

Multimedia Appendix 2: Example feedback from end-users and the Expert Advisory Group about the beta-version of Cracks in the Ice.

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Source	Example feedback
Community	<i>"It's informative and interactive and easy to find information."</i>
Community	<i>"It's easy to navigate for people who could be distressed and rushing to help a friend or family member."</i>
Community	<i>"I like the images as they are relevant and portray that the website is for anyone to use. I also like that they aren't stereotypical."</i>
Community	<i>"I like 'Starting the Conversation' as this is one of the hardest parts of dealing with an ice user. It is well set out and understandable."</i>
Community	<i>"The variety of different sources people can access for help is great."</i>
Expert	<i>"It is very static. Perhaps as part of future development we could add some movement eg, rotating images."</i>
Expert	<i>"Friendly, inclusive, simple to navigate."</i>
Expert	<i>"I think a glossary of unfamiliar terms would be useful."</i>

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