



STRAVA

Referral Program

G I T U K R I S H N A



About

Strava is a **leading fitness app** allowing users to track their daily activities ranging from walking to swimming. It provides various insights for the users, allowing them to share it among like minded people.

Referral Program

Active Users and **Time spent** on the App is of highest importance to Strava.

In order to boost this Strava is introducing a Referral program to boost these metrics and onboard more unique users.



Referral Program : Challenge & Win

Target : To increase new user adoption and increase overall time spent by user on app.

Process : Rewards Section on Strava has a collection of health related subscriptions and products that can be redeemed against coins collected through completion of challenges.

Any active Strava user (referrer) can share a unique link to his friends (referee) or other interested users.

The unique link Allows the referee to accept a challenge from the referrer to complete a challenge within certain timeline

Upon completion of the challenge the referrer gets **50 coins while the Referee gets 75 coins**

These coins can be collected and used to **redeem sponsored sports products** from the rewards section

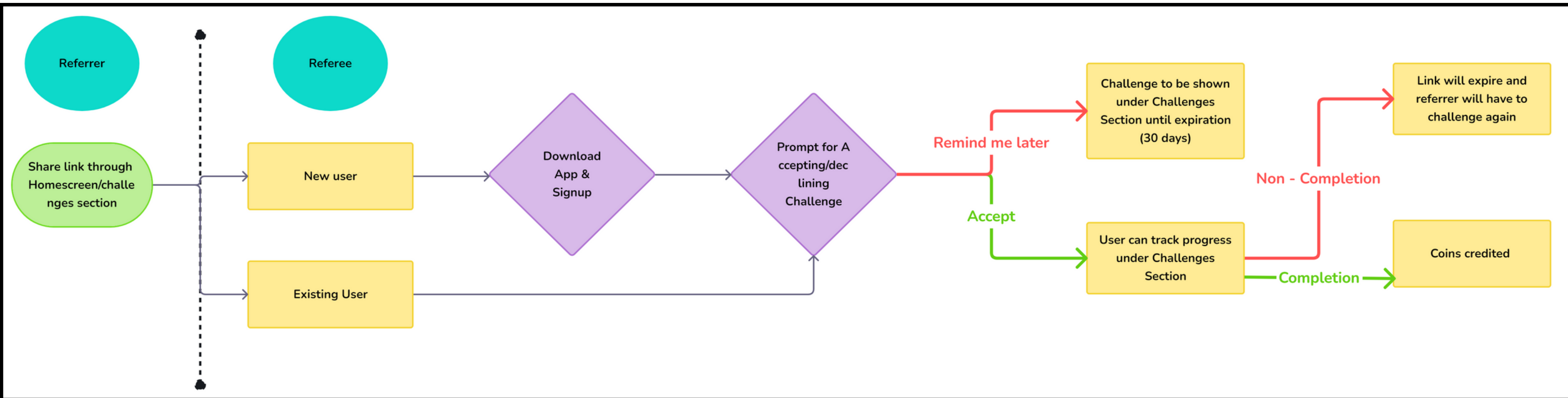
Use Case :

New user : The Referee can download the app through the link and accept the challenge upon sign up.

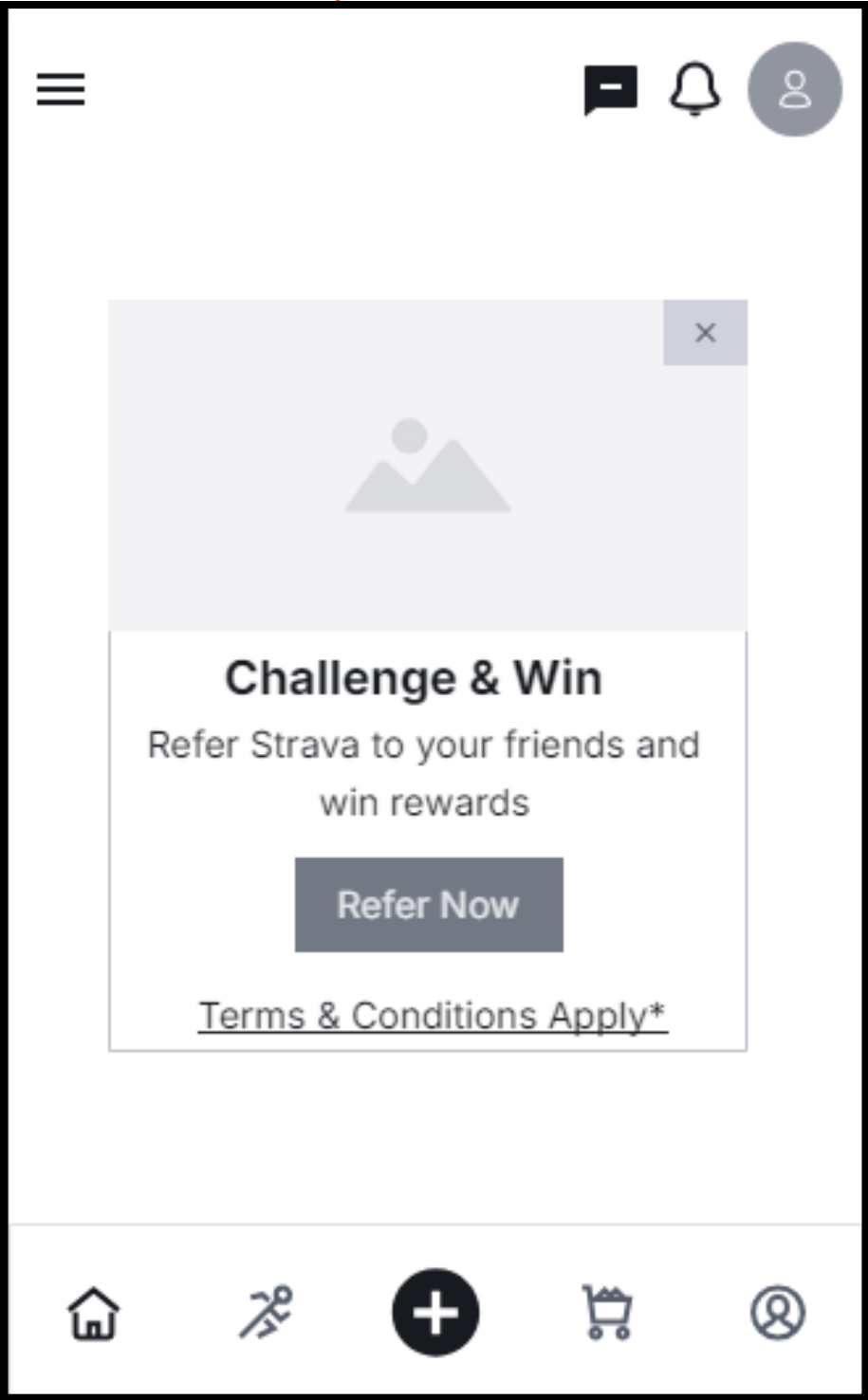
Existing Strava User : Referee can accept challenge directly and complete task to get rewards.



