Purple Path

Behavior

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Stanford Persuasive Tech Lab
captology.stanford.edu

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The Purple Path Behavior Guide is made possible in part by a gift from Humana,

Stanford Resource Guides for Behavior Change

Our Stanford team has created a set of Resources Guides to help people working on behavior change projects. Our goal is to make it easier for you to:

1. Learn about a specific type of behavior change

2. Create solutions for achieving that behavior

In the past, designing for behavior change was a messy process. Most designers and researchers guessed at solutions. And, frankly, most attempts failed. Today, rather than guessing at solutions, people who use our Resource Guides will have clear guidance.

Our Stanford team will continue to improve each of the 15 Resource Guides. We welcome your input.

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The Behavior Wizard Team

Our Stanford team created the Behavior Wizard and the related materials. Without the expertise of each team member, the Resource Guide in your hands today would not exist.

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Introduction to the Fogg Behavior Grid

A Purple Path Behavior is one of 15 types of behavior as defined by BJ Fogg. These are outlined in what we call the "Behavior Grid." (For more information, see www.BehaviorGrid.org.)

Each of the 15 behavior types requires different psychology strategies and persuasive techniques. For example, the methods for persuading people to buy a book online (Blue Dot Behavior) are different than those for getting people to quit smoking forever (Black Path Behavior).

To succeed in designing a behavior change intervention, you need to understand the **type** of behavior you seek. And that's the point of our Behavior Grid.

For example, some target behaviors are one-time actions. This includes installing solar panels on a home or selecting a college. In contrast, some types of behavior happen every day: exercising, eating, and so on. And, yet again, some types are about stopping an existing behavior, such as quitting smoking.

The overall Behavior Grid looks like this:

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	GREEN Do new behavior	BLUE Do familiar behavior	PURPLE Increase behavior intensity	GRAY Decrease behavior intensity	BLACK Stop existing behavior
DOT One time	**GREEN DOT** *Do a new behavior one time*	**BLUE DOT** *Do familiar behavior one time*	**PURPLE DOT** *Increase behavior one time*	**GRAY DOT** *Decrease behavior one time*	**BLACK DOT** *Stop behavior one time*
SPAN Period of time	**GREEN SPAN** *Do behavior for a period of time*	**BLUE SPAN** *Maintain behavior for a period of time*	**PURPLE SPAN** *Increase behavior for a period of time*	**GRAY SPAN** *Decrease behavior for a period of time*	**BLACK SPAN** *Stop behavior for a period of time*
PATH From now on	**GREEN PATH** *Do new behavior from now on*	**BLUE PATH** *Maintain behavior from now on*	**PURPLE PATH** *Increase behavior from now on*	**GRAY PATH** *Decrease behavior from now on*	**BLACK PATH** *Stop behavior from now on*

In the Behavior Grid, the rows refer to different behavior durations: Dot, Span, and Path. The durations of behaviors expand as one moves down the grid. The columns refer to behavior familiarity or change. The first two columns deal with new (Green) and familiar (Blue) behaviors. The next columns also deal with familiar behaviors; however, these behaviors are changing. Purple Behaviors are increasing in intensity or duration. Gray Behaviors are decreasing in intensity or duration. Finally, Black Behaviors are being stopped.

For a behavior to be called "Purple Span," it needs to combine the characteristics of a "Purple" Behavior and those of a "Span" Behavior.

In this guide, we teach you how to think clearly about this type of behavior. In addition, we teach you how to design this type of behavior in others and in yourself.

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Introduction to Purple Path Behaviors

If you want someone to **increase the intensity or duration** of a behavior **forever,** you are seeking a Purple Path Behavior. Examples include:

> *Health:* **Exercise 10 minutes more each day from now on**.

> *Environment:* **Eat more fruits and vegetables each day into the future**.

> *Commerce:* **Save 10% more of your paycheck each month forever**.

Many people seek Purple Path Behaviors. They are already doing something good, like exercising, and they are ready to take it to the next level. This increased intensity or duration of a familiar behavior (like exercise) is what Purple Path is all about.

To achieve a Purple Path Behavior, you must alter at least one element from the **Fogg Behavior Model:**

- Increase the number, or effectiveness, of **triggers** leading to the desired behavior.

- Enhance **ability** to perform the behavior (make it easier to do).

- Amplify **motivation** for doing the behavior.

Examples of Purple Path Behaviors

Health

- Increase the consumption of vegetables in the corporate cafeteria.

- Increase foot traffic on the stairwells between floors.

- Drink more water from now on.

- Increase sleep duration and quality.

Commerce

- Buy more books from Amazon.com.

- Buy only Apple computers from now on.

- Spend more time shopping online.

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Environment

- Always use public transportation.

- Buy more biodegradable forks and plates for the office.

- Recycle more of your plastic bottles.

Productivity

- Increase number of uninterrupted work periods.

- Take better notes in class from now on.

- Increase productivity of meetings.

Overview of Purple Behaviors

In our Stanford work, when we talk about a "Purple Behavior," we're referring to a familiar action that gets increased or intensified. These types of behavior goals are common. In today's world, people often seek Purple Behaviors for themselves. We want to save more money, we want to exercise harder, and we want to recycle more often.

And it's not just individuals seeking to intensify behaviors. In many cases, companies seek Purple Behaviors for their customers: buy more, watch more, eat more, and so on. All of these are Purple Behaviors. Note how each example reflects an **increase** in an existing behavior.

Purple Behaviors can be increased in three ways. Specifically, one can do a familiar behavior:

- For a **longer time period** (exercise for 45 minutes instead of 30)

- With **more intensity** (spend more on a car)

- With **more expertise or precision** (sort the recycling more accurately)

How Purple Behaviors Relate to Other Types

Purple Behaviors relate to other behavior types in the Fogg Behavior Grid. Here we highlight some similarities and differences.

In the Blue Behavior column of the Behavior Grid, Blue designates a familiar behavior. These are the

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foundation of Purple Behaviors. People will always have an existing action that they intensify to achieve a Purple Behavior. For example, if you do a Blue Behavior like buying one dozen roses each Sunday, a Purple Behavior would be to buy two dozen roses on Sunday. Buying more is increasing the existing behavior.

In the Behavior Grid, the Gray Behavior column contains behaviors that are the opposite of Purple Behaviors. Gray Behaviors are all about decreasing a familiar behavior. Let's return to the rose example. If your normal action (Blue Behavior) is to buy one dozen roses each Sunday, then a Gray Behavior might be to buy only one rose on Sunday. It's a decrease—that's what makes it Gray.

Purple Fades to Blue

If you do a Purple Behavior long enough, it may become the norm. It is no longer an increase. For example, if you increase your exercise from 30 to 45 minutes, then after a while, 45 minutes will be the typical behavior for you. At some point, the Purple Behavior becomes a Blue Behavior. The precise point that Purple fades into Blue doesn't matter, really. We've talked about this at length in our Stanford Lab and, although it's a fun discussion, it's sort of useless. For practical purposes, we've agreed that the transition from Purple to Blue doesn't matter much.

What matters is the opposite direction: How do you get people to intensify an existing behavior? And that's what this Resource Guide on Purple Behaviors is all about.

Up to this point, we've covered what it means for a behavior to be "Purple."

Now we discuss what it means for the behavior to be a "Path."

Overview of Path Behaviors

Path Behaviors are those that are performed often, even ritually. This includes actions that we do automatically. In addition, behaviors we do over and over—such as always buying music from iTunes—fall into this category. These actions are often integral to a person's life.

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In many domains, especially in health, interventions to achieve Path Behaviors are the most desired outcomes of behavior change. For example, companies that can motivate employees to exercise from now on can save lots of money in health care costs.

The combination of Path characteristics and Purple characteristics defines a Purple Path Behavior.

Purple Path Behaviors can take many different forms. As you read the examples below from various domains—health, commerce, environment, and productivity—look for the similarities among them. This will help you identify Purple Path Behaviors in your own life.

