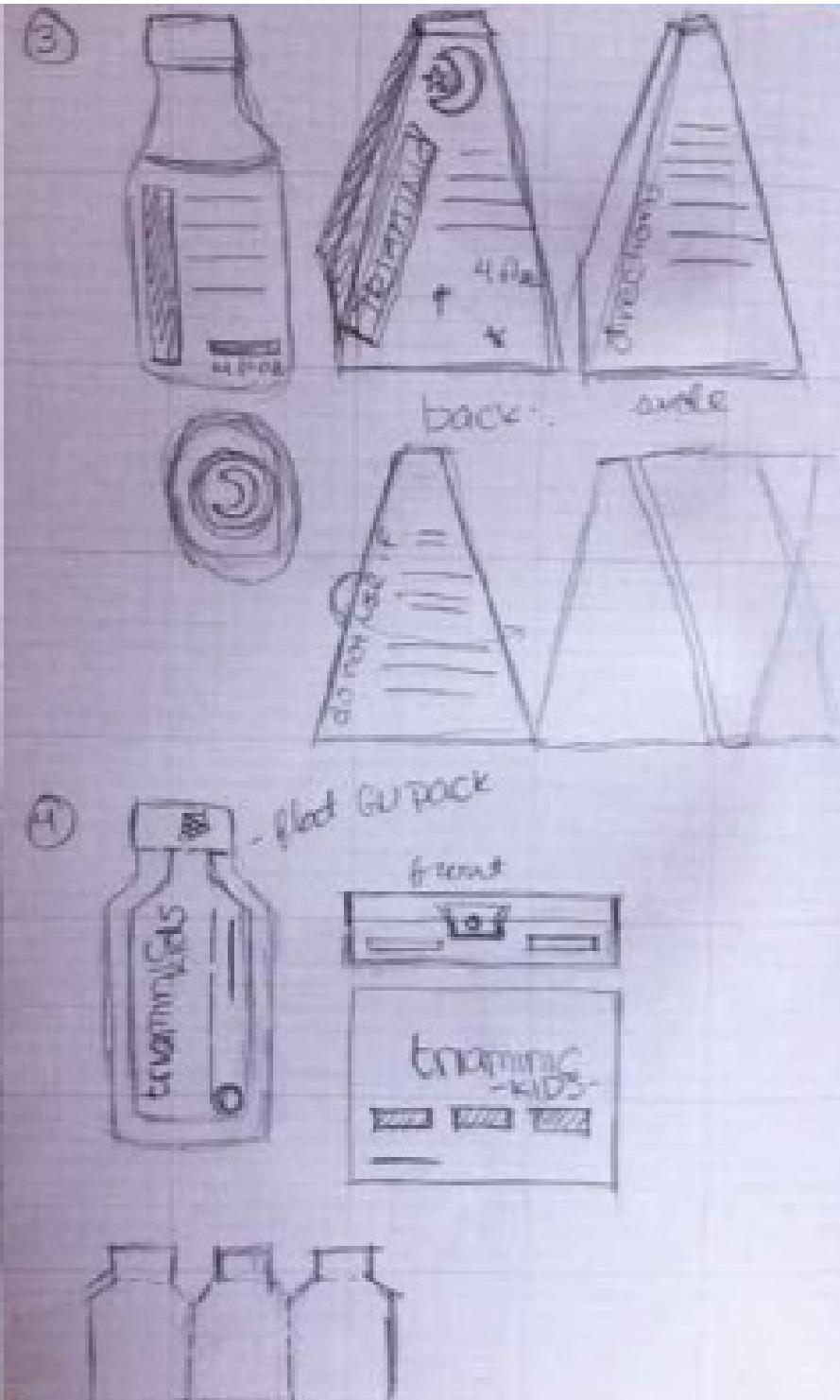
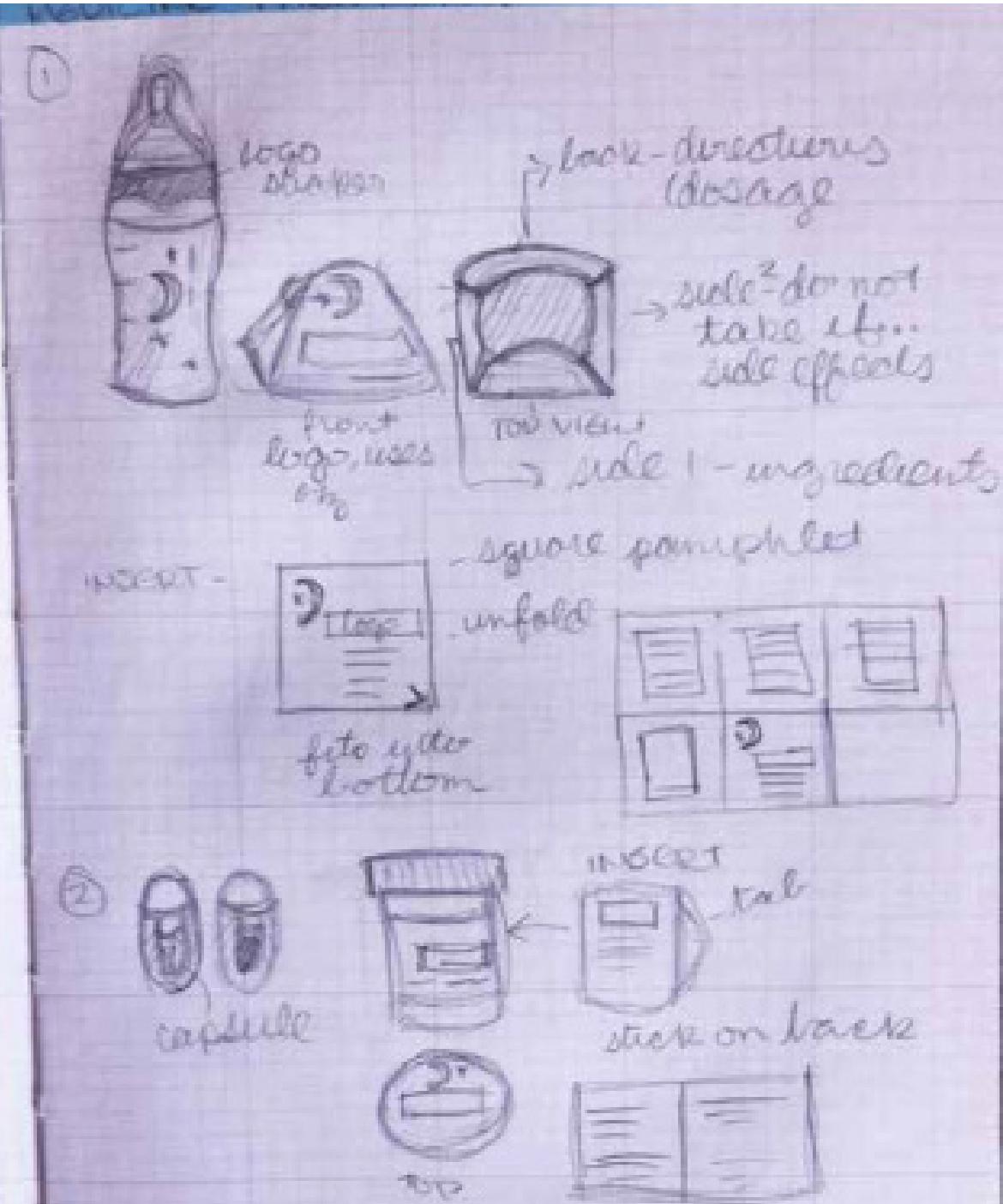


