

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

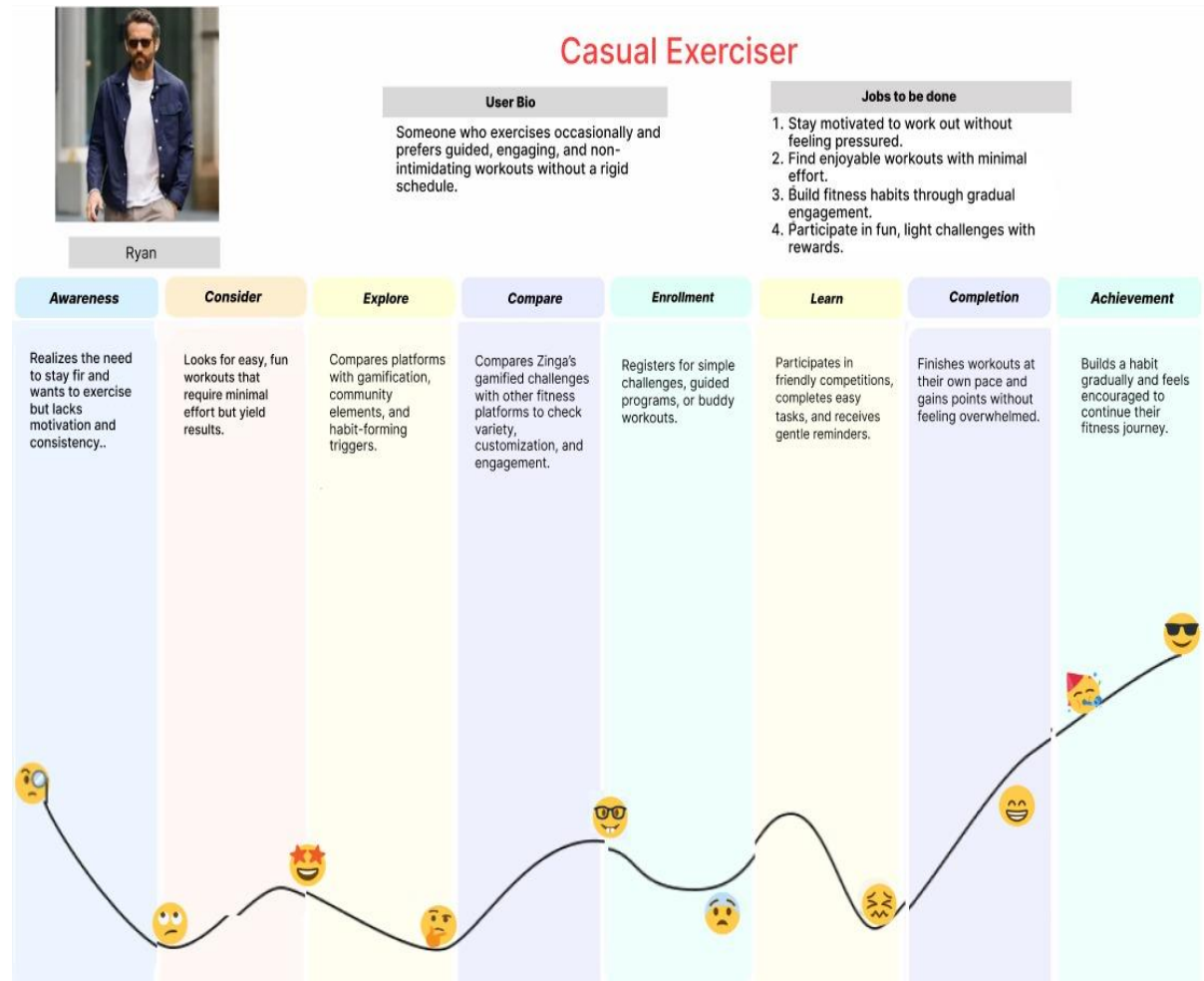
So I can: Push my limits, improve my strength, and feel accomplished.

