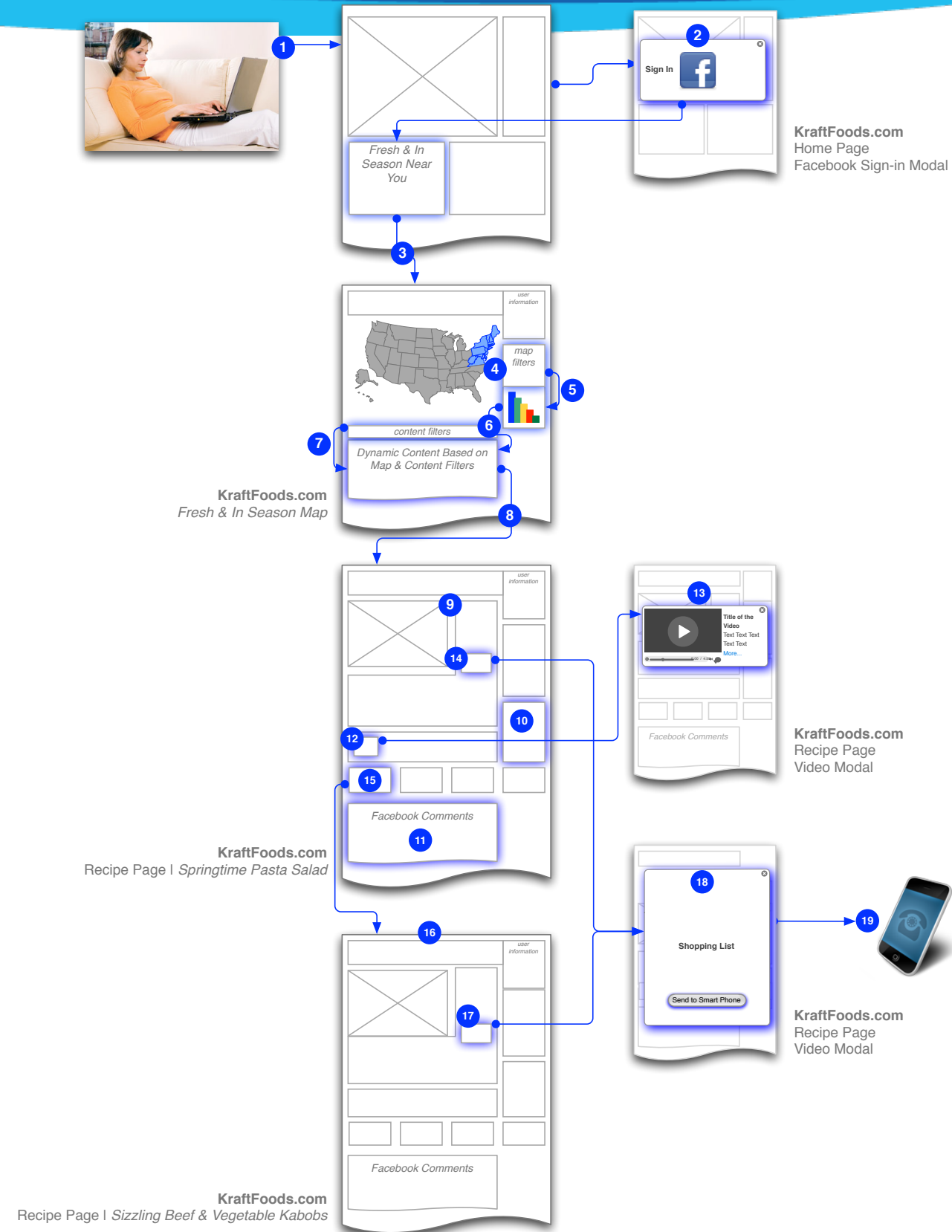


User Flow 1, Part 1: Web Site Path



Web Site Path

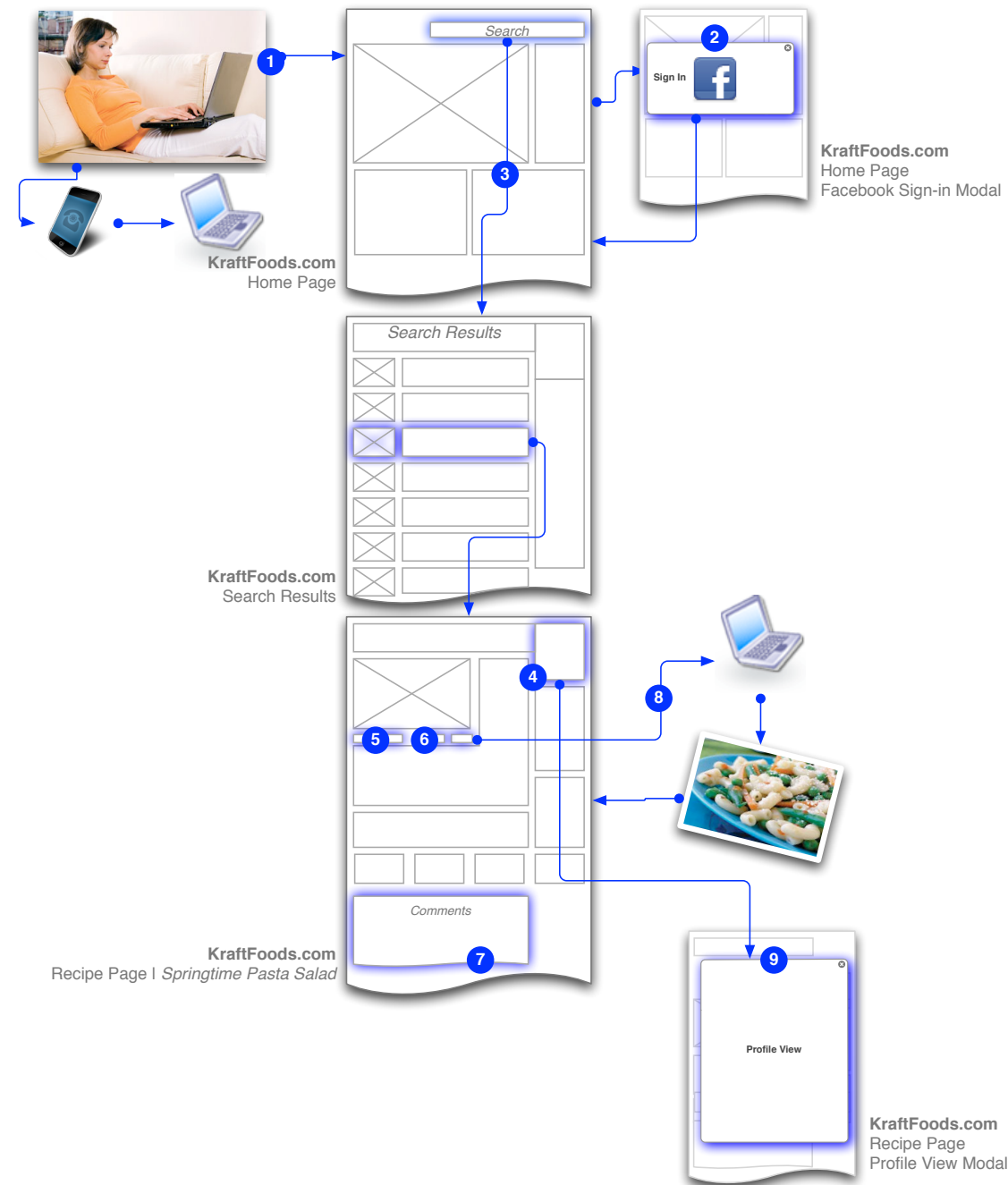
- 1) She selects KraftFoods.com from her bookmarks and lands on the homepage and sees a *[Fresh & In Season Near You]* content feature.
- 2) She logs in to KraftFoods.com using her Facebook login and the content feature displays a short list of things that are in season in the *[Northeastern US]* *[Strawberries, Peas, Asparagus]* – followed by a *[see all in-season foods near you]* link.
- 3) She follows the link to the *[Fresh & In Season]* Map
- 4) Since she already logged in she sees that in the *[Northeastern US]* near *[Connecticut]* that *[Peas]* are trending. She also sees the fill list of foods near her that are fresh and in season: *[Strawberries, Peas, Asparagus, Carrots, Cherries, Onions, Spinach, Cherry Tomatoes, Cucumbers, Blueberries]*
- 5) She selects *[Peas]* from the list (the map adds another viewer to the *peas* trend on the map)
- 6) The list below the map auto-populates with a list of content from the site that is related to *[Peas]*
- 7) She selects *[Recipes]* from the *[filter by]* menu at the top of the list and she opts to *[sort by rating]*
- 8) She sees an interesting recipe *[Springtime Pasta Salad]*, which has a five-star rating, and is tagged *[healthy]* and clicks over to it (an additional visit to this recipe is added to the trend map)
- 9) Arriving on the recipe page she scans it. Perfect, it looks easy enough – she's feeling inspired.
