



# Experience in/as a Platform

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Cornell University



Be in tune with your body. HEART RATE SENSOR

SAMSUNG



Gear

Try Life powered by Samsung GALAXY S5

\* This product is not intended to be used as a medical device, nor is it intended to be used for the prevention or diagnosis of disease or other conditions.

SIGNTEX

KG 15 27

# SENSORS

# PROCESSING

# FEEDBACK

**Data Recorder and Beacon Accessory**  
captures images of food consumed.

**Earpiece**  
records eating behavior through jaw movement.

**Heart Rate Monitor**  
senses exercise through elevated heart rate.

**Fit4Life iPhone App**  
collects and processes data from sensors, evaluates progress according to Fit4Life plan, and schedules feedback.

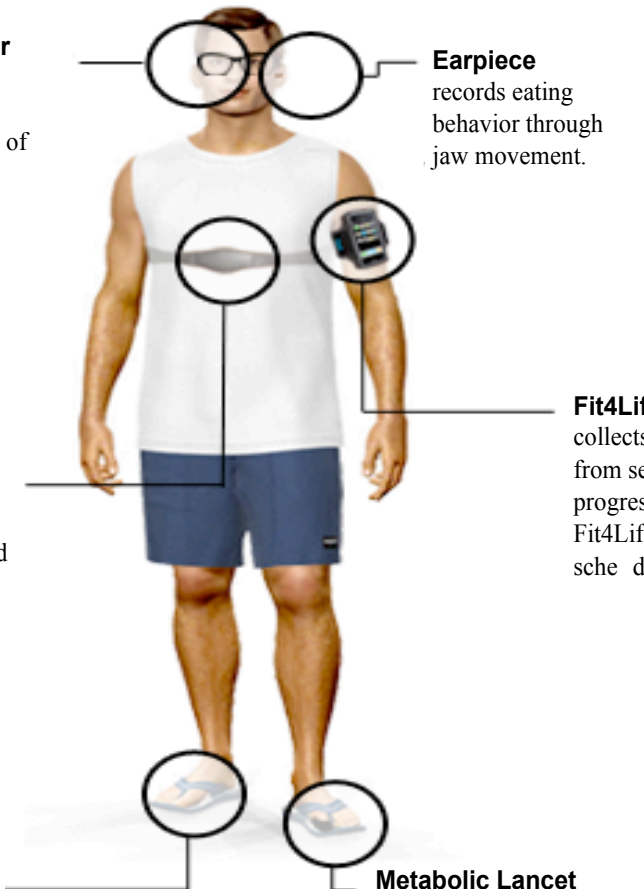
**Thinsert**  
measures body weight through footwear insert.

