Supplementary file 4. Results from Delphi phase 2

No.	Question	% agreement	Level of agreement	Feedback theme	Action taken
1	The information is laid out in a coherent manner that supports clinical consultation	83	High agreement	Compatibility with multiple browsers Much more user-friendly Home return button on each page Lots of clicks to navigate Lots of scrolling	N/A
2	Using patient quotes is an engaging way to make the content clinically meaningful	85	High agreement	Helps as a prompt Use "physical activity" instead of "exercise"	N/A
3	Navigation of the resource is straightforward	77	Moderate agreement	Need to be able to return to the home page, or get back to the previous page Lots of clicks to navigate Add a back button	• 'Back' button • Reference to current disease area to be ever-present and work as a resource 'home' button • Upper level navigation to be added with drop down menus • 'How to use this resource' added •
4	The information pop-ups contain a satisfactory amount of educational information	82	High agreement	A lot to digest if new to physical activity as a healthcare professional Very helpful, makes pages a lot less overwhelming	N/A
5	The menu page makes it clear what to expect from the resource	77	Moderate agreement	Lots of scrolling on the page Covers everything, comprehensive	• Landing page of each disease resource changed with more direct instructions • To capitalise on navigation revisions, supporting elements added to the website including materials, campaign resources and other components such as an 'about us' page.
6	The 'no minutes consultation' page includes an appropriate amount of information	75	Moderate agreement	Still a lot to cover in "0" minutes "1 minute" seems a lot more reasonable	• "0 minutes" changed to "1-minute conversation"
7	Covering these objectives is achievable in a two-minute consultation	77	Moderate agreement	Covering in 2 minutes might not be achievable In 2 minutes would be superficial conversations	• "2 minutes" changed "5-minute conversation"

8	The subheadings of the more minutes consultation (Ask, Explore Benefits, Explore Concerns, Build Readiness, agree a Plan, Arrange Support) clearly signpost the content of each page	87	High agreement	Difficulty navigating back to the home page A lot of information, but this is helpful to tailor to the individual A good flow of information	See point 3
9	The 'physical activity calculator' is a useful screening tool for a brief intervention in physical activity	78	Moderate agreement	Not easy to input information for every patient's needs Great visual	
10	The summary evidence statements and referencing are useful and appropriate	83	High agreement	Some icons not appropriate	Changed icons for certain text boxes
11	This information in 'explore concerns' is presented in a clinically meaningful way	85	High agreement	Very good section	N/A
12	This is a logical sequence to support individualised physical activity prescription	87	High agreement	Appropriateness of terminology e.g. "play" - would leisure time be better?	N/A
13	Key organisations are appropriately signposted to help arrange further support	77	Moderate agreement	Good to have locally based referral schemes Hyperlinks instead of URLs	
14	Do you have any further recommendations/comments for the patient information section?	Freetext response		Different colours for different diseases	• Patient action planning, goal setting and stepping workbooks added to information for patients
15	The general 'look and feel' of the designed pages make the resource:				
	a) credible	83	High agreement	Some icons not appropriate More quotes	Change certain icons to be more appropriate
	b) distinctive	81	High agreement	-	N/A
	c) inclusive	59	Low agreement	Some uncertainty who the website was targeted for by the images	Change stock images to match diseases/purpose of website more appropriately
	d) energetic	81	High agreement	Really like the graphics and pictures	N/A
16	The design helps discriminate between different types of information, for example core content and patient quotes	82	High agreement	-	Increase colour variety added to resources and greater contrast to patient information leaflets
17	The design helps prioritise information	82	High agreement	Navigation still a bit complicated	See point 3

Supplemental material

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As with phase 1, free text feedback was very influential in refining the tool. It also helped to illustrate why some domains had scored moderate or low agreement.

Fundamental changes, including resolution of cases low to moderate agreement, following phase 2 were as follows:

- Rethink of navigation of the site to include:
  - o 'Back' button
  - o Reference to current disease area to be ever-present and work as a resource 'home' button
  - o Upper level navigation to be added with drop down menus
- To capitalise on navigation revisions, supporting elements added to the website including materials, campaign resources and other components such as an 'about us' page.
- Conversation components re-written to improve the flow between the 'envelope' of the conversation common content and the 'stuffing' of the page details
- Landing page of each disease resource changed with more direct instructions
- 'How to use this resource' added
- "0 minutes" changed to "1-minute conversation"
- "2 minutes" changed "5-minute conversation"
- Increase colour variety added to resources and greater contrast to patient information leaflets
- Patient action planning, goal setting and stepping workbooks added to information for patients
- Site review and standardisation by external scientific editor