

TWEAK: exploring multicomponent and adaptive health interventions

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TWEAK: Exploring Multicomponent and Adaptive Health Interventions

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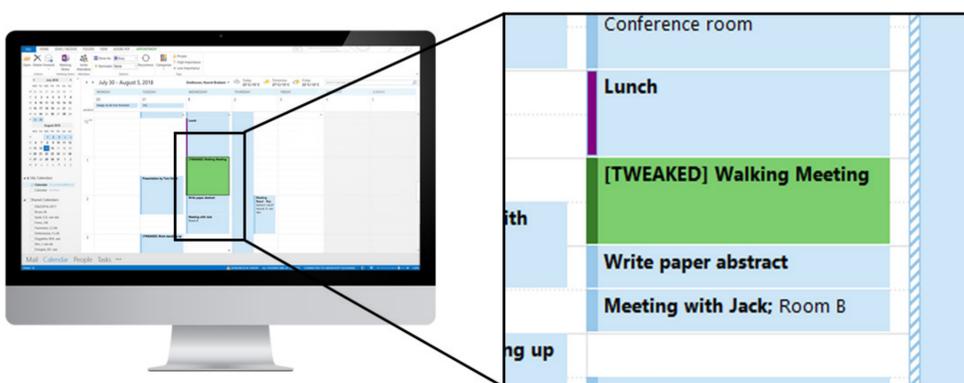
Your Personal Vitality Assistant

Digital behavior change interventions have a pivotal role in reducing lifestyle related illness, absenteeism and healthcare costs.

However, current tools:

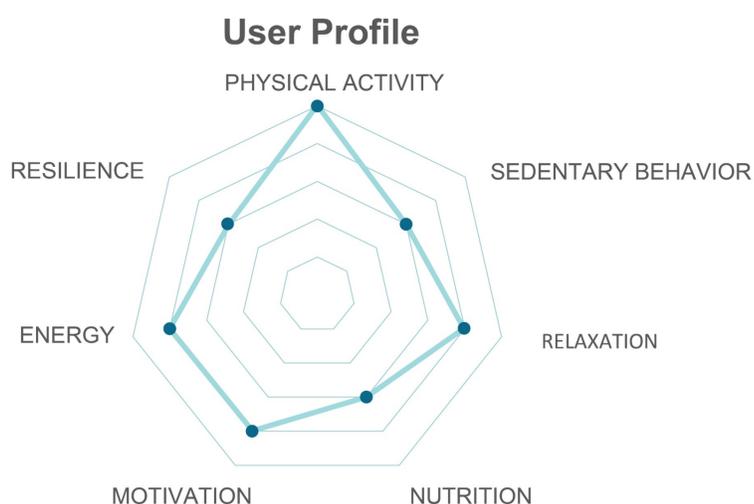
- **do not fit every day work routine** due to improper timing of intervening
- or have a **lack of personalization**.

TWEAK encourages healthy habits at work. It is a system that integrates tailored and context-aware health suggestions into the user's existing work (Outlook) calendar.



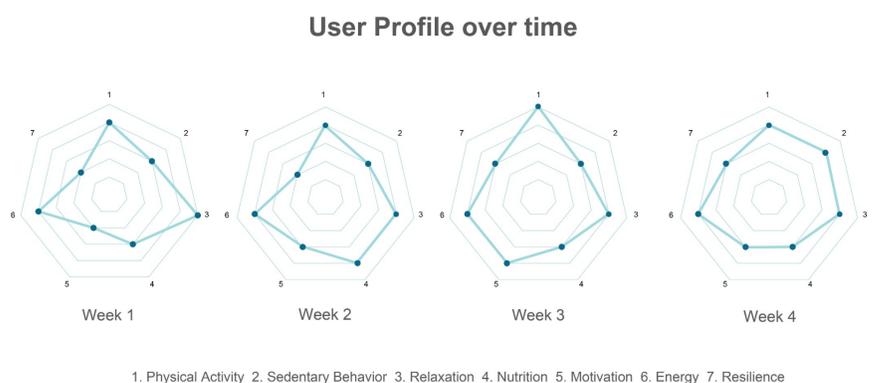
Multicomponent Approach

Rather than focusing on a single-variable outcome measure, TWEAK is a multicomponent system, addressing important **individual health differences**.



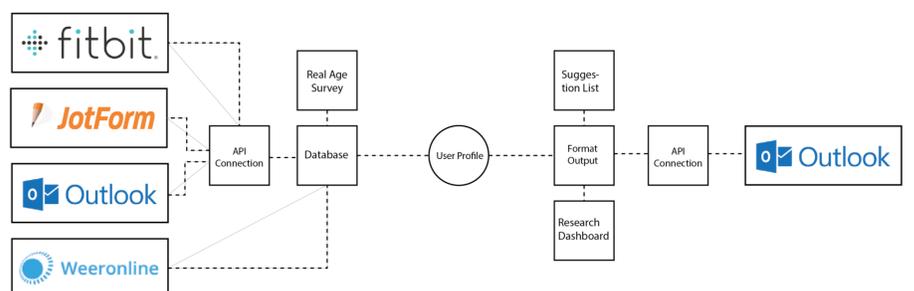
Adaptive to changes over time

Healthy behaviors come and go over time, and TWEAK is able to adapt its output based on individual variation and change over time.



Conveniently Fitting to your Work Routine

TWEAK integrates healthy suggestions into the most common digital tool we use at work; the calendar! They provide contextual information, a familiar interface and a large installation base.



Experiment Results

We conducted an exploratory study with TWEAK at 2 offices, for 4 weeks. (n=21).

- Convenient, but dependent on usage of Calendar
- System was functional, but users did not perceive the intervention as highly personalized
- Diversity of suggestions evokes curiosity
- Tweak elicits reflection on health and work routines

Next Steps

Further Software Development of TWEAK (Machine Learning on Health Profiles), Engagement through content, Longer Study