



Tecnológico
de Monterrey



Reading Challenge (Challenge, Ken)



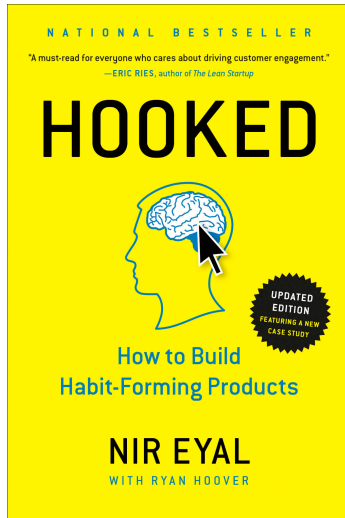
Tecnológico
de Monterrey

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Campus Guadalajara

Software Systems Planning (Gpo 101)

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Hooked: How to Build Habit-Forming Products



How do successful companies create products people can't put down?

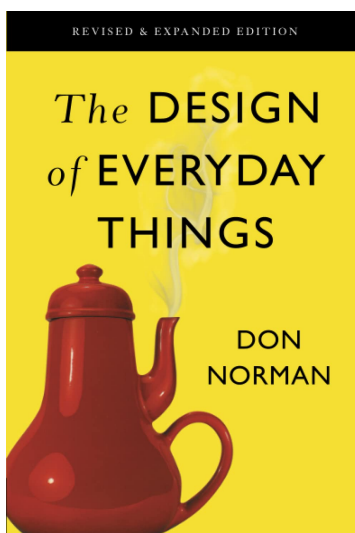
Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying how technologies hook us?

Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive “hook cycles,” these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging.

Hooked is based on Eyal's years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers, marketers, start-up founders, and anyone who seeks to understand how products influence our behavior.

Pages: 256

The Design of Everyday Things



Design doesn't have to be complicated, which is why this guide to human-centered design shows that usability is just as important as aesthetics.

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door.

The fault, argues this ingenious -- even liberating -- book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships

between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization.

The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time.

The Design of Everyday Things is a powerful primer on how -- and why -- some products satisfy customers while others only frustrate them.

Pages: 368

Reading Plan

Having **624 pages** in **total**, and **14 weeks** for this class in the semester, a good reading plan would be reading about **44 pages a week**. Finishing the **first book** in about **6 weeks**, and the **second book** in **8 weeks**.