



Wireframes v1.23

6-30-2015

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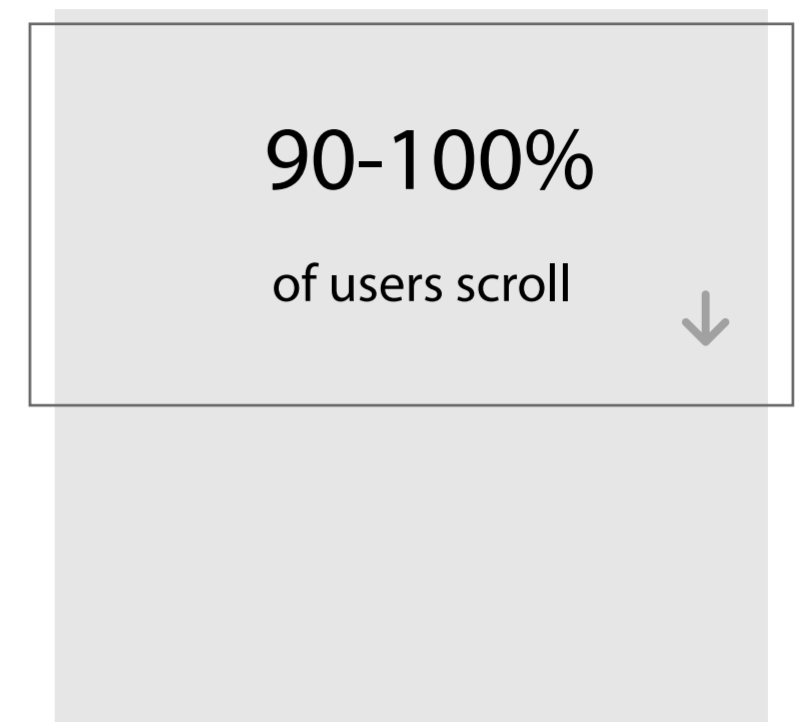
Guiding Principles  
Template Overview  
Visual Template Map  
Navigation  
Templates  
Quote Tool and Plan Flow

# Guiding Principles

The “north star” ideas used to create your wireframes

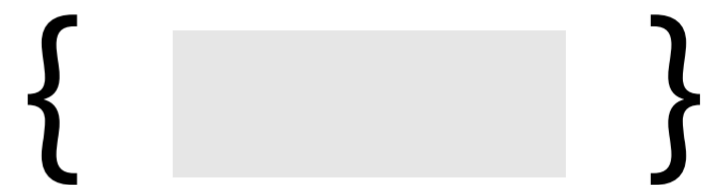
## Scrolling

Web page consumption habits have changed in the last 5 years. We’re finding that users prefer to scroll with recent studies showing that nearly 90% of users expect to scroll, and that number goes to 100% if there is a subtle visual hint on the screen.



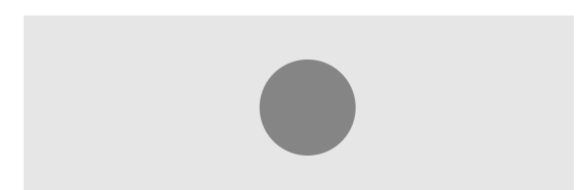
## Space

Adding space between the elements helps readability and engenders a sense of confidence and authority to your messaging.



## Simplicity

Simplifying layout and reducing the number of elements seen at one time helps content retention and allows us to focus the reader’s attention.



## About Wireframes

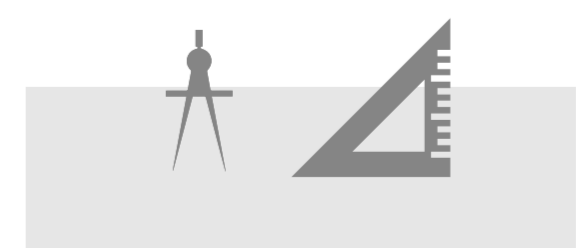
### Copy is placeholder

In most places we’ve either used lorem ipsum or have used our own verbiage in order to suggest an approach to writing copy. The copy will be addressed in later phases.



### It is not final design

These wireframes are a slightly more hi resolution than normal wireframes, however they should be seen as only describing the rough layout. The forthcoming design may come up with slightly different design solutions than those presented here.



# Template Overview

This site will use 5 basic template types.

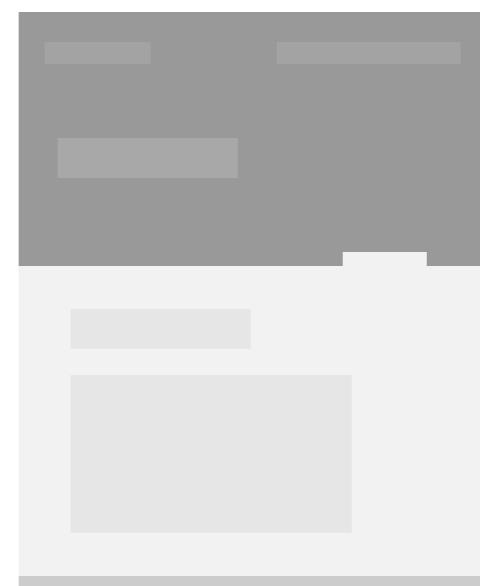
## Basic Content Template

A clean, no fuss template for text heavy content.



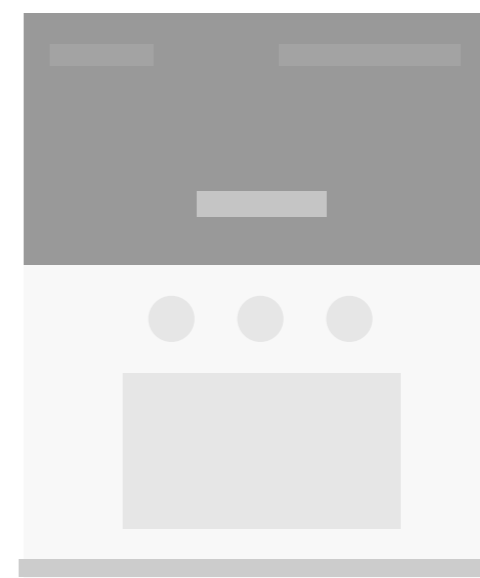
## Rich Content Template

A high impact visual page meant for pages with a sales or conversion focus.



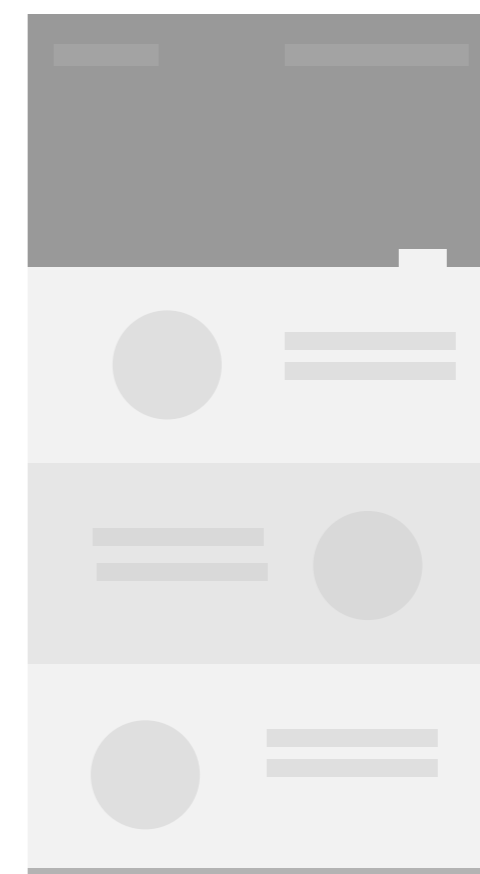
## Landing Page Template

A page totally geared towards getting a conversion. Can be used for log-ins or marketing campaigns



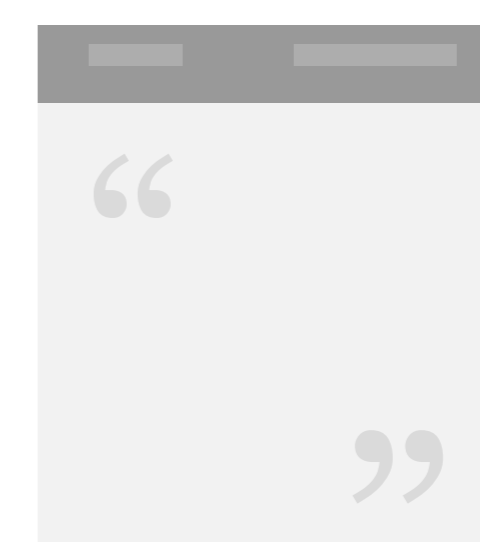
## Long Form Narrative Page

A special page used to make a strong sales pitch through a well composed sequence of content. Its layout features unique layout, animation and interactive features which provide an informative and memorable experience for the user.



## Vanilla Template Page

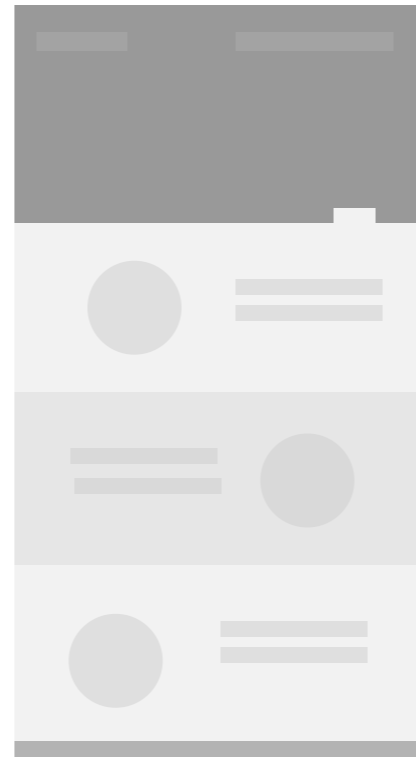
A page with header, navigation and footer which allows for easy creation of future custom pages with in the CMS.



