


The Design Evolution and the Prototype Iterations

The following images show the progression of our application from wireframes to the most recent design iterations.

Wireframes | Landing Page

These wireframes depict the idea a tool that would enable citizens to input their grocery lists and see if there are any active recalls involving anything on their lists.

The wireframe shows a landing page layout. At the top left is a circular placeholder for a logo. To its right is the text 'Site Name' in a large font, with 'Basic Info' in a smaller font below it. Below this is a disclaimer paragraph. A horizontal line separates the header from the main content area. In the main area, there is a large rectangular input field with the placeholder text 'Enter Item(s)'. To the right of the input field is a dark rectangular button with the text 'Enter'.

 **Site Name**
Basic Info

Disclaimer: This book is not intended as a substitute for the medical advice of physicians. The reader should regularly consult a physician in matters relating to his/her health and particularly with respect to any symptoms that may require diagnosis or medical attention.

Enter Item(s)

Enter

Wireframes | Grocery List

Upon entering grocery list items, the user would be able to see what items are involved in active recalls.

Your Grocery List

Manufacturer's Name

Dairy
Eggs
Milk
Butter

Meat
Ground Beef
Bacon

Produce
Spinach
Broccoli

Snacks
Graham Crackers

Wireframes | Item Recall Details Page

From the list page, the user would be able to select an item and view the details surrounding the recall.

Spinach

Manufacturer's Name

Active Recall

Dates

Drop Pin Map

Reason for Recall

Recall Origin

Suggested Substitutes

Kale, Romain Lettuce, Arugula

V.1 Landing Page



This was the first iteration of the site application. The thought was to put something loose together, with a title, call to action, and information on top recall items that would automatically update according to current recalls. The use of imagery was a way to suggest the everyday items that may be on a user's grocery list and a give the feeling that this could be something that fits into the regular schedule of grocery shopping.

V.1 Grocery List Page

GROcery LIST CHECKER

How well are you eating?

Check your grocery list

YOUR GROCERY LIST

ADDSCAN BARCODE

Eggs

Milk

Butter

DAIRY

Ground beef

Bacon

MEAT

Spinach

Broccoli


PRODUCE

PRODUCE

PRODUCE

RECALL: SPINACH

Manufacturer



SUGGESTED SUBSTITUTES

KALE

More information

ROMAIN LETTUCE

More information

ARUGULA

More information

REASON FOR RECALL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse hendrerit, neque nec tristique tempus, sem risus venenatis turpis, et commodo dolor nisl id diam.

RECALL ORIGIN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse hendrerit, neque nec tristique tempus, sem risus venenatis turpis, et commodo dolor nisl id diam.