- 10) Scanning further down the page she sees a promotion for *[\$1 off Kraft Parmesan Cheese at Shop-Rite]* – perfect, because she is almost out of Parmesan Cheese
- 11) She takes a quick peruse of the comments; someone mentions *[shucking peas]*, another user mentions *[adding asparagus to the recipe]*.
- 12) She realizes that she's never really shucked peas, but in a carousel right under the recipe the first video is a *[tips & techniques]* video from *[Kraft Cooking School]* is a video on shucking peas
- 13) She clicks on the video and it plays right in the page; she watches the video and feels empowered – shucking peas looks easy
- 14) She decides to make the recipe, so she clicks the *[add ingredients to my shopping list]* button
- 15) She also scans the page for accompaniment ideas; she sees a list of recipes *[viewed by people who viewed this recipe]* and sees a recipe for *[Sizzling Beef & Vegetable Kabobs]*
- 16) She clicks over to that recipe and decides that it would make a great protein (an additional visit to this recipe is added to the trend map)
- 17) She clicks the *[add ingredients to my shopping list]* button for this recipe as well
- 18) She decides to edit her shopping list because she has some ingredients on hand
- 19) When she finishes editing her shopping list she click the *[send to my smart phone]* button and the list is sent to her phone (a hit to each ingredient on her list is added to the trend map)

