

**LIBERTY MUTUAL**

**CHICAGO  
MARATHON 2015**

**FUNCTIONAL SPECIFICATIONS**

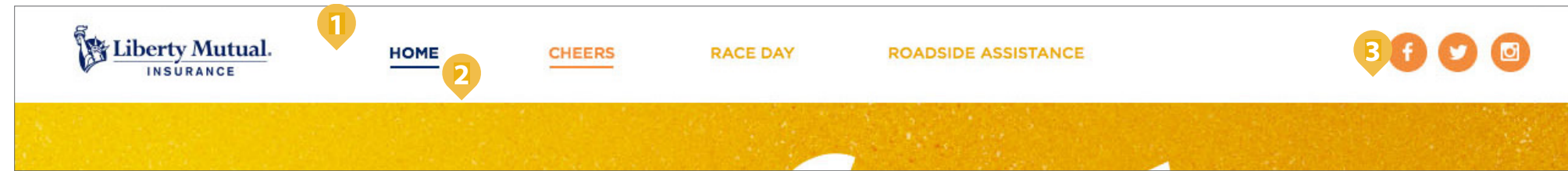
**SEPTEMBER 2015**

# ANNOTATED VISUALS

DESKTOP

# MICROSITE STICKY NAV, SOCIAL & FOOTER

## STICKY NAVIGATION



## FOOTER



## BUTTON STATES



## EXPERIENCE DESIGN NOTES:

- 1 Sticky Navigation.** The navigation is sticky. As users scroll down the page the content scrolls under the navigation. <onscroll> the navigation is fixed to the top of the browser; the nav also serves as jump links, pushing users down the page to the selected content.
- 2 Navigation Default.** By default <Home> is selected. Each item in the navigation has a default, rollover and select state.
- 3 Social Channels.** The icons link users out to the LM social channels. All three icons have a default, rollover and select state. <onclick> a new tab opens.
- 4 Footer.** The footer displays two logos and a legal call out. The logo to LM is clickable. <onclick> the user is taken to Libertymutual.com, the site opens in a new tab.
- 5 Buttons.** The buttons and icons have rollover states. Please see design for details.

# MICROSITE DEFAULT

Liberty Mutual INSURANCE

HOME CHEERS RACE DAY ROADSIDE ASSISTANCE

# SOMETIMES YOUR FEET NEED A HAND

From a jumpstart to a tow, Liberty Mutual Insurance 24-Hour Roadside Assistance\* is always there to keep policyholders going. Now we're bringing that same support to the 2015 Bank of America Chicago Marathon. Whether it's personalized audio cheers to fuel a runner's race or energy to jumpstart the batteries of spectators—we're keeping you, and your car, running.

SCROLL DOWN

## ROADSIDE ASSISTANCE CHEERS

With Liberty Mutual's Roadside Assistance powered by Motigo, runners can get audio cheers that automatically play through their smartphone at any point during the marathon.

**HOW IT WORKS**

- Runners and friends and family download the Motigo app
- Friends and family create audio cheers to send during the race
- Cheers automatically play at any designated mile marker
- Runners get a boost from hearing the cheers play in their ear

MOTIGO

Download on the App Store

What You Need to Know  
Before race day tap "Share Event" to share your event with your family and friends to cheer you on.  
On race day, make sure to tap "Start F" to begin the race to allow you to reach

I'M RUNNING +

I'M CHEERING +

Liberty Mutual INSURANCE

Bank of America Chicago Marathon OFFICIAL SPONSOR

# RACE DAY

WHAT HAPPENS AT THE MARATHON?

**START**  
Liberty Mutual 24-Hour Roadside Assistance provides emergency fuel to policyholders on the road. That's why we're delivering fuel to runners during the race. So be sure to activate the Motigo app on your phone and hit "Start Event" before you begin.

**MILE 9.5 ASSISTANCE LANE**  
Liberty Mutual is there for you in the long run. Here, you'll find cool towels to keep you from overheating and keep you on the road.

**BATTERY JUMPSTARTS**  
No one wants a dead battery anywhere along their journey. With Roadside Assistance, policyholders can get jumpstarts for their cars and spectators can get jumpstarts for their phones.

**27TH MILE POST-RACE PARTY ROADSIDE RECOVERY**  
Liberty Mutual is there to unlock vehicles if keys get locked inside a policyholder's car. So, at the 27th Mile Post-Race Party, we'll unlock tight muscles for runners with complimentary use of foam rollers and stretch mats.

