

# CRITICAL DESIGN DOCUMENT

11.20.2017

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- Interior Supporting Contact Us
- Search Results





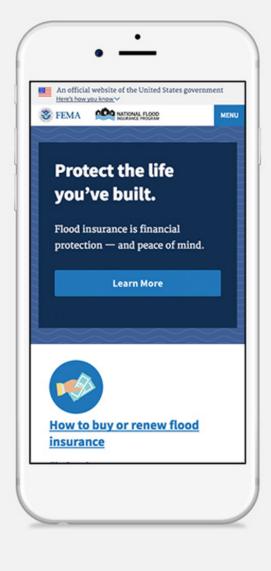


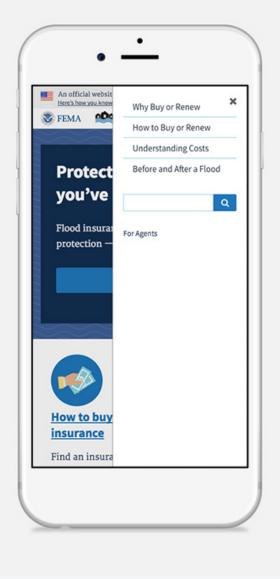


Tablet, landscape + wider screens





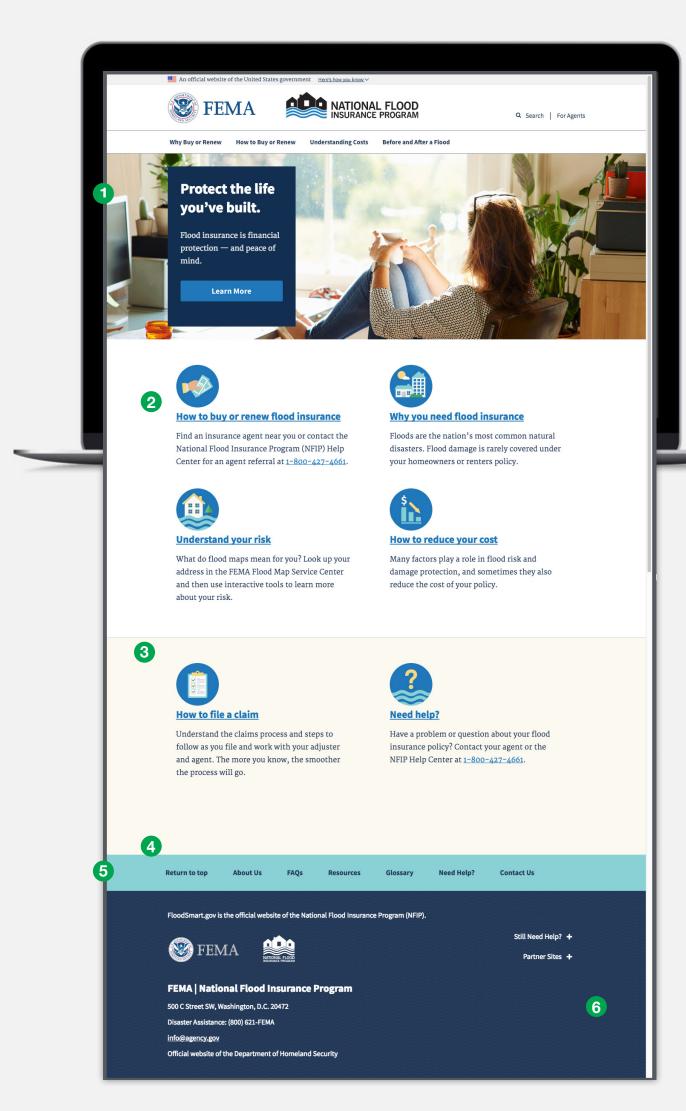




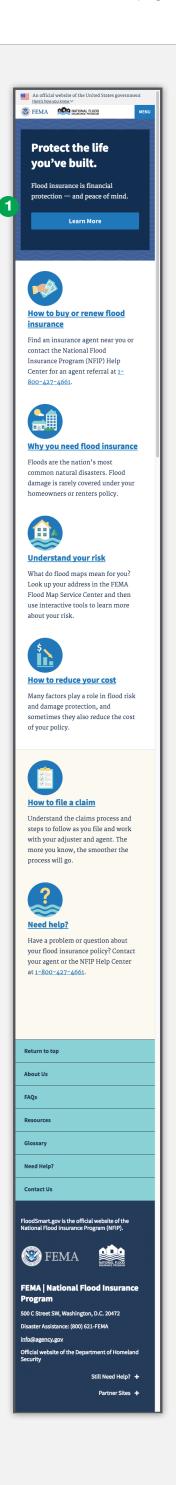
### Homepage annotations







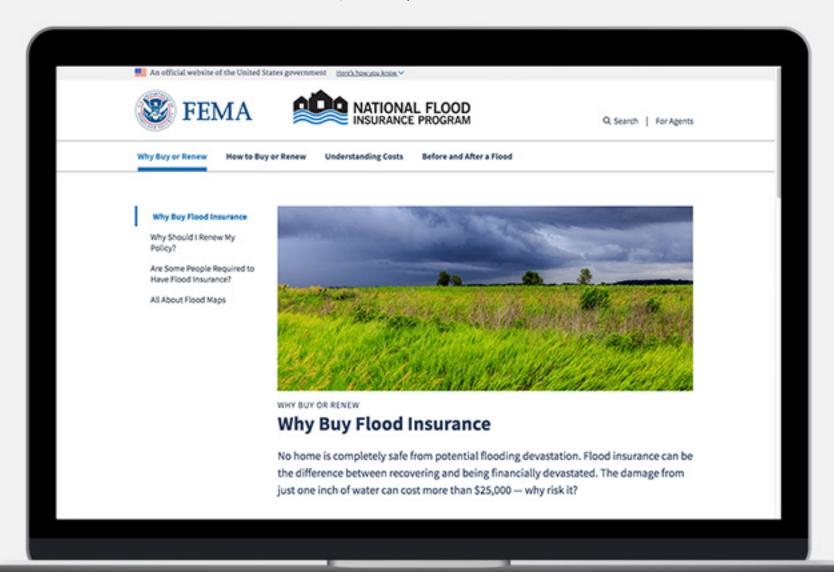
- Banner area for Highest Priority Call to Action. Background image to pair with messaging. To improve performance for mobile users, smaller screens will not include a photo, and instead will use a lightweight background pattern
- 2 Graphic icon pairs with Call to Action
- 3 Lightly tinted area and topline border to create separation between different areas of content
- 4 "Return to Top" link moved into utility nav to accommodate Drupal theme
- 5 Utility nav for supporting pages shared across Individuals, Agents, and shared pages
- Subtle wave pattern appears in footer across all pages without interferring with the active area of page design. This allows for an element of brand continuity across the site without distracting the audience from the information on the page.

