Attendees:

* Focus group:
  + Aaron
  + Jose
  + Michelle
* Presenters:
  + Alex
  + Scott

Notes:

* Storyboard test: Users tried to simulate the first four steps of the storyboard.
* Searched for “listeria” in “Reason for Recall”, checked “Food”, and then selected Texas.
* FEEDBACK: Initially confused by the heat map colors—what do these colors mean? Need color legend.
* FEEDBACK: No visual feedback to indicate that table updated with results of filter.
  + Include State column to show that it’s filtered?
  + Include filter labels that you can close across top of table to show filters applied. (Alex: Some commercial sites do this, like Newegg.)
* For the results, is the table below the map intuitive? Or would a pop-up modal be preferable?
  + FEEDBACK: Table is great. Pop-up modal slows down changing criteria or reviewing results. Much easier to review results in a table. Scrolling is fine.
* How would you want to do a multi-select?
  + FEEDBACK: Control+click is really unintuitive. Make selection sticky and highlight the selected states. (e.g. Keep Texas highlighted and allow user to click on Oklahoma, then highlight Oklahoma and have the results table reflect both.)
  + FEEDBACK: It would be even better if you could somehow make the unselected states fuzzier or more translucent to indicate that they haven’t been selected (i.e. but you could select them).
* FEEDBACK: Need a way to reset selections or clear filters.
  + Clicking on a filter label to de-select that filter.
  + Button to clear filters
* BUG: Philips + Food didn’t seem to be returning correct results in table.
* FEEDBACK: Having the page start empty was initially disconcerting. Defaulting to all events descending by most recent recall date might be best.
* FEEDBACK: When 0 results are returned, the map turns black. This is ugly.
* BUG: Recall date is YYYY-MM-DD and is sorting funny. Get rid of the timestamp.
* FEEDBACK: Class should be added to the table.
* FEEDBACK: Autocomplete feels weird.
  + Whole word match, which is okay, but feels weird: Searching for Phil does not return Philips.
  + Reason for Recall and Product Description autocomplete are not very useful. I’d rather search for the word “Peanuts” and not select the whole phrase. The results are usually too specific and are hard to read because they’re truncated.
  + It’s hard to tell what to do if I DON’T want to use the autocomplete result. Do I just leave it? (Alex: May need to bring back Submit button.)
* BUG: Deleting all the text in a search field does not seem to update the map and table.
* FEEDBACK: Name of site needs to reflect recalls, not enforcement events.
* Had focus group: 1) Identify useful fields for filtering and sorting, 2) rank fields.
* FEEDBACK: Table columns left to right should match filter criteria top to bottom, in this order:
  + State (i.e. map for filter, first column in table if possible)
  + Type (i.e. Food, Device, Drug)
  + Product Description
  + Reason for Recall
  + Classification/Severity
  + Recalling firm
  + Recall date initiated
  + Status
  + Not needed in table or filtering, but should be left in full details:
    - Voluntary
    - Report Date (too confusing with recall date)
    - Code info
    - Initial firm notification
* What about the amount of text shown in the table? Good or too much?
  + FEEDBACK: Right now showing the whole description is too much. Truncate after a certain number of characters. Provide full details with a mouseover or by clicking on the row and popping up an overlay with the full information.
* FEEDBACK: Why is there the keyword search in the top right of the table in addition to the other filter criteria?
  + Searches results in the table. Is this useful?
  + It’s kind of useful, since you can find results that you might not have had in your original search, but it’s kind of confusing.
* If you were to do steps five and six in the storyboard (i.e. sharing this information with your friends and family), where would you expect to do that?
  + FEEDBACK: Share button should be right under the map and above the table. Maybe on the right side. Could also do it above the map, but logical place seems to be between the two.
  + FEEDBACK: For sharing, don’t make the name and description required. They should be optional. It can feel intimidating to have to name it. If I just want to share this with my friends, just give me a permalink, don’t make me go through hoops to do it.
* FEEDBACK: Get rid of the Arial font. Maybe something like Calibri?
* FEEDBACK: Filters should be independent and not hierarchical. (i.e. If I get rid of one filter criteria, I’d like the others still to be there.)
* FEEDBACK: Map could be a bit bigger. Seems like a lot of whitespace around it.