2. Casual Exerciser

Name - Ryan

Age - 25

Occupation - Software Engineer



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

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

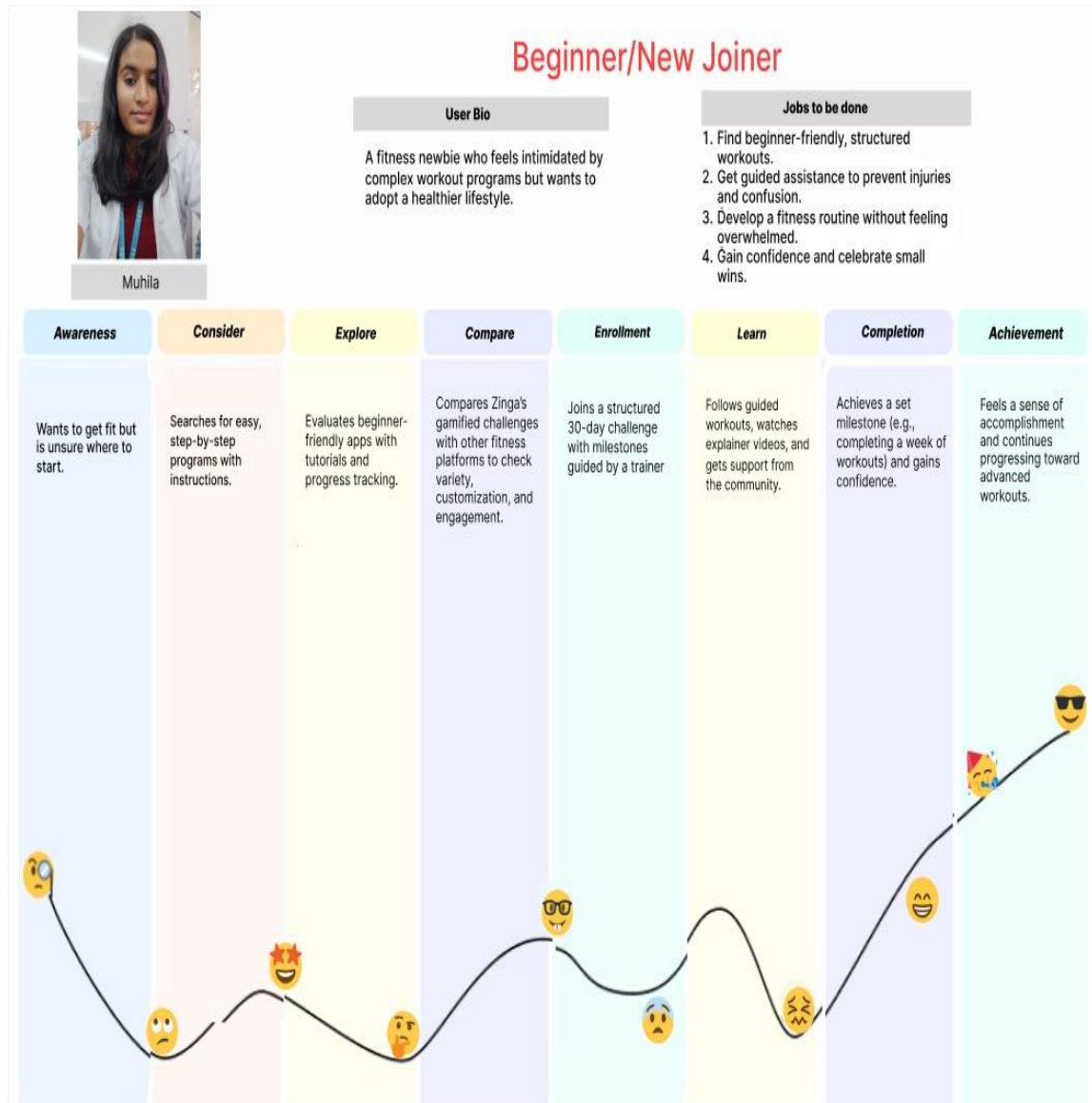
So I can: Build a consistent habit and stay healthy without pressure.

