

Amalgamated Bank

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KEY

Page or section that is not addressed in this redesign

Primary Landing Page

Index

Story

Case Study

Product or Service

Nav Connection

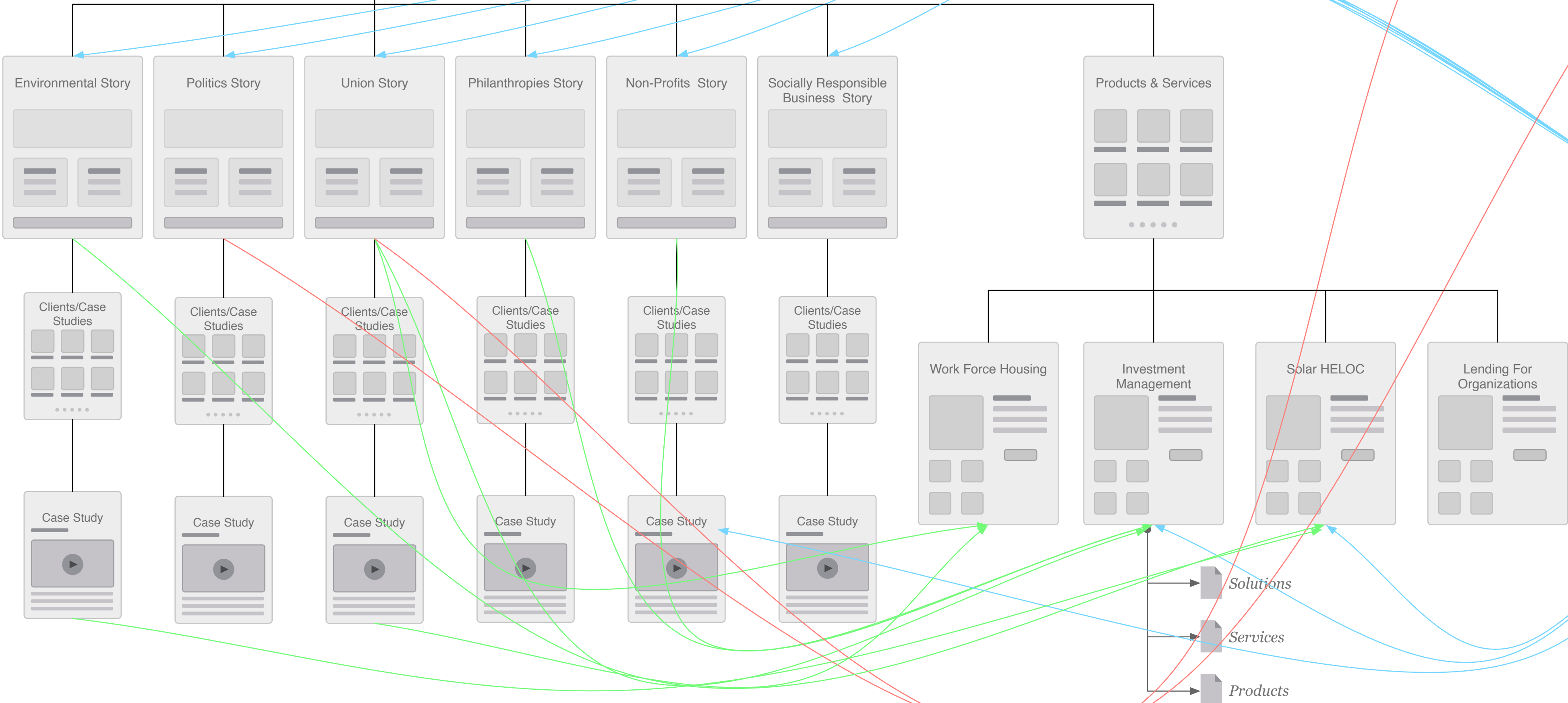
Connection to other section

Connection to product

Connection from campaign

All Clients/Case Studies

