



The Hartford Site Redesign: Site Map 1.4

January 24, 2012

ORGANICSM

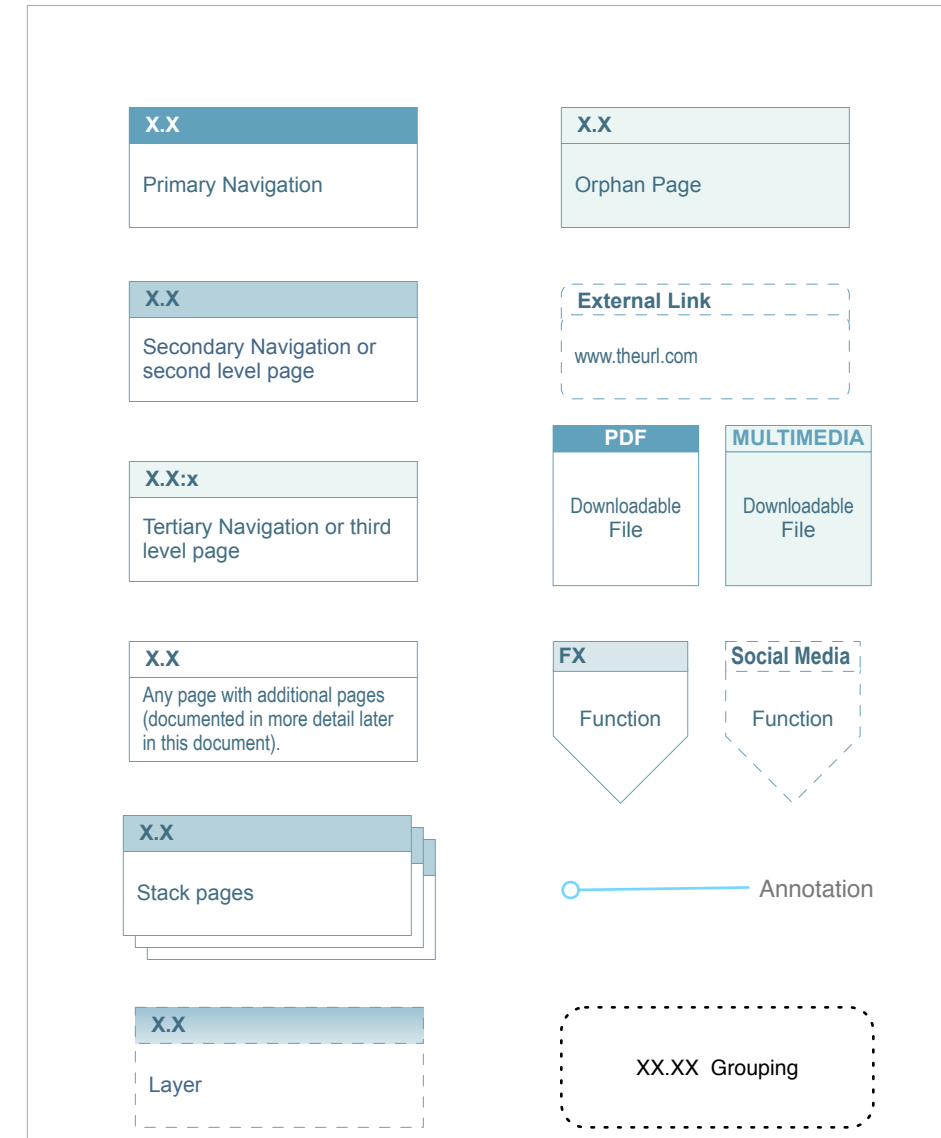
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VERSION

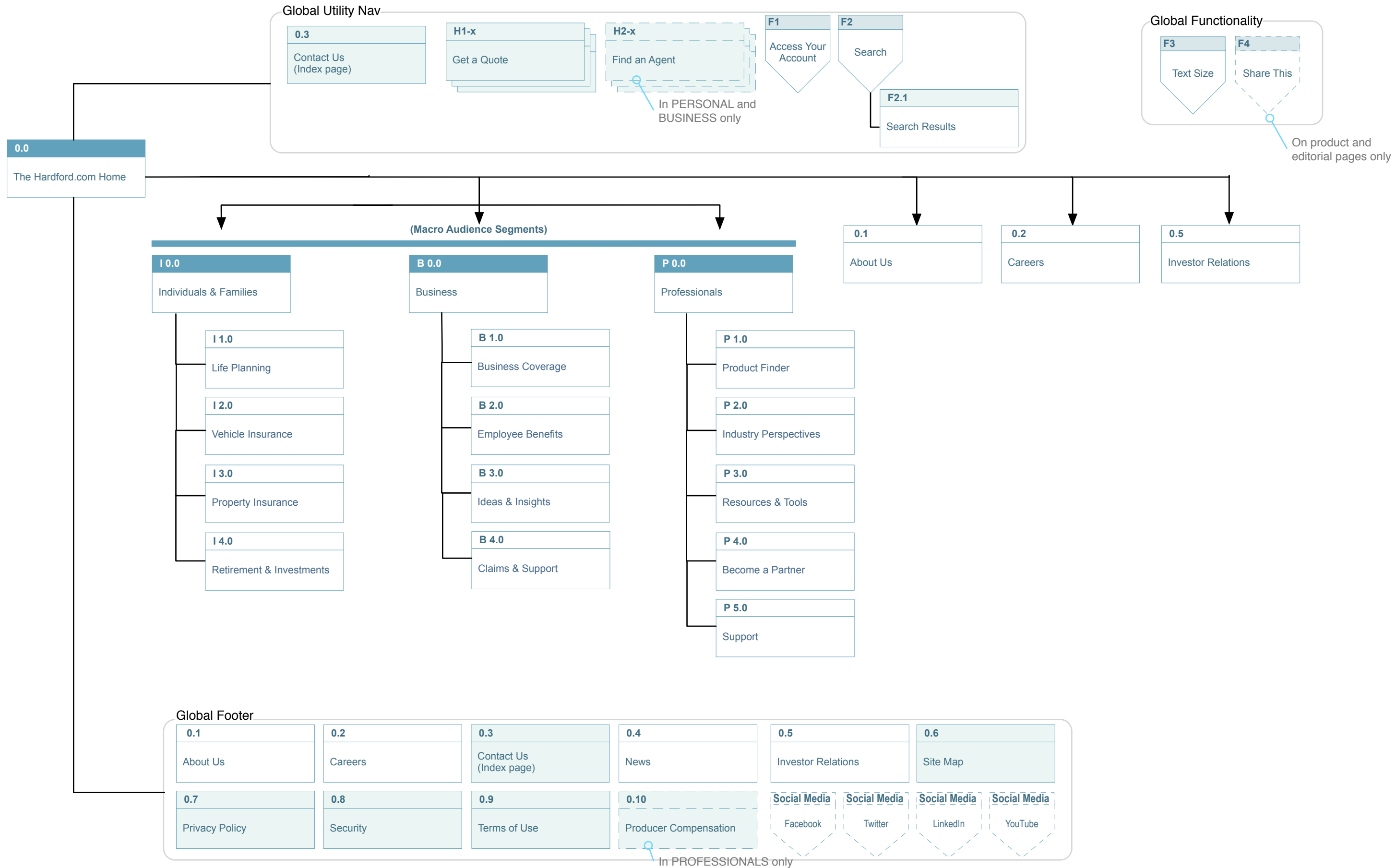
DATE	VERSION	MODIFIED BY	MODIFICATIONS
10/4/10	DRAFT	Sandy Soto	Initial document created
12/1/11	1.0	Sandy Soto	Content mapping from old site to the new site
12/5/11	1.1	Sandy Soto	Updates per internal review
12/6/11	1.2	Sandy Soto	Minor updates
01/11/12	1.3	Fruma Markowitz	Updates per Card Sort Research
1/24/12	1.4	Sandy Soto	Restructured Professionals, portal page representation

