



Allergy reporting service

Discovery

Show and Tell

NOTBINARY

Show and Tell

- Show you what we have done this week
- Tell you what we are doing next week
- Invite regular feedback and challenge

Our Show and Tells are **every Wednesday at 1300.**

Introducing the team - FSA

Hannah Rose

Product Owner



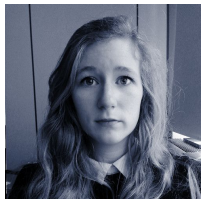
Ross Yarhman

Subject Matter Expert



Elsa Eugene

Subject Matter Expert



Introducing the team - Notbinary

Stephen Blackmore

Delivery manager



Sue Andor

User Experience
(UX) Designer



Abi Thorpe

User researcher



Rohela Raouf

Business Analyst



Key roles

Role	Main responsibility	Who
SRO	Visible owner of the overall business change	Alice
Product Owner	Day to day input to ensure the outputs meets the FSA's needs and expectations	Hannah
Support Matter Expert	Provides policy context and supports the core delivery team	Ross/Elsa
Delivery manager	Oversees day to day delivery of each aspect of discovery	Stephen
Business analyst	Helps understand and define problems/opportunities related to the service	Rohela
User researcher	Helps the team learn about service users, ultimately to ensure the service is designed and built to meet user needs	Abi
Service designer	Helps design and present the target, end to end service journey	Sue

Why are we here?

A number of **problems** have been acknowledged relating to the reporting of food allergies in the UK, including:

- Allergic reactions to food are currently under reported
- It is difficult to report allergic reactions
- There is no uniform method of reporting allergic incidents - reporting methods vary widely.

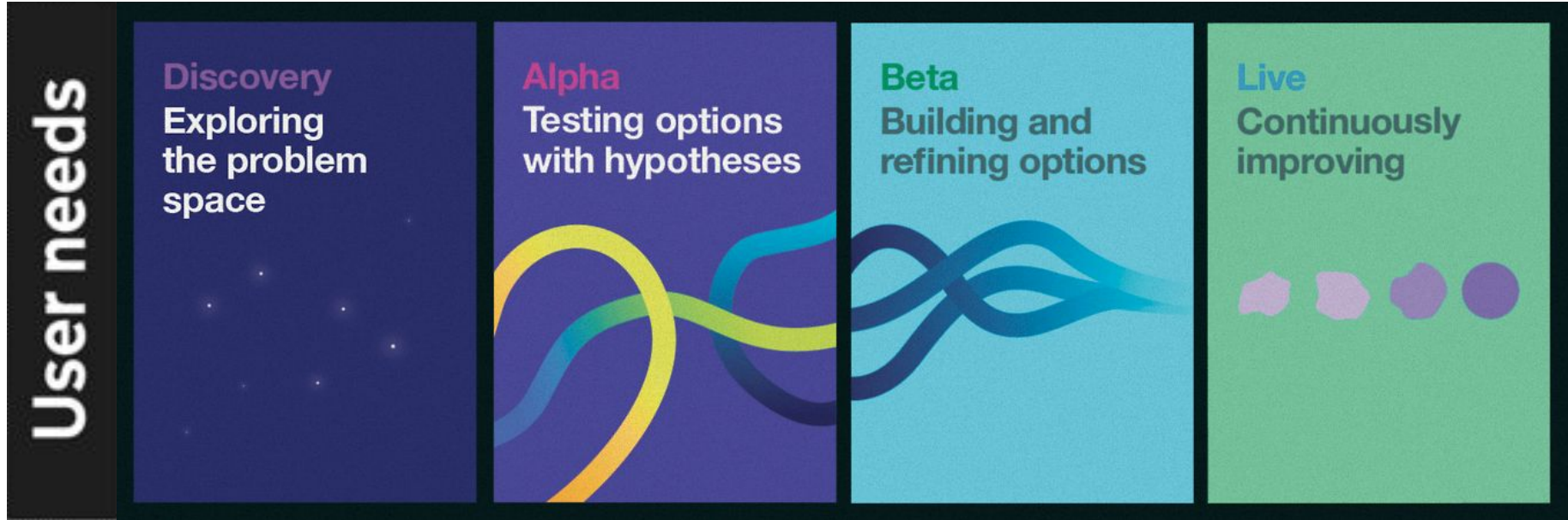
Collectively, these problems are potentially creating **avoidable risk** to allergic consumers.

