

Kraft Foods | Outstandwich

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Legend



Diagram notation



Notation for diagram detail



Page to which link refers



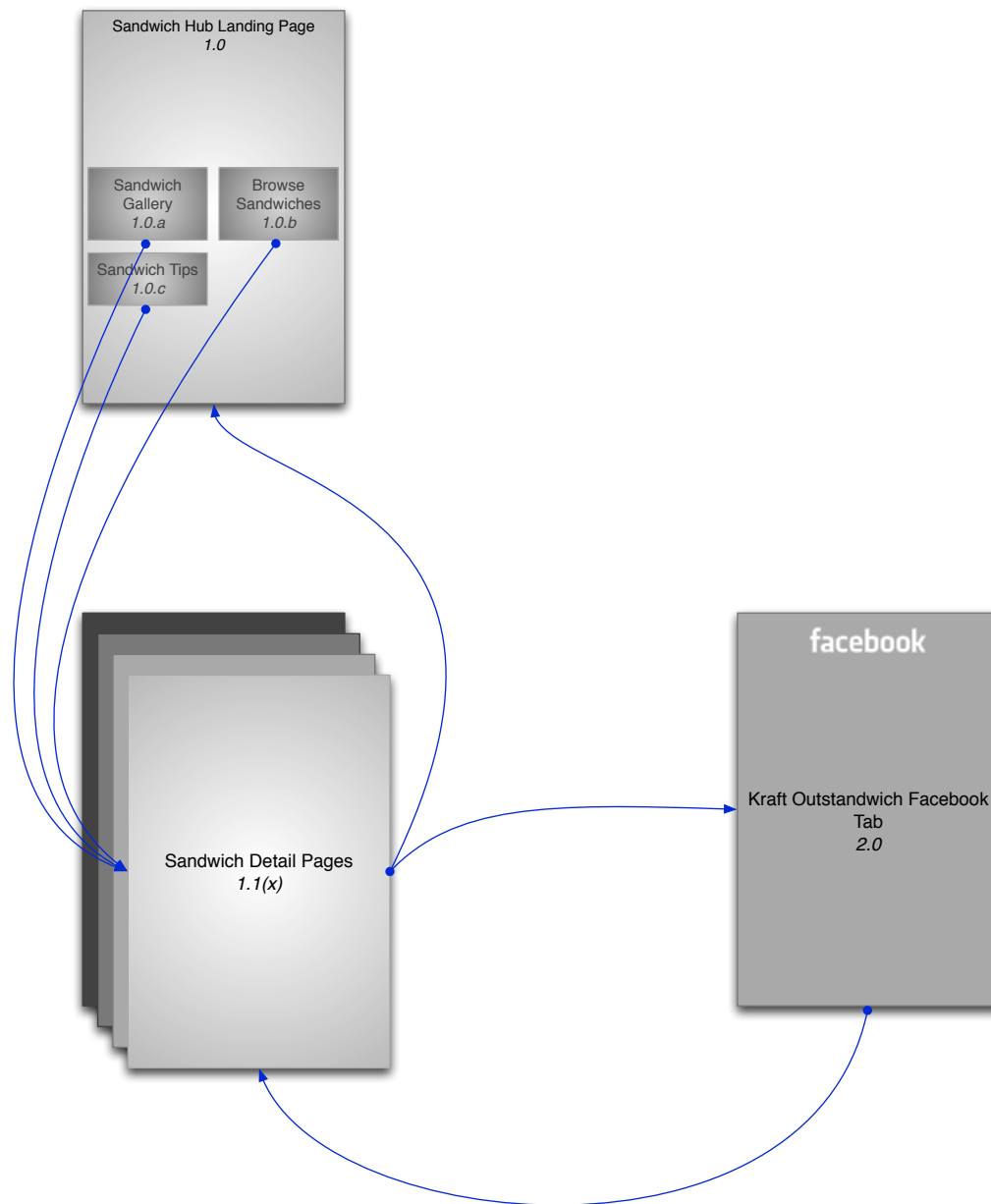
Outstanding Issue

File Name Kraft_Outstandwich_IA&Wireframes_100609_114.graffle

Version V 1.14

Creator Lance Love

Modified Wed Jun 09 2010



1.0: Sandwich Hub Landing Page

Sandwich of the Day
 Featured Brands and Products
 Relevant coupons
 Brand Promotion Unit
 Sandwich-Making Tips
 Facebook "Like" button making user a fan of Kraft Foods on
 Share buttons (Facebook, Twitter, Email)
 Video Tips
 Top 5 area featuring the Top 5 sandwiches for breakfast, lunch,
 dinner, snacks and various occasions

1.0.a: Gallery

15 - 25 featured sandwiches treated as hero content, hero
 links to sandwich detail page for its sandwich.
 Scrolling thumbnail carousel of all sandwiches in gallery
 each linking to the detail page for the particular sandwich

1.0.b: Browse By

(Final list of parameters TBD)
 Ingredients
 Meal
 Mood
 Portability
 Temperature
 Occasion
 Effort Level
 Healthiness
 Season

1.0.c: Sandwich Tips

Links to Video and Text Sandwich-Making Tips

1.1(x): Sandwich Detail Page

Sandwich ingredients and recipe
 Relevant "how-to" videos
 Relevant coupons
 Facebook Commenting
 Facebook Live Stream Feeds, if user is logged in
 Facebook "Like" button
 Share buttons (Facebook, Twitter, Email)
 Option to send sandwich to a friend*
 Printable and E-mailable shopping list including relevant coupons

2.0: Kraft Outstandwich Facebook Tab

Showcase featured sandwiches
