**Table of Contents:**

**a.**



**b.**

**c.**

**Supplementary Figure 1.** Online recording pages from the Harlequin Ladybird Survey website (www.harlequin-survey.org). **a.** First page, requesting basic information about the recorder; **b.** Second page, requesting information on the date of the sighting and on the species seen (including the opportunity to upload one or more photos for verification purposes); **c.** Third page, requesting information on the habitat and location where the species was found, with space for comments (e.g. ecological or behavioural observations made by the recorder). The location may be selected either by entering a grid reference or by clicking on the interactive map.
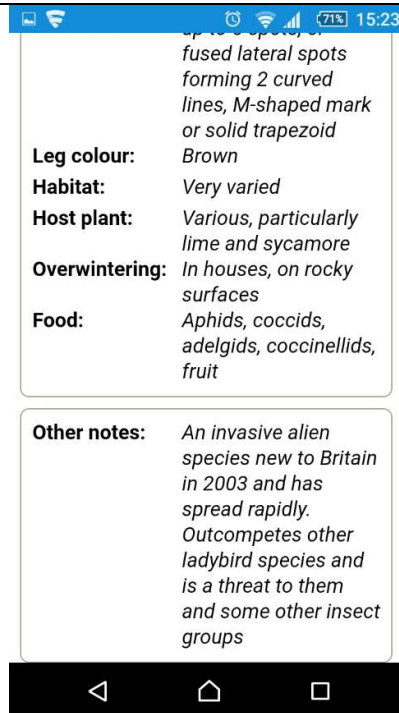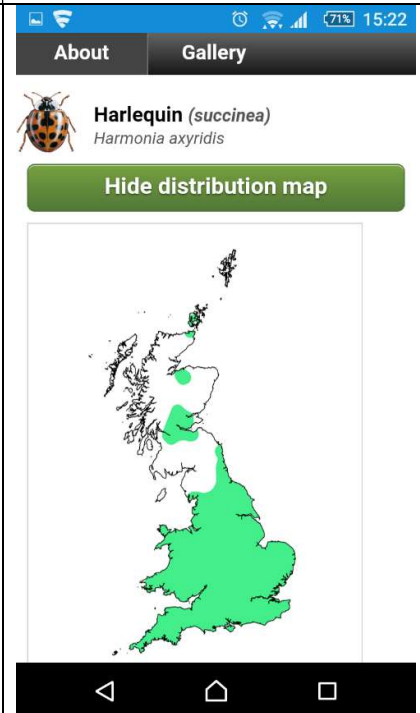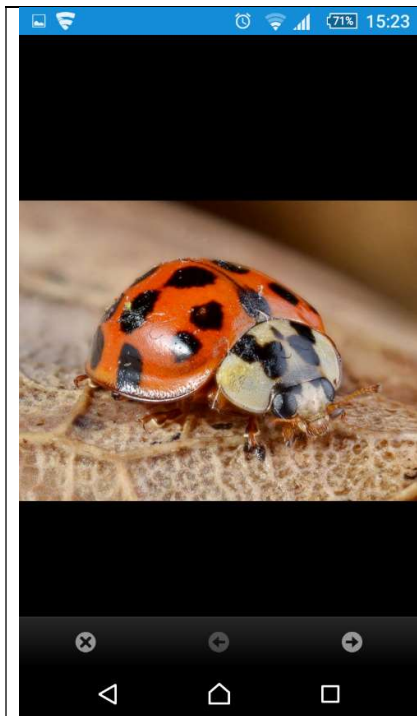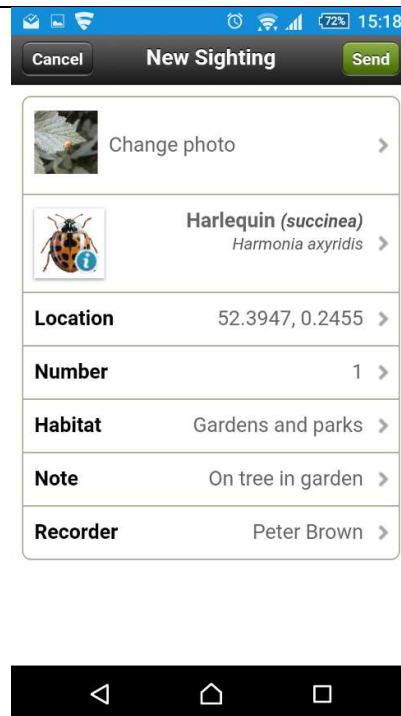
a.



b.



c.



d.



e.



f.

**g.**

**h.**

New Sighting — Cancel / Send
Change photo
Harlequin (*succinea*) — *Harmonia axyridis*
Location — 52.3947, 0.2455
Number — 1
Habitat — Gardens and parks
Note — On tree in garden
Recorder — Peter Brown

**i.**

Set location — Cancel
✓ Got your location
Your location is:
52.3947 lat, 0.2455 long
**Accuracy: 18 metres**
You can refine your location using the map button below. Alternatively, after submission you can sign in to iRecord to fine tune a sighting's location
Use this location
Reload my current location

**j.**

Sighting saved — Done
✓
**Saved**
Your sighting has been saved to be sent later.
Go to 'My sightings' from the home screen, and tap an unsent record to edit and send it.

