Semi-structured interview questions		
UTAUT2	**Question**	**Objective**
Performance expectancy	In what ways do you think using the Modeling Value Canvas could affect the quality or effectiveness of your decision-making?	Invites discussion of perceived benefits, usefulness, and performance improvements.
Effort expectancy	How do you feel about the ease or difficulty of using the Modeling Value Canvas in your decision-making process?	Elicits perceptions about clarity, simplicity, and learning effort.
Social influence	How do you think your colleagues or peers perceive the use of the Modeling Value Canvas? In what ways, if any, might their opinions or reactions influence your own decision to use it?	Explores perceived social pressure, peer expectations, and image-related motivations.
Facilitating conditions	To what extent do the currently available resources — including the online and printable versions, tutorial video, and guidebook — facilitate your effective use of the Modeling Value Canvas? Which format do you prefer and why? What additional support or improvements might enhance your experience?	Encourages participants to evaluate the adequacy of current supports and suggest improvements or missing enablers.
Hedonic motivation	Can you describe whether and how using the Modeling Value Canvas might make the decision-making process more enjoyable or engaging for you?	Explores enjoyment, satisfaction, and intrinsic motivation.
Learning value	Can you describe how using the Modeling Value Canvas has (or might) help you better understand how decisions are made and the factors that shape them?	Probes the perceived learning benefits and cognitive impact.
Behavioral intention	In what situations do you see yourself using (or not using) the Modeling Value Canvas in the future? Would you recomend the Modeling Value Canvas to your colleagues or peers? Why or why not?"	Assesses willingness to advocate for the tool, underlying reasons, and perceived value.