

DR. TOSHL
OR HOW WE LEARNED
TO STOP WORRYING
AND LOVE THE FINANCE

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CTO @TOSHL



TOSHL FINANCE



HABIT FORMING APPS

*A habit is a routine of behavior
that is repeated regularly and
tends to occur subconsciously.*

— Wikipedia (obviously)

OLD HABITS ARE HARD TO BREAK

NEW HABITS ARE HARD TO FORM

THE HOOK MODEL

SO, WHAT IS THIS DOOMSDAY MACHINE ANYWAY?

'A must-read for everyone who cares
about driving customer engagement'

ERIC RIES, author of *The Lean Startup*

HOOKED



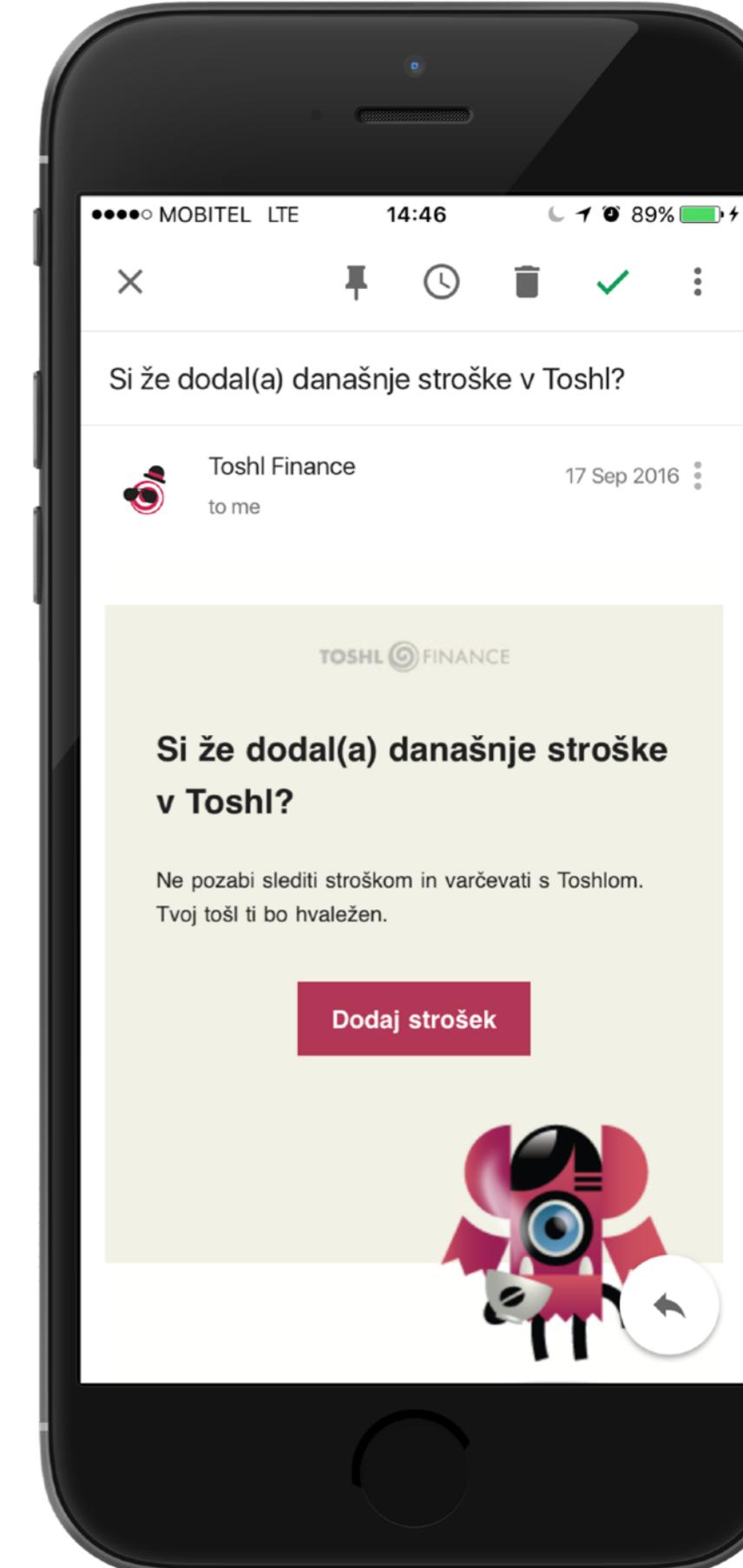
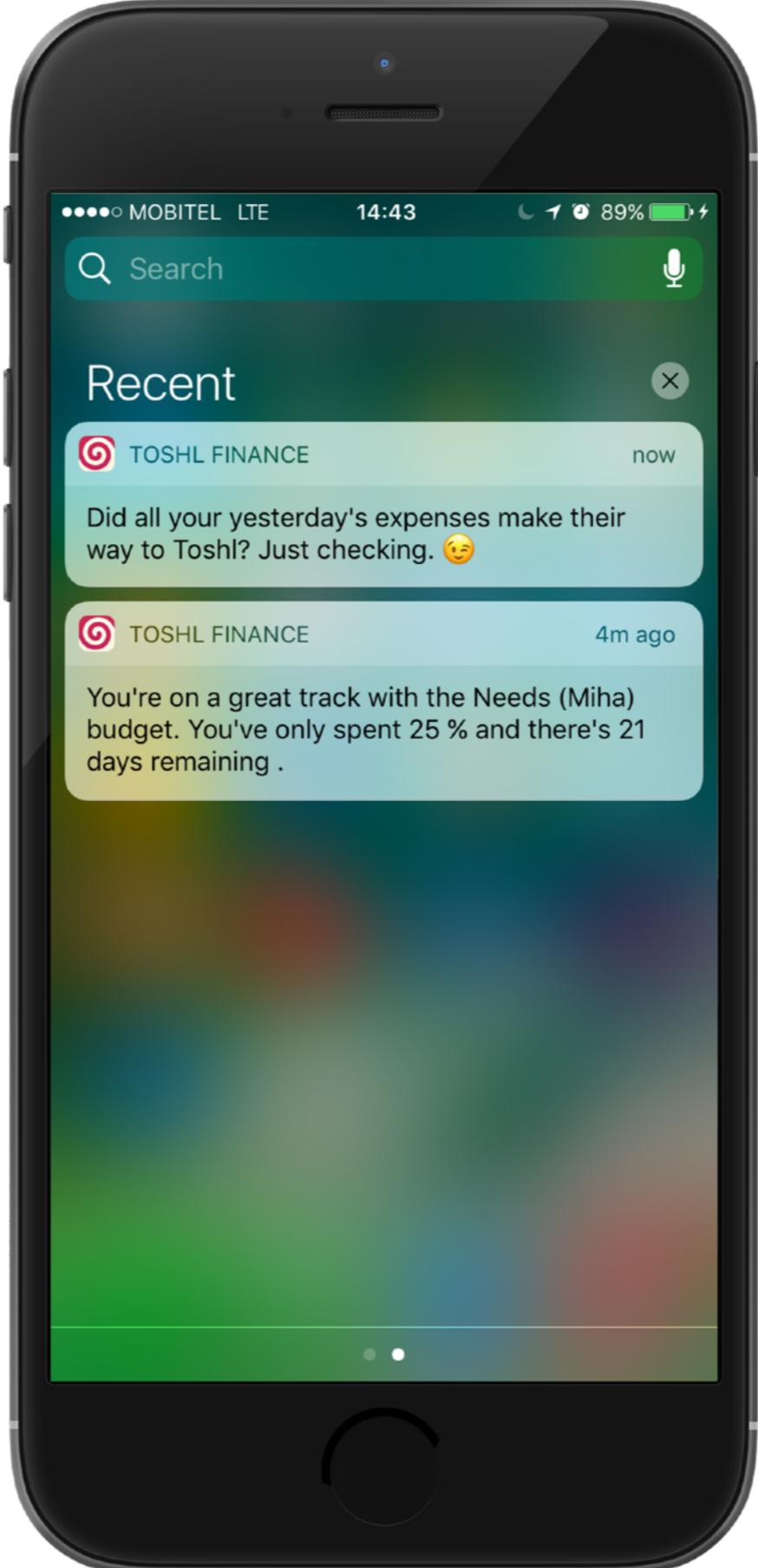
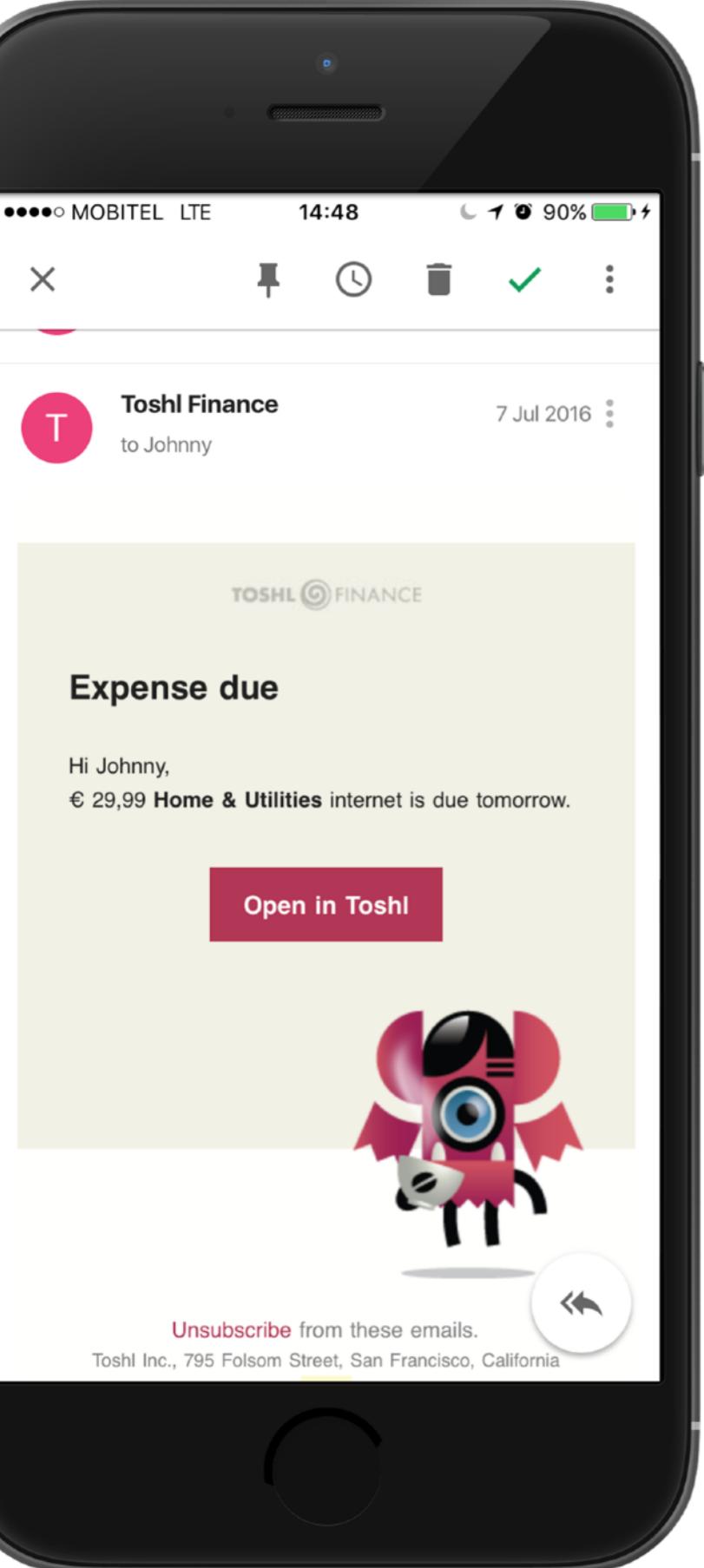
How to Build
Habit-Forming Products

NIR EYAL

WITH RYAN HOOVER



TRIGGER



ACTION

COGNITIVE BIAS CODEX

What Should We Remember?

We favor simple-looking options and complete information over complex, ambiguous options

To avoid mistakes, we aim to preserve autonomy and group status, and avoid irreversible decisions

To get things done, we tend to complete things we've invested time & energy in

To stay focused, we favor the immediate, relatable thing in front of us

Need To Act Fast

To act, we must be confident we can make an impact and feel what we do is important

We project our current mindset and assumptions onto the past and future

We store memories differently based on how they were experienced

We reduce events and lists to their key elements

We discard specifics to form generalities

We edit and reinforce some memories after the fact

Levels of processing effect
Serial position effect
Part-list cueing effect
Recency effect
Primacy effect
Memory inhibition
Modality neglect
Duration effect
List-length effect
Serial recall effect
Misattribution effect
Leveling and sharpening rule
Fading affect bias
Negativity bias
Implicit stereotypes
Stereotypical bias
Implicit associations
Source confusion
False memory
Cryptomnesia
Misattribution of memory
Less-is-better effect
Occam's razor
Conjunction fallacy
Conjunction fallacy
Delmore effect
Law of Triviality
Rhyme as reason effect
Belief bias
Information bias
Ambiguity bias

Status quo bias
Social comparison bias
Decoy effect
Reactance
Reverse psychology
System justification
Backfire effect
Endowment effect
Processing difficulty effect
Pseudocertainty effect
Disposition effect
Zero-risk bias
Unit bias
IKEA effect
Loss aversion
Generation effect
Escalation of commitment
Irrational escalation
Sunk cost fallacy
Identifiable victim effect
Appeal to novelty
Hyperbolic discounting
Peltzman effect
Risk compensation
Effort justification bias
Trait ascription bias
Fundamental attribution error
Illusory superiority
Illusion of control
Actor-observer bias
Self-serving bias
Barnum effect
Forer effect
Optimism bias
Egocentric bias
Lake Wobegone effect
Hard-easy effect
False consensus effect
Third-person effect
Overconfidence effect
Self-consistency effect

Tip of the tongue phenomenon
Google effect
Next-in-line effect
Testing effect
Absent-mindedness
Suffix effect
Modality effect
Duration effect
List-length effect
Serial recall effect
Misattribution effect
Leveling and sharpening rule
Fading affect bias
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Belief bias
Information bias
Ambiguity bias

Projection bias
Pro-innovation bias
Time-saving bias
Planning fallacy
Pessimism bias
Impact bias
Declinism
Moral luck
Outcome bias
Hindsight bias
Rosy retrospection
Telescoping effect

Illusion of transparency
Curse of knowledge
Spotlight effect
Extrinsic incentive error
Illusion of external agency
Illusion of asymmetric insight

We notice things already primed in memory or repeated often

Bizarre, funny, visually-striking, or anthropomorphic things stick out more than non-bizarre/unfunny things

We notice when something has changed

We are drawn to details that confirm our own existing beliefs

We notice flaws in others more easily than we notice flaws in ourselves

We tend to find stories and patterns even when looking at sparse data

We fill in characteristics from stereotypes, generalities, and prior histories

We imagine things and people we're familiar with or fond of as better

We simplify probabilities and numbers to make them easier to think about

We think we know what other people are thinking

Too Much Information

Availability heuristic
Illusory truth effect
Mere exposure effect
Context effect
Mood-dependent forgetting
Mood-congruent memory bias
Frequency illusion
Base rate fallacy
Humor effect
Picture superiority effect
Self-relevance effect
Negativity bias
Anchoring
Contrast effect
Distinction effect
Framing effect
Weber-Fechner law
Confirmation bias
Congruence bias
Post-purchase rationalization
Choice-supportive bias
Observer-expectancy effect
Observer effect
Expectation effect
Ostrich effect
Continued validation
Subjective validation
Simmelweis reflex