TOP PRODUCT RECALLS

ITEM 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

ITEM 2

Incididunt ut labore et dolore magna aliquam, ut enim ad minim veniam,

ITEM 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

ITEM 4

Incididunt ut labore et dolore magna aliquam, ut enim ad minim veniam,

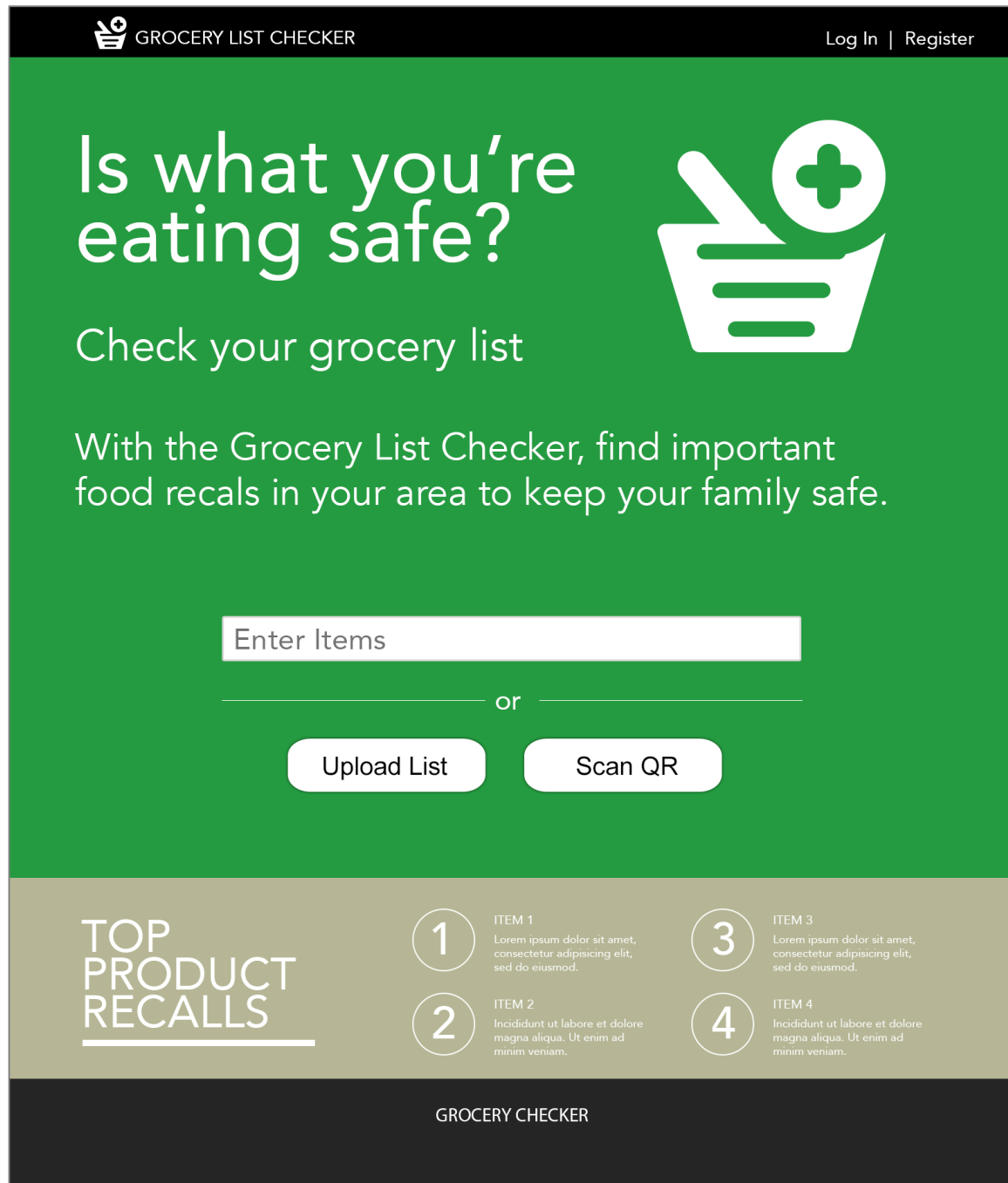
GROcery CHECKER

With the amount of space afforded on laptops and monitor screens, being able to combine the grocery list section and the recall details would avoid the extra clicks as a user would move from list to detail information.

For the grocery list, the added options of manually entering list items or uploading them provided more ways for a user to complete their lists.


On the recall details section, we felt it would be helpful to include a map feature to show what states are affected by the recall, since people would use the tool in different locations and would also be able to plan, based on their destinations. We also included suggested substitutes as a helpful way to guide users to alternatives.

V.2 Landing Page



For this iteration, we decided to pare down the graphics to the essentials, de-cluttering the layout and keeping the application as simple and functional as possible. The “Login” and “Register” options served as a way for users to save their list information. The title and brief description inform viewers what the function of the site is. From there, there are options for entering list items, followed by the current top recall items and their descriptions.


V.2 Grocery List Page

GROCERY LIST CHECKER

Log In | Register

How well are you eating?

Check your grocery list



YOUR GROCERY LIST

or

Upload List

Scan QR

DAIRY

Eggs

Milk

Butter

PRODUCE

Spinach

Broccoli


MEAT

Uncured Pork Bacon

92% Lean Ground Beef

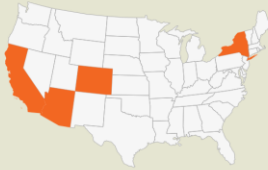
Chicken

Turkey Breast Deli Slices



RECALL: SPINACH

Manufacturer



SUGGESTED SUBSTITUTES

KALE

More Information

ROMAIN LETTUCE

More Information

ARUGULA

More Information

REASON FOR RECALL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse hendrerit, neque nec tristique tempus, sem risus venenatis turpis, et commodo dolor nisl id diam.

