Your name

Experience

Streak name

1. Behaviour check-list

- [ ] The behaviour can become habitual;
- [ ] The behaviour should be performed at regular intervals;
- [ ] The behaviour is driven by an intrinsic need.

2. Behaviour

What specific behaviour does the user do (or avoids doing)?

Tips: Make it Easy

3. Outcome Goal

What outcome will the user achieve?

Tips: Make it Meaningful

4. Completion vs Performance

Does the user need to simply do a behaviour X or achieve a certain level of performance Y?

- [ ] Task Completion
  The user does behavior x
  e.g., Log-in every day

- [ ] Task Performance
  The user achieve outcome Y
  - [ ] Standard (match or beat)
  - [ ] Personal Performance (match or beat)
  - [ ] Win opponent

5. Interval

How frequently does the action needs to be compelted or performance achieved?

- [ ] **a) Continuous Streak**
  - [ ] Once a day
  - [ ] Once a week
  - [ ] _____ every _____ hours
  - [ ] _____ every _____ days

- [ ] **b) Resetting Streak**
  - [ ] Every ___ days
  - [ ] Every ___ weeks
  - [ ] Every ___ months
  - [ ] _____

6. Immediate Feedback

What happens every time a user succeeds?

Tips: Make it Attractive (satisfying)

7. Progress Feedback

How can users see their progress over time?

Tips: Make it Obvious (visible)

8. External Prompt

When, how (and eventually where) is the user prompted to perform the behaviour?

☐ **Timely:** _____
Is the user prompted when the action is more likely to be done?

☐ **Obvious:** _____
Is the prompt visible compared to competing ones?

☐ **Scarce:** _____
Does it remind users how much time is left?

☐ **Aversive:** _____
is it framed as a loss?

☐ **Achievable:** _____
Does it remind users the progress already made and / the next milestone?

9. Fail-state

What happens when users lose the streak?

Tips: Make it Achievable (reframe loss into progress and success)

10. Additional Feedback, Benefits and Rewards

Can users unlock tangible benefits and other types of rewards?

Monetary Incentives & Rewards
☐ Currency
☐ Stuff
☐ _____

Awards and Achievements
☐ Achievement/Milestones
☐ Bonus Points
☐ _____

Exclusive and Scarce Rewards
☐ Feature unlock
☐ Privileges
☐ _____

Autonomy and Power Rewards
☐ Streak Freeze/Break/Recovery
☐ Booster
☐ _____

11. Milestones

What milestones are worthy of celebration and (potentially) unlock benefits?

Milestone	Feedback	Expected	Unexpected	Benefit(s) unlocked	Expected	Unexpected
1. _____	1. _____	☐	☐	1. _____	☐	☐
2. _____	2. _____	☐	☐	2. _____	☐	☐
3. _____	3. _____	☐	☐	3. _____	☐	☐
4. _____	4. _____	☐	☐	4. _____	☐	☐

Tips: Make it Attractive, Intriguing, Unexpected, Rewarding, Meaningiful

12. Supporting behavioural tactics

☐ **Commitment Device**
Make it valued.

☐ _____
Make it _____

☐ **Brag Button**
Make it social.

☐ _____
Make it _____

☐ **Streak Opt Out**
Make it empowering.

☐ _____
Make it _____

☐ **Fresh Start effect**
Make it timely.

☐ _____
Make it _____

13. Barriers and unwanted outcomes

What barriers and unwanted outcomes can you forsee and how could you prevent or mitigate them?

☐ **Overconfidence:** The behaviour/goal is not aligned with user's current ability level.
_____

Tips: Make it Easy

☐ _____
_____

☐ **Over-justification effect:** the user's intrinsic motivation is reduced because of tangible rewards and/or aversion to loss.
_____

Tips: Make it Empowering, Intriguing, Unexpected

☐ _____
_____

☐ **What-the-hell effect**: the user is punished for being imperfect from time to time.
_____

Tips: Make it Empowering,

☐ _____
_____

14. Behavioural Design Hypotheses (BDH)

For every intervention write down an hypothesis: "If I do this [Design treatement] this will happen [expected outcome] because of these reasons [Strategies and tactics used]"

BDH 1

BDH 2

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Streak Design Canvas V. 1, November 2022.