User Flow 1, Part 2: Capturing & Sharing



Capturing The Finished Dish

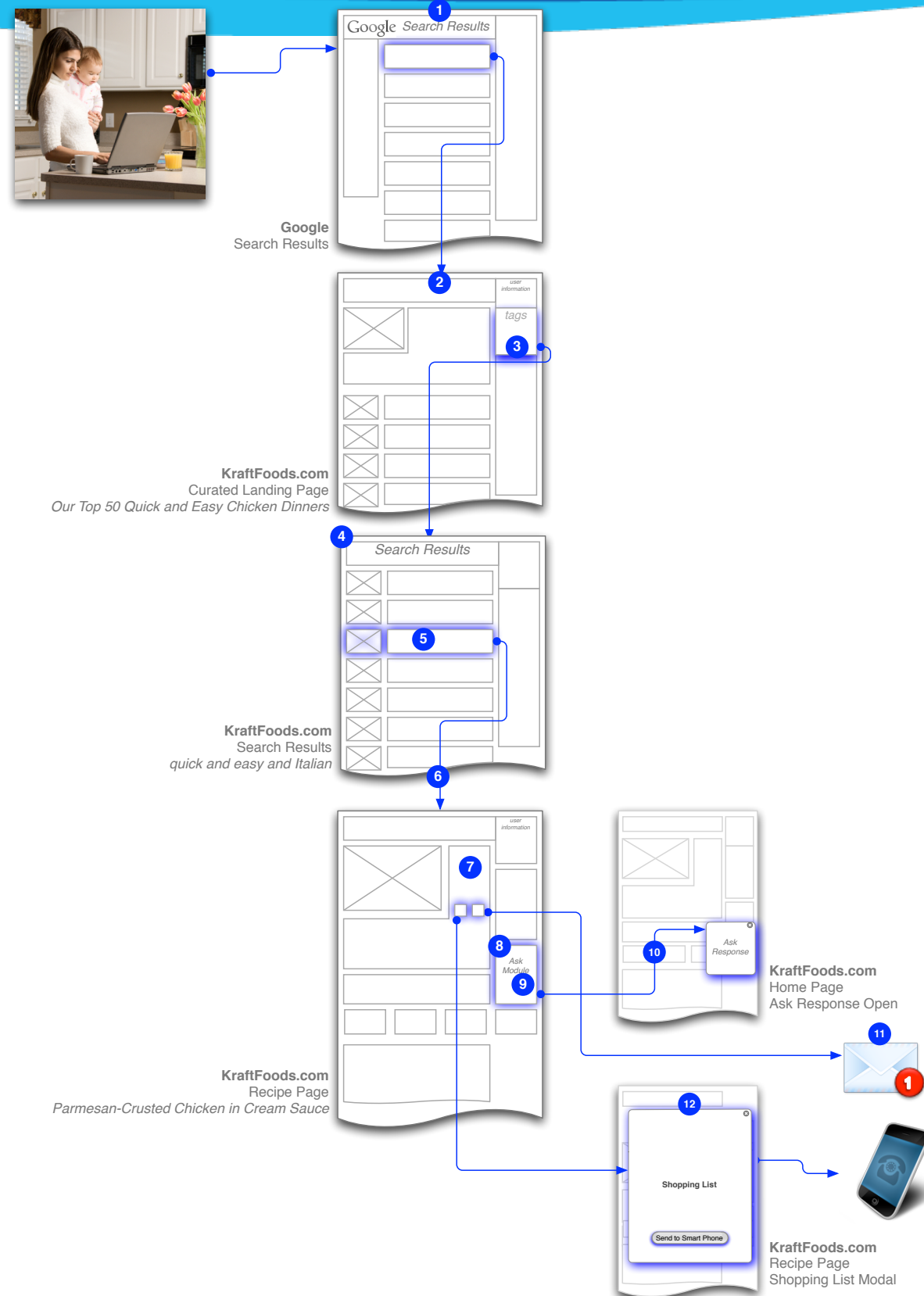
She returns from the store and cooks the recipe. She printed it out just to make it easy – she’s planning on moving her laptop to the kitchen soon, she just hasn’t gotten around to it yet. She finishes cooking and decides that she’d like to share her accomplishment. She grabs her smart phone and snaps a picture of both dishes before serving them to her family. She then sits down to enjoy a family dinner



Sharing

- 1) After dinner but before bed she takes some “me-time”. She plugs her smart phone in to her laptop and opens her browser
- 2) She goes back to [\[KraftFoods.com\]](#) and logs in again
- 3) She does a quick search for the [\[Springtime Pasta Salad\]](#) recipe
- 4) Since it was a hit with the whole family, she adds it to her [\[recipe box\]](#) (+1 status point) and clicks the [\[I've Cooked This\]](#) button (+2 status points)
- 5) She also clicks on the rating stars; she gives it a 'five' (+1 status point)
- 6) She clicks the Facebook [\[Like/Recommend\]](#) button (+1 status point and an additional like/recommendation has been added to the map for the trend generator)
- 7) She scrolls down the page a bit and comments [\[My family loved this recipe, even my son, who hated peas until tonight. I was even able to sneak a little asparagus into this dish\]](#) (+ 3 status points)
- 8) She notices that her phone has finished syncing her photos so she decides to upload a picture of the [\[Springtime Pasta Salad\]](#). She selects the [\[add your photo of this recipe\]](#) button
- 9) She uploads the picture (+5 status points), and she notices that she has a new notification in her status area – she’s just received a new badge [\[Veggie Virtuoso\]](#) (she’s cooked 10 healthy veggie recipes) and her level has changed to [\[Kitchen Culinarian\]](#) (she’s accumulated 100 status points)

