

Intervention suggested (by interviewer in slides)	Strategy	Responses	Potential theme	Code	Quotes Key: blue = shows co-design; green = unprompted; purple = own notes	Quotes	Quotes	Quotes
	Visual prompts - message to keep kit visible	Liked		General liking of strategy	I think that's a that's a great idea because the problem with mine is I did put it in the usual hole for mail and it didn't surface from there for a few weeks. P1	For me, the next time I get a kit, if I had reminders like that in it, I'd probably put the kit in its cardboard sleeve down next to the toilet, so you get a reminder on the toilet roll holder and it's right there ready to go. That's how my mind tends to work. A reminder and the thing to do is right there, then I'll do it. P20		
				Wording balanced to be clear and subtle	I think just keep this visible is probably, yeah, subtle enough, but direct enough so that people would understand what it meant P1			
				Liked wording - simple	That's fine. Nice and simple. It's fine. [I: And do you think it should say please?] P: No. P17	I actually think that message is really good. It's very clear and simple. Yeah, I think that's good. It's simple and clear and stands out. And you know, it looks like a call to action. P20		
				Position of wording/first instruction	I would imagine that that's one of the first instructions so putting it as one of the first things you see is probably a good idea. P10	The outside of the envelope. P17		
				Orange colour	p1 "nice orange"	It's good that it's up there, in contrasting colour is good. P8	The colour is great too. Something that stands out a bit. P20	
		Disliked		Didn't work	I did actually have it somewhere visible for a fairly long period of time, and I still didn't get around to doing it, but I do think for some people, having it out is probably a good prompt, for me, personally, I did use that strategy, but it didn't actually prompt me to action. P12			
				Colour	And I think if you put it somewhere against white, it will sing. It will shout out better than on blue. P5	the colour's fine. It's a calming colour to me. P18		
		Wording suggestion	Clarity	Simplify	it just needs to be straightforward, yes and in like plain English without any, in simple terms. Yeah, no visible is pretty good there because I mean you've gotta cover a wide, a lot of people... It'd be longer, but "keep this kit where you can see it". You know that's another possibility... P4	Even if you put something like, "put it where you can see it". Make it short, sharp statement rather than – a word, you don't - "keep it where you can see it" or something short and sharp. Because the more words, again, detract from what you're trying to say... Or even just "keep it where you can see it". Because if you keep it shorter, you've got more of a statement. But if you're gonna use the words "forget", change it to "remember".P5	bit more blunt. "Put this kit next to your toilet". Something very straight forward. P10	
				Focus on "remember"	... you need to tell people to remember, not to forget...So if you ask people to remember, they retain the information. It's known that if you say, don't forget, people forget. When you go in your head and you say "don't forget to do that" quite often, you'll forget if you say, remember to do it, you've got more chance of remembering because it's a positive reinforcement in your brain. P5			
				Consider "toilet" not "bathroom"	near the toilet, something like that. Well, it's a lot of modern bathrooms and the toilet's in the bathroom, isn't it? You know what I mean? In our place the toilet, is separate from the bathroom, they're not wish the bath as such. P14			
				Straight to toilet	The idea of putting it in the kitchen just horrifies me, just what it is. I actually think it might be a good idea to say "put it straight in the toilet" because people read in the toilet, as hideous as that is. You might think, oh, well, I'm not doing anything else, I'll have a read of it and they'll be able to see what it is – so it's in the right spot. I'd say "put this straight in your toilet" or if they had a catchy phrase, I would say "put it straight in the toilet." P8			
				Simplify and change order of phrases	reverse it so that we're focusing peoples processing of that as the first thing is " don't forget " and you would naturally think well, don't forget what? and then " keep this kit visible ". It's an attempt to, I guess, simplify the layout of the text. So, on one line you've got don't forget and on the second line keep this kit visible. If you've just got the two lines people are going to scan it more easily. P3			
				Have an icon/ cartoon	P: Maybe kind of a visual like having a little stick figure carrying it to the toilet, an actual maybe a little caricature kind of the thing. I: Yeah, like maybe person in an arrow in the toilet or. Yeah, something that makes it clear. P: Like actually going, you know, drawing a toilet. P21			
				Make a note of how quick the test is to complete	even along the lines of "it'll only take a sec, let's do it now, get it over and done with." Something that will make you think, they're right, it's only going to take a second. I just think that wording that's currently there is a little boring, too forgettable, I would say. The idea is to not forget it, isn't it? To me, that's really forgettable. P18			
			Urgency	Add something to say it's urgent/ compelling	I think it must be on the cover if you can sneak in something that says it's so urgent, your life may depend on it – like the cancer packaging for the cigarettes. It's more compelling, otherwise it's very administrative, you know, tick the box when you can P11			
		Suggested		Position of message	I think I would prefer it if it was underneath, at the bottom of the – like a piece of paper, won't it? That says 4 easy steps that could help save your life - I'd almost put under that, keep this kit visible so you don't forget. P16	Given that my thinking is that a lot of human beings don't read things properly, I'd put it on as many things as I could because I know in my place of work I used to get frustrated with people not reading things properly, but I know even I sometimes skim and if I think it's not terribly relevant, I don't necessarily read that bit of paper, so wherever you can put it, I think would be good P16		
				Make wording about gift and family	it's not very catchy, is it? It's not something that's going to make sure you remember by asking you to remember. Again, I would go along the lines of "gift yourself." "Gift your family." But I'm guessing - that's only my point of view. To me, I would get so used to looking at it I eventually wouldn't see it anymore. It's a little mundane. P18			
				Make box more attractive	I know it's there's a budget for packaging and whatnot, but if we could make it not so clinical, you'd put it in your bathroom and it would sort of remind you to take it. I wouldn't like to walk into my bathroom and just see that. If you know what I mean. P18	make it like a gift, like maybe a bow, a picture of a bow on it and you think to yourself, oh, this is actually a gift for me. I'm doing this for me. By completing it. P18		
			Accessibility for population	Larger font	message on the front that's probably about as good as it gets. Keep visible, so you don't forget. Needs to be visible. Nice orange, probably slightly larger font perhaps - P1			

Visual prompt - i.e., put the kit in the bathroom message, provide a token: type of token, size of token, messaging around token		Note: importance of underlying intention for visual prompt to work		Need to couple with other strategies for effectiveness	you think how the human brain works, having it visible would need to be I think coupled with some message about the importance of acting sooner rather than later , because what we tend to do in our environment, something that we see and see often over a period of time, we then don't see, if you get my meaning or we don't always see it, becomes part of the landscape. That I do think for some people having it insight would be the prompt. But I think for other people, depending the why they didn't actually do the test in the 1st place, having it visible on its own wouldn't lead to action. P12			
	Visual prompt - sticker / suction cap/ token	Liked	Privacy	Get2it - direct, but subtle enough for privacy	I'd be inclined to go the "get to it" –I like that. And the biggest size. I don't know who would be worried about it being indiscrete, for goodness' sake, but if it was, then that doesn't really scream "go and do a poo" sort of thing. I like the bigger size, "get to it" as a fridge magnet, I think that'd be good. P8	The little toilet roll is probably quirky and beginning to mean something, or it resonates to me. P19 my concern about the smile and to some degree the daffodil, they don't necessarily trigger a memory. P20	. The little toilet roll is probably quirky and beginning to mean something, or it resonates to me. The daffodil I associate with the Cancer Council straight away but not everybody will p19 the middle one I know it's Cancer Council only because I have been to the shop and bought hats and sunscreen and rashes. But the bottom one get 2 it. You kinda says you've received it. Get, you know, get your bum onto it. Toilet paper. P21	
					I think the one on the bottom right. The top ones, the top two really. There were a little bit ambiguous whereas the bottom one again is direct enough, but subtle enough that people would get a bit more of a memory stimulus from it. P1	love the get 2 it. Its straight to the point, but we know what it's for. No one else has to. I absolutely love that. P2 Because it's in your face. And if you don't want your son, daughter, Flatshare, whoever person to see it, then you know, get 2 it literally and get over and done with. 21		
				Get2it message - humour + direct	... number twos, so get 2 it. I love that. It's was bit of tongue in cheek. It's a bit of humour, but it's to the point. P2	The "get to it." It's my personal choice. I like the daffodil though but then it's hard to relate because there's other causes that generally have all these different logos and things but the "get to it" is pretty obvious with the toilet paper. I'd go with the toilet paper roll. P9	said that really does remind you what it is, doesn't. One is smiling face, one is daffodil, doesn't it? They don't really, you know, connect straight away. Well, they don't, for me... you've gotta get it across, that's the one that makes it obvious what it's about, doesn't it? P14	
				General liking of strategy	I think anything like that that someone can relate to as a reminder will be, yeah, that would be useful. P6	Putting it on the letter would be good so you have the option to sign up to be reminded. I probably wouldn't do it, probably because I get enough junk on my phone as it is. If I'm going to get a reminder, I'd prefer to see it near the toilet on the door or whatever P9	I think that's really great, especially if people are living in a space where they've only got one bathroom and they're sharing it with other family members or even visitors, it would be good to have something discrete. But the person knows what it is, it's still a reminder. P16	it is a visual reminder, and being a 3D stick-on, suction cap, I'm guessing it would be 3D? Every time you cleaned your mirror, you'd have to remove it, which is another subtle reminder. So I like that P18
				Smiley face	I find the smiling face more visually appealing than the other two. So just visually appealing , that's the first reason. And the second reason if a person is a bit shy or something along that kind of domain about the idea of things related to the toilet, I don't think they'd like get 2 it. Whereas the smiling face, it also implies a bit of a more positive message rather than a command. P12	People wouldn't know that it was specifically relating to this...I like the idea of a smiling face or something generic that's not relating like.., the daffodil relates to a cancer thing P15	I'd probably go for the smiley face, just as a means of - it's very discrete, no one would know, and lots of people use smiley faces just for that. I don't think anyone would pick up what it is if you don't want them to know. P16	
				Daffodil - recognisable and private	the get 2 it for the person who has put that up would immediately know what that's referring to. If they're concerned about privacy well the daffodil would be preferable because we see a lot of smiley faces. It's a very popular imagery. Yeah, as long as the daffodil or smiley face is something that people will immediately recognise as a reminder to do something. I guess that's the next step P3	the daffodil for sure because if you know, if people know anything about, you know, I mean daffodil days very widely publicized. A lot of people know about it. You know its sort of obvious in people's workplaces, you know that it's daffodil day and that sort of thing in schools. So, I think the daffodil is a well-known sort of symbol where as the smiley face could be anythin... having it there, nobody's going to sort of complain about the privacy issues with that, you know? because it's just the symbol of you know supporting council cancer treatment or, you know, this sort of thing and prevention. g P4	because it's been a universal thing for quite a long time. So as soon as people I would think, see the daffodil, then maybe that's what they would think about p13	If it comes with the kit, I think it's pretty self explanatory. I recognised it as something to do with cancer, and if I can recognise it [the daffodil], anybody can. It's visual enough without being in your face. It's enough to go, oh yeah, I've got to go and do that. And for people who share a bathroom, I'm guessing they would put it in a drawer or a cupboard. That on the mirror would say, look, why don't I grab it out and do it now? I actually love that idea, of that little thing P18
				Smallest size for privacy	the little one, if you had something little like that, that would be good. Or even a little daffodil. The little ones, where people can put there and they're discrete and minimalist, they might be effective...I was thinking about 5c coin. Because the only person that's going to know what that means is you, if you have a tiny little sticker. But once you put a big sticker on, people are going to start to ask questions. And I'm thinking about this purely from a privacy kind of end. P20			
				Medium size	nothing bigger than the middle one. I don't think. Because you're gonna see it anyway P15			
