

# Wix Challenges

Content Design by Derek Kedziora

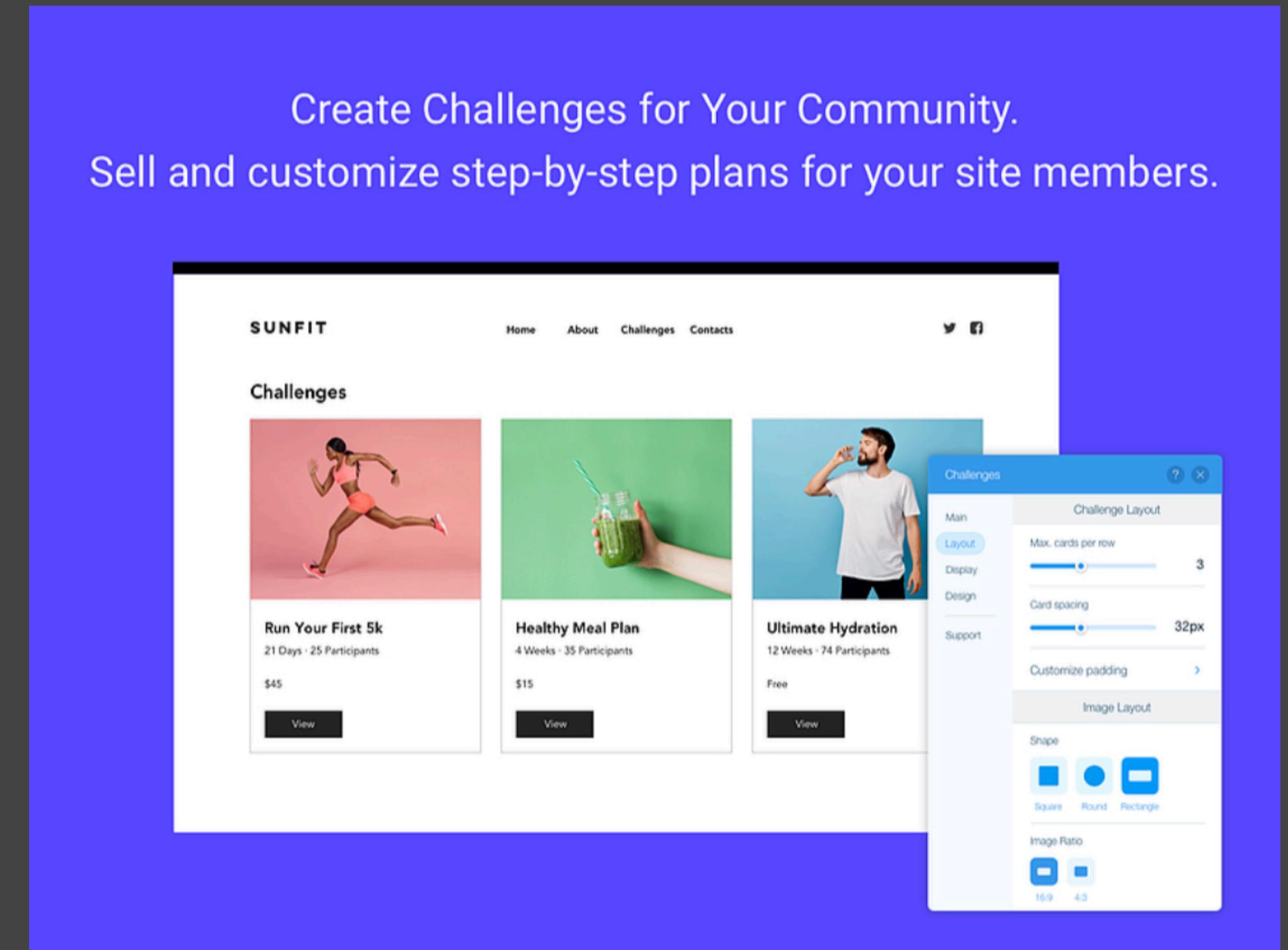
# Background

Challenges is an app that allows trainers, coaches and educators to create and sell digital programs.

A challenge can range from learning a new song on the piano to setting a PR on your deadlift.

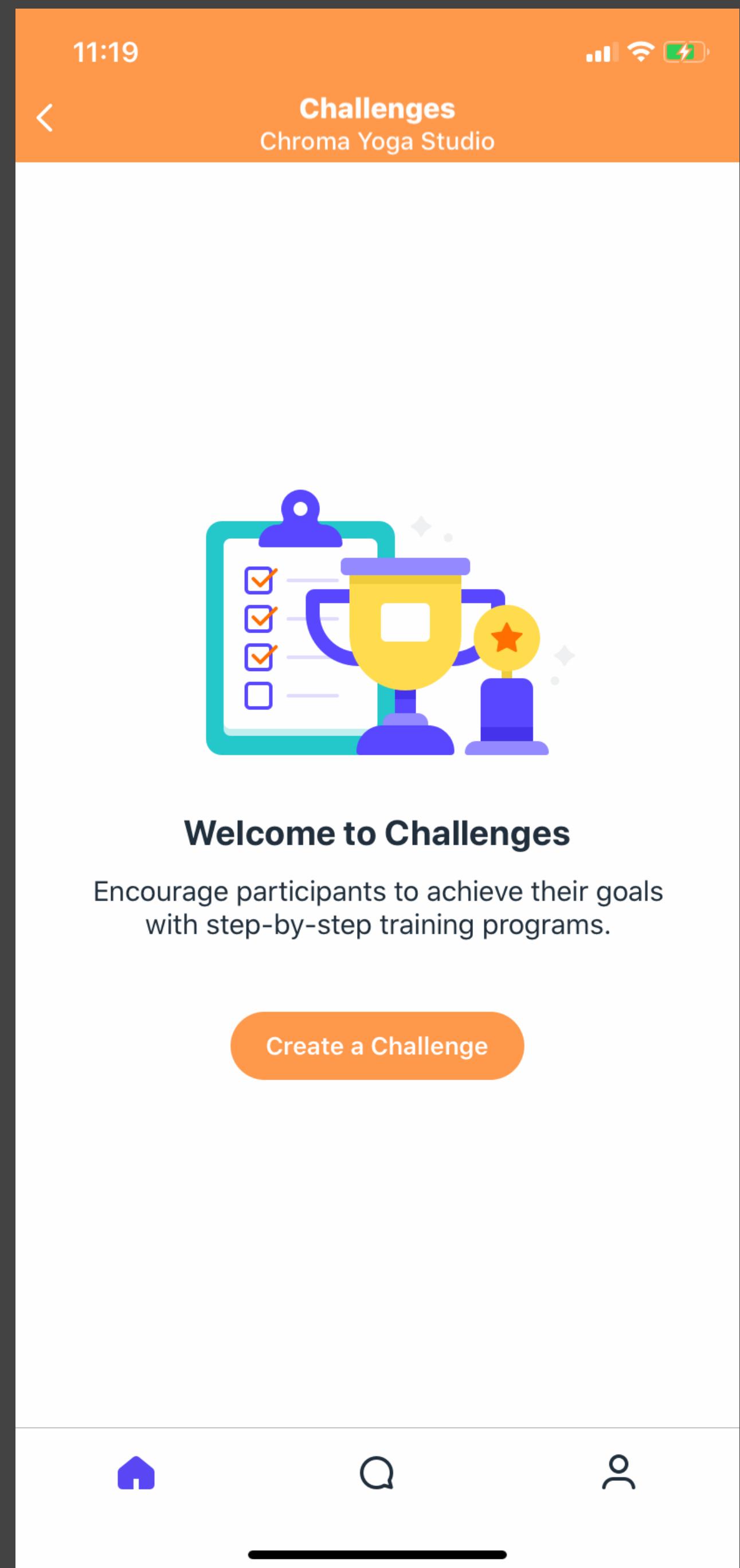
The language had to be neutral enough to reflect this while still being motivational.

The audience is both challenge owners (Wix users) and their clients (user of users).



# Welcome Screen

Shown to challenge owners  
when they open the app for the  
first time.



# The Problem of Complexity

Creating a challenge is inherently complex.

Templates showcase the full range of features within the app. Onboarding, tutorials and knowledge base links proved too difficult for users.

The creation flow matches user intent (ascertained through interviews and testing). The logical and natural sequence greatly reduce the need for long explanations.

