Snaptest Worksheet

Behavior Design with BJ Fogg

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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?	
Logisti	cs 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	