

Greeting, {Name}

Like

n,nnn of your friends like this

LOG OUT

HOME

ABOUT

RECIPE CONTEST

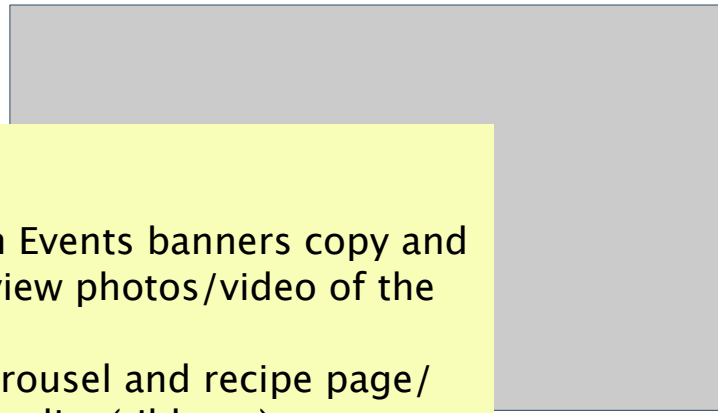
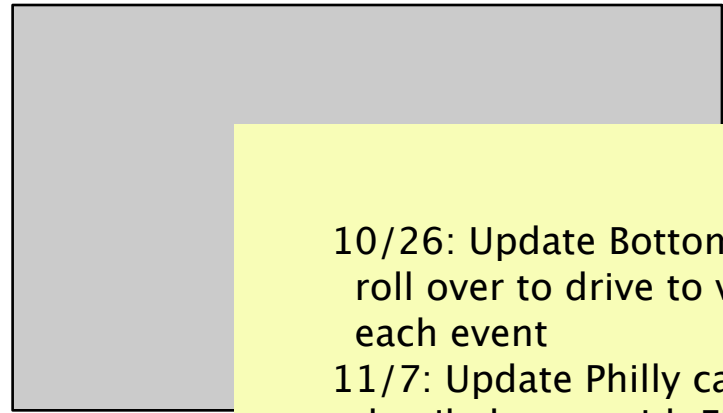
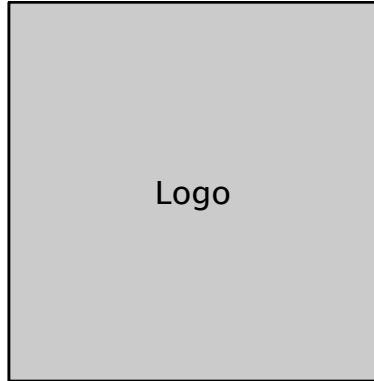
EVENTS

TEST KITCHEN

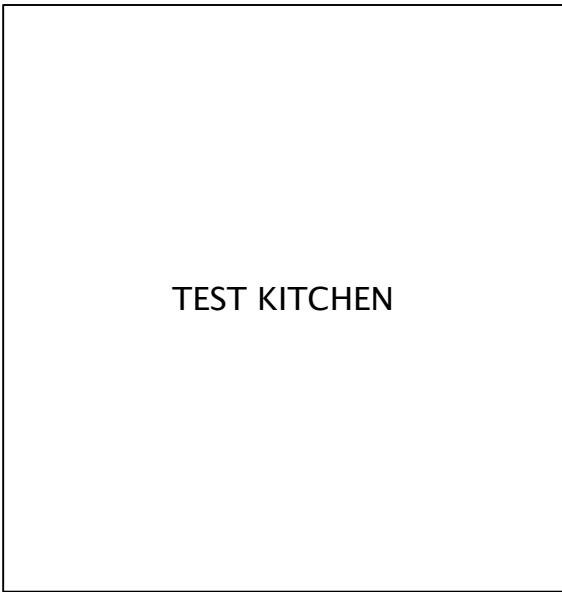
ABOUT AETNA

F T

SHARE



10/26: Update Bottom Events banners copy and roll over to drive to view photos/video of the each event  
 11/7: Update Philly carousel and recipe page/ detailed page with Finalist (ribbons)  
 11/14: Fan Favorite Announcement



Page Title: 1.0 Home

How to Get Here: User has landed on healthyfoodfight.com

Greeting, {Name} Like n,nnn of your friends like this LOG OUT

HOME ABOUT RECIPE CONTEST EVENTS TEST KITCHEN ABOUT AETNA F T SHARE

Logo

Graphic

11/7: Update about page to be static copy explaining what HFF is  
Remove Legal Disclaimer

## Lorem ipsum dolor sit amet

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Page Title: 2.0 About

How to Get Here: User has chosen About in the primary nav

Comments:

Greeting, {Name} Like n,nnn of your friends like this LOG OUT

HOME ABOUT RECIPE CONTEST EVENTS TEST KITCHEN ABOUT AETNA F T SHARE

Logo

## Fan Favorite Recipe Contest

**Learn about the winners and cast your vote:**

Amy A.
Beth B.
Carla C.
Dean D.

