

Additional file 1. Overview of content analysis on codes, subcategories and categories.

Code	Subcategory	Category
- Adapted PA	Movies and pictures	INFORMATION AND INSTRUCTIONS
- Exercises and equipment		
- A typical person with RA or a brisk healthy person		
- Personal, inspiring stories		
- Ask a physical therapist or a physician	Advice	
- Training styles and trends	News on exercises in general	
- Medication and potential side-effects	Medication	
- Web-links to organizations and fitness-centers	Survey available resources	
- Information from peers		
- Web-links to PA web-sites		

Note: PA=Physical activity, RA=Rheumatoid arthritis, FGI=Focus group Interview, (number)=the participant

Additional file 1 cont.

Code	Subcategory	Category	
- Monitor performance and progression	Planning and monitoring	SELF-REGULATION TOOLS	
- Electronic exercise diary			
- Diagrams on performed PA			
- A web-based contract			
- Written instructions or a movie	Performance tests		
- Personalized	Rewards		
- Learn how			
- Collect small tokens			
- Special visual or audio effects			
- Collect pieces of a jigsaw puzzle			
- A raffle			
- On computer or mobile phone	Cues for action		
- Chat groups	Share experiences and ideas		SOCIAL INTERACTION
- Tips on good exercises			
- Find exercise facilities and groups			
- Handle side-effects of medication			
- Find exercise peers	Contact with peers		
- Form exercise groups			
- Advertise and schedule planned exercises			
- A notice board to borrow a dog		Dog agency	

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Additional file 1 cont.

Code	Subcategory	Category
- Information or interaction	Flexible in use	PERSONALIZED SET-UPS
- Personal- web-profile		
- Music play-lists		
- Links to Google calendar or Facebook	Links to applications	
- A smart-phone application		
- No pointers or boring articles	Enjoyable and inviting	ATTRACTIVE DESIGN AND CONTENT
- Bright colors and pictures		
- Display surprises		
- Advertisements	Information	
- Information brochures		
- Primary health care or hospital staff	Personal introduction	
- Postoperative rehabilitation		
- At time of diagnosis		
- Sign up on the first page of the web-site		

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