

# AB Sketches

Sitemap	2
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KEY

Page or section that is not addressed in this redesign

Home Pages

Index

Story

Case Study

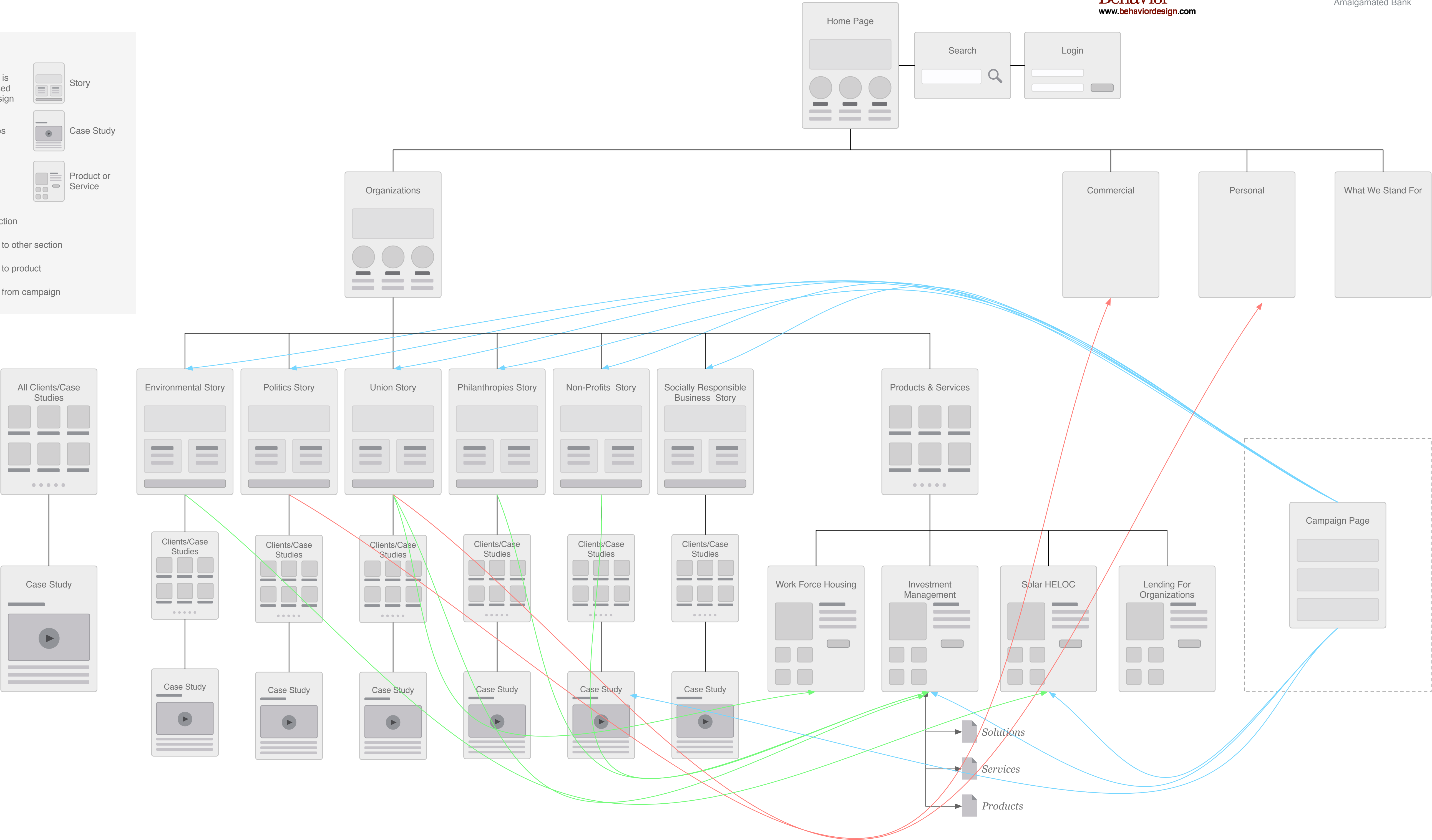
Product or Service

Nav Connection

Connection to other section

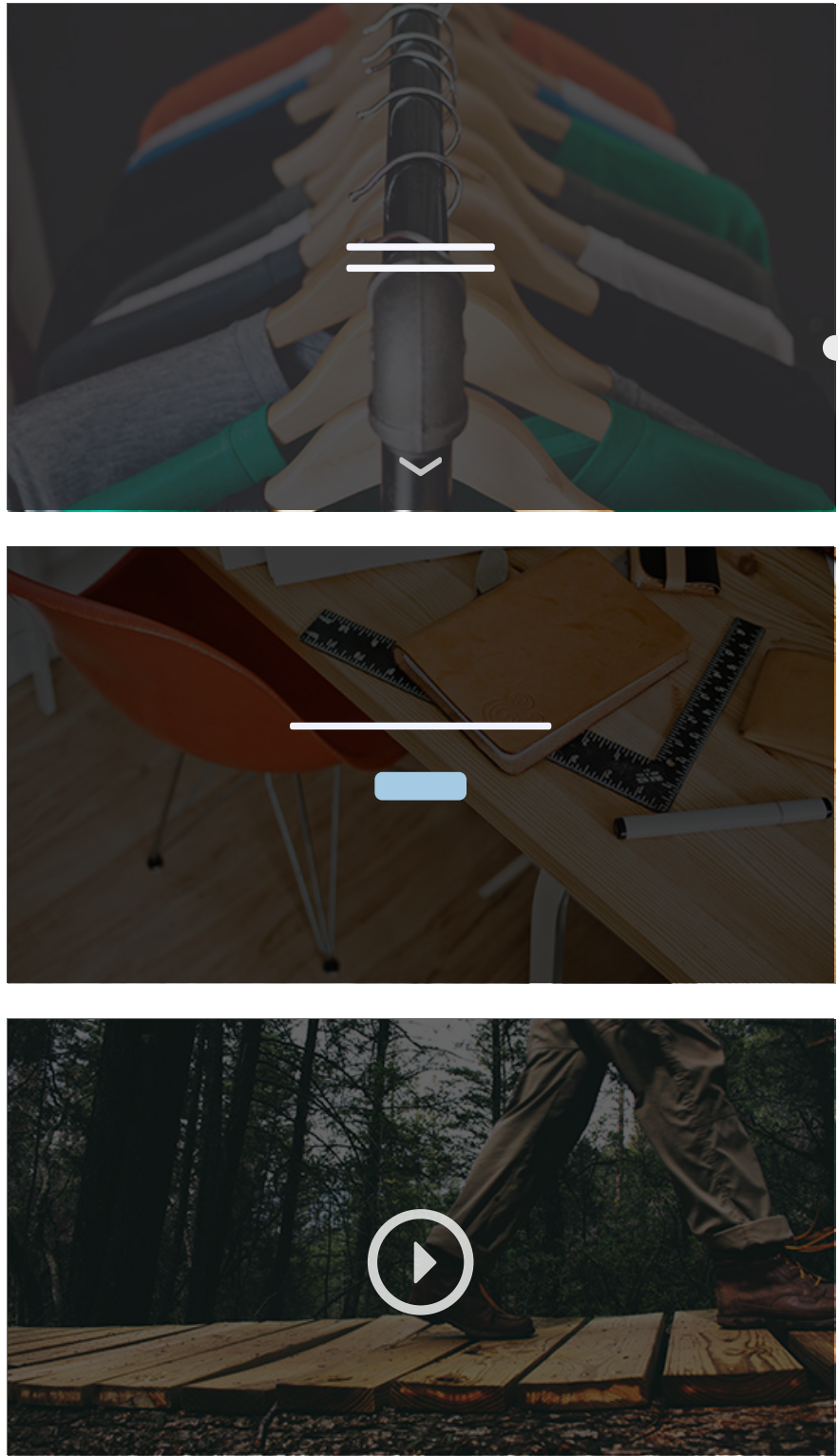
Connection to product

Connection from campaign

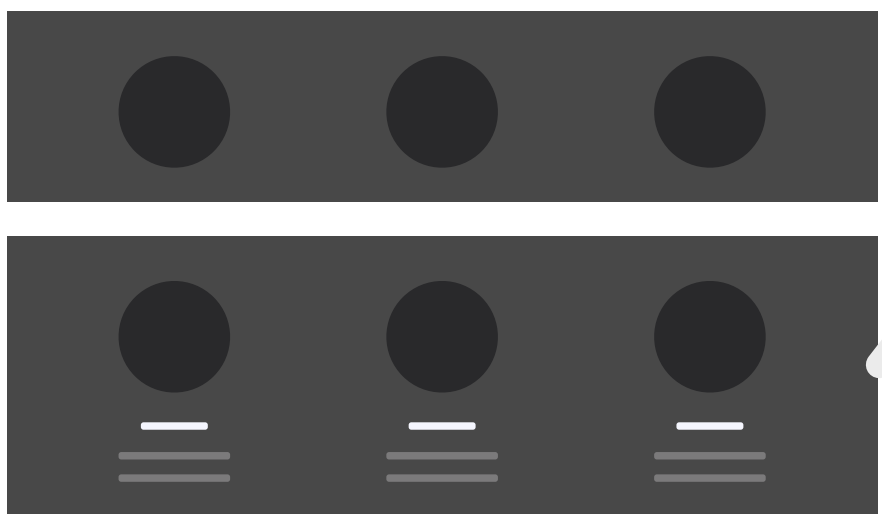


A library of modules are assembled to build a page that tells the story of a solution

