

Wellness game – A team competition that inspires players to do physical and mental challenges regularly

- by **Team Action Zone**
- Multi-award-winning technology provider
- Wellness game is targeted to corporations and other organizations
 - The game inspires players to move outdoors, report physical activities, carry out brain teasers, take photos and reflect on themselves regularly

Brain teasers



Feelings



Move outdoors



Physical activities



Take a photo



Urgent need of tools for remote wellness leadership

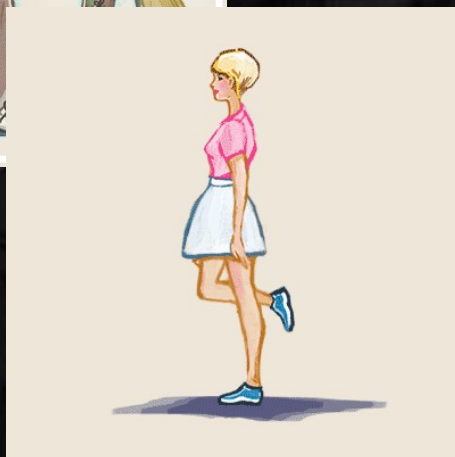
- At the moment, there is a global lack of everyday exercise, too much sitting, stress and insomnia, which result in a reduced capacity to work worldwide.
- Corporations and different organizations have widely acknowledged the need for improvement.
- Traditional methods like supporting everyday exercise financially, building gyms and other exercise facilities, have not proven effective enough. Only minority of the population moves or does enough regular exercises.
- Gamification has already shown its power in making changes to less active people's behavior. This is where the Wellness program steps in.
- The Wellness game is a low-threshold game that aims to inspire participants to create long-term positive habits (C. Duhigg: "The Power of Habit").

Wellness game – A long-term habit building activity

- The game features multiple periods, during which the players have various challenges and targets. Period length can be adjusted.
 - The players have personal challenges, targets and instant gratifications
 - The players have also team level targets, and they earn additional points based on common achievements (team = clan)
- It is possible to have for example one month, 2 months or 3 months Wellness game.
 - You can decide based on your needs



Boosting cycle of wellness and caring for virtual teams



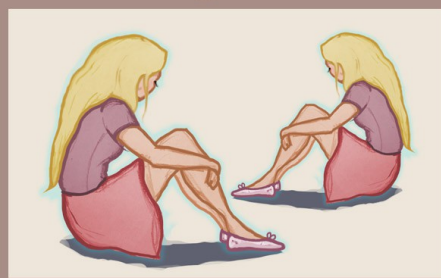
The team performs individual challenges, and members earn points and bonuses.

Instant gratification!

Good feelings in the clan



Low feelings in the clan



The team is aware of their progress, and all members can encourage each other.

Peer support!

Clan level bonus targets for each period

Move outdoors challenge 1:
at least 3 members completed

Move outdoors challenge 2:
at least 3 members completed

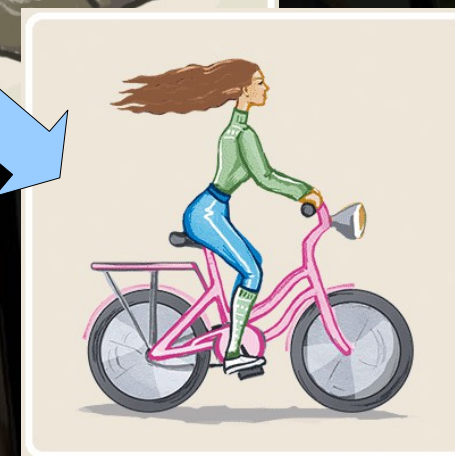
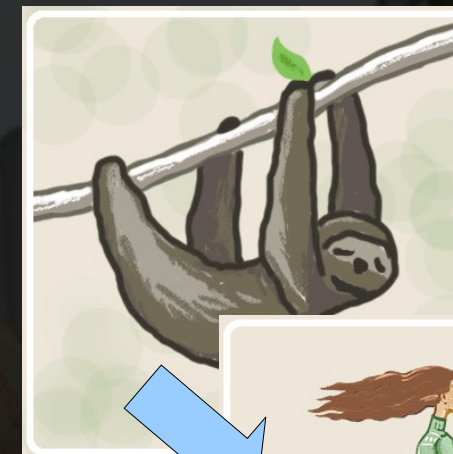
Move outdoors challenge 3:
at least 3 members completed

Physical activities:
at least 6 activities reported

Feelings:
at least 6 members reported

The team members get additional bonuses based on the team success.

Team achievement!



