



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

Exercise 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 Knowledge



● Mobile

● Desktop

Technology



Mobile Technology



Food Safety



Healthcare



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 Wahs- ington 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, distrib- utors 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



● Mobile ● Desktop

Technology



Mobile Technology



Food Safety



Healthcare



My Needs and Motivation

In able for Steven to do his job effectively he needs a desktop and mobile application that can push food recall notifica- tion 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 indentify the location of incidence and the recall within those parame- ter.

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

Exercise 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



Mobile Technology



Food Safety



Healthcare



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 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.

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.

The screenshot shows the FDA Food Recalls website. A registration modal titled "FDA Food Recall Alerts" is overlaid on the page. The modal contains a text input field for an email address, a "Subscribe" button, and a "No Thanks" button. A yellow callout box with a red arrow points to the "No Thanks" button, containing the text "Better Labeling less ambiguous". The background of the website shows a map of the United States, a search bar, and a list of food recalls.

FDA Food Recall Alerts

Please provide your email if you would like to receive alerts for Food and Drug Recalls. If you'd like the alerts to be sent to you or severity level update your settings.

Email:

Recalls for the past:
Week ☐ Month ☒ Quarter ☐ Year

Recalls for Virginia 3/22/15 - 6/22/15

Food Recall Description	Severity
Roche Brothers Berry Nutty Mix trail mix...	High
Ava's Berry Nutty Mix trail mix packed...	Medium
Frontier Natural Products Co-Op Garlic...	Medium
Simply Organic Italian Herb Spaghetti...	Low
Guayaki Brand Yerba Mate - Revel Berry...	Low
Roche Brothers Berry Nutty Mix trail mix...	High
Ava's Berry Nutty Mix trail mix packed...	Medium
Frontier Natural Products Co-Op Garlic...	Medium
Simply Organic Italian Herb Spaghetti...	Low
Guayaki Brand Yerba Mate - Revel Berry...	Low

Tweets

U.S. FDA @FDArecalls
Project 7 Issues Allergy Alert on Undeclared Milk/Dairy Ingredient In Sour Caramel Apple Gum: Project 7 is vol...
1.usa.gov/1TIEpbl
Expand

U.S. FDA @FDArecalls
United Salad Co. Recalls Champ's Sliced Crimini Mushrooms Because of Possible Health Risk: United Salad Co. t...
1.usa.gov/113xapy
Expand

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

 U.S. Department of Health and Human Services

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Protecting and Promoting Your Health

Search FDA Recalls 

FDA Food Recalls

FDA warns consumers about fraudulent Ebola treatment products: Virginia, Maryland, North Carolina...

Click a state to see food recalls specific to that state.



Previously the date range filter was below the map. Usability tester suggested that having the filter above the recall results with a date range makes better sense.

View Recalls for the past:
☐ Week ☐ Month ☒ Quarter ☐ Year
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Project 7 Issues Allergy Alert on Undeclared Milk/Dairy Ingredient In Sour Caramel Apple Gum: Project 7 is vol...
1.usa.gov/1TIEpbl
Expand

 **U.S. FDA** @FDArecalls 19 Jun
United Salad Co. Recalls Champ's Sliced Crimini Mushrooms Because of Possible Health Risk: United Salad Co., t...
1.usa.gov/113xapy
Expand

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

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