

# Habit Design

studies how to change

## User Behaviours and Habits

through

## Habit-Forming Technologies

employs a formula

$$B = m + a + t$$

it follows a pattern called

## The Hook

there are 4 different levels

## The Psychology of Habit-Design

is irresponsibly used for

## Manipulation Addiction

could be used for

Help people live happier, healthier, having a more fulfilling and connected life

Behaviour =

Motivation:  
 Seek pleasure / avoid pain  
 Seek hope / avoid fear  
 Seek social acceptance / avoid social rejection

+

Ability:  
 Difficulty level  
 Time required  
 Physical effort required

+

Triggers \*

## Triggers \*

### External

Very connected to designers.

Buttons:  
 "Play this"  
 "Watch this"  
 "Click here"

Links  
 Word of mouth

### Internal

They dictate our habits through powerful negative emotions:

Lonesome, Bored, Indecisive, Confused, Powerless, Dissatisfied, Fatigued, Fear of Loss, Lost

creates "FOMO" (Fear of Missing Out) e.g. Inbox, Instagram

## Action

It's the act of

Scrolling on:  
 Pinterest  
 Facebook's feed

Searching on:  
 Google

Pushing a "play" button on:  
 Youtube

## Variable Rewards

It is anticipated by

"The Nucleus Accumbens"

area in the brain that stimulates the

Stress of Desire

it is possible to super charge by using

Uncertainty  
 Mystery  
 Intrigue  
 Variability

which increases focus, engagement and it is highly habit forming

There are 3 types:

### Tribe

Social Networks:  
 Empathetic joys  
 Partnerships  
 Cooperation  
 Competition  
 Likes  
 Comments  
 Feedback

### Hunt

Information Resources:  
 "Feed" mechanism in most of the technology (scroll to find)

### Self

Self-achievement:  
 Control  
 Confidence  
 Consistency  
 Game Play

Email Inbox:  
 It works like a daily "game" of checking unread messages and clearing the box

## Investment

Loads the next Trigger:  
 What makes us come back?  
 e.g. expecting an answer on Whatsapp.

Stored Value:  
 The more data we put in, the more valuable the product becomes.  
 e.g. number of followers on Twitter