

Scenarios and Motivational Messages

December 21, 2022

This document contains the scenarios used to elicit motivational messages from experts, and the resulting 60 tailored and 12 generic motivational messages.

1 Scenarios

Table 1: Scenarios tailored to progress, mood, and self-efficacy.

Progress Level	Mood Level	Self-Efficacy Level	Scenario
Continued Progress	High	High	Tim is two weeks into a program that promotes physical activity, and he has achieved his goals every day in the program. He believes he can successfully keep going. It's also an advantage that the workouts always leave him feeling good and satisfied.
	High	Low	Jane has been consistently achieving her goals for a week now, and she feels pretty good about herself. However, lately, she's feeling exhausted after her workouts, and she doesn't think she can keep up her progress.
	Neutral	High	Tim is doing his physical activity every day, and he is confident he will make this a habit and incorporate active living into his lifestyle. The workouts do not have any strong impact on his mood.
	Neutral	Low	Even though Jane is accomplishing her goals, she feels like she is not making any progress, and as a result, her self-esteem is taking a hit. There is no considerable change in her mood before and after working out.
	Low	High	Tim is six weeks into a physical activity promotion program, and he has not missed his targets even for a day. However, he is getting bored of his workouts as they seem too routine and mundane. He is continuing with the physical activity sessions since he's confident he can finish his scheduled workouts, but they seem like a chore.
	Low	Low	Jane is two weeks into a physical activity promotion program, and she has achieved her goals every day in the program. However, she is feeling quite tired after her workouts, and she doesn't think she'll be able to continue with the program at this rate.

Table 1: Scenarios tailored to progress, mood, and self-efficacy.

Progress Level	Mood Level	Self-Efficacy Level	Scenario
First-time Lapse	High	High	Jane has been achieving her goals for three days consecutively, but today she did not feel like going walking and complete her step goal and, as a result, failed her goal for the first time. She is sure this is a one-time failure, and she's optimistic about achieving her goal tomorrow.
	High	Low	Tim has been consistently meeting his goals, although his attitude towards the program has changed, reflected in his progress. Previously, Tim used to surpass his goals exceedingly, and after a while, he started barely meeting his goals and this behaviour culminated in him skipping his workout today. He looks forward to his walking sessions, but he's losing faith in his abilities to reach his goals.
	Neutral	High	Jane has been a sincere follower of a physical activity promotion program. She has met her goals continuously since the start of the program. Alas, even though Jane started her physical activity session yesterday, she did not work out long enough, and as a result, she wasn't able to meet her goal. She's confident she'll meet her goals tomorrow and is not feeling anything particular about it.
	Neutral	Low	Even though Tim has been meeting his goals every day, his confidence has been dropping recently. Yesterday, he did not feel motivated enough to work out, stopped his session halfway through, and therefore, didn't meet his physical activity goal. Since this is the first time he has not met his goal, he feels indifferent about it.
	Low	High	Jane did not meet her goal for the first time yesterday. She had a rough day at work and was too gloomy to work out, even though she knew she could successfully achieve her step count if she wanted to. Even though it was a first-time lapse, Jane is worried this might continue and that she'll undo all the excellent work she has put in to develop her habit.
	Low	Low	Tim lapsed for the first time yesterday as he did not meet his physical activity goal. He started his workout, but felt anxious about not completing it, and so stopped in between the session. He is worried about slipping up again.
First-time success	High	High	Tim has started a physical activity promotion program today, and he has achieved his step count goal for the first time. He is feeling pretty good, and he believes that he can maintain his active behaviour this time.
	High	Low	After a week of missing her goals, Jane mustered up the energy to do her physical activity session today and achieved her goal for the first time in a week. She feels great, but she doesn't think she's capable of sticking with the program.

Table 1: Scenarios tailored to progress, mood, and self-efficacy.

