



# Fact Sheet

September 22, 2009

## USCIS.gov ‘Where to Start’ A More Customer-centric Homepage

### Background

On June 25, President Obama announced that in the next 90 days USCIS would launch a vastly improved USCIS.gov public website to help customers navigate the immigration system and remain up-to-date regarding their case status. USCIS has committed to delivering on this promise by incorporating both internal and external stakeholder feedback.

### New to Our Website?

Based on feedback we received from focus groups, usability tests and public surveys, the redesigned USCIS.gov website is more customer-centric, providing users with a “one-stop shop” for immigration services and information.



A new function on the homepage includes the ‘Where to Start’ tool, offering customers the ability to find information based on the status they hold and the benefit or information they seek.

Before the redesign, customers described using the USCIS website as “frustrating” and “hard to navigate.” The new ‘Where to Start’ tool, located on the top left of the homepage, allows for easy, direct navigation to information.

By clicking on the first drop down menu, customers have the opportunity to choose who they are from a number of options, such as, “I am...

- ...a green card holder”
- ...a U.S. citizen”
- ...a refugee”
- ...an employer” etc.

After selecting who they are, clicking on the second drop down menu allows them to select what they want to do, for example, “and I want to...

- ...become a permanent resident”
- ...bring my fiance to the United States”
- ...work in the United States”
- ...learn more about E-Verify.”

The ‘Where to Start’ tool will take users to the information they want, without having to search the entire website.