RECALL ORIGIN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse hendrerit, neque nec tristique tempus, sem risus venenatis turpis, et commodo dolor nisl id diam.

TOP PRODUCT RECALLS

1

ITEM 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

2

ITEM 2
Incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

3

ITEM 3
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

4


ITEM 4
Incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

GROCERY CHECKER

We carried the style through to the grocery list and recall sections, with the thought that these sections could also be adapted to mobile use, as well. The information is similar to the previous iteration.


However, the grocery list section maintains the same, new input options as the landing page.

We also decided to do away with the various icons and images, to keep the application lean and fast. Having the various icons for each food item seemed to appear overwhelming and would also require the creation of a vast array of food items.

GROCERY LIST CHECKER

Log In | Register

Is what you're eating safe?



Check your grocery list

With the Grocery List Checker, find important food recalls in your area to keep your family safe.

TOP PRODUCT RECALLS

1

ITEM 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

2


ITEM 2
Incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

3

ITEM 3
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

4

ITEM 4
Incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



or

Upload List

Scan QR

GROCERY CHECKER

In version 3, we moved the “Top Product Recalls” above the input section to avoid the information being overlooked, but more importantly, we wanted this information to also serve as a subtle guide as to what type of items the user would be able to enter.


V.3 Grocery List Page

GROcery LIST CHECKER

Log In | Register

Is what you're eating safe?

Check your grocery list



TOP PRODUCT RECALLS

1

ITEM 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

2

ITEM 2
Incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.


3

ITEM 3
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

4

ITEM 4
Incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

YOUR GROCERY LIST



or


Upload List

Scan QR


DAIRY


Eggs	Remove
Milk	Remove
Butter	Remove


PRODUCE

 Spinach	Remove
Broccoli	Remove

MEAT

Uncured Pork Bacon	Remove
92% Lean Ground Beef	Remove
 Chicken	Remove





RECALL: SPINACH

Manufacturer



SUGGESTED SUBSTITUTES

KALE

[More Information](#)

ROMAIN LETTUCE

[More Information](#)

ARUGULA

[More Information](#)

REASON FOR RECALL


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse hendrerit, neque nec tristique tempus, sem risus venenatis turpis, et commodo dolor nisl id diam.

RECALL ORIGIN

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GROcery CHECKER


Again, the “Top Product Recalls” was moved toward the top. We also added the option to remove items from the list, as needed. Also new, for this iteration was the ability to see what recalls were in certain areas by entering a location.

GROCERY LIST CHECKER

Log In | Register

Is what you're eating safe?

Check your grocery list to find important food recalls in your area.




ACTIVE RECALLS

1
ITEM 1
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod.

2
ITEM 2
Incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

3
ITEM 3
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod.

4
ITEM 4
Incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



or

Upload List


Scan

Disclaimer: Information on this site is provided by FDA.gov.


GROCERY LIST CHECKER

In the next iteration, we consolidated the title and call to action text. The icon was also updated with a cleaner, more recognizable iteration. "Top Product Recalls" was changed to "Active Recalls," and the disclaimer is also included.


V.4 Grocery List Page

GROCERY LIST CHECKER

Log In | Register

Check your grocery list

YOUR GROCERY LIST

Enter Items 

or

Upload List

Scan QR

DAIRY

✓ Eggs

Remove


✓ Milk

Remove

✓ Butter

Remove

PRODUCE

 Spinach

Remove

✓ Broccoli

Remove


MEAT

✓ Uncured Pork Bacon

Remove

✓ 92% Lean Ground Beef

Remove

 Chicken

Remove


SNACKS

✓ Mini Sourdough Pretzels

Remove

✓ Sour Cream n' Onion Chips

Remove

 Spinach and Artichoke Dip

Remove


✓ Peanut Butter Crackers





Remove


✓ Chocolate Chip Cookies

Remove

CEREALS


Enter Zip Code for recalls by location 



**RECALL:**

SPINACH

Manufacturer



SUGGESTED SUBSTITUTES

KALE

More Information

ROMAIN LETTUCE

More Information

ARUGULA





More Information

REASON FOR RECALL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse hendrerit, neque nec tristique tempus, sem risus venenatis turpis, et commodo dolor nisl id diam.

