

**Supplementary Material 4: Screenshot of simple eczema assessment and subsequent feedback on which of the core treatment modules (emollients or topical corticosteroids) would be most relevant depending on whether they were currently experiencing an eczema flare-up**

The screenshot shows the 'Eczema Care Online Self-help toolkit' interface. At the top, there is a blue header with the logo and text 'Eczema Care Online Self-help toolkit'. Below this is a navigation bar with 'Introduction' and 'Getting control and keeping control of eczema'. A 'Back' button is visible. The main content area is titled 'Answer these questions for suggestions on where to go next...' and includes a sub-header 'At the moment:'. There are four questions, each with 'Yes' and 'No' radio button options:

1. Is your eczema itchy? Yes  No
2. Do you have patches of dry skin? Yes  No
3. Is your eczema sore? Yes  No
4. Is your eczema redder or darker than usual? Yes  No

At the bottom of the form, there are two buttons: 'Menu' and 'Get suggestions!'. A 'Back' button is also present in the bottom left corner.

The screenshot shows the feedback page of the 'Eczema Care Online Self-help toolkit'. At the top, there is a blue header with the logo and text 'Eczema Care Online Self-help toolkit'. Below this is a navigation bar with 'Introduction' and 'Getting control and keeping control of eczema'. A 'Back' button is visible. The main content area is titled 'What should I do now?' and includes the following text:

You have told us that your eczema is redder or darker than usual, and sore. For most people, this means they are having an eczema flare-up.

**You might want to have a look at the section on 'flare control creams'.** It would be good to look at this section first to find out what you can do to get control of your eczema. **You could then have a look at the section on 'moisturising creams'.** This section will help you keep control of your eczema in the long-term.

**You will find the most up-to-date information about how best to use flare control creams and moisturising creams in these sections.** Many people who have been dealing with eczema for many years told us that they still found out new things in these sections!

Or click on 'menu' to go straight to the menu of different topics.

At the bottom of the page, there are three buttons: 'Back', 'Menu', and 'Go to 'flare control creams''.