

Multimedia Appendix 1. Tools in Twazon addressing evidence-informed weight loss practices.

5 Groups of EIPs	13 EIPs	Corresponding App Functionality
Weight Assessment and Goal Setting	<ul style="list-style-type: none"> > Assessing your weight > Weight loss goal of 1-2 lb p/wk > Tracking your weight 	<p>Assesses weight by calculating body mass index and waist circumference</p> <p>Allows users to set their ideal weight, and sets a target date for achieving the weight loss goal</p> <p>Calculates the number of calories needed daily based on their target weight</p> <p>Recommends a decrease of at least 600 calories consumed per day in order to achieve weight loss goal</p>
Healthy Diet	<ul style="list-style-type: none"> > Water instead of Soda or Juice > Diet Rich in Fruits and Vegetables > Meal Planning > Reading Nutritional Facts Labels > Portion Control 	<p>Recommends daily servings/portions of all foods and beverages, including 6 cups of water per day</p> <p>Recommendations given according to healthy lifestyle self-assessment score</p> <p>Provides a customized healthy food palm based on the user's intake report</p> <p>Recommends the reading of labels and describes how to properly read labels</p> <p>Offers some suggestions for healthy food options in place of unhealthy food items.</p> <p>Allows users to correct a poor meal/diet as an education tool for menu planning</p> <p>Tips are sent if the intake/activity ratio is off-balance according to healthy lifestyle self-assessment score</p>
Physical Activity	<ul style="list-style-type: none"> > Regular Physical Activity 	<p>Recommends a minimum of 30 minutes of physical activity three times a week and allows users to assess their physical activity every 2 weeks</p> <p>Tips are sent if the amount of physical activity is low</p> <p>Recommends taking at least 10,000 steps and provides a pedometer that tracks the daily number of steps</p>
Self Monitoring	<ul style="list-style-type: none"> > Keep Physical Activity Journal > Keep Food Diary > Maintain Calorie Balance 	<p>Allows users to track their daily food (calories) and water intake, and number of servings per food group, every 2 weeks</p> <p>Allows users to self-assess their physical activity, every 2 weeks</p> <p>Provides a weight loss tracker that informs user of current weight loss toward their goal weight (kg)</p>
Social Support	<ul style="list-style-type: none"> > Social Support 	<p>Provides an app-specific message board allowing users to privately share experiences, weight loss goals achieved, and photos with other users</p> <p>Allows users access to social networking services such as Twitter</p>