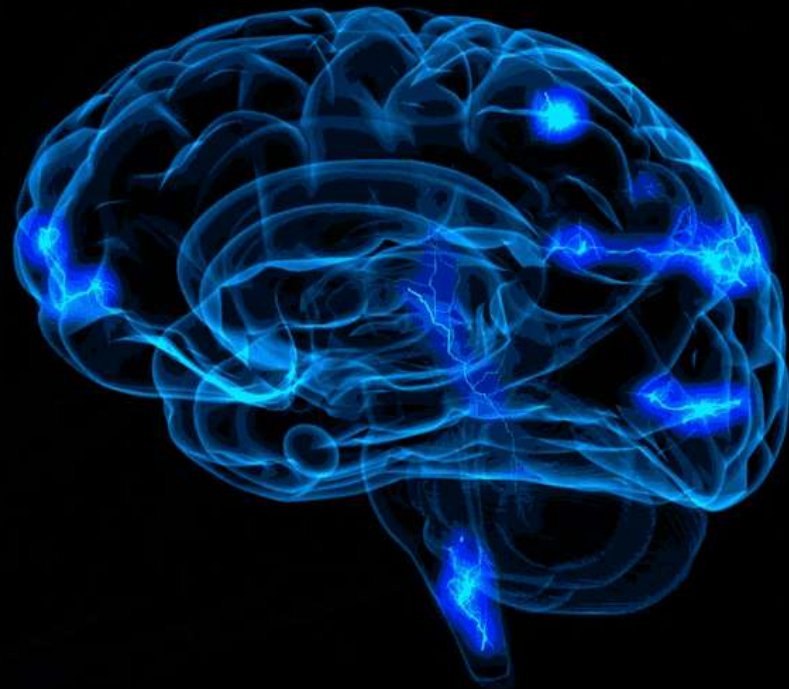


# A CIÊNCIA DO ENGAJAMENTO

Os 4 pilares do Ciclo infinito



BRUNO SCOTT 

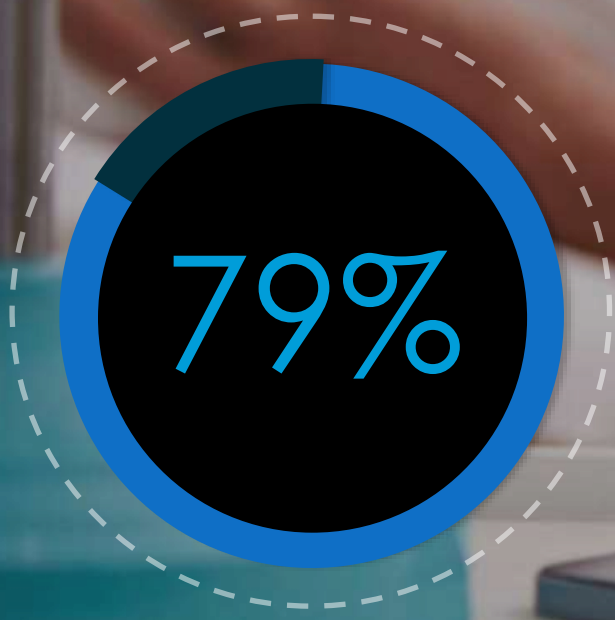


| Google



Bing





79%





66%



**150x**





Desejos









*Hábito*



HÁBITO SÃO COMPORTAMENTOS  
AUTOMÁTICOS DISPARADOS POR  
SITUAÇÕES CORRIQUEIRAS







Action

Investment

Trigger

Variable  
Reward



Trigger

Externo





Trigger

Externo





Pago



Ganho



Social





Pago



Ganho



Social







Pago



Ganho



Social



Permissão



Action

Investment

Trigger

Variable  
Reward

Action

Interno

O que fazer na  
sequência - The Act -  
está associado a  
memórias do usuário!



