

**Version Release History**  
**4.0**

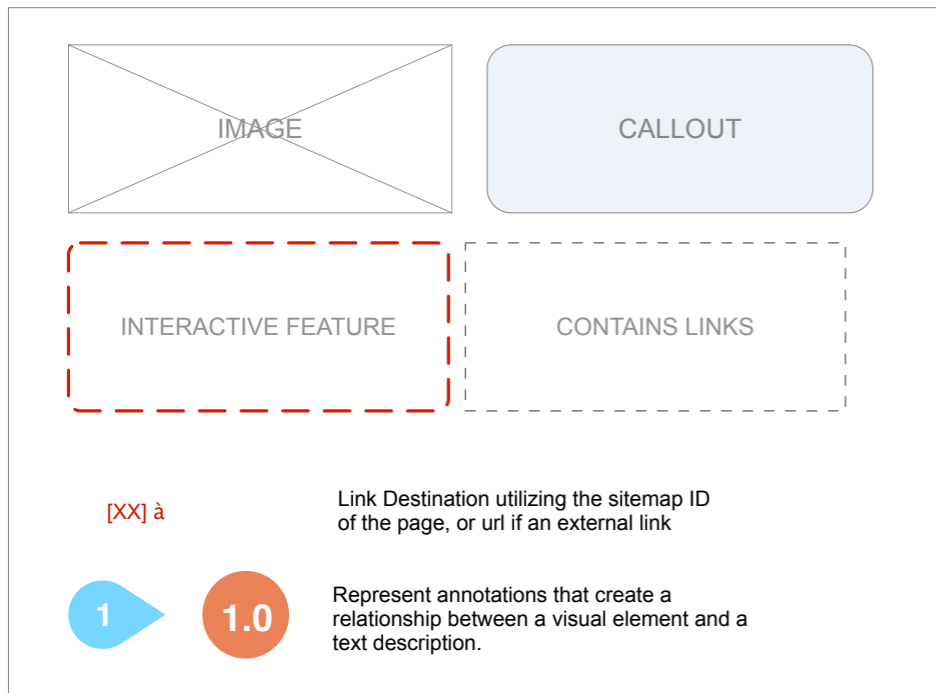
Disclaimer: Wireframes represent information structure, general page level functionality and user interface/navigation component hierarchy only. They do not represent final copy, visual layout, graphic design or typography.

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## VERSION

DATE	VERSION	MODIFIED BY	MODIFICATIONS
Thu Feb 07 2013	4.0	Chava Alexander	Work in Progress

## LEGEND



## ABOUT THIS DOCUMENT

**What is a Wireframe?**

Wireframes are a page blueprint prior to the visual design used to illustrate the flow of information, document all objects to be included on the page, and show the behavior and states of some of these objects. They are not meant to reflect actual design or content.

**Design Aspects for Consideration:**

- Representation of selected content and functionality that will reside on a page to bring the strategic concept to life.
- An allocation of page real estate to illustrate priority and placement.
- Intent of copy - indicative of the eventual design. This includes titles, labels, links, prompts, and instructions.
- Schematic that identifies key page areas (modules).
- Direction for visual design explorations.

**Aspects Not for Wireframe Review:**

- Final copy or branding treatments
- The design/look · & · feel of the page
- Representation of the specific photography to be used
- The final layout of future content and functionality

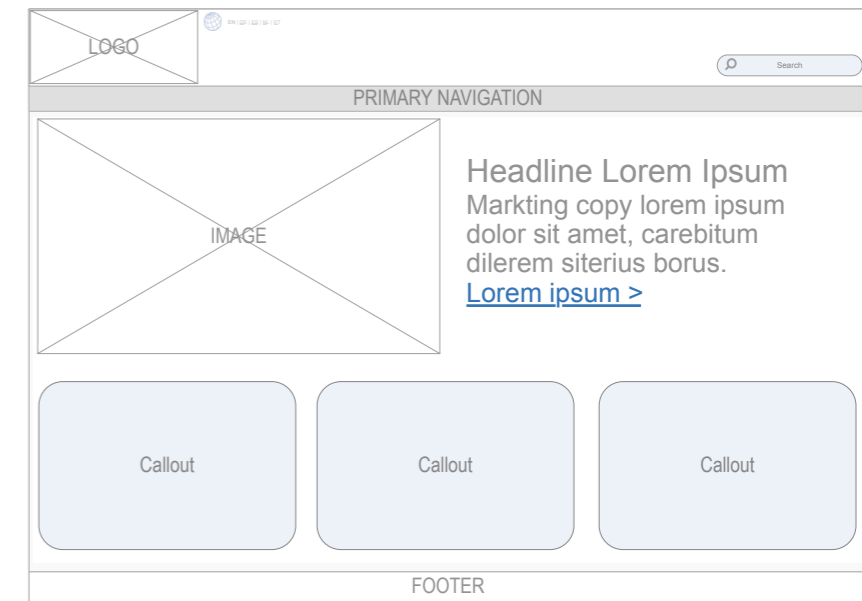
**CTA:**

- All CTA's throughout the document are internal advertisements

**Key Contacts:**

- Maximum of two contacts unless otherwise noted

## WIREFRAME EXAMPLE



Liberty Life Assurance Company of Boston

LIBERTY MUTUAL LOGO

[Contact Us](#) | [Blog](#)

[f](#) [t](#) [v](#) [in](#)

