

# USING QUANTITATIVE MEASURES AT HUMAN SCALE

*(using simple consumer tools)*

# AKA, MY EXTERNAL BRAIN



*hi!*



my location

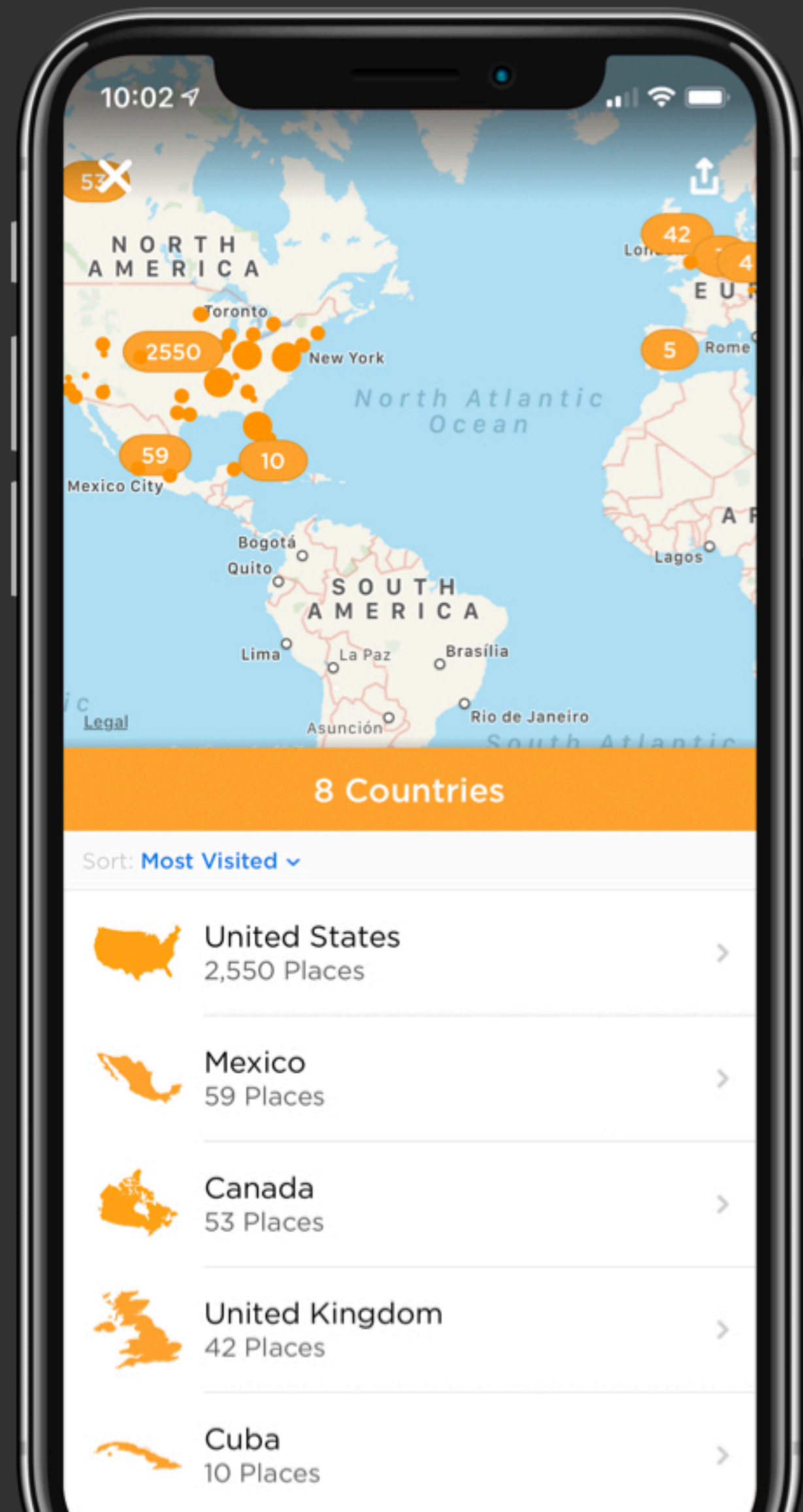


