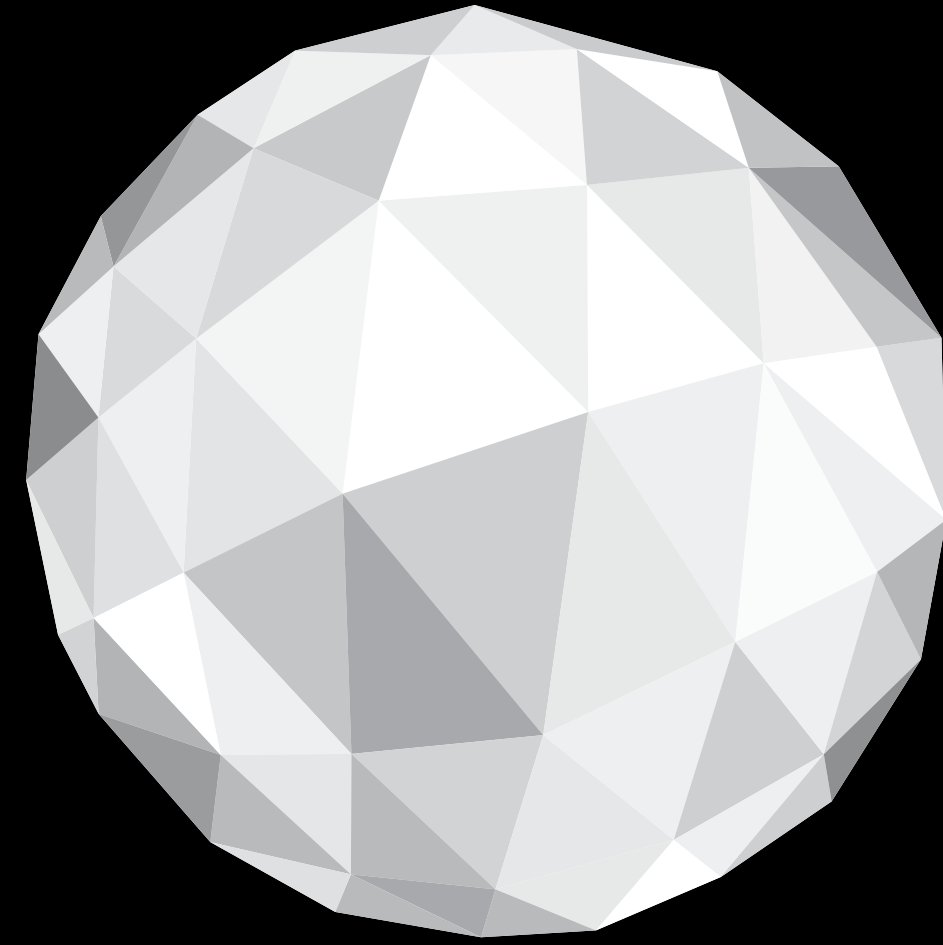


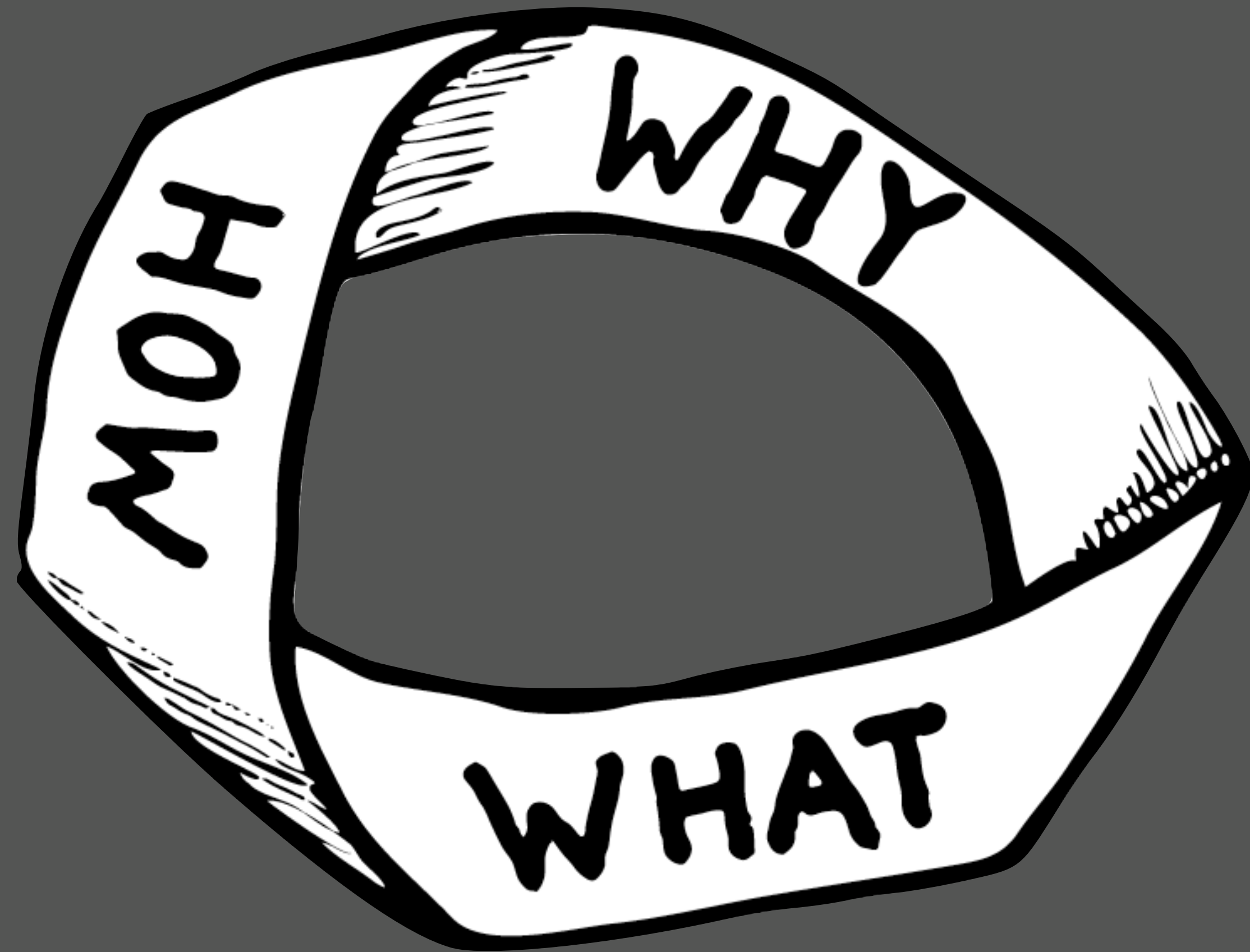


**SHAWN
KARDELL**

@SKARDELL



CHAPTER 2: STATE YOUR INTENT



A TALE OF CONSUMER CONTENT AT AMERICANEXPRESS.COM



**AMERICAN
EXPRESS**

THE BRIEF

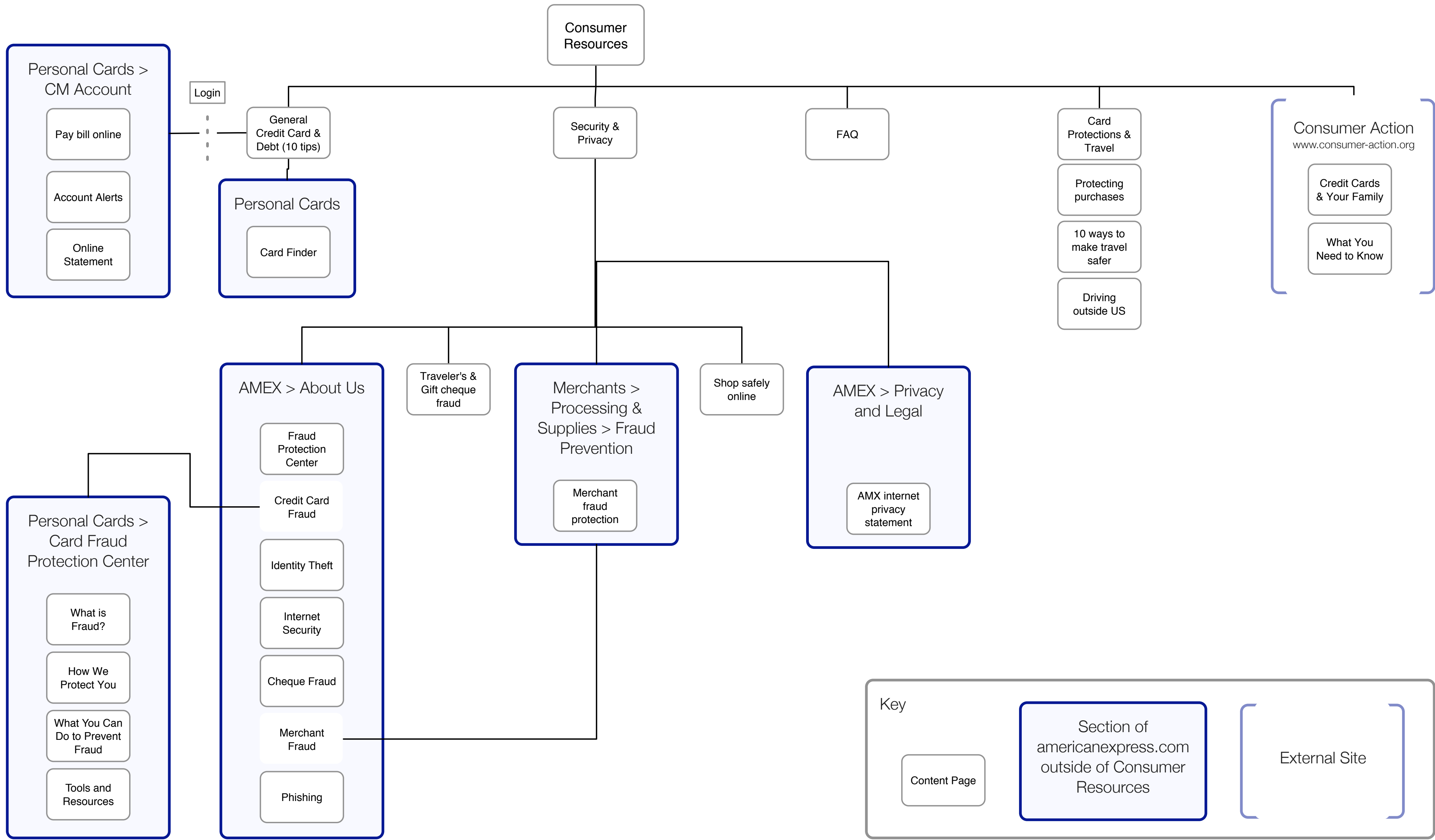
ORGANIZE & DESIGN A NEW
SECTION FOR OUR FRAUD
PROTECTION CONTENT

ORGANIZE & DESIGN A NEW
SECTION FOR OUR FRAUD
PROTECTION CONTENT



THE MESS (PART ONE)

