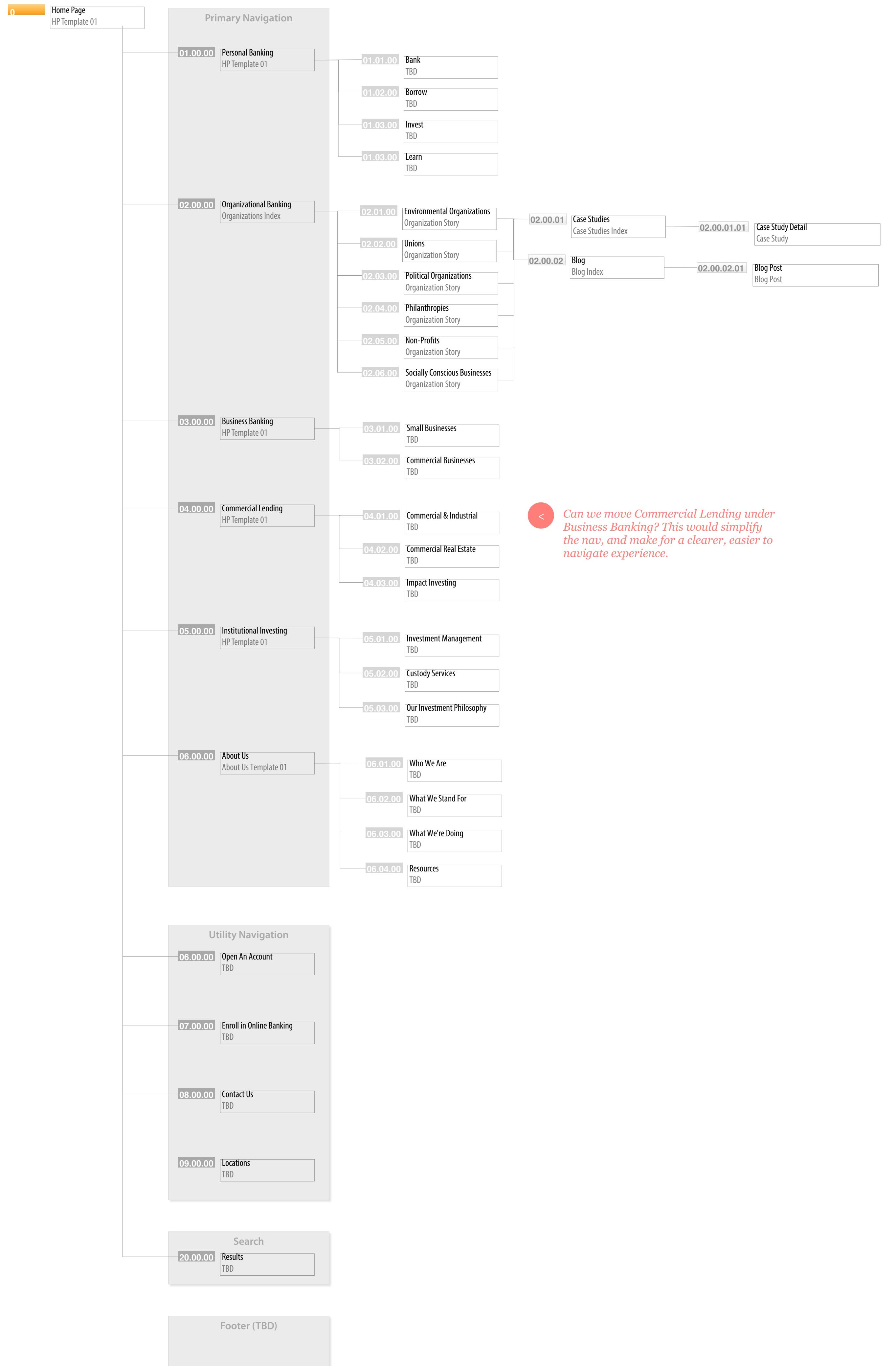


Amalgamated Bank

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SITE ARCHITECTURE LEGEND

Main screen Sub screen

Direct Link Link to Page that exists elsewhere in the site

WHAT IS A SITE ARCHITECTURE?

The Site Architecture illustrates how your site or application is organized. It lists the most important screens.

A VISUAL CHECKLIST

Designers and developers use the site architecture as a visual checklist to make sure they have thought through all of the screens you will need.

NAVIGATION

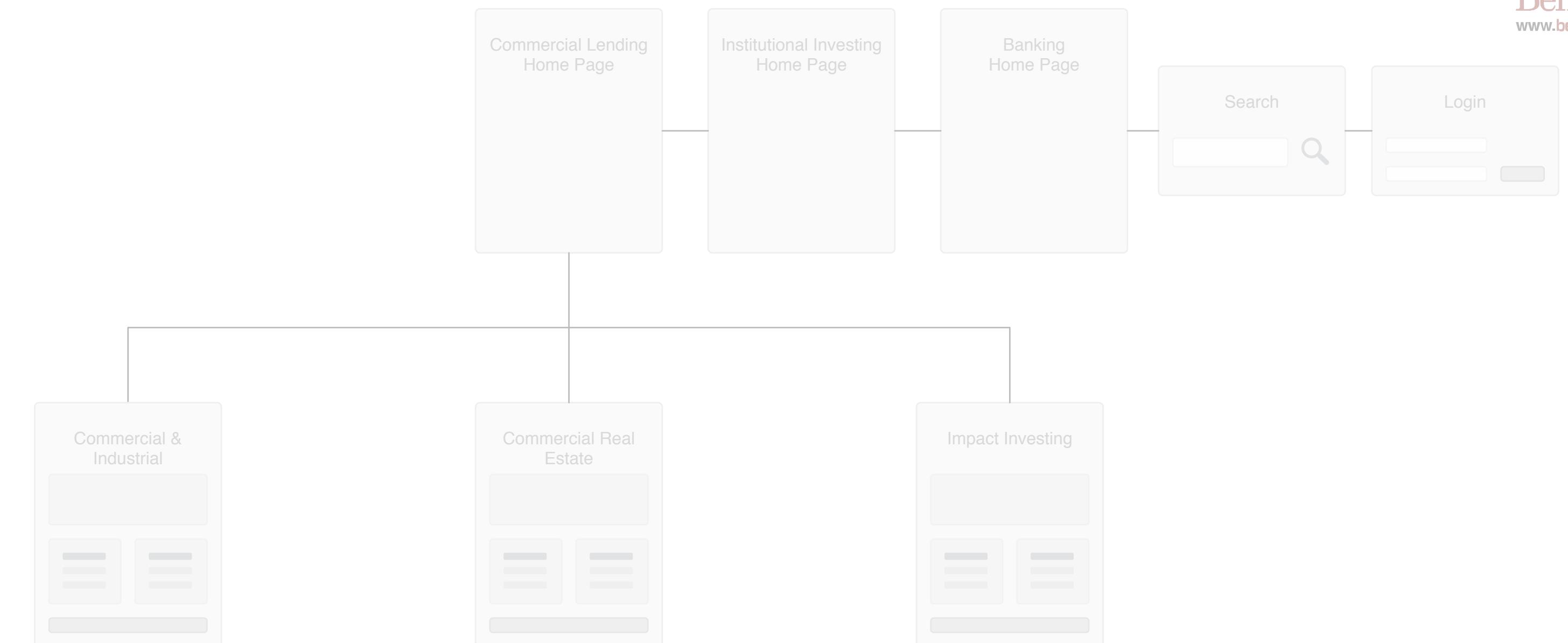
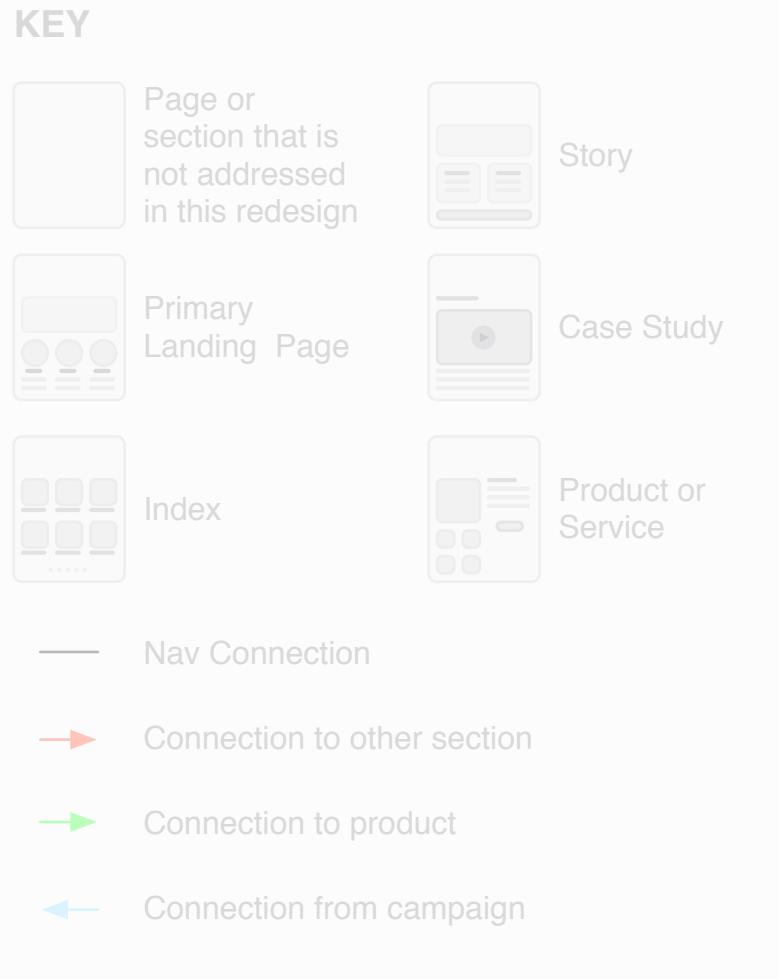
Although the site architecture hints at how users navigate through your screens, it does not actually describe the navigation. Your designer will provide wireframes that show how the navigation will work.

PAGE DESCRIPTIONS

The site architecture includes very brief descriptions of each page. For more information about what appears on each screen, please review the [CONTENT INVENTORY](#) or [WIREFRAMES](#).

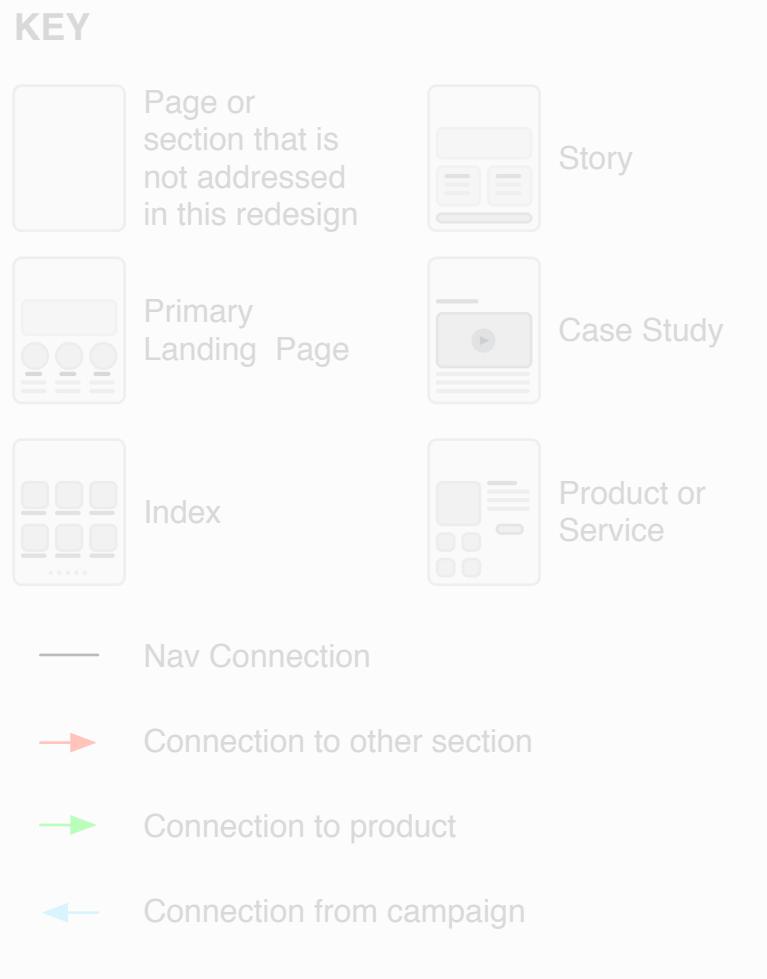
< *Can we move Commercial Lending under Business Banking? This would simplify the nav, and make for a clearer, easier to navigate experience.*

