

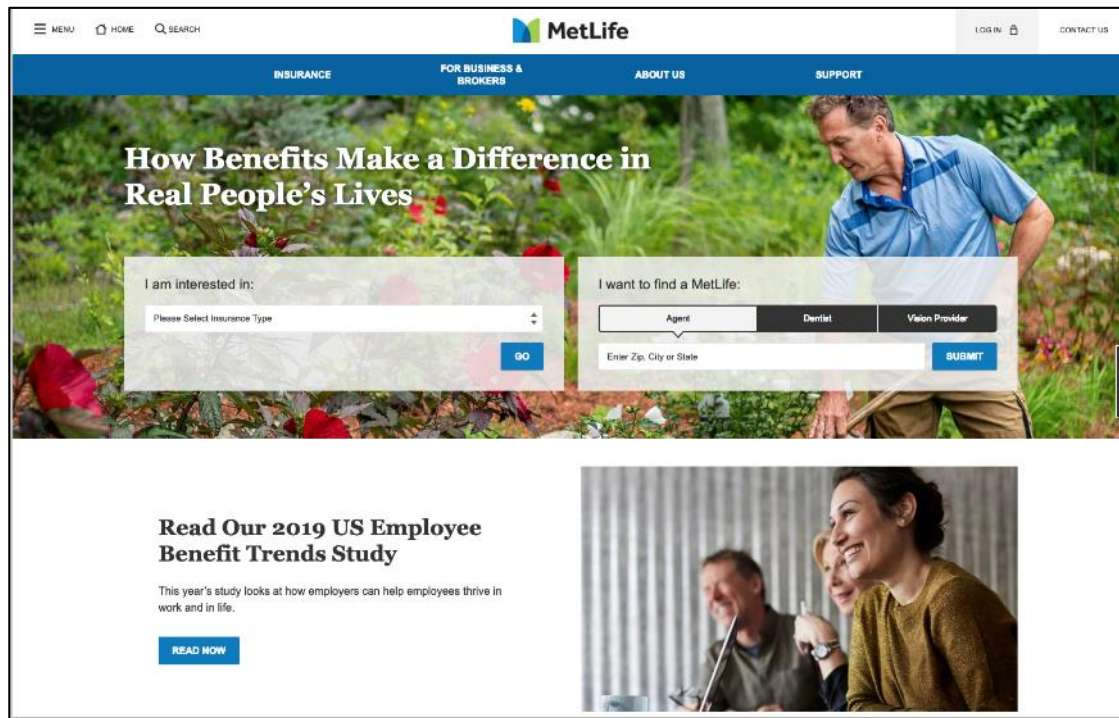
# MetLife.com Evolution

# Agenda

1. Evolution of our web experience
2. Code base
3. Templates & Components
4. Get Started Checklist

# Evolution of the web experience

# Evolution of our web experience



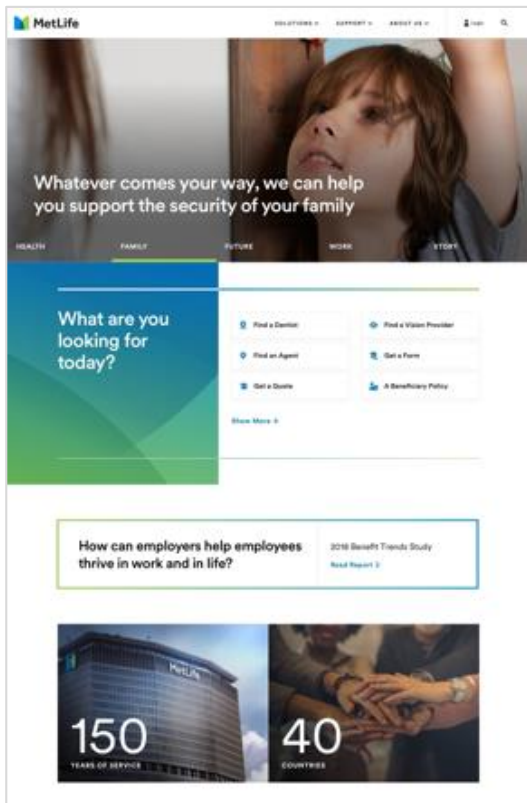
Before



- Designed in '15: pre-BrightHouse
- Launched in '16:
  - Brand “re-skin”
  - New platform migration (AEM)

# Modular homepage

Confidential – for internal use only



Hero

Sorting Hat

Report Breaker

Data Insight Display (V1)



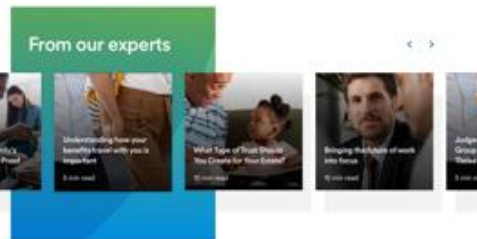
Product Promo Breaker



Data Insight Display (V2)



