



Frito-Lay.com Sitemap and Wireframes

Cover	1
Sitemap	2
Wireframes: Unique Pages	3
U1 Home Page	4
U2 Product Finder: Default	5
U2 Product Finder: Auto-Fill	6
U2 Product Finder: Refined Filter	7
U2 Dietary Restriction List	8
U3:0, Nutrition and Health	9
U3:1, Nutrition and Health, FAQ	10
U3:3, Nutrition and Health, FAQ Answer	11
U4 Ingredient Glossary	12
U5 Sustainability	13
U6 Search Results	14
Templates	15
S1, Section Top Page	16
B1, Brand Page	17
P1, Product Page	18
F1, Feature Page	19
C1, Content Page	20
Example C1: 3.1.2 Casa Grande	21
C2, Content Page	22
Example C2: Privacy Policy	23
L1, Simple List Template	24
Example L1: 1.5 Recipes	25
L2, Complex List Template	26
Example L2: 1.1 Brands	27
Example L2: 4.6.1 Press Release Archive	28
Appendices	29
Appendix A: Page Sections	30
Appendix B: Section Sizing	31
Appendix C: Secondary Nav	32
Appendix D: Alternate Content Modules	33

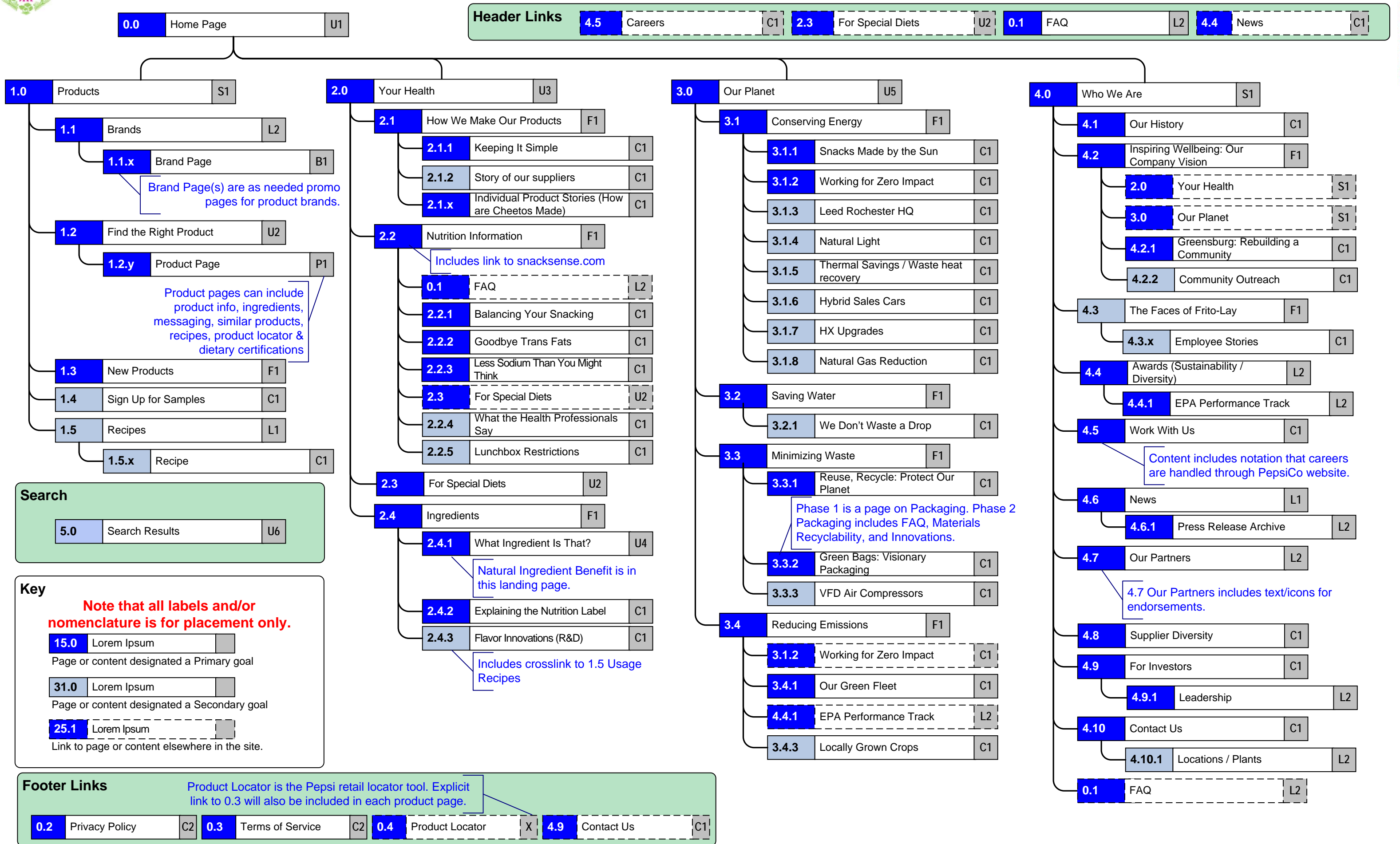
Green Listing = Template

Submitted By: Atmosphere

Submitted To: Frito-Lay

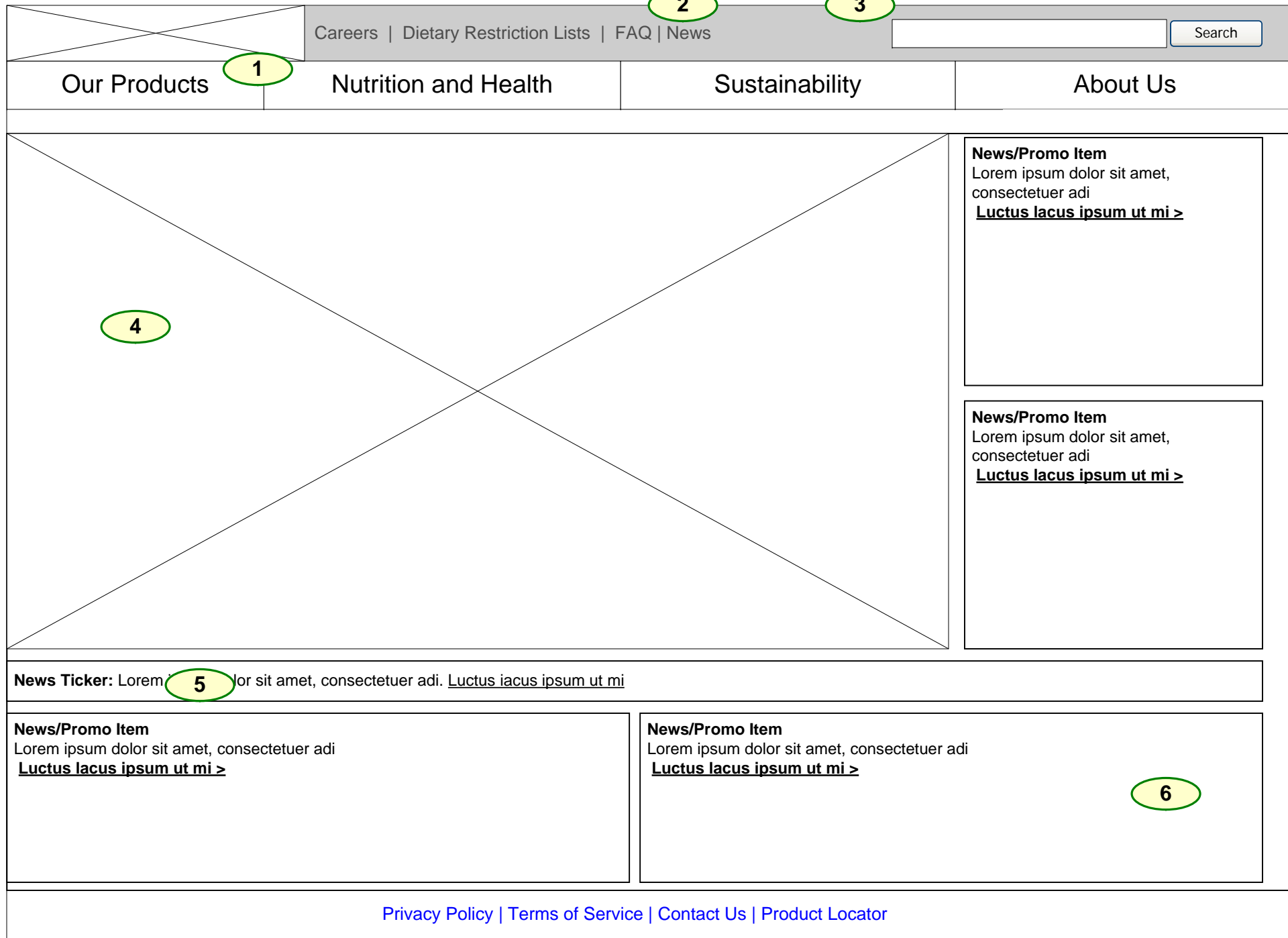
Dated: 2 October 2008

Notice: The enclosed material is proprietary and confidential. This material is presented for the purpose of evaluating services and may not be disclosed in any manner to anyone other than the addressee and employees or authorized representatives of Frito-Lay, Juniper Park and Atmosphere.