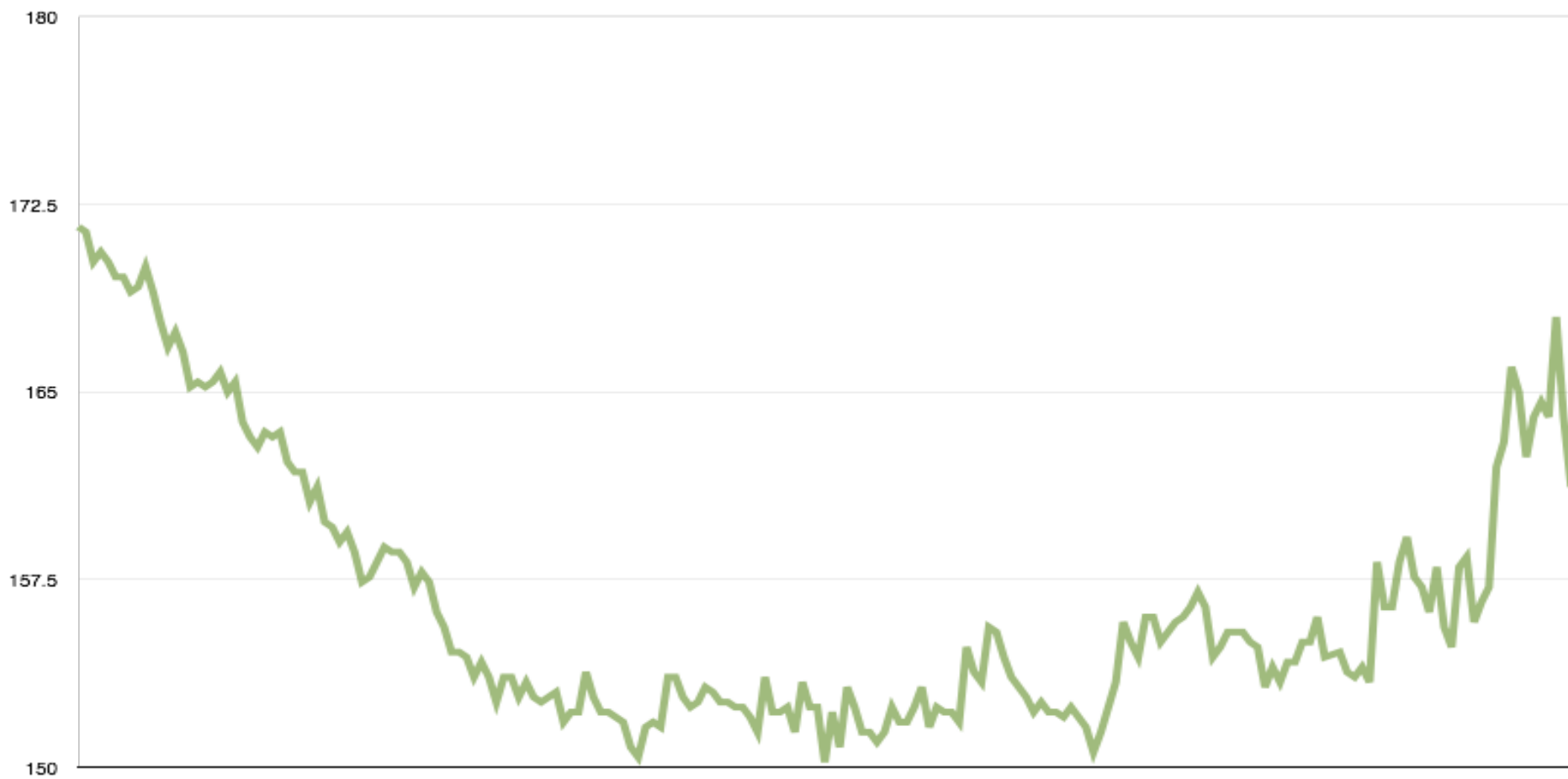
**Metabolic Lancet**  
extracts and analyzes blood from the toe.

**Data Recorder and Beacon Accessory**  
blinks to elicit help from others in sticking to Fit4Life plan.

**Earpiece**  
provides information and advice based on individual behavior.

**Social Network Integration**  
posts messages to social media sites celebrating progress and eliciting encouragement when necessary.







