# BABY SAFE RX – UX Strategy Guide

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# THE CLIENT

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| Name | Open FDA (US Food and Drug Administration (FDA) |
| Description | OpenFDA provides easy access to high-value public data with the intent of providing education about public health interests and increasing government accountability and transparency while ensuring the security and privacy of the data. |
| Marketspace | OpenFDA provides access to drug and medical device adverse event reports, enforcements reports for food and drug recalls and drug labeling information. |

# THE PRODUCT – BABY SAFE RX

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| --- | --- |
| Primary Purpose | Provide consumers with information about pregnancy and nursing risks associated with prescription drugs. |
| Current State | Right now, pregnant women rely on their doctors, drug labeling or unofficial medical websites to recognize and avoid risks related to prescription drug use during pregnancy and nursing. |
| Future State | Ideally, consumers could research that pregnancy risk and contraindication information from a highly credible source, the USFDA, to educate themselves about possible risks related to prescription drug use and prepare for conversations with health care providers. |
| Roadmap | Short-term:   * Provide a way for consumers to search on a drug or medical condition and get information on the pregnancy and nursing risks related to the associated prescription drugs.   Long-term:   * Consumers could search on a variety of risks like pediatric use, geriatric use and food or drug interaction risks of prescription drugs |

# THE COMPETITION

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| --- | --- |
| Who They Are | Similar online drug risks search tools are offered by several non-profit organizations. We reviewed three that focus primarily on pregnancy and breastfeeding drug risks:   * LactMed * SafeFetus * Mother to Baby |
| Areas where they are Excelling | * LactMed provides references to peer reviewed studies and research in addition to drug labeling information. * LactMed promotes their partnership with the National Library of Medicine to build user confidence. * LactMed recommends alternative drugs as part of the information provided about a specific drug. * Mother to Baby provides information on alternative medical treatments like herbal products in addition to prescription drugs. |
| Areas where they are Underperforming | * None provide an adequate responsive experience for small viewports. * All use medical and scientific jargon that is unlikely to appeal to consumers. * Sites are cluttered and difficult for the user to parse. * All sites have unrelated information that makes it hard to focus on the primary task of researching drug risks and may cause users to lose confidence in the information provider. * Mother to Baby does not have a search feature. The user must browse an alphabetical list of drugs and open pdf files to view relevant information. |

# THE CUSTOMER

* The target audience for this tool is pregnant women and nursing mother or their interested family members or friends.
* The information may be used in conjunction with information received from healthcare providers or pharmacists.

# THE USER

## User Type 1 \*Primary

Women who are pregnant or nursing.

### Key Challenges

* Users want to know if the medications they take will be safe to use while they are pregnant and nursing. They sometimes get conflicting information from their doctors and pharmacists and from the research they do online. In some cases, mothers-to-be and nursing moms would like to know their options for treating a medical condition and if there are any safe options if their current medication has risks associated with pregnancy. Their goal is to make informed decisions about prescription drug usage while pregnant and nursing.

### Key Tasks

* Look up specific medications to determine if they have pregnancy and nursing risks associated with them.
* Look up medical conditions to see the pregnancy and nursing risks associated with prescription drugs they could use to treat the condition.
* Learn about the severity of risk associated with the drug usage.
* Learn about alternative medications they could take if the drug they normally use is not safe for use when pregnant or nursing.

### Key Needs

* Need to be able to search by medication or medical condition
* Need to receive results that indicate:
  + Does the drug have negative impacts on fertility?
  + Whether the drug is safe to use during pregnancy
  + Whether the drug is safe to use during labor and delivery
  + Whether the drug is safe to use when nursing
  + The severity of risk of taking the drug when pregnant
* Ability to know when new information is available about pregnancy and nursing risks associated with a drug

### Example Scenario Based on User Research

* Janet was taking Topamax for migraines at the time she conceived. Her neurologist had advised when she went on the medication that she should not get pregnant while taking it. She and her husband had a birth control failure and following that she went online and researched the pregnancy risks of the drug and made the decision chose to take herself off of the medication due to her research and the doctor’s warning. Once she confirmed she was pregnant, Jane made an appointment with her doctor and talked to her about the risks and medication alternatives.
* Janet has seasonal allergies and uses Nasonex combined with Claritin as a preventative in late winter before allergies in spring. The doctor thought Nasonex was too harsh for use while she was pregnant. She went online and did a lot of research to determine it really was okay. In particular, she was trying to find out what alternatives she might consider if the risks associated with Nasonex were severe.

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# What is the desired User Experience?

*Information about the desired User Experience, based on research activities and client discussions.*

* Key factors in achieving an optimal user experience:
  + Robust search
  + Using consumer-friendly language
  + Design should build consumer confidence in the functionality and content
* Key opportunities to achieve a competitive edge
  + Clean, uncluttered design
  + Responsive design that works well on a variety of viewports
* The UX guiding principles as uncovered during research activities
  + Site should leverage and promote credibility of US FDA since user research indicates a high level of trust in user information
  + Information should be comprehensive for as many prescription drugs and risks as possible
  + Language should be easy for consumers to understand
  + Site functionality should be intuitive and highly learnable since use will be occasional and user research indicates high stress levels when researching this content
  + Site should be accessible on a variety of device types and viewports
* Issues that may be standing in the way of an optimal user experience
  + Data does not include information for all prescription drugs so user may get inconsistent results when searching
  + Data does not appear to be complete for OTC drugs, which users may have more questions about, since they don’t come from a doctor.
  + Language supplied by drug companies in key fields may be jargon-heavy

# Assumptions & Constraints

* The design and messaging should promote openFDA to leverage the credibility of the US Food and Drug Administration and to advance the goals of openFDA to provide easy access to high-value public data with the intent of providing education about public health interests and increasing government accountability and transparency while ensuring the security and privacy of the data.
* Focus must be narrow because of design and development timeline.