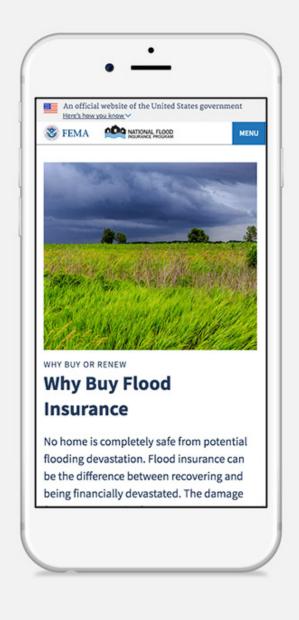






Tablet, landscape + wider screens

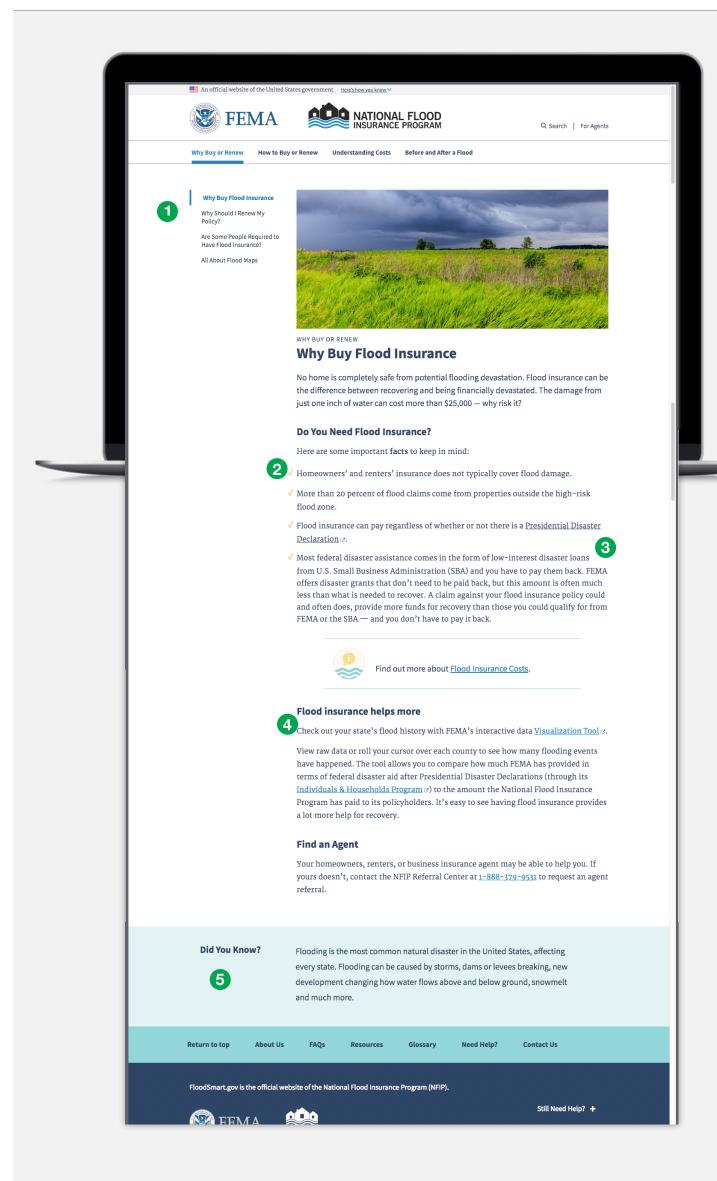




# Interior page annotations







- Interior sub-nav (Note: on mobile the sub-nav will be inserted into the collapsed menu, when the C3 team begins development)
- 2 Lead-in style to label content
- 3 Link Style
- 4 Callout style
- 5 "Did You Know?" or "Need Help?" pullquote style



# Why Buy Flood Insurance

No home is completely safe from potential flooding devastation. Flood insurance can be the difference between recovering and being financially devastated. The damage from just one inch of water can cost more than \$25,000 — why risk it?

#### Do You Need Flood Insurance?

Here are some important **facts** to keep in mind:

- Homeowners' and renters' insurance does not typically cover flood damage.
- More than 20 percent of flood claims come from properties outside the highrisk flood zone.
- √ Flood insurance can pay regardless of whether or not there is a <u>Presidential</u> <u>Disaster Declaration</u> 
  ø.
- ✓ Most federal disaster assistance comes in the form of low-interest disaster loans from U.S. Small Business Administration (SBA) and you have to pay them back. FEMA offers disaster grants that don't need to be paid back, but this amount is often much less than what is needed to recover. A claim against your flood insurance policy could and often does, provide more funds for recovery than those you could qualify for from FEMA or the SBA and you don't have to pay it back.



Find out more about <u>Flood</u> <u>Insurance Costs</u>.