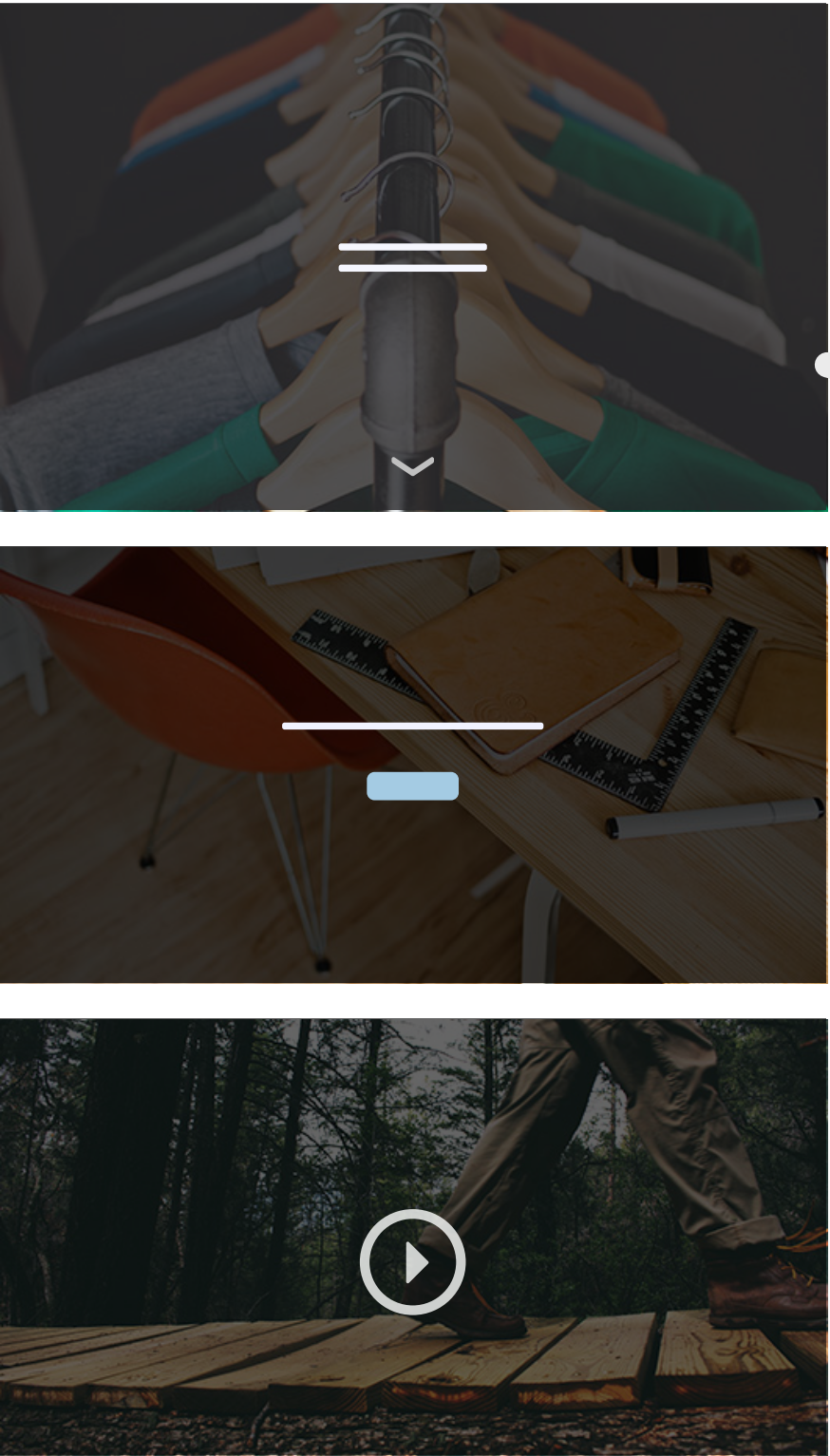
Case Study



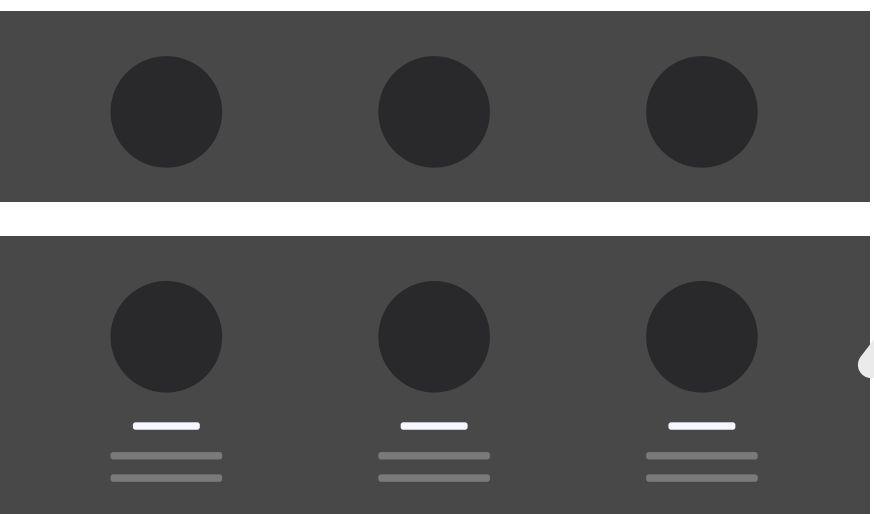
Campaign Page

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

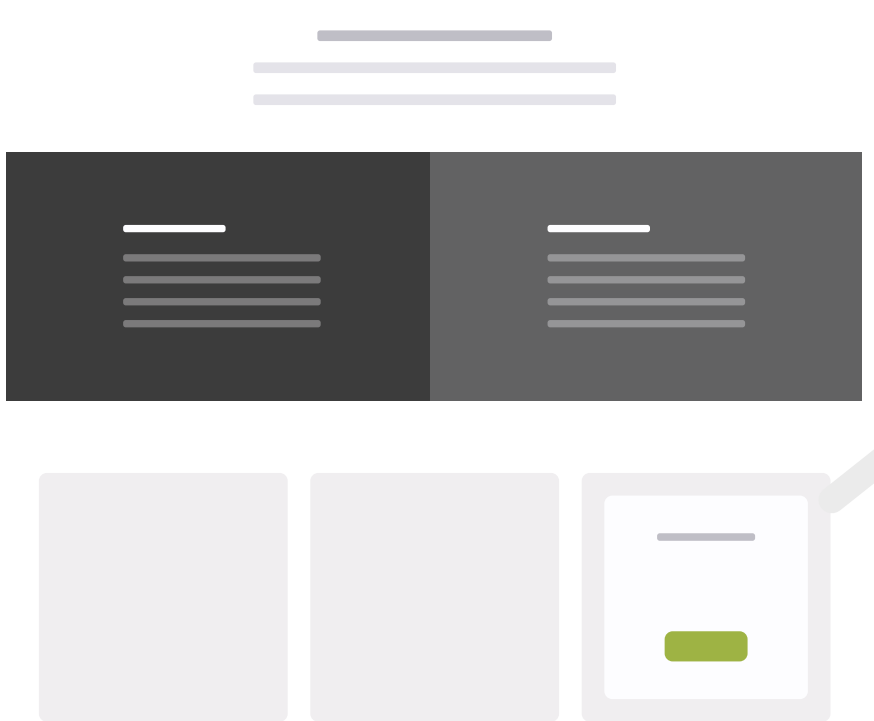
Summary/Case Study



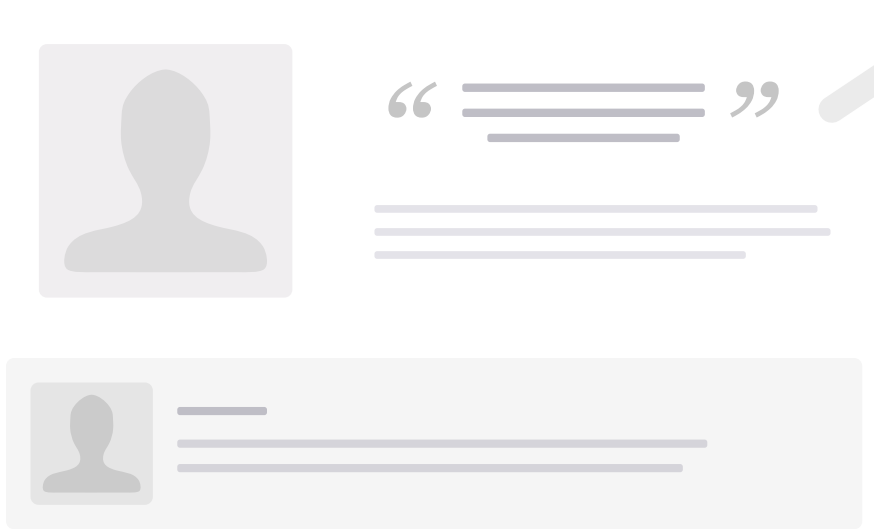
Customer



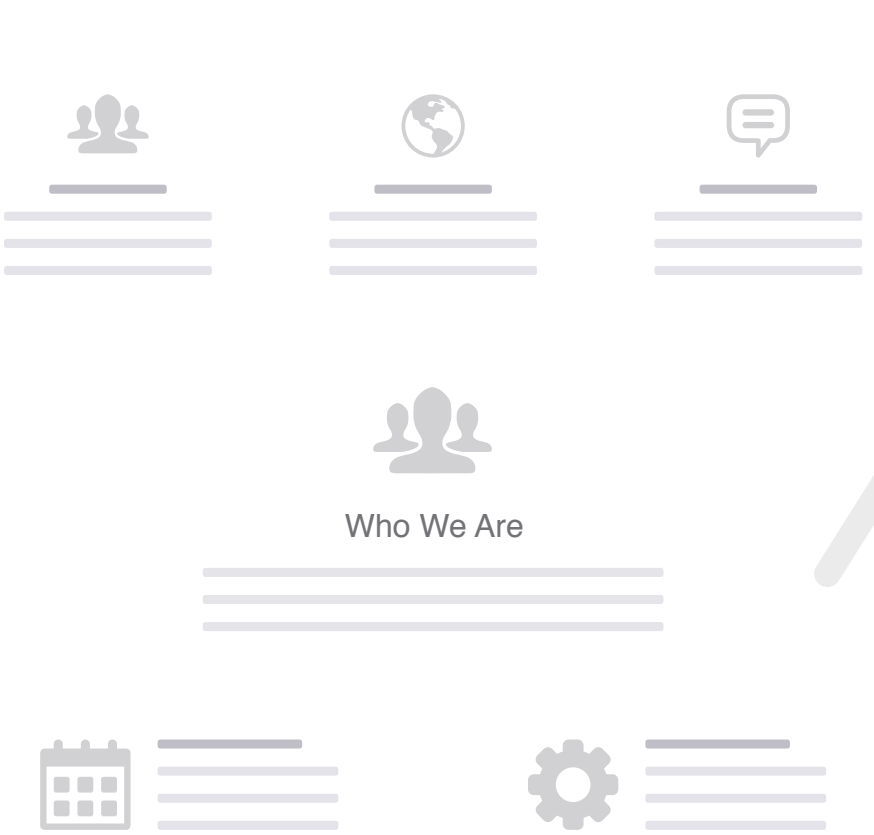
Expertise/Product(s)



