

PharmaQuery Interview Questionnaire

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Purpose: To obtain preliminary user feedback for purpose and development.

Scenario: User insight is needed for an web app that's currently in development. This app connects site users to a FDA provided database of pharmaceutical ingredients and drug interactions.

1. Why would you go to this site?
2. What would you expect from this site?
3. How would you expect to find information from this site?
 - a. Would you search or browse?
 - b. How would you expect that to function?
4. What is the first thing you would look for on this site?
5. How would you use information from this site?
6. What would make you return to this site?