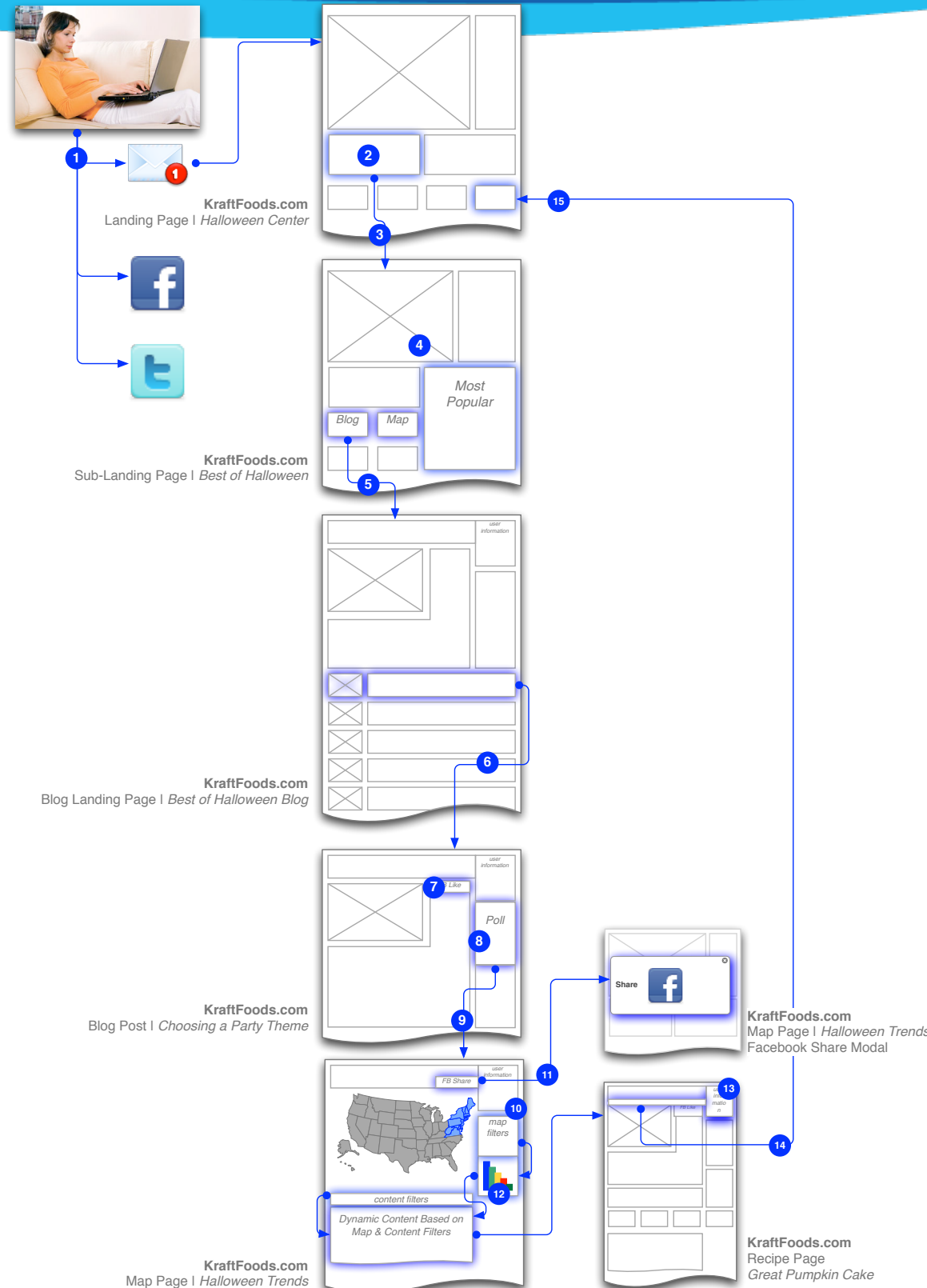
User Flow 2: Functional Search & Retrieve



