**Round Two User Testing Notes** :: 6-20-15

**Method** Paper prototype testing

**Recruitment** Open request on Poolesville town Facebook page; aim to reach socio-economic cross section (estimated 50% of adult population of town is member of the town FB)

**Tests**

1) Is/Are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a side effect of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

Tested to confirm if overall Madlibs idea is good

2) Which Madlibs would be useful?

3) Additional observations and ideas

**Participants**

Kincaide – 30-39, mother of 1, home-maker, former secretary

Joanna – 30-39, mother of 3, market researcher

Mari – 30-39, mother of 5, elementary school teacher

**Setting**

Coffee shop

**RESULTS**

*Impressions and ideas concerning example madlibs*

* Let’s say I want to do a small inquiry. Based on what you’ve needed in the past, condition, symptom, medicine. [Mental model]
* I read the whole bottle (label), so wouldn’t probably use it (the madlib). But if I threw it (drug insert) away, then I would.
* I think this would be helpful. Reminds me of WebMD or Mayo Clinic. However, they give you 100 reasons why (symptom with result of causes). This is more narrow.
* Likes “I’m taking <medicine> can I also take <medicine>”
* I think this is a really good idea. Natural question you have. When you put anything in your mouth – erk! Do you have control? Make choices, weigh options.
* When Google, comes from drugs.com or manufacturer, which eventually leads to full drug facts. Have to pore through that.
  + I just want a yes or no answer, with limited information.
  + I don’t want to look at molecule diagrams.
  + Or, if in a crisis – for instance excessive vomiting – I want help deciding whether to go to the ER, or if my fears can be eased
* Want to know about multiple medicines.
  + Simple, but also advanced.
  + Ability to simply add an “and”
  + Would be interested in statistics on how a medicine is known to help
* Supplements – does FDA have info
* Want to question about OTCs for kids
* Other parameters
  + Age can matter for kid or adults.
  + Weight
* Conditions
  + Diabetes
  + Pregnancy
  + Nursing
* What’s the name of it? Eg “decongestant” versus a specific compound
* Need to be able to be specific.
* Dropdown or pick list
* Like idea of autofill
* It’s reassuring the info comes from the FDA
  + Don’t know validity of other sites
* Question: can Mayo Clinic data be overlaid?
* There would be big interest in this. Doctors don’t know until they’ve seen it in many patients
* Would doctors could point patients to this tool, put this on website, for basic things?
* Would be useful for non-critical conditions
* Which is better?
  + I’m about to take <medicine>. What should I know? – less good
  + I have <condition>. What generic <medicine> can I take? – more good
* Would be nice to have a database of medicines, as new things come available
* Other data would be good too – natural, exercise, etc. Question: Who has this data?
* Question: Does Agriculture have nutrition information that would be helpful?

*Build your own*

* Quiz
* Like idea of build your own sentence
  + The boxes need to be clear
  + No crap around the edges (decorations)
  + Not too much visual stuff, clean site
* Need a “show me how” tutor, simple visual animation, no talking, to show how to build a madlib

*Personalization*

* One time user? Or ongoing relationship? (what do you want?)
* Not advice, but updates, warnings. E.g. recalls – Viox for heart conseuence. I took it in the past, (is it now known to be dangerous)?
* Remember what you searched for in the past
* Report to FDA

*Madlib thoughts*

* Like the “and”
* Challenge is getting (a short) <answer>, not just massive text. Want to see some concerns (top things you should know?)
* Healthy living uses. “How can I stay healthy with good energy for a long time?” e.g. “What foods are known to trigger migraines?”
* The value added is the ability to build your own sentence. Tailored to my needs. Not just pharmaceutical boilerplate.
* Your goal is to be clearer, more trustworthy, than Google (results on the search terms)

*Madlib ideas*

<side effect> <medicine>

Is/Are <anger> a side effect of <Prednisone>

Is/Are <swelling> a side effect of <Advil>

<medicine> <medicine>

I’m taking <Topiramate> can I also take <decongestant>

I’m taking <Topiramate> and <Prednisone> can I also take <decongestant>

<age> <medicine> <medicine>

My child, age <6> is taking <multi-vitamin> can he/she also take <decongestant>

<condition> <medicine> (implying, is there a side effect)

I have/Am <diabetes> can I take <Triaminic>

I have/Am <migraine> will <Topiramate> cause <glaucoma>

<condition> <medicine> (implying, is this medicine indicated for this condition)

I have/Am <overweight> is/are <medicine> effective for this?

<medicine> <time> <alert from FDA>

I took <hormone replacement> <x> years ago. Are there any <warnings>?

I took <Viox> <x> years ago. Has there been a <recall>?

<medicine> <side effect>

I’m about to take <medicine>. What are the side effects? (What should I know?)

<condition> <modifer> <medicine>

I have <condition>. What <generic> <medicine> can I take?

***TERMS USED BY PARTICIPANTS***

**Side Effect**

Suicide

Death

Vomiting

Dry mouth

Anger

Migraine

Insomnia

Weight gain or Overweight

Heart consequences

Poor night vision

Acid reflux

Swelling

**Medicine**

Prednisone

Topiramate

Multi-vitamin

Decongestant (vs specific compound?)

Triaminic

Viox

Hormone replacement

Advil

**Condition**

Diabetes

Pregnancy

Nursing

Glaucoma

**Modifiers**

Age (number)

Weight (overweight/underweight)

**Round One User Testing Notes** :: 6-18-15

**Method** Paper prototype testing

**Recruitment** Guerilla approach to potential respondents in building

**Tests**

A

I just used \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ now I have \_\_\_\_\_\_\_\_\_\_\_\_-

B

Are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a side effect of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

Test #1 - Billy

Shown B Page

Need autofill, was unsure how to spell medicine

Does not care how many people have side effect

See more:

Expect to see: Information that is about the meds & effect

Most important information to user is the severity and information that helps him

"***What should you do***" should be at top of page

Not interested in stats, but okay okay at bottom of page.

Would you report:

Would not report where the meds are too personal. Would not report anything more than aspirin

User did not understand what the app was for when/if there were no side effects

Does not mind sharing demographic information

Preferred Page B

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Test #2 TRISH

Shown B Page

Weight gain

Birth control

Not interested in DATA

Does not mind clicking for more information

She would continue weeding

More interested in what should you do?

She is looking for blog-like comments. Wants to know what others think.

She cares more about how many people have looked up the same conditions, than the number of people who have reported the problem.

If there was no correlation then she would like to then cross check another medicine.

Would she use this site: Would google 1st, only use it if it was top of google results

Do you find value? Yes

Preferred Page B

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Test #3 TAI

Did not understand what the blanks meant. Needed help/context

When the results displayed, she expected, YES,

Most useful:

1. What should I do?
2. Severity chart

If easy instructions, then would not report.

Would not report because she thought it would be a long form.

(may have been confused because didn't understand it was a button)

Preferred Page B

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Test #4 JODIE

Are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ - the "are" confused her.

Doesn't care 27 people reported the same symptoms.

Just wants to know what to do next

If no one else had that result, would want to report

If no correlation, would like the system to ask her if she is taking other meds.

Preferred Page B