

<b>Title/Initiative</b>	Zinga - Gamification & Community Challenges PRD
<b>Date &amp; Version</b>	March 4, 2025 - 1.0
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## Description -

Zinga is a leading healthcare and fitness platform that offers online and on-demand exercise sessions, including yoga, Zumba, strength training, and more. It aims to provide users with flexible, high-quality workout sessions led by expert instructors. However, user retention has been a challenge due to a lack of personal connection and motivation. To address this, Zinga is introducing gamification, rewards, and community challenges, encouraging users to stay engaged by competing with friends and family, tracking progress, and earning incentives. These new features aim to boost motivation, enhance user experience, and foster a strong fitness community.

## Problem: What problem is this solving?

1. Declining User Engagement – Users experience a drop in enthusiasm over time, leading to lower retention and fewer repeat sessions. The absence of interactive elements makes it harder to sustain long-term commitment.
2. Lack of Personal Connection – Without direct interaction with instructors or fellow participants, users feel isolated, reducing their motivation to continue workouts.
3. No Community-Driven Motivation – Many users stay motivated when they work out with friends or in social settings. The absence of community challenges or friendly competition limits engagement.
4. Lack of Tangible Rewards – Without incentives, users may struggle to find external motivation to stay consistent with their workouts. Gamification elements like badges, leaderboards, and rewards can help in building commitment.

## Why: How do we know this is a real problem and worth solving?

- **User feedback** indicates a lack of motivation and engagement after the initial sign-up.
- **Industry benchmarks** show that fitness apps with community/social features have higher retention rates.
- **Competitor analysis** (Peloton, Strava) reveals that gamification increases workout consistency.

### Competitive Benchmarking for Zinga - Gamification & Community Challenges

Feature	Zinga (Proposed)	Nike Training Club	FitOn	Apple Fitness+	MyFitnessPal
<b>Gamification (Badges, Points, Rewards)</b>	<input checked="" type="checkbox"/> Yes - Points, badges, and rewards for milestones.	<input checked="" type="checkbox"/> No badges, limited gamification.	<input checked="" type="checkbox"/> Yes - Badges & progress tracking.	<input checked="" type="checkbox"/> No badges, only completion tracking.	<input checked="" type="checkbox"/> Yes - Badges for calorie goals, streaks.
<b>Challenges &amp; Leaderboards</b>	<input checked="" type="checkbox"/> Yes - Custom & community challenges with rankings.	<input checked="" type="checkbox"/> No challenges or leaderboards.	<input checked="" type="checkbox"/> Yes - Group challenges & leaderboards.	<input checked="" type="checkbox"/> Yes - Shared activity tracking with friends.	<input checked="" type="checkbox"/> No public leaderboards, only personal goal tracking.
<b>Social &amp; Friend Engagement</b>	<input checked="" type="checkbox"/> Yes - Friends, community engagement, chat feature.	<input checked="" type="checkbox"/> No direct friend engagement.	<input checked="" type="checkbox"/> Yes - Group workouts, challenge groups.	<input checked="" type="checkbox"/> Yes - Share activity with friends via Apple Watch.	<input checked="" type="checkbox"/> No friend-based features, only personal tracking.
<b>Workout Streaks &amp; Motivation</b>	<input checked="" type="checkbox"/> Yes - Visual streak tracker, daily reminders.	<input checked="" type="checkbox"/> Yes - Workout streaks but no motivation system.	<input checked="" type="checkbox"/> Yes - Streak tracking with notifications.	<input checked="" type="checkbox"/> Yes - Weekly streaks, awards in Apple Health.	<input checked="" type="checkbox"/> Yes - Streaks for calorie tracking & logging.
<b>Customization &amp; Flexibility</b>	<input checked="" type="checkbox"/> Yes - Users can create and join custom challenges.	<input checked="" type="checkbox"/> No customizable challenges.	<input checked="" type="checkbox"/> No custom challenges, only pre-set ones.	<input checked="" type="checkbox"/> Yes - Users can modify workouts based on fitness level.	<input checked="" type="checkbox"/> Yes - Custom meal & workout goals.
<b>In-App Rewards &amp; Monetization</b>	<input checked="" type="checkbox"/> Yes - Earn points for discounts, premium content.	<input checked="" type="checkbox"/> No rewards system.	<input checked="" type="checkbox"/> Yes - Some premium features tied to rewards.	<input checked="" type="checkbox"/> No rewards, just subscription benefits.	<input checked="" type="checkbox"/> No rewards, only premium subscription benefits.

## **Why? (Objective)**

### **For Business:**

1. Improve retention rates by making workouts engaging.
2. Increase repeat session rates through competitive and social motivation.
3. Drive subscription conversions by offering exclusive challenges & rewards.

### **For Users:**

1. Keep users motivated with badges, streaks, and leaderboards.
2. Encourage social engagement by allowing challenges with friends.
3. Provide a sense of achievement through gamified milestones.

## **How do we measure success?**

### **Associated OKRs/Goals**

- Increase weekly active users (WAU) by X% within 3 months.
- Boost repeat session rate by Y% through challenges & rewards.
- Improve engagement metrics (time spent on the app, session length).

### **Success Metrics**

- % of users participating in challenges.
- % of users earning and redeeming rewards.
- % of users maintaining workout streaks.

### **Guardrail Metrics**

- Ensure gamification doesn't lead to unhealthy workout behaviors.
- Avoid spammy notifications that may cause app fatigue.
- Session completion rates should not drop.
- Instructor ratings should not decline.
- User churn should not increase.

# User Persona

## 1. Fitness Enthusiast

Name - Steve Rogers

Age - 35

Occupation - Firefighter



**When:** I am looking for ways to challenge myself physically.

**I want to:** Find intense fitness challenges and track my progress.

**So I can:** Push my limits, improve my strength, and feel accomplished.

## 2. Casual Exerciser

Name - Ryan

Age - 25

Occupation - Software Engineer



Ryan

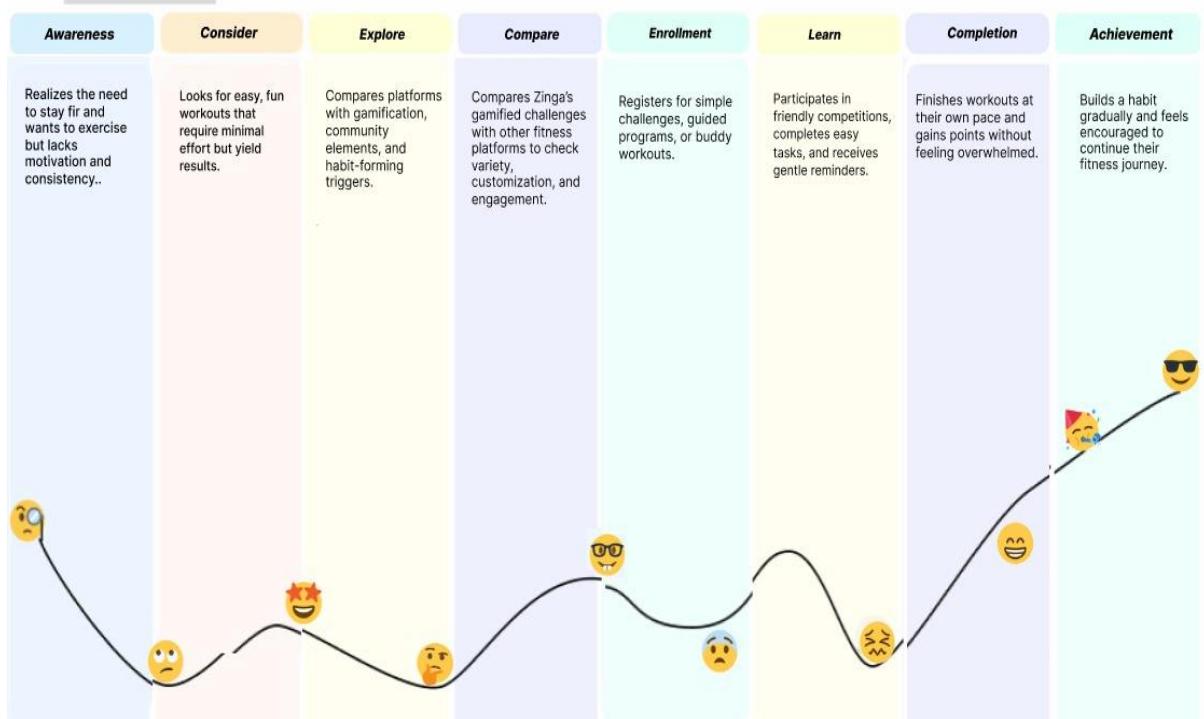
### Casual Exerciser

#### User Bio

Someone who exercises occasionally and prefers guided, engaging, and non-intimidating workouts without a rigid schedule.

#### Jobs to be done

1. Stay motivated to work out without feeling pressured.
2. Find enjoyable workouts with minimal effort.
3. Build fitness habits through gradual engagement.
4. Participate in fun, light challenges with rewards.



**When:** I want to stay active but without a strict workout routine.

**I want to:** Participate in fun, light fitness challenges.

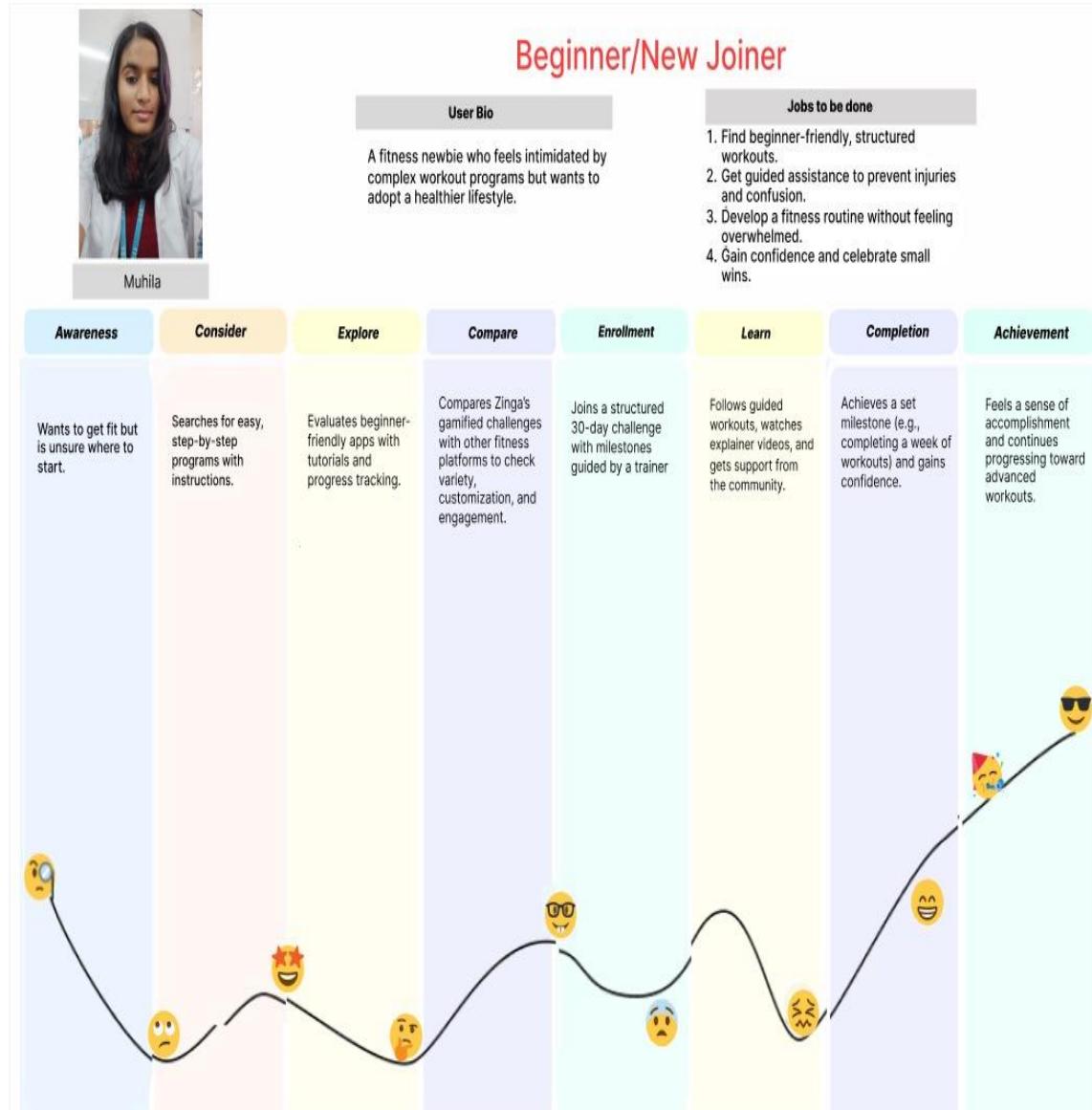
**So I can:** Build a consistent habit and stay healthy without pressure.