Wireframes: Unique Pages



UX Notes

Dev Notes

1	Primary Nav – Primary Nav is available on all pages. Primary Nav elements include a drop down menu of 2 nd level links.
2	Header Nav – header nav is at the top of every page.
3	Site Search – Site search is a persistent element, removed only when space is needed for more important elements.
4	Home Page Experience.
5	News Ticker – this element has a rotating set of headlines, primarily from the recent press releases. These
6	News/Promo Items. This will include a permanent section for one or two News/Promo Items and (as needed) a section for breaking news.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Careers | Dietary Restriction Lists | FAQ | News

[Our Products](#) | [Nutrition and Health](#) | [Sustainability](#) | [About Us](#)

Home >> [Our Products](#) >> Product Finder

Product Name **1**

Brand Name
Choose Brand **2**

Product Filters

Nutritional Concerns **3**

- 2g Fat or Less/Ounce
- 4g Fat or Less/Ounce
- 140mg Sodium or Less/Ounce
- Baked

Allergens

- Additive Free
- Corn and Corn Oil Free
- Egg Free
- Gluten Free
- Lactose and Milk Free
- MSG Free
- Onion Free
- Peanut and Tree Nut Free
- Porcine Enzyme Free
- Soy Free
- Sunflower Oil Free

Special Needs Diet

- Kosher – Triangle K
- Kosher – Orthodox Union

4

Most Popular Products Page X of Y 50 per page **6**

5

Photo [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒

Photo [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒

Photo [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒

Photo [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒

Photo [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒

7

Continuation of page to show the secondary products group.

Other Products

Photo [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒

Photo [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒

Photo [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒

Page X of Y 50 per page

UX Notes

Dev Notes

1	Search/Filter This text box for filtering activates on Search, (see U5 Product Finder: Auto Fill for details) hiding the elements in the column that do NOT match the entered text.
2	Brands Dropdown User can filter products by brand via a brand dropdown list. On selection of a brand the “Most Popular Brand” and “Other Brand” headings are removed and only the products that match the brand are displayed.
3	Filters The product list can be filtered by using the check box to the right of the filter name. On click of checkbox, the products which do not match the chosen criteria are hidden.
4	Reset button that restores the list to the default (no filter) state (shown).
5	Products Each product that matches the criteria to the left is shown as a clickable product photo and product name. In cases where product photo is not available, the brand logo is shown instead. Products in the prime brands are shown first (in alphabetical order. Products in the lesser known brands are shown afterwards, again in alphabetical order. Each product listing is followed by icons that show which dietary restriction (kosher, low sodium etc.) they match.
6	Pagination To avoid loading too many products in one page, the products should be paginated. User can control how many items are shown per page, can page back or forward via the previous/next buttons or can jump to a specific page with the page number blank and ‘go’ button.
7	Illustration to show the secondary grouping of products after prime brands grouping.

NOTE:

An option for a list view (without product images) is under consideration and will be part of the usability tests.



Our Products

Nutrition and Health

Sustainability

About Us

Home >> Our Products >> Product Finder

Product Name

1

- Lore
- Lorem
- Lorent
- Lorenti
- Lores

Product Filters

- Nutritional Concerns**
- 2g Fat or Less/Ounce
 - 4g Fat or Less/Ounce
 - 140mg Sodium or Less/Ounce
 - Baked
- Allergens**
- Additive Free
 - Corn and Corn Oil Free
 - Egg Free
 - Gluten Free
 - Lactose and Milk Free
 - MSG Free
 - Onion Free
 - Peanut and Tree Nut Free
 - Porcine Enzyme Free
 - Soy Free
 - Sunflower Oil Free
- Special Needs Diet**
- Kosher – Triangle K
 - Kosher – Orthodox Union

Reset

Most Popular Products

< Prev Page X of Y Next > 50 per page Go to page: Go

- [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒
- [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒
- [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒
- [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒
- [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒

2

Continuation of page to show the secondary products group.

Other Products

- [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒
- [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒
- [Product Name Lorem ipsum dolor](#) ☒ ☒ ☒ ☒ ☒ ☒

< Prev Page X of Y Next > 50 per page Go to page: Go

UX Notes

Dev Notes

- 1 This text box has an auto-fill component that takes what the user has typed so far and predicts the users intended keyword, using a small data set of Frito-Lay keywords.
- 2 On rollover of product photo, the image is enlarged.



Careers | Dietary Restriction Lists | FAQ | News

Our Products | Nutrition and Health | Sustainability | About Us

Home >> Our Products >> Product Finder

Product Name

Brand Name
 Choose Brand ▾

Product Filters

Nutritional Concerns

- 2g Fat or Less/Ounce
- 4g Fat or Less/Ounce
- 140mg Sodium or Less/Ounce
- Baked

Allergens

- Additive Free
- Corn and Corn Oil Free
- Egg Free
- Gluten Free
- Lactose and Milk Free
- MSG Free
- Onion Free
- Peanut and Tree Nut Free
- Porcine Enzyme Free
- Soy Free
- 'Sunflower Oil Free

Special Needs Diet

- Kosher – Triangle K
- Kosher – Orthodox Union

Most Popular Products Page 1 of 1 50 per page ▾ Go to page:

	Product Name Lorem ipsum dolor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Product Name Lorem ipsum dolor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Product Name Lorem ipsum dolor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Product Name Lorem ipsum dolor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Product Name Lorem ipsum dolor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Product Name Lorem ipsum dolor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Other Products

	Product Name Lorem ipsum dolor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Product Name Lorem ipsum dolor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Page X of Y 50 per page ▾ Go to page:

UX Notes

Dev Notes

1 In this example, the user has filtered for "Lorem" and chosen 4g or Less Fat/Ounce and Porcine Enzyme Free. The list of products is then shortened to show only those items that match.

Items that match the criteria are shown in two groups (Most Popular and Other) and each group items are in alphabetical order by product name

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Careers | Dietary Restriction Lists | FAQ | News

Search

Our Products

1 Nutrition and Health

Sustainability

About Us

Home >> Nutrition and Health >> Dietary Restriction List

Product Name search box

Brand Name dropdown

- Product Filters**
- Nutritional Concerns**
- 2g Fat or Less/Ounce
 - 4g Fat or Less/Ounce
 - 140mg Sodium or Less/Ounce
 - Baked
- Allergens**
- Additive Free
 - Corn and Corn Oil Free
 - Egg Free
 - Gluten Free
 - Lactose and Milk Free
 - MSG Free
 - Onion Free
 - Peanut and Tree Nut Free
 - Porcine Enzyme Free
 - Soy Free
 - Sunflower Oil Free
- Special Needs Diet**
- Kosher – Triangle K
 - Kosher – Orthodox Union

Reset

Most Popular Products

< Prev Page X of Y Next > 50 per page Go to page: Go

- [Product Name Lorem ipsum dolor](#)
- [Product Name Lorem ipsum dolor](#)
- [Product Name Lorem ipsum dolor](#)
- [Product Name Lorem ipsum dolor](#)
- [Product Name Lorem ipsum dolor](#)

Instructions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam malesuada, diam id porttitor aliquet, metus lacus ullamcorper lacus, ut pulvinar erat leo ut eros. Vivamus ipsum nulla, tempus vel, fermentum at, tincidunt vitae, lacus. Vivamus ut nunc. Vivamus fringilla varius mi. Aenean ut erat et dolor laoreet adipiscing.

Close

Continuation of page to show the secondary products group.

Other Products

- [Product Name Lorem ipsum dolor](#)
- [Product Name Lorem ipsum dolor](#)
- [Product Name Lorem ipsum dolor](#)

< Prev Page X of Y Next > 50 per page Go to page: Go

UX Notes

Dev Notes

1 The U2 page will also be used to allow the user to create their own dietary restriction list. The principal difference with the 1.0 Our Products page will be the instructions for the user.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Careers | Dietary Restriction Lists | FAQ | News Search

Our Products | **Nutrition and Health** | **Sustainability** | **About Us**

Home >> Nutrition and Health

NUTRITION AND HEALTH
[How We Make Our Products](#)
[Nutrition Information](#)
[Dietary Restriction Lists](#)
[Ingredients](#)

Section Experience

1

Section Name
 Lorem ipsum dolor sit amet, consectetur ad elit. Integer eget risus. Sed mi tellus, hendrerit dapibus et, molestie et, orci. Duis euismod e tortor. Sed accumsan orci in felis. Sed gravidat mauris. Fusce non risus.