			Accessibility for population	Largest size (right)	You see, I'm older and I like bigger things, I like to read my Bible in large print. I like to be able to read things without my glasses. If I can see it, I like it. I'm older and bigger is more helpful. P11	the bigger the better. But credit card size I think it's quite good. P12		
		I think personally that credit card size is about right. If it gets any bigger, you probably have difficulty having somewhere to store it, don't you? P1			P2 - credit card size; P4 largest size' P 13 I would say the biggest size; P14 I'd say the ones on the extreme right; P16 biggest - I'd go for the bigger one, simply because it stands out more	. I'd say probably doesn't matter two or three, not the smallest one. I think that's too small. It'll just get lost. P5		
		Disliked		Smiley face - drug connotation	That's interesting. The smiley face is sort of –I don't know, it was a bit of a drug connotation, so I don't know, I'd say no to that. P8	Because the top ones are just a happy smiling face and my genre of people, I associate that I say I'm thinking acid house music when I see that smiling face. A bit of if you know the movie Forrest Gump P21		
				Wouldn't help remind	The token itself doesn't really remind me of anything, that wouldn't bring to remind anything. P17			
				Daffodil - only for breast, unclear	The daffodil, just in my mind, is specific to breast cancer –I don't know why that is. P8	The one in the middle is a bit confusing to me. Like a... what is that? Is that a flower for the Anti Cancer Council type thing, the Daffodil is it? ... Yeah, that's maybe a bit, I don't know, tricky, that one P14		
			Practical concerns	Disliked idea of sticker on mirror - especially if it's hard to get off	but a stick is permanent. Yeah, I'll speak for myself. I sticker like I'm not gonna put a sticker on my mirror. P2			
				Bathroom mirror	Because the bowel cancer kit is for male and female so I can guarantee you that the girls will look at the mirror...And men will if there shaving. Yeah, actually I think the mirrors sort of firming up in my mind because you would like to see that more often than having it in the loo P3	I'd go for something that could go on the mirror, given that everyone is going to look in the mirror every morning at least, if not several times throughout the day. It can be placed right in front of the eyes so you really have to move your eyes to see past it so you're going to be reminded. P16	"Put me on the mirror so you don't forget." Or "put me on the mirror and take me when you're done." ...suggest the bathroom mirror. P18	That the thought of putting it in the - it might be just a me thing, but whacking it on the bathroom mirror or on the cistern of the toilet, it's probably something that would help me. Because it's just the right blend of in your face. Yeah, a good idea P19

		Suggested	Prompt in bathroom		direct - “place it in your toilet” or – I was also thinking, you know how you have the door hanging - I: Like in hotels? P: Yeah, like when you’re in a motel and you don’t want to be disturbed. Maybe have something like that for the toilet door? Because when you open it, you’re gonna – logically you’d have to place it on the door inside, and most toilet doors, you’re going to be looking at the toilet door directly, and I’m thinking that would maybe be more prompting P9			
				Different token - life saver	...So if you had the the toilet paper with the – what’s it called? Can’t remember what it’s called now. Like, the lifesaver. That’s more relevant because that’s relating back to what that test result is. That packet is. Do you see what I mean? So you’ve gotta be able to try and relate it to back – to something that it is. P5	, probably the middle daffodil. The toilet paper roll is fine. I rather liked the life saver on the previous page and that would be fine. That one I’d actually do in in the third size, the biggest size. P7	So if you have a picture of the toilet roll with the ife saving - with the toilet, the actual symbol that you’re going to give them. Or like you know, brand identification is great if you stay with what I suggested, which is the toilet paper holder with the lifesaving ring, if you stay with that, make that the token, then that is the front cover. That’s perfect. You’re just about right. Except I’d say something like “reminder to complete the kit”, “reminder every day”, "place this token where you will be reminded to complete the kit" - complete the kit, is that the words to - ? Get a reminder everyday.	I: I wonder if the lifesaver symbol could work instead of the daffodil or smiley? P: I reckon that’s a great idea, especially if you had something sort of –I don’t mean to say vague because vague is not really the answer , but something that points you to what it’s for without really saying the answer. P20
				Lifesaver suggestion	Yeah, still relevant. The text on it might sort of coop around like the ship’s name, if one of those were real, and it might say across the top, don’t forget, down the bottom, get on board. Probably the advertising team could be better than that. P20			
				Preference for fridge magnet over mirror sticker	’You use them to stick things on your fridge so if it’s useful it stays there, like sticking your bills on or whatever. I’d still go the fridge magnet over the mirror, but I think that could look really good too. P8	I think a magnet and you just put it on the fridge and you’re at the fridge every day. P2		
				In toilet not on fridge sticker peels off	That type of thing sticking to a hard surface like a ceramic cistern of a toilet or a mirror might work and be less expensive P19	I’m just trying to think if there’s anything like metal type thing in the bathroom where you could still have a fridge magnet, Unless you have it like that, you know one of those like a sticker. But it’s a sticker that easily peels off when you don’t need it anymore without leaving, like all the glue behind you know. P14		
					. I think the prompt really needs to be in the toilet. A fridge magnet is always handy but that doesn’t mean you’re going to be paying attention to it, you’re more interested in getting to the fridge. P9	Yeah. Because when you’re in the toilet, you’re sitting down and you don’t have anything else to really look at so your eyes will stare - it’s still here waiting for you P11	if you were to look at where people scan often, eye height on the toilet door would be a good place. On the fridge, I don’t know. I’ve seen a lot of fridges that look like they belong in an art gallery, so rather than have it compete with all the other fridge magnets, perhaps somewhere where it’s, you know, the only thing that’s visible like the toilet door or above the toilet roll holder or, you know, even in the bathroom, maybe if it’s a suction cap on the bathroom mirror P3	
				Suction cap or stick more versatile than fridge magnet	Yeah, if it was credit card size because then it can still stand out. If you’re stuck up to the bathroom mirror or the, that’s probably the suction gap idea. It’s a versatile, so it can be stuck to the bathroom mirror or to the toilet or to the fridge, whereas the fridge magnet is probably restricted to the fridge, isn’t it P19			
				Sticker come in a separate letter, or on outside of envelope	get posted separately? Which is a huge cost. To get that visual prompt. Or is that prompt a fridge magnet or something that sticks to a cistern temporarily or something or other that is on the outside of the envelope. It might be brain storming that option. Because I’m not sure that people do the first stage of open the envelope. P19			
				Put sticker on envelope or letter	I reckon you could – because the removable stickers, you can put them on a letter and there’s a part where you can pull them off. You know, government things. P20			
				Include multiple stickers	you could have a letter that says this is what these are for, the stickers below, we’ve given you four or five. Pop them somewhere you’ll see everyday. Might be your dressing room mirror, might be on your fridge, might be on your bathroom mirror. Suggested places that are going to be out of the way of the family hopefully, and particularly put one on the toilet roll holder P20			
				Add writing to token	there’s nothing to stop people from writing on it I guess. Maybe you could scribble something on them like do the test. Just two or three words. If the item is large enough you can use a permanent marker to just add some meaning to the image.... you could you could have a voice bubble on the smiley face...Like in cartoons, you have the little voice bubble with the words in it. Yeah, that could be an interesting look. "Do the test". Actually, I like that. ... P3	I’d say front or back, exactly what I see here for your front one. But make that the actual token. And you could even have the words “four easy steps that could save your life” on the token. Because that’s not embarrassing. That’s less like – whatever, four easy steps. P7		
		Liked		Wording design - Good position on kit - front, slightly larger	normally for Germanic languages and Romance languages I guess we scan left to right, top to bottom. Probably that’s the best place for it because you will scan past the title because that’s, you know, that’s something that you know to rather than read and then keep this kit visible so you don’t forget - P3	I think the front’s better. P8	I like it in a different colour. I would probably have it in a slightly larger font than the four easy steps P12	I can’t think of anything that would be better than that. It’s simple and it’s clear – again, I think the less words you have the more chance there is that people will actually take notice of it and read it. P16
		Disliked						
				Add deadline to visual prompt	Maybe get 2 it. Get 2 it within four weeks -P2			
				Simple and direct	, just be pretty blunt with it. One simple instruction. Don’t give people suggestions, just tell them what to do. P10			
				put message on front of kit; on envelope	front would probably be the most, will have the most visual impact. P1 it should be on the front. P2	The front is better I think p10; I think maybe the front, yeah. P16	something on the outside that says “this includes a reminder token” because some people are not engaged enough to open that envelope. P16	
				Positive	not “put this kit right on your bathroom bench or somewhere else you’ll see it every day.” How about, “putting this kit -” or “it would be a really good idea” - so that’s very positive - “it would be really good idea to put this kit somewhere where you will see it every day until you’ve been able to do it.” So that’s probably my refined one. P7			

	Token messaging (i.e., to describe what it's for)	Suggested		Humour/ light-hearted message	Not too wordy, so “ put me where you can see me ”. Something like that. So it's gimmicky as well. Or “ here's your reminder ”, something like that..."Don't lose me, do me." But those are the kind of things because it gets in people's heads...I know it's a serious subject, but we're trying to get people. If you're trying to get people's engagement, you've gotta try and you've gotta be a little bit more gimmicky, I think. And like you laughed straight away when you saw that somebody, if they saw that, would very most people would probably laugh and then would pull it off. P5			
				Include 'where you see it everyday'; remove word 'token'	"Place this token ... close by so you don't forget". ...Well you've got the," in a visual place" but "put this token where you see it everyday". you might even "put this daffodil where you see it every day" because some people might be scratching their heads about what a token is remembering that the you know general literacy of people is very poor... I: Yeah. Well, even flower P: Yeah, yeah, yeah, that's well, that's even better. Yes, because people may not know what a daffodil is. So that would be covering the people that aren't familiar with the daffodil as the token of The Cancer Council. Yeah put this flower. No, that actually sounds better. P4 (demonstrates co-design)			
				Wording - remember	I don't know. There's certainly something to be said about being polite but I see this as an instruction, not a request. So it's not a please or thank you thing because I'm not asking you to do it, I'm telling you, you should do it. Even if you change the words to say, “ to help you remember, place this token somewhere. ” P16			
				put message on token itself, add clarity	? It needs to be with the token. So what's on the - if it's gonna be on the front, it can't say "place THIS token", it has to say "inside there's a token you can put on your fridge to remind you." Just be simple and direct. Or if you're going to be a bit more general "inside, there's a token which you should pop somewhere that you will look at every day." Have the kind of everyday thing going on if it's not. P7	"inside the envelope, there's a token that you can put" - I know this is longer than you want and maybe you can refine it down. So "inside the envelope there's a token." Then you need to give a picture of the token. "That you can put somewhere to remind you each day." or "so that you don't forget." I totally approve of keeping the words short but equally well, this one particularly at the moment is a little too short. So it's a little unclear. Unless you use a picture, if you put a picture then you can say "this token" and then it's up for them to go discover where it is. P7	So if you have a picture of the toilet roll with the life saving - with the toilet, the actual symbol that you're going to give them. Or like you know, brand identification is great if you stay with what I suggested, which is the toilet paper holder with the lifesaving ring, if you stay with that, make that the token, then that is the front cover. That's perfect. You're just about right. Except I'd say something like "reminder to complete the kit", "reminder every day", "place this token where you will be reminded to complete the kit" - complete the kit, is that the words to - ? Get a reminder everyday. P7	
				Having the token is self-explanatory	If it comes with the kit, I think it's pretty self explanatory. I recognised it as something to do with cancer, and if I can recognise it [the daffodil], anybody can. It's visual enough without being in your face. It's enough to go, oh yeah, I've got to go and do that. And for people who share a bathroom, I'm guessing they would put it in a drawer or a cupboard. That on the mirror would say, look, why don't I grab it out and do it now? I actually love that idea, of that little thing P18			
