**TTB Formula Guidance UX Study Plan**

**Pre-Study Questions**

* What is your job title or main area of responsibility? [Open text response]
* How many people work for your company? [1–9; 10–99; 100–499; 500+]
* How many formula applications would you say you have submitted to TTB? [ 0-4; 5-26; 26+]
* What product(s) do you submit formula applications for? [Beer, Wine, Distilled Spirits - respondent may choose up to three]
* What is the origin of the products for which you submit formulas? [Domestic, Imported, Both]

**Activity – Where would people find this information on the wireframe?**

1. **Getting started:** You have a new wine you want to sell, and have been told it might need a formula approval. You are new to formula approval; find an overview of what formula approval is and the application process.
	* Formula approval basics: (<https://ttb.gov/formulation/pre_cola.shtml>).
2. **Do I need a formula?:** Find out whether a new beer you want to sell requires a formula approval.
	* Do I need a formula tool: (<https://www.ttb.gov/formulation/do-I-need-a-formula.shtml>).
	* Malt beverage list: (<https://ttb.gov/public-guidance/TTB-G-2016-1A.shtml>) (Key Topic and Commodity Specific sections).
3. **Do I need a lab sample?:**  Find out if you need to send TTB a bottle of your dried fruit brandy to be analyzed as part of your formula application.
	* Do I need a formula tool: (<https://www.ttb.gov/formulation/do-I-need-a-formula.shtml>).
	* Distilled Spirits list. (<https://www.ttb.gov/industry_circulars/archives/2007/pre-cola_eval_spirits.pdf>) (Key Topic and Commodity Specific sections).
	* How to Submit Laboratory Samples. (<https://www.ttb.gov/formulation/abf-approval-lab-sample-analysis.shtml>).
4. **Limited ingredients:** Find out if St. Johnswort flowers could be used to make your alcoholic beverage.
	* Which ingredients can be used: (<https://ttb.gov/formulation/determine-ingredients-beverage.shtml>).
5. **FID Sheet:**  You are using a cloudifier you purchased from a flavor house in your vodka. See if TTB requires additional information about this ingredient as part of your application.
	* Flavor ingredient data sheet guidance: (<https://ttb.gov/formulation/fids.shtml>).
6. **Limited Ingredients Calc Sheet:**  You are using several flavors that your company bought from a flavor house in your latest beverage. Some of the flavors contain substances that can only be used in certain concentrations. Find a tool that will allow you compute the total concentration of those substances in your beverage.
	* Limited ingredient calculation worksheet guidance: (<https://ttb.gov/formulation/limited-ingrd-cal-worksheet.shtml>).
7. **Spec Sheet:** You are using chocolate syrup in your chocolate stout. What additional information will you need to provide about the chocolate syrup as part of your application?
	* Spec sheet guidance: (<https://ttb.gov/formulation/sample-spec-sheet.shtml>).
8. **Hemp policy:** You want to incorporate cannabis into a new beverage. Find information about TTB rules regarding cannabis.
	* Hemp: (<https://ttb.gov/formulation/hemp_policy.shtml>).
9. **Laws:** Find the regulatory document that would tell you which malt beverages no longer need to get formula approvals.
	* TTB Ruling 2015-1: (<https://www.ttb.gov/rulings/ttb-ruling-2015-1-malt-beverage-formulas.pdf>) and the 2 sub-sections (Key Topic and Commodity Specific sections).
10. **Examples:**  Find a sample of a wine specialty formula application so you can see if you are on the right track with your own application.
	* Wine example formulas: (<https://ttb.gov/formulation/wine-example.shtml>) (Key Topic and Commodity Specific sections).
11. **Prohibited ingredients:** Find information about ingredients that you are not allowed to use in alcohol beverages.
	* Which ingredients can be used: (<https://ttb.gov/formulation/determine-ingredients-beverage.shtml>).
12. **How to submit a sample:**  Find out how to send in a bottle of a wine you are importing.
	* How to Submit Laboratory Samples: (<https://www.ttb.gov/formulation/abf-approval-lab-sample-analysis.shtml>).
13. **Contact ALFD:** You haven’t found any of the information you’re looking for. How would you get help?
	* Click on the green box at the bottom of the page.
14. **Log into your FONL account:** You are ready to submit your formula for approval. Find the page where you can enter your credentials and begin your submission.
	* Log in to Formulas Online: (<https://ttbonline.gov/ttbonline/>).
15. **How FONL works videos:** Find an overview of how Formulas Online works.
	* How to use Formulas Online: (video series) (NEW).
16. **Imports:**  Find out if there are additional rules you need to follow when bringing in a wine from a different country.
	* Imported beverages: (<https://ttb.gov/faqs/alf23.shtml#importers>).
17. **Class/type:**  You want to make a bourbon liquor. Find TTB’s definition of a bourbon liquor so you can make sure that what you plan to make lines up with TTB rules for making this kind of drink.
	* DS class and type chapter from BAM: (<https://www.ttb.gov/spirits/bam/chapter4.pdf>).

**Post-Activity Questions**

1. What is your general impression of the page you worked with today? [free-form response]
2. How difficult or easy was it for you to find the information you were looking for on this page? [5 point scale: Very difficult, difficult, neither easy or difficult, easy, very easy]
3. Was there anything you found particularly hard to find? If so, what? [free-form response]
4. Do you have any suggestions for ways we could improve this page to make it more helpful for you?