

NIKE+
TRAINING & TEAMS

15 October 2007



350 West 39th Street New York, NY 10018

TRAINING (PHASE I)



Create Program

The screenshot displays the Nike Plus Training Tool interface for a user named 'claudybee'. At the top, it shows global navigation and user statistics: 256 runs, an 8'57" pace per mile, and 821 miles. Navigation options include 'MY POCKET', 'BLOG', and 'FORUMS'. The main section is titled 'Runs' and features a 'View runs: By Run' dropdown, an 'ADD A TRAINING PROGRAM' call to action (highlighted with a red box and a blue '1' in the top right), and an 'Options' dropdown. Below this is a bar chart showing run activity for the week of September 16-26. The bars represent run volume for each day: SUN 16 SEP, MON 17 SEP, TUE 18 SEP, WED 19 SEP, FRI 21 SEP, SAT 22 SEP, SUN 23 SEP, MON 24 SEP, TUE 25 SEP, and WED 26 SEP. The chart is flanked by 'LOGO' and 'HOME' buttons. At the bottom, there are buttons for 'MY RUNS', 'CHALLENGES', 'COMMUNITY', 'GEAR & MUSIC', and 'SUPPORT'. The footer contains 'GLOBAL NIKE NAVIGATION'.

Notes:

1 'Add a Training Program' call to action appears in the Runs section of users who are not currently participating in a program.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Runs ? Back >

Train with Nike+

Choose from one of our professionally customized training programs.
Or, you tell us what you're training for, and we'll create a custom program just for you.

Coach Bob's Walk to Run Recipe

Livestrong Lance's 10k Training

Paula's Marathon Madness



See all Nike+ programs > **CUSTOMIZE MY OWN**

LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS


Runs ? Back >

Train with Nike+

Choose from one of our professionally customized training programs.
Or, you tell us what you're training for, and we'll create a custom program just for you.

Coach Bob's Walk to Run Recipe

Livestrong Lance's 10k Training

¹ Paula's Marathon Madness 

Ready for an achievement of a lifetime? Paula will safely and successfully guide you to an amazing Marathon run.

See all Nike+ programs > CUSTOMIZE MY OWN

LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

Notes:



¹ Nike training programs will be uniquely branded using image, copy, and design.


The screenshot displays the Nike+ Training Tool interface. At the top, a dark grey navigation bar contains the text 'GLOBAL NIKE NAVIGATION'. Below this, a user profile bar shows 'claudybee > EDIT' with a profile picture, and three performance metrics: '256 RUNS', '8'57" PER MILE', and '821 MILES'. To the right of these metrics are buttons for 'MY POCKET', 'BLOG', and 'FORUMS'. The main content area is titled 'Train with Nike+' and includes a silhouette of a runner. Below the title, it says 'Choose from one of our professionally customized training programs. Or, you tell us what you're training for, and we'll create a custom program just for you.' Three program cards are visible: 'Coach Bob's Walk to Run Recipe', 'Livestrong Lance's 10k Training', and 'Paula's Marathon Madness'. A 'Back >' link is in the top right of the main content area. A 'LOGO' button is on the left, and a 'HOME' button is on the right. A vertical navigation menu on the left lists 'MY RUNS', 'RUNS', 'GOALS', 'TRAINING >', 'MAP IT', and 'WIDGETS'. At the bottom of the main content area, there is a red link 'See all Nike+ programs >' and a 'CUSTOMIZE MY OWN' button. A bottom navigation bar contains buttons for 'CHALLENGES', 'COMMUNITY', 'GEAR & MUSIC', and 'SUPPORT'. The footer also displays 'GLOBAL NIKE NAVIGATION'.

Notes:

1 'See all Nike+ programs' connects the user to the Training section under My Runs in the global nav.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

I want to train ¹ for a half-marathon  Customize your own program >

Training

Paula's Marathon Madness >
Always dreamed of running that marathon? Follow Paula's marathon training program and realize your dreams.

Lance's Marathon Program >
If Lance can do it, so can you. Follow Lance's special recipe for success in this unique marathon training program.

Lance's Marathon Program >
If Lance can do it, so can you. Follow Lance's special recipe for success in this unique marathon training program.

Paula's Marathon Madness >
Always dreamed of running that marathon? Follow Paula's marathon training program and realize your dreams.

< PREVIOUS 1/3 NEXT >

LOGO HOME



MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

Notes:

¹ The gallery of Nike training programs may be filtered by training goals such a half-marathon, marathon, 10k, 5k, or walk-to-run.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Training Paula's Marathon Madness Back >

10 SEP 07 - 10 NOV 07

Goal: Marathon
Level: Intermediate

Hey Marathoners! Paula here. I've designed this extra-special training program for the intermediate runner who is aspiring to complete the New York City marathon in November. You should be running 4-6 days with an average distance of 5mi per run and pace of 8'/mi or under.

[View full calendar >](#)

FRI 9/13	SAT 9/14	SUN 9/15	MON 9/16	TUE 9/17	WED 9/18	THU 9/19	FRI 9/20	SAT 9/20
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1 ADD PROGRAM

LOGO HOME



MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT


GLOBAL NIKE NAVIGATION

Notes:

1 The 'add program' call to action signs the user up for that particular program, and adds it to both their Training and Runs sections.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Training Paula's Marathon Madness Back > 

SUN	MON	TUE	WED	THU	FRI	SAT
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"

◀ OCTOBER ▶



LOGO HOME

ADD PROGRAM

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

GLOBAL NIKE NAVIGATION

claudybee > EDIT  256 RUNS 8'57" PER MILE 821 MILES MY POCKET  BLOG FORUMS

Runs **Customize my own program**

My Mini-marathon Mission

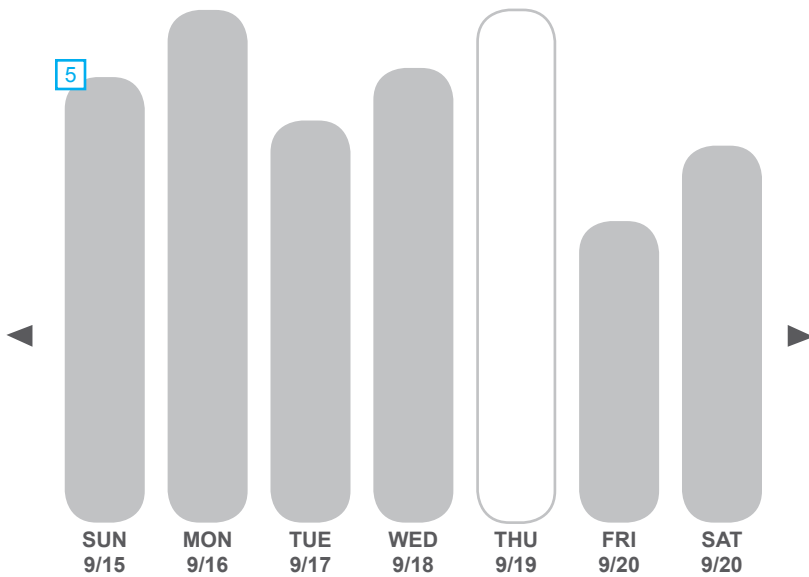
I want to train ¹ for a half-marathon

² finishing on 4 Nov 2007

Set Your Level: ³ What's this?