Health

Let's say that Sally wants to become even healthier by exercising more. She decides to increase the time of her daily jogs—that's a Purple Path Behavior. Sally could also add hills into her run, or she could start to run with better form. Both of these are also Purple Path Behaviors.

Sally intends to intensify her running for the rest of her life; it's not a month-long program. If it were only a month-long program, it would be a Purple Span, not a Path.

Commerce

Retailers often seek to induce Purple Path Behaviors. Consider Amazon.com. Once you become a customer of Amazon, the company will send you emails, make you offers, and set up 1-click ordering—all of this in an effort to get you to buy more stuff, more often. That's Purple Path Behavior.

If Amazon were only a book-of-the-month club, saying "It's time to buy one book," that would be a Blue Path Behavior, not Purple. But notice how Amazon tries to get you to buy more and more.

Environment

Biking to work more often is a Purple Path Behavior. For example, if John currently bikes to work three days each week and increases that number to four days, he has achieved a Purple Path Behavior.

John's change is not about driving less, which is a Gray Path Behavior; it's about his biking more. These may be two sides of the same coin, but they are different behaviors from a psychological standpoint.

Productivity

Another example of Purple Path Behavior is a Japanese practice called *Kaizen*. It means "continuous

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improvement." This practice seeks to find the smallest possible actions that can be done in the pursuit of excellence and implementing them consistently, one step at a time, until they become established habits.

> Now that you have a good sense of what a Purple Path Behavior is and where it lies within the Behavior Grid, we're going to cover the Fogg Behavior Model. This will give you an understanding of why behavior occurs and how it can be designed.

The Fogg Behavior Model

The Fogg Behavior Model shows that three elements must converge at the same moment for a behavior to occur:

1. **Motivation**

2. **Ability**

3. **Trigger**

When a behavior does not occur, at least one of these three elements is missing. Triggers that occur when a person is above the activation threshold (seen below) are likely to be met with action.

A behavior designer should seek to understand where your target audience lies on the graph (in terms of motivation/ability). Triggers work only when a person is above the line. If you seek to change the behavior of many people, not everyone will be above the Activation Threshold. Maybe just 10% are in that area. By issuing triggers, you can better understand how your audience maps to the graph and take steps to maximize results.

(For more information, see www.BehaviorModel.org.)

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Fogg Behavior Model
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High Motivation

motivation

Low Motivation

triggers
succeed here

Activation Threshold

triggers
fail here

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Hard to Do   **ability**   **Easy to Do**

Using the Fogg Behavior Model (FBM) as a guide, designers can identify what stops users from performing behaviors that designers seek. For example, if people are not performing a target behavior, such as rating hotels on a travel Web site, the FBM helps designers see what is lacking—e.g. a clear trigger, an aspect of ability, etc.

The FBM also helps academics understand behavior change better. What was once a fuzzy mass of psychological theories now becomes organized and specific—and practical—when viewed through this model.

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Now you're going to learn how to design Purple Path behavior using the Fogg Behavior Model as your guide.

Introduction to the Purple Path Behavior Design Process

You can more effectively design for Purple Path Behaviors using the Fogg Behavior Model, which breaks behavior down into three components:

- Motivation

- Ability

- Trigger

In order to induce Purple Path Behavior, it is necessary to **increase at least one of the above components**.

In later sections, we outline this process. First, however, you need to learn how to sequence the behavior design process. The order may surprise you.

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Surprising Sequence: Start with Triggers, Not Motivation

A behavior change intervention shouldn't manipulate triggers, ability, and motivation at the same time. That makes it tough to recognize which change is most effective and it can result in complicated behavior change interventions.

In our academic and industry work, we've found a specific sequence that works best. And our conclusion may surprise you: When you design for persuasion, you don't start by manipulating motivation. That's what you do last.

So what's first? **Focus on Triggers first**. This is the simplest change, and is often all that is needed.

For example, let's say that Kara is exercising only three days a week but wants to increase her exercise program's intensity by adding two workouts per week. This increase may require only a daily reminder, which can be done with a simple calendar pop-up or a scheduled email as the trigger.

If a change with the trigger doesn't work, ability should be tackled next.