Modelo Comportamento  
Fogg

$$B = MAT$$



# MOTIVATION

A photograph of a two-lane asphalt road stretching into the distance under a bright, hazy sunrise. The sun is low on the horizon, creating a strong lens flare and casting a warm, golden glow over the scene. The road is flanked by dense trees and foliage. A diamond-shaped road sign is visible on the right side of the road. The word 'MOTIVATION' is overlaid in large, bold, black letters at the top left, and the word 'START' is overlaid in large, bold, white letters at the bottom center.

# START

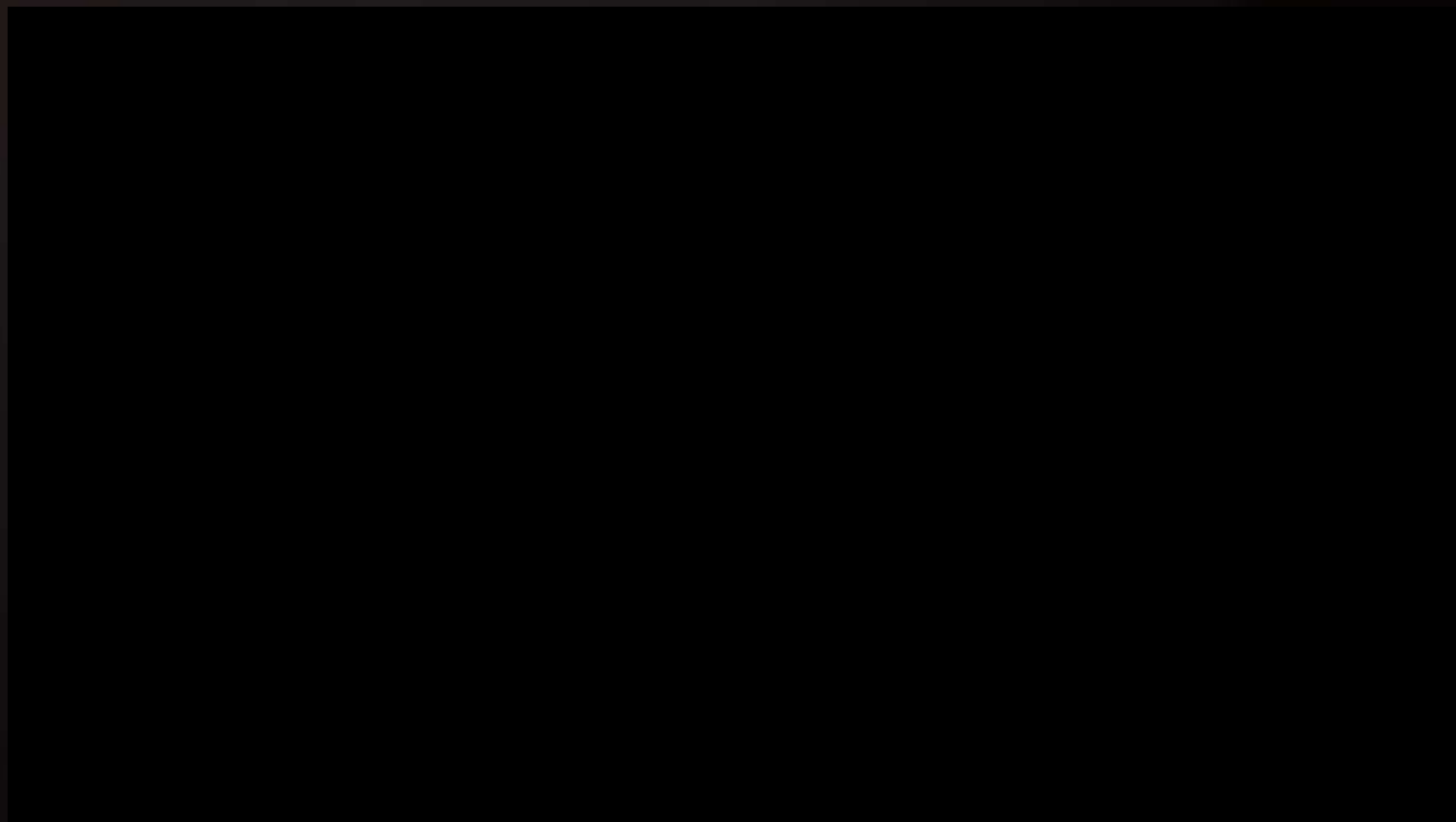
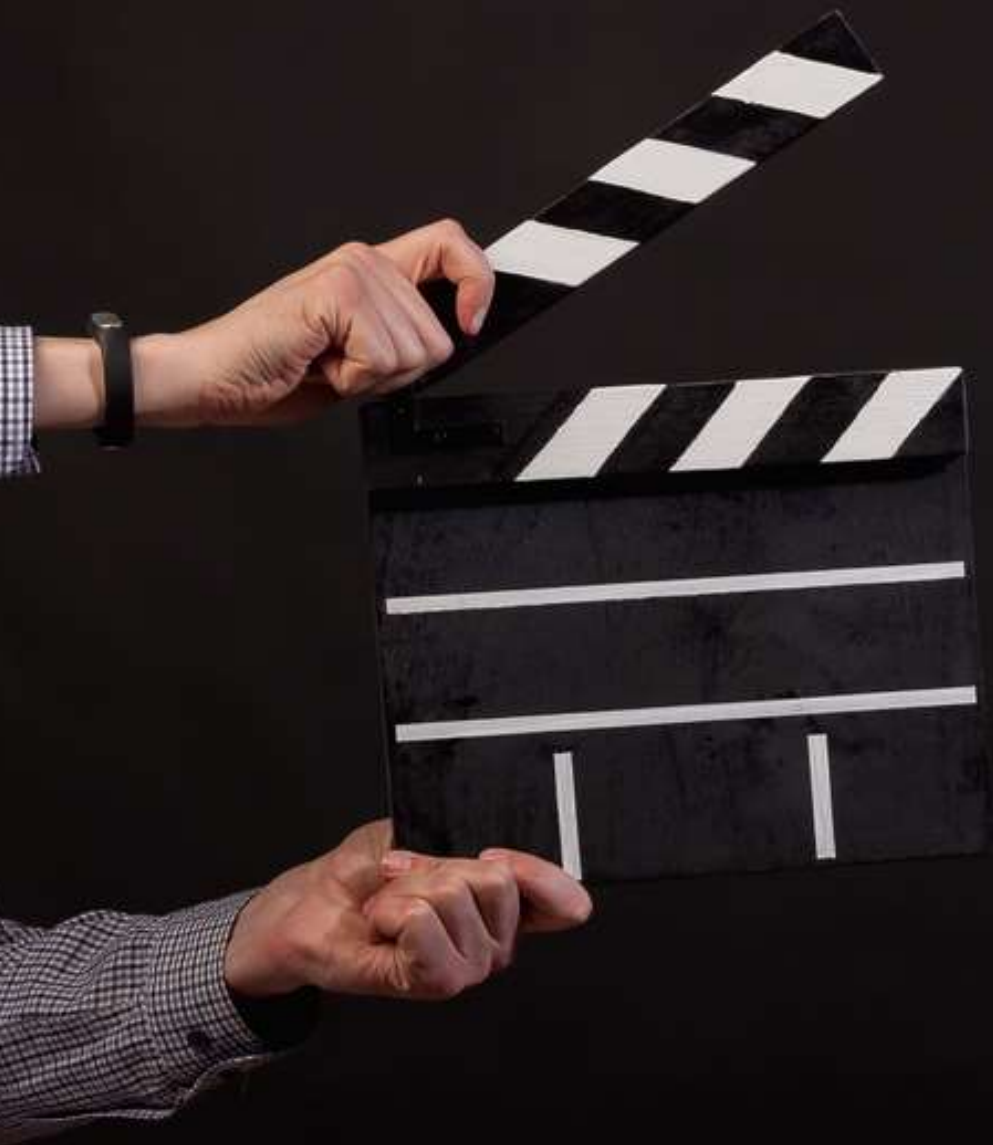




**ABILITY**



**TRIGGER**







**ABILITY**

# Customer Portal

## Login

Enter your email address and password to login.

Email Address



Password [\(forgot?\)](#)



Remember me

Sign In

Need an account?

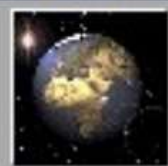
[Sign Up](#)



Sign In with Google Plus



Sign In with Facebook



Location:

[IBrowse](#)

[Aminet](#)

[IOSPIRIT](#)

[SASG](#)

[Amiga.org](#)

[Altavista](#)

[Yahoo](#)

# Google!

Search the web using Google!

10 results

*Index contains ~25 million pages (soon to be much bigger)*

## [About Google!](#)

[Stanford Search](#) [Linux Search](#)

Get Google! updates monthly!

[Archive](#)

Copyright © 1997-8 Stanford University

# Google!

Search the web using Google!

10 results



Google Search

I'm feeling lucky

*Index contains ~25 million pages (soon to be much bigger)*



Google

 |  

Pesquisa Google

Estou com sorte

## What is Twitter?

What?

Why?

How?

▶ Watch a video!



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

Get Started—Join!

### Please sign in

user name or email address:

password:

Remember me

Sign In »

Forgot password? [Click here.](#)

Already using Twitter from your phone? [Click here.](#)

I really like Twitter.

Jeff Barr, Amazon.com, Senior Manager

Twitter is the first thing on the web that I've been excited about in ages.

Jason Kottke, Blogger

When I first started doing it, I thought, 'geez, not another website to worry about updating and checking', but now I'm glad I did it.

point\_chevalier, livejournaler



# Welcome to Twitter.

Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

Our gorgeous Earth at night under a #fullmoon

[Tweet and photo by @astro\\_reid](#)

[4:20 PM - 12 Jul 2014](#)

 Remember me · [Forgot password?](#)

New to Twitter? [Sign up](#)

 **Siga o que lhe interessa.**

 **Saiba sobre o que as pessoas estão falando.**

 **Participe da conversa.**

Celular, e-mail ou nome de us

Senha

Entrar

[Esqueceu sua senha?](#)



