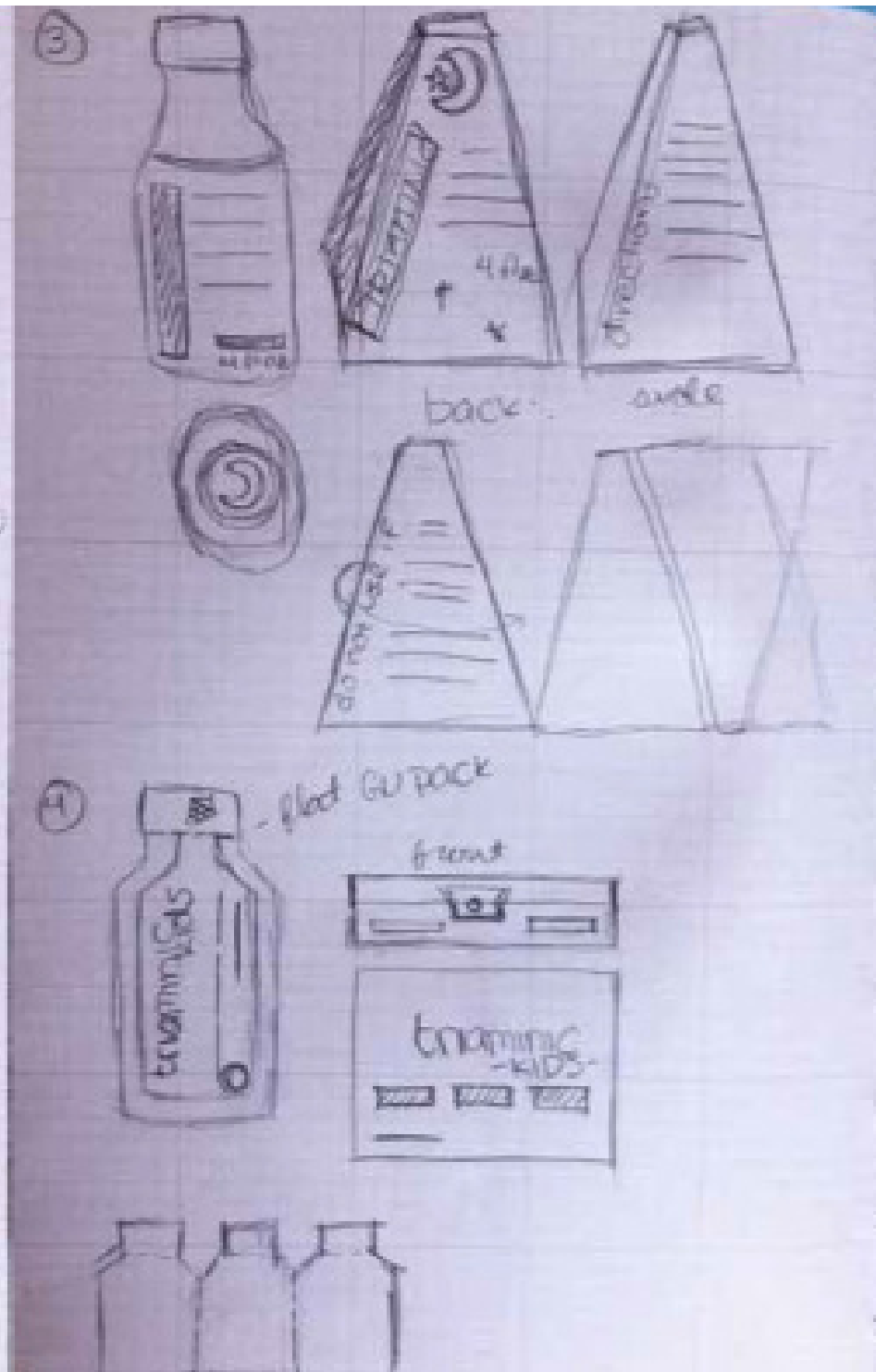


thumbnails

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?	X	Uncertain; Wasn't listed on the bottle	X	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	X	
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	X	Should be clear on bottle
How long does it take for the medicine to kick in?	X	Couldn't answer	X	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)

Children's **Triaminic** Syrup

Night Time Cold & Cough

Sedating/Non-Sedating (Antihistamine/Cough Suppressant)
Phenylephrine HCl (Nasal Decongestant)

- Cough Relief
- Runny, Stuffy Nose
- Itchy Throat

Grape Flavored

4 FL OZ (118 mL)

What You Need to Help Make Your Child Feel Better

Night Time Cold & Cough

- Cough Relief
- Runny, Stuffy Nose
- Itchy Throat





Cough Syrup

Daytime Non-Drowsy

Twist-n-Click Dosage

Cherry Flavored

GUAIFENESIN COUGH SYRUP
100mL- 10 doses per bottle

Clicks by Vicks



Exp. 2023

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

Demi V. (Junior 2021)



