

OBSERVATION CAPTURE CELL	THEME	TYPE	KEY INSIGHT (Y/N)	NAME
Hospital would send out emails when new stuff came out - send alerts not to re-use insulin pens, the manufacturers didn't realize that when retract needle, blood could come out in pens	Alert Medical Professionals to Change		Y	Christian
Lots of emails with bright red lettering.	Alert Medical Professionals to Change		Y	Christian
WebMD will tell you you have cancer - I don't really go on WebMD	Avoid WebMD	Attitude	YY	Christian
"I steer clear of Web MD and related sites because it tells you the worst possible scenario and encourages self-diagnoses. It's too vague."	Avoid WebMD		YY	Michelle
One-stop shop sounds overwhelming	Break Up Information	UX Theme	Y	Linsdey
But not user friendly - doesn't break down the different topics and make it easy to follow	Break Up Information	UX Theme	Y	Christian
Click on subtopics: Dosage, Interaction, Side effect, Counter - indications - lowers blood pressure to lower chest pain	Break Up Information	UX Theme	Y	Christian
Nobody likes scrolling down pages that they are looking for.	Break Up Information	UX Theme	YY	Christian
She wants the information to be more digestible and easier to understand.	Break Up Information	UX Theme	Y	Jane
More immediate feedback of adverse events to the FDA which is a problem they face.	Business Needs	New Idea		Stacy
Heading towards transparency in healthcare and healthcare information. Great way to re-paint the consumer's perception of FDA.	Business Transparency	Business Needs		Linsdey
What are the big needs: Transparency, inaccessibility, hard for parents and consumer groups to find the right information.	Business Transparency	User Need	Y	Linsdey
I usually want to know how drugs work in your body—what they do. What's the difference between an SSRI vs another type of antidepressant, for example, in terms of how it works in the body and in which body parts it works.	Compare Drugs	User Need	Y	
So much of the data we get is in codes that no one understands. What gets returned needs to be understandable.	Data is Understandable	UX Theme	Y	Linsdey
If this is a state that just says how many times that code got triggered. That's not helpful.	Data is Understandable	UX Theme		Linsdey
If I'm trying to ask about something personal, then meet me where I am. Don't make me look up codes.	Data is Understandable	UX Theme		Linsdey
She wants the information to be more digestible and easier to understand.	Data is Understandable	UX Theme	Y	Jane
Avoid super scientific articles—don't understand them and don't want to wade through.	Data is Understandable	UX Theme	Y	Sandy
Doctor never told her that depression was a side effect of birth control.	Doctors Don't Educate Enough			
Teaching part doesn't always happen with 'take it with food' or 'don't take it with food'	Doctors Don't Educate Enough	User Attitude	Y	Kristin
I feel like doctors don't offer up this information when they prescribe it. They fully expect you to do your own research.	Doctors Don't Educate Enough	User Attitude	YY	Rachel
Food recalls- how do I know if that's in my house? That geotargeting thing sounds great.	Does this Food Recall Affect Me?	New Idea	YY	Kristin

