BMAP Script

BetterYou leverages behavioral design to enhance engagement and health outcomes.

BJ Fogg is the lead of the behavioral design lab at Stanford- social media apps have used his work.

A behavior occurs when there is motivation, action and prompt occur together. We know that motivation can be fickle, when things are hard then we don’t do them and when we get nudges, we are more likely to do something. BetterYou was designed to have no manual entry so that it is easy to do the desired behavior and not have to rely on motivation. BetterYou has AI powered nudges so that there is a prompt to encourage people to act towards their goals. Is your current health and wellness platform designed to help people be successful?