NOVICE INTERMEDIATE **COMPETITIVE**

⁴ Fine tune it >

⁵ 

Back > **CREATE PROGRAM**

LOGO HOME



MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

Notes:

- 1 Users can choose to train for Marathon, Half-marathon, 10k, 5, or Walk-to-Run.
- 2 Copy will dynamically swap between 'finishing' and 'starting' in relationship to the type of training goal.
- 3 A thorough FAQ will be developed around training and levels in plus.
- 4 The sample training calendar will animate to adjust as settings are changed on the left side.
- 5 Allows users to specify their own goal time if the time associated with the level is not preferred.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

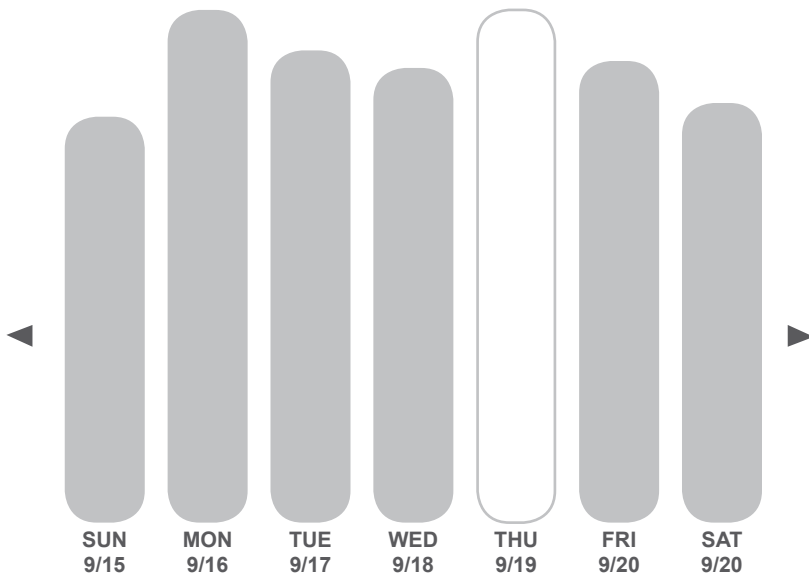
Runs **Customize my own program**

My Mini-marathon Mission

I want to train
 finishing on

Set Your Level: NOVICE **INTERMEDIATE** COMPETITIVE
 What's this? [Fine tune it >](#)

Recommended for runners who maintain and average distance of 3-5' and average pace of 8'/mi or under.



SUN 9/15 MON 9/16 TUE 9/17 WED 9/18 THU 9/19 FRI 9/20 SAT 9/20



Back > **CREATE PROGRAM**

LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Runs **Customize my own program**

My Mini-marathon Mission

I want to train finishing on

1 How fast do you want to go?

AVG PACE TARGET GOAL TIME

cancel > save changes > tune it >

at's this?

Back > **CREATE PROGRAM**

SUN 9/15 MON 9/16 TUE 9/17 WED 9/18 THU 9/19 FRI 9/20 SAT 9/20

LOGO HOME

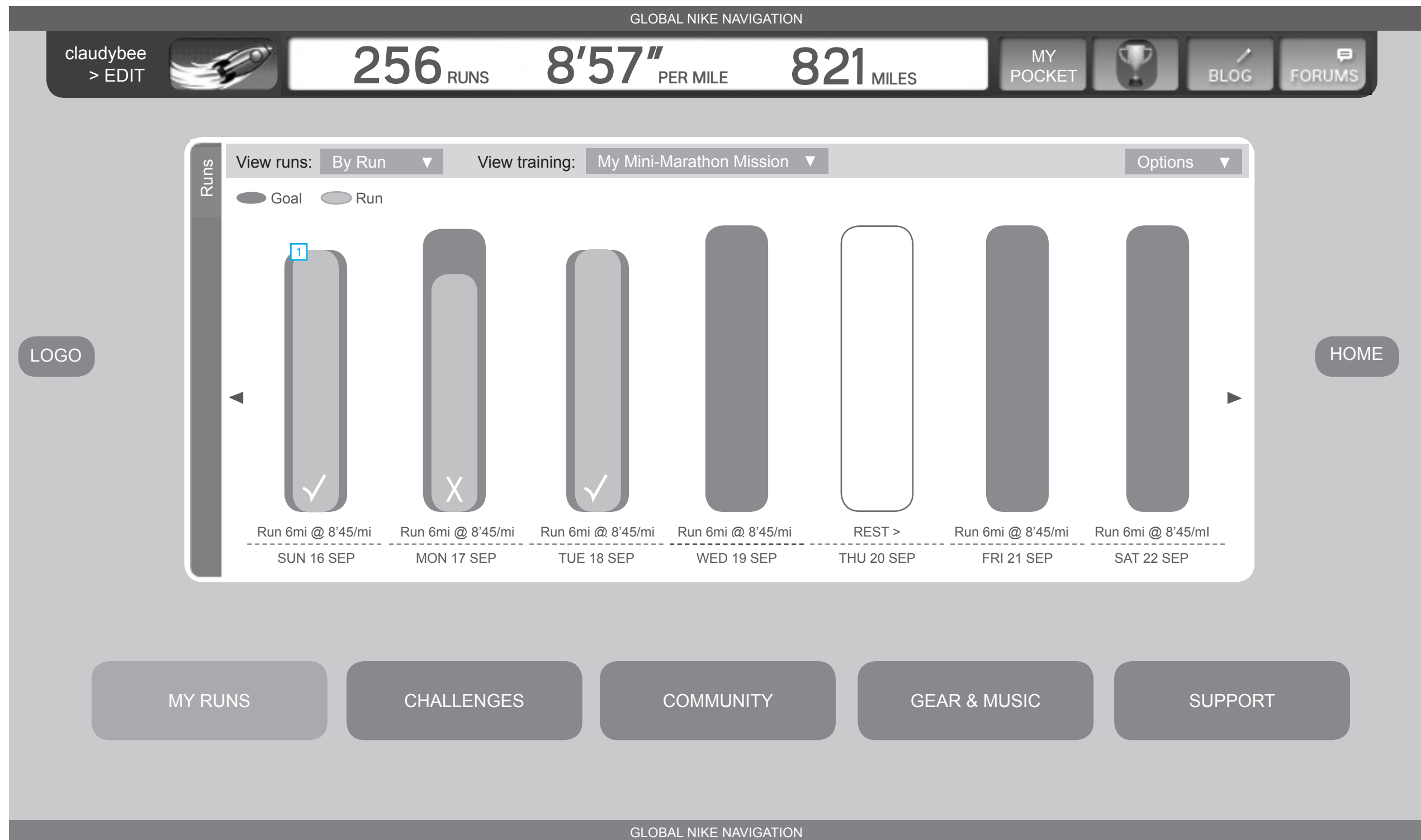
MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

Notes:

1 The average pace and estimated goal time are pre-populated based on the user's existing Nike+ average pace and the selected level. If the user adjusts one using the arrows on each side, the other changes in response.

View Program & Progress



Notes:

1 Training progress is overlaid and contrasted against the user's run visualization, indicating overall progress and success or failure to complete.

GLOBAL NIKE NAVIGATION

claudybee > EDIT

256 RUNS
 8'57" PER MILE
 821 MILES

MY POCKET
BLOG
FORUMS

LOGO

View runs: By Run
View training: My Mini-Marathon Mission
Options

● Goal
● Run

✓
Run 6mi @ 8'45/mi
SUN 16 SEP

X
Run 6mi @ 8'45/mi
MON 17 SEP

1

🎉 29 JUN 2007 - GOAL COMPLETED

Run	Goal
at 9:05am	for 06/29/07
11.04 mi	12 mi
1:13'26"	1:00'
6'26/mi	6'0/mi
114 calories	156 calories

[GOAL DETAILS >](#)
[MY NOTES >](#)

✓
Run 6mi @ 8'45/mi
TUE 18 SEP

Run 6mi @ 8'45/mi
WED 19 SEP

REST >
THU 20 SEP

Run 6mi @ 8'45/mi
FRI 21 SEP

Run 6mi @ 8'45/mi
SAT 22 SEP

MY RUNS
CHALLENGES
COMMUNITY
GEAR & MUSIC
SUPPORT

GLOBAL NIKE NAVIGATION

Notes:

1 Runs overlay now contains new training-specific elements such as goal data, goal completion, and notes which include a general mood indicator for the day.

