

Focus of our Snaptest	
Let's see if we can get people to do this behavior	
Why does this behavior matter?	
Here's the approach we'll use . . .	
Why this approach?	
Elements of Fogg Behavior Model	
Motivation: Why would people be motivated to do this behavior?	
Ability: How can we make this behavior really easy to do?	
Prompt: What will prompt or remind people to do this behavior?	
Logistics for the Snaptest	
How do we find people for our Snaptest?	
How can we do this with just four hours of work?	
How will we determine success or failure?	
Thinking beyond this Snaptest	
If this shows promise, we'll do this next...	
If everything goes great on this project, here's the big vision, the big potential...	
If this Snaptest fails, here's the next thing we'll try...	