STUDIOCOM
OLD BAY WEBSITE REDESIGN
WIREFRAMES

Revised
November 15. 2007

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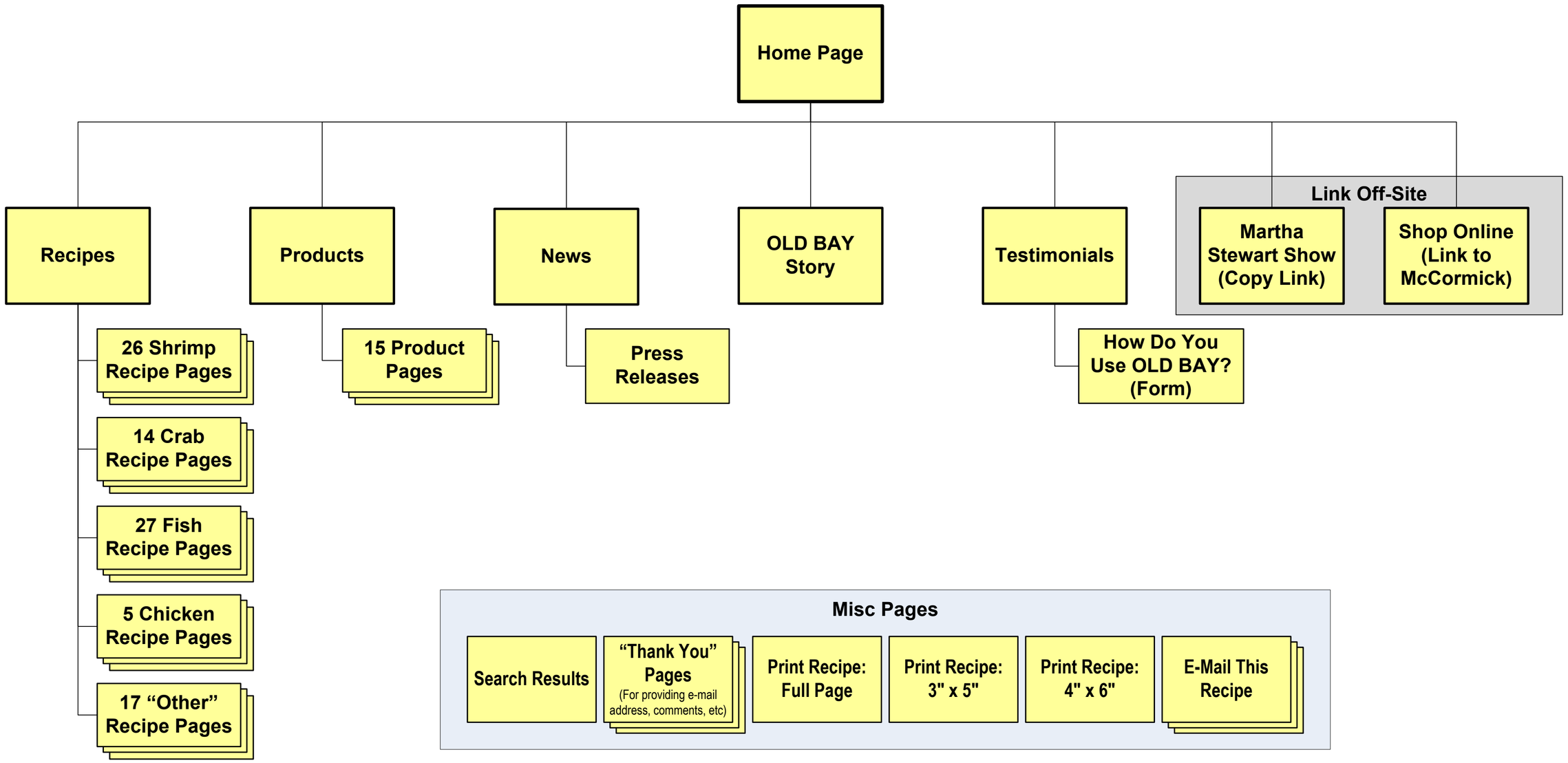
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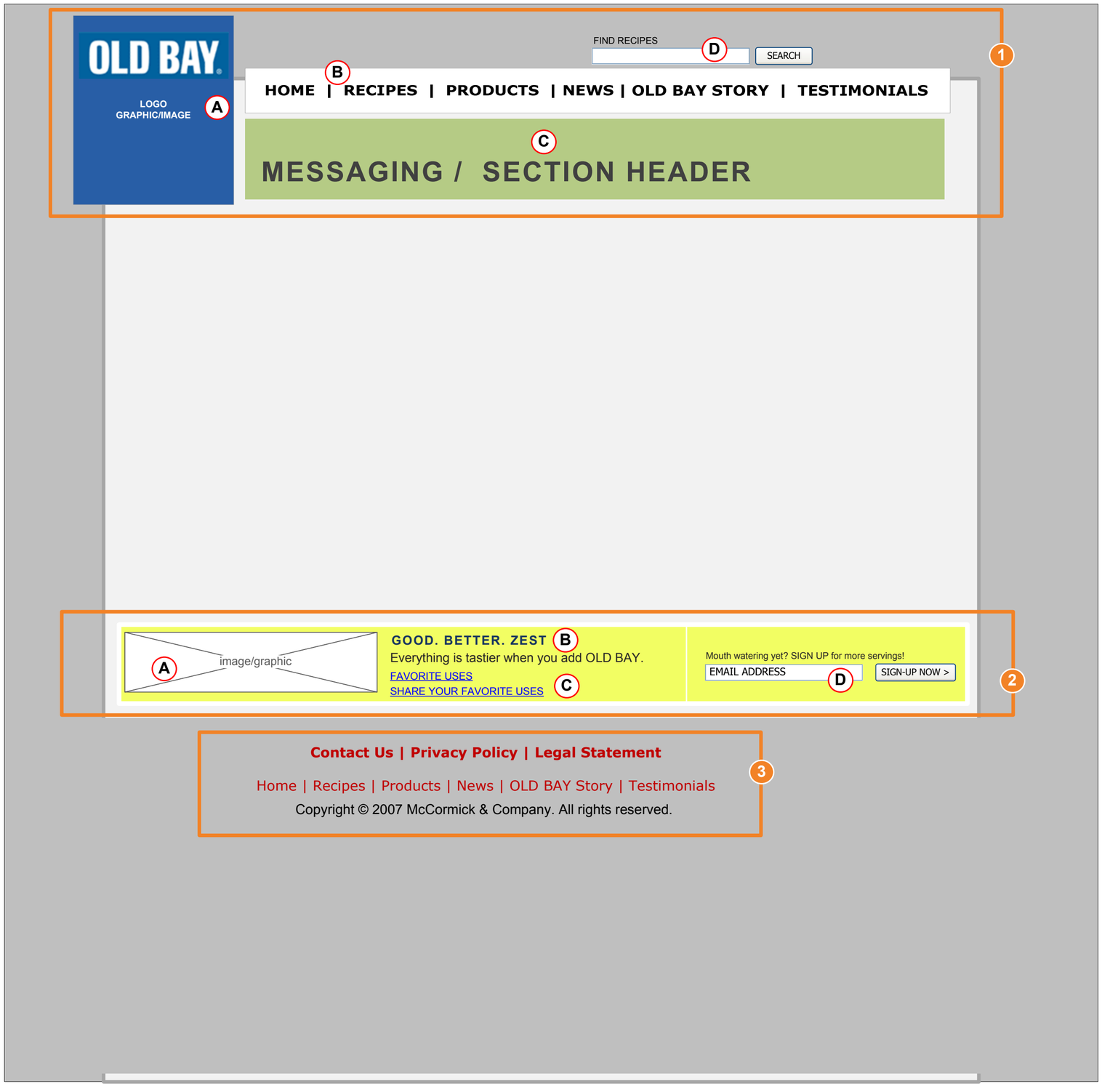
Print Recipe: 4" x 6"
E-Mail This Recipe
Footer
Contact Us
Privacy Policy
Legal Statement
Home
Recipes
Products
News
OLD BAY Story
Testimonials