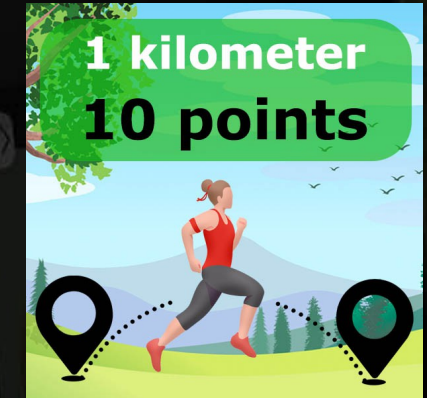
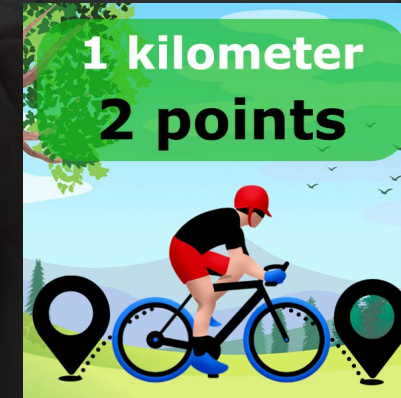
Team compete against each other, and the scores push for action.

Victory shall be ours!



"Move outdoors" individual and team targets

- During each period, the players may carry "Move outdoors" challenges with "Sports Monitor" activity
 - 1km by walking/running gives 10 points
 - 1km by biking gives 2 points
 - Each 20 points earned activates a brain teaser (up to 8 brain teasers available per period)
- "Move outdoors" personal bonus targets for each period
 - Bonus 1 (100 points): 5km by walking/running
 - Bonus 2 (100 points): 25km by biking
 - Bonus 3 (200 points): 10km by walking/running or 50km by biking