Progress Level	Mood Level	Self-Efficacy Level	Scenario
	Neutral	High	Tim has become lazy, and he’s missing his goals every day. However, today he decided to get back on the program. He achieved his goals for the first time in a while. He is now confident about his abilities and has no strong feelings about working out.
	Neutral	Low	Jane has been in a funk lately and has not been feeling up to fulfilling her goals. Today, however, was a fresh start, and she achieved her goal for the day. She still is worried if she’s capable enough to work out every day, especially as she doesn’t feel any inclination to work out.
	Low	High	Tim has been diligently doing his physical activity sessions, but he’s giving up before reaching his goal. Even though he doesn’t meet his goals, the amount of effort he has put in is enough. However, yesterday, he pushed himself and found out that achieving his goal was not as difficult as he thought. He’s feeling anxious and worried, but he’s confident he can now complete his daily goals.
	Low	Low	Jane has had a slump for a few days during which she couldn’t achieve any of her step count goals due to personal and professional reasons. She started working out again today and reached her step count goal. She is still distressed and doesn’t think she can meet her goals regularly.
Continued lapse	High	High	Jane has been doing a physical activity promotion program for about three weeks now. However, she has not met her daily goals for the past 3-4 days. She doesn’t see the point in sticking with the program anymore. She feels good after a workout and is sure she’ll ace her goals, but her motivation is fading away.
	High	Low	Tim has become lazy, and he’s missing his goals every day. He feels good every time he works out, but Tim has a mental block when it comes to working out as he thinks he won’t be able to achieve his goal and will fail.
	Neutral	High	Tim had been achieving his goals daily up until last week, after which he stopped doing his physical activity sessions. The workouts are a piece of cake, but he never seems to be in the mood to work out.
	Neutral	Low	Jane has been in a slump lately and has not been feeling up to fulfilling her goals. She abandons her workout sessions mid-way. She feels like she cannot finish the workout and is not very interested in achieving her daily goal either.
	Low	High	Tim has been doing his workouts daily, but he is only partially fulfilling his daily goals lately. He believes that even the short bursts of exercise will help him, so he does not see the point in finishing his workouts as intended and reaching his goals. It doesn’t help that he does not feel good after the workout, even though he’s confident in his abilities to achieve his goals.

Table 1: Scenarios tailored to progress, mood, and self-efficacy.

Progress Level	Mood Level	Self-Efficacy Level	Scenario
	Low	Low	Jane has been missing her daily goals for over a week. She is scared of not being able to meet her daily goals, which is making her anxious. To avoid the fear of failure, she avoids doing the physical activity sessions altogether. She wants to be physically active and continue the physical activity promotion program she has enrolled in.
Flipflop	High	High	Jane has had a strenuous relationship with working out. She's highly confident she can get fit if she sets her mind to it, and working out also makes her feel good, but she's not dedicated to maintaining the habit. She doesn't see the harm in missing a day or two of her goals, and as a result, her progress is erratic.
	High	Low	Tim has been working out daily, but there are days when he meets his goals and days where he makes little to no progress on his goals. He knows that working out puts him in a good mood, but occasionally he loses faith in his abilities which halts his progress.
	Neutral	High	Jane has no strong feelings towards working out, but she knows the benefits of maintaining an active lifestyle and strives towards meeting her goals. However, she doesn't make regular progress towards her goals, and it's normal for her to skip 2-3 days of working out in a week. To be sure she can meet her goals, she makes sure to work out every other day.
	Neutral	Low	Tim enthusiastically follows a physical activity promotion program, but he does not yet think of himself as an active person. Due to this attitude, he works out only when he finds the time, which results in him skipping working out a few days due to time constraints. There are days when he meets his goals, and other days he makes varying amounts of progress towards his goals, and therefore his overall progress is inconsistent. He feels indifferent to working out and thinks he's not capable enough to work out and meet his daily target.
	Low	High	Jane used to achieve her goals every day perfectly, but recently, she's missing daily targets, and as a result, her progress has become irregular. There are days when she exceeds her targets and days when she does not make any progress at all. She feels low after her physical activity sessions, but it's not because she thinks she cannot do her workouts.
	Low	Low	Tim works out when he feels he is motivated enough, and his progress depend on what he is feeling on a particular day. He's used to working out on alternate days now, which means he meets his targets on one day and misses them the next day. He feels anxious and distressed, which doesn't help his confidence levels either.

