

# Gamification & UI/ UX

## Overview

Title: WriterRPG & Writer's Net

Engine: Unity

Time to design and develop: 2 weeks

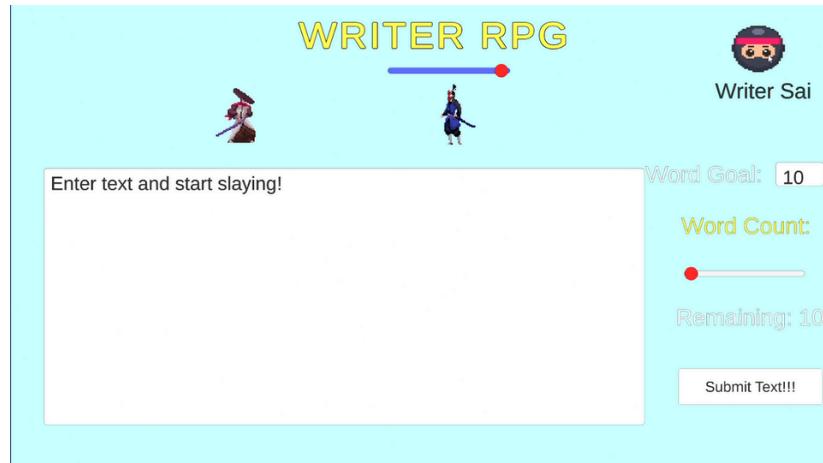
Genre: Casual, Productivity

Core idea: To explore the problems budding writers face and come up with a design intervention that would bridge the gap between idea and writing habit formation

Description: A dual design exploration combining research-driven UX and gamification. Through surveys, interviews, and market analysis, I identified key barriers writers face : lack of motivation, idea evaporation, and inconsistency. This led to two interconnected solutions: **WriterRPG**, a playful writing motivator that turns every word into progress, and **Writers Net**, a context-aware companion that transforms daily experiences into personalized creative prompts. Together, they reimagine how digital tools can nurture consistent, meaningful writing habits.

### WriterRPG

Slay Writer's Block, One Word at a Time.



[Play the game on ITCH.](#)

How it Works: Set a word count goal and watch it transform into a villain's health bar. Every word you type is an attack. Every sentence is a combo. Finish your project and defeat the final boss of writer's block!

## Features:

1. Gamified Writing: Your progress bar is a battle. Your words are your weapon.
2. Visual Motivation: Fight animated pixel-art villains that react to your typing.
3. Set Custom Goals: Need to write 500 words for a blog post? 50,000 for a novel? You're the boss.
4. Track Your Stats: See your word count, remaining words, and XP earned in real-time.
5. Satisfying Feedback: Enjoy attack animations, damage effects, and a glorious victory screen for hitting your goals.

## Gamification elements:

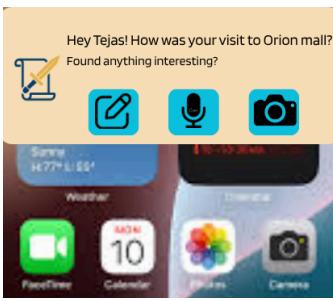
- Core Gameplay Loop: The interface visualizes a 2D combat scenario where the user's words are their weapon. Each word typed translates to an attack animation against an on-screen enemy.
- Enemy Health Bar: The primary motivational driver. The user's word count goal is inverted and displayed as the enemy's health bar. The objective is clear: defeat the enemy by depleting its health through writing.
- Personal Progress Bar: A secondary, literal progress bar tracks the raw word count, providing a clear numerical account of progress towards the goal.
- XP & Reward System: Upon defeating the enemy (reaching the daily word count), the user receives an Experience Points (XP) bonus. This XP serves as a currency for unlocking avatar customizations and upgrades, creating a direct feedback loop between effort and reward.

## Writers Net: An idea capturer for writers

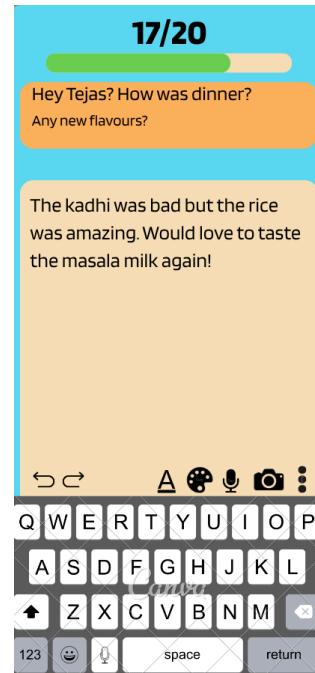
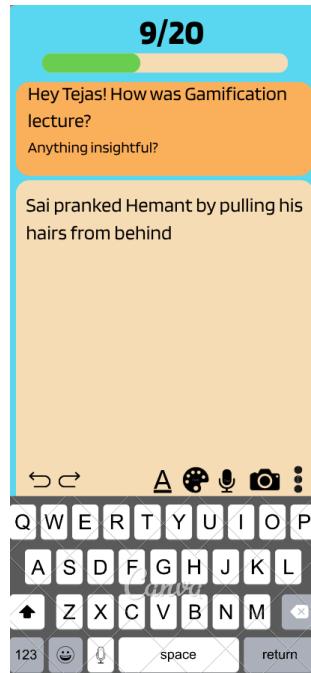
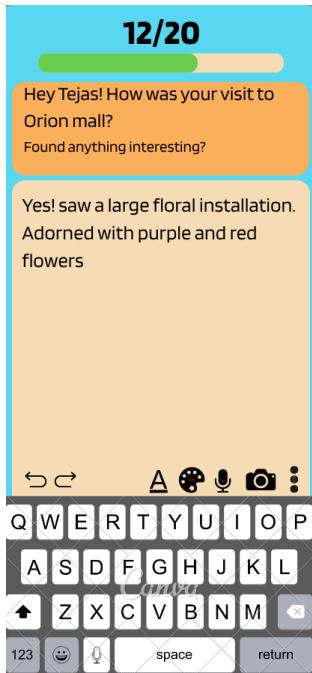
A hyper-personalized, gamified writing companion that uses your daily data to generate creative prompts and build a sustainable writing habit.