Person Person Person

Person

Lorem Ipsum

Sit Amet

Iaculis Erat

Sit Amet

2 Iaculis Erat

3

Nutrition Information

Dietary Restriction Lists

Ingredients

{TBD} E-mail Print

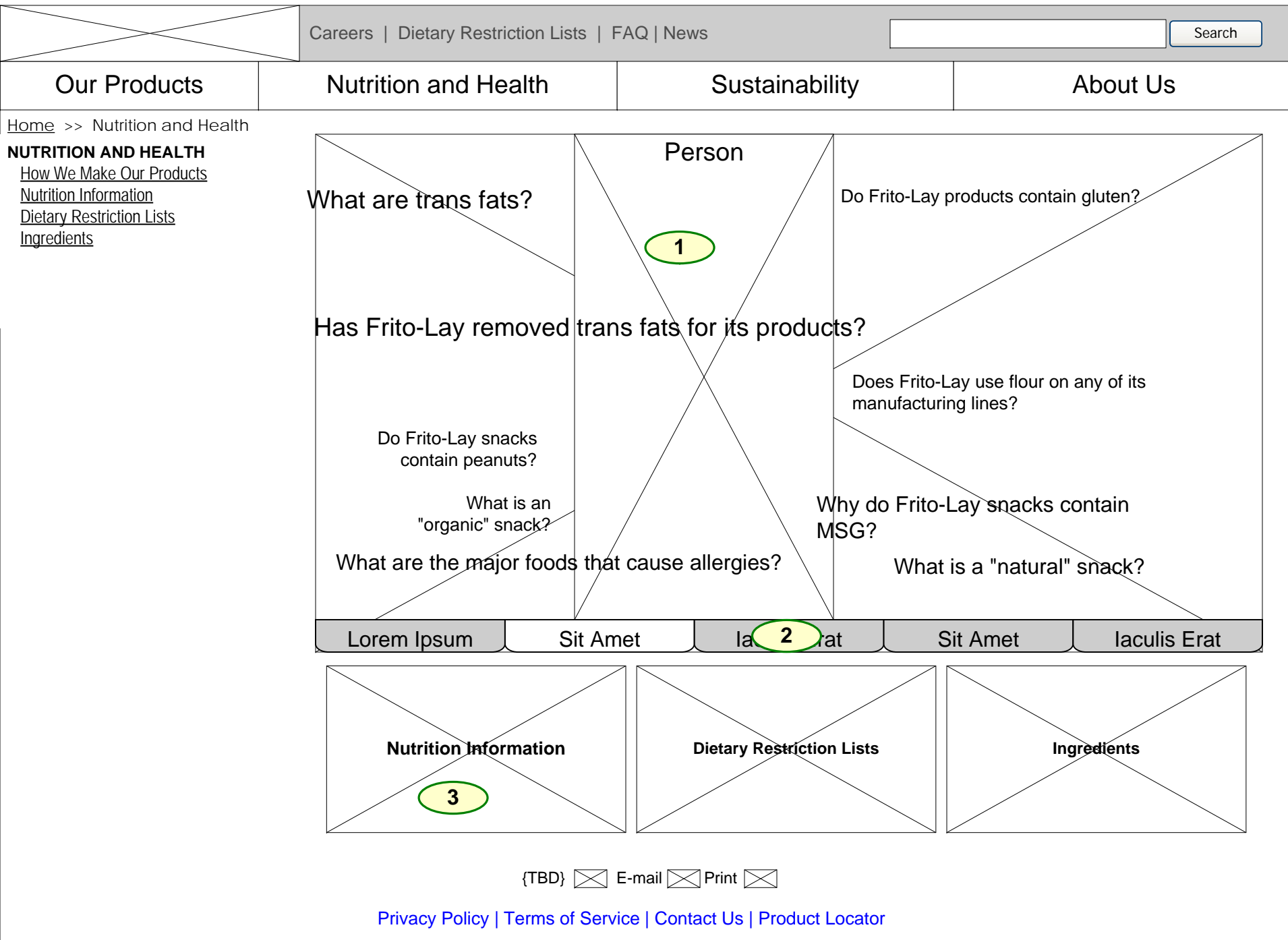
[Privacy Policy](#) | [Terms of Service](#) | [Contact Us](#) | [Product Locator](#)

UX Notes

Dev Notes

- 1** **Section Experience**
The section is presented in graphical/animated ways to present a more favorable view of the company/section.
- 2** **Experience Navigation**
Experience includes a navigation that moves the animation forward to the appropriate subsection.
- 3** **Navigation**
In lieu of a standard subnavigation, the subsections are represented/linked via graphical elements on the bottom of the page. This may be part of the experience or entirely separate, but is visible throughout experience.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



UX Notes

Dev Notes

- 1 The main interface is that of a Frito-Lay Employee and a series of questions about the subject at hand. As a question is clicked, the page transitions to the Answer view (next page). Note that this interface may be created in flash/video or in html/ images.
- 2 Navigation into the section is by clicking on the experience navigation at bottom of experience. This animates the screen, removes all extras and highlights single person.
- 3 In lieu of a standard subnavigation, the subsections are represented/linked via graphical elements on the bottom of the page. This may be part of the experience or entirely separate, but is visible throughout experience.

NOTE:

This page may be created with images or video.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Careers | Dietary Restriction Lists | FAQ | News Search

Our Products | **Nutrition and Health** | **Sustainability** | **About Us**

Home >> Nutrition and Health

NUTRITION AND HEALTH
[How We Make Our Products](#)
[Nutrition Information](#)
[Dietary Restriction Lists](#)
[Ingredients](#)

Section Experience

<Back 2

Maecenas Aliquam iaculis erat in felis?

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque sed neque. Fusce lobortis lacus ac felis. Etiam vehicula consectetur justo. Nunc erat eros, dictum at, vulputate vel, ullamcorper condimentum, neque. Quisque fringilla, quam quis consectetur ullamcorper, lectus magna tempor quam, vel eleifend mi felis in mauris. Morbi ut felis > 3. Sed consequat nunc at lorem. Nulla Mauris dapibus ultrices mi. Curabitur luctus magna eu turpis.

1

Person

Nutrition Information

Dietary Restriction Lists

Ingredients

{TBD} E-mail Print

[Privacy Policy](#) | [Terms of Service](#) | [Contact Us](#) | [Product Locator](#)

UX Notes

Dev Notes

- | | |
|----------|--|
| 1 | On click of a question the interface transitions to this answer view. The photo/video of the answerer is smaller and emphasis is given prominence. The Question is repeated and below it the answer. |
| 2 | Above the Question is an icon/button that will take the user back to the FAQ interface. |
| 3 | The answer to the question is displayed. If video response is available, the text answer should be identical to the text the video presenter reads. This text may include links to other pages or sites. |

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Careers | Dietary Restriction Lists | FAQ | News

Our Products | **Nutrition and Health** | **Sustainability** | **About Us**

Home >> Nutrition and Health >> Ingredients >> Ingredient Glossary

NUTRITION AND HEALTH
[How We Make Our Products](#)
[Nutrition Information](#)
[Dietary Restriction Lists](#)
[Ingredients](#)
 >> [Ingredient Glossary](#) **1**
[Flip the Bag](#)
[Flavor Innovations](#)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Ingredient Glossary

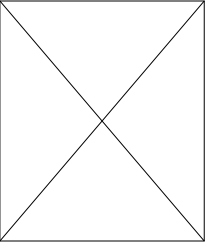
A [+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)

[- Lorem ipsum](#) **2**

Lorem ipsum Pellentesque ut est. Morbi sit amet sem sed nulla auctor hendrerit. Proin nulla. Aliquam nec erat. Nunc quam turpis, vulputate nec, dignissim vel, rhoncus eu, elit. Sed semper, massa sit amet cursus hendrerit, ipsum lacus congue dolor,

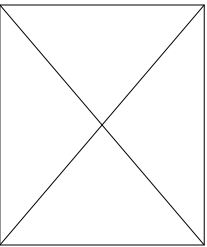
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)
B [+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)
[+ Lorem ipsum](#)

3 **Alternate Content**



Praesent pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper mi nibh at purus. Donec viverra diam quis quam. Nam rutrum, velit id euismod >.

Alternate Content



Praesent pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper mi nibh at purus. Donec viverra diam quis quam. Nam rutrum, velit id euismod >.

UX Notes

Dev Notes

1	The Ingredient Glossary is a modified Complex List which has an additional alphabet navigation which scrolls the page to the appropriate letter in the glossary.
2	Each entry in the glossary includes a definition, which might include an illustration, which is displayed on click of the expansion widget or the label in the glossary. On click of open widget or label of open item, the definition is hidden again.
3	Alternate Content is presented to the right, linking the user to Flip the Bag, Nutrition and Health or other related content.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Our Products

Nutrition and Health

Sustainability

About Us

Home >> {Page Name}

1

Section Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer eget risus. Sed mi tellus, hendrerit non, dapibus et, molestie et, orci. Duis euismod erat a tortor. Sed accumsan orci in felis. Sed gravida justo at mauris. Fusce non risus.

Sed mi tellus, hendrerit non

Previous

2

Next

SUSTAINABILITY

- [Conserving Energy](#)
- [Saving Water](#)
- [Minimizing Waste](#)
- [Reducing Emissions](#)

Sub Item Praesent pulvinar, ipsum et ullamcorper venenatis,

Sub Item Praesent pulvinar, ipsum et ullamcorper venenatis,

Sub Item Praesent pulvinar, ipsum et ullamcorper venenatis,

3

{TBD} E-mail Print

[Privacy Policy](#) | [Terms of Service](#) | [Contact Us](#) | [Product Locator](#)

UX Notes

Dev Notes

- 1 The primary content takes up the largest section and takes the form of a slideshow that highlights various elements in the section. Each slide can include text that includes a link to a page in this section.
- 2 The slideshow includes previous and next buttons to cycle through the slideshow.
- 3 In lieu of a standard subnavigation, the subsections are represented/linked via graphical elements on the bottom of the page. This may be part of the experience or entirely separate, but is visible throughout experience.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Our Products

Nutrition and Health

Sustainability

About Us

Home >> Search Results

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam suscipit velit.

