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## **Acceptability and Utility of the ‘StepAway’ App in a New Zealand Context: Feedback from End-Users and Stakeholders**

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**Introduction and Aims:** Interventions to support people who are drinking at hazardous levels are proven to be beneficial. However, there remains a gap between the population ‘in need’ of treatment and those engaged in treatment. ‘StepAway’ is a smartphone app designed in the USA to help individuals moderate or abstain from drinking. In its current form, the app is not suitable for adoption in New Zealand (NZ). The aim of this study was to elicit feedback from end-users and stakeholders about a version of the ‘Step Away’ app that has been modified for NZ.

**Method:** Ten end-users and 10 clinical stakeholders were invited to test the NZ StepAway app for a week, after which semi-structured interviews were undertaken to discuss the app’s content/design. Participants were asked what they would change about the app, and rate the priority of these changes.

**Key Findings:** For both groups, two-thirds of participants accessed all ten StepAway modules. Stakeholders described the app as comprehensive and user-friendly. End-users described the app as positive and functional, and appreciated that it gave the choice of moderation, but found the visual appearance “monotone”. End-users raised concerns about the large amount of information, lack of context, and need for customization and in-app rewards.

**Conclusions:** While stakeholders expressed positive views about the app, the feedback elicited from end-users was mixed and raised concerns about some app features. Suggested changes have been incorporated into the latest version of the app. A trial is underway testing the app’s impact on alcohol consumption/service engagement.

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