**65+ PAGES OF CONTENT
IN 7(ish) DIFFERENT PLACES**



Personal Cards > CM Account

- Pay bill online
- Account Alerts
- Online Statement

Login

General Credit Card & Debt (10 tips)

Personal Cards

- Card Finder

Consumer Resources

Security & Privacy

FAQ

Card Protections & Travel

Protecting purchases

10 ways to make travel safer

Driving outside US

Consumer Action
www.consumer-action.org

- Credit Cards & Your Family
- What You Need to Know

Personal Cards > Card Fraud Protection Center

- What is Fraud?
- How We Protect You
- What You Can Do to Prevent Fraud
- Tools and Resources

AMEX > About Us

- Fraud Protection Center
- Credit Card Fraud
- Identity Theft
- Internet Security
- Cheque Fraud
- Merchant Fraud
- Phishing

Traveler's & Gift cheque fraud

Merchants > Processing & Supplies > Fraud Prevention

- Merchant fraud protection

Shop safely online

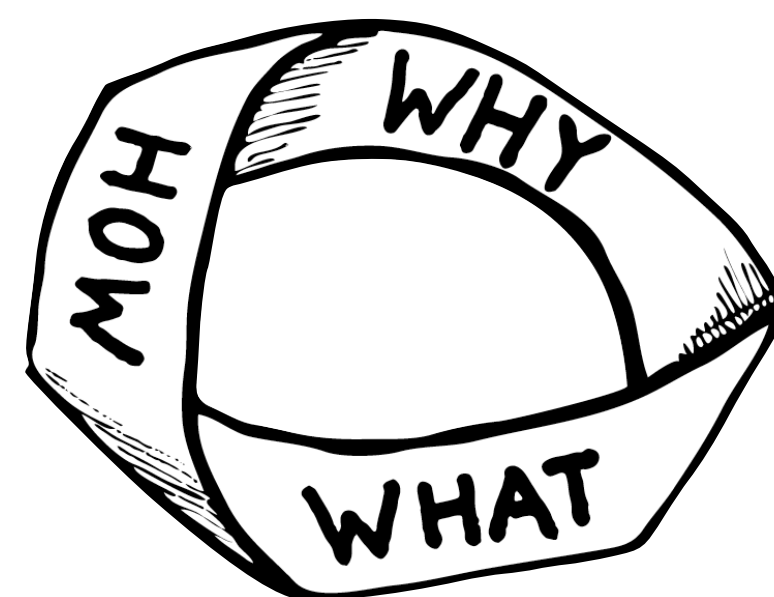
AMEX > Privacy and Legal

- AMX internet privacy statement

Key

- Content Page
- Section of americanexpress.com outside of Consumer Resources
- External Site

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)

Card Sort Raw

Credit Cards & Families
consumer
action.org

Be Smart
about Credit
to nps

Credit Cards
What you need
to know
consumer
action.org

How we
protect
you

Fraud
Protection
Guarantee

Travelers
Cheques

Gift
Cards

Card
Finder

Driving
outside
US
Intl

to Make
Travel
Safer

Travel
US & Safe
at State
Driving
-gov

Online
Statements
Log in
check bill
for Account
Alerts
Credit
Secure
enroll!

Privacy
online privacy
Statement
Privacy
Securing
your info
Privacy
Collecting
info

Protecting
your
Purchases
Internet
Security
Fraud
protection
center
tools +
resources
What you
can do
to prevent
Fraud
Shop online
safely
tips
Fraud
Knowledge
Quiz
What is
Fraud

Find travel
cheque
purchase
location

Merchant
Fraud
Protection

Check
authorization
before contact
email

ID theft
tips
.PDF

ID
Theft

ID Theft
Recovery
tool kit
.PDF

Bring
Call for
Action
.org

Report ID Theft
Incident
Report ID Theft
Incident and
SEC.gov
Report ID Theft
SSN# Report ID Theft
email
FBI
Report ID Theft
to ASPS
ID Theft
alliance
consumer.gov