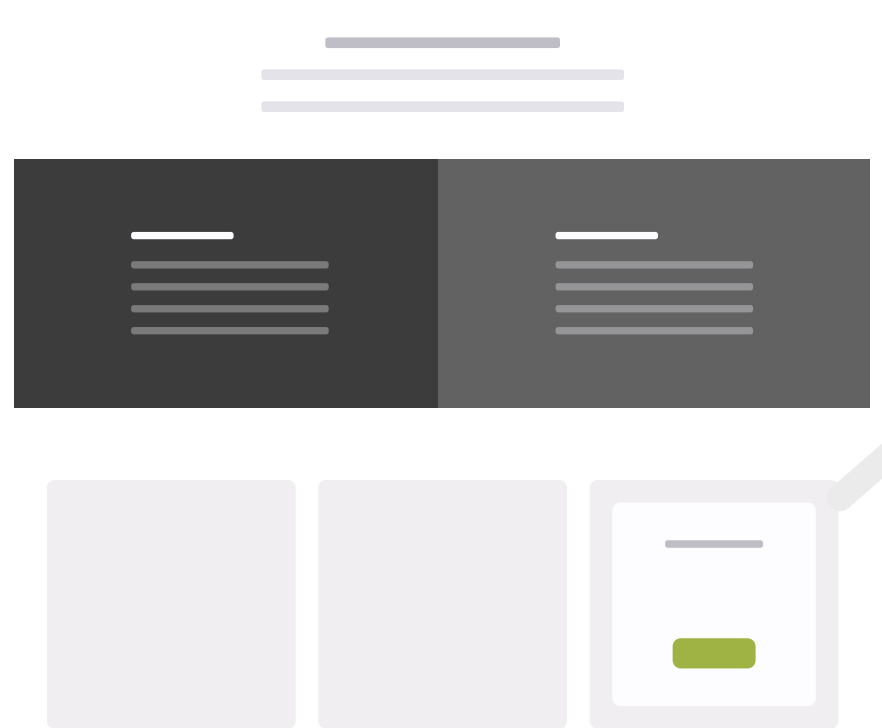
Summary/Case Study



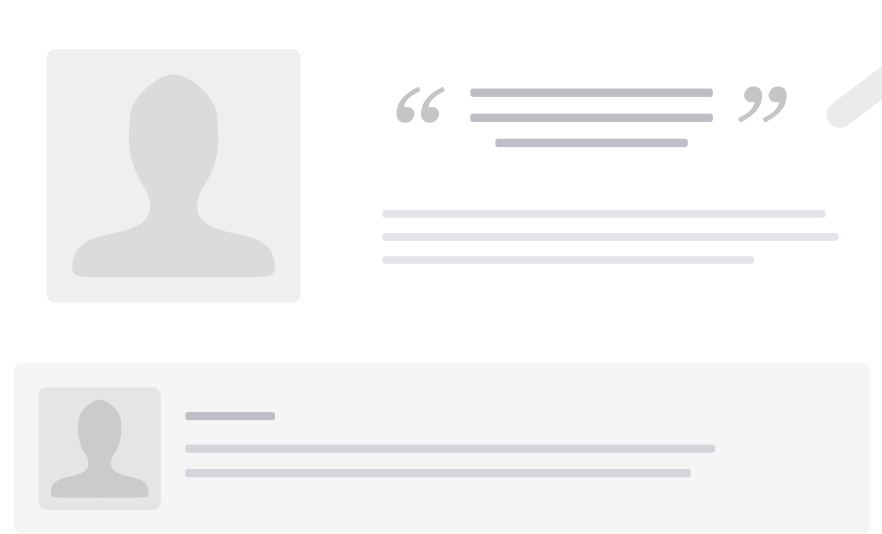
Customer



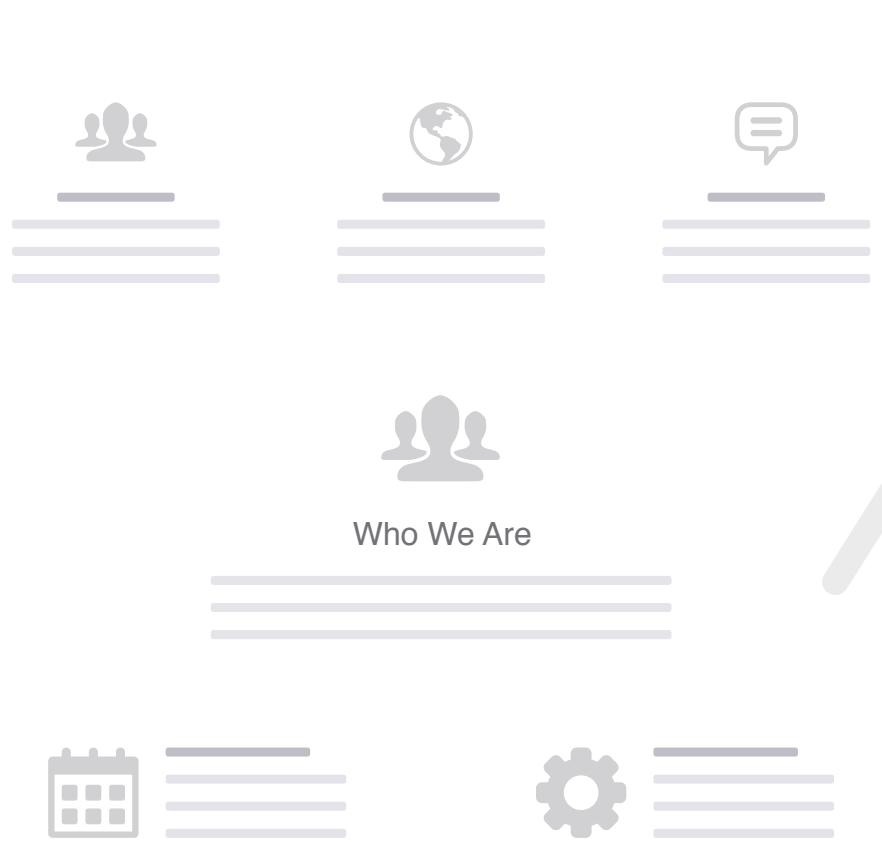
Expertise/Product(s)



