

MODULE 2: Designing LvL^{UP}: A Smartphone-Based Chatbot-Delivered Lifestyle Behaviour Intervention

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1 Holistic Health and Wellbeing

A holistic intervention paradigm is needed for effective prevention of non-communicable diseases (NCDs) and common mental disorders (CMDs)^{1,2}.

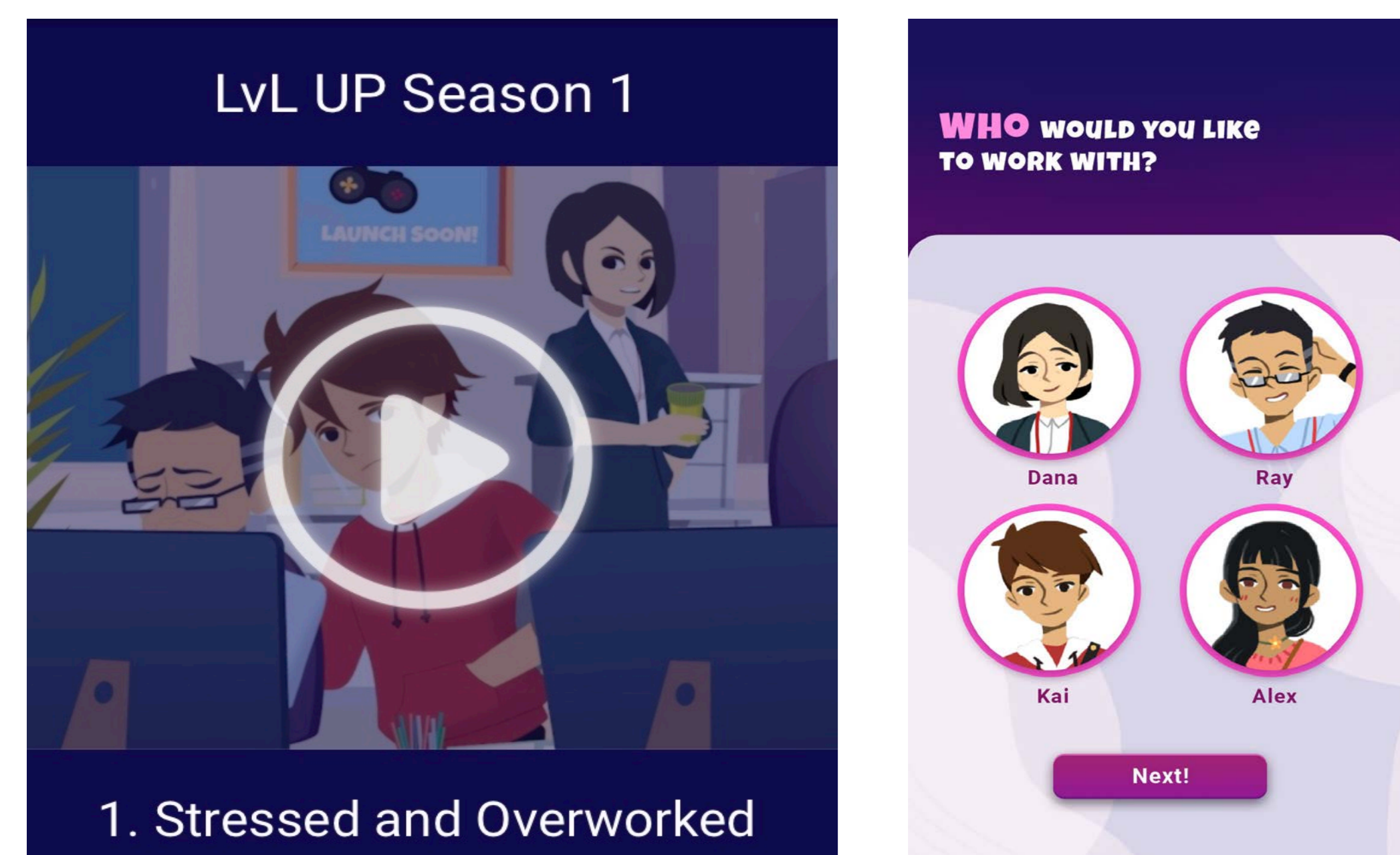
LvL^{UP} comprises of three pillars;

1. Move More focusing on physical activity;
2. Eat Well on nutrition and healthy eating
3. Stress Less on emotional wellbeing and self regulation of stress, anxiety, and depression