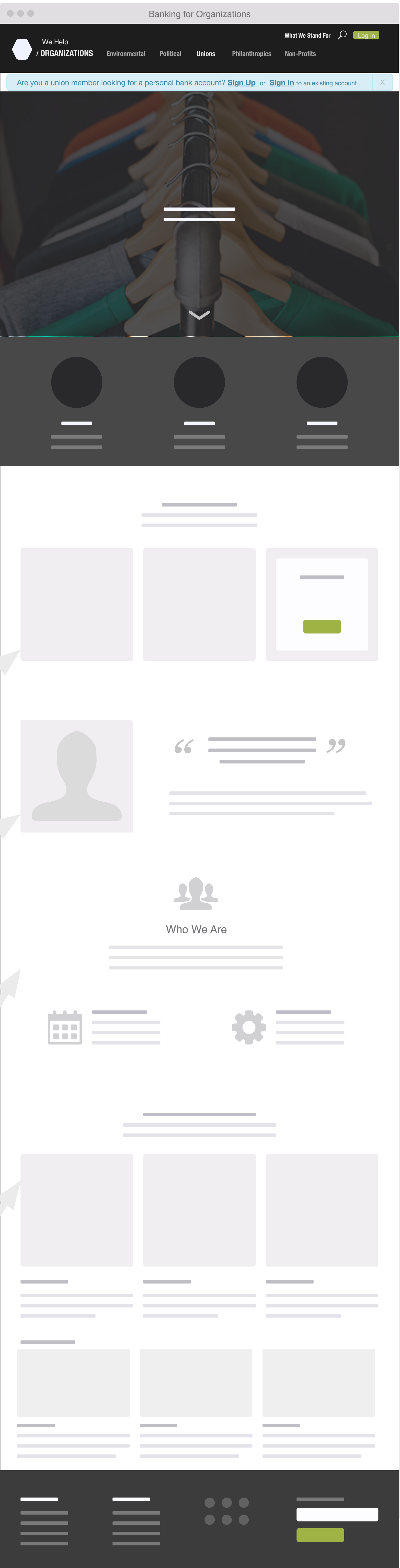
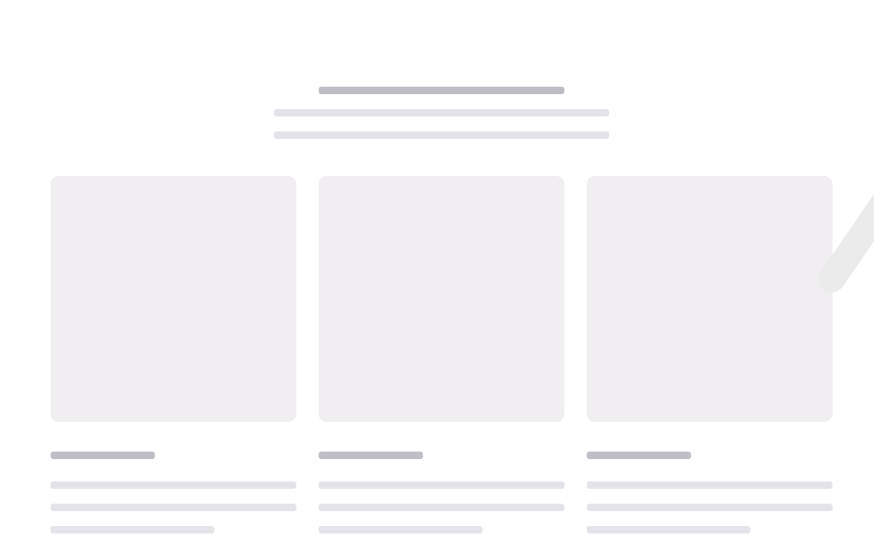
Expert



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

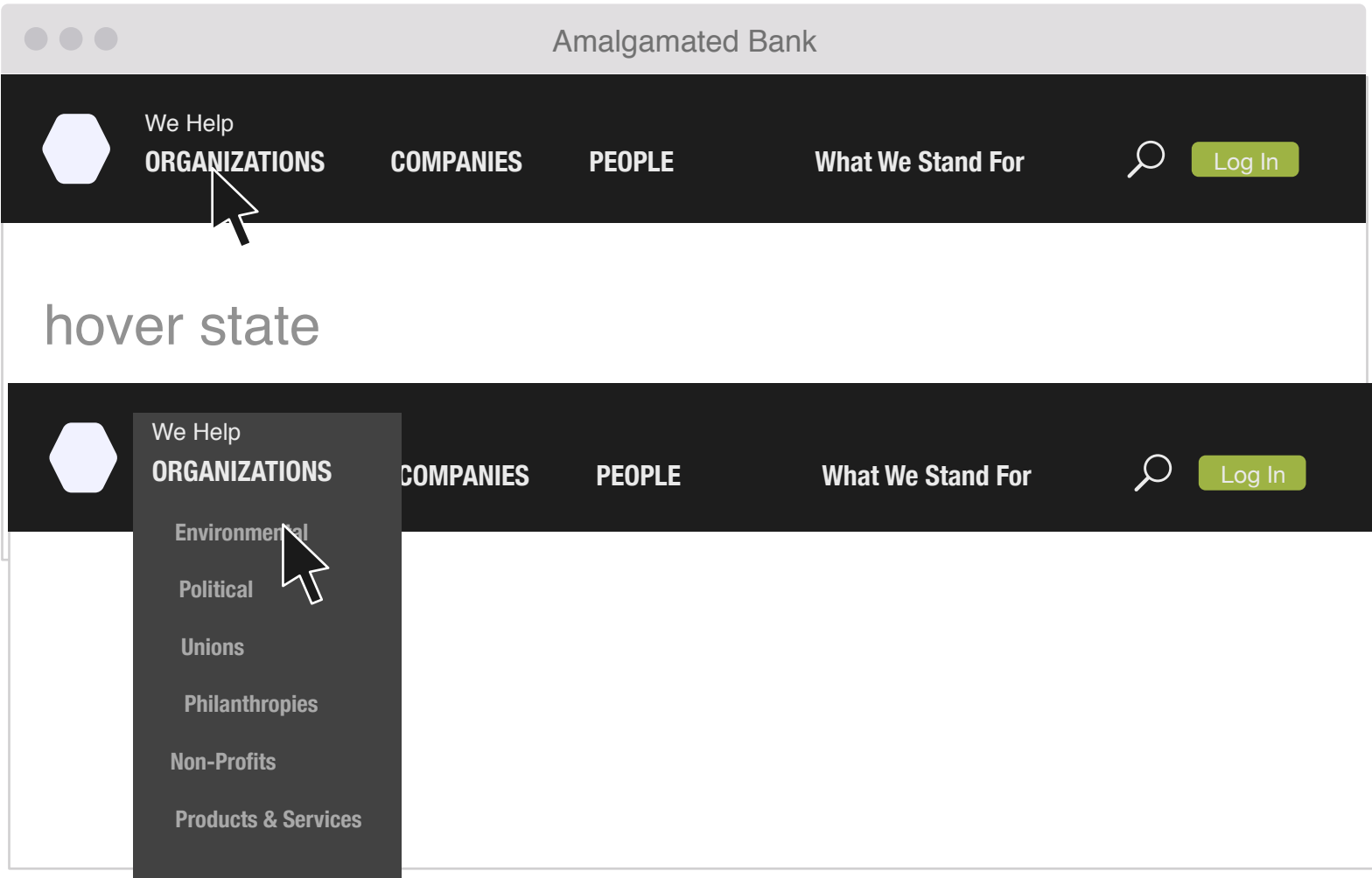
The fourth part of the story introduces Amalgamated's organizational expert

