**Usability evaluation of the Tobacco Return on Investment tool**

Many thanks for your participation in this usability evaluation.

You will be provided with access to a prototype version of the Tobacco ROI tool, which has been developed to support tobacco control stakeholders in their decision-making and information seeking processes.

The ROI tool can be used to evaluate a package of tobacco control interventions and to calculate the economic returns that can be expected over different timescales. Different combinations of tobacco control interventions can be selected. The tool can help you to compare specific packages of interventions as well as "do nothing" scenarios and allows you to estimate the package that would give the best 'value for money'.

We will ask you to imagine a situation where a decision maker would like to use the tool to obtain evidence-based information to support their decisions.

We will ask for your advice about the usability of the tool based on a specific scenario in which this decision maker performs a few tasks. In this study we need experts (like you) to perform a heuristic evaluation. In performing a heuristic evaluation, you step through the interface twice. First, to get a general idea about the general scope of the system and its navigation structure. Second, to focus on the screen lay out and interaction structure in more detail, evaluating their design and implementation against the pre-deﬁned heuristics. Each heuristic evaluation results in a list of usability ﬂaws with reference to the heuristic violated. You can find this heuristic evaluation form in which you can indicate the usability problems. Before you proceed with the scenario, we ask you to watch the video explaining the functions of the ROI tool.

**The scenario:**

The national public health team, of which you are a part, deals with the distribution of funding for all public health initiatives in England. You have a particular interest in the tobacco control aspect of public health.

Over the next year there is an increased budget promoted by the European Union of £30,000 to invest in tobacco control interventions.

Your task is to produce a report providing advice on which public health interventions should take priority in England.

Two weeks ago, you read that the Behavioural Support intervention "pro-active telephone support" is effective in helping smokers to quit, however, the report mentioned that the uptake in England is quite low. You are wondering whether it is worth investing in such interventions.

You would like to know whether an additional investment in pro-active telephone support is cost-effective when compared to the current level of investment.

Please use the prototype Tobacco ROI tool in order to find this out.

**Please open the prototype ROI tool and use it to answer the following.**

1. The decision maker would like to know the percentage of adults who smoke in England.

Which value would you report?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Proceed and click on behavioral support interventions.

1. The decision maker would like to know the percentage uptake and percentage effectiveness of pro-active telephone support interventions in England. Click on of ‘pro-active telephone support’

Which value would you report?

The percentage uptake:

The percentage effectiveness:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. The decision maker would like to know the economic return expected for every £1 invested in the Current Package of interventions (i.e. the current provision of services in England compared to the "zero treatment" scenario).

Hint: you will need to consider the "Benefit-Cost Analysis" results.

Which values would you report for the following time points?

2 years:

10 years:

1. The decision maker would like to invest the whole of the £30,000 in providing pro-active telephone support to help more smokers make quit attempts.

Update the tool to reflect this suggested amendment to the delivery of interventions.

1. The decision maker wants to know how to determine the cost per QALY gained from this alternative level of investment compared with the current level of service delivery.

Hint: you will need to consider the "Incremental cost effectiveness ratio" results.

Which values would you report at the following time points?

5 years:

Lifetime:

1. The decision maker would like to know the return on investment to be expected from delivering the alternative package of interventions.

The decision maker would like to know how to determine the per-smoker cost savings to be expected from this alternative level of investment (compared to the current level of service provision)?

Hint: use the narrative report to identify the quasi-societal net present value

Which value would you report for the quasi-societal net present value after 5 years?