

# openFDA Visualizer

## USER PERSONAS



Mike

**Employment:** Staff Assistant, US Senate

**Location:** Washington DC

**Age:** 32

**Details:** A senator is preparing for a hearing regarding a medical device. Her staff is preparing a report fo all the manufacturer's devices recalled.

### Technology:

IT and internet

Mobile apps

Social media

### Devices:



Zoë

**Employment:** Part-time administrative assistant and single parent

**Location:** Des Moines IA

**Age:** 28

**Details:** Zoë wants to know if a certain brand of peanut butter has been recalled in her state in the last five years.

### 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 drug side effects. He wants to know if a drug they are using in lab tests has ever been recalled.

### Technology:

IT and internet

Mobile apps

Social media

### Devices:



Betsy

**Employment:** Assistance director of business development at AstraZeneca

**Location:** Newark DE

**Age:** 42

**Details:** Betsy identifies requirements for new products at her pharmaceutical company. She wants to know if any drugs produced by a potential partnering company has ever been recalled by the FDA.

### Technology:

IT and internet

Mobile apps

Social media

### Devices:

