

Participant #1
37, Female, Student
NYC

Has dealt with unknown health symptoms	Looking for gentle & healthy ways to improve	Uses tinctures, teas & dried herbs	Dislikes various negative side effects from modern meds	Grew up around herbal medicine in Ukraine
Struggles to find appropriate info on herbs	Invests in a lot of personal research	Wishes there was a reliable herbal source	Investigates herbal studies	Reads reviews
Looks for efficacy & accessibility	Needs to know known side effects of herbs	Needing to know proper dosages	Hopes to manage symptoms naturally	Needs trusted & reliable sources
Uses Medicine Finder app	Uses Homeopathic resources	iPhone user		

Participant #2
35, Female, Artist
Eugene, OR

Negative side effects with western medicine	Appreciates a more holistic approach	Uses natural supplements	Drinks tea, applies essential oils	Rarely uses OTC medications
Balance between traditional and modern medicine	Goes to herbs before other meds	Gets info from knowledge individuals	Info from searching internet & books	Source herbs organically vs. conventionally
Reads reviews	Looks for all different methods to use herbs	Being able to make at home is appealing	Needs to know side effects	Wants independence & natural way to heal
Dislikes the negative stereotypes	Does not use other related apps	Android user		

Participant #3
44, Female, Landscaper Estimator
Seattle, WA

Distressed what modern medicine has done to loved ones	Utilizes anti-inflammatories	Plant based (vegan) diet	Drinks tea	Uses cannabis (THC & CBD)
Interested in non-detrimental side effects	Affordability of herbs	Dislikes the stigma around herbal medicine	Spends too long researching	Wishes there was a central place of reliable info
Source of herb is important	Reads reviews	Realibility, accessibility & quality	Bio availability	Strong & healthy lifestyle
Dislikes capitalism & misinformation of natural medicine	Didn't know other herbal med apps existed	Android user		

Participant #4
34, Female, Product Line Manager
Portland, OR

German upbringing introduced herbs	Ongoing symptoms	Gentle & effective healing methods	Regularly drinks tea	Natural bath & beauty products
Syrups & immune boosting tonics	Wanting to know geographically plants in area	Appreciates alternatives to pharmaceuticals	Values passed down knowledge	Confidence & access to herbs
Desires to make own medicine	References notable figures in herbalism	Uses books on herbalism	Prefers to search based on symptoms rather than properties	Needing to know contraindications
Needing to know dosages & precision of use	Desires to increase health in more natural ways	Industry has mixed information	Reviews & stories from more experienced practitioners	Uses no other natural medicine apps
iPhone user				

Participant #5
53, Female, Program Administrator
Chicago, IL

Experimented with TCM	To improve a chronic condition	Uses herbs culinarily	Seeks out natural remedies for maladies	More holistic approach
Balance between traditional & modern medicine	Uses herbs for pets	Does not like committing to pharmaceuticals	Effects of herbs can be uncertain	Cost can be deterring
Relies on internet & knowledgeable friends	Searches for herbs based on symptoms	Needing to know quantity & dosages	Precautions of herbs	Hopes to alleviate symptoms with herbs
Dislikes the stereotype of herbalism	Bring more western influence & acceptance	Does not use other apps	Android user	

Android over iPhone users

Android user
 iPhone user
 Android user
 iPhone user
 Android user

Ongoing Symptoms

To improve a chronic condition
 Has dealt with unknown health symptoms
 Ongoing symptoms

Herbal Applications

Uses natural supplements
 Drinks tea, applies essential oils
 Uses tinctures, teas & dried herbs
 Utilizes anti-inflammatories
 Syrups & immune boosting tonics
 Drinks tea
 Regularly drinks tea
 Natural bath & beauty products
 Uses cannabis (THC & CBD)
 Experimented with TCM
 Looks for all different methods to use herbs

Source is Important

Source herbs organically vs. conventionally
 Needs trusted & reliable sources
 Source of herb is important
 Bio availability

Endless Searching

Spends too long researching
 Invests in a lot of personal research
 Investigates herbal studies

Stigma of Herbalism

Dislikes the negative stereotypes
 Dislikes the stereotype of herbalism
 Dislikes the stigma around herbal medicine

Manage Symptoms

Hopes to alleviate symptoms with herbs
 Hopes to manage symptoms naturally

Search Symptoms

Prefers to search based on symptoms rather than properties
 Searches for herbs based on symptoms

Misinformation

Struggles to find appropriate info on herbs
 Wishes there was a reliable herbal source
 Industry has mixed information
 Wishes there was a central place of reliable info
 Dislikes capitalism & misinformation of natural medicine

Dosing & Precision

Needing to know quantity & dosages
 Needing to know dosages & precision of use
 Needing to know proper dosages

Balance of Traditional & Modern

Balance between traditional and modern medicine
 Balance between traditional & modern medicine
 Bring more western influence & acceptance

