



Safer Food Better Business

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 Tuesday at 1300.**

Introducing the team

Stephen Blackmore

Delivery manager



Rohela Raouf

Business Analyst



Sue Andor

User Experience (UX)
Designer



Sandra Cockell

Product Owner



David Lau

Technical, data and
business support



Lisa Brooks

Subject matter expert



Alison Saunders

Lead user researcher



Why are we here?

The FSA provide information on food safety management procedures and food hygiene regulations for small businesses.

Last year, the service had nearly 800K visitors but it continues to serve the vast majority of its information through pdfs.

The **primary goal (and scope)** of the discovery is to determine:

- how the SFBB service is performing,
- the user experience; and
- the viability of how technology could enable improvements to service delivery

What is a Discovery?



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.

Timeline

Total timeline: **7 weeks** | Start date: **02/03/2020** | End date: **17/04/2020**

Planning + prep

(1 week)

Research and analysis

(5 weeks)

Playback

(1 week)

What have we done since kick-off?

- Business landscape review session
- Research plan/matrix
- Interview guides
- Scheduling interviews
- Additional research
- (Very early) design concepts

Business landscape review session

FSA role

Provide guidance

FSA worked with lots of different agencies to come up with the guidance

The packs were created in 2005

Make sure it is up to date and meets the current legal requirements

Make sure that the language packs are up to date

Have no knowledge to have FBOs are interacting with the packs

Unaware if a digital solution will meet their user needs

Aware that the packs are very long

Aware that the allergen section needs to be more robust

Changes in October resulted in the website being unstable. These problems should be fixed

LA

Role: to check that the FBOs are meeting the safer food management requirements

Some LAs sell the pack used to print and send it to FBO but can no longer afford to do that

Lisa: cost around £10 and usually sell 2 per month

Receive lots of feedback re: lack of page numbering

Due to the lack of page numbering, the pack tends to get mixed up

Have observed that FBO rarely use the PDF version of the pack. Most tend to print it off

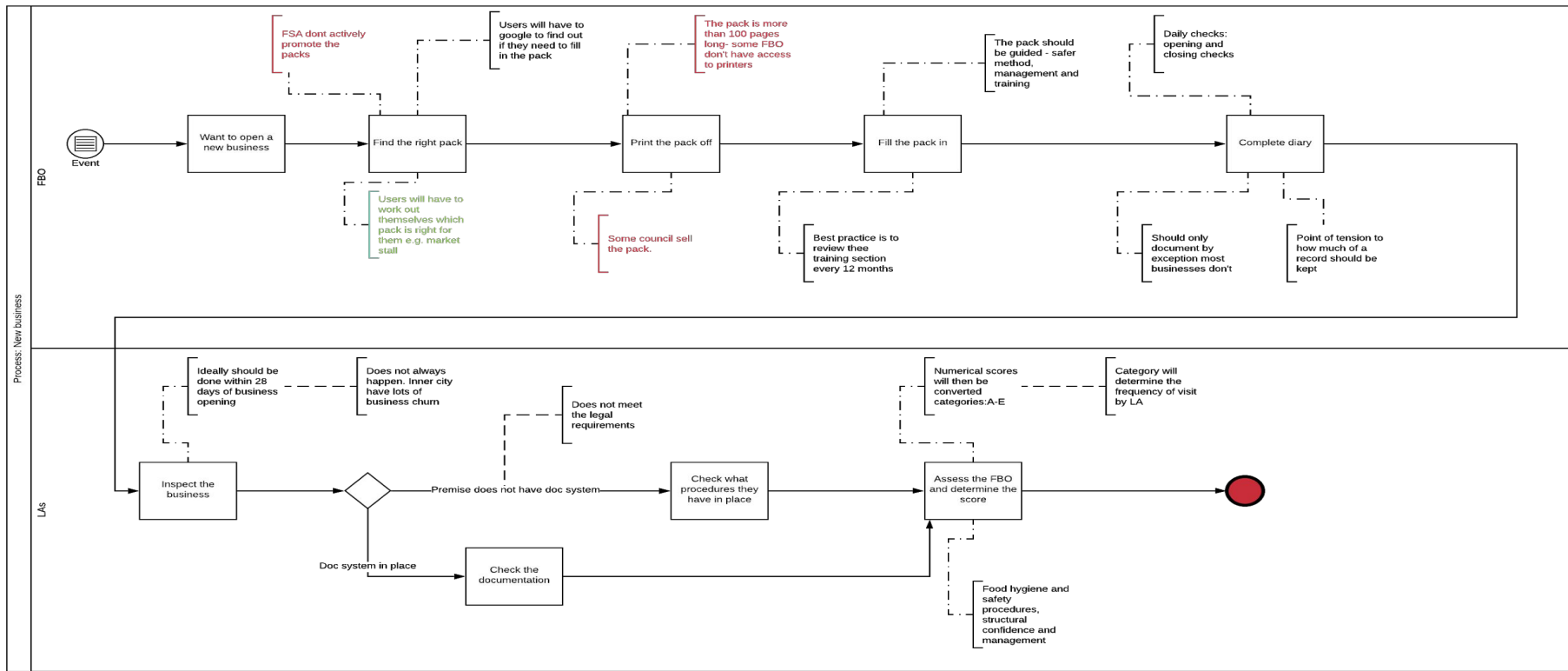
Have observed that most FBO don't keep the pack on site

