

OpenFDA-based Website User Testing Questions

Response 2

Persona: Lawyer (Pharmaceutical company)

Initials: A.S.

Artemis is doing a programming challenge for 18F using FDA's OpenFDA API.

We are looking for feedback from doctors and lawyers. It will be great if we could get your feedback to make the website better.

1) Where to go: <http://demo.artemisconsultinginc.com>

2) What does the website do:

- A user can browse select drugs whose data the FDA has made available to us
- A user can browse select adverse reactions from drugs
- A user can browse select enforcement reports (voluntary or forced recalls) of drugs
- A user can see some of the interconnection between drugs and "adverse reactions", and drugs and "enforcement reports"
- A user can enforcement actions by state, and see what drugs were involved in the recall
- A user can see adverse reactions and what drugs primarily have had these reactions
- Instead of browsing the lists of drugs, adverse reactions and enforcement actions, a user can search by keyword too

What we are hoping you can answer for us is some (about 22-23) questions:

1) What do you think about the way the content is organized when you site for the first time?

Comment: It's pretty straightforward, although when I go into manufacturers, you have some companies I would think of as manufacturers, but then you also have pharmacies in there. Would be good to find a way to break those out I think. Not sure if there is a way to differentiate between a brand and generic product.

Remediation: Highlight branded versus generic drugs. Stories have been added for this.

2) Is the "design" of the site clean and modern?

Comment: Yes

3) Is the color scheme of the site clean and modern?

Comment: Yes

4) Is the navigation (header / footer / search box) intuitive?

Comment: Yes, although a bit confusing that both the same choices at the top and for the drop down.

Remediation: Move search box to the top of the page. Make Browse versus Search options clearer. Stories have been created for this.

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5) Drug labels section:

A. Did you see what you expected to see?

Comment: There are a lot of entries for one item (see, e.g., "ibuprofen" - would seem like there should be able to differentiate.

Remediation: Add additional identifying information to each entry to clearly differentiate. Created a story for this in the sprint/iteration backlog.

b. Did the page load fast enough for you would see on a modern site?

Comment: a little slow when drilling down to a particular drug

Remediation: Add database backend and application caching so that the results of the calls to the OpenFDA service can be cached. Created a story for this in the sprint/iteration backlog.

c. Did you know what to do when you saw the list of drugs?

Comment: Yes, but too many of them

Remediation: Add additional identifying information to each entry to clearly different.

d. When you click on a specific drug, was the content you got well organized?

e. Were the visualization tools (e.g. piecharts, barcharts) that you see on the 3 drug tabs useful?

Comment: Yes

f. Is there something we can interconnect from the drug labels section to the rest of the site?

Comment: yes - if you can link directly to adverse events and related enforcement actions, that would be great

Remediation: Added user stories for this to the iteration backlog.

6) Adverse Events section:

a. Did you see what you expected to see?

Comment: Yes

b. Did you know what to do when you saw the list of adverse events?

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Comment: Yes

c. When you click on a specific adverse events, was the content you got what you expected?

Comment: Yes

d. Were the visualization tools (e.g. piecharts, barcharts) that you see on the “Drugs” tab useful?

Comment: Yes

e. Is there something we can interconnect the adverse events section to the rest of the site?

Comment: Same as above

7) Enforcement Reports section:

a. Did you see what you expected to see?

b. Did you know what to do when you saw the list of enforcement reports?

c. Did you know what to do when you saw the list of states in the map, and the table of states/counts?

d. Was it clear that you could hover over a state, and click on a state?

e. When you click on a specific state, was the content you got well organized?

f. Is there something we can interconnect from the enforcement reports section to the rest of the site?

8) Would a Drug Manufacturers section on the website help where we show drug labels from a manufacturer, enforcement actions against a manufacturer, or adverse reactions for drugs made by a manufacturer be helpful?

Comment: Yes - very helpful. Would also be a good way to browse - e.g., I would like to see all of GSK's (Glaxo SmithKline's) drugs and then select from there

Remediation: Add Manufacturers section, and expand functionality to allow users to browse drug labels made by a manufacturer, or adverse reactions for that manufacturer's drug, or enforcement actions for drugs made by that manufacturer. Added stories to the iteration backlog for this.

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- 9) What would be useful information to add to the footer?