

Usability Test Report

FDA Food Recall Impact App

Performed on 6/24/2015

Executive Summary

Usability testing is an activity used to evaluate a product by testing it with users from the product's intended audience. Test participants are given typical tasks to complete, while NCI's usability experts watch, listen and take notes. After each test, data is reviewed and findings are gathered into a report which identifies both what is working and recommendations for improvement. The evaluation was focused on determining if the needs of all users are met in an easy to understand, useful, and productive manner.

This test was performed on version 1 of our app before any style guidelines were applied. Our findings and the participant debriefing survey indicated that the application and the data was generally useful but the individual controls and the design needed some attention and tweaking. Based on the findings, the visual designer created a mockup and developed the HTML template.

Test Scenarios:

As a sample, three users were selected from various personas. We provided test participants the following tasks to accomplish, and the option to navigate through the product on their own. Users were asked to "think aloud" during the session while observers took notes.

1. Find a nationwide peanut recall.
2. Find an ongoing chocolate recall.
3. Find if there is a gluten recall in California.
4. What do you think the classes are? Where would you get more information on classes?
5. Find the percentage of population affected by a particular recall.

Consolidated Observations:

- Users struggled to understand the concept of the map. i.e., impact shows when one of the pin is clicked, but the pin doesn't highlight.
- Users felt that it is very crucial to filter by status of the recall. They are not concerned about a completed recall.
- Users were confused by the fact that they selected one state but the map highlighted pins in many states.
- The drop downs are not easy to understand without the labels. For example, the state we select is that the recall origination state or the state impacted by the recall. The map seems to highlight both. For example if we select Colorado, the map shows pins nationwide.
- What is a class? Is it severity? An info icon next to it would be helpful rather than going to FAQ and wading through the information.
- The data output is not aligned properly with the label headings so it is very difficult to read.
- Both dropdowns should have all states and a nationwide option. If a state does not have any results please say so explicitly as text, instead of hiding the state in the dropdown.
- Provide two dropdowns: Originating State, Impacted State. Show pins only for the selection.
- Change selected pin color. There are many pins, so it is difficult to know which one we clicked.
- Show different pin colors based on the severity/class.
- A status filter would be helpful to filter out only the ongoing recalls.
- Format all the numbers. Affected Population could be better represented in percentage of US rather than in numbers.
- Crowd-sourced feedback is almost always empty. Do not show if there is no feedback or provide a way to enter a feedback.

Screenshots of the App (Version 1.0) Tested:

NCI ATS - Agile BPA - FDA Recall Impact

About - FAQ - Style - API

Recall: F-1632-2014
 Number: Elite Spice Inc.
 Company: Mexican Style Mild Chorizo, Elite Spice # 3252240, 24 lb poly-lined carton, labeled in part ""Elite Spice Inc. 7151 Montevideo Road, Jessup MD, 20794""
 Product: Bulk spice for further manufacturing may be contaminated with Salmonella
 Reason: Ongoing
 Status: Class I
 Classification: Product was distributed to AL, AR, CO, IN, GA, LA, NY, TX, VA and WI.
 Distribution: 24 lbs
 Quantity: 20140212
 Initiation Date: 20140319
 Report Date: 95302524
 Potentially Affected Population: Crowdsourced
 Feedback

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Recall: F-0467-2015
 Number: U.B.C Food Distributors, LLC
 Company: Strawberry flavored gelatin mix dessert
 Product: Voluntary recall of strawberry flavored gelatin mix and mango flavored gelatin mix which were found to contain undeclared colors, FD&C Red # 40, FD&C Yellow #5, and FD&C Yellow #6.
 Reason: Ongoing
 Status: Class II
 Classification: National: AZ, CA, CO, CT, FL, GA, IA, IL, IN, KS, KY, MA, MD, ME, MI, MN, MO, NC, ND, NE, NH, NJ, NM, NY, OH, OR, PA, TN, TX, U.S. VIRGIN ISLANDS, VA, WA, WI INTNL: CANADA
 Distribution: 735 cases
 Quantity: 20141015
 Initiation Date: 20141112
 Report Date: 282176465
 Potentially Affected Population: Crowdsourced
 Feedback

NCI ATS - Agile BPA - FDA Recall Impact

About - FAQ - Style - API

Recommended Changes:

- Highlight the selected pin on the map
- Use various colors for the pin depending on the status or the class
- Provide descriptions of the class somewhere on the page
- Improve the search controls by adding labels
- Align the text with the heading labels
- Format the population count or provide percentage range

Recommended Design Mockup:

