

### Multimedia Appendix 3

Scale items for measures of goal awareness, achievement, self-efficacy and motivation.

Each scale was preceded by the following text: “today, using POWeR helped me to ...” For each item “...” represents the participant’s specific eating and physical activity goals. Each item was rated on a seven-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree.

#### Goal awareness:

Think about my ...

Remember my ...

Keep in mind my ...

#### Goal achievement:

Follow my ...

Succeed with my ...

Reach my ...

#### Goal self-efficacy

Feel more confident about achieving my ... even when it was not easy.

Feel I could stick to my ... even when I found them difficult.

Feel I could stay on track with my ... even when I was tempted to give up.

#### Goal motivation

Feel motivated to keep to my ...

Feel positive about my ...

Feel inspired to meet my ...