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# THE CLIENT

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| Name | Open FDA (US Food and Drug Administration (FDA) |
| Description | OpenFDA provides easy access to high-value public data with the intent of increasing usage of the data to provide education about public health interests and increase government accountability and transparency while ensuring the security and privacy of the data. |
| Marketspace | OpenFDA provides access to drug and medical device adverse event reports, enforcements reports for food and drug recalls and drug labeling information. |

# THE PRODUCT – FOOD RECALL SEARCH

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| --- | --- |
| Primary Purpose | Provide consumers with easy access to relevant information about food recalls in their area. |
| Current State | Currently, consumers can sign up for a weekly newsletter of recalls from the FDA which may or may not be relevant for them. Other access to recall information is generally only publicized in common media outlets when there is a significant public health risk. At the most local level, food recall information is often posted as paper flyers in grocery stores. |
| Future State | Consumers could easily conduct an online search for recall information for a specific food product in a geographic area of interest. They could understand the severity of the food recall issue and whether they might be impacted. |
| Roadmap | Short-term:   * Provide consumers an easy way to search on distribution area of food that is recalled to determine if they may be impacted.   Long-term:   * Provide consumers an easy way to search on local food outlets to determine if there is a product recall that impacts them. |
| Rationale for RFQ | Data is easily understood and public health issue is obvious. |
| Challenges for RFQ | Data scrubbing for distribution area may take more time than is feasible for development window. |

# THE COMPETITION

|  |  |
| --- | --- |
| Who They Are | Similar alert and food recall search tools are offered by several government organizations and commercial stores. We reviewed four that focus primarily on food recalls and alerts:   * Recalls.gov * FDA.gov * FoodSafety.gov * Sams Club |
| Areas where they are Excelling | * All three .gov websites promote signing up for automatic alerts and recalls. * FoodSafety promotes their partnership with the FDA and USDA to build user confidence and possibly include data the FDA doesn’t have. * FoodSafety has a lot of consumer information regarding food safety including how to keep food safe and who is at risk. * FDA search tool is easy to use and the returned data is easy to process. * Sams Club will send an alert to their customers via phone if they have bought a food item that ends up on the recall list. * All three .gov websites prominently display the most recent recalls and alerts on the homepage. |
| Areas where they are Underperforming | * Recalls.gov is more of a distribution page that links to Foodsafety.gov. * FoodSafety presents the returned data in the form of article links; which doesn’t allow the user to quickly scan for important data. * Foodsafety.gov is not responsive. Site resizes small on phone and is not usable. * FDA.gov is responsive but recall search doesn’t appear to work on smartphone. * Sams club website has the most recent recalls and alerts hidden in the footer. Recalls information is not included on mobile version. * Recalls search is not prominent on FDA website. |

# THE CUSTOMER

* The target audience for this tool is the general public (consumers) in the U.S.

# 

# THE USER

## User Type 1 \*Primary

Consumers concerned about food safety in their local food distribution network.

### Key Challenges

* Consumers want to know if they are impacted by food recalls reported by the media and need to understand if they are impacted by the product recall.
* Consumers may not be sure about the severity of food recall issues based on the information they receive through other information channels.

### Key Tasks

* Look up a specific product to see if it has been recalled
* Look up a type of food to see recalls that have occurred
* Understand what locations (states) are impacted by the food recall
* Understand the severity of health risk associated with the food recall
* Receive information on recent recall activities

### Key Needs

* Need to be able to search by product or by food type
* Need to receive results that indicate:
  + What states are impacted by the recall
  + The severity of health risk related to the recall
  + The date the recall occurred
* Ability to know when new information is available about food recalls

### Example Scenario Based on User Research

* Tom heard that 14 brands of bottled water were being recalled by Niagara Bottling because of e coli contamination. Tom and his children drink a lot of bottled water and he wants to know if he should toss the bottled water he has at home. He’s wants the information from a credible source.

# What is the desired User Experience?

*Information about the desired User Experience, based on research activities and client discussions.*

* Key factors in achieving an optimal user experience:
  + Flexible and robust search
  + Providing specific details of particular food recall events
  + Using consumer-friendly language
  + Design should build consumer confidence in the functionality and content
* Key opportunities to achieve a competitive edge
  + Clean, uncluttered design
  + Responsive design that works well on a variety of viewports
* The UX guiding principles as uncovered during research activities
  + TBD
* Issues that may be stand in the way of an optimal user experience
  + Data appears to only be available at the state level, not city or county level
  + Free form text in “reason for recall” and “product description” data fields may not be well-written or clear to novice users

# Assumptions & Constraints

* The design and messaging should promote openFDA to leverage the credibility of the US Food and Drug Administration and to advance the goals of openFDA to provide easy access to high-value public data with the intent of providing education about public health interests and increasing government accountability and transparency while ensuring the security and privacy of the data.
* Focus must be narrow because of design and development timeline
* Data elements to be used for the project include the following
  + "reason\_for\_recall": "Cass-Clay Creamery is voluntarily recalling a number of ice cream products because they may contain undeclared soy (lecithin)."
  + "distribution\_pattern": "ND, AZ, MN, SD, KS",
  + "product\_quantity": "81 containers",
  + "recall\_initiation\_date": "20120720",
  + "product\_description": "Cass-Clay , Swiss Chip, 3 Gallon(11.34 L)."
  + "classification": "Class I"= serious health problem, "Class II", "Class III", where classifications are as described:
    - Class I = Dangerous or defective products that predictably could cause serious health problems or death. Examples include: food found to contain botulinum toxin, food with undeclared allergens, a label mix-up on a lifesaving drug, or a defective artificial heart valve.
    - Class II = Products that might cause a temporary health problem, or pose only a slight threat of a serious nature. Example: a drug that is under-strength but that is not used to treat life-threatening situations.
    - Class III = Products that are unlikely to cause any adverse health reaction, but that violate FDA labeling or manufacturing laws. Examples include: a minor container defect and lack of English labeling in a retail food.
  + "code\_info": "all products that has a plant code of \"38-25\".",