

Wix Challenges

Content Design by Derek Kedziora

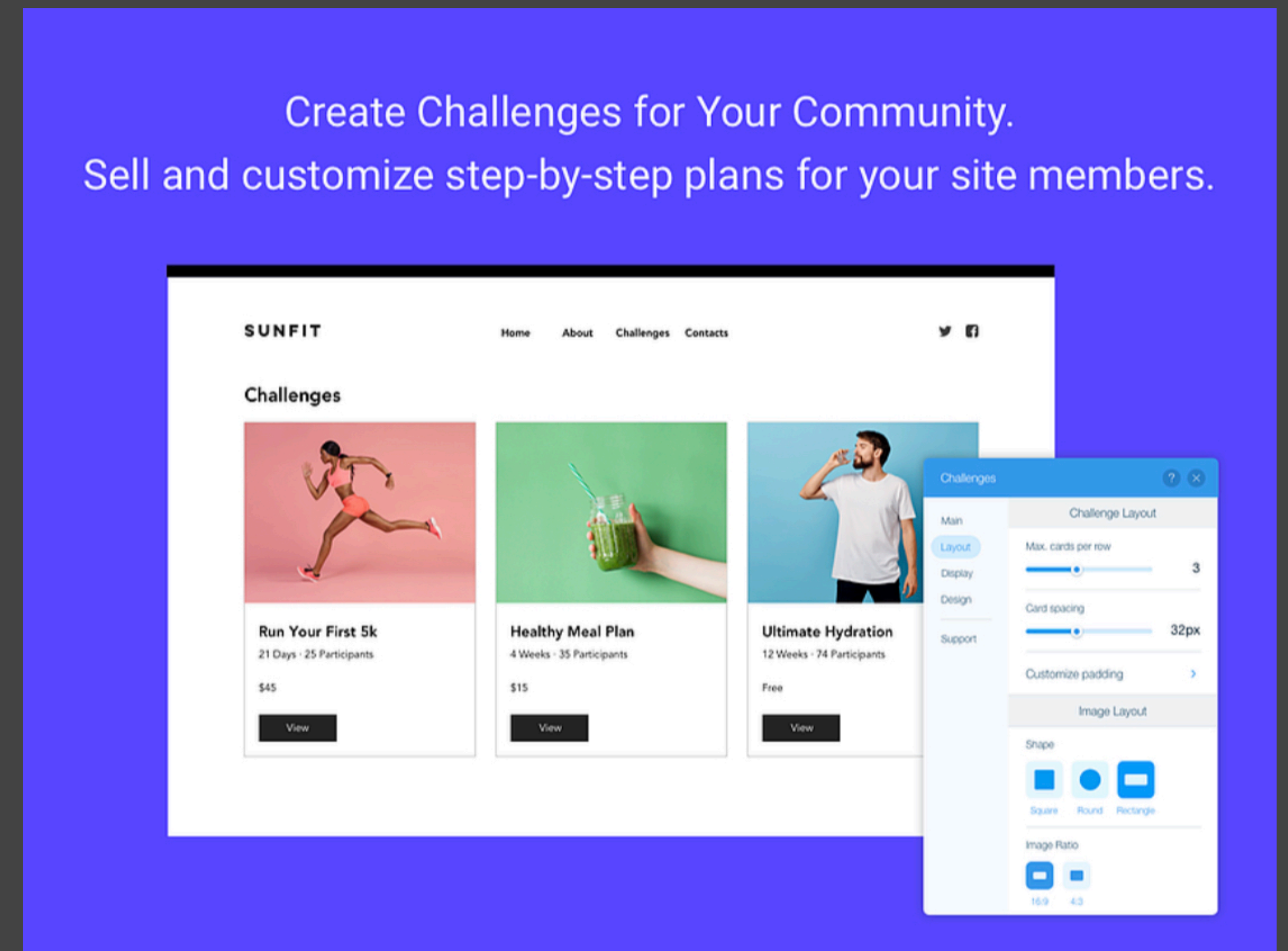
Background

Challenges is an app that allows trainers, coaches and educators to create and sell digital programs.

A challenge can range from learning a new song on the piano to setting a PR on your deadlift.