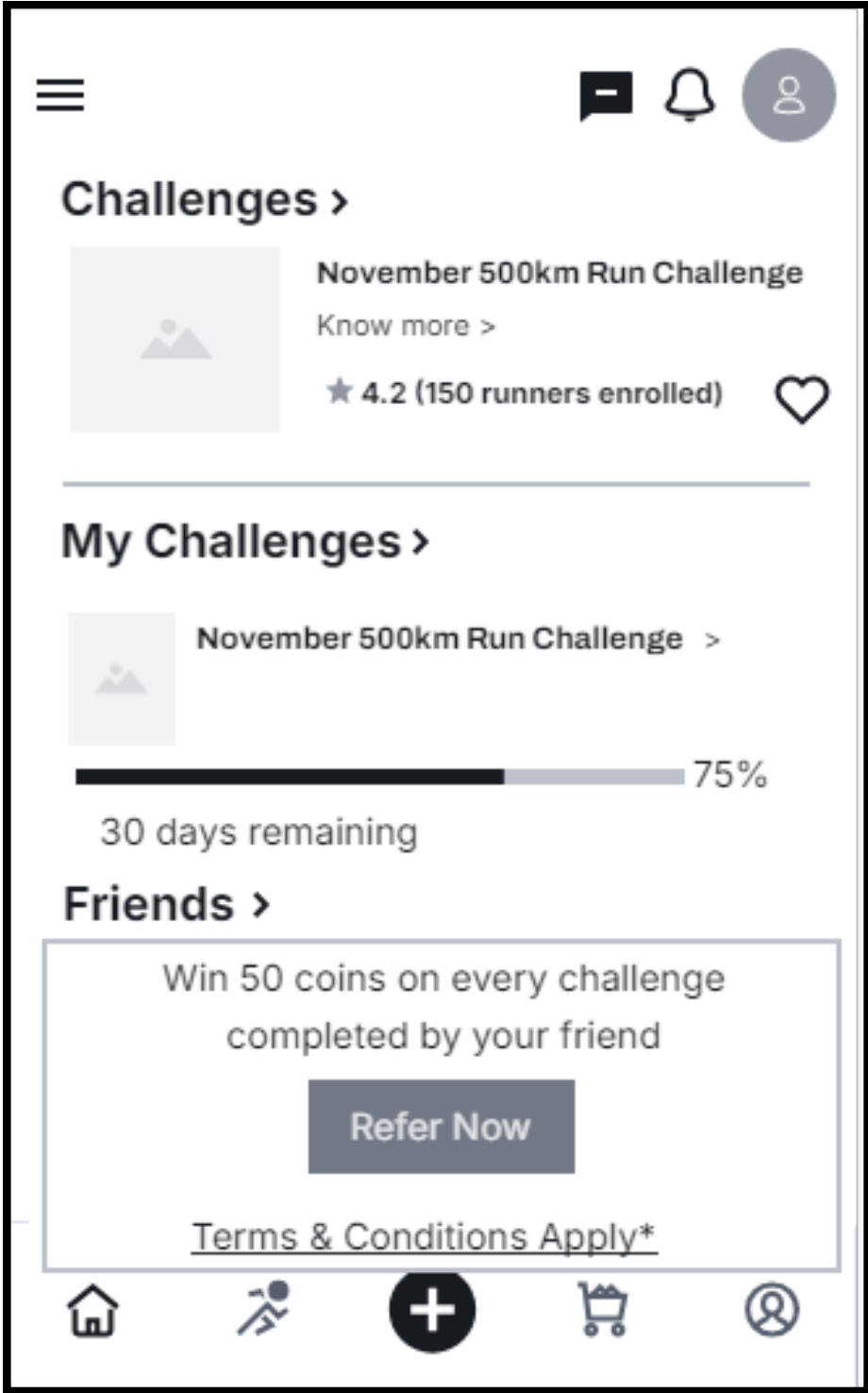
Userflow



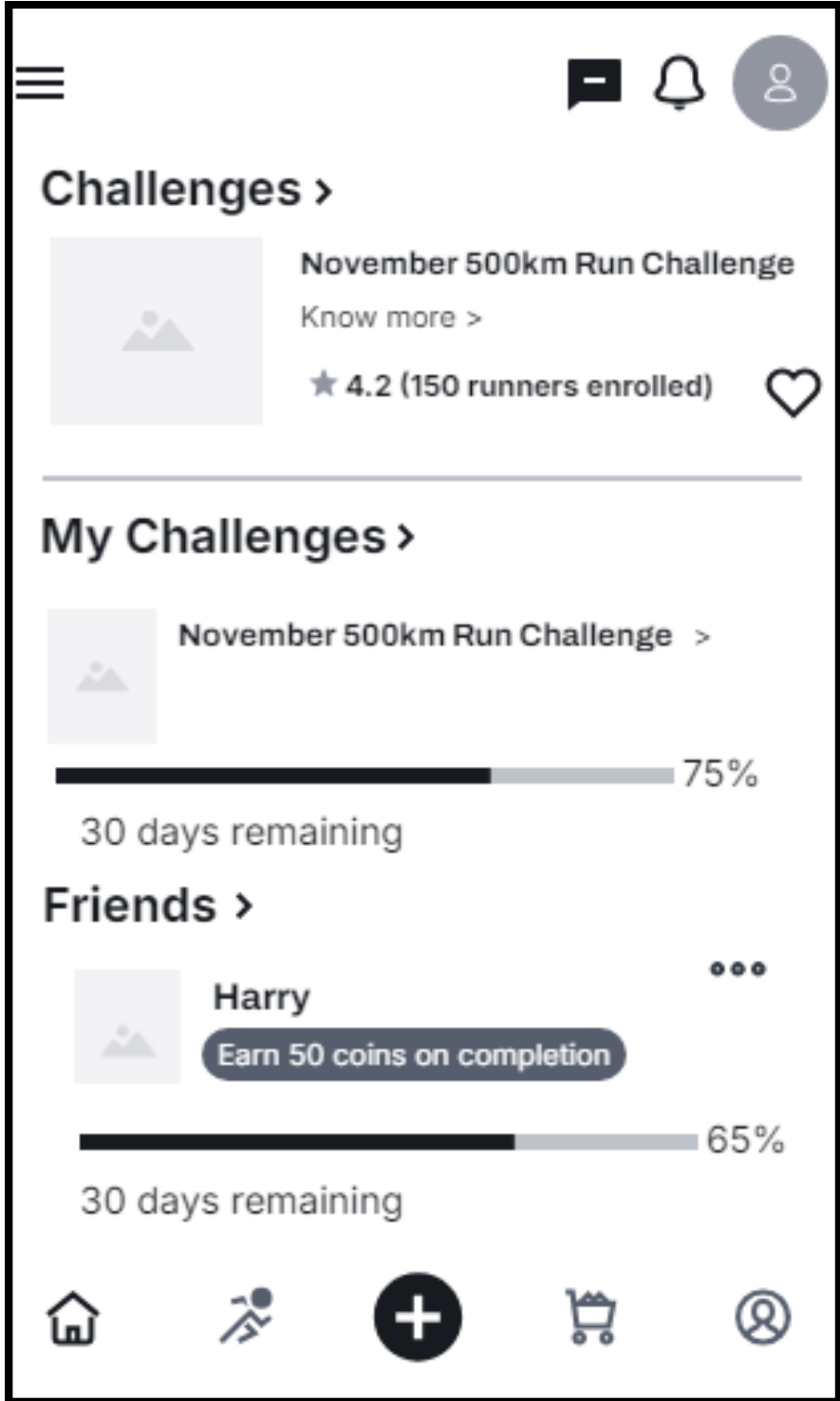