Why are we here?

The **primary objective** of this Discovery is to determine:

- what needs a food allergies reporting service would meet
- who would use it
- whether it is viable
- it's impact on local authorities and a number of other wider service considerations

What is a Discovery?



Definition

Before you commit to build or improve a service, you need to **understand the problem to be solved**.

That means learning about:

- The **users** (both internal & external)
- Any constraints (policy, legislation, technical etc.)
- Underlying policy intent
- Opportunities to improve things

Scope

Allergic reactions as a result of consuming food within commercial premises, take aways or pre-packed food in England, Wales and Northern Ireland

Out of scope

Allergic reactions as a result of consuming food prepared/made at home in England, Wales and Northern Ireland

Main deliverable

A recommendation (or series of recommendations) for how to meet the user needs.

A report which will include enough detail to inform a decision on whether or not to proceed to Alpha.

All our work (and the final report) will be presented via a wiki.

Discovery goals

- Who are the **users**?
- What is their **current experience**?
- What are the **pain points**?
- What are their **user needs**, including assisted digital and accessibility?
- What would motivate people to report an allergic reaction?
- How would they **learn** about a potential reporting service?
- How would the FSA and others potentially **benefit**?
- Are there **similar services** we could learn from/reuse design patterns?
- How **policy** may impact effective service delivery?
- What is the current **technology landscape**?

Key activities

- Learning about what the current landscape looks like through:
 - user interviews
 - speaking with stakeholders
 - analysing available data
- Mapping out the current user experience
- Interpreting our findings
- Exploring new ideas and opportunities
- Running targeted playback/collaborative sessions for validation and challenge
- Sending out information for review/comment

Users and user-centered design

User centred design

User-centred design (UCD) is to design a service based on what users need at the very beginning and continues throughout development until launch.

User-centred design ensures the service focuses on what users need before balancing this with the technical and business requirements.

User centred design

A service cannot be considered a success if it does not satisfy the end users' needs.

Definition

User

A person or group of people who uses or interacts with something to meet their need.

Who are the users for the Discovery?

Someone who has had an allergic reaction to food.

Or a parent/guardian of someone who has had an allergic reaction to food.