ANNOTATIONS

GLOBAL FEATURES

1 Header
type: FLASH element

A OLD BAY Logo w/ Animation
Animated can with multiple images/graphics that rotate automatically

B Primary Global Navigation
type: FLASH navigation
consists of the following:
- Home
- Recipes
- Products
- News
- OLD BAY Story
- Testimonials

C **Messaging / Section Header area**
Will be updated on each page

D **Search feature**
Searches Recipe database only; not full site search

2 Footer – Community Section
Appears on all pages except Gateway page

A **Image – static**

B **Copy – static**

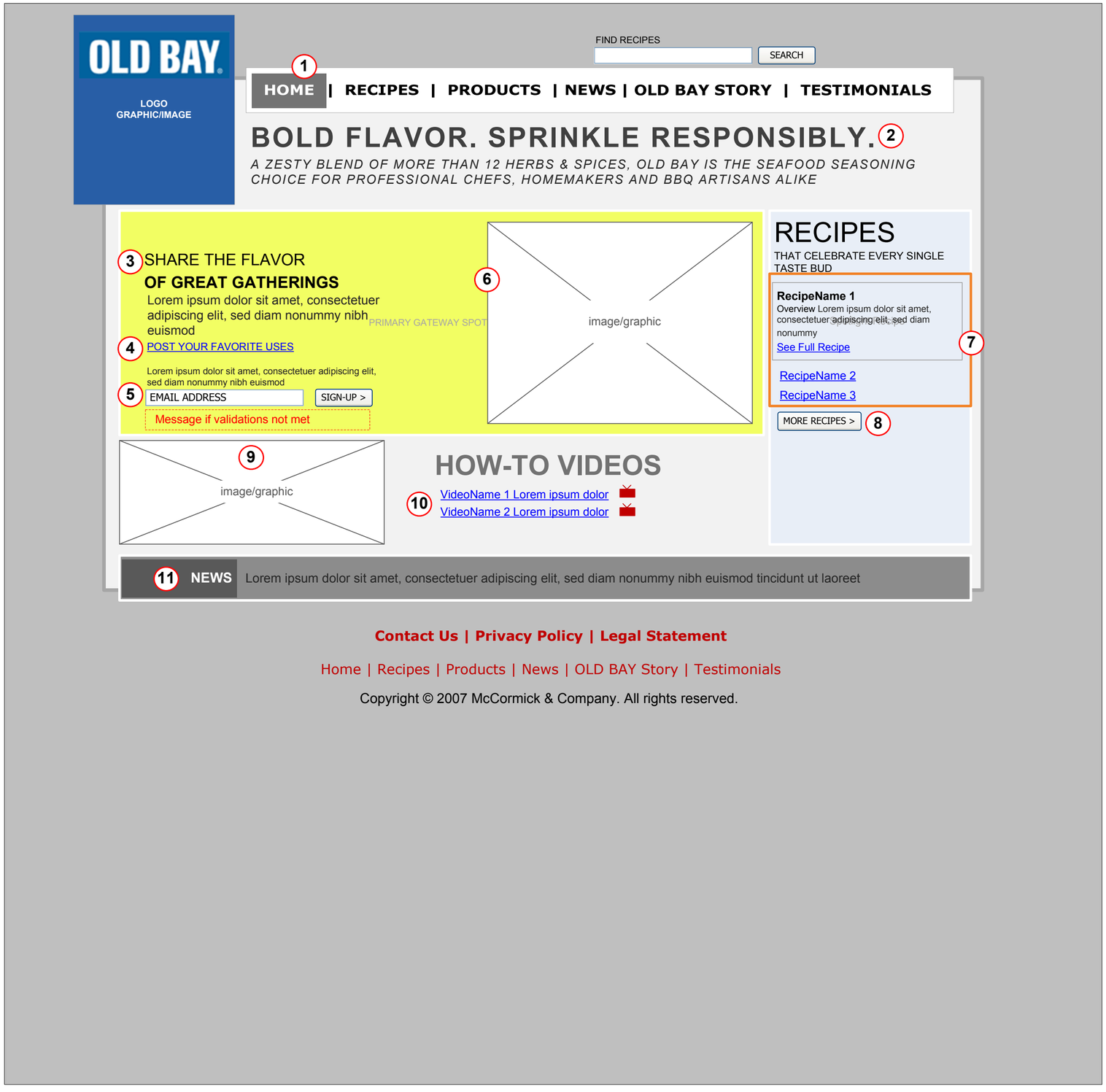
C **Links**
< FAVORITE USES >
functionalityNOTES: connects User with Testimonials landing page

< SHARE YOUR FAVORITE USES >
functionalityNOTES: connects User with Testimonials Form

D **Email Submittal**
OLD BAY will collect email addresses in database for future communications

3 Footer
Appears on all pages; consists of the following links:
Distinct:
- Contact Us
- Privacy Policy
- Legal Statement

Repeat Primary Global Navigation



ANNOTATIONS

GATEWAY PAGE

1. Visual Indicator of User's current section within site
   - applies throughout site

2. Gateway Page Messaging

3. Copy – static

4. **< POST YOUR FAVORITE USES >** link (hard-coded)
   functionalityNOTE: connects User with Testimonials Form

5. **Email Submittal**
   OLD BAY will collect email addresses in database for future communications
   functionalityNOTES:
   1. User enters email address
   2. Clicks < Sign-up > button
   3. System checks that validation rules are met
   If Yes – present User with Thank You/Confirmation dialog box
   If No – present User with respective error message
   - ultimately, User's email address is stored in OLD BAY database

6. Image – static

7. **Recipe(s) Spotlight**
   Spotlight 3 recipes on gateway page
   functionalityNOTES:
   1. expand/collapse functionality for recipes
   2. default = Recipe1
   - Recipe1 is expanded and remains until User selects either one of the other 2 recipes
   3. Each RecipeName is link that prompts respective recipe to expand to reveal Overview copy + < See Full Recipe > link

   < See Full Recipe > link
   functionalityNOTES:
   1. Appears for each of the 3 Spotlight Recipes; each link connects User to respective Recipe Detail page

8. **< More Recipes > button/link**
   functionalityNOTES: connects User with Recipes landing page

9. **Image – static**

10. **How-to Videos section**
    Promotes the 2 videos available on OLD BAY site
    functionalityNOTES:
    1. Links - hard-coded
    2. each link connects User to How-to Videos page with the respective selection defaulting in video player

11. **News section**
    Displays a quick "sound-bite"
    functionalityNOTES:
    1. News Header is also a link connecting User to the News landing page

ANNOTATIONS

RECIPES LANDING PAGE

OVERVIEW
Recipes are first grouped by main ingredient using a tabbed design.

