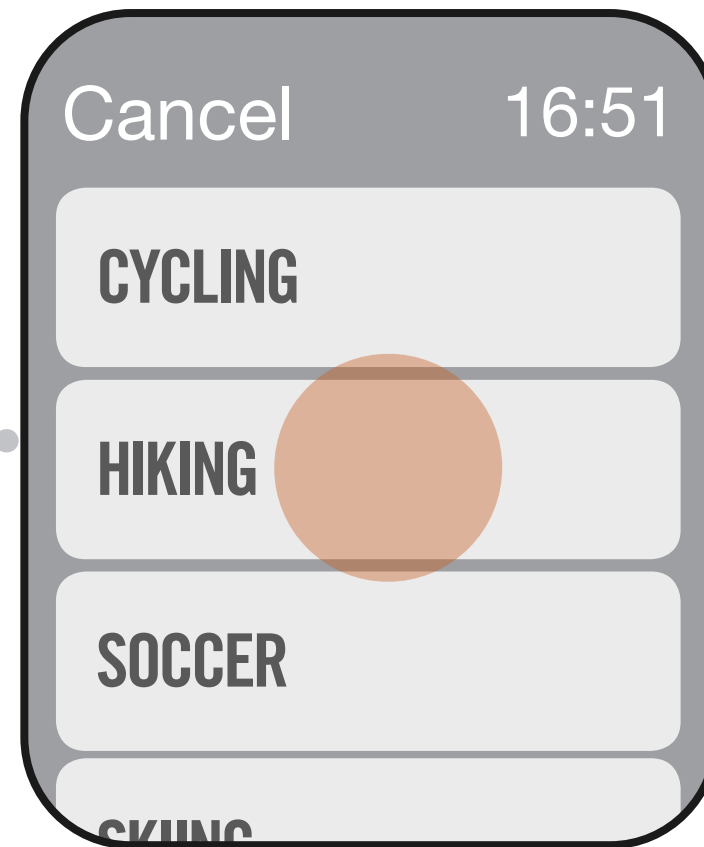
Start Session



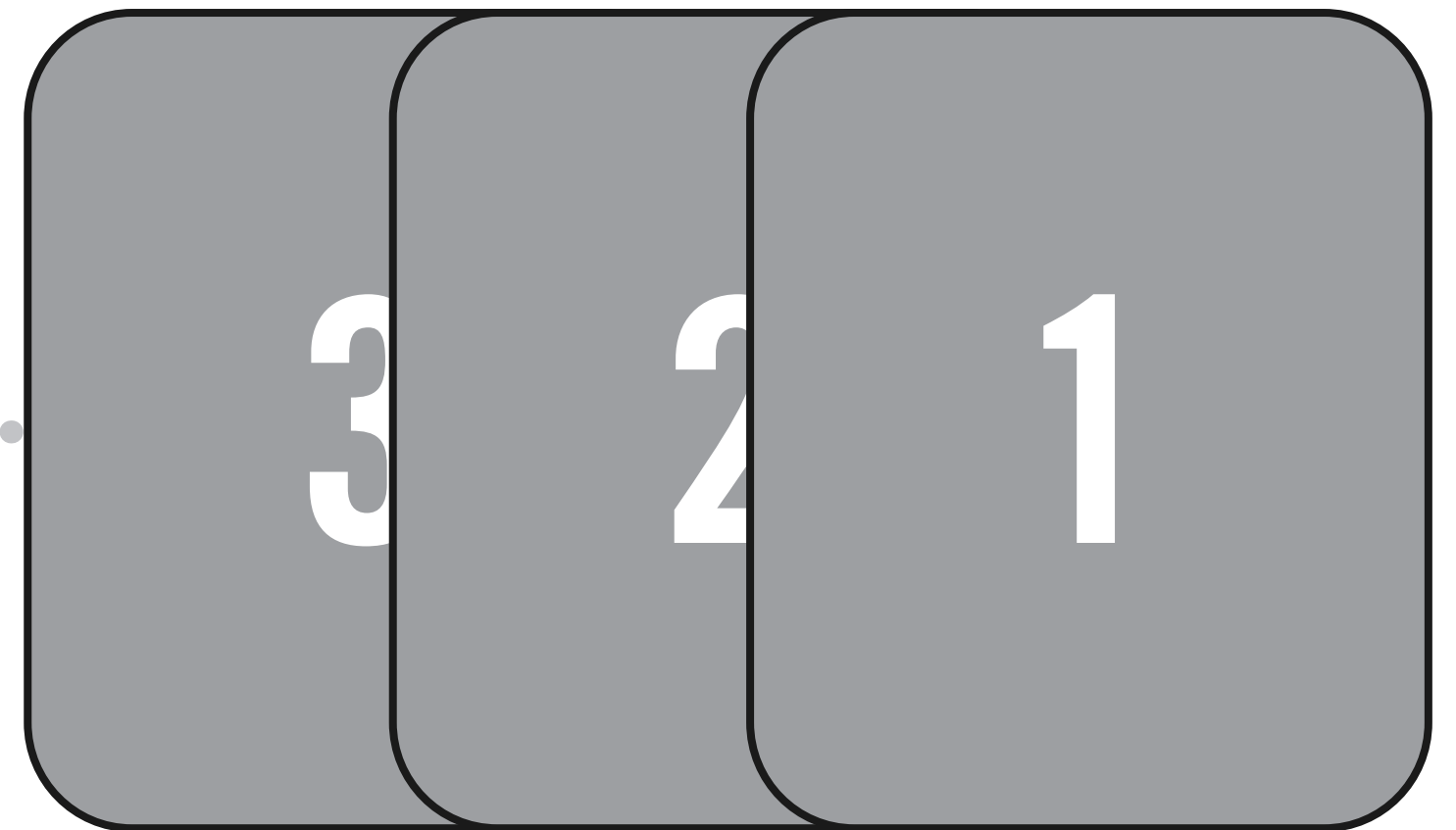
Tag Session



Tag Session Module



Countdown



Force hold activates a menu to tag your session. Last 3 sessions started by the athlete will be displayed.

If their session is not available, tapping "Add Sessions" will display more session types.

Tapping a session type immediately starts a session.

