



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

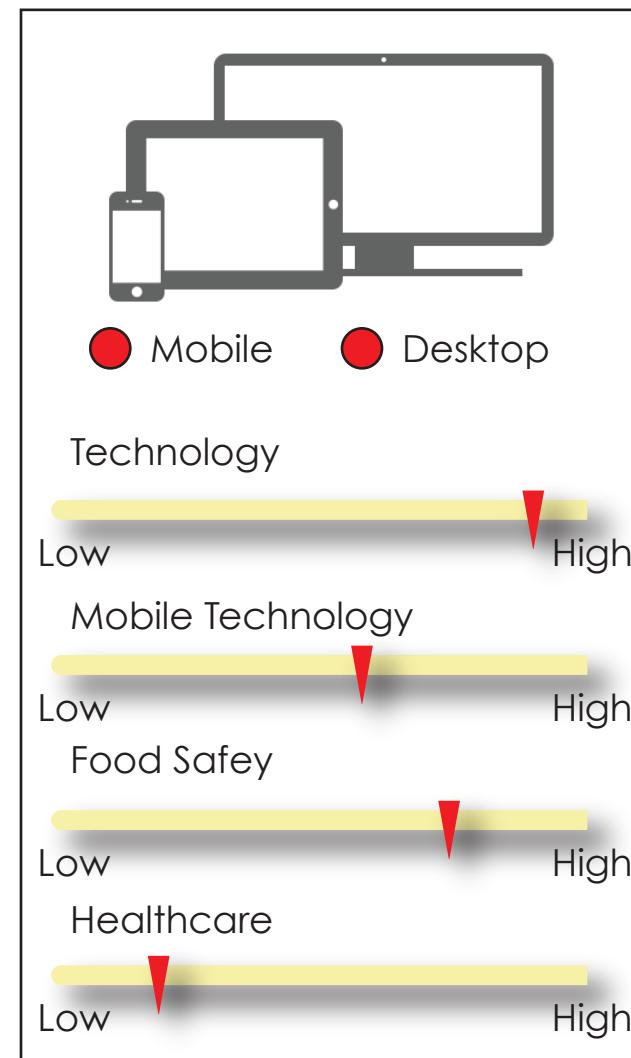
Personal Summary

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



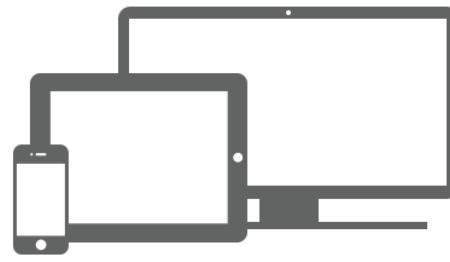
Personal Story

Steve is a husband and father who lives in Washington for 14 years. He works for the FDA and enjoys cheering for the Washington Redskins as his past time. Steven exercises regularly and plays 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 manufacturer, provider, distributors or the FDA regulators. Steven's job is to make the recall known to the public about the recall and course of action.

My Domain Knowledge



Mobile Desktop

Technology



Mobile Technology



Food Safety



Healthcare



Technology

My Needs and Motivation

In order 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 notifications.

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

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

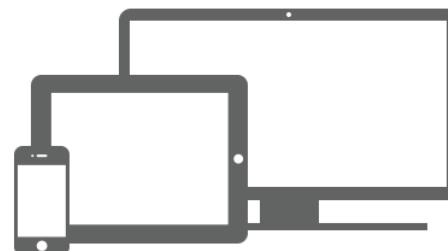
Personal Summary

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



● Mobile ○ Desktop

Technology

Low High

Mobile Technology

Low High

Food Safey

Low High

Healthcare

Low High

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 ability to set her own rules on severity issues of food recall and 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.

Concept – Develop a tool that will utilize the FDA “Food Recall Enforcement Reports” to inform and educate consumers of food product recalls that are in an open and or closed status. That dataset is derived from an open FDA API endpoint for all food product recalls monitored by the FDA. Recalls are almost always voluntary, meaning a company discovers a problem and recalls a product on its own. Other times a company recalls a product after FDA raises concerns. Recall information is posted in the Enforcement Reports once the products are classified.

Feature - Search (Capability to search all fields in the dataset and return a set of information in a standard way)

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.

As a consumer at the grocery store I want to be able to quickly search against certain data fields such as product name, a concept (peanuts), location etc. and visually see the results so I can quickly determine if an item is actively being recalled.

