Splendajourney.com Reskin Wireframes

Submitted By:	Atmosphere BBDO
Submitted To:	Splenda
Dated:	24 September 2008
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ATMOSPHERE **BBDO**

Logo/Banner Intro
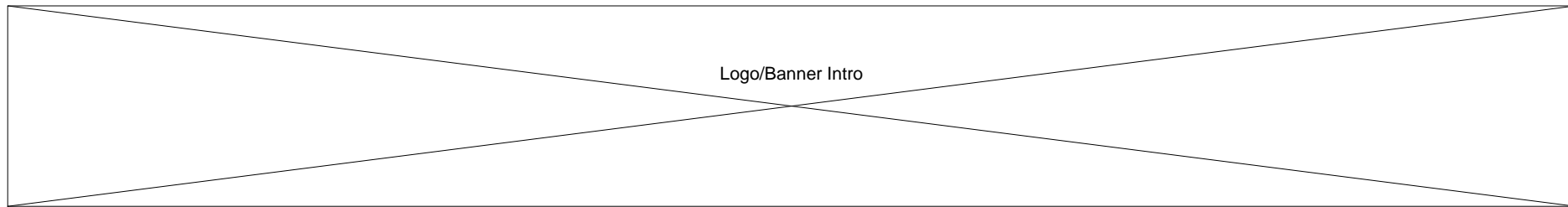
Now Playing
Name McNameson
Age, Location, ST

Mom Photo

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean tellus. Pellentesque euismod orci ut quam. Aenean at dolor feugiat eros placerat ultrices. Quisque nulla. Praesent commodo. Proin eget pede quis leo condimentum porta.

More Info

See the recipe by this mom

Mom Photo **Meet Name McNameson**

Mom Photo **Meet Name McNameson**

Mom Stories

Video Title | **Lorem ipsum** X:XX
dolor sit amet, consectetuer adipiscing elit. Suspendisse cursus neque scelerisque.
Info

Video Title | **Lorem ipsum** X:XX
dolor sit amet, consectetuer adipiscing elit. Suspendisse cursus neque
More Info

Video Title | **Lorem ipsum** X:XX
dolor sit amet, consectetuer adipiscing elit. Suspendisse cursus neque scelerisque.
More Info

▶ ◀◀ ▶▶ Now Playing: Video Name | Send to a Friend | 🔊))

Your Stories

In hac habitasse platea dictumst.
Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque Suspendisse luctus vestibulum nulla…
Name McNameson, Location, ST

Read More Stories

Submit your own story

Fold

Other Splenda Stories

Video Title | **Lorem ipsum** X:XX
dolor sit amet, consectetuer adipiscing elit. Suspendisse cursus neque scelerisque eros. Aliquam suscipit velit. Fusce lacus.

Video Title | **Lorem ipsum** X:XX
dolor sit amet, consectetuer adipiscing elit. Suspendisse cursus neque scelerisque eros. Fusce lacus metus, consequat vitae.

Video Title | **Lorem ipsum** X:XX
dolor sit amet, consectetuer adipiscing elit. Suspendisse cursus neque scelerisque eros. Aliquam suscipit velit. Fusce lacus metus, consequat vitae.
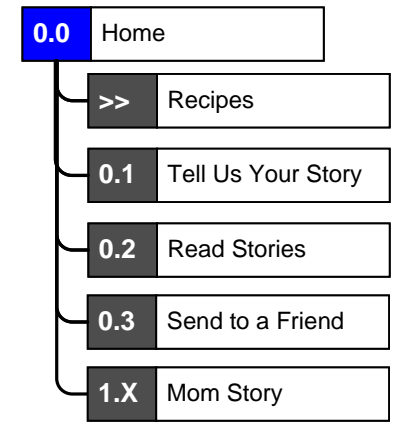
Splendidlife.com link

Splenda.com | Privacy Policy | Legal Notice

UX Notes

1	Video player includes standard controls such as play/pause, volume control and scrub bar. This player also includes next and previous buttons which call up the next and previous videos within its group (Moms/Other stories). Send to Friend button calls 0.3 in a popup.
2	Short mom bios are on the left, giving presenters' name, age, location and a short description. One bio at a time is expanded. This section operates semi-independently of the videos, allowing user to explore each bio, however, on the start of a new video, the corresponding bio expands into this area.
3	More Info links to 1.X Mom Story, which is a page of further information about the mom that is currently in the video. If "Non-Mom" video is playing, there is no "More Info" link. NOTE this is a post-launch feature.
4	Recipe Link calls up the recipe that is mentioned in the video. If specific recipe is not available, a generic link to Splenda recipe archive.
5	Each mom is represented by a photo and a link. On click of link, the currently expanded bio collapses, the clicked bio expands to show the short intro, link to the full Mom Story Page and the recipe link.
6	Mom Stories are highlighted as part of the video player, each video is displayed with a small preview image, title, running time and a short profile of the presenter. On click of video image or title, the preview/ profile visually shows it is the currently playing video, the video starts playing and the corresponding bio to the left expands.
7	Read More Stories stories links to 0.2 Read Stories in a popup page. The Tell Us Your Story is a button that links to 0.1 in a popup. NOTE this is a post-launch function and Splenda is responsible for populating this area with content.
8	The existing videos are presented as a list in alphabetical order, with title, running time and short synopsis. Videos play in the regular video player.

