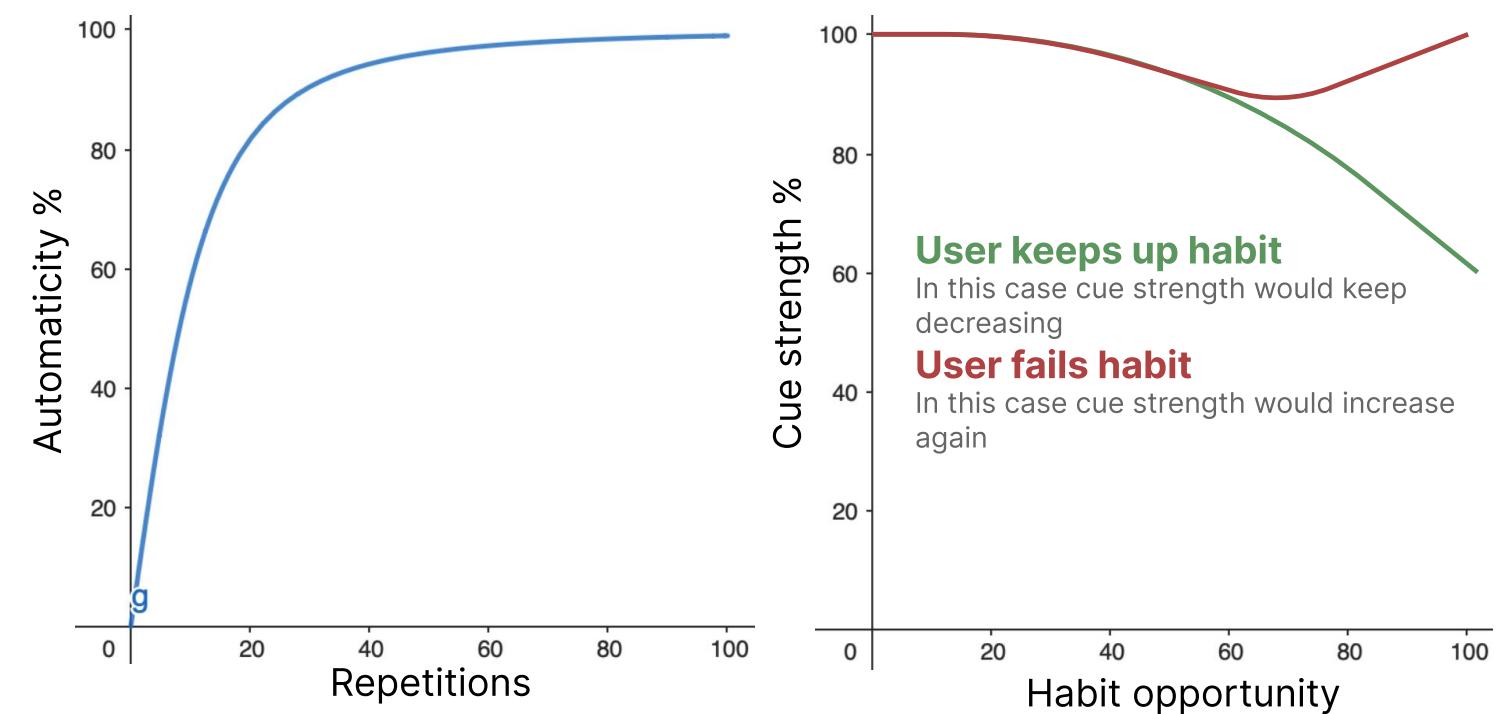


Introduction

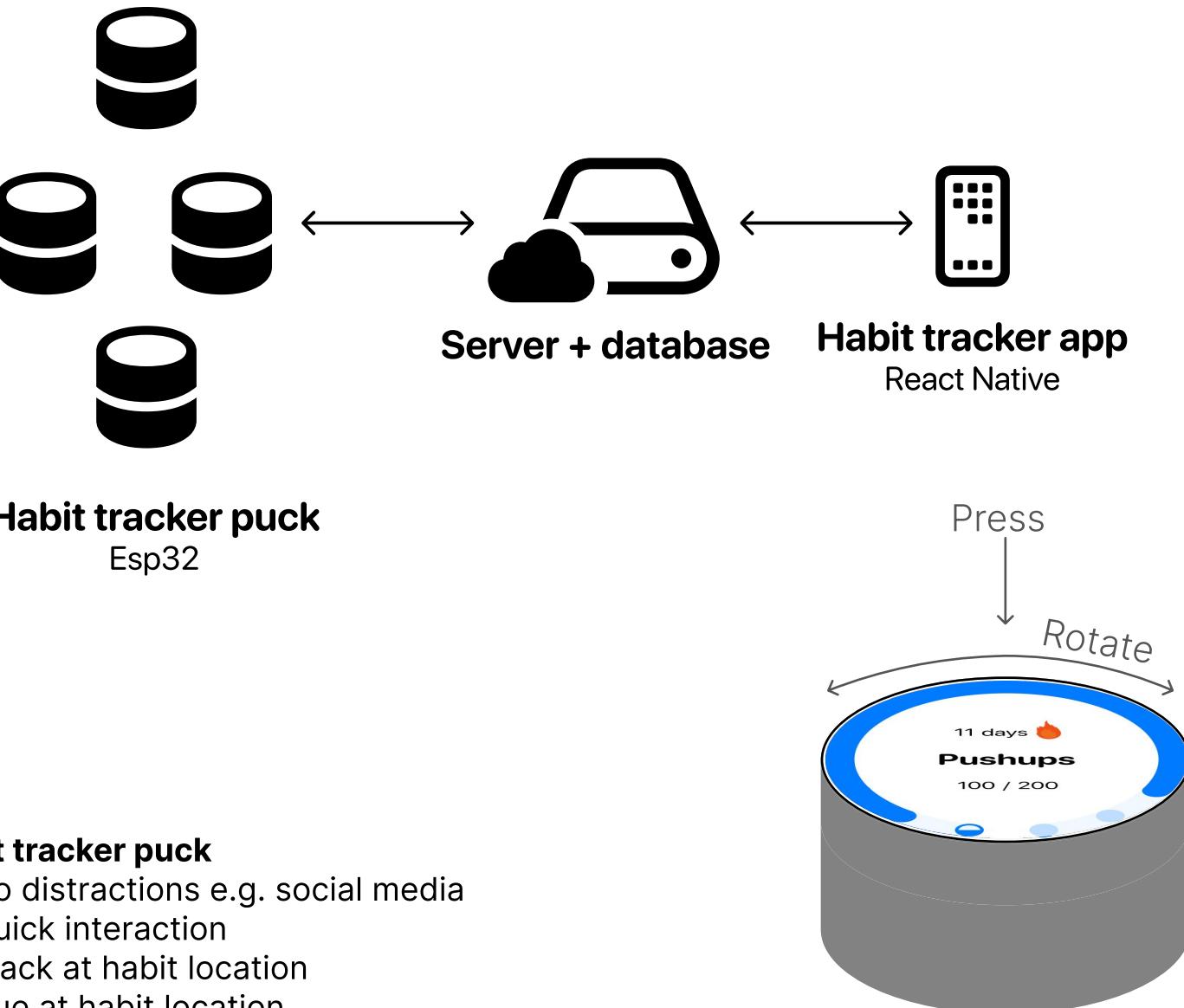
Habits are a central element of our every day life. Without thinking about it, we perform countless of actions out of habit, day in and day out. This automaticity is a crucial aspect of habits, as it allows us to perform mundane tasks without committing many resources to them preserving energy throughout the day.

Initially performing habits require a high amount of effort, but over time the required effort gets reduced, as automaticity increases. Aiding this transition from effort to automaticity, could be an effective way of helping consumers successfully form new habits.

Forming new habits requires some sort of reward, as the reward/effort ratio must be positive for the habit to stick. We propose a high extrinsic reward until a high automaticity is reached or intrinsic reward is enough



