

# CHALLENGE ADMIN WIZARD

Encourage friendly competition at anytime.

How to create  
your own  
challenges

## Overview

The Challenge Admin Wizard allows you to create your own challenges or choose one from our library to engage your population and encourage friendly competition at any time. Create sponsor-wide challenges to get your whole organization in on the challenge or give permission to your champions to launch challenges for specific office locations, business units, or other segments of your workforce.

## Permissions and Access

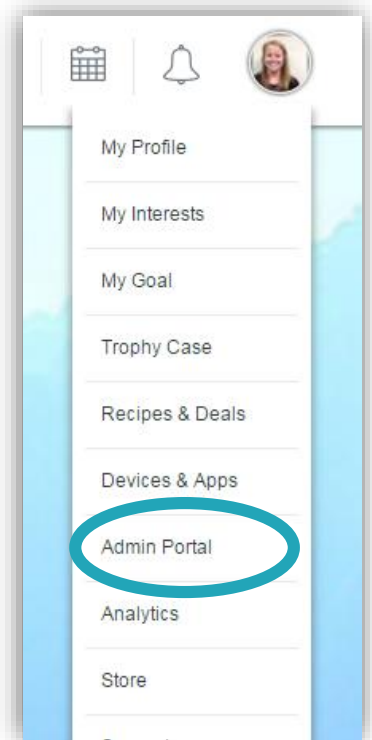
The Challenge Admin Wizard is accessed within the Client Admin Portal. To access the Client Admin Portal, navigate to your Virgin Pulse account and click "Admin Portal" beneath your profile picture.

The Challenges Admin Wizard will only be visible to Client Admins' with the role of Super Admin, Sponsor Admin, Challenge Admin, or Challenge viewer.

- Both **Super Admin** and **Sponsor Admin** come bundled with multiple permissions, including Challenge Admin permission. If you should have Super Admin privileges and do not, reach out to your Client Success Manager.
- **Challenge Admins** have the ability to create new challenges, as well as the ability to view a list of all challenges created for a sponsor to avoid schedule conflicts. The permission scope for Challenge Admins can be limited to a specific organizational hierarchy subset within the sponsor, as determined by the eligibility file.
- **Challenge Viewers** can view a list of all challenges created for the sponsor.

Please note:

- Only the Admin who created the challenge can view or edit details of that challenge that they created.
- Client Admins cannot view challenge details for challenges that other Client Admins have created, regardless of their role or permissions level.
- Challenges cannot be edited after they have been published live to the site.
- Challenge list view shows all challenges that have been created, including challenge name, publish date, start/end dates, and creator name.



## **What type of challenges will I be able to create with the Challenge Admin Wizard?**

Admins have access to our entire library of themes for Company Challenges including Destination, 5-stage and Basic step challenges. While these can be “company-wide” and include the entire organization, challenges created via the Wizard will not appear on the Virgin Pulse homepage. Instead, challenges will appear under the Challenges Tab and members will receive emails inviting them to join the challenge.

## **Who will be able to join a challenge created with the Challenge Admin Wizard?**

Challenges created with the Challenge Admin Wizard can include an entire sponsor or subsets of the organizational hierarchy (Company, Business Unit, Office Location) which is determined by the eligibility file. The options for who can join will vary based on the Admin’s permission set.

## **Can I create an individual step challenge with the challenge wizard?**

No. We currently only support team-based challenges in the Challenge Admin Wizard. Individual (non-team) corporate challenges are not yet supported on the Virgin Pulse platform.

## **Will any rewards be triggered by joining a challenge created by a client admin?**

Maybe. Some sponsors have a the reward: “Join the Company Challenge.” This reward would be triggered if it was available to members and the trigger is determined by the sponsor’s program design.

## **Can I have the system reward challenge participants for performance in a challenge I created?**

No. Challenge performance rewards (such as first place winners) cannot be defined as part of challenge setup. However, the challenge leaderboard will be visible until the challenge is taken down which is an option if you’d like to manage the rewards internally for a specific challenge.

## **Are challenges created within the Wizard fully customizable?**

Yes and no. Basic Challenges are fully customizable and Admins even have the option of creating a basic challenge from scratch. Due to the complexity of images, content and copy in Staged Challenges and Destination Challenges, these challenge types have limited but important ways they can be customized or configured. Challenge admins can rename the challenge, swap out the main image, and revise/edit the main description. Content unlocked at each destination or stage cannot be customized via the challenge wizard. All content can be previewed at the end of challenge creation after the challenge has been saved.

## **Is there a limit to how many challenges can be created with the Challenge Admin Wizard?**

No! There is no limit to how many challenges can be created via the Wizard. However, Virgin Pulse recommends limiting how many challenges run concurrently to avoid potentially confusing members.