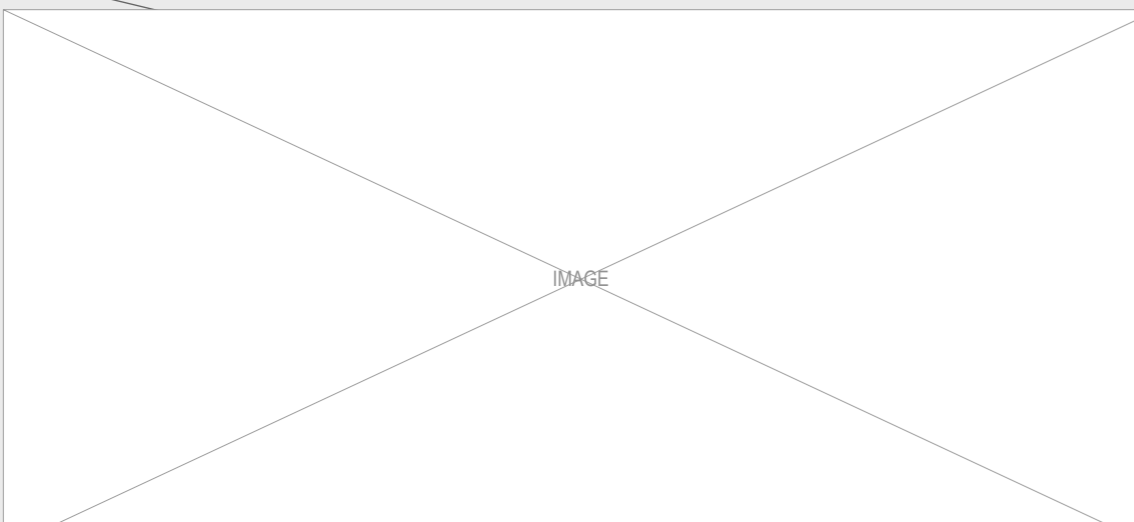
**Username**

**Password**

**Go**

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IMAGE

## Strength of Liberty

CallOut  
#1

CallOut  
#2

CallOut  
#3

CallOut  
#4

**Banks**

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[Read More](#) ▶

**Independent Agents**

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[Read More](#) ▶

**Personal Insurance Agents**

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[Read More](#) ▶

**Structured Settlements**

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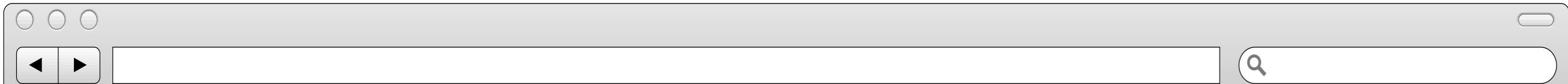
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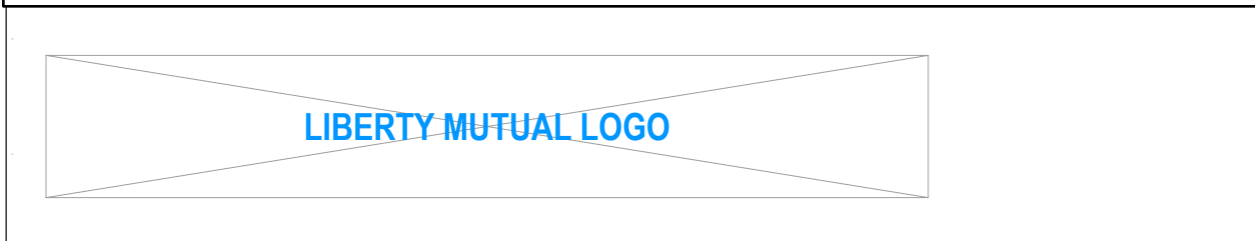
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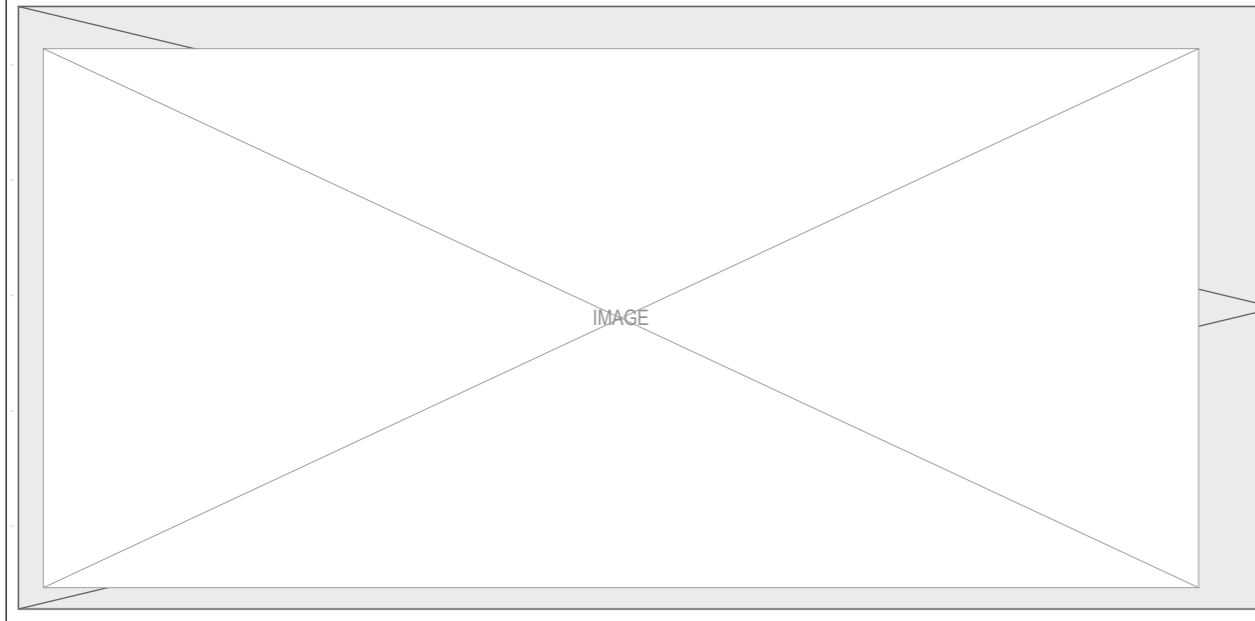
Error! Wrong User Name and/or Password

[Contact Us](#) | [Blog](#)    

Username  Password

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# Strength of Liberty

CallOut #1 CallOut #2 CallOut #3 CallOut #4

**Banks**

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**Independent Agents**

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**Personal Insurance Agents**

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**Structured Settlements**

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**About this Portal**

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# Carousel

Callout:  
Carousel  
#1

Callout:  
Carousel  
#2

Callout:  
Carousel  
#3

Quick Links
Favorites

Submit and Application

Forms Library

Illustrate

### Leadership Board

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Image

[Name](#) ▶

Image

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### News Feed

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### Rates

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### Marketing Tools

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ANNOTATIONS

Browser navigation bar with back, forward, and search icons.

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




# Carousel

Callout:  
Carousel  
#1



Callout:  
Carousel  
#2

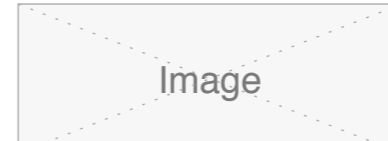

Callout:  
Carousel  
#3

Quick Links

- [Lorem Ipsum](#) 
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Favorites

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### News Feed

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### Rates

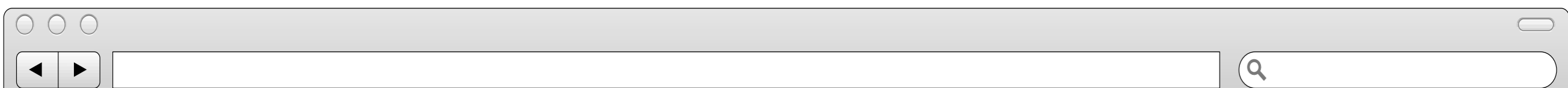
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### Marketing Tools





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[My Account](#) ▾  
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# Carousel

Callout:  
Carousel  
#1

Callout:  
Carousel  
#2

Callout:  
Carousel  
#3

Quick Links
Favorites

Submit and Application

Forms Library

Illustrate

### Leadership Board

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Image

Name ▾

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### News Feed

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### Rates

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Lorem ipsum	\$0.00

### Marketing Tools

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ANNOTATIONS

1.0 When user rolls over their name, the drop down box for My Account and Log Out appears



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# Carousel

Callout: Carousel #1

Callout: Carousel #2

Callout: Carousel #3

Quick Links
Favorites

Submit and Application

Forms Library

Illustrate

### Leadership Board

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### News Feed

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### Simple Sales

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[Cross Sell](#) ▶

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Browser navigation bar with back, forward, and search icons.

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Search input field with a magnifying glass icon.

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# Carousel

Callout:  
Carousel  
#1

Callout:  
Carousel  
#2

Callout:  
Carousel  
#3

Quick Links
Favorites

Submit and Application

Forms Library

Illustrate

### Leadership Board

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### News Feed

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### Rates

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Lorem ipsum	\$0.00
Lorem ipsum	\$0.00
Lorem ipsum	\$0.00
Lorem ipsum	\$0.00

### Our Simple Sales Process

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[BGA](#) ▶  
[Producer](#) ▶

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# Carousel

Callout:  
Carousel  
#1

Callout:  
Carousel  
#2

Callout:  
Carousel  
#3

**Quick Links**

Submit and Application
Favorites

Forms Library

Illustrate

**Leadership Board**

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**News Feed**

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**Coordinator List**

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**Claims Offices**

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Callout:  
Carousel  
#1

Callout:  
Carousel  
#2

Callout:  
Carousel  
#3

Quick Links
Favorites

Submit and Application

Forms Library

Illustrate

### Leadership Board

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### News Feed

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### Rates/Claims

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### Coordinator Office Map

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ANNOTATIONS

1. Rates swaps with claims

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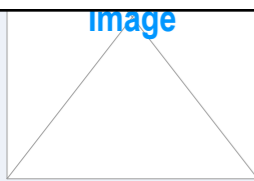
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**[Link Title]**

