Love is a Habit

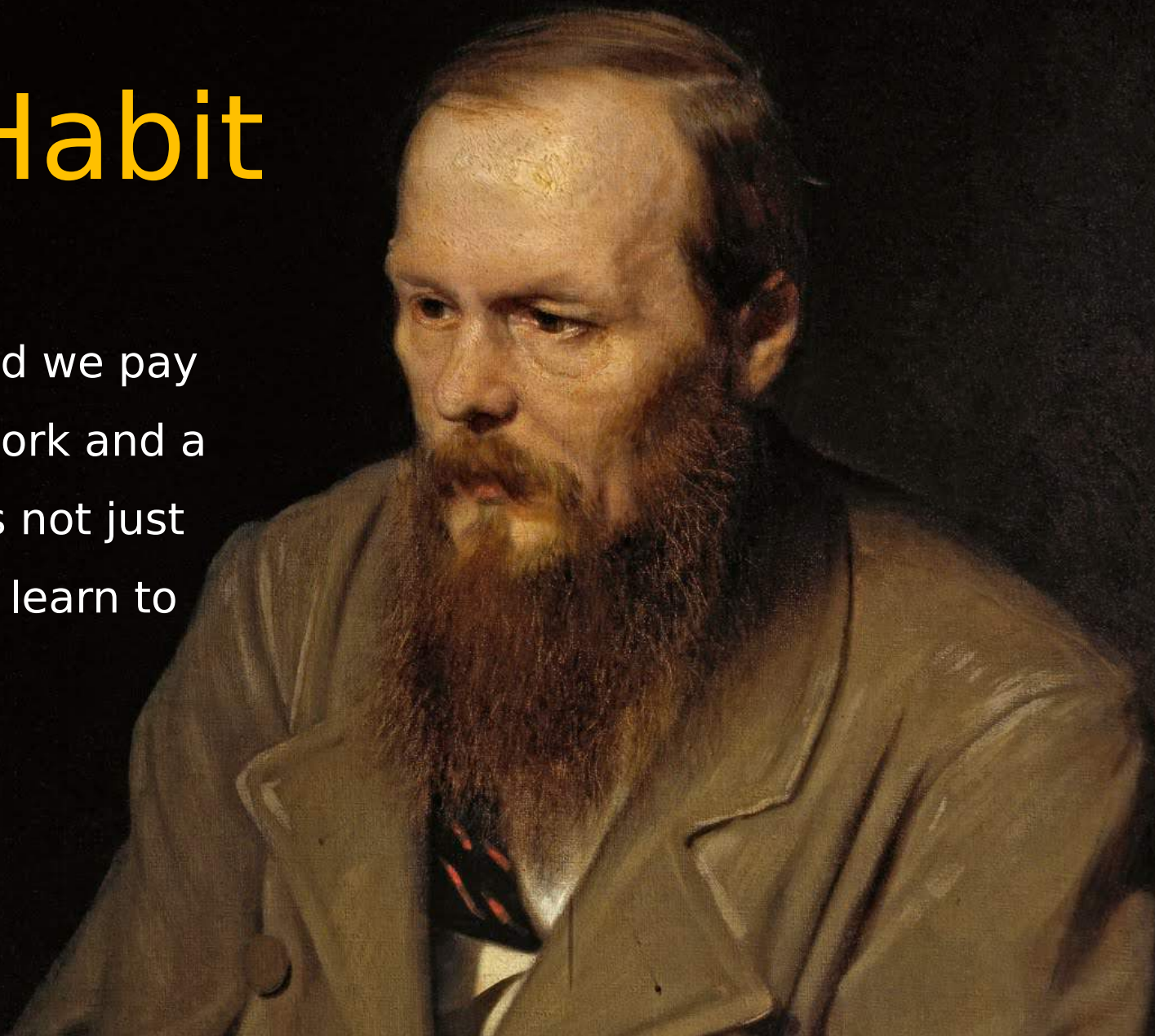"Learning to love is hard and we pay dearly for it. It takes hard work and a long apprenticeship, for it is not just for a moment that we must learn to love, but forever."

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

Nature; March, 2008

Though we download over 3 apps per month, we spend almost 80% of our time with our 3 favorites.
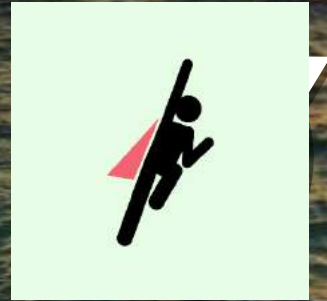
Make things that empower people, not exploit them. Help them build habits that make their lives better.

THE GREATNESS STUDIO

Any questions so far?

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

Nir Eyal
nirandfar.com

And they've been here for a long time.

