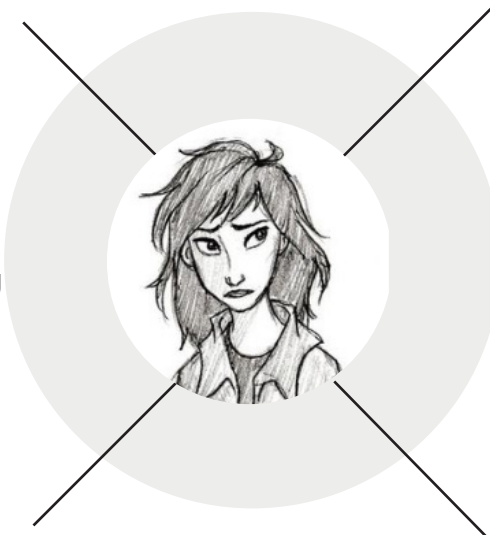




CareGiver / Family Member

DOING

- On phone
- Talking with patient
- Reading
- Browsing walls
- Playing (kid)
- Waiting during appointment



THINKING

- Will other people get me sick ?
- Avoid eye contact with others
- Talk quietly to avoid disturbing other patrons
- How can I best comfort patient?
- Implications of other person being sick.

GOALS

- Comforting patient
- Distracting patient
- Passing time

FEELINGS

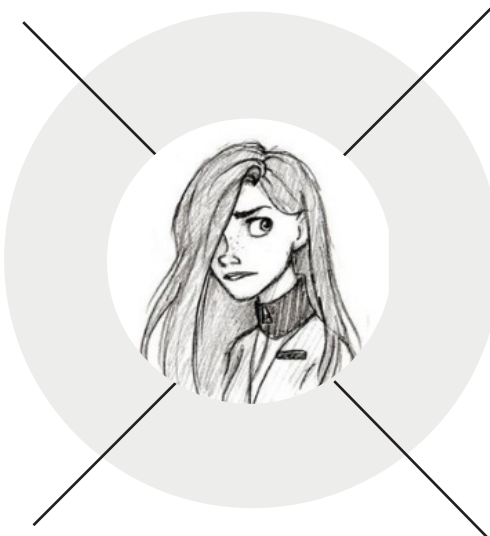
- Helpless
- Concerned



Patient

DOING

- On phone
- Resting
- Talking
- Reading
- Browsing walls
- Playing (kid)



THINKING

- About not feeling well.
- About implications of being sick.

GOALS

- Wants certainty of information
- Wants to be updated and communicated with
- Wants to understand upcoming process

FEELINGS

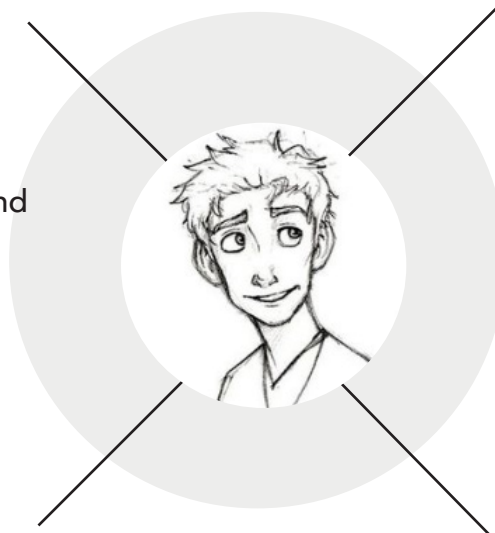
- Anxious about uncertainty (between knowing and not knowing about health)
- Isolated (wants to be comforted)
- Sick



Pickup

DOING

- Waiting in line
- On Phone
- Chatting
- Looking Around



THINKING

- Hope this is done quickly so can go home.
- Don't want to hear other people's medications.

GOALS

- Quickly acquire medication
- Acquire correct medication

FEELINGS

- Irritated at waiting
- Bored



Use Environment

OBSERVATION NOTES

- Individuals do not approach the counter unless called. (Suggests counter would be bad place to put information for an individual browsing)
- Individuals want to quickly complete interaction with pharmacist at counter and then leave. They generally do not interact with any printed material on counter.
- Most individuals stand in line to hold their place. Family members or friends are more likely to use the seating zone, although most individuals come alone.
- Waiting lines are not necessarily close to walls.
- Wall space is often occupied with products
- No table for printed material in waiting room.
- Music is played in the background.