

Hello [name],

Thank you for agreeing to participate in this follow-up interview based on your recent submission for the Prolific study - 'Investigating users' perceptions on privacy issues of software applications.' During this interview, we will ask you a few questions to understand your rationale better. You will also be asked to examine some design idea artifacts created to support users to consider privacy issues in software applications.

Before we get started, I would like to remind you that this study will be video recorded. We will keep confidentiality about your identity and the data. You have the right to end your participation at any point. I would also like to remind you that there is no right or wrong way to complete the tasks or answer the questions. We just want to understand how you answer the questions and approach the tasks. Do you have any questions before we proceed? *[Answer participants' questions.]*

First, we'll give you a couple of minutes to go through the design that you saw in the Prolific study as a refresher. We'll also let you look at your answers on the Google form. Please let us know when you're done.

*Share Figma link: [Link to the design that the participant saw in the online study]*

*(If participant is an Apple user)* We see you indicated that you are an Android user, but did you know that the design you just saw already exists in the App Store?

*(If participant is an Android user)* Did you know that the design you just saw already exists in the App Store? There is a similar design on the Play Store under the Data safety section. Have you checked that section of any app before?

*If participant indicates no, we share a link to a news article about the Play Store's privacy labels.*

We'd now like you to elaborate on some of your previous responses to understand your reasoning better.

*[Customized questions seeking to gain more insights on participant's responses in online study]*

Now, we'll take a couple of minutes to introduce you to another design of the App Store interface for the same app UFit. You can go through this design and let us know when you are done. If you are able to think out loud as you go through the interface, feel free to do so as it will help us understand your rationale better.

*Figma link: [Link to the design that the participant did NOT see in the online study]*

*[After the design]*

- Now that you have seen this design, do you think this design addresses some concerns you had in the previous design. *[mention the concerns the participant previously expressed]*
- Which features of this design did you like?
- Which features did you dislike?
- Additionally, would you modify your Google Form responses? And if so, are you leaning more towards the Strongly Disagree end or the Strongly Agree end. Please explain why you have indicated that choice. *[Ask user to rate each question from the form again]*
- Finally, which of the two designs do you think would be more effective in motivating users to attend to their information privacy? Why?

Once again, thank you for your participation in our study. To complete the study and receive your compensation, we request you to please complete this short Google form through Prolific. If you have any further questions, please let us know or feel free to email/message us as well.

Google form link: [link]