


ПрофcoUX

#design4habits

Love Takes Time

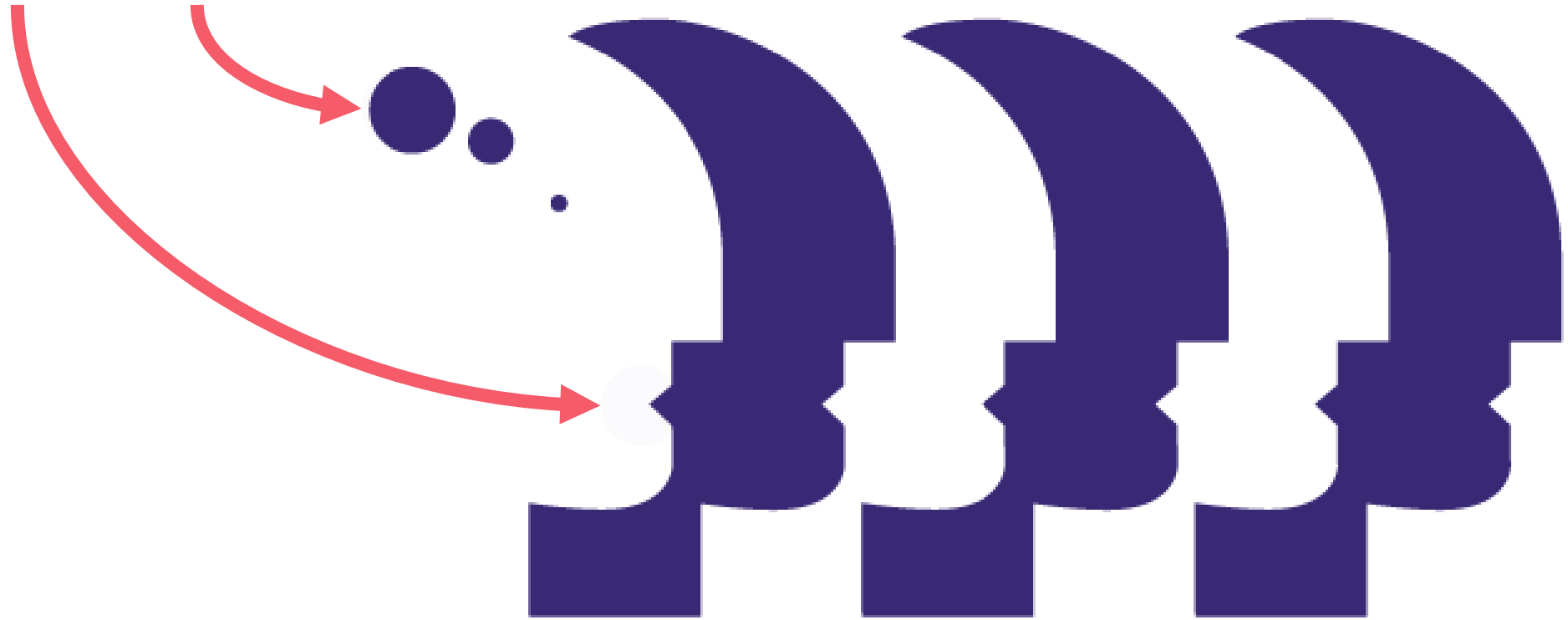
**DESIGNING HABITS FOR
SUSTAINABLE RELATIONSHIPS**



Prepared with  by

THE
GREATNESS
STUDIO

UX



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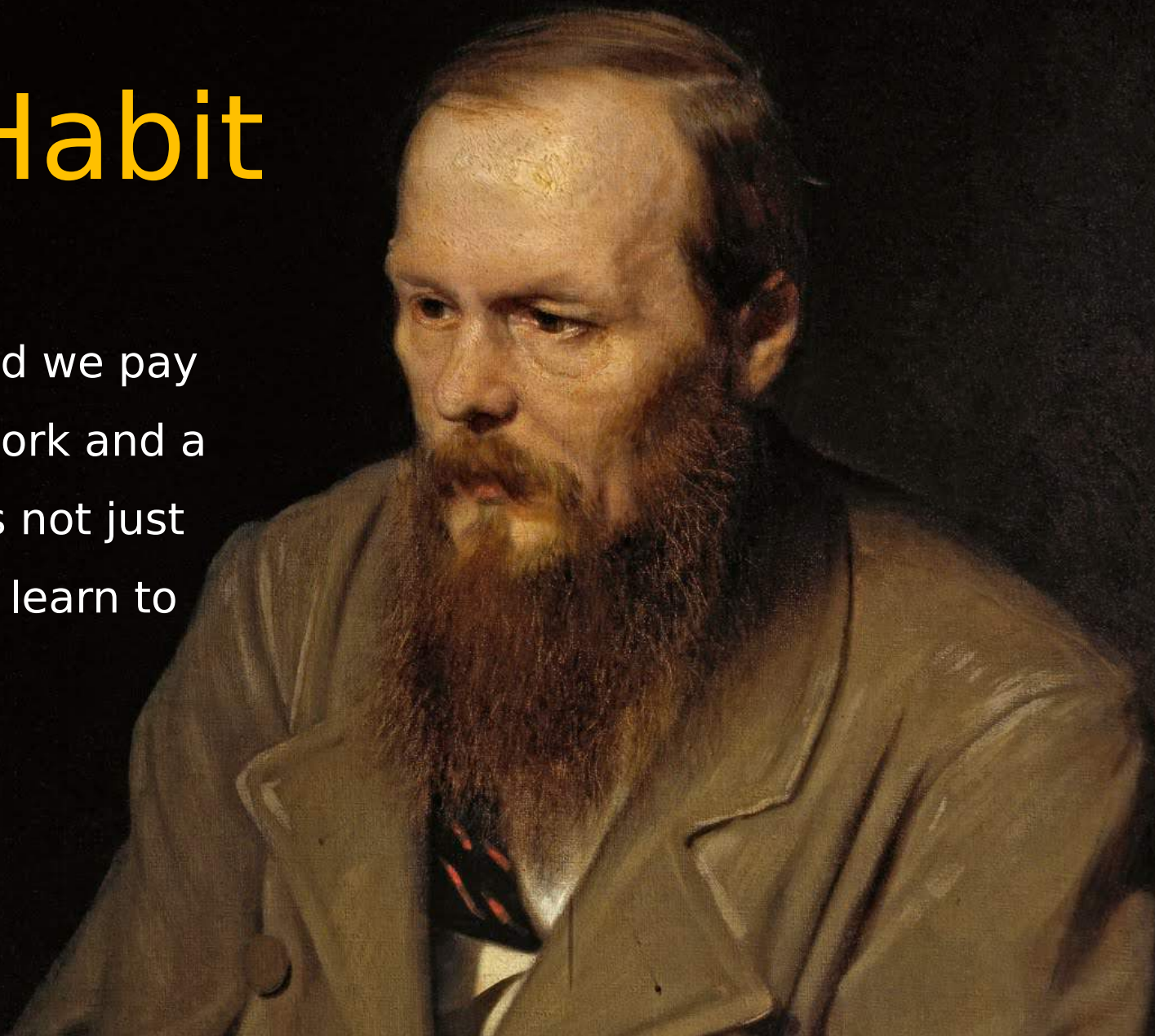


Here's where
love happens.

