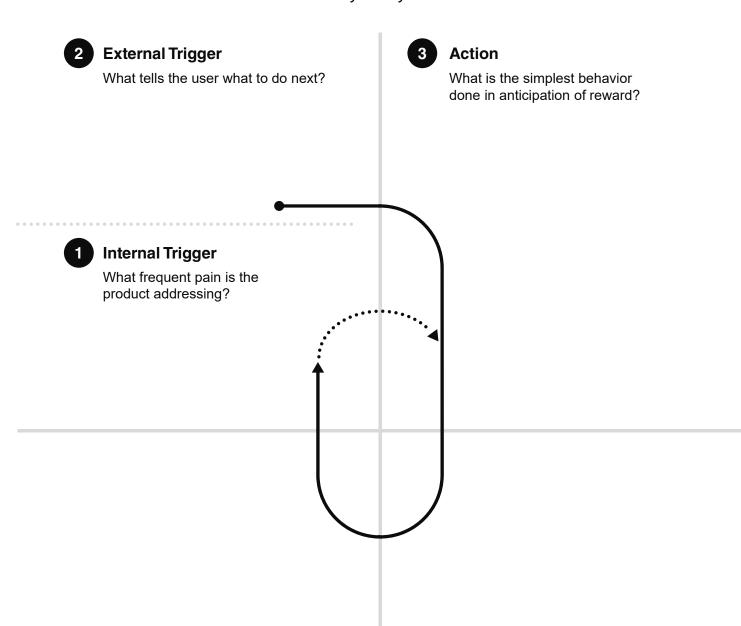
Hooked Model

by Nir Eyal



5 Investment

What "bit of work" increases the likelihood of returning?

4 Variable Reward

Is the reward fulfilling, yet leaves the user wanting more?

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