# Design Exercise: "Hooked" Cycle

The Hooked cycle consists of four parts:

- <u>Trigger</u> - Cue or stimulus. Actuator of behavior.
- <u>Action</u> - When trigger meets motivation and ability to take action. Often a behavior done in anticipation of a reward.
- <u>Reward</u> - Pleasing gift or system affect user receives as a result of taking action.
- <u>Investment</u> - Work user puts into the system to further customize their experience and "load" the next trigger or award.

```
        Trigger        Action




        Investment     Reward
```
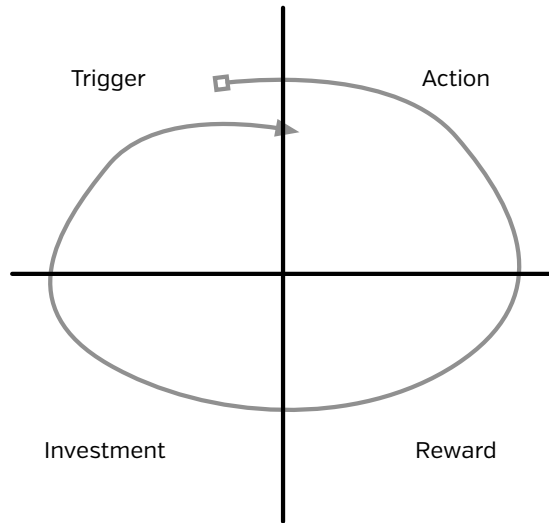
In the space below, outline three user scenarios in which the user goes through a complete [1]Hooked cycle. At the heart of the scenario should be an existing product.

Product:		[User Story Notes]	
Triggers	Actions	Rewards	Investments

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[1] Eyal, N. (2014). Hooked: How to Build Habit-Forming Products (R. Hoover, Ed.). New York, New York: Penguin Group.

Product: [User Story Notes]

Triggers	Actions	Rewards	Investments

Product: [User Story Notes]

Triggers	Actions	Rewards	Investments