2 Motivational Messages

Table 2: Scenarios and corresponding tailored motivational messages written by experts, corrected for trivial spelling and punctuation errors.

Scenario	Message 1	Message 2
Tim is two weeks into a program that promotes physical activity, and he has achieved his goals every day in the program. He believes he can successfully keep going. It's also an advantage that the workouts always leave him feeling good and satisfied.	You are achieving your goals for two weeks in a row now, and it is a real mood-booster. Keep going like this!	You are doing great and are achieving your goals. Impressive! Keep up the good work.
Jane has been consistently achieving her goals for a week now, and she feels pretty good about herself. However, lately, she's feeling exhausted after her workouts, and she doesn't think she can keep up her progress.	Great job! You have already achieved your goals for a week now. It is normal to feel exhausted after your workout sometimes, but you will notice that it will become easier and that your fitness will improve. Maybe you will gain new energy if you change up your workout a little bit this week.	You made such a good start by achieving your goals for a week already. I am confident you can keep this up and that step-by-step, your body will get more used to your activity level. Make sure to end your workout with some relaxing stretches and a good rest. You can do it!
Tim is doing his physical activity every day, and he is confident he will make this a habit and incorporate active living into his lifestyle. The workouts do not have any strong impact on his mood.	You are being physically active every day. Keep going like this. You are doing a great job!	You are achieving your physical activity goals every day, so your body is becoming fitter and healthier every day. Keep up the good work!

Table 2: Scenarios and corresponding tailored motivational messages written by experts, corrected for trivial spelling and punctuation errors.

Scenario	Message 1	Message 2
Even though Jane is accomplishing her goals, she feels like she is not making any progress, and as a result, her self-esteem is taking a hit. There is no considerable change in her mood before and after working out.	You are doing great and have been accomplishing your goals for quite some time now. Sometimes it feels like you are not making that much progress, but your body is slowly getting stronger and more used to your physical activity level, and your general health will improve. Try to focus on small benefits you notice (being less tired when you walk the stairs, being outside in the sun due to your workout etc.). Keep it up!	You achieved your goals! It can take some time before you will notice the benefits of working out. However, if you keep going like this, your workouts will become more and more of a habit, it will become easier, and you will notice the benefits. Keep going like this!
Tim is six weeks into a physical activity promotion program, and he has not missed his targets even for a day. However, he is getting bored of his workouts as they seem too routine and mundane. He is continuing with the physical activity sessions since he's confident he can finish his scheduled workouts, but they seem like a chore.	Well done. You are achieving your goals for six weeks in a row now! I can imagine that you would like some new challenges to keep yourself on your toes. Maybe you can switch up your workout routine a little bit by doing some new exercises, working out in a new environment or by creating a new music playlist that you can listen to during your workout. Keep up the good work!	You are doing a great job of achieving your goal every week! Physical activity leads to great benefits for your body (fitness) and your mind (relaxation), and these benefits will be even greater when you switch up your workout routine every now and then (to keep your body and mind sharp). Add some new variations to your workout and keep going like this!

