



# Value Prop

## How-to Guide

### Global Marketing Technology

**AEM Component Name: Value Prop**

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**Last Updated:** February 17, 2022

**Version:** [\[1.0\]](#)

## 1 Document History

The following important changes have been made to this document:

Date	Version #	Description of Changes Made	Author	Approved By
02/17/2022	1.0	Initial Draft	Harika Mopuri	

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## 2 Introduction

This document provides “How-to Instructions” for the component “Value Prop”. This is intended and available to be used on all 2.0-page template(s).

### 2.1 Short Description

This component is used to present quick informational snippets about a product to the user. There are two variations to this component, i.e. Icon Configuration Disable or Icon Configuration Enable.

### AEM Component Data Model

Tab	Field Name	Field Group	Field Type	Validation	Accepted values	
Configuration	Title	None	Text Field	Mandatory (Rec. Char. 50)	Alphanumeric	
	Mobile Configuration	None	Drop Down	Mandatory	Carousel Stacked	
	Icon Configuration	Image	Drop Down	Mandatory	Include Icons Do not Include Icons	
	Value Prop Items					
	Icon Path	None	Text Field	Mandatory	Alphanumeric	
	Value Prop Item	None	Text Field	Mandatory (Rec. Char. 45)	Alphanumeric	
	Supporting Copy	None	Text Field	Mandatory (Rec. Char. 200)	Alphanumeric	
	CTA Label	None	Text Field	Optional (Rec. Char. 30)	Alphanumeric	
	URL	None	Text Field	Optional	Alphanumeric	
	Open in	None	Text Field	Optional	Same Page New Page	

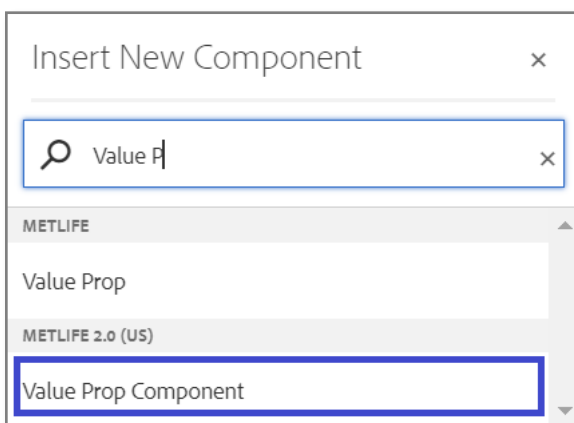
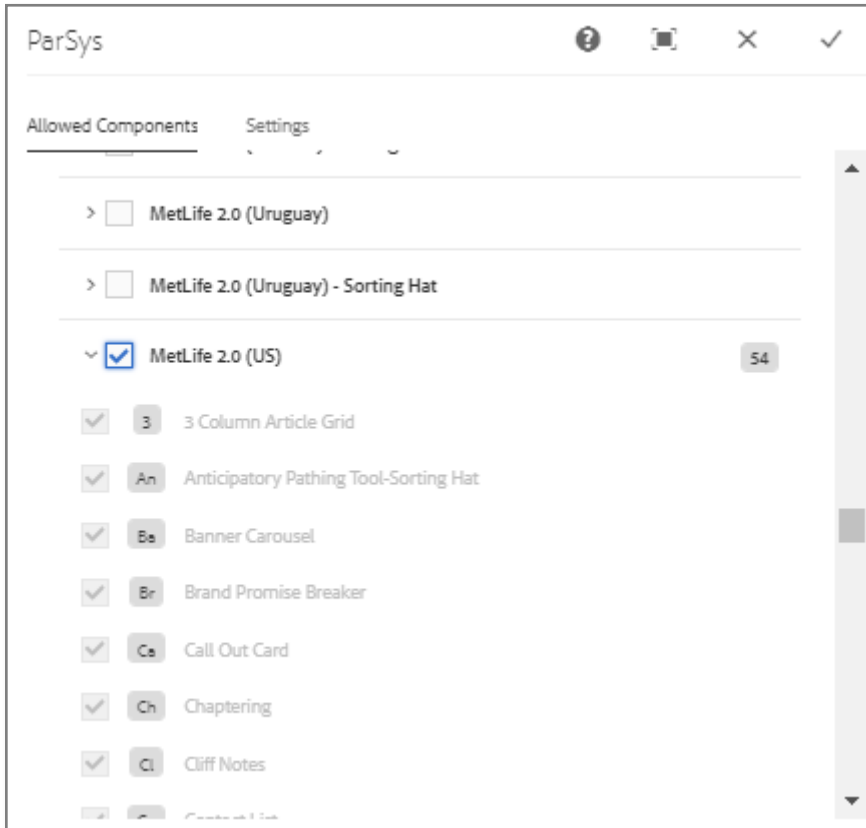
### 2.2 Intended Audience

