

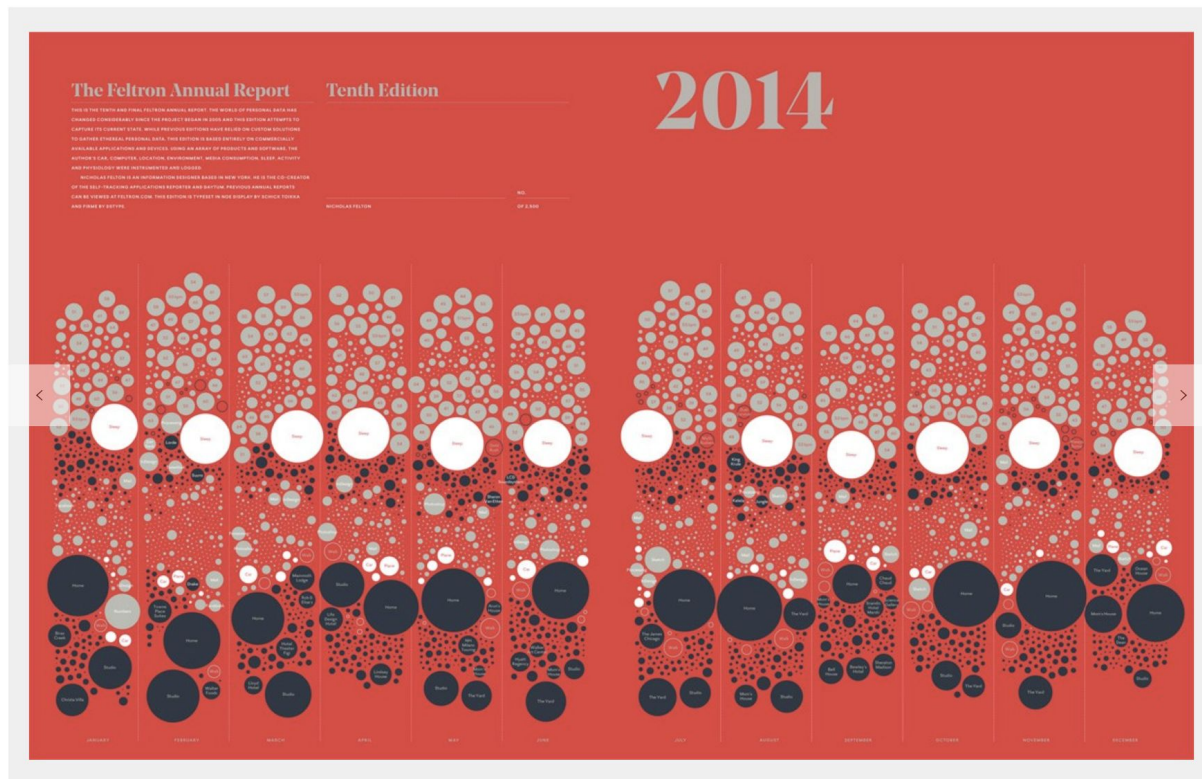
If you could track one piece of **data** throughout your life,
what would it be?

discussion question one



MARGARET RHODES DESIGN 10.19.15 08:00 AM

THIS GUY OBSESSIVELY RECORDED HIS PRIVATE DATA FOR 10 YEARS



Nicholas Felton

designer, entrepreneur, and artist

Biography

Nicholas Felton is a designer, entrepreneur and artist whose work focuses on **translating** **quotidian data** into **meaningful objects and experiences**.

“If projects don’t fit that description, I’m not interested in them.” – [eyeo 2017, art vs. product](#)

Graphic designer by trade, art (artist), entrepreneur (product)



STATES VISITED

CA / OR / TX / NY / NJ

FLIGHTS

18

AVERAGE DISTANCE

3,310

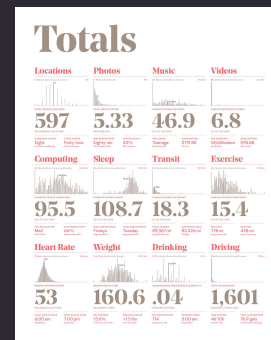
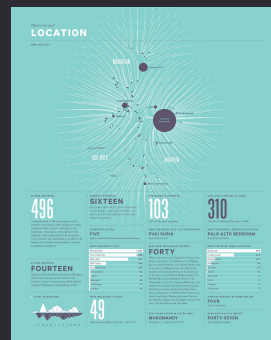
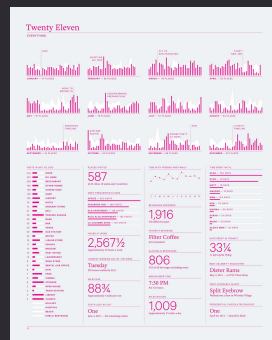
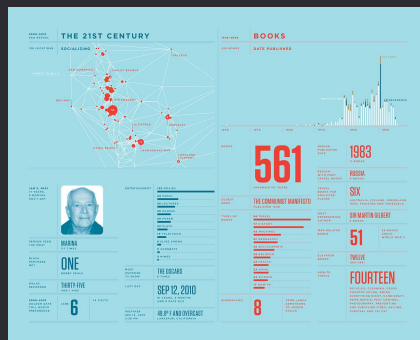
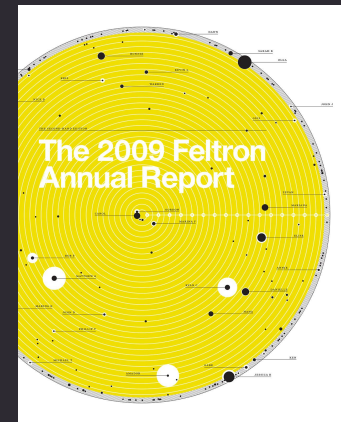
AIRMILES TRAVELLED

