



UX FUNCTIONAL SPECS

Version: 0.38

STARR COMPANIES SITE REDESIGN

Authored by:
Ogilvy & Mather

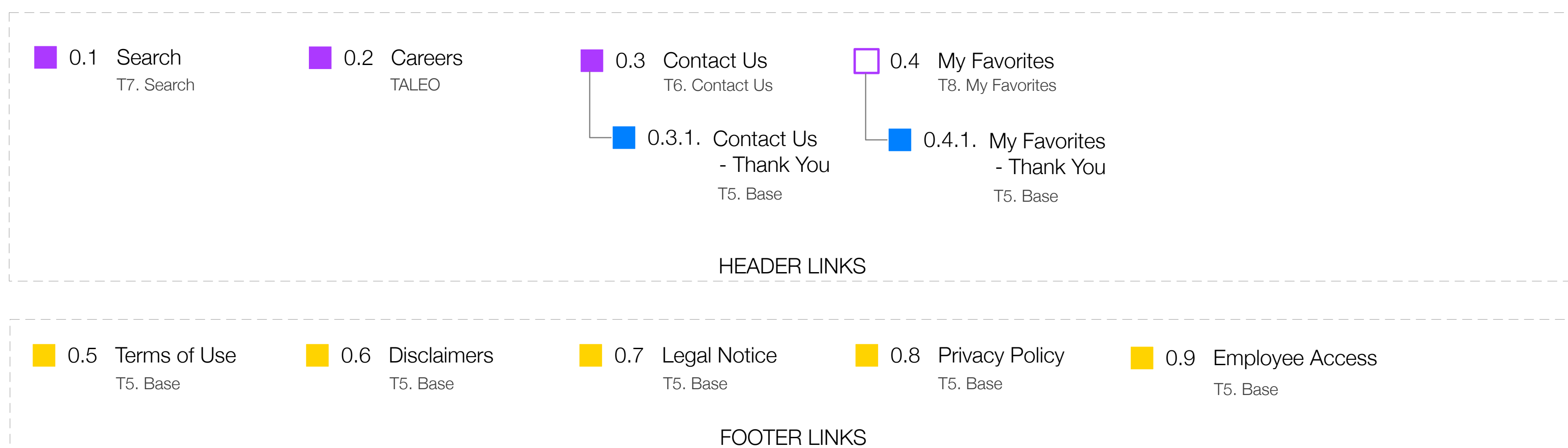
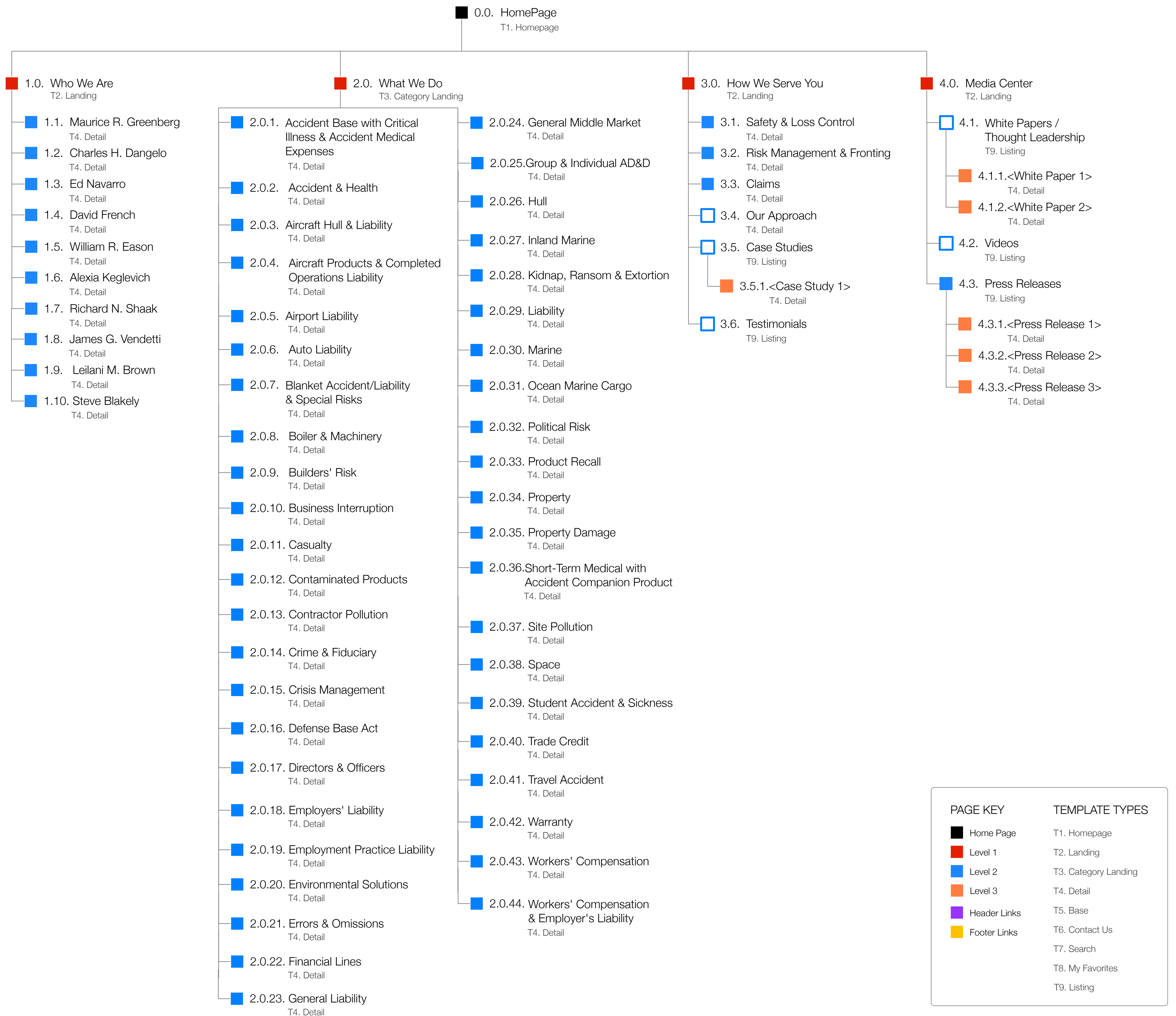
Lisa Ma
lisa.ma@ogilvy.com
212.237.4329

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Table of Contents

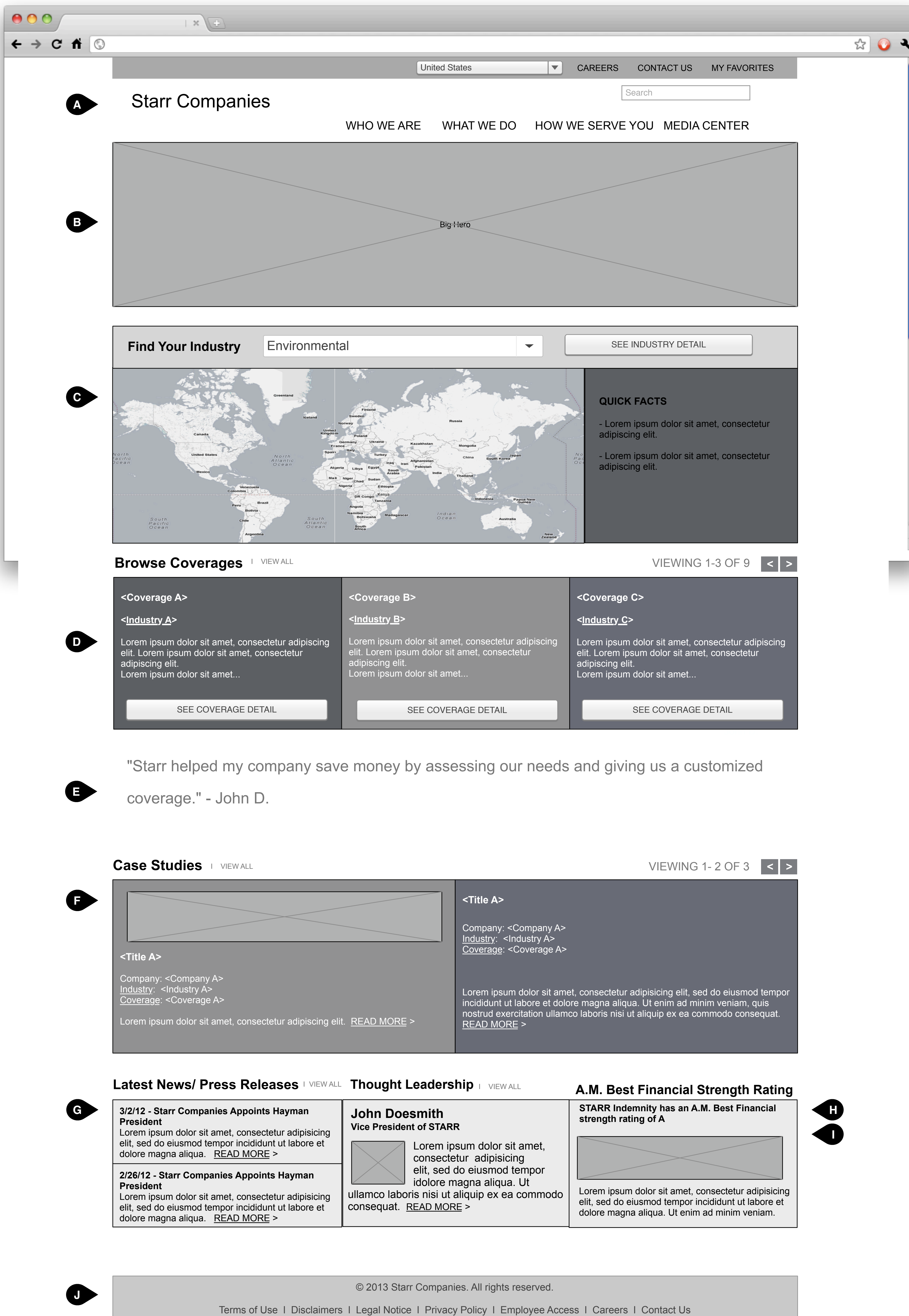
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Site Map



0.0. Homepage (Desktop)

Template: T1. Homepage



Specifications

Page Description

The homepage display brand messaging as well as a sample of the content available deeper within the site.

Business Rules

TBD

- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer.*
- B Hero Image**
Release 1.0
The system should display the this module as defined on A.4. *Image/Video Controls.*
- C Map**
Release 1.0
The system should display the Map module as defined on A.3. *Industry & Coverage Selector.*
- D Coverages Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels.*
- E Testimonial**
Release 1.0
The system should display only one testimonial in this space, if available. If there are no testimonials, then this space should be occupied with the coverages from the left expanding the full width. See A.2. *Carousels* for display info.
- F Case Studies Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels.*
- G Latest News / Press Release**
Release 1.0
The system should only display the two most recent latest news / press release. Each latest news / press release contains the following:
 - Publish Date (sorted with latest on top)
 - Title
 - Short description
 - CTA (OnMouseClicked, parent page refreshes with the relevant latest news / press release article in its entirety.User has the ability to see all by clicking on "VIEW ALL". OnMouseClicked, parent page refreshes with 4.3. *PRESS RELEASES.*
- H White Paper / Thought Leadership**
Release 1.0
The system should display only focus on one white paper / thought leadership here.

User has the ability to see all by clicking on "VIEW ALL". OnMouseClicked, parent page refreshes with 4.1. *WHITE PAPER / THOUGHT LEADERSHIP.*
- I Industry Rating**
Release 1.0
The system should display the this module as defined by the system.
- J Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer.*

0.0. Homepage (Tablet)

Template: T1. Homepage



Specifications

Page Description

The homepage display brand messaging as well as a sample of the content available deeper within the site.

Business Rules

TBD

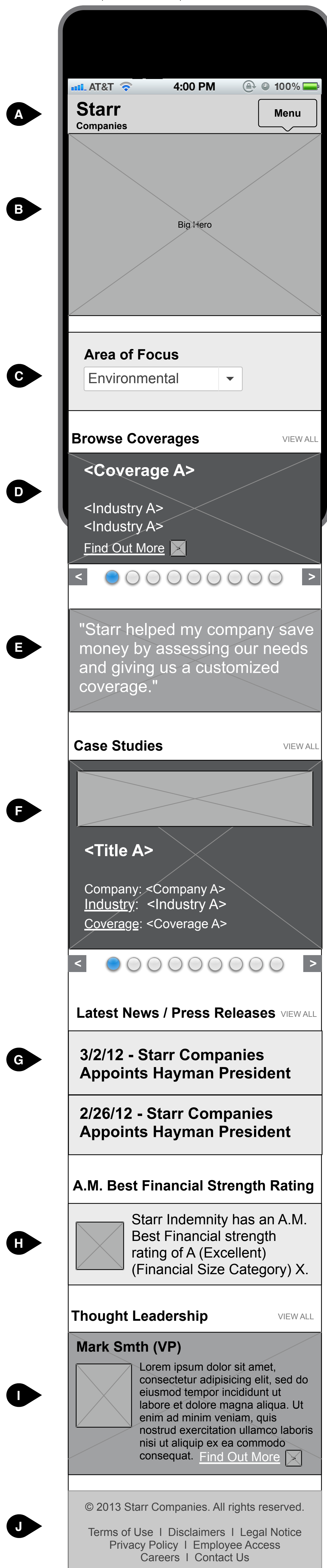
- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer.*
- B Hero Image**
Release 1.0
The system should display the this module as defined on A.4. *Image/Video Controls.*
- C Map**
Release 1.0
The system should display the Map module as defined on A.3. *Industry & Coverage Selector.*
- D Coverages Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels.*
- E Testimonial**
Release 1.0
The system should display only one testimonial in this space, if available. If there are no testimonials, then this space should be occupied with the coverages from the left expanding the full width. See A.2. *Carousels* for display info.
- F Case Studies Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels.*
- G Latest News / Press Release**
Release 1.0
The system should only display the two most recent latest news / press release. Each latest news / press release contains the following:
 - Publish Date (sorted with latest on top)
 - Title
 - Short description
 - CTA (OnMouseClicked, parent page refreshes with the relevant latest news / press release article in its entirety.User has the ability to see all by clicking on "VIEW ALL". OnMouseClicked, parent page refreshes with 4.3. PRESS RELEASES.
- H White Paper / Thought Leadership**
Release 1.0
The system should display only focus on one white paper / thought leadership here.

User has the ability to see all by clicking on "VIEW ALL". OnMouseClicked, parent page refreshes with 4.1. WHITE PAPER / THOUGHT LEADERSHIP.
- I Industry Rating**
Release 1.0
The system should display the this module as defined by the system.
- J Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer.*

0.0. Homepage (Mobile)

TEMPLATE: T1 HOMEPAGE

Mobile (iOS & Android)



Specifications

Page Description

The homepage display brand messaging as well as a sample of the content available deeper within the site.

Business Rules

TBD

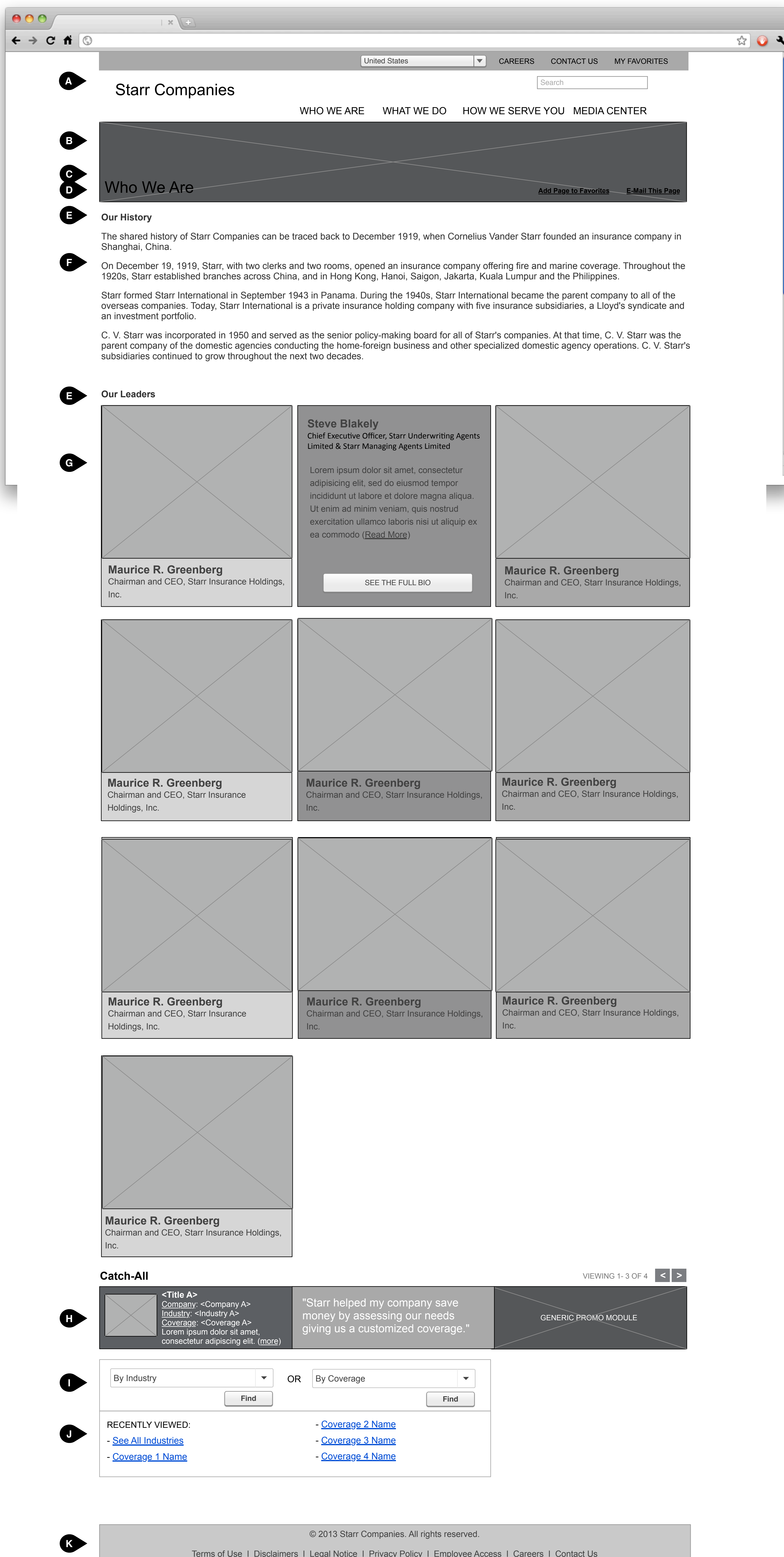
- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer*.
- B Hero Image**
Release 1.0
The system should display the this module as defined on A.4. *Image/Video Controls*.
- C Map**
Release 1.0
The system should display the Map module as defined on A.3. *Industry & Coverage Selector*.
- D Coverages Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels*.
- E Testimonial**
Release 1.0
The system should display only one testimonial in this space, if available. If there are no testimonials, then everything below this should move up.
- F Case Studies Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels*.
- G Latest News / Press Release**
Release 1.0
The system should only display the two most recent latest news / press release. Each latest news / press release contains the following:
 - Publish Date (sorted with latest on top)
 - Title
 - Short description
 - CTA (OnClick, parent page refreshes with the relevant latest news / press release article in its entirety.User has the ability to see all by clicking on "VIEW ALL". OnMouseClicked, parent page refreshes with 4.3. PRESS RELEASES.
- H Industry Rating**
Release 1.0
The system should display the this module as defined by the system.
- I White Paper / Thought Leadership**
Release 1.0
The system should display only focus on one white paper / thought leadership here.