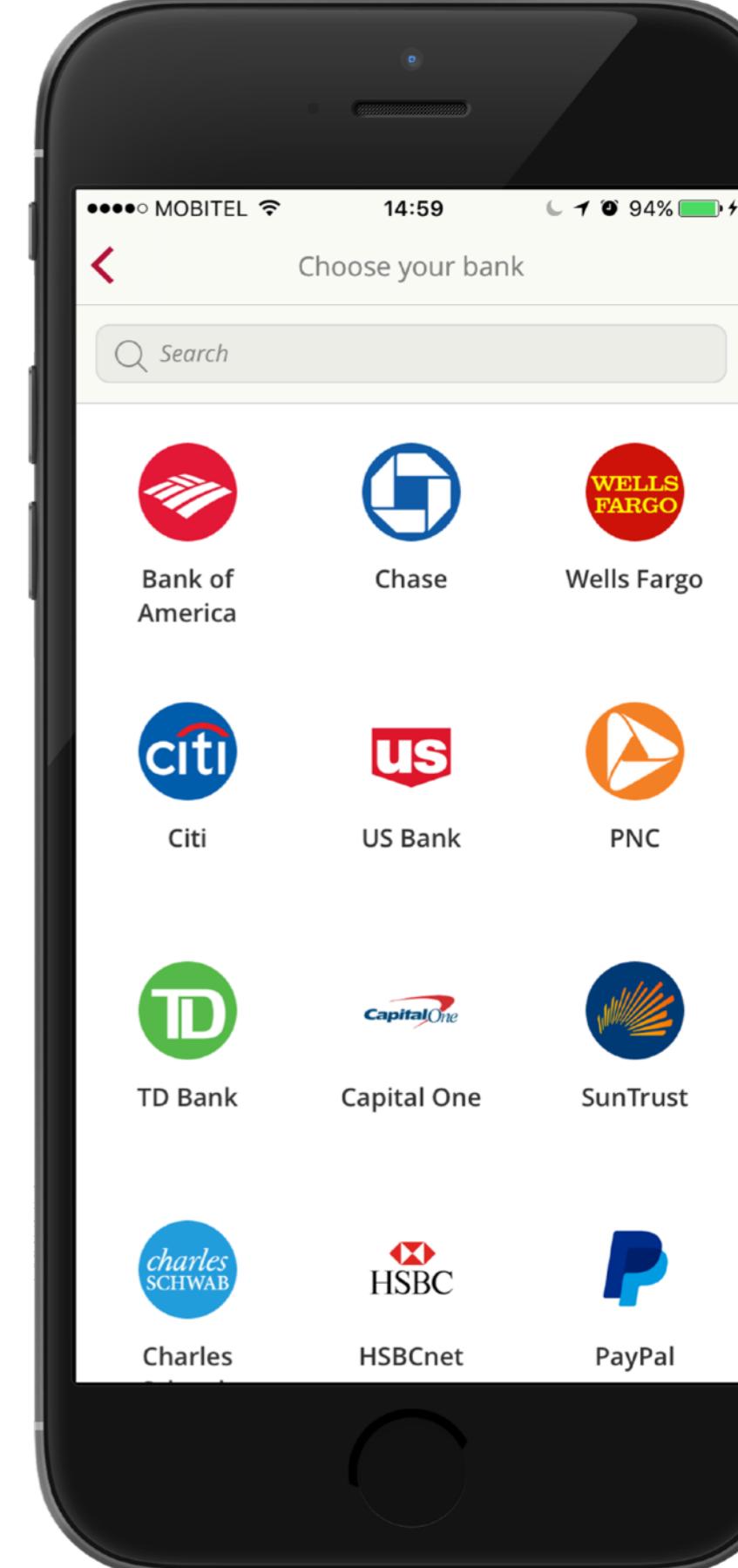
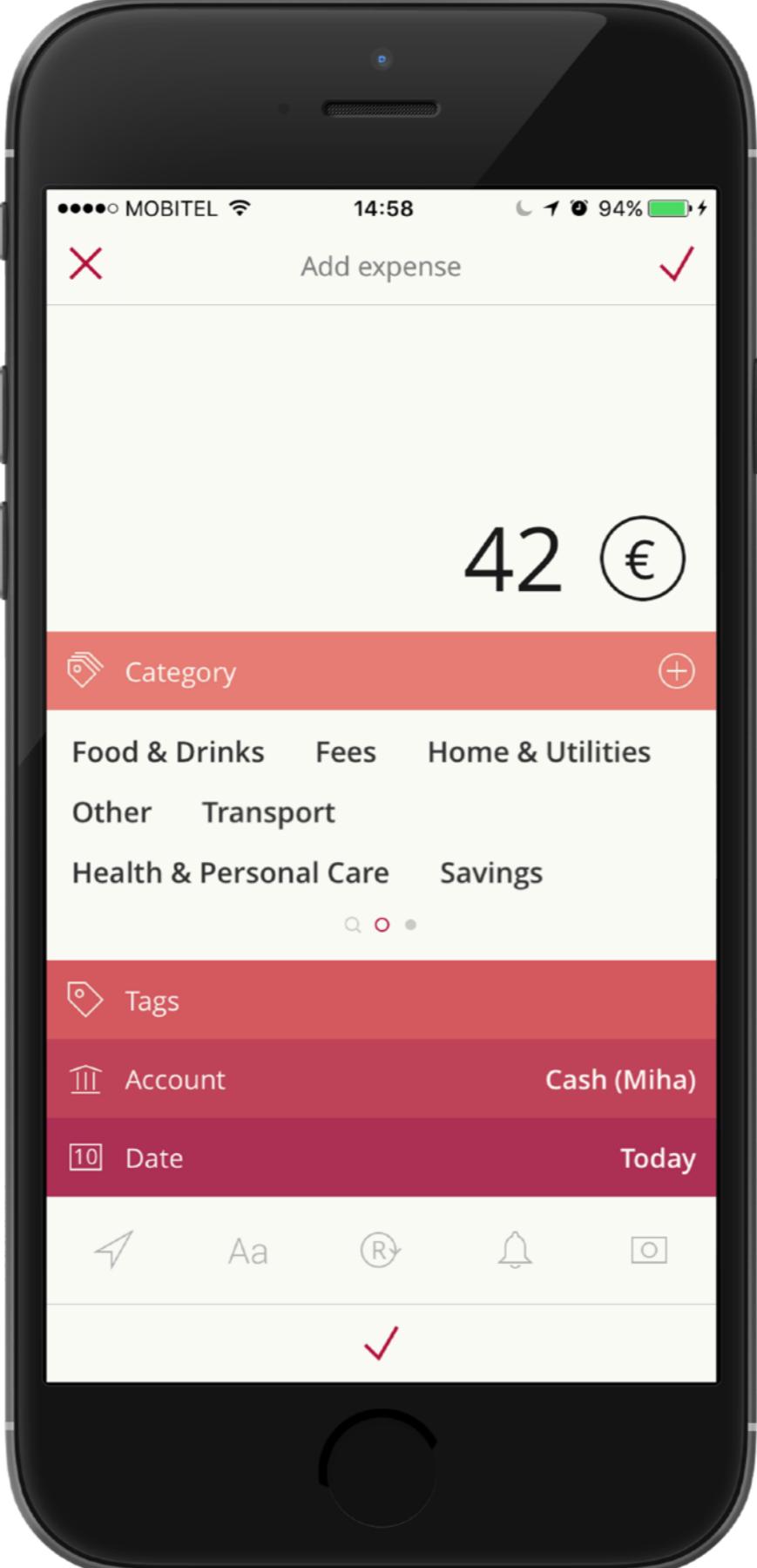
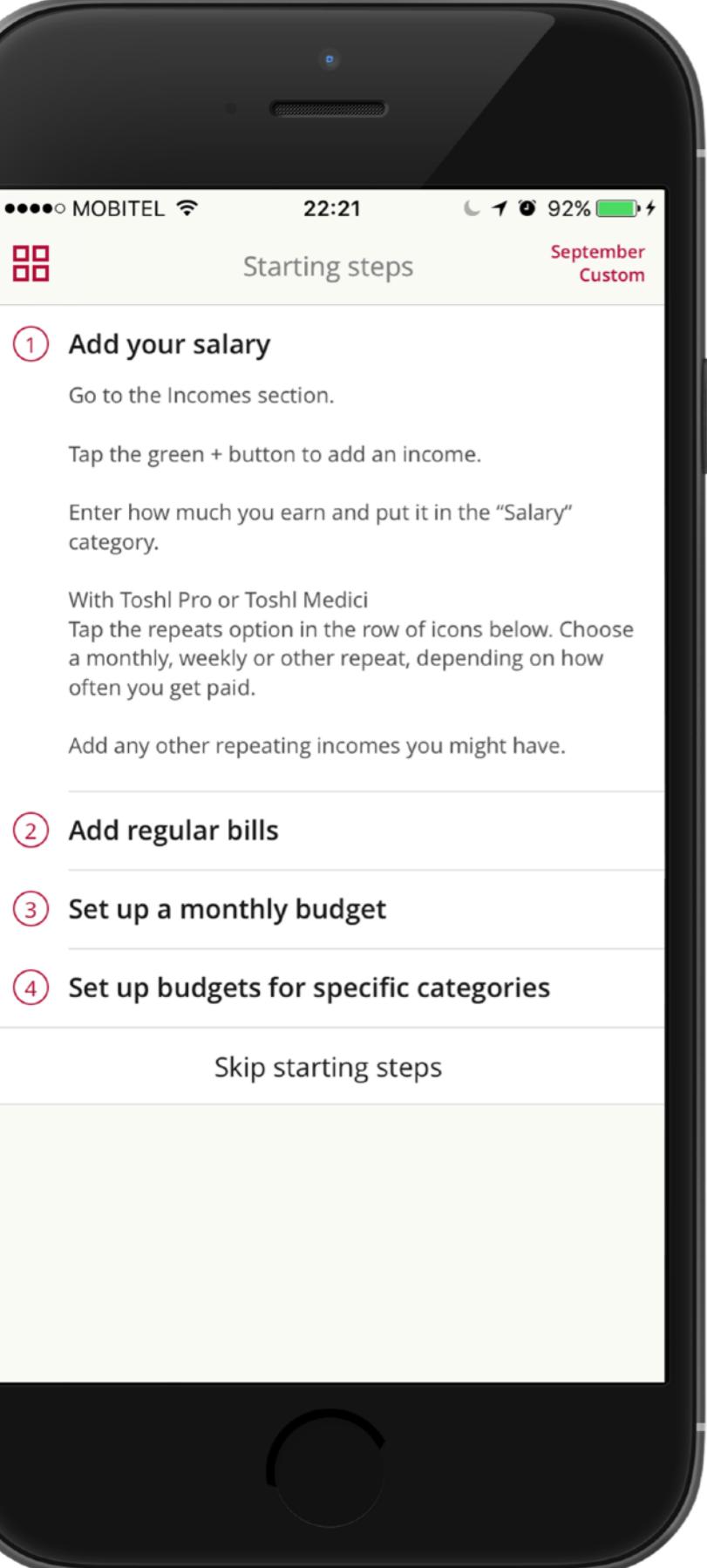
Bias blind spot
Naïve cynicism
Naïve realism
Confabulation
Clustering illusion
Insensitivity to sample size
Neglect of probability
Anecdotal fallacy
Illusion of validity
Masked man fallacy
Recency illusion
Gambler's fallacy
Hot-hand fallacy
Illusory correlation
Pareidolia
Anthropomorphism

