

Organised Fitness Events

Feature Guide



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The Organised Fitness Events feature, also known as athletic events in some markets, allows the user to submit evidence of having participated in an organised fitness event to earn Vitality points. Points earned only count towards the user's Vitality status and not towards their Active Rewards and / or Apple Watch goals.

The high-level mobile experience is defined below:



1. Homescreen

Organised Fitness Events is shown as a card under 'Improve Your Health, as a call to action and the entry point for the user into the journey. Users will view the same homescreen card regardless of whether they have submitted an event previously or not.

2. Onboarding

The onboarding screen is displayed the first time the user accesses this feature and is a once-off screen. This screen provides the user with a summary of the organized fitness events feature.

3. OFE Summary

This is the landing screen from which users can enter the journey to submit events. The member can also access the list of events and related points they can earn from this screen.

When the user has not submitted previous fitness events there is no historical data displayed on the screen. The screen is updated with the historical data of the last submitted event once an event has been submitted.

4. Learn more

This screen provides further information on how users can earn points for organised fitness events and the event validation period that applies.



5. Events and Points

5.1. Event List

The screen provides additional information on all the events that users can submit in order to earn Vitality points. It also displays the maximum number of points available to be earned per event type.

5.2. Event Detail

This screen provides the user with information on the Vitality points that can be earned for the different distances covered for each event type.

5.3. Suggest Event Type

This screen allows the user to suggest a fitness event category that is not included in the pre-configured list of fitness events.

6. Claim Points

6.1. Submit Event

These screens allow the user to submit the event detail and proof of participation in order to earn Vitality points.

6.2. Search Event Type

The Search Event Type screens provide a list of fitness event types. The user can search the alphabetical list.

6.3. Capture Proof

The user is provided with two format options for the submission of proof of participation – uploading a web link or a physical document.

6.4. Summary

The summary screen used to confirm that the captured information is correct before it is submitted to Vitality.

6.5. Error Messages

The error message notification screens inform the user of connection errors or that an error occurred while trying to complete the details of the fitness event.

6.6. Completed Screen

This screen is used to confirm that the event has been submitted successfully.



7. History

The user can access previously submitted organised fitness event data on this screen.

8. Legal Consent

8.1. Data sharing

The carrier may choose to have data sharing switched on at a feature level.

If they are switched on, then the first time the user submits an organised fitness event, they will be prompted to agree to share data with the carrier's Vitality programme. The user will also be prompted to agree to this again if the content of the agreement changes.

The carrier may choose to request data sharing consent every time the member submits results.

This is legally binding content and must be defined by the carrier's legal department.

9. Push notification

If the member has push notifications enabled, the member will receive a notification if, and when, the member's points are allocated for submitting a qualifying organized fitness event. The member will not get a notification if no points are awarded, e.g., if the member already reach the points limit for the points category.