



# Fogg's Behavioural Model

Fogg's model states that three elements that must converge at the same moment for a behaviour to occur: Motivation, Ability, and a Trigger. When a behaviour does not occur, at least one of those three elements is missing.

To better understand why a desired behaviour currently isn't happening, these elements can be worked through to identify where to focus:

- **Motivation** - Are people amply motivated to do something different? The three core motivators, each with two sides, are sensation (pleasure/pain), anticipation (hope/fear) and belonging (acceptance/rejection).
- **Ability** - Are people truly able to perform this behaviour? The goal is to minimise the 'six elements of simplicity' (time, money, physical effort, mental effort, social deviance and non-routine action) that are required to complete the desired behaviour
- **Trigger** - Are we sufficiently providing people with a reminder or call to action? There are 3 types of triggers – facilitator (for high motivation, low ability individuals), signal (for high ability, high motivation individuals) and spark (for high ability, low motivation individuals). Practitioners should use the Trigger type that matches their target user's context.

## Pros:

- It highlights the tradeoff between ability and motivation – something we would expect but would be worthwhile remembering when thinking about changing behaviour
- Perhaps more than other models, it focuses on what is needed to change behaviour

## Cons:

- In terms of evidence, much of its applications have been within the area of technology and pursuing business goals
- Risks over-simplifying the complexity of behaviour change

Source: BJ Fogg, 2009