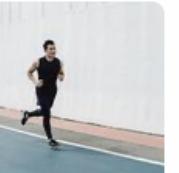
11:20

● ● ● ● ○ ○ ○ ○

X

**Pick a Template or Start Fresh**

Or create a custom challenge

-  **Learn to Meditate**  
21 Days >
-  **Express Workouts**  
7 Days >
-  **Journal Prompts for Writers**  
7 Days >
-  **Look Your Best**  
7 Days >
-  **Get Running!** 🏃‍♂️  
57 Days >
-  **Sugar Reset** 🚫 🎂  
56 Days >

**Start Fresh**

11:20

● ● ● ● ○ ○ ○ ○

X

**Create Challenge**

Next

 **Add Cover Image**

**Challenge Info**

Challenge Name \*

+ Add Description

**Timing**  
When does your challenge take place?

**Ongoing**   
Continues until you cancel it, can be joined at any time

Start Date \*

**Fixed Duration**

**Specific Dates**

11:20

● ● ● ● ○ ○ ○ ○

X

**Create Challenge**

Next

**Pricing**  
Do participants have to pay to join?

**Join for Free**

**Pay to Join**

**Visibility**  
Who can view and join this challenge?

**Public**   
Anyone can view and join

**Private**

**Secret**

**Number of Participants**  
How many people can join?

**Unlimited**

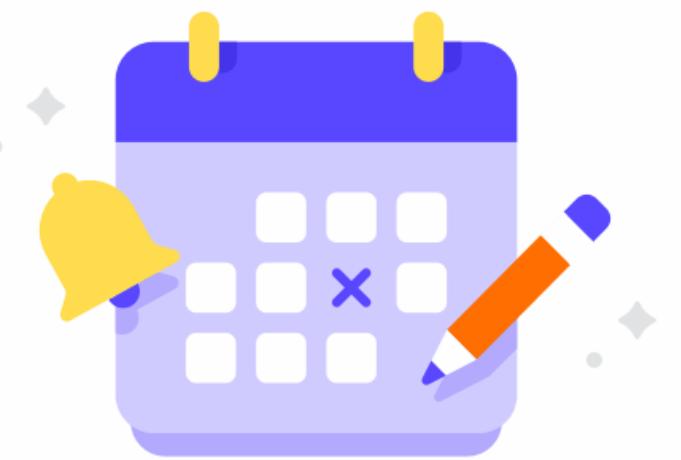
**Limited**

11:48



Add Steps

Next



## Add Steps to the Calendar

Create steps on different days during your challenge.

[Add First Step](#)

11:48



Create Step

Save

### Name Your Step



How do participants complete this step?

**Date**

Jun 27, 2020

**Feedback**

Not Required

11:22



## Create Challenge

Publish



### Published

Your challenge will be visible and can  
be joined.

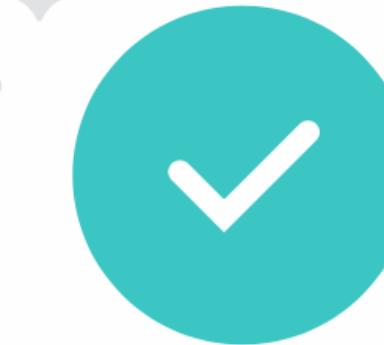


### Save for Later

Your challenge will be saved as a draft.



11:23



Your Challenge Was Published!

