

Multimedia Appendix 5 Coding scheme

Theme	Subtheme	Features
Features related to (behavior change) theories	Theoretical or evidence base	
	Fun	Fun Engagement
	Social component	Social Peer rating and use
	Monitoring/statistics	
	Reward system	
	Feedback & coaching	Applied feedback & Forward Motivational feedback Instructional feedback Coaching styles
	Tailoring	Fit to user Tailoring Flexibility/adjustable/adaptive Anticipating
	Health / safe	Check on health General information about healthy behavior Sustainable training plan Increase awareness
Entry requirements	Looks and usability	Look & feel Usability Stability Function properly Connectivity Portability
	Image	Visibility / exposure / reputation Reliability Qualitative Features / Content
	Other requirements	Costs privacy