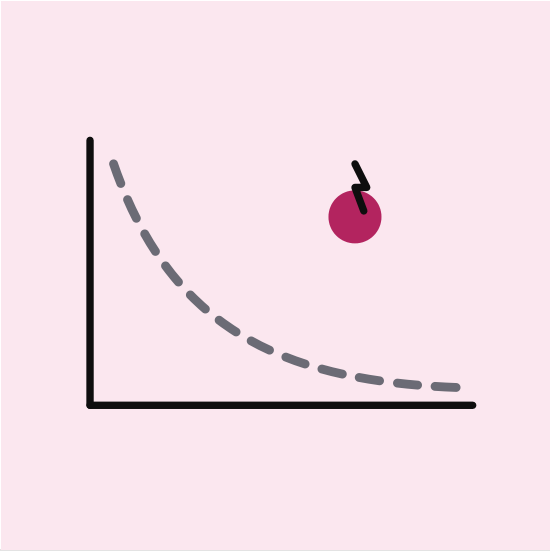
Model

Fogg Behavior Model

A behavior happens when, at the same moment, there is enough motivation, the person is able to do it and something reminds them.



In Spanish
Modelo de comportamiento de Fogg

Origin
Fogg (2009)

What problem it addresses

Explains why we sometimes don't do something even though we want to, and what to adjust to make it more likely.

Components

Motivation
How much you want to do it at that moment.

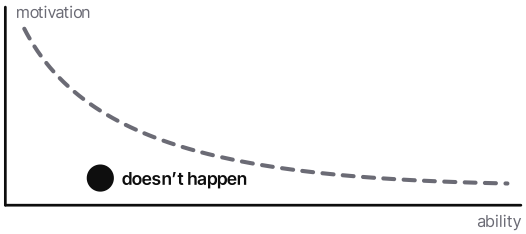
Ability
How easy it is: the easier, the less motivation is needed.

Prompt
Without something to remind you at the right moment, nothing happens.

An example

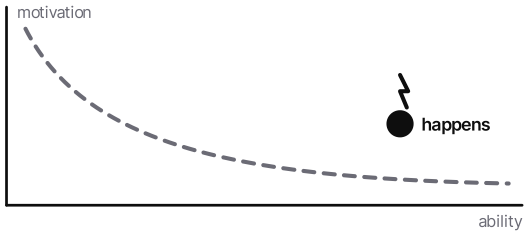
Imagine you want people to turn on their phone's backup.

Hard and no prompt



The option is hidden in settings, three screens down. **Almost no one turns it on.**

Easy and with a prompt



When you finish setting up the phone, a button appears: "Turn on backup". **One tap.**

With the same motivation, making it easy and prompting at the right moment changes the outcome.

How it works

1 

Motivation and ability offset each other: easy things require less desire.

2 

If the combination is enough, the behavior becomes possible.

3 

A prompt is needed at that moment for it to happen.

Applications in design

Use it like this

If a behavior doesn't happen, ask what is failing: motivation, ability or the prompt?

Avoid

Flooding with prompts someone who can't or doesn't want to do it: it only causes annoyance.

Don't fall for it

Before looking for more motivation, try making it easier.

Connections

Used in

- EAST framework

Related to

- COM-B model
- Hook model
- Self-determination theory

Authors and works

2009	**B. J. Fogg**	Presented the model for persuasive design.
	Stanford Behavior Design Lab	Now calls prompt what the original model called trigger.

Sources

Original sources

- Fogg, B. J. (2009). A behavior model for persuasive design. In Proceedings of the 4th International Conference on Persuasive Technology. ACM. View source (https://doi.org/10.1145/1541948.1541999)

Secondary sources

- Stanford Behavior Design Lab (n.d.). Fogg Behavior Model. View source (https://behaviordesign.stanford.edu/resources/fogg-behavior-model)

Last reviewed: October 22, 2026

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