Enterprise Bank Logo

A

Welcome.

B

Select an account to log in.

Image animates in

1

Image animates out

icon   icon   icon

D   D

Credit Card   Retail Bank   Direct Bank

C   Cross sell

---

icon

2   2   Reta

3

Credit Cards

4

icon	Sign In	🔒
icon	Deals	🔒
icon	Rewards	🔒

---

logo   logo   logo

edit Cards   **Retail Bank**   Direct

5

		🔒
E	icon	Sign In
	icon	Find ATMs/Bran
🔒	icon	Contact Us

---

logo   icon   Dire

6   6

it Cards   Dire

Retail Bank

icon	Sign In	🔒
icon	Find ATMs/Branches	
icon	Contact Us	

Detail

1. **Tap** logo or text of an LOB to animate into focus, **increase size by 250%** and reveal unauthenticated navigation options for the respective LOB.

Image / Inactive Detail
A - C. Version 1: Enterprise Bank Logo, Welcome Message and Cross Sell **dim to 10% opacity**. Subsequent screens animate on top of the dimmed elements. On screen re-focus, elements will regain opacity to 100%

A - C Version 2: Enterprise Bank Logo, Welcome Message and Cross Sell **dim to 50% opacity and animate off the screen to the left** as screen 2 animates in from the right.

D: Non-selected LOB icons **increase in size 25%** to appear to the right as the next option in the scrolling set.

2. Both **tapping** the icon for the non-selected LOBs and **swiping the top half of the screen** will bring that LOB into focus (Screen 3) by animating in both the branding imagery and their respective navigation.

3. **Tapping** the logo in the enlarged state collapses the screen back to home. **Bottom navigation animates off to the right**, and remaining **LOB icons animate to the left** to the original size.

4. **Scrolling the lower half of the screen** reveals list of all unauthenticated navigation & red carpet features for the selected LOB

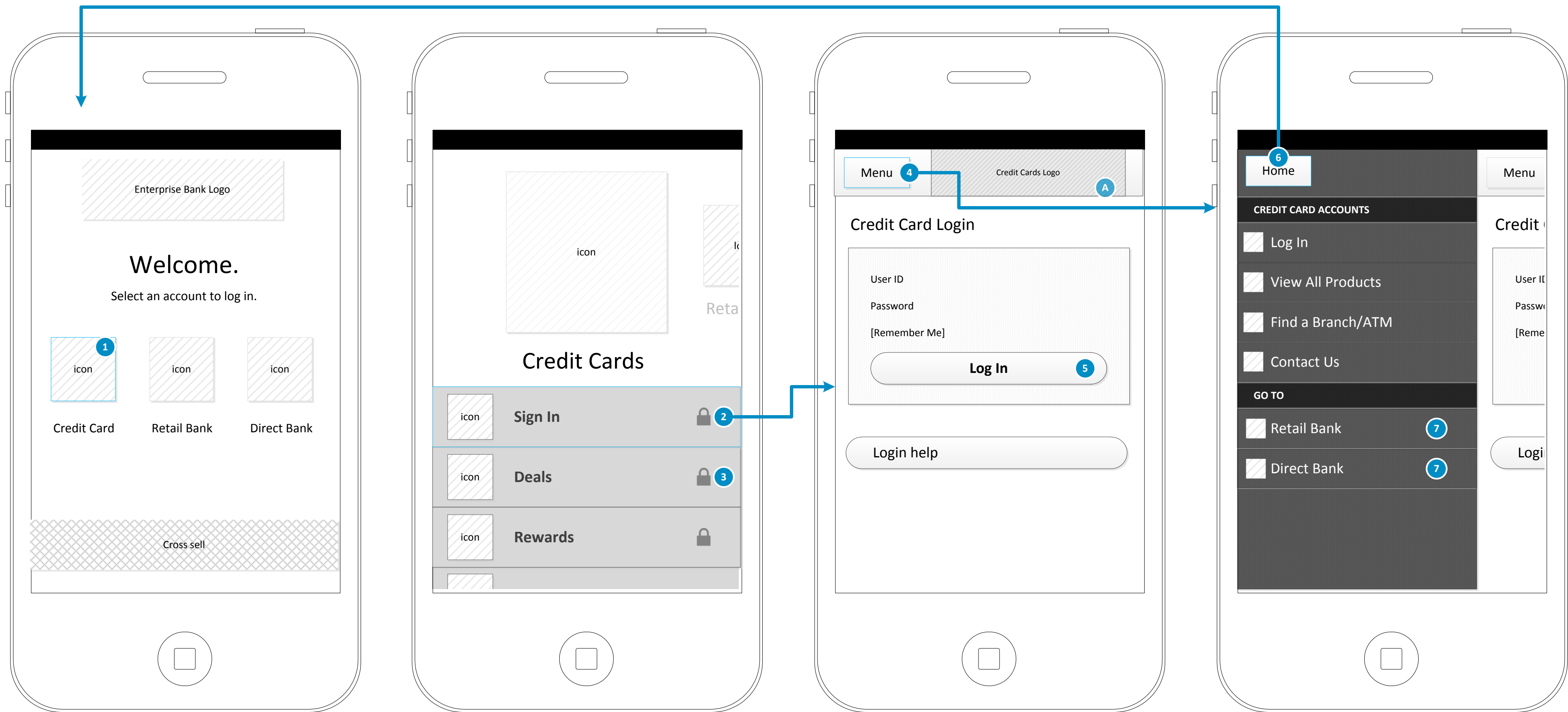**5**. Swipe upper half logo area to scan slide to the next LOB.