3. Beginner/New Joiner

Name - Muhila S

Age - 22

Occupation – Student



When: I am starting my fitness journey.

I want to: Find easy, guided workouts that help me stay motivated.

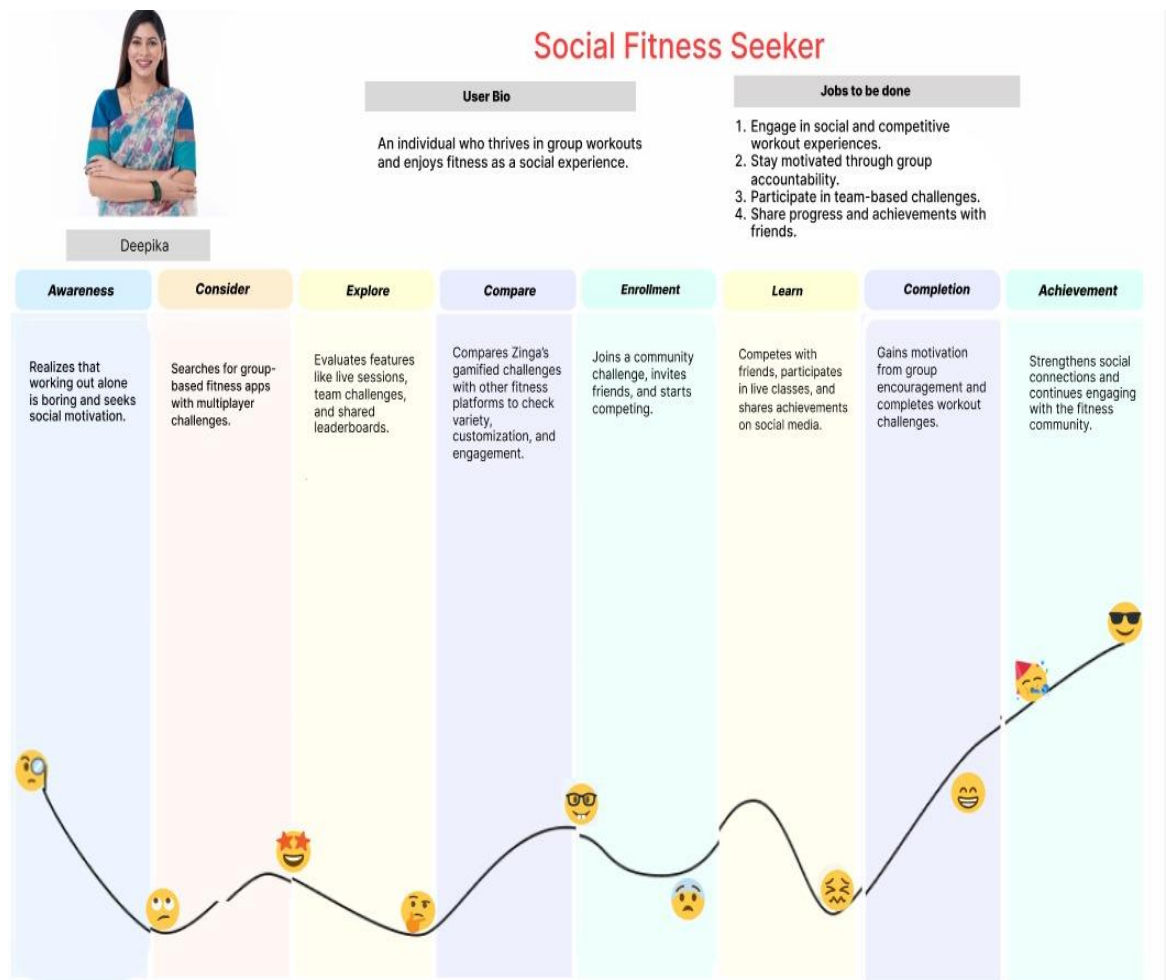
So I can: Develop a sustainable fitness habit and gain confidence.

