

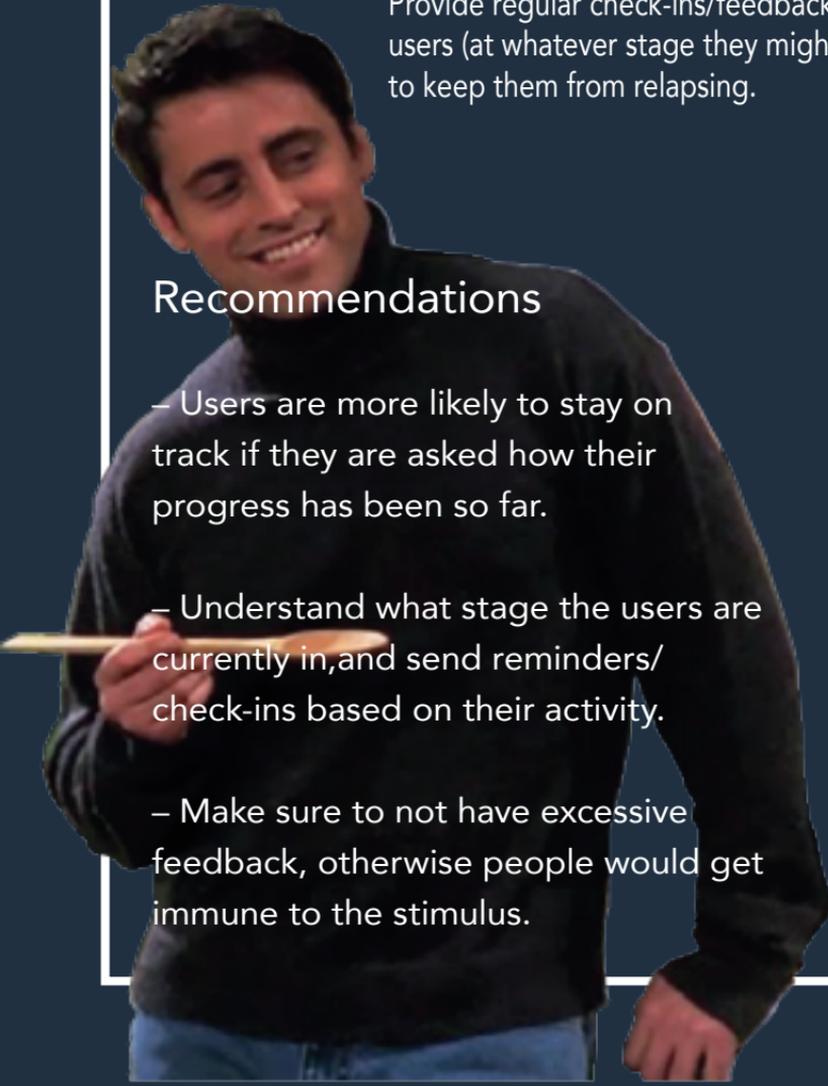
Joey from the show *Friends* is a great friend, he regularly check-ins with all the ladies to make sure they are okay.

HOW YOU DOIN ?

Provide regular check-ins/feedback with users (at whatever stage they might be) to keep them from relapsing.

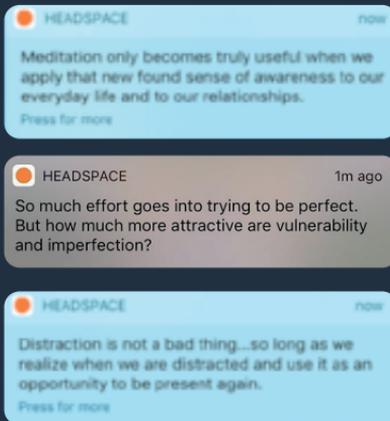
Recommendations

- Users are more likely to stay on track if they are asked how their progress has been so far.
- Understand what stage the users are currently in, and send reminders/ check-ins based on their activity.
- Make sure to not have excessive feedback, otherwise people would get immune to the stimulus.



