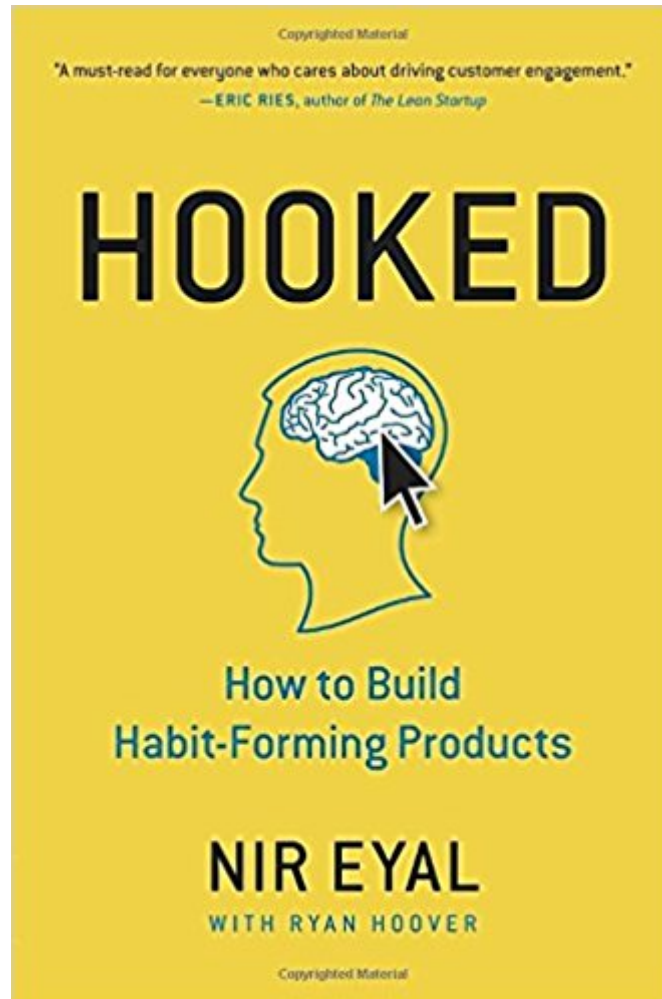


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# Hooked: How To Build Habit-Forming Products



## Synopsis

How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive "hook cycles," these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with:

- Practical insights to create user habits that stick.
- Actionable steps for building products people love.
- Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

## Book Information

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## Customer Reviews

I've heard a great deal about this book lately - first, I saw Eyal give a talk here in San Francisco (I hadn't heard of him, but someone recommended I go - the talk was sold out and a spot opened up),

then someone at a meeting mentioned the book/talk and said it was 'amazing', then the other day I heard him featured on an episode of Planet Money. At least within the tech scene, it seems this book is very well-known, and that, to some extent, scares me. (And to put that into context, I'm a technology designer/researcher - i.e., I'm the kind of person who should be absolutely frothing at the mouth (happily) about this thing.) Most of the reviews I've been seeing have been addressing Eyal's execution of the 'Hooked' concept, which I'd give something like a 2.5 - the ideas are clearly expressed, but the writing is fairly dumbed down, and the book's ideas could (and given his writing style, should) have been expressed in about a quarter-length pamphlet rather than a full book. My biggest problem with the book is its basic premise, that 'hooking' people - that is, making them compulsive users of your technology product - is something worth doing. Eyal makes a number of assumptions about the benefits of technology here - he commonly alludes to Facebook, Instagram, et al as 'solving' our feelings of loneliness, for instance. Among many other occurrences, a line in the book says Instagram "helps users dispel boredom by connecting them with others." Everything about technology use is placed in a positive light - 'solving' problems, 'connecting' users. It's the standard litany of Silicon Valley Tech Speak, but bumped up a great many RPMs and set on continuous repeat.

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