Hi Audrey,

Here’s the direction we were headed in with the preview/demo microsite. The comp is completely in progress and unfinished, but it illustrates the direction we were considering going in. We’re approaching this more like a teaser to preview some of the new features of the site. I wanted most of the images and animations to speak for themselves and keep the text as minimal as possible. I’d like to think that also help avoid some of our internal viewers from getting hung up on details of language as well.

Let us know if this is a good direction, or if not, perhaps what content you’d like to see added or replaced.

Attached you’ll find a rough outline of the site and a PDF of the current comp I’m working on.

Thanks!

Website Outline:

-------------------------------------------------------------------------------

#1 Welcome

Consumerfinance.gov is evolving to a more consumer friendly site.

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

These are design explorations we want to share with the agency. Designs are not final.

*promo video*

-------------------------------------------------------------------------------

#2 Our users come first

We’re creating a better experience for our users by asking 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 will be integral to how we will shape and organise the site.

*Consumer user segments - consumes and need information about financial information.*

Overwhelmed

*Overwhelmed* users feel stress and confused by financial jargons. We want to design information to be clear, concise, and in small digestible chunks so they can ingest financial information.

Data driven

These users want to know more and love to research data. Our designs should be interactive, engaging, and informative so they can drill down to the relevant information.

Outsourcers

They are often trusting and confident they are getting the right information by consulting experts with previous financial experience. Present our site to be authoritative yet impartial, users feel confident they are receiving expert financial advice.

Help

*Help* users need help because they are drowning and in need of financial assistance immediately. We present information to be friendly and direct them financial guidance counselors.

*Non-consumer user segments - Professionals and users interested in CFPB’s activities.*

Watcher

The *Watcher* user keeps up with CFPB’s activities by regularly visiting our site. They want to see our latest activities and the history of our activities.

Industry

*Industry* users depend on CFPB’s regulation and enforcement action to help them serve the financial industry. We should provide these user with the latest news and easy to find regulation information.

Researcher

Researchers utilize CFPB’s data to help them do their jobs. We should provide them with clear documentation and methods to sort/filter our information.

Educator and service provider

They help promote our information and service to audience. Our content should be easy to navigate and information should be print friendly.

-------------------------------------------------------------------------------

#3 Designing for different resolutions

More users are visiting cf.gov on an ever increasing variety of devices

*chart/data on increased mobile usage*

We’re creating a flexible design solution to fit any screen size

*mock ups in multiple devices*

-------------------------------------------------------------------------------

#4 Brand language

A brighter, friendlier, easier to read, more consistent website.

*large beautiful mock up of a page (possibly scroll through multiples)*

Images, illustration, icons, clear typography etc

detailed *pieces from pages*

-------------------------------------------------------------------------------

#5 Give the people what they want

Straight forward organization, easy to find content, menu’s that provide context, menu’s that work on mobile.

Current organization versus potential organization

Mega menu (organized around users, highlight important content), responsive navigation (web standards),

-------------------------------------------------------------------------------

Feedback and comments...