Epiphany in Behavior Change
We define an epiphany moment in behavior change as the pivotal moment when a person decides to adopt new behavior(s) for their personal well-being and becomes ready to make progress towards it.

Characteristics of an epiphany:
• Sudden, unplanned clarity
• Ability to choose a path
• Confidence and resolve to move forward

Goal
We aim to understand:
• Factors that lead to epiphanies manifested in the process of behavior change.
• How to design technology to induce epiphanies for those who are not yet motivated to change?

Research
• Surveys with 126 people and interviews with 13 people who have accomplished behavior change.
• Findings contributed to a design space for designing for people who are not motivated to change.
• Future work includes additional data collection and feedback from participants on 3 designs across the design space.

Example App: Reflecting Pool
Due to increased stress at work, John reduced social activities he enjoyed. Scrolling through blogs on photography, John stumbles across an interesting application. The app shows John a collage of photos he's been tagged in across years. He suddenly realizes a decline in his attendance at social events and changes in his physical appearance. The app supports John to make the change by encouraging him to update new photos.