

# **STARHACK**

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## **YouMatter Gamification Challenge**

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# Problem Statement

## Track 1: Behavioural Psychology Integration

1

Users stop engaging after the first few weeks

Initial excitement fades, leading to a sharp decline in active users.

2

No strong habit-building features

The app doesn't reinforce daily routines with micro-rewards or streaks.

3

Motivation is not personalized

All users receive the same triggers and nudges, reducing relevance.

4

No peer or community accountability

Lack of social or group-based challenges makes interactions passive.



# Proposed Solution

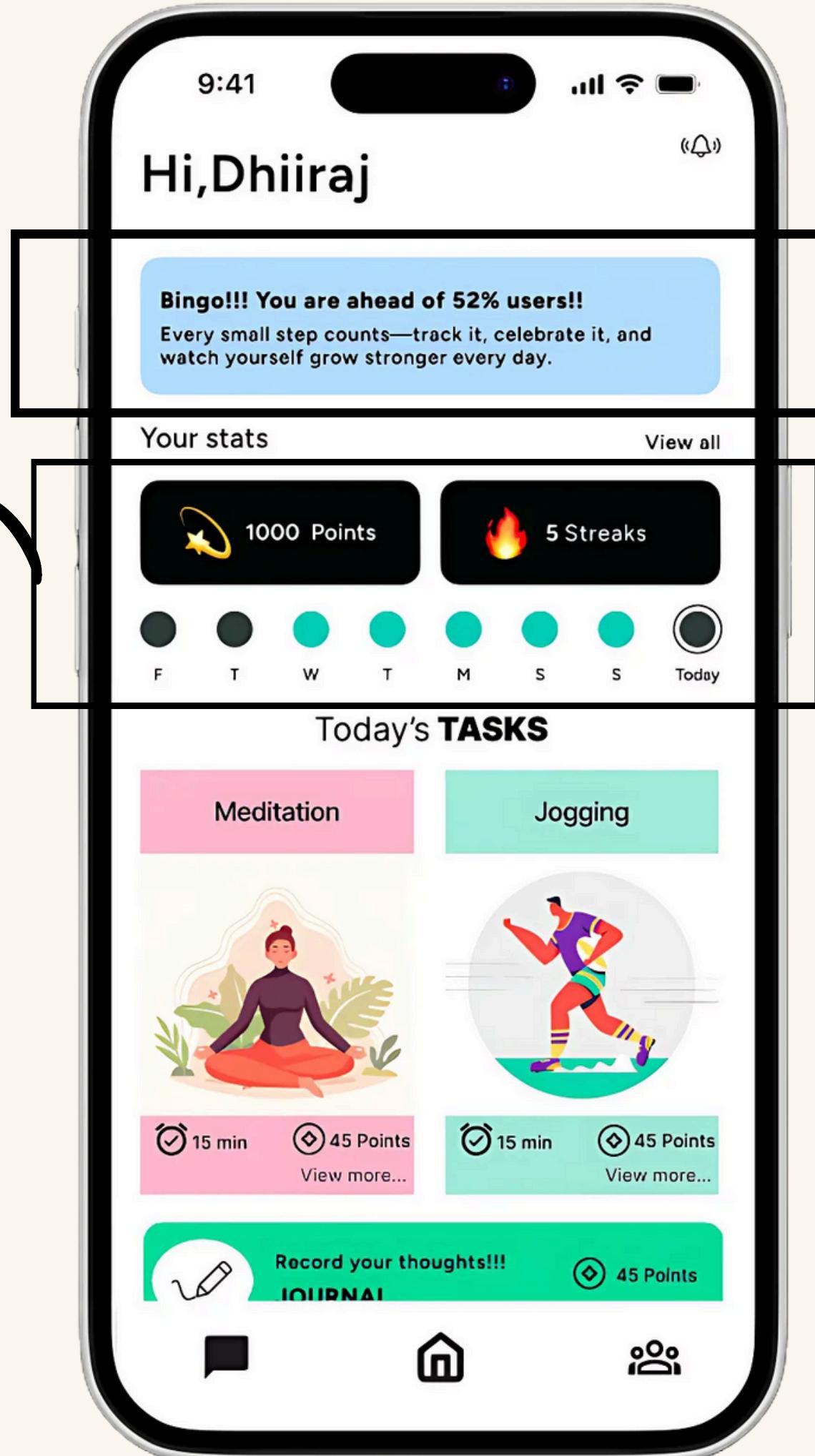


- 1 Personalized Daily Tasks Package**
- 2 The Streak System**
- 3 Points & Real Rewards**
- 4 Leaderboard & Ranks**
- 5 Social Journaling & 'Likes'**
- 6 Interactive AI Chatbot**
- 7 Continuous Motivation & Feedback**

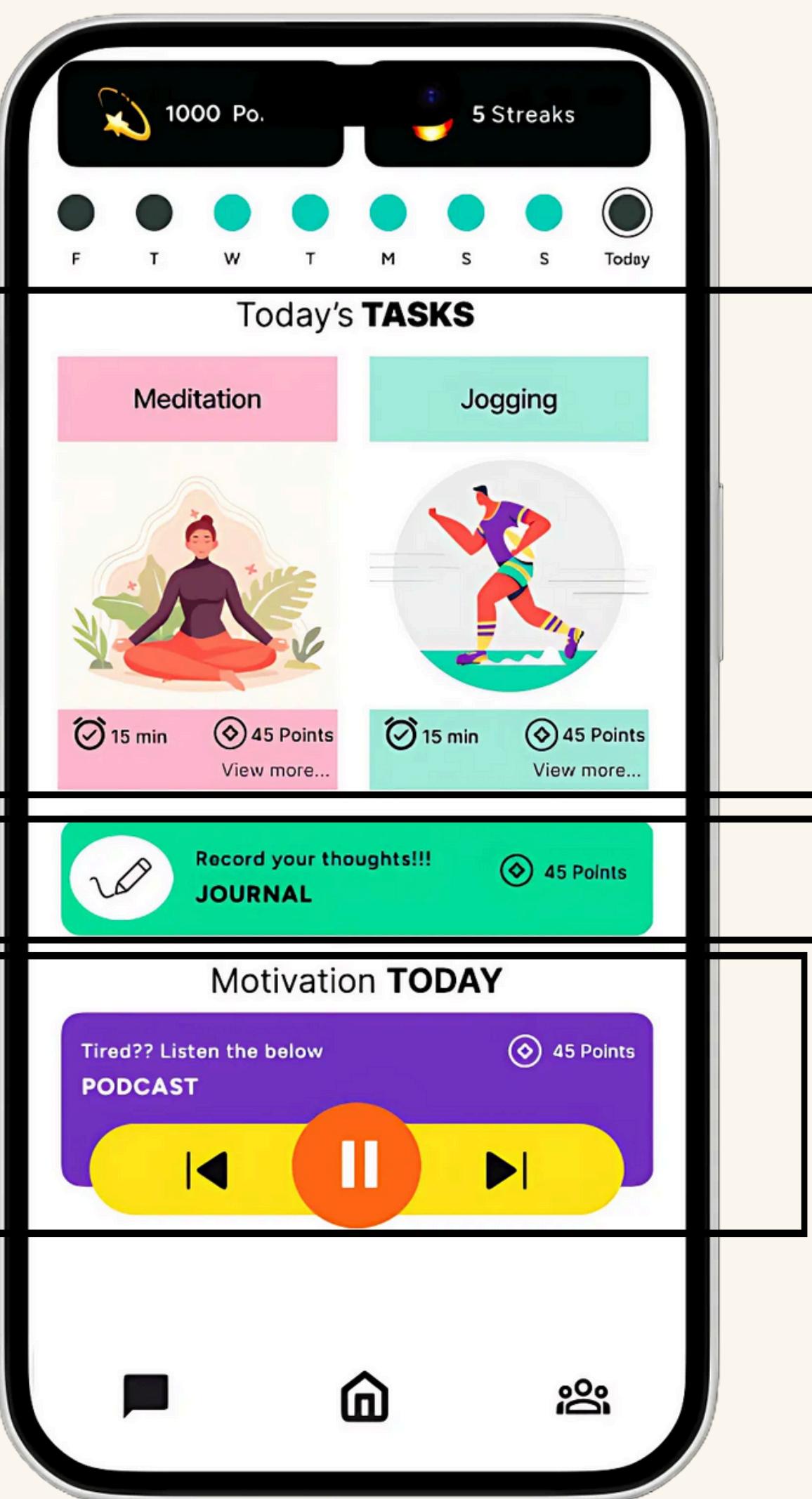
Reward for completing daily task.  
Integrated into the Leaderboard ranking.

