

Appendix 1

Key informant interviews

The purpose of this interview is to find out what you think about the BB3 app and understand your thoughts on the infant development advocate and how they worked with you to understand the BB3 app. Since we cannot take notes while conducting the interview by phone we will be recording today's phone discussion. I know that sometimes people are uncomfortable with the idea of being recorded, but I want you to know that we take your privacy very seriously and we will not be sharing any of your personal information.

Your participation is voluntary and there are not right or wrong answers, we just want to know your opinion. Do you have any questions before we start?

Great, let's begin.

1. What was your experience when you met with the infant development advocate?
(If needed, the infant development advocate was the lady that helped you download the BB3 app and explained the resources the day of your second visit.)
(If they say it was a good experience, ask "what made it a good experience", or the opposite if it was a bad experience. Probe for elaboration on vague responses, e.g., "It was ok".)
2. How was the communication with the infant development advocate?
3. How well did the infant development advocate explain things that may be hard to understand?
(For example: your child's brain development, how the app will help your child, the purpose of Bright by Three, how to input numbers into the app.)

Next, I am going to ask you some questions about the assistance provided by the IDA in understanding the BB3 app.

4. How did the infant development advocate help you understand how to use the app?
A few days after the visit, do you feel you were able to use the app on your own?
(If they state that they were good at communicating, ask how? Probe for examples.) Alternative ways at asking this question include:
 - ❖ Were there things that the IDA did to help you understand the app that you wouldn't have had without the IDA?
What specifically about the IDA made the experience of learning about the app easier or harder?
 - ❖ How did the cultural background of the infant development advocate affect your understanding of how to use the app?
(Other words for cultural background: ethnicity, country of origin, etc.)
5. What else could the infant development advocate have done to improve your experience with Bright by Three?
6. What suggestions do you have for making this experience with the infant development advocate better?

Now we will ask you questions related to apps, in general, and later about the BB3 app.

7. How often do you use apps in your phone?
8. How do you normally learn to use apps on your phone?
9. How easy or difficult is it for you to understand new technology, such as new smartphones, new apps like the BB3 app?
10. Tell us what people, including friends and family, you ask for help with understanding, downloading, and setting up new apps?
If you do not ask friends for help, what are other strategies or resources that you use?
(If they ask for suggestions: family members, friends, kids, YouTube, Google, in-app help).
11. After meeting with the infant development advocate, how likely are you to still ask other people for help or use resources to understand how to use the BB3 app?
If likely, which other resources did you or will you use? Can you tell me more about that?
12. Have you changed your phone number or phone since you were enrolled?
If yes, phone number, why?

If yes, please, why?

❖ Were you able to use the app after those changes?

13. Do you know how to contact us for help with the app if you need it?

If yes, how can you contact us?

If no, give them the email for contact.

Now we will ask you questions specifically related to the BB3 app.

14. How easy or difficult was to log on to the BB3 app? Were you able to open the app without trouble?

If easy, what made it easy to use?

If difficult, what made it difficult?

15. How easy or difficult was it to use the app?

If easy, what made it easy to use?

If difficult, what made it difficult?

16. Tell me about reading to your child and logging your reading minutes.

❖ If the mom read and log the minutes, how easy or difficult was logging the reading minutes?

❖ If the mom is reading but not logging minutes, why you are not logging the minutes?

❖ Did you set a reading goal? Why or why not?

❖ Did setting a goal help you to read more consistently with your child?

17. What did you like most about the BB3 app? Parents might need help reminding them the features of the app if they don't know what to say.

(Features: logging reading minutes, messages, setting up goals, rewards, seeing how you are doing in comparison to other parents, Facebook interaction.)

❖ Which features of the app did you find helpful? Why?

❖ Which features of the app did you use the most?

❖ Which features of the app were the easiest to use? How?

18. What did you dislike most about the BB3 app?

(Features: logging reading minutes, messages, setting up goals, rewards, seeing how you are doing in comparison to other parents, Facebook interaction.)

❖ Which features of the app did you find least helpful? Why?

❖ Which features of the app were the most difficult to use? How?

❖ Were there features that you didn't use or know about?

19. Where did you use the app most often?

❖ Did you use the app mostly at home or outside of your home? If outside your home, where did you use the app most often?

❖ How did your access to WiFi (wireless internet) determine the location in which you used the app?

20. When did you usually use the BB3 app?

21. What motivated, reminded, prompted you to use the BB3 app?

22. Why didn't you use the BB3 app?

23. What would make you more likely to use the BB3 app or a similar app to promote child development?

Next, I am going to ask you some questions about the messages that you received in the app.

24. How did the messages help you learn more about your child's development?

25. Which messages did you like or find most helpful? Can you give some examples?

❖ Did you feel these activities were easy for you to fit into your lifestyle, or your daily routine?

26. Which messages didn't you like or find least helpful? Can you give some examples?

27. Have you joined the BB3 facebook page? How often have you logged into the Facebook page?

❖ Have you been looking at the Facebook messages?

If not, go to question 28.

- ❖ What did you think of the Facebook messages?

Probe: Describe what you liked or didn't like about the Facebook messages.

Probe: Describe how you used the BB3 Facebook page.

Now I am going to ask you some questions about how the app may have changed some ways that you interact with your child.

28. How did the app affect how you play with your child, if at all?

29. Did using the app change how often you play with your child?

If yes, which features help you play more often? How helpful were that features you use?

(Features: logging reading minutes, messages, setting up goals, rewards, seeing how you are doing in comparison to other parents, Facebook interaction.)

30. Did using the app change the activities that you do with your child?

31. How did the app affect how you read with your child, if at all?

- ❖ Did using the app change how often you look at books with your child?

If yes, which features help you read more often? How helpful were that features you use?

(Features: logging reading minutes, messages, setting up goals, rewards, seeing how you are doing in comparison to other parents, Facebook interaction.)

- ❖ Did using the app change what you do or say while looking at books with your child?

32. How did the app affect how you talk with your child, if at all?

- ❖ Did using the app change how often you talk with your child?

If yes, which features help you talk more often? How helpful were that features you use?

(Features: logging reading minutes, messages, setting up goals, rewards, seeing how you are doing in comparison to other parents, Facebook interaction.)

- ❖ Did using the app change what you say or how your talk to your child?

33. How did the app affect how your praise or encourage your child, if at all?

- ❖ Did using the app change how often you encourage or praise your child?

If yes, which features help you talk more often? How helpful were that features you use?

(Features: logging reading minutes, messages, setting up goals, rewards, seeing how you are doing in comparison to other parents, Facebook interaction.)

34. Did using the app change what you say or do to encourage or praise your child?

35. What would you tell a friend about the BB3 app?

- ❖ Probe: Would you recommend it to a friend? Why or why not?

36. Is there anything else you would tell us that could improve the BB3 app?

37. Is there anything that you can think of that would make the app easier to use?

38. Are there any features that you would recommend adding to this app?

39. Is there anything that you would recommend removing from the app?

Reward/reminder questions.

40. Did you know that you could earn points and rewards for logging reading minutes and completing activities?

41. How difficult was it to earn points and rewards?

42. Did you earn any of the rewards? If yes, did you receive your rewards?

43. What rewards/prizes would you want to earn for logging reading minutes or completing activities? (Books, toys, puzzles, other items?)

44. Did you receive notifications on your phone when you had a new activity? If yes, were these notifications helpful reminders? What would be a good reminder to log reading minutes or complete activities? (Give examples like text messages, emails, other reminders?)