Commerical Lending Sitemap

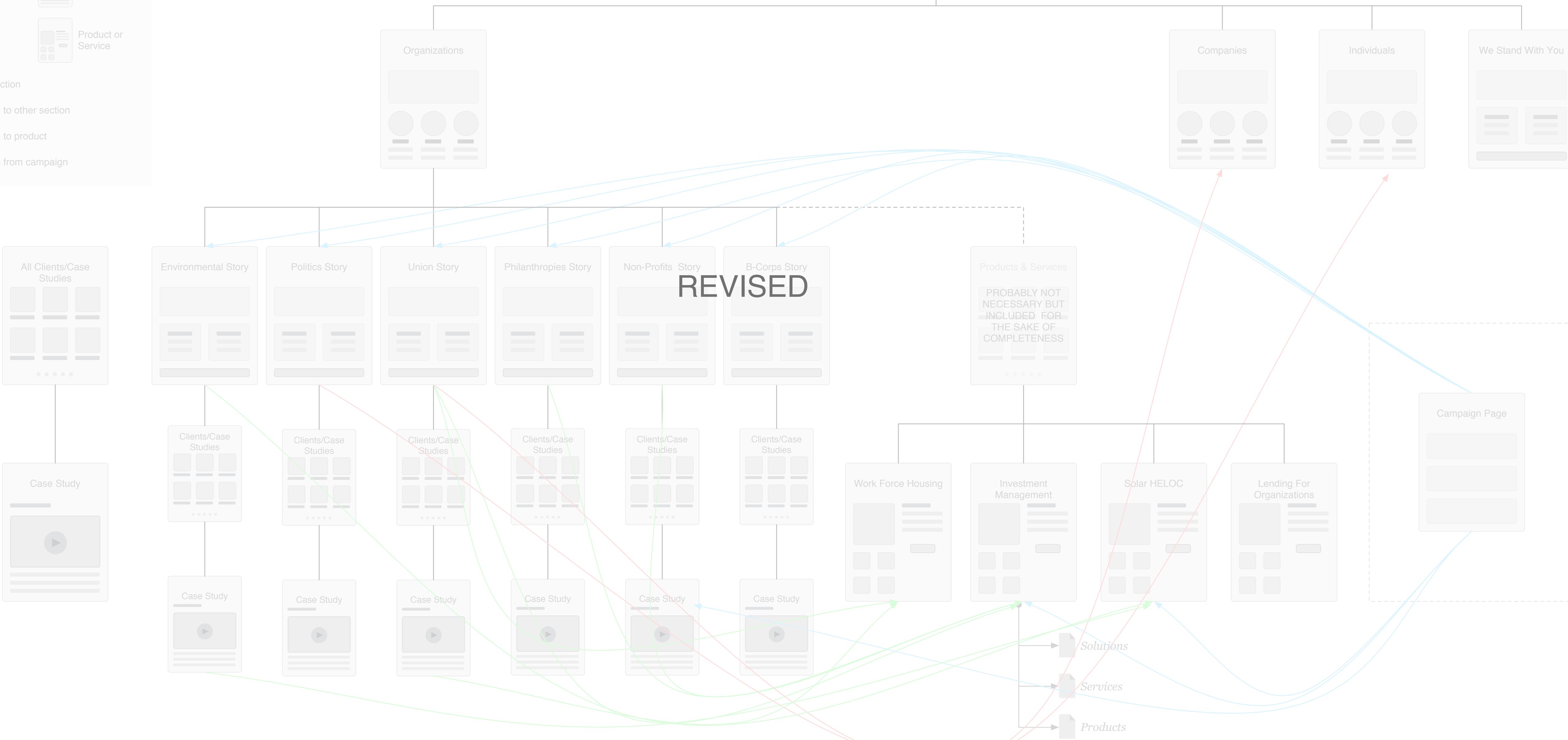
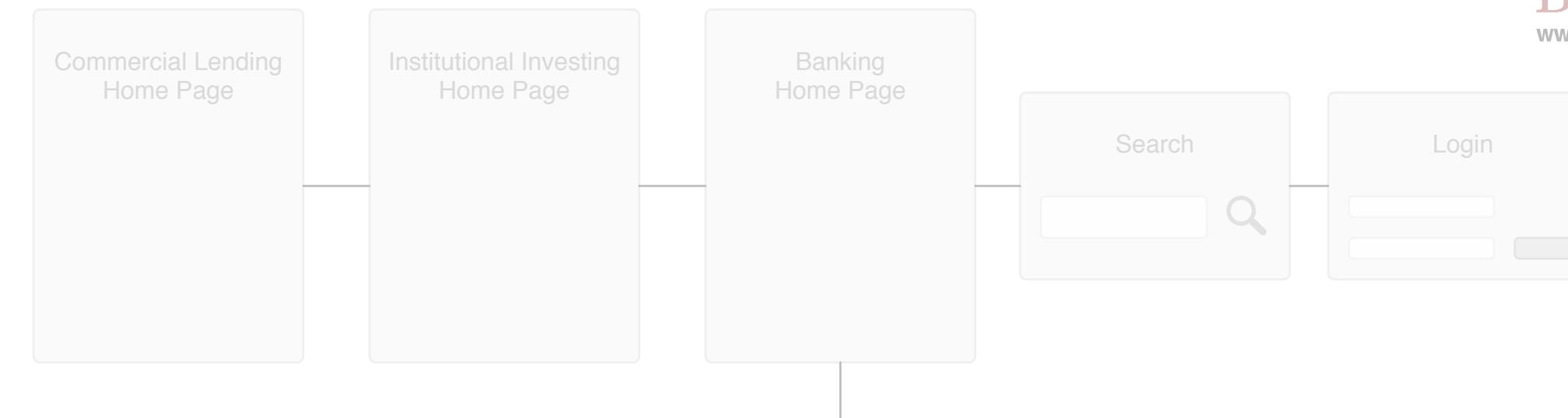
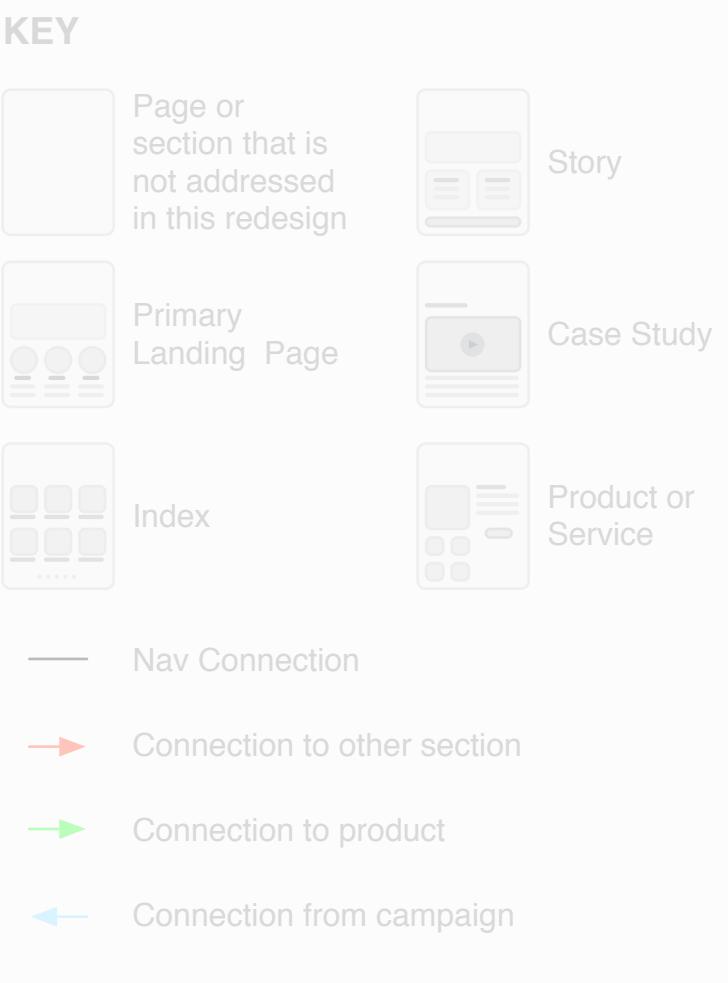


REVISED

Institutional Investing Sitemap



Banking Sitemap



Navigation

Can we move Commercial Lending under Business Banking? This would simplify the nav, and make for a clearer, easier to navigate experience.

Primary

Mobile

Primary Nav

Secondary Nav

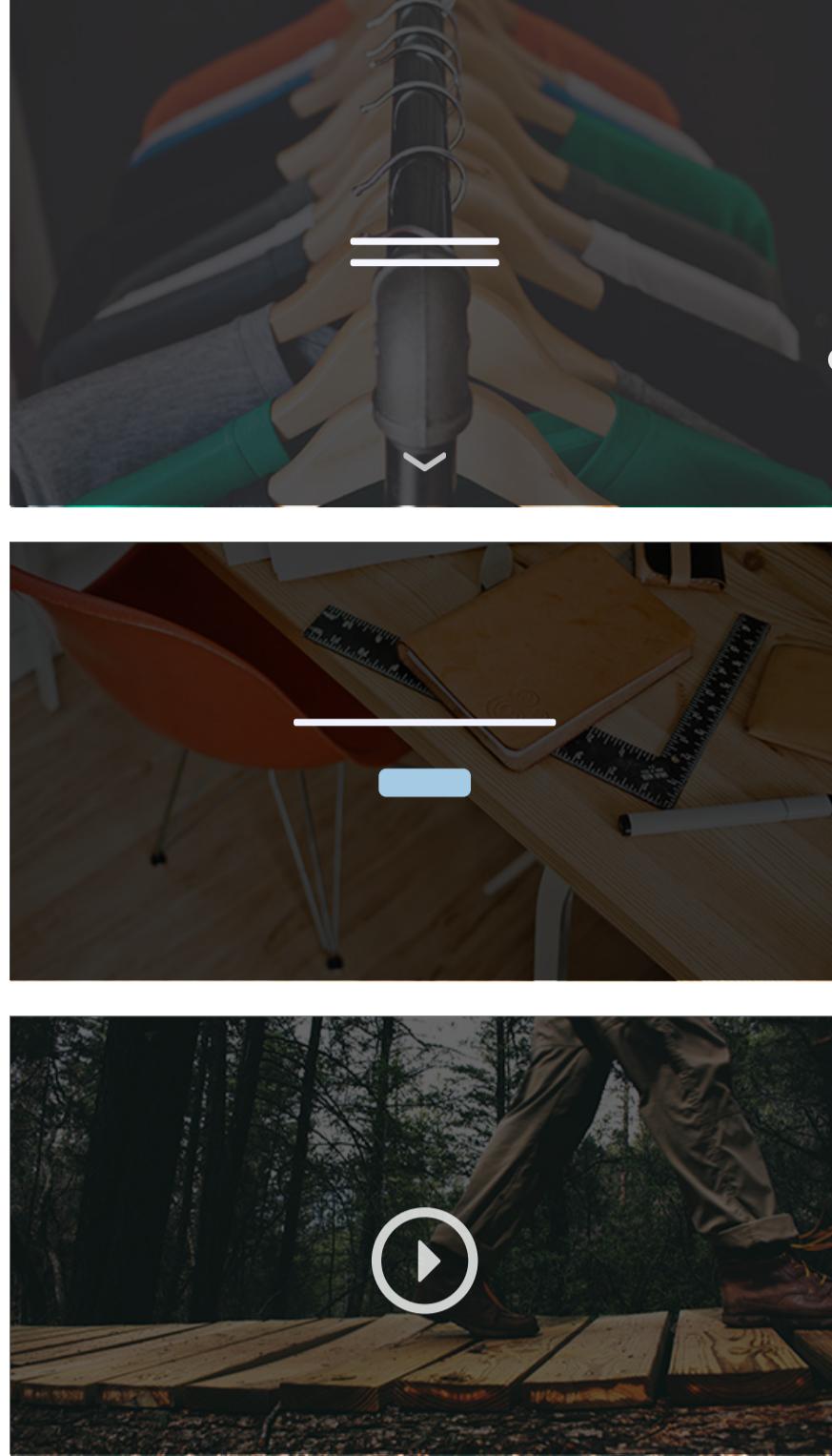
hover state

transition to...

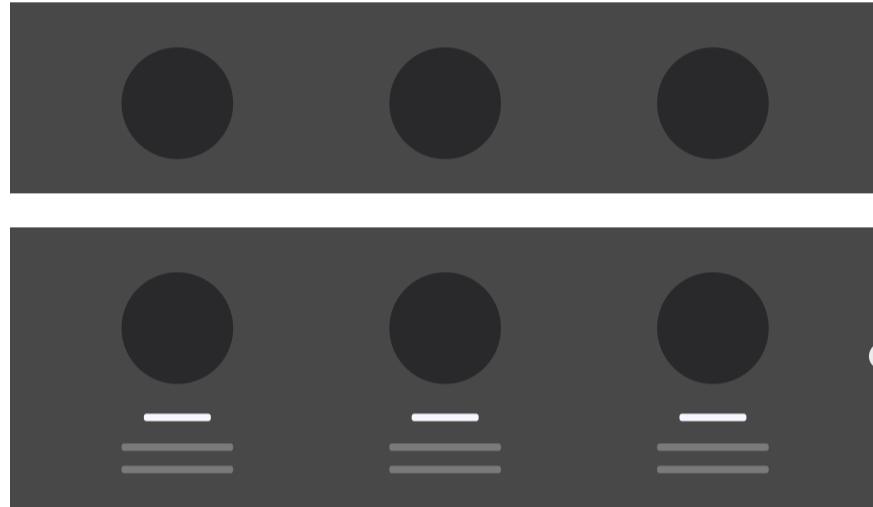
When a user selects a site section the unselected primary nav choices are minimized and displayed in utility nav, and the secondary nav is displayed.

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

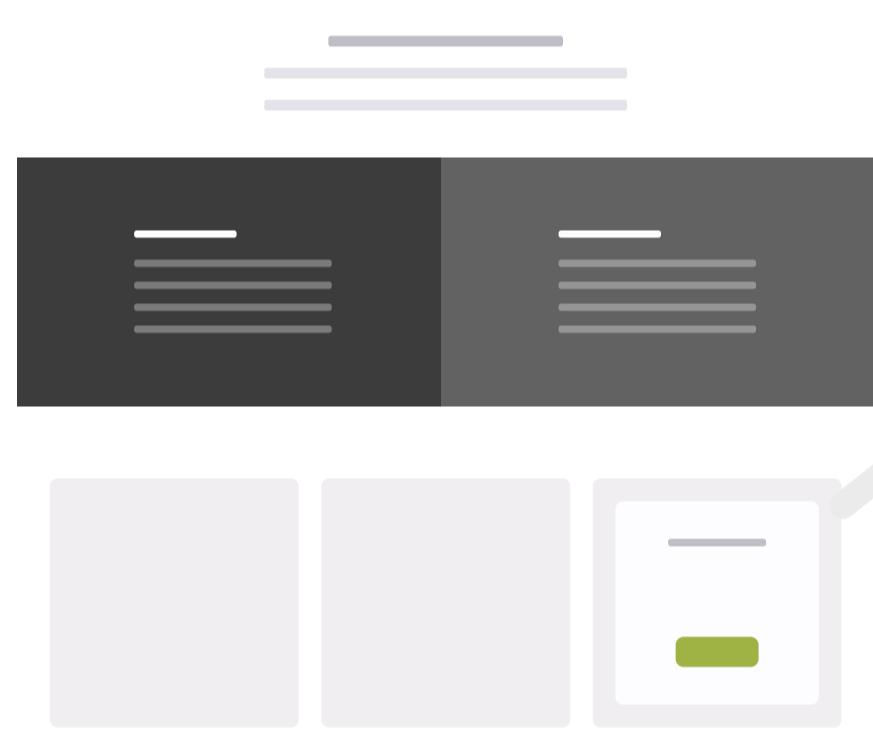
Summary/Case Study



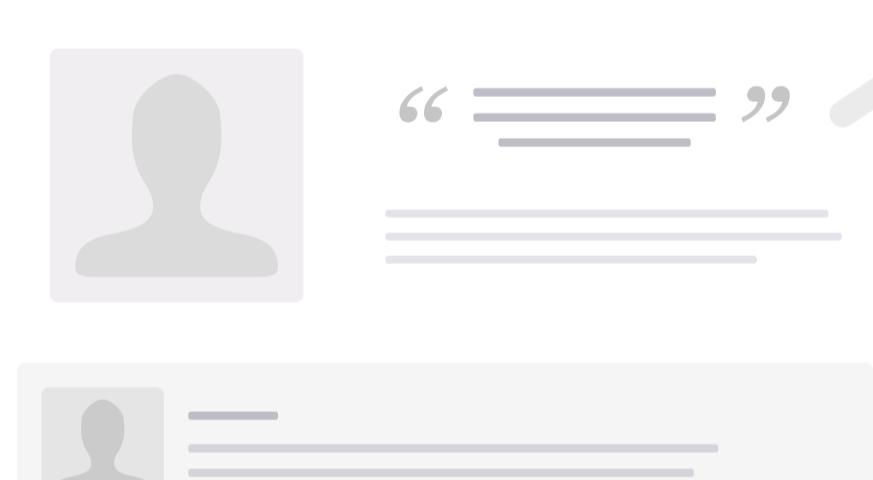
Customer



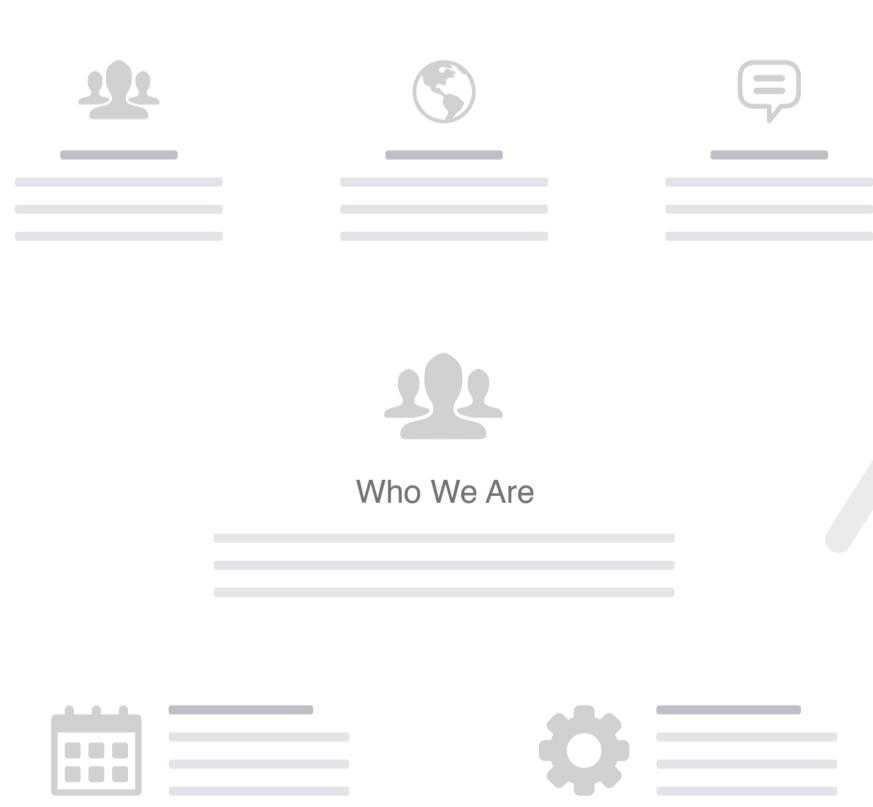
Expertise/Product(s)



