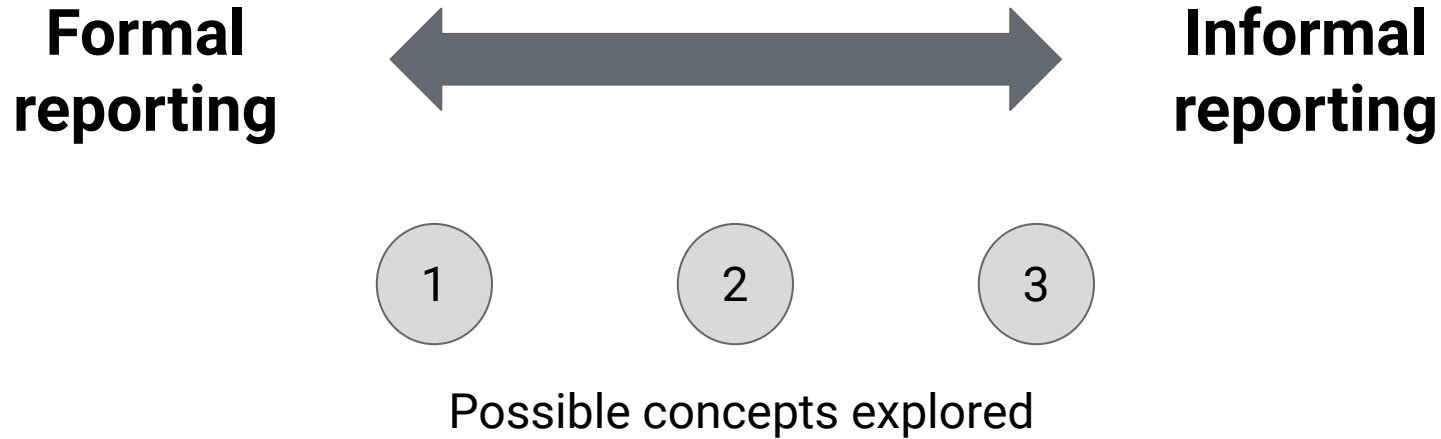


# Design principles and concepts

# What could a solution look like?



# Concept One

## A government branded, form based service

### Pros

- Most clearly communicated
- Controlled capture of information
- Optimised for automation / reducing manual processing
- Strong expectation setting
- Familiar
- Good legitimacy - govt branded
- Opportunities to tie in with gov.uk - improved awareness / discoverability

### Cons

- Traditional form based and formal feel
- Least optimised for context - could result in a 'I'll do it later / can't be bothered' mentality
- Most onerous on user
- Least engaging (added value)

Tell us

Help and advice

News and updates

Value proposition

# Tell us about a food allergy incident

Semantics  
Inviting + non threatening

## Why tell us



Help to protect others and ensure it doesn't happen again



Help councils to work with restaurants to improve food safety



Help the FSA spot trends and patterns and gather information that will shape future policy and guidance

Value proposition

## What you can tell us about

- An allergic reaction you experienced to eating a food or a food item from a restaurant, marketstall, canteen, takeaway, supermarket or grocery shop or any packaged food
- An allergic reaction you managed to avoid but would have had if you had eaten a food or food item from any of the above places
- An issue with the label on a packaged food item

Expectation setting / know how

## What to expect

- 1 The information you provide will be shared with the local council for the area where you ate the food
- 2 The council will investigate further and may decide to pay an announced or unannounced visit to the premises
  - In most cases the council will work with the food business to improve practices
  - If required, it may take any necessary further action
  - The council may get in touch with you if they need further information and if you have agreed to share your details
- 3 The council will continue to engage with the food business as part of their routine inspections or may schedule additional visits / engagement if necessary

← ● Outcomes /  
value  
proposition

- i** The council and the FSA don't deal with any claims for compensation or reimbursement. This should be pursued separately with the manufacturer or retailer.