User has the ability to see all by clicking on "VIEW ALL". OnMouseClicked, parent page refreshes with 4.1. WHITE PAPER / THOUGHT LEADERSHIP.

If there are no White Paper / Thought Leadership then everything below this should move up.
- J Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer*.

1.0. Who We Are (Desktop/Tablet)

TEMPLATE: T2. LANDING



Specifications

Page Description
The WHO WE ARE page consists of two types of content: (1) STARR's history (2) List of Leaders

Business Rules
TBD

- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer*.
- B Hero Image**
Release 1.0
The system should display hero module as defined on A.4. *Image/Video Controls*.
- C Download / E-mail Widgets**
Release 1.0
The system should display the Download / E-mail widgets module as defined on A.6. *Other Controls*.
- D Title**
Release 1.0
The system should display the title of this page.
- E Subtitle**
Release 1.0
The system should display the title of each section.
- F Body Copy**
Release 1.0
The system should display STARR's history here.
- G Leader Bios**
Release 1.0
The system should display each leader bio in order. The CMS author should have the ability to dictate the order of each module on the page. Each module contains the following on page load:
 - Thumbnail Image
 - Title 2 - Name of the leader
 - Subtitle - Title of the leader and Division of STARR companies. **This will be one field in the CMS so it's up to the CMS author to input the various titles and the associated companies with each. The max character count is 160.**

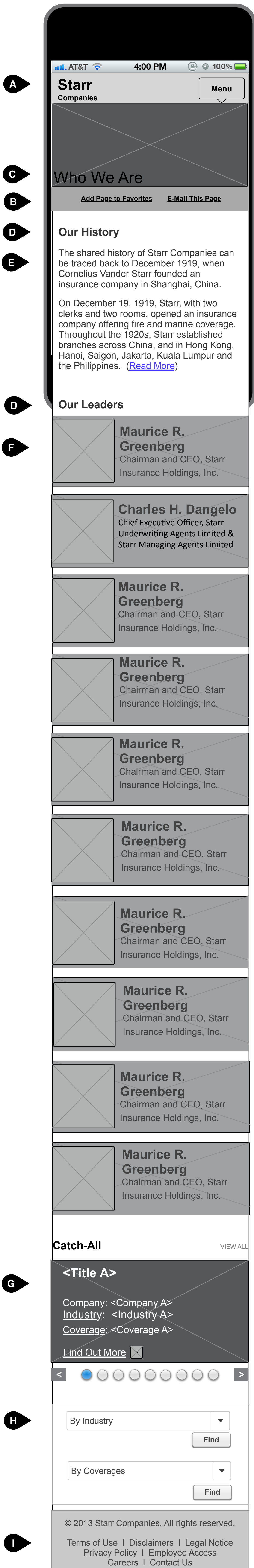
DESKTOP
Upon rollover of the module of an individual leader will display the following:

 - Title 2 - Name of the leader
 - Subtitle - Title of the leader and Division of STARR companies
 - Short Description - Short summary of the leader
 - CTA - OnMouseClicked, parent page refresh to 1.X *Leader Bio*

TABLET
OnMouseClicked of the module of an individual leader parent page refresh to 1.X *Leader Bio*
- H Catch-All Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels*.
- I Industry & Coverage Selector**
Release 1.0
The system should display the this module as defined on A.3. *Industry & Coverage Selector*.
- J Recently Viewed Lists**
Release 1.0
The system should display the this module as defined on A.3. *Industry & Coverage Selector*.
- K Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer*.

1.0. Who We Are (Mobile)

TEMPLATE: T2. LANDING



Specifications

Page Description

The WHO WE ARE page consists of two types of content: (1) STARR's history (2) List of Leaders

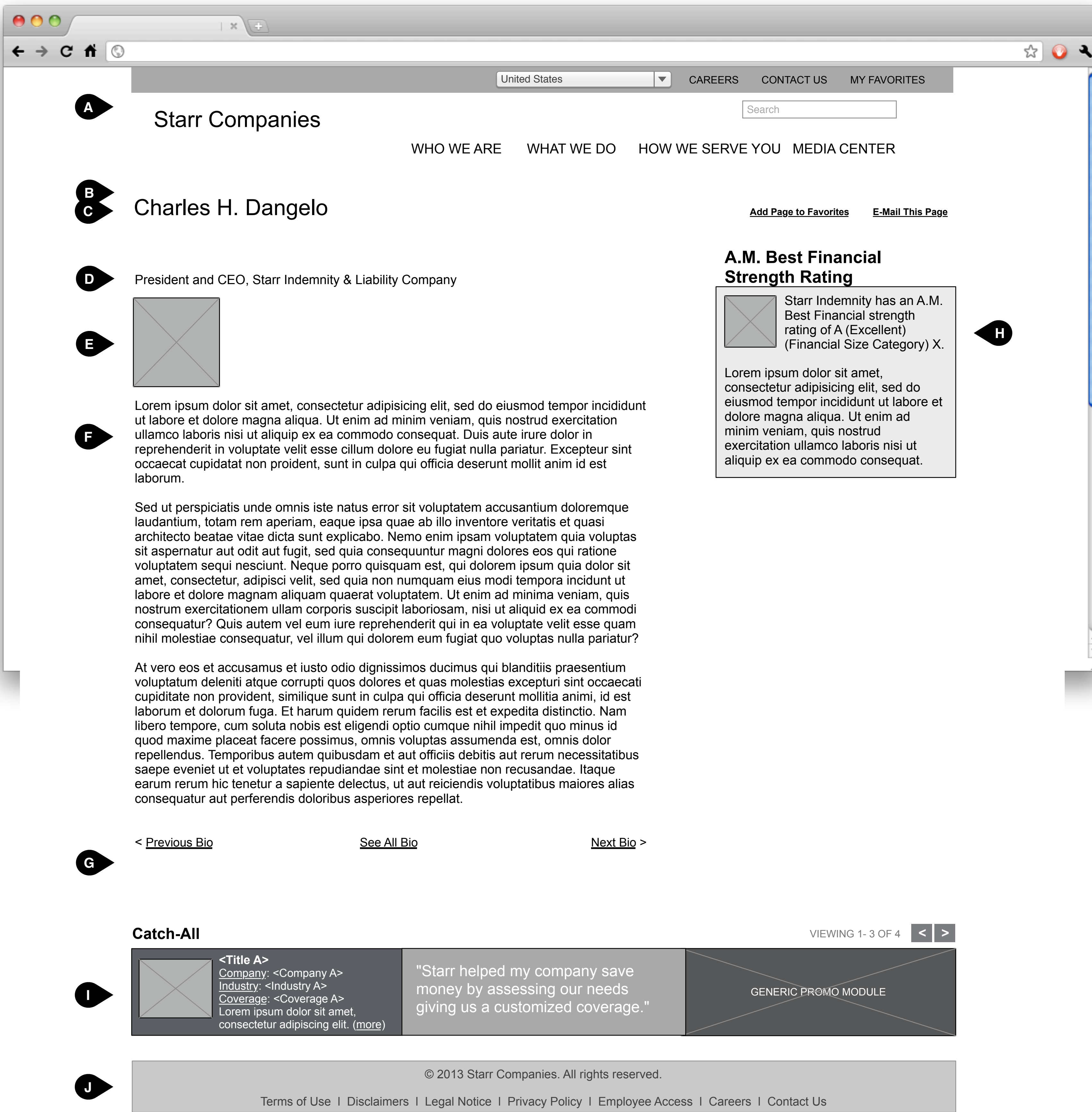
Business Rules

TBD

- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer.*
- B Download / E-mail Widgets**
Release 1.0
The system should display the Download / E-mail widgets module as defined on A.6. *Other Controls.*
- C Title**
Release 1.0
The system should display the title of this page.
- D Subtitle**
Release 1.0
The system should display the title of each section.
- E Body Copy**
Release 1.0
The system should display STARR's history here. System should hide the copy after **475** number of characters for this view. The user should have the ability to click on it to reveal all the text. The CTA should toggle between "Read More" and "Hide Text" to allow the user to hide the text again.
- F Leader Bios**
Release 1.0
The system should display each leader bio in order. The CMS author should have the ability to dictate the order of each module on the page. Each module contains the following:
 - Thumbnail Image
 - Title 2 - Name of the leader
 - Subtitle - Title of the leader and Division of STARR companies. **This will be one field in the CMS so it's up to the CMS author to input the various titles and the associated companies with each. The max character count is 160.**OnMouseClicked anywhere on the tile, parent page refreshes to display *1.X Leader Bio*
- G Catch-All Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels.*
- H Industry & Coverage Selector**
Release 1.0
The system should display the this module as defined on A.3. *Industry & Coverage Selector.*
- I Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer.*

1.2. Charles H. Dangelo (Desktop/Tablet)

TEMPLATE: T4. DETAIL



Specifications

Page Description

The leader page should show the bio of a specific leader within STARR.

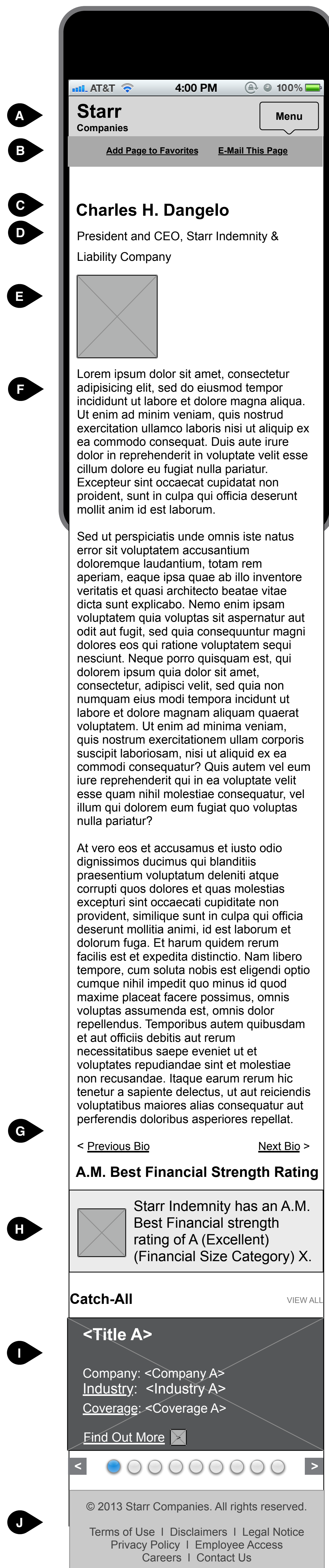
Business Rules

TBD

- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer.*
- B Download / E-mail Widgets**
Release 1.0
The system should display the Download / E-mail widgets module as defined on A.6. *Other Controls.*
- C Title**
Release 1.0
The system should display the title of this page.
- D Subtitle**
Release 1.0
The system should display the title of the leader and the associated company exactly the way it's entered into the CMS buy the CMS author.
- E Hero Image**
Release 1.0
This is the image of the leader.
- F Body Copy**
Release 1.0
This is the leader bio in rich text html.
- G Dynamic Leader Pagination**
Release 1.0
The system should display the this module as defined on A.6. *Other Controls.*
- H Rating/Award Module**
Release 1.0
The system should display the this module as defined on A.5. *Image Controls.*
- I Catch-All Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels.*
- J Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer.*

1.2. Charles H. Dangelo (Mobile)

TEMPLATE: T4. DETAIL



Specifications

Page Description

The leader page should show the bio of a specific leader within STARR.

Business Rules

TBD

A

Header

Release 1.0

The system should display the standard navigation as defined on A.1. *Navigation and Footer*.

B

Download / E-mail Widgets

Release 1.0

The system should display the Download / E-mail widgets module as defined on A.6. *Other Controls*.

C

Title

Release 1.0

The system should display the title of this page.

D

Subtitle

Release 1.0

The system should display the title of the leader and the associated company exactly the way it's entered into the CMS by the CMS author.

E

Hero Image

Release 1.0

This is the image of the leader.

F

Body Copy

Release 1.0

This is the leader bio in rich text html.

G

Dynamic Leader Pagination

Release 1.0

The system should display the this module as defined on A.6. *Other Controls*.

H

Rating/Award Module

Release 1.0

The system should display the this module as defined on A.5. *Image Controls*.

I

Catch-All Carousel

Release 1.0

The system should display the this module as defined on A.2. *Carousels*.

J

Footer

Release 1.0

The system should display the this module as defined on A.1. *Navigation and Footer*.

2.0. What We Do (Desktop/Tablet)

TEMPLATE: T3. CATEGORY LANDING

United States CAREERS CONTACT US MY FAVORITES

Starr Companies

WHO WE ARE WHAT WE DO HOW WE SERVE YOU MEDIA CENTER

What We Do

Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel

<Subtitle>

By Coverages Find

<Subtitle>

INDUSTRY: Marine

<Something about Property here> Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel

| | | |
|--------------------------------------|-----------------------|--|
| COVERAGES: | TARGET CLASSES: | CONTACT: |
| - Ocean Marine Cargo | - Importers/Exporters | Starr Marine |
| - Hull | - Logistics Providers | (646) 227-6449 |
| - Liability | - Distributors | MarineAmericas@starrcompanies.com |
| - Inland Marine | - Wholesalers | |

INDUSTRY: Casualty

<Something about Property here> Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel

| | | |
|---|------------------|--|
| COVERAGES: | TARGET CLASSES: | CONTACT: |
| - General Liability | - Retail | Starr Casualty |
| - Workers' Compensation & Employers Liability | - Service Firms | (646) 227-6449 |
| - Auto Liability | - Distributors | Casualty@starrcompanies.com |
| | - Hospitality | |
| | - Manufacturers | |
| | - Transportation | |

INDUSTRY: Crisis Management

<Something about Property here> Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel

| | | |
|--|-----------------------|--|
| COVERAGES: | TARGET CLASSES: | CONTACT: |
| - Product Recall | - Importers/Exporters | Starr Marine |
| - Contaminated Products | - Logistics Providers | (646) 227-6449 |
| - Kidnap, Ransom & Extortion | - Distributors | MarineAmericas@starrcompanies.com |
| - Piracy | - Wholesalers | |

INDUSTRY: <Industry Name>

<Something about Property here> Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel

| | | |
|---|------------------|--|
| COVERAGES: | TARGET CLASSES: | CONTACT: |
| - General Liability | - Retail | Starr Casualty |
| - Workers' Compensation & Employers Liability | - Service Firms | (646) 227-6449 |
| - Auto Liability | - Distributors | Casualty@starrcompanies.com |
| | - Hospitality | |
| | - Manufacturers | |
| | - Transportation | |

INDUSTRY: <Industry Name>

<Something about Property here> Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel

| | | |
|--|-----------------------|--|
| COVERAGES: | TARGET CLASSES: | CONTACT: |
| - Product Recall | - Importers/Exporters | Starr Marine |
| - Contaminated Products | - Logistics Providers | (646) 227-6449 |
| - Kidnap, Ransom & Extortion | - Distributors | MarineAmericas@starrcompanies.com |
| - Piracy | - Wholesalers | |

Catch-All VIEWING 1- 3 OF 4

| | | |
|---|--|----------------------|
| <Title A> Company: <Company A> Industry: <Industry A> Coverage: <Coverage A> Lorem ipsum dolor sit amet, consectetur adipiscing elit. (more) | "Starr helped my company save money by assessing our needs giving us a customized coverage." | GENERIC PROMO MODULE |
|---|--|----------------------|

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Specifications

Page Description
The WHAT WE DO page gives the user a way to look for a particular industry and/or coverage.

Business Rules
TBD

- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer*.
- B Hero Image**
Release 1.0
The system should display hero module as defined on A.4. *Image/Video Controls*.
- C Download / E-mail Widgets**
Release 1.0
The system should display the this module as defined on A.6. *Other Controls*.
- D Title**
Release 1.0
The system should display the title of the page here.
- E Short Description**
Release 1.0
This is a short description to the page that talks about the industries and coverages that STARR offers. This should be editable by the CMS author.
- F Subtitle**
Release 1.0
These are subtitles to each of the controls below. This should not be editable by the CMS author.
- G Body Copy - Industry & Coverage Selector**
Release 1.0
The system should display the this module as defined on A.3. *Industry & Coverage Selector*.
- H Body Copy - Industry Listing**
Release 1.0
The system should display ALL industries that STARR offers. Each tile represents an industry and has the following elements:
(1) Title - Name of the industry
(2) Body Copy - description of the industry
(3) Coverages - List of all coverages
(4) Target Classes - List of all target classes
(5) Contact Name, Contact Phone Number, Contact Email

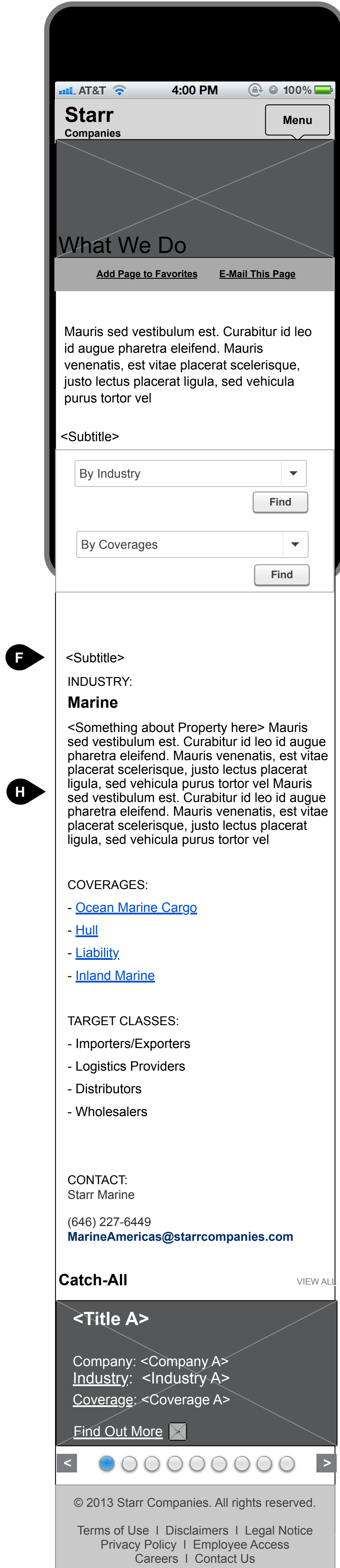
The industries should be in alphabetical order.
- I Catch-All Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels*.
- J Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer*.

2.0. What We Do (Mobile)

TEMPLATE: T3. CATEGORY LANDING

ON PAGE LOAD - FROM MAIN NAV

ON PAGE LOAD - FROM ANOTHER PAGE TO SHOW A SPECIFIC INDUSTRY



Specifications

Page Description

The WHAT WE DO page gives the user a way to look for a particular industry and/or coverage.

