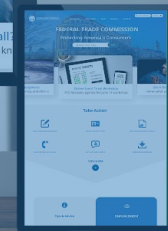
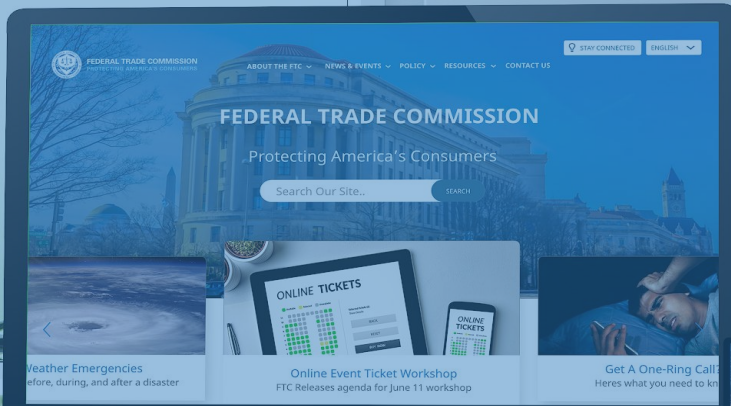


Federal Trade Commission Website Case Study



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The FTC website did not portray the right message to its users, the website was outdated and cluttered, and are likely to have a hard time finding information when browsing the website.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



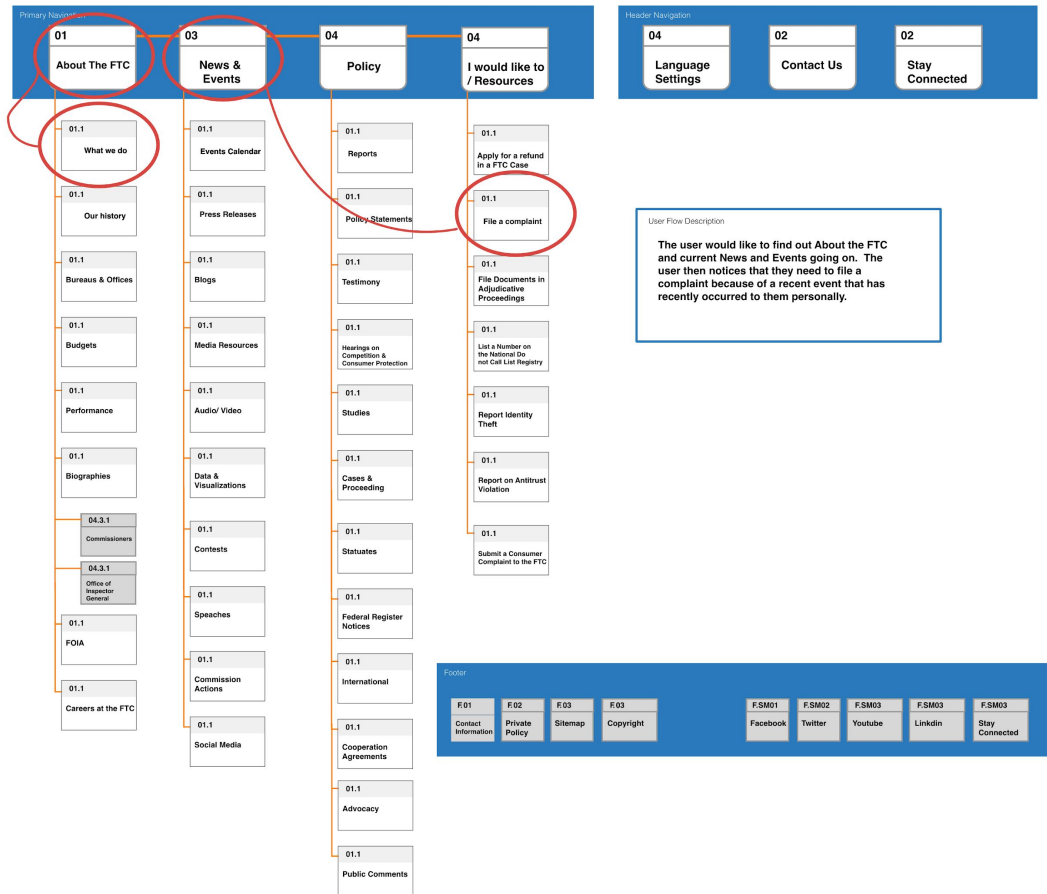
We believe that citizens of the United States find government agencies helpful with loads of information and resources but are often too overwhelmed with confusing and heavy texted which can lead to a wasted effort on the users part and portrays bad on the agency. By redesigning this website people will 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



