Hi everyone, welcome to today’s session. I’m going to read this first part from a script in order to make sure that I cover everything.

We’ve asked you here today because we are looking to get the end-user perspective of a website that we are looking to improve. I want to make it clear right away that our goal is to test the website, and not you. There are no wrong answers here.

In order for us to learn, we ask that you do your best to speak openly. 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. In addition, the recording will be included as part of the application we are submitting to the government to obtain future work. The topics we discuss will be focused on your knowledge of FDA practices and your general experience with pharmaceuticals and pharmaceutical devices. We will not ask, and 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.

If you consent to participate, please state, “I give my consent.”

Do you have any questions before we begin?

Alright, as we go through, we are going to ask you a series of questions. Some will be discussed as a group and some we will ask you to type in an email and send to us. We will indicate which ones to answer in email and will post these questions in the GTM chat window.

**Section 1: Revew of Medwatch.**

Today we will be looking at the MedWatch section of the U.S. Food and Drug Administration website. To give you a little background, The FDA describes MedWatch as “Your FDA gateway for clinically important safety information and reporting serious problems with human medical products.”

That said, we would like to show you the current site. As the page loads, please tell us which elements catch your attention first?

< open <http://www.fda.gov/Safety/MedWatch/default.htm> >

Have any of you visited this site before?

Now, as I scroll through the page, talk to us about the different sections or features that you see on the page. Is there any information here that you either have or would find helpful?

< click through one or two of the links they identify and ask them to discuss what they see there. >

Based on what we’ve discussed so far, please email us the two features that you have either used previously or would find helpful.

**Section 2: Identifying and Describing User Problems**

Based on initial user research, we received a number of issues that users encountered when taking pharmacuedicals. We’d like to ask you to discuss how you currently handle this issues? Did you notice any information on MedWatch that you think would help.

* Researching medication that you’ve been prescribed, including side effects, drug interactions, etc.
  + Webmd
  + Wikipedia
* How would you expect to be alerted about a product recall for medication or a medical device?
* Reporting adverse effects while taking a medication
* Relaying and sharing information with your health care provider and/or pharmacist
* What kind of information would you expect to receive from the FDA?