Group attribution error
Ultimate attribution error
Stereotyping
Essentialism
Functional fixedness
Moral credential effect
Just-world hypothesis
Argument from fallacy
Authority bias
Bandwagon effect
Placebo effect
Out-group homogeneity bias
Cross-race effect
In-group bias
Cheerleader effect
Not invented here
Positivity effect
Reactive devaluation
Well-traveled road effect
Appeal to probability
Bandwagon effect
Placebo effect
Out-group homogeneity bias
Cross-race effect
In-group bias
Cheerleader effect
Not invented here
Positivity effect
Reactive devaluation
Well-traveled road effect
Appeal to probability

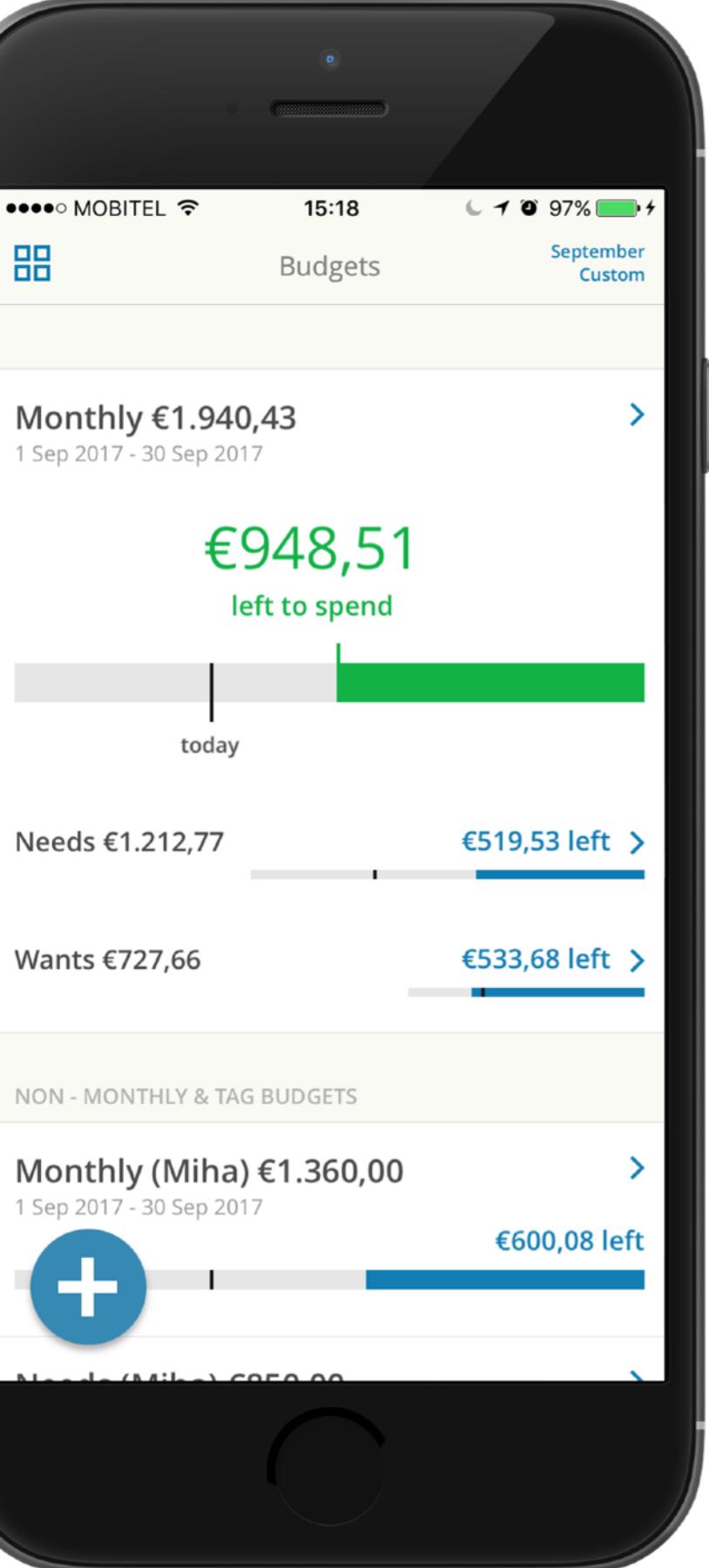
Mental accounting
Normalcy bias
Zero-sum bias
Survivorship effect
Subaddititvity effect
Denominator 7+2
Magic number
Moral luck
Outcome bias
Hindsight bias
Rosy retrospection
Telescoping effect

Illusion of transparency
Curse of knowledge
Spotlight effect
Extrinsic incentive error
Illusion of external agency
Illusion of asymmetric insight

