

NATIONALMI.COM
WEBSITE REDESIGN

05





CONSOLIDATED
DESIGN DIRECTIONS
NATIONALMI.COM

1. HOMEPAGE

1. “Innovating with intelligence” is a great brand metaphor which could further be explored in the new site.
2. Carousel acts as the face of the website. It must promote the priorities of the National MI brand through well-designed thematic banners for Covid19 update, Why National MI, Learn Today Lead Tomorrow and Open-Doors MBA.
3. Each banner within the carousel must have enough registration time.
4. The carousel must have the standard indicator (dots) to communicate total number of banners and, which banner is the user currently seeing.
5. Human faces should be used throughout the site, especially in the homepage. Human faces can elicit emotional responses to establish strong emotional connect with end users and creates the all-important first impression about the website.

A testimonial of a happy customer reinforces brand authenticity. By looking at the facial expressions, users can discover the positive aspects of the product.

Often, users follow the direction of vision of the eyes of a face and get cue about the path they should follow for a smooth navigation through the website. If the eyes of the face point towards the scrolling feature, users would know that it is what they should pursue. Similarly, eyes can look at some other navigational features that ensure that users have a pleasing experience on the website.

3. Homepage will have the following content in this order: Rate GPS, Underwriting Guidelines, Training & Resources, Contact Us, About Us, In the News [a combination of Press Releases and News items]. The placement of content areas between Carousel and footer, would reflect decreasing order of importance and usage concern.
4. The homepage content should be :
 - **RATE GPS**
Get Rate GPS pricing via our website and mobile app. With just a few additional fields to enter (including your Master Policy number), you will secure a quick and easy rate quote for your borrower, as you’ve come to expect from National MI.
Just print or save the rate quote PDF in the loan file, it’s that easy.
Get a Rate Quote now! 
 - **UNDERWRITING GUIDELINES**
Put National MI TrueGuide® (Link to PDF) to work for you – and take the clear path to quickly closing more loans.
Our expanded AUS and Non-AUS underwriting guidelines offer straightforward solutions.
Now it’s easier to keep your loans on track.
Learn more 
 - **Training & Resources**
We know the mortgage space is a complex and constantly evolving industry. National MI strives to help with the ever-changing needs and questions of our customers through our wide range of helpful resources tailor made and maintained with your needs in mind. Learn more 
 - **Contact Us**
Either from your Sales Advisor or our award-winning Solution Center Team, National MI is prepared and dedicated to assisting with any questions you may have. We offer many methods of contacting us and look forward to hearing from you now. 
 - **Our Story**
National MI began with a promise to restore trust in the mortgage industry. We are keeping that promise. We move MI forward through innovation, take a straightforward approach to both our products and practices to ensure lenders’ confidence in the loans they place with us, and treat every customer as if they are our only customer.
 - **IN THE NEWS**
Press Releases | News Items

CONTENT AREAS IN THE HOMEPAGE	
A	<div>GLOBAL NAVIGATION MENU [HOME LENDERS SERVICERS TRAINING TOOLS FORMS & SERVICES INVESTORS ABOUT US]</div> <div>GLOBAL UTILITY MENU [GET A QUOTE NOW AXIS LOGIN OUR VALUES CONTACT US]</div>
B	<div>CAROUSEL [LEARN TODAY LEAD TOMORROW COVID19 UPDATE WHY NATIONAL MI OPEN DOOR]</div>
1	<div>RATE GPS Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nunc erat, eleifend in pharetra quis, euismod quis neque. Cras in eros eget dolor iaculis bibendum et eu purus. Sed tincidunt lobortis mi, ac tristique nulla pellentesque vitae. Sed volutpat accumsan quam, faucibus hendrerit nunc efficitur ac.. Get a Rate Quote now!</div>
2	<div>UNDERWRITING GUIDELINES Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nunc erat, eleifend in pharetra quis, euismod quis neque. Cras in eros eget dolor iaculis bibendum et eu purus. Sed tincidunt lobortis mi, ac tristique nulla pellentesque vitae. Sed volutpat accumsan quam, faucibus hendrerit nunc efficitur ac.. Learn more... Trueguide... Bulletins... Take the Clear path</div>
3	<div>TRAINING & RESOURCES We know the mortgage space is a complex and constantly evolving industry. National MI strives to help with the ever-changing needs and questions of our customers through our wide range of helpful resources tailor made and maintained with your needs in mind. Learn more... MI U – Training Resources... Loan Officer's Resources... Millennial Resources... Master Policy Resources... MI Cancellation... PMIERS Resources... TRID Resources...</div>
4	<div>CONTACT US Either from your Sales Advisor or our award-winning Solution Center Team, National MI is prepared and dedicated to assisting with any questions you may have. We offer many methods of contacting us and look forward to hearing from you now. Learn more... [Dropdown for various reasons and once a reason is selected, users should see the contacts for the responsible department and a link, following which he/she could send email to that department.] Sales directories... Sales Advisor online locator... Solution Center contact Investor Relations Press Contacts Servicing[Contact Form]</div>
5	<div>ABOUT US National MI began with a promise to restore trust in the mortgage industry. We are keeping that promise. We move MI forward through innovation, take a straightforward approach to both our products and practices to ensure lenders’ confidence in the loans they place with us, and treat every customer as if they are our only customer. Learn more... PPCC... Social Responsibility Diversity Video</div>
6	<div>IN THE NEWS [This section would encompass Press Releases and News items. First item would have 2 sentence description with thumbnail image and more link. Rest 3 items will have only the headline as link. Each story must have a date. All items should be listed reverse sorted by date [most recent one first]] Media and Press contacts More Press Releases... More News Clips...</div>
C	<div>FOOTER [COPYRIGHT PRIVACY POLICY TERMS OF USE CAREERS LINKEDIN TWITTER FACEBOOK]</div>