1. Trigger
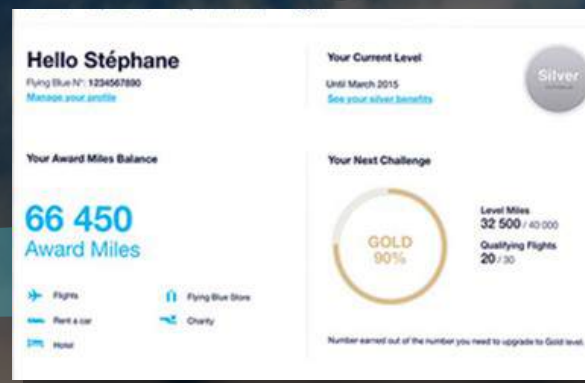Airline special offer

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

Hello Stéphane
Flying Blue N°: 1234567890
Manage your profile

Your Current Level
Until March 2015
See your silver benefits

Silver

Your Award Miles Balance

66 450
Award Miles

Your Next Challenge

Level Miles
32 500 / 40 000

GOLD
90%

Qualifying Flights
20 / 30

✈ Flights   🛍 Flying Blue Store
🚗 Rent a car   ✈ Charity
🏨 Hotel

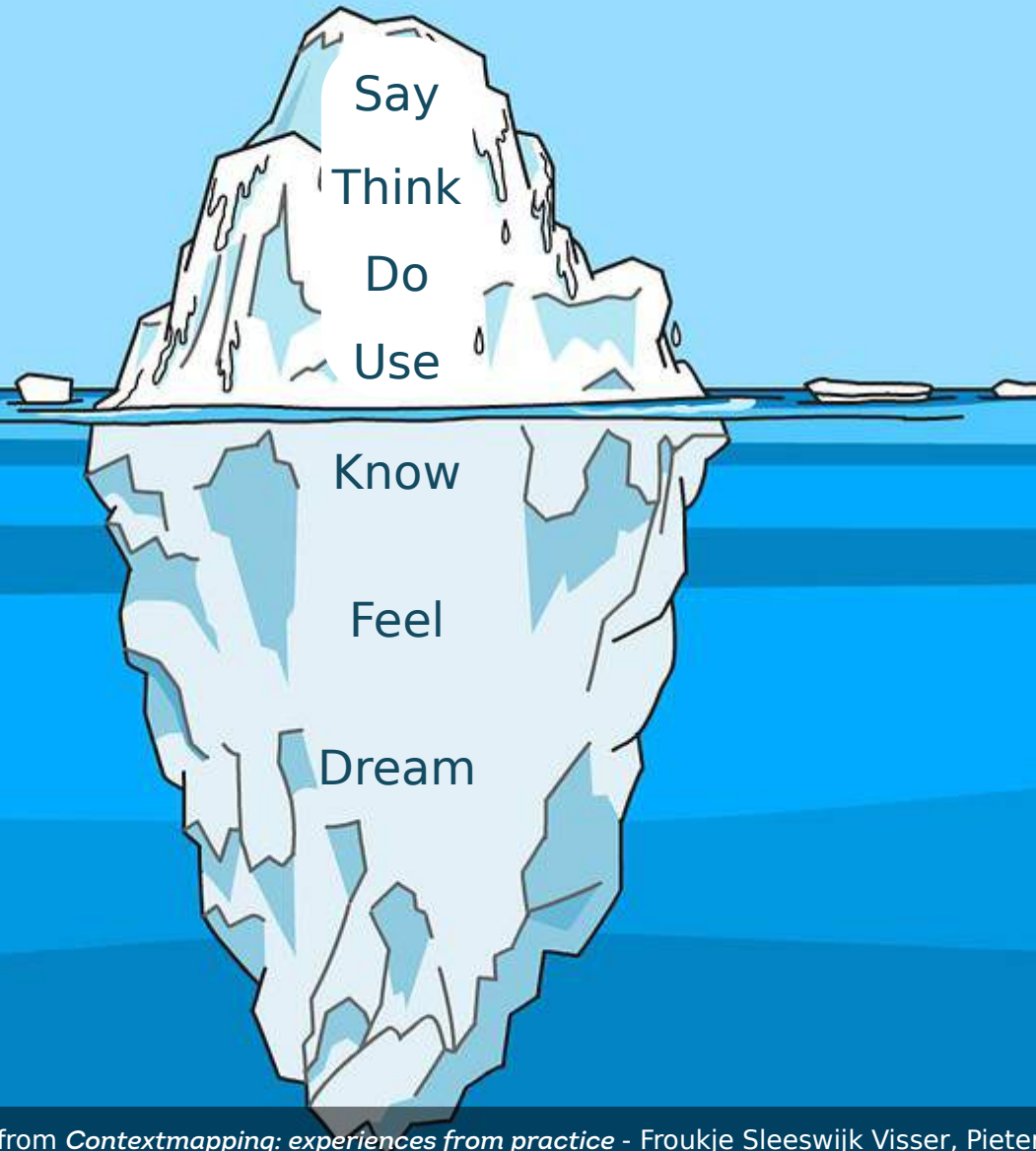Number earned out of the number you need to upgrade to Gold level.
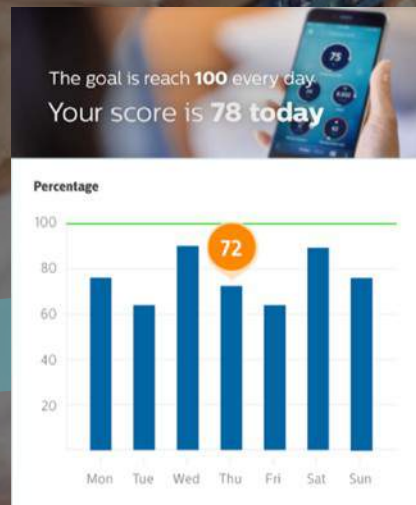
"What people experience is often determined by tacit knowledge or latent needs and is often difficult to express in words."