# Challenge Wizard



Feature	Details	Best Practices
<b>Select Challenge Type</b>	<p>Three Challenge types are available:</p> <ul style="list-style-type: none"> <li>• Basic Challenge: Simple, step-based team challenge.</li> <li>• Destination Challenge: Step-based challenge where players virtually travel across an interactive map and unlock destinations as they go.</li> <li>• Staged Challenge: Step-based challenge where players unlocked set stages as they progress.</li> </ul>	<p>Virgin Pulse recommends a Basic Challenge for a quick set-up and easy experience.</p> <p>Virgin Pulse recommends a Destination Challenge for an immersive experience with robust game mechanics, content, and interactions.</p>
<b>Select Team Structure</b>	<p>User-created teams:</p> <ul style="list-style-type: none"> <li>• Available for all challenge types.</li> <li>• 5, 8, and 10-player team options.</li> <li>• Scoring is based on total steps.</li> </ul> <p>Pre-assigned teams:</p> <ul style="list-style-type: none"> <li>• Based on Organizational Hierarchy (Company Level, Business Unit, or Office Location) as determined on the eligibility file.</li> <li>• Only available for Basic and Staged Challenges.</li> </ul>	<p>Virgin Pulse recommends user-created teams of 5, which studies show is the ideal team size to drive social interaction and accountability, helping to develop and sustain healthy behavior change.</p>
<b>Challenge Rules</b>	<ul style="list-style-type: none"> <li>• Challenge rules are automatically loaded based on the challenge type and structure that was selected.</li> <li>• Challenge rules can be edited within the text editor, included adding or deleting the pre-defined rules.</li> <li>• Rules will appear on the website, mobile app, as well as some automated challenge emails.</li> </ul>	<p>Virgin Pulse recommends keeping the automated rules with minimal edits to avoid member confusion.</p>
<b>Select “Who Can Join”</b>	<p>The available options will vary depending on the Admin’s permission level. Admin’s are only able to set-up challenges based on their permission set. Multiple organizational hierarchy options within the same “level” can be selected, if the Admin has permission over multiple options (e.g. more than one office location).</p> <ul style="list-style-type: none"> <li>• All of Sponsor <ul style="list-style-type: none"> <li>• This is the highest level within the organizational hierarchy and selecting this will include everyone within the sponsor to participate in the challenge.</li> </ul> </li> <li>• Company Level</li> <li>• Business Unit</li> <li>• Office Location</li> </ul>	<p>Due to the various options for who can join a challenge, Virgin Pulse highly recommends being cautious when designating Client Admin permission sets. Very few Admins should have access to set up a challenge for the entire sponsor. Organizational hierarchy data and options are based on the eligibility file Virgin Pulse receives from the client.</p>
<b>Enable Step converter</b>	<ul style="list-style-type: none"> <li>• The Step Converter tool allows manually entered activity to be counted as step data and will be included in challenge scoring.</li> <li>• The Step Converter tool takes a non-validated activity (e.g. swimming) and converts the activity’s length or duration into an equivalent step amount. Members can also use the converter to manually enter steps.</li> <li>• If disabled, only validated step data from a supported tracking device will be included in challenge scoring.</li> </ul>	<p>Virgin Pulse recommends being cautious with the Step Converter. It is a great feature to allow members to participate with non-step based activities, however it uses non-validated activity.</p>

# Challenge Wizard



Feature	Details	Best Practices
<p>Select Theme</p>	<ul style="list-style-type: none"> <li>Choose a challenge from the Virgin Pulse theme library.</li> <li>There are 19 basic challenges (and a "create your own" option), 6 staged challenges and 6 destination challenge themes.</li> <li>Most challenges are available in all supported languages. There is language filter where Client Admins can select which languages they would like their challenge to be available in and the system will filter the list of challenges themes to those available in the desired languages.</li> </ul>	<ul style="list-style-type: none"> <li>For easy set-up, Virgin Pulse recommends choosing a challenge from our library.</li> </ul>
<p>Challenge Content</p>	<p>This section allows the Client Admin to view and edit the challenge name, image and description</p> <ul style="list-style-type: none"> <li>Challenge name can be up to 75 characters</li> <li>Challenge description can be up to 500 characters</li> <li>Challenge image must be 1200x550 pixels</li> </ul> <p>Basic challenges are fully customizable, since all elements (challenge name, description and image) are editable</p> <ul style="list-style-type: none"> <li>The basic challenge theme library includes a "create your own" option if the client admin wants to start from scratch and enter their own challenge name, image and description.</li> </ul> <p>Staged Challenges and Destination Challenges can only have their challenge names, main image, and main description customized.</p> <ul style="list-style-type: none"> <li>Staged Challenges and Destination Challenges also include extensive content that is unlocked as each stage or milestone. This content cannot be customized via the challenge wizard, but all content can be previewed at the end of challenge creation after the challenge has been saved.</li> </ul>	<ul style="list-style-type: none"> <li>If the challenge does not need translations, adjusting the challenge name or description to include the organizational hierarchy name (e.g. for office location add the name to the challenge such as "The Boston Step in to a Better You challenge")</li> </ul>
<p>Select Dates</p>	<ul style="list-style-type: none"> <li>Admin will be prompted to select a start date. After that is selected, remaining dates are populated based on challenge best practices. However, all challenge dates are configurable.</li> <li>Client Admins can also view the schedule of emails that will be automatically sent. Challenge emails cannot be disabled and the email schedule cannot be modified.</li> </ul>	<p>Virgin Pulse recommends using the automatically populated dates based on challenge start date:</p> <ul style="list-style-type: none"> <li>Registration Opens - 10 days prior</li> <li>Challenge Ends - 14 days after</li> <li>Upload Deadline - 2 days after challenge ends</li> <li>Archive Date (challenge removed from site) - 2 weeks after challenge ends.</li> </ul>
<p>Save &amp; Preview</p>	<p>The last step is to save the challenge! After saving, two options will appear:</p> <ul style="list-style-type: none"> <li>Preview - this will generate a preview of the challenge, where all content can be viewed.</li> <li>Add translations - if the client admin added custom content for configurable portions, they will have an opportunity to add associated custom translates.</li> </ul>	<p>Since challenges cannot be edited after they are live on the site, Virgin Pulse recommends previewing all content to ensure there are no mistakes.</p>