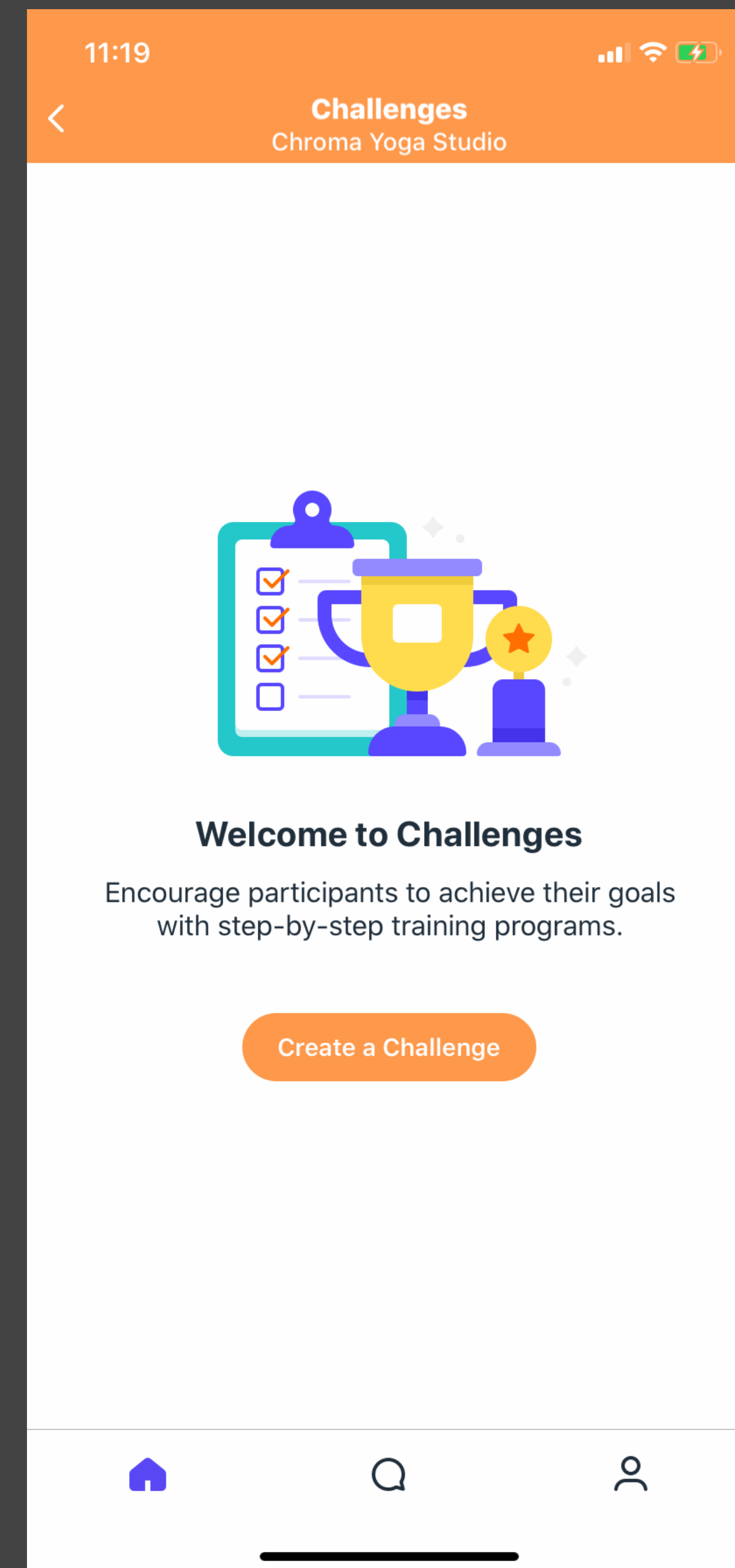
The language had to be neutral enough to reflect this while still being motivational.

The audience is both challenge owners (Wix users) and their clients (user of users).



Welcome Screen

Shown to challenge owners when they open the app for the first time.



The Problem of Complexity

Creating a challenge is inherently complex.

Templates showcase the full range of features within the app. Onboarding, tutorials and knowledge base links proved too difficult for users.

The creation flow matches user intent (ascertained through interviews and testing). The logical and natural sequence greatly reduce the need for long explanations.

11:20



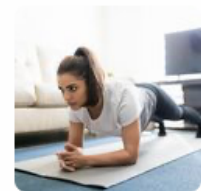
Pick a Template or Start Fresh

Or create a custom challenge



Learn to Meditate

21 Days



Express Workouts

7 Days



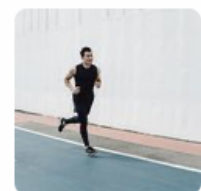
Journal Prompts for Writers

7 Days



Look Your Best

7 Days



Get Running!