#### Flood insurance helps more

Check out your state's flood history with FEMA's interactive data <u>Visualization Tool</u>  $\ensuremath{\varnothing}.$ 

View raw data or roll your cursor over each county to see how many flooding events have happened. The tool allows you to compare how much FEMA has provided in terms of federal disaster aid after Presidential Disaster Declarations (through its Individuals & Households Program @) to the amount the National Flood Insurance Program has paid to its policyholders. It's easy to see having flood insurance provides a lot more help for recovery.

#### Find an Agent

Your homeowners, renters, or business insurance agent may be able to help you. If yours doesn't, contact the NFIP Referral Center at 1-888-379-9531 to request an agent referral.



Why Buy Flood Insurance
Why Should I Renew My Policy?
Are Some People Required to Have Flood Insurance
All About Flood Mass

#### Did You Know?

Flooding is the most common natural disaster in the United States, affecting every state. Flooding can be caused by storms, dams or levees breaking, new development changing how water flows above and below ground, snowmelt and much more.

Return to top

About Us

FAQs

Resources

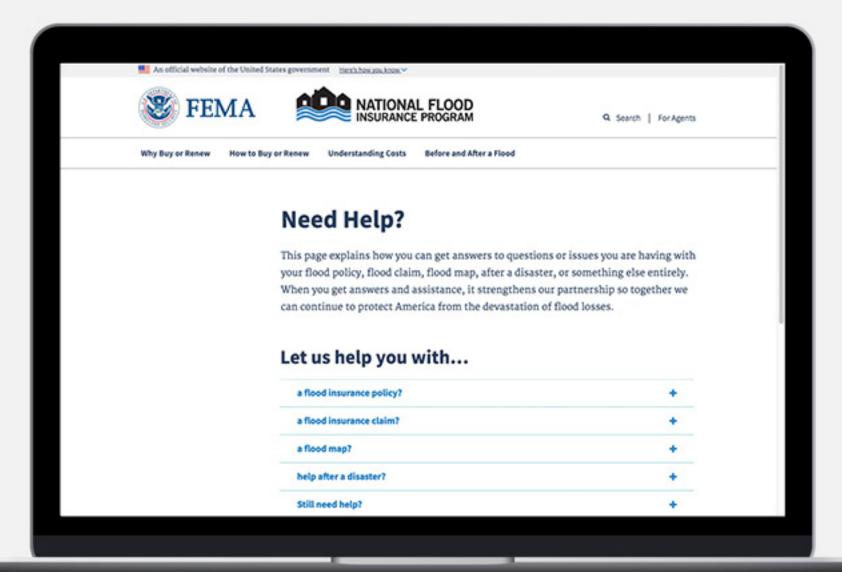
Glossary

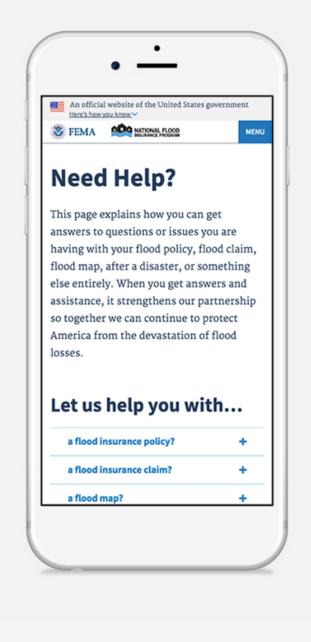
Need Help?





Tablet, landscape + wider screens

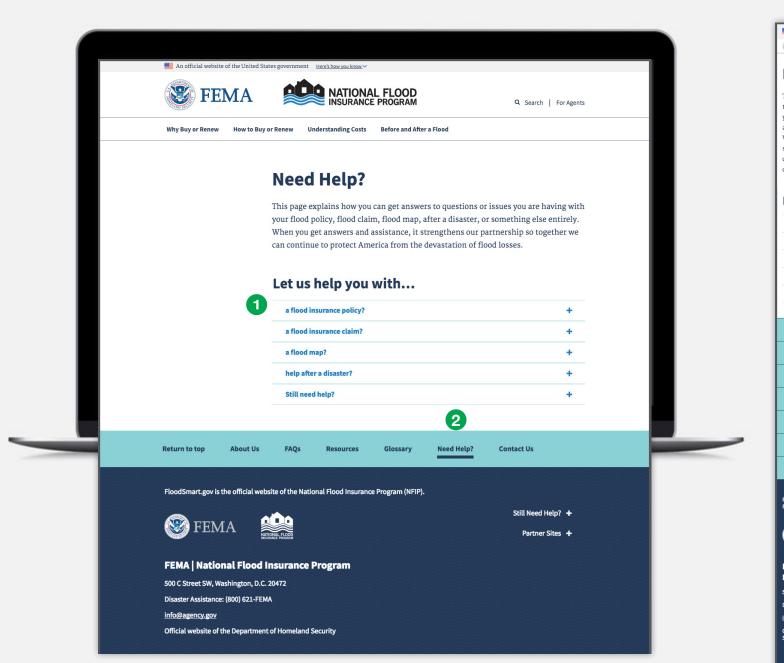


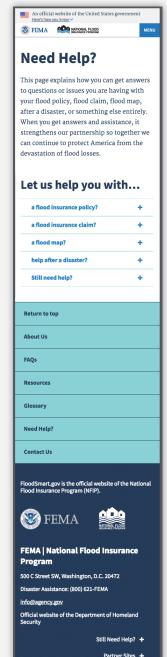


# Supporting page 1: Need Help?







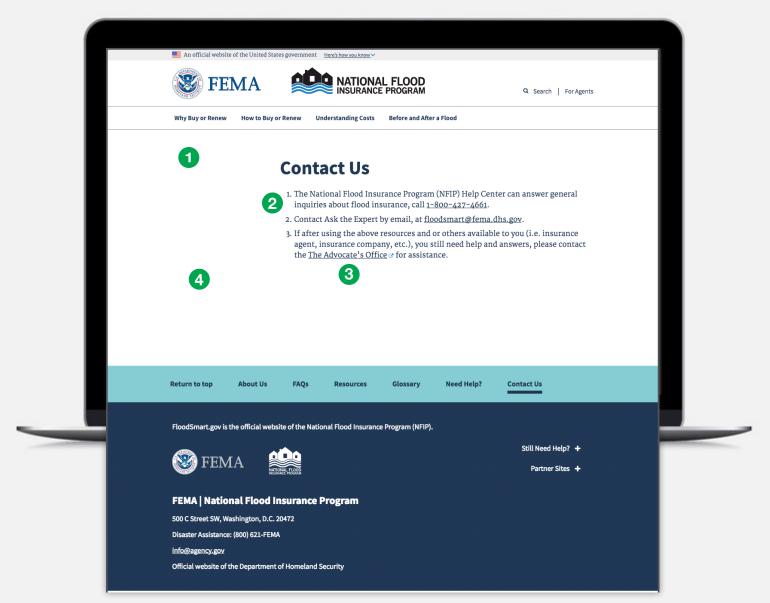


- 1 Accordion styling
- 2 On-state for utility nav links

# Supporting page 2: Contact Us







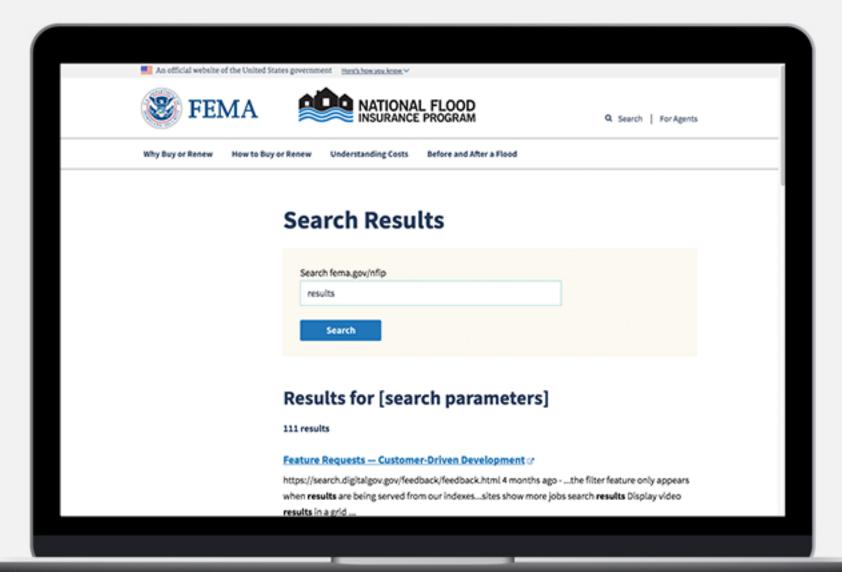


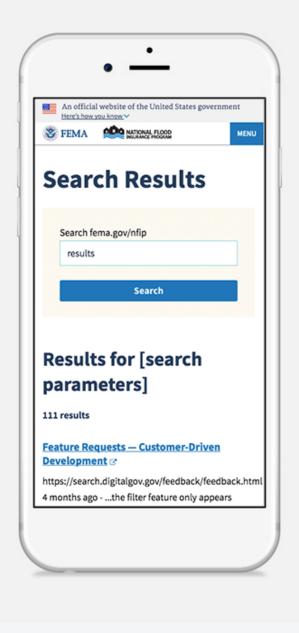
