


Front



PANIC & SCRAMBLE

I am struggling with an urgent problem or having trouble with day-to-day finances.

Right now, I feel:

Overwhelmed

Confused

Stressed

Anxious

Timeframe:

Urgent to short-term

How we can help:

Empower these consumers to prioritize their issues and immediately start addressing them.

- ★ Give clear, concise information.
- ★ Turn complex processes into concrete actions.
- ★ Guide consumers to small wins.
- ★ Be empathetic and nonjudgmental.
- ★ Help consumers understand their money values and why they make the decisions they do.
- ★ Keep in mind that consumers have limited time, likely limited connectivity, and need fast advice and immediate actions. Long-term goals won't resonate.

Back



Front



“Maybe I could pay the loan people off and everything could be clear. But they see my credit report and they say I’m not to be trusted. Nobody’s going to accept me nowhere. I can’t achieve my goals.”

- Simeria

“There’s been a couple of times when I’m close to payday and I don’t have money for food. Like, I pawned the vacuum cleaner for a few extra bucks.”

- Jason

“I was about to write a letter to a person higher up to see if I can get anything, but I got tired. I think that’s what they’re hoping... to get you so tired and annoyed.”

- Sandra

Back



Front



FIX

I have prioritized my financial issues and am actively working to fix them one at a time.

Right now, I feel:

Capable

Confident

Engaged

Empowered

Timeframe:

Short-term to mid-term

How we can help:

Guide these consumers with deliberate steps to resolve their issues.

- * Help consumers fully understand their financial issues and give focused actions to help them address them.
- * Connect consumers with helpful resources and position them to effectively navigate the financial system.
- * Help consumers dig into their relationship with money to understand their attitudes, behaviors, and values.
- * Help consumers take ownership of their financial issues and solutions.

Back



Front



“I took a hiatus from school to work to pay my \$15,000 credit card bill. I was having fun and it caught up with me.”

- Kelley

“What I do now is tag team it. I do everything at once: Better Business Bureau, CFPB, Inspector General. Everyone is contacting them, so they’re going to break down somewhere.”

- Neisha

“They’d been charging monthly fees. They checked my details and said they sent me a notice, and that it was my problem. I said, OK, let me talk to your boss, because I wasn’t taking that for an answer. I had to ask a couple of times and finally got someone I could talk to. I’m due for a followup at this point.

- Doug

Back



Front

MAINTAIN & PLAN

I have a healthy relationship with my finances and am working toward goals.

Right now, I feel:

Balanced

Deliberate

Optimistic

Empowered

Timeframe:

Mid-term to long-term

How we can help:

Help these consumers support their lifestyle, values, and goals by exploring their financial options.

* Offer support for regular, recurring financial actions.

* Help consumers break down goals into actionable steps.

* Help consumers understand their rights and negotiating abilities.

* To aide understanding and comparison, provide goal-based tools and materials, such as sample documents related to applications and forms.

* Help consumers see financial goals as life goals and relate the goals to what they value in life.

Back

The back of the card features a solid dark blue background with a repeating pattern of light blue piggy bank icons. Each piggy bank is enclosed within a light blue circle, and the entire pattern is arranged in a grid-like fashion across the entire surface.

Front



"Life is full of unexpected events. You have to think ahead. You can't just think about the present, you have to think about the people who will depend on you later on."

- Peter

"My wife checks the mortgage payments every week, every week and a half. She's checking the status on the bank account, on the mortgage, making sure nobody's pulled any odd things that are out of the ordinary."

- Kenneth

"If you show me how to open an account or show me a way to do something, that will encourage me to do it."

- Debbie

Back



Front

IDENTITY-DRIVEN

Often, I make financial decisions based on what I think others are doing.

In general, I am:

Trusting

Optimistic

Following

Feeling

How we can help:

Motivate and guide these consumers with positive examples of how others are handling their financial lives.

- * Use an open, conversational tone.
- * Highlight stories of others who have gone through similar experiences. Include data to help consumers contextualize their situations relative to others.
- * Build confidence in consumers so they feel qualified to make the best decisions for themselves.
- * Show how other consumers are successful in their financial lives. Allow consumers to compare themselves to positive benchmarks.

Back



Front



"I got a degree like I was supposed to, but now I'm falling behind."

Tiffany grew up in South Chicago and was taught to work hard to rise above the poverty and inner city life that surrounded her. A dedicated student, she took out loans to cover her undergraduate and graduate degrees in Non-profit Finance and Leadership – just like all of her peers at school. She assumed that a great paying job would follow, but she's barely getting by on her \$40k salary. She is now taking a night class to continue to defer her student loans and is using her 17 credit cards to live the life she feels she was promised.

"We need to buy a house."

Despite \$25,000 in student and credit card debt, on which she just pays the minimums, Yolanda feels it's high time she and her husband buy a house (like the rest of her friends and family).

