Hooked

1 Triggers

Use multiple external triggers to prompt repeated actions until the actions are tied to internal triggers

- External Triggers
  - Paid
    - Ads
    - SEO
  - Earned
    - News
    - Viral Videos
  - Relationship
    - Referrals
  - Owned
    - App Icon on homescreen
- Internal Triggers
  - Underlying emotions
    - Desires
    - Frustrations
    - Pain points

2 Actions

Behavior = Motivation + Ability + Prompt

- Behavior Hacking
  - Motivations
    - People seek
      - Pleasure
      - Hope
      - Social Acceptance
    - People avoid
      - Pain
      - Fear
      - Rejection
  - Ability
    - Make It Simple
      - Time
      - Money
      - Physical Effort
      - Mental Effort
      - Social Norms
      - Routine Fit

Use good triggers, increase motivation and ability to complete a task and leverage mental heuristics like anchoring, framing, scarcity, endowed progress to encourage habit formation

3 Variable Rewards

Match rewards to Users' internal triggers.Variable rewards multiply impact of Dopamine, which is released when we experience or anticipate a reward

- Rewards of Tribe (Social rewards)
  - Upvotes
  - Followers
- Rewards of Hunt
  - Money
  - Things
  - Info
- Rewards of Self
  - Sense of Mastery
  - Sense of Competence
  - Sense of Consistency
  - Sense of Completion

4 Investment

More effort users put into something, more they'll value it.

- Make Users Invest
  - Time
  - Effort
  - Money
  - Social Capital
- After Previous Step 3
- More investment should result better product experience

Floating Text

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