Consider this example of changing ability.

Let's say that you want to increase the amount you recycle, a Purple Path Behavior, by increasing your recycling ability. The trigger is already present—the empty bottle. However, you finding yourself throwing bottles in the trash bin because the recycling bin is too far away. You can increase your recycling ability by moving the recycling bin closer.

If an ability change doesn't work, approach motivation. People designing interventions often start by focusing on motivation, believing it is the most effective way to change behavior. However, motivation is the trickiest, most nebulous area. It's harder to measure, and it's hardest to change predictably.

Note that in the two examples above, boosting motivation would have been a less efficient way to solve the problem. Focusing on Trigger and then Ability was simpler and, in this case, sufficient.

In fact, when it comes to behavior change interventions, one way to distinguish a novice from a pro is what first gets attention. If a designer starts tweaking motivations at the start, before understanding triggers or ability factors, we in the Stanford lab consider that to be a clear sign that the person isn't very experienced (or very skilled).

With today's emerging technology, triggers are perhaps the most fascinating of the three elements in the Fogg Behavior Model. In our view, the fastest, surest way to change behavior is through effective triggers.

One reason that triggers are so fascinating is their incredible diversity. You need to remember that a trigger

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is anything which tells the target audience to "Do this action now!"

The following examples are not Purple Path specific. We list them in order to give you a sense of how many different types of triggers there are, so that you can recognize them accurately in your behavior-design work.

- A sticky note
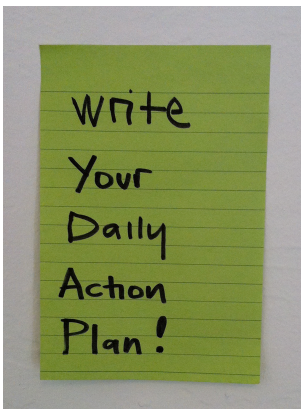
- A text message call-to-action

- An email

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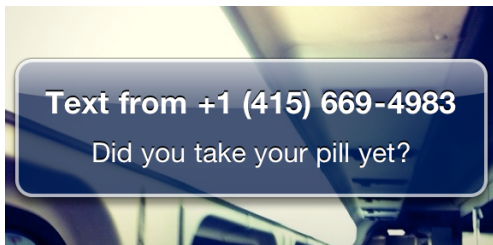
Great deal on a computer - check it out. 📋 | ✕ Inbox

⭐ 📹 **Jason Hreha**

Hey Jason,

Found this great deal on a computer. Give it a look.

Best,

- An object placed somewhere

- A grumble in one's stomach

As you can see, anything that reminds or tells the target person/audience to perform a behavior is a trigger. In different contexts, different kinds of triggers need to be used—the answer can't always be an email. We hope that you recognize this and start to see new types of triggers in your life and work.

Now, we're going to cover our first recommended Purple Path induction strategy.

Increase the Number, or Effectiveness, of <u>Triggers</u> Leading to the Desired

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Behavior

One way to achieve Purple Path Behaviors is to increase the frequency or effectiveness of the triggers. Remember, triggers are the call to action—the thing that says "Do this action now!"

For example, if the design goal is to get people to buy more books online, triggers delivered through email could get a person to return to the site and make a purchase. Once a person has selected a book, the merchant can suggest others that are related, increasing the number of books purchased. Note that the email trigger gets people to shop more often and the book suggestions in the check-out process gets them to buy more books. Both of these are Purple Path Behaviors.

Manipulating triggers can be the easiest and most effective way to change behaviors. Focus here first.

Increase the <u>Ability</u> to Perform the Behavior

If changing the triggers doesn't work, focus on ability.

We generally think of ability as consisting of six components. These are called the **Ability Factors**, as defined by BJ Fogg:

- **Time:** Does the behavior take a long time?

- **Money:** Does the behavior require a lot of money?

- **Physical Effort:** Does the behavior require significant physical effort?

- **Brain Cycles:** Does the behavior require significant mental effort?

- **Social Deviance:** Is the behavior strange, out of the norm?

- **Non-routine:** Is the behavior something the person is not used to doing?

