**Table 1** Example of quotes by feasibility dimension and conceptual component

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| Conceptual component | Feasibility dimension |
| **Acceptability** | **Demand** | **Implementation process** |
| **Gamification** | *Interviewer*: Did winning points or badges motivate you to play, answer quizzes or go to get the sex kit?*P02\_29yrs\_Group1*: Yes, in fact after I got the code from the clinic [referring to the VIP pass to get tested and pick up the kit], my points added up. I noticed that only I had more points [comparing to other participants]. And that really motivated me and I said “oh yes! I want to see if I can win.”*P03\_24yrs\_Group2:* I got tested for HIV and Syphilis. I knew that my result was not positive [referring to his status], but I decided to do it first because I was going to get points (laughing). And second because I get tested every six months because of personal interest (…). | *P10\_24yrs\_Group1*: I stopped playing it because I noticed that other people were not playing it. So there was not a real motivation anymore to win. The moment I went for the sex-kit and got the code I entered it, then I saw that nobody was even trying, and If they went for their sex-kit they didn’t enter the code, and it was like there was no feeling of competition. | *P09\_23yrs\_Group2*: I had a problem with some friends that I invited. Only three were able to register correctly (…) but I think it was because the platform had technical issues or something (…) in fact that’s the reason at the end I said -no, I won’t invite more friends- (…) because they are going to say -this doesn’t even work!- so that is why I just got my badges and that’s it.*P03\_ 24yrs\_Group2:* No quizzes were loaded, I played the game at least one or two hours and my points didn't change at all, so I got in contact desperately with the support team, and they told me “we are having trouble with the platform, we expect to solve it (...)” |
| **Information** | *P03\_ 24yrs\_Group2:* I loved it; I was really in love with that section [quizzes] because I said “damn! It's like the conversations I have with my friends” and all of the: “oh this happened to me and did you know what happens if this happens?” it was appealing (...) I also found the guys [pictures from the quizzes] very attractive, and I even said “damn! I wish my friends were that hot! And that they ask me those things” (laughing). So definitely it was my favorite section because even the answers let you understand, because in fact there were no wrong answers, and they were not rude, but it was like “oh I’ll look for it.” Or no, I definitely don’t know [one option to answer] and at the end, it gave you the answer. | *P02\_29yrs\_Group1*: (…) There were a lot of quizzes that in fact were very interesting and I liked them, so I even logged in at the office, and I did some quizzes and all that, so it was cool. | *P01\_22yrs\_Group1*: It was as if I was chatting with a friend, and he answered me! What I liked was that I chose the answer and immediately it gave me another solution [the final explanation], I liked it because if we don’t know what we should do, it gave us an explanation.*P04\_21yrs\_Group2*: I was only able to enter the quizzes section twice, after that they didn't update, or the information was slow to update. So I just said “oh, there is no point in doing this,” I got desperate, because it didn’t update and it was slow in giving you feedback, so I just said “Goodbye! Goodbye!” |
| **Linkage to prevention and testing services** | *Interviewer*: And what was your biggest motivation for going?*P09\_23yrs\_Group2:* To my friend, he found the muscular hostess attractive. And I said, “well I don’t like muscular hosts, but I'll go with you.”*Interviewer*: Would you have preferred another person? *P09\_23yrs\_Group2*: I would have preferred another person, maybe not a specific profile, but the hostess was not a determining factor for me to go. I was interested about the content of the kit; I was curious about that. | *P08\_22yrs\_Group2*: Yes, I saw the VIP-pass, in fact, I even told him [the friend that invited him to the platform] “there is a sex-kit, and I want it!” Because it was cool right? But I was at work, and I couldn’t leave. And then I think there were specific opening hours [referring to the clinic] and you had to schedule an appointment, and it was from Monday to Friday, so it was impossible for me to go and get the sex-kit. It was not possible because of my work, but yes, I liked it, and I got excited, and I said: "Oh I want it." | *Interviewer*: You didn’t get your points?*P09\_23yrs\_Group2*: Well, only the ones from the kit, that gave you 5,000 but the 20,000 for getting tested no, because we had just got tested four days ago. |
| **Game** | *P10\_24yrs\_Group1*: Suddenly there was a moment where I said playing three days in a row was like “oh no, I can’t play three days in a row.”Interviewer: Why? *P10\_24yrs\_Group1:* Because there was a moment in which the game was very repetitive, monotonous, like I know that I have to do this, I know I have to grab here and there, so you get to a point when it is tiring.*P09\_23yrs\_Group2*: Well I also liked the game, but at the end, it was a little bit boring (…). Yes, at the end it was even with three moves [referring to winning]. | *Interviewer*: What did you expect when it said “sex-game”, and you entered?*P10\_24yrs\_Group1*: It was not what I expected, it was not bad either, I mean yes, I liked it. Because first I noticed the character you could choose, the AVATAR, and then what he liked (…). And then you saw the others you can hook up with [referring to the other AVATARS], and you also saw what they liked, so then you noticed how to start the conversation, so it was like using something from real life in a game | *P03\_ 24yrs\_Group2*: You had to download an app for it to allow you to download another, so you had to have two. The second only allowed you to enter the game; it meant that to open all the other sections I had to do it through the browser; I mean there were three apps for a single game. It was uncomfortable to change between them. |