# Visual Template Map

How the template types will be applied across the site

## Home Page

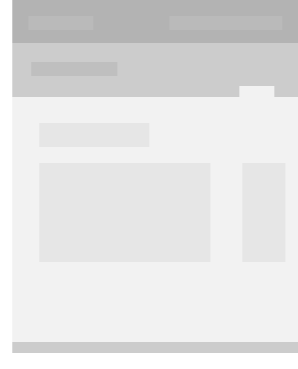


## Health Insurance 101

Health Insurance Basics



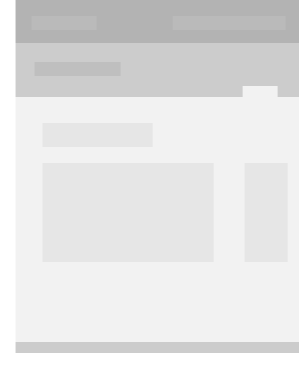
Glossary



FAQs



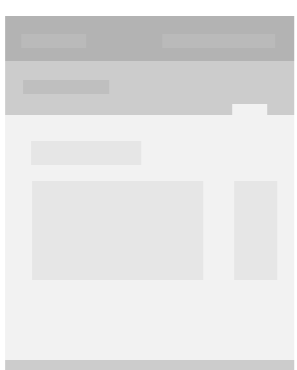
Affordable Care Act



Laws & Regulations



Health Care Marketplace



## Our Plans

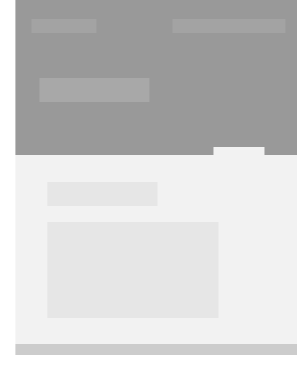
CareConnect Coverage



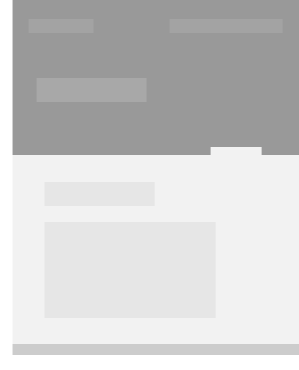
Individual / Family



Small Group



Employer

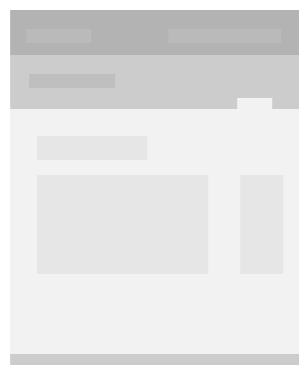


Rates & Renewals

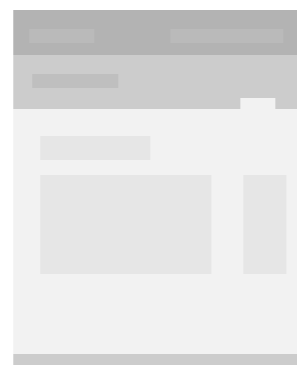


## Find Resources

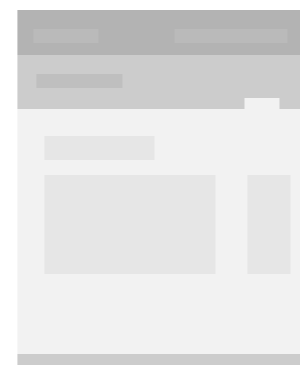
Provider Search



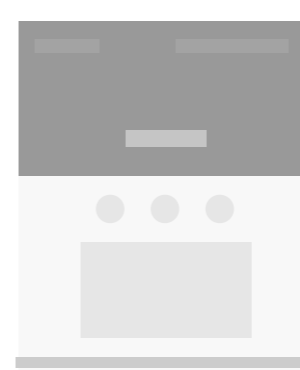
Facility Search



Prescription Drug Information



Cost Treatment Estimator

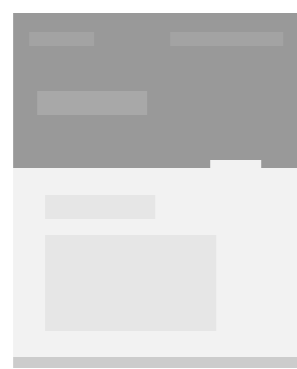


Forms

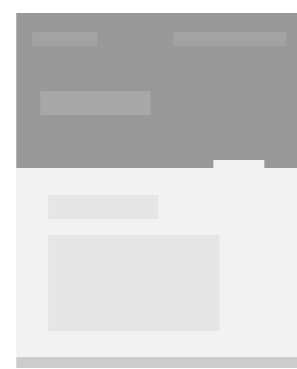


## Why CareConnect

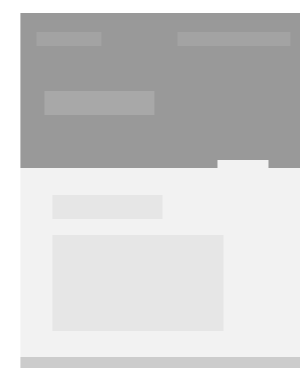
Customer Service



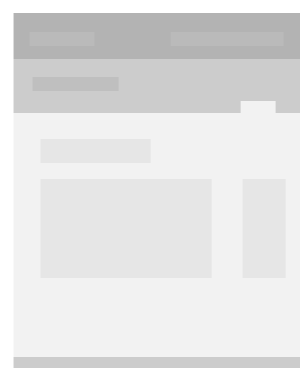
History



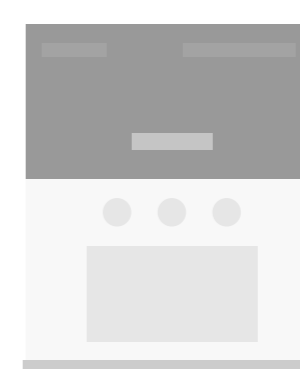
CareConnect Leadership



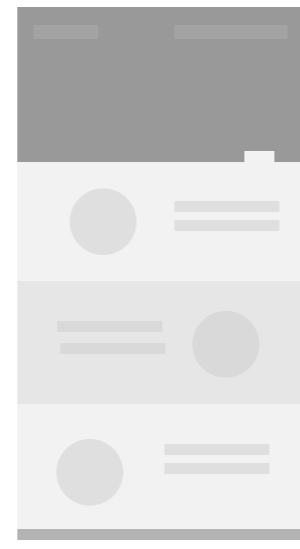
Testimonials



Join the Team

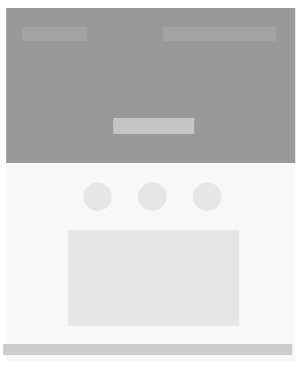


Can be condensed into long form narrative

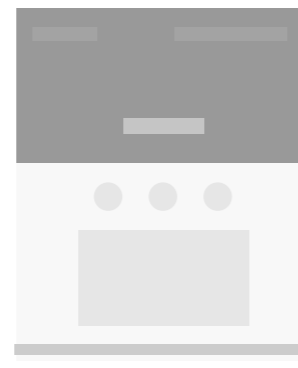


## Foreign Language

Traditional Chinese

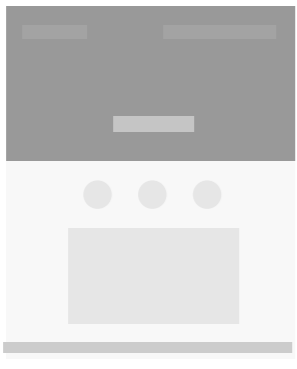


Espanol



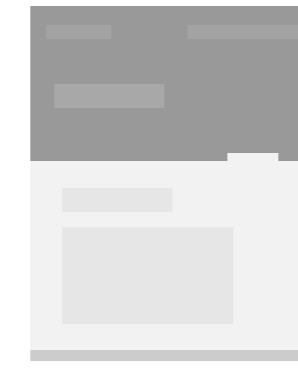
Members

Landing Page



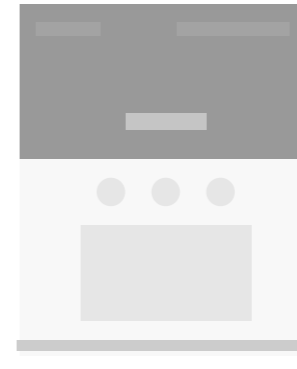
Brokers

Landing Page + Resources



Providers

Landing Page



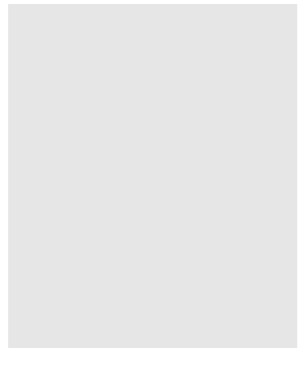
Employers

Landing Page

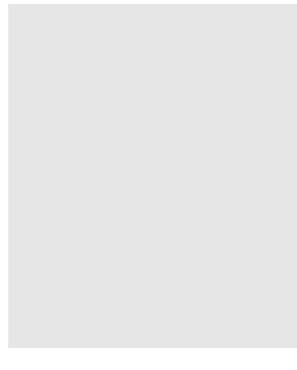


## News & Events

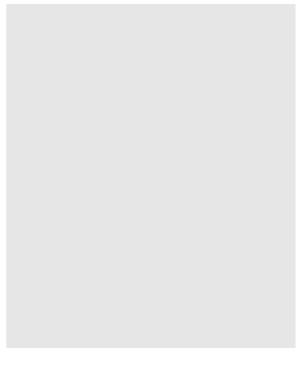
News



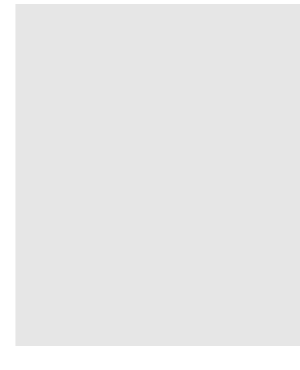
Blog



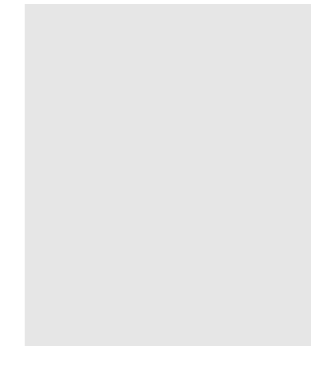
Events



Social Media



## Health & Wellness



# Approach to Header and Navigation

## The Header

Header is designed to be a tool bar to help the consumer complete the insurance purchasing process.

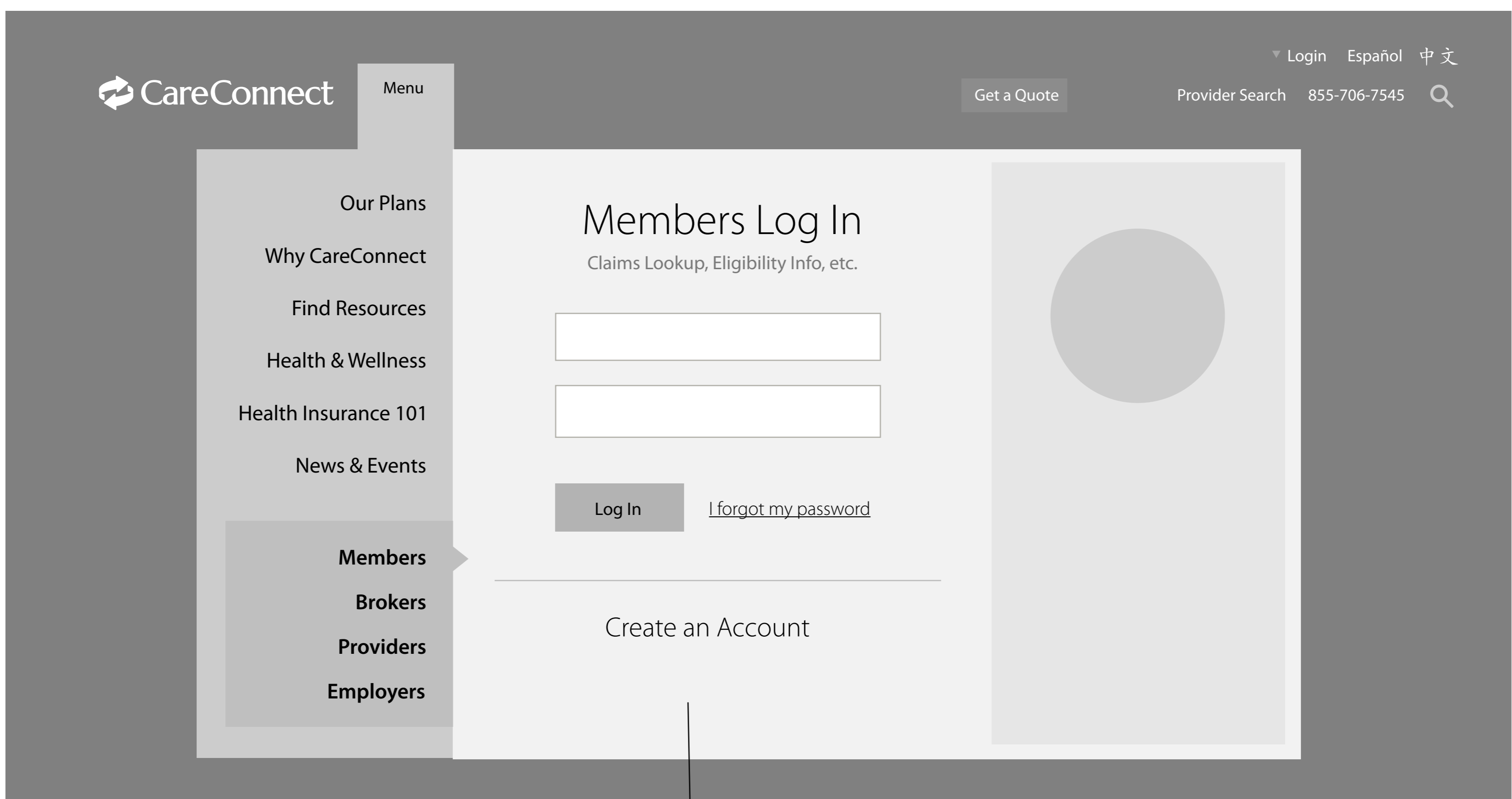


Logins unified under dropdown, will link to landing page.