Each tab is further grouped by course type. This provides users a quick, methodical way to find a recipe.

If, however, users want to find a recipe by product or specific open text description, they may use the Advanced Recipe Search. *(See the "Advanced Search" wireframes.)*

TECHNICAL REQUIREMENT
A simple database will need to be built to enable this functionality

1. Visual Indicator of User's current section within site
   - applies throughout site

2. Recipe Landing Section Header + Messaging - FLASH

3. **Recipe Tabs (2nd Tier Navigation elements)**
   type: graphics
   functionality: DHTML layers
   Main Ingredient types include:
   - Shrimp (default)
   - Fish
   - Crab
   - More

   Each Main Ingredient(Tab) has distinct color associated with it that will appear on all associate pages

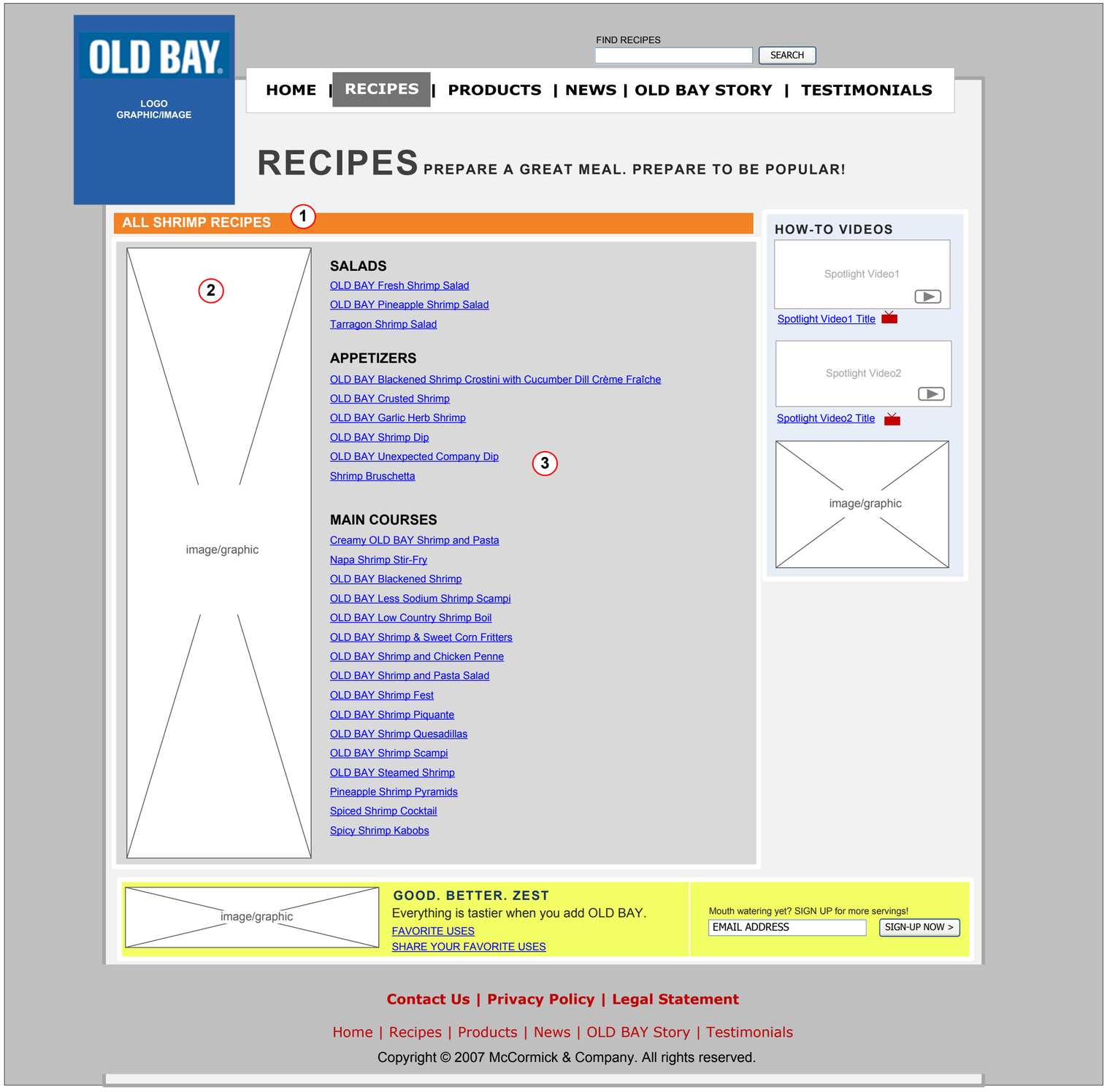
4. **< Advanced Recipe Search > button**
   functionalityNOTES: connects User to the Search form

5. **Image – static link**
   - however, image is also a link to respective Recipe Detail page
   - each Recipe Main Ingredient landing screen will have a correlating image/recipe link

6. **Recipe links within Content Well**
   - grouped by courses
   - each Course Header = static copy
   - each course group consists of RecipeTitle static links connecting User to respective Recipe Detail page

   < See All Shrimp Recipes > link
   Each Recipe Course will have corresponding link to view ALL associated recipes
   functionalityNOTES: connects User to respective ALL Course Recipes

7. **How-To Videos Spotlight + Static Image**
   - Resides in right column on numerous OLD BAY pages
   - present an image/graphic representing video content + VideoTitle link
   - section Header = static copy
   functionalityNOTES:
   1. User can select desired video by clicking on VideoTitle link or image
   2. System connects User with How-To Video content page with selected video "loaded" in video feature



ANNOTATIONS

RECIPES :: MAIN INGREDIENT :: ALL RECIPES

1. **All Shrimp Recipes Page Header**
   - display the associated Main Ingredient color
   - static copy/text

2. **Image – static**

3. **Recipe links within Content Well**
   - grouped by courses
   - each Course Header = static copy
   - each course group consists of RecipeTitle dynamic links connecting User to respective Recipe Detail page

   Headings
   - Salads
   - Appetizers
   - Side Dishes & Sauces
   - Main Courses
   - Beverages

NOTE: This page must be built for all versions (Shrimp, Fish, Crab, More)

OLD BAY

LOGO GRAPHIC/IMAGE

FIND RECIPES SEARCH

HOME | RECIPES | PRODUCTS | NEWS | OLD BAY STORY | TESTIMONIALS

RECIPES PREPARE A GREAT MEAL. PREPARE TO BE POPULAR!

