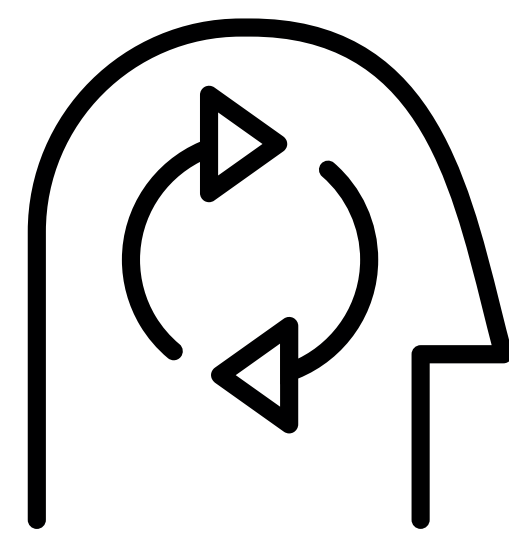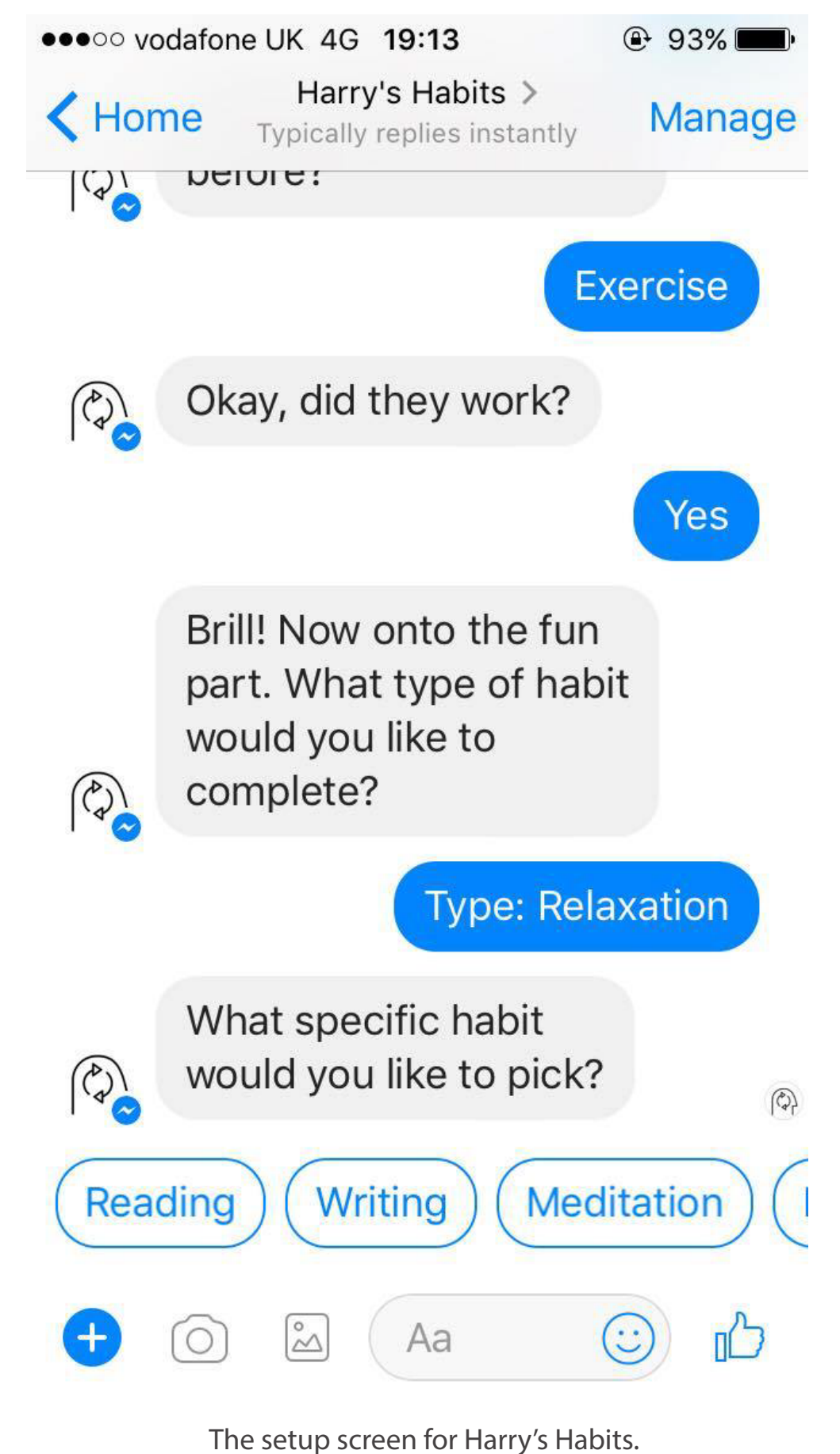# Harry's Habits: A Chatbot Investigating the Effect of Rewards on Habit Formation