Foreign Language options presented in native language

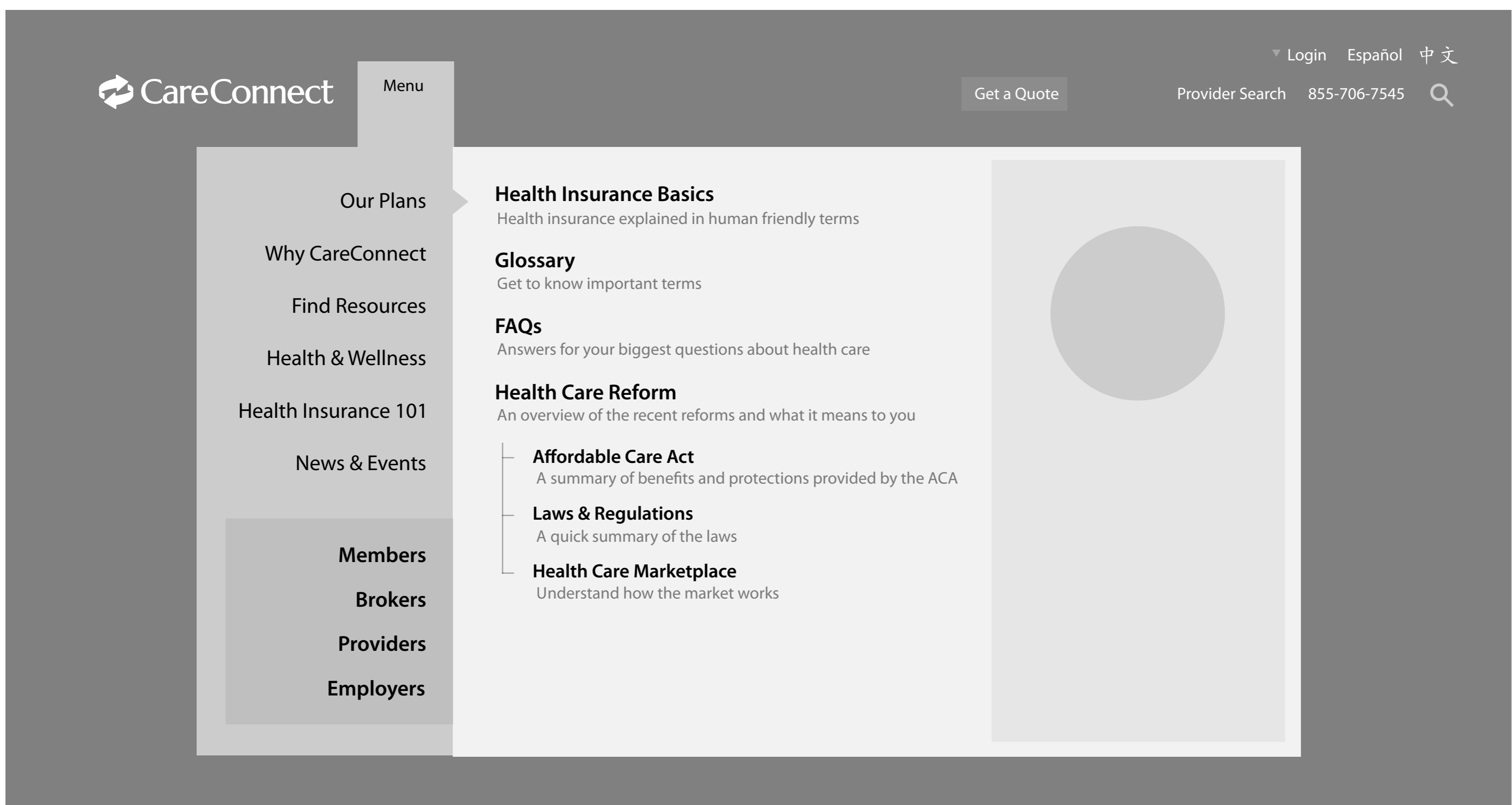
## Nav Menu

Direct login from navigation



Where practical and feasible, logins may be integrated into the nav. Logins will also exist on their own landing page.

Expanded category navigation with mini-summaries



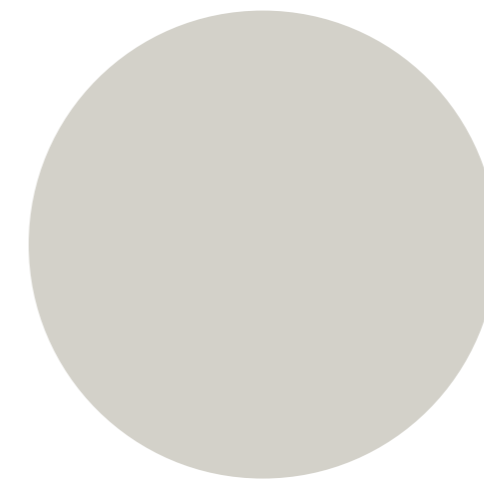
# Templates

# Welcome to CareConnect

an example of a home page

Get A Quote

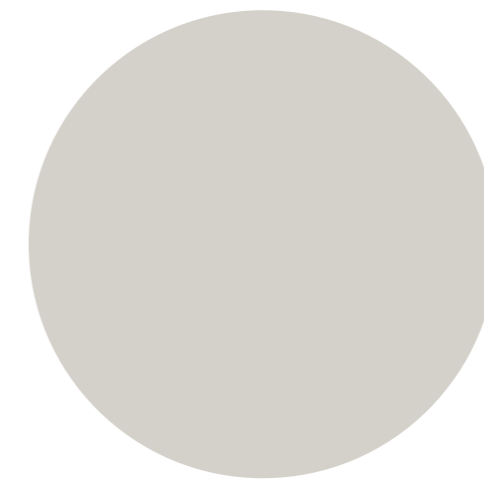
## Health Insurance for Humans



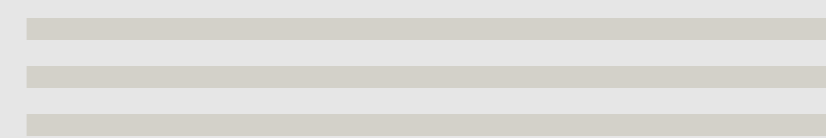
## Health Insurance Guided by Doctors



## A Provider Network You Know and Trust



## Health Insurance that Makes Sense



### Health Insurance 101

- Health Insurance Basics
- Glossary
- FAQs
- Health Care Reform +
- Eligibility & Requirements

### Our Plans

- CareConnect Coverage
- Types of Plans +
- Rates & Renewals

### Find Resources

- Provider Search
- Facility Search
- Prescription Drug Information
- Cost Treatment Estimator
- Forms
- Legal & Privacy

### Why CareConnect

- Why CareConnect
- Customer Service
- History
- CareConnect Leadership
- Testimonials
- Join the Team

