Bankrate ⟨⟩

Project	Bankrate.com Tablet Wireframe Design
Author	**R Santore**
Date	Sep 25, 2012

Revision History

| Version	Date	Author	Description
0.1	Sep 7, 2012	**R Santore**	First draft of the following screens: - Global elements - Home Page - Landing Page (2 versions) - Rate Table (2+ versions) - Rate Search (2 versions) - Rate Dropdown (2 versions)
0.3	Sep 18, 2012	**R Santore**	Applied variable column width layout Updated global banner to de-emphasize search Added wireframes for: - Calculators (initial state, results, and results with amortization) - Story pages (text only, with picture) - Slideshow - Gallery
0.4	Sep 25, 2012	**R Santore**	Added grid layout options Added annotations

Layout ::

General Layout Grid

The wireframes in this document use a two-column approach.

The left column is wider and contains the main content of the page. The right column is narrower.
The left column can be sub-divided into two columns to support smaller content blocks.

Left Column: Main content

Right Column

Left column can be sub-divided into two columns
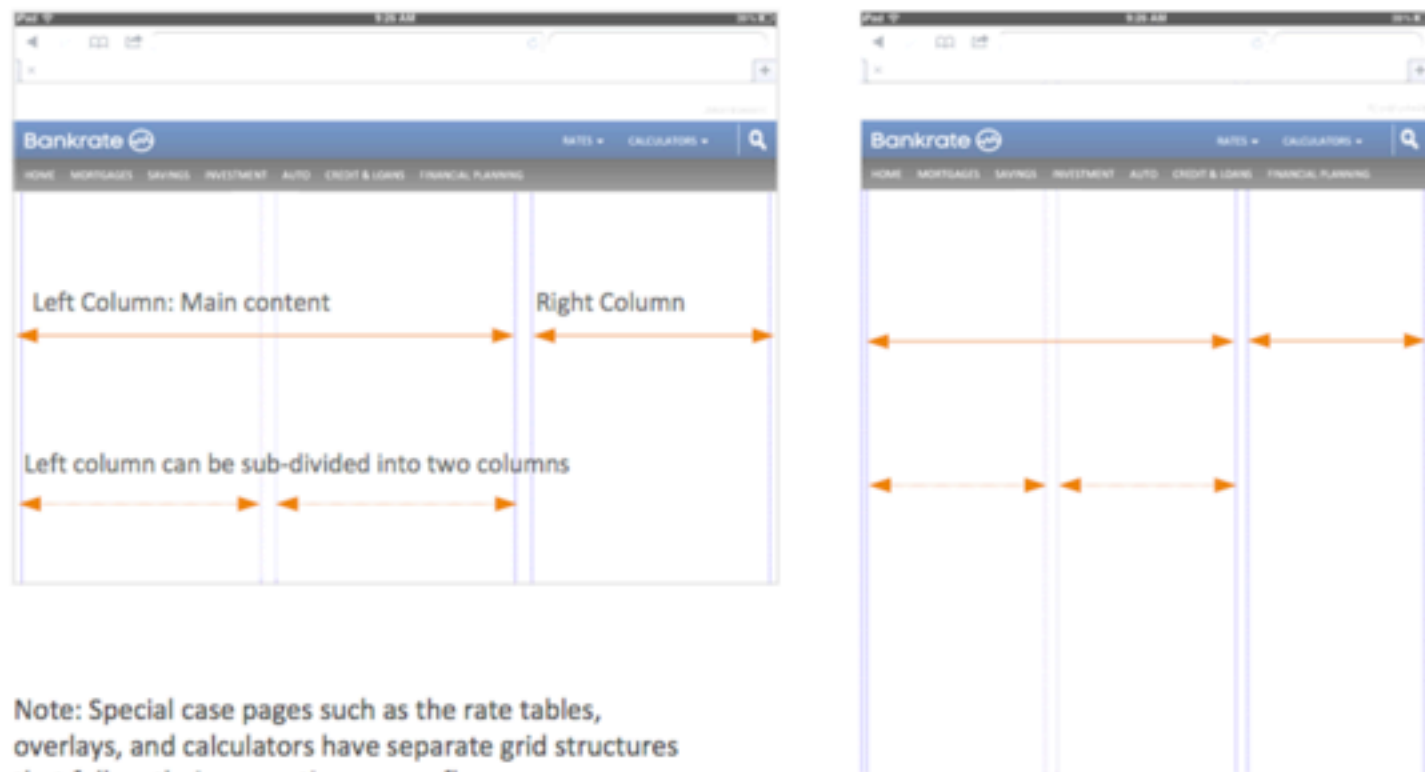
Note: Special case pages such as the rate tables, overlays, and calculators have separate grid structures that follow their respective screen-flows
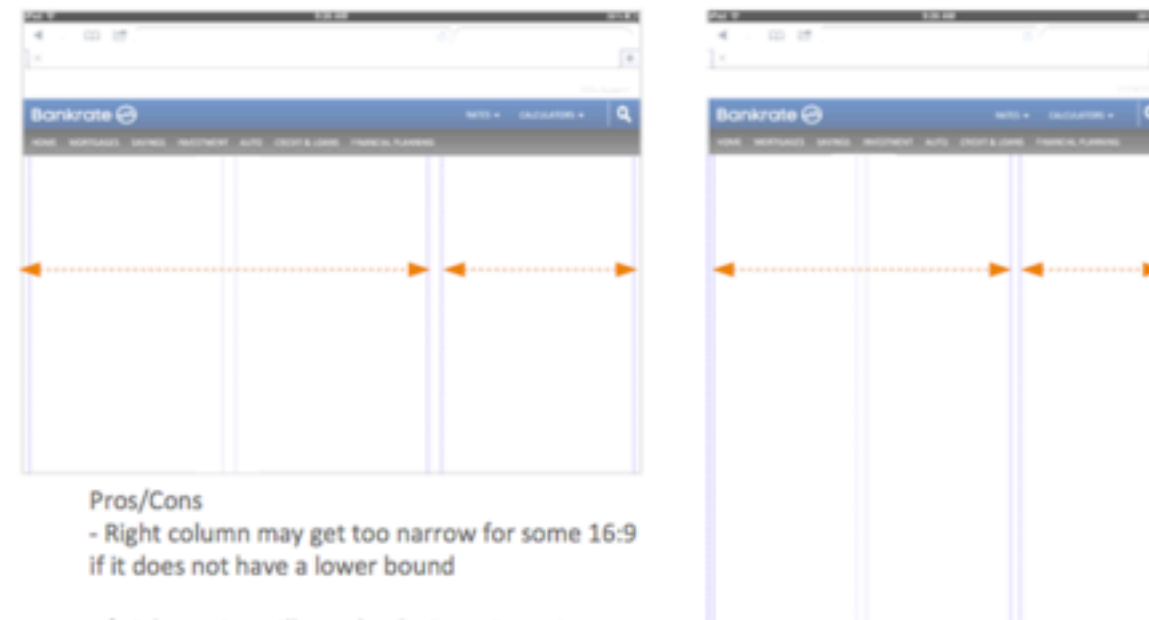
Impact of Device Orientation

The wireframes in this document are optimized for tablets with a 4:3 aspect ratio (iPad). The column widths change as the orientation changes while the font sizes and touch-target heights stay the same.

There are different ways to resize the columns - the end goal is to maintain a usable interface (i.e., none of the columns get too narrow to fit the content/module).

Equally Proportioned Columns

Page is divided into thirds and the column width rescales when the orientation changes.

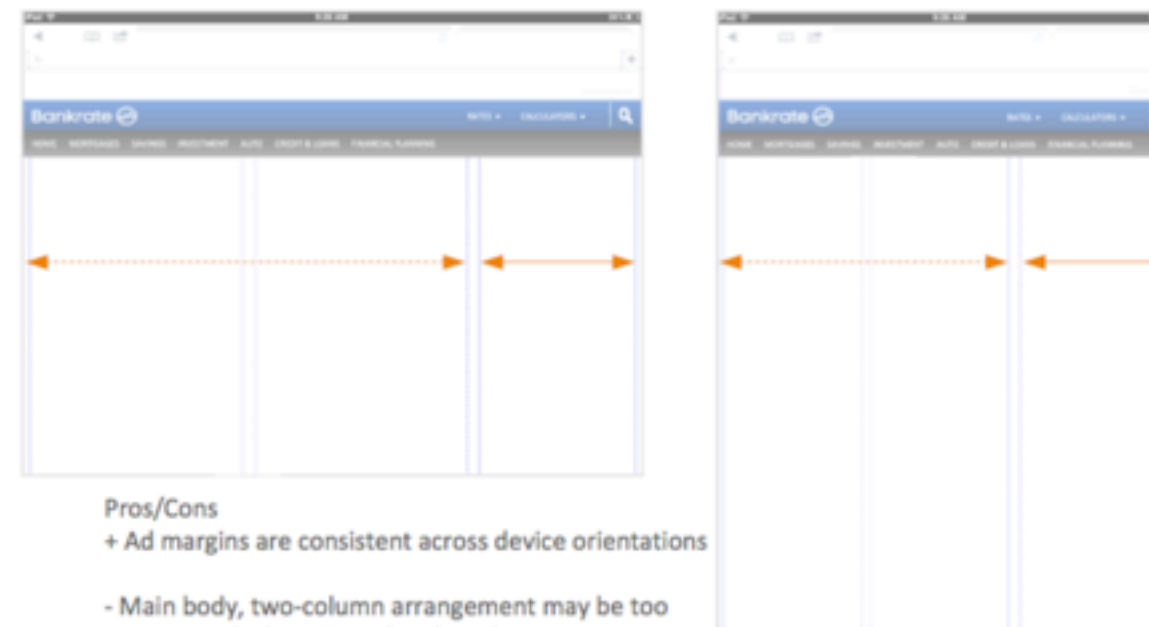Pros/Cons
- Right column may get too narrow for some 16:9 if it does not have a lower bound

+/- Ad margins will vary by device orientation

Fixed/Bounded Columns

The main portion of the screen resizes to accommodate most tablet devices and is bounded to get no smaller than a minimum amount The right column is either fixed or bounded by the width of the ads and
 interactive components.