Liberty Mutual INSURANCE

AUTO | HOME | LIFE

## 24-HOUR ROADSIDE ASSISTANCE

Whether it's at the race or on the side of the road, you can count on us to be there for you, day or night.

LEARN MORE

\*Requires purchase of Towing & Labor coverage.

Liberty Mutual INSURANCE

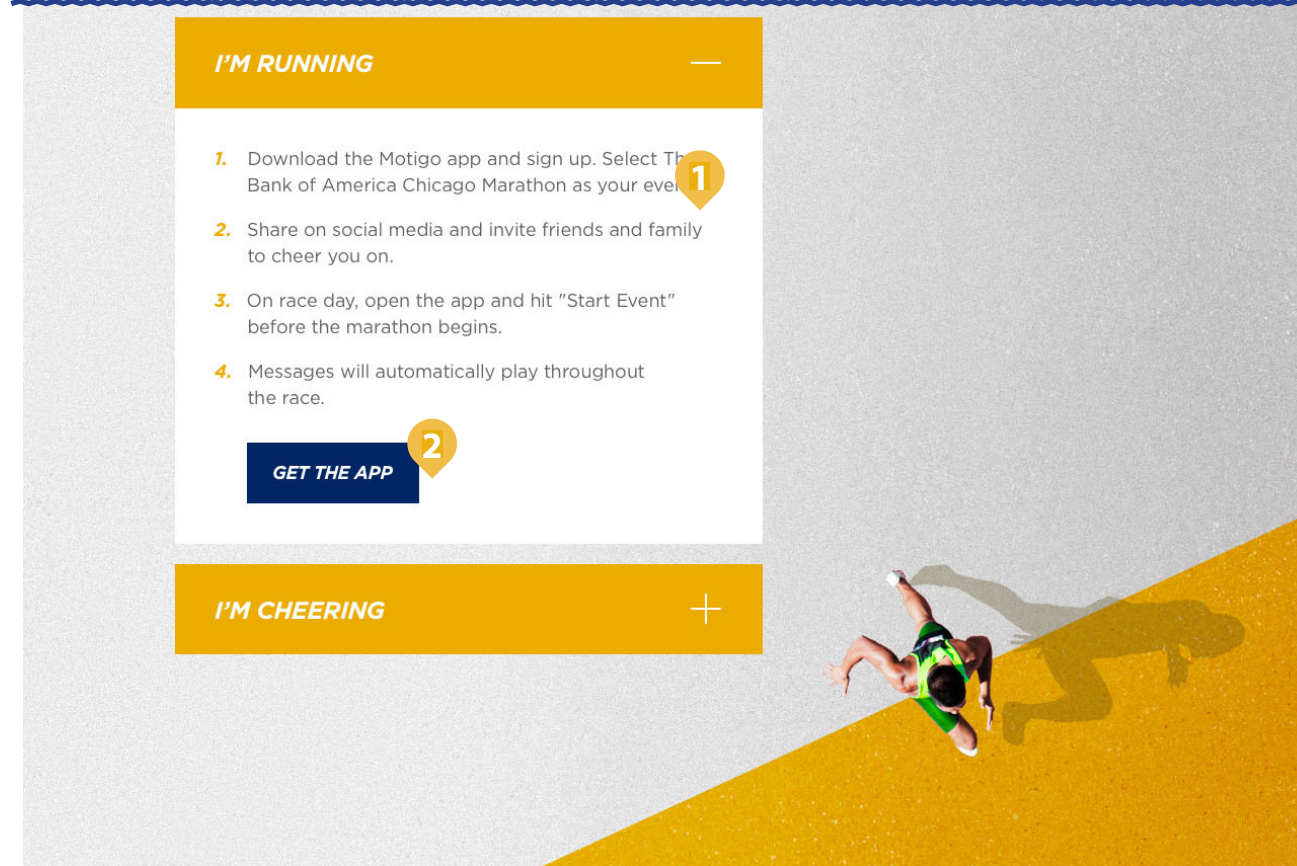
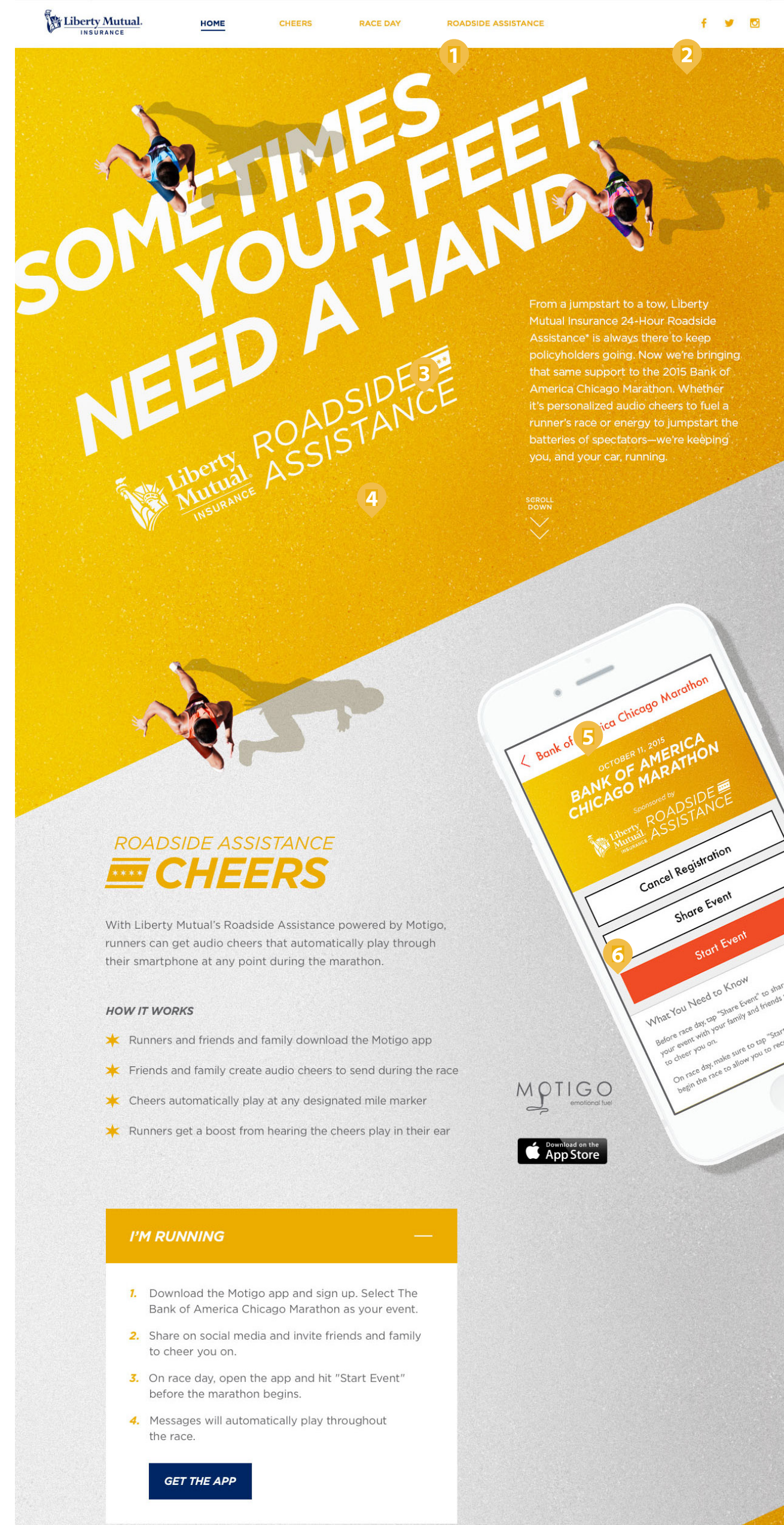
Bank of America Chicago Marathon OFFICIAL SPONSOR