Wireframes



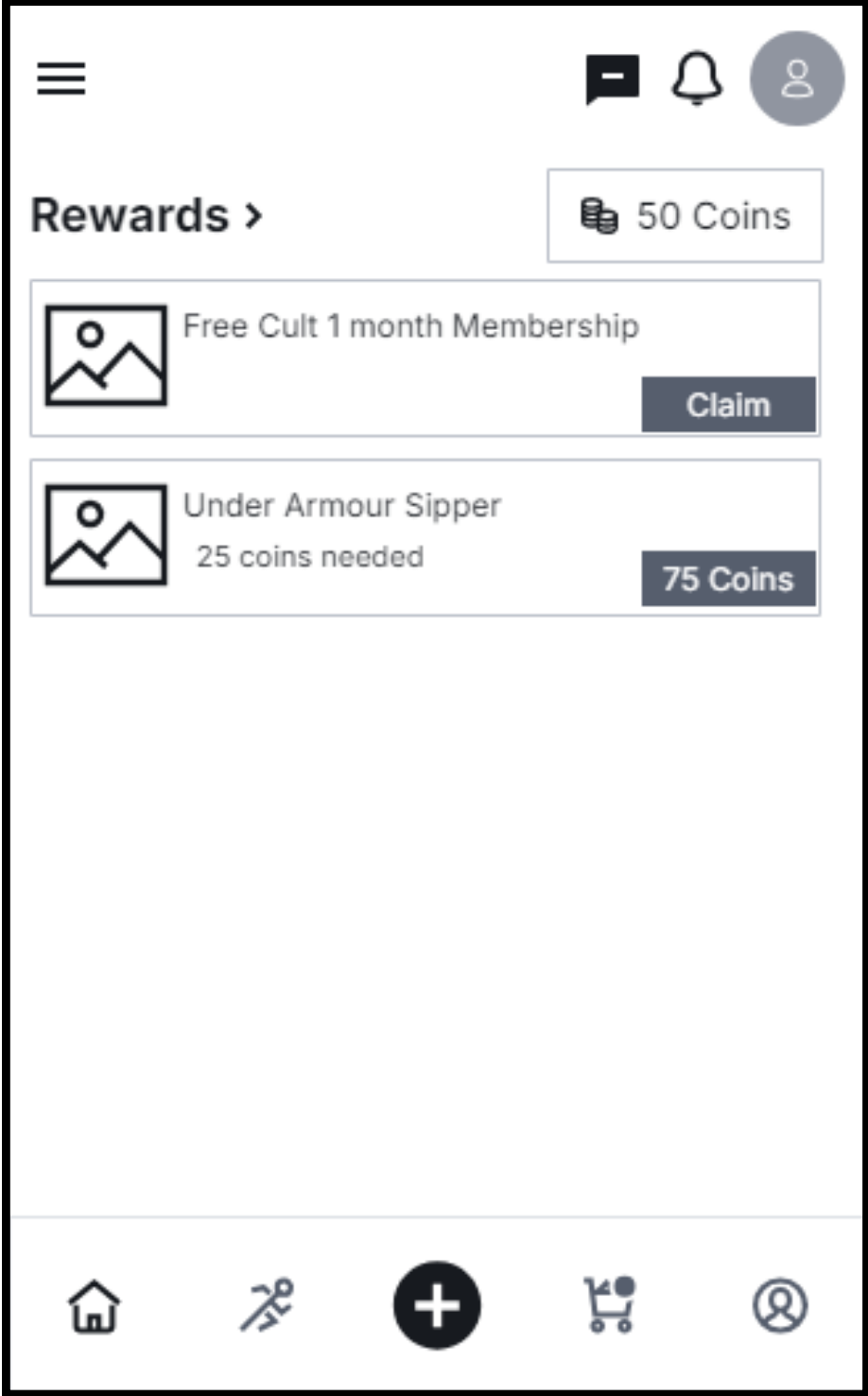
Homescreen



Challenges

