<table>
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<tr>
<th>THEME/SUBTHEME</th>
<th>ILLUSTRATIVE QUOTES</th>
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<tbody>
<tr>
<td><strong>CONCEPT 1: User Attachment</strong></td>
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<tr>
<td><strong>1. Time</strong></td>
<td>&quot;I check [my phone] every time I hear my ding goes off.&quot;</td>
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<td></td>
<td>&quot;I never, really, I really don't turn [my phone] off.&quot;</td>
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<td></td>
<td>&quot;It's [my phone] always on, unless it die on me&quot;</td>
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<td><strong>2. Space</strong></td>
<td>&quot;Using technology wherever you go, it's on the move. You can go anywhere.&quot;</td>
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<td></td>
<td>&quot;I use my phone all the time. I use my phone at work. I use my phone at home. I use my phone all day and although I work in an office, I'm on my cell more than I'm on the office phone.&quot;</td>
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<td></td>
<td>&quot;I use my phone as my Bible when I'm in church. I don't carry a Bible anymore, I downloaded the app and I use it. My Sunday school commentator lesson is on there. Don't have to carry the big book.&quot;</td>
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<td><strong>3. Utility</strong></td>
<td>&quot;I don't use every feature on my phone but I use my phone to talk, I use it to text, I use it to access the internet and I, you know, look for information and so on and so forth, so I guess I use my phone for the more common things. And, accessing information, exploring things on the internet, and sometimes shopping&quot;</td>
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<tr>
<td><strong>Communication</strong></td>
<td>&quot;For me, checking your email, checking your messages, replying back.&quot;</td>
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<td>&quot;Email your doctors, and [they] email you back&quot;</td>
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<td>&quot;Through my doctor's office we have a medical vault. [...] If I need to talk to her about something, I can write her an email inside of my personal vault. I like that.&quot;</td>
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<td>&quot;I can communicate with people and instead of talking to a thousand and one people, I can do one text, a group text.&quot;</td>
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<tr>
<td><strong>Convenience</strong></td>
<td>&quot;It's just so convenient, how else you could see it? It's just so convenient.&quot;</td>
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<td>&quot;And my tickets for the airport [are on my phone].&quot;</td>
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<td>&quot;You have a barcode for everything.&quot;</td>
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<td>&quot;And some apps, like I use voice recorder, like I said for my choir rehearsal. Why carry a recorder, you know? Or all of my music is downloaded on my phone, so why carry extra stuff?&quot;</td>
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<td></td>
<td>&quot;You know how you used to have to go to a doctor just to get a prescription refill? I can go online and do that. I can go online and make my doctor's appointment. If I want to see any of my medical results and tests that I took previously, I can go online and do that.&quot;</td>
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<td>&quot;And if you really think about it, things like shopping, banking, things like that, it really saves you a lot of gas and stuff. The things we would do without our phones, driving to the bank, you know, shopping, looking for this particular item for an affair, doesn't have it, then you got to look, where now you can just find it and they'll ship it to you. But I find I save a lot of gas money, by doing those types of things that we used to do, we had to drive everywhere.&quot;</td>
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<td>&quot;And coupons, I get my coupons. Instead of cutting them out I can get my coupons for the store [on my phone].&quot;</td>
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"I pay my bills. Mostly all of my bills, on my phone, through an app. So I don’t use stamps or anything and I can look at the app and see a track record of the payments history, you know like you said, banking, shopping."

**Information Seeking and Storage**

"Access. Information, all the time."

"I don’t remember a lot of things. I store everything on my phone. Everything is stored on my phone. There’s addresses, telephone numbers. And I don’t know how to get anywhere anymore, so I use it to get everywhere. It’s my GPS. So without my phone, I’m really lost. It’s definitely my storage, my storage stuff here now."

"I got Siri. Whenever I have a question, I ask Siri. And you know, Siri will go get the information or lead me to it."

"I use it [my phone] more for information than I do for talking."

"I use Google Maps a lot. Not just for directions, but it’ll give you the telephone number to the place I’m going, the hours, if it’s open or not, or the hours that it’s open, and it’ll be a link that I can connect to that website. So instead of going onto my browser, I’ll go into Maps first. […] I could do everything from that one app."

**CONCEPT 2: Technology Adoption**

1. **Readiness to Change**

   "I went from a flip phone to [an iPhone]…So I’ve had this about 2 months."

   "Well, I can do some things, but I’d like to learn and do more."

   "I go to the store [where I bought my phone] and say, ‘How do I do this?’ ‘What this supposed to be?’ I ask questions a lot, until I get it going. Until I get it."

   "Help me to use the technology."

   "I use my phone, I text and I recently learned how to do that, but my son and my daughter, they help me with everything."

   "I feel like I’m proficient in using [my phone], but when I talk to the kids – I teach college students – it’s always something new that I don’t know. I thought I was good at it, until they said, ‘Oh, you don’t use XYZ?’ and I’m thinking, oh I thought I knew everything about my phone. But there’s always something new coming up, there’s something new to learn."

**CONCEPT 3: Potential Facilitators**

1. **Health Monitoring**

   "I get all my messages and stuff [on my phone]- I go to Kaiser, … so we get all of our stuff, [and notifications] when our prescriptions are ready."

   "Just saying that the apps connect to each other so I can see how much I walk, how much food I’m eating, how many calories I’m taking in, and I like that aspect as well."

   "It [an app] would track how much I walked and different things like that. Of course, I need to work on consistency. But you know, that has nothing to do with the phone. But it helps to keep that so that you can actually see what is happening."

   "I like the app because it asks you to put in there what you did today, walk or swim or what you did today for the exercise, and you know, they calculate your calories and stuff that they use automatically when you put your information in there."

2. **Integration of Other Health Information and Behaviors**

   P: "Would it record our food?" F: "You want it to record your food?" P: "Yeah"

   "Maybe asking you, did you drink your water today? Did you exercise? How much sleep did you get today?"
"What about a chart. [...] At the age of 60, you should be there, and your weight should be there, your height should be there, and body mass."

[In response to "What are some other things you would like to see on a physical activity app?"]

"Recipes"

3. Motivation

I like it because it's the - some of the apps, like the Fitbit app, is a real motivator. I have a Fitbit and we’re in, I'm in a group, and you get those messages that pop up, you know like, 'You're 769 steps behind,' or 'Charlie is 200 steps ahead of you' and when you get these messages it's like 'Okay, I need to get up.' So I like the fact that those types of messages can help motivate you, and then you get a message also that every hour you need to move at least 250 steps, and they you know it pops up and they're like, okay you only have 11 steps this hour, you need to get crackin'. So I like that, I do like that."

"I work in an environment where I do sit down a lot and the notification that says, okay, you know, you haven’t done your 250 steps this hour. So, I like the fact that it keeps you motivated and keeps you, keeps track of what you’re doing and your activity and your level of activity and, you know, so my Fitbit really is my favorite app."

4. Individual and Community Tailoring

Sometimes you almost reach 10,000 or you almost hit your goal. 10,000 might not be what you want. 7000 might be your goal, just say 'oh, you're almost reaching your goal!' You know, 'you got this many more to go,' or something like that."

"So you can set your own goal [...] at your own pace."

"I would like the information to motivate me but I think what would help to motivate me would be to tell me what the benefit of it is. If it says, 'Hey you know, go out and walk this many steps because it'll balance out that slice of chocolate cake you just ate,' you know? Tell me why I'm doing it, or how, from doing that, what it's going to help me with. That would be helpful to me."

"What's the alternative? Okay, I can’t squat on land but if I go in water, I can squat, you know what I'm saying? So we need an option on this thing."

"I would like to see somebody my [body] size versus somebody your size doing her thing, because I can’t do what you do."

"I just have a theory that the body mass index doesn’t really always relate to African Americans."

