

S3 Appendix: *A Priori* Coding Tree

Behavioral	Reactions or actions made in response to program stimuli, with an interest to learn more about offline engagement
Affective	Relating to feelings, attitudes and moods (positive or negative)
Cognitive	Process of acquiring knowledge and understanding, making decisions and producing responses
Intervention features, content, mode of delivery	Exploring intervention features: eg, what is it about 'X' that was so appealing? Impacted intentions, etc?
Behavior changes	Most common behavior changes/ patterns for participants

Exploring engagement with a web-based dietary intervention for adults with type 2 diabetes: a mixed methods evaluation of the T2Diet study

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