Hook Model

Trigger Internal: 1) What does the user really want. => the user wants to be informed about the newly endangered species of the turtles and wants to know what led to this.

Trigger External: 2) What gets the user to the product => he wants to see what the life of a turtle looks like.

Action: 3) What is the simplest behavior in anticipation of reward => the user does what it thinks is right for the turtle, avoiding the trash and eating the food, thus making the turtle grow healthy.

Variable Reward: 4) Is the reward fulfilling, yet leaves the user wanting for more? => The user has made the turtle grow from a hatchling to a teen as he sees there is so much more time left until he fully develops into an adult. He anticipates his growth and wants to get there.

Investment: 5) What is the 'bit of work' done to increase the likelihood of returning? => As the user sees that the turtle has grown up into an adult, himself helping it, working with it and seeing it lose its life to the contaminated waters of the ocean. The user wants to try again, to save the turtle which inevitably will lose its life.

Hook Model

Trigger External: The user sees the hatchling being brought in a clean ocean which is barely contaminated by filth, trash and such.

Action External: The user helps the hatchling grow into a teen by helping him avoid the trash and making him eat good food.

Variable Reward External: The user feels accomplished by the deed he has done and tries to keep the turtle healthy.

Investment External: The user wants to keep the turtle healthy as he tries to avoid the now more contaminated ocean.

Trigger Internal: The user has brought the turtle to its maturity and sees that the ocean is a festering place for infection, filled with trash.

Action Internal: The user feels that he has to save the turtle, trying to avoid all the plastic bags and poachers, but even the food now contains trash and it is slowly taking away at the turtle's life.

Variable Reward Internal: The user sees that the turtle did not make it, the ocean being too filthy for it to be able to continue living.

Investment Internal: The consequences of their actions lead the user to re-think the way they manage their trash and waste.