**Veja o que está  
acontecendo no mundo  
agora**

**Participe hoje do Twitter.**

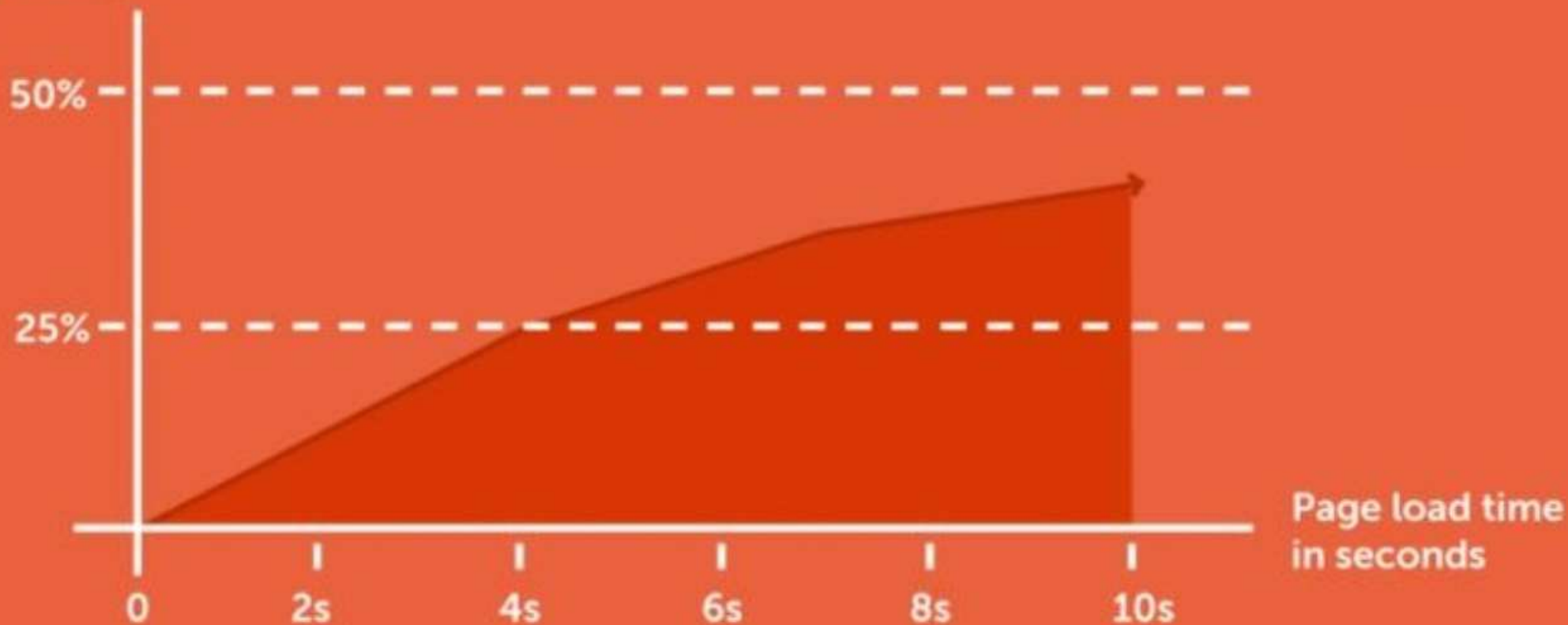
[Inscreva-se](#)

[Entrar](#)



# 1 IN 4 PEOPLE ABANDON A WEB PAGE THAT TAKES MORE THAN 4 SECONDS TO LOAD.

Page abandonment percentage



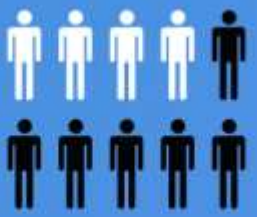
Why w  
The e



# 3 SECONDS

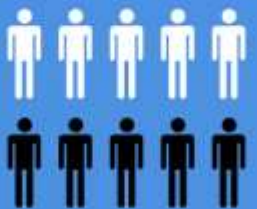
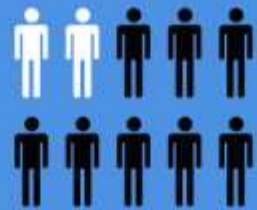
That's how long it takes for your visitors to get impatient and leave your website.

-16%  
Customer  
Satisfacti



57% of visitors leave the site if the page takes more than 3 seconds to load.

80% of these do not come back to visit the website.



Almost half of them communicates to his friends the negative experience.

