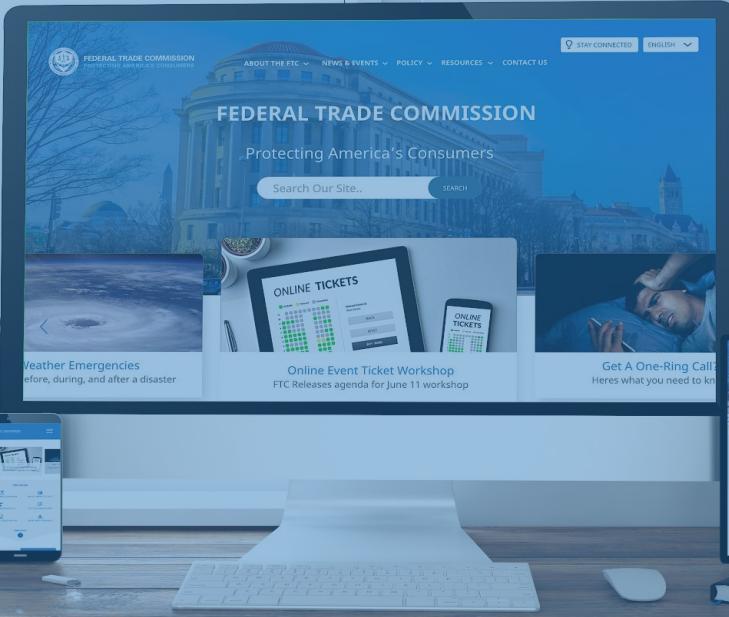


Federal Trade Commission Website Case Study



Project Overview

Redesigning the FTC website



Research



Analyze



Design



Test



Launch



The Problem

The FTC website did not portray the right message to its users, the website was outdated and cluttered, and are likely to have a hard time finding information when browsing the website.



The Solution

To revamp the FTC website to be consistent across all devices and touch points and keep up with the latest design trends to portray to the users that they are a trusted source for any problems that have.



Tools

Adobe XD, InVision, Miro



My Role

UX Designer (Individual Project)

Persona



Martha Ryan

**Age
42**

**Status
Married**

**Location
Los Angeles**

Martha is a middle aged women that has 3 children. She wants to keep up to date with the latest news on digital privacy and wants to be informed if there are any scams to be aware of. She is motivated to keep her children attentive and knowledgeable on the current events as well as her self.

Goals:

- **Keep her children safe**
- **Be well informed on the public markets**
- **Is an avid day trader in her retirement**

Challenges:

- Some sources are not trusted for news on privacy.
- Finding stuff on the FTC site is time consuming and cluttered