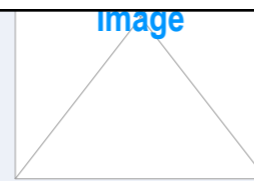
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CTA



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**Rates**

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**Quick Links**

Submit and Application

Forms Library

Illustrate

**Stories**

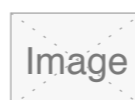



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**Leadership Board**

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Name ▶



Name ▶

**Favorites**

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**Marketing Tools**



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**Benefits of Liberty**



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**News Feed**

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- [Recognition Programs ▶](#)
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# About Liberty

Image

## Liberty Services

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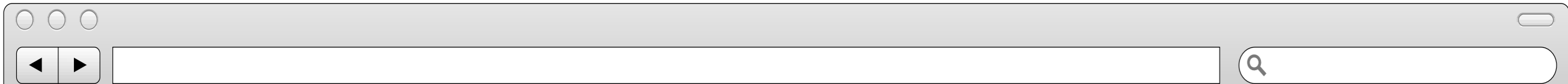
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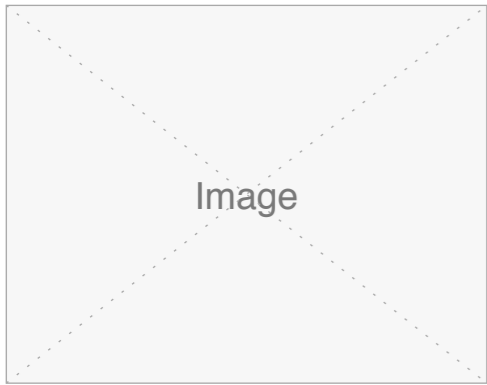
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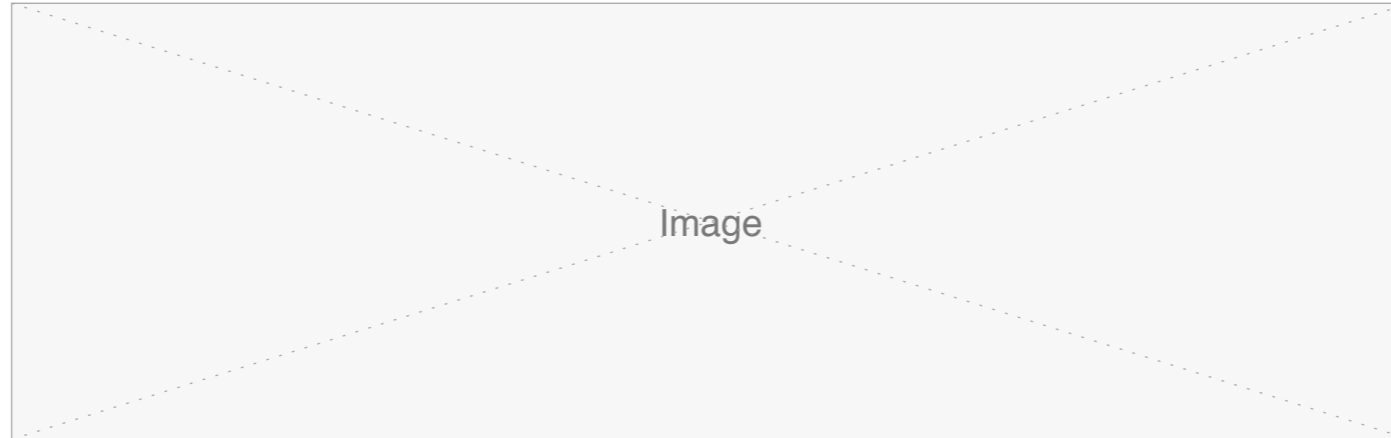
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# Recognition Programs



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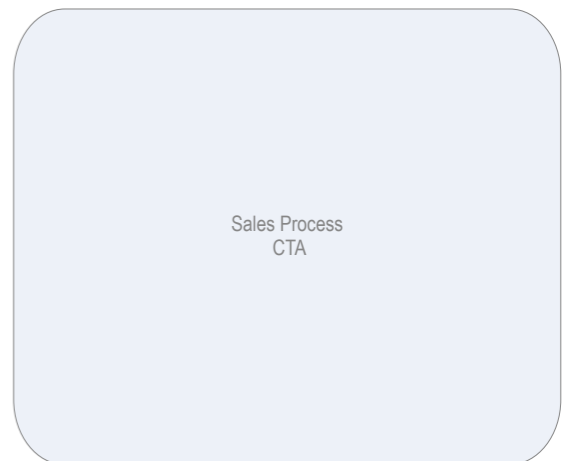
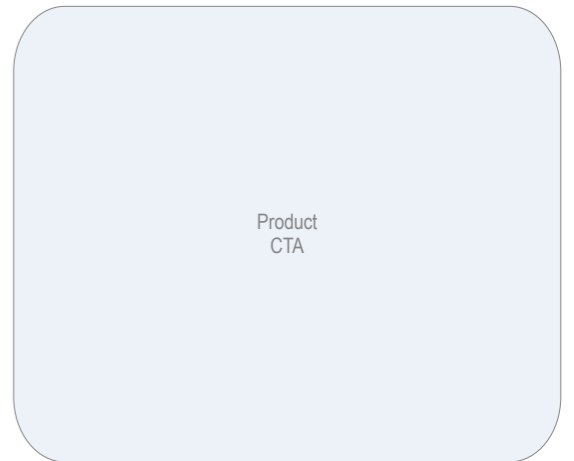
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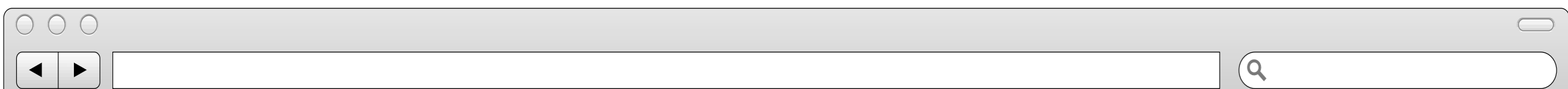
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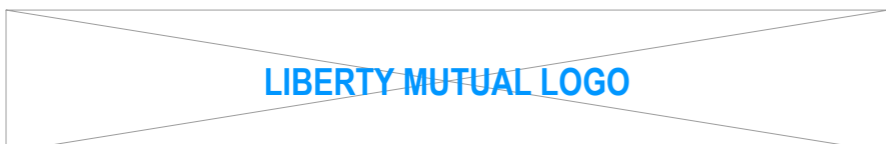
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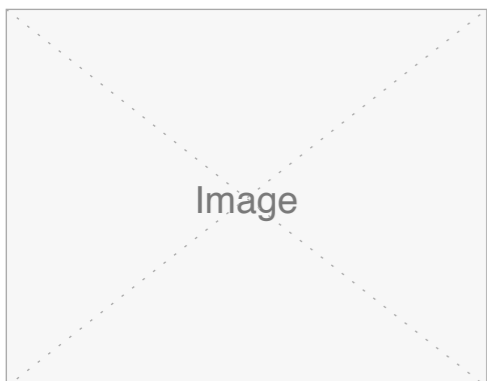