R/GA Nike Plus: Training Tool

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The screenshot displays the Nike Plus Training Tool interface. At the top, a navigation bar shows the user's name 'claudybee' with an edit option, a profile picture, and overall statistics: 256 runs, an 8'57" per mile pace, and 821 miles. Navigation options include 'MY POCKET', 'BLOG', and 'FORUMS'. The main content area is titled 'Runs' and shows a weekly training plan for 'My Mini-Marathon Mission'. A goal details overlay is active, showing a hilly route with specific pace requirements: 2 miles at a minimum of 8' per mile and 10 miles at a minimum of 8'35" per mile. The overlay includes a 'BACK TO SUMMARY >' link. The training plan below shows runs for Sun 16 Sep, Mon 17 Sep, Tue 18 Sep, Wed 19 Sep, Thu 20 Sep (rest), Fri 21 Sep, and Sat 22 Sep. A bottom navigation bar contains buttons for 'MY RUNS', 'CHALLENGES', 'COMMUNITY', 'GEAR & MUSIC', and 'SUPPORT'. The footer contains the text 'GLOBAL NIKE NAVIGATION'.

Notes:



1 Original goal details are shown as part of the summary panel overlay.

The screenshot displays the Nike Plus training tool interface. At the top, a navigation bar includes the user name 'claudybee' with an '> EDIT' link, a profile picture, and performance metrics: '256 RUNS', '8'57" PER MILE', and '821 MILES'. To the right are buttons for 'MY POCKET', 'BLOG', and 'FORUMS'. Below this is a 'Runs' section with a 'View runs: By Run' dropdown and 'View training: My Mini-Marathon Mission' dropdown. A 'My Notes' modal is open over the run progress chart, containing the text: 'Really want to kick it up a notch on Sunday. I feel like I'm maintaining and really want to start the week off right.' The modal has 'CANCEL >' and 'SAVE NOTES >' buttons. The chart shows progress bars for each day from Sunday to Saturday, with a 'REST >' bar on Thursday. A 'LOGO' button is on the left and a 'HOME' button is on the right. At the bottom, there are buttons for 'MY RUNS', 'CHALLENGES', 'COMMUNITY', 'GEAR & MUSIC', and 'SUPPORT'. The footer contains 'GLOBAL NIKE NAVIGATION'.

Notes:

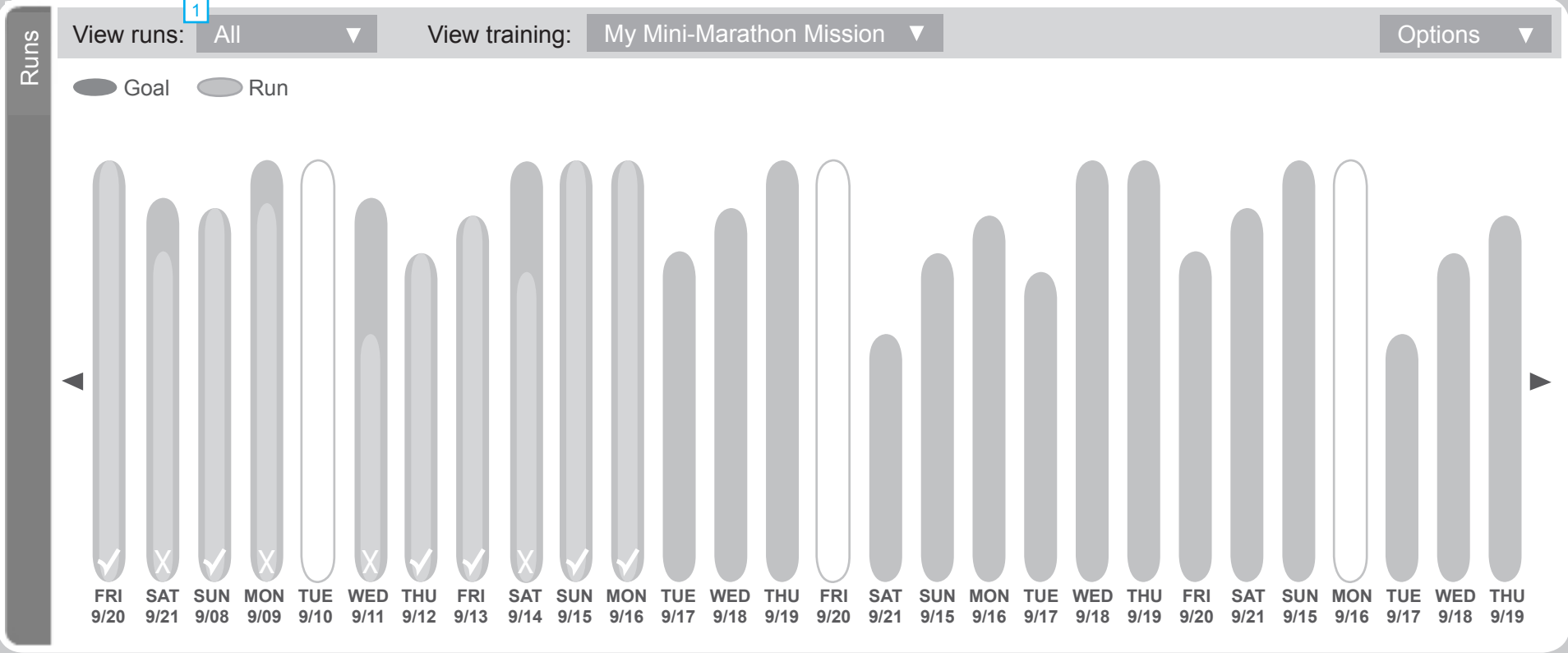
- 1 The user may select from a list of fun mood indicators to create a quick reference for the type of run they experienced that day.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

View runs: ¹ All View training: My Mini-Marathon Mission Options

Goal Run



Date	Day	Run Status
9/20	FRI	Run
9/21	SAT	Run
9/08	SUN	Run
9/09	MON	Run
9/10	TUE	Run
9/11	WED	Run
9/12	THU	Run
9/13	FRI	Run
9/14	SAT	Run
9/15	SUN	Run
9/16	MON	Run
9/17	TUE	Run
9/18	WED	Run
9/19	THU	Run
9/20	FRI	Run
9/21	SAT	Run
9/15	SUN	Run
9/16	MON	Run
9/17	TUE	Run
9/18	WED	Run
9/19	THU	Run
9/20	FRI	Run
9/21	SAT	Run
9/15	SUN	Run
9/16	MON	Run
9/17	TUE	Run
9/18	WED	Run
9/19	THU	Run

LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

Notes:

¹ The user may choose to view All Runs (seen here), or runs by day, week, or month.

GLOBAL NIKE NAVIGATION

claudybee > EDIT

256 RUNS 8'57" PER MILE 821 MILES

MY POCKET BLOG FORUMS

View runs: All View training: My Mini-M

Legend: Goal Run

Runs

GOAL FOR 19 SEP 2007

12 miles
1:00' total time

Details:

Hilly route.
2 mi - min pace 8'/mi
10 mi - min pace 8'35"/mi

ADD NOTES >

LOGO HOME



MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT


GLOBAL NIKE NAVIGATION

Notes:

1 The run overlay for future dates indicates the goal for that day, and any notes the user chooses to add. It also includes specific details for that day's run.


GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

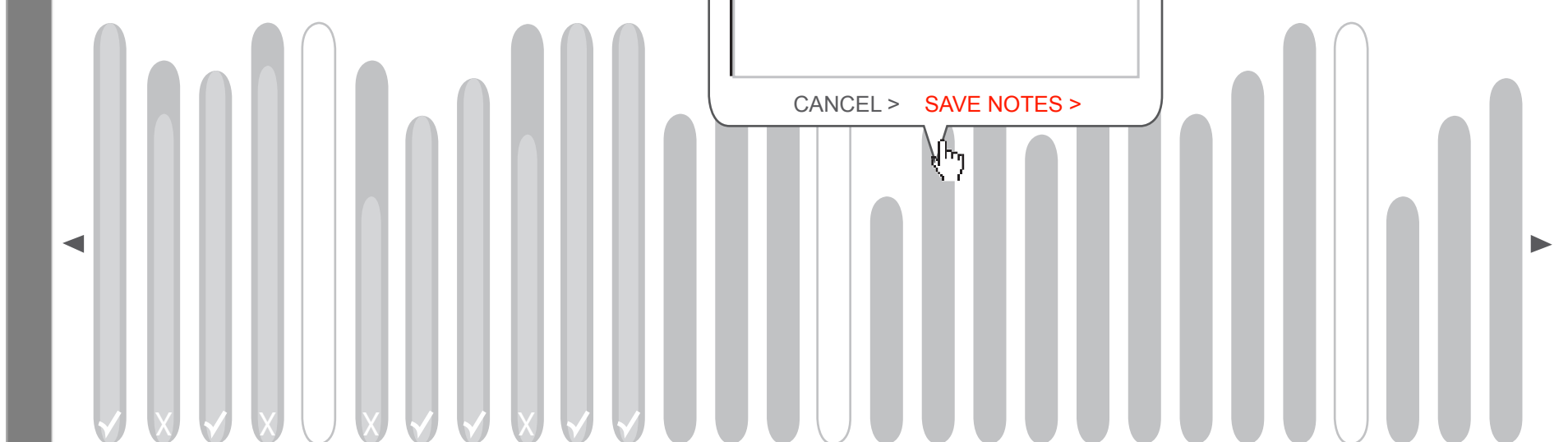
My Notes 

Really want to kick it up a notch on Sunday. I feel like I'm maintaining and really want to start the week off right.

CANCEL > **SAVE NOTES >**

Runs View runs: All View training: My Mini-M 

● Goal ● Run





LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

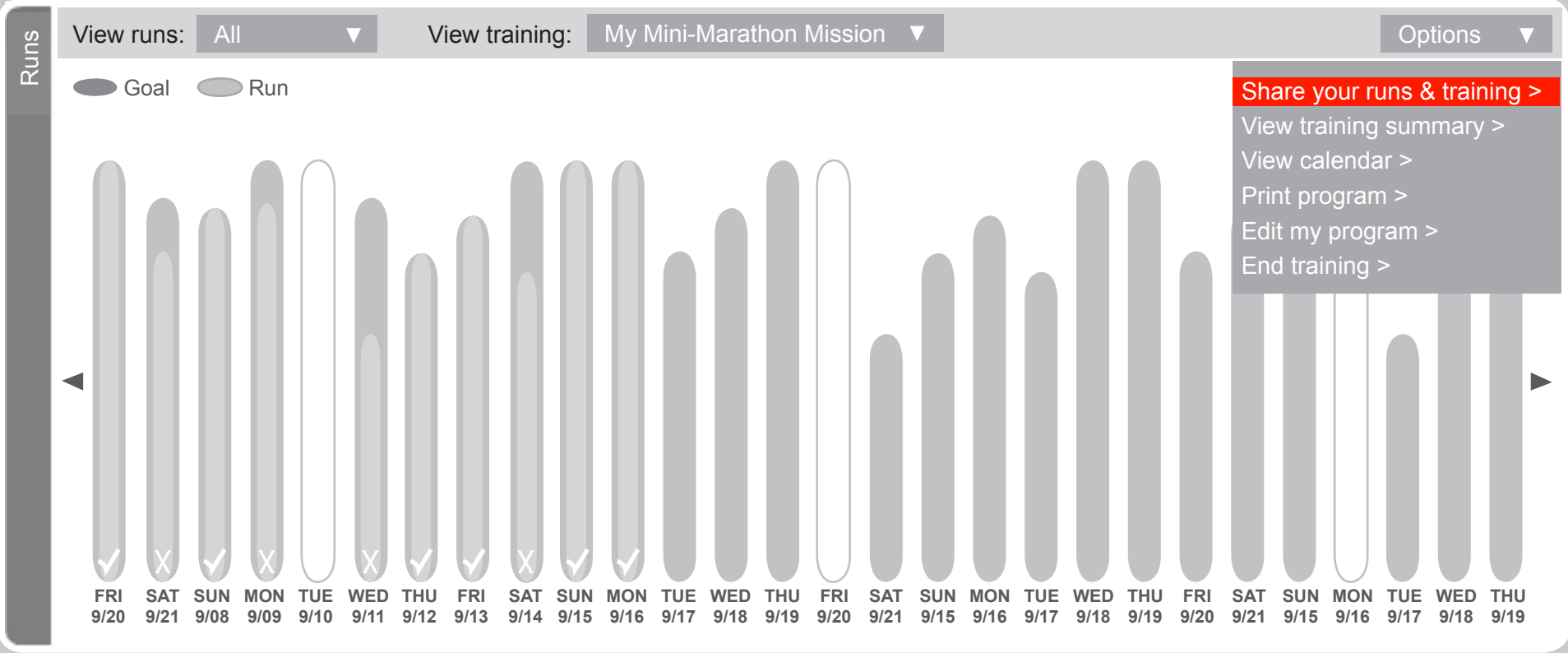
GLOBAL NIKE NAVIGATION

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Runs View runs: All View training: My Mini-Marathon Mission Options

● Goal ● Run





LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Runs View runs: All View training: My Mini-Marathon Mission Options

Strut your runs

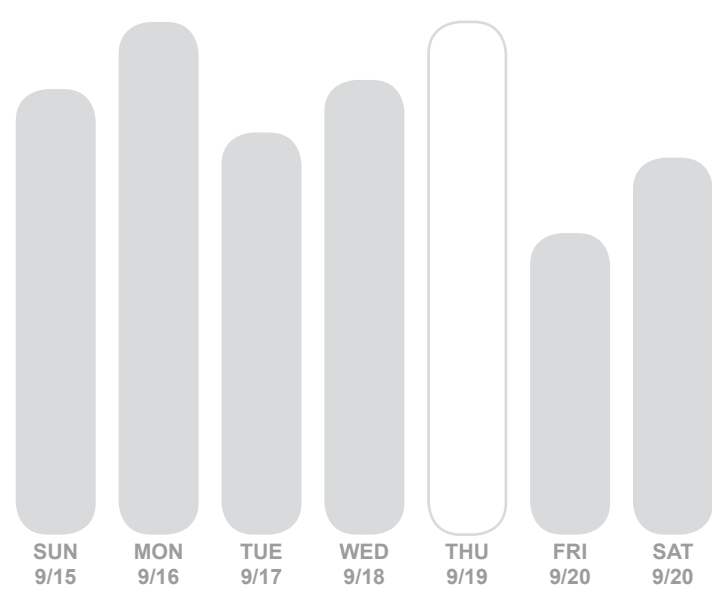
[SEND A LINK >](#) [ADD TO YOUR WEBPAGE >](#)

Show your runs to the world. Copy the link to your runs with or without your training program, and paste it in an email to friends, rivals, and friends that will soon become rivals. Let them size up the competition or offer their support.