RECALL ORIGIN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse hendrerit, neque nec tristique tempus, sem risus venenatis turpis, et commodo dolor nisl id



NEWS

Spinach recall due to E. Coli scare extends to 39 states

Web MD • 1 hour ago


Amy's Kitchen and Wegmans recall frozen spinach


CS Monitor.com • By Schuler Velasco • 1 hour ago

La Mexicana recalls spinach dip due to unknown allergens

Consumer Affairs - By James Limbach • 1 hour ago

TWEETS






dana allen-greil @danamuses

23 Jun

Intrigued by #18AgileBPA, a fresh new way to acquire #agile digital services for gov: news.540.co/2015/06/20/ads... (cc: #musetech folks!)

↳ Retweeted by Phase One

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Phase One @PhaseOneCG

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POCG Blog Updates for 06/24/2015 - eepurl.com/brosiT

Expand

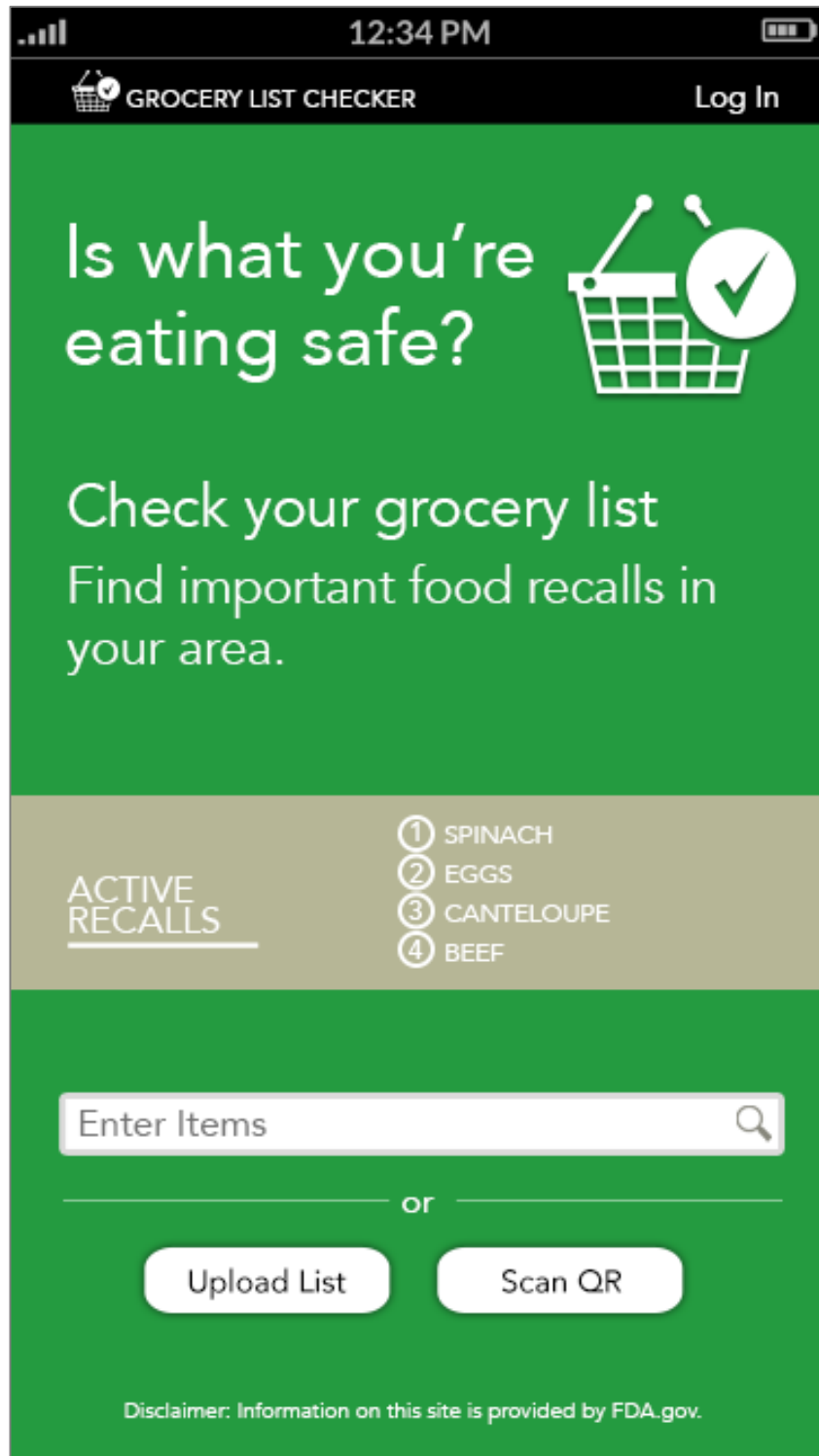
GROCERY LIST CHECKER

On the grocery list page, the top portion is significantly consolidated, to take up less space. The “Top Product Recalls” was also taken out.

In the list section, we added check mark icons to make things more clear.

The recall details section was updated to include more functional tools that would inspire people to integrate this into their everyday lives.

Mobile Landing Page



Once we were able to iron out the details of the site, we set up the views that would be seen on phone. The thought was that, aside from inputting the information, there's a good chance that the most people would use this application on their phones.

The "Active Recalls" list is abbreviated.

Mobile Grocery List Page

GROCERY LIST CHECKER

Log In

YOUR GROCERY LIST

or

Upload List

Scan