Image / Inactive Detail
E. Previous menu fades out as user swipes to the next lob in the carousel.

Animation
Option 1 (shown): All icons **scale to the same size while swiping**. Only after the swiping stops and menu is in full view does the **image increase in size 100% to center focus**.

6. Middle LOB will have the **2 LOBs flanking each side, 50% in view**, to allow selection and visibility that there are more options and it is easy to swap.

Screen 1

Enterprise Bank Logo

Welcome.

Select an account to log in.

icon ①
icon
icon

Credit Card   Retail Bank   Direct Bank

Cross sell

Screen 2

icon
icon
Reta

Credit Cards

icon **Sign In** 🔒②

icon **Deals** 🔒③

icon **Rewards** 🔒

Screen 3

Menu ④   Credit Cards Logo Ⓐ

Credit Card Login

User ID

Password

[Remember Me]

Log In ⑤

Login help

Screen 4

Home ⑥   Menu

CREDIT CARD ACCOUNTS   Credit

Log In   User ID

View All Products   Passwo

Find a Branch/ATM   [Reme

Contact Us

GO TO

Retail Bank ⑦   Log

Direct Bank ⑦

Detail

1. **Tap Credit Card** to access their account features

2. **Tap "Sign In"** or any link on the page requiring authentication 🔒 to go directly to log in.

Alternate content for Sign In (Cards)
Sign In
My Accounts

Sign In
Credit Card Accounts

3. Authenticated **Red Carpet features** take the customer through authentication and then directly to that piece of functionality.

