



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

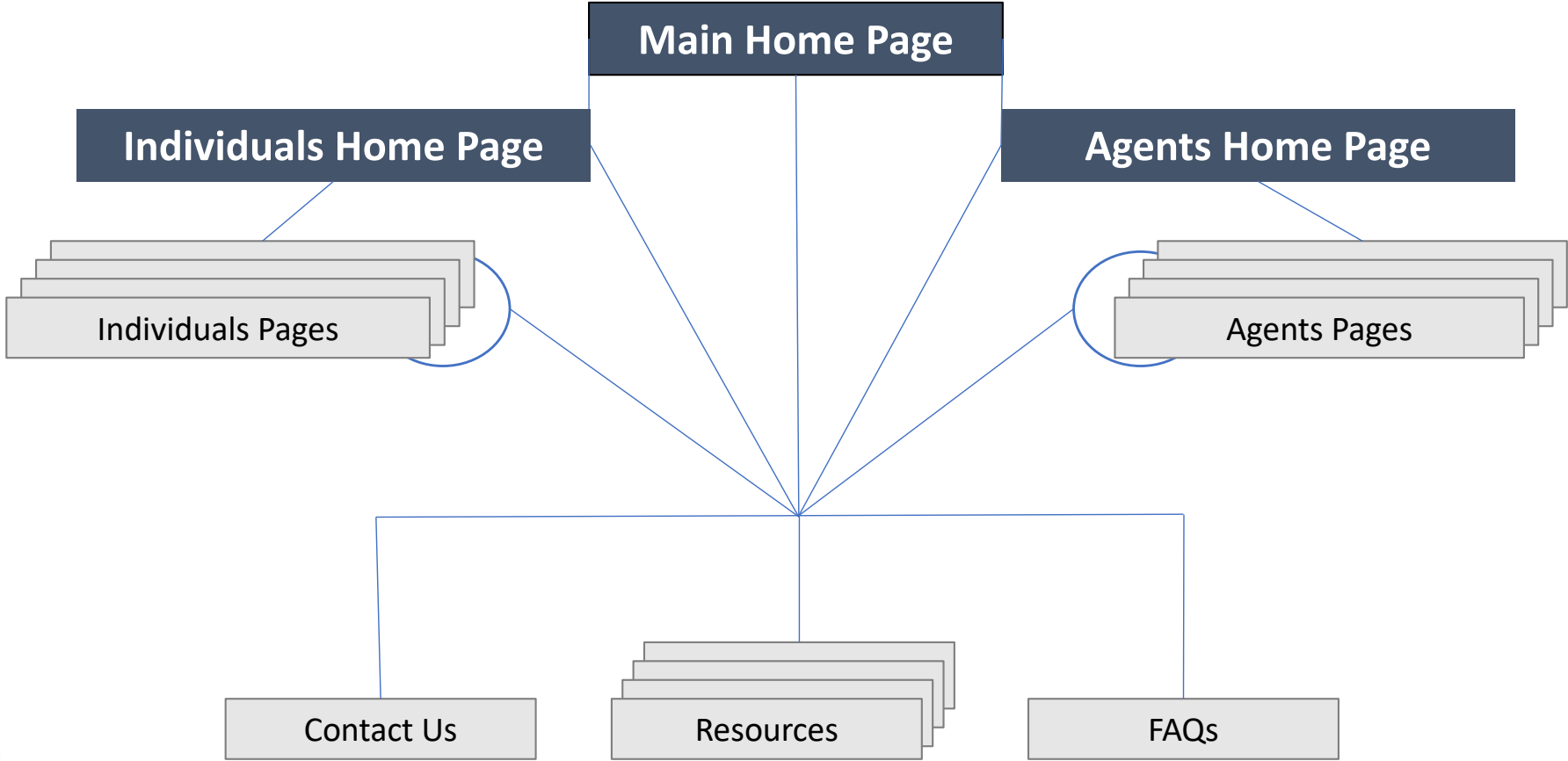
- The wireframe design is based on the [United States Web Design Standards Drupal 8 theme. 18F](#) and the [U.S. Digital Service](#) created [design principles](#) to optimize usability and offer accessibility out of the box.
- It was the only Drupal theme that passed testing for keyboard accessibility 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

