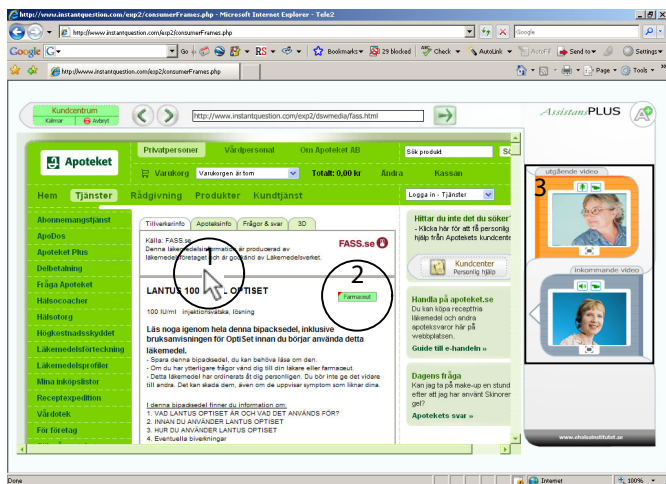


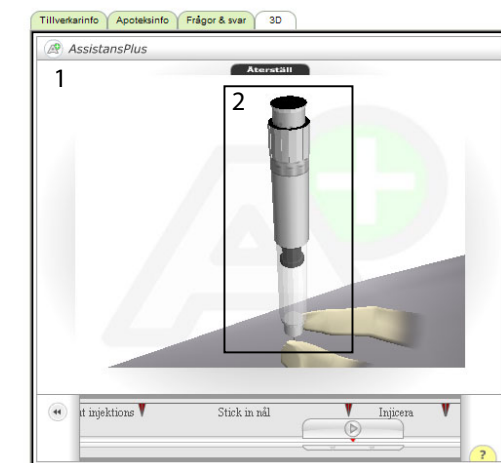
Description of the survey

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

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

- 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

- 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

- 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.

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

12 I find it positive that the pharmacist could see me (your own video image)
 Disagree completely Agree completely Do not know

13 Jag tycker att kvaliteten på videobilderna var bra.
 Disagree completely Agree completely Do not know

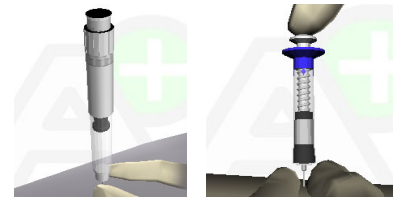
14 Compare the audio quality with AssistancePlus with that on the telephone
 Much worse than the telephone Much better than the telephone Do not know

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				
a 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 Simple prescription medication For advice on simple types of prescription medications.	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	= 10
c 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
d 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?

30

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

31

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

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!