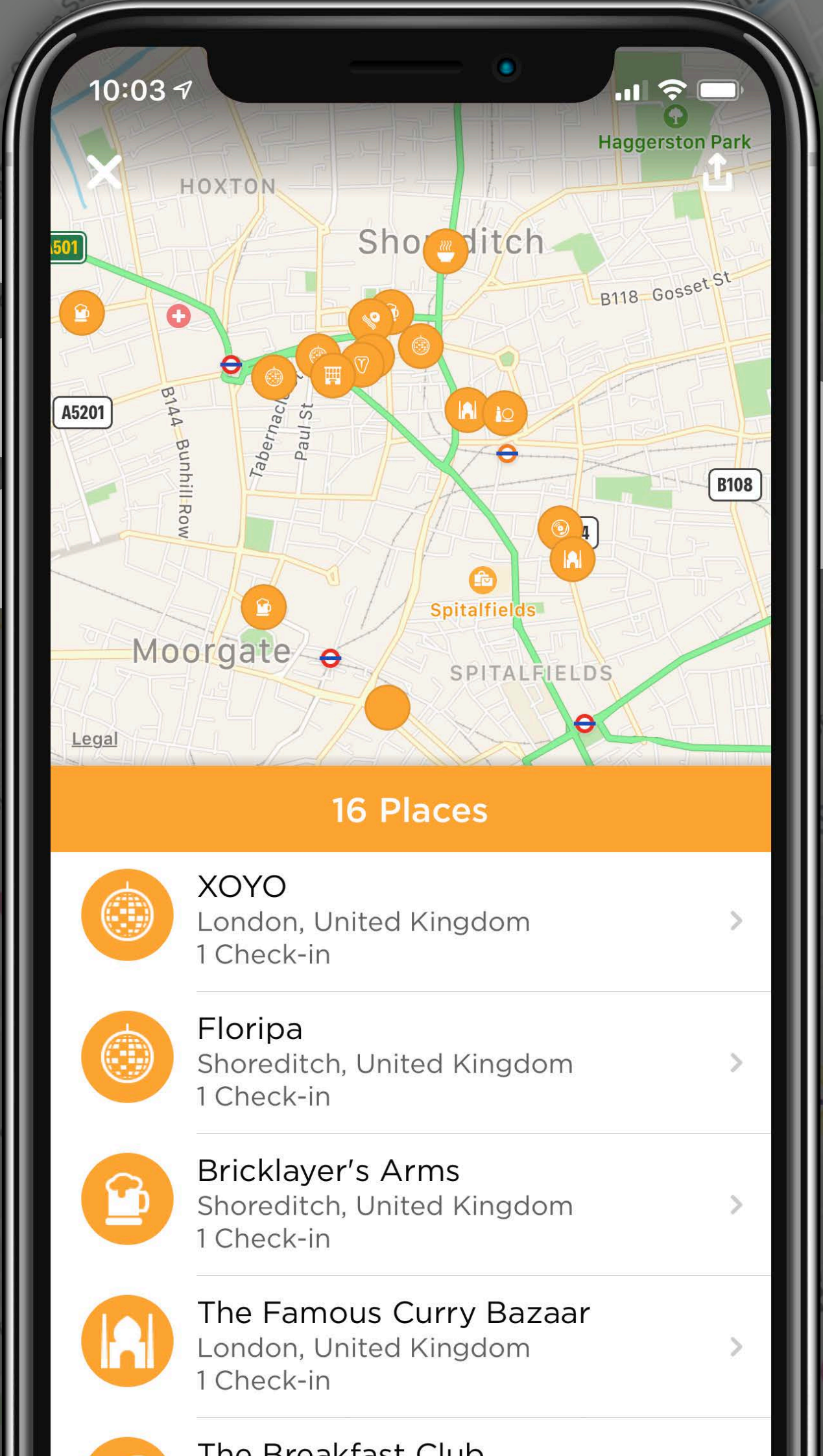
my fitness



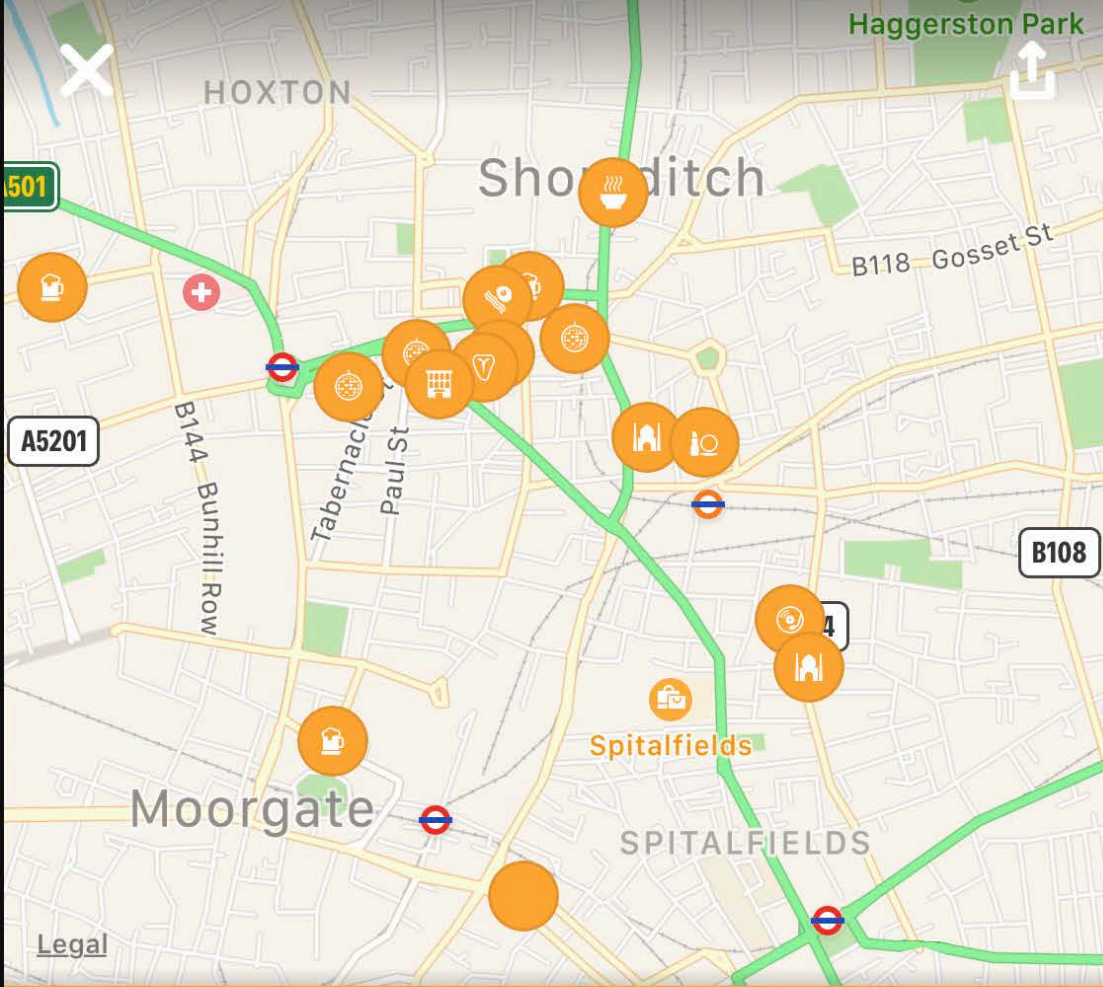
my car

# SWARM *(née FourSquare)*





10:03



### 16 Places



**XOYO**  
London, United Kingdom  
