


FDA – User Types

Expert



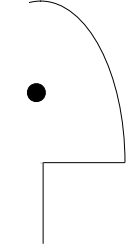
“The Insider”
often passionate and proud of what they know

I'm the expert when it comes down to food and drug administration.

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

Domain Knowldege	Highest level
Tolerance for Complexity	Highest tolerance for complexity
Focus	Broad
Search Mode	Extremely comfortable
Concerned About	Reputation?
Stakeholders	Individual or part of FDA

Specialist

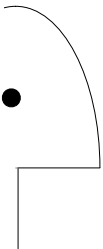


“The Revealer”
passionate about access, issues, advocacy, recalls, personal injury, medical malpractice, or disasters

-Attorneys
-Law professionals

Domain Knowldege	Ranges from minimal to moderate depending on case by case
Tolerance for Complexity	High
Focus	Majority of the time broad
Search Mode	Very comfortable
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

Professional




“The Helper”
feels a sense of duty

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

-Doctors
-Pharmacists
-Hospital Staff

Domain Knowldege	Moderate
Tolerance for Complexity	Moderate
Focus	Ranges from narrow (single issue or case) to broad (trends, comparisons)
Search Mode	More comfortable than Novice
Concerned About	Trends, institutional knowledge, and patients
Stakeholders	Medical decision makers

Novice



“Do it Myself”

Parents, teachers, medical students who (a) are working on assignments, (b) care about what's going on in the food and drug space, (c) ...?

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

- Parents
- Teachers
- Students

Domain Knowldege	Limited
Tolerance for Complexity	Low
Focus	Narrow
Search Mode	Mostly familiar with Google
Concerned About	Personal issues
Stakeholders	