1

{Search Term}

Search

Note:

2

Try out [Products](#) page to find products that fit your dietary needs or to find a specific product.

Search Results

3

[Page Name](#) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam suscipit velit. Fusce lacus metus, consequat vitae, tristique dictum, pulvinar at, dui...

[Page Name](#) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam suscipit velit. Fusce lacus metus, consequat vitae, tristique dictum, pulvinar at, dui...

[Page Name](#) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam suscipit velit. Fusce lacus metus, consequat vitae, tristique dictum, pulvinar at, dui...

[Page Name](#) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam suscipit velit. Fusce lacus metus, consequat vitae, tristique dictum, pulvinar at, dui...

[Page Name](#) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam suscipit velit. Fusce lacus metus, consequat vitae, tristique dictum, pulvinar at, dui...

[Page Name](#) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam suscipit velit. Fusce lacus metus, consequat vitae, tristique dictum, pulvinar at, dui...

[Page Name](#) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam suscipit velit. Fusce lacus metus, consequat vitae, tristique dictum, pulvinar at, dui...

[Page Name](#) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam suscipit velit. Fusce lacus metus, consequat vitae, tristique dictum, pulvinar at, dui...

[< Previous](#) Page 1 of X [Next >](#)

4

UX Notes

Dev Notes

1	The search term the user entered is repeated, allowing the user to modify and/or repeat their search.
2	Notation that points out the site has a full blown product finder/filter system that can better find products.
3	Search results (based on title and text) are displayed with linked title first and a short recap of the text of the page.
4	Search results include pagination if needed. The previous and next buttons link to the previous and next pages in the search results.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Wireframes: Templates



Our Products

Nutrition and Health

Sustainability

About Us

Home >> Our Products

1

Promo

Promo

2

SECTION NAME

[Daughter Page](#)
[Daughter Page](#)
[Daughter Page](#)

News/Promo Item

Lorem ipsum dolor sit amet, consectetur
adi

[Luctus lacus ipsum ut mi >](#)

3

News/Promo Item

Lorem ipsum dolor sit amet,
consectetur adi

[Luctus lacus ipsum ut mi >](#)

News/Promo Item

Lorem ipsum dolor sit amet,
consectetur adi

[Luctus lacus ipsum ut mi >](#)

UX Notes

Dev Notes

- 1 This page is intended to highlight certain parts of the section it represents. The two most important parts of the section are given prominence with two large promotional chips that can include text/images.
- 2 In order to give maximum space to the promotional items, the navigation is moved downwards.
- 3 Lesser elements of the section are represented by smaller promotional chips. These can include text or images or both.



Careers | Dietary Restriction Lists | FAQ | News

Our Products | **Nutrition and Health** | **Sustainability** | **About Us**

Home >> Our Products >> Brands >> {Brand Name}

OUR PRODUCTS

Brands
>> Brand Name 3
Product Finder
New Products
Coupons and Samples
Usage Recipes

Brands 1

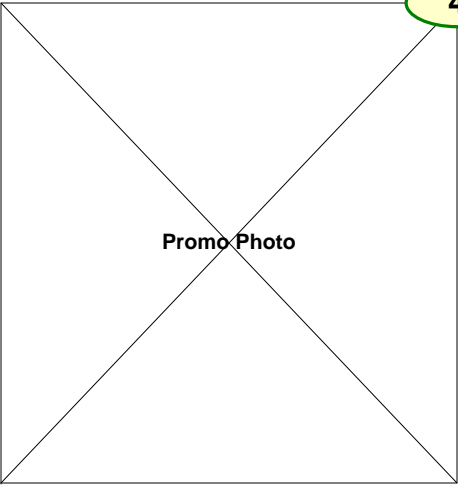
Choose Brand

Product Locator (USA only) 2

{Product Name}
Zip Code

Recipes

[Lorem ipsum >](#)
[Dolor sit amet >](#) 3

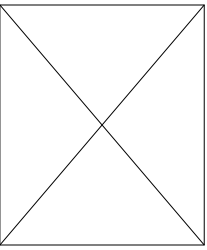


Promo Photo

Brand Name 4

bus, justo erat pulvinar ipsum, eget euismod sem ipsum non justo. Fusce et nunc a velit tempus pellentesque. Ut neque pede, vestibulum id, gravida at, pulvinar ut, sem. Praesent pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper mi nibh at purus. Donec viverra diam quis quam.

Brand.com



Promo 6

Praesent pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, semper mi nibh at purus. Donec viverra diam quis quam. Nam rutrum, velit euismod >.

Cheetos Products

- [BAKED! CHEETOS Crunchy 100 Calorie Mini Bites Cheese Flavored Snacks](#) 5
- [BAKED! CHEETOS Crunchy Cheese Flavored Snacks](#)
- [BAKED! CHEETOS FLAMIN' HOT® Cheese Flavored Snacks](#)
- [CHEETOS ASTEROIDS® 100 Calorie Mini Bites Cheese Flavored Snacks](#)
- [CHEETOS Chile Limon Flavored Snacks](#)
- [CHEETOS Cracker Trax Cheesy Cheddar Flavored Baked Snack Crackers](#)
- [CHEETOS Cracker Trax Spicy Cheddar Flavored Baked Snack Crackers](#)
- [CHEETOS Crunchy Cheddar Jalapeno Flavored Snacks](#)
- [BAKED! CHEETOS Crunchy 100 Calorie Mini Bites Cheese Flavored Snacks](#)
- [BAKED! CHEETOS Crunchy Cheese Flavored Snacks](#)
- [BAKED! CHEETOS FLAMIN' HOT® Cheese Flavored Snacks](#)
- [CHEETOS ASTEROIDS® 100 Calorie Mini Bites Cheese Flavored Snacks](#)
- [CHEETOS Chile Limon Flavored Snacks](#)
- [CHEETOS Cracker Trax Cheesy Cheddar Flavored Baked Snack Crackers](#)
- [CHEETOS Cracker Trax Spicy Cheddar Flavored Baked Snack Crackers](#)
- [CHEETOS Crunchy Cheddar Jalapeno Flavored Snacks](#)
- [CHEETOS Crunchy Cheese Flavored Snacks](#)
- [CHEETOS FANTASTIX! Chili Cheese Flavored Baked Corn & Potato Snack](#)
- [CHEETOS FANTASTIX! Flamin' Hot Flavored Baked Corn & Potato Snack](#)
- [CHEETOS FLAMIN' HOT® Cheese Flavored Snacks](#)

UX Notes

Dev Notes

1	Taking the place of a typical alt nav, a brand dropdown allows user to go to any available brand page.
2	Utilizing the Product Locator on Pepsi's website, the user can put in their zip code and find a retailer that sells the product shown on this page. Note this goes offsite in a popup.
3	Links to recipes that involve the product, if available, are shown bottom left of the secondary navigation.
4	Brand and any positioning takes the primary position of the page. This element may also include promotions and/or links to external sites.
5	A list of all products under the brand are listed in alphabetical order. Each is linked to the individual product page. Each item is followed by an icon representing each certification for that product.
6	Promotions for the brand are placed as related content, which may or may not include a link to an external site.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

Project name: Frito-Lay Redesign
Last Edit: Thursday, October 02, 2008

Prepared by: Atmosphere
Company: Atmosphere

page 17



Careers | Dietary Restriction Lists | FAQ | News

Our Products | **Nutrition and Health** | **Sustainability** | **About Us**

Home >> Brands >> {Product Name}

OUR PRODUCTS

[Brands](#)

>>{Product Name}

[Product Finder](#)

[New Products](#)

[Coupons and Samples](#)

[Usage Recipes](#)

1

Product Name

bus, justo erat pulvinar ipsum, eget euismod sem ipsum non justo. Fusce et unc a velit tempus pellentesque. Ut neque pede, vestibulum id, gravida at, pulvinar ut, sem. Donec viverra diam quis quam. Nam rutrum, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper mi nibh at purus. Donec viverra diam > quis quam. Nam rutrum, velit id euismod tempus, erat nunc varius urna, id

3

Luctus lacus ipsum ut mi.

Certifications

- [Kosher](#)
- [Halal](#)
- [Vegan](#)
- [Vegetarian](#)
- [Low in Sodium](#)

5

Ingredients

[Praesent pulvinar, ipsum et ullamcorper venenatis, quam ligula](#)

4

[See Nutrition Label](#)

[Flip the Bag \(Label Explanation\)](#)

6 and Health

pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper. Donec viverra diam quis quam. Nam rutrum, velit id euismod >.

Sustainability

pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper. Donec viverra diam quis quam. Nam rutrum, velit id euismod >.