erience



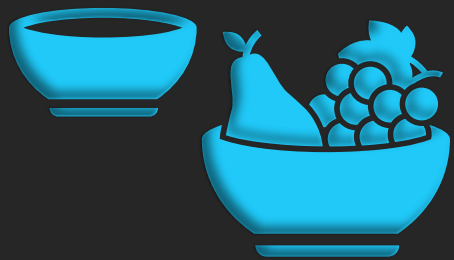
**TRIGGER**

Escassez

Ancora de  
Informação

Progresso

Cenário



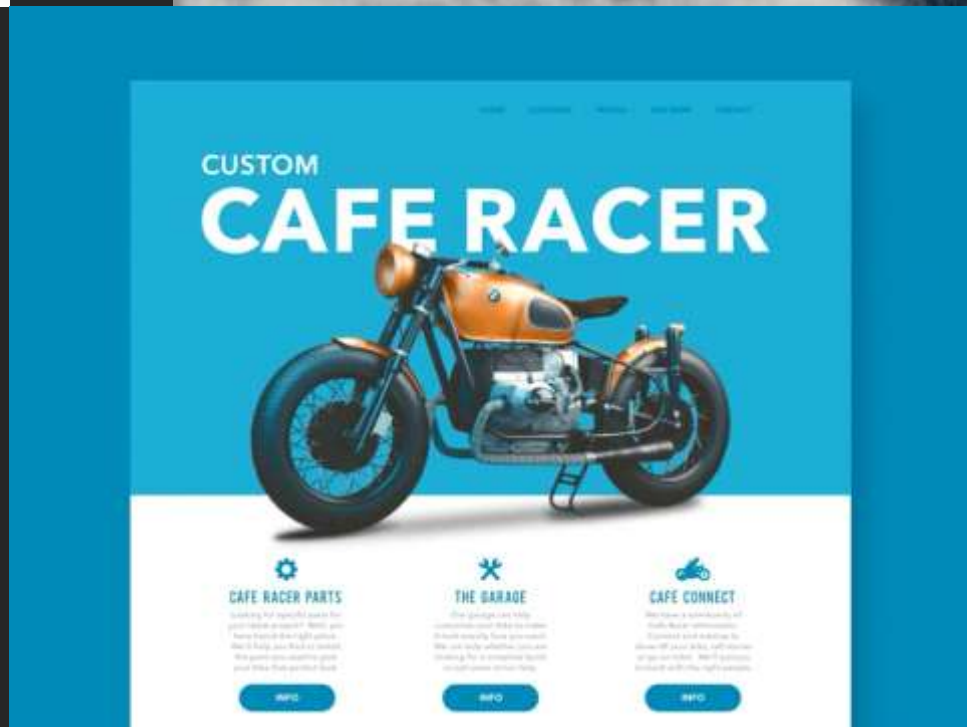
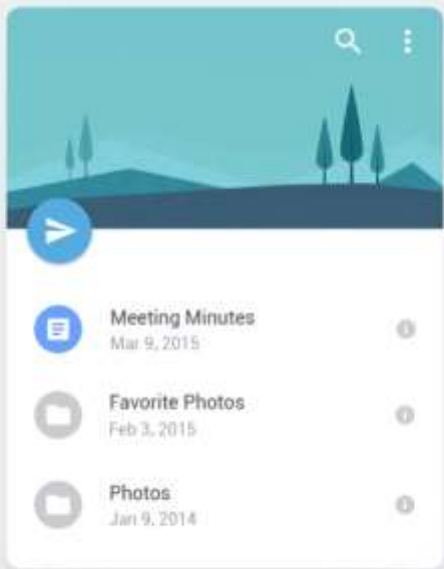
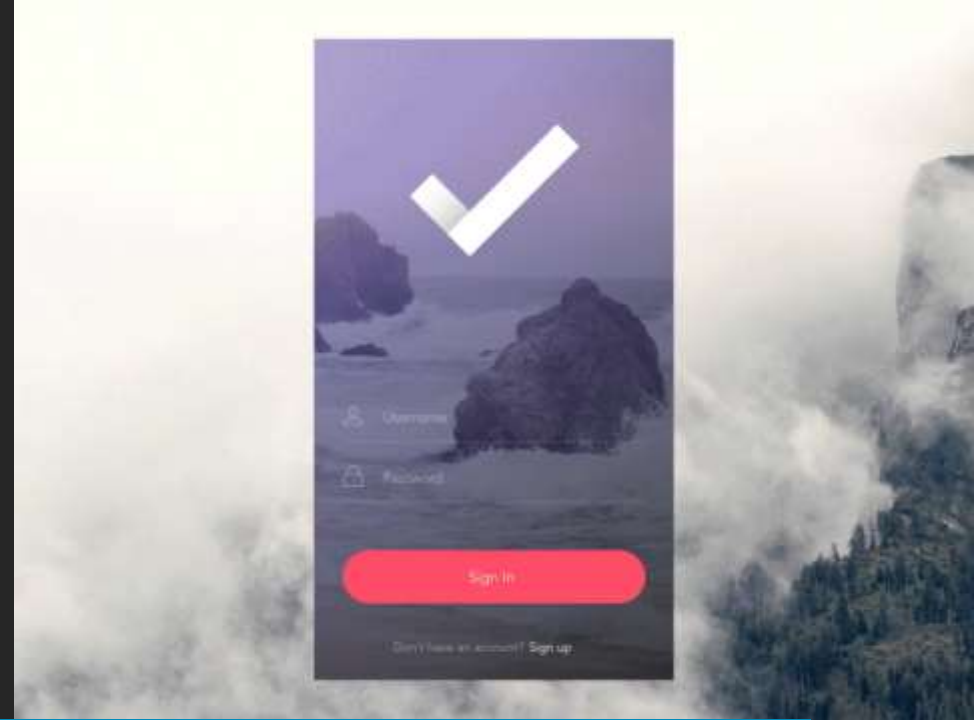
Worchel et.al  
1975