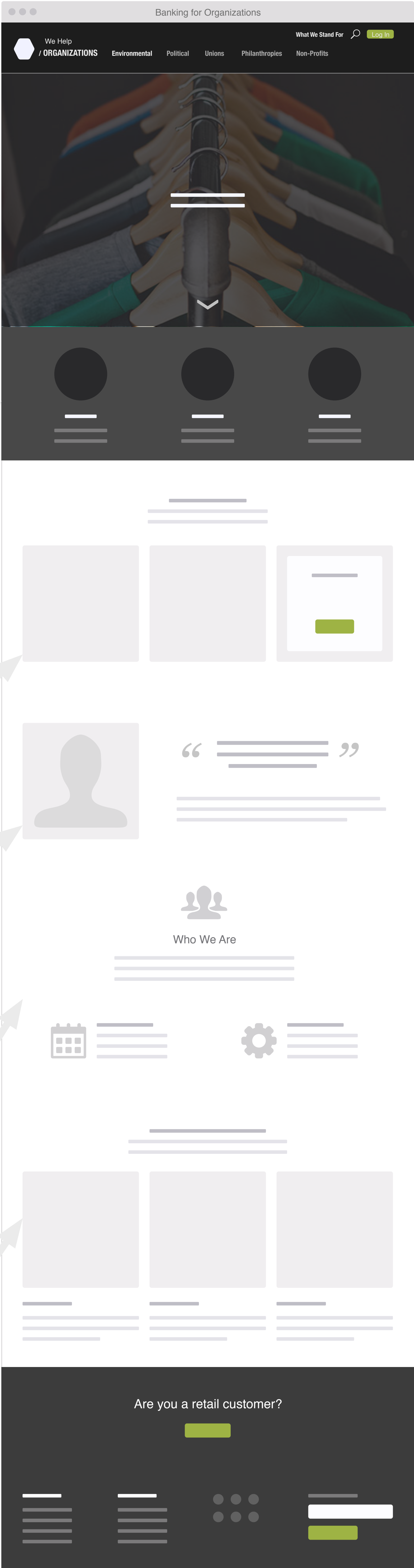
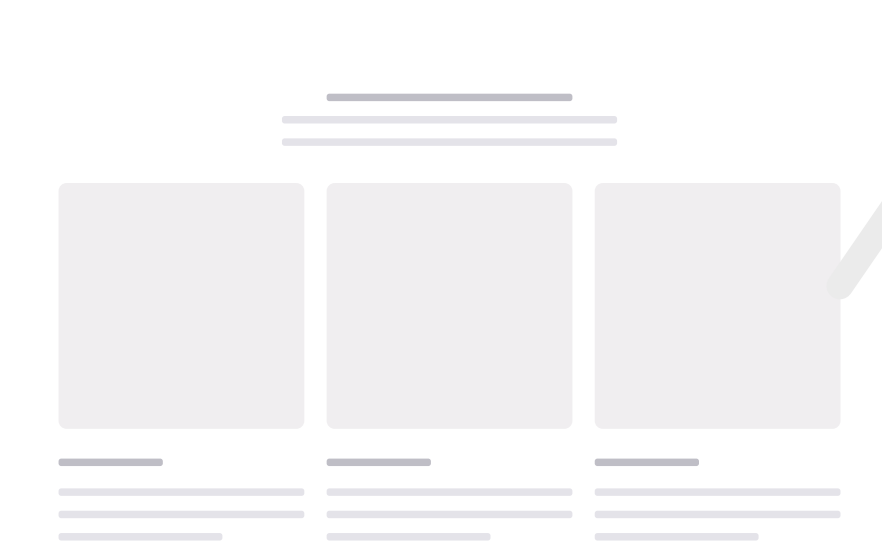
Expert



Why Amalgamated



How-to Switch



The first part of the story is told through a case study that highlights how Amalgamated Bank works with organizations of this type

The second part of the story highlights Amalgamated's broader experience by showing other organizations the bank has worked with

The third part of the story explains how Amalgamated works with organizations of this type, and the kinds of products and services the bank offers