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Scenario	Message 1	Message 2
Jane is two weeks into a physical activity promotion program, and she has achieved her goals every day in the program. However, she is feeling quite tired after her workouts, and she doesn't think she'll be able to continue with the program at this rate.	You are doing a great job and are achieving your goals every day! It is normal to feel a bit tired after working out, but it should also give you more energy in general as your body is getting fitter. If you have the feeling that you are so tired after your workouts that you will not be able to continue with the program at this rate, it might be good to set goals that are a bit smaller. Or you can switch up your workout routine by doing another activity on some of the days (e.g., walking instead of running or incorporating your activity in your daily activities by doing some household chores). You can do it!	You have achieved your goals for two weeks now. Great job! What unfortunate to hear that you are feeling quite tired after your workouts. Do you always feel tired after your workouts? Or does it depend on the type of workout you do or on the other activities you are doing that day, for example? It could help to make your goals a bit smaller or try some other types of activities (e.g., walking instead of running or incorporating your activity in your daily activities by doing some household chores) so that you feel more energetic. I feel confident that you can do it!
Jane has been achieving her goals for three days consecutively, but today she did not feel like going walking and complete her step goal and, as a result, failed her goal for the first time. She is sure this is a one-time failure, and she's optimistic about achieving her goal tomorrow.	I missed you at 6 o'clock for your walking activity Jane. Luckily tomorrow is a new day with a new chance. See you at 6 o'clock for your walking? :)	Taking a little break today, Jane? Hope you did something fun instead of walking. You've been doing so well lately, you deserved to indulge. It would be such a shame to break your brilliant streak, though, so back at it tomorrow?

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Scenario	Message 1	Message 2
Tim has been consistently meeting his goals, although his attitude towards the program has changed, reflected in his progress. Previously, Tim used to surpass his goals exceedingly, and after a while, he started barely meeting his goals and this behaviour culminated in him skipping his workout today. He looks forward to his walking sessions, but he’s losing faith in his abilities to reach his goals.	Hi Tim, I can’t help but notice a change in your physical activities. You used to exceed your goals, however lately, I see that you have missed a few activities. Have you thought of the possibility that your goals were maybe too easy? Or that you have pushed yourself a little too hard at the beginning? If you recognize yourself in this, please don’t hesitate to change your goals. This journey is yours and is meant to suit you.	So close, Tim! You only need 10 more minutes to reach your activity goal for today. Wanna grab your shoes and go for a run/hop on your bicycle?
Jane has been a sincere follower of a physical activity promotion program. She has met her goals continuously since the start of the program. Alas, even though Jane started her physical activity session yesterday, she did not work out long enough, and as a result, she wasn’t able to meet her goal. She’s confident she’ll meet her goals tomorrow and is not feeling anything particular about it.	You have been doing truly amazing so far, Jane. Let’s not even mention yesterday’s unfinished activity and only focus on the ones ahead. Keep going like this. You are a champion	What an achievement, Jane! You have completed all, but one planned physical activity on your program since the start of the program. Keep this up to reach all your goals and become your new desired self.
Even though Tim has been meeting his goals every day, his confidence has been dropping recently. Yesterday, he did not feel motivated enough to work out, stopped his session halfway through, and therefore, didn’t meet his physical activity goal. Since this is the first time he has not met his goal, he feels indifferent about it.	Only one gap in your amazing activity progress. I just wanted to give you a big thumbs up for making it this far and wanted to tell you that I am excited to see you reach your goals the rest of the week.	What’s one uncompleted activity in the grand scheme of this program? Exactly, not a big deal at all. We all have days that we don’t feel like it or our bodies don’t feel right. Considering your excellent goal achievement these past weeks, I’m sure you will smash your goals the rest of the week.