## User flow:

- 1) Personalised prompts nudging user to write about your experiences based on their Google Activity:

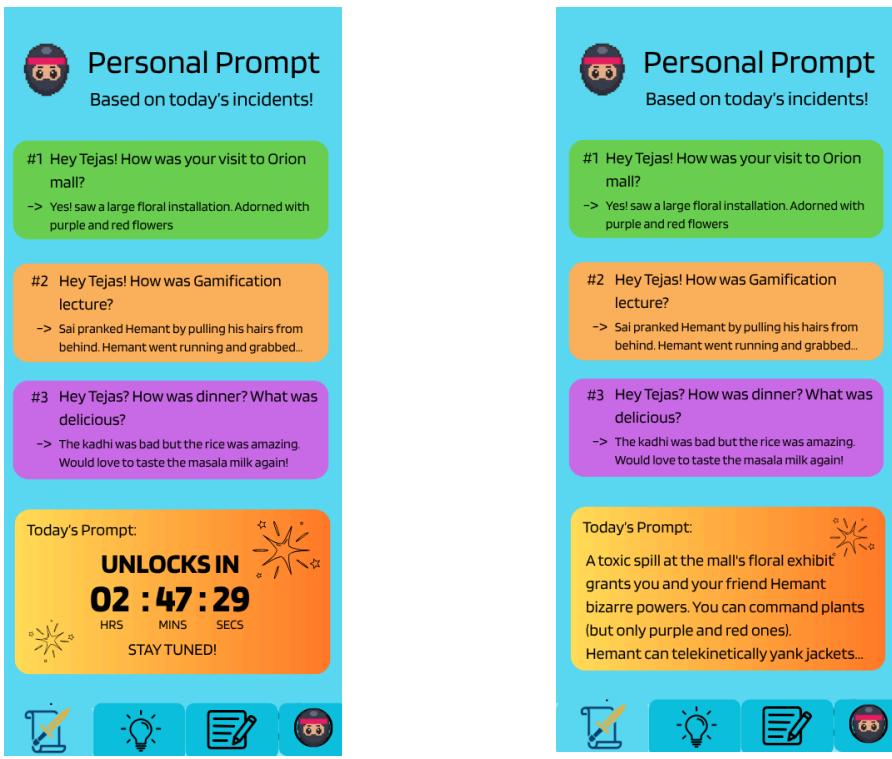


2) After clicking on the prompt user gets an interface to write 20 words about it.

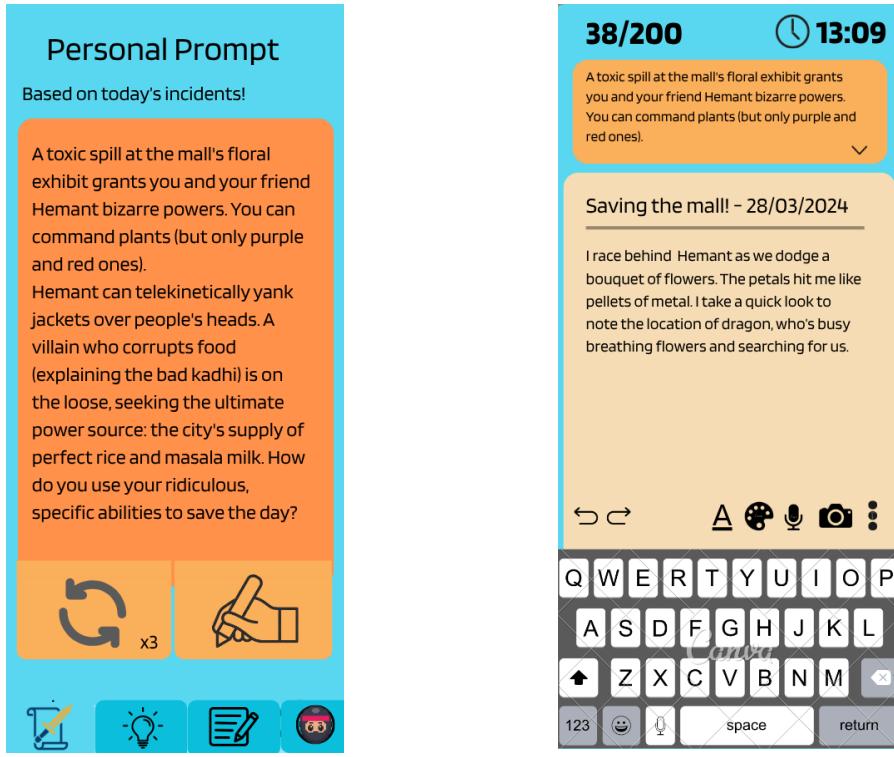


3) This is the interface throughout the day:

