

Emerald: Medicinal User Research

September 11, 2018

Research Objectives

- Explore attitudes towards consuming medical cannabis, including the decision to treat symptoms of a medical condition with cannabis (instead of traditional pharmaceutical medicine)
- Gain insight into the process of: obtaining a prescription, registering with an LP, choosing cannabis products, purchasing cannabis from an LP and consumption habits and behaviours
- Create a persona and customer journey map for the medicinal user from research findings & identify opportunities for www.emeraldhealth.ca

Methodology

- 1 hour interview held over videoconferencing using Lookback (usability testing software)
- \$250 incentive provided to each participant

Participant Criteria

- 12 participants
 - 5 from Ontario, 5 from British Columbia, 2 from Quebec
 - Quebec must be English-speaking participants
- 30 years or older
- 50% Male, 50 % female
- Can be employed full time or part time, self-employed, unemployed, disabled or retired
- Has a prescription for medical marijuana from their doctor
- Has registered with a licensed producer (the licensed producer has to be on the Health Canada list, found [here](#)) in the last year
- Has purchased medical marijuana at least three times from a licensed producer in the last year
- Has used medical marijuana for at least 6 months

Interview Guide

Introduction

Hello, my name is And I am from a design agency called DDB. We have been hired by Emerald Health Therapeutics, a licensed medical marijuana company based out of British Columbia, to better understand their customer base and identify opportunities to improve their website. The interview will be an hour long and we'll discuss how you got a prescription for

medical cannabis, registered with a licensed producer, how you decide to buy your products and how you consume cannabis products.

It is important to remember that you can't say or do anything wrong during this interview. I'd like to hear your honest thoughts and opinions, whether they are positive or critical. Please don't worry that you're going to hurt my feelings.

All of your responses will be kept confidential and anonymous. Your name or identity will not be associated with the results in any way. We will be recording the session and I would also like to let you know that some of my colleagues are observing remotely so they can take notes on our session.

If you are happy with this, please sign here.

Ice Breaker

1. Let's start by you telling me a bit about yourself.
 - What do you do for a living?
 - Where do you live?
 - Do you share your household with anyone?

Deciding to Pursue Medical Cannabis

1. What condition (or symptoms of your condition) were you interested in treating with medical cannabis?
2. Did you take anything previously? *Probe for pharmaceutical medications (ex. opioids, anti-inflammatories, anti-nausea meds, anti-depressants, etc.) or natural vitamins/supplements.*
 - How long were you taking this medication or vitamin for before deciding to try medical cannabis?
 - What prompted you to pursue a prescription for medical cannabis from your doctor?
3. Have you done any research on medical cannabis?
4. Have you talked to any friends or family about their experiences with medical cannabis?
5. Did you consume cannabis before you got a prescription?
 - If yes, did you consume cannabis to treat your medical condition? Did you consume cannabis recreationally? Or both?
 - How long have you been consuming cannabis pre-prescription?
6. Previously to obtaining a medical prescription, did you acquire cannabis through other channels (friends, private dispensaries, private dealers, online websites, etc.)?

- If yes, what did you like about this experience? What did you dislike?
7. Do you still take any other pharmaceutical medications (ex. opioids, anti-inflammatories, anti-nausea meds, anti-depressants, etc.) or natural vitamins/supplements?

Getting a Prescription

1. What did you do first after deciding that you wanted a prescription for cannabis?
 - Did you go to your doctor for a prescription?
 - Did you look up licensed producers (LPs) online?
 - Other?
2. Who wrote your prescription? [*Probe for family doctor, specialist, medical marijuana clinic/service provider with doctors & support staff, through a recommendation from a licensed producer, other?*]
3. Did you encounter any difficulties when you asked your doctor for a prescription?
 - If yes, what were your doctor's concerns?
 - If your doctor refused to complete the medical documentation, what did you do?
4. Did you ask your doctor any questions about medical cannabis? Did you have any concerns?
 - Was there anything your doctor was unable to answer?
 - How did you find answers to the questions your doctor was unable to answer?
5. What did your doctor prescribe you? How did you find this experience? *Probe on:*
 - *Dosage (grams/day)*
 - *Period of use (for a couple of weeks? A couple of months? A year?)*
 - *Type of product (oils vs dried flower)*
 - *Maximum CBD percentage*
 - *Maximum THC percentage*