				Increase engagement in message	I'd try to be a little bit more creative in the wording... You know the couch Norman... that was a cartoon character, probably back in the 80s, which was encouraging people to get up off the couch and move. So that had a really serious, important message, but it had a bit of, not funny, but almost human, like it was more engaging than the pure factual information. P12			
	Deadline general	Liked		Increases urgency	Well, to me, it sort of says that it needs to be done. Yeah, that would. I would be like oh, sh**. I better to get it done. P2	I like that, I think that's even better. You do tend to just say, "I really do want to do that, I really will do that" but you just never get it done, so I think a deadline is great. Four weeks is good, I think, on the outside. On the outside - that's good. P8	That's good. I like deadlines, I think it's a good idea. Because it would give you urgency. It would tell me this is not a plaything, you have deadlines to do, you know? It tells me that this is urgent, not something that you can just forget about easily and come to it another time next year. P11	
					that's good. You know, you'll get more people that way . Not everybody still. But you get more people. as it says a deadline wording. Because that's actually what happened to me with one of mine is that it, it's it expired . I did it, but it.. then I looked and it was like a week over the expiry date then. I did all the effort, you know. P15	And that there the way it's done, I think that's probably a good idea, yes. On the kit and outside of the envelope P13		
				Deadlines work - e.g., for bills	Excellent. The deadlines work in general. People will pay their bills by deadlines. People go to exams by deadlines. That's just part of life. P21			
				Constant reminder/ preventions procrastination	A deadline, a date by, it is a constant reminder. It's there. Otherwise, too easy to say. Yeah. Tomorrow. Yeah, tomorrow P17	I am the biggest procrastinator in history and knowing that I've only got 4 weeks, I would probably do it week three day six, 11pm or something like that but I would make sure it was done. It would be left until the last minute. That's probably a good way to get people like me to think, gotta do it. P18	I think the call to action on the envelope will help because the reality is the longer it sits unopened, the more likely it is that it will be thrown out. P19	
				No concerns about it being off-putting	[interviewer: do you think there's anything off-putting about a deadline that we should try and be aware of or minimise?] No, no, I mean it's an important health message and I guess putting the expiry date as very important thing to take into account then having it on the front of the envelope. I would expect would increase the number of people opening the envelope are quite substantially. P3	I don't think so because realistically, if you haven't done it within 4 weeks, I'd suspect that you're not going to do it. Either you would or you wouldn't. I think if you're the sort of person who's going, I don't want the government to tell me what to do with my health, you're not the sort of person who's going to be testing anyway so I don't think we'll be losing anyone in trying to get results by having a deadline. I think people work better when they know, I've got to get that done by that date, that way it's a countdown, working towards it – otherwise it's too easy not to do it, I think. I think that would be good. P8	I think it's got more positive impact than negative. People tend to get more done if they've got a deadline. P10	[I: Do you think the idea of a timeframe would be offputting...?] P: I don't think it would because of that extra bit that says “or by expiry date.” And because it says please return, it's not saying it absolutely has to be within 4 weeks or you can't do it. So it does give those two options – within 4 weeks or you've still got some time. P16

Deadline/ Timeframe				Good combination of deadline and reference to expiry date	I think the idea of creating a deadline is some is very good. And if people know that there's an expiry date also that would be an additional reinforcement to return the kit within a timeframe as deemed appropriate P3	"Please return within four weeks, if not by the expiry date." Because they might think the expired date is sooner than four weeks and think that four weeks is the cut off point, at which point you can't do it so. P15	like that. I think that it creates that sense of not just urgency but for me, when I did that last one, it was a case of the sooner I get it done, the sooner I can forget about it and the sooner I know if everything's okay . So I think it's a good idea and I like the wording "return within 4 weeks or by the expiry date" because if somebody's just about to go on holidays they know it would be good to do within 4 weeks but if they can't, that's okay. So they don't end up thinking, well I can't do it within 4 weeks so I just won't do it. P16	
	Deadline wording	Liked		Keep message simple, avoid 'it could save your life'	The simpler the better and the less. I don't. I do not like those save your life type warnings. P17			
			<i>supports autonomy</i>	Liked "please" in wording - polite	the wording where you've written there, please. So that's polite. So that's you know, that's nice, so please return within four weeks or by the expiry date. P2	"please place this token where you will be reminded" ...Just, you know, just good manners...that's the only change. Just put a please. It's much sweeter than demanding that place this token. P15		
		Suggestion		Focus on deadline, not expiry	I wouldn't worry too much about the expiry date. Id put them all more emphasis on trying to convince them that was a deadline. Yeah, forget about the expiry date because that's going to go out of their mind. P4	I almost feel like just have it as "needs to be returned" - people might think it needs to be for a reason, that it expires, the chemicals. I don't think it would be a bad thing if they thought that. I wouldn't explain it, just say it needs to be returned. And then they'll go oh, that's good, I'll get it done and if they want to know why they can contact somebody but I just think keep it simple and just say "you need to do this within 4 weeks." P8	I think that's fine, the way it's written. I wouldn't even put the expiry date, I would just put, please return within 4 weeks. [likes option with italics]... Yeah, it's clear that you want it returned within 4 weeks which is ideal on both sides. And I do like the fact that nobody's going to read the italics unless they're going to throw it out, then they might have a closer look. P18	
				Draw people's attention to location of expiry date	people will say, well, what's the expiry date? Then you're not telling them where the expiry date is . P12	So I think it's definitely good to have an expiry date, maybe have the expiry date a bit bigger, you know ...'. Check expiry date, to ensure accuracy of testing' P14	I just..that would be my only suggestion is it changed to say well you know that..if not, then by the expiry date. Meaning that you know you're gonna look when the expiry date is then so. P15	
				Add information about importance of completion with deadline	, You want to give the person who's looking at it a reason to do it and just getting a please return within four weeks won't necessarily convey that. But if they tie it to the reminder that this is really, this is serious, that or X number of Australians die every month or every day or every year from bowel cancer, please return this, you know within four weeks P12	you then personalising it. You're making it relevant to the person who's holding it in their hand. This is important rather than, another thing with a deadline, most things we get have deadlines attached to them, be paying credit cards or bills, etc. So you want this to be, you know, like a bit different I think. P12		
				Cautious with wording that it can returned even if deadline is missed	I think something like that's important. But then the kick in that is if for whatever reason a person doesn't get to it in the four weeks, they then think ohhh, my gosh, I've missed the deadline. So I think how that's worded again is a little bit of a challenge P12	You've got please return within four weeks or by the expiry date it's. Maybe some people would say why does it have to be within four weeks? or by the expiry date? Like why you don't by returned after six weeks, which still well before the expiry date. You know what I mean? P14		
				Remove deadline - prevents people who get to it late/ unsure	[Same p as above... - changed mind] I'm not too sure about the deadline. Uh. The more that I think about it in that respect, you know, because people are going to think, OK, I've gotta return it within four weeks and if I don't then its to late.... Maybe that's why you had on or before the expiry date on it... No, look, just my view actually is that having the deadline isn't really terribly helpful.... I think it's going to be counteracted by people thinking that they've missed the deadline. P4	...you could just say please return by the expiry date and have it in bigger letters. because there's nothing magical about the four weeks, but what we're saying is that you want people to know it's time sensitive. So maybe rather than nominating 4 weeks, it's just about having more prominent place, not the date because the dates on the back and they'll have to go to looking for that... you don't wanna have conflicting information P12		
				Ensure it's clear within 4 weeks not at 4 weeks	You should probably clarify then – please return within four weeks, I'm imagining that's not within four weeks of completing it and then keeping it that long before you post it. So once you've taken your sample, please post it, that sort of thing. I'm looking at that and thinking oh I'll take my sample and hold on to it for four weeks. That's probably not what you want.maybe "please action and return within 4 weeks." P10			
				Add something about do it now	I think maybe it might be more effective, from my point of view, if you said do it now, some sort of message like that with an exclamation mark, and return it – I don't know, I'm working on the fly – but something like that is more of a call to action because look, I work in radio and calls to action are what we - it's our bread and butter. We always advise our advertisers, don't give people time, get people to act now because if they don't act now, they're far less likely to do it. I'm trying to think of some message to go on there to say, want to do it now? Or ... I don't actually work in advertising, I just hear what they do. Something like do it now! Make sure you return the kit within the next couple of weeks... What about if you said, for best results, do it now, get it back to us right away. Exclamation mark always makes it look a bit more friendly. Or a smiley. P20	I like the "kit is usable up until the expiry date." I think that's a good way to express it. I'm just wondering if you put something like, instead of saying "please return within 2 weeks or 4 weeks" if you put something along the lines of, "the quicker you act, the quicker we can help" or something like that. P20		
				Separate into 3 chunks of information	"lifesaving information inside" as a heading it maybe just the same font but a bold and then underneath that, please return within four weeks and then underneath that or by expiry date and then you have the expiry date differentiated. Again, probably by having it in a complimentary colour and maybe having it in the same font but in bold, so you've effectively got 3 chunks of information. P3			
				Liked wording 'usable'	This kit is usable up until the expiry date. Very. That's common sense. That's good. P21			
				Consider marketing techniques: Emphasis scarcity/FOMO/ free	Well, the way that it's done in marketing is to make people think that they're missing out on something if they don't, you know, buy. So you know, the general idea is to get people to think that they're missing out on something if they don't engage with it...This is your chance to you know, this opportunity may save your life and you know. Take this opportunity to look after your health...Another good way to get people to buy is to get them to think that they're getting something for nothing but you know, like, a free gift with every purchase P4			
				Make more friendly	You use the word please. Maybe say thank you at the end so it's not too much authority. All these emojis now with the smiley face, it helps to lower your levels of anger and people get more friendly, soothing, so those emojis of a heart or a tick P11			

			<i>Divided opinions</i>	Avoid saying "please return" - turn off	I'd also include the thing like the phrase, "it could save your life" and instead of "please return", I might even put to something like. Because people are so used to saying please return. Please return. They sort of turn off. So, if you put something like, simply return P4	I think saying, "please return it within four weeks" and if people don't - but maybe instead of - cause a lot of this stuff you've got on there is like "please do this", "please do that", rather than a statement. So it's a "please can you pretty please?", but maybe "send me back within four weeks". And "don't forget I have an expiry date" or something like that. Or even, "I expire on: X". P5	On envelope: . "Check expiry on kit." P5	I: What about the word please? P: I think, to be honest, it's polite and it's what we're all brought up with, but I think it weakens the message a bit. Because I think what we're trying to do with this is really in my view there are people who just do this stuff, they go oh yeah, that's good, I'll do that. And then there are the people like me who need to be nudged and if you plead rather than nudge, it's less forceful and it's less likely to
			<i>supports autonomy</i>	Add prompt to remind self	I was just gonna say also, maybe in the instructions or something you say don't forget to put a reminder in your phone or your calendar or wherever people do it. Because if you get a little buzz, you know, like I did for the meeting, even though I was watching the time but you know, quarter past my phone went off so its good. P2	Well, look, I don't use a digital calendar, although I did notice this - your meeting today, it found its way into my calendar , so I I still don't know how they all work, to be honest. How they – anyway, I've been very used to using a digital calendar in my workplace, but now that I'm retired I haven't sort of - that hasn't transcribed across to my my personal stuff yet, so I don't know. I find some stuff gets put in there and other stuff doesn't so. For me, I don't tend to use a digital sort of reminder system, but I'm sure for for those people that do, then having it in there as a reminder would be useful. P6		
