**A Sample semi-structured Interview for opt-in participants:**

1. Did you notice customers using noticing or interacting with the robot? If so, did anything stand out to you in particular?
2. Did it appear to you that certain types of people, or people in groups would tend to use the robot more than others?
3. Were there customers or employees who treated the robot in a special way such as chatting to it, or treating it as a pet?
4. Did you think the robot changed the feel of the room? If so, how?
5. Can you describe any time when the robot's colours seemed to reflect the feel of the shop?
6. Can you describe any time when the robot's colours did NOT reflect the feel of the shop?
7. Was there any pattern to the colours in the robot? For example, at certain times the robot was a certain colour, or certain customers being around when the robot was a certain colour.
8. Would you say the robot had any effect on the frequency with which your clientele visited your shop?
9. During the time the robot was in the shop, did you notice any different in the way customers socialized with each other? If so, can you give any examples?
10. During the time the robot was in the shop, did you notice if customers socialized any more than usual? Less than usual? The same?
11. Did any customers come to you with any comments about the robot?
12. Do you have any other thoughts or comments about the robot or the experiment?