

SMS USA PHASE THREE

BETA TEST: 1:1 INTERVIEW GUIDE AT BETA TEST END

1. First, some questions about the ‘process’:
 - a. What are your thoughts on the number of messages you received per day?
 - b. What are your thoughts on the times of day that you received the text messages?

2. Now some questions about the text messages specifically:
 - a. What did you think about the overall tone?
 - b. Is there one text message that sticks in your mind as particularly helpful?
 - c. Is there one that sticks in your mind as being particularly unhelpful?

3. The following questions specifically pertain to the Quit week messages:
 1. How much do these messages speak to what people go through on their quit day?
 2. What are things not talked about in the text messages that you think are critical on your Quit Day to hear?

4. Great. Thanks for that. Also, we want to know about how the other program components worked for you:
 - a. How did the text buddy work for you?
 - b. How were the ‘text crave’ messages? If you were craving a cigarette, do you think you would find them helpful?

5. Now more generally:
 - a. What did you particularly like about the SMS program?
 - b. What is one thing that you think is critical for us to improve?
 - c. Is there anything else that we haven’t talked about that you’d like me to know about your experience with the SMS USA program this week?