2. NAVIGATION

1. While redesigning National MI site navigation, a complete overhaul of global navigation menu may shock the faithful audience. Just the necessary corrections of site navigation are recommended. Contents must be divided into global navigation menu, global utility menu and footer.

2. A limited number of high-level sections in the global navigation menu make the respective second level menus quite deep. Thus, each section has a large drop-down menu that causes increased cognitive load and questions user’s motor skills. Global navigation menu should have a greater number of high-level sections to reduce the depth of subsequent submenu.

3. An active section in the global navigation menu must be visually differentiated from other inactive sections to keep user informed about his/her current location in the site.

4. The menu, in mobile breakpoints, must look and behave like a standard hamburger menu should. It should not burden the user with any unwanted surprises or interaction challenges.

5. User usually sees one section at a time. The menu, in mobile breakpoints, must let user expand a single section of the hamburger menu at a given point in time.

6. The breadcrumb trail must start with the highest level of navigation and depict the exact path user traverses to reach a page.
7. A section’s name must remain unchanged in navigation menu, breadcrumb trail, and page header.

8. Each link in the navigation menu must be unique. No link should be repeated across multiple subsections.

9. Each link in the navigation menu /submenu must have a unique page as a target. If the navigation submenu has links for multiple resource repositories, there should be separate resource repository pages for each link.

10. Currently, a click/tap on a few submenu links opens a PDF document in the same page without any navigation.

As a short-term solution, those links should have PDF icons next to them to communicate that it is not another web page. PDF document may open in the same window but, the window must have navigation, header, breadcrumb, footer etc. to keep user informed.

In the long run, these PDFs should be converted to web pages or online forms and continue to appear in the same window. National MI should regroup/re-cluster its resources under the overarching Resources section .

11. The items under Resource menu must be broken into 3 separate sections:
 - Forms and resources
 - Tools
 - Training
12. Like all other sites, the navigation menu should have a dedicated Training section to feature contents from current MI U –Training Resources.

13. Move Careers to Footer and move Contact Us from current About us to the global utility menu.

14. The footer must be a crisp and short menu of secondary functionalities.

15. The high-level construct for site navigation should be:
 - Global navigation menu
[Home | Lenders | Servicers | Training | Tools | Forms & Services | Investors | About Us]
 - Global utility menu
[Rate GPS | AXIS | Our Values | Contact Us]
 - Footer
[Copyright | Privacy Policy | Terms of Use | Careers | LinkedIn | Facebook | Twitter]

GLOBAL SITE MAP: PROPOSED

GLOBAL UTILITY MENU : A2

GET A RATE QUOTE (1) <div>1. Rate GPS page</div>	AXIS (1) <div>1. AXIS login page</div>	OUR VALUES (4) <div>1. PPCC 2. Social Responsibility 3. D, I & E 4. Core Values</div>	CONTACT US (2) <div>1. Sales Advisor Locator 2. Sales Directory Form</div> <div>CONTACT US – MAYBE (2)<ul style="list-style-type: none">Form submission confirmationThank you</div>	Search (1) <div>SEARCH(1)<ul style="list-style-type: none">Search Results</div>	UNKNOWN FOR SITE MAP (11) <ul style="list-style-type: none">Application MaintenanceAXIS Thank YouAXIS will be back soon”Protected: Click, Run, Score!Generate PDFProtected: Congratulations
Print icon					

GLOBAL NAVIGATION MENU: A1

<div>LENDERS (11)</div> <div>Lenders home</div> <div>1. Loan Officer<ul style="list-style-type: none">Products & RatesNational MI vs. FHAWhy Mortgage Insurance?Affordable Lending MythsMI Cancellation</div> <div>2. Underwriter<ul style="list-style-type: none">Underwriting OptionsDelegated UnderwritingNon-Delegated UnderwritingTake the clear pathUnderwriting GuidelinesKey Underwriting Matrices</div> <div>LENDERS – MAYBE (9)<div>Loan officer ><ul style="list-style-type: none">Affordable Lending ProgramsATR ConfidentAbout AXIS OnlineDelegated LendersGetting into a Home SoonerHow We Do ItLoan Officer Resources</div><div>Underwriter ><ul style="list-style-type: none">Ellie Mae Encompass Lender Video for National MIRefinance Certificate Change</div></div>
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GLOBAL FOOTER:

Copyright	Privacy Policy	Terms Of Use	Careers	LinkedIn	Twitter	Facebook
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CAREERS- MAYBE (1)

- Diversity and Inclusion

73 ORPHANS FROM
MASTER XLS SITE MAP

3. PAGE CONTENT & LAYOUT

1. National MI's innovative and distinguishable features should be easy to find. This would add a competitive advantage over other Mortgage Insurance companies.

2. National MI's value proposition must be worthy of a financially strong, investment-grade-rated company with a low statutory risk-to-capital ratio who are in full compliance with the Private Mortgage Insurer Eligibility Requirements. The site should reflect the following in a retainable manner:

1. Service: People (Sales, Solutions Center, Director of Risk Operations, Leadership) Everyone strives to be the best in their field of expertise. National MI department teams are unparalleled in their service to internal & external clients.

2. Best Terms of coverage: Master Policy, Rescission Relief, Sensible Servicing

3. Innovative in technology stack: AXIS, Rate GPS, external technology partners

3. Each page must have a single page header

4. All second level pages must follow the same GUI framework.

5. Theme banner images for each second level pages should be minimal, thematic and of the same size. These must provide necessary visual recall.

6. Second level pages should not have any contextual menu column in the right side of the page.

7. Second level pages with many sections must have the accordion mechanism to collapse and expand sections.

8. Second level pages with many small links need appropriate clustering for better recognition rather than recall.

9. Currently, the content for "Resources" has 9 accordions under one long page. There should be 4 separate pages for"

• Rate Sheets

• Underwriting Guidelines

• Non-delegated & Delegated Information

• Sales Directories

The other 5 areas should should be deleted or moved other other individual pages appropriate to their content areas:

• Informational Resources (Duplicates links from elsewhere in the site)

• Refund Schedules (Duplicates links from elsewhere in the site)

• Master Policy & MI Applications (Duplicates links from elsewhere in the site) Underwriting Guidelines Archive (Move to Lenders home)

• Servicing Resources (Move to Servicing home)

8. Events & Presentations page should use Accordion to nest contents under various categories but still provide user the option to collapse/expand sections.

9. In the Company Overview page, the statement "National MI is offering the best terms of coverage" has enormous potential. It must be supported by tangible and comparable data.

10. The Analyst Coverage page must feature analysis on topics such as earnings or revenue estimates of NMIH. This page could also feature external link of relevant analysis!

11. In the Stock Information page, substantially detailed graph of NMIH stock price must have the standard controls for monthly/weekly/daily views and date-wise price tracking. Standard information such as EPS and Market capitalization must also feature in the graph.

12. In the Stock Information page, Links for important market news on the NMIH stock must feature in Stock Information page.

13. In MI University Training Resources page, promotional information on important speakers should either be communicated through the homepage carousel or should be blended inside the subsequent sections.

14. In Training page, course names and respective descriptions should be clustered together, and each course should be presented as accordion.

15. Job Openings should be separate section. Instead of repeating My Account twice, only Login should be a hyperlink. The login panel may appear as pop-up, but it should never cover the entire job listing table.

6

3. PAGE CONTENT & LAYOUT

This 5-stage consolidated recommendation should be followed:

- **Identification of content areas** involved UX research techniques such as Heuristic Evaluation, Competitive benchmarking and understanding stakeholder vision.
- **The placement of content areas** between Carousel and footer, reflect decreasing order of importance and usage concern.
- **Mobile-first** philosophy refers to designing an online experience for mobile before designing for desktop web or any other device. As the name suggests, it mandates that we start the design from the mobile end (breakpoint 01) which has more restrictions, then expand its features to create a tablet or desktop version (breakpoint 02 and 03).
- **Breakpoints** consider graceful scale up/down of all content areas within the device canvas even if orientations could also change. We have shown how the identified content areas would be placed in the Homepage in 3 breakpoints.
- **Layout and navigation change** based on Device specific breakpoints. Only breakpoint 03 supports multi-column layout and has an explicit Global navigation menu. Other breakpoints have single-column layout and standard hamburger menu for global navigation.

