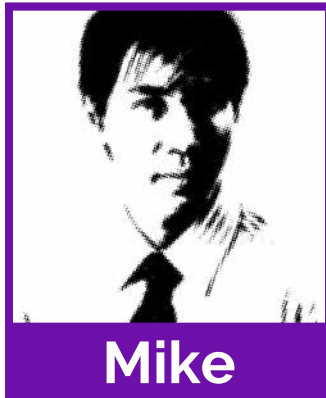


openFDA Visualizer

USER PERSONAS



Employment: Researcher at the National Institutes of Health

Location: Bethesda MD

Age: 32

Goals: Research and education

Frustrations: Poor communication

Details: Mike's area of interest is national health issues. He wants to improve his research methods and communications practices. openFDA Visualizer gives him quick, simple, and visualized access to data he needs. It also gives him visualized data that he can share with his stakeholders.

Technology:

IT and internet

Mobile apps

Social media

Devices:



Employment: Part-time administrative assistant and single parent

Location: Des Moines IA

Age: 28

Goals: Learning more about son's medical condition

Frustrations: Not enough time to research hard-to-find data

Details: Zoe wants to know as much as possible about her son's condition. She needs an easier, faster way to search for the data she cares about. openFDA Visualizer puts the data that Zoe needs at her fingertips. It also continually refreshes with the latest statistics, giving Zoe a persistent, one-stop-shop for the data she needs.

Technology:

IT and internet

Mobile apps

Social media

Devices:



Employment: Professor and researcher at Arizona State University

Location: Tempe AZ

Age: 58

Goals: Research and collaboration

Frustrations: Slow download times

Details: Brian conducts research in the areas of Food, Drugs, and Devices. He needs a better, faster way to mine large databases for the data he needs. openFDA Visualizer is a streamlined search engine that focuses only on the data sets that Brian needs, decreasing search time and increasing the usability of the search results.

Technology:

IT and internet

Mobile apps

Social media

Devices:



Employment: Clinical researcher at AstraZeneca

Location: Newark DE

Age: 42

Goals: Research and development of new drugs

Frustrations: Collecting timely and relevant data

Details: Betsy identifies requirements for new products at her pharmaceutical company. She needs every advantage she can find to stay on the forefront of the country's needs. openFDA Visualizer provides search and visualization capability for the latest, publically-available Food, Drug, and Device datasets.

Technology:

IT and internet

Mobile apps

Social media

Devices:

