**Target population**

**Activities**

**Mediating mechanism**

**Output**

**Behavioural outcomes**

**Impact**

Delivery app users ordering from Japanese restaurant chain

Cognitive ease

Status quo bias

Selection of lower calorie dishes

Customers are more likely to choose dishes with lower calorie content

Reduction in calorie purchases

Reduction in calorie consumption

Impact on obesity rates

**Target population:**

frequency of app interaction, habitual behaviour, compensatory behaviour and loyalty

**Context:**

app usability, user experience, default settings, technical performance

**Moderators and implementation factors**

Reorder menu to prioritise lower-calorie meals

Set lower-calorie noodles as the default

Offer a lower-calorie broth swap with messaging

Gain framing

Authenticity appeal