"And being that this is because we are in Ward 7, we would have what’s [physical activity resources] available in Ward 7."

"I think you have to be sensitive to the community that you’re dealing with and not be prejudge- not be judgmental, but reach them where they are and educate them, and try to bring them to where you want them to be."

"And I think it’s important to educate them on a level that they [community members] can understand."

**CONCEPT 4: Potential Barriers**

1. Software Concerns

<table>
<thead>
<tr>
<th>Passwords</th>
<th>&quot;My biggest challenge is all the different passwords, remembering my password.&quot;</th>
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<tbody>
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<td>&quot;My biggest [...] challenge is remembering the password. And I tend to change them all the time.&quot;</td>
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<tr>
<td>Advertisements</td>
<td>&quot;Some of those apps they do get all those pop-up windows, now that can kind of be annoying.&quot;</td>
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"I'm getting a lot of pop-up ads now, I guess, because I search on my phone on the Internet for everything, and I think I'm being tracked or I'm being profiled. So I get a lot of ads from a lot of companies, and they're just there. I'm not soliciting this information. I could turn my phone over and there's an ad. If I look at Macy's for a top, then Lord & Taylor will send me an ad about a similar top and I feel like I'm being tracked or traced, and I'm getting a lot of that. [...] So I don't like that."

**Manual Logging and Data Entry**

"My thing would be, is to log in food because I'm a snacker at work. I read all day long and I like to have snack, and to try to keep track of what I'm snacking on versus sitting down having lunch or breakfast when I'm at work- that would be kind of difficult."

"I think for the tracking the nutrition, I think for me the reason why it's a challenge is because I'm just really not sure how to track the amount or the calorie count or whatever."

[Discussing nutrition tracking] "I've not grasped that yet, so it's like 'Okay, I am just not going through all these changes trying to figure out how to do this' so I just don't do it."

**Software Updates**

"I think one of the problems I have it things update so often and I don't have a lot of memory on my phone. [...] So it's just how technology and the updating of the technology, I'm not sure if I could keep up with that and if my phone could actually keep up with it."

"It's the updates that mess with your phone, too. I wish there was a way to say no, because oftentimes an update will come and then something else is moved around, you can't find, you know, I wish it was a way to cut that out."

### 2. Hardware Concerns

**Limited plan/Storage Space**

"Does everybody have unlimited texting so you don't have to pay for it?"

"...Those [apps] are ones that I check for usage because I only have 3 gigabytes, and of course you got the regular, standard stuff that comes with the phone, but these are the ones that I downloaded myself. [...] You know how some people have zillions [of apps]? I don't have the space."

"...Or they [community members] may have the phone, but don't have the [unlimited] plan."

**Screen Size**

"I prefer going on my laptop or something to do something because it's larger. The screen, the smallness of the screen, sometimes you know to go onto the internet, I don't really like going on the internet on my phone."

"The only challenge I have is the screen size where it's much easier, I just prefer my tablet when I can do the same app on that. I'm just more comfortable with that."

### 3. Uncertainty About Hacking

"Hacking, somebody hacking. That's a discouraging thing ..."

"No, they leak but if it's going to be leaking, it's going to be a leak. If they want to get your information, they'll get your information."

"I have mixed feelings about being able to be tracked or located on my phone. But, I think there may be times when, I'm hoping there's not, but a time somebody would need to find me if we go to that route, but even when I'm just walking it's really interesting."

"For some people, like [name redacted], who's fearful about putting personal information on your phones, in fear of hacking and things like that, that's real."

"I'm at the stage now where, I mean yes I worry about- it's out there no matter what you do. Even if you don't have it on your [phone] it's out there, I'm just praying to God that nobody don't hack me. Things like that, but sometimes you can't, or else you become paranoid, you know? But it's out there because I mean, even if you go to the doctor and you don't have it on yours, they have it in their computer. So, it's out there for somebody to get if they really want to get it. So I don't think I'm really
nervous, I’m not going to be paranoid about that, you know? I just try, as long as nobody is stealing my money."