Once the pack is filled in, then it does not get updated

The pack should be used as a training material but this rarely happens

Keeping up with the number of new businesses can be difficult

Business landscape review session



Research plan/matrix

	Discovery (need to have a food management system)	FMS onboarding (owner and staff training / putting the system in place)	Operations (daily checks and diary)	Archiving and following up on actions
<ul style="list-style-type: none"> Caterers Retailers Childminders Residential care homes Teaching resources for colleges Butchers Kebabshop 	<ul style="list-style-type: none"> How do / did they find information when starting up - where did they look / who did they speak to? How do / did they find out about SFBB when setting up? How good / accurate is their current knowledge? What platform do/ did they use? Any unique differences observed for FBO types? Understanding of what is required and value thereof? What is the appetite/need for proactive Food Safety Management solutions rather than guidelines? How far are FBOs relying on digital sensors to automatically monitor the temperature of key kitchen equipment and store live data? How far does the SFBB pack help their business to: <ul style="list-style-type: none"> Comply with food hygiene law 	<ul style="list-style-type: none"> How did they train themselves? How did they train their staff - what platform & material did they use / how regularly / process etc? How often do they review the training? What aspects of SFBB did they use? What works well and what doesn't? How did they overcome any language issues? Preferences and perceptions of usability? 	<ul style="list-style-type: none"> What does their process look like? What platforms are they using? What aspects of SFBB are they using and how are they using them? What works well and what doesn't? How easy is the material to use? any specific usability issues? How good is their overall understanding of the intended process? What needs are missing / what are the barriers? How compliant are they able to be? Preferences and perceptions of usability? What do they document in the SFBB 	<ul style="list-style-type: none"> How do they follow up on checks / diary issues? How do they store their documentation/ where do they store the documentation What is their overall perception of the process - is it seen to add value (and is it resulting in the intended behaviour) Preferences and perceptions of usability?
Local Authorities	<ul style="list-style-type: none"> What is their process for new FBOs? - How do they know about new FBOs? How do they advise new FBOs about SFBB? Do they send out any materials? What kinds of things do FBOs struggle with when setting up their SFBB? What works well and what doesn't? Any initiatives / training etc they provide? 	<ul style="list-style-type: none"> What level of monitoring do they want - frequency visibility etc? Capacity How do they update their systems? What do they do on a site visit - how do they take notes and store them etc? What works well and what doesn't? How did they overcome any language issues? Accessibility issues? 	<ul style="list-style-type: none"> What is the rate of compliance? What do they do with non compliant businesses? What works well and what doesn't? Feedback / observed issues? How are they monitoring FBOs? What technologies are they using? What technical constraints do they have? What works well and what doesn't? How do they hear about updates to the SFBB packs? 	
Trade organisations	<ul style="list-style-type: none"> Feedback / observed issues? Anything else FBOs are using / doing that fills a need? Any resources they provide to FBOs 	<ul style="list-style-type: none"> Feedback / observed issues? Anything else FBOs are using / doing that fills a need? Any resources they provide to FBOs 	<ul style="list-style-type: none"> Feedback / observed issues? Anything else FBOs are using / doing that fills a need? Any resources they provide to FBOs 	
FSA	<ul style="list-style-type: none"> Data requirements Policy requirements Business requirements 	<ul style="list-style-type: none"> What is the appetite/need for proactive Food Safety Management solutions rather than guidelines? 		

Interview guides

- Completed interview guidelines for research with local authorities, FBOs and trade associations
- Thorough and consistent approach
- Minimising bias as far as possible
- Wales and NI issues addressed

Scheduling interviews

A	C	D	
Organisation	Main contact	Interview date	Details
East Suffolk	Jeremy.Knowles@eastsuffolk.gov.uk	no response	Rural - may
Luton: SENT ACROSS FBO DETAILS	James.Allaker@luton.gov.uk - CC SANDRA liz.bailey@luton.gov.uk - EMAIL LIZ. SHOULD COME FROM GAIL.	Thurs 19th March	Large urban
Cambridge City Council	gemma.tilley@cambridge.gov.uk	Friday 20th March	PA with 'Ch
Rushmoor	oliver.robinson@rushmoor.gov.uk	no response	Working on
Cheltenham	Bernadette.Reed@cheltenham.gov.uk	Wed 18th March	
Bexley	Debra.Mather@bexley.gov.uk - CC/SANDRA	no response	These have
Leicester City	Dave.Howard@leicester.gov.uk	DECLINED	Looking to c
Doncaster	andrew.delaney@doncaster.gov.uk nick.wellington@doncaster.gov.uk - EMAIL NICK, CC/SANDRA/LISA	Thurs 19th March	Interested in
Daventry	ECooke@daventrydc.gov.uk	DECLINED	
Hinckley & Bosworth	Steven.Merry@hinckley-bosworth.gov.uk - CC/SANDRA/LISA	Friday 20th March	
Wakefield	swalters@wakefield.gov.uk	Wed 18th March	
Preston	s.neighbour@preston.gov.uk	DECLINED	
Derby	elizabeth.blaney@derby.gov.uk	Friday 20th March	Involved in
Cornwall	nick.kelly@cornwall.gov.uk	Wed 18th March	
Welsh LA - Cardiganshire		Awaiting date	
South Oxfordshire	lisa.richards@southandvale.gov.uk		
NI LA - NOT PARTICIPATING		DECLINED	
FBOs			
Care home 1			

Next week

- Local authority sessions x3
- Additional interviews - FSA, FBO, Trade Associations
- Initial (early) research from first set of interviews
- Social media analysis to understand what the users are saying on different social media platforms
- Deeper dive on the google analytics to gain an understanding of how the current users are using the web pages



Thank you