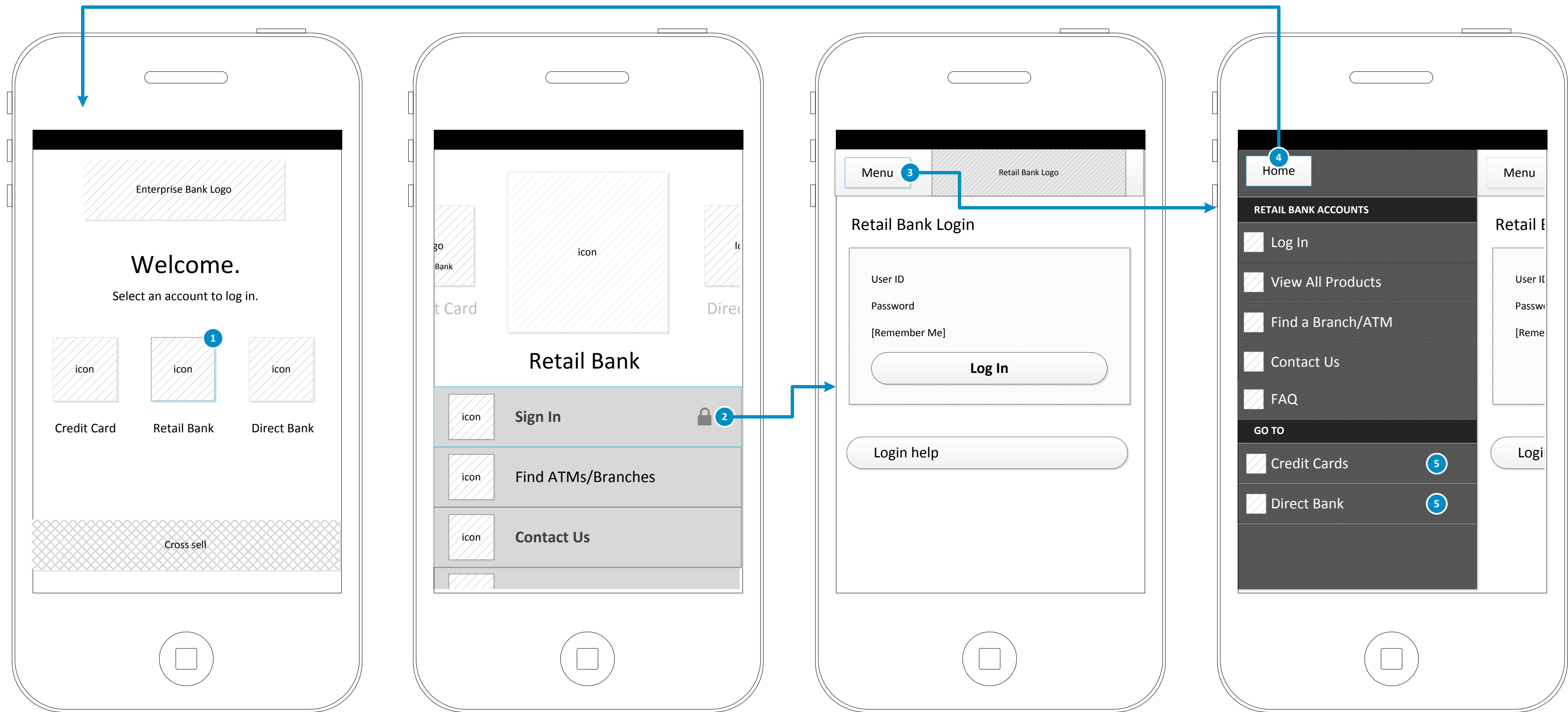**4**. Full unauthenticated Navigation **slides out from the left.**

5. Successful Log In takes customer to authenticated experience *[not shown]*

Image / Inactive Detail
A: Enterprise Logo/ Respective LOB logo appears in the header space.

6. Selecting "**Home**" from the unauthenticated LOB nav will take the user **back to screen #1**.

7. Links for the app's other 2 LOBS will take the customer directly to sign in for LOBs.

Enterprise Bank Logo

Welcome.

Select an account to log in.

icon

icon (1)

icon

Credit Card

Retail Bank

Direct Bank

Cross sell

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go
Bank

t Card

icon

Dire

Id

Retail Bank

icon	Sign In	🔒 (2)
icon	Find ATMs/Branches	
icon	Contact Us	

Menu (3)   Retail Bank Logo

Retail Bank Login

User ID

Password

[Remember Me]

Log In

Login help

Home (4)