Product Locator (USA only)

Find {Product Name}

Zip Code

2

UX Notes

Dev Notes

1	Secondary Nav shows only the product name and a crosslink to the brand page if it exists.
2	Utilizing the Product Locator on Pepsi's website, the user can put in their zip code and find a retailer that sells the product shown on this page. Note this goes offsite in a popup.
3	Product is shown front and center with product photo and any accompanying messaging. Product messaging includes Nutrition and Health and/or sustainability messaging. This section could also include promotional content.
4	Ingredients for product are listed, each that has a definition is linked to Ingredient Glossary. Nutrition label is made available as image that pops up above page.
5	Certifications – Each certification that the product qualifies for is listed below the product messaging. Each certification has an icon.
6	Supplementary Messaging – Content that is available on the site (Nutrition and Health, Sustainability and/or Brighter Living (video) that is linked to the product is highlighted in the right column. Each story is represented by an image and/or a short version of the story and a link to the appropriate page.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Our Products

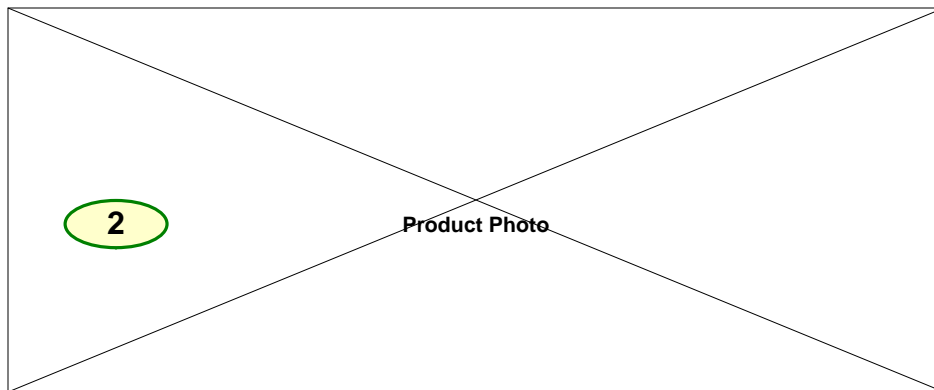
Nutrition and Health

Sustainability

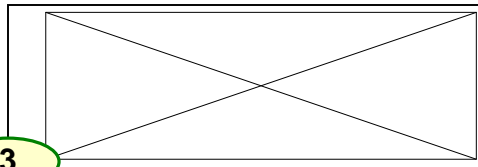
About Us

SECTION NAME
Daughter Page
>> Current Page
Daughter Page

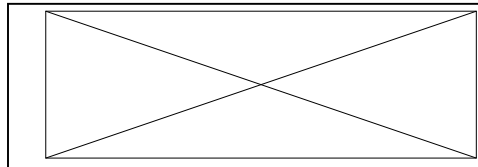
1



Product Name / Nutrition and Health
bus, justo erat pulvinar ipsum, eget euismod sem ipsum non justo. Fusce et nunc a velit tempus pellentesque. Praesent pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper mi nibh at purus. Donec viverra diam quis quam. Nam rutrum, velit id euismod tempus, erat nunc varius urna,
Luctus lacus ipsum ut mi.



Sub Item Praesent pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper mi nibh at purus. Donec viverra diam quis quam. Nam rutrum, velit id euismod >.



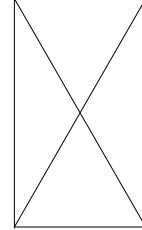
Sub Item Praesent pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper mi nibh at purus. Donec viverra diam quis quam. Nam rutrum, velit id euismod >.

{TBD} E-mail Print

[Privacy Policy](#) | [Terms of Service](#) | [Contact Us](#) | [Product Locator](#)

Alternate Content

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ultrices consectetur enim. Curabitur hendrerit tincidunt massa. Curabitur iaculis, orci eget sodales faucibus, justo erat pulvinar ipsum, eget euismod sem ipsum non justo. Fusce et nunc a velit tempus pellentesque. Ut neque pede, vestibulum id, gravida at, pulvinar ut, sem. Praesent pulvinar, ipsum et **4** per venenatis, quam ligula iaculis nunc, quis semper mi nibh at purus. Donec viverra diam quis quam. Nam rutrum, velit id euismod tempus, erat nunc varius urna, id



Luctus lacus ipsum ut mi >

UX Notes

Dev Notes

- 1 Secondary Nav is required for F1 pages.
- 2 Feature Page has a large feature article and several smaller elements. The feature article calls attention to the most important element in that particular section.
- 3 Smaller features are used to call attention to lesser features within the section. NOTE the design should not be considered final.
- 4 Alternate Content is available to call out content that is related to the feature(s), but may or may not be part of this particular section.



Our Products

Nutrition and Health

Sustainability

About Us

Home >> Parent Name (Page Name)

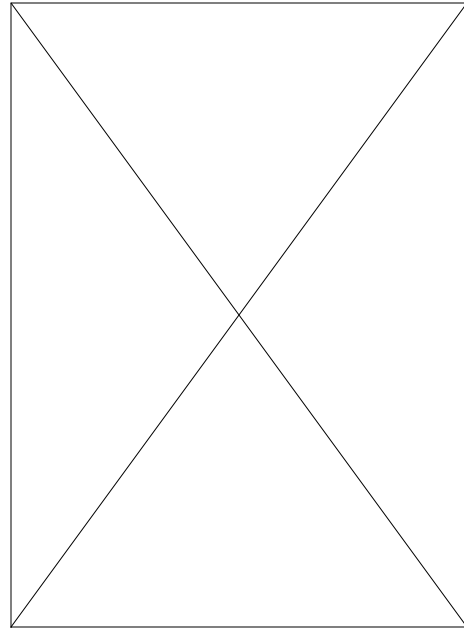
1

SECTION NAME
Daughter Page
>> Current Page
Daughter Page

Page Name

2

Product details Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula.

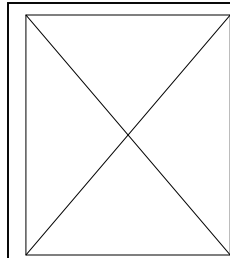


Donec lacinia massa. In turpis diam, feugiat vitae, rutrum ut, semper ac, sapien. Proin pede. Suspendisse nec purus dignissim pede consequat mollis. Nulla id augue. Integer molestie. Pellentesque facilisis, turpis vitae euismod molestie, elit dolor congue justo, non semper nisi nisl ac sapien.

Aenean imperdiet, ante vitae euismod congue, felis nisl rutrum justo, in tempus ipsum dolor a dolor. Proin porttitor enim vitae purus. Proin pretium, ante ut mollis viverra, mauris sem suscipit mauris, quis bibendum libero magna sit amet metus. Mauris tempus sem in eros. Proin gravida quam varius lorem cursus dapibus.

Vivamus mollis ante a magna. Sed nunc felis, placerat sed, hendrerit porttitor, viverra ac, lectus. Donec at turpis eu enim ornare faucibus. Etiam quam. Suspendisse viverra, nunc ac sagittis malesuada, mi leo interdum nisi, quis cursus erat neque nec lectus. Nunc odio. Vivamus semper dignissim ante. Phasellus id ante vel massa vestibulum adipiscing. Maecenas porta. Mauris euismod, neque nec vestibulum convallis, velit orci ullamcorper justo, a imperdiet urna orci at dolor. Nam at lacus. Cras posuere, elit in vestibulum cursus, ligula risus adipiscing lectus, a consectetur nunc leo placerat nibh. Phasellus at neque. Suspendisse potenti. Suspendisse quis ipsum quis diam congue tempor. Pellentesque tellus nisl, mollis vitae, hendrerit ut, molestie scelerisque, mi. Donec dolor. In dolor lacus, dapibus ut, dignissim ac, sodales id, justo. Nunc pellentesque nisl sed odio. Aliquam erat volutpat.

3



Feature
pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper. Donec viverra diam quis quam. Nam rutrum Velit id euismod >

Similar Pages
Crosslink >

UX Notes

Dev Notes

- 1 Content pages are used for single story pages. Note the Secondary Nav and the Alt Nav are suppressable.
- 2 Content is presented in the Main Content Area, possibly accompanied by an image or images.
- 3 Note that the footer links may be pushed below the fold by long content.
- 4 Related messaging is placed in the right column. This may crosslink to other sections.



Careers | Dietary Restriction Lists | FAQ | News

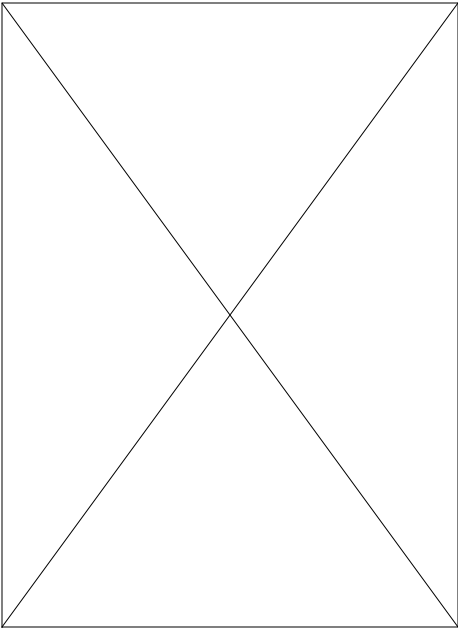
[Our Products](#) | [Nutrition and Health](#) | [Sustainability](#) | [About Us](#)

[Home](#) >> [Sustainability](#) >> [Conserving Energy](#) >> Casa Grande

SUSTAINABILITY
Conserving Energy
[Solar Power](#)
 >> [Casa Grande](#)
[Leed Rochester HQ](#)
[Natural Light](#)
[Thermal Savings](#)
[Hybrid Sales Cars](#)
[HX Upgrades](#)
[Natural Gas Reduction](#)
[Saving Water](#)
[Minimizing Waste](#)
[Reducing Emissions](#)

Casa Grande

This content page will tell the Casa Grande story through a mix of stories and fact. Casa Grande's story will be told through a mix of rich media (extended from / clipped from the creative on 3.0 Sustainability), copy, images and explanatory illustration.