1 Check-in



**Floripa**  
Shoreditch, United Kingdom  
1 Check-in



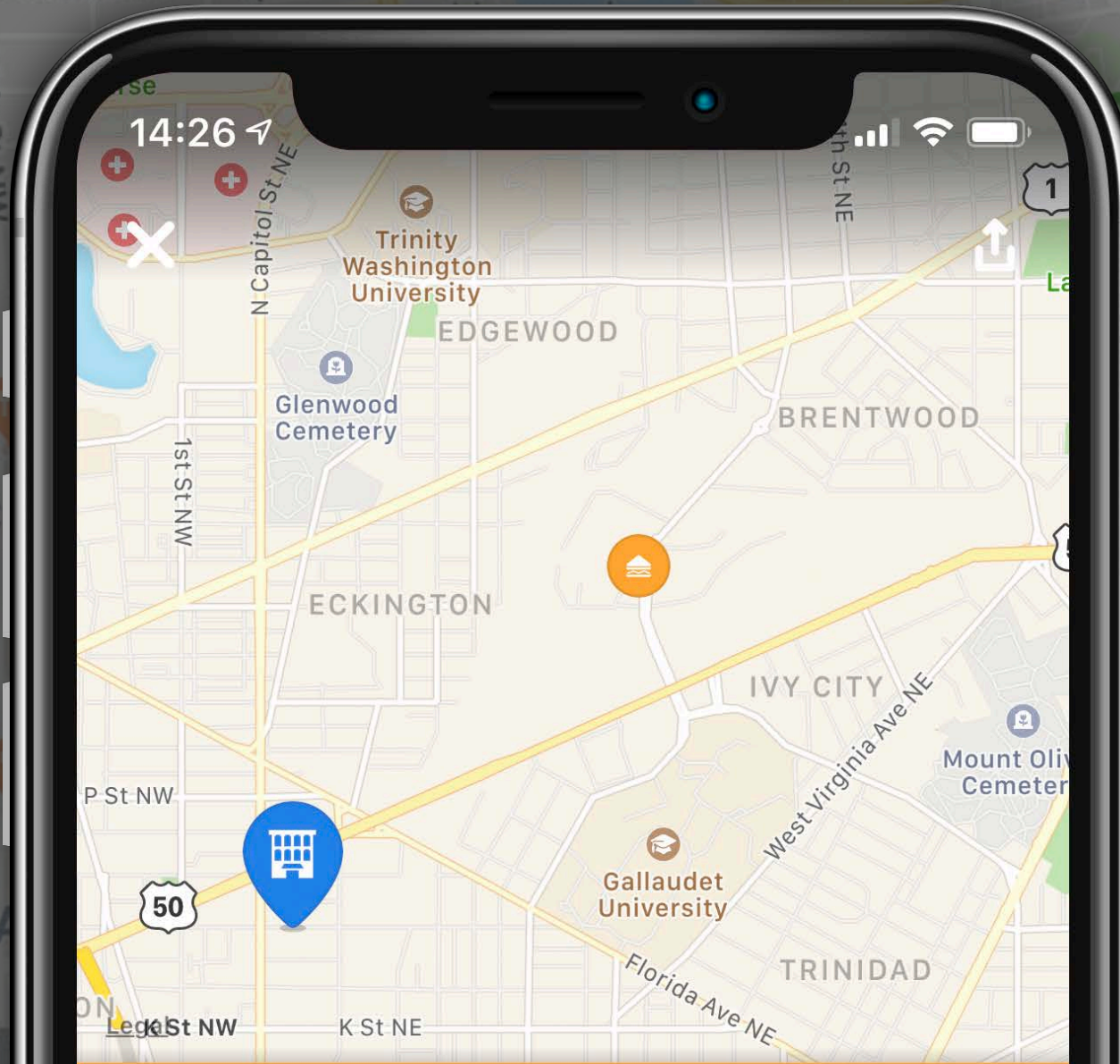
**Bricklayer's Arms**  
Shoreditch, United Kingdom  
1 Check-in



