

ONESPRING[®]

FOOD RECALL DASHBOARD

USER EXPERIENCE • REQUIREMENTS • VISUALIZATION • CREATIVE • AGILE

FOCUS

- 1** TEAM & PLAN
- 2** USER RESEARCH
- 3** CARD SORT

CLARITY

- 4** PRODUCT BACKLOG
- 5** SKETCHING & VISUALIZATION
- 6** PRODUCT DESIGN CONCEPT PEER REVIEW

RESULTS

- 7** DEVELOPMENT DEEP DIVE
- 8** USABILITY TESTING
- 9** END OF SPRINT REVIEW / PUSH TO PRODUCTION

FOCUS



CLARITY

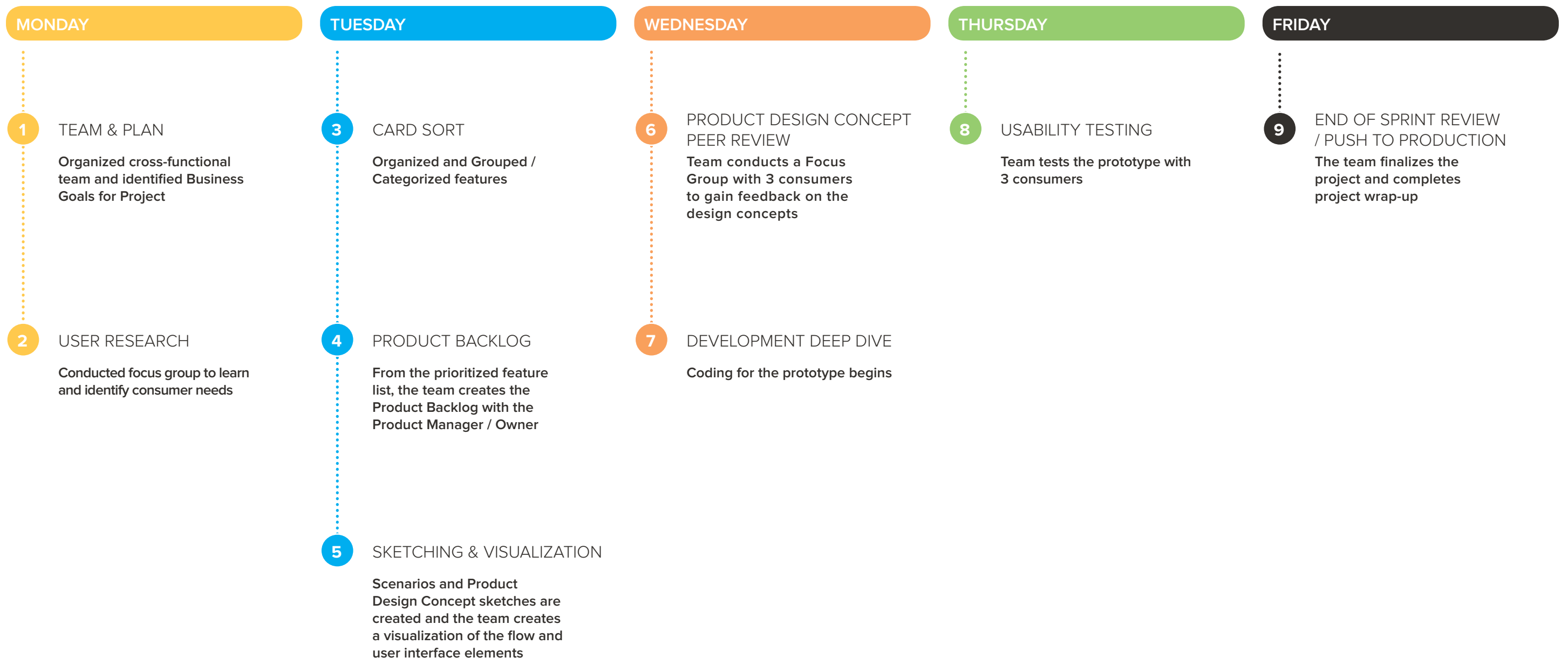


RESULTS

Idea generation and validation to ensure the project is aligned with the business goals and needs of the consumer

Exploration and crystallization of design concepts into the optimal solution and approach

Finalization, packaging, and delivery of the solution in a highly consumable and easily understood format



The project team was established using team members with a variety of skills required to complete this task. The team included a Product Manager, Interaction Designer, Visual Designer, and Front-End Web Developer. All team members provided input into an initial plan to complete the first sprint by the end of the week.



