



Core Engagement Loop:

a repeatable action generally reinforced with positive feedback. E.g. putting a quarter into a slot machine or harvesting tomatoes in Farmville.

Streak: a series of core engagement loops that are chunked into a single cognitive action. E.g. reading all Facebook friends' status updates.

Session: a grouping of streaks and possibly other utility actions that round out the actual product experience.

Short term: the reason people come back to the product between sessions, generally driven by social context or social pressure.

Narrative: the story after a lifetime of product use. Note that many utility products don't have a narrative (e.g. Twitter today).