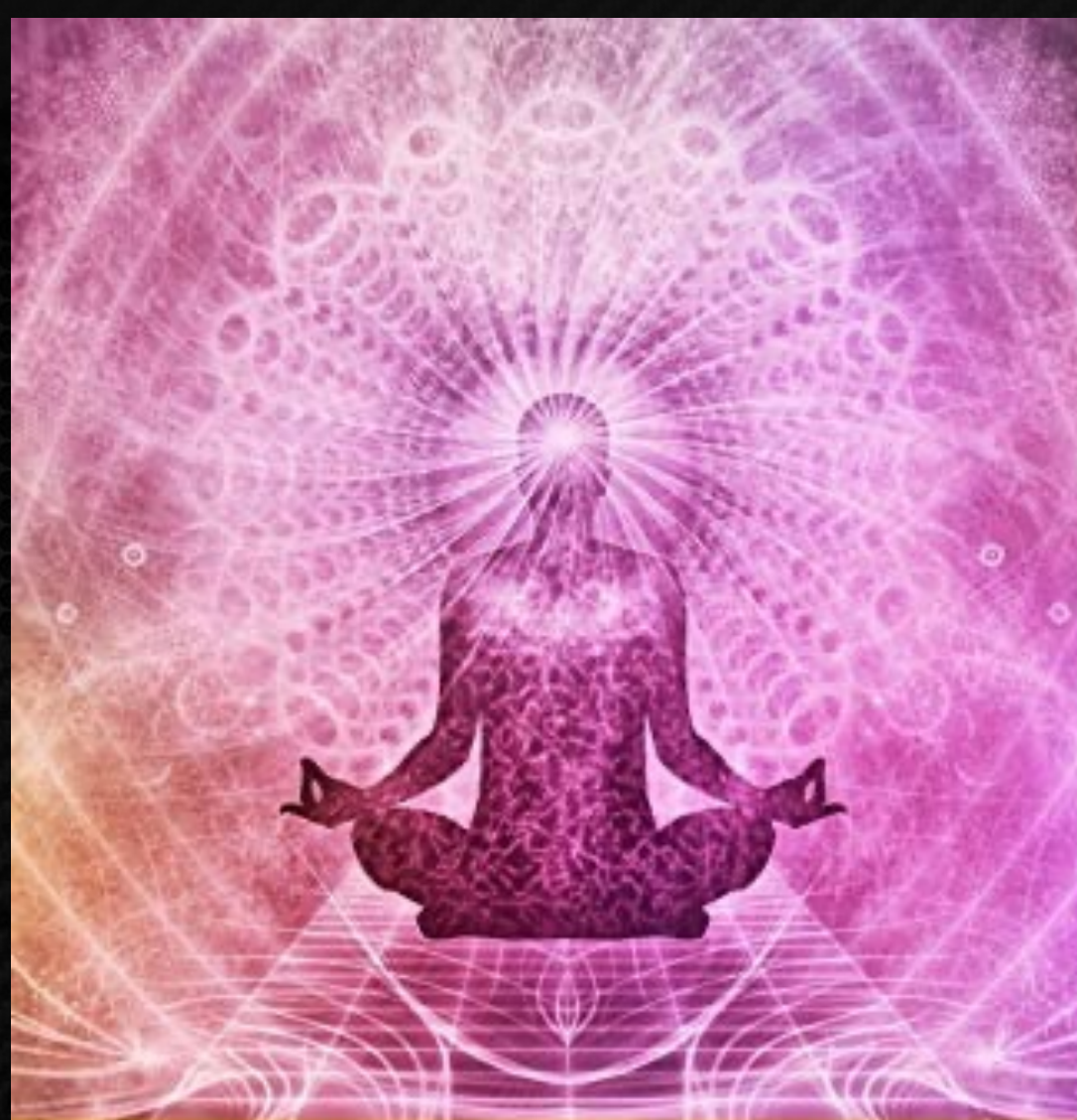




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 vijaisenthilpk



Ayurveda

48 Days of Practice

HOOKED



UPDATED
EDITION
FEATURING A NEW
CASE STUDY

How to Build
Habit-Forming Products

NIR EYAL

WITH RYAN HOOVER

Maximize the Lifetime Value of Customers



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Ayurveda and Habit Forming

- » Ayurveda is an ancient Indian medical system based on the belief that health and wellness depend on a delicate balance between the mind, body, and spirit
- » It suggests the body takes 48 days for the biological energy to adjust to the new **habit** through practice or behavior and for the body to adapt to the new state of balance





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How to build a Habit-Forming Product?

- » The Hook Model is a framework developed by Nir Eyal
- » Helps to understand user engagement and how to create habit-forming products.
- » A product that is successful in creating engagement has four parts: Triggers, actions, variable rewards, and investments.





