



Entry Form 2017 Annual Awards for Program Excellence

Entry Deadline: Thursday, June 15, 2017, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

2017 NCSHA Annual Awards for Program Excellence
Wisconsin Housing and Economic Development Authority (WHEDA)
Management Innovation | Technology
Find a WHEDA Lender Web Application

Overview

WHEDA's Find a Lender web app helps potential home buyers find a participating lender in their community. It is one of the first steps in getting a WHEDA mortgage. The old version of the web app was outdated and difficult to use. The link to the app would send a user away from wheda.com to an application site with a completely different color scheme and design. Furthermore, the application wasn't mobile compatible. Currently over 80% of WHEDA web traffic which is generated from mobile devices.

Design Goals

A tool is only helpful if it can be effectively used. The old web app was not user friendly and did not fit WHEDA brand standards. The primary goal for the redesigning the Find a Lender App was usability and making sure all content was up-to-date. Key project requirements also included a clean, modern interface, contained within our primary website that conformed to our current brand identity.

The Marketing team worked with the IT and the Single Family teams to determine what information users were looking for, what platforms (Windows, iPhone, Android, Mac, etc.) to support, and setup standards to maintain the app long-term.

The web app used an innovative approach so that it could reside inside our website framework. This approach alleviated the need for users to leave wheda.com to access the application. An iframe to display the app was used so that it could be maintained by our internal web developers, but still have full access to our website headers, menus and navigation.

Usability Testing

The internal web developers worked with our web designer to create a prototype version of the app, and began testing its usability. The tests gave subjects a list of tasks to accomplish, generated from real-world usage from various types of users for the app.

Using an app called Viewport (which is free on the Mac App Store), each testing session was recorded, capturing both the screen, and the participant. This helped revise the design, and introduce key features that were missing from the old version, including a reset button, and the preference to see all programs offered as a "yes/no" for every lending partner.

As new features were incorporated, new subjects tested the app, eventually leading to the final design and implementation of the app.

Results

The web app was updated within a short timetable. The process started in February 2017 with a goal of having the app in place ahead of the 2017 spring consumer home buying campaign. The project was completed ahead of schedule with the new version of the app being launched on March 17, 2017.

App usage has more than doubled since the launch. Additionally, the bounce rate (the percentage of users who access a page and then immediately leave) fell from 60% of users to 7% of users.

The scope, development and execution of the new Find a Lender App was completed using all internal resources.

The immediate benefit of updating the Find a Lender app has been dramatically increased traffic, but WHEDA also starting to see a corresponding increase in lender contact and mortgages closed, as our Single Family team is set for a record year.

Summary

Potential home buyers now have a new, easy-to-use Find a WHEDA lender web application that resides within wheda.com. The new, mobile compatible tool has become a vital resource for our housing partners as well as home buyers. Further, the project has created a new internal process and standard for future web application updates on wheda.com.

Visual aids provided

The attached provides screen shots of the old application vs. the new application.



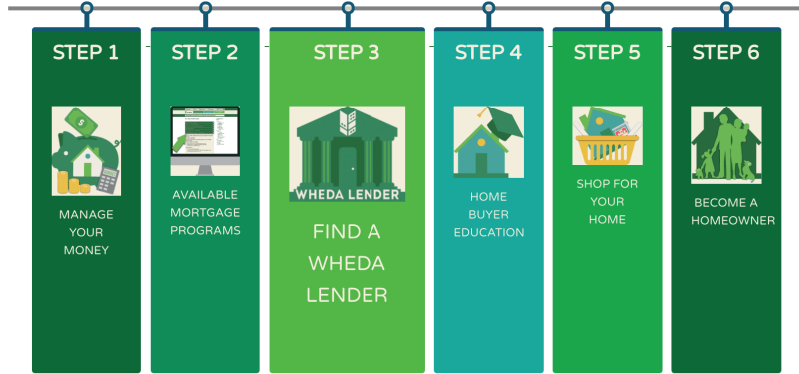
HOMEOWNERSHIP & RENTERS

LENDING PARTNERSHIPS

DEVELOPERS & PROPERTY MANAGERS

HOME / HOMEOWNERSHIP & RENTERS / HOME BUYERS / GETTING STARTED / FIND A WHEDA LENDER

Six Steps to a WHEDA Loan



Buying a home is one of the biggest, most exciting decisions you'll ever make. Let WHEDA guide you toward your future home.

Our mortgage lender partners look at your monthly income, credit history and debt level to qualify you for a WHEDA loan that best fits your needs.

Find a WHEDA Lender

WHEDA offers several different options for mortgages! Use our Find a WHEDA Lender tool to help you find one of our lending partners for a Conventional Mortgage, First-Time Home Buyer (FTHB) Mortgage, Federal Housing Administrated (FHA) Mortgage, or the WHEDA Tax Advantage (MCC) program⁽¹⁾.

⁽¹⁾Only certified lenders can offer the Tax Advantage, so use the contact information listed for a participating lender.