Problem Statement



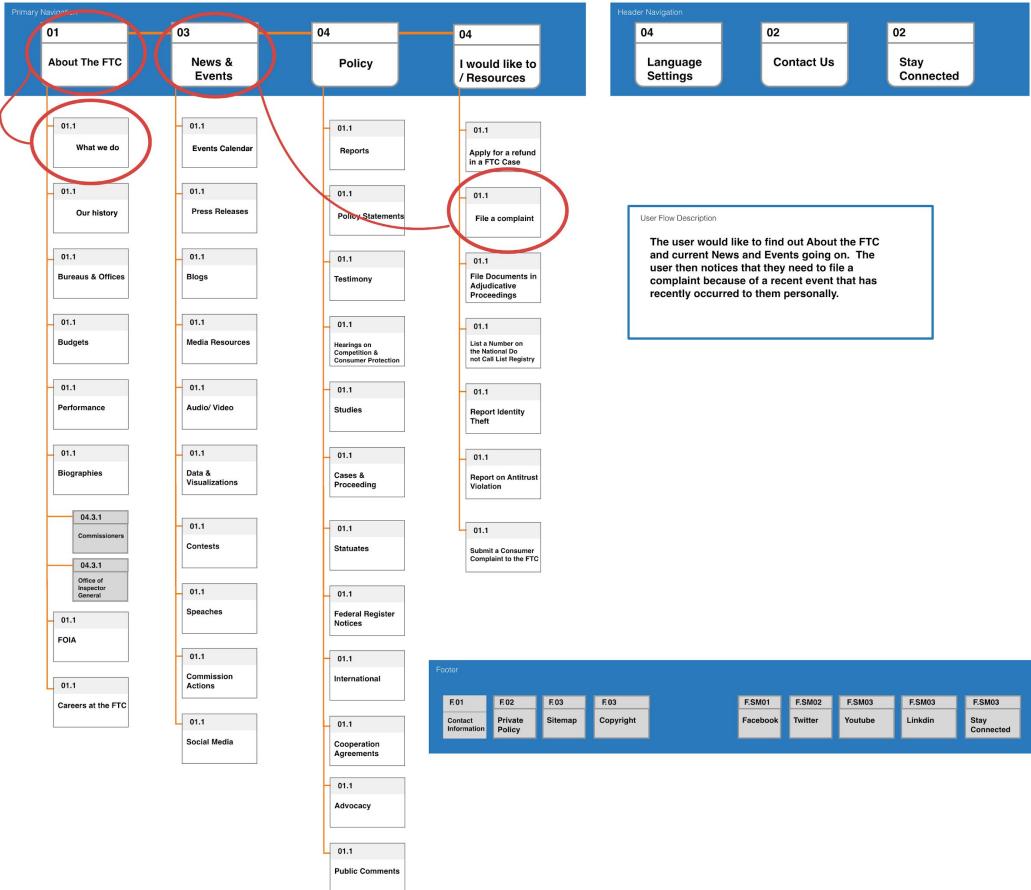
We believe that citizens of the United States find government agencies helpful with loads of information and resources but are often too overwhelmed with confusing and heavy text which can lead to a wasted effort on the users part and portrays bad on the agency. By redesigning this website people will be able to find resources and up to date news on trade and be better informed with content that the FTC put out. We will know we have succeeded when our bounce percentage decreases and increase in user downloads of content.

Value Proposition



The Federal Trade Commission is a Federal Agency with a unique dual mission to protect consumers and promote competition. In order to do this effectively they need to redesign their website to use it as an information hub for people to stay up date with policy and how best to protect yourself.

User Flow



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

UI Style Tile

UI STYLE TILE : Federal Trade Commission

Date

UI STYLE DIRECTION

Lore ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

UI Style Adjectives

Clean Safety
Modern Informative Focused

Typography

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Headline (Noto Sans Bold 45 pt)

Sub-headline (Noto Sans Regular 24 pt)

Headline (Helvetica Bold 48 pt)

Sub-headline - (Helvetica Regular 24 pt)

"This is a how you would stylize a meaningful quote"
- Author

(Noto Sans Italic 18 pt)

Typography Body Copy

Lore ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

[This is a regular link](#)

(Noto Sans Reg 14 pt)