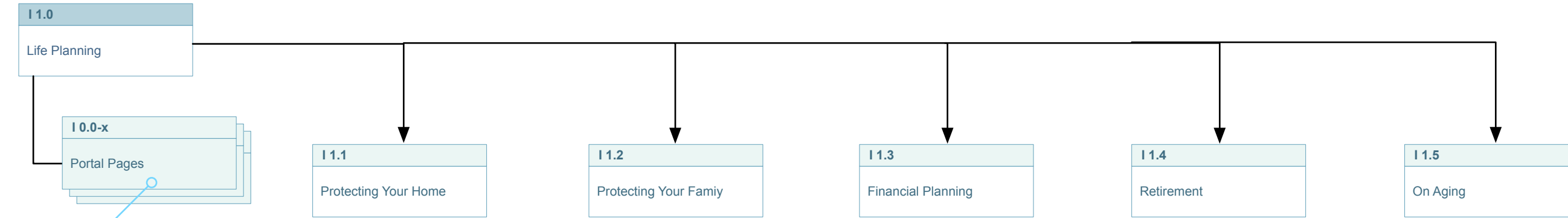
LEGEND



NUMBERING

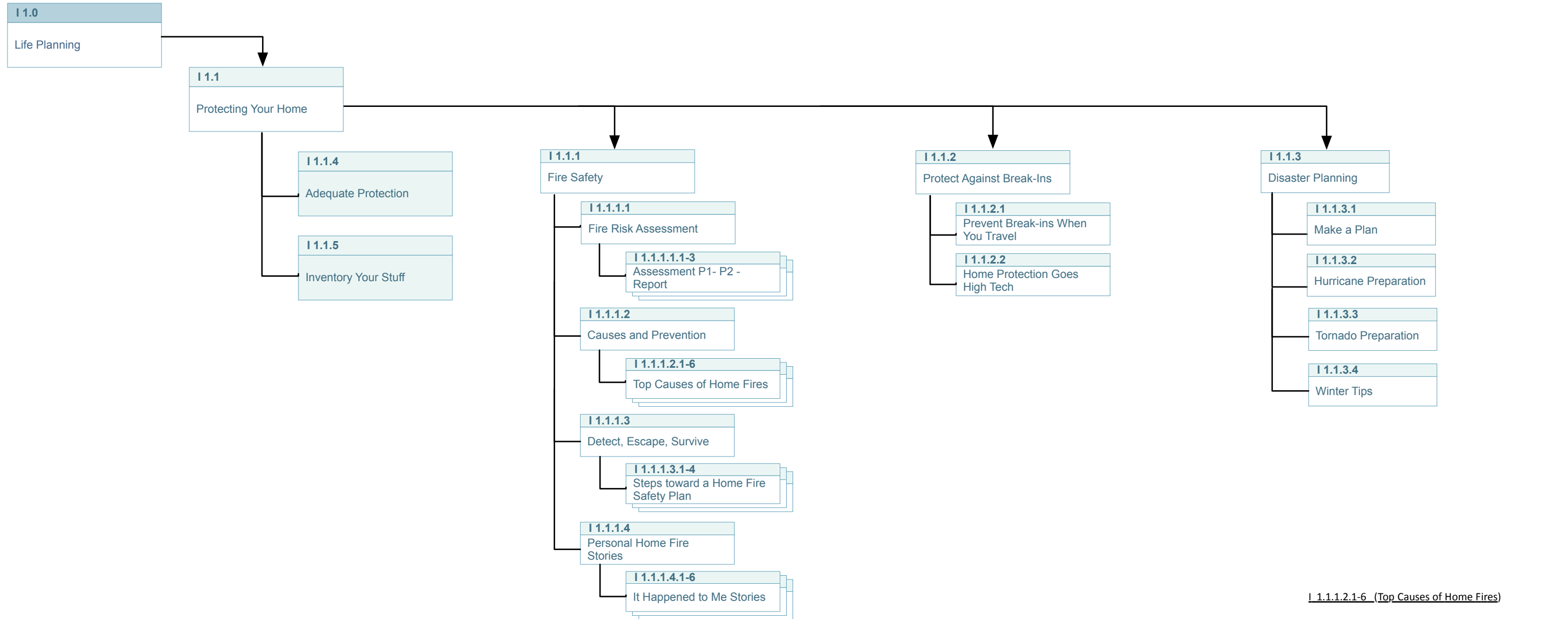
- 0.0 - Home Page
- X.0 - Section Landing Page
- X.X Primary Level Page
- X.X:x - Secondary Level Page
- X.X:x.x - Tertiary Level Page
- X.X:x.x.x - Quaternary Level Page
- X.X:x.x.x.x - Quinary Level Page
- X.X:x-x - Tab Content or Stack Pages





Affiliate:
AARP
AKC
Sierra Club

Life Stage:
Marriage & Family
Your Home
Your Car
The Golden Years



I 1.1.1.2.1-6 (Top Causes of Home Fires)