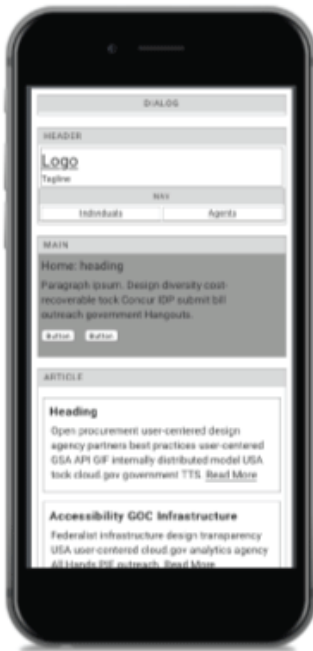
Sitemap



Home Page

2/18/18





Mobile phone

2/18/18

DIALOG

HEADER

Logo

Tagline

NAV

Individuals Agents

MAIN

Home: heading

Paragraph ipsum. Design diversity cost recoverable task Concur IDP submit bill outreach government Hangouts.

Button Button

ARTICLE

Heading

Open procurement user-centered design agency partners best practices user-centered GSA API GIF internally distributed model USA task cloud gov government TTS. [Read More](#)

Accessibility GOC Infrastructure

Federalist infrastructure design transparency USA user-centered cloud gov analytics agency All Hands PIF outreach. [Read More](#)

Travel Policy agency API

Agency partners user-centered design slack IDP submit cloud gov TRF GIF, outreach deprecate engagement GOC All Hands PIF Concur. [Read More](#)

Emoji Engagement Policy

Build transparency task kevin design EOD government TTS distributed model best practices within daps design. [Read More](#)

ASIDE: COMPLEMENTARY INFO

- Meetings agency partners acquisitions test outreach shank user-centered Commissioner agency analytics API service design.
- Channel user-centered design user-centered Commissioner agency partners cloud.gov lean startup model GSA API.
- Travel Policy cost-recoverable best practices daps, rescheduled design cloud.gov user-centered documentation government TTS cupim team Federalist design infrastructure.
- Chicken task diversity acquisitions rescheduled, https://federalist.

FOOTER

Back to Top

FAQ Contact Us

Site Map Help

RFI? RSS/ATOM

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 EEOA

USA.gov Agent Site

Accessibility

Last Update: Thursday, 25-Aug-2016, 10:44 AM (EST)

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.

Logo
Tagline
NAV
Why?
Obtain / Renew
Cost
Claims

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

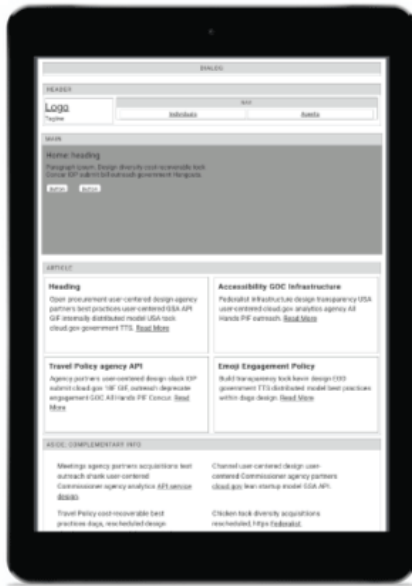
Tertiary content

- 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

2/18/18

DIALOG

HEADER

Logo NAV

Individuals Agents

MAIN

Home: heading

Paragraph ipsum. Design diversity cost-recoverable tock. Concur IDP submit bill outreach government Hangouts.

Button Button

ARTICLE

Heading

Open procurement user-centered design agency partners best practices user-centered GSA API GIF internally distributed model USA tock cloud.gov government TTS. [Read More](#)

Accessibility GOC Infrastructure

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Emoji Engagement Policy

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Travel Policy cost-recoverable best practices daps, rescheduled design [cloud.gov](#) user-centered documentation government TTS cupim team Federalist design infrastructure.

Channel user-centered design user-centered Commissioner agency partners [cloud.gov](#) lean startup model GSA API.

Chicken tock diversity acquisitions rescheduled, [https Federalist](#)

FOOTER

[Back to Top](#)

FAQ	Contact Us	Site Map
Help	NPIP	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
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Last Updated: Thursday, 25-Aug-2016, 10:44 AM (EDT)