Pros/Cons
+ Ad margins are consistent across device orientations

- Main body, two-column arrangement may be too compressed when viewed with real content

Wireframes ::

Screen name	Global Elements
Description	Elements that appear on every page include an ad space, Bankrate banner, navigation bar, and footer.

Annotations

1 - Advertisement. Place banner advertisement above the Bankrate banner.

2 – Bankrate Banner. Includes the Bankrate logo, a Rates ▾ button, a Calculators ▾ button, and a search button.

- The Bankrate logo is a link to the home page.
- 'Rates ▾ ' ⬏ pens the Rates overlay
- 'Calculators ▾ ' opens the Calculator menu
- The search icon opens the search field in an overlay below the Bankrate banner.

3- Navigation bar. Appears below the Bankrate banner and contains top-level navigation categories for the site. The currently selected category is highlighted. A second level navigation bar appears if the selected category has more than one sub-category.

4 – Footer. The footer appears on the bottom of all pages. Include same links as on Full site as well as a link to the Full site.

Cobrand Banner (not shown). Cobrand partners site banner appears above the Bankrate banner and the Bankrate logo changes to a 'Powered by Bankrate' logo (as with the smartphone wireframes).
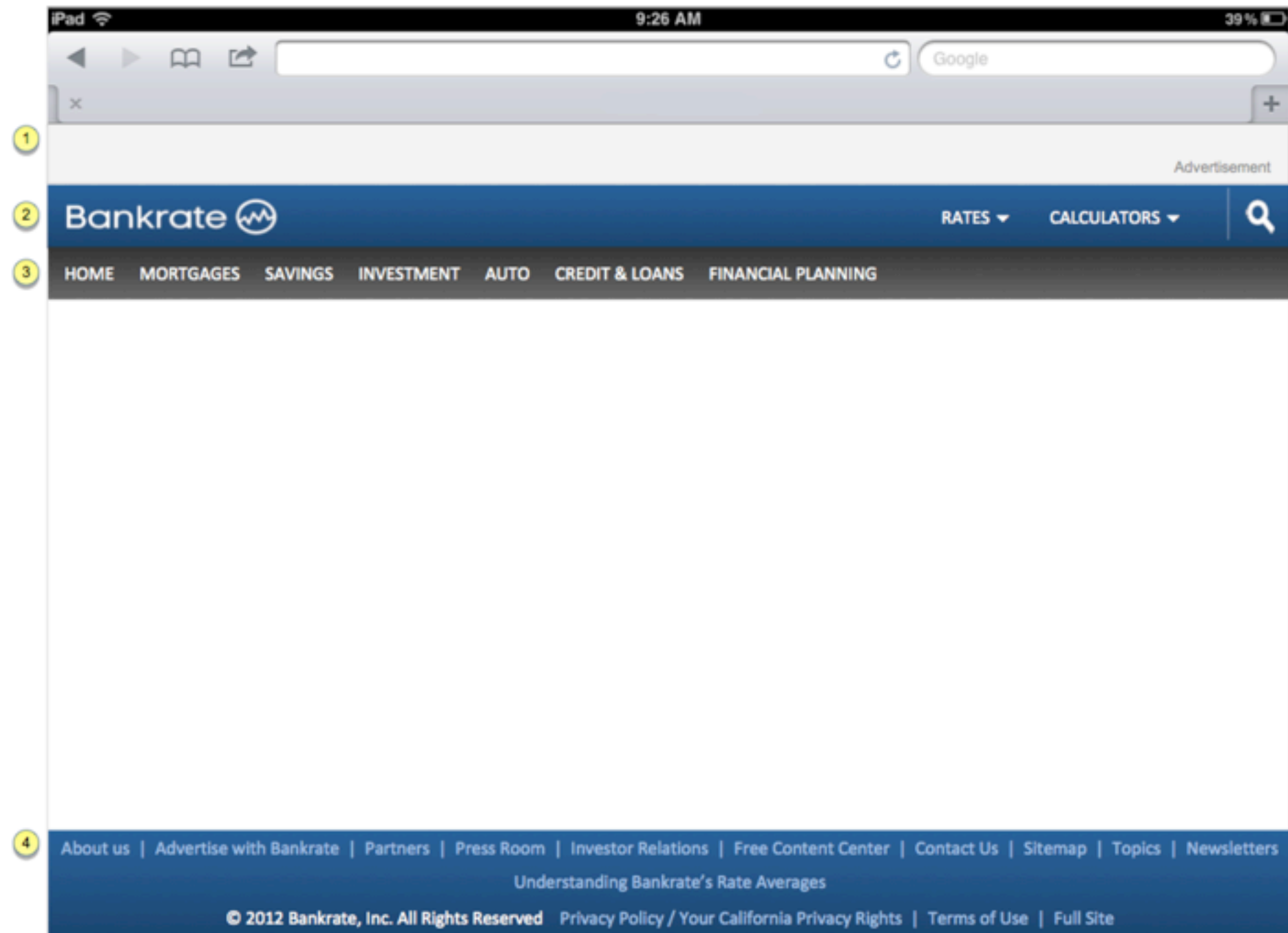
Portrait orientation – Global elements
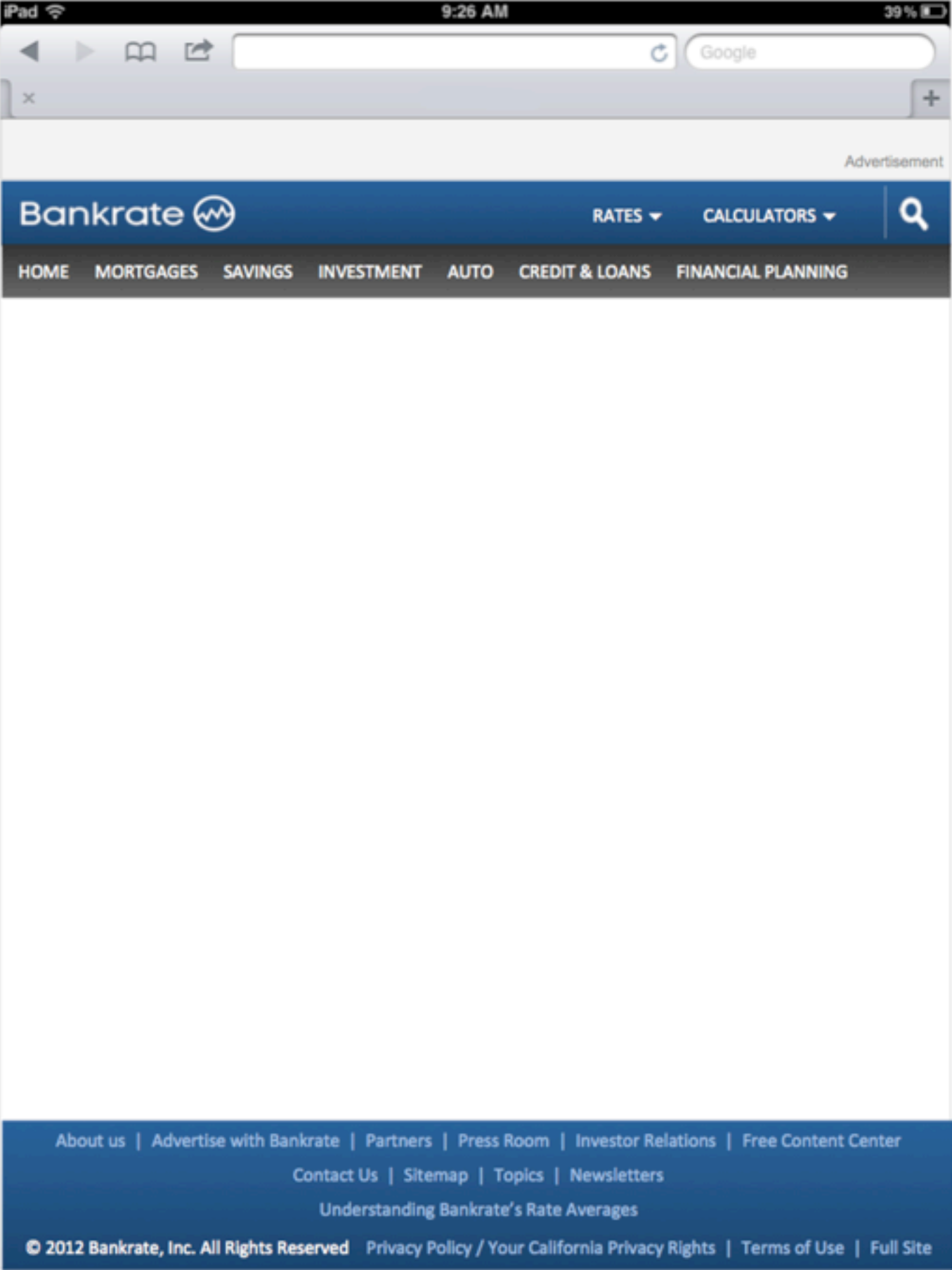
Fonts stay same size, banners resize to fit screen width

Items in footer wrap as needed. Footer height increases to accommodate wrapped links.