11/14 Launch of Fan Favorite Contest

slide show of all winners and NYC/Finals

### Fan Favorite Recipe Contest

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris purus ipsum, ornare ut pretium non, venenatis a eros. Phasellus mi nulla, blandit vel fringilla eget, aliquam eget leo. Nunc rhoncus pellentesque sapien ac laoreet. Nulla sit amet dictum sapien. In at egestas enim. Maecenas adipiscing

**Cast your vote and get a free recipe booklet. [See voting results.](#)**

See all the recipes:	Pomona, CA	Dallas, TX	Atlanta, GA	Philadelphia, PA
----------------------	------------	------------	-------------	------------------

**Page Title:** 3.3 Fan Favorite Default

**How to Get Here:** User has clicked on Fan Favorite Recipe Contest in carousel on the home page OR user has gone to healthyfoodfight.com during the Momentum phase, this page will serve as the domain default.

**Comments:** This is a popularity contest run while the recipe contest is on hiatus.

**Functionality:** The main nav is same as current site.

On click of a winner picture, the main section changes to the winner bio, his/her photo montage, and the charity he/she is playing for (see next diagram)

Users vote via the voting buttons on the left.

**Buttons and Links:**

Primary Nav (detailed elsewhere)

Winner picture/name on rollover, highlights.

On click of winner picture loads that winner's bio, photo montage (next page)

City names (Pomona, CA, Dallas, TX, etc. Link to the recipe pages from that particular contest.

Voting is accomplished by clicking a Vote button on the next page.

NOTE the user must be logged in to vote. If not, user is sent to login or register and on completion of login/register, his/her vote is cast and user is taken to 3.3.2 Fan Favorite Voting Results

See Voting Results goes to 3.3.2 Fan Favorite Voting Results with the 'download recipe booklet' removed.





Greeting, {Name} Like n,nnn of your friends like this LOG OUT

HOME ABOUT RECIPE CONTEST EVENTS TEST KITCHEN ABOUT AETNA F T SHARE

Logo

## Fan Favorite Recipe Contest

**Learn about the winners and cast your vote:**



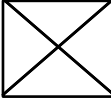
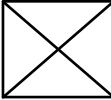
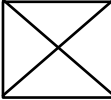
Amy A.

Beth B.

Carla C.

Dean D.

slide show 2-5 photos including their dish

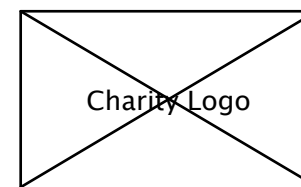






Beth B., Dallas, TX Beth's Awesome Recipe

**Why would you vote for my recipe?**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis neque nisl, sed feugiat justo. Aliquam ut eros nisi. Suspendisse dapibus sollicitudin malesuada. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis neque nisl, sed feugiat justo. Aliquam ut eros nisi. Suspendisse dapibus sollicitudin malesuada.

Back to Fan Favorite Contest Vote for Amy A.



**Charity Name**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis quis neque nisl, sed. Aliquam ut eros nisi. Suspendisse dapibus sollicitudin malesuada.

**Page Title:** 3.3 Fan Favorite Selected

**How to Get Here:** User has clicked on Fan Favorite Recipe Contest in carousel on the home page OR user has gone to healthyfoodfight.com during the Momentum phase, this page will serve as the domain default.

**Comments:** This is a popularity contest run while the recipe contest is on hiatus.

**Functionality:** The main nav is same as current site. On click of a winner picture, the center section changes to the bio, his/her photo montage, and the charity he/she is playing for. Users vote via the voting buttons on the left.

**Buttons and Links:**  
Primary Nav (detailed elsewhere)  
Winner picture/name on rollover, highlights.  
Winner picture on click loads that winner's bio, photo montage City names (Pomona, CA, Dallas, TX, etc. Link to the recipe pages from that particular contest.

Main section includes a photo/slide show that automatically plays each photo for 10 seconds or is user controlled by user clicking on small preview images to the right. Voting is accomplished by clicking the Vote button below the winner's photo and bio. On click of Vote button, user is taken to 3.3.2 Fan Favorite Voting.