## EXPERIENCE DESIGN NOTES:

- 1 Nav Default State.** <Home> is selected by default.
- 2 Scroll Down.** CTA prompts users to further scroll down the page to explore the content. <onclick> the user is pushed down to the next content piece, with the content moving up, <Cheers> in the main nav becomes active, the cheers content moves to the top of the browser, just below the sticky nav. The CTA also has a rollover state.
- 3 App Store.** <onclick> the user is taken to the app store.
- 4 Running/ Cheering Expands.** By default the trays for running and cheering are collapsed.
- 5 LM Logo.** <onclick> the logo links out to the LMI.com homepage.

**Learn More.** Please see previous page. <onclick> the user taken to Libertymutual.com.

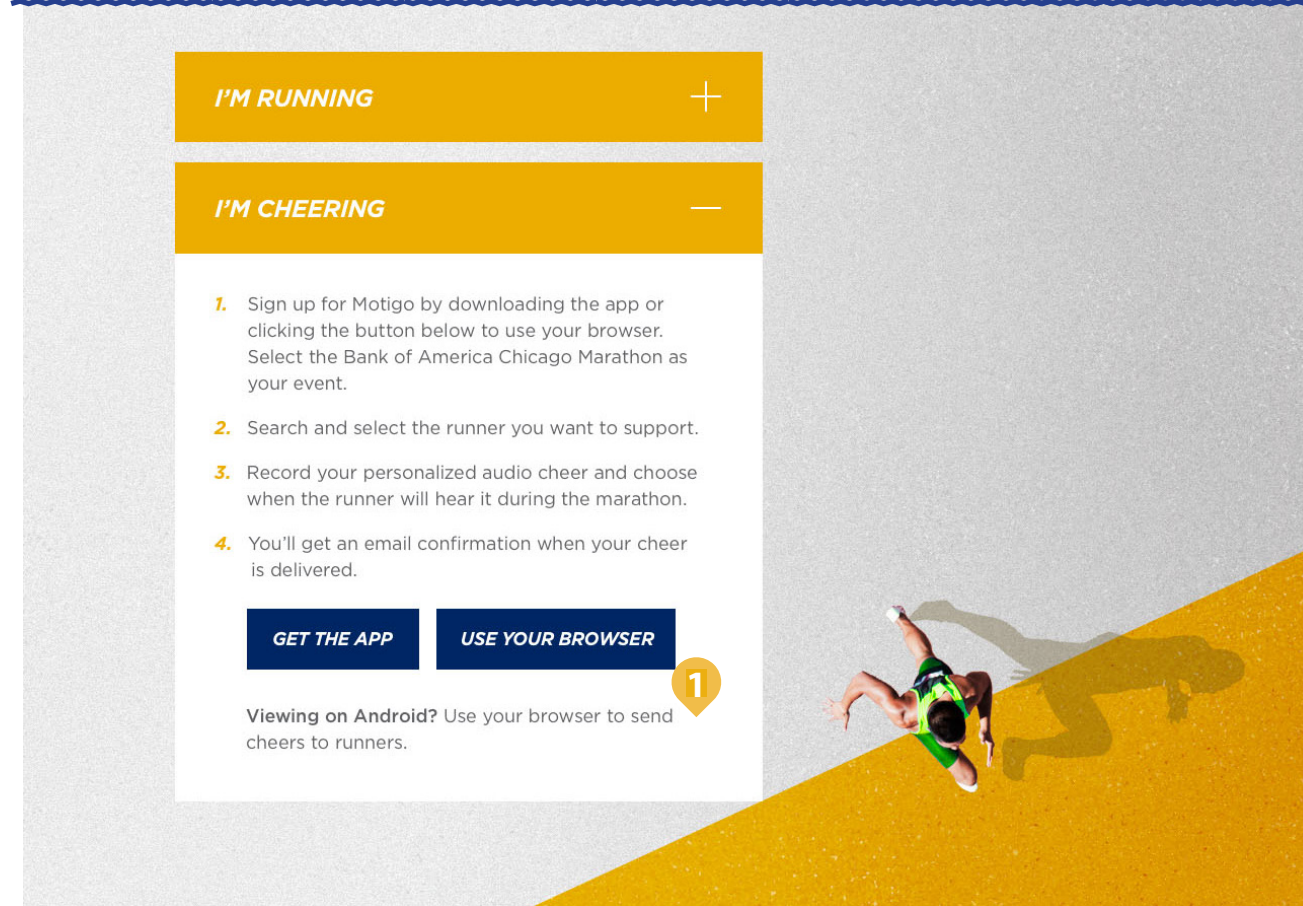