- ¹ Include my training
- Show my training notes

[GRAB THE LINK](#)

What am I grabbing? Check out the code >



Day	Date	Runs
SUN	9/15	~4
MON	9/16	~6
TUE	9/17	~3
WED	9/18	~4
THU	9/19	~7
FRI	9/20	~2
SAT	9/20	~4

LOGO HOME



MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

Notes:

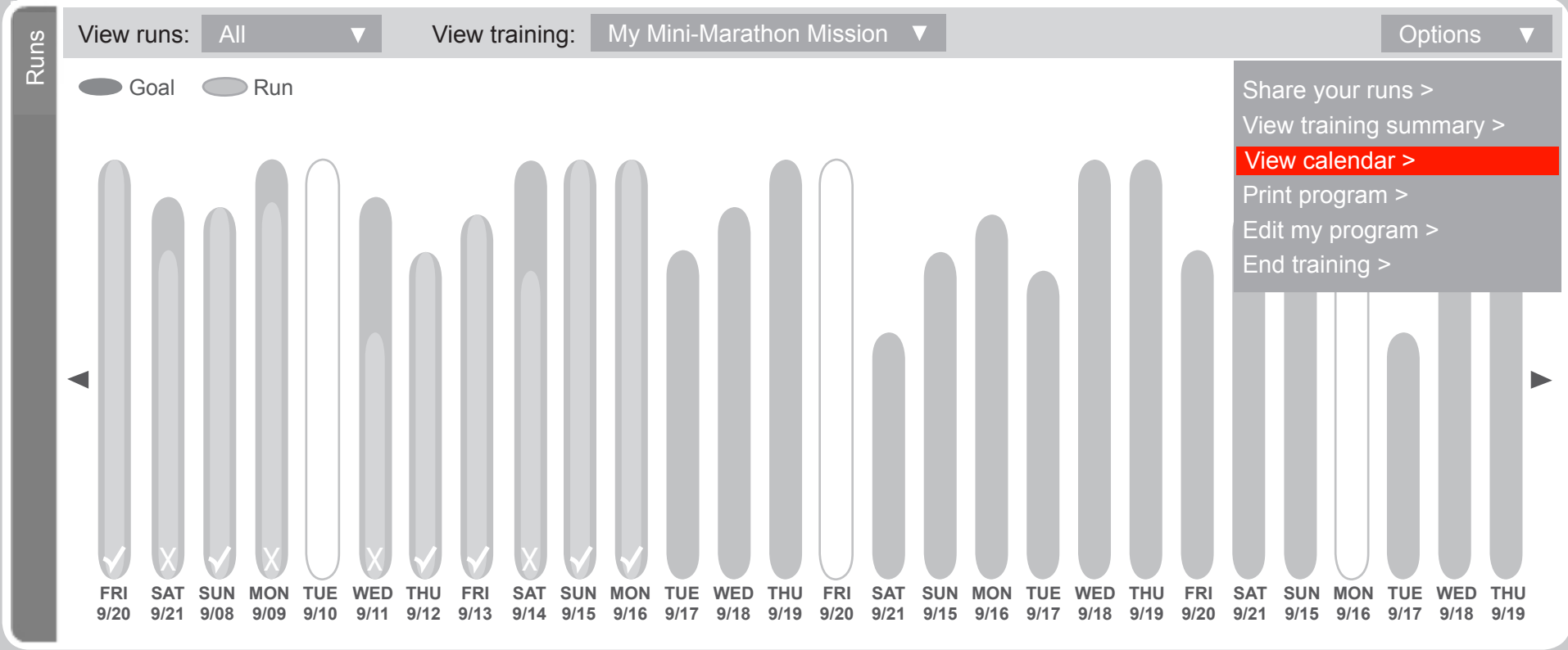
¹ The user can choose to include their training -- with or without notes -- as part of the deeplinked view they send out. The 'show training notes' option only appears if 'include my training' is checked.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Runs View runs: All View training: My Mini-Marathon Mission Options

● Goal ● Run





LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Runs View runs: All View training: My Mini-Marathon Mission Options

My Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"

◀ OCTOBER ▶

LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

The screenshot displays the Nike Plus Training Tool interface. At the top, a dark grey navigation bar contains the text "GLOBAL NIKE NAVIGATION". Below this, a user profile bar shows the name "claudybee" with an "> EDIT" link, a profile picture, and three statistics: "256 RUNS", "8'57" PER MILE", and "821 MILES". To the right of these statistics are buttons for "MY POCKET", "BLOG", and "FORUMS".

The main content area features a "Runs" section with a "View runs:" dropdown set to "All" and a "View training:" dropdown set to "My Mini-Marathon Mission". Below these are "Goal" and "Run" indicators. A bar chart shows progress for each day of the week from Friday, 9/8 to Thursday, 9/19. A legend indicates that grey bars represent "Goal" and white bars represent "Run". A dropdown menu is open over the chart, listing options: "Share your runs >", "View training summary >" (highlighted in red), "View calendar >", "Print program >", "Edit my program >", and "End training >".

At the bottom of the main content area, there is a "MY RUNS" menu with options: "RUNS", "GOALS", "TRAINING >" (highlighted in red and marked with a blue "1"), "MAP IT", and "WIDGETS". Below this menu are four large buttons: "CHALLENGES", "COMMUNITY", "GEAR & MUSIC", and "SUPPORT".

The interface also includes "LOGO" and "HOME" buttons on the left and right sides, respectively. The footer contains the text "GLOBAL NIKE NAVIGATION".

Notes:



1 The 'view training summary' option navigates the user to the Training portion of the My Runs section.

The screenshot displays the Nike+ Training Program interface. At the top, a dark grey navigation bar contains the text 'GLOBAL NIKE NAVIGATION'. Below this, a user profile bar shows 'claudybee > EDIT' next to a profile picture, followed by three large data points: '256 RUNS', '8'57" PER MILE', and '821 MILES'. To the right of these are buttons for 'MY POCKET', 'BLOG', and 'FORUMS'. The main content area features a white box with a 'Training' sidebar on the left. The box header includes 'Created: 11 Sep 2007', 'Level: Intermediate', 'Goal time: 1:48:59', and a 'View my progress >' link. The title 'My Training for a Mini-Marathon' is prominently displayed, with a sub-menu containing 'Overview >', 'Calendar >', 'Notes >', and 'Support >'. Below the title, four large statistics are shown: '25 DAYS COMPLETED', '2 DAYS MISSED', '102.5 TOTAL MILES', and '7'25" AVERAGE PACE'. The interface also includes 'LOGO' and 'HOME' buttons on the sides, and a bottom navigation bar with 'MY RUNS', 'CHALLENGES', 'COMMUNITY', 'GEAR & MUSIC', and 'SUPPORT' buttons. A footer bar at the bottom contains 'GLOBAL NIKE NAVIGATION'.

Notes:

1 This is the default view of the Training portion of the My Runs section in Nike+ if the user is currently participating in a training program.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Created: 11 Sep 2007 Level: Intermediate [View my progress >](#) Options ▾

My Training for a Mini-Marathon

Overview > | [Calendar >](#) | Notes > | Support >

SUN	MON	TUE	WED	THU	FRI	SAT
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"
3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"	3 mi / 8'30"

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LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION



The screenshot shows a user profile for 'claudybee' with 256 runs, an 8'57" pace per mile, and 821 miles. The training program 'My Training for a Mini-Marathon' was created on 11 Sep 2007 and is at an intermediate level. The notes section contains three entries:

- Added 09.13.07 10:29 AM: So my pace has dropped by a few seconds - but this is allowing me to meet the distance goals. I'm going to keep this going a few days, then work on getting my pace back up there.
- Added 09.11.07 09:26 PM: It's been a little rough in the beginning here! I'm pretty good at maintaining my pace, but am finding it hard to match the distance requirements for the day.
- Added 09.10.07 11:08 AM: I'm training for my first mini-marathon! I'm really excited - and hope to follow this one up with a full marathon training

Notes:

- 1 The Notes portion of the Training section is intended to allow the user to keep a log associated with their training program. Each entry appears as a separate post.
- 2 'Add Notes' displays an entry field and 'save notes' call to action as is detailed in the following board.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Created: 11 Sep 2007 Level: Intermediate [View my progress >](#) Options ▾

My Training for a Mini-Marathon

[Overview >](#) | [Calendar >](#) | [Notes >](#) | [Support >](#)

So my pace has dropped by a few seconds - but this is allowing me to meet the distance goals. I'm going to keep this going a few days, then work on getting my pace back up there.



CANCEL > [SAVE >](#)

LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Created: 11 Sep 2007 Level: Intermediate [View my progress >](#) Options ▾

My Training for a Mini-Marathon

Overview > | Calendar > | Notes > | **Support >**

Posted by Coach McElroy 09.13.07 10:29 AM
Looking good claudybee! I'd recommend doing something extra hamstring stretching for the next few days - you've had an intense few runs. Keep it up!