**The Famous Curry Bazaar**  
London, United Kingdom  
1 Check-in



**The Breakfast Club**



## 2 Places

Sort: **Most Visited** ▾

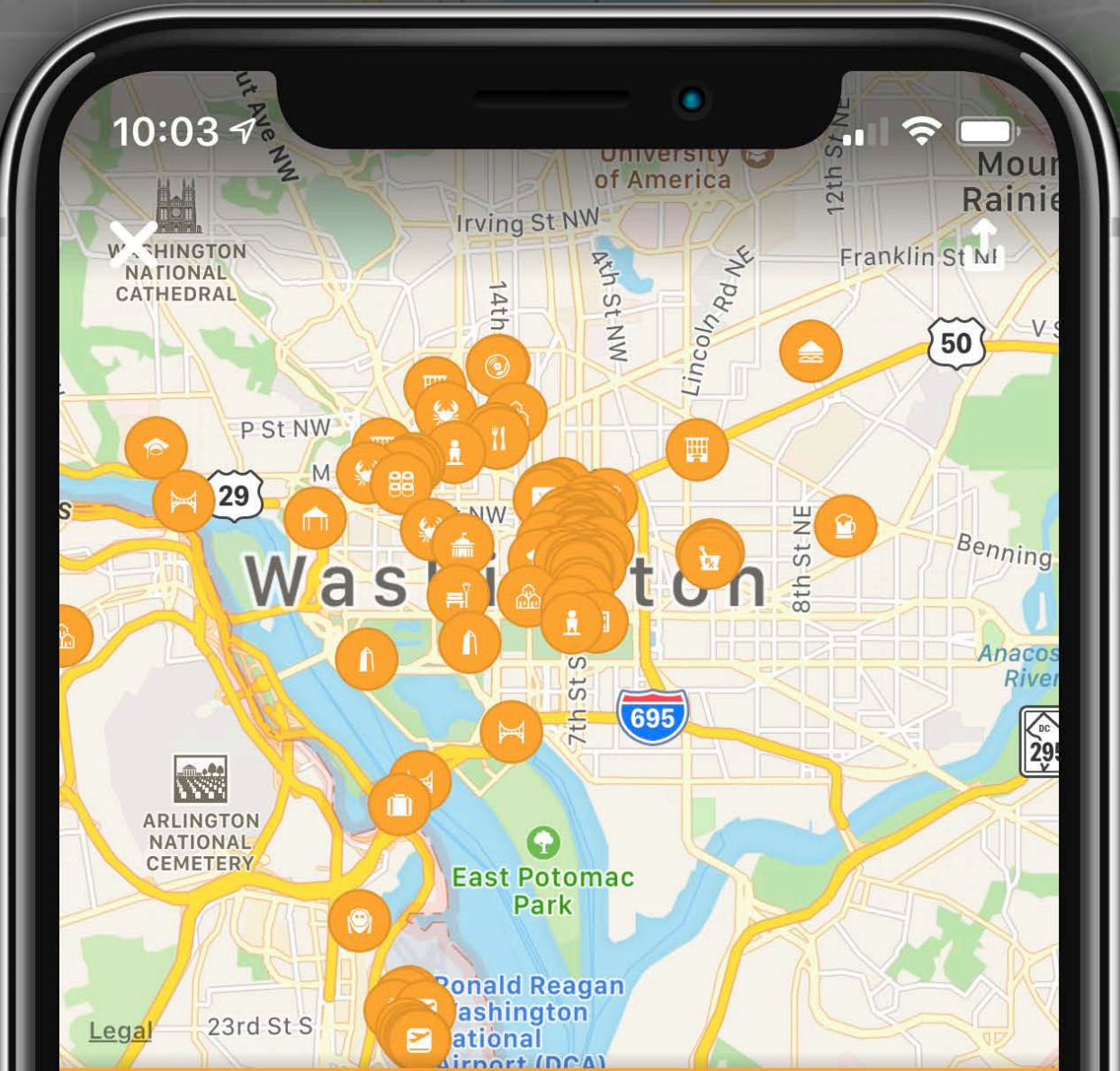


**Hyatt Place Washington DC/  
US Capitol**  
Washington, Washington, D.C.  
4 Check-ins







**MGM Roast Beef**  
Washington, Washington, D.C.  
1 Check-in

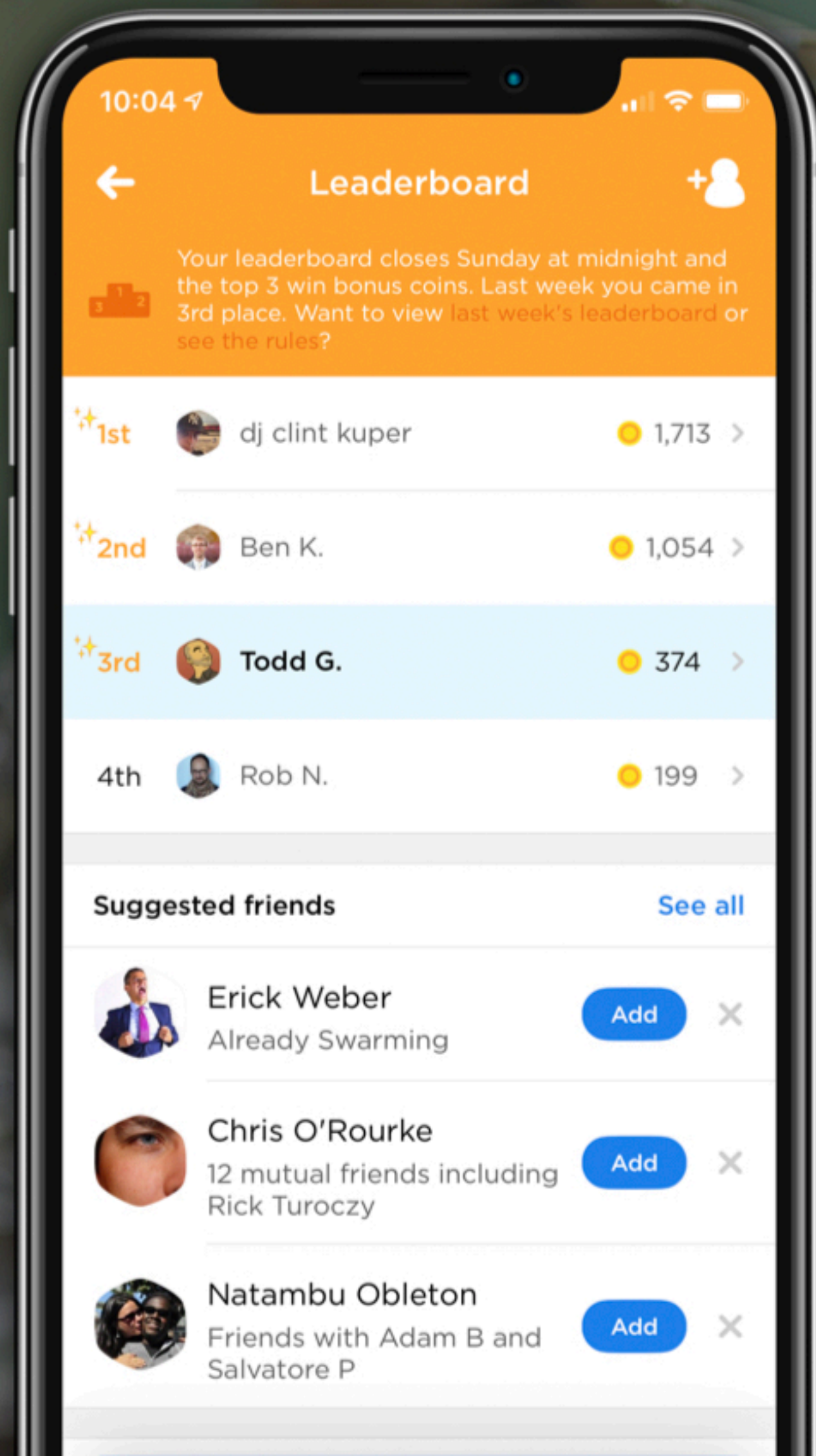




108 Places

Sort: **Most Visited** ▾

-  **Pod Hotel**  
Washington, Washington, D.C.  
18 Check-ins >
-  **Ronald Reagan Washington National Airport (DCA)**  
Arlington, Virginia  
17 Check-ins >
-  **The Henley Park Hotel**  
Washington, Washington, D.C.  
11 Check-ins >
-  **AARP Headquarters**  
Washington, Washington, D.C. >



10:04



## Leaderboard



Your leaderboard closes Sunday at midnight and the top 3 win bonus coins. Last week you came in 3rd place. Want to view last week's leaderboard or see the rules?

1st



dj clint kuper

1,713

2nd



Ben K.

1,054

3rd



Todd G.

374

4th



Rob N.