Solar Power
 pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper. Donec viverra diam quis quam. Nam rutrum [Velit id euismod](#) >

{TBD}

[Privacy Policy](#) | [Terms of Service](#) | [Contact Us](#) | [Product Locator](#)

UX Notes

Dev Notes

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Careers | Dietary Restriction Lists | FAQ | News

 Search

Our Products

Nutrition and Health

Sustainability

About Us

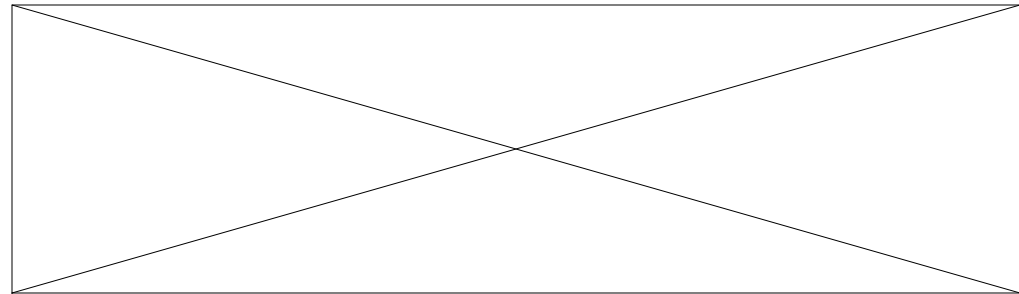
Home >> Parent Name >> {Page Name}

Current Page

- [Daughter Page](#)
- [Daughter Page](#)
- [Daughter Page](#)

Title

Product details Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas Aliquam in sculis erat in felis. Nulla nisi **1** dnderit vel, volutpat non, scelerisque nec, lectus.



Aenean condimentum, purus sed malesuada gravida, felis arcu ullam corper sapien, ac facilisis elit libero sed ligula.

Donec lacinia massa. In turpis diam, feugiat vitae, rutrum ut, semper ac, sapien. Proin pede. Suspendisse nec purus dignissim pede consequat mollis.

Nulla id augue. Integer molestie. Pellentesque facilisis, turpis vitae euismod molestie, elit dolor congue justo, non semper nisi nisl ac sapien. Aenean imperdiet, ante vitae euismod congue, felis nisl rutrum justo, in tempus ipsum dolor a dolor. Proin porttitor enim vitae purus. Proin pretium, ante ut mollis viverra, mauris sem suscipit mauris, quis bibendum libero magna sit amet metus. Mauris tempus sem in eros. Proin gravida quam varius lorem cursus dapibus.

Proin porttitor enim vitae purus. Proin pretium, ante ut mollis viverra, mauris sem suscipit mauris, quis bibendum libero magna sit amet metus. Mauris tempus sem in eros. Proin gravida quam varius lorem cursus dapibus.

Nulla id augue. Integer molestie. Pellentesque facilisis, turpis vitae euismod molestie, elit dolor congue justo, non semper nisi nisl ac sapien. Aenean imperdiet, ante vitae euismod congue, felis nisl rutrum justo, in tempus ipsum dolor a dolor. Proin porttitor enim vitae purus. Proin pretium, ante ut mollis viverra, mauris sem suscipit mauris, quis bibendum libero magna sit amet metus. Mauris tempus sem in eros. Proin gravida quam varius lorem cursus dapibus.

Proin porttitor enim vitae purus. Proin pretium, ante ut mollis viverra, mauris sem sus **2** is, quis bibendum libero magna sit amet metus. Mauris tempus sem in eros. Proin gravida quam varius lorem cursus dapibus.

{TBD} E-mail Print

[Privacy Policy](#) | [Terms of Service](#) | [Contact Us](#) | [Product Locator](#)

UX Notes

Dev Notes

- | | |
|---|---|
| 1 | The C2 page is intended as a single story terminal page that does not have alternate content. |
| 2 | Content well can include text and/or image(s). |

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Careers Dietary Restriction Lists FAQ News		<input type="text"/> <input type="button" value="Search"/>	
Our Products	Nutrition and Health	Sustainability	About Us
Home >> Privacy Policy			
HOME >> Privacy Policy	<h2>Privacy Policy</h2> <p>Product details Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus.</p> <p>Aenean condimentum, purus sed malesuada gravida, felis arcu ullam corper sapien, ac facilisis elit libero sed ligula.</p> <p>Donec lacinia massa. In turpis diam, feugiat vitae, rutrum ut, semper ac, sapien. Proin pede. Suspendisse nec purus dignissim pede consequat mollis.</p> <p>Nulla id augue. Integer molestie. Pellentesque facilisis, turpis vitae euismod molestie, elit dolor congue justo, non semper nisi nisl ac sapien. Aenean imperdiet, ante vitae euismod congue, felis nisl rutrum justo, in tempus ipsum dolor a dolor. Proin porttitor enim vitae purus. Proin pretium, ante ut mollis viverra, mauris sem suscipit mauris, quis bibendum libero magna sit amet metus. Mauris tempus sem in eros. Proin gravida quam varius lorem cursus dapibus.</p> <p>Proin porttitor enim vitae purus. Proin pretium, ante ut mollis viverra, mauris sem suscipit mauris, quis bibendum libero magna sit amet metus. Mauris tempus sem in eros. Proin gravida quam varius lorem cursus dapibus.</p> <p>Nulla id augue. Integer molestie. Pellentesque facilisis, turpis vitae euismod molestie, elit dolor congue justo, non semper nisi nisl ac sapien. Aenean imperdiet, ante vitae euismod congue, felis nisl rutrum justo, in tempus ipsum dolor a dolor. Proin porttitor enim vitae purus. Proin pretium, ante ut mollis viverra, mauris sem suscipit mauris, quis bibendum libero magna sit amet metus. Mauris tempus sem in eros. Proin gravida quam varius lorem cursus dapibus.</p> <p>Proin porttitor enim vitae purus. Proin pretium, ante ut mollis viverra, mauris sem suscipit mauris, quis bibendum libero magna sit amet metus. Mauris tempus sem in eros. Proin gravida quam varius lorem cursus dapibus.</p>		
Similar Pages Terms of Service >			
<p>{TBD} <input type="button" value="E-mail"/> <input type="button" value="Print"/></p> <p>Privacy Policy Terms of Service Contact Us Product Locator</p>			

UX Notes

Dev Notes

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Careers | Dietary Restriction Lists | FAQ | News Search

Our Products **Nutrition and Health** **Sustainability** **About Us**

Home >> Our Products >> Recipes

OUR PRODUCTS

- Brands
- Product Finder
- New Products
- Coupons & Samples
- >> Usage Recipes

Recipe 1	Product Name	Product(s) Used
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	
Lorem Ipsum	dolor sit amet , consectetuer	

UX Notes

- 1 Recipes are listed alphabetically by name.
- 2 Each recipe line includes a notation as to which products are used in the recipe. Product names are linked to the product pages.

Dev Notes

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

Project name: Frito-Lay Redesign Prepared by: Atmosphere
Last Edit: Thursday, October 02, 2008 Company: Atmosphere

 Search

Our Products

Nutrition and Health

Sustainability

About Us

Home >> Parent Page >> Current Page

SECTION NAME

Daughter Page
>>Daughter Page
Daughter Page

1

Similar Pages
Crosslink >

2

- Show Only
- Lorem
 - Ipsum
 - Dolor
 - Sit Amet
 - Consectetuer
 - Proin Nulla

3
Lorem ipsum

- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit a **4** nsectetuer adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.

- [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ut est. Morbi sit amet sem sed nulla auctor hendrerit. Proin nulla. Aliquam nec erat. Nunc quam turpis, vulputate nec, dignissim vel, rhoncus eu, elit. Sed semper, massa sit amet cursus hendrerit, ipsum lacus congue dolor,

- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.
- + [Lorem ipsum](#) dolor sit amet, consectetur adipiscing elit.