High-level Visualization of NationalMI.com homepage

CONTENT AREAS IN THE HOMEPAGE	
A	<div><div>GLOBAL NAVIGATION MENU [HOME LENDERS SERVICERS TRAINING TOOLS FORMS & SERVICES INVESTORS ABOUT US]</div><div>GLOBAL UTILITY MENU [GET A QUOTE NOW AXIS LOGIN OUR VALUES CONTACT US]</div></div>
B	CAROUSEL [LEARN TODAY LEAD TOMORROW COVID19 UPDATE WHY NATIONAL MI OPEN DOOR]
1	<div><div>RATE GPS Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nunc erat, eleifend in pharetra quis, euismod quis neque. Cras in eros eget dolor iaculis bibendum et eu purus. Sed tincidunt lobortis mi, ac tristique nulla pellentesque vitae. Sed volutpat accumsan quam, faucibus hendrerit nunc efficitur ac.. Get a Rate Quote now!</div></div>
2	<div><div>UNDERWRITING GUIDELINES Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nunc erat, eleifend in pharetra quis, euismod quis neque. Cras in eros eget dolor iaculis bibendum et eu purus. Sed tincidunt lobortis mi, ac tristique nulla pellentesque vitae. Sed volutpat accumsan quam, faucibus hendrerit nunc efficitur ac. Learn more... Trueguide... Bulletins... Take the Clear path</div></div>
3	<div><div>TRAINING & RESOURCES We know the mortgage space is a complex and constantly evolving industry. National MI strives to help with the ever-changing needs and questions of our customers through our wide range of helpful resources tailor made and maintained with your needs in mind. Learn more... MI U – Training Resources... Loan Officer's Resources... Millennial Resources... Master Policy Resources... MI Cancellation... PMIERs Resources... TRID Resources...</div></div>
4	<div><div>CONTACT US Either from your Sales Advisor or our award-winning Solution Center Team, National MI is prepared and dedicated to assisting with any questions you may have. We offer many methods of contacting us and look forward to hearing from you now. Learn more... [Dropdown for various reasons and once a reason is selected, users should see the contacts for the responsible department and a link, following which he/she could send email to that department.] Sales directories... Sales Advisor online locator... Solution Center contact Investor Relations Press Contacts Servicing[Contact Form]</div></div>
5	<div><div>ABOUT US National MI began with a promise to restore trust in the mortgage industry. We are keeping that promise. We move MI forward through innovation, take a straightforward approach to both our products and practices to ensure lenders' confidence in the loans they place with us, and treat every customer as if they are our only customer. Learn more... PPCC... Social Responsibility Diversity Video</div></div>
6	<div><div>IN THE NEWS [This section would encompass Press Releases and News items. First item would have 2 sentence description with thumbnail image and more link. Rest 3 items will have only the headline as link. Each story must have a date. All items should be listed reverse sorted by date [most recent one first]] Media and Press contacts More Press Releases... More News Clips...</div></div>
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Breakpoint 01
Smartphone portrait

A1. Global Utility Menu

Carousel

RATE GPS

UNDERWRITING GUIDELINES

TRAINING & RESOURCES

CONTACT US

OUR STORY

IN THE NEWS

Footer

Breakpoint 02
Smartphone landscape
Tablet portrait

A1. Global Utility Menu

A2. Global Utility Menu

Carousel

RATE GPS

UNDERWRITING GUIDELINES

TRAINING & RESOURCES

CONTACT US

OUR STORY

IN THE NEWS

Footer

Breakpoint 03
Smartphone portrait
Laptop/Desktop

A1. Global Navigation Menu

A2. Global Utility Menu

Carousel

RATE GPS

UNDERWRITING GUIDELINES

TRAINING & RESOURCES

CONTACT US

OUR STORY

IN THE NEWS

Footer

4. INTERACTION DESIGN

1.

Throughout the National MI site, each interaction pattern should be used consistently to avoid usability errors.
2.

Glaring interaction design problems ranging from navigation to affordance to design patterns must be resolved immediately.
3.

National MI site must implement a contemporary and responsive layout.
4.

Each link in the site must have a unique page as target.
5.

Each link for a PDF document in the site should have a PDF icon next to it to differentiate it from web pages. PDF document may open in the same window but, the window must have navigation, header, breadcrumb, footer, etc. to keep user informed.
6.

In the long run, these PDFs should be converted to web pages or online forms and continue to appear in the same window. National MI should regroup/re-cluster its resources under the overarching Resources section.
7.

News, Press release, Bulletin or any other type of content that has strong association with timestamp must have its date of release along with subject line. In a repository, these types of times must always be presented in reverse-sorted order.
8.

If any link within National MI site opens a page outside the site, that link must be annotated by a new window icon [] and the resultant page must open in a new window.
9.

If any content requires user to authenticate himself/herself, that link must be annotated by a lock icon [] and the resultant page must need a login to open in the same window.
10.

Conventional tab patterns and more contrasting color should be used to denote on and off states of the tab, respectively.
11.

To explain a process, each of its steps should be presented sequentially, and all components of that process must be hyperlinks. This will help the user follow and perform the process at the same time.
12.

Actions like “Donate” should be converted as a button to afford better call-to-action. By clicking/tapping this button, the user should be able to start the donation process.

5. VISUAL DESIGN

1.

National MI must graduate to a more contemporary visual design style and complement text with appropriate thematic picture. The content must be well-organized, the interaction patterns must be consistent and font size should be increased slightly throughout the site.
2.

National MI should create and maintain a visual hierarchy that is used to prioritize navigational structures and content, helping lead users to a page/screen's functionality and gives them the right visual cues.
3.

As none of the competitor websites explored utilizing human faces throughout the site, especially in the homepage, National MI could explore using Human faces. These can elicit emotional responses to establish strong emotional connect with end-users and create the all-important first impression about the website.
4.

Each page within the site MUST adhere to the common GUI style, page pattern and navigation pattern.
5.

The background color of the navigation menu must be different from the page color to help user differentiate the expanded menu from the page.
6.

No graphic images should appear as looking like data entry/selection widgets or form elements.
7.





Ideally each icon must be self-explanatory. For every special icon, a legend must mention its meaning.
8.

The infographics or images for the mobile should maintain minimum readable size.
9.

