

Epiphany Moments

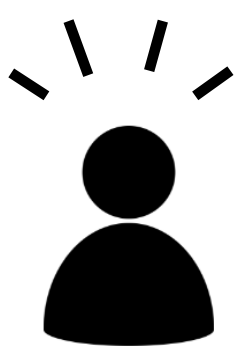
Understanding Catalysts of Behavior Change for Personal Well-Being

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Epiphany in Behavior Change

We define an epiphany moment in behavior change as the pivotal moment when a person decides to adopt new behavior(s) for their personal well-being and becomes ready to make progress towards it.

- Characteristics of an epiphany:
- Sudden, unplanned clarity
 - Ability to choose a path
 - Confidence and resolve to move forward



Design Space

	Reflecting Pool	Quit It	Challenger
Area of Change	Socializing 	Smoking 	Physical Activity
Introduction to technology	Self-discovery	Social influence: Wife	Social influence: Friend
Explicitness of introducing technology	Intentional, Implicit	Intentional, Explicit	Accidental
Framing	Neutral	Negative	Positive
In comparison with	Past Self Perceived Self	Perceived Self Average Population	Past Self Peers
Type of application	Photo Sharing Web App	Self-monitoring App	Game App
Stage of change	Precontemplation to contemplation	Contemplation to action	Precontemplation to Action

Goal

We aim to understand:

- Factors that lead to epiphanies manifested in the process of behavior change.
- How to design technology to induce epiphanies for those who are not yet motivated to change?

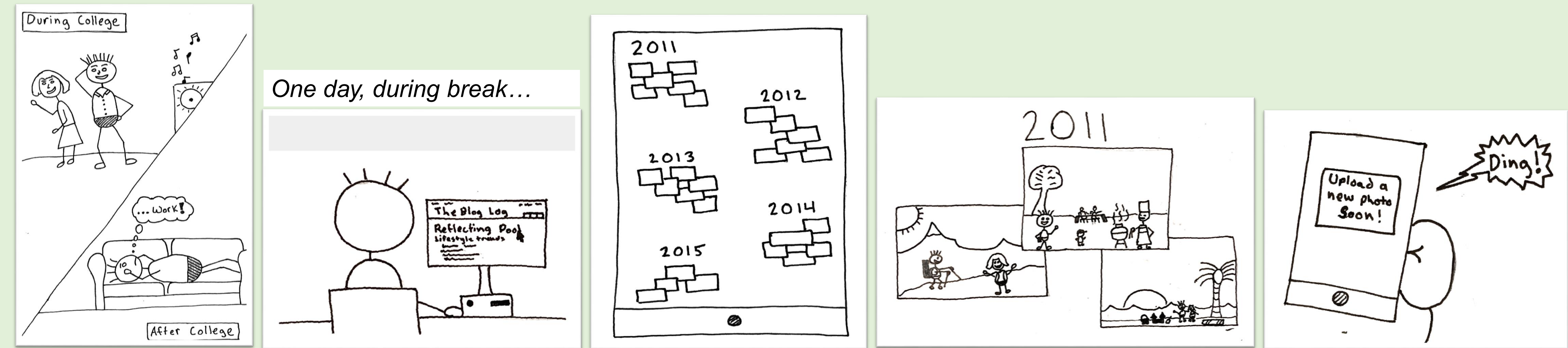


Research

- Surveys with 126 people and interviews with 13 people who have accomplished behavior change.
- Findings contributed to a design space for designing for people who are not motivated to change.
- Future work includes additional data collection and feedback from participants on 3 designs across the design space.

"I realized that I had gained a significant amount of weight over three months upon stepping on a scale... and looked at photos of myself from before and after the weight gain online."

Example App: Reflecting Pool



- Due to increased stress at work, John reduced social activities he enjoyed.
- Scrolling through blogs on photography, John stumbles across an interesting application.
- The app shows John a collage of photos he's been tagged in across years.
- He suddenly realizes a decline in his attendance at social events and changes in his physical appearance.
- The app supports John to make the change by encouraging him to update new photos.