NOTE the user must be logged in to vote. If not, user is sent to login or register and on completion of login/register, his/her vote is cast and user is taken to 3.3.2 Fan Favorite Voting Results

Greeting, {Name} Like n,nnn of your friends like this LOG OUT

HOME ABOUT RECIPE CONTEST EVENTS TEST KITCHEN ABOUT AETNA F T SHARE

Logo GRAPHIC

### Login

\*Email Address [input]
\*Password [input]
Retrieve Password

Log In [checkbox] Remember me
Username and Password are case-sensitive

### Sign Up

Signing Up allows you to get involved in a number of different ways.
You can:
• Enter the sweepstakes
Sign up for The Aetna Healthy Food Fight today!

Sign Up

Page Title: 3.3b Login Gate

How to Get Here: User has attempted to vote but is not logged in.

Comments: Voting is tied to login/registration. User must be logged in to vote.

Functionality: User has hit submit in 3.3 Fan Favorite and is not logged in. User must fill in a valid Email Address and Password and click submit to continue to 3.3.2 Fan Favorite Voting Results

Buttons and Links:
Sign Up links to site registration
Get a reminder links to the Forgot a Password page.
Login validates the login form and checks for login credentials.
Sweepstakes links to the sweepstakes (if it is still running. If not, this form field should be removed.
NOTE: This page is intended only to show that there is a login gate between casting a vote and seeing results. The login/registration is intended to be identical to the current login/registration page. If there are any differences between this diagram and the current login/registration page, the current login/registration page is correct.

Greeting, {Name} Like n,nnn of your friends like this LOG OUT

HOME ABOUT RECIPE CONTEST EVENTS TEST KITCHEN ABOUT AETNA F T SHARE

Logo

## Fan Favorite Recipe Contest

Thank you for voting for Beth B.!

Like on Facebook

[Download your free recipe booklet.](#)



Amy A. nn%

[Amy A.](#)



Beth B. nn%

[Beth B.](#)



Carla C. nn%

[Carla C.](#)



Dean D. nn%

[Dean D.](#)

[Back to Fan Favorite Contest](#)

**Page Title:** 3.3.2 Fan Favorite Voting Results

**How to Get Here:** User has logged in or registered and voted in 3.3 Fan Favorite Contest.

**Comments:** Current voting is displayed as a bar chart showing user votes as percent of total. User must login to vote, so there has to be a check between this page and the previous. Login, register use the site standard pages/process

**Functionality:** User can click Like on Facebook to call a Facebook like dialog box. Download Recipe Booklet initiates a download of the recipe booklet.

**Buttons and Links:** User can click Like on Facebook to call a Facebook like dialog box.

On user's Facebook feed, it will say "{name} voted for {voted name}"

Download Recipe Booklet initiates a download of the recipe booklet. NOTE this link is only visible if the user is known to have voted (via cookie or other technical means).


Back to Fan Favorite Contest takes user back to 3.3 Fan Favorite Contest. For details on the rest of the page buttons and links, refer to 3.3 Fan Favorite Contest.

Greeting, {Name} Like n,nnn of your friends like this LOG OUT

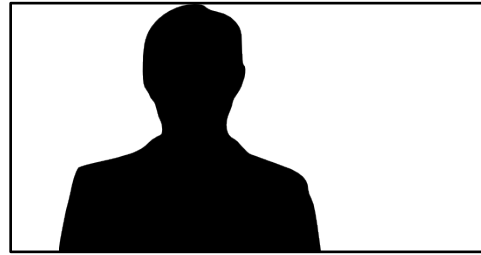
HOME ABOUT RECIPE CONTEST EVENTS TEST KITCHEN ABOUT AETNA F T SHARE

Logo

## Healthy Food Fight Winner is Amy A.!



Fan Favorite Recipe Contest WINNER is Beth B. from Dallas, TX  
[Beth's Recipe](#)



Charity Logo \$nn,nnn was donated to charity in Beth B.'s name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris purus ipsum, ornare ut [Amy A.'s Winning Recipe](#)

See all the recipes: Pomona, CA Dallas, TX Atlanta, GA Philadelphia, PA

### RECIPE OF THE DAY

Recipe category symbol

## Recipe Name

First Name Last Name  
City, State

**LOREM IPSUM DOLOR**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris purus ipsum, ornare ut pretium non, venenatis a eros. Phasellus mi nulla, blandit vel fringilla eget, aliquam eget leo.

[SEE FULL RECIPE >](#)

### WHAT'S GOING ON IN THE HEALTHY TEST KITCHEN

Try a new recipe. Watch Bobby Flay's 10-second tips. Learn about cooking and eating healthy.

[Get started](#)

**Page Title:** 3.3 Contest Finale

**How to Get Here:** User has chosen Recipe Contest in the nav AFTER the contest is completed.

**Comments:** This is only shown after the contest is complete.

**NOTE:** If the same person wins both the contest and the fan favorite, the fan favorite photo will be removed and additional text will be included to congratulate the double winner.

**Functionality:** User can download recipe booklet, see other recipes or click through charity logo to the charity website.

**Buttons and Links:**  
Get a free recipe booklet downloads the recipe booklet. NOTE the user must login or register to receive the recipe booklet.  
Charity Logo is linked to the charity home page. City names are linked to the recipes from that city.  
Video is video bio from 3.3.1 Fan Favorite Video Bio.  
  
For details on the rest of the page buttons and links, refer to 3.3 Fan Favorite Contest.

Greeting, {Name} Like n,nnn of your friends like this LOG OUT

HOME ABOUT RECIPE CONTEST EVENTS TEST KITCHEN ABOUT AETNA F T SHARE

Logo

11/7: Remove event schedule call out, keep sweeps

**Page Title:** 3.2.1 Recipe Page, Momentum

**How to Get Here:** User has clicked on a specific recipe.

**Comments:** This is the standard recipe page with the addition of a graphic showing that it is a fan favorite or the winner of the recipe contest.

[< see all regions](#)

## Recipes in Pomona

Print Recipe Card

[< \[Previous Recipe Name snippet\]](#) [Back to Search Results in \[Region\]](#) [\[Next Recipe Name snippet\]>](#)

Recipe category symbol	Recipe Name	XX votes
	First Name Last Name City, State	

Finals

12/2  
City, State, USA

**Health Breakdown Per Serving**  
 389 Kcal Calories  
 6.90 g Fat  
 66.27 g Carbs  
 16.89 g Protein

**Preparation**  
 PREP TIME: approx. 20 minutes  
 COOK TIME: approx. 35 minutes  
 SERVES: 2 servings

**Recipe Category**  
 Dinner

**Inspiration**  
 Grilled boneless, skinless, salmon filets served over steamed baby spinach on a bed of brown rice with a garlic/rosemary olive oil drizzle. Topped with thinly sliced avocado, garden ripe tomato wedges, crumbled feta cheese.

**Ingredients**



Greeting, {Name}

Like

n,nnn of your friends like this

LOG OUT

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TEST KITCHEN

ABOUT AETNA

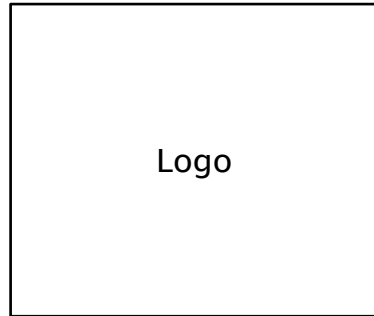
F

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SHARE

Page Title: 4.0 Events

How to Get Here: User has clicked on a specific recipe.



11/7: Update Philly copy to be generic (e.g. come back soon to check out pictures)

### Events

Vestibulum tristique fermentum ipsum, sed vestibulum augue pretium a. Donec vestibulum lacinia auctor. Donec feugiat dui nec metus mattis vitae consectetur arcu pharetra.

Finals  
12/5  
City, State, USA

**Come back soon for our the announcement of the winner!**  
 Come to the finals. There will also be healthy cooking demonstrations, sweepstakes and giveaways.

**City, State Zip**  
 12/5  
 SUNDAY, 10 a.m. – 10 p.m.  
ADMISSION FEE

The Lorem Ipsum is a fun family experience for more than 1 million people every year. Sure it's a celebration of California's agriculture industry, but you can also learn about California's heritage, enjoy world-class live music and entertainment, shop at more than 600 vendors, and sample delicious food that's kept the fair going strong since 1922. This year, the event will also host The Aetna Healthy Food Fight, showcasing cooking demonstrations, sweepstakes giveaways and a recipe cook-off before VIP judges.

TEST KITCHEN

**Page Title:** Footer Detail

11/14 Create Fan Favorite rules page.  
11/14: Add Fan Favorite Rules to footer

[OFFICIAL CONTEST RULES](#) | [FAN FAVORITE RULES](#) | [OFFICIAL SWEEPSTAKES RULES](#) | [TERMS & CONDITIONS](#) | [FACEBOOK TERMS](#) | [TWITTER TERMS](#) | [PRIVACY POLICY](#) | [CONTACT US](#) | [SITE MAP](#) | [AETNA](#) | [SPONSORS/PARTNERS](#)