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Scenario	Message 1	Message 2
Jane did not meet her goal for the first time yesterday. She had a rough day at work and was too gloomy to work out, even though she knew she could successfully achieve her step count if she wanted to. Even though it was a first-time lapse, Jane is worried this might continue and that she'll undo all the excellent work she has put in to develop her habit.	Hi Jane, it looks like you missed your activity for the first time. That's really no big deal and completely normal. We all have days when we feel less motivated to be physically active. You've been doing great so far. Keep up the good work!	Oh no, one activity missed! No worries, it is not a problem or a failure, only part of the journey. Some days are better than others. I'm sure tomorrow will be a better day.
Tim lapsed for the first time yesterday as he did not meet his physical activity goal. He started his workout, but felt anxious about not completing it, and so stopped in between the session. He is worried about slipping up again.	It's perfectly normal to feel anxious at times, Tim. We all do. And you've done the hardest part, which is to start your workout. Don't let this one experience bring you down. Next time, maybe tell yourself upfront that you are capable of finishing or visualize that you've successfully completed your workout before starting. Enjoy your next workout!	Some days we feel more confident than others. Today was a day with less confidence. That's completely ok, Tim, and I'm sure next time will be better, and you will complete your workout!
Tim has started a physical activity promotion program today, and he has achieved his step count goal for the first time. He is feeling pretty good, and he believes that he can maintain his active behaviour this time.	What a great start Tim, congratulations on achieving your very first activity goal! Hopefully, you've experienced that increasing your physical activity can be easy as taking one step, and then another, and then another :)	You're off to a great start Tim, congratulations on achieving your first activity goal! Complete your activities as planned in the next weeks to earn badges, feel great and become the new you!

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Scenario	Message 1	Message 2
After a week of missing her goals, Jane mustered up the energy to do her physical activity session today and achieved her goal for the first time in a week. She feels great, but she doesn't think she's capable of sticking with the program.	Well done today, Jane! I can't help but notice you have not reached your activity goals lately. Would you like us to review them together and see if they still suit you?	Great job completing your activity, Jane! I can't help but notice you have not completed your activity goals as planned lately. Do the goals still suit you? Don't forget, this is your journey, you can always alter your goals if need be.
Tim has become lazy, and he's missing his goals every day. However, today he decided to get back on the program. He achieved his goals for the first time in a while. He is now confident about his abilities and has no strong feelings about working out.	I'm so glad to see you back Tim, well done completing your workout today! Getting back to it can be difficult, but you've done the hardest part already. Keep up the good work! :)	Welcome back Tim, I'm so happy to see you working out and reaching your goals again. I am excited to see you continue on this path and reach all your goals.
Jane has been in a funk lately and has not been feeling up to fulfilling her goals. Today, however, was a fresh start, and she achieved her goal for the day. She still is worried if she's capable enough to work out every day, especially as she doesn't feel any inclination to work out.	I'm happy to see you working out again Jane, well done! It's never too late to pick up the thread again, and you've just taken the first step towards achieving your goals. Yay, you!	Tremendous work on reaching your goal after some absence, Jane! It's not always easy to get back in the game, so you are a champion for doing so. Maybe we can think of ways to stay on track together?

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Scenario	Message 1	Message 2
Tim has been diligently doing his physical activity sessions, but he’s giving up before reaching his goal. Even though he doesn’t meet his goals, the amount of effort he has put in is enough. However, yesterday, he pushed himself and found out that achieving his goal was not as difficult as he thought. He’s feeling anxious and worried, but he’s confident he can now complete his daily goals.	I can see that you’ve worked hard today Tim, well done! You are well on your way to achieving your weekly goal. Maintain that momentum, and I’m sure you will get there!	Wow, Tim, you’ve really worked hard today! Don’t you feel great now? Keep up the good work this week, and you will surely reach your (weekly) goal!
Jane has had a slump for a few days during which she couldn’t achieve any of her step count goals due to personal and professional reasons. She started working out again today and reached her step count goal. She is still distressed and doesn’t think she can meet her goals regularly.	Hi Jane, I’ve noticed you haven’t completed your physical activities for a few days now. I’ve also noticed you are reporting feeling a bit down. Are the two linked? You know you can always talk to me if need be. I’m there for you.	Hi again, Jane. Applause for completing your activity and reaching your step goal today. How did it feel to get back in the game?
Jane has been doing a physical activity promotion program for about three weeks now. However, she has not met her daily goals for the past 3-4 days. She doesn’t see the point in sticking with the program anymore. She feels good after a workout and is sure she’ll ace her goals, but her motivation is fading away.	It looks like you’ve missed a few activities in a row. You were doing so great before. Has something changed?	Hi Jane, it looks like you have missed a few activities in a row this week. No big deal, we all have moments when we feel less inclined to be physically active. Dips are part of the process and can make reaching the finish line even more satisfying. Don’t let this dip throw you off course, ok?

