30 Life Situations Designers Can Use FAB To Explain

1. Buying a high-quality mattress
2. Doing a digital detox day each week
3. Meal prepping on Sundays
4. Having a minimalist wardrobe
5. Investing in a standing desk
6. Taking daily walks
7. Getting a personal trainer
8. Using noise-cancelling headphones
9. Hiring a cleaner
10. Doing regular journaling
11. Taking a cold shower
12. Installing blackout curtains
13. Reading fiction before bed
14. Using a budgeting app
15. Practising gratitude daily
16. Paying for premium software/tools
17. Keeping your workspace tidy
18. Buying flowers for your home
19. Setting boundaries around work hours
20. Taking a short weekend getaway
21. Buying higher-quality kitchen knives
22. Learning to cook one signature dish well
23. Using a shared calendar with your partner
24. Hiring a coach or therapist
25. Setting 3 daily priorities in the morning
26. Blocking notifications on your phone
27. Batching errands instead of doing one at a time
28. Creating a ‘no phone’ zone at dinner
29. Wearing noise-dampening slippers in the house
30. Saying no to things you don’t want to do

F – Feature
A – Action
B1 – First-level benefit
B2 – Second-level benefit (the "benefit of the benefit")

FAB Examples for Each

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1. Buying a high-quality mattress

F – A high-quality mattress with ergonomic support.
A – It cushions your body properly and promotes better spinal alignment.
B1 – So you wake up with fewer aches and deeper rest.
B2 – Which leads to better mood, sharper focus, and stronger immunity.

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2. Doing a digital detox day each week

F – One day a week with no screens.
A – It resets your brain from constant notifications and stimulation.
B1 – So you feel calmer and more present.
B2 – Which allows deeper thinking, better relationships, and reduced stress.

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3. Meal prepping on Sundays

F – Cooking a week's worth of meals in one batch.
A – It saves time and eliminates daily food decisions.
B1 – So you eat healthier without the hassle.
B2 – Which leads to more energy, fewer last-minute takeaways, and better body confidence.

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4. Having a minimalist wardrobe

F – A curated set of mix-and-match outfits.
A – It reduces choice fatigue and clutter.
B1 – So getting dressed becomes effortless.
B2 – Which frees mental bandwidth for creativity and confidence.

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5. Investing in a standing desk

F – A height-adjustable standing desk.
A – It lets you switch between sitting and standing.
B1 – So you avoid back pain and stay energised at work.
B2 – Which boosts productivity and long-term health.

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6. Taking daily walks

F – A 20-minute walk every day.
A – It gets your body moving and clears your mind.
B1 – So you feel less anxious and more focused.
B2 – Which leads to better sleep, ideas, and resilience.

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7. Getting a personal trainer

F – A coach who creates tailored workouts.
A – They guide your form, plan sessions, and hold you accountable.
B1 – So you make real progress faster.
B2 – Which builds confidence and makes fitness part of your identity.

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8. Using noise-cancelling headphones

F – Headphones that eliminate background noise.
A – They block distractions and create a quiet zone.
B1 – So you can focus deeply even in chaos.
B2 – Which means faster work, fewer mistakes, and more peace.

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9. Hiring a cleaner

F – A professional who keeps your home tidy and clean.
A – They handle the tasks you don't have time for.
B1 – So you reclaim hours of your week.
B2 – Which means more freedom, less resentment, and a clearer mind.

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10. Doing regular journaling

F – Writing daily or weekly reflections.
A – It helps you process thoughts and track progress.
B1 – So you understand yourself better.

B2 – Which increases emotional resilience and personal growth.

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11. Taking a cold shower

F – A 2-minute cold blast during your shower.
A – It stimulates your nervous system and circulation.
B1 – So you feel alert and mentally sharp.
B2 – Which builds grit and boosts immunity over time.

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12. Installing blackout curtains

F – Thick curtains that block all outside light.
A – They keep your room dark, even during early sunrises.
B1 – So you sleep deeper and wake up rested.
B2 – Which improves mood, metabolism, and mental clarity.

