Julio Pochet – Module 2 Discussion Post

# #50 – People Are More Motivated as They Get Closer to a Goal

We’ve all experienced this: when you're almost done with something, you want to finish it more than when you're just starting. The Goal-Gradient Effect explains this behavior. The coffee shop stamp card example made it clear in the reading—but the idea applies to way more than loyalty cards.

## Embellishment:

According to a study by Kivetz, Urminsky, and Zheng (2006), people are more motivated when they feel like they’ve already made progress, even if it's fake (like two bonus stamps). Designers use this to keep users engaged in platforms like learning apps, gamified reward systems, and signup flows.  
📚 Study link: <https://journals.sagepub.com/doi/10.1509/jmkr.43.1.39>

## Visual Example:

Duolingo Progress Tracker - Visit https://www.duolingo.com/ and view your XP bar or daily streak. This shows how the closer users complete a goal, the more driven they are to reach it.

A screenshot of a computer

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# #92 – People Want More Choices and Information Than They Can Process

This one is super real. We think we want more options, but too many choices can make us freeze up. The famous Jam Study by Iyengar & Lepper (2000) proved that people were likelier to buy when they had 6 options versus 24. Too many choices = less action.

## Embellishment:

This applies a lot in e-commerce and app design. Users get decision fatigue when sites show too many products or categories up front. A clean layout with limited, grouped options helps users feel in control. The best designers use progressive disclosure to reveal more info gradually, so users don’t feel overwhelmed.  
📚 Jam Study – Full PDF: <https://faculty.washington.edu/jdb/345/345%20Articles/Iyengar%20&%20Lepper%20(2000).pdf>

## Visual Example:

Airbnb Filters - Go to https://www.airbnb.com/, enter a destination and date, then press search. At first, you'll see only a few basic filters. As you click more, Airbnb reveals advanced options like amenities and accessibility, helping users avoid decision fatigue.

A screenshot of a homepage

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A screenshot of a phone

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