← ● Mitigation  
against false  
reporting

## What information we'll ask you for

- The name of the food business where you bought the food and the area or address
- Your age range. You can also choose to provide contact details for the council if you would like so that they can contact you if needed
- What you ate and when you ate it
- The onset of your symptoms (if you ate the food) and what symptoms you experienced
- Any treatment you had, if you sought treatment
- A brief description about what happened
- Any photos you may have of the food, packaging or anything else you want to tell us about

**Tell us about a food allergy incident**



## Tell us by post

You can download a [Food Allergy Incident Form](#) and send it to us at

Building Number

Address

Post Code



Offline  
accessibility

# What was the issue with?

- ☐ A food item or meal
- ☐ A label on the package of a food item or packaged meal
- ☒ Ingredients on a restaurant menu
- ☐ Etc...

←  Decision trees

What was missing or incorrect with the ingredients?

- ☐ The allergen was not listed in the ingredients on the menu
- ☐ Etc..
- ☐ Etc..
- ☐ Other

What was missing or incorrect with the ingredients?

- ☒ The allergen was not listed in the ingredients on the menu

Select the missing ingredient ▼

- ☐ Etc..
- ☐ Etc..
- ☐ Other

UI smart logic ('automation')

An 'Other' category which would require manual processing could be avoided here because - if the user selects other from the dropdown list we can infer that the issue is not with one of the 14 allergens and can treat this information in a specific way or 'exit' the user out of the service. The same strategy could be used to identify intolerance reports from allergic reaction reports using symptom onset



What was missing or incorrect with the ingredients?



The allergen was not listed in the ingredients on the menu

Other 

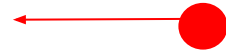


By law a food business is only required to show allergy ingredients on their menu for the 14 allergens listed in the options above.

The local authority for this food business will not be able to investigate further but the FSA would still like to hear about your symptoms to help us gather information about future areas of research that may influence future policy and guidance.

You can continue by completing the remainder of the form below or view our guidance on topics to help you with food allergy management. These will also be available at the end of the form.

[See our food allergy guidance and resources](#)



In-experience outcome and educating for informal prevention



Etc..



Etc..



Other

Thanks for sending us information about your food allergy incident.

We will use this information to analyse patterns and trends, learn more about occurrences of allergic incidents which will help with future prevention, policy and guidance.



‘Soft’ outcome  
-acknowledgement  
of receipt -- sense of  
‘Something will be  
done’

## **Food allergy guidance and resources**

[Information on the 14 allergens](#)

[How to ask for allergy information at restaurants](#)

[Food labelling guidance - what to look for when buying packaged food](#)

[Staying safe while eating out - things to think about when eating out that you may not be aware of](#)

[Food ingredients translation cards - available in x languages to help you inform other when you are eating about your allergy requirements](#)

[Etc](#)



In-experience  
educating for  
informal  
prevention

# Concept Two

## An online tool for quick reporting

### Pros

- Easy and quick
- Controlled capture of information
- Optimised for automation / reducing manual processing
- Mobile optimised, good for contextual reporting
- Less onerous and more engaging
- Opportunity for value add
- Minimal typing

### Cons

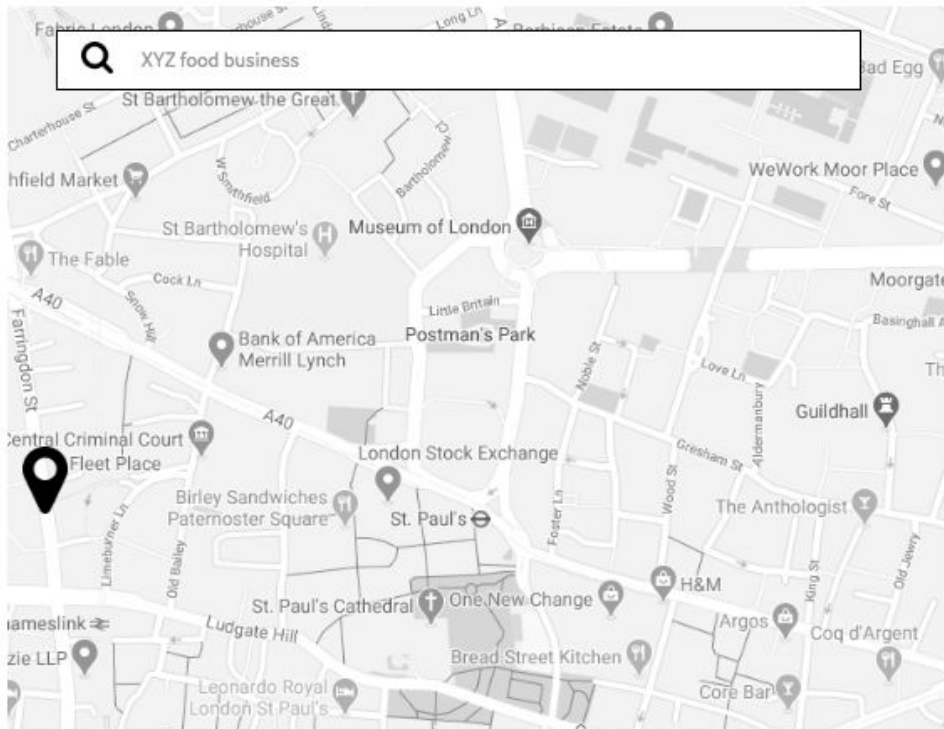
- Less traditional and formal
- Less opportunity for messaging and guidance
- Potentially less in depth
- More complex to build and change

