

Agile Delivery Services BPA

RFQ - 4QTFHS150004

6/20/2015

User Analysis

User Personas and Stories

PURPOSE:

User-Centered design element meant to capture the spirit of our users and the needs they have. These personas and stories will both define the scope of, and lend context to, the agile epics and user stories.



1 User Identification

Because the RFQ did not provide offerors with access to the client for this project, NIC researched online resources where the FDA had previously identified user groups, and used the summary below as a starting point to more fully define NIC prototype users.

Guidance Drug Safety Information – FDA’s Communication to the Public

<http://www.fda.gov/downloads/drugs/guidancecomplianceregulatoryinformation/guidances/ucm072281.pdf>

Table: Summary of Selected Methods for FDA Communication of Drug Safety Information

Type of Communication	Content	Target Audience
Professional labeling for prescription drugs	Summary of essential information needed for safe and effective use of the drug.	Healthcare providers
Patient-directed labeling for prescription drugs (patient package inserts and Medication Guides)	Summary of essential information needed for safe and effective use of the drug.	Patients
OTC “Drug Facts” labeling	Summary of essential information needed for safe and effective use of the drug.	Consumers
Public Health Advisory	Information and advice regarding an emerging drug safety issue or other important public health information.	General public
Patient Information Sheet	Concise summary in plain language of the most important information about a particular drug. Includes an Alert when appropriate to communicate an important, and often emerging, drug safety issue.	Patients and/or consumers, lay caregivers, and interested members of the general public
Healthcare Professional Sheet	Concise summary of an important, and often emerging, drug safety issue, with background information about the detection of the issue and points to consider for clinical decision making.	Healthcare professionals
Alerts on Patient Information and Healthcare Professional Sheets	Summary of an important, and often emerging, drug safety issue. Alerts are tailored to the needs of the primary target audience for each type of information sheet.	Healthcare professionals, patients and/or consumers, lay caregivers, and interested members of the general public

All of these target audiences would fall into the same user-class/role of User. With the initial scope of the project needing to remain small, NIC determined that the prototype would focus on the FDA-identified user-class initially. Two other user-classes used to represent the constraints of the RFQ (Reviewer) and the strategic vision of the oversight (Stakeholders). NIC did not design for either of the latter classes but are constrained by them.

With a single user-class and limited access to users, team UI/UX experts identified subjects most likely to benefit from this service and grouped them into personas for use by the scrum team as user surrogates.

2 User-Classes

2.1 User

The User role is composed of FDA information consumers of varying backgrounds and technical ability. They are users of the system, meaning the prototype will not have varying access levels or roles for the initial scope of this project.

2.1.1 Authenticated User

Same as the User role but indicates a user who has registered and is logged into the system.

2.1.2 Delegated User

Same as the Authenticated User role but indicates the user is acting on behalf of another user as authorized by that person. In other words performing actions on a data owned by another user.

2.2 Reviewer


The Reviewer role represents the requirements of the RFQ. It can be seen as the collection of actors that will evaluate our quote.

2.3 Stakeholder

The Stakeholder role represents the requirements of the stakeholders. These will be mostly non-functional, strategic requirements reflected in technical stories.

3 User and Authenticated User Personas

3.1 The Average Joe


	NAME
	John
	TECHNICAL COMPETENCY
	Intermediate
	DEMOGRAPHIC
	42-year-old man, average health
DETAILS	
John is not a heavy consumer of FDA information but if it was not too much of an inconvenience he does have interest in relevant information.	
GOALS	
Notifications relevant to John. The application must be simple and not consume too much time. Would be interested in seeing a quick overview of side effects. Reference drug label information that was discarded.	

3.1.1 Persona Stories

As an average Joe...