Love is a **Habit**

“Learning to love is hard and we pay dearly for it. It takes hard work and a long apprenticeship, for it is not just for a moment that we must learn to love, but forever.”

Фёдор Достоевский



The average person has about 130 acquaintances, but only 2 close friends.

Matthew Brashears



"Despite the diversity of their travel history, humans follow simple reproducible patterns."

Albert-László Barabási





Though we download over 3 apps per month, we spend almost 80% of our time with our 3 favorites.

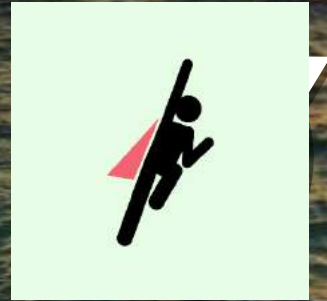
Make things that empower people,
not exploit them. Help them build
habits that make their lives better.

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@brianpagan

thegreatness.studio





Introduction

The HOOK Model

Building Empathy

Key Habit

Mapping Habits

Goodies & Downloads

Any questions so far?



A Hook is a series
of experiences
designed to
create a habit.



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Nir Eyal
nirandfar.com

Photo: Eirik Helland Urke



Habit hooks are everywhere.

1. Trigger

See a catchy sign



2. Action

Have a coffee



3. Variable reward

How was it?



X. Next Trigger

"I want to get that free coffee!"



4. Investment

Loyalty card for stamps



**And they've
been here for
a long time.**

1. Trigger
Airline special offer



2. Action
Book your flight



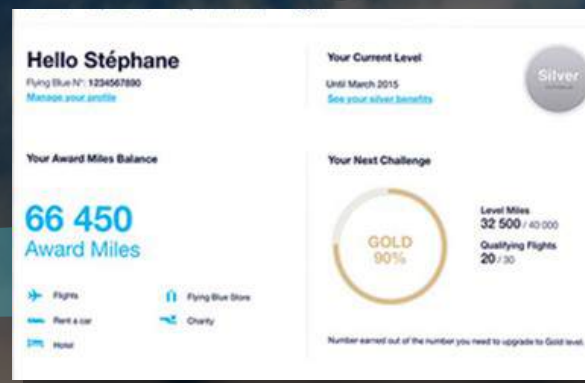
3. Variable reward
Yay, vacation!



X. Next Trigger
"I want to earn that gold card!"



4. Investment
Earn Miles & spend them on upgrades



We can use them to help people.

