Reviewer’s report

Title: Formative Research for the Design of a Scalable Mobile Health Program on Water, Sanitation, and Hygiene: CHoBI7 Mobile Health Program

Version: 1 Date: 09 May 2019

Reviewer: James Tidwell

Reviewer's report:

I have reviewed the authors' replies to both reviewers and find the revisions made acceptable and sufficient. In particular, Table 1, Figure 1, and Supplementary Table 3 are very helpful, and I hope that Table 1 serves as the basis of the forthcoming evaluation, which I eagerly anticipate. I have noted below specific issues raised by reviewers with which the authors disagreed to give my perspective on if the justifications were appropriate (and other points, where the authors did not disagree and made changes, I find to be all addressed sufficiently):

Page 6 Line 10 I suggest refraining from making such statements. The idea that you are the first to do something is an unnecessary claim. Omit this sentence.

RESPONSE: We think it is important to mention that this is a new emerging area.

I tend to side with the authors here—though the focus should not solely be on novelty, it is important to state what is being added to the literature (and I agree with general guidance to phrase as "first of which we are aware to...", especially given that I have recently published an RCT of an mHealth intervention targeting WASH, which I mention here for the sake of full disclosure, and certainly have no need to quibble with language used or split hairs over small differences based on when studies were planned vs executed vs submitted vs accepted for publication).

Page 16 Line 48 Seems a major point in Bangladesh WASH studies to have in-person visits in order to achieve sustained behavior change - across different studies. However, this point is not expanded on much in the discussion. Would be useful to expand on this more in the discussion.

RESPONSE: We agree that this is an important topic to explore. Our upcoming paper on the findings of the randomized controlled trial of the CHoBI7 mHealth program will go into this topic in more depth. The objective of our current work is to evaluate the acceptability and feasibility of delivery of a WASH mHealth program. The findings from our current RCT will determine if this approach is effective in achieving sustained WASH behavior change without the need for frequent in-person visits.
I accept the authors' response.

Page 29 Line 40 I suggest omitting this sentence - better to refrain from making such claims.

RESPONSE: We would like to highlight that this is a novel area of research.

Same as above- I accept the authors' response.

**Are the methods appropriate and well described?**
If not, please specify what is required in your comments to the authors.

Yes

**Does the work include the necessary controls?**
If not, please specify which controls are required in your comments to the authors.

Unable to assess

**Are the conclusions drawn adequately supported by the data shown?**
If not, please explain in your comments to the authors.

Yes

**Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?**
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

Not relevant to this manuscript

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Needs some language corrections before being published

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