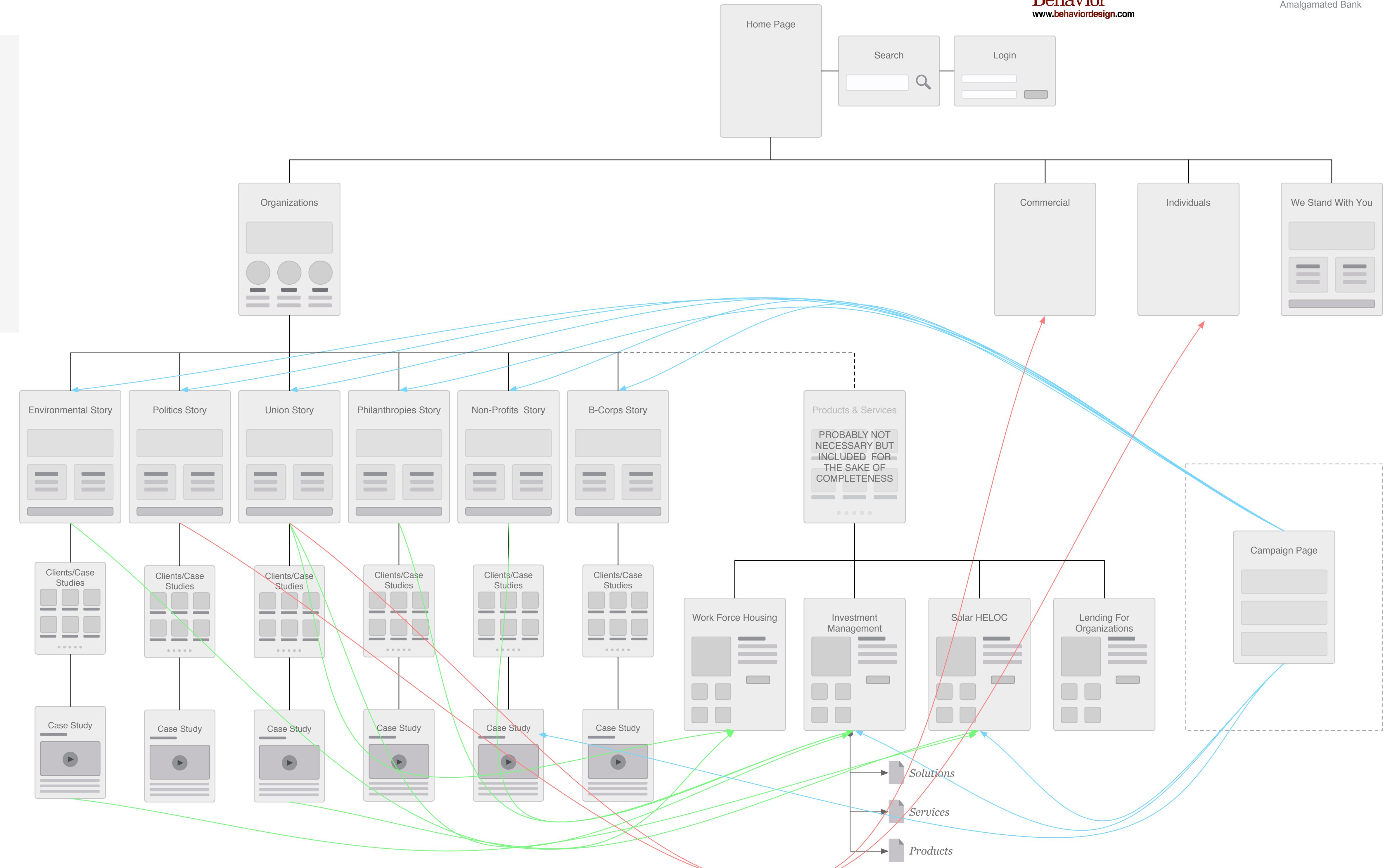


# Amalgamated Bank

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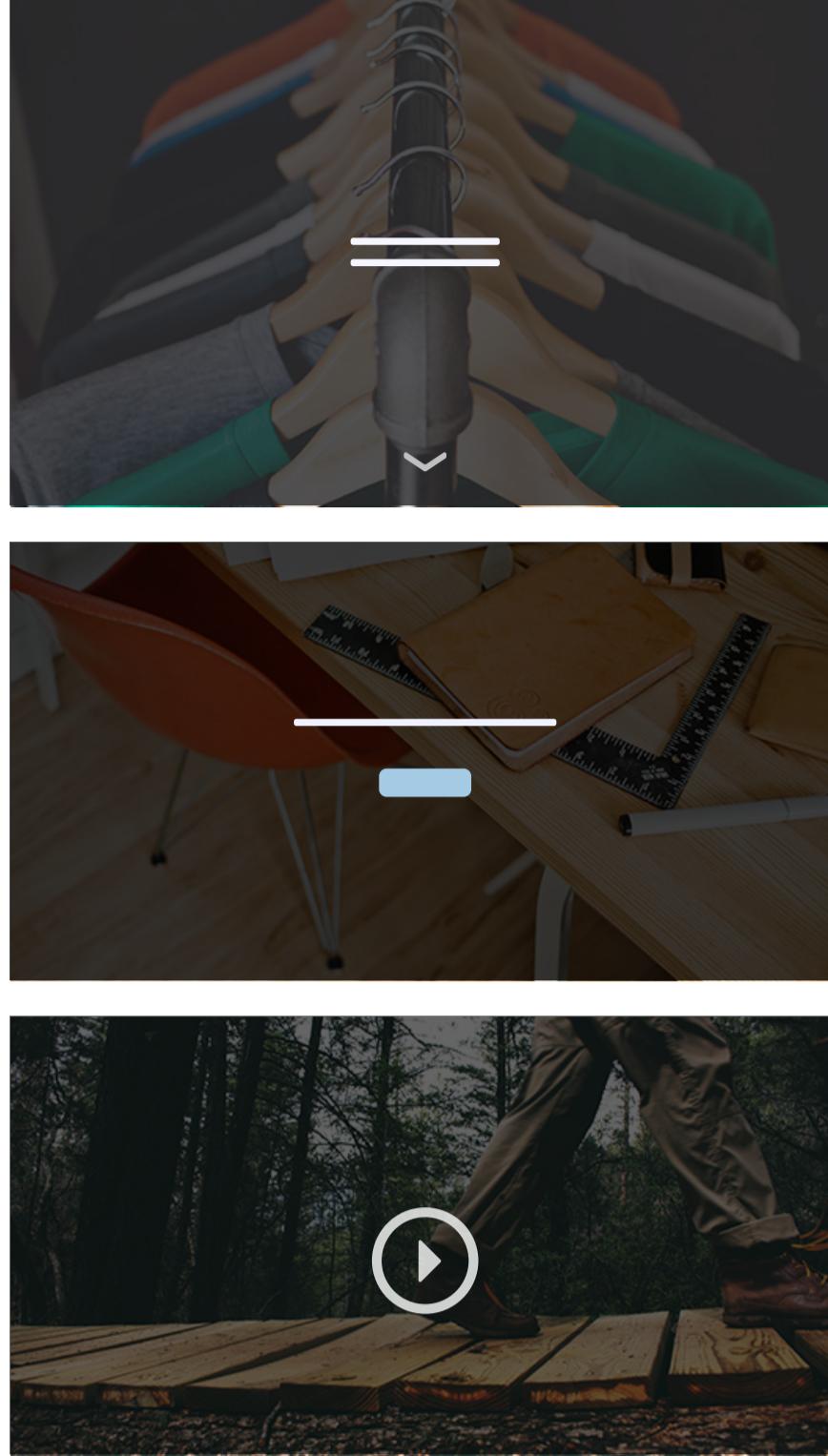
Sitemap	2
A modular system	3
Navigation	4
Options for increasing prominence of Institutional Investor offerings	5
Wireframes	
Homepage - Carousel	6
Homepage - Video	7
Quiz	8
We Stand With You	9
Organizations homepage	10
Organization Story Pages	11
Story Page Modules	12
Index of Case Studies	13
Editorial Index/Blog	14
Video Case Study	15
White Paper Case Study	16
Index of Products and Services - Not Necessary	17
Product/Service Story Page	18
Campaign	19
Individuals	20
Companies	21

# Sitemap

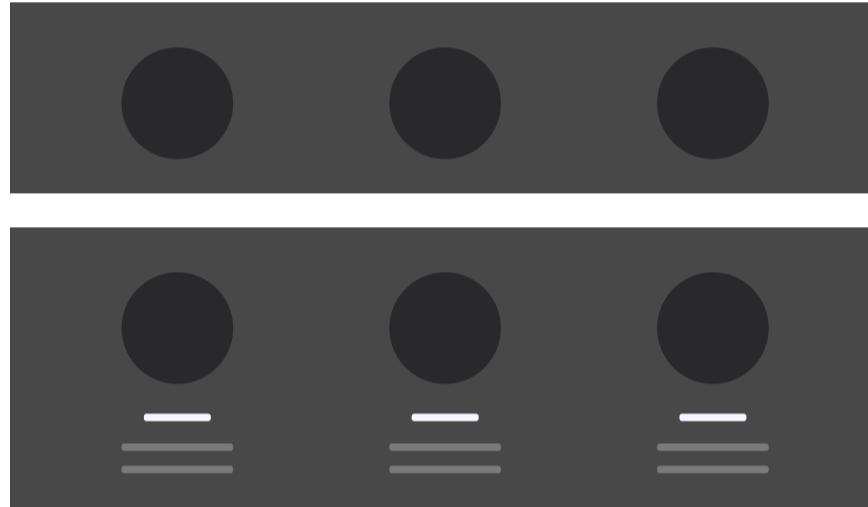


A library of modules are assembled to build a page that tells the story of a solution

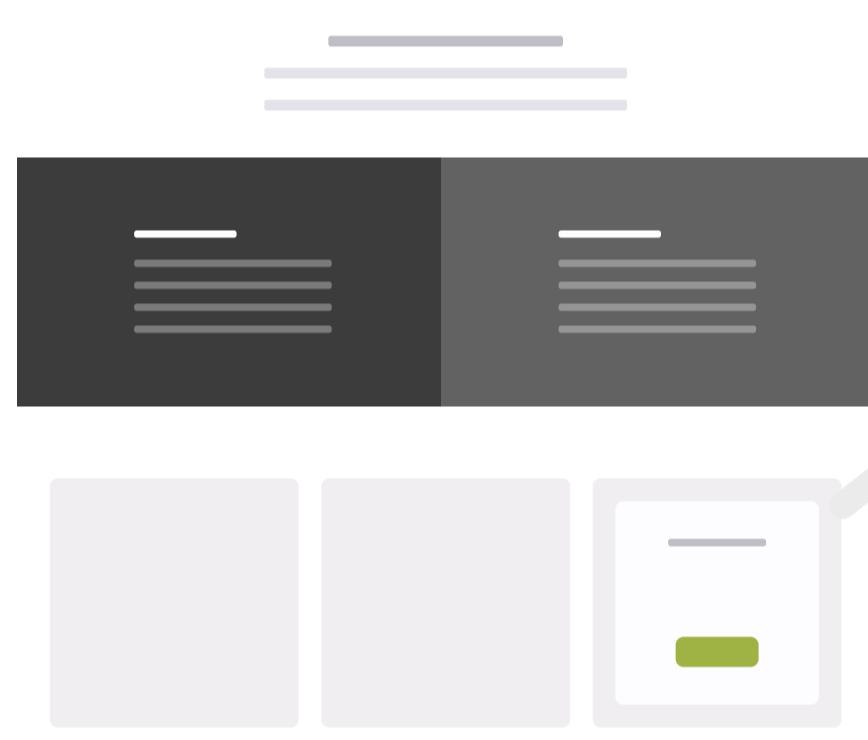
#### Summary/Case Study



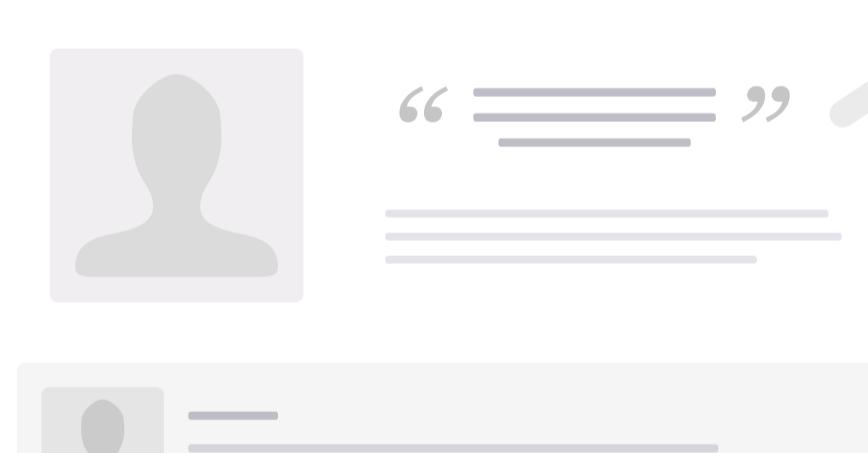
#### Customer



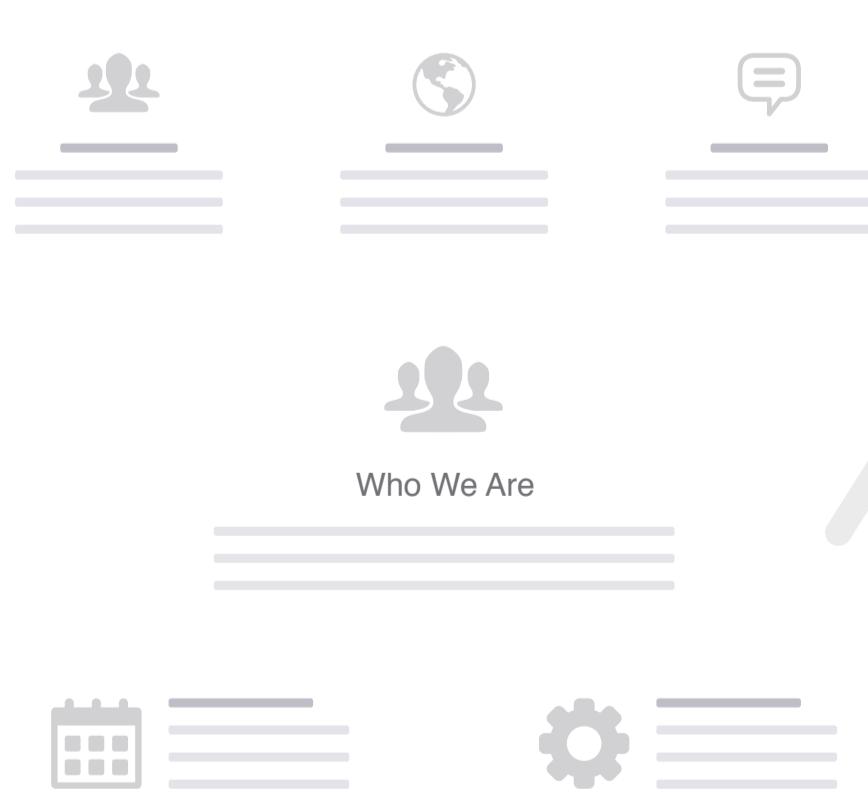
#### Expertise/Product(s)



