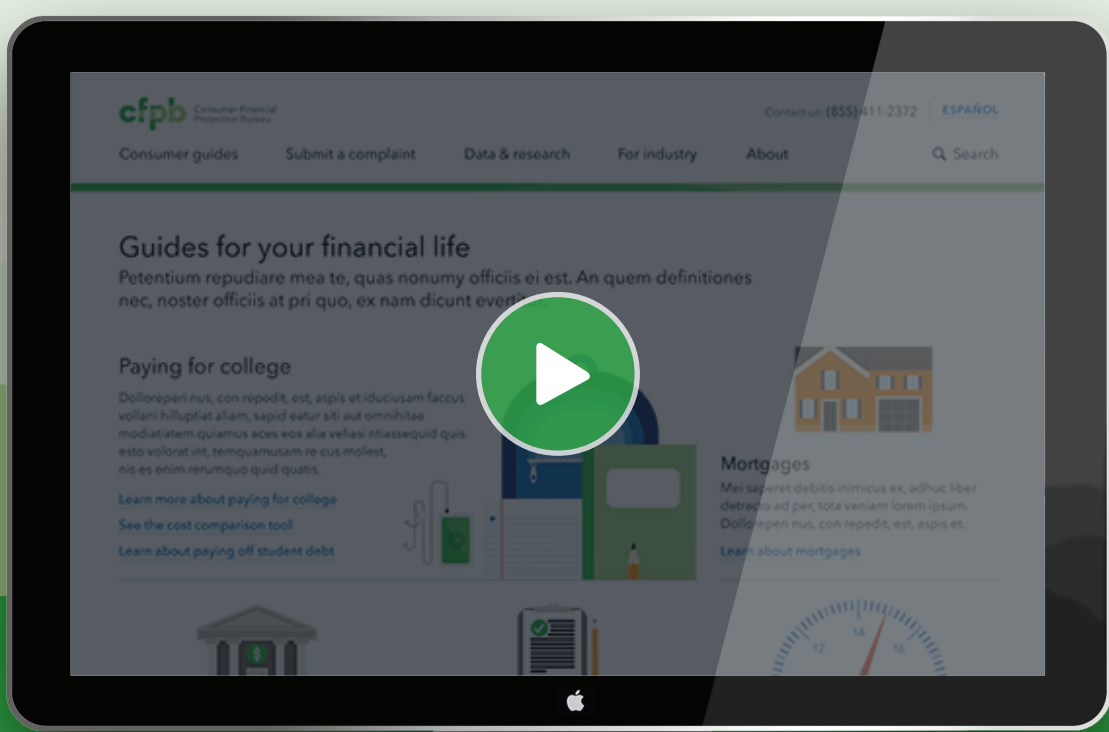


Consumerfinance.gov is evolving

We're maturing as an agency and so is our website.



We're creating a better experience for our users

In the last six months we've spoken with folks within the bureau, industry leaders, and consumers in order to create user archetypes. These archetypes have been integral to how we've shaped and organised the site.

Individuals

OVERWHELMED

Overwhelmed users need clear organization and more direction from the content and design to help them find the information they're looking for.

OUTSOURCERS

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DATA DRIVEN

Data driven users need easy access to documents, tables, api's and other resources presented in a clear and concise way in order to help them make their

HELP!

These users have an immediate need from the bureau and the website needs to make these emergency resources as findable and usable as possible.

Organizations

EDUCATORS & SERVICES

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INDUSTRY

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WATCHER

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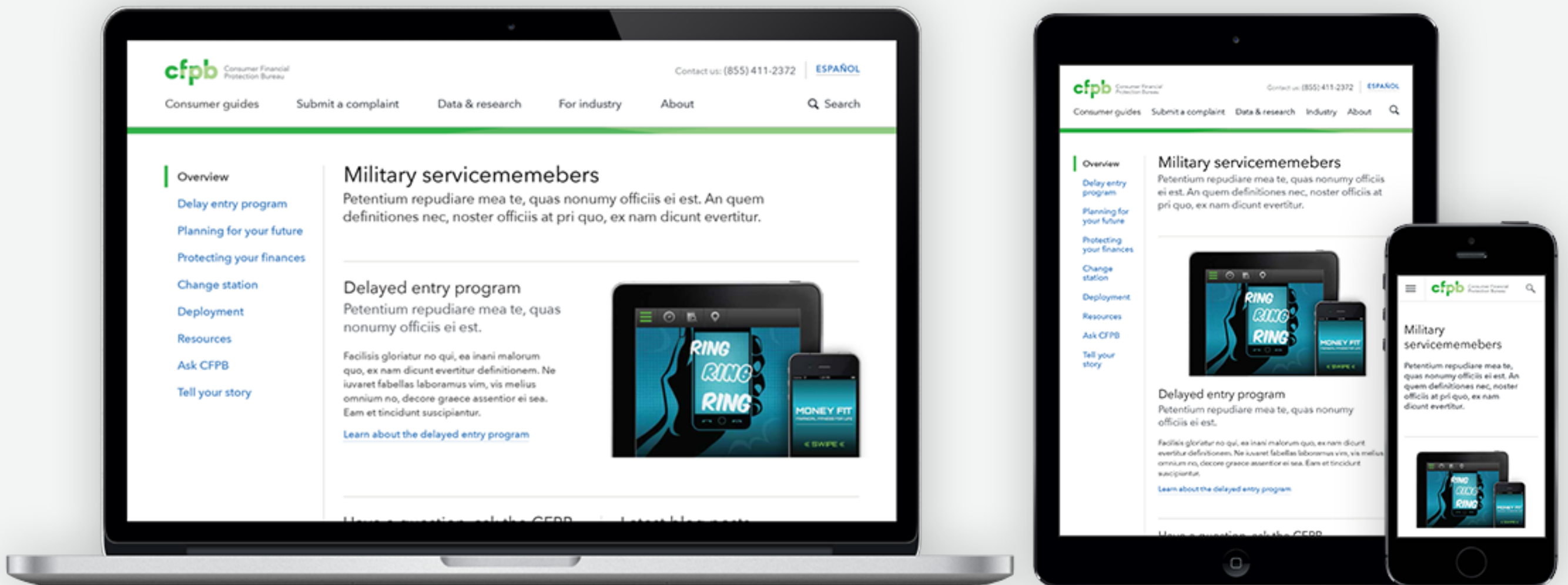
RESEARCHER

