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# Understanding UX-Driven Habit Formation: A Behavioural Design Perspective

Sunny Singh<sup>1</sup>, Utsav Dodiya<sup>2</sup>, Vruddhi Pandya<sup>3</sup>, Dr. Rashmi Pandey<sup>4</sup>

<sup>1, 2, 3</sup>Student at Parul University, Vadodara Gujarat India

<sup>4</sup>Professor at Parul University, Vadodara, Gujrat

**Abstract:** *User experience (UX) shapes digital interactions, influencing behaviour and engagement. This paper explores the role of UX in habit formation and behavioural design, leveraging frameworks like the Hook Model, Fogg's Behaviour Model, and The Habit Loop. It examines how triggers, actions, rewards, and investments drive user retention. Ethical concerns are highlighted, addressing the balance between engagement and compulsive behaviour. By analysing habit-forming products such as fitness apps and social media, this study provides insights into designing engaging yet responsible user experiences that promote meaningful and sustainable interactions.*

**Keywords:** *User Experience (UX), Habit Formation, Behavioural Design, The Hook Model, Ethical UX Design*

## I. INTRODUCTION

User Experience (UX) design has become an essential factor in shaping digital interactions, influencing not only how users engage with technology but also how they develop long-term habits. Beyond usability and aesthetics, UX plays a significant role in habit formation and behavioural design, guiding users toward repeated actions that eventually become automatic. From habit-tracking apps to social media platforms and e-learning tools, modern digital products leverage behavioural psychology to encourage sustained user engagement. Understanding the relationship between UX and habit formation is crucial for designing products that foster positive behaviours while ensuring ethical considerations. Habit formation is a psychological process where behaviours become automatic through repetition and reinforcement. Charles Duhigg's Habit Loop (2012) explains this process in three stages: cue (trigger), routine (action), and reward (reinforcement). Similarly, B.J. Fogg's Behaviour Model (2009) highlights that behaviour occurs when motivation, ability, and triggers align. These theories provide a foundation for UX designers to craft experiences that seamlessly integrate into users' daily routines. Nir Eyal's Hook Model (2014) further expands on this by introducing a four-phase cycle—trigger, action, variable reward, and investment—which is widely applied in digital product design to increase engagement and retention. Behavioural design, a discipline that combines psychology and UX, plays a key role in influencing user actions. Techniques such as nudging, gamification, progressive onboarding, and personalized feedback enhance engagement by reinforcing behaviours that lead to habit formation. Social media apps use infinite scrolling and notification triggers to keep users engaged, while fitness and productivity apps incorporate streaks, reminders, and rewards to encourage consistent usage. These strategies demonstrate how UX can drive habitual behaviours and long-term user engagement. While habit-forming UX design has benefits, such as improving productivity, learning, and health habits, it also raises ethical concerns. Persuasive design techniques, if misused, can lead to digital addiction, reduced user autonomy, and excessive engagement. Ethical UX must balance engagement with user well-being, ensuring that products enhance experiences without exploiting psychological vulnerabilities.

This research paper explores the intricate relationship between UX, habit formation, and behavioural design, analysing key psychological models, design strategies, and ethical considerations. By reviewing existing literature and real-world applications, this study aims to provide insights into how UX can be strategically leveraged to create meaningful and sustainable user behaviours while maintaining ethical integrity.

## II. LITERATURE RESEARCH

### A. Habit Formation and Its Theories

Habit formation has been extensively studied in the fields of psychology and behavioural science. Charles Duhigg's book *The Power of Habit* (2012) introduces the concept of the "habit loop," which consists of three components: the cue, the routine, and the reward. This loop is essential in understanding how habits are formed and maintained over time. Duhigg argues that habits emerge because of the brain's need to conserve energy, and once a habit is formed, it runs on autopilot. This framework provides a foundation for understanding how users can be encouraged to form habits through design.

Similarly, B.J. Fogg's *Behavior Model* (2009) suggests that behavior is driven by three factors: motivation, ability, and triggers. Fogg proposes that by aligning these factors appropriately, designers can influence user behaviour in a way that promotes habit formation. The model underscores that low-effort behaviours with high motivation are more likely to become habits, which aligns closely with how UX can optimize user experience to reduce friction and encourage repeated usage.