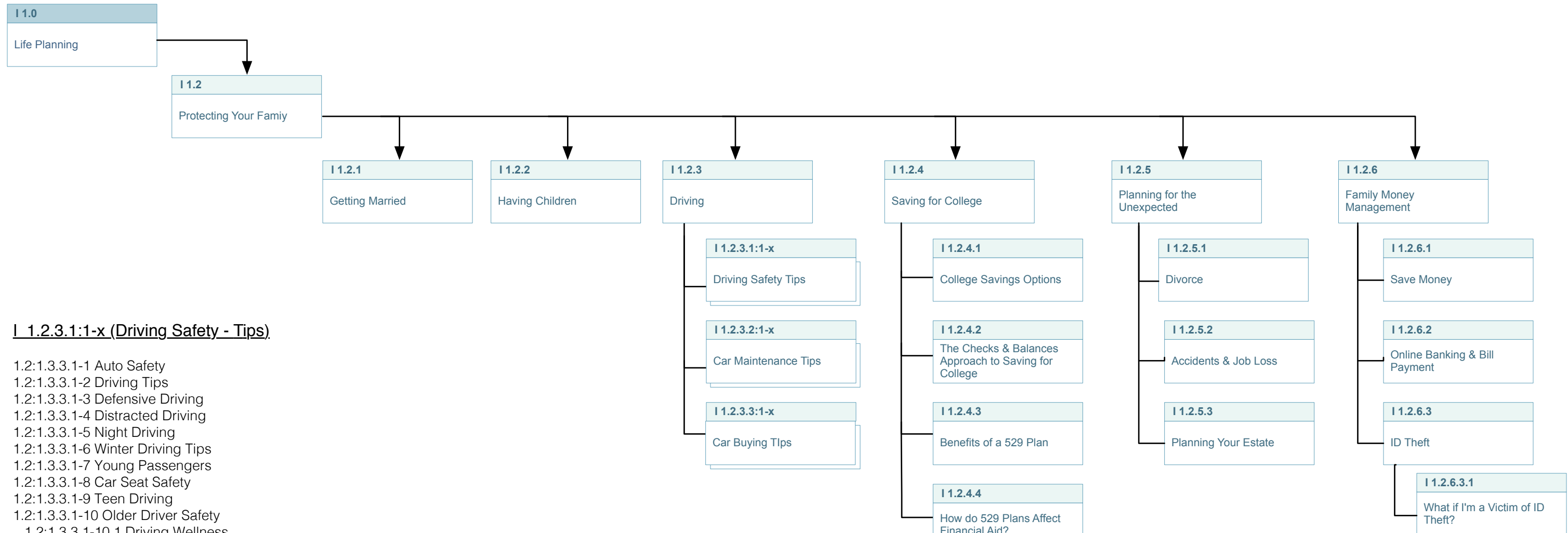
- Cooking
- Smoking
- Furnishings
- Electrical
- Home Heating
- Candles

I 1.1.1.3.1-4 (Steps Toward a Home Fire Safety Plan)

- Smoke Alarms
- Your Family's Fire Risk
- Plan for a Safe Escape
- Guidelines for a Real Emergency
- Fire Education Resources (Materials Download)

I 1.1.1.4.1-6 (Personal Home Fire Stories)

- It Happened to Me: Daryl and Chizue McIlwain
- It Happened to Me: Delmar and Carol Benson
- It Happened to Me: Doug Hazlett
- It Happened to Me: John Tekach and Velma Balint
- It Happened to Me: Lorenzo and Marion Roberts
- It Happened to Me: Shirley Carnal



I 1.2.3.1:1-x (Driving Safety - Tips)

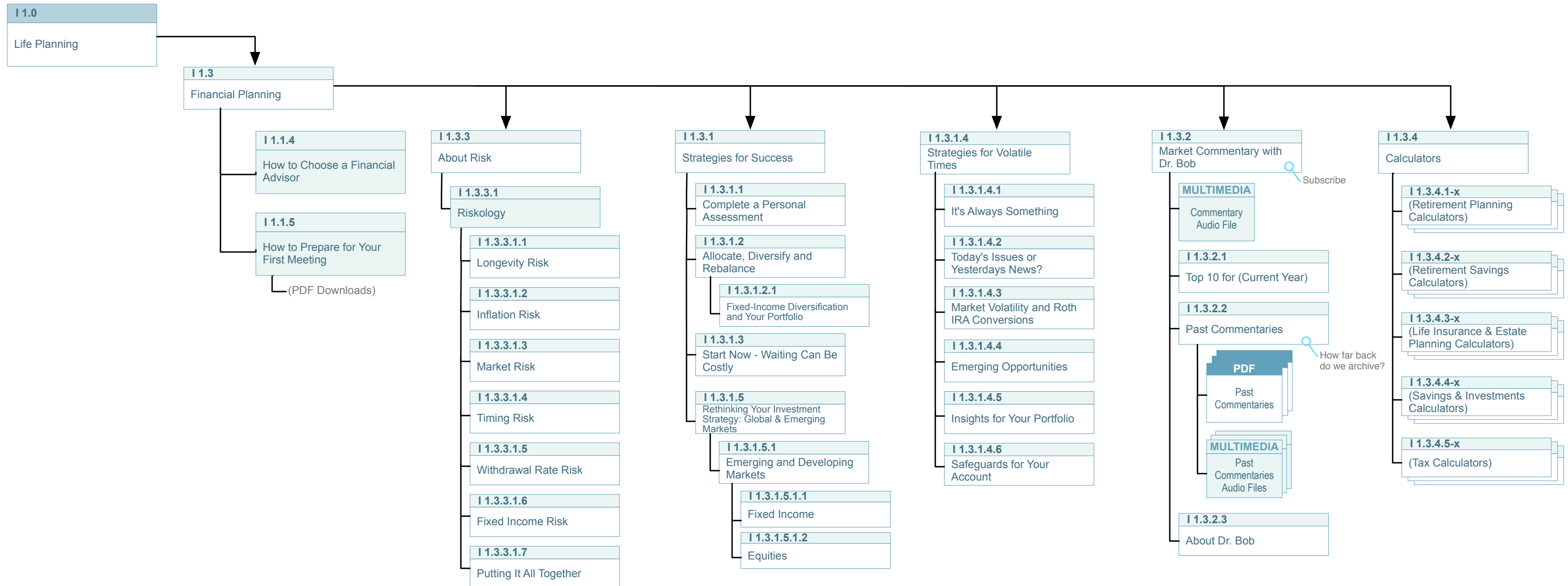
- 1.2:1.3.3.1-1 Auto Safety
- 1.2:1.3.3.1-2 Driving Tips
- 1.2:1.3.3.1-3 Defensive Driving
- 1.2:1.3.3.1-4 Distracted Driving
- 1.2:1.3.3.1-5 Night Driving
- 1.2:1.3.3.1-6 Winter Driving Tips
- 1.2:1.3.3.1-7 Young Passengers
- 1.2:1.3.3.1-8 Car Seat Safety
- 1.2:1.3.3.1-9 Teen Driving
- 1.2:1.3.3.1-10 Older Driver Safety
 - 1.2:1.3.3.1-10.1 Driving Wellness
 - 1.2:1.3.3.1-10.2 Family Conversations About Driving
 - 1.2:1.3.3.1-10.3 Preparing for a Conversation
 - 1.2:1.3.3.1-10.4 Help Beyond the Conversation
- 1.2:1.3-1.11 Crash Risk Assessment
 - 1.2:1.3.3.1-11.1 Understanding Your Score
- 1.2:1.3-1.12 Comprehensive Driving Evaluations
 - 1.2:1.3.3.1-12.1 Who Can Benefit from an Evaluation?
 - 1.2:1.3.3.1-12.2 Who Can Perform a Driving Evaluation?
 - 1.2:1.3.3.1-12.3 What Happens During a Driving Evaluation?
- 1.2:1.3-1.13 Car Modifications
- 1.2:1.3-1.14 Warning Signs for Older Drivers
- 1.2:1.3-1.15 Dementia and Driving
 - 1.2:1.3.3.1-15.1 Understanding the Issue
 - 1.2:1.3.3.1-15.2 Positive & Productive Conversations
 - 1.2:1.3.3.1-15.3 Outside Support
 - 1.2:1.3.3.1-15.4 Sound Advice
 - 1.2:1.3.3.1-15.5 Tips & Tools
(Downloadable PDFs)
 - 1.2:1.3.3.1-15.6 Additional Resources
- 1.2:1.3-1.16 Myth Buster Quiz
- 1.2:1.3-1.17 Traveling with Pets