Screen name	Home Page
Description	Landscape version of the home page.

Annotations

Page displays content shown on the redesigned home page (below), with changes made to better accommodate tablet touch-based interaction (larger target sizes, more space between tap targets, and font sizes more optimized for tablet).

Additional differences are outlined below.

1 – Daily Averages Carousel. A carousel control is used to switch between types of rates (Mortgages, Auto, CDs, etc) to take advantage of the swipe interaction available with tablets. Alternatively a dropdown control could be used (as used on the full site).

2 – Headlines Carousel. To save space and enhance interactivity, a carousel control is used to cycle through featured headlines.

3 – Get Rates. Instead of a dropdown for changing the category of rates, a horizontal set of tabs are used. This control shows 3-4 choices and slides to the left to reveal more choices.

Tablet Version (Draft)
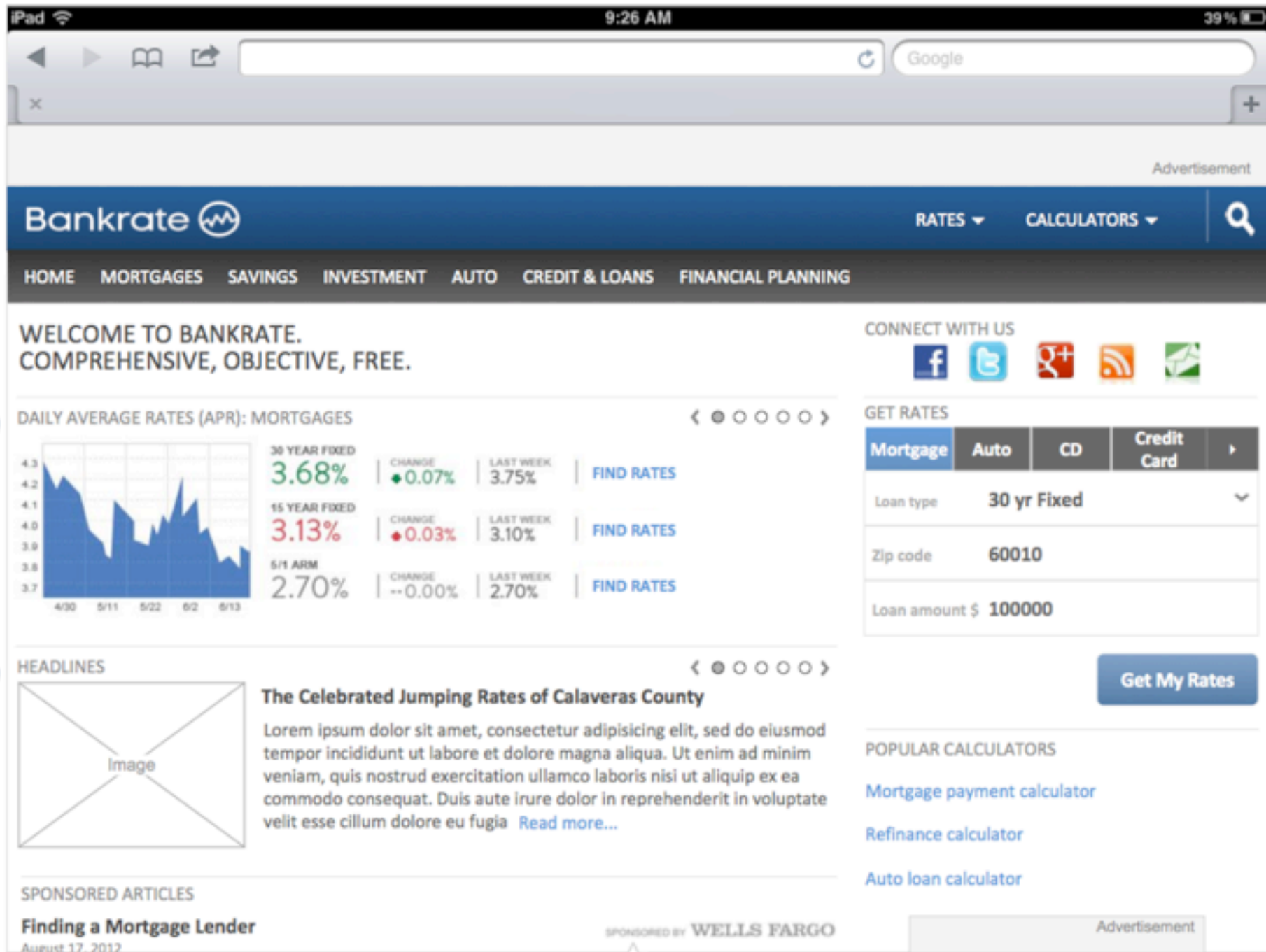
Screen name	Home Page (continued)
Description	Content below the fold on the home page.

Annotations

Content appears much the same as it does on the full site. Note that for the page to scale correctly between landscape and portrait orientations that a consistent grid structure will need to be used for content and landing pages.

Tablet Version, Below the fold (Draft)

SPONSORED ARTICLES

Finding a Mortgage Lender
August 17, 2012

SPONSORED BY WELLS FARGO

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Finding a Mortgage Lender
August 17, 2012

SPONSORED BY CHASE

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INTEREST RATES, TRENDS AND ANALYSIS

Interest Rate Roundup
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Mortgage rates for Aug 17, 2012

Site Promo

COFI, LIBOR, Prime Rates

WSJ Prime Rate	3.25
Federal Discount Rate	0.75
6-Month LIBOR Rate	0.74
1-Year LIBOR Rate	1.07

Tracking Rates

Mortgage Rate Trend Index

Graph Rate Trends

CD Rate News

Your Best Interest Report

Federal Reserve Coverage

Advertisement

Footer

Portrait orientation for Home page

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HOME   MORTGAGES   SAVINGS   INVESTMENT   AUTO   CREDIT & LOANS   FINANCIAL PLANNING

WELCOME TO BANKRATE. COMPREHENSIVE, OBJECTIVE, FREE.

DAILY AVERAGE RATES (APR): MORTGAGES   ‹ ○ ○ ○ ○ ○ ›

30 YEAR FIXED **3.68%**	CHANGE ◆0.07%	LAST WEEK 3.75%	FIND RATES
15 YEAR FIXED **3.13%**	CHANGE ◆0.03%	LAST WEEK 3.10%	FIND RATES
5/1 ARM **2.70%**	CHANGE --0.00%	LAST WEEK 2.70%	FIND RATES

4/30   5/11   5/22   6/2   6/13

HEADLINES   ‹ ○ ○ ○ ○ ○ ›

Image

The Celebrated Jumping Rates of Calaveras County

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SPONSORED ARTICLES

Finding a Mortgage Lender   SPONSORED BY WELLS FARGO
August 17, 2012

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Finding a Better Mortgage Lender   SPONSORED BY CHASE○
August 17, 2012

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INTEREST RATES, TRENDS AND ANALYSIS

Mortgage Rate Roundup   **COFI, LIBOR, Prime Rates**

CONNECT WITH US

GET RATES

Mortgage	Auto	CD	▶

Loan type	30 yr Fixed ⌄
Zip code	60010
Loan amount $	100000

Get My Rates

POPULAR CALCULATORS

Mortgage payment calculator

Refinance calculator

Auto loan calculator

Advertisement

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INTEREST RATES, TRENDS AND ANALYSIS

Interest Rate Roundup

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Mortgage rates for Aug 17, 2012

Site Promo

COFI, LIBOR, Prime Rates

WSJ Prime Rate	3.25
Federal Discount Rate	0.75
6-Month LIBOR Rate	0.74
1-Year LIBOR Rate	1.07

Tracking Rates

Mortgage Rate Trend Index

Graph Rate Trends

CD Rate News

Your Best Interest Report

Federal Reserve Coverage

Advertisement

Footer
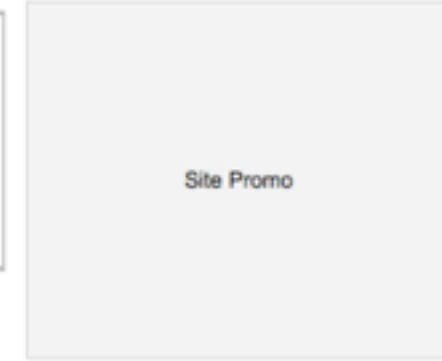
Advertisement sizes need to be determined. Since ads do not typically dynamically resize, recommend sizing ads to use the full margin width in portrait (where the column widths are thinner).

Screen name	Category Landing Page
Description	Example layout for a category landing page.

Annotations

Page displays content shown on the redesigned landing page (below), with changes made to better accommodate tablet touch-based interaction (larger target sizes, more space between tap targets, and font sizes more optimized for tablet).

Additional differences are outlined below.

1 – Second Level Navigation Bar. Provides access to second level landing pages under each main navigation category. By default, the first item is selected.

2 – <Category> Feature Stories Carousel. To save space and enhance interactivity, a carousel control is used to cycle through featured headlines (e.g., Category news stories, Basics, Sponsored stories, etc).

3 – Additional content. Can appear in the main body in one or two column wide blocks (e.g., Calculators, Blog Entries, Interest Rate Trends and Analysis, additional stories, etc)

4 – Compare Rates. Show the current average for the selected loan type. Use touch friendly entry fields. Note that if a scalable three column layout is used that a self labeling field will likely have to be used for the loan type so that it will fit in the portrait orientation.

Landing Page
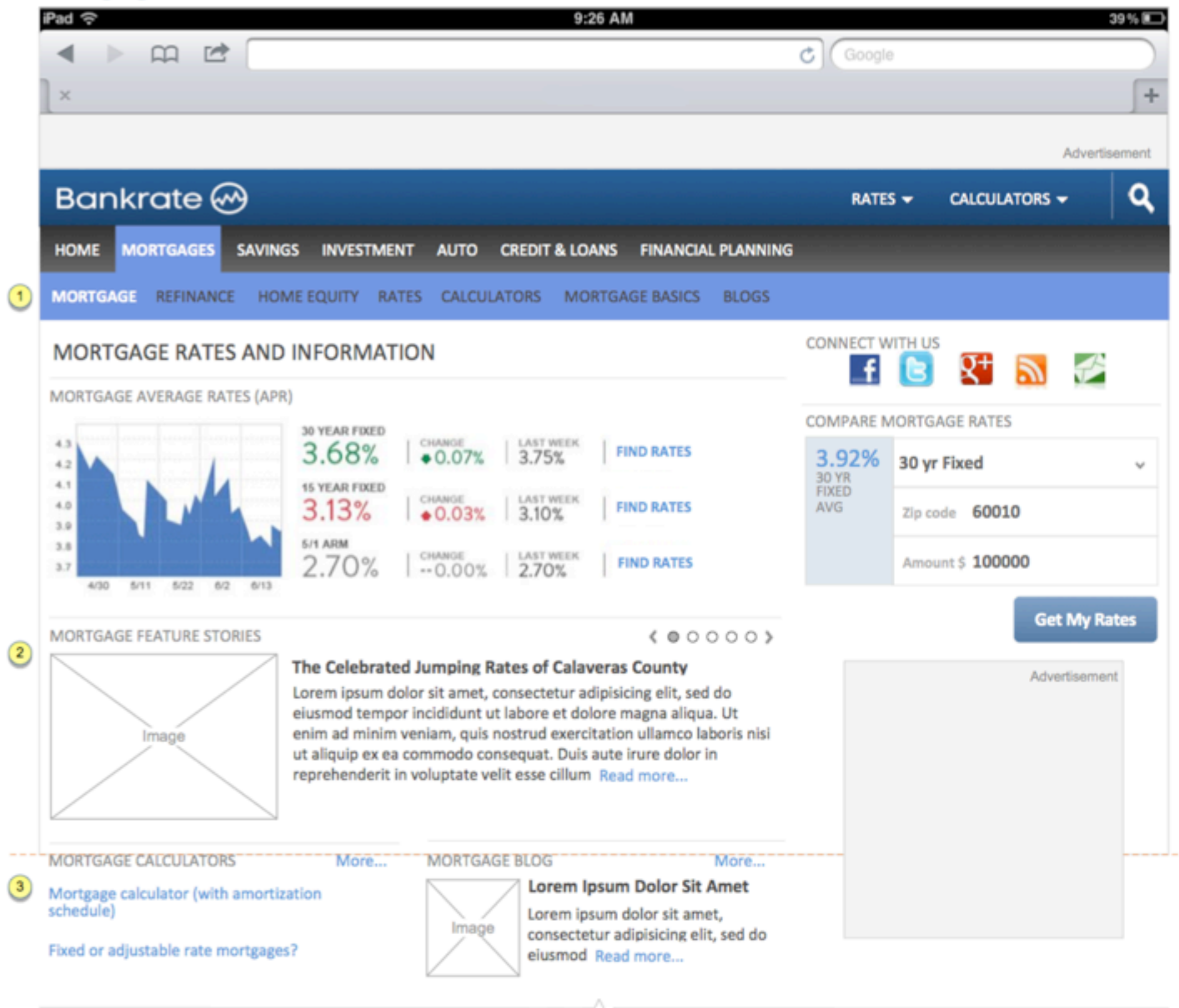
Landing Page, Portrait Orientation

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×   +

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RATES ▾   CALCULATORS ▾   🔍

| HOME | MORTGAGES | SAVINGS | INVESTMENT | AUTO | CREDIT & LOANS | FINANCIAL PLANNING |

| MORTGAGE | REFINANCE | HOME EQUITY | RATES | CALCULATORS | MORTGAGE BASICS | BLOGS |

MORTGAGE RATES AND INFORMATION

MORTGAGE AVERAGE RATES (APR)

30 YEAR FIXED
3.68% | CHANGE ◆0.07% | LAST WEEK 3.75% | FIND RATES

15 YEAR FIXED
3.13% | CHANGE ◆0.03% | LAST WEEK 3.10% | FIND RATES

5/1 ARM
2.70% | CHANGE --0.00% | LAST WEEK 2.70% | FIND RATES

4.3 4.2 4.1 4.0 3.9 3.8 3.7   4/30 5/11 5/22 6/2 6/13

CONNECT WITH US

[f] [t] [g+] [rss] [≈]

COMPARE MORTGAGE RATES

3.92%
30 YR FIXED AVG

| 30 yr Fixed ▾ |
| Zip code **60010** |
| Amount $ **100000** |

Get My Rates

MORTGAGE FEATURE STORIES   ‹ ● ○ ○ ○ ○ ○ ›

Image

The Celebrated Jumping Rates of Calaveras County

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MORTGAGE CALCULATORS   More...

Mortgage calculator (with amortization schedule)

Fixed or adjustable rate mortgages?

Loan-to-value calculator

Mortgage annual percentage rate calculator

Adjustable-rate mortgage calculator

MORTGAGE BLOG   More...

Image

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REAL ESTATE ADVISOR   More...

Image

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MORTGAGE CALCULATORS   More...

Mortgage calculator (with amortization schedule)

Fixed or adjustable rate mortgages?

Loan-to-value calculator

Mortgage annual percentage rate calculator

Adjustable-rate mortgage calculator

MORTGAGE BLOG   More...

Image

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REAL ESTATE ADVISOR   More...

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INTEREST RATES, TRENDS AND ANALYSIS

Interest Rate Roundup

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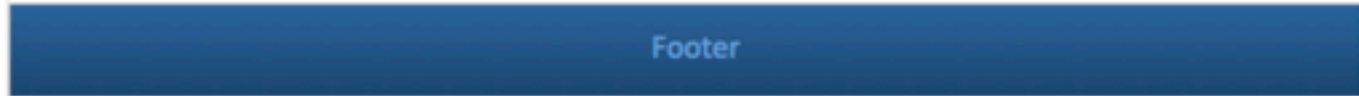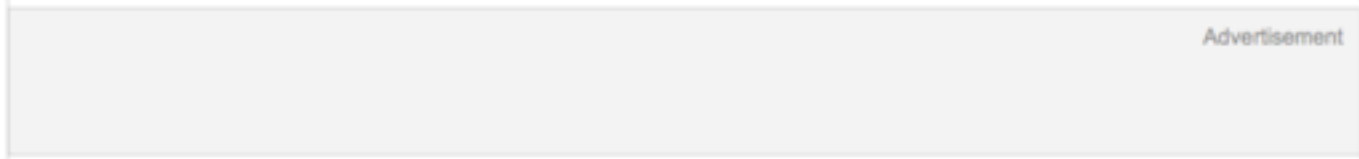Lorem ipsum dolor sit amet,

[▶ video]

Mortgage rates for Aug 17, 2012

COFI, LIBOR, Prime Rates

WSJ Prime Rate	3.25
Federal Discount Rate	0.75
6-Month LIBOR Rate	0.74
1-Year LIBOR Rate	1.07

Tracking Rates

Mortgage Rate Trend Index

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Footer

Screen name	Rate Table
Description	An interactive rate table allow the user to change parameters and view results without having to leave the page – thereby reducing hierarchy and creating a more compelling user interaction.

Annotations

Rate tables fit navigationally within the second level of navigation bar. The page is designed so that it can scale between landscape and portrait orientations.