BRAND LOGO

Logo on dark



Logo on white



Iconography



Button States

Normal

Hover

Focus

Pressed

Disabled

COLOR PALETTE

Base Colors



Primary Colors



Secondary Colors



Graphic Patterns



Images Samples



Button Styles

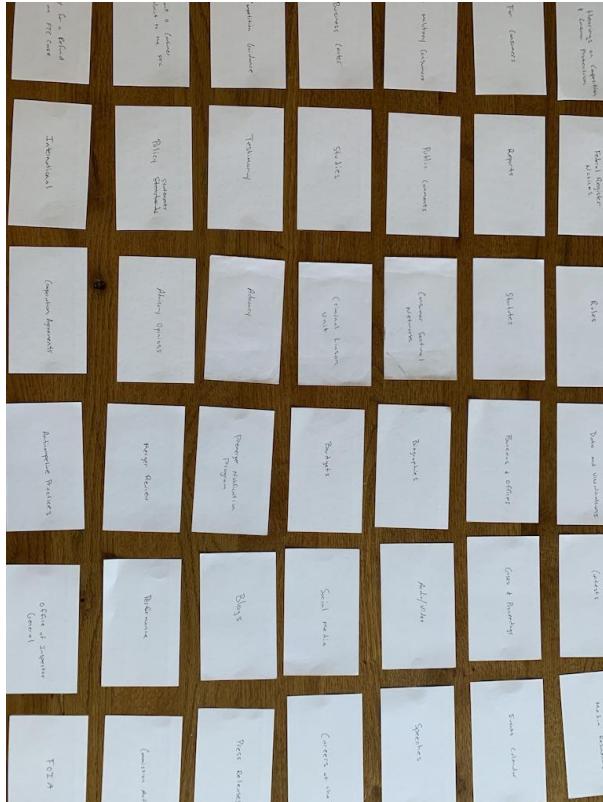
Normal

Pressed

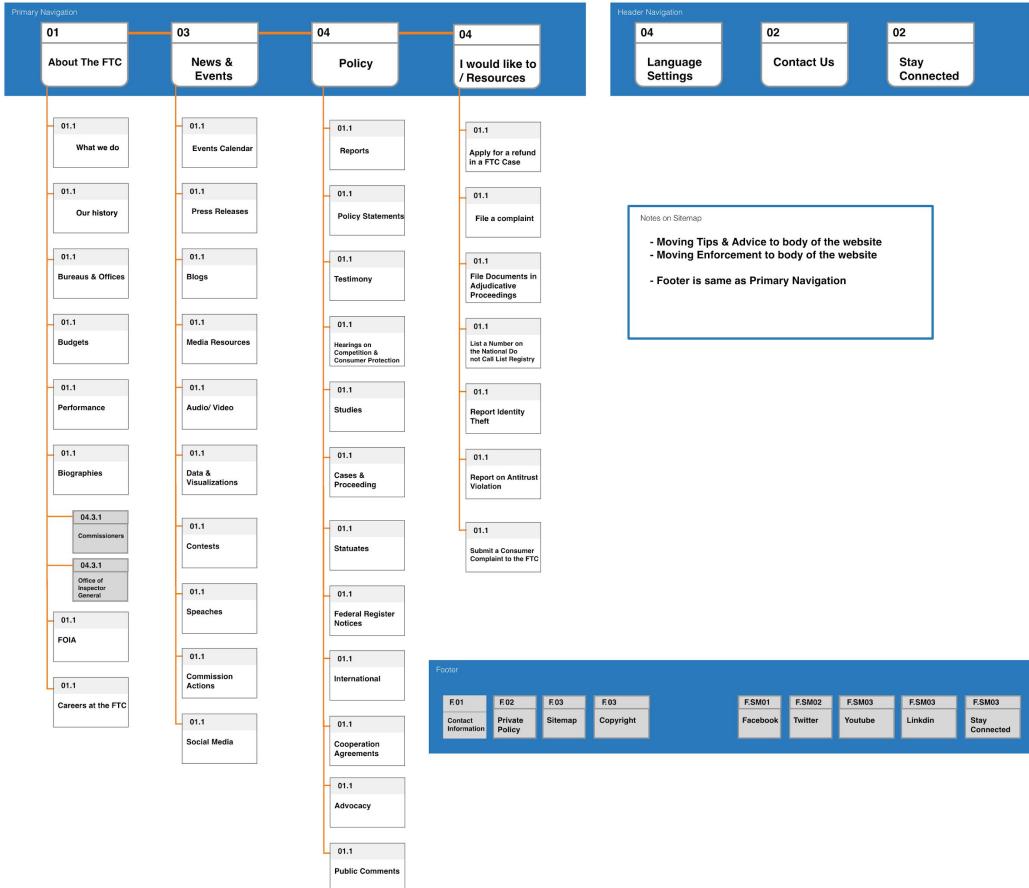
Down

Dropdown

Card Sorting Samples



Government Agency Sitemap Redesign



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

RWD Sketches

Page Title: FTC Home Page

Page URL: [http://www.ftc.gov](#)

Page Description: Protecting America's Consumers

Header:

- FTC Logo
- Stay Connected | Privacy Policy | FTC in Your World
- Search Bar

Header Menu:

- About the FTC
- News & Events
- Enforcement
- Policy
- Tips & Advice
- I Would Like To...