I 1.2.3.2:1-x (Car Maintenance - Tips)

- 1.2:1.3.4.1-1 Windshield Repair
- 1.2:1.3.4.1-2 Finding a Good Mechanic
- 1.2:1.3.4.1-3 Tips to Get You Top Dollar at Trade-In
- 1.2:1.3.4.1-4 Keeping a Car Maintenance Log
- 1.2:1.3.4.1-5 Drive Green

I 1.2.3.3:1-x (Car Buying - Tips)

- 1.2:1.3.5.1-1 Is it Time to Buy a New Car?
- 1.2:1.3.5.1-2 The Right Fit
- 1.2:1.3.5.1-3 Green Cars Gain Momentum



I 1.3.4.1-x (Retirement Planning Calculators)

- Retirement Income
- Retirement Pension Planner
- Life Expectancy
- Required Minimum Distribution Planner

I 1.3.4.2-x (Retirement Savings Calculators)

- Roth vs. Traditional IRA
- Roth IRA Conversion
- Social Security Benefits

I 1.3.4.3-x (Life Insurance & Estate Calculators)

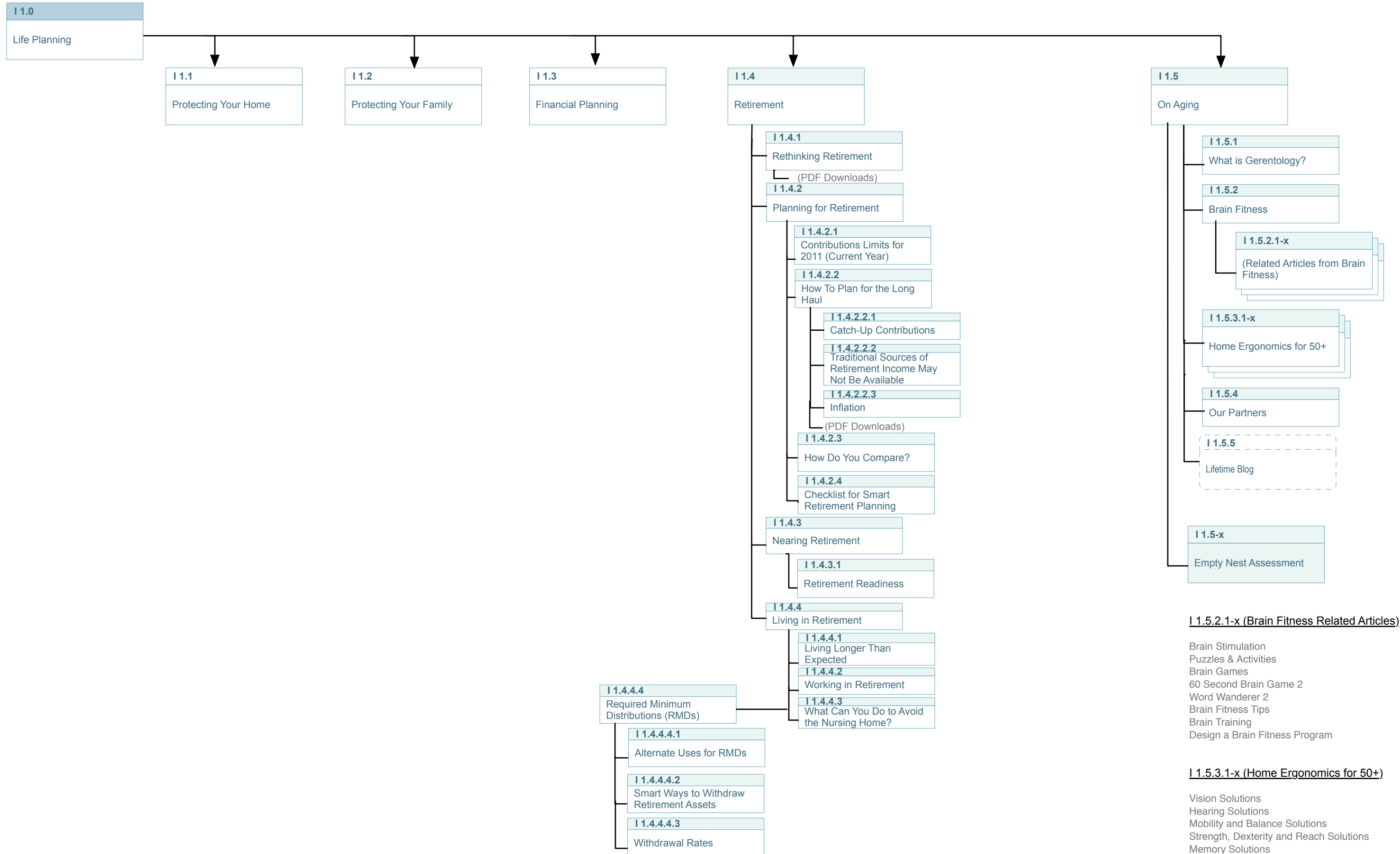
- Estate Tax Planning
- Life Insurance Needs

I 1.3.4.4-x (Savings & Investments Calculators)

- Savings Goals
- College Savings Calculator
- Benefits of Spending Less
- Taxable vs. Tax-advantaged Investments
- SEC Mutual Fund Cost Calculator
- FINRA Mutual Fund Expense Analyzer

I 1.3.4.5-x (Tax Calculators)

