Unified Intake Tool (UIT)

Project Timeline

U.S. FOOD & DRUG ADMINISTRATION

Office of Operations | November 13, 2025

Agenda

- Historical designs
- Research timeline recap
- Who did we interview
- Research quotes
- High level recommendations
- Current design prototypes
- Questions
- Next steps

Historical designs

USDS Designs - February 2025

Report a Problem to the FDA (Draft) - Feb 2025

Drug > Someone was harmed

Project timeline

Research overview

Who did we interview?

General public research (Food and Drug)

11 total participants
Age Ranges 19 - 64
50% high school education
Backgrounds ranging from retail, retired, carpentry, writing and food licensing

Patient Engagement Collaborative (PEC)

16 total participants
12 in person, 4 virtual
Ages ranging from college student to mid 50's
Majority of PEC members have high levels of education
All have a background as a patient or medical advocate

General public research (Information Architecture)

7 total participants
Age Ranges 19 - 60
2 high school education, 5 higher education
6 English, 1 Bilingual (Spanish)
Backgrounds ranging from flight attendant, social worker, engineer, designer and data tech

User quotes

> ***If this is a longer questionnaire, it would entice me to underreport.***

Patient Engagement Collaborative Member and Professional Healthcare Advocate

> *I would be willing to spend 10 minutes to fill this out.*

Age 35, Digital Accessibility Tester

“Why don't all these product categories have examples listed beside them to help me decide which one to choose?”

Carpenter, age 64

High level recommendations

High level recommendations

Content focused revisions

- Reduce the number of questions from MedWatch by 70%, goal to have users complete the form in under 5-10 minutes
- Improve product category language and include examples
- Make headings and questions more empathetic and user-centered

Question revisions

- Add more severity options
- Add option to specify whether report is for user or someone else

Design revisions

- Improve help text and tool tips for UPC/NDC
- Ensure progress bar steps completed is visible on all pages
- Button placement and wayfinding improvements

