

## 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](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](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](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?