199

### Suggested friends

[See all](#)



Erick Weber

Already Swarming

Add



Chris O'Rourke

12 mutual friends including Rick Turoczy

Add



Natambu Obleton

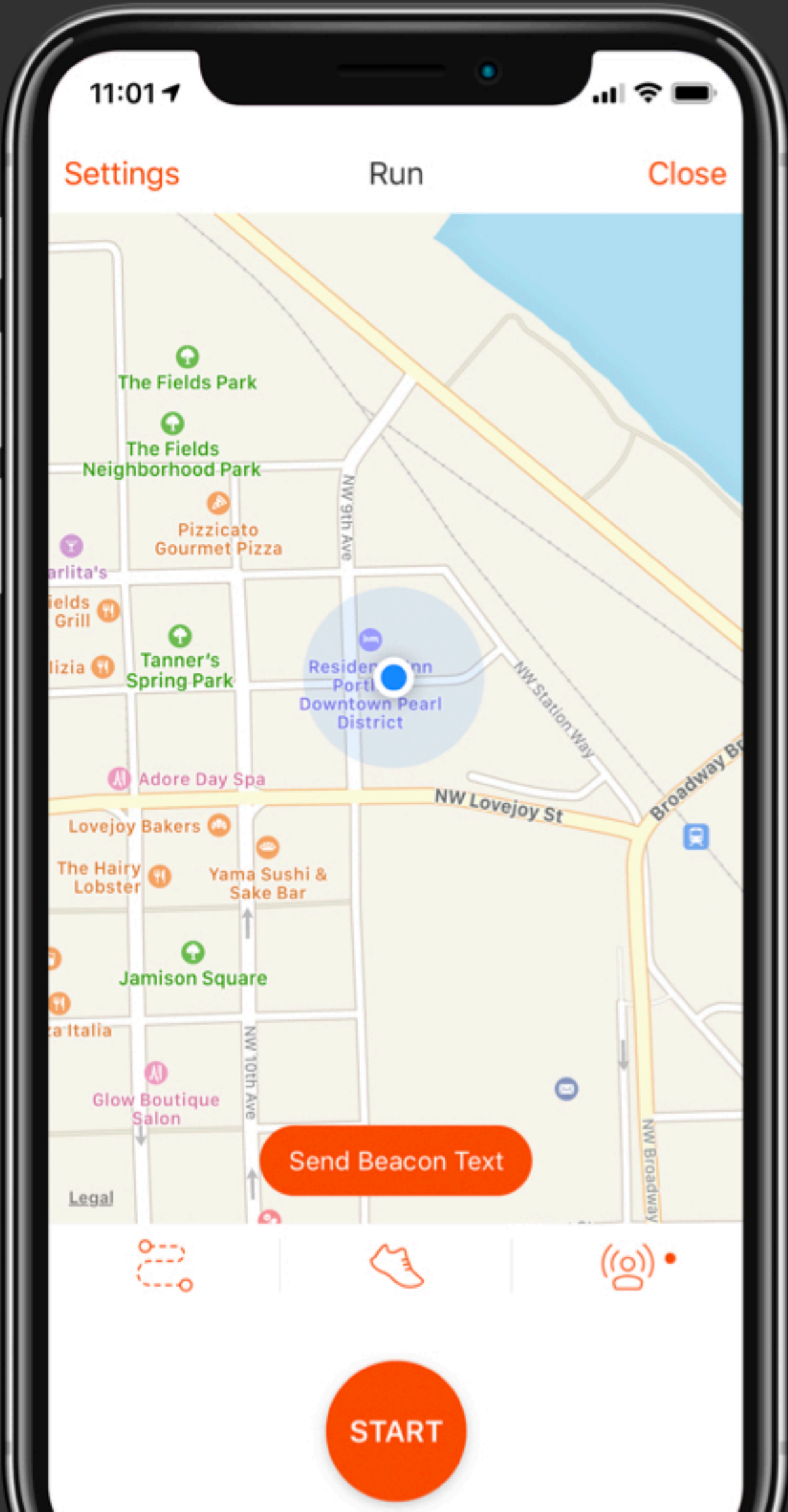
Friends with Adam B and Salvatore P

Add

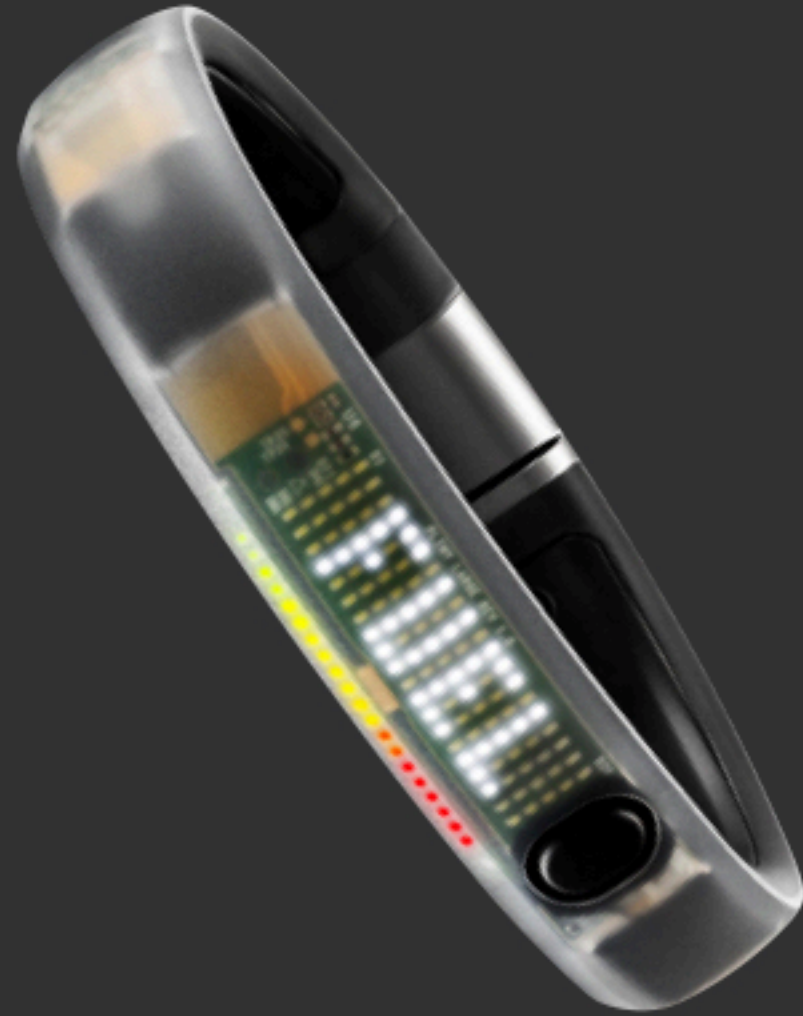




# STRAVA



# PASSIVE TRACKING OVER TIME



# Global Heatmap



## Heatmap Color

- Hot