### Habit Formation Science (The Habit Loop)

The streak acts as a visual representation of the 'Reward' that reinforces the 'Routine' (daily task). It taps into **Loss Aversion**—the fear of "breaking the chain"—to ensure daily return, directly increasing DAU.



The "ahead of" message provides real-time Social Comparison, encouraging users to outperform their peers.  
And the Quote is for Motivation.



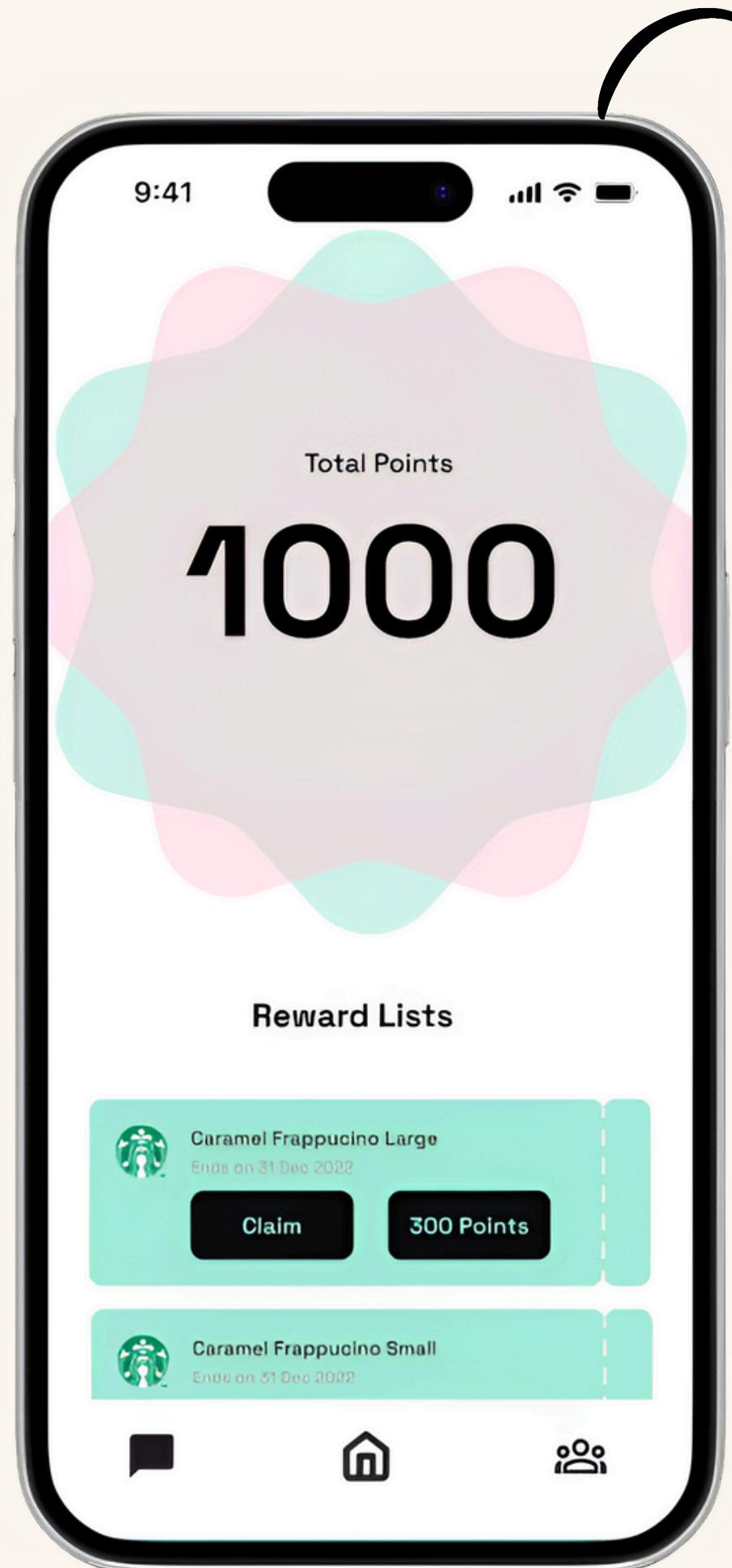
Task list curated by user behavior and preferences (Mental, Physical, Journal).

