

Table S5: **Question and scale endpoints for each interaction scenario.**

Scenario	Topic	Question	Scale Endpoints
INTERACTION WITH VIRTUAL COACH			
1	Follow physical activity program while quitting smoking	If this were you, would you follow this advice and also follow the program for becoming more physically active?	-5 ("Definitely no"), 5 ("Definitely yes")
2	Plan for smoking HRSs in the mornings	If this were you, would you make such a plan with your virtual coach in the morning?	-5 ("Definitely no"), 5 ("Definitely yes")
3	Plan for physical activity HRSs on Sundays	If this was you, would you make such a plan with your virtual coach on Sundays?	-5 ("Definitely no"), 5 ("Definitely yes")
4	Help button for smoking HRSs	If this was you, would you press the help button when you have a craving?	-5 ("Definitely no"), 5 ("Definitely yes")
5	Help button for physical activity HRSs	If this was you, would you press the help button in this situation?	-5 ("Definitely no"), 5 ("Definitely yes")
6	Reflect on smoking HRSs in the evenings	If this was you, would you follow this advice and consult your virtual coach in the evening?	-5 ("Definitely no"), 5 ("Definitely yes")
7	Reflect on physical activity HRSs on Sundays	If this was you, would you consult your virtual coach on Sundays?	-5 ("Definitely no"), 5 ("Definitely yes")
8	Discuss repeated failure of reaching physical activity goals	If this was you, would you take this advice and consult your virtual coach?	-5 ("Definitely no"), 5 ("Definitely yes")
9	Receive motivational messages	If this were you, what do you think would be the impact of such a motivational message on you doing the activity?	-5 ("Definitely negative"), 5 ("Definitely positive")
INTERACTION WITH SOCIAL ENVIRONMENT			
10	Tell SE about quit attempt	If this was you, would you follow up on this advice and tell your social environment about your quit attempt?	-5 ("Definitely no"), 5 ("Definitely yes")
11	Discuss with an SO how they can support the quit attempt	If this were you, would you follow up on this advice and reach out to a significant other for additional support?	-5 ("Definitely no"), 5 ("Definitely yes")
INTERACTION WITH GENERAL PRACTITIONER			
12	Consult GP at start of quit attempt	If this was you, would you follow up on this advice and contact your GP?	-5 ("Definitely no"), 5 ("Definitely yes")
13	Consult GP in case of smoking relapse	If this was you, would you contact your GP if your app advises you to do so?	-5 ("Definitely no"), 5 ("Definitely yes")

Abbreviations: HRS, High risk situation; SE, Social environment; SO, Significant other; GP, General practitioner.