

Multimedia Appendix 4: Non-winning communication packages developed during the designathon

| Group       | title                                       | slogan  | strengths  | weaknesses  |
|-------------|---|---|--|---|
| Group Two   | CURE  | Cure Your Heart, Only by Phone  | <ul style="list-style-type: none"> <li>Title was simple and clear.</li> <li>Poster design and video design were creative and appealing with effective message.</li> <li>The story elicited in the video was a common problem faced by college students, which could make target population resonate with the scenario.</li> </ul>  | <ul style="list-style-type: none"> <li>There was no enough information in the package.</li> <li>Wording was not appropriate. ‘CURE’ may carry a pathologizing message, which is not good to the program aim.</li> <li>Design of all elements could be more positive and relevant.</li> <li>Design was not appealing for people with low motivation.</li> </ul>    |
| Group Three | Light in the Cloud 雲端<br>明灯                 | The way to the end of river, the time to enjoy the clouds<br>行到水窮處，<br>坐看雲起時。 | <ul style="list-style-type: none"> <li>Package was meaningful overall and well-connected with Chinese culture, containing diverse elements with rich content which makes their package not threatening and made students feel related.</li> <li>Mentioning WHO and application increased the credibility of the application. It also helped to promote self-assessment.</li> </ul> | <ul style="list-style-type: none"> <li>It was possible that people with lower education level could not understand the terms used and unable to connect the design with the app since the design was too complicated without clear key message.</li> <li>It was not well done in terms of artistic visual effect, which was not appealing to students.</li> </ul> |
| Group Six   | 小樹窿<br>Tree Hole<br>(translated by authors) | 搵到樹窿，健康每分鐘<br>Find the Tree Hole, Be  | <ul style="list-style-type: none"> <li>Package was appealing and well-designed.</li> <li>The promotion design helped reduce stigma.</li> <li>Privacy was emphasized.</li> </ul>  | <ul style="list-style-type: none"> <li>Design was too simple and it did not match the function of the app and information was not sufficient.</li> </ul>  |

| Group       | title   | slogan   | strengths   | weaknesses   |
|-------------|---|--|---|--|
|             |   | <p>healthy<br/>Everyday<br/>(translated by<br/>authors)</p>  |   | <ul style="list-style-type: none"> <li>• It seemed more like a package for a hotline on app instead of the target product.</li> <li>• Although it emphasized privacy, designers did not explain how it worked.</li> </ul>  |
| Group Eight | <p>普譜<br/>Hug Hug<br/>(translated by authors)</p> | <p>給你一個抱抱<br/>Give you a hug<br/>(translated by authors)</p> | <ul style="list-style-type: none"> <li>• Title was amazing and interesting with a pun.</li> <li>• The design for slogan and poster was overall good and easy to understand.</li> <li>• Informative about health.</li> <li>• It was good to say 'return back to healthy life', which was less judgmental.</li> <li>• Package was meaningful. Reference from authority made the package more credible.</li> </ul> | <ul style="list-style-type: none"> <li>• Title was great, but it did not make sense in Mandarin.</li> <li>• Design of other elements was too plain and it was not targeting the right target group.</li> <li>• The character in the video talked too fast to be understood.</li> </ul> |