My sketch

The population:  
A set of people that said they want to start journaling

A set of people that said they don’t necessarily want to start journaling, but they wouldn’t mind it.

They did not journal before

Experiment:  
Journaling.  
Forming the habit of journaling through gamification.

Gamification elements: badges and progress bar. If possible: unlocking colors for your text.

Application:  
An online page with registration and login.

After logging in it gives you an editor with some options of writing your thoughts. (emojis are a bonus)

The participants will logout after each writing session

2 ways of stopping the gamification:

//After he completes the achievements

After a set period of time

(in both versions all the colors are unlocked by the stop of gamification)

(stack: React + Node)

3 periods:

7 days of no gamification //control phase  
14 days of game elements //gamification phase

14 days of no gamification //early gamification removal phase

Another 21 days of no gamification //late gamification removal phase

Measurements:  
Frequency of writing = days of using the app at least once / total number of days => comparing before after gamification

Average time spent in front of the journal per day

Quantity of writing = absolute number of characters / number of days => Comparing quantity of writing in the gamification step with quantity of writing in non gamification step

Results:

After gamification removal:  
all 3 go down slowly -> game elements are keeping people there, habit not formed afterwards

All 3 go down suddenly -> game elements might have a negative impact

All 3 stay constant -> great, habit might be formed

All 3 go up -> great, habit formed

No pattern at all -> gamification has no effect

Quantity of writing goes down but time spent and frequency go up -> great, habit formed and in a more natural way now

After gamification addition:  
all 3 go up suddenly -> gamification does it’s thing

Nothing happens -> gamification didn’t do much

Quantity goes up and the others don’t -> gamification elements force users to write more

Everything goes down -> gamification has a negative impact

Between before gamification and after gamification:

Things are generally up -> habit formed

Thing are the same -> gamification might be doing something not sure

Things go down -> gamification has a negative impact or no impact at all