1 – Page Title. Include the city and state for the entered zip code with the title.
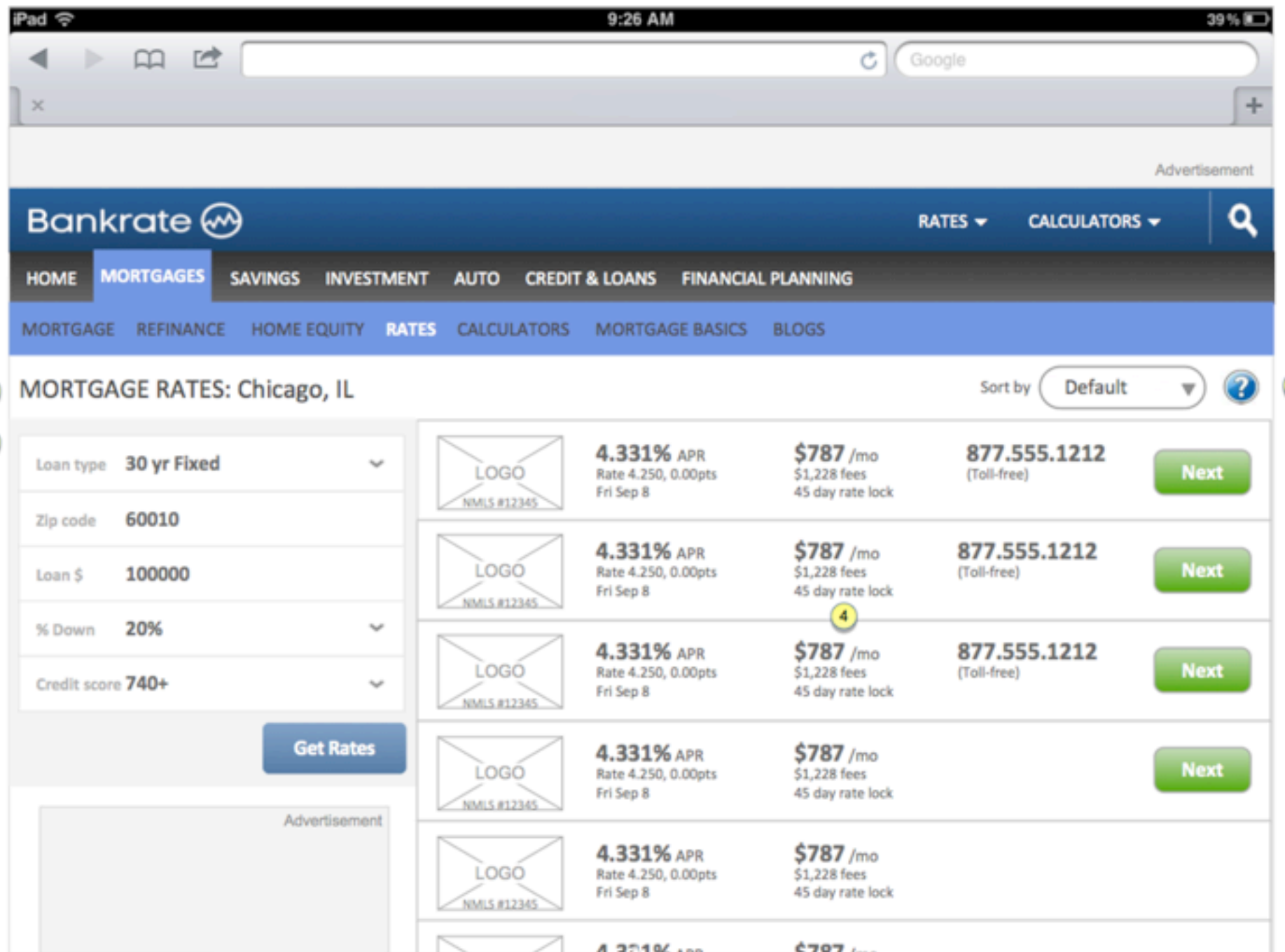
2 – Parameters. Rate parameters are entered in fields on the left side of the page. If the user arrives at the page without having first selected parameters on a preceding page, default select the parameters.

Note that the city and state field are not provided – this is done to shorten the list of parameters and simplify error checking. If city /state selection is still needed, change the field to 'Location' and pop-up a zip cod and City/state selector when the field is tapped.

'Loan amount $' has been shortened to 'Loan $' so that it fits when the page is in the portrait orientation. Alternatively, this could be shortened to 'Loan amnt $' or 'Loan amount'.

2 – Help. Pop-up up terminology help when the user taps the help icon.

3 – Results List. Show the information as shown in the example on the right. If the lender does not have a logo, wrap the lender name in the space allowed

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RATES ▾   CALCULATORS ▾   🔍

HOME   **MORTGAGES**   SAVINGS   INVESTMENT   AUTO   CREDIT & LOANS   FINANCIAL PLANNING

MORTGAGE   REFINANCE   HOME EQUITY   **RATES**   CALCULATORS   MORTGAGE BASICS   BLOGS

① MORTGAGE RATES: Chicago, IL   Sort by   Default ▾   ❓ ③

②

Loan type	30 yr Fixed	▾
Zip code	60010	
Loan $	100000	
% Down	20%	▾
Credit score	740+	▾

Get Rates

Advertisement

LOGO NMLS #12345   **4.331%** APR   Rate 4.250, 0.00pts   Fri Sep 8   **$787** /mo $1,228 fees   45 day rate lock   **877.555.1212** (Toll-free)   **Next**

LOGO NMLS #12345   **4.331%** APR   Rate 4.250, 0.00pts   Fri Sep 8   **$787** /mo $1,228 fees   45 day rate lock   **877.555.1212** (Toll-free)   **Next**

④

LOGO NMLS #12345   **4.331%** APR   Rate 4.250, 0.00pts   Fri Sep 8   **$787** /mo $1,228 fees   45 day rate lock   **877.555.1212** (Toll-free)   **Next**

LOGO NMLS #12345   **4.331%** APR   Rate 4.250, 0.00pts   Fri Sep 8   **$787** /mo $1,228 fees   45 day rate lock   **Next**

LOGO NMLS #12345   **4.331%** APR   Rate 4.250, 0.00pts   Fri Sep 8   **$787** /mo $1,228 fees   45 day rate lock

4.331% APR   **$787** /mo

Portrait orientation

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HOME　**MORTGAGES**　SAVINGS　INVESTMENT　AUTO　CREDIT & LOANS　FINANCIAL PLANNING

MORTGAGE　REFINANCE　HOME EQUITY　**RATES**　CALCULATORS　MORTGAGE BASICS　BLOGS

MORTGAGE RATES: Chicago, IL (60010)

Sort by [Default ▾]　❓

Loan type	30 yr Fixed ▾
Zip code	60010
Loan $	100000
% Down	20% ▾
Credit score	740+ ▾

Get Rates

Advertisement

LOGO
NMLS #12345
4.331% APR　**$787** /mo
Rate 4.250, 0.00pts　$1,228 fees
Fri Sep 8　45 day rate lock
877.555.1212
(Toll-free)
Next

LOGO
NMLS #12345
4.331% APR　**$787** /mo
Rate 4.250, 0.00pts　$1,228 fees
Fri Sep 8　45 day rate lock
877.555.1212
(Toll-free)
Next

LOGO
NMLS #12345
4.331% APR　**$787** /mo
Rate 4.250, 0.00pts　$1,228 fees
Fri Sep 8　45 day rate lock
877.555.1212
(Toll-free)
Next

LOGO
NMLS #12345
4.331% APR　**$787** /mo
Rate 4.250, 0.00pts　$1,228 fees
Fri Sep 8　45 day rate lock
Next

LOGO
NMLS #12345
4.331% APR　**$787** /mo
Rate 4.250, 0.00pts　$1,228 fees
Fri Sep 8　45 day rate lock

LOGO
NMLS #12345
4.331% APR　**$787** /mo
Rate 4.250, 0.00pts　$1,228 fees
Fri Sep 8　45 day rate lock

LOGO
NMLS #12345
4.331% APR　**$787** /mo
Rate 4.250, 0.00pts　$1,228 fees
Fri Sep 8　45 day rate lock

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APR and Payment examples shown do not include amounts for taxes and insurance premiums. The monthly payment obligation will be greater if taxes and

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insurance are included. If you believe that you have received an inaccurate quote or are otherwise not satisfied with the services provided to you by the lender you choose, please **click here.**

Quality Assurance
Compare rates with confidence. Rates are accurate and available as of the date seen for Bankrate customers. Identify yourself as a Bankrate consumer to get the Bankrate.com rate. Bankrate.com has today's most competitive mortgage rates.

⊞ Notes on rates for jumbo mortgage loans

⊞ Lender rates on Bankrate

More information on rate collection and criteria.

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2.62% Mortgage Refinance -- $160,000 Mortgage for $643/Mo. No Hidden Fees. 4 Free Quotes. 3.1% APReLendingSaver.com

American Express – Savings Accounts -- FDIC Insured Savings Accounts with No Monthly Fees or Minimum Balances. AmericanExpress.com/PersonalSavings

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Footer

Screen name	Rates pop-up
Description	The Rates overlay opens when the user taps the 'Rates ▾' link in the Bankrate banner.

Annotations

The overlay can be closed by tapping the Close button in the upper right or tapping anywhere off of the overlay.

1 – Rate Category Tabs. The main rate types are indicated on vertical tabs on the left side of the screen. By default, select the first tab.

2 – Parameters. If there are subcategories for the selected tab, include a separate drop-down field above the parameters (e.g., for Mortgage Rate, the dropdown contains choices for Purchase and Refinance). Below this field show the rate parameters followed by a button to view the rates. Tapping This button closes the overlay and navigates the user to the appropriate rate table.

3 – Average Rates Graph. Provide an interactive graph for the rate / loan type. This graph updates as the user changes the type and as well as the range buttons above the graph.

4 – Sharing. Provide links to share this page.

