

Challenge Activity

What To Expect

Activity

- Early Stage:
 - Some like to sprint out of the gate
 - Some want to log every sustainable or healthy thing they've ever done.
 - They jump to the lead while others question their Actions. This may annoy a few but it never lasts.
- Mid Stage:
 - The middle weekend always has a lull. This little rest is good for users to reenergize themselves for the final sprint.
 - Typical Challenges will have between 5 and 10 logs per user per day. This is fun during a challenge but not what is expected to continue after the challenge.
- Final Stage:
 - By this point, those that feel they have a chance to win are re-energized and become very active.
 - Hyper-activity is when folks stretch the rules and log almost anything. The platform has throttles which begin by remind them of fair play. It also includes time outs and penalty boxes.

Hyper Activity

Now that you've decided to incentivize your team with a fun challenge and a great prize, be prepared for some hyper activity.

Hyper activity comes in two forms: users who are into your challenge for all the right reasons, and those who simply want to get the prize.

The JouleBug Platform is an honor based system. It also has a sophisticated backend which deals with hyper activity. When it finds activity suspicious, it lets the user know. If the behavior continues, the system places the user in a time-out and they cannot earn points for a while. If the suspicious behavior continues, the user is put in a penalty box where they cannot earn points and their current points are taken off the leaderboard for the duration of the penalty. This makes it difficult for these users to win a prize.

There are several activities that will trigger the system, and several levels of time outs and penalties. These specifics are not shared, as the ambiguity makes it more difficult to game the system.

There will be users who find some of the triggers limiting. They genuinely refilled their reusable water bottle 10 times and are frustrated that they were throttled. We have curated these triggers over time, and are confident in their fairness.

Like any spirited competition there may be a few players who do not like the referee. Some may say others are cheating, others may say they cannot log everything they did today. However, in the end, players have fun logging and sharing their sustainable actions, and the planet wins.

Session Logging

While the app encourages users to log as they go (snap a pic, add a comment), not everyone plays this way. Some don't have their phones out during the day and prefer to log in "sessions". This is what we call it when a user logs multiple things at once, recalling the last few hours or even a day's worth of activity.

This at first may seem like suspicious behavior ("How did that person just do 10 things in the last 5 minutes?"). But for many users, they have kept an honest tally of their day and are just catching up.

The app has limits in place to make sure these sessions stay reasonable. There are limits in place per session as well as per day. This encourages these users to try and spread out their logging to align more accurately with the timing of their activity.