

Supplementary file 2

Example of interview guide used for expert interviews (Car rental service)

Theme	Question
Background	<ul style="list-style-type: none"> ▪ Tell us briefly about who you are and what you do
About the car fleet and customers	<ul style="list-style-type: none"> ▪ Can you briefly tell us about your business? ▪ Who are your typical customers? ▪ What kind of cars do you have in your fleet? ▪ What technology do you focus on when purchasing cars for the fleet? (e.g., advanced driver assistance systems, or other features?) ▪ What kind of technology are the cars equipped with? (touch screens and driver assistance systems - are these in all models or just selected ones?)
Information about technology in the cars	<p>Car models are equipped with different technologies, and there can be significant variations in how the different technologies are operated. What do you think customers should do to familiarize themselves with the technology in a car they rent from you?</p> <ul style="list-style-type: none"> ▪ Are there any requirements for what the customer must familiarize themselves with before the car is handed over? ▪ What is your role regarding informing about the technologies in the car models? ▪ Are there any routines for this? If so, what?
Customer Service	<ul style="list-style-type: none"> ▪ Are there support functions for customers who have questions about the technology in the car? <ul style="list-style-type: none"> ○ What kind of functions? ○ How often do you get questions from customers about driver assistance systems or operating functions through touch screens? ○ What are typical questions? ○ Who are the typical customers asking these questions? ○ To what extent do customer support staff have expertise on the car models being rented?
Inquiries about challenges	<ul style="list-style-type: none"> ▪ Do you receive inquiries about challenges members/customers experience related to the use of driver assistance systems (e.g., lane assist, adaptive cruise control, or autopilot) or touch screens in the car? <ul style="list-style-type: none"> ○ What kind of challenges are reported? ○ Which systems receive the most inquiries? (driver assistance systems, functions?)

	<ul style="list-style-type: none"> ○ Are there particular car models that members more often report such challenges with than others? If yes: Which models? ○ Who typically reports such inquiries? (Age? Gender? Other?) ○ How are such inquiries handled? <p>If applicable: Are there specific types of scenarios that are often reported? (e.g., distractions due to fiddling with the screen, setting the car in cruise control and not paying attention, confusion related to driver assistance systems, etc.)</p>
Accidents/Damages	<ul style="list-style-type: none"> ▪ Are you aware of any incidents or damages to cars caused by the use of driver assistance systems and/or touch screens in the car? <ul style="list-style-type: none"> ○ If yes: Describe the extent, describe the events (what kinds of technologies?) ○ Is this something that is tracked by your organization? Any preventive measures?
Mapping of challenges	<ul style="list-style-type: none"> ▪ Do you do anything to map out issues related to the operation of touch screens in cars/and issues related to advanced driver assistance systems? <ul style="list-style-type: none"> ○ Is insight or data collected? ○ Do you have forums where this type of issue is discussed? ○ What role do you play regarding these types of issues? ○ What is the industry's role when it comes to challenges related to advanced driver assistance systems and screens?