Floodsmart.gov

Wireframes – Lo-fidelity

2017 August

Priorities

- Emphasize key actions in clear Call-to-Actions

- Create more intuitive navigation

- Guide users to relevant content

- Deliver a consistent, modern design

- "Sell more insurance" understood as: make sure everyone that needs it, understands it, and has flood insurance
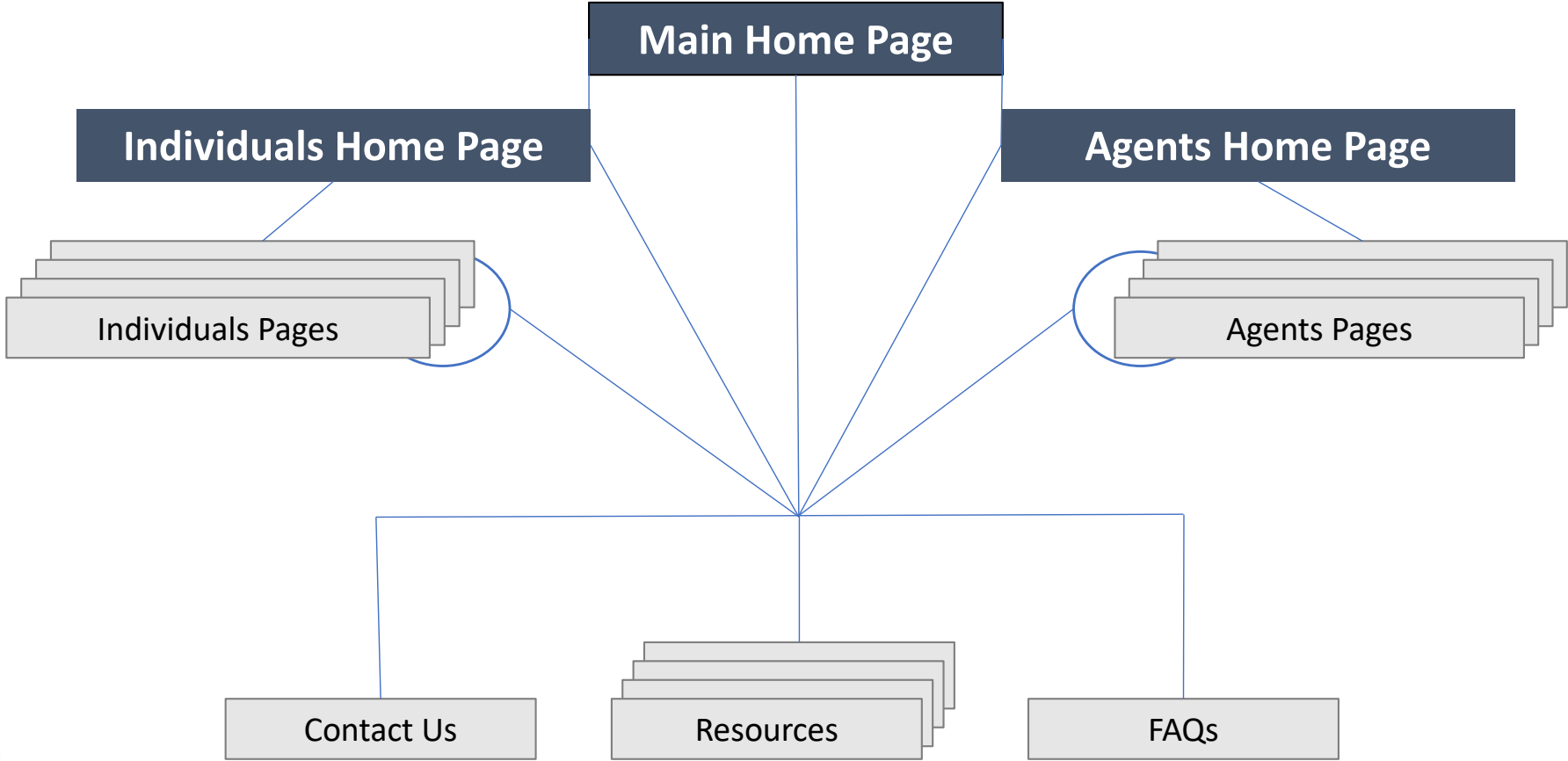
Wireframe design

- The wireframe design is based on the United Stated Web Design Standards Drupal 8 theme. 18F and the U.S. Digital Service created design principles to optimize usability and offer accessibility out of the box.