forward
fraudulent
email
U.S. Phone
Numbers

Consumer
resources
FAQ

Bureau of
Consumer
Protection
FTC.gov
DM
.org

Restoring
your
name
ID Theft
ID Assistance

ID Theft
Privacy rights
.org
ID Theft
Resource
Center
idtheftcenter.org

Equifax
credit report
Experian
credit report
Trans Union
credit report

Card Sort Groups

Learning

Consumer

Doing

General Credit Info

Protection Promise

Brand

Account

Products

Travel

Privacy at AMX.com

Fraud Awareness

Reporting

Investigating

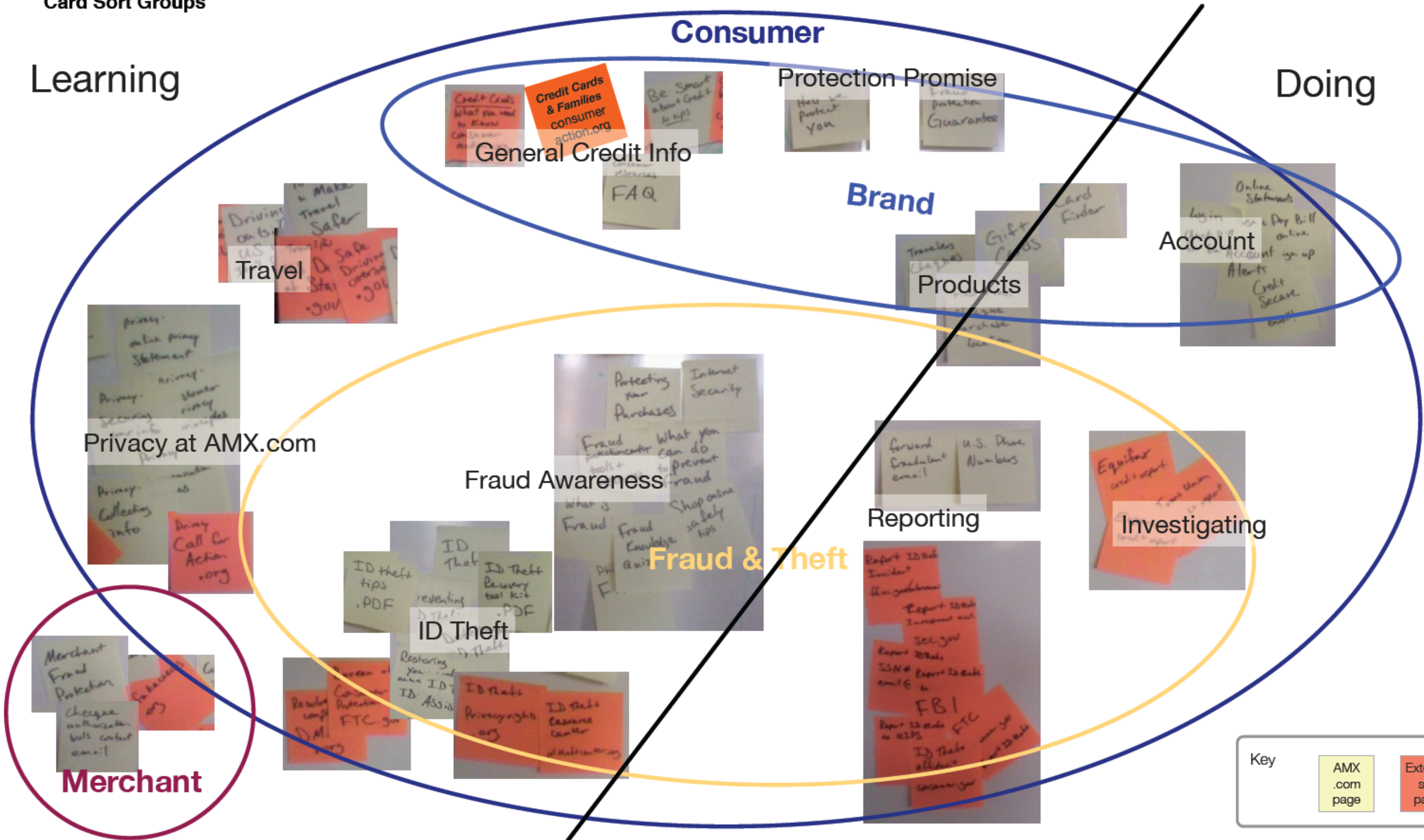
Fraud & Theft

ID Theft

Merchant

Key

AMX .com page	External site page
---------------	--------------------



Groups

Travel

Privacy

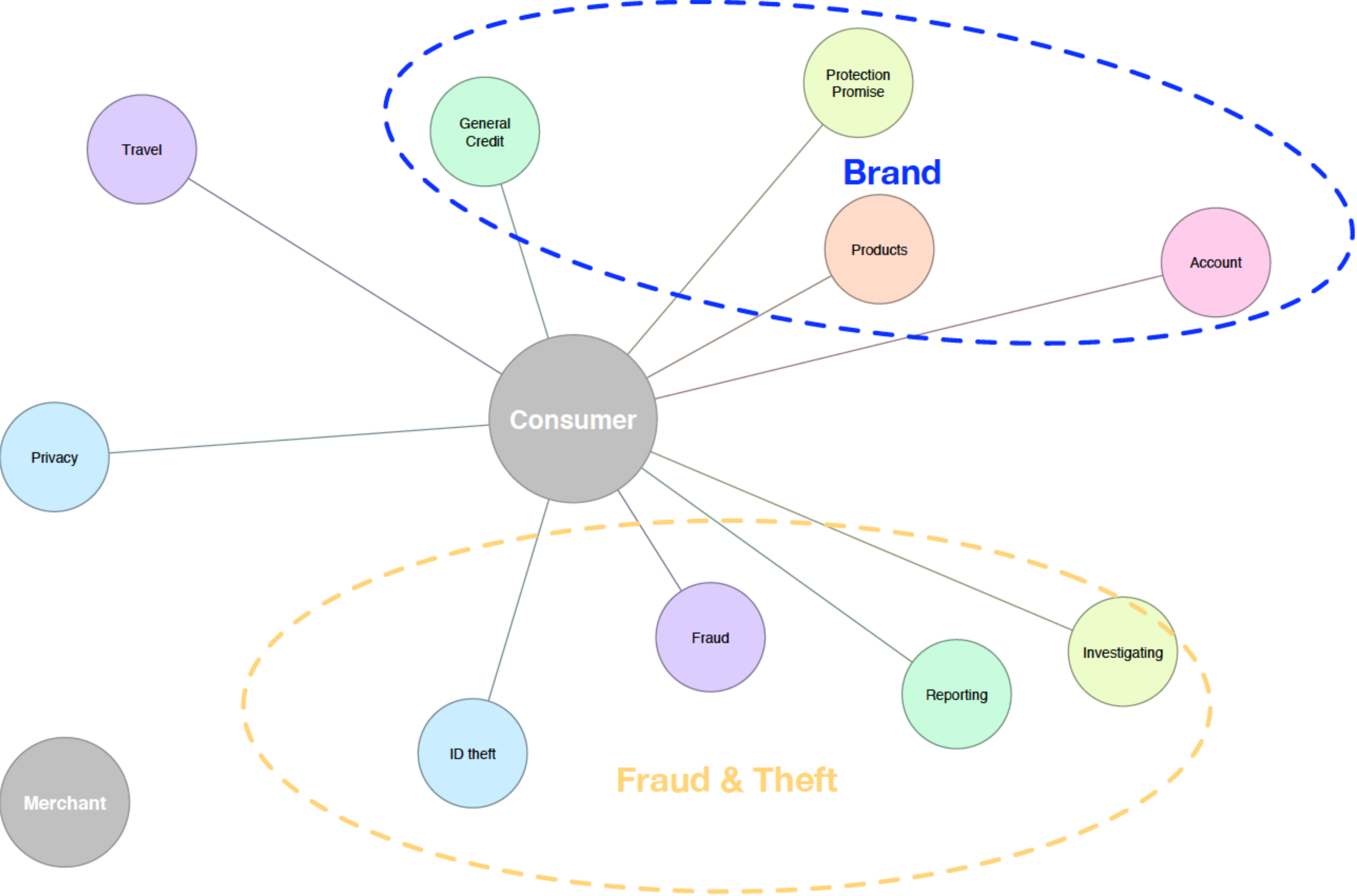
Merchant

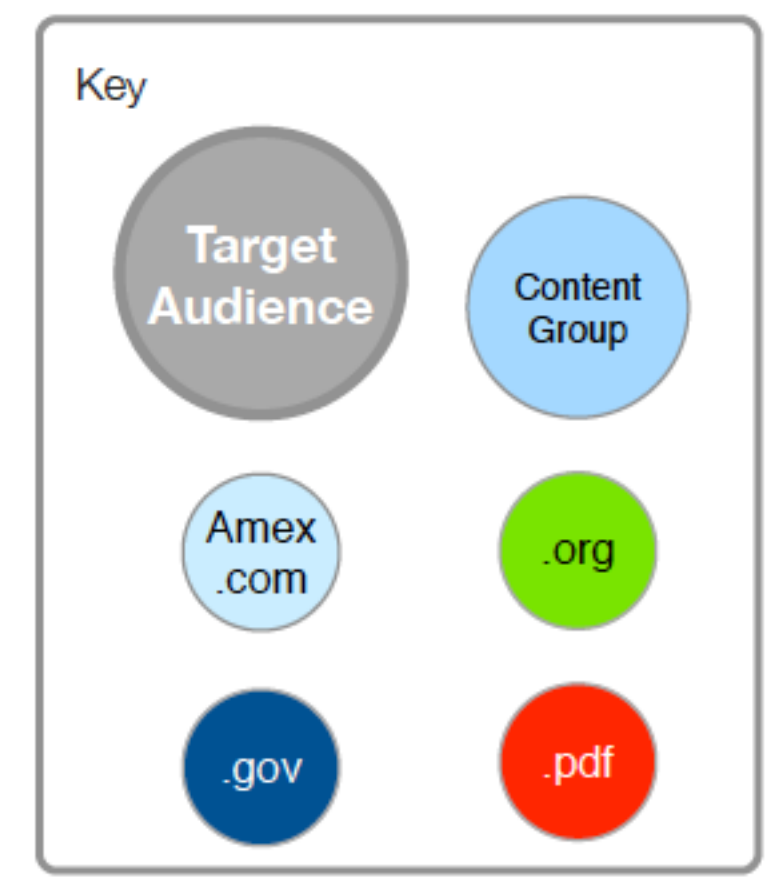
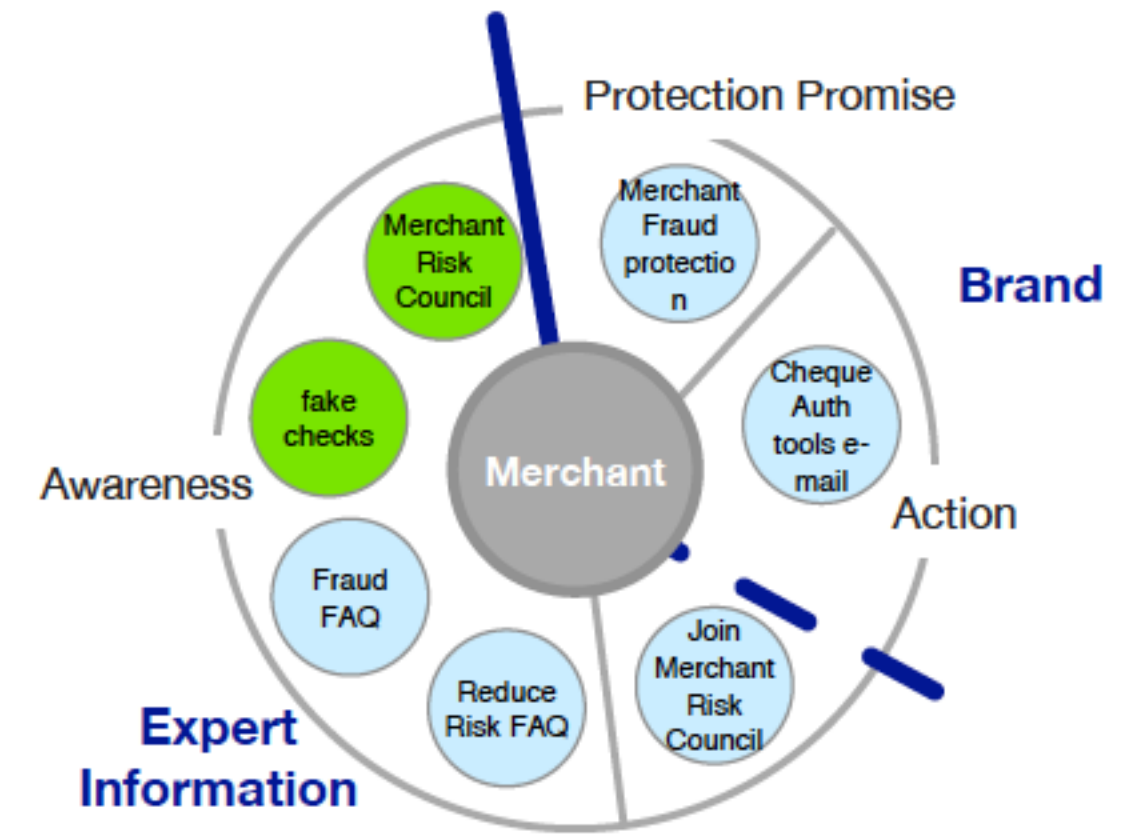
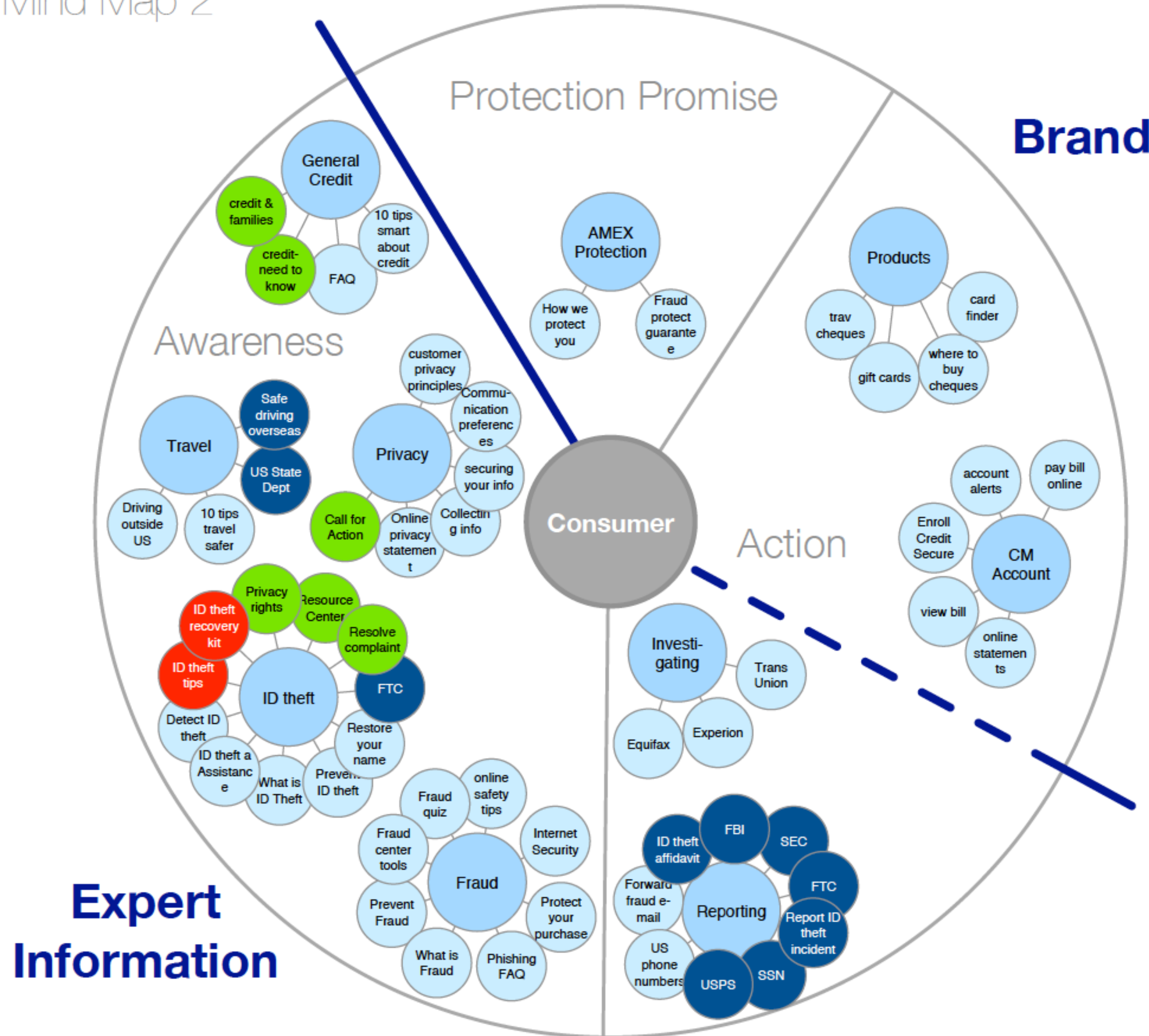


