

Health Behavior: Designing for Persuasive Behavior Change using the Fogg Behavior Grid






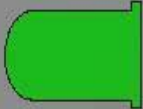




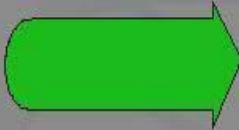
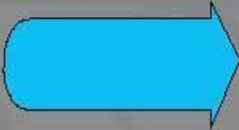

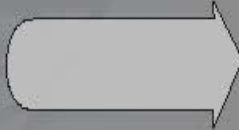
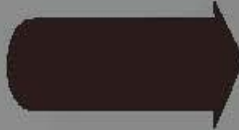
Elizabeth Serlemitos
2 March 2022
Abuja, Nigeria

Adapted from original presentation by Stephanie J. Carter
lemontrail.com



What type of behavior do you want to do?

For how long?

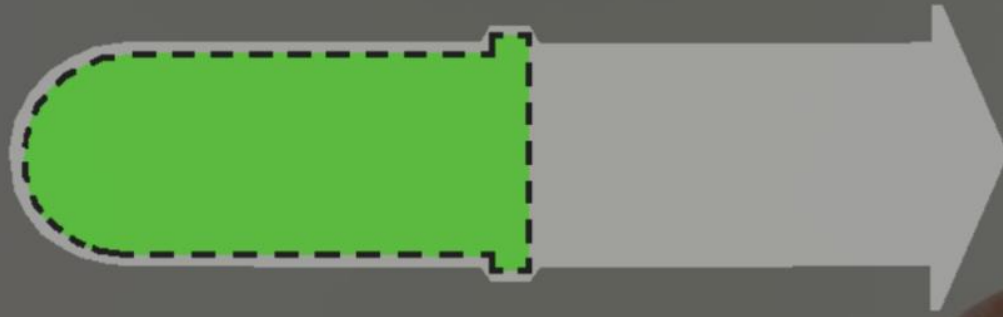
| | green (new) | blue (familiar) | purple (increase) | gray (decrease) | black (stop) |
|-----------------------------|---|--|---|---|---|
| dot (one time) |  |  |  |  |  |
| span (specific duration) |  |  |  |  |  |
| path (permanent change) |  |  |  |  |  |

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“There are **5 types** of behavior and **3 durations**. That makes **15 different means** of behavior change”

