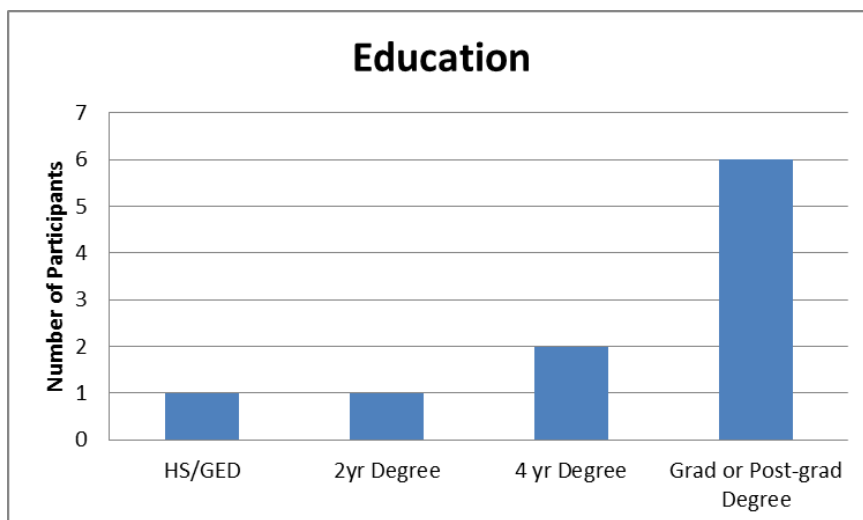
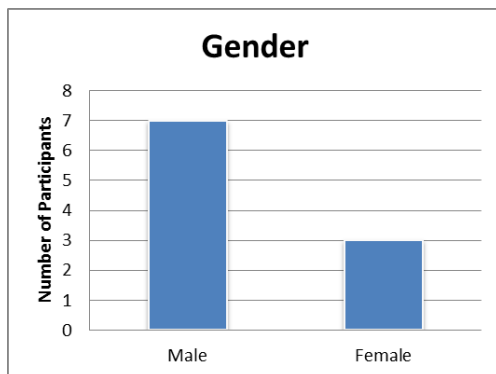
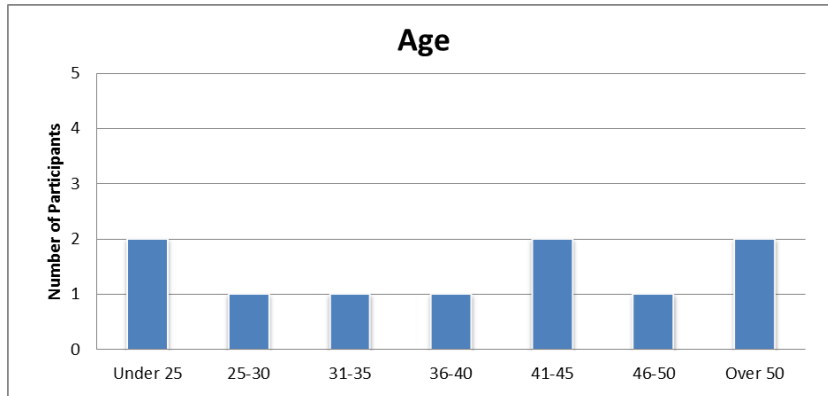


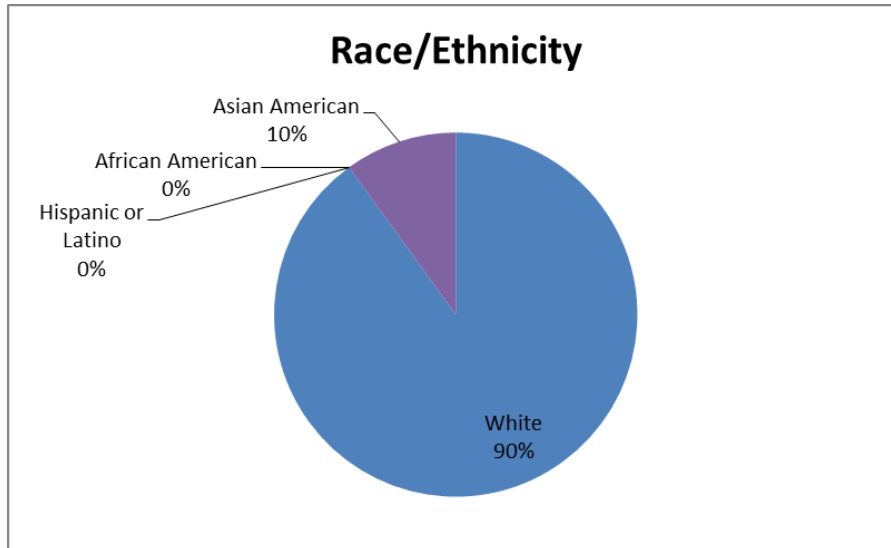
## ADS-BPA 18F Initial User Research Findings

### Methodology

#### *Users*

A total of 10 users that consisted of clinicians and the general public, participated in the event. Specific demographics are shown below.