UX Notes

Dev Notes

1	Secondary Nav is available on complex list pages.
2	Complex List pages may include scoping elements that operate immediately on listed items. This filtering mechanism will be separate from the content and can be developed after the initial launch.
3	Listed items are in alphabetical order by title. Title is linked and followed by a short description of item.
4	Each Listed item includes an expansion option that displays content when activated, and hides when deactivated. Subcontent may include nested lists.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Careers | Dietary Restriction Lists | FAQ | News

Our Products | **Nutrition and Health** | **Sustainability** | **About Us**

Home >> About Us >> News >> Press Release Archive

OUR PRODUCTS
 >> Brands
 Product Finder
 New Products
 Coupons and Samples
 Usage Recipes

Brands 1

Popular Brands

- CHEETOS
- DORITOS
- FRITOS
 - [FRITOS BBQ Flavored Corn Chips](#)
 - [FRITOS Chili Cheese Flavored Corn Chips](#)
 - [FRITOS FLAMIN' HOT® Flavored Corn Chips](#)
 - [FRITOS FLAVOR TWISTS™ Honey BBQ Flavored Corn Chips](#)
 - [FRITOS Original Corn Chips](#)
 - [FRITOS Pinch of Salt Corn Chips](#)
 - [FRITOS SCOOPS!® Corn Chips](#)
 - [FRITOS® Original Corn Chips 6 Count Singles](#)
- LAY'S
- LAY's STAX
- TOSTITOS
- SUNCHIPS 2

Additional Brands

- BAKEN-ETS
- CHESTER'S
- CRACKER JACK
- EL ISLENO
- FLAT EARTH
- FRITO-LAY
- FUNYUNS
- GAMESA
- GRANDMA'S
- MAUI STYLE
- MISS VICKIE'S
- MUNCHIES
- MUNCHOS

UX Notes

Dev Notes

1	Brands are listed alphabetically in two groups, the priority brands and all others. Products are listed under each brand on expansion of that brand.
2	Those brands which have brand pages are linked. Creative has the opportunity to highlight these links with extra copy or images. Illustrated is the bare minimum to show a brand page.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Careers | Dietary Restriction Lists | FAQ | News

Our Products | **Nutrition and Health** | **Sustainability** | **About Us**

Home >> About Us >> News >> Press Release Archive

ABOUT US
[History](#)
[Vision](#)
[Employee Recognition](#)
[Careers](#)
[News](#)
 >>Press Release Archive
[Partners](#)
[Investor Information](#)
[Contact Us](#)

Similar Pages
[FAQ >](#)

2

Show
[Select All](#)
 Financial Filings [only](#)
 Sustainability [only](#)
 Management [only](#)
 Operations [only](#)

1

Press Release Archive

+ [2008](#) dolor sit amet, consectetur adipiscing elit.
 + [2007](#) dolor sit amet, consectetur adipiscing elit.
 + [2006](#) dolor sit amet, consectetur adipiscing elit.
 - [2005](#) dolor sit amet, consectetur adipiscing elit.

[Lorem Ipsum](#) dolor sit amet, consectetur adipiscing elit.
[Lorem Ipsum](#) dolor sit amet, consectetur adipiscing elit.
[Lorem Ipsum](#) dolor sit amet, consectetur adipiscing elit.
[Lorem Ipsum](#) dolor sit amet, consectetur adipiscing elit.
[Lorem Ipsum](#) dolor sit amet, consectetur adipiscing elit.

+ [2004](#) dolor sit amet, consectetur adipiscing elit.
 + [2003](#) dolor sit amet, consectetur adipiscing elit.
 + [2002](#) dolor sit amet, consectetur adipiscing elit.
 + [2001](#) dolor sit amet, consectetur adipiscing elit.
 + [2000](#) dolor sit amet, consectetur adipiscing elit.
 + [1999](#) dolor sit amet, consectetur adipiscing elit.

UX Notes

Dev Notes

- 1** The press releases are listed in reverse chronological order in expandable boxes. The user can hide/show the releases in a year by clicking on the year label.
- 2** The filtering mechanism allows the user to find specific types of press releases. The returned list of filtered press releases would by default be expanded for all years, but those years would retain the expand/collapse functionality.

NOTE:

The filtering mechanism is entirely separable and can be developed after the initial launch.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