**Personalization Algorithms & Motivation Profiling:** Addresses the Motivation Decline and Feature Discovery Gap. Personalized tasks increase relevance and Self-Determination Theory (competence and autonomy), making task completion more likely, thereby increasing DAU.

**Positive Reinforcement :** Podcasts increase Avg. Session Time.

Users share CBT-based journal entries and receive community Likes.

**Social Approval:** Encourages User-Generated Content and authentic sharing, creating viral loops that drive Organic Downloads and MAU

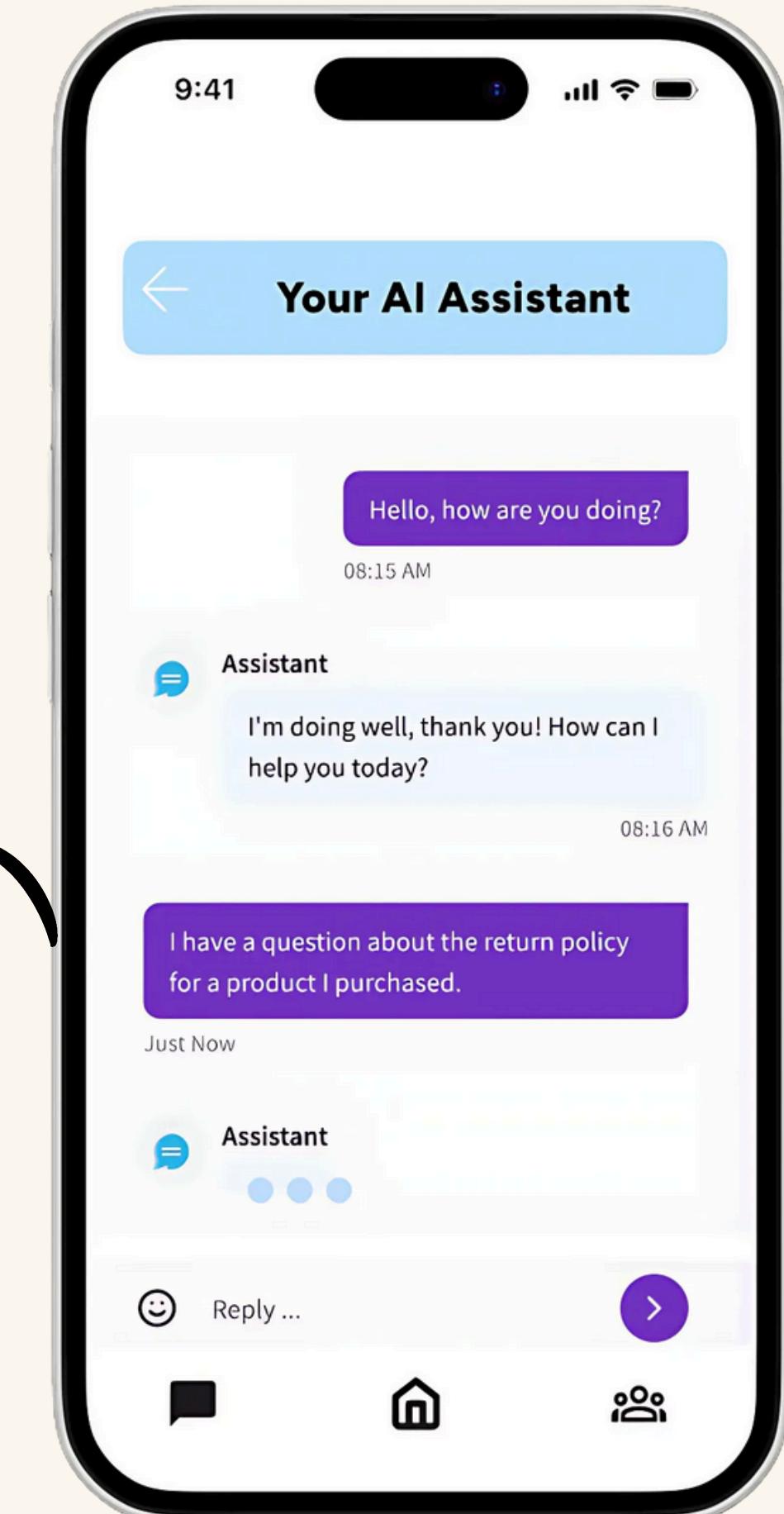