### Health & Wellness

- Healthy Benefits

### News & Events

- News
- Blog
- Events

## We're Here to Help

855-706-7545

Live Chat Support

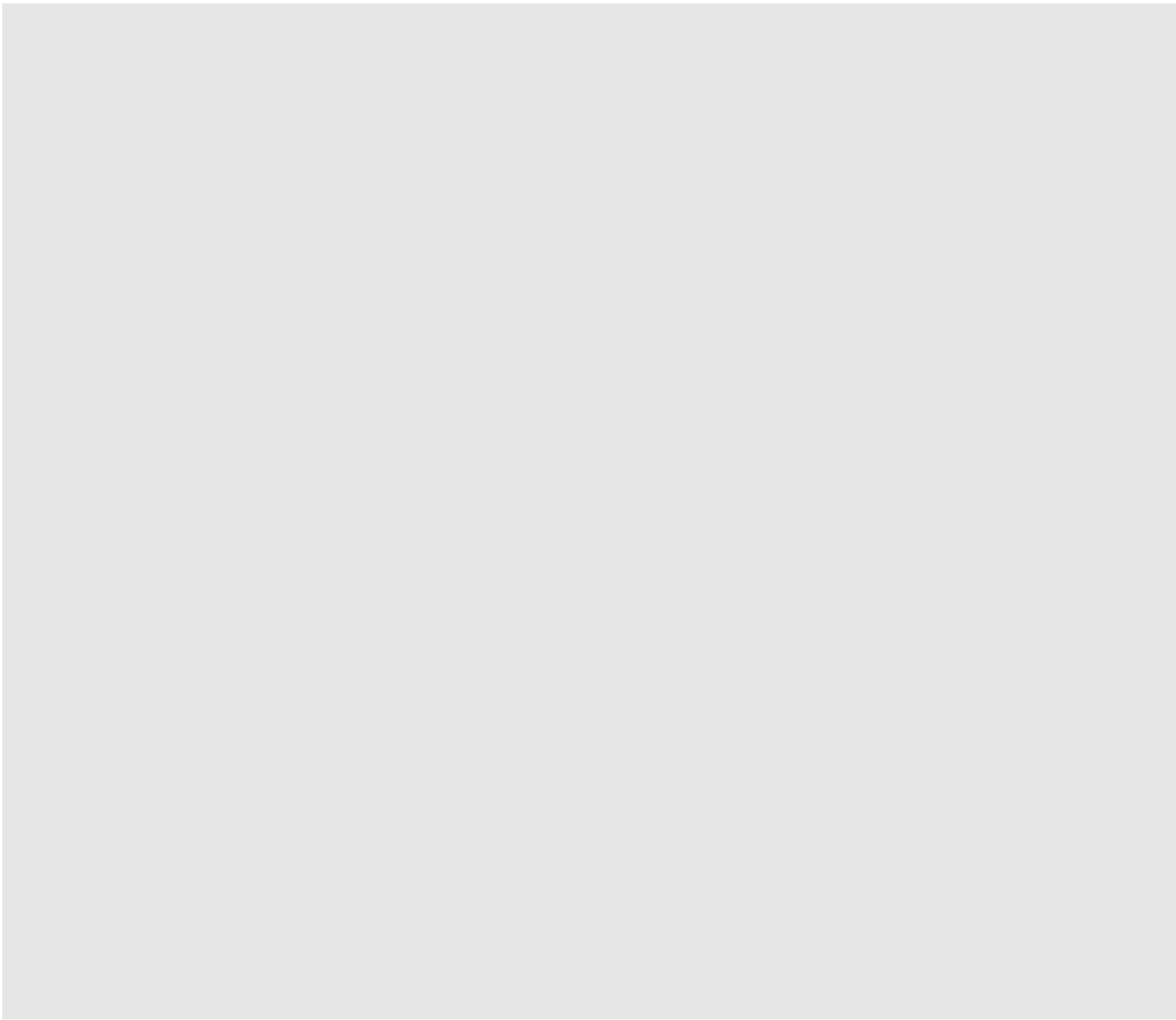
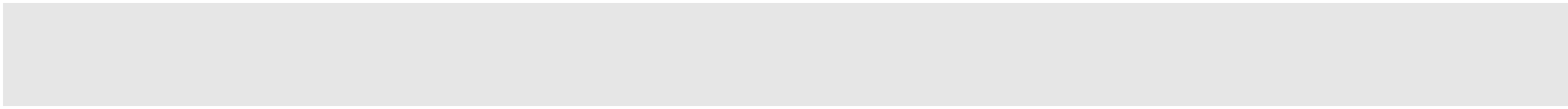
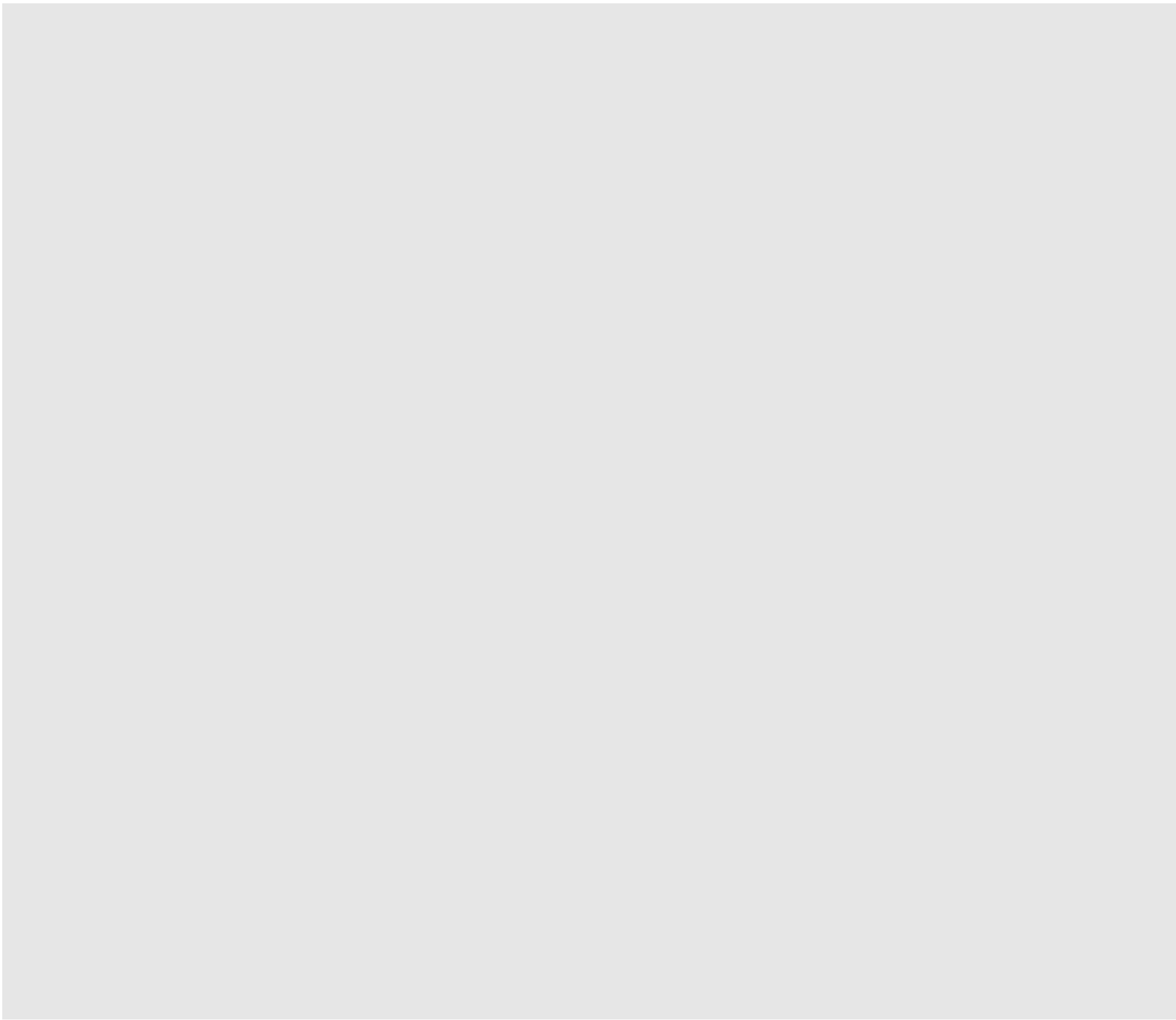
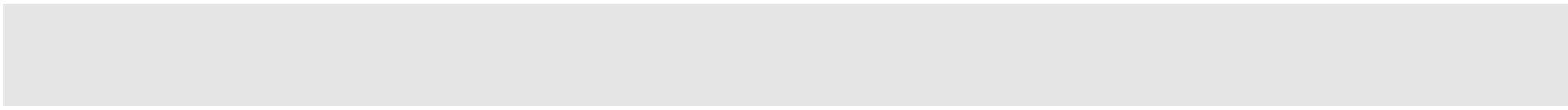
Email Support



# Health Insurance 101

- Health Insurance Basics
- Glossary
- FAQs
- Health Care Reform**
- Affordable Care Act
- Laws and Regulations
- Health Care Marketplace

# Basic Content Template



### Share This Page



### Need Something Else?

Relevant links & info here

Glossary

FAQs

Health Care Reform

#### Health Insurance 101

- Health Insurance Basics
- Glossary
- FAQs
- Health Care Reform
- Eligibility & Requirements

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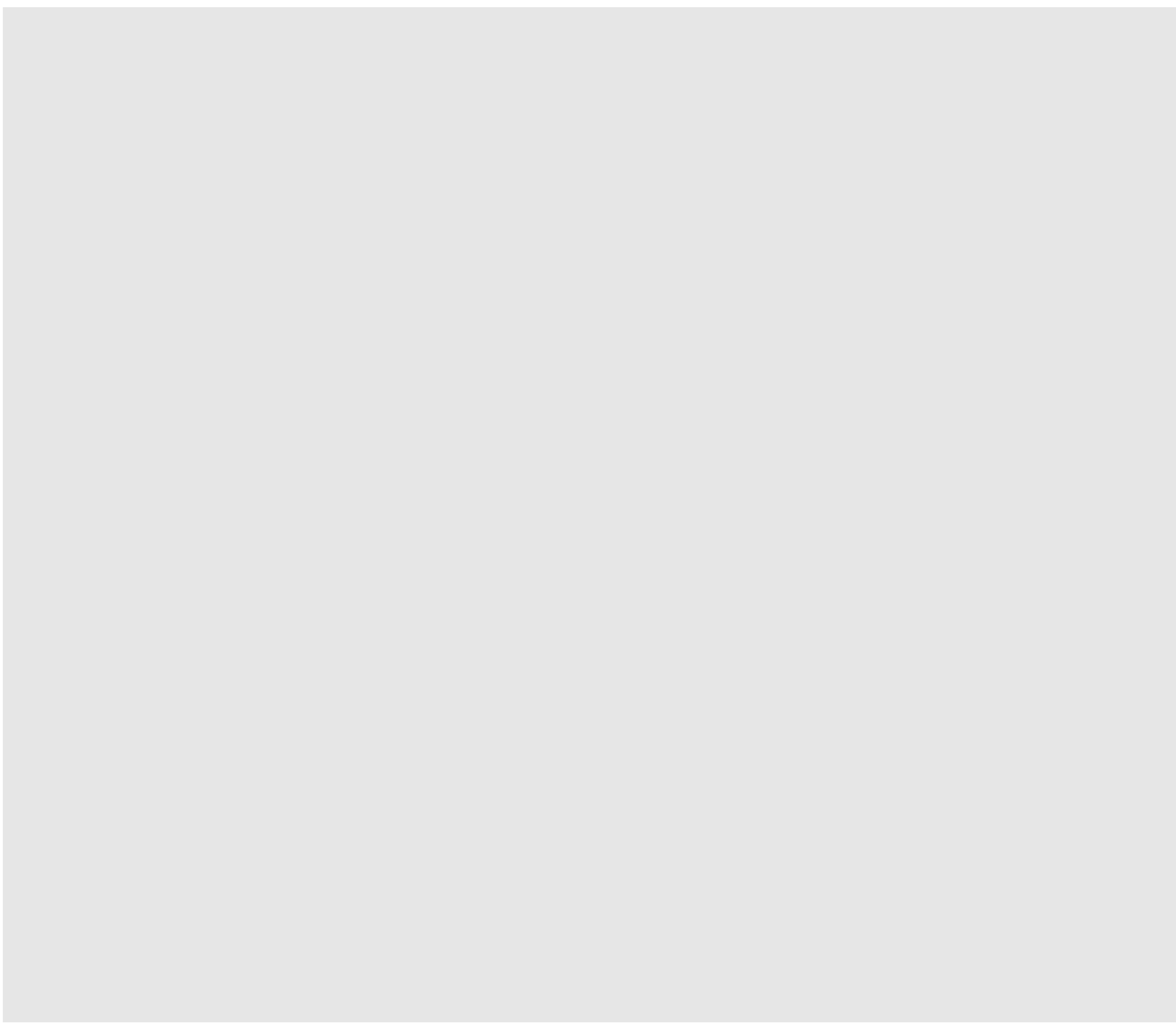
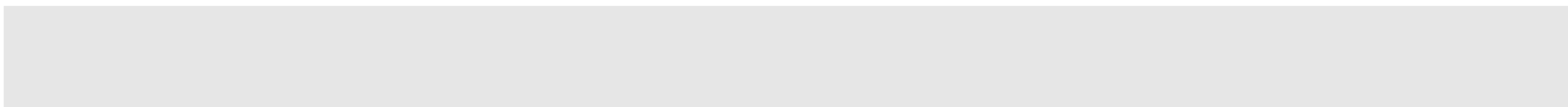
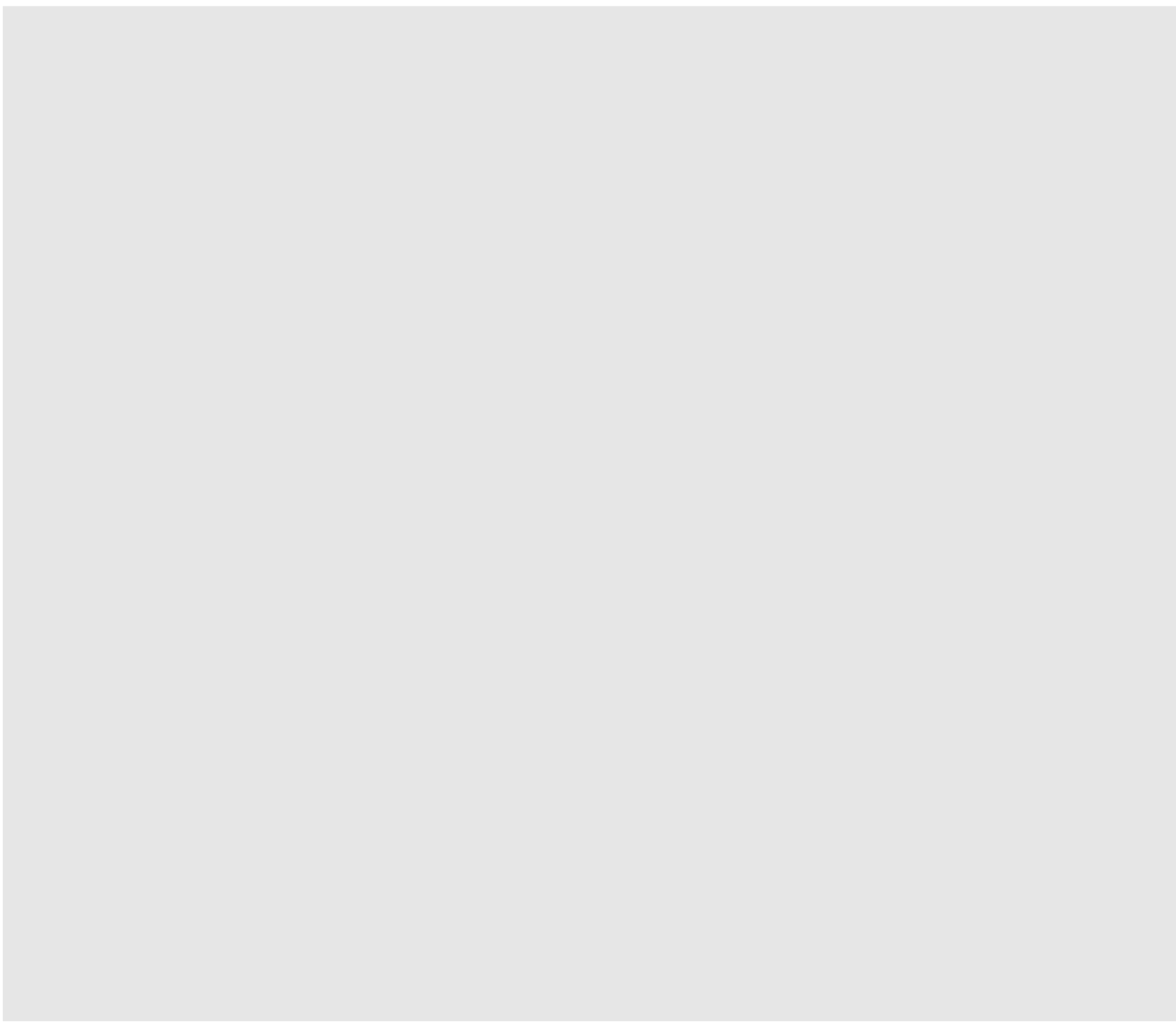
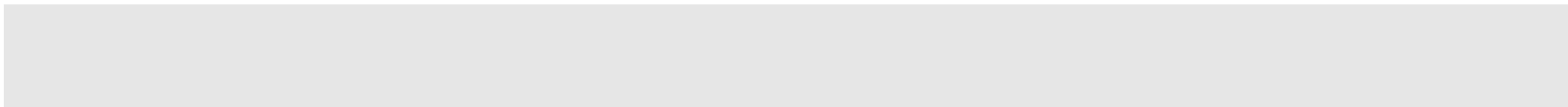
Email Support