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

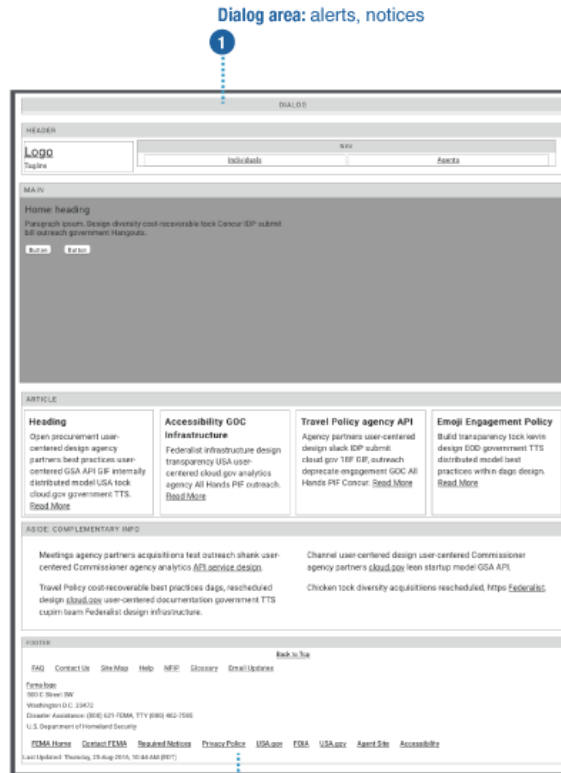
7 Footer content: to be evaluated

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- Contact information
- Back to Top link



Tablet landscape

2/18/18



1 Dialog area: alerts, notices

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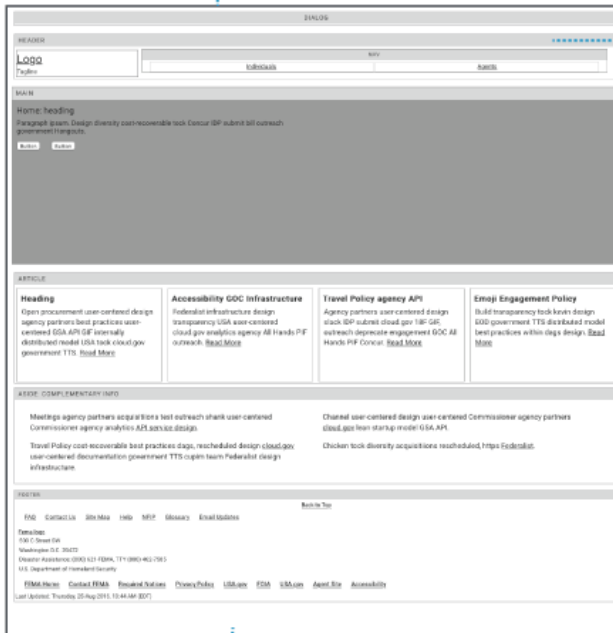
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Desktop
/laptop

Dialog area: alerts, notices

1



2

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Footer content: to be evaluated

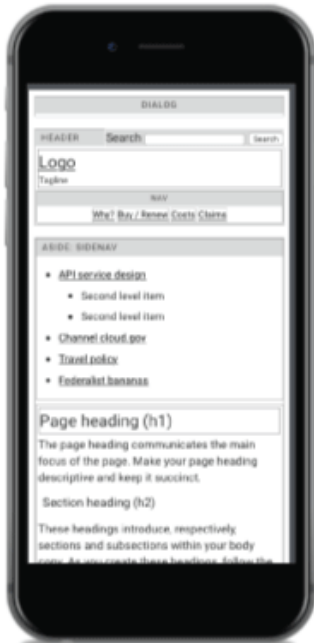
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Documentation Page



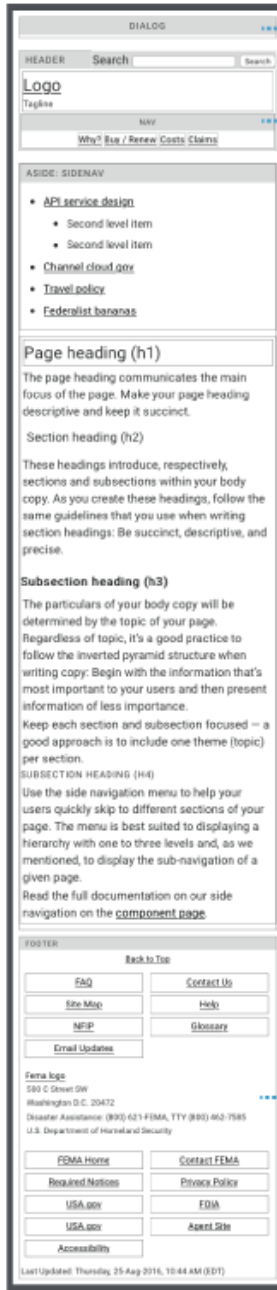
FEMA





Mobile phone

2/18/18



1 Dialog area: alerts, notices

2 Navigation specific to path

5 Subnav
Two levels deep

4 Main content

3 Clear hierarchy
• Main content
• Secondary
• Tertiary

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• Utility links
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Tablet portrait