CREAMY SHRIMP & PASTA (1)

(2) EMAIL THIS RECIPE >

(3) image/graphic FPO

Recipe Overview Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis

INGREDIENTS (5)

8 ounces pasta such as rotini or penne
1/2 cup frozen peas
1 tablespoon butter
1 pound shrimp, peeled and deveined
1 1/2 cups half-and-half
2 green onions, sliced thin
1 tablespoon OLD BAY® 30% Less Sodium Seasoning
1 tablespoon grated Parmesan cheese

DIRECTIONS

1. Cook pasta in large saucepan as directed on package, adding peas during the last 1 minute of cooking. Drain well.

2. Melt butter in large skillet on medium-high heat. Add shrimp; cook and stir 2 to 3 minutes or just until shrimp turn pink. Add pasta mixture, half-and-half, green onions, Old Bay and Parmesan cheese; mix well. Simmer 5 minutes or until sauce thickens. Let stand 5 minutes.

3. Serve with additional Parmesan cheese, if desired.

(4) PRODUCT IMAGE

OLD BAY® 30% Less Sodium Seasoning

Product info Lorem ipsum dolor sit amet, consectetuer adipiscing

PRINT RECIPE (6)

Full Page | 3" x 5" | 4" x 6"

RECIPE INFO (7)

Makes 6 servings
Prep Time: 10 minutes
Cook Time: 15 minutes

NUTRITIONAL INFO (8)

Calories: 306
Fat: 10 g
Cholesterol: 140 mg
Sodium: 378 mg
Carbohydrates: 34 g
Fiber: 2 g
Protein: 20 g

SIMILAR RECIPES (9)

RecipeName
RecipeName
RecipeName
RecipeName
RecipeName

image/graphic

GOOD. BETTER. ZEST

Everything is tastier when you add OLD BAY.
FAVORITE USES
SHARE YOUR FAVORITE USES

Mouth watering yet? SIGN UP for more servings!
EMAIL ADDRESS SIGN-UP NOW >

Contact Us | Privacy Policy | Legal Statement

Home | Recipes | Products | News | OLD BAY Story | Testimonials

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ANNOTATIONS

RECIPES :: RECIPE DETAIL

(1) **RecipeTitle Page Header**
- the chosen RecipeTitle is the page header
- display the associated Main Ingredient color
- dynamic copy/text

(2) **< EMAIL THIS RECIPE > link**
Enables the User to email the current recipe to multiple recipients
Functionality detailed on

(3) **Recipe Image/Photo – static**
Optional. Not all recipes will have associated image/photo.
If recipe has no associated image/photo, move the related OLD BAY product up.

(4) **Related OLD BAY Product Spotlight - TBD**
type: dynamic
Spotlight the OLD BAY Product that's used in the current recipe
Features include:
- Product Photo
- Product Title link – connects User to corresponding Product Detail Content page
- Product Brief Description

(5) **Recipe Full Description**
type: dynamic
4 Headers within Description (Ingredients, Directions, A Taste for Health Tip & Test Kitchen Tip) are static graphics

NOTE: If there is a related OLD BAY Product used in the current recipe, then within Ingredients section, have Product Title be a link that connects User to the corresponding Product Detail Content page

Recipe-related Information

(6) **Print Recipe feature/function**
Header = static graphic
Content = dynamic / database driven
User can print current recipe – options available for every recipe include:
- Full Page
- 3x5
- 4x6

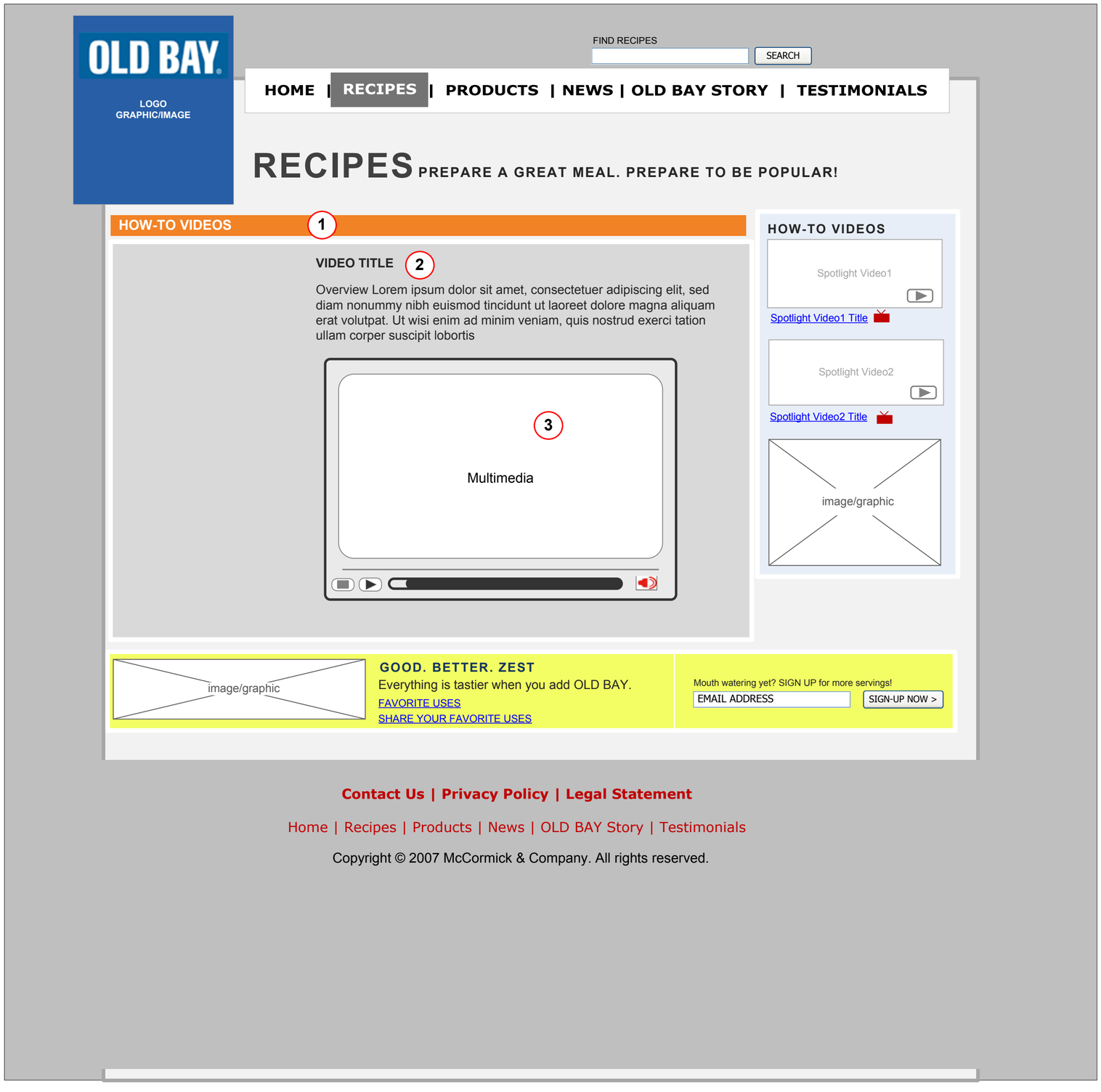
functionalityNOTE: each print option connects User with pop-up page containing current recipe laid-out to fit the chosen Print size.

