APPENDIX 1

Semi-structured interview questions.

Week 0: These are only to be used as a guideline. Ensure topics are fully explored.

- **Demographics:**
  - What is your name?
  - How old are you?
  - What is your ethnicity?
  - Record Gender
  - What is your job?

- **Smoking background:**
  - How many cigarettes do you currently have a day?
  - What brand of cigarettes do you smoke? What brand? What is the cost of a pack?
  - How long have you smoked for? How many a day?
  - What does smoking mean to you?
  - Do you call yourself a smoker?
  - What things do you enjoy about smoking?
  - And what things don’t you like about smoking?
  - Are you trying to quit smoking?
  - What techniques are you currently using? How long they are using them for?
  - Have you ever tried to stop smoking? What drives your see to want to quit?
    - **IF YES:**
      - About how many times have you tried to stop smoking?
      - What made you think about stopping smoking?
      - What happened when you tried to stop?
      - How did you try to stop? PROBE FULLY patches/ ecigarette/ etc
● Why did it not work?

● IF NO:

● Has anyone ever encouraged you to stop smoking?
  ● IF YES:
    ● Who has encouraged you to stop smoking?
    ● How did you react to these suggestions?
    ● Why you react the way you did?
    ● What does quitting smoking mean to you?
    ● What would you gain about not smoking?
    ● What would you lose?
    ● What would you miss the most when quitting?
    ● What items of technology do you use? How often?
    ● Do you ever play games on the technology devices you use? IF YES how often?
    ● Have you ever played games on a technological device? IF YES how often did you play?

Week 1,2,5: These are only to be used as a guideline. Ensure topics are fully explored.

● Progress:
  o How many cigarettes have you smoked per day this week?
  o How did you feel when you smoked?
  o How does this feeling differ from before?
  o Is there any particular reason that you have been smoking this week?
  o How have your stress levels been this week?
  o How often did you use this app?
  o How stressed have you been over the last week?

● Experience using the App:
  o Can you please tell me about your experience using the app?
  o Did you find the app useful?
• IF YES: How did you feel this app helped you?
  o What did you like about the app?
  o What did you not like

• App effect on behaviour:
  o Did you notice any change to your behaviours as a result of the app?
  o Have you started using any new techniques to quit smoking in the last 2 weeks? (patches, eCigs)
    ▪ IF YES: Why?
  o What impact did the information the app gave to you have on you?
  o What information did you find most useful?
    ▪ How would you rank them in order of importance to you? Why?

• App effect on feelings:
  o Has the app had any effect on your willpower to stop?
  o How do you feel about sharing progress?
  o Did you share your progress via social media?
    ▪ IF YES: How did you feel when you shared your progress? Why did you share your progress?
    ▪ IF NO: Why did you not share your progress?
  o Did you share your progress in any other way? i.e. discussing with friends etc.

• Kwit 2 Specific:
  o What did you think about the profile page? Was it motivating?
  o How did you feel when you went down a level?
  o Did the prospect of going down a level influence your decision to smoke?
  o How did you feel when you reached a new level?
  o How did you feel when you reached a new achievement?
  o The achievements get harder, how does that make you feel?
  o Have you compared your achievements with other users using the app? How did you feel? Did that motivate you?
Did the game affect your motivation?

Exit Interview: These are only to be used as a guideline. Ensure topics are fully explored.

- How motivated were you at the start of the study to quit smoking?
- How motivated are you now to quit smoking?
- What did you think of the app?
- Did you like the app?
- What did you not like about the app?
- What has been the perception of others to you quitting smoking?
- **Gamification Specific:**
  - What did you think of the game concept?
  - How easy is app to use? Is it easy to navigate?
  - Did the app get repetitive?
  - If YES how would you make it less repetitive?
  - Do you think mobile apps are an effective way to help stop smoking?
  - Do you think that the concept of using games to help people stop smoking is / could be effective? Why?
  - What do you think is the most effective way to help smokers quit?
  - Do you think that you are a person who is health conscious?
  - If no what type of health risky behaviours do you partake in?
  - Do you believe you have an addictive personality?
  - Are you a user of any illicit drugs or substances?
  - Do you gamble? If YES: How often?

- **Progress**
  - Experience using the app
  - Effect of app on behaviour
  - Effect of app on feelings
  - What they like about the app
  - What they don’t like