

## **Interview Plan for "Chador's Medical Store"**

### **1. Objective**

Understand the needs, preferences, and challenges of Bhutanese customers when purchasing medicine from nearby pharmacies.

### **2. Participant Selection**

- Frequent buyers (e.g., people who often buy medicine for family members or personal needs)
- Occasional buyers (e.g., people who rarely buy medicine, usually relying on government hospitals)

### **3. Interview Structure**

- Duration: 5-10 minutes per participant
- Format: In-person
- Approach: Start with general questions about their experience buying medicine, then ask specific questions about pharmacy services.

### **4. Interview Questions & Responses**

Frequent Buyer: Phuntsho (Buys medicine often for family needs)

#### **1. Can you describe the last time you bought medicine from a pharmacy?**

- **Response:** "I buy medicine often for my parents because sometimes the hospital doesn't have what they need. Finding the right medicine is easy, but some pharmacies run out of stock quickly."
- **Insight:** A system showing real-time stock availability would help.

#### **2. What factors do you consider when buying medicine?**

- **Response:** "The pharmacy's location matters the most. I prefer one close to my home. Price is also important, but we don't have many options to compare."
- **Insight:** A location-based pharmacy finder in the app could help users.

#### **3. How do you prefer to search for medicines?**

- **Response:** "I already know what I need, so I ask the pharmacist directly."
- **Insight:** A quick search feature for medicine names would be useful.

#### **4. What challenges do you face when buying medicine?**

- **Response:** "Sometimes, the pharmacist doesn't explain how to take the medicine properly, and I have to ask again."
- **Insight:** The app could include clear dosage instructions and common doctor recommendations.

#### 5. How do you prefer to track your orders?

- **Response:** "I don't buy online, but if there was an option to check stock before visiting, that would be helpful."
- **Insight:** A stock-checking feature would be more useful than order tracking in Bhutan's context.

### Occasional Buyer: Tsheten (Buys medicine only when necessary)

#### 1. Can you describe the last time you bought medicine from a pharmacy?

- **Response:** "I don't buy often. Last time, I needed painkillers, and I just went to the nearest pharmacy. They had it, so it was quick."
- **Insight:** Occasional buyers prefer convenience and quick service over detailed browsing.

#### 2. What factors do you consider when buying medicine?

- **Response:** "I just buy what the pharmacist recommends. I trust their advice."
- **Insight:** A 'Pharmacist's Recommendation' section could help occasional buyers.

#### 3. How do you prefer to search for medicines?

- **Response:** "I don't know medicine names, so I just ask for what I need."
- **Insight:** The app could have a symptom-based search where users input symptoms and get medicine recommendations.

#### 4. What challenges do you face when buying medicine?

- **Response:** "Sometimes, I'm not sure if I'm buying the right medicine, and I don't know the side effects."
- **Insight:** The app should include basic medicine information, side effects, and usage instructions.

#### 5. How do you prefer to track your orders?

- **Response:** "I don't need tracking. I just go and buy when needed."
- **Insight:** Instead of tracking, the app should focus on showing pharmacy locations and stock availability.