- Blue
- Gray
- Red

## Activity Type

- All
- 🚲
- 👟
- 🌊
- ❄️

## Heat Opacity

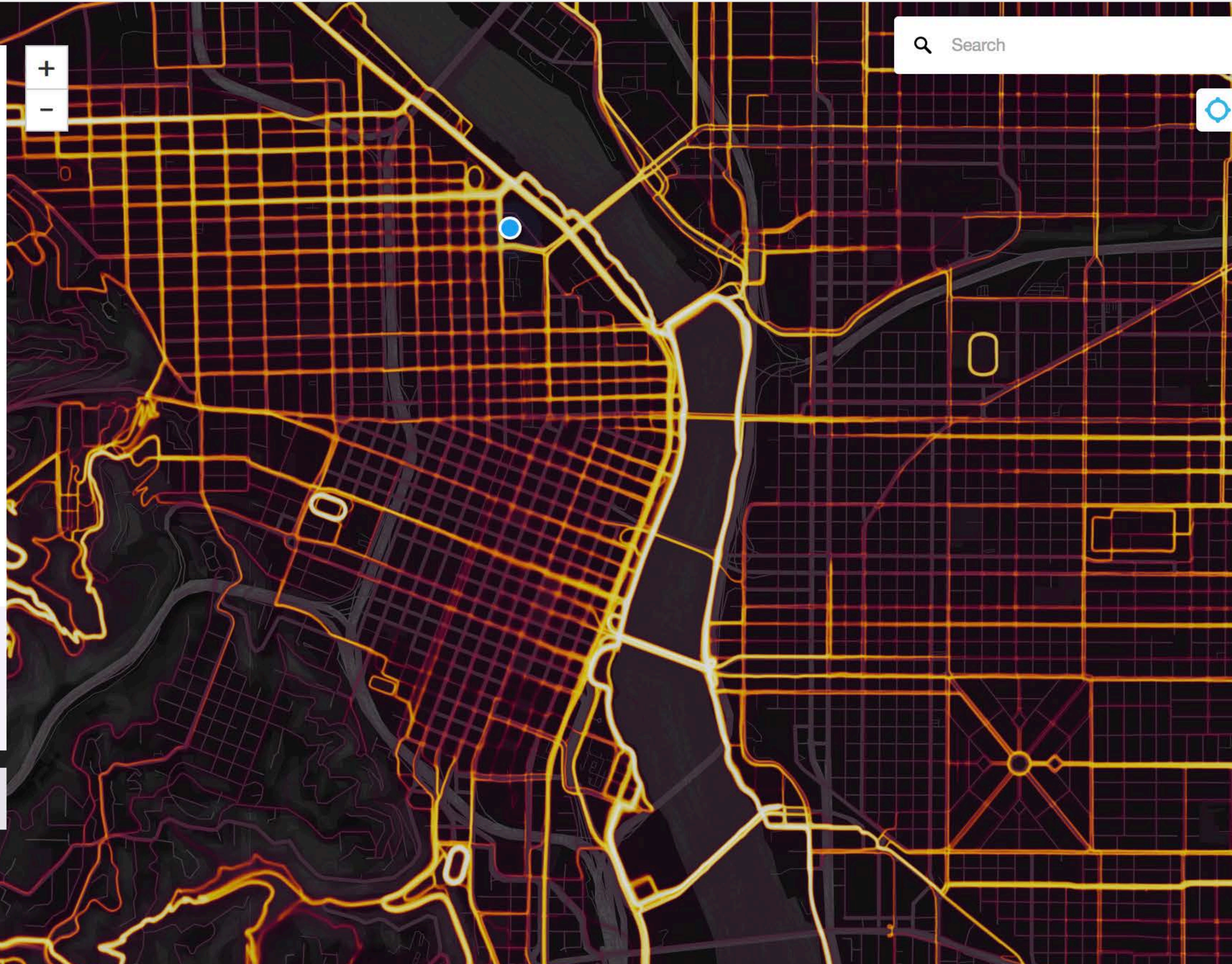
- 0%
- 40%
- 60%
- 80%
- 100%

## Layers

- Map
- Labels
- Satellite

[Discover](#) how the heatmap was built.  
[Learn](#) how Strava Metro can help your community.

[Learn about heatmap updates.](#)



