What to Expect in your JouleBug Challenge

Information for questions and activity during your Challenge

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Notifications

What will your users receive?

Notifications

Keeping users up to date with what is going on in a Challenge is important. The app takes the burden off of administrators by sending notifications to users with vital Challenge information.

These notifications include:

Challenge timing and progress
Goals Reached (if applicable)
Warnings for over-use (See 'Hyper Activity' on Slide 7)
Reminders for inactivity (See 'Removing Inactive Users' on Slide 13)

See the next slide for more detailed information on these messages…

Notifications cont.

Challenge Timing and Progress – These can be viewed in the Dashboard
- Challenge is available
- Challenge has started
- Challenge is at halftime
- Challenge is almost over
- Challenge has ended

Goals
If your Challenge is a Goals based Challenge, anytime a user reaches a personal goal, or if an 'Everyone' goal is reached, they will be notified. Information on a Stretch Goal will also be included if one is available.

Penalties
Before hitting a Penalty, a user will be warned that they are logging too often. If they continue, they will be notified that they are being placed in a Time Out and for what period of time.

Inactivity
In a team challenge with average scoring, inactive users hurt the team's score. Users who have no activity in a challenge will be sent two reminders before being removed at the 72 hour mark of no actions logged. See more on Slide 13

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Challenge Activity

What To Expect

Activity

Early Stage

- Some like to sprint out of the gate
- Some want to log every sustainable 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 often has a lull. This short rest is good for users to reenergize themselves for the final sprint.

Final Stage

- By now, 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.

Typical Challenges will have between 5 and 10 buzzes per user per day. This is fun during a challenge but not what is expected to continue after the challenge.

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. These Durations start small (15 min) and increase if they are placed in more. The limits have been tested and formulated over years of researching challenge and app behaviors. These limits are not shared with users in an effort to not encourage or allow gaming the system.

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.

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Team Challenge Overview

Joining, Scoring, and Inactivity

Team Challenge Onboarding

When a user goes to the Challenge in the app, they will see a button to join the Challenge. After they tap this, they will be provided a list of teams to join.

If your Challenge has pre-set teams, they must select one from the list. If you are using an ad-hoc team approach, a user will see a list of any teams available to join (full teams will be greyed out) as well as the option to create their own. Users creating their own team get to choose the name and team icon.

After joining or creating a team, users are encouraged to Recruit by inviting others to the app and Challenge to join them.

Team Average Scoring

Moving Average Team Score is calculated by summing the individual moving average scores. The individual moving average score consists of the sum of each individual's points earned divided by the total number of team members at the time of each Action logged.

A Team Challenge has two Leaderboards, a Team and a User Leaderboard. The User Leaderboard reflects how many total points individuals have earned during the Challenge (unaffected by averaging). The Team score reflects the total of its users' averaged scores. To determine how many points go towards the team score for each individual's Action, the the points earned for that Action are divided by the current number of members on their team.

When viewing the Team Leaderboard, you can tap on a team and see the list of users on that team. The scores associated with each of the users is how many points they have contributed to their team score (affected by the averaging).

Removing Inactive Users

For Team Challenges that use the Moving Average scoring system, users with a 0 score will bring down their team. To prevent teammates from getting frustrated with inactive users, the app has a notification & removal system in place.

Users who have earned no points will be sent two reminders to log actions and help out there team. If they remain completely inactive for 72 hours, they will be removed from the challenge. When they are removed, they are sent a third notification informing them of this, and telling they they can re-join if they would like.

Support

Frequently Asked Questions and How to Answer Them

How does the app work?

Start by checking out the different Actions, like "Recycle" or "Reusable Water Bottle". Each Action comes with visual, informative content that provides the knowledge and motivation you need to make small but significant changes in your daily habits.

You "Log" the Action when you complete the action and you're rewarded with points. These points go towards your individual and team score in any current Challenge you are joined to. Share your activities with photos and posts, and follow what your friends and others are doing. Climb the Leaderboard as you discover and log more Sustainable Actions.

How do points work in a Challenge?

Earn points by Logging Actions when you do them in real life. Individual scores are calculated based on the total points earned during the active dates of the challenge. Team scores can be scored using one of two methods: Aggregate or Moving Average.

Aggregate Team Score is calculated by summing the individual scores of team members during the Challenge and is recommended for teams of uniform size. Moving Average Team Score is calculated by summing the individual moving average scores. The individual moving average score consists of the sum of each individual's points earned divided by the total number of team members at the time of each Log. This method is recommended for teams of varying sizes.

Teams may be required to have a minimum number of members (set by Challenge coordinator) to compete. Teams may earn a recruitment bonus (set by Challenge coordinator) for each active team member. Recruitment bonuses are awarded when the member joins the team and will be reflected, even before the Challenge has begun.

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I've hit a limit on an Action, what does that mean?

All Actions have limits for certain timeframes, ranging from 1x/year to multiple times per day. We believe that good habits are learned over time so we incorporate these limits in an effort to help set a good learning/practicing pace for the user. They also are intended to help people branch out and explore other Actions vs Logging the same action over and over throughout the day.

A couple tips for when you are doing a lot of great things every day: Log Actions as you do them so you aren't trying to add many activities at once by summarizing an entire day. Also, utilize the quantities on Actions that you've completed multiple times. For example, instead of individually Logging Water Bottle 5 times, you can edit the Log and select how many times you've refilled it.

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More Questions?

Check out: JouleBug/Shine FAQ