

# PharmaQuery Interview Results

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### Why would you go to this site?

“for reliable information compared to WebMD and other non-.org sites... there’s just a question of authoritative reliable information”

“I would want to know side effects and interactions between medications”

“I would want to know if a medication is recalled or discontinued. A doctor one wrote a prescription for me that... was a discontinued years ago”

“I think most people would like a simple easy-to-use app...”

“If this had an app that I used on my phone, I would go to the desktop version, too”

“I would wonder if they have an adult vs pediatric comparison of the effects of drug ingredients.”

“maybe it would be the end-all source of information”

“what about interactions with alcohol... I’m usually hesitant to ask my doctor specifically about this”

“I really want to use a good pill-identifier program, I’ve lost pills before or found random ones [in my purse] and my meds are expensive...”

### What would you expect from this site?

“simplicity, easy-to-use. basically... once people know this is reliable information... I mean, it’s coming from a reliable source, right?”

“possible side-effects?”

“it would enable a pregnant mother to make informed decisions on possible side effects of drugs she has to take”

design-wise... when I go to WebMD and stuff,,, and there’s ads, and its so disorganized and busy, I would want something nice to look at... something that’s clean and not horribly ugly”

“maybe a website that caters towards the demographic of people who can easily over-dose... where they can find the information easily... maybe they can’t really use a computer very well but they need this kind of information”

"I'd like to see what the prescription would be used for... I'd like to double-check against the dr's explanations... or even I'm just curious about what else it does. Like the medication they use for AIDS patients wasn't originally developed for that."

"Plain language. I don't want to spend a lot of time deciphering medical speak. I'd also want information not to be sugar-coated or 'friendly'. I want the truth."

### **How would you expect to find information from this site?**

"probably to navigate from the home screen?"

"maybe in some kind of organizational way?"

"I'd like to search, definitely"

"Search, by just scanning the name on my bottle? ha.... can there be bar codes involved? [we said that prescriptions usually don't have universal bar codes] or maybe, just the over-the-counter ones..."

"definitely the usual ways, browse and search. that's what I'd expect of any site"

"I'd expect all this information is tagged for search?"

#### **a. Would you search or browse?**

"I would search first, then browse... if the results were narrowed down enough"

"If I wasn't looking for something specific, I would browse. But that would usually be after I've already searched for something else"

"I'd like to search by disease or condition... just to see what else is out there. Also would like to see the most prescribed medication for that condition"

#### **b. How would you expect that to function?**

"I'd like to see things auto-complete... pre-populate? I'd want to see instant information..."

[on browsing] "So there would be a list of medications... maybe classified somehow"

### **What is the first thing you would look for on this site?**

"A library. Like, how the information is broken up... a library or a search bar"

“A search bar”

“I would want the easiest explanation of the site, then I’d want to use it... I’d probably look for a search of some kind”

“I’d want to know what this site is about”

### **How would you use information from this site?**

“I’m really interested in finding out about my medication... The first time, I’d probably grab the nearest medicine and compare it to what’s on the site. Just to be sure it adds up, you know?”

“I’d use the information to know what I’m ingesting with my different medications, or to learn about different interactions, to know side effects... or use the information from this site to discuss with my doctor different types of medication for my condition”

“It’s always good to have knowledge of the medications that you’re taking, especially side effects and interactions.”

### **What would make you return to this site?**

“I would definitely return to this site if I can find reliable information, and simplicity will also help. No one really wants to deal with complicated apps or websites.”

“Easy to retrieve my search history in my profile -- or if there’s a [my medications] section where I can enter the names of my medications, so I don’t have to remember names of all meds when asked in a new doctor’s office and so forth.”

“Also, the above option could also be accessible ONLY by health professionals in emergency cases” e.g. got into car accident, cannot get in touch with family, etc... health professionals can search the patient’s name and find info. (this option will be optional by patient’s choice, and also be under HIPPA law)

“This is minor, but an appealing user Interface can also attract people to return to the website (for people who are more visual).”