

UNIQUE **Angles**

WHAT MAKES THE FIRST STEP STICK IN JANUARY

 UNIQODE

Hello there 🙌

Almost everyone starts the New Year with an intention to change something. A new habit. A new product. A new routine.

And yet, by the end of January, **43% of New Year's resolutions are already abandoned**. Not because people stop wanting change, but because getting started takes more effort than they expect.

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Each extra step introduces a pause. And when the first real action is delayed, momentum quietly slips away.

That's where scan-to-begin proves its value. A QR Code turns the starting point into a simple, obvious action. One scan replaces searching, setup, and second-guessing, letting people move forward while motivation is still intact.

Across retail shelves, gym entrances, hotel lobbies, and shared workspaces, the brands that stood out this month were the ones that made the first step easy to act on.

[Read how QR Codes level the playing field for brands in January](#)

The first scan gets people moving. What determines whether they scan again is what happens next.

Nearly 60% of people feel confident scanning QR Codes.

That trust didn't appear overnight. It was built through hundreds of small, ordinary scans that worked exactly as expected.

A menu that loaded instantly. A product page that matched the packaging. A scan that still worked months later.

That's what scanning feels like when it's reliable.

But trust isn't fixed. Every broken experience nudges it in the other direction.

A slow-loading page. A dead link. A destination that feels unfinished or out of sync with the brand. Each one lowers confidence just a little.

Over time, those moments stack up. Scanning stops feeling automatic and starts feeling optional.

Trust in QR Codes is shaped by whether they continue to behave the way people expect them to, long after they've been placed in the world.

When brands maintain their QR Codes with the same care as their products and packaging, scanning stays effortless. When they don't, trust fades quietly, without feedback or complaints.

[Read how consistency shapes QR Code trust](#)

Uniqode in the Wild

This month's sighting came from a gluten-free bagel brand.



A Uniqode QR Code placed directly on the packaging. Easy to spot. Clear in intent. And it led exactly where you'd expect when you scan.

A small placement choice, but one that reinforces trust in the scan by doing what it promises.

📸 *Spotted a QR Code in the wild?*

Send it our way at unique-angles@uniqode.com, and you might see it featured in our next edition.

Before You Go...

If you've enjoyed this edition, there's plenty more where that came from. You can catch up on past issues of Unique Angles all in one place.

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Until next time,

👏 **Team Uniqode**