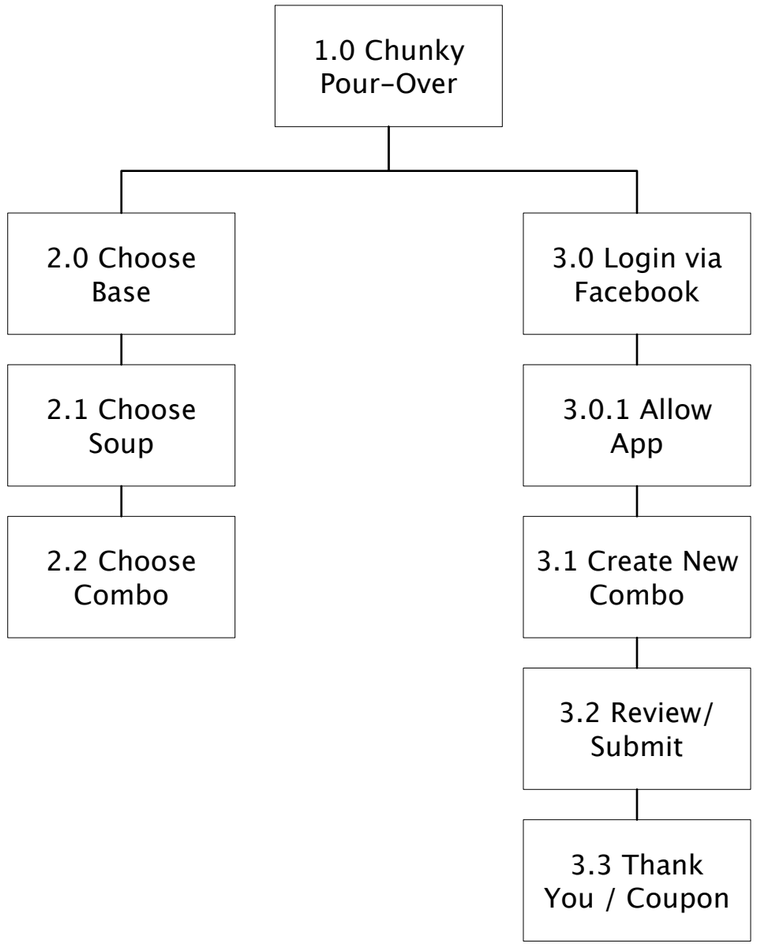

1.0 Chunky Pour-Over
2.0 Choose Base
2.1 Choose Soup
2.2 Choose Combo
3.0 Login via Facebook
3.0.1 Allow App
3.1 Create New Combo
3.2 Review/ Submit
3.3 Thank You / Coupon

The Chunky Dinner Creator

Find a Chunky Soup meal already in the system.

Find a great combo

I'm Feeling Lucky

Add your favorite Chunky Soup combo and get a coupon

Create Your Own Combo!

Recent Activity

64 Comments Add a Comment

Recommendations

Page Title: 1.0 Chunky Dinner Creator Start

How to Get Here: User has landed on the Chunky Dinner Creator (final name TBD)

Comments: The user is given the chance to either upload their new combo or get into the combo finding tool.

NOTE: Every page has Facebook tools at the bottom which are detailed at the end of his document in the page Facebook Tools Detail.

Functionality: User can choose to either find a combo already in the system or to create their own. The incentive is TBD but is written up as promising a coupon for the soup used in his/her recipe.

Buttons and Links: Find a Great Combo goes to Choose Base and leads the user through finding a combo.
I'm Feeling Lucky shortcuts the process of finding a combo and lands the user on Choose Combo with a random Kitchen Tested combo chosen.
Create Your Own Combo begins the process of uploading a new combo and links to the Login via Facebook page.

