Design with HOOK Worksheet

THE GREATNESS STUDIO

0. Key Habit

In order to	SOLVE THIS PROBLEM ,
our customer	CUSTOMER
needs to	REPEAT THIS ACTION ,
helping us	ACHIEVE THIS BUSINESS GOAL .

1. Triggers

Before our customer	PERFORMS THIS ACTION ,
she is feeling	THIS INTERNAL TRIGGER
so we show	THIS EXTERNAL TRIGGER .

2. Action

I know our customer	PERFORMED THIS ACTION
when	THIS HAS CHANGED .

How will we address the following barriers?

TIME	SOCIAL NORMS
MENTAL EFFORT	PHYSICAL EFFORT
COST	NOVELTY

4. Investment

Our customer can	DO THIS LITTLE TASK
to store valuable	DATA, REPUTATION, ETC. ,
which loads	THE NEXT TRIGGER / DESIRE .

3. Variable Reward

When our customer	PERFORMS THIS ACTION ,
she will get	REWARD OF THE TRIBE, HUNT, OR SELF .

This will change over time by

REWARD VARIABILITY .

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