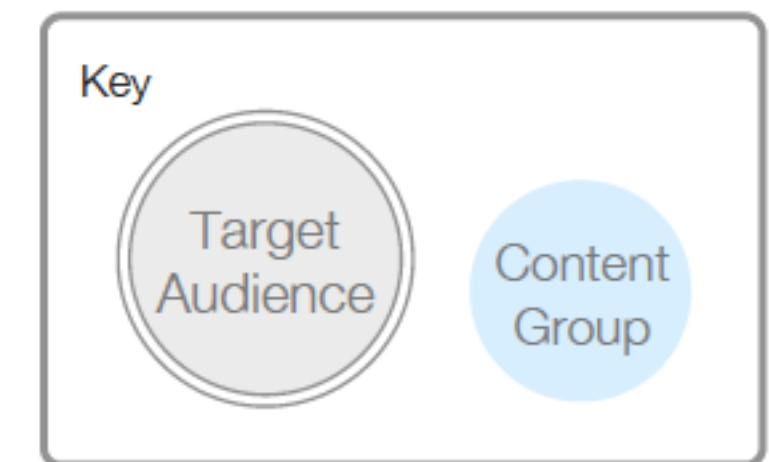
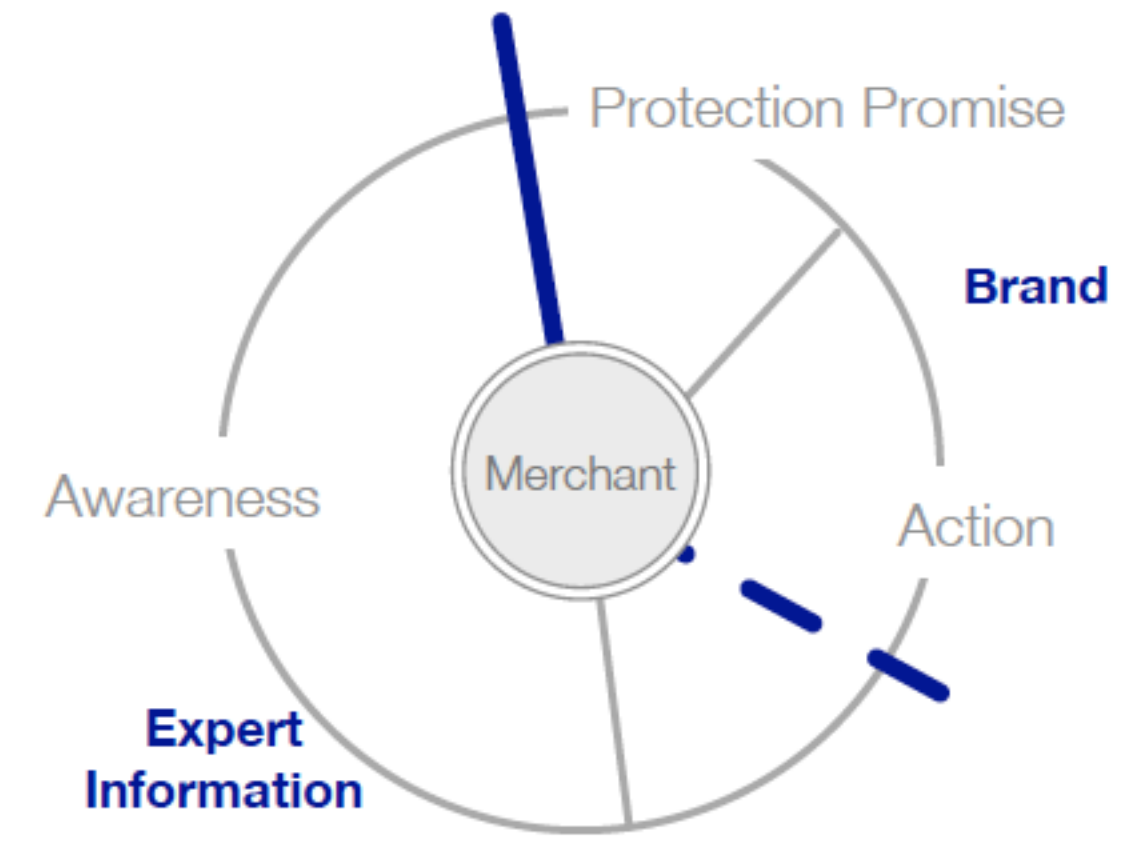
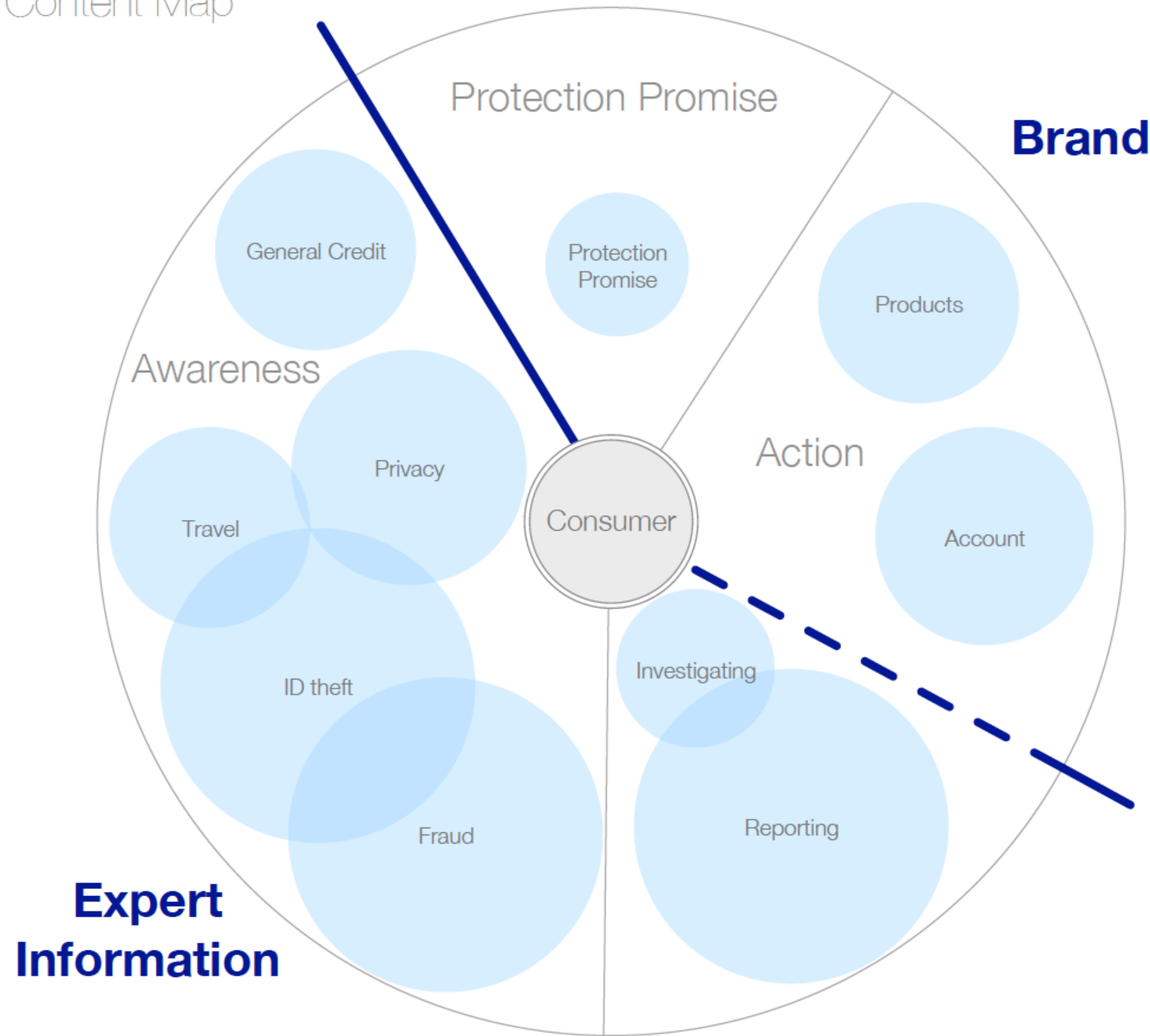
Consumer



