Bankrate

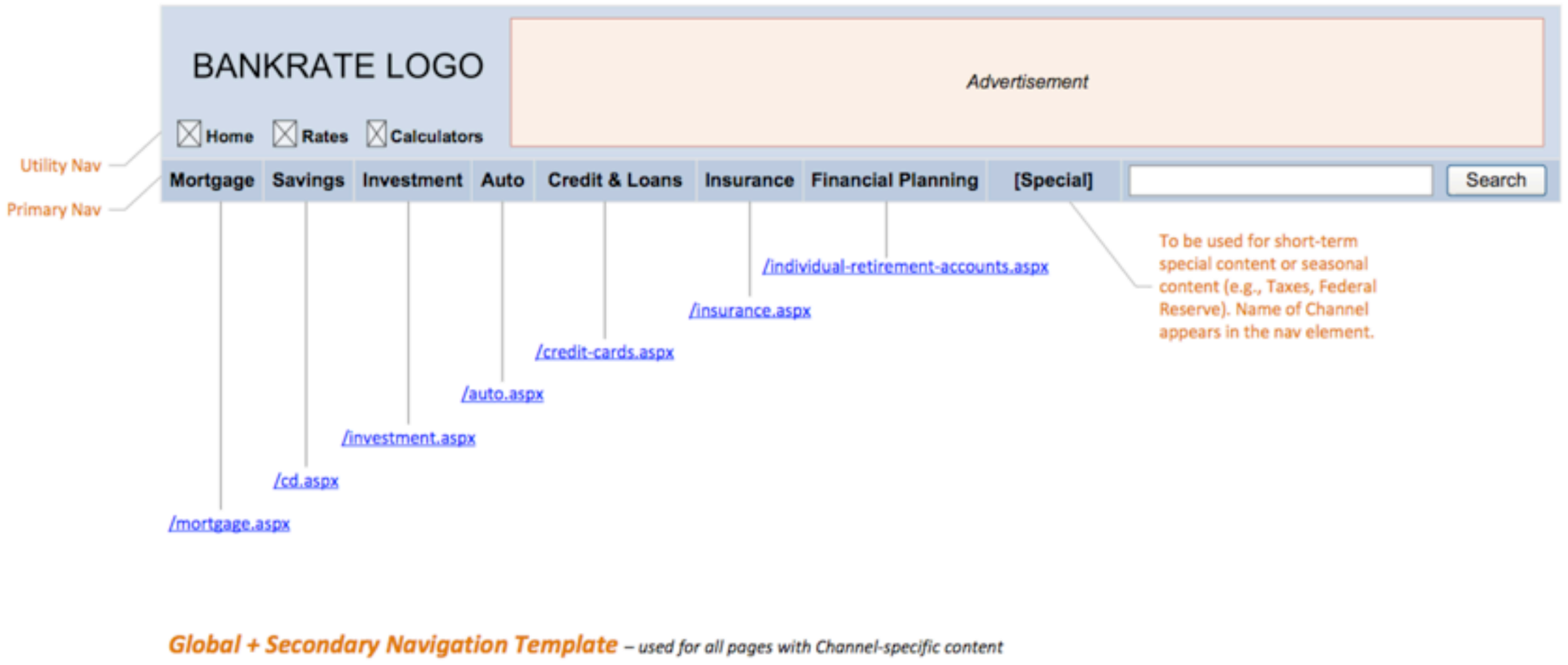
Client	Bankrate
Project	Bankrate.com Global Navigation and Landing Page Redesign
File	Bankrate_WireframeDetails_FINAL
UEA	R Santore
Date	Jul 27-2012

Annotated Wireframes

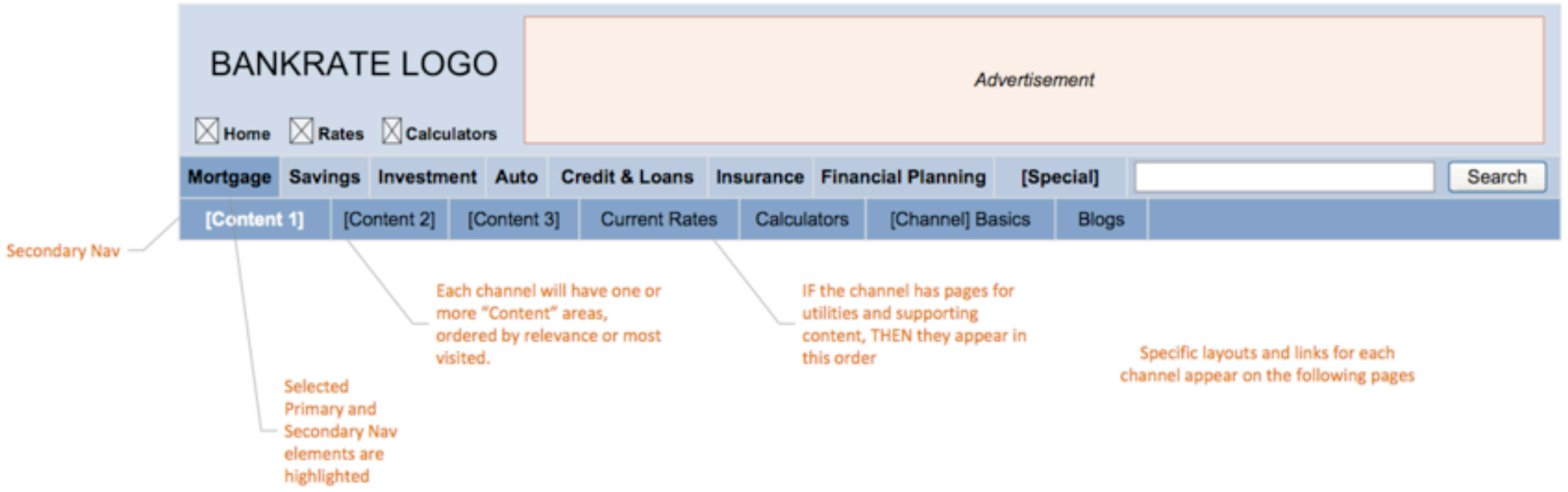
Annotated Wireframes include detailed descriptions of functionality and links for all revised page elements. It does not include annotations for elements that keep the existing functionality (e.g., Calculators).

