

HOOK MODEL CANVAS



 CHARACTER

 OBJECTIVE

DATE

VERSION

KEY HABIT

BUSINESS GOALS

1. TRIGGERS

Internal

External

2. ACTION

Behavior

Indicator

4. INVESTMENT

Small Effort

Stored Value

BARRIERS

And how do we remove them?



Time



Novelty



Cost



Social Norms



Mental Effort



Physical Effort

3. VARIABLE REWARD

Reward

Variability



Tribe



Hunt



Self



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<http://d3e.co/hookcanvas>



The HOOK Model was created by Nir Eyal. See *Hooked: How to Build Habit-Forming Products*
<https://www.nirandfar.com/hooked>