Mind Map Raw







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

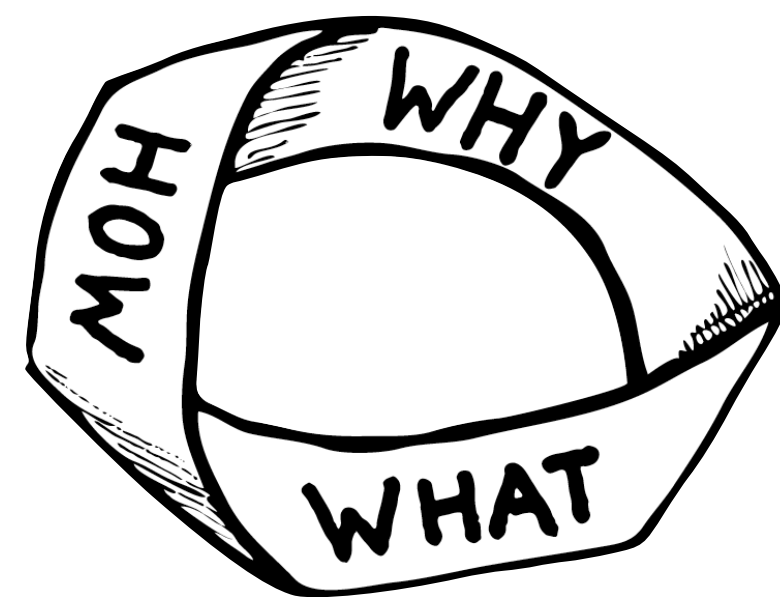
ORGANIZE

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

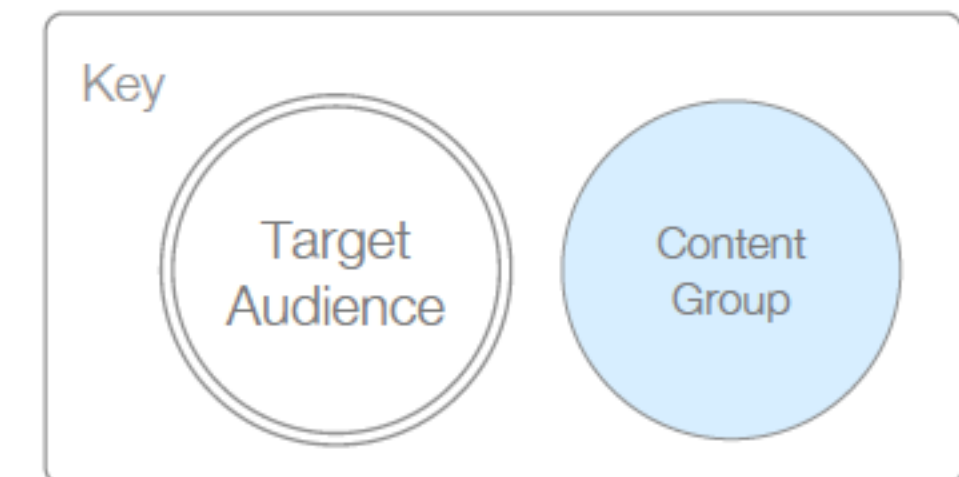
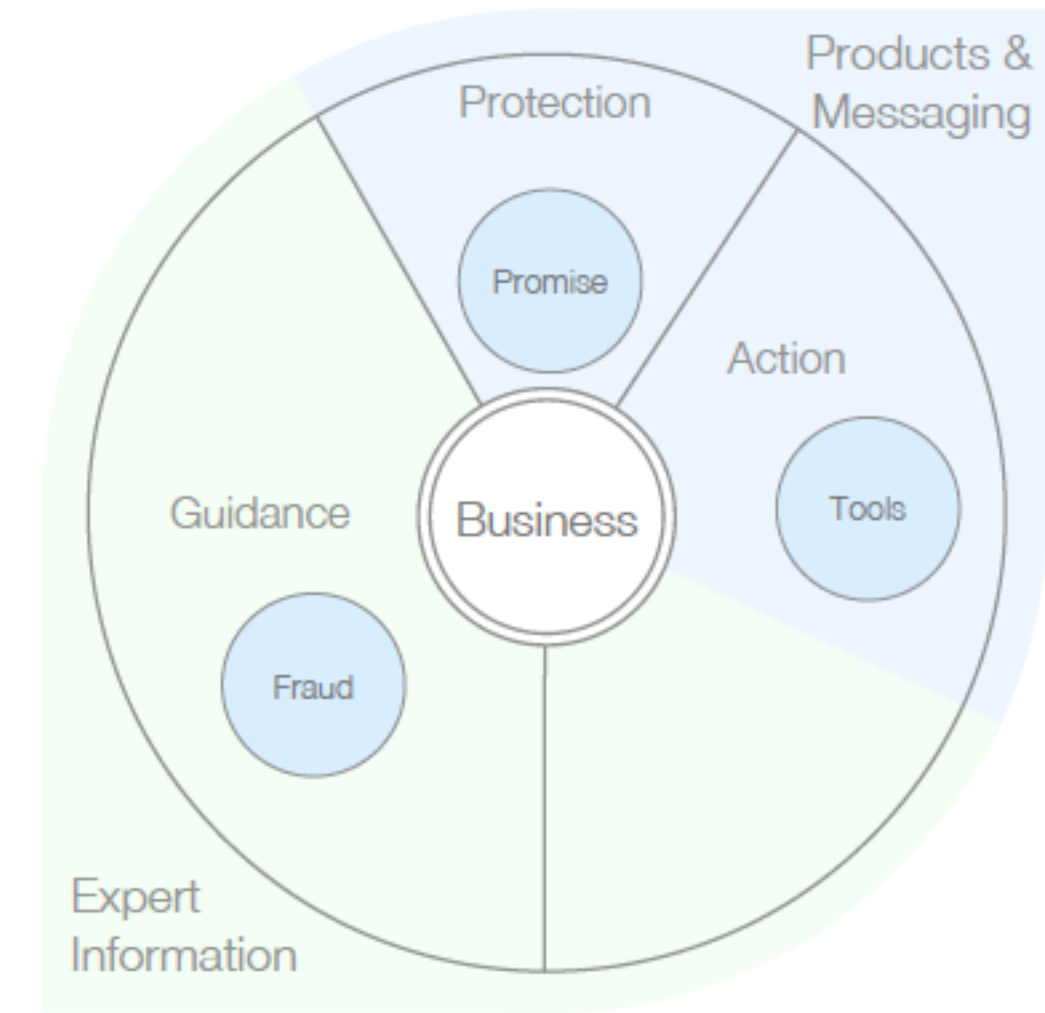
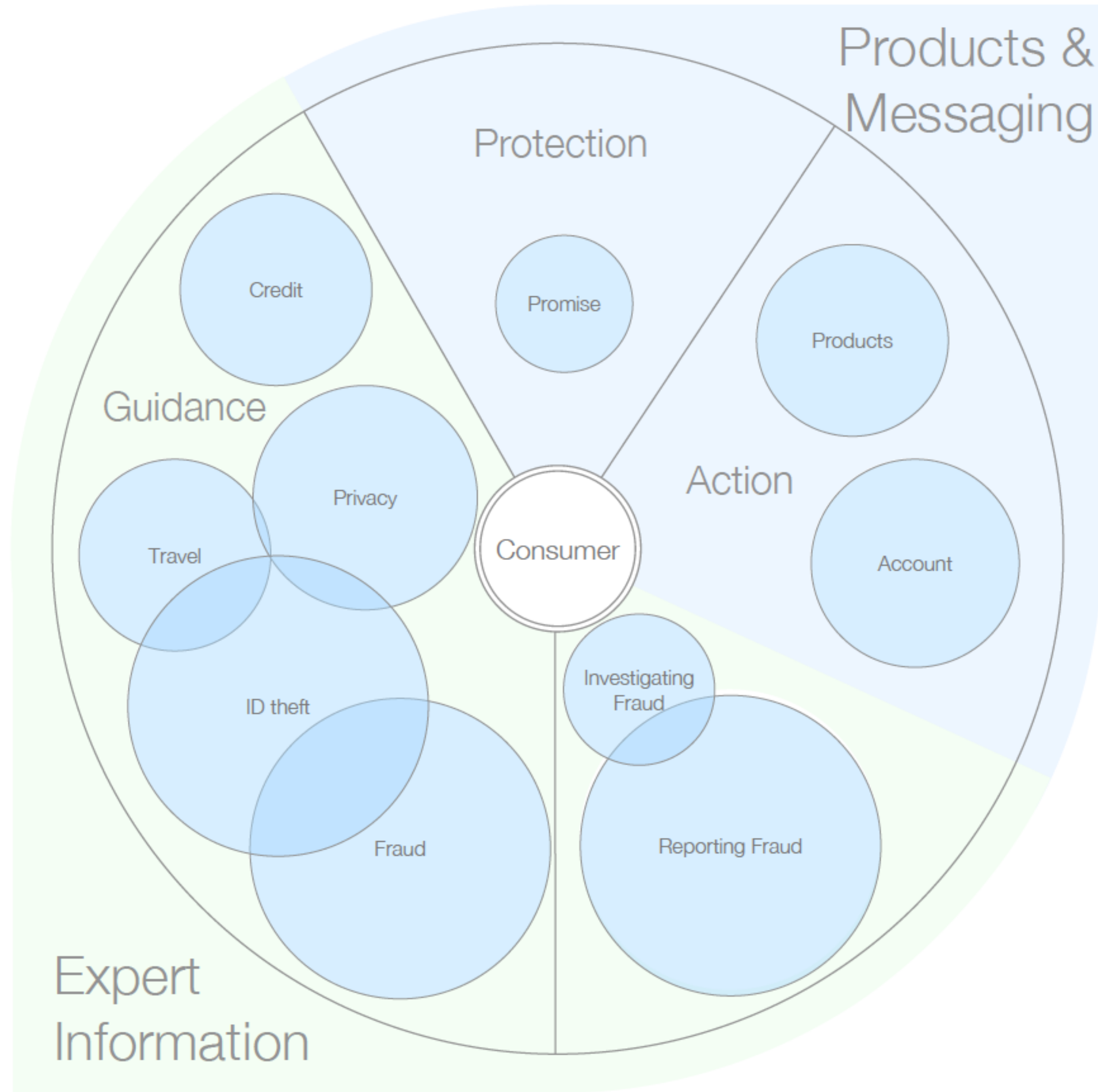
WHAT

