

INTERVIEW SCRIPT

Hello, thanks so much for doing this.
Small talk. How did you hear about this etc.

There are no wrong answers and your honesty is appreciated because we are sincerely trying to help improve people's access to alternative medicine options and self-care in a time when health is of paramount importance. We appreciate your honesty and you are not being evaluated in any way. All of your information will be kept protected and used for....

What do you do for a living?

Who lives in your household with you?

Can you tell me about your hobbies?

What does a typical day look like for you?

What apps do you use on a daily basis? On what device (s)?

What health related apps do you use on a daily basis?

What supplements do you use on a daily basis? On an occasional basis?

Who is responsible for the health decisions and health purchasing?

What would you do if you or someone in your household had a non-life threatening, chronic health condition that medical doctors were not being successful in treating or even paying attention to?

Where do you buy supplements?

What do you feel when shopping for supplements?

What are your concerns about buying supplements?

What questions do you have about what supplements you should take?

What do you consider a risk in taking supplements?

What other things would you consider supplements for that you are not already taking them for?

Tell me about your last supplement buying experience.

What problems do you encounter in using nutraceutical therapy?

What do you think an app concerned with using nutraceutical therapy might do for you?

INTERVIEW NOTES

“Becky” 44 y.o.

Becky is a recruiter for the risk management industry. She lives with her 2 kids and her spouse and her in-laws live with them for part of the year. Her hobbies are arts and crafts, camping and hiking. She uses an iPhone every day for work and for personal. She visits Linked In, FB, IG, every day multiple times a day and Rally, an app that issues health challenges to the employees at her company in exchange for wellness dollar incentives.

She takes Turmeric and Vitamin D daily as does her husband and her son takes Iron for a health condition that causes low Ferritin. Her younger daughter takes nothing. She buys her supplements at Target and generally feels

confident with buying supplements on her own but sometimes would like more conveniently accessed guidance on whether or not they have been FDA approved, and for dosages with children.

Their biggest challenges in using nutraceuticals other than dosages and researching safety concerns are finding supplement taking routines and sticking to it. There is ADHD in two people in the house and they forget to take it. Which led her to say she'd like some guidance on natural alternatives to ADHD medications because she is worried about addiction and side effects.

She thinks a nutraceutical app would be great if it would help with: dosages, serve as a research resource, allow you to compare and order vitamins all in one place. She also says that doing dosages by body weight would be really fantastic so you can adjust as kids grow. She would also like to be warned about contraindications.

Insightful quotes:

“We really could use something that informs us about safe, tested children’s supplements.”

“I’d love some help on natural alternatives to ADHD meds.”

“We take supplements to make our lives better.”

“We need the most help with establishing routines and then sticking to it.”

“Cat” 46, y.o.

Cat is a sales administrator for a furniture company and lives in a house with her son, spouse, and a cat. Her favorite hobbies are reading, book club, theatre, movies, baking, and spending time with family.

She uses her iPhone and uses social media FB, IG multiple times a day. She only reads Twitter when she gets suggested Tweets. She loves Tik-Tok. She also plays games on her phone.

She uses health apps but inconsistently and wishes she were more consistent. She most frequently uses My Fitness Pal, Weight Watchers, and Fit Bit. She also uses the app for Meditation. She said that she lacks motivation several times.

She also uses two apps, Maven and Hilo, for appointments and to communicate with her care providers.

She takes Daily vitamin C, B12, Magnesium for anxiety, and biotin for hair and nails.

She thinks a nutraceutical app could inform her where they are coming from, how they are sourced, and that the company has integrity. She asserted that more people need to be educated about supplements because they make careless decisions based on social media marketing and that isn't always wise. It should offer suggestions, guidance and be readily available.

Insightful quotes:

“Motivation is the biggest thing, it doesn't come from the app but the app helps. Life events interfere with my motivation.”

“I'm putting stuff in my body and my family's bodies and I want it to help and not hurt. It's important that the [supplement] company be trustworthy and show concern for the world.”

“Research is important. You should always compare items.”

“Missy” 46, y.o.

