Step 1: Literature

Social Cognitive Theory

Step 2: Focus groups with target group (n=48)

Step 3: Pilot of MobileMums content (n=12)

Pilot RCT (n=88) of MobileMums
Qualitative interviews following RCT (n=11)

Step 4: Intervention refinement
Automation of delivery mechanisms
Pre-testing of refined MobileMums (n=6)

Step 5: Intervention refinement
Automation of delivery mechanisms
Pre-testing of refined MobileMums (n=6)