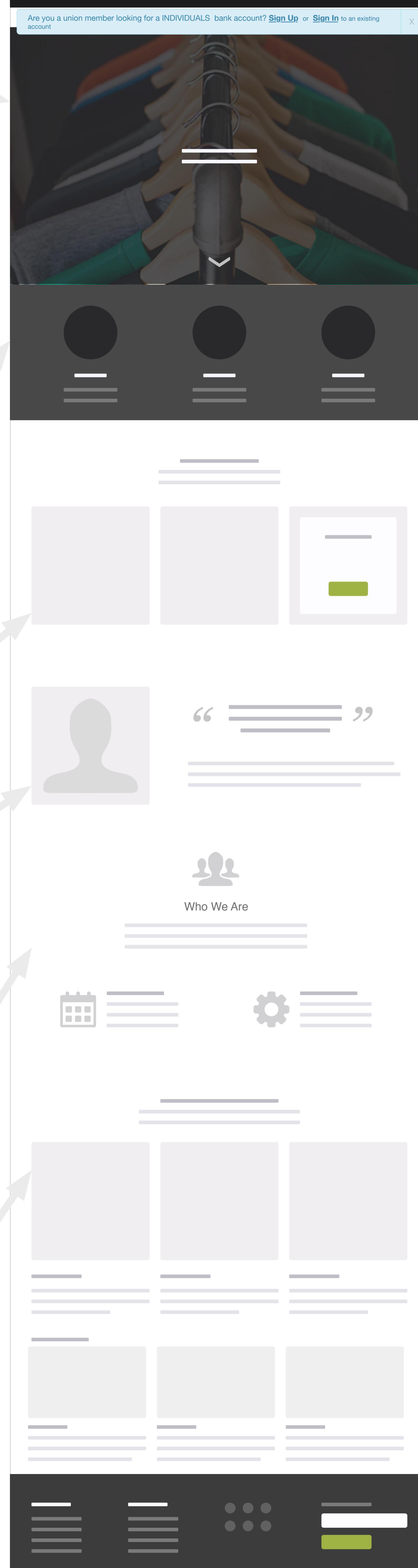
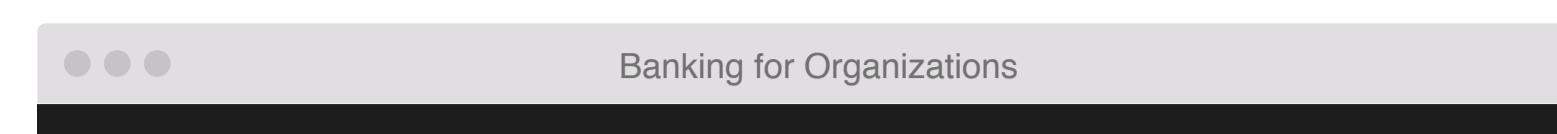
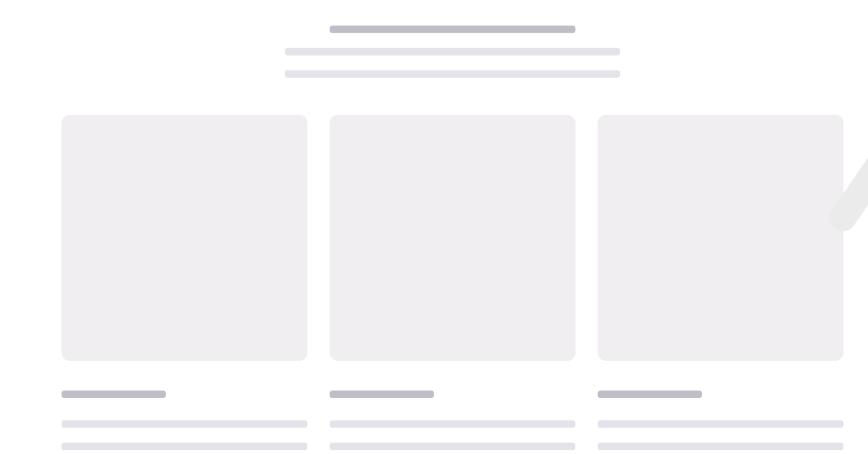
#### Expert



#### Why Amalgamated



#### How-to Switch



- A link to other parts of the bank

- 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

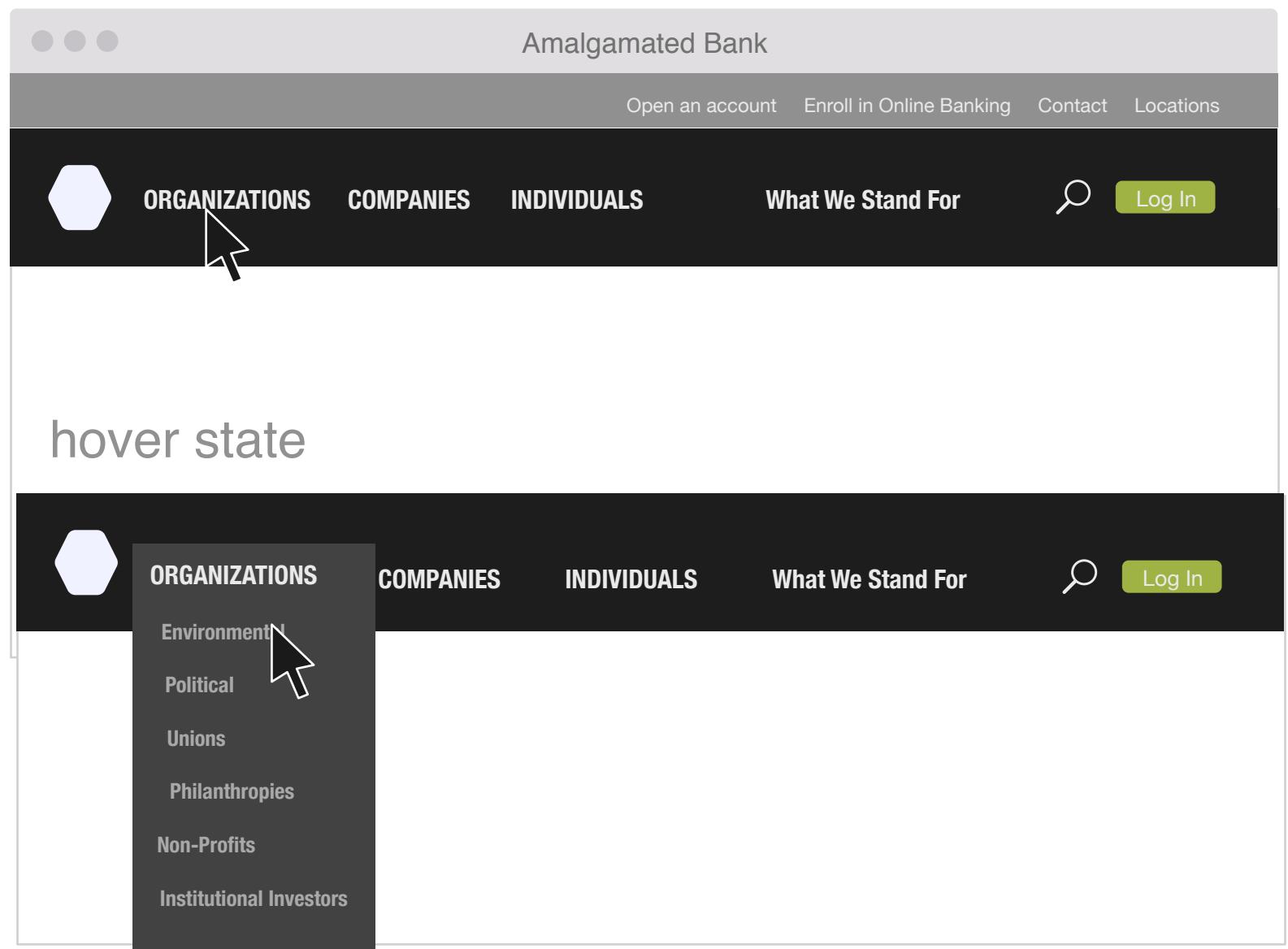
- The fourth part of the story introduces Amalgamated's organizational expert

- 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 bona fides

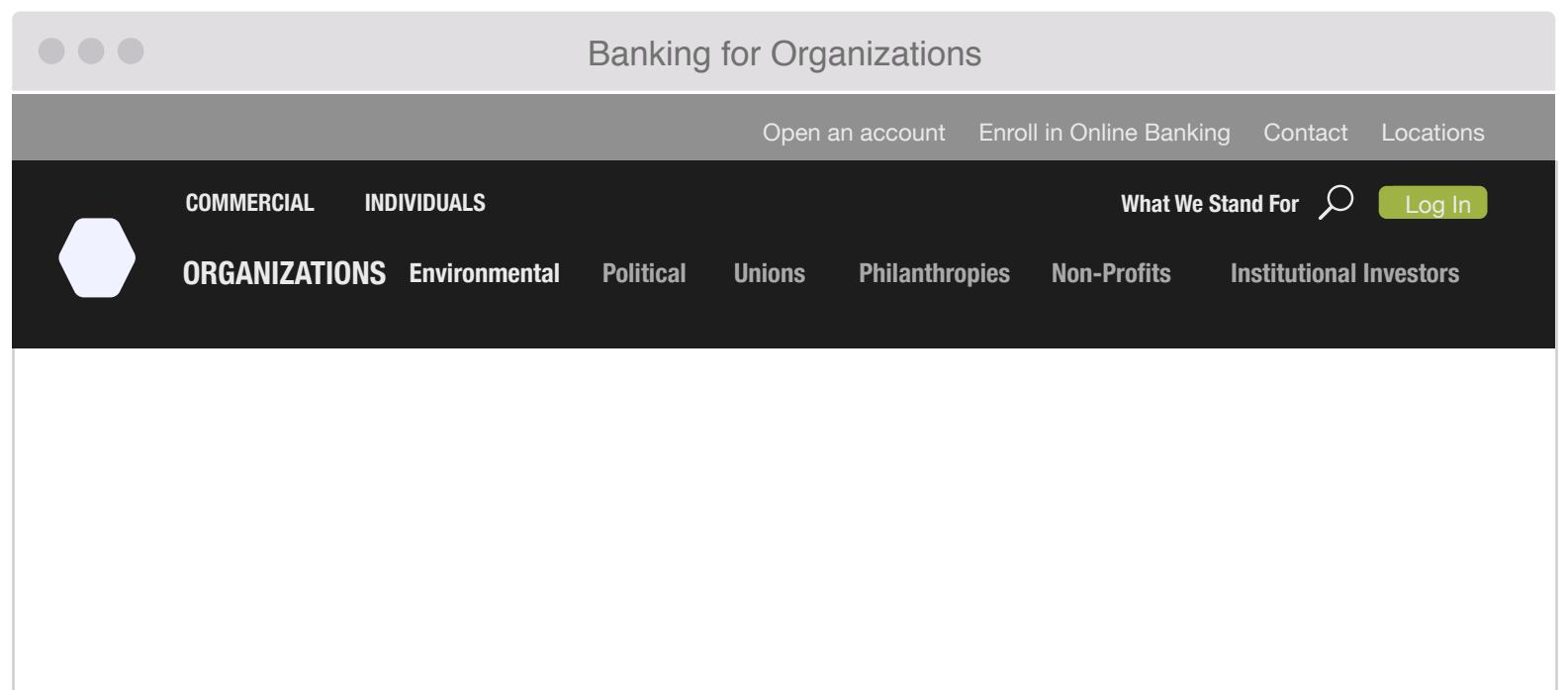
- The sixth part of the story explains how easy switching can be

- 3rd party, and partner content that supports the story

## Primary



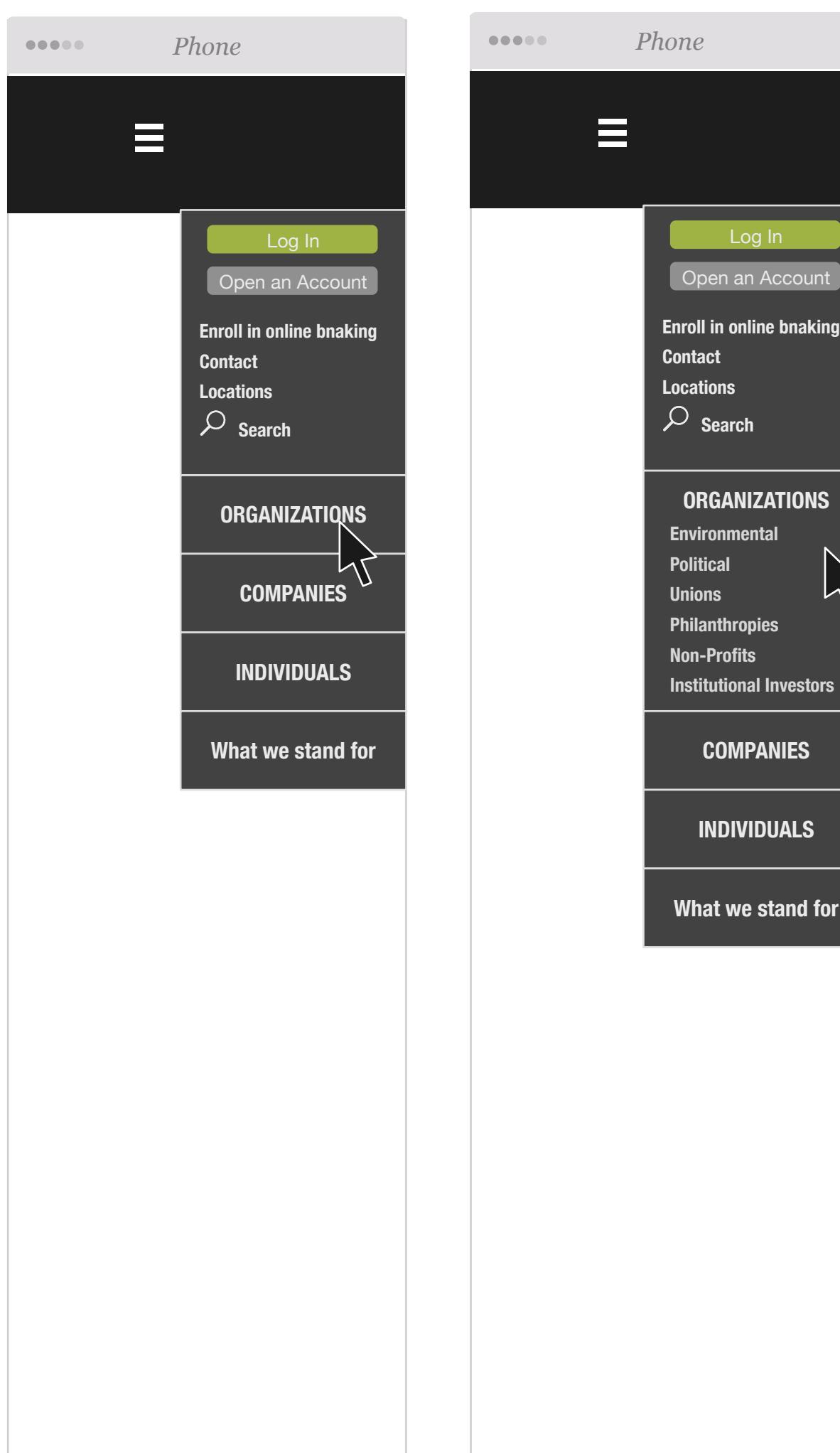
hover state



## Mobile



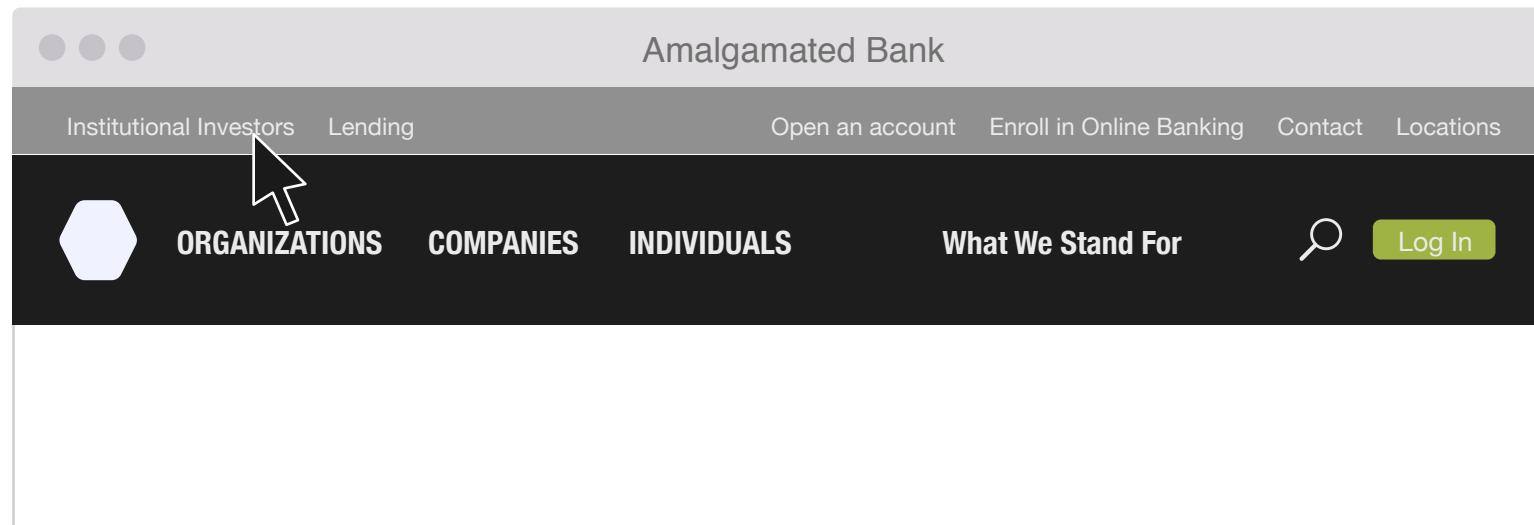
## Primary Nav



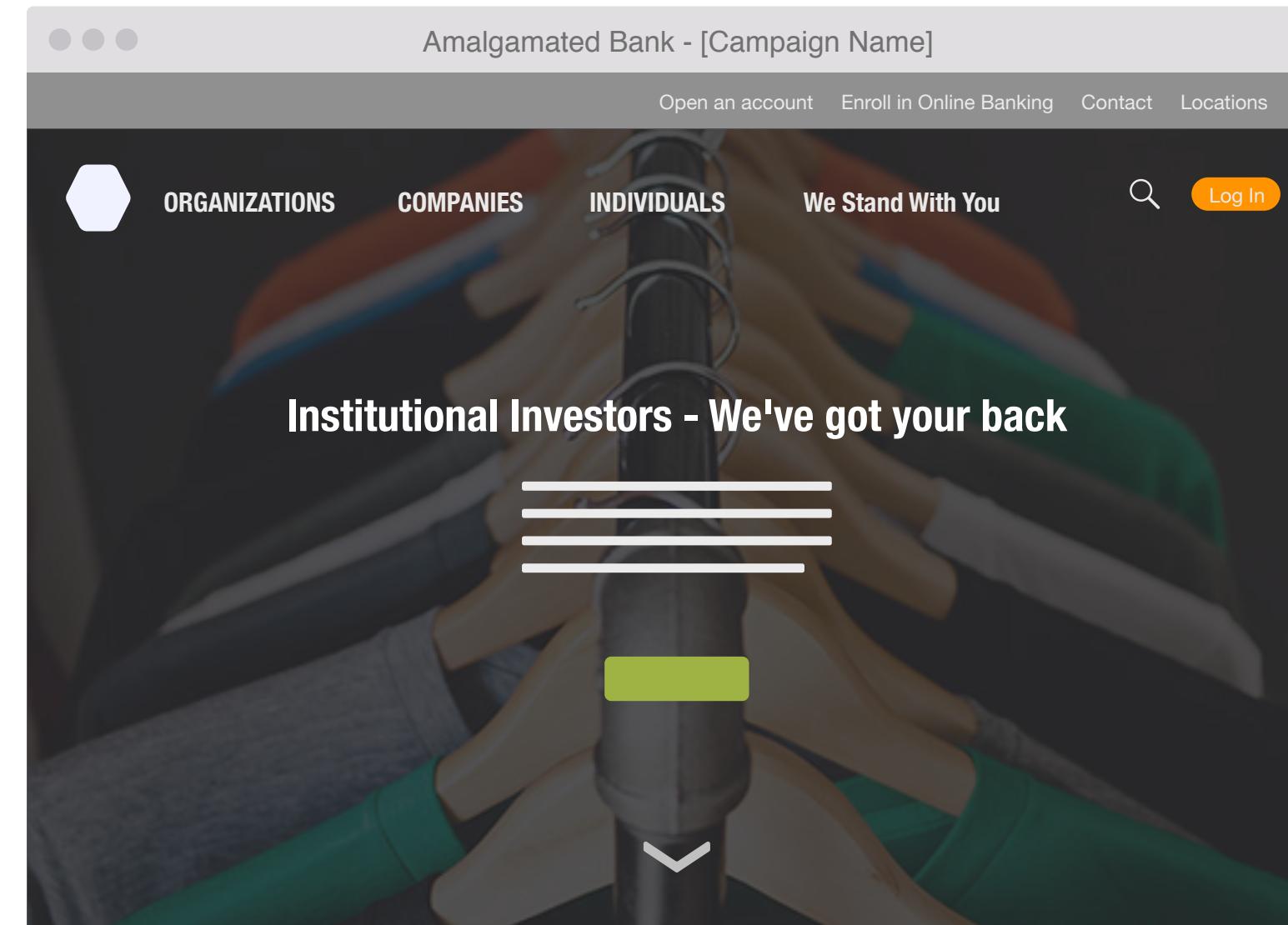
## Secondary Nav

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

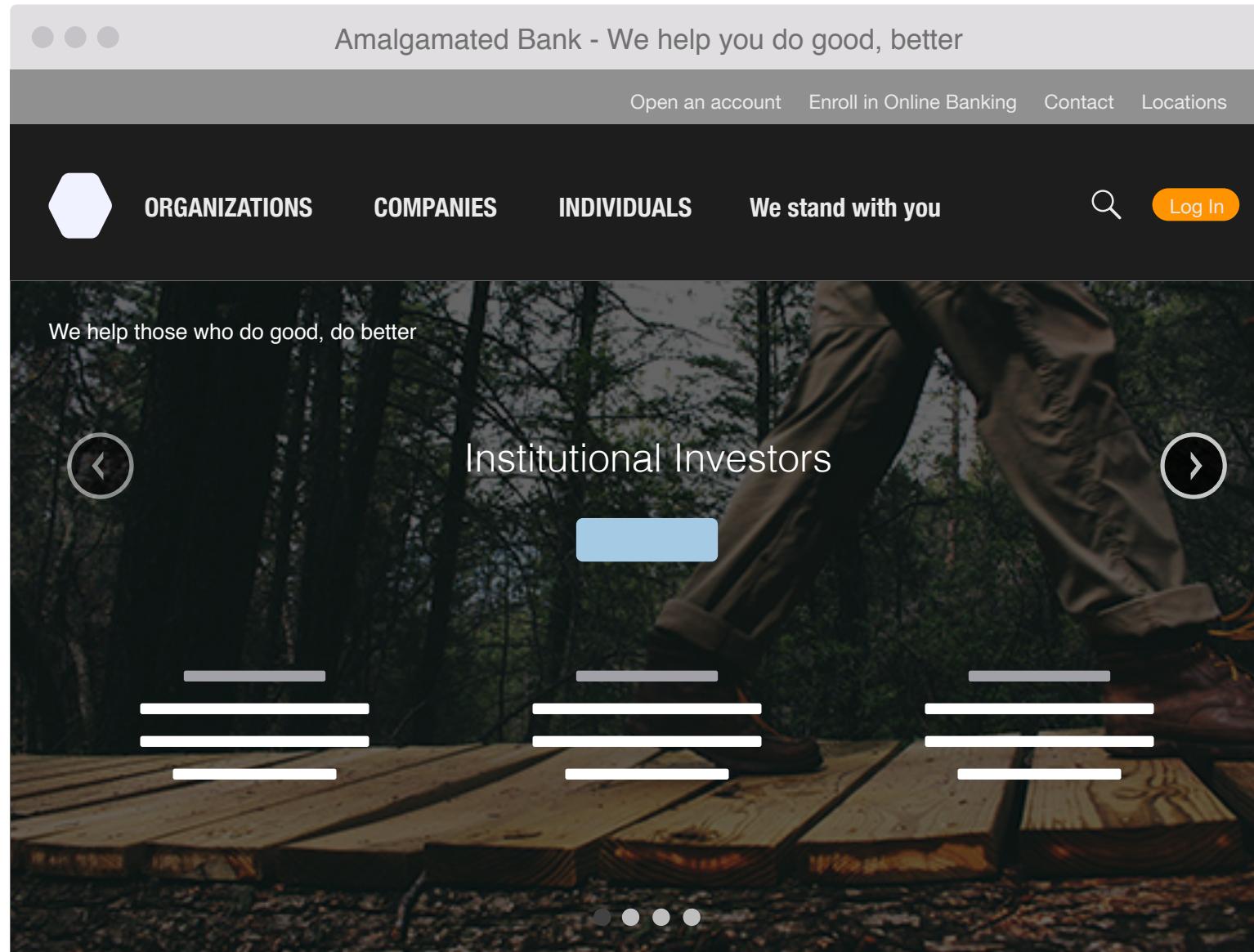
## 1 - include links in utility navigation



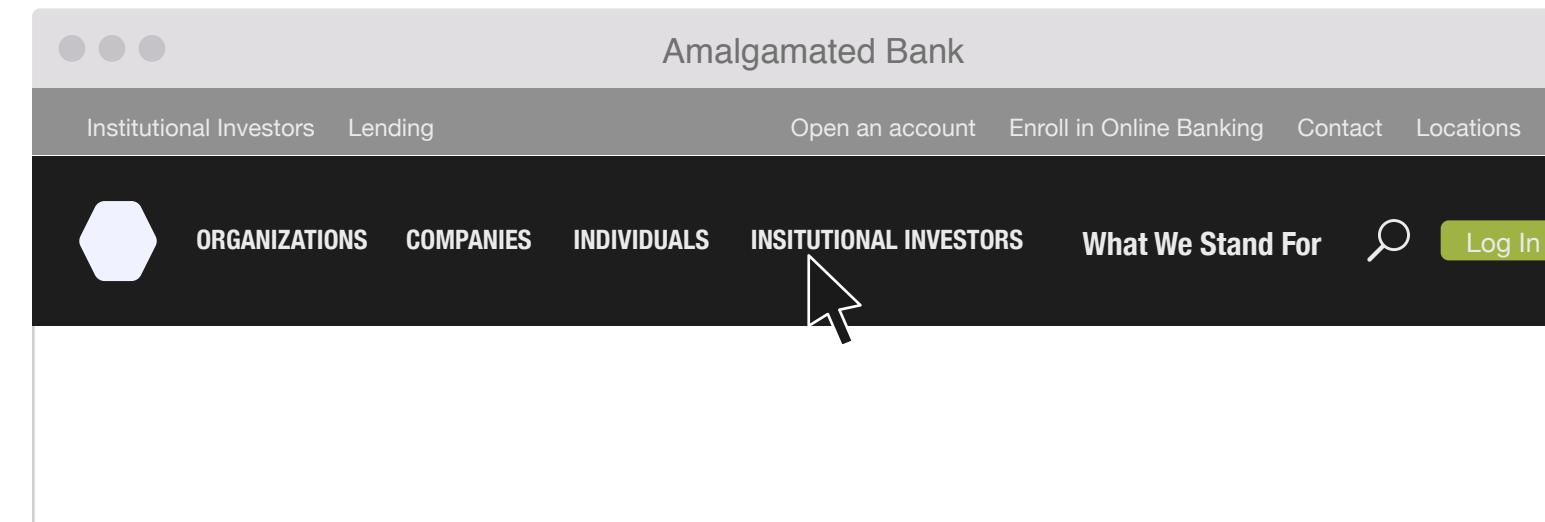
## 4 - campaigns/campaign landing pages for institutional investor offerings