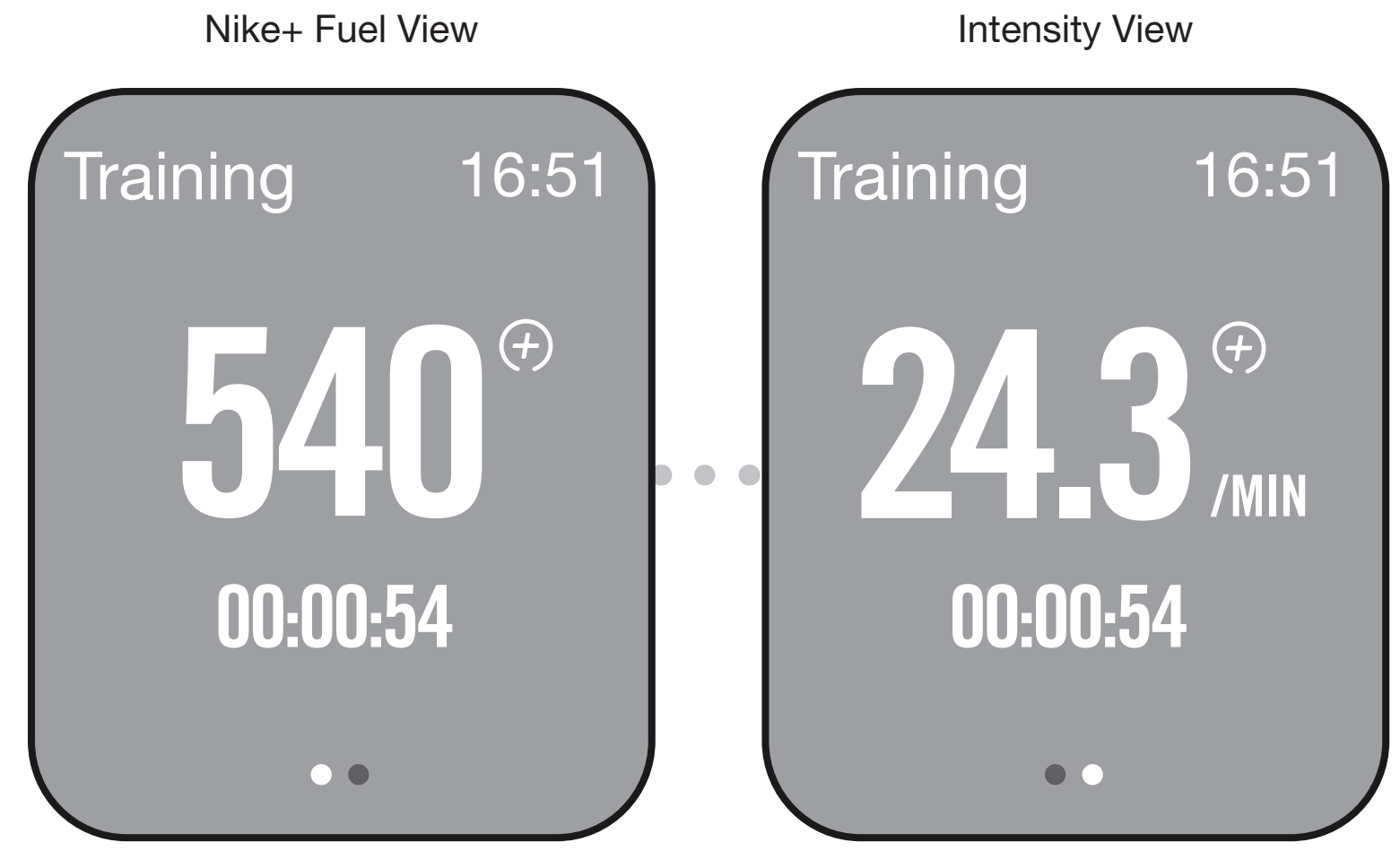


IN-SESSION





NIKE+ FUEL
FIRST TIME USE



Swipe to cycle through metrics.