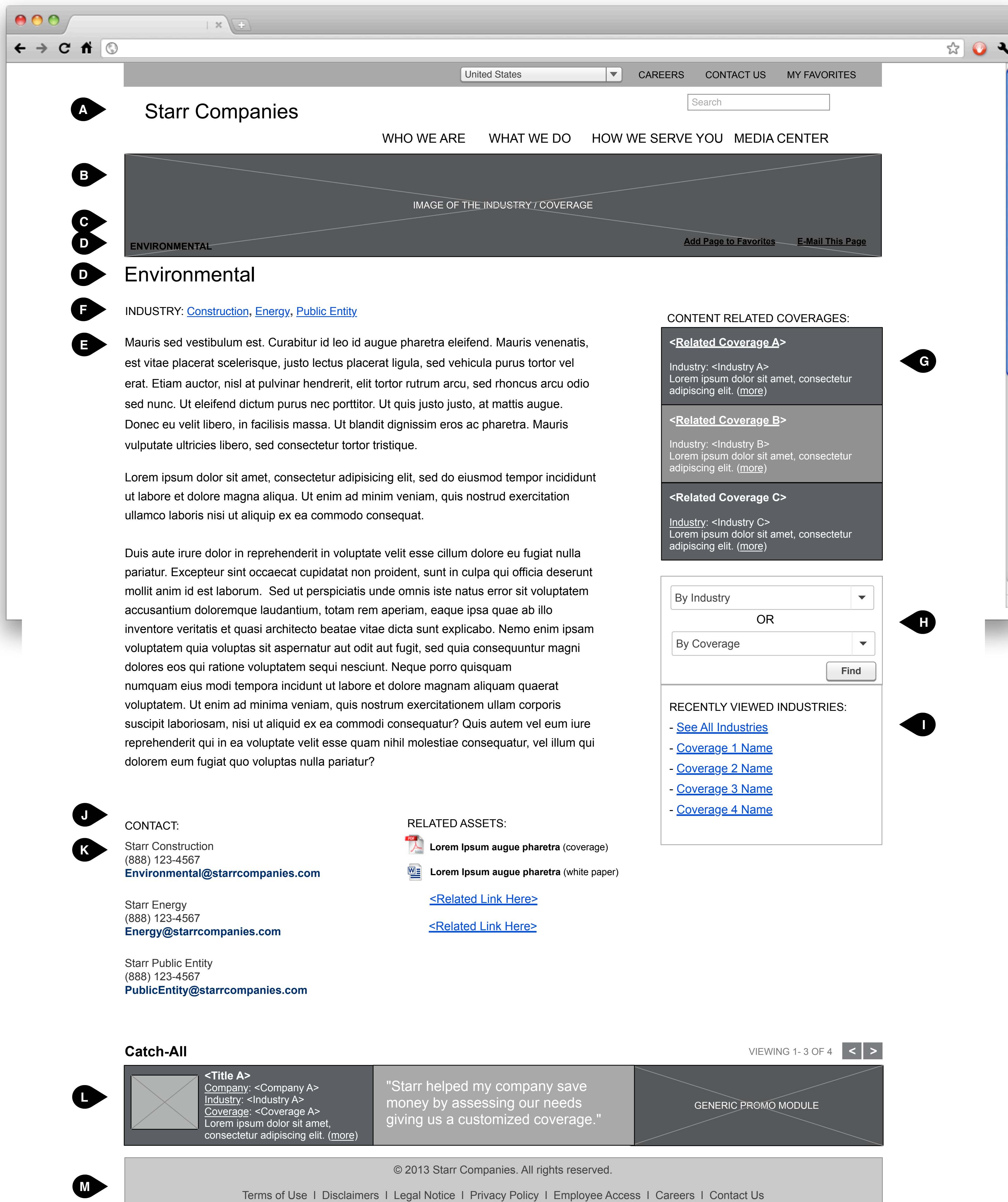
Business Rules

TBD

- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer*.
- B Hero Image**
Release 1.0
The system should display hero module as defined on A.4. *Image/Video Controls*.
- C Download / E-mail Widgets**
Release 1.0
The system should display the this module as defined on A.6. *Other Controls*.
- D Title**
Release 1.0
The system should display the title of the page here.
- E Short Description**
Release 1.0
This is a short description to the page that talks about the industries and coverages that STARR offers. This should be editable by the CMS author.
- F Subtitle**
Release 1.0
These are subtitles to each of the controls below. This should not be editable by the CMS author.
- G Body Copy - Industry & Coverage Selector**
Release 1.0
The system should display the this module as defined on A.3. *Industry & Coverage Selector*.
- H Body Copy - Industry Carousel**
Release 1.0
The system should display all the industries that STARR offers. Each tile represents an industry and has the following elements:
 - (1) Title - Name of the industry
 - (2) Body Copy - description of the industry
 - (3) Coverages - List of all coverages
 - (4) Target Classes - List of all target classes
 - (5) Contact Name, Contact Phone Number, Contact Email
- I Catch-All Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels*.
- J Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer*.

2.0.20. Environmental (Desktop/Tablet)

Template: T4. Detail



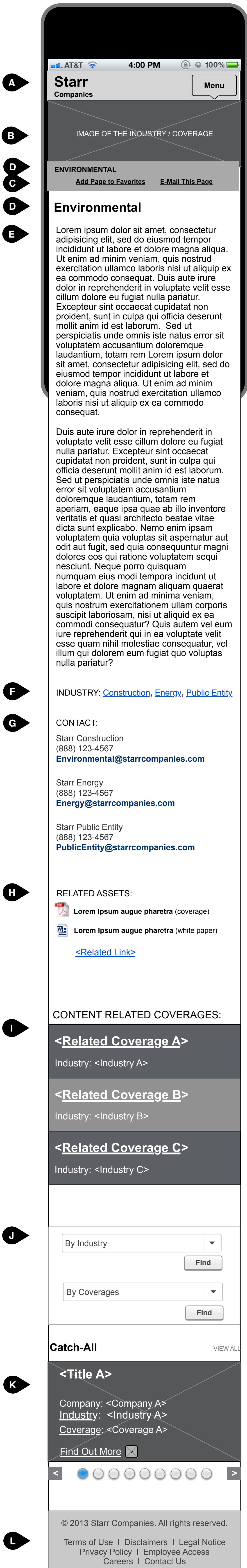
Specifications

- Page Description**
This is an example of that kind of coverage to accommodate the various industries.
- Business Rules**
TBD
- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer*.
- B Hero Image**
Release 1.0
The system should display a hero image depending on the following:
(1) If this coverage only falls under one industry, then show the industry image here.
(2) If this coverage only falls under more than one industry, then show the coverage image here
- C Download / E-mail Widgets**
Release 1.0
The system should display the Download / E-mail widgets module as defined on A.6. *Other Controls*.
- D Title**
Release 1.0
The system should display the title of this page.
- E Body Copy**
Release 1.0
The system should display the relevant coverage + industry info here.
- F Industry**
Release 1.0
User has the ability to click on the given industry name to get more info. OnMouseClick, parent page will refresh to show 2.0 *WHAT WE DO* page with the relevant industry info.
- G Related Coverages**
Release 1.0
The system should display the this module as defined on A.5. *Related Coverage Controls*.
- H Industry & Coverage Selector**
Release 1.0
The system should display the this module as defined on A.3. *Industry & Coverage Selector*.
- I Recently Viewed**
Release 1.0
The system should display the this module as defined on A.3. *Industry & Coverage Selector*.
- J Related Assets**
Release 1.0
The system should display the related assets here. This can include up to 10 items. The following are the possible types of content that can go here:
(1) Link Text - Link URL
(2) File Name (PDF, DOC)
- K Industry Contact**
Release 1.0
The system should display the following:
(1) Contact Name
(2) Contact Phone Number
(3) Contact Email

Each contact listed here corresponds to an industry that this coverage falls under.
- L Catch-All Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels*.
- M Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer*.

2.0.20. Environmental (Mobile)

TEMPLATE: T4, DETAIL



Specifications

Page Description

This is an example of that kind of coverage to accommodate the various industries.

Business Rules

TBD

A

Header

Release 1.0

The system should display the standard navigation as defined on A.1. *Navigation and Footer*.

B

Hero Image

Release 1.0

The system should display a hero image depending on the following:

- (1) If this coverage only falls under one industry, then show the industry image here.
- (2) If this coverage only falls under more than one industry, then show the coverage image here

C

Download / E-mail Widgets

Release 1.0

The system should display the Download / E-mail widgets module as defined on A.6. *Other Controls*.

D

Title

Release 1.0

The system should display the title of this page.

E

Body Copy

Release 1.0

The system should display the relevant coverage + industry info here.

F

Industry

Release 1.0

User has the ability to click on the given industry name to get more info. OnMouseClick, parent page will refresh to show 2.0 *WHAT WE DO* page with the relevant industry info.

G

Industry Contact

Release 1.0

The system should display the following:

- (1) Contact Name
- (2) Contact Phone Number
- (3) Contact Email

Each contact listed here corresponds to an industry that this coverage falls under.

H

Related Assets

Release 1.0

The system should display the related assets here. This can include up to 10 items. The following are the possible types of content that can go here:

- (1) Link Text - Link URL
- (2) File Name (PDF, DOC)

I

Related Coverages

Release 1.0

The system should display the this module as defined on A.5. *Related Coverage Controls*.

J

Industry & Coverage Selector

Release 1.0

The system should display the this module as defined on A.3. *Industry & Coverage Selector*.

K

Catch-All Carousel

Release 1.0

The system should display the this module as defined on A.2. *Carousels*.

L

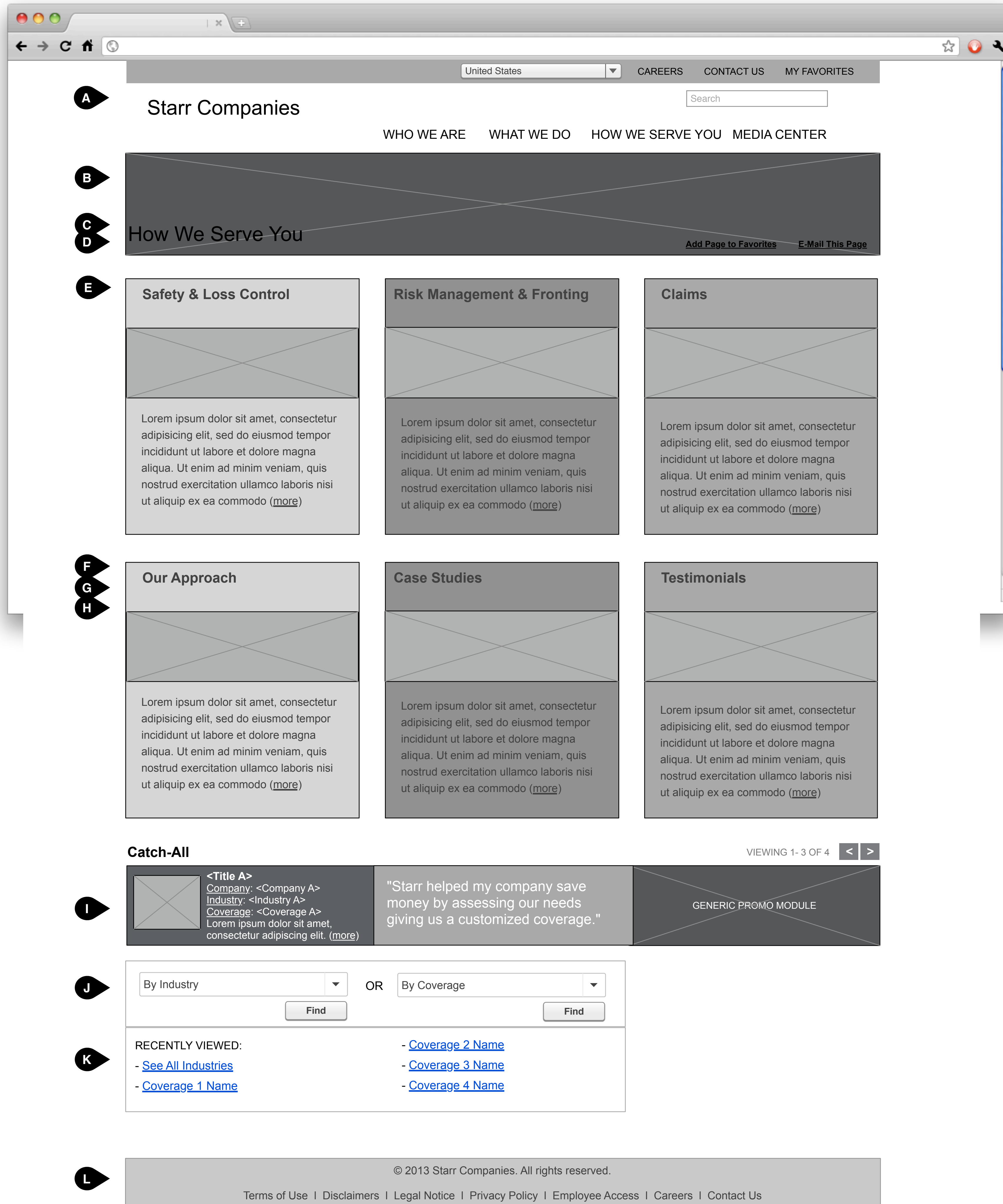
Footer

Release 1.0

The system should display the this module as defined on A.1. *Navigation and Footer*.

3.0. How We Serve You (Desktop/Tablet)

TEMPLATE: T2. LANDING



Specifications

Page Description
The HOW WE SERVE YOU page shows you the modules under this navigation.

Business Rules
TBD

- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer.*
- B Hero Image**
Release 1.0
The system should display hero module as defined on A.4. *Image/Video Controls.*
- C Download / E-mail Widgets**
Release 1.0
The system should display the Download / E-mail widgets module as defined on A.6. *Other Controls.*
- D Title**
Release 1.0
The system should display the this module as defined on A.5. *Image Controls.*

- E Service Modules**
Release 1.0
The system should display the the following modules:
- Safety & Loss Control
- Risk Management & Fronting
- Claims

Each module contains the following elements:
(1) Title of the element
(2) Thumbnail
(3) Short Description
(4) CTA

OnClick, parent page refresh with relevant content
- Safety & Loss Control --> 3.1 SAFETY & LOSS CONTROL
- Risk Management & Fronting --> 3.2 RISK MANAGEMENT & FRONTING
- Claims --> 3.3. CLAIMS

- F Approach, Case Studies, Testimonials**
Release 1.0
The system should display the following elements:
(1) Title of the element
(2) Thumbnail
(3) Short Description
(4) CTA
OnClick, parent page refresh with relevant content
- Our Approach --> 3.4. APPROACH
- Case Studies --> 3.5. CASE STUDIES
- Claims --> 3.3. CLAIMS

- I Catch-All Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels.*

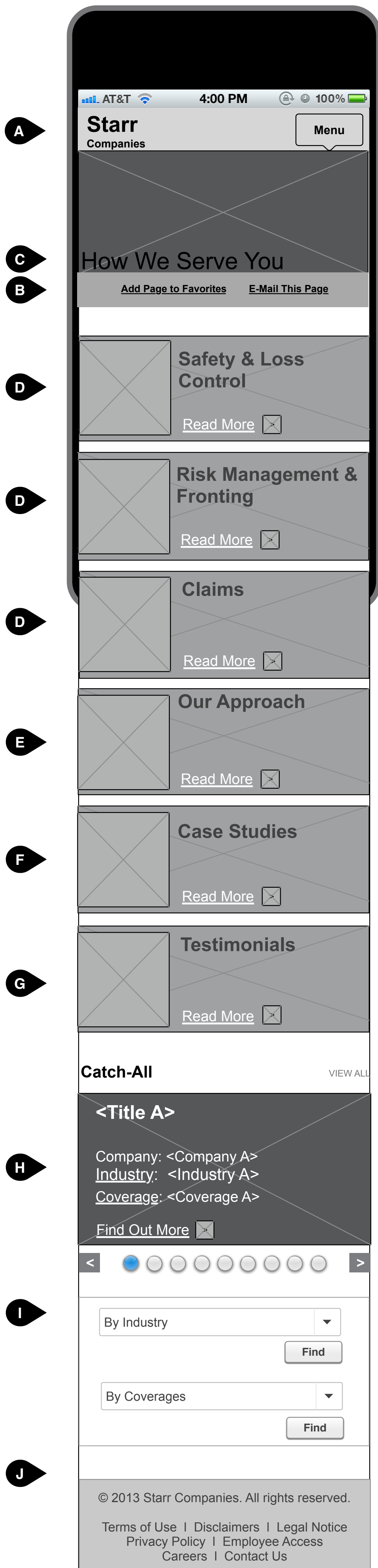
- J Industry & Coverage Selector**
Release 1.0
The system should display the this module as defined on A.3. *Industry & Coverage Selector.*

- K Recently Viewed Lists**
Release 1.0
The system should display the this module as defined on A.3. *Industry & Coverage Selector.*

- L Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer.*

3.0. How We Serve You (Mobile)

TEMPLATE: T2. LANDING



Specifications

Page Description
The HOW WE SERVE YOU page shows you the modules under this navigation.

Business Rules
TBD

A Header
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer*.

B Download / E-mail Widgets
Release 1.0
The system should display the Download / E-mail widgets module as defined on A.6. *Other Controls*.

C Title
Release 1.0
The system should display the this module as defined on A.5. *Image Controls*.

D Service Modules
Release 1.0
The system should display the the following modules:
- Safety & Loss Control
- Risk Management & Fronting
- Claims

Each module contains the following elements:
(1) Title of the element
(2) Thumbnail
(3) Short Description
(4) CTA

OnClick, parent page refresh with relevant content
- Safety & Loss Control --> 3.1 SAFETY & LOSS CONTROL
- Risk Management & Fronting --> 3.2 RISK MANAGEMENT & FRONTING
- Claims --> 3.3. CLAIMS

E Approach, Case Studies, Testimonials
Release 1.0
The system should display the following elements:
(1) Title of the element
(2) Thumbnail
(3) Short Description
(4) CTA
OnClick, parent page refresh with relevant content
- Our Approach --> 3.4. APPROACH
- Case Studies --> 3.5. CASE STUDIES
- Claims --> 3.3. CLAIMS

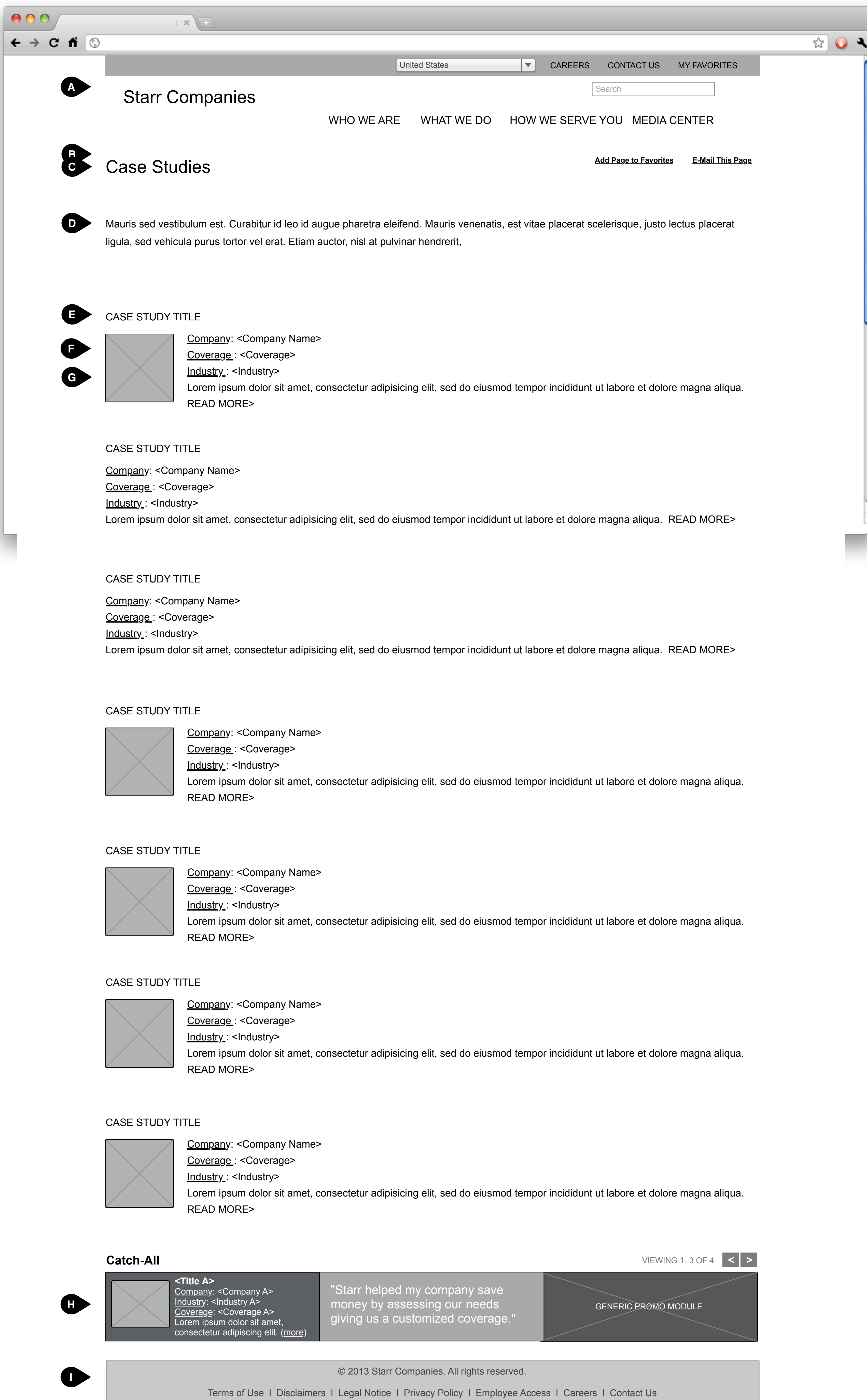
H Catch-All Carousel
Release 1.0
The system should display the this module as defined on A.2. *Carousels*.

