

Patterns... on Triggers

trigger	Facilitator- Homepage of acne.org has Dan's video introduction, grabs my attention	Facilitator- Dan's personalized advice quiz online tells me what I need	Spark- Printed out Dan's instructions for the Regimen- put the paper in the bathroom	Spark- I see Dan's paper instructions for the Regimen in the bathroom	Signal- I notice the new soap and cream on my bathroom sink	Signal- Soap + cream placed next to toothpaste - I see it before bed every night	Signal- My face looks fine, it's adapted to the Regimen, I can push the limits now	I'm doing for at least 1 more month Signal- Examining face in mirror, reminds me	No Trigger- Going to bed without doing the Regimen just doesn't feel right
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Triggers followed a sequence: Facilitator, Spark, Signal

No Trigger was needed once behavior became Blue Path

Patterns... on Simplicity

ability	Effort- It's easier to browse a website than see a doctor; also, no one knows I'm researching it	Cost, Effort- It's cheap and easy- just a bar of soap + \$1 cream/wk	Brain Cycles- 1-2-3, just follow the steps	Non-Routine- It's hard to memorize the Regimen without the printout	Brain cycles- the novelty and initial complexity is intriguing but overwhelming for some	Effort, Cost- I've already bought it and memorized the routine, now I just have to continue it	Time- The Regimen takes me even less time because I do it without thinking	Effort- I have the supplies and I'm used to the side effects of the Regimen	Effort, Time, Social- I can re-order online or run to a 24-hour Safeway if I'm out of cream, and no one has to know
motivation		Acceptance- I should do it	Pleasure- It's		Pain- What	Pleasure- I	Hope- My	Hope- In 8 weeks I'll	

Reducing Physical Effort was the most frequently employed agent to increase simplicity

After the Facilitator Trigger is gone (Day 3), the Brain Cycles become relevant... "You're on your own"- this might lead to excitement or doom

Patterns... on Motivation

motivation	researching it	Acceptance- I should do it, I'm embarrassed of how I look; RISK- I might not make it to the store or click to purchase	Pleasure- It's something new that might work	Hope- I can only wait and see if my results are as Dan described	Pain- What will happen to my face? RISK- If it gets irritated, I might quit too soon	continue it Pleasure- I have the supplies, I should use them; RISK- temptation to increase amt., this backfires	cutting Hope- My face is beginning to clear up, getting compliments, I should keep at this	Hope- In 8 weeks I'll know if it works- I can't stop now, after all this effort, or I'll never know what works	cut of cream, and no one has to know Fear- My face looks good, I feel good, I can't risk stopping the Regimen!
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Hope was the most common motivator

The formation of this habit began with Hope and Acceptance, moved into some Pleasure and Pain, and ended with Hope and Fear. Is this the typical frame of mind for the beginning, middle, end of any endeavor? Of life?

Blue Path is motivated by fear... is this promising?

Other Discoveries



The habit initially seemed Blue Dot (watching how-to videos online was familiar) but once the cream application procedure was introduced, the habit turned Green Dot.

Green Span skipped right to Purple Span before settling into Blue Span. The habit was increased before truly feeling “familiar”.