TTM Helping Relations

The check-in doesn't really have to be a blatant reminder to do the activity, just needs to be something that reminds them of the activity. Headspace sends out small nuggets of info that bring the users attention to meditation.



Caution!!

Sometimes users might get used to the check-ins in a way that it no longer helps them stay on track.

Image – Joey – tenor.com

Headspace app reminders – My phone

Paper – THE TRANSTHEORETICAL MODEL AND STAGES OF CHANGE by James O. Prochaska Colleen A. Redding Kerry E. Evers

MY • TEAM • ALWAYS • WINS!

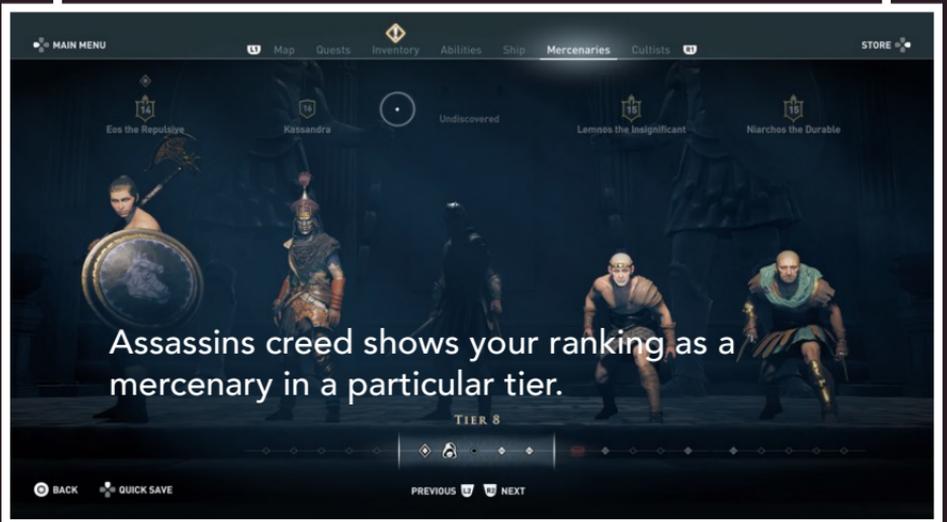
Monica from *Friends* is very competitive. When she finds a competitor in Mike she strives to get better and beat him at ping pong.

There is an increase in performance when players are shown how they fare compared to other SIMILAR players.

Recommendations

1. Employ benevolent deception to deceive players into thinking that they are being compared to similar others to increase their performance.
2. Highlight similarities between players to create the sense of closeness.
3. Narrow down the comparison group to a subset of similar others instead of providing a comparison to all other players.