- Dr. Froukje Sleeswijk Visser

Image by Design by Fire Events, slightly modified

Empathy helps us see what's hidden.

Say
Think
Do
Use

Know

Feel

Dream

Adapted from *Contextmapping: experiences from practice* - Froukje Sleeswijk Visser, Pieter Jan Stappers, Remko van der Lugt

But projecting is

not   Empathy

For Empathy, Empathy,
details matter.

0. Key Habit
Habit needed to succeed

#design4habits

1. Trigger
(External) trigger

2. Action
Action for Key Habit

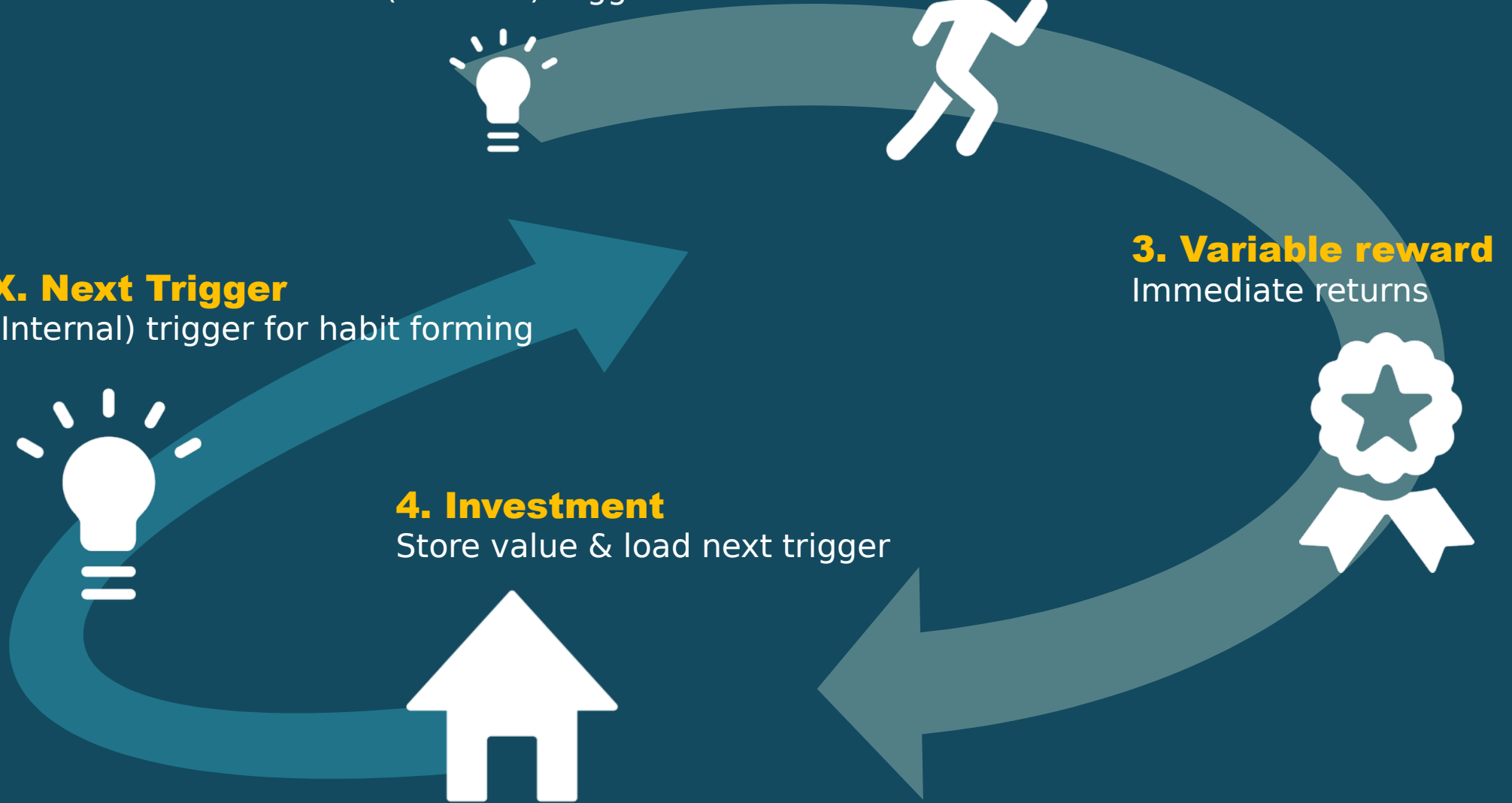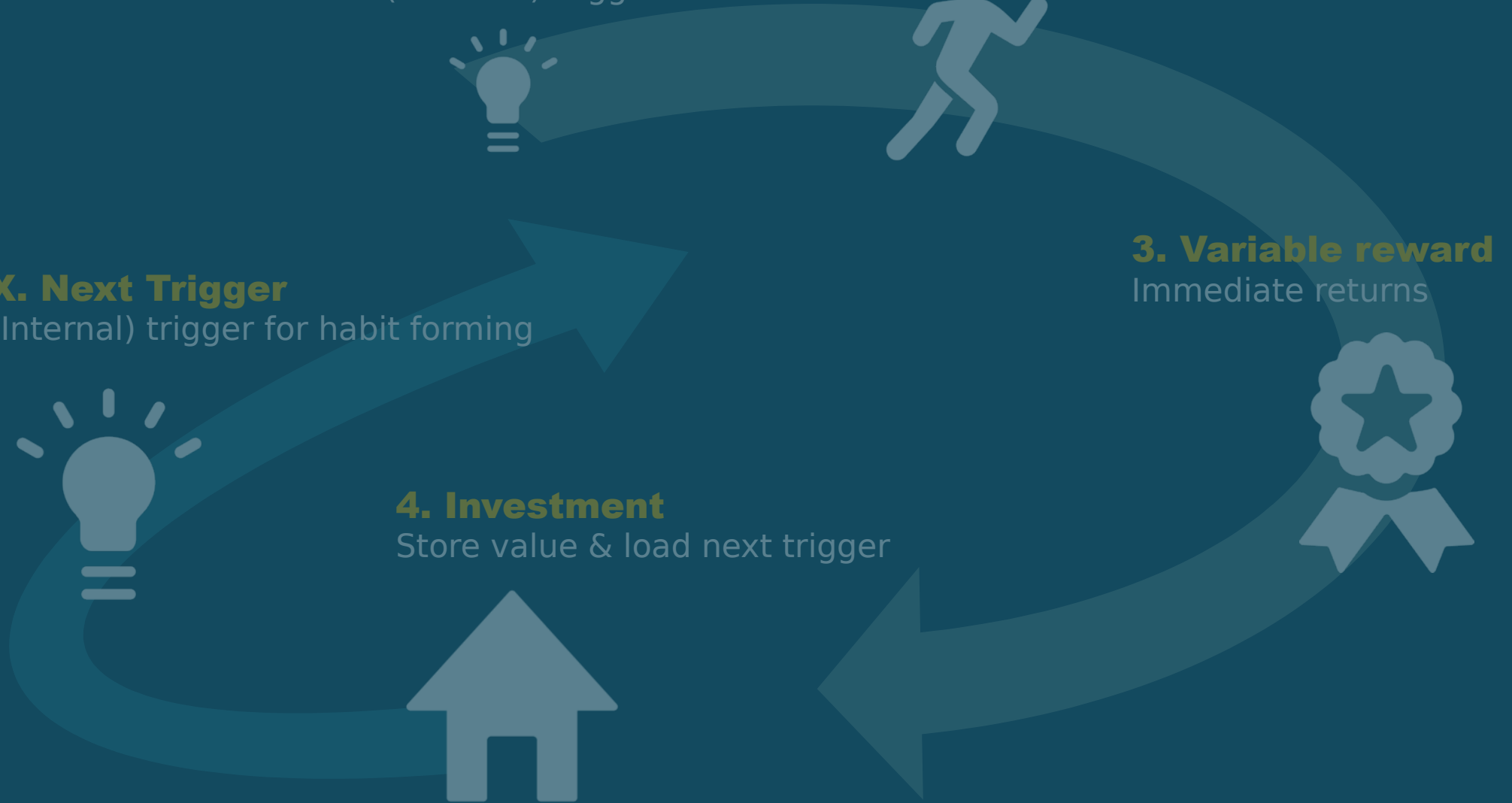## 3. Variable reward
Immediate returns