59,572

25% DISTANCE FROM EARTH TO THE MOON

DAYS SPENT ABROAD

Country	Days
U.S.A.	4
INDONESIA	6
S.AFRICA	3
INDONESIA	5
SPAIN	8
DE.	6
CANADA	11



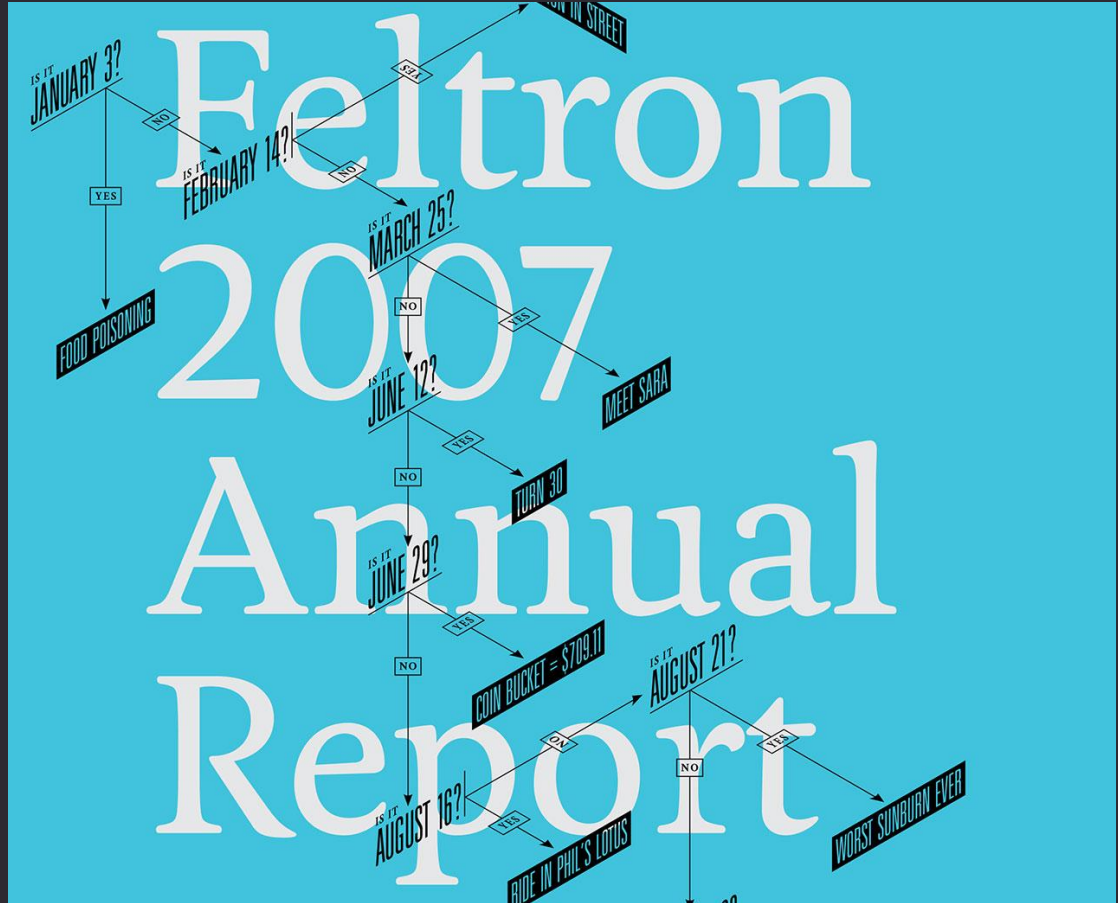
“I think 10 is a great number to stop on. If I go to 11 it feels like I’m committing to 20.”