 Features Brands and Products
 Sandwich-Making Tips
 "Send A Sandwich" application*

***Please Note:**
 Negotiations with Buddy Media are pending

1 home >>

2 [Sandwich Hub]

3 Send A Sandwich ▶

4.a Sandwich Gallery

4.b Browse Sandwiches

4.c Sandwich Tips

5



6.a

Send A Sandwich Promotional Unit

6.b

Featured Kraft Brands and Products

6.c

General Promotional Unit / Relevant Coupons

Kraft Foods | Outstandwich Sandwich Hub Page Shell

- 1 **Breadcrumb Navigation**
The breadcrumb structure and placement that is already in place on kraftrecipes.com should be used by this microsite, if possible
- 2 **Sandwich Hub Branding Header**
Space to allow for branding of the sandwich hub
- 3 **"Send A Sandwich" Button**
Navigates to the Send A Sandwich application on Facebook
- 4 **Primary Navigation for Sandwich Hub**
Allows user to navigate from among the subsections of the sandwich hub
 - 4.a Sandwich Gallery
 - 4.b Browse Sandwiches
 - 4.c Sandwich Tips
- 5 **Content Well**
Contains the content for each page
- 6 **Promotional Units**
Units to allow for the promotion of brand elements throughout the sandwich hub
 - 6.a "Send A Sandwich" Promotional Unit
 - 6.b Featured Kraft Brands and Products
 - 6.c General Promotional Unit / Relevant Coupons

[Sandwich Hub]

Send A Sandwich

Sandwich Gallery

Browse Sandwiches

Sandwich Tips

1

1.a.1 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

1.a

1.b.1 [Sandwich Name]

1.b.2 ★★☆☆☆ Like Share +

prep time [XX min]
total time [XX min]
makes [X servings]

1.b.3 [the details]
[ingredient], [meal], [mood],
[temperature], [season], [occasion]
[healthy]

