

Active Rewards

Feature Guide





Active Rewards Feature Guide

Eligible users of the Vitality program receive a weekly target with the number of points they need to earn through physical activity. Points earned are based on certain physical activity workouts. Every week that the user achieves their target, earn a reward.

The high-level Wellness Devices mobile experience is defined below:



1. Homescreen

Vitality Active Rewards is shown as a card under 'Improve Your Health', as call to action and the entry point for the user into the Active Rewards journey. The possible scenarios for this card are as follows:

Scenario	Content
The user has not started the Vitality Active Rewards	Informs the user they have not activated Vitality Active Rewards to start with their Weekly Target
The Vitality Active Rewards is activated	Informs the user they have activated their Vitality Active Rewards
Number of points earned	Informs the user of the points earned
Points target still in progress	Informs the user of points target progress by showing the user the number of they earned out of the maximum points.
Points target achieved	Informs the user they have achieved their target and have earned a reward.

2. On-boarding

2.1. Active Rewards

On-boarding takes places before the activation of the Active Rewards benefit and provides the user with basic information on the Active Rewards benefit.

2.2. Wellness devices

This screen only appears if the user has not yet linked a fitness device or app with Vitality. The user skips this step in the process if s/he already has a device or app linked with Vitality.



2.3. Link a device

When the user has not yet linked a fitness device or app to Vitality when their Active Rewards goal period becomes active, it means that the user will be unable to earn points, at this point in the journey the user is prompted to link a fitness device or app.

3. Legal Content

3.1. Medically fit agreement

Active Rewards can be activated only after the user has gone through the on-boarding process and has agreed to the T&Cs.

3.2. Partner 1 – Data sharing agreement

The partner reward can be claimed only after the user has agreed to the data privacy T&Cs.

4. Learn more

This screen provides additional information regarding how Vitality Active Rewards works.

4.1. Participating Partners

This is included where Vitality has an agreement in place with the partners to provide Active Rewards to the users. The list of participating partners is displayed, and the user can drill down to get more detail about each partner.

5. Activation

5.1. Complete VHR

The user uses this screen to complete their Vitality Health Review in order to activate Active Rewards.

5.2. Activated

Provides the user with basic information on getting started with Vitality Active Rewards.

6. Weekly Target

6.1. Summary

The summary screens inform the user of their points target progress and inform them when they have achieved their target and have earned a reward.

7. Activity

7.1. No activity

The screen is displayed when the user has not earned points towards the weekly target and does not yet have Active Rewards activity history.



7.2. Summary

The summary screen is displayed when the user has earned more than 0 points towards the target in the current period and / or the user has historic Active Rewards activity data. This screen provides the user with the following options:

- In Progress – this only shows on the user’s current week if they have not yet achieved their target.
- Pending – the member has not achieved the previous week’s target and the user is in the monitoring period where events can still come in.
- Achieved – the user has achieved their target.
- Not Achieved – the user is not in the monitoring period and has not achieved their target.

7.3. Activity detail

These screens are used to display Archived status and points for a particular week. If status is Not achieved the user is shown the points achieved of target points.

7.4. Event detail

This screen is display specific points activity the user has selected, each activity record provides a line item for the following information:

- Points earned.
- The event date.
- The event description
- Device name

8. Rewards

8.1. Current rewards

All available vouchers are listed in this screen. When the reward vouchers are available the screen displays the following information:

- available rewards for selection
- available (unused/unexpired) vouchers
- history of previously redeemed and expired rewards

If the user has no available reward vouchers, the screen does not list any vouchers.



8.2. History

This screen shows the history of redeemed and expired vouchers.

8.3. Win reward

This screen displays:

- a congratulations message for earning a reward
- an instruction on how to spin, and
- the Vitality Spinning Wheel

8.4. Select reward

This Reward screen displays automatically, showing the reward obtained by the user. The user selects voucher to indicate they wish to receive the voucher.

8.5. Swap reward

The Swap reward screen is used to swap the reward with their desired voucher.

8.6. Chosen reward

The user is shown this screen with the voucher code once they accept the data privacy clause. The user redeems the voucher by adding it to their account immediately or during the partner checkout.

9. Partner information screen

9.1. Partner 1

The screen is used to display participating partner information such as:

- Participating Partner Name
- Participating Partner Logo
- Marketing information content specific to the participating partner.



10. Push notifications

If the member has push notifications enabled the member should receive a push notification in the following scenarios:

- 2 days after joining the Vitality programme and Active Rewards has not been activated
- When Active Rewards is activated and the weekly target cycle started but no devices / apps has been linked
- Trigger if Active Rewards hasn't been activated after 3 weeks after successful registration.
- Defined:
 - Active Rewards member journey selected and weekly target achieved.
- Probabilistic:
 - Active Rewards member journey selected and weekly target achieved.
 - Active Rewards member journey selected and weekly target achieved and no spin completed <within 4 days> (The trigger timeline must be configurable per market)