Philips Personal Health Program

1. Trigger
See a reminder to run



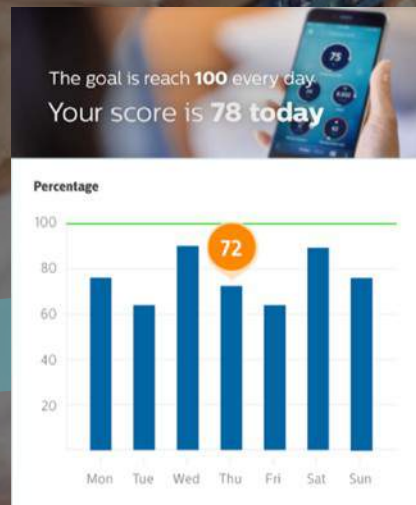
2. Action
Go running



X. Next Trigger
"I want to reach my weight goal!"




4. Investment
Get healthier & set goals



3. Variable reward
Receive immediate feedback on progress

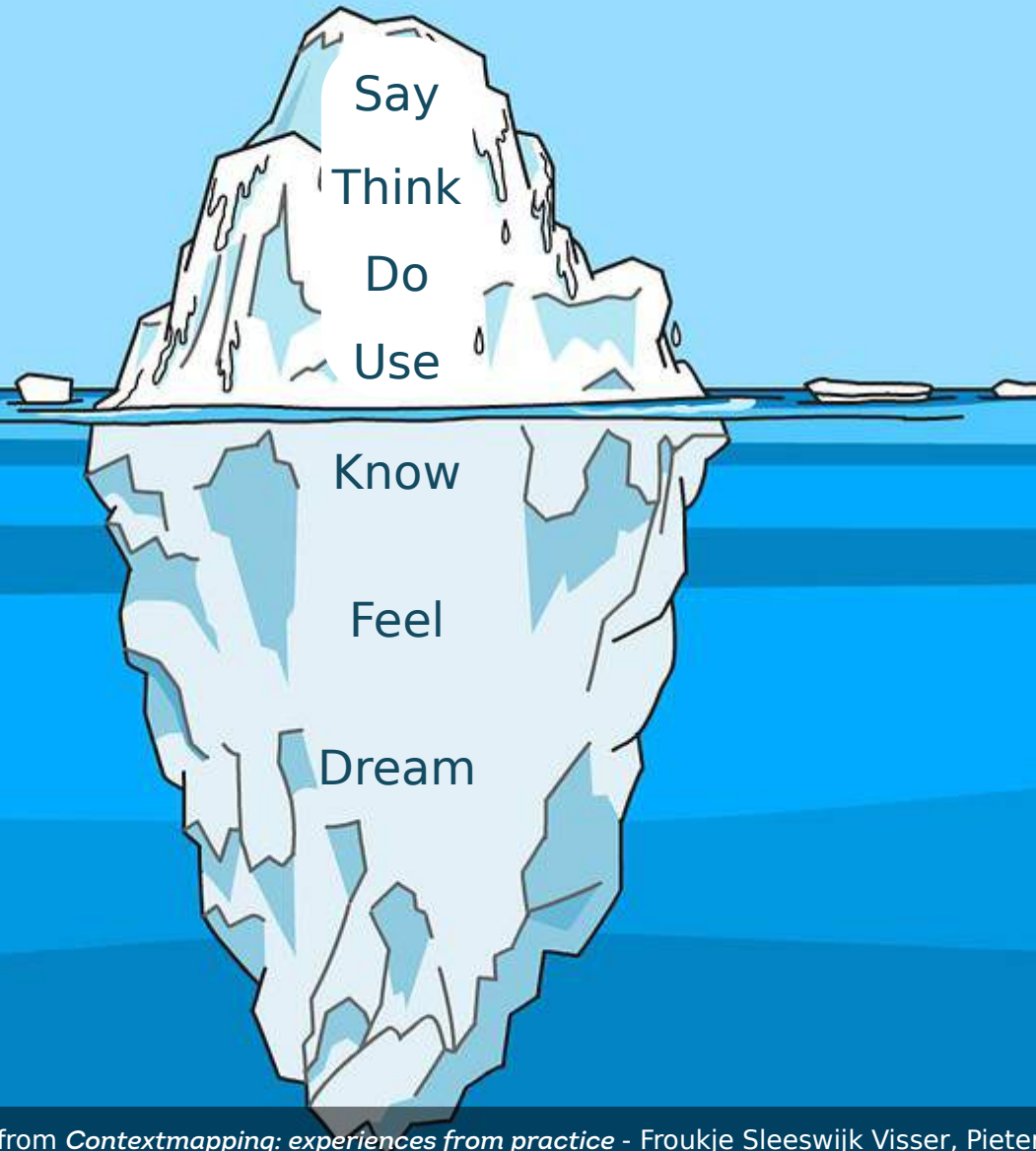




“What people experience is often determined by tacit knowledge or latent needs and is often difficult to express in words.”

- Dr. Froukje Sleeswijk Visser

Empathy helps us
see what's hidden.



But projecting is
not Empathy



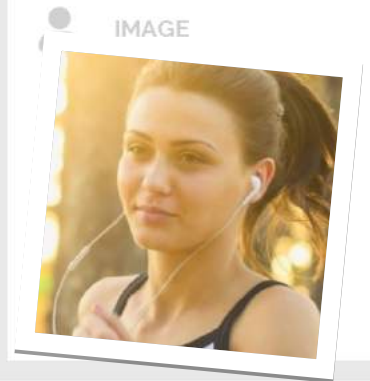


For Empathy,
Empathy
details matter.

CHARACTER MAP CANVAS



CHARACTER'S NAME **Alex**



OBJECTIVE

What meaningful change do we want to help the character make in her life?

DATE

VERSION

NOTES

OBSTACLES

What's keeping the character from achieving her objective?

How is the character holding herself back?

MOTIVATION

What changes if the character succeeds?

What happens if the character does not achieve her objective?

OPPORTUNITIES

What does the character know or have that can help?

What do we know or have that can help?



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Last updated on 12 April 2018 <http://d3e.co/charactermap>

With love from thegreatness.studio

Tools like this can help.

d3e.co/charactermap

0. Key Habit

Habit needed to succeed

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1. Trigger
(External) trigger



