

1 Supplementary Table 1: Platform development method

	List-Repeating	List-Matched	List-Category	Meal
Please can you buy the following items:	<ul style="list-style-type: none"> • A loaf of bread (approx. 800g loaf) • Soup for a light evening meal • A packet of ready-to-eat meat or fish, or a packet of cheese • 1 pack of sweet biscuits 	<ul style="list-style-type: none"> • <i>A large bag/ A multipack of 6 small bags</i> of crisps for sharing. • <i>Frozen/Chilled</i> dairy dessert for 6 people • Meat or fish <i>for cooking on a barbecue/ a roast lunch</i> (approx. 500g) • Non-alcoholic drinks for <i>on-the-go/ a meal</i> 	<ul style="list-style-type: none"> • A side dish to have with a main meal • A snack to have between meals • A sandwich filling 	Using the website, please choose all the food and drink you would need for a regular weekday main meal for a family of 4 (2 adults and 2 older teenagers). You don't need to buy any items that you might need for preparing the food like oil, salt or pepper.
Budget:	£7	£8	£6	£10

2