

New York Life AARP Mobile Site

Prepared 11/11/15

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Project Summary

The goal of the New York Life project is to design a mobile version of the current desktop site at <https://www.nylexpress.com/>. An important goal of the project is that the desktop version of the site remain as close as possible to its current state. The project consists of business analysts, project manager and subject matter experts from New York Life along with an interaction designer/information architect, visual designer, front end developer, sitecore architect and project manager on the Perficient side.

The project will kickoff with the interaction designer doing a content and strategy analysis of the current site as well as the current sitecore test site that exists. The documents that make up this analysis are NYL AARP Site Analysis.docx and NYL AARP Test Site Landing Page Analysis .docx.

The document that describes the structure, content, informational hierarchy, functionality and behavior is the NYL AARP Wireframe Analysis.docx document.

The end result of the wireframing phase was approval and work on the visual design and front end dev was able to proceed. The end result of the visual design and front end development was implementation by the sitecore team. If you go to the <https://www.nylexpress.com/> on mobile or desktop browser and shrink the browser's width you will see the final implementation of the work.