			<i>Clarity - urgency</i>	Make deadline and expiry different font sizes (expiry date smaller)	...I probably put that in two separate sizes, wouldn't you? Maybe 'please return within four weeks' and then smaller font underneath saying 'this kit is usable until past the expiry date'. Something like that?... [Otherwise] it gets a bit ambiguous again that your kind of saying it's four weeks or by the expired date. Ill just wait to the expiry date P1	I would take that line that says please return within four weeks and somehow remove the small print that says the kit is usable up until the expiry date and probably say, please return the kit within four weeks or by expiry date, but just keep the four weeks bold and have our expiry date the same as the initial text. It's just that visually it is a little less easy to read, especially as it's in a much smaller font. So please return within four weeks or by expiry date. P3		
	Deadline format	Suggestion						
				Make colours of deadline and expiry date different - complementary	In terms of text, the expiry date would need to be visually differentiated from the, please return within four weeks, and by that I mean not in the same font and size and preferably in a complementary colour - P3 [goes on to describe colour wheel and complimentary colours]			
	Deadline location	Recommendation	<i>Ensuring intervention is effective across diverse groups</i>	Put deadline on: kit, instructions and on envelope	P1 Yes, because as you say , some of them will not open the envelope. Leave it on the envelope. Some will have the kit sitting there for a little while and also within the instructions, that would cover all bases without taking up too much space, wouldn't it? Nb** shows element of co-design - interviewer informed participants of research showing some ps don't open envelope (e.g., from Larry's stumbling blocks paper	The sooner they see there's an expiry date, the more likely they are to act upon it well, while at least open the envelope. Obviously, that's the most important step as you've already described . If they don't open the envelope well, you know, it all stops there but if there's something that can increase the likelihood of someone opening the envelope while then that's a good thing and having it on the front in the form that you've got there so it stands out from the rest of the information then that's a good thing. P3	the outside of the envelope definitely. Ohh yes. So that's so that's two. So outside of the envelope, on the kit and not on the page you've displayed there [instructions, slide 8]. Rather change that line to please return within four weeks or by the expiry date. P3 "the more places you put at, the more people are going to see it, so. P15	Yes, repeating [in all 3 places] it's a good idea. P4 I'd put it on all three places. I like that. I like that it says its usable up until the expiry date even if it could be used longer. We do have an expiry date. I think that's good. P8
				Keep messaging consistent	That call to action just should be - it's like any messaging like this, it's gotta be consistent. So if I'm putting a call to action of 4 weeks on the outside of the envelope, the messaging on the inside, it's gotta be consistent P19			
				Don't need on instructions	Outside of the envelope. + kit ...[I: And you think it should go in the instructions as well?] P: No. The reason is, you've already seen it once or twice and the instructions are we're actually doing the test so.... By the time you're doing the test, you wanna be knowing what you're doing, you're already. You already accepted that there's a time limit and you accepted that you're going to be doing P17	And also on the instructions, do you think? P: No, if you're if you're at the end. If you're reading the instructions, you're at the stage where you're about to do the test. P21		
	Deadline timing	Liked		4 weeks is suitable	Yeah, any shorter than that and you think, "I'm not ready for this yet" but any longer and you think yeah, that's not happening. So I think 4 weeks is pretty spot on. I think there's organised people that plan their calendar by the month. I'm not one of them but I'm guessing they're out there. I think 4 weeks is a good time frame. P18	But wouldn't want to be any longer. Two to four weeks seems about alright. No rush, but it's a sufficient deadline. P17	If you put three months, people are gonna forget about it, you know? P15	
					I can't think many downsides to having that that deadline. I think most people that I know, that's not everybody I'm sure, but most people I know that if you're given a deadline, would work to it. There's only a few people out there I think well, ah, there's only four weeks. That's not long enough. So, I don't see a downside with having an explicit deadline on there. P1	Four weeks seems a reasonable time. Most people would be able to slot in using the test in that period P3	that I think that would be useful. Yeah, I think a date is helpful. Say something about doing this as soon as possible, but no later than yep, and I think 4 weeks is a reasonable time. P6	
				2 weeks	I think that's a good idea. I would think four weeks is too long because the longer we go without actioning or remembering something, the less likely we are to get around to it. I think as time goes by it gets easier for people to say, oh, well. I think if you made it two weeks or by the expiry date, I think it would be more effective. P20			
	Reminders generally	Like		Ease	That's certainly something that many people would like to have because some it minimises the effort required to keep the information from being lost in the noise of everything else that, that floods our senses. So, having reminders pop up on your smartphone, there's a great thing and that that that looks like a well-ordered layout P3	I'd brand it. You want that life saver picture up there somewhere on both the the landing page in the page that opens and on the ledger where you probably don't want too many brands to confuse people, but keep the branding straight and strong. P7	My personal view of this is please help me in for whatever it takes to get me over the line to do it... I'm all for an opt in to a SMS and or e-mail reminder. It would be fantastic. P19	
				People who sign up will just do it...	then again, if people say yeah, I want you to remind me once a month or once every six weeks, feel like saying, why don't you just do it? You know. I would, so, it's done. If they wanna cooperate that far, they should just do it. P14			
		Dislike		For age group, no signing up, just a simple text message	For my age group, it would be a simple SMS reminder. No scanning of the QR code, no nothing like that. That's fine for people in their 20s and 30s, maybe even 40s, but us oldies don't want to screw around with stuff like that. P18			
				Unlikely to sign up given time restraints and privacy concerns	I think that's very good, provided that people are willing to spend the extra time – these days, there's a lot of issues everybody's facing and their mind might not want to go on to the extra step and they might welcome reminders that just come in the mail without you having to give anything. And after all the scamming, nobody wants to give phone numbers and email addresses that much these days... [but P later says they'd like the text message, and that you have to give the info in the form with the sample anyway...] P11	To me, that's – people that have no intention of doing the test are certainly not going to scan the QR code. For me, that would be completely irrelevant. Completely. Because once again, another place wants my personal information. Another place that's going to message me. We all know in this day and age it's never just one message. You put your phone number on one thing and the next thing you know you're getting phone calls from left, right, and centre so I don't think a lot of people put much faith in that. P18		

	QR code for reminders	Like	<i>Flexibility</i>	QR code to choose frequency and type of reminder - good for autonomy	No, I think that's great idea. That's that would cover all the eventualities then. Some people could have as many reminders or as few as they'd like. No, I think that's perfect. P1	: I think it solves the problem if we ask people how often they want a reminder. I think we put weekly as an option, because that way that might help people – and it would be only four, and it wouldn't be onerous on the person reading them. If you got people to opt in and say how many they want, that's perfect, because then they're not grumpy and, oh, for god's sake, it's the bowel people again. It'd be their choice. P8	I think that would be a good option. And that prefaces that, oh, that's right, I did say they could do that for me. I don't think that would be a bad thing P8 I think that's great. I mean text only, email only, text and email, 1, 2 or – I think they're great options. P10	I think that's a good idea because it gives people the option and if people are concerned enough about their health but they know that they are forgettable, they can sign up and it's good to have as an option so people can make that choice. Someone who doesn't want those reminders isn't going to get annoyed and bothered because they're not getting them all the time. I like the fact that it's got a choice of how many reminders – I think that's a great idea. P16
				Worth it as it will work for some people	that'll appeal to some people. So, I think it's valid. P19			
				Opt in choice	I think if it's something that I make a conscious decision to opt into then that's fine, but yeah if – for me, I think other strategies are going to be more useful for me in terms of getting it done rather than a text message reminder P6	I think that's a really good idea. That's a really good service, isn't it? And then nobody can complain that you're nagging them too much. P10		
				QR code easy	that's easy and most people these days know QR codes thanks to COVID. P2	Yes, that's an excellent idea and it's simple to do. It's easy. People are used to interacting in that way and they've got nothing to lose P4	I think that after COVID, most people are pretty familiar with the codes, QR codes P17	Yeah, we spent the last two years scanning when we go to coffee shops using QR codes, we know what to do. And again, there's that 1% of the population who. You know, they didn't have a good phone, didn't believe in the coronavirus and didn't scan it to anything. So people who wanna do this will wanna be reminded. I believe I believe. P21
		Frequency			I would do it weekly and then make the last one a couple of days before the end of the 4 weeks, just to say the time will be up in 3-4 days. I think once a week would be enough, and then close to the final date probably because that way you've given people plenty of opportunity and by that time, if it hasn't been done, they're probably not going to do it. P8			
				Only continue reminders if not returned	I: Cool. So, Umm here we've got. The example of 1 reminder, one week before the due dates that would be three weeks after receiving their kit. Or two reminders so one three weeks after receiving the kit and then one eight weeks, if they hadn't returned it. P: Yeah, that would be it. I: Yep, OK. And then we could also provide an option that's only remind me if I haven't returned it in eight weeks. P: Yes, yes, yes, yes. Otherwise it would be annoying. P17			
				Near deadline	once, because it's gonna be done within the use by date. So maybe at the end of the four weeks. P2			
		Suggestion		Explain what to do and when	in order to someone to buy into something, you have to tell them explicitly what to do.... you can't assume that people know. You probably have worked this out from your, you know, investigations, but you have to tell them explicitly what to do and to do it now... You don't just leave it open like I can't read what's written on there, but you'd wanna say something like "scan this QR code now". P4			
				Consider need for privacy - make it easy to opt out	you need to deal with the privacy issues. People are now very - that companies that collect data can sometimes lose it and just plain bad practice of our Telstra and hacks of Optus so you know people should be expecting to see “to delete your data at the end of this cycle...” ...Privacy notice or simple statement that all of this information will be deleted once your kid has been returned or eight weeks after, or you can request that we do that. P7	So how do you build trust? You make it really easy for people to opt out going “you know, it's fine. We respect your decision” and people actually go “ohh. So they respect my decision. That's good.” Even if they opt out. You've actually built trust, which actually impacts any further interactions....And email should have an opt out as well P7		
			<i>Accessibility</i>	Include options for older or ESL populations - e.g., automated phone call; include short link	That's really good, I really like all of that. My concern is for older people who won't be able to access the technology. We don't have the individuals to be able to do a phone call as such, but you can do automated phone calls, can't you? P8	. I do worry about access for older people who don't use technology. If English wasn't your first language, how does that go? Do they get sent in different languages? P8	Some people would do better with an automated call to do it because he [my husband] would never check the mail and he finds it difficult to get into mygov. P8	
					lot of people have got smartphones now, so, as long as there's another option as well of how to sign up for it, not just to QR codes. ... Just a place to go to sign up on the website you know. P15	Yeah, or just even shorten the URL code. Just one of those “point your phone to this QR code or click here” type thing. P10		
				Ensure branding is present - life buoy	. I'd brand it. You want that life saver picture up there somewhere on both the the landing page in the page that opens and on the ledger where you probably don't want too many brands to confuse people, but keep the branding straight and strong. P7			
				Include ways to remember	Maybe put it down the bottom of the letter and have a little subheading that says “ways to remember to do the kit” and you could have scan this code, go to this address, call this number. P20 **LA thoughts - could also suggest making own reminder?			