PRODUCT MANAGER



INTERACTION DESIGNER



VISUAL DESIGNER



FRONT-END WEB DEVELOPER

⊕ RESULTS

- Multi-disciplinary team established
- Project Plan

The project team established a user group of 3 potential FDA Recall users, all of whom were external to the project team. The team planned and executed a Focus Group where the users and project team collaborated to brainstorm and elicit high level user needs.

⊕ RESULTS

- User Research Findings
- High Level Features Identified



Given the results of the User Research, the team determined that the overall 'ask' from the user group was too much to be completed by the end of the week; this project would actually require multiple Sprints. In order to prioritize tasks to determine what could be completed in Sprint 1, the project team facilitated a Card Sort session with the user group to organize and prioritize the identified features.

⊕ RESULTS

- High Level Features Prioritized



The team created User Stories with Acceptance Criteria from the list of features and organized them in the Product Backlog. The Product Manager ensured proper prioritization based on business and technology needs. The development team established the Story Points to determine the level of effort for Sprint Planning. The team determined what they could accomplish in Sprint 1 to deliver the most business value. The Product Backlog was managed throughout the project to ensure the needs were prioritized with User Story Points to drive subsequent Sprints.

ID	Theme	As a/an	I want to...	so that...	Acceptance Criteria	Priority (1-5)	User Story Points	Sprint	Status (To-Do/Done)
1.0	Recall Info	Consumer	Learn why a food was recalled	I can understand the cause of a recall	• include recall cause information	1	3	1	Done
2.0	Recall Info	Consumer	Learn about the effects from eating a recalled food	I can understand the symptoms and treatment	• list of symptoms	1	3	1	Done
3.0	Recall Info	Consumer	View a simple and short description of the food product recall	I can quickly learn about the recall	• 1 page information sheet on recall	1	3	1	Done
4.0	User Experience	Consumer	View the report on any device	I can reference on my phone, tablet, or web browser	• responsive design	1	21	1	Done
5.0	Recall Info	Consumer	View a chart of the geographic regions that are affected by a recall	I can easily see if my region or my family and friends region is affected	• highlight affected areas in the U.S. by region	1	8	1	Done
6.0	Recall Info	Consumer	See the amount of food recalled items on an annual basis	I can better understand how many food products are recalled yearly	• display recalls by year	1	3	1	Done
7.0	Company Info	Consumer	Learn about which companies who frequently have food recalls	I can make smart food choices for my health and avoid those company's products	• display by food	1			Done
8.0	Recall Info	Consumer	Download the recall report	I can have as a reference or share	• search by company name	1	3	1	Done
					• search by food type				
					• search by frequency of recalls				
					• .pdf format				
					• download in less than 5 seconds	2	13	N/A	To Do
					• name of recall				
					• what caused the recall				
					• company info for the food product				
					• list of symptoms				
					• treatments (as applicable)				
9.0	Testimonials	Consumer	View consumer stories about past food recalls	I can learn more about the food recall and how people dealt with the recall		3	8	N/A	To Do
10.0	Awareness	Consumer	Ensure my children are aware of food health issues	They can be aware and know when to avoid certain foods that are at risk	• provide a downloadable brochure for schools	4	3	N/A	To Do
11.0	Notifications	Consumer	Opt-in for specific food recalls	I can receive recall info that is important to me and my family	• by food	4	8	N/A	To Do
12.0	Notifications	Consumer	Receive text alerts on my phone	I can be up-to-date on recalls	• by food allergy	4	8	N/A	To Do
					• SMS Text format				
					• easy access to chat function				
					• chat agent initial response in less than 5 seconds				
13.0	Help	Consumer	Chat with an expert	I can learn more about specific recalls	• rate chat at end of session	5	21	N/A	To Do
					• video playback on any device				
					• less than 30 seconds in length				
14.0	Awareness	Consumer	View a video of the report	I can quickly learn about the recall	• contains issue, cause, and effects	5	8	N/A	To Do

