Hi \_\_\_\_\_\_\_, my name is \_\_\_\_\_\_\_\_ and I’ll be walking you through this session. I’m going to read this part from a script in order to make sure that I cover everything.

We’ve asked you here today because we are developing a website and would like to get the end-user perspective. I want to make it clear right away that we are testing the website and not you, there is no wrong answer here.

In order for us to learn, we need to know exactly what you are thinking throughout this process. That said, you cannot hurt our feelings. So please try to think aloud as much as possible.

We are going to record the session so that we can review specific parts later on. This recording will also be included as part of the application we are submitting to the government to obtain future work. Again, the focus of this test is on the website and not you. While it does focus on medical data, please do not state any specific information regarding types of medication you have taken or personal medical history. You are also welcome to opt out of the session at any time.

Do you have any questions before we begin?

Alright, before we begin I’d like to get a little bit of background information about you. First, what is your occupation?

How many hours a week are you online, including at home, at work, and on-the-go?

Over 12 hours

Where do you currently go to get medical information or information about

pharmaceuticals?

Usually starts with bing.

[If a website]

What is it that you like about these sites?

Gets a 5 dollar amazon gift card for executing searches on bing.

Great, let’s get started.

Task 1:

[show comp to participant]

What is your initial reaction to this page?

I like it a lot. Its not cluttered. Easy to see what is going on. Not sure what the map is supposed to be.

What do you think the purpose of this website is?

I guess to tell me about recalls and important safety information. Inform you about negative reactions to medications.

Task 2:

Say you purchased some Tylenol and when taking it, became very ill. After consulting a doctor you were advised that it could have been a bad batch of drugs. Where would you go to inform the FDA of the problem?

Ask the doc. The doc would probably google it. Would search for FDA report form.

I would go to the report a problem button but would read the copy first. Looks like this button could be to report a problem with the website not a product.

Not inuntuative but could be more intuiative.

Task 3:

Where would you go to search for information on a particular drug?

Pointed directly to the stay safe area. Drawn by bliue color. Big on screen, contains form field. Read Text cue.

What information would you expect to find there?

Probably a big list of things that have gone on with the medication that you searched for. Not really sure what he’d find. Maybe something similar to the pulse thing on the side. Might be information similar to the pulse thing on the side.

Task 4:

What type of alerts do the FDA provide consumers and how do they get them?

Don’t know how the consumer gets them. Assumes that the pharmacy would distribute alerts.

No clue on the types of alerts the FDA provides.

Where do you see these on the page?

Task 5:

I’d like you to use your mouse to take me on a tour of this page and talk to me about the information provided in the sections we haven’t already covered? If you clicked there, what would you expect to find?

Thought that the map and the alerts corresponded to each other.

Not clear about the map.

Was not able to discern that the text in the left sidebar were alerts. Was unclear what the “pulse meant”

Instantly “got” the sign-up.