

# Gamification and Challenges

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## Introduction

The SmartRideshare platform provides gamification through the challenges module. Users can join a challenge and compete with others as individuals or as a team towards a common goal. The challenge module contains features to create and administer the challenge as well as user side features to join a challenge, create and join teams and track achievements at the individual and team level. Unlike incentives, a challenge is not linked with rewards.

This document shows the capabilities available in the challenges module both on the user side and on the administration side by featuring a sample “Bike To Work Challenge”. Note – much of the content and challenge configuration is configurable and the system is capable of running challenges for a single mode or multiple modes.

## User View – Overview Tab

In the SmartRideshare platform, challenges appear on the user’s Home page. Upon clicking the challenge link, a tabbed layout is presented with various sections under each tab. The first tab is the Overview Tab. The Overview Tab shows top 3 individual achievers and top 3 team achievers and has links to take the user to the full individual leaderboard and the full team leaderboard respectively. Challenge network administrators may also add content posts and Twitter style notifications through the network administration portal. If a Twitter account is linked using the network administration portal, the tweets made through that account will be shown under the Overview Tab.

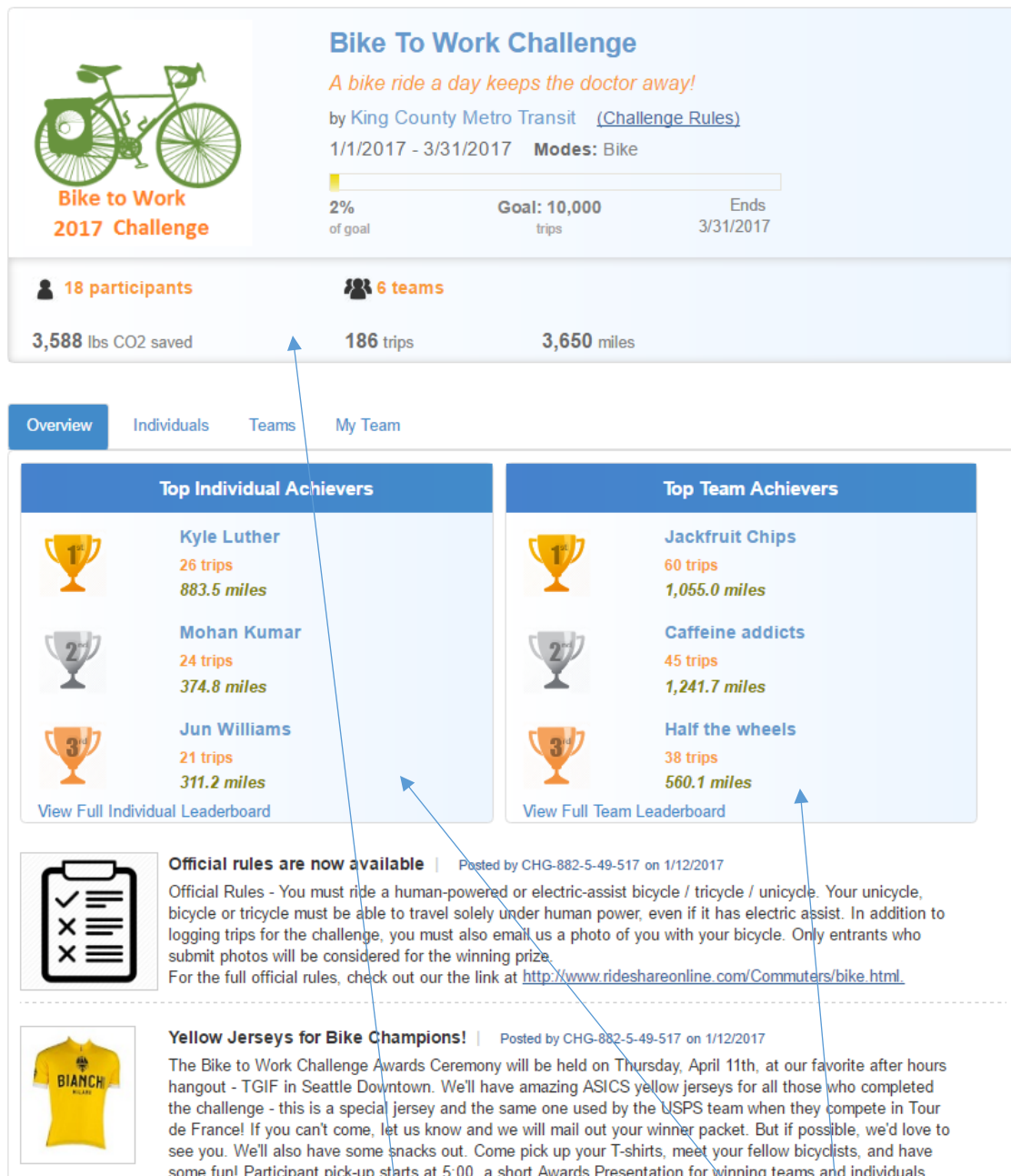


Figure – Sample user view of a challenge. The Overview Tab contains top achievers along with content posts and notifications made by the challenge network administrator through the network administration portal.

The top section contains the challenge summary. It displays the challenge name, slogan, external link for rules and metrics such as number of participants and collective achievements towards the challenge goal.

Top 3 places at the team and individual level are given 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> ranks and called out with special attention.

### User View – Individuals Tab with the Individual Leaderboard

The Individuals Tab contains the Individual Leaderboard. The rank is given out based on trips or miles and depends on whether the challenge is configured based on trips or miles. The tab also contains comparative metrics that allows the user to compare their achievements with the average challenge participant.

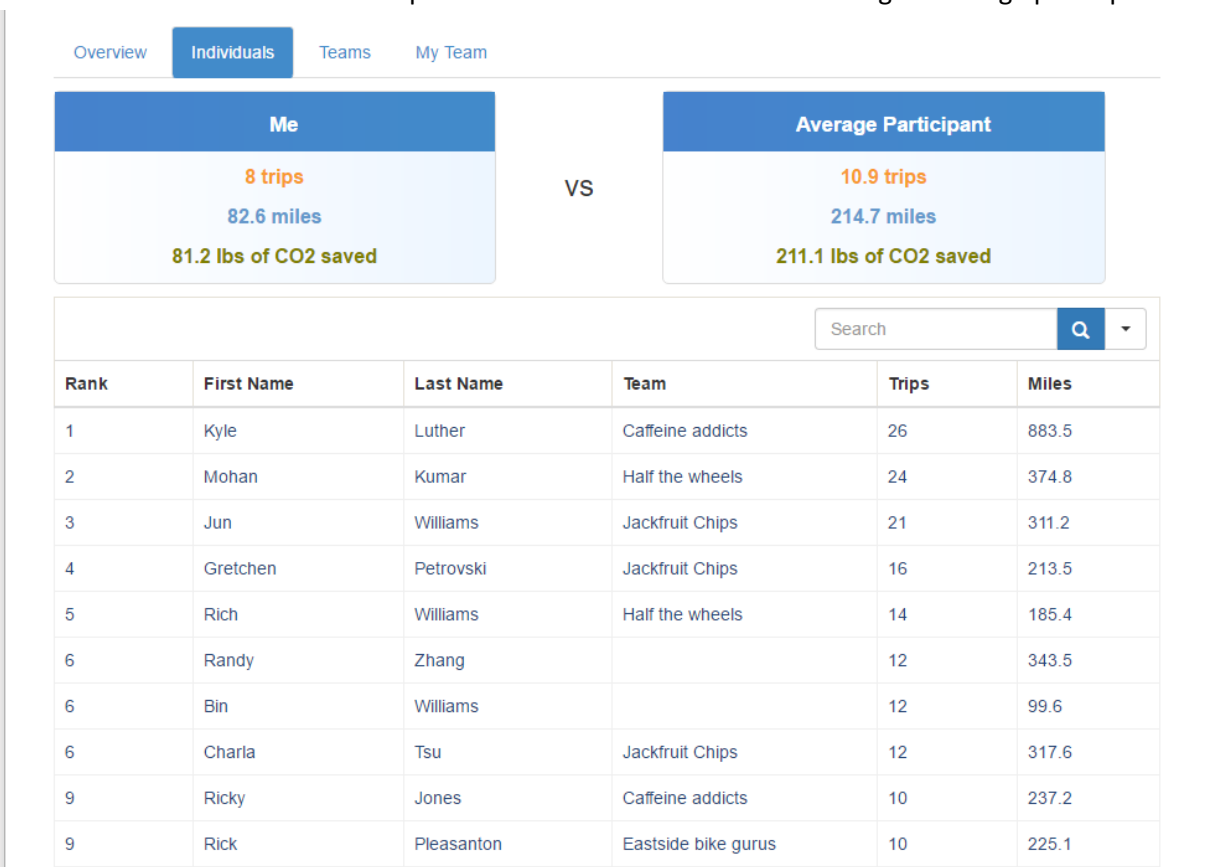


Figure – The Individuals Tab containing the Individuals Leaderboard and comparative metrics for the user and an average challenge participant.