I 'Industry' & 'Coverage' Selector
Release 1.0
The system should display the this module as defined on A.5. *Image Controls*.

J Footer
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer*.

3.5. Case Studies (Desktop/Tablet)

TEMPLATE: T9. LISTING



Specifications

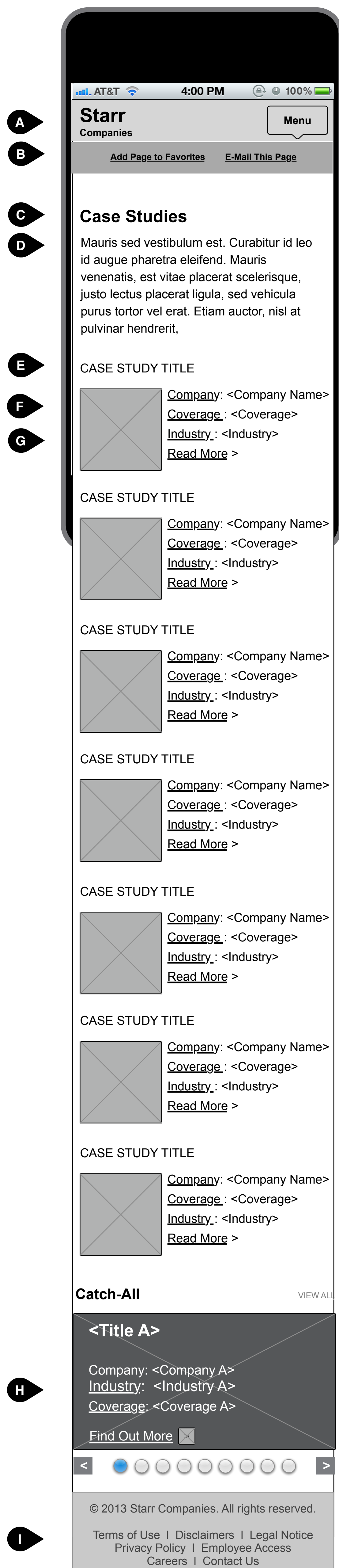
Page Description
This CASE STUDIES page is dynamically generated from all case studies. The user has the ability to go a level deeper to see the individual case study.

Business Rules
Case studies are listed in chronological order with the most recent on top. Only the case studies from current clients will appear here. Any others that are not in the current clients will only be available to the CMS author.

- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer*.
- B Download / E-mail Widgets**
Release 1.0
The system should display the Download / E-mail widgets module as defined on A.6. *Other Controls*.
- C Title**
Release 1.0
The system should display the title of the page here.
- D Short Description**
Release 1.0
The system should display the description for case studies here. *(This is hidden on mobile)*
- E Subtitle**
Release 1.0
Each of these will be the title of a case study.
- F Thumbnail**
Release 1.0
This is a thumbnail of the relevant case study (if applicable).
- G Company, Industry, Coverage, Short Description**
Release 1.0
The system should display the relevant info for the specific case study.
- H Catch-All Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels*.
- I Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer*.

3.5. Case Studies (Mobile)

TEMPLATE: T9. LISTING



Specifications

Page Description

This PRESS RELEASE page is dynamically generated from all press releases. The user has the ability to go a level deeper to see the individual press release.

Business Rules

Press releases are listed in chronological order with the most recent on top. Only the press releases from the current year will appear here. Any others that are not in the current year will only be available to the CMS author.

A

Header

Release 1.0

The system should display the standard navigation as defined on A.1. *Navigation and Footer*.

B

Download / E-mail Widgets

Release 1.0

The system should display the Contact Us module as defined on A.1. *Navigation and Footer*.

C

Title

Release 1.0

The system should display the this module as defined on A.5. *Image Controls*.

D

Short Description

Release 1.0

The system should display the this module as defined on A.5. *Image Controls*.

E

Subtitle

Release 1.0

This is in rich text so the copy can also include images of the leaders as well.

F

Thumbnail

Release 1.0

This is in rich text so the copy can also include images of the leaders as well.

G

Company, Industry, Coverage

Release 1.0

The system should display the this module as defined on A.5. *Image Controls*.

H

Catch-All Carousel

Release 1.0

The system should display the this module as defined on A.2. *Carousels*.

I

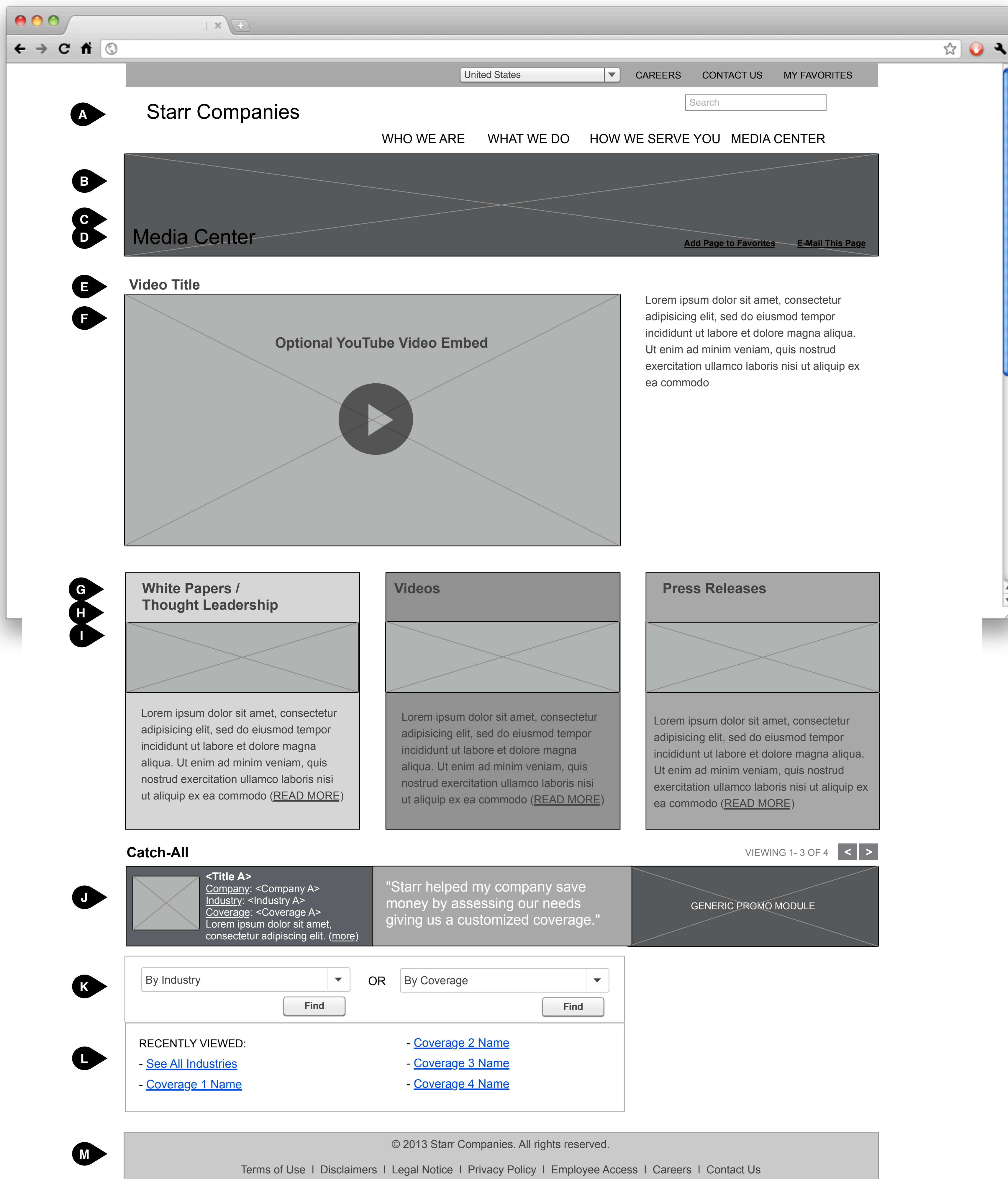
Footer

Release 1.0

The system should display the this module as defined on A.1. *Navigation and Footer*.

4.0. Media Center (Desktop/Tablet)

TEMPLATE: T2. LANDING



Specifications

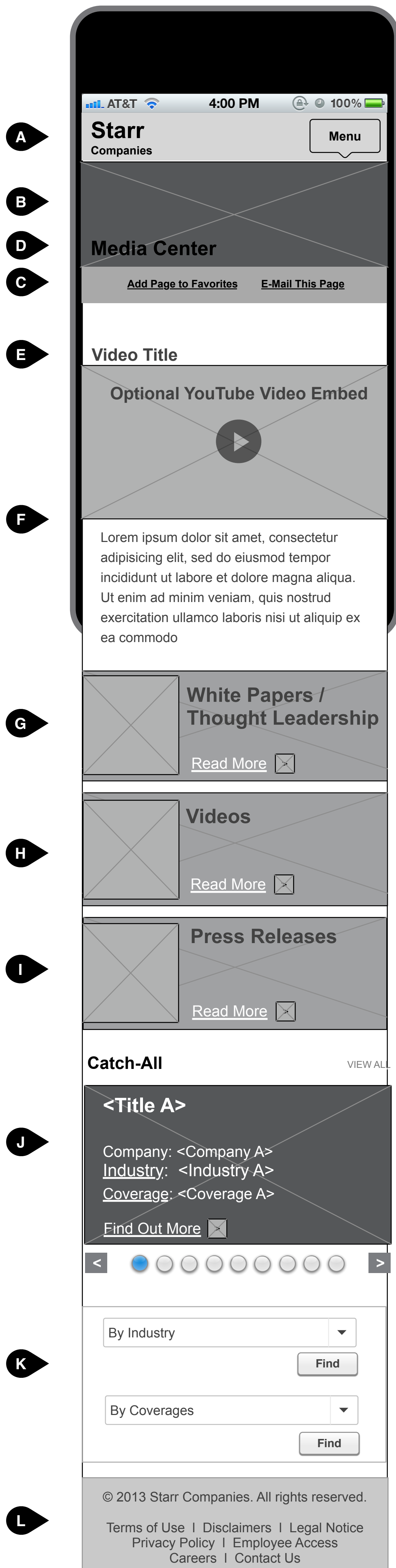
Page Description
The page displays all the modules in the MEDIA CENTER.

Business Rules
TBD

- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer.*
 - B Hero Image**
Release 1.0
The system should display hero module as defined on A.4. *Image/Video Controls.*
 - C Download / E-mail Widgets**
Release 1.0
The system should display the this module as defined on A.6. *Other Controls.*
 - D Title**
Release 1.0
The system should display the title for the page.
 - E Video Title (Optional)**
Release 1.0
The system should display the title for the featured video. If this and the featured video and description aren't here, then everything else should move up in it's place.
 - F Featured Video + Video Description (Optional)**
Release 1.0
The system should display the this module as defined on A.4. *Image/Video Controls.*
 - G White Papers / Thought Leadership, Videos, Press Releases**
Release 1.0
The system should display the the following modules:
- White Papers / Thought Leadership
- Videos
- Press Releases
- Each module contains the following elements:
 (1) Title of the element
 (2) Thumbnail - These images are pre-selected and part of the template and are not editable by the CMS Author.
 (3) Short Description (**Hidden on mobile view**)
 (4) CTA
- OnMouseClicked, parent page refresh with relevant content
 - White Papers / Thought Leadership --> 4.1 **WHITE PAPERS / THOUGHT LEADERSHIP**
 - Videos --> 4.2 **VIDEOS**
 - Press Releases --> 4.3. **PRESS RELEASES**
- J Catch-All Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels.*
 - K Industry & Coverage Selector**
Release 1.0
The system should display the this module as defined on A.3. *Industry & Coverage Selector.*
 - L Recently Viewed Lists**
Release 1.0
The system should display the this module as defined on A.5. *Image Controls.*
 - M Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer.*

4.0. Media Center (Mobile)

TEMPLATE: T2. LANDING



Specifications

Page Description

The page displays all the modules in the MEDIA CENTER.

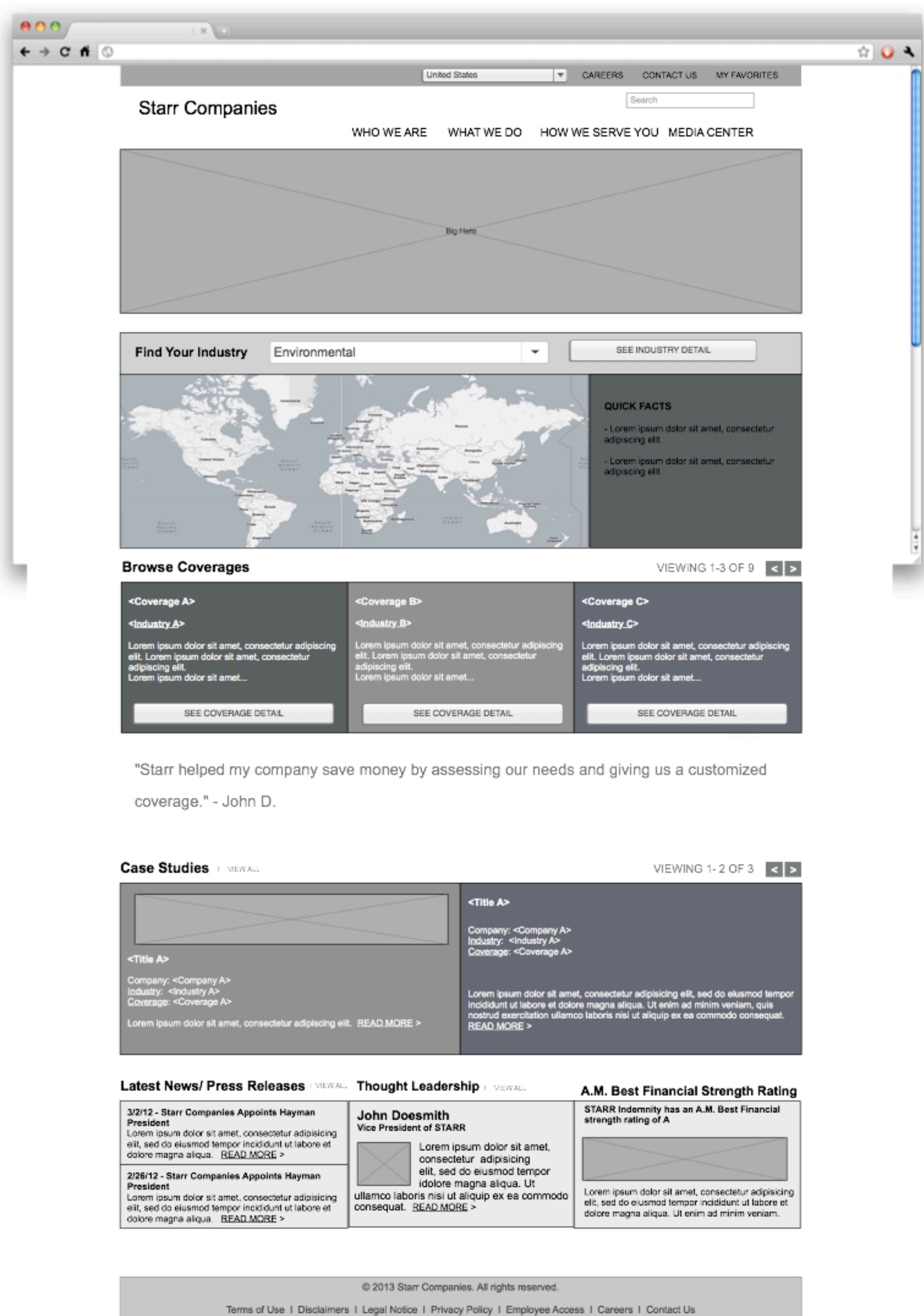
Business Rules

TBD

- A Header**
Release 1.0
The system should display the standard navigation as defined on A.1. *Navigation and Footer.*
- B Hero Image**
Release 1.0
The system should display hero module as defined on A.4. *Image/Video Controls.*
- C Download / E-mail Widgets**
Release 1.0
The system should display the this module as defined on A.6. *Other Controls.*
- D Title**
Release 1.0
The system should display the title for the page.
- E Video Title (Optional)**
Release 1.0
The system should display the title for the featured video. If this and the featured video aren't here, then everything else should move up in it's place.
- F Featured Video + Video Description (Optional)**
Release 1.0
The system should display the this module as defined on A.4. *Image/Video Controls.*
- G White Papers / Thought Leadership, Videos, Press Releases**
Release 1.0
The system should display the the following modules:
 - White Papers / Thought Leadership
 - Videos
 - Press ReleasesEach module contains the following elements:
 - (1) Title of the element
 - (2) Thumbnail
 - (3) CTAOnMouseClicked, parent page refresh with relevant content
 - White Papers / Thought Leadership --> 4.1 *WHITE PAPERS / THOUGHT LEADERSHIP*
 - Videos --> 4.2 *VIDEOS*
 - Press Releases --> 4.3. *PRESS RELEASES*
- J Catch-All Carousel**
Release 1.0
The system should display the this module as defined on A.2. *Carousels.*
- K Industry & Coverage Selector**
Release 1.0
The system should display the this module as defined on A.3. *Industry & Coverage Selector.*
- L Footer**
Release 1.0
The system should display the this module as defined on A.1. *Navigation and Footer.*

A. Templates (T1-T3)

1 T1. Homepage



Navigation (A.1. Navigation and Footer)

Image Control (A.4. Image/Video Controls)