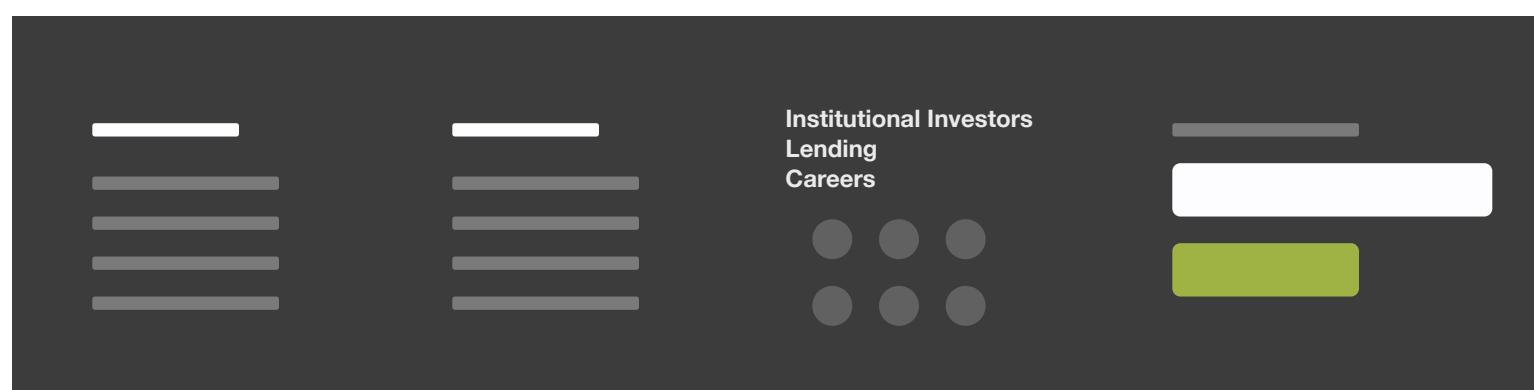
## 2 - promote in home page carousel

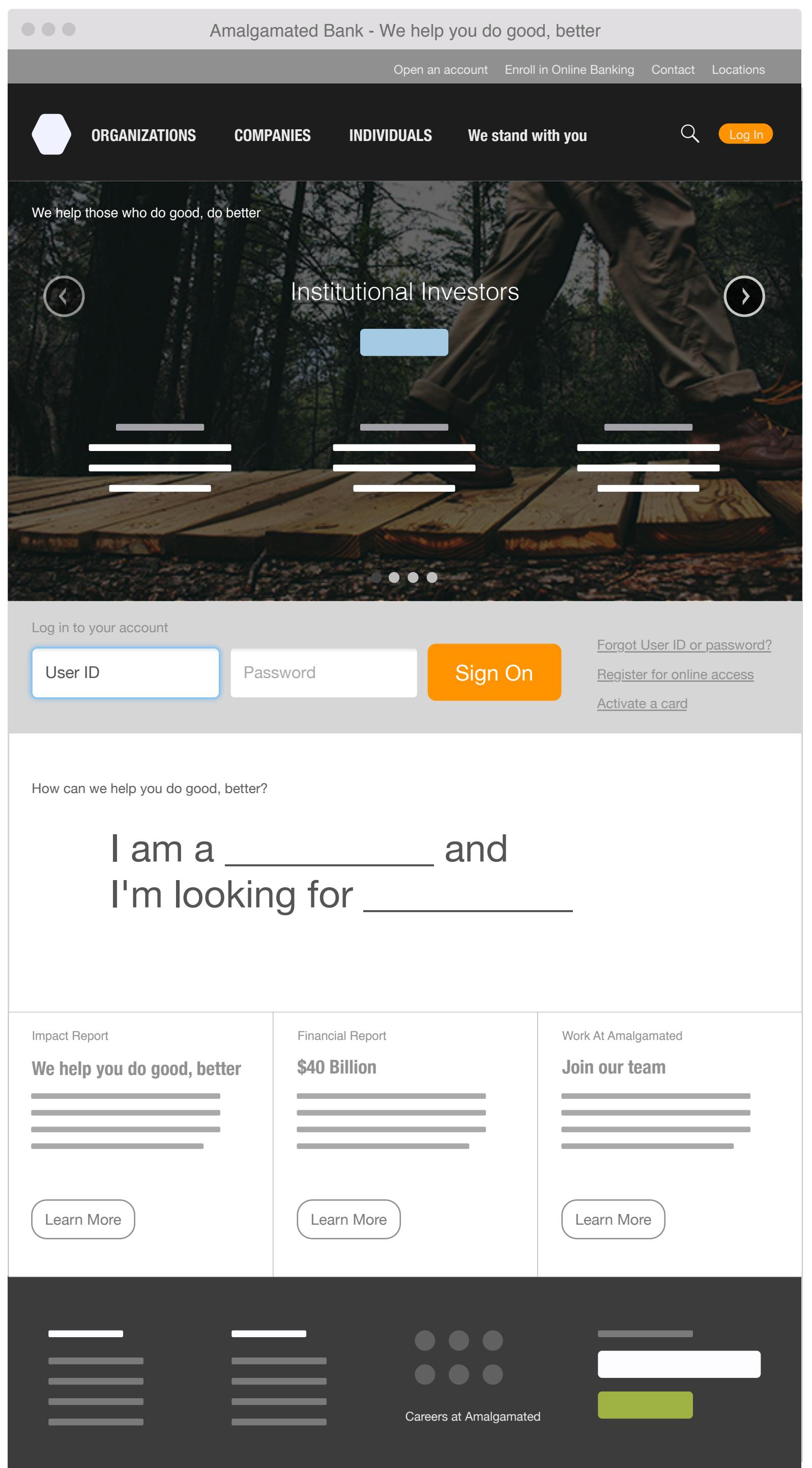


## 5 - include in primary nav (our least favorite option)



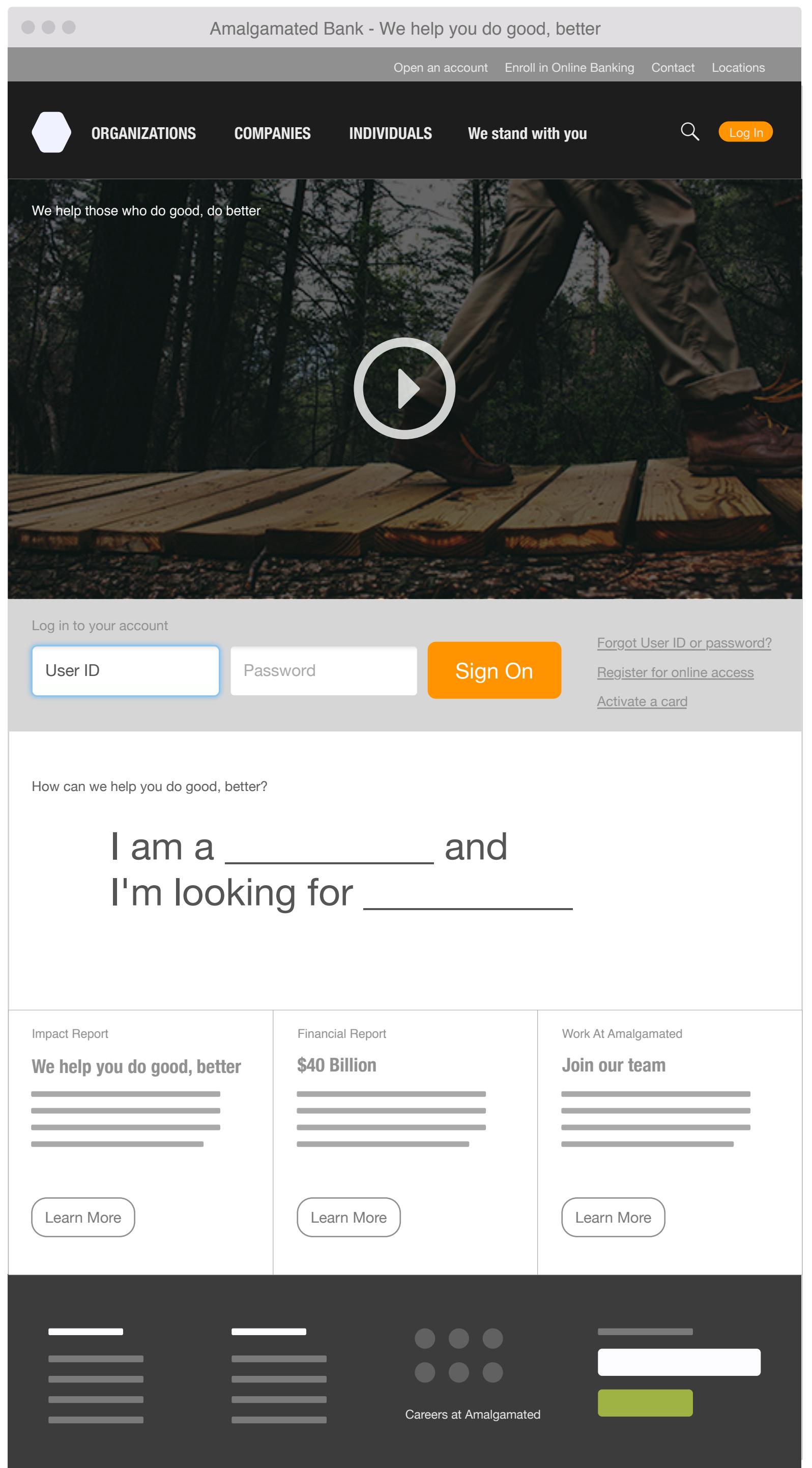
## 3 - prominent link in footer



**Page Purpose:**

The homepage introduces customers to Amalgamated, the bank's ideals, and brand, and quickly sends them to their intended destination - log in for existing customers, or the section of the site that is applicable to new customers.

- 1 A carousel displays slides explaining how Amalgamated helps its specific segments, with calls to action directing users to applicable areas of the website.
- 2 The login field enables existing customers to quickly log in to their online banking account.
- 3 The simple quiz at the top of the page allows new customers to identify themselves, and their needs. The customer is then provided information about an applicable service, product, or section of the site, with a link to visit that page.
- 4 Featured products, services, or stories
- 5 The site footer

**Page Purpose:**

The homepage introduces customers to Amalgamated, the bank's ideals, and brand, and quickly sends them to their intended destination - log in for existing customers, or the section of the site that is applicable to new customers.

- 1 The introductory video explains who Amalgamated serves, and what services they offer. The Organizations story is displayed.
- 2 The login field enables existing customers to quickly log in to their online banking account.
- 3 The simple quiz at the top of the page allows new customers to identify themselves, and their needs. The customer is then provided information about an applicable service, product, or section of the site, with a link to visit that page.
- 4 Featured products, services, or stories
- 5 The site footer

**Page Purpose:**

The quiz helps new customers identify themselves, and their needs. They are given suggestions of pages to visit as they complete the quiz.

- 1 Clicking on the empty area of the quiz triggers a drop down.
- 2 The customer selects from the set of answers
- 3 The quiz updates, and offers new choices to the user based on their answer
- 4 As the customer fills out the quiz, they are provided links to learn more about how Amalgamated serves INDIVIDUALS like them
- 5 When the customer has identified their need...
- 6 a final recommendation is made of a product, service, or contact

How can we help you do good, better?

I am \_\_\_\_\_ and I'm looking for \_\_\_\_\_

How can we help you do good, better?

I am \_\_\_\_\_ and I'm looking for \_\_\_\_\_

- In charge of an organization
- a business owner
- a regular person

How can we help you do good, better?

I am in charge of a \_\_\_\_\_ and I'm looking for \_\_\_\_\_

- Union
- Environmental Organization
- Political Campaign
- Non-profit
- B-Corps

How can we help you do good, better?

I am in charge of a union [check out how we serve unions](#) and I'm looking for \_\_\_\_\_

How can we help you do good, better?

I am in charge of a \_\_\_\_\_ and I'm looking for \_\_\_\_\_

- a partner
- [serve unions](#)
- a retirement plan
- help negotiating

How can we help you do good, better?

I am in charge of a union [check out how we serve unions](#) and I'm looking for a retirement plan

Here's someone we think could really help you



“ A quote about my perspective. ”

\_\_\_\_\_

**Page Purpose:**

The We Stand With You page presents the history of Amalgamated, and tells the story of the bank's philosophy, and beliefs.

- 1 The full screen slide show tells the story of Amalgamated, its history, its philosophy, emphasizing the bank's differentiation, and highlighting it's progressive philosophy.

Slides can include a call to action to learn more linking to story, product, or service pages.

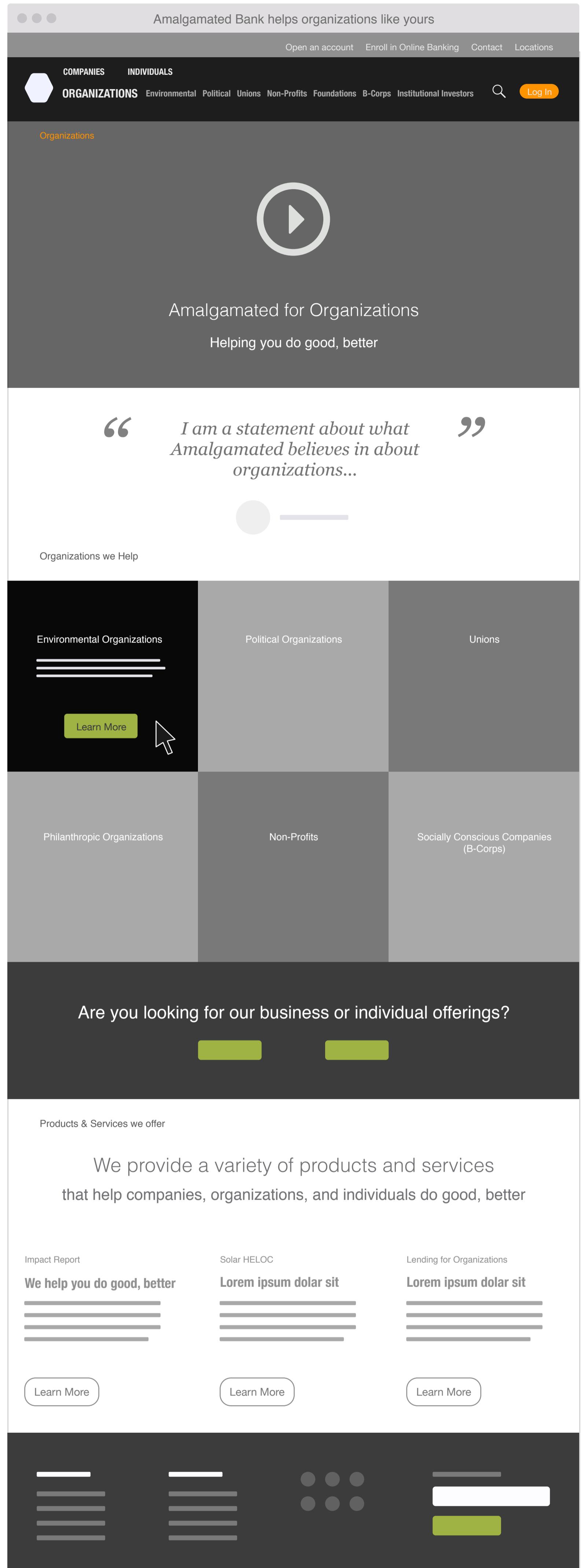
Slides are displayed vertically down the page.