- +

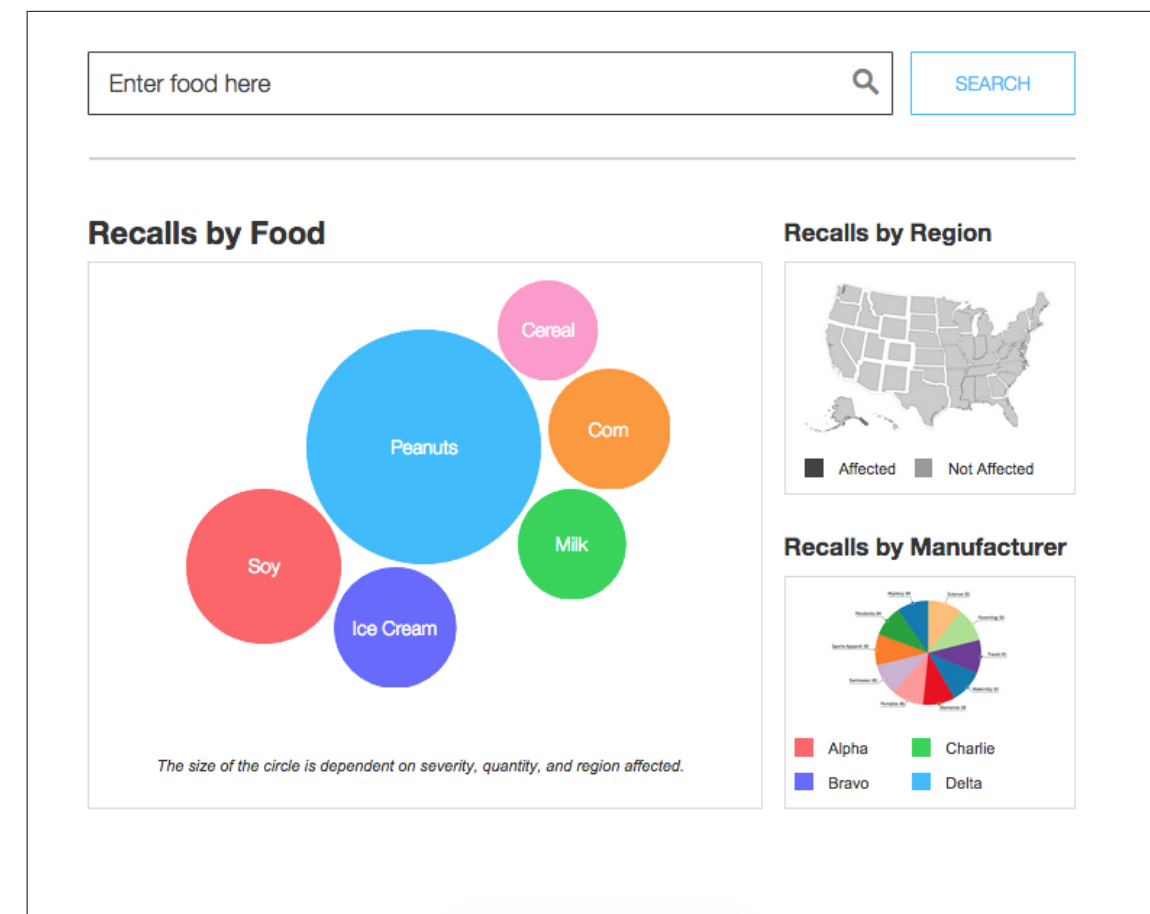
RESULTS
- Product Backlog with Priority & User Story Points
 - Sprint Backlog

For Sprint 1, the team began to dive deeper into understanding the associated user stories and started to Sketch and Visualize potential solutions. The project team created three Product Design Concepts through rapid prototyping. The Product Design Concepts were leveraged to gain immediate feedback on the design direction and further validate and refine the user needs that were captured in previous sessions.