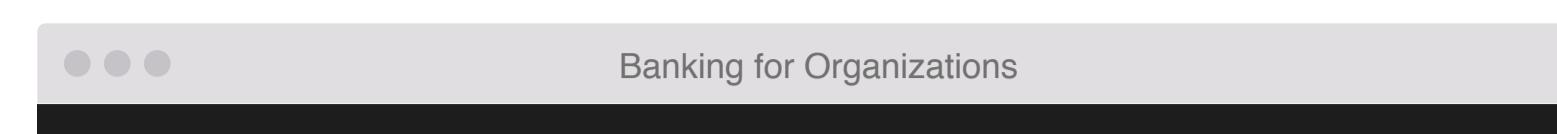
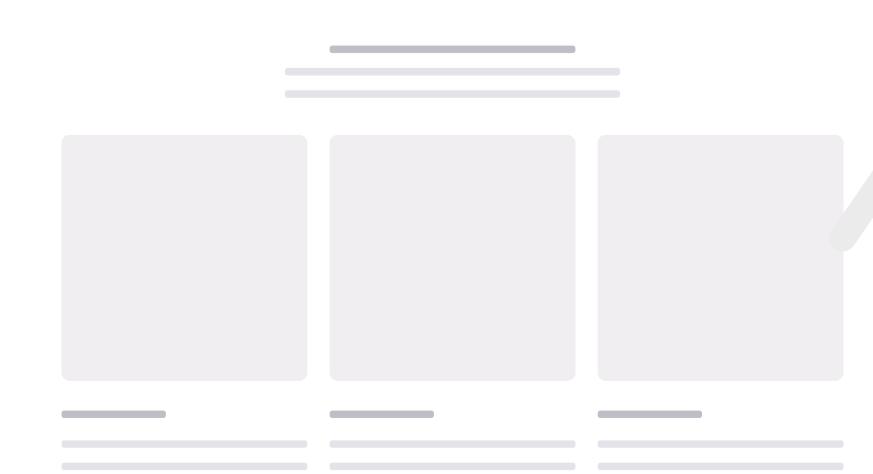
Expert



Why Amalgamated



How-to Switch



Banking for Organizations

COMMERCIAL INDIVIDUALS
ORGANIZATIONS Environmental Political Unions Philanthropies Non-Profits

What We Stand For Log In
Are you a union member looking for a INDIVIDUALS bank account? Sign Up or Sign In to an existing account

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

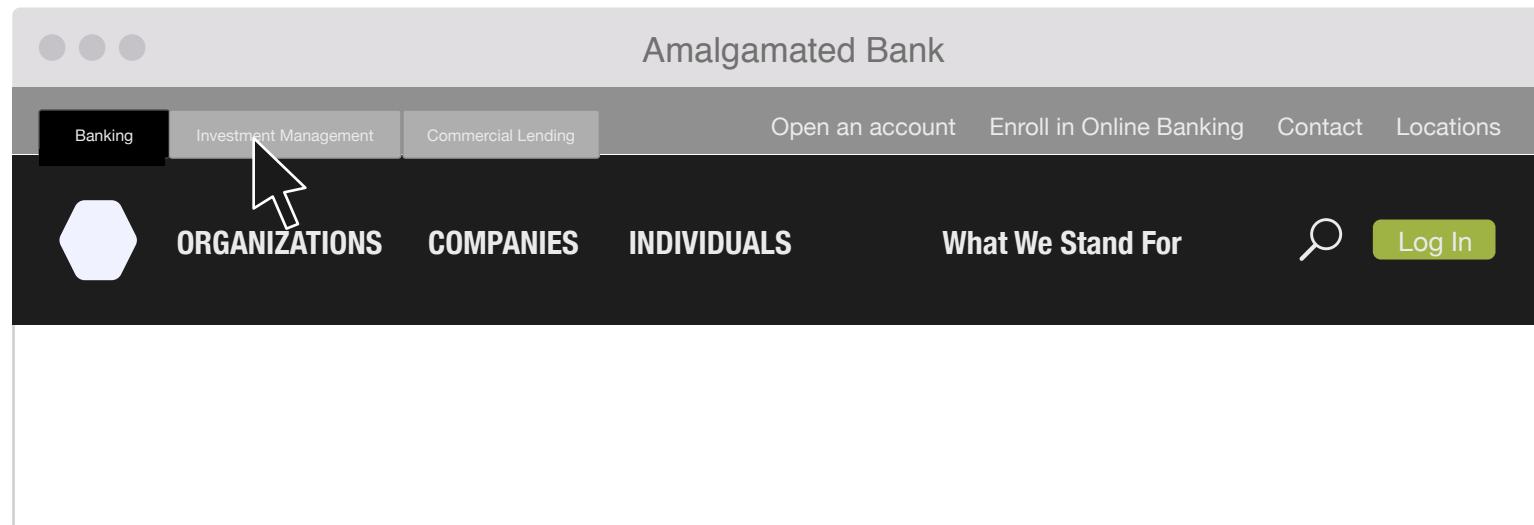
The fourth part of the story introduces Amalgamated's organizational expert

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

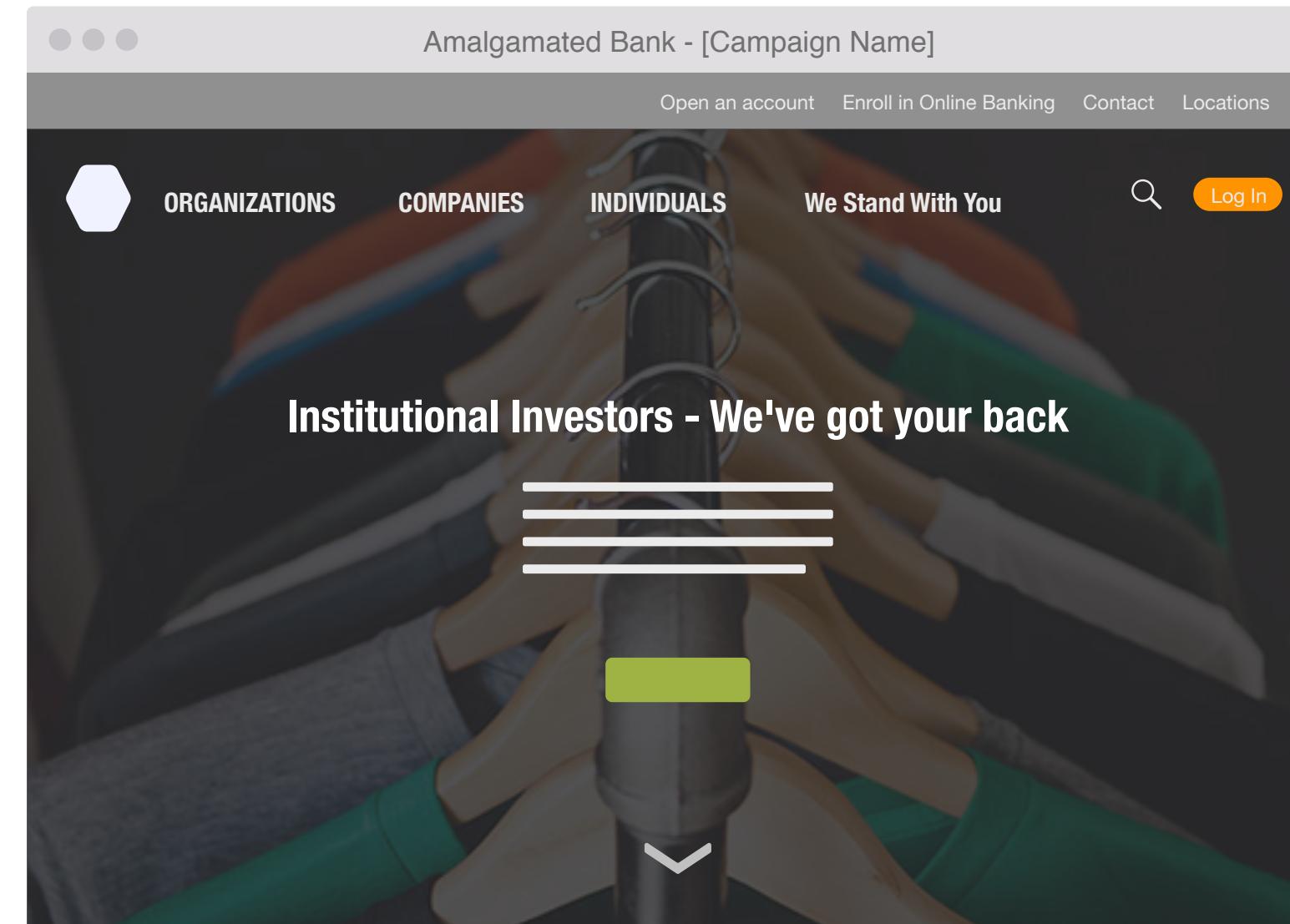
The sixth part of the story explains how easy switching can be

3rd party, and partner content that supports the story

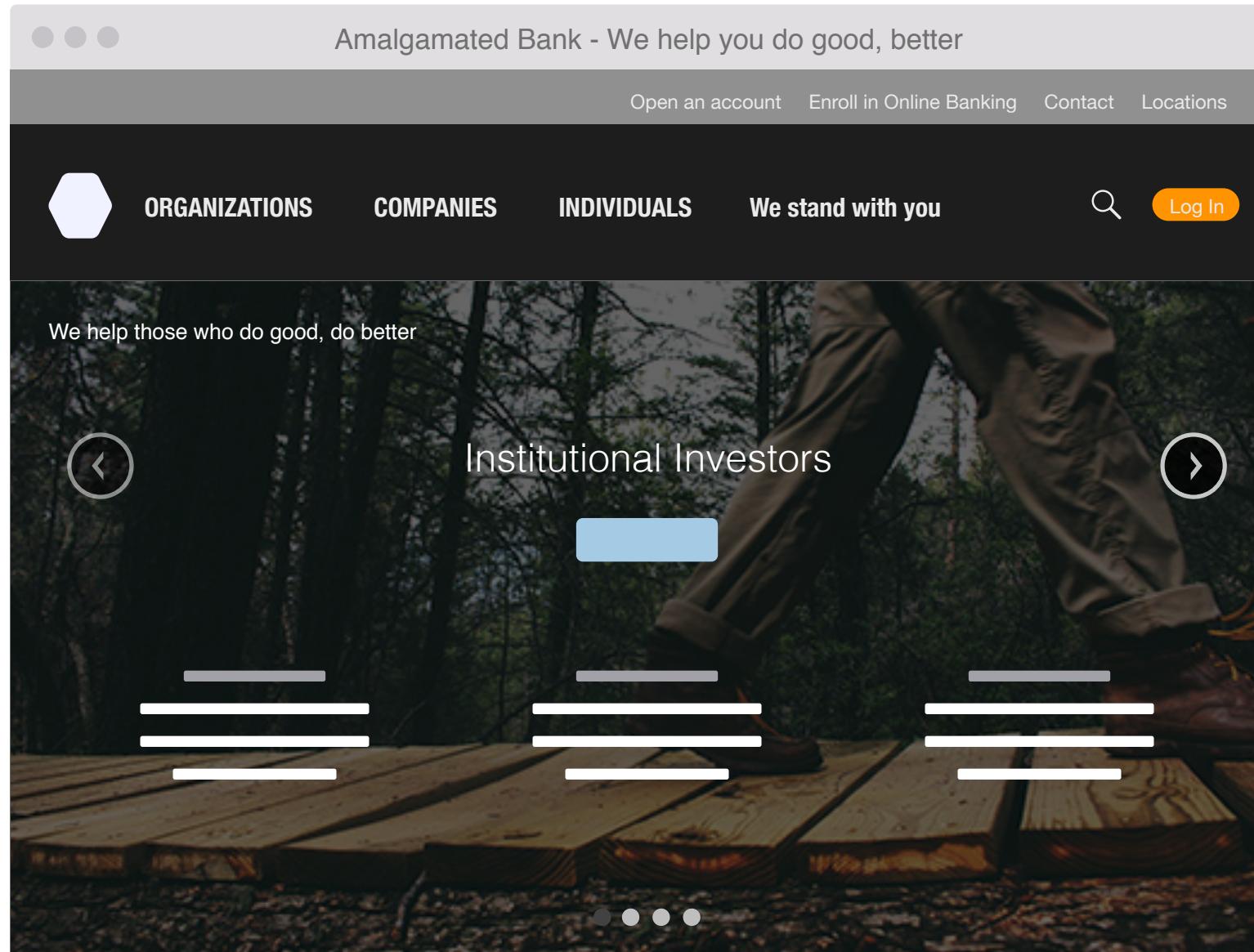
1 - include links in utility navigation



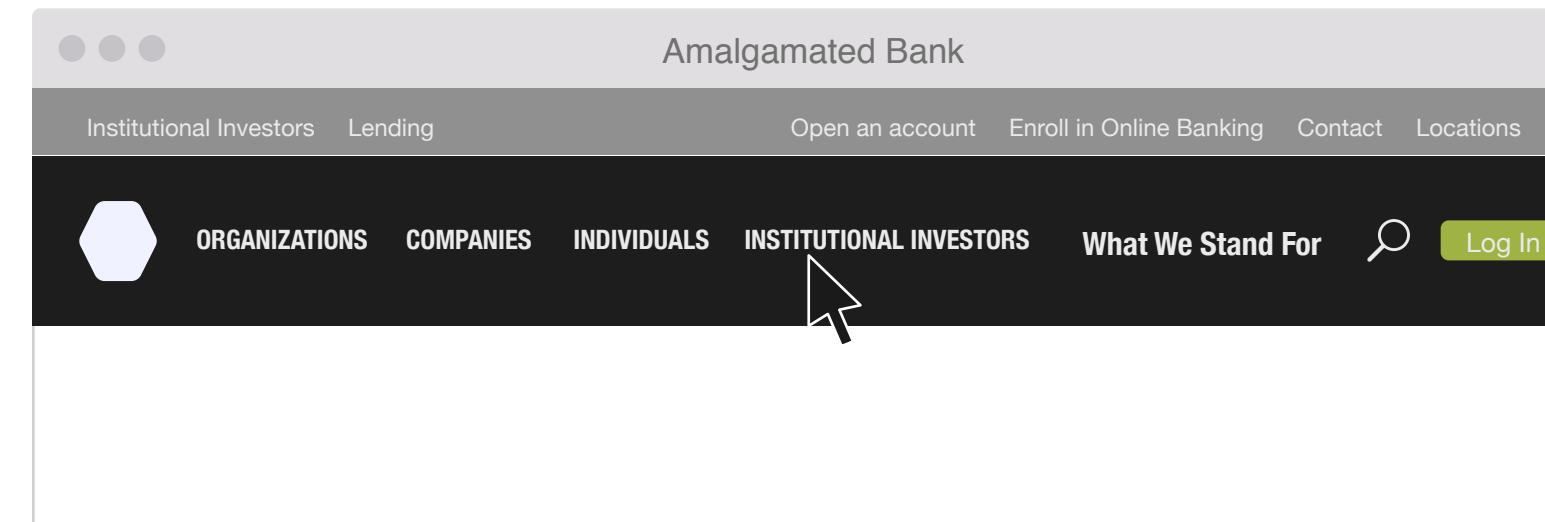
4 - campaigns/campaign landing pages for institutional investor offerings