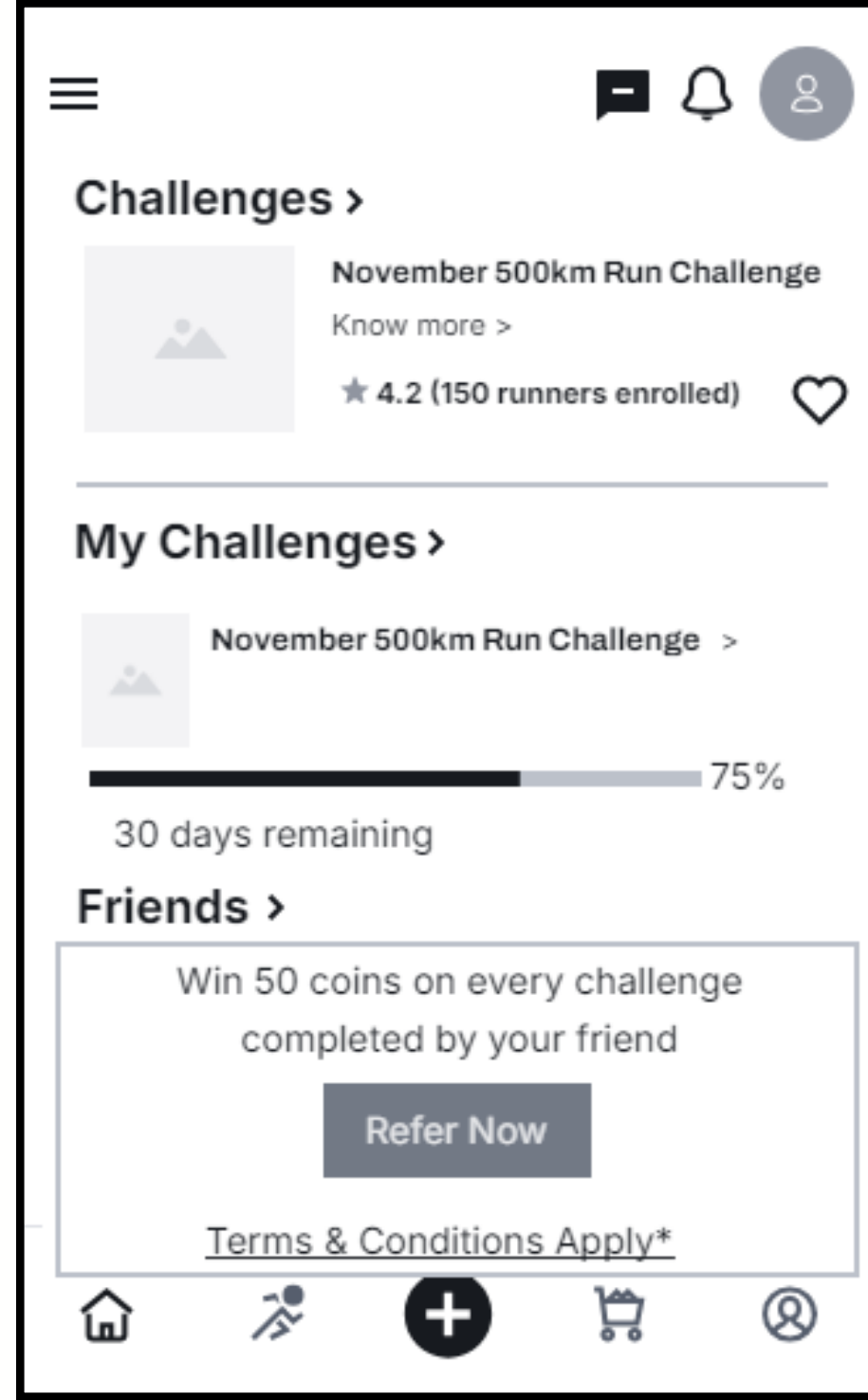
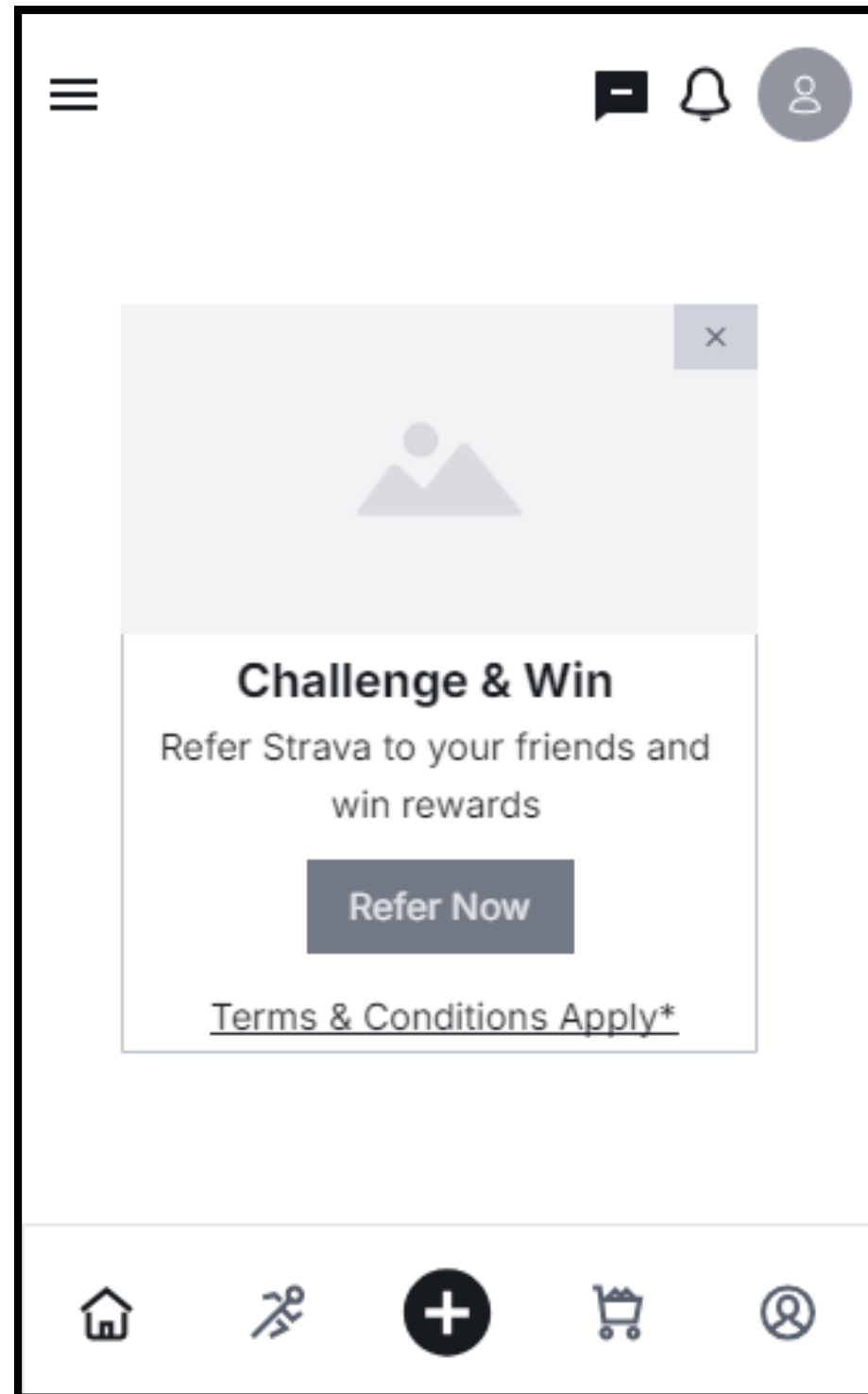