European Upbringing

German upbringing introduced herbs
 Grew up around herbal medicine in Ukraine

Cooking with Herbs

Plant based (vegan) diet
 Uses herbs culinarily

Do not use other related Apps

Does not use other related apps
 Does not use other apps
 Didn't know other herbal med apps existed
 Uses no other natural medicine apps

Reads Reviews

Reads reviews
 Reads reviews
 Reads reviews

Accessibility

Looks for efficacy & accessibility
 Realibility, accessibility & quality
 Confidence & access to herbs
 Wanting to know geographically plants in area

Precautions & Side Effects

Needs to know side effects
 Needing to know contraindications
 Precautions of herbs
 Needs to know known side effects of herbs
 Effects of herbs can be uncertain

Increase Health Promoting Lifestyle

More holistic approach
 Appreciates a more holistic approach
 Looking for gentle & healthy ways to improve
 Gentle & effective healing methods
 Desires to increase health in more natural ways
 Seeks out natural remedies for maladies
 Strong & healthy lifestyle
 Uses Homeopathic resources
 Interested in non-detrimental side effects

Prefers Natural Methods to Pharmaceuticals

Dislikes various negative side effects from modern meds
 Negative side effects with western medicine
 Does not like committing to pharmaceuticals
 Appreciates alternatives to pharmaceuticals
 Goes to herbs before other meds
 Rarely uses OTC medications
 Distressed what modern medicine has done to loved ones

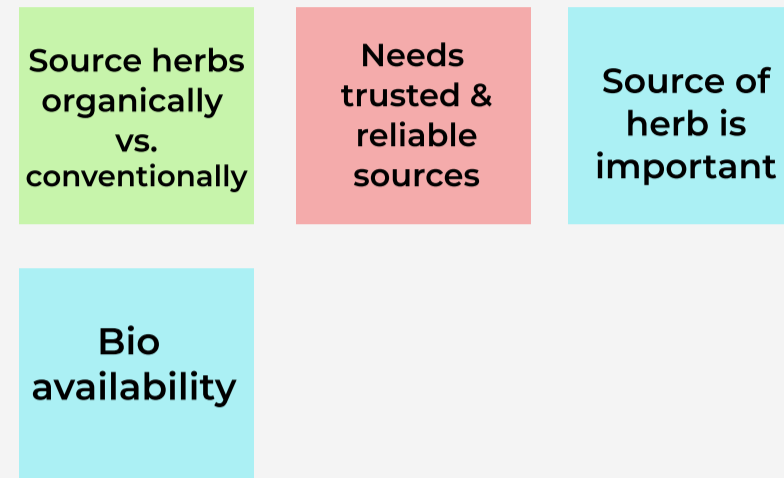
Reputable / Knowledgeable Resources

Relies on internet & knowledgeable friends
 Gets info from knowledge individuals
 References notable figures in herbalism
 Reviews & stories from more experienced practitioners
 Values passed down knowledge

Sourcing

Insights: Users like to know where their herbs are being sourced.

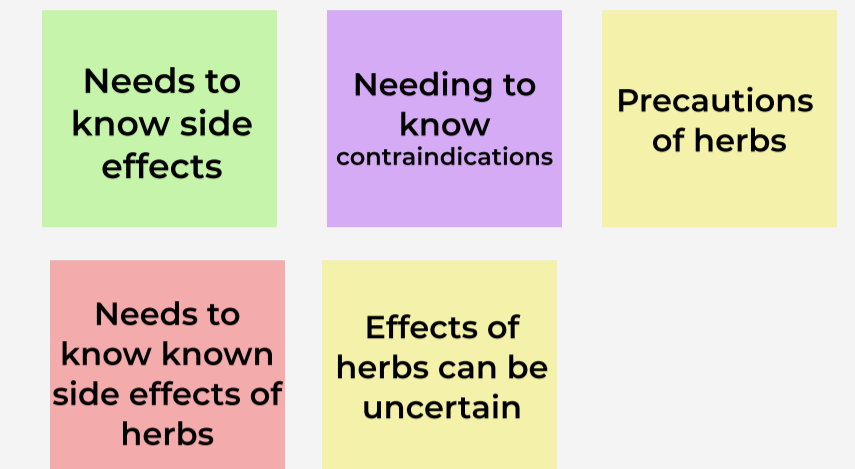
Needs: Users need more transparency as to where the herbs they are consuming originate from.



Warnings

Insights: Users worry about the types of side effects herbs have if used improperly.

Needs: Users need warnings about each herb's potential side effects.



Access to Herbs

Insights: Users rarely know where to access herbs that meet their needs.

Needs: Users need a way of knowing where they can access herbs in their own region.



Dosing

Insights: Users have concerns on how to properly dose each herb for their own individual conditions.

Needs: Users need a way to know how to dose their herbs.