57 Days



Sugar Reset

56 Days



Start Fresh

11:20



Create Challenge

Next



Add Cover Image

Challenge Info

Challenge Name *

0 / 50

+ Add Description

Timing

When does your challenge take place?

Ongoing

Continues until you cancel it, can be joined at any time



Start Date *

06/27/2020

Fixed Duration



Specific Dates



11:20



Create Challenge

Next

Pricing

Do participants have to pay to join?

Join for Free



Pay to Join



Visibility

Who can view and join this challenge?

Public

Anyone can view and join



Private



Secret



Number of Participants

How many people can join?

Unlimited



Limited





Add Steps to the Calendar

Create steps on different days during your challenge.

Add First Step

Name Your Step



How do participants complete this step?



Date

Jun 27, 2020



Feedback

Not Required

11:22



Create Challenge

Publish



Publish

Your challenge will be visible and can be joined.

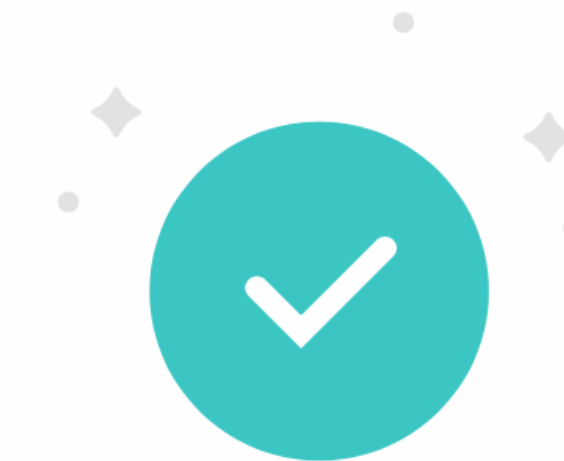


Save for Later

Your challenge will be saved as a draft.



11:23



Your Challenge Was Published!