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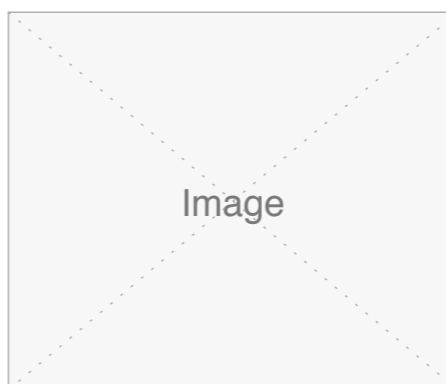
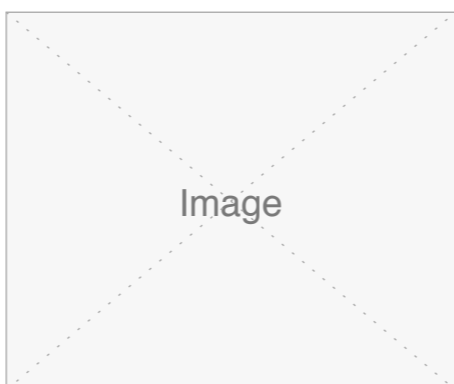
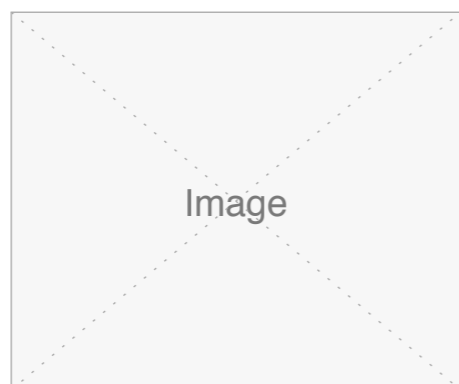
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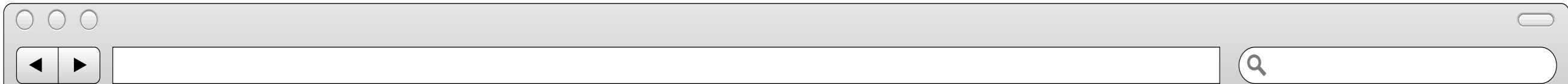
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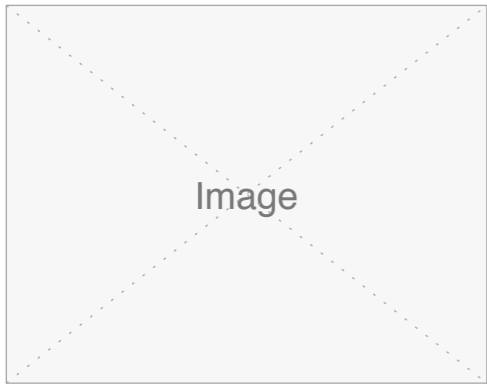
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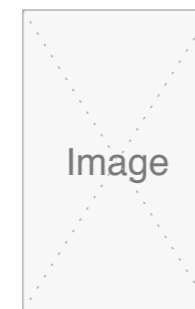
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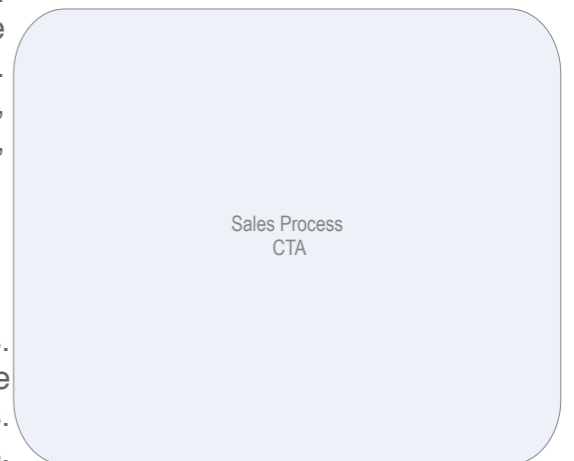
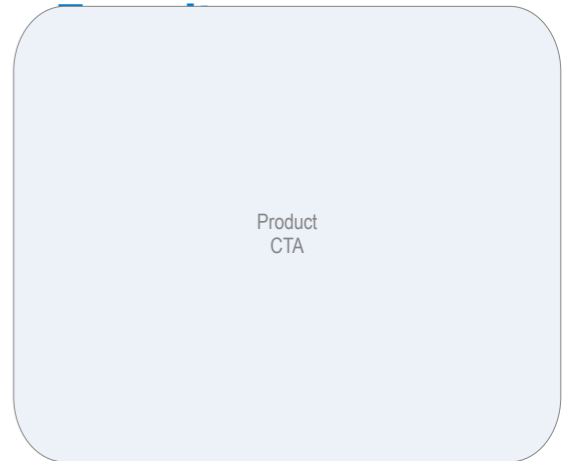
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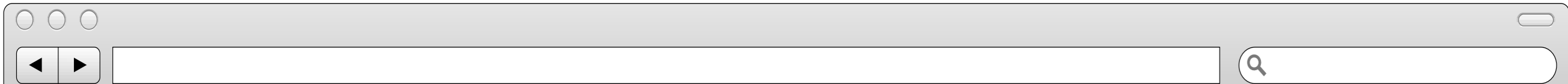
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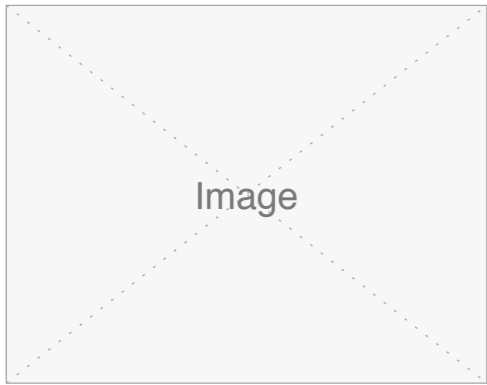
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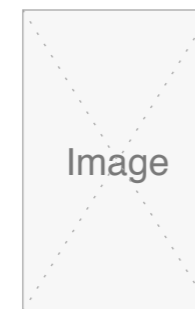
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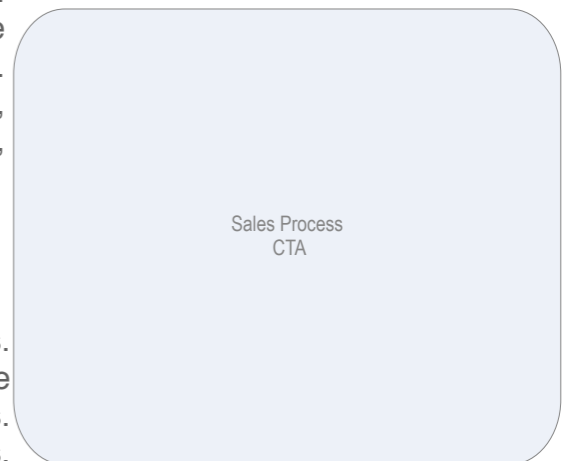
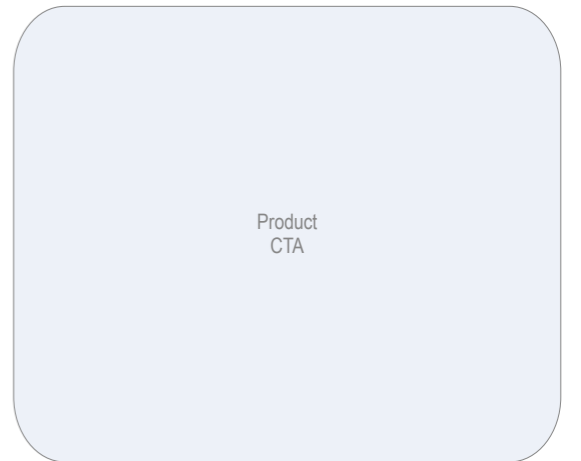
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**Guaranteed Interest Rate** 00.00%

