

Focus Group

A group discussion with six users was conducted with questions provided by a moderator. Questions focused on validating our information architecture, prioritizing the display of available data, the visibility of alerts, and how effectively they could distinguish and compare medications. Mobile and tablet designs were also shown, to inform design improvements for release two.

Suggested Changes:

In the Listing page, put the name of the drug inside the tabbed window for a better visual association.

Maybe de-emphasize the “No Recalls” icon a little more.

Rearrange the Interactions table to emphasize that the drugs listed interact with the top-level drug that whose information is being displayed. In the example, make it clear the drugs interact with Tylenol.

In mobile, reposition the “Recall” bar in the Results page so it is not on the side, where it can be obscured by a hand holding the phone. Perhaps add a stroke around the box for visibility.

General Points:

In the Search Results, the name of the medication could be slightly more emphasized.

Some users did not seem to find the count of Search Results useful.

Perhaps try the Results icons on the left side of the baseball card.

Consider rewording “At Risk Groups.”

For Release 2:

List Recalls by number of people affected.

Show interactions only of the specific drugs I care about. Ability to pick another drug to show comparisons to another selection.

In the Recalls page, display the scale of recalls (I, II, III, Market) so users are able to put the recall level into context.

Display contact information.

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