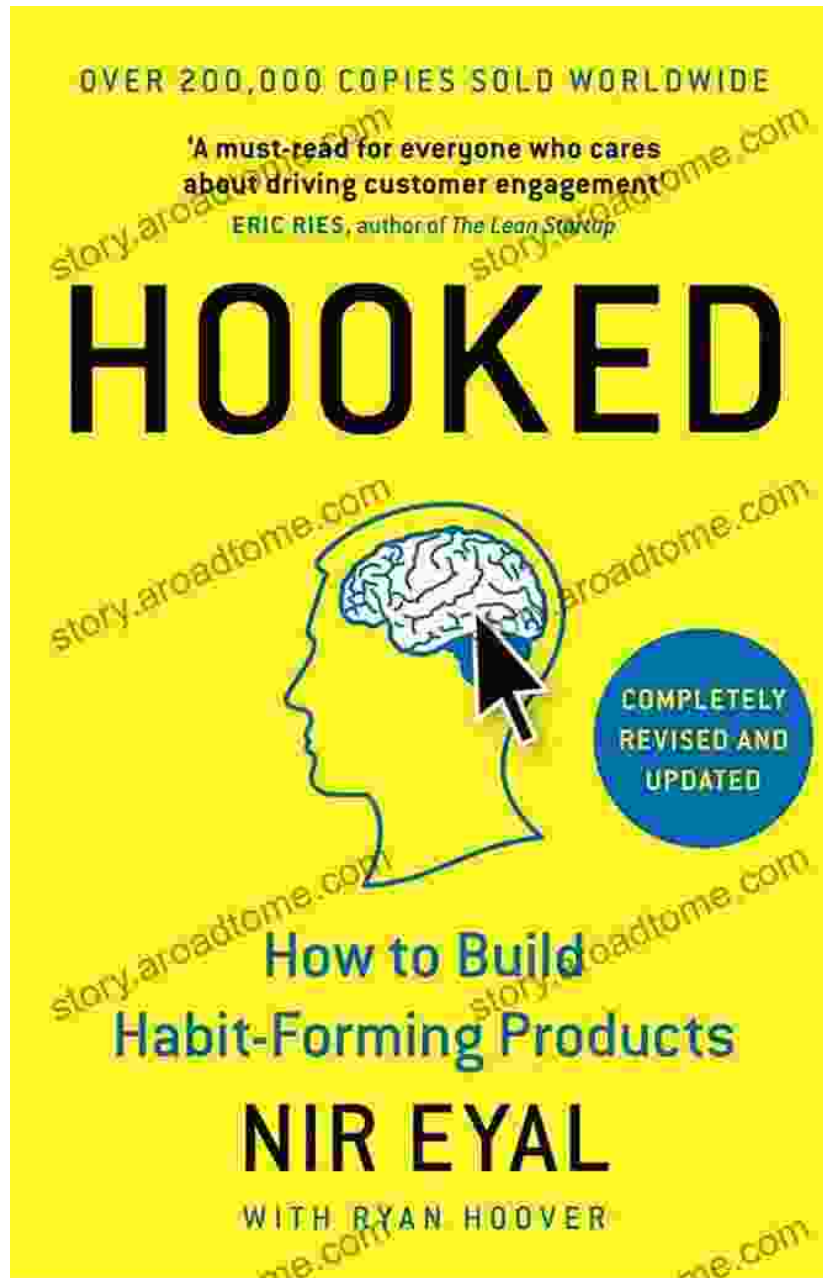


Hooked: Unlocking the Secrets of Habit-Forming Products



Hooked by Liz Fichera

★★★★☆ 4 out of 5

Language : English

File size : 754 KB

Text-to-Speech : Enabled



Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 368 pages
Screen Reader : Supported



In the age of digital distractions, it's more important than ever to understand how to create products that people can't put down. In his book, *Hooked*, Nir Eyal provides a framework for understanding how products can become habit-forming and how this knowledge can be used to create products that people love.

The Hook Model

Eyal's Hook Model is a four-step process that explains how products can become habit-forming. The four steps are:

1. **Trigger:** A trigger is something that prompts a person to use a product. Triggers can be external (e.g., a notification) or internal (e.g., a craving).
2. **Action:** The action is the behavior that the person takes in response to the trigger. Actions can be simple (e.g., clicking a button) or complex (e.g., completing a task).
3. **Variable reward:** A variable reward is something that is unpredictable and rewarding. Variable rewards are more likely to keep people coming back for more.

4. **Investment:** An investment is something that a person puts into a product. Investments can be time, money, or effort. Investments make people more likely to continue using a product.

How to Use the Hook Model

The Hook Model can be used to create products that are habit-forming. By following the four steps of the Hook Model, you can create products that are:

- **Triggering:** Products that trigger people to use them are more likely to be used regularly.
- **Actionable:** Products that are easy to use are more likely to be used frequently.
- **Rewarding:** Products that provide variable rewards are more likely to keep people coming back for more.
- **Investing:** Products that require people to invest in them are more likely to be used consistently.

Hooked is a fascinating and insightful book that explores the psychology of addiction and behavior change. Eyal's Hook Model provides a powerful framework for understanding how products can become habit-forming and how this knowledge can be used to create products that people love. If you're interested in learning more about how to create habit-forming products, then I highly recommend reading Hooked.

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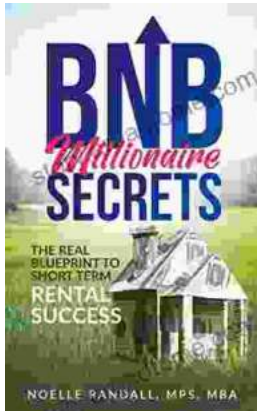
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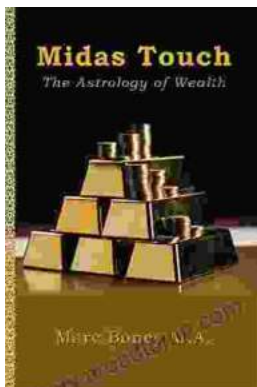
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