Between the two options discussed in the case, I'd choose to test the once-a-day dosing option first over looking into the drug for treating substance abuse, and here's why in simpler terms:

1. **Main benefit for Once-a-Day Dosing**: The biggest benefit of focusing on making the drug a once-a-day dose is it's likely to help patients stick to their treatment better. Doctors and healthcare professionals generally agree that taking medicine once a day is easier and leads to better treatment results since people are more likely to remember to take their medication. The same idea goes with smaller pills. This can make the drug more attractive in a market full of similar treatments, helping it stand out to both doctors and patients. It's a smart move for getting more people to use it and improving how well it works for them.

2. **Main Concern with This Choice**: The downside to focusing on the once-a-day dosing is what we might be missing out on by not immediately exploring how the drug could help with substance abuse. Substance abuse often occurs alongside depression, and if we found out our drug could help with that, it could be a big deal and potentially lead to charging more for it. Taking the pill once a day may not have a balanced of release of medication throughout the day. By not looking into this right away, we risk falling behind if other companies decide to explore and find benefits in similar areas. This could make our drug less competitive in the future.

Choosing to focus on the once-a-day dosing aligns with what doctors prefer and could make the treatment easier for patients, which is why it seems like the best first step despite the exciting potential of the substance abuse treatment.