(7) (8) **Recipe Info & Nutritional Info**
Headers = static graphic
Content = dynamic / database driven

(9) **Similar Recipes**
Header = static graphic
Content = dynamic / database driven

- present up to 5 recipes similar to the current one

functionalityNOTES:
1. "Similar" really means "random"
2. Pull up to 5 random recipes that fall within the current Main Ingredient section
3. Do not include the current recipe as one of the 5
4. Each Recipe Title is link connecting to respective Recipe Detail Content Page



ANNOTATIONS

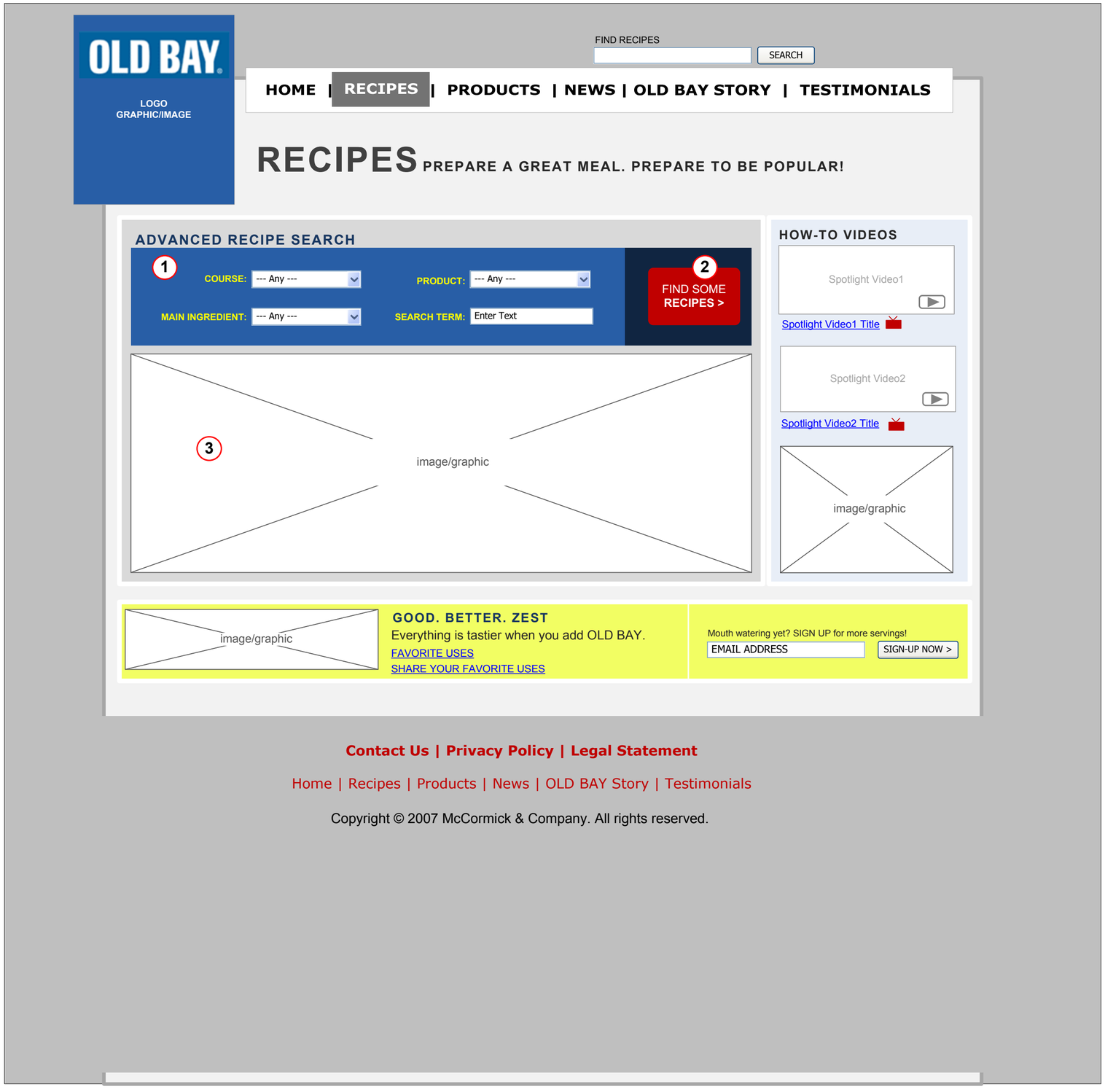
RECIPES :: HOW-TO VIDEOS CONTENT PAGE

OVERVIEW
SC creating 2 videos for OLD BAY site. Videos are spotlighted in right hand column on numerous pages within site. Selecting either video will connect User to this page with chosen video “loaded” in video player feature.

1. **How-To Videos Page Header**
   - static copy/text

2. **Video Title + Description**
   type: static copy

3. **Video Feature**
   Embedded video player



ANNOTATIONS

RECIPES :: ADVANCED RECIPE SEARCH

1 **OLD BAY Recipe Search feature**
- enables the User to search ONLY the recipe database
- Feature Header [Advanced Recipe Search] is static graphic

OVERVIEW
User enters/selects desired search criteria and clicks < Find Some Recipes > button
System refreshes page with results replacing the Image (see following page)

COURSE: --- Any ---
- --- Any ---
- Salads
- Appetizers
- Side Dishes & Sauces
- Main Courses
- Beverages