⊕ RESULTS

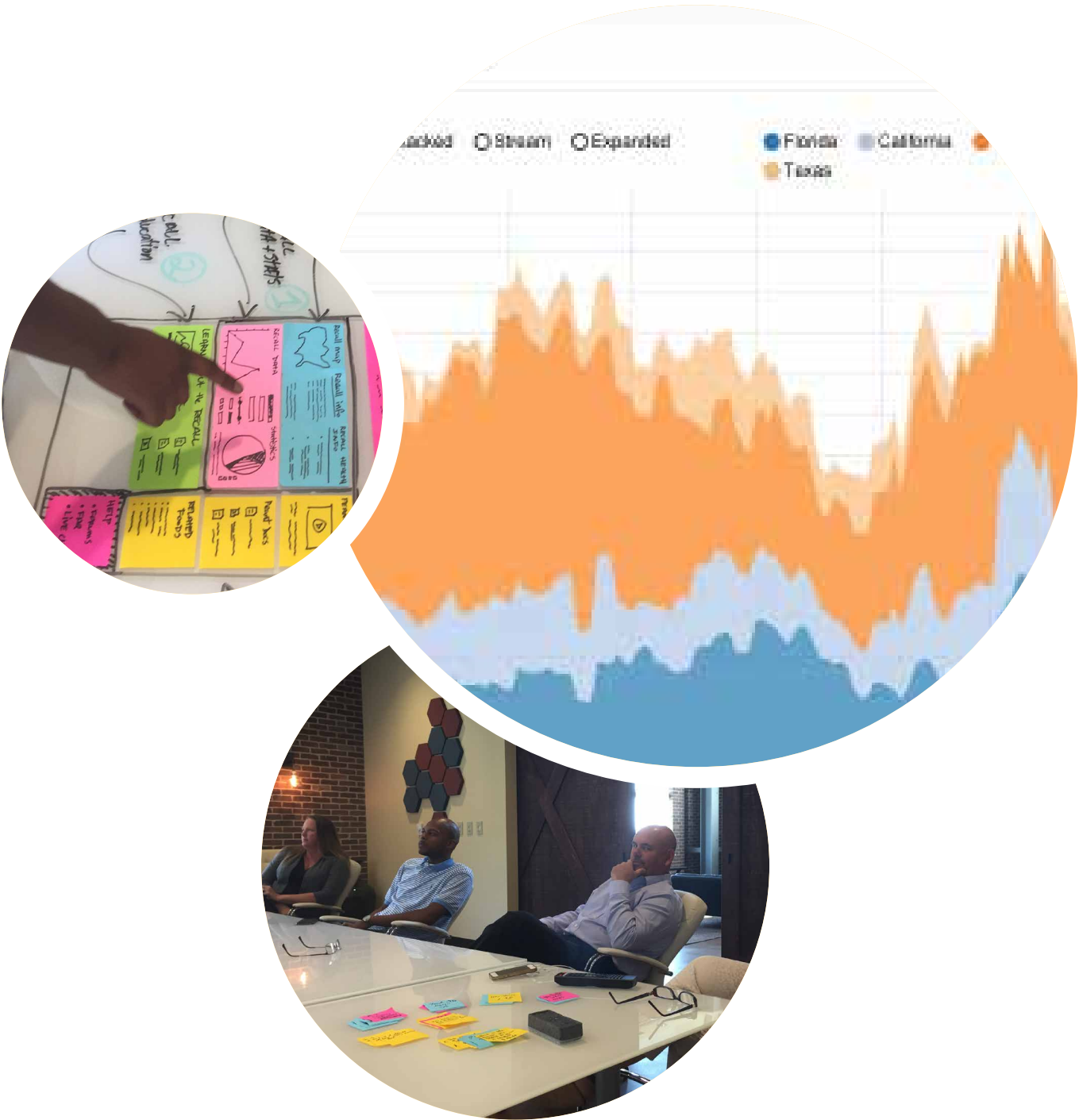
- 3 Product Design Concepts



The team reviewed the three Product Design Concepts with the user group for feedback and design direction. In the session, the project team discovered that the users preferred a mix of Product Design Concept 1 and Product Design Concept 3. In the session, the Product Design Concept 1 was updated in real time to immediately confirm the user group’s feedback.

