

Abstract

Athletes' diets require high degrees of personalisation on a daily basis to maintain health and enhance performance. Delivering these levels of personalisation is challenging for sports nutritionists due to limitations of time and scale. Theoretically informed technology innovations may offer a solution for both practitioners and athletes. This presentation explores the design and pilot of a personalised sports nutrition mobile app, Hexis, for athletes. The session will detail the five-step behavioural design thinking approach was used during this research, which included a fourteen-day pilot testing period with national level athletes. Throughout this process a fundamental mismatch between what practitioners report they are capable of delivering and what athletes describe they need was identified. A digital behaviour change solution was designed to enable athletes to create personalised and periodised daily nutrition plans. Six intervention functions and seventeen behaviour change techniques were used to target the nutrition planning behaviours of athletes. The development of this novel theoretically informed mobile app digital behaviour change intervention is a first step towards delivering on the personalisation expectations of athletes with an autonomy supportive solution, whilst also addressing the problems of time and scale being experienced by sports nutritionists.