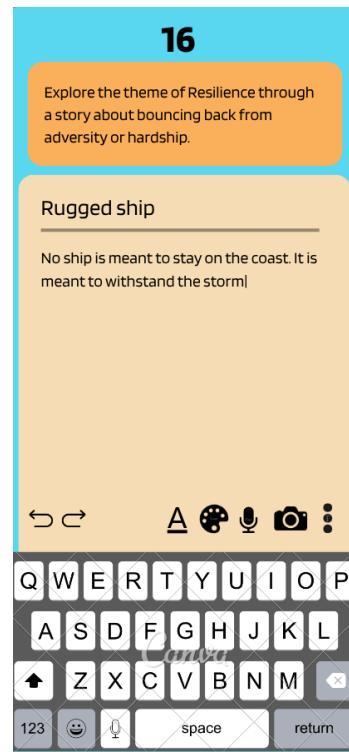
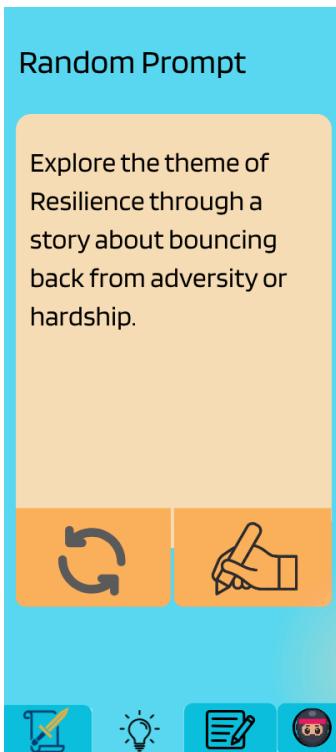
Shows all the prompts throughout the day, and keeps the 'Daily prompt' hidden until user's scheduled time.



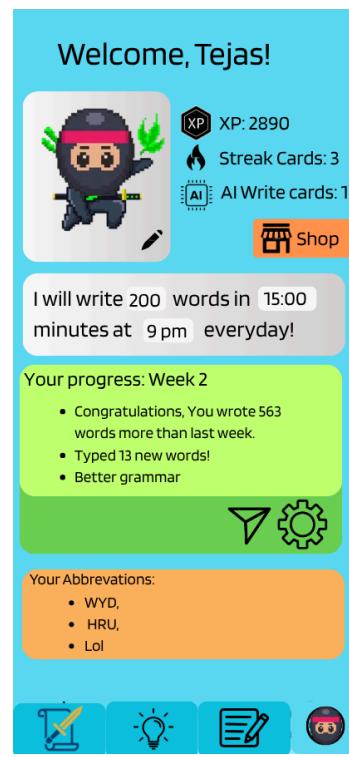
4) At the scheduled time the daily prompt unlocks for the user to write. This interface allows user to write based on their time, duration and word count contraints :



5) Random prompt feature incase user wants to write something different:



## 6) Notes page and Profile page:



## Features:

1. Google Account Integration: Secure OAuth login that serves as the foundation for personalization.
2. Data Context Awareness: Permission-based access to:
  - o Location Data
  - o YouTube Watch History
  - o (Future: Calendar, Music, Search History)
3. AI-Prompt Generation Engine:

- Micro-Prompts: Generates 2-3 contextual, 20-word prompts per day based on real-time data.
  - Daily Master Prompt: Synthesizes the day's micro-entries into a creative, thematic writing prompt.
4. Multi-Modal Input:
- Text Entry
  - Voice-to-Text Recording
  - Photo Capture (with optional caption)
5. Digital Journal/Archive: A secure, searchable, and chronological repository for all user entries.
6. Customizable Writing Time: Allows users to set a specific daily reminder for their main writing session.

## **Gamification Elements:**

This list covers how the app uses game mechanics to motivate and engage the user.

- 1) Experience Points (XP) System:
  - Earning: 1 Word Written = 1.5 XP. Bonus XP for completing all micro-prompts.
  - Spending: XP is the currency for the avatar shop.
- 2) Avatar System & Customization Shop:
  - A visual representation of the user.
  - Users can spend XP to unlock and equip cosmetic items (Hair, Outfits, Headwear, Accessories, Backgrounds).
- 3) Writing Streak:
  - A visual counter (e.g., a date block) that tracks consecutive days with any writing activity.
  - Streak milestones are celebrated (e.g., 7, 30, 100 days).
- 4) Achievements & Badges:
  - Unlockable trophies for completing specific challenges.
  - Examples: "First Word!" (First entry), "Weekend Warrior" (Writing on weekends), "Prompt Pro" (100 micro-prompts completed), "Genre Explorer" (Writing in different styles).
- 5) The "StreakSafe" Mechanic:
  - A forgiving feature that allows users to protect their streak after a missed day by either watching a short ad or spending a small amount of XP.