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

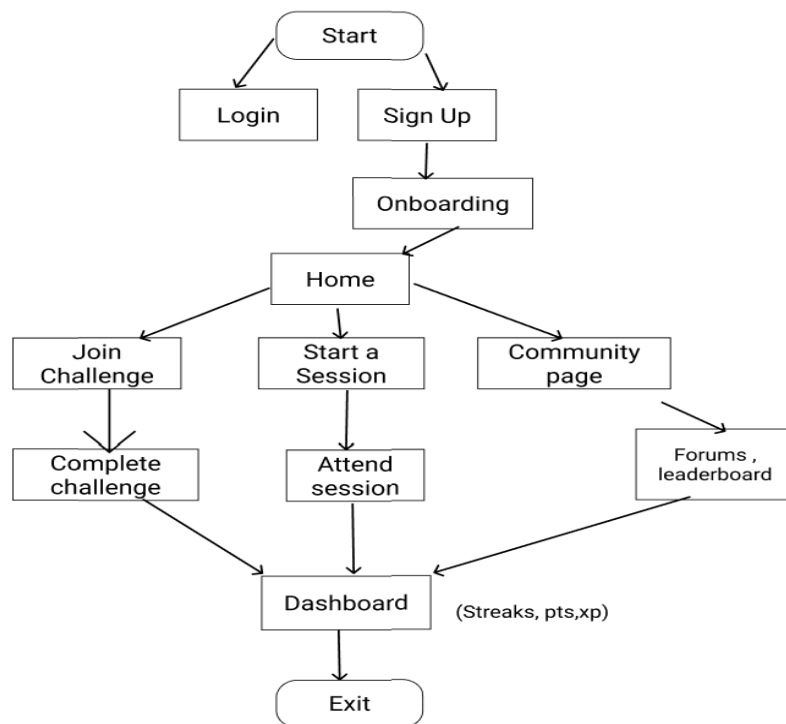
- How it works:
 - Users can create and join fitness challenges (e.g., “30-Day Yoga Challenge” or “1000-Minute Workout Challenge”).
 - Friends/family can compete or collaborate in real-time leaderboards.
 - Instructors can host special challenges with incentives (e.g., top performers get free sessions).
- 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

