Ogilwy

Version: 0.38

STE REDESIGN

Authored by: Ogilvy & Mather

Lisa Ma lisa.ma@ogilvy.com 212.237.4329

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Table of Contents

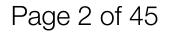
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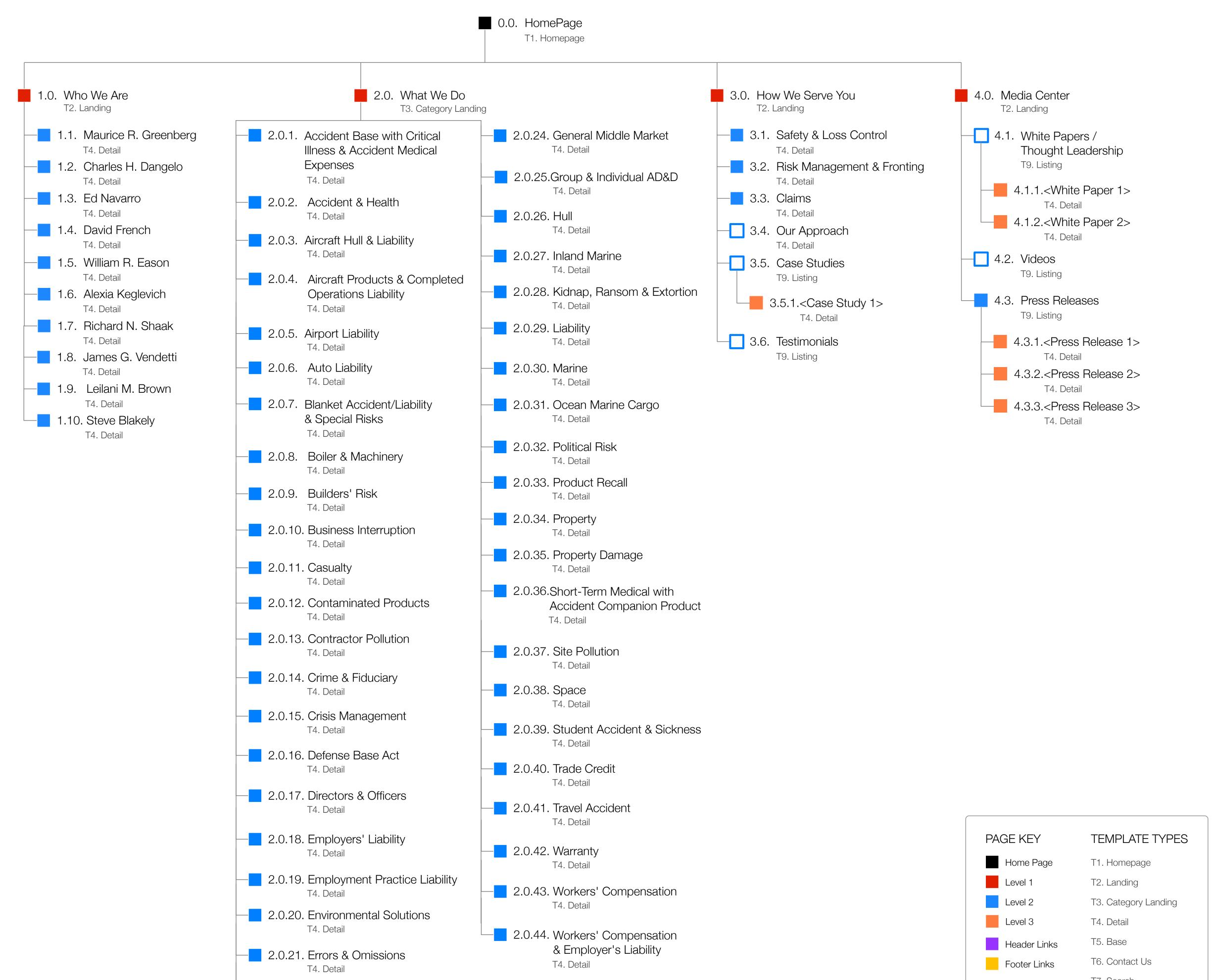
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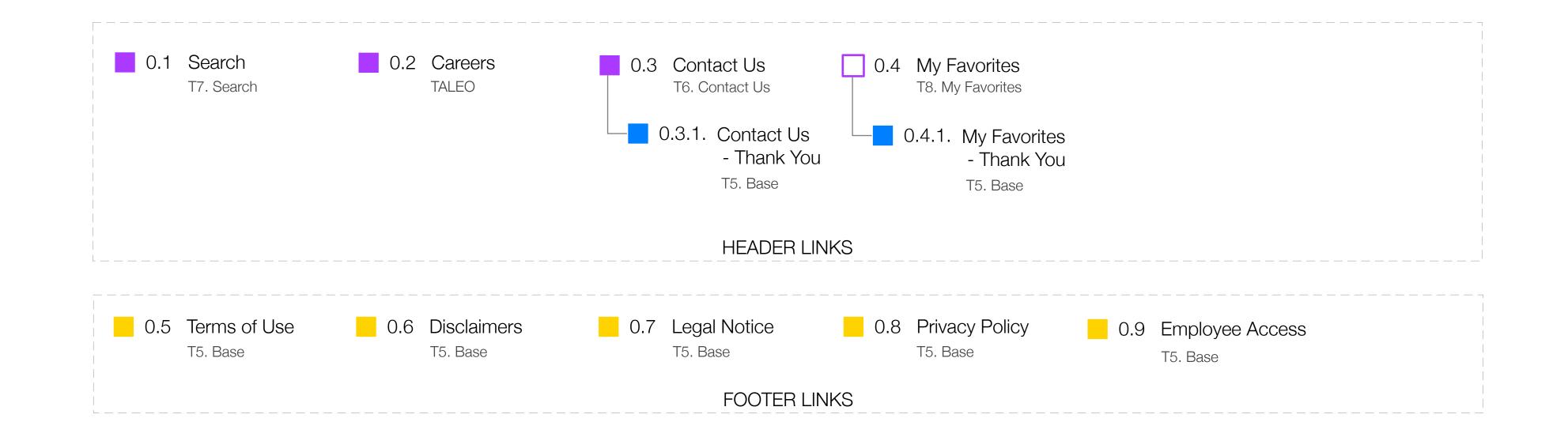
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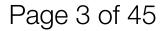


Site Map



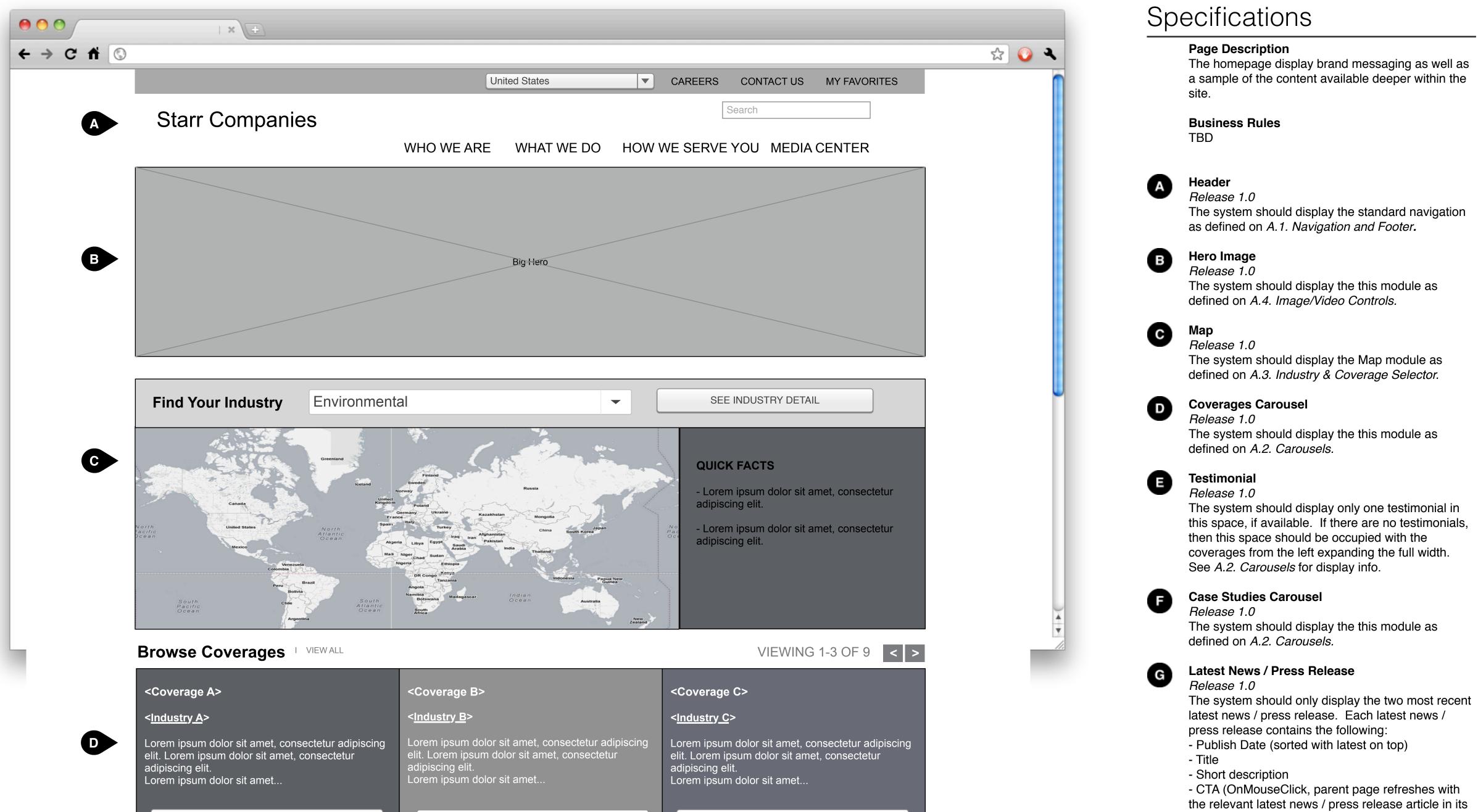






0.0. Homepage (Desktop)

Template: T1. Homepage

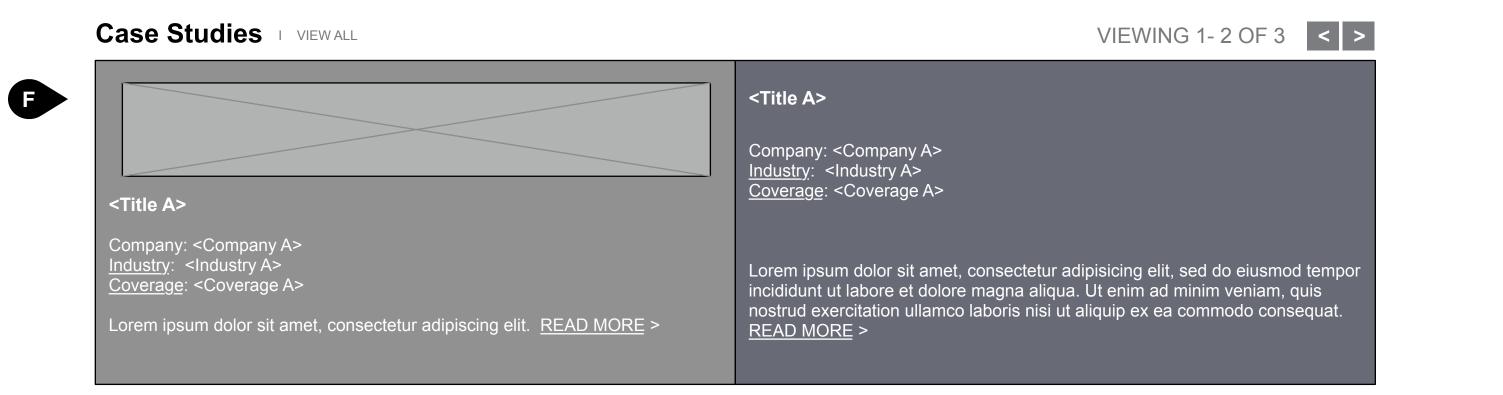


"Starr helped my company save money by assessing our needs and giving us a customized

SEE COVERAGE DETAIL

coverage." - John D.

SEE COVERAGE DETAIL



Latest News/ Press Releases | VIEW ALL Thought Leadership | VIEW ALL

J

STARR Indemnity has an A.M. Best Financial

A.M. Best Financial Strength Rating

SEE COVERAGE DETAIL

entirety.

User has the ability to see all by clicking on "VIEW ALL". OnMouseClick, parent page refreshes with 4.3. PRESS RELEASES.

White Paper / Thought Leadership

Release 1.0

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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". OnMouseClick, parent page refreshes with 4.1. WHTE PAPER / THOUGHT LEADERSHIP.

Industry Rating

Release 1.0 The system should display the this module as defined by the system.

Footer Release 1.0

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

3/2/12 - Starr Companies Appoints Hayman President Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dalara magna aligua	John Doesmith Vice President of STARR Lorem ipsum dolor sit amet,	STARR Indemnity has an A.M. Best Financial strength rating of A	
dolore magna aliqua. <u>READ MORE</u> > 2/26/12 - Starr Companies Appoints Hayman President Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. <u>READ MORE</u> >	consectetur adipisicing elit, sed do eiusmod tempor idolore magna aliqua. Ut ullamco laboris nisi ut aliquip ex ea commodo consequat. <u>READ MORE</u> >	Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.	