The fourth part of the story introduces Amalgamated's organizational expert

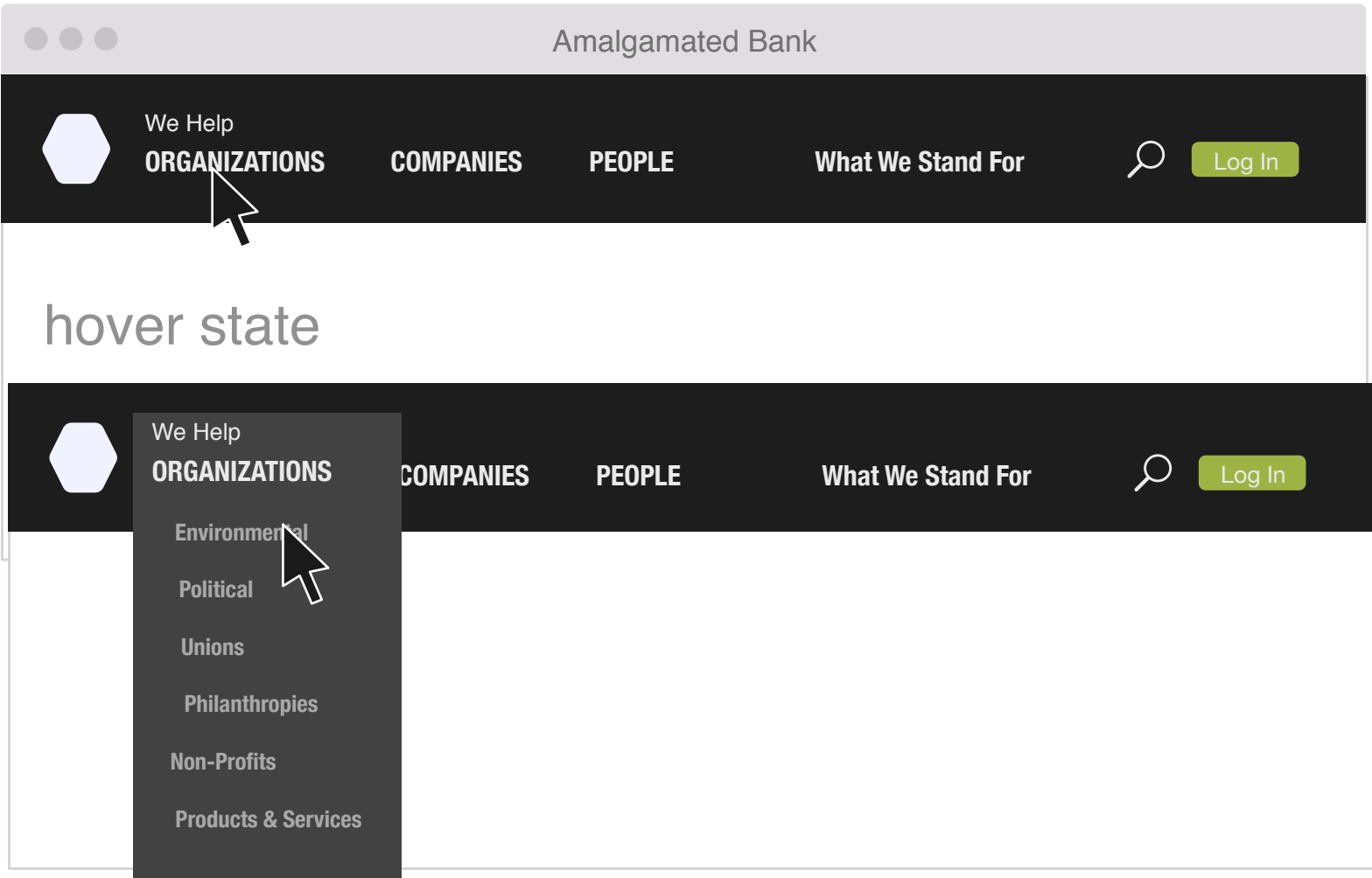
The fifth part of the story explains why Amalgamated is competitive, and a better partner than other banks by