## **The Process**

## 1) Identifying a domain:

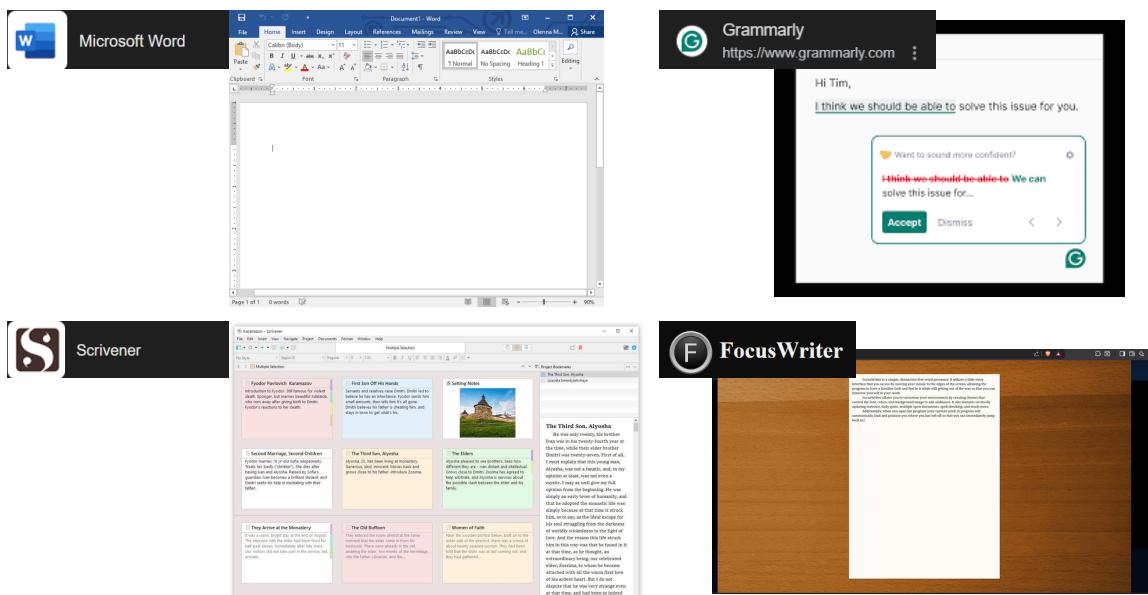
Top five domains: Productivity, Health, Relationships, Finance, Entertainment

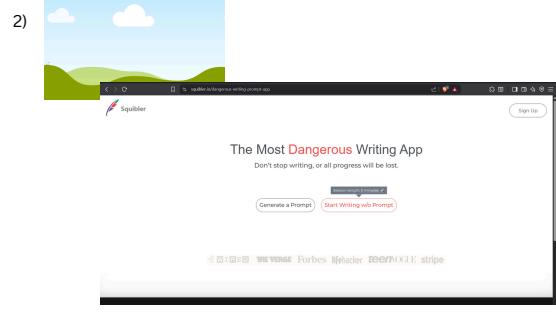
Chosen domain: Productivity-> Writing (Sub-domain)

The project began with the identification of Productivity as the core domain, with a specific focus on Writing. This choice was driven by a personal interest in the craft and a recognition of its challenges, presenting a clear opportunity for design-led innovation.

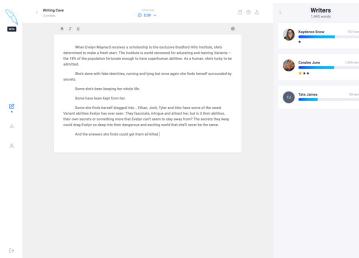
## 2) Market Survey:

An initial Market Survey was conducted and documented, analyzing a range of writing applications. This analysis revealed that while many tools excelled at editing and formatting, they often fell short in addressing the fundamental barriers to writing: initiation and consistency.





4) OhWrite

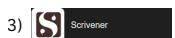


5) Habitica



To ground these observations in user needs, a **Google Form survey (Secondary research)** was launched targeting aspiring novelists and fiction writers. The responses validated the initial hypothesis, highlighting a strong user desire for better motivation and habit-forming tools. A key learning from this phase was the discovery of lesser-known, niche applications like Ulysses and Plottr, which are specifically tailored for long-form narrative writing.

Current apps (Actual apps):



#### Positives:

- Powerful for long-form (split-screen drafting, corkboard view).
- Export flexibility (ePub, PDF formats).
- Research organization (inline notes, references).

#### Negatives:

- Steep learning curve ("Took me weeks to understand").
- No real-time collaboration.
- Expensive (\$49+).

Frequency: \*\*\*\*

Reliability: \*\*\*\*



#### Positives:

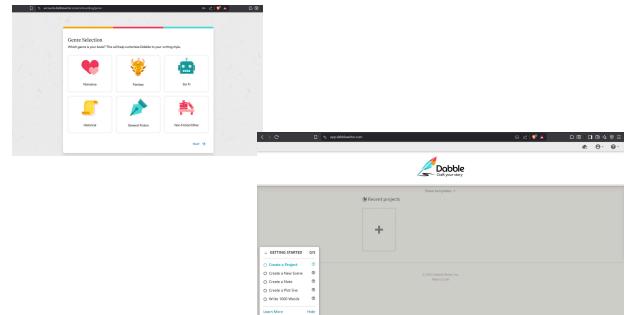
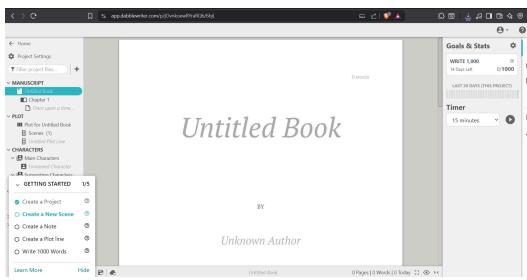
- Plotting tools (timelines, story arcs).
- Cloud sync (works offline).
- NaNoWriMo integration.