1.b.4 Recipe >>

2.a.1

2.a

2

5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20

Send A Sandwich Promotional Unit

Featured Kraft Brands and Products

General Promotional Unit / Relevant Coupons

- 1 **Sandwich Hero**
Prominent image of sandwich
 - 1.a "Hotspots" which highlight specific details about sandwich
 - 1.a.1 On hover, hotspots display a tool-tip styled detail
 - 1.b Sandwich Description
 - 1.b.1 Sandwich Name
 - 1.b.2 Rating, Facebook "Like" and "Share" Buttons
 - 1.b.3 Prep Information, Quick Details, Description
 - 1.b.4 Link to Recipe/Detail Page
- 2 **Gallery Navigation**
Navigation element allows user to navigate through all sandwiches in gallery
 - 2.a Thumbnail or icon representing each sandwich in gallery, with on hover functionality
 - 2.a.1 Quick display of sandwich in thumbnail/icon displaying slightly larger image, name, rating, quick detail(?) and explicit link (although entire element should be a link)

Search

home >>

[Sandwich Hub]

Send A Sandwich ▶

Sandwich Gallery

Browse Sandwiches

Sandwich Tips

1 I Am Looking For...

2 View All Sandwiches ▶

1.a (Temperature/Meal) sandwich that has (Ingredients) that is (Healthy/Low Calorie/Top 5/Portable) I'd like it to be (Effort Level) and (Mood) It should be perfect to eat (Occasion/Season) 1.b Find My Sandwich >>

3

3.a.1 [Icons] Displaying (XXXX) Sandwiches [filtered]

3.a.2 [Utility Layer]

3.a.3 [Table Headers]

[Name]	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	[Rating/#]
3.a.4 [Thumbnail] Sandwich 1	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	[Rating/#]
3.b.1 [Thumbnail] 3.b.2 Sandwich 2	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	[Rating/#]
[Thumbnail] Sandwich 3	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	[Rating/#]
[Thumbnail] Sandwich 4	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	[Rating/#]
[Thumbnail] Sandwich 5	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	[Rating/#]

Send A Sandwich Promotional Unit

Featured Kraft Brands and Products

General Promotional Unit / Relevant Coupons

Kraft Foods | Outstandwich Browse, "Blanks", Populated Landing | 1.0.b

- 1 **Fill-In-The-Blank Filter Interface**
Sentence with blanks to allow user to select criteria for list of sandwiches
 - 1.a "Blank" which displays a utility layer on hover
 - 1.a.1 On hover, layer displays to allow for selection of criteria for the various "blanks"; selections should use check-boxes or similar control, to allow user to select multiple values
 - 1.b Submit Button for search/filter
- 2 **View All Sandwiches Navigation**
Navigation element allows user to navigate to the "View All Sandwiches" interface
- 3 **Search/Filter Results**
List of sandwiches filtered according to the selected criteria
 - 3.a List utilities
 - 3.a.1 Icons which allow user to select view of list; current icons represent: gallery view, list view and slide show view
 - 3.a.2 Number of items in list and parameters of list
 - 3.a.3 Headers for columns in list view
 - 3.a.4 Scroll bar which displays if there are more items returned than room to display them.
 - 3.b List item - each item will be composed of:
 - 3.b.1 Thumbnail image
 - 3.b.2 Name of Sandwich, Prep Time, Total Time, # of Servings, # of Ingredients, Healthy Living Details, Star Rating and Number of Ratings

Search

mykraftfoods

learn about the benefits of being a member

welcome sign-in | sign-up

my recipe box (0)

home >>

[Sandwich Hub]

Send A Sandwich

Sandwich Gallery

Browse Sandwiches

Sandwich Tips


I Am Looking For...