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 bonafides

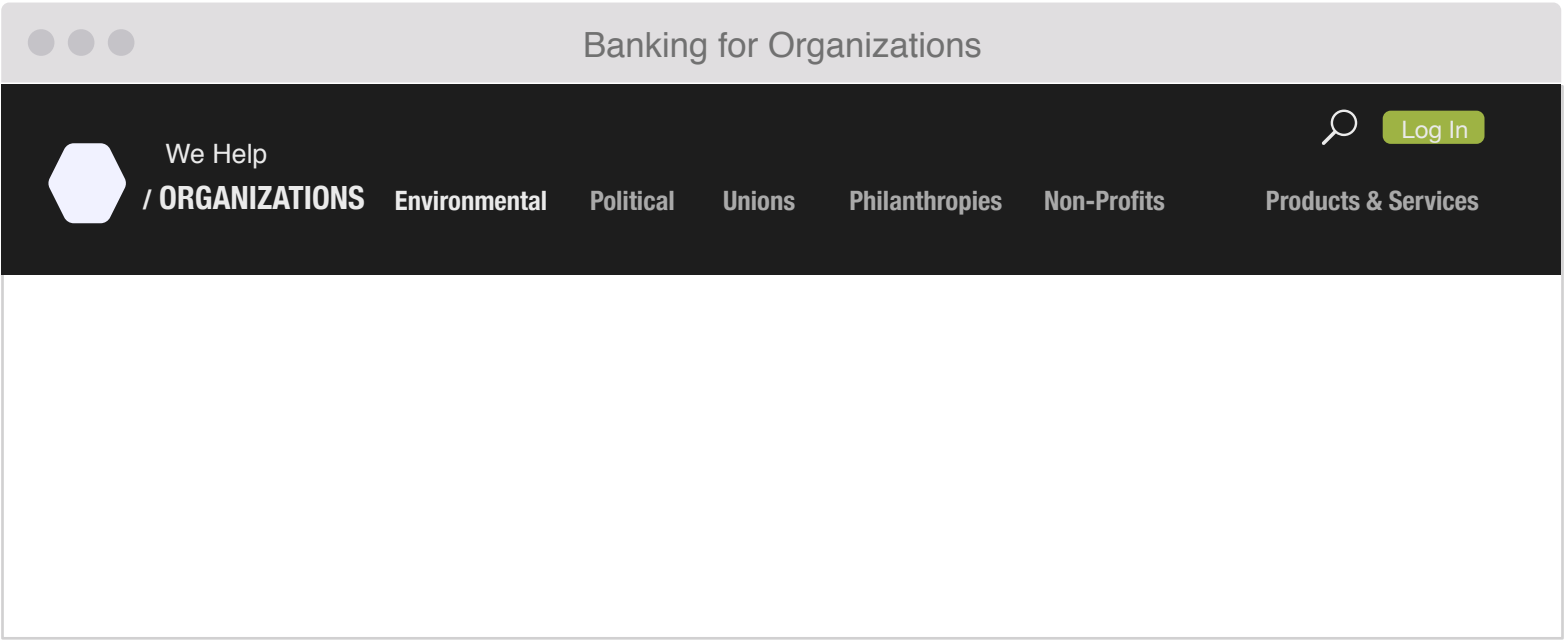
The sixth part of the story explains how easy switching can be

3rd party, and partner content that supports the story

Option 1 - primary nav



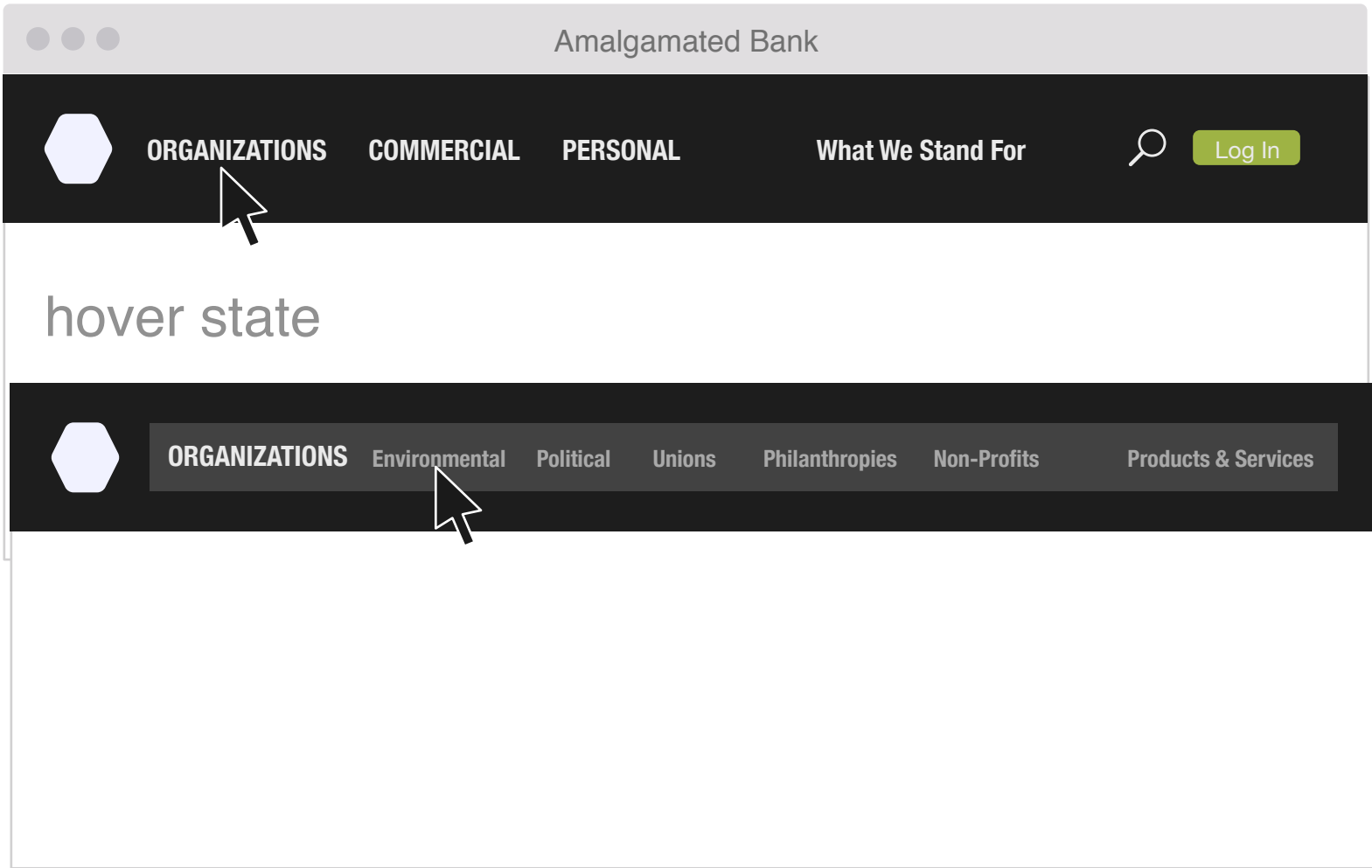
transition to...