Challenges



Rewards

Home Screen - Referrer



Placement: Banner or pop up when app is opened/ after a user has completed a run/challenges section

Scenarios under 'challenges' section :

No referrals – Banner to be shown prompting to refer
Referred & unaccepted – Banner to be shown prompting to refer

Referred & Accepted – Referee details to be shown along with tracking

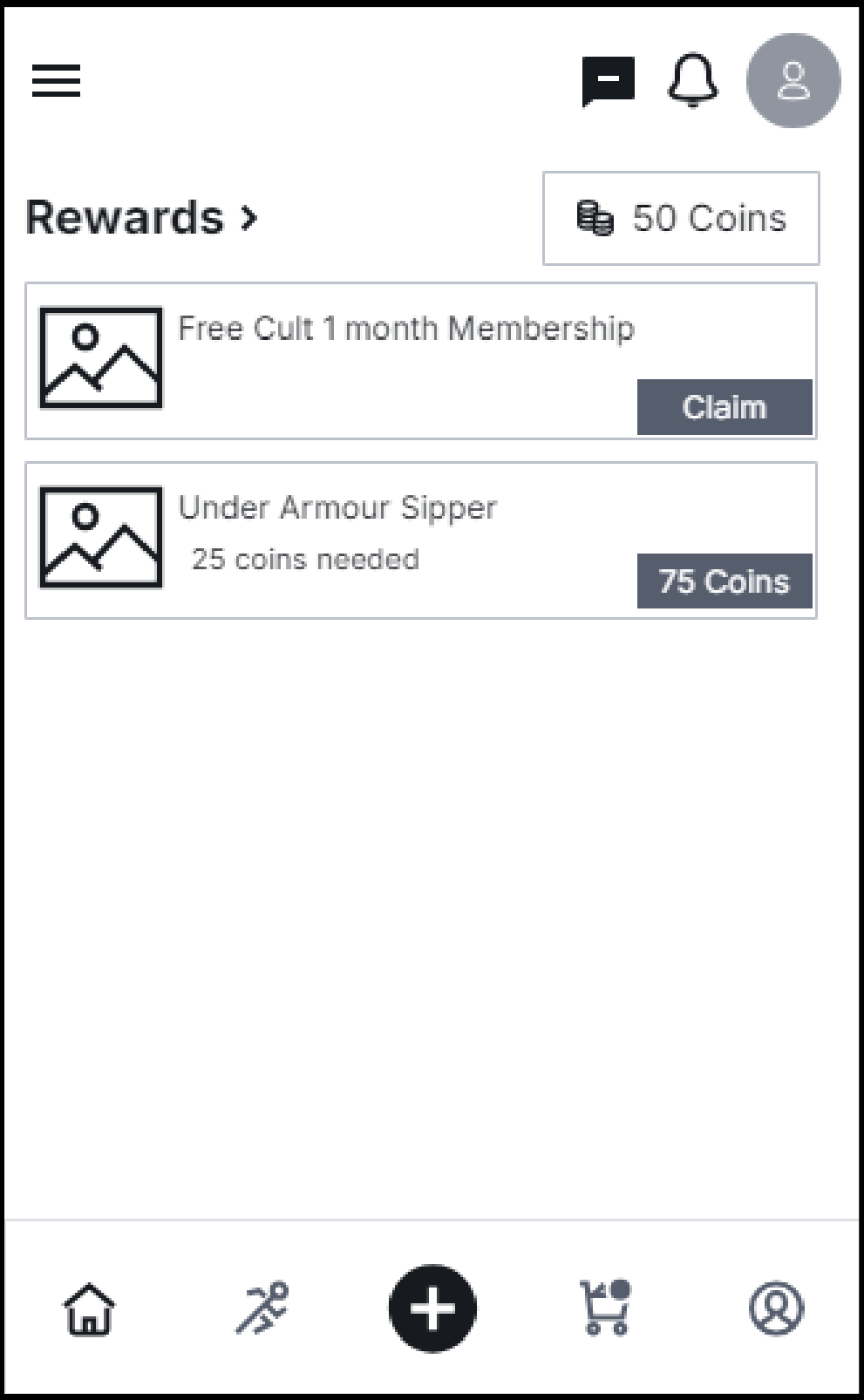
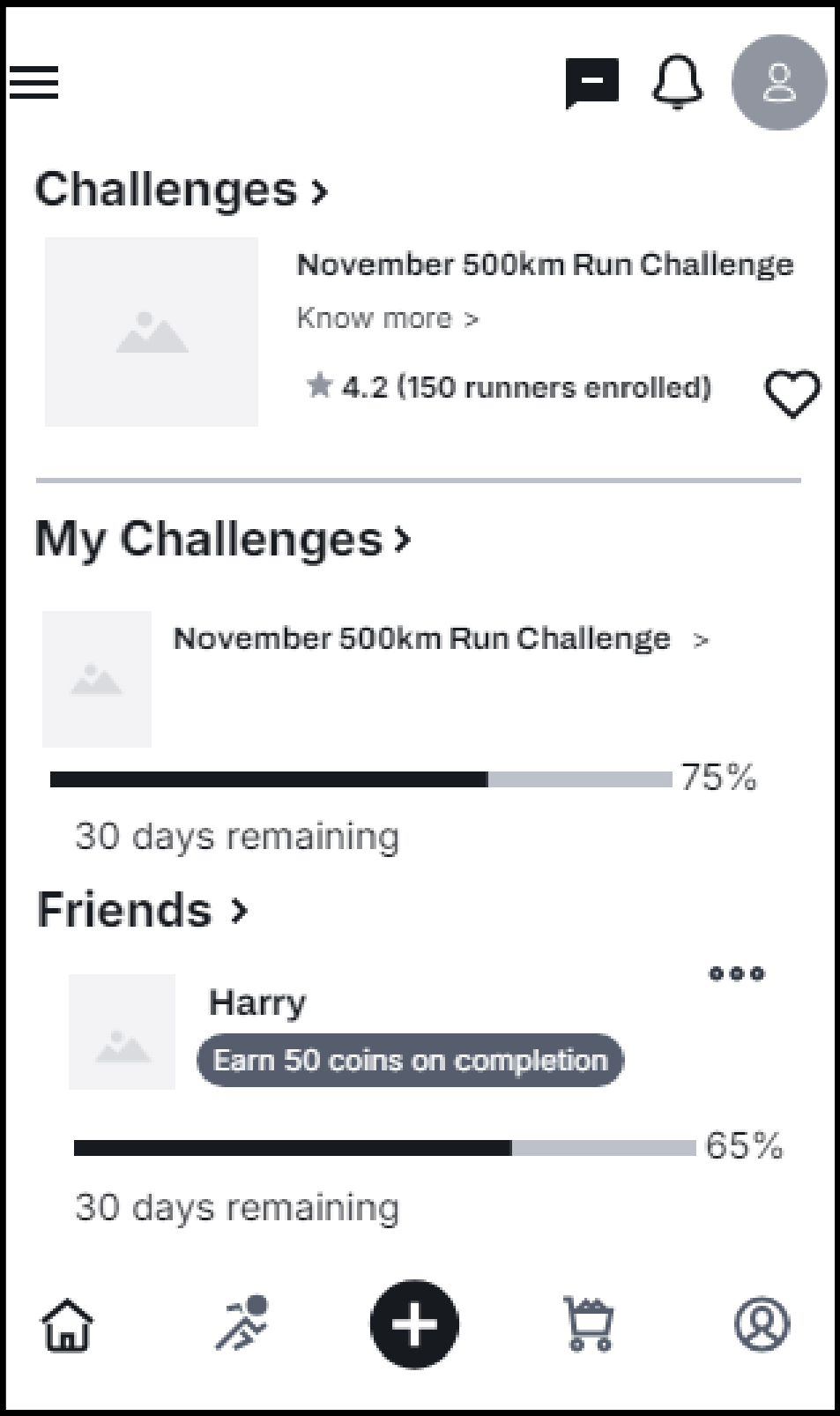
Functionality : Upon clicking the link a share functionality will open (Default currently being shown across Apps) through which referrer can share the link on any social media or to any specific contact.