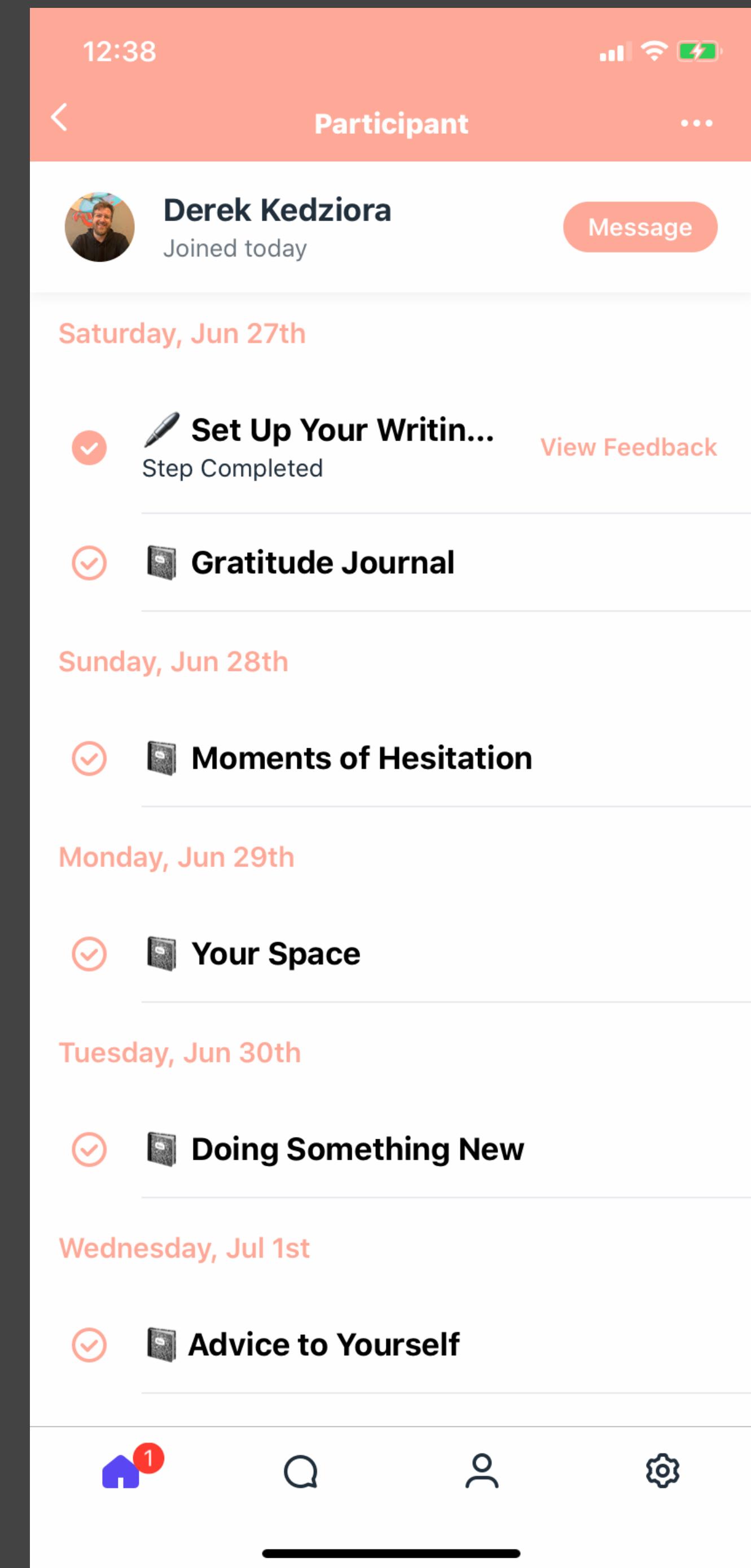
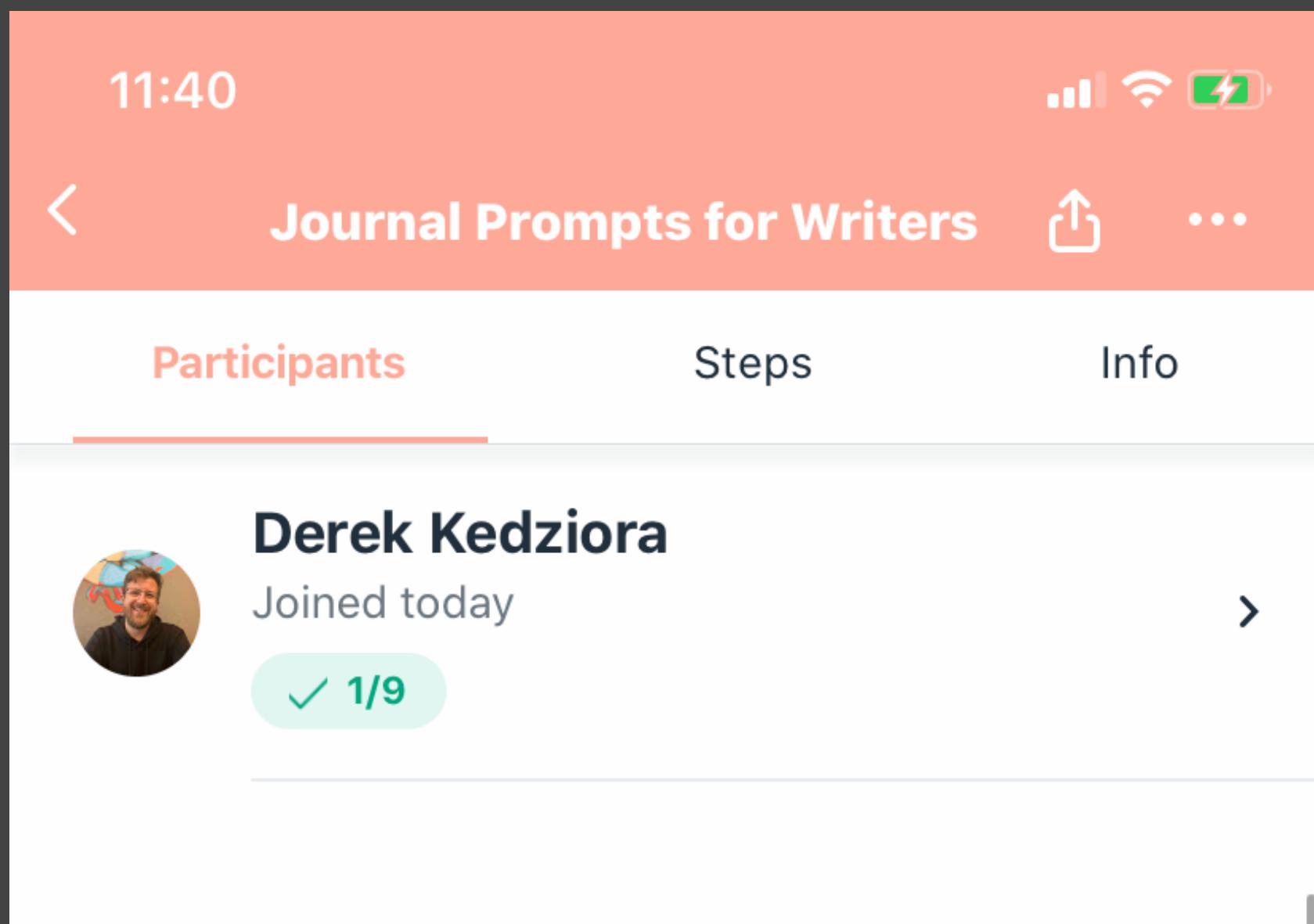
Invite participants to join your new challenge.