				Provide QR code for reminders on advanced notification letter	I: One option would be to provide a QR code on the letter that comes 4-6 weeks prior to the kit just so you know it's coming in the mail, so there could be a reminder to sign up for opt-in reminders. P: I think that's a good idea...One is that it would be good to have some sort of reminder that says, need a reminder? Scan the QR code and we'll send you a reminder as often as you want, and they get sent reminders every week or something like that			
				State to scan QR code, but don't mention reminders	I: Yeah, scan the QR code now to get text or e-mail reminders, something like that? P: No, no. Put that a bit further down because no one wants to be straight away bothered by getting text and e-mail reminders. You know, people don't like opting into mailing lists or whatever else. So, you've got to make it look like it's not a mailing list, right. This is an opportunity right for them to take advantage of this great offer. Right. So you'd start off with "scan this QR code now", right and then ... the stuff about saving your life ... then down a bit for further you could just put in you know a bit of an explanation like..."thank you for scanning the code. Now we will be able to send you a reminder via your choice of. ... text, e-mail, ..." P4			
				Include questions in QR code link	So email to QR code but also SMS QR code if you want or SMS to tap this. You can even say this is the last time we'll contact you in this two year period, but we'd love to find out more. People are actually quite used to request for surveys. Like every time you buy something. Ohh can you fill out this Google store survey? Tell us how we went P7			

Reminders				Timing of reminders	so we are given a four-week deadline. Id probably go one further and have an extra one so a week after. I'm not sure if that's what you said. A week after you've received the kit and every week after that. Just keep nagging me until I do it sort of thing. P1	Well, I think at least a fortnight. Maybe a month, but I think fortnights enough personally. You know, maybe people other people might want a month, but to me, probably a fortnight's enough. P13		
	Text message	Suggestion		Wording - make lighter	The used by date is coming to the end' or. This seems a bit negative. I'm trying to make it light instead of so heavy. ..'this is your reminder to do your ... bowel test' P2			
				Wording - remove "it could save your life"	I think on the text you need to take out "it could save your life" because they're not going to care. They know what it's for and I already know that they've got it. It's the reminder. P5			
				Ensure it is clearly from NBCSP	And maybe a text message as long as we were confident that it's coming from you guys and our information isn't being spread around – I guess for my demographic, a simple text message might be okay P18			
					This test could save your life. [at start] P4			
				Include reply option to say kit is done	Maybe uh, if you've already done it and you'll receive the SMS, you can click or respond with like we do with other things...you know, I've done it. Leave me alone. It's. I've posted it. P21	same as the SMS you know if when you get an electricity bill, when you get a reminder on your phone. If you've already paid it, disregard this message or hit stop. P21		
		Liked	<i>Ease</i>	Including contact number - easy to click	Ok and that's good because you just have to click a button. You don't have to manually type it in. You know how the phone numbers you can click the phone number and it dials. That's really easy and you don't have to go backwards and forth and trying to remember the number. So that's really good P2	That looks about right. I can read it in one scan perfect. P17		
				Liked wording - simple	That's straight to the point, it's short, it's sweet. If you've still got it there you think, I'll go and do it, otherwise I'll organise another one. ..exactly like that – I mean, as I said, it's concise, it's short, it's to the point, and it jogs your memory. P18			
				Preferred intervention - different for everyone	like if I was to open that, if I had registered for a reminder, I'd probably prefer it by text P12	I think that would probably have made the difference is I would have registered for the reminder, I probably would not have read a letter that had come with more info, but the text reminder would probably have been the prompt for me. But you know, like it's everyone is different. So you do actually need several different things.	I think use SMS, I find it quite useful really. Previous to that I probably would forget to put it on the calendar. I like the SMS is coming in to say, you know, like you you've got an appointment the next day, in a weeks time whatever. P13	
					I wouldn't enjoy a calendar reminder telling me to do the screening while I'm probably at work and the kit is at home. And I would look at emails at work, religiously, but if I'm at home, then I'll just you know delete all the junk emails that I get. So an SMS, for me personally, it might my age group much better than an e-mail. P21	maybe a text message as long as we were confident that it's coming from you guys and our information isn't being spread around – I guess for my demographic, a simple text message might be okay. P18	Text is a good idea. Also, well, people like me, that's why I replied to you. took me quite a while because I only have my emails on my computer. I don't have it on my wife's phone, so I didn't notice your email until been checking there for about a fortnight. I think you know. P14	
				Include just one contact phone number	I mean out of the two, I think the one that you've got in there is the more important number of the two to have in. (ending in 701) - P1			
	Calendar notification wording (see Visual aids)	Liked		General liking	I like the calendar import as well, that's a great idea. P8			
			<i>Privacy</i>	Clear yet subtle if others see it	That's subtle enough, but direct enough that people would know what it meant without you know having something pop up on a shared zoom session or something like that. P1			
		Disliked		Not used	I think the calendar prompt is a waste of time. I don't know anyone that uses that calendar that way. Most of my friends and I use paper calendars or we might use our phone but not one of those that's - there's so many different phones and calendar options, so I don't think – what you just did now, you assumed that I knew what Teams was, I'd never even heard of it. Same thing with the Microsoft calendar, I don't know anybody that uses it. Maybe I'm the odd one out. P10	I wouldn't enjoy a calendar reminder telling me to do the screening while I'm probably at work and the kit is at home. P21		
	General wording	Suggestion		Please and thank you	Reminder. Complete your bowel cancer screening kit as soon as possible. It could save your life to order a new kit or opt out content with it.... thanks at the end. Just thanks. Well please complete your bowel. Pleases and thank you. Let people knows, Umm. It just softens everything. If you just says completed it, it's like a demand. But if you put a please and thank you, it's a. It's just a suggestion you know P15			
				Today is the day	So it could say, "today is the day to do your bowel cancer screening kit! Do it now!" I'm not convinced that asking people a question – would you like to do this now? - it infers options and while of course they do have an option, I don't know that it's necessary that they are reminded of that. It should say right, today's the day, see you in the toilet. P20			
				Likes all - simple with help options	I think they're great. The text message reminder is short and sweet and simple but gives an option and the email is good because it offers assistance with help in a couple of ways with a video or calling the number or ordering a new kit. I think that's really good. And the calendar is really simple. Yep, I like them. P16			
		Liked	<i>Privacy</i>	Private	Things like you can answer your iPhone on your iPad if it's on the same Wi-Fi network. So yeah, you can have the pop-ups turn up just about anywhere, so that's good that those two messages are formatted the way they are in the sense that the calendar reminder is doesn't give anything away and the text reminder is suitably formatted that someone just walking past wouldn't be able to guess what that's about. They'd have to stop and read it which is something they are less likely to do because there's enough text there for not to really bother unless they were super nosy. So yes, I like, all three of those look good. P3			
		Suggestion		Start with 'it will save your life'	Put the saving your life first on the e-mail, on the text P4			
				Add hyperlink to tips to complete	one option in your e-mail is to say "if you want more tips about how to turn your good intentions into actions, then click here" and it takes you to another web page where we've got all of the good tips listed. Put the kit somewhere visible, put up a token that we sent you, sticky note that you make in the fridge or your mirror and some of the other tips P7			
					"Do it now". Forget about "as soon as possible". "As soon as possible" could be, you know, in the next day and the next week and the next year. Could be anytime and as we know you see if you give people an opportunity to say no to it, they will, right? P4			

	Email wording	Disliked		Don't double up info "reminder"	don't forget to do your pre-bowel screening kit. Forget about a reminder. They already know it's a reminder because that's what it's headlined. Reminder to complete your free bowel screening kit. They don't want to read it again P4	. But I think that additional reminder should just be that a reminder. That's why I like the text sort of thing, so you might still send a letter, as an additional reminder, but with less info in it P12		
		Liked		Video helpful	now that's good having your video there, that's a good idea. People might be interested in that P4	video which is probably another good idea, because sometimes instructions aren't quite clear just by reading, so yeah. I think that probably is a good idea about the video. I like that idea. P13		
				Good in conjunction with text	Text message and email are both good. A text message – once you've seen it, it's out of sight, out of mind. If I receive it while I'm busy and doing something, I'm not going to go back and scroll through my phone when I get home to remind me what text messages I received, but the emails will do that, they'll still be there. P10			
				Short and sweet	it's short and sweet without being overly wordy. So no, I think again pretty good. P1	I quite like the message on the email. That's got a nice tone to it. Although you know I'm a little authoritarian and "complete your kit!" is kind of how I'd go. Do it! But I think maybe that wording – it might sort of be - I don't know if you could make it “you have a date with your kit today” so it would be a bit funny if you got the message come up, it'd make you laugh and think that's right, I have to do that. P8	I think the ones that you've done here are good enough. It's short and simple. That's all it needs to be P10	
	Current letter at 8 weeks	Liked		More info in letter	use that mechanism to remind them that they didn't return the kit after 8 weeks. The letter is good because it reminds people in detail why they should do the kit P3			
				A letter is accessible for everyone	but I think that would be really good but maybe it just needs to have an option to say an automated phone call or something? And not a QR code. A send back physical letter because even my husband would be hopeless at trying to do a QR code, he wouldn't really know what to do with that P8			
				Final reminder	Yes, because I think this is the final reminder, isn't it? You've opted in. You've opted out of all other communication, so this is the, we are giving you one final go to get your kit in haven't you - P1	maybe one just before the expiry date, like give them time to send it back before the expiry date, maybe fortnight before. Like 'this is your last chance to use the kit before expiry date. Please consider, you know, doing the test. As it could save your life' P14		
		Suggestion		Tell people it's the last reminder	you're basically saying your times are running out because I already know all that info or they haven't read it before. They're not going to read it again. But if they've read it and they've had the intention of doing it but just haven't got around to it, the reminder that you know you've got just over 4 weeks to do this. So this is the final reminder and then you won't get the opportunity again to have these three kits [two test samples] for another two years. So you're kind of, you know telling them get in now or you won't be hearing from us for another two years. p12			
	Additional letter	Disliked		One at 8 weeks is enough	No, I don't think so. At 8 weeks it's still fresh enough in people's minds that at 8 weeks there going to just need that final push or they are not going to do it at all are they? So, one at 8 weeks is going to be enough P1			