Table I. Comparison of Habit Formation Models

Model	Key Elements	Examples
Duhigg's Habit Loop (2012)	Cue , Routine Reward	Fitness Apps (Habitica, Strava)
Fogg's Behavior Model (2009)	Motivation, Ability	Facebook Likes
Eyal's Hook Model (2014)	Trigger, Action	Duolingo Streaks, TikTok Infinite Scroll

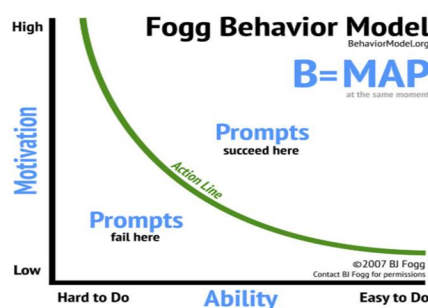


Fig. 1. Fogg Behavior Model

### B. The Neuroscience of Habit Formation in UX

Habit formation is deeply rooted in neuroscience, particularly in the basal ganglia, which is responsible for automatic behaviours. When users engage with digital products repeatedly, neural pathways are strengthened, making behaviours more automatic. Dopamine, a neurotransmitter associated with rewards, plays a crucial role in reinforcing behaviours. For instance, social media apps leverage intermittent rewards (e.g., unpredictable likes or comments), triggering dopamine spikes that keep users engaged. Understanding the neurological basis of habits can help UX designers create experiences that encourage beneficial behaviours without promoting compulsive use.

### C. Behavioural Design in UX

Behavioural design is a field that strategically applies psychological and design principles to influence user behaviour. It is a multidisciplinary approach that blends behavioural economics, psychology, and UX design to create digital experiences that guide users toward desired actions without limiting their choices. The core idea behind behavioural design is to subtly nudge users in a way that benefits both them and the system they interact with. The Role of Nudge Theory in UX Design - The concept of nudging was introduced by Richard Thaler and Cass Sunstein in their book *Nudge: Improving Decisions About Health, Wealth, and Happiness* (2008). The authors define nudging as any aspect of design that alters people's behaviour in a predictable way without forbidding options or significantly changing incentives. In UX, nudging is widely used to influence user decisions in subtle yet effective ways. For instance, consider progress bars in fitness apps. When a user sees a partially completed goal, they feel compelled to finish it due to the psychological effect known as the Zeigarnik Effect—the tendency to remember and complete unfinished tasks. Similarly, success notifications such as “Great job! You’ve reached your step goal today!” reinforce positive behaviour and keep users engaged. These simple design elements influence user behaviour without force, aligning with the principles of nudge theory.

Key Elements of Behavioural Design - Stephen Wendel's book, *Designing for Behaviour Change* (2013), outlines a framework for applying behavioural principles in design. Wendel suggests that effective behavioural design involves understanding user psychology and integrating motivation, feedback loops, and habit formation mechanisms. His approach focuses on three main elements:

- **Triggering Action** – A well-designed product must provide a trigger that prompts users to take action. This can be an external trigger (like a notification) or an internal trigger (like a craving for social validation).
- **Encouraging Progress** – Behavioural design integrates small, measurable progress indicators to keep users engaged. A common example is the streak feature in language learning apps like Duolingo, where users are encouraged to practice daily to maintain their streak.
- **Reinforcement & Rewards** – Positive reinforcement plays a crucial role in maintaining user engagement. Features like badges, points, and virtual rewards make the experience more rewarding and encourage continued use.

#### 1) Real-World Applications of Behavioural Design

Many modern digital products incorporate behavioural design principles to enhance user experience and encourage habit formation. Some notable examples include:

- **E-commerce websites:** Platforms like Amazon use scarcity tactics (e.g., "Only 2 left in stock!") to create urgency and encourage purchases.
- **Social media platforms:** Infinite scrolling and push notifications on platforms like Instagram and TikTok keep users engaged for extended periods.
- **Health & wellness apps:** Apps like Headspace and MyFitnessPal use gentle nudges, streaks, and reminders to promote positive habits.

#### 2) Ethical Considerations in Behavioural Design

While behavioural design has the power to enhance user engagement, it also raises ethical concerns. Designers must be mindful of dark patterns—deceptive UX strategies that manipulate users into actions they might not otherwise take (e.g., making it difficult to cancel subscriptions). Ethical behavioural design should prioritize user well-being, ensuring that nudges empower users rather than exploit them.