Feature - Dashboard (high level visual depiction of data, that is quickly digestible and consumable to the user)

As a consumer at the grocery store I want to be able to view at a high level, the total amount of open FDA recalls, the total recalls specific to a given state, and the total amount of recalls by classification so I can view at a high level the summary of the recall data

As a consumer at the grocery store I want to be able to drill down into dashboard data to further expand upon the roll up of the data sets(classification 1,2,3) so I can gain additional understanding and information into a summary of data (total type 2 classifications by state).

Feature - Social Media

What will help me keep my children safe



Pamela Fernandez, RN

We need software that is more user friendly and faster. They keep giving us more to do and no more people to do it."

Caring, Compassionate, Dedicated
48 Years Old | Buffalo, NY | VA Western New York Healthcare System (outpatient clinic)
Pamela has worked for the VA for eight years at an outpatient clinic in the Western New York Healthcare System. Before she joined she was a medic in the United States Army. During her enlistment, she deployed to Kuwait in support of Operation Desert Storm. She currently works directly with patients every day and is a strong advocate of the Patient-centered Care model. She is a member of a Primary Care PACT. She is often frustrated that VHA technology tools sometimes lack integration with each other and don't always work well together. The flow loop and slow response time problems impact her productivity. She tends to need more time learning about computers, but once she adopts technology, she embraces it. Her husband has suggested that she spends too much time caring for her patients and environment on herself. She recognizes this to be true but considers it to be a noble trait in her character and testament to her dedication to her fellow Veterans.

My Job
Nurse, Primary Care, 8 years
Does not work from home
Sees 6-10 patients/day in-person; contacts many more using phone or Secure Message

Barriers & Enablers to Patient-Centered Care
• Don't have the technology to support it.
• Don't have the time.
• Support from peers enables adoption of PCC

Communication
Veteran, in person, phone & Secure Messaging (on behalf of doctor)
PACE in person, phone, email
Family Testing

Pain Points & Motivators
• Too many alerts.
• Too many clicks.
• Tools are not integrated.
• Match my workflow.
• Support my clinical decision making.
• Male connection in data that can't easily be seen.
• Ease documentation burden.

My Devices
Dell Laptop (Work Laptop), Dell Precision Workstation (shared desktop in exam rooms), Mac mini (desktop at home), iPhone 5 (smartphone), Wii & Xbox (Gaming systems used by kids)

My Relationships
Power of the Mind, Conventional & Complementary Approaches, Working Your Body, Surroundings, Personal Development, Spirit & Soul, Family, Friends & Coworkers, Recharge, Food & Drink

My Technology Devices*
Laptop/Desktop, Computer Software, Mobile (Phones & Tablets), Internet/Social Media, Fitness Wearable, Gaming Systems

***self-declared skill level**



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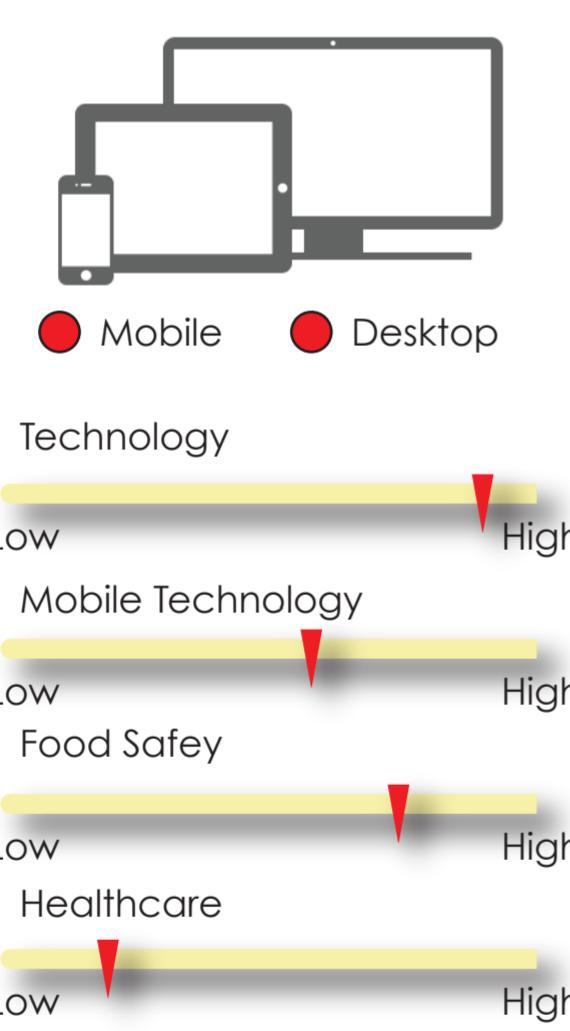
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My Motivation