# Our Plans

# Rich Content Template



- CareConnect Coverage
- Eligibility & Requirements
- Types of Plans**
- Rates and Renewals



### Share This Page



### Need Something Else?

Relevant links & info here

Glossary

FAQs

Health Care Reform

#### Health Insurance 101

- Health Insurance Basics
- Glossary
- FAQs
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- Eligibility & Requirements

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855-706-7545

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Email Support

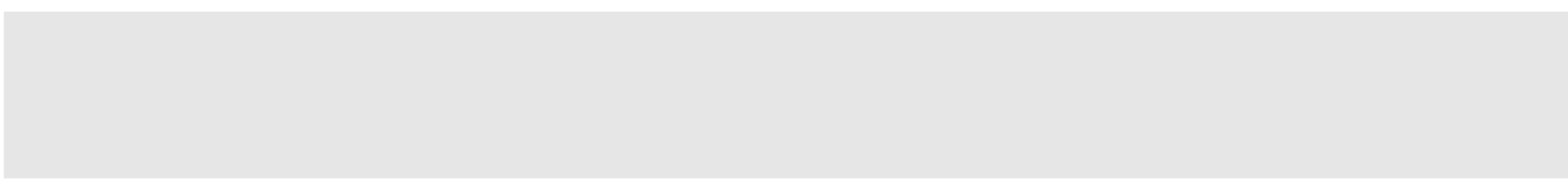
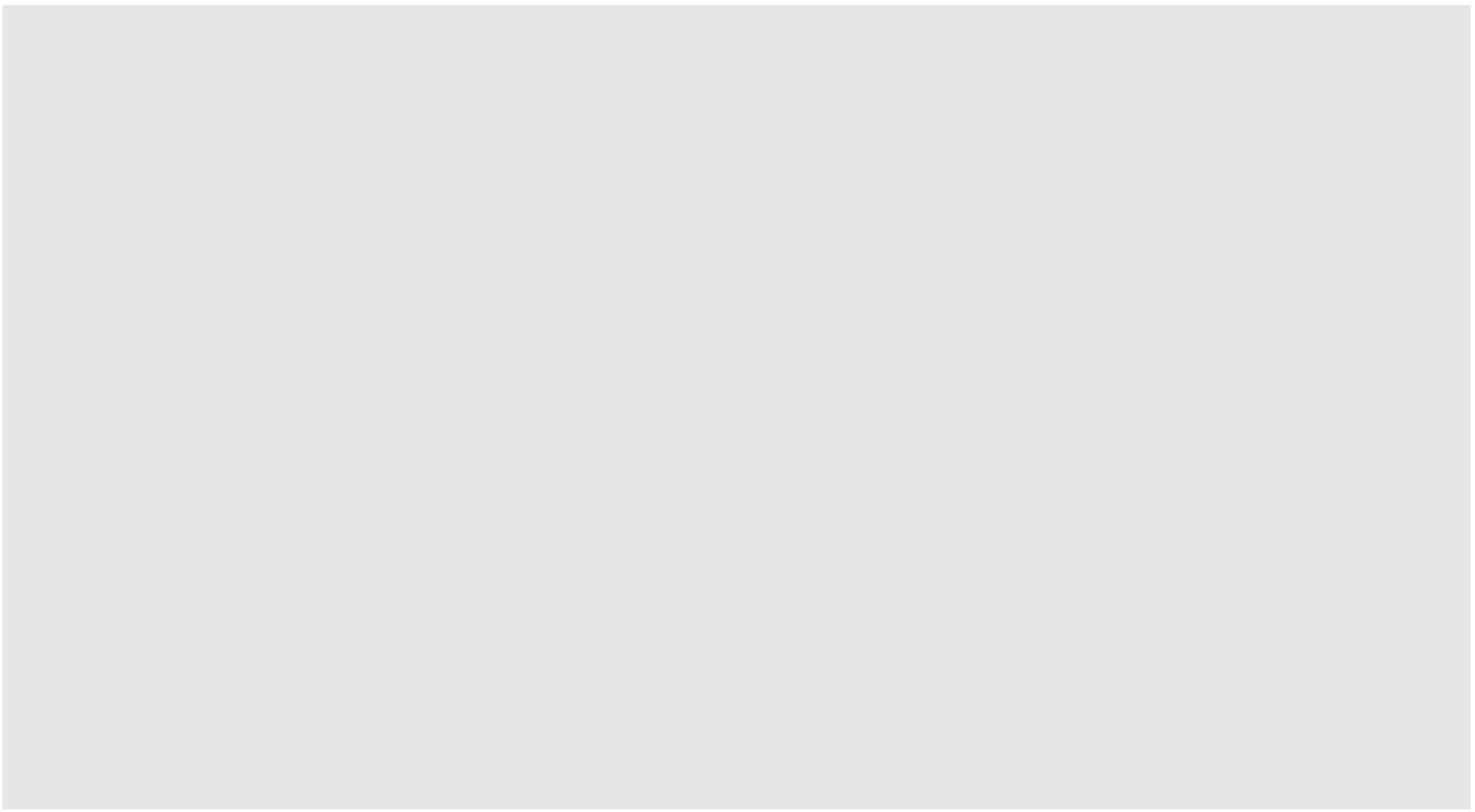
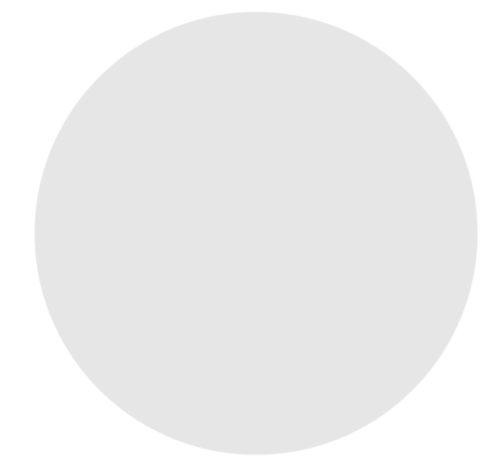
# Generic Landing Page

Use for Logins or Marketing Campaigns

Primary CTA

Secondary CTA

Secondary CTA



Primary CTA

Secondary CTA

Secondary CTA

#### Health Insurance 101

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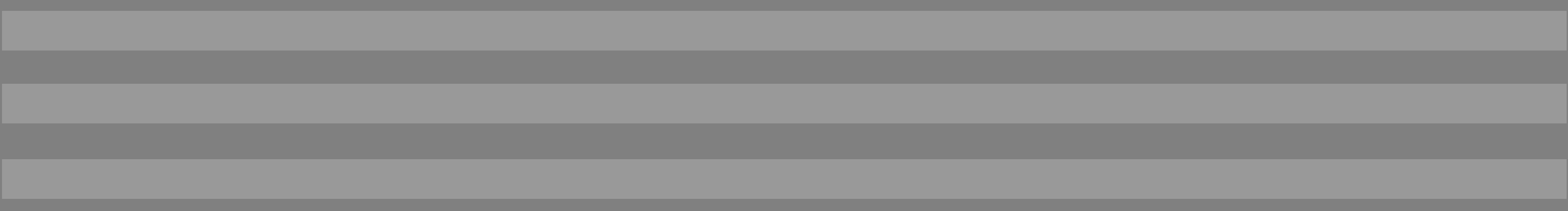
855-706-7545