The Chunky Dinner Creator

1	2	3
Choose Base	Choose Soups	Choose Combos

Choose your favorite base

I'm Feeling Lucky

Base Photo	Base Photo	Base Photo	Base Photo
Kitchen Tested	Kitchen Tested	Kitchen Tested	Kitchen Tested
Base Photo	Base Photo	Base	Base
User Suggested	User Suggested	User Suggested	User Suggested
Base Photo	Base	Base	Base
User Suggested	User Suggested	User Suggested	User Suggested
Base Photo	Base Photo	Base Photo	Base Photo
User Suggested	User Suggested	User Suggested	User Suggested

Create Your Own Combo!

Recent Activity

64 Comments

Add a Comment

Recommendations

Page Title: 2.0 Choose Base

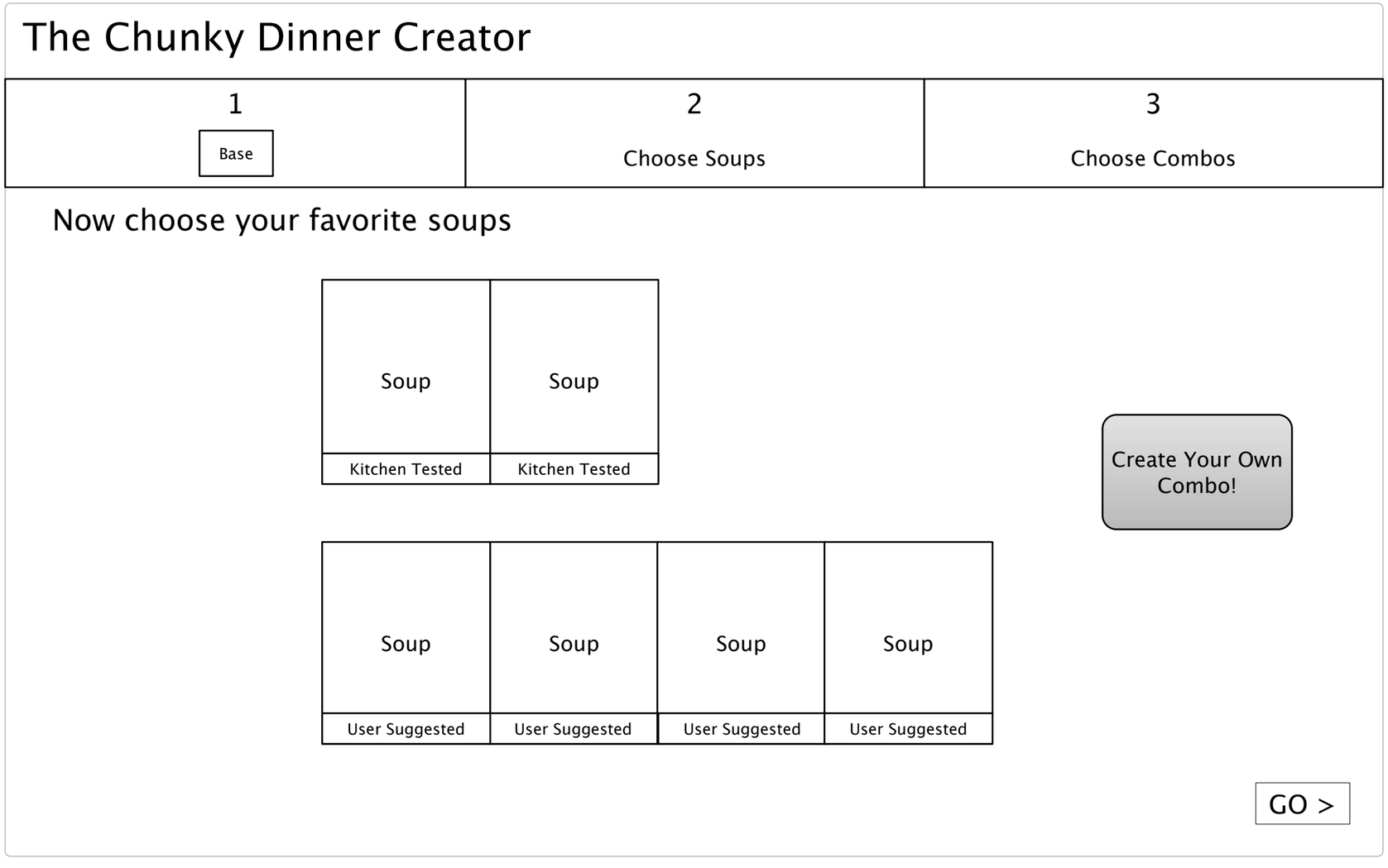
How to Get Here: User has selected Find a Great Combo or backtracked from a subsequent step.