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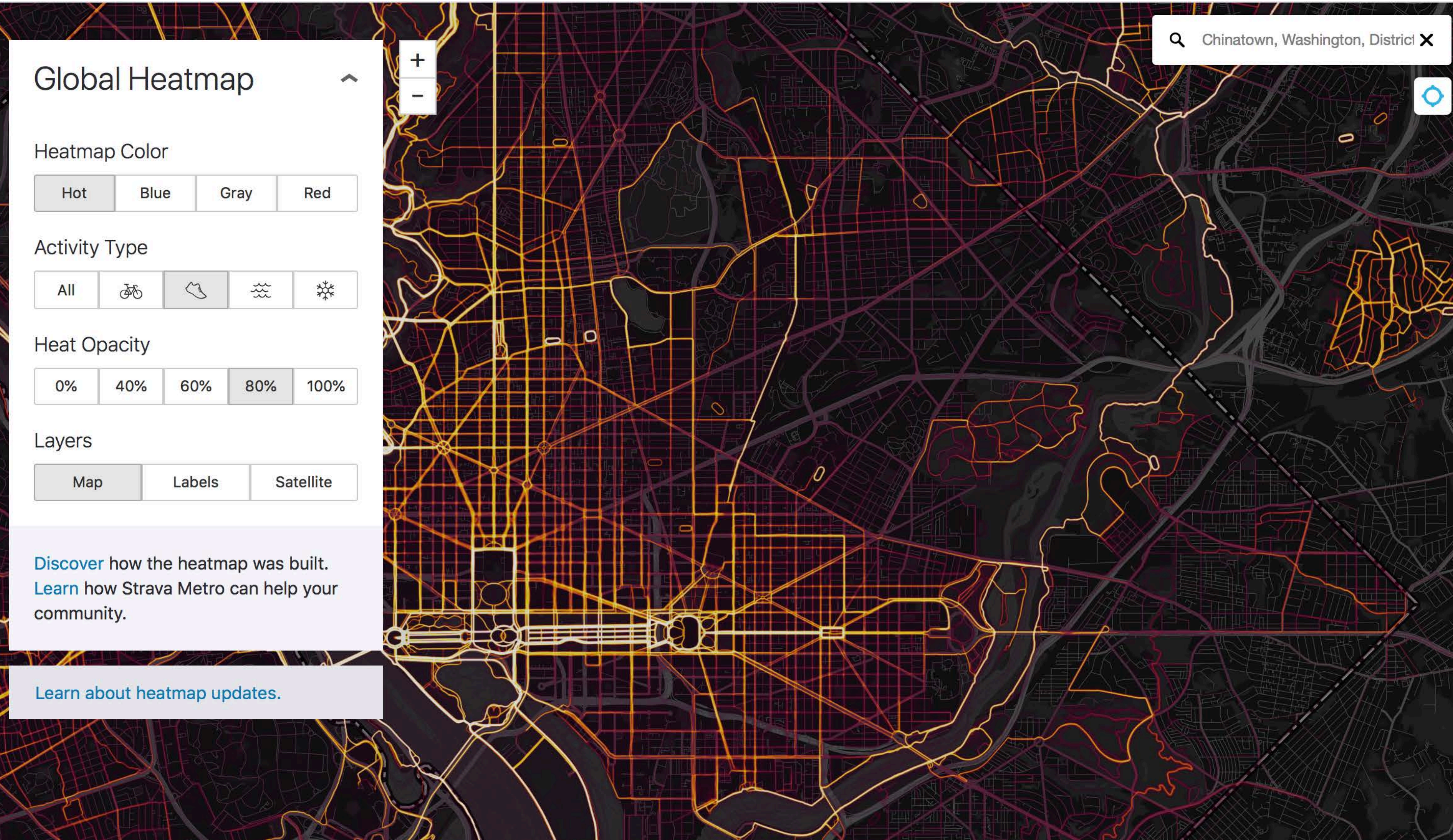
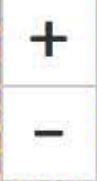
- 0%
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Overview

Analysis

- Pace Analysis
- Pace Distribution
- Heart Rate

Segments

Laps



Todd Greco – Run



7:27 PM on Thursday, June 14, 2018

Accidental hood run that connected the dots on past trips.

Add a description

With someone who didn't record?

Add Friends

STRAVA LABS View Flybys

4.25 mi **39:22** 9:16/mi **110**  
 Distance (?) Moving Time Pace Tough Relative Effort

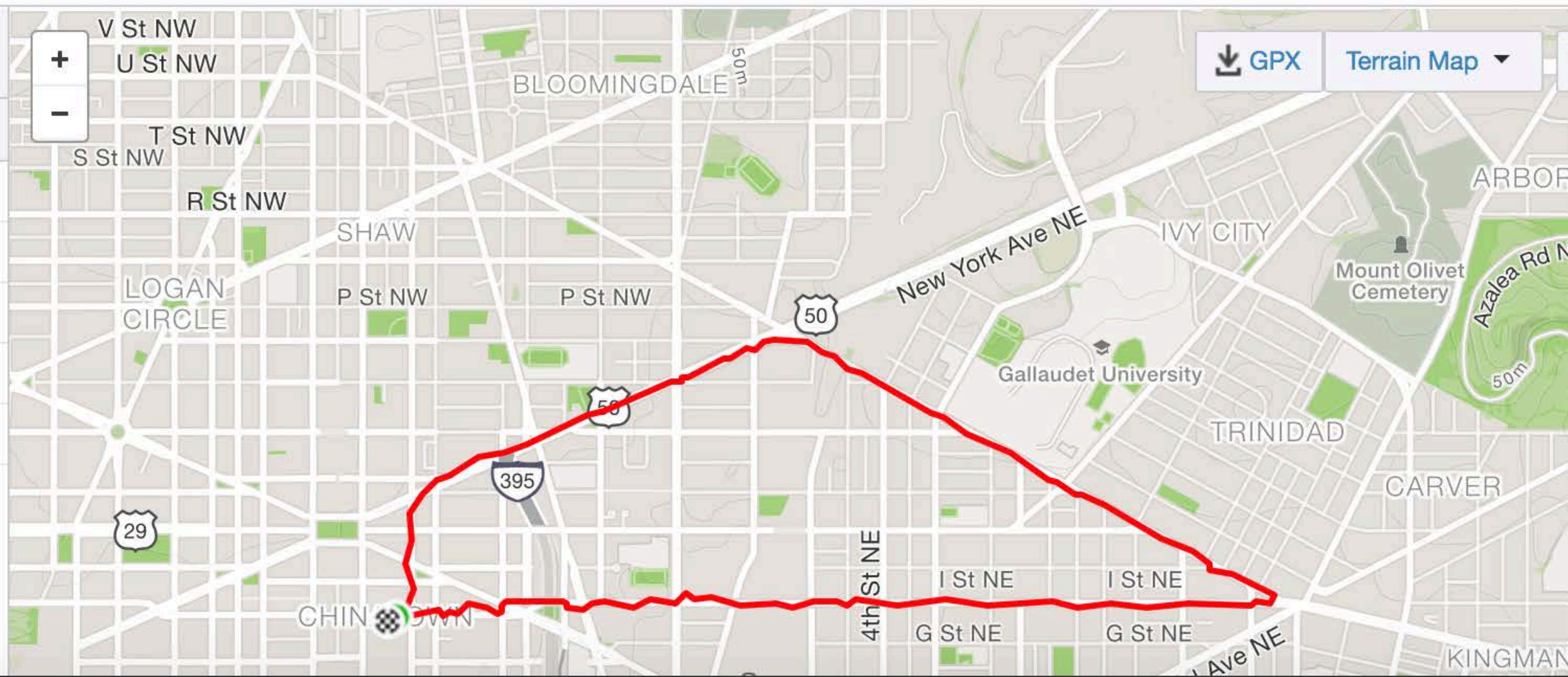
Elevation **112ft** Calories **623**  
 Elapsed Time **53:27**

Garmin Forerunner 235

Shoes: Nike Pegasus 34 Shield Nike Pegasus 34 (29.5 mi)