View All Sandwiches

Hot, Lunch sandwich that has Turkey, Cheese that is Low Calorie, Portable I'd like it to be Easy To Make and Spicy It should be perfect to eat Summer

Find My Sandwich >>

Displaying (XXXX) Sandwiches [filter parameters, if user has filtered]

[Name]	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	[Rating/#]
 Sandwich 1	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	★★★★☆ [# Ratings]
 Sandwich 2	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	★★★★☆ [# Ratings]
 Sandwich 3	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	★★★★☆ [# Ratings]
 Sandwich 4	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	★★★★☆ [# Ratings]
 Sandwich 5	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	★★★★☆ [# Ratings]

Send A Sandwich Promotional Unit

Featured Kraft Brands and Products

General Promotional Unit / Relevant Coupons

Kraft Foods | Outstandwich
Browse, "Blanks", Search Results | 1.0.b

- 1 **Fill-In-The-Blank Filter Interface**
Sentence with blanks to allow user to select criteria for list of sandwiches
 - 1.a "Blank" which displays a utility layer on hover
 - 1.a.1 (Not displayed in this view) On hover, layer displays to allow for selection of criteria for the various "blanks"; selections should use check-boxes or similar control, to allow user to select multiple values
 - 1.b Submit Button for search/filter
- 2 **View All Sandwiches Navigation**
Navigation element allows user to navigate to the "View All Sandwiches" interface
- 3 **Search/Filter Results**
List of sandwiches filtered according to the selected criteria
 - 3.a List utilities
 - 3.a.1 Icons which allow user to select view of list; current icons represent: gallery view, list view and slide show view
 - 3.a.2 Number of items in list and parameters of list
 - 3.a.3 Headers for columns in list view
 - 3.a.4 Scroll bar which displays if there are more items returned than room to display them.
 - 3.b List item - each item will be composed of:
 - 3.b.1 Thumbnail image
 - 3.b.2 Name of Sandwich, Prep Time, Total Time, # of Servings, # of Ingredients, Healthy Living Details, Star Rating and Number of Ratings

[Sandwich Hub]

Send A Sandwich ▶

Sandwich Gallery

Browse Sandwiches

Sandwich Tips

1 I Am Looking For...

2 View All Sandwiches ▼

2.a Refine This List ▶

2.b.1 [Grid/List/Slide Show Icons]

Displaying (XXXX) Sandwiches [filter parameters, if user has filtered]

2.b.3 [Name] [Prep Time] [Total Time] [# Servings] [# Ingredients] [Healthy Living] [Rating#]



2.c.2 Sandwich 1

[Prep Time] [Total Time] [# Servings] [# Ingredients] [Healthy Living]

★★★★☆

[# Ratings]



Sandwich 2

[Prep Time] [Total Time] [# Servings] [# Ingredients] [Healthy Living]

★★★★☆

[# Ratings]



Sandwich 3

[Prep Time] [Total Time] [# Servings] [# Ingredients] [Healthy Living]

★★★★☆

[# Ratings]



Sandwich 4

[Prep Time] [Total Time] [# Servings] [# Ingredients] [Healthy Living]

★★★★☆

[# Ratings]



Sandwich 5

[Prep Time] [Total Time] [# Servings] [# Ingredients] [Healthy Living]

★★★★☆

[# Ratings]



Sandwich 6

★★★★☆

Send A Sandwich Promotional Unit

Featured Kraft Brands and Products

General Promotional Unit / Relevant Coupons

Kraft Foods | Outstandwich
Browse, "View All" | 1.0.b

- 1 **Fill-In-The-Blank Navigation**
Navigation element allows user to navigate to interface which displays a sentence with blanks to allow user to select criteria for list of sandwiches
- 2 **View All Sandwiches Interface**
Displays all sandwiches for browsing
 - 2.a Filter Criteria (*List of parameters not displayed in this view*)
 - 2.b List utilities
 - 2.b.1 Icons which allow user to select view of list; current icons represent: gallery view, list view and slide show view
 - 2.b.2 Number of items in list and parameters of list
 - 2.b.3 Headers for columns in list view
 - 2.b.4 Scroll bar which displays if there are more items returned than room to display them.
 - 2.c List item - each item will be composed of:
 - 2.c.1 Thumbnail image
 - 2.c.2 Name of Sandwich, Prep Time, Total Time, # of Servings, # of Ingredients, Healthy Living Details, Star Rating and Number of Ratings

[Sandwich Hub]

Send A Sandwich

Sandwich Gallery

Browse Sandwiches

Sandwich Tips

I Am Looking For...