#### Negatives:

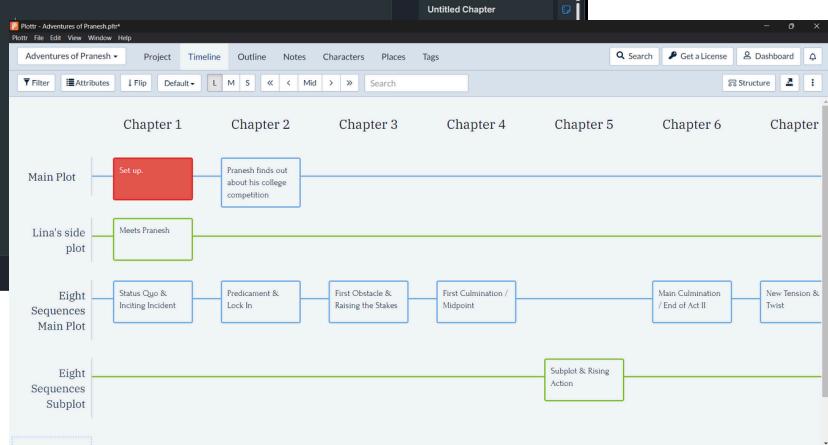
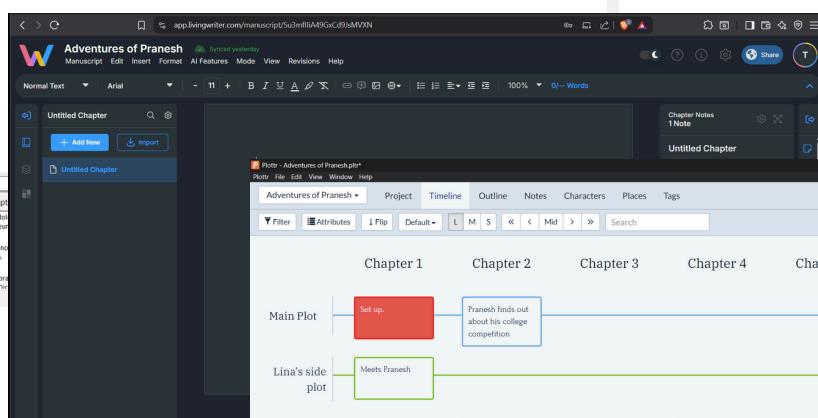
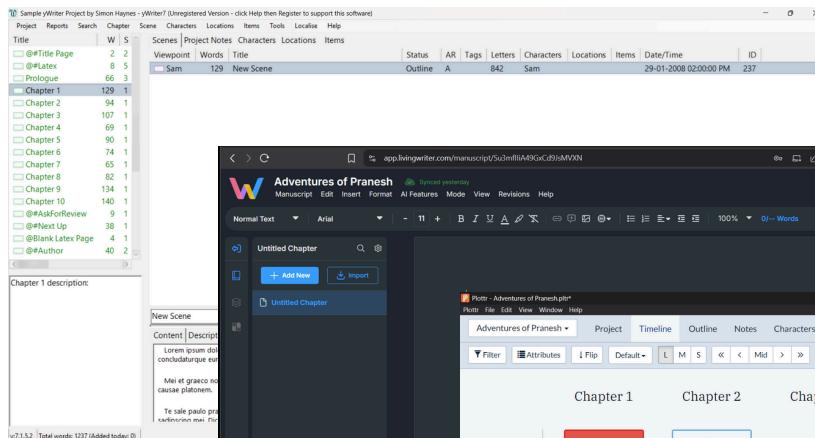
- Limited export options.
- Mobile app lacks features.
- Subscription model (\$10/month).

Frequency: \*\*\*\*\*

Reliability: \*\*\*\*\*



## ACTUAL NOVEL WRITING APPS



## Observations from Existing Tools:

### 1) OhWrite – External Pressure as Motivation

OhWrite visualized writing progress through a **simple progress bar**, with a peer accountability system layered on top.

While the design aimed to promote consistency, it inadvertently **introduced competition over creativity**.

The presence of others' progress bars shifted the emotional tone – from *autonomy* (writing at your pace) to *comparison* (writing faster than peers).

For beginner writers, this social pressure risked turning writing into a race rather than a craft.

**Key Takeaway:** Extrinsic motivators like peer competition can undermine intrinsic motivation and long-term creative engagement.

## 2) Squibler – Panic as a Motivator

Squibler used a clever intrinsic motivator: **loss aversion**.

If the user stopped typing, their work started disappearing – triggering a *fight-or-flight* response.

This mechanic effectively *forces initiation*, helping users overcome inertia in the short term. However, the same adrenaline-based system **creates stress** over longer sessions, making sustained writing difficult.

**Key Takeaway:** Panic triggers can start a habit, but they rarely sustain it. True motivation requires calm focus, not constant urgency.

## 3) WrittenKitten – Delayed Positive Reinforcement

WrittenKitten rewarded users with a **cute cat image** for every set number of words written.

This offered a gentle, **positive reinforcement loop** – a pleasant, low-pressure motivator.

Yet, because the reward was **delayed** and repetitive, its impact waned over time.

