

Multimedia Appendix 2: Supplementary questionnaire focusing only on blood donation and caller tunes

1. Have you ever donated blood?

- No
- Yes

2. Will you be donating blood today?

- No
- Yes

3. Do you have a mobile phone?

- No
- Yes

4. Does your mobile phone have a caller tune?

- No
- Yes

5. What type of caller tune do you have?

- Song
- Message
- Both song and message

Perceived Ease of Use	Strongly agree	Agree	Slightly Agree	Neither agree nor disagree	Slightly Disagree	Disagree	Strongly disagree
6. I found caller tune easy to download	1	2	3	4	5	6	7
7. Learning to download caller tune was easy	1	2	3	4	5	6	7
8. Using caller tune is easy	1	2	3	4	5	6	7
9. Instruction for getting the caller tune is clear and understandable	1	2	3	4	5	6	7
10. It is easy to get caller tune from my mobile telecom operator	1	2	3	4	5	6	7
11. It is easy for my phone to download a caller tune	1	2	3	4	5	6	7
12. It is easy to remember how to download a caller tune.	1	2	3	4	5	6	7

Perceived Ease of Use for respondents with no caller tune	Strongly agree	Agree	Slightly Agree	Neither agree nor disagree	Slightly Disagree	Disagree	Strongly disagree
13. I think it would be easy to download caller tune	1	2	3	4	5	6	7
14. I believe that the instruction for downloading the caller tune would be clear and easy to understand	1	2	3	4	5	6	7
15. I think that caller tune is a flexible technology to interact with	1	2	3	4	5	6	7

Perceived Usefulness (blood donation)	Strongly agree	Agree	Slightly Agree	Neither agree nor disagree	Slightly Disagree	Disagree	Strongly disagree
16. Using caller tunes for promoting blood donation would increase voluntary blood donation	1	2	3	4	5	6	7
17. Using caller tunes for promoting blood donation would lead to first time donors becoming repeat blood donors	1	2	3	4	5	6	7
18. Using caller tunes for promoting blood donation would lead to family blood donors becoming repeat blood donors	1	2	3	4	5	6	7

Blood donation attitudes	Strongl y agree	Agree	Slightl y Agree	Neither agree nor disagre e	Slightly Disagre e	Disagre e	Strongl y disagre e
19. I think it is a good idea to use caller to encourage blood donation	1	2	3	4	5	6	7
20. I find it interesting to use caller tunes for making others become blood donors	1	2	3	4	5	6	7
21. I would feel great using caller tunes for making more people become blood donors	1	2	3	4	5	6	7
22. In my opinion, the use of caller tunes will have a positive impact on blood donation	1	2	3	4	5	6	7

Intentions	Strongly agree	Agree	Slightly Agree	Neither agree nor disagree	Slightly Disagree	Disagree	Strongly disagree
23. I intend to use caller tunes for promoting blood donation	1	2	3	4	5	6	7

24. What are the considerations for designing, your adoption or non-adoption of caller tunes for health?

	Strongly agree	Agree	Slightly Agree	Neither agree nor disagree	Slightly Disagree	Slightly Disagree	Strongly disagree
a. Mobile telecommunication network makes it free to download	1	2	3	4	5	6	7

25. How old are you as of your last birthday?

- 20 or less
- 21-30
- 31-40
- 41-50
- 51-60
- More than 60

26. What is your gender?

- Male
- Female

27. What is the highest level of education?

- Primary
- Middle school
- JSS/Junior High School
- SSS/Senior High School
- Tertiary educational level