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
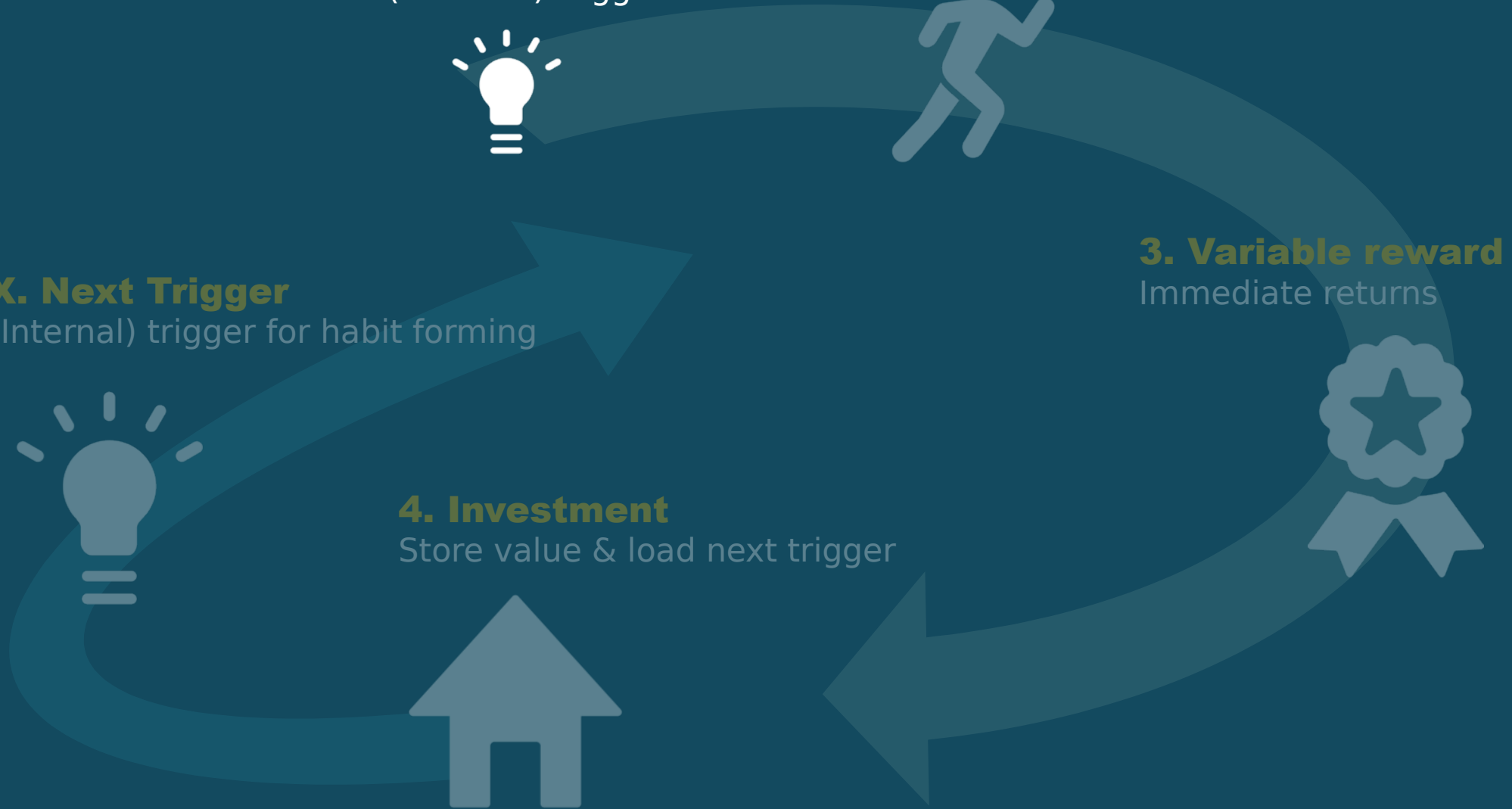