All icons associated with interaction patterns [e.g. Sorting for column, accordion collapse/expand, navigation menu expand etc.] must be consistent throughout the site
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6. THUMB RULES: ACCESSIBILITY

1. As an accessibility best practice, all conversational videos should display the transcript of the conversation to help hearing impaired audience.
2. The color of the hamburger navigation menu and the page is same. So, when the navigation menu is expanded, it blends with the page. This is a serious accessibility issue. The background color of the navigation menu must be different from the page color to help user differentiate the expanded menu from the page.
3. Under the RESOURCES section, multiple sections open different type of content which, is an important accessibility issue.
 1. All sections annotated by  are separate resource repositories and these should open separate resource pages.
 2. As a short-term solution, all sections annotated by  should use pdf icon to communicate that these are PDFs, and these must open in different windows. In the long run, these PDFs should be converted to online forms or pages and users should be able to fill up online and submit.
 3. The section annotated by  should be converted as a subsection  this site.

7. SOCIAL MEDIA EXTENSIONS

1. National MI must reflect its prominent social network extensions. They should be present on other media channels that can raise brand value, as competitors like Arch and Genworth have a lot of social collaborations. And this section needs to be highlighted in the footer of the website.
2. To harness the power of its social extensions, we should think of bringing the site and its extensions together. The National MI site might feature something like CUSTOMER CORNER where the best suggestions, anecdotes, stories would feature in the site. Sometimes the surveys posted at social extensions could feature its summary here.

This CUSTOMER CORNER could act as a great platform to reflect meaningful trends and forge a fantastic bond between National MI and its customers.

8. SEARCH & RESULTS

1. The global search panel should be wide enough to accommodate at least 30 characters without space without horizontal scroll.
2. The pagination control must appear both above and below the search results. There should be a dropdown to help user select the number of results he/she would like to see per page. In the pagination panel, the number that denotes the active page should not be or look like a hyperlink. The numbers denoting inactive pages should be and look like hyperlinks.
3. The search results must be presented as only internal site search results, with . Results that represents content inside the National MI website. Site should not present the results for content outside the National MI website.

NEED CONSENSUS

We need the consensus with the marketing team in finalizing the following decisions to deliver the Design MVP within current 16 WEEKS NationalMI.com website design timeframe,

1. The homepage content

- Rate GPS
- Underwriting Guidelines
- Training & Resources
- Contact Us
- Our Story
- In the News

2. Carousel Banners

It must promote the priorities of the National MI brand through well-designed thematic banners for

- Learn Today Lead Tomorrow
- Covid19 update
- Why National MI
- Open-Door MBA

3. Sitemap and typically High-level construct of site navigation

- Global navigation menu [Home | Lenders | Servicers | Training | Tools | Forms & Resources | About Us | Investors]
- Global utility menu [AXIS | RateGPS | Credit Union | Contact Us | FAQ | Careers]
- Footer [Copyright | Privacy Policy | Terms of Use | LinkedIn | Facebook | Twitter]

LONG TERM

After the current 16 WEEKS NationalMI.com website design timeframe

1. A testimonial of a happy customer reinforces brand authenticity. By looking at the facial expressions, users can discover the positive aspects of the product.
2. In the long run, all PDF documents should be converted to web pages or online forms but then, these should follow the site GUI + Navigation framework and appear in the same window.
3. In the long run, these PDF forms should be converted to online forms and users should be able to fill up online and submit.
4. like all other sites: a dedicated career section with the content from current MI U -Trainings. We could move Careers and Contact Us from current About us to the global utility menu. As a differentiator, we can add a FAQ section comprised of various FAQs.
5. To harness the power of its social extensions, we should think of bringing the site and its extensions together. The National MI site might feature something like CUSTOMER CORNER where the best suggestions, anecdotes, stories would feature in the site. Sometimes the surveys posted at social extensions could feature its summary here.

This CUSTOMER CORNER could act as a great platform to reflect meaningful trends and forge a fantastic bond between National MI and its customers.

SHORT TERM | Within the current 16 WEEKS NationalMI.com website design timeframe

PAGE NAME:	PATTERN TYPE	CURRENT PAGE NAME:	CURRENT URL:	PATTERNS:	CONTENT:
Home page	Home page	Home page	https://www.nationalmi.com/	<ul style="list-style-type: none">CAROUSELTEXTGRAPHICSLINKS	Carousel Rate GPS UNDERWRITING GUIDELINES Training & Resources Contact Us Our Story
Lenders home	User Role specific Home	N/A	NONE	<ul style="list-style-type: none">TEXTGRAPHICSCTALINKSFORM	CONTENT TBD <ul style="list-style-type: none">Rate GPSAXIS loginFormsResourcesContact formUnderwriting GuidelinesContact Solution CenterTrainingSales Advisor Locator
Servicers Home	User Role specific Home	N/A	NONE	<ul style="list-style-type: none">TEXTGRAPHICSCTALINKSFORM	CONTENT TBD <ul style="list-style-type: none">Policy ServicingSensible ServicingClaims & Loss MitigationMI Reinstatement formMI Cancellation formSolution Center contact infoServicer-specific trainingContact us form
Investors Relations	User Role specific Home	Investor Relations	https://ir.nationalmi.com/investor-relations	<ul style="list-style-type: none">TEXTGRAPHICSCTALINKSFORM	<ul style="list-style-type: none">CONTENT TBDGovernanceExecutive TeamPress ReleasesEvents & PresentationFinancial ReportsStock InformationRatingContact IR
Training Home	Resource Home	MI University	https://www.nationalmi.com/miu/	<ul style="list-style-type: none">TEXTGRAPHICSCTALINKSFORMCALENDAR	CONTENT TBD <ul style="list-style-type: none">Training OverviewTraining CalendareLearning CoursesPodcastsBorrower EducationRecorded Webinars

