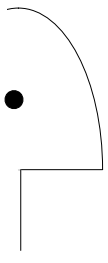
FDA – User Types

Expert



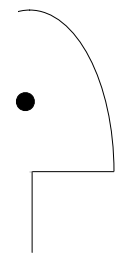
-Sate regulators
-FDA employees and regulators
-Watchdogs (maybe)

“The Insider”
often passionate and proud of what they know, will not use the site if the data is not presented in a way they want to see it

I'm the expert when it comes down to food and drug administration. I understand the FDA data, and know how to find it. I know this stuff better than 99% of the people out there.

Domain Knowldege	Highest level of domain knowledge, an insider's insider
Tolerance for Complexity	Highest tolerance for complexity, doesn't trust simplicity or considers it to "amateurish”
Focus	Everything related to the institution, looking for trends, comparisons, procedures, flaws, and mistakes
Search Mode	Extremely comfortable with data, search, and research - surprised that nobody has approached them to co-develop the new 18F FDA prototype
Concerned About	Themselves, their reputation, and sometimes protecting their domain, supportive of the medical professionals (in general)
Stakeholders	Individual, part of FDA or user advocacy group, potential significant "multiplier" effect

Specialist



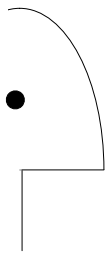
Law professionals, mainly interested in how the site/data can help their clients. Need to understand drug and prescriptions details.
-Attorneys
-Law professionals
-Lobbyists (maybe)
-Journalists (maybe)

“The Revealer”
passionate about access, issues, advocacy, recalls, personal injury, medical malpractice, or disasters

there's gold in that mountain of data, and I'm going to find it! People need to know when they have been harmed or injured. "Give me access to the data and I'll take it from here"

Domain Knowldege	Ranges from minimal to moderate depending on case by case
Tolerance for Complexity	High tolerance for complexity as long as there's something in it for their clients
Focus	Majority of the time broad, looking for trends unless they are working on a specific case
Search Mode	Very comfortable with search and research
Concerned About	Mainly their clients/reputation and if the research is billable or not
Stakeholders	Individual or may be part of firm/user advocacy group, potential large "multiplier" effect

Professional



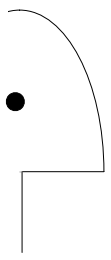
Medical professionals, may want to know more about a food item or drug to explain things better to their patients
-Doctors
-Pharmacists
-Hospital Staff

“The Helper”
feels a sense of duty to interpret, filter, and put information into perspective for patients, co-workers, community

I need to dig a little deeper to find the real story, understand the trends, supply context

Domain Knowldege	Moderate
Tolerance for Complexity	Moderate. Understands parts of the FDA data sets and process
Focus	Ranges from narrow (single issue or case) to broad (trends, comparisons)
Search Mode	More comfortable with using search to find articles related to specific prescriptions
Concerned About	Trends, institutional knowledge, patients, making sure that prescriptions are safe and cross-referenced before they go out.
Stakeholders	Medical decision makers, specific constituencies, moderate "multiplier" effect

Novice



Consumers may have read an article on the news or heard something on the radio. Item of interest or concern.
- Parents
- Teachers
- Students

“Do it Myself”
Entitled to info, might be skeptical about agency info, easily confused, frustrated, overwhelmed

Parents, teachers, medical students who (a) are working on assignments, (b) care about what's going on in the food and drug space, (c) are potentially suspicious, don't understand why FDA make thinks too complicated to understand

Domain Knowldege	Minimal - may get confused easily.
Tolerance for Complexity	Low tolerance for complexity, tinged with suspicion. Requires simplicity.
Focus	Narrow - focused on a single issue (product, recall, case)
Search Mode	Most likely used Google first, needs just the right amount of info, wants search to display 1 article
Concerned About	His/her personal issues, things that affect "me", and the solution for "my" problem
Stakeholders	Belongs to majority (general) stakeholders, perhaps a small group of like minded friends/ parents/students/etc