**Insight Statements**

**Design Challenge**

Our design challenge is to create an alerting mechanism for 3 types of data provided by the FDA

* Adverse events
* Recalls and
* Labeling.

**Theme: Safety**

**Insights:**

1. The number 1 public health problem is attributed foodborne infections
2. Global food supply chains are non-regulated by a single body, hence a need for oversight in safety is needed
3. Pre-emptive forecasting to attain more regulation of a widening network supply against diminishing regulatory resources

**Theme: Timeliness**

**Insights:**

1. Many infections, health issues and drug information reach the public too late
2. A large percentage of health safety issues can be prevented by providing impactful and correct data rapidly to the U.S. population
3. The traveling U.S. public is demanding timely geo-specific data**.**

**Theme: Reliability and Relevancy**

**Insights:**

1. The U.S. public and regulators are demanding more transparent and reliable information in less time
2. Data accuracy and data currency are important to the success of the application
3. Pushing only the data that is relevant to the end user is an important attribute