Single Featured Story

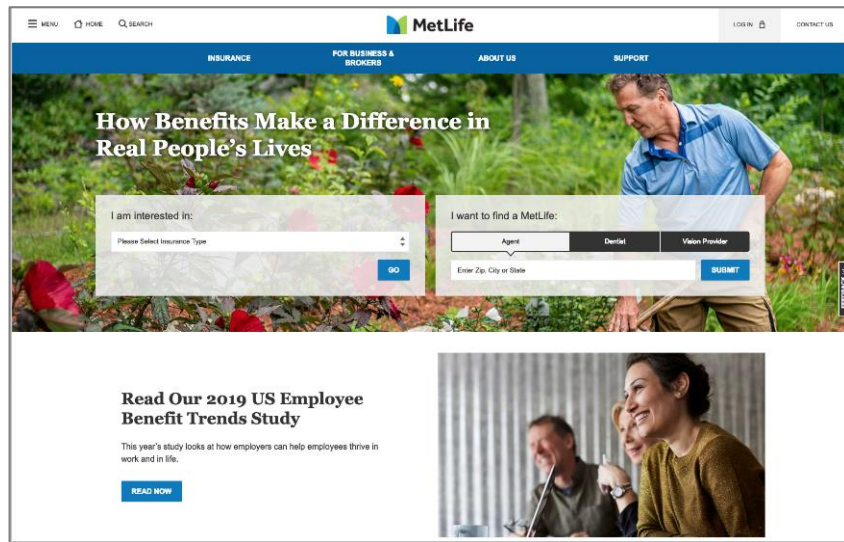


Recirc with Image

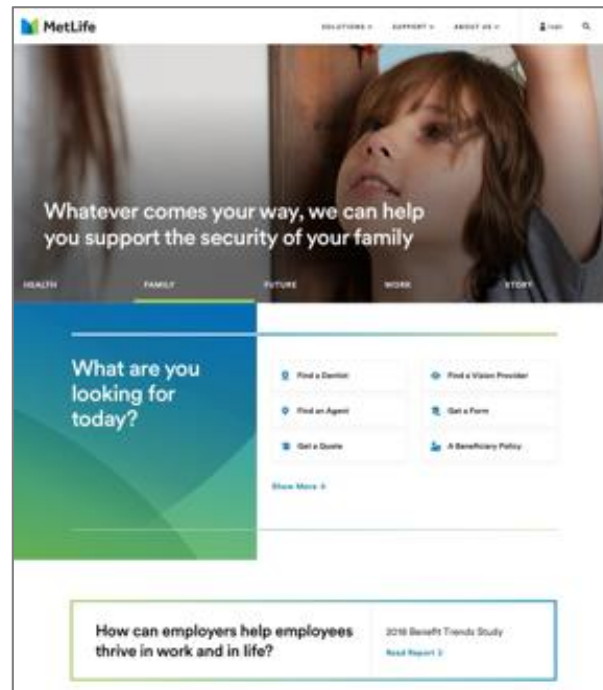
# Codebase

# Where We Are Today

These are pre login / marketing websites hosted through AEM\*



BasicRef in 41 domains including the US



New Code Base (2.0) enabled in 14 domains  
Live for US, DES, Chile Insurance DG landing

# New Code Base 2.0 Enablement Approach

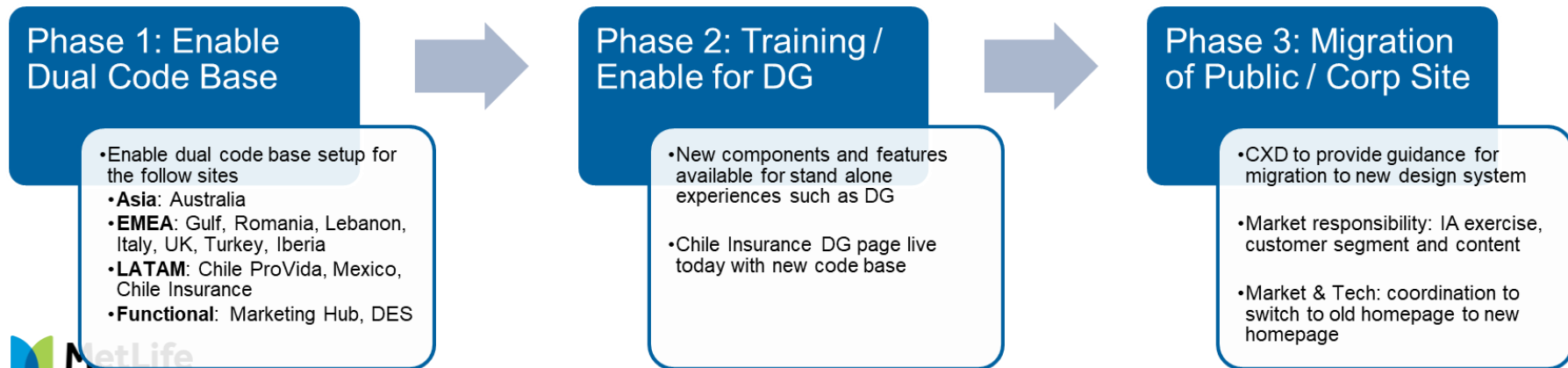
## Guiding Principles for using new code base

- We will not mix and match of old design system with new components
- We will build Net New capabilities and components on the New Code Base 2.0

## Design System on AEM 6.5

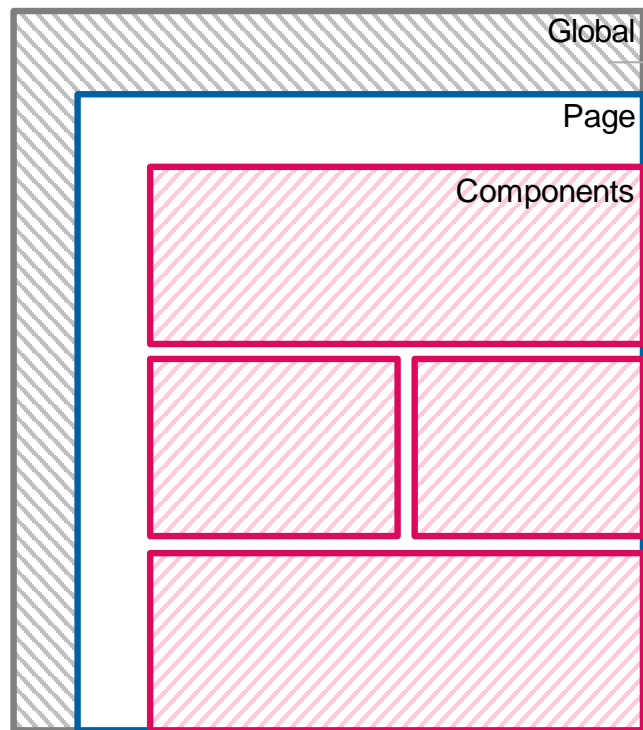
- Reference Site Design System: <https://basicref.metlife.com/>
- New Design System: <https://evolution.metlife.com/>