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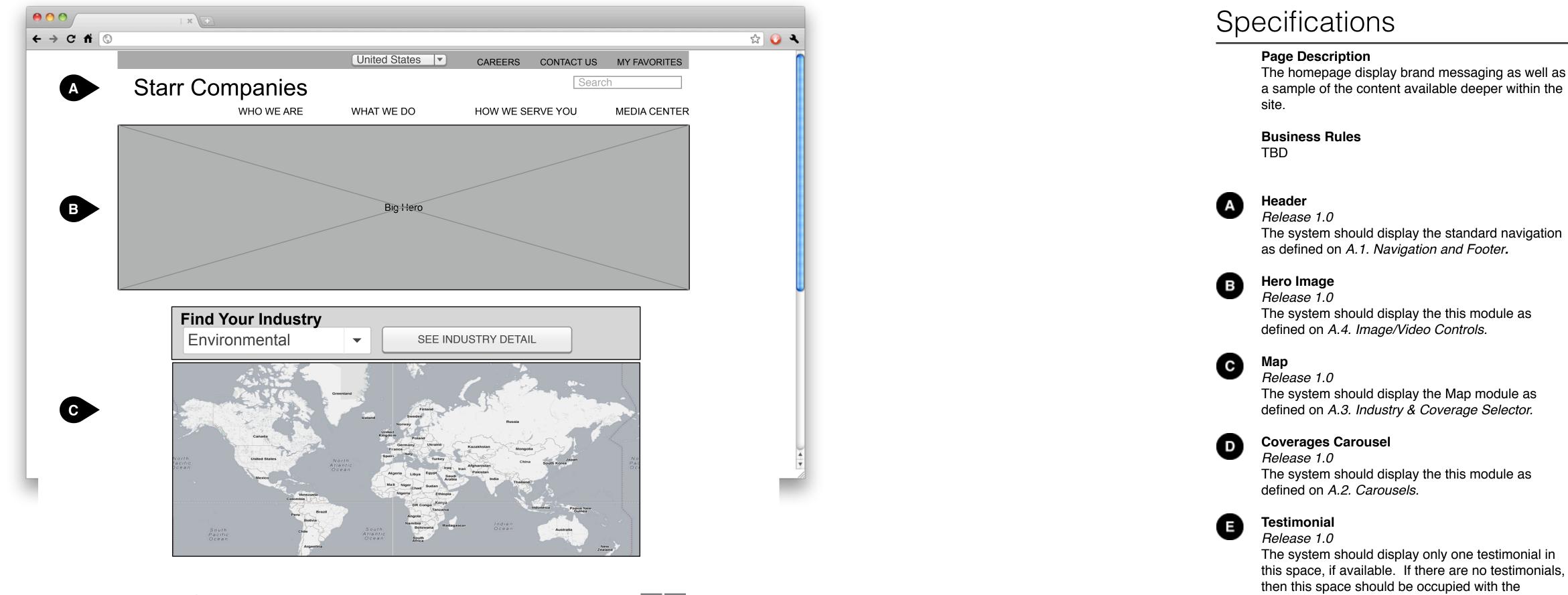
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0.0. Homepage (Tablet)

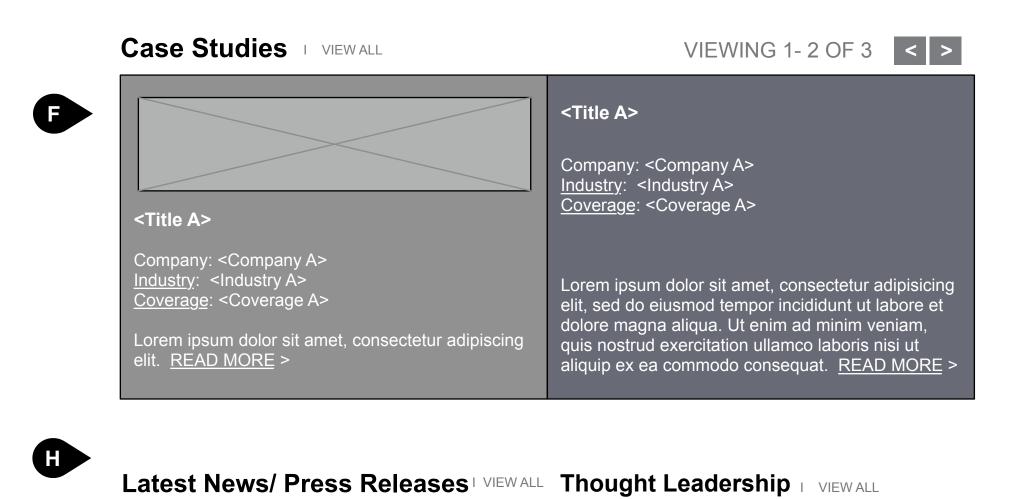
Template: T1. Homepage

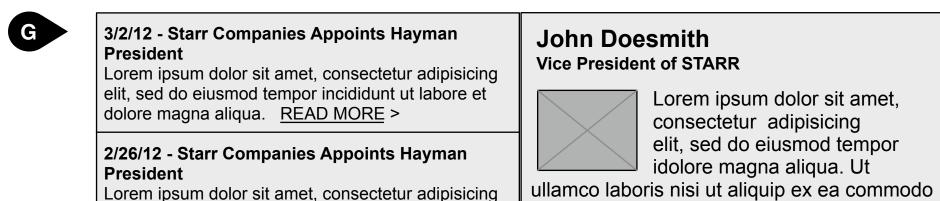
J



Browse Coverages I VIEW ALL	VIEWING 1-2 OF 9 < >	
<coverage a=""></coverage>	<coverage b=""></coverage>	
< <u>Industry A</u> >	< <u>Industry B</u> >	
Lorem ipsum dolor sit amet, consectetur adipiscing	Lorem ipsum dolor sit amet, consectetur adipiscing	
elit. Lorem ipsum dolor sit amet, consectetur	elit. Lorem ipsum dolor sit amet, consectetur	
adipiscing elit.	adipiscing elit.	
Lorem ipsum dolor sit amet	Lorem ipsum dolor sit amet	
SEE COVERAGE DETAIL	SEE COVERAGE DETAIL	

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





coverages from the left expanding the full width. See *A.2. Carousels* for display info.

Case Studies Carousel

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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 (OnMouseClick, 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". OnMouseClick, parent page refreshes with 4.3. PRESS RELEASES.

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". OnMouseClick, parent page refreshes with 4.1. WHTE PAPER / THOUGHT LEADERSHIP.

Industry Rating

Release 1.0 The system should display the this module as defined by the system.

Footer Release 1.0

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

elit, sed do eiusmod tempor incididunt ut labore et	consequat. <u>READ MORE</u> >
dolore magna aliqua. <u>READ MORE</u> >	

A.M. Best Financial Strength Rating

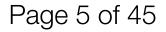
STARR Indemnity has an A.M. Best Financial strength rating of A



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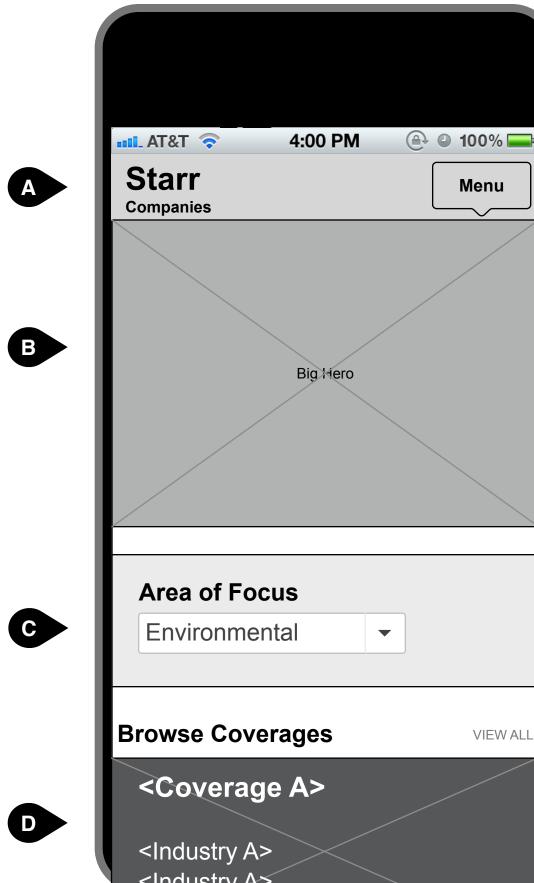
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0.0. Homepage (Mobile)

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

Header

A

B

e

E

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

Hero Image

Release 1.0 The system should display the this module as defined on A.4. Image/Video Controls.

C Мар

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.

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.

<Industry A> Find Out More

D

F

> <

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

Case Studies

VIEW ALL

<Title A>

Company: <Company A> <u>Industry</u>: <Industry A> <u>Coverage</u>: <Coverage A>

> <

Latest News / Press Releases VIEW ALL

3/2/12 - Starr Companies **Appoints Hayman President**

2/26/12 - Starr Companies **Appoints Hayman President**

A.M. Best Financial Strength Rating



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Starr Indomnity has an A M

Case Studies Carousel

Release 1.0 The system should display the this module as defined on A.2. Carousels.

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 (OnMouseClick, 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". OnMouseClick, parent page refreshes with 4.3. PRESS RELEASES.

Industry Rating

Release 1.0

The system should display the this module as defined by the system.

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". OnMouseClick, parent page refreshes with 4.1. WHTE PAPER / THOUGHT LEADERSHIP.

If there are no White Paper / Thought Leadership then everything below this should move up.



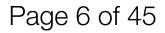
J

Release 1.0

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

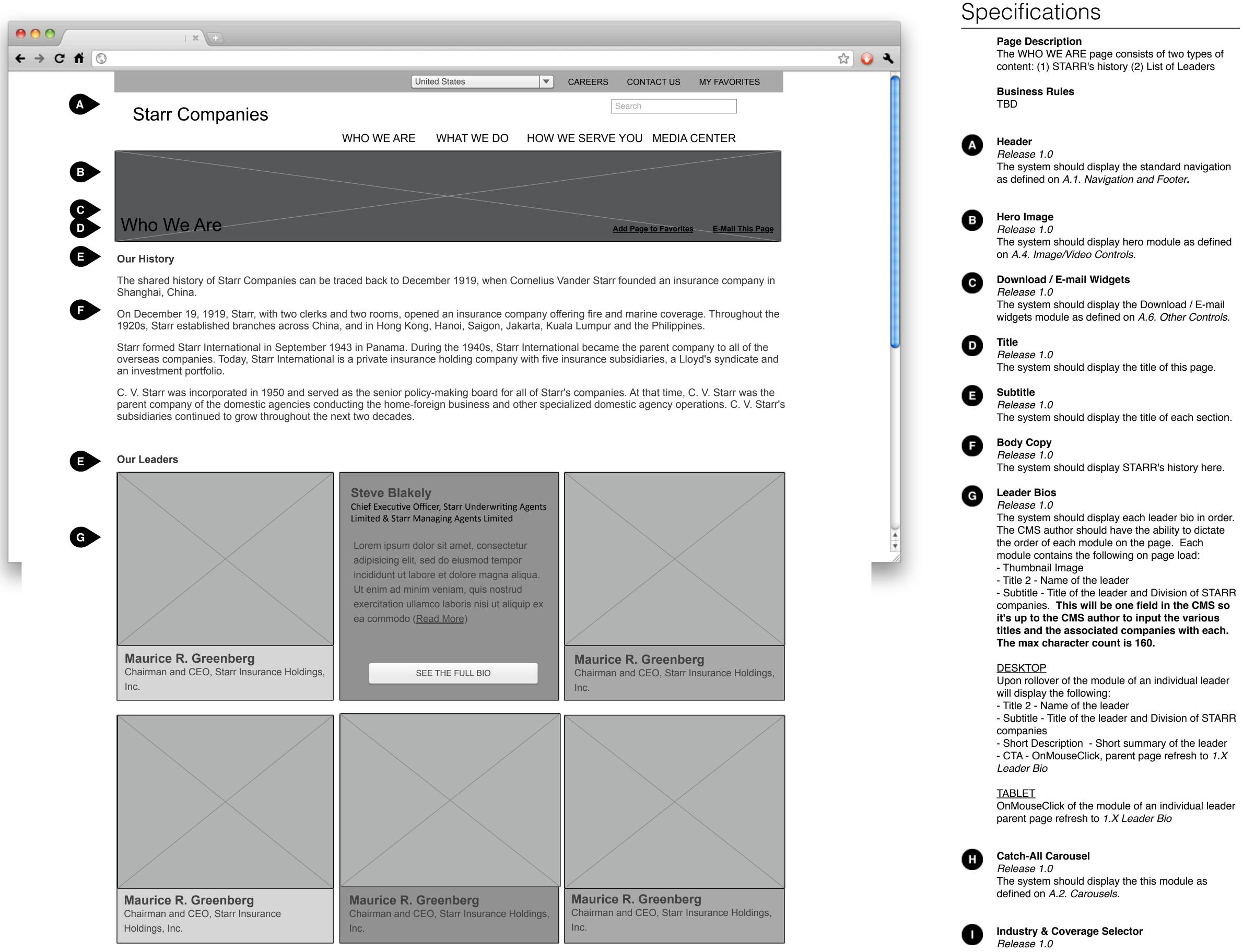
Best Financial strength rating of A (Excellent) (Financial Size Category) >		
Though	t Leadership	VIEW
Mark S	mth (VP)	
	Lorem ipsum dolor sit consectetur adipisicin eiusmod tempor incid labore et dolore magr enim ad minim veniar nostrud exercitation u nisi ut aliquip ex ea co consequat. <u>Find Ou</u>	ng elit, sed d lidunt ut na aliqua. U m, quis ullamco labo ommodo
© 2013	Starr Companies. All righ	nts reserved
	of Use Disclaimers L vacy Policy Employee	•