RETAIL BANK ACCOUNTS

	Log In
	View All Products
	Find a Branch/ATM
	Contact Us
	FAQ

GO TO

| | Credit Cards | (5) |
| | Direct Bank | (5) |

Menu

Retail E

User I

Passw

[Reme

Logi

Detail

1. **Tap Retail Bank** to access their account features

2. Tap "**Sign In**" or any link on the page requiring authentication 🔒 to go directly to log in.

Alternate content for Sign In (Bank)
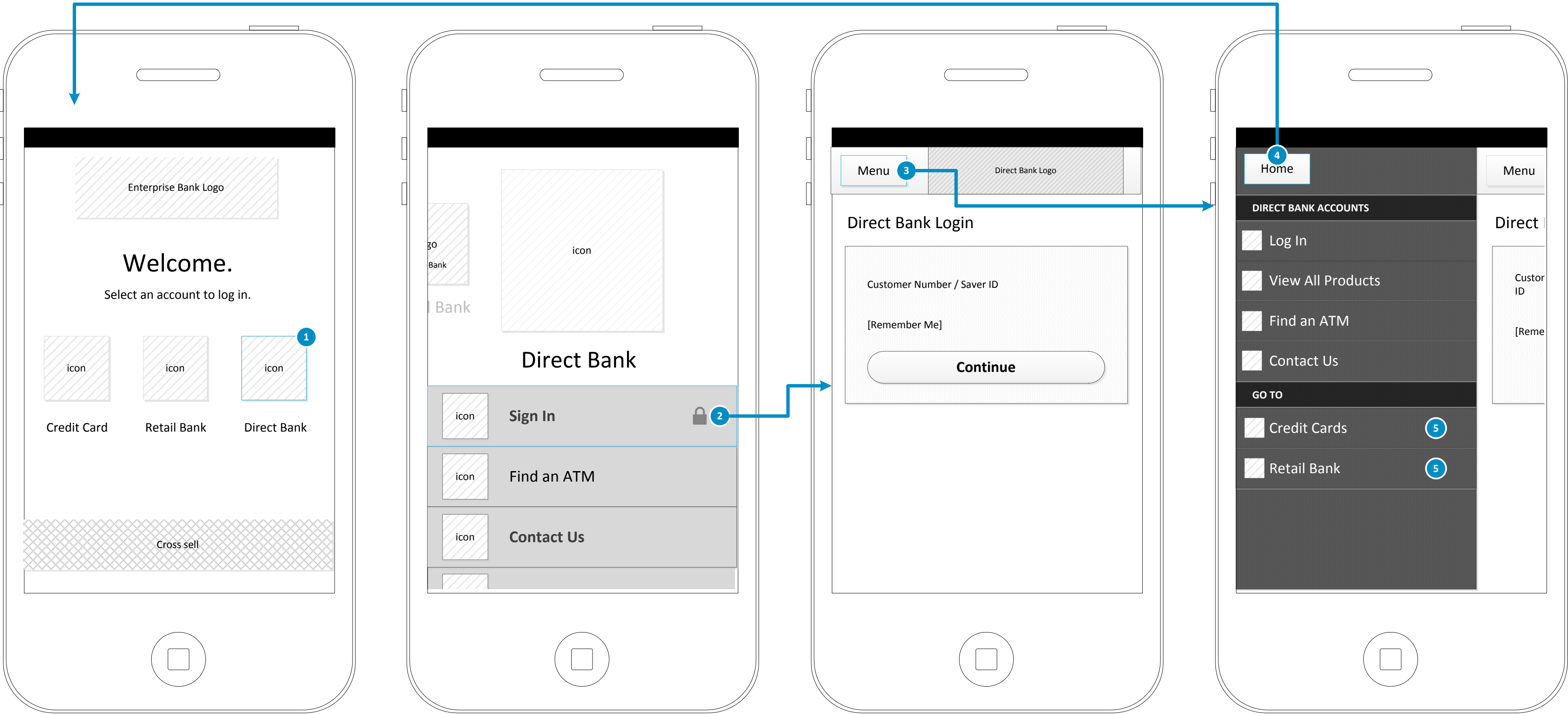**Sign In**
My Accounts

Sign In
Bank Accounts

4. Full unauthenticated Navigation **slides out from the left.**

4. Selecting "**Home**" from the unauthenticated LOB nav will take the user **back to screen #1**.

5. Links for the app's other 2 LOBS will take the customer directly to sign in for LOBs.

Enterprise Bank Logo

Welcome.

Select an account to log in.

icon
Credit Card

icon
Retail Bank

icon ①
Direct Bank

Cross sell

---

go
Bank

l Bank

icon

Direct Bank

icon | **Sign In** | 🔒 ②

icon | **Find an ATM**

icon | **Contact Us**

Menu ③ | Direct Bank Logo

Direct Bank Login

Customer Number / Saver ID

[Remember Me]

Continue

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④ Home

DIRECT BANK ACCOUNTS

▨ Log In

▨ View All Products

▨ Find an ATM

▨ Contact Us

GO TO

▨ Credit Cards ⑤

▨ Retail Bank ⑤

Menu

Direct

Custom
ID

[Reme

Detail

1. **Tap Direct Bank** to access their account features

2. Tap "**Sign In**" or any link on the page requiring authentication 🔒 to go directly to log in.

Alternate content for Sign In (Direct)
Sign In
My Accounts

Sign In
Includes DIRECT Accounts

4. Full unauthenticated Navigation **slides out from the left.**

4. Selecting "**Home**" from the unauthenticated LOB nav will take the user **back to screen #1**.

5. Links for the app's other 2 LOBS will take the customer directly to sign in for LOBs.