By Nir Eyal

Author of International bestseller "**Hooked**"

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VCCiRCLE

TRAINING

HOW TO BUILD HABIT FORMING PRODUCTS

PROGRAMME OVERVIEW

In the age of ever-increasing distractions, creating customer habits quickly is an important characteristic of successful products. How do companies create products that people use every day? What are the secrets of building services customers love? How can we create products compelling enough to “hook” users?

Nir Eyal, the bestselling author of Hooked: How to Build Habit-Forming Products, has constructed a framework for designing better products and will share his years of research in this practical workshop. This hands-on class gives product managers, designers and marketers a new way of thinking about the necessary components of changing user behaviour by studying how the world's most engaging products keep users coming back again and again.

Nir Eyal
Author of International bestseller "**Hooked**"

PROGRAMME INSTRUCTOR

Nir Eyal writes, consults and teaches about the intersection of psychology, technology and business. The M.I.T. Technology Review dubbed Nir as “The Prophet of Habit-Forming Technology”.

Nir has founded two tech companies since 2003 and taught at the Stanford Graduate School of Business and the Hasso Plattner Institute of Design at Stanford. He is the author of the bestselling book, Hooked: How to Build Habit-Forming Products, which won the ‘Marketing Book of the Year’ award from 800 CEO Read.

In addition to blogging at NirAndFar.com, Nir's writing frequently appears in TechCrunch, Inc, The Harvard Business Review and Psychology Today.

WHO SHOULD ATTEND?

- Product managers or Product designers who are designing products for a internet company or Tech startups
- CEO, Director or Partner running Tech startups
- PE/VC investing in tech companies
- Consultants advising the tech companies

WHAT YOU CAN LEARN

- The common design patterns of habit-forming products
- The stages of habit formation and how to optimize for user retention
- An in-depth look at the psychology behind what drives user behaviour and how to build products to cater to core human needs
- Practical steps for leading a design process to ensure that your product is used regularly

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AGENDA

- The importance of user habits in technology products
- The psychology of effective triggers
- The fundamentals of human behaviour design
- Use of variable rewards to increase user engagement
- Customer Acquisition: Getting users to invest in your product
- Wrap-up, questions and answers

REGISTRATION FORM

Standard Fees per Participant: **USD 700 + Service tax (14.5%)**

Date of Registration: DD MM YYYY

Early Bird Discount:

Early Bird Discount: 20% discount till 6th May - USD 550
Early Bird Discount: 15% discount till 16th May - USD 600

DELEGATE DETAILS

COMPANY NAME	
ADDRESS	
	PINCODE
CONTACT NO.	FAX NO.

DELEGATE NAME	EMAIL ID	DESIGNATION	MOBILE NO.

PAYMENT DETAILS | Kindly send DD/Cheque in favor of "Mosaic Media Ventures Pvt Ltd", payable At Par.

BANK NAME	BRANCH NAME	CHEQUE/DD No.	AMOUNT

You can also directly deposit cash, submit cheque or transfer online to our ICICI Bank a/c:

Account Name: Mosaic Media Ventures Pvt. Ltd.
Account No: 629705015595
Branch Name: C-24&25, Acharya Niketan, Mayur Vihar, Phase-1, Delhi-110091
IFSC Code: ICIC0006297
Swift Details: ICICINBBCTS

Cheque / DD has to be sent to:
Mosaic Media Ventures Pvt Ltd
A-83, Ground Floor, Sector-2, Noida-201301
Phone: (91)120-4171111
Fax no: (91)120-4171124
Mobile: (91)9650927738
Contact Person: Raj
Email: training@vccircle.com

Terms & Conditions

- No refunds will be granted for cancellations made within 7 days of the workshop. Those delegates who have confirmed and do not attend, are liable to pay the full course fee and no refunds will be granted.
- Cancellation fee of 50% will be applicable 15 days prior to the workshop.
- Cancellation fee of 25% will be applicable up to 21 days prior to the workshop.
- Participants can cancel their registration 30 days prior to the event for a full refund.
- Substitutions within a company are permitted through the workshop/training date, request must be by email to training@vccircle.com
- Company reserves the right to amend content, expert, venue & date(s) of the workshop
- Participants will be refunded the registration fee in full in case the workshop gets cancelled.
- Company assumes no liability for any costs including transportation, hotel reservations or any other costs incurred by participants in the event of cancellation.

For more details visit us at: **www.vccircle.com**

Name and Signature