- 1040 Tax Estimator
- Estate Tax Planning
- Marginal Tax Rate Calculator

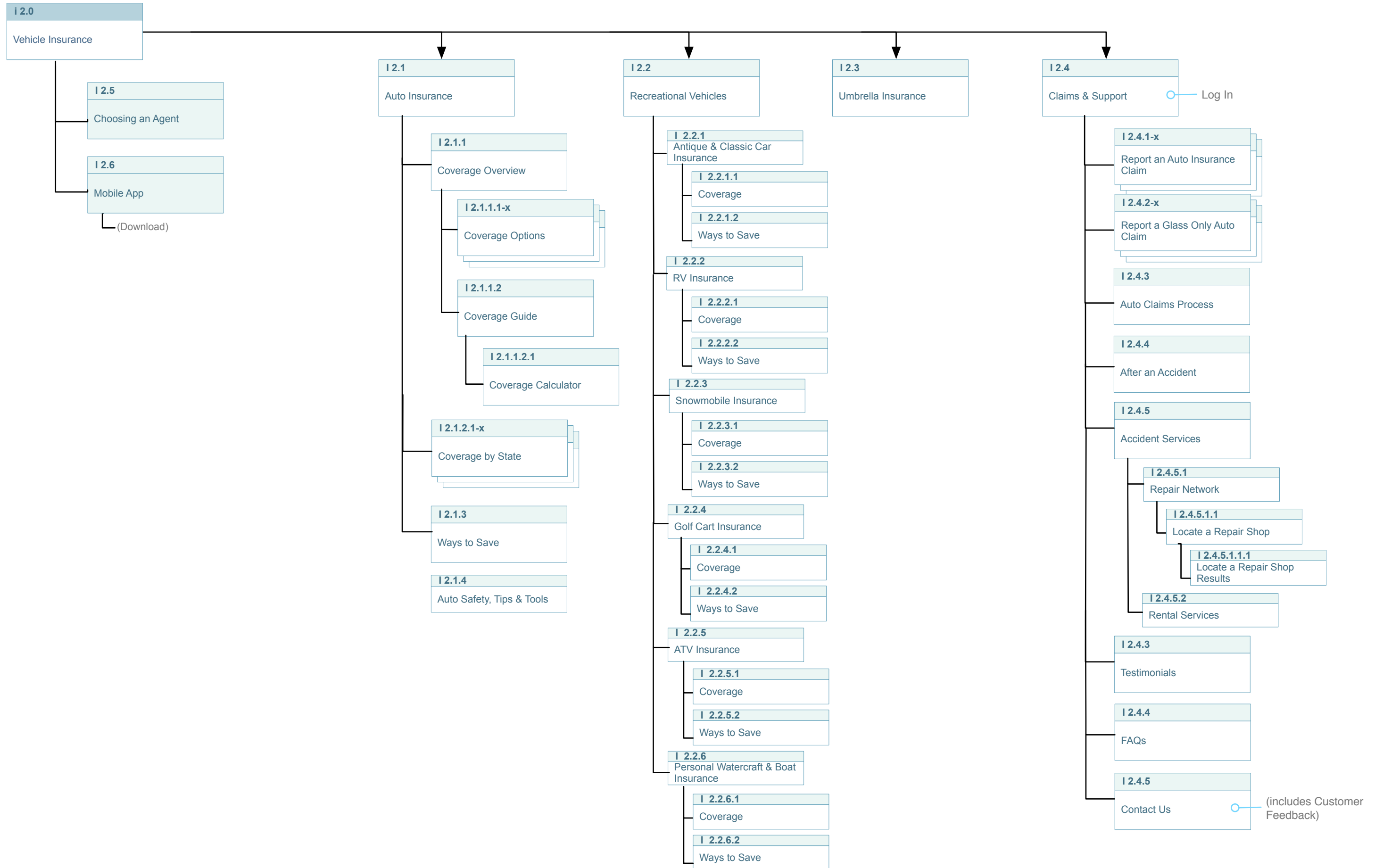


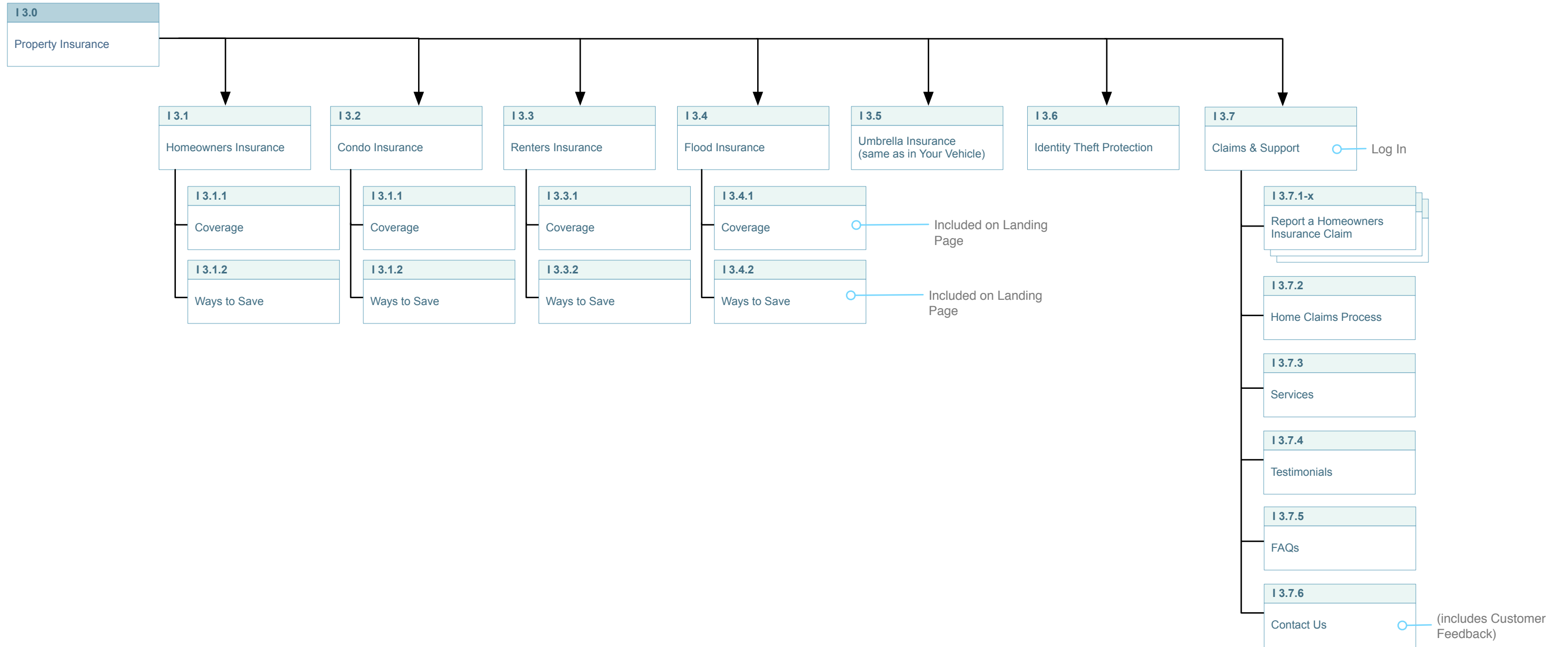
I 1.5.2.1-x (Brain Fitness Related Articles)