# thumbnails

thumbnails for (3) concepts looks like this—notice the different elements included in the sketches for each concept



# example: 1 of 2 summary test sheet

## Interview Questions/Summary Test Sheet

Aa Question	≡ Jackie Novielli	≡ Observations	≡ Cristina Zapata	≡ Opportunities
What brand is this medicine, and what does the medicine say it does?	✓	Easy to find	✓	
What symptoms does the medicine help alleviate?	✓	No issues listing the symptoms	✓	
What is the expiration date?	✓	No issue	✓	
What's the age minimum to take this medicine?	✓	A little trouble finding it, but read off more than I asked	✓	
Can you take this with another medicine?	✗	Uncertain; Wasn't listed on the bottle	✗	Specify if the ingredients can be combined with other OTC medicine
How much do you pour per dose?	✓	Answered quickly	✓	
How many hours do you need to wait in-between doses?	✓	Answered quickly	✗	
Can you take this if you're pregnant?	✓	Took her a couple of seconds to find the answer	N/A	Make it clear when you can't take this medicine; Ties in with combining with other medicines
Does taking this medicine come with side effects?	✓	Took her a bit to answer	✗	Should be clear on bottle
How long does it take for the medicine to kick in?	✗	Couldn't answer	✗	Should be listed at the top with the directions
What are the ingredients?	✓	Answered quickly	✓	

# building prototypes to test

Mock-ups can be built from found materials or re-purposed packages. For example, the one below used a package found for band-aids and re-purposed for a to-go design for Benadryl. Your mock-up doesn't have to be completely finished, but enough so that a user can interact with it during an interview.



# final examples



Maddie Switzer (Sophomore 2015)

Summer Woodward  
(Junior 2017)





## Cough Syrup

Daytime Non-Drowsy

Twist-n-Click Dosage

Cherry Flavored

GUAIFENESIN COUGH SYRUP  
100mL- 10 doses per bottle

# Clicks by Vicks

Demi V. (Junior 2021)



## Drug Facts

One Dose Every 8 Hours

10 mL per Dose

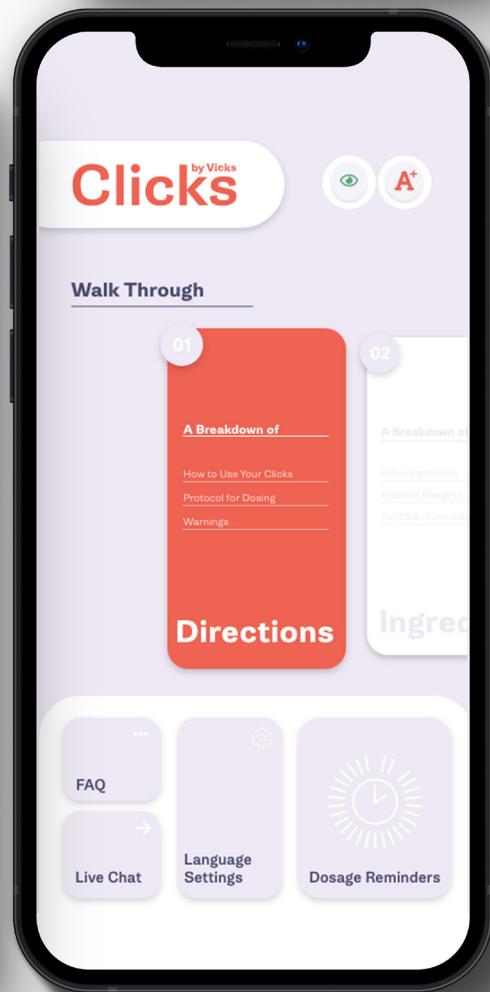
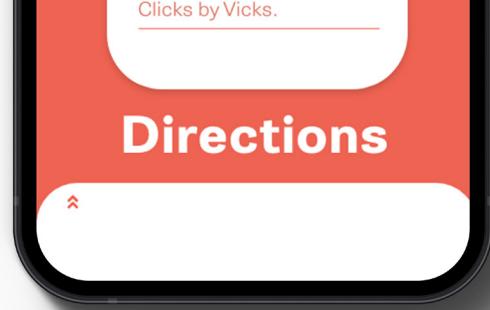
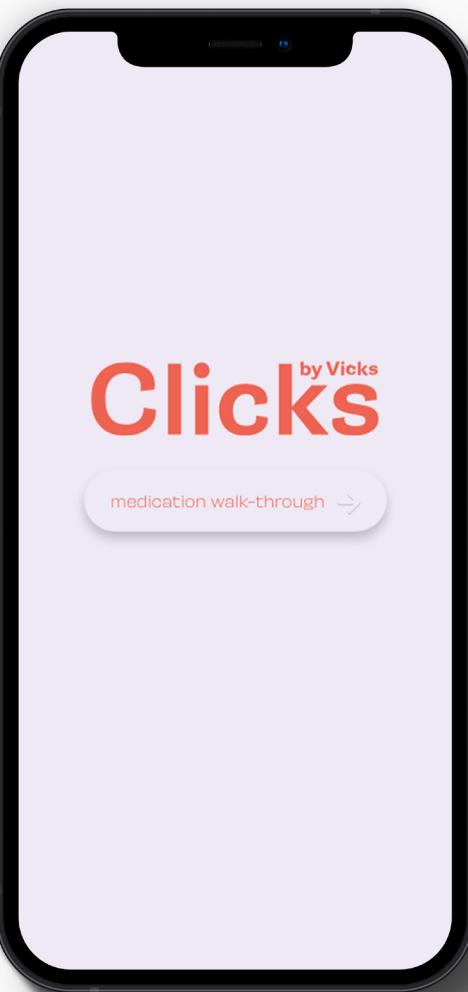
Allergen Free

