**Open‑Ended Response Coding Rubric**

Note: All codes are binary (1 = present, 0 = absent).

**Sheet 1: experience\_flourish**

Responses to the question: “What was it like using the Flourish app?”

Evaluation of Experience

| **Column** | **Evaluation** | **Examples** |
| --- | --- | --- |
| Positive Experience | Overall judgment is clearly favorable | “interesting” |
| Mixed Experience | Response contains *both* pros & cons, or unsure | “\_\_ was good but I didn’t like \_\_”, “it was okay” |

App Components

| **Column** | **Component referenced** | **Examples** |
| --- | --- | --- |
| good UI | General interface qualities (e.g., simplicity, navigation, aesthetics, music) | “clean look”, “easy to navigate” |
| 1\_chatbot\_support | Chatbot/Sunnie or AI buddy conversations | “interacting with Sunnie was fun” |
| 2\_activities | Specific activities (e.g., breathing, Pomodoro, mood check‑in) | “breathing exercise relaxed me” |
| 3\_weekly\_insights | Weekly insights | “weekly insights were eye‑opening” |

**Explicitness rule:** Mark 1 only when the component is *named or unmistakably described*; inferring is not enough (e.g., “insightful patterns” ≠ weekly insights).

Benefits

| **Column** | **Benefit domain** | **Examples** |
| --- | --- | --- |
| emotional | Emotional benefits, such as downregulating negative or upregulating positive states (includes relaxation, de‑stressing) | “helped me chill”, “reduced stress” |
| social | Social benefits, such as greater connection to others, sense of community, feeling less lonely | “felt less alone”, “shared with friends” |
| overall well‑being | Broader gains: focus, productivity, self‑insight, therapeutic value | “improved focus”, “felt like having a 24/7 therapist” |

Additional rule: benefits are mutually exclusive. In other words, if emotional or social benefits are cited, and no broader benefit is cited, overall well-being is 0.

**Sheet 2: recommend\_flourish**

Responses to the question: “Do you think this would be a useful thing that your university should offer as a wellness tool for students? Why or why not? Please explain.”

Adoption Stance

| **Column** | **Adoption Stance** | **Examples** |
| --- | --- | --- |
| Yes | Clear endorsement of university adoption | “should definitely use it”, “I recommend it” |
| No | Clear rejection of university adoption | “not worth it”, “shouldn’t use” |
| Conditional/Qualified | Adoption contingent on caveats or improvement, or unsure | “only if it’s free”, “depends on student needs”, “maybe” |

Only one of the three columns should be 1; choose the clearest stance. If there is an empty response (e.g., “na”), all columns are 0.

**Sheet 3: feedback\_flourish**

Responses to the question: “What would you change about the app, if anything?”

Suggestion Presence

| **Column** | **Suggestion Presence** | **Examples** |
| --- | --- | --- |
| No Suggestions/Positive | No suggestions for improvement, or only praise | “none”, “it’s perfect”, “n/a” |

If No Suggestions/Positive = 1, leave all other suggestion‑type columns 0.

Suggestion-type

| **Column** | **Type of Suggestion** | **Examples** |
| --- | --- | --- |
| UI | Feedback related to interface/layout (e.g., navigation, colors, music) | “make layout simpler”, “add dark mode” |
| chatbot | Feedback related to chatbot | “Sunnie responses were slow” |
| activities | Feedback on Flourish activities | “add more breathing exercises” |
| other | Feedback that does not fit UI / chatbot / activities | “make privacy policy more visible” |