Page	Title	Description
2	Global Navigation	Global Navigation and Template for Secondary Navigation
3	Secondary Nav 1	Detailed Secondary Navigation for Mortgage and Savings
4	Secondary Nav 2	Detailed Secondary Navigation for Investments and Auto
5	Secondary Nav 3	Detailed Secondary Navigation for Credit & Loans and Insurance
6	Secondary Nav 3	Detailed Secondary Navigation for Financial Planning
7	Connect + Share	"Connect with Us" and "Share" icons
8	Content 1	Top of Story Page; Details on content modules for home and channel home pages: Single Story and Related Stories
9	Content 2	Details on content modules for home and channel home pages: Story with Links, Blogs, No Photo and Sponsored Content
10	Rates	Home Page Rate Chart; plus two versions of Compare Rates
11	Calculator Links	Two versions of Calculator Links

Global Navigation *– used for the site Home page and all pages not specific to a channel (e.g., (all) Rates, (all) Calculators, Search Results, About Us)*



Global + Secondary Navigation Template *– used for all pages with Channel-specific content*



Notes and Functionality

Bankrate Logo
- On click, link to home page

Utility Navigation
- No change on hover
- On click, link to:
  - Home: www.bankrate.com
  - Rates: /compare-rates.aspx
  - Calculators: /calculators.aspx

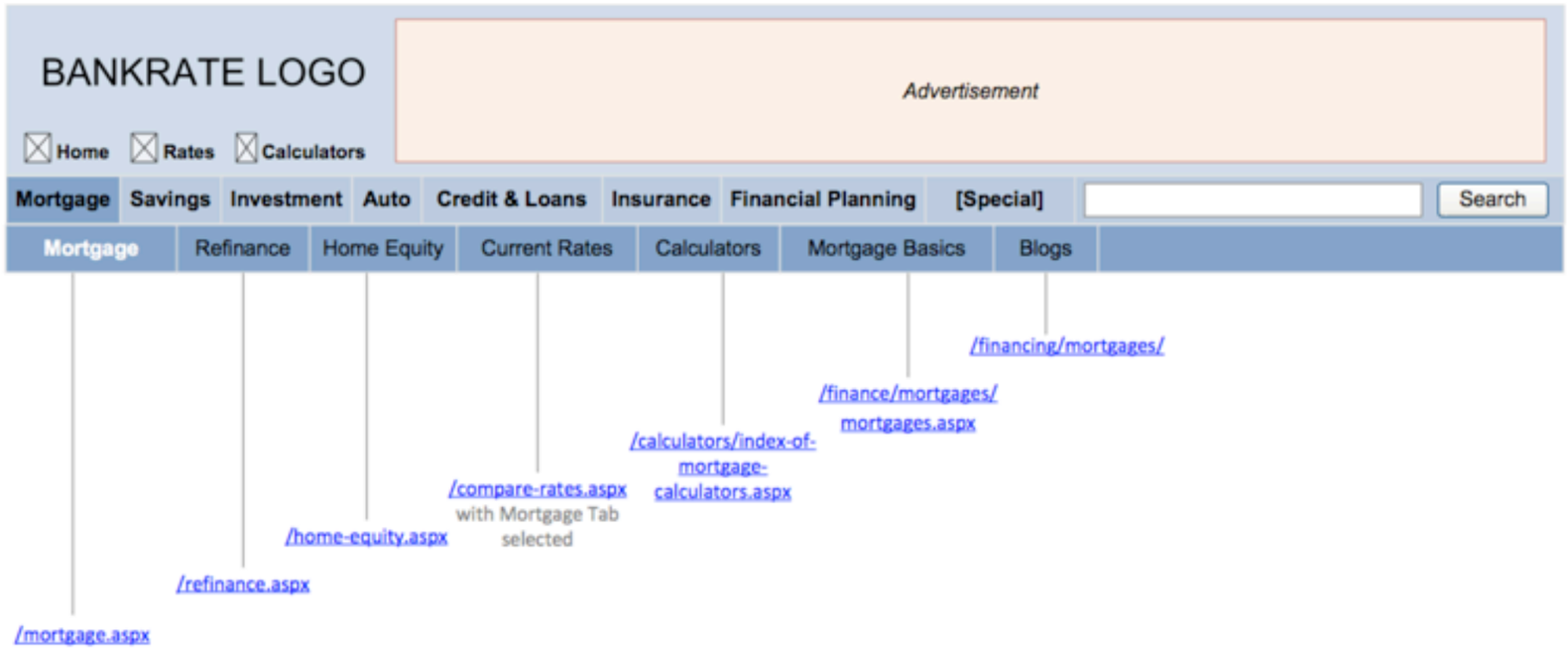
Primary Navigation
- Nothing is highlighted on page load
- On hover, selected nav element is highlighted and Secondary Navigation is displayed over page content. User has the ability to hover over secondary nav elements, which highlight on mouse-over.
- On click of Primary Nav element, link to the page for "Subject 1" page (i.e., the first selection in the Secondary Nav):
  - Mortgage: /mortgage.aspx
  - Savings: /cd.aspx
  - Investment: /investment.aspx
  - Auto: /auto.aspx
  - Credit & Loans: /credit-cards.aspx
  - Insurance: /insurance.aspx
  - Financial Planning: /individual-retirement-accounts.aspx
- On click of Secondary Nav element via hover, link to page for selected element

Secondary Navigation
- Displays on all lower-level channel pages
- On page load, current selection is highlighted
- On click, link to page for selected nav element
- On hover, selected nav element is highlighted
- Not all sub-navs will include all possible options shown in the template. Each section can vary, but the links should appear in the order shown in the template.