Symptoms Relief for 8 hours

Daytime Non-Drowsy

GUAIFENESIN COUGH SYRUP  
100mL- 10 doses per bottle



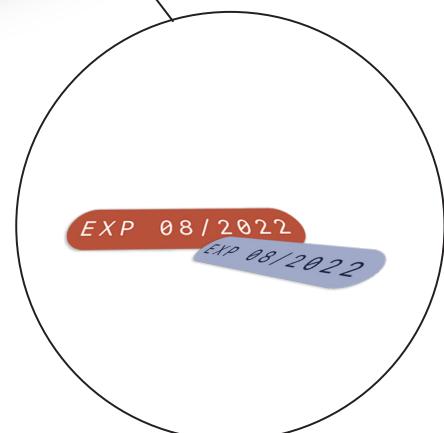


Natalie K. (Sophomore 2021)



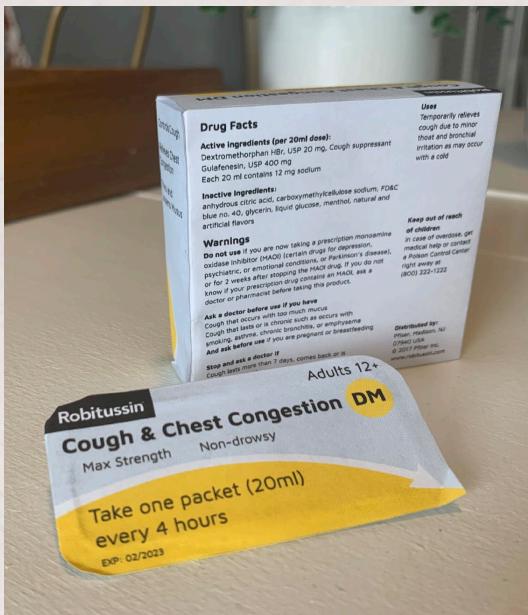