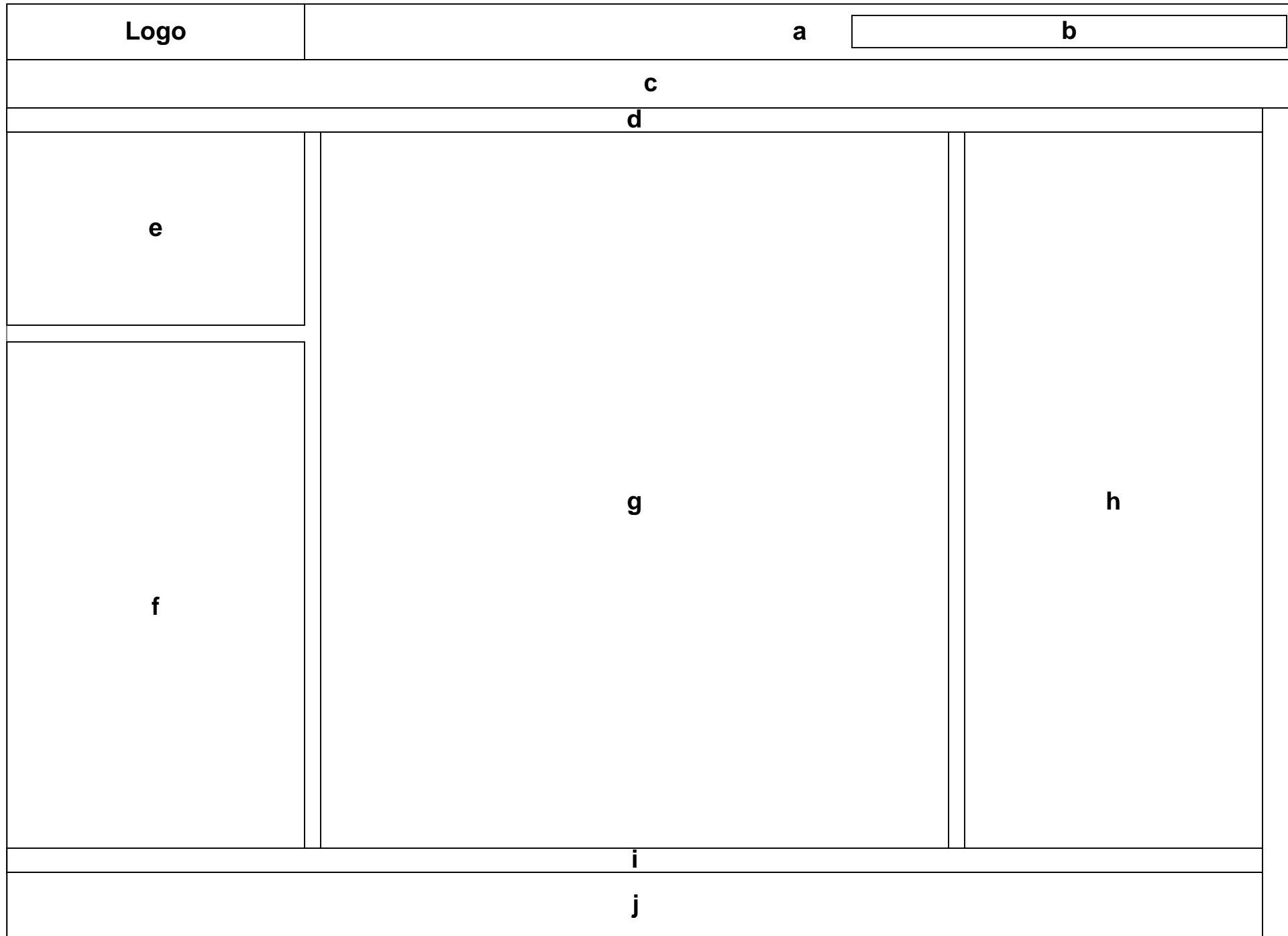


Appendices

Appendix A: Page Sections

Appendix B: Section Sizing

Appendix C: Alternate Content Modules

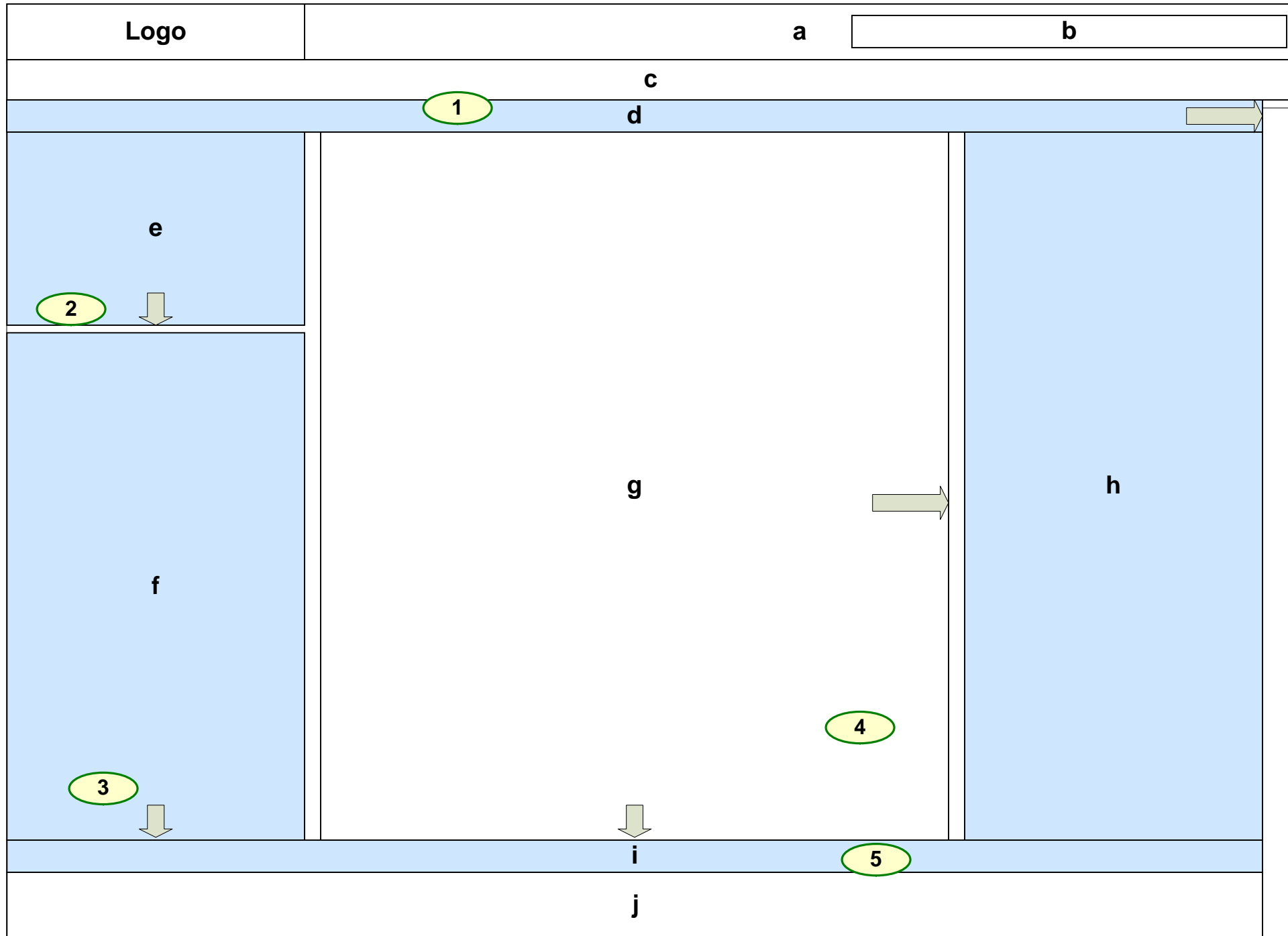


UX Notes

Dev Notes

a	Header Links – these links are visible on all pages.
b	Search – the site search is available on the top of the page. This can be omitted for space. Note search is performed against products and site pages and the results are scoped on the results page(s).
c	Primary Nav – the primary nav includes drop down menu items that go to the second level. Primary Nav is included on all pages.
d	Breadcrumbs – the breadcrumb trail is to the left under the primary nav. The breadcrumb can be omitted for space and NOT present on the home page.
e	Secondary Nav – pages below the home page may include secondary nav which is top left. Secondary Nav is not included in search results pages.
f	Alt Nav – alternative navigation schemes – similar products, related content etc. is placed below the secondary nav. This section is optional.
g	Main Content Area - Every page has a main content area. The size and dimensions of the area may change if i:Secondary Content is removed.
h	Secondary Content Area – any content that is connected to the main content but is not primarily navigation is placed on the right of the page. This section is optional.
i	Page Tools – e-mail and print options are just below the nav. Can be omitted for space.
j	Footer Links – Footer links are seen on every page. If the page stretches below the fold, the Footer Links section moves down so it is always below the bottom of the Main or Secondary Content Area(s)

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



UX Notes

Dev Notes

- 1** The Breadcrumb section is fixed to the left side and expands as necessary to contain the text of the breadcrumb. If needed, the page tools (e) sections may be removed in favor of the breadcrumbs.
- 2** The Secondary Nav (f) is fixed to the left side and expands only vertically as needed. In the case of S2 pages, it is moved downwards to accommodate the expanded content (h) section.
- 3** The alternate content in the left column holds to the left side and expands downwards as needed. This section also slides downwards as needed, to make room for the Secondary Nav (f)
- 4** The Main Content Area (h) is fixed to the left column or slides to the left side and expands to the right and/or downward as needed. The Main Content Area is required for each page.
- 5** The Footer Links section maintains the width of the window from the left column to the right side. If the left column is suppressed, the footer links is fixed to the right side and expands to the left side. This section slides downwards as needed, to remain below the Main content Area (h).

White Boxes are Required

Blue Boxes are Optional

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs



Home

{No secondary nav or breadcrumbs at home page}

1st Level

[Home](#) >> Section Page

1

SECTION PAGE
[Daughter Link 1](#)
[Daughter Link 2](#)
[Daughter Link 3](#)

Related Information
[Daughter Crosslink 1 >](#)

2nd Level

[Home](#) >> [Section Page](#) >> Daughter Link 2

2

SECTION PAGE
[Daughter Link 1](#)
>>[Daughter Link 2](#)
 [Granddaughter Link a](#)
 [Granddaughter Link b](#)
 [Granddaughter Link c](#)
[Daughter Link 3](#)

Related Information
[Granddaughter Crosslink a >](#)

4

3rd Level

[Home](#) >> [Section Page](#) >> [Daughter Link 2](#) >> Granddaughter Link a

3

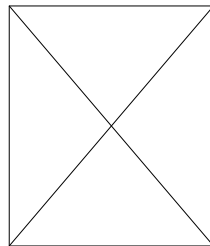
SECTION PAGE
[Daughter Link 1](#)
[Daughter Link 2](#)
 >>[Granddaughter Link a](#)
 [Granddaughter Link b](#)
 [Granddaughter Link c](#)
[Daughter Link 3](#)

UX Notes

Dev Notes

1	At 1 st Level (Section Top Pages) the secondary nave has the linked section title at the top of the nav and all daughter links (and crosslinks) listed below it.
2	At 2 nd Level (typically a F1 Feature Page or C1 Content Page) the linked section title remains at the top of the secondary nav, the daughter links are still below, and the clicked on daughter link is highlighted. If the clicked on daughter link (i.e. current page) has any descendent links, they are listed below the highlighted label and indented slightly.
3	At the 3 rd Level, the navigation looks identical to the 2 nd level with the exception of highlighting. The 2 nd level parent link is not highlighted, the 3 rd level (current page) is highlighted.
4	Crosslinks and the crosslink element show up as needed to show the crosslinks assigned to the current page.

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs

1

Nutrition and Health
 pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper. Donec viverra diam quis quam. Nam rutrum [Velit id euismod >](#)

1 Nutrition and Health content modules will include text and an optional image. This element should take up the entire width of the enclosing column and stretch vertically to contain its text.

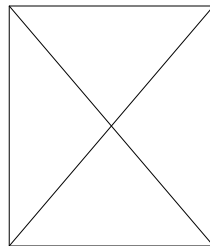
News

Lorem Ipsum
 pulvinar, ipsum et ullamcorper venenatis, [velit id euismod >](#).

Lorem Ipsum
 pulvinar, ipsum et [velit id euismod >](#).

Lorem Ipsum
 pulvinar, ipsum et ullamcorp **4**
 venenatis, Nam. [velit id euismod >](#).

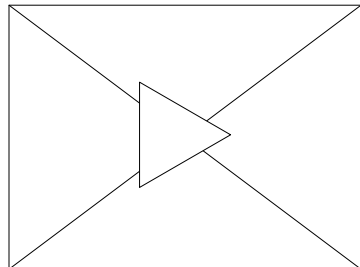
4 News elements are text only. They can include up to three news items, each made up of a title, short text description and a link to the appropriate page/website. This element should take up the entire width of the enclosing column and stretch vertically to contain its text.



2

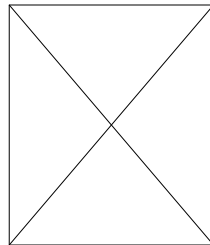
Sustainability
 pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper. Donec viverra diam quis quam. Nam rutrum [Velit id euismod >](#)

2 Sustainability content modules will include text and an optional image. This element should take up the entire width of the enclosing column and stretch vertically to contain its text.



Brighter Living
 pulvinar, ipsum et ullamcorper venenatis, [Velit id euismod](#) **5**

5 Video / Brighter Living Module. This module includes a still image of the video to which it links. On clicking on the preview image or the link in the text description, the video plays as a popup window over the web page. This element should take up the entire width of the enclosing column and stretch vertically to contain its text. Note the preview image is a fixed size and does not stretch to fit its containing box.



3

Employee Spotlight
 pulvinar, ipsum et ullamcorper venenatis, quam ligula iaculis nunc, quis semper. Donec viverra diam quis quam. Nam rutrum [Velit id euismod >](#)

3 Employee Content content modules will include text and an optional image OR it may be a video, in which case it should use the Video Module design. This element should take up the entire width of the enclosing column and stretch vertically to contain its text.

UX Notes

Dev Notes

Disclaimer: Layout displayed in this diagram represents information structure only and should not be construed as final screen designs