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VARIABLE REWARD



Expenses September Custom

15:18 97% ⚡

Planned in September 2017 €535,16

Today €5,61

Food & Drinks špar **€5,61 >**

Yesterday €3,20

Gifts **€2,00 >**

Food & Drinks **€1,20 >**

Friday, 8 September 2017 €22,97

Food & Drinks hofer **€19,41 >**

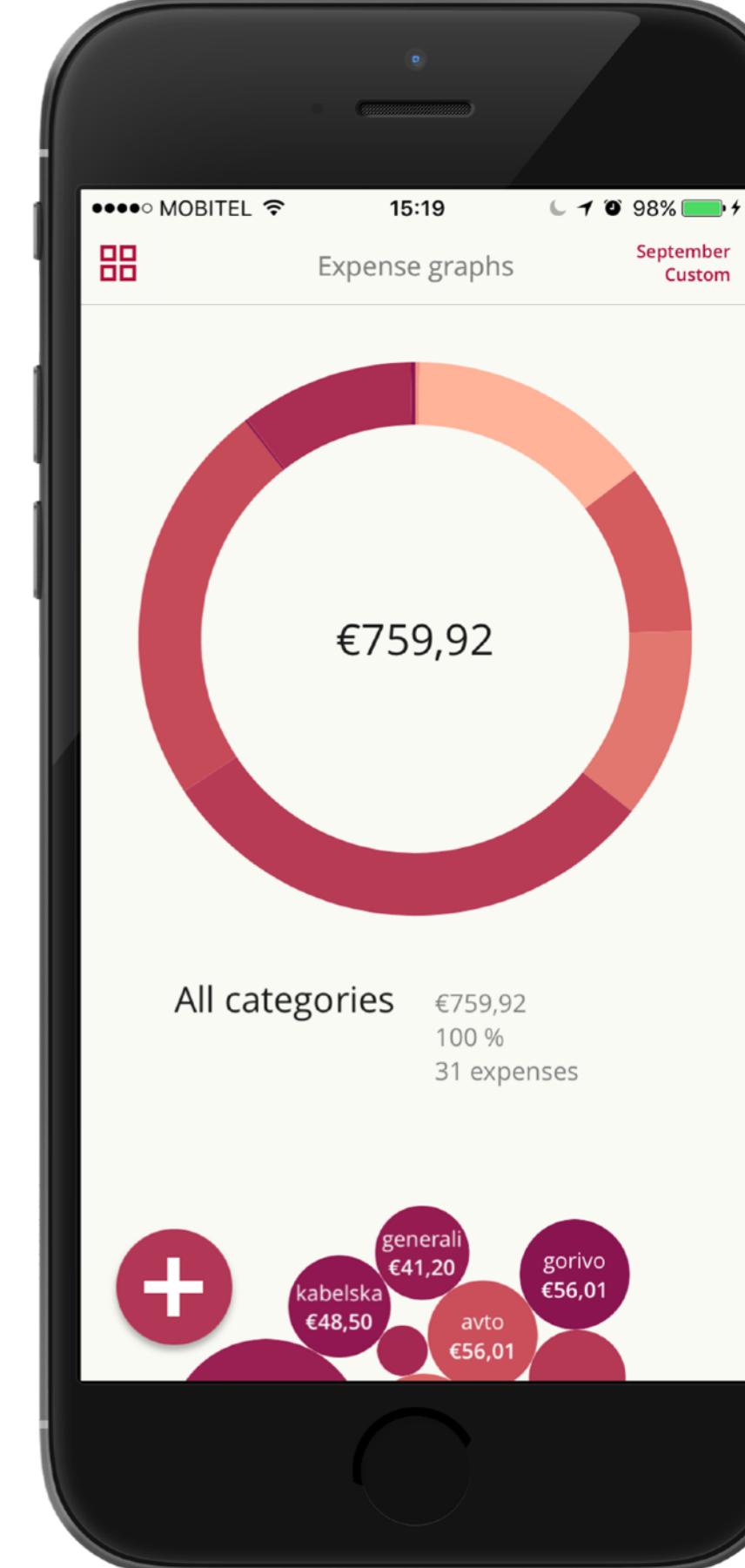
Food & Drinks špar **€3,56 >**