Header Buttons:

- Home
- Events
- News
- For Release

Section Headers:

- FEATURED STORY
- LATEST NEWS
- FOR RELEASE
- FOR YOUR INFO
- FOR RELEASE
- FOR RELEASE
- COMING EVENTS
- PAST EVENTS

Content Summary:

Content Image:

Date Icon:

Event Summary:

Page Footer:

Header:

- FTC Logo
- Menu Links
- ABOUT THE FTC
- NEWS & EVENTS
- ENFORCEMENT
- POLICY
- TIPS & ADVICE
- I WOULD LIKE TO...

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Event Summary:

Page Footer:

RWD Digital Wireframes

FEDERAL TRADE COMMISSION

ABOUT THE FTC NEWS & EVENTS POLICY RESOURCES CONTACT US

FTC COMPLAINT ASSISTANT

Protecting America's Consumers

Bacon ipsum dolor amet tri-tip swine doner, cupim pork belly ham hock salami beef ribs pectetta fatback.

Corned beef dinner beef ribs, pork belly rump jerky bresaola shark frankfurter fatback hamburger flank venison. Bacon ipsum dolor amet tri-tip swine doner, cupim pork belly ham hock salami beef ribs pectetta fatback, tenderloin kielbasa pork belly pork loin turkey fatback salami shank. Turkmenian capicola pastrami, sal hamburger driksschtick picante swine. Ribs eyepork belly jerky, Kevin tenderloin ground round capicola lobsters chuck meatloaf hamburger ham hock loin swine cupim. Prosciutto frankfurter tongue pectetta strip steak.

Bilong chuck lendejier, meatball rump pork loin turkey. Corned beef pork tri-tip, I-beone rump capicola chicken Kevin porchetta. Andouille pig ham drumstick pork jerky brisket vealie tri-tip kielbasa ribeye chuck flank. Pork loin port belly shankle, bifatols reige spare ribs short ribs hamburger ground round filet mignon.

FEDERAL TRADE COMMISSION

ABOUT THE FTC NEWS & EVENTS POLICY RESOURCES CONTACT US

NEWS & EVENTS

Protecting America's Consumers

Featured Stories Latest Stories Upcoming Events

Bacon ipsum dolor amet tri-tip swine

FEDERAL TRADE COMMISSION

ABOUT THE FTC NEWS & EVENTS POLICY RESOURCES CONTACT US

ABOUT THE FTC

Protecting America's Consumers

What we do What we do

Bacon ipsum dolor amet tri-tip swine doner, cupim pork belly ham hock salami beef ribs pectetta fatback.

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FEDERAL TRADE COMMISSION

ABOUT THE FTC NEWS & EVENTS POLICY RESOURCES CONTACT US

HEADER 1

Sub Heading 1

< >

Take Action

File a Consumer Complaint Report Identity Theft Register for Do Not Call Get Value in Credit Report View More

Tips & Advice Enforcement

GET INFO GET INFO

Social Security Scam Alert FTC HEARINGS & PUBLIC COMMENT TOPICS

GET INFO GET INFO

Upcoming Events

GET INFO GET INFO GET INFO GET INFO

Latest Updates

Big Title

Report Identity Theft Report Identity Theft Report Identity Theft Report Identity Theft

IdentifyTheft.gov is the Federal government's official website for identity theft victims. This site provides resources and information for identity theft victims. The site provides links to helpful resources and links to guide you through the process of reporting identity theft. It also provides links to help you prevent identity theft for future tips and free resources to prevent identity theft.