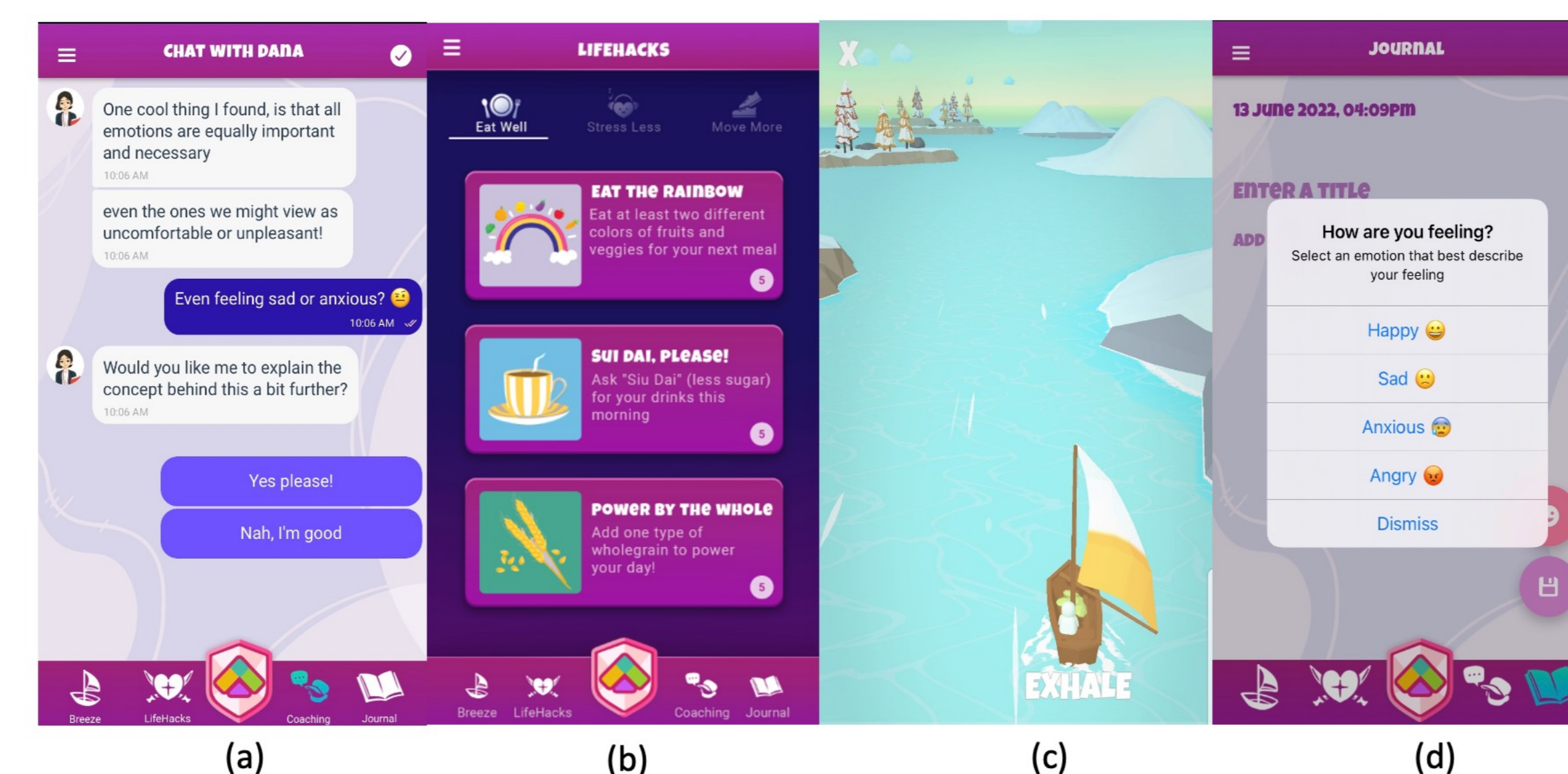


2 A story-driven approach

- From a health communication perspective, storytelling can be more effective than approaches that rely on facts and data³.
- LvL^{UP} participants choose the digital coach (chatbot) they would like to work with and then follow the journey of four characters as they overcome their respective challenges in the areas of physical activity, diet and mental health.



3 Talk-and-tools paradigm



- (a) *Coaching Sessions*: health literacy and psychoeducational content
- (b) *Life Hacks*: actionable health tips delivered via notifications
- (c) *Breeze*: gamified slow-paced breathing tool
- (d) *Journal*: in-app journaling tool

4 LvL^{UP} Offline

- Technostress and the attention economy can negatively impact wellbeing⁴.
- The LvL^{UP} booklet acts as a complementary resource where users can perform the activities in the LvL^{UP} app without needing a digital device.



5 References

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