View All Sandwiches

Refine This List

Displaying (XXXX) Sandwiches [filter parameters, if user has filtered]

- Ingredients**
- [Ingredient] [Ingredient]
 - [Ingredient] [Ingredient]
 - [Ingredient] [Ingredient]
 - [Ingredient] [Ingredient]
 - [Ingredient] [Ingredient]

- Meal**
- [Meal] [Meal]
 - [Meal] [Meal]
 - [Meal] [Meal]
 - [Meal] [Meal]

- Mood**
- [Mood] [Mood]
 - [Mood] [Mood]

- Temperature**
- [Hot] [Cold]

- Season or Occasion**
- [Season] [Occasion]
 - [Season] [Occasion]
 - [Season] [Occasion]
 - [Season] [Occasion]
 - [Season] [Occasion]
 - [Season] [Occasion]

[Name]	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	[Rating#]
 Sandwich 1	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	★★★★☆ [# Ratings]
 Sandwich 2	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	★★★★☆ [# Ratings]
 Sandwich 3	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	★★★★☆ [# Ratings]
 Sandwich 4	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	★★★★☆ [# Ratings]
 Sandwich 5	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	★★★★☆ [# Ratings]
 Sandwich 6	[Prep Time]	[Total Time]	[# Servings]	[# Ingredients]	[Healthy Living]	★★★★☆ [# Ratings]

Send A Sandwich Promotional Unit

Featured Kraft Brands and Products

General Promotional Unit / Relevant Coupons

Kraft Foods | Outstandwich
Browse, "View All" With Filter | 1.0.b

- 1 Fill-In-The-Blank Navigation**
Navigation element allows user to navigate to interface which displays a sentence with blanks to allow user to select criteria for list of sandwiches
- 2 View All Sandwiches Interface**
Displays all sandwiches for browsing
 - 2.a Filter Criteria**
 - 2.a.1** Criteria, selections should use check-boxes or similar control, to allow user to select multiple values
 - 2.b List utilities**
 - 2.b.1** Icons which allow user to select view of list; current icons represent: gallery view, list view and slide show view
 - 2.b.2** Number of items in list and parameters of list
 - 2.b.3** Headers for columns in list view
 - 2.b.4** Scroll bar which displays if there are more items returned than room to display them.
 - 2.c List item - each item will be composed of:**
 - 2.c.1** Thumbnail image
 - 2.c.2** Name of Sandwich, Prep Time, Total Time, # of Servings, # of Ingredients, Healthy Living Details, Star Rating and Number of Ratings

[Sandwich Hub]

Send A Sandwich ▶

Sandwich Gallery Browse Sandwiches

Sandwich Tips

1.a [Video Title]

1.b ★★☆☆☆

Like Share +

Sandwich-Making Tips

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Morbi vel neque eu quam vestibulum semper ut vel tellus.
- Morbi nec lectus at ligula viverra viverra scelerisque in urna.
- Ut vitae turpis id justo suscipit hendrerit sed a velit.
- Duis auctor volutpat enim, id convallis urna rhoncus vel.
- Cras sodales turpis non lorem ullamcorper ut lobortis justo auctor.
- Quisque consectetur nulla vulputate sem volutpat fringilla.
- Quisque consequat bibendum elit, ac auctor magna pulvinar non.
- Morbi nec lectus at ligula viverra viverra scelerisque in urna.