Instructions

You can search for a lender/bank by typing a name or keyword into the search bar below. Alternatively, you can search within a specific county or city in Wisconsin. Once your search results are displayed, you can filter your results alphabetically, by county, or by city. To start a new search, click the reset button.

Search for a Lender/Bank [input] Search

Search by County: [dropdown] Search by City: [dropdown]

Homeownership & Renters

- Home Buyers
 - Getting Started
 - Manage Your Money
 - Find a WHEDA Lender
 - Available Mortgage Programs
 - Home Buyer Education
 - Shop for Your Home
 - Become a Homeowner
 - Foreclosed Homes
 - Home Buyer Resources
- Homeowners
 - Make a Payment
 - My Loan Online
 - Tax Info and Online Disclosures
 - Foreclosure Prevention
 - Existing Homeowner Loan Programs
 - Contact a Servicing Professional
 - WHEDA Mortgage FAQs
 - Homeowner Resources
- Renters
 - Find an Apartment
 - Rental Assistance Information
- Real Estate Agents
 - REO Listings
 - Become a WHEDA REO Agent
- Glossary



ABOUT
 Mission, Vision, & Values
 Executive Director
 Members of the Board
 Annual Report & Financials
 WHEDA Foundation
 Transform Milwaukee
 Events
 Careers
 Press Room

WORKING WITH WHEDA
 Requests for Proposal
 Code of Ethics
 Travel Policy for Consultants
 Ethics Hotline FAQs
 Access to Public Records

WEBSITE HELP
 Sitemap
 Glossary
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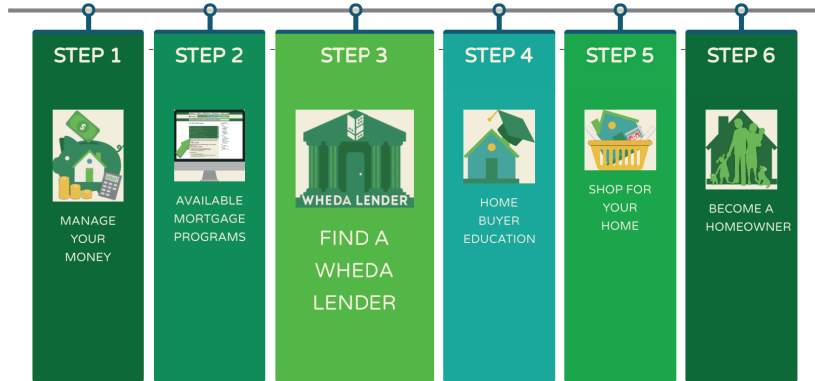
HOMEOWNERSHIP & RENTERS

LENDING PARTNERSHIPS

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

community

Filter by County: Filter by City:

* Indicates a state-wide lender.

C **COMMUNITY FIRST BANK BOSCOBEL**
 925 WISCONSIN AVE BOSCOBEL, WI 53805 (GRANT)
<http://www.cfbank.com>

First-Time Home Buyer: Yes
 Conventional Mortgage: Yes
 FHA Advantage: No
 Tax Advantage: No

COMMUNITY FIRST BANK BOSCOBEL
 101 N WISCONSIN AVE MUSCODA, WI 53573 (GRANT)

Homeownership & Renters

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 - Rental Assistance Information
- Real Estate Agents
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C

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925 WISCONSIN AVE BOSCOBEL, WI 53805 (GRANT)
<http://www.cfbank.com>

First-Time Home Buyer: Yes
Conventional Mortgage: Yes
FHA Advantage: No
Tax Advantage: No

COMMUNITY FIRST BANK BOSCOBEL
101 N WISCONSIN AVE MUSCODA, WI 53573 (GRANT)
<http://www.cfbank.com>

First-Time Home Buyer: Yes
Conventional Mortgage: Yes
FHA Advantage: No
Tax Advantage: No

COMMUNITY FIRST BANK BOSCOBEL
1200 SEXTONVILLE RD RICHLAND CENTER, WI 53581 (RICHLAND)
<http://www.cfbank.com>

First-Time Home Buyer: Yes
Conventional Mortgage: Yes
FHA Advantage: No
Tax Advantage: No

COMMUNITY FIRST BANK BOSCOBEL
115 MAIN ST REEDSBURG, WI 53959 (SAUK)
<http://www.cfbank.com>

First-Time Home Buyer: Yes
Conventional Mortgage: Yes
FHA Advantage: No
Tax Advantage: No



D

DMB COMMUNITY BANK
321 N MAIN ST DE FOREST, WI 53532 (DANE)
<http://www.deforestbank.com>

First-Time Home Buyer: Yes
Conventional Mortgage: Yes
FHA Advantage: No
Tax Advantage: No

F

FIRST COMMUNITY BANK
202 MERCHANT ROW MILTON, WI 53563 (ROCK)

First-Time Home Buyer: Yes
Conventional Mortgage: Yes
FHA Advantage: No
Tax Advantage: No