Mexican American women have high rates of obesity. Lower-income, rural women have even higher rates, but eating and weight control behaviors in this population are poorly understood.

Using a user-centered design process, we designed a mobile tracking tool called LEAD to better understand this population’s eating and weight control behaviors.

LEAD is currently undergoing a feasibility study with 57 women using the application for two weeks to ensure the application collects the desired information before moving to a clinical trial.

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