**GSA project UX**

### User groups

### Consumers: This group consists of all types of people who look for information regarding the type of products they purchase regularly and they will use the recalls information to either not purchase or consume a product that was recalled.

### Researchers: This group is going to use the site to conduct research and attain valuable information regarding food recalls. The information found could be used to write school research paper as assigned for a class. Or a journalist could be conducting search to write an article/blog posting and the gathered recall information could be used as data referenced in the article.

### Personas

**Consumers:**

1. person with food allergies
2. parent of a young child
3. pregnant woman
4. older adult

**Researchers:**

1. student gathering information to write school research paper
2. journalist conducting research for an article

### Scenarios

**Consumers:**

1. Person with food allergies

“I have severe food allergies and need to stay informed about all recalls. I want to see current food recall list.”

2. Mother of a young child

“I have a 14 months old child and want to know if there has been any baby food supplement recalls recently making sure I wouldn’t buy anything contaminated in our local grocery store. So I want to receive notifications on baby food recall alerts in my area via email”

1. Pregnant woman

“My primary care physician advises avoiding any products with high risk of Listeria contamination. I have to follow Listeria related recalls and CDC recommendations.”

1. Older adult

“I take some meds that weakens my immune system, so I have to watch for FDA recalls to make sure I don’t eat anything bad.” (follow FDA on Twitter)

1. Patient with weakened immune system

“I had food poisoning recently and would like to report it.”

**Researchers:**

1. Student

“I have to write a research paper on food safety. My professor recommended looking for data on food recalls across the country.”

1. Journalist

“I am doing investigative reporting on recent food recall trends in the US.”

**Use cases**

|  |  |  |
| --- | --- | --- |
| Customer | | Website |
| 1. | Wants to see current food recall list. |  |
|  |  | Display a list of latest recalls |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| 2. | Wants to subscribe to new food recall alerts in her area |  |
|  |  | Display Subscription form |
|  | Submits email |  |
|  |  |  |
|  |  |  |
|  |  |  |
| 3. | Wants to search FDA food recalls for a particular recall reason and cross reference results with CDC recommendations |  |
|  |  | Display Search form |
|  |  |  |
|  |  |  |
|  |  | current food recall list |
|  |  |  |
|  |  |  |
|  |  |  |
| 4. | Wants to follow FDA Food on Twitter to get the latest info |  |
|  |  | Present Twitter Follow widget |
|  | Clicks Follow widget and logs in or signs up to follow FDA account |  |
|  |  |  |
|  |  |  |
|  |  |  |
| 5. | Wants to report a problem |  |
|  |  | Display a “Report a problem” link |
|  |  |  |
|  |  |  |
|  |  |  |
| 6. | Wants to see a map with recalls by state |  |
|  |  | Display a Heatmap with latest recall data |
|  |  |  |
|  |  |  |
|  |  |  |
| 7. | Wants to see food recall enforcement reports by severity over time |  |
|  |  | Present a Search form to set desirable search parameters and a choice of displaying recall data as a timeline. |
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