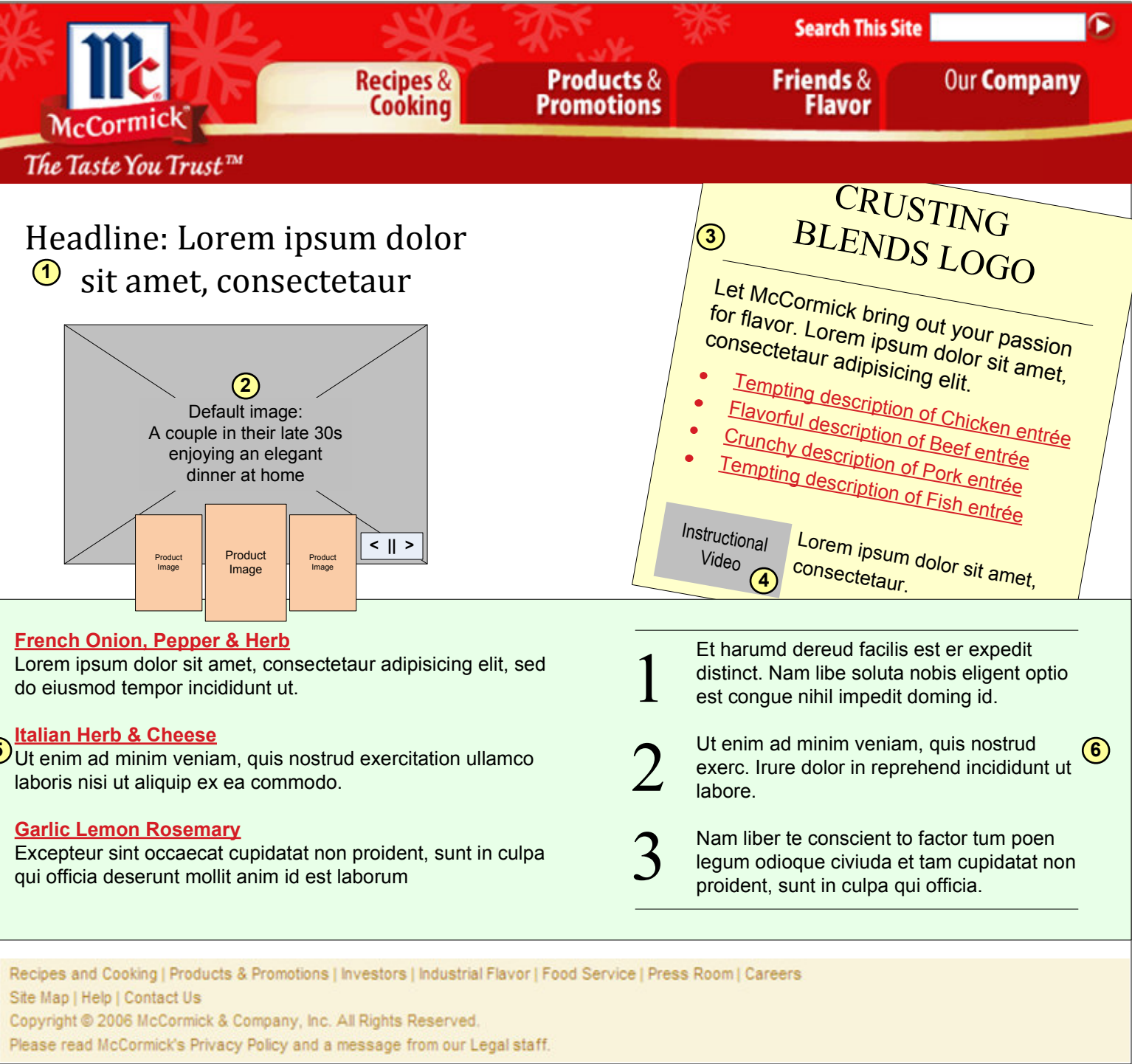


McCormick Online Campaign 2008

Crusting Blends

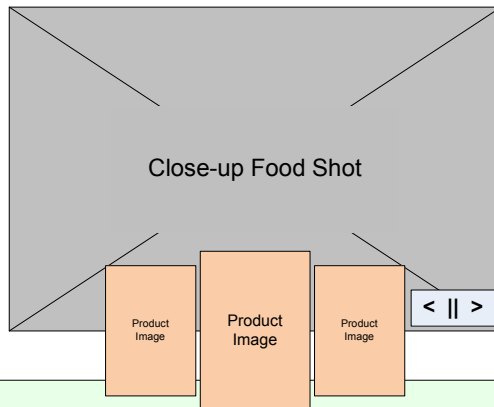
User Experience Wireframes – v1.0
01/23/08



Notes	
Crusting Blends Landing Page	
<i>Note: The top half of the page will be created in Flash. The bottom half will be in HTML.</i>	
①	Headline is placed above the image.
②	Default image: A couple in their late 30s enjoying an elegant dinner at home.
③	The Crusting Blends “Menu” briefly describes the Crusting Blends. This menu provides links to the list of entrées. (Chicken, beef, pork & fish.) As users click on one of these entrees, an enlarged corresponding image displays. If users do not click on an entrée the images will automatically rotate. Back “<”, Pause “ ”, and Forward “>” buttons allow users to manually navigate through the images.
④	The menu features our chef and provides a link to the instructional video that will play on this page. (See “Crusting Blends :: Video Player” wireframe.)
⑤	Lower left side highlights each of the three products, which includes a two-sentence descriptor for each product. Each product name links to the actual product.
⑥	Lower right side provides brief educational information.



Headline: Lorem ipsum dolor sit amet, consectetur



French Onion, Pepper & Herb

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 do eiusmod tempor incididunt ut.

Italian Herb & Cheese

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Garlic Lemon Rosemary

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3

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Notes

When users click on an entrée, such as Pork, an enlarged image of that entrée will appear in the upper left side of this page.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Instructional
Video

- 1 Et harum dereud facilis est er expedit distinct. Nam libe soluta nobis eligent optio est congue nihil impedit doming id.
- 2 Ut enim ad minim veniam, quis nostrud exerc. Irure dolor in reprehend incididunt ut labore.
- 3 Nam liber te conscient to factor tum poen legum odioque civiuda et tam cupidatat non proident, sunt in culpa qui officia.