				Cost	I think for the amount of money and paper waste that goes into snail mail, I don't know that it would be worth it. P10			
				Unlikely to be opened	forget about sending another letter by snail mail. Look, most people don't even bother checking their mailboxes these days. You know, I mean, that's the equivalent of letterboxing everybody and a lot of people would just throw it out. They might open it up if they see it's the government thing P4			
		Suggested		Reminder engagement - reasons for not completing kit	– maybe you're sending your eight week letter, then in two weeks, there's another letter saying that “we noticed that you still haven't completed your kit. We'd like to collect information.” So you turn it into ongoing research. “Would you be able to let us know what are the reasons that you haven't completed the kit?” QR code to answer five questions that will help us better help you. So, I lost my kit, felt too embarrassed, I need more help. I'm struggling to understand English. Pick two more. Ohh, I think it's out of date cause of the four weeks thing. And then interacting on that page, “we noticed that you said you think it's out of date. Would you like us to send us another one?” So you've actually engaged people in a dialogue even if they're mostly just saying no, I don't wanna do it. P7			
	MyGov notification	Dislike		Cumbersome	The my Gov notification I'm a bit in two minds about that because I use mygov and I find the whole thing at this stage quite cumbersome. No doubt it will improve in time but I wouldn't personally have that at the top of the list of reminder mechanisms to use. P3	... maybe I don't use it properly, but my thing about my Gov is that it's OK that you get told that you've got a message in my Gov, but then you actually have to log in and read it - like I know for me, I can get a message to say I've got a message in my Gov, but that could be from either the tax Department or Medicare or if you were linked to a whole lot of other government services, it could be from them as well. So I'm not - I think my Gov is a little bit indirect as a notification P6	I think the opt-in system is the best. We've already got one letter that comes at 8 weeks, I don't think another one is necessary. Certainly, a mygov notification – well, I don't know, but I find mygov is very difficult to work with. P16	
				Too intrusive	Too wordy. Too intrusive. And doesn't have the option of choice. P17			
				Don't check or use	Sometimes I get a little bling on my phone to say, “you've received a mygov notification” I just ignore it because mygov isn't something that I use, so that's not relevant to me, whatever they've sent P10	I don't go into my Gov too often, so for me it probably wouldn't be a good idea, but other people might. P13		
				Usually bad news	The only one I wouldn't like really is the MyGov notification because generally speaking, anything I get through there is not good news so P1			
		Like		Cover all bases	if you're trying to get the widest possible reception of the message, then in that case, the mygov notification is of greater importance than I initially thought. So, by all means include that and then you know, you can say, well, we've covered all the bases for getting the message through to as many people as humanly possible. P3	I think that might broaden the reach so I think that'd be good. P8	but there might be some people who are in MyGov regularly and if you go back to your point about saying it would be good to have multi prompts approach then, whilst I would say I wouldn't know I had it because I don't log into MyGov hardly ever. But there might be some people who need to be in that because they're on benefits or health card or for whatever reason. P12	
				Everyone will check	it might be good to take advantage of that sort of notification because you definitely want to read your mygov messages just in case. There might be changes to your pension, or to a job search – or whatever your circumstances are with mygov. Definitely a mygov notification			
				Legitimacy	I think the my gov notification is a good idea because it carries a bit of authority and if there's anyone dubious about whether it is legit and I know there are people that are suspicious about everything these days, then a reminder through mygov, there's no doubt about that. P20			

				Builds curiosity	...that's [myGov notification] not bad because another thing that gets people to engage is curiosity. People are very curious about things, so if you can make them curious. But then they'll want to know what it's about. So, if you say you've got a, you know there's a new message in your myGov. Other than thinking it was a scam. Then people are probably think, ohh, I wonder what that is. I'll have a look. P4	Some people it will work, some people it won't. So it's I think it's worth doing it. Like for me I would look because I don't get anything in there anymore. So I only get like when I do my tax return. Because I don't get any of my children's stuff or child support or Centrelink or anything, I literally just get my tax return stuff. So now I'd be like, why the hell have I got a message from in there? So, it would prompt me to look. But if you get a million messages which some people will. It might not get looked at, but in that with that regard, it should still go. Because you've got the chance of somebody looking at it., it piques your - like why would I have something in there? It's not tax time. Or as a pensioner may go, oh maybe they've changed something on my aged care or my pension. So that will make a difference to them. So that will definitely pique an older person's curiosity as well. P5		
				Used to myGov from covid	Yeah, because a lot of people have got my Gov these days well I do and a lot of people do because of COVID. P2			
		Suggestion		Provide certificate to show completion	my mother is in her 70s, they all sort of show each other those certificates. They sit around and have a cuppa and go, have you got your certificate? That could be something they do through mygov and the certificate comes through and it says I got my bowel screening certificate for this year P8			
	General - Fitbit notification	Like		Fitbit health reminders are powerful - health alert prompted kit return --> fitness app potential?	but I wear a Fitbit and it did something I hadn't expected. Uh, I'd got health alert from it, which sent me to my doctor and that sort of reminded me that I needed to send the kit. ... but it was an extremely effective way of getting someone's attention and in reality, I was just sitting and I've got a health alert on it ... in terms of getting my attention, that was at the top of the tree. ... I'm somewhat tempted to suggest to you that if there was a way to put the bowel cancer message into a smart watch, fitness apps, or smartphone fitness apps, people I'm assuming that when people get a message from their fitness app or smart watch, it really gets there to attention. It's like Bam. It's not your usual ad that you've seen 100 times. It's something that really is quite attention getting - P3			
QR Code postal location	QR code to postal location	Like		Every little bit helps	I think that's a great idea as well. It's a like, say, most people would know where the nearest post box is, but on the off chance you don't, every little helps P1			
				Saves a step	no that's useful. Otherwise, if people didn't know where their Australia post was, they'd have to Google it, which is one more step. So, if you can take away a step, it'll make it easier for them, so it'll make it more likely they'll comply or engage with it. P4	No great issue one way or the other, as long as it all flows in a seamless, obvious way. Like it takes away one more excuse. I don't know where my post office is. We can help you with that, but I wouldn't - I find it hard to believe that people don't know where their post office is. I'm 70 and I tend to think about post offices still and people who are younger probably don't. P7		
				Ease	I think that's a great idea. Especially since a lot of the post boxes have been removed over the last decade or so. It's just a reminder how easy it is to find a post box to drop the completed kit into P3	It just reminds you that it's best to go to a delivery to a post office rather drop in a gather the sun in. Yeah, just. Yeah. Always better it's inside. P17		
		Put QR separately			I'd probably put it separate. So that people can use it if they need to. I think people are still – especially in our age group – aware of where the nearest post office is. So I would put that separate just as a handy note if people need it. P8			
		Not needed	Already invested at point of posting		by the time they get to deciding to collect the sample then I don't think accessing Australia Post is going to be a major difficulty for them. P4	I don't think so. I would've thought that most of us know where our nearest post office is, unless you're extremely new to the neighbourhood P10	I think that's not necessary, people already know where the post office is and I like it but I didn't think I needed it P11	
					surely people would know where Australian post is all their nearest letterbox, you know, unless they've just moved in. And that's gonna come up fairly rarely because, you know, it doesn't take you long to learn with those sort of things that doesn't P14	Most of us would know where the post office is because we've grown up using the post office, so I don't think that information would be very useful to many people at all, and it's just an extra lot of info which would have a cost to it that probably has very little benefit P12	So for me, living in rural areas, I don't really need to know where the post offices are, but I would imagine in the big cities that could be helpful P13	
		Wouldn't use personally	Might be useful for others		I didn't need anything like that so I wouldn't use it but if there are people saying I don't know where to post it, I can see that it would be helpful. P16	I wouldn't use it. I use the post office all the time. P15		
					Oh, I suppose so. I mean I know where my one is but some people that live. Yeah ive got to think broader for people who live rural...The more information or the more things that make things easier that when people aren't sure. P2	Maybe for some people, I mean, I know for me I, you know, I don't need a QR code to tell me where the most convenient post office is. If I wanna go to a post office, I'll go depending on what day of the week and what time, I'll probably just choose one close by and where I can get a where I know I can get a car park and that sort of thing. So for me the QR code wouldn't help with that, but for some people it might. P6	I'm not really fussed about that; I know where the post office is. Again, it could suit some people who are new to the area, but no, I wouldn't be fussed with that. I'd find other ways of finding where Australia Post is. P9	
	QR code including hot zone information	Dislike		Too much info	Probably just a link is sufficient. If we start putting too much on, people won't look at it, will they? P8			
		Consideration		Logistically challenging, simply keep recommendation for shade/ post office	does Australia post supply that info? Really, in a position to generate it by actually surveying every post box in Australia..., how about this? "We recommend handing it over the counter at a post office." Because that just solves the problem. P7			
		Like		Useful	that's I think that's a very good idea. There's no point in sticking something in a hot post box that is unsuitable for a storage sample for them to receive the sample and its no good. A little bit more of an explanation there is it these are the suitable postal locations near you. P1			
Multiple vs. one QR code	Three separate QR codes (text, calendar, post info)	Like			NB. Logic - QR code(s) for reminders (text, email, calendar) would go on Advanced Notification Letter (and perhaps invitation letter?)... postal information would go on Invitation letter			

	One code	Like			I was thinking I was thinking before you might be up to too many QR codes, so. If you have a landing page which is a navigation page - sign up for reminders, discontinue reminders, get some help, post locations. That's fine, isn't it? Like you, you you want five, no more than eight options in the landing page. And it's one click and you can go from there. P7	I think one QR code that would lead you to the next information that you are supposed to know, or for ease depositing the sample P11		
Fridge storage	Bag - generally	Cost concern			I guess that starts add to the cost though, doesn't it P14			
		Not necessary		No problem with fridge storage	Well, I didn't really see a problem with that part of the process... For me it was simple enough. It was, yeah nobody could really see what it was. Didn't give me a moment's thought but I think from a privacy perspective - P1	I think having something, particularly if it's a shared house or you know a family home or whatever, I think that would be preferable. It doesn't worry me living on my own, but for others P6	Because yeah, it's well sealed, and then you can put it in a little bag yourself. You know. And is not transparent to that as such P14	It's only me that uses my fridge, so it doesn't worry me P15