Target group closeness

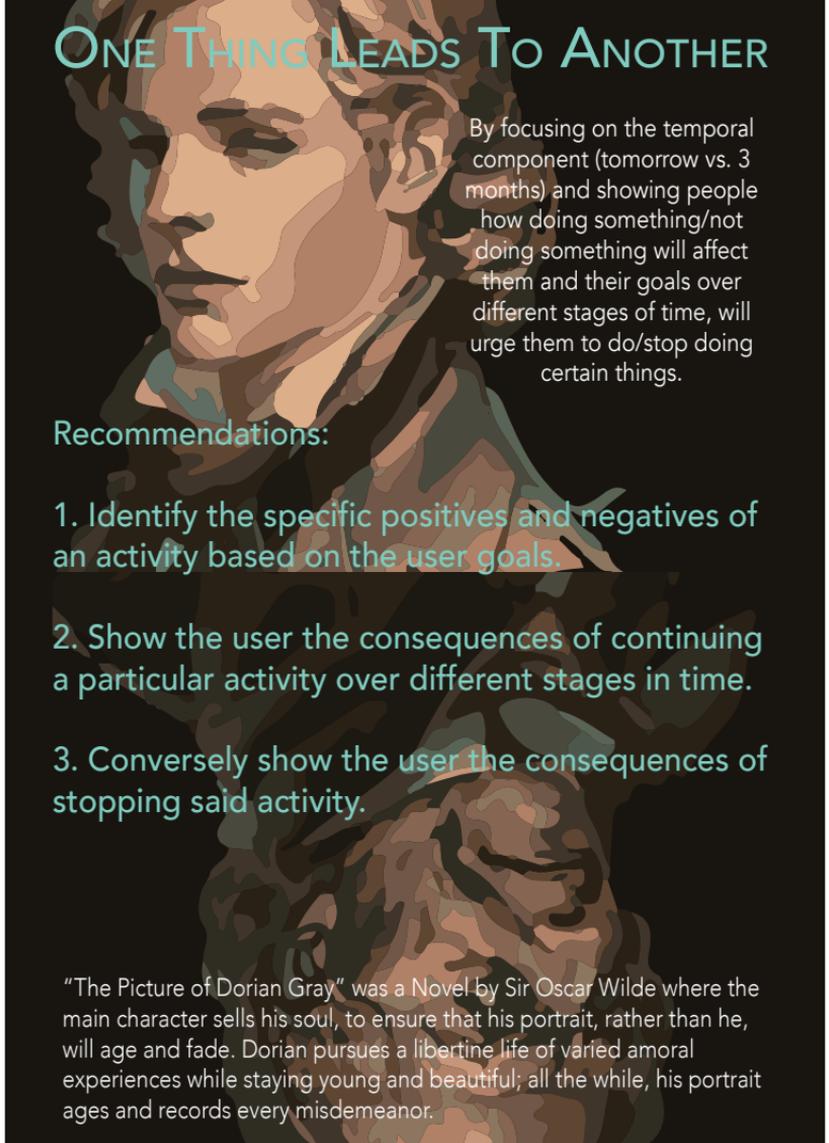


Comparison closeness might be an effective strategy for enhancing the effects of feedback in the context of exercise (e.g., Fitbit), workplace performance systems, energy consumption, education, or safety.

Image – Monica – tenor.com

ACreed – <https://www.windowscentral.com/assassins-creed-odyssey-mercenary-system-guide>

Paper – Designing Closeness to Increase Gamers' Performance by Lucas Colusso, Gary Hsieh, Sean A. Munson



ONE THING LEADS TO ANOTHER

By focusing on the temporal component (tomorrow vs. 3 months) and showing people how doing something/not doing something will affect them and their goals over different stages of time, will urge them to do/stop doing certain things.

Recommendations:

1. Identify the specific positives and negatives of an activity based on the user goals.
2. Show the user the consequences of continuing a particular activity over different stages in time.
3. Conversely show the user the consequences of stopping said activity.

"The Picture of Dorian Gray" was a Novel by Sir Oscar Wilde where the main character sells his soul, to ensure that his portrait, rather than he, will age and fade. Dorian pursues a libertine life of varied amoral experiences while staying young and beautiful; all the while, his portrait ages and records every misdemeanor.

TPB ATTITUDES

Here the user can see how not smoking would affect their health.



The designer needs to have a comprehensive knowledge of how certain actions will translate over time. This can be different for different people. What if the users experience doesn't translate well and they feel dejected or overconfident.

Image:

Dorian Gray – <https://lucidbee4.com/dorian-gray-american-psycho/>

Cigarette timeline – <https://twitter.com/hightunstallpe/status/676301194755743744>

Paper – Theory of Planned Behavior Handbook of Theories of Social Psychology: Volume 1

Break it Down to Build it Up

People are more likely to achieve their goal if it is broken down into smaller chunks.



With this picture I am trying to show how a square can be dismantled into smaller chunks and rearranged to make a square again, just like distal goals and proximal goals.

Theory shows that when distal goals are broken down into proximal goals, the self-efficacy is higher than it is with just distal goals or do-your-best goals.