NIKE+ FUEL

SECOND TIME THROUGH THE EXPERIENCE

Intensity View



Nike+ Fuel View

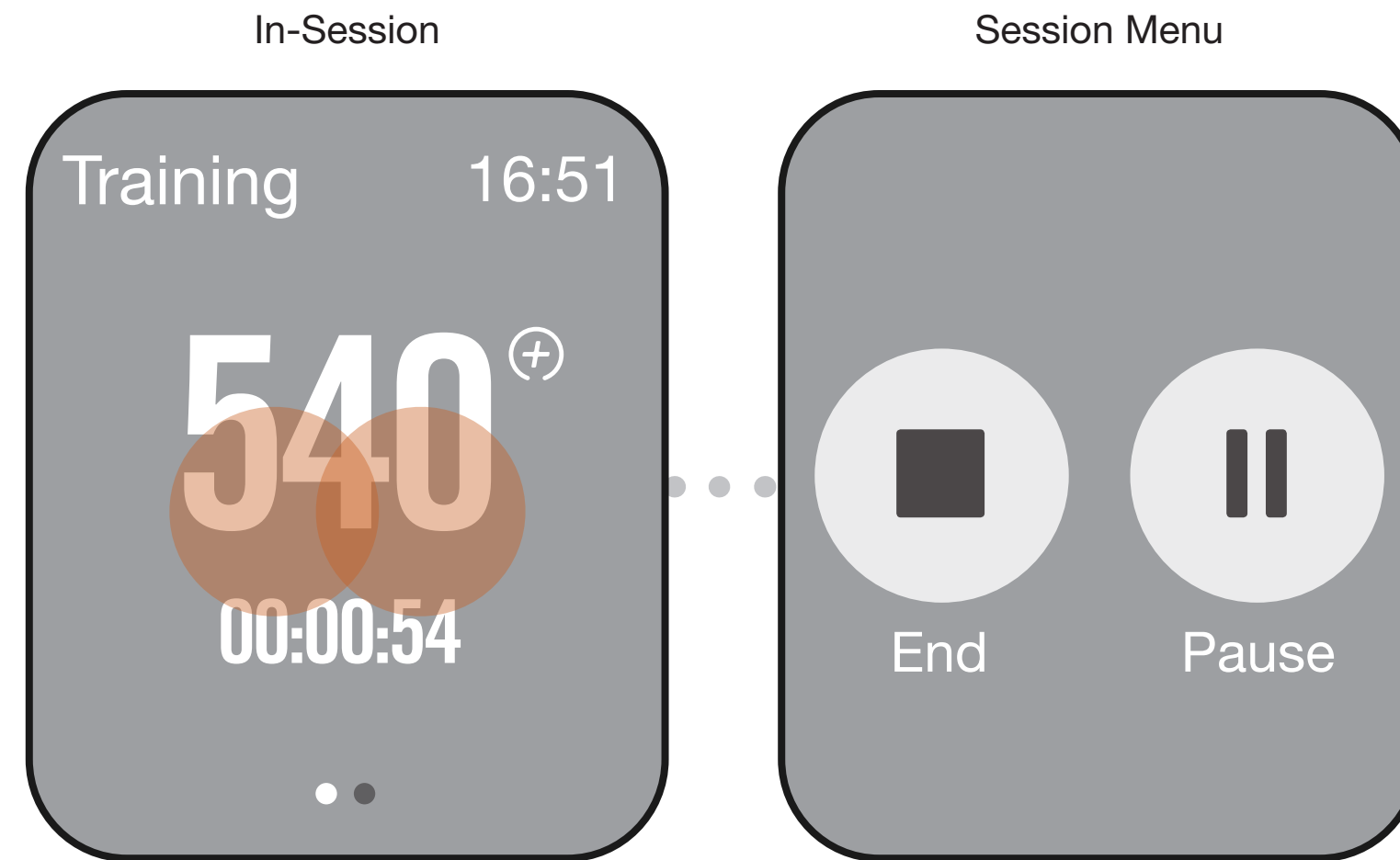


By default it will display to the metric view that was used from previous sessions. The app will tailor itself to suite the athlete's preferences automatically.



NIKE+ FUEL

PAUSE SESSION



Force hold will activate a menu and also allow to pause the session.



NIKE+ FUEL

RESUME SESSION

Session Paused



Force hold will activate a menu and also allow to resume the session.

Session Menu



Tapping resumes the session.