					I guess 2 bags is better than one. But, it really doesn't bother me. I would probably put it in a paper bag in the Ziploc bag anyway. P17	for me that wasn't a problem, but it's just my husband and I who live here. If you have a larger family, especially smaller children, picking it up and saying what's this? I think either the paper bag or the ziplock bag would be fine P16		
		Suggestion		Choose whichever bag is most sustainable	I'd go with whatever - if there was an option that had something that could be recycled at the other end and rather than, it's not a look thing for me. Whatever's more sustainable, because if they can recycle the soft plastic, great P19			
				Could provide recommendations for fridget storage	You can offer some tips for reducing the impact. You don't have to say there's a problem putting it in the fridge, but you can say we know some people don't like the idea of putting it in the fridge. We suggest putting it inside the opaque bag provided, seal it up, and put it on the bottom shelf of the fridge. If you want to, put it inside a take away food container until you're ready to post it. P7			
				add logo or info	But maybe get the logo on the outside if you can, or like the life ring on the toilet paper. But you know, maybe that takes you back to the same issue of people seeing that. But if it's only on one side, I can put it face down P7	But I do think there's potential to include some sort of messaging on there. It could even be a repeat of the "get to it" thing, that branding call to action plus the four weeks yadda yadda. Just don't waste it with a blank bag P19	I think you could put the message on that as well, like don't forget to mail me. Because a little black bag in my fridge could easily be hidden behind piles of the crap that's in my fridge. So if it had a reminder on it. P20	You could have a message on it that says "store in a cool place" or something like that. P20
	Bag size	Medium size ideal		just big enough to fit current ziplock bag	The size is close to the existing size of the zip lock bag. You don't want anything that's too large and you know taking up more space in the fridge...And probably the middle of the three options, there's some. It's not too big take up too much room versus ease of handling. P1 [but P wouldn't use]	Yeah, it doesn't have to be much bigger because then it takes up too much room and it's in your face, but put it big enough, obviously put everything to fit in there then it closes nicely P2	Just big enough to contain the vials. But it doesn't want to be clumsy. P7	
		Large enough to fit everything that needs to be posted, not too obvious		Make bag to as postal package	As long as it's big enough to keep the samples and the paper work in it so it's all in the one spot, so you don't have one thing here and one thing there but if you could keep it all in the one spot, that would be handy. P10	. But really, I don't care what size it is personally. I mean, if it's too big, you don't want it being too obvious, do you? P18		
		Bigger the better	Accessibility	Accessibility for arthritis	Bigger the better. You're not fiddling around with it. I've got pretty bad arthritis in my hands and I find things really hard to open. I suspect there's others in my situation as well so the bigger they are, the better. The smaller they are, the hardest it is to open. P8			
	Opaque bag	Suggested		Change colour to white	maybe the black one, but I just do it white because white will black will stand out in the fridge as well for people if they're worried about privacy. Black bag in the fridge is gonna look weird. Because nothing comes in a black bag, right, that you put in the fridge. So I'd say the middle one, but maybe a different color. P5			
	Paper bag	Disliked		May look like food inside	Paper bag, someones going to look in. Because kids gonna think might be lunch. P5	glassine bag, the brown one at the top, some people will go, well hang on, it's just a brown paper bag, it isn't actually that safe. P19		
		Liked		Most environmentally friendly	I'd suggest that the brown paper bag would be the best option...For environmental reasons. I think we've got enough plastic, we don't need to add to that. P10			
	Insulated bag	Like		Most logical	I like the silver one, the cooler. The insulated. Yeah. It's more common sense. P2	I would go with the insulated bag because if you have people—in the middle of the summer... P9		
				Provide extra insulation and makes sample less obvious	I'm just thinking because you can get prescriptions from the chemist, which are temperature sensitive, and I'll sometimes put that inside just a silver foil bag and I assume that to provide a little bit of insulation. Making the sample less obvious in terms of it being in a second container of sorts P3			
				More private and less gross	: I have to say that that is a little bit of a turn off for me, to have to put something in the fridge that's been in the toilet. I really find that very difficult. So, if we had a thing that didn't have to go in the fridge, I feel like that would be so much easier P8	: Oh, I like that. I don't like putting it in the fridge. Mind you, I keep cane toads in the fridge but there you go. I definitely like one that you don't have to put in the fridge. That would be my number one. P8	I'm not putting it in the fridge. No way. It's just something where you instantly say, no, move on. I know it's silly, but you know what I mean? Yeah, nah, not doing that...I couldn't. I just couldn't. Nope. P18	Oh, yep. If it doesn't need to go in the fridge, the insulated bag would be good. Absolutely, not a problem. But nothing like that is going near my fridge. P18
				Doesn't look like food	It's only me that uses my fridge, so it doesn't worry me, but either in the bottom two. I think that bottom one looks cool, doesn't it? So that one certainly looks like it's not a food item. I guess the bottom one would be my first preference. And in the black one after that. P15			
		Note		Would still store in fridge	I would actually use the insulated bag if you can afford it, because that way you got the insulation. But I'd keep that in the fridge - insulated bag in the fridge. P7			
Gloves in general	Disliked		Not useful because of size/fit problem	Not useful because of size/fit problem	Well, not comfortable and also just not useful because they didn't fit properly. If they don't actually fit properly, you can't do the job properly if that makes sense P6	I actually think if you're gonna provide one that it's not really going to work. My hands are huge and almost no gloves are going to fit me. P7	the first time I tried on a large gloves, it tore. They have to buy extra large for me. And I don't think my hands are that big. P17	
			Unnecessary & people who want to wear gloves already have them	Unnecessary & people who want to wear gloves already have them	the practical reality is it's not that messy of process. And you're in the bathroom and you're one step away from the sink with copious amounts of hot water and soap and scrubbing brush... people who actually really feel so upset about this process that they have to wear gloves probably already have gloves at home.... And post COVID, people have gloves. P7	They wouldn't bother me really if I could do it hygienically without gloves with the stick, but maybe it would—I would just assume that I would be wearing the gloves. I would just get my own because I don't like putting my hand in the toilet.	I think that's a waste. The people that want to use gloves would have gloves at home. P10	Given that during COVID most of us ended up purchasing disposable gloves at some stage, I don't know that having gloves would move someone who hasn't done it to actually do it. P12
			Wouldn't use - just wash hands	Wouldn't use - just wash hands	That wouldn't make a difference. Regardless, I'm going to wash my hands thoroughly P21			

Gloves				Might discourage people	by the time you get to like 60s to 70s. Most of us have had to provide a urine sample, at least a urine sample etc. I think, including the gloves gives a bit of negative message. P12			
				Challenging to use	Potentially, but it's your logistics of it, because I'm only 5 foot five (?) but I've got large hands. Say you have to do the stupid one-size-fits-all like we have in a hair dye and they I think are - they're not conducive for what you're doing. They're a bit big and painful, is the easiest way I can think of it. You're not gonna have the - it's not gonna be easy. It's gonna be harder. P5			
	Medical gloves	Wouldn't use medical gloves		Struggle to get on	The standard sort of gloves that you've got there. The blue ones. I don't know how many times you've worn them, but I always find them a struggle to get on. (but personally wouldn't use gloves) P3	I've sort of through my work of, you know, worn surgical gloves a lot in my lifetime. The problem is getting ones that fit properly. I mean, I'd say if, like, if they fit properly, the blue ones are better, but the clear ones probably provide a little bit more flexibility in terms of sizing as well. So I'm not sure. I think if it's one-size-fits-all you're gonna find it pretty hard to get those surgical gloves, like the blue one ones, to fit everyone, if that makes sense. Because I know even myself, like I haven't got terribly big hands, but I know that if I try to put my hand in a medium glove, for example, and particularly when I was testing for COVID patients it was just a pain because it was just so hard to find – to get into gloves that didn't fit me, if that makes sense. P6		
				Too difficult - age and disability	I don't think you need anything that's going to be too difficult to get on and off because some people might struggle with the tighter gloves. I've got one hand that's not particularly great so even though I can put one on relatively easy, and the other one not so well but the looser fit ones would probably be easier from a age or disability type perspective, but yeah, they're, they're easy slip on rather than the having to get your hand into something that really quite tight and slim fitting. - P1 (but P fine without gloves)			
		Would use		Liked medical gloves	Well, I've got tiny hands see so now, it would have to be a one size fits all because how are you even going to guess what size. See for me they are to big but they will still work. So, for me, I would prefer the medical because I've got small hands but where you've got somebody who's 6 ft 2, how are you going to guess? and then you've got to put three different gloves in the kit. Small, medium, and large. So maybe. Yeah. Well, that's gonna work just as good, isn't it?I would only use one. P2	I think that's a great idea and I definitely think the medical gloves, better than the hairdresser gloves. I understand that it might be more expensive but I think people struggle with the hairdresser gloves and men with bigger hands are better off with the latex or whatever. I do think that people will struggle if they've got larger hands, arthritis hands – those hairdresser gloves won't be good. And large, that's better than people trying to get it on, they can't get it on, it all gets a bit frustrating. P8	It would be a good idea, I thought they came with gloves – myself, I've always got gloves. I don't like handling poultry if I'm cutting it up. I'd be going with the fitted gloves. I know it won't probably fit everyone, but I can just – in my mind, it just would be a little bit messy with the one-size-fits-all gloves that aren't really fitted.... P9	
	Reduce impact of including gloves	No concerns it would make people feel the test is less hygenic			No, no, it's no. I think that its there. It's practical, it's user friendly. It makes sense. You don't have to use them if you don't need to, or if you don't want to. Should I say. A lot of people would be a bit maybe funny. I would use them because they're there. It wouldn't bother me either way but I would use them P2	I think now we're a little more used to using gloves for different things now so I definitely think it would be good. It makes it like a little procedure that they're doing, gives it a little bit of theatre, so I think it's a great idea. P8		
				Suggested wording to ensure gloves don't have a negative impact	I would diffuse that by saying that" gloves are provided for those people who don't wish to come into contact with their own stools" or words to that effect. P3	I would definitely put a message so people will know that it's not imperative that they use gloves. P16	There's no problem using gloves, but the good soapy waters better than anything...So I guess a gentle reminder about soapy waters probably is a good idea. P17	. You could say this kit is completely safe and clean to use, however if you're feeling a little squeamish, we've included some gloves for you to use. That message that this is a clean, safe way to do it is important, come to think of it. P20
