# USDA Food Survey

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BACKGROUND: Relyon Media was hired by Mathmatica Policy Research to build a food survey to collect information from low income households about food purchases and nutrition. The project was funded by the U.S. Department of Agriculture.

PROBLEM: The original concept was to award the participating families with money for completing the survey. After a round of testing it was clear that the families would complete a paper version of the survey and relay this information to a call center.

SOLUTION: Shane Brenizer designed a user-friendly interface that showed families exactly how much money they were earning and their potential to earn more money. The survey employed "type ahead" functionality that predicted what the user was typing and gave them suggestions if they typed something similar to existing information in the database. Shane Brenizer used Axure to build a prototype used by developers to build the survey.
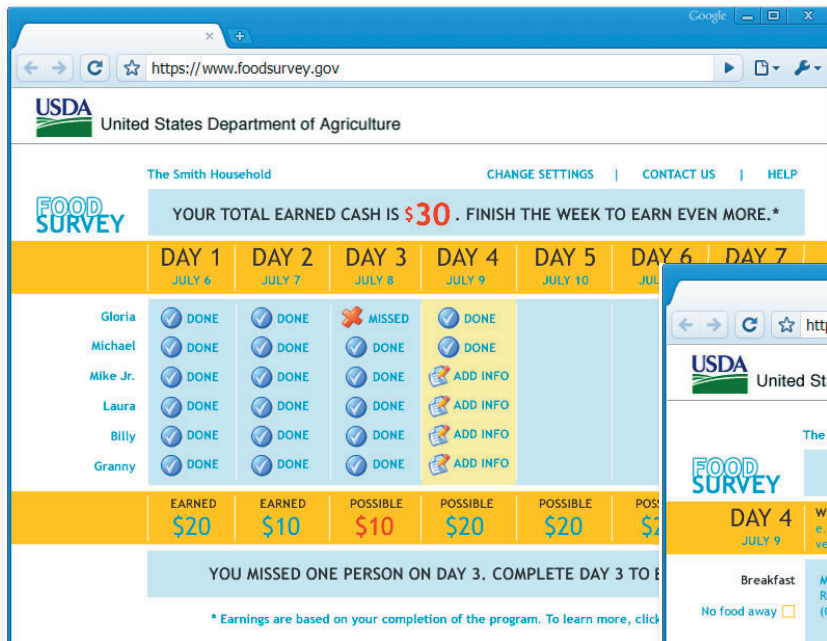
The early prototype featured a household page that showed household member's status for each day of the survey. Households were encouraged to complete the survey to earn the maximum amount of money.
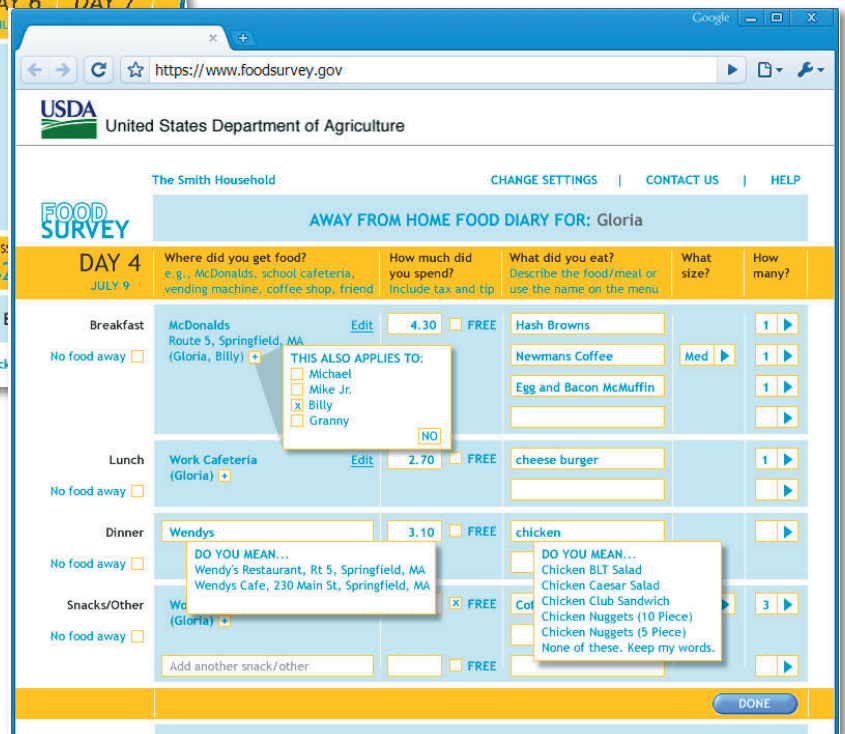
An easy-to-use diary for each household member included "type ahead" functionality that prompted the correct spelling or match for each text field.