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Check out our research

Accessible on any device

More users are visiting consumerfinance.gov on an ever increasing variety of devices, so we're creating a flexible design solution to fit any screen size



20%

of our overall web traffic now comes from mobile devices.

150%

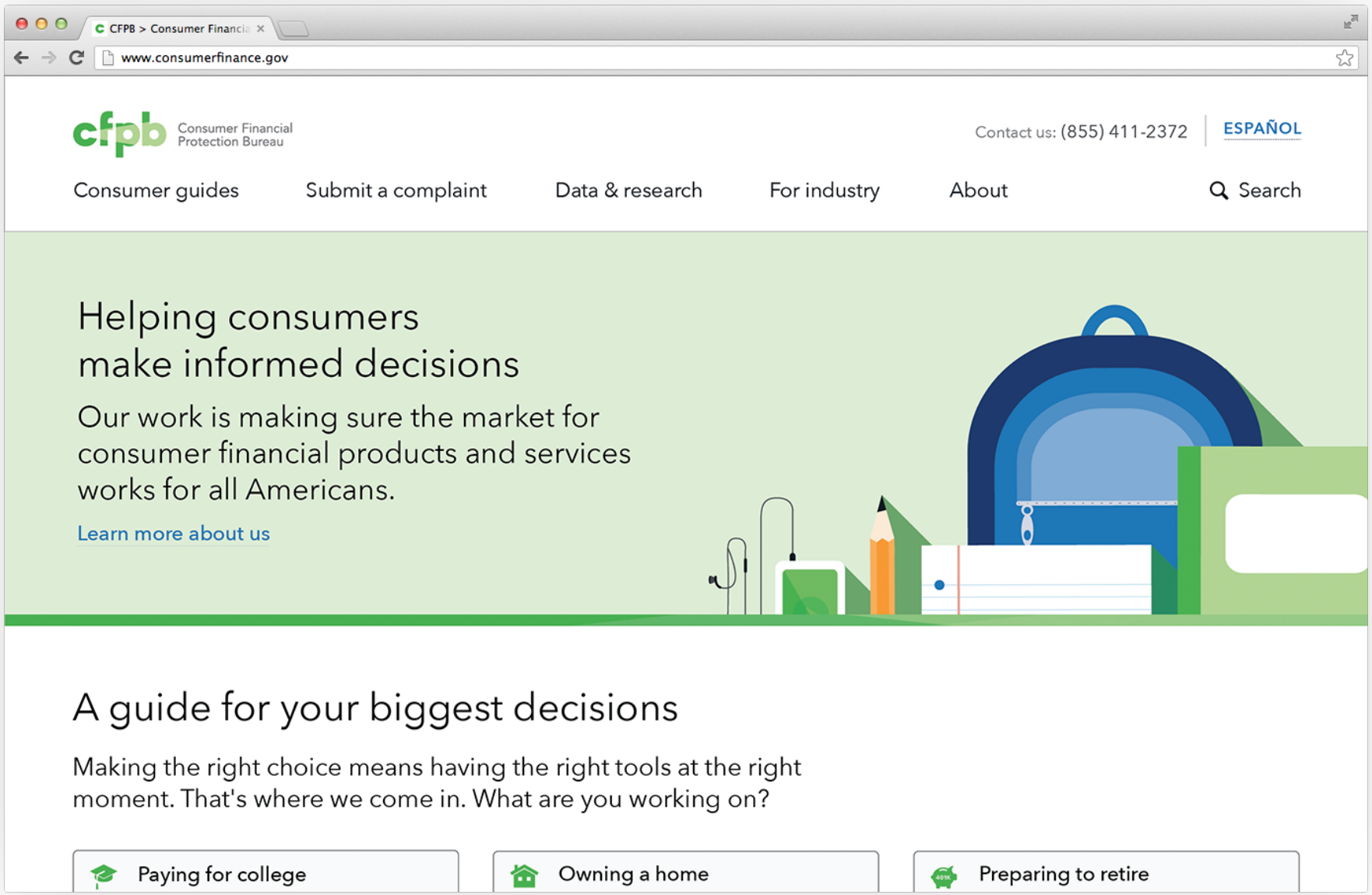
increase in traffic from mobile devices from 2012-2013

