**SARA CODING GUIDE**

Coding Qualitative Data

* The purpose of these focus groups is to inform SARA app developers of possible improvements in the app’s design that will be incorporated into future versions of the app. Transcripts of SARA focus groups will be provided by research staff and quality checks will also be conducted. Therefore, your job is to look for the important themes identified in the text that are outlined below in the **Priori Codes** (PC’s)section. Your task is to attach these NVivo “nodes” to various parts of the text. These nodes, or folders, are important for seeing patterns across qualitative data
* The first step in coding any transcript is to read it in its entirety. This is an important step for getting a handle on the content you will be coding.
* Below is a list of priori codes. Keep in mind that you may not find evidence of every question and node in each transcript. Also, you may find that some content seems applicable to multiple codes. Content can be coded to multiple nodes. If you come across content that you are unsure how to code, or have any questions at all, just ask! But please remember you cannot email text from the transcripts. For example, please do not copy and paste a portion of the transcript into a body of an email. Perhaps instead, email research staff with the subject line “Coding Question\_Transcript X” and list the page and paragraph of the transcript in the email.

Priori Codes (PC’s):

1. **Most used app**
   1. **Features**
      1. **Good features of the app**
      2. **Bad features of the app**
   2. **Engagement** 
      1. **How participant interacts with the app**
      2. **What makes the app fun**
   3. **Functionality**
      1. **Overall impressions of how easy the app is to use**
      2. **Features that make the app easy to use**
      3. **Features that make the app difficult to use**
   4. **Appearance** 
      1. **Likes about the app’s design**
      2. **Dislikes about the app’s design**
2. Experience completing the survey
   1. Answering personal questions
      1. Participant does not feel comfortable answering personal questions
      2. Participant does feel comfortable answering personal questions
      3. Participant does not think others would feel comfortable answering personal questions
      4. Participant does think others would feel comfortable answering personal questions
      5. Other
   2. Ease of completing survey questions
      1. Survey questions were difficult to answer
      2. Survey questions were easy to answer
      3. Other
3. Experience completing the active tasks
   1. Positive feedback about the active tasks
   2. Negative feedback about the active tasks
4. **Thoughts on the aquarium** 
   1. **Positive feedback about the current aquarium**
   2. **Negative feedback about the current aquarium** 
      1. **More engaging for age group**
      2. **Other**
   3. **Thoughts about rewards received (i.e. fish, badges, financial rewards)**
      1. **Positive feedback**
      2. **Negative feedback**
   4. **Thoughts about how the aquarium changes over time** 
      1. **Positive feedback**
      2. **Negative feedback**
5. **Overall impressions of the app:** 
   1. **Things participants liked**
   2. **Things participants would change**
   3. **Things participants think are missing**
   4. **Ideas for increasing app engagement over a period of time** 
      1. **Ideas for increasing engagement over several months**
      2. **Ideas for increasing engagement over one year**
      3. **Participants do not think this app will be engaging for people their age**
6. **Additional feedback about the app**