Meeting Minutes July 25, 2015

Research Incorporation:

<http://www.fda.gov/AboutFDA/AboutThisWebsite/WebsitePolicies/ucm218116.htm>

Asked users to conduct five “tasks”

Derek’s interview with Kyle:

* Purpose of the website was pretty apparent, picked up on the FDA and it was related to medical information. Not very focused.
* Task 2 – exact words “it wouldn’t even occur to me to report it to the FDA” – he would go straight to his doctor
  + For food poisoning would go to the restaurant, not go to the FDA
* Was able to find the “report a problem” button
* No problem in finding the search button – not very clear on what he was searching for (confusion) – but once he started looking around he could figure out what it did
* Recall reaction and label change check boxes is what tipped him off, also could have been the label of “types of alerts”
* When it came to the opt in part – worried about giving his email address to people
  + Quality and frequency of emails he would get
    - Different than previous users – since it is .gov its not like Ebay where he would be tons of email. Sees it as a more trustworthy source (no SPAM)
  + Learn more section:
    - Information on the description of the service, frequency of the emails, and thought it would be interested to see a sample email or what the content of the emails would be like
      * \*\*\*From what we’ve seen, it is a lot of text – possible improvement opportunity\*\*\*
* Map: Understood the map – show were recalls are happening (probably was a learned trait)
  + Different icons for different events on the maps
* Would like to know if these went out to the public or just to pharmacy. Don’t care about “industry” alerts, just to those that would hit the street
* Also would be interested in the actions the FDA are taking
* Search by location in the “More Search Options”
* Liked that the information wasn’t dense and the order of the page made sense to him
* Overall takeaway of user: Liked the layout and site, hard for him to get excited by an FDA information page. Still struggling to make the FDA the top place to go to get this information.

Rick’s interview of Camden

* Initial reaction to the page – liked it a lot. Design was not cluttered, unsure of what the map was supposed to be
* Purpose of website - I guess to tell me about recall and safety information and negative reactions to medication
* Task 2: He said he would go to the doctor first before going to the FDA. Assumes Doctor would Google and does the reporting to the FDA. Never thought of going to the FDA himself.
  + Stumbled a little bit before going to the “report a button” page – thought it was to report a problem with the site rather than a medical issue
  + Not intuitive
* Search area – was drawn to the blue color and found the text cue
  + Information to find: Probably a big list of things related to the medicine I searched
* Interesting: Didn’t seem to understand that the “pulse” was related to “alerts” – couldn’t figure out what it was.
  + Got the Advil thing and wasn’t sure why the manufacture was there – didn’t read to him as an important alert.
* Assumes pharmacy would give alerts – no clue on the alerts the FDA provides
* Map: Assumed the list results related to the Map
* Instantly got the sign up aspect of the site
  + Thought he could do that by managing an account some where
    - After further probing, he clearly did not want to tell the FDA the drugs he was taking
* Overall take away from user: Design is good; need more adjustments to the layout of alerts. Maybe we are being to friendly from the user perspective, maybe we need to bring the clinical feel back into the messaging.
  + Is this a company using FDA data or is this the FDA? Did not understand this was from the FDA.

Pete’s Interview of Dave

* Got the map almost immediately – initial reactions to the page
* Purpose of website – basically read off the check boxes – recalls, reactions, and label changes
* Inform FDA of the problem – given the predisposition he would go to Google and call the FDA
* Once at the page go to the “Report a problem” button
* Searching – found the blue box
  + Wasn’t sure what “label change” meant – he thought it was a graphical change
  + Saw the other data on label changes and then he understood what he meant
* Wasn’t sure what more he would get back on the Search page
  + Thought he would also get back level of seriousness – so concerned of how often and how serious
* Alerts on what type of consumers and what would they get him – figured out the Pulse on the side
  + Not giving his email address to the FDA
  + Unsure how they go together (pulse and list) – why would I want to look at a list of random drugs on the last one reported and I would assume it would have a tie in with the data I am looking for.
* Other stuff
  + Pin points on map – keyed in on color (Red to him is a major recall)
  + Curious under “more search options” to see what else is there as he was unsure what other options he would use
* Overall take away from user: Pulse focus was the most interesting aspect.
  + Entire right part of the page is the pulse is interesting
  + Anything really important to have a place on the map should also be in the Pulse?

PIVOT? Should this entire page just be a dashboard – different ways of looking at the same search?

Extra interaction items should maybe be moved to the bottom of the page and the Pulse and the Map go together as one cohesive unit.

Possible Action Item: Move “Say something” up into the banner to report a problem?

In pulling the manufacturer address – say we took one state, how many markers are you going to be showing? Do we design with the data we have, but design to what we want to do? Adverse effects and reactions would be interesting to see on the map.