The next slide will automatically be displayed after 3 seconds, or the user can select the next link, or scroll down to advance the slide manually.

- 2 Additional slides

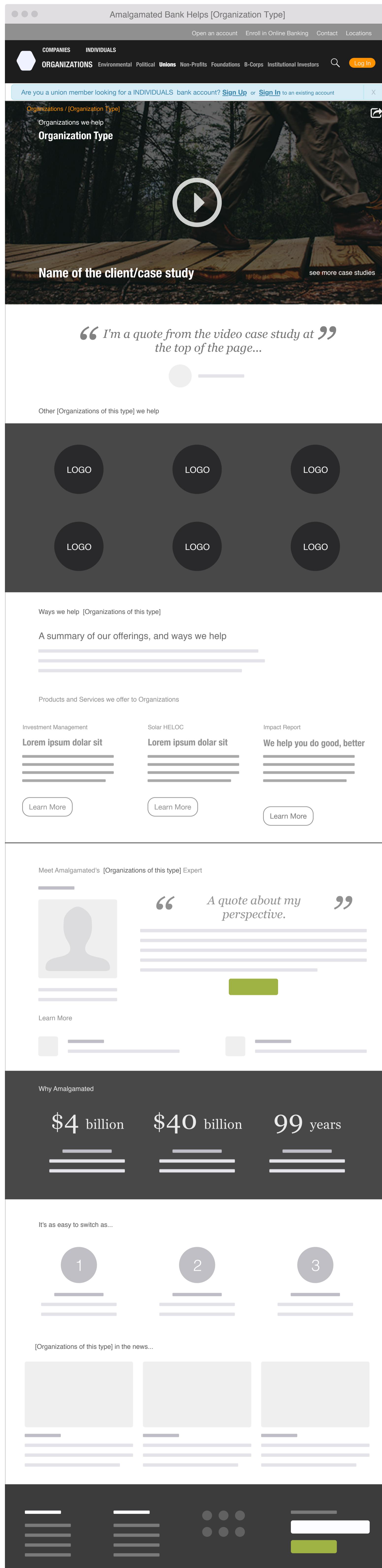
- 3 Links to additional about us pages

- 4 Featured products, services, or stories

**Page Purpose:**

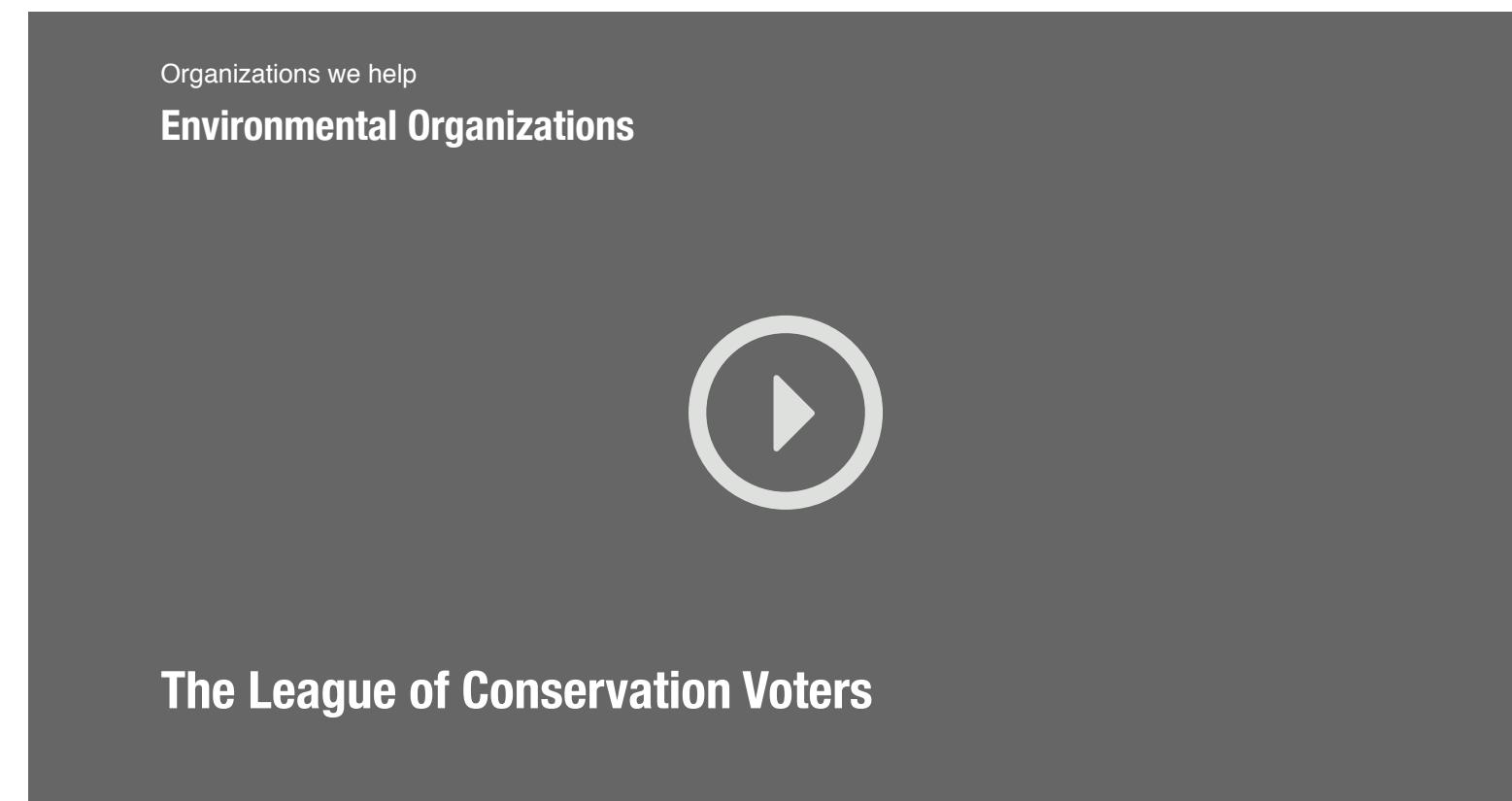
The index of organizations provides links to each organization story, and communicates Amalgamated's viewpoint, and philosophies around helping organizations do good, better.

- 1 Sub navigation links to the different organization story pages, and to the products and services index.
- 2 An introductory video explains how Amalgamated serves organizations, and helps them do good, better.  
If no video is available, an image with text, or text can be used.
- 3 A quote from an Amalgamated bank expert on what drives them and then bank to help organizations.
- 4 A list of the different types of organizations that Amalgamated serves. When the user hovers over an organization a bite sized statement of how AB helps is displayed with a call to action link to learn more that links to the organization story page.
- 5 A call to action linking users to the other sections of the website.
- 6 An introduction to some of the unique products and services AB offers to organizations.
- 7 Featured products, services, or stories