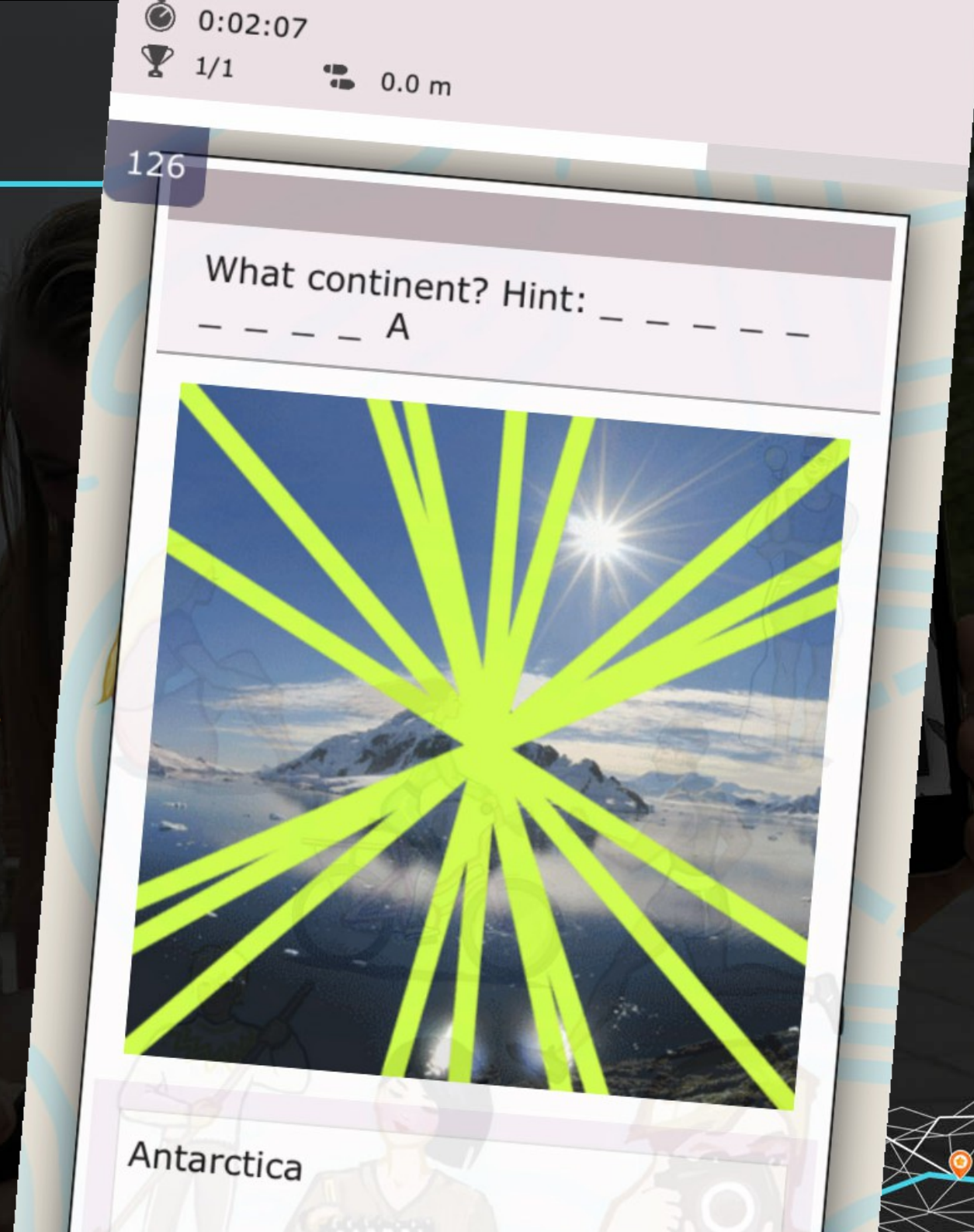


TEAM TARGET & REWARD:

If clan members perform the target amount of "Move outdoors" 1,2&3 challenges, all active clan members get corresponding bonus points (0-600) after the period ends

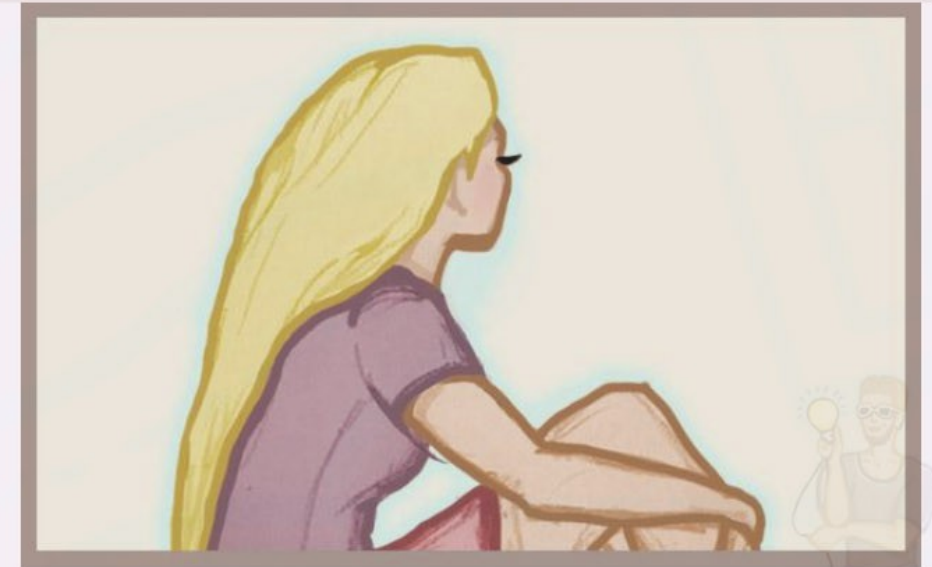
"Brain teaser" challenges

- During each period, the players may carry out "Puzzle" and "Revealed image" brain teasers
 - A puzzle is presented to the player, and if he/she knows the answer within two minutes, 100 points is given
 - An image is gradually revealed with a hint, and the faster the user knows the answer the higher points he/she gets (max. 180)
- Images and puzzles are given to the players in a random order (other players cannot reveal the correct answers)



"Report your feelings" challenges

- During each period, the players may report their current feelings once (100 points)
 - The clan members are able to view the statistics, and thus being aware of their group's situation (and react if needed)
 - The clan gets also announcements if there are several "super" or "awful" feelings reported during any period
- In case the clan members report the target amount of feelings, all clan members get 200 bonus points after the period ends



Choose your feelings for the ongoing period below (best match).

- ☐ I feel super, energetic and excited
- ☒ I feel good, lots of energy
- ☐ I feel pretty ok
- ☐ I feel a bit low
- ☐ I feel bad, not much energy
- ☐ I feel awful, no energy and dullness

"Report physical activities" challenges

- During each period, the players may report their physical activities (25 points each)
 - A new physical activity may be reported after three hours has passed
 - The players may report activity in writing and also its duration
 - The player may view his/her overall physical activity minutes of the period
- In case the clan members report the target amount of physical activities, all clan members get 200 bonus points after the period ends

Please write a brief description of the physical activity below. You may delete the previous text if not applicable. Each activity gives you 25 points.