## The New York Times Magazine

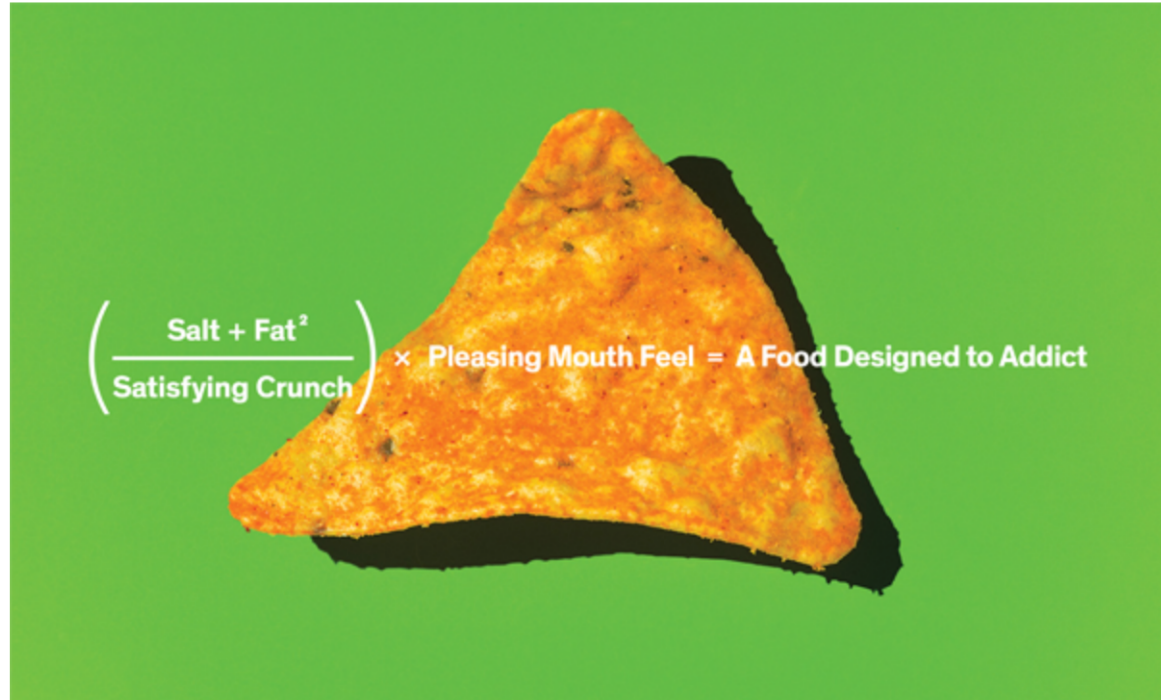
February 24, 2013

**'I Feel So  
Sorry  
for the  
Public'**

Robert L. Lin, former chief scientist for Frito-Lay

Inside the hyperengineered,  
savagely marketed, addiction-creating battle for  
American 'stomach share.' BY MICHAEL MOSS

## The Extraordinary Science of Addictive Junk Food



Grant Cornett for The New York Times

By MICHAEL MOSS

Published: February 20, 2013 | 1347 Comments

On the evening of April 8, 1999, a long line of Town Cars and taxis pulled up to the Minneapolis headquarters of Pillsbury and discharged 11 men who controlled America's largest food companies.

f FACEBOOK

t TWITTER

+ GOOGLE+

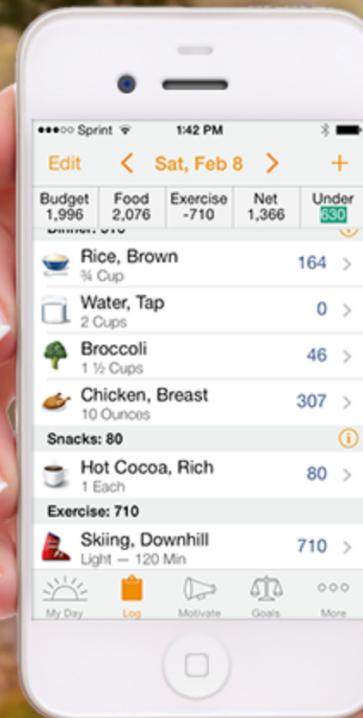
**Lose It!**[Home](#)[How It Works](#)[Get Lose It!](#)[Premium](#)[Bluetooth Scale](#)[Sign In](#)

# Weight loss that works

Forget about past diet failures, the road to weight loss success starts here. Lose It! helps you make the small, manageable changes that lead to big results.