Registering with a Licensed Producer

1. Did anyone recommend a licensed producer to you? If yes, who provided the recommendation and what was the rationale?
2. How did you decide which licensed producer to purchase from? *Probe on:*
 - *Quality of product - local/Canada, healthy, organic, no artificial ingredients*
 - *Types of products - variety of formats, variety of strains*
 - *Cost – affordability of product at different LPs*
 - *Availability – products in stock at LP*

- *Packing - stays fresh, easy storage, convenient, appearance*
 - *Brand - backed in scientific research, educational*
 - *Purchasing - delivery to door, helpful sales staff*
3. Describe the process of how you registered with your licensed producer.
 - What did you like about the experience?
 - Was there any way the experience could have been improved?
 4. Are you registered to purchase with any other licensed producers? If yes, why?
 5. (If applicable) Has you gone through a renewal process for your medical cannabis prescription with your licensed producer?
 - Describe the renewal process to me.
 - How could your licensed producer make this experience easier for you?
 6. Do you follow your licensed producer on social media? Why or why not?
 - Do you follow any other cannabis-related individuals or pages on social media?
 - What type of information are you trying to discover from social media?

Choosing & Purchasing Cannabis Products

1. Tell me about a typical order you make from your licensed producer.
 - What products do you buy?
 - Are there products (ie. edibles, topicals, beverages) you are interested in purchasing that are not available from your licensed producer? If yes, are you purchasing these elsewhere (ie. private dispensary, online, etc.?)
2. How did you decide what specific cannabis products to purchase for the first time?
 - Did you do any research? What were the sources?
 - Did you order products similar to what you had been purchasing pre-prescription?
 - How did you find the process (easy? difficult?)
 - What was difficult about the selection?
 - How did you move forward with your selection?
3. Were there any features on the website for your licensed producer that you found helpful when shopping? *Probe on:*
 - *Information on CBD and/or THC percentages*
 - *Information on strain type (indica, sativa, hybrid)*
 - *Filtering by symptoms (sleep, pain, inflammation, etc.)*
 - *When to consume (morning, afternoon, night)*
 - *Customer reviews*
 - *Other?*

4. Was there any information that you wanted to know that was missing from the website? What did you do?
5. Do you know if the cannabis products you buy from your licensed producer are grown in Canada/organically/without pesticides? Does this affect how you purchase?
6. How many times have you ordered from your licensed producer?
 - Are you still using the same cannabis products that you ordered the first time?
 - If no, describe the process of how you switched products. Why did you decide to switch?
7. In an ideal world, would you prefer to purchase cannabis products in-person or online?
 - What are the benefits of purchasing cannabis in a retail environment?
 - What are the benefits of purchasing cannabis online?
 - Do you have any concerns about purchasing cannabis online? How could an organization alleviate these concerns?
8. Has your licensed producer ever been unable to fulfill your order? Tell me about this experience.

Consuming

1. How long have you personally used medical cannabis?
2. How often do you consume cannabis products?
 - *[Probe for daily, weekly, monthly, occasionally, never]*
3. What time of day are you most likely to consume medical cannabis? Why? *(Probe if participants consume cannabis on a regular schedule, like a prescribed medication)*
4. What situations or activities do you use cannabis products?
 - Do you typically consume cannabis alone or with others?
5. How did you determine how much cannabis to take?
6. Are you still taking the same dose as originally prescribed by your doctor?
 - If no, how did you determine that you were taking the incorrect dose?
 - Describe the process of how you switched your dosage with your doctor & Emerald.
7. How does consuming medical cannabis help with your daily routine?
8. How does consuming medical cannabis help with your work?

9. Does insurance cover the cost of your medical cannabis? How important is this to you?
10. Have you told anyone that you use cannabis products to manage a health condition? Why or why not? Who do you feel comfortable telling or not? Why or not?

Attitudes to Legalization in Canada

1. Are you in favour of legalizing recreational cannabis? Do you have any concerns?
2. How do you think legalization is going to affect you as a medicinal user?