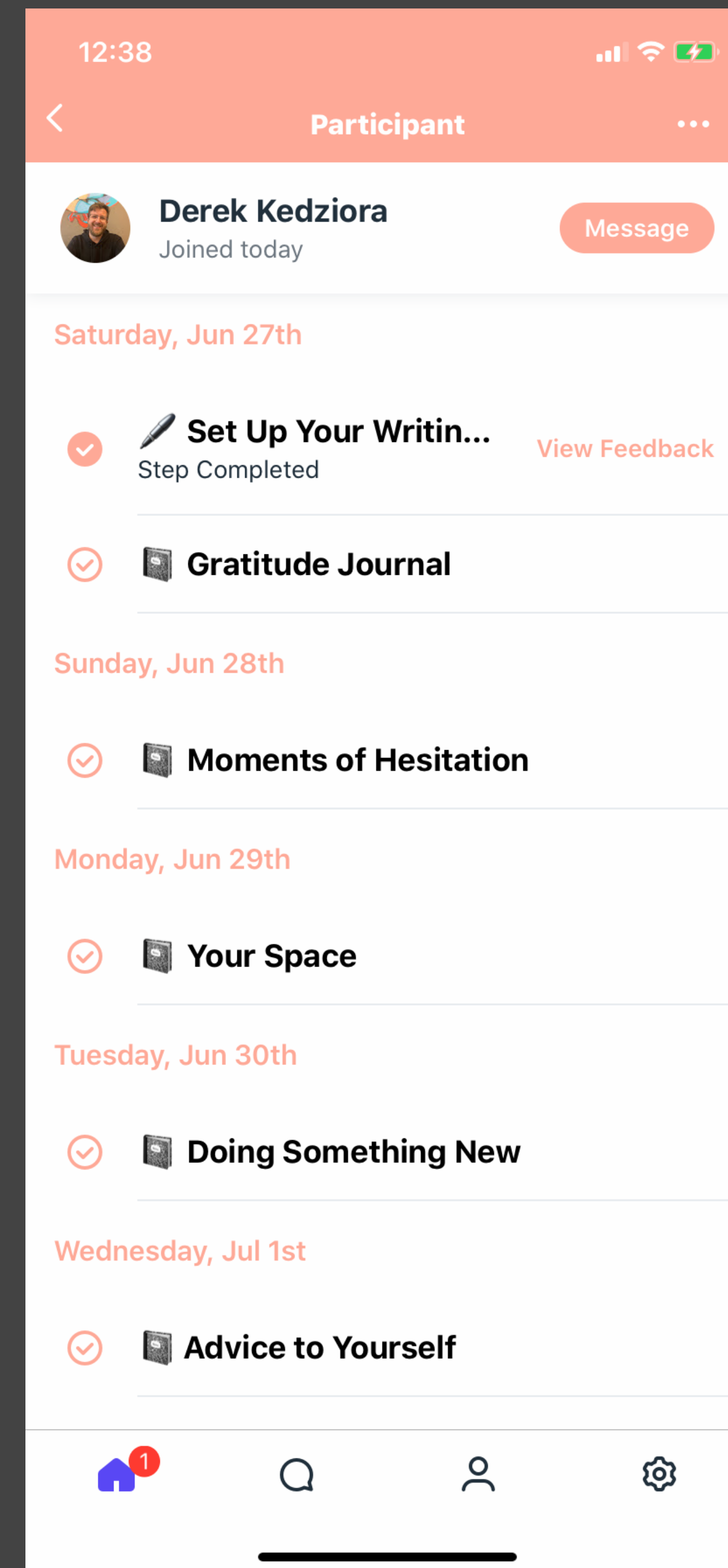
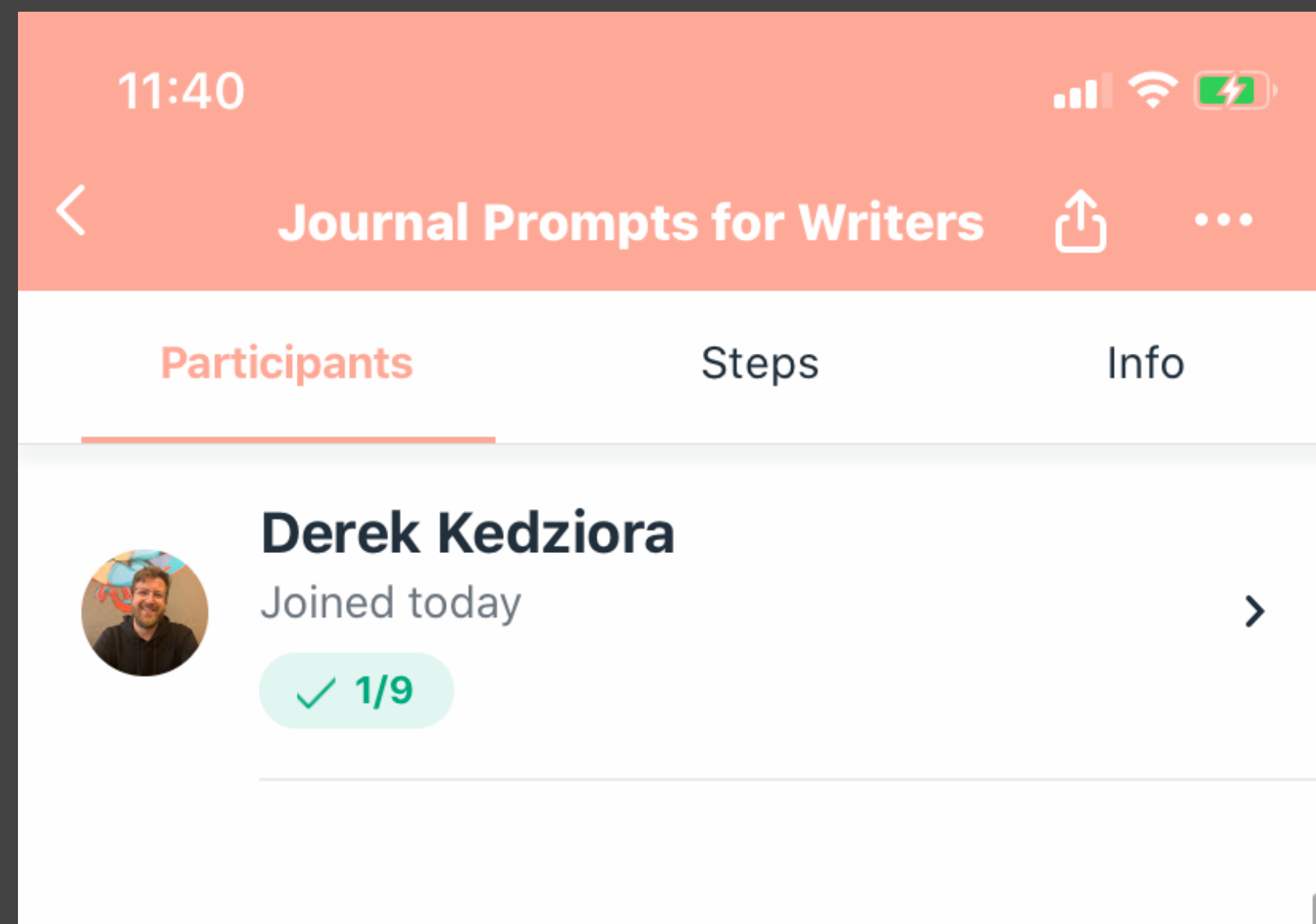
Invite participants to join your new challenge.