Somos atraídos  
Por 1 info

Nunes & Dreze  
2013

Joshua Bell |  
Plassmann  
2008







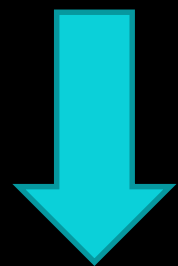
Action

Investment

Trigger

Variable  
Reward

Variable  
Reward



Julgamento  
Razão

Desejo







Action

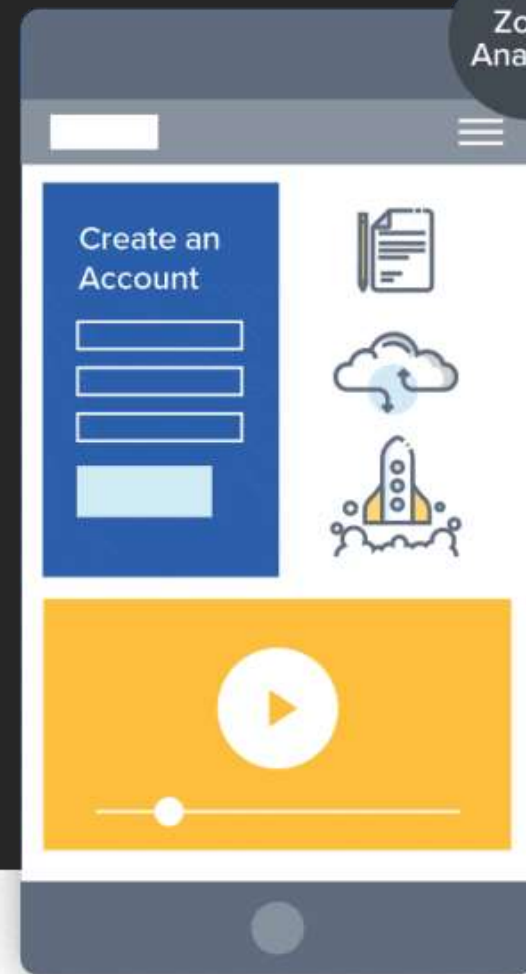
Investment

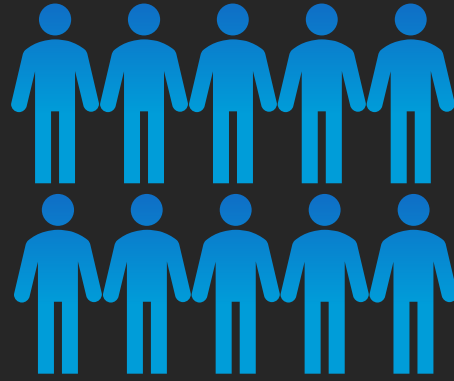
Trigger

Variable  
Reward



# Investment





 **THE  
BIG  
FIVE  
PROJECT**

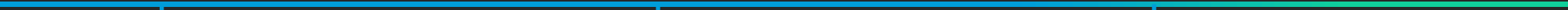
Consumer Analytics



Cambridge Analytica

Facebook é um questionário respondido diariamente...





