**Brief Intro about the tool**

We are developing a tool that lets you search for medical drugs by name, ingredients and or medical conditions. The results will include user reviews, ratings, and other relevant information to help you make a decision.

**Personality/Environment**

1. Name-
2. Profession-
3. Age Group – 15-25, 25-40, 41-65, 66-100
4. Sex-
5. What is their emotional quotient when they are researching a drug for themselves or for a family member?
6. Have you experienced an adverse effect from a drug/medicine in the past 15 years?
7. What information is important to you about a drug –price, alternatives, allergic reactions, age on market, brand names, quality, etc.?
8. What would make it easy for you to find this information?
9. Do you prefer talking to a pharmacist/physician about a drug or would you rather research online?
10. How often would you say that you visit a pharmacy?
11. Anything you wished you knew before you used a drug?
12. **What and where do you conduct the research right now?**

**Technology and Tool Specific**

1. Please rate yourself on a scale of 1-10 (1 being least experienced) your experience with technology.
2. What kind of Internet do you use? – Dial up, cable or High Speed, mobile broadband?
   1. Does it have a limit?
   2. Do you know your internet speed?
3. What kind of devices do you own? And how many?
   1. What is your preferred device?
4. Have you used drugs.com?
   1. And can you describe your experience in using that tool?
   2. Search Chantix and find pricing and coupons?
5. Can you talk about any issues that you came across while searching for a particular drug or drugs for a medical condition?
6. What feature would you like on the new tool?
7. How important is for you to know a drug’s history that you are using currently or might use in the future?
8. Do you typically shop for medicines in-store or online?
9. Change brand?
10. **Why would you use the app that we are building?**
11. Would you like a mobile app to perform these tasks on the move?
12. **Have you used anything similar?**
13. If the new tool/website was a car, what car would it be?
14. **Any other suggestions for this new tool?**
15. Privacy?