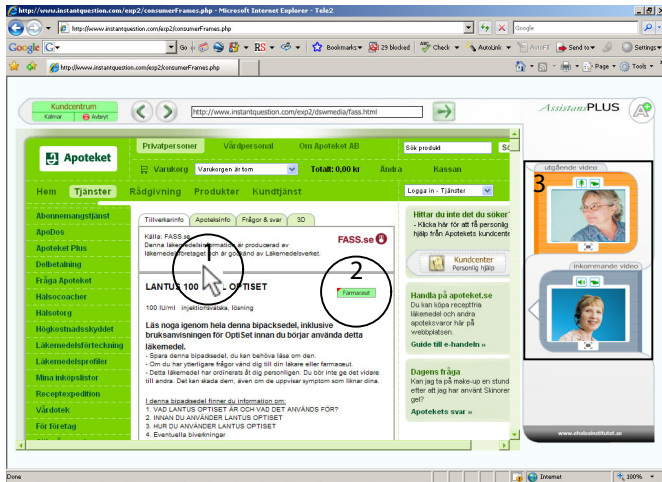


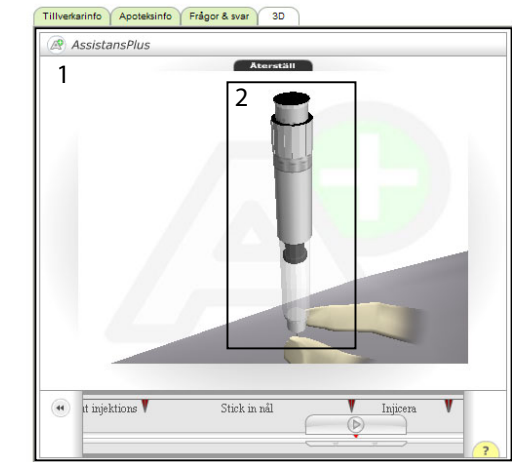
## Description of the survey

**Thank you for taking the time to participate in this study!**

Below are a list of question concerning your experience of the telephone and AssistancePlus advice sessions, respectively. There may be some expressions that are unfamiliar to you in the questions. Here is a short glossary for you to refer to.



- 1 - Cursor** - the mouse cursor used to point and click on the screen
- 2 - Remote cursor** - displays the position of the pharmacist's cursor.
- 3 - Video image** - Video feed that displays your or the pharmacist's face



- 1 - 3D animation** - the interactive movie that was used to demonstrate the handling instructions for the pharmaceutical product
- 2 - 3D model** - The model representing the pharmaceutical product in the 3D animation

## Background information

- 1** Gender    Man    Woman

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- 2** Age    18-24    25-34    35-49    50-65    65+

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- 3** Would you describe yourself as someone that is eager to try new things?

No, absolutely not    No, not usually    Yes, sometimes    Yes, absolutely    No opinion

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- 4** Would you describe yourself as having a positive attitude towards computers and the Internet?

No, absolutely not    No, not usually    Yes, sometimes    Yes, absolutely    No opinion

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- 5** How many times have you used a computer **for work or studies** in the last **month**?

Never    A few times    Several times    Daily    Do not know/not applicable

6 How many times have you used a computer in **outside work/studies** in the last **month**?

Never  A few times  Several times  Daily  | Do not know

7 How many times have you used the **Internet outside work/studies** in the last **month**?

Never  A few times  Several times  Daily  | Do not know

### Previous experience with pharmaceutical advice services

8 How many times have you in any way sought information about medication in the last **year**?

Never  1-4 times  5-10 times  More than 10 times  | Do not know/prefer not to say

### Comparison between telephone and AssistancePlus

9 For each of the following properties, distribute 10 points between telephone and AssistancePlus. A high value indicates a positive rating. The sum of the two values must be 10 (zero values are allowed).

	Telephone	AssistancePlus	
a Easy to use How easy is it to use	<input type="text"/>	+ <input type="text"/>	= 10
b Ease of communication How easy is it to communicate using it	<input type="text"/>	+ <input type="text"/>	= 10
c Sense of personal contact How personal the sense of contact feels	<input type="text"/>	+ <input type="text"/>	= 10
d Explanatory power How difficult/complex issues can it handle	<input type="text"/>	+ <input type="text"/>	= 10
e Understanding How well one understands given information	<input type="text"/>	+ <input type="text"/>	= 10
f Trust How much one trust the given information	<input type="text"/>	+ <input type="text"/>	= 10
g Efficiency How efficient the communication is	<input type="text"/>	+ <input type="text"/>	= 10

