# CONSIDERATIONS for MOBILE Navigation

### **Presentation**

- Priority of what needs to be in header (logo, contact, login, family of companies)
- Logo (bug or full with name)... thinking we need the full logo
- Include label "menu" with hamburger (it has been shown this improves usability)
- Search (low priority)
- How does it change when displaying a BU

### **Iteractions**

- How the menu opens (slide in from left, right, or top, no animate)
- Menu icon changes to close icon (mutates and animates?)
- How user navigates to sub-menu (expand/collapse vs. arrow slide right). Arrow slide right is more "app-like".
- Are we going with a sticky header?







1





2







CONTACT



3





4

### Mobile Header of BU linking back to ENTERPRISE

Western & Southern Financial Group







# Individuals Goals Products Learn About Careers >









CONTACT

LOGIN

SEARCH



## < Back

# **Products**

Life Insurance >
Investments >
Additional Insurance >









CONTACT

**LOGIN** 

SEARCH



### < Back

# Life Insurance

Whole Life >
Term Life >
Universal Life >









CONTACT

LOGIN

SEARCH



# Individuals Goals Products Learn About Careers Search Q







CONTACT

**LOGIN** 



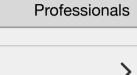




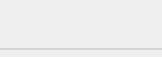


Individuals

Goals	
Products	



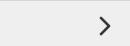
### Learn





### Careers

**About** 

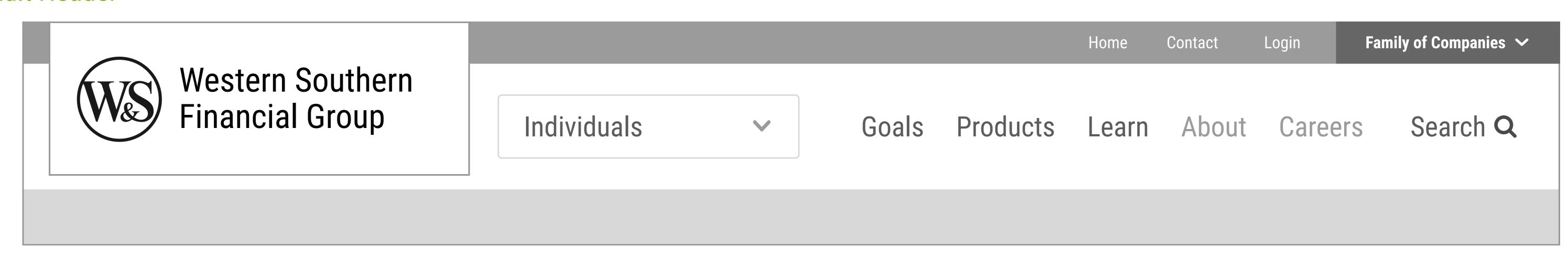


### Search

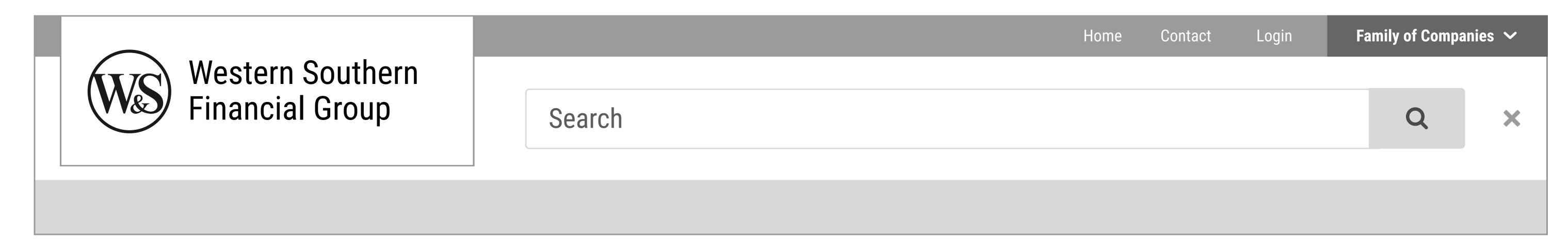
2



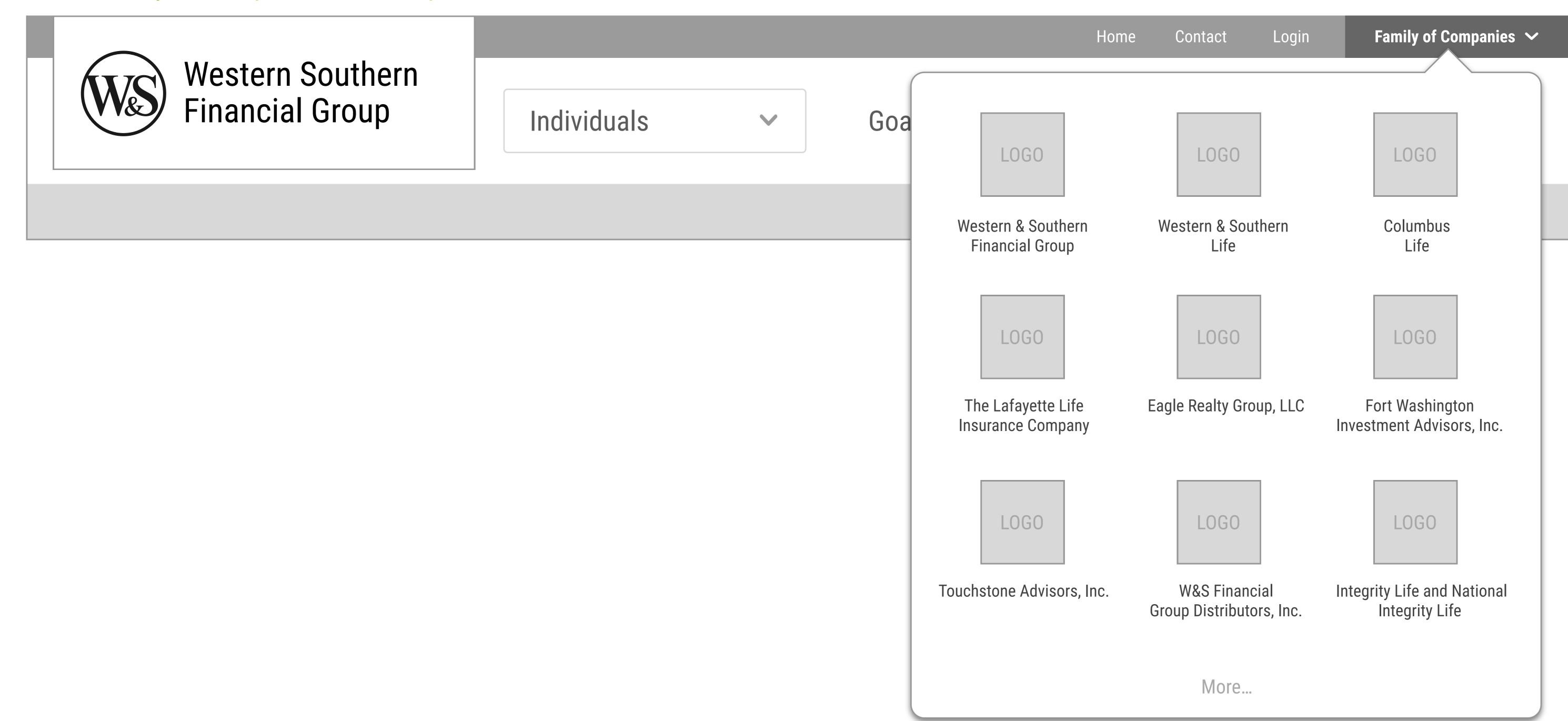
# Default Header



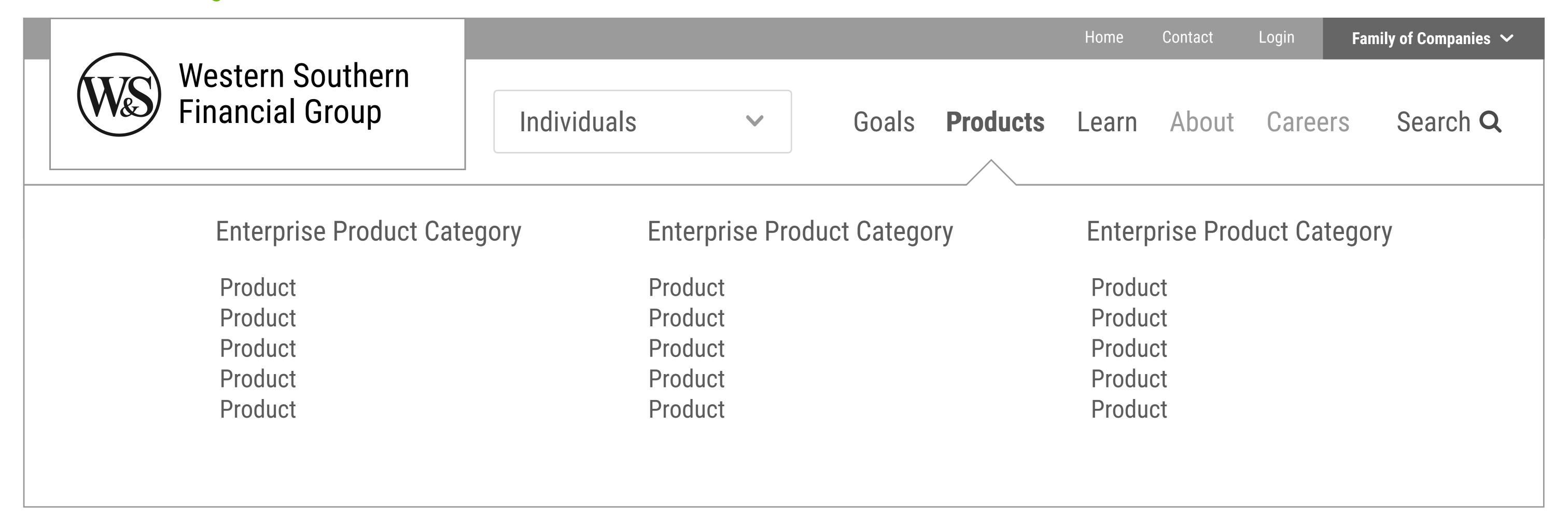
# Default Header with Search Selected



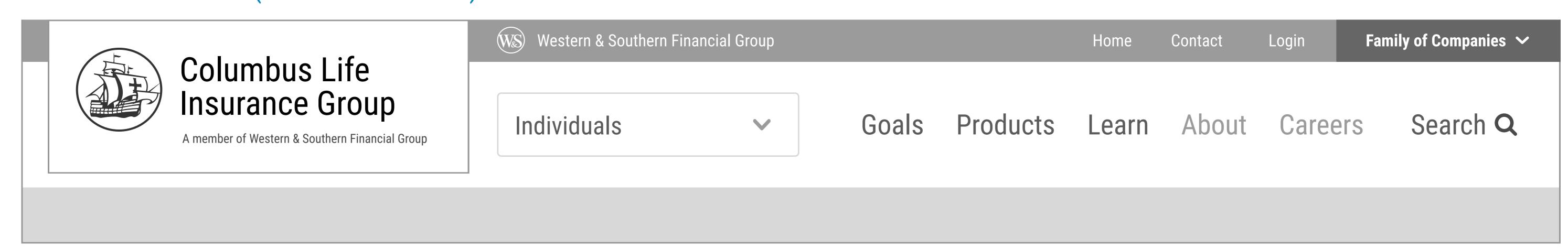
# Header with Family of Companies Menu Expanded



# Default Header with Mega Menu Selected



# Header for Business Unit (ColumbusLife.com)



# Header for Business Unit (WesternSouthernLife.com)