[Start Losing It!](#)

Existing users [sign in](#)





## Earned Badges



**Welcome Aboard** – You activated your account on Lose It! Welcome aboard! 01/29/2012



**Lose It!** – You have logged your first weight loss. 01/30/2012



**Ten Pound Club** – You have lost more than 10 pounds! 03/08/2012



**Goal Achieved** – You have completed a plan successfully! 03/17/2012



**Tea Time** – Tea powered motivation brought to you by [SPLENDA® ESSENTIALS® No Calorie Sweetener Products](#). 02/29/2012



**Premium** – Thank you for upgrading your Lose It! account – we hope you enjoy the premium features! 10/28/2012



**On Track 1 Week** – You have been on track to meet your goal for 1 week! 11/02/2012



**On Track 2 Weeks** – You have been on track to meet your goal for 2 weeks! 12/17/2012



**Smooth Sailing** – You have maintained for 2 weeks! 10/27/2012



**Keep It Up!** – You are still here after 3 days! Keep it up! 01/29/2012



**Regular** – You have logged every day for at least 2 weeks! 01/29/2012



**Dedicated** – You have logged every day for at least 4 weeks! 02/07/2012



**On Track 4 Weeks** – You have been on track to meet your goal for 4 weeks! 02/19/2013



**On Track 8 Weeks** – You have been on track to meet your goal for 8 weeks! 03/28/2013



**Committed** – You have logged every day for at least 8 weeks! 03/06/2012



**Unstoppable** – You have logged every day for at least 16 weeks! 11/02/2012



**Hardcore** – You have logged every day for at least 26 weeks! 06/26/2012



**Die Hard** – You have logged every day for at least 52 weeks! 01/08/2013



**Exercise Bu!** – You have exercised 3 times a week for at least 2 weeks! 01/29/2012



**Exercise Hound** – You have exercised 3 times a week for at least 4 weeks! 02/03/2012



**Exercise King** – You have exercised 3 times a week for at least 8 weeks! 07/04/2012



**Bag-o-veggies** – You've eaten more than an entire grocery bag full of veggies! 10/27/2013



**Veggie Shopping Cart** – You've eaten a whole shopping cart of



**Car Trunk of Veggies** – You could fill a car trunk with all the veggies



**Green Giant** – Your appetite for veggies rivals the Green Giant



**Happy Chef** – You have shared a custom food or recipe with a Lose It!

## Next Badges



**Twenty Five Pound Club**



**Rock Steady**



**Monumental**



**Exercise Idol**





Tue, Oct 1

Cycling191Cal

Walking5,052steps

Home

8:53Cycle 14 min

9:06Fitness SF OaklandWalking 31 min

10:22Cycle 7 min

10:29Walk 5 min

10:33Cycle 4 min

10:37

Home

11:57Cycle 3 min

12:00 PM

12:14Piedmont Grocery

12:17Walk 3 min

12:19Cycle 2 min

Home

5:33Transport 11 min

5:44The Home DepotWalking 7 min

6:00Transport 15 min

6:15

HomeWalking 7 min

moves-app.com

Weight

I have lost 8.6 pounds so far

171.6

163

Jun 2012

Nov 2012

Apr 2013

Oct 2013

My goal weight is 157 pounds

My plan is to lose 1 pound per week

My daily calorie budget is 1,908 calories

Modify Program

Record Today's Weight

Last updated 5 days ago

My Day

Log

Motivate

Goals

More

Edit

Tue, Oct 8

+

Budget1,908

Food1,686

Exercise-149

Net1,536

Under372

Dinner: 865

Chicken, Broiler/Fryer49

Broccoli, Florets25

Cauliflower, Florets25

Pumpnickel120

Peanut Butter, Natural200

Turkey, Oven Roasted38

Snacks: 289

WF Almonds190

Cookie, Oatmeal Raisin82

My Day

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Cycling, transport

August 28, 2013 at 3:41 PM

Cycling, transport

DISTANCE6.17 miles

AVG. SPEED13.0 mph

CALORIES285 kcal

AVG. HEART RATE- bpm

MIN. ALTITUDE29 ft

DURATION28:28

MAX. SPEED19.9 mph

HYDRATION18.9 fl. oz

MAX. HEART RATE- bpm

MAX. ALTITUDE115 ft

Map

3

2

4

1

5

6

My Day

Log

Motivate

Goals

More

Dashboard

Sleep

Wednesday, Oct 2, 2013

Sleep Pattern

10:50 PM

5:45 AM

Restless

Awake

LOGGED SLEEP

10:50 PM – 5:45 AM

0 mins awake (0x)