## What happened?

I had an allergic reaction

I avoided having an allergic reaction

**Where did you eat or purchase the food item from?** [Add address manually instead](#)



Experience is more informal and intuitive (less to read). Users jump right in without preamble

XYZ food business

100 Farringdon Rd EC1 2BC

## Type of food business

Help me choose the right [category](#).

Restaurant ▼

## I ate food containing

Help and guidance on the [14 allergens](#)

Peanuts	Celery	Cereals
Tree Nuts	Milk	Sulphur Dioxide + Sulphites
Sesame seed	Eggs	Mustard
Soybeans	Fish	Other
Lupin	Crustaceans	



Inputs optimised for mobile to reduce the need to type and encourage reporting as soon as possible

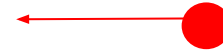
## Name of the meal

Curry delight

## What happened

Provide a brief description of how you came to eat or almost eat the food etc...

I ate the food assuming it has coconut milk but they used milk instead! Coconut milk was listed on the ingredients on the menu. When I confronted them they denied it.



To enable council investigation

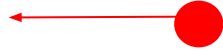
## My symptoms started

Instantly

After a few hours

within 24hrs

after 24hrs



Can build in logic to support in-experience guidance and outcomes - for example, using criteria to determine if symptoms suggest allergy or intolerance

## I experienced

Vomiting

Swelling

Skin rash

Nausea

Bloating

Dizziness

Difficulty breathing

Cramping

Itchiness

## I'm

Younger than 18

18 - 24 years old

25 - 44 years old

45 - 60 years old

61 years or older

## How were you treated?

Hospitalisation

GP or A & E outpatient

Home treatment

## Did the restaurant

Ask you about your allergies before serving you?

☐

Yes

☒

No

Have any signs about allergy information or may contain statements

☐

Yes

☒

No



Experience is consistent so users have already learnt how to fill in the form and it should be quick, accurate and capture consistent data

List the allergy on the menu ?

☐

Yes

☒

No

## Did you

☒

Yes

☐

No

## Any photos to share with us?

Upload / add photo

## Allow the council to contact you?

In order to investigate fully the council may require more information from you

☐

Yes

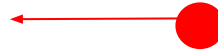
☒

No

## What to expect

1

The information you provide will be shared with the local council for the area where you ate the food



Decision trees and conditional logic are possible so that users only see what is relevant, but they are aware of the consequence of their choices



2

The council will investigate further and may decide to pay an announced or unannounced visit to the premises

- In most cases the council will work with the food business to improve practices
- If required, it may take any necessary further action
- The council may get in touch with you if they need further information and if you have agreed to share your details

3

The council will continue to engage with the food business as part of their routine inspections or may schedule additional visits / engagement if necessary



The council and the FSA don't deal with any claims for compensation or reimbursement. This should be pursued separately with the manufacturer or retailer.



