

# 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:** Zoë 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 Zoë needs at her fingertips. It also continually refreshes with the latest statistics, giving Zoë 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:

