

"A must-read for everyone who cares about driving customer engagement."

—ERIC RIES, author of *The Lean Startup*

HOOKED



How to Build
Habit-Forming Products

NIR EYAL

WITH RYAN HOOVER

Nir Eyal

Hooked: How to Build Habit-Forming Products



[continue reading](#)

How do successful companies create products people may love? Nir Eyal provides readers with: • not really abstract theory, but a how-to lead for building better products. Is there a design underlying how technologies hook us? Nir Eyal answers these queries (and more) by explaining the Hook Model— Actionable measures for building products people appreciate. Through consecutive “ Useful insights to create user habits that stick. the products reach their greatest objective of bringing users again and once again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal’s years of research, consulting, and working experience. He wrote the book he wished had been available to him as a start-up founder— Why is us engage with certain items out of sheer habit? Hooked is created for product managers, designers, entrepreneurs, start-up founders, and anyone who seeks to comprehend how products impact our behavior. Why do some products capture widespread attention while others flop? hook cycles,”t put down? a four-step process embedded into the products of many successful businesses to subtly encourage customer behavior. • Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.



[continue reading](#)

profile information or connected accounts), reputation (e. Ideal for UXUI design! Initially this is prompted, but ultimately it'll become instinct. Highly recommended. It lays out the "Hook Model", a simple framework of the 4 essential stages of each loop: 1. We also appreciated the detailed set of social media sites and apps mentioned through the entire book. Initially this can be through exterior triggers (such as for example an email, notification, icon badge, etc) but through successive loops an individual eventually creates inner triggers where a particular thought or emotion will send them back again to your product. 2. Action: Once the user is aware they have to use your item (through the trigger), what is the easiest action they are able to perform to get some sort of reward. If the info Architect and/or software developer are not familiar with the terminology and technology behind this don't hire them. g. Adjustable incentive: How are they rewarded because of this behavior? This may be public validation (e.g. "my friends approve!). Visualize if Facebook or Twitter had a need to buy an ad to prompt users to revisit their sites—these businesses would shortly go broke. put in a photo to a collection) or personal gratification (e.g. inbox zero). The "adjustable" part is important - rewards should not continually be predictable, encouraging users to do it again the cycle. 4. Purchase: Finally, the user must put something back to increase the chance of repeating the loop. I would recommend it if you are a developer, an entrepreneur, an investor or just curious. Thank you Nir Eyal for this amazing book! a book in your Kindle), consumer entered data (e.g. This is the very best book on product development I've ever read If you're trying to build the next big app, you will need user engagement. 3. Perfectly written with a whole lot of example. g. It is possible to read it within 2 or 3 days. The expenditure also sets up the trigger to for another cycle of the loop. This book is an extremely easy read. I needed something that would get to the crux of the issue and set out a practical framework of how to apply it with good examples, without being overly verbose on history and research. It delivered. Fascinating Love the book. I will readily admit We borrowed "Hooked" from my library first, lately We delved into a handful of hyped books (for more details please see my other testimonials) and today got smarter. I don't buy every book asap. Browsing through a couple of negative reviews here I noted that somebody mentioned that book "Hooked" doesn't provide a best blueprint; well, no book ever does. The good book with a real examples. What I love about "Hooked" is that writer Nir Eyal presents a multi-faceted picture and thinking. He does not have one situation but explains how the encounters from many fields lead us to a model how exactly we (probably) can "hook" customers. Recommended with a wholehearted - 5 stars... (p.44) Types of Exterior Triggers: ...g."), assortment of material assets (e.. Now purchased; A lot of people who read this reserve have a presence on each one or both social media sites, hence we are able to imagine the problem and we can understand why "the advertisement model of yore" is not the solution to today's more technical situation any longer. Opposite to only 25 years back when running advertisements on TV or in papers was one sure way to success today we have more opportunities hence that old program isn't working any longer. The book features absolutely exciting examples. On p. You'll find nothing but psychology and the Hooked scheme." implying, though a "great vitamin" could have many followers and supporters who swear because of it there will end up being others who don't care about living healthy; Good follow-up book, supplements human Behavior and psychology I expected additional information, it's niw a first read, it's a follow-up on human being behavior and psychology Great book, very useful in practice I come across this book when We started functioning as a clinical item consultant and it was extremely helpful. We closed 'Hooked' with a far greater understanding of social& It offers great practical equipment and help you look at the consumer from a different perspective. I'm

still reading this useful book!. This is an important book for all products developers. It is this interesting and fascinating thinking that I believe to end up being valuable to all people whether or not they are business owners who want to offer something, or individuals who work in a steady employment. These days we never know how things 're going, hence adding this riveting perspective to one's thinking can only just be extremely beneficial. Trigger: So how exactly does the loop initiate? I am among the people Eyal mentions, individuals who have reservations to join just any site and build cross connections. Still, learning about Codecademy, Mahalo, Fitocracy, Any. Browse this before you "Think" you know what you're doing Nir did a great job outlining the guidelines and questions to ask ahead of building an engagement technology and really should be a must browse for CEO's looking to build a platform of any sort. The book is witty and Eyal brings a lot of obvious examples that produce the reader think: ". It's a brilliant example. actually, I am considering getting my two children copies of the book too. Gisela Hausmann, writer and Amazon review expert. There is nothing magical here but a simple process well describe dealing with how exactly to design and develop a product which will be catchy and incredibly useful. Super inspiring and down-to-earth "Hooked" presents a simple, yet very useful model to channel your ideas when building a product you need to enter the hands of hundreds of thousands. It's quick to read (only 140 web pages), to-the-point and made an environment of difference to your concept&design challenges. We used it too much to model the behavior of our users and find out particular areas we missed and needed to focus on to get engagement. Another great worth of the book may be the in-depth analysis of the hooks we are subject to every day (in Twitter, Fb, Pinterest, Instagram etc). As you go around the everyday loop you understand so well from the user perspective, you observe in a structured way the other side of the coin. The side of the people who learn how to design behavior patterns and make others tick. Eyal makes the reader go through the workout of pondering if today's hottest customer technology businesses (FB, Twitter, Instagram etc. scalable products and plenty of interesting ideas for what we is building. These originated from the many examples and case studies, along with the structured questions it is possible to answer by the end of each chapter. If you'd like to learn about behaviors and how they're built&changed generally, I'd recommend 'The Power of Habit' book simply by Charles Duhigg. If you need to understand how behaviors are produced in the wonderful world of technology, startups and software and mobile products, "Hooked" may be the book for you personally. It's built on a single solid research base, however much nearer to practice and much more highly relevant to today's tech globe.g. This book lays down a model building engagement by having users constantly go back to your app. Indeed, though initially it looks as though every one of them offer vitamin supplements you can find already enough "addicted" people who need "social media site painkillers" to vent, to reaffirm their own worth and so forth. Anybody who believes that is either under the age of 23 or has never attempted any business endeavor.. I also enjoyed his tone of voice in the book as it was very accessible. Amazing Book Great Book . Awesome book! Nevertheless, after reading halfway through "Hooked" I bought it because it can be fascinating and intelligent on many levels. Very interesting book for Designers / PM / Entrepreneurs and anyone who would like to understand "how the hell these apps are so addictive". 32 Eyal lays out that today many investors wish to know "Are you building a supplement or a painkiller? A must-browse! something to gain a 5 star vendor review), or a learned skill (e. I'm now excellent at this software program). I recommend it. Great book It's a great book explaining why people get dependent on apps want Twitter, Pinterest and so forth. The writer explains everything in detail with great examples. Loved it. This

could be content (e. on the other hand, everybody who has pains needs a painkiller whether they like it or not.) give vitamins or painkillers. It provides you with both theoretical and practical tools to make use of with the merchandise you are working on. This is one way viral loops are shaped.do, Tinder, and why is visitors come back to them was extremely interesting,. For instance a Facebook "Like".



[continue reading](#)

download free Hooked: How to Build Habit-Forming Products txt

download free Hooked: How to Build Habit-Forming Products ebook

[download The Safe Baby: A Do-It-Yourself Guide to Home Safety and Healthy Living pdf](#)

[download free Tribes: We Need You to Lead Us ebook](#)

[download free Linchpin: Are You Indispensable? mobi](#)