**Premium Amount** Minimum: \$0.00  
Maximum: \$0.00

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Brochures

Calculators

Comparison Chart

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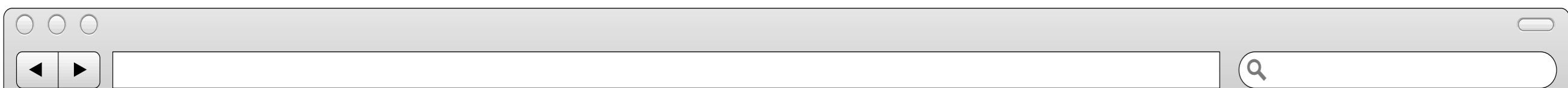
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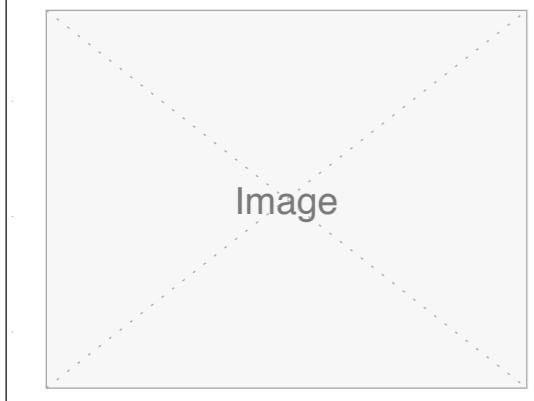
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**Premium Amount** Minimum: \$0.00  
Maximum: \$0.00

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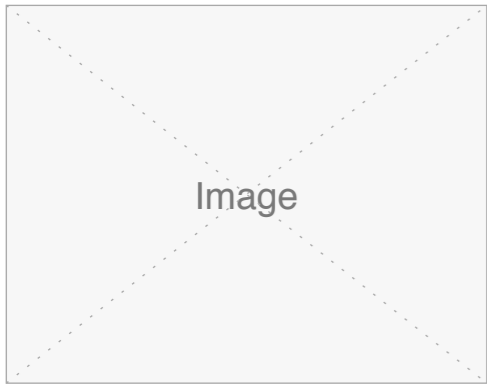


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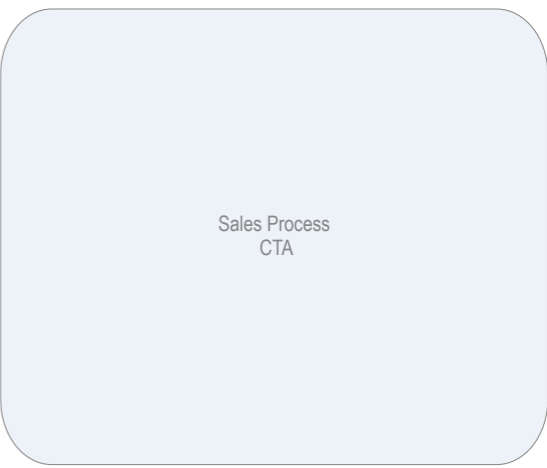
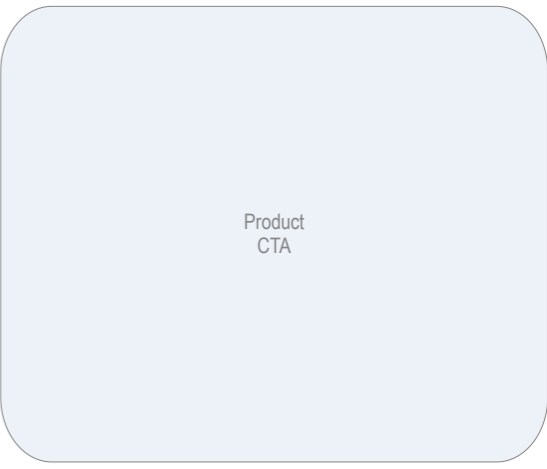
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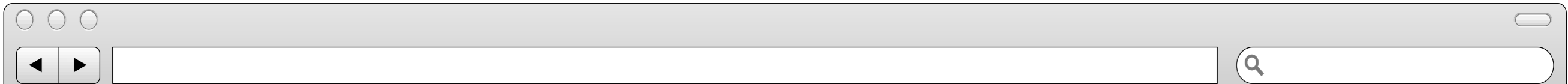
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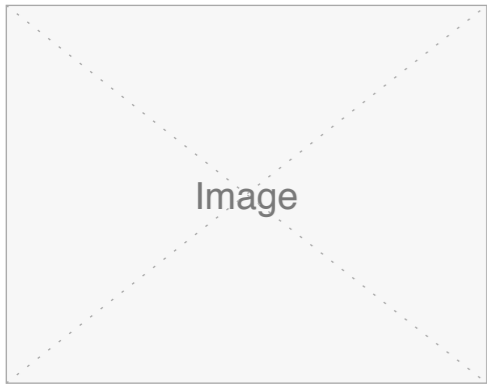
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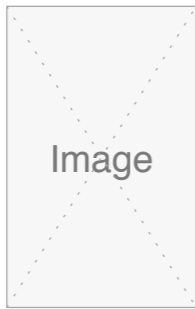
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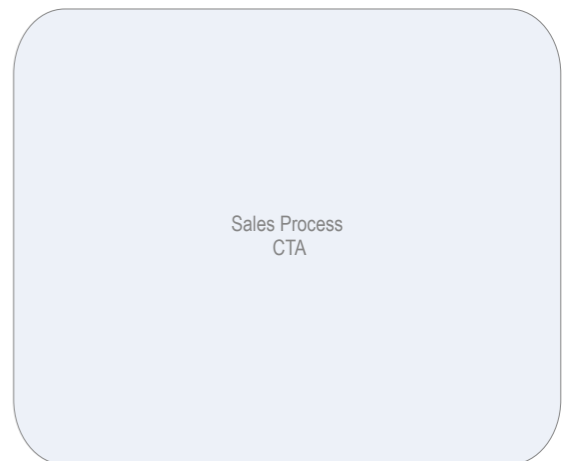
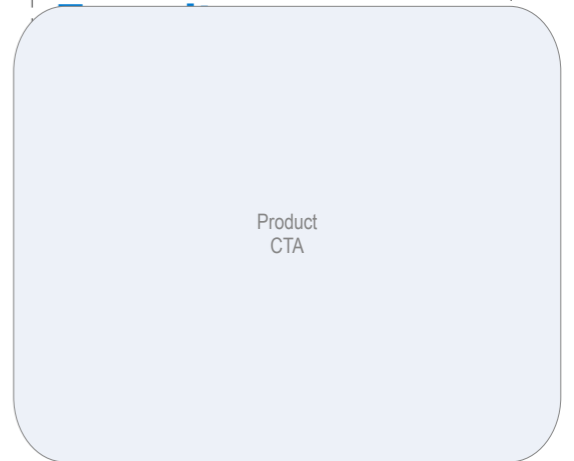
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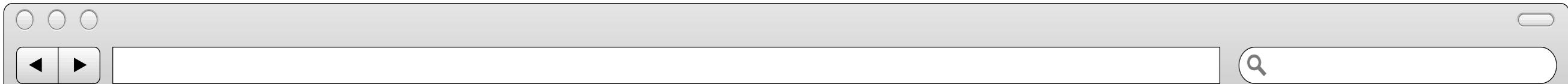
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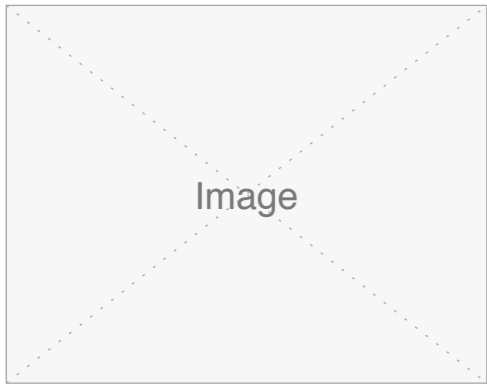