Live Chat Support

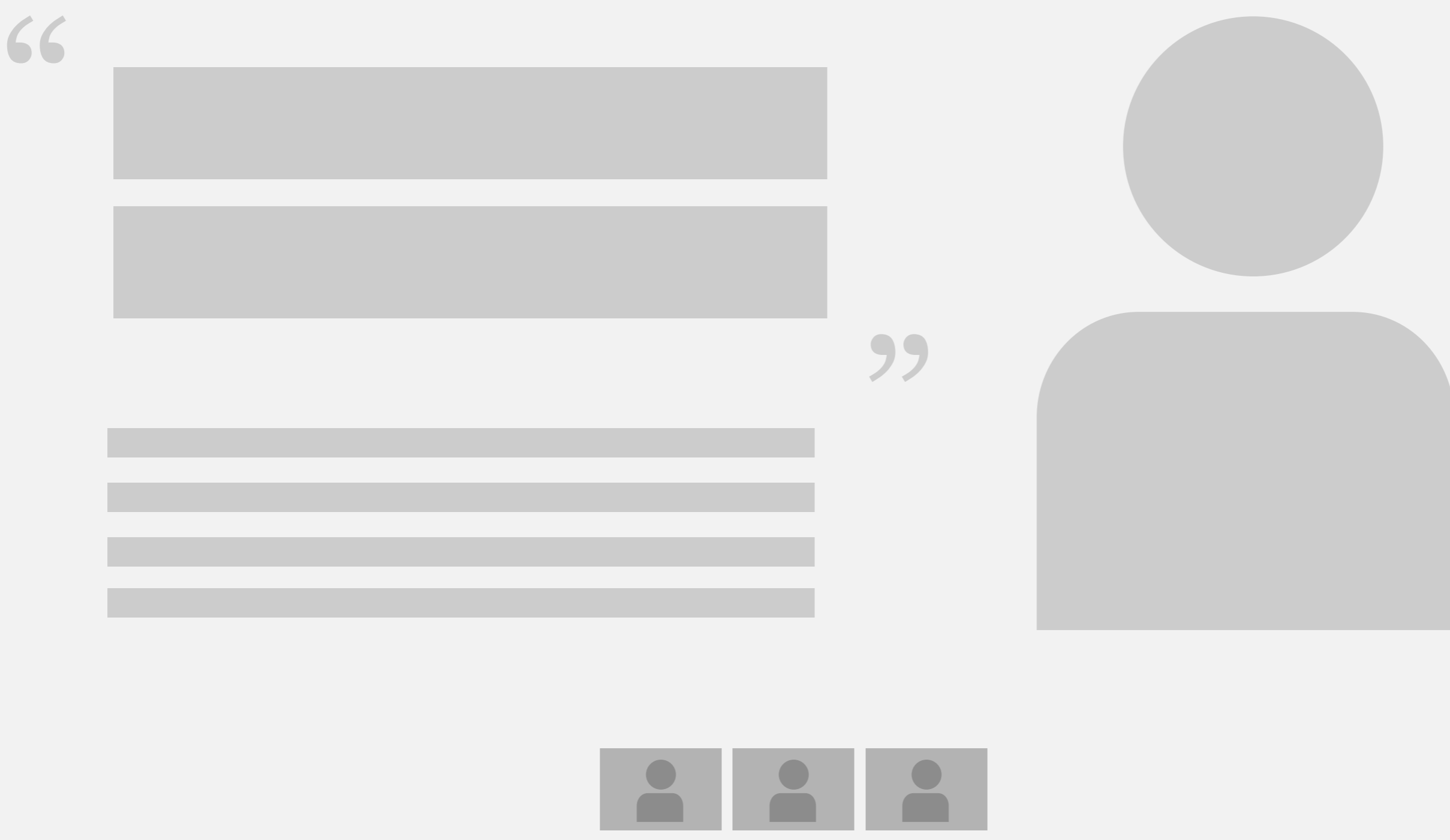
Email Support

# Why CareConnect

A Long Form Narrative Page



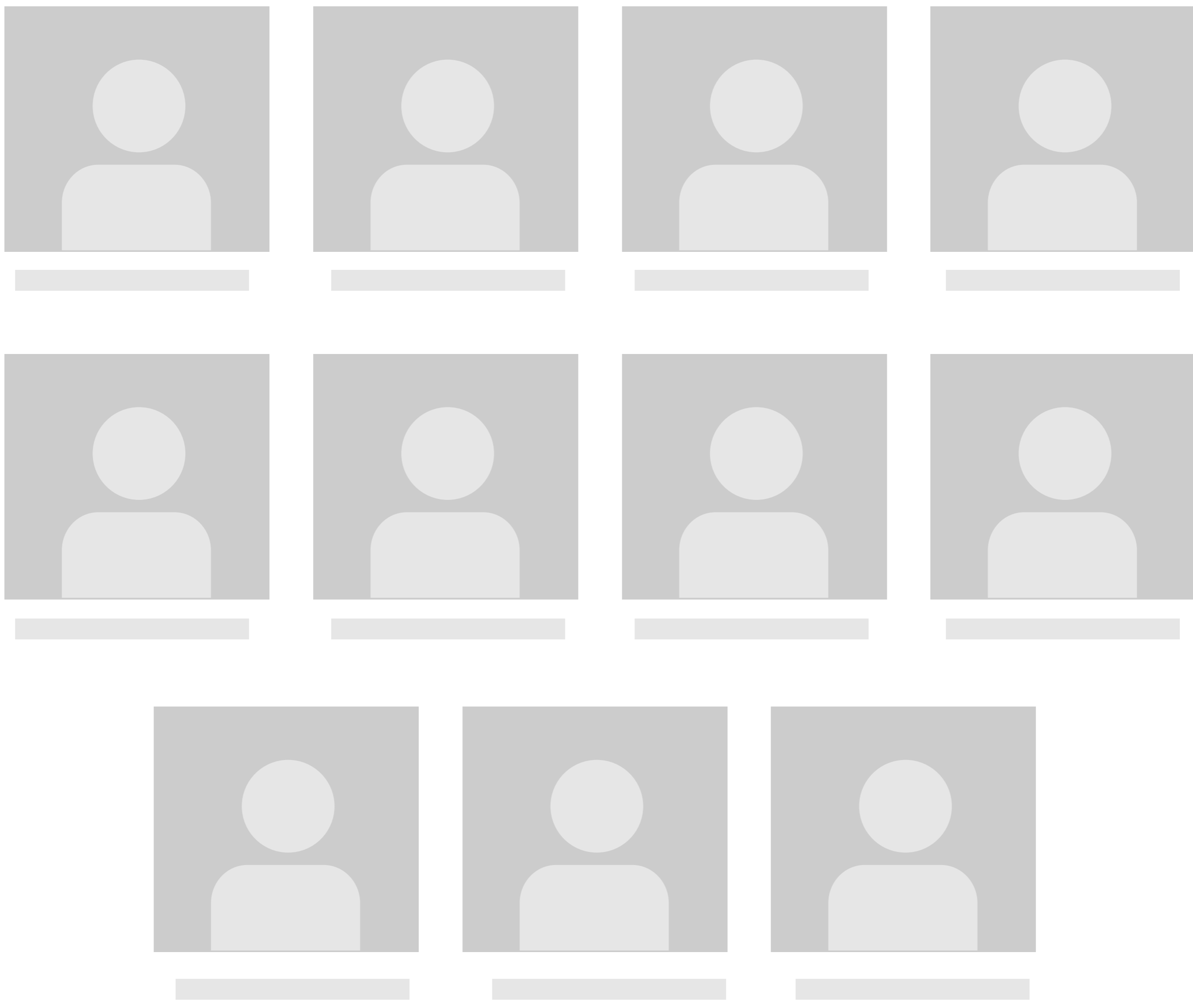
## Meet a CareConnector



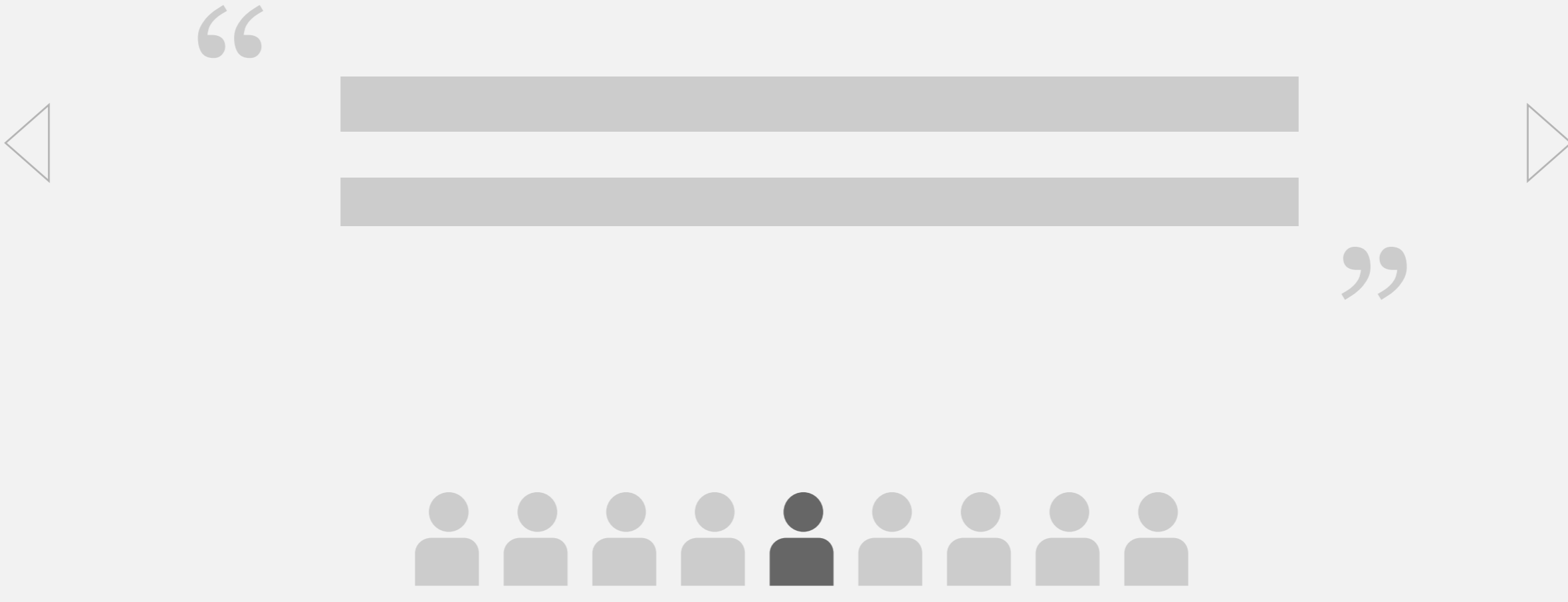
## How CareConnectors Make a Difference



## Leadership



## What Our Customers Say About CareConnect



# Resources

Site Search

Provider Search

Facility Search

Prescription Drug Information

Cost Treatment Estimator

Forms

# Site Search

Find

Return 57 results

## Search Result Title

[Placeholder text for search result]

## Search Result Title

[Placeholder text for search result]

## Search Result Title

[Placeholder text for search result]

## Search Result Title

[Placeholder text for search result]

## Search Result Title

[Placeholder text for search result]

## Search Result Title

[Placeholder text for search result]

## Search Result Title

[Placeholder text for search result]

### Need Something Else?

Relevant links & info here

Glossary

FAQs

Health Care Reform



North Shore-LIJ CareConnect Insurance Company, Inc.



