

Initial Research

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[Wellness Program Incentives: The Complete Guide for 2023 \(wellsteps.com\)](#)

- Help people go from being extrinsically motivated to intrinsically motivated for a healthy lifestyle
- Transtheoretical model of behavior change: pre-contemplation, contemplation, preparation, action (extrinsic rewards required), and maintenance (intrinsic rewards required)
- Maintaining healthy behaviors
 - Not motivated by gift cards or discounts (extrinsic rewards)
 - Are motivated by the benefits of a health lifestyle
- Starting healthy behaviors
 - Most people aren't intrinsically motivated because they aren't able to see the benefits of a healthy lifestyle yet
 - Having people reflect on the positive impact of starting healthy behaviors
 - Immediate incentives and larger benefits based rewards
- Wellbeing programs should be easy to explain, easy to understand and easy for employees to use

[The Principle of Commitment and Behavioral Consistency \(nngroup.com\)](#)

- Getting users to make a small commitment and follow up on it can increase engagement with content. (Yelp you can write a whole review without signing up but then it prompts you to sign up)
- There is individual and social level to behavioral consistency.
 - Individual: pressure to keep promise made to oneself
 - Social: promise to public and involves others (is stronger)
- Initial commitment: low stakes, easy to make

[Psych Mic: Designing for healthy behavior change | Behavioral science with Dr. Amy Bucher on Apple Podcasts](#)

Competitor Analysis

Overview: patterns noticed

- People like incentive programs of these apps; however, a lot of them have glitches/issues that make it difficult for users to get the most of the app
 - People like the group motivation/group competition aspect of most of these apps
 - Like being able to track habits with a fitness watch (easier to track)- some glitches found with this (ex. Steps aren't always accurately tracked)
 - Didn't notice extrinsic awards mentioned too much in review
 - Like achievements/badges/milestone aspect of apps

List of Competitors

Habitica: game to help people improve their real-life habits, "gamifies" life

- In-game rewards for for your real-life tasks
- Create an avatar then add tasks, chores, or goals you'd like to work on à complete task in real life, check it off in the app receive gold, experience, and items that can be used in-game
- Features: can play against/or with other people, leveling system to visualize progress, collectable gear and pets to suit your personal style, seasonal events, ability to try challenges set by other users, can subscribe for certain features

App Store Reviews

- Pros: "perfect for social gamers", group motivation, engaging format, achievements that encourage interactions,

- Cons: Buggy, gems you have to purchase with real money, hard to “win” certain aspects of the game (makes users less motivated to play after awhile), pay to win in some aspects

Unique value: gamifying more intensely than other apps (characters, gems, etc)

[Limeade | Customized Employee Well-being Programs](#)

Limeade:

Features: Physical, emotional, financial, and work wellbeing, communities to join, leaders and managers create team challenges, achievements/shout outs, easy to navigate HR services, benefits, and resources, on demand dashboard, science based surveys/polls/quizzes that employees engage in, benefits reminders (schedule your dental cleaning today!)

Pros: personalized well-being activities, send cheers to teammates, available in 19 different languages, track habits with fitness watch, incentive milestones to motivate users to log on to find activities to try

Cons: bad interface/design, annoying to use, feed gets overwhelmed with cheers

Unique value: community based

Kudos

Features: Employee recognition (peer to peer recognition), rewards and incentives (get points for volunteering, taking a day off etc, and win rewards like airpods, yeti etc), employee connection ,engagement support

[Pros and Cons of Kudos® 2023 \(trustradius.com\)](#)

Pros: user friendly, brings people together, looks similar to Twitter, reward system

Cons: awards expire, unlimited kudos (less meaningful),

Wellable

Features: wellness platform, health content, wellness services (team building series, selfcare series), tobacco cessation, lifestyle spending account, one-demand (fitness, meditation, nutrition classes)

- Wellness challenges
- Incentive program
- Personal wellness assessment (offers personalized feedback)
- Clinical event verification
- Community chat forum, gamification(leaderboards, social interactions, rewards)

Wellness Reward Ideas: Public recognition, certificate of participation/time with leadership/suitbreak, vacation money/corporate discounts/company swag (budget-friendly), catered lunch/event tickets, on site chair massage, meal delivery service, team building experiences (experiences), visa gift cards/snappy gifts (monetary), wearable devices, wellness goods (fitness)

Pros: Group competition, values all kinds of exercise (not just running),

Cons: Different to track progress, easy to cheat, slow and broken

Vantage Fit

Features: Wellness challenges, wellness programs (podcasts, videos, webinars), rewards & recognition, well-being community

- Amazon rewards, gift cards, merchandise, experiences, non-monetary badges
- Social feed, well-being events, leadership broadcast

Pros: score board/competition aspect, personalized exercise plans and nutrition guidance

Cons: slow, difficult to record progress, no incentive large enough to continue using app

MoveSpring

- Features: fitness challenges, connect to variety of wearable devices, track your progress and your achievements (badges), health and wellness articles, targeted announcements/reminders, virtual races/racetrack, mobile donations, share content, rewards for winning events,

Pros: love team challenge aspect

Cons: can cheat on challenges (ability to enter in your own steps), breaks sync with wearable device

Woliba

- Features: Activity challenges, wellness challenges, fitness, nutrition recipes, wellness education, events, team or individual competitions, connect to wearables, articles

Pros: Love the content, like the idea of the app

Cons: freezes, glitchy

Forma

Features: LSAs, HRAs, Pre-tax accounts, help employees choose benefits, manage life benefits, spend benefits allowance on app

Pros: easy to use

Cons: occasionally glitch

Other Notes

Look into Apple health

If people pay for something à more committed

Motivated + assisted aids that help/mentoring à more success

Mobile experiences

Consumer wearables (people who are more wealthy use these) 10-15%

- They aren't good at recording life data (stress, etc)

Wellness topics: weight, sleep

Incentives: coaching, community, gamification, competition

No labels