Thursday, 7 September 2017 €100,66

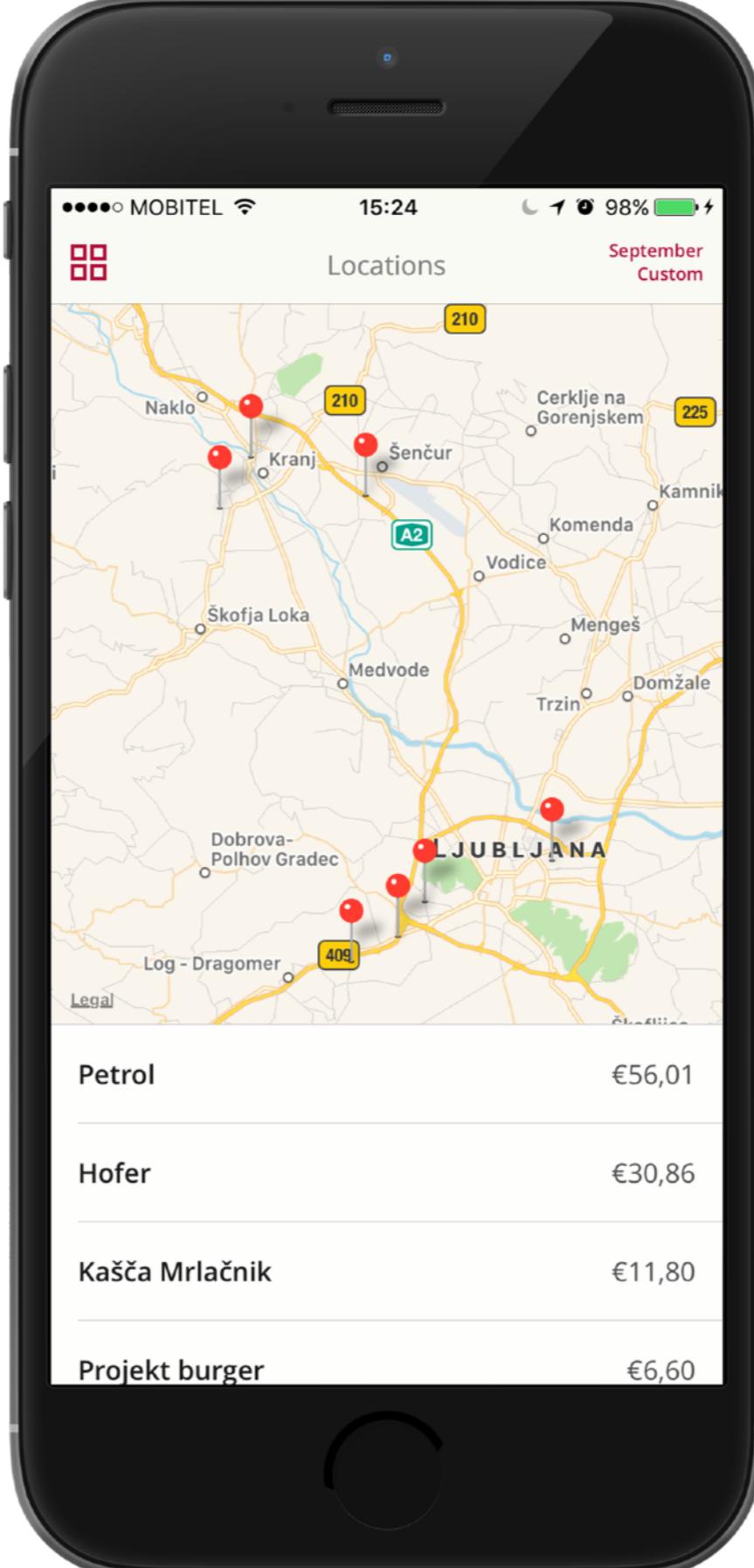
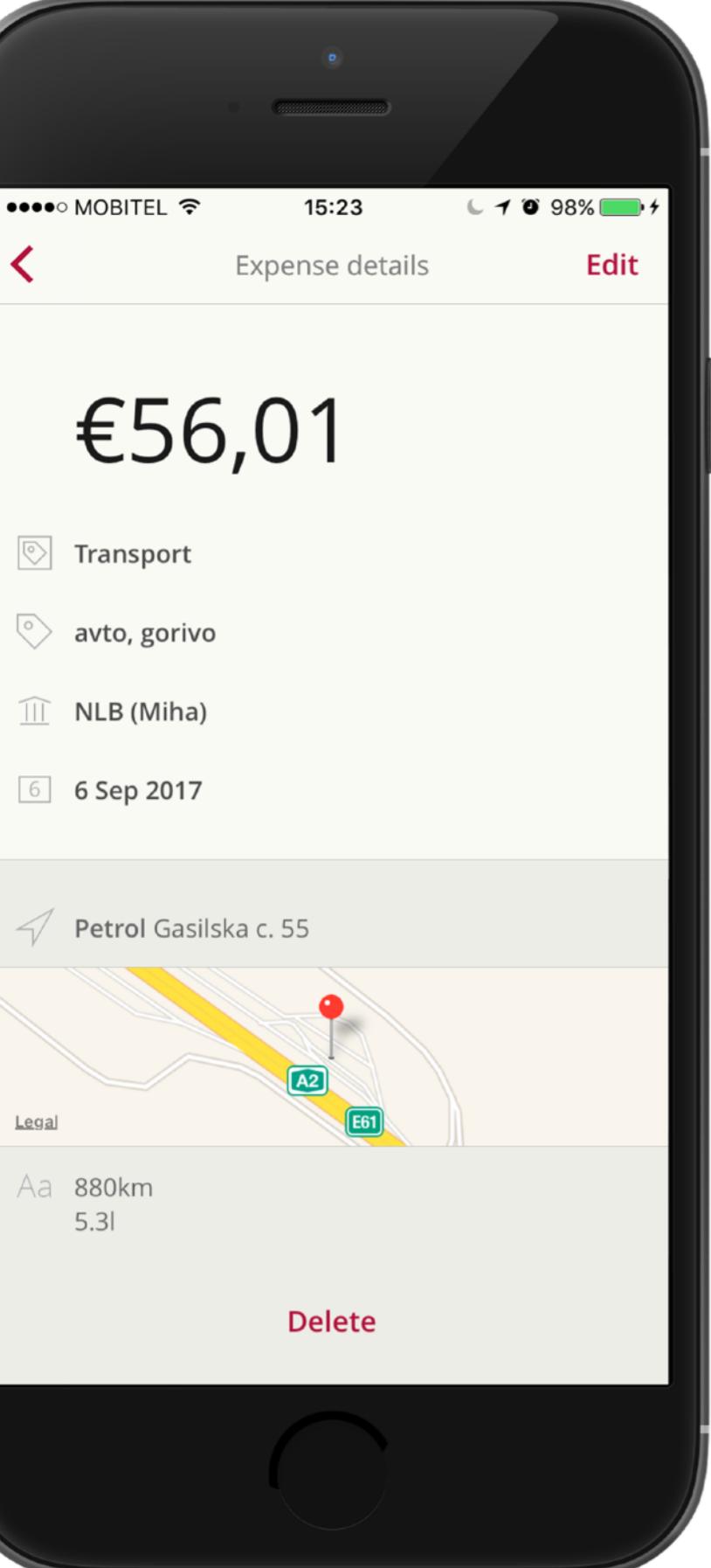
Food & Drinks **€11,80 >**

Home & Utilities miha, telefon **€50,95 >**

PLAČILO RAČUNA ZA 0770768



INVESTMENT





DEVOTED USERS

FIND WHAT STEPS THEY TOOK TO GET HOOKED

DON'T BE A DICK

NEED A JOB?
WE'VE GOT A FEW OF THOSE

QUESTIONS?
AGAIN, DON'T BE A DICK