Invite Participants

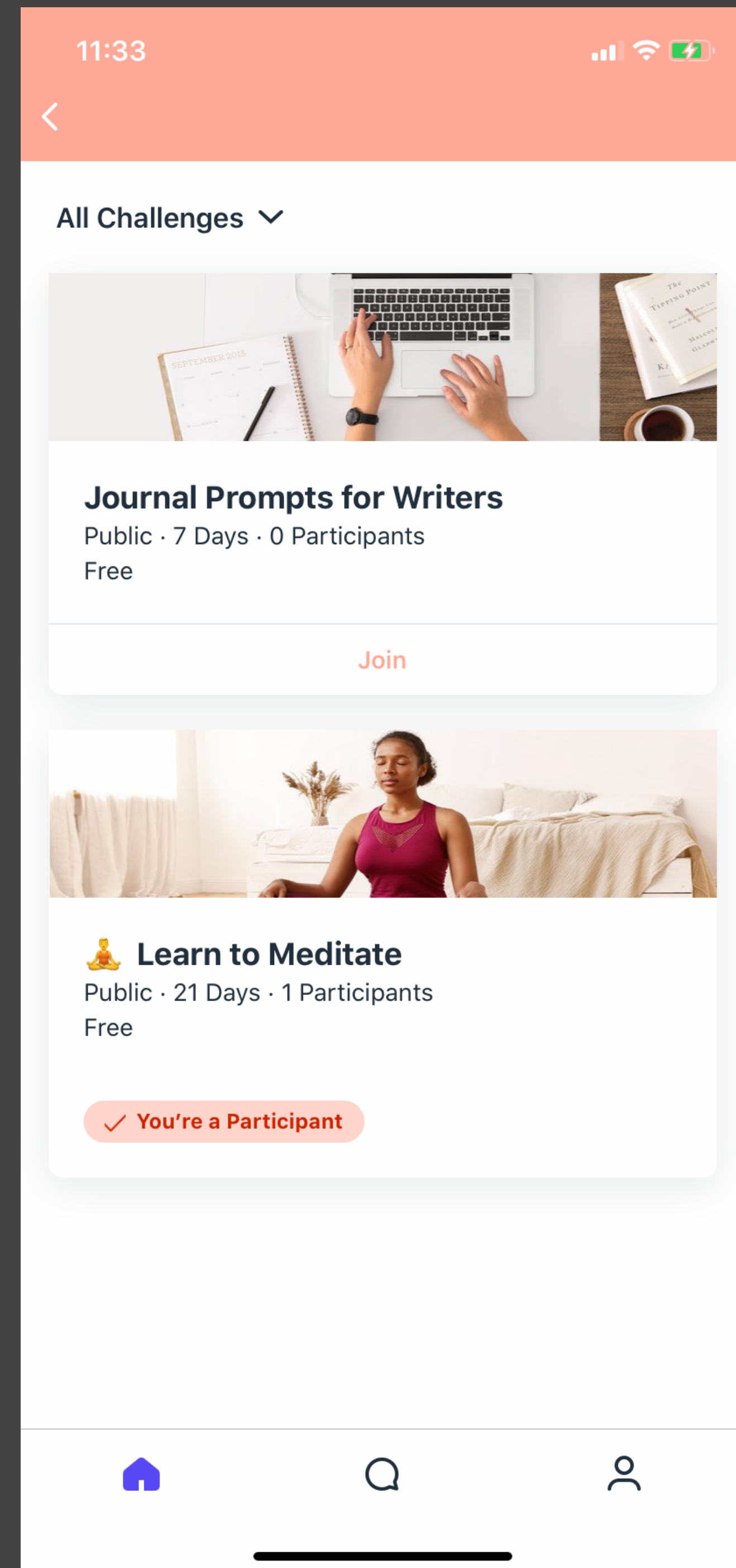
[View Challenge](#)