Outcomes /  
value  
proposition



Mitigation  
against false  
reporting

Submit

# Concept Three

## Leveraging social media for reporting

### Pros

- Very easy to do
- Quickest form of reporting
- Many people naturally turn to social media to complain
- Quick to set up
- Good additional channel and stream of information

### Cons

- Less control
- Less reliable and usable information
- Less in depth
- Will exclude segments of people not using social media
- Likely to get a lot of noise

# It starts with a strong awareness campaign

This would be beneficial and necessary for all 3 reporting approaches...



'Reports' can then be triaged and sent to councils etc... Mentions can be listened for as well



Details »

[Details »](#)[Details »](#)Details: [View details](#)

Achieve more with our hashtag tracking tool



Age Group	Number of People
18-24	10
25-34	20
35-44	15
45-54	25

## Be Data-driver



### Track your Competition

Always be a few steps ahead of your competitors with our keyword and account monitoring. Track their keywords, facebook pages and twitter handles to unravel their strategy. Find their influencers, customers, viral content, and trending hashtags using our platform.





Upgrade Plan

\* allergy

\* foodallergy

★ Add Tracker

NEW

Twitter

Type #hashtags, @mentions, keywords and click new report to get report

New Report

Dashboard

Plans

Help



Log out

## foodallergy Tracker

Start Live Tracking

Filter

Export to excel

This free report contains data up to last 100 tweets. In order to track old tweets **upgrade to historical report** or **set a live analysis** to track future tweets in real time.

### Posts

100

Total Posts



### Users

79

Total Users



### Reach

348356

Total Reach



### Impression

466886

Total Impression



### Timeline

Feb 23 2020 01:15 AM To Feb 24 2020 11:21 AM

Tweets



3-2 1AM TO 23-2 2AM

23-2 8AM TO 23-2 9AM

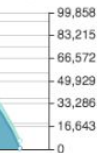
23-2 6PM TO 23-2 7PM

23-2 10PM TO 23-2 11PM

24-2 5AM TO 24-2 6AM






Posts Impressions

Impressions








Help






### Top Influencers

Profile Pic	Name(Handle)	Retweets
	<b>Dev</b> (Dev95340487)	100 ↗
	<b>Friend or Foe?</b> (starknightz)	27 ↗
	<b>Gladys Smith</b> (GladysS52574855)	27 ↗
	<b>gyan</b> (gyanmillar1)	27 ↗
	<b>Joy L. Whidden</b> (joybird4u)	27 ↗

### Top Active Users

Profile Pic	Name(Handle)	Tweets
	<b>Lianne Mandelbaum</b> (NoNutTraveler)	8 🐦
	<b>FAACT</b> (faactnews)	4 🐦
	<b>Food Allergy Zone</b> (FoodAllergyZone)	4 🐦
	<b>Alexis Salerno</b> (Alexis_GF_Adv)	3 🐦
	<b>Allergic Living</b> (AllergicLiving)	3 🐦

### Recent Users

Profile Pic	Name(Handle)	Tweets
	<b>Dudley EHO</b> (myDudleyEHO)	3 🐦
	<b>laurieGabby</b> (laurieGABBY)	3 🐦
	<b>GR</b> (Gabriele_Rumi)	3 🐦
	<b>Jane Munro</b> (DrJaneMunro)	3 🐦
	<b>Ranto</b> (autiegethernow)	3 🐦

Help



Search Twitter



Follow

### Alexis Salerno

@Alexis\_GF\_Adv

Gluten free blogger, celiac, Disney addict, mom of twins, Gov teacher

📍 Watsonville, CA 🌐 [AlexisGFAdventures.com](https://AlexisGFAdventures.com) 📅 Joined July 2013

1,262 Following 1,812 Followers

Tweets

Tweets & replies

Media

Likes

↳ Alexis Salerno Retweeted



**Sarah** @gdf\_wdw · Feb 16

We had lunch at The Wave at [#Disney's Contemporary Resort](#) to celebrate my birthday. Not only was my [#glutenfree](#) & [#dairyfree](#) lunch tasty, but my family surprised me w/an adorable Baby Yoda inspired cake from [@embakery!!](#)

Click link for full review --> [glutenfreedairyfreedw.com/the-wave-lunch...](https://glutenfreedairyfreedw.com/the-wave-lunch...)