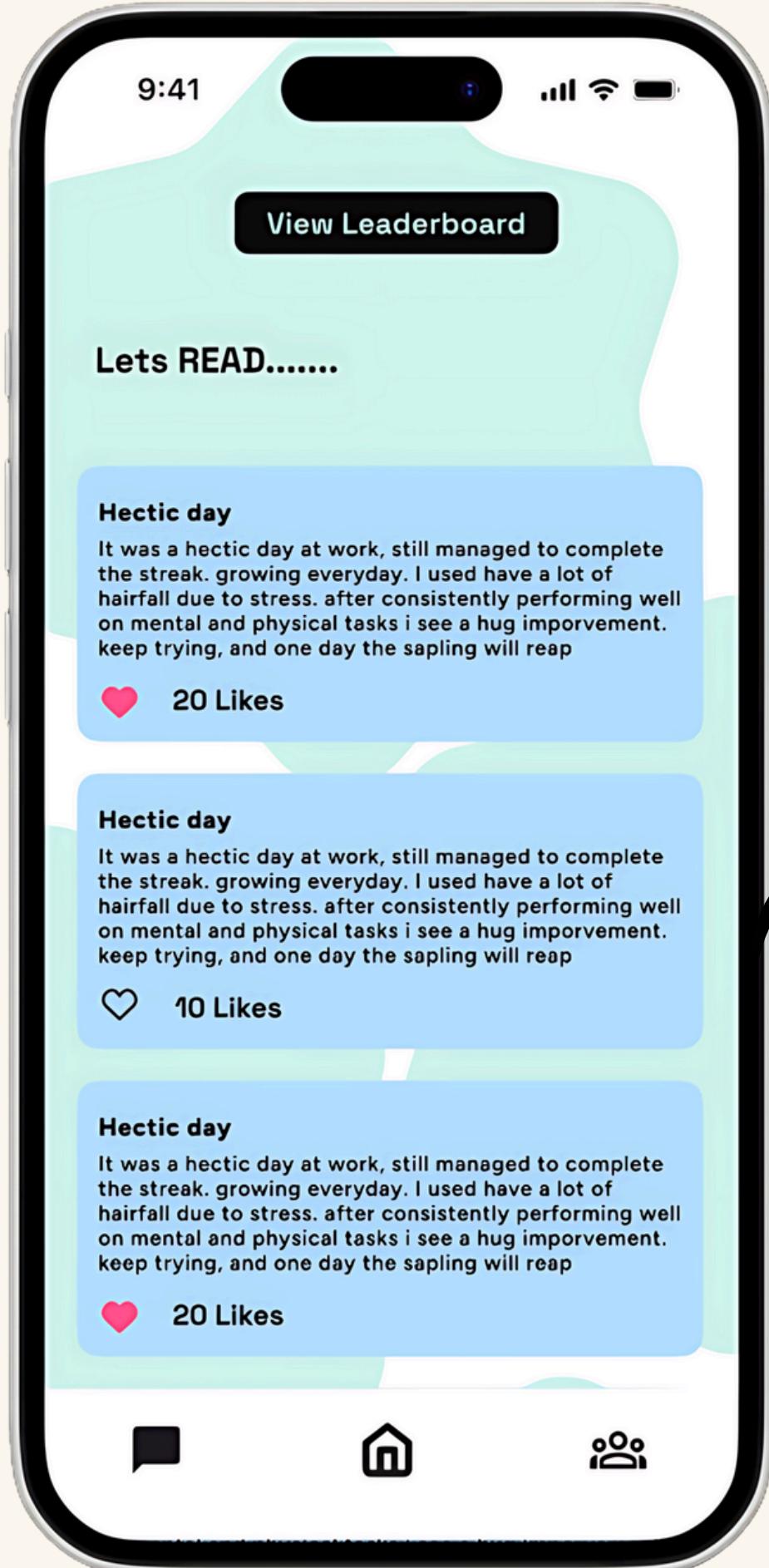
Points earned for all activities (tasks, podcasts, likes) are convertible to tangible rewards.

**Neuroscience Applications (Dopamine Release):** The immediate, quantifiable point reward acts as a micro-reward, triggering a dopamine release that drives learning, habit formation, and goal-directed actions. Conversion to real rewards provides a strong extrinsic motivator to collect more points, increasing time spent and feature adoption.

An emotional AI companion for real-time support, suggestions, and conversation.