Missy is an RN, mom of 4, and lives with her husband. Her parents live separately but she is responsible for their health care. Her hobbies are all kinds of arts and crafts. Currently she is into woodworking.

She uses her iPhone and her Chromebook and the apps she most frequently visits are FB, Messenger, (less frequently) IG, Walmart, Amazon, FamCal, Spotify, and Audible.

She uses a lot of mHealth apps as a practitioner. She uses Teledoc, Hipporates, Smart Otoscope, Dexcom, P-Tracker, Rash Identifier, and a Red Cross Blood Donation tracker.

She doesn't feel super knowledgeable about supplements. She only uses them and gives them to her family in flu season and then she uses vitamin C, elderberry syrup, and if she feels run down she will take a multivitamin.

If she ever felt like medicine was failing her and her family she would turn to eastern medicine, chiropractic care, acupuncture, diet, and would research supplements more carefully.

She buys her elderberries on Amazon, and buys Springvalley Vitamin C at Walmart. She worries about safety because it isn't regulated or controlled. She wonders about interactions, the upper and lower limits. When she looks up information she feels better if the information has been vetted by people with credentials, like an MD or an RN. She has a bad experience with people pushing supplements. She has a lot of concerns with contraindications, medication interactions, and side effects.

Insightful quotes:

"I'm not super-knowledgable about this stuff. They don't teach it in school. Not in regular school and not in nursing school."

"I worry about things like: what are the upper and lower limits on dosages? Will this hurt my bladder? What about my kidneys? Or my liver?"

Christiana, 39 y.o.

Christiana is a humanities professor at an Illinois University. She lives in a home with her spouse and one small child. She is close to both sets of parents but she is not yet responsible for their care. Her hobbies include knitting, sewing, and reading.

She uses an android phone. She is on FB, IG a lot. She uses NOOM, and also frequents Google podcasts and Google Music.

She takes a daily vitamin, occasional probiotic, and occasional vitamin C if she is sick or run down. The unregulated market makes her uneasy, and she feels like they've tried supplements for things they take medication for but that they didn't work. She did take vitamin D but it was a prescription and only because a doctor prescribed it. She felt no concerns when the doctor wrote the prescription. She finds supplement blends very concerning because of possible interactions. She also feels that supplements use disingenuous marketing.

She'd like an app that was clear on drug interactions, the benefits, the risks, and the dosages. She described going into CVS and buying probiotics and the overwhelming number of choices. She spent time in the aisle googling on her phone the specific ingredients looking for specific kinds of bacteria and then ran that information against her price point.

Insightful quotes:

"I have a general squeamishness about supplements

because they are pushed through MLMs.”

“I am deeply suspicious of things that are unregulated.”

“They are ridiculously expensive and you have to take it for awhile to know if it works so its a real investment and it feels like a scam.”

Anamore, 38 y.o.

Anamore is a homemaker and lives with her spouse and 2 daughters. Her hobbies are cooking, food, and connecting with friends. She uses both her iPhone and her desktop and her most used apps are Twitter, IG, FB, and Tiktok, her photography apps for family photos, instacart, Amazon Prime, HBO, Showtime, News Apps, Relevant Radio, Medical Apps for managing her health condition, Team Up, Health Living, and Think Dirty.

She uses a lot of supplements and believes whole-heartedly in their benefits. She also uses essential oils and buys a lot of her supplements through MLM. She uses Cat's Claw, Ninja Red, CoQ10, Resveratrol and Truvani Turmeric, Vitamin B12, Truvani Mineral Magic, ImmunoC Truvani, Vitamin D3 Truvani. Truvani is her favorite brand because it is the one produced by FoodBabe.

Her challenges are getting organized to take them and knowing precisely when she should take them for maximum benefit. She most prefers buying in the stores so she can hold things and compare brands, but she has become more comfortable relying on Truvani since the Pandemic.

Insightful quotes:

“Shopping for vitamins is a must.”

“I need to know am I under-doing it or overdoing it?”

“I wish there was some kind of medical monitoring. How do you know what you are missing? How do you know if you are taking too much or too little?”

“There should be something where they look at your DNA your nutritional status. “

“I would love some GUIDANCE. That’s what I would like.”