According to our model, ability is a function of a person's scarcest resource in the moment. Therefore, in order to induce the initial Purple Path Behavior, it is necessary to determine which Ability Factors are weakest, and then figure out a way to strengthen them.

In order to effectively increase the ability of a target person or audience, we recommend that you go through the Ability Factors in order and ask yourself the related questions. After this, you should have a sense of the target audience's ability profile. For example, does the audience in question have a small

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amount of time but a lot of money? If so, then you could make the desired behavior less time intensive but more financially costly. When you understand the audience's ability profile, you'll be better able to hone in on a potential solution.

Below are examples for each of the six Ability Factors.

Applying the Elements of Simplicity to Purple Path Behaviors

Simplify Time: 1-Click Shopping

Amazon.com has gotten rid of the time barrier when it comes to shopping with 1-click ordering. Instead of having the customer type in their credit card information for each purchase, making it time consuming to shop, Amazon remembers customer information, allowing people to order any item they want with a single click. This allows the customer to shop even more, a Purple Path Behavior.

Simplify Money: Frequent Buyer Program

Frequent buyer programs help lower the money barrier for increased shopping behavior. By providing discounts, these programs allow customers to save money by buying more or in larger quantities. These are both Purple Path Behaviors.

Simplify Physical Effort: Organizing Exercise Gear

Small tweaks, such as putting your exercise gear together ahead of time, reduce the physical effort required to exercise. Removing this barrier can mean the difference between exercising three days a week versus five. This is an example of increased and intensified exercise behavior, a Purple Path Behavior.

Simplify Brain Cycles: Exercise Routine

Removing mental effort by reducing the number of choices is a way of lowering the "brain cycle" barrier in front of a Purple Path Behavior. A prime example is the Curves "30-Minute Workout." Each woman at the gym does the same 30-minute circuit, making the decision very simple: "Do I go workout, or do I stay home?" This enables the individual to work out more—a Purple Path Behavior.

Simplify Social Deviance: Biking to Work

Bike-to-work groups are designed to lower the social deviance of biking to work. The group dynamic makes it more socially acceptable to arrive at work sweaty and in exercise gear. This boosts the

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likelihood that someone sensitive to social pressure will consistently bike to work. This would cause an increase in bike commuting—a Purple Path Behavior.

Simplify Non-routine: Increasing Thermostat Regulation

Non-routine actions, such as regulating the thermostat, can be increased by attaching them to existing routines. In this situation, changing the temperature settings can be attached to an everyday routine, like picking up one's keys in the morning before leaving the house.

So far we've covered two of the three elements in the Fogg Behavior Model. We now turn briefly to the final element: Motivation

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Increase <u>Motivation</u> for Doing the Behavior

The final factor that can be manipulated to induce a Purple Path Behavior is motivation.

For example, if the Purple Path is an exercise behavior, more motivation may get the person to do it longer, more intensely, or with more expertise. Instead of walking for 30 minutes, a person with more motivation may walk for 45. Instead of walking at a moderate pace on flat land, a person with more motivation may walk faster and up some hills. Instead of walking casually, a person with more motivation may walk with better form.

But what are the elements of motivation?

According to the Fogg Behavior Model, there are three **Core Motivators**, each with two facets:

Sensation — pleasure | pain

Anticipation — hope | fear

Belonging — social acceptance | social rejection

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By manipulating one or more of these motivators you may induce a Purple Path Behavior.

For example, if someone is walking and listening to energizing music (pleasure), that person may walk longer. Or, by reducing the exercise's pain with better shoes, that person may also walk more. Similarly, the next two Core Motivators (hope/fear, acceptance/rejection) can be manipulated to intensify someone's exercise behavior.

To make these ideas concrete, we explain the techniques below in four domain examples: health, commerce, environment, and productivity.

Health & Motivation

Let's say that John wants to lose some weight. In order to motivate John you might have him write up a list of the benefits of being fit. In addition, you might have him imagine how good it will feel. You could also have him sign up for an exercise group to encourage social acceptance through increased exercise, which is a Purple Path Behavior. Thus, by using the innate human desire for **hope** and **social acceptance**, you increase John's motivation to engage in a Purple Path Behavior.

