

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

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

TRIGGER
INTERNAL & EXTERNAL

ACTION



INVESTMENT

VARIABLE REWARD



THE HOOK MODEL

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



1-2 PERSONS



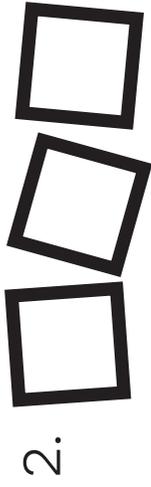
1.5 HOURS

PURPOSE PLATFORM

A CLEAR PURPOSE IS IMPORTANT TO DESCRIBE HOW THE PLATFORM FULFILLS THE GOALS AND NEEDS OF ITS MEMBERS. SINCE THE PURPOSE CAN CHANGE OVER TIME, THIS EXERCISE ISN'T ONLY VALUABLE WHEN SETTING UP A PLATFORM, BUT ALSO WHEN EVALUATING THE CURRENT SITUATION.



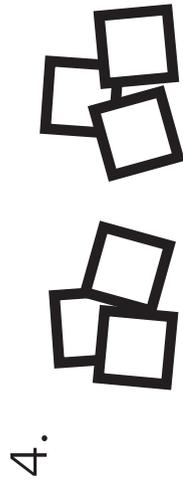
IDENTIFY THE DIFFERENT MEMBERS OF YOUR PLATFORM AND WRITE EACH OF THEM ON A POST-IT. DIVIDE THE POST-ITS AMONG THE WORK-SHOP'S PARTICIPANTS.



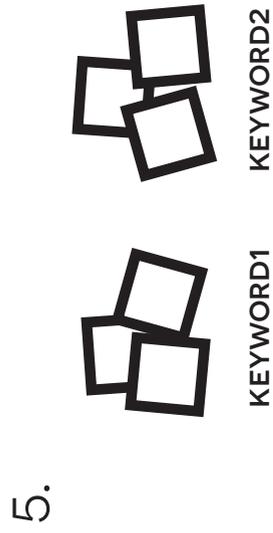
BRAINSTORM ABOUT THE MEMBERS' NEEDS FOR THE PLATFORM. WRITE IN ONE POST-IT EACH NEED.



PRESENT YOUR FINDINGS TO EACH OTHER



CLUSTER THE POST-ITS THAT ARE SIMILAR TO EACH OTHER



LOOK AT THE CLUSTERS AND WRITE DOWN ONE OR TWO KEYWORDS OF THAT CLUSTER



COMBINE ALL THE KEYWORDS INTO ONE SENTENCE THAT DESCRIBES THE PLATFORM'S PURPOSE

PURPOSE PLATFORM

DEFINE THE PURPOSE OF
YOU PLATFORM. A GOOD
STARTING POINT WHEN
SETTIN UP YOUR PLATFORM.



