Appendix 1: Recruitment Screener

Note to recruiter: We need 6 participants in total. Each session lasts 45 minutes. We must have a candidate's completed screener at least one day in advance of the session, so we know which experimental group to assign him or her to.

Hello, I am from PartyCasino. We are running a usability trial of a web site and are looking for mobile phone users to take part in the trial. In exchange we will pay you £25 by cheque.

Would you be interested in taking part?

- Yes   Continue
- No   End interview

The trial will be conducted at Your home/local cafe and we will need you to attend at a specific time that we can agree in a moment. The trial will be conducted on 19th June 2017 and will take approximately45 minutes.

We will ask you to perform a small number of fictitious tasks using a website and ask you a number of questions about how you found it and how you think it could be improved. We are just interested in finding out how usable the website is and how we might be able to improve it.

Would you be interested in helping us with this research?

- Yes   Continue
- No   End interview

Now I just need to ask you some questions to check your suitability for the research. This will take less than five minutes.

EXCLUSION QUESTIONS

1. Are you 18 years of age or older?

- Yes   Continue
- No   End interview

2. Do you, or does any member of your family, work for any of the following organisations:

- A market research firm or market research department?   End interview
- A company that manufactures or sells mobile phones or mobile phone services?   End interview
- None of the above Continue

3. Have you participated in a market research study such as a focus group or usability testing within the past six months?

- Yes   End interview
- No   Continue

4. Is English your first language?

- No   End interview
- Yes   Continue

INTERNET EXPERIENCE

1 How long have you been using the Internet? (Don't prompt, wait for answer and tick the most appropriate box)

- Less than 1 year   End interview
- More than 1 year   Continue

2 Not including e-mail, how many days per week do you use the Internet?

- Every day   Continue
- Every other day   Continue
- 3 days per week or less   End interview

3 Can you access the Internet from home?

- Yes   Continue
- No   End interview

3 Thinking of the place where you access the Internet most often, how do you connect to the Internet?

- Through a network   Continue
- Through a broadband connection Continue
- Through a dial-up connection   End interview
- Don't know   End interview

4 I am going to read a list of Internet related tasks. I would like to know if you have personally ever carried out these tasks yourself: (Read and check all that apply)

- Used the web to carry out research on a new product?
- Registered with a website, e.g. by entering your name and address?
- Successfully purchased a product online using your credit card?
- Managed your credit card or bank account online?
- Used the web to get help on how to use a product?
- Downloaded software from the web?

0 – 4 tasks	End interview
5 – 6 tasks	Continue

NB: The candidate must have done these tasks personally. If someone else in the household has done these tasks, it doesn't count.

DOMAIN EXPERIENCE

1 Who pays your monthly bill or pays for your top ups? (Don't prompt, wait for answer and tick the most appropriate box)

- I pay all of it   Continue
- I share the costs with someone else End interview
- Someone else pays all of it   End interview
- Work pays for some of it   End interview
- My work pays   End interview

2 On average, how much do you spend per month on your mobile phone? (Don't prompt, wait for answer and tick the most appropriate box. If the candidate doesn't know, ask how much time he/she spends per month on their mobile. Recruit users who spend 100 minutes or more per month.)

- Less than £20   End interview
- More than £20   Continue
- Don't know, but spends more than 200 minutes per month   Continue

3 Who is your mobile phone network provider? (Try to obtain a mix)

- Vodafone   (we need at least 3)
- O2   (we need at least 3)
- Orange   (we need at least 3)
- T-Mobile   (we need at least 3)
- Other

DEMOGRAPHIC QUESTIONS

1 Are you (Try to obtain an equal mix of gender):

- Female
- Male

2 What is your age? (Try to obtain a mix)

- 18-29 (we need at least 8)
- 30-39 (we need at least 8)
- 40-49 (we need at least 4)
- 50+

NOTE TO RECRUITER

Before accepting this participant, answer these questions yourself:

- Is the candidate articulate?
- Can the candidate describe his or her thought-processes?
- Do you think the candidate will be comfortable with strangers?

If in your honest opinion the answer is "Yes", then go ahead and recruit. Otherwise, decline this participant.