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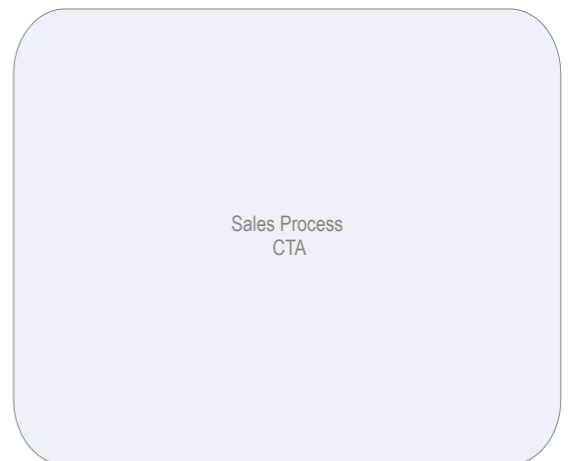
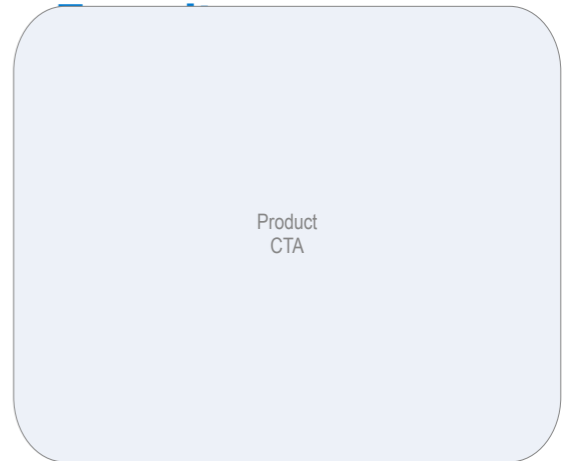
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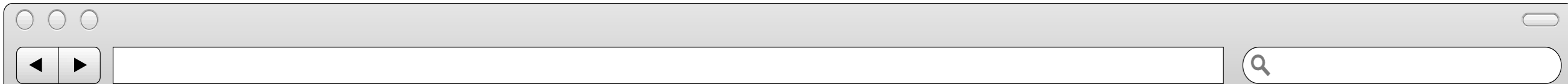
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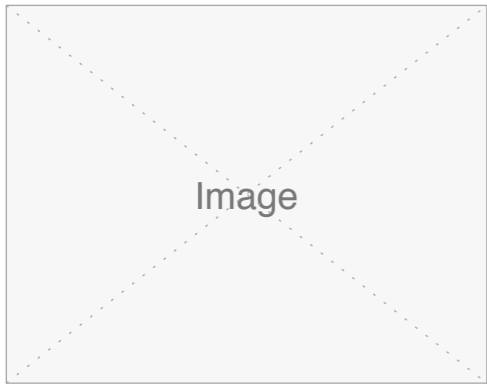
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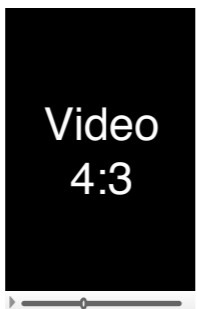
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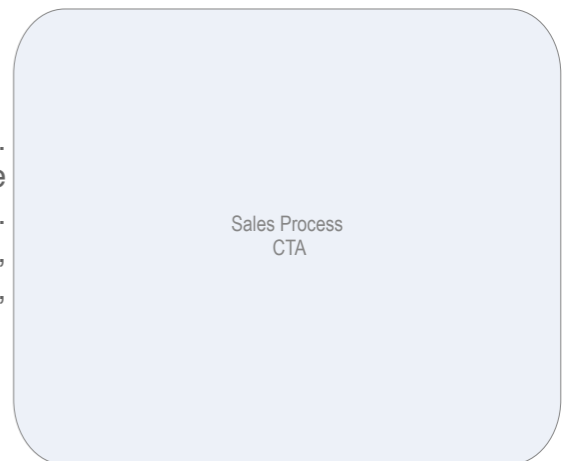
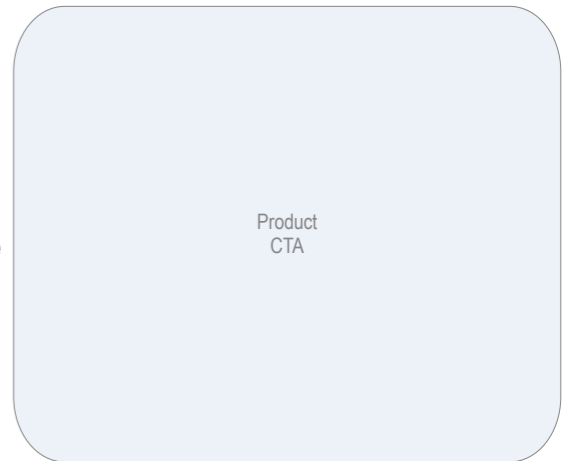
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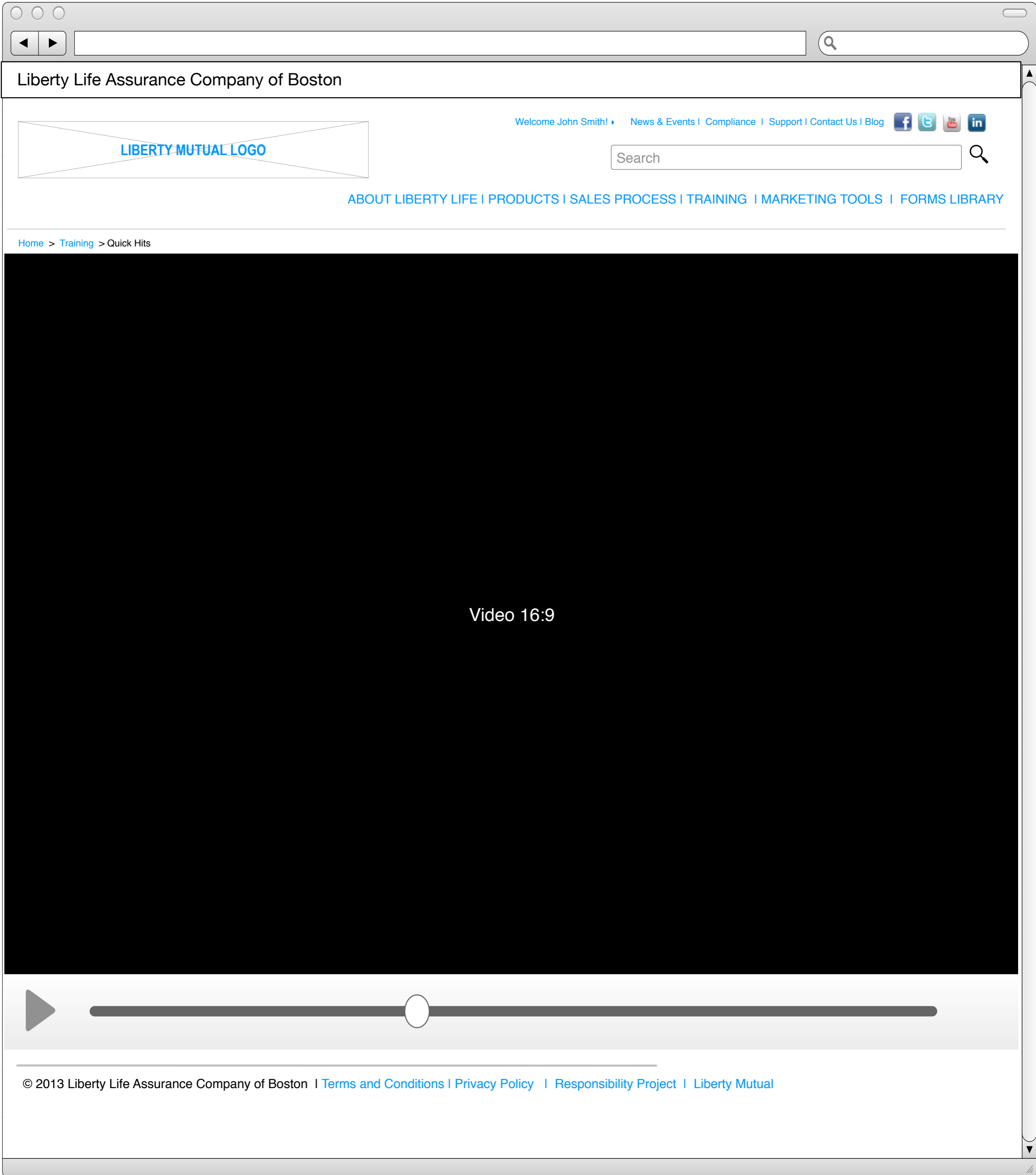
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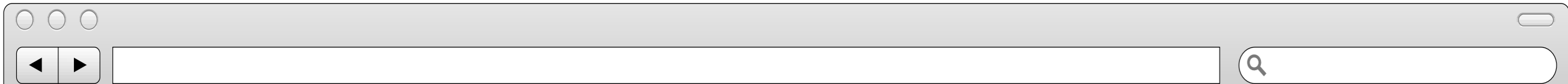
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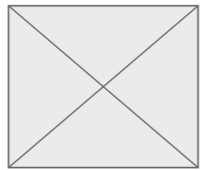
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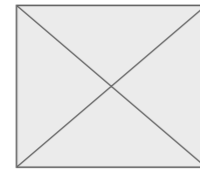
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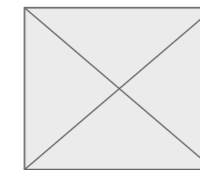
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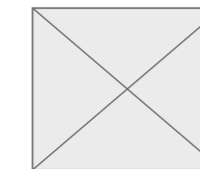
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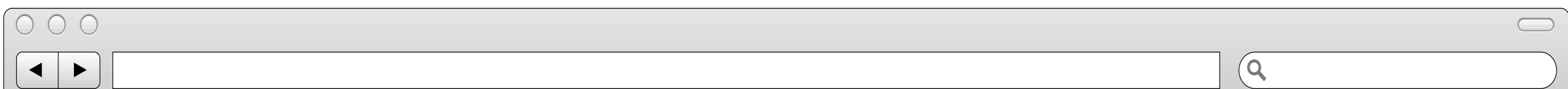
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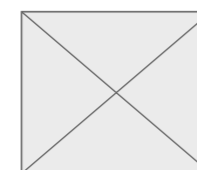