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13. Reading fiction before bed

F – A good novel at night.
A – It transports your mind away from work and stress.
B1 – So you wind down naturally.
B2 – Which leads to better sleep and richer imagination.

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14. Using a budgeting app

F – A digital tool that tracks spending and savings.
A – It categorises expenses and shows trends.
B1 – So you feel more in control of your money.
B2 – Which leads to less stress and smarter decisions.

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15. Practising gratitude daily

F – A daily habit of listing 3 things you're grateful for.
A – It trains your brain to notice the good.
B1 – So you feel more content even during challenges.
B2 – Which boosts mental health and strengthens relationships.

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16. Paying for premium software/tools

F – Investing in a pro version of your key software.
A – It unlocks features and saves manual work.
B1 – So your workflow is faster and smoother.
B2 – Which means more time for creative or strategic work.

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17. Keeping your workspace tidy

F – A decluttered, organised desk.
A – It removes visual noise and friction.
B1 – So you focus more easily and feel calm.
B2 – Which helps you think clearly and work more intentionally.

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18. Buying flowers for your home

F – Fresh flowers on display.
A – They add colour, scent, and beauty to a room.
B1 – So your space feels cared for and alive.
B2 – Which lifts your mood and makes your home feel special.

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19. Setting boundaries around work hours

F – Clear start and stop times for work.
A – You switch off devices and stop responding after hours.
B1 – So you protect personal time.
B2 – Which reduces burnout and deepens relationships.

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20. Taking a short weekend getaway

F – A quick 2-day trip out of town.
A – It disrupts routine and resets your nervous system.
B1 – So you come back refreshed and inspired.
B2 – Which fuels better thinking, energy, and motivation.

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21. Buying higher-quality kitchen knives

F – Sharp, well-balanced chef knives.
A – They cut precisely and easily.

B1 – So cooking is safer and more enjoyable.
B2 – Which leads to more homemade meals and healthier habits.

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22. Learning to cook one signature dish well

F – One go-to, restaurant-quality meal you can make.
A – You can confidently serve it to guests or family.
B1 – So you feel capable and proud in the kitchen.
B2 – Which boosts self-esteem and makes hosting stress-free.

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23. Using a shared calendar with your partner

F – A synced digital calendar.
A – It keeps both of you aligned on schedules.
B1 – So there are fewer miscommunications.
B2 – Which leads to better teamwork and fewer arguments.

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24. Hiring a coach or therapist

F – A trained professional to help you improve or heal.
A – They ask questions, challenge you, and support your growth.
B1 – So you make faster, clearer progress.
B2 – Which changes how you show up in all areas of life.

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25. Setting 3 daily priorities in the morning

F – A short list of 3 key tasks.
A – It focuses your attention on what matters.
B1 – So you end the day feeling accomplished.
B2 – Which builds momentum and self-trust over time.

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26. Blocking notifications on your phone

F – A setting that silences all alerts.
A – It stops your phone from hijacking your attention.
B1 – So you stay focused on what matters.
B2 – Which leads to better results and lower stress.

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27. Batching errands instead of doing one at a time

F – Grouping errands into a single trip.
A – You tackle them all in one go.
B1 – So you save time and mental load.
B2 – Which gives you more freedom for what matters.

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28. Creating a ‘no phone’ zone at dinner

F – A phone-free dinner table.
A – Everyone stays present during meals.
B1 – So conversations deepen.
B2 – Which strengthens family bonds and creates rituals.

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29. Wearing noise-dampening slippers in the house

F – Slippers with soft, quiet soles.
A – They reduce sound as you move through the house.
B1 – So your space stays peaceful.
B2 – Which helps you and others focus, rest, or relax.

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30. Saying no to things you don’t want to do

F – The choice to say no without guilt.
A – You protect your time and energy.
B1 – So you do more of what matters to you.
B2 – Which builds self-respect and a life that feels aligned.