## 3 Phase Approach





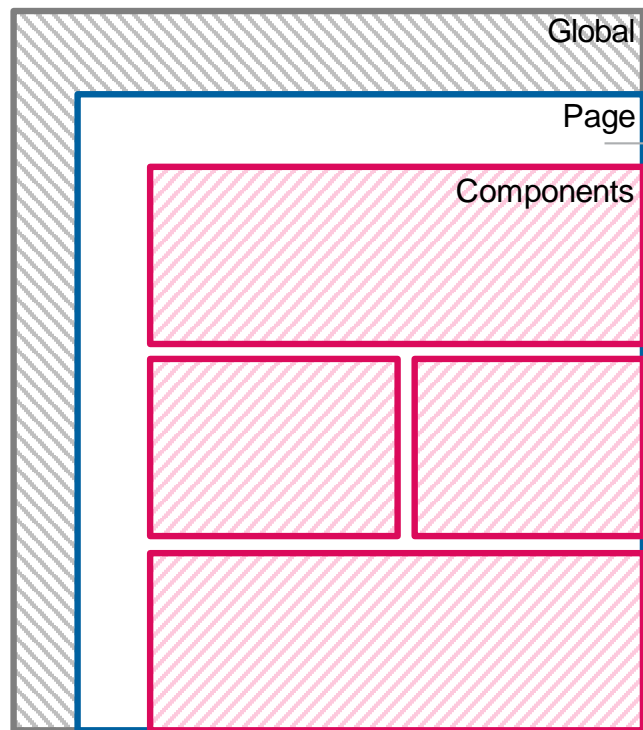
# AEM Templates & Properties



Global properties with a set of design that propagate through out the website

	Basic Ref	2.0
Header	X	X
Navigation (megamenu)		X
Notification (alerts/cookies)	X	X
Footer	X	X
Vendor Code Configuration	X	X
Market Configuration	X	X
Social Sharing	X	X
Accessibility	X	X
Skip Navigation	X	
Header Toggle 2.0	X	
Megamenu 2.0 (New Nav)	X	
Footer 2.0 (New Footer)	X	

# AEM Templates & Properties

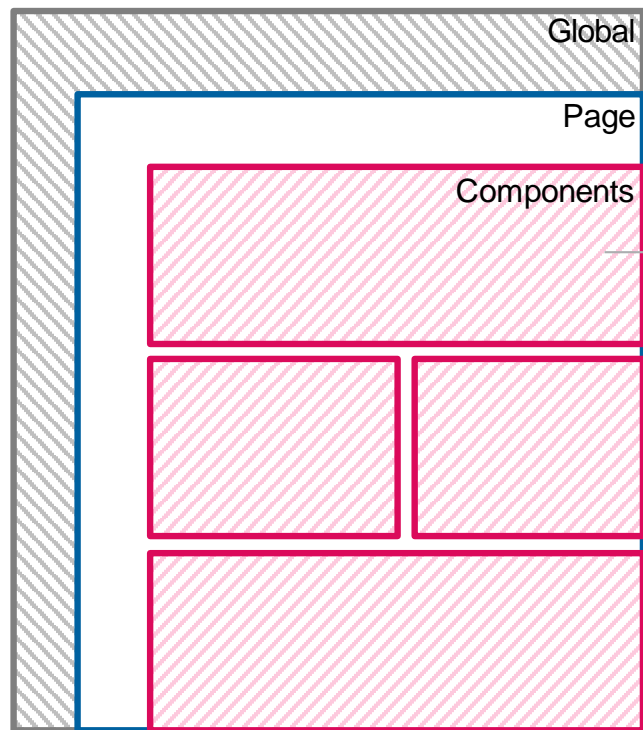


A page template is a pre-designed base page layout, which defines the structure of the resultant page.

9 available 2.0 page templates

- Homepage
- Category
- Details
- Topic / Hub
- Article Content
- Landing
- Report
- General Content
- Blank

# AEM Templates & Properties

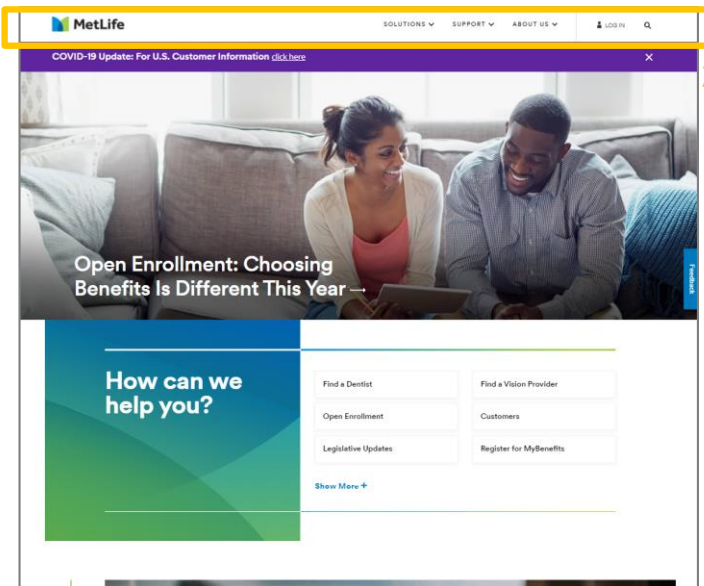


AEM components are used to hold, format, and render the content made available on your webpages. When authoring pages, the components allow the authors to edit and configure the content using a predefined structure.

2 component types in 2.0

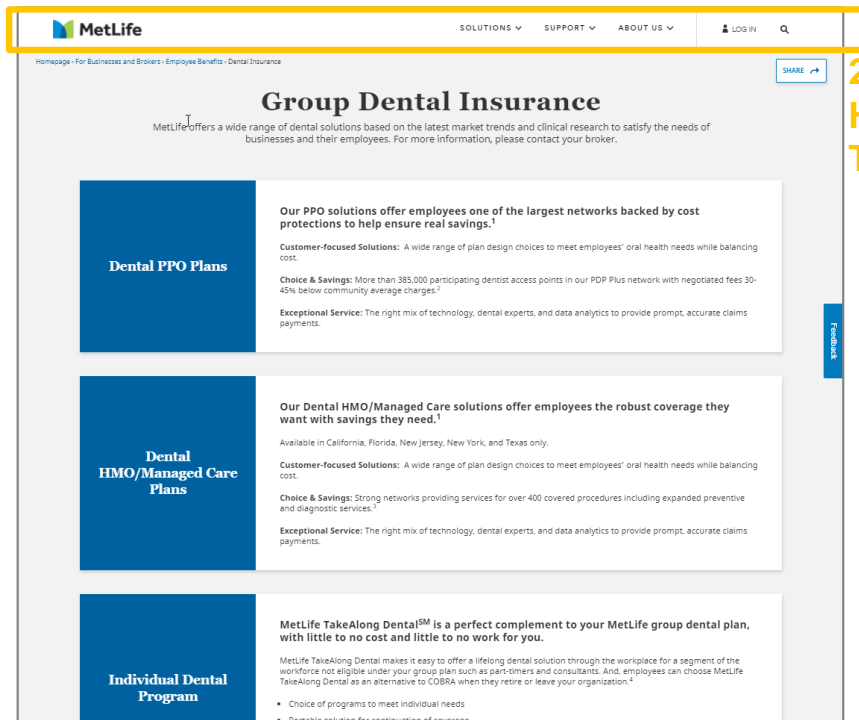
- **Stand-alone:** components that can live on any page templates
- **Embedded:** certain page templates come with must use components - e.g. homepage must use “immersive brand component”