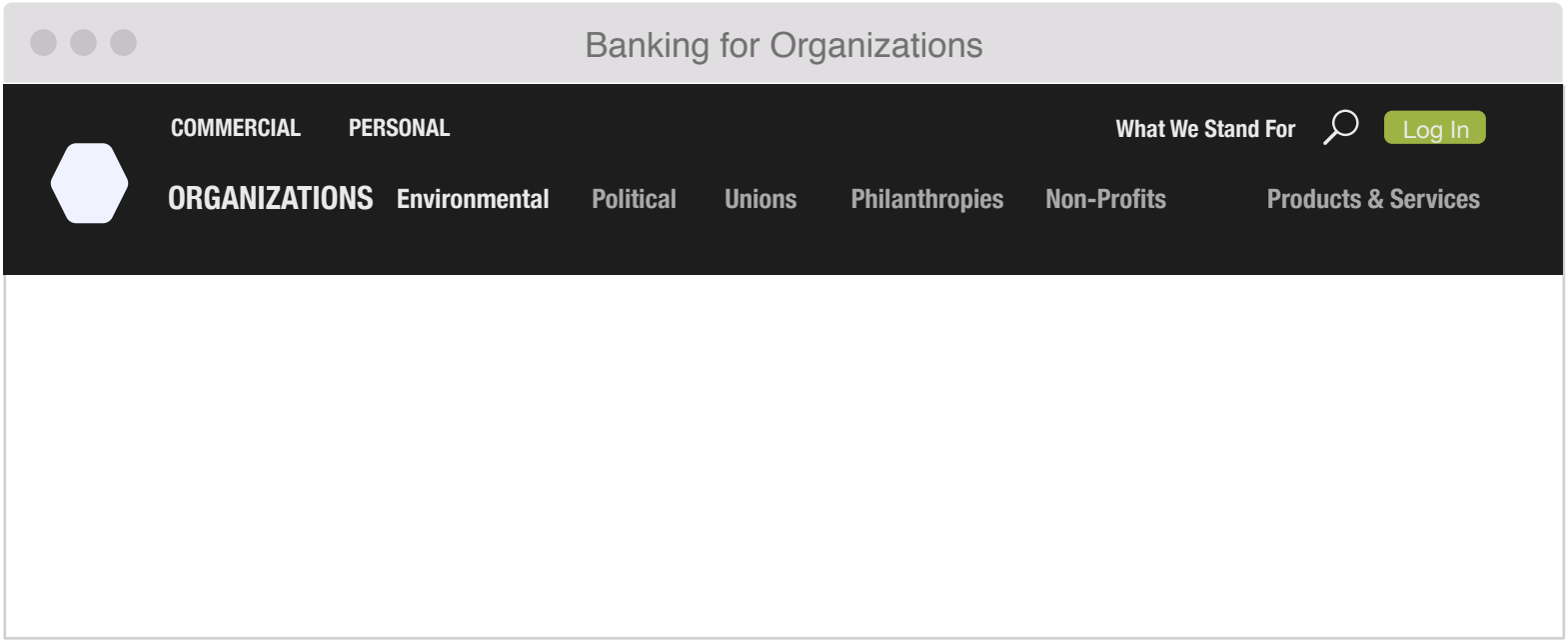
Nav Option 1

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

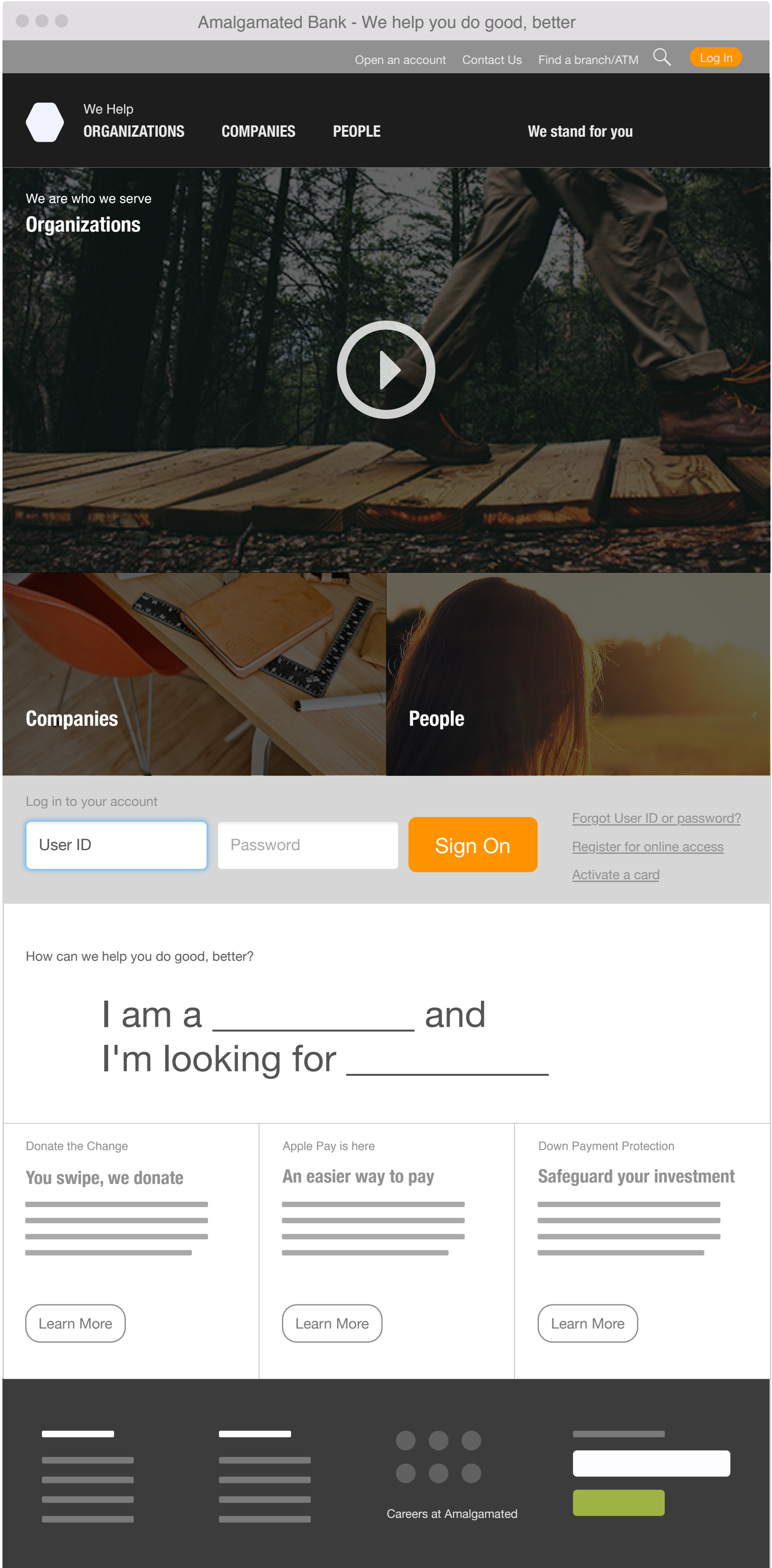


transition to...



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.



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 Visitors can select to view the companies, or people stories. The login field enables existing customers to quickly log in to their online banking account.
- 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 and/or services
- 6 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 people 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?

2

I am

I'm looking for

In charge of an organization

a business owner

a regular person

and

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
- Socially Responsible Business

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?

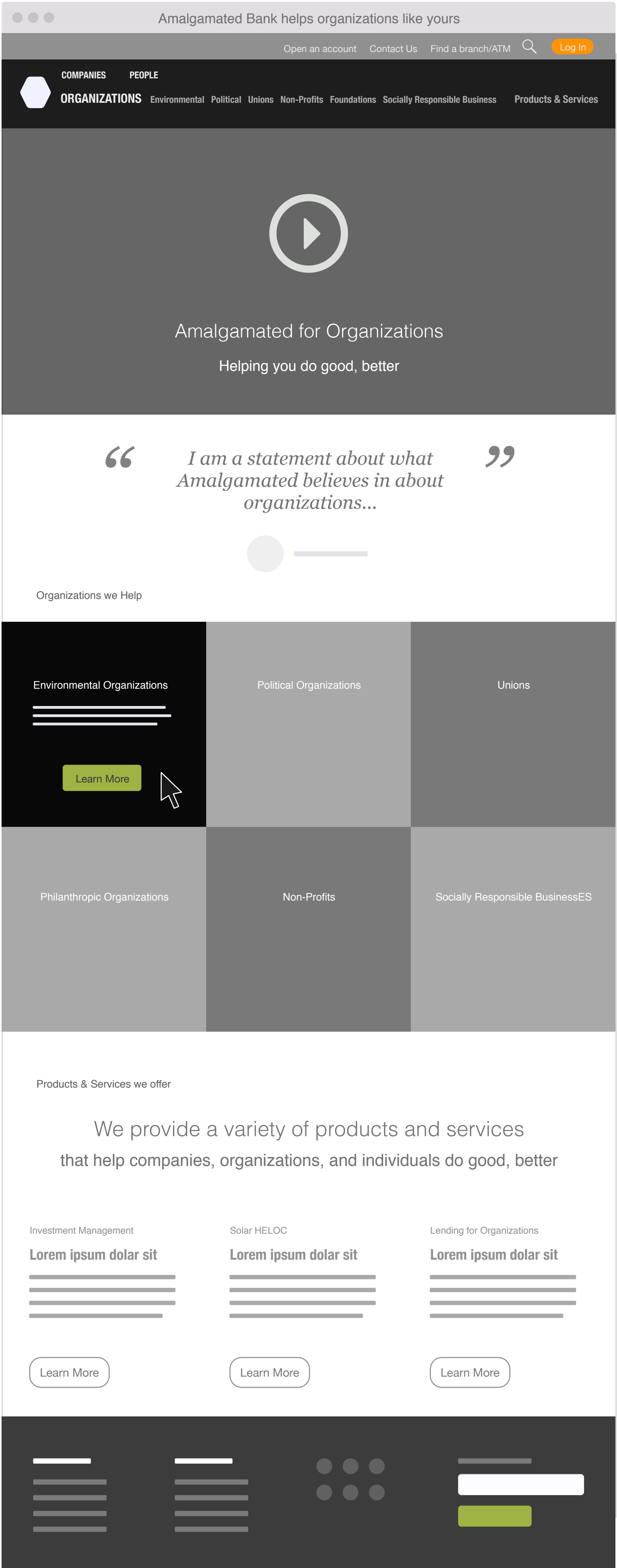
5

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

- a partner
- a retirement plan
- help negotiating

drive unions

[illegible]



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.
- 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
- An introduction to some of the unique products and services AB offers to organizations.
- 6
- Featured products and/or services.