Comments: The list of bases is open ended and will include both Kitchen Tested and User Suggested.

NOTE: User Suggested bases must have at least two soups associated with them in a combo to be listed on the this page.

Comments: User is choosing a base ingredient from 4 Kitchen Tested and an unknown number of User Suggested bases. Kitchen Tested bases are at top, User Suggested bases will be added below.

Buttons and Links: Each base is a button. On rollover, each base highlights.
On click the base image is placed in the 1 Choose Base bar above, replacing the worlds 'choose base.' On choice of a base, the page transitions to Choose Soup (next).
I'm Feeling Lucky short circuits the entire process and presents a random Combo in Choose Combo page.
Create Your Own Combo links to Login via Facebook to start the create a combo process.



Recent Activity

64 Comments Add a Comment

Recommendations

Page Title: 2.1 Choose Soup

How to Get Here: User has chosen a base in the previous step or backtracked from the next step.

Comments: Only soups that are poured over the chosen base are shown, whether Kitchen Tested or User Suggested. Since the base is known, the combo is identifiable as either Kitchen Tested or User Suggested and are labeled as such. Kitchen Tested combos are at top, User Suggested combos are below.

NOTE: If the user chooses a User Suggested base, there will be no Kitchen Tested Soup combos available.

User can choose from 1 to 5 soups.

Functionality: User can choose a soup or up to 5 soups, each selection is placed in 2 Choose Soups. User advances by clicking GO>

Buttons and Links:
User can backtrack to previous step by clicking on 1 Choose Base, top left.
Each soup highlights on rollover.
On click of soup, the soup icon is added to 2 Choose Soups bar.
I'm Feeling Lucky button chooses a random combo and links to Choose Combo.
Create Your Own Combo links to Login via Facebook.
GO > continues to the next page, Choose Combo.

The Chunky Dinner Creator

1	2	3
Base	Soup Soup	Choose Combos

Dinner Idea n of nn

Combo1 Lorem Ipsum

Photo of Combo

Instructions:
Consectetuer adipiscing elit
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Magnanibh euismod tincidunt ut laoreet
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Euismod tincidunt ut laoreet dolore

Like

Download

Download All Combos

Create Your Own Combo!

Recent Activity

64 Comments

Add a Comment

Recommendations

Page Title: 2.2 Choose Combo Fan Submitted

How to Get Here: User has clicked on GO > in Choose Soup or has clicked on I'm Feeling Lucky

Comments: User is choosing a combo from those that matched the base and soup(s) chosen in previous steps.

If user came in via I'm Feeling Lucky the page should visually represent random choice by spinning the combos until it lands on one or something similar.

Functionality: User is presented with a carousel of all the matching combos and can page through them to download or Like on Facebook.

Buttons and Links:
User can backtrack to previous step by clicking on 1 Choose Base or 2 Choose Soup, top left.
Like on Facebook places the combo on the Facebook user's stream.
I'm Feeling Lucky button chooses a random combo and links to Choose Combo.
Download will download a pdf of this combo.
Download All Combos downloads a pdf of all combos in the system.
Create Your Own Combo links to Login via Facebook.
GO > continues to the next page, Choose Combo.

Create Your Own Combo

1	2	3
Tell us who you are	Tell us your secret recipe	Download your coupon

Add your combo and you'll get a coupon for the soup you use in your recipe.

It is suggested you include a photo of your completed recipe to show people how delicious it is.