+ Amigos

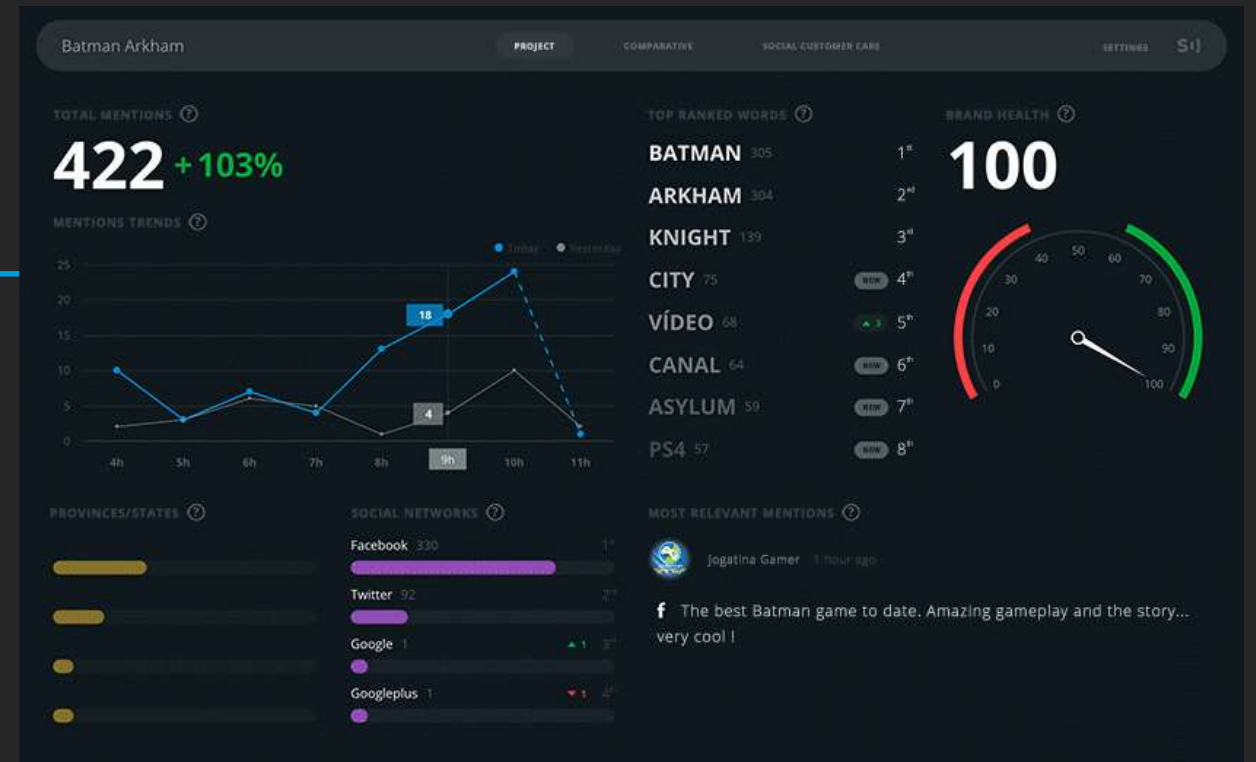


+ Familiares



+ Pessoa





Engajamento

Upsell

Cross Sell

Churn



**NÃO EXISTE FRACASSO.  
APENAS FEEDBACK!**



BRUNO SCOTT



# CONTATOS



BRUNO SCOTT



BRUNO SCOTT

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