### 3. Beginner/New Joiner

Name - Muhila S

Age - 22

Occupation – Student



#### 4. Social Fitness Seeker

Name - Deepika S

Age - 28

Occupation - Home maker



**When:** I want to work out with friends or a community.

**I want to:** Join group challenges and participate in friendly competitions.

**So I can:** Stay accountable, have fun, and maintain my motivation.

## **Solution Overview:**

To improve customer retention, Zinga will introduce Gamification and Community Challenges to foster engagement, motivation, and personal connection between users and instructors.

### **1. Gamification & Rewards System**

- How it works:
  - Users earn points for completing workouts, attending live sessions, and reaching milestones (e.g., 7-day streaks).
  - Points can be redeemed for discounts on premium content, merchandise, or exclusive sessions.
  - Badges and levels unlock as users progress, providing a sense of achievement.
- Implementation Plan:
  - Develop a point-based system with a leaderboard.
  - Integrate badges and levels based on workout consistency and difficulty.
  - Enable rewards redemption within the app (discounts, merchandise, free classes).
  - Send personalized notifications to celebrate milestones and encourage continued engagement.

### **2. Community Challenges & Social Engagement**

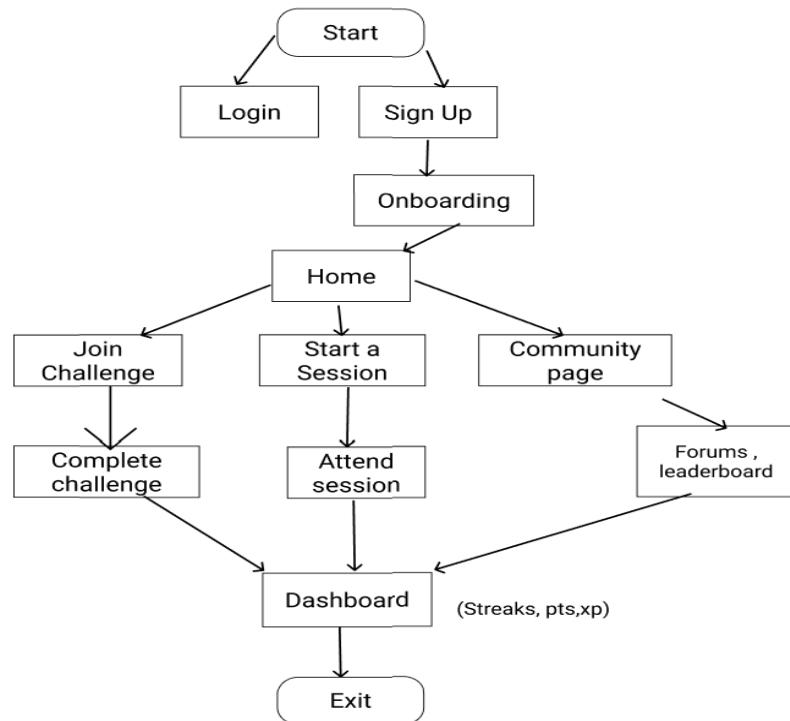
- How it works:
  - Users can create and join fitness challenges (e.g., “30-Day Yoga Challenge” or “1000-Minute Workout Challenge”).
  - Friends/family can compete or collaborate in real-time leaderboards.
  - Instructors can host special challenges with incentives (e.g., top performers get free sessions).
- Implementation Plan:
  - Introduce a challenge creation feature with progress tracking.
  - Enable group chats and social sharing to boost engagement.
  - Show real-time leaderboards and challenge updates.
  - Integrate video check-ins and community posts for motivation.