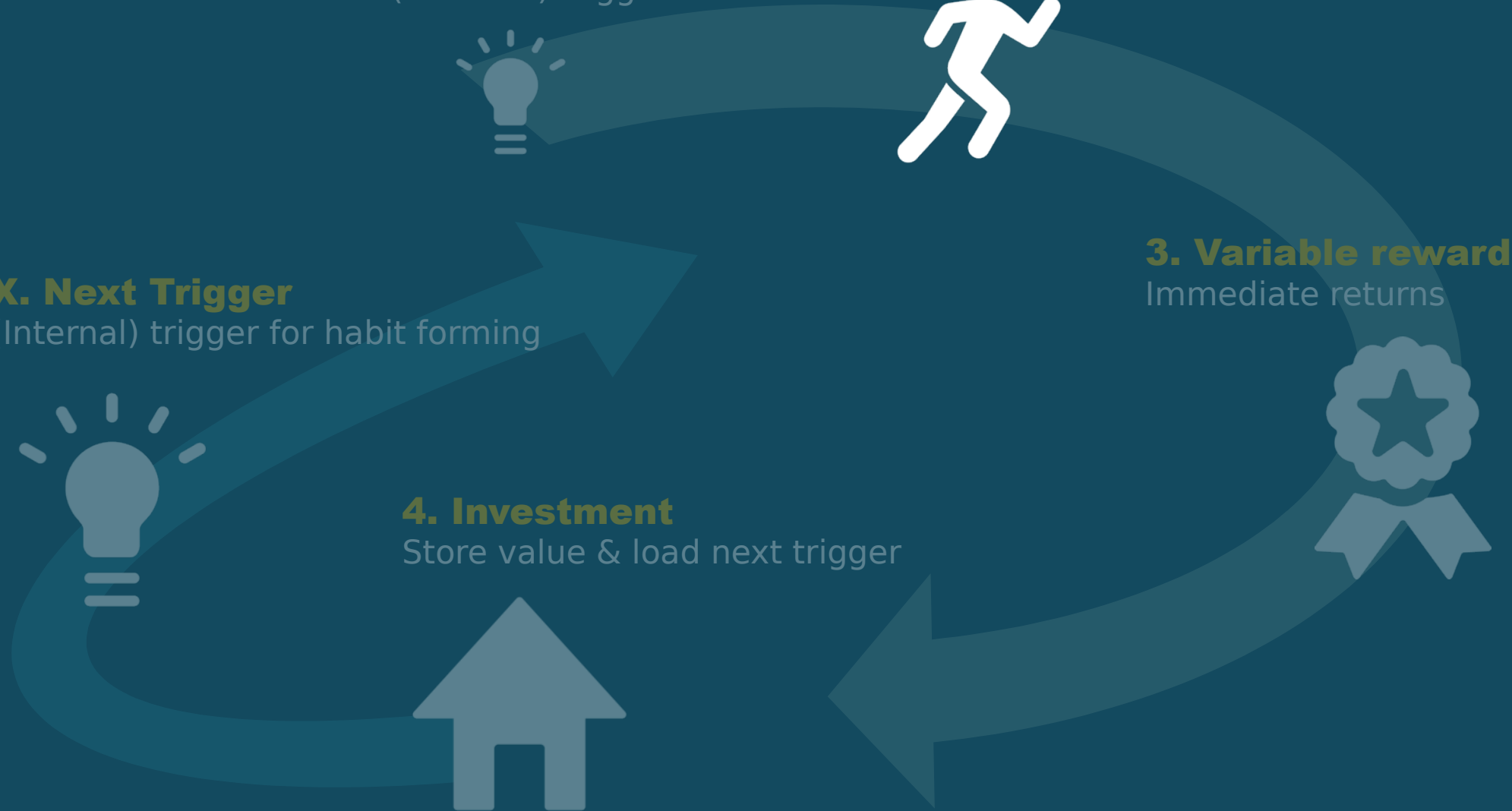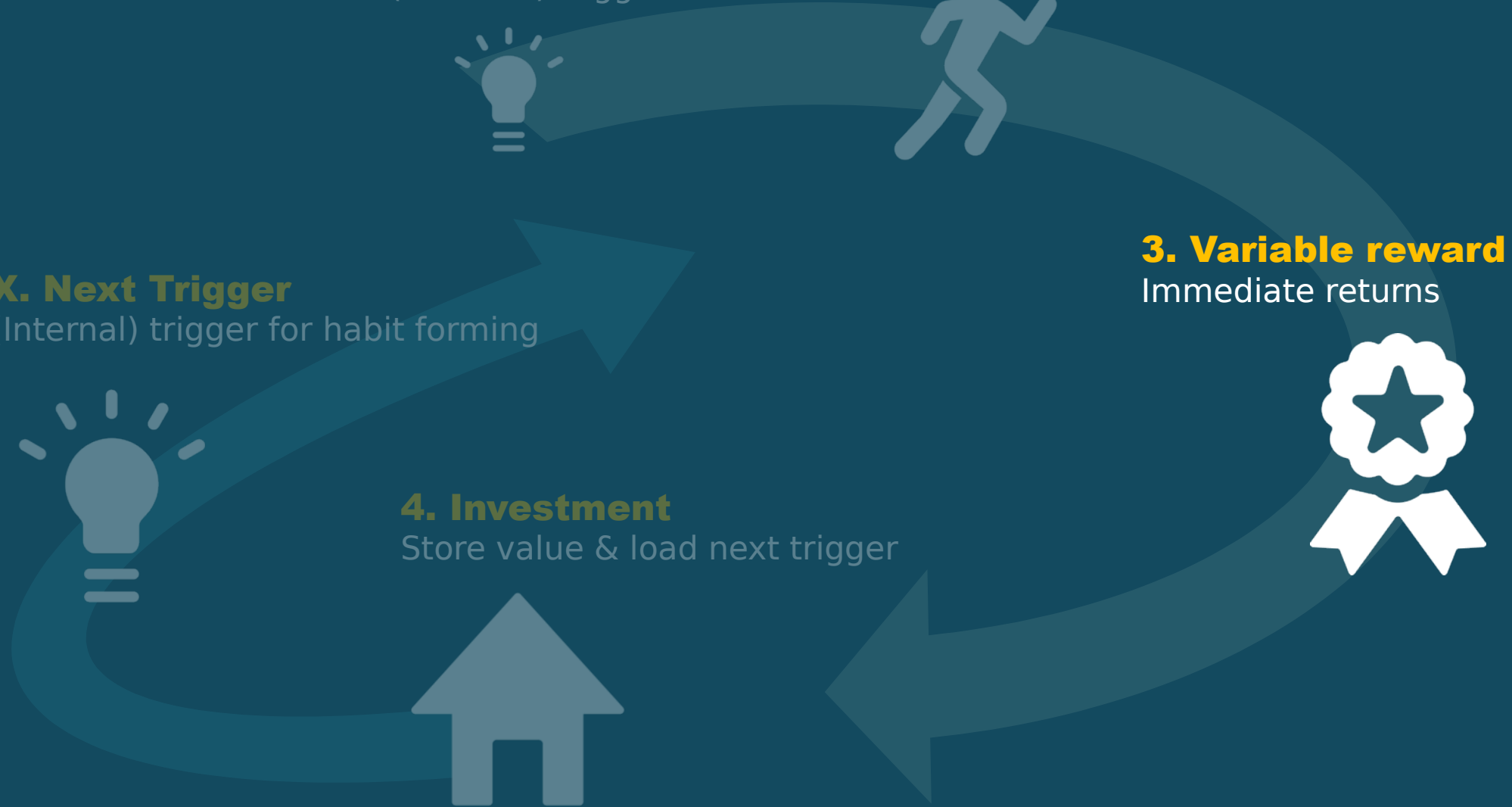(External) trigger