# Basic Ref vs 2.0



2.0 Header

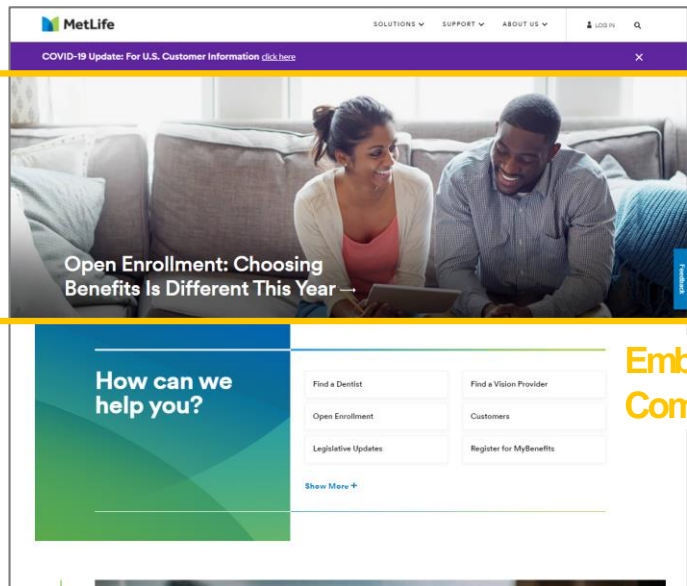
US homepage using the 2.0 Template



2.0  
Header  
Toggle

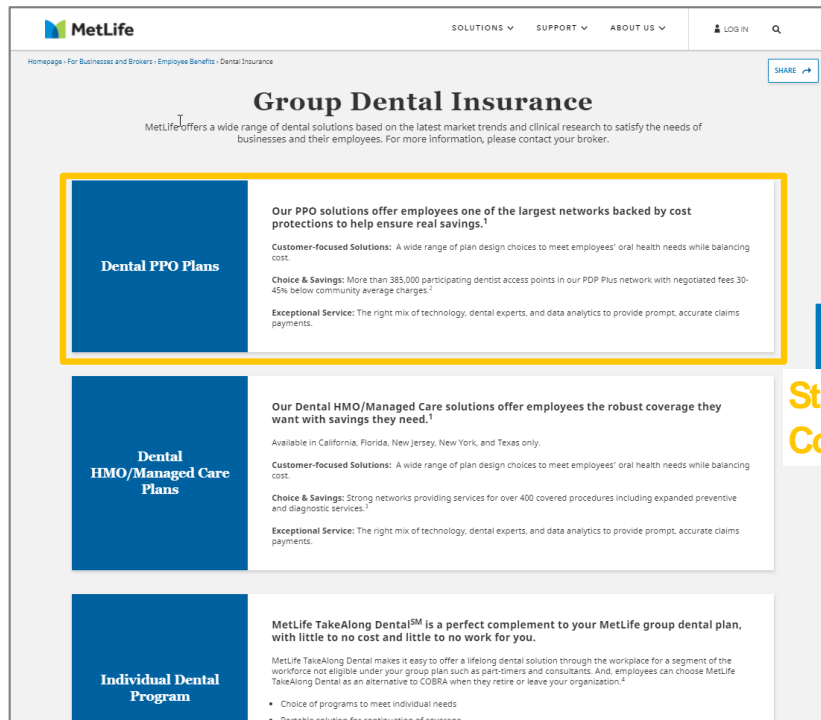
US business pages using BasicRef Template

# Basic Ref vs 2.0



Embedded  
Component

US homepage using the 2.0 Template



Standalone  
Component

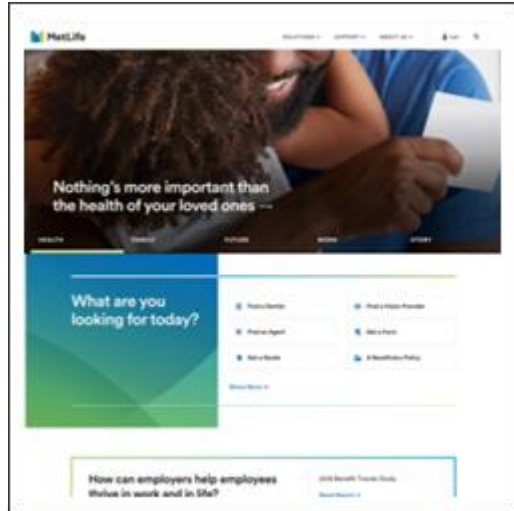
US business pages using BasicRef Template

# Page Templates

# 3 primary Page templates based on page hierarchy

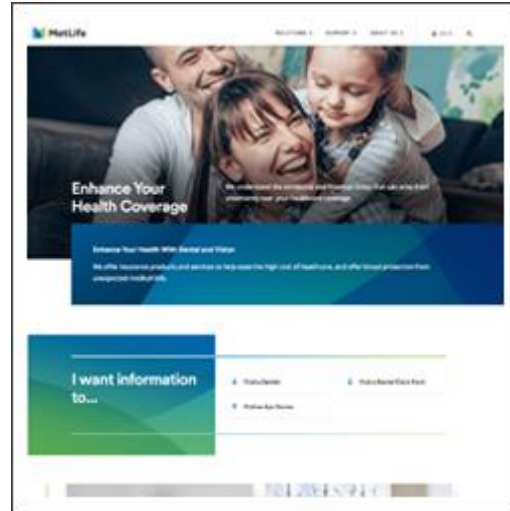
## Template 1: Home page

Home Page template supports the page structure to show case overview of features and services that support user needs, drive actions and convey MetLife's brand promise