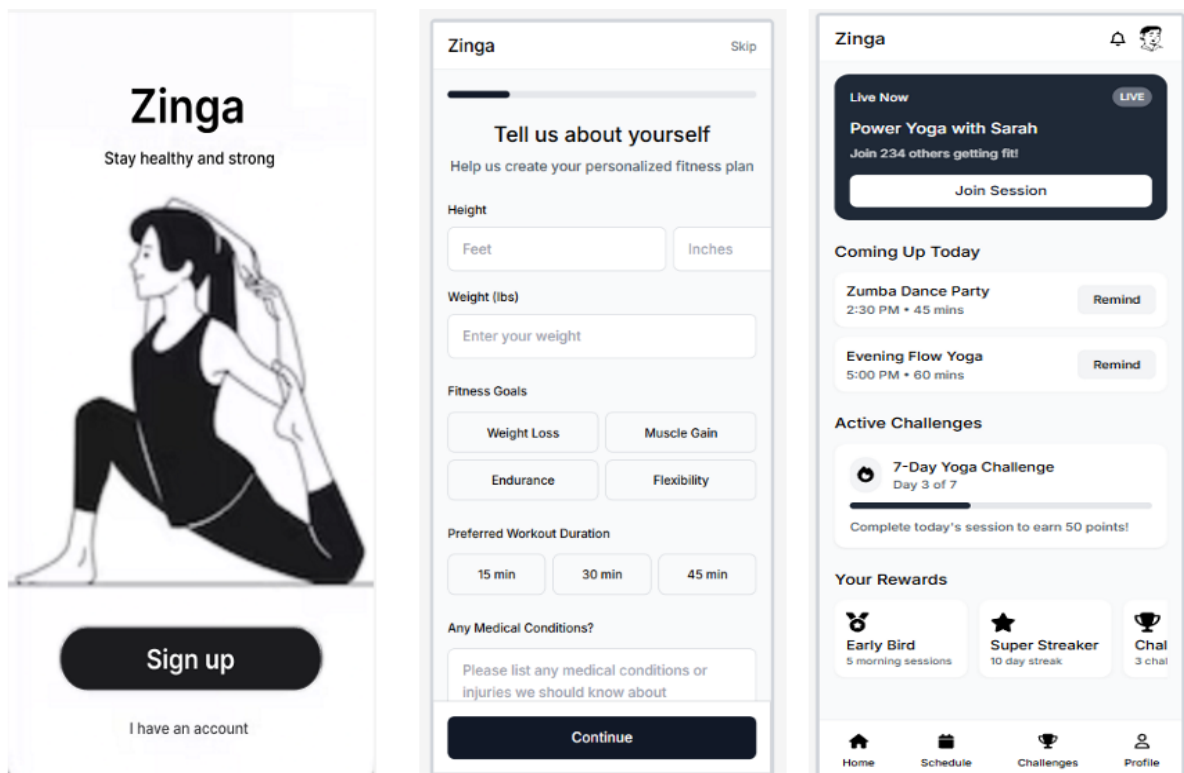
Feature	Customer Experience (CX)	Technical Acceptance Criteria
Onboarding & Profile Setup	- Users complete a guided onboarding process. - Select fitness goals (e.g., weight loss, muscle gain, flexibility). - Choose workout preferences (Yoga, HIIT, Strength Training, etc.). - Option to connect with friends or join public fitness communities.	- User data (preferences, goals) should be stored in a database. - Onboarding should be skippable and editable later. - UI should be optimized for both mobile and web versions.
Gamification & Rewards	- Users earn points for completing workouts and challenges. - Points can be redeemed for discounts, premium content, or merchandise. - Users receive badges for workout streaks (e.g., 7-day streak, 30-day challenge).	- Points and rewards should be dynamically updated in the user's profile. - Notifications should trigger when users unlock badges or rewards. - Points redemption should be integrated with the payment system.
Community Challenges	- Users can create or join challenges (e.g., "30-Day Yoga Challenge"). - Compete with friends and track progress on leaderboards. - Instructors host special challenges with rewards.	- Challenge creation should support different formats (duration-based, repetition-based). - Leaderboards should update in real time. - Social sharing and chat features should be enabled for challenges.
Social & Friend Engagement	- Users can invite friends to compete in challenges. - In-app chat and video check-ins enhance community engagement. - Weekly challenge summary is sent via push notifications.	- Friend invite feature should work through contacts/social media sync. - Chat should support text, images, and workout updates. - Push notifications should be configurable in user settings.
Workout Streak Tracking	- Users see progress through streaks (daily, weekly, monthly). - Visual reminders motivate users to maintain consistency. - Users get bonus points for completing long streaks.	- Workout tracking should sync with calendar/reminders. - Streak resets if no activity is logged within a defined period. - Bonus points calculation logic should be automated.

