

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.](#)

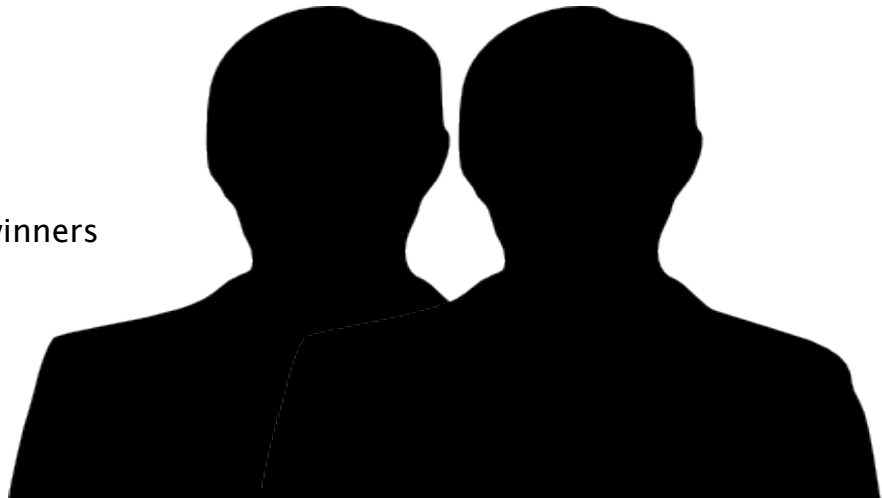

[Beth B.](#)

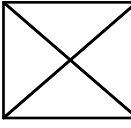
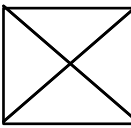
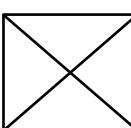
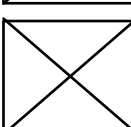

[Carla C.](#)


[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.

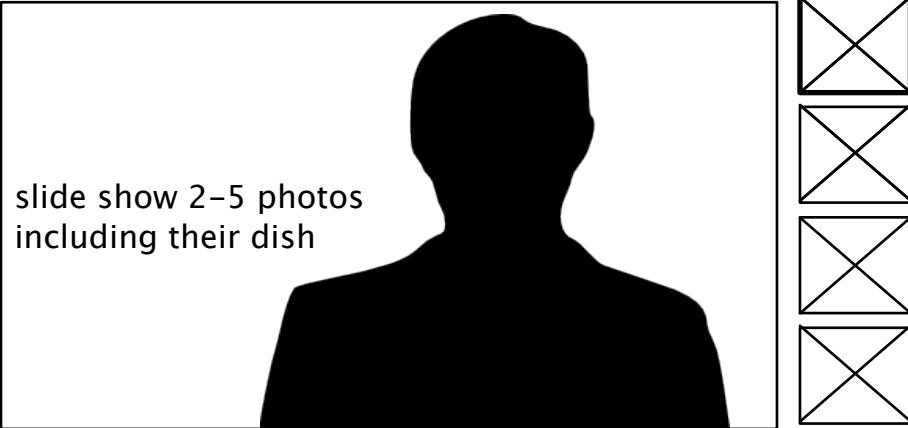
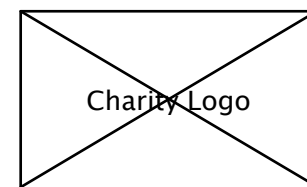


Carla C.



Dean D.

slide show 2-5 photos including their dish

Charity Name

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

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.

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.