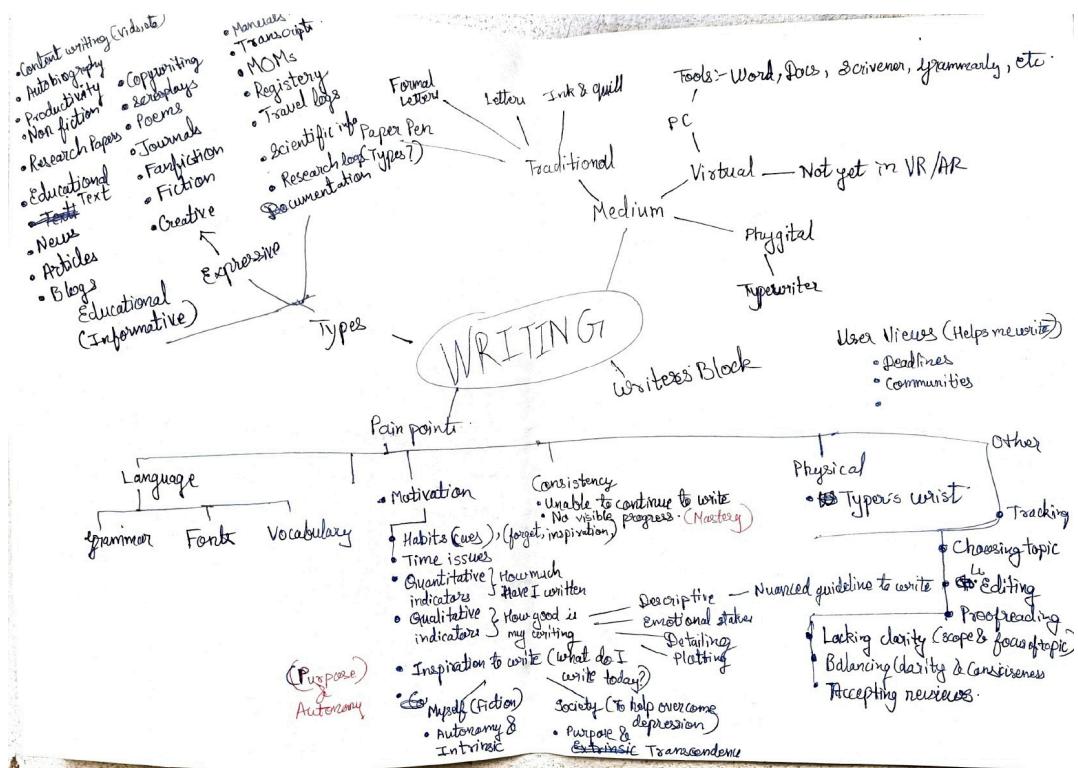
Users experienced joy initially, but the gratification didn't evolve with their growing mastery.

**Key Takeaway:** Repetition without escalation reduces the motivational effect – rewards need variation and emotional depth.

## 3) Opportunity space:

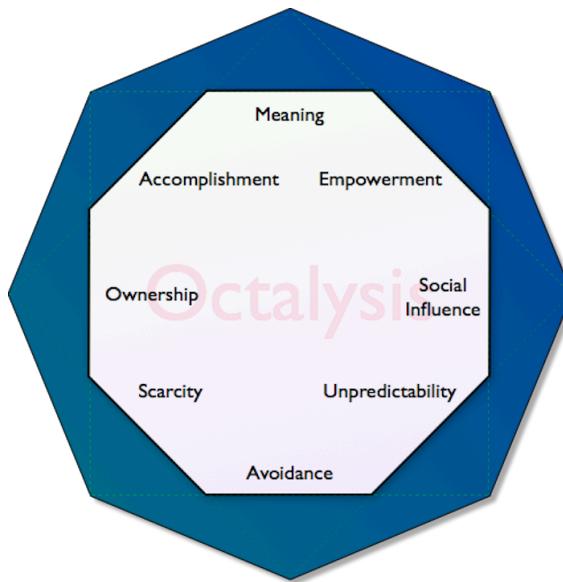
Faculty guidance shifted the focus from features to the underlying psychology of motivation. The goal became to identify the intrinsic motivators that would drive users to engage with the app consistently.

### **Domain research:**



This revealed the key motivators to write for people:

## Purpose, Autonomy and Mastery



This was framed through the Octalysis Gamification Framework, targeting the Creator user archetype - an individual driven by the desire to build, innovate, and express themselves. The solution was designed to tap into specific Core Drives:

- Epic Meaning & Calling (Core Drive 1):** Positioning writing as a heroic quest to defeat Writer's Block, giving the user a sense of higher purpose.
- Development & Accomplishment (Core Drive 2):** Using XP, levels, and progress bars to provide clear, tangible milestones and a sense of achievement.
- Empowerment & Creativity (Core Drive 3):** Providing the structure (prompts) while leaving the act of creation entirely in the user's hands, fulfilling the Creator's core need.

- **Ownership & Possession (Core Drive 4):** Allowing users to build a portfolio of work and invest in customizing their avatar, creating a sense of ownership over their journey.

Analytical thinking and observation revealed a common problem: idea evaporation. Many people have untold stories but lack the system to capture and develop them.

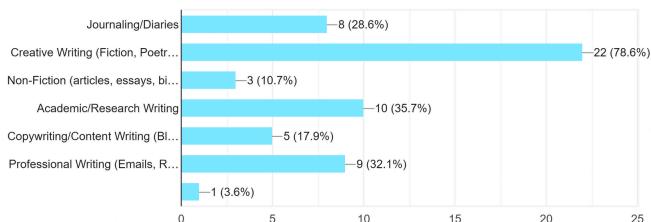
This led to a second round of **face-to-face interviews with six individuals**. As designers, they had developed personal systems for note-taking, yet all shared one common failure: an inability to maintain consistency. This insight crystallized the core problem statement. The main focus of the interview was :

### How many words does a average digital consumer write in a day? (Whats stopping them?)

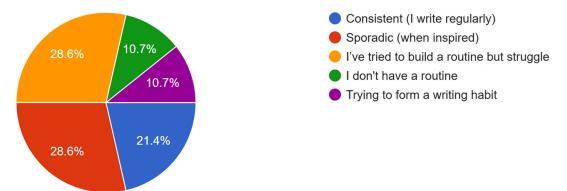
What is the behavioral gap between that and conscious, creative writing?" This shifted the focus from building a better text editor to designing a system that bridges that specific motivational gap.