END SESSION





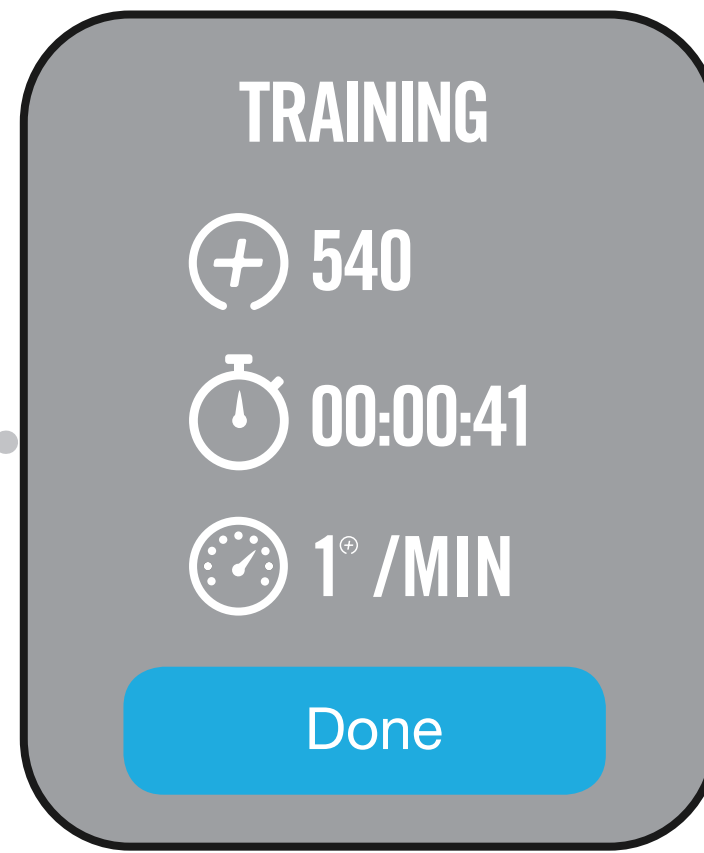
NIKE+ FUEL

END SESSION

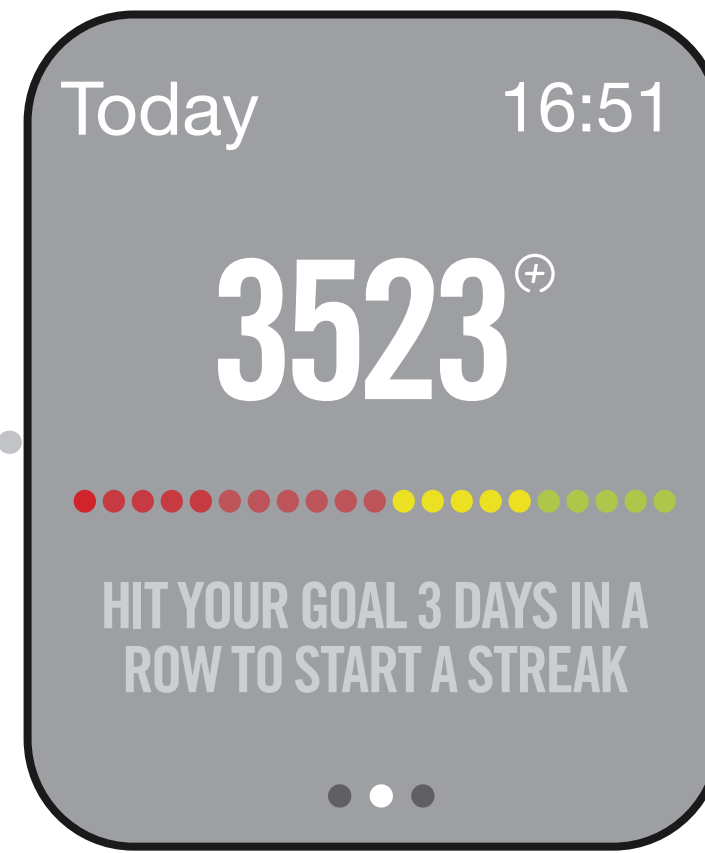
End/Resume



Post Session Summary



Daily Fuel



Stop

NOTIFICATIONS





NIKE+ FUEL

IN APP SESSION NOTIFICATIONS

In-Session

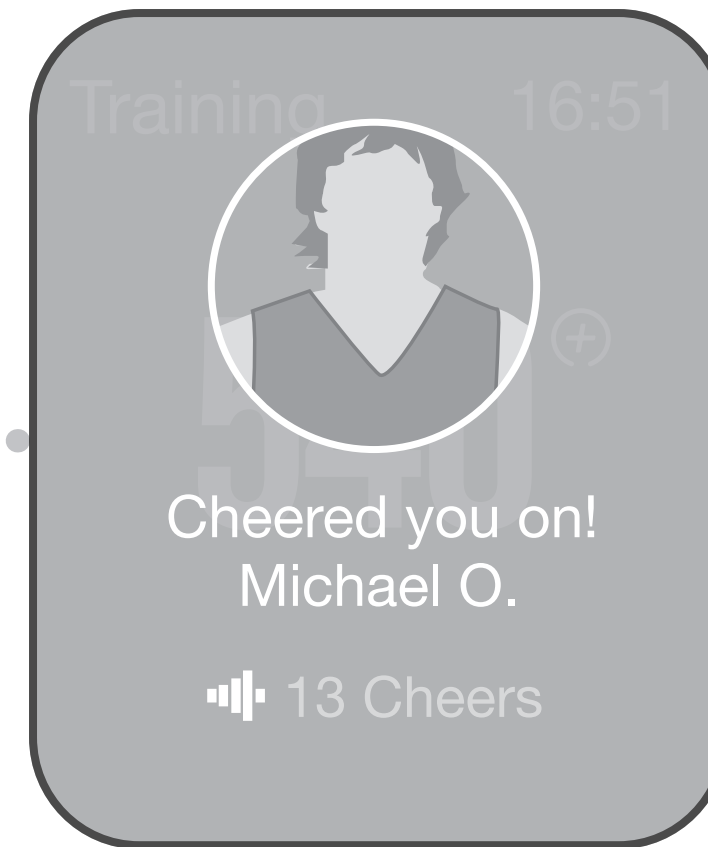


While in-session when an athlete receives an incoming cheers, haptic alerts will be activated.



Notification

Incoming Cheers



Raising your wrist will display the notification. After the athlete lowers their wrist, the notification will disappear.



NIKE+ FUEL

IN APP GOAL/MILESTONES NOTIFICATIONS

In-Session



At every 100NF earned, haptic alerts will be activated during a session.



Notification

Trophy Notification



Athletes will receive trophy notifications after completing their session.



Notification

Goal Notification



Goal notifications will be displayed once they hit their goal.