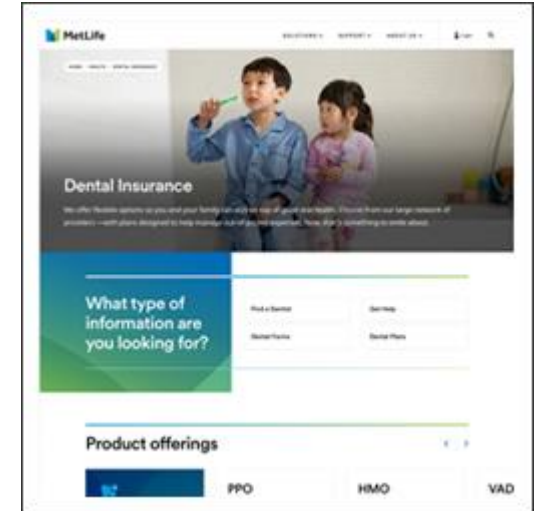
## Template 2: Solution Category

The category page template gives users a product category overview, allowing them to discover the scope of product offerings and where to go next for deeper product details.



## Template 3: Details

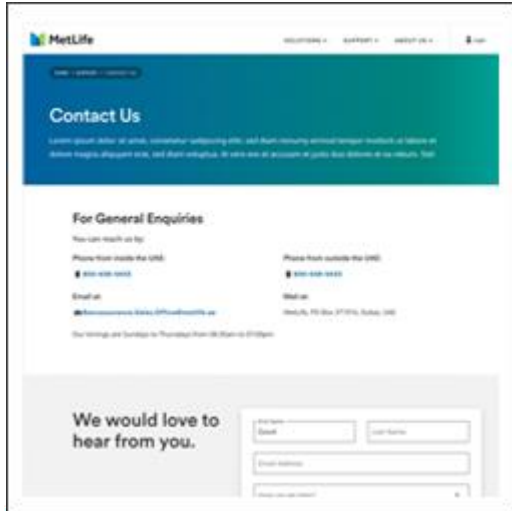
A product detail page template feature specifics about a product or service and encourages users to take a desired action.



# 6 Additional Page templates based on content needs

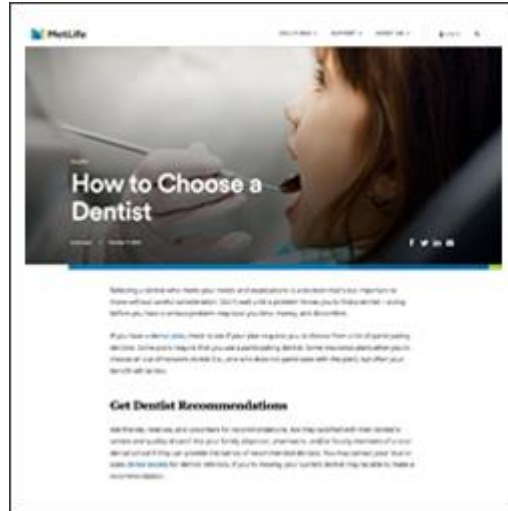
## Template 4: General Content

The general content template can be used for 4th/5th level pages in a marketing site and is most suited to communicate denser reference or utility content that does not feature multiple promo components or media.



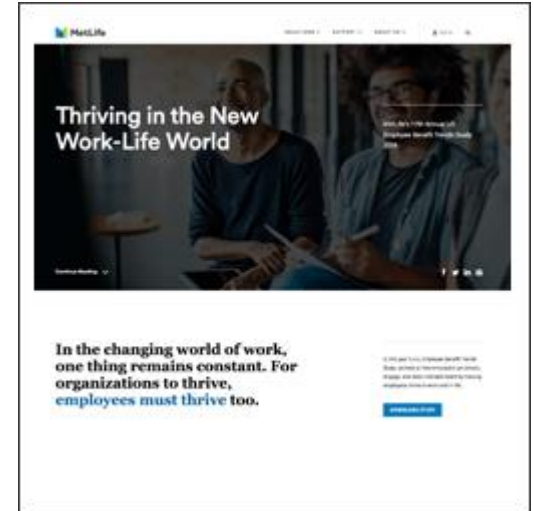
## Template 5: Article

The article page template is designed to support editorial priorities and content marketing needs and accommodates a variety of components that promote and house editorial content.



## Template 6: Report

The Report Template is designed to display editorial content that can be structured as a single subject or a series of chapters (optional)

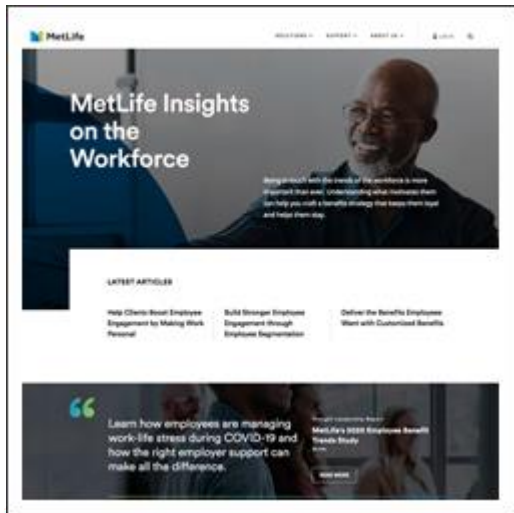




# Continued...

## Template 7: Topic/Hub

A content hub or topic template is designed to act as a central launch/reference point for a set of related editorial content.