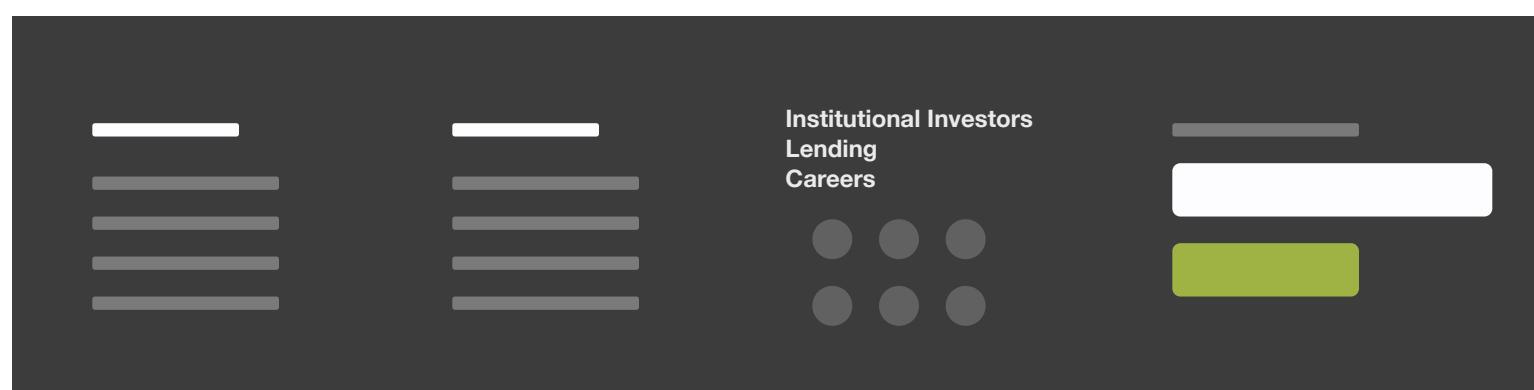
2 - promote in home page carousel

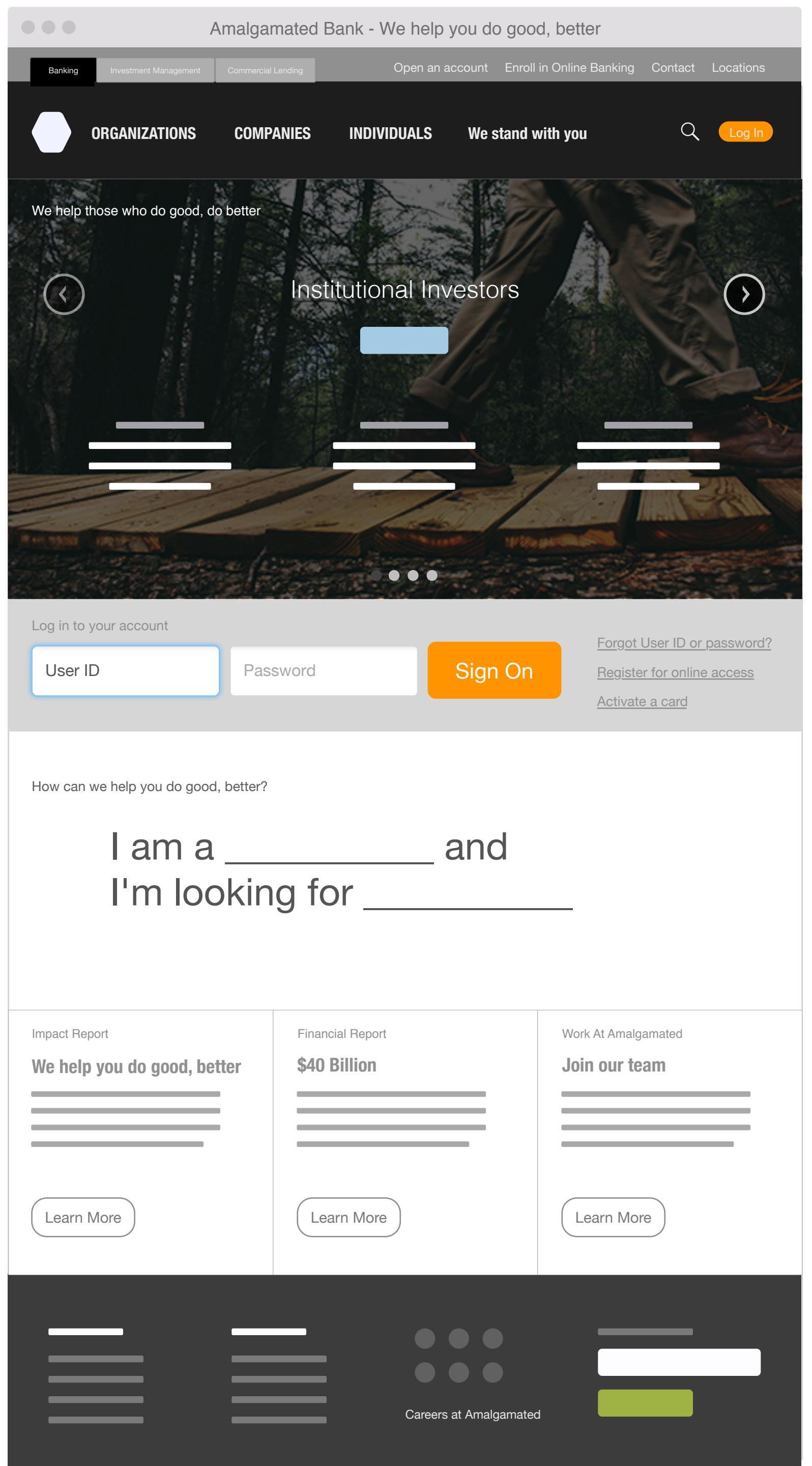


5 - include in primary nav (our least favorite option)



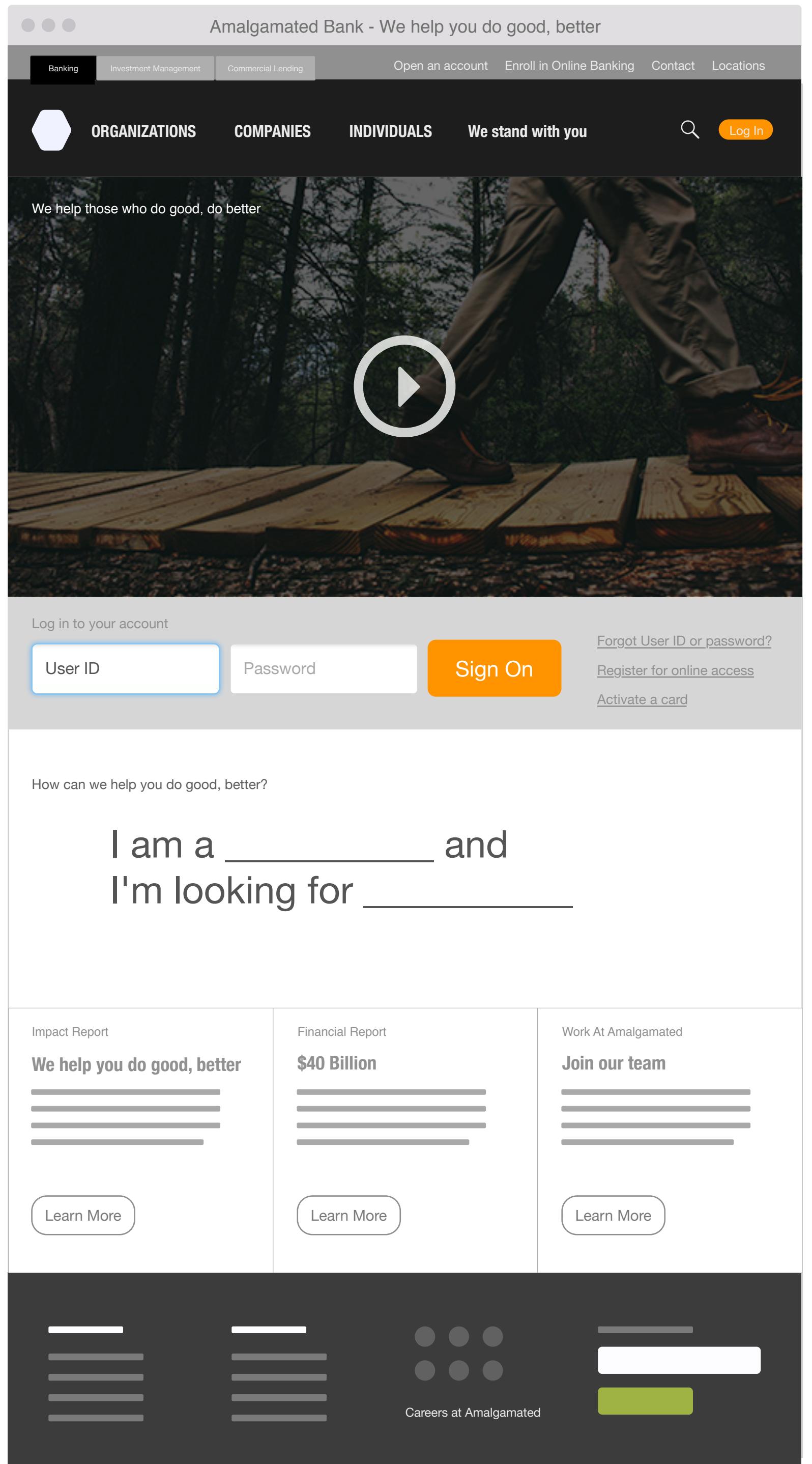
3 - prominent link in footer



**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 New slides are displayed every 3 seconds, or users can select to see the next or previous slide by clicking the previous/next buttons.
- 3 The login field enables existing customers to quickly log in to their online banking account.
- 4 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.
- 5 Featured products, services, or stories

**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. ”

Amalgamated Bank - We help you do good, better

Banking Investment Management Commercial Lending

Open an account Enroll in Online Banking Contact Locations

ORGANIZATIONS COMPANIES INDIVIDUALS We stand with you Log In

We Stand With You

We are the progressive bank for the progressive community.

Our bank is specifically designed for organizations, companies and individuals who want to make an impact on society. Our customers include thousands of labor unions, non-profits, socially responsible businesses, political organizations and foundations – who are active, involved and committed to making our communities stronger, smarter, fairer, cleaner and safer.

Learn More

hillaryclinton.com

Next Meet Our Customers They're a lot like you

Our customers look a lot like you, and they care about what you care about.

1,000+
Unions

We work side-by-side with over 1000 unions... to get what's best for teachers, steelworkers, firefighters and others keeping us safe, smart and strong. We manage \$40 billion in retirement investments... have Workforce Housing Funds to help vital community workers afford the community... even give strike loans to workers walking picket lines. And yes, you just might see us out there walking with them.

SEIU **1199 SEIU** **WORKING AMERICA** **LiUNA!**

UFT **PLAYERS ASSOCIATION** **NBA PLAYERS ASSOCIATION**

AFSCME

Story Continues

Who We Are
Our Story
Our Clients
Executive Team
Board of Directors

What We Stand For
Mission & Values
Our Five Principles
Community Impact

What We're Doing
Corporate Responsibility
Educational Events

Resources
Careers
News

Thanks, Obama!
The president's farewell

A Livable Minimum Wage
\$15/hour

Banking With Heart
Global Alliance for Banking

Learn More

Learn More

Learn More

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.

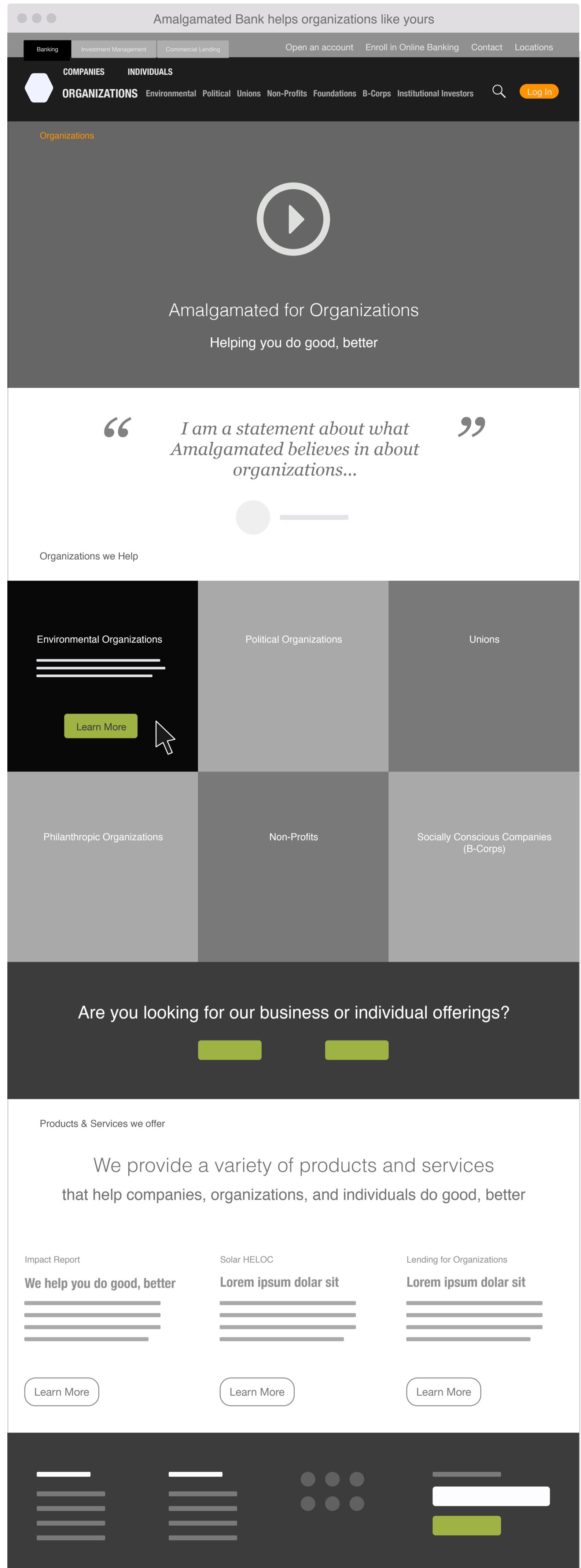
Slides are displayed vertically down the page.

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

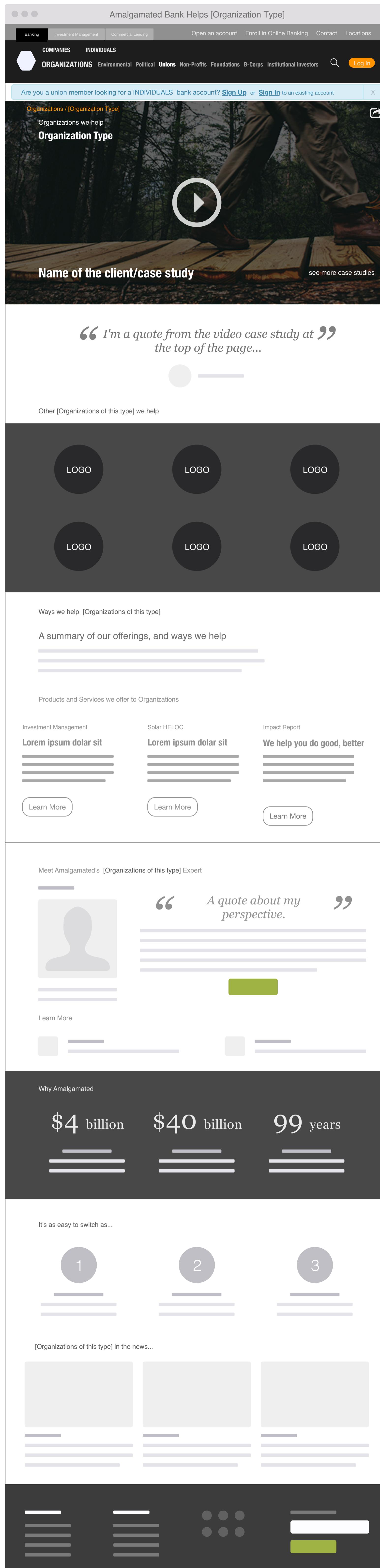
- 3** Links to additional about us pages

- 4** Featured products, services, or stories

**Page Purpose:**

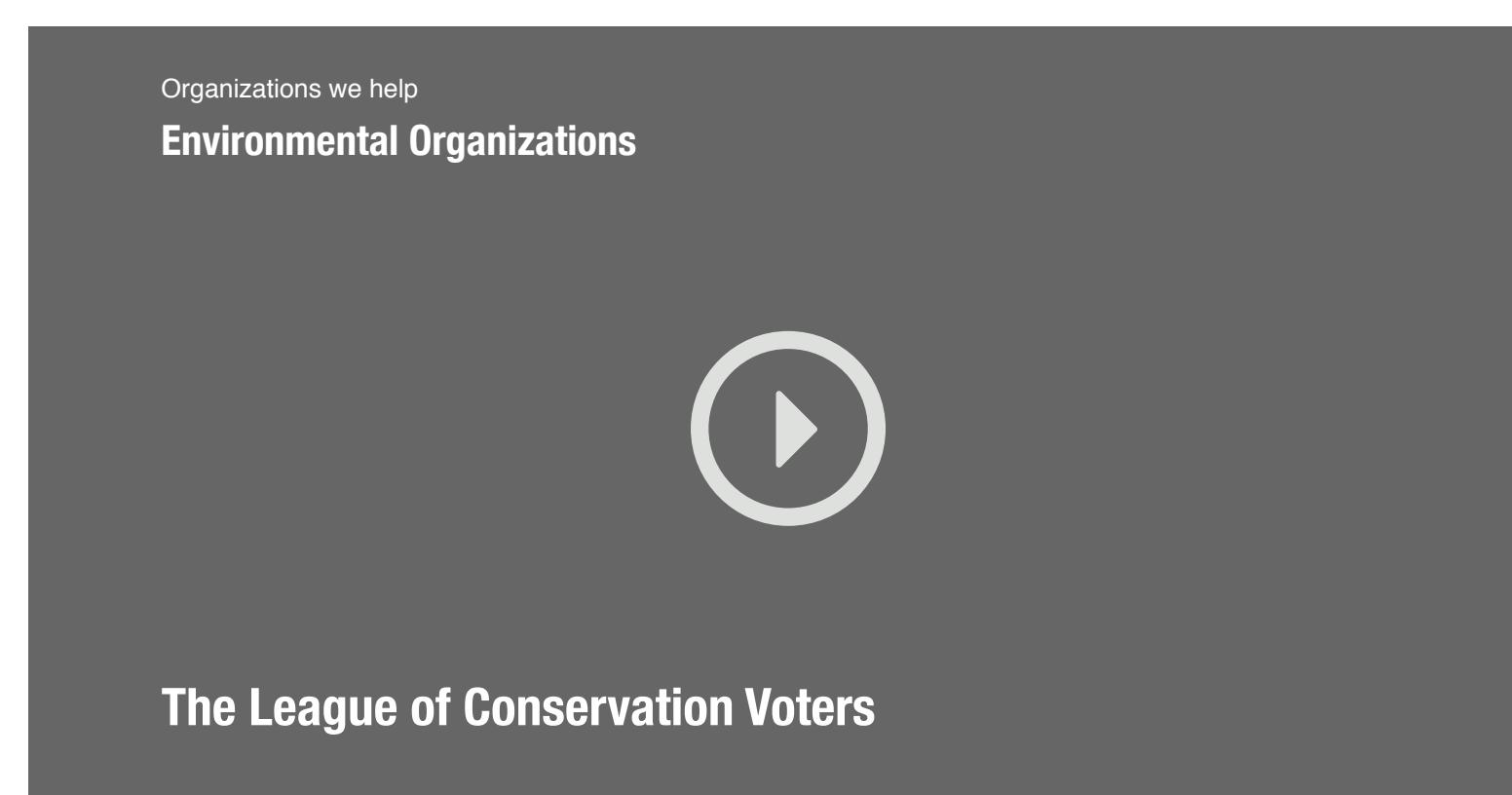
The index of organizations provides links to each organization story, and communicates Amalgamated's viewpoint, and philosophies around helping organizations do good, better.

- 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

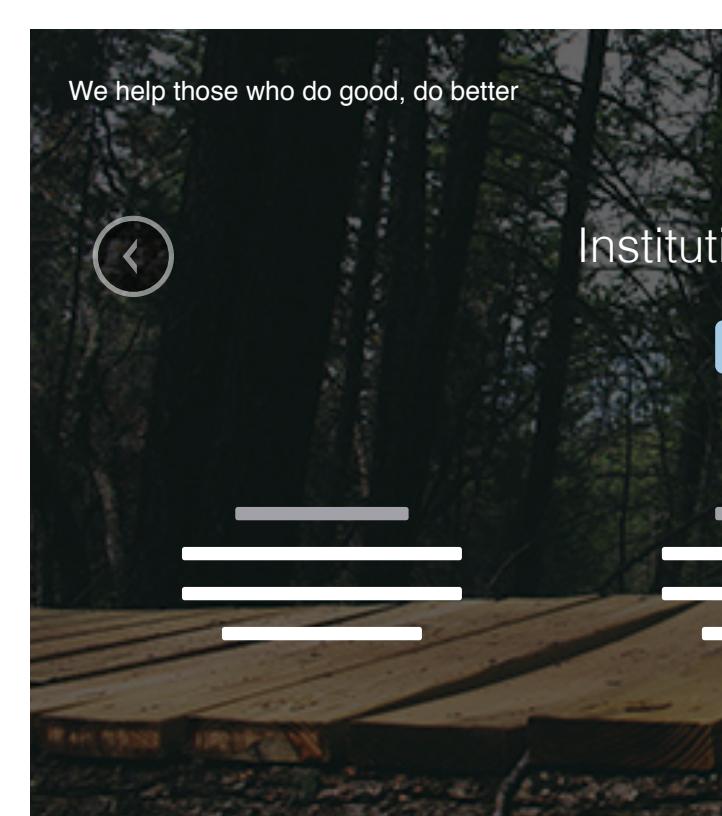
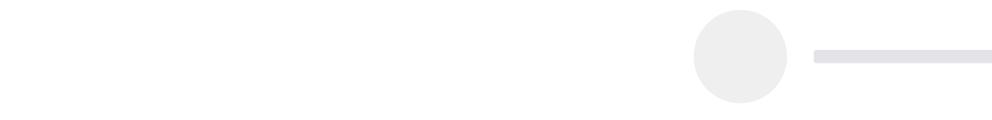
**Page Purpose:**

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.

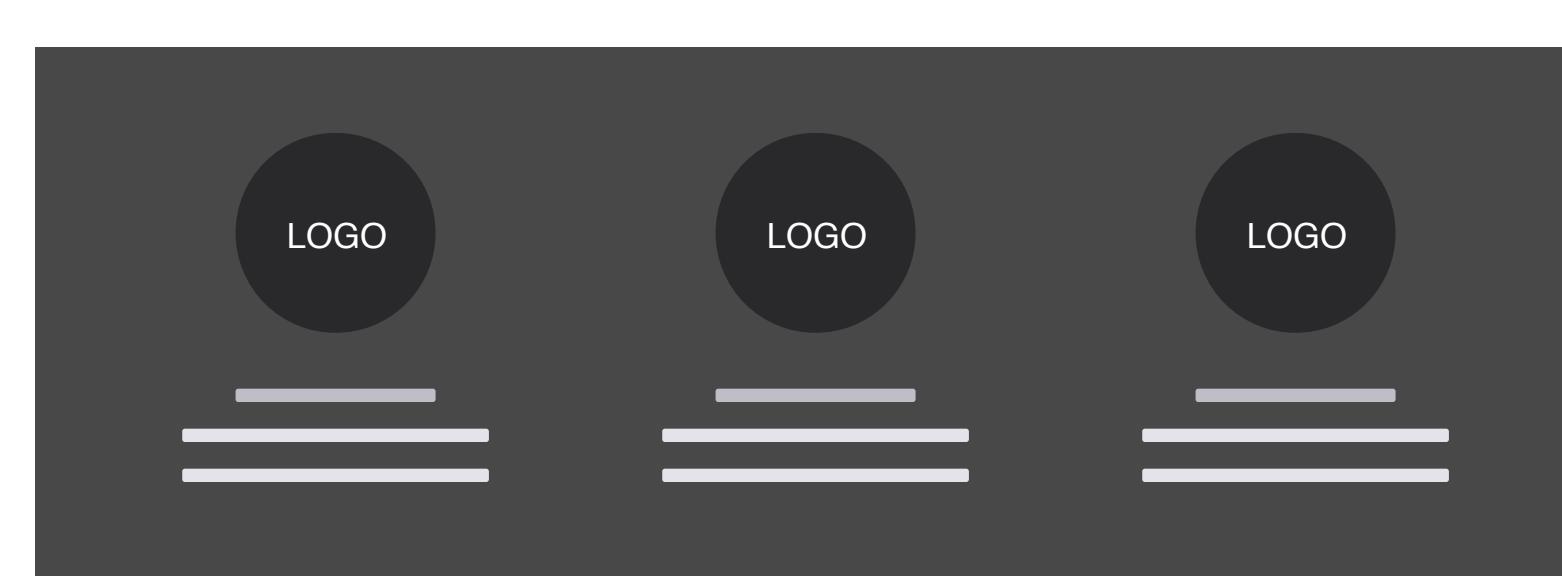
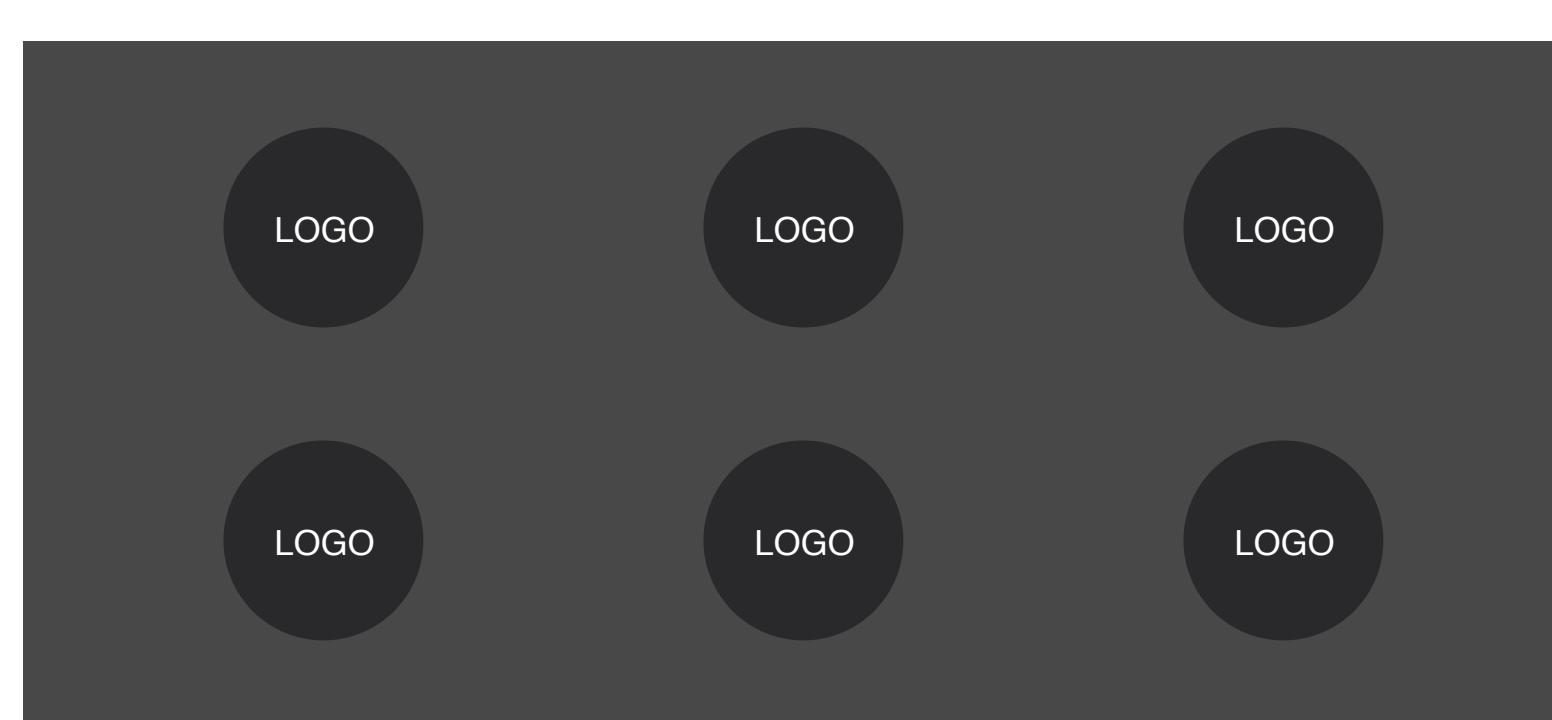
- 1 Sub-nav highlights the selected organization
- 2 If applicable, a message is displayed linking users to other sections of the bank, for example, for union members, linking to INDIVIDUALS banking.
- 3 A case study video explains how Amalgamated serves the organization type, and what services they 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.



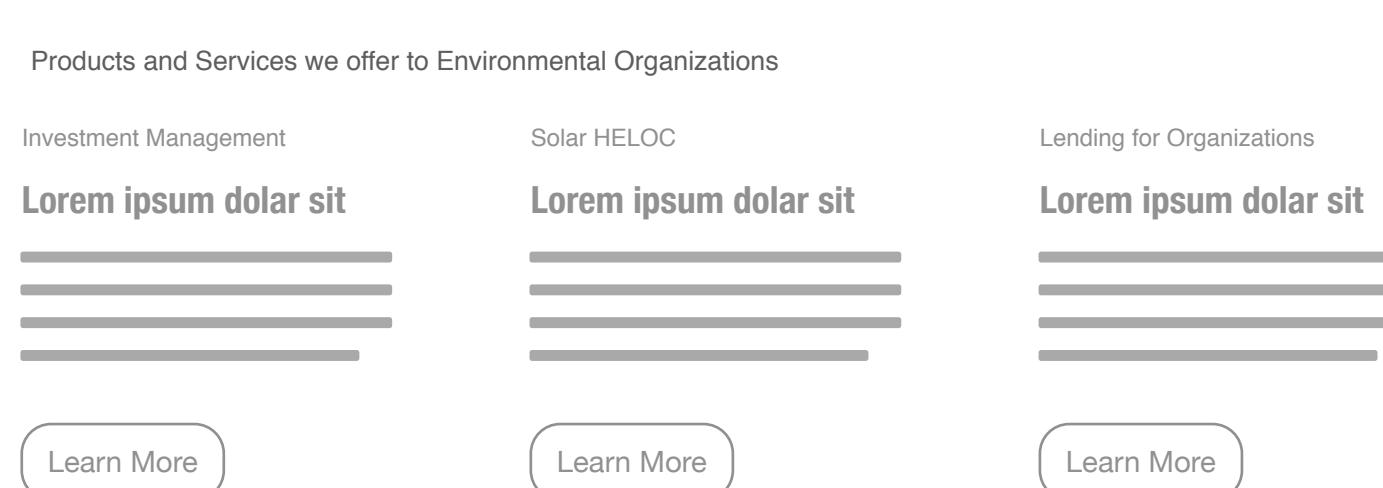
“ I'm a quote from the video case study at the top of the page... ”



- 1 Case study
Video case study, or image, and text case study
NOTE: Case study can be replaced with a carousel (see homepage) when multiple messages or case studies need to be promoted.
- 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
- 9 Email/newsletter sign up
Captures email address for newsletter sign up - linked with Sales Force

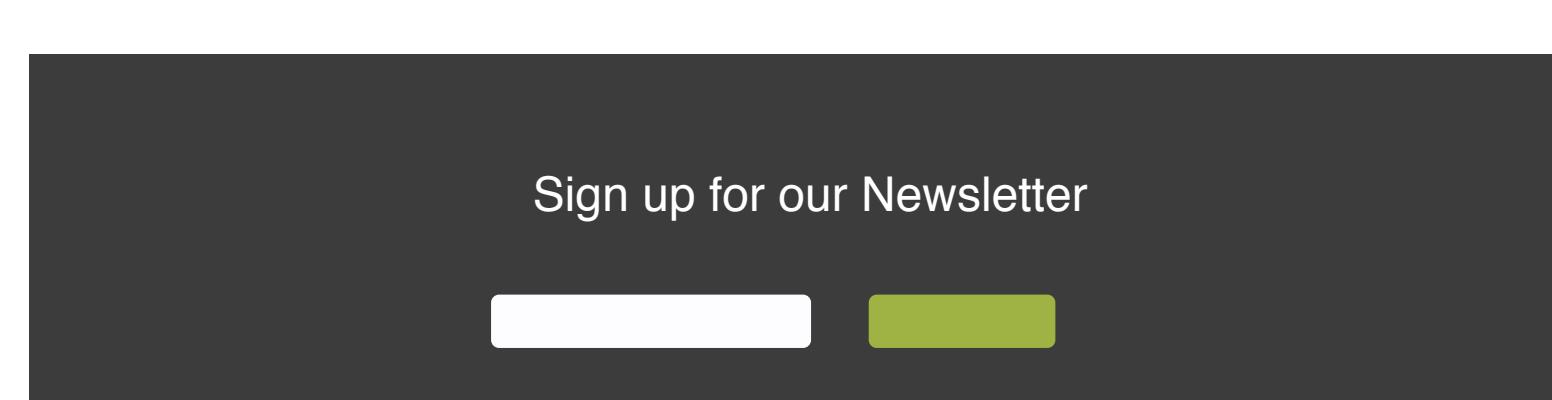
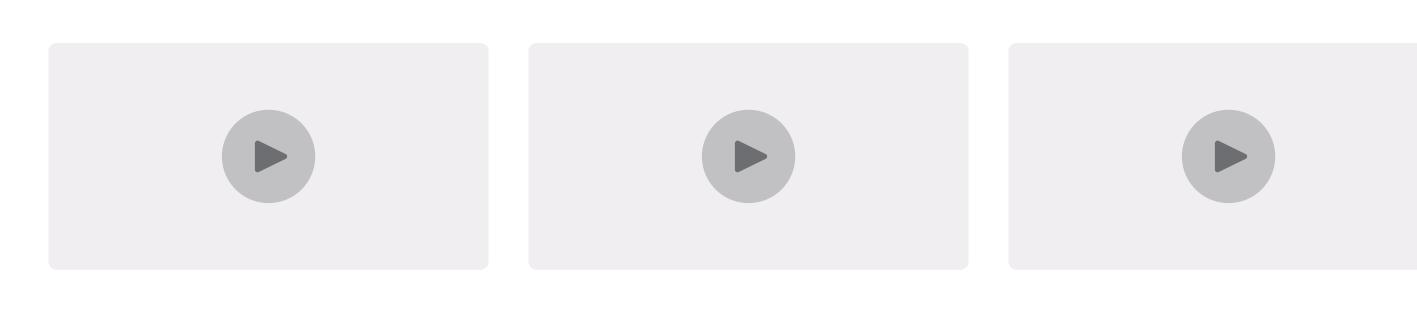
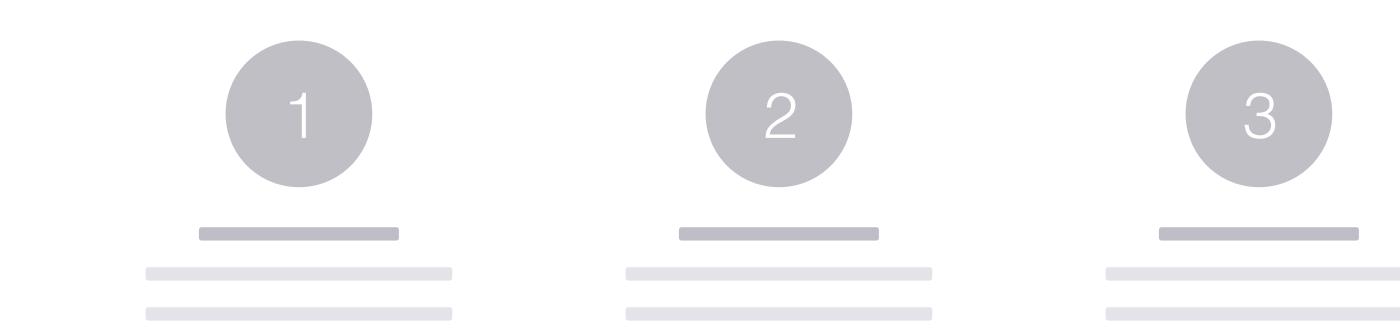
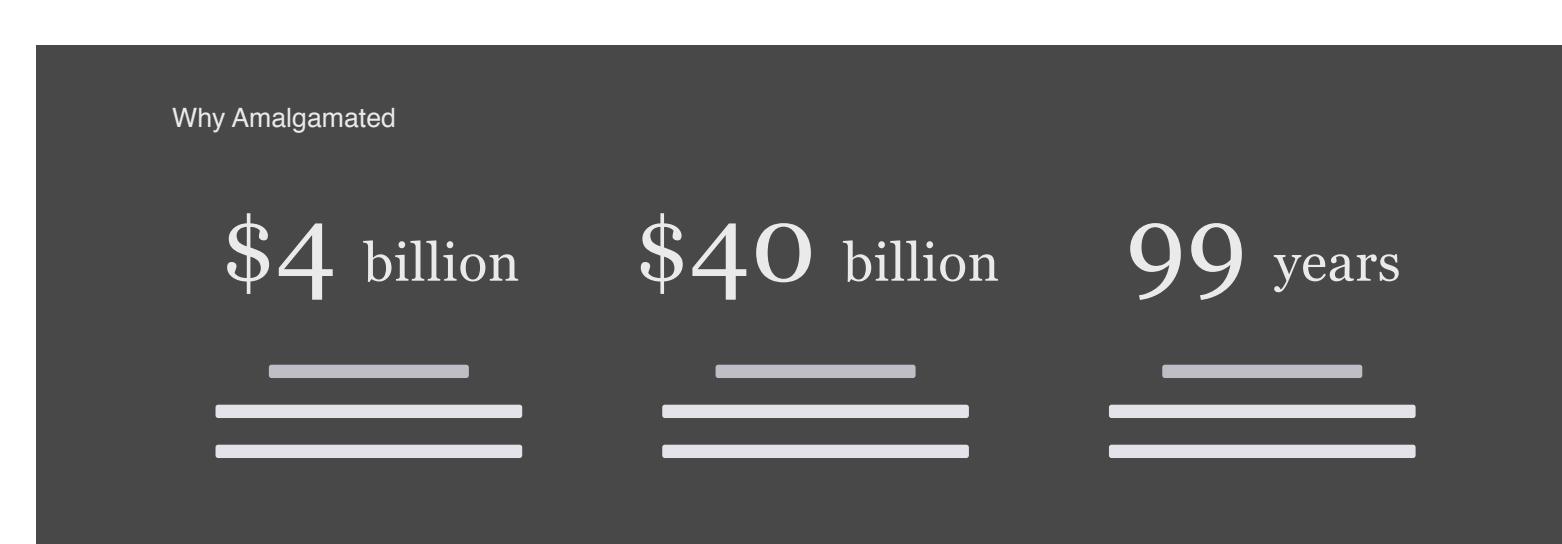
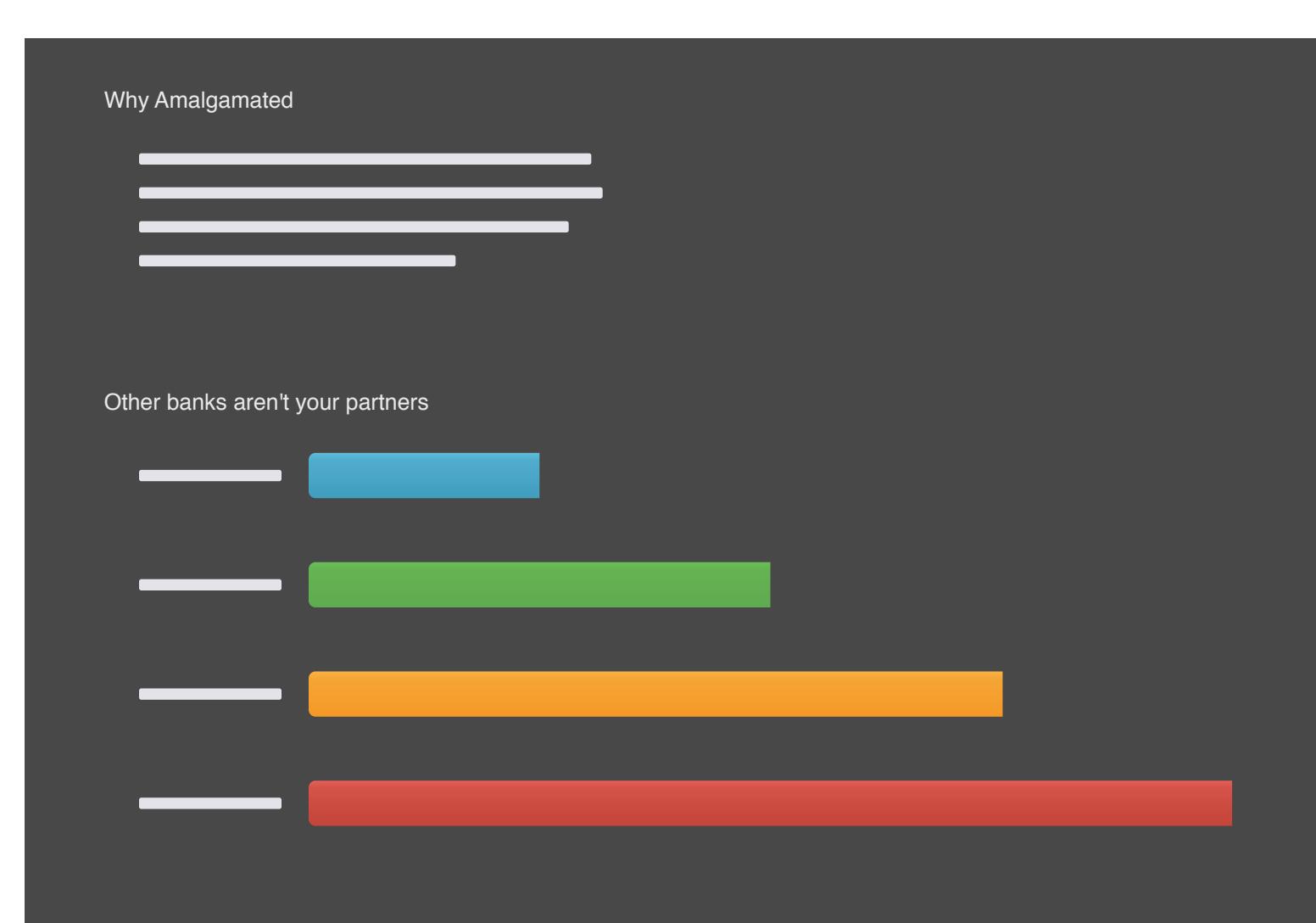
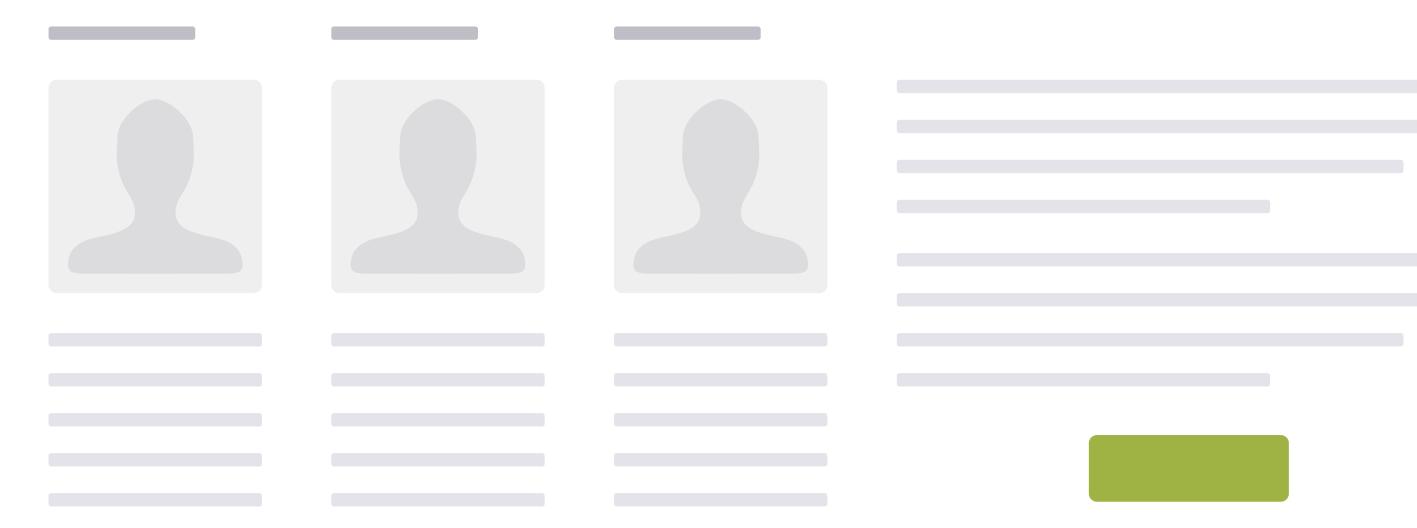
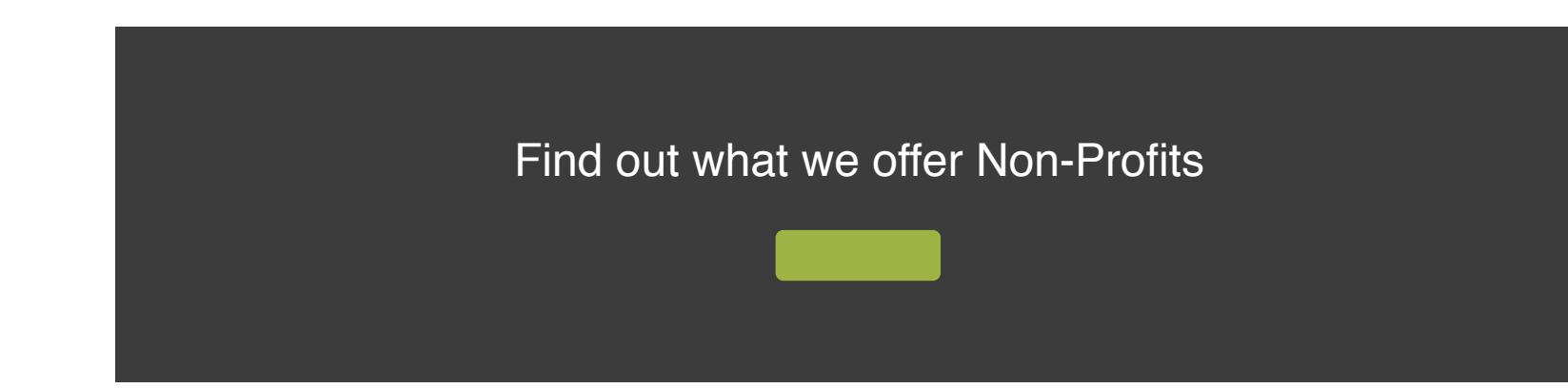