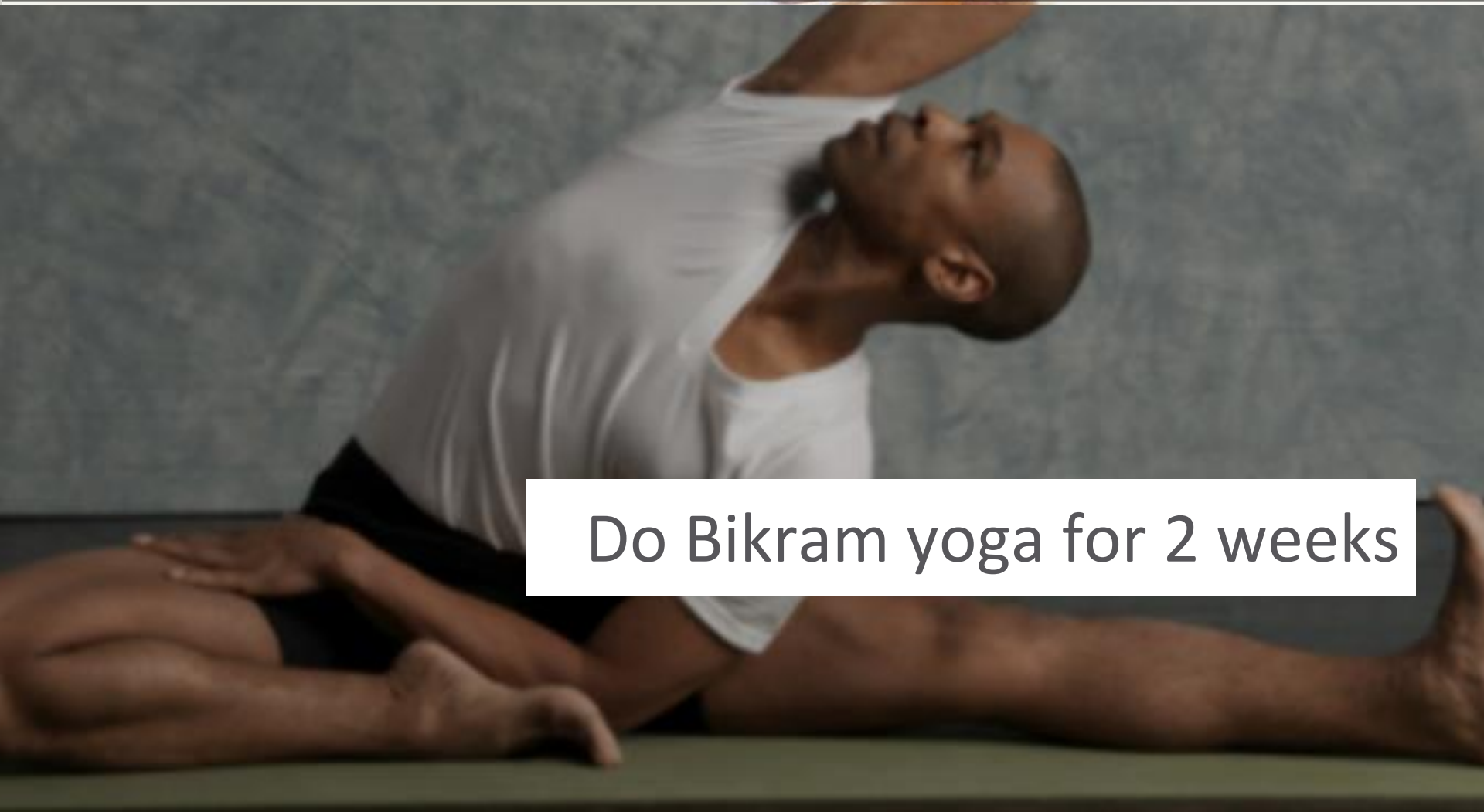
green dot
new behavior,
one time

Try a new kind of food



green span
new behavior,
period of time

Do Bikram yoga for 2 weeks

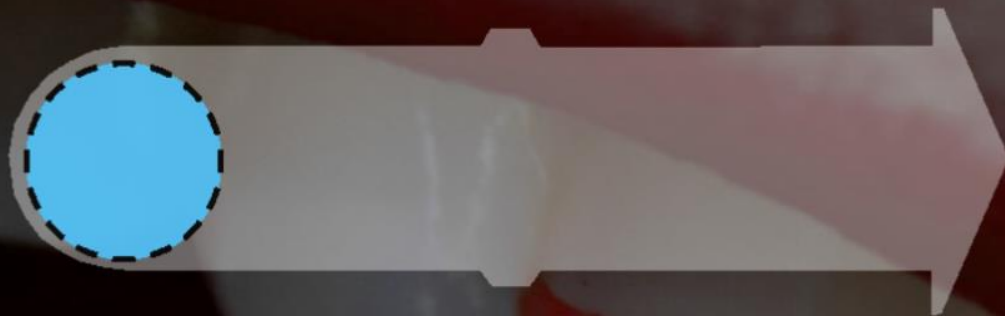


A large green arrow pointing to the right, with a dashed black outline, set against a dark background.

green path
new behavior,
forever

A photograph of a lush vegetable garden. In the foreground, a wicker basket is filled with fresh vegetables, including red tomatoes, green cucumbers, yellow and red bell peppers, and green beans. Next to the basket is a metal colander containing more tomatoes and green beans. The background shows various green leafy plants and small orange flowers in a garden bed.

