

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

Interactions

- 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?

Mobile Header of BU linking back to ENTERPRISE



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LOGIN



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Whole Life >

Term Life >

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Default Header

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Home

Contact

Login

Family of Companies

▼

Default Header with Search Selected

WS

Western Southern
Financial Group

Search

Q

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Home

Contact

Login

Family of Companies

▼

Header with Family of Companies Menu Expanded

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Financial Group

Individuals

▼

Goals

Home

Contact

Login

Family of Companies

▼

LOGO

Western & Southern
Financial Group

LOGO

Western & Southern
Life

LOGO

Columbus
Life

LOGO

The Lafayette Life
Insurance Company

LOGO

Eagle Realty Group, LLC

LOGO

Fort Washington
Investment Advisors, Inc.

LOGO

Touchstone Advisors, Inc.

LOGO

W&S Financial
Group Distributors, Inc.

LOGO

Integrity Life and National
Integrity Life

More...

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Enterprise Product Category

Product

Product

Product

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Enterprise Product Category

Product

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Enterprise Product Category

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Product

Product

Header for Business Unit (ColumbusLife.com)

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Insurance Group

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