

# Nir Eyal

## Quotes

*Action, Pain, Habit, Thinking, Engagement, Company, People, Products,  
Alleviate, Next, Different, Growth, Links, Creating, Threat, Emotion, Users,  
Rejection, Why Not, Investing*

Companies leverage two basic pulleys of human behavior to increase the likelihood of an action occurring: the ease of performing an action and the psychological motivation to do it.

~Nir Eyal

Habit-forming products often start as nice-to-haves, but once the habit is formed, they become must-haves.

~Nir Eyal

Instead of relying on expensive marketing, habit-forming companies link their services to the users' daily routines and emotions.

~Nir Eyal

Reducing the thinking required to take the next action increases the likelihood of the desired behavior occurring unconsciously.

~Nir Eyal

Why not live now instead of someday?

~Nir Eyal

For an infrequent action to become a habit, the user must perceive a high degree of utility, either from gaining pleasure or avoiding pain.

~Nir Eyal

Products with higher user engagement have the potential to grow faster than their rivals.

~Nir Eyal

Like flossing, frequent engagement with a product, especially over a short period of time, increases the likelihood of forming new routines.

~Nir Eyal

Users who continually find value in a product are more likely to tell their friends about it.

~Nir Eyal

To initiate (user) action, doing must be easier than thinking.

~Nir Eyal

Habit-forming products alleviate users' pain by relieving a pronounced itch.

~Nir Eyal

If users are not doing what the designer intended (when users are investing time, effort, etc in your product), the designer may be asking them to do too much.

~Nir Eyal

User habits are a competitive advantage. Products that change customer routines are less susceptible to attacks from other companies.

~Nir Eyal

The ultimate goal of a habit-forming product is to solve the user's pain by creating an association so that the user identifies the company's product or service as the source of relief.

~Nir Eyal

You'll often find that people's declared preferences - what they say they want - are far different from their revealed preferences - what they actually do.

~Nir Eyal

The aim is to influence customers to use your product on their own, again and again without relying on overt calls to action such as ads or promotions.

~Nir Eyal

Fogg states that all humans are motivated to seek pleasure and avoid pain; to seek hope and avoid fear; and finally, to seek social acceptance and avoid rejection

~Nir Eyal

Many innovations fail because consumers irrationally overvalue the old while companies irrationally overvalue the new.

~Nir Eyal

As fleeting commitments, diets often fail. Thinking of dietary choices as part of who you are...can give them real staying power

~Nir Eyal

Brainstorm new interfaces that could introduce opportunities or threats to your business.

~Nir Eyal

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