Splits

Mile	Pace	GAP	Elev
1	9:03 /mi	8:56 /mi	18 ft
2	9:03 /mi	9:00 /mi	-10 ft
3	9:28 /mi	9:30 /mi	-17 ft
4	9:46 /mi	9:41 /mi	13 ft
0.25	8:11 /mi	8:13 /mi	-3 ft



GPX Terrain Map



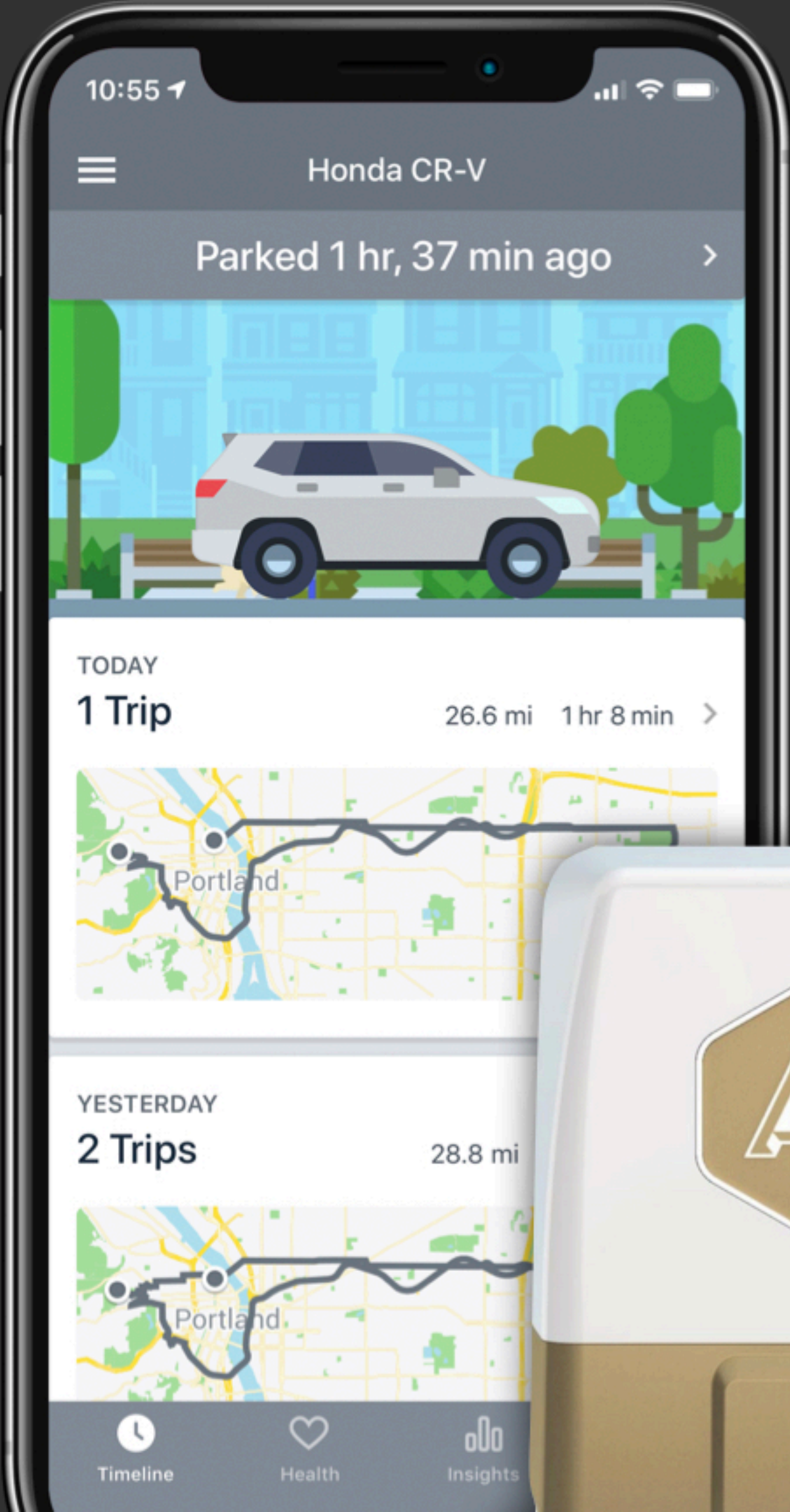
Walking Distance

1,881.67 km

TOTAL ACTIVITY

 Battles Won	5356
 Walking Distance	1,881.67 km
 Pokémon Caught	22145

# AUTOMATIC



13:26

Fill Ups

**25 fill ups logged**  
\$88.50 USD spent this month

NEARBY STATIONS    ADD FILL UP

HISTORY

	<b>Chevron</b> Wed, Sep 19, 07:50	<b>\$44.02</b> \$3.799 / gal
	<b>Chevron</b> Thu, Sep 13, 07:55	<b>\$44.48</b> \$3.799 / gal
	<b>Chevron</b> Tue, Aug 28, 08:26	<b>\$46.49</b> \$3.799 / gal

Timeline    Health    Insights    Glovebox

13:26

Last week

Distance    Duration    Speed    Fuel

Day	Fuel (gal)
M	29.7
T	13.5
W	28.0
Th	40.7
F	51.2
S	45.8
S	5.8

**214.8 mi**  
Week of Sep 10 - Sep 16

Longest trip  
**27.2 mi**

LONGEST TRIP

**A** 744 NW Macleay Blvd  
07:53

**B** 1020 NW 9th Ave  
09:00

13:26

Last week

Distance    Duration    Speed    Fuel

Day	Average mpg
M	19.1
T	14.8
W	18.6
Th	17.0
F	18.0
S	17.8
S	19.9

**17.8 mpg average**  
Week of Sep 10 - Sep 16

Fuel consumed    Fuel cost (approx)  
**11.7 gal**    **\$41.58**

MOST EFFICIENT TRIP

**A** 744 NW Macleay Blvd  
08:44

**B** 1910 Northeast 30th Avenue  
09:00

Timeline    Health    Insights    Glovebox



13:46



Check Engine Light



## No issues detected

The check engine light warns you of issues that could affect your vehicle's performance.

[CHECK ENGINE LIGHT FAQ](#)



### No active trouble codes

Trouble codes help you identify issues reported by the vehicle



my location



my fitness



my car



memory



serendipity



peace of mind



Todd Greco  
Creative Director  
Data Enthusiast  
Professional Mercenary

 @mrballistic