Commerce & Motivation

eBay wants to increase the amount of time people spend on their site. They decide to tap into the motivators of **hope** and **pleasure** by including messages like "Stumble upon your next great treasure" or "The best deals you haven't discovered yet." Messages like these induce **hope** in the customers. And such increased hope results in increased browsing behavior, which results in **pleasure** when an interesting new object is actually found.

Environment & Motivation

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Sandy wants to increase the amount she recycles. In order to increase her motivation, a successful intervention might play into her desire for **social acceptance** and **fear of social rejection**. A simple message or flyer showing that 65% of her neighbors recycle on a regular basis might provide the extra motivation needed.

Productivity & Motivation

Jim wants to increase his number of uninterrupted periods of work. He decides to tap into his **hope** for even better performance. A series of emails talking about the merits of uninterrupted "flow states" and how much more work he will get done might do the trick.

Before we continue, we want to emphasize nine important words. The Fogg Design Mantra for behavior change is:

"Put hot triggers in the path of motivated people."

What makes a trigger "hot"?

Triggers become hot when they allow you to take action. For example, an email containing a link is a hot trigger, since it allows you to take action—visit a website—right away.

A billboard advertisement is a good example of a cold trigger. It implores you to act with "Buy milk!" but at a time when no action is possible. A "Buy milk!" sign above the refrigerator at the grocery store, on the other hand, is a hot trigger.

Next, we're going to highlight some Purple Path case studies, to give you a sense of how these strategies play out in a real-world context.

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Case Studies

Case Study: Zeo Personal Sleep Coach

Target Behavior: Increase Sleep Quality and Quantity

Zeo has created a product intended to create a Purple Path behavior—increased sleep quality and quantity. The solution consists of a central unit and a headband. (See www.myzeo.com.)

Each night, the user wears the headband and secures the central sensor in the middle of their forehead. Throughout the night, sleep data is wirelessly transmitted to the central unit. In the morning, the unit displays the user's ZQ – a metric representing the quality of sleep based on total sleep time, restorative sleep time, and disrupted sleep time.

In order to increase the quality of its users' sleep, Zeo boosts **motivation**—a central component of the Fogg Behavior Model.

Motivation and Zeo

Zeo uses metrics and data visualization to motivate users. The ZQ metric, invented by the Zeo team, seems an effective way of compressing lots of information into an easy-to-understand number. The ZQ is displayed right below the time on the Zeo central unit. This either motivates the individual to improve, if they received a poor score, or acts as a reinforcement of already good behavior.

In addition, Zeo displays the user's information in a compelling manner. As humans, we all like to see progress—an upward trend that shows we're getting better. This info gives us both pleasure and hope. Zeo taps into these motivators by making it easy for the user to see whether or not they are improving. If not,

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seeing a downward trend with one's name attached to it taps into **pain** and **fear**. So either way, Zeo leverages motivation.

Triggers and Zeo

Because the Zeo is a bedside unit, it is easily noticed at the opportune moment of persuasion. Just before the user goes to bed, they are bound to see the moderately sized white unit and accompanying headband. This does two things:

- It reminds the user of the desired proximal action: wear the headband.

- It lets the user know that with this device they have the ability to monitor their sleep.

By situating the unit next to the user's bed, Zeo is able to enhance the their perceived ability while reminding them of the correct action at the opportune time.

Ability and Zeo

 The Zeo system increases the user's ability to track how they sleep—both the duration of sleep and the stages of sleep (such as REM). With Zeo, the process of data collection is simple: all one has to do is strap on a headband.

In addition, all of the user's sleep data can be uploaded to a Zeo companion website. This information is represented in a series of graphs and metrics. The user can then look at their periods of disrupted sleep from previous days to get some insight as to what may be causing them. This enables the user to optimize their sleep.

