

New Media Institute



STADION

MONEY MGMT.

UX MAP

**Isabella Wesson, Justin Jung, Eby
Harvard, Mimi Januzelli, Suba Senthil**

USER PERSONAS

Karen Scott- Personal Investor



As a personal investor enrolled in a Stadion-managed retirement account (via my employer's plan), I want to quickly view my portfolio performance and understand my current strategy, so I can feel confident that my retirement savings are being actively managed.

USER PERSONAS

Michael Todd- works for Lincoln Financial



As a recordkeeper partnering with Stadion, I want to integrate participant data, verify account statuses, and monitor daily files, so I can ensure seamless managed-account operations for all plans on my platform.

USER PERSONAS

Jennifer Smith- Works for BlackRock



As an institutional client (e.g., advisor, consultant, or plan sponsor), I want to review Stadion's investment models, monitor performance, and access compliance documentation, so I can make informed decisions for the retirement plan I oversee.

UX MAP

Homepage



NAV BAR

ANIMATED BANNER

ABOUT BLURB

FINANCIAL
PROFESSIONALS
CARD

PERSONAL
INVESTORS
CARD

INSTITUTIONS
CARD

.

Latest from our knowledge center

ARTICLE #1

ARTICLE #2

ARTICLE #3

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UX MAP

Homepage

CALL TO ACTION

FOOTER

UX MAP

Financial Services Page Layout

NAV BAR

PAGE HEADER

ABOUT BLURB

GRAPHIC

FEATURES

CALL TO ACTION

UX MAP

Personal Investors Page Layout

SCROLL
DOWN



NAV BAR

PAGE HEADER

ABOUT BLURB



FEATURES



FEATURES



FEATURES

EXPLORE
RETIREMENT SOLUTIONS

UX MAP

Personal Investors Page Layout

**EXPLORE
RETIREMENT SOLUTIONS**

**FEATURE #1
IMAGE**

FEATURE #1

FEATURE #2

**FEATURE #2
IMAGE**

**FEATURE #3
IMAGE**

FEATURE #3

FOOTER

SCROLL
DOWN



UX MAP

Stadion Connect Page

NAV BAR

PAGE HEADER

ABOUT BLURB

FEATURES WITH
GRAPHICS

UX MAP

Stadion Connect Page

CALL TO ACTION

PARTNERS RECORDS

FOOTER

UX MAP

Leadership Page Layout



UX MAP

Knowledge Center Page

NAV BAR

KNOWLEDGE CENTER
ARTICLES

UX MAP

Contact Page

NAV BAR

CONTACT INFORMATION

FOOTER