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Fogg Method

3 steps to changing behavior

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Designing for behavior change is systematic. It's not guesswork.

BJ Fogg has created a universal method with three steps.



Step 1: Get specific

What behavior do you want?

Translate target outcomes and goals into behaviors.

And be specific.



Step 2: Make it easy

How can you make the behavior easy to do?

Simplicity changes behavior.



Step 3: Trigger the behavior

What will prompt the behavior?

Some triggers are natural. Others you must design.

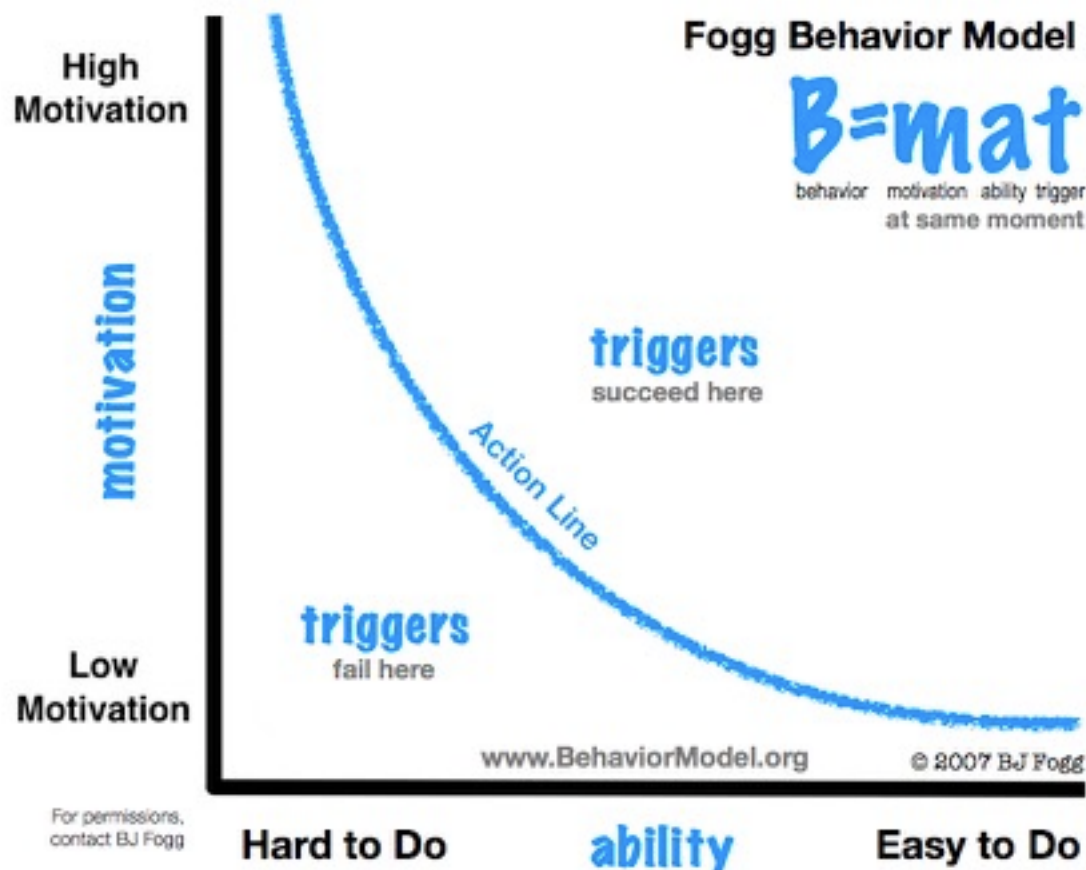
No behavior happens w/o a trigger.

B = MAT

**Behavior occurs
when motivation and ability
are met with a trigger**

What Causes Behavior Change?

The Fogg Behavior Model shows that **three elements must converge at the same moment** for a behavior to occur: **Motivation**, **Ability**, and **Trigger**. When a behavior does not occur, at least one of those three elements is missing.



3 core motivators, each with two sides

Sensation is a Core Motivator



Anticipation is a Core Motivator



Belonging is a Core Motivator



Ability - Make behavior simpler to do

The Fogg Behavior Model has three main elements, one of which is Ability. In order to perform a target behavior, a person must have the ability to do so. That seems obvious, of course. But designers of persuasive experiences sometimes assume people have more ability than they really do.

There are two paths to increasing ability. You can train people, giving them more skills, more ability to do the target behavior. That's the hard path. Don't take this route unless you really must. Training people is hard work, and most people resist learning new things. That's just how we are as humans: lazy.

The better path is to **make the target behavior easier to do**. I call this Simplicity. In my Behavior Model I sometimes replace Ability with Simplicity. I hope this isn't confusing. Ability is the correct general term in the model, but in practice Simplicity is what persuasion designers should seek. **By focusing on Simplicity of the target behavior you increase Ability.**

Key insight: **Simplicity is a function of your scarcest resource at that moment.** Think about time as a resource, If you don't have 10 minutes to spend, and the target behavior requires 10 minutes, then it's not simple. Money is another resource. If you don't have \$1, and the behavior requires \$1, then it's not simple.

Triggers tell people to “do it now!”

The third element of the Fogg Behavior Model is Triggers. Without a Trigger, the target behavior will not happen. Sometimes a Trigger can be external, like an alarm sounding. Other times, the Trigger can come from our daily routine: Walking through the kitchen may trigger us to open the fridge.

The concept of Trigger has different names: cue, prompt, call to action, request, and so on.