Find a Great Combo

facebook

Sign In via Facebook

Get a Facebook Account

Recent Activity

64 Comments Add a Comment

Recommendations

Page Title: 3.0 Login via Facebook

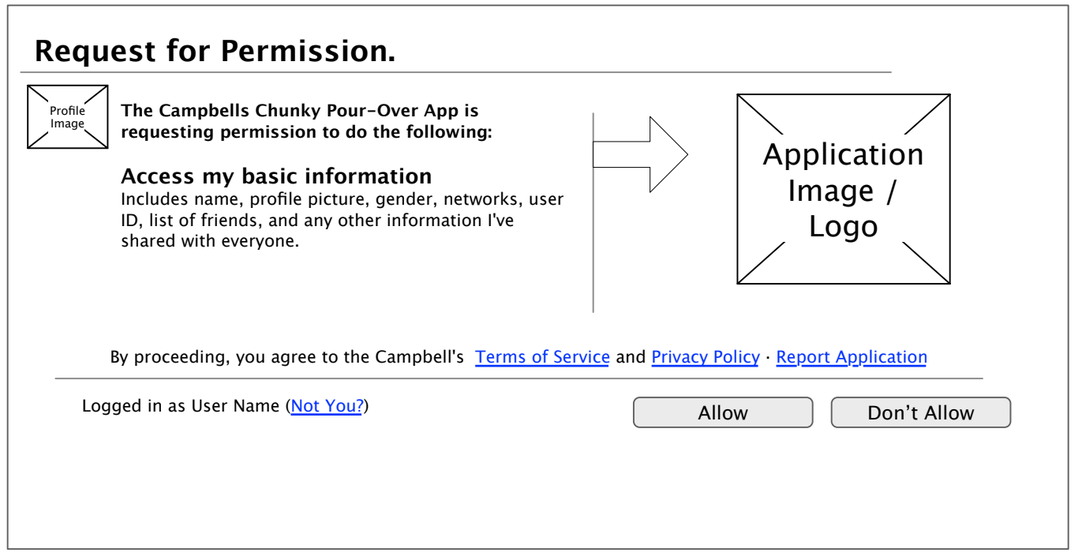
How to Get Here: User has chosen Create Your Own Combo and is not logged in to Facebook. If user is logged in, they continue to Create New Combo.

Comments: User must have a Facebook account to upload a recipe. NOTE all text is for placement only.

Functionality: This page will use the latest login tool available for Facebook, which will present the user with a window to acknowledge the connection. If user is not signed in to Facebook, a button to sign in or get an account is presented.

Buttons and Links:
Sign in via Facebook allows users to sign in to this application by using their Facebook credentials.
Get a Facebook Account opens the sign up process for Facebook in a new window.
Find a Great Combo links to the Choose Base page.

NOTE: Once the user is signed in, they are immediately taken to Create New Combo (next page)



Page Title: 3.0.1 Allow App

How to Get Here: User is signed in via Facebook and is about to start creating a combo and has NOT completed this step before.

Comments: This is a standard Facebook interface that asks the user if the application can access his her information.

Functionality: User can either Allow on Don't Allow the access. If they do not allow access, the user can not upload photos to their combo. User can also read terms of service, privacy policy or report the application to Facebook.

Create Your Own Combo

1	2	3
Jim Not You?	Tell us your secret recipe	Download your coupon

Choose a photo of your combo from your Facebook albums or upload a photo directly from your computer

FB Album | FB Album | FB Album | FB Album

Find a Great Combo

Choose file from computer | Browse

Tell us what soup you pour over what base

Pour this soup:

Pick a soup

Over this base:

GO >

I agree to lorem ipsum dolor sit amet

Recent Activity

64 Comments Add a Comment

Recommendations

Page Title: 3.1 Create New Combo

How to Get Here: User has chosen to add a new combo and has signed in via Facebook or has backtracked from a subsequent step.

Comments: This is form takes in all information needed for a new combo, the soup, the base and the photo.

Functionality: The user is able to create a new combo using this tool. They can upload a photo of the dish, and then explain how they created it.

Buttons and Links:
User can backtrack (log out of the app) by clicking on step 1, upper left.
Facebook Albums are grabbed from the user's account. He/she can choose a photo from those albums to include.
Choose file from computer/Browse allows the user to choose a file via the OS file browser to upload.
Pick a soup is a dropdown list of all soups available in this application.
The blank below Over this base is an open field allowing user to enter any food.
Checkbox is agreeing to terms of use, ownership etc. Actual language determined by legal dept.
GO > uploads all of their entered info and advances the user to the Review/Submit page.

Create Your Own Combo

1	2	3
Jim Not You?	Photo Chili over fried noodles	Download your coupon

This is how your combo will look to others. If everything looks right, click GO below to submit.

Chili over fried noodles by Jim

User Uploaded Photo

Find a Great Combo

Choose a Different Photo

Instructions:
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Magnanibh euismod tincidunt ut laoreet
Consectetuer Adipiscing elit, sed diam nonummy nibh
Euismod tincidunt ut laoreet dolore

Change Instructions

Once you click submit, you can no longer edit this combo. Submit

Recent Activity

64 Comments Add a Comment

Recommendations

Page Title: 3.2 Review/Submit

How to Get Here: User has submitted a combo in the previous step.

Comments: If user has not submitted an image, then a placeholder image is shown.

Functionality: This is a review page that allows the user to review their work before submission. Text will explain that there is no editing of the combo after this point.

Buttons and Links: User can backtrack by clicking Step 1 or 2 above left, or by choosing Choose a different photo or Change instructions (both of which return to Create New Combo. On click of Submit the combo is sent to the moderator for review (outside of this application).

Create Your Own Combo

1	2	3
Jim Not You?	Photo Chili over fried noodles	Download your coupon

Thank You!

Thank you for your contribution, it will be reviewed and if approved will be available to everyone.

Here's a coupon to get more {soup} for your recipe.

Find a Great Combo

Photo of Soup

nn¢

nn¢ off of your next purchase of Campbell's Chunky Chili

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dignissim mi id lectus interdum lobortis. In ut metus nec orci consectetur viverra. Curabitur interdum ante mattis nulla tincidunt molestie. Nulla sed neque nulla. Suspendisse tortor ante, ornare vel porta id, aliquam at sapien. Curabitur aliquam accumsan dolor sagittis placerat. Suspendisse potenti. Curabitur scelerisque velit at erat fringilla feugiat. Phasellus convallis, elit a tincidunt dignissim, elit dui pretium mauris, aliquam blandit tortor purus quis neque. Nam bibendum blandit lorem, et tincidunt lorem tincidunt a. Fusce eget ullamcorper nibh.Praesent tempus tincidunt ultricies. Aliquam pretium arcu ac lectus pulvinar sollicitudin. Duis sed eros magna. Aenean nec leo adipiscing dolor vulputate tempus. Morbi rhoncus nibh eu lacus tempus faucibus. Mauris luctus consequat quam et pretium. Proin sed quam vel lacus mollis blandit nec in odio. Aliquam egestas tincidunt condimentum. Sed odio mi, condimentum nec euismod in, adipiscing id dolor. Donec eget purus elit, vitae fermentum ante. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras id interdum ipsum. Suspendisse sollicitudin ligula quis enim laoreet cursus. Pellentesque faucibus laoreet tristique. Aenean iaculis orci quis neque rhoncus consequat egestas sapien rutrum.

Download

Print

Recent Activity

64 Comments

Add a Comment

Recommendations

Page Title: 3.3 Thank You Coupon

How to Get Here: User has successfully uploaded a combo to the site.

Comments: At this point the user can NOT backtrack to edit the combo recipe. This should be made clear in the final text.

Functionality: User has the option to print this coupon directly or to download it as a pdf.