Harry Mumford-Turner

Habit Formation

Habit formation systems reward people after they complete a habit. Harry's Habits is a chatbot to support habit formation that rewards with positive reinforcement.

The setup screen for Harry's Habits.

Chatbot

Harry's Habits was built to help you track habits, gather research data about your activity and send rewards from a specific modality.

TRY ME

Scan this code with Facebook Messenger to message the bot.

Rewards

4 groups received different rewards from a different mode:
• No reward
• Visual
• Audio
• Visual and Audio
These motivate users to complete their habit.

A user receiving a visual reward from the chatbot.

4-Week Study

58 participants evaluated the bot during a 3-week period where users would complete their habit, tell the bot then get a reward. This followed with 1-week without interaction to see if users continued with their habit.

Harry's Habits
the habit tracking chatbot

Harry's Habits is a chatbot to help you form new healthy habits. It is part of a study that looks at habit formation.

If you take part, the chatbot will motivate you to form one of these habits: stretching, press ups, the plank, reading, writing or meditation. At the end of the study you will be asked some questions about your habit and the process. **Press the button below to get started.**
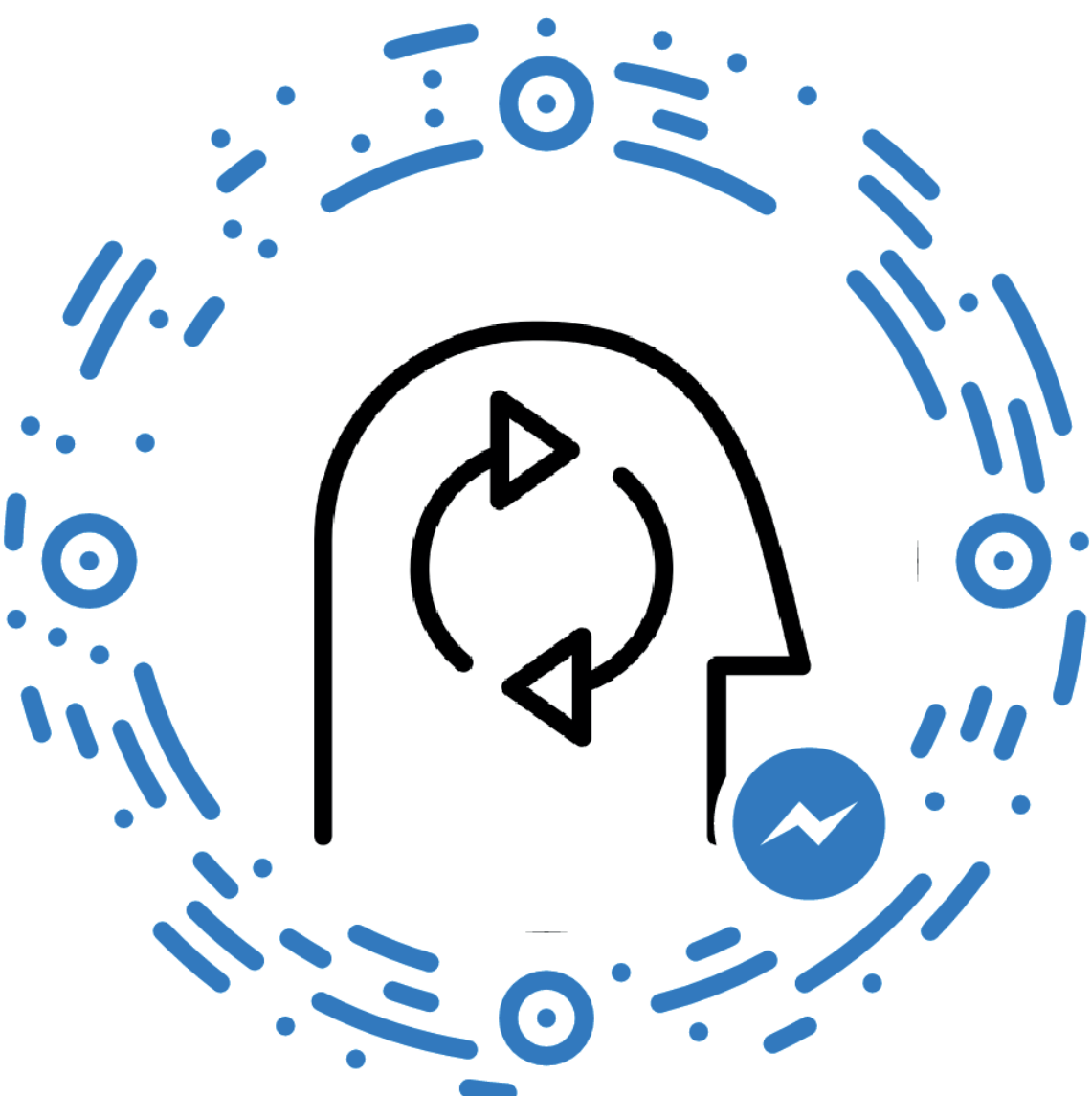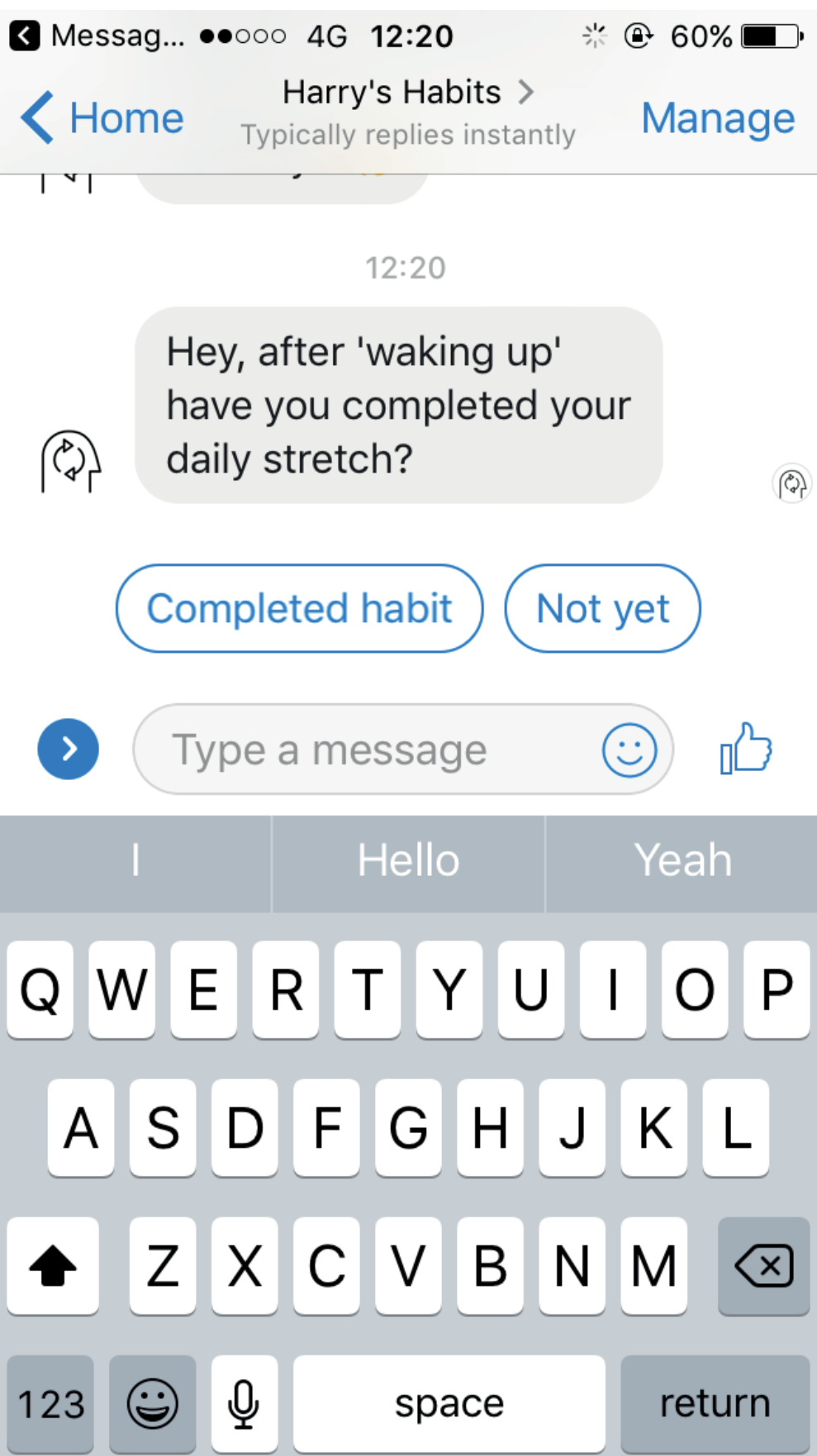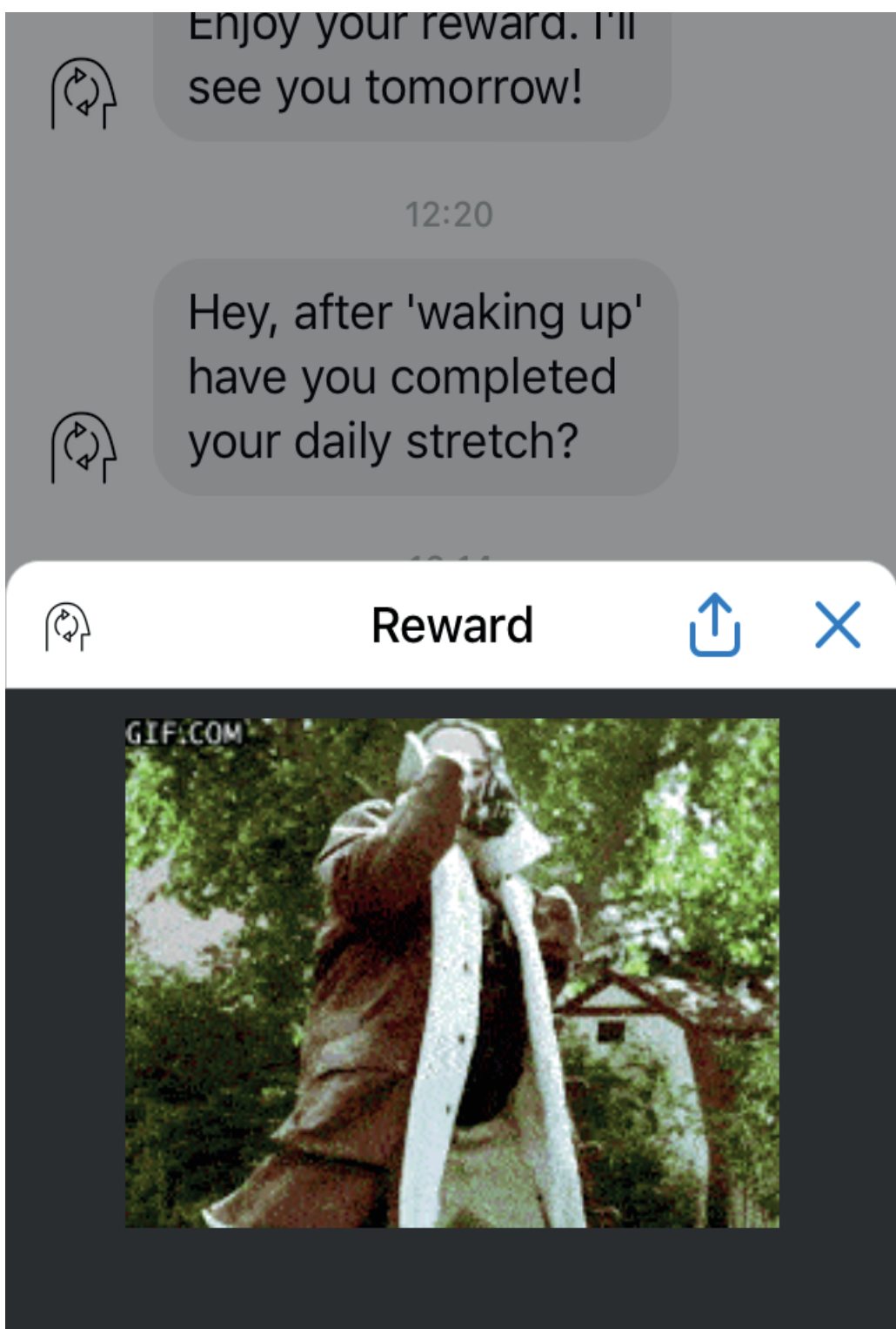
[✉ View This On Messenger]