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Case Study: Vitality GlowCaps

Target Behavior: Increase Medication Adherence

The GlowCap is an Internet-connected lid that is placed on top of one's medication container. It is connected to a sensor, which looks similar to a nightlight. This gets plugged in near the medication. When the drug needs to be taken, the light begins to flash, alerting the patient that they should take their medicine. If this signal is overlooked, the GlowCap begins to play a ring tone. If this is unheard, the cap then triggers an automatic call to the patient's phone, alerting him or her to take the necessary medication.

In addition, the GlowCap transmits the patient's medication-adherence data to a secure website, where it generates a series of reports. A monthly progress report is sent to the patient's house. It shows such information as what days the patient took the medicine, what days were missed, and what the overall compliance rate is. The doctor and family members can receive a compliance report as well.

GlowCap reports a boost in adherence of 27%. In our view, this success comes largely from the effective design of triggers.

Trigger and GlowCap

The GlowCap's main strength is its array of effective triggers. The patient receives different triggers, of increasing intensity, in order to make sure they take medication.

The first trigger is the light on the plug-in unit. Since the light is situated near the medication, this is a subtle reminder for those who were most likely in the process of taking the medication already.

The second trigger, a ring tone, is more disruptive. This trigger intends to remind those that completely forget about their medicine. However, since the ring tone cannot always be heard throughout one's house, this may not be enough.

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The final, most invasive, trigger is the phone call. This makes sure that the individual is triggered to take their medicine. If the individual receives the call on their mobile phone, they may not be able to perform the correct action—taking the pill. However, if they are at home, this trigger occurs when they have high ability and high motivation.

Ability and GlowCap

The GlowCap increases a patient's ability to take medications on time. Specifically, the system decreases the burden of "brain cycles" and supports patients in establishing a routine. This leads to increased medication compliance, a Purple Path Behavior.

Motivation and GlowCap

The GlowCap uses data visualization and social pressure in order to increase the user's motivation.

While most patients are already motivated to take their medicine, since it may be the difference between life and death, extra motivation might be helpful. In order to increase motivation, the GlowCap allows the user to see their successful and missed days on a large, playful calendar.

In addition, because the report is sent out to one's close family members and doctor, the patient feels social pressure to comply. A patient might think, "It would be embarrassing to miss two days this week, since Dr. Smith and my daughter would notice."

Case Study: Curves for Women

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Target Behavior: Increase Exercise Frequency and Intensity

Curves is a women-only fitness center that aims to build muscle, burn fat, and positively impact the nutrition of its clients. The franchise does this with a specialized 30-minute workout, a positive social environment, and targeted coaching.

Ability and Curves

Curves achieves its Purple Path success primarily by increasing a person's ability to work out. Curves has one optimized workout for women: a 30-minute routine. This standard program frees women from making decisions in their busy lives. For example, one young mother might think, "Should I go to the gym today? Well, I'm not sure what kind of workout would be best for me today. And it might take too long . . . ."

With Curves it's simple—you just show up and get it done.

Once women arrive at Curves, they join a group and follow along. Even the exercise machines make it easier: they adjust automatically to each woman after she inserts her ID card.

Motivation and Curves

Curves builds a special community atmosphere to motivate customers. Because Curves is for women only, the group dynamic isn't like other gyms. The fear factor certainly is less for women—less pressure to be gym savvy or look perfect. In addition, Curves has created a vibrant online community so that women can gain even more support. This sense of belonging motivates.

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Trigger and Curves

Curves embraces a holistic approach to fitness and, therefore, has customers use Curves-branded products throughout their life—food diary, companion website, etc. Products like these remind the user of their affiliation with the gym and can trigger workout behavior.

What's Next?

In our Stanford Lab, we will continue to expand and improve this Resource Guide for Purple Path Behaviors. What you see now is simply our alpha version. And this is one of 15 Resource Guides we are creating to help people design for behavior change.

We welcome your feedback. What did you find helpful? What was missing? In short, how can we make this guide better for you?

Because we update the Resource Guides, the document you are reading right now is probably outdated. We've already made it better! Please contact us to find out how to get our new and improved version.

One more thing. If you have a friend who would like a copy of this guide, please do not send this document to them. Instead, have them request their own, most current document by emailing captology@stanford.edu.

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