Cough Syrup

Children's Low Dosage
Twist-n-Click Dosage
Strawberry Flavored
GUAIFENESIN COUGH SYRUP
100mL- 10 doses per bottle

Clicks by Vicks



Drug Facts

One Dose Every 8 Hours
10 mL per Dose
Allergen Free
Symptoms Relief for 8 hours
Children's Non-Drowsy
GUAIFENESIN COUGH SYRUP
100mL- 10 doses per bottle

Clicks by Vicks



Cough Syrup

Night-Time Xtra Strength
Twist-n-Click Dosage
Honey Lemon Flavored
GUAIFENESIN COUGH SYRUP
100mL- 10 doses per bottle

Clicks by Vicks

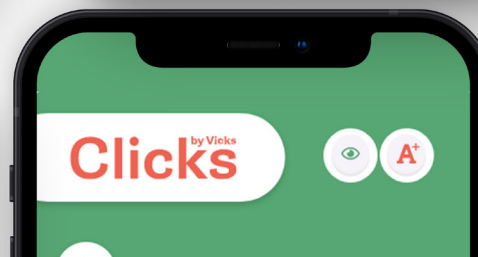
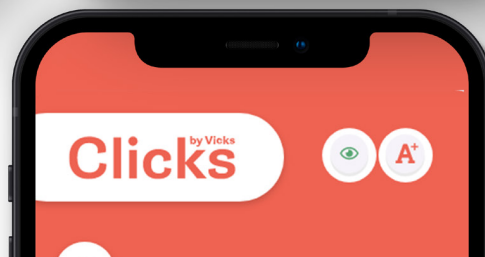
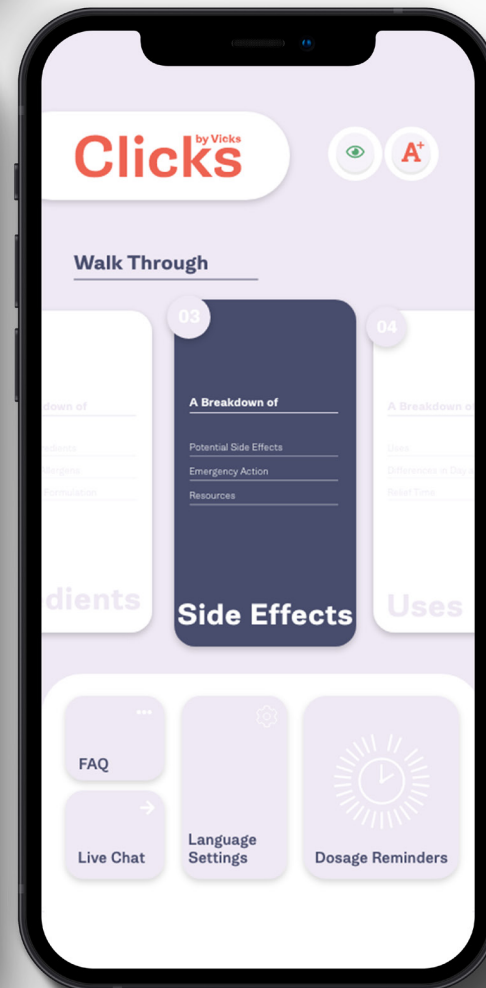
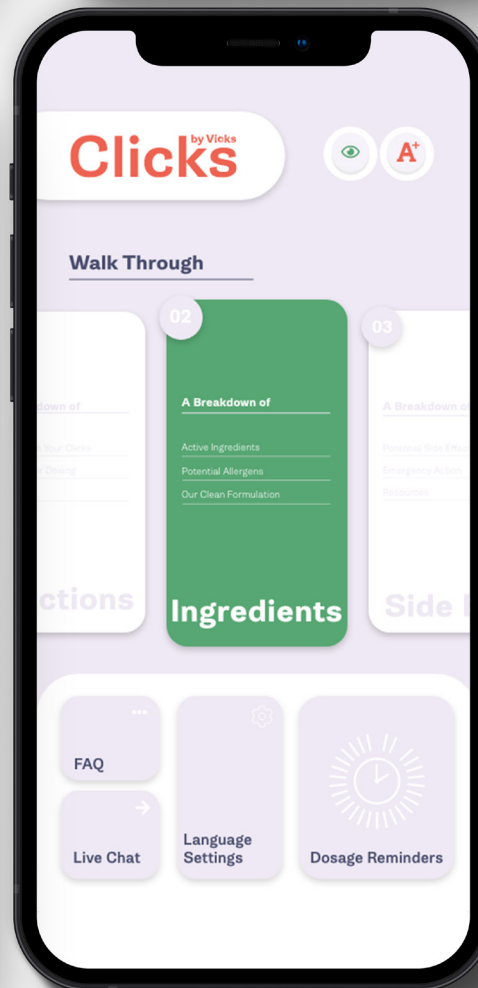
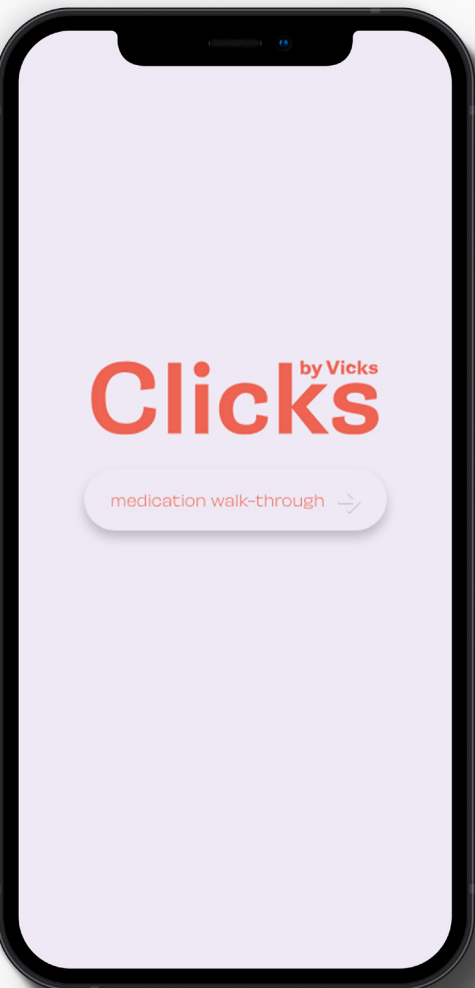


Drug Facts

One Dose Every 8 Hours
10 mL per Dose
Allergen Free
Symptoms Relief for 8 hours
Night-Time Xtra Strength
GUAIFENESIN COUGH SYRUP
100mL- 10 doses per bottle

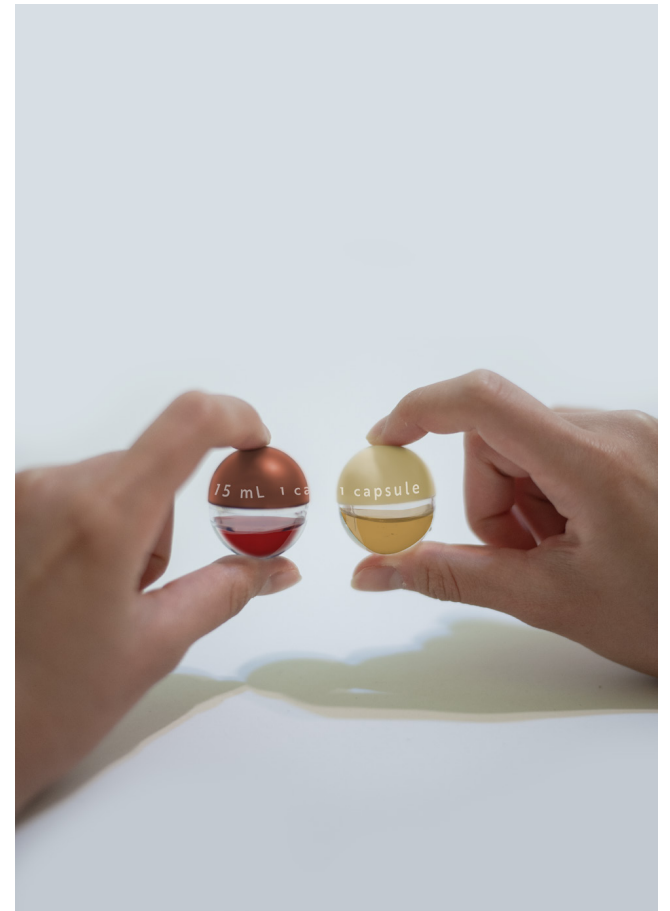
Clicks by Vicks



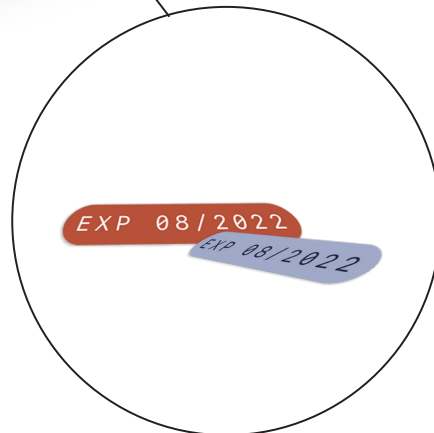


Natalie K. (Sophomore 2021)