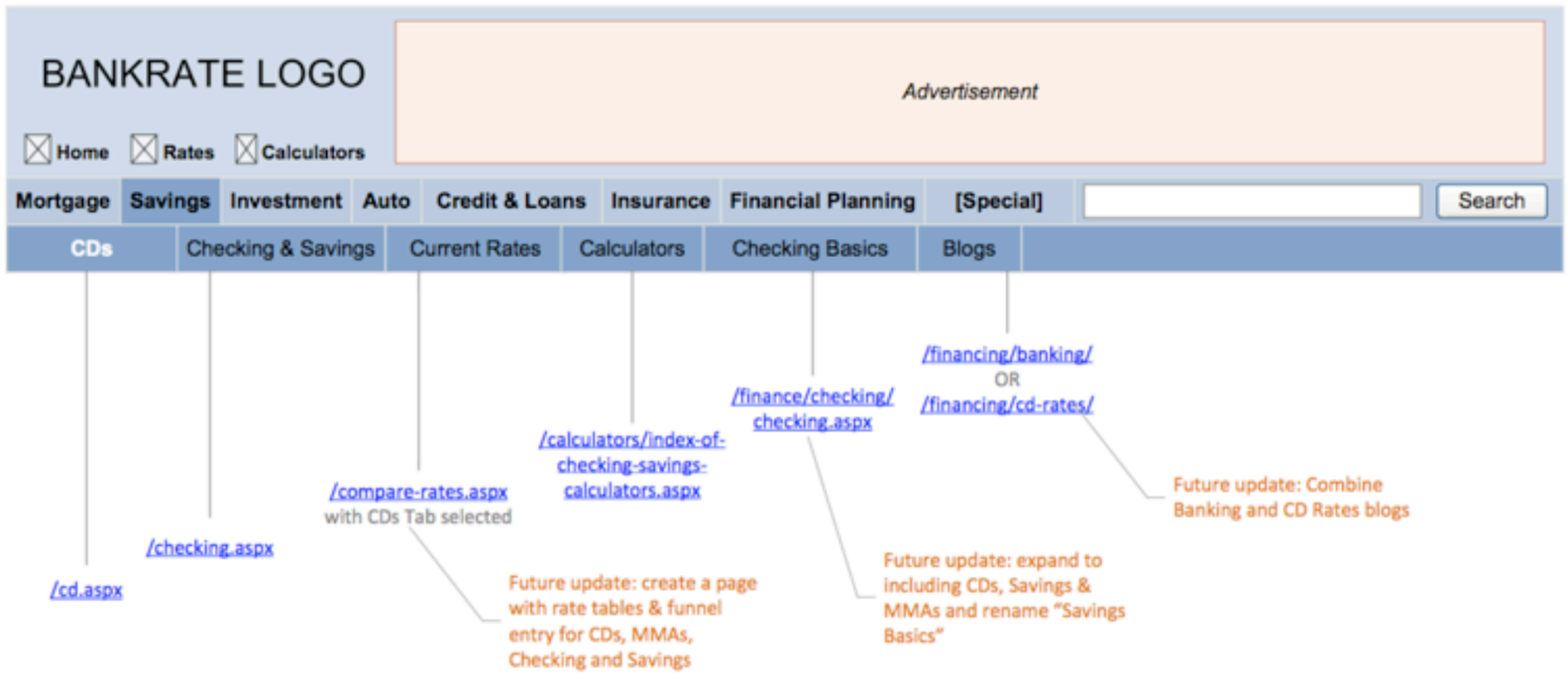
Search
- No change in functionality from current site

Note: The highlighted color is the same for "mouse-over" and "selected" states.