If user has given access to contacts then contacts can be shown directly, clicking upon which user will be redirected to whatsapp with referral link.

The link can have a following text with URL :

“ hey !! I challenge you to walk 1 lakh steps. Download to start now ”

Challenges & Rewards Section - Referrer



Challenges Section will show Individual challenges as well as challenges accepted by referee

Once a referee accepts the challenge the referrer can track progress from this tab. The challenge must be accepted within 30 days of download of app & completed within 30 days of acceptance.

Upon successful completion of challenge, the referee gets 75 coins while the referrer gets 50 coins.

The three dots on the profile card can give options for the referrer to nudge the referee by sending a thumbs up or by sending a reminder to complete challenge.

The **Rewards Section** will display the goodies or sponsored products available on the app upon collection of coins.

Wireframes - Referee User Journey

Hello.

Welcome to STRAVA

Email

✉

Enter email

Password

🔒

Enter password

👁

Forgot password?

Sign In

OR CONTINUE WITH

G

f

🍏

Don't have an account? Sign up

Login

Do you have a referral code?

Enter Code

Skip

Referral

Win 75 Coins



Jitu has challenged you for 1 lakh steps in 1 month. Are you ready to take on the challenge?

T & C

Lets Go

Remind me Later

Prompt

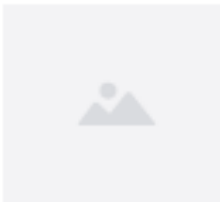
☰

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Challenges >



November 500km Run Challenge

Know more >

★ 4.2 (150 runners enrolled)

❤

My Challenges >



1 Lakh Steps >

75%

30 days remaining

Friends >

Win 50 coins on every challenge completed by your friend

Refer Now

Terms & Conditions Apply*

🏠

🏃

+

🛒

👤

Challenge

Login & Referral - Referee

Hello.

Welcome to STRAVA

Email

Password



[Forgot password?](#)

Sign In

OR CONTINUE WITH

Don't have an account? [Sign up](#)

Login

Do you have a referral code?

Skip

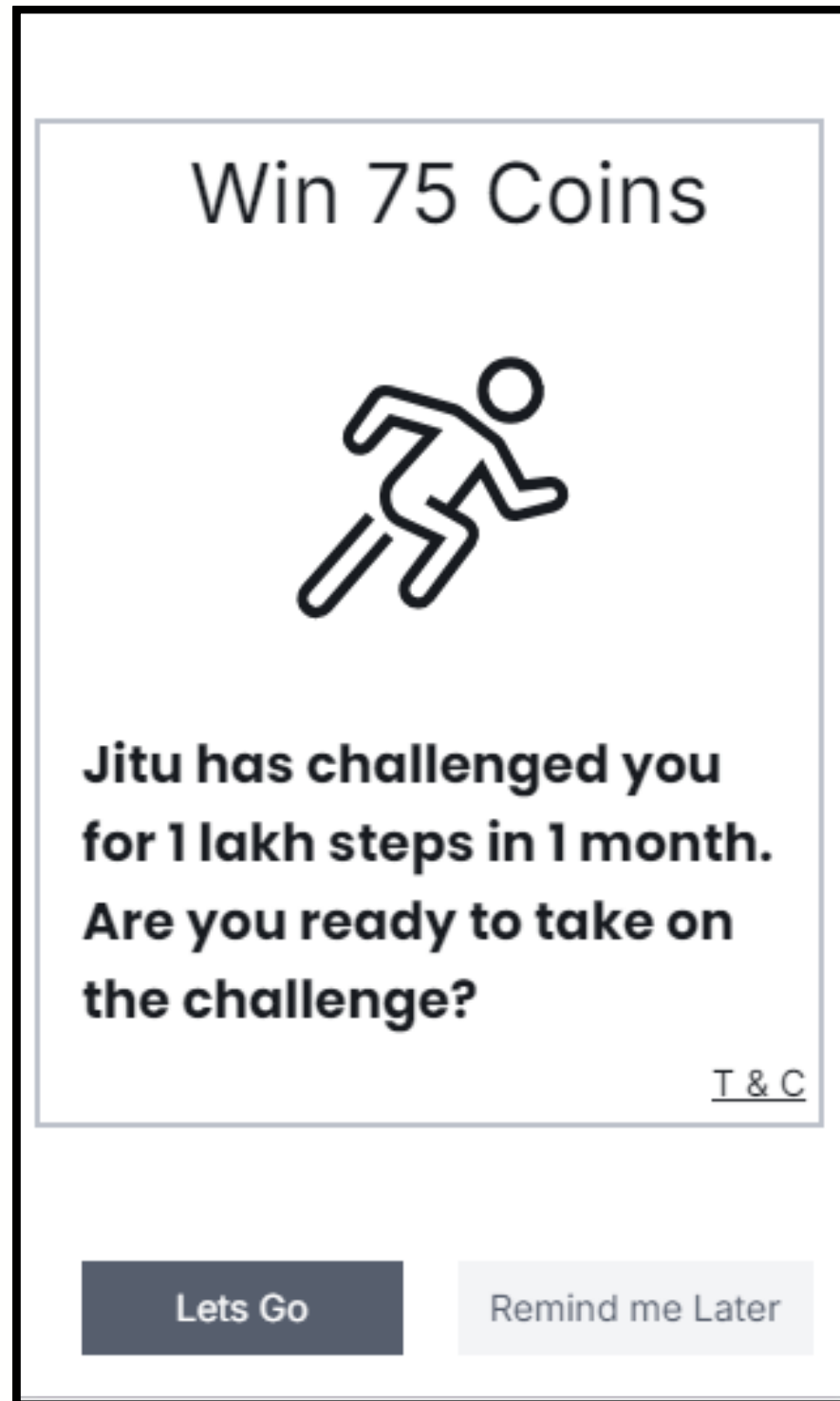
Referral

Functionality : Upon clicking referral link, user will be redirected to download app.