(foldable)minimal storage post  
consumption & reusable package



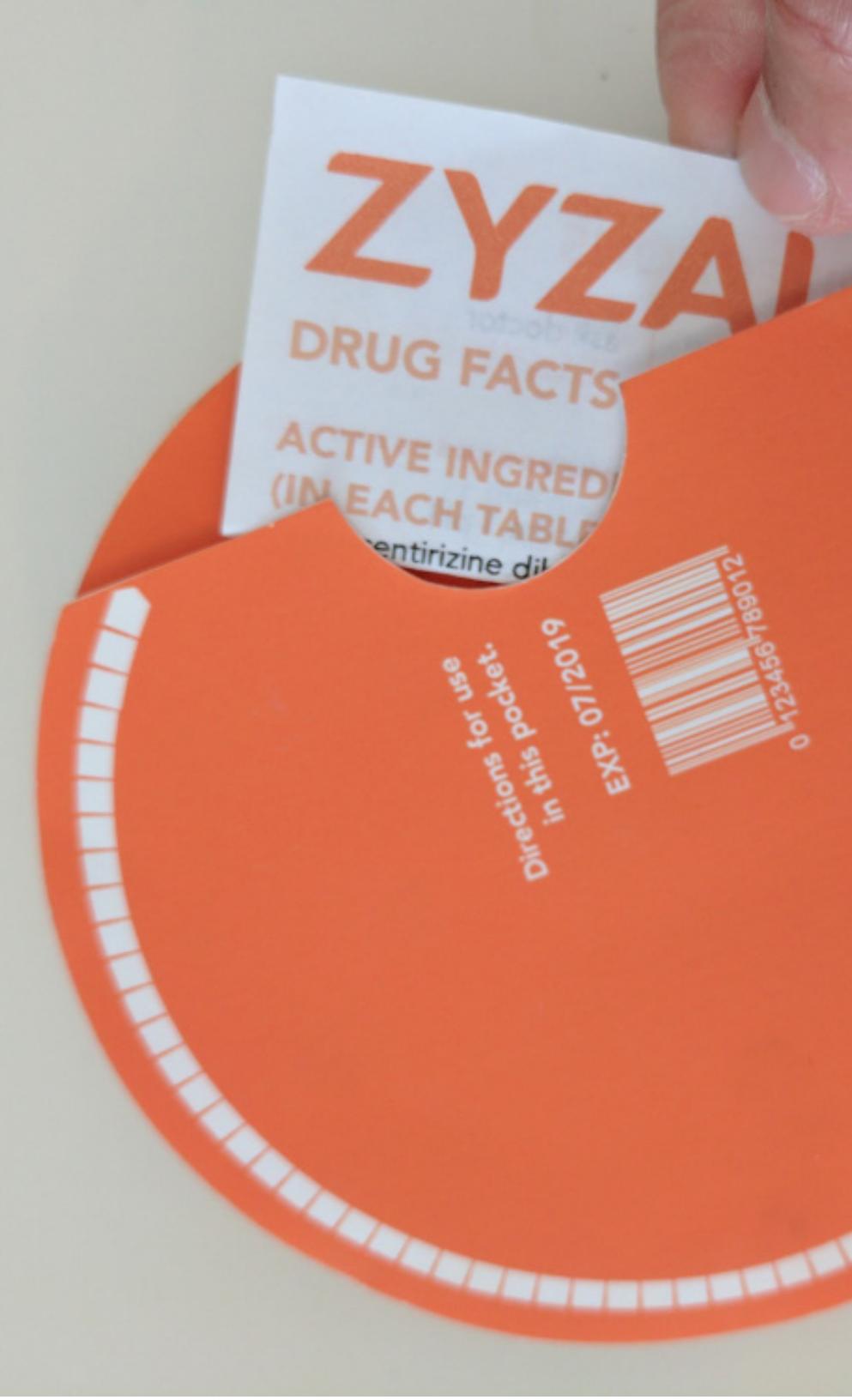
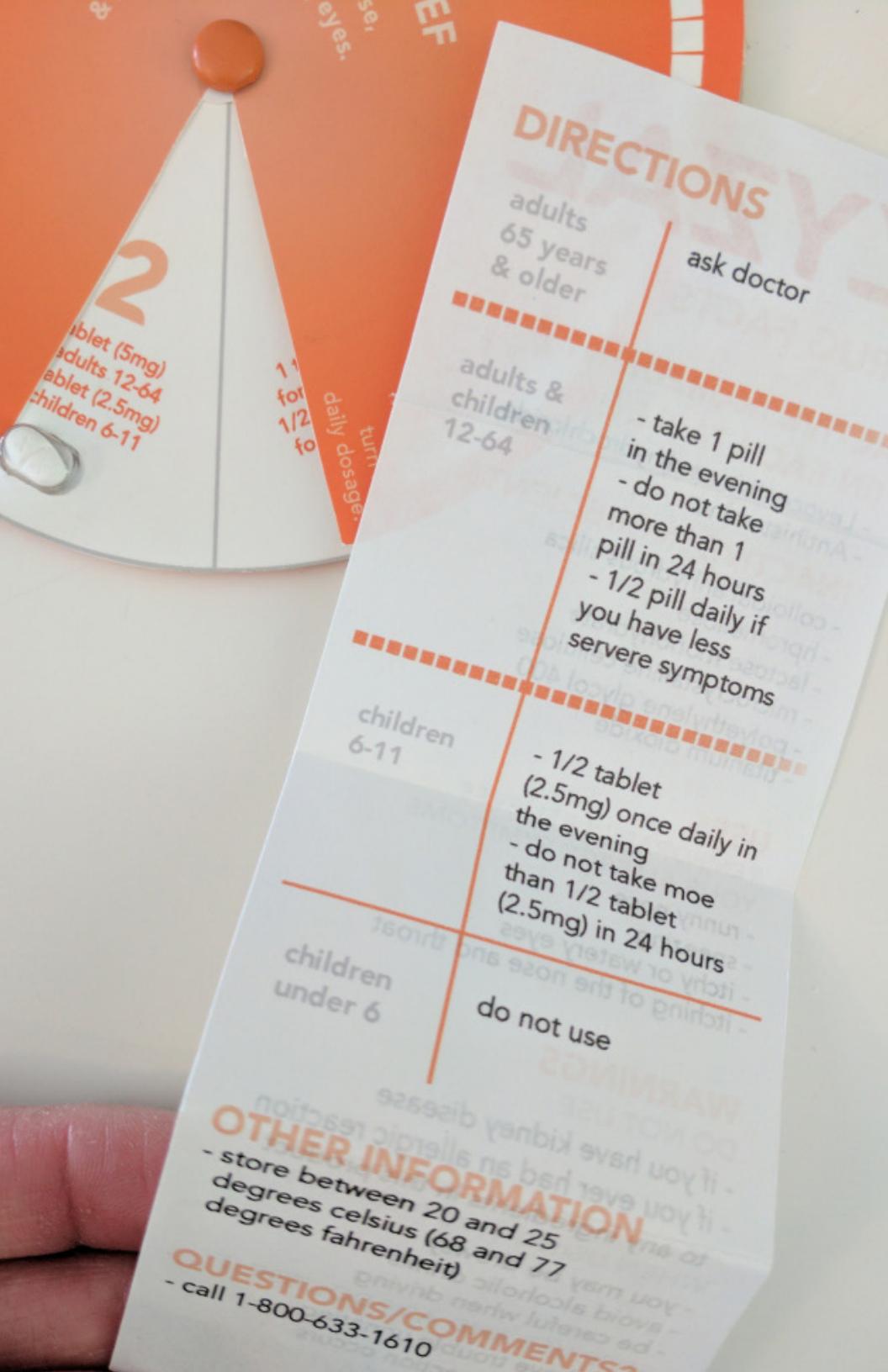
Sarah W. (2021 Sophomore)











Rebecca R. (Junior 2019)