Secondary Navigation: Mortgage



Secondary Navigation: Savings

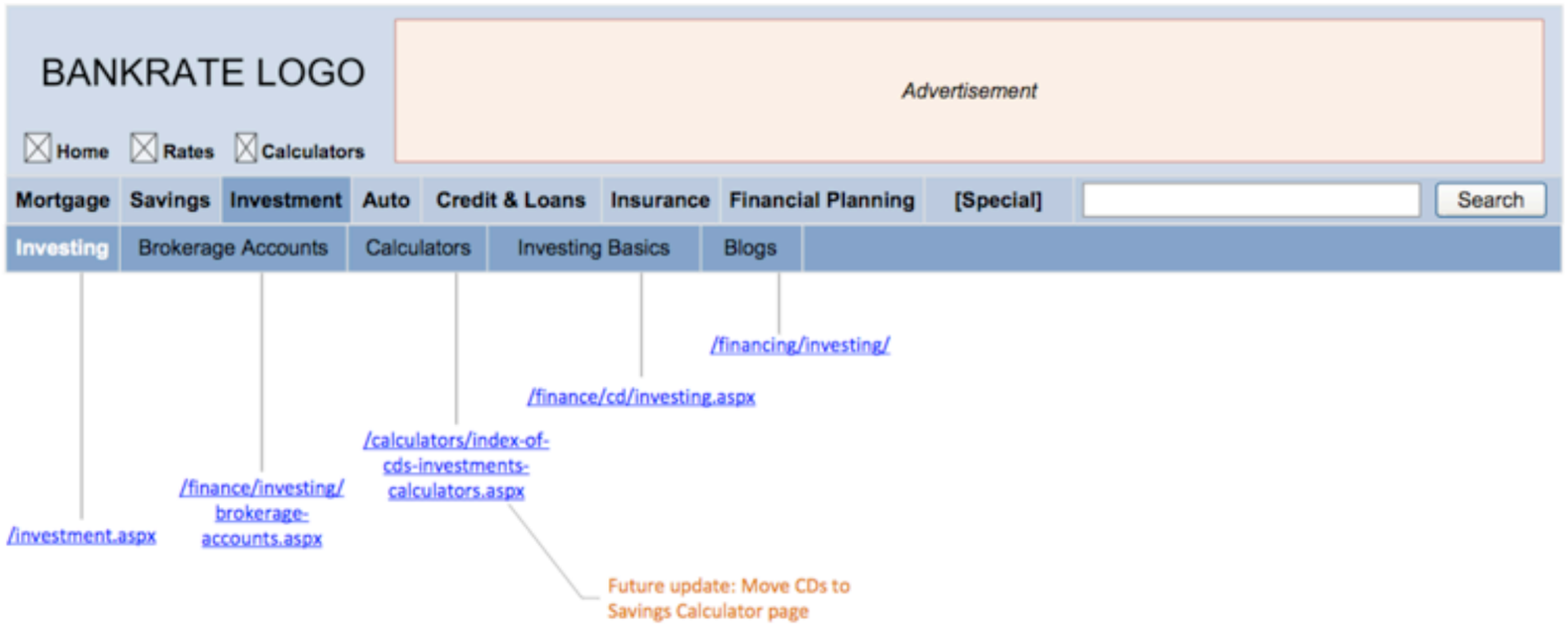


Notes and Functionality

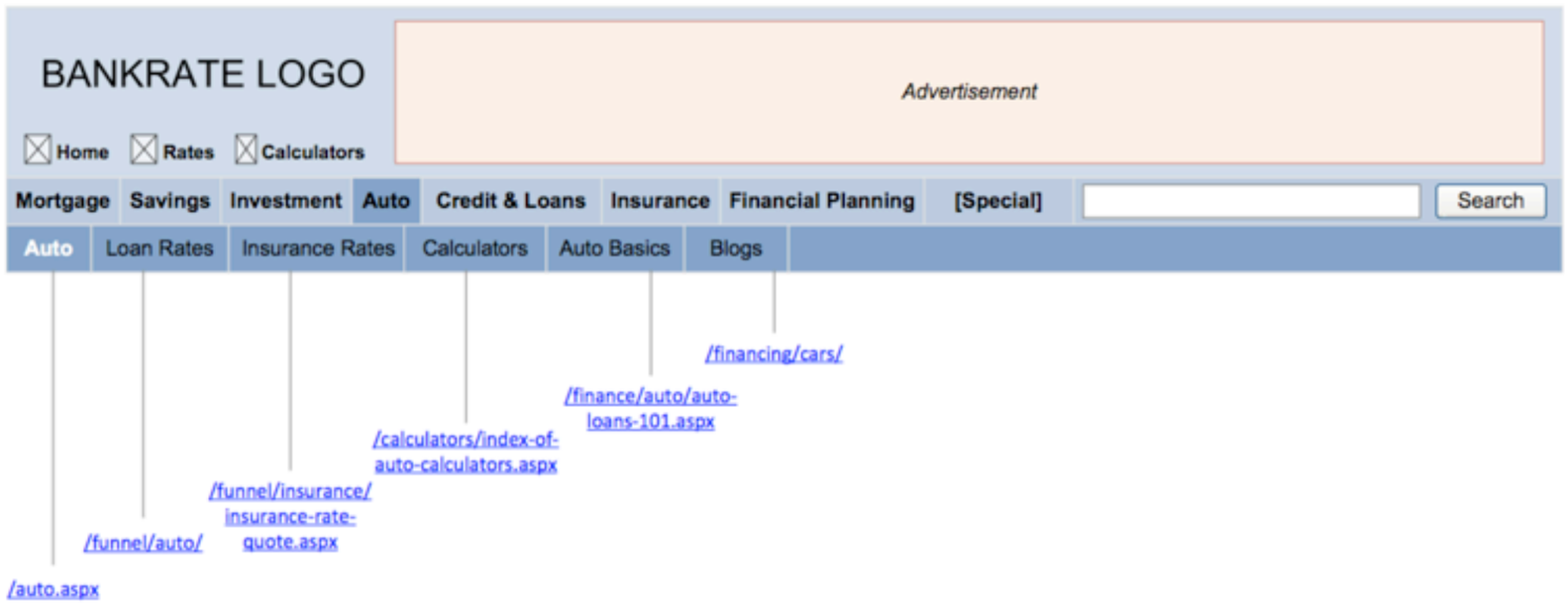
Secondary Navigation: Mortgage
- On click of Primary Nav "Mortgage," link to /mortgage.aspx
- On click of Secondary Nav elements link to:
  - Mortgage: /mortgage.aspx
  - Refinance: /refinance.aspx
  - Home Equity: /home-equity.aspx
  - Current Rates: /compare-rates.aspx with Mortgage Tab selected
  - Calculators: /calculators/index-of-mortgage-calculators.aspx
  - Mortgage Basics: /finance/mortgages/mortgages.aspx
  - Blogs: /financing/mortgages/

Secondary Navigation: Savings
– On click of Primary Nav "Savings," link to /cd.aspx
- On click of Secondary Nav elements link to:
  - CDs: /cd.aspx
  - Checking: /checking.aspx
  - Current Rates: /compare-rates.aspx with CDs Tab selected
  - Calculators: /calculators/index-of-checking-savings-calculators.aspx
  - Mortgage Basics: /finance/checking/checking.aspx
  - Blogs: /financing/banking/ OR /financing/cd-rates/