In the Blue Bell incident, news said it was some cold-loving bacteria in the machines. Sandy is responsible for facilities and wondered about the ice machine. Could it be a problem? Do we need to clean it?	Does this Food Recall Affect Me?	User Need	Y	Charlotte
What to know what are the conditions to create that problem (in other things). Mold in crevices? They notice mold in ice machine. Is this a problem?	Does this Food Recall Affect Me?	User Need	Y	Charlotte
Sandy randomly read a Yahoo food story about the Sabra hummus recall in California. She and her friends had just returned from a camping trip in which they were eating it all week. Sandy tried to find if the food from a particular	Does this Food Recall Affect Me?	User Need		Sandy
emotionally that would be helpful for me in the way that yelp reviews are helpful. It's cool but I wouldn't necessarily trust it.	Don't Trust Joe Shmoe	Social Idea	Y	Kristin
Doesn't go on forums or blogs because people are bad information. Regular Joe Shmoe's.	Don't Trust Joe Shmoe	Social Idea	Y	Christian
.orgs are very reliable - base on medical research and clinical studies	Don't Trust Joe Shmoe			Christian
The more specific information you give, the more you invest in its answers.	Don't Want to Diagnose Online		Y	Christian
When you talk to any doctors, but if use internet to diagnose themselves but that's only something the doctor should do.	Don't Want to Diagnose Online		Y	Christian
What happens if you miss doses? Withdrawal. Also, how long it takes to work or start working.	Dosage Information	User Need	Y	Rachel
Most often reason I use the website I use it for dosing.	Dosing Information Important for Doctors	Design Driver	Y	Meredith
From pharmacist, she gets long printouts that she doesn't read.	Drug printouts aren't read	User Behavior	Y	Jane
Contextual education around - other ways to prevent acquisition of HPV	Education about Proper Administration	User Need	Y	Kristin
I can imagine as a parent, I would have someplace to go, here is some more information about it from the FDA	Education about Proper Administration	User Need	Y	Kristin
how long do I need to take it, how do I take it	Education about Proper Administration	User Need		Sandy
Study that is ongoing - it hasn't been clinically approved but there isn't that much data, that would be useful for me.	Expose Emerging but not Official FDA Trends		Y	Meredith
Google just came out with a calorie thing - you put in information and pull up fast food counts.	Fast Facts		YY	Kristin
Someone send a text that says, 'hey I took this and this happened'	Feed Data to OpenFDA	New Idea	Y	Stacy
If there is a new outbreak, a mechanism for people to sent in new information for government to get information in addition to what they already have.	Feed Data to OpenFDA	New Idea		Stacy
Part of the approval process (clinical trials) the symptoms are reported should be electronic.	Feed Data to OpenFDA	New Idea		Stacy
I wouldn't want patients to input data themselves. Would want scripted guidelines for how side effects decided	Feed Data to OpenFDA		Y	Meredith
I would also want to sign up for alerts. There is an outbreak of salmonella!!	Food Recall Alerts	New Idea	Y	Kristin
It would be nice to know if there was a recall bulletin and the website knew your zipcode and here is all the recalls in your zipcode or that would give you alerts for food recalls in your area.	Food Recall Alerts	New Idea	Y	Christian
Jane randomly sees in-store notices and news about food recalls. Wants more. "Is there a way to push the information to you?"	Food Recall Alerts	New Idea		Jane
Costco sometimes tells about her.	Food Recall Source	User Behavior	Y	Jane

Google search	Google, WebMD, .org	Search Method	Y	Kristin
Spend a lot of time on Mayo or WebMD	Google, WebMD, .org	Search Method	Y	Kristin
General search strategy is to type into google	Google, WebMD, .org			Meredith
Jane googles for the information by chemical name and brand name. Googling the brand name takes you to brand website.	Google, WebMD, .org			Jane
All searches start with Google	Google, WebMD, .org			Jane
Sandy googles the medicine name to see:	Google, WebMD, .org			Sandy
9 out of 10 items it seems, she's directed to WebMD	Google, WebMD, .org			Sandy
Sandy diagnoses on Internet using Google.	Google, WebMD, .org			Sandy
When I have had side effects, I've googled.	Google, WebMD, .org			Sandy
Maybe if it comes up in google search. I don't pay that much attention to the source. I am not the kind of person that thinks about that kind of stuff	Google, WebMD, .org	User Behavior		Sandy
When I've had over the counter drugs and issues with those, I would typically google.	Google, WebMD, .org			Sandy
Researched illnesses: researched MS. Googled it at first. Found MS society and other reputable sources.	Google, WebMD, .org			Michelle
Usually I google side effects of medication and then convince myself that I have them all.	Google, WebMD, .org			Rachel
NPR story website open source doctor website. Doctors can put in their patient symptoms. 'I'm stumped by this, can you help me?'	Help Doctors with Obscure Cases			Kristin
Rare instance are side effects of what you're doing. But every once in a while I get it, and we'll talk about the more common ones.	Help Doctors with Obscure Cases			Meredith
I am also interested in knowing how long drugs have been on the market. I tend to trust those that have been around a long time. I might read an actual medical study on newer drugs.	How Long Drug on Market	User Need	Y	Rachel
Jane was having shoulder pain. Her doctor recommended a certain pain reliever (Alieve). After taking it, she felt another problem.	Identify Side Effects		YY	Jane
She googled "Alieve nausea" or "Alieve side effects" and found that it has some side effects.	Identify Side Effects		YY	Jane
Burned - tried all internet searches and nothing was helpful or worked	Internet Search Unhelpful	Search Answer Problem		Kristin
Is there a generic one available?	Is there a Generic?	User Need		
Lookup medicine and compare to generic	Is there a Generic?	User Need	Y	Jane
Jane takes a medicine regularly and wants cheapest version	Is there a Generic?	User Need	Y	Jane
Target supplied the medicine cheaply, but then stopped carrying it. Jane wonders about another source, perhaps a generic alternative. Are they the same?	Is there a Generic?	User Need	Y	Jane
? is there a generic?	Is there a Generic?	User Need		Sandy