Posted by Coach McElroy 09.11.07 09:26 PM
It looks like you're meeting the distance requirements, but your pace is a little lacking. I'd try to pick up your average pace by a few seconds if possible, even if it means sacrificing distance.

Posted by Coach McElroy 09.10.07 11:08 AM
Much better - I see that your pace is up and you've maintained your distance. Excellent job. I'd maintain pace and

LOGO HOME



MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

Notes:

¹ Support displays posts entered by coaches, friends, or team mates to whom the user has shows their training.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Created: 11 Sep 2007 Level: Intermediate [View my progress >](#) Options ▾

My Training for a Mini-Marathon

Overview > | Calendar > | Notes > | [Support >](#)

Posted by Coach McElroy 09.13.07 10:29 AM
Looking good claudybee! I'd recommend doing something extra hamstring stretching for the next few days - you've had an intense few runs. Keep it up!

Posted by Coach McElroy 09.11.07 09:26 PM
It looks like you're meeting the distance requirements, but your pace is a little lacking. I'd try to pick up your average pace by a few seconds if possible, even if it means sacrificing distance.

Posted by Coach McElroy 09.10.07 11:08 AM
Much better - I see that your pace is up and you've maintained your distance. Excellent job. I'd maintain pace and



Training

LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

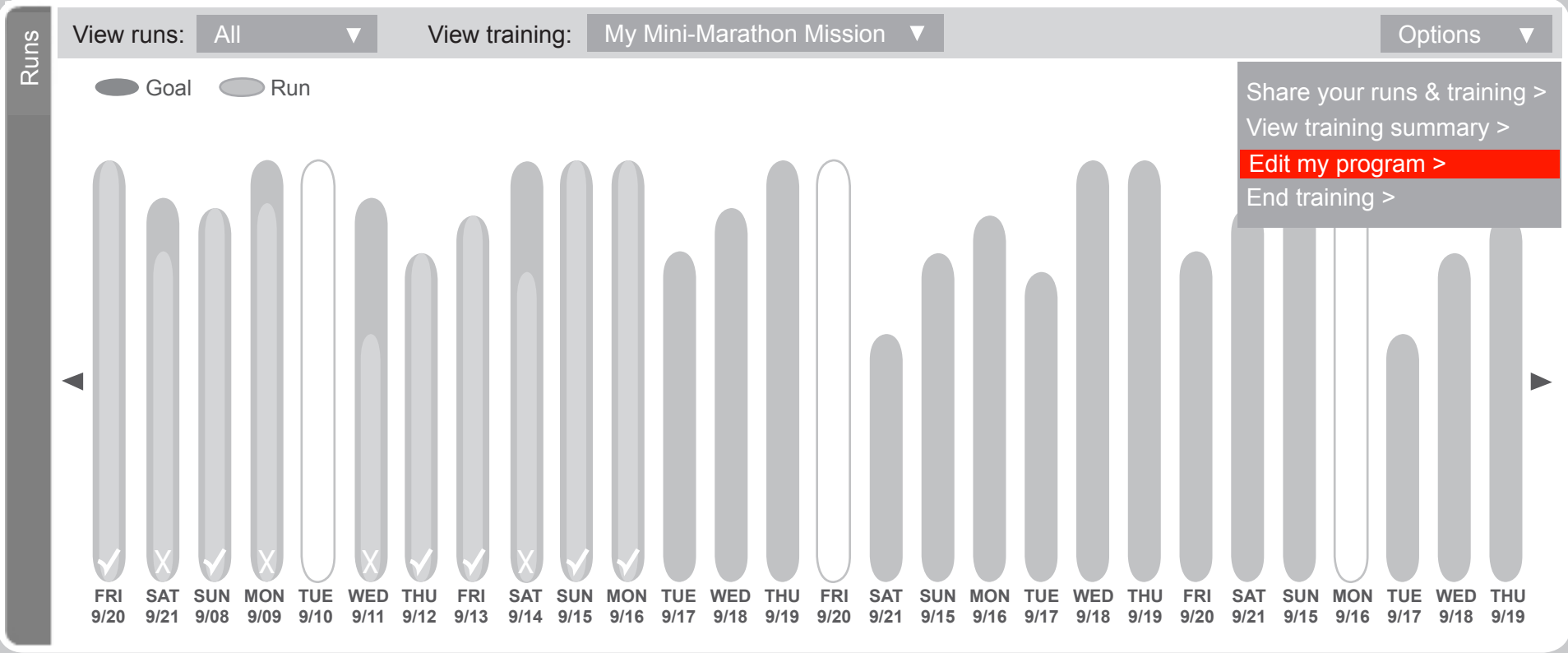
GLOBAL NIKE NAVIGATION

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Runs View runs: All View training: My Mini-Marathon Mission Options

● Goal ● Run





LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

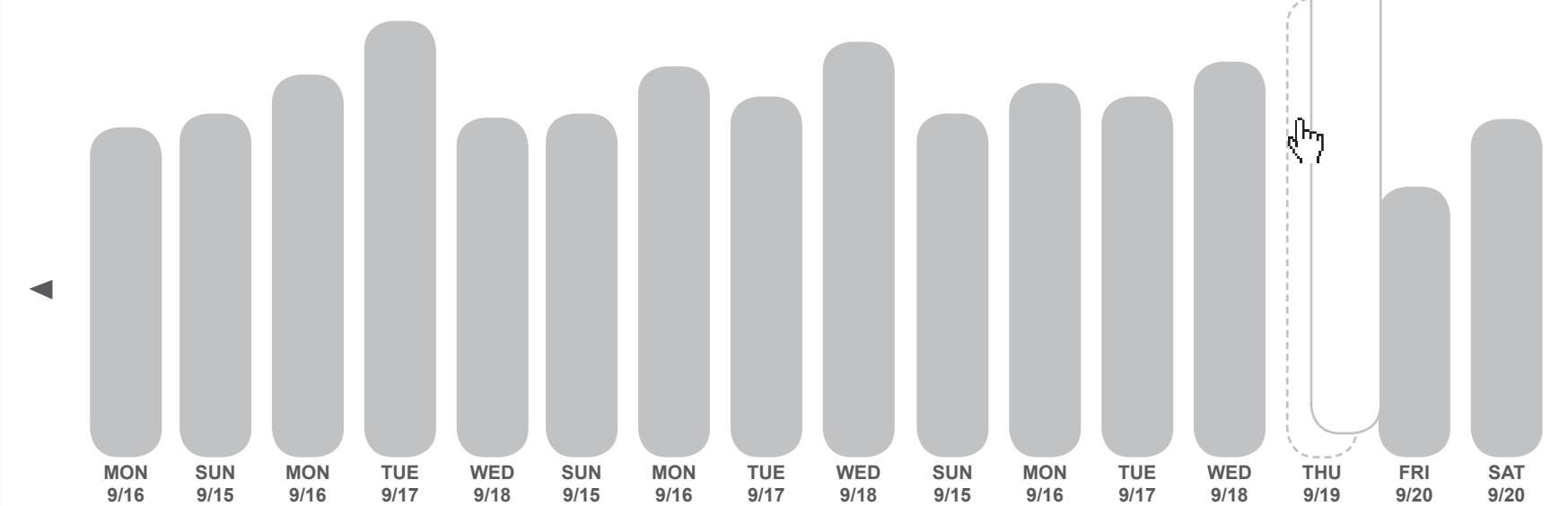
GLOBAL NIKE NAVIGATION

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Runs View runs: All View training: My Mini-Marathon Mission Options

Edit mode



MON 9/16 SUN 9/15 MON 9/16 TUE 9/17 WED 9/18 SUN 9/15 MON 9/16 TUE 9/17 WED 9/18 SUN 9/15 MON 9/16 TUE 9/17 WED 9/18 THU 9/19 FRI 9/20 SAT 9/20

EASIER | | HARDER CANCEL > SAVE CHANGES

LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

Notes:



- 1 'Edit program' functionality not only allows users to edit their program title or level, but it enables the dragging, dropping, adjusting (up/down) of individual days in the schedule.