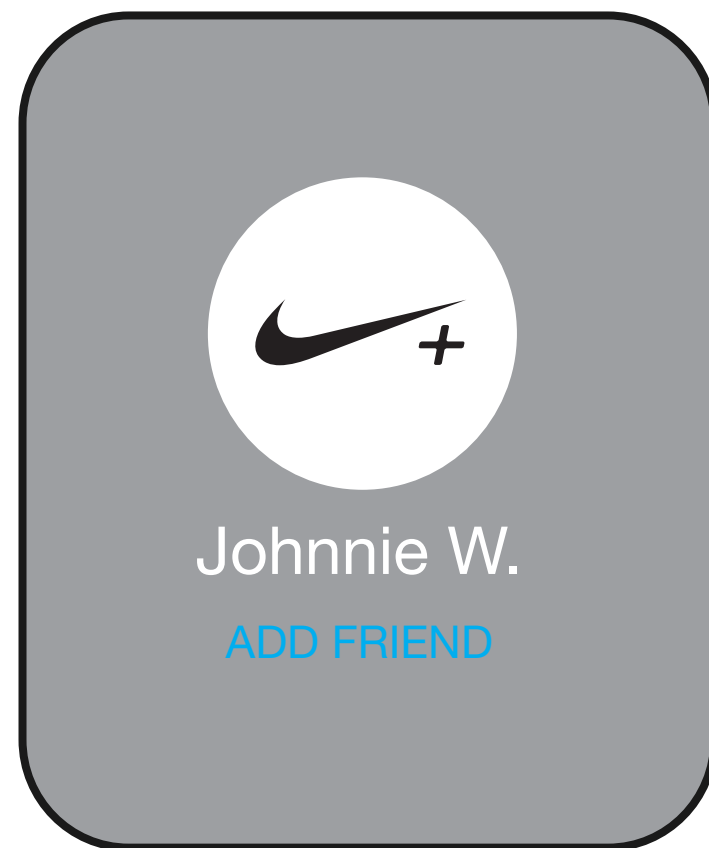
Notification



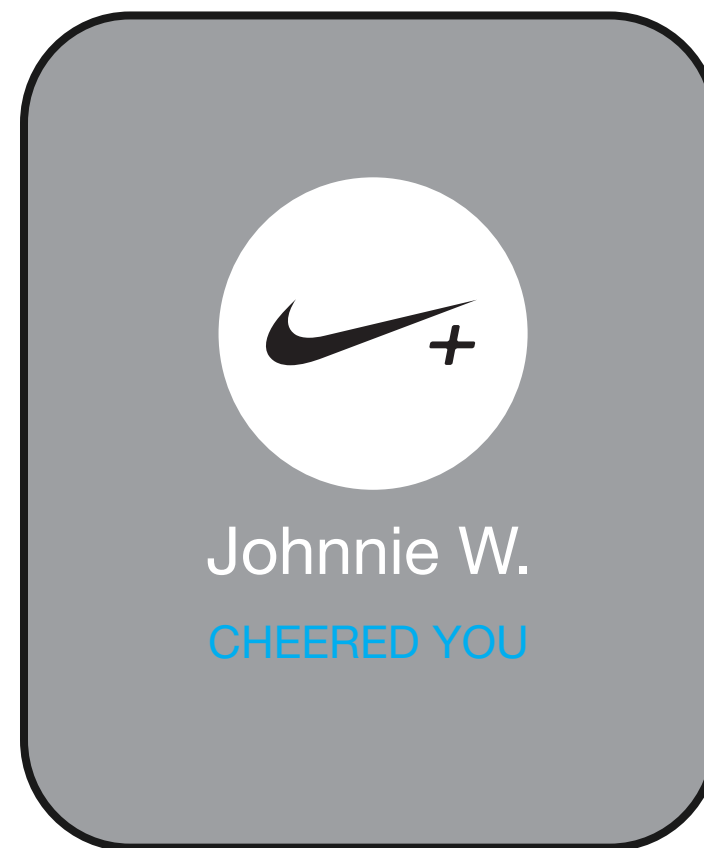
NIKE+ FUEL

WATCH NOTIFICATIONS

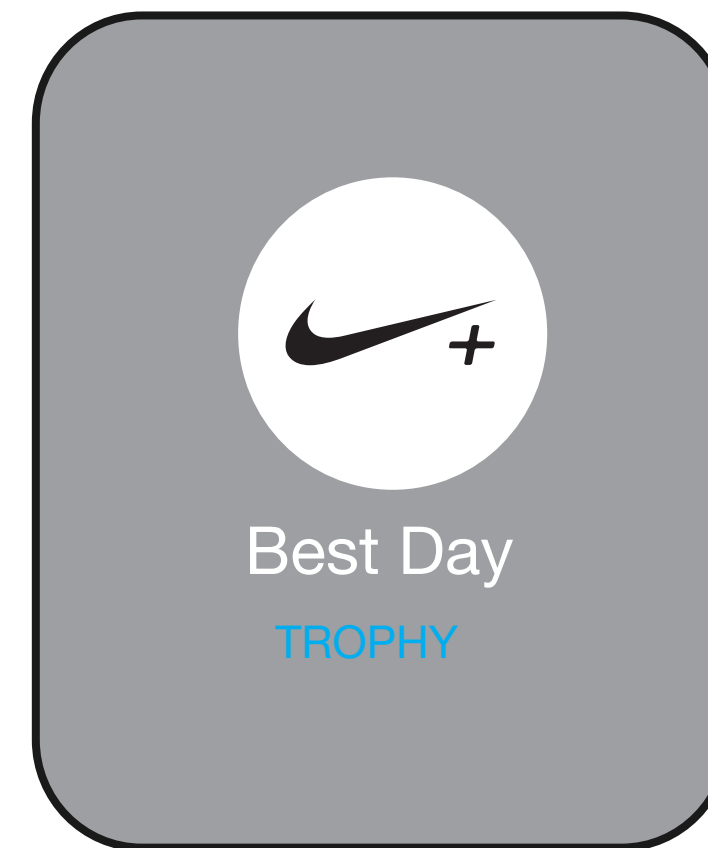
Friends Short Look



Cheers Short Look