	Gloves provide option			Better to give people the option	it's giving people the option, isn't it? I mean, if it's easier for someone to use a tissue or a bit of toilet paper, that's fine, but if gloves are going to help somebody, you know, it's an option for it. Everybody has toilet paper or a box of tissues laying around, not everybody has gloves. It's just giving them an option, I guess, giving them an extra option. P18	Look, that will help some people. It's not a big deal to me. I just wash my hands before and after, and because I think – the flip side, I used to work in the food industry. Sometimes people think they're bulletproof when they wear gloves and you know, for all you know, someone's gonna be playing around with their stool sample and then touch their face before they take the glove off. It's weird how people think gloves are the answer to everything but like I said, psychologically it will help some people. P19		
	Washing hands			Emphasis washing hands instead	But a really solid hand washing thing in whatever environment, whether it's a clinical at a hospital or in a food environment. Or for that matter, like we've learned through COVID. Wash your hands really well. Maybe that messaging is more important than giving gloves. P19	. You could say this kit is completely safe and clean to use, however if you're feeling a little squeamish, we've included some gloves for you to use. That message that this is a clean, safe way to do it is important, come to think of it. P20		
	Hair dresser' gloves	Liked		Adequate	for me those hairdresser type gloves would be adequate. I think when we spoke the first time it was the logistics of getting a one size fits all gloves. Most of us have had children so you end up with all sorts of things under your fingernails and up to your elbows so why are you so worried about something you're not even going to touch but yeah, the hairdresser gloves are adequate for sure. -P1 (wouldn't use any gloves)			
					... the hairdressers, gloves are probably the best. (but personally wouldn't use gloves) P3			
				Easy to take on and off	They're easy to get on, easy to take off, whereas those medical gloves are a pain to get on and take off. They're only good for blowing up when you're entertaining kids. Whereas the hairdresser ones are fine. And let's face it, they do the trick, don't they? They do the job. Yeah. P18			
		Disliked		Lose sense of touch	But those loose-fitting ones down the bottom - having used them before too, they're just hopeless. Because you lose all your sense of touch and when it's a fiddly little thing already, you don't need to make it even more fiddly. P19			
				Perforate	It's difficult to get a one size fits all in a medical glove. I mean those hairdresser gloves there more one-size-fits-all but they perforate fairly easily. If someone has long fingernails, something like that it will perforate them. P4			
	Wouldn't use gloves	No need - wouldn't use personally			for me, I didn't feel the need to use gloves at all. It wasn't something I even considered that I should use. P16	guess I'm sitting on the fence with them now, as you say. If they're there, I'd use them, but if they're not there, I wouldn't worry. P15		
					I mean, personally it doesn't worry me. I've got a dog. I'm sure you know what I'm referring to there. P3	for me personally the inclusion of gloves or not wouldn't impact whether I would do the test or not while I haven't done the test. P12	It's not exactly - you're not actually touching anything. And anyway, when you go to the toilet, you wash your hands anyway, don't you? But I guess if some people are a little bit - I don't like doing it. Let's put it that way. I'm just put off by because, you know, I just don't like doing it. But gloves wouldn't make much difference to me if I was encouraged to do it, it wouldn't matter whether there was gloves or not P13	

Number of QR codes	One only	Like		One for type and frequency of reminder, postal info	All your all your reminders will be and then you can tick or click which ones you want to opt in for P2	having it together might be a bit easier because then you can take advantage of it as one QR code. P9	I think one QR code to navigate would be better. That's part of my KIS logic for it. If you have different QR codes for different things, people will get	
					think I single QR code where you can pick which methods you would like to remind you and then it's done...[postal location] I guess making the process as short as possible for as many people as possible while making sure that those who are unsure as to where to take the sample have got that option available to. P3	Just do one. The less people have to do, the more chance you have of getting them to do it P5	P6; One. Keep it all together.P10; I'd prefer just one and then navigate from there.P16	
	Reminders separate				Well, I think the reminders definitely has to be separate because you want to put in that bit of a sort of a marketing spin on it, for the reminders. The calendar and the post, they could go in together P4	I probably go separate, Depends how easy it is to navigate, but you know when we QR coded for during COVID, it just automatically went into where you needed to be. You didn't have to worry too much, you know. P15		
	Add options			Option for further info or replace kit	you put your name, your phone number, your e-mail, the reminders you choose. And would you be like to be updated with statistics with, you know, my newsletter something... More information you know. Because you might find the letter and you've lost the kit, so you can QR code the, You can use the QR code o click on a on a button that says. I've lost my kit. Can you please send me another one? P21			
	QR codes generally			Cannot rely on QR codes	My point is, it can't be relied on yet. P19			
Initial reaction to kit		Kit reaction... (unprompted)		What are the four steps?	Yeah look that's certainly got the lifesaving message in it and I can see the life preserver with the with the four stripes on it and my initial response to that is what are the four steps? P3			
Prominance of expiry date (could put under deadline theme)		Expiry date reaction (unprompted)		Didn't know there was an expiry data	P17, P2,P3: Yeah, because having it in a more prominent place would obviously be an additional encouragement for people to do the test. I actually didn't know they had to use by date. -P3	they may need to make the expiry dates just so people can see it or put it somewhere very pertinent though, because I don't think I realized either. P5	, I think so. I guess that'll prompt you to notice it's got an expiry date. I didn't even realise they had one. If four weeks is not enough time, hopefully that'll prompt you to get it in by the expiry date. Yeah. Not sure. I honestly did not know it expired. I don't know whether it needs to be – so that's the return envelope, is it? P9	Certainly, until I opened it, I didn't actually realise there was an expiry date whether that's a real expiry date or because of chemicals or whatever is in there. P19
Participant expertise	Human computer interaction				Look, just so you don't think I'm being a smarty pants, I did formally study human computer interaction and a lot of it is about visual perception and processing of how information is laid out and how things are designed, so I'm just recalling what I learnt rather than trying to sound like I'm a novel. P3			
Include statistics to show effectiveness of kit					...comprehensive statistics available but it would give people a bit more confidence perhaps if they could get some idea of what the effectiveness is of the kit...the actual effectiveness it and it could be that kits pick up 9 out of 10, 99 out of the 100, 99.9% of cases but just something to reinforce that this really works. Do you know that 2,000,000 kits were rolled out last year in Australia and that X cases were detected. These kits save live... P3	Well, you even have something which says that, rather than just, please return within 4 four weeks, I would have because what you want, You want to give the person who's looking at it a reason to do it and just getting a please return within four weeks won't necessarily convey that [second leading cause of cancer related death after lung cancer] P12		
Importance of testing the interventions	RCT				Yeah. So the only way to work that one through is actually to do hardcore testing. So you need a control group. You'd need a blind test, and you'd need – what you want to find out is just four weeks deadline, let some people off the hook – does it let more people off the hook than it actually prompts? But that's quite a complicated - it's not even a case of asking people what they think. You want to know what actually happens, what actually changes people's behavior. And I can't tell you. P7			
Bluey episode promoting bowel screening					I would actually go bold and direct. There is something appealing to many Australians about putting aside sensitivities and niceness and so on, and I'm going to point you in the direction. Using cartoons but please if possible, we're using Bluey. And “if you're not sure what we're talking about, you know, go watch this specially created and sponsored episode of Bluey. Find out.” P7	. That would change the story. But that's sort of another layer. That's just putting it into people's minds - it's something we can talk about. It's something that – like, I've now got a way to talk about it with even strangers or other people. “Hey, did you see that Bluey episode?” P7		
Overall tone - needs to be caring					in this kind of society, you say well done, give a hug, that kind of thing to show encouragement and say, we'll see you next time, in the meantime, take care on your journey, or something like that. I know it's mushy but a lot of people are suffering and a lot of people easily burst into tears these days, so we all need encouragement and love and a hug P11			
Put checklist on ziplock bag					And you know how the checklist of what's supposed to go in the zip lock bag and then inside the other envelope is a separate piece of paper? Again, I was a bit surprised that the checklist isn't on the zip lock bag or on the envelop P19			
Put message on outside of envelope				Important and friendly	Do you reckon you could put something on it like, “important message inside.” I like that little message that we just talked about but maybe across the bottom in large letters you could say “important message inside” or something like that. I guess the people who know what it is and deliberately don't open it, they're never going to get the message anyway. ... I think like a message across the bottom... if you had something on there that said, or even “this is really important, open now.” Some friendly way to say this is actually what we want you to do.			
Link medicare and cancer registry to other accounts								

Nb. Evidence of co-design- back and forth	Interviewer did influence responses				I: Yeah. OK and whereabouts do you think would be a good spot to put that? P: inside maybe in the letter? I: OK. Yeah. So, we've got it mocked up on the envelope there, but also on the kit there and in the instructions. Do you think having it in multiple places or? P: No just in the letter will be enough. I: Yep, because we some people we spoke to said they didn't actually open the envelope. So, we thought maybe if we put it on the outside that might. P: Yeah. No, no. Well, that makes sense. Yeah. See, I did. Yeah. Yeah. -P2			
Need for research					I'm not sure that having fridge storage will mean more people will do it, I actually think It's a good idea to do that but it's not necessarily or has your research shown that the reason some people don't do it is because they don't wanna put it in their fridge? P5??	P: At least it's all measurable. You can put these things out and then measure how successful these things are. P20		
				Should be able to drop kit off to other locations	Wouldn't it make more sense to use a pharmacy as your drop off point, rather than Australia Post? Camden's a semi-rural town, and our post office, you just want to avoid that at all costs. I mean, mine's always out the door. Yeah, and we live in a town with a lot of elderly people – and when I say elderly I'm talking people above 60, myself included. But sometimes it's not feasible. Whereas a pharmacy would make more sense to me. I mean, everybody goes to a pharmacy, don't they? P18	a lot of people are nowhere near a public mail box. I just think if blood can be – if blood samples can be collected daily or multiple times a day from a doctor's surgery, could they not include it in that and then forward it on to wherever it needs to go? P18		
				Should be reminded through GP	Probably, but why can't it be done – every time someone goes to the GP and through medicare, it notifies the doctor to go, ah, you haven't done your test yet. Wouldn't that be more - ? P18			