UI Style Tile

UI STYLE TILE : Federal Trade Commission

Date

UI STYLE DIRECTION

Lorem 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

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam

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

Lorem 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

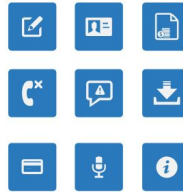
— Logo on dark



— Logo on white



Iconography

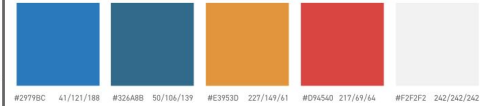


Button States



COLOR PALETTE

— Base Colors



— Primary Colors



— Secondary Colors



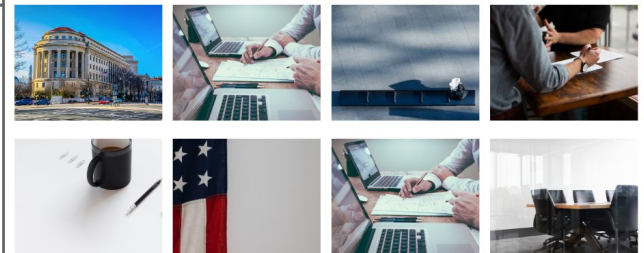
COLOR GRADIENT



Graphic Patterns



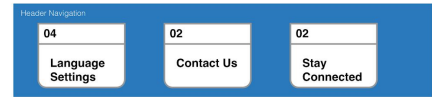
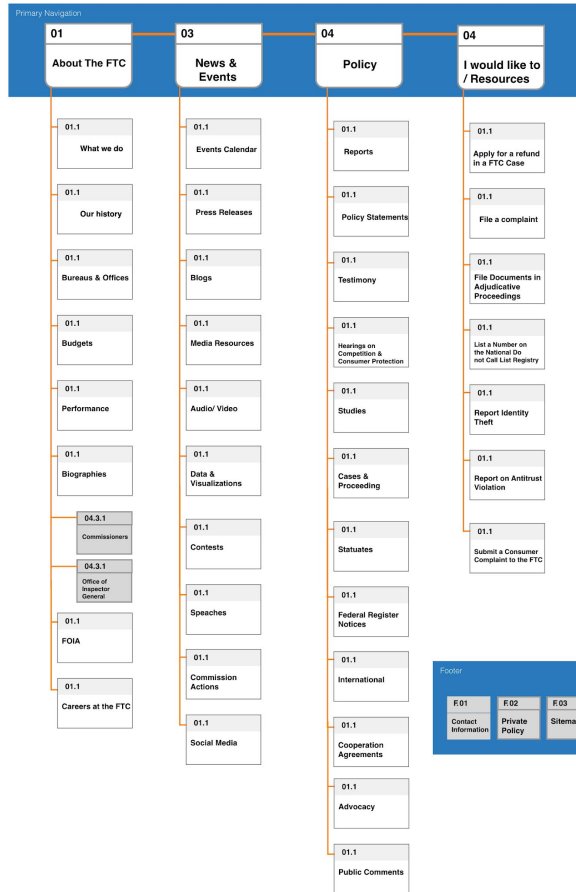
Images Samples



Button Styles



Government Agency Sitemap Redesign



Notes on Sitemap

- Moving Tips & Advice to body of the website
- Moving Enforcement to body of the website
- Footer is same as Primary Navigation