- I want to receive recall notifications for only drugs I am taking so I may take the appropriate action.
 - I need a way to save my prescriptions so I can easily reference them later.
 - I need to find drugs by name (propriety or generic, I may even spell it wrong) so I can quickly find information on the medication I take.
 - I need to see a list of medication search results to pick the correct one.
 - I need to see an overview of the selected drug to determine I have selected the correct one.
- I would like to see a quickly scannable list of adverse effects to get a general sense of what to expect when adding a new drug.
 - I want the Adverse Effects list to indicate the relative commonality of the effects so I can give more common effects more consideration.
 - I want the Adverse Effects list to indicate the severity of the effect to give me a better understanding of the effect if it captures my attention.
- I need to see the latest label information on-demand as I do not retain the hard copy attached to the prescription.
- I need the application to be as streamlined as possible as I am not willing to invest much time in its use.

3.2 The Connoisseur


	NAME
	Peggy
	TECHNICAL COMPETENCY
	Intermediate
	DEMOGRAPHIC
	54-year-old woman, poor health
DETAILS	
Peggy has been struggling with health issues for years. The only thing longer than her medication list is the list of drugs she can't take because of sensitivity. With her health the way it is she cannot afford to make a mistake in her medication management. She has always been careful and that applies doubly now to her health.	
GOALS	
Be notified of any significant change in a medication she is taking. Researching adverse effects; both experienced by her, or common to others. Being informed of any possible drug interactions. Tracking and noting as much information about her medications as possible.	

3.2.1 Persona Stories

As a connoisseur...

- I want to receive notifications of anything significant related to any drugs I am taking so I can research it further
 - I need a way to save my prescriptions so I can easily reference them later.
 - I prefer to find drugs by the ID found on the Rx itself so I know it is the correct medication.
 - I need to be able to quickly add over the counter medications so I can compose a complete picture of my medications
- I would like the ability to find drugs by name to quickly research any medications my doctor is considering.
- I would like the ability to note any special instructions given to me by my doctor on a particular medication to ensure I am taking the medication properly.
- I need the ability to search adverse effects to help determine if a symptom could be caused by a medication.
- I need to know about any possible drug interactions between medications in my medication lists or common over the counter drugs to avoid any possible complications.
- I would like to see an overview of adverse effects related to a drug and drill down to see more so I can be proactive in my medication management.
- I need to see the latest label information so I can make any necessary adjustments.
- I would like the ability to note any reaction to or information I find interesting on a particular drug.
- I would like the ability to black-list a drug so I can maintain my notes and remember not to take it.

3.3 The Concerned Parent


	NAME
	Brandi
	TECHNICAL COMPETENCY
	Advanced
	DEMOGRAPHIC
	32 year old mother of two
DETAILS	
Brandi is a concerned parent of two children. She has some interest in FDA information as it relates to herself but is more concerned about recalls and or alerts relating to her children. She is always on the go and prefers mobile content over traditional.	
GOALS	
Track not only her medications but her children's. Be notified of any food or drug recall that could affect her children. Be informed of possible side effects and know drug interactions when giving my child a new medication.	

3.3.1 Persona Stories

As a concerned parent...

- I want to receive recall notifications for drugs my children or I are taking so I may take the appropriate action.
 - I need a way to save my prescriptions and those of my children separately so I can easily reference them later.
 - I prefer to find drugs by the ID found on the Rx itself so I know it is the correct medication.
 - I need to be able to quickly add over the counter medications so I can have a complete picture of my children's medications.
- I would like the ability to note any reactions my children have to a particular drug to remind me of the complication later.
- I need the ability to search adverse effects to help determine if a symptom could be caused by a medication.
- I would like the ability to filter adverse effects based on my child's age to find the most relevant possible effects.
- I need to be notified of label changes and see the latest label information to make any adjustments in the application of my children's medications.
- I need to be notified about any food recalls affecting my area to protect my family against any adverse effects
- I need to know about any possible drug interactions between medications in my medication lists or common over the counter drugs to avoid any possible complications.