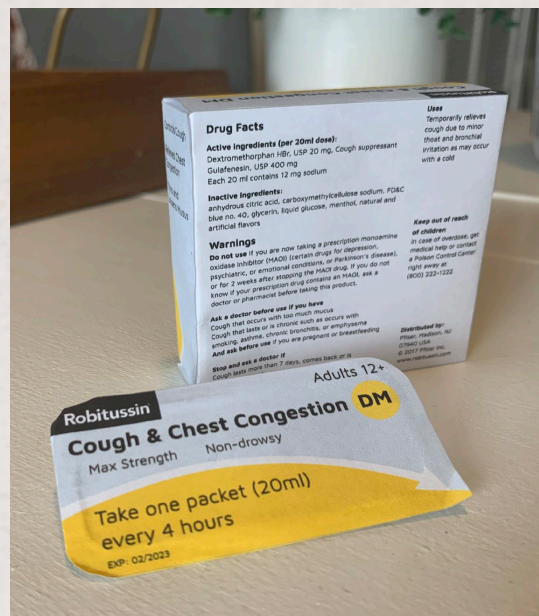


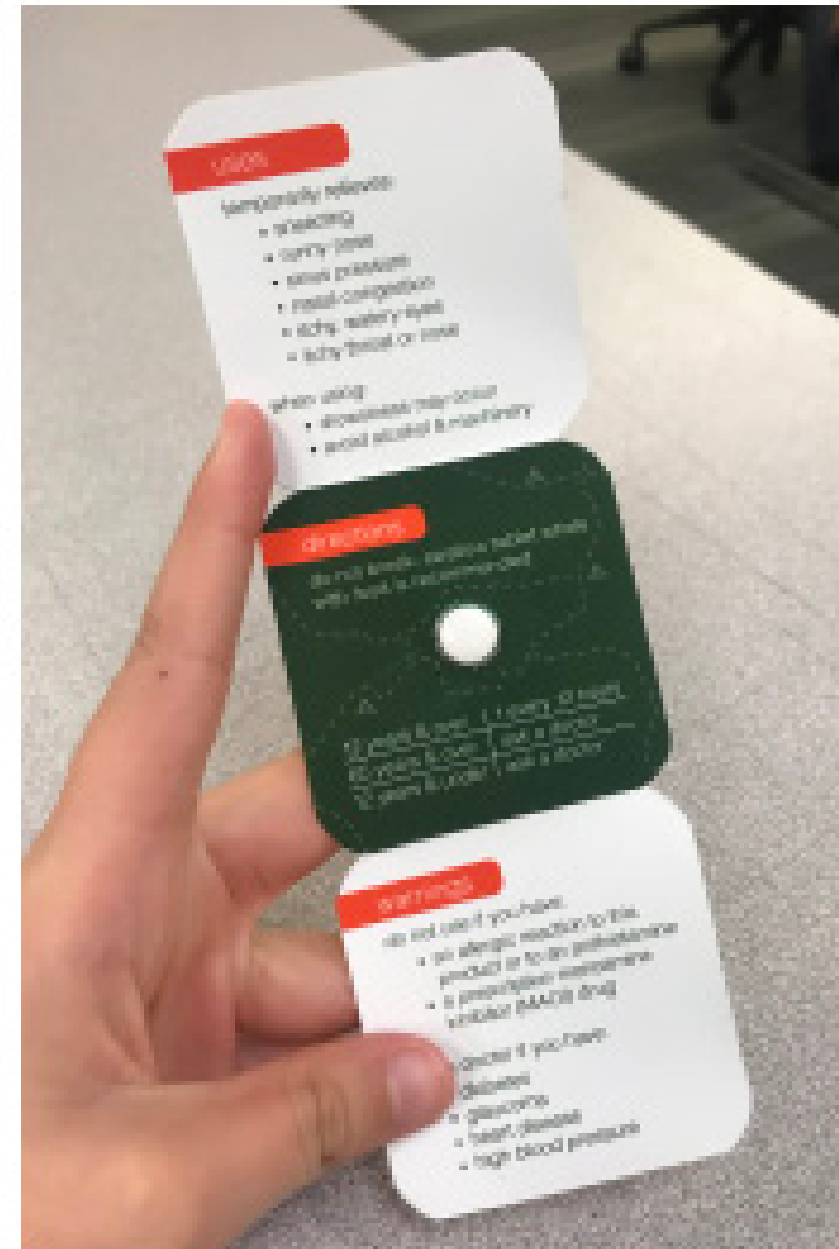
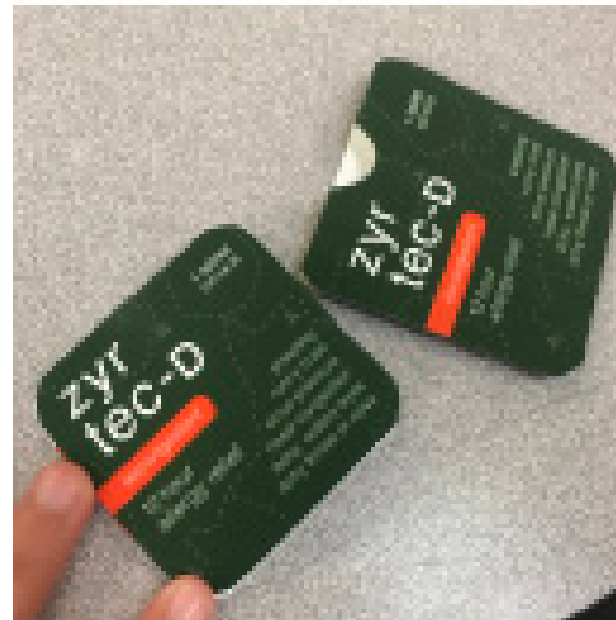
(foldable)minimal storage post
consumption & reusable package