2. Action
Action for Key Habit



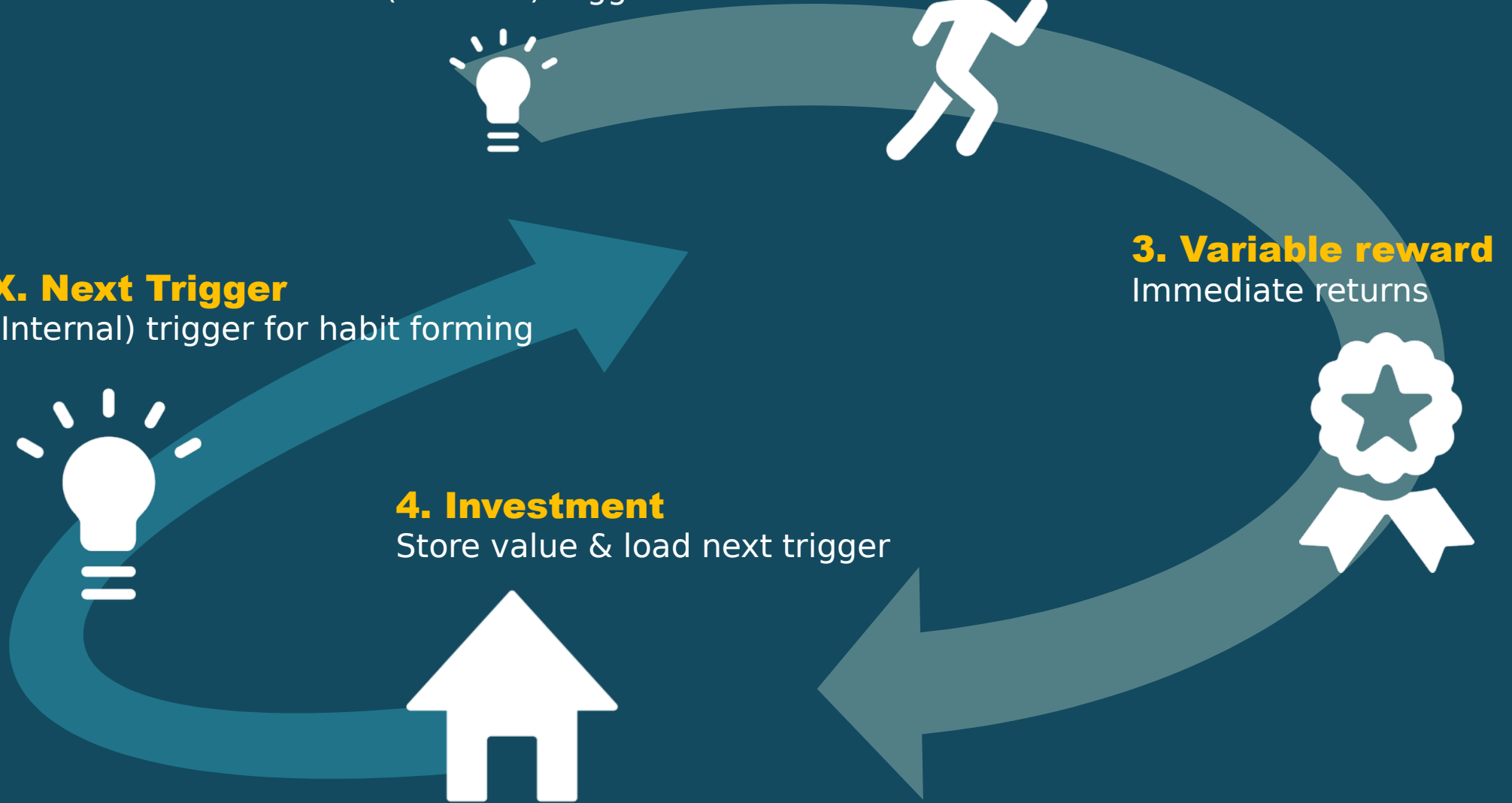
3. Variable reward
Immediate returns



X. Next Trigger
(Internal) trigger for habit forming



4. Investment
Store value & load next trigger



0. Key Habit

Habit needed to succeed

1. Trigger
(External) trigger



2. Action
Action for Key Habit



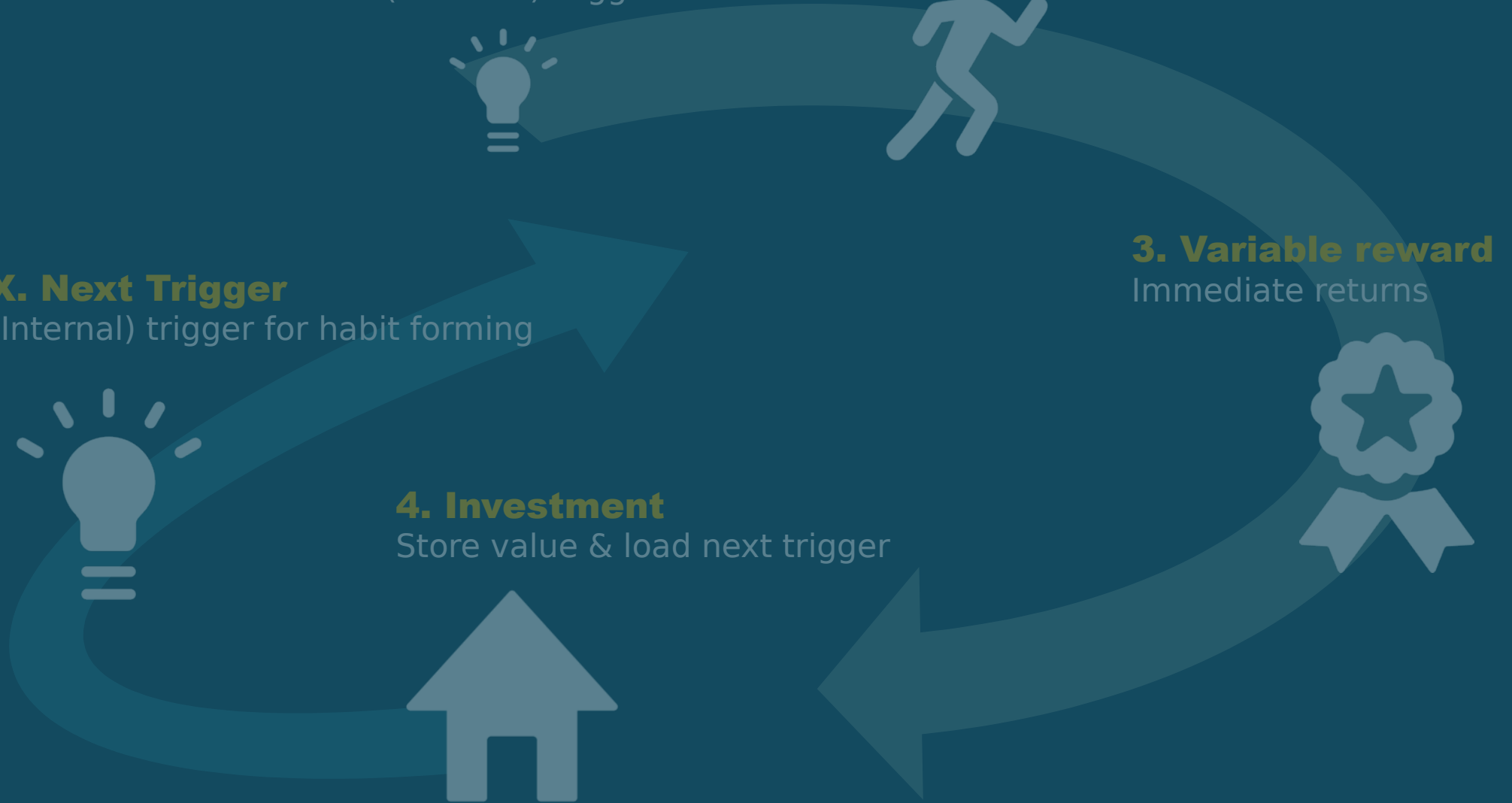
3. Variable reward
Immediate returns



X. Next Trigger
(Internal) trigger for habit forming



4. Investment
Store value & load next trigger



The Key Habit:

Helps people achieve their Objective

Helps your proposition succeed

0. Key Habit

Habit needed to succeed

1. Trigger
(External) trigger



2. Action
Action for Key Habit



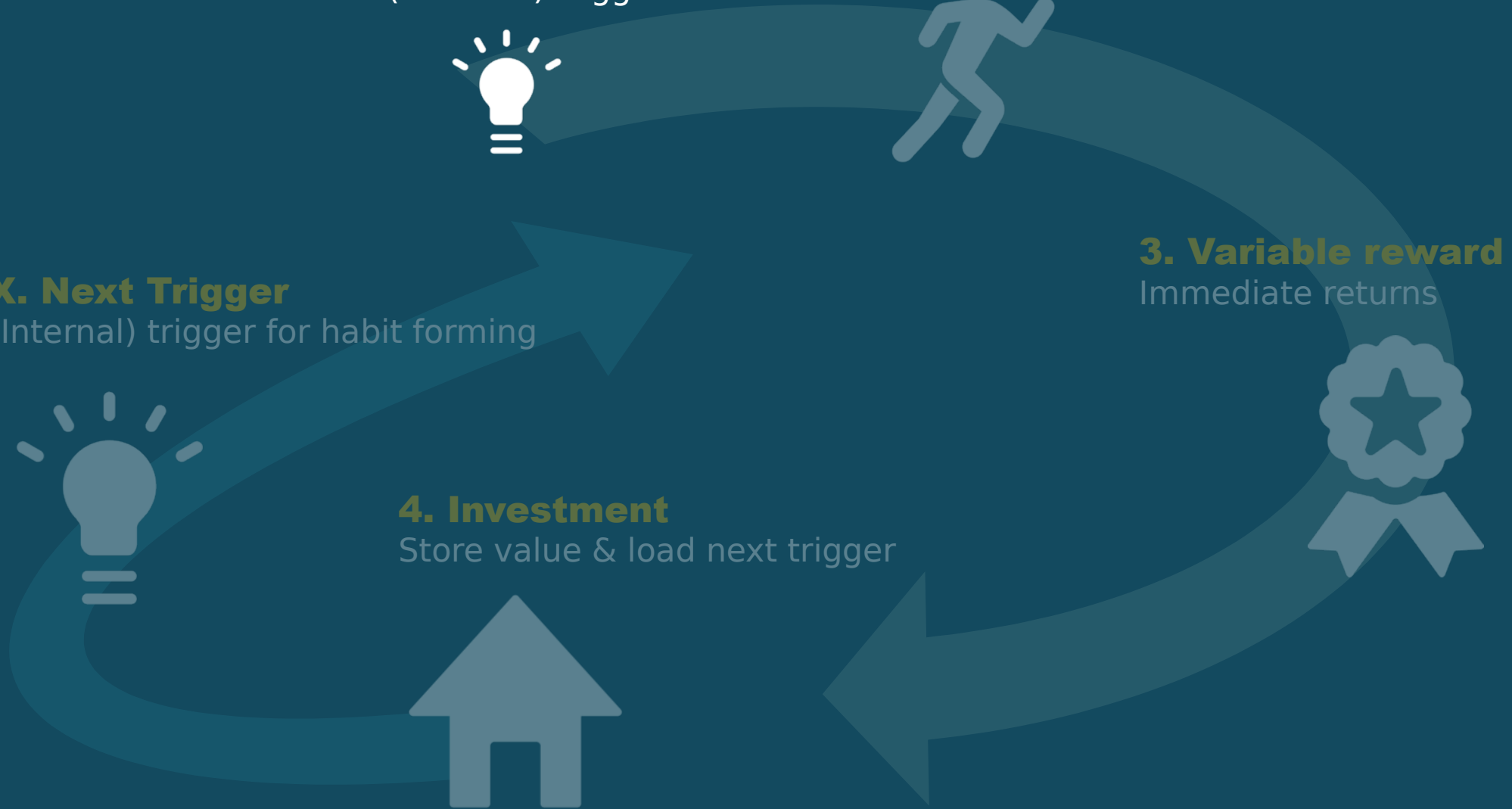
3. Variable reward
Immediate returns



X. Next Trigger
(Internal) trigger for habit forming



4. Investment
Store value & load next trigger



A man with a receding hairline, smiling broadly, wearing a grey button-down shirt over a dark t-shirt. He is positioned on the right side of the frame, with a dense background of green leaves and branches.

B MAT

Behavior

Motivation, Ability, & Trigger


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BJ Fogg
bjfogg.org

Triggers are reminders.



Triggers work best when we anchor them to an existing habit.



0. Key Habit

Habit needed to succeed

1. Trigger
(External) trigger



2. Action
Action for Key Habit



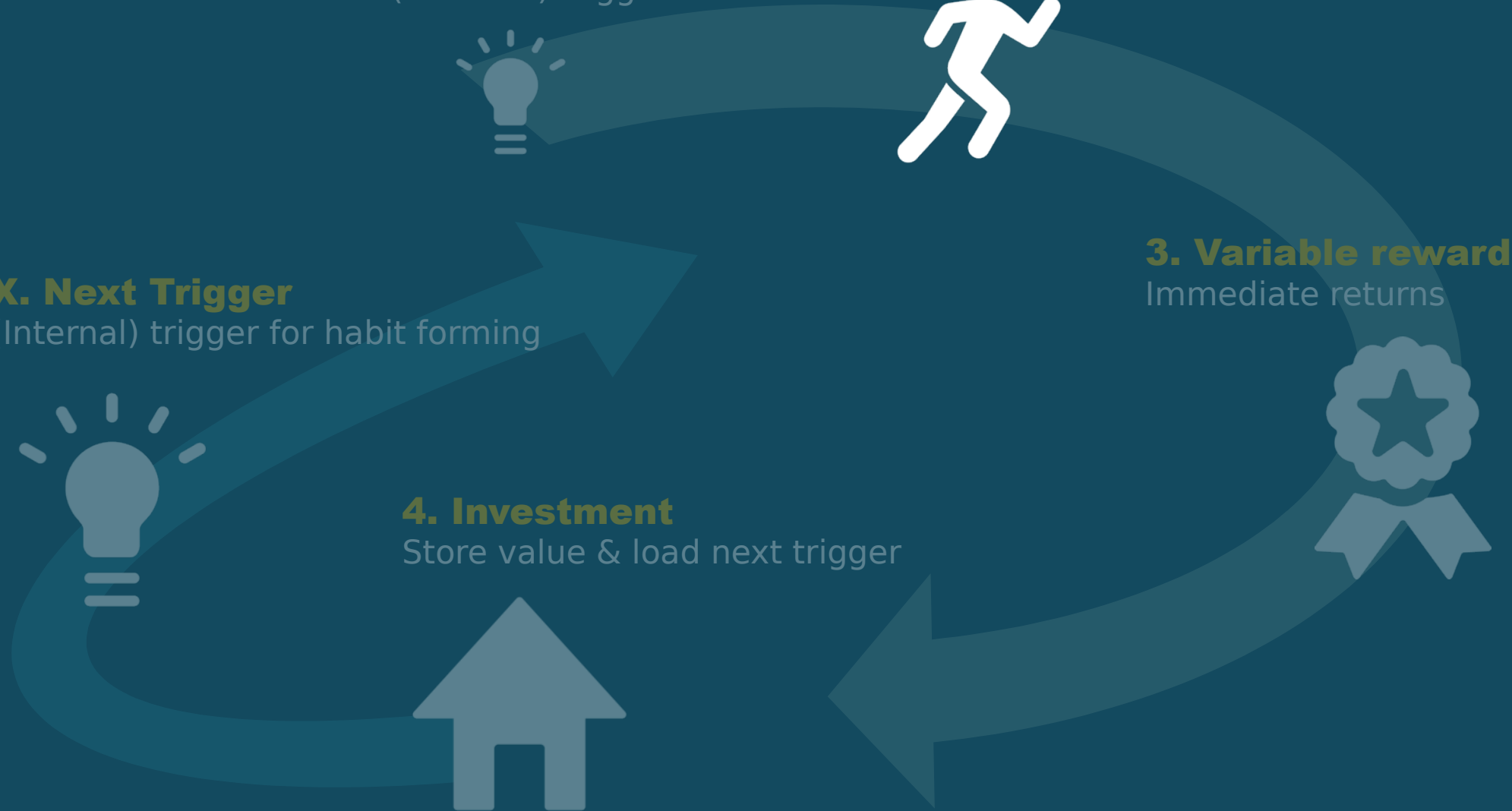
3. Variable reward
Immediate returns



X. Next Trigger
(Internal) trigger for habit forming



4. Investment
Store value & load next trigger



6 common types of obstacles:



Time

Social norms

Mental effort

Physical effort

Cost

Novelty

0. Key Habit

Habit needed to succeed

1. Trigger
(External) trigger



2. Action
Action for Key Habit



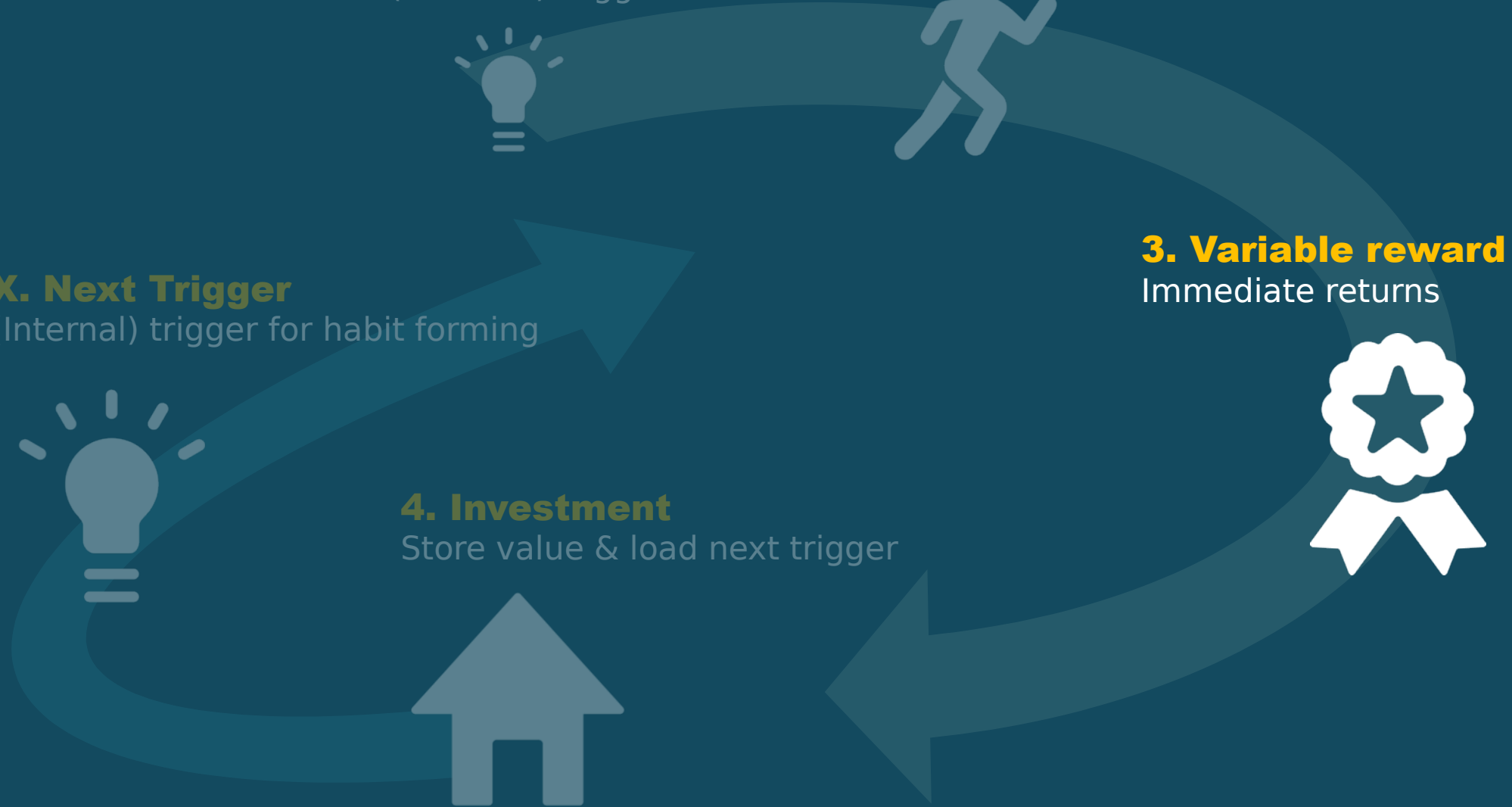
3. Variable reward
Immediate returns



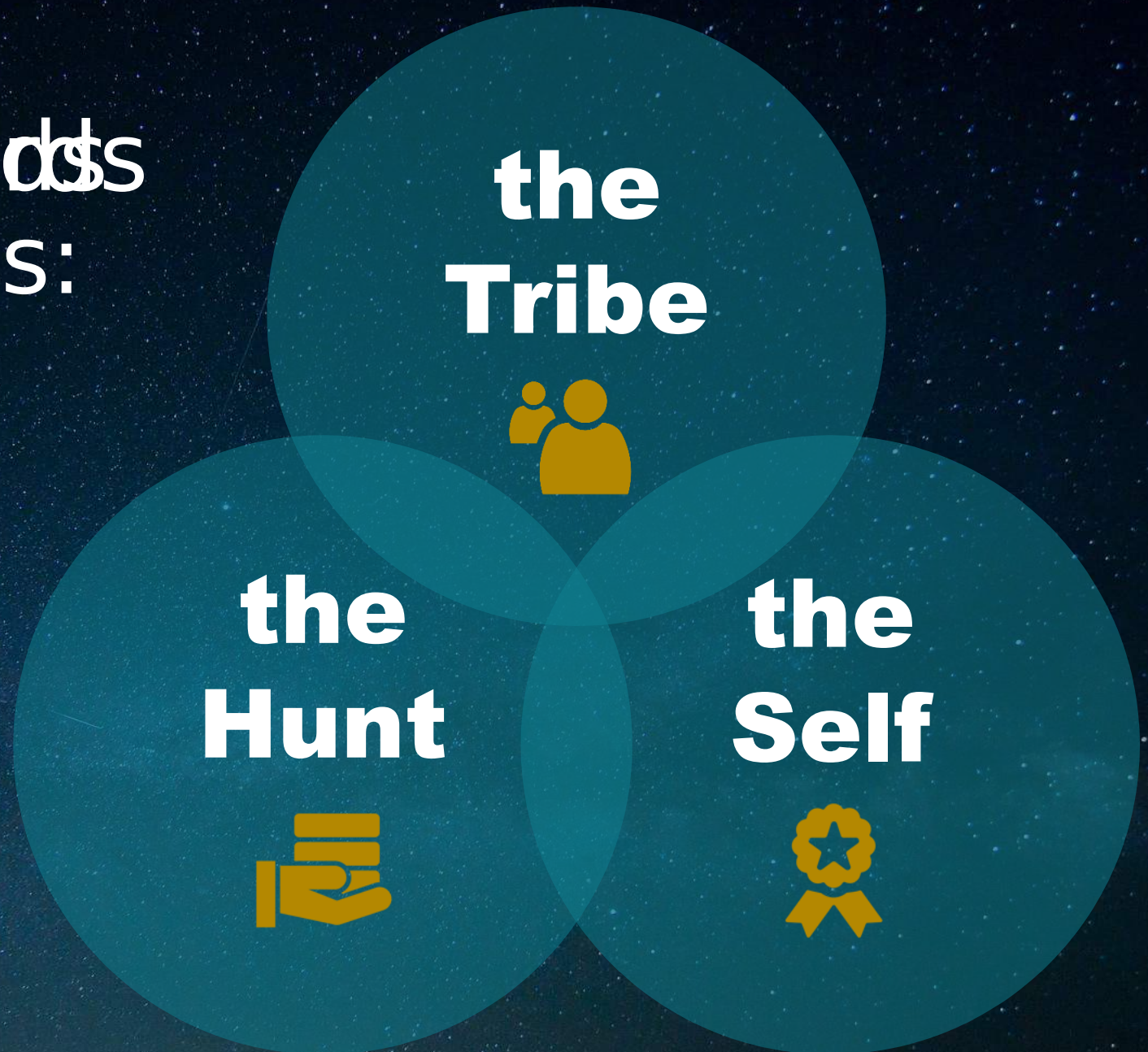
X. Next Trigger
(Internal) trigger for habit forming