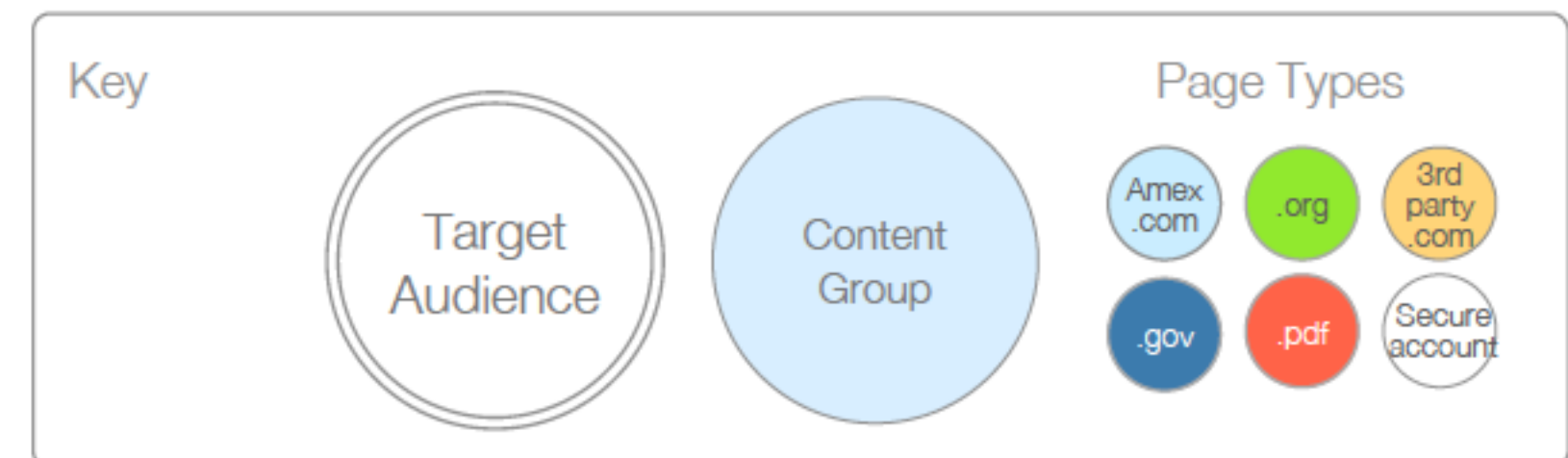
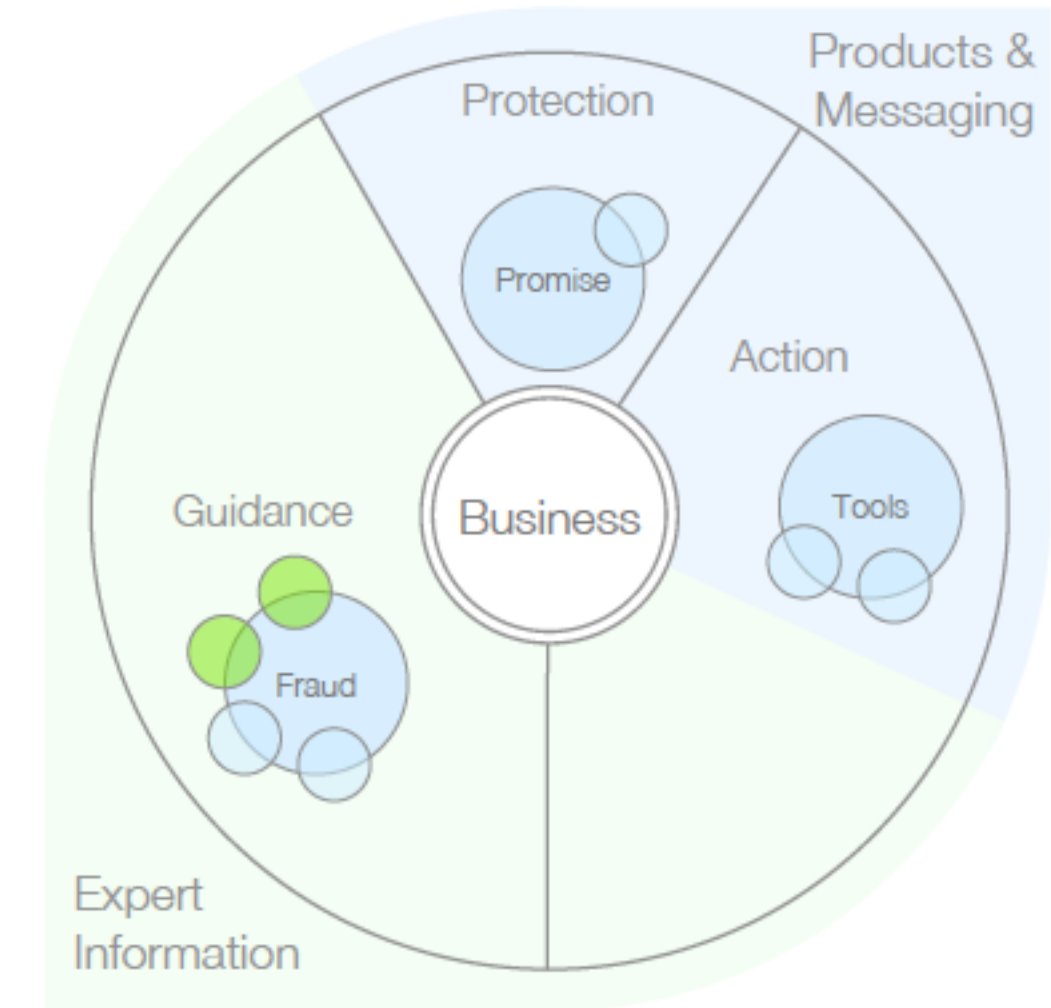
ORGANIZE

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

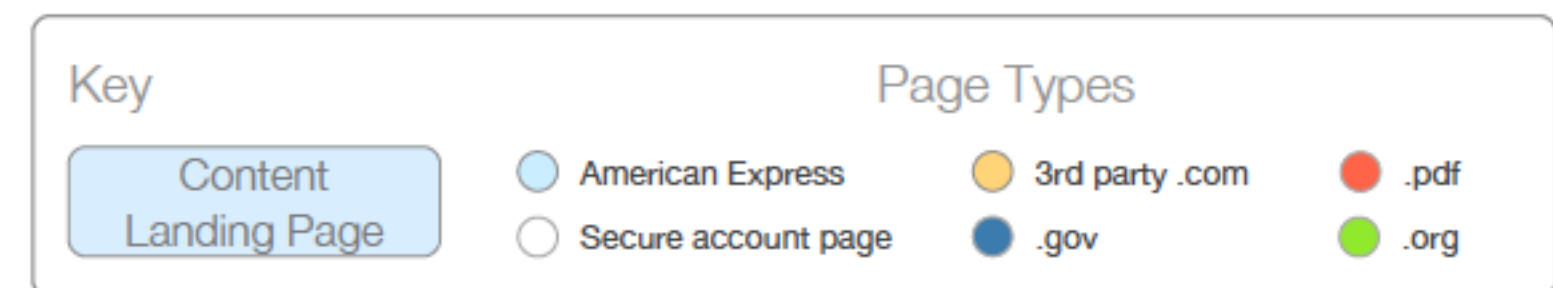
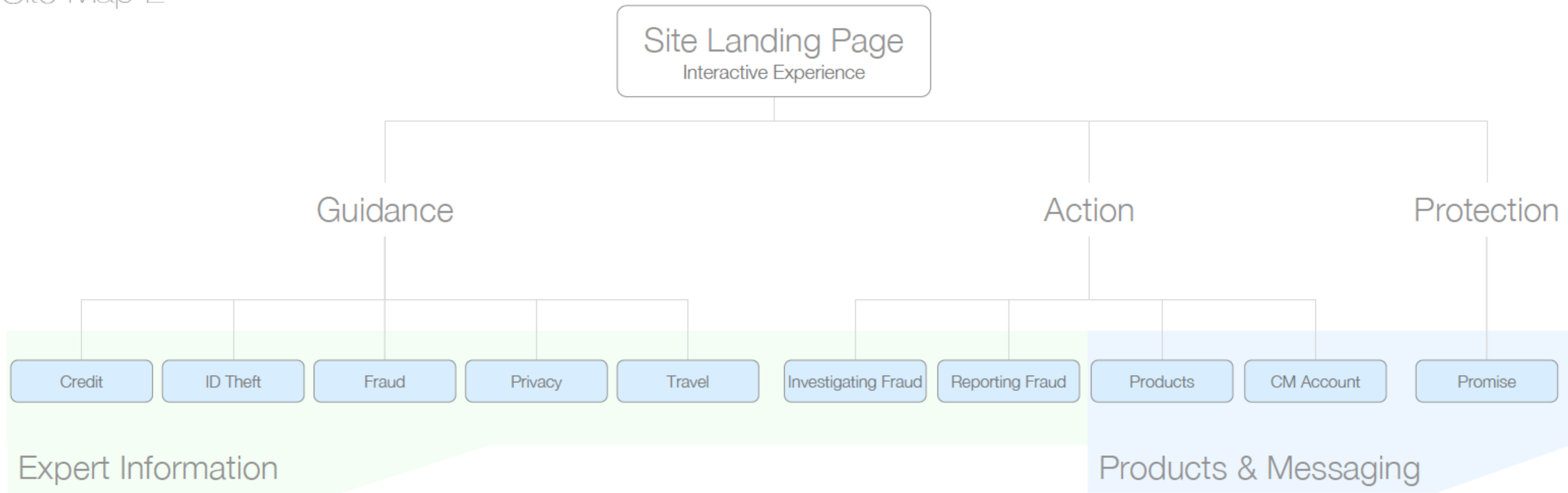
HOW