Functional Search & Retrieve

- 1) She searches for *[Quick and Easy Chicken Dinner]* using Google. She glances over the list and sees a link for *[Quick and Easy Chicken Dinners]* on *[KraftFoods.com]*
- 2) She clicks the link and lands on a page on *[KraftFoods.com]*. The page *[Our Top 50 Quick and Easy Chicken Dinners]* has a large image accompanied by a paragraph of copy explain that this list represents the 50 highest rated quick and easy chicken dinners. Below is a list of those recipes.
- 3) She decides, in addition to *[quick and easy]*, she'd also like *[Italian]* recipes. She uses the tags she finds in the upper right-hand corner, she clicks on the *[Italian]* cuisine-type tag.
- 4) She navigates over to a list of *[quick and easy and Italian]* recipes.
- 5) She scans the list, and she finds *[Parmesan-Crusted Chicken in Cream Sauce]*; it is rated 5 stars.
- 6) She navigates over to the recipe and takes a quick look over it. *(an additional visit to this recipe is added to the trend map)*
- 7) Scanning further everything looks good - except - she'll need to fry the chicken – easy enough, but she's never really been good at frying things.
- 8) Looking further down the page, she sees a module *[Ask an Expert]*; she notices the question that has been posed to the expert is *[what is the best way to fry chicken?]*
- 9) She notices that the *[Kraft Kitchens expert]*, hasn't answered the question yet – but several other Kraft users have, and *[Katie G]* whose status is *[Expert Chef]* has answered: *[make sure you keep the oil temperature below 375 degrees - use a deep-frying thermometer to the check the temperature]*. She has an "Aha!" moment, realizing that she's never paid any attention to the temperature of the oil.
- 10) She clicks the *[more link]* and reads the entirety of *[Katie G.'s]* answer. *[Katie G]* has listed *[5 tips for frying chicken]*; wow! She discovers that frying is much easier than she thought.
- 11) Inspired – she clicks the *[send/share]* button on the recipe and sends it to herself.
- 12) She's got nearly every ingredient already – except the *[PHILADELPHIA Chive & Onion 1/3 Less Fat than Cream Cheese]*– so she adds that to her *[shopping list]* which she clicks into and sends immediately to her smart phone. *(a hit to it is added to the trend map)*