## Customer Journey & Experience

Feature	Customer Experience (CX)	Technical Acceptance Criteria
<b>Onboarding &amp; Profile Setup</b>	<ul style="list-style-type: none"><li>- Users complete a guided onboarding process.</li><li>- Select fitness goals (e.g., weight loss, muscle gain, flexibility).</li><li>- Choose workout preferences (Yoga, HIIT, Strength Training, etc.).</li><li>- Option to connect with friends or join public fitness communities.</li></ul>	<ul style="list-style-type: none"><li>- User data (preferences, goals) should be stored in a database.</li><li>- Onboarding should be skippable and editable later.</li><li>- UI should be optimized for both mobile and web versions.</li></ul>
<b>Gamification &amp; Rewards</b>	<ul style="list-style-type: none"><li>- Users earn points for completing workouts and challenges.</li><li>- Points can be redeemed for discounts, premium content, or merchandise.</li><li>- Users receive badges for workout streaks (e.g., 7-day streak, 30-day challenge).</li></ul>	<ul style="list-style-type: none"><li>- Points and rewards should be dynamically updated in the user's profile.</li><li>- Notifications should trigger when users unlock badges or rewards.</li><li>- Points redemption should be integrated with the payment system.</li></ul>
<b>Community Challenges</b>	<ul style="list-style-type: none"><li>- Users can create or join challenges (e.g., "30-Day Yoga Challenge").</li><li>- Compete with friends and track progress on leaderboards.</li><li>- Instructors host special challenges with rewards.</li></ul>	<ul style="list-style-type: none"><li>- Challenge creation should support different formats (duration-based, repetition-based).</li><li>- Leaderboards should update in real time.</li><li>- Social sharing and chat features should be enabled for challenges.</li></ul>
<b>Social &amp; Friend Engagement</b>	<ul style="list-style-type: none"><li>- Users can invite friends to compete in challenges.</li><li>- In-app chat and video check-ins enhance community engagement.</li><li>- Weekly challenge summary is sent via push notifications.</li></ul>	<ul style="list-style-type: none"><li>- Friend invite feature should work through contacts/social media sync.</li><li>- Chat should support text, images, and workout updates.</li><li>- Push notifications should be configurable in user settings.</li></ul>
<b>Workout Streak Tracking</b>	<ul style="list-style-type: none"><li>- Users see progress through streaks (daily, weekly, monthly).</li><li>- Visual reminders motivate users to maintain consistency.</li><li>- Users get bonus points for completing long streaks.</li></ul>	<ul style="list-style-type: none"><li>- Workout tracking should sync with calendar/reminders.</li><li>- Streak resets if no activity is logged within a defined period.</li><li>- Bonus points calculation logic should be automated.</li></ul>

## User flow and wireframes

### User Flow



### Wireframes



This wireframe shows the onboarding process. It begins with a 'Zinga' header and a 'Skip' link. The main section is titled 'Tell us about yourself' with the sub-instruction 'Help us create your personalized fitness plan'. It includes fields for 'Height' (Feet and Inches), 'Weight (lbs)' (Enter your weight), 'Fitness Goals' (Weight Loss, Muscle Gain, Endurance, Flexibility), 'Preferred Workout Duration' (15 min, 30 min, 45 min), and a section for 'Any Medical Conditions?' with a note to list medical conditions or injuries. A 'Continue' button is at the bottom.