– This Guy Obsessively Recorded His Private Date for 10 Years, Wired (2015)

Tools

Processing to generate charts
+ **Adobe Suite** to layout

Moves app, Instagram, camera roll, Ski tracks for skiing, Netflix, Rescue Time, iTunes, Basis (heart rate), Withings Scale (weight), Lapka monitor (blood alcohol), Automatic tracker (driving behavior), FitBit, Nike FuelBand



“Certainly, **recording conversations** was the most onerous. It was the only one where I’ve found myself doing the mental math about how much longer I have to do this. It was definitely worth it, because it was such a novel and interesting data set to collect, but I definitely wondered at times if I could keep it up for another year.”

– This Guy Obsessively Recorded His Private Data for 10 Years, Wired (2015)

Even if you wouldn't do this kind of **personal data tracking** yourself, what value do you see in it?
If you don't see any, why?

Facebook Timeline

Between You and Mark Zuckerberg

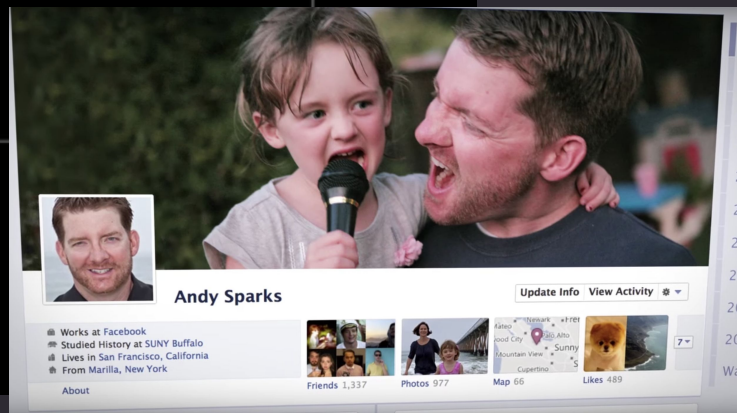
Mark Zuckerberg January 6 at 8:39pm Report

Hey Nicholas,

I know you're building a startup in NY, but I'd love to meet you and see if there's a way for us to work together. Let me know if you're ever out in Palo Alto.

Reply:

Attach:



“His work was a **huge inspiration** on a lot of the big ideas that we presented today,” Facebook VP of product Christopher Cox said yesterday.

Timeline is the same basic conceit, except the data at hand has become pictures, musical tastes, movies, and whatnot.

– How Infographics Guru Nicholas Felton Inspired Facebook’s Timeline, [Fast Company](#) (2011)

What do you think resonated with Felton's design style? Its **simplicity** and **clarify**? Why did it work well for designing Facebook's timeline?

Daytum > Reporter App

DAYTUM

USER NAME:

PASSWORD:

Sign in (☐ REMEMBER ME ON THIS COMPUTER)

HELLO...


DAYTUM HELPS YOU COLLECT, CATEGORIZE AND COMMUNICATE YOUR EVERYDAY DATA.

START USING DAYTUM

BEGIN COLLECTING AND EXPLORING YOUR DATA TO REVEAL THE BIGGER PICTURE. [LEARN MORE...](#)


CREATE YOUR ACCOUNT


WHAT'S NEW?


**IPHONE APP**
DEC 25, 2010: THE DAYTUM IPHONE APP HAS BEEN RELEASED AND IS AVAILABLE FOR DOWNLOAD IN THE APP STORE NOW.


MORE RECENT UPDATES...


WHO USES DAYTUM?

**KEAR** USES DAYTUM TO TRACK HIS 7226.5 BIKE MILES

**RAMMOND** (1 MINUTES AGO) ADDED 1.0 CHAMPAGNE (FL OZ) TO "LIQUOR"

**KARRECAHL** (1 MINUTES AGO) ADDED 1.0 SLEEP TO "HEALTHY"

**KARRECAHL** (1 MINUTES AGO) ADDED 1.0 BISCUIT TO "FOOD"

**KARRECAHL** (1 MINUTES AGO) ADDED 1.0 SPORT TO "MEDIA (VISUAL)"

MORE ACTIVITY...

BYTHESWT...

COMPLIMENTS RECEIVED (ABOUT 1 YEAR AGO)


NONE

BYTHESWT...

TRAINING MILES (ABOUT 5 HOURS AGO)

0.0

JANUARY 02, 2015




MILES DAILY (965.7)

BUMBLEBERGER

TRAINING LOAD (ABOUT 5 HOURS AGO)

0.0

JANUARY 03, 2015



TSS DAILY (6,865.4)

TOMFRICKER

ALTERNATIVE TRANSPORT (ABOUT 8 HOURS AGO)

CAR 770.0

VAN 20.0

ABOUT | IPHONE APP | FEATURES | HOW TO | PRIVACY | TERMS | BLOG

“I wanted to understand the bleeding edge of reporting and quantifying myself,” Mr. Felton said.

– An Annual Report on One Man’s Life, The New York Times (2010)