4. Investment
Store value & load next trigger



Variable Rewards
come in 3 types:



Rewards of

the Tribe



Let people feel **connected.**

the Hunt



Give people **resources & info.**

the Self



Let people feel **mastery.**

Vary your rewards



Give your **community** a voice.



Make your **payout** variable.



Show **progression** & feedback.

0. Key Habit

Habit needed to succeed

1. Trigger
(External) trigger



2. Action
Action for Key Habit



3. Variable reward
Immediate returns

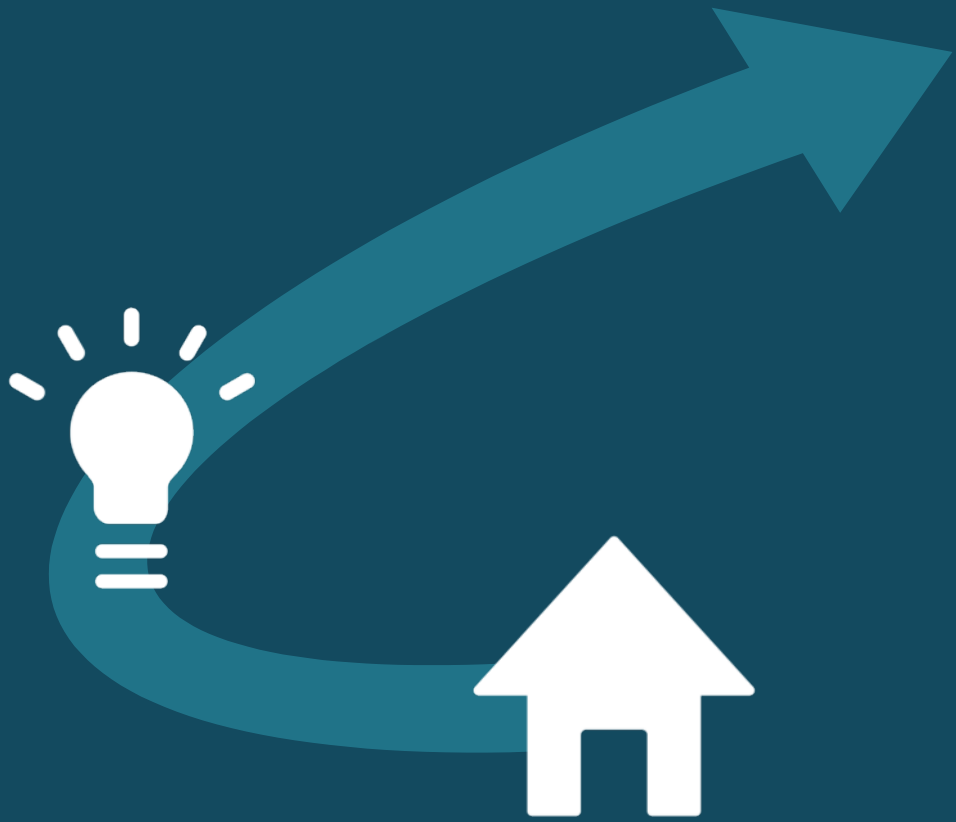


X. Next Trigger
(Internal) trigger for habit forming



4. Investment
Store value & load next trigger





Investment gives
people more
value over time.

HOOK MODEL CANVAS



CHARACTER

OBJECTIVE

DATE

VERSION

KEY HABIT

BUSINESS GOALS

1. TRIGGERS

Internal

External

2. ACTION

Behavior

Indicator

4. INVESTMENT

Small Effort

Stored Value

BARRIERS

And how do we remove them?



Time



Novelty



Cost



Social Norms



Mental Effort



Physical Effort

3. VARIABLE REWARD

Reward

Variability



Tribe



Hunt



Self



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Last updated on 10 April 2018
<http://d3e.co/hoobhook>