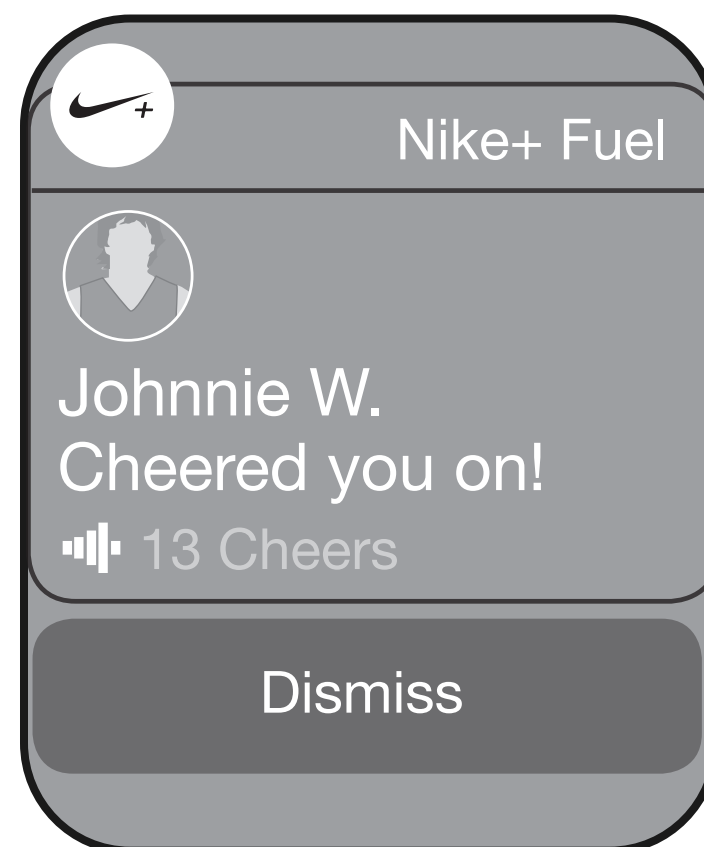
Goals/Milestones Short Look



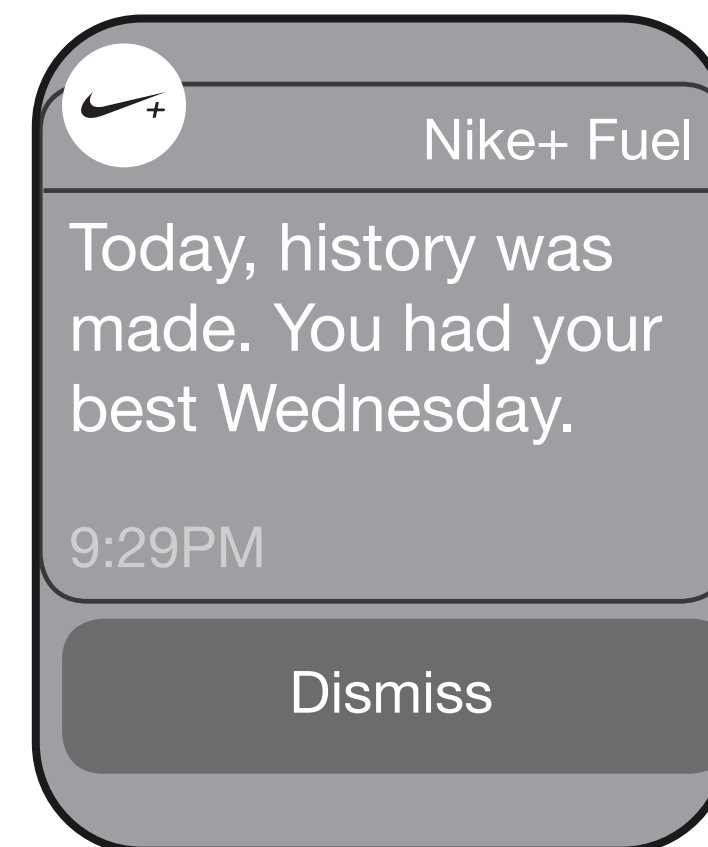
Friends Long Look



Cheers Long Look



Goals/Milestones Long Look



ERROR STATES






NIKE+ FUEL

CONNECTION ISSUES

Not Signed Into Nike+ App



Sign In

Please sign in to Nike+ Fuel with your iPhone

When iPhone is off



Nike+ Fuel

Not Syncing

We are unable to sync your activity at this time.

Retry