Landing page for study
www.harrymt.com/harryshabits

The message users received every day, checking if they completed their habit
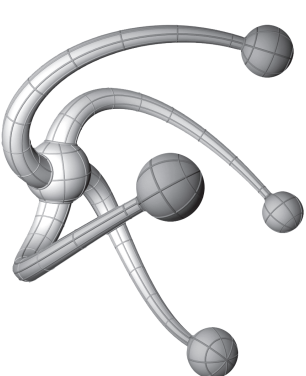
Results

184 habits were completed over 21 days and 1,100 total messages were sent by users. People enjoyed the rewards, completing more habits the more rewards they received. Visual rewards were the most effective at increasing habit strength than any other reward.
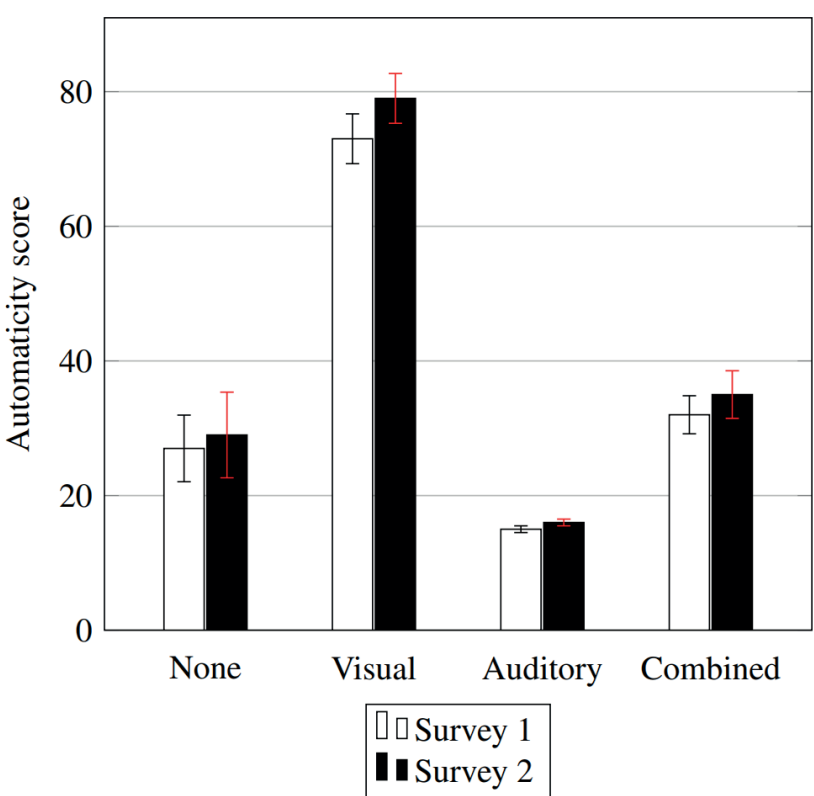
Habit strength verses reward compared before and after the 1-week without interaction.

Key References

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