Invite Participants

View Challenge

# Viewing Participants

User research showed that coaches needed to quickly see how their challenge participants are progressing.



# Challenges as a Participant

11:33

All Challenges ▾

A photograph showing a person's hands typing on a white laptop keyboard. To the left is a spiral-bound notebook with 'SEPTEMBER 2015' written on it. To the right is a book titled 'The Tipping Point' by Malcolm Gladwell.

**Journal Prompts for Writers**

Public · 7 Days · 0 Participants  
Free

[Join](#)



A photograph of a woman with dark hair tied back, wearing a red tank top, sitting cross-legged on a mat in a meditative pose with her eyes closed. She is in a room with a bed and some plants in the background.

 **Learn to Meditate**

Public · 21 Days · 1 Participants  
Free

 **You're a Participant**

11:29

Learn to Meditate

Public · 21 Days · 1 Participants

Overview Steps

### Steps for Today

#### Get Ready!

You will be notified when the challenge starts.

#### About

Need to bring some peace and calm to your life? Mindfulness and meditation are just what you need!!

[Read More](#)

You joined the challenge!



Home Q Profile

11:37

### Step

#### Set Up Your Writing Ritual

Discipline shouldn't be a bad word for creative types. It lets the little things take care of themselves and frees up your mind to tackle the bigger issues.

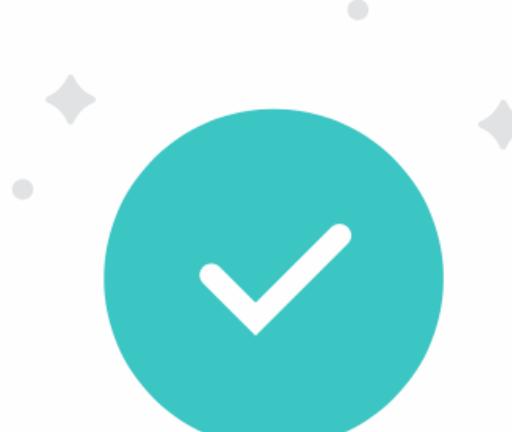
The easiest way to add some discipline to your writing habit is to create a ritual. All you need is a way to write and a timer.

Set your timer to 20 minutes and keep writing until it rings!

You can write with a pen and paper or a simple writing app on your phone or computer. No need to get bogged down in finding the "perfect" way to write.

Pick a comfortable place to write and a time of day when you can consistently write.