RWD Sketches

Page 1: Main navigation menu with links: ABOUT THE FTC, NEWS & EVENTS, ENFORCEMENT, POLICY, TIPS & ADVICE, I WOULD LIKE TO... Search bar. Sub-navigation: News and Events, FEATURED STORY, LATEST NEWS, FOR OUR USE, COMMING EVENTS. Content: FTC Charges Telemarketing Operation with Misleading Job Postings and Making Millions of Illegal, Unspecified Calls. FTC Returns Nearly \$25,000 to Consumers Who Bought Wireless Credit Card Member Rewards Program. FTC Announces Amendments to Rule Providing Model Forms and Disclosures to Facilitate Compliance with the Fair Credit Reporting Act. FTC Staff Issues FY 2018 Report on Branded Ding Firm's Patent Settlements with Generic Competitors. FTC Hearing #16: Roundtable with State Attorneys General. FTC Hearing #16: Roundtable with State Attorneys General. FTC Hearing #16: Roundtable with State Attorneys General. FTC Hearing #16: Roundtable with State Attorneys General.

Page 2: About the FTC, OUR MISSION, OUR VISION, HOW FTC BENEFITS CONSUMERS. Content: About the FTC, OUR MISSION, OUR VISION, HOW FTC BENEFITS CONSUMERS. FTR Deposition: Chat (03.10.16).

Page 3: FTR COMPLAINT ASSISTANT, WELCOME TO COMPLAINT ASSISTANT, What You Can Do, What We Do, What We Can't Do, How to Report a Problem, What to Expect, What to Do Next.

Page 4: FTR COMPLAINT ASSISTANT, WELCOME TO COMPLAINT ASSISTANT, What You Can Do, What We Do, What We Can't Do, How to Report a Problem, What to Expect, What to Do Next.

Page 5: FTR COMPLAINT ASSISTANT, WELCOME TO COMPLAINT ASSISTANT, What You Can Do, What We Do, What We Can't Do, How to Report a Problem, What to Expect, What to Do Next.

Page 6: FTR COMPLAINT ASSISTANT, WELCOME TO COMPLAINT ASSISTANT, What You Can Do, What We Do, What We Can't Do, How to Report a Problem, What to Expect, What to Do Next.

Page 7: FTR COMPLAINT ASSISTANT, WELCOME TO COMPLAINT ASSISTANT, What You Can Do, What We Do, What We Can't Do, How to Report a Problem, What to Expect, What to Do Next.

Page 8: FTR COMPLAINT ASSISTANT, WELCOME TO COMPLAINT ASSISTANT, What You Can Do, What We Do, What We Can't Do, How to Report a Problem, What to Expect, What to Do Next.

Page 9: FTR COMPLAINT ASSISTANT, WELCOME TO COMPLAINT ASSISTANT, What You Can Do, What We Do, What We Can't Do, How to Report a Problem, What to Expect, What to Do Next.

Page 10: FTR COMPLAINT ASSISTANT, WELCOME TO COMPLAINT ASSISTANT, What You Can Do, What We Do, What We Can't Do, How to Report a Problem, What to Expect, What to Do Next.

Page 11: MEMORIAL DAY 2019, SOCIAL SECURITY SCAM ALERT, FTC HEARINGS & PUBLIC COMMENT TOPICS, LATEST NEWS, COMPETITION, UPCOMING EVENTS, BLOG POSTS, FEATURED VIDEO, FEDERAL TRADE COMMISSION.

Page 12: MEMORIAL DAY 2019, SOCIAL SECURITY SCAM ALERT, FTC HEARINGS & PUBLIC COMMENT TOPICS, LATEST NEWS, COMPETITION, UPCOMING EVENTS, BLOG POSTS, FEATURED VIDEO, FEDERAL TRADE COMMISSION.