Site Map

0.0	Home
>>	Recipes
0.1	Tell Us Your Story
0.2	Read Stories
0.3	Send to a Friend
1.X	Mom Story

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Logo/Banner Intro

Back to Home   **1**

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Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque pharetraSuspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque pharetra Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit.

2

Mom Photo

Name McNameson
Age, Location, ST

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{Mom Recipe on Splenda.com}

{Mom Recipe on Splenda.com}

{Mom Recipe on Splenda.com}

{Mom Recipe on Splenda.com}

{Mom Name's} Stories
In hac habitasse platea dictumst.
Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque Suspendisse luctus vestibulum nulla.   **4** an vitae felis ac velit scelerisque Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque pharetra
Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque Suspendisse

September 10

UX Notes

1	At the top left of the page, there is a 'back' button to allow user to go back to the splendajourney.com home page.
2	The primary section of the page is taken up by content about the mom, whether that is a long article, an interview, or other content. Photos are interspersed in this section to give it a magazine appearance. Links to the video presentation (home page with corresponding video in the player) or other pages are allowable in this section. NOTE: Content for this section to be supplied by Rivet. AtmosphereBBDO will provide the template, but not the content.
3	The mom profile is repeated on this page in case users have landed here from an unknown source (search, external link etc.). This profile will include links to this mom's recipe(s) which are housed on splenda.com.
4	Mom messages/blog. The mom featured on this page is given the opportunity to write in more stories, for the site, which can include text, images or links. If no such entries exist, this section is not visible.

Site Map

0.0	Home
>>	Recipes
0.1	Tell Us Your Story
0.2	Read Stories
0.3	Send to a Friend
1.X	Mom Story

NOTE:

This page is slated as a post-launch feature to be populated as the content is available. This page does not exist until content is provided and link to this page should not appear until this page exists.

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UX Notes

1	The existing form for the Splenda Recipe Club is used, with the addition of a story title, story box and a close box (upper right).
2	On submit, if user has completed the required fields, the same popup displays 0.1 Thank You. If there is a validation error, this form is returned and the label of the error field is changed to red.

Site Map
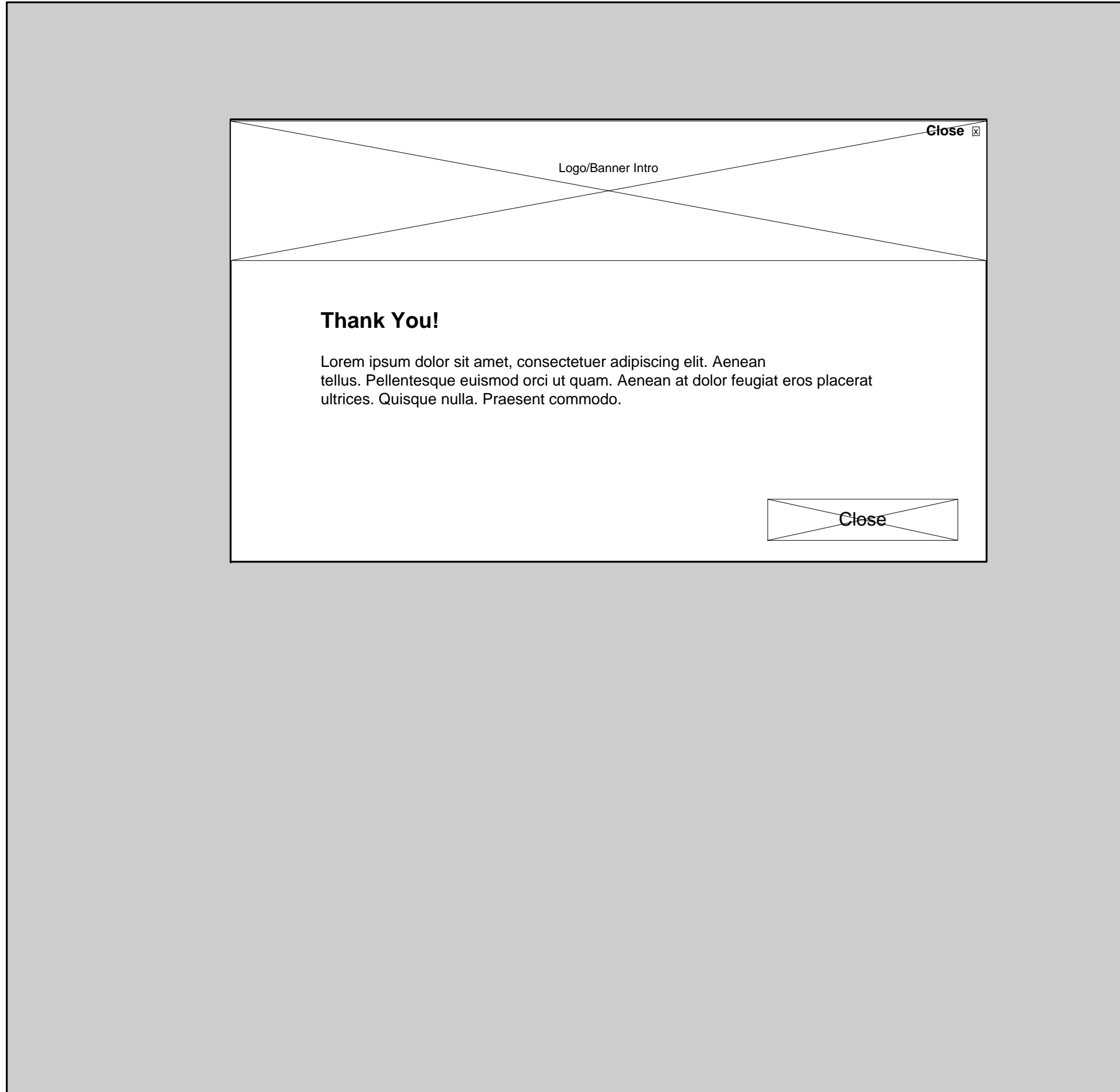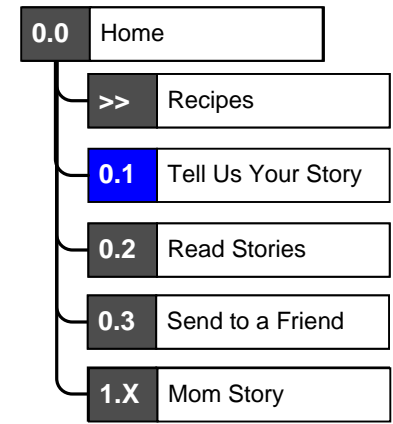
0.0	Home