Jane's husband has cancer and is in chemo. She got a folder with information about the 2 drugs. But it's too complex.	Managing Multiple Drugs is Confusing	User Need	Y	Jane
Side effects - do these often change? Maybe if it was something really rare. Patient is having this symptom and is it related to this medication?	Medical Use			Meredith
Jane might like notifications about medicines she regularly takes.	Medication Notifications	New Idea	Y	Jane
I use whatever comes up that looks legitimate—webmd always comes up, but I also look at message boards related to my ailment.	Message Boards	User Behavior		Sandy
People in the naturopathic communities are just as data driven and this kind of information who don't have access to this information now.	Naturopathic Medicine	User Types		Linsdey
It would be useful if it returned correct results in Search but not helpful if it doesn't	Needs Accuracy	Personalized Search Idea		Christian
Over the counter drugs Kaiser has phone nurses who you call and they tell you what to do.	On-Call Nurses	Search Answer Problem	Y	Kristin
Dispatch person - determines if it is an emergency - dispatcher sends to a phone nurse	On-Call Nurses	Search Answer Problem	Y	Kristin
Immediate suggestions or advice on sprained ankle	On-Call Nurses	Search Answer Problem		Kristin
What drugs to take	On-Call Nurses	Search Answer Problem		Kristin
Patient advocacy groups - organize consumers parents of kids who have diabetes, allergies - transparent data for those who don't always sit in the middle of traditional medicine.	Patient Advocacy Groups	User Types		Linsdey
Tension between government and advocacy groups. Gearing it to the public rather than gearing it towards advocacy groups.	Patient Advocacy Groups	User Types		Stacy
Centralized info comes through pharmacist they will say 'oh we can no longer use this.'	Pharmacists Control Info		Y	Meredith
They don't remember the condition. Just medicine. They read the label to Sandy. Sandy wonders "What condition do they actual have?"	Remote Care for Prescriptions	User Need	Y	Sandy
I look up name of drug and side effects as key words.	Search Drug AND Side Effect	Design Driver	YY	Sandy
A brand name search takes up to brand website	Search Drug Name	User Behavior		Jane
Communities out there that have the right to facilitate social WebMD, patientslikeme	Search Method	Comparative Sites		Linsdey
Google - a lot of .orgs out there	Search Method			Christian
Drowsiness will show up in blue because almost every single one will make you drowsy	Side Effects by Commonality	Design Driver		Christian
List of side effects - common ones, less common ones	Side Effects by Commonality	Design Driver		Meredith
If they are alisting 20 different side effects, if there is one that is more common 20% of patients. Common - put in blue. Serious - in red	Side Effects by Seriousness	Design Driver	Y	Christian
Lithium is easy to overdose on it. Stomach ache is in red soyou know you need to titrate down.	Side Effects by Seriousness	Design Driver		Christian
They would balk at a chat room, which would just turn into people who are actively trying to attack the program.	Social Not Trusted	User Attitude	Y	Stacy
Take notes in a notebook. I'm really bad about explaining why I'm there. I have hip pain in these scenarios. Design an app where I note it down immediately.	Take Notes About Symptoms to Remember	User Behavior	Y	Kristin

Ask doctor for a recommendation - what would you recommend. I want the generic one.	Trust Medical Professionals	User Attitude		Kristin
Kaiser database on every medical everything - send you packets	Trust Medical Professionals	User Attitude		Kristin
If it was all filtered through medical professionals comments reviews but if it's like Joe shmo I don't care about hearing from other people.	Trust Medical Professionals	Social Idea	Y	Kristin
I trust doctors more than I trust random people.	Trust Medical Professionals	Social Idea	Y	Kristin
"I don't do my own research often; I tend to trust my doctor"	Trust Medical Professionals	User Attitude	YY	Sandy
For prescription meds, I have had a psychiatric side effect—panic attack, sweating. Both times I tried it I had to take it at the doctor's office and had those issues while at the doctor. I also received a sample to try and had a	Trust Medical Professionals	User Attitude		Sandy
I either call the doctor or stop taking them completely if I'm concerned. I do the latter for over the counter meds mostly	Trust Medical Professionals			
I do generally trust the FDA.	Trust the FDA		Y	Kristin
. I do tend to click on WebMD articles first because they seem more trusted.	Trust WebMD	User Attitude		Rachel
Charlotte's mother had ALS condition and went to specialist who stopped a couple medicines and changed her to another.	Understand Multiple Drugs	User Need		Charlotte
. I don't really have to worry about mixing drugs because I only take one drug now, but I have in the past and I've found issues that doctors did not inform me of when I've googled and came across some information.	Understand Multiple Drugs	User Need	Y	
I don't do enough research about medication interactions. I tend to trust my doc to tell me, but I probably shouldn't.	Understand Multiple Drugs	User Need		Rachel
Active research, recent results.	Up-To-Date Information	User Need	Y	Meredith
Here is the resource we use for drugs doesn't get updated with the most recent information.	Up-To-Date Information	User Need	Y	Meredith
Public	User Types			Stacy
Providers	User Types			Stacy
Researchers	User Types			Stacy
Contractors working with FDA	User Types			Stacy
Lawyers	User Types			Stacy
Advocacy Groups	User Types			Stacy
Students analyzing data for theses	User Types			Stacy
Color coding information while you read it makes it easier to read.	Visual Cues For Readability	UX Theme		Christian
Charts and graphs would be a nice addition.	Visualize Where Possible	UX Theme	Y	Stacy

Our water smells like buttery popcorn. I might be dying from acid water right now. How am I supposed to figure it out? Why does no one else seem to be complaining about this? Is everyone having it or is it just me? The east bay water tasted like shit. Everyone was like 'what's going on with our water.'	What are Others Like Me Doing?	Geolocated Idea	Y	Kristin
She also wonders if this is a typical treatment?	What are Others Like Me Doing?	User Attitude		Jane
3) side-effects	What are the Drug's Side Effects?	User Need	Y	Sandy
What are the normal side effects, I read the pamphlet that came with it. Focused on side effects mainly. I had some side effects when I first started. Found her side effects in the pamphlet and called her doctor who informed her that they would eventually go away	What are the Drug's Side Effects?	User Need		Sandy
	What are the Drug's Side Effects?	User Need	Y	Michelle
Possible side effects. How hard it is to come off of it once you start taking it.	What are the Drug's Side Effects?			
Main concern is side effects, especially for depression medication. I've had such a rollercoaster of side effects as I've tried different medications.	What are the Drug's Side Effects?	User Need	Y	Rachel
1) conditions associated with it	What Conditions are Associated with Drug?	User Need	Y	Sandy
2) label information	What is the Drug Label Info?	User Need	Y	Sandy
4) how safe it is (low adverse effects rating/chart).	What is the Risk Profile of Treatment?	User Need	Y	Sandy
Sandy is going to partipate in medical study the gives her free laser treatment for Melasma. She's wondering if it's dangerous.	What is the Risk Profile of Treatment?	User Need		Sandy
She googles for "{brand} laser machine" looking for how safe it is (low adverse effects rating/chart).	What is the Risk Profile of Treatment?	User Need		Sandy
Sandy's doctor prescribed her Hydroquinone. Sandy thought nothing of it and started using it. Randomly, another friend talked about risks and said "at least you're not using Hydroquinone." "But I am!"	What is the Risk Profile of Treatment?			Sandy
Sandy's 4-year-old son had bad Eczema. The doctor prescribed Steriods. Sandy thought this was a severe treatment and she just used it sparingly. She googled Steriod and Eczema, looking for risks. In the end, she went with a homopathic	What is the Risk Profile of Treatment?	User Need		Sandy
Known symptoms and allow consumer to see 'hey is this normal'	What Is the Symptom Related To?	New Idea	Y	
I do think it would be very helpful, like when I was on birth control, 'am I getting fat?' If I read 10 user reviews that said 'I'm gaining weight.'	What Is the Symptom Related To?		YY	Kristin
How cool would it have been to read the side effects?	What Is the Symptom Related To?		Y	Kristin
Google the drug and look at the list of things - yeah that's a common drug or use the program.	What Is the Symptom Related To?		Y	Christian
Charlotte's sister didn't have a computer so she faxed the list of medications to Charlotte and she tracked down a state agency pharmacist. He searched online and found that stopping her old medications causes hallucinations.	What Is the Symptom Related To?	User Need	YY	Charlotte
The friend took it and started acting weird. Sitting up in bed in the middle of the night. She couldn't sleep or eat right. Everyone around her saw issue. Convinced her to see physician. Took to local detox.	What Is the Symptom Related To?	User Need		Charlotte
Dad are experiencing a "weird leg pain" after doctor prescribed a certain medicine.	What Is the Symptom Related To?	User Need	Y	Sandy
Problem: Sense of anxiety that you're note getting the whole picture	Whole Picture	User Need	Y	Holly
CDC wonder cdcwonder.gov - the public can run queries and download their results		Comparative Site		Stacy