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Scenario	Message 1	Message 2
Tim has become lazy, and he’s missing his goals every day. He feels good every time he works out, but Tim has a mental block when it comes to working out as he thinks he won’t be able to achieve his goal and will fail.	Hi Tim, I can’t help but notice gaps in your activity program. Is everything ok? I’ve noticed you feel happy every time you do work out. Is there maybe something preventing you from starting the activity?	Hi Tim, I can’t help but notice numerous gaps in your activity program. Sometimes physical activity can feel like an inconvenience. But if you are able to see it as an opportunity to become the new you, then I’m confident you will be able to stick to your program.
Tim had been achieving his goals daily up until last week, after which he stopped doing his physical activity sessions. The workouts are a piece of cake, but he never seems to be in the mood to work out.	Hi Tim, I see that you have not completed your activities in a little while, is everything ok? Know that you can always reach out to me if you want to talk.	It seems as if you have a little dip in your physical activity, Tim. Remember that you can always review your goals if they no longer suit you or your routine.
Jane has been in a slump lately and has not been feeling up to fulfilling her goals. She abandons her workout sessions mid-way. She feels like she cannot finish the workout and is not very interested in achieving her daily goal either.	You do not feel capable of finishing your workouts, but you do start with your workouts which is quite an accomplishment already! Being physically active on a regular basis can improve your mood and give you an energetic feeling. It could be easier to finish your workouts if you try out a different type of sport/activity (e.g., cycling, walking, playing tennis with friends, incorporating your activity in your daily activities by doing some active household or gardening chores). If you like to do an activity, it might be easier to achieve your goals!	What unfortunate to hear that you’ve been in a slump lately and that this keeps you from achieving your goals. Could it be that your daily goals are a bit too difficult to achieve? Or that you are not doing the activity/workout that you like to do most? If you set goals that are reachable and do a sport/activity that you enjoy, it becomes easier to be physically active and experience the benefits of this (like a good mood, feeling energetic, being fit). Try to find out what works best for you, and you have already made a great start!

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Scenario	Message 1	Message 2
Tim has been doing his workouts daily, but he is only partially fulfilling his daily goals lately. He believes that even the short bursts of exercise will help him, so he does not see the point in finishing his workouts as intended and reaching his goals. It doesn't help that he does not feel good after the workout, even though he's confident in his abilities to achieve his goals.	Good that you are doing your workouts every day! What unfortunate to hear that you do not feel good after working out. Physical activity can benefit your health and your mood, but it is important to work out on a regular basis so that your body will get used to working out. Maybe you can make your goals a bit smaller and gradually increase them in the long term. This way, it becomes easier, and you will hopefully feel more energetic and experience a positive mood!	You do not always finish your workouts, but you do start with your workouts which is quite an accomplishment already! When you have a balanced workout routine, working out becomes more of a habit which makes it easier to achieve your long-term goals and to notice the benefits of this (improved mood, fitness and health). To complete your entire workout session, you could try to make your goals a bit smaller or try out another type of sport to motivate yourself. You can gradually increase your goals if you feel like you are ready.
Jane has been missing her daily goals for over a week. She is scared of not being able to meet her daily goals, which is making her anxious. To avoid the fear of failure, she avoids doing the physical activity sessions altogether. She wants to be physically active and continue the physical activity promotion program she has enrolled in.	You have not achieved your goals this week, but you are clearly motivated to become more physically active. Try to set a daily goal that is not too difficult to achieve. Once you are achieving your daily goals, being physically active will become more of a habit, and your self-confidence will improve, which will make it easier to achieve your goals, and you can gradually increase your goals.	You have not achieved your goals this week, but I am confident that you are motivated enough to achieve your goals this coming week. Being physically active does not only benefit your strength, fitness and wellbeing, but it can also improve your self-confidence! Therefore, try to break up your physical activity sessions into smaller activities instead of seeing it as one long session. For example, first, motivate yourself to put on your workout clothes and search for a suitable playlist, then start with some warming up exercises, then do a set of 10 leg exercises, etc. Keep in mind: every minute of physical activity is good for your health!