Sarah W. (2021 Sophomore)









2

tablet (5mg)
adults 12-64
tablet (2.5mg)
children 6-11

1
for
1/2
to
daily dosage.
turn

DIRECTIONS

adults
65 years
& older

ask doctor

adults &
children
12-64

- take 1 pill
in the evening
- do not take
more than 1
pill in 24 hours
- 1/2 pill daily if
you have less
severe symptoms

children
6-11

- 1/2 tablet
(2.5mg) once daily in
the evening
- do not take more
than 1/2 tablet
(2.5mg) in 24 hours

children
under 6

do not use

OTHER INFORMATION

- if you have had an allergic reaction
- store between 20 and 25
degrees celsius (68 and 77
degrees fahrenheit)

QUESTIONS/COMMENTS

- call 1-800-633-1610

ZYZAL

DRUG FACTS

ACTIVE INGREDIENT
(IN EACH TABLET)
cetirizine dihydrochloride

0 142323436789012

Exp: 07/2019

Directions for use
in this pocket:



Active Ingridient (in each tablet) **Purpose**
Loratadine 10mg.....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

24hr
RELIEF

Non-drowsy
Indoor &
Outdoor
Allergies

#BeAnOutsider #SunDayFunDay

Active Ingridient (in each tablet) **Purpose**
Loratadine 10mg.....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



Warnings

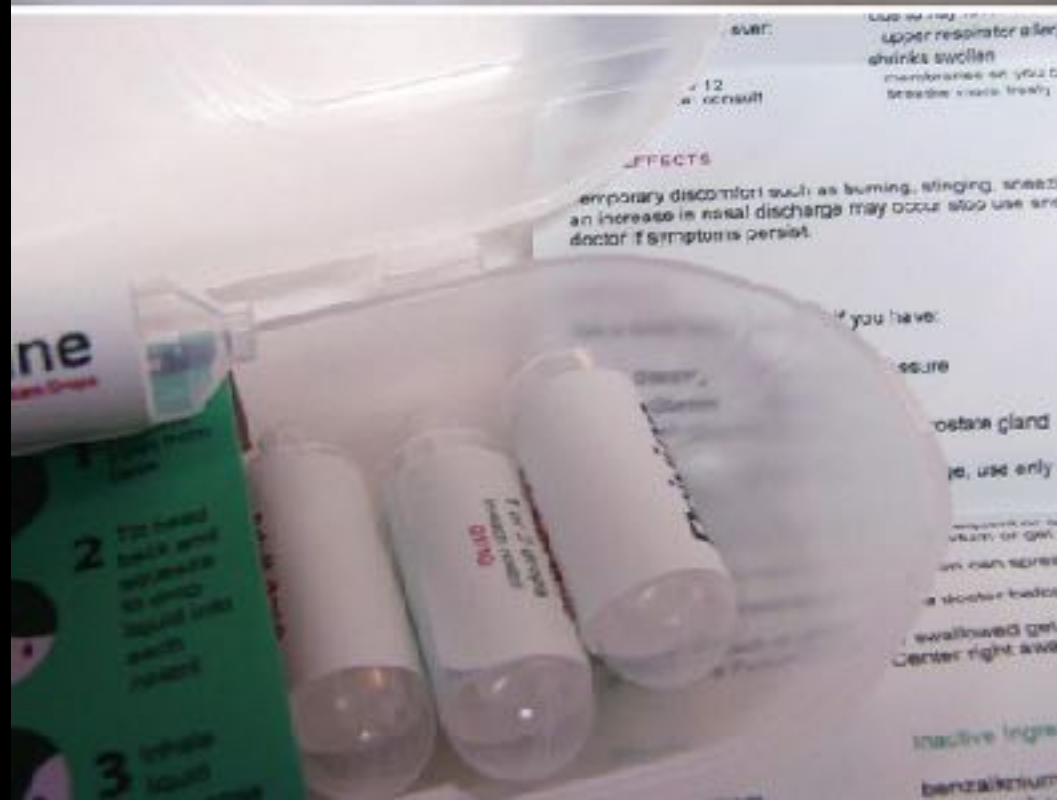
DO NOT USE if you have ever had
an allergic reaction to this product or
any of it's ingredients.

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.