- It was the only Drupal theme that passed testing for keyboard accessibility and screen readers. It meets Section 508 standards. If we need to meet something else, please provide documentation.

- If the theme has accessibility addressed, development can focus on content migration.

- We can focus on the content and unique aspects of Floodsmart.gov instead of recreating components and patterns.

- This streamlines efforts to deliver on time.

- Note: wireframes have "For Placement Only" content

Recommendation:
one site to serve both individuals and agents

- Home Page
  - Navigation to two distinct home pages: Individuals (renters, homeowners) Home Page and Agents Home Page
  - If the use of cookies is not allowed, we will move access to the Agents material to a button in the header.

- Documentation/Interior Page
  - Content pages
  - Subnav for sections of information

- Shared Content
  - Resources, FAQs, Contact Us
  - Links from the Individual/Agent pages to shared pages, nav should be "smart" and remember where they came from. If they land on one of these "shared" pages from search, the nav should be the main homepage one.
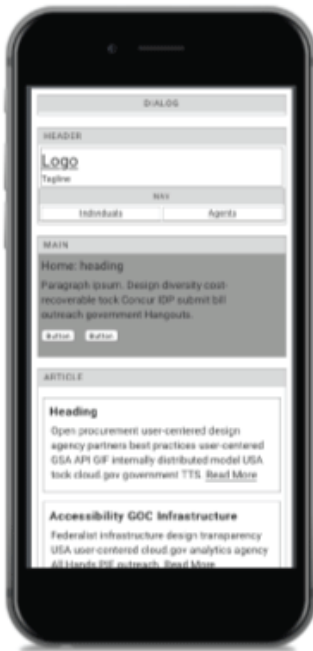
- Footer
  - Contact Us, FAQ
  - Legally required info

Sitemap

Main Home Page

Individuals Home Page

Agents Home Page

Individuals Pages

Agents Pages

Contact Us

Resources

FAQs

Home Page

Mobile
phone

1 Dialog area: alerts, notices

2 Two distinct paths

- Individuals to non-agent info
- Agents to agent info

Each would have a home page, like this, but with specific info.

TBD, discussion

- Include all options, always
- A button "For Agents" for agent-specific content

4 Main content

- On mobile, drop background image
- Background color or texture
- Headline, paragraph (character limit)
- Call to action

3 Clear hierarchy

- Main content
- Secondary
- Tertiary

5 Secondary content

- Topic A
- Topic B
- Topic C
- Topic D

6 Tertiary content

- Topic a
- Topic b
- Topic c
- Topic d

7 Footer content: to be evaluated

- Utility links
- Legally required links and info
- Contact information
- Back to Top link

DIALOG

① **Dialog area:** alerts, notices

② **Two distinct paths**
- Individuals to non-agent info
- Agents to agent info

Each would have a home page, like this, but with specific info.

TBD, discussion
- Include all options, always
- A button "For Agents" for agent-specific content

④ **Main content**
- On mobile, drop background image
- Background color or texture
- Headline, paragraph (character limit)
- Call to action

③ **Clear hierarchy**
- Main content
- Secondary
- Tertiary

⑤ **Secondary content**
- Topic A
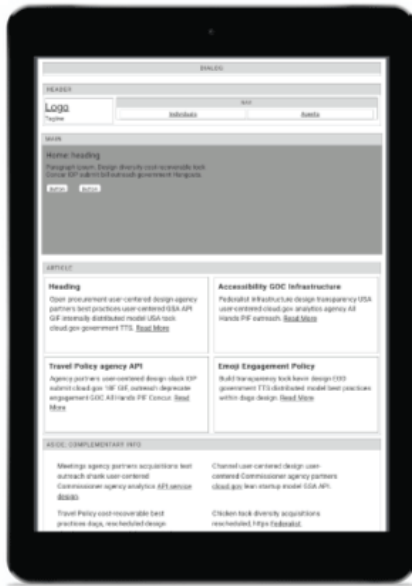- Topic B
- Topic C
- Topic D

⑥ **Tertiary content**
- Topic a
- Topic b
- Topic c
- Topic d

⑦ **Footer content:** to be evaluated
- Utility links
- Legally required links and info
- Contact information
- Back to Top link

Tablet
portrait

Dialog area: alerts, notices

2

Two distinct paths

- Individuals to non-agent info
- Agents to agent info

Each would have a home page, like this, but with specific info.

