

Appendix B: Pictograph Card Sorting Results (listed by degree of perceived difficulty)

Caption/Pictograph Concept	Selected for Iterative Design	% Not Easy	Sample Size
Do not store near heat or in sunlight	Yes	64%	N = 22
Take until gone	Yes	57%	N = 14
Chew	No	45%	N = 22
Flammable	Yes	45%	N = 22
For stomach/intestinal problems	Yes	45%	N = 22
Insert into vagina	Yes	45%	N = 22
Read the label	Yes	45%	N = 22
Do not refrigerate	Yes	43%	N = 14
Do not take at bedtime	Yes	43%	N = 14
Do not use additional salt	Yes	43%	N = 14
Wear medical alert	Yes	43%	N = 14
Do not break or crush tablets or open capsules	Yes	41%	N = 22
Do not share your medicine with others	No	41%	N = 22
Shake well	No	41%	N = 22
Talk to your doctor	Yes	41%	N = 22
Do not chew	No	36%	N = 22
For lung/respiratory problems	No	36%	N = 22
Are you taking any other medicines?	Yes	36%	N = 14
Avoid too much sun or use of sunlamp	Yes	36%	N = 14
Do not swallow	Yes	36%	N = 14
Insert into rectum	Yes	36%	N = 14
This medicine may make you dizzy	Yes	36%	N = 14
This medicine may make you drowsy	No	32%	N = 22
Dissolve under tongue	No	29%	N = 14
Do not take other medicines with this medicine	No	29%	N = 14
Do not use if you are pregnant, think you are pregnant, or breast feeding	No	29%	N = 14
Remove foil from suppository before inserting into rectum	No	29%	N = 14
Shake well before using	No	29%	N = 14
Take 4 times a day	No	29%	N = 14
If you have questions, call this number	Yes	27%	N = 22
May cause drowsiness, be careful when driving a car or using machinery	Yes	27%	N = 22
Take 4 times a day, with meals and at bedtime	No	27%	N = 22
Take with food or milk	No	27%	N = 22
Do not take with meals	No	23%	N = 22
Place drops in ear	No	23%	N = 22
Store in refrigerator	No	23%	N = 22
Take 3 times a day	No	23%	N = 22
Take by mouth	No	23%	N = 22
Wash hands, insert into rectum, wash hands again	No	23%	N = 22
Wash hands, place drops in ear, wash hands again	No	23%	N = 22
Do not drink alcohol	No	21%	N = 14
Do not drink alcohol while taking this medicine	No	21%	N = 14
Do not take if pregnant	No	21%	N = 14
Drink additional water	No	21%	N = 14
For headaches	No	21%	N = 14
Poison	No	21%	N = 14
Take 1 hour before meals	No	21%	N = 14
Take 2 hours before meals	No	21%	N = 14
Take two times a day	No	21%	N = 14
Use this medicine as a gargle	No	21%	N = 14
Are you pregnant or do you plan to become pregnant?	No	18%	N = 22
Do not freeze	No	18%	N = 22
Do not store medicine where children can get it	Yes	18%	N = 22
Do not take if breast-feeding	No	18%	N = 22
If this medicine makes you dizzy, do not drive	No	18%	N = 22
Take two times a day with meals	No	18%	N = 22

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Take with meals	No	18%	N = 22
Are you breast feeding?	No	14%	N = 14
Call your doctor	No	14%	N = 14
Dissolve in water	No	14%	N = 14
Do not drive if this medicine makes you sleepy	No	14%	N = 14
Do not give medicine to babies	No	14%	N = 14
Do not give medicine to children	No	14%	N = 14
Do not shake	No	14%	N = 14
For heart problems	No	14%	N = 14
Inhaler	No	14%	N = 14
Wash hands, insert into vagina, wash hands again	No	14%	N = 14
Wash hands, place drops in lower eyelid, wash hands again	No	14%	N = 21
Do not take with milk or other dairy products	No	14%	N = 22
Take with a glass of water	No	14%	N = 22
Dilute with water	No	9%	N = 22
Do not smoke	No	9%	N = 22
Take 1 hour after meals	No	9%	N = 22
Take at bedtime	No	9%	N = 22
Injection	No	7%	N = 14
Nasal spray	No	7%	N = 14
Take 2 hours after meals	No	7%	N = 14
Take 3 times a day with meals	No	7%	N = 14
Take in the morning	No	7%	N = 14
Take with milk	No	7%	N = 14
Wash hands	No	7%	N = 14
Wash hands, place drops in nose, wash hands again	No	5%	N = 21
Place drops in lower eyelid	No	5%	N = 22
Place drops in nose	No	5%	N = 22
Take 2 hours before meals	No	5%	N = 22
Check your pulse	No	0%	N = 14
For hypertension (high blood pressure)	No	0%	N = 14
Get emergency help	No	0%	N = 14
Get emergency help	No	0%	N = 14
Take 1 hour after meals	No	0%	N = 22
Take 1 hour before meals	No	0%	N = 14