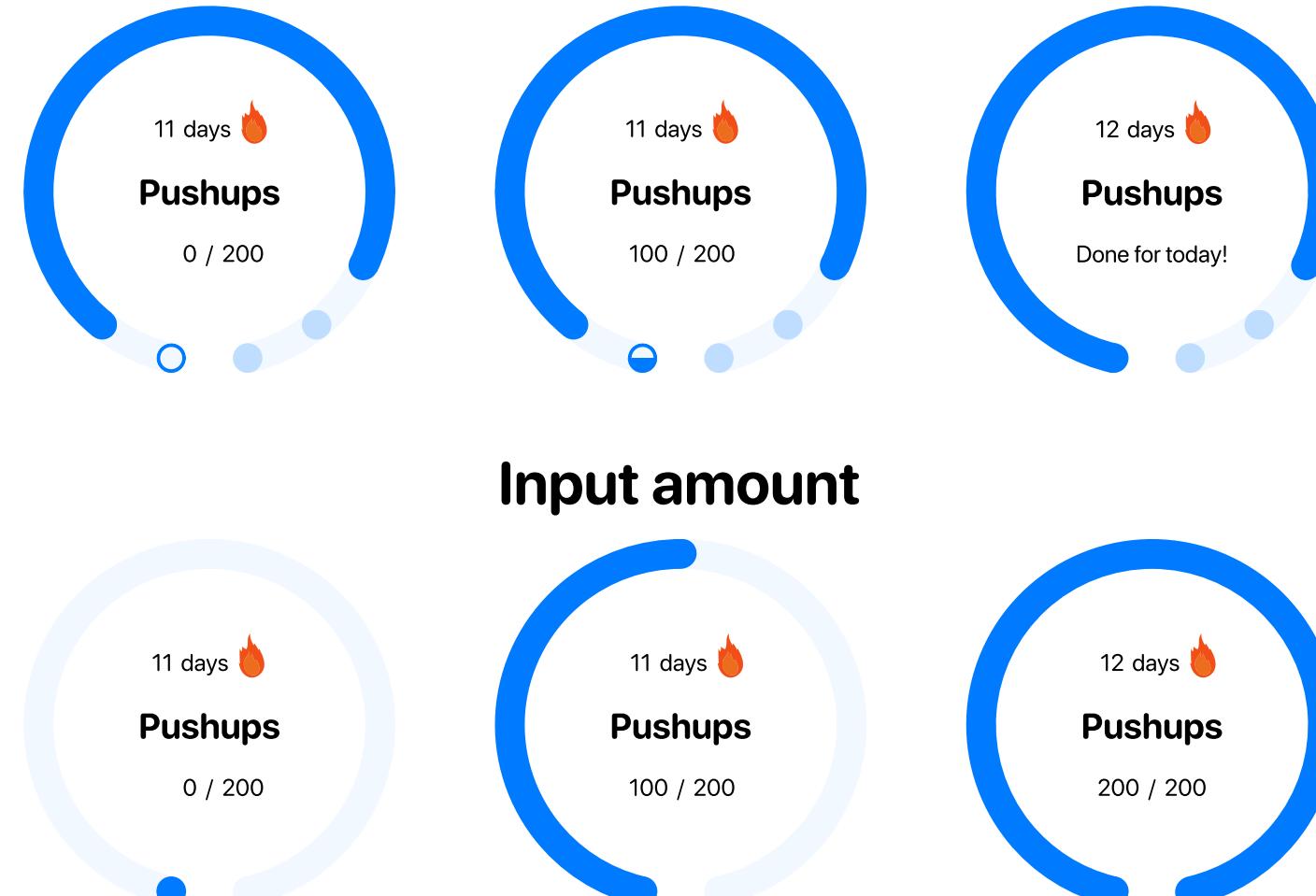
Habit Tracker System



Habit tracker puck

- No distractions e.g. social media
- Quick interaction
- Track at habit location
- Cue at habit location
- Cue salience modulated based on automaticity level
- Multiple pucks

Overview

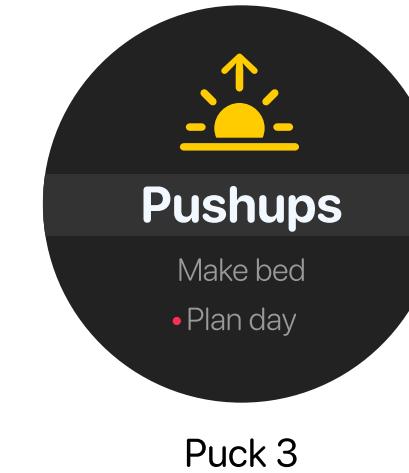
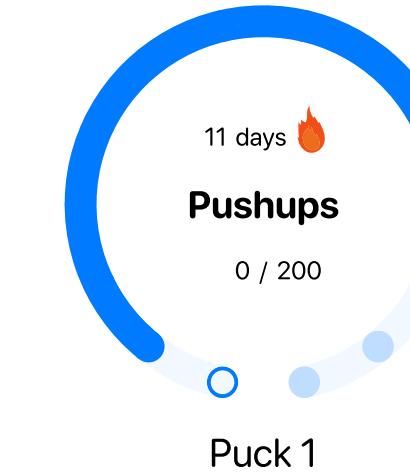


Input amount

Initiation effort input



Initiation effort input



Questions

- Comments about UI?
- Comments about UI flow chart?
- What habits would you track?
- Thoughts about modulating extrinsic reward