

Introduction

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.

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.

Name _____

Occupation _____

Introduction:

We will conduct the test today using a clickable prototype that walks the user through the steps of apps. Since the app is in development, any missing screens will be augmented with paper mock up, cards or even verbal description of the solutions being developed.

1. Describe what is expected of your action as you enter the app for the first time
2. What do you think will happen if you enter your personal information
3. Select the state of Virginia as your state
4. What does the # in the circle indicate to you?

5. Explain to me the content that's on this app
6. What do you like about the app?
7. What do you dislike about the app?
8. Would this app be useful to you and your persona
9. How would you improve the usability of the app?
10. What other content/content type that this app should include to make it more useful to you a
11. What expectations do you have when using this app on a mobile device?
12. Would you use this App if it's available publicly?