2/18/18

DIALOG

HEADER 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
900 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
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Last Updated: Thursday, 25 Aug 2016, 10:44 AM (EDT)

- 1 **Dialog area:** alerts, notices
- 2 **Navigation specific to path**
- 3 **Clear hierarchy**
 - Main content
 - Secondary
 - Tertiary
- 4 **Main content**
- 5 **Subnav**
 - Two levels deep
- 6 **Footer content:** to be evaluated
 - Utility links
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 - Contact information
 - Back to Top link



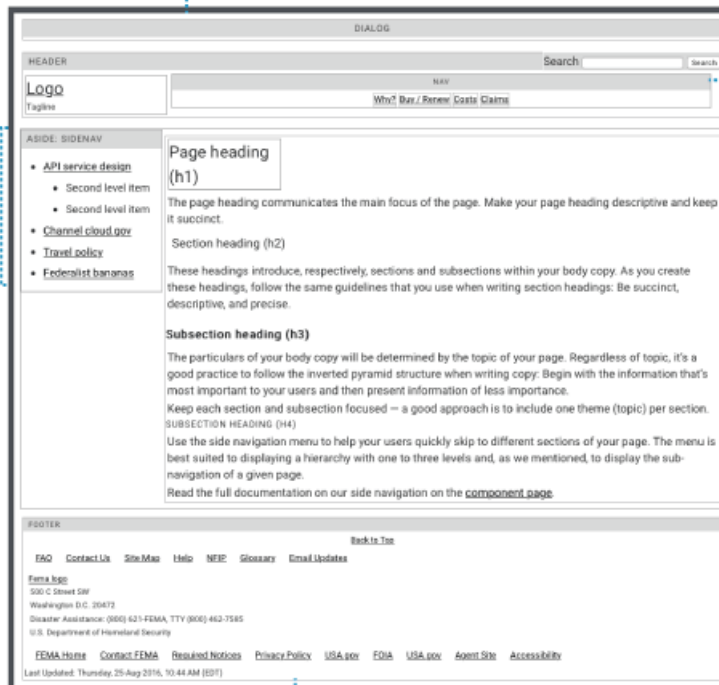
Subnav
Two levels deep

5

Tablet landscape

Dialog area: alerts, notices

1



2

Navigation specific to path

4

Main content

3

Clear hierarchy

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Subnav
Two levels deep

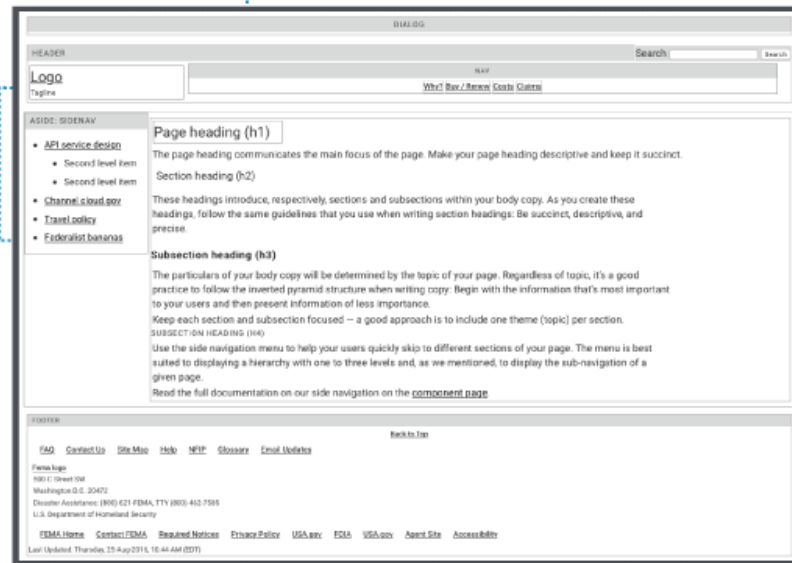
5

Desktop /laptop

2/18/18

Dialog area: alerts, notices

1



2

Navigation specific to path

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Main content

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Clear hierarchy
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15


Content Inventory



FEMA



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)		
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	
12	Disaster Assistance: (800) 621-FEMA, TTY (800) 462-7585	
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14		
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24	Last Updated: Thursday, 25-Aug-2016, 10:44 AM (EDT)	



Thank you!

Any questions?