3.4 The Mother to Be

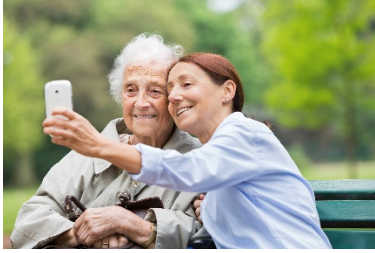
	NAME
	Emily
	TECHNICAL COMPETENCY
	Advanced
	DEMOGRAPHIC
	28-year-old expectant mother
DETAILS	
Emily is a first-time mother to be. She is concerned about what she puts into her body for both her own health and for the wellbeing of her unborn child. She is very interested in food and drug recall information and likes to do thorough research before adding any new medications.	
GOALS	
Be notified of any food or drug recall that could affect her or her unborn child. Research possible side effects and drug interactions especially as they relate to pregnancy.	

3.4.1 Persona Stories

As a mother-to-be...

- I want to view recall notifications for any drugs I am taking to prevent harm to myself or my unborn child.
 - I need a way to save my prescriptions so I can easily reference them later.
 - I prefer to find drugs by the ID found on the Rx itself so I know it is the correct medication.
 - I need to be able to quickly add over the counter medications so I can also receive notifications on them.
- I would like the ability to find drugs by name to quickly research any medications my doctor is considering.
- I would like the ability to note any special instructions given to me by my doctor on a particular medication to ensure I am taking the medication properly.
- I need the ability to search adverse effects to help determine if a symptom could be caused by a medication.
- I would like the ability to filter adverse effects to those related to pregnancy to find the most relevant possible effects.
- I would like to be notified of any spike in adverse effect reports so I can keep an eye on the medication and proactively protect my unborn child.
- I need to be notified about any food recalls affecting my area to protect myself and my child against any adverse effects
- I need to know about any possible drug interactions between medications in my medication lists or common over the counter drugs to avoid any possible complications.

3.5 The Caregiver

	NAME
	Nancy
	TECHNICAL COMPETENCY
	Intermediate
	DEMOGRAPHIC
	61-year-old woman who assists in care for her mother and aunt
DETAILS	
Nancy has a growing number of medications herself but her largest challenge is keeping an eye on the medications of her mother and aunt, whom she cares for. She is particularly interested in drug interactions and potential side effects. She is also looking for an easy way to manage and track medication schedules and dosages. Remembering previous drug interactions across multiple dependents is also a challenge for Nancy.	
GOALS	
Manage meds for multiple people. Be informed of possible drug interactions. Research adverse effects.	


3.5.1 Persona Stories

As a caregiver...

- I need a way to save my prescriptions and those of the people I care for separately so I can easily reference them later.
 - I prefer to find drugs by the ID found on the Rx itself so I know it is the correct medication.
 - I would like the ability to quickly scan a medication and add new medications to my list of medications.
- I would like the ability to note any reactions the people I care for have to a particular drug so I can remember which dependent has a problem with which drug.
- I need the ability to search adverse effects across an entire med list to help determine if a symptom could be caused by a medication.
- I need possible drug interactions to be prevalent in both the med list and details view so I do not miss a single one.

I would like the ability to add dosage and schedule information to my list of meds to help me keep track of everyone's medications.

3.6 The Senior

	NAME
	Miguel
	TECHNICAL COMPETENCY
	Fundamental
DEMOGRAPHIC	
73-year-old man without family in the same city, English is a second language	
DETAILS	
Miguel does not spend much time online but has a basic understanding to keep in touch with his family. He would use a website if it could help him track his medications. He would like it even more if his children could access his account and help manage things.	
GOALS	
Tracking medications and reviewing label information. Investigating symptoms to see if they could be caused by his medications.	

3.6.1 Persona Stories

As a senior...

- I need a way to save my prescriptions so I can remember them all.
 - I would prefer it if my doctor or kids could help me manage my medication list.
- I would like to add schedule and dosage information about my medications to help me keep track of them.
- I would like to be reminded to take my medications so I don't miss a dose.
- I would like the ability to note any special instructions given to me by my doctor on a particular medication so I don't forget them.
- I need the ability to search adverse effects to help determine if a symptom could be caused by a medication.
- I need to know about any possible drug interactions between medications in my medication lists so I can ask my doctor.
- I would like Spanish support because English is my second language.