DAIRY

✓ Eggs	Remove
✓ Milk	Remove
✓ Butter	Remove

PRODUCE

⚠ Spinach	Remove
✓ Broccoli	Remove

MEAT

✓ Uncured Pork Bacon	Remove
✓ 92% Lean Ground Beef	Remove
⚠ Chicken	Remove

SNACKS

✓ Mini Sourdough Pretzels	Remove
✓ Sour Cream n' Onion Chips	Remove
⚠ Spinach and Artichoke Dip	Remove
✓ Peanut Butter Crackers	Remove
✓ Chocolate Chip Cookies	Remove

CEREALS


✓ Mini Sourdough Pretzels	Remove
✓ Sour Cream n' Onion Chips	Remove
⚠ Spinach and Artichoke Dip	Remove
✓ Turkey Breast Deli Slices	Remove

The grocery list becomes its own section.





Mobile Recall Details Page


12:34 PM

REC

GROCERY LIST CHECKER

Log In

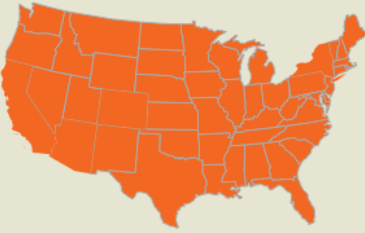




RECALL:

SPINACH

Manufacturer



SUGGESTED SUBSTITUTES

KALE

More Information

ROMAIN LETTUCE

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More Information





REASON FOR RECALL

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RECALL ORIGIN

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NEWS



Spinach recall due to E. Coli scare extends to 39 states

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TWEETS

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23 Jun

Intrigued by #18fAgileBPA, a fresh new way to acquire #agile digital services for gov: news.540.co/2015/06/20/ads... (cc: #musetech folks!)

Retweeted by Phase One

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Phase One @PhaseOneCG

19h

POCG Blog Updates for 06/24/2015 - eepurl.com/brosiT

Expand

The recall details becomes its own section as well.

Mobile Scan Page



The mobile scan page also allows for the user to go to the recall details page, and it also enables the user to send alerts to through the proper channels.