SHORT TERM | Within the current 16 WEEKS NationalMI.com website design timeframe

PAGE NAME:	PATTERN TYPE	CURRENT PAGE NAME:	CURRENT URL:	PATTERNS:	CONTENT:
Tools	Resource Home	MI University	https://www.nationalmi.com/resources/	<ul style="list-style-type: none">• TEXT• GRAPHICS• CTA• LINKS• FORM• QUIZ ????	CONTENT TBD <ul style="list-style-type: none">• Rate GPS• Digital TRID Pencil• AXIS Resources• LTV/FICO Calculator• Loan Limit Locator• FHA Quiz (Content is not on current site)
Forms & Resources	Resource Home	<ul style="list-style-type: none">• Forms and PDFs• Online Tools• Information Portals	https://www.nationalmi.com/resources/	<ul style="list-style-type: none">• TEXT• GRAPHICS• PDFs• CTA• LINKS	CONTENT TBD <ul style="list-style-type: none">• Forms<ul style="list-style-type: none">• MI Application form• Servicing transfer form• Reinstatement form• MI Cancellation form• Resources<ul style="list-style-type: none">• Bulletins• Non-CU• Credit Union• Master policy resources & Terms• Millenial Resources• PMEIRs• TRID• Technology Vendors• Rate Sheets
About Us Home	Resource Home	Why National MI?	https://www.nationalmi.com/why-national-mi/	<ul style="list-style-type: none">• TEXT• Tables	CONTENT TBD <ul style="list-style-type: none">• Text: Capacity and Strength• Table: National MI Certificate Distinction• Table: National MI AXIS: Advanced Exchange & Information System
Why Mortgage Insurance	Second level content page	Why Mortgage Insurance?	https://www.nationalmi.com/why-mortgage-insurance/	<ul style="list-style-type: none">• TEXT• INFOGRAPHICS• VIDEOS	CONTENT TBD <ul style="list-style-type: none">• “Reduces Exposure to” infographic• 96% of Americans say Home Ownership is important” infographic• Video: MI Fundamentals• Video: 4 Common mistakes borrowers should avoid
Underwriting Guidelines	Second level content page	Underwriting Guidelines	https://www.nationalmi.com/guidelines-summary/	<ul style="list-style-type: none">• TEXT• Tabs• INFOGRAPHICS	CONTENT TBD <ul style="list-style-type: none">• 2 Tabs (AUS Matrix and Non-AUS Matrix))• Infographics
Board of Directors	Second level content page	Board of Directors	https://www.nationalmi.com/board-of-directors/	<ul style="list-style-type: none">• TEXT	CONTENT TBD <ul style="list-style-type: none">• Sub header (Name)• Sub headers (Title)• Body

SHORT TERM | Within the current 16 WEEKS NationalMI.com website design timeframe

PAGE NAME:	PATTERN TYPE	CURRENT PAGE NAME:	CURRENT URL:	PATTERNS:	CONTENT:
Stock Information	Second level content page	Stock Information	https://ir.nationalmi.com/stock-information	<ul style="list-style-type: none">Table rows with DYNAMIC displayTEXTDYNAMIC GRAPHIC	CONTENT TBD <ul style="list-style-type: none">TableTextDynamic Graphic
Training Calendar	Second level content page	Training Calendar	https://www.nationalmi.com/miu/	<ul style="list-style-type: none">Interactive Calendar	CONTENT TBD <ul style="list-style-type: none">CALENDARPAGINATION
E-learning Courses	Second level content page	MI - University	https://www.nationalmi.com/miu/	<ul style="list-style-type: none">TEXTCTA/BUTTONSLINKS	CONTENT TBD <ul style="list-style-type: none">Course Request FormLogin: eLearning PlatformACTS, LAWS & REGULATIONSLENDING FUNDAMENTALSMORTGAGE APPLICATION TOPICSRECORDED WEBINARS, PODCASTS AND INCOME CALCULATOR
New Items	Second level content page	None	NONE	<ul style="list-style-type: none">TEXTCTA/BUTTONSLINKSDrop-down filter by<ul style="list-style-type: none">VideoTextDateFilter CTA/ButtonPagination??	CONTENT TBD <ul style="list-style-type: none">News Items
MI University Training Resources	Second level large accordion page	MI University	https://www.nationalmi.com/miu	<ul style="list-style-type: none">TEXTCTA/BUTTONSLINKSDrop-down filter by<ul style="list-style-type: none">VideoTextDateFilter CTA/ButtonPagination??	CONTENT TBD <ul style="list-style-type: none">News Items
National MI Technology Vendors	Second level Large Grid Page	National MI Technology Vendors	https://www.nationalmi.com/tech-vendors/	<ul style="list-style-type: none">TEXTCTA/BUTTONSLINKSDrop-down filter by<ul style="list-style-type: none">VideoTextDateFilter CTA/ButtonPagination??	CONTENT TBD <ul style="list-style-type: none">Origination LOS VendorsPoint of Sale (POS) VendorDocument Delivery VendorsServicing Integration Vendors