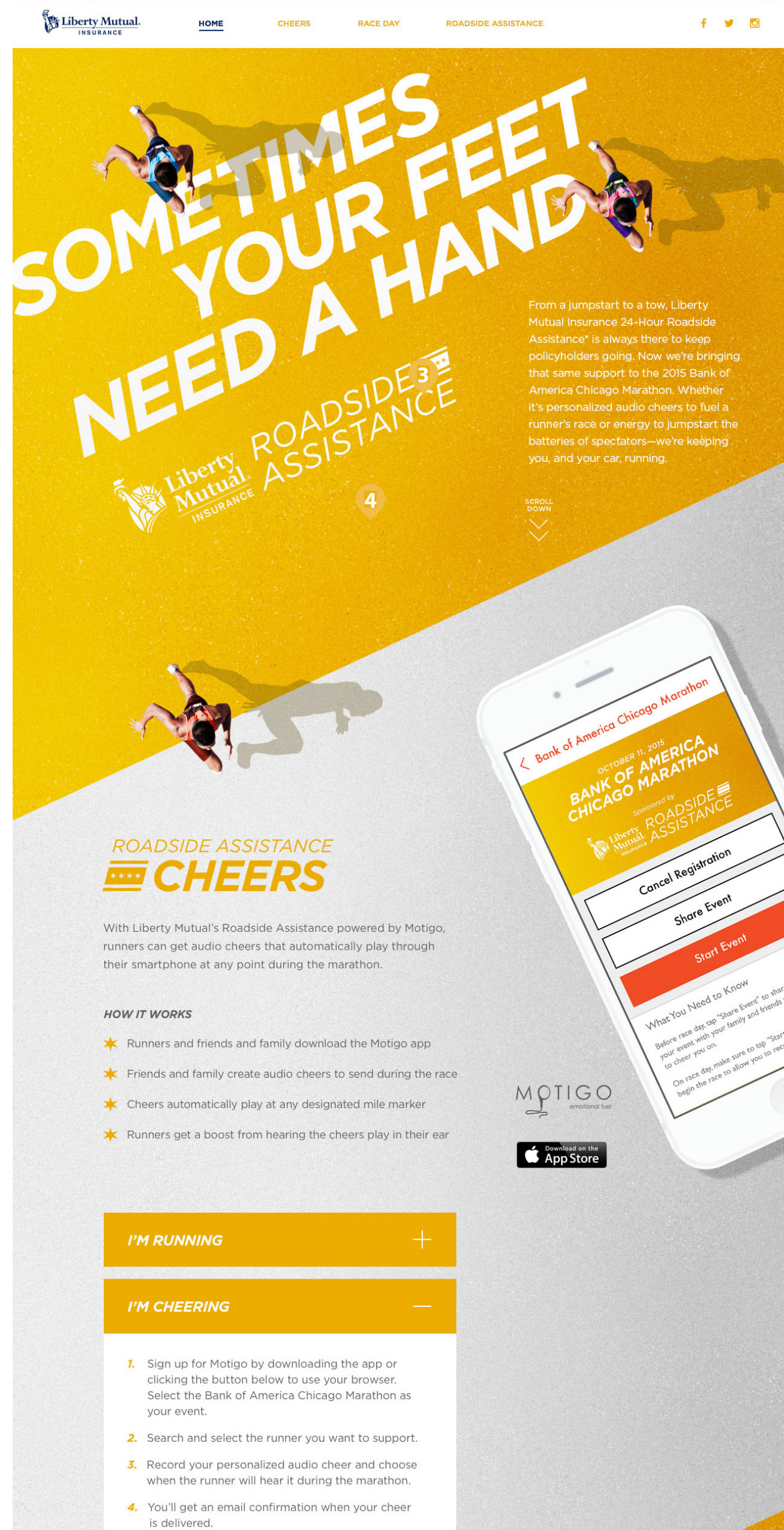
# MICROSITE RUNNING EXPOSED



## EXPERIENCE DESIGN NOTES:

- 1 Expand State.** The user has clicked into the tray, which has triggered the expanded state. The content is revealed <onclick> and pushes the content below down the page. The "plus" icon has changed to a "minus". <onclick> the "minus" icon, the tray collapses, changing back to the default state. Only a single tray can be expanded at any one time. If one of the trays is expanded and the user clicks the second tray to expand it, the first tray collapses.
- 2 Get the App.** The button has a rollover and select state. <onclick> a new tab opens with the app to download.

# MICROSITE CHEERING EXPOSED



## EXPERIENCE DESIGN NOTES:

- 1 Use Your Browser. <onclick> opens the browser app in a new tab.

**THANK YOU.**