SMS TURKEY PHASE THREE
RANDOMIZED CONTROLLED TRIAL (RCT): ONE-ON-ONE INTERVIEW GUIDE
AT INTERVENTION END

Thank you for your time today. My name is Burcu.

The purpose of this interview is to learn more about your recent attempt to quit smoking. I'd like to know specifically about what steps you took, especially related to the use of the Cebiniz Biryakin Diyor program. I am not affiliated with the Cebiniz Biryakin Diyor program.   There are four parts that we are going to cover. First, we will talk about the steps that you went through to quit smoking. Then we will talk about your experiences with the Cebiniz Biryakin Diyor program specifically. Third, we will talk about your previous experiences quitting smoking. And then finally we will talk about ways you think the researchers might improve the Cebiniz Biryakin Diyor program. Any questions?

I would like to record this conversation. I do not have to if you do not want to, but it will help me focus on the conversation right now, and make sure that I get all of your feedback later. Is it okay if I record this conversation?

Ok great. Let's get started.

Part A: Task Diagram

First, we want to understand your experience deciding to quit smoking, and the steps you took to make this happen. We would like to do so by making a visual representation of the steps you took in your most recent attempt to quit smoking.

Think about the most recent time that you tried to quit smoking. Please tell me exactly what you did step by step. (Interviewer note: wherever they start their steps is okay. Follow up if not mentioned: what made them want to enroll in the program)

Pass 1: Could you describe your process of quitting in about 3 to 6 steps? (Probe: so how did it occur that you wanted to quit smoking? How did you hear about the program?)

- Pass 2: In which of these steps was Cebiniz Biryakin Diyor involved? What other resources did you use to help you quit? In which of these steps were these other resources involved?
- Pass 3: Which steps were the most challenging for you?
    - [for each step}: What was challenging about it?
- Pass 4: Where did you encounter difficulty? What kinds of difficulty? How did you handle the difficulty?
- Pass 5: What of these tools (or resources) are you still using now? What about these tools is helping you in your efforts to quit smoking?

- Pass 6: What is the status of your smoking now? Were you able to quit smoking? How long were you able to remain quit?

Part B: SMS Program Specifics

Now we would like you to think about Cebiniz Biyrakin Diyor specifically.

- Please tell me about the features of the program.
- Which of these messages (or features) did you use?
- Please describe your use of the text messages. Did you encounter any difficulties using the messages? What difficulties and what was the result of these difficulties? What about the messages was helpful to you?
- To what extent did the messages impact upon your quit smoking result (quitting or not quitting) during this most recent quit attempt?
- What is your overall experience with the program? What was the overall value? Was it worthwhile?

Part C: Past Experiences

We would like you to now consider a time when you quit smoking before the Cebiniz Biryakin Diyor program.

- What was involved during that attempt to quit smoking?
- How was it alike or similar to this most recent attempt to quit smoking?
- How was it different? [probe for personal differences such as more ready to quit or learned from past attempts and also for programmatic or resource differences such as used medication or a program to help]
- What did you apply from that past quit smoking attempt to this one? How did that work?

Part D: Improving Cebiniz Biyirakin Diyor

Finally today, we would like your advice on how to improve the program.

- If you were designing a smoking cessation program for people like you, what messages (features) of Cebiniz Biyirakin Diyor would you use? What messages would you not use?
- What are your thoughts about the number of messages per day? The timing of those messages? The overall length of the program (i.e., amount of time you received messages)?
- What about the tone of the messages? How did the information compare to what you were hoping to hear / learn as you were trying to quit?
- What is the one thing that you think we should definitely keep in the program as we make changes to improve it? What is one thing that we should definitely drop or change from the program?