Secondary Navigation: Investment



Secondary Navigation: Auto

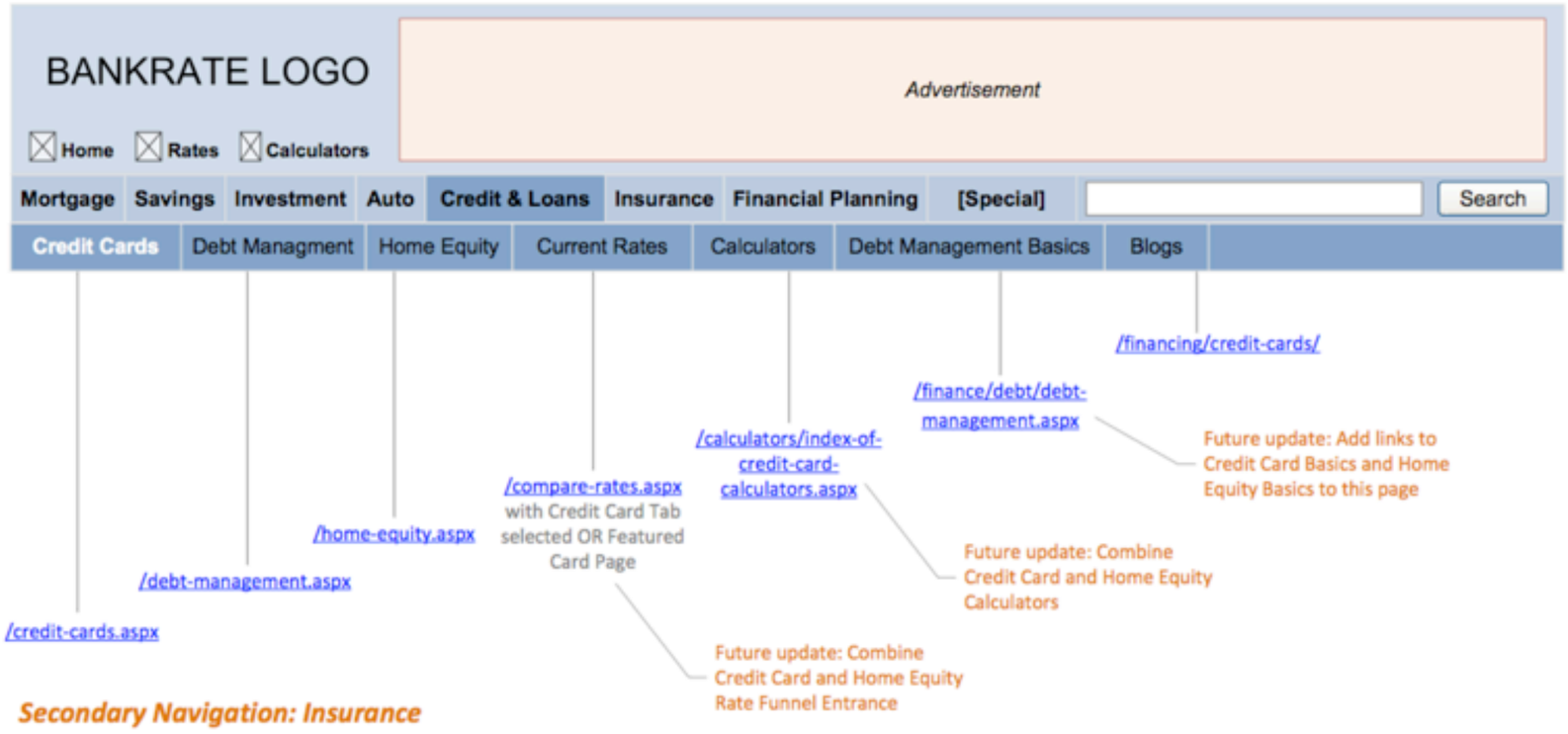


Notes and Functionality

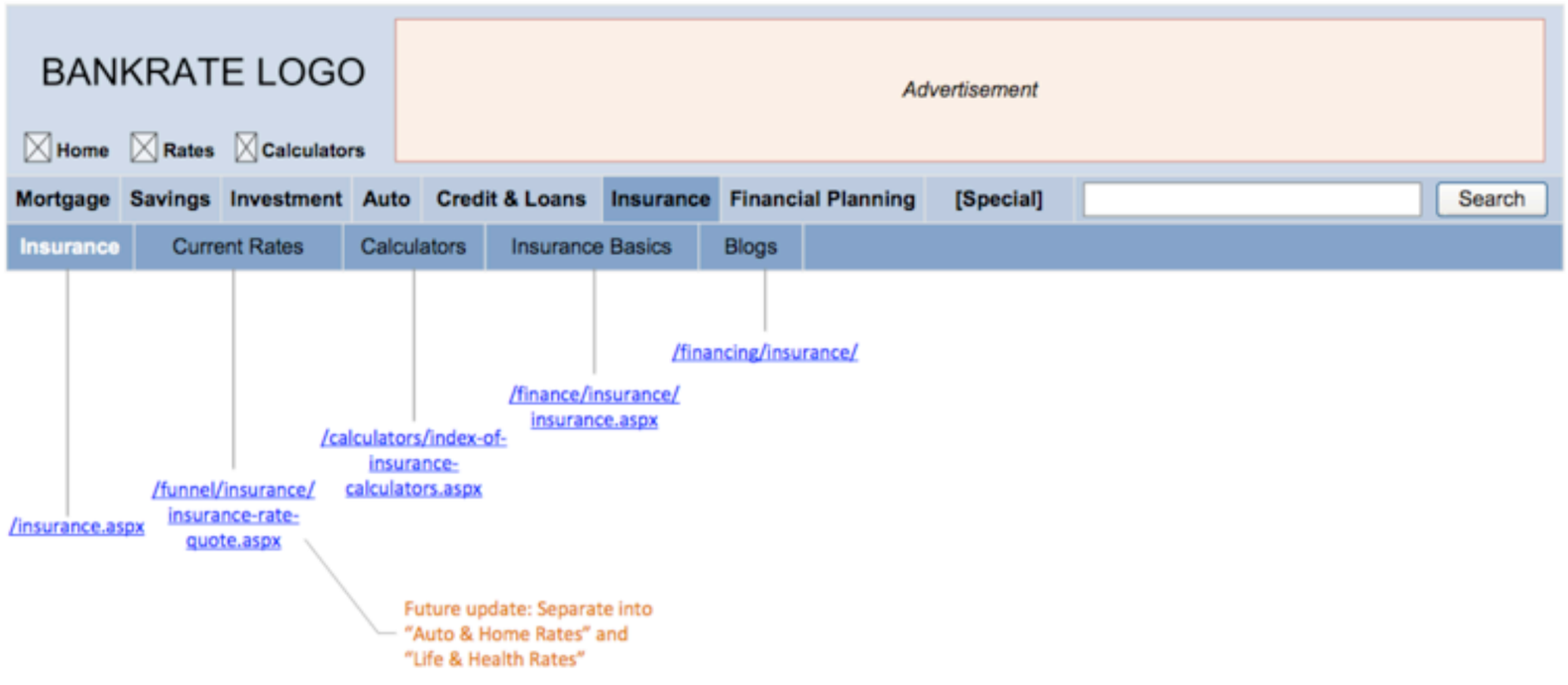
Secondary Navigation: Investment
- On click of Primary Nav "Investment," link to /investment.aspx
- On click of Secondary Nav elements link to:
  - Investing: /investment.aspx
  - Brokerage Accounts: /finance/investing/brokerage-accounts.aspx
  - Calculators: /calculators/index-of-cds-investments-calculators.aspx
  - Investment Basics: /finance/cd/investing.aspx
  - Blogs: /financing/investing/