**k.**

My sightings — Done / Clear
Harlequin (*succinea*) — 13 Jul 2018 — 52.3947 lat, 0.2455 long — Send or edit
Harlequin (*spectabilis*) — 10 Nov 2016 — 52.3946 lat, 0.2450 long — Tap to view
7-spot — 16 Jul 2016 — 52.4010 lat, 0.2849 long — Tap to view
7-spot — 8 Jul 2016 — 53.9577 lat, -1.0919 long — Tap to view
Harlequin (*succinea*) — 20 Jun 2016 — 52.0457 lat, -3.1989 long — Tap to view
Harlequin (*succinea*) — 20 Jun 2016 — 52.0461 lat, -3.1994 long — Tap to view
14-spot — 20 Jun 2016 — 52.0457 lat, -3.1982 long — Tap to view

**l.**

Info — Back
About this App
Where to Look
Privacy Policy
Feedback
BRC Biological Records Centre — UK Ladybird Survey
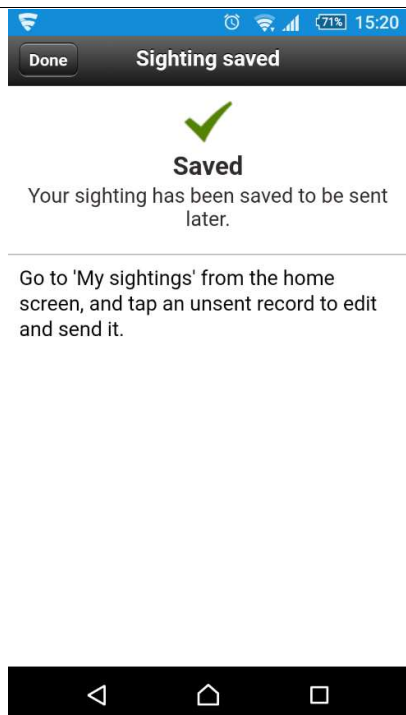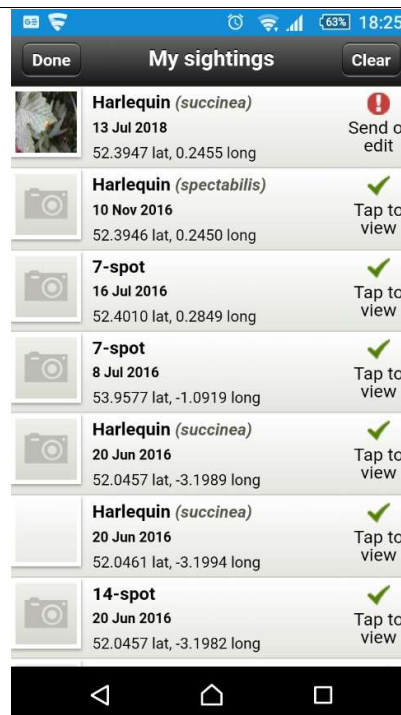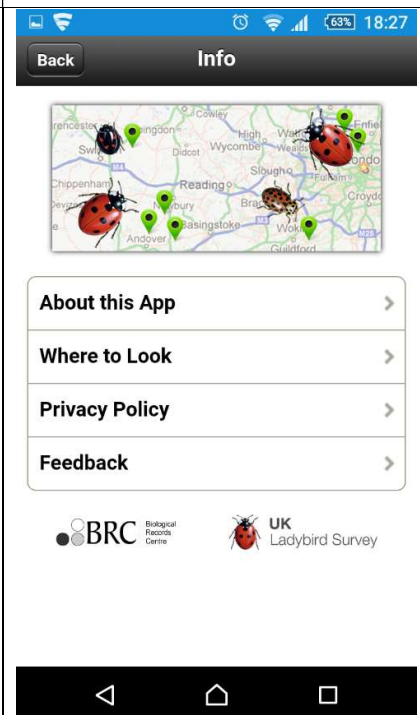
**Supplementary Figure 2.** Screenshots from the iRecord Ladybirds smartphone application (app) used to record ladybird species, with *Harmonia axyridis* used as an example throughout. Records submitted are checked by the UK Ladybird Survey. **a.** Opening screen; **b.** Ladybird guide: first screen, showing a list of species available to record, ordered by likelihood of occurrence; **c.** Ladybird guide: first screen, showing a list of species available to record, filtered by main colour of the ladybird. In this case the red filter was selected; **d.** Ladybird guide: top of second screen, providing identification information for the species selected; **e.** Ladybird guide: bottom of second screen,

providing further identification and ecological information for the species selected; **f.** Ladybird guide: distribution map for Great Britain of species selected; **g.** Ladybird guide: example gallery image of species selected, enabling the recorder to check their own ladybird against the gallery image(s), prior to record submission; **h.** Adding a record: main recording screen once a species has been selected; **i.** Adding a record: location screen showing map generated from GPS smartphone location; **j.** Adding a record: confirmation screen to show that the record has been saved; **k.** 'My sightings': screen showing records submitted (indicated by green tick) and records saved but not yet submitted (indicated by red circle with exclamation mark); **l.** Information: screen provides background information about the app.