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Scenario	Message 1	Message 2
Jane has had a strenuous relationship with working out. She’s highly confident she can get fit if she sets her mind to it, and working out also makes her feel good, but she’s not dedicated to maintaining the habit. She doesn’t see the harm in missing a day or two of her goals, and as a result, her progress is erratic.	You are very motivated to work out on some days and other days are more difficult. Your body will get used to working out more easily when you work out on a regular basis. Maybe you can make your goals a bit smaller and gradually increase them in the long term. This way, you could feel more motivated to work out every day. Keep working on it!	You achieved your goals for quite some days, but some days you have less motivation for working out. It is important to form a habit and to work out regularly. This way, it becomes easier to achieve your goals and to maintain them for a longer period. It could help to plan your workout at the same time every day. You definitely showed what you are capable of, so I am confident you can do it!
Tim has been working out daily, but there are days when he meets his goals and days where he makes little to no progress on his goals. He knows that working out puts him in a good mood, but occasionally he loses faith in his abilities which halts his progress.	You have been achieving your goals for quite some days already! As you might notice, physical activity can improve your mood and your fitness, which will make it easier to be active and reach your goals with every workout. On the difficult days, try to think back to your previous workout session, how you started and finished the session and how you felt afterwards. Use this to motivate yourself!	You are very motivated to work out on some days and other days are more difficult. This is very normal. It can be difficult to make your workout routine a habit, but with every finished workout it becomes a bit easier. Maybe you can reward yourself with something small (buying flowers, calling your friend to tell him/her about your achievement, reading in your favourite book) every time you finish your work out. You deserve it!

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Scenario	Message 1	Message 2
Jane has no strong feelings towards working out, but she knows the benefits of maintaining an active lifestyle and strives towards meeting her goals. However, she doesn't make regular progress towards her goals, and it's normal for her to skip 2-3 days of working out in a week. To be sure she can meet her goals, she makes sure to work out every other day.	You have been active for quite some days already! As you know, an active lifestyle can have many benefits. But did you also know that when you are active every day, it is easier to turn your active lifestyle into a habit and to maintain this lifestyle? Maybe you can incorporate your physical activity into your daily activities on the days that you are not doing a workout session. For example, you can walk to the supermarket instead of taking in the car, take the stairs instead of the elevator, or do some active household or gardening chores. This way, it is easier to be physically active every day!	You are achieving your weekly goal by working out a few times per week. It is easier to maintain an active lifestyle if you have a workout scheme that you can follow every week. For instance, some people do a more intensive workout session 3 / 4 times a week and incorporate their physical activity into their daily activities on the other days. You can walk to the supermarket instead of taking in the car, take the stairs instead of the elevator, do some active household or gardening chores or go for a nice long walk together with a friend to catch up. Try to find a scheme that suits your lifestyle!
Tim enthusiastically follows a physical activity promotion program, but he does not yet think of hiMSMlf as an active person. Due to this attitude, he works out only when he finds the time, which results in him skipping working out a few days due to time constraints. There are days when he meets his goals, and other days he makes varying amounts of progress towards his goals, and therefore his overall progress is inconsistent. He feels indifferent to working out and thinks he's not capable enough to work out and meet his daily target.	You have been active for quite some days already! Try to challenge yourself to also work out on the days when you feel you have less time. It could help to plan your workout for the next day when you finish a workout session (e.g., think about what kind of physical activity you want to do, when and for how long). Working out every day will improve your fitness and can increase your confidence in your abilities. You can do it!	You are doing great! You are on your way to becoming an active person! Being physically active can give you a feeling of fulfilment and can make you feel like you have more energy. However, it can be difficult to do your workouts on busy days. On these days, it could help to incorporate your physical activity into your daily activities. For example, you can walk to the supermarket instead of taking in the car, take the stairs instead of the elevator, or do some active household or gardening chores. This way, you will be active and productive!