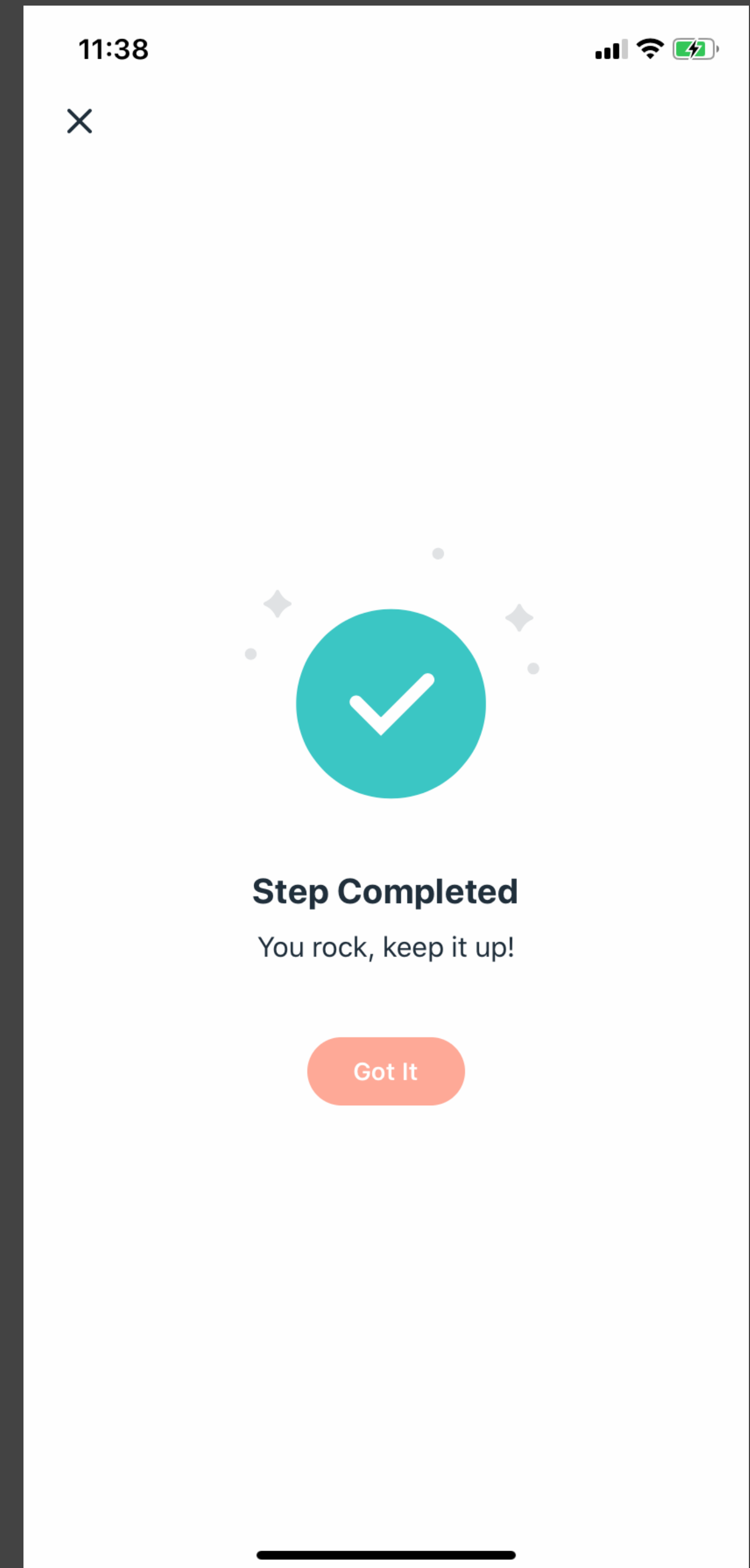
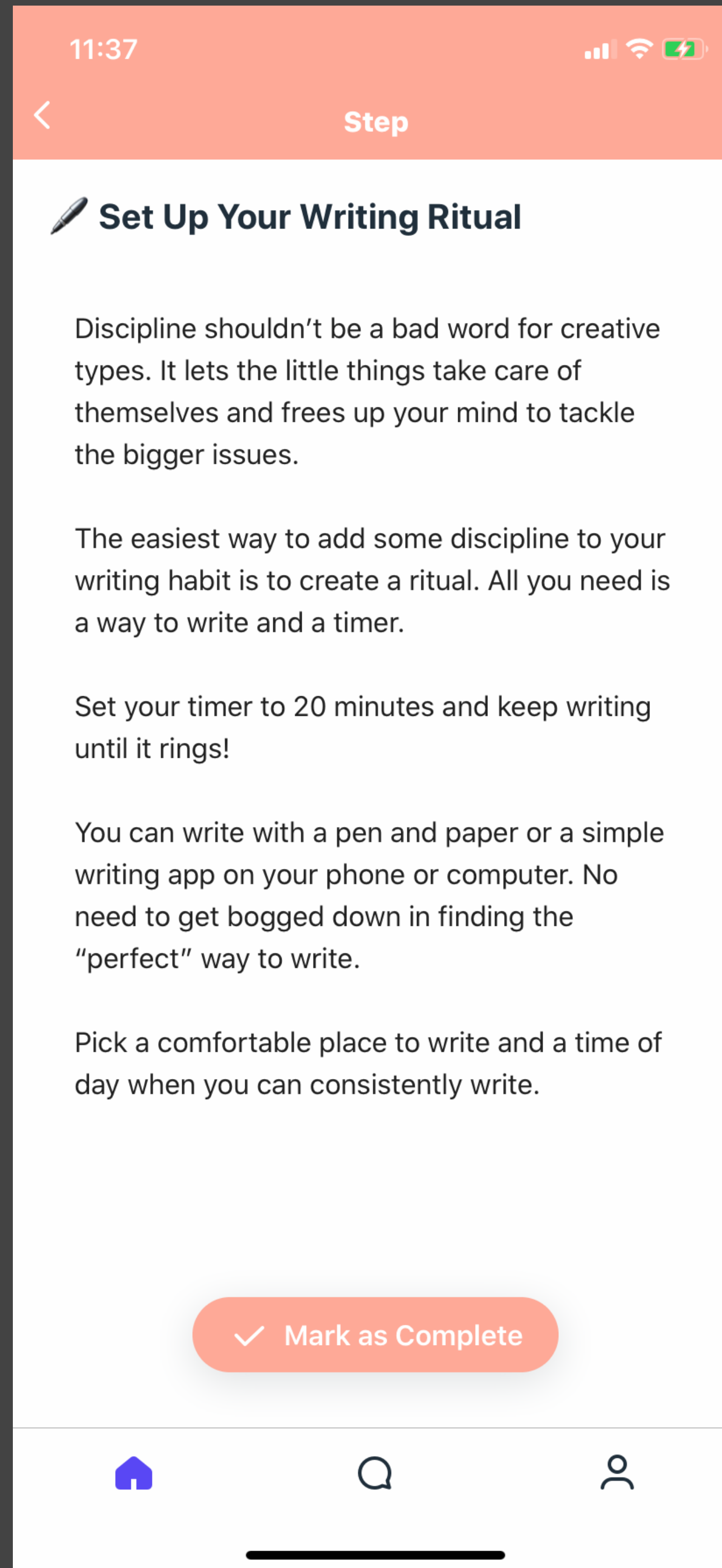