TBD, discussion

- Include all options, always
- A button "For Agents" for agent-specific content

4

Main content

- On mobile, drop background image
- Background color or texture
- Headline, paragraph (character limit)
- Call to action

3

Clear hierarchy

- Main content
- Secondary
- Tertiary

5

Secondary content

- Topic A
- Topic B
- Topic C
- Topic D

6

Tertiary content
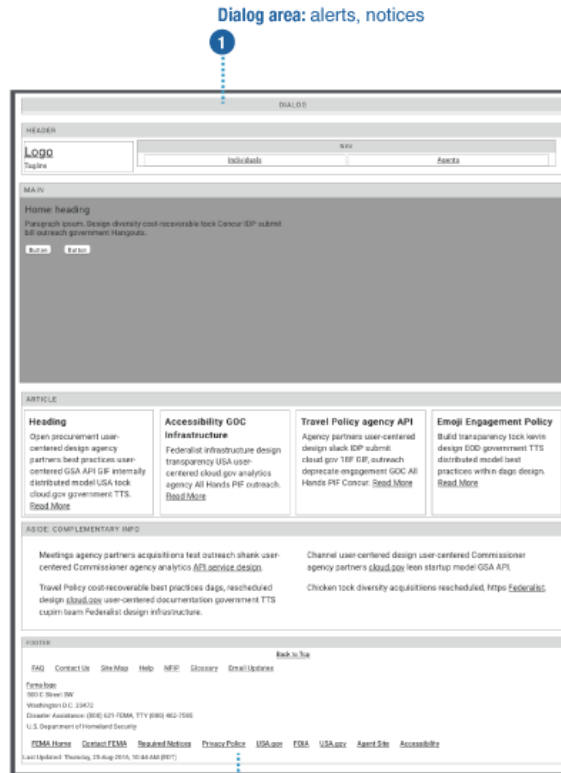
- Topic a
- Topic b
- Topic c
- Topic d

7

Footer content: to be evaluated

- Utility links
- Legally required links and info
- Contact information
- Back to Top link

Tablet
landscape

Dialog area: alerts, notices

1

2

Two distinct paths

- Individuals to non-agent info
- Agents to agent info

Each would have a home page, like this, but with specific info.

TBD, discussion

- Include all options, always
- A button "For Agents" for agent-specific content

4

Main content

- On mobile, drop background image
- Background color or texture
- Headline, paragraph (character limit)
- Call to action

3

Clear hierarchy

- Main content
- Secondary
- Tertiary

5

Secondary content

- Topic A
- Topic B
- Topic C
- Topic D

6

Tertiary content

- Topic a
- Topic b
- Topic c
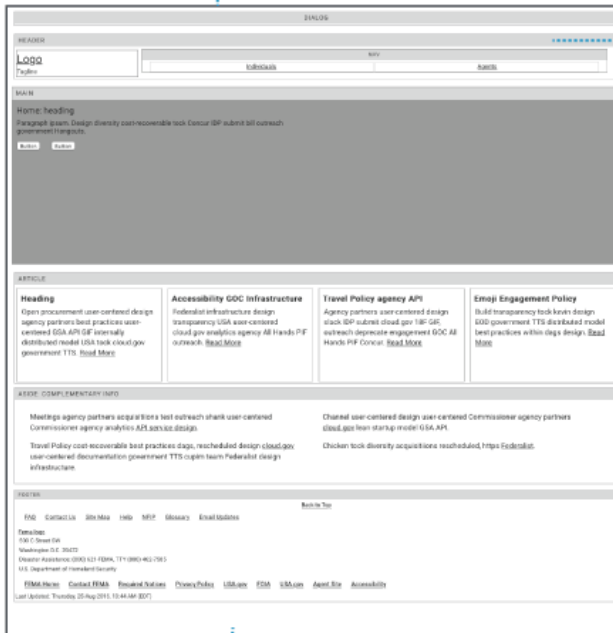- Topic d

7

Footer content: to be evaluated

- Utility links
- Legally required links and info
- Contact information
- Back to Top link

