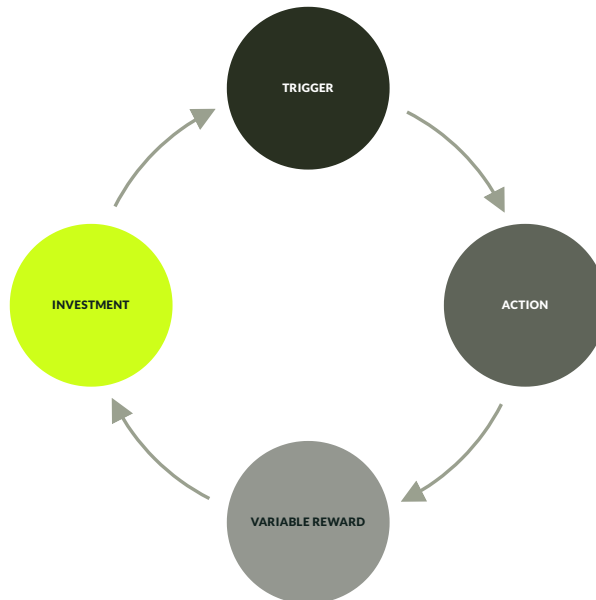


# Hook Model

A habit-design loop: trigger, action, variable reward, investment - how products get people coming back unprompted. Origin: Nir Eyal (Hooked)



## ● TRIGGER

What starts the behaviour. External triggers (notification, email, icon) on-ramp toward an internal trigger - an emotion the user already feels.

## ● ACTION

The single simplest behaviour the user does in anticipation of a reward. Make it as close to one tap as possible.

## ● VARIABLE REWARD

The payoff that satisfies the trigger's itch while staying unpredictable. Pick from tribe, hunt, or self - and keep real value underneath.

## ● INVESTMENT

A small bit of user effort that improves the product and loads the next Trigger, closing the loop.