Secondary Navigation: Auto
– On click of Primary Nav "Auto," link to /auto.aspx
- On click of Secondary Nav elements link to:
  - Auto: /auto.aspx
  - Loan Rates: /funnel/auto/
  - Insurance Rates: /funnel/insurance/insurance-rate-quote.aspx
  - Calculators: /calculators/index-of-auto-calculators.aspx
  - Auto Basics: /finance/auto/auto-loans-101.aspx
  - Blogs: /financing/cars/

Secondary Navigation: Credit & Loans



Secondary Navigation: Insurance

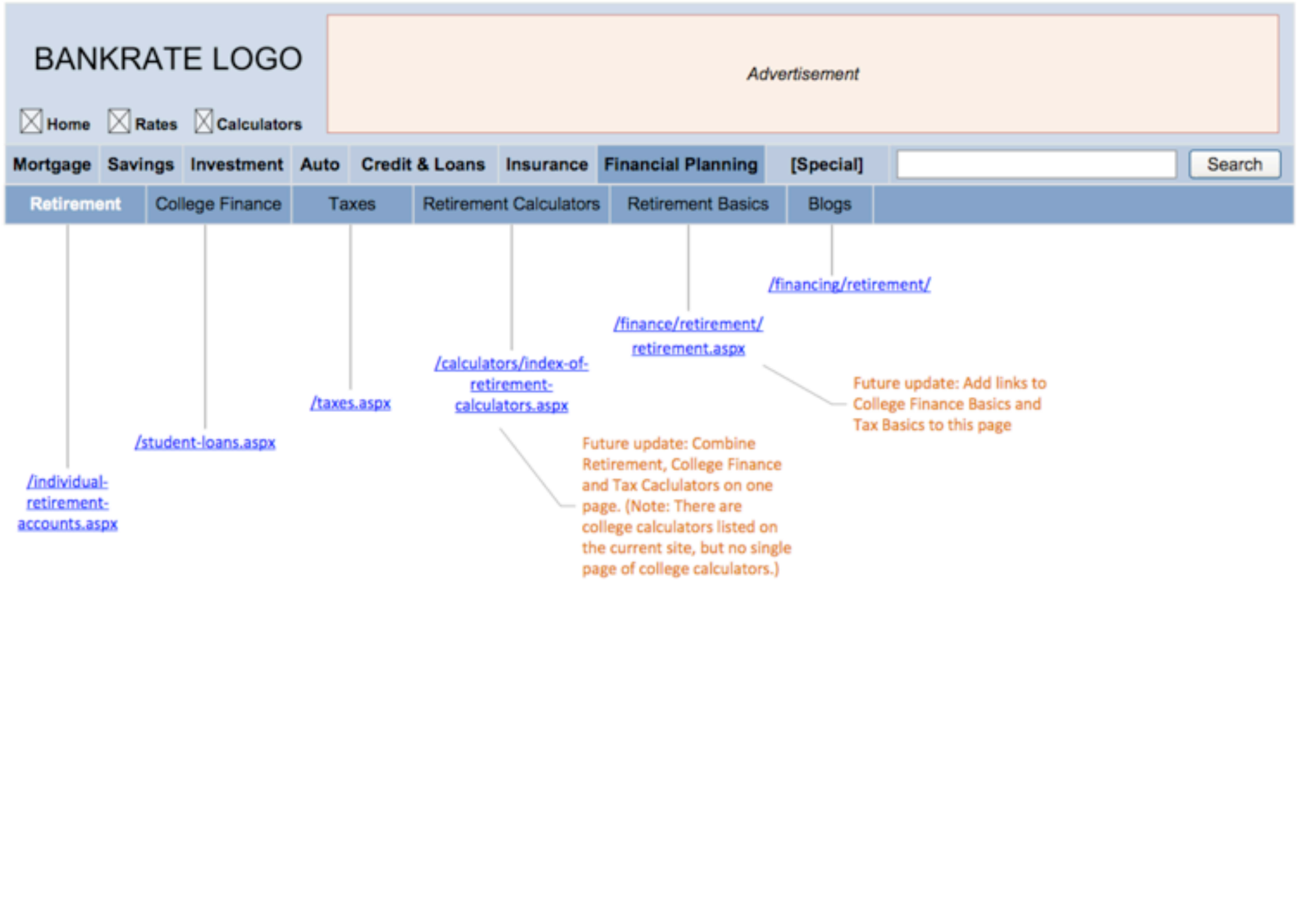


Notes and Functionality

Secondary Navigation: Credit & Loans
- On click of Primary Nav "Credit & Loans," link to /credit-cards.aspx
- On click of Secondary Nav elements link to:
  - Credit Cards: /credit-cards.aspx
  - Debt Management: /debt-management.aspx
  - Home Equity: /home-equity.aspx
  - Current Rates: /compare-rates.aspx with Credit Card Tab selected OR Featured Card page (/funnel/credit-cards/credit-card-results.aspx?classificationuid=1&childcategoryid=0&childcategory=Featured+Cards&classtypeuid=1&classtypedesc=Card%20Type&ec_id=&af=&ac=&ic_id=CR_searchCreditCards_credit_cards_FeaturedCards)
  - Calculators: /calculators/index-of-credit-card-calculators.aspx
  - Debt Management Basics: /finance/debt/debt-management.aspx
  - Blogs: /financing/credit-cards/

Secondary Navigation: Insurance
– On click of Primary Nav "Insurance," link to /insurance.aspx
- On click of Secondary Nav elements link to:
  - Insurance: /insurance.aspx
  - Auto & Home Rates: /funnel/insurance/insurance-rate-quote.aspx
  - Calculators: /calculators/index-of-insurance-calculators.aspx
  - Insurance Basics: /finance/insurance/insurance.aspx
  - Blogs: /financing/insurance/

Secondary Navigation: Financial Planning



Notes and Functionality

Secondary Navigation: Financial Planning

- On click of Primary Nav "Financial Planning," link to /individual-retirement-accounts.aspx
- On click of Secondary Nav elements link to:
  - Retirement: /individual-retirement-accounts.aspx
  - College Finance: /student-loans.aspx
  - Taxes: /taxes.aspx
  - Retirement Calculators: /calculators/index-of-retirement-calculators.aspx
  - Retirement Basics: /finance/retirement/retirement.aspx
  - Blogs: /financing/retirement/

Connect Tools – *help users subscribe to Bankrate content; appear in top right corner of all pages*

CONNECT WITH US [F] [T] [G] [N] [rss] [B]

- [F] Bankrate's Facebook Page: https://www.facebook.com/Bankrate
- [T] Bankrate's Twitter Page: https://twitter.com/#!/bankrate
- [G] Bankrate's Google+ Page: https://plus.google.com/115373333970732317091/posts
- [N] Sign up for Bankrate Newsletters: app.bankrate.com/prefcenter/signup.cfm?t=newsletter
- [rss] Sign up for Bankrate RSS Feed: /finance/rss-directory.aspx
- [B] Bookmark this page: initiates Bookmark functionality

Sharing Tools – *help users post, mail and print content; appear below specific content items or tools (e.g., Story pages, Calculator, Rate Table)*

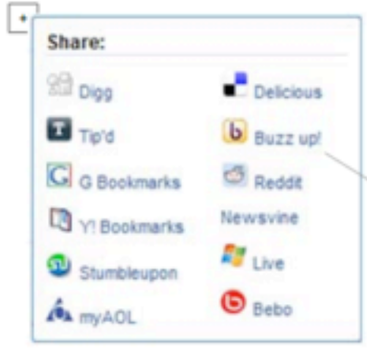
SHARE [F] [T] [G] [I] [E] [+] SUBSCRIBE [N] PRINT [P]

SHARE [F] [T] [G] [I] [E] [+] SUBSCRIBE [N] ADD A CALCULATOR TO YOUR SITE (B)

Appears at the bottom of articles & other content

Appears at the bottom of Calculators

[+]



Share overlay – Should include sharing, bookmarking and email tools not represented above

- [F] Share on Facebook
- [T] Share on Twitter
- [G] Share on Google+
- [I] Share on LinkedIn
- [E] Send an email
- [+] Opens Share overlay
- [N] Sign up for Bankrate Newsletters: app.bankrate.com/prefcenter/signup.cfm?t=newsletter
- [P] Printable version of the page
- (B) Add a Caculator: http://www.bankrate.com/free-content/

Notes and Functionality

Connect Tools
- External links open in a new browser tab
- Internal links open in the same browser tab

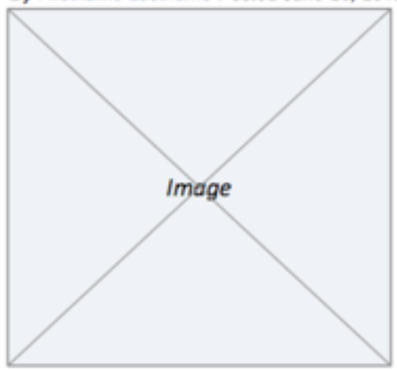
Share Tools
- Share links (Facebook, Twitter, Google+, and LinkedIn) initiate functionality to post the link on the selected site.
- Send an email initiates functionality to create an email with the link in the body of the email.
- [+] Hover or click opens "Share" overlay
- Print opens a printable version of the page in a new browser window

Story Page

SECTION HEADING

News Headline

By Firstname Lastname *Posted June 20, 2012*



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ut leo arcu, vel molestie magna. Integer porta rutrum varius. Pellentesque elementum lorem sit amet lectus bibendum fringilla. Aliquam ultricies dapibus est, non ornare arcu dictum in. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nulla eu magna in urna pretium sodales.

- Proin quis diam sed leo iaculis condimentum nec ac velit.
- Vivamus dapibus lectus eget ligula interdum non mattis justo posuere.
- Etiam egestas massa ac leo porta semper.

Example of top of a content page.

Single Story

SECTION HEADING

News Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent posuere nibh eu arcu scelerisque fermentum. Morbi ultricies quam at ipsum dapibus condimentum. Etiam tristique magna in erat vulputate viverra. Nullam nec lorem lectus. Aenean imperdiet tristique nibh vitae auctor. Aliquam magna dolor, luctus at malesuada sed, vehicula vitae sapien. more

Use to feature a single story

Related Stories

SECTION HEADING

News Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent posuere nibh eu arcu scelerisque fermentum. Morbi ultricies quam at ipsum dapibus condimentum. Etiam tristique magna in erat vulputate viverra. Nullam nec lorem lectus. Aenean imperdiet tristique nibh vitae auctor. Aliquam magna dolor, luctus at malesuada sed, vehicula vitae sapien. more

News Headline

Praesent posuere nibh eu arcu scelerisque fermentum. Morbi ultricies quam at ipsum dapibus condimentum. Etiam tristique magna in erat. more

Use to show two stories with the same section heading. Either story could be text only or a Story with Links.

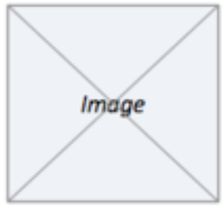
Notes and Functionality

Story Page
- Section Heading matches the Section Heading shown for the article in the Content Module (see below)
- All other functionality is the same as article pages on the current site.

For ALL Content Modules
- "Section Heading" uses the same conventions as the current site (e.g., Bloggers, Basics, Latest Mortgage News, Smart Savings, etc.). The section heading will be carried over to the top of the content page, as shown on the next wireframe.
- News Headline, Image, and "more" link to the article

Story with Links

SECTION HEADING



News Headline

Praesent posuere nibh eu arcu scelerisque fermentum. Morbi ultricies quam at ipsum dapibus condimentum. Etiam tristique magna in erat. more

Section Heading: **Headline, Could be a few words**

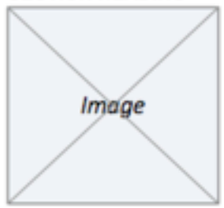
Section Heading: **Headline, Could be a few words**

Section Heading: **Headline, Could be a few words**

Use to show a group of related stories.

Blogs

SECTION HEADING



Blog Headline By Firstname Lastname

Praesent posuere nibh eu arcu scelerisque fermentum. Morbi ultricies quam at ipsum dapibus condimentum. Etiam tristique magna in erat. more

Category: **Headline, Could be a few words** By Firstname Lastname

Category: **Headline, Could be a few words** By Firstname Lastname

Category: **Headline, Could be a few words** By Firstname Lastname

Same layout as "Story with Links" with bylines added

No Photo

SECTION HEADING

News Headline

Morbi ultricies quam at ipsum dapibus condimentum. Aenean imperdiet tristique nibh vitae auctor. Aliquam , luctus at malesuada sed, vehicula vitae sapien. more

Use to feature a story that does not have a photo. More than one story with the same section heading can be under the same heading, as with the Sponsored Content below.

Sponsored Content

SECTION HEADING

News Headline **Sponsored by [logo]**

Morbi ultricies quam at ipsum dapibus condimentum. Aenean imperdiet tristique nibh vitae auctor. Aliquam , luctus at malesuada sed, vehicula vitae sapien. more >>

News Headline **Sponsored by [logo]**

Morbi ultricies quam at ipsum dapibus condimentum. Aenean imperdiet tristique nibh vitae auctor. Aliquam , luctus at malesuada sed, vehicula vitae sapien. more >>

Use for sponsored content. Lack of image brings attention to the sponsor logo.

Notes and Functionality

For ALL Content Modules
- See comments on previous page

Blogs
- Blog Headline links to the Story Page for that blog post
- Bylines link to page showing all article by that blogger
- Category links to page showing all blogs in that category

Sponsored Content
- "Sponsored by Logo" link opens sponsor's web site in a new browser tab

Overnight Averages Rate Chart – *displayed on the home page only*

DAILY AVERAGE RATES (APR) More Rates ▼ About this index

Mortgage 30 yr fixed	Change	Last Week	Find Rates
3.68%	↓ 0.07%	3.75%	View Chart
Used Car 36 month	Change	Last Week	Find Rates
3.80%	↑ 0.03%	3.77%	View Chart
CD 1 year	Change	Last Week	Find Rates
0.76%	-- 0.00%	0.76%	View Chart

Interest Rate Roundup: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ut... more

Compare Rates: General – *displayed on the site Home page and all pages not specific to a channel (e.g., (all) Rates, (all) Calculators, Search Results, About Us)*

Compare Rates About our rates

- ◉ Mortgage
- ○ Home Equity
- ○ Auto
- ○ CDs
- ○ Credit Cards

Loan Type: 30 yr fixed

Zip Code: 95120

Amount: $ 100000 ,000

Find Rates

Compare Rates: Channel – *Display for all pages with Channel-specific content*

Compare [Channel/Content] Rates

3.92%
30-year fixed average

Loan Type: 30 yr fixed

Zip Code: 95120

Amount: $ 100 ,000

About our rates

Find Rates

Notes and Functionality

Overnight Averages Rate Chart
- Rates shown are the same as the current site's "Overnight Averages" chart
- "More Rates" drop down options refresh page showing selected table:
  - Mortgage
  - Home Equity
  - Auto
  - CDs
  - Credit Cards
- Current Rate, arrow and % Change:
  - Positive change is shown in green (e.g., loans down, savings up)
  - Negative change is shown in red (e.g., loans up, savings down)
  - No change is shown in gray
- Headings (e.g., Mortgage 30 yr fixed, Used Car 36 month, CD 1 year) and Find Rates link to the rate pages for the related choice.
- About this index links to /finance/mortgages/bankrate-com-averages.aspx
- Graph is the same as the current site's "Interest Rate Roundup" chart on the bottom of the home page
  - On click, link to /funnel/graph/?&cat=2&state=zz&d=1825&t=Line&ids=1
  - View Chart links to same
- "Interest Rate Roundup"and "more" link to "Weekly national mortgage survey" for the current week

Compare Rates: General
- Radio buttons refresh page with module for the selected rate type
- Zip code is pre-populated if geo-targeting is available; otherwise leave blank
- "Find Rates" links to rate tables for the selected data

Compare Rates: Channel
- Title shows Channel name, e.g., Compare Mortgage Rates
- IF sub-nav area has a specific rate table, show the rate type, e.g., Compare Refinance Rates
- Image area shows current overnight average rate for the selected loan type
- Zip code is pre-populated if geo-targeting is available; otherwise leave blank
- "Find Rates" links to rate tables for the selected data

Calculators: General – *displayed on the site Home page and all pages not specific to a channel (e.g., (all) Rates, (all) Calculators, Search Results, About Us)*

Bankrate Calculators

Mortgage Payment Calculator
Auto Loan Calculator
Loan Amortization and Payment Calculator
Calculator #4

Calculators: Channel – *Display for all pages with Channel-specific content*

Mortgage Calculators

Mortgage payment and amortization schedule
How much house can you afford?
Fixed or Adjustable Rate Mortgage?
Loan-to-value calculator
Mortgage annual percentage rate calculator
Adjustable-rate mortgage calculator

Notes and Functionality

Calculators: General
- Display the most popular calculators on the site from a variety of channels
- Link to the calculator page

Compare Rates: General
- Display the most popular calculators for the channel
- Link to the calculator page