### Health Insurance 101

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## We're Here to Help

855-706-7545

Live Chat Support

Email Support

Providers

Members

Brokers

Employers

Get A Quote

# Brokers

## Third Party Login

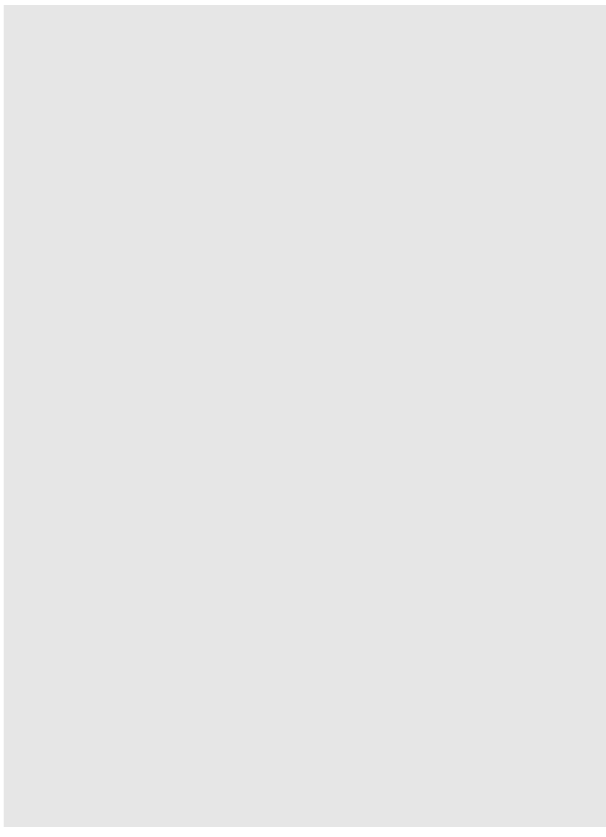
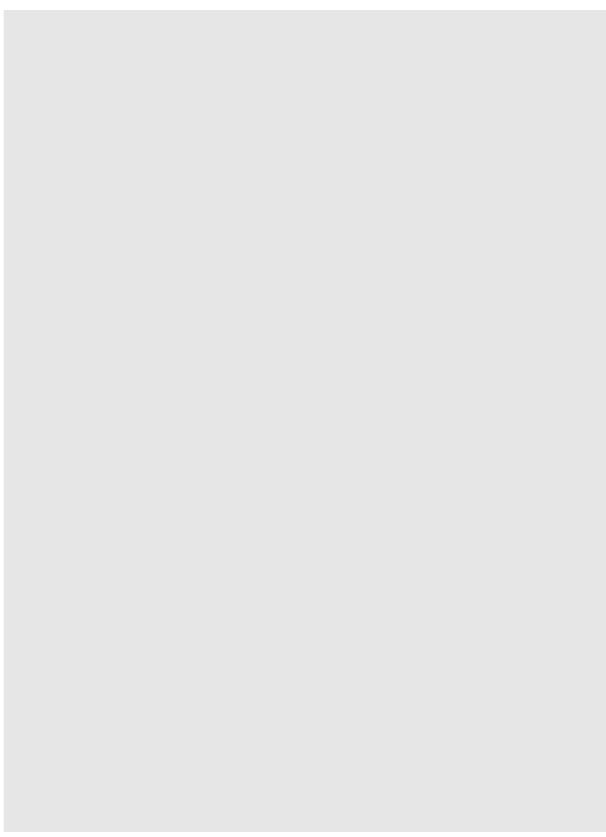
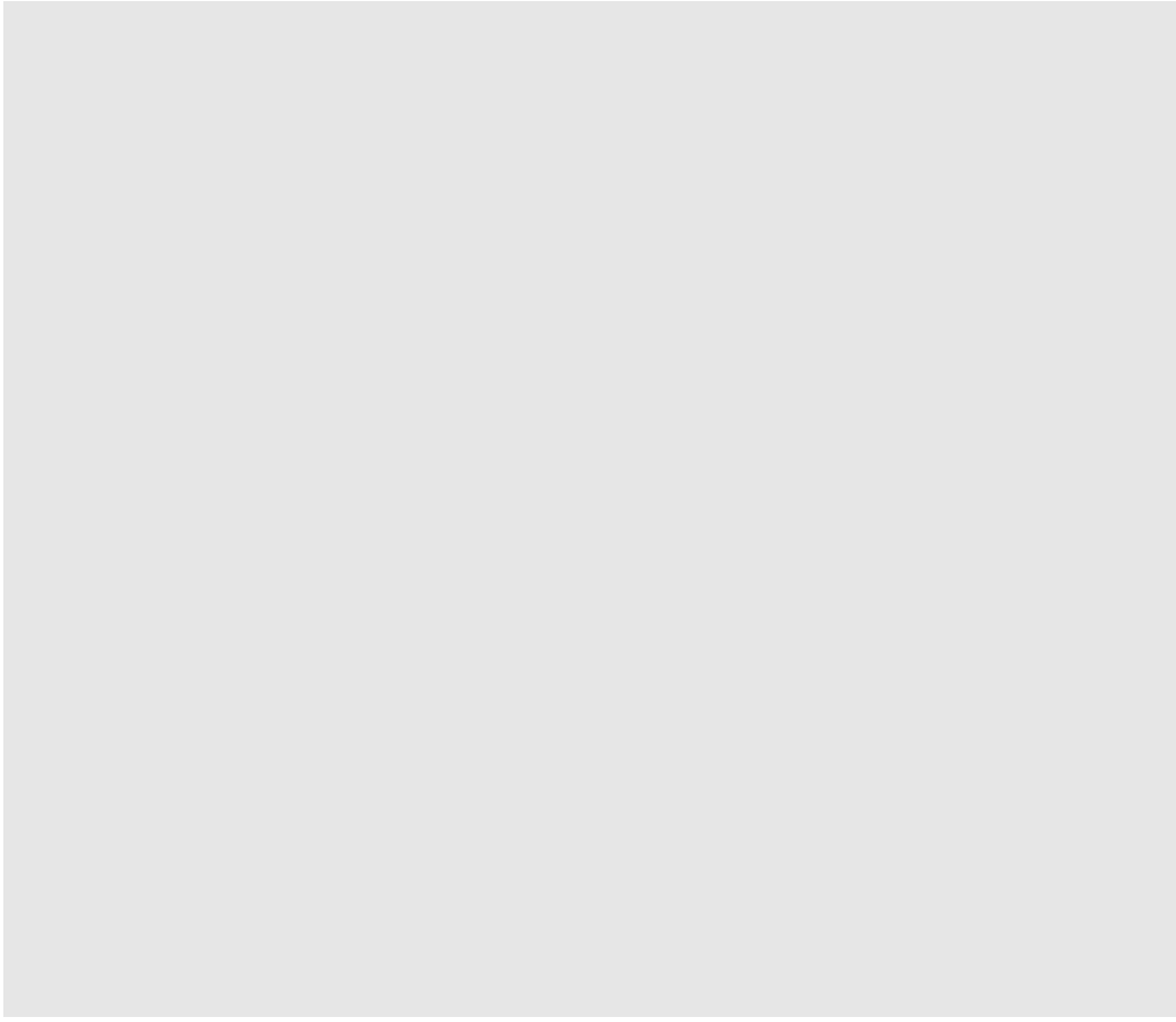
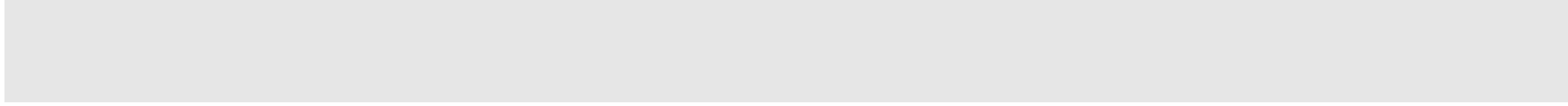
Log In

Become a Broker



Broker Resources

Become a Broker



### Health Insurance 101

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- FAQs
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- Events

## We're Here to Help

855-706-7545

Live Chat Support

Email Support

# Our Plans

## Plans for Families and Individuals

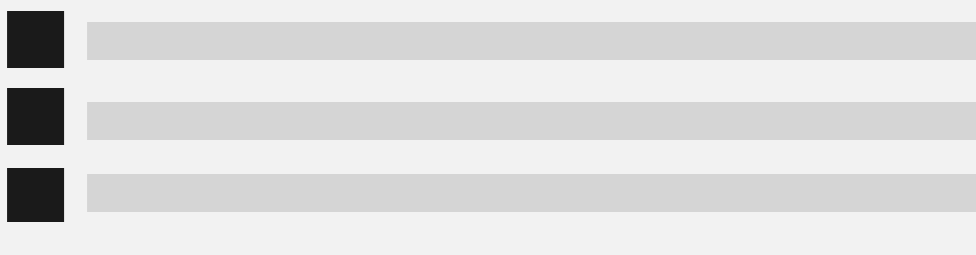
Get A Quote

families and lonely people small biz large biz

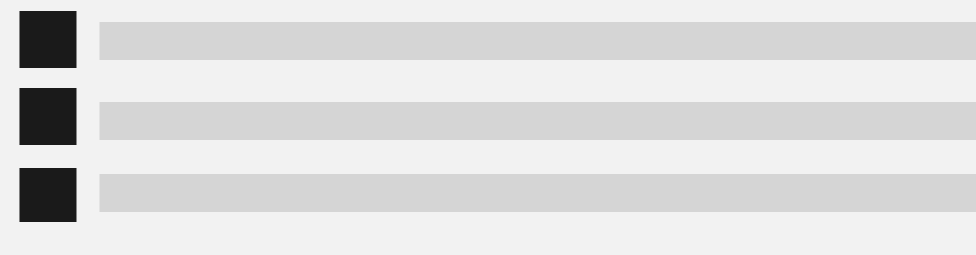
### Our Plans: Designed for the way you live

### How Our Plans Work

Medal Levels



Standard, Traditional, CSR plans



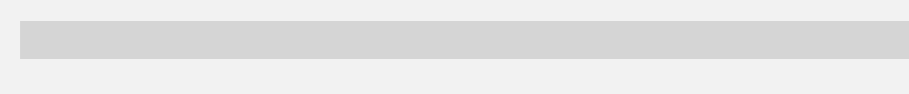
Show Me Best Plans For

- Families
- Low Cost Rx
- Criteria 3

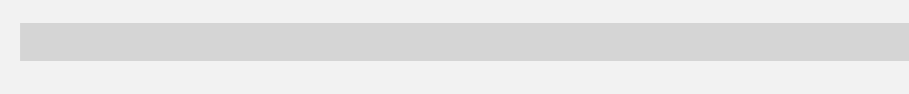
BRONZE	SILVER	GOLD	PLATINUM
<p>INFO</p>	<p>INFO</p>	<p>INFO</p>	<p>INFO</p>