User flow and wireframes

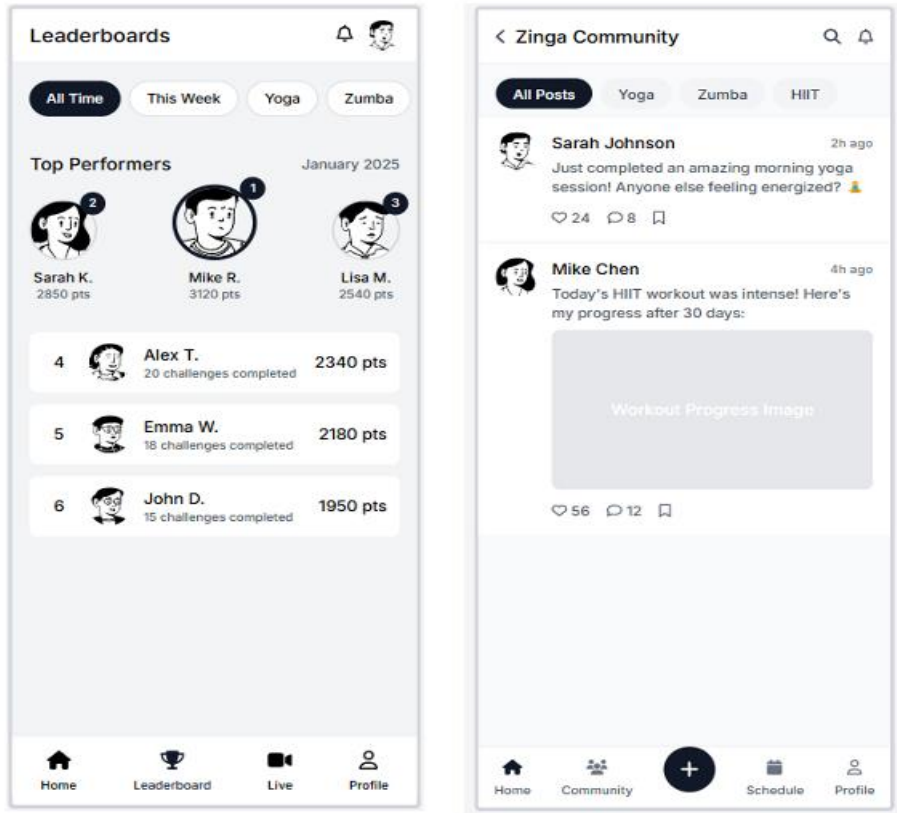
User Flow



Wireframes

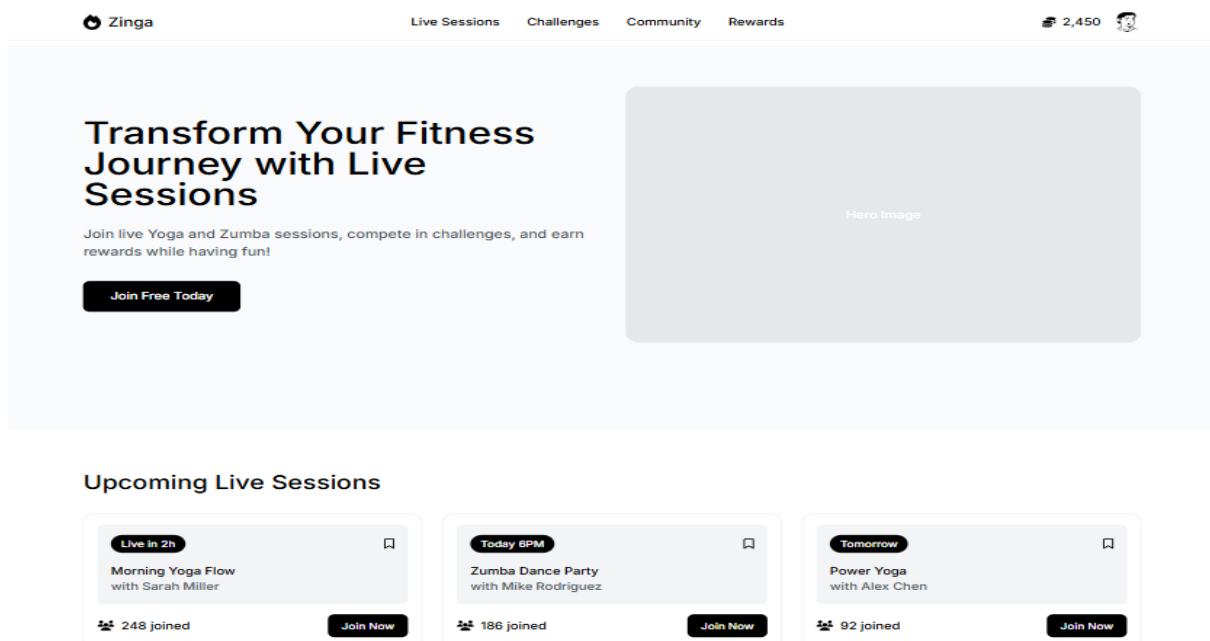


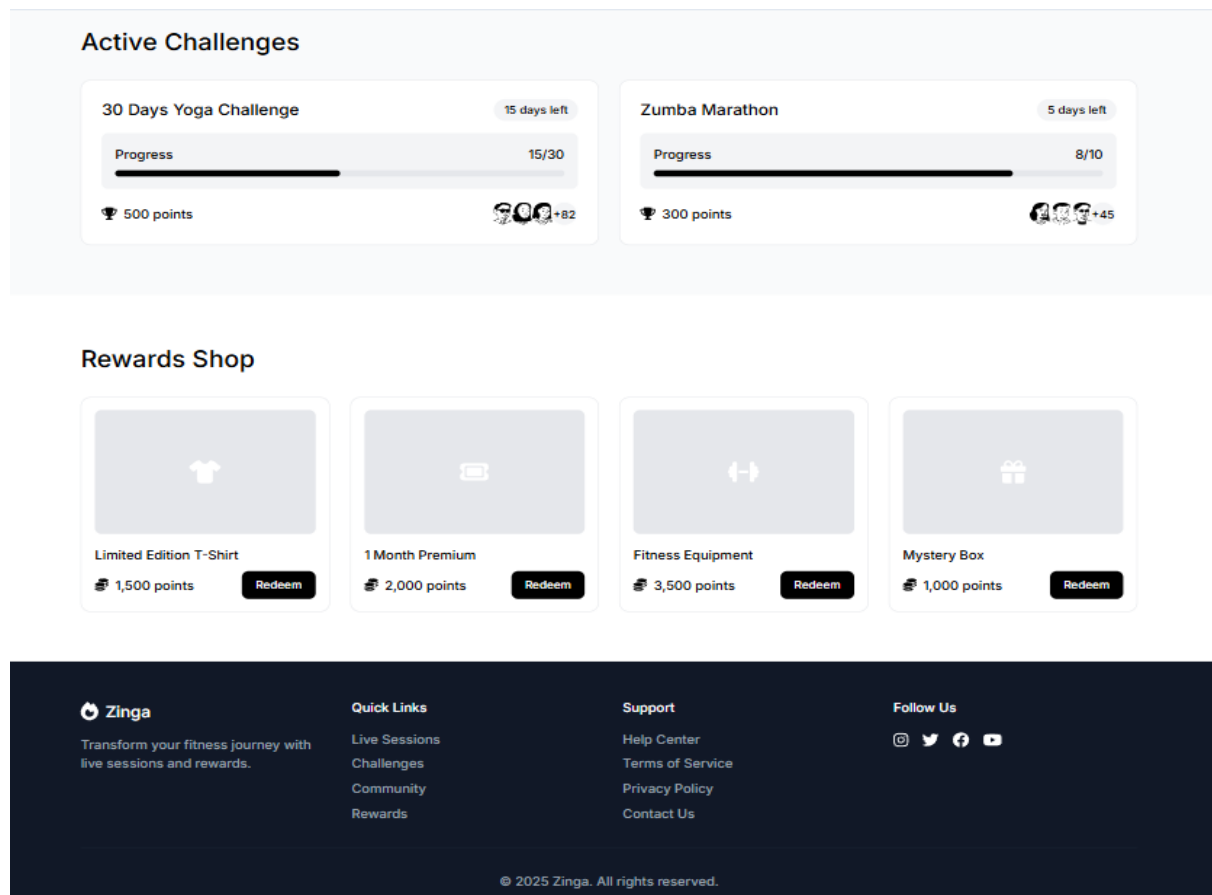
→ Sign up, Onboarding and Home page.



➔ Leaderboards and Community page

Desktop view-





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**.

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

Milestones & Shipping Plan (When?)

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