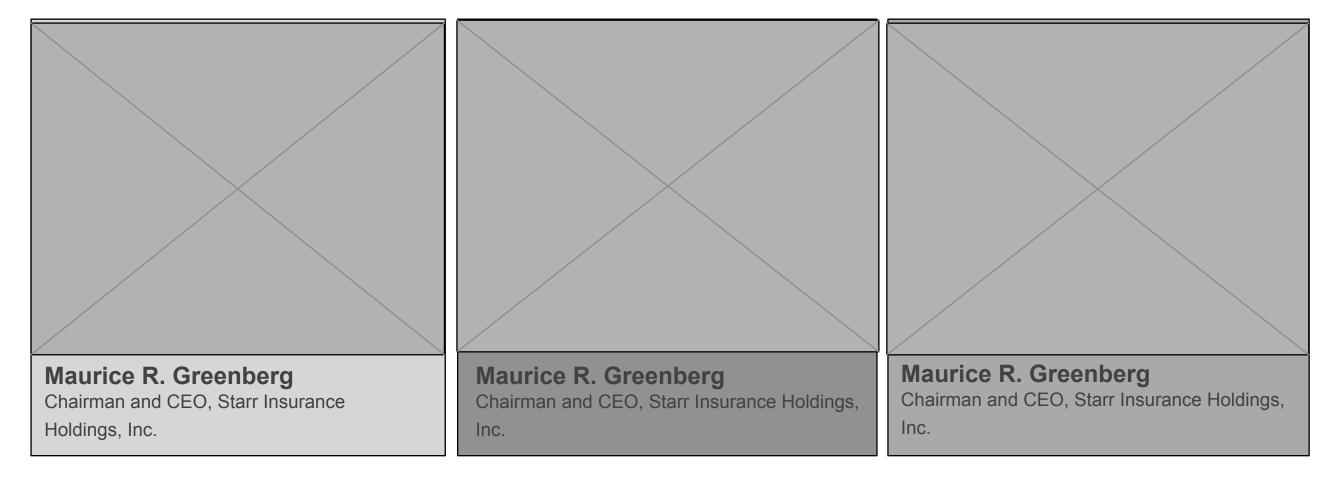
Careers I Contact Us



1.0. Who We Are (Desktop/Tablet)

TEMPLATE: T2. LANDING



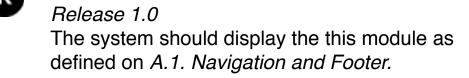


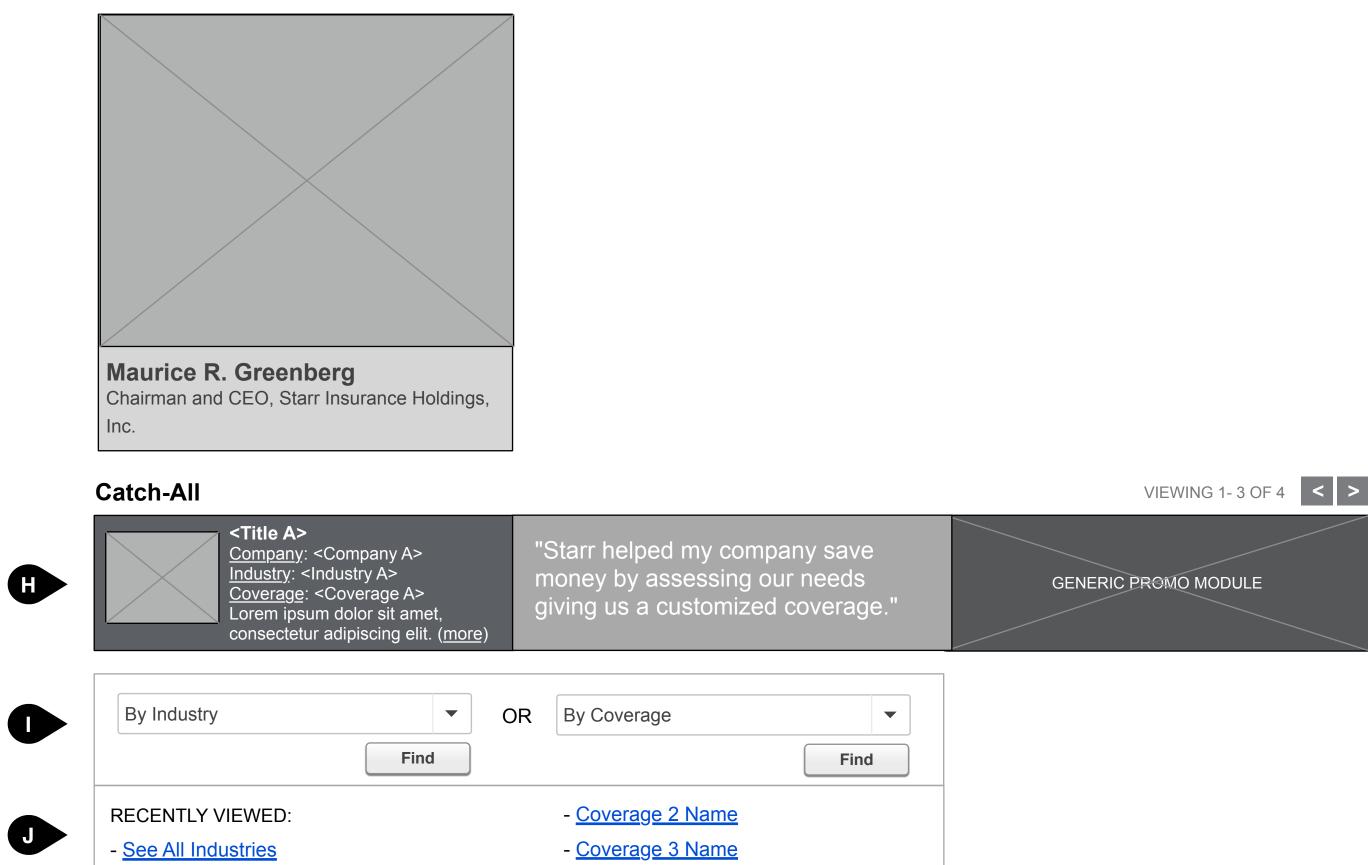
The system should display the this module as defined on A.3. Industry & Coverage Selector.



Recently Viewed Lists

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





- Coverage 4 Name

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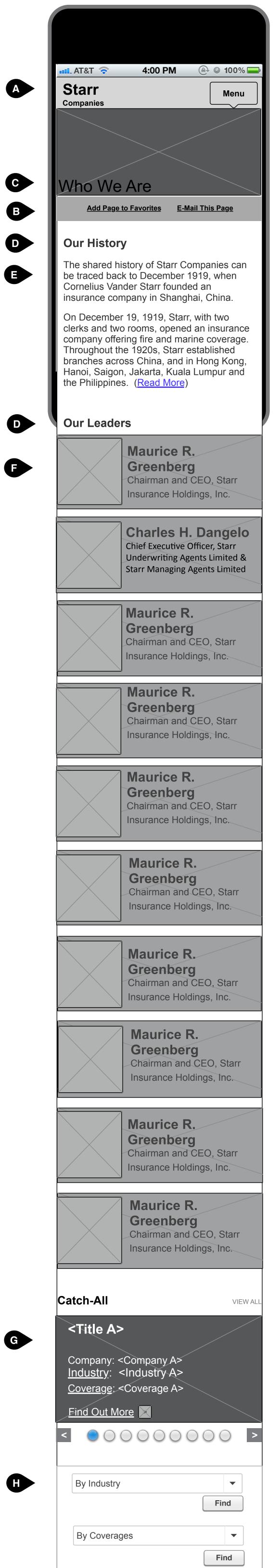
K

- <u>Coverage 1 Name</u>



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

Header

A

B

D

B

Release 1.0 The system should display the standard navigation

as defined on A.1. Navigation and Footer.

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.

Subtitle

Release 1.0 The system should display the title of each section.

8 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.

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.

OnMouseClick anywhere on the tile, parent page refreshes to display 1.X Leader Bio



Catch-All Carousel

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

Industry & Coverage Selector

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

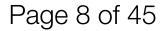
Footer

E

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

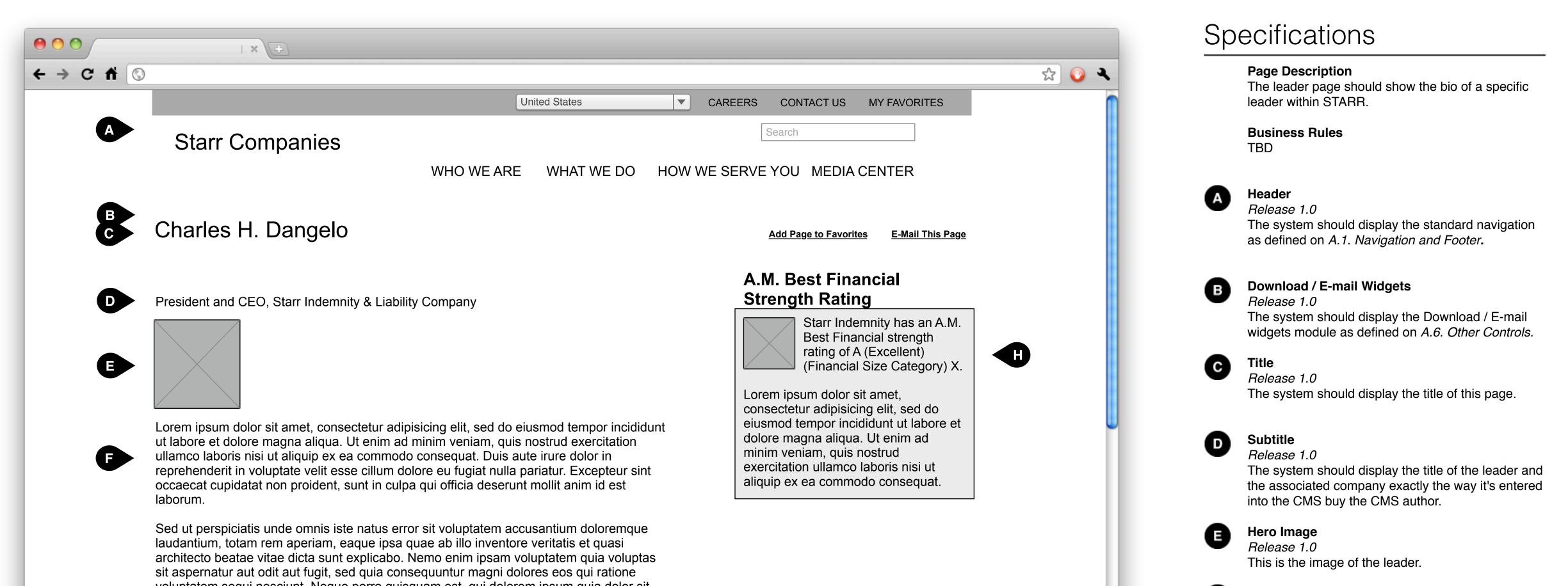


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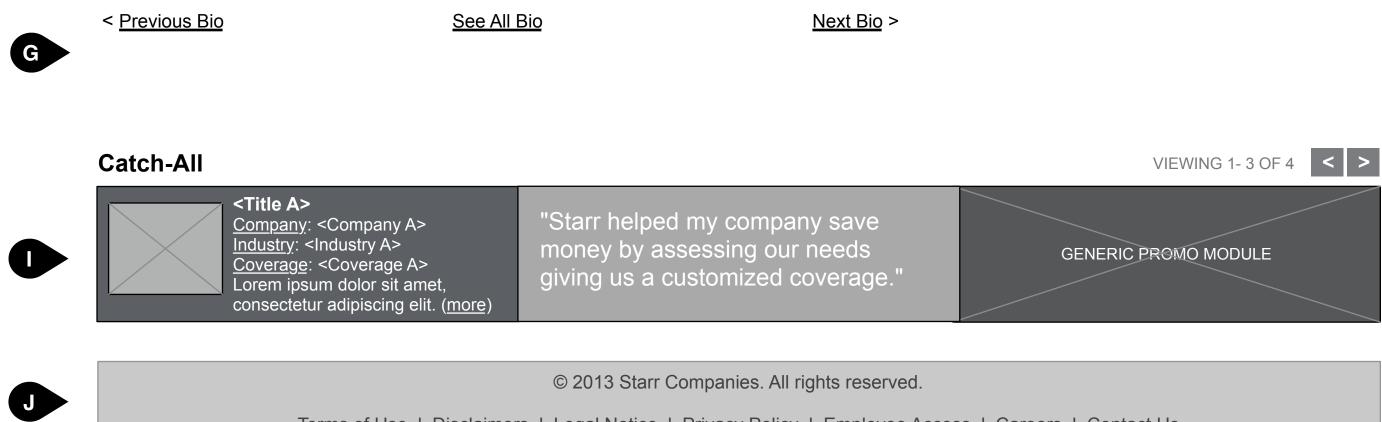
1.2. Charles H. Dangelo (Desktop/Tablet)

TEMPLATE: T4. DETAIL

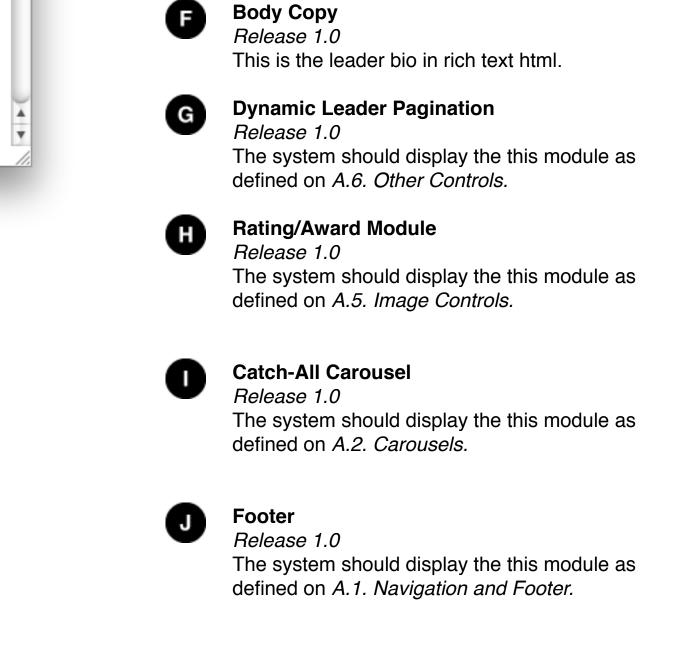


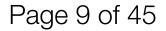
voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.



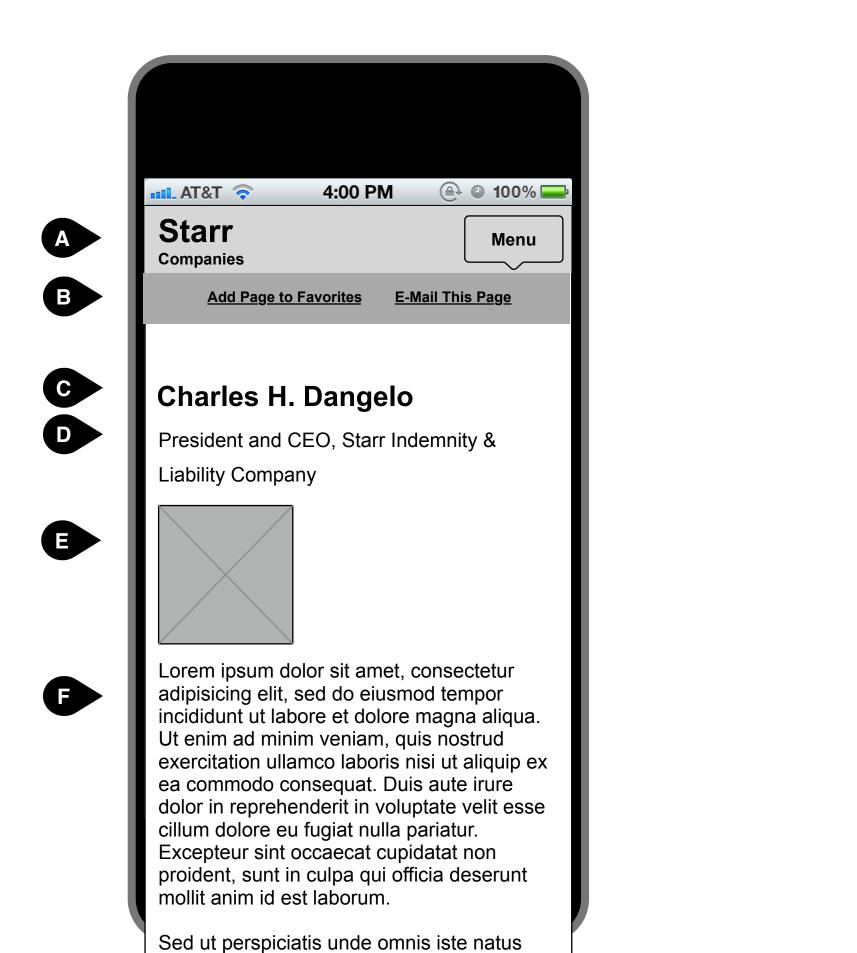
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1.2. Charles H. Dangelo (Mobile)

TEMPLATE: T4. DETAIL



Specifications

Page Description The leader page should show the bio of a specific leader within STARR. **Business Rules** TBD Header Release 1.0 The system should display the standard navigation as defined on A.1. Navigation and Footer. 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

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В

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Release 1.0

The system should display the title of this page.

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.

Hero Image Release 1.0 This is the image of the leader.

Body Copy A

error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequentur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

< <u>Previous Bio</u>

<u>Next Bio</u> >

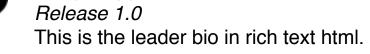
A.M. Best Financial Strength Rating



J

G

Starr Indemnity has an A.M. Best Financial strength rating of A (Excellent)



Dynamic Leader Pagination

Release 1.0 The system should display the this module as defined on A.6. Other Controls.