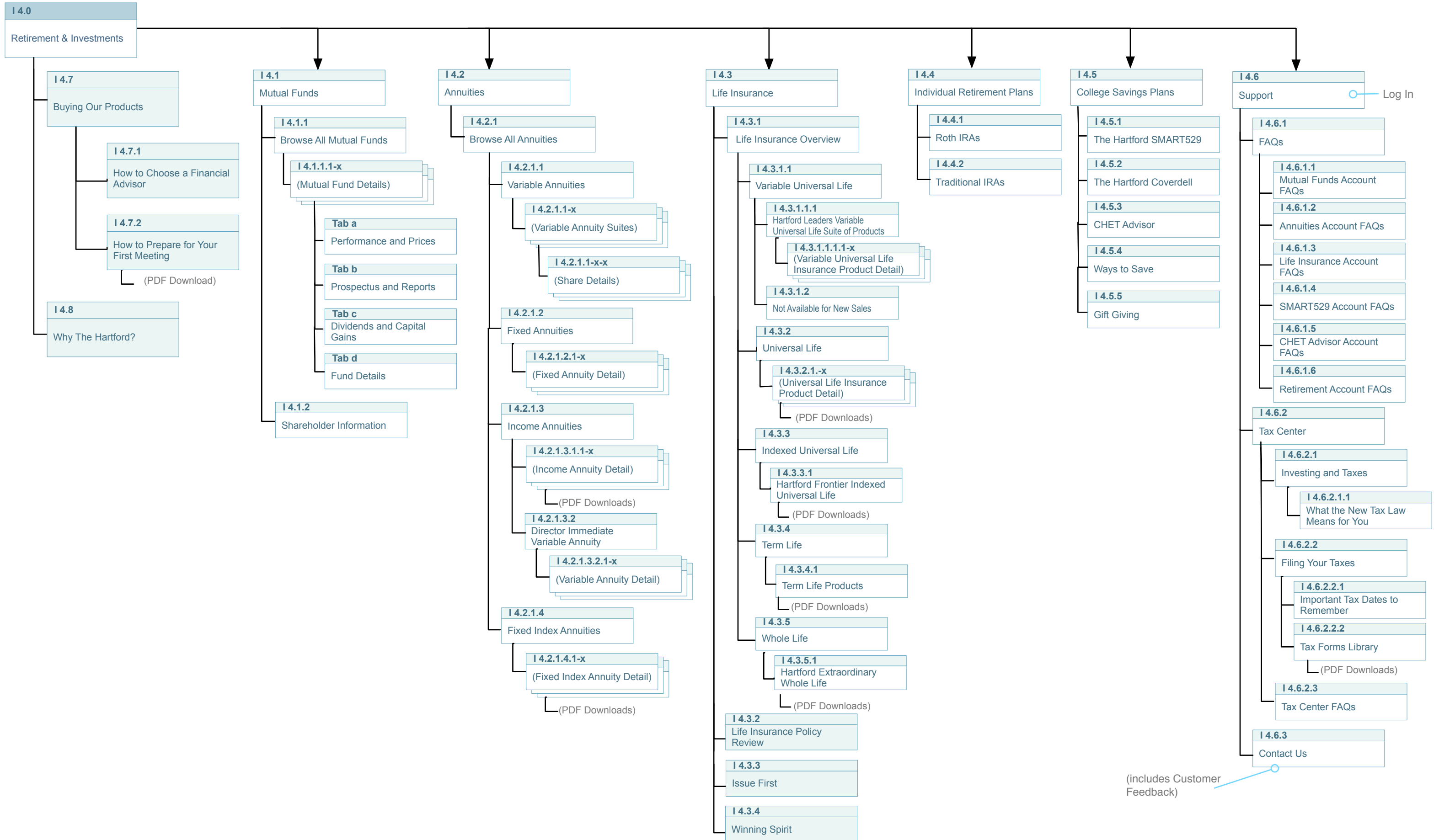
- Brain Stimulation
- Puzzles & Activities
- Brain Games
- 60 Second Brain Game 2
- Word Wanderer 2
- Brain Fitness Tips
- Brain Training
- Design a Brain Fitness Program

I 1.5.3.1-x (Home Ergonomics for 50+)

- Vision Solutions
- Hearing Solutions
- Mobility and Balance Solutions
- Strength, Dexterity and Reach Solutions
- Memory Solutions







I 4.1 Mutual Funds

1.4:1-1 Featured Funds (TAB)
1.4:1-2 Why The Hartford Mutual Funds (TAB)

I 4.1.1 Browse All Mutual Funds

1.4:1.1-1 Performance & Prices (TAB)
1.4:1.1-2 Prospectuses & Reports (TAB)
1.4:1.1-3 Dividends and Capital Gains (TAB)
- 1.4:1.1-3.1 Frequently Asked Questions

I 4.1.1.1-x (Mutual Fund Details)

1.4:1.1.1-x-1 Statistics (TAB)
1.4:1.1.1-x-2 Performance (TAB)
1.4:1.1.1-x-3 Materials (TAB)

I 4.2.1.1-x (Variable Annuity Suites)

1.4:2.1-x-1 Personal Protection Options (TAB)
1.4:2.1-x-1 Prior Versions - Not Available for New Sales

I 4.2.1.1-x-x (Share Details)

1.4:2.1-x-x-1 Investment Options (TAB)
1.4:2.1-x-x-2 Performance & Pricing (TAB)
1.4:2.1-x-x-3 Prospectus & Literature (TAB)
- (PDF Downloads)

I 4.2.1.2-x (Fixed Annuity Detail)

1.4:2.2.1-x-1 Prospectus & Literature (TAB)
- (PDF Downloads)

I 4.2.1.3.1.1-x (Income Annuity Detail)

1.4:2.3.1-x Facts at a Glance (TAB)

I 4.2.1.3.2.1-x Director Immediate Variable Annuity

1.4:2.3.2-1 Annuity Sub-Account Choices (TAB)
1.4:2.3.2-2 Performance & Pricing (TAB)
1.4:2.3.2-1 Prospectus & Literature (TAB)

I 4.2.1.4.1-x (Variable Annuity Detail)

1.4:2.3.2.1-x-1 Top Ten Holdings (TAB)

I 4.3 Life Insurance

1.4:5-1 Types of Life Insurance (TAB)
1.4:5-2 Who Should Consider Life Insurance? (TAB)
1.4:5-3 Living Benefits of Permanent Life Insurance (TAB)

I 4.3.1.1.1-x (Variable Universal Life Insurance Product Detail)

1.4:5.2-x-1 Investment Options (TAB)
1.4:5.2-x-2 Performance & Rates (TAB)

I 4.3.2.1.1-x (Universal Life Insurance Product Detail)

1.4:5.3-x-1 Rates (TAB)