Amalgamated Bank Helps [Organization Type]

Open an accountContact UsFind a branch/ATMLog In

COMPANIESPEOPLE

ORGANIZATIONSEnvironmentalPoliticalUnionsNon-ProfitsFoundationsSocially Responsible BusinessProducts & Services

Are you a union member looking for a personal bank account? Sign Up or Sign In to an existing account

Organizations we help

Organization Type

Name of the client/case study

see more case studies

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

Other [Organizations of this type] we help

LOGOLOGOLOGO

LOGOLOGOLOGO

Ways we help [Organizations of this type]

A summary of our offerings, and ways we help

Products and Services we offer to Organizations

Investment Management

LOrem ipsum dolar sit

Learn More

Solar HELOC

LOrem ipsum dolar sit

Learn More

Lending for Organizations

LOrem ipsum dolar sit

Learn More

Meet Amalgamated's [Organizations of this type] Expert

A quote about my perspective.

My perspective

Why Amalgamated

\$4 billion

\$40 billion

99 years

It's as easy to switch as...

1

2

3

[Organizations of this type] in the news...

- 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.
- Sub-nav highlights the selected organization
 - If applicable, a message is displayed linking users to other sections of the bank, for example, for union members, linking to personal banking.
 - 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.
 - A bite sized quote/summary of the case study video, highlighting AB's personal connections to their clients.
 - A list of other organizations of the type selected that AB works with.
 - A summary of how AB serves the organization type highlighting differentiation.
 - If applicable, links to highlighted products, and/or services are displayed.
 - 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.
 - The Why Amalgamated section highlights the bank's history of services, and/or compares and contrasts AB to other banks, highlighting differentiation.
 - The How to Switch section explains the steps needed to switch to AB, highlighting ease.
 - The "in the news" section links to 3rd party articles and commentary about the organization type.

1

Organizations we help

Environmental Organizations

The League of Conservation Voters

“

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

”

2

LOGO

LOGO

LOGO

LOGO

LOGO

LOGO

3

A summary of our offerings, and ways we help

Products and Services we offer to Environmental Organizations

Investment Management

Loan Management

Loan Management

Loan Management

Learn More

Solar HELOC

Loan Management

Loan Management

Loan Management

Learn More

Lending for Organizations

Loan Management

Loan Management

Loan Management

Learn More

Find out what we offer Non-Profits

5

“

A quote about my perspective.

”

6

Why Amalgamated

Other banks aren't your partners

7

1

2

3

8

Organizations we help

Environmental Organizations

The League of Conservation Voters

“

I'm a quote from this case study...

”