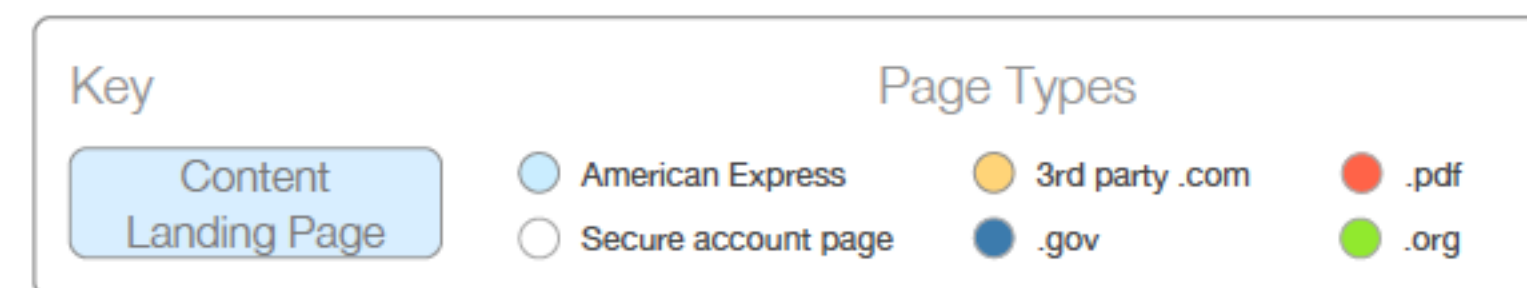
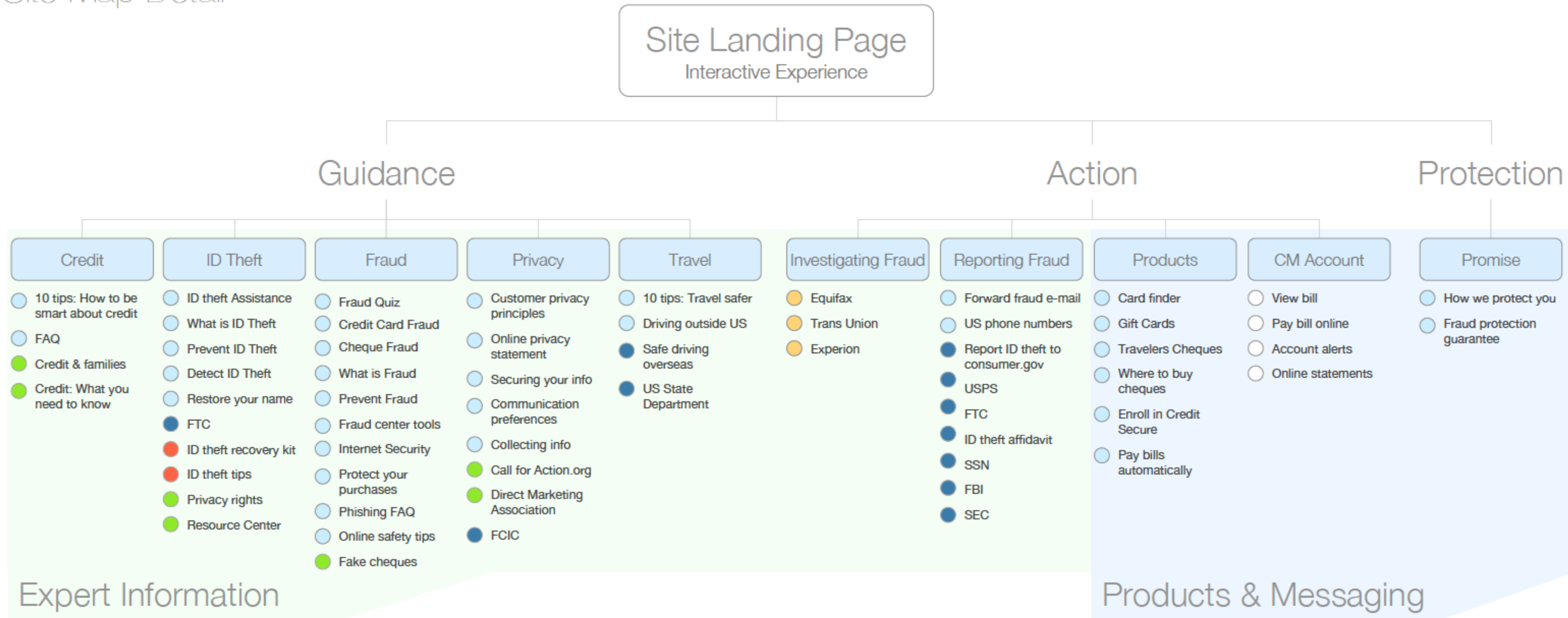
BY SEPARATING CONTENT ABOUT US
FROM CONTENT ABOUT CONSUMERS

BECAUSE we want to be a trusted source of information about fraud,

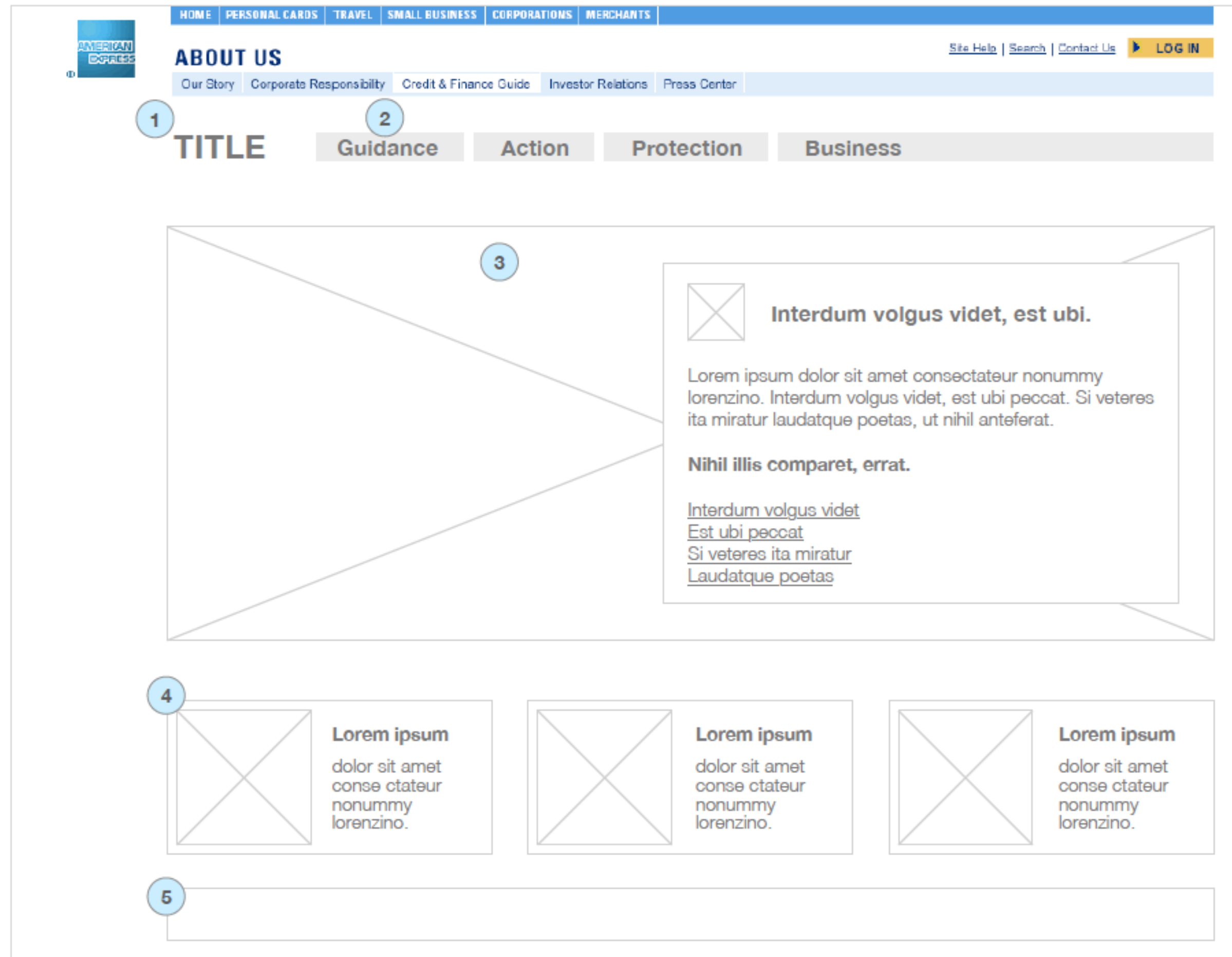
we will ORGANIZE our content so that consumers can gain awareness and take actions

BY acknowledging the difference between content about us and our products, and content about consumers and the law.





Page Layout



Notes

- 1 Title
- 2 Main site navigation. Follows 4 main content categories from site map.
- 3 Interactive viewport. Provides user friendly access to Guidance content.
- 4 Timely Content. Breaks out most searched for content from Action and Protection categories.
- 5 Footer



ABOUT US

"CREDIT GUIDE"

Info & Advice Steps you can take How we protect you For Business



Recognizing Fraud

Fraud can be committed in a variety of ways, even against the most savvy of consumers. American Express is committed to preventing fraud and helping educate customers on ways to protect themselves from fraudulent activity.

Learn more about:

- [Credit Card Fraud](#)
- [Identity Theft](#)
- [Internet Security](#)
- [Cheque Fraud](#)
- [Merchant Fraud](#)
- [Phishing](#)



Lorem Ipsum Dolore →
Lorem ipsum dolor sit amet con
seqtetur lorem sit amet.

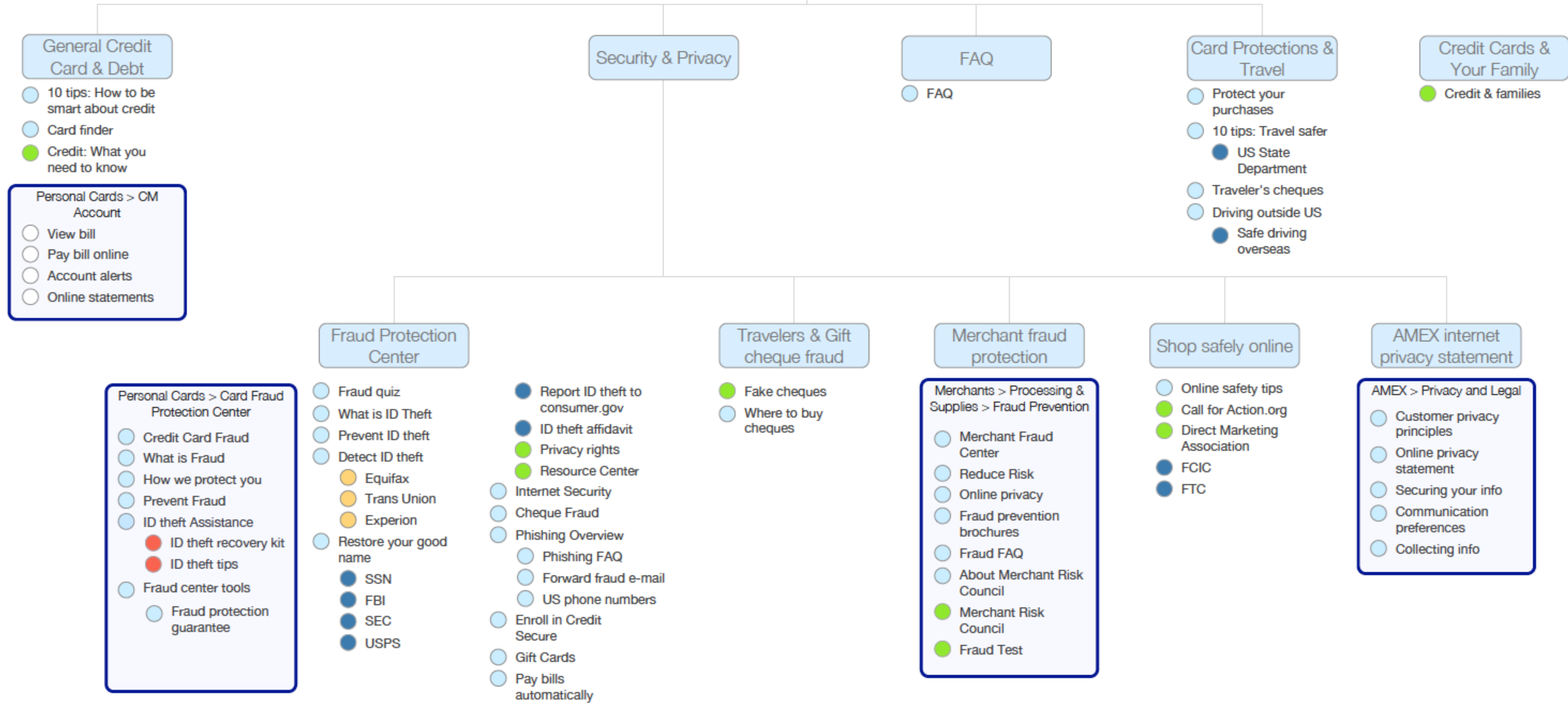


Lorem Ipsum Dolore →
Lorem ipsum dolor sit amet con
seqtetur lorem sit amet.