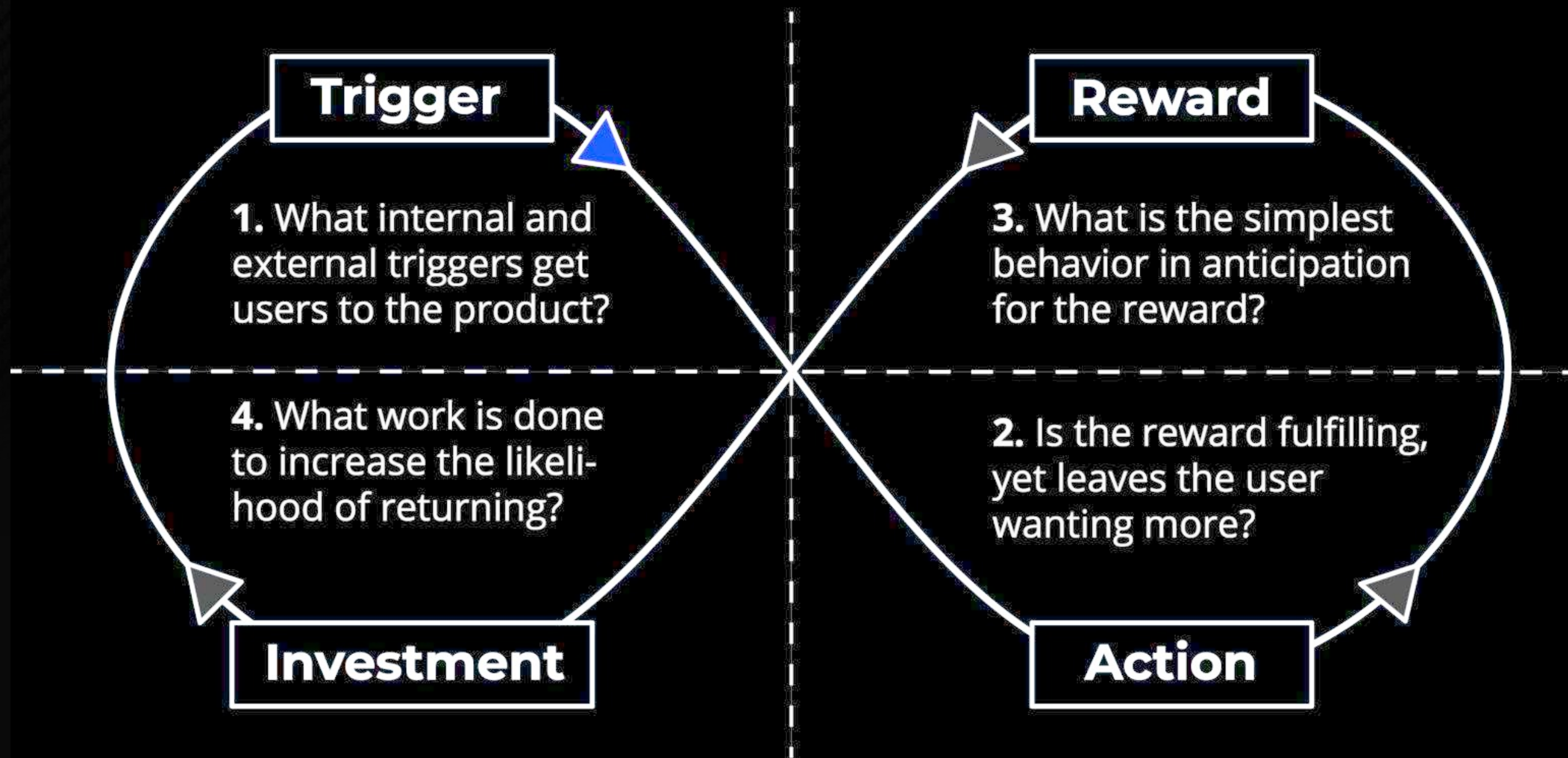
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Hook Model for an app that connects the people in the neighborhood to share backyard garden produce

The Hook Model by Nir Eyal





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1. Trigger

- » Push notifications when new produce is available in the neighborhood
- » Email notifications when a neighbor requests a specific produce
- » App icon badge when new request or offer is available





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2. Actions

- » Browse available produce
- » Request a specific produce from a neighbor
- » Offer to share produce from one's backyard garden





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3. Variable Rewards

- » Discovering new and unique produce
- » Building relationships with neighbors
- » Feeling good about sharing and contributing to the community





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4. Investments

- » Adding a profile picture
- » Adding a bio
- » Adding a list of produce that one's backyard garden can provide
- » Creating a history of produce exchanged with neighbors





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