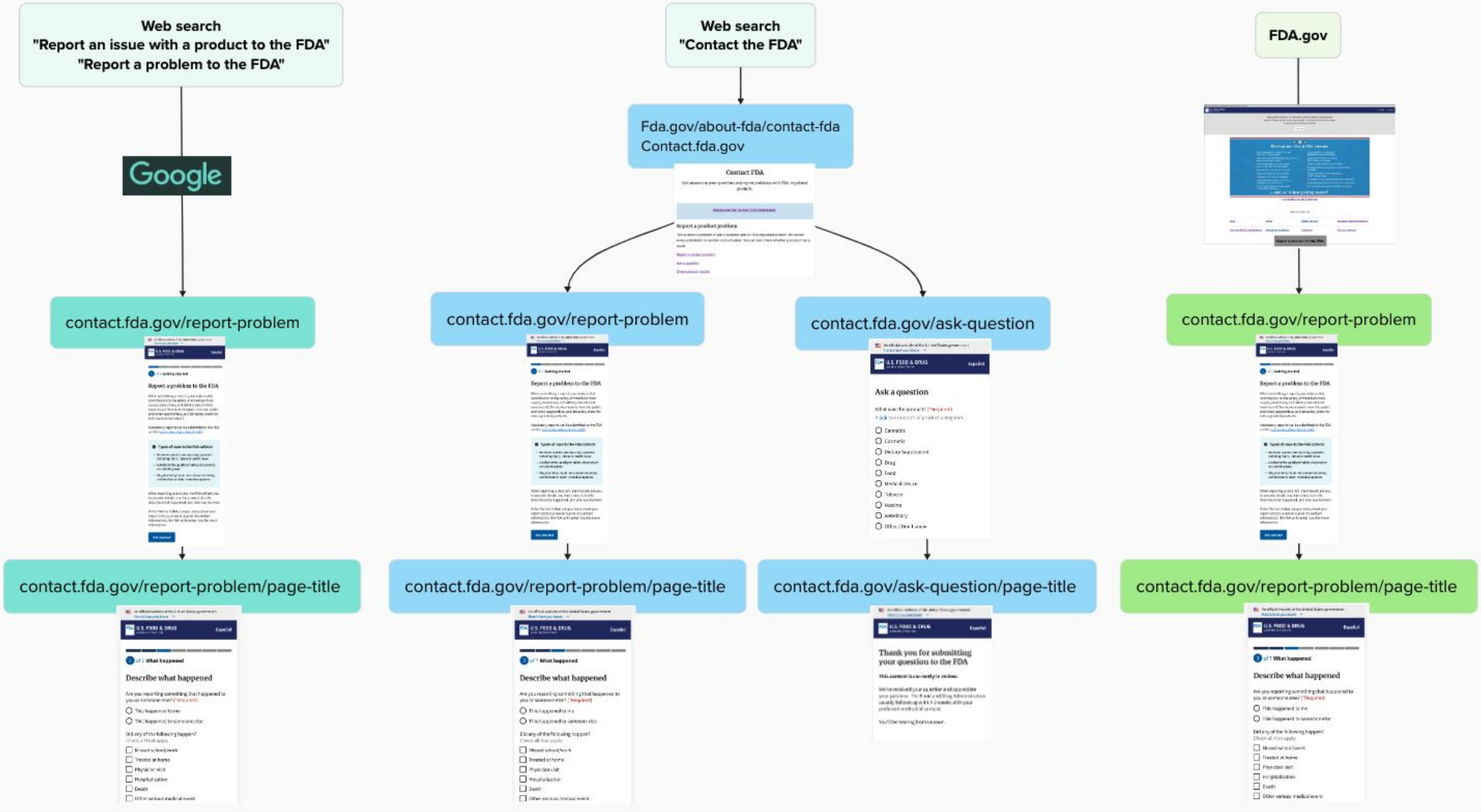
URL & Wayfinding

Navigation revisions

- UIT will own contact.fda.gov subdomain
  - contact.fda.gov/report-problem - URL for report a problem
  - contact.fda.gov/ask-question - URL for inquiries
- FDA.gov homepage
  - Instead of linking to SmartHub page hosted on FDA.gov, we will link directly to UIT to streamline user flow and reduce number of clicks
  - CTA URL: contact.fda.gov/report-problem
  - Future consideration: Include CTAs and supporting text for “Report a problem” and “Ask a question” on the FDA.gov homepage

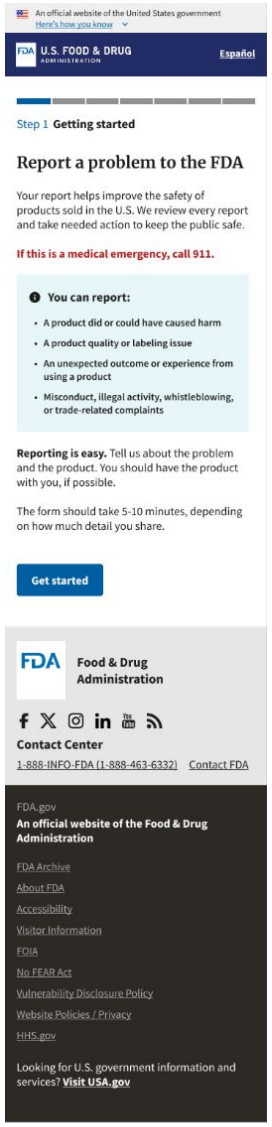
Content/Design revisions

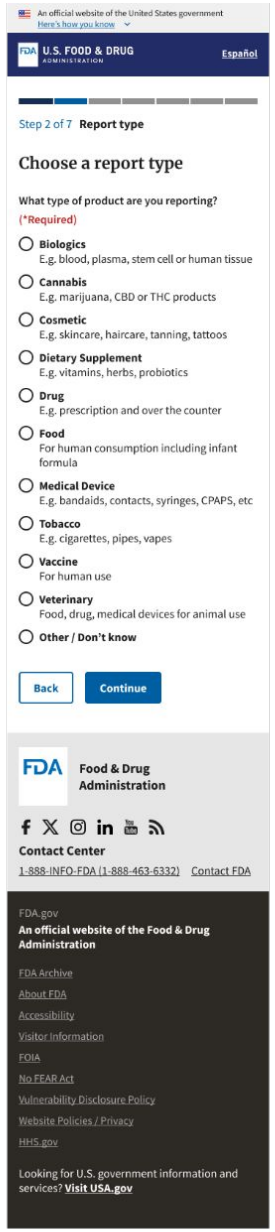
- Make content and design recommendations to the team that owns fda.gov/about-us/contact-us for helping users navigate to contact.fda.gov/report-problem and contact.fda.gov/ask-question