Table 2: Scenarios and corresponding tailored motivational messages written by experts, corrected for trivial spelling and punctuation errors.

Scenario	Message 1	Message 2
Jane used to achieve her goals every day perfectly, but recently, she’s missing daily targets, and as a result, her progress has become irregular. There are days when she exceeds her targets and days when she does not make any progress at all. She feels low after her physical activity sessions, but it’s not because she thinks she cannot do her workouts.	You are working out every day, great! A balanced workout schedule (doing about the same amount of physical activity every day) will ensure a stable energy level and makes it easier to maintain your progress. Try to reach the same target every day and gradually increase this target if you feel like you are ready. You can do it!	You are very motivated and work out every day! Of course, it is great that you sometimes have so much energy and motivation that you exceed your target. However, this can also make it more difficult to reach your target the day after, as you may have less energy after an active day. Next week try to stop when you reach your target and use the rest of your energy the next day to reach your target again. See if you notice a difference in your energy level. Keep it up!
Tim works out when he feels he is motivated enough, and his progress depend on what he is feeling on a particular day. He’s used to working out on alternate days now, which means he meets his targets on one day and misses them the next day. He feels anxious and distressed, which doesn’t help his confidence levels either.	You are doing great and working very hard to achieve your goals! Physical activity can improve your mood and decrease feelings of stress and anxiety by making you feel more relaxed. Try to be physically active every day, especially on the days that you feel distressed or anxious. Motivate yourself by saying out loud sentences like "I can do it!", "I am an active person", "I will feel good when I finish my workout". I am confident that you can do it!	You are very motivated to work out on some days and other days are more difficult. This is very normal, and it can be difficult to work out on days that you feel distressed or anxious. However, you might have noticed that working out can make you feel more relaxed and boost your mood. On the difficult days, try to think back to your previous workout session, how you started and finished the session and how you felt afterwards. With every workout session, it will become easier!

Table 3: Generic messages written by experts, corrected for trivial spelling and punctuation errors.

Generic Message
You are working very hard! Being physically active is good for your mental (feeling good) and physical health (becoming fit). You can do it!
The more you work out, the easier it gets! So keep going.
Working out can be a moment of relaxation, a social activity (when you work out together with a friend/group) and / or can give you a feeling of fulfillment. Go for it!
I know you can do it! It can be difficult to start with your workout, but once you have done it, you can be really proud of yourself and take a well-deserved break.
Working out can improve your mood. Think about the times when you successfully finished a workout or completed another task and how you felt afterwards. Use this to motivate yourself to do your next workout!
Being physically active every day can improve your sleep quality, and this, in turn, can make it easier to be physically active the day after. If you have difficulty with starting your workout, try to break it down into smaller steps. For example, as a first step, select a nice music playlist or podcast you want to listen to. The second step, change into your workout clothes, etcetera. You can do it!
"Think of physical activity/movement as an opportunity, not an inconvenience. Any form of PA/movement of the body is an opportunity for improving health, not as a time-wasting inconvenience." [1]
"There are many ways to build the right amount of activity into your life. Every little bit adds up, and doing something is better than doing nothing." [1]
It's never too late to start! Find the activity that fits you and your schedule best, and start right now with a few minutes a day.
Increasing your physical activity can be easy, simply do the activities you are doing now, but more often or for longer periods of time.
You don't need to fundamentally change your habits to be more active. For example, make a habit of walking whenever you can instead of using the car or taking the stairs instead of the elevator.
Be active with friends and family. Having support is a great way to be and stay active.

References

- [1] World Health Organization and others. Global recommendations on physical activity for health. World Health Organization; 2010.