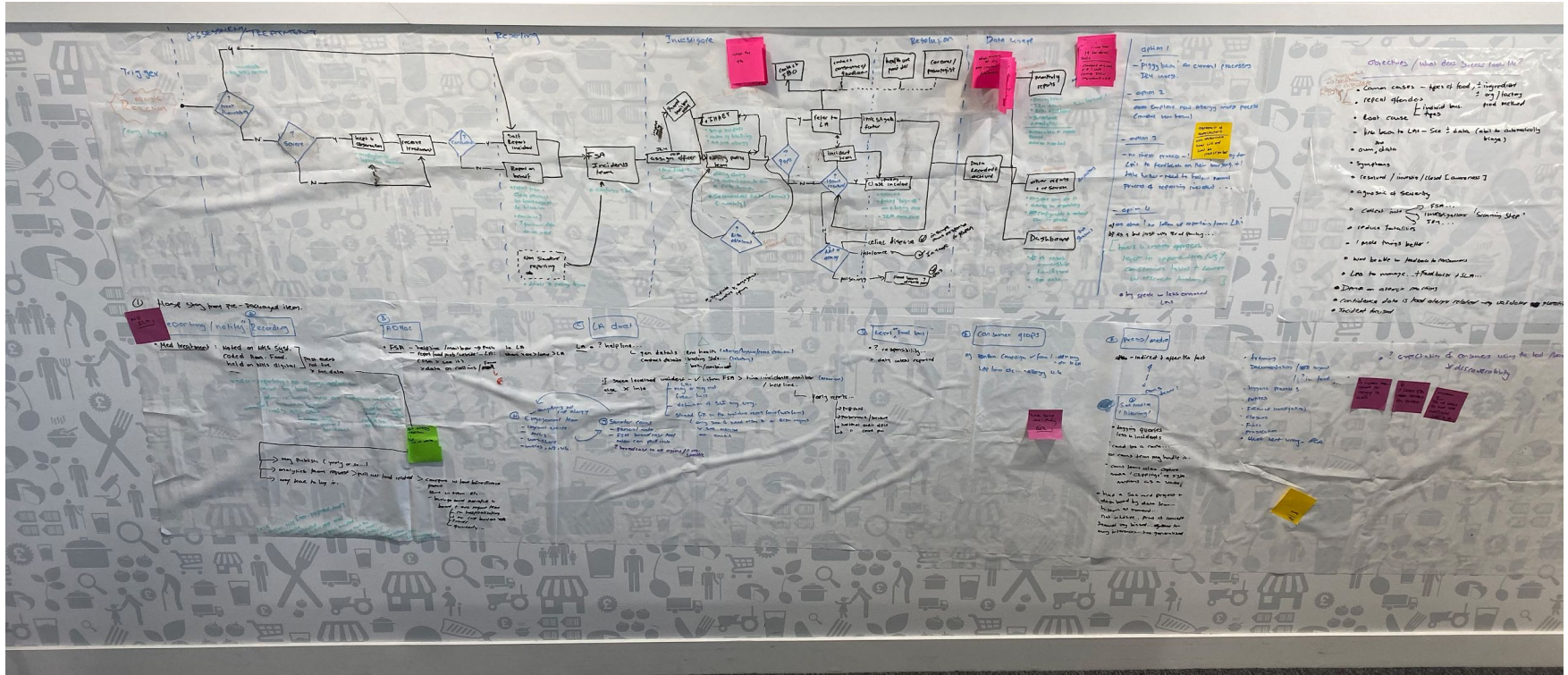
Who are the users?

There may be other users, depending on the findings of the discovery.

This week - what have we done

- Kick off session with team
- Agreed users and stakeholders
- Set up stakeholder interviews
- 2 x deep dive workshops to understand current processes, ways of working, requirements of a potential service (FSA) and wider landscape
- Market research

Process mapping - exploration



Next week

- Building up the service map, capturing wider context
- Looking at volumes and metrics
- Early analysis
- Legislation and policy deep dive
- Commence stakeholder interviews
- Setting up user interviews
- Evolving pain points and opportunities

Planning and Preparation	Phase 1 (5 weeks)	Service Standard Assessment	Phase 2 (5 weeks)
Week 0	Weeks 1 to 5	Week 6	Weeks 7 to 11
25/11-29/11	02/12/19 - 17/01/20	20/01/20 - 24/01/20	27/01/20 - 28/02/20
Phase 1 Logistics planning (Sprint 0) Line-up workshops / user sessions etc.	Phase 1 Kick-off meeting Service overview and user journey mapping Tech & data overview User segments User needs deep dive Technology & data deep dive Service metrics & business process deep dive Pain points and opportunities Key themes & priorities Discovery phase 1 wiki write-up Final version of products released Final playback session	Discovery Phase 1 Service Standard Assessment Phase 2 Logistics planning (Sprint 0) Line-up workshops / user sessions etc.	Phase 2 Kick-off meeting Design Sprint 1, 2, 3, 4 and 5 Discovery phase 1 wiki write-up Final version of products released Discovery phase 2 wiki write-up Consolidate learnings Final playback



Thank you