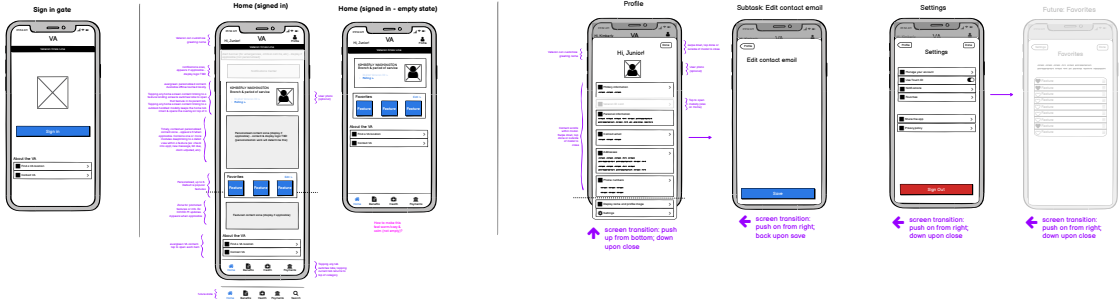


V1a - profile in nav bar, actions & subtasks in overlays



Issues:

- potential fat-finger/overlap between FAB & pagination

Questions:

- How to make sure crisis line isn't the first thing read on every screen?
- Is the FAB discoverable & accessible enough for simple/list-level primary actions?

Strengths:

- Meets all business criteria
- permanent, personalized homescreen pieces (personal summary, greeting)
- adheres to MBP, uses known UI pattern for global navigation
- User can tell where they are at all levels (tab bar, descriptive back button labels, differences in density of info between levels)
- Room for different levels of summary based on timeliness & urgency (home v category)

Differences between v1a & current app

IA:

- New top level category: payments
- New top level category name: benefits (formerly claims)
- New location for profile, settings
- Change of category for items previously in profile (now in home, benefits, payments)

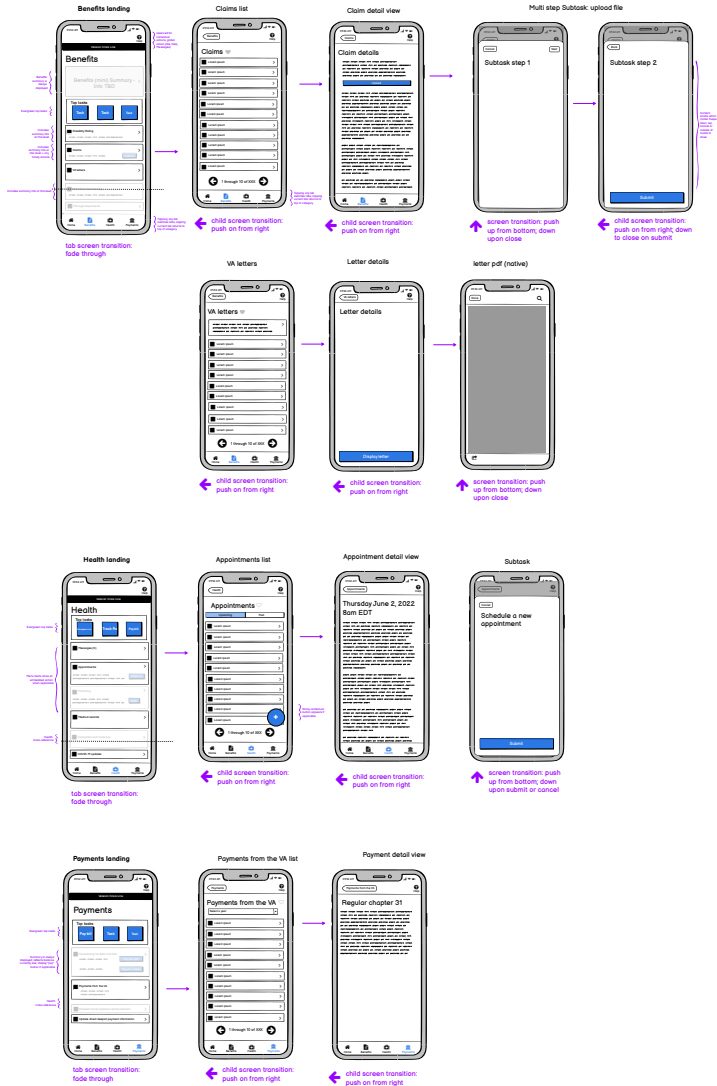
Nov UI

New screen treatments:

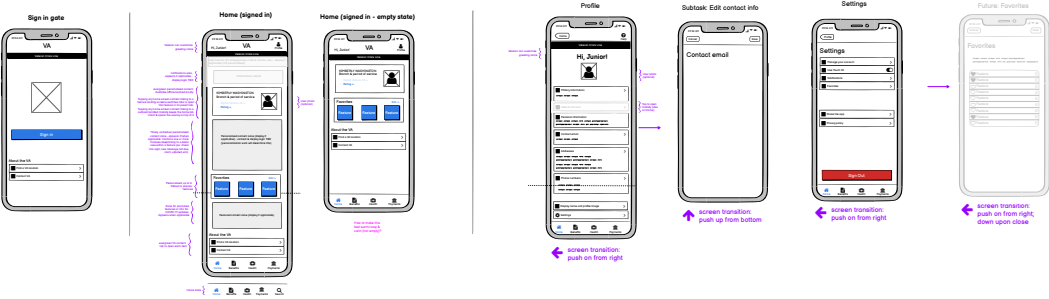
- Home Screen with zones for evergreen content, featured content, personalization (bubbling up actions, pinning favorite features)
- Category screen (summarizing info & bubbling up actions)
- Overlay interaction for ephemeral/action screens

Wayfinding:

- Tab bar appears on all the non-task pages in the hierarchy (allowing users to quickly get home in a tap)
- Back buttons have descriptive labels
- Visual difference between home, category & feature landing levels to communicate where a user is in the hierarchy
- Introduces vertical screen transitions, using transition direction to communicate where a user is in the hierarchy
- Introduces the idea of & placement for global/contextual actions (ex: Help)



V1a ALT - profile in nav bar; profile, actions & subtasks in modals



Issues:

none

Questions:

How to make sure crisis line isn't the first thing read on every screen?

Strengths:

- Meets all business criteria
- permanent, personalized homescreen pieces (personal summary, greeting)
- adheres to MBP, uses known UI pattern for global navigation
- User can tell where they are at all levels (tab bar, descriptive back button labels, differences in density of info between levels)
- Room for different levels of summary based on timeliness & urgency (home v category)

Differences between v1a & current app

1A.

- New top level category: payments
- New top level category name: benefits (formerly claims)
- New location for profile, settings
- Change of category for items previously in profile (now in home, benefits, payments)

Nav UI

New screen treatments:

- Home Screen with zones for evergreen content, featured content, personalization (bubbling up actions, pinning favorite features)
- Category screen (summarizing info & bubbling up actions)
- Overlay interaction for ephemeral/action screens

Wayfinding:

- Tab bar appears on all the non-task pages in the hierarchy (allowing users to quickly get home in a top)
- Back buttons have descriptive labels
- Visual difference between home, category & feature landing levels to communicate where a user is in the hierarchy
- Introduces vertical screen transitions, using transition direction to communicate where a user is in the hierarchy
- Introduces the idea of & placement for global/contextual actions (ex: Help)