The screenshot displays the Nike Plus training tool interface. At the top, it shows the user's name 'claudybee' with an '> EDIT' link, a profile picture, and summary statistics: '256 RUNS', '8'57" PER MILE', and '821 MILES'. Navigation links include 'MY POCKET', 'BLOG', and 'FORUMS'. The main content area features a 'Runs' section with a bar chart showing progress over time. A goal summary overlay is open for '19 SEP 2007', indicating it has been 'EDITED'. The overlay details a 12-mile goal with a 1:00' total time, including route details: 'Hilly route. 2 mi - min pace 8'/mi, 10 mi - min pace 8'35"/mi'. A red 'ADD NOTES >' link is present. The bottom navigation bar includes 'MY RUNS', 'CHALLENGES', 'COMMUNITY', 'GEAR & MUSIC', and 'SUPPORT'. The footer contains 'GLOBAL NIKE NAVIGATION'.


Notes:

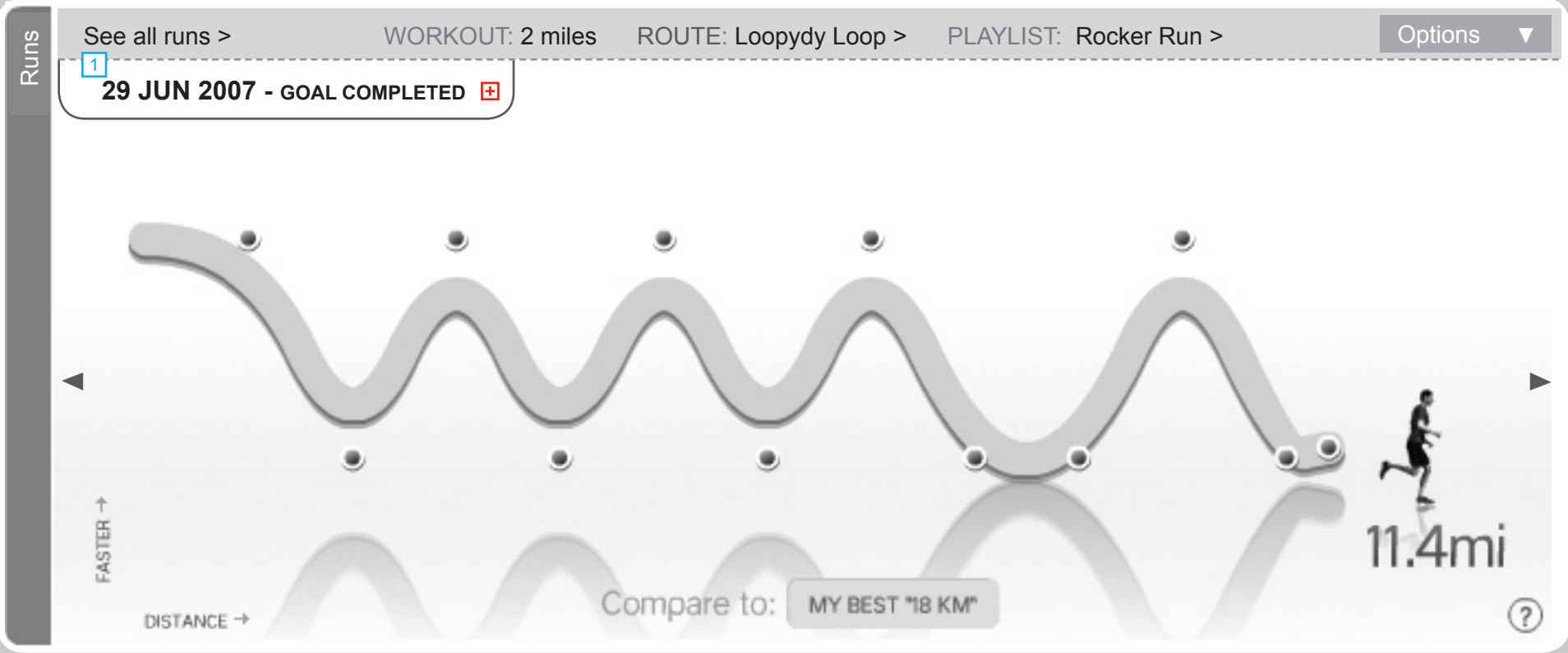
1 The goal summary overlay for a day that has been edited includes an indicator that edits have been made, suggesting to the user that existing details may no longer be relevant.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

See all runs > WORKOUT: 2 miles ROUTE: Loopydy Loop > PLAYLIST: Rocker Run > Options ▾

1 29 JUN 2007 - GOAL COMPLETED 



LOGO HOME



MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION


Notes:

- 1 The initial summary pane of the single run graph shows date and goal completion status only. An expand/minimize icon on the top right allows users to show or hide details.

GLOBAL NIKE NAVIGATION

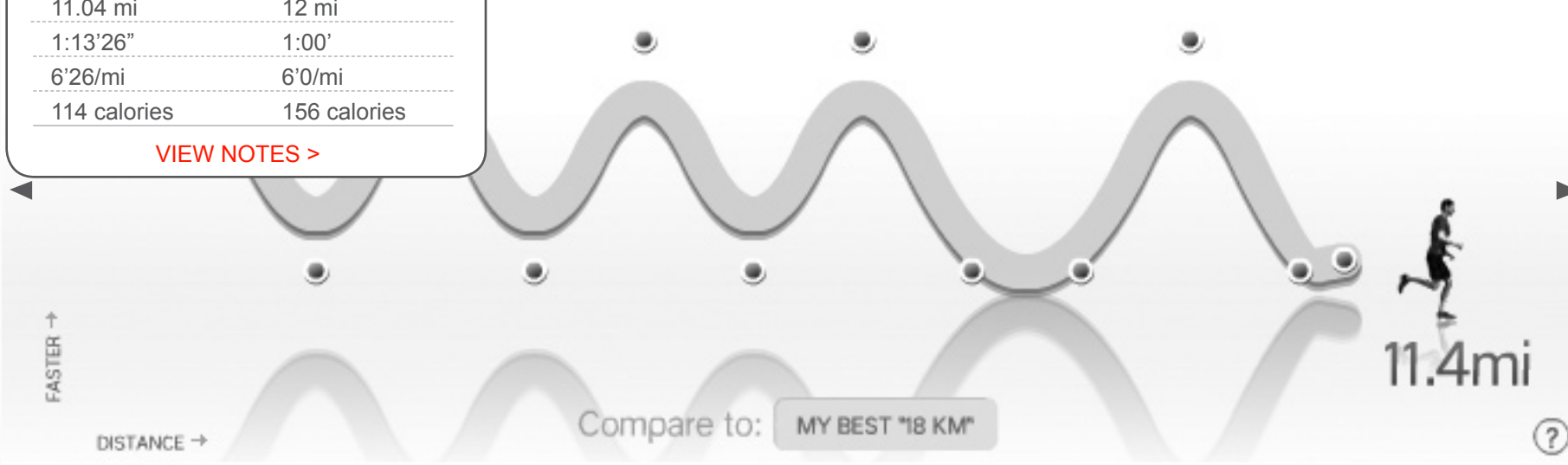
claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS


See all runs > WORKOUT: 2 miles ROUTE: Loopydy Loop > PLAYLIST: Rocker Run > Options ▾

29 JUN 2007 - GOAL COMPLETED 

Run	Goal
at 9:05am	for 06/29/07
11.04 mi	12 mi
1:13'26"	1:00'
6'26/mi	6'0/mi
114 calories	156 calories

[VIEW NOTES >](#)



Compare to: MY BEST *18 KM* 

LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

Coaching and Support

GLOBAL NIKE NAVIGATION

CoachBob > EDIT

256 RUNS 8'57" PER MILE 821 MILES

MY POCKET BLOG FORUMS

Runs 1

Claudybee > View runs: By Run View training: My Mini-Marathon Mission Add comments >

● Goal ● Run

Day	Run Status	Run Description
SUN 16 SEP	Completed (✓)	Run 6mi @ 8'45/mi >
MON 17 SEP	Failed (X)	Run 6mi @ 8'45/mi >
TUE 18 SEP	Completed (✓)	Run 6mi @ 8'45/mi >
WED 19 SEP	Goal (Full bar)	Run 6mi @ 8'45/mi >
THU 20 SEP	Rest (Empty bar)	REST >
FRI 21 SEP	Goal (Full bar)	Run 6mi @ 8'45/mi >
SAT 22 SEP	Goal (Full bar)	Run 6mi @ 8'45/mi >

LOGO HOME



MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

Notes:

1 The deeplinked Run/Training section displays a special header that includes the user's screen name, and a call to action that allows coaches to 'Add Comments' as seen in the next board.

GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Runs **Claudybee >** View runs: By Run View training: My Mini-Marathon Mission Add comments >

Support Your Friend

Give Clauybee advice, support, or just some love! Enter your name and your comment below:

Your name:

Your comment:

Cancel > **SAVE COMMENT**

LOGO HOME

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION

TEAMS (PHASE II)

What are teams?

Teams are framework that enables Nike+ members to connect with each other for support, motivation, and competition.

Teams have a leader and members who motivate each other, train together, and compete against other teams in Challenges.

Why teams?

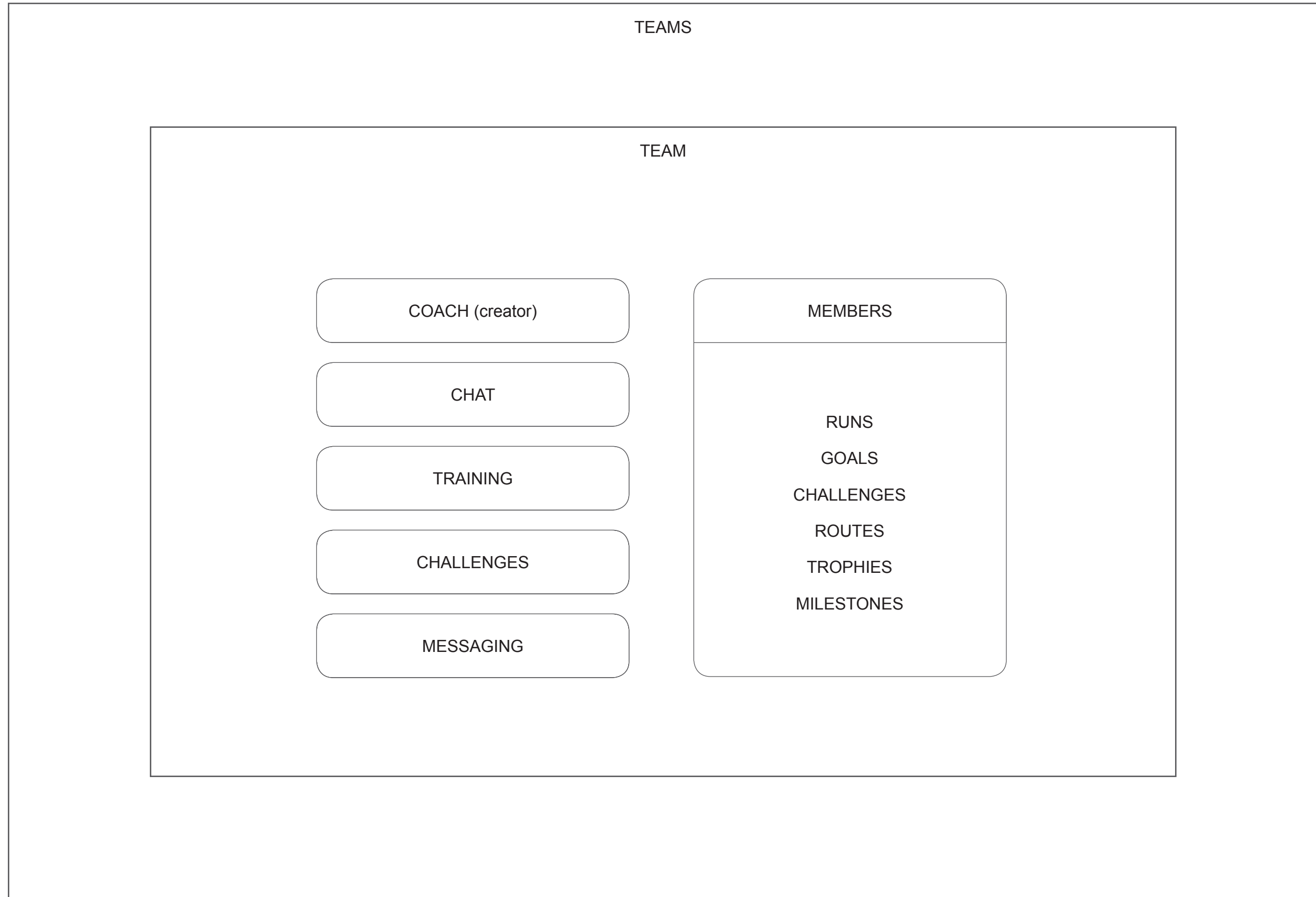
Teams will allow goal-oriented runners to compete and play in Nike+ as part of a group.

Teams will provide the framework necessary for running teams to train with Nike+ in an efficient and engaging manner.



Teams will enable a greater sense of connection among Nike+ members.

Teams will enhance the Nike+ community's ability to define itself, grow in numbers, and contribute to the overall Nike+ experience.

Teams will create more public-facing content in Nike+, attracting new members, and retaining the old.



GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Teams View: My Teams ▾ The Mad Marathoners ▾ Options ▾


The Mad Marathoners

COACH: Jenny Baxter >
MEMBERS: 14 >
CREATED: 05.12.2007
LAST UPDATED: 09.17.2007

LOGO

The Latest Word | Our Manifesto

Welcome! We are a crazy bunch of running dreamers, intent on competing at the Marathon level. You should have a Nike+ level of ASPIRING or higher. You don't have to have run a Marathon - but you should have the dream!





HOME

Who we are > | Members 14 > | Training > | Challenges > | Team Chat (25) : Hey guys, there's a run on Satur...>

MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION













GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Teams View: My Teams ▾ The Mad Marathoners ▾ Options ▾

The Mad Marathoners

Our Members

AntyEagle >  7 / 13	AntyEagle >  7 / 13	AntyEagle >  7 / 13	AntyEagle >  7 / 13	AntyEagle >  7 / 13	AntyEagle >  7 / 13
AntyEagle >  7 / 13	AntyEagle >  7 / 13	AntyEagle >  7 / 13	AntyEagle >  7 / 13	AntyEagle >  7 / 13	AntyEagle >  7 / 13



Who we are > | Members 14 > | Training > | Challenges > | Team Chat (25) : Hey guys, there's a run on Satur...>

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MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

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GLOBAL NIKE NAVIGATION

claudybee > EDIT  **256** RUNS **8'57"** PER MILE **821** MILES MY POCKET  BLOG FORUMS

Teams View: My Teams ▾ The Mad Marathoners ▾ Options ▾

The Mad Marathoners

Our Training

						
Run 6mi @ 8'45/mi > SUN 16 SEP	Run 6mi @ 8'45/mi > MON 17 SEP	Run 6mi @ 8'45/mi > TUE 18 SEP	Run 6mi @ 8'45/mi > WED 19 SEP	REST > THU 20 SEP	Run 6mi @ 8'45/mi > FRI 21 SEP	Run 6mi @ 8'45/mi > SAT 22 SEP

Who we are > | Members 14 > | Training > | Challenges > | Team Chat (25) : Hey guys, there's a run on Satur...>

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MY RUNS CHALLENGES COMMUNITY GEAR & MUSIC SUPPORT

GLOBAL NIKE NAVIGATION