22 mins restless (14x)

6 h 25 mins

Thursday, Oct 3, 2013

Oct 4, 2013 at 8:07 AM

8,273 steps

3.76 miles

11 floors

16 active minutes

2,414 calories burned

Dashboard

Friends

Account

Mon, Jun 17

Walking3.8mi

Running39Cal

Holiday Inn

Walk 8 min

GreenStar Oasis

Walk 12 min

Green @ Commons TCAT

Transport 3 min

Transport 12 min

Transport 6 min

Department of Information Science

Walk 5 min

Collegetown Bagels

Transport 6 min

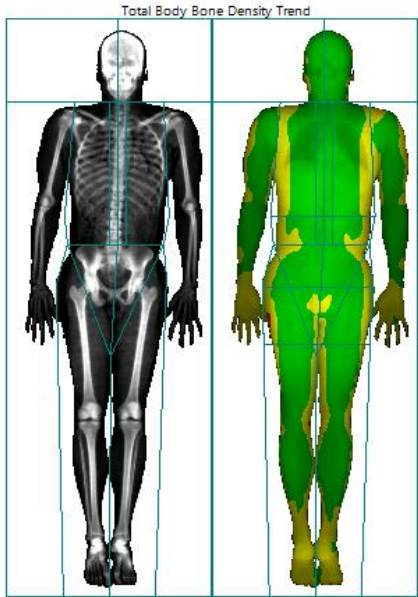
Walk 11 min

Holiday Inn

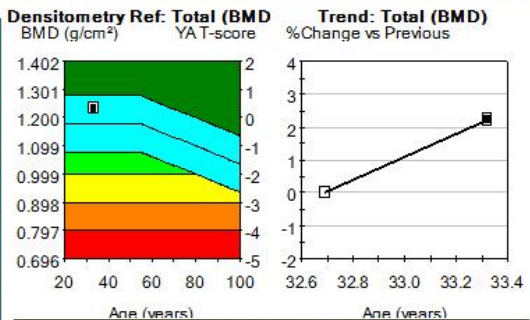
Walk 19 min

Phoebe's

**Patient:** Williams, Kaiton  
**Birth Date:** 11/07/1979 33.3 years  
**Height / Weight:** 68.0 in. 161.0 lbs.  
**Sex / Ethnic:** Male White  
**Facility ID:**  
**Referring Physician:** Follow Up  
**Measured:** 03/04/2013 1:07:55 PM (14.10)  
**Analyzed:** 03/04/2013 1:08:01 PM (14.10)



**Color Mapping (%Fat)**  
 Low Medium High  
 75% 80%



Densitometry (Enhanced Analysis)			
Region	<sup>1</sup> BMD (g/cm³)	<sup>2</sup> Young-Adult T-score	<sup>3</sup> Age-Matched Z-score
Head	2.352	-	-
Arms	0.835	-	-
Legs	1.340	-	-
Trunk	1.049	-	-
Ribs	0.907	-	-
Spine	1.106	-	-
Pelvis	1.170	-	-
Total	1.237	0.4	0.6

Trend: Total (Enhanced Analysis)				
Measured Date	Age (years)	<sup>1</sup> BMD (g/cm³)	Change vs Previous (g/cm³)	Previous (%)
03/04/2013	33.3	1.237	0.027	2.2
07/16/2012	32.6	1.210	-	-

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**BODY COMPOSITION (Enhanced Analysis)**

