CHAPTER 2:
STATE YOUR INTENT
A TALE OF CONSUMER CONTENT AT AMERICANEXPRESS.COM
ORGANIZE & DESIGN A NEW SECTION FOR OUR FRAUD PROTECTION CONTENT
ORGANIZE & DESIGN A NEW SECTION FOR OUR FRAUD PROTECTION CONTENT
THE MESS
(PART ONE)
65+ PAGES OF CONTENT IN 7(ish) DIFFERENT PLACES
STATE YOUR INTENT
= UX STRATEGY
WHY

WHAT

HOW
WHY       BECAUSE

WHAT

HOW
ORGANIZE & DESIGN A NEW SECTION FOR OUR FRAUD PROTECTION CONTENT
WHY

BECAUSE WE WANT TO INFORM PEOPLE ABOUT CONSUMER FRAUD

WHAT

HOW
THE MESS
(PART TWO)
WHY BECAUSE WE WANT TO INFORM
PEOPLE ABOUT CONSUMER FRAUD

WHAT ORGANIZE
OUR AWARENESS & ACTION CONTENT
OUR EXPERT INFORMATION & BRAND

HOW
WHY
BECAUSE WE WANT TO INFORM PEOPLE ABOUT CONSUMER FRAUD

WHAT
ORGANIZE
OUR AWARENESS & ACTION CONTENT
OUR EXPERT INFORMATION & BRAND

HOW
BY SEPARATING CONTENT ABOUT US FROM CONTENT ABOUT CONSUMERS
A NEW POINT-OF-VIEW
WHY BECAUSE WE WANT TO INFORM PEOPLE ABOUT CONSUMER FRAUD

WHAT ORGANIZE OUR AWARENESS & ACTION CONTENT
OUR EXPERT INFORMATION & BRAND

HOW BY SEPARATING CONTENT ABOUT US FROM CONTENT ABOUT CONSUMERS
WHY
BECAUSE WE WANT TO BE A TRUSTED SOURCE OF INFORMATION ABOUT FRAUD

WHAT
ORGANIZE OUR AWARENESS & ACTION CONTENT
OUR EXPERT INFORMATION & BRAND

HOW
BY SEPARATING CONTENT ABOUT US FROM CONTENT ABOUT CONSUMERS
UX STRATEGY STATEMENT
WHY BECAUSE WE WANT TO INFORM PEOPLE ABOUT CONSUMER FRAUD

WHAT ORGANIZE OUR AWARENESS & ACTION CONTENT OUR EXPERT INFORMATION & BRAND

HOW BY SEPARATING CONTENT ABOUT US FROM CONTENT ABOUT CONSUMERS
BECause we want to be a trusted source of information about fraud,

we will ORGANIZE our content so that consumers can gain awareness and take actions

BY acknowledging the difference between content about us and our products, and content about consumers and the law.
WORLD IA DAY 2017

Page Layout:

1. Title
2. Main site navigation. Follows 4 main content categories from site map.
3. Interactive viewpoint. Provides user-friendly access to Guidance content.
4. Timely Content. Breaks out most searched for content from Action and Protection categories.
5. Footer
“This is the most beautiful content map I’ve ever seen.”

-Client
THANK YOU.

QUESTIONS?

PLEASE CONTACT:

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