**10** Mark the number that corresponds with how you experienced AssistancePlus.

<b>a</b>	Awful	1	2	3	4	5	6	7	8	9	Fantastic	Do not know <input type="checkbox"/>
<b>b</b>	Frustrating	1	2	3	4	5	6	7	8	9	Satisfying	Do not know <input type="checkbox"/>
<b>c</b>	Boring	1	2	3	4	5	6	7	8	9	Stimulating	Do not know <input type="checkbox"/>
<b>d</b>	Difficult	1	2	3	4	5	6	7	8	9	Easy	Do not know <input type="checkbox"/>
<b>e</b>	Powerful	1	2	3	4	5	6	7	8	9	Powerless	Do not know <input type="checkbox"/>
<b>f</b>	Inflexible	1	2	3	4	5	6	7	8	9	Flexible	Do not know <input type="checkbox"/>
<b>g</b>	Easy to get started	1	2	3	4	5	6	7	8	9	Difficult to get started	Do not know <input type="checkbox"/>

**Audio/video**

**11** I find it positive that I could see the pharmacist (the pharmacist's video image)

Disagree completely       Agree completely  Do not know

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**12** I find it positive that the pharmacist could see me (your own video image)

Disagree completely       Agree completely  Do not know

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**13** Jag tycker att kvaliteten på videobilderna var bra.


Disagree completely       Agree completely  Do not know

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**14** Compare the audio quality with AssistancePlus with that on the telephone

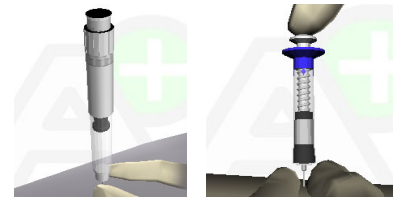
Much worse than the telephone           Much better than the telephone  Do not know

## Show and point

- 15 I valued being able to look at text and pictures on web pages together with the pharmacist.
- Disagree completely       Agree completely |  Do not know
- 
- 16 I valued being able to see what the pharmacist was pointing to with his/her remote cursor (the green cursor marked "Pharmacist")
- Disagree completely       Agree completely |  Do not know
- 
- 
- 17 Where you aware of that the pharmacist could see your cursor also?
- Yes  No  | Did not think about that
- 
- 18 I valued being able to use my cursor to point to things?
- Disagree completely       Agree completely |  Do not know

## 3D animation and the 3D model

The questions in this section pertain only to your experience of the 3D functionality used to demonstrate the pharmaceutical products



- 19 I feel that I understood the information that was passed on using the 3D features well.
- Disagree completely       Agree completely |  Do not know
- 
- 20 I valued being able to control the 3D content myself.
- Disagree completely       Agree completely |  Do not know
- 
- 21 Would you prefer the 3D model that was used to represent the pharmaceutical product to be true-to-life or simplified in the way it is presented?
- Simplified  1  2  3  4  5  6  7  8  9  true-to-life | Vet ej
- 
- 22 I feel that it would be valuable to be able to use the 3D model on my own after the advice-giving session has been completed.
- Disagree completely       Agree completely |  Do not know

## Feeling of control

**23** Did you feel active or passive during the advice-giving session using the telephone and AssistancePlus, respectively?

**a** - During the telephone session

Passive    1   2   3   4   5   6   7   8   9    Active    |    Do not know  
                                   

**b** - During the AssistancePlus session

Passive    1   2   3   4   5   6   7   8   9    Active    |    Do not know  
                                   

**24** Who did you feel was the one that controlled the dialog during the telephone and AssistancePlus sessions, respectively?

**a** - During the telephone session

Your yourself    1   2   3   4   5   6   7   8   9    The pharmacist    |    Do not know  
                                   

**b** - During the AssistancePlus session

Your yourself    1   2   3   4   5   6   7   8   9    The pharmacist    |    Do not know  
                                   

**25** I feel satisfied with the way the dialogue was controlled during the telephone session.

Disagree completely                     Agree completely   |    Do not know

**26** I feel satisfied with the way the dialogue was controlled during the AssistancePlus session.

Disagree completely                     Agree completely   |    Do not know

## Area of usage

**27** Choose which channels you would prefer when seeking information about pharmaceutical products for each type of product. High value indicate a positive rating. The sum of the ratings must be 10 (zero values are allowed).

	Telephone	AssistancePlus	Pharmacy store	Internet				
<b>a</b> Simple products For advice on simple products, for example non prescription aspirin.	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	= 10
<b>b</b> Simple prescription medication For advice on simple types of prescription medications.	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	= 10
<b>c</b> Complex medication For advice on complex medications that do not require any special handling.	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	= 10
<b>d</b> Medication requiring handling For advice on medications or medical aids requiring non-trivial handling.	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	= 10

## Would use

28

Would you use a service such as AssistancePlus where it available on Apoteket's web page?

Not at all likely    1   2   3   4   5   6   7   8   9    Very likely    | Do not know  
                                

## Open-ended questions

29

Was there anything with AssistancePlus that you found difficult or confusing?

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30

Do you have any suggestions on how AssistancePlus can be improved?

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31

What type of questions/issues do you think that AssistancePlus is best suited for?

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32

Who do you think would use a service like AssistancePlus?

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33

What would make you NOT WANT to use a service like AssistancePlus?

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34

Do you have any other comments?

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**Thank you for you contribution!**