**Data Practitioner Interview Script**

1. Tell me about yourself and your most recent job role.
2. How would you describe your experiences with time series data?
3. How do you feel about making decisions based on data?
   1. *Prompt: What do you think about when making decisions based on data?*
4. How does this change when the decision is based on time series data?
5. What do you think about when explaining time series data to decision makers?
   1. *Prompt: How do you help explain the data to decision makers?*
6. How does downsampling factor into how you communicate this data with decision makers?
7. What about time series data is different for decision makers compared to other data types?
8. What comes to mind when you think about trusting time series data?
9. How do you help decision makers think about trust in the context of time series data?
   1. *Prompt: How is this different to other data types?*
10. How to you think about downsampling in this context?
11. Could you please rate these visuals [provided as prompts] in order of how trustworthy you find them? Please explain why have you chosen this order.
12. Could you please rate these visuals [provided as prompts] in order of how understandable you find these? Please explain why have you chosen this order.
13. Is there anything else you would like to add that the questions so far haven’t provided the opportunity to raise?

**Decision-maker Interview Script**

1. Tell me about yourself and your most recent job role.
2. How would you describe your experience with data?
3. How do you feel about making decisions based on data?
   1. *Prompt: What do you think about when making decisions based on data?*
4. How would you describe your experience with data based on measures over time?
5. How does the element of time change how you feel about making decisions based on data?
6. What comers to mind when you think about trusting data?
7. What would make you trust data more or less?
8. How does this change when the data is based on measures over time?
9. To what extent do you find visual representations of the data as helpful tools to inform the decision?
10. Would you ever take the visuals on their own as a decision-making tool?
11. To what extent do you opinions on how you trust and engage with time-based data change when you’re making a more overarching strategic decision?
12. Is there anything else you would like to add that the questions so far haven’t provided the opportunity to raise?