Region	<sup>1</sup> Tissue (%Fat)	Region (%Fat)	<sup>1</sup> Tissue (lbs)	<sup>1</sup> Fat (lbs)	<sup>1</sup> Lean (lbs)	BMC (lbs)	Total Mass (lbs)
Arms	18.0	17.2	19.6	3.5	16.1	0.9	20.5
Arm Right	17.6	16.8	9.5	1.7	7.8	0.5	10.0
Arm Left	18.3	17.5	10.1	1.9	8.2	0.5	10.6
Legs	16.9	16.1	49.5	8.4	41.1	2.3	51.8
Leg Right	16.7	15.9	25.2	4.2	21.0	1.2	26.4
Leg Left	17.1	16.3	24.3	4.2	20.1	1.1	25.4
Trunk	18.4	17.9	74.5	13.7	60.8	1.9	76.4
Trunk Right	18.2	17.8	37.3	6.8	30.5	1.0	38.3
Trunk Left	18.5	18.1	37.2	6.9	30.3	0.9	38.1
Android	17.7	17.5	10.4	1.8	8.6	0.1	10.5
Gynoid	16.7	16.3	23.7	4.0	19.8	0.6	24.3
Total	18.0	17.3	153.2	27.6	125.6	6.4	159.6
Total Right	17.8	17.1	75.7	13.5	62.2	3.1	78.8
Total Left	18.2	17.5	77.5	14.1	63.4	3.2	80.7

**FAT MASS RATIOS**

Trunk/ Total	Legs/ Total	(Arms+Legs)/ Trunk
0.50	0.30	0.87

**Estimated Visceral Adipose Tissue:**

Volume	Mass
11.12 in³	0.38 lbs

Image not for diagnosis  
 Printed: 03/04/2013 1:19:30 PM (14.10)100:0.19:153.85:15.6 0.00:-1.00  
 2.40:3.04 11.8.%Fat=18.0%  
 0.00:0.00 0.00:0.00  
 Filename: yem5jm4i7g.meb  
 Scan Mode: Standard 3.0 µGy

1 - Statistically 68% of repeat scans fall within 1SD ( $\pm 0.010$  g/cm³ for Total Body Total)  
 2 - USA (Combined NHANES/OMICS/Lunar) (ages 20-40) Total Body Reference Population (x113)  
 3 - Matched for Age, Weight (males 25-100 kg), Ethnic

1 - Statistically 68% of repeat scans fall within 1SD ( $\pm 0.4$  % Fat,  $\pm 0.33$  lbs. Tissue Mass,  $\pm 0.62$  lbs. Fat Mass,  $\pm 0.68$  lbs. Lean Mass for Total Body Total)  
 Filename: yem5jm4i7g.meb

Edit

< Mon, Oct 6 >



Budget  
2,389

Food  
—

Exercise  
—

Net  
—

Under  
2,389

No foods or exercises have  
been recorded yet today.



My Day



Log



Motivate



Goals



More













*Yesterday, after the gym, the scale showed 152.0 lbs and 15% body fat. My weight has been hovering from 150 to 152 but with the fat level, it's safe to say this is the trimmest I've ever been. It's frightening to now reflect on what I carried around on my frame before. The task is now to keep keeping this weight off and to cement my progress with a good workout regimen. It's going to be a long fight but hopefully a happy one*

*This is the weekend that I became aware of, and seemingly a victim of, anterior pelvic tilt. The exercises to correct this have begun. Like many conditions, I doubt if I have it, though it would explain a great deal. And, as I've learned about other conditions, learning that you have something becomes an exhausting ride towards fixing it*

*“not till we are completely lost...not till we  
have lost the world, do we begin to find  
ourselves, and realize where we are and the  
infinite extent of our relations”*



*I've been invited to speak at a QS conference about my conflicted self-tracking experience. I'm conflicted about this---speaking to people who know far more than I would. At the same time, it seems only natural.*



Quantified Self  
self knowledge through numbers

*“It matters little to me that these questions [of the everyday] should be fragmentary, barely indicative of a method, at most of a project. It matters a lot to me that they should seem trivial and futile: that's exactly what makes them just as essential, if not more so, as all the other questions by which we've tried in vain to lay hold on our truth.”*