⊕ RESULTS

- Validated Product Design Concept



Given the clear direction that the project team was able to obtain from the Product Design Concept, the team then began to dive into development to satisfy the needs of all User Stories identified for Sprint 1. The project team created a responsive design using Bootstrap and Google Android design patterns and D3 Chart Library for the user interface. Coding began using the datasets and API from openFDA.

⊕ RESULTS

- Fully Functional Prototype

```
$firm = ($firm!="" ? "recalling_firm:\"$firm\" : ");
$dates = (($start!="" && $end!="") ? "+AND+report_date:[$start+TO+$end]" : "");
$search = ($search!="" ? "+AND+reason_for_recall:$search" : "");
$state = ($state!="All" ? "+AND+state:$state" : "");

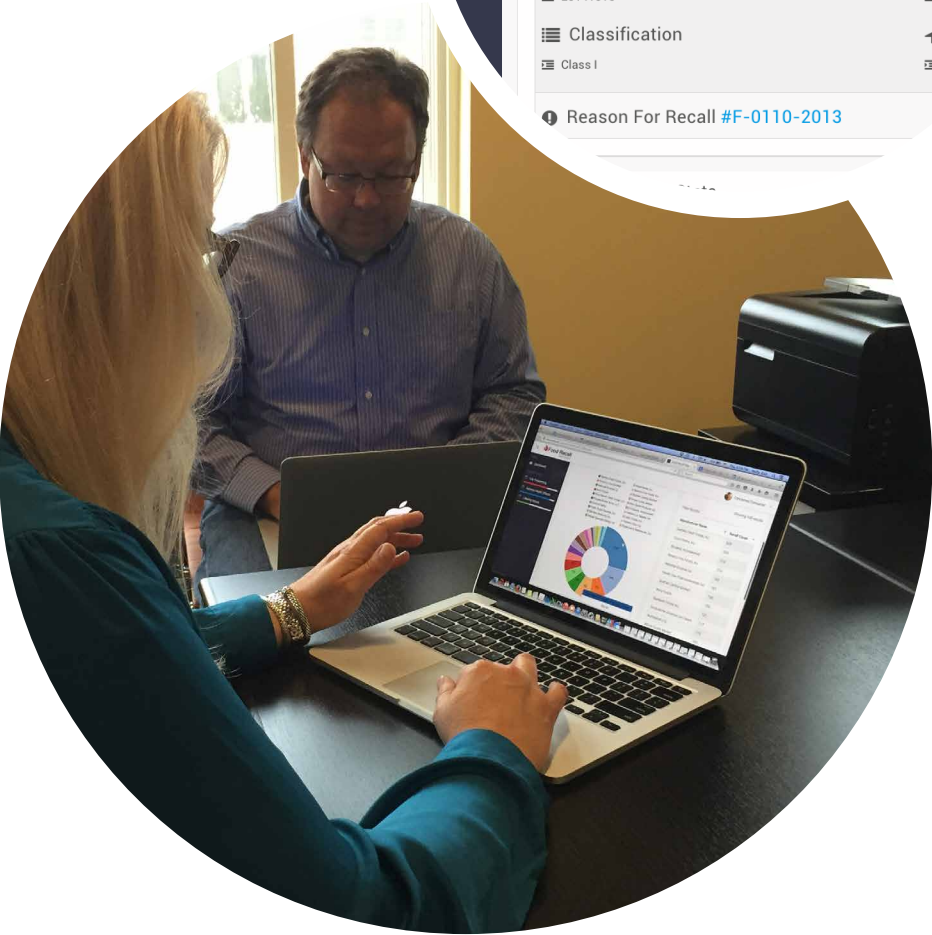
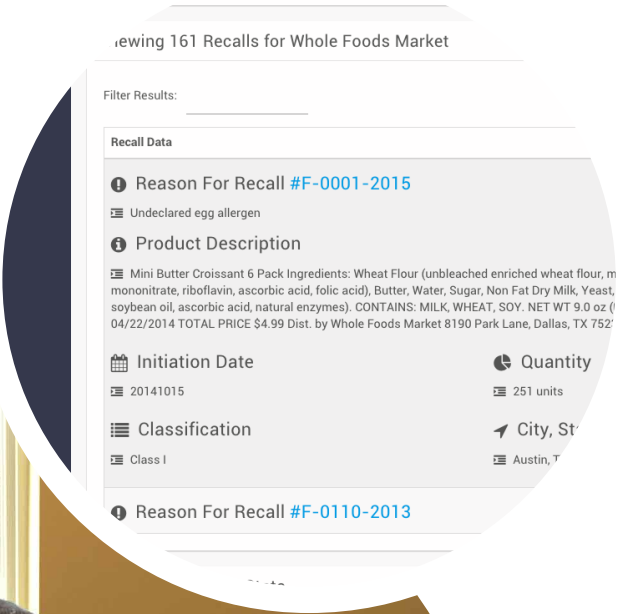
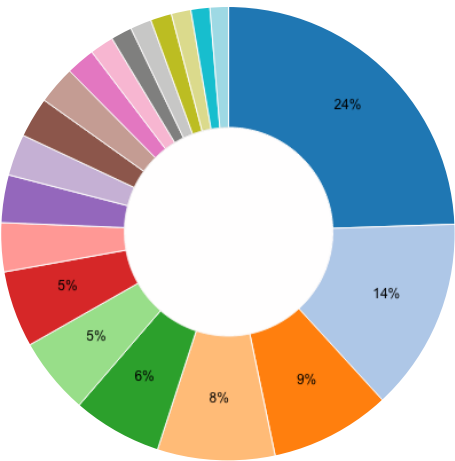
$eq = "https://api.fda.gov/food/enforcement.json?search=$firm&limit=$limit";
$eq = urldecode($eq); // This handles changing ampersands back to the non-html entity format
$eq = str_replace(" ", "+", $eq); // The process was removing the plus signs as required by OpenFDA so add them back
$json = file_get_contents($eq); // Get the JSON content from the OpenFDA RESTful API

//decode the string with json_decode();
$decoded = json_decode($json);
//loop over the decoded array and populate array with term and count only
if(isset($decoded->results)){
    //print_r($decoded->results);
    //print_r($decoded);
    $totalrecalls = $decoded->meta->results->total;

    foreach($decoded->results as $d){
        // $recallnumber = $decoded->results->recall_number;
        $recallingfirm = $d->recalling_firm;
        $reasonforrecall = $d->reason_for_recall;
        $productdescription = $d->product_description;
        $productquantity = $d->product_quantity;
        $reportdate = $d->report_date;
    }
    // Return the dynamic jQuery to populate the report contents
    print '$("#chart-title1").text("Viewing ' . $totalrecalls . ' Recalls for ' . $recallingfirm . '");';
    print '$("#recall-firm").text("' . $recallingfirm . '");';
    print '$("#recall-reason").text("' . $reasonforrecall . '");';
    print '$("#recall-desc").text("' . $productdescription . '");';
}
```