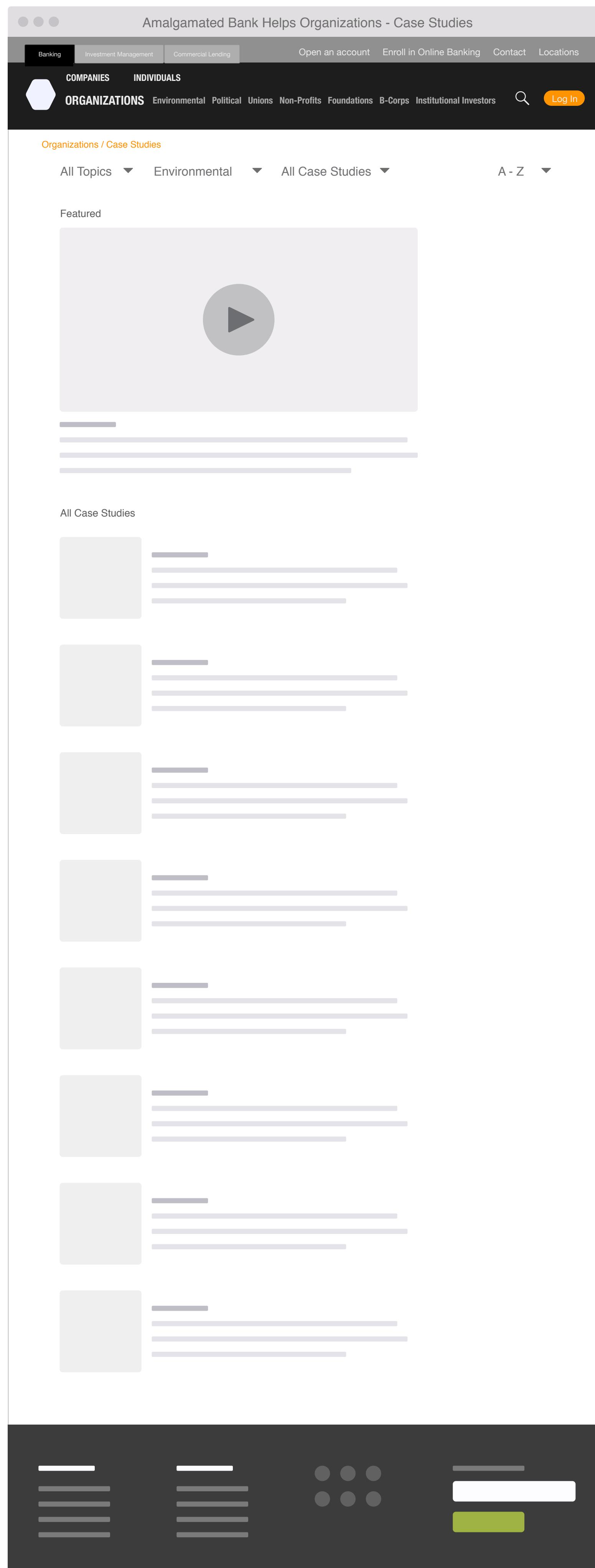
3 A summary of our offerings, and ways we help



A summary of our offerings, and ways we help

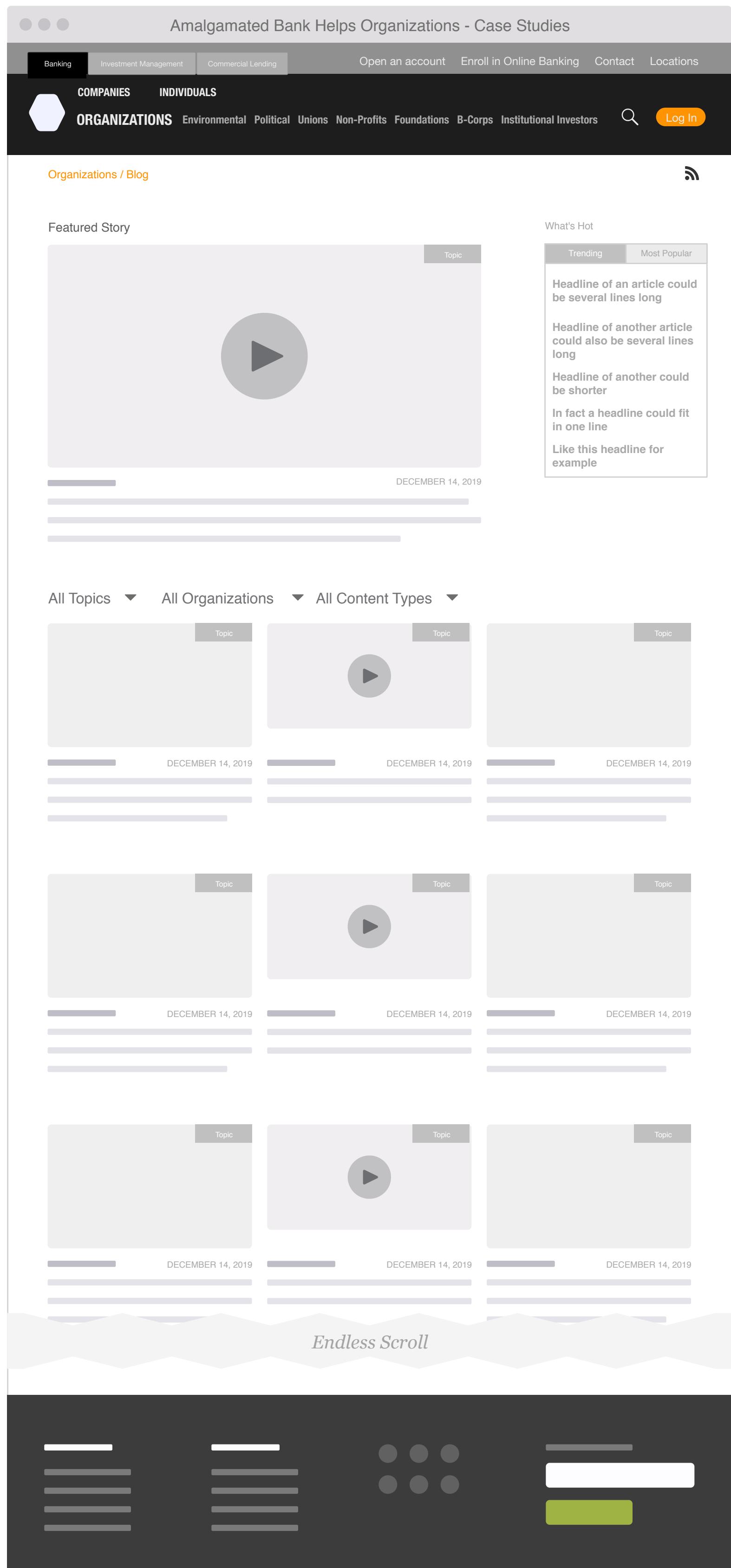
23 185 64



**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

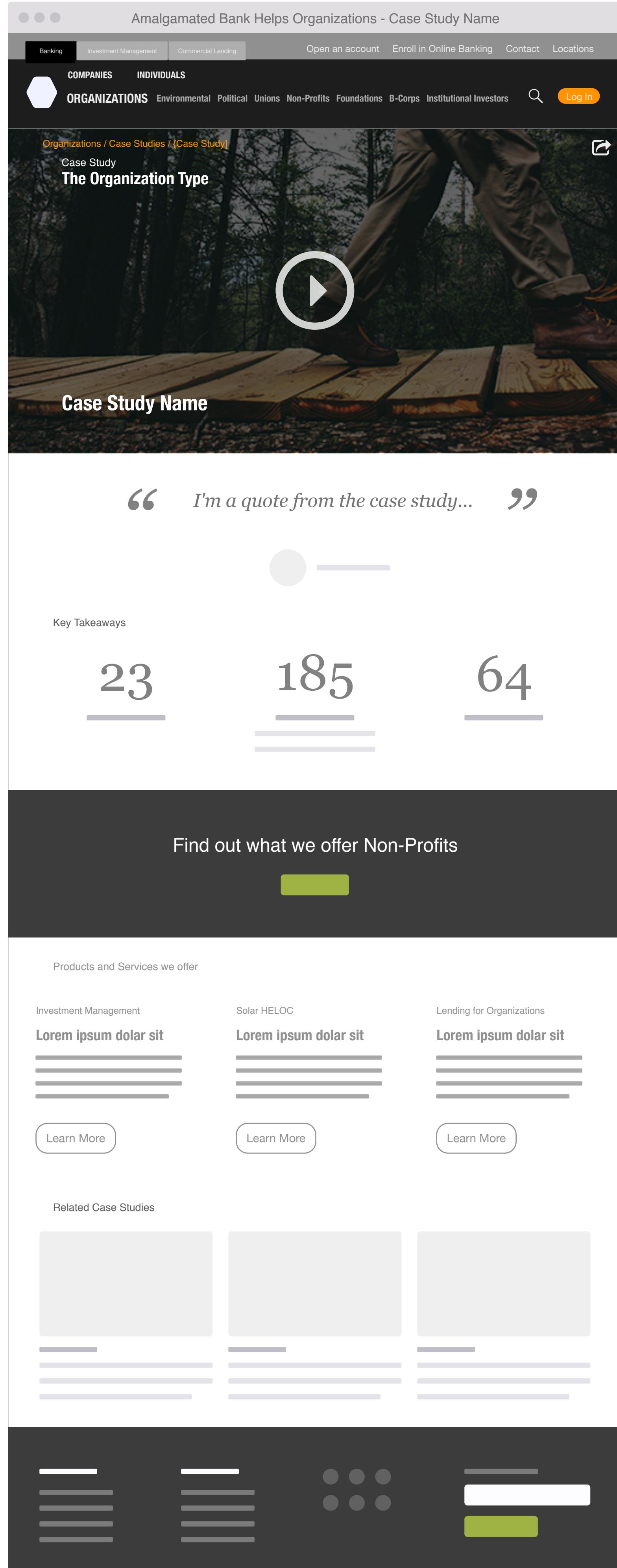
**Page Purpose:**

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

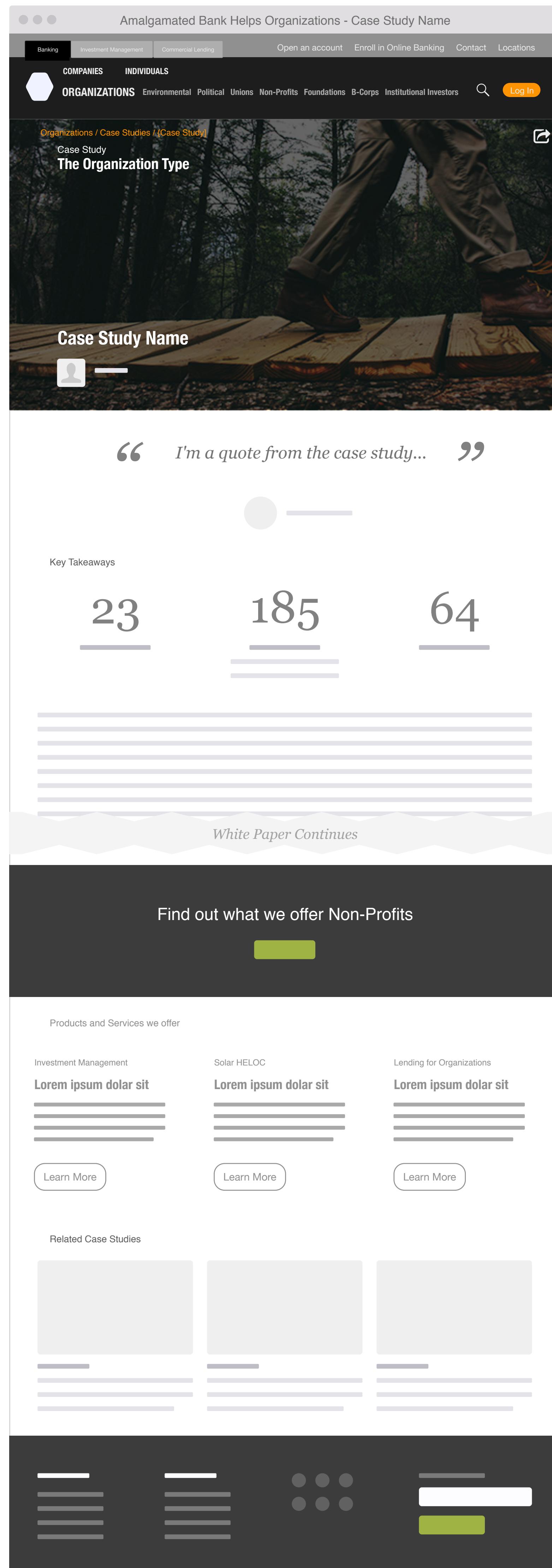
2 Most popular, and trending articles are displayed