Rates pop-up

Portrait orientation

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RATES ▾ CALCULATORS ▾ 🔍

CURRENT RATES: MORTGAGES Close ⊗

| Purchase ⌄ | | Average Rates: 30 Yr Fixed |

5yr | 3yr | 1yr | 3mos | 1mo

Loan type	**30 yr Fixed** ⌄
Zip code	**60010**
Amount $	**100000**
% Down	**20%** ⌄
Credit score	**20%** ⌄

7.00
5.17
5.33
4.50
3.67
2.83

09/2007   03/2009   09/2012   03/2012

View Rates

Advertisement

◁ Share [f] [t]

Screen name	Calculators pop-up
Description	The Calculators overlay opens when the user taps the 'Calculators ▾' link in the Bankrate banner.

Annotations

The overlay can be closed by tapping the Close button in the upper right or tapping anywhere off of the overlay.

1 – Calculator Categories. Calculator categories are listed as expand/collapse headings. By default, collapse all of the headings.

Tapping on a category expands it to show the top 5-10 calculators for the category. If there are more calculators, include a 'More' option.

Calculator List

CALCULATORS   Close ⊗
- ▾ Mortgage Calculators
  - Mortgage Calculators
  - Auto Calculators
  - Credit Card Calculators
  - Home Equity Calculators
  - Investment Calculators
  - Retirement Calculators
  - Savings Calculators
  - College Finance Calculators

List with category expanded

CALCULATORS   Close ⊗
- ▾ Mortgage Calculators
  - Mortgage calculator
  - Amortization schedule calculator
  - How much house can you afford?
  - Will you save by refinancing your mortgage?
  - More mortgage calculators...
- ▸ Auto Calculators
- ▸ Credit Card Calculators
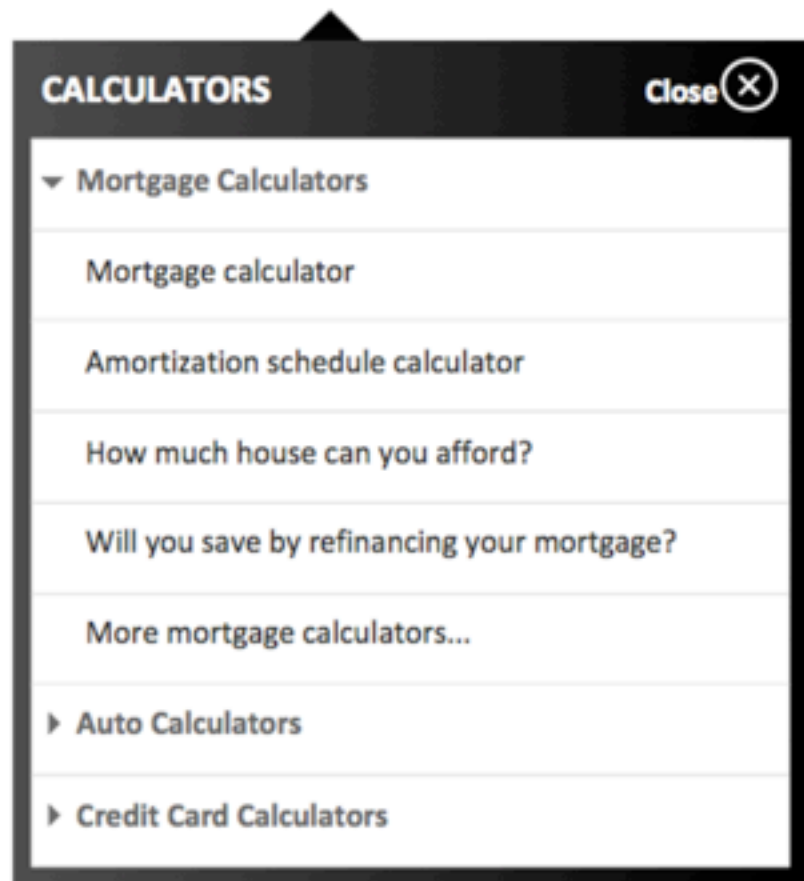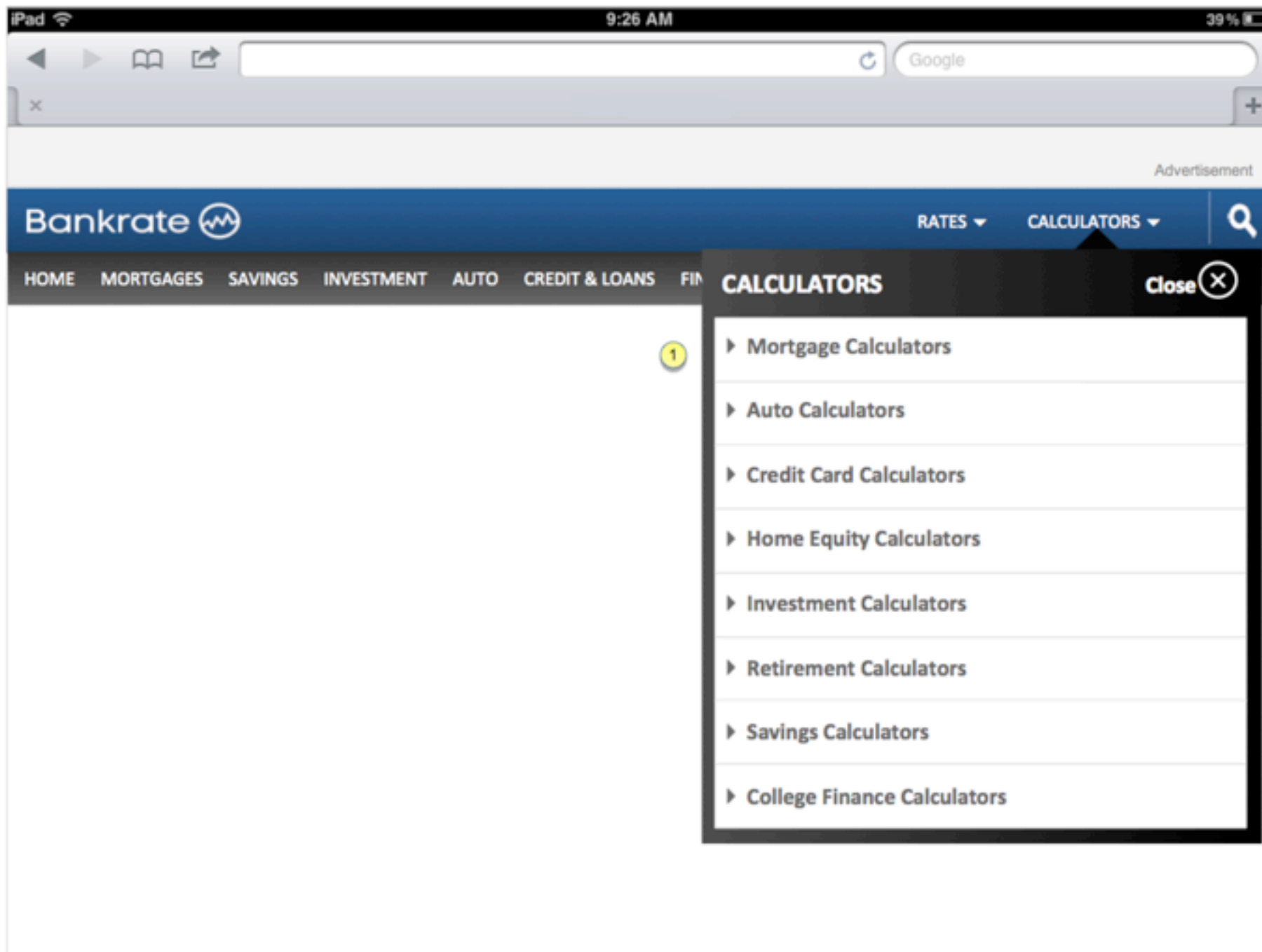
Screen name	Calculator Page
Description	Initial view of calculator page.

Annotations

The design is based on the redesigned calculator home page (below).

To better use the space above the fold on a tablet, the calculator and results are positioned side-by-side on the tablet version.

Additional differences are outlined below.

1 – Title/Calculator Selector. The page title includes a drop down for selecting additional calculators (as indicated by the ▼). Tapping anywhere on the title opens a dropdown with related calculators listed.

AUTO CALCULATORS: PAYMENT CALCULATOR ▼
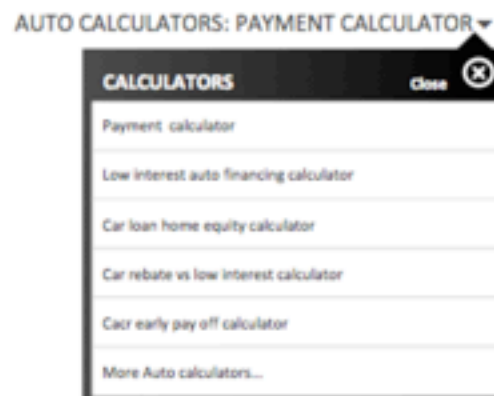
2 – Initial State Calculator. Provide hint text in the fields and results area directing the user to fill in the calculator fields.

Calculator – Initial state

Screen name	Calculator Page (continued)
Description	Calculator page with results.

Annotations

This screen show the calculator with results.

3 – Results. Results appear in with a link to expand and show the amortization table.

4 – Share. Share options appear below the calculator. Recommend showing a a share button that launches a selection list with access to all sharing methods in addition to 2-3 of the most popular ways of sharing.

5 – Related Links. Include a list of related links at the bottom of the page.