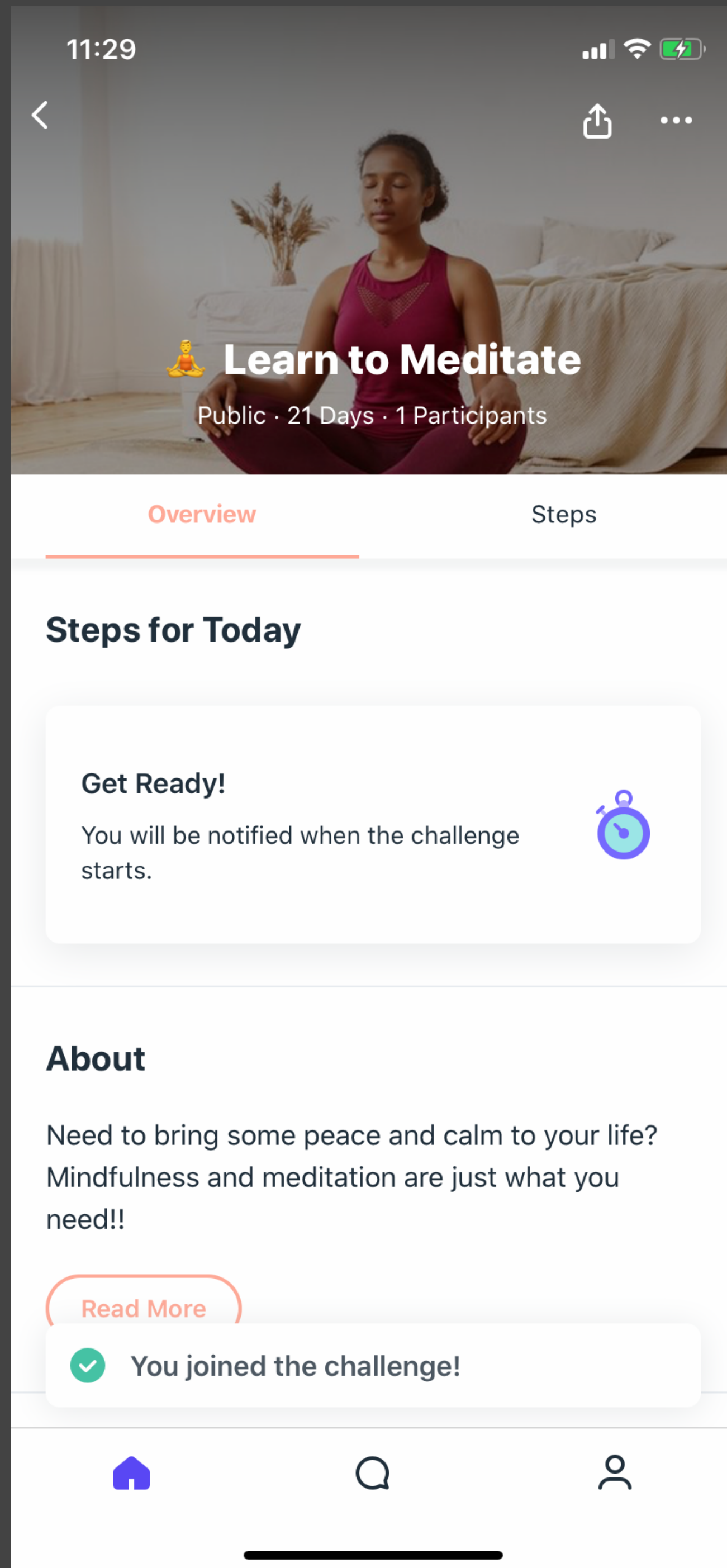
Viewing Participants