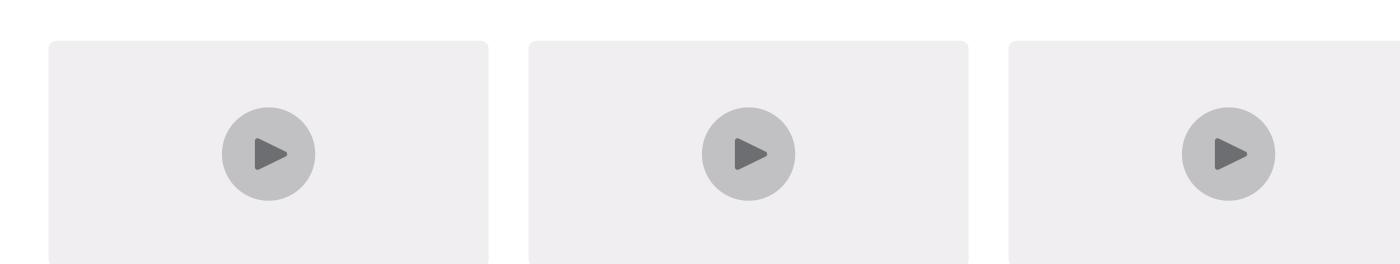
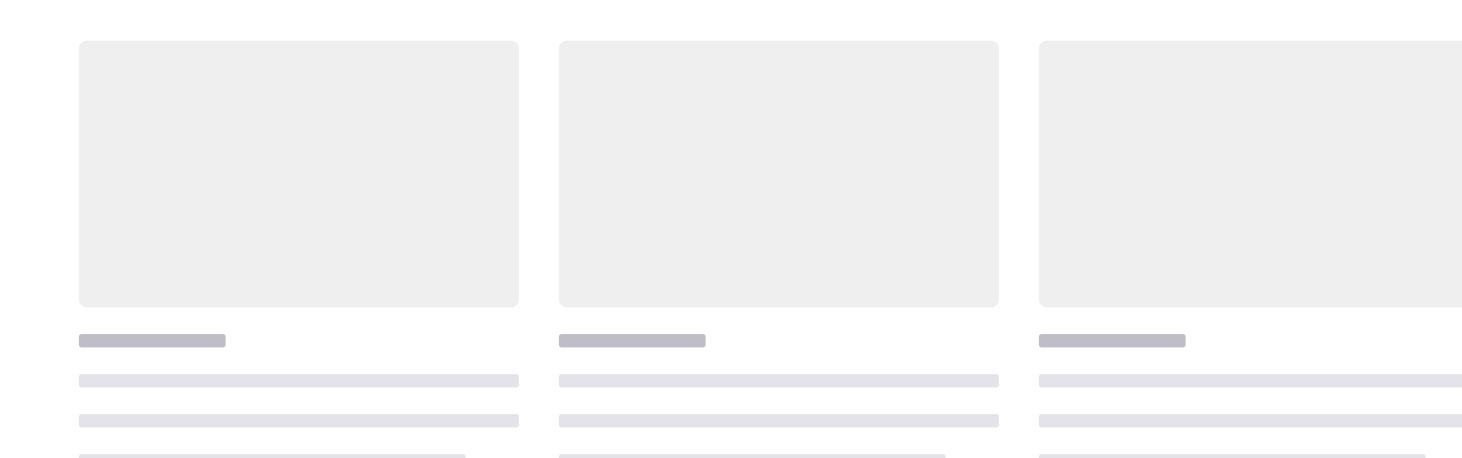
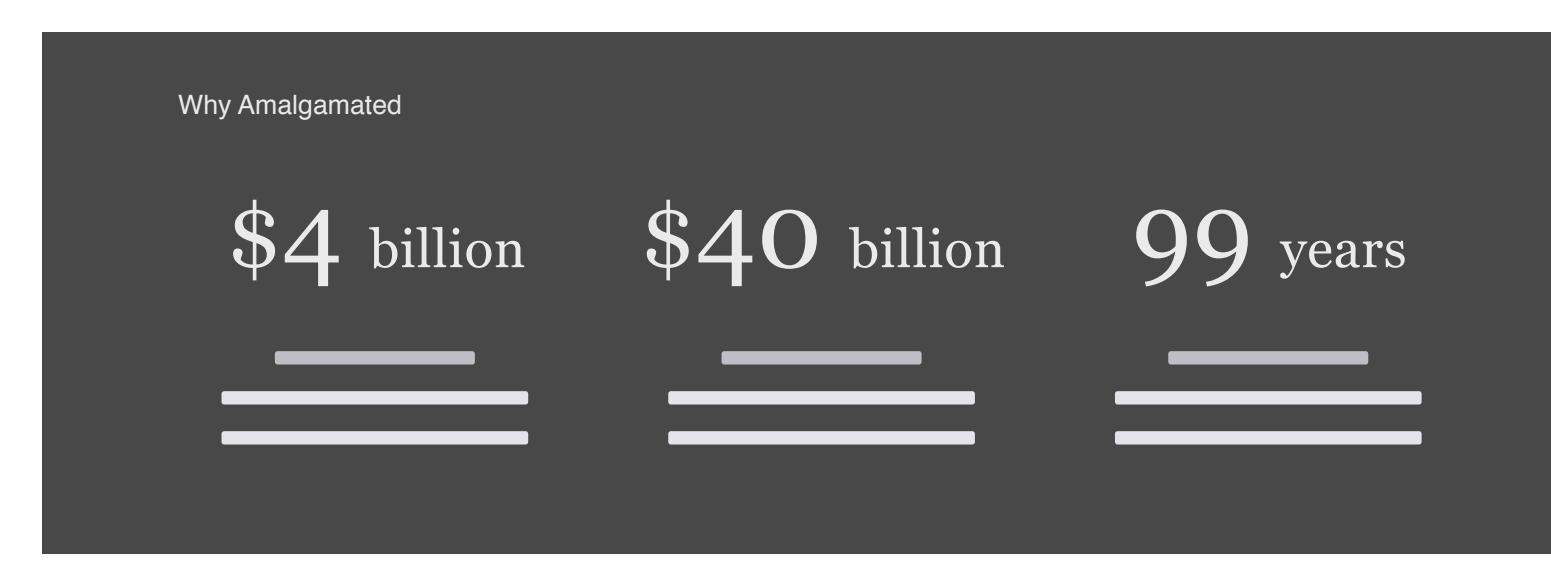
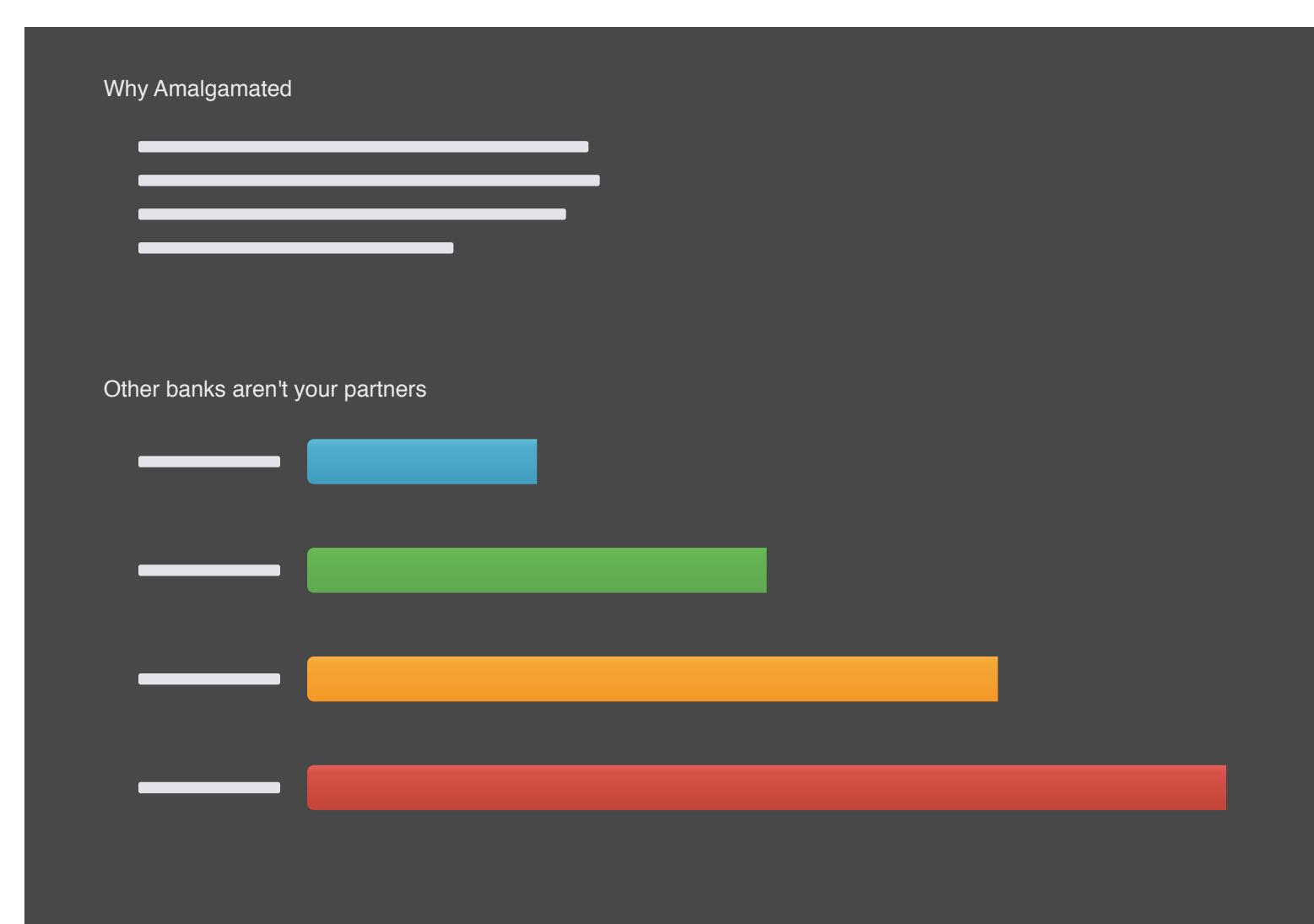
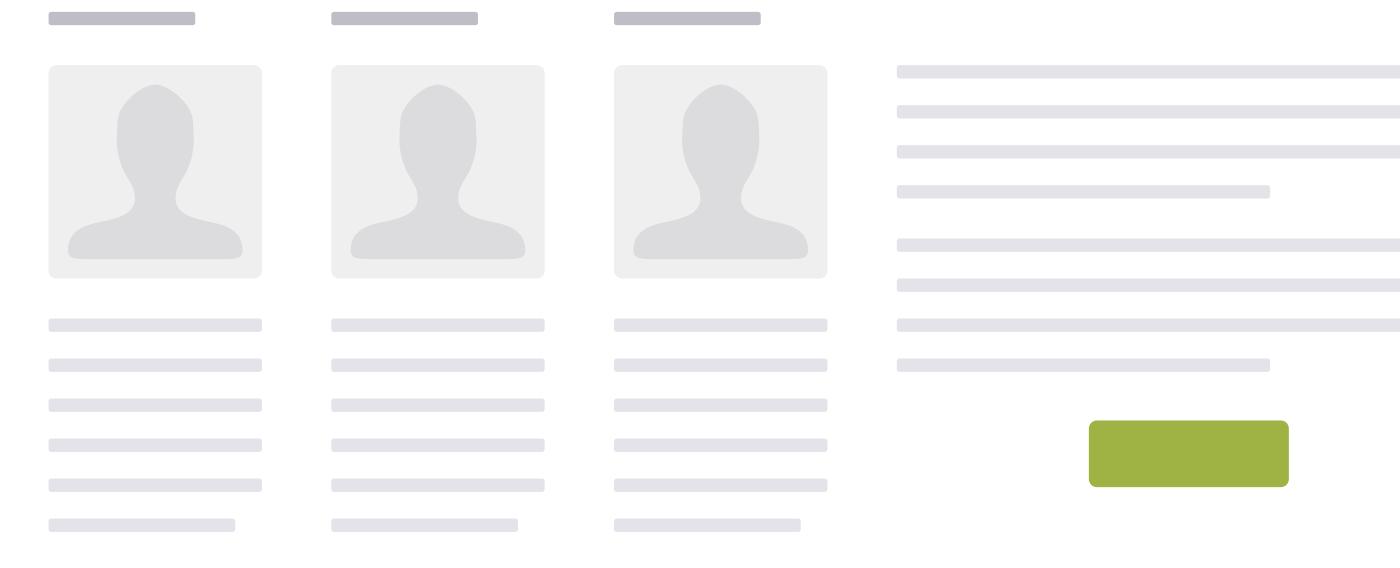
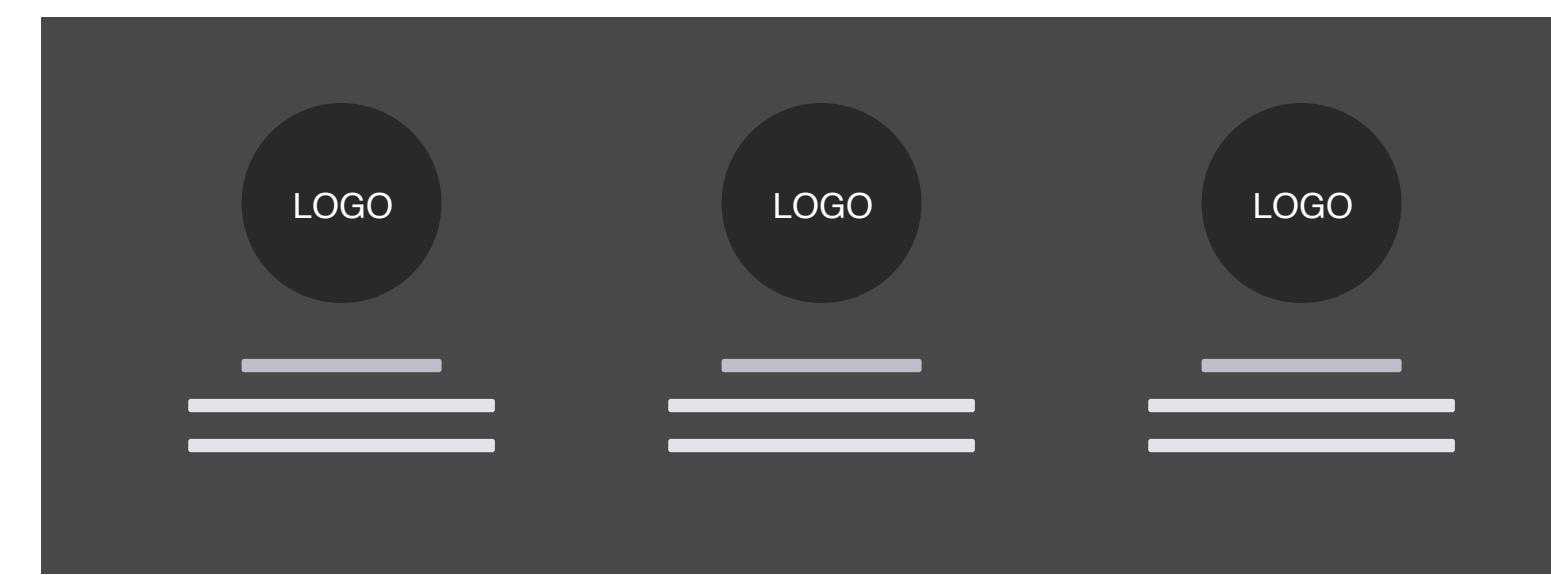
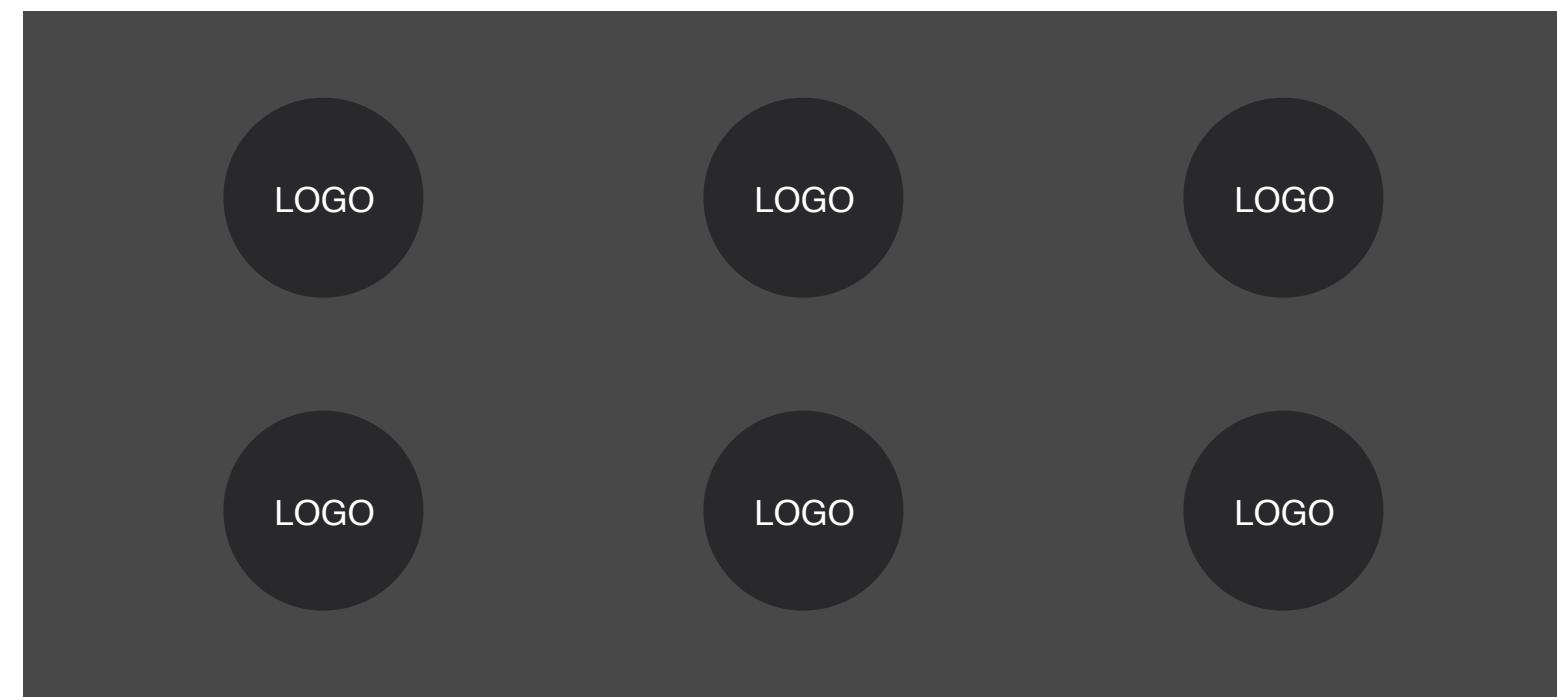
**Page Purpose:**

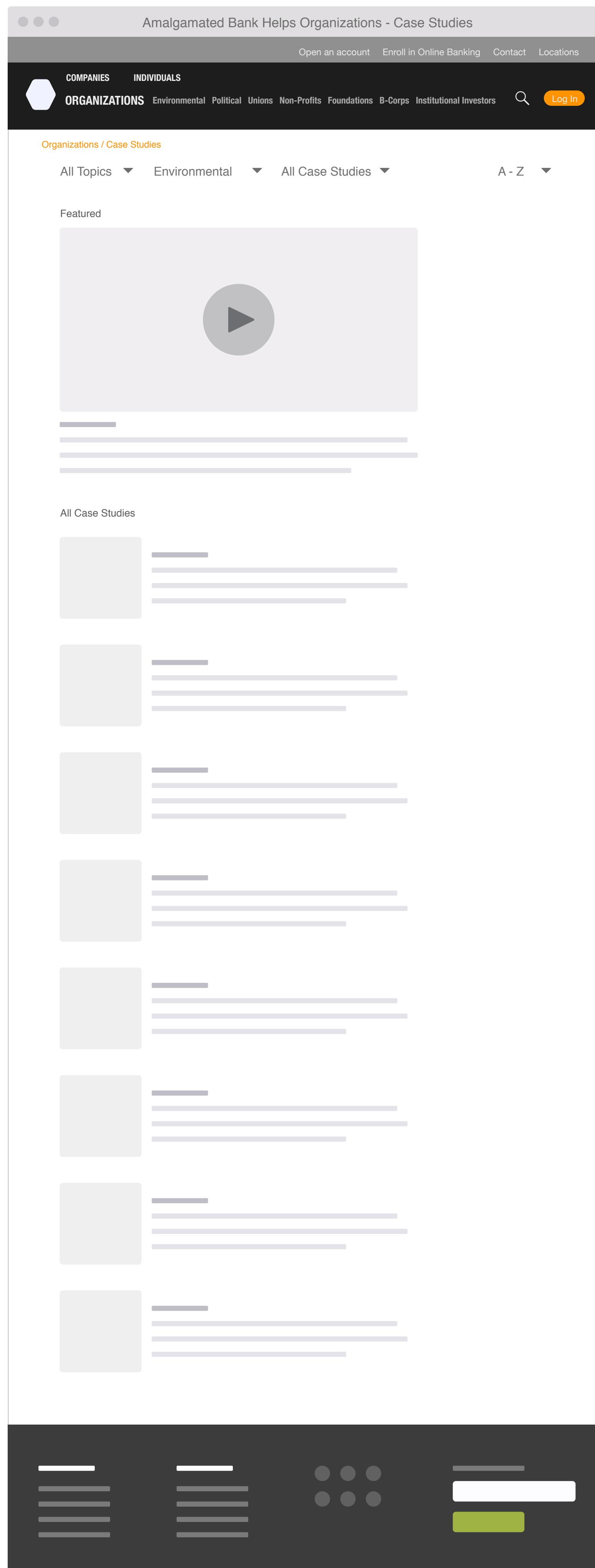
The organization story page explains how Amalgamated serves organizations of the type selected. The story page highlights a case study of a specific organization the bank has served.