2-4 PERSONS

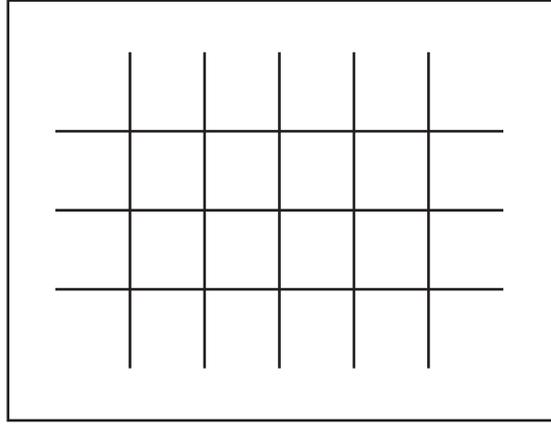


1 HOUR

MEMBER LIFE CYCLE

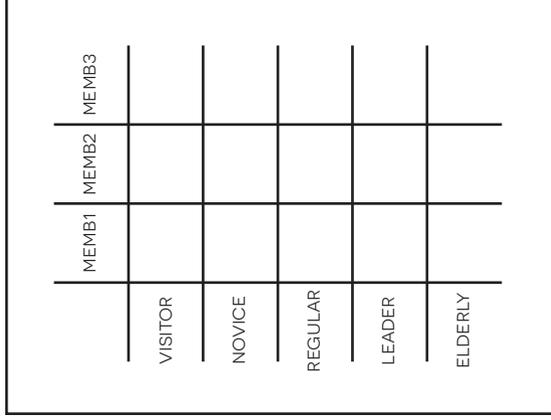
MEMBERS HAVE DIFFERENT LEVEL OF INVOLVEMENT OVER TIME. IN ORDER TO MATCH THE NEEDS FROM THE MEMBERS AT EACH STAGE, YOU COULD PERFORM THIS MEMBER LIFE CYCLE BRAINSTORM. IN THIS BRAINSTORM YOU WILL LOOK AT DIFFERENT KIND OF MEMBERS IDENTIFIED AT THE PURPOSE EXERCISE AND SEE HOW THE REQUIREMENTS OF THE MEMBERS AT DIFFERENT STAGES CHANGE IN THEIR LIFE CYCLE.

1.



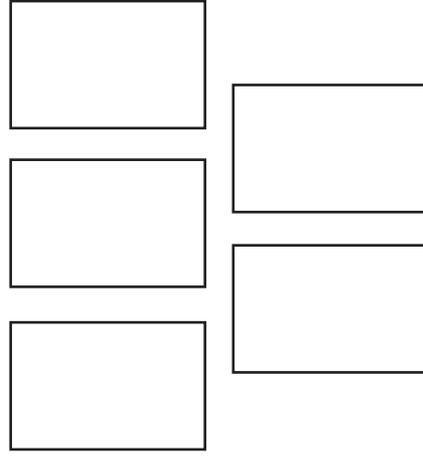
DRAW A GRID OF 4X6 ON A BIG PIECE OF PAPER

2.



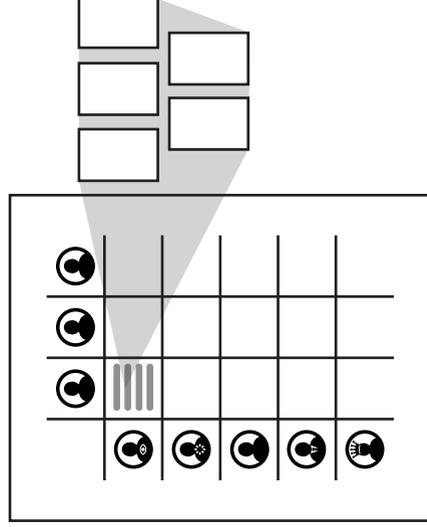
WRITE YOUR DIFFERENT KIND OF MEMBERS ON THE TOP AND THE DIFFERENT STAGES ON THE LEFT (VISITOR, NOVICE, REGULAR, LEADER, ELDERLY)

3.



PICK 3-5 CARDS FROM THE MEMBERS, COMMON GROUND OR CONTRIBUTION HEURISTICS, THAT WOULD CHANGE OVER TIME IN THE DIFFERENT PHASES OF THE MEMBER'S LIFE CYCLE. WE SUGGEST: MOTIVATORS, TARGETED REQUEST, THRESHOLD.

4.



FOR EACH OF THE CARDS, WRITE DOWN IN THE CELL HOW THE PLATFORM SHOULD BE DESIGNED FOR THE PERSONA IN THAT CERTAIN PHASE OF THE MEMBER LIFECYCLE.

MEMBER LIFE CYCLE

IN THIS BRAINSTORM YOU
WILL LOOK AT DIFFERENT
TYPES OF MEMBERS AND
MAP THEIR REQUIREMENTS
AT DIFFERENT STAGES.