The primary audience of this design is:

- Content Authors
- Agencies
- Marketers

### 3 How to Enable/Turn-On the Component

This component should be available by default when the Evolution set up is enabled on a page. If it is still not available, then it can be enabled by going to the *Design mode* of the page and click *Configure* button on any parSys and select from the list of available components (MetLife 2.0 based on the market) and click on ✓ symbol to complete the selection.



## 4 Component Dialog

- Select edit to open the dialog and begin editing the component fields.

### Feature Overview

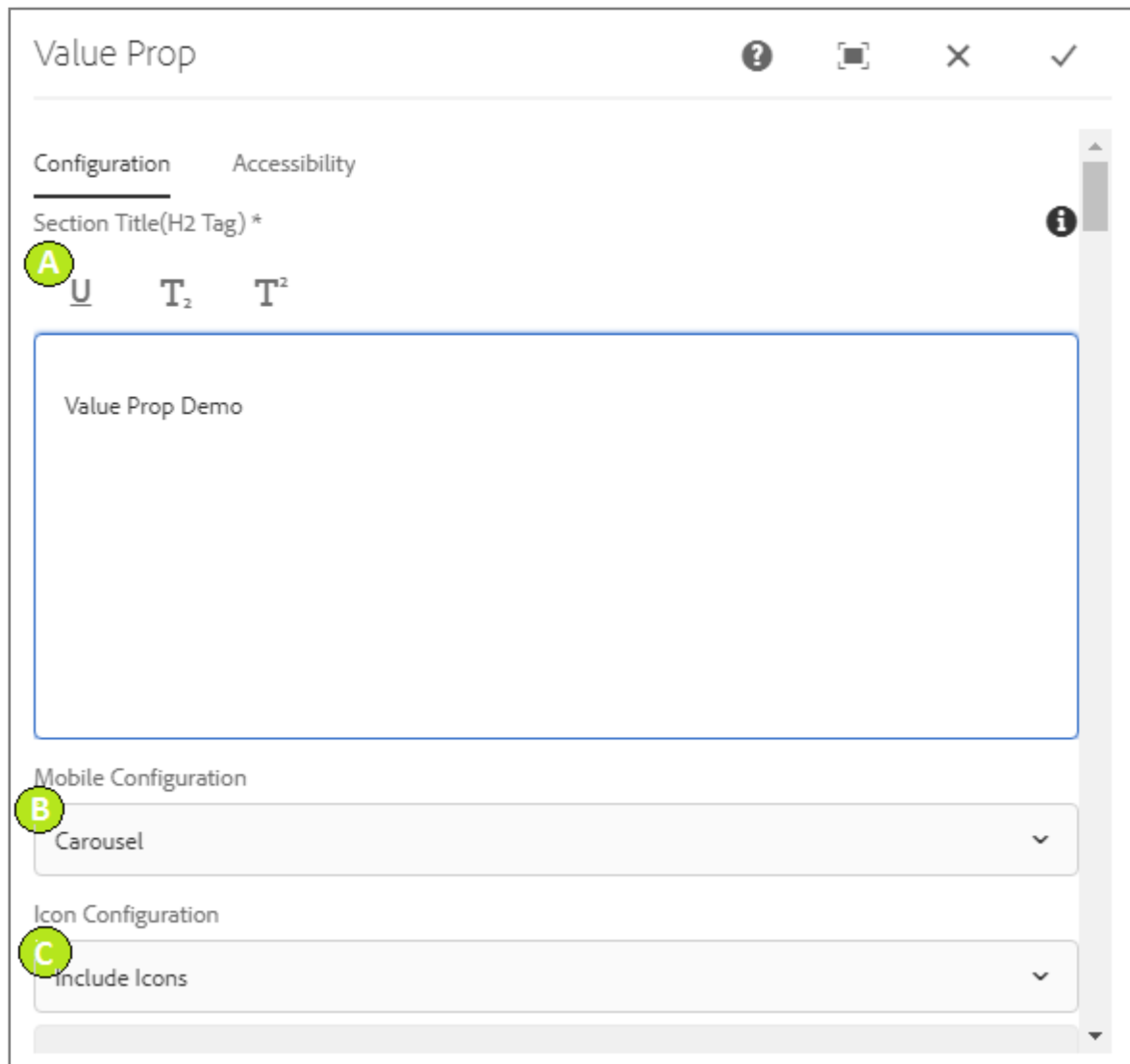
#### Configuration

- **Title** – Must Provide a meaningful title for value prop.
- **Mobile Configuration** – Must select either Carousel or Stacked from dropdown.
- **Icon Configuration** – Must select either Include Icons from dropdown to display Icon for individual Item or Do Not Include Icons from dropdown for not displaying icons.
- **Icon path** – Must provide the icon path to display the icon.
- **Value Prop Item** – Must provide a meaningful title for item.
- **Supporting Copy** – Must provide a description for the title.
- **CTA Label** – Provide a meaningful text for the hyperlink that navigates to other page.

There are two variations for this component.

**Variation 1: Value Prop with Icon configuration enabled**

Icon Configuration must be selected as Include icons to add an icon for individual item.



# Value Prop



Value prop Items (Min: 3, Max Recommended: 6)

## Value Prop Item



D

Icon Path\*



/content/dam/metlifecom/us/investments/insights/research-



E

Value Prop Item \*



U

**T**<sub>2</sub>

**T**<sup>2</sup>

150 years of expertise

F

Supporting Copy \*





Used to show quick informational snippets to the user.

**G** CTA Label **i**

Learn more

**H** URL

https://www.metlife.com



**I** Open in

Same Page



## Variation 2: Value Prop with Icons configuration disable

Icon Configuration option must be selected as Do Not Include Icons for disabling icons for individual item.

The screenshot displays the 'Value Prop' configuration window. At the top, there are tabs for 'Configuration' and 'Accessibility'. Below the tabs, the 'Section Title(H2 Tag) \*' field is visible, with a green circle 'A' highlighting the text formatting options: U, T<sub>2</sub>, and T<sup>2</sup>. The main content area contains the text 'Value Prop Demo'. Below this, the 'Mobile Configuration' dropdown is highlighted with a green circle 'B' and is set to 'Carousel'. The 'Icon Configuration' dropdown is highlighted with a green circle 'C' and is set to 'Do Not Include Icons'. The window includes standard UI elements like a help icon, a close icon, and a checkmark icon.

Value Prop

Value prop Items

Value prop Items (Min: 3, Max Recommended: 6)

Value Prop Item

Value Prop Item \*

150 years of expertise

Supporting Copy \*

Value Prop

Used to show quick informational snippets to the user.