I 4.3.3.1 Hartford Frontier Indexed Universal Life

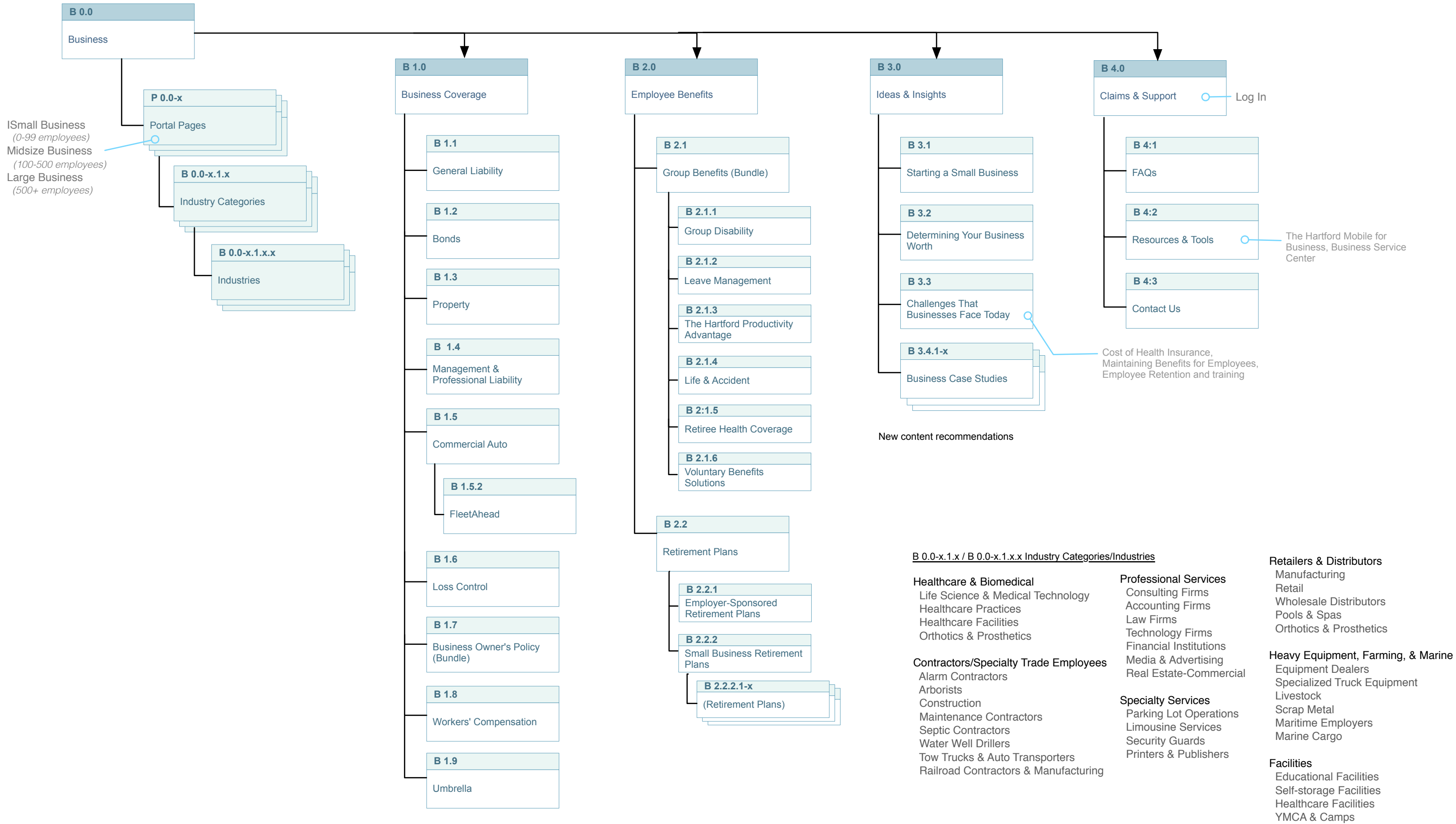
1.4:5.4.1-1 Rates (TAB)

I 4.5.1 The Hartford SMART529

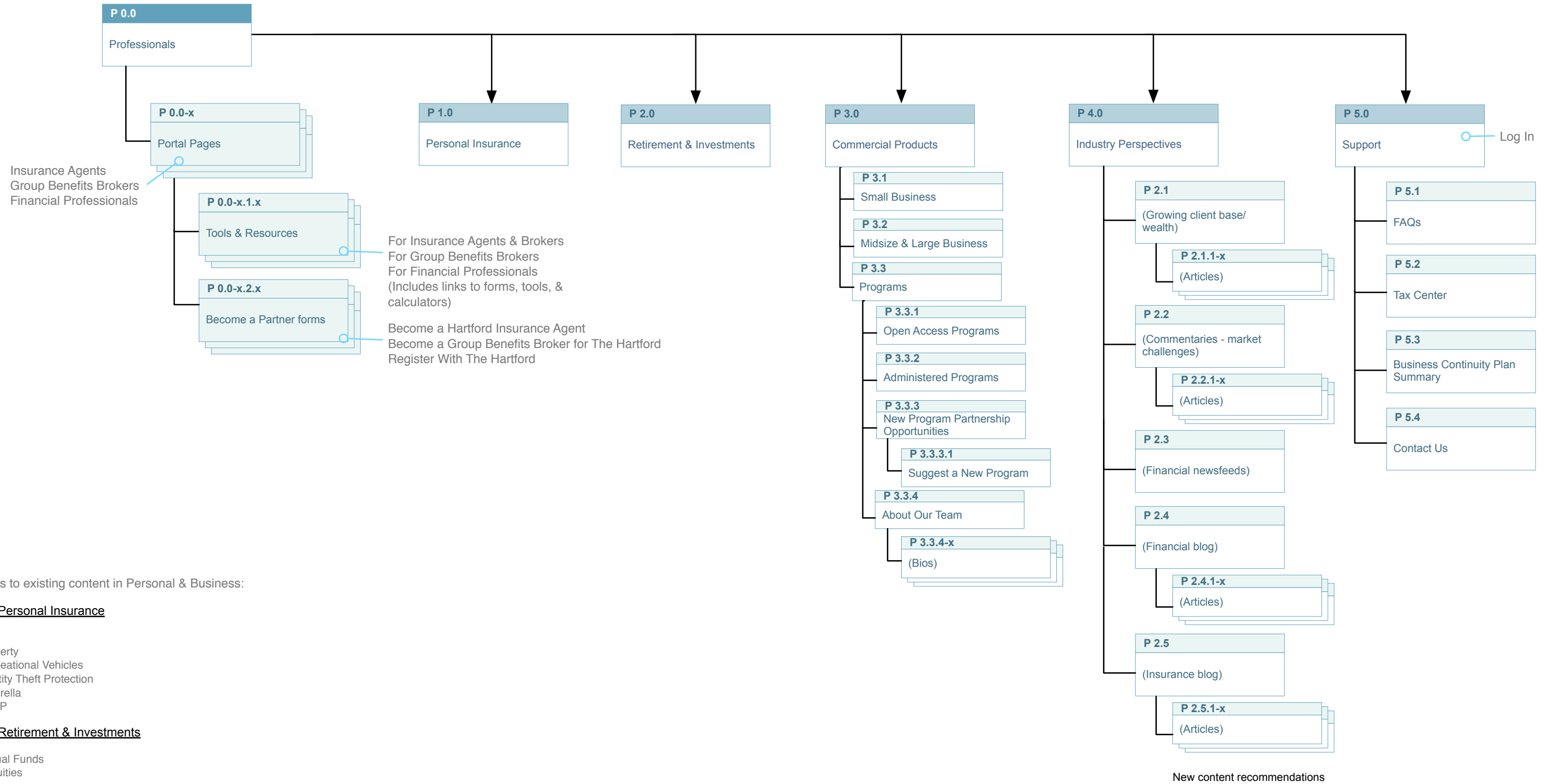
1.4:3.3-1 Investment Options (TAB)
- 1.4:3.3-1-x (Fund Details)
- 1.4:3.3-1.1 World Class Money Management
1.4:3.3-2 Historical Performance (TAB)
1.4:3.3-3 Daily Prices (TAB)
1.4:3.3-4 Prospectus & Literature (TAB)
- (PDF Downloads)

I 4.5.3 Chet Advisor

1.4:3.4-1 Investment Options (TAB)
- 1.4:3.4-1-x (Fund Details)
- 1.4:3.4-1.1 World Class Money Management
1.4:3.4-2 Historical Performance (TAB)
1.4:3.4-3 Daily Prices (TAB)
1.4:3.4-4 Prospectus & Literature (TAB)
- (PDF Downloads)



