



Why should you aim to design a habit-forming product experience?

Every product's UI [design agency](#) typically focuses on designing for goal-driven behavior. You begin by identifying and developing a set of functionality for your software, catering to both your user and business goals. Good designers ensure your UI design makes it easy for your users to access this functionality.

Now comes the tricky part, how do you keep your users hooked after their honeymoon phase? Most often than not, customers sign up and after some time, leave, when they find a better application. Goal-driven UI designs lose their value after a time, while habit-forming designs increase their value.

A habit-forming SaaS UI is deep-seated, addictive, and uncomfortable to give up. Consider making the switch from Slack to Facebook's Workplace. Both serve the same purpose, but if you try changing, you'll realize it needs conscious effort. Making it easier to stick with Slack. Sticking to Slack represents the kind of habit you want to build for your SaaS product. Your SaaS app should be what your users turn to, without a second thought whenever they need to engage in relevant work and ideally, even when not. The more your customers use your product, the more the chance of these habits developing, the more they value it, and the higher the chances of you retaining and building valid clients.