highlighting Amalgamated's size, scale, history, and progressive bonafides

The sixth part of the story explains how easy switching can be

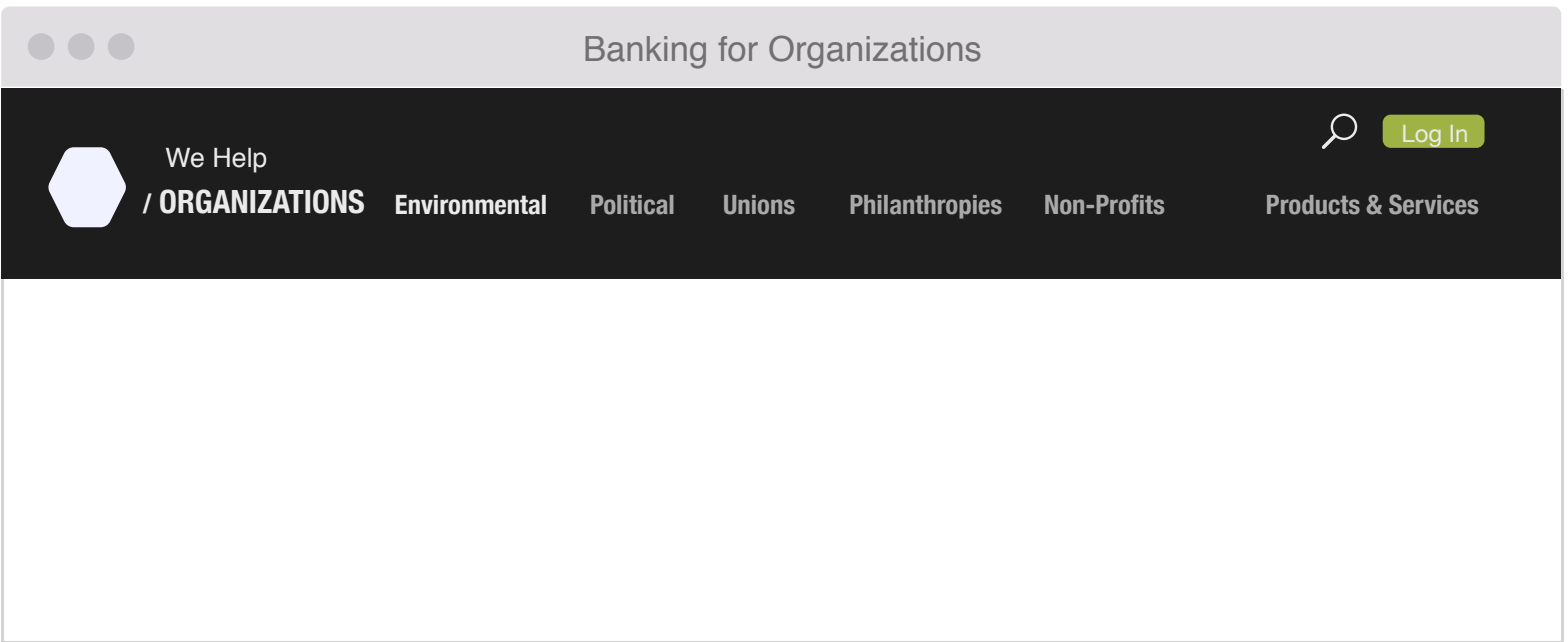
A link to another section of the site can be provided