- B 0.0-x.1.x / B 0.0-x.1.x.x Industry Categories/Industries**
- Healthcare & Biomedical**
 - Life Science & Medical Technology
 - Healthcare Practices
 - Healthcare Facilities
 - Orthotics & Prosthetics
 - Contractors/Specialty Trade Employees**
 - Alarm Contractors
 - Arborists
 - Construction
 - Maintenance Contractors
 - Septic Contractors
 - Water Well Drillers
 - Tow Trucks & Auto Transporters
 - Railroad Contractors & Manufacturing
 - Professional Services**
 - Consulting Firms
 - Accounting Firms
 - Law Firms
 - Technology Firms
 - Financial Institutions
 - Media & Advertising
 - Real Estate-Commercial
 - Specialty Services**
 - Parking Lot Operations
 - Limousine Services
 - Security Guards
 - Printers & Publishers
 - Retailers & Distributors**
 - Manufacturing
 - Retail
 - Wholesale Distributors
 - Pools & Spas
 - Orthotics & Prosthetics
 - Heavy Equipment, Farming, & Marine**
 - Equipment Dealers
 - Specialized Truck Equipment
 - Livestock
 - Scrap Metal
 - Maritime Employers
 - Marine Cargo
 - Facilities**
 - Educational Facilities
 - Self-storage Facilities
 - Healthcare Facilities
 - YMCA & Camps



Links to existing content in Personal & Business:

1.0 Personal Insurance

- Auto
- Property
- Recreational Vehicles
- Identity Theft Protection
- Umbrella
- AARP

2.0 Retirement & Investments

- Mutual Funds
- Annuities
- Life Insurance
- Retirement Plans
- College Savings

3.0 Commercial Products

- Business Coverage
- Employee Coverage

New content recommendations

0.2 Careers**0.2:1 Students and Recent Graduates****0.2:1.1 Career Paths**

- 0.2:1.1.1 Actuarial
- 0.2:1.1.2 Complex Claims
- 0.2:1.1.3 Enterprise Risk
- 0.2:1.1.4 Finance
- 0.2:1.1.5 Human Resources
- 0.2:1.1.6 LIFE Sales Academy
- 0.2:1.1.7 Technology
- 0.2:1.1.8 MBA Internships

0.2:1.2 Match Your Major

- 0.2:1.2.1 Actuarial Science
- 0.2:1.2.2 Business Administration
- 0.2:1.2.3 Computer Science
- 0.2:1.2.4 Economics
- 0.2:1.2.5 Engineering
- 0.2:1.2.6 Finance / Accounting
- 0.2:1.2.7 Human Resources
- 0.2:1.2.8 Liberal Arts
- 0.2:1.2.9 Management Information Systems
- 0.2:1.2.10 Marketing / Communications
- 0.2:1.2.11 Mathematics
- 0.2:1.2.12 Political Science
- 0.2:1.2.13 Other Majors

0.2:1.3 Working At The Hartford

- 0.2:1.3.1 Company Overview
- 0.2:1.3.2 Culture
- 0.2:1.3.3 Benefits

0.2:1.4 On Campus Recruiting**0.2:1.5 Campus Case Competition****0.2:1.6 Tips For Candidates****0.2:2 Prospective Employees**

- 0.2:2.1 Career Development
- 0.2:2.2 Interview Process
- 0.2:2.3 Prospective FAQs
- 0.2:2.4 Employee Profiles

0.2:3 Military Veterans

- 0.2:3.1 Career Development for Military Veterans
- 0.2:3.2 Veterans Organizations

0.2:4 Culture

- 0.2:4.1 Community
- 0.2:4.2 Integrity
- 0.2:4.3 Diversity

0.2:5 Benefits

- 0.2:5.1 Compensation
- 0.2:5.2 Health Benefits
- 0.2:5.3 Wealth-Building Benefits
- 0.2:5.4 Wealth-Protection Benefits
- 0.2:5.5 Paid Time Off
- 0.2:5.6 Even More Benefits

0.2:6 Company Overview

- 0.2:6.1 Corporate Profile
- 0.2:6.2 History
- 0.2:6.3 Management Team
- 0.2:6.4 Awards & Recognition

0.2:7 Contact Us

- 0.2:7.1 Contact U.S. Locations
- 0.2:7.2 Staffing Agency Management Program

0.2:8 Find Your Job**0.3 Contact Us****0.3:1 Directions**

- 0.3:1.1 The Hartford's World Headquarters
- 0.3:1.2 Hartford Life, Simsbury CT
- 0.3:1.3 Hartford Life, Windsor CT
- 0.3:1.4 The Hartford Personal Lines Insurance Center
- 0.3:1.5 The Hartford's Farmington Office

0.4 News**0.4:1 News Releases****0.4:2 Media Contacts****0.4:3 Industry Links****0.4:4 Awards and Recognitions****0.4:5 Annual Chairman's Letter****0.5 Investor Relations****0.5:1 Company Materials**

- 0.5:1.1 Financial Supplements
- 0.5:1.2 Quarterly Results
- 0.5:1.3 Weighted Average Share Estimates
- 0.5:1.4 Dividend/Split History
- 0.5:1.5 Annual Reports/Proxy Statements
- 0.5:1.6 Non-GAAP and Other Financial Measures
- 0.5:1.7 Statutory Statements

0.5:2 SEC Filings

- 0.5:2.1 Company SEC Filings
- 0.5:2.2 Section 16 SEC Filings

0.5:3 Events & Presentations

- 0.5:3.1 Event Details
 - 0.5:3.1.1 Guestbook
 - 0.5:3.1.1.1 Privacy Statement
 - 0.5:3.1.2 Help

0.5:4 2011 Annual Meeting of Shareholders**0.5:5 Corporate Governance**

- 0.5:5.1 Board of Directors
 - 0.5:5.1.1-x (Biographies)
- 0.5:5.2 Board Committees
 - 0.5:5.2.1 Audit Committee
 - 0.5:5.2.2 Compensation and Management Development Committee
 - 0.5:5.2.3 Executive Committee
 - 0.5:5.2.4 Legal and Public Affairs Committee
 - 0.5:5.2.5 Nominating and Corporate Governance Committee
 - 0.5:5.2.6 Finance/Investment Risk Committee
 - 0.5:5.2.7 Committee Composition
- 0.5:5.3 Corporate Governance Guidelines
- 0.5:5.4 Codes of Ethics
- 0.5:5.5 Policy Regarding SEC Attorney Conduct Rule
- 0.5:5.6 By-Laws
- 0.5:5.7 Contact The Hartford's Non-Management Directors

0.5:6 Ratings & Performance

- 0.5:6.1 HIG Stock Performance
 - 0.5:6.1.1 Historic Stock Lookup
 - 0.5:6.1.2 Investment Calculator
 - 0.5:6.1.3 Purchase HIG Stock
- 0.5:6.2 Analyst Coverage

0.5:7 Contact Us