### **These were the responses:**

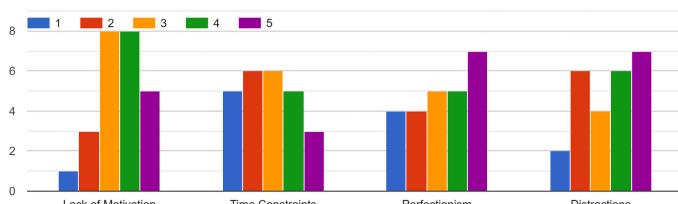
What kind of writing do you do most often? (Check all that apply)  
28 responses



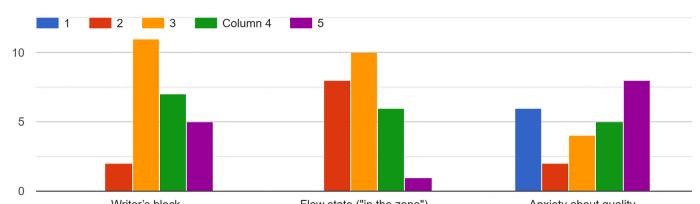
How would you describe your writing routine?  
28 responses



What undermines your writing? [1 = Not a barrier - 5 = Major barrier]

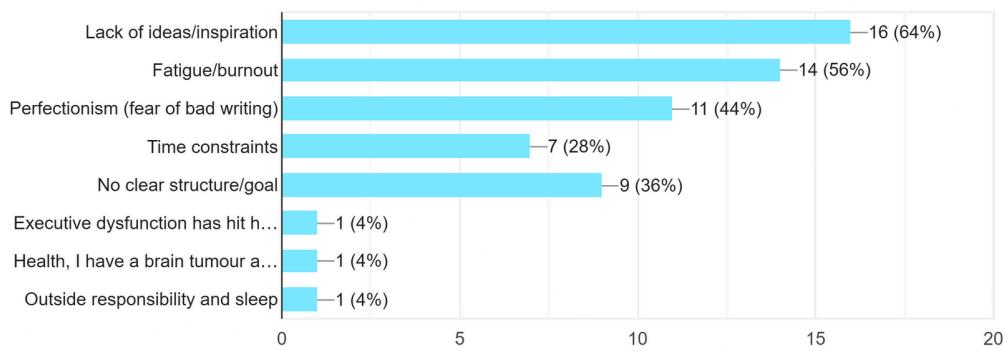


How often do you experience these feelings? (1 = Never, 5 = Always)



What usually stops you from writing when you don't feel motivated? (Check up to 3)

25 responses



## **4) Problem statement:**

**New aspiring fiction writers face consistency and motivation problems in making writing a daily habit.**

Breakdown:

- Writing apps are passive tools, not active motivators.
- Generic prompts are often irrelevant and can be overwhelming.
- The inconsistency of daily life disrupts habit formation.

## **5) User Persona:**

A) Persona 1: Fatima Quddus

Age: 26

Writing Type: Journalling, Fiction/Fanfiction, academic writing

Pain Points:

Lack of motivation, Perfectionism,

Statements:

"Maybe I wish I had something for editing my long text and how to make it shorter..."

B) Persona 2: Smilla Smiba

Age: 22

Writing Type: Creative writingFiction/Fanfiction

Pain Points:

Lack of motivation, habit formation, quality of writing

Statements:

"Something that gives me recommendations in real time for what I could write next/how the plot could progress.."

### C) Persona 3: Neharika

Age: 23

Writing type: Diary writing, Idea capture.

Pain points: Lack of motivation

Statements:

"Something which is on screen and not hidden inside my notes app to inspires me to write."

## **4) Solution Proposal:**

Based on everything known and understood, and after sifting and narrowing down from 9 ideas,

Two solutions were finalised. One for keeping up the writing process from word to word. Another for Bridging the gap of ideas between real life ideas and sparks of mind to reality of paper/ app.

### **Solution 1: WriterRPG: A Word to Word Writing motivator**

The insights from the studies revealed a crucial gap:

None of the systems maintained *moment-to-moment motivation* without distraction or pressure.

This led to the central challenge:

**How can we create *silent encouragement* – constant, intrinsic feedback that empowers the writer without overwhelming them?**

The answer was to design **WriterRPG** – a gamified experience that transforms writing into a series of *micro-motivations*.

 Bridging Intrinsic & Extrinsic Motivation

*WriterRPG* integrates all three of **Self-Determination Theory's core motivators**:

Core Motivator	Implementation in WriterRPG	Emotional Effect
<b>Purpose</b>	The player writes to help a character fight and grow – every word is an action.	Gives writing a heroic, playful meaning.
<b>Autonomy</b>	The user writes at their own pace; combos reward flow but never punish slowness.	Promotes ownership and self-driven pace.
<b>Mastery</b>	(Future Scope) AI recognizes linguistic growth – e.g., “That’s an amazing line!” or “New word unlocked!”	Encourages skill-building and reflection.

Instead of rewarding completion, *WriterRPG* rewards **momentum**.

Instead of punishing stillness, it **celebrates every small motion**.

This creates a rhythm of **constant, low-intensity motivation** – gentle, sustainable, and emotionally affirming.

### ★ Core Philosophy

“WriterRPG isn’t about finishing the story – it’s about *staying in motion* long enough for the story to find you.”