Back



INFORMATION-DRIVEN

I like to explore all the possibilities I can find to make decisions.

In general, I am:

Confident

Skeptical

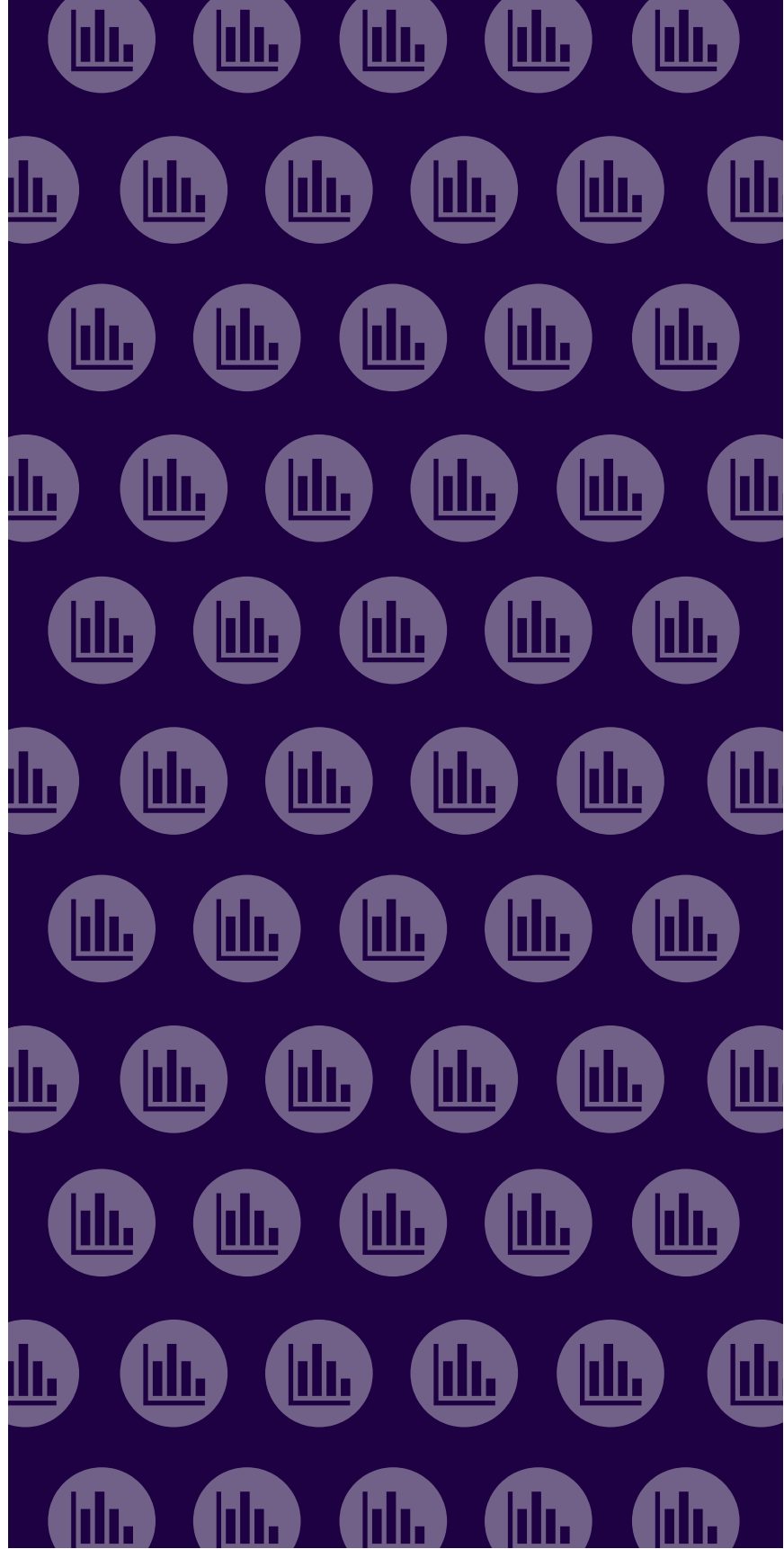
In control

Exploratory


How we can help:

Enable these consumers to analyze their situations and make decisions based on research and data.

- * Break down complex processes and surface details.
- * Provide tools to help consumers analyze and compare potential decisions.
- * Focus on data to aide comparison.
- * Include links to additional resources, data, rates, and rankings.
- * Give consumers enough information to be able to use their independent judgment to make decisions.