Grow your own vegetables from now on



blue dot
familiar behavior,
one time



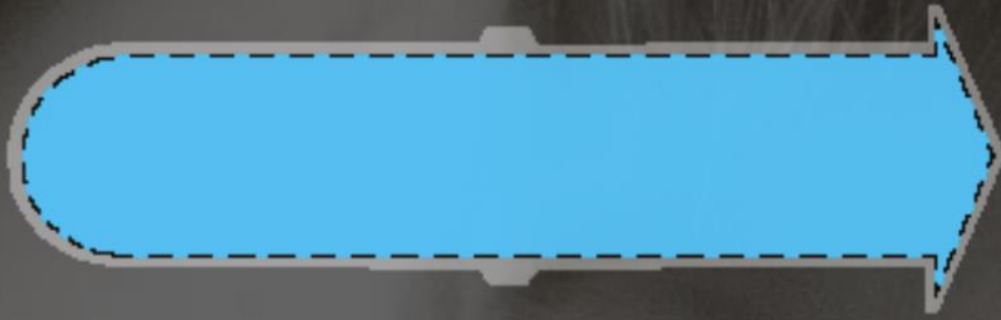
Use dental floss tonight



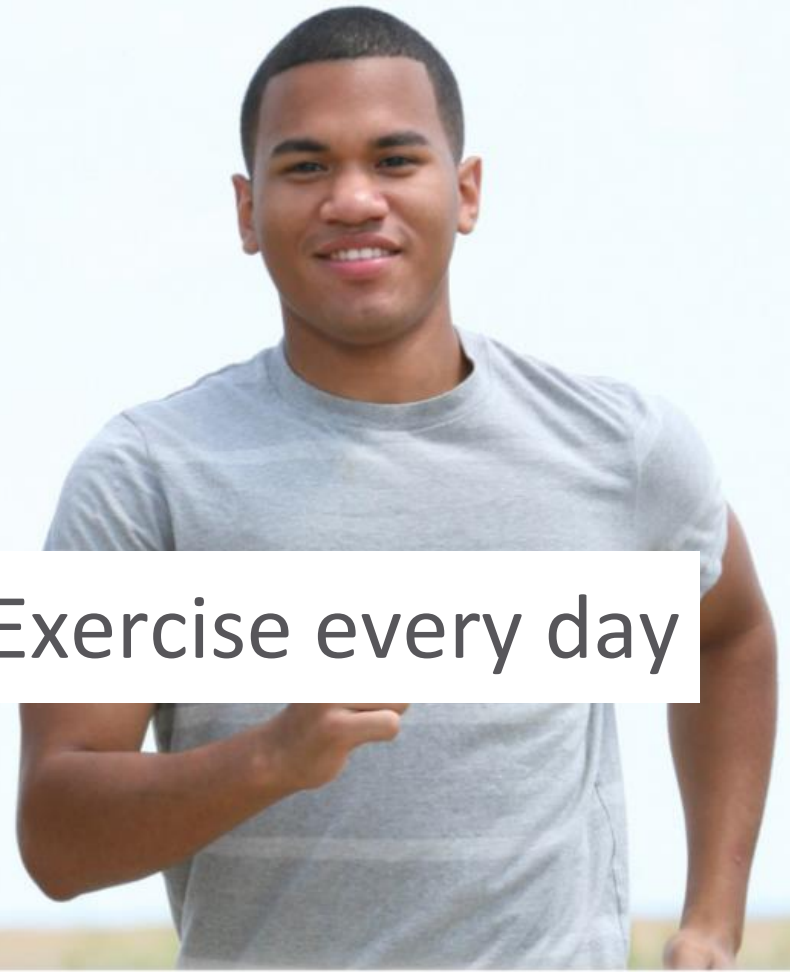
blue span
familiar behavior,
period of time

