



EZRxLookup Journey Map

People want simple, easy to understand People want to make informed decisions based People want information on demand when information about drugs that they on information that they can trust. they need it. **Guiding Principles:** purchase/consume. Stages Prompted to use, need, **Drug Purchase** Drug Identification Drug Research or research a drug Consumption · Doctor prescribes a drug. Research drug adverse effects. · I'm taking the drug. Diagnosed with illness. · I'm standing in the aisle at the drug store. Research drug recalls. · I'm getting on with life. Experiencing side effects from a drug. · I have the drug in my possession. Determine if drug label is FDA approved. Desire to improve or maintain health. · Determine which drugs to watch out for. 1. Perform a simple drug search with · Report adverse effects via MedWatch. · Share side effects on the discussion board. · Drug label reading support. EZRxLookup. 2. View drug status. · Alerts with drug recalls and adverse events. 3. View summary of adverse events, recalls and whether label is FDA approved. · I would do anything to protect my kids! · Has this drug been recalled? I would like information on this drug to help I hope EZRxLookup is quick and easy to use. determine if I should purchase it. Should I go to the doctor? · How can I validate if this drug is safe to · I need to let others know about these side Do I need to take medication? Is this drug safe? · Is this drug giving me side effects? · What are drugs are available that don't · I can't make sense of all of this drug related I should let others know about this cause side effects? EZRxLookup website. · Is this drug information accurate? · Is this drug label FDA approved? · I have aches and pains. · I'm overwhelmed by all of the drug options. · I'm satisfied with this simple result. · I'm feeling better. I'm at my wit's end. I'm frustrated because I cannot read the I'm either relieved or concerned with the I'm experiencing side effects - oh no! · I'm tired of experiencing these side effects. . I'm satisfied with the effectiveness of the label on this drug. status result for the drug. · I'm not sure if I trust my doctor. · I'm feeling grateful because the visual drug · I'm feeling rushed to make a decision. status indicator made my decision to purchase/consume a drug very easy. Experience Fast. Simple. Reliable.