Front



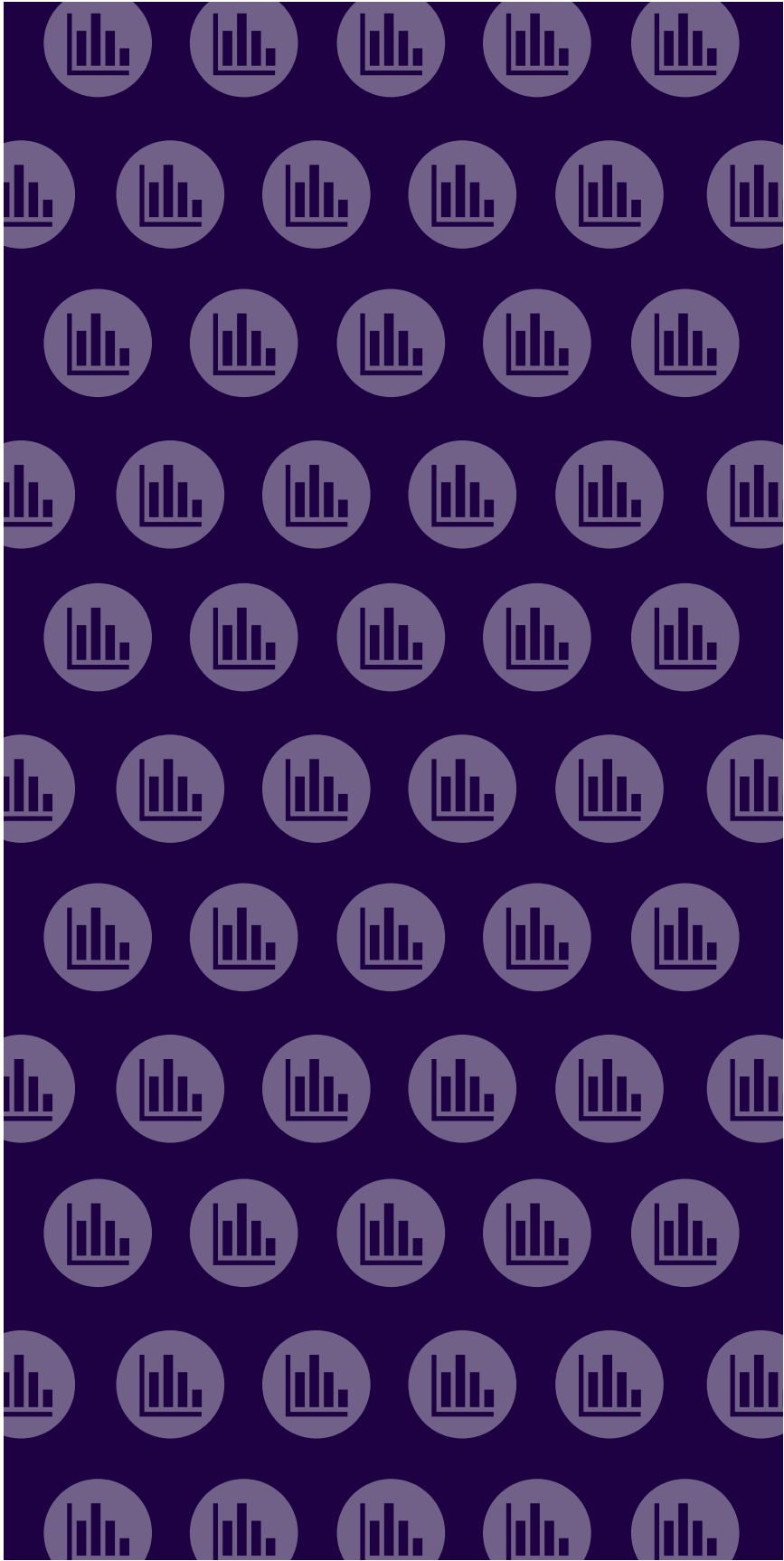
“Now I’ve done my homework.”

A former Marine, Jessica’s cool-headed analysis and extreme curiosity serve her well. But she kicks herself for letting down her guard a few years ago during the loan modification process. “If I had only done the research, I would have seen Countrywide and Bank of America’s real incentives and intentions, and understood where things were headed sooner.” Although Jessica has moved on from the foreclosure and rebuilt her life, she has taken the time to research what she should have known and done at that critical time.

“If it sounds too good to be true, it probably is.”

Jack knows a good bet when he sees one. The one time Jack was swindled by a broker who made off with his deposit, he took justice into his own hands. “I tracked him down to another company and demanded the money.”

Back





Consumers who use CFPB materials have different mindsets and ways of making decisions.