Built For Adventure

DRAMAMINE

Motion Sickness Relief

Prevents Nausea, Dizziness & Vomiting

Treat your symptoms on the spot.
Get back to your adventure



DRAMAMINE

Motion Sickness Relief

Treats Symptoms
on the spot
36 Tablets (50 mg each)

Original Formula



Drug Facts

Active Ingredient
Dimenhydrinate, 50mg

Use

For the prevention and treatment
of unpleasant symptoms
associated with motion sickness:

- Nausea
- Vomiting
- Dizziness

Warnings

Do not use for children under
the age of 2 unless directed by
a doctor.

USE A DOCTOR BEFORE USE.
If you have a breathing problem
such as emphysema or chronic
asthma, as well as glaucoma or
fluid urinating due to an
enlarged prostate gland.

USE WITH CAUTION IF
YOU ARE TAKING DRUGS FOR
SLEEPING OR ANXIETY.

DO NOT USE THIS PRODUCT

if you are taking

alcoholic drinks

and sedatives, and
driving may increase
drowsiness.

Be careful when driving a motor
vehicle or operating machinery.

DO NOT TAKE IF
PREGNANT OR
BREAST-Feeding.
Ask a doctor before use.

Ask a
doctor
before use.

Directions

To prevent motion sickness, the first dose
should be taken 30 to 60 minutes before
travel.

Follow dosing chart below:

Adults over 12	Take 1 to 2 tablets every 4-6 hrs. No more than 8 tablets in 24 hrs.
Children 6 to 12	Give 1/2 to 1 tablet every 6-8 hrs. No more than 3 tablets in 24 hrs.
Children 2 to 5	Give 1/4 tablet every 6-8 hrs. No more than 1 1/2 tablets in 24 hrs.

KEEP OUT OF REACH OF CHILDREN

In case of overdose, get medical
help or contact a Poison Control
Center (* 800-332-1232)

Other Information

Store at room temperature
20°-25° (68°-77°)

Inactive Ingredients
Cellulose, Filler, Dextrose, Croscarmellose
Sodium, Lactose, Magnesium Stearate,
Microcrystalline Cellulose

QUESTIONS? 1-800-368-0079

Built For Adventure
DRAMAMINE
Motion Sickness Relief



up for DIRECTIONS

INGS

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. Aspirin may cause a severe allergic reaction which may include: hives, facial swelling, asthma, shock.



If you consume 3 or more alcoholic drinks every day, your doctor if you should take pain reliever and stomach bleeding is a risk.

Recommended dose of this product contains as much caffeine as a cup of coffee. Limit the use of caffeine while taking this product because too much may cause nervousness, irritability, sleeplessness and rapid heartbeat.

Aspirin 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 thinning of the blood, diabetes, gout, asthma, 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 migraines, a headache that is different from usual migraines, the worst headache in your life, fever and stiff neck, headache in relation to head injury, motion, coughing or bending, stomach problems, problems from taking pain relievers, vomiting with migraine headache.

Stop use and ask doctor if: an allergic reaction occurs, or symptoms after first dose, severe or persistent symptoms, upset, stomach pain, dark urine or loss of feeling occurs.

If pregnant or breast-feeding: ask a doctor before use, especially during last 3 months of pregnancy. May cause problems in unborn child.

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

INGREDIENTS

Active ingredients (in each tablet): Acetaminophen 250 mg (pain reliever/fever reducer), Aspirin 250 mg (pain reliever/fever reducer), Caffeine 65 mg (pain reliever aid).

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? 1-800-468-7746 or visit www.nichols-health.com. For web under US patent no. 5,972,916.

MIGRAINE EXCEDRIN

Pain Reliever 24 tablets
Acetaminophen, Aspirin and Caffeine

The pain stops. You don't.

MIGRAINE EXCEDRIN

WARNINGS

+18 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.

Aspirin 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 thinning of the blood, diabetes, gout, asthma, have a serious condition, taking any other drug, taking any other pain reliever/fever reducer.

Stop use and ask doctor if: an allergic reaction occurs, or symptoms after first dose, severe or persistent symptoms, upset, stomach pain, dark urine or loss of feeling occurs.

If pregnant or breast-feeding: ask a doctor before use, especially during last 3 months of pregnancy. May cause problems in unborn child.

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

Ask a doctor before use if you have: never been diagnosed for migraines, a headache that is different from usual migraines, the worst headache in your life, fever and stiff neck, headache in relation to head injury, motion, coughing or bending, stomach problems, problems from taking pain relievers, vomiting with migraine headache.

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.

INGREDIENTS

Active ingredients (in each tablet): Acetaminophen 250 mg (pain reliever/fever reducer), Aspirin 250 mg (pain reliever/fever reducer), Caffeine 65 mg (pain reliever aid).

