Participant #1 37, Female, Student NYC

Participant #2 35, Female, Artist Eugene, OR

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

as 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 herba medicine in Ukraine	Negative side effects with western medicine	Appreciates a more holistic approach	Uses natural supplements	Drinks tea, applies essential oils	Rarely u OTC medicati
Struggles to find appropriate nfo on herbs	Invests in a lot of personal research	Wishes there was a reliable herbal source	Investigates herbal studies	Reads reviews	Balance between traditional and modern medicine	Goes to herbs before other meds	Gets info from knowledge individuals	Info from searching internet & books	Source he organica vs. conventio
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	Reads reviews	Looks for all different methods to use herbs	Being able to make at home is appealing	Needs to know side effects	Want independ & natural to hea
Uses Medicine Finder app	Uses Homeopathic resources	iPhone user			Dislikes the negative sterotypes	Does not use other related apps	Android user		

Distressed what modern medcine has done to loved ones	Utilizes anti- inflammato ries	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, accessiblity & quality	Bio availability	Strong & healthy lifestyle
Dislikes capitalism & misinformat ion of natural medicine	Didn't know other herbal med apps existed	Android user		

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

iPhone user

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

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 commiting 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	

Herbal Applications Source is Important **Ongoing Symptoms** Android over iPhone users Needs Uses Utilizes Syrups & Source herbs Drinks tea, To improve a Has dealt with Source of Ongoing Uses natural trusted & immune organically antitinctures, applies Android iPhone chronic unknown herb is supplements reliable inflammato VS. symptoms boosting essential oils teas & dried user user health condition important conventionally sources tonics ries herbs symptoms Bio **Natural bath** Uses Regularly **Experimented** iPhone **Android** availability Drinks tea & beauty cannabis drinks tea with TCM Independence user user products (THC & CBD) Wants Being able to Desires to independence make at home Looks for all make own & natural way **Android** is appealing different medicine to heal Misinformation user methods to use herbs **Search Symptoms** Industry Struggles to Wishes there Stigma of Herbalism find **Endless Searching** has was a reliable appropriate mixed herbal Prefers to info on herbs information Manage Symptoms source search based Searches for Dislikes the Invests in a herbs based Dislikes the on symptoms Spends too Investigates Dislikes the stigma lot of rather than negative on symptoms long herbal stereotype of Dislikes around herbal Hopes to Wishes there personal sterotypes Hopes to properties researching studies herbalism capitalism & medicine manage was a central research alleviate misinformat symptoms place of symptoms ion of natural naturally reliable info with herbs medicine **Balance of Traditional & Modern Dosing & Precision Cooking with Herbs** Do not use other related Apps Balance Balance Needing to Bring more **Needing to** between Needing to between **European Upbringing** know western know traditional & traditional know proper dosages & **Uses herbs** Plant based influence & quantity & modern dosages and modern precision of culinarily Didn't know (vegan) acceptance dosages Does not medicine Does not use medicine other herbal diet German other related Grew up use other med apps upbringing around herbal apps apps existed introduced medicine in herbs Ukraine **Reads Reviews** Accessability Uses no other natural medicine Wanting to apps Looks for Realibility, Reads Reads Reads **Confidence &** know efficacy & accessiblity & access to reviews reviews reviews geographically accessibility quality plants in area **Precautions & Side Effects** Needs to Effects of Needs to Needing to **Precautions** know known herbs can be know side know Increase Health Promoting Lifestyle **Prefers Natural Methods to Pharmaceuticals** of herbs side effects of uncertain contraindications effects herbs Dislikes **Looking for** Desires to Negative side Appreciates **Appreciates** Does not like Gentle & various alternatives gentle & increase effects with commiting to **More holistic** a more effective negative side healthy health in western to pharmaceuticals holistic healing approach effects from pharmaceuticals Reputable / Knowledgeable Resources more natural medicine ways to approach methods modern meds improve ways Distressed Reviews & Goes to Rarely uses Relies on References Gets info Seeks out Interested in Strong & what modern stories from Values Uses OTC herbs before internet & from notable natural nonmedcine has passed down healthy more Homeopathic medications knowledgeable other meds knowledge figures in detrimental remedies for done to loved knowledge experienced lifestyle resources friends individuals herbalism side effects maladies ones practitioners

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.

Source herbs organically vs. conventionally

Needs trusted & reliable sources

Source of herb is important

Bio availability

Warnings

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

Needs: Users need warnings about each herbs potential 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

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.

Looks for efficacy & accessibility

Realibility, accessiblity & quality

Confidence & access to herbs

Wanting to know geographically plants in area

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.

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

Needing to know proper dosages