

Fogg Behavior Model

A behaviour diagnostic: explains why people act (or don't) as motivation x ability x a well-timed prompt. Origin: BJ Fogg (Stanford Behavior Design Lab)

MOTIVATION

ABILITY

PROMPT

● **MOTIVATION:** How much the person wants to perform the behaviour at the exact moment of decision (pleasure/pain, hope/fear, social acceptance/rejection). Score it for the tired, distracted real user, not the idealised one.

● **PROMPT:** The cue that says act now - signal, facilitator, or spark. Only fires the behaviour if motivation and ability are already above the action line; otherwise it's noise. State the cue and its timing.

● **ABILITY:** How easy the behaviour is across time, money, effort, brain cycles, social deviance, and routine. The lever you control - lower difficulty and the same person acts on far less motivation. Name the single weakest factor.