Inactive ingredients: benzoic acid, carnauba wax, hydroxypropylcellulose, hypromellose, microcrystalline cellulose, mineral oil, polysorbate 20, polyethylene glycol, simethicone emulsion, sorbitan monoleate, stearic acid.

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

Questions or Comments? 1-800-468-7746 or visit www.nichols-health.com. For web under US patent no. 5,972,916.

Allergy Alert

Ibuprofen may cause a severe allergic reaction, especially if allergic to aspirin. Symptoms include:

- Hives
- Shock
- Rash
- Blisters
- Facial swelling
- Skin reddening
- Asthma

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use Ibuprofen during the last 3 months of pregnancy unless expressly directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Stomach bleeding warning

This product contains a nonsteroidal anti-inflammatory drug (NSAID), which may cause stomach bleeding. The chance is higher if you have:

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

Ask your doctor before use if you have

- Problems or serious side effects from taking pain relievers and fever reducers
- Stomach problems that hurt or come back, such as heartburn
- High blood pressure
- Ulcers
- Bleeding problems
- Reached age 60
- Heart disease
- Taken a diuretic
- Kidney disease

Do not use if you have allergic reactions to other pain relievers/fever reducers.
Do not use right before or after heart surgery.

allergic reactions, especially if allergic to aspirin. Symptoms include:

- Hives
- Shock
- Rash
- Blisters
- Facial swelling
- Skin reddening
- Asthma

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

- Reached age 60
- Ulcers/bleeding problems
- Taken more than directed
- Taken other drugs with an NSAID

Stomach bleeding warning

This product contains a nonsteroidal anti-inflammatory drug (NSAID), which may cause stomach bleeding. The chance is higher if you have:

- Reached age 60
- Ulcers/bleeding problems
- Taken more than directed
- Taken other drugs with an NSAID
- 3+ alcoholic drinks every day

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use Ibuprofen during the last 3 months of pregnancy unless expressly directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Do not use if seal is broken or missing.

Take 2 tablets every 4 to 6 hours while symptoms persist.

- If pain or fever does not respond to 2 tablets, 4 tablets may be used unless directed by a doctor.
- Do not exceed 6 tablets in 24 hours.
- Do not take more than directed.
- Ask a doctor for children under 12 years.

Stop use and ask doctor if:

- You see black, watery blood, or have bloody or black stools. These are signs of stomach bleeding.
- Pain lasts longer than 10 days.
- Fever lasts longer than 3 days or continues.
- Stomach pain or upset gets worse or continues.
- Redness or swelling occurs in the painful area.
- Any new symptoms appear.

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 or contact a Poison Control Center right away.

...any other drug
...have allergic reactions to other pain relievers/fever reducers.
...not use right before or after heart surgery.

...12 years
...which pain or upset gets worse
or continues
- Redness or swelling occurs in the
painful area
- Any new symptoms appear
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
needed or Poison Control Center right away.

allergic reactions, including swelling
to aspirin. Symptoms include:

- Hives	- Facial swelling
- Shock	- Skin reddening
- Rash	- Asthma
- Genders	

- If an allergic reaction occurs, stop
use and seek medical help right

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

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

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



ibuprofen tablets, 200 mg
The smallest effective dose should be used.

Directions for Adults (age 12+):

- Take 2 tablets every 4 to 6 hours
while symptoms persist
- 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

Stop use, and ask doctor if:

- You feel heart, vomit blood, or have
black or dark stools. These are
signs of stomach bleeding
- Fever lasts longer than 3 days
- Stomach pain or upset gets worse
or continues
- Redness or swelling occurs in the
painful area
- Any new symptoms appear





Zantac⁷⁵

ranitidine 75mg/acid reducer

prevents & relieves
heartburn related to
acid indigestion &
sour stomach

4 tablets

DIRECTIONS:

ages 12+

to **relieve** your heartburn:
swallow **ONE** tablet with water

to **prevent** heartburn:
swallow **ONE** tablet with water
30-60 min **before** eating

take **NO MORE THAN TWO** within
24 hours

do not consume alcohol while taking
Zantac⁷⁵

WARNINGS:

you **should not** take **Zantac⁷⁵** if you
are allergic to ranitidine

side effects may include:

headache, drowsiness,
insomnia, nausea,
stomach pain, or diarrhea

tell your doctor if you:

are **pregnant** or expect
to become pregnant

have a history of **kidney or
liver disease**, or porphyria

experience frequent
chest pain

see inserts for more details



Zantac⁷⁵

WHAT YOU NEED TO KNOW

Why should I take zantac⁷⁵?

zantac⁷⁵ treats **heartburn** and **indigestion**. The active ingredient in **zantac⁷⁵** is Ranitidine, which works by reducing the amount of acid your stomach produces.