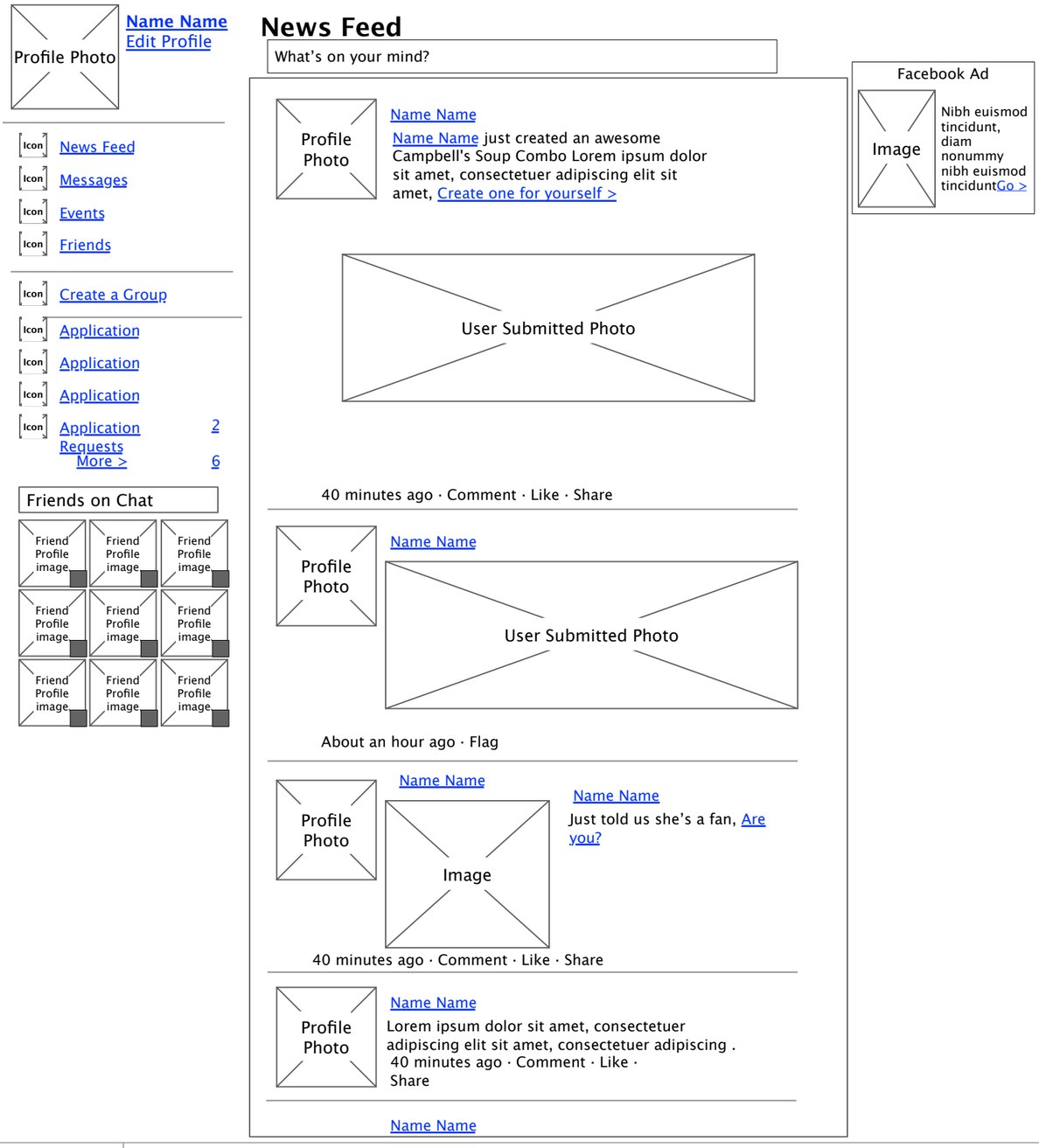
Buttons and Links: Find a great combo will link the user to the Choose Base page.
Download will download the coupon as a pdf.
Print will print the coupon via the user's OS print system.

Page Title: Facebook Tools Detail

How to Get Here: These tools are at the bottom of all pages in the application.

Comments: There are two sections, one for Commentary and one for Recommendations.

Functionality: As the user chooses a combo, the Recommendations are made specific to that combo. At all other times the Recommendations are more general about all combos.



Page Title: Facebook Wall

How to Get Here: The user has logged in to his/her Facebook account after creating a combo.

Comments: This diagram shows the typical Facebook wall when a combo has been approved.

Functionality: The notification includes the user submitted photo and a link to the Create New Combo pages.