openFDA Visualizer
PERSONA-BASED WORKFLOWS

Zoë

Mike

Brian

Betsy

1. User identifies data need

2. User navigates to openFDA Visualizer

3. User provides search criteria

4. User receives search results

4. Betsy wants to customize the geo-map interface and 'self-define' her customer market boundaries

5. Zoë wants to call a hotline and speak with an operator to refine her search results

5. User refines search results

6. User extracts search results for personal/institutional use

6. Zoë wants to email her search results to her doctor

6. Betsy wants to export her results to Excel to share with her sales force