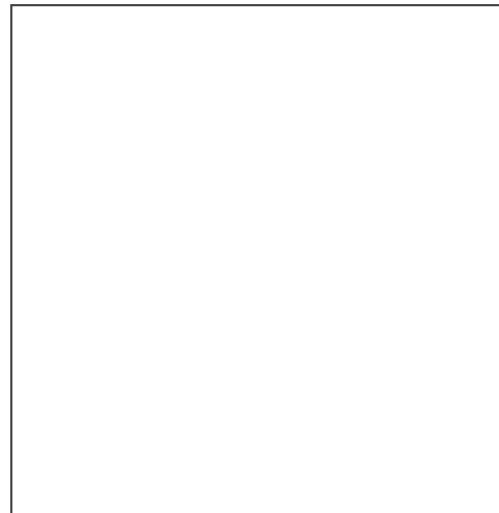
## Template 8: Landing page

The landing page template, featuring a simplified header, footer and hero, can be used to create standalone pages. This template has a flexible page structure suited to customization for purposes such as events or campaign landing pages.



## Template 9: Blank

Blank template is a complete blank canvas which allows for full customization in structure, and it does not contain header or footer.

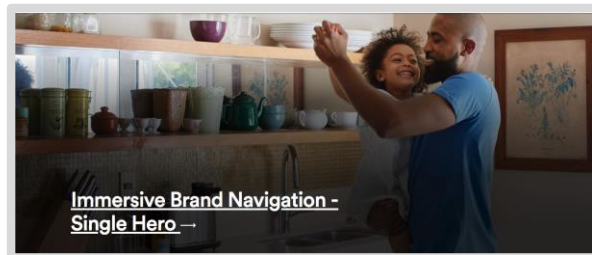


# Components Embedded

# Immersive Brand nav

An interactive embedded component only available in the home page template. It is intended to highlight solution categories and provided for links to each category.

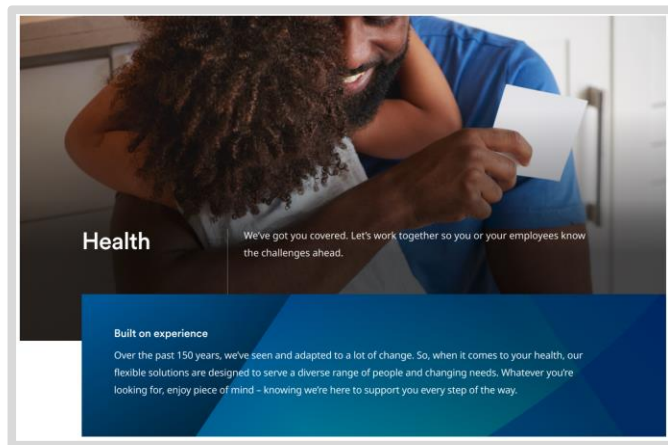
- Immersive brand variations
  - 4 tabs
  - Single Hero



# Category Hero

Used to introduce a category of product or service at the top of a Category Page. Features a large image with superimposed text + a supplemental superimposed text panel.

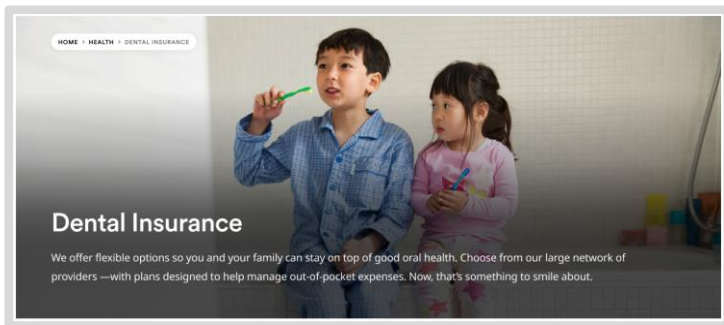
- Category Hero variations
  - CTA
  - Phone No#
  - CTA + Phone No#



# Detail Hero

This hero anchors a product detail page with a large image + superimposed text and optional CTA/phone number. Variations include a version with background graphic instead of photo.

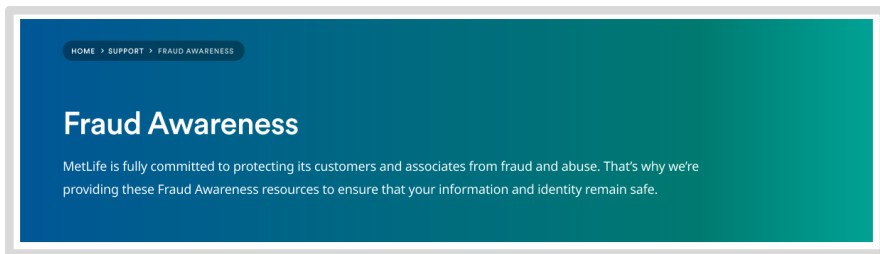
- Detail Hero variations
  - Embedded gradient background
  - Image
  - Image + CTA
  - Text + Phone No#
  - Text + CTA + Phone No#



# Generic content Hero

This hero anchors a product genetic content page with a gradient variation intended to be used for 4<sup>th</sup> level pages. Variations include a light grey background version which anchors informational content page such as office locations, privacy policy etc.

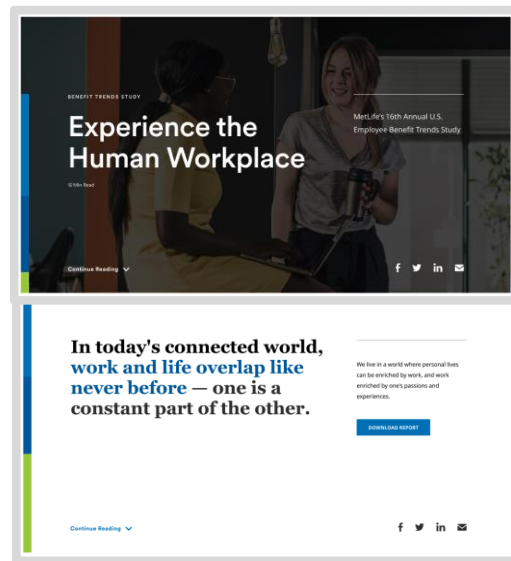
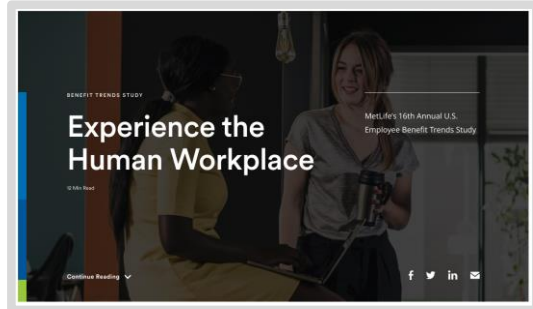
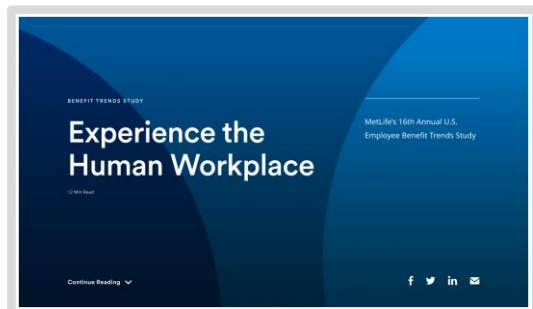
- Generic Content Hero variations
  - Embedded gradient background
  - Grey Colored Background