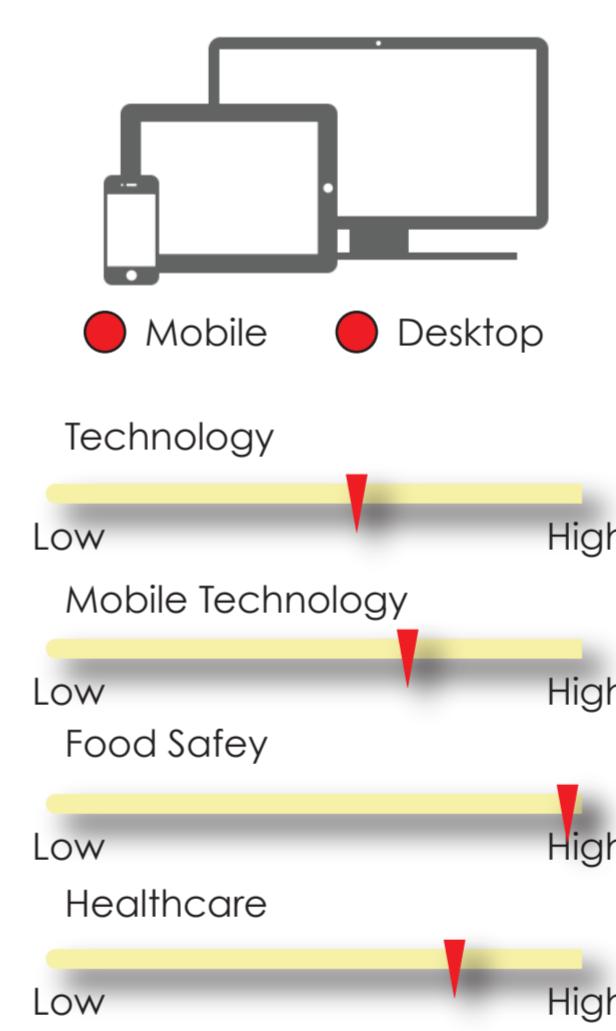
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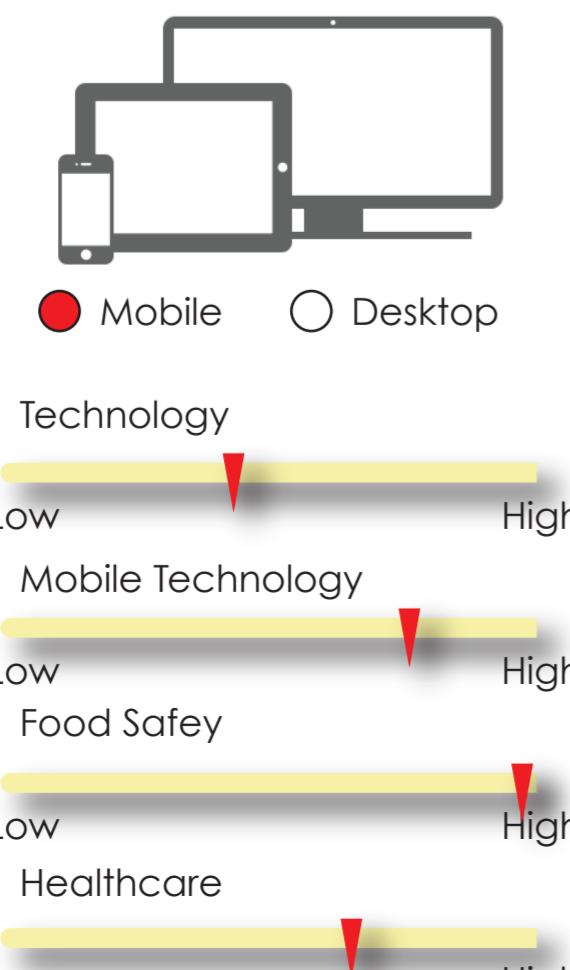


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