

General Consumer Scenario

Emma Jones began her career as an assistant sales clerk at the Macy's Department Store. Emma also manages her high blood pressure, a frequently symptomless condition commonly known as "the silent killer". She takes three medications a day, watches her sodium intake and exercises regularly.

Her busy days on the sales floor are always teeming with people - and their germs. Today, Emma fears she may have caught a cold from one of her customers.

During lunch she runs to the pharmacy to pick up a decongestant but remembers that some may interact negatively with her high blood pressure prescription. Smartphone in hand, Emma scans the web and finds Medicine Explorer which provides tools to help Emma determine which over-the-counter medication would be safe for her to take. Emma starts on the home page of the website searches for her blood pressure medication. She navigates to the drug interaction information, and scans the data for interaction with the over the counter cold medication in front of her. Emma is then presented with the information she needs to make an informed decision. In addition to drug interaction information, Emma is also interested in seeing the potential side effects of the medications she has selected.

After reading through all the information Emma determines that the over-the-counter medication she selected shouldn't cause any severe interactions with her other three medications for her high blood pressure.