#### D. Psychological Biases That Influence User Behaviour

Several cognitive biases influence how users interact with digital products:

- **The Zeigarnik Effect** – Users remember incomplete tasks better than completed ones, which is why progress bars and streaks (e.g., Duolingo's daily streak) drive continued engagement.
- **Loss Aversion** – Users fear losing progress, making time-limited offers and expiring rewards effective motivators.
- **The Endowment Effect** – People value things more once they feel ownership, which is why customization and personalized content increase engagement.
- **Social Proof** – The tendency to follow others' behaviours (e.g., seeing how many people liked or shared a post) encourages interaction.

Table II. Psychological Biases and UX Application

Bias	Explanation	Examples
Zeigarnik Effect	Users remember incomplete tasks better than completed ones.	Progress bars in learning apps.
Loss Aversion	Users fear losing progress or rewards.	Limited-time offers and expiring bonuses
Social Proof	Users follow actions of others.	Displaying user reviews, likes, and shares

### E. UX and Habit-Forming Products

Nir Eyal's *Hooked: How to Build Habit-Forming Products* (2014) focuses specifically on the intersection of UX design and habit formation. Eyal introduces the Hook Model, which identifies four key phases in creating habit-forming products: trigger, action, variable reward, and investment. By embedding these elements into a product's design, users are more likely to return and interact with the product regularly. This framework has been widely adopted by UX designers for developing apps that encourage repeated usage, from social media platforms like Instagram to productivity tools such as Habita.

Further, research by Garaialde et al. (2020) titled *Quantifying the Impact of Making and Breaking Interface Habits* delves into the consequences of habit-forming UX. The study shows how changing an interface element—such as a button position or an interaction flow—can disrupt established user habits, leading to decreased engagement and user frustration. This emphasizes the importance of consistency and predictability in UX design for habit formation.

### F. Case Studies of Habit-Forming UX Strategies

Analysing real-world applications of habit-forming UX principles provides valuable insights. Below are examples of successful habit-driven designs:

- Duolingo (Education Apps) – Uses streaks, rewards, and progressive challenges to maintain user engagement.
- TikTok (Social Media) – Implements infinite scrolling, algorithmic content delivery, and variable rewards to keep users engaged.
- Headspace (Wellness & Meditation) – Encourages consistency through reminders, progress tracking, and guided challenges.

### G. Ethical Considerations in Behavioural UX Design

While designing for habit formation can lead to positive outcomes, such as increased productivity or health improvements, it raises ethical concerns. UX designers must strike a balance between fostering engagement and avoiding manipulation. As highlighted by Fogg (2009), design choices should not only aim to maximize user behaviour but also consider the well-being of the user. In his analysis, Fogg emphasizes the ethical responsibility of designers to ensure that habit-forming products do not exploit vulnerabilities, such as addiction tendencies, in users.

Recent debates within the field of UX have focused on the ethics of persuasive design and its impact on user autonomy. For example, social media platforms have been criticized for using behavioural design to increase user addiction, leading to negative consequences such as reduced mental well-being. Therefore, ethical behavioural design requires that UX not only promotes desired behaviours but also considers their long-term impact on users.

## III.CONCLUSION

The role of UX in habit formation and behavioural design extends beyond aesthetics and usability—it fundamentally shapes how users interact with digital products over time. By leveraging psychological principles, such as triggers, rewards, and reinforcement loops, UX designers can create experiences that encourage sustained engagement. Techniques like nudging, gamification, and progressive disclosure help in guiding user behaviour, making digital interactions more intuitive and rewarding.

However, while habit-forming UX strategies can enhance user experience and retention, they also come with ethical considerations. The fine line between engagement and manipulation must be carefully navigated to ensure that users maintain control over their behaviours rather than becoming passively conditioned by persuasive design elements. Ethical UX design prioritizes transparency, user autonomy, and well-being, ensuring that technology serves as an enabler rather than an enforcer of habits.

Moving forward, it is crucial for designers, researchers, and policymakers to collaborate in establishing guidelines that promote responsible behavioural design. Future research can explore long-term psychological effects of habit-forming UX and assess how emerging technologies, such as AI and machine learning, further influence user behaviour. By prioritizing ethical considerations, UX can continue to foster positive and meaningful user experiences without compromising individual autonomy.

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