hook

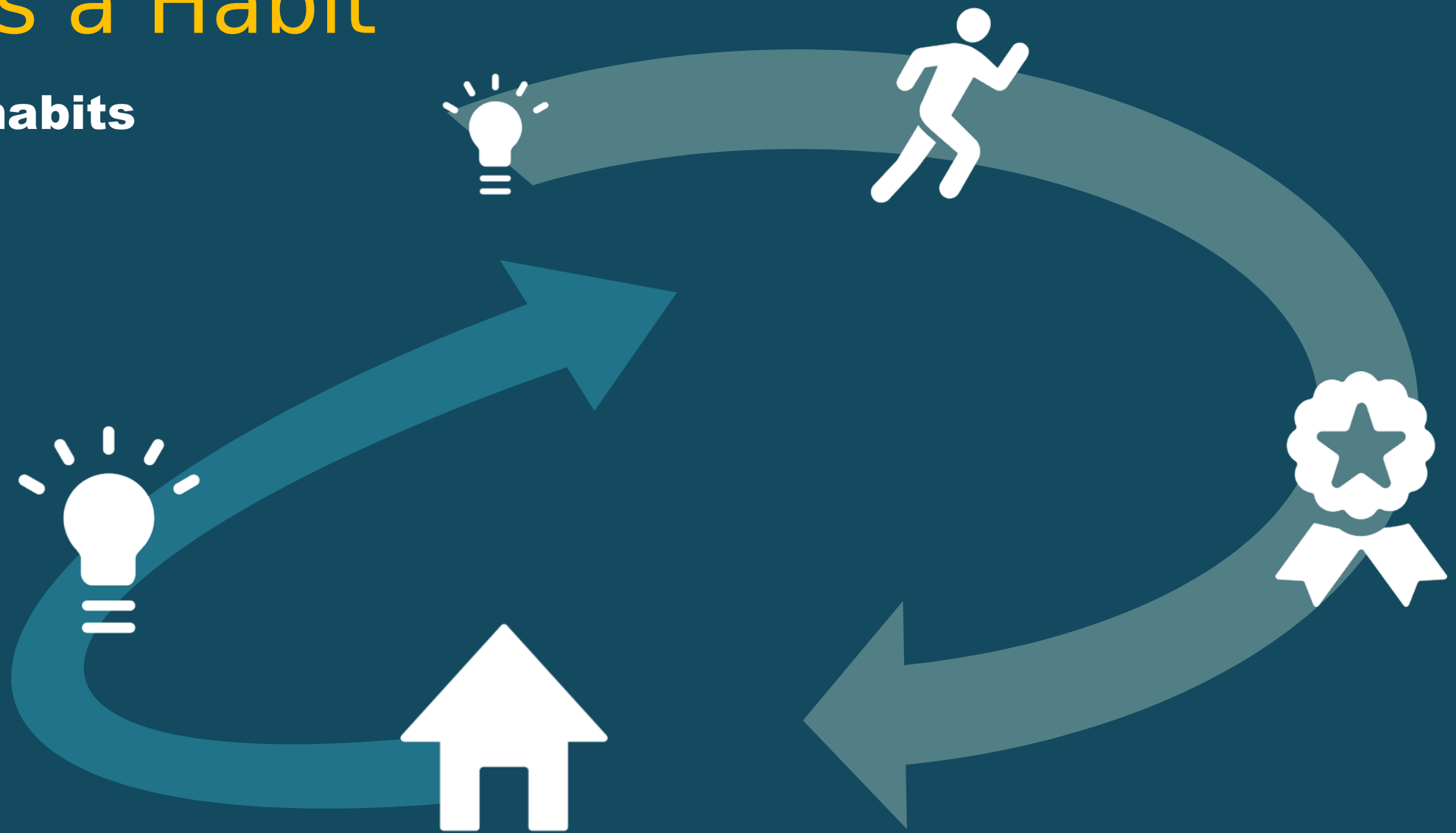
The HOOK Model was created by Nir Eyal. See Hooked: How to Build Habit-Forming Products.
<https://www.d3e.co/hoobhook/>

Here's a quick reference tool.

d3e.co/hoobhook

Love is a Habit

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"A person's
primary task
should not be
computing, but
being human."

Amber Case
calmtech.com

THE GREATNESS STUDIO

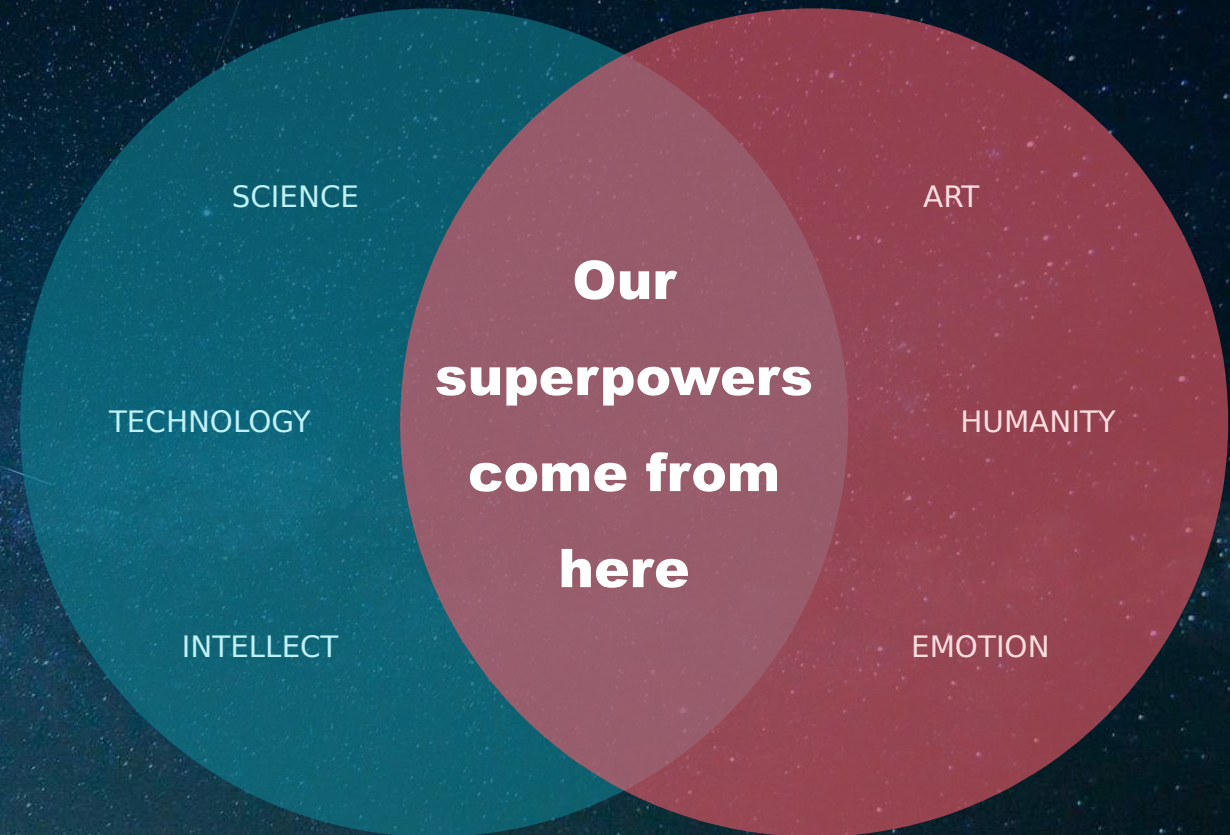


Slides & Free Downloads



d3e.co/profsoux

Спасібо!



Further Reading