# 24hr RELIEF

#BeAnOutsider #SunDayFunDay

Non-drowsy  
Indoor &  
Outdoor  
Allergies

**Active Ingredient (in each tablet)**  
Loratadine 10mg

**Purpose**  
Antihistamine

**Directions**

adults & children  
6 years and over

1 tablet daily; not more  
than 1 tablet in 24 hrs

children under  
6 years

ask a doctor

consumers with  
liver kidney disease

ask a doctor

Non-drowsy  
Indoor &  
Outdoor  
Allergies

**Active Ingredient (in each tablet)**  
Loratadine 10mg

**Purpose**  
Antihistamine

**Directions**

adults & children  
6 years and over

1 tablet daily; not more  
than 1 tablet in 24 hrs

children under  
6 years

ask a doctor

consumers with  
liver kidney disease

ask a doctor

PUSH THROUGH

1

2

3

**Warnings**

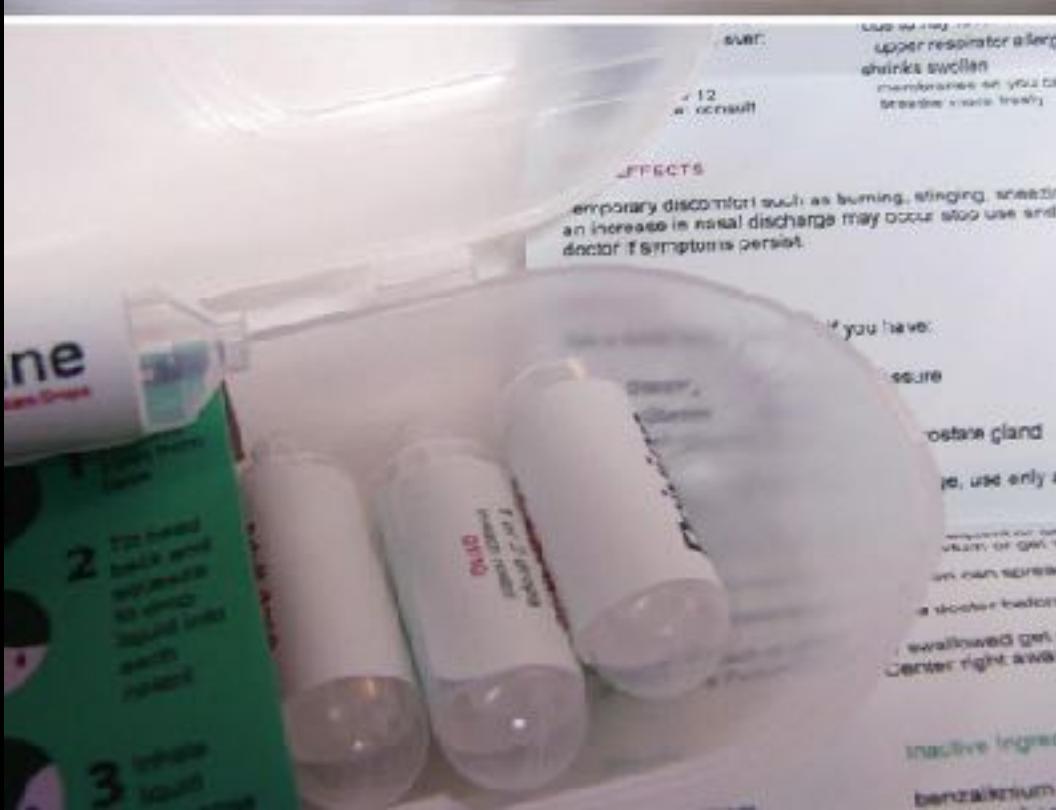
DO NOT USE if you have ever had  
an allergic reaction to this product or  
any of its ingredients.

ASK A DOCTOR before use if you  
have liver or kidney disease. Your  
doctor will give you correct dosage.

WHEN USING PRODUCT do not take  
more than directed. Overdosage may  
cause drowsiness.

IF PREGNANT OR  
BREASTFEEDING, ask a health  
professional before use.

KEEP OUT OF REACH OF  
CHILDREN. In case of overdose, get  
medical help or contact the Poison  
Control Center right away.





## up for DIRECTIONS

### INGS

children and teens who have or are recovering from chicken pox or chicken symptoms should NOT use this product because of the potential risks associated with **Reye's Syndrome**, a rare but serious illness. Adults may cause a severe allergic reaction which may include hives, facial swelling, asthma, shock.

**Ask doctor before use:** If you are taking a prescription drug for thinking of the blood, diabetes, gout, arthritis, have a serious condition taking any other drug, taking any other pain reliever/fever reducer.



### Ask a doctor before use

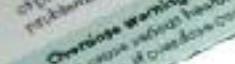
If you have never been diagnosed for continuous headache that is different from usual pain, fever, and eye irritation, ear, nose and throat problems, joint pain, stiffness, constipation, diarrhea, headache and ear, eye, toothache, pain from colds, colds, sinusitis, and a headache that occurs with no pain in the head.

**Stop use and ask doctor if:**

an allergic reaction occurs, your migraine is not relieved, your pain is still there after 24 hours, or the pain is getting worse, or it has been there more than 3 days, or the headache occurs again or again.

**If pregnant or breast feeding:**

Ask a doctor before use, especially during last 3 months of pregnancy. May cause problems in unborn child.



### DIRECTIONS

+18 For Adults.  
Under 18 ask doctor.

- x2 Take 2 tablets with a glass of water.
- If symptoms persist or worsen, ask doctor.
- Do not take more than 2 tablets in 24 hours, unless directed by a doctor.

Questions or Comments? 1-800-466-7746 or visit [www.Excedrin.com](http://www.Excedrin.com)

Distributed by Novartis Consumer Health, Inc. Parsippany, NJ 07054

For use under US patent no. 5972976

# MIGRAINE EXCEDRIN

Pain Reliever 24 tablets  
Acetaminophen, Aspirin and Caffeine

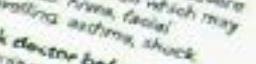
The pain stops. You don't.

## MIGRAINE EXCEDRIN

### WARNINGS

Children and teens who have or are recovering from chicken pox or flu-like symptoms should NOT use this product because of the potential risks associated with **Reye's Syndrome**, a rare but serious illness.

**Ask doctor before use:** If you are taking a prescription drug for thinking of the blood, diabetes, gout, arthritis, have a serious condition taking any other drug, taking any other pain reliever/fever reducer.



### Ask doctor before use

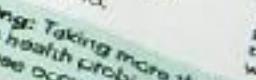
If you have never been diagnosed for continuous headache that is different from usual pain, fever, and eye irritation, ear, nose and throat problems, joint pain, stiffness, constipation, diarrhea, headache and ear, eye, toothache, pain from colds, colds, sinusitis, and a headache that occurs with no pain in the head.

**Stop use and ask doctor if:**

an allergic reaction occurs, your migraine is not relieved, your pain is still there after 24 hours, or the pain is getting worse, or it has been there more than 3 days, or the headache occurs again or again.

**If pregnant or breast feeding:**

Ask a doctor before use, especially during last 3 months of pregnancy. May cause problems in unborn child.



### DIRECTIONS

+18 For Adults.  
Under 18 ask doctor.

- x2 Take 2 tablets with a glass of water.
- If symptoms persist or worsen, ask doctor.
- Do not take more than 2 tablets in 24 hours, unless directed by a doctor.

Overdose warning: Taking more than the recommended dose can cause serious health problems, including serious liver damage. If overdose occurs, seek medical attention as critical.