**F** CTA Label i  
Learn more

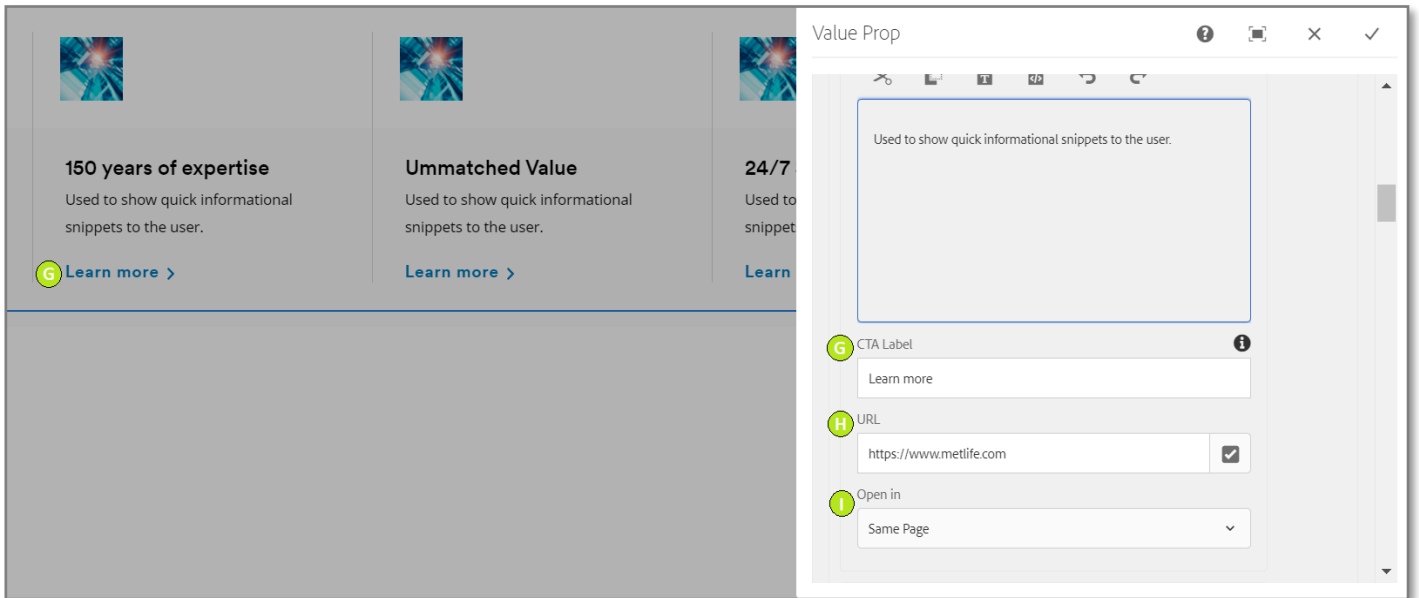
**G** URL  
<https://www.metlife.com>

**H** Open in  
Same Page

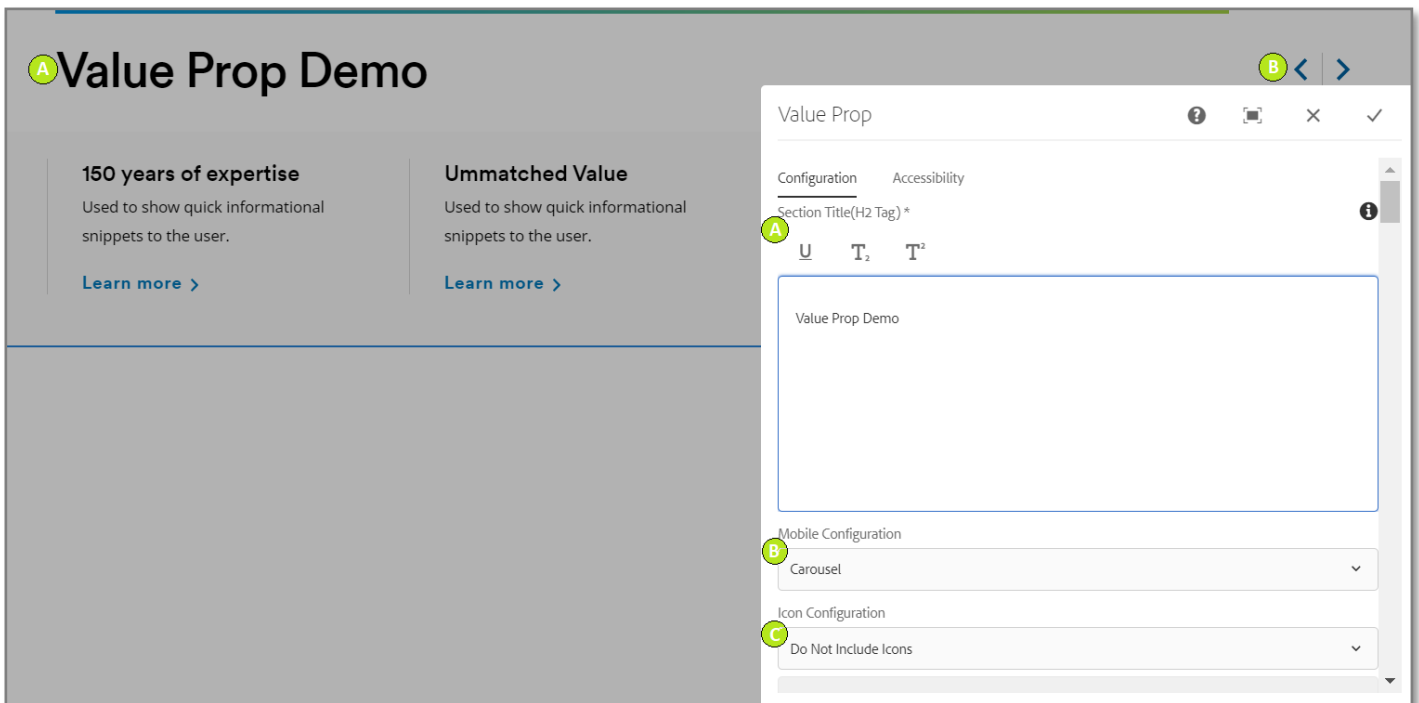
## Variation 1: Icon Configuration with Icon enable

The screenshot shows a web page titled "Value Prop Demo" with three columns of content. The first column has an icon (C) and the text "150 years of expertise". The second column has the text "Ummatched Value". The third column has the text "24/7". A configuration panel is open on the right, showing the "Value Prop" settings. The panel has tabs for "Configuration" and "Accessibility". The "Section Title(H2 Tag) \*" field is set to "Value Prop Demo" (A). The "Mobile Configuration" dropdown is set to "Carousel" (B). The "Icon Configuration" dropdown is set to "Include Icons" (C).

The screenshot shows the same web page as above, but with a different configuration panel open. The panel shows the "Value Prop Item" settings. The "Icon Path\*" field is set to "/content/dam/metlifecom/us/investments/insights/research" (D). The "Value Prop Item\*" field is set to "150 years of expertise" (E). The "Supporting Copy\*" field is empty (F). The panel also shows a rich text editor toolbar with bold (B), italic (I), underline (U), list (bulleted and numbered), and text color (T2) options.



**Variation 2: Icon Configuration with Icon Disable**



**D 150 years of expertise**  
**E** Used to show quick informational snippets to the user.  
[Learn more >](#)

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**Ummatched Value**  
 Used to show quick informational snippets to the user.  
[Learn more >](#)

Value Prop

Value prop Items (Min: 3, Max Recommended: 6)

Value Prop Item

**D** Value Prop Item \* **i**

U T<sub>2</sub> T<sup>2</sup>

150 years of expertise

**E** Supporting Copy \* **i**

**B** / U [List Icon] [List Icon] T<sub>2</sub>

**150 years of expertise**  
 Used to show quick informational snippets to the user.  
**F** [Learn more >](#)

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**Ummatched Value**  
 Used to show quick informational snippets to the user.  
[Learn more >](#)

Value Prop

Used to show quick informational snippets to the user.

**F** CTA Label **i** The maximum length for this field is 30

Learn more

**G** URL

https://www.metlife.com

**H** Open in

Same Page