NOTE:
-- Any -- = default for all 3 drop-down menu options

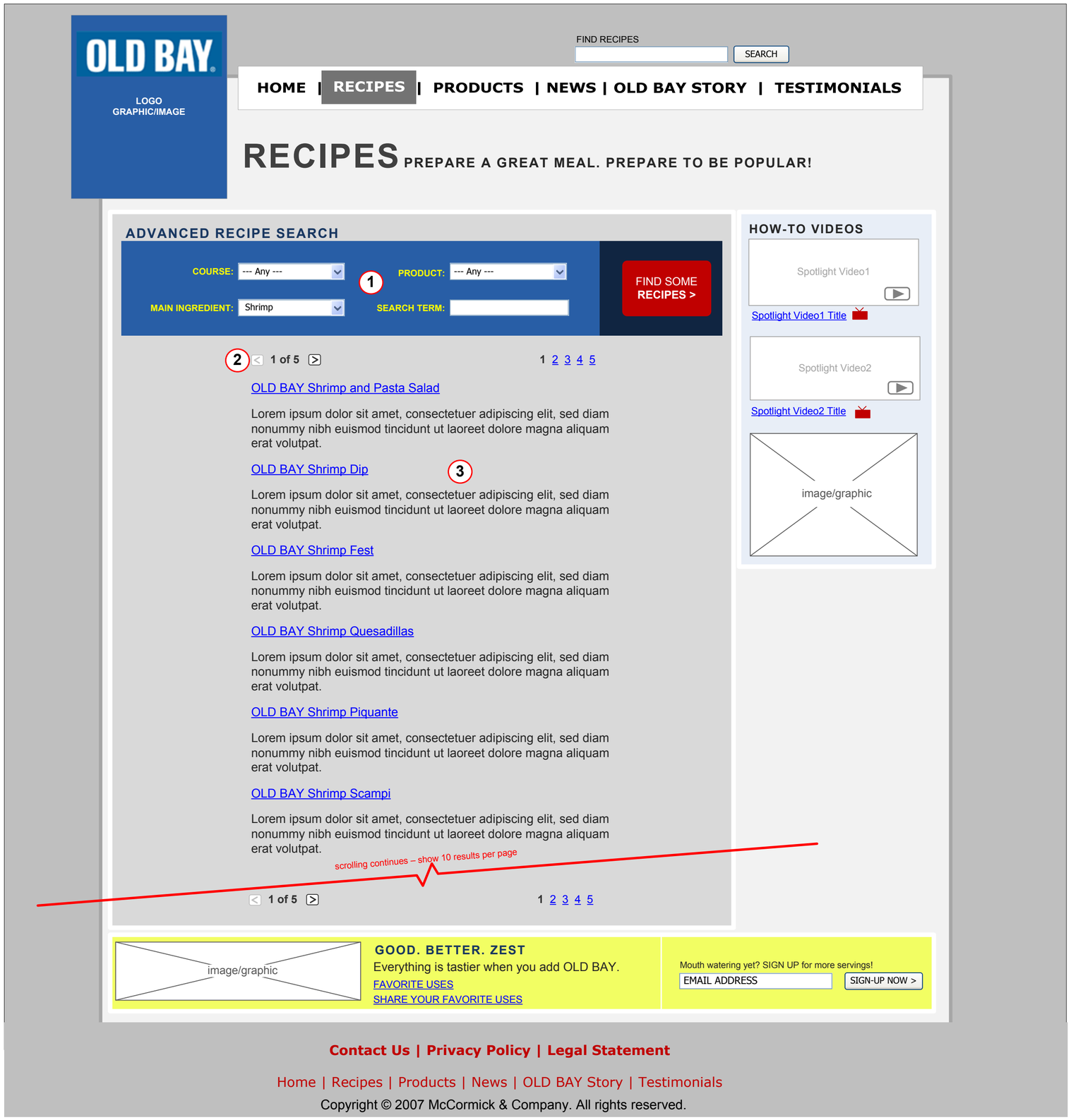
MIAN INGREDIENT --- Any ---
- --- Any ---
- Shrimp
- Fish
- Crab
- More

PRODUCT --- Any ---
- --- Any ---
- OLD BAY Seasoning (6 oz can OR Shaker Bottle)
- OLD BAY 30% Less Sodium Seasoning
- OLD BAY Seafood Steamers
- OLD BAY Rub
- OLD BAY with Garlic & Herb Seasoning
- OLD BAY with Lemon & Herb Seasoning
- OLD BAY Blackened Seasoning
- OLD BAY Crab Cake Classic
- OLD BAY Salmon Classic
- OLD BAY Tuna Classic
- OLD BAY Seafood One-Step Shrimp/Crab Boil
- OLD BAY Cocktail Sauce
- OLD BAY Tartar Sauce
- OLD BAY Better Batter Seasoned Batter Mix
- OLD BAY Dip & Crisp Seasoned Bread Crumbs

functionalityNOTES:
1. Each drop-down menu default = “Any”
2. The 4 search fields/menus function as search criteria refinements; the more info the User provides the Search engine, the more relevant the results are.
3. All 3 search menus are optional; the User can choose to leave the selections as “Any” or can make selections as desired.
4. The Search Term open text field is optional
5. There are no validations for the Search Term open text field

2 **< FIND SOME RECIPES > button – static graphic**
functionalityNOTES:
1. System searches database for matches to submitted criteria & returns relevant results listed alphabetically
2. page refreshes with list of relevant results
3. If no relevant results found, provide messaging accordingly

3 **Image - static**



ANNOTATIONS

RECIPES :: ADVANCED RECIPE SEARCH - RESULTS

1 OLD BAY Recipe Search feature – Post Submittal

functionalityNOTES:

1. Hold the User's selected & entered search criteria until User chooses a new search

Note: The user's entered/selected info will be held until the user leaves the page.

2 Number of Results Found + Pagination

- Lets the User know how many results were returned
- Provides pagination feature/functionality so User can navigate results

functionalityNOTES:

1. Return 10 results per page
2. User can choose to navigate pages via following options:
   a) [<] (previous) + [>] (next) links
   - Disable [<] on page 1
   - Disable [>] on last page of series
   - If only 1 page of results, disable both [<] & [>] and remove individual page links

   b) Individual Page # links – enables User to jump directly to desired page
   - Max # of pages = 10
   - If only 1 page of results, disable both [<] & [>] and remove individual page links