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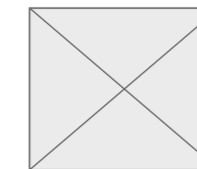


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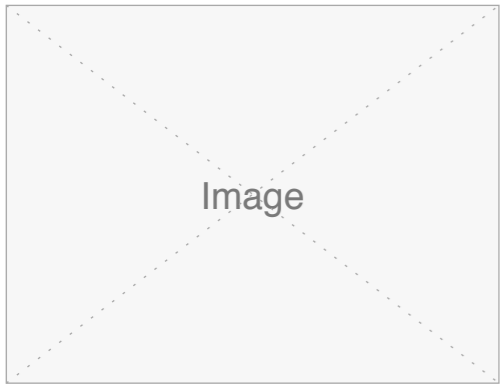
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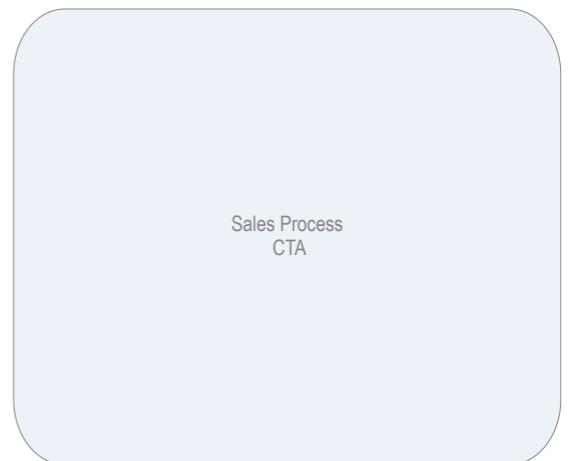
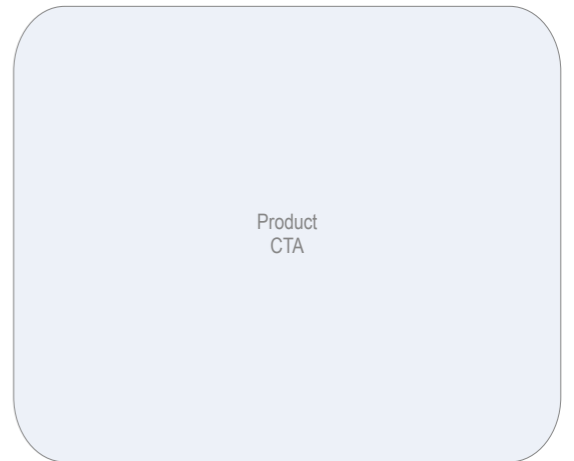
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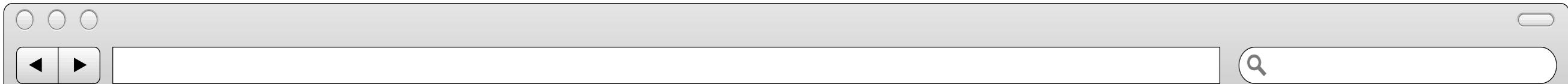
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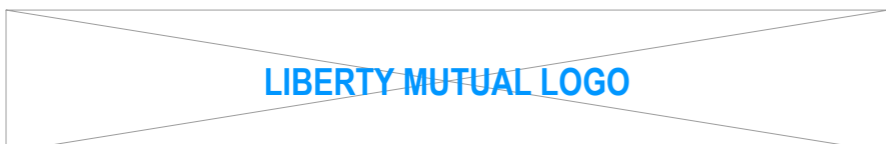
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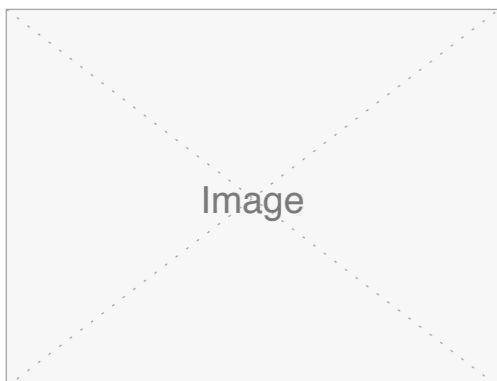


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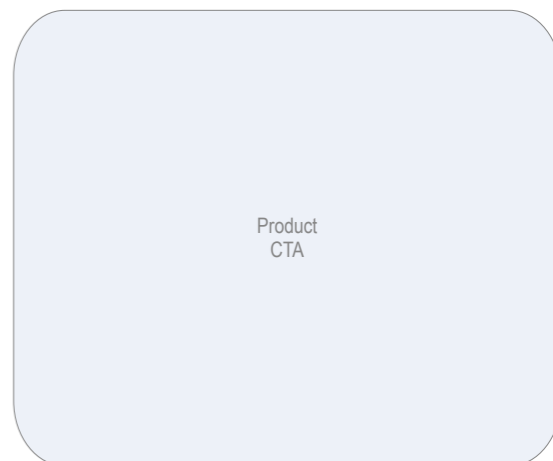
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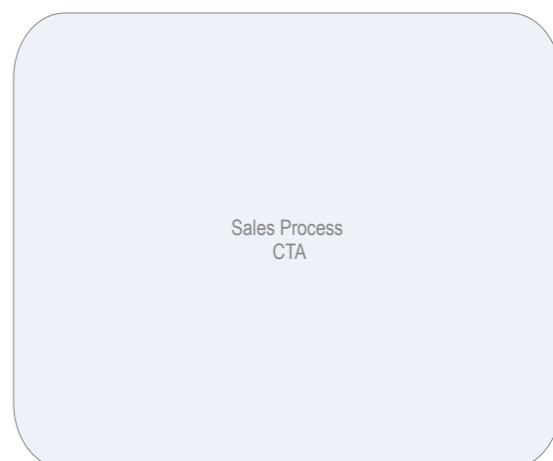
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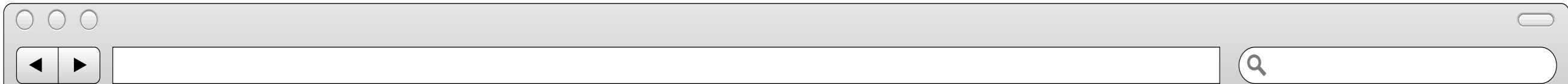
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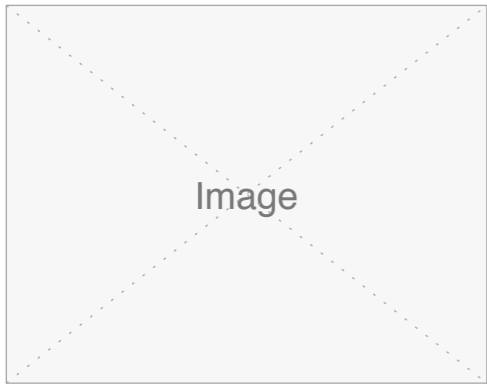