- 1 Sub-nav highlights the selected organization
- 2 If applicable, a message is displayed linking users to other sections of the bank, for example, for union members, linking to INDIVIDUALS banking.
- 3 A case study video explains how Amalgamated serves the organization type, and what services they offer. If applicable a link to see more case studies is displayed, linking to the index of case studies pre-filtered to display applicable case studies.
- 4 A bite sized quote/summary of the case study video, highlighting AB's INDIVIDUALS connections to their clients.
- 5 A list of other organizations of the type selected that AB works with.
- 6 A summary of how AB serves the organization type highlighting differentiation.
- 7 If applicable, links to highlighted products, and/or services and/or stories are displayed.
- 8 An introduction to AB's organizational expert, with a photo, bio, statement of belief/purpose, a link to contact the expert to learn more, and (if applicable) links to any white papers the expert has written.
- 9 The Why Amalgamated section highlights the bank's history of services, and/or compares and contrasts AB to other banks, highlighting differentiation.
- 10 The How to Switch section explains the steps needed to switch to AB, highlighting ease.
- 11 The "in the news" section links to 3rd party articles and commentary about the organization type.



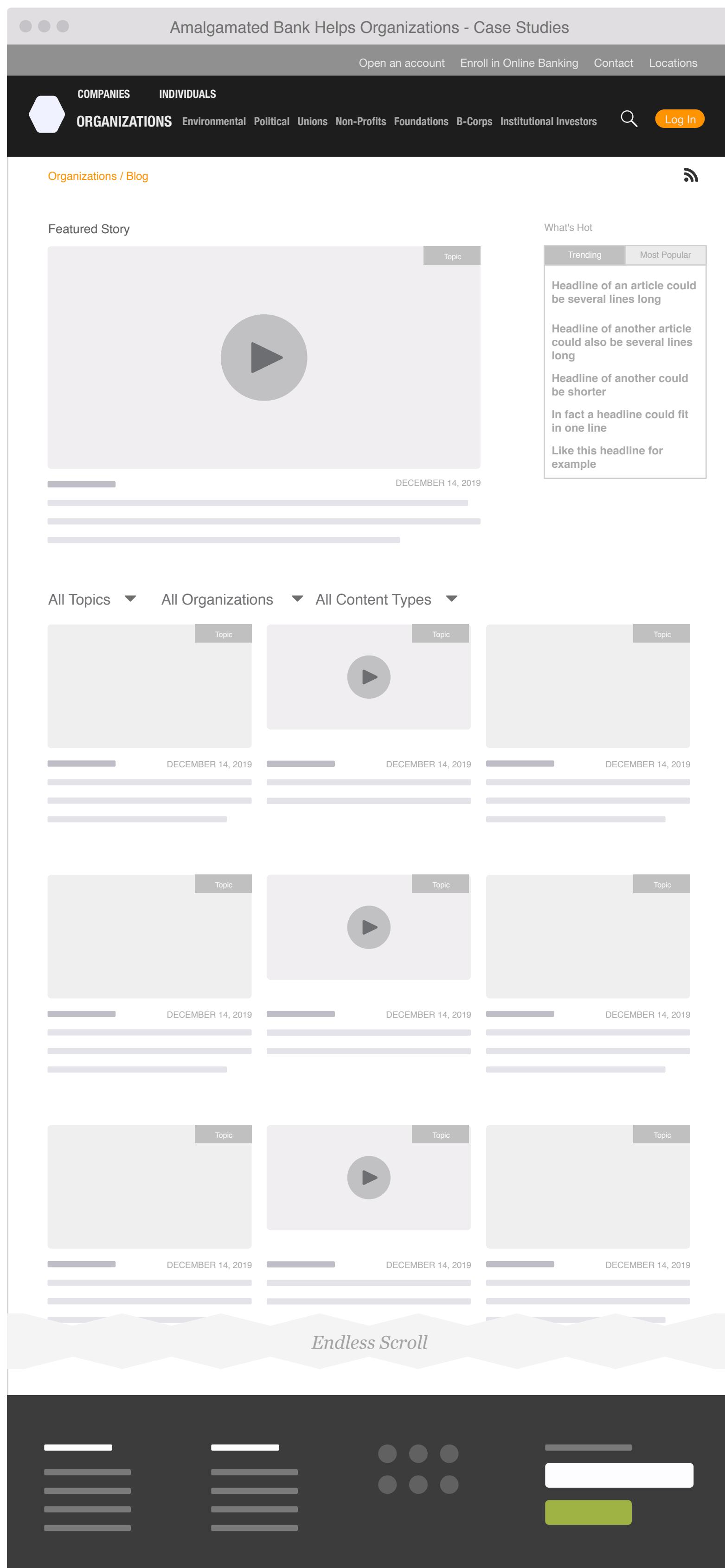
- 1 Case study  
Video case study, or image, and text case study
- 2 Organizations we serve  
3-6 logos, or 3 logos with key benefits
- 3 Amalgamated's Expertise  
Description with link to products and services, or description with key benefits
- 4 Link  
Link to other section of the bank, other organization, or campaign page
- 5 Our Expert  
Bio of an Amalgamated expert, with a link to contact them, or a team of experts
- 6 Why Amalgamated  
Amalgamated vs. other banks info graphic, or Amalgamated's size and history
- 7 Switching is Easy  
The steps required to switch
- 8 Related content  
Links to 3rd party news articles, or additional case studies



**Page Purpose:**

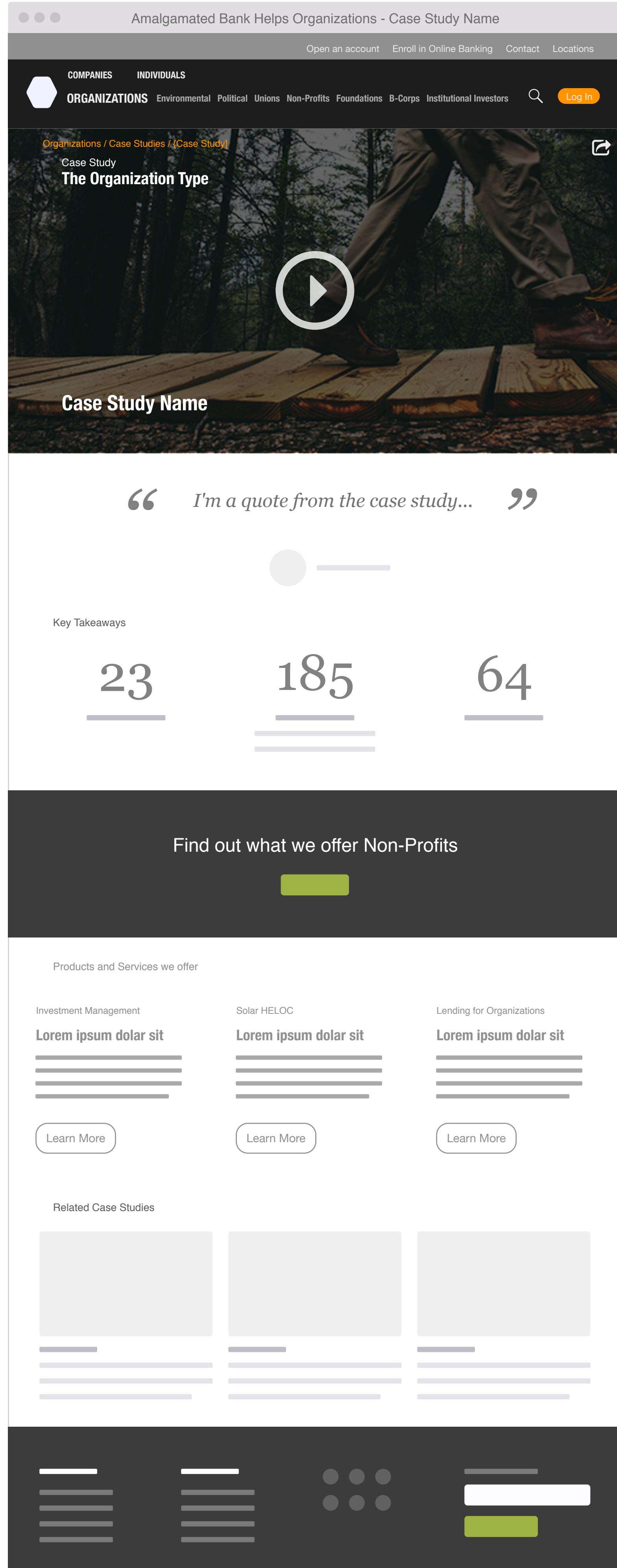
When applicable (when additional case studies are developed) the Case Study index allows users to browse through multiple case studies.

- 1 Users can filter the list of case studies based on topic, on organization type, and type of case study (video, html, etc.).
- 2 A featured case study
- 3 A list of all applicable case studies

**Page Purpose:**

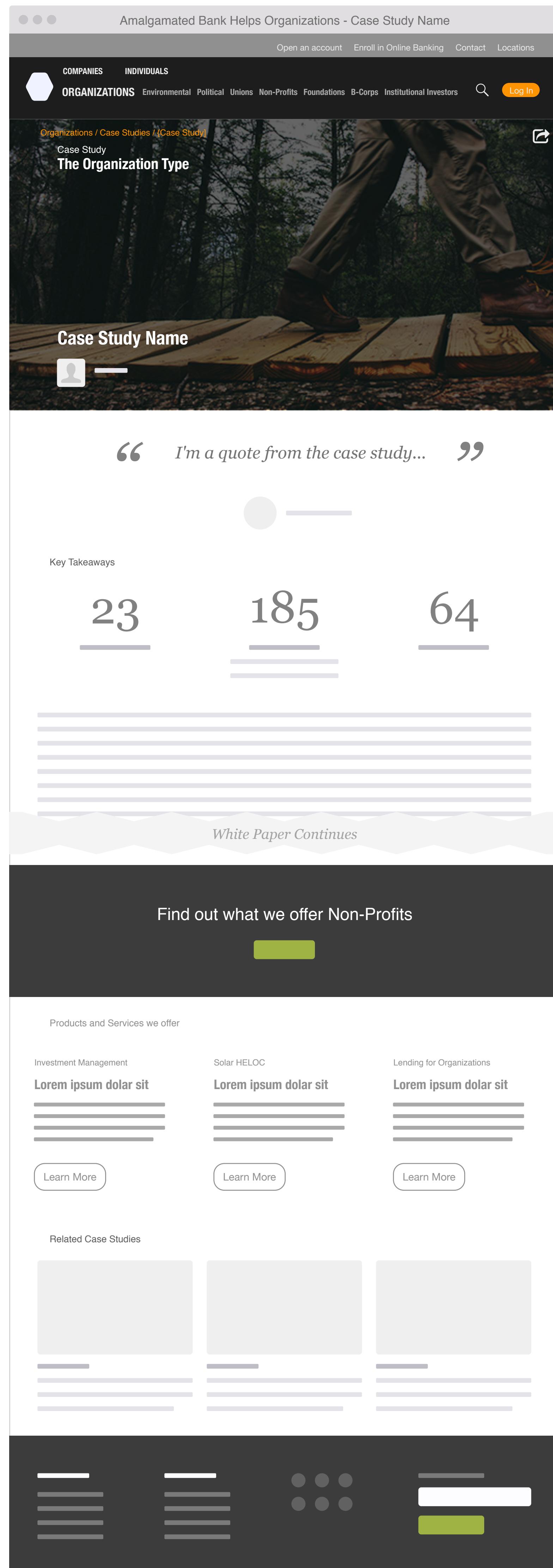
When applicable (when additional case studies are developed) the Case Study index allows users to browse through multiple case studies.

- 1 Users can subscribe/follow a blog through RSS, or email
- 2 Most popular, and trending articles are displayed
- 3 All content associated with the blog. The user can filter the blog based on topic, format, organization, etc.



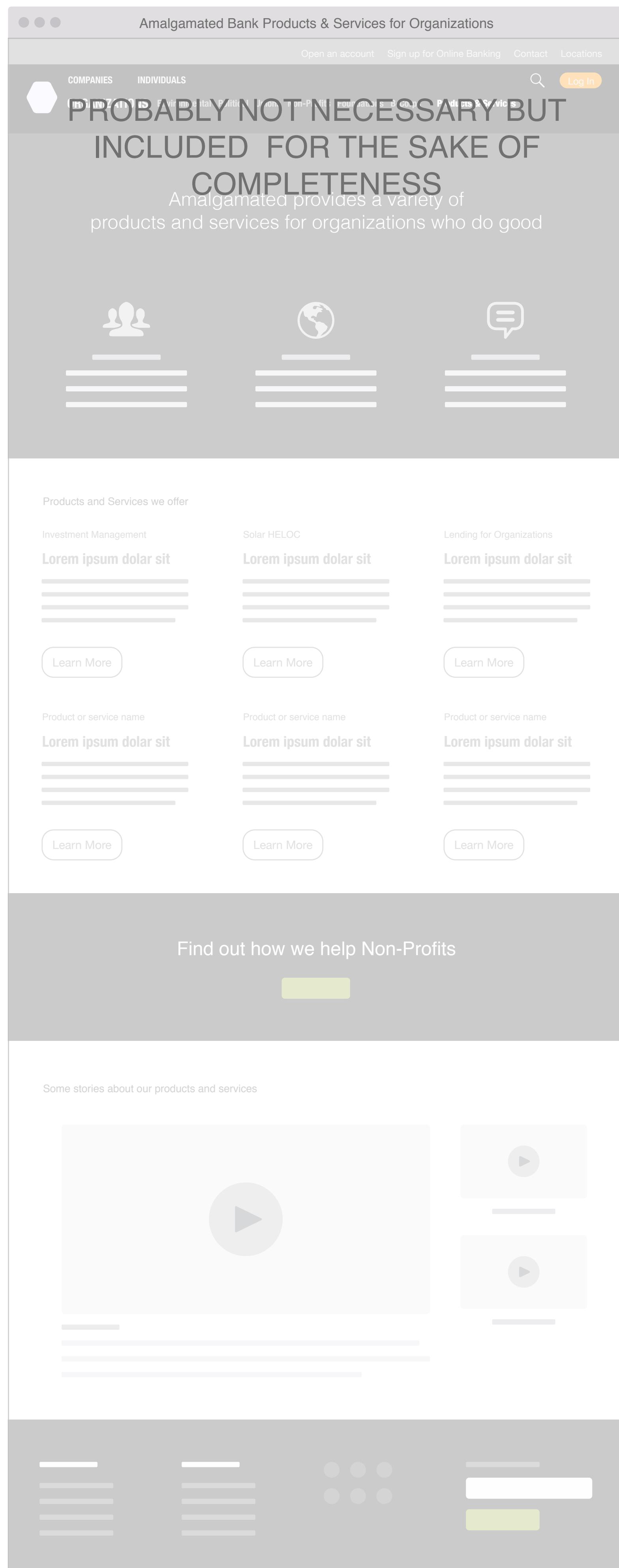
**Page Purpose:**  
The case study pages allow a user to view a single case study.

