April 22, 2017

Dear editors and reviewers,

Please find our manuscript titled, “*Understanding Pivotal Experiences in Behavior Change for the Design of Technologies for Personal Wellbeing*”, enclosed for submission to JBI special issue on Persuasive Technology.

We describe qualitative survey results from 244 adults who have decided to make a behavior change and interviews with 25 adults who have either already accomplished a behavior change(s) or are currently working towards a change. The original work on this project was started in 2012 (described as Phase 1 in Methods section of the manuscript), but was never published because the student who worked on it graduated. Since then, we conducted a second round of data collection in 2016-2017 (described as Phase 2, Methods) and significantly revised and extended the work on our project and manuscript. We believe this work is important for designing for people who are not motivated to change unhealthy behaviors that they’ve engaged in for years or even decades. Most health technologies are designed to support people who have already made a decision to work towards better health. Thus, there remains an opportunity to design Persuasive Technologies to help motivate people who have not yet decided to make a change.

Through our surveys and interviews, we focus on understanding lived experiences of participants and their use of technology during their pivotal moment. We describe four themes that constituted pivotal moments for participants: (1) prolonged discontent and desire to change, (2) significant changes that increase fear or hope of future, (3) increased understanding of one’s behavior and personal data, and (4) social accountability. Informed by our findings, we present a design space for designing to catalyze pivotal experiences. We use this design space as a framework to develop low fidelity storyboards (a method used for formative evaluation in Human Computer Interaction (HCI)) to elicit feedback and design ideas from people who have had pivotal moments. We have added the storyboards we used in our protocol as supplementary materials. We also position our work to discuss on ethical considerations and future implications of designing persuasive technologies.

We consider our submission relevant to the special issue in following areas: social support for health and self-efficacy and self-management in contexts of patient education. Our methods also include reviewing Persuasive Systems Design framework to develop the design space.

We confirm that this manuscript has not been published elsewhere, and that this manuscript is not under consideration by another journal. The authors have no conflicts of interest to declare.

We are thankful to the editors for granting us a week’s extension on the deadline. We look forward to hearing from you. Thank you!

Sincerely,

Arpita Bhattacharya, Samantha Kolovson, Yi-Chen Sung, Mike Eacker, Michael Chen, Sean Munson, Julie Kientz