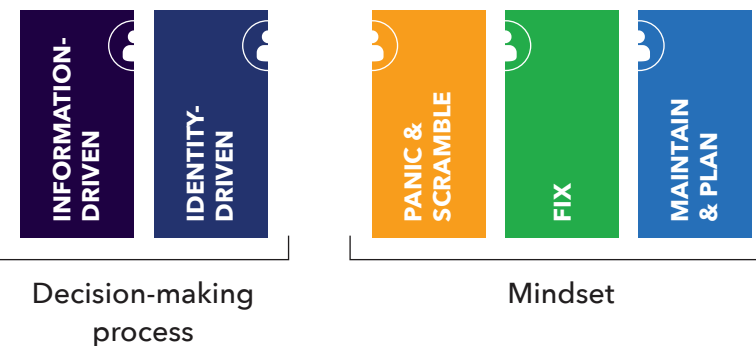
We've collected insights from user research and testing to create this pack of cards. Use the cards throughout your projects to better understand what consumers may be thinking and feeling and how CFPB can best address their needs.

To ask questions, suggest edits, or order more cards, please email research@cfpb.gov.

VERSION 1
July 2016

In this pack:

This pack includes two cards that describe how consumers might make decisions and three cards that describe possible consumer mindsets.



How to use the cards:

Place a card that details a consumer's decision-making process next to a card that details a consumer's mindset to get a more complete view of how that consumer may be thinking and feeling and how CFPB can address her needs.



Contextualize with quotes:

There are five cards in the pack that have real quotes from consumers and correspond to the two consumer decision-making process cards and three consumer mindset cards. Use these quotes to help contextualize consumers' situations and needs.



Recognize what mindset the consumer is in

<div><div>PANIC & SCRAMBLE</div><div>Struggling with an urgent problem or having trouble with day-to-day finances.</div><div><div>Overwhelmed</div><div>Confused</div><div>Stressed</div><div>Pressed for time</div></div></div> <div><div>How we can help:</div><div>Empower these consumers to prioritize their issues and immediately start addressing them.</div><div><div>Give clear, concise information.</div><div><div>* Turn complex processes into concrete actions.</div><div>* Guide consumers to small wins.</div><div>* Be empathetic and nonjudgmental.</div><div>* Help consumers understand their money values and why they make the decisions they do.</div><div>* Keep in mind that consumers have limited time, likely limited connectivity, and need fast advice and immediate actions. Long-term goals won't resonate.</div></div></div></div>	<div><div>FIX</div><div>Has prioritized financial issues and is actively working to fix them one at a time.</div><div><div>Capable</div><div>Confident</div><div>Engaged</div><div>Empowered</div></div></div> <div><div>How we can help:</div><div>Guide these consumers with deliberate steps to resolve their issues.</div><div><div><div>* Help consumers fully understand their financial issues and give focused actions to help them address them.</div><div>* Connect consumers with helpful resources and position them to effectively navigate the financial system.</div><div>* Help consumers dig into their relationship with money to understand their attitudes, behaviors, and values.</div><div>* Help consumers take ownership of their financial issues and solutions.</div></div></div></div>	<div><div>MAINTAIN & PLAN</div><div>Has a healthy relationship with finances and is working toward a goal.</div><div><div>Balanced</div><div>Deliberate</div><div>Optimistic</div><div>Empowered</div></div></div> <div><div>How we can help:</div><div>Help these consumers support their lifestyle, values, and goals by exploring their financial options.</div><div><div><div>* Offer support for regular, recurring financial actions.</div><div>* Help consumers break down goals into actionable steps.</div><div>* Help consumers understand their rights and negotiating abilities.</div><div>* To aide understanding and comparison, provide goal-based tools and materials, such as sample documents related to applications and forms.</div><div>* Help consumers see financial goals as life goals and relate the goals to what they value in life.</div></div></div></div>
--	---	--

Understand how a consumer makes decisions

<div><div>INFORMATION-DRIVEN</div><div>Researches widely to explore financial possibilities and make decisions.</div><div><div>Confident</div><div>Skeptical</div><div>In control</div><div>Exploratory</div></div></div> <div><div>How we can help:</div><div>Enable these consumers to analyze their situations and make decisions based on research and data.</div><div><div><div>* Break down complex processes and surface details.</div><div>* Provide tools to help consumers analyze and compare potential decisions.</div><div>* Focus on data to aide comparison.</div><div>* Include links to additional resources, data, rates, and rankings.</div><div>* Give consumers enough information to be able to use their independent judgment to make decisions.</div></div></div></div>	<div><div>IDENTITY-DRIVEN</div><div>Likely to base financial decisions on what they perceive others are doing</div><div><div>Trusting</div><div>Optimistic</div><div>Following</div><div>Feeling</div></div></div> <div><div>How we can help:</div><div>Motivate and guide these consumers with positive examples of how others are handling their financial lives.</div><div><div><div>* Use an open, conversational tone.</div><div>* Highlight stories of others who have gone through similar experiences. Include data to help consumers contextualize their situations relative to others.</div><div>* Build confidence in consumers so they feel qualified to make the best decisions for themselves.</div><div>* Show how other consumers are successful in their financial lives. Allow consumers to compare themselves to positive benchmarks.</div></div></div></div>
---	--