- 1 The case study video, slide show, or story
- 2 The user can share the content by clicking the share button.
- 3 Key quote from the case study
- 4 Clicking the quote opens the quote in twitter with a link back to the case study
- 5 Bite-sized key takeaways from the case study
- 6 A link to the organization story page
- 7 If applicable, featured products and/or services and/or stories
- 8 If applicable, links to related case studies



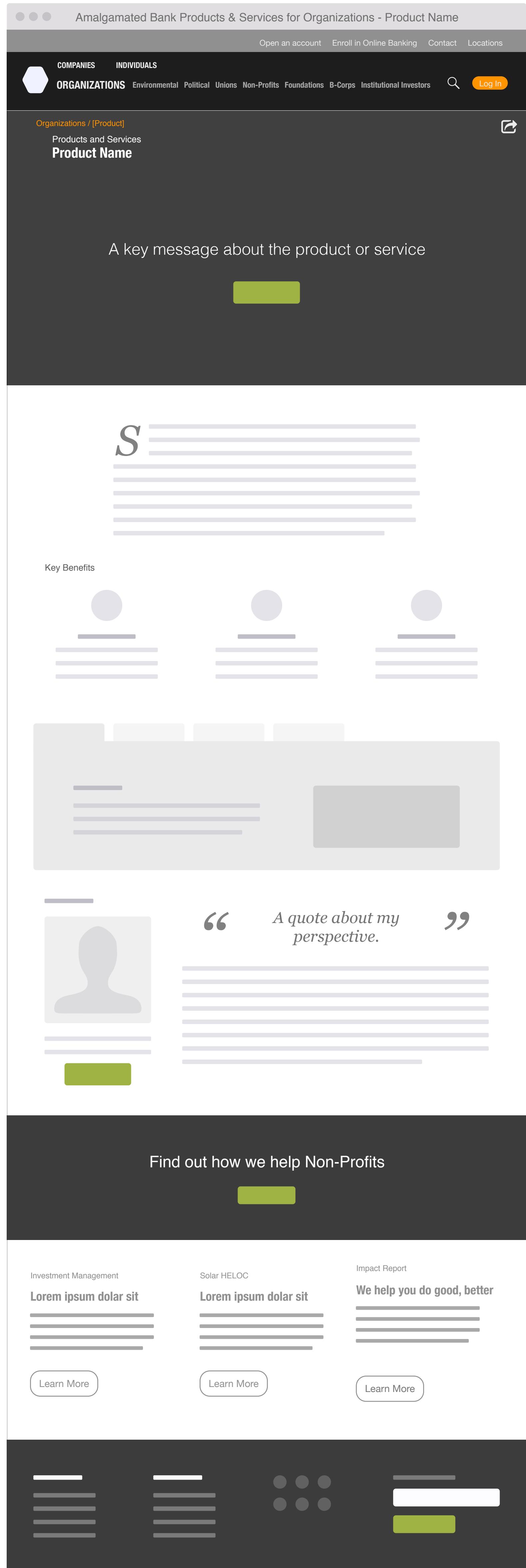
**Page Purpose:**  
The case study pages allow a user to view a single case study.

- 1 An image, the title of the case study, and the author of the case study linking to the Organization story page
- 2 Key quote from the case study
- 3 Bite-sized key takeaways from the case study
- 4 The text of the case study
- 5 A link to the organization story page
- 6 If applicable, featured products and/or services
- 7 If applicable, links to related case studies

**Page Purpose:**

The Products and Services index allows users to browse through the specialty products and services that Amalgamated offers to organizations.

- 1 An introduction to the products and services AB offers organizations highlighting AB's philosophy, and commitment to serving organizations that do good
- 2 Links to product and services pages
- 3 A link to an organization story page
- 4 Links to case studies about products and services



**Page Purpose:**  
The product or service pages allow a user to learn more about a product or service Amalgamated offers to organizations.

- 1 An intro message to the product or service with a call to action to contact AB to learn more
- 2 A summary of the benefits of the product or service
- 3 Bite-sized key benefit bullet points
- 4 If applicable additional details about the product or service
- 5 An introduction to AB's product/service expert, with a photo, bio, statement of belief/purpose, a link to contact the expert to learn more.
- 6 A link to the organization story page
- 7 If applicable, featured products and/or services and/or stories

Amalgamated Bank - [Campaign Name]

Open an account Enroll in Online Banking Contact Locations

ORGANIZATIONS COMPANIES INDIVIDUALS We Stand With You Log In

Main campaign statement

“ I'm a quote from a case study that supports the campaign... ”

A summary of the main message of the campaign

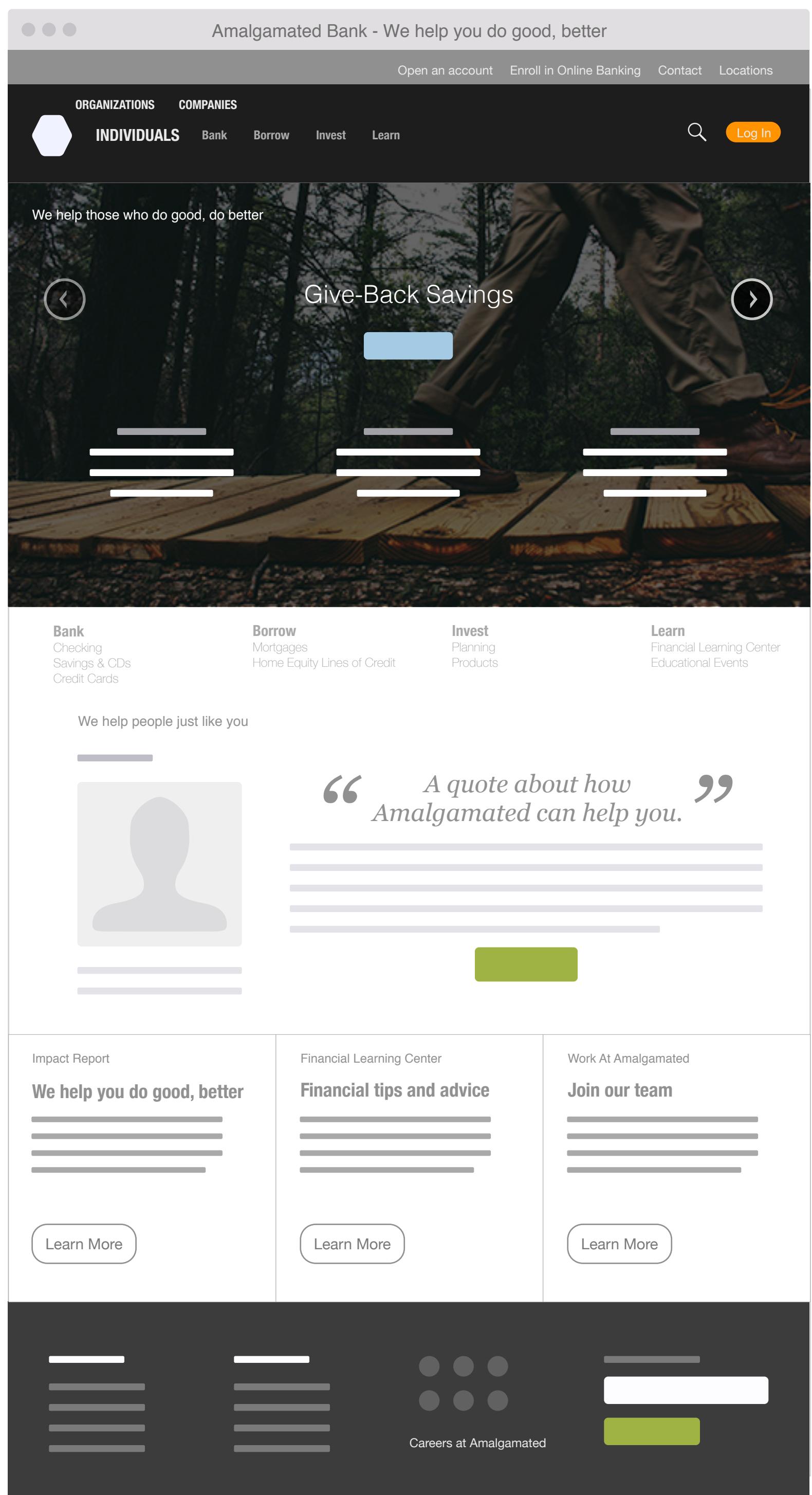
“ A quote about my perspective. ”

Find out how we help Non-Profits

**Page Purpose:**

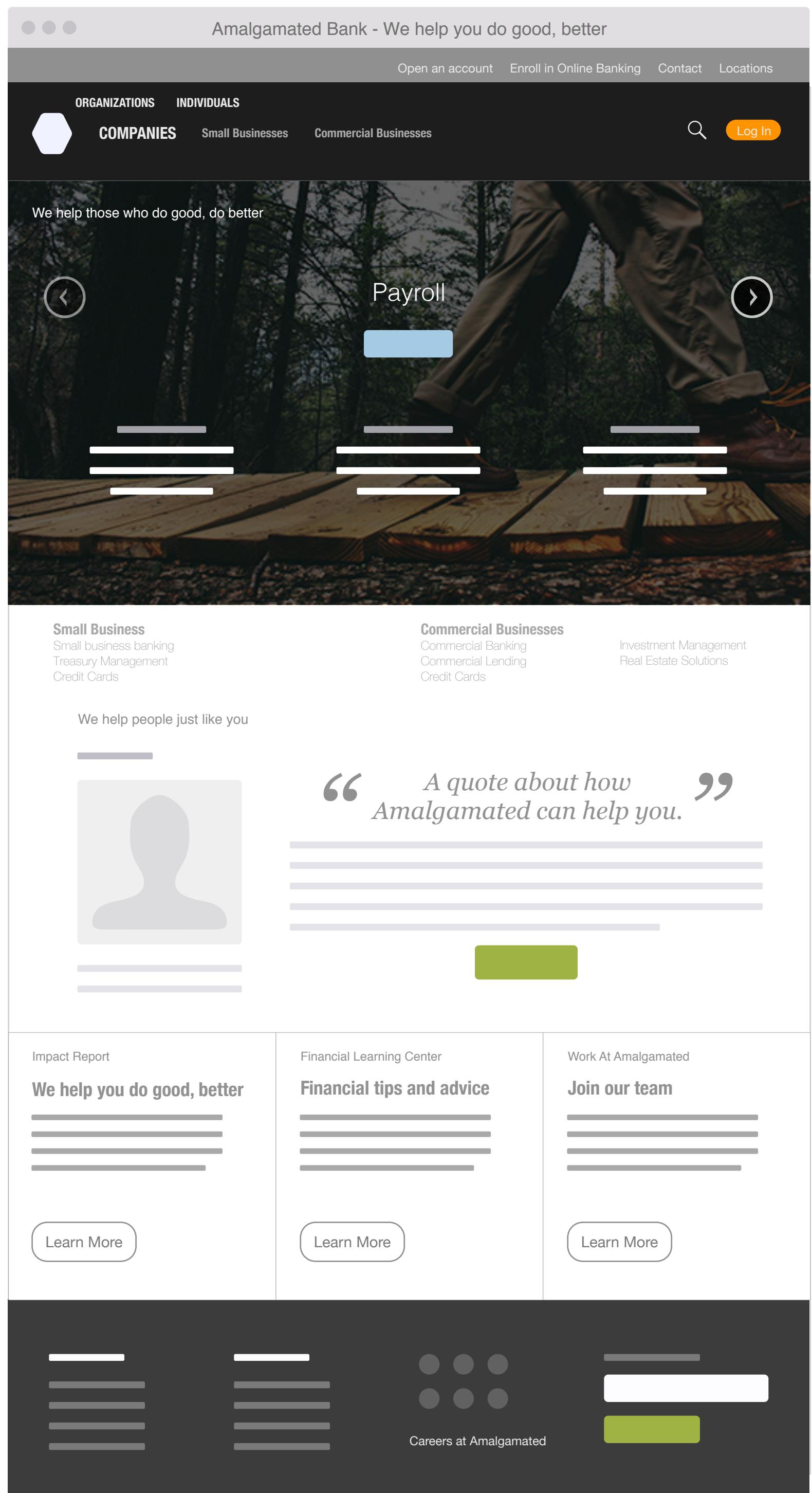
The campaign page is a landing page for a campaign that summarizes Amalgamated's offering/key messaging, and provides links to customers to learn more

- 1 The key message of the campaign with a call to action linking to the applicable story, product, or service page.
- 2 A quote from a case study that supports the campaign with a link to learn more
- 3 Bite-sized key benefit bullet points about the campaign
- 4 An introduction to AB's product/service expert, with a photo, bio, statement of belief/purpose, a link to contact the expert to learn more.
- 5 If applicable a link to another organization story page

**Page Purpose:**

The individual page helps individuals find the products, and services they are interested in.

- 1 A carousel displays slides explaining various Amalgamated offerings for individuals with calls to action directing users to applicable areas of the website. New slides are displayed every 3 seconds, or users can select to see the next or previous slide by clicking the previous/next buttons.
- 2 Links to additional individual pages
- 3 An introduction to AB's customer service reps, with a photo, bio, statement of belief/purpose, a link to contact the expert to learn more.
- 4 Featured products, services, or stories
- 5 The site footer

**Page Purpose:**

The businesses page helps business owners find the products, and services they are interested in.

- 1 A carousel displays slides explaining various Amalgamated offerings for businesses with calls to action directing users to applicable areas of the website.
- 2 Links to additional business pages
- 3 An introduction to AB's customer service reps, with a photo, bio, statement of belief/purpose, a link to contact the expert to learn more.
- 4 Featured products, services, or stories
- 5 The site footer