2. Action
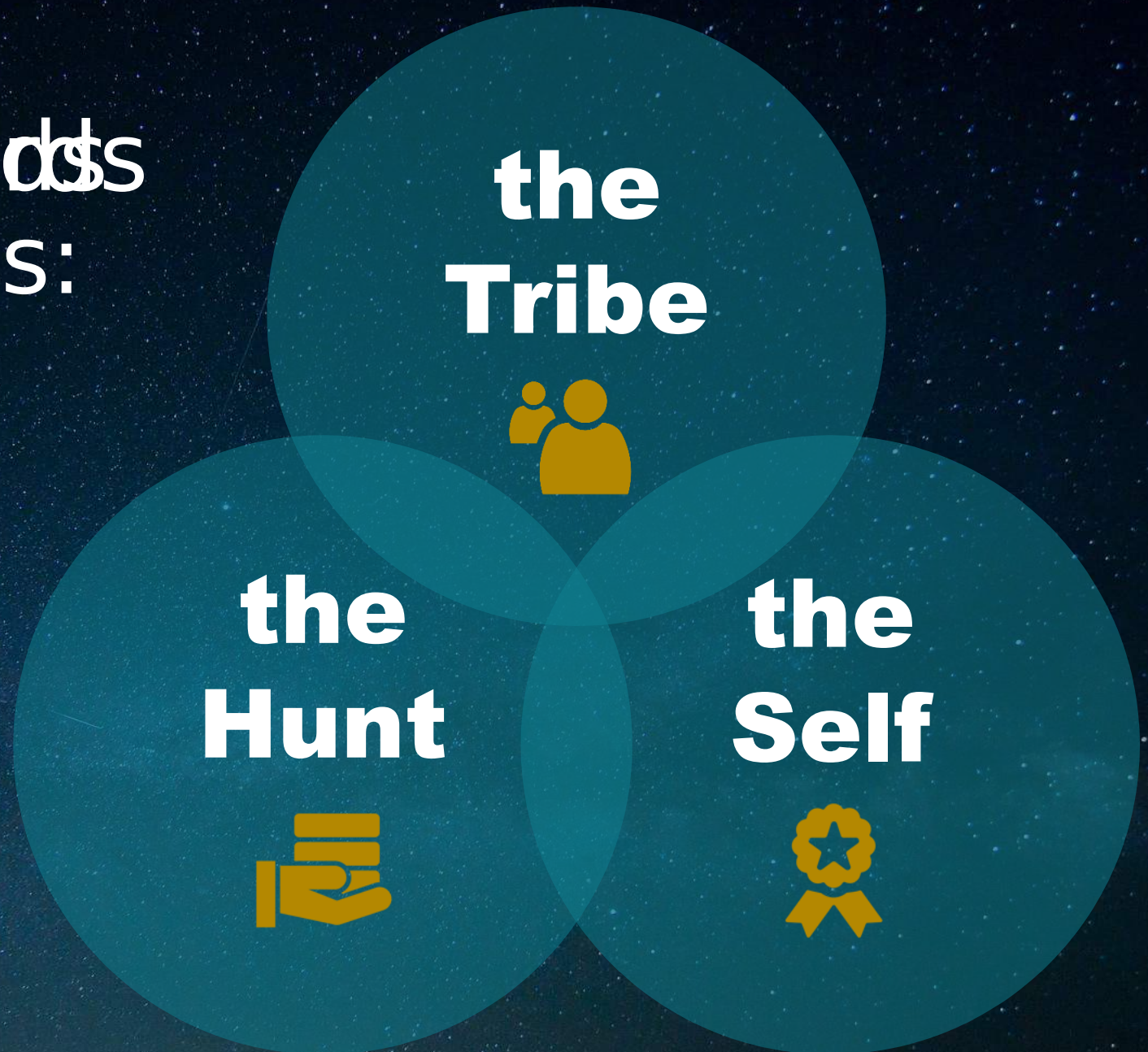Action for Key Habit

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(Internal) trigger for habit forming

B MAT

Behavior   Motivation,   Ability,   & Trigger

#design4habits

BJ Fogg
bjfogg.org

Triggers are reminders.

T

MA

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

6 common types of obstacles:

Time	Social norms
Mental effort	Physical effort
Cost	Novelty

M T

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.

Investment gives people more value over time.

Here's a quick reference tool.

d3e.co/hookcanvas

Love is a Habit

#design4habits
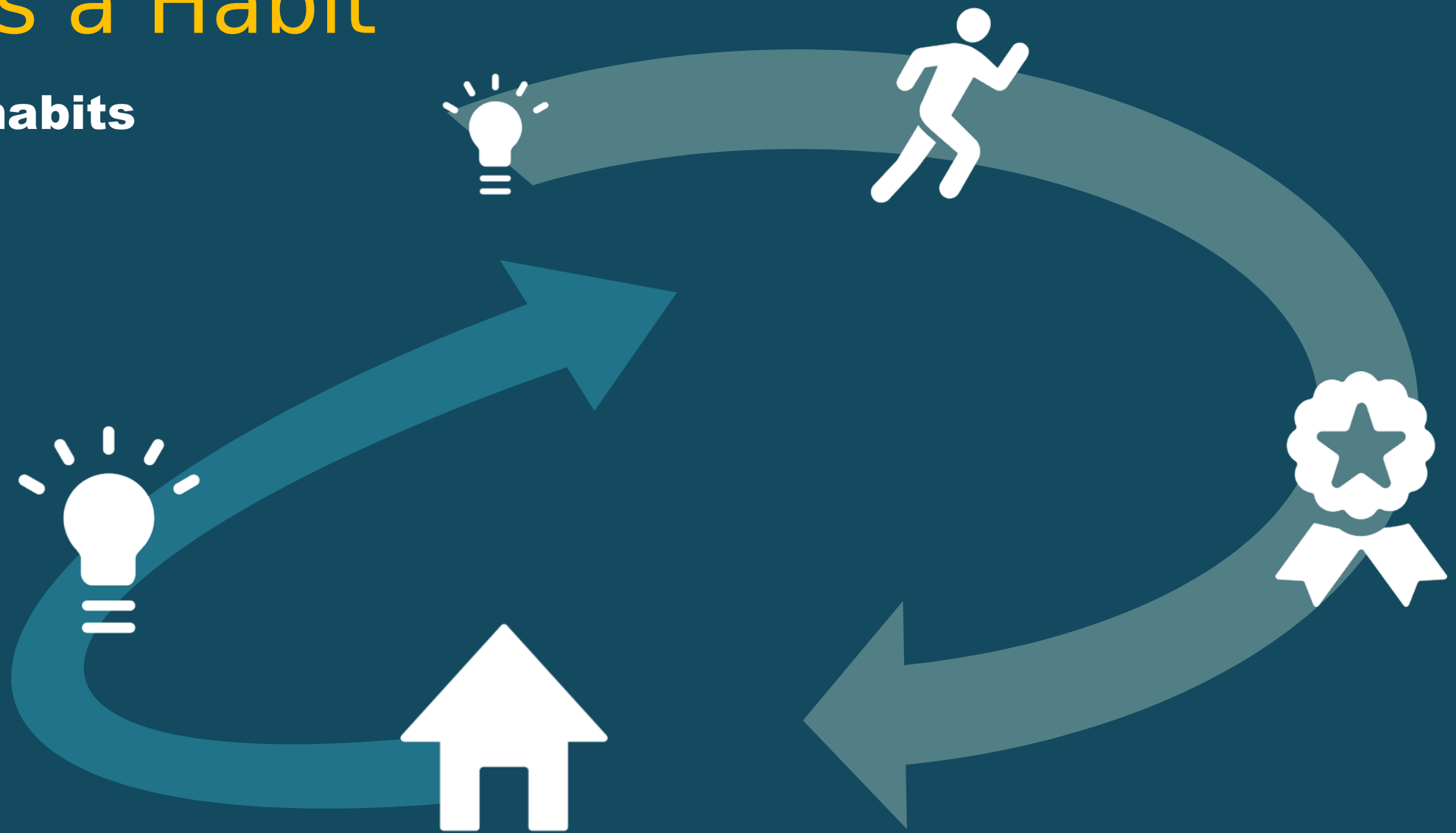
"A person's primary task should not be computing, but being human."

