openFDA Visualizer
USER PERSONAS

Mike

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.
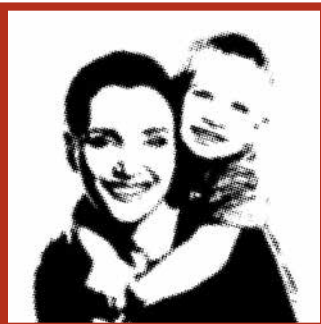
Technology:
IT and internet
Mobile apps
Social media

Devices:

Zoë

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:

Brian

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:

Betsy

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: