Agile Challenge Meeting/Brainstorming notes 06/18/2015

**Key Questions:**

**Who are your primary users?**

Parents

Health conscious consumers

Consumers with food allergies or with family members that have food allergies

Consumers that run small businesses Example; at home daycare, in home bakery, home health aide to Senior’s.

**What user needs will this service address?**

This service will provide consumers nationwide with the most up to date Recall, Health Hazard or potential interaction risk information on commonly purchased items specific to them individually. It lets our consumer know what is safe for them and their family and what is not without overwhelming them with information that may not be relevant to their personal lifestyle.

**Why does the user want or need this service?**

Today more Consumers want to make educated purchases; they want to know what is healthier and safer for themselves and their families.

**Which people will have the most difficulty with the service?**

Younger children and young adults. (Most apps with this information is rated at 17+)

**Which Research methods were used?**

We pulled data from the internet that discussed today’s consumer and how they want to become more effective and educated shoppers.

We pulled in employees and brainstormed asking them “would you use this? What can make this more appealing? How can we make this easier for all age groups? Is it current and relevant for your lifestyle?”

Researched other companies that offer similar services and seen how they were rated, what were common flaws and dislikes to their users. Brainstormed on how we could incorporate ideas and makes them user friendly to the everyday consumer.

Conducted an “in house” survey with employees to cover all aspects and possibilities or the current app and the potential future product.

**How often are you testing with real people?**

Every time we develop a new feature our focus group along with our professional QC testers tested the product.

**What are the different ways (both online and offline) that people currently accomplish the task the digital service is designed to help with?**

Consumers are commonly notified of recalls by the news, newspapers, recall boards in customer service areas, email alerts from the company regarding their product (if signed up to receive these alerts) Google/internet searches, Doctors office during a visit, Pharmacist while receiving medications.

**What are user pain points in the current way people accomplish the task?**

Unless the consumer is actively searching individual items or they read or hear about recalls in the news they have no way of being actively alerted that an item they made currently be using/eating has been recalled. If the Doctor/Pharmacist notifies them of drug recalls, health hazards or interactions but that consumer isn’t due to see either for a month that puts them at risk for continuing to expose themselves to a potentially dangerous mix because they may not be notified and it may not be in the news. This also alleviates the consumer’s potential confusion as to where the recall is taking place where the product was distributed to and if the recall effects their geographical location.

**Where does this specific project fit into the larger way people currently obtain the service being offered?**

This project would cover all three products on one app. Consumers can type in their food/medication/medical devices and create a shopping list that would also tell them if there is any national recalls on those items. It would also flag the consumer if they choose an item that may have potential side effects with medications they may be taking. It would send the consumer alerts tailored to their specific medications, foods, and medical devices being used as the information is being updated by the FDA. This service provides the consumer the ability to maintain current up to date information that could prevent possible serious side effects by the continuance of using/taking the product.

**What metrics will best indicate how well the service is working for its users?**

Return rate based on IP address.

The percentage of searches that returned results. The more searches that returned results, the more information the users are receiving and the better the service is working.

The percentage of users that indicate the site was helpful based on a check box on the site