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PAGE NAME:	PATTERN TYPE	CURRENT PAGE NAME:	CURRENT URL:	PATTERNS:	CONTENT:
News item	Third level Page	PRESS RELEASE	https://ir.nationalmi.com/news-releases/news-release-details/national-mi-integrates-cloudvirga	<ul style="list-style-type: none">TEXT	CONTENT TBD <ul style="list-style-type: none">News HeaderHeadlineDateBodyDownload as PDF?
Video News item	Third level Page	NONE	NONE	<ul style="list-style-type: none">TEXTVIDEOVideo controls	CONTENT TBD <ul style="list-style-type: none">News HeaderHeadlineDateVideo player
eLearning Course page	Third level Page	Unavailable	Unavailable	<ul style="list-style-type: none">TEXTPhoto???Course content displayPlayer controls	LAYOUT & CONTENT TBD <ul style="list-style-type: none">Content TBDControls TBD
PDF Display page	Third level Page	One PDF display page	Example page https://www.nationalmi.com/wp-content/uploads/2019/11/MK.Myths_1019.pdf	<ul style="list-style-type: none">Page header/NavigationBreadcrumb trailPDFCTA/Button	CONTENT TBD <ul style="list-style-type: none">PDFClose button
Search Results page		Search Results page	Example page https://www.nationalmi.com/wp-content/uploads/2019/11/MK.Myths_1019.pdf	<ul style="list-style-type: none">Search Results itemsPagination	CONTENT TBD <ul style="list-style-type: none">Search resultsClose button

PRIORITIZATION : PAGE CONTENT PATTERNS

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Numbered	Section	Page name	Page Pattern Type	Text	Accordions	Table	Links	Video	Form	Photos/Images/Graphics	Interactive map/Calendar	Pagination	Drop-down/Filter	Current Site Page description
1	About Us	Press and News	Accordion + Filter				*							Link to tr.nationalmi.com
2	Investors (Not managed)	Press Releases	Accordion + Form		*				*					Drop-down filters + Accordions per release
3	Information Portals	Podcasts	Accordions		*		*							Accordions + Links to individual podcasts
3	Information Portals	Previously Recorded Webinars	Accordions		*		*							Accordions + Links to individual training webinars
3	Information Portals	Bulletins	Accordions		*		*							Accordions + Links to individual, dated bulletins
4	Tools	National MI Loan Limit Locator	Form + CTA				*				*		*	Drop-down selectors + Dynamic display for location + CTA Buttons
5	Tools	National MI TRID Pencil	Form + Graphics					*	*					Calculator + Graphic
6	Tools	Sales Advisor Online Locator	Interactive Map + Drop-down								*		*	Interactive map + Drop-down selector
7	Information Portals	eLearning Courses	Links				*							CTA link to Form, Link to Login, CTA to Log in to eLearning Platform + Links
7	Information Portals	Borrower Education	Links				*							Links to sites outside of NMi.com + Links to Landlord Counseling form
7	Forms & PDFs	Affordable Lending Myths	Links to PDF				*							Links to PDF
7	Forms & PDFs	Servicing Transfer Form	Links to PDF				*							Links to PDF
7	Forms & PDFs	MI Application	Links to PDF				*							Links to PDF
7	Forms & PDFs	Policy Servicing Reference	Links to PDF				*							Links to PDF
7	Forms & PDFs	Reinstatement Request Form	Links to PDF				*							Links to PDF
8	About Us	Awards	Table + Photos			*	*			*				Table rows + Images + Links to Press Releases
8	About Us	Executive Team	Table + Photos	*						*				Text + Images (Photos)
9	Investors (Not managed)	Financial Reports	Text + Table	*		*	*							Table with PDF and Page icons that are links
9	Investors (Not managed)	Annual Reports	Text + Table	*		*								Table with PDF icons that are links
9	Investors (Not managed)	Events & Presentations	Text + Table	*		*	*							Table rows + Text + PDF icon links - Text Links
9	Investors (Not managed)	Corporate Governance	Text + Table	*		*	*							Text + Links + Table + Links to PDFs
10	Investors (Not managed)	SEC Filings	Text + Table + Pagination			*	*					*		Table with PDF icons that are links + Pagination display and controls
10	Investors (Not managed)	Statutory Filings	Text + Table + Pagination			*	*					*		Table with PDF icons that are links + Pagination display and controls
11	Tools	National MI AXIS Resources	Text				*	*	*					Links to PDFs + Links to video + Login to AXIS
11	About Us	Board of Directors	Text	*										Text
11	Investors (Not managed)	Board of Directors	Text	*										Text
11	About Us	Company Overview	Text	*			*							https://www.nationalmi.com/company-overview
11	Lenders	Why National MI?	Text	*						*				Text + Infographics (Styled table)
11	Services	Claims and Loss Mitigation	Text	*			*							Text + Links
11	Forms & PDFs	Underwriting Guidelines Archive	Text				*							Links to PDFs
11	Forms & PDFs	Non-Delegated and Delegated Information	Text				*							Links to PDFs
11	Forms & PDFs	Sales Directories	Text				*							Links to another page + PDF Links
11	Services	Servicable Servicing	Text	*			*							Text + Links
12	Investors (Not managed)	Quarterly Results	Text + Accordion	*	*		*							Text + Accordions + Links inside accordions
12	Information Portals	Loan Officer's Resources	Text + Accordion	*	*		*							Text + 5 Accordions (links inside + Infographics inside (Images))
12	Information Portals	TRID Resources	Text + Accordion	*	*		*			*				Text + 5 Accordions (links inside + Infographics inside (Images)) + Links
		FAQ	Text + Accordion		*									Accordion
		CAREERS	Text + Accordion		*									
12	Lenders	National MI vs. FHA	Text + Accordion	*	*					*				Text + 3 Accordions + Infographics (Styled table)
12	Services	Policy Servicing	Text + Accordion	*	*		*							Text + 4 Accordions + Links
13	Information Portals	MI University - Training	Text + Accordion + Table + Links + Interactive calendar	*	*	*	*				*			Text + Links + Accordions + Calendar
		Job Openings	Text + Accordion + Video	*	*			*						Text + Video + 4 Accordions
14	Information Portals	Master Policy Resources	Text + Accordions + Graphics		*		*			*				Links (PDFs) + Infographics + 1 Accordion
14	Lenders	Product and Rates	Text + Accordions + Graphics	*	*					*				Text + 5 Accordions + Infographics (Styled table)
15	Information Portals	Landlord Counseling Form	Text + Form	*					*					Text + Form
15	Lenders	Rate GPS	Text + Form	*			*		*					Links to Rate GPS pages
15		Contact Us	Text + Form	*			*		*				*	Text + Links + Drop-down selector + Contact Us Form
15	Information Portals	MI Cancellation	Text + Form	*	*					*				Text + 5 Accordions + Infographics (Images)
16	Lenders	Master Policy Terms	Text + Graphics		*					*				Links + infographics (Images)
16	Investors (Not managed)	Executive Team	Text + Graphics	*						*				Text + Images (Photos)
16	Information Portals	PMIERs Resources	Text + Graphics	*			*			*				Text + Links + Infographics (Images)
16	About Us	Fast Facts	Text + Graphics	*			*			*				Text + Links + Infographic
16	About Us	Core Values	Text + Graphics	*			*							Text + Links + CTA
17	About Us	Company Overview	Text + Links	*			*							Link + Text
			Text + Links				*							
		Lists / Directories	Text + Links	*			*							Text + Link (login to account) + I-frame with Job openings
18	Investors (Not managed)	Investors	Text + Links + Graphics	*			*			*				Text + Link to PDF + Infographic + Press Release links
18	Investors (Not managed)	Stock Information	Text + Links + Graphics	*		*				*				Table rows + Dynamic map graphic (non-interactive)
19	Information Portals	Milelental Resources	Text + Table	*			*							Text + Links to pages + Links to webinar
19	Investors (Not managed)	Board Composition	Text + Table	*		*								Table (with icons) + Text
19	Investors (Not managed)	Analyst Coverage	Text + Table	*		*								Table rows + Text
19	Information Portals	Technology Vendors	Text + Table	*		*	*							Text + Links + Tables (contains icon and PDF icon links
20	Investors (Not managed)	Historic Stock Lookup	Text + Table + Filter	*		*							*	Filters + Table rows + Text
21	Forms & PDFs	Rates	Text + Video	*			*	*						Text + Links + Video
21	Tools	Rates	Text + Video	*			*	*						Text + Links + link to Video
21	Lenders	Become a Client	Text + Video	*				*						Text with Embedded Links + Video
21	Lenders	About AXIS Online	Text + Video	*			*	*						Links to PDFs + Infographics (Images) + Video
22	Lenders	Why Mortgage Insurance	Text + Video + Graphics	*				*		*				Text + infographics + videos
		RATE GPS	Text Link				*							

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CREDIT UNION PAGES

- 1. CU users are currently accustomed to having their own site. The content of that site is supposed to be merged with NationalMI.com.
- 2. On the “Credit Union Resources” section of the *Credit Union Resources* page, our analysis revealed only 1 specific page of CU-specific content
 - 1. Credit Union Bulletins
- 3. The other four pages do not have CU-specific content but provide ready access to LO-oriented information and links. **There is no way to go to these pages from the current National MI site menu too.**
 - 1. Credit Union Rates
 - 2. 97% LTV Expansion
 - 3. Affordable Lending Programs
 - 4. The Loan Officer’s Resource Center
- 4. Other links on *Credit Union Resources* page would seem to be duplicate links from elsewhere in the site.

NEED CONSENSUS ON

- 1. Adding *Credit Union* to the Global Utility menu
 - This would be TCSI’s recommendation
- 2. Is there a “Credit Union Resources” landing page needed with 2 specific pages of CU-specific content
 - Credit Union Rates
 - Credit Union Bulletins
- 3. What should be done with The other three pages do not have CU-specific content but do provide ready access to LO-oriented information and links” These would duplicate info found elsewhere on the site.
 - 97% LTV Expansion
 - Affordable Lending Programs
 - The Loan Officer’s Resource Center

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WIREFRAMES
[LOW FIDELITY SCREEN PROTOTYPES]
[NATIONALMI.COM](https://nationalmi.com)



THANK YOU !