

## Ann Jordan

28 Years Old Married, 2 children 6 and 8

Live in Savannah GA,

Healthcare worker for local retirement home

Height 5'6", Weight 125

Excercise daily and play in a women's softball league

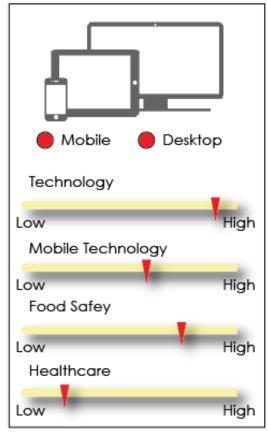
### **Personal Summary**

As a Mom I want to ensure that the food/beverage products that I am feeding my children are not contaminated in any way by quickly accessing open or closed products from the FDA food recall list so I can ensure I am not buying or eating recalled products.

# What will help me keep my children safe

I want an easy to use product that just sends me an alert on my laptop or on my mobile phone that pertain to my needs, where I live and what grocery store that I shop at or the products that I buy

### My Domain Knowlegge



### My Motivation

My motivation comes from keeping my children's long term and short term health.

So much issues regarding food source and contamination as well as GMO related news have me concerned about the food sources +



# Steven Jones FDA Food Recall Administrator 38 Years Old Married, 1 child 16yrs Live in Washington DC,

Height 5'10", Weight 186 lbs



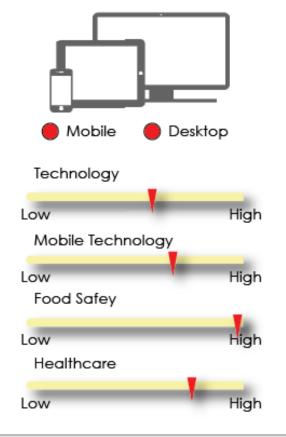
### Personal Story

Steve is a husband and father who lives in Washington for 14 years. He work for the FDA and enjoys cheering for the Wahsington Redskins as his past time Steven excercise regularly and play softball on the FDA team on wed nights

### Steven's Job at the FDA

As an FDA employee, Steven's job is to monitor the food recall activities being filed by the manufacuterer, provider, distributors or the FDA regulators. Steven job is to make the recall known to the public about the recall and course of action.

### My Domain Knowlegge



### My Needs and Motivation

notifications.

In able for Steven to do his job effectively he needs a desktop and mobile application that can push food recall notification to his dashboard.

Steven can scan the recall list daily and specify settings based on his criteria to send alert and

Steven needs a visual guide to assist him a "Map" to indentify the location of incidence and the recall within those parameter.

Due to the importance and urgency of the nature of his position. The tool must be able to work on his phone and send/push notifications from his account



# **Kathy Miller**

24 Years Old Single Live in San Diego, Cali Nutritionist Height 5'4", Weight 115 lbs Excercise daily, part time Yoga instructor

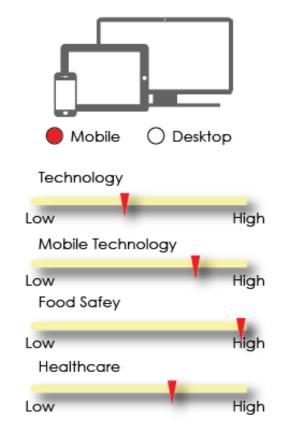


### **Personal Summary**

Kathy is fanatic about health and being green. She live in San Diego California and love th life style of the west coast.
Kathy is really conscientious about the food that she eats especially GMO and origination of products. She only have a mobile phone and uses social media to express her thoughts.

As a nutritionist Kathy wants to be informed with up to date information

### My Domain Knowlegge



### My Needs & Motivation

Kathy works as a nutritionist and she have client not only in San Diego but also in other states and cities.

Kathy needs a tool that monitor multiple locations and have the abilty to set her own rules on severity issues of food recall and be be alerted when these incidents happens in the selected cities.

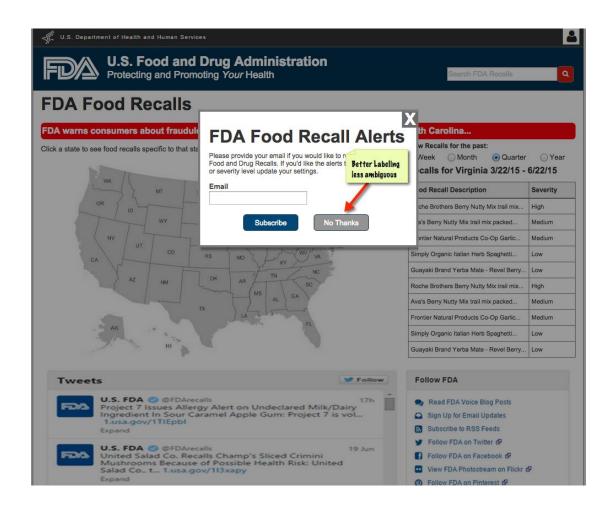
Kathy only have a mobile phone, so it's important that she will be able to perform these tasks while on the go. She want an email notification as well as a text message to her phone.

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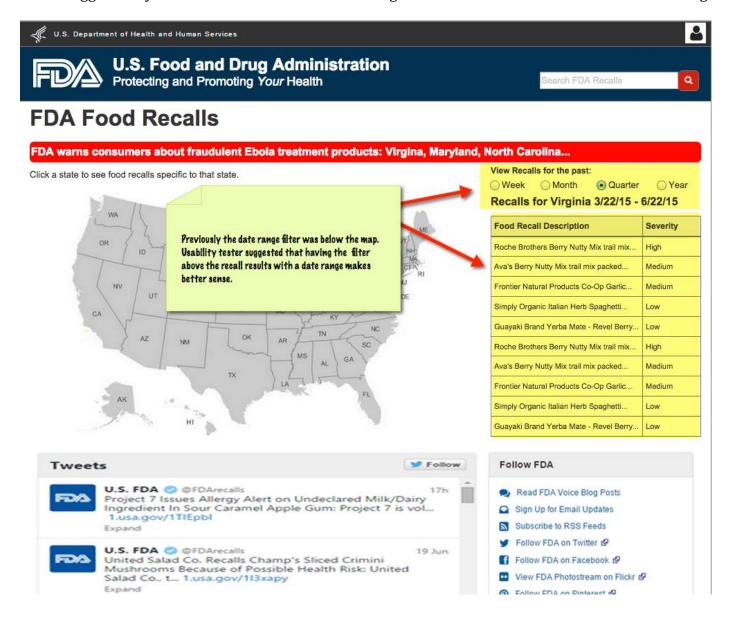
# **Usability Testing Feedback and implementation**

Registration Modal:

User was confused previously if closing the modal means that the app will close as well. Verbiage have to be clear that shosing not to sign up does not mean that the user cannot use the app, their settings will not be available however.



It was suggested by our user to make the recall list longer to access more information. Previous design show a short list UI.



The lengthening of the recall list forces a design change to move the tweets and resources content blocks to the bottom,