Related Recipes

- [Recipe Title]
- [Recipe Title]
- [Recipe Title]
- [Recipe Title]
- [Recipe Title]



1.d 0:00 / 4:59

1.e n n n- n- +1 +2 3 5



Sandwich Name
(X.xx) min. ★★☆☆☆
[View >>](#)

Send A Sandwich Promotional Unit

Featured Kraft Brands and Products

Relevant Coupons

- 1 Video**
Sentence with blanks to allow user to select criteria for list of sandwiches
 - 1.a Video Title
 - 1.b Rating, Facebook "Like" and "Share" Buttons
 - 1.c Sandwich Image with video icon, which plays on click
 - 1.d Video controls
 - 1.e Video collection navigation
 - 1.e.1 Thumbnails for all videos in collection
 - 1.e.1.1 On hover, layer displays details for video in thumbnail
- 2 Sandwich-Making Tips**
A list of tips associated with making sandwiches.
- 3 Related Recipes**
List of sandwiches that are related to the tips videos. If possible, might this area be dynamic and populated according to the video that is being played?

[Sandwich Hub]

Send A Sandwich

Sandwich Gallery

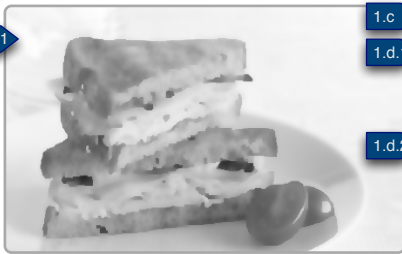
Browse Sandwiches

Sandwich Tips

Sandwich Tips

1.a [Sandwich Name]

2 Related Recipes



1.c average rating ★★☆☆☆ Like Share +

1.d.1 prep time [XX min]
total time [XX min]
makes [X servings]

1.d.2 [the details]
[ingredient], [meal], [mood], [temperature],
[season], [occasion]
[healthy]

[Photo Credit] recipe by [author]

- 2.a.1 Sandwich 1
prep time [XX min] total time [XX min]
makes [X servings]
[ingredient], [meal], [mood], [temperature],
[season], [occasion], [healthy]
- 2.a.2 Sandwich 2
prep time [XX min] total time [XX min]
makes [X servings]
[ingredient], [meal], [mood], [temperature],
[season], [occasion], [healthy]
- Sandwich 3
prep time [XX min] total time [XX min]
makes [X servings]
[ingredient], [meal], [mood], [temperature],
[season], [occasion], [healthy]
- Sandwich 4
prep time [XX min] total time [XX min]
makes [X servings]
[ingredient], [meal], [mood], [temperature],
[season], [occasion], [healthy]
- Sandwich 5
prep time [XX min] total time [XX min]
makes [X servings]
[ingredient], [meal], [mood], [temperature],
[season], [occasion], [healthy]

1.b.2 [X of X]

1.d.3 Shopping List

1.e.1 What You Need!

- 4 small boneless skinless chicken breasts (1 lb.)
- 1 small onion, cut into 1/2-inch thick slices
- 1/3 cup KRAFT THICK 'N SPICY Original Barbecue Sauce
- 8 slices Italian bread, toasted
- 4 KRAFT DELI DELUXE Process Bacon Cheddar Cheese Slices

1.e.2 Make It!

HEAT grill to medium-high heat.
GRILL chicken and onions 8 min., turning onions frequently. Transfer onions to bowl. Turn chicken; grill 7 to 9 min. or until done (165°F), turning occasionally.
CUT chicken into strips. Add barbecue sauce to onions; toss to coat.
FILL toast slices with chicken, cheese and onions to make 4 sandwiches.

1.e.3 Kraft Kitchens Tips

Serving Suggestion
Serve with a fruit salad and assorted cut-up fresh vegetables.

Substitute
Prepare using whole wheat hamburger buns.