>>	Recipes

0.1	Tell Us Your Story

0.2	Read Stories

0.3	Send to a Friend

1.X	Mom Story

Close ⊠

Logo/Banner Intro

(1)

First Name*

Last Name*

E-mail Address*

Confirm E-mail Address*

Address Line 1

Address Line 2

City*

State*

ZIP Code*

Age Range ▼

Gender ▼

Your Story Title

Your Story*

☐ Please sign me up for the Splenda Recipe Club.

☐ You have my permission to use and publish the information I have provided above. I Accept the Terms and Conditions of the Privacy Policy.*

* Required Fields

(2) Send

ATMOSPHERE
BBDO

UX Notes

1	On successful completion of Tell Us Your Story, popup changes to Thank You.

Site Map

0.0	Home
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0.2	Read Stories
0.3	Send to a Friend
1.X	Mom Story

Logo/Banner Intro

Close ⊠

Thank You!

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ultrices. Quisque nulla. Praesent commodo.

Close

Logo/Banner Intro

Close ⊠

(1)

Your Stories

In hac habitasse platea dictumst. Donec ut turpis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque pharetra. Proin ac enim.
Name McNameson, Location, ST   Send to a Friend

Lorem Ipsum
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Name McNameson, Location, ST   Send to a Friend

per inceptos
himenaeos. Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque pharetra. Proin ac enim.
Name McNameson, Location, ST   Send to a Friend

In hac habitasse platea dictumst. Donec ut turpis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Suspendisse luctus vestibulum nulla. Aenean vitae felis ac velit scelerisque pharetra. Proin ac enim.
Name McNameson, Location, ST   Send to a Friend

Close

(2)

NOTE:

This page does not exist until there is at least one user submitted story. The link to the page should not appear until there is one or more stories.

UX Notes

1	User Stories are presented in chronological order, each story comprised of a title, story, name, location. The list is presented in a scrolling box that can accommodate all user stories. Each user story includes a "Send to a Friend" link that calls 0.3 Send to a Friend in order to send that specific story.
2	This popup includes a prominent close button at the bottom of the page in addition to the usual close box at the top right.

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1.X	Mom Story

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UX Notes

| 1 | Send to a Friend is an existing function that links off of a video in order to send that video. There are no functional changes to this screen. |

Site Map

- **0.0** Home
  - **>>** Recipes
  - **0.1** Tell Us Your Story
  - **0.2** Read Stories
  - **0.3** Send to a Friend
  - **1.X** Mom Story

Close ☒

Logo/Banner Intro

(1)

Send to a Friend

Your Name*

Your E-mail Address*

By submitting an e-mail address, you are requesting that we contact on your behalf the person you specify here. Your contact information and your friend's contact information are required, but they will not be used other than to distribute the communication you request.

Your Friends E-mail Address*

Send

* Required Fields

Use this form to send this information to your friend(s).
example: JSmith@company.com. To send this link to multiple people, separate addresses with a comma(,). You won't be sent an error message if the e-mail address you enter is incorrect, so please make sure it's correct.
Your e-mail will say, "Hi, I found a page on the Splenda Journey site that I thought you might be interested in. Just follow the link below to see for yourself."
We will send this message to your friend(s) on your behalf. We do not store this information. Please see our Privacy Policy.

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