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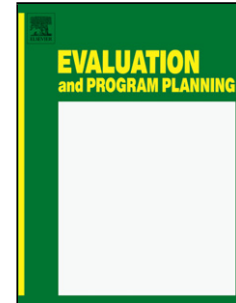
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Abstract

Resolving Design Issues in Developing a Nutrition App: A Case Study Using Formative Research

Evaluation title page

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Highlights

- The location of an app's screen controls affects whether their functions will be used.
- An illustrator can be found using on-line crowdsourcing sites.
- Simple formative research can test whether illustrations reinforce text in the app.
- Children became heavy users of the app, in addition to their moms, the primary audience.
- Three methods contribute to improvements in an app: small experiments, surveys, and electronic capture of app use.

Mobile phone apps have become ubiquitous in health, but they often fail to demonstrate effectiveness in achieving behavior outcomes among intended users. A failure to conduct formative research on app content or functions may contribute to some of this shortfall. We describe simple research procedures we followed when building a nutrition app for low-income

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