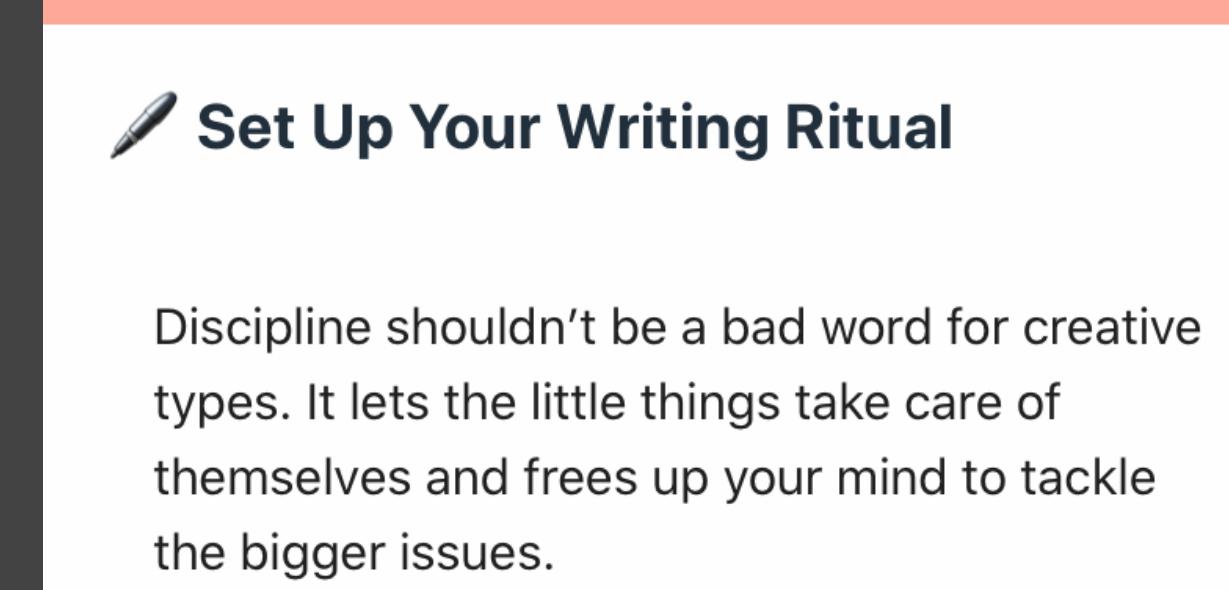
Mark as Complete



Step Completed

You rock, keep it up!

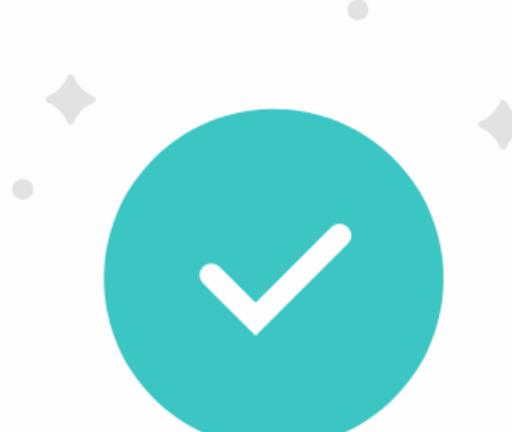
Got It



Home Q Profile

11:38

X



Step Completed

You rock, keep it up!