Lorem Ipsum Dolore →
Lorem ipsum dolor sit amet con
seqtetur lorem sit amet.

Consumer Resources



Personal Cards > CM Account

- View bill
- Pay bill online
- Account alerts
- Online statements

Personal Cards > Card Fraud Protection Center

- Credit Card Fraud
- What is Fraud
- How we protect you
- Prevent Fraud
- ID theft Assistance
 - ID theft recovery kit
 - ID theft tips
- Fraud center tools
 - Fraud protection guarantee

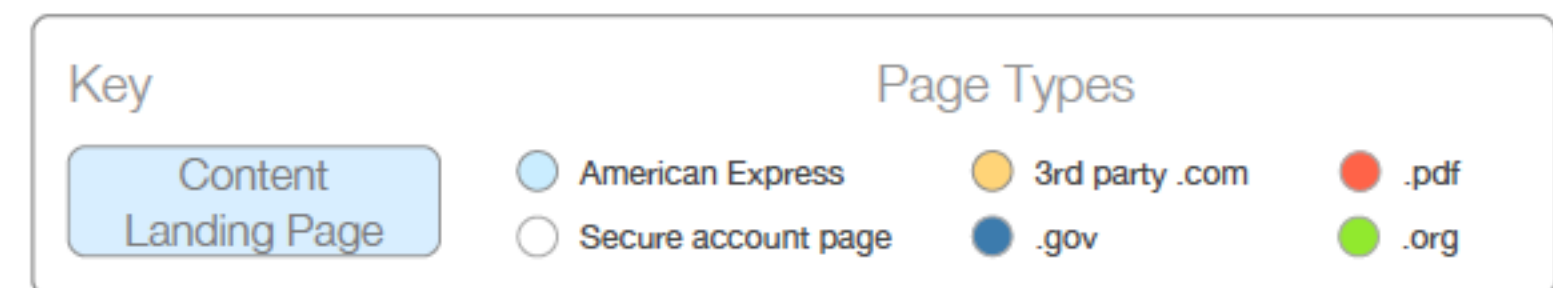
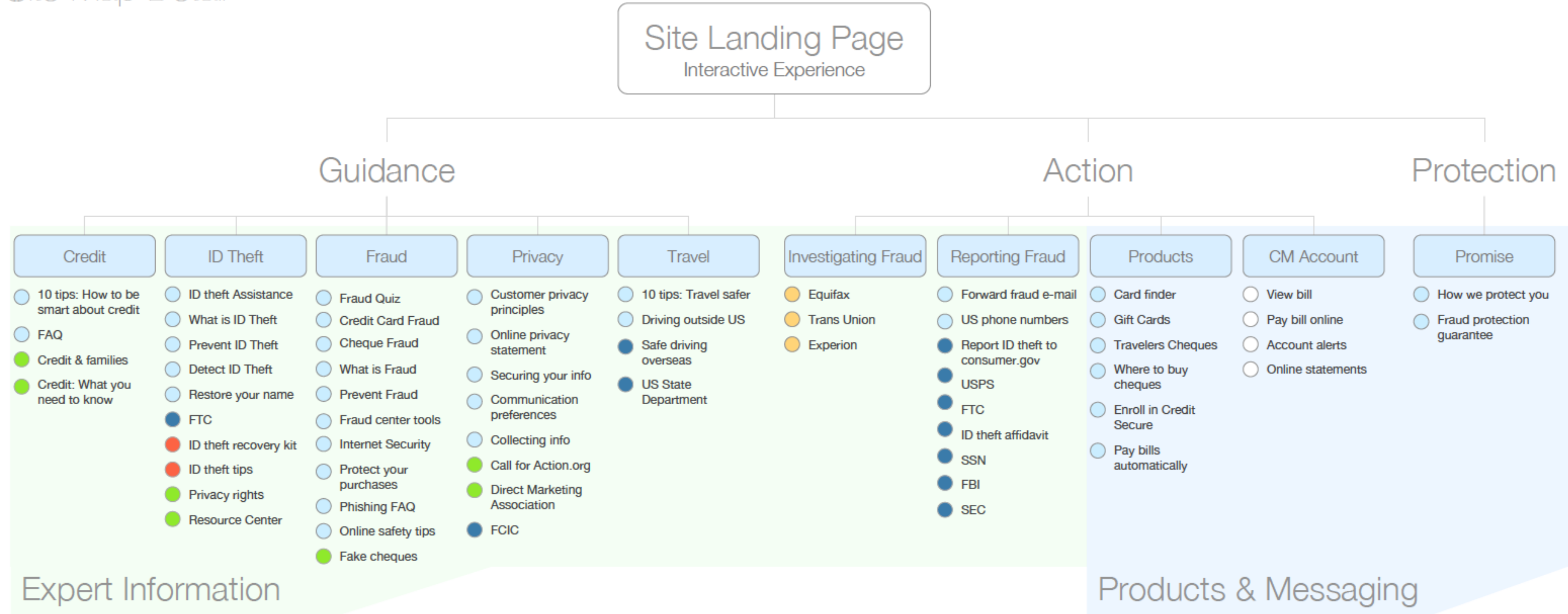
Key

Content Landing Page

AMEX Content Located Outside Consumer Resources

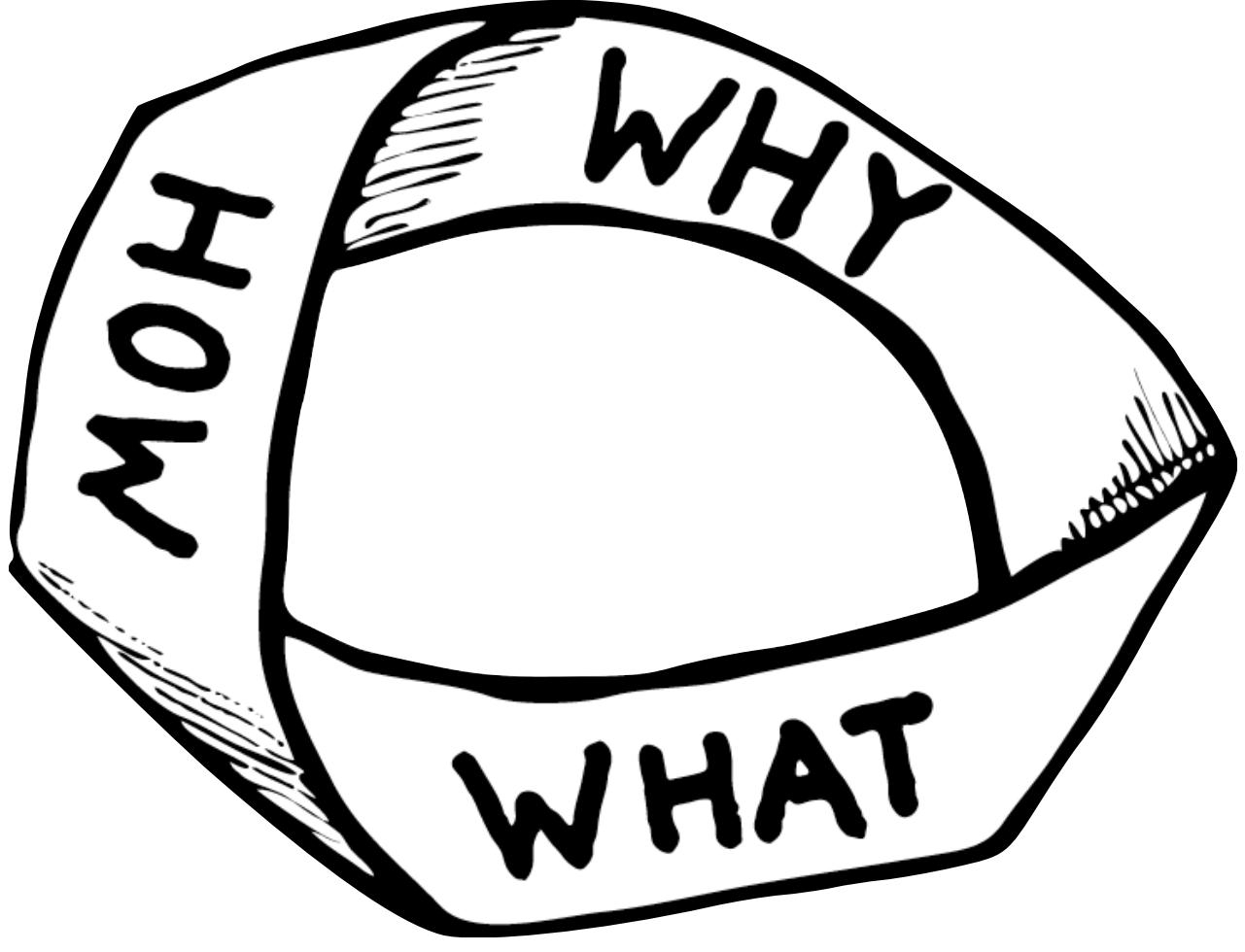
Page Types

- American Express
- Secure account page
- 3rd party .com
- .gov
- .pdf
- .org



“This is the most beautiful
content map I’ve ever seen.”

-Client



THANK YOU.

QUESTIONS?

PLEASE CONTACT:

SHAWN KARDELL
UX DIRECTOR, MIRUM
SHAWN.KARDELL@MIRUMAGENCY.COM | @SKARDELL