Desktop
/laptop

Documentation Page

Mobile
phone

DIALOG

HEADER Search [   ] Search
Logo
Tagline

NAV
Why? | Buy / Renew | Costs | Claims

ASIDE: SIDENAV

- API service design
  - Second level item
  - Second level item
- Channel cloud.gov
- Travel policy
- Federalist bananas

Page heading (h1)
The page heading communicates the main focus of the page. Make your page heading descriptive and keep it succinct.

Section heading (h2)

These headings introduce, respectively, sections and subsections within your body copy. As you create these headings, follow the same guidelines that you use when writing section headings: Be succinct, descriptive, and precise.

Subsection heading (h3)

The particulars of your body copy will be determined by the topic of your page. Regardless of topic, it's a good practice to follow the inverted pyramid structure when writing copy: Begin with the information that's most important to your users and then present information of less importance.
Keep each section and subsection focused — a good approach is to include one theme (topic) per section.
SUBSECTION HEADING (H4)
Use the side navigation menu to help your users quickly skip to different sections of your page. The menu is best suited to displaying a hierarchy with one to three levels and, as we mentioned, to display the sub-navigation of a given page.
Read the full documentation on our side navigation on the component page.

FOOTER

Back to Top

FAQ	Contact Us
Site Map	Help
NFIP	Glossary
Email Updates	

Fema logo
500 C Street SW
Washington D.C. 20472
Disaster Assistance: (800) 621-FEMA, TTY (800) 462-7585
U.S. Department of Homeland Security

FEMA Home	Contact FEMA
Required Notices	Privacy Policy
USA.gov	FOIA
USA.gov	Agent Site
Accessibility	

Last Updated: Thursday, 25 Aug 2016, 10:44 AM (EDT)

1 **Dialog area:** alerts, notices

2 **Navigation specific to path**

4 **Main content**

5 **Subnav**
Two levels deep

3 **Clear hierarchy**
- Main content
- Secondary
- Tertiary

6 **Footer content:** to be evaluated
- Utility links
- Legally required links and info
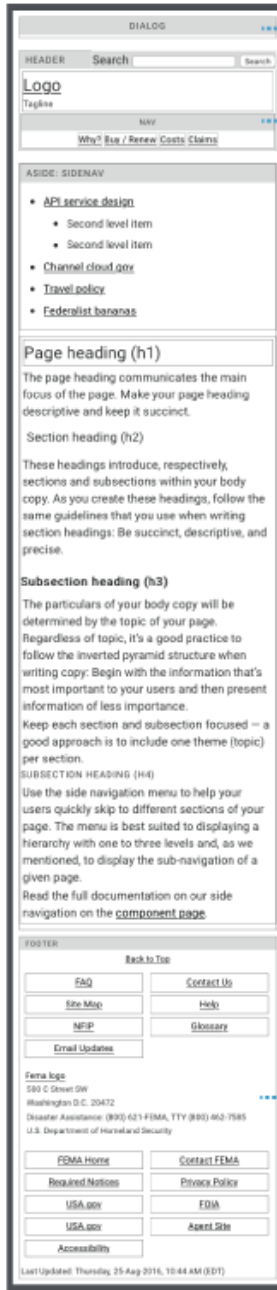- Contact information
- Back to Top link

Tablet
portrait

Dialog area: alerts, notices

Navigation specific to path

Main content

Subnav
Two levels deep

Clear hierarchy
· Main content
· Secondary
· Tertiary

Footer content: to be evaluated
· Utility links
· Legally required links and info
· Contact information
· Back to Top link

Tablet landscape

Dialog area: alerts, notices

1

Subnav

Two levels deep

5

2

Navigation specific to path

4

Main content

3

Clear hierarchy

· Main content
· Secondary
· Tertiary

Desktop

/laptop

6

Footer content: to be evaluated

· Utility links
· Legally required links and info
· Contact information
· Back to Top link