- 1 No sub-nav for supporting, shared pages
- Ordered list styling
- 3 External inks
- 4 No images on supporting pages





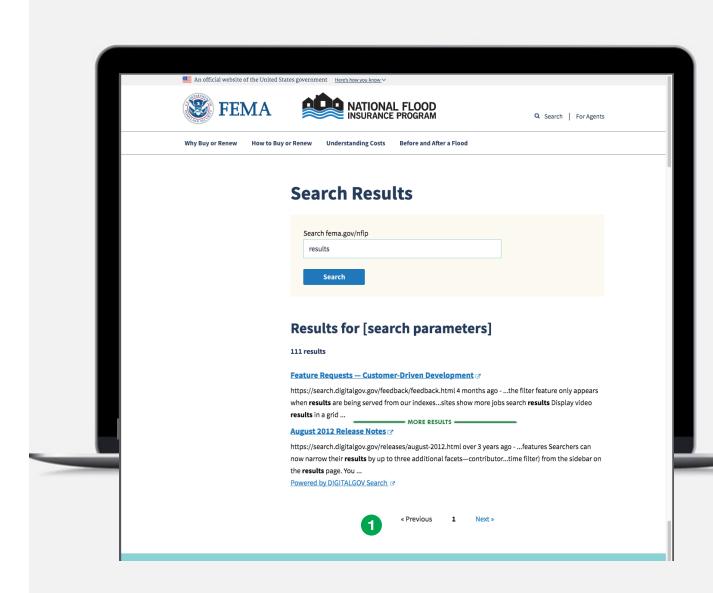
Tablet, landscape + wider screens





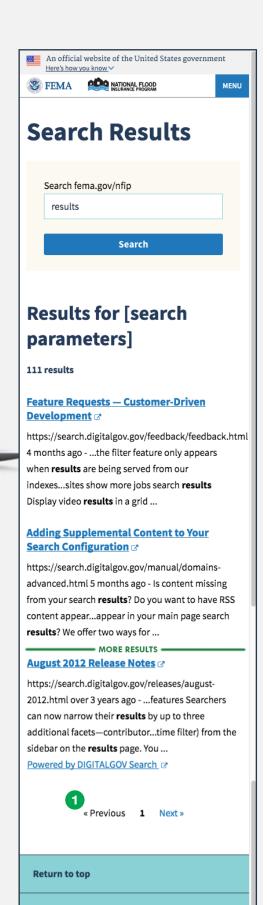






1 Recommended 10 results per page

For clarity, a user would arrive on this page by entering search terms into the search input in the header.



About Us



# THANK YOU



