



How to Get Started?

1  Get the Gear

2  Join Nikeplus.com

3  Sync Your First Run

What Is Nike+?

Nike+ is the perfect social network for runners. Also it's the perfect tool to motivate you to:

- ✓ Loose weight
- ✓ Get fit
- ✓ Feel great
- ✓ Control your runs
- ✓ Make new friends.

To start using it you just need to follow the how to get started information available above.

Main Results

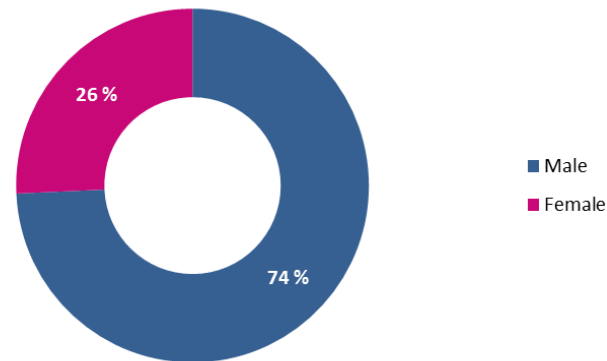


Fig 1. Gender

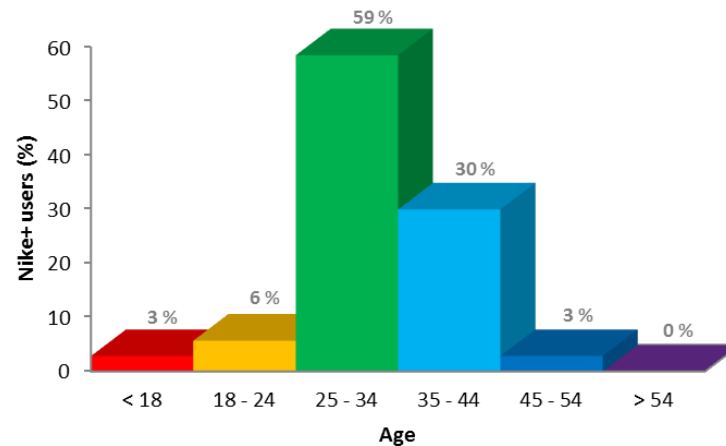


Fig 2. Age of the participants

TOTAL USERS 70

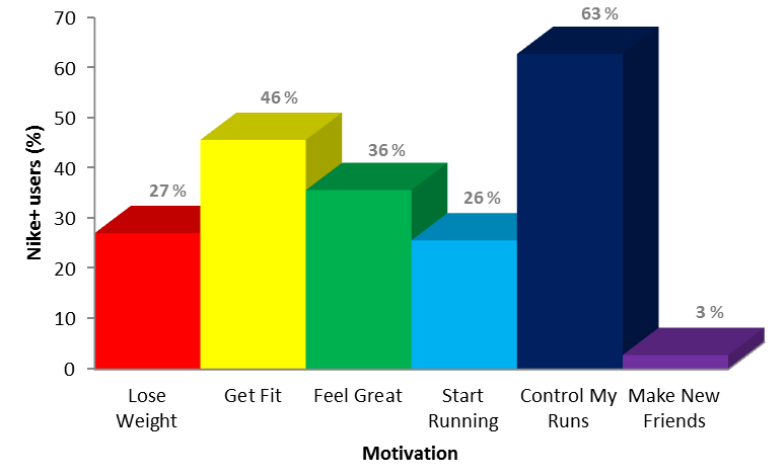


Fig 3. Motivation to use Nike+

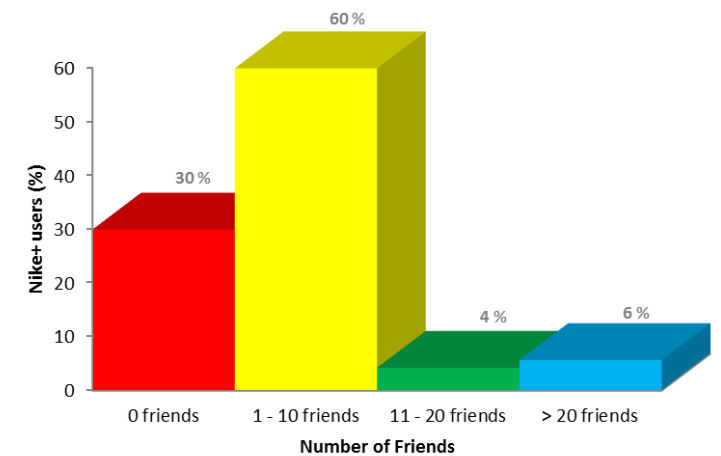


Fig 4. Number of Friends