Use Endowed Progress Effect

Give Users a Head Start Early

- Pre-fill points or stamps in loyalty programs.
- Start progress bars at 10–20% to show a sense of achievement.
- Make sure the initial boost feels earned—don't give away too much.

Show Progress Visually

- Use progress bars in onboarding, checkout flows, or task lists.
- Break large tasks into smaller, visible steps.
- Add clear milestones, like "halfway there" or "80% complete," to motivate users.

Align with User Goals

- Rewards should be meaningful—think beyond just points.
- Make each step matter. Avoid unnecessary tasks that feel like filler.
- Ensure the reward aligns with long-term user objectives, not just short-term wins.

Celebrate Small Wins Along the Way

- Offer instant feedback, like "Congrats! You've unlocked 20 points!"

- Make progress frictionless. The closer users get to a goal, the easier it should feel.

Balance Initial Endowment and Incremental Wins

Use both approaches to keep engagement high:

- Start with a small boost to hook users.
- Reward ongoing progress with smaller, consistent gains.
- Make sure users feel like they're making progress even in long-term tasks.

Respect User Control

Let users drive their own progress:

- Avoid forcing progress—users should feel free to stop or pause.
- Make opt-outs clear, so users don't feel trapped by the system.