

? 1. Why Create User Habits?: Developing user habits is crucial for product longevity and customer retention in the digital age

Habits are behaviors we repeat automatically, like brushing our teeth every night. Becoming part of a users habits gives you: higher customer lifetime value, less price sensitivity, faster viral growth and greater resistance to new competitors.

? 2. Start With Triggers: Effective triggers drive consistent usage and reinitiate user interaction with your app

The first step of creating habits are triggers, which nudge people to take some action like visiting our app. External triggers come from outside like paid advertising, email newsletters and app notifications. Internal triggers include their own feelings, thoughts and mental connections.

? 3. Make Action Easy: By making user actions simple and intuitive, you increase likelihood of repeated use

The second step of user habits is action. Encourage your users to take the right action by making it as simple as possible. Reduce any steps or distractions. Google is a great example of doing this right.

? 4. Implement Variable Rewards: Keeping users more highly engaged and interested through unpredictable payoffs

The third step of user habits are variable rewards—the (somewhat unpredictable) satisfaction of a desire. Common rewards include social acceptance, sensory stimulation and personal accomplishment. Continuous novelty is also important and it can be provided through user-generated content or interaction.

? 5. Engineer User Investment: When people invest time or effort, their connection to the product deepens

The fourth step is investment, which means having the user contribute something into the product like their data, social connections, money, etc. The more someone uses your product, the more valuable and customized it should become to them.

? 6. Habit Testing: Test and measure new elements designed to increase your product's engagement

Habit testing is finding our most engaged users and creating more of them. First we must identify who our most passionate users are, then codify which behaviors they have in common, then modify our product to nudge more users down the same path.

This is just a sample!

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