4 of 12 Plans View ALL

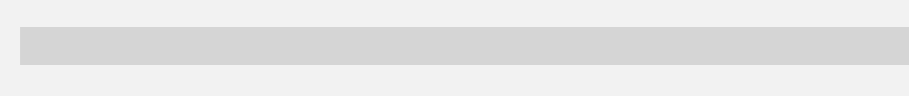
Deductible



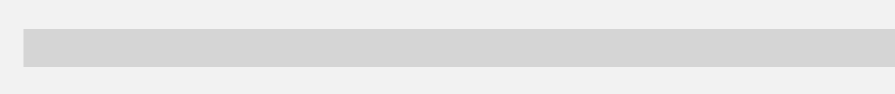
Copay



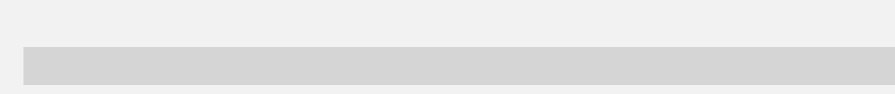
Coinsurance



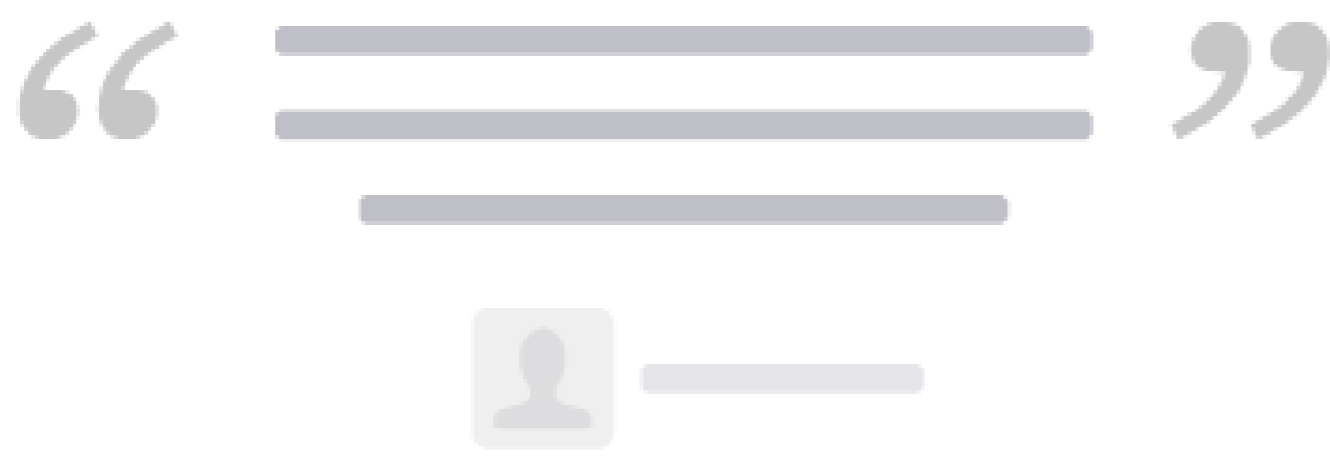
Maximum out of Pocket



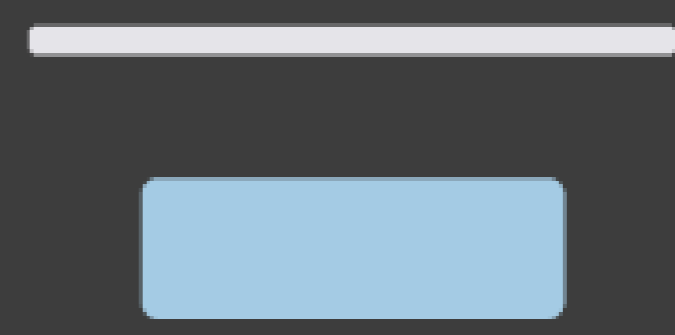
Prescription Drugs



Get A Quote

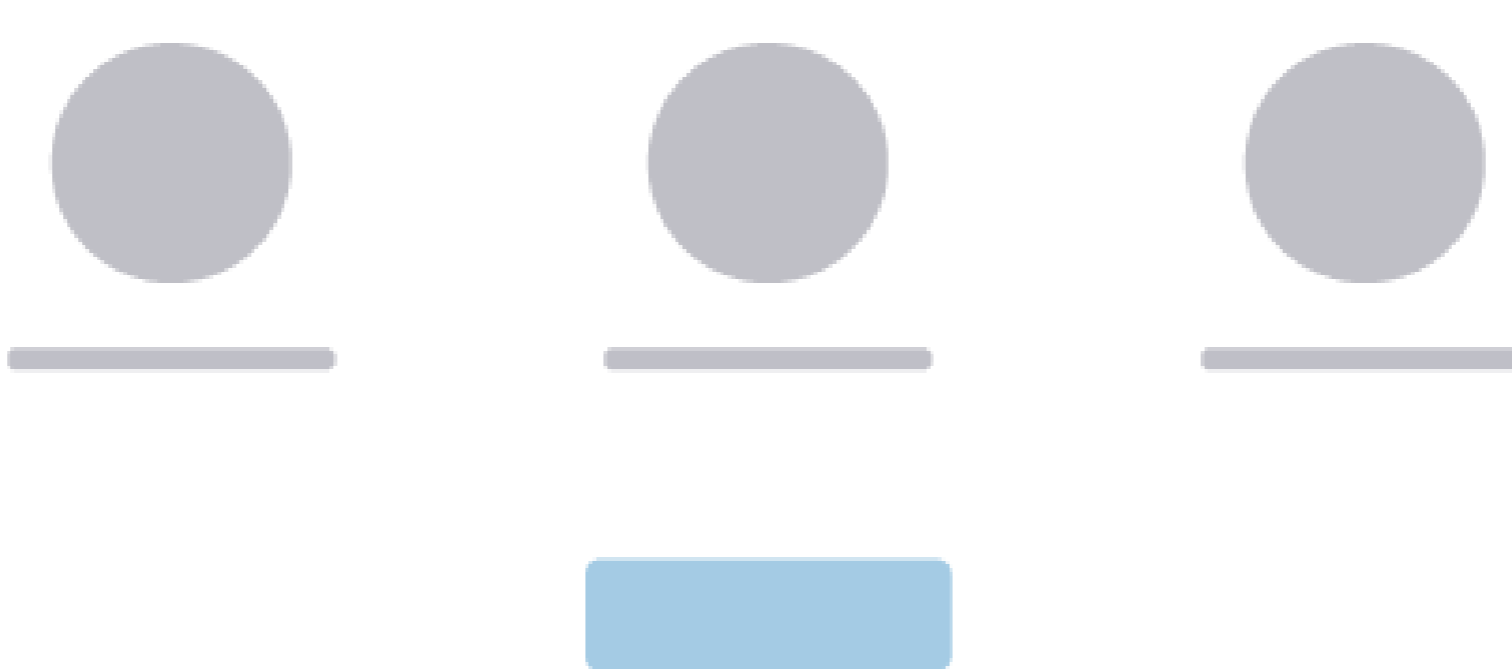


### Testimonials



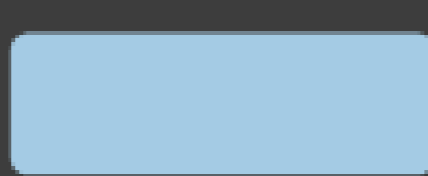
### The CareConnect Difference

S [Placeholder text]

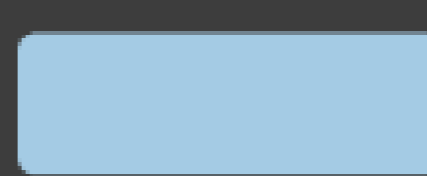


### For Employer/Groups

Small



Large



#### Health Insurance 101

- Health Insurance Basics
- Glossary
- FAQs
- Health Care Reform
- Eligibility & Requirements

#### Our Plans

- CareConnect Coverage
- Types of Plans
- Rates & Renewals

#### Find Resources

- Provider Search
- Facility Search
- Prescription Drug Information
- Cost Treatment Estimator
- Forms
- Legal & Privacy

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- Why CareConnect
- Customer Service
- History
- CareConnect Leadership
- Testimonials
- Join the Team

#### Health & Wellness

- Healthy Benefits

#### News & Events

- News
- Blog
- Events

### We're Here to Help

855-706-7545

Live Chat Support

Email Support

# Quote Tool & Plan Purchase Flow



# Get a Quote

10012

My Zip Code

Jan 15  
1980

Date of Birth

Who's Covered

Annual Income

Household Size

## Who is getting coverage?

Me



+ Add



### Health Insurance 101

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My Zip Code

Date of Birth

Who's Covered

Annual Income

Household Size

My zip code is

\_\_\_\_\_

10012

My Zip Code

Date of Birth

Who's Covered

Annual Income

Household Size

I was born on

Month

Day

Year

10012

My Zip Code

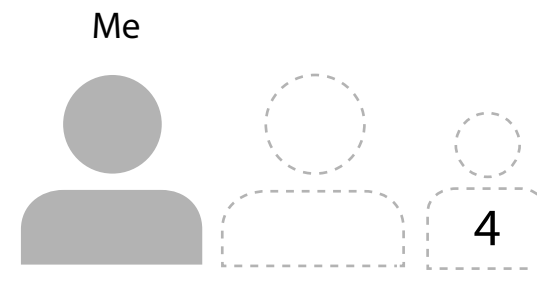
Jan 15  
1980  
Date of Birth

Who's Covered

Annual Income

Household Size

I would like coverage for



10012

My Zip Code

Jan 15  
1980  
Date of Birth



Who's Covered

Annual Income

Household Size

My annual household income is

\_\_\_\_\_,\_\_\_\_\_<sup>00</sup>

10012

My Zip Code

Jan 15  
1980  
Date of Birth



Who's Covered

\$70,404

Annual Income

Household Size

There are 4 people living in my household

10012

My Zip Code

Jan 15  
1980  
Date of Birth



Who's Covered

\$70,404

Annual Income

4  
Household Size

You qualify for an ACA subsidy of \$208!  
Let's take a look at your plans.

next

or

10012

My Zip Code

Jan 15  
1980  
Date of Birth



Who's Covered

\$70,404

Annual Income

4  
Household Size

Great!  
Let's take a look at your plans.

next

# My Plans (unsubsidized)

10012

My Zip Code

Jan 15  
1980

Date of Birth



Who's Covered

\$70,404

Annual Income



Household Size

Show Me Best Plans For

Families

Low Cost Rx

Criteria 3

B R O N Z E

\$ 310  
per month

S I L V E R

\$ 352  
per month

G O L D

\$ 418  
per month

P L A T I N U M

\$ 568  
per month

BUY

INFO

BUY

INFO

BUY

INFO

BUY

INFO

Showing 4 of 12 Plans

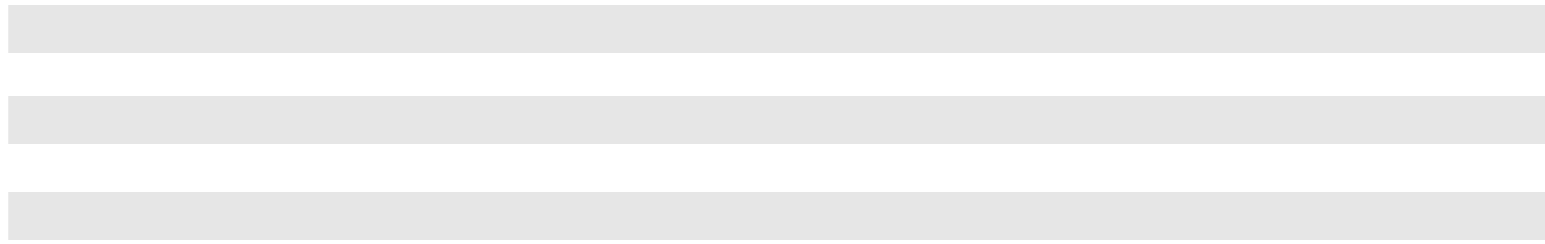
View ALL

## What do I get with CareConnect plans?

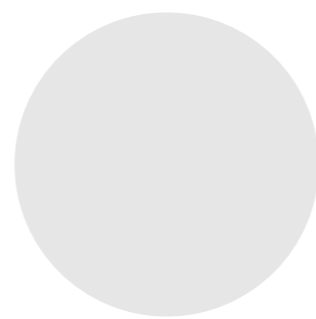
All of our plans include the following benefits.



Feature Name 1



Feature Name 2



Feature Name 3



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# My Plans

Thank you for choosing CareConnect!

Here's what to do next.

( slide show )



# My Plans (subsidized)

**!** Since **Open Enrollment** has ended in New York, you'll need a **qualifying event** in order to sign up for coverage. [close](#)

Your children under 19 have been removed from this quote because they may qualify for CHIP. Please visit [CHIP](#) for more information. You can still purchase insurance for the other members of your family.

10012  
My Zip Code

Jan 15  
1980  
Date of Birth

Who's Covered

\$70,404  
Annual Income

4  
Household Size

You qualify for an ACA subsidy of **\$208**. The recalculated prices will be reflected in the plans below.

Show Me Best Plans For Families Low Cost Rx Criteria 3

BRONZE	SILVER	GOLD	PLATINUM
<p><del>\$310</del> <b>\$ 102 *</b> per month</p> <p>HOW TO BUY INFO</p>	<p><del>\$352</del> <b>\$ 144 *</b> per month</p> <p>HOW TO BUY INFO</p>	<p><del>\$410</del> <b>\$ 202 *</b> per month</p> <p>HOW TO BUY INFO</p>	<p><del>\$531</del> <b>\$ 323 *</b> per month</p> <p>HOW TO BUY INFO</p>

Showing 4 of 12 Plans [View ALL](#)

**\* Legal fine print goes here**

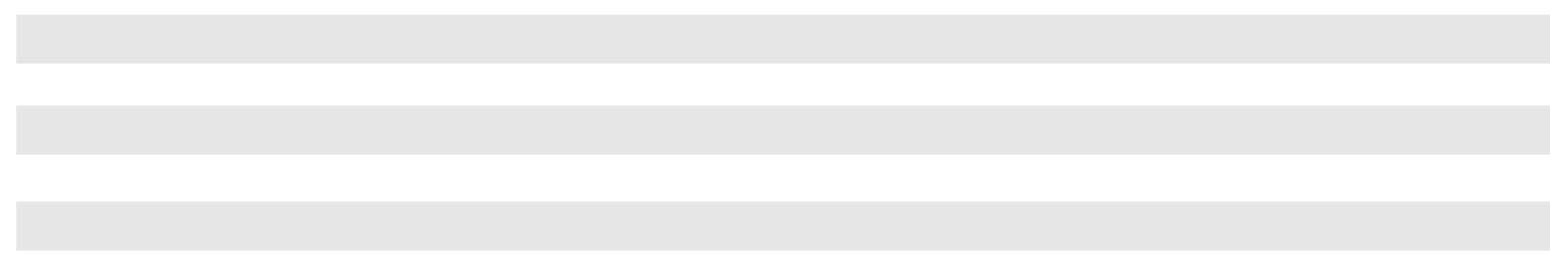
Seamlessly plagiarize efficient best practices via inexpensive networks. Intrinsicly aggregate intermandated expertise via resource-leveling niche markets. Appropriately transform e-business processes with just in time applications. Interactively maintain robust interfaces for emerging ideas. Compellingly transform user-centric value with leading-edge data. Dramatically empower user-centric manufactured products through alternative catalysts for change. Objectively implement interdependent markets vis-a-vis ubiquitous materials.

## What do I get with CareConnect plans?

All of our plans include the following benefits.



Feature Name 1



Feature Name 2



Feature Name 3



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Email Support



# My Plans

## Thank you for choosing CareConnect!

Here's what to do next.

-  
-  
-  

[save this as an email](#)

[print](#)