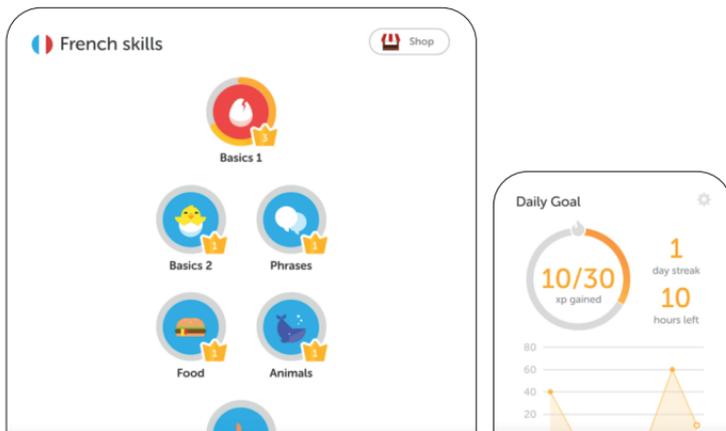
Recommendations

- 📦 Let the users have a say in how they want to divide their goals (this will depend on their self efficacy), this gives them a sense of autonomy.
- 📦 Be very specific, clearly outline every task, step, or process involved in their goal.
- 📦 Every goal should have a time-line attached. Time-line helps stay on track and focused.

Goal setting –Self-Efficacy

Duolingo lets the user set their proximal goal in terms of daily XP, how much they want to achieve daily (fixed time). It also divides the distal goal of learning a language into small chunks.

Autonomy+Specific+Time-line.