### User View – Teams Tab with the Team Leaderboard

The Teams Tab contains the Team Leaderboard. It is similar to the Individual Leaderboard, except that the rank is given out at the team level.



Figure – The Teams Tab contains the Team Leaderboard.

## User View – My Team Tab

The My Team Tab contains sections for an “Intra-Team Leaderboard” as well as a comments section that may be used for communicating with other team members. The intra-team leaderboard is similar to the Individual Leaderboard, except that it only shows members from the same team.

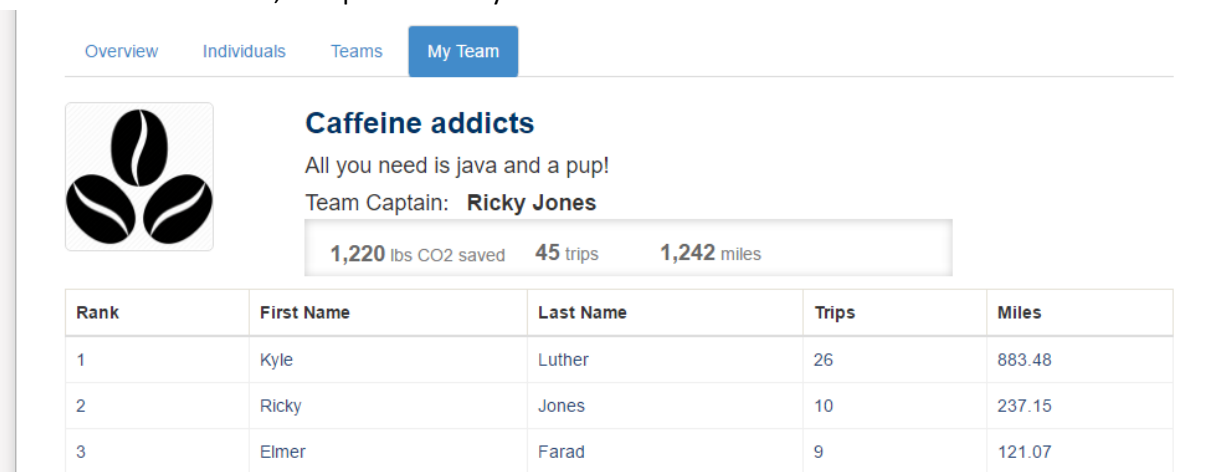



Figure – My Team Tab showing the team name, slogan and achievements of the team along with an “intra-team” leaderboard.


The My Teams Tab also allows users within the team to communicate with each other through posted comments and replies. This communication tool is also available for cross-team communication. Through the Team Leaderboard, a user may visit another team’s page and they may post comments on that team’s page. The cross team communication may be used for scenarios such as a throw down.

[Have something to say?](#)


Post




Nice going, Jackfruit chips! Where do you guys ride?  
Rick Pleasanton 1/12/2017 6:59:00 AM  
[Reply](#)




We typically ride near Green Lake and UW.  
Val Kilner 1/12/2017 10:23:00 AM  
[Delete](#)



How would you like to eat some jackfruit chips while you bike? Come join our Jackfruit chips team.I'll be bringing home made chips to all members on our group outings.  
Jun Williams 1/12/2017 6:44:00 AM  
[Reply](#)



That sounds wonderful! Mind you - I have a big appetite!  
Gretchen Petrovski 1/12/2017 6:46:00 AM



I'm not on your team - but I'll stop by just to taste some. Gotta have Jackfruit chips!  
Elmer Farad 1/12/2017 7:03:00 AM

Figure – The comments section under the “My Team” Tab allows for communicating with other team members.

## Admin View - Creating a Challenge

Challenges are created by administrators. Network administrators may create a challenge for their network from the network administration portal. Challenges can be open ended with no goal or may have a specific goal that can be defined in terms of trips or non-SOV miles. Collective metrics such as number of participants, number of teams, number of trips logged, number of non-SOV miles logged, CO2 savings are tracked for open ended challenges and for challenges with goals.