**INGREDIENTS**

Active Ingredients (in each tablet)  
Acetaminophen 250 mg (pain reliever)

Aspirin 250 mg (pain reliever/aid)

Caffeine 65 mg (pain reliever/aid)

Inactive Ingredients

benzoic acid, carnauba wax, hydroxypropyl

cellulose, hydroxypropylene, microcrystalline

cellulose, mineral oil, polyisobutene 20, propylene glycol, aliphatic emulsion, sorbitan monolaurate, stearic acid.

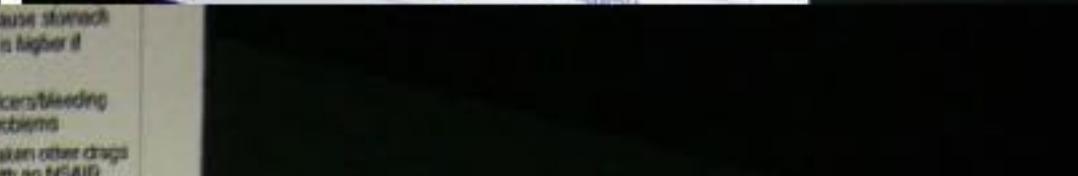
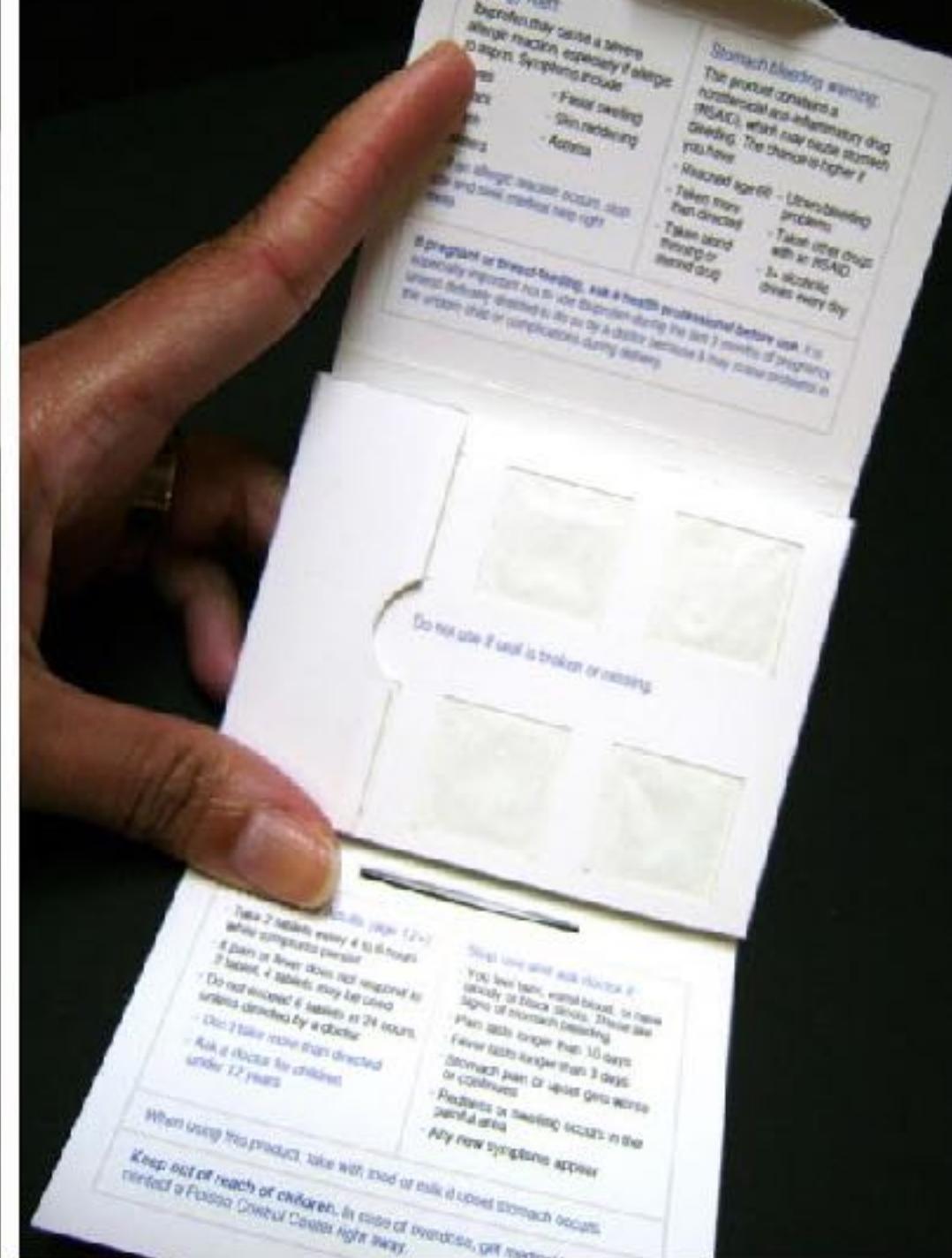
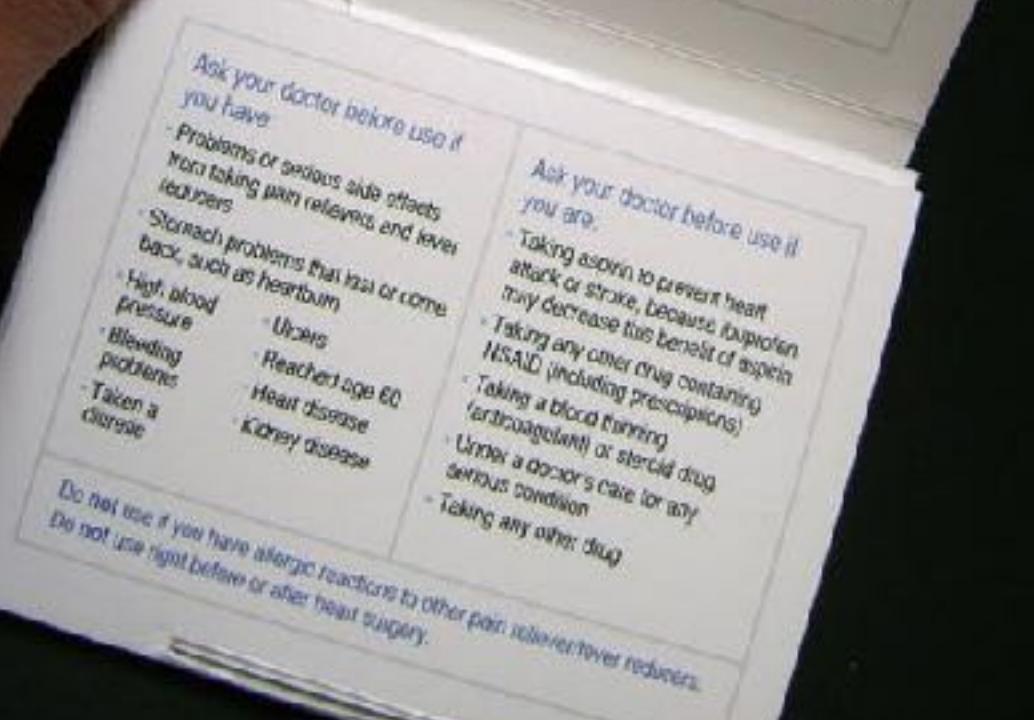
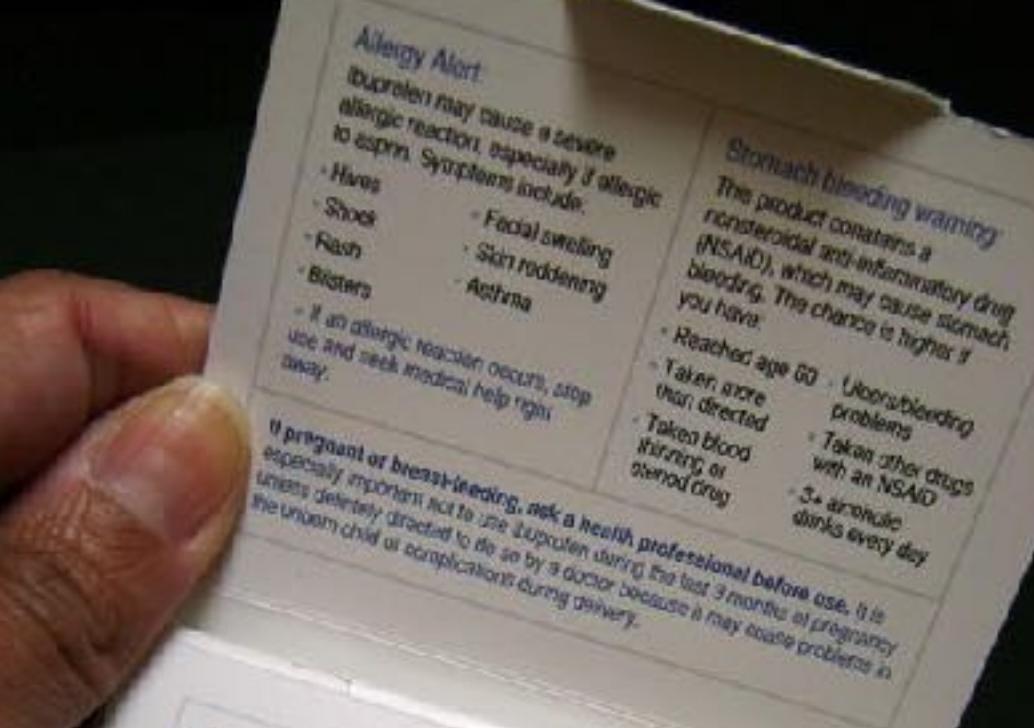
May also contain FD&C blue #1, titanium dioxide.