Option 1 - primary nav



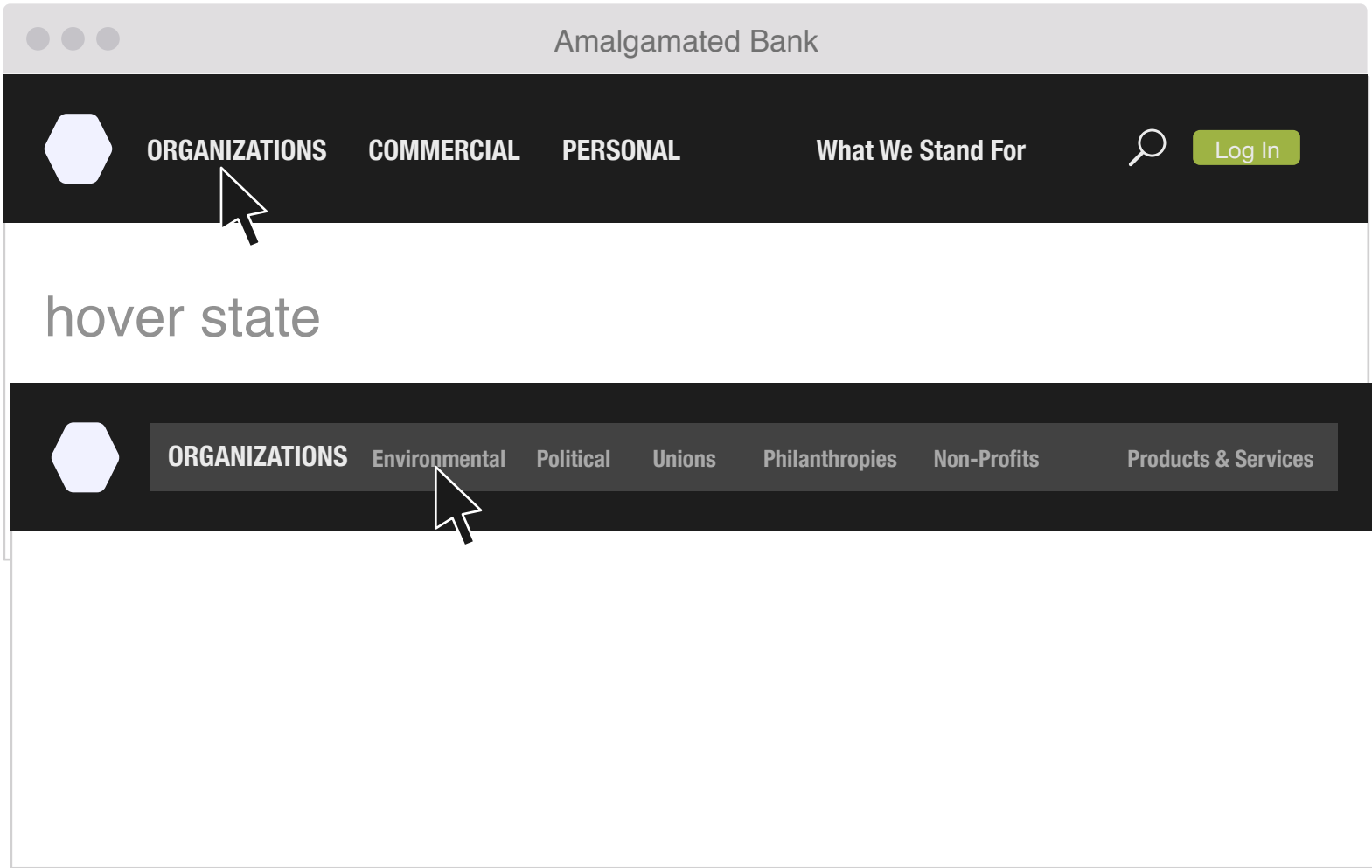
transition to...



