**Subject: Julio Pochet – Motivation in Web Design: #50 & #51**

This week, I chose:

**#50 – People Are More Motivated as They Get Closer to a Goal**  
**#51 – Variable Rewards Are Powerful**

🔹 **Embellishment (#50):**  
The reading explains how people push harder when they’re close to reaching a goal. It didn’t mention how this is used in app sign-up flows. Many websites now break up their registration process into steps, showing your progress like “Step 2 of 4.” Even if the steps are short, people think, “I’m already halfway done; I might as well finish.” I’ve seen this in apps like LinkedIn or Duolingo. It’s wild how a simple progress bar can make you way more likely to keep going.

🔸 **Visual Example (#51):**  
A clear example of variable rewards is Twitter’s notification tab. You never know what will show up — it could be likes, follows, or nothing. That mystery makes people check it nonstop. In web design, stuff like random quotes, hidden messages, or surprise elements (like daily challenges or rotating tips) can create the same effect. Below is a screenshot that shows how just a red dot can trigger someone to click:

These tricks work because they tap into how our brains are wired — and they’re lowkey everywhere.