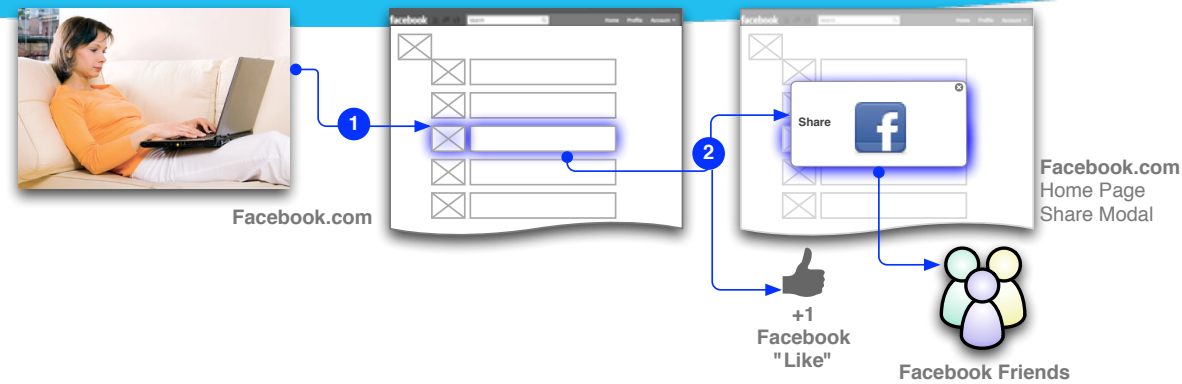
User Flow 3: Driven To Site By Email



Driven To Site By Email

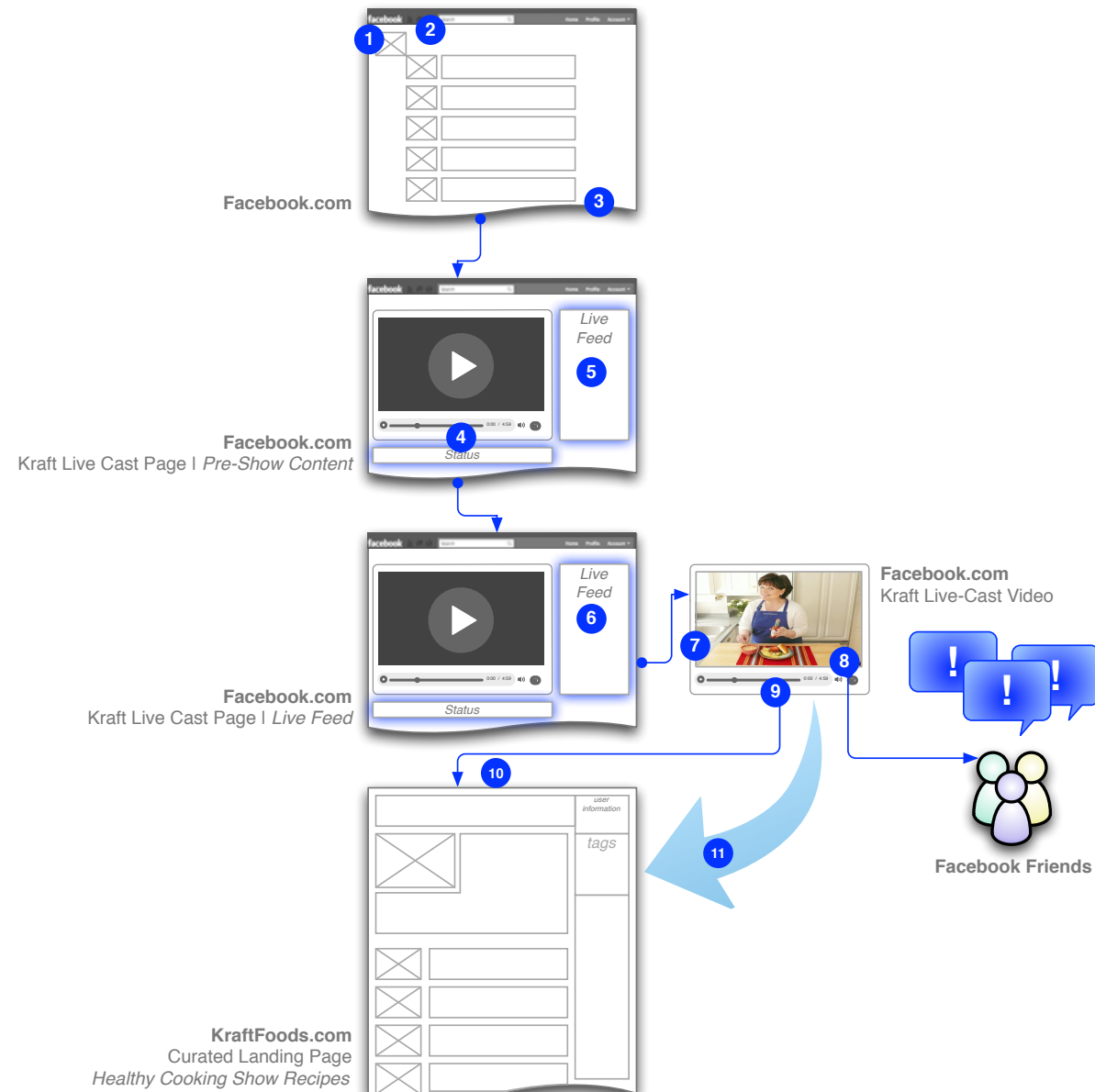
- 1) She checks her email, and sees an email (or a Tweet, or a post in her Facebook Feed) from *[KraftFoods.com]* for *[Halloween Center]*, with Halloween fast approaching she needs a little inspiration.
- 2) She clicks on the link and lands on a page - *[Halloween Center]*. Great Halloween ideas! One of the main promotions is for the *[Best of Halloween]*
- 3) She follows the link to the *[Best of Halloween]* page
- 4) On the *[Best of Halloween]* page the copy explains that this section of content has been recognized as *[the best of the Kraft Foods Halloween content]*. Some are *[members' favorites according to votes]* some have been *[selected by Kraft]*. There is also a promotion for the *[Best of Halloween Blog]*. There is also a list of *[the most popular: Costumes | Treats | Party Themes | Recipes]* and a promotion for *[see the 2011 trends on our map]*
- 5) She follows the link to the *[Best of Halloween Blog]*. She sees that that the blogger is a *[Kraft Kitchens Expert]* and the blog seems to cover a variety of topics. Perfect. She finds a post for *[Selecting Your Theme]* – it isn't too early to think about selecting a theme.
- 6) Intrigued, she follows the link. She reads the blog post – she's almost certain that the *[Scary Movie]* theme would be a huge hit with her 11-year-old son and his friends all of whom are obsessed with scary movies.
- 7) She likes the post so she clicks the *[Facebook Like]* button.