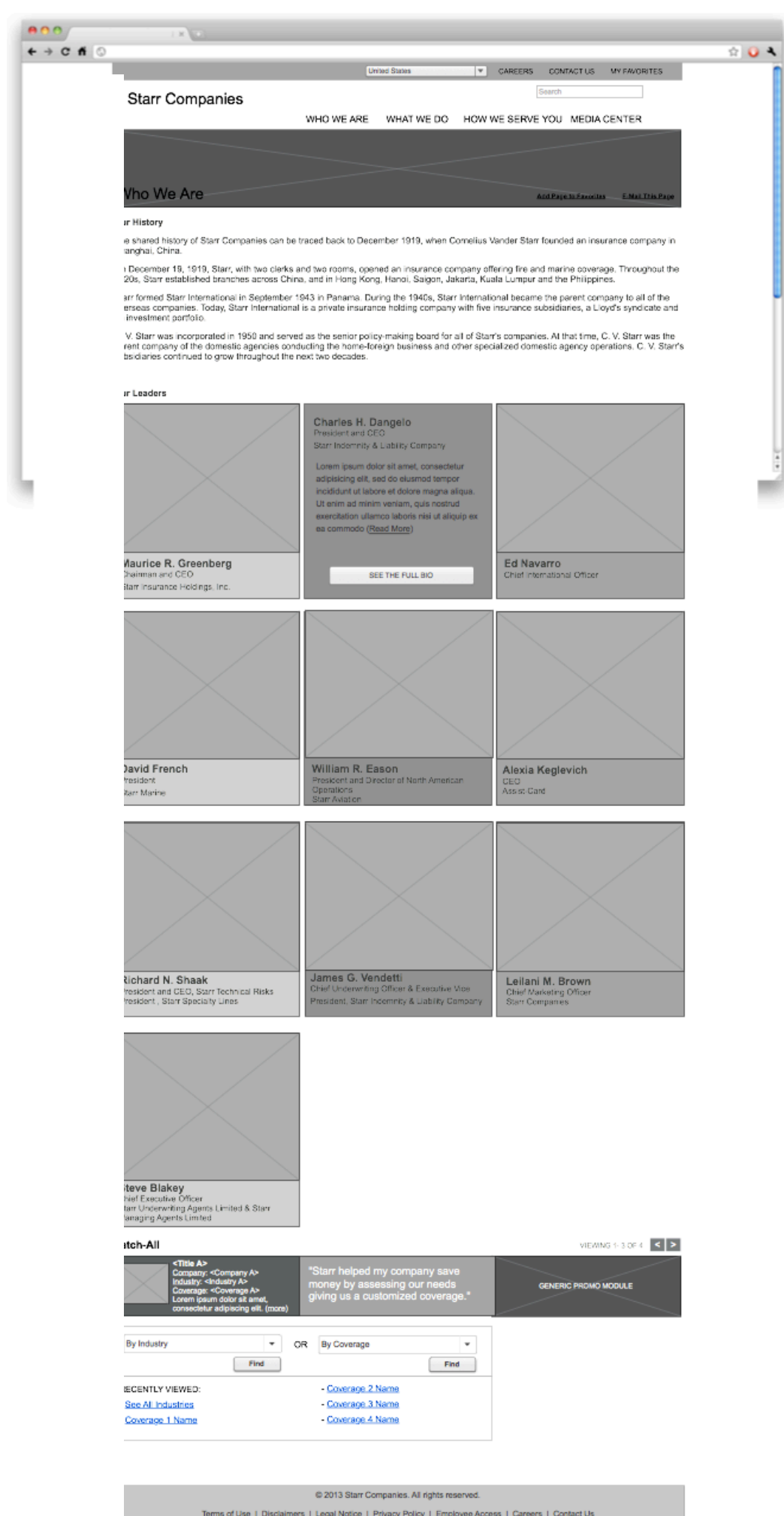
Industry Map (A.3. Industry & Coverage Selector)

Carousel (A.2. Carousels)

Carousel (A.2. Carousels)

Footer (A.1. Navigation and Footer)

2 T2. Landing



Navigation (A.1. Navigation and Footer)

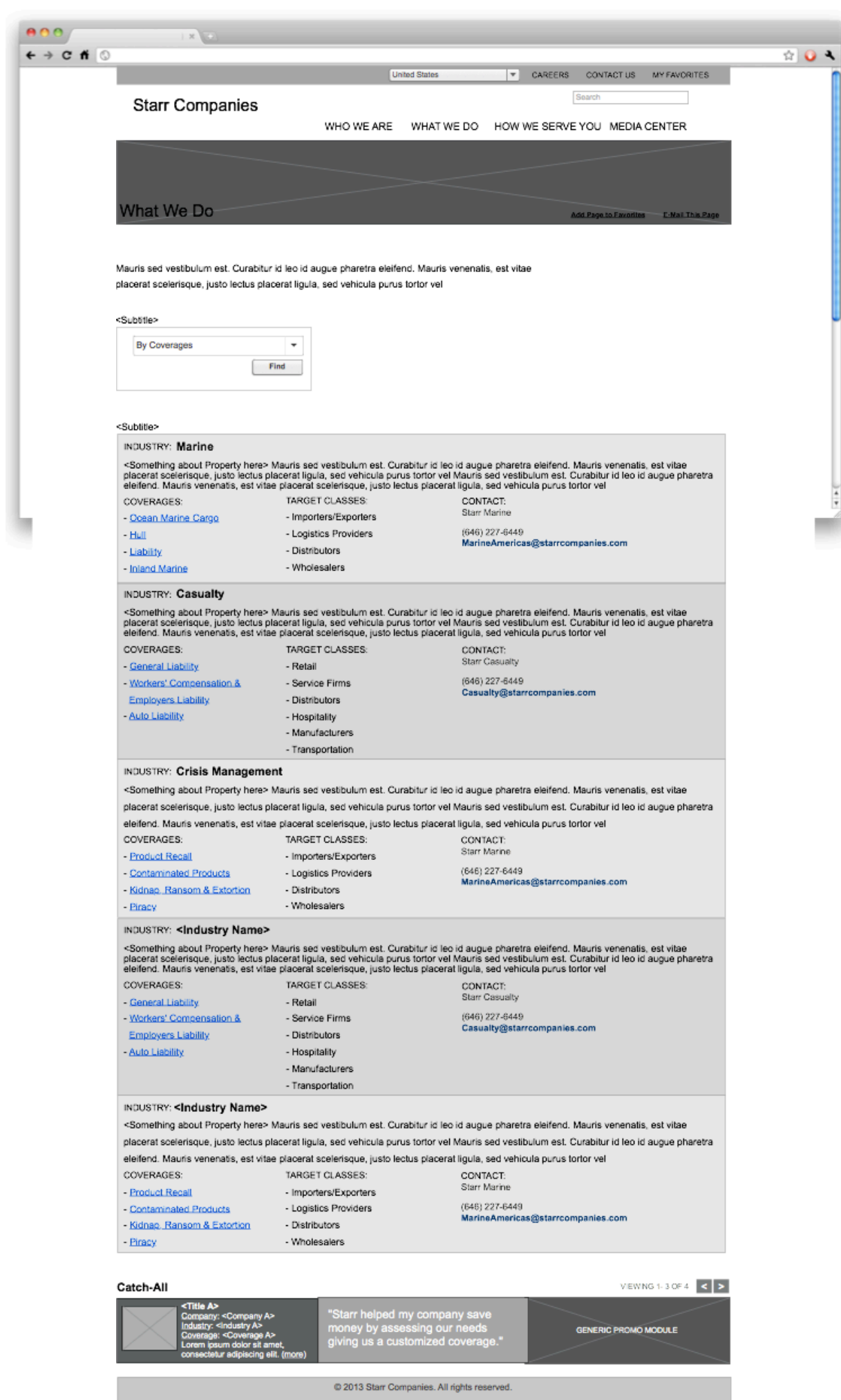
Download/E-mail Widgets (A.6. Other Controls)

Carousel (A.2. Carousels)

Industry & Coverage Selector (A.3. Industry & Coverage Selector)

Footer (A.1. Navigation and Footer)

3 T3. Category Landing



Navigation (A.1. Navigation and Footer)

Download/E-mail Widgets (A.6. Other Controls)

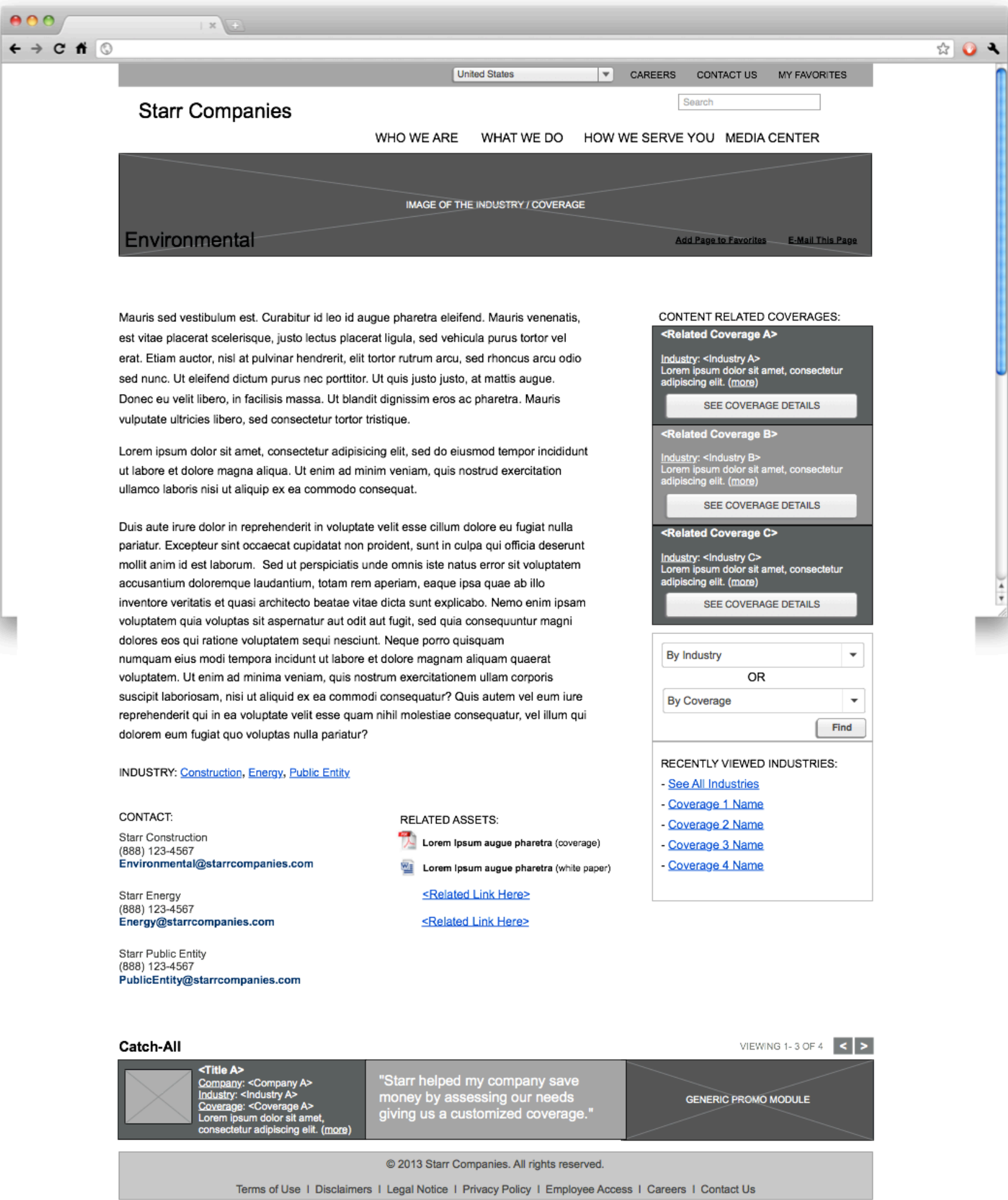
Industry & Coverage Selector (A.3. Industry & Coverage Selector)

Carousel (A.2. Carousels)

Footer (A.1. Navigation and Footer)

A. Templates (T4-T6)

4 T4. Detail



Navigation (A.1. Navigation and Footer)

Download/E-mail Widgets (A.6. Other Controls)

Related Coverage Controls (A.5. Related Coverage Controls)

Industry & Coverage Selector (A.3. Industry & Coverage Selector)

Carousel (A.2. Carousels)

Footer (A.1. Navigation and Footer)

Right Hand Rail

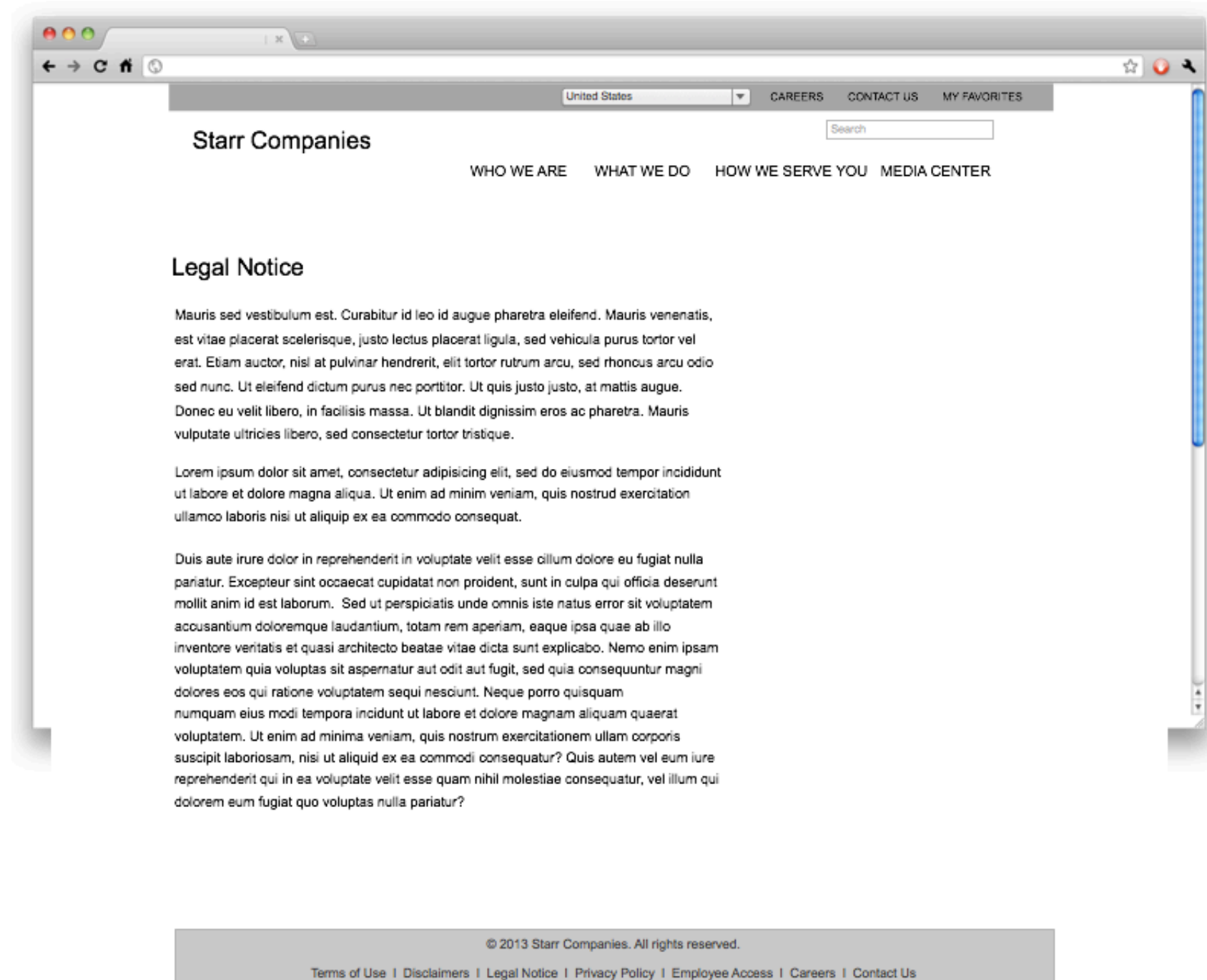
FOR THIS TEMPLATE

- Rating Award Module (T4. Detail)
- Related Coverages (T4. Detail)
- Industry & Coverage Selector (T4. Detail)
- Recently Viewed (T4. Detail)

ALL POSSIBLE MODULES FOR THIS AREA

- Generic Contact (T6. Contact Us)
- Rating Award Module (T4. Detail)
- Related Coverages (T4. Detail)
- Industry & Coverage Selector (T4. Detail)
- Recently Viewed (T4. Detail)

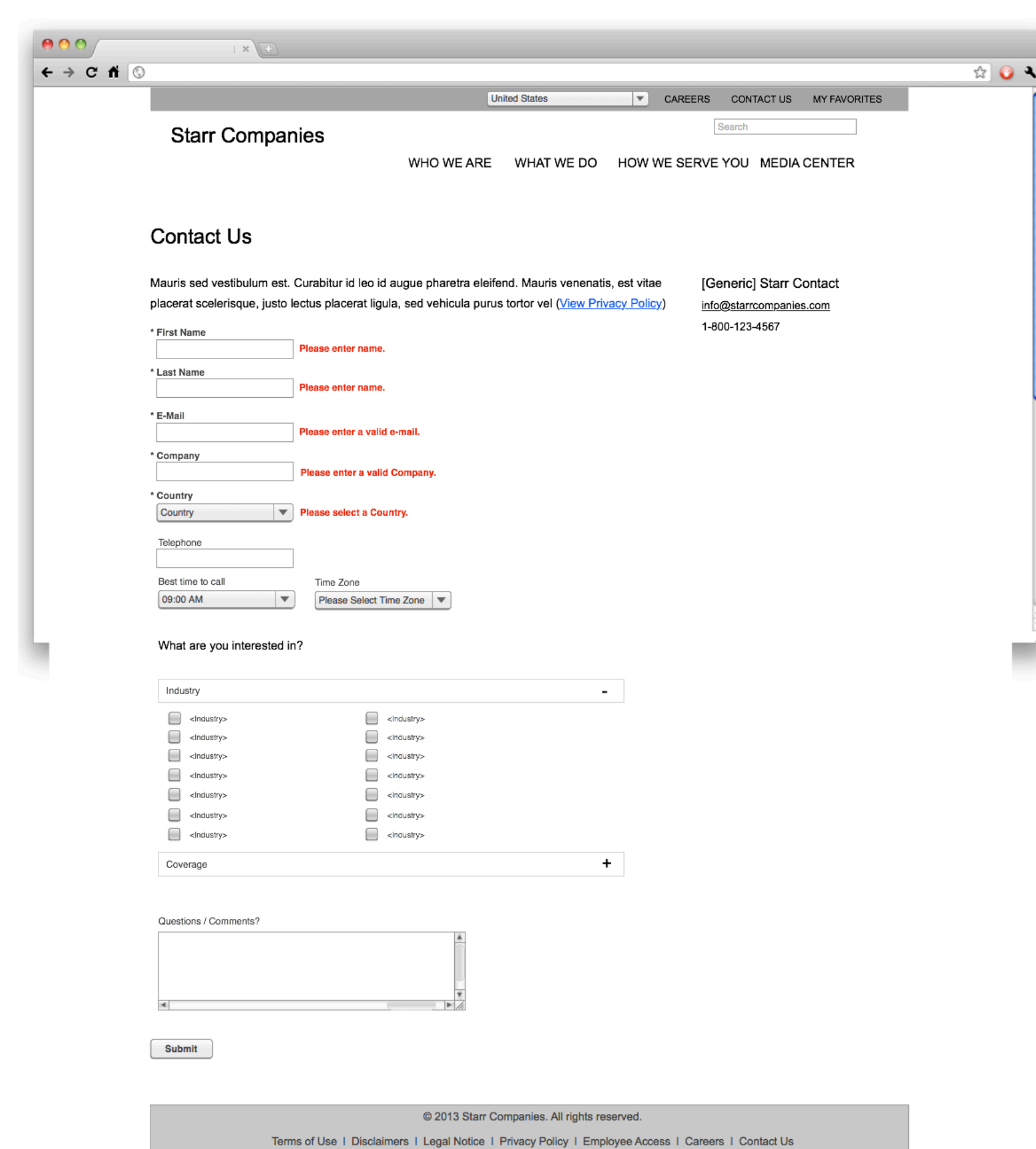
5 T5. Base



Navigation (A.1. Navigation and Footer)

Footer (A.1. Navigation and Footer)

6 T6. Contact Us



Navigation (A.1. Navigation and Footer)

Footer (A.1. Navigation and Footer)

Right Hand Rail

FOR THIS TEMPLATE

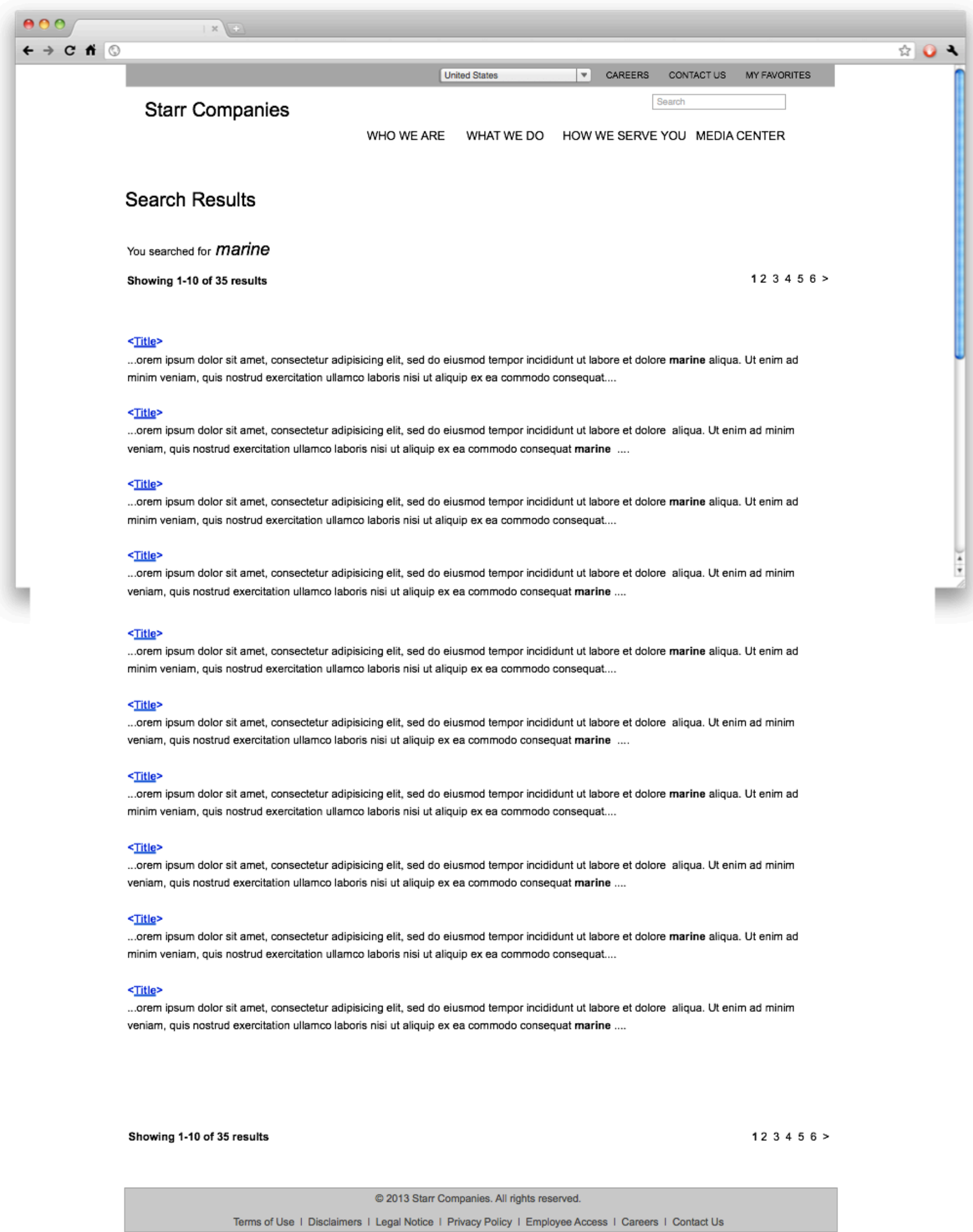
- Generic Contact (T6. Contact Us)

ALL POSSIBLE MODULES FOR THIS AREA

- Generic Contact (T6. Contact Us)
- Rating Award Module (T4. Detail)
- Related Coverages (T4. Detail)
- Industry & Coverage Selector (T4. Detail)
- Recently Viewed (T4. Detail)

A. Templates (T7-T9)

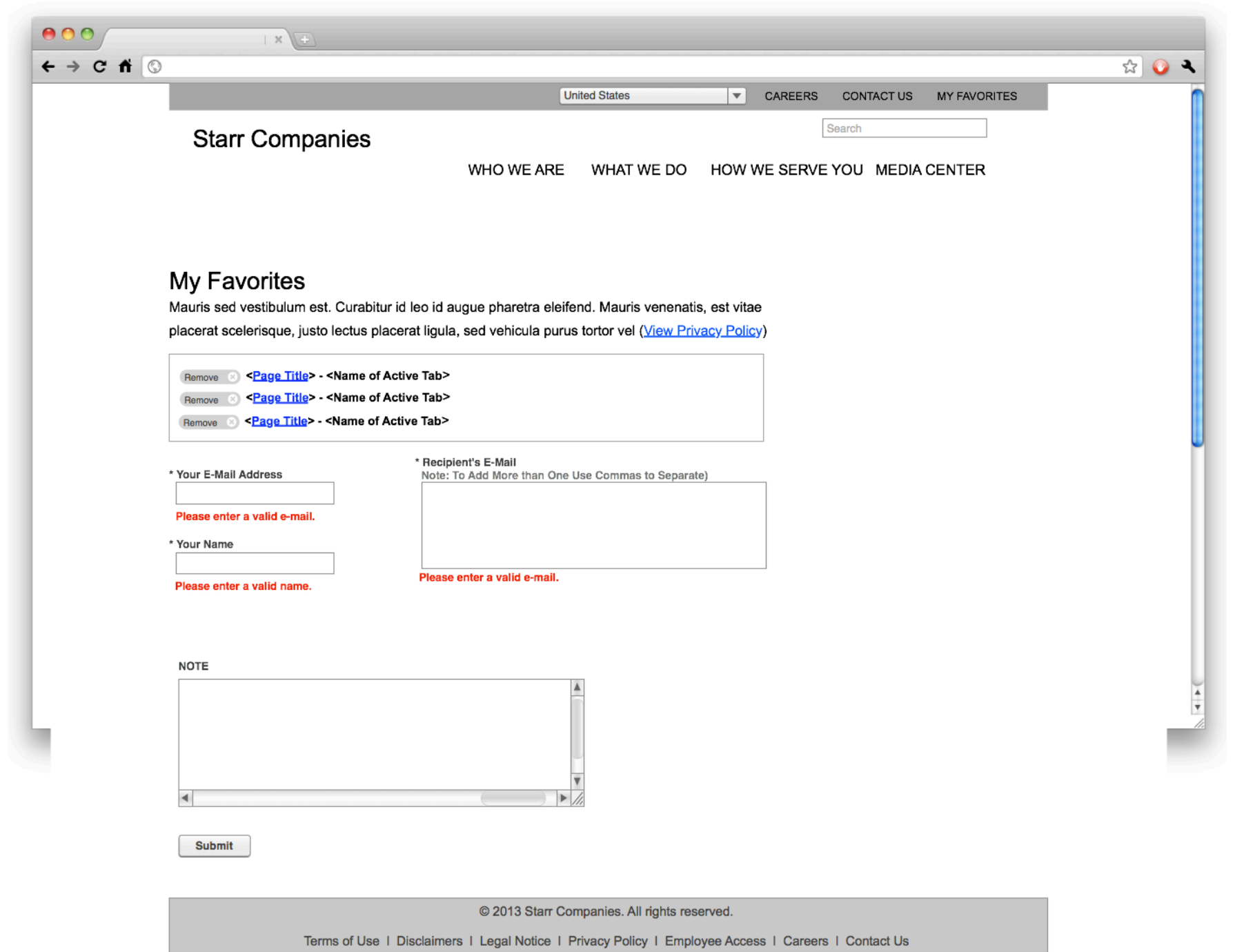
7 T7. Search



Navigation (A.1. Navigation and Footer)

Footer (A.1. Navigation and Footer)

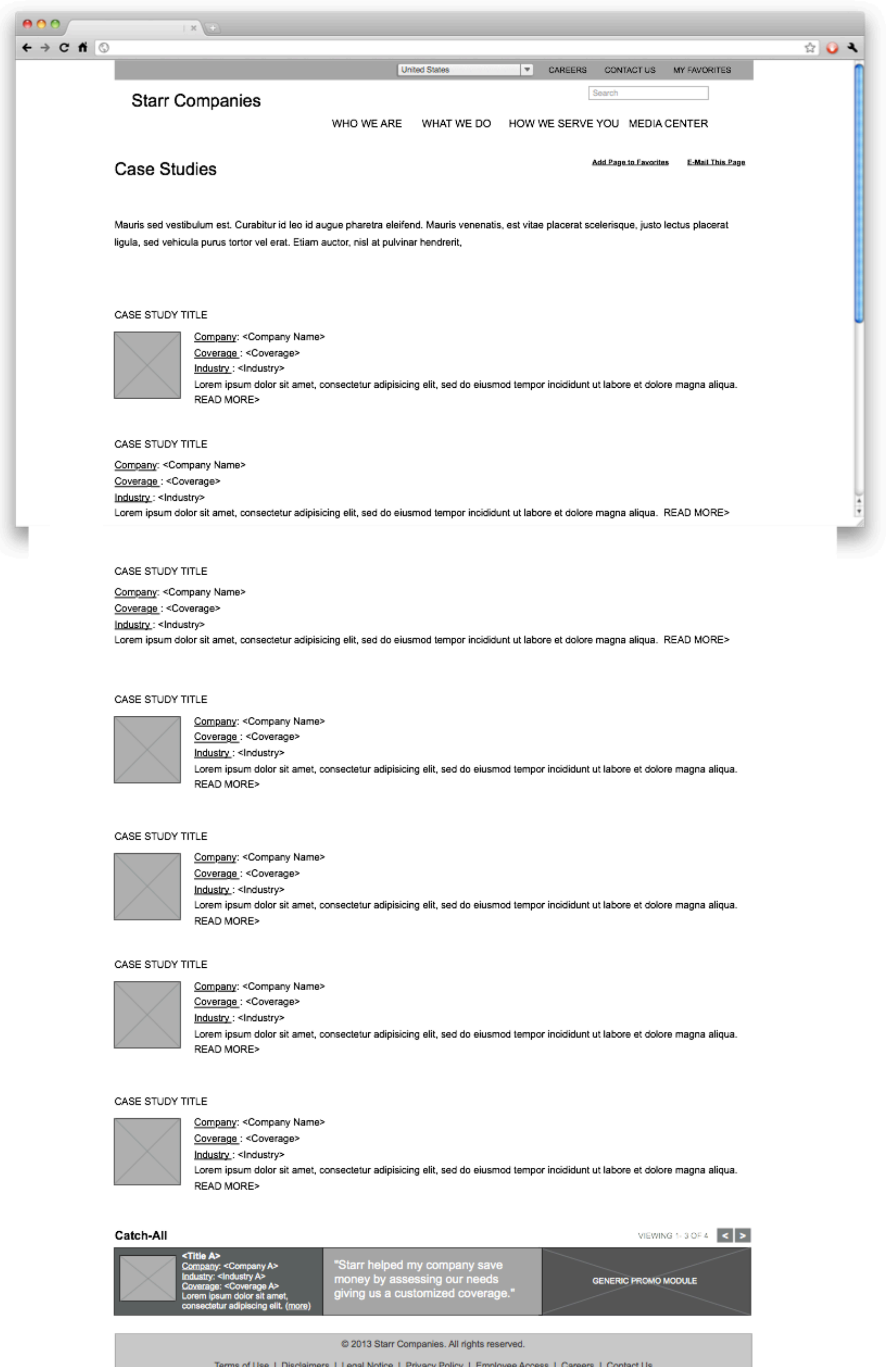
8 T8. My Favorites



Navigation (A.1. Navigation and Footer)

Footer (A.1. Navigation and Footer)

9 T9. Listing



Navigation (A.1. Navigation and Footer)

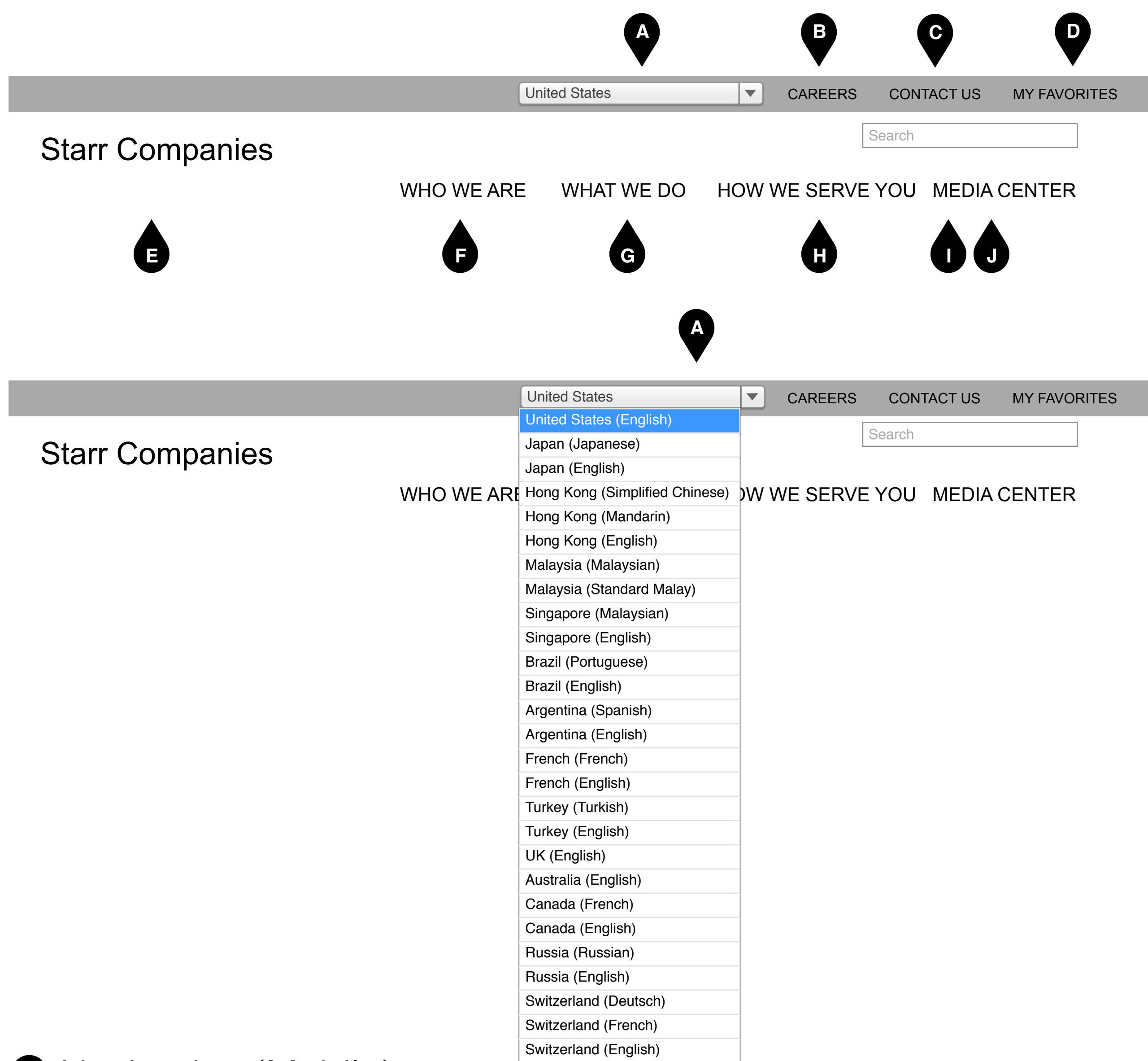
Download/E-mail Widgets (A.6. Other Controls)

Carousel (A.2. Carousels)

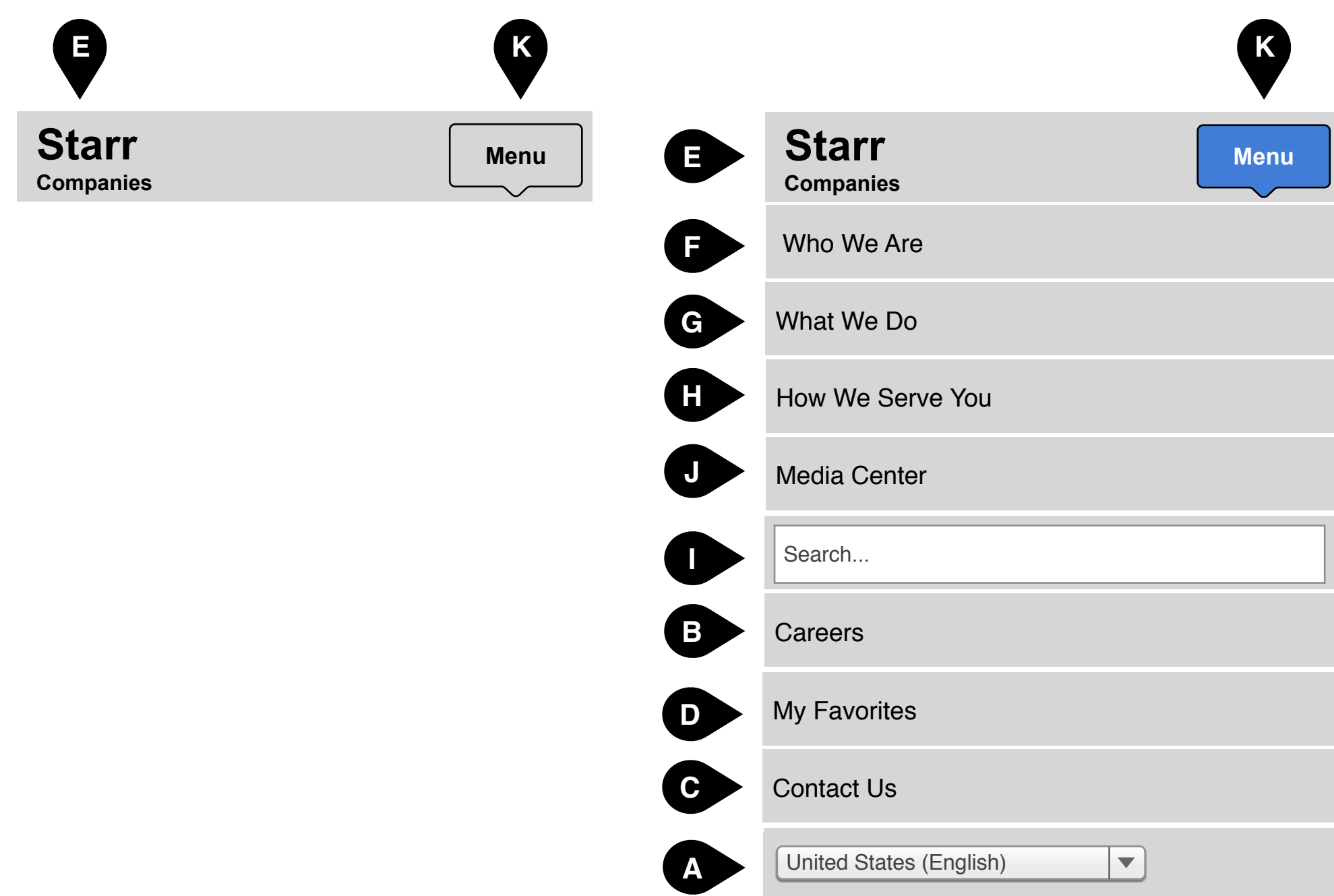
Footer (A.1. Navigation and Footer)

A.1. Navigation and Footer

1 Navigation (Desktop)



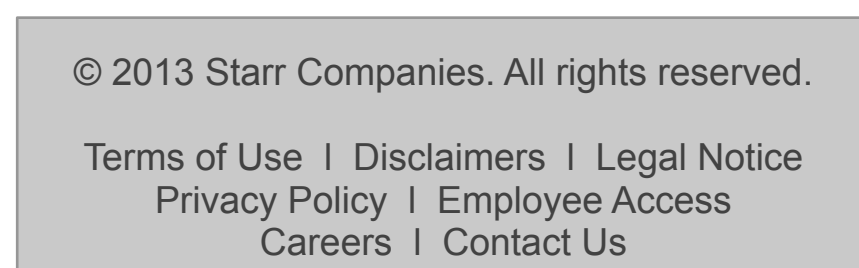
1 Navigation (Mobile)



2 Footer (Desktop)



2 Footer (Mobile)



Specifications

- A Localization Selector**
Release 1.0
This drop down should display the currently selected localization. If the user clicks the country name and language, the drop down should display the additional localizations.

At launch, only the United States (English) will be available so this control should be HIDDEN.

When there's more than one option available, this control will be exposed. System should use IP detection to predict where the user is and default to the native language for that country. When the drop down is exposed, the current selection should be visually indicated to the user. In the mobile experience the drop-down of regions should exist as a bar in the navigation.
- B CAREERS Navigation Item**
Release 1.0
If the user clicks this, the system should load 0.2. CAREERS in the current browser window.
- C CONTACT US Navigation Item**
Release 1.0
If the user clicks this, the system should load 0.3. CONTACT US in the current browser window.
- D MY FAVORITES Navigation Item**
Release 1.0
If the user clicks this, the system should load 0.4. MY FAVORITES in the current browser window.
- E Starr's Site Branding**
Release 1.0
The system should display the site branding. If the user clicks this logo/title, the system should load 0.0. HOMEPAGE in the current browser window.
- F WHO WE ARE Navigation Item**
Release 1.0
If the user clicks this, the system should load 1.0. WHO WE ARE in the current browser window.
- G WHAT WE DO Navigation Item**
Release 1.0
If the user clicks this, the system should load 2.0. WHAT WE DO - A in the current browser window.
- H HOW WE SERVE YOU Navigation Item**
Release 1.0
If the user clicks this, the system should load 3.0. HOW WE SERVE YOU in the current browser window.
- I Site Search**
Release 1.0
This is persistent. If the user types in anything, the parent page should load 0.1. SEARCH page with the results.
- J MEDIA CENTER Navigation Item**
Release 1.0
If the user clicks this, the system should load 4.0. MEDIA CENTER in the current browser window.
- K Nav Button**
Release 1.0
In the mobile experience, the navigation should be displayed as a drop-down. If the user clicks Nav, the system should display the navigation. If the user clicks the Nav button again, or anywhere other than the navigation drop-down, the system should hide the drop-down, returning to the default state.
- L TERMS OF USE Navigation Item**
Release 1.0
If the user clicks this, the system should load 0.5. TERMS OF USE in the current browser window.
- M DISCLAIMERS Navigation Item**
Release 1.0
If the user clicks this, the system should load 0.6. DISCLAIMERS in the current browser window.
- N LEGAL NOTICE Navigation Item**
Release 1.0
If the user clicks this, the system should load 0.7. LEGAL NOTICE in the current browser window.
- O PRIVACY POLICY Navigation Item**
Release 1.0
If the user clicks this, the system should load 0.8. PRIVACY POLICY in the current browser window.
- P EMPLOYEE ACCESS Navigation Item**
Release 1.0
If the user clicks this, the system should load 0.9. EMPLOYEE ACCESS in the current browser window.

A.2. Carousels

1 Carousel (Desktop/Tablet)

A Browse Coverages | VIEW ALL CAROUSEL (SPAN 2 COLUMNS) VIEWING 1-2 OF 9 < >

B

<Coverage A>

<Industry A>
<Industry B>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet...

SEE COVERAGE DETAIL

<Coverage B>

<Industry B>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet...

SEE COVERAGE DETAIL

A Browse Coverages | VIEW ALL CAROUSEL (SPAN 3 COLUMNS) VIEWING 1-3 OF 9 < >

B

<Coverage A>

<Industry A>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet...

SEE COVERAGE DETAIL

<Coverage B>

<Industry B>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet...

SEE COVERAGE DETAIL

<Coverage C>

<Industry C>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet...

SEE COVERAGE DETAIL

C Case Studies | VIEW ALL CAROUSEL (SPAN 2 COLUMNS) VIEWING 1-2 OF 3 < >

D

<Title A>

Company: <Company A>
Industry: <Industry A>
Coverage: <Coverage A>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. [READ MORE >](#)

<Title C>

Company: <Company C>
Industry: <Industry C>
Coverage: <Coverage C>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. [READ MORE >](#)

C Case Studies | VIEW ALL CAROUSEL (SPAN 3 COLUMNS) VIEWING 1-3 OF 5 < >

D

<Title A>

Company: <Company A>
Industry: <Industry A>
Coverage: <Coverage A>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. [READ MORE >](#)

<Title C>

Company: <Company C>
Industry: <Industry C>
Coverage: <Coverage C>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. [READ MORE >](#)

<Title A>

Company: <Company A>
Industry: <Industry A>
Coverage: <Coverage A>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. [READ MORE >](#)

E Catch-All CAROUSEL (SPAN 2 COLUMNS) VIEWING 1-3 OF 4 < >

F

<Title A>

Company: <Company A>
Industry: <Industry A>
Coverage: <Coverage A>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. [\(more\)](#)

"Starr helped my company save money by assessing our needs giving us a customized coverage."

E Catch-All CAROUSEL (SPAN 3 COLUMNS) VIEWING 1-3 OF 4 < >

F

<Title A>

Company: <Company A>
Industry: <Industry A>
Coverage: <Coverage A>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. [\(more\)](#)

"Starr helped my company save money by assessing our needs giving us a customized coverage."

GENERIC PROMO MODULE

2 Carousel (Mobile)

A Browse Coverages VIEW ALL

B

<Coverage A>

<Industry A>
<Industry A>

[Find Out More](#)

< >

C Case Studies VIEW ALL

D

<Title A>

Company: <Company A>
Industry: <Industry A>
Coverage: <Coverage A>

< >

E Catch-All VIEW ALL

F

<Title A>

Company: <Company A>
Industry: <Industry A>
Coverage: <Coverage A>

< >

Specifications

A Browse Coverages
Release 1.0
This area has the browse coverages title to the left and on the right the pagination along with the <>. (Pagination count is 1 at a time on Mobile) User also has the ability to click on "View All" link (OnMouseClick, will take the user to the 2.0. What We Do page.

B Coverages Carousel
Release 1.0
The carousel should display a linear sequence of tiles each containing the following which should be editable in the CMS:
DESKTOP/ TABLET
(1) Coverage Name
(2) Industry Name (OnMouseClick, parent page refreshes to display 2.0. WHAT WE DO with the relevant industry selected from the drop down).
(3) Short description of the coverage (Hidden on Mobile)
(4) CTA to the related coverage detail page (OnMouseClick, parent page refreshes to display 2.0.XX. COVERAGE PAGE).

The carousel should always display two to three tiles at a time. The data set must be at least two items. If the data set is larger than two items, but not divisible by two, the last scrolling action will move the data set by one. If the data set only has two items then the pagination and arrow(s) will not be visible to the user.

MOBILE
OnMouseClick anywhere on the tile, the parent page refreshes to display 2.0.XX. COVERAGE PAGE).
(1) Coverage Name
(2) Industry Name(s)
(3) CTA to the related coverage detail page

The carousel should always display one tile at a time. The pagination below will reflect the number of items in the entire carousel.

C Case Studies
Release 1.0
This area has the case studies title to the left. User also has the ability to click on "View All" link (OnMouseClick, will take the user to the 3.5. Case Studies page. (Pagination count is 1 at a time on Mobile)

D Case Studies Carousel
Release 1.0
The carousel should display a linear sequence of tiles each containing the following which should be editable in the CMS:
DESKTOP/ TABLET
(1) Image - Optional (OnMouseClick, parent page refreshes to display 3.5.XX. CASE STUDY PAGE).
(2) Case Study Title (OnMouseClick, parent page refreshes to display 3.5.XX. CASE STUDY PAGE).
(3) Company Name (that's featured in the case study)
(4) Industry Name (OnMouseClick, parent page refreshes to display 2.0. WHAT WE DO with the relevant industry selected from the drop down). (Disabled on Mobile)
(5) Coverage (OnMouseClick, parent page refreshes to display 2.0.XX. COVERAGE NAME). (Disabled on Mobile)
(6) Short description of the case study (Hidden on Mobile)
(7) CTA to allow the user to read the case study (OnMouseClick, parent page refreshes to display 3.5.XX. CASE STUDY PAGE). (Hidden on Mobile)

The carousel should always display two tiles at a time. The data set must be at least two items. If the data set is larger than two items, but not divisible by two, the last scrolling action will move the data set by one. IF the data set only has two items then the pagination and arrow(s) will not be visible to the user.

MOBILE
OnMouseClick anywhere on the tile, parent page refreshes to display 3.5.XX. CASE STUDY PAGE
(1) Image (Optional)
(2) Case Study Title
(3) Company Name (that's featured in the case study)
(4) Industry Name (that's featured in the case study)
(5) Coverage (that's featured in the case study)
(6) CTA to allow the user to read the case study

The carousel should always display one tile at a time. The pagination below will reflect the number of items in the entire carousel.

E Catch-All
Release 1.0
This area has the catch-all carousel title to the left and on the right the pagination along with the <> (on the sides). (Pagination count is 1 at a time on Mobile)

F Catch-All Carousel
Release 1.0
The carousel should display a linear sequence of tiles each could contain any of the following:

- (1) Case Study Title (using the same formatting and behavior as stated above)
- (2) Testimonial (static content that's editable by CMS author with NO CTA).
- (3) Generic Promo Module that allows the CMS author to enter the following:
 - Image
 - URL - Wrapping the image

AND / OR

- Body Copy - Rich Text HTML

** All fields are optional

DESKTOP/ TABLET
The carousel should always display two to three tiles at a time (depending on which set is needed). The data set must be at least three items. If the data set is larger than three items, but not divisible by three, the last scrolling action will move the data set by less than 3.

MOBILE
The carousel should always display one tile at a time. The pagination below will reflect the number of items in the entire carousel.

PREVIOUS + NEXT BUTTON RULES FOR ALL CAROUSELS

Prev/Next Default State
Release 1.0
If the user is at the beginning of the data set (or whenever the page loads or reloads, the system should not show the **Prev** button, as there are no other tiles to see in that direction.

Prev/Next Buttons
Release 1.0
If the user clicks the Prev or Next buttons, the system should advance the carousel data set one full page view. For example, if tiles 1-3 were displayed, and the user clicked next, the system should smoothly scroll to tiles 4-6. This functionality should be consistent in either direction.

If the number of carousel items is not divisible by three, then when scrolling to the extreme ends of the carousel, the system should adjust the final scroll so that there are no empty spaces. For example, if the user is on tiles 1-3 and the data set contains 8 tiles, then when the user clicks "next", the system should scroll so that tiles 4-8 are visible.

Prev/Next End State
Release 1.0
If the user reaches the end of the data set, the system should not show the **Next** button, as there are no other tiles to see.

A.3. Industry & Coverage Selector

1 Industry & Coverage Selector (Desktop)

A

By Industry OR By Coverage

B

RECENTLY VIEWED:

- [See All Industries](#)
- [Coverage 1 Name](#)
- [Coverage 2 Name](#)
- [Coverage 3 Name](#)
- [Coverage 4 Name](#)

A

By Industry

OR

By Coverage

B

RECENTLY VIEWED INDUSTRIES:

- [See All Industries](#)
- [Coverage 1 Name](#)
- [Coverage 2 Name](#)
- [Coverage 3 Name](#)
- [Coverage 4 Name](#)

1 Industry & Coverage Selector (Mobile)

A

By Industry


OR

By Coverage

2 Industry Map (Desktop)

C

Find Your Industry




QUICK FACTS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2 Industry Map (Tablet)

C

Find Your Industry



2 Industry Map (Mobile)

C

Find Your Industry

Specifications

A Industry or Coverage Selector

Release 1.0

[IF THIS CONTROL IS ON THE 2.0. WHAT WE DO] The behavior is as follows:

DESKTOP/TABLET:

- Industry drop down is hidden.

- USER SELECTS COVERAGE and clicks CTA, parent page will refresh and take the user to the relevant 2.0.XX page.

MOBILE:

- USER SELECTS INDUSTRY and clicks CTA, parent page will dynamically display the relevant industry information below this control.

- USER SELECTS COVERAGE and clicks CTA, parent page will refresh and take the user to the relevant 2.0.XX page.

[IF THIS CONTROL IS ON ANY OTHER PAGE] This allows the user to select the specific industry or Coverage. The behavior is as follows:

- USER SELECTS INDUSTRY and clicks CTA, parent page will refresh and take the user to 2.0. WHAT WE DO and display the relevant industry information below (via anchor link).

- USER SELECTS COVERAGE and clicks CTA, parent page will refresh and take the user to the relevant 2.0.XX Coverage Page.

B Recently Viewed Lists

Release 1.0

This is a listing of all all recently viewed coverages in this session.

Under Coverages, there can be a listing of up to 4 coverages. The most recent will be listed on top and the user has the ability click on one and go to the relevant page. OnMouseClick, parent page will refresh with the relevant content.

- [See All Industries](#) --> OnMouseClick, parent page refresh to show 2.0 WHAT WE DO and anchor down to the listing of all Industries

- [Specific Coverage](#) --> OnMouseClick, parent page refresh to show 2.0.XX SPECIFIC COVERAGE DETAIL page with the specific industry selected in the industry & coverage selector.

This only works for the given country + language. If user goes to a new country/language this list is cleared.

If no coverage is listed yet the system should display the module and only the "See All Industries" CTA would be present.

C Industry Map

Release 1.0

This is a CMS driven map. Depending on the industry that the user selects, the system should display the map (static image) that shows what countries it's present in.

DESKTOP:

This module allows the user to select any of the industries. By default, the drop down should select the first item in the drop down. Once the user selects the industry, the "QUICK FACTS" below will refresh for the given industry and the map has will refresh to show the countries it's present. The CTA on the right will also allow the user to get more info on that industry by refreshing the parent page with 2.0 WHAT WE DO with the relevant industry already selected.

TABLET:

On tablet, the industry drop down and CTA are stacked on top of the map while the quick facts are hidden.

MOBILE:

The user only sees the drop down for industries and once an industry is selected then the parent page refreshes with 2.0 WHAT WE DO with the relevant industry already selected.

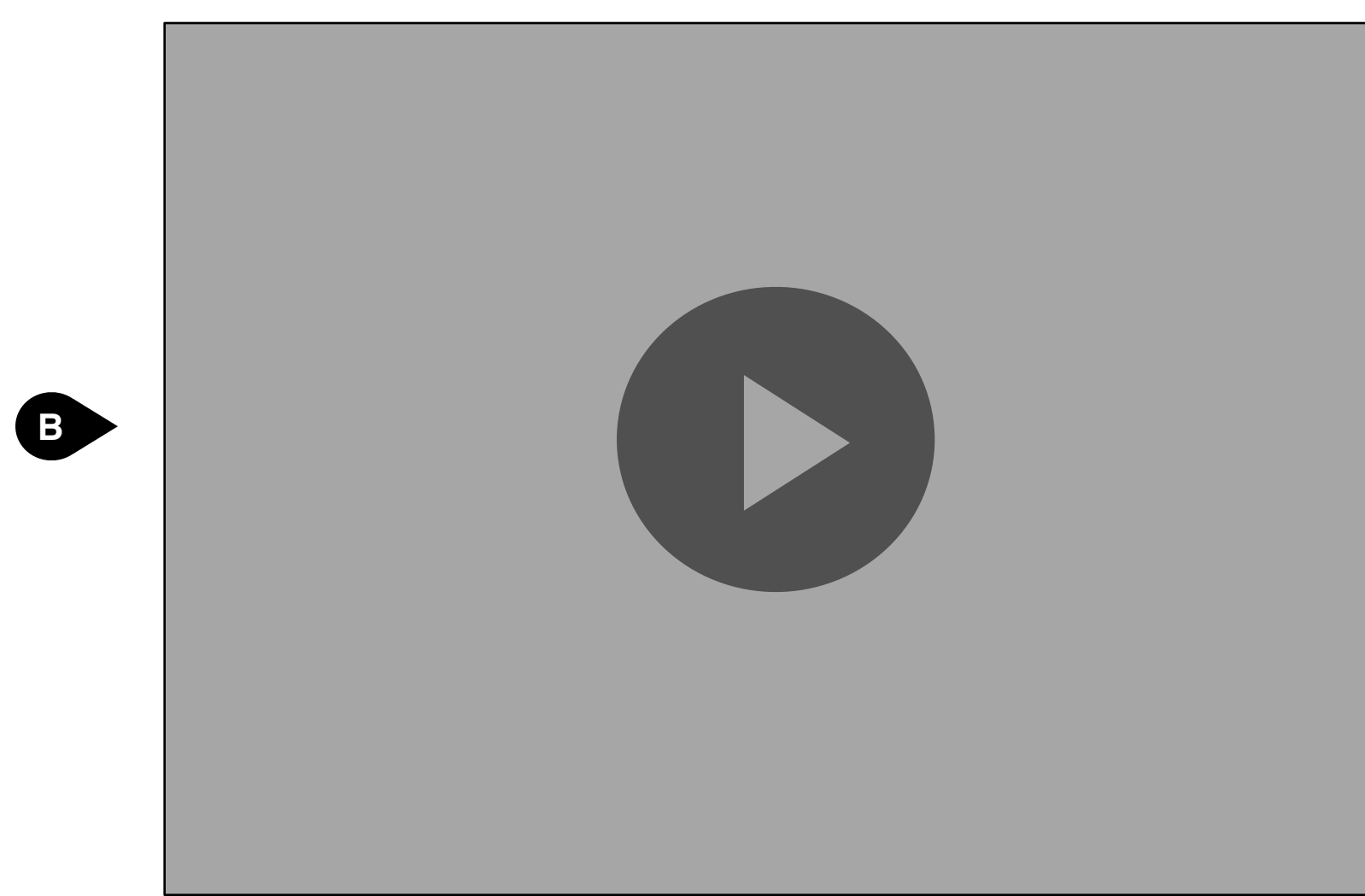
This map is suppressed on mobile.

A.4. Image/Video Controls

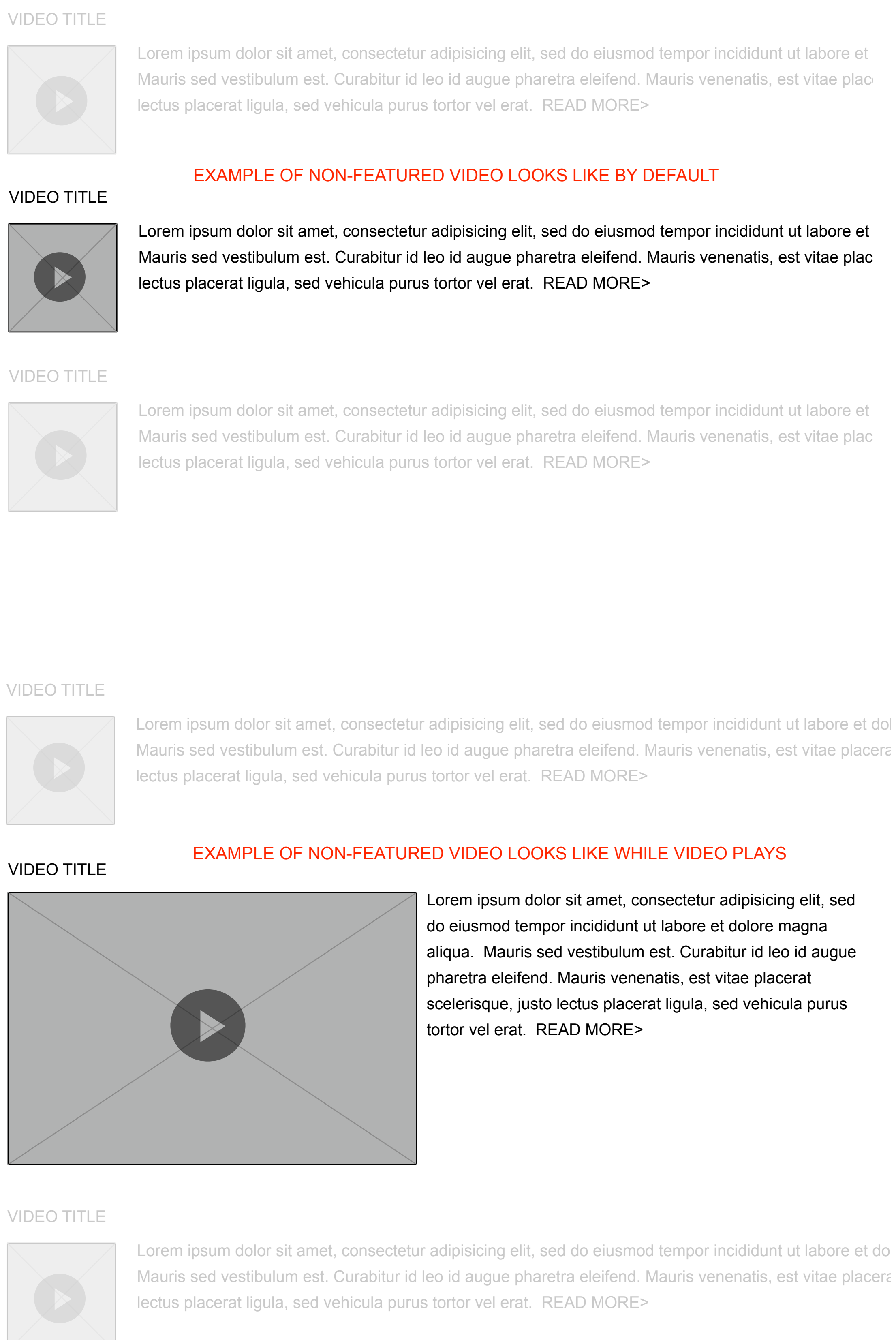
1 Image Control (Desktop/Tablet)



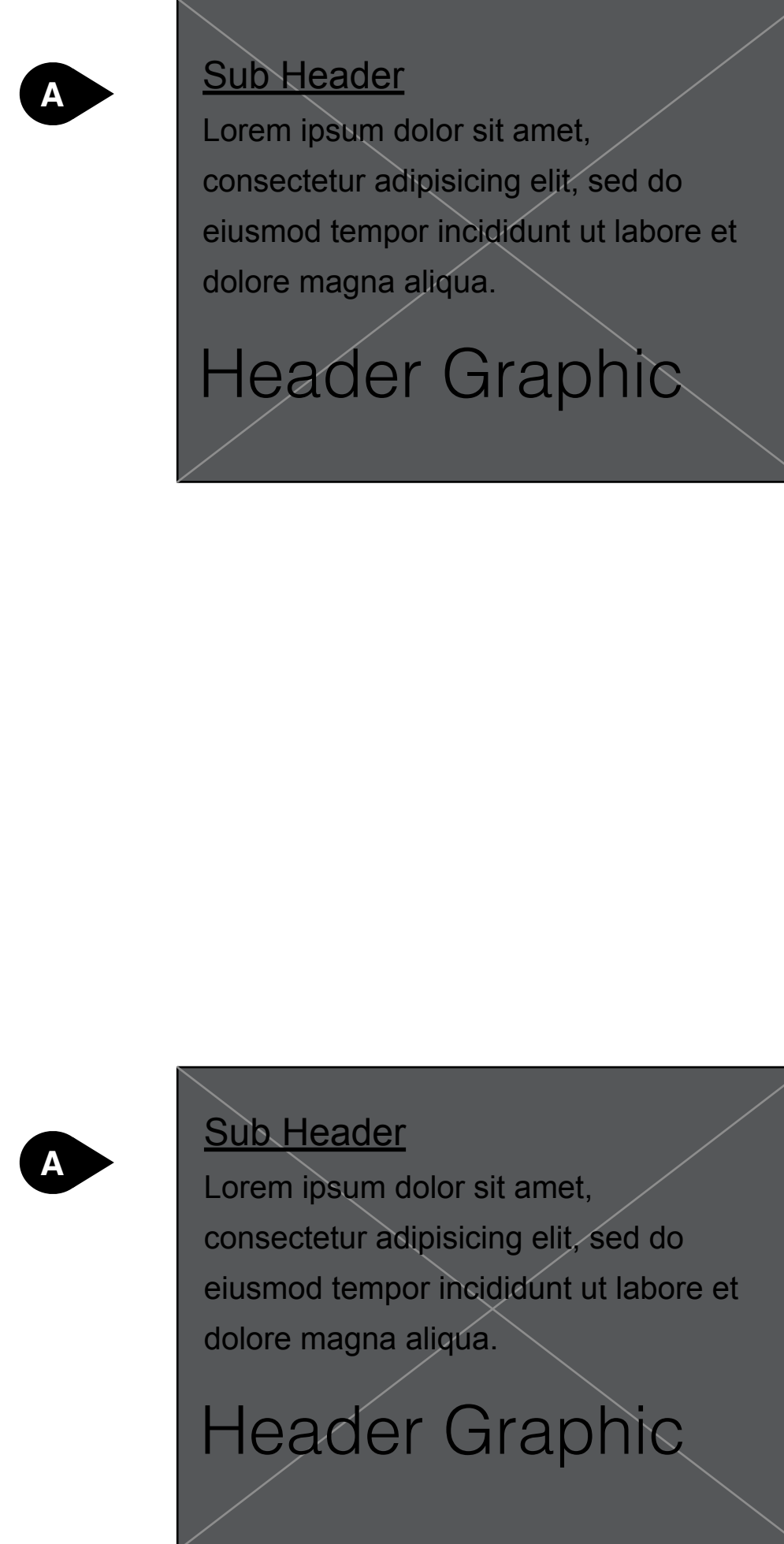
2 Featured Video Control (Desktop/Tablet)



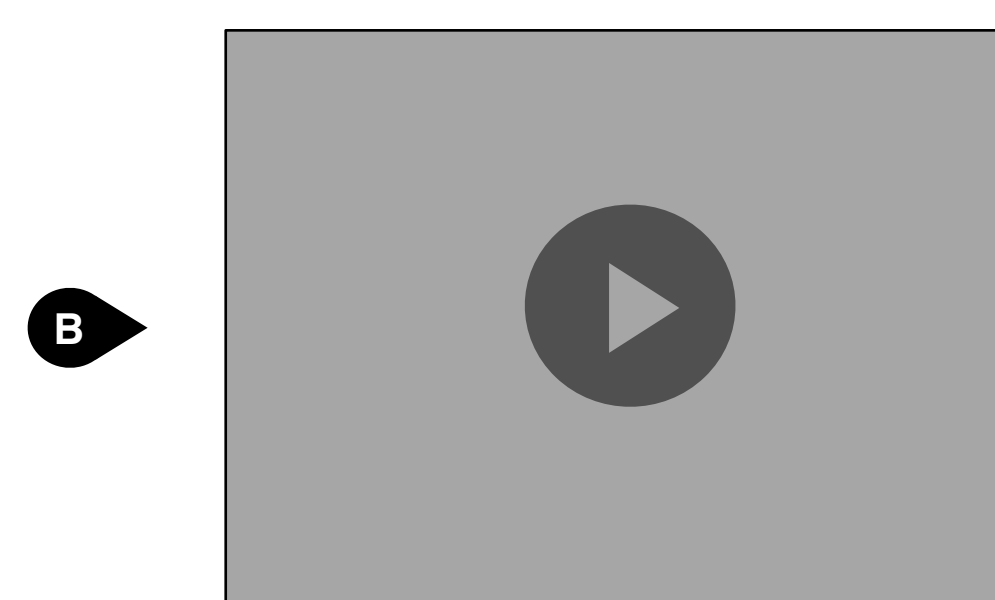
2 Non-Featured Video Control (Desktop/Tablet)



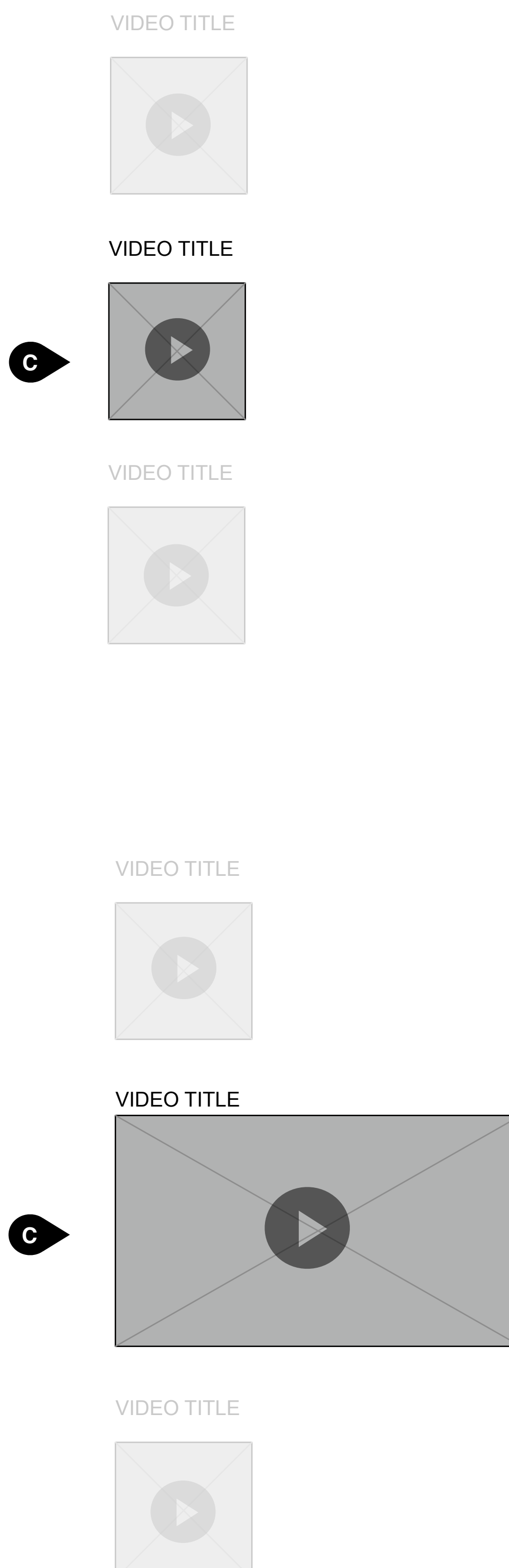
1 Image Control (Mobile)



2 Featured Video Control (Mobile)



2 Non-Featured Video Control (Mobile)



Specifications

A Hero Image
Release 1.0
 This is the hero spot for images. If more than one image is needed then this should display the image that's currently on focus. On page load, the system should auto-rotate through up to five hero messaging units (if applicable). Final design and count of the units TBD based on what content is available. Each slide is made up of the following:
 (1) Background image
 (2) Header Graphic (script text)
 (3) Sub Header
 (4) Short Description

DESKTOP & TABLET - By default, only Header Graphic is shown. Auto reveal (timing TBD) the sub header + short description. Auto rotate through all slides (if more than one) and when on last one goes back to the first.

MOBILE - By default, this is always expanded to reveal the sub header + short description. Auto rotate through all slides (if more than one) and when on last one goes back to the first.

The units and their order should be CMS-editable.

B Featured Video
Release 1.0
 By default, a thumbnail jpg image from a scene in the (YouTube Video Embed) video is displayed. OnMouseClick on thumbnail, system will show the video player in the same space as the thumbnail. The surrounding elements on the page will not need to shift.

C Non-Featured Video
Release 1.0
 By default, a thumbnail jpg image from a scene in the (YouTube Video Embed) video is displayed.

DESKTOP & TABLET - OnMouseClick on thumbnail, system will show the video player (as seen lower left of video while it plays) expanded in this area (on parent page). Notice, on desktop/tablet view anything to the right shifts over and anything below lowers to accommodate the space needed. The transition from default-to-active state and from active-to-default state will be abrupt.

MOBILE - OnMouseClick on thumbnail, system will give the user the option to play in YouTube app or full screen.

A.5. Related Coverage Controls

1 Browse Coverage Controls (Desktop)

CONTENT RELATED COVERAGES:

<Related Coverage A>

Industry: <Industry A>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. ([more](#))

<Related Coverage B>

Industry: <Industry B>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. ([more](#))

<Related Coverage C>

Industry: <Industry C>

Lorem ipsum dolor sit amet, consectetur adipiscing elit. ([more](#))

1 Browse Coverage Controls (Mobile)

CONTENT RELATED COVERAGES:

<Related Coverage A>

Industry: <Industry A>

<Related Coverage B>

Industry: <Industry B>

<Related Coverage C>

Industry: <Industry C>

Specifications

A The module should display up to three relevant coverages. Each related coverage contains the following which should be editable in the CMS:

DESKTOP/TABLET

(1) Related Coverage Name (OnMouseClicked, parent page refreshes to display 2.0.XX. *COVERAGE PAGE*)

(2) Industry Name (as it relates to the coverage)

(3) Short description of the coverage (**Hidden on Mobile**)

MOBILE

OnMouseClicked anywhere on the tile, the parent page refreshes to display 2.0.XX. *COVERAGE PAGE*).

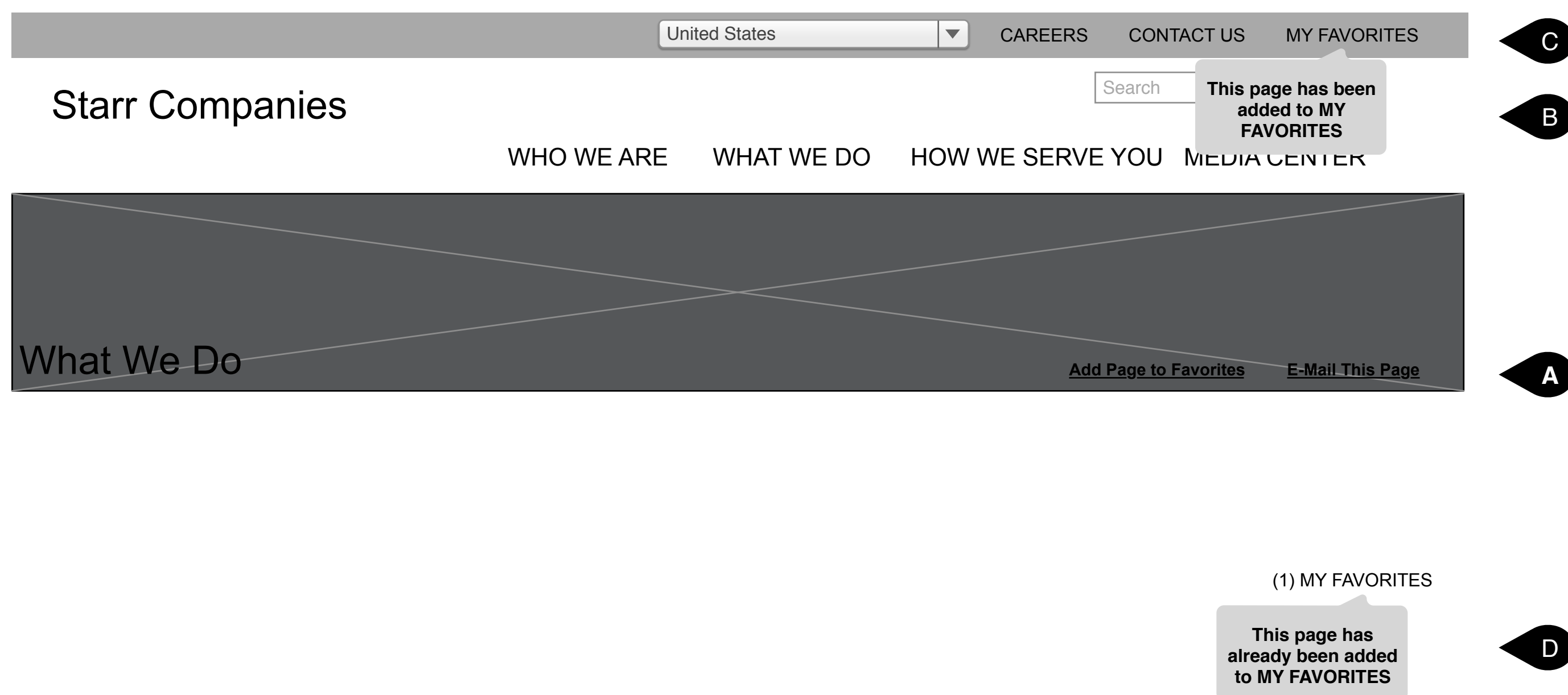
(1) Related Coverage Name

(2) Industry Name

The CMS author should also have the ability to choose which one goes on top.

A.6. Other Controls

1 Download/E-mail Widgets (Desktop)



Specifications

- A Title**
Release 1.0
The following links are on most pages in the site and are as follows:
- (1) Add Page to Favorites - OnMouseClicked, system adds the given page to the 0.4. MY FAVORITES and adds +1 to the count of number of pages (see B) while user stays on the current page. The things that are passed and saved to MY FAVORITES:
- URL of the page
 - TITLE (sans STARR Companies)
- On 0.4. MY FAVORITES page the only thing that is displayed is the TITLE (sans STARR Companies).
- Also, a balloon pops up on "My Favorites" link to indicate that the page has been added (see annotation C).
- (2) E-Mail This Page - OnMouseClicked, parent page refreshes to 0.4. MY FAVORITES and adds this page to the list of pages. User is then able to fill out the form to send the page to someone.
- If there are pages already in the "My Favorites" list then the page that the user just added using this link will also be part of the list.
- B My Favorites Balloon Pop Up**
Release 1.0
This is the balloon that pops up after user clicks on "Add Page to Favorites". The balloon will stay for about 5 seconds on screen.
- C (#) MY FAVORITES**
Release 1.0
OnMouseClicked, parent page refreshes to 0.4. MY FAVORITES page. The number to the left of the label shows the number of pages that are currently being saved to that session.
- D Adding the Same Page Twice**
Release 1.0
If a user tries to add the same page (and active tab) to the MY FAVORITES twice in the same session then the system should display a message that this name has already been added to MY FAVORITES.

1 Download/E-mail Widgets (Mobile)