Store at 20°-25° C (68°-77° F)

Questions or Comments? 1-800-466-7746 or visit [www.Excedrin.com](http://www.Excedrin.com)

Distributed by Novartis Consumer Health, Inc. Parsippany, NJ 07054

For use under US patent no. 5972976





**Instructions for Adults (age 12+):**

- Take 2 tablets every 4 to 6 hours while awake/pain persists.
- If pain or fever does not respond to 2 tablets, 4 tablets may be used.
- Do not exceed 8 tablets in 24 hours, unless directed by a doctor.
- Don't take more than directed.
- Ask a doctor for children under 12 years.

**Warnings and side effects:**  
You have heart, vessel trouble, or have trouble or break veins. These are signs of stomach bleeding.  
Pain lasts longer than 10 days.  
Fever lasts longer than 3 days.  
Stomach pain or upset gets worse or continues.  
Redness or swelling occurs in the genital area.  
Any new symptoms appear.

**Emergency: If you have allergic reactions to aspirin, symptoms include:**

- Hives
- Shock
- Rash
- Gastroesophageal reflux disease
- If an allergic reaction occurs, stop taking this drug and seek medical help right away.

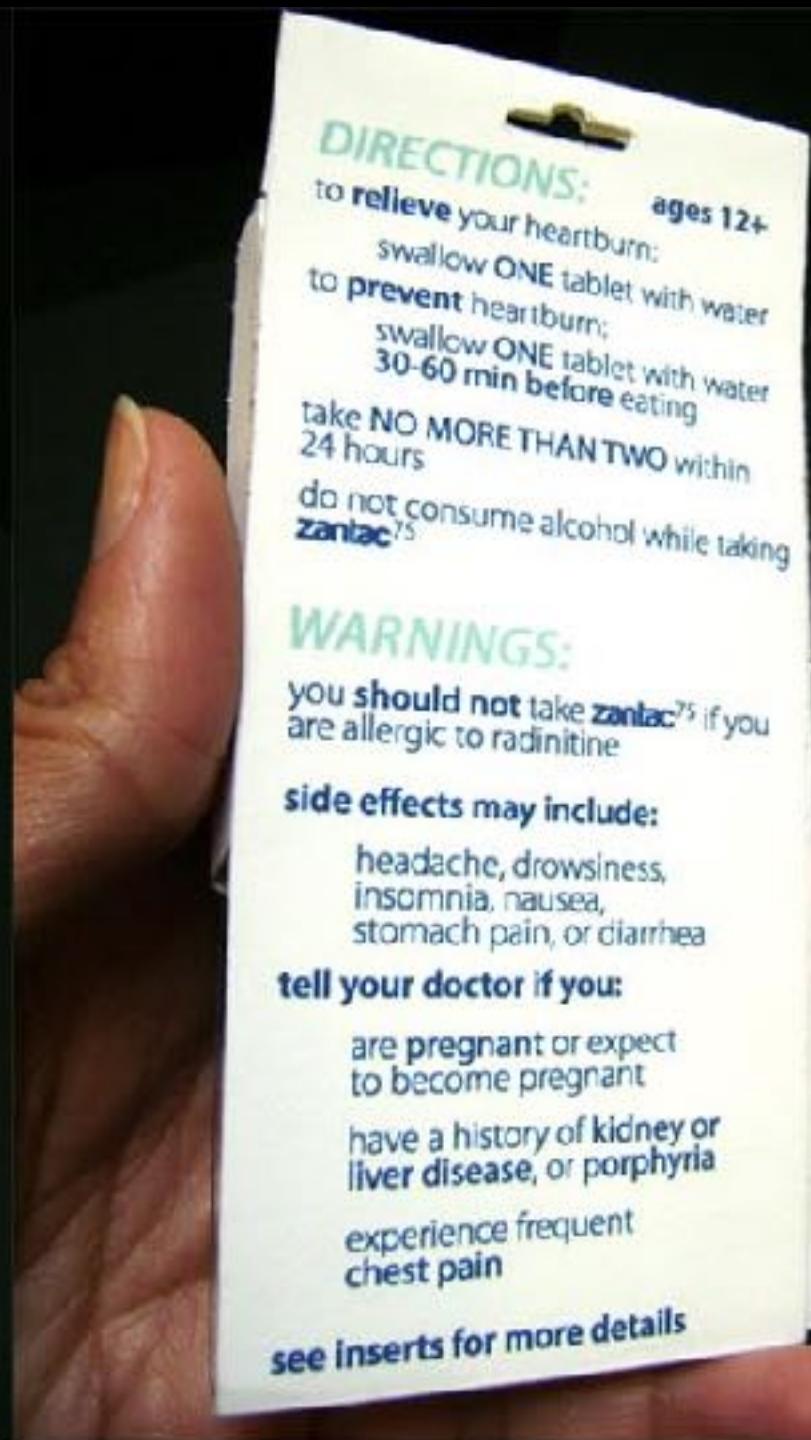
**(NSAID), which may cause stomach bleeding. The chance is higher if you have:**

- Reached age 60
- Taken more than directed
- Taken blood thinning or steroid drug
- Ulcer/bleeding problems
- Taken other drugs with an NSAID
- 3+ alcoholic drinks every day

**For breast feeding, ask a health professional before use. It is important not to use ibuprofen during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.**

**When using this product, take with food or milk if upset stomach occurs.**  
**Keep out of reach of children. In case of overdose, get medical help right away.**  
**Ask a doctor before taking if you are:**

- Under 12 years
- Over 65 years
- Have heart, vessel trouble, or have trouble or break veins. These are signs of stomach bleeding.
- Stomach pain or upset gets worse or continues.
- Redness or swelling occurs in the genital area.
- Any new symptoms appear.





## Why should I take zantac<sup>75</sup>?

**zantac<sup>75</sup>** treats **heartburn** and **indigestion**. The active ingredient in **zantac<sup>75</sup>** is Ranitidine, which works by reducing the amount of acid your stomach produces.

If you are experiencing  
moderate to  
indigestion, take  
**zantac<sup>75</sup>** every  
time you have  
heartburn.

Side effects  
include: headache,  
drowsiness,  
nausea,  
diarrhea,  
may include  
develop  
can less  
alcohol.

You should  
if you  
Ranitidine  
if yo

# Aspirin Regimen

85 mg



EX. 1/12  
284259B

WEEK

1

2

3

4

BAYE

S M

# Aspirin Regimen

85 mg



EX. 1/12  
284259B

WEEK

1

2

3

4

Aspirin is not appropriate for everyone.  
please talk to your doctor before beginning an  
aspirin regimen.

**One-a-day Aspirin Therapy Regimen- 85mg  
4 Week Supply**

Aspirin therapy has been shown to reduce the risk of recurrent heart attacks or ischemic strokes (strokes caused by a blood clot.)

Talk to your doctor about the possibility of an aspirin regimen if:

- You have had a heart attack
- You have had an ischemic stroke or mini-stroke
- You have angina
- You have had heart procedures

**EX. 1/12  
284259B**

**Keep out of reach of children.**

**Allergy Alert:**

Aspirin may cause a severe allergic reaction including hives, facial swelling, asthma, and shock.

**Alcohol:**

Do not take if you consume 3 or more alcoholic drinks a day. May cause stomach bleeding.

**Pregnant or Breast-feeding:**

Professional before use; do not take during the last 3 months of pregnancy.

**Warnings:**

**Ask a doctor before**

**You have:** stomach problems, bleeding problems, ulcers, or asthma

**you are taking medicine for:** gout, arthritis, anticoagulation, or diabetes

**Stop use and ask a doctor if:**

An allergic reaction occurs, redness or swelling is present, new symptoms occur, or ringing in the ears or loss of hearing occurs

**In case of overdose:**

Get medical help or contact a Poison Control Center right away.



**get back at it,  
zyzal works  
when you work.**

**CLINICALLY PROVEN RELIEF IN 60 MINUTES**

As effective at hour 24 as it is at hour one, ZYZAL is designed to help you put in the work all day, every day.

**directions  
a closer look**

**60+ YEARS**

Ask a doctor

**6 YEARS AND UNDER**

No hot line

**CONTRAINdications  
WARNING STATEMENT**

No hot line

**60+ YEARS**

Use never symptoms

- take (2.5mg) once a day in the evening, may be appropriate for less severe symptoms

**6-11 YEARS**

- take (1 tablet) once a day in the evening
- do not take more than 1 tablet in 24 hours

**DRIVER INFORMATION**

- drive between 30 and 250 miles and 720 minutes
- safety tested, do not use if doctor was consulted or if tablet was opened or if tablet unit is open or split

**INACTIVE INGREDIENTS**

crospovidone, cellulose, hypromellose, lactose, microcrystalline cellulose, hydroxypropyl cellulose, polyethylene glycol, >30, sodium chloride