3 All content associated with the blog. The user can filter the blog based on topic, format, organization, etc.



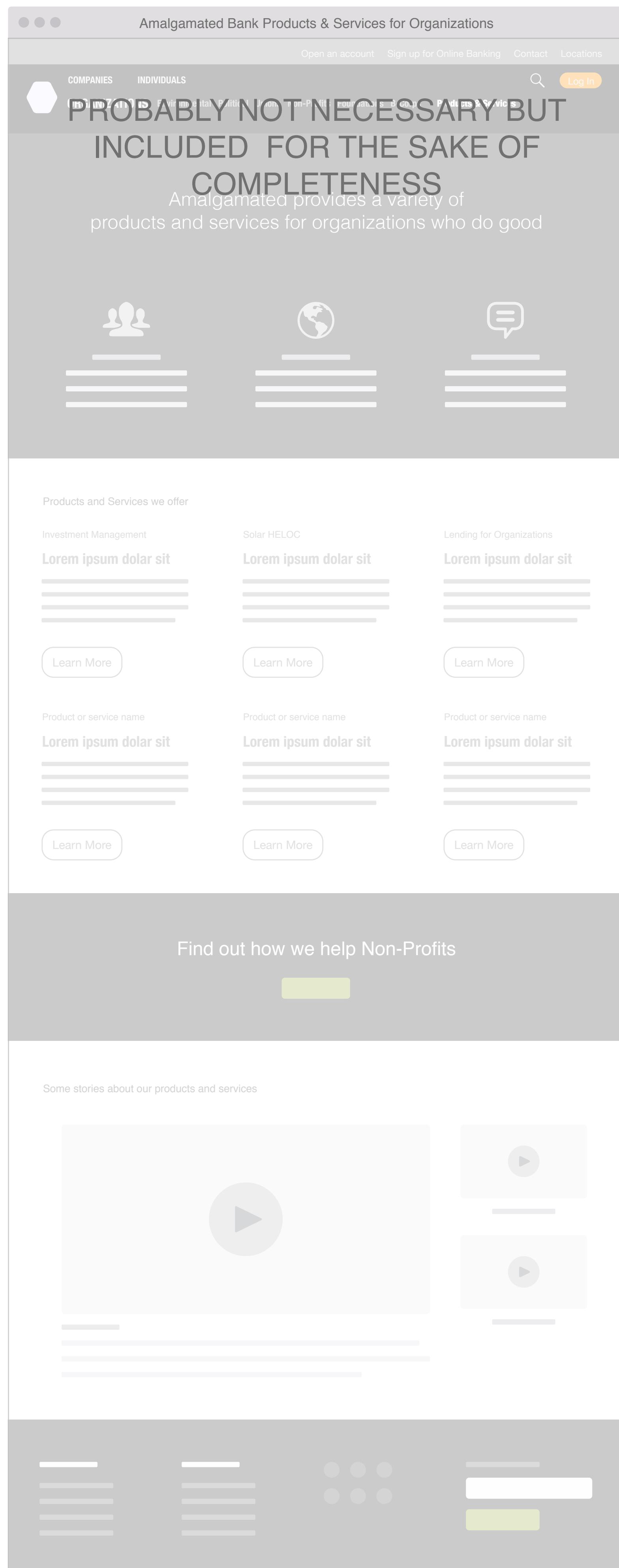
Page Purpose:
The case study pages allow a user to view a single case study.

- 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



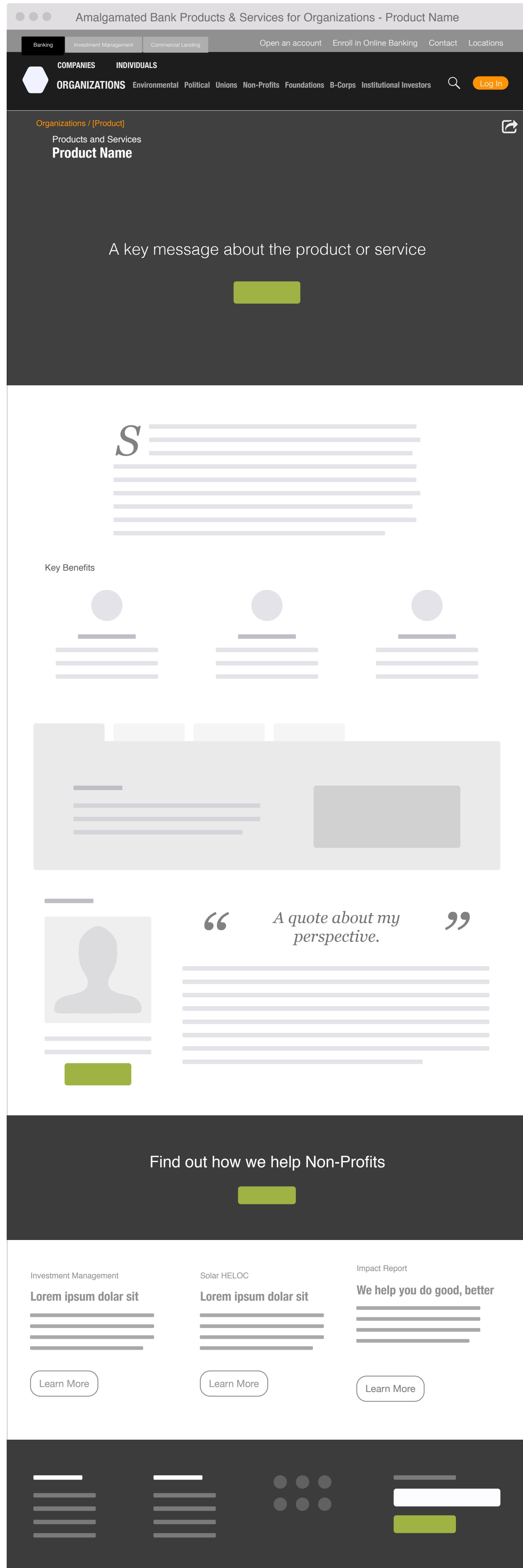
Page Purpose:
The case study pages allow a user to view a single case study.

- 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

Main campaign statement

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

A summary of the main message of the campaign

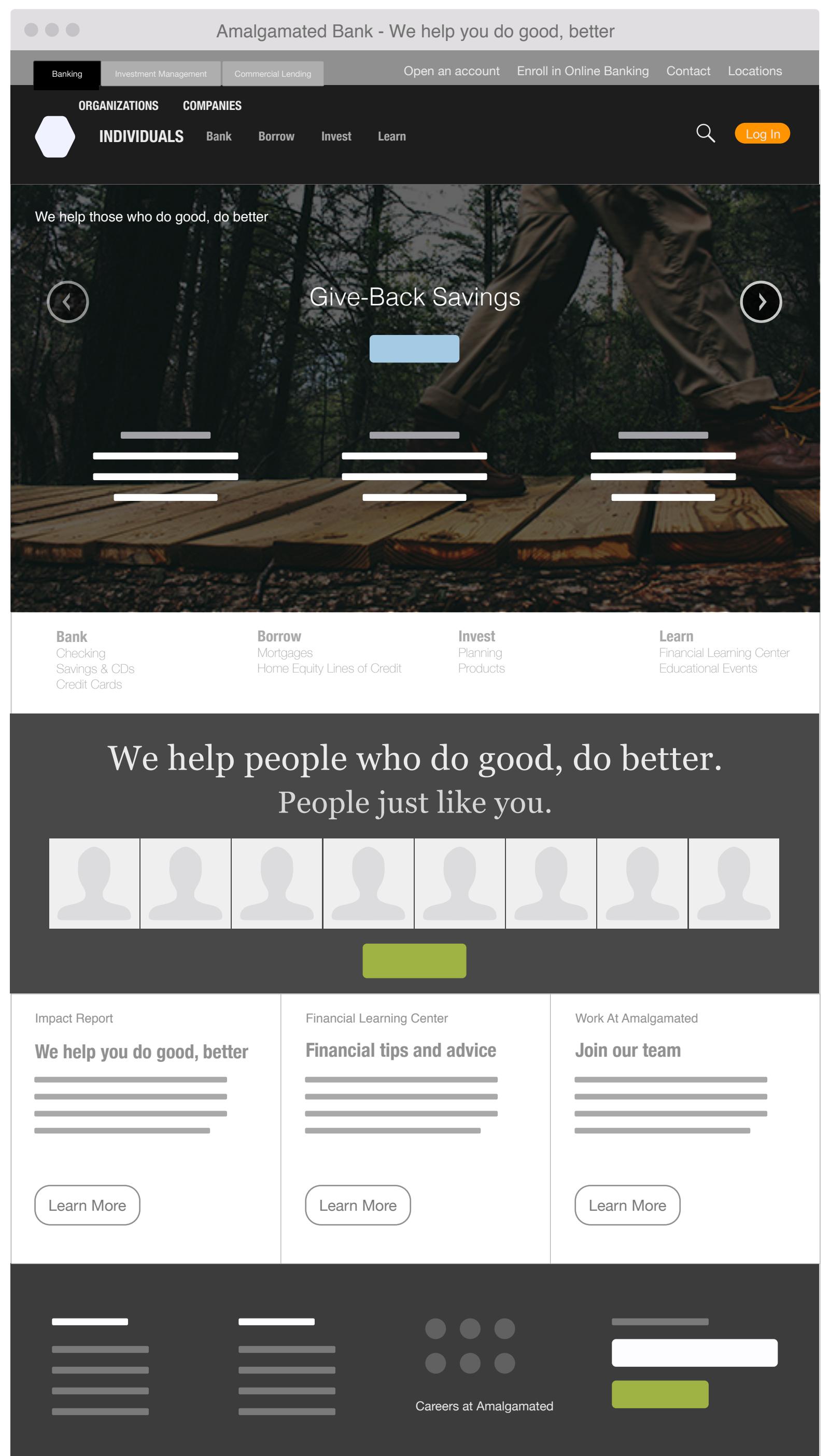
“ A quote about my perspective. ”

Find out how we help Non-Profits

Page Purpose:

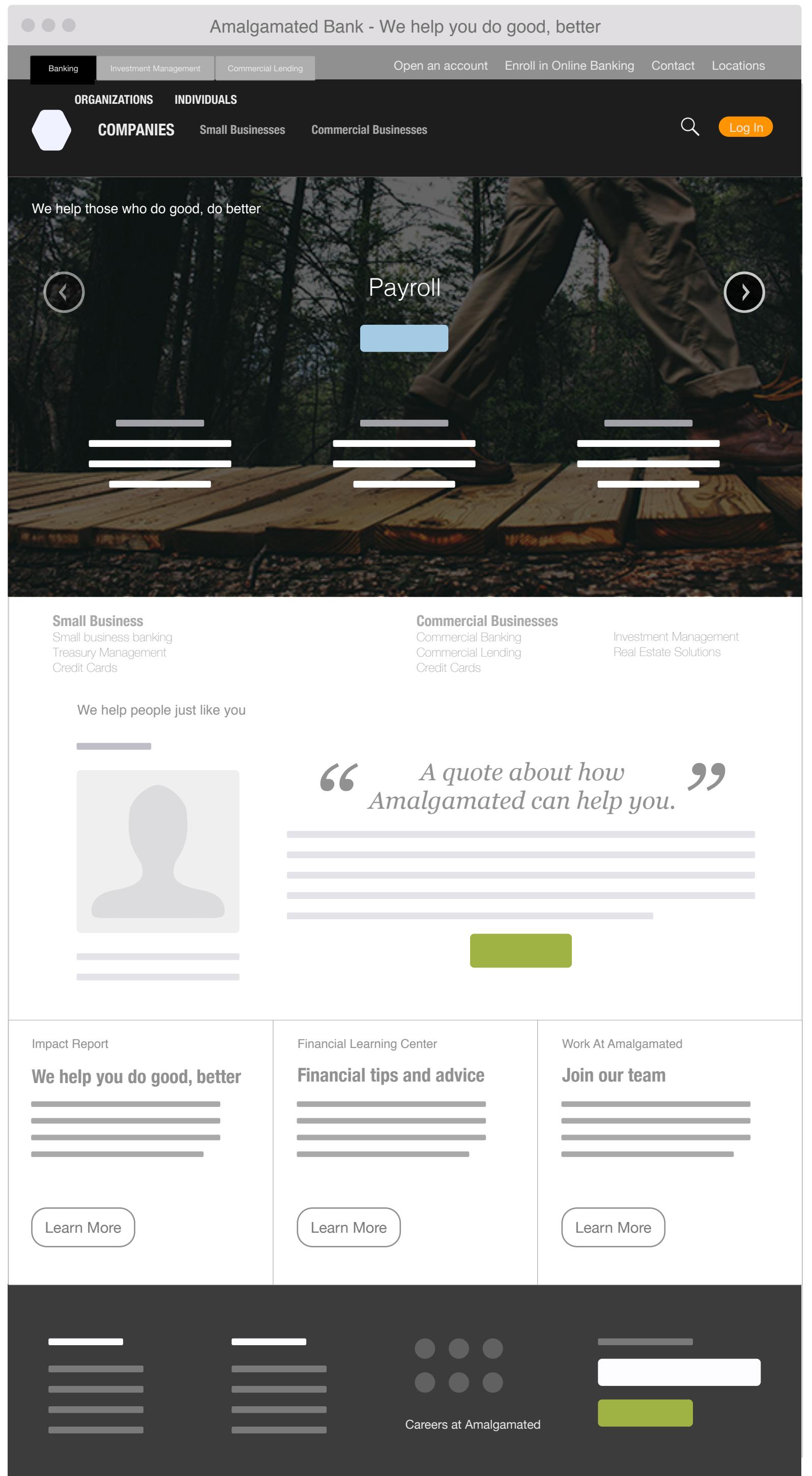
The campaign page is a landing page for a campaign that summarizes Amalgamated's offering/key messaging, and provides links to customers to learn more

- 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.
- 2 Links to additional individual pages
- 3 A banding statement about the bank, and why customers should consider it
- 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 New slides are displayed every 3 seconds, or users can select to see the next or previous slide by clicking the previous/next buttons.
- 3 Links to additional business pages
- 4 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.
- 5 Featured products, services, or stories
- 6 The site footer