### Mobile app features (+) | Representative quotes
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Video demonstration and verbal instructions (+) | • I think it is important that the exercises are demonstrated, therefore you got to have a visual element as well as someone speaking to you, that’s important [Participant 7]
• Quite honestly seeing a video with someone doing it rather than a flat picture would have helped enormously. The words [in leaflets] are quite ambiguous; don’t fit the image very much … a short video of each [exercise] so you can look at it, and in a class. If someone did the exercises with you … It could be your own personal coach [Participant 8]

Tailored information (+) | • If you could have an app that would have that information on there, so week I what to do, that manages your expectations and tells you what you can and can’t do? [Participant 4]
• There could be buttons tailored to different circumstances. Something like ‘post-surgery 1-7 days’, ‘post-surgery with drain’, … it might reassure someone [Participant 5]

Push notifications (+) | • I think notifications in terms of time would be really important. So not just on screen but if it was a buzz or a musical note, an alarm to remind people that it’s time to do it again [Participant 8]
• So it could be that you did it [the exercises] and then it reminded you that you still got to do it so many times [Participant 4]

Timer on exercises (+)<sup>a</sup> | • For some moves it should be interested to know how long to do them. Have a timer on it. You should be holding it for a minute, or holding at a stretch point. [Participant 5]
• You could have a timer showing how long you should be doing the exercise, a timer that ticks down [Participant 3]

Goal setting | • There’re problems with goals because they are different for everybody [Participant 4]
• Maybe some older women could be quite put off by that, it needs to be encouraging. If they’re doing anything at all it’s good, especially at first. It [the app] just has to encourage people to do it [Participant 5]
• If you didn’t reach them [your goals] you would feel a bit down [Participant 1]

Track exercise performance (+) | • Like a school teacher, tick you’ve done it, and it will tell you to do the next one [exercise] [Participant 7]
• There should be a checklist with how many times you should do it and the recommended times that you should be doing it … You can log in each day and see what you’ve done, it gives you feedback [Participant 6]

Progress tracker, including graphs (+) | • That’s [graph] really good because when you’re in it every day, it’s really easy to forget that last week you couldn’t lift your arm and that you can see I can do it now, I’m obviously making progress! [Participant 4]
• Your personal graph, it’s encouraging [Participant 2]

Reassurance about abilities and progress (+) | • But you can have someone saying ’Don’t worry if you’re meeting it this time, you can work towards it’ [Participant 6]
• It’s helpful to be told what to expect and how you should feel [Participant 7]

Motion capture device for movement analysis and feedback | • I thought I was doing really well with the exercises until I stood in front of the mirror… Then I realised that it [affected arm] wasn’t quite doing what it should be doing, so it [an app] should be… that should be part of it, that you actually look at yourself [Participant 4]
• So if you were able to have a trajectory measure of someone holding the phone in their hand and doing the exercises and you would be able to provide feedback on whether someone … made it from here to here, for example [Participant 8]

Real life stories | • That idea about everybody stories, you could have a real story, ’This is my life and I did do the exercises’ [Participant 4]

Social support function | • It could be a social possibility. If there was a social forum so that women who are going through the same thing, that they can support each other … have reassurance from peers if you’re having a bad day. If the app could support that, I think that would be really, really good [Participant 8]

Endorsement HCP | • I wondered if the app could include some sort of video with a breast care specialist and perhaps past patients endorsing the exercise program and the importance of it [Participant 5]

<sup>a</sup>Timing of the exercises (i.e. how long to hold a stretch, number of repetitions) was included in the film script

(+) = included in bWell; HCP = health care professional