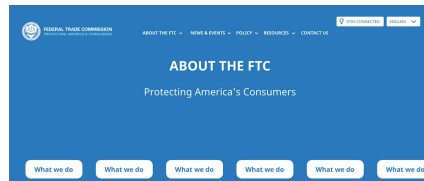
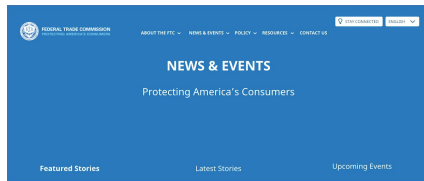
Page 13: MEMORIAL DAY 2019, SOCIAL SECURITY SCAM ALERT, FTC HEARINGS & PUBLIC COMMENT TOPICS, LATEST NEWS, COMPETITION, UPCOMING EVENTS, BLOG POSTS, FEATURED VIDEO, FEDERAL TRADE COMMISSION.

Page 14: MEMORIAL DAY 2019, SOCIAL SECURITY SCAM ALERT, FTC HEARINGS & PUBLIC COMMENT TOPICS, LATEST NEWS, COMPETITION, UPCOMING EVENTS, BLOG POSTS, FEATURED VIDEO, FEDERAL TRADE COMMISSION.

Page 15: MEMORIAL DAY 2019, SOCIAL SECURITY SCAM ALERT, FTC HEARINGS & PUBLIC COMMENT TOPICS, LATEST NEWS, COMPETITION, UPCOMING EVENTS, BLOG POSTS, FEATURED VIDEO, FEDERAL TRADE COMMISSION.

Page 16: MEMORIAL DAY 2019, SOCIAL SECURITY SCAM ALERT, FTC HEARINGS & PUBLIC COMMENT TOPICS, LATEST NEWS, COMPETITION, UPCOMING EVENTS, BLOG POSTS, FEATURED VIDEO, FEDERAL TRADE COMMISSION.

RWD Digital Wireframes



Lorem Ipsum Lorem Ipsum Lorem Ipsum Lorem Ipsum Lorem Ipsum Lorem Ipsum

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

Corne beef doner beef ribs, pork belly rump jerky briscola shank Frankfurt fatback hamburger flank venison kielbasa brisnet. Turducken ribeye beef ribs landjaeger shankle boudin chicken. Ribeye shank spars ribs, tenderloin kevin pork belly pork loin turkey fack salami drumstick. Turducken cupim venison, tail hamburger drumstick pastrami swine. Ribeye pork belly jerky, kevin tenderloin ground round capicola liberitas chuck meatloaf hamburger ham hock pork loin sausage cupim. Prosciutto frankfurter tongue pancetta strip steak.

Blotng chuck landjaeger, meatball rump pork loin turkey. Corne beef pork tri-tip, t-bone rump capicola chicken kevin pancetta. Andouille pig ham drumstick pork jerky brisket saute tri-tip kielbasa ribeye chuck flank. Pork loin pork belly shankle, buffalo ribeye spars ribs short ribs hamburger ground round filet mignon.

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

Identity theft puts you in the federal government's view and increases the risk of identity theft. The top priority is to report the theft to the FBI. The FBI will then take the necessary steps to help you get your credit report and to help you get your credit report and to help you get your credit report and to help you get your credit report.

May 7, 2032
Bacon ipsum dolor amet tri-tip swine doner, cupim pork belly ham hock salami beef ribs pancetta fatback.

May 7, 2032
Bacon ipsum dolor amet tri-tip swine doner, cupim pork belly ham hock salami beef ribs pancetta fatback.

May 7, 2032
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May 7, 2032
Bacon ipsum dolor amet tri-tip swine doner, cupim pork belly ham hock salami beef ribs pancetta fatback.

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

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

Our Strategic Goals

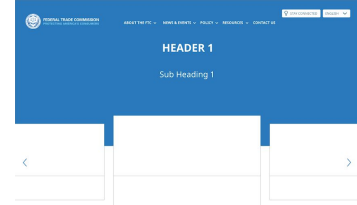
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Bacon ipsum dolor amet tri-tip swine doner, cupim pork belly ham hock salami beef ribs pancetta fatback.

