In this week’s “Things” they are focused on how people focus their attention and also what motivates people. Within the readings of #45-52, “Things”, from the book “100 Things Every Designer Needs to Know About People”, I will be looking closer and elaborating upon #50 “People are more motivated as they get closer to a goal” and #51 “Variable rewards are powerful” (Susan M. Weinschenk, 2020).

Starting with “Thing” #50, “People are more motivated as they get closer to a goal”, this shows that people tend to increase engagement with activity as a goal can be visualized as realized. The book had a great example of a punch card for purchasing coffee. As you purchase you receive a stamp, but there is a higher probability if you already give person a completed stamp even if the remainder is the same as a full blank card. This is due to the task already being started, seeing this progress gives a clearer visualization of being able to achieve reward. There are many applications I have seen this in, but usually based on daily visits. So, if you visit 10 days in a row you get X. This is an example of #50 in action, mark the first day so you are already 10% of the way there just by loading in.

The second “Thing” this week I will be looking into is #51 “Variable rewards are powerful”. These variable rewards can be types of promotions at many establishments now, rewarding with reoccurring action. A great example that is similar would be the point system at McDonald’s, Chick-Fil-A, Wendy’s or about any other fast-food location. These strategies reward you with points based on your purchase to accumulate for free stuff on future visits. This incentivizes you to continue to be a patron to get to the freebies, even though you are spending a lot to get these rewards; however, your focus is on the end goal. Here is a great article about these restaurant loyalty programs that is worth a read: <https://www.openloyalty.io/insider/restaurant-loyalty-programs-10-successful-examples-2022>

# References

Susan M. Weinschenk, P. (2020). *100 Things Every Designer Needs To Know About People.* New Riders; 2nd edition.