3.a General Promotional Unit / Relevant Coupons

3.b Send A Sandwich Promotional Unit

Kraft Foods | Outstandwich
Sandwich Detail (page top) | 1.1(x)

- 1 Sandwich Details & Recipe
The details and recipe for an individual sandwich
1.a Sandwich Name
1.b Sandwich Image
- 2
1.c Rating, Facebook "Like" and "Share" Buttons
1.d Sandwich "quick" details
1.e Sandwich recipe

Related Recipes
Displays related sandwiches
2.a Related item - each item will be composed of:
2.a.1 Thumbnail image
2.a.2 Name of Sandwich, Prep Time, Total Time, # of Servings, # of Ingredients, Healthy Living Details, Star Rating and Number of Ratings

Promotional Units
Units to allow for the promotion of brand elements throughout the sandwich hub
3.a General Promotional Unit / Relevant Coupons
3.b "Send A Sandwich" Promotional Unit
3.c Featured Kraft Brands and Products (Shown on the next page)

nutritional information

per serving

Calories	290	Total fat	8 g	Saturated fat	3.5 g
Cholesterol	35 mg	Sodium	1190 mg	Carbohydrate	36 g
Dietary fiber	1 g	Sugars	14 g	Protein	19 g
Vitamin A	8 %DV	Vitamin C	4 %DV	Calcium	30 %DV
Iron	15 %DV				

Healthy Living Information



Good source of calcium

Diet Exchange


2 Starch + 2 Meat (L)

Nutrition Bonus

The secret sauce and 2% Milk Singles in this hot sandwich team up to make it extraordinary. Plus, the Singles are an excellent source of calcium.

 Like  2,679 people like this. Be the first of your friends.



 Logged in as Facebook User

Add a comment...

Post comment to my Facebook profile



1:03 pm

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed id mi ut massa condimentum cursus. Ut cursus tincidunt magna. Quisque ullamcorper cursus tellus. Ut porttitor, risus non pretium scelerisque, felis nisi dignissim dui, sit amet laoreet turpis leo ut elit.



Facebook User 12:53 pm

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed id mi ut massa condimentum cursus. Ut cursus tincidunt magna. Quisque ullamcorper cursus tellus. Ut porttitor, risus non pretium scelerisque, felis nisi dignissim dui, sit amet laoreet turpis leo ut elit.



Moly Barlaan 12:50 pm

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed id mi ut massa condimentum cursus. Ut cursus tincidunt magna.
Message



Cindy Marin Sperling 12:50 pm

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Message



Mas Guntur 12:48 pm

Lorem ipsum dolor sit amet, consectetur adipiscing eli
Message

 Facebook social plugin

Displaying 1-5 of 5516 posts. [1](#) [2](#) [3](#) [4](#) [5](#) [Next](#) [Last](#)

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Kraft Foods | Outstandwich Sandwich Detail (page bottom) | 1.1(x)

- 1 Fill-In-The-Blank Navigation**
Navigation element allows user to navigate to interface which displays a sentence with blanks to allow user to select criteria for list of sandwiches
- 2 View All Sandwiches Interface**
Displays all sandwiches for browsing
 - 2.a Filter Criteria**
 - 2.a.1** Criteria, selections should use check-boxes or similar control, to allow user to select multiple values
 - 2.a.2** Number of items in list and parameters of list
 - 2.a.3** Headers for columns in list view
 - 2.a.4** Scroll bar which displays if there are more items returned than room to display them.
 - 2.b List utilities**
 - 2.b.1** Icons which allow user to select view of list; current icons represent: gallery view, list view and slide show view
 - 2.b.2** Number of items in list and parameters of list
 - 2.b.3** Headers for columns in list view
 - 2.b.4** Scroll bar which displays if there are more items returned than room to display them.
 - 2.c List item - each item will be composed of:**
 - 2.c.1** Thumbnail image
 - 2.c.2** Name of Sandwich, Prep Time, Total Time, # of Servings, # of Ingredients, Healthy Living Details, Star Rating and Number of Ratings

File Name Kraft_Outstandwich_IA&Wireframes_100609_114.graffle

Version V 1.14

Creator Lance Love

Modified Wed Jun 09 2010

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