Calculator with results

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BUY OR LEASE   LOAN RATES   INSURANCE RATES   **CALCULATORS**   AUTO BASICS   BLOGS

AUTO CALCULATORS: PAYMENT CALCULATOR ▾

CONNECT WITH US

CALCULATE MONTHLY PAYMENT

Loan amount $ **15000**

Term (months) **48** ⌄

Interest rate **4.35%**

Calculate

RESULTS

Monthly payment
$403.12 ③

Show amortization >>

COMPARE AUTO LOAN RATES

4.35%
30 YR FIXED AVG

Loan type **48mo new car** ⌄

Zip code **60010**

Amount $ **15000**

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⑤ RELATED LINKS

How do I: Find the best car loan rate?

Auto Basics: Key financing questions you should ask.

Calculators: Auto loan calculators

Rates: Find current Rates

Footer

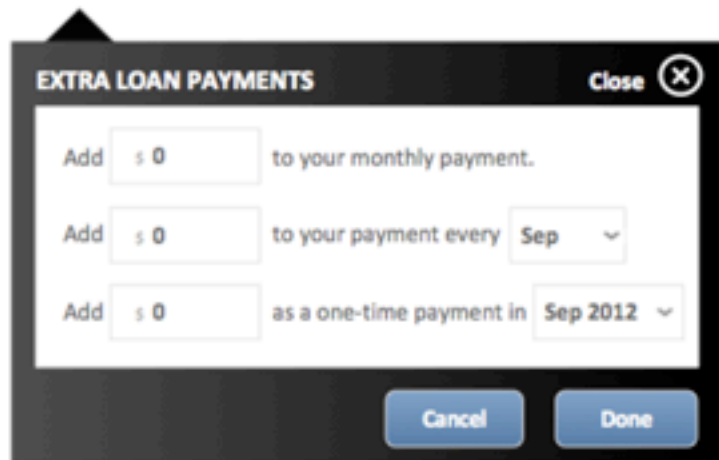| Screen name	Calculator Page (continued)
Description	Calculator page with results.

Annotations

6 – Amortization Table. Include a summary at the top of the amortization table the amortization table.

Provide edit links to change the loan start and pay off dates. When clicked pop-up a month, day, year selection control.

LOAN START DATE   Close ⊗

Aug

Sep | 14 | 2012 | **Done**

Oct

Note: the control shown is a custom HTML 5 control based on a combination of the iOS and Android controls. If the development toolkit allows, use native date selection controls.

To simplify the operation of the calculator, hide the extra payments fields behind an 'Add extra payments…' link. Tapping this link, pops up the following overlay.

EXTRA LOAN PAYMENTS   Close ⊗

Add $ 0 to your monthly payment.

Add $ 0 to your payment every Sep ▾

Add $ 0 as a one-time payment in Sep 2012 ▾

Cancel | Done

'Done' closes the overlay and applies the extra payments. If extra payments have been applied, use the following format on the main screen:

Total paid $24,187.06

Total interest paid $1,747.06

Extra Payments

Add $100.00 to the monthly payment   Edit…

Progressive disclosure link; 'Show amortization >>' on previous page is now '<< Hide amortization'

Calculator with results and amortization (page scrolled down)

BUY OR LEASE   LOAN RATES   INSURANCE RATES   **CALCULATORS**   AUTO BASICS   BLOGS

AUTO CALCULATORS: PAYMENT CALCULATOR ▾

CALCULATE MONTHLY PAYMENT

Loan amount $ **15000**

Term (months) **48** ▾

Interest rate **4.35%**

Calculate

RESULTS

Monthly payment

$403.12

<< Hide amortization

⑥ AMORTIZATION

Total paid	$24,187.06	Loan start date	Sep 14, 2012	Edit…
Total interest paid	$1,747.06	Charges paid off	Sep 14, 2017	Edit…

Add Extra Payments…

Month	Payment	Principal	Interest	Total Int	Balance
Oct 2012	$403.12	$347.20	$55.91	$55.91	$22,092.80
Nov 2012	$403.12	$348.07	$55.05	$110.96	$21,744.73
Dec 2012	$403.12	$348.94	$54.18	$165.14	$21,395.79
Jan 3013	$403.12	$349.81	$53.31	$218.45	$21,045.98
Jul 2017	$403.12	$400.12	$3.00	$1,744.06	$803.23
Aug 2017	$403.12	$401.12	$2.00	$1,746.06	$402.12
Sep 2017	$403.12	$402.12	$1.00	$1,747.06	$0.00

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RELATED LINKS

How do I: Find the best car loan rate?

Auto Basics: Key financing questions you should ask.

Calculators: Auto loan calculators

Rates: Find current Rates

CONNECT WITH US

COMPARE AUTO LOAN RATES

4.35%
30 YR FIXED AVG

Loan type **48mo new car** ▾

Zip code **60010**

Amount $ **15000**

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Screen name	Story Page
Description	Text only story page.

Annotations

Story pages are leaf level pages within the site hierarchy and can be deep linked to from a search engine result. As such, there is a temptation to show the user a little bit of everything to hopefully entice them to explore other aspects of the site. Instead, it is recommended to reduce the page weight and focus on the story as well as 2-3 other 'hooks' (e.g., entry point to rate table, a short list of related content, a related calculator, etc).

1 – Second Level Navigation (if appropriate). If the story falls under category in the navigation hierarchy (e.g., Mortgages, Auto, etc), include the secondary navigation bar for that category.

If the story is more general and does not fall under a navigation category (e.g., Lighter Side stories), do not show the second level navigation.

2 – Category Heading / Sharing / Font Size. Indicate what category the story is from. If the category has a landing page, show the heading as a link and link to the category/product landing page.

Right align the Sharing and Font Size buttons on the category heading line.

3 – Story Title and Byline. The most salient font on the page should be the title of the story. The title can wrap if needed. The byline consists of the author's name, followed by the position/affiliation/credential for the author (optional).

If the story is date stamped, include the date below the byline as shown.

4 – Body Text. Allow white space (leading) between paragraphs. Sub-headers, bullet lists and links can be included in the body.

5 – Share. Share buttons appear below the story. Recommend showing a share button that launches a selection list with access to all sharing methods in addition to 2-3 of the most popular ways of sharing.

6 – Related content (title TBD). Provide a short 2-5 item list of related stories and content. Use the last item to link back to the product/category landing page that the story is assigned to (e.g., More on Mortgages…)

7 – Lead-in to Rate Tables. If there is a related set of rates for the story category, include either the compare rates, overnight averages table, or other comparable lead-in to the rate tables in the top of the right column.

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HOME   **MORTGAGES**   SAVINGS   INVESTMENT   AUTO   CREDIT & LOANS   FINANCIAL PLANNING

① MORTGAGE   REFINANCE   HOME EQUITY   RATES   CALCULATORS   MORTGAGE BASICS   BLOGS

② MORTGAGES   ◁ Share   AA

COMPARE MORTGAGE RATES

③ The Celebrated Jumping Rates of Calaveras County

Samuel Clemmons, Guest Columnist
August 17, 2012

3.92%
30 YR FIXED AVG

Loan type	30 yr Fixed ▾	⑦
Zip code	60010
Loan amount $	100000

Get My Rates

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⑥ RELATED CONTENT

Lorem ipsum

Lorem ipsum

Lorem ipsum

More on Mortgages…

Footer

Screen name	Story Page with Picture(s)
Description	Variation on the text only story page that allows for a compelling picture to be placed with the story. Multiple pictures could also be used and interspersed throughout body of the story.

Annotations

Page type is the same as the text-only story with the following differences:

1 – Picture. Place the picture to the left of the text. Ideally, the picture should be meaningful and enmahnce/add to the text of the story.

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NEWS   ⟨Share   AA

The Celebrated Jumping Rates of Calaveras County

Samuel Clemmons, Guest Columnist
August 17, 2012

(1)

Image

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COMPARE MORTGAGE RATES

3.92% 30 YR FIXED AVG	Loan type	30 yr Fixed ▾
	Zip code	60010
	Loan amount $	100000

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RELATED CONTENT

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Lorem ipsum

Lorem ipsum

Lorem ipsum

Lorem ipsum

More on Mortgages...

Footer

Screen name	Slide Show Story
Description	A slide show uses pictures and descriptive text to tell the story.

Annotations

The Slideshow page type has many of the same elements as the text-only story. The following elements are unique to a Slideshow:

1 – Slide title. The slide title changes with each slide. A paging control is right aligned on the same line.

2 – Picture with text. Use large pictures to convey meaning and capture user interest. The text should be concise and provide annotation/commentary to go with the picture.

The user navigates through the slide show by swiping over the picture, tapping on the arrows on the left and right of the picture, or tapping on the arrows with the paging control (upper right).

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LIGHTER SIDE   ◁ Share   AA

Slideshow Title
Samuel Clemmons, Guest Columnist

(1) **Slide Title**   ◀ 1 of 3 ▶

(2)

Image

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◁ Share   f   t   ✉

RELATED CONTENT

Lorem ipsum

Lorem ipsum

Lorem ipsum

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COMPARE MORTGAGE RATES

3.92%
30 YR FIXED AVG

Loan type	30 yr Fixed ▾
Zip code	60010
Loan amount $	100000

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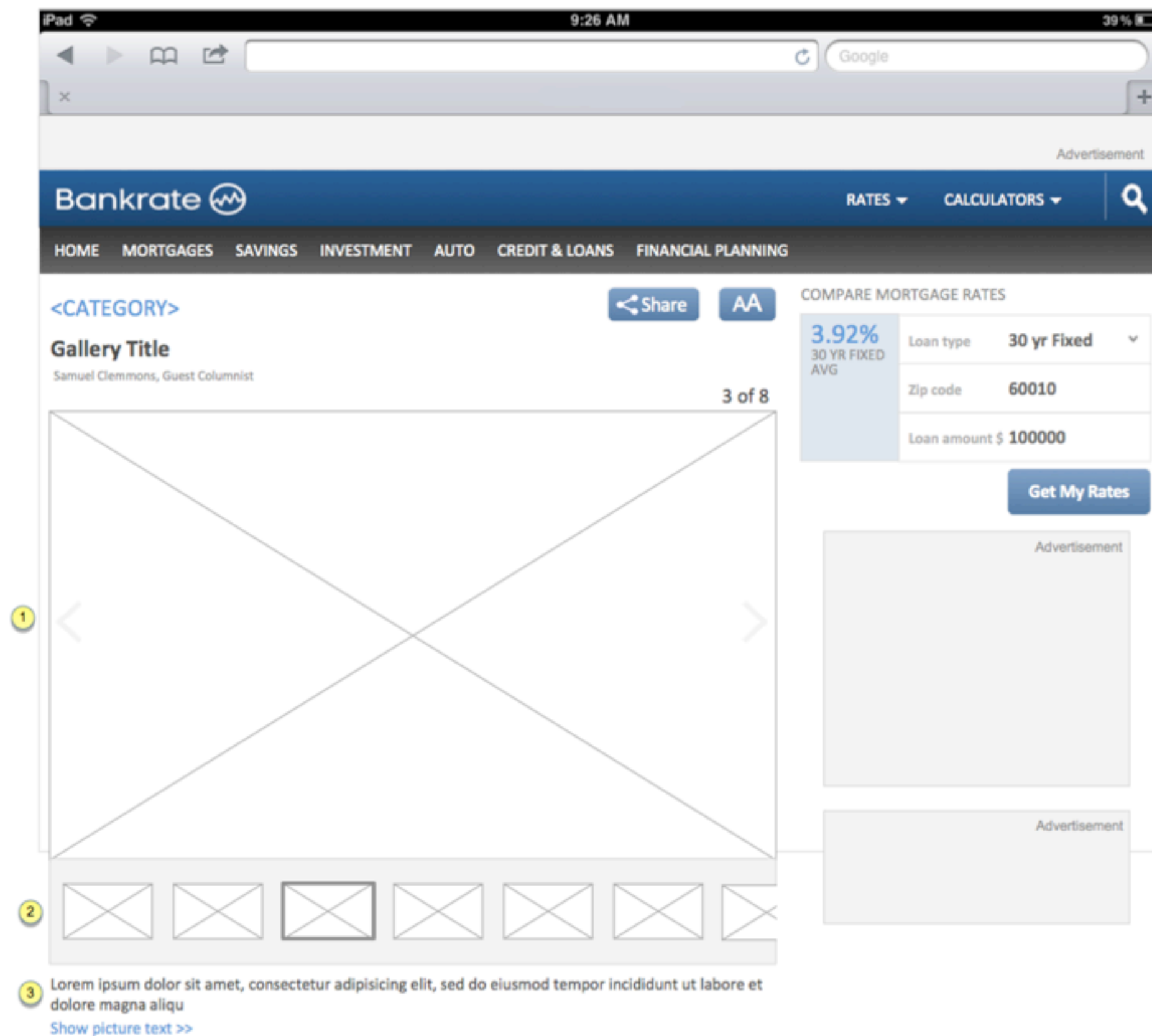| Screen name	Gallery
Description	A picture based story.

Annotations

The Gallery page type is similar to Slideshow, but relies on the pictures with alone. Or pictures with graphical text to tell the story:

1 – Picture. The use can navigate through pictures in the gallery by swiping over the picture or tapping on the arrows on the left and right of the picture. The user can also tap on the horizontal thumbnail gallery below the picture to select a page to view.

2 – Horizontal Thumbnail Gallery. Lists thumbnails of all of the pictures in a horizontally. The user can swipe left and right if there is more than one page of thumbnails. Tapping on a thumbnail selects it. The currently selected thumbnail is highlighted.

3 – Descriptive text. The text below the gallery stays the same for each picture. A progressive disclosure link provides a text view of any graphical text on the gallery image.

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<CATEGORY>

☍ Share   AA

Gallery Title

Samuel Clemmons, Guest Columnist

3 of 8

COMPARE MORTGAGE RATES

3.92%
30 YR FIXED
AVG

Loan type	30 yr Fixed	▾
Zip code	60010	
Loan amount $	100000	

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Show picture text >>

Share   **Social links menu**

The full Bankrate.com site provides a number
of ways to share stories and other content.

SHARE THIS STORY

👍 Like   f 2 people like this. Be the first
of your friends.

f Share   🐦 Tweet   g+ +1

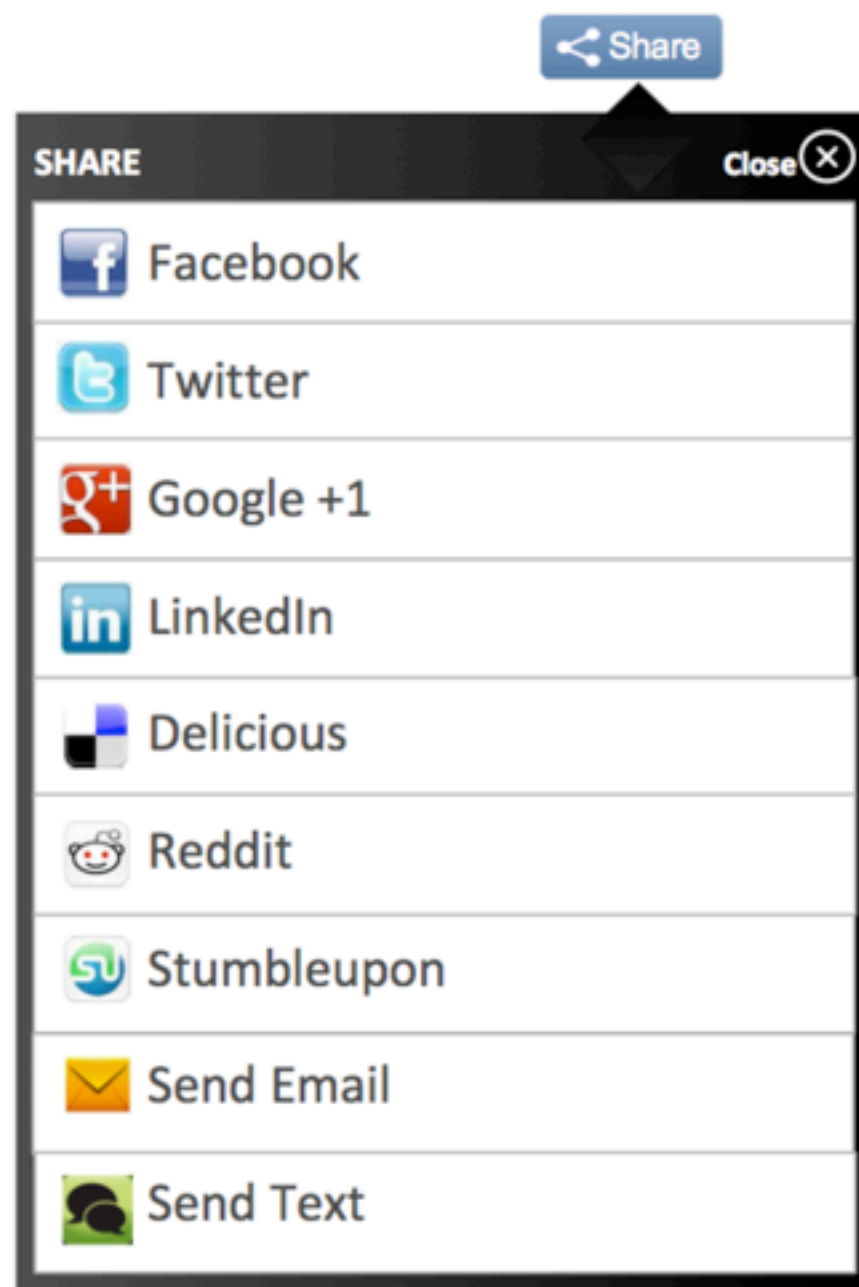in LinkedIn   Delicious   Reddit

su Stumbleupon   Email story

Overlay Pop-up List
The light box style overlay* shown to the
right allows for all of the current options in
pop-up list.

Consider adding a smartphone-only option
that allows the user to send an SMS text.

Tapping off of the list or on the Close button,
closes the overlay.

* The exact appearance of the control will
depend on the capabilities of the platform
used to create the mobile site.

Share

SHARE   Close ⊗

f   Facebook

🐦   Twitter

g+   Google +1

in   LinkedIn

   Delicious

🔴   Reddit

su   Stumbleupon

✉   Send Email

💬   Send Text

AA   **Font size control**

When the user taps this button, show an
overlay that lets them select the font size
of the body text.

When the user clicks on a new size, it is
applied and the overlay closes. If the user
taps to the side of the overlay, it also
closes.

AA

FONT SIZE   Close ⊗

X-Small

Small   ✓

Medium

Large

X-Large