READ MORE

LOGO

LOGO

LOGO

A summary of our offerings, and ways we help

23

185

64

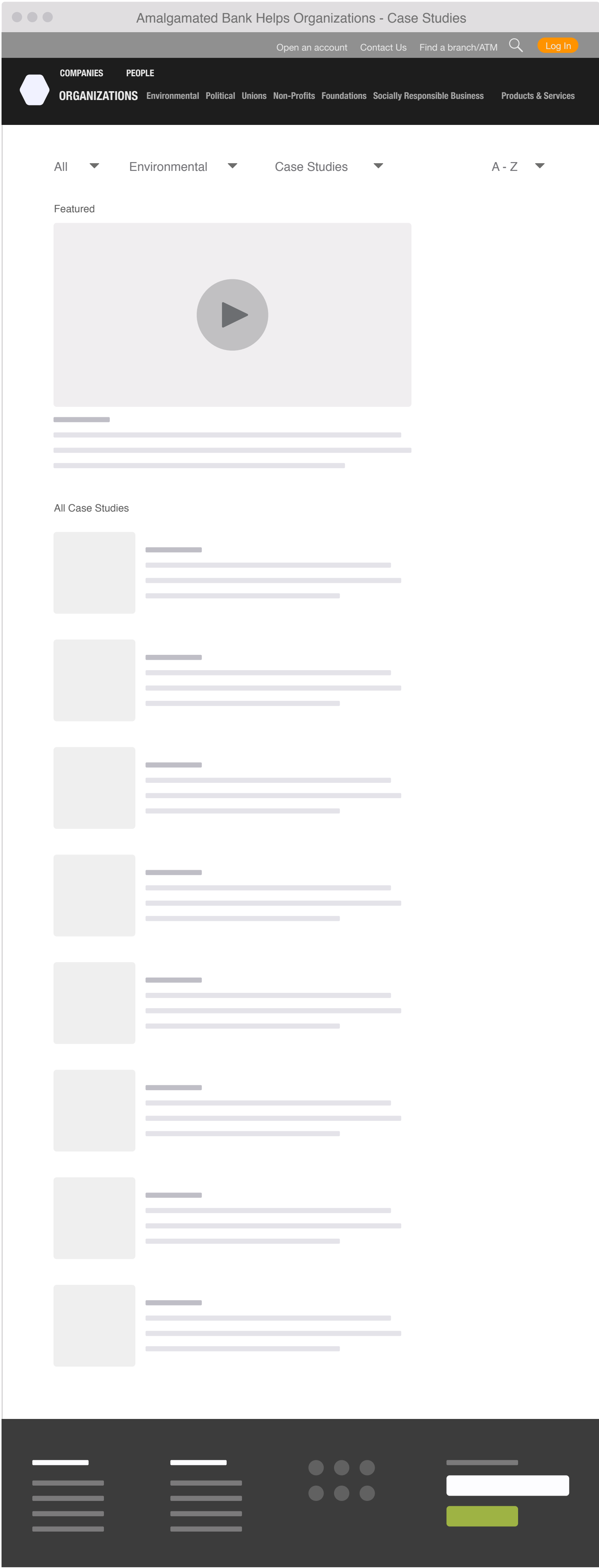
Why Amalgamated

\$4 billion

\$40 billion

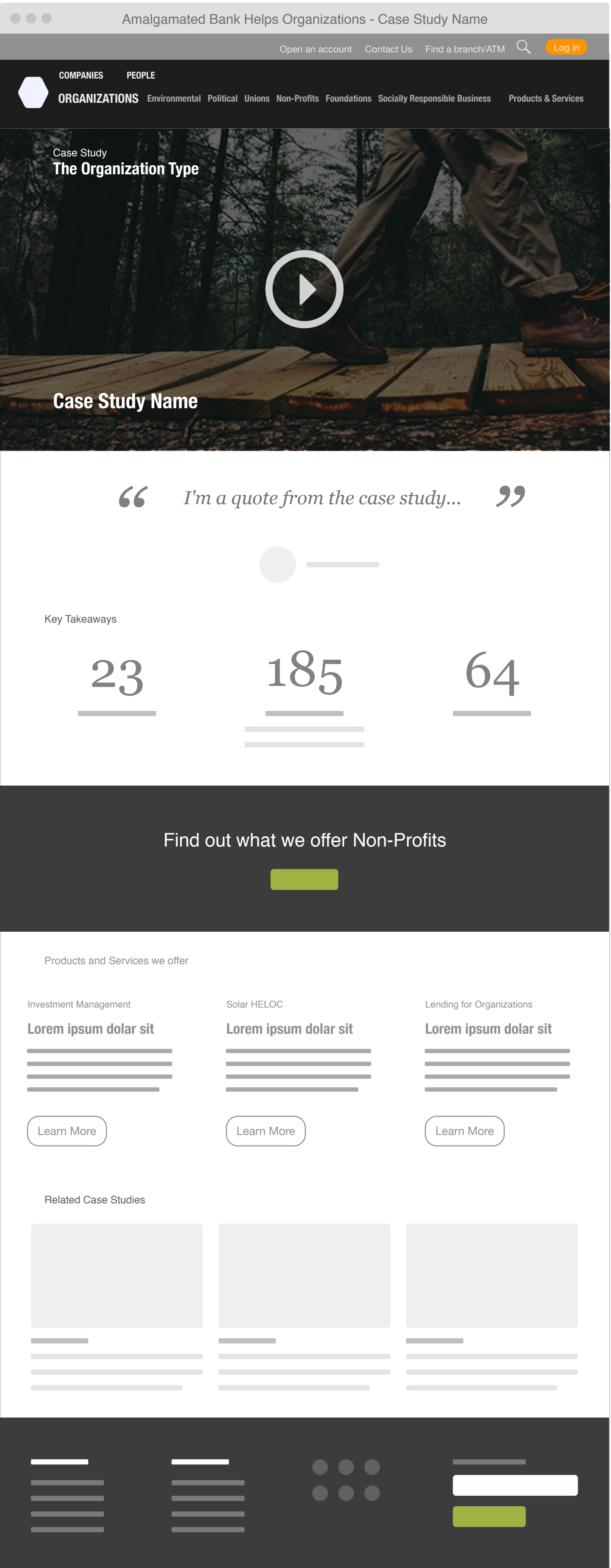
99 years

- 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



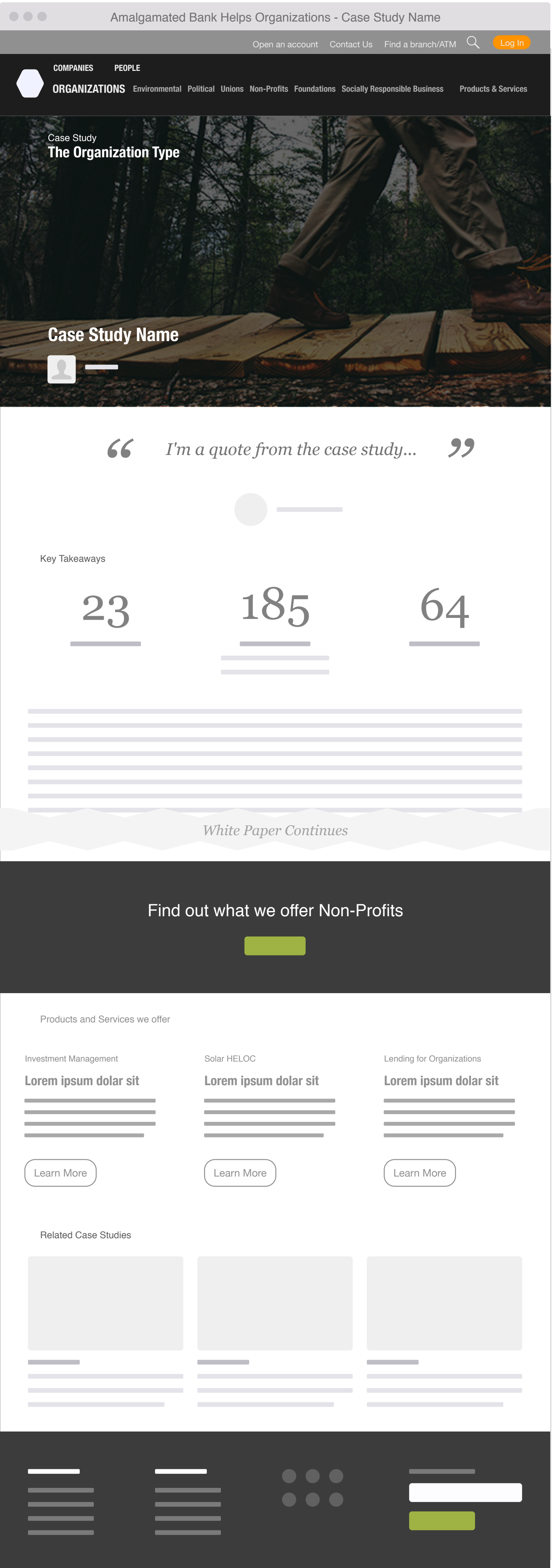
Page Purpose:
When applicable (when additional case studies are developed) the Case Study index allows users to browse through multiple case studies.

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



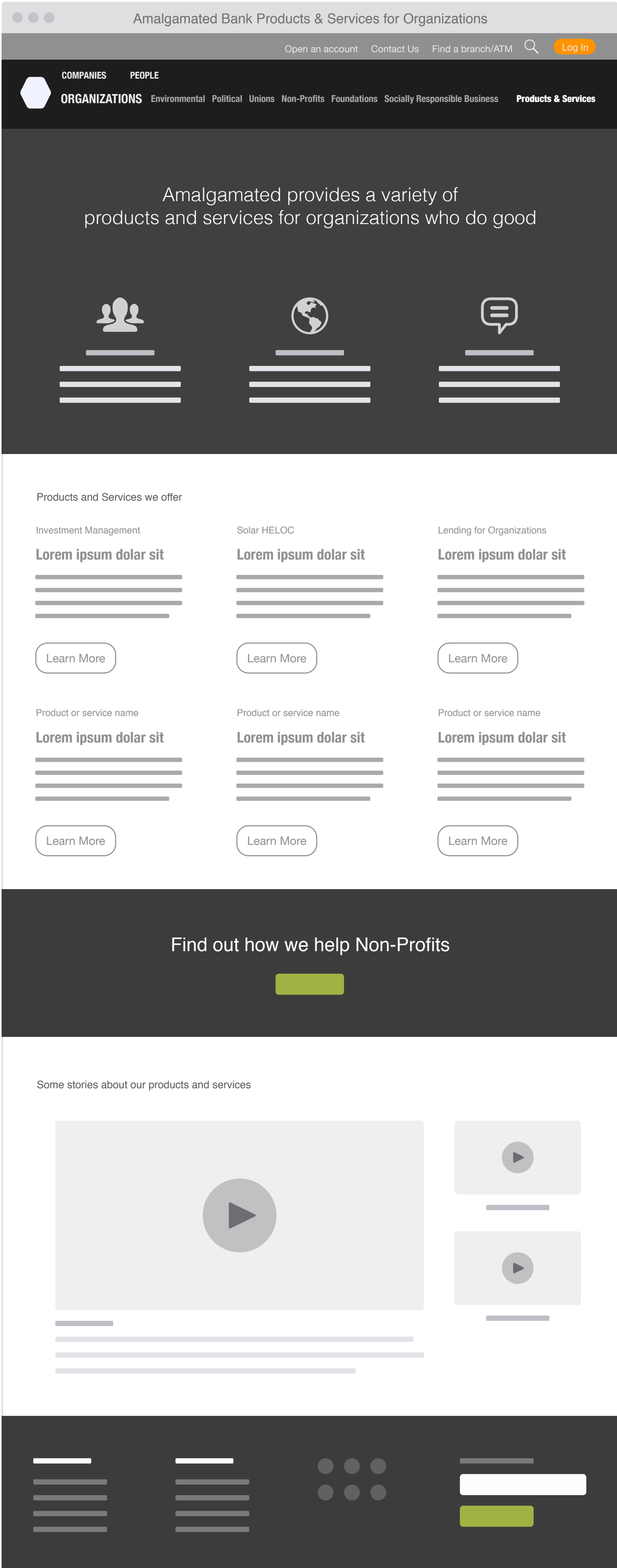
Page Purpose:
The case study pages allow a user to view a single case study.