3. Present at the top & bottom of page

3 Results Pool

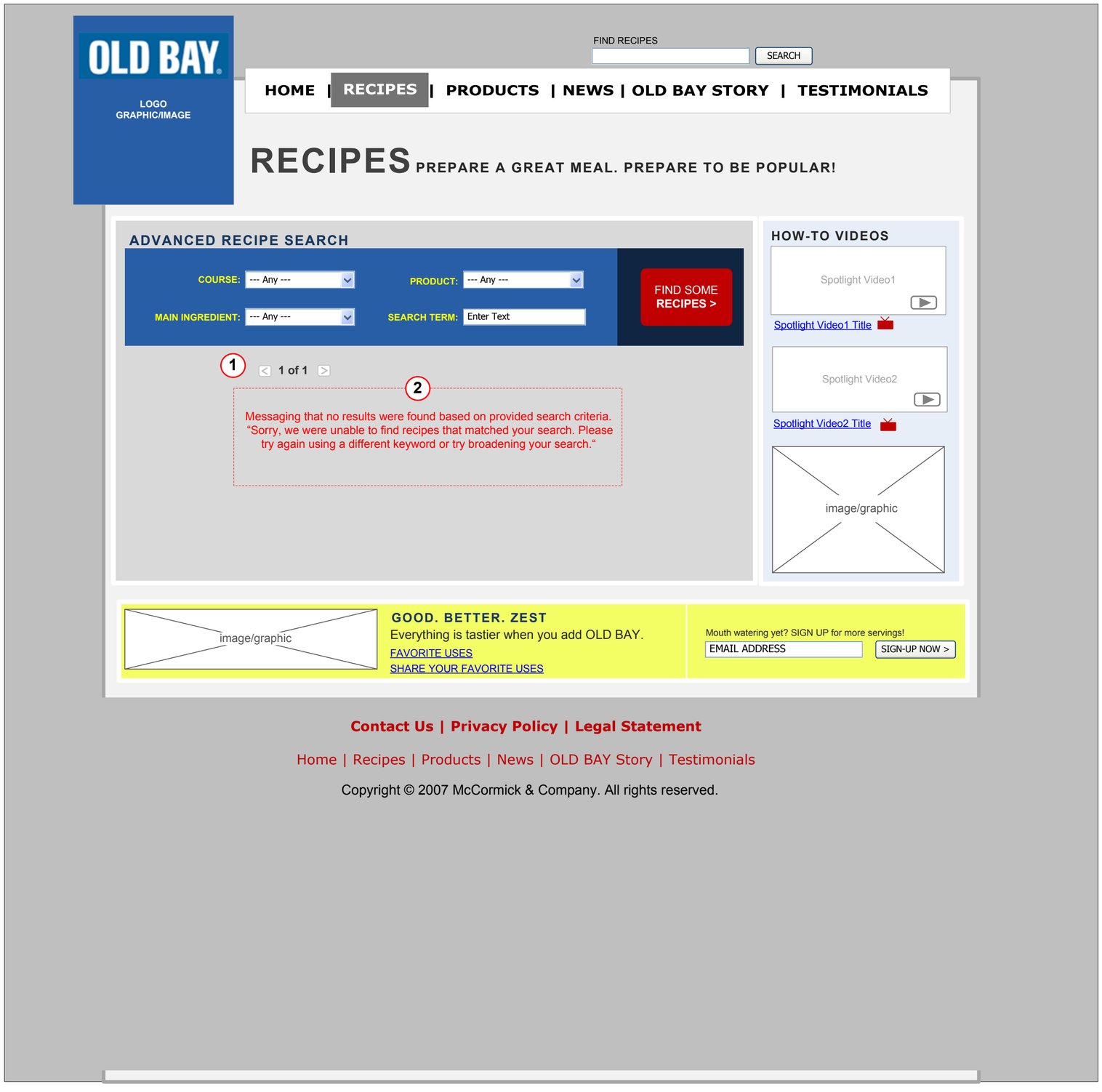
- List 10 results (recipes) per page
- List results alphabetically
- Each result consists of the following features:
  - **RecipeTitle link** – connects User with respective Recipe Detail page
  - **Recipe Brief Description** – provides a brief description of recipe

NOTE: # of characters TBD

NOTE: Why list results Alpha versus based on Relevancy

A] hard to determine relevance given that all recipes contain Main Ingredient in Recipe Title

B] in scenario that User searches on defaults (---Any---), then there is no relevancy – only alphabetical.



ANNOTATIONS

RECIPES :: ADVANCED RECIPE SEARCH – NO RESULTS FOUND

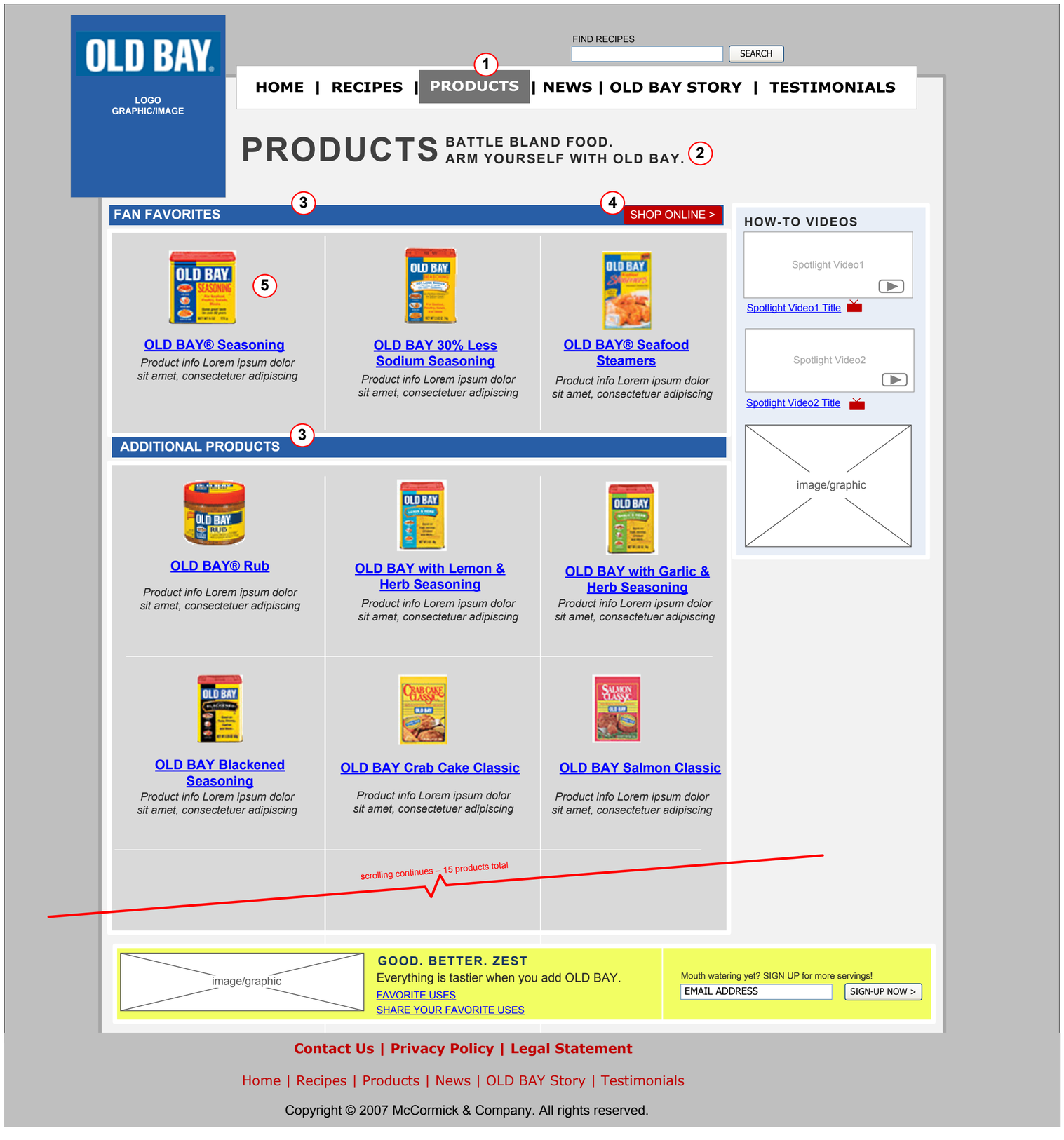
OVERVIEW
No results (recipes) were found based on the User's submitted search criteria

1. **Relevant Messaging**
   Provide the User with messaging indicating what's occurred

2. **Pagination**
   - indicate that it's only 1 page of results
   - disable the [>] (next page) link since there is only 1 page of results
   - remove all other pagination

NOTE:
Don't think this scenario will ever occur since the drop-down menus default to "--- Any ---", which means that no matter what the User enters in the open text field, results will be returned.