This wireframe shows the home page of the Zinga app. It includes a 'Live Now' section for 'Power Yoga with Sarah' (Join 234 others getting fit!) with a 'Join Session' button. Below it is a 'Coming Up Today' section listing 'Zumba Dance Party' (2:30 PM • 45 mins) and 'Evening Flow Yoga' (5:00 PM • 60 mins). There's also a '7-Day Yoga Challenge' (Day 3 of 7) with a note to complete today's session to earn 50 points. The 'Your Rewards' section lists 'Early Bird' (5 morning sessions), 'Super Streaker' (10 day streak), and 'Chal' (3 chal). At the bottom are navigation links for 'Home', 'Schedule', 'Challenges', and 'Profile'.

→ Sign up, Onboarding and Home page.

The image displays two side-by-side mobile screenshots of the Zinga app interface.

**Left Screenshot: Leaderboards**

- Header:** Leaderboards, Notifications icon, Profile icon.
- Filter Buttons:** All Time, This Week, Yoga, Zumba.
- Section: Top Performers (January 2025)**
  - 1st Place:** Mike R. (3120 pts)
  - 2nd Place:** Sarah K. (2850 pts)
  - 3rd Place:** Lisa M. (2540 pts)
- Table of Top Performers:**

Rank	User	Challenges completed	Points
4	Alex T.	20 challenges completed	2340 pts
5	Emma W.	18 challenges completed	2180 pts
6	John D.	15 challenges completed	1950 pts
- Bottom Navigation:** Home, Leaderboard, Live, Profile.

**Right Screenshot: Community**

- Header:** Zinga Community, Search icon, Filter icon.
- Filter Buttons:** All Posts, Yoga, Zumba, HIIT.
- Post 1:** Sarah Johnson (2h ago)
 

Just completed an amazing morning yoga session! Anyone else feeling energized? 🌞

24 likes, 8 comments, 2 shares.
- Post 2:** Mike Chen (4h ago)
 

Today's HIIT workout was intense! Here's my progress after 30 days:

Workout Progress Image

56 likes, 12 comments, 2 shares.
- Bottom Navigation:** Home, Community, + (New Post), Schedule, Profile.

→ Leaderboards and Community page

## Desktop view-

The image shows a screenshot of the Zinga desktop website.

**Header:** Zinga, Live Sessions, Challenges, Community, Rewards, 2,450 notifications, User profile icon.

**Main Content:**

- Section: Transform Your Fitness Journey with Live Sessions**

Join live Yoga and Zumba sessions, compete in challenges, and earn rewards while having fun!

**Join Free Today** button.
- Hero Image:** A large, light gray placeholder area labeled "Hero Image".

### Upcoming Live Sessions

Date	Session Name	Host	Joined	Action
Live in 2h	Morning Yoga Flow	Sarah Miller	248 joined	Join Now
Today 8PM	Zumba Dance Party	Mike Rodriguez	186 joined	Join Now
Tomorrow	Power Yoga	Alex Chen	92 joined	Join Now

## Active Challenges

### 30 Days Yoga Challenge

Progress

15 days left

15/30

500 points

+82

### Zumba Marathon

Progress

5 days left

8/10

300 points

+45

## Rewards Shop



Limited Edition T-Shirt

1,500 points

Redeem



1 Month Premium

2,000 points

Redeem



Fitness Equipment

3,500 points

Redeem



Mystery Box

1,000 points

Redeem



Zinga

Transform your fitness journey with live sessions and rewards.

### Quick Links

Live Sessions  
Challenges  
Community  
Rewards

### Support

Help Center  
Terms of Service  
Privacy Policy  
Contact Us

### Follow Us

[Instagram](#) [Twitter](#) [Facebook](#) [YouTube](#)

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## User Stories & Acceptance Criteria for Zinga

### User Stories

#### 1. Challenging a Friend to a 7-Day Yoga Streak

- As a user, I want to **challenge a friend** to complete a **7-day yoga streak** so that we can stay motivated and accountable.
- I should be able to **select a friend** from my contact list or invite them through a link.
- The challenge should **track daily progress** and send reminders for consistency.
- I want to receive **notifications** when my friend completes a session or misses a day.