- 1 The case study video, slide show, or story
- 2 Key quote from the case study
- 3 Bite-sized key takeaways from the case study
- 4 A link to the organization story page
- 5 If applicable, featured products and/or services
- 6 If applicable, links to related case studies



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

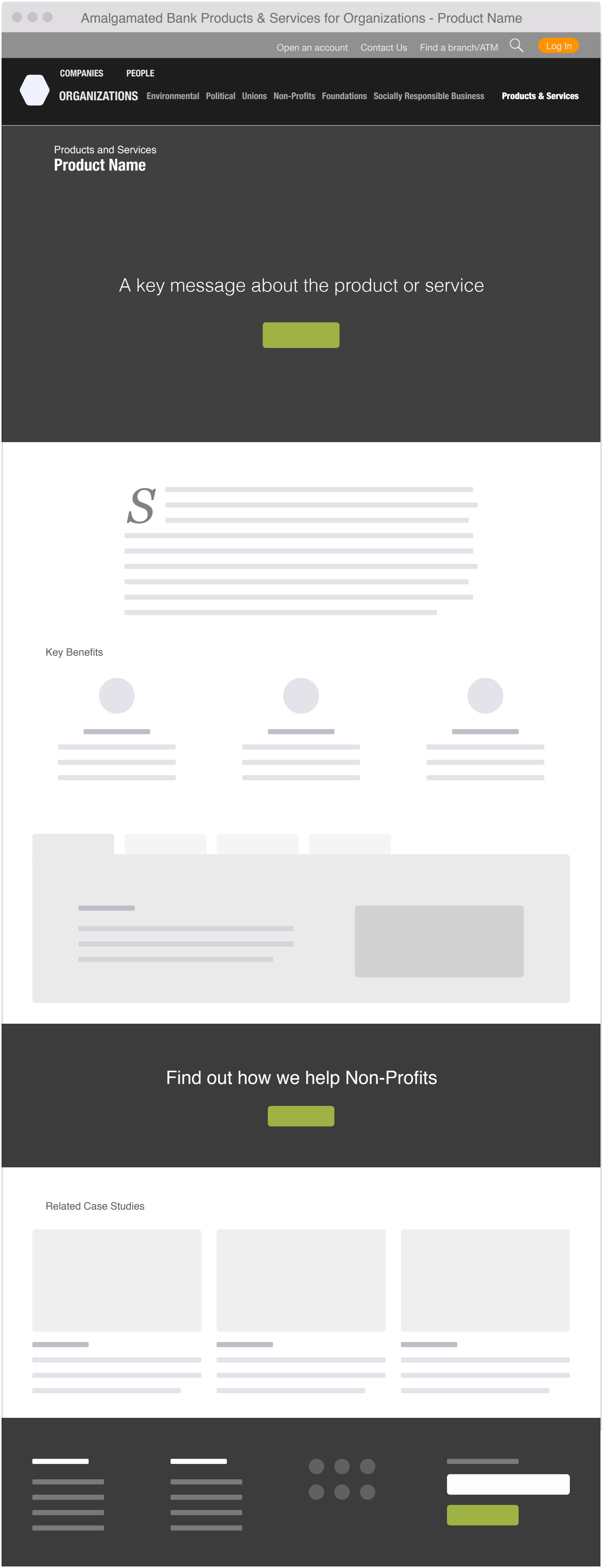
- 1 An image, the title of the case study, and the author of the case study linking to the Organization story page
- 2 Key quote from the case study
- 3 Bite-sized key takeaways from the case study
- 4 The text of the case study
- 5 A link to the organization story page
- 6 If applicable, featured products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



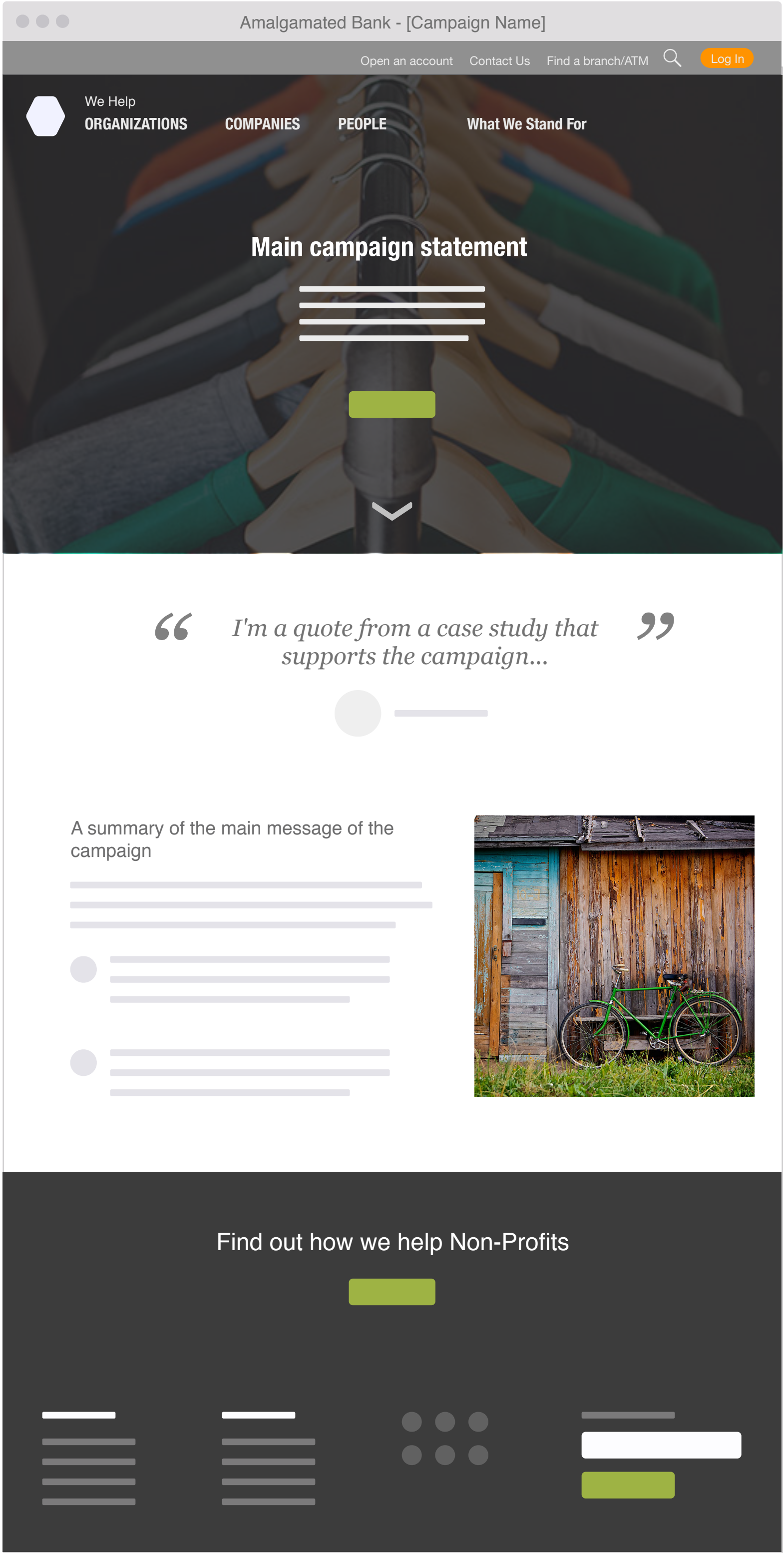
Page Purpose:
The Products and Services index allows users to browse through the specialty products and services that Amalgamated offers to organizations.

- 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 A link to the organization story page
- 6 If applicable, links to related case studies



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 If applicable a link to another organization story page