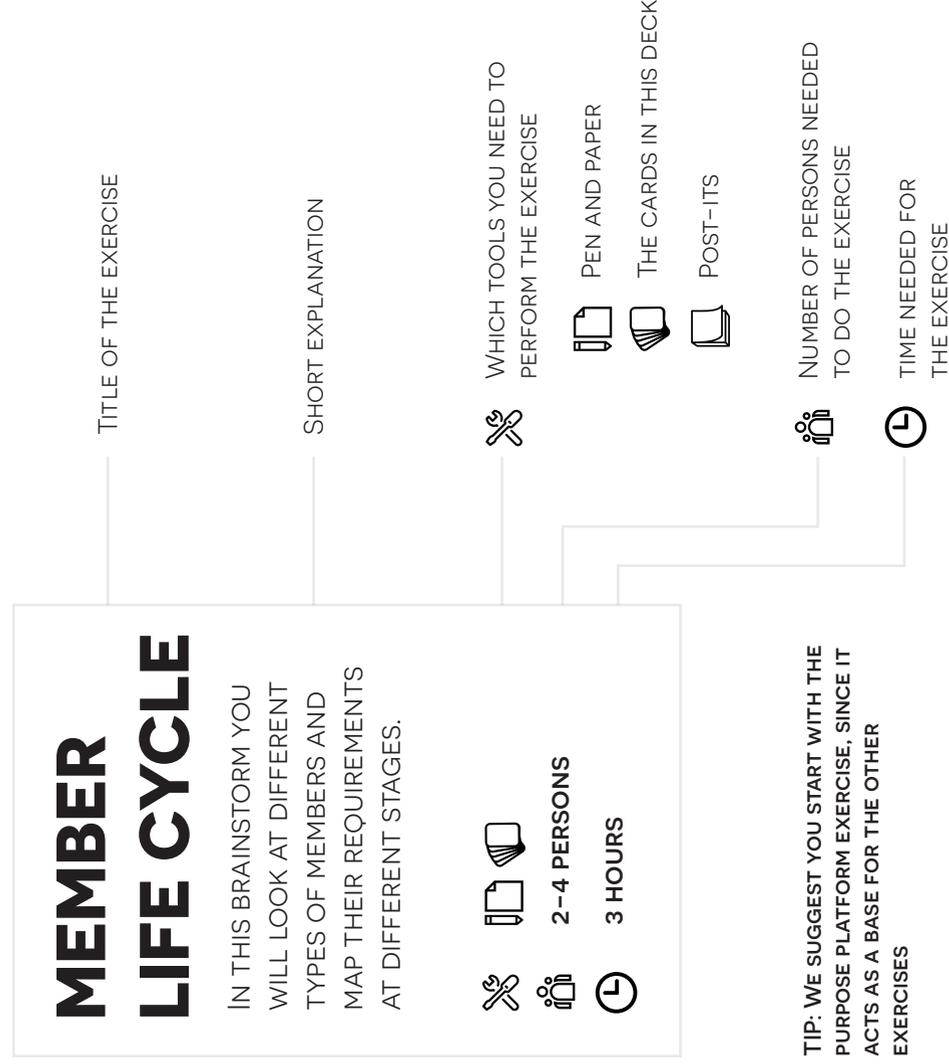
2-4 PERSONS



3 HOURS

INSTRUCTIONS

THANK YOU FOR USING THESE CARDS. WE HOPE THEY CAN HELP YOU TO DESIGN YOUR ONLINE COMMUNITY. INCLUDED IN THE DECK ARE 3 EXERCISES THAT YOU CAN PERFORM WITH THE CARDS. WE WILL EXPLAIN QUICKLY HOW YOU COULD BEST USE THESE EXERCISES AS AN INSTRUCTOR.



FEEDBACK?

WE LOVE TO HEAR HOW YOU HAVE USED THE CARDS AND EXERCISES. WITH YOUR FEEDBACK, WE CAN IMPROVE THE CARDS AND MAKE SUCCESSFULL COMMUNITIES!

INFO@CROWDEVALUATION.NL

MORE EXERCISES

WANT MORE EXERCISES ? CHECK OUR PLATFORM FOR THE MOST UP TO DATE LIST OF EXERCISES. WE WILL ALSO POST WORKSHOPS YOU COULD ATTEND

WWW.CROWDEVALUATION.NL

INSTRUC TIONS

FIND OUT HOW YOU CAN
USE THE CARDS AND
EXERCISES