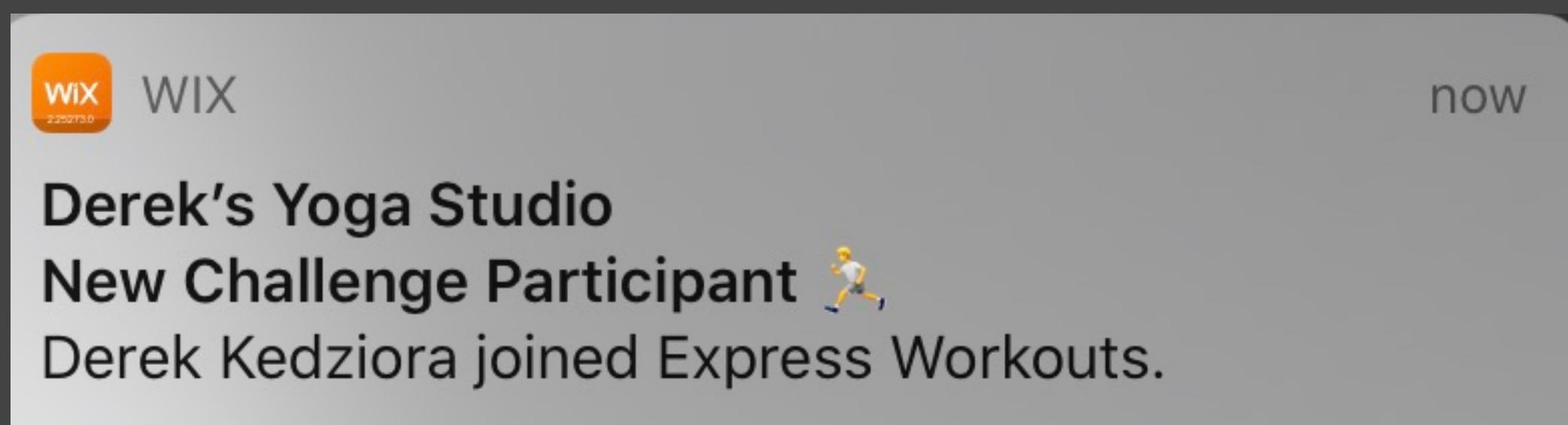
Got It



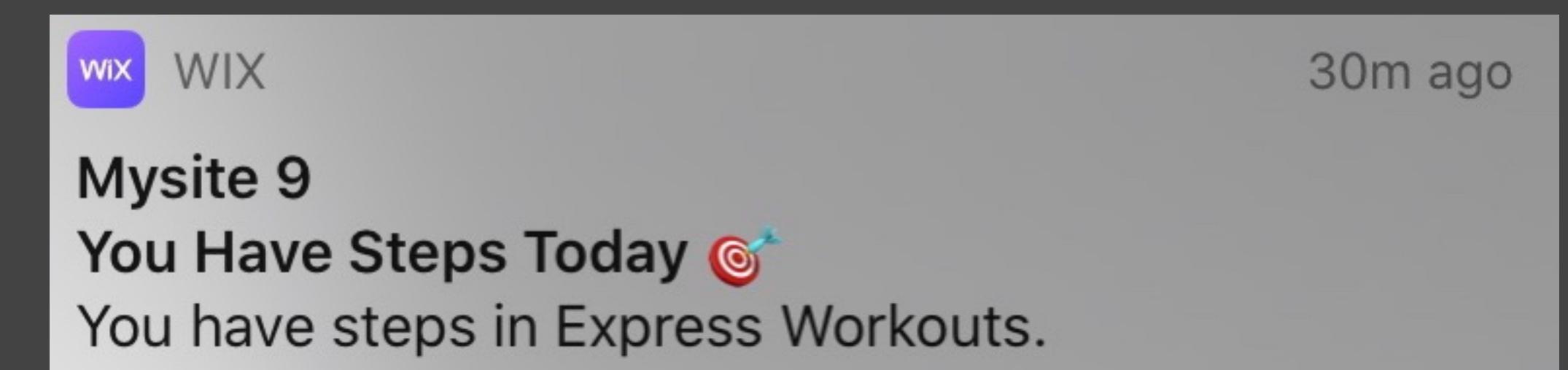
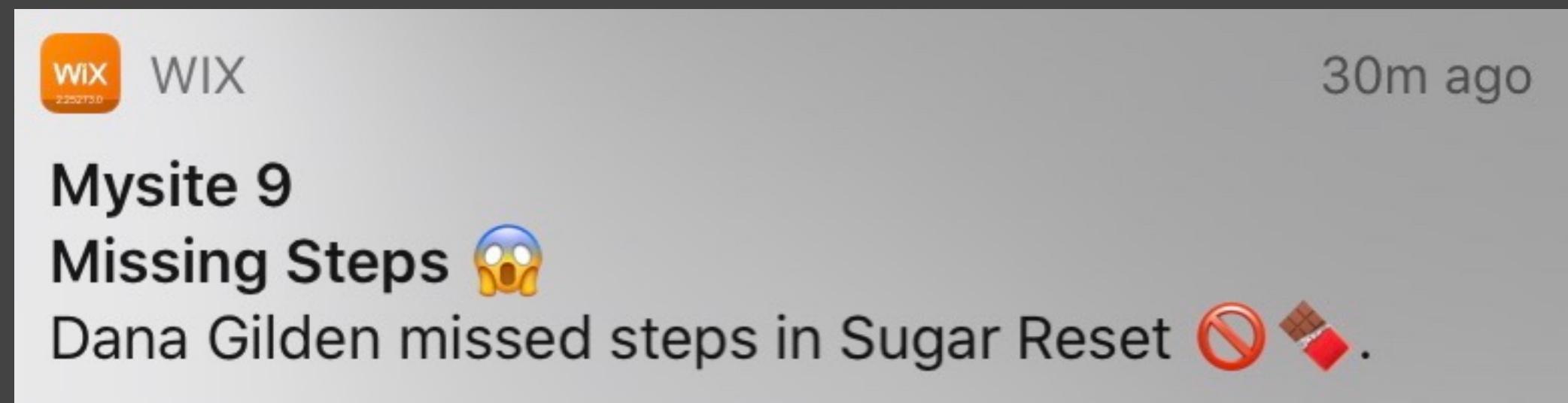
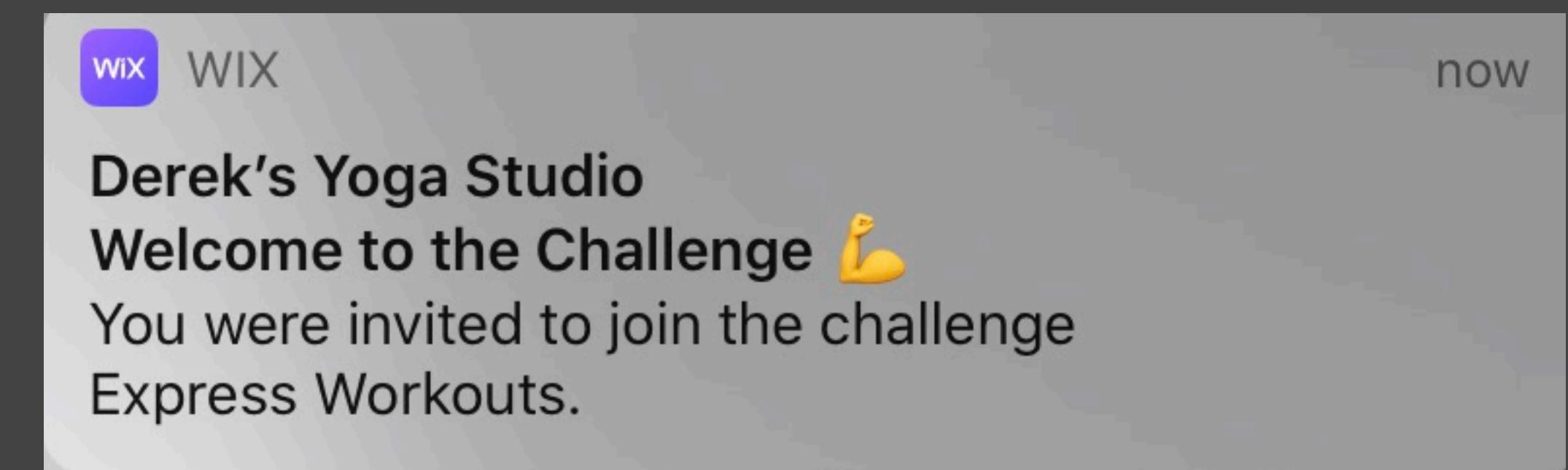
Home Q Profile

# Push Notifications

For challenge owners



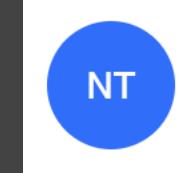
For challenge participants



# See it Live

## Wix App Market

 KE Keithschaible / Jun 17, 2020  
★★★★★  
**Gym Clients Love**  
The Corona Pandemic saw our gym close and we needed a new way to engage with our clients. The Challenges were a perfect solution as it allows us to get feedback from clients when they complete their Weekly Challenge Steps (workouts); which then allows for us to personally respond. Clients love it and we love it! Thank you and keep developing those great features!!  
[Read Less](#)

 NT Ntoravet / Mar 28, 2020  
★★★★★  
**Great Idea - Excellent support**  
this app is amazing and the support behind it is five star. Thank you. Please do more apps!

 GR Grootmanager / Jun 03, 2020  
★★★★★  
**This is really cool product. Great job!**

 MA Marialauraromero17 / Mar 27, 2020  
★★★★★  
**Great**  
This is a great app, really useful to build an online community.