***Vision***

*The “AskDefender” utility brings together the FDA formal data with less formal information across the internet, and acts as a big picture utility where users can go get a quick glance at current, known FDA enforcement actions, their location, and affected areas. The utility additionally presents users internet trending and social media data to see related information on FDA recalls/enforcements. As the user drills into details the FDA data is further mashed with the non-FDA internet data.*

***Background data:***

*Found one map of food recalls:* [*http://myfoodalerts.com/*](http://myfoodalerts.com/) *and a few from the CDC that weren't interactive*

*FDAs food recall is just a list - has photos though which would be good to add -* <http://www.fda.gov/Safety/Recalls/>

***Use-Case***

1. *User reviews grid or map of current recalls by dates and location*
2. *User filters display based on predefined filters such as*
   1. *Food type*
   2. *Date*
   3. *Location*
   4. *Product name*
   5. *Category*
   6. *Affected areas*
3. *User review summary of internet and social trending data for food type to determine search trends.*

*AF1. User views summary of top food offenders.*

*AF1. User views summary of recalls over the last 6 months by category.*

***User Story***

1. *As a user I would like to view a map of recalls within the last month.*
2. *As a user I would like to locate where a specific food type recall occurred.*
3. *As a user I would like to view affected areas for recalls within my search scope.*
4. *As a user I would like to refine my results by additional criteria in order to analyze different scenarios.*
5. *As a user I would like to see trend data for my food type in order to gain knowledge on what others may have looked for.*
6. *As a user I would like a summary of top offending food categories.*
7. *As a user I would like to view a photo of the offending product. (FDA site has it but not in API)*

***Further Research***

*1. Google Trends*

*2. Twitter Trends*

*3. Social media trend analysis (ie Topsy)*