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Federal Trade Commission

ABOUT THE FTC NEWS & EVENTS POLICY RESOURCES CONTACT US

Report Complaint With The FTC

File a Consumer Complaint Report Identity Theft Register for Do Not Call Get Value in Credit Report View More

Federal Trade Commission

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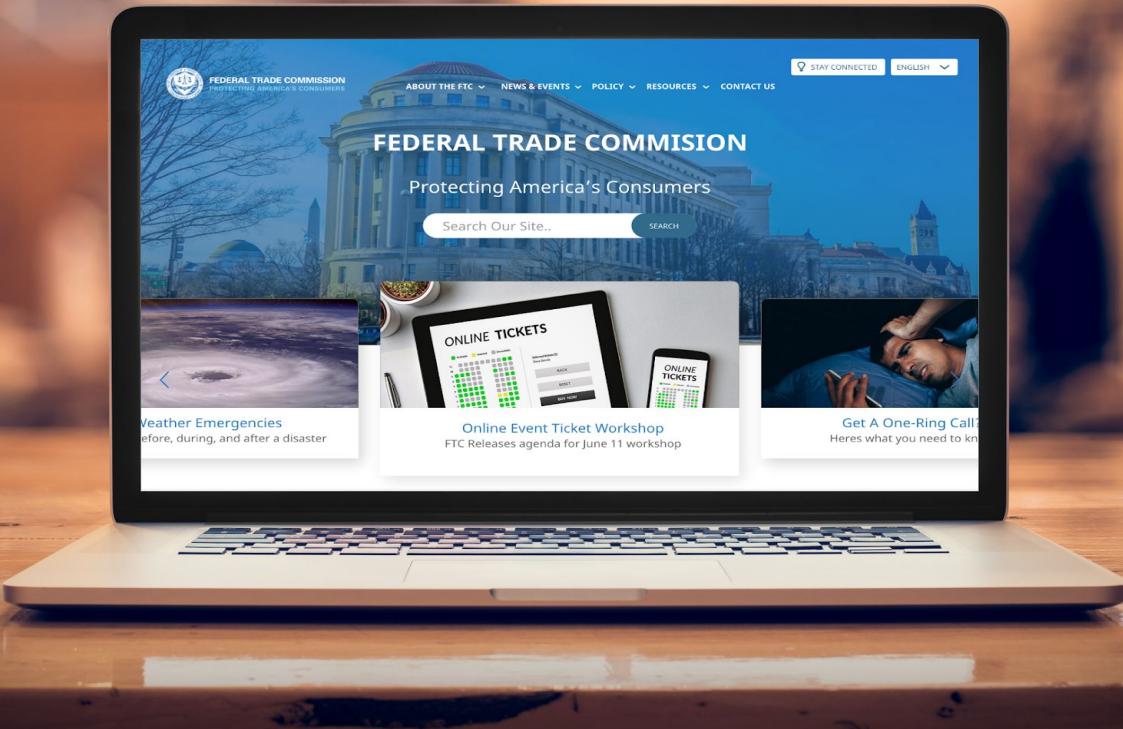
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Hi-Fi InVision Prototype



[Link to Prototype](#)

iOS Mockups



Take Action

FILE A CONSUMER COMPLAINT

REPORT IDENTITY THEFT

REGISTER FOR DO NOT CALL

GET CONSUMER ALERTS

GET YOUR FREE CREDIT REPORT

ORDER FREE RESOURCES

VIEW MORE

Tips & Advice

ENFORCEMENT

GET INFO

GET INFO



FTC COMPLAINT ASSISTANT



WELCOME TO COMPLAINT ASSISTANT

Complaints from consumers help us detect patterns of fraud and abuse. The FTC would like to know about your complaint and the Complaint Assistant will help guide you.

Choose a complaint category below. Choosing

Rip-Offs And Imposter Scams



ABOUT THE FTC

What we do

Our History

Commissioners

Offices



Our Mission

Protecting consumers and competition by preventing anticompetitive, deceptive, and unfair business practices through law enforcement, advocacy, and education without unduly burdening legitimate business activity.



Our Vision

A vibrant economy characterized by vigorous competition and consumer access to accurate information.

