

# The user-centered redesign of IdentityTheft.gov

an 18F blog excerpt

BY MELODY KRAMER,  
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I first came across the redesigned **IdentityTheft.gov** on Reddit, of all places. Someone had posted a link to the Federal Trade Commission (FTC) newly redesigned site [<http://www.identitytheft.gov>] and wrote:

*“I hope this never happens to any of you as the entire thing can be really stressful. The identitytheft.gov website is a true breath of fresh air...You can talk to an actual person. They also have this extremely easy wizard to click through your situation and it will auto-generate a “Recovery Plan” including dispute letters, steps to contact law enforcement, putting credit freezes, and basically protecting yourself. It also explains your rights pretty well too.”*

I visited the site, and completely agreed. Not only was **IdentityTheft.gov** well-written and easy to understand, it was also clearly designed with end users in mind: the site takes people through a series of clear, well-designed steps that ensure they’ve completed the necessary steps if they are the victims of identity theft.

Read the full blog post, at <https://18f.gsa.gov/2016/05/24/the-user-centered-re-design-of-identitytheft-gov/> which includes a Q&A with two members of the **IdentityTheft.gov** team, who led the design and content of the site.

## 18F

is an office within the General Services Administration (GSA) [<https://www.gsa.gov>] that collaborates with other agencies to fix technical problems, build products, and improve how government serves the public through technology. 18F is part of the Technology Transformation Services, which is within the Federal Acquisition Service.



## IdentityTheft.gov

is a one-stop online resource for anyone who has been a victim of identity theft. Developed by the Division of Consumer and Business Education (DCBE) within the Federal Trade Commission’s Bureau of Consumer Protection and prime contractor **Leidos**, the website received **more than 500,000 identity theft reports** in its first year of operation. In 2017, Nat Wood, the Associate Director of DCBE, and the **IdentityTheft.gov** development team were honored as **finalists for the Samuel J. Heyman Service to America Medals**.