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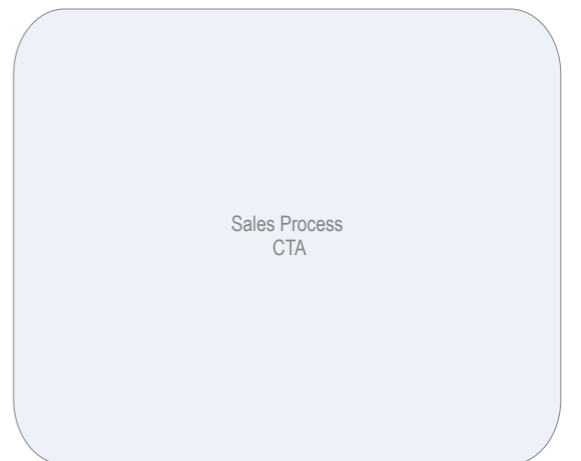
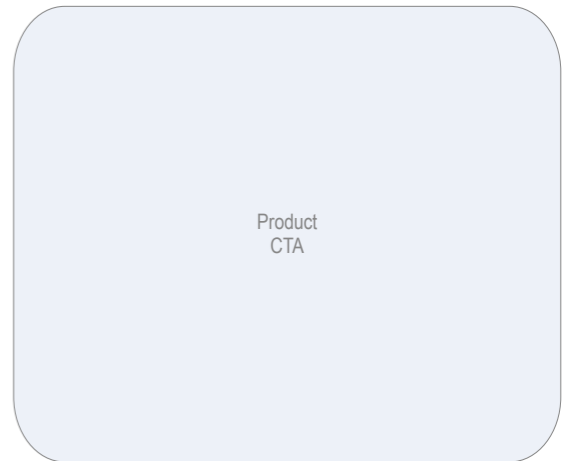
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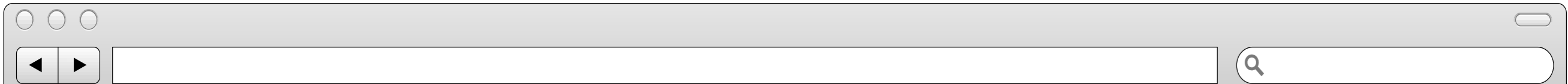
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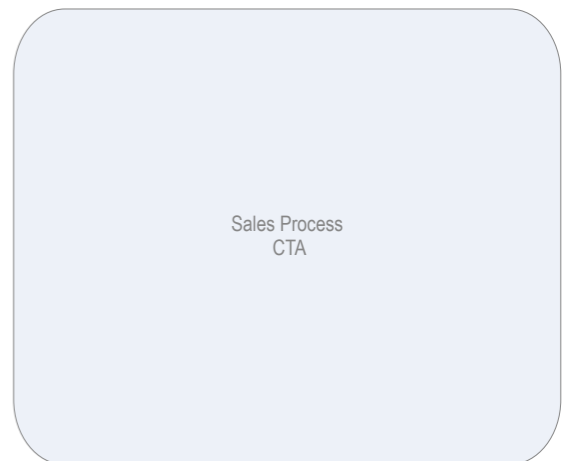
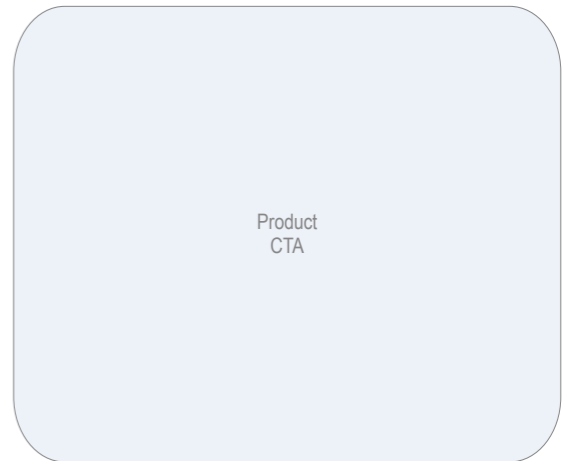
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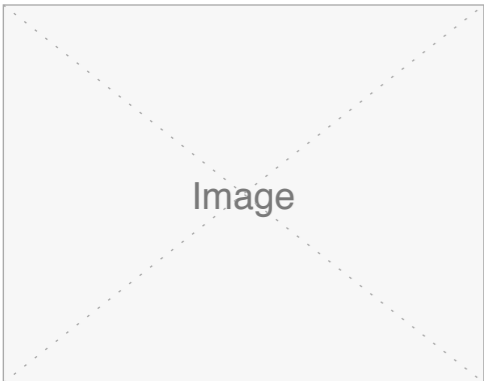


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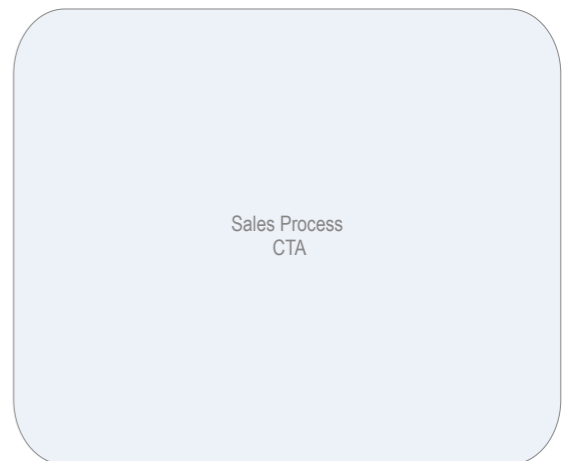
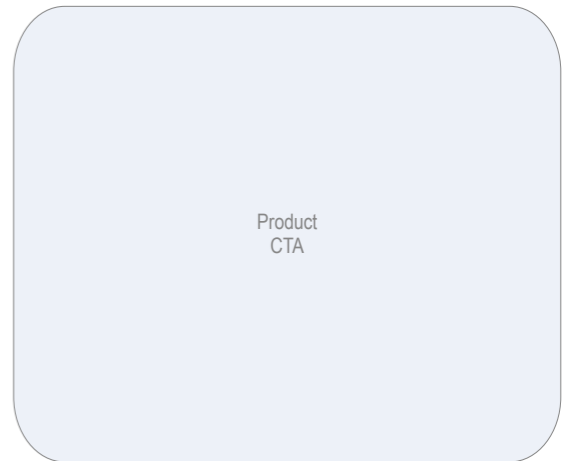
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