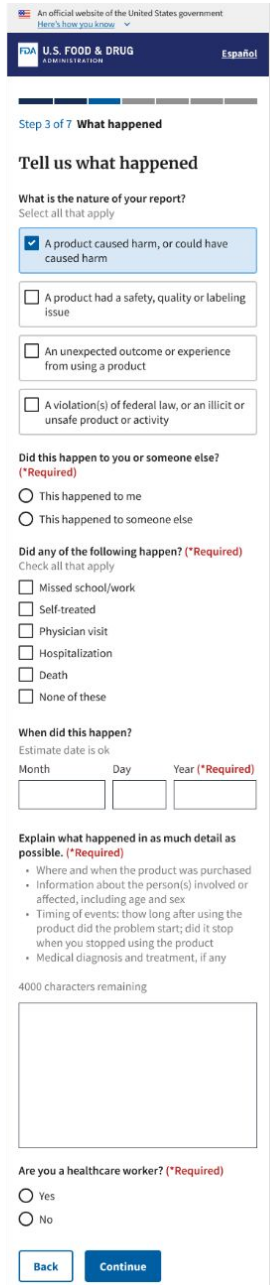


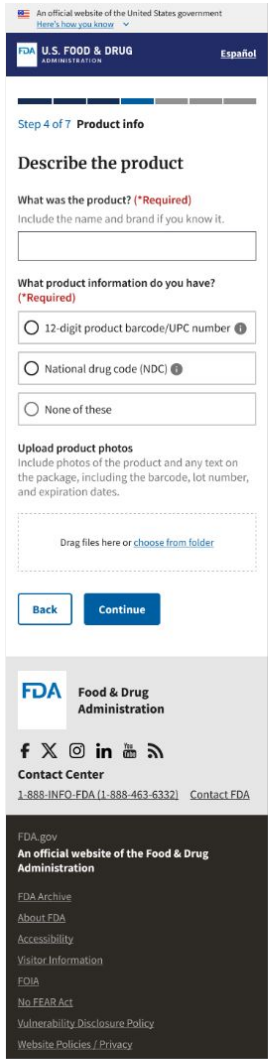
Navigation revision diagram

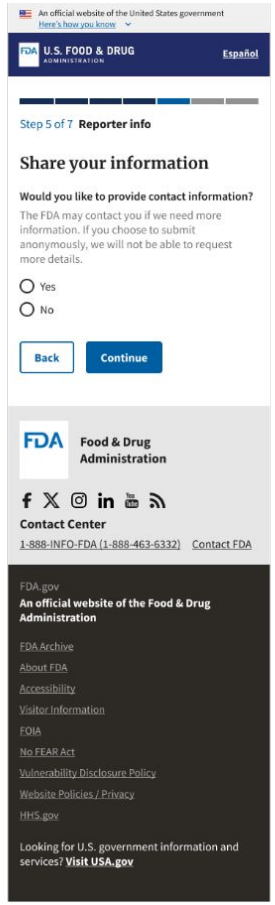
Current designs

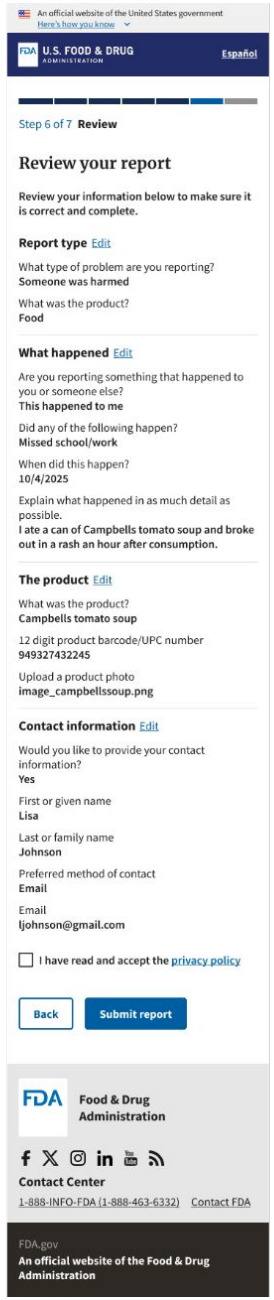


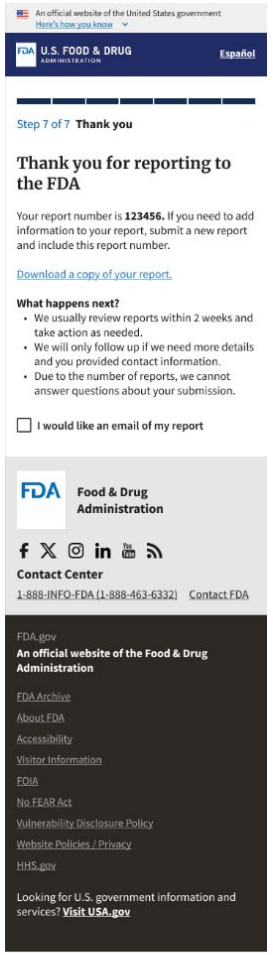












Current designs