Unless text field entry carries more weight than other 3 refinement items



ANNOTATIONS

PRODUCTS LANDING PAGE

OVERVIEW
Scrolling page displaying all the full OLD BAY products

1. Visual Indicator of User's current section within site
   - applies throughout site

2. Product Landing Section Header + Messaging - FLASH

3. **Page SubSection Headers**
   Header = static text

4. **< SHOP ONLINE > button**
   functionalityNOTES:
   1. spawns new window containing the McCormick's e-commerce site (http://shop.mccormick.com)

5. **Product List**
   - scrolling list of all 15 OLD BAY products; each product contains the following features:
     - Image/Photo
     - Product Title link – connects to respective Product Detail page
     - Product Brief Description - shouldn't exceed 2 lines (character count TBD)
   - products are separated into 2 groups: Featured Products & Additional Products

   Products include the following:
   - OLD BAY Seasoning
   - OLD BAY 30% Less Sodium Seasoning
   - OLD BAY Seafood Steamers
   - OLD BAY Rub
   - OLD BAY with Garlic & Herb Seasoning
   - OLD BAY with Lemon & Herb Seasoning
   - OLD BAY Blackened Seasoning
   - OLD BAY Crab Cake Classic
   - OLD BAY Salmon Classic
   - OLD BAY Tuna Classic
   - OLD BAY Seafood One-Step Shrimp/Crab Boil
   - OLD BAY Cocktail Sauce
   - OLD BAY Tartar Sauce
   - OLD BAY Better Batter Seasoned Batter Mix
   - OLD BAY Dip & Crisp Seasoned Bread Crumbs

ANNOTATIONS

PRODUCT DETAIL CONTENT PAGE

1 **Product Title Page Header**
- the chosen Product Title is the page header
- static copy/text

2 **< SHOP ONLINE > button**

functionalityNOTES:

1. spawns new window containing the McCormick's e-commerce site (http://shop.mccormick.com)
NOTE: not all products are available for purchase online.

OPTIONS INCLUDE:
OPT1: display on every Product Detail page
OPT2: display ONLY for products that can be purchased online
OPT3: don't display on Product Detail pages – just on Products Landing page
From UX perspective – recommend the following:
Best: OPT2
Ok: OPT1
Ok: OPT3

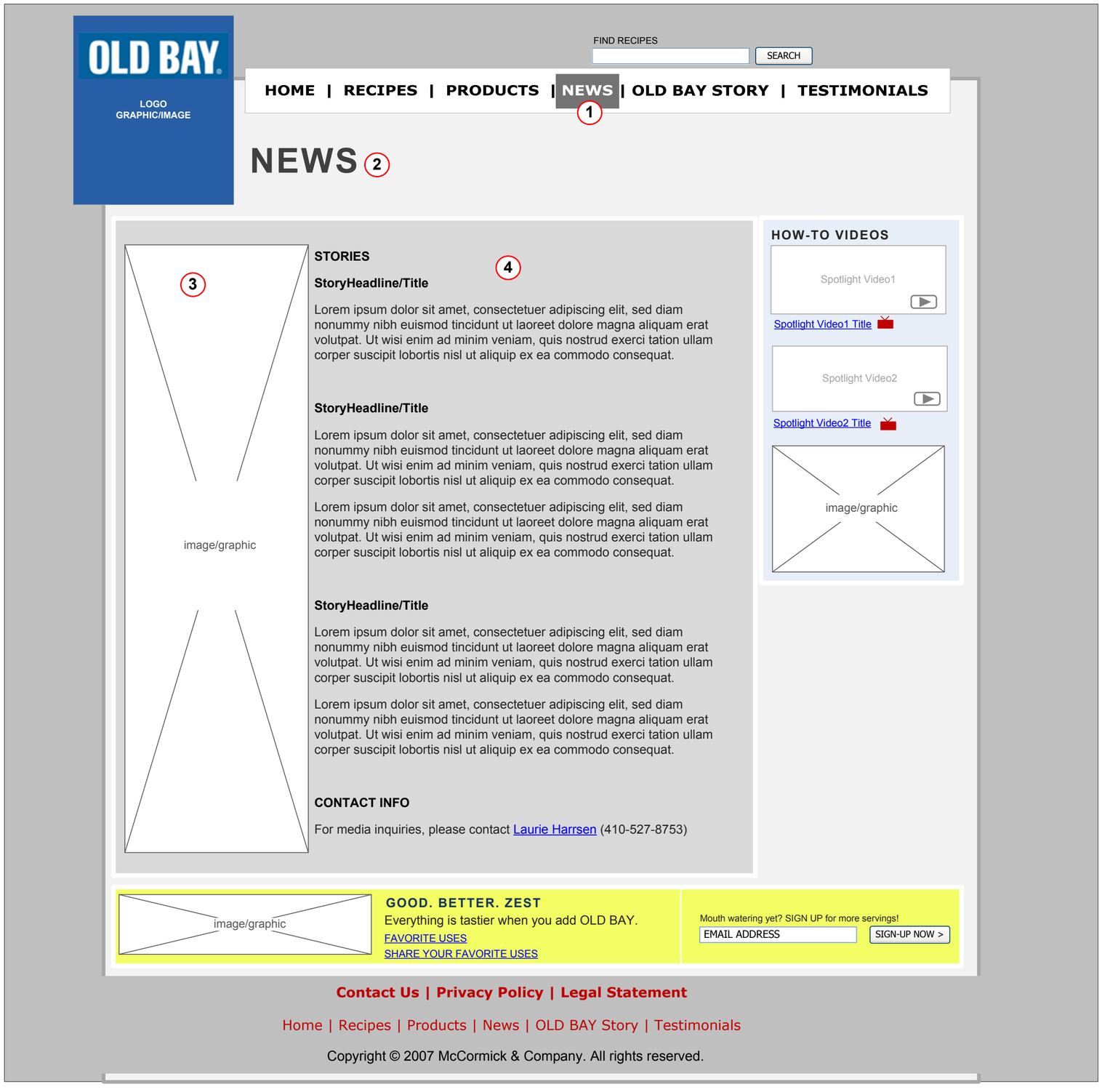
3 **Product Image/Photo – static**

4 **Product Full Detail**
type: Hard-coded
NOTE: Party Picks & Classic Recipes Made Easy. These links will be hard-coded & need to be provided. (Not all products will have links to display for Party Picks/ Classic Recipes Made Easy.)

5 **Similar Products**
type: static images & links

functionalityNOTES:

1. list 3 "similar products" on each Product Detail Page
2. each product image + Product Name link connect User to respective Product Detail page