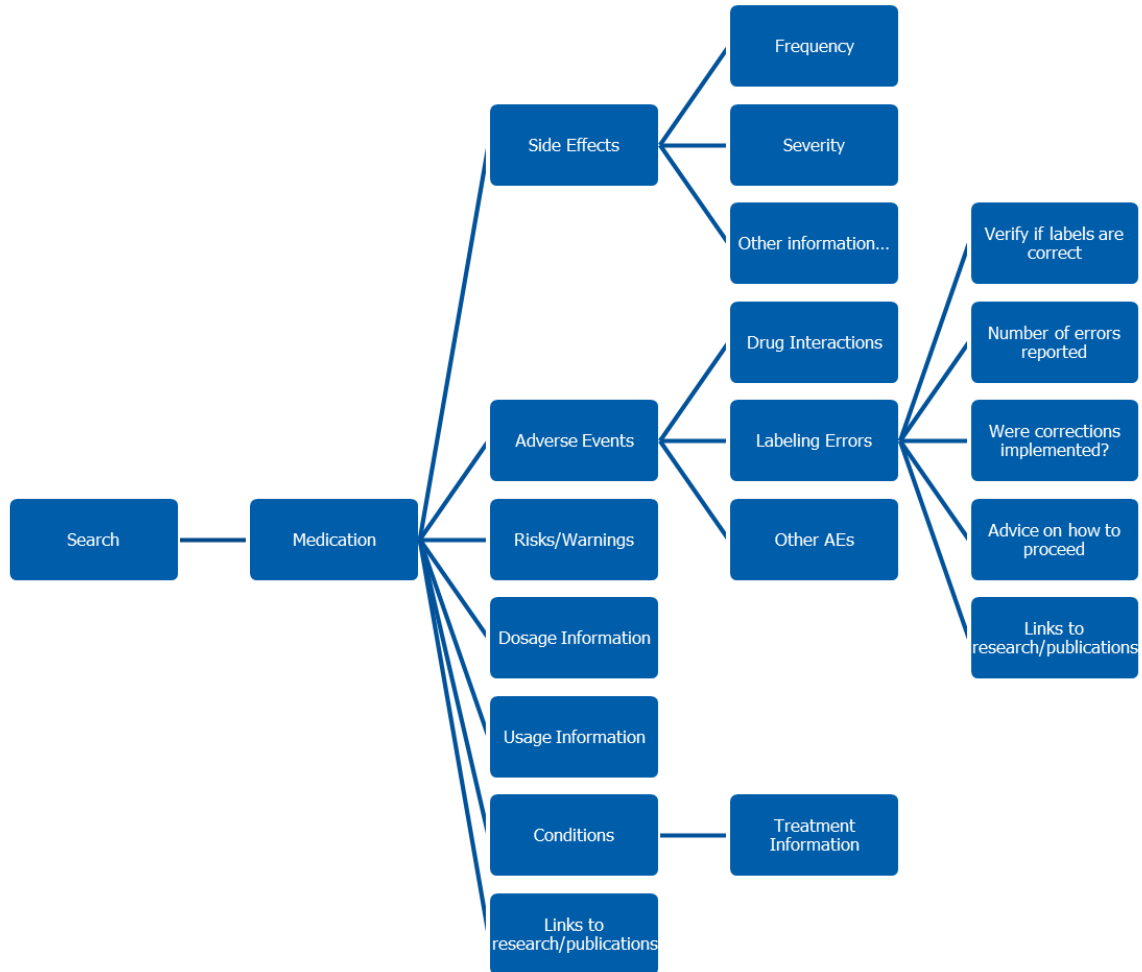
## Task Analysis

Walk me through your experience with the website.	<p>Drug interactions - Asks user the type of drug. There are often multiple types of a particular drug, you pick that one and see if it interacts with another drug (user given a prompt to enter the 2nd drug). Then you can add to that and it gives information below that as to what it would do to you.</p> <p>Conditions - High-level overview of a medical condition then offers navigation options from there.</p> <p>Drug - starts with biochemistry information first (user did not find this helpful)</p> <p>All - starts with search bar is most common navigational structure.</p>
What specific information were you most interested in finding about?	<p>Side effects (6)</p> <p>Drug interactions with other drugs and substances (5)</p> <p>Side effect statistical risk (3)</p> <p>Used Google</p> <p>Used WebMD</p> <p>Frequency of side effects</p> <p>Condition information</p> <p>Treatment information</p> <p>Warnings</p> <p>Adverse event information</p> <p>Dosage information</p>

	<p>Usage information</p> <p>60% of users cited side effects as being information they were most interested in</p>
What kinds of information do you expect to find when searching the FDA site on pharmaceutical recalls?	Users want to know what it did, who it did it to, how many, did it happen every single time, when and where, what types of drug, lot numbers, what do you do if you consumed it - do you go to hospital, or call someone. Most common response was how recent the recall took place.
What kinds of information do you expect to find when searching the FDA site on pharmaceutical adverse events?	Adverse event information sought includes: side effects that present a danger to long term health, side effects that affect current disposition (drowsiness, nausea, dizziness, pain, discomfort), percentage of reported problems and numbers of people taking it (is it a significant finding), severity of AEs - associated risks, what they are supposed to do in the event they are experience an adverse symptom.
What kinds of information do you expect to find when searching the FDA site on pharmaceutical <i>labelling errors</i> ?	Labelling information sought includes: see if labels are correct, list and number of errors reported, research/articles if there are trends, if corrections were implemented, advice on how to proceed.

## Task Flow

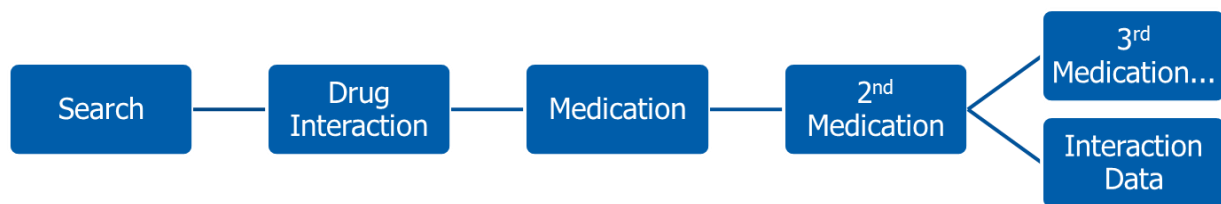
### By Medication



### By Condition



## By Interaction



## By Recalls

