

# Opportunity Canvas: FDA Search Tool

## 2: Users & Customers

What types of users and customers have the challenges that your solution addresses?

Look for differences in your user's goals or uses that would affect their use of the product. Separate those users in to different types based on those differences that make a difference.

User 1: Caregiver who cares about this kind of information but they're too busy to stay abreast of every food and drug event that may affect them.

User 2: Parents (information they are getting is very vague)

Multiple medication taker? Chronic conditions?

Taking care of someone else vs yourself

Remote care of another person

FDA Staff

Media

## 1: Problems

I have minimal knowledge of a potential food or drug concern (overhead on radio, tv) and want to dig deeper in to the issue. I don't know details.

Parent or friend, or self, experiencing an adverse effect and needs to understand what's happening--is it related to a particular food or drug I've consumed? Are other people like me experiencing this?

Affected people are unaware of food and drug issues that may affect them.

Users want a second opinion or more information on a medication that has been prescribed--side effects, contraindications. There is a lack of education by doctors and pharmacists related to drugs.

Need to know food items recalled in my area

Understanding the history of a drug, it's use, how long it's been on the market

Pre-research....prior to making a medical or drug choice

Understand history of a medication to make a decision about safety of meds

I need to report an adverse effect

Patient calls or visits with adverse effects

FDA needs to know what the public is looking for, concerned about in a timely manner

Media and others need data and visualizations in a summary/easy to use format for use outside of the search results

## 9: Budget

What are these worth?

Time saved by users  
Adverse events reported  
brand, credibility, reach

FDA budget increased to support extending this effort

## 1: Solutions

Give the user the freedom to use natural language to search for information  
Anticipate key questions from users and present this information in laymens terms

Path to an answer about what's happening in your area, around you

We can provide data from drug labels prominently--label summary, then click through to full details of package information

Location aware data--food recalls, other data

Pre-research....prior to making a medical or drug choice

Need to know drug classes and what they mean, info about time on market, historical uses

Targeting data to users based on where they live, what meds they take, what their interests are

Provide access/call to action for reporting events

Provide timely data on usage of the product to aid decision making, content creation

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Allow users to download, share, otherwise take away content from results

Comparison and context for data sets

## 4: User Value

Will be definitive

Will be more-up-to date

Credible

More personalized or custom

Less work/burden/less cognitive effort

Definitive/Universal/standard results.  
Learnable, maybe brandable for FDA?

Displaying data immediately, answering core user questions faster

Takeaway visualizations and data

## 6: Adoption Strategy

Find us where they are already: google results page, siri query, facebook timeline, embedded in a blog post, news article.

permanent home on FDA.gov for the tool, but that won't be the path most users take

Brand this effort to make it recognizable

Partner with WebMD, patients like me, walgreens

## 5: User Metrics

What user behaviors can you measure that will indicate they adopt, use, and place value in your solution?

Conversions to full data from results page or card/components

Time spent/actions taken/interaction with results

Simplify/speed access to report effects

"Yes" answers to "was this helpful?"

Improve communication/feedback loop between public and FDA. FDA knows public concerns faster, consumers receive more timely info from FDA

Sharing and downloading counts for cards or components

Return users vs new

Abandonment rates

## 3: Solutions Today

How do users address their problems today?

Google  
FSIS newsletters  
Watchdog orgs  
News  
WebMD  
Native apps  
Social media  
Advocacy groups, condition orgs  
Doctor  
Pharmacist

## 7: Business Problems

Transparency and accountability

Building credibility, trust, brand

Position FDA as a leader, thought leader

Going beyond open data

Public education

Converting technical data in a consumer-friendly, digestible format with minimal effort by FDA

Pushing and sharing data cards or components with partners, search engines easily that will direct users back to the app for full info, ability to share--perpetuates data and information without effort by FDA

## 8: Business Metrics

Increased and measurable user engagement with data

Increase usage of open data by public and developers

Potential improvement of API to be more user-centered

Improved page rankings in search engines related to critical terms and queries

Reduced time to officially recall? Responsiveness?

What is the impact of this on those being regulated? It's easier for people to submit their adverse events. Increase in adverse event reports.