Update the tool monthly		Comparative Site		Stacy
Recall.gov		Comparative Site		Holly
I don't think our sponsors would like a chat room where people would				Stacy
I don't think you want to run into liability issues.				Linsdey
There is a difference between a parent or a patient advocate like a blogger.		User Need		Linsdey
Packaging is not necessarily electronic.				Stacy
Hot or cold?				Kristin
Then I called the phone nurse - sounds like a minor burn and put your hand in milk.		Search Answer Problem		Kristin
I'm a minor hypochondriac and I do the search to confirm no you're not dying you're fine		Reason for Search		Kristin
Other than thatt they're not that helpful. I search around and read things.		Opinion of Search		Kristin
One time I was successful and my lower back hurt				Kristin
Things to alleviate a sore muscle lower back pain				Kristin
Temporary relief				Kristin
Doctor's office and the doctor enters keys and comes back with information to read. If any of them strike a chord with you that's probably what's wrong with you.				Kristin
she wants someone who has said 'yeah I've had that done.'				Kristin
All the specialists looking at the same time to one patient was better able to solve the medical problem of this patient. 20 geniouses in one room in an hour. That's really cool and would be cool for drugs too.				Kristin
I think there would be some great data analyst somewhere who could make sure I'm an outlier if necessary.				Kristin
My reservation would be that what if I'm really dizzy from just not having any coffee.				Kristin
Online research trying to find out about inner ear disorder				Christian
Match symptoms on sites				Christian
People think that				Christian
Made a list of symptoms, frequency, severity, things that make it worse, things that make it better				Christian
Symptoms came over time -process of ruling stuff out over time				Christian
Hard to memorize every interaction that you were telling patients.				Christian

It would be nice to have a rolodex.				Christian
Our hospital has a database of informaiton -				Christian
Medication interactions synergistic effects 2 drugs have similar effect and when take together it's bad.				Christian
half-life - how long it takes for body to get rid of 1/2 the medication. Drug metabolism.				Christian
If you took tylenol and aspirin together				Christian
asprin and wharfarin - makes it a bigger deal				Christian
Pill identification guide - oh shit, what did he drop. Type in green, oval, and will start pull green oval pills out there				Christian
Can start looking through pictures, list etc.				Christian
Doesn't get used very often but every now and then				Christian
People describe to doctors of what the pill looks like blue one once a day and red one twice a day.				Christian
Because it could be Traumatic Brain Injury is the more common diagnosis				Christian
That's the danger - when programs are trying to tell you too much.				Christian
Bazillion alerts.				Christian
Went to single dose for everything - cough syrup cups for everything.				Christian
Relying on information inputted from the patient themselves from home - when you're pulling from that data if you get enough people large enough sample size				Christian
Anything else I have resources at my fingertips to				Meredith
Patients of kids - a lot of the drugs we use aren't approved for kids. We use it for what it was designed for adults.				Meredith
Companies don't put enough money into this.				Meredith
Recalls on meds are pretty rare - usually it's around shortages. Company has reduced production.			Y	Meredith
all in one web page right now in program - dosing, side effects, mechanism of interactions, counter interactions.				Meredith
Again I rely a lot on pharmacists that will bring up a warning if there is an interaction for this.				Meredith
If it's already made it to the news I assume that grocery stores have taken it off the shelves, I don't suspect I would care.			Y	Meredith
In "Chemo-Teach" session they run you through oncolgist. Package includes the prints on each medicine.				Jane
After taking the new medication, her mother started hallucinating. She was seeing cats and swatting at things with an arm she hadn't used in 3 years.				Charlotte

Charlotte's sister was there and asked the doctor what's going on. "It's the part of her condition" he said. There was 30h of this.				Charlotte
He told them to have her give half doses of one of the old medicines. She was fine and able to sleep.				Charlotte
Charlotte's friend couldn't focus and concentrate. Her friend self-diagnosed herself as ADD. She convinced a psychologist in town to write her a Ritalin prescription.				Charlotte
Parents are remote and call to tell Sandy that "the doctor prescribed me this."				Sandy
Sandy googled it and discovered it was 1) banned in France and 2) gave rats liver damage. Seeing "liver damage" in print made an impact. (More than hearing it described in commercial disclaimer.) Sandy wondered who is right?				Sandy
Sandy remembers the Fen-Phen Pills diet recall in the past. Diet pills worked but killed. Was recalled.				Sandy
Is there a limit to how much I can get per month...not concerned with contraindications between drugs because I don't take others.				Sandy
I have for food, but I can't remember what. I never have for drugs.				Michelle
Other times I'll be drawn to patient forums, which are depressing.				Rachel
Side effects -- I've had insomnia, exhaustion, reduced sex drive, manic episodes, nightmares, losing hair.				Rachel
Sometimes I will go against the doctor's advice and stop them. If I can, I will wait and see a doctor to make a call. I never call to ask a doc usually...I'll schedule an appointment.				Rachel