Zantac⁷⁵

WHAT YOU

How do I take

I take

If you are
moderate
indigestion
EVERY
heartburn
should
more

Zantac⁷⁵

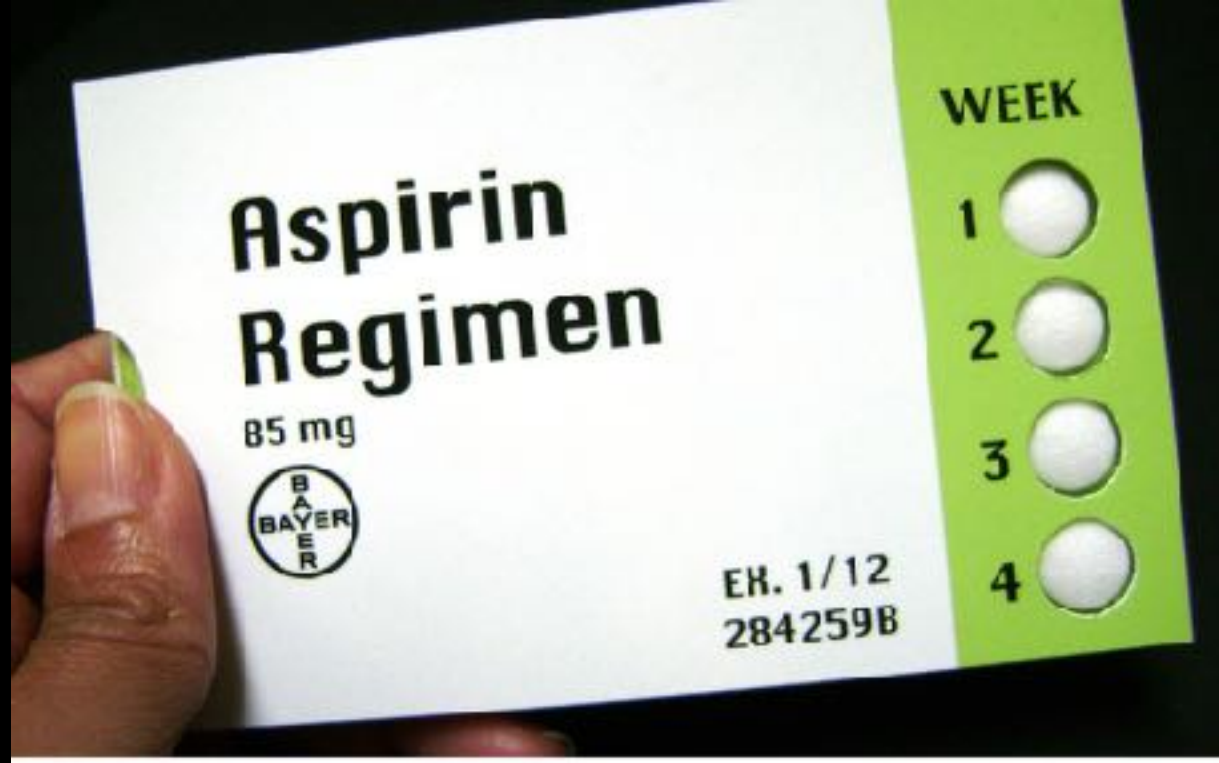
WHAT YOU

Who should take

You should
if you
Ranitidine
if you

What if I take another

side effects
include: **head**
drowsiness,
nausea,
diarrhea,
may increase
develop
can less
alcohol



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

EH. 1/12
284259B

Warnings:

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:

Consult your health professional before use; do
not use in the last 3 months of pregnancy

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 as most 24-hour-a-day pills, ZYAL is designed to help you put in the work all day, every day.



directions
a closer look

<p>80+ YEARS</p> <p>ASK A DOCTOR</p> <p>6 YEARS AND UNDER</p> <p>DO NOT USE</p> <p>CONSULT WITH FAMILY DOCTOR</p> <p>DO NOT USE</p>	<p>4-6 YEARS</p> <p>LESS SEVERE SYMPTOMS</p> <ul style="list-style-type: none"> • 1 tablet (2.5mg) once a day in the evening may be appropriate for less severe symptoms <p>MORE SEVERE SYMPTOMS</p> <ul style="list-style-type: none"> • take 1 tablet (5mg) once a day in the evening • do not take more than 1 tablet in 24 hours
<p>5-7 YEARS</p> <p>1 tablet</p>	<p>8-11 YEARS</p> <ul style="list-style-type: none"> • 1 tablet (2.5mg) once a day in the evening • do not take more than 1 tablet in 24 hours

Copyright © 2006 John Wiley & Sons, Ltd.

- strong histamine (H1 and H2) and 5HT_{2A} antagonist (70%)
- safety assessed: low risk seen if patients were informed as if taking low to medium dose

INACTIVE SUBSEQUENTLY

Cynodon dactylon, *Stylosanthes*
hypophanerata, *Leucaena*
merculiana, *Imperata*
stuebeli, *Brachiaria distachya*
capillaris, *Polypogon monspeliensis*
spirochloa, *Stylosanthes*