## Top Mentions



### Murdoch Children's (MCRI\_for\_kids)

Meet Dr @melanie\_neeland a postdoctoral fellow at #MCRI who is working to better understand allergic responses to food. Melanie shares her ambition to prevent #foodallergy altogether, making it a non-existent problem for the future children of #Australia. <https://t.co/5Gyhjt7Fz3>

7



### Allergic Living (AllergicLiving)

Talking with a Food-Allergic Teen: Tips to Greatly Improve Communication <https://t.co/HcsspPYP1m> #foodallergy <https://t.co/SrvJEm1c8e>

4



### FAACT (faactnews)

FAACT's goal is to increase education about food allergies and anaphylaxis through technology, media, and person-to-person contacts. Please visit our Education Resource Center for more information: <https://t.co/Brq9FaX9yy> #FoodAllergy #FAACT #ShareTheFAACTs <https://t.co/7nMhERLXsX>

3



### Alex Gazzola (HealthJourno)

"Nary Milk"? It better not end up on a supermarket #freefrom shelf with 'may contain' on it. To give fair dues, looks as though they're keeping nut allergies in mind. #vegan #foodallergy <https://t.co/BORQA4srUw>

3



### Lianne Mandelbaum (NoNutTraveler)

My post on @linkedin about participation in @DBVTechnologies trial has surprised me by having thousands of views on it- #foodallergy is a multifactorial disease not one size fits all & IMHO we need multiple treatment options -part of the WHY we need below <https://t.co/SRI4ETeEhK>

3



### Dr. Mariam Hanna, MD (PedsAllergyDoc)

A Canadian Allergist's Tale of Two Eras <https://t.co/sQoDHwRr7P> Check this out!! This was entirely inspired by a twitter post made earlier this year. So grateful for this amazing opportunity @AACMaven #allergy #medtwitter #foodallergy

2

## Top URL

Domain	Count
http://www.inquisitr.com/3047697/vaccines-increase-food-allergen-millennials-reacting-to-adjuvant-exposure/	15
https://www.allergidiving.com/2019/06/21/talk-to-your-teen/	5
https://asthmaallergieschildren.com/a-canadian-allergists-tale-of-two-eras/	3

## Type



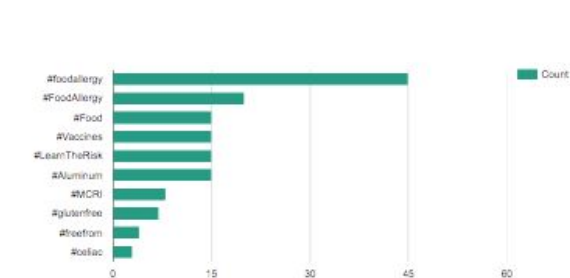
## By Country



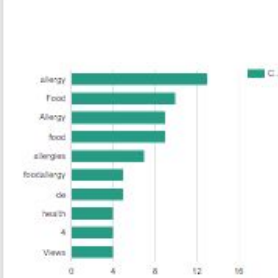
## Top Keywords



## Top HashTags



## Top Profile Keywords





# **Analytics - LA and FSA dashboards**



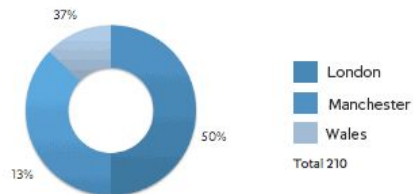
FSA view - high level nationwide



Council view - more granular but area specific

## Peanuts v

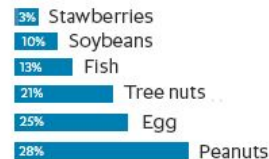
This month v



☐ [Select for printing](#)

## Status breakdown

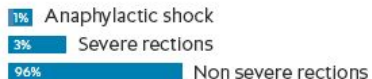
This month v



☐ [Select for printing](#)

## Type breakdown

Nationwide v



☐ [Select for printing](#)

## Geographic breakdown

UK v



Dashboards can be used to highlight information to help spot trends and hotspots and could be configured to a FSA and council view with ability to change certain parameters, drill down into more detail and generate reports