## 2. Earning Badges for Completing Milestones

- As a user, I want to **earn badges** when I complete specific milestones (e.g., 7-day streak, 30-day challenge, first completed workout) to celebrate my achievements.
- I should be able to **view my badges** in a dedicated section of my profile.
- Each badge should have a **name, description, and level** (e.g., Bronze, Silver, Gold).
- I want to share my badges on social media or with my fitness community.

## 3. Viewing My Rank on the Leaderboard

- As a user, I want to **see my rank** on a **global, friends-only, or challenge-specific leaderboard** to compare my progress with others.
- The leaderboard should update in **real-time** based on points earned from workouts, challenges, and streaks.
- I should be able to **filter the leaderboard** by timeframe (daily, weekly, monthly, all-time).
- My profile should highlight my **current rank, score, and top competitors**.

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## User Acceptance Criteria

### Real-Time Leaderboard Updates

- The leaderboard should **instantly reflect** any changes when users earn points.
- A caching mechanism should be implemented for **smooth performance and scalability**.
- Users should be able to **refresh manually** if needed.

### Seamless Challenge Creation & Participation

- Users should be able to **create challenges** in just a few steps (choose type, duration, invite friends).
- The app should have a **search & discovery feature** for finding public challenges.
- Automated **reminders & progress tracking** should keep users engaged.

### Proper Display of Rewards & Badges

- The UI should clearly **show earned badges** in the user's profile.
- Badges and rewards should **animate or provide a pop-up notification** when unlocked.

- A progress tracker should **indicate how close users are to their next achievement**.

## Experiment Plan

### Hypothesis

“If users engage in **gamified fitness challenges** with social & leaderboard elements, their workout consistency and motivation will increase.”

### Goals & Metrics

- **Increase user engagement:** Measure DAU/WAU (Daily/Weekly Active Users).
- **Boost challenge participation:** Track the number of users joining challenges.
- **Improve retention rates:** Track how many users return after completing their first challenge.
- **Enhance social interactions:** Measure the number of friend invites & challenge completions.

### Key Experiments

Experiment	Objective	Success Criteria(eg)
<b>Gamified Leaderboard Launch</b>	Encourage competition & motivation.	70% of users check the leaderboard weekly.
<b>7-Day Challenge with Friends</b>	Test if friend-invites increase engagement.	50% of participants invite at least 1 friend.
<b>Badge &amp; Rewards System</b>	Motivate users to maintain workout streaks.	65% of users claim at least 1 badge in a month.
<b>Push Notification Experiment</b>	Improve user retention through reminders.	20% increase in challenge completion rates.
<b>Social Sharing Feature</b>	Boost app virality & word-of-mouth marketing.	30% increase in organic user sign-ups.

### Milestones & Shipping Plan (When?)

Phase	Milestone	Expected Timeline
<b>Phase 1: MVP Build</b>	Develop core gamification features (challenges, badges, leaderboard).	Month 1-2
<b>Phase 2: Alpha Testing</b>	Launch closed beta to 100 users for feedback.	Month 3
<b>Phase 3: Beta Release</b>	Open beta launch with a focus on friend challenges & social sharing.	Month 4
<b>Phase 4: Public</b>	Full rollout with marketing campaigns & AI-	Month 5-6

Phase	Milestone	Expected Timeline
Launch	powered challenge recommendations.	
Phase 5: Post-Launch Iterations	Analyze user data, improve engagement features, introduce partnerships.	Ongoing

## Edge Cases

- Users trying to game the system (fake activity logging).
- Users dropping out of challenges mid-way.
- Handling large participation numbers.

## Event Tracking Sheet

- Track challenge participation rate.
- Monitor leaderboard activity.
- Measure impact on retention.

## Dependencies

### Open Questions

- Should there be a penalty for missing workouts in a challenge? (like streak removal)
- How do we balance competitiveness with inclusivity?

## Infrastructure Requirements

- Backend support for leaderboards & rewards system.
- Cloud storage for user progress tracking.

## Budget Approvals

- Approval for development & marketing efforts