1,725

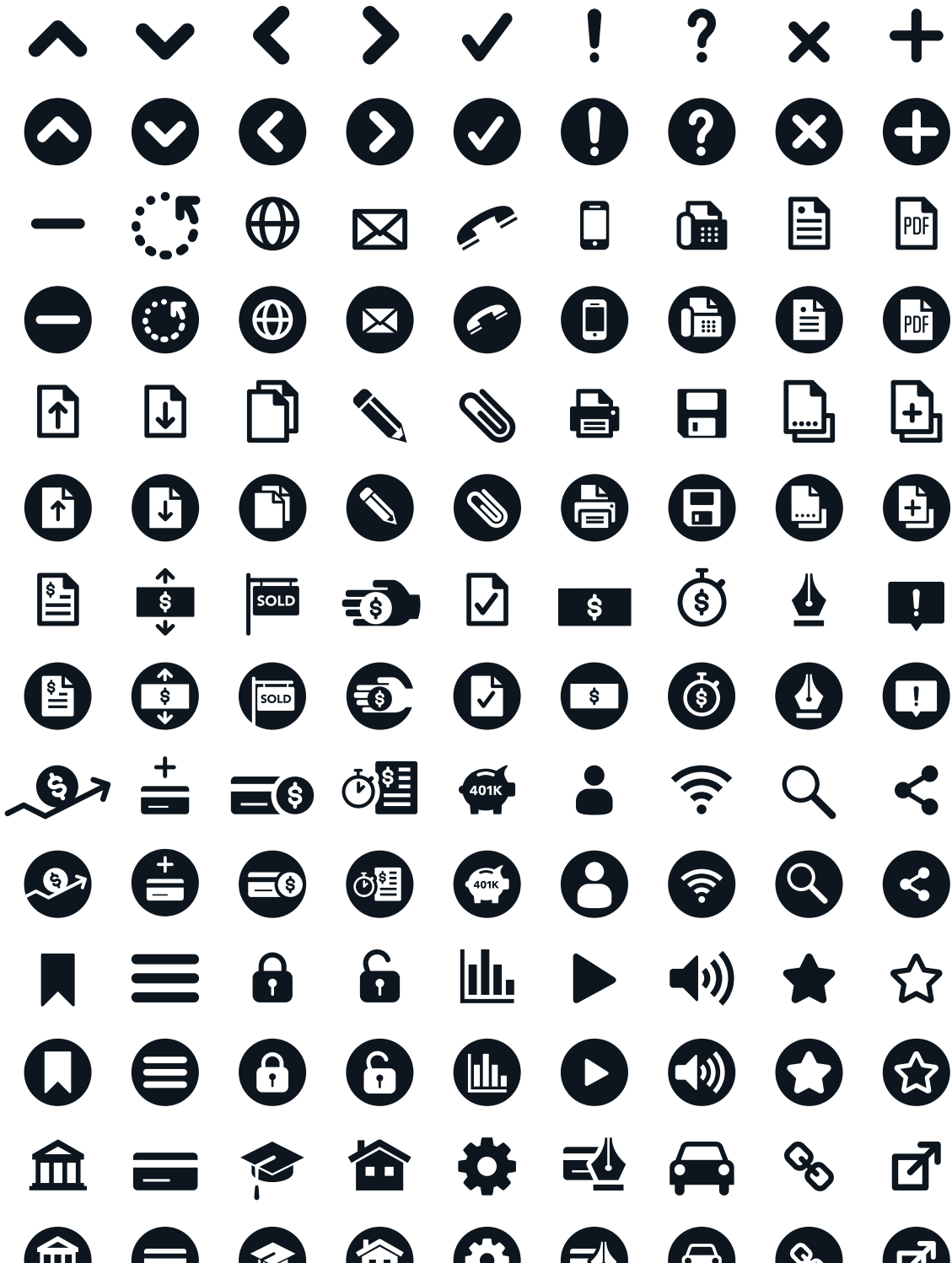
discete web browser versions accessed our site in November, 2013

Brighter. Friendlier. More consistent.

We're taking our research to heart and have developed design patterns to help make the site even more beautiful and functional for both our internal and external users.



We've developed a huge icon library



and a lot more imagery

