ShopAware.gov Design Meeting 06/19/2015

The objective of the meeting was to decide on a single site design that can be given to the development team to start development.

Laurel Williams presented three options for the Home Page design.

All three were easy to use.

Option 1: Too “official”

Option 2: Very interesting and fun, but not official looking enough

Option 3: Too bland and boring.

Decisions:

1. Combine Options 1 and 2, to create a site that has an “official” and trustworthy feel, but is also interesting and fun.
2. Make the main purpose of the site the building of a shopping list, not just a search site. This is because just a simple search site does not represent a creative or innovative way to use the FDA data. The shopping list concept is a creative way to use the FDA data to provide important health information as added value to the user without them having to actively seek it out.
3. Display the detailed FDA health results on a second page, with the alert details and a map displaying the location of the alerts.

Action Item:

Laurel will put together a storyboard for the site based on the decisions made and send to the team for review and approval in time to give to the development team this afternoon.