Drink 2 litres of water
every day for a month

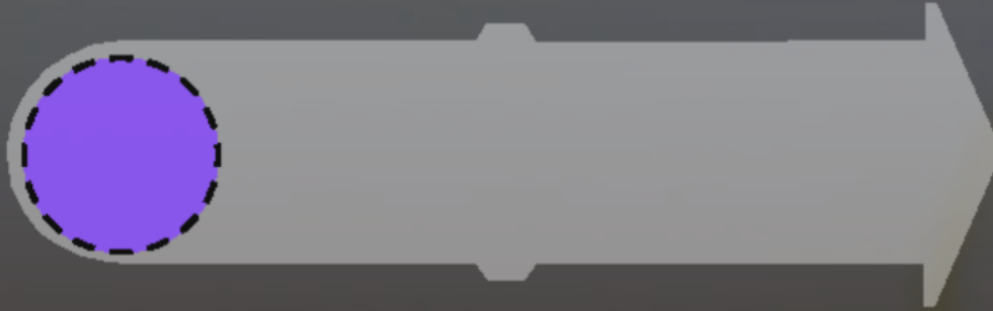




blue path
familiar behavior,
forever



Exercise every day



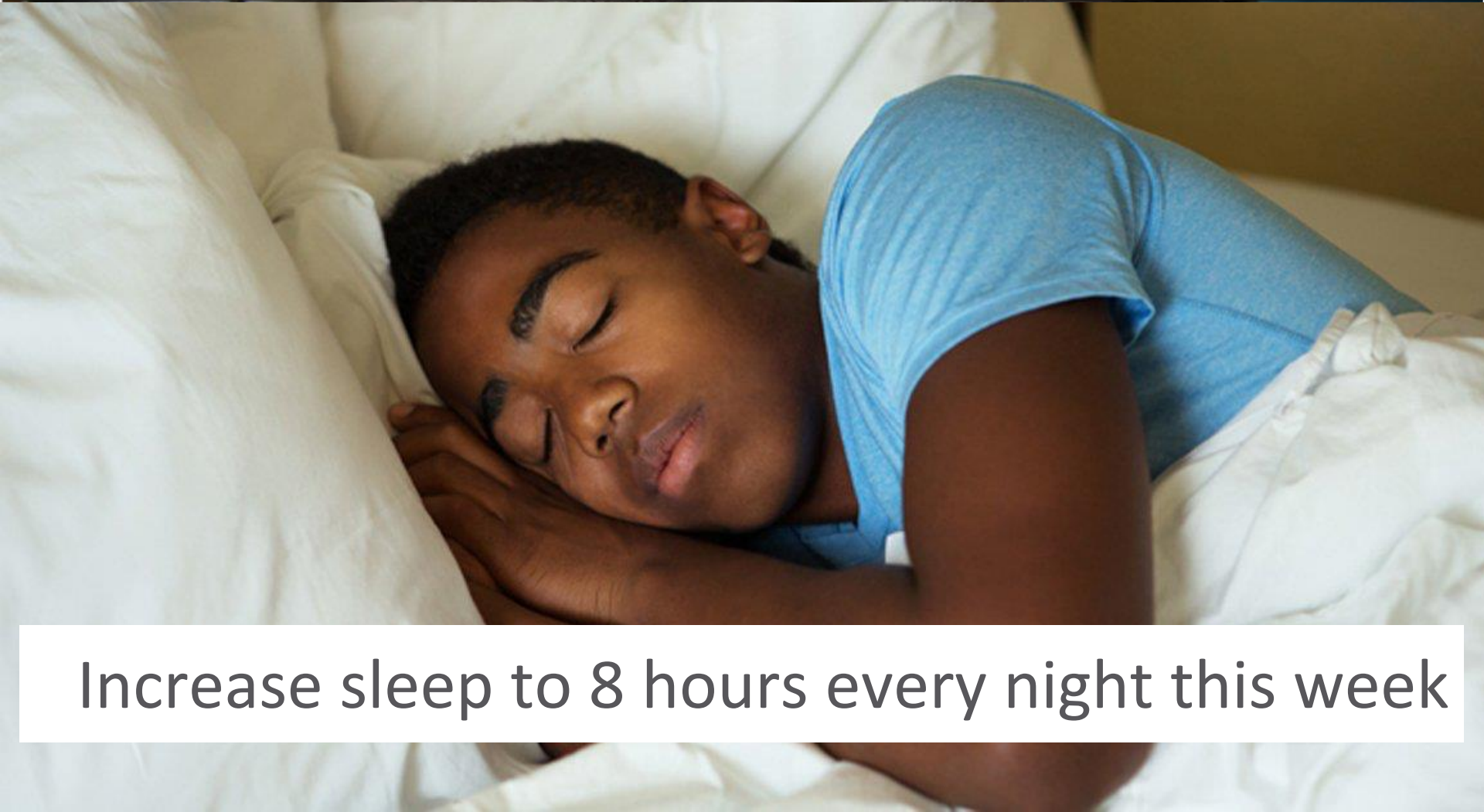
purple dot
increase behavior,
one time

**“Increase mindfulness
at lunch today”**





purple span
increase behavior,
period of time



Increase sleep to 8 hours every night this week



purple path
increase behavior,
forever

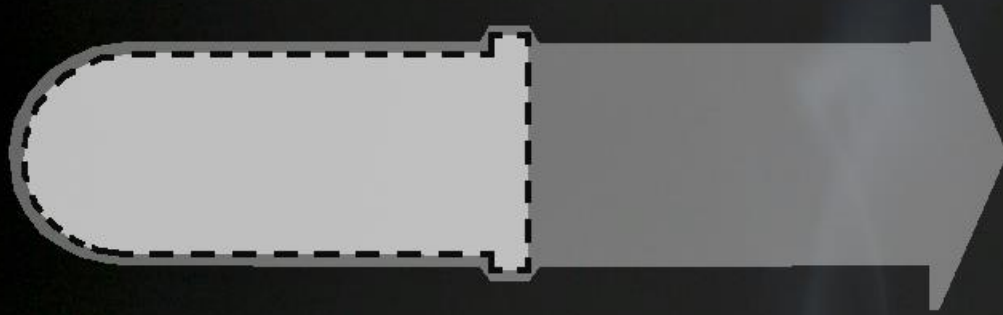


Increase quality time spent with friends and
family from now on.

gray dot
decrease behavior,
one time

**“Eat only half
a hamburger tonight”**

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gray span
decrease behavior,
period of time



**“Reduce smoking to 1 cigarette
per day this week”**

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gray path
decrease behavior,
forever

**“Decrease coffee consumption
from now on”**

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black dot
stop behavior,
one time



**“Don’t buy icecream
on this shopping trip”**

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18x 1.0

black span
stop behavior,
period of time



**“Stop discussing work matters over dinner
for the next month”**

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black path
stop behavior,
forever

**“Stop eating fast food
from now on”**

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Behavior Grid

| | Green behavior <hr/> Do NEW behavior, one that is unfamiliar | Blue behavior <hr/> Do FAMILIAR behavior | Purple behavior <hr/> INCREASE behavior intensity or duration | Gray behaviors <hr/> DECREASE behavior intensity or duration | Black behavior <hr/> STOP doing a behavior |
|---|---|--|--|---|--|
| Dot behavior is done ONE-TIME | GreenDot <hr/> | BlueDot <hr/> | PurpleDot <hr/> | GrayDot <hr/> | BlackDot <hr/> |
| Span behavior has a DURATION , such as 40 days | GreenSpan <hr/> | BlueSpan <hr/> | PurpleSpan <hr/> | GraySpan <hr/> | BlackSpan <hr/> |
| Path behavior is done FROM NOW ON , a lasting change | GreenPath <hr/> | BluePath <hr/> | PurplePath <hr/> | GrayPath <hr/> | BlackPath <hr/> |