Rating/Award Module

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

Catch-All Carousel

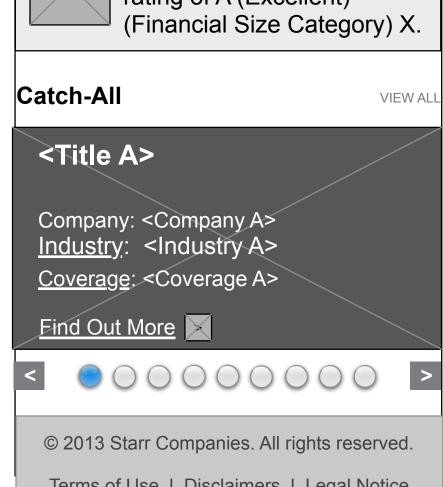
Release 1.0

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

0 Footer

Release 1.0

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



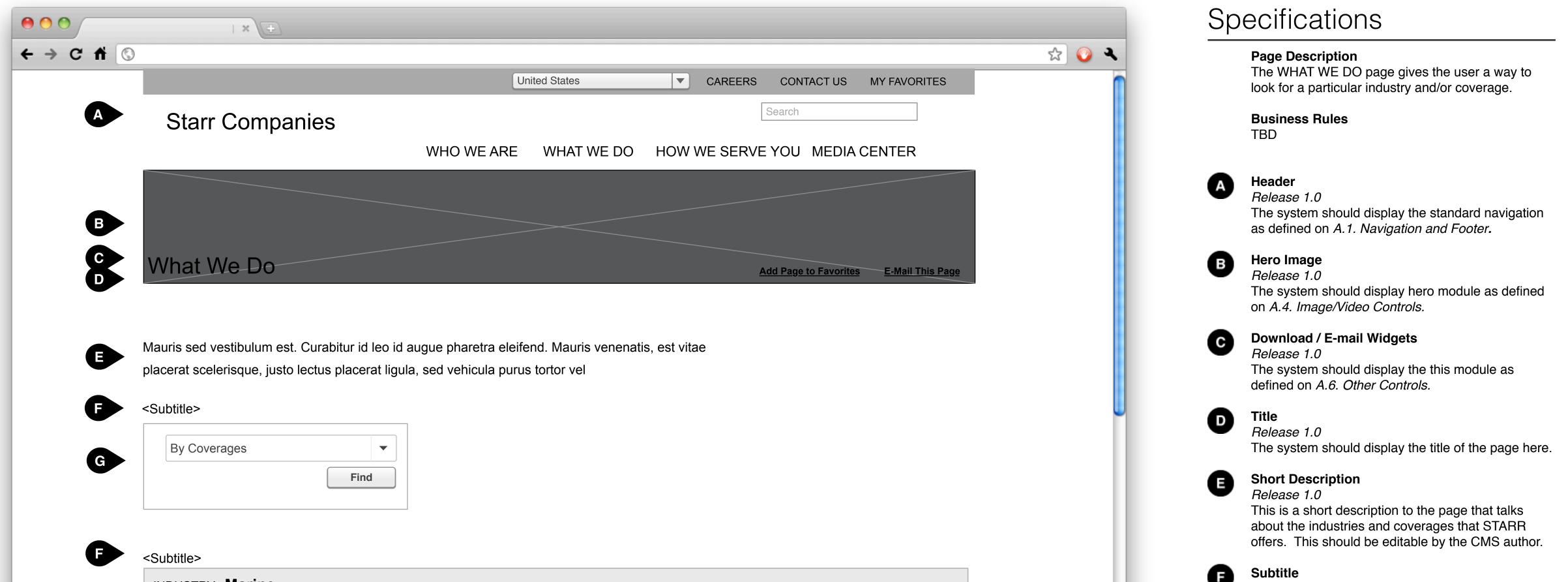
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2.0. What We Do (Desktop/Tablet)

TEMPLATE: T3. CATEGORY LANDING



INDUSTRY: Marine

H

<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:
- Ocean Marine Cargo	- Importers/Exporters
- <u>Hull</u>	- Logistics Providers
- <u>Liability</u>	- Distributors

- Inland Marine

- Wholesalers

(646) 227-6449 MarineAmericas@starrcompanies.com

CONTACT:

Starr Marine

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:
- <u>General Liability</u>	- Retail	Starr Casualty
- Workers' Compensation &	- Service Firms	(646) 227-6449
Employers Liability	- Distributors	Casualty@starrcompanies.com
- <u>Auto Liability</u>	- 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
- <u>Pirac</u> y	- 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:
- <u>General Liability</u>	- Retail	Starr Casualty
- Workers' Compensation &	- Service Firms	(646) 227-6449
Employers Liability	- Distributors	Casualty@starrcompanies.com
- <u>Auto Liability</u>	- Hospitality	
	- Manufacturers	
	- Transportation	
INDUSTRY: <industry name=""></industry>		
Something about Property here> M	laurie cod vostibulum ost. Curabitur id loo	id augua pharatra alaifand. Mauris vapanatis, ast vitaa

Release 1.0 These are subtitles to each of the controls below. This should not be editable by the CMS author. Body Copy - Industry & Coverage Selector G Release 1.0 The system should display the this module as defined on A.3. Industry & Coverage Selector. **Body Copy - Industry Listing** E 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. **Catch-All Carousel** Release 1.0 The system should display the this module as defined on A.2. Carousels. Footer (J Release 1.0 The system should display the this module as defined on A.1. Navigation and Footer.

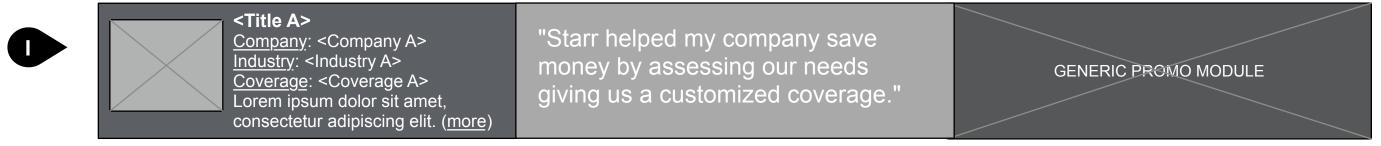
Something about Property here> Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis,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

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

Catch-All

J

VIEWING 1-3 OF 4 < >



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Starr_UX_UXFuncSpecs_061313_0.38

Page 11 of 45

2.0. What We Do (Mobile)

TEMPLATE: T3. CATEGORY LANDING

A

B

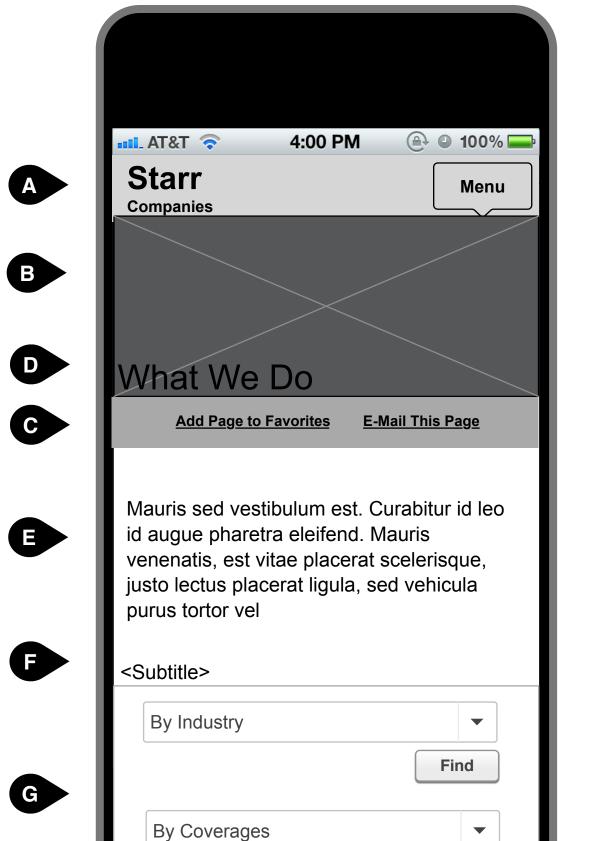
D

C

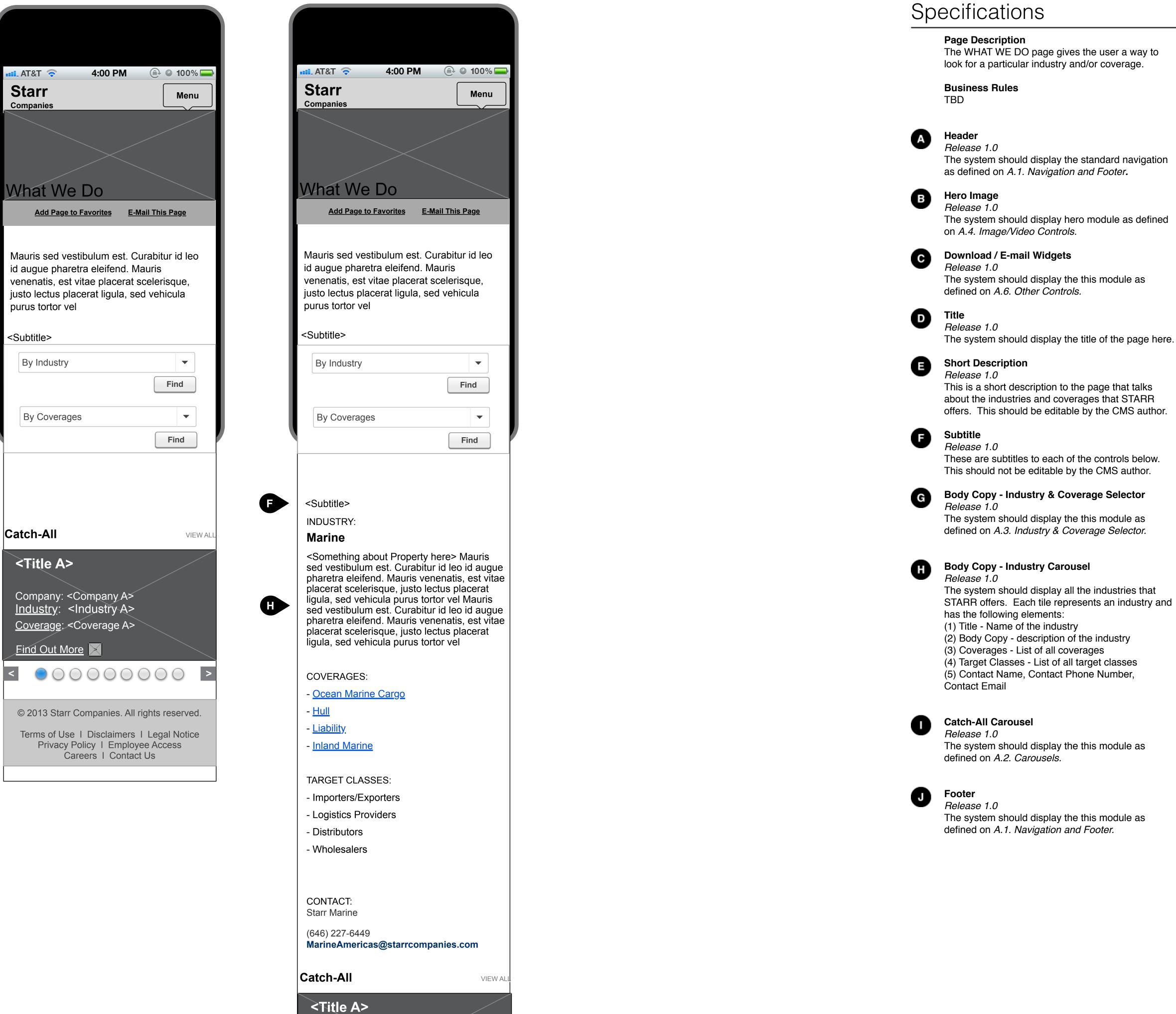
G

J

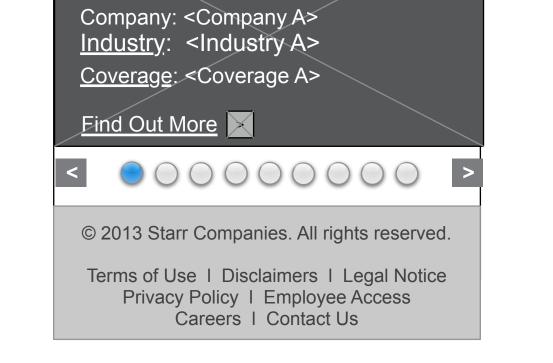
ON PAGE LOAD - FROM MAIN NAV



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



The WHAT WE DO page gives the user a way to look for a particular industry and/or coverage. The system should display the standard navigation as defined on A.1. Navigation and Footer. The system should display hero module as defined The system should display the this module as The system should display the title of the page here. This is a short description to the page that talks about the industries and coverages that STARR



Starr_UX_UXFuncSpecs_061313_0.38

Page 12 of 45

2.0.20. Environmental (Desktop/Tablet)

Template: T4. Detail

000			Specifications
← → C fi (3	🔂 🕥 🔍	Page Description
	United States	CAREERS CONTACT US MY FAVORITES	This is an example of that kind of coverage to accommodate the various industries.
A	Starr Companies	Search	Business Rules TBD
•	•	NE SERVE YOU MEDIA CENTER	
В			Header <i>Release 1.0</i> The system should display the standard navigation as defined on <i>A.1. Navigation and Footer</i> .
	IMAGE OF THE INDUSTRY / COVERAGE		
CD	ENVIRONMENTAL	Add Page to Favorites E-Mail This Page	B Hero Image Release 1.0 The system should display a hero image depending on the following:
	Environmental		(1) If this coverage only falls under one industry, then show the industry image here.
F	INDUSTRY: Construction, Energy, Public Entity	CONTENT RELATED COVERAGES:	(2) If this coverage only falls under more than one industry, then show the coverage image here
	Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis,	< <u>Related Coverage A</u> >	C Download / E-mail Widgets
•	est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel	Industry: <industry a=""></industry>	Release 1.0
	erat. Etiam auctor, nisl at pulvinar hendrerit, elit tortor rutrum arcu, sed rhoncus arcu odio	Lorem ipsum dolor sit amet, consectetur adipiscing elit. (<u>more</u>)	The system should display the Download / E-mail widgets module as defined on <i>A.6. Other Controls.</i>
	sed nunc. Ut eleifend dictum purus nec porttitor. Ut quis justo justo, at mattis augue.		
	Donec eu velit libero, in facilisis massa. Ut blandit dignissim eros ac pharetra. Mauris	< <u>Related Coverage B</u> >	D Title Release 1.0
	vulputate ultricies libero, sed consectetur tortor tristique.	Industry: <industry b=""> Lorem ipsum dolor sit amet, consectetur</industry>	The system should display the title of this page.
	Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt	adipiscing elit. (<u>more</u>)	Body Copy
	ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation	<related c="" coverage=""></related>	Release 1.0 The system should display the relevant coverage.
	ullamco laboris nisi ut aliquip ex ea commodo consequat.	Industry: <industry c=""></industry>	The system should display the relevant coverage + industry info here.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

J CONTACT:

K

C

M

Starr Construction (888) 123-4567 Environmental@starrcompanies.com

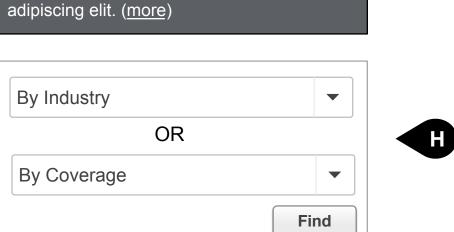
Starr Energy (888) 123-4567 Energy@starrcompanies.com

Starr Public Entity (888) 123-4567 PublicEntity@starrcompanies.com

Catch-All

<Title A> "Starr helped my company save <u>Company</u>: <Company A> <u>Industry</u>: <Industry A> money by assessing our needs GENERIC PROMO MODULE <u>Coverage</u>: <Coverage A> giving us a customized coverage." Lorem ipsum dolor sit amet, consectetur adipiscing elit. (more) © 2013 Starr Companies. All rights reserved.

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VIEWING 1- 3 OF 4 < >



Lorem ipsum dolor sit amet, consectetur

- See All Industries - <u>Coverage 1 Name</u>

- Coverage 2 Name

- Coverage 3 Name

- Coverage 4 Name

Lorem lpsum augue pharetra (coverage) ト WE Lorem lpsum augue pharetra (white paper)

<Related Link Here>

RELATED ASSETS:

POF

<Related Link Here>

E Industry Release 1.0

G

J

K

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.

Related Coverages

Release 1.0 The system should display the this module as defined on A.5. Related Coverage Controls.

Industry & Coverage Selector

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

Recently Viewed

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

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)

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.

Catch-All Carousel C

Release 1.0 The system should display the this module as defined on A.2. Carousels.

Footer M Release 1.0 The system should display the this module as defined

on A.1. Navigation and Footer.