Our Strategic Goals



Protect consumers from unfair and deceptive practices in the marketplace



NEWS & EVENTS

Featured Stories

Latest Stories

Upcoming Events



May 21, 2019
Operators of Payment Processing Firm Settle Charges for Assisting Fraudulent Schemes that took more than \$110 Million from Consumers

[View More](#)



May 21, 2019
Operators of Payment Processing Firm Settle Charges for Assisting Fraudulent Schemes that took more than \$110 Million from Consumers

[View More](#)



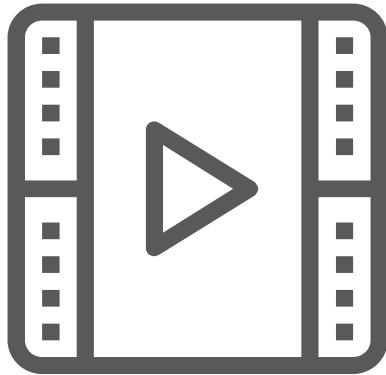
May 21, 2019
Operators of Payment Processing Firm Settle Charges for Assisting Fraudulent Schemes that took more than \$110 Million from Consumers

[View More](#)



May 21, 2019
Operators of Payment Processing Firm Settle Charges for Assisting

2 Recorded User Tests



User Test 1

[Click Here](#)



User Test 2

[Click Here](#)

User Testing Plan & Notes

Objectives

- A) Can users find where to file a complaint
- B) Find out about the FTC

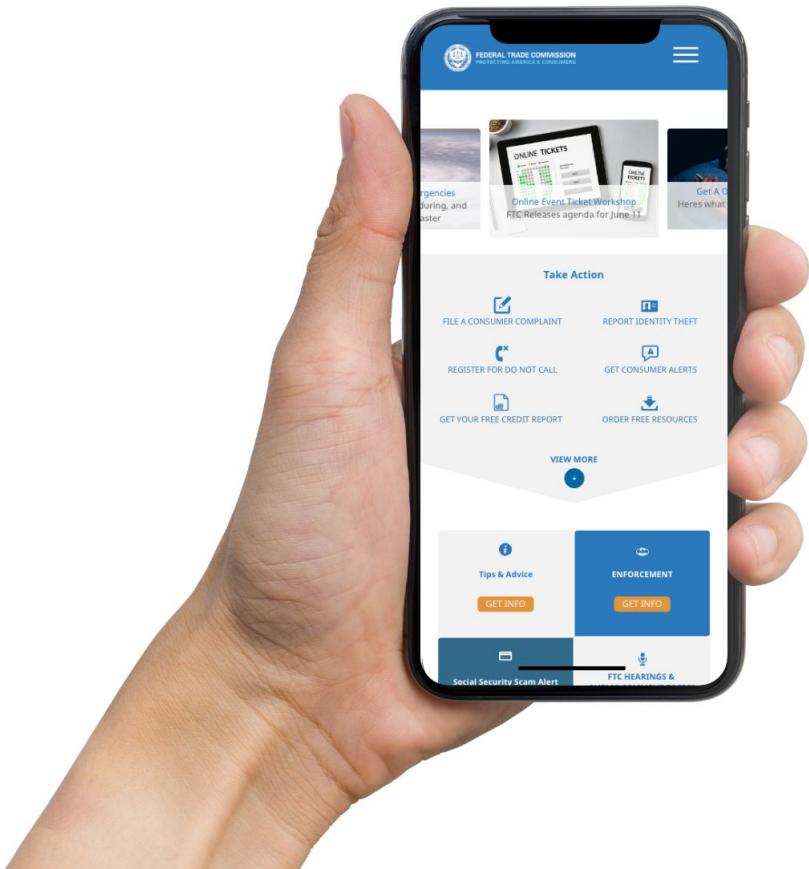
Feedback

- Users thought fonts were too small on some screens
- Users had difficulty with the menu

Tasks

1. Go to File a Complaint Page
2. Go to News & Events
3. Go to About The FTC

iOS Prototype



[Link to Prototype](#)