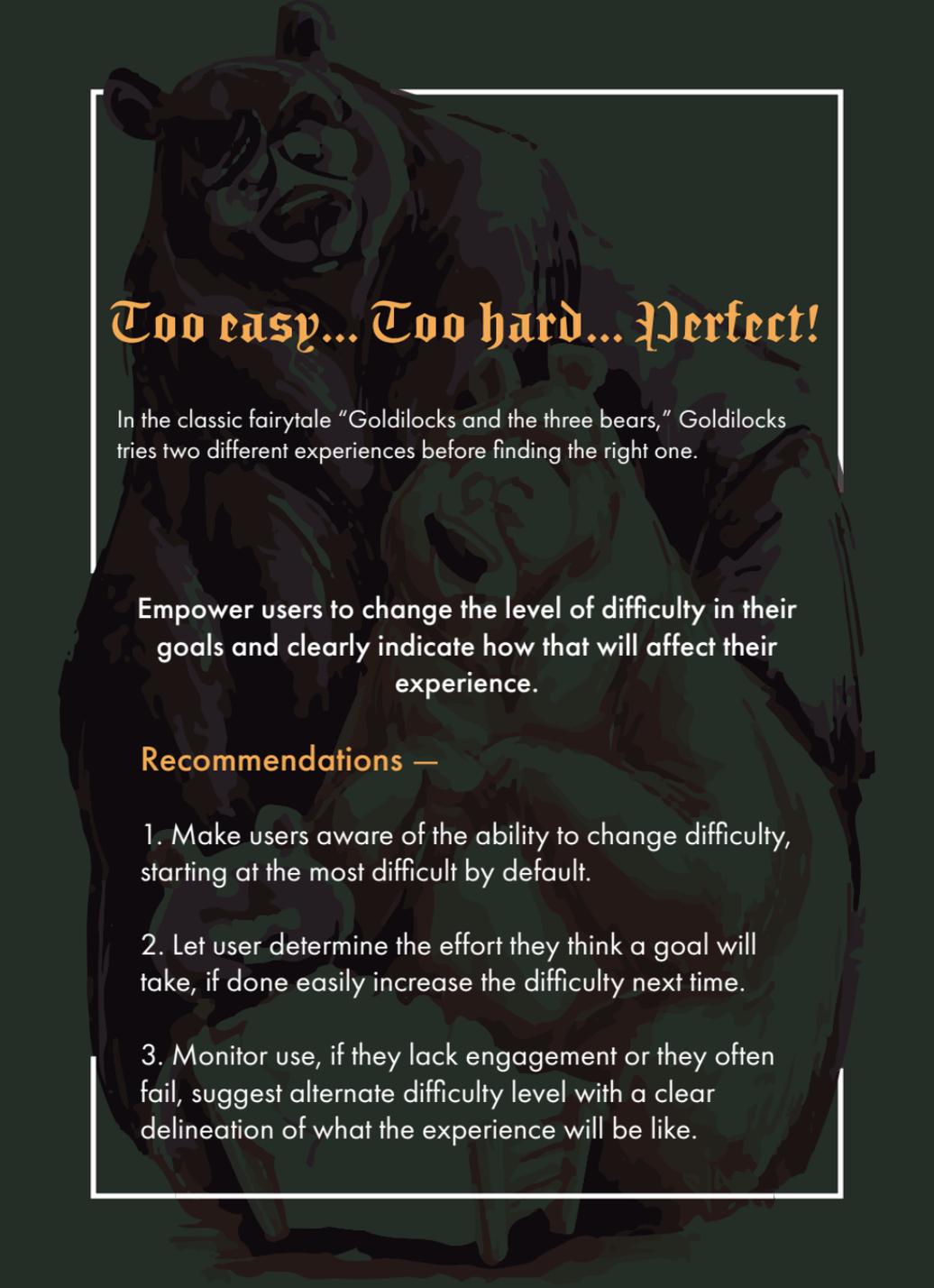


The breakdown needs to be optimal, if its oversimplified then the user might find it too tedious. On the flip-side the user might feel discouraged if the breakdown is too broad.

Square picture made on illustrator

Duolingo image –

<https://www.onlinecoursereport.com/duolingo-the-most-popular-language-learning-app/>
Theory – Building a Practically Useful Theory of Goal Setting and Task Motivation – A 35-Year Odyssey Edwin A. Locke & Gary P. Latham



Too easy... Too hard... Perfect!

In the classic fairytale “Goldilocks and the three bears,” Goldilocks tries two different experiences before finding the right one.

Empower users to change the level of difficulty in their goals and clearly indicate how that will affect their experience.

Recommendations —

1. Make users aware of the ability to change difficulty, starting at the most difficult by default.
2. Let user determine the effort they think a goal will take, if done easily increase the difficulty next time.
3. Monitor use, if they lack engagement or they often fail, suggest alternate difficulty level with a clear delineation of what the experience will be like.

Goal Setting Self-Efficacy

Shadow of the Tomb Raider allows the player to change the difficulty anytime during the game. It allows changing difficulty in several different aspects and informs the user how changing each of them will affect their gameplay.

SELECT DIFFICULTY

OVERALL DIFFICULTY

COMBAT DIFFICULTY

EXPLORATION DIFFICULTY

PUZZLE DIFFICULTY

RITE OF PASSAGE

Normal

Hard

Easy

COMBAT DIFFICULTY

Ammunition boxes are rare.

Enemies have normal health and damage. Enemies have illuminated silhouettes.

EXPLORATION DIFFICULTY

No white paint on critical path. Reduced saving grab timer.

No Survival Instincts during exploration. Base Camps are unlit.

PUZZLE DIFFICULTY

Lara gives direct hints on the next action to perform.

Interactable objects are highlighted in Survival Instincts.

Objects necessary to progress highlighted in blue during Survival Instincts.

Longer window of opportunity for timed mechanics.

CONTINUE CLOSE

Users need to have autonomy over their goals. Do not trivialize their goals or that will adversely affect their self efficacy.

Goldilocks and the three bears — Pintrest. | Tomb Raider Difficulty — ign.com
Theory — Building a Practically Useful Theory of Goal Setting and Task Motivation — A 35-Year
Odyssey Edwin A. Locke & Gary P. Latham