Figure – Sample challenge configuration

**Challenge**

Challenge name:

Challenge slogan:

Managed by:

External Link Text (Optional):

External Link URL (Optional):

Show challenge: ☒ Yes ☐ No

The external link text and URL are shown on the user side may be used for official rules or challenge information hosted on an external site.

### Summer Bike to Work Challenge

*A bike ride a day keeps the doctor away*

by ACME Organization [Official Rules](http://acmeorganization.com/btowchallenge/rules.htm)

Note – State, Regional and TMA networks may create challenges that are open/public. Open challenges are available to everyone in the system.

Figure – Sample challenge configuration

Figure – Sample challenge configuration

**Challenge Criteria**

Maximum team size:

Set challenge goal: ☒ Yes ☐ No

Enter goal (Trips/Non-SOV miles):

Challenge based on: ☒ Trips ☐ Non-SOV Miles

Qualifying modes:

<input type="checkbox"/> Carpool	<input type="checkbox"/> Vanpool
<input type="checkbox"/> Bus	<input checked="" type="checkbox"/> Bike
<input type="checkbox"/> Train	<input type="checkbox"/> Walk
<input type="checkbox"/> Telework	<input type="checkbox"/> Other
<input type="checkbox"/> Light Rail	<input type="checkbox"/> Streetcar
<input type="checkbox"/> Passenger Ferry	<input type="checkbox"/> Compressed Work Week


Trip purpose: ☒ Commute ☐ Work Related (Non-Commute)

The team size restriction can prevent a challenge from becoming skewed towards a large team such as an employer network or a university network. The maximum team size can be any number between 2 and 50.

The trip purpose options are relevant to the network type. For example, for employer networks Commute and Work Related options are available. For agency networks, Commute, Work Related, Personal and SchoolPool options are available.

Figure – Sample challenge configuration

**Challenge Time Frame**  
Launch date:   
Tracking start date:   
Tracking end date:   
Grace days after end date:

**Challenge Display Image**  
Image:   
**Bike to Work  
2016 Challenge**  
 bike2.png  
Image size not to exceed 200 x 200 pixels. Recommended size 200 x 200 pixels.

The launch date can be today's date or sometime within the next 3 months. The tracking start date can be today's date or sometime within the next 3 months. The tracking start date can't be a date earlier than the launch date.

Grace days allows a user to track trips that count for the challenge after the tracking end date. Grace days can be any number between 0 and 28. For example, with the configured values in this figure – bike trips logged on 10/10 that are for dates between 10/02 and 10/08 will count towards the challenge.

Tip – For optimum display, use the recommended size of the image when setting up a challenge. An image is required when setting up a challenge.

## Admin View - Managing a Challenge


Similar to a child network, network administrators may access and manage challenge communication and reporting metrics through a proxy administration type mechanism.

Figure – Managing a challenge

You are currently managing: **Organization**

Benefits Challenges Events Users Networks Addresses Reports Settings

Page: 1 of 1 << >> + Add Challenge



**Bike to Work  
2016 Challenge**

**Challenge:** Summer Bike to Work Challenge  
**Start Date:** 7/3/2016  
**End Date:** 9/30/2016

[Teams](#)  
[Manage](#)  
[Edit Challenge](#)  
[Delete Challenge](#)

## Teams

A challenge may feature user created teams and administrator created teams. The system makes no distinction between user created and administrator created teams. Teams can be optionally placed in categories provisioned in the system. The team category is only visible to team captains and is used for reports available to administrators. Teams are self-service – users may join/leave teams themselves and the team functionality does not require administration.

Figure - Adding a team


**Team**

Team name:

Team slogan:

Team captain: Darob

**Team Logo Image**

Image: 

bike5.png

Image size not to exceed 120 x 120 pixels. Recommended size 120 x 120 pixels.

**Team Category**

Category:



## Admin View - Communication

Network administrators have multiple methods of reaching out to users who join the challenge including posting to the news feed, scheduled emails and ad-hoc emails. Scheduled emails may be sent based on the date the user joins a challenge or calendar dates. Features on the home page news feed such as parameter substitution are also available on the challenge news feed. For example, a survey link with pre-populated parameters for email address, name and phone number could be set up on the news feed.