- 8) There is also a poll in the post - she is able to vote on which treats she'll be giving out – she votes *[Kraft Caramels]* – because those are her son's favorites. The results become visible, *[46%]* of the other users voted the same way she did – *[Kraft Caramels]* are going to be a popular treat this year! *(an additional vote for the choice "Kraft Caramels" posts to the map)*. She also sees a link to *[see the 2011 trends on our map]*
- 9) Interested, she clicks on the link and lands on a map *[Halloween Trends]*, she clicks on *[Connecticut]* and sees that in the *[Northeastern US]* region *[Kraft Caramels]* as a treat are trending a little lower than they are nationwide at *[34%]* – *[Oreo - Single Packs]* are trending a little higher at *[36%]*.
- 10) She clicks on the filters to the right-hand side of the map and selects *[Party Themes]* in the *[Northeastern US]* region - the *[Scary Movie]* party theme is quite popular and is trending at *[56%]*
- 11) She loves the map – and she knows a few other people who would too so she clicks the *[Share]* button and selects five other mothers from her list of Facebook friends; she knows they'll all appreciate this resource as much as she does.
- 12) What about the menu? She filters the map by *[Recipes]*. It seems that the most popular recipe is the *[Great Pumpkin Cake]* at *[67%]* – she notices that there is a most popular by: *[visit]* and *[Facebook Likes]* filter; she clicks on the *[Facebook Likes]* filter and the number is even higher *[73%]*
- 13) Inspired she clicks over to it and saves it to her *[recipe box]*. *(an additional visit is added to the trend map)*
- 14) She uses the breadcrumb navigation and returns to the *[Best of Halloween]* page
- 15) She notices a promotion for the *[Kraft Food's Best of Halloween]* segment to air on the *[Today Show on 10/15]* – she can't miss that!