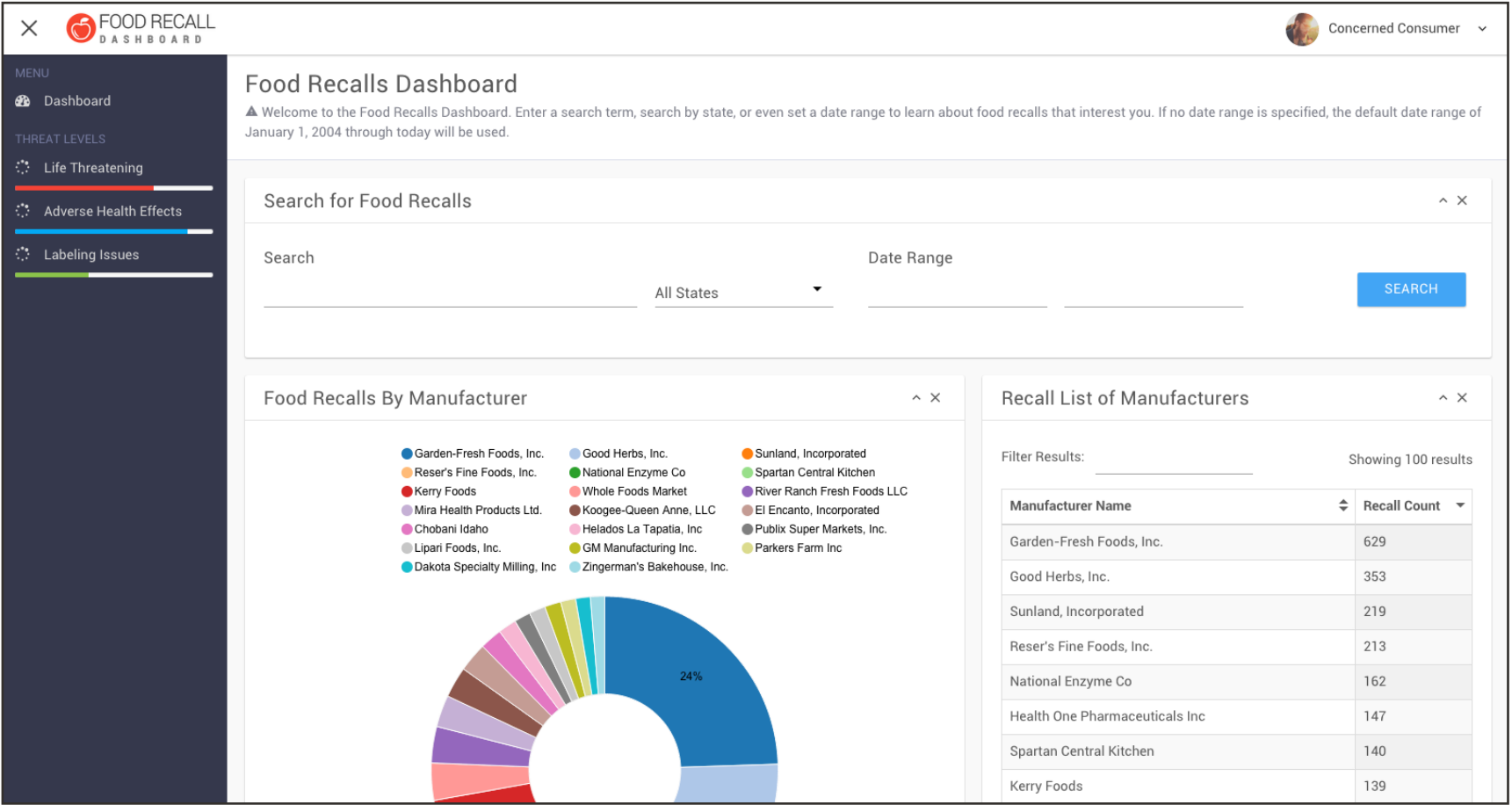
The team conducted two rounds of Usability Testing with each of the 3 users for feedback, refinement, and to ensure 508 Compliance. Using a cognitive walkthrough technique, the project team asked users to complete tasks using the functional prototype. The tasks that the users were given were based on each User Story identified for that Sprint and users were given freedom to complete the task on their own with little instruction. Throughout each session, the project team observed the users and captured usability findings. Key findings included updates to the global navigation and methods by which users could search and/or filter results for Product Recalls.



⊕ RESULTS

- Refined Prototype

Upon successful iteration and final testing, the team conducted an End of Sprint Review to demonstrate the working prototype and supporting documentation. The team gained approval to push the code to production and post all supporting documentation. The product backlog was updated to reflect completed User Stories and the development team calculated the team’s initial velocity.





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