Cleaning the house

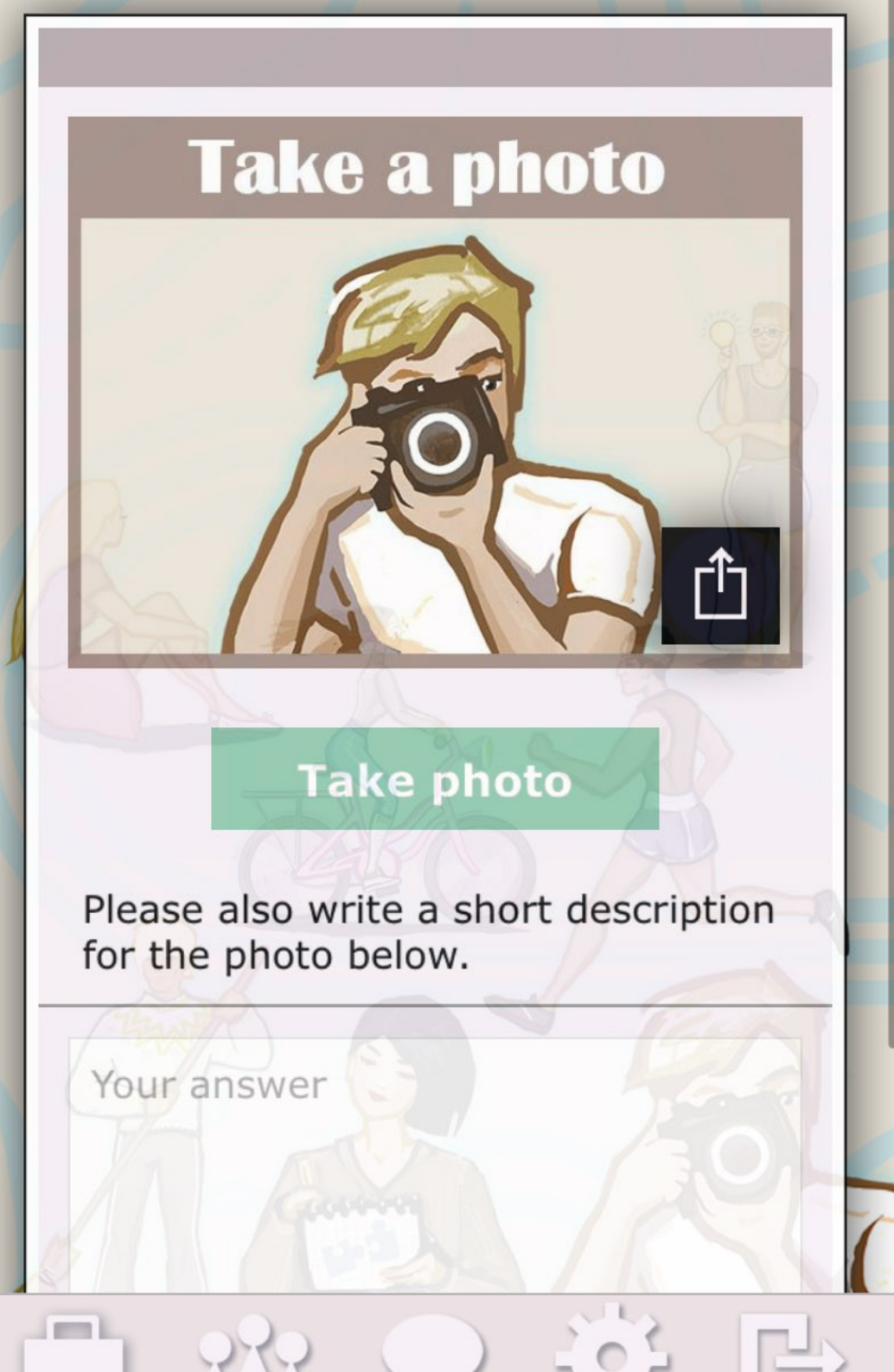


Duration of the activity:

- ☐ 15 minutes
- ☐ 30 minutes
- ☐ 45 minutes
- ☐ 1 hour
- ☒ 2 hours
- ☐ 3 hours

"Take a photo" challenges

- During each period, the players may take one photo and write a description for it (50 points)
 - Users may report anything they feel strongly about
 - The photos may be delivered to the players once the game has finished
 - Also the best photos may be awarded
- The players may earn 100 bonus points with each photo that is evaluated as "one of the best" during the period



Customization

- The game is highly customizable
 - The length of a period (hours/days) and the number of periods (1...54) may be freely set
 - The clan level targets for each period can be easily adjusted
 - Instead of built-in "Revealed image" challenges it is possible to use custom images
 - Instead of built-in "Puzzle" challenges it is possible to use custom questions
 - It is possible to brand the look and feel



Monitoring and observing the benefits

- All players may view personal, clan and game level statistics at any time
- The HR or equivalent may view the following real-time game statistics:
 - Overall kilometers by walking/running and biking
 - Overall number of physical activities (over all players)
 - Overall number of mental activities (over all players)
 - Statistics of the feelings reported (over all players)
- The game data may be monitored, and the progress reported e.g. monthly
- In addition, additional surveys may be executed within or outside the game to gain additional insight and learn more about the real benefits