User research showed that coaches needed to quickly see how their challenge participants are progressing.




Challenges as a Participant






Push Notifications

For challenge owners

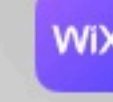
 WIX now

Derek's Yoga Studio
New Challenge Participant 🏃
Derek Kedziora joined Express Workouts.

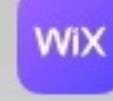
 WIX 30m ago

Mysite 9
Missing Steps 😱
Dana Gilden missed steps in Sugar Reset 🚫🍫.

For challenge participants

 WIX now

Derek's Yoga Studio
Welcome to the Challenge 💪
You were invited to join the challenge
Express Workouts.

 WIX 30m ago

Mysite 9
You Have Steps Today 🎯
You have steps in Express Workouts.

See it Live

Wix App Market



Keithschaible / Jun 17, 2020



Gym Clients Love

The Corona Pandemic saw our gym close and we needed a new way to engage with our clients. The Challenges were a perfect solution as it allows us to get feedback from clients when they complete their Weekly Challenge Steps (workouts); which then allows for us to personally respond. Clients love it and we love it! Thank you and keep developing those great features!!

[Read Less](#)



Ntoravet / Mar 28, 2020



Great Idea - Excellent support

this app is amazing and the support behind it is five star. Thank you. Please do more apps!



Grootmanager / Jun 03, 2020



This is really cool product. Great job!



Marialauraromero17 / Mar 27, 2020



Great

This is a great app, really useful to build an online community.