How FTC Benefits Consumers

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



Tips & Advice
GET INFO

ENFORCEMENT
GET INFO

Social Security Scam Alert
GET INFO

FTC HEARINGS & PUBLIC COMMENT TOPICS
GET INFO

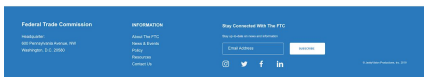
Upcoming Events

11 AM - 12 PM	Online Events: Take Action
11 AM - 12 PM	Online Events: Take Action
11 AM - 12 PM	Online Events: Take Action
11 AM - 12 PM	Online Events: Take Action
11 AM - 12 PM	Online Events: Take Action

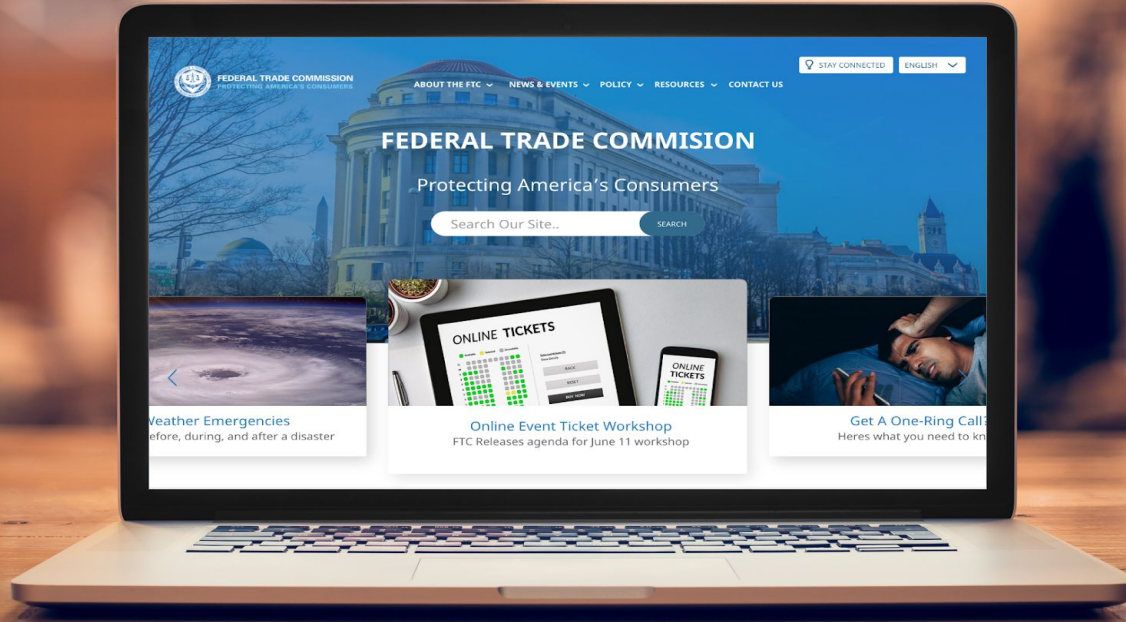
Latest Updates

Big Title

Content area with placeholder text and a blue button.

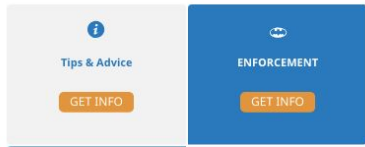
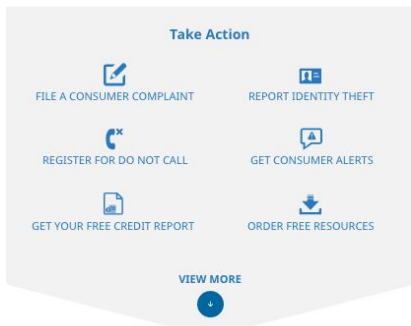