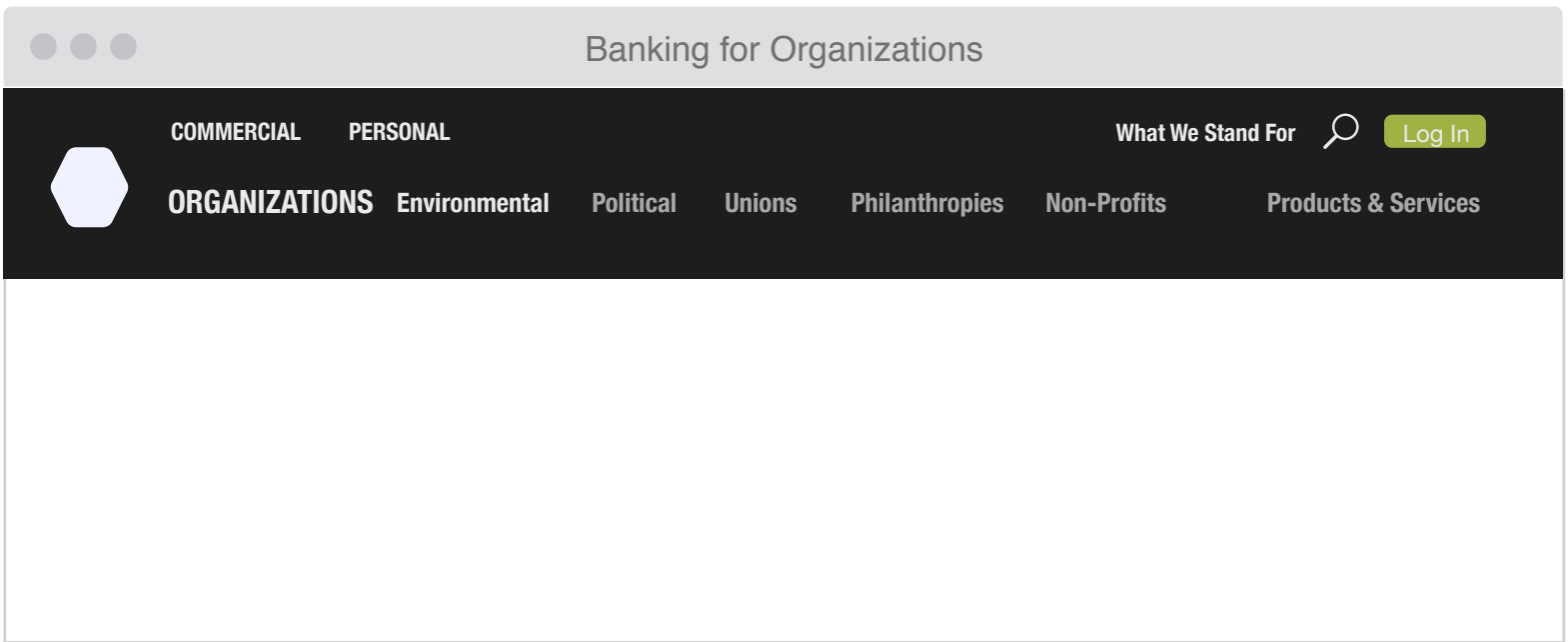
**Nav Option 1**

When a user selects a site section (Organizations, Companies, or People) the primary nav choices are collapsed, and the secondary nav is displayed. The user can view the primary nav again by selecting the / icon.

Option 2 - primary nav



transition to...



**Nav Option 2**

When a user selects a site section (Organizations, Companies, or People) the unselected primary nav choices are minimized and displayed in utility nav, and the secondary nav is displayed.