This solution tackles the motivation problem directly through high-engagement gamification.

Core Insight: A visual, interactive challenge is more motivating than a daunting numerical word count.

Core Mechanic: A 2D fight where typing words becomes the action of attacking an enemy. The enemy's health bar is the user's inverted progress bar.

Gamification: An XP system rewards daily goals, providing a constant sense of accomplishment.

## **Solution 2: WritersNet: A personalised prompter to catch ideas.**

Observations from Existing Writing Tools

As the research progressed, the focus shifted from “how people write” to why they fail to start.

A deep analysis of specialized writing tools — from popular platforms like *Scrivener* and *Evernote* to niche creative apps like *Plottr* and *Ulysses* — revealed a consistent pattern:

Most tools were **productivity-oriented**, not **creativity-oriented**.

They helped writers structure text, but did little to nurture inspiration or habit formation.

The study identified **eight opportunity spaces** where user needs were still unfulfilled:

Gap Area	Observation	Design Implication
<b>Grammar &amp; Typing Support</b>	Typing fatigue and limited multilingual adaptability created friction.	Reduce friction — focus on <i>idea capture</i> rather than <i>perfect writing</i> .
<b>Autocorrect Behavior</b>	Overly intrusive corrections disrupted flow.	Prioritize <i>free expression</i> over technical accuracy.
<b>Acronyms &amp; Slang</b>	Apps failed to adapt to modern, informal language use.	Design prompts that respect <i>authentic user voice</i> .
<b>Progress Visualization</b>	Users couldn't <i>see</i> creative progress beyond word count.	Use <i>contextual prompts</i> as soft progress indicators.
<b>Accessibility</b>	Offline limits and poor device sync broke writing consistency.	Enable <i>ubiquitous capturing</i> across modes (voice, text, photo).
<b>Plot Development</b>	Lack of idea-linking tools made story continuity difficult.	Create a system that <i>connects daily fragments into narrative</i> .
<b>Collaboration</b>	Co-writing lacked emotional connection or shared rhythm.	Focus on <i>personalization first</i> , collaboration later.
<b>Sharing &amp; Export</b>	Weak integration with creative communities like Wattpad or AO3.	Build <i>export flexibility</i> but center the experience on <i>private creation</i> .

💡 Design Insight → Writers Don’t Need Another Editor — They Need a Companion

While technical gaps were visible, the **psychological insight** was deeper:

Most writing apps assume users already have ideas. The real problem begins *before the first word*.

Interviews with aspiring writers revealed that the **barrier wasn't creativity**, it was **consistency** – the inability to sustain a writing habit amidst real-life distractions.

People didn't lack time or talent; they lacked *relevance*.

Writers needed **a system that listens, not lectures** – one that turns their everyday experiences into creative sparks.

### 🎯 Design Response → The Birth of *Writer's Net*

*Writer's Net* was conceived as a **context-aware, gamified companion** that connects everyday life with creative expression.

Instead of asking, “What do you want to write today?”, it gently reminds,

“You already lived something worth writing about.”

By leveraging **real-world data** (location, media activity, future calendar or music input), the app builds *personalized micro-prompts* – short, emotionally resonant cues drawn from the user's own day.

Example:

“You watched *Inception* and walked 3km today – what if your dream changed with every step?”

These micro-prompts serve as a **bridge between experience and expression**, transforming ordinary moments into creative fuel.

At day's end, an **AI Narrative Synthesizer** compiles these fragments into a **Daily Master Prompt**, offering users a surprise – a cohesive story seed born entirely from their own life.

### ✳️ Gamified Motivation Loop

*Writer's Net* replaces traditional task-based motivation with **intrinsic, curiosity-driven engagement**.

Gamification Element	Function	Psychological Drive
<b>XP System</b>	Reward for writing activity and micro-prompt completion	Development & Accomplishment
<b>Avatar Customization</b>	Users invest XP to evolve their avatar	Ownership & Identity
<b>Writing Streaks</b>	Gentle visual reinforcement of consistency	Empowerment of Routine
<b>Achievements &amp; Badges</b>	Recognition of unique writing patterns	Mastery & Creativity
<b>“StreakSafe” Mechanic</b>	Forgiving design – protects progress with choice	Autonomy & Flexibility

The goal wasn't to make users write *more*, but to make them *want to return*.

By grounding creative prompts in personal data and wrapping them in meaningful feedback systems, *Writer's Net* sustains writing as a *daily ritual* – not an obligation.

### ★ Core Philosophy

“Your life writes the prompts – you just give them words.”

### Learnings:

- New ways to think and put myself in different perspectives:
- A key takeaway was that many renowned authors relied on rigid routines and simple tools, underscoring the idea that consistency and friction reduction are more critical than feature overload.
- This led me to think of The breakdown of a function:

## GAMIFICATION

DATE / / /

The review & detailed observation of responses to initial research through google forms have shown:-



Quality / Reliability

Frequency

good Service function.

Any ~~service~~ app, website, device, software, hardware, service basically is a means to a function which makes human life easier or convenient. Any service, broken down to its core component :-

Any function has :-  
i) Set of inputs  
ii) Set of outputs  
iii) Set of rules that relates the input to output.

★ iii) → Here the quality of function depends upon  
[A] how reliable, accurate, perfect the function is in order to give the required / desired result.

★ [B] How frequently the function gives the most accurate result.

**A quality of a function depends upon: How accurate is it in giving the desired result And How frequently does it give the accurate result.**

This insight will help me in order to build better solutions.

**THANK YOU**