THE HOOK MODEL

by Nir Eyal

You can use the hook model to explore how to retain members. Define a member of your platform. Find 1–2 cards that fit the model's parameters: trigger, action, variable reward & investment. Write down your ideas around this paper based on the cards that you found.

TIP: You could use the different kind of members that you identified in the purpose exercise

Trigger: is the starting point of a certain behavior – a bougie for a motor.

Action: is what the member has to perform to receive the variable reward – can be as simple as a click on a picture.

Variable Reward: is the unexpected and ever changing information that your member gets – number of likes on a post

TRIGGER
INTERNAL & EXTERNAL

ACTION

Member

INVESTMENT

Investment: is the contribution that your member makes, that becomes interesting when revisiting your platform – making a post which can become the trigger to revisit
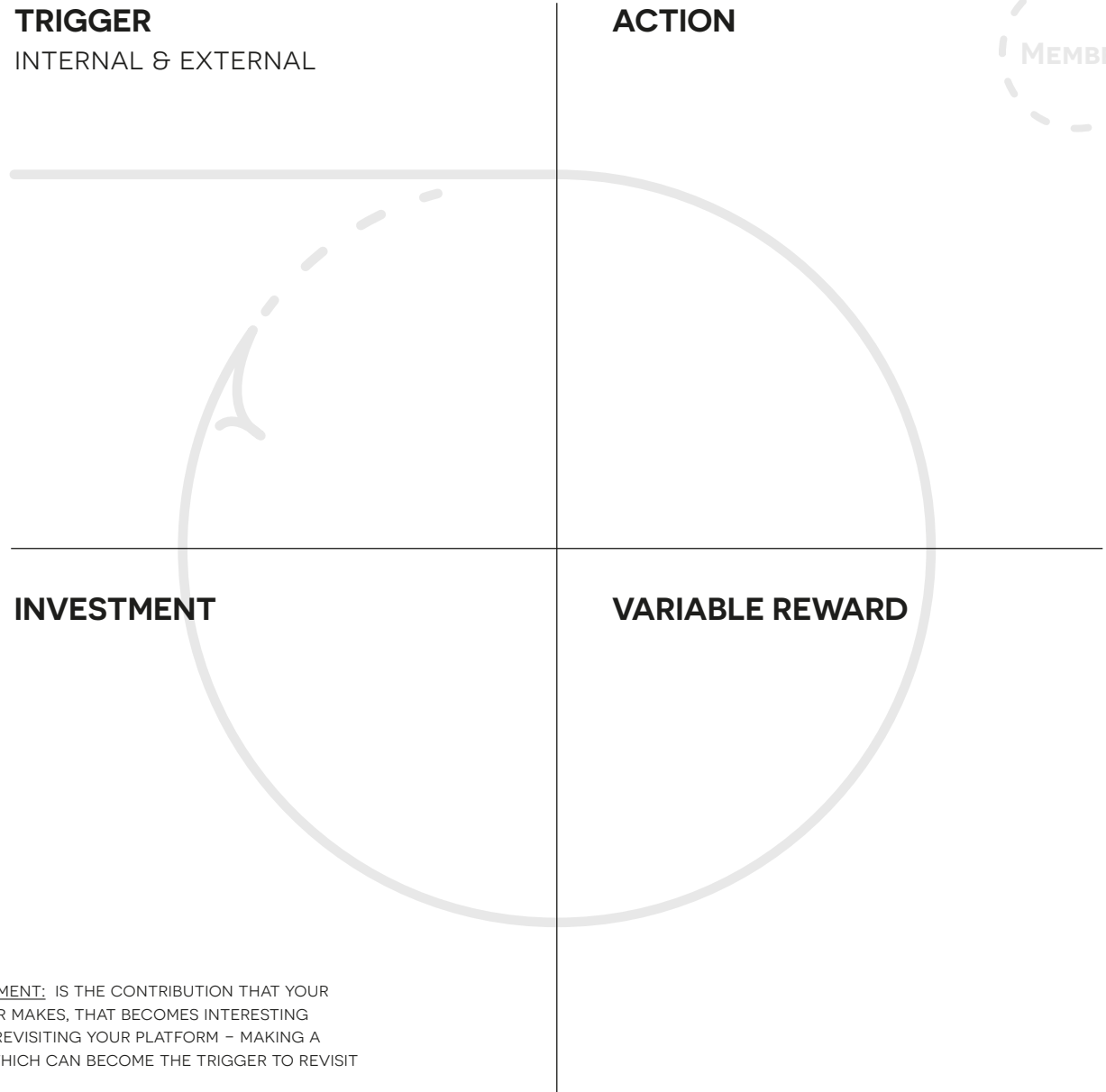
VARIABLE REWARD

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BY NIR EYAL

USE THE HOOK MODEL TO
EXPLORE HOW TO RETAIN
YOUR MEMBERS.

1–2 PERSONS

1,5 HOURS