# Report Hero

Serves as the hero banner for the report page, with optional features such as a background image, and and extended variation.

- Report Hero variations
  - Embedded gradient background
  - Image
  - Hero with extended content
  - Hero with headline breaker
  - Hero with related content recirc



# Article Hero

This hero introduces an Article page with either a default graphic background, large background image, video, or interactive video + superimposed text. Additional behavioral state includes a sticky navigation for articles only visible with page scroll.

- Article Hero variations
  - Default with byline
  - Image
  - video
  - Interactive Video



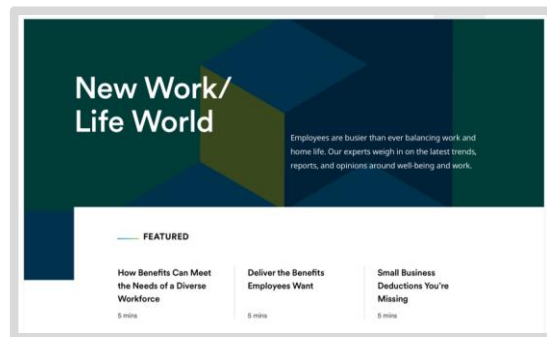
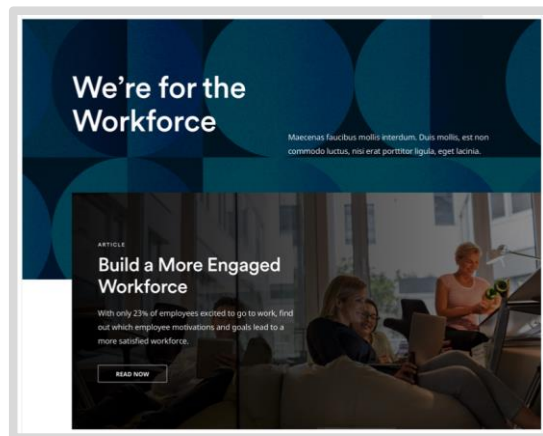


# Topic/Hub Hero

This embedded hero introduced the topic and hub pages. It features a large image with superimposed text + a supplemental test panel highlighting 3 articles or reports.

- Topic/Hub Hero variations

- Single Article
- 3 Article/report



# Components Standalone

# Content Promo

Content promo components use copy call outs to promote content or products and path users to the corresponding pages.

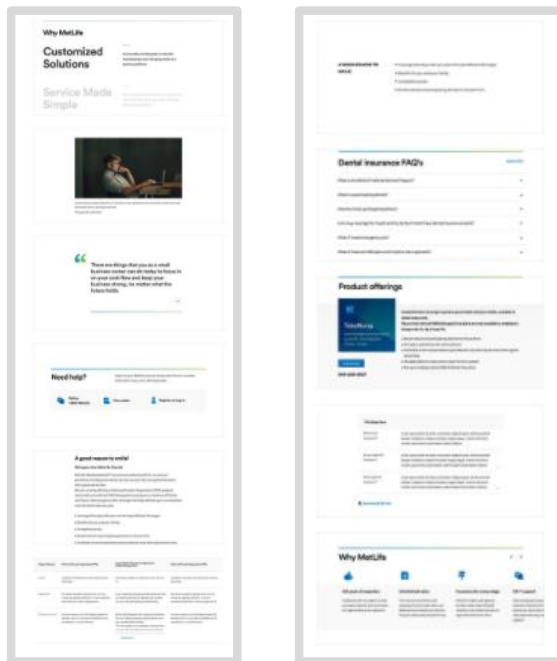
- Content Promo banner
- Product Promo Breaker
- Quote Feature Breaker
- Report breaker
- Single Featured Story Breaker
- Text Insight Breaker
- Video Promo
- Visual Product Card
- Featured Content Promo
- Listicle



# Content Container

These components are designed to structure copy into a visual hierarchy or to call out key copy points.

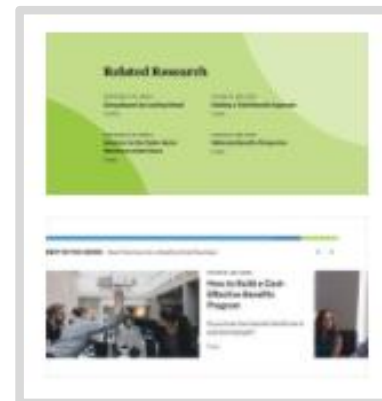
- WYSIWYG (Rich Text Editor)
- Brand Promise Breaker
- Product Info
- Product Info Table
- Value Prop
- Table Content
- Comparison Table
- Contact List
- FAQ
- Tool Panel
- Pull Quote Embed
- Media Embed
- Cliff Notes



# Content Carousel

Recirculation components are used to promote and navigate users to related editorial content within an article or report.