Fogg Behavior Grid *with Examples*

| | Green behavior <hr/> Do NEW behavior, one that is unfamiliar | Blue behavior <hr/> Do FAMILIAR behavior | Purple behavior <hr/> INCREASE behavior intensity or duration | Gray behaviors <hr/> DECREASE behavior intensity or duration | Black behavior <hr/> STOP doing a behavior |
|---|--|--|--|---|--|
| Dot behavior is done ONE-TIME | GreenDot <hr/> Do NEW behavior one time <hr/> <i>Install solar panels on house</i> | BlueDot <hr/> Do FAMILIAR behavior one time <hr/> <i>Tell a sister about eco-friendly soap</i> | PurpleDot <hr/> INCREASE behavior one time <hr/> <i>Plant more trees and native plants</i> | GrayDot <hr/> DECREASE behavior one time <hr/> <i>Buy fewer cases of bottled water today</i> | BlackDot <hr/> STOP doing a behavior one time <hr/> <i>Turn off space heater for tonight</i> |
| Span behavior has a DURATION , such as 40 days | GreenSpan <hr/> Do NEW behavior for a period of time <hr/> <i>Try carpooling to work for three weeks</i> | BlueSpan <hr/> Do FAMILIAR behavior for a period of time <hr/> <i>Bike to work for two months.</i> | PurpleSpan <hr/> INCREASE behavior for a period of time <hr/> <i>Recycle more of household waste for one month</i> | GraySpan <hr/> DECREASE behavior for a period of time <hr/> <i>Take shorter showers this week</i> | BlackSpan <hr/> STOP a behavior for a period of time <hr/> <i>Don't water lawn during summer</i> |
| Path behavior is done FROM NOW ON , a lasting change | GreenPath <hr/> Do NEW behavior from now on <hr/> <i>Start growing own vegetables</i> | BluePath <hr/> Do FAMILIAR behavior from now on <hr/> <i>Turn off lights when leaving room</i> | PurplePath <hr/> INCREASE behavior from now on <hr/> <i>Buy more local produce</i> | GrayPath <hr/> DECREASE behavior from now on <hr/> <i>Eat less meat from now on</i> | BlackPath <hr/> STOP a behavior from now on <hr/> <i>Never litter again</i> |

Eating Behaviors Mapped into the Behavior Grid

Here's another version of the Behavior Grid with **eating behaviors** as the examples.

| | Green behavior <i>Do NEW behavior, one that is unfamiliar</i> | Blue behavior <i>Do FAMILIAR behavior</i> | Purple behavior <i>INCREASE behavior intensity or duration</i> | Gray behaviors <i>DECREASE behavior intensity or duration</i> | Black behavior <i>STOP doing a behavior</i> |
|---|---|--|--|---|---|
| Dot behavior is done ONE-TIME | GreenDot <i>Try eating seaweed for a snack today</i> | BlueDot <i>Eat vegetables at dinner tonight</i> | PurpleDot <i>Increase mindfulness at lunch today</i> | GrayDot <i>Eat only half a hamburger tonight</i> | BlackDot <i>Don't buy ice cream on this shopping trip</i> |
| Span behavior has a DURATION, such as 40 days | GreenSpan <i>Substitute quinoa for rice for one month</i> | BlueSpan <i>Drink water each morning this week</i> | PurpleSpan <i>Eat more veggies at dinner for two weeks</i> | GraySpan <i>Eat fewer carbohydrates for one week</i> | BlackSpan <i>Don't drink sodas for two weeks</i> |
| Path behavior is done FROM NOW ON, a lasting change | GreenPath <i>Adhere to a vegan diet from now on</i> | BluePath <i>Take daily vitamins from now on</i> | PurplePath <i>Buy more healthy eating options from now on</i> | GrayPath <i>Decrease fried foods in diet from now on</i> | BlackPath <i>Stop eating fast food forever</i> |

Behavior Grid

| | Green behavior <hr/> Do NEW behavior, one that is unfamiliar | Blue behavior <hr/> Do FAMILIAR behavior | Purple behavior <hr/> INCREASE behavior intensity or duration | Gray behaviors <hr/> DECREASE behavior intensity or duration | Black behavior <hr/> STOP doing a behavior |
|---|---|--|--|---|--|
| Dot behavior is done ONE-TIME | GreenDot <hr/> | BlueDot <hr/> | PurpleDot <hr/> | GrayDot <hr/> | BlackDot <hr/> |
| Span behavior has a DURATION , such as 40 days | GreenSpan <hr/> | BlueSpan <hr/> | PurpleSpan <hr/> | GraySpan <hr/> | BlackSpan <hr/> |
| Path behavior is done FROM NOW ON , a lasting change | GreenPath <hr/> | BluePath <hr/> | PurplePath <hr/> | GrayPath <hr/> | BlackPath <hr/> |

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