Content Inventory
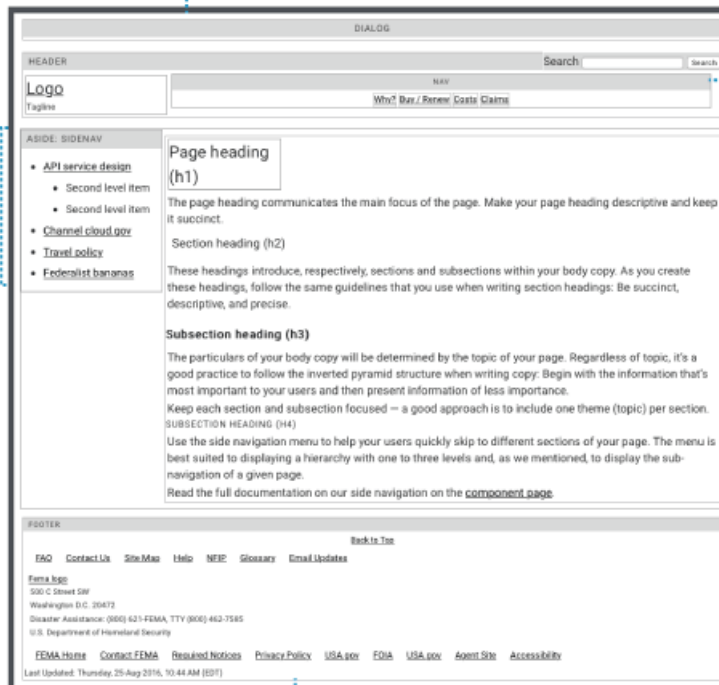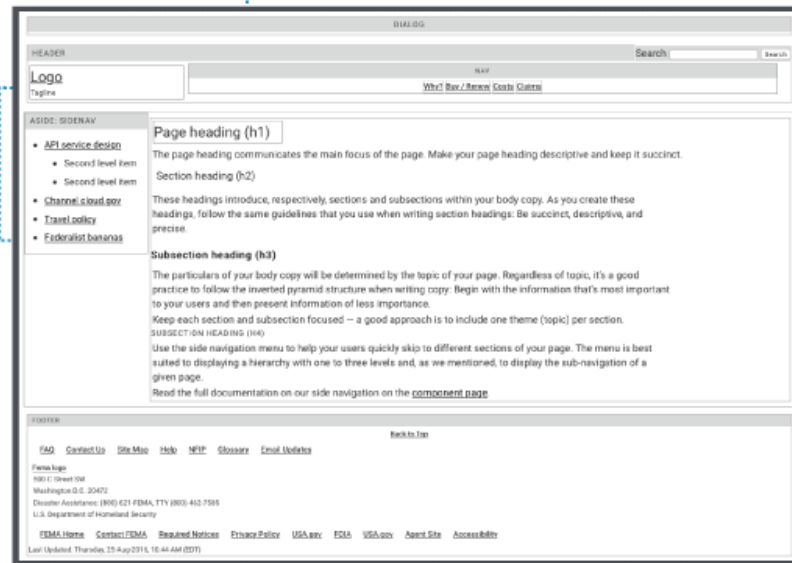
Inventory: Footer Content Question

Contact Us | Site Map | Help | NFIP | Glossary | Email Updates

FEMA 500 C Street SW, Washington, D.C. 20472
Disaster Assistance: (800) 621-FEMA, TTY (800) 462-7585
U.S. Department of Homeland Security
FEMA Home   Contact FEMA   Required Notices   Privacy Policy   USA.gov   FOIA   USA.gov   Agent Site   Accessibility

Last Updated: Tuesday, 27-Sep-2016, 1:47 PM (EDT)

#	Item	Why are we including this item?
1	Item	Why are we including this item?
2	Back to Top	
3	FAQ	
4	Contact Us	
5	Site Map	
6	Help	
7	NFIP	
8	Glossary	
9	Email Updates	
10	Fema logo	
11	500 C Street SW, Washington D.C. 20472	
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14		
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16	Contact FEMA	
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21	USA.gov	
22	Agent Site	
23	Accessibility	
24	Last Updated: Thursday, 25-Aug-2016, 10:44 AM (EDT)	

Thank you!

Any questions?