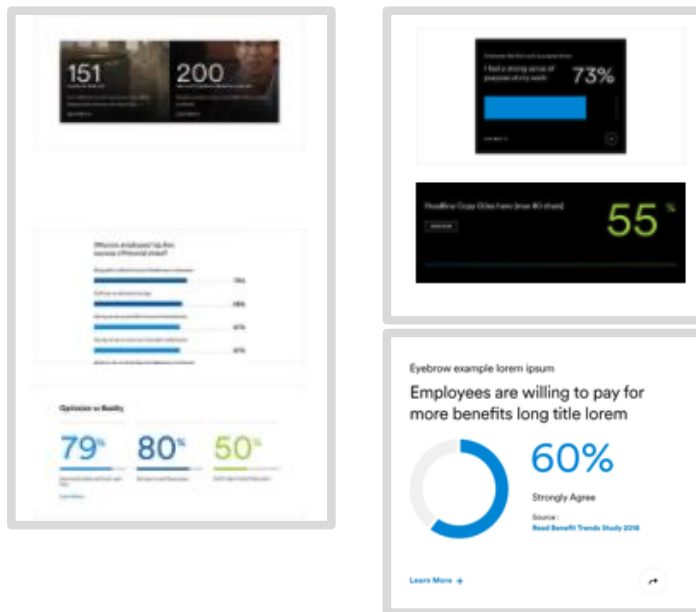
- Recirc with image
- Related content Recirc ( 4 variations)



# Data Visualization

These components provide a way to highlight and visualize data that would otherwise be presented in grid or list form.

- Data Insight Display
- Key Insights
- Key Stat breaker
- Trend Spotting Embed



# Forms components

In-page user data components which collect information from the user. They are customizable using AEM forms library and use the theme.

- Embedded Lead Form
- Gated Overlay

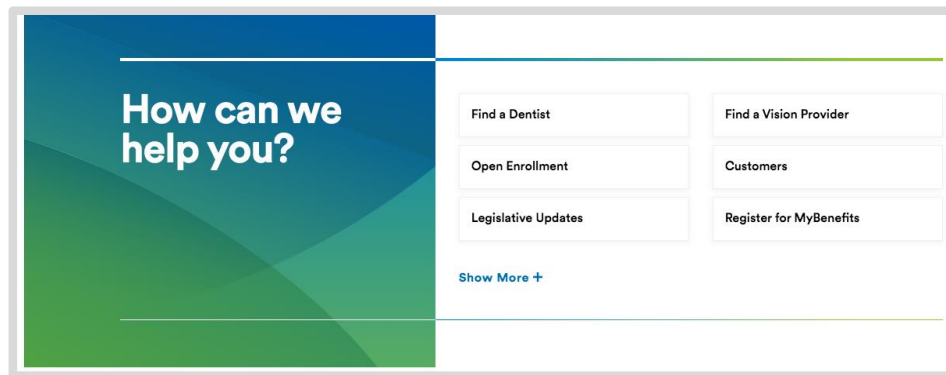
This screenshot shows an embedded lead form within a page layout. The form is titled "We would love to hear from you." and contains the following fields: "First Name" and "Last Name" (split into two boxes), "Email Address", "How can we help?" (a dropdown menu), and "Enter Message" (a text area). A blue "Submit" button is located at the bottom right of the form.

This screenshot shows a gated overlay form. The form is titled "Fill out this form and an expert will be in touch shortly." and contains the following fields: "First Name", "Last Name", "Email", "Company", and "Phone". A blue "Submit" button is located at the bottom right of the form. The overlay has a close button (X) in the top right corner and a progress bar at the bottom.

# Pathing tool

Sorting Hat component is intended to guide users to their desired destination or allows them to complete certain tasks. It can be personalized with audience-specific options.

- Sorting Hat – Multi Functional Flow
- Sporting Hat CTA





# And more...

Additional utility components.

- Contact List
- Filters
- Secondary Navigation/tabbed content
- Search / Search results

## 2 Product Comparison Table. 4 Columns. Collapsed Content

[Download PDF](#)

	Dental PRO		Dental PRO+	
Coverage Options	In-Network License Issues	Dental PRO License Issues	In-Network License Issues	Dental PRO+ License Issues
Class A – Basic	Up to \$100k	Up to \$100k	Up to \$100k	Up to \$100k
Class B – Intermediate	Yes	Yes	Yes	Yes
Class C – Major	Minimum 2 yrs	Minimum 2 yrs	Minimum 2 yrs Maximum 10 yrs	Minimum 2 yrs Maximum 10 yrs
Class D – Orthodontia	Individual and Family Max \$10,000	Individual Only	Individual Only	Individual Only

Feature Name    Cost of Product Expense for    Cost of Product Expense for    Cost of Product Expense for    Cost of Product Expense for

[See More +](#)

[illegible]

Online Privacy Policy   Customer Privacy Policy   Sources for gathering additional information   Opting out of info >

[illegible]

# Web Pages using templates and components

In AEM, Web pages are modular in nature. Author begins by selecting the page template based on the hierarchy of the page and the content need.

The next step is to drag standalone components to the page template and fill relevant content.

# Modular Home page example

- Global Navigation
- Immersive Brand nav Hero – [Embedded Hero](#)
  - New Hero articles - 5 themes: Health, Family, Future, Work, Story
- Sorting hat – [Pathing tool](#)
- Report Breaker – [Content promo](#)
  - promotional traffic drivers – EBTS focus
- Data insight – [Data visualization](#)
- Text insight – [Content promo](#)
- Product Promo – [Content promo](#)
- Single feature story – [Content promo](#)
  - promotional traffic drivers – EBTS focus
- Recirc with image – [Content carousel](#)
  - “You might also like” – leveraging existing articles
- Global Footer



# Helpful references:

## MetLife Digital Experience Design

What you need to know about digital experience design, how to do it and access to resources.

[Click here to visit](#)

## MetLife AEM 2.0 library

Showcase of AEM 2.0 templates and components. It demonstrates how they work and behave and includes guides for authoring.

[Click here to visit](#)

# Get Started Checklist

# Getting Started

## Information Architect

R/L activity

- ☒ Determine if this is stand alone vs public corp site
- ☒ Public corp site: transition primary & secondary nav to new primary nav
- ☒ Stand alone site/pages: determine the site navigation (header/footer)
- ☒ Determine content to migrate vs what to create

*Homepage migration is required for public corp site*



## Tech Work

Global support as needed

- ☒ Determine if you have the new codebase enabled for your market
- ☒ Determine if you need authoring help from global
- ☒ Determine who needs technical training on the new components
- ☒ Homepage only, authoring will need to happen on the the lower environment

## Go Live Activities

IT activity

- ☒ Plan go live date with the agile team on when to promote new homepage to production