Amber Case
calmtech.com

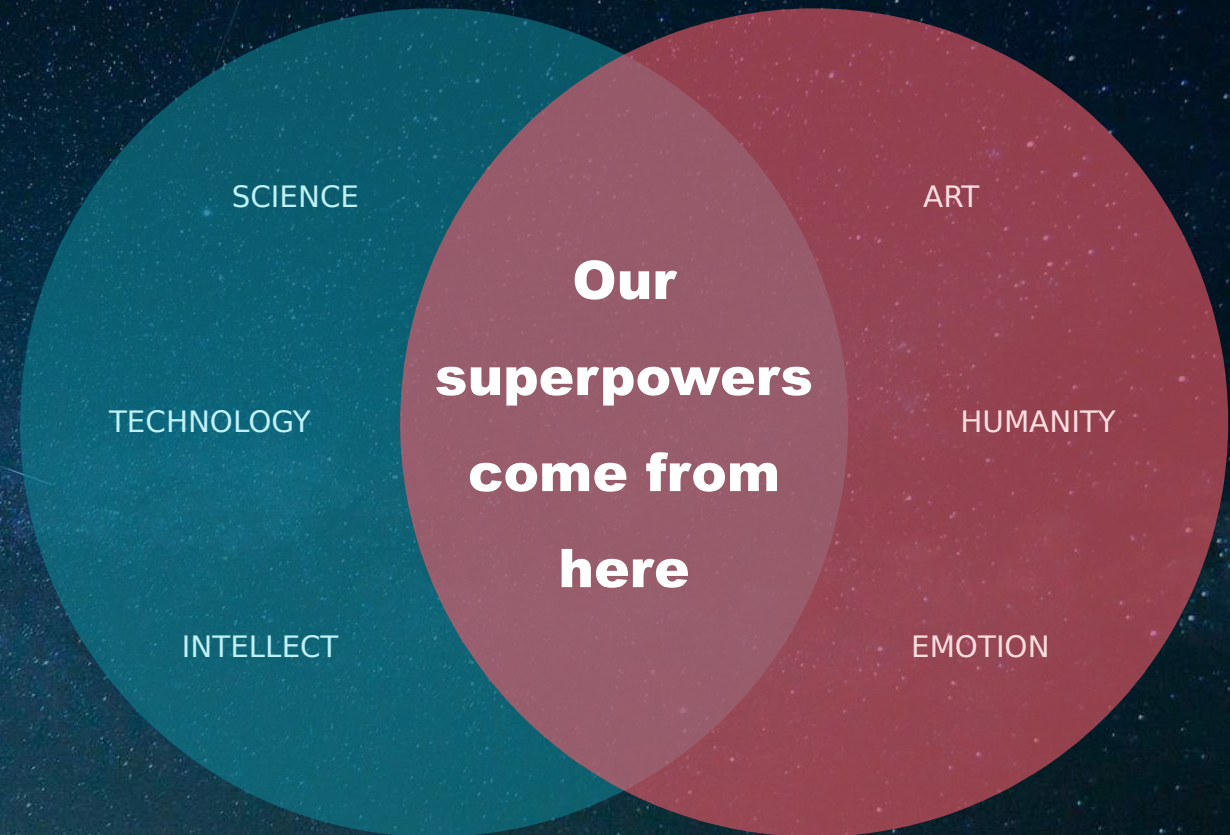# Further Reading