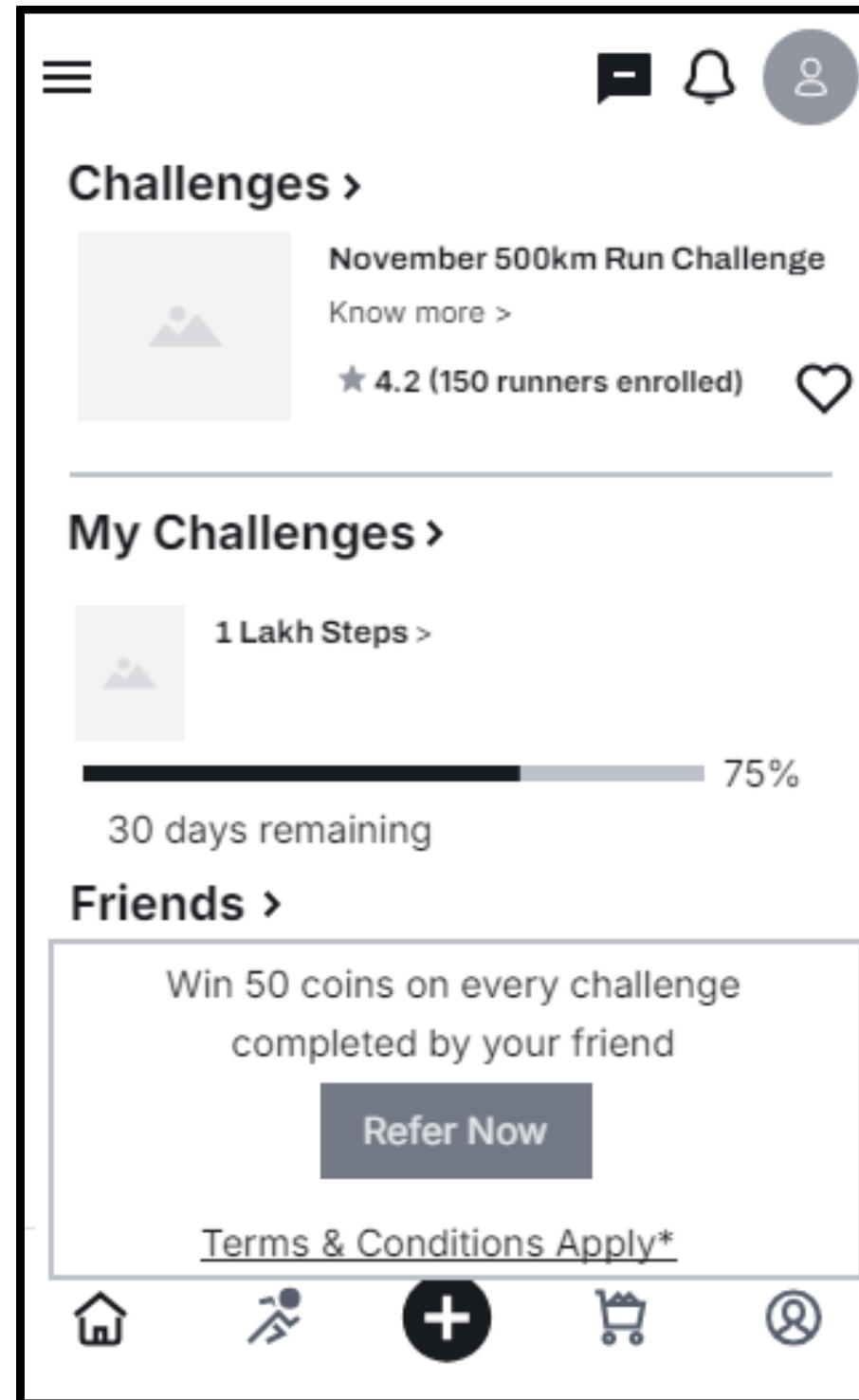
User can create a new account or signup through SSO social logins.

Upon login user will be asked to enter the referral code.

Prompt - Referee



Prompt



Challenges

Once referral code is entered, user is asked if they want to accept challenge given by referrer. (Ref Screen : Prompt)

Upon **acceptance**, referee will be able to view the same on their challenge section. (Ref Screen : Challenges)

The challenge must be accepted within 30 days of download of app & completed within 30 days of acceptance.

Upon successful completion of the activity user is credited with 75 coins.

Incase user clicks on **remind me later**, same will be shown under challenges section. User can accept within 30 days post which the link will expire.

For **existing Strava user**, upon clicking the link, prompt will be shown. The other user flow remains same as above.

Exceptions & Assumptions

Multiple devices : Device details to be taken while entering reward link to ensure that same device does not use multiple links in future to avoid fraudulent practices.

Link Expiry : If the link expires, same referrer can resend challenge to same person and user flow of an existing Strava user will continue.

Other Activities :For an easy adoption, challenge can be started with step counts, once the referral gains traction and basis user feedback this can be expanded to other sports activities wherein upon login user can select the sport of their liking and a pre determined challenge will be allotted.

Thank you

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