

Antidote

User Interview Insights

Methodology

- 9 interviews with people that have taken medications within 5 years.
- 10 minutes - 20 minutes talk
- Audio record using Voice Memos

Participants summary

From the screen survey, we selected 9 interviewees, including:

- 5 female, 4 male
- 6 taking multiple medications, 3 making single medication
- 3 short-term, 3 long term, 3 both

Research Aspects

- How will users do medication research? Any frustration?
- What factors do users care? Any frustration?
- Do users have any difficulty helping family members with medications?
- How will user remind and record their medications? Any frustration?

How users research medications

- Research resources: Google, WebMD, Doctor and Pharmacist.
- Research time: 6/9 research before taking medication, 3/9 research after taking medication.
- Frustrations
 - Needs to search multiple resources to get all information needed;
 - It's hard to check if their insurance covers the medication.
 - Different feedbacks from different resources.

Factors that users care about

- Side effects
 - “The most important is side effect.” 9/9 people.
 - “I want to know how other people experience side effects”
- Interactivities
 - “I always ask my doctor about interactivities”
 - “I will check interactivities after I feel something weird”

Difficulty with helping family?

- No concerns/difficulty experienced by all interviewees

Remind/record medications

- Remind
 - For long time medication users, they will take medications on a routine basis.
 - For short time medication users, they will use phone alarm.
 - No frustrations at all.
- Record: most people don't record their medications.

Insights

- Target users: taking less than 3 medications.
- Users all care about side effects, interactivities and if covered by insurance company.
- Users are all curious about how other people think about the medication, is it effective or experiencing severe side effects.
- Users don't have issues helping families
- Users don't have frustration record/remind themselves.