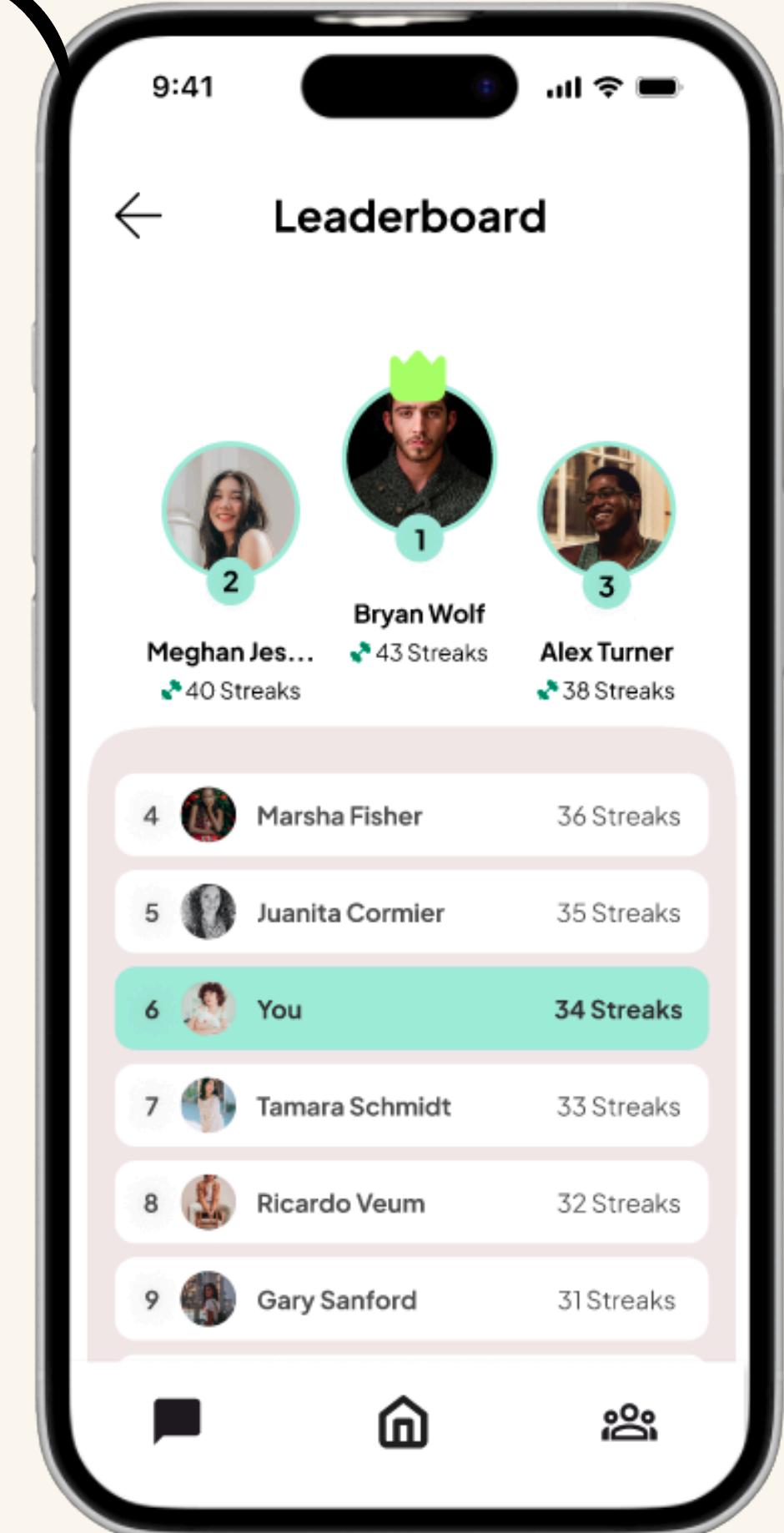
**Passive Interaction & Emotional Support:** This mechanism increases the average time a user spends on the app by providing an immediate, supportive experience. It simplifies problem-solving, removing a key source of friction that might otherwise lead to churn.





Ranks users primarily based on their maintained Streaks

**Social Accountability Mechanisms & Achievement Motivation:** Fosters a sense of competition and progress, providing social recognition for consistent effort. This incentivizes users to visit the app daily to check and maintain their rank, directly increasing DAU.



**Cognitive Behavioural Techniques (CBT):**  
The act of writing and tracking thoughts/behaviors helps users process their mental wellness, fostering deeper feature adoption and perceived value. The 'Likes' system provides Social Approval, activating the same reward circuits as points, driving user-generated content and peer engagement.

# CONCLUSION

The YouMatter gamification model, leveraging the principles of Cognitive Behavioural Techniques, Habit Formation Science, and Personalization Algorithms, creates a powerful psychological framework. By combining intrinsic motivators (achievement, social recognition via Leaderboards and Likes) with extrinsic motivators (points convertible to real rewards), the platform ensures both short-term engagement (DAU) through streaks and notifications, and long-term retention and viral growth (MAU & Downloads) through personalized value and social sharing.

# REFERENCES

[Brain Reward System](#)

[Habit formation viewed as structural change in the behavioral network](#)

[CBT Techniques](#)



# THANK YOU

Deployed at : [mindgym](http://mindgym)

