

HelpMeDoIt! process evaluation framework.

<i>Measure</i>	<i>Examples of questions addressed</i>	<i>Method</i>
(i) Intervention related elements		
Context	<p>What type of phone/platform did participants use e.g. Android, iOS?</p> <p>How did participants/helpers access the website e.g. on phone, on desktop, on tablet?</p>	<p>Descriptive analysis of questionnaire data</p> <p>Qualitative interviews with participants and helpers</p>
Fidelity	Were any adaptations needed to the planned intervention?	Qualitative interviews with participants and helpers, and study team.
Exposure	<p>How often did participants/helpers use the app and website?</p> <p>How often did participants/helpers interact with each other via the app and website?</p>	Analysis of data usage statistics.
Reach	<p>How well does the study sample represent the population of interest?</p> <p>To what extent did the intervention reach and influence people other than recruited participants, including helpers?</p>	<p>Descriptive statistics</p> <p>Qualitative interviews with participants and helpers</p>
Programme theory and logic model	<p>How did participants perceive their social support for healthy eating and physical activity changed throughout the intervention?</p> <p>What elements of the programme theory were potentially impacting the intervention?</p>	Qualitative interviews with participants
(ii) Study related elements		
Recruitment and retention	<p>What are the difficulties in recruitment?</p> <p>What is the attrition rate overall and by group?</p>	Quantitative data analysis
Contamination and the control arm	<p>Have any of the control group seen intervention content from other participants or acted as a nominated helper?</p> <p>What is happening in the control arm?</p>	<p>Quantitative analysis</p> <p>Qualitative interviews with participants and helpers</p>