Project Extension

The original brief required a home page (Joomla) and a blog page (wordpress).

The blog page should be an open design with lots of white space. For example we like this one.

As we have been so happy with the quality of the designs we are extending the project and now require additional internal pages.

These additional internal pages are

Listing Page (3 but only with minor differences)

Search Page

Policy Page

All of these pages must have spaces for 2 advertisements… 728 x 90 and 300 x 250

# Listing Page

The listing page will display lists of policies. You can see these pages in our current site at

<http://www.pet-insurance-surveys.co.uk/index.php/policy/policies-a-z-listing>

<http://www.pet-insurance-surveys.co.uk/index.php/policy/policies-by-type>

<http://www.pet-insurance-surveys.co.uk/index.php/matching-policies-result>

# Search Page

The current search page can be seen here

<http://www.pet-insurance-surveys.co.uk/index.php/policy/detailed-policy-search>

# Policy Page

This is the most complex of the pages as it will present data about individual policies. This information is currently shown on our website here… <http://www.pet-insurance-surveys.co.uk/index.php/company/AA/policy/Accident-Only>

Another webpage that does a similar sort of thing is this one.. [http://www.lifetime-pet-insurance.co.uk/john-lewis-lifetime-pet-insurance#](http://www.lifetime-pet-insurance.co.uk/john-lewis-lifetime-pet-insurance). I particularly like the font and spacing used on this page.

We would like to colour code the policy pages so that the user can easily tell what type of policy it is. There are five types of policies .. hence the requirement for five colours. We are flexible as to how the colour is actually used but it must very obvious to users that different colours are being used.

# Information Required for Policy Page

1. BASIC DETAILS (this heading can be omitted as should be obvious)

These can be displayed horizontally or vertically

Vet Fees Limit £5,000

Excess Range £80-£105

Contribution Range 0%-20%

Maximum Age 9 yrs

Waiting Period 14 Days

Vet Helpline ✓

Pay Vet Direct ×

Price Comparison Sites ✓

Online Discount 10%

Multipet Discount 5%

1. RATINGS

Defaqto Rating (show as stars as on webpage used as example.. max 5)

Claims Rating ditto

Price Band show as £ signs – max 5

1. DISCLAIMER BOX

Need to show the info currently shown in orange box underneath headings. It does not have to be full width or necessarily at the top.

1. INSURER DETAILS

Need to include the insurance company’s contact details. (Website link, phone number and underwriter)

1. LINKS

Must also have 2 prominent links … POLICY REVIEW & POLICY SMALL PRINT

1. TAB SECTION

We also need to include additional details within tabs (as in example site)

The tabs will be

Key Points (10 lines of text)

Excess & Contribution (10 lines of text)

Complementary Therapies

Benefits Table

Older Pets (4 lines of text)

For complementary therapies & benefits table – see <http://www.pet-insurance-surveys.co.uk/index.php/company/AA/policy/Accident-Only> the top section will go in the complementary therapies tab… the rest in the benefits table table. We would like to see your designs for the complementary therapies and benefits tabs.