Figure – Communication for challenge is similar to communication for networks

**Program outreach**

[Edit/View user home page content](#)  
[Send email to user group for outreach](#)  
[Send email to users when they join this network](#)  
[Edit/View notification](#)

Figure – Scheduled emails based on when a user joins a challenge

**Timeframe to send email**

\* Specify when email has to be sent to users: 

▼  
Shortly after they join the network  
7 days after they join the network  
30 days after they join the network  
90 days after they join the network

Figure – Scheduled emails based on a calendar date

**Send option**

☐ Send email now      ☒ Schedule email for a later date




\* Date :  

Figure – Challenges support content posts that feature in the news feed


**Network Content**

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**Yellow Jerseys for Bike Champions**

Posted by Amol Brahme, CHG-6183-11-2-870 on 8/27/2016 1:40:00 PM

The Summer Bike to Work Challenge Awards Ceremony will be held on Thursday, August 11th, at our favorite after hours hangout - Sharks in Kirkland Downtown. We'll have amazing ASICS yellow jerseys for all those who completed the challenge - this is a special jersey and the same one used by the USPS team when they compete in Tour de France! We'll also have some snacks out. Come pick up your T-shirts, meet your fellow bicyclists, and have some fun! Participant pick-up starts at 5:00, a short Awards Presentation for winning teams and individuals starts at 5:30. Mark your calendars!

Edit
Delete

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**What are the I-405 Express Toll Lanes?**







Posted by Amol Brahme, CHG-6183-11-2-870 on 8/2/2016 7:44:00 PM

The I-405 express toll lanes between Bellevue and Lynnwood, set to open later this year, will help ease traffic on one of the state's most congested corridors. Express toll lanes will give I-405 drivers a choice to travel faster by paying a toll. Transit, vanpools, and carpools meeting the occupancy requirement will be able to use the lanes toll-free. If you're an I-405 carpooler, you must have the Good To Go! Flex Pass and meet occupancy requirements to drive in those lanes toll-free.

Edit
Delete

Figure – Challenges support short twitter style notifications and linking to Twitter in the news feed

Add Notification

Setup Twitter account

Notification Text	Created Date		
We've just put in a new bike stand at the south entrance of the building. So much easier to park your bike than park your car :)	8/27/2016 1:51:00 PM		
More rewards! In addition to ASICS jerseys for the winning team, we'll have \$50 bike shop gift cards for all participants! How cool is that?	8/27/2016 1:48:00 PM		
Wednesday's evening we're expecting some showers. Extra points for those who bike in the rain! Be sure to get your raincoats!	8/27/2016 1:46:00 PM		

## Admin View - Reports

Similar to a child network, network administrators may access reports through a proxy administration type mechanism. Note – deleting a challenge removes it from the user and administration views – however, data pertaining to the challenge remains available in the system for a period of 1 year after the challenge end date.

Figure – Reports available at the challenge level

**User Reports**

[Trip Log Report \(By Trips\)](#)  
[Trip Log Report \(By Miles\)](#)  
[Trip Log Report \(By Days Using Longest Trip In The Day\)](#)  
[Trip Log Report \(By Days Using All Trips In The Day\)](#)  
[Trip Log Report \(Aggregate And CSV Export\)](#)  
[Carpool Trips Report](#)  
[Challenge Organization Leaderboard Report](#)

## Challenge Organization Leaderboard Report

The Challenge Organization Leaderboard Report is available for those challenges where the “Enable Organization Leaderboard Report” was turned on when the challenge was created. To use this report, the setting must be enabled when the challenge is created (see image below depicting how to enable this feature). As with other reports, the data generated may be exported to Excel / PDF or Word and published on external sites.

**Challenge Criteria**

Maximum team size:

Restrict to network: ☒ Yes ☐ No

**Enable Organization Leaderboard Report:** ☒ Yes ☐ No

Set challenge goal: ☒ Yes ☐ No

Enter goal (Trips/Non-SOV miles):

Figure – Enabling the Challenge Organization Leaderboard Report

Challenge Organization Leaderboard Report							
10/4/2016 6:12 PM							
Bike To Work Challenge 2016							
Network Name	Type	Number of Users	Total Trips	Total Miles	CO2 Saved	Average Trips	Average Miles
Organization Inc	Employer	29	168	2,703.8	2,657.7	5.79	93.23
ATT Company	Employer	2	90	1,968.6	1,934.8	45	984.3
ACME Toy Company	Employer	3	88	2,425.5	2,384.3	29.33	808.5
Bellevue College	University	3	56	169.8	166.9	18.67	56.6
T-Mobile Inc	Employer	2	47	778.8	765.6	23.5	389.4
AAA Company One	Employer	2	22	310.4	305.1	11	155.2

Figure – Sample output generated by the Challenge Organization Leaderboard Report