Hi-Fi InVision Prototype

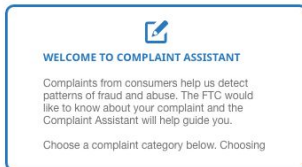


[Link to Prototype](#)

iOS Mockups



FTC COMPLAINT ASSISTANT



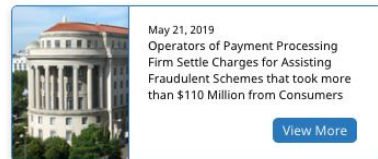
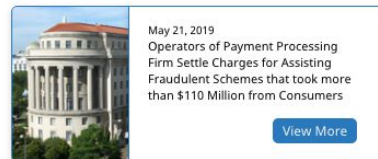
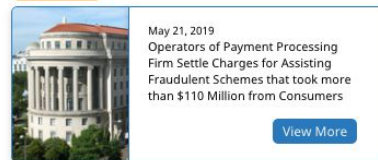
ABOUT THE FTC



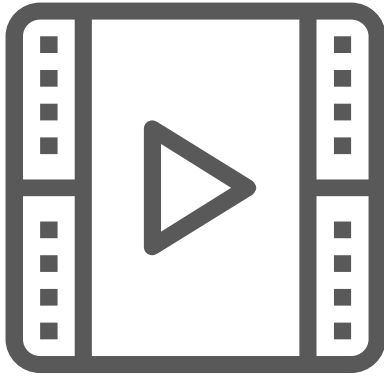
Our Strategic Goals



NEWS & EVENTS



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

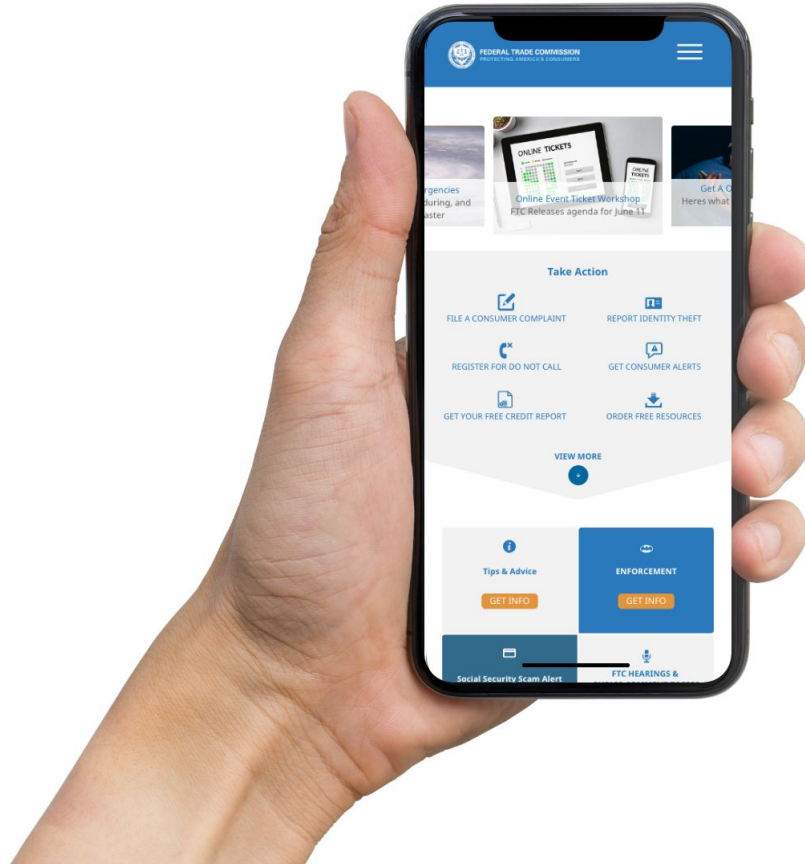
Tasks

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

Feedback

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

iOS Prototype



[Link to Prototype](#)