User Flow 4: Social



Discovers Social Promotion

- 1) She logs in to Facebook and sees a post in her feed from KraftFoods.com [*Countdown: 5 days until the Food Network [Fresh & Healthy Family Cooking] special by Kraft Foods that is being live-cast on the Kraft Foods Facebook Tab. Make sure to tune in!*]
- 2) She "likes" the post and shares the item in her feed, inviting her friends to join in, just in case they didn't see the post



Mass Media Social Viewing Experience

- 1) She is preparing to tune in to the Food Network [*Fresh & Healthy Family Cooking*] special by Kraft Foods that is being live-cast on the Kraft Foods Facebook Tab. She logs on to Facebook a few minutes early just to make sure that she is ready
- 2) She notices that there are five new notifications her Facebook friends, even one from her sister who is all the way across the country; they all want to make sure that she is participating.
- 3) She looks at Facebook chat and sees that several of her friends are signed on.
- 4) She gets to the page and sees that the countdown has begun, and there is affiliated content in the video player. She also notices that there are 1,649 users participating
- 5) She notices that on the right-hand side of the video player there is live stream – the conversation is already underway!
- 6) The live cast begins, and the questions start rolling in. She posts a question, and the host answers! They even announce that this question is from [*Karen L.*] in [*Hartford, Connecticut*]
- 7) The host answers her question about how to [*disguise veggies so that her kids will eat them without a fuss.*]
- 8) Immediately her friends IM her.
- 9) The host announces that all of the recipes from today's simulcast will be at [*KraftFoods.com/HealthyRecipes*] and that everyone who is participating will be sent an email with coupons for several healthy Kraft products
- 10) The episode ends, she thinks "wow, thirty-minutes... over already?" and clicks over to [*KraftFoods.com/HealthyCookingShowRecipes*] to take a look at the healthy recipes from the live cast.
- 11) The simulcast is archived as unique content