53. Unpredictability keeps People Searching

We run into this every day. If you have a smartphone, on twitter, or watch YouTube. As I watch YouTube on my phone, I see multiple videos as I scroll through my feed. Most of these videos are eye catching and keep you scrolling. In web development, it is imperative that you understand this physical trait. Understanding how dopamine keeps your user engaged will give your web app more traffic and engagement. One could make the argument that too much engagement is morally wrong. Perhaps the right amount is letting the user feel as if he/she got something from the interaction.

55. People are Motivated by Progress, Mastery, and Control

This is great design principle as it can be used in virtually all media. The book does a great job of showing progress bars in its example. It is important to see the steps of the process to keep you motivated. It works the same way as checking your weight on a scale after a week. Progress keeps you motivated, especially in incremental steps.

Bootstrap has an excellent tutorial on progress bars that will help with this concept

https://www.w3schools.com/bootstrap/bootstrap\_progressbars.asp