PharmaQuery Interview Findings

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After interviewing a section of the demographic ascertained from persona profiles exercises, we note that future application users are excited about the potential uses of the OpenFDA API. We received various suggestions and requests for different queries and information delivery methods. Simplicity is a topic that was hinted very often. Information needs to be targeted succinctly and delivered real-time and on-demand.

One of the recurring comments mentioned by interviewees was a gripe on the complexity of similar applications that were crowded with advertisements and a clouded sense of purpose.

We've narrowed down the focus of these research findings to address the mission of this particular API and how it could serve for the good of the public. We determined that the available portion of the OpenFDA API could be organized into delivery systems as scannable widgets on a landing page.

Our first "widget" will be

Prototype Widget - TBD

Future Sprint Cycles

Prepared Foods Index - identifies preservatives and additives in food

Generic Drug Comparison Tool - lists generic medications for name-brand medications, compares the inactive ingredients in generic drugs,

Side Effects Cross Compare - Cross Comparing experienced side effects to known symptoms

Identifying Interactants - Widget Identifies which drugs have adverse reactions to caffeine, grapefruit, and alcohol

Future Iterations
There were quite a few suggestions for additional functionalities alongside the API database query. We've noted and backlogged possible future features that would address the shortcomings and user needs not filled by other medical database driven applications.

Emergency Ingestion Help Checklist - lists Poison Control hotline information, symptoms to watch for in cases of accidental ingestion, what to tell emergency personnel.

ctac

What's Covered (Affordable Care Act) - bulleted points to specifically answer all related questions in plain text

Crowd-Sourced User Experience Stories - A place where the user can read about similar experiences with adverse drug reactions, hopeful stories about recovery, advice about communicating with your insurance company and other issues predominantly found shared on social networks..

Public Service Message - A widget that allows users to add their communication preferences and choose from a list of medications and be instantly notified of recalls and FDA rejected pharmaceutical material.

Pill Identifier - helps identify stray pills