Starr_UX_UXFuncSpecs_061313_0.38

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2.0.20. Environmental (Mobile)

TEMPLATE: T4. DETAIL

A

В

D

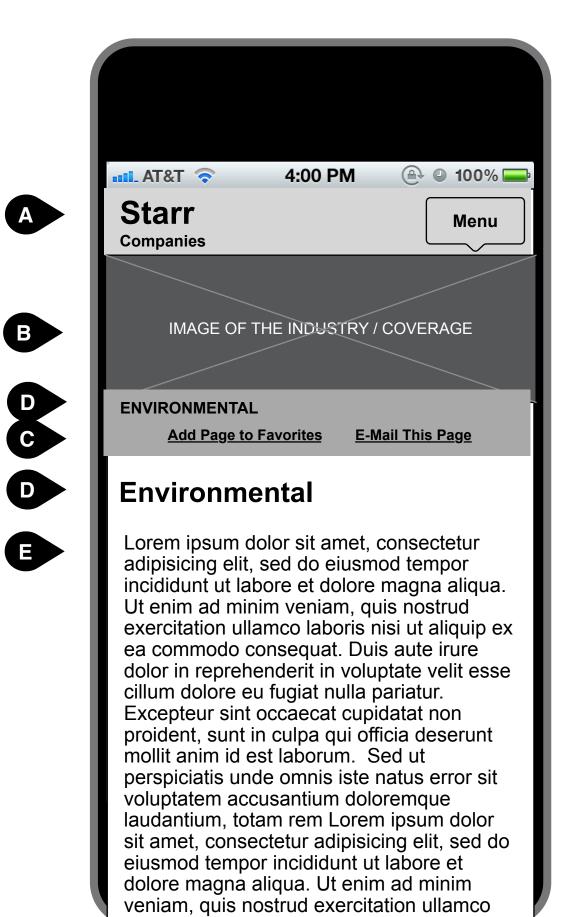
C

F

G

J

K



Specifications

Page Description This is an example of that kind of coverage to accommodate the various industries. **Business Rules** TBD Header A Release 1.0 The system should display the standard navigation as defined on A.1. Navigation and Footer. В 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

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

C

B

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O

(J

Release 1.0 The system should display the title of this page.

Body Copy Release 1.0 The system should display the relevant coverage + industry info here.

WE Lorem lpsum augue pharetra (white paper)

Lorem lpsum augue pharetra (coverage)

Starr Public Entity (888) 123-4567 PublicEntity@starrcompanies.com

(888) 123-4567 Energy@starrcompanies.com

Starr Energy

RELATED ASSETS:

Environmental@starrcompanies.com

CONTACT: Starr Construction (888) 123-4567

INDUSTRY: Construction, Energy, Public Entity

labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, suscipit laboriosam, nisi ut aliquid ex ea iure reprehenderit qui in ea voluptate velit illum qui dolorem eum fugiat quo voluptas nulla pariatur?

laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in

voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam numquam eius modi tempora incidunt ut quis nostrum exercitationem ullam corporis commodi consequatur? Quis autem vel eum esse quam nihil molestiae consequatur, vel

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.

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.

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)

Related Coverages

Release 1.0 The system should display the this module as defined on A.5. Related Coverage Controls.

Industry & Coverage Selector

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

Catch-All Carousel

Release 1.0 The system should display the this module as defined on A.2. Carousels.

Footer C

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





CONTENT RELATED COVERAGES:

<<u>Related Coverage A</u>>

Industry: <Industry A>

<<u>Related Coverage B</u>>

Industry: <Industry B>

<<u>Related Coverage C</u>>

Industry: <Industry C>

By Industry	
	Find
By Coverages	
	Find
atch-All	VIEW ALI
<title a=""></td><td></td></tr></tbody></table></title>	

Company: <Company A> <u>Industry</u>: <Industry A> <u>Coverage</u>: <Coverage A>

Find Out More



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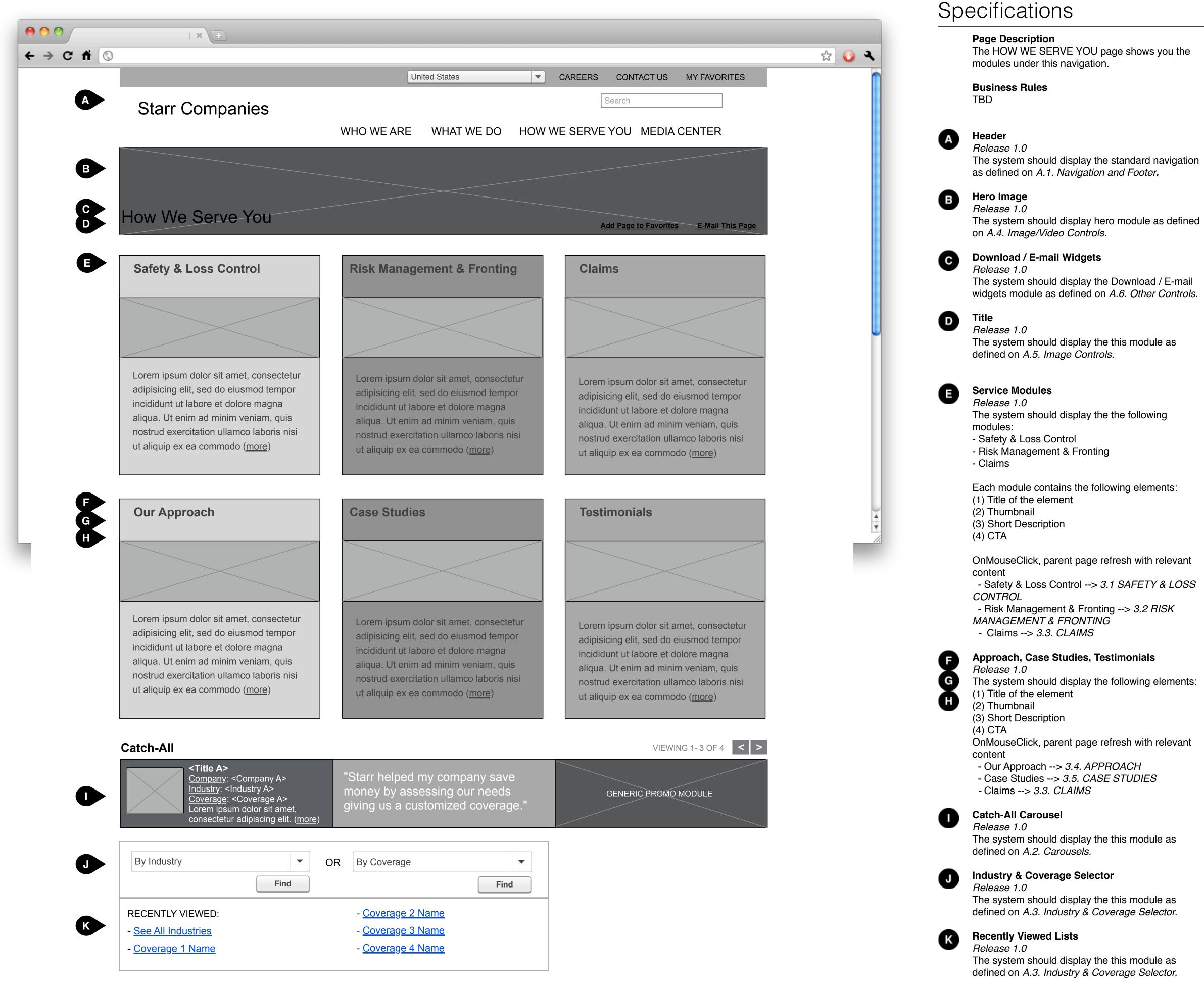
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3.0. How We Serve You (Desktop/Tablet)

TEMPLATE: T2. LANDING



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Footer

L

Release 1.0

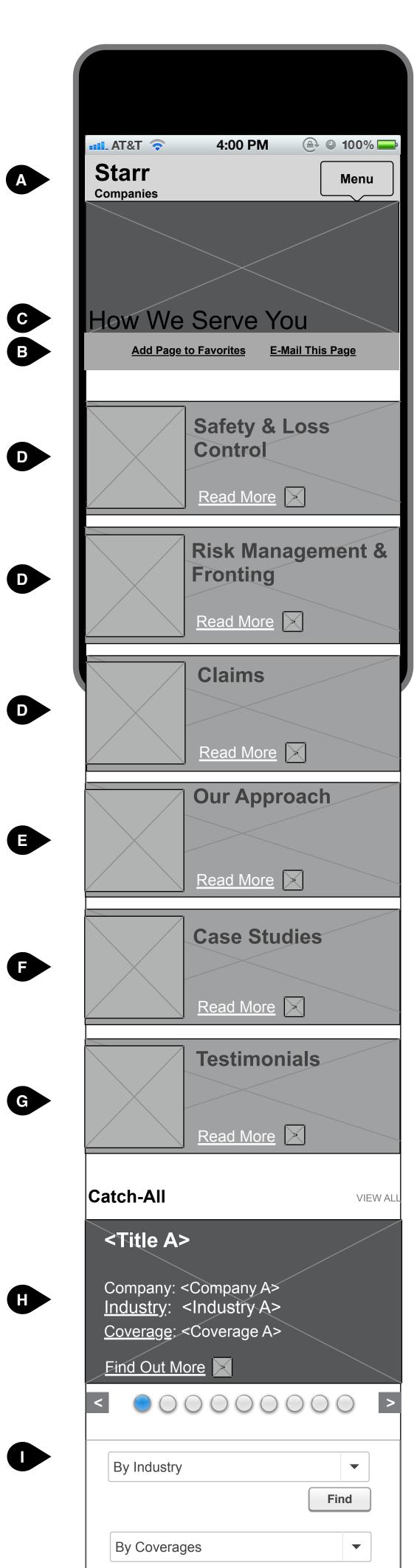
The system should display the this module as defined on A.1. Navigation and Footer.

Starr_UX_UXFuncSpecs_061313_0.38

Page 15 of 45

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 Header A Release 1.0

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

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

B

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

Service Modules D

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 OnMouseClick, 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

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 OnMouseClick, parent page refresh with relevant content - Our Approach --> 3.4. APPROACH - Case Studies --> 3.5. CASE STUDIES - Claims --> 3.3. CLAIMS



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Catch-All Carousel

Release 1.0 The system should display the this module as defined on *A.2. Carousels.*

'Industry' & 'Coverage' Selector

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



Release 1.0

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

Find	
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Starr_UX_UXFuncSpecs_061313_0.38

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3.5. Case Studies (Desktop/Tablet)

TEMPLATE: T9. LISTING

00		Specifications
← → C fi		Page Description This CASE STUDIES page is dynamically generated from all case studies. The user has the ability to go a
	Search WHO WE ARE WHAT WE DO HOW WE SERVE YOU MEDIA CENTER	Business RulesBusiness RulesCase 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
R	Add Page to Favorites E-Mail This Page	not in the current clients will only be available to the CMS author.
D	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 erat. Etiam auctor, nisl at pulvinar hendrerit,	 Header Release 1.0 The system should display the standard navigation as defined on A.1. Navigation and Footer. Download / E-mail Widgets Release 1.0 The system should display the Download / E-mail
E F	CASE STUDY TITLE Company: <company name=""> Coverage : <coverage></coverage></company>	widgets module as defined on <i>A.6. Other Controls.</i> Title <i>Release 1.0</i> The system should display the title of the page here.
G	Industry : <industry> Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. READ MORE></industry>	Short Description Release 1.0 The system should display the description for case studies here. (This is hidden on mobile)
	CASE STUDY TITLE	G Subtitle

CASE STUDY TITLE

Company: <Company Name> <u>Coverage</u>: <Coverage> <u>Industry</u>: <Industry>

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. READ MORE>

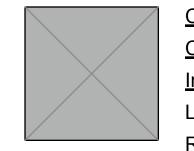
CASE STUDY TITLE

Company: <Company Name> <u>Coverage</u>: <Coverage>

<u>Industry</u>: <Industry>

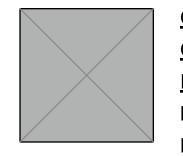
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. READ MORE>

CASE STUDY TITLE



<u>Company</u>: <Company Name> <u>Coverage</u>: <Coverage> <u>Industry</u>: <Industry> Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. READ MORE>

CASE STUDY TITLE

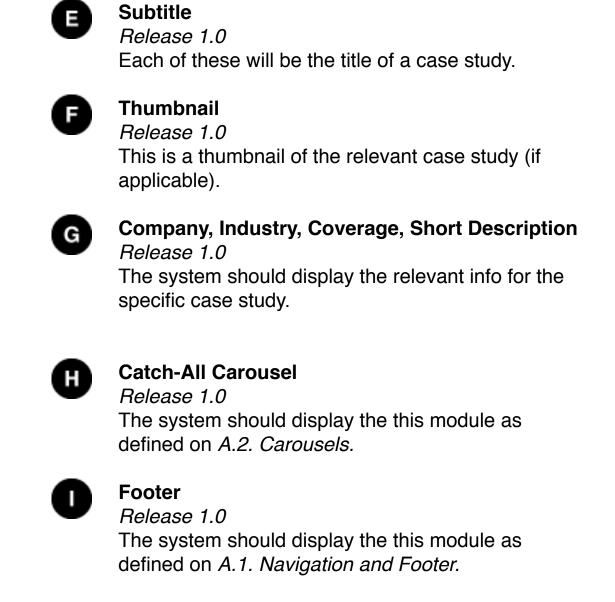


Company: <Company Name> <u>Coverage</u>: <Coverage> <u>Industry</u> : <Industry> Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. READ MORE>

CASE STUDY TITLE



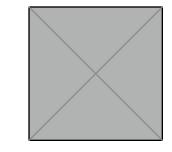
Company: <Company Name> <u>Coverage</u>: <Coverage> <u>Industry</u>: <Industry> Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



A V

READ MORE>

CASE STUDY TITLE

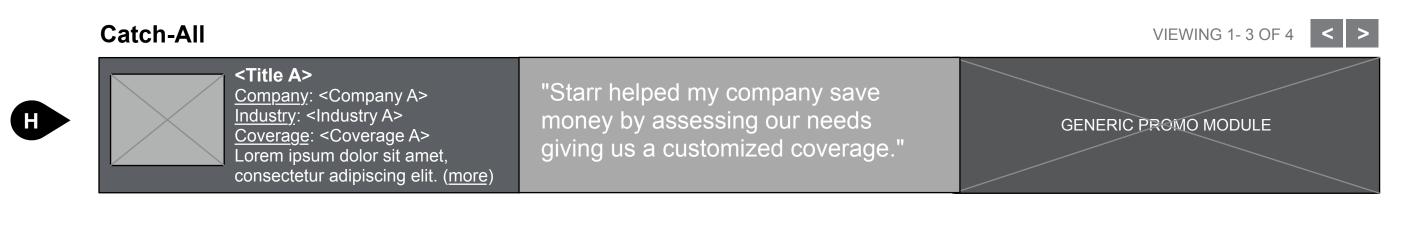


<u>Company</u>: <Company Name>

<u>Coverage</u>: <Coverage>

<u>Industry</u>: <Industry>

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3.5. Case Studies (Mobile)

TEMPLATE: T9. LISTING

A

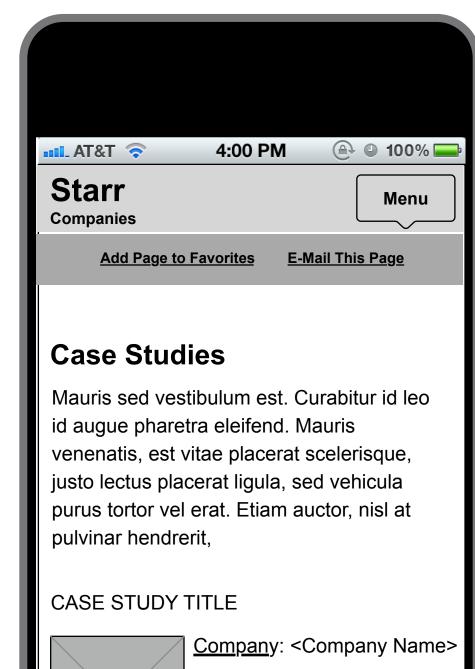
B

C

D

E

G



<u>Coverage</u>: <Coverage> <u>Industry</u>: <Industry> Read More >

CASE STUDY TITLE



Company: <Company Name>

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.

Header

A

B

D

Release 1.0

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

Download / E-mail Widgets

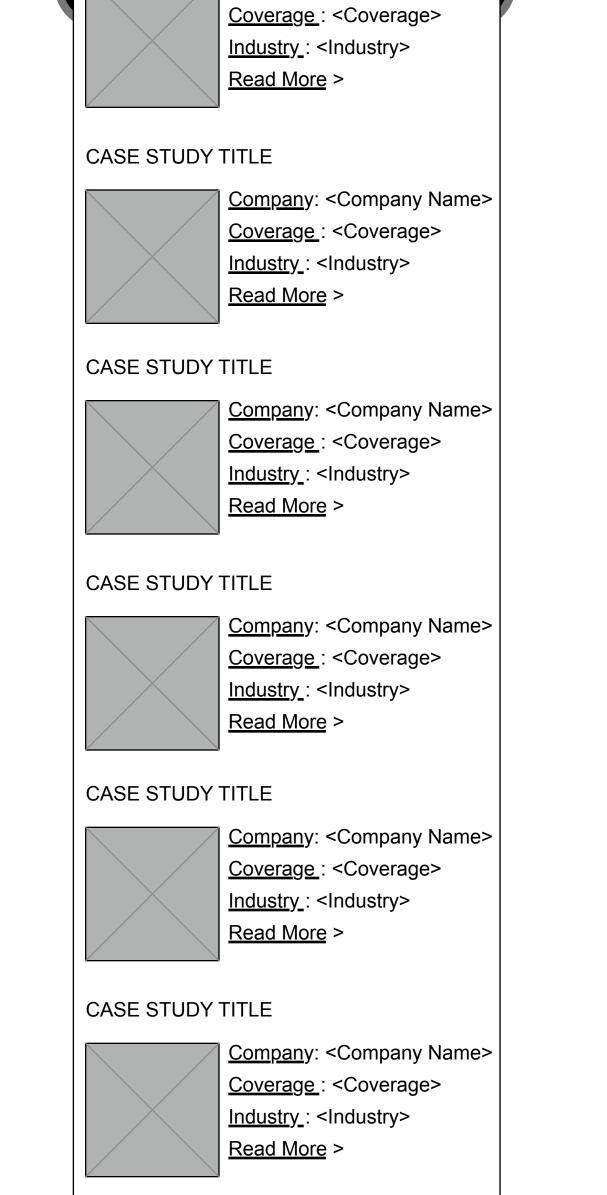
Release 1.0 The system should display the Contact Us module as defined on A.1. Navigation and Footer.

C Title

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

Short Description

Release 1.0 The system should display the this module as



defined on A.5. Image Controls.

Ø Subtitle Release 1.0 This is in rich text so the copy can also include images of the leaders as well. Ø Thumbnail Release 1.0 This is in rich text so the copy can also include images of the leaders as well. Company, Industry, Coverage G Release 1.0 The system should display the this module as defined on A.5. Image Controls.

Catch-All Carousel

Release 1.0 The system should display the this module as defined on A.2. Carousels.

Footer

Œ

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

Catch-All
<title a=""></th></tr><tr><th>Company: <Company A>
<u>Industry</u>: <Industry A>
<u>Coverage</u>: <Coverage A></th></tr><tr><th>Find Out More</th></tr><tr><th><</th></tr><tr><th>© 2013 Starr Companies. All rights reserved.</th></tr><tr><th>Terms of Use Disclaimers Legal Notice
Privacy Policy Employee Access
Careers Contact Us</th></tr></tbody></table></title>

H

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4.0. Media Center (Desktop/Tablet)

TEMPLATE: T2. LANDING

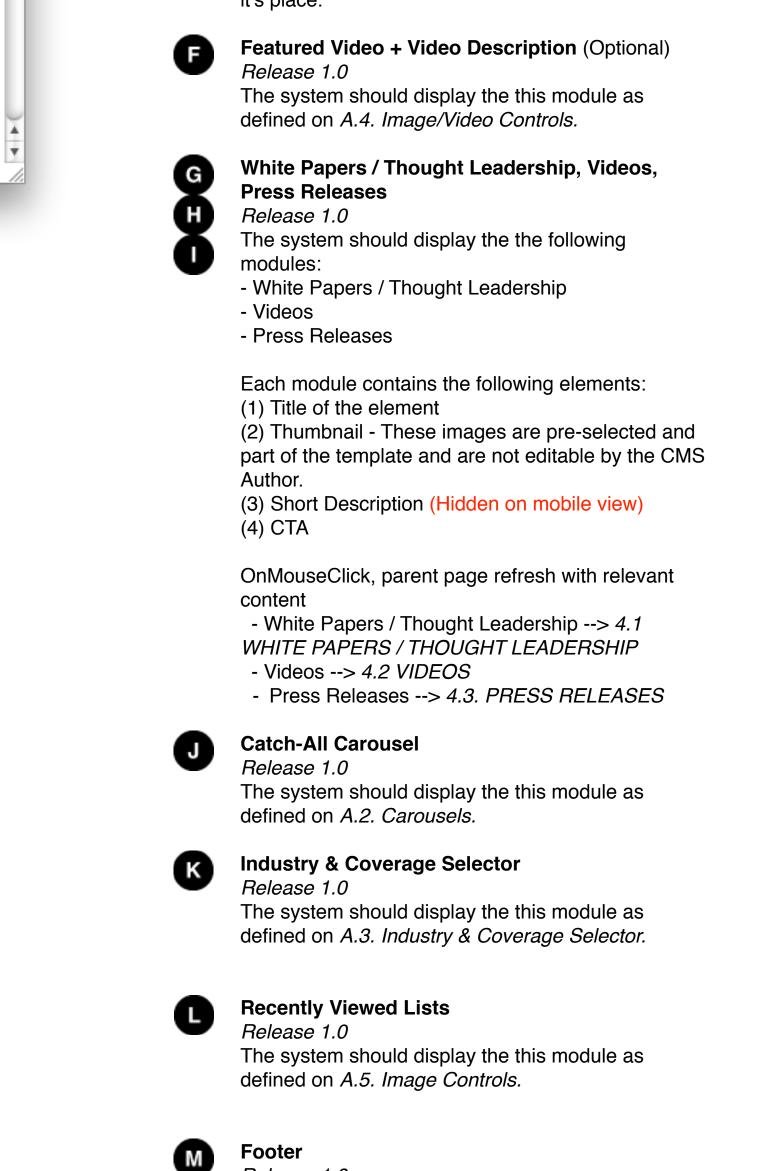
			Specifications
	United States CA	AREERS CONTACT US MY FAVORITES	Page Description The page displays all the modules in the MEDIA CENTER. Business Rules TBD
B C	•	SERVE YOU MEDIA CENTER	Header Release 1.0 The system should display the standard navigation as defined on A.1. Navigation and Footer.
Med	Optional YouTube Video Embed	Add Page to Favorites E-Mail This Page	 Hero Image Release 1.0 The system should display hero module as defined on A.4. Image/Video Controls. Download / E-mail Widgets Release 1.0 The system should display the this module as defined on A.6. Other Controls. Title Release 1.0 The system should display the title for the page. 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.



M

White Papers / Thought Leadership	Videos	Press Releases
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo (<u>READ MORE</u>	adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi	Lorem ipsum dolor sit amet, cons adipisicing elit, sed do eiusmod te incididunt ut labore et dolore mag Ut enim ad minim veniam, quis ne exercitation ullamco laboris nisi u ea commodo (<u>READ MORE</u>)
itch-All		VIEWING 1- 3 C
Company: <company a=""> <u>Industry</u>: <industry a=""> <u>Coverage</u>: <coverage a=""> Lorem ipsum dolor sit amet, consectetur adipiscing elit. (<u>m</u>)</coverage></industry></company>	"Starr helped my company save money by assessing our needs giving us a customized coverage." ore)	GENERIC PROMO MODULE
By Industry		
Find	Find	
	- <u>Coverage 2 Name</u>	
RECENTLY VIEWED:		
RECENTLY VIEWED: - <u>See All Industries</u>	- <u>Coverage 3 Name</u>	

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defined on A.1. Navigation and Footer.

The system should display the this module as

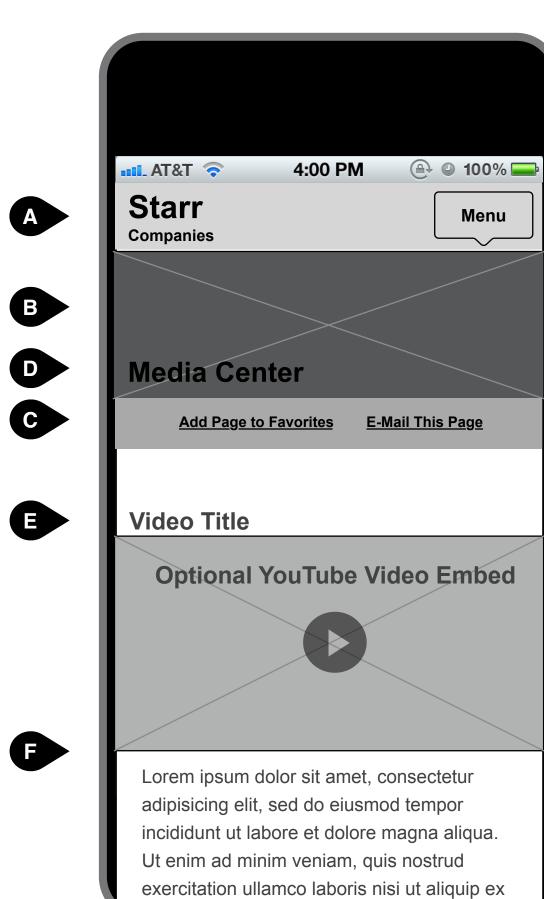
Release 1.0

Starr_UX_UXFuncSpecs_061313_0.38

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4.0. Media Center (Mobile)

TEMPLATE: T2. LANDING



Specifications

Page Description The page displays all the modules in the MEDIA CENTER. **Business Rules** TBD Header A Release 1.0 The system should display the standard navigation as defined on A.1. Navigation and Footer. Hero Image В Release 1.0 The system should display hero module as defined on A.4. Image/Video Controls. Download / E-mail Widgets C 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.

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.

A

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Featured Video + Video Description (Optional)

	ea commodo	
G	White Papers / Thought Leadershi Read More	ip
H	Videos Read More	
	Press Releases Read More	
	Catch-All VIE	WA
J	Company: <company a=""> Industry: <industry a=""> Coverage: <coverage a=""> Find Out More</coverage></industry></company>	
K	By Industry Find	
	By Coverages Find	

Release 1.0 The system should display the this module as defined on A.4. Image/Video Controls.

White Papers / Thought Leadership, Videos, G Press Releases C 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 (3) CTA

OnMouseClick, 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

Catch-All Carousel

Release 1.0 The system should display the this module as defined on A.2. Carousels.



Industry & Coverage Selector

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

C

J

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

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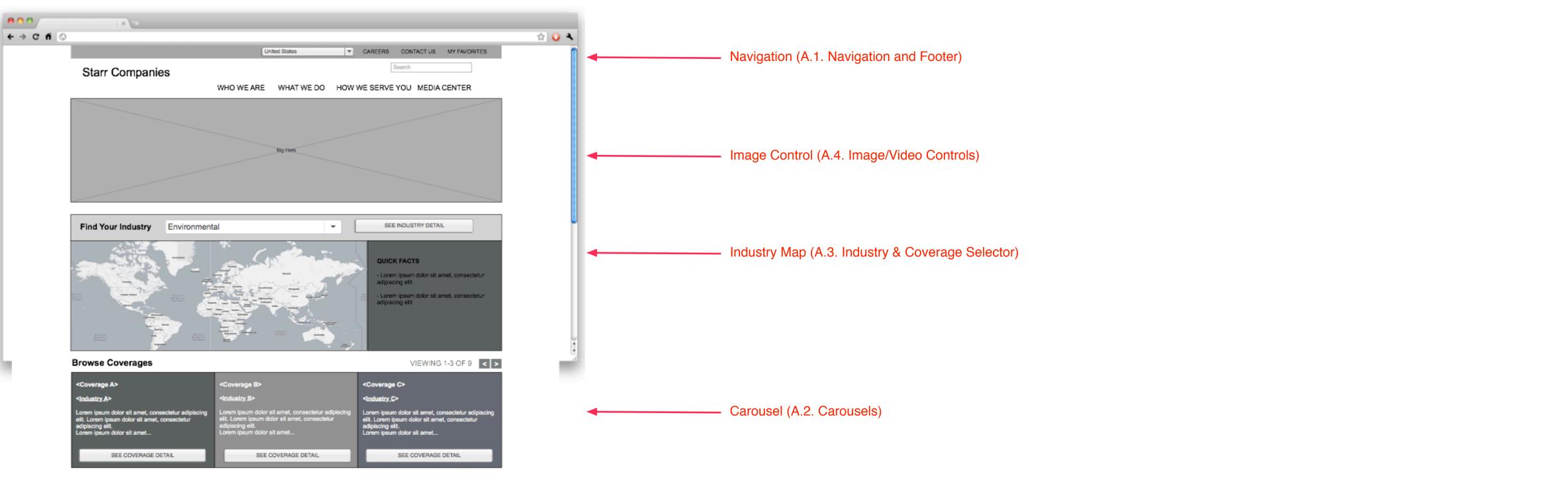
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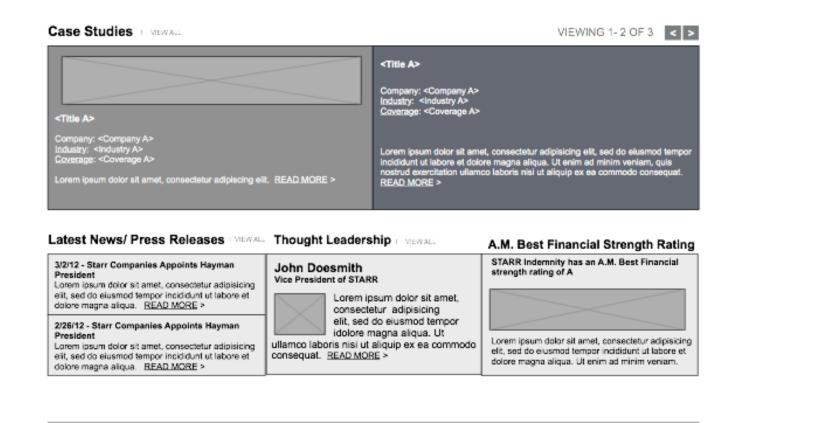
Page 20 of 45

A. Templates (T1-T3)

T1. Homepage



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

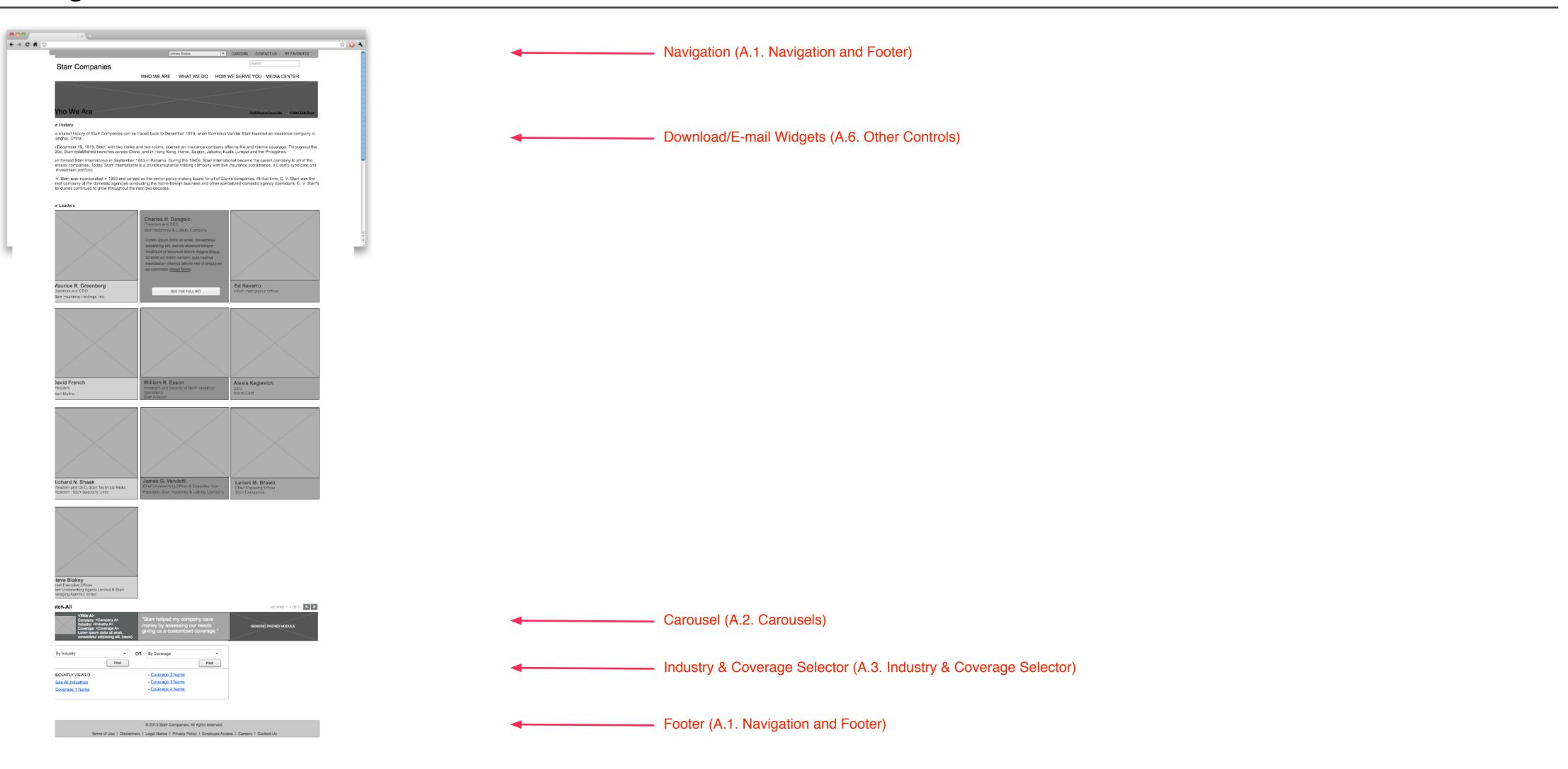


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- Carousel (A.2. Carousels)

- Footer (A.1. Navigation and Footer)

2 T2. Landing



3 T3. Category Landing

F → C # © Starr Companies	United States CAREERS CONTACT US MY FAVORITES Search WHO WE ARE WHAT WE DO HOW WE SERVE YOU MEDIA CENTER	Navigation (A.1. Navigation and Footer)
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COVERAGES: - General Liability - Workers' Compensation & Employers Liability - Auto Liability	TARGET CLASSES: CONTACT: - Retail Starr Casualty - Service Firms (646) 227-6449 - Distributors Casualty@starrcompanies.com - Hospitality - Manufacturers - Transportation	
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INDUSTRY: <Industry Name>

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

INDUSTRY: <Industry Name>

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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	



- Carousel (A.2. Carousels)

- Footer (A.1. Navigation and Footer)



A. Templates (T4-T6)

4 T4. Detail

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	Environmental	IMAGE OF THE INDUSTRY / COVERAGE	Add Page to Favorites E-Mail This Page		 Download/E-mail Widgets (A.6. Other Controls)	ALL POSSIBLE MODULES FOR THIS AREA - Generic Contact (T6. Contact Us) - Rating Award Module (T4. Detail) Related Coverages (T4. Detail)
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Starr Energy (888) 123-4567 Energy@starrcompanies.com



<Related Link Here>
<Related Link Here>

Cate	:h-All		VIEWING 1- 3 OF 4 < >		
	Industry: <industry a=""></industry>	"Starr helped my company save money by assessing our needs giving us a customized coverage."	GENERIC PROMO MODULE		Carousel (A.2. Carousels)
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5 T5. Base

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Submit

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A. Templates (T7-T9)

7 T7. Search

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United States CAREERS CONTACT US MY FAVORITES	
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8 T8. My Favorites

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9 T9. Listing

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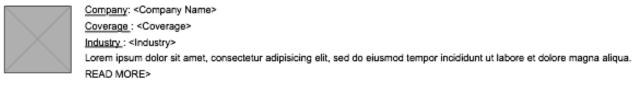
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A.1. Navigation and Footer

Navigation (Desktop)

	ABCDUnited StatesCAREERSCONTACT USMY FAVORITES	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.
Starr Companies	Search WHO WE ARE WHAT WE DO HOW WE SERVE YOU MEDIA CENTER	At launch, only the United States (English) will be available so this control should be HIDDEN.
E	Image: States Image: Sta	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.
Ctarr Carananiaa	United States (English) Japan (Japanese)	When activating the drop downs, system should display the parent page in the new selected country
Starr Companies	WHO WE ARE Hong Kong (Simplified Chinese) WWE SERVE YOU MEDIA CENTER	+ language. If that corresponding page doesn't exist then the parent page should refresh to show the home page of the selected country + language.
	Hong Kong (Mandarin) Hong Kong (English)	CAREERS Navigation Item
	Malaysia (Malaysian) Malaysia (Standard Malay) Singapore (Malaysian)	Release 1.0 If the user clicks this, the system should load 0.2. CAREERS in the current browser window.
	Singapore (English) Brazil (Portuguese)	CONTACT US Navigation Item
	Brazil (English) Argentina (Spanish)	Release 1.0 If the user clicks this, the system should load 0.3. CONTACT US in the current browser window.
	Argentina (English) French (French) French (English)	MY FAVORITES Navigation Item Release 1.0
	Turkey (Turkish) Turkey (English)	If the user clicks this, the system should load 0.4. MY FAVORITES in the current browser window.
	UK (English) Australia (English)	E Starr's Site Branding Release 1.0
	Canada (French) Canada (English) Russia (Russian)	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.
	Russia (English) Switzerland (Deutsch)	WHO WE ARE Navigation Item
Novigation (Mabila)	Switzerland (French) Switzerland (English)	<i>Release 1.0</i> If the user clicks this, the system should load <i>1.0.</i> <i>WHO WE ARE</i> in the current browser window.
Navigation (Mobile)		WHAT WE DO Navigation Item <i>Release 1.0</i>
E K	K	If the user clicks this, the system should load 2.0. WHAT WE DO - A in the current browser window.
Starr Companies Menu	E Starr Companies Menu	HOW WE SERVE YOU Navigation Item Release 1.0
	F Who We Are	If the user clicks this, the system should load <i>3.0.</i> HOW WE SERVE YOU in the current browser window.
	G What We Do	Site Search
	How We Serve You	<i>Release 1.0</i> This is persistent. If the user types in anything, the parent page should load 0.1. SEARCH page with
	Media Center	the results. MEDIA CENTER Navigation Item
	Search	Image: 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.
	 B Careers My Favorites 	Nav Button
	 My Favorites C Contact Us 	Release 1.0 In the mobile experience, the navigation should be displayed as a drop-down. If the user clicks Nav, the
	A United States (English)	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.

Specifications



D TERMS OF USE Navigation Item

Release 1.0

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P

If the user clicks this, the system should load 0.5. TERMS OF USE in the current browser window. **DISCLAIMERS** Navigation Item M Release 1.0 If the user clicks this, the system should load 0.6. DISCLAIMERS in the current browser window. LEGAL NOTICE Navigation Item Release 1.0 If the user clicks this, the system should load 0.7.

2 Footer (Desktop)

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2 Footer (Mobile)

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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.

LEGAL NOTICE in the current browser window.

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.

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Page 40 of 45

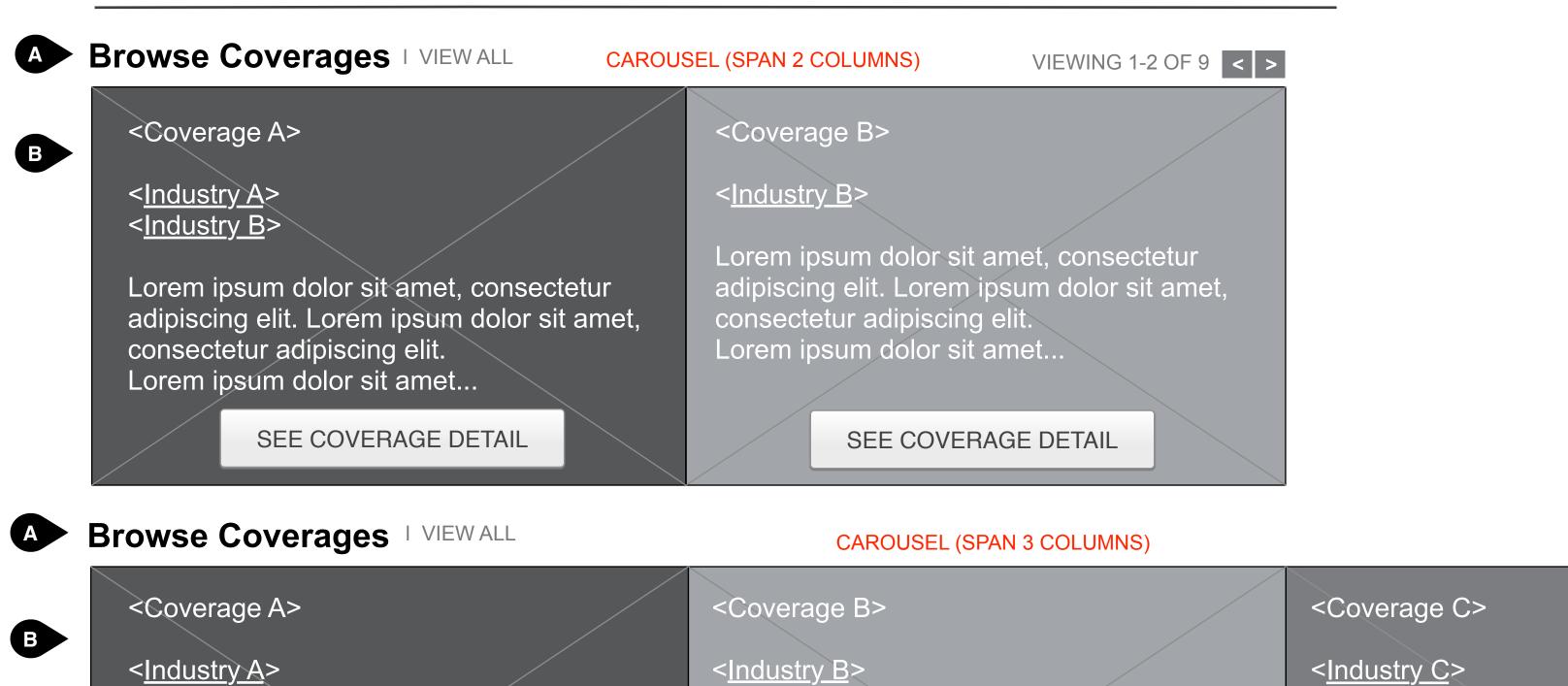
A.2. Carousels

Carousel (Desktop/Tablet)

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Specifications

Browse Coverages Α 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.

Coverages Carousel

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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

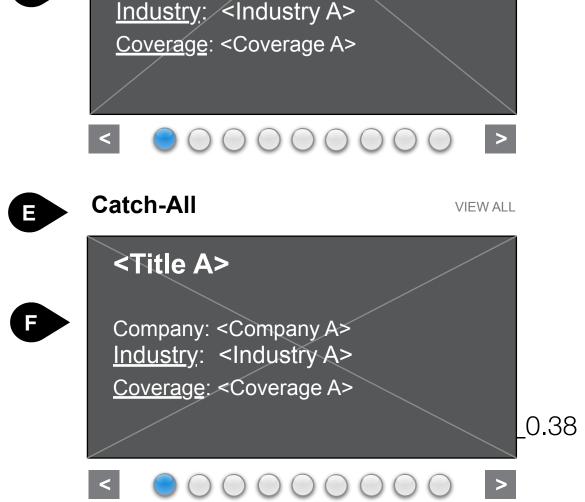
(1) Coverage Name (2) Industry Name (OnMouseClick, parent page refreshes to display 2.0. WHAT WE DO with the relevant industry selected from the drop down). (3) Short description of the coverage (Hidden on Mobile) (4) CTA to the related coverage detail page (OnMouseClick, parent page refreshes to display 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).

Consectetur adipiscing elit. Lorem ipsum dolor sit amet SEE COVERAGE DETAIL	Consectetur adipiscing elit. Lorem ipsum dolor sit amet SEE COVERAGE DETAIL	Consectetur adipiscing elit. Lorem ipsum dolor sit amet	refreshes to display 2.0.XX. COVERAGE PAGE). (1) Coverage Name (2) Industry Name(s) (3) CTA to the related coverage detail page The corousel should always display one tile at a time
SEE COVERAGE DE TAIL	SEE COVERAGE DE TAIL	SEE COVERAGE DETAIL	The carousel should always display one tile at a time. The pagination below will reflect the number of items in the entire carousel.
CARON	USEL (SPAN 2 COLUMNS) VIEWING 1- 2 OF 3 < > <title c=""> Company: <Company C></td><td></td><td>Case Studies
<i>Release 1.0</i>
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 <i>3.5. Case Studies</i> page.
(Pagination count is 1 at a time on Mobile)</td></tr><tr><td><Title A>
Company: <Company A>
Industry: <Industry A></td><td><u>Industry</u>: <Industry C>
<u>Coverage</u>: <Coverage C>
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
READ MORE ></td><td></td><td>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:</td></tr><tr><td><u>Coverage</u>: <Coverage A>
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
<u>READ MORE</u> ></td><td></td><td></td><td><u>DESKTOP/ TABLET</u>
(1) Image - Optional (OnMouseClick, parent page
refreshes to display <i>3.5.XX. CASE STUDY PAGE</i>).
(2) Case Study Title (OnMouseClick, parent page
refreshes to display <i>3.5.XX. CASE STUDY PAGE</i>).
(3) Company Name (that's featured in the case study)</td></tr><tr><td>Case Studies VIEW ALL</td><td>CAROUSEL (SPAN 3 COLUMNS) <Title C> Company: <Company C> Industry: <Industry C> Coverage: <Coverage C></td><td><pre>VIEWING 1- 3 OF 5 < > </pre> <Title A> Company: <Company A> Industry: <Industry A> Coverage: <Coverage A></td><td> (4) Industry Name (OnMouseClick, parent page refreshes to display <i>2.0. WHAT WE DO</i> with the relevant industry selected from the drop down). (Disabled on Mobile) (5) Coverage (OnMouseClick, parent page refreshes to display <i>2.0.XX. COVERAGE NAME</i>). (Disabled on Mobile) (6) Short description of the case study (Hidden on Mobile) (7) CTA to allow the user to read the case study </td></tr><tr><td>Company: <Company A>
<u>Industry</u>: <Industry A>
<u>Coverage</u>: <Coverage A>
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
<u>READ MORE</u> ></td><td>Lorem ipsum dolor sit amet, consectetur adipiscing elit.
<u>READ MORE</u> ></td><td>Lorem ipsum dolor sit amet, consectetur adipiscing elit.
READ MORE ></td><td> (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 </td></tr><tr><td>Catch-All CAROUSEL (SPA) Image: State of the state of t</td><td>N 2 COLUMNS) VIEWING 1- 3 OF 4</td><td></td><td>arrow(s) will not be visible to the user.
<u>MOBILE</u>
OnMouseClick anywhere on the tile, parent page
refreshes to display <i>3.5.XX. CASE STUDY PAGE</i>
(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</td></tr><tr><td>Catch-All</td><td>CAROUSEL (SPAN 3 COLUMNS)</td><td>VIEWING 1- 3 OF 4 < ></td><td>The carousel should always display one tile at a time.
The pagination below will reflect the number of items in
the entire carousel.</td></tr><tr><td><pre><Title A> Company: <Company A> Industry: <Industry A> Coverage: <Coverage A></pre></td><td>"Starr helped my company save
money by assessing our needs giving
us a customized coverage."</td><td>GENERIC PROMO MODULE</td><td>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)</td></tr><tr><td>Lorem ipsum dolor sit amet,
consectetur adipiscing elit. (<u>more</u>)</td><td></td><td></td><td>Catch-All Carousel
<i>Release 1.0</i>
The carousel should display a linear sequence of tiles
each could contain any of the following:</td></tr><tr><td> 2 Carousel (Mobile) Browse Coverages VIEW ALL </td><td></td><td></td><td> (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). </td></tr><tr><td><Coverage A>
<Industry A></td><td></td><td></td><td> (3) Generic Promo Module that allows the CMS author to enter the following: Image URL - Wrapping the image </td></tr><tr><td><pre><Industry A> </pre> Find Out More</td><td></td><td></td><td>AND / OR
- Body Copy - Rich Text HTML</td></tr><tr><td>Case Studies</td><td></td><td></td><td>** All fields are optional</td></tr><tr><td></td><td></td><td> 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 </td><td>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.</td></tr><tr><td><Title A>
Company: <Company A>
Industry: <Industry A></td><td></td><td>button, as there are no other tiles to see in that direction. Prev/Next Buttons Release 1.0</td><td>MOBILE
The carousel should always display one tile at a time.
The pagination below will reflect the number of items in
the entire carousel.</td></tr></tbody></table></title>		



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

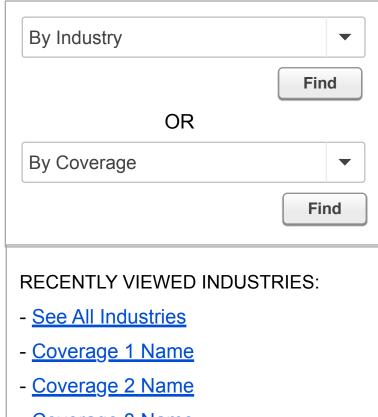
Release 1.0 If the user reaches the end of the data set, the system should not show the **Next** button, as there are no other tiles to see.



A.3. Industry & Coverage Selector

Industry & Coverage Selector (Desktop)

A	By Industry		OR	By Coverage	•
		Find			Find
	RECENTLY VIEWED:			- <u>Coverage 2 Name</u>	
B	- See All Industries			- <u>Coverage 3 Name</u>	
	- <u>Coverage 1 Name</u>			- <u>Coverage 4 Name</u>	



Specifications

Industry or Coverage Selector A 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.

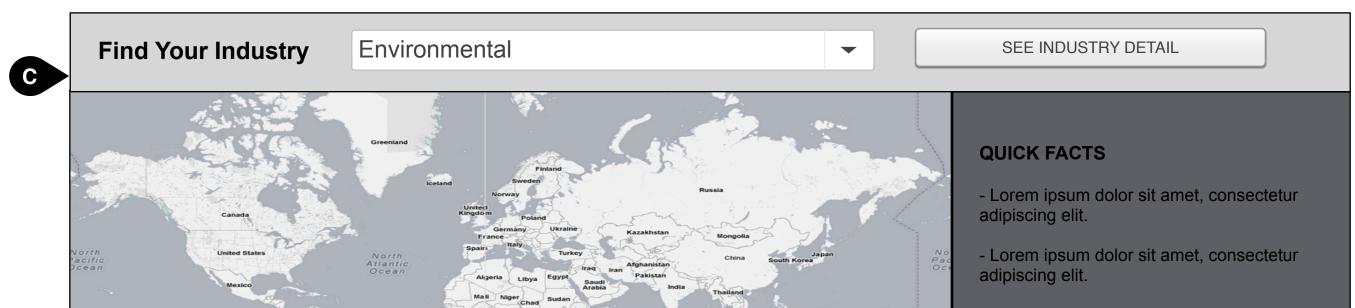
A

В

Industry & Coverage Selector (Mobile)



Industry Map (Desktop)



Recently Viewed Lists Release 1.0

В

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.

- <u>See All Industries</u> --> OnMouseClick, parent page refresh to show 2.0 WHAT WE DO and anchor down to the listing of all Industries

- <u><Specific Coverage></u> --> 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.



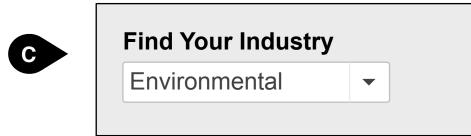
MOBILE:

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.

2 Industry Map (Tablet)



2 Industry Map (Mobile)



Starr_UX_UXFuncSpecs_061313_0.38

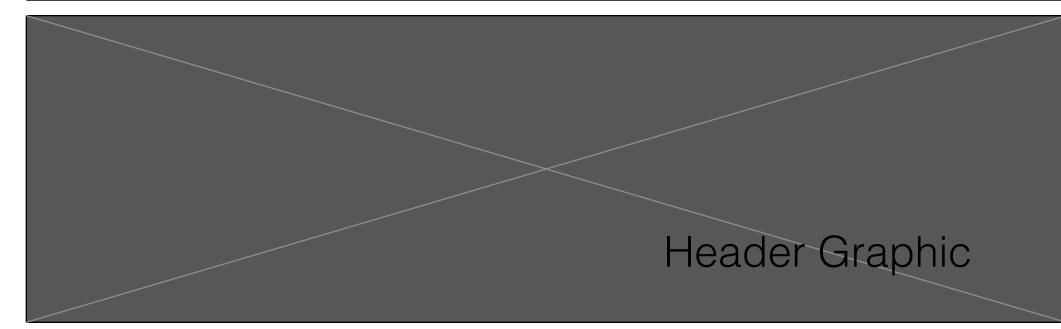
Page 42 of 45

A.4. Image/Video Controls

Image Control (Desktop/Tablet)

A

A



EXAMPLE OF THE EXPANDED VIEW

Sub Header Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Header Graphic



Image Control (Mobile)

Sub Header

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Header Graphic

Specifications

Hero Image A 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.



В

С

Featured Video

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.



A

Sub Header Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do

Header Graphic



2 Featured Video Control (Desktop/Tablet)





2 Featured Video Control (Mobile)



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.

2 Non-Featured Video Control (Desktop/Tablet)

VIDEO TITLE



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VIDEO TITLE



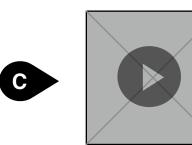


VIDEO TITLE

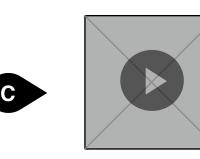
Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae place lectus placerat ligula, sed vehicula purus tortor vel erat. READ MORE>

EXAMPLE OF NON-FEATURED VIDEO LOOKS LIKE BY DEFAULT

VIDEO TITLE



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VIDEO TITLE



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VIDEO TITLE



VIDEO TITLE

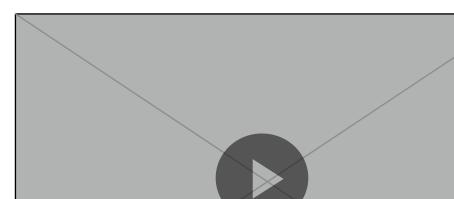


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VIDEO TITLE

C

EXAMPLE OF NON-FEATURED VIDEO LOOKS LIKE WHILE VIDEO PLAYS



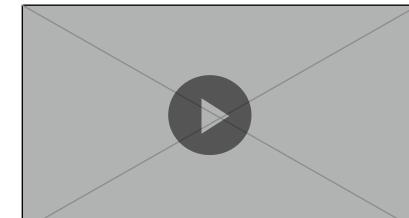
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Mauris sed vestibulum est. Curabitur id leo id augue pharetra eleifend. Mauris venenatis, est vitae placerat scelerisque, justo lectus placerat ligula, sed vehicula purus tortor vel erat. READ MORE>

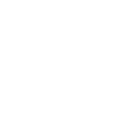
VIDEO TITLE

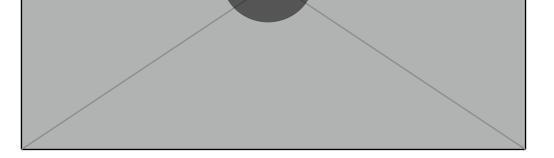


VIDEO TITLE

C







VIDEO TITLE

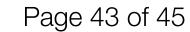


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VIDEO TITLE





A.5. Related Coverage Controls

Browse Coverage Controls (Desktop)

CONTENT RELATED COVERAGES:

<<u>Related Coverage A</u>>

A

Industry: <Industry A>

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

<<u>Related Coverage B</u>>

Industry: <Industry B>

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

<<u>Related Coverage C</u>>

Industry: <Industry C>

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

Browse Coverage Controls (Mobile)

CONTENT RELATED COVERAGES:

<<u>Related Coverage A</u>> Industry: <Industry A> <<u>Related Coverage B</u>>

Industry: <Industry B>

A

<<u>Related Coverage C</u>>

Industry: <Industry C>

Specifications

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 (OnMouseClick, 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)

<u>MOBILE</u>

OnMouseClick anywhere on the tile, the parent page refreshes to display *2.0.XX. COVERAGE PAGE*). (1) Related Coverage Name (2) Industry Name

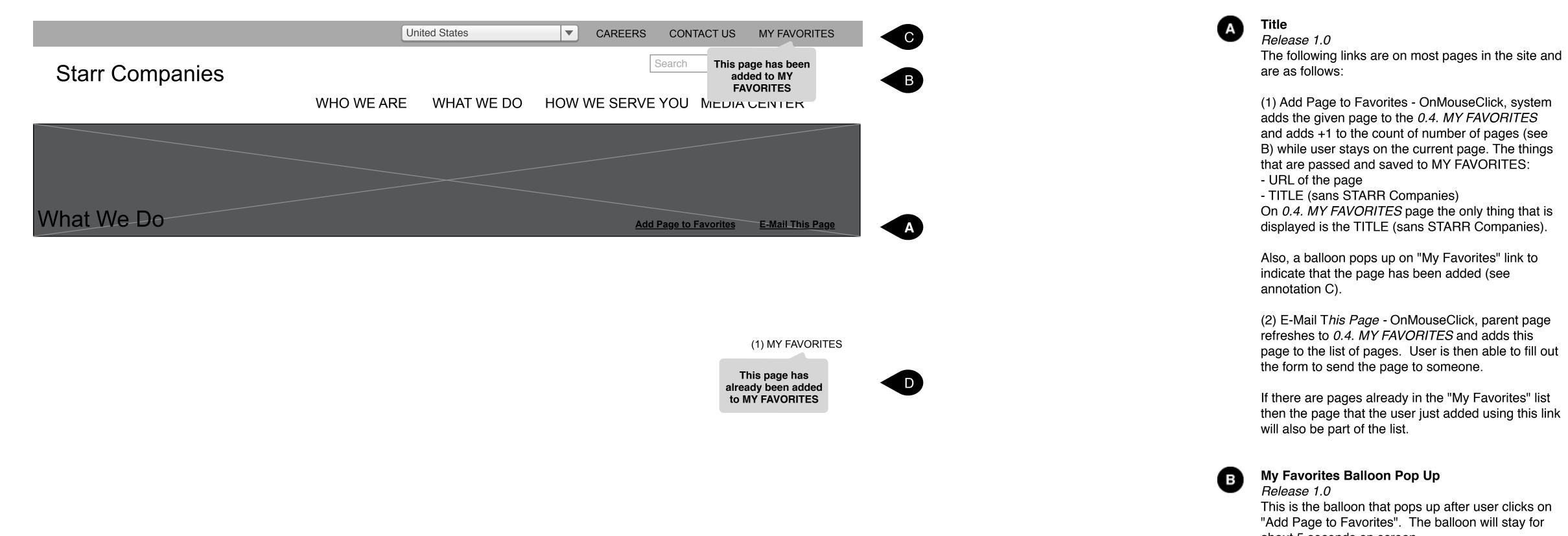
The CMS author should also have the ability to choose which one goes on top.

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A.6. Other Controls

Download/E-mail Widgets (Desktop)



about 5 seconds on screen.

(#) MY FAVORITES C Release 1.0

Specifications

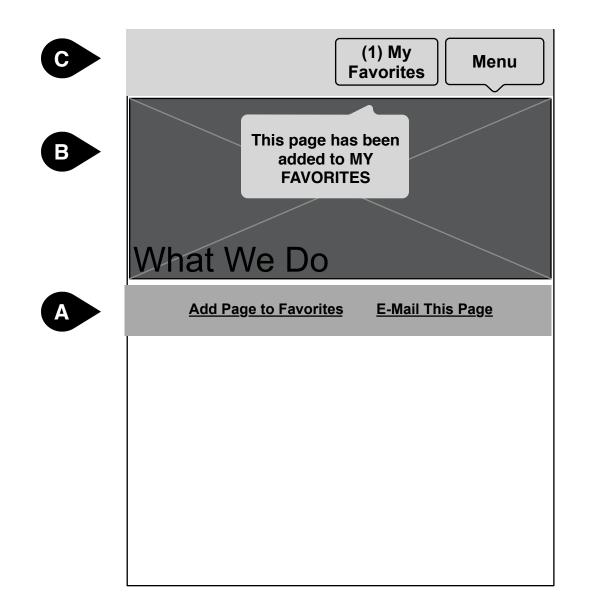
OnMouseClick, parent page refreshes to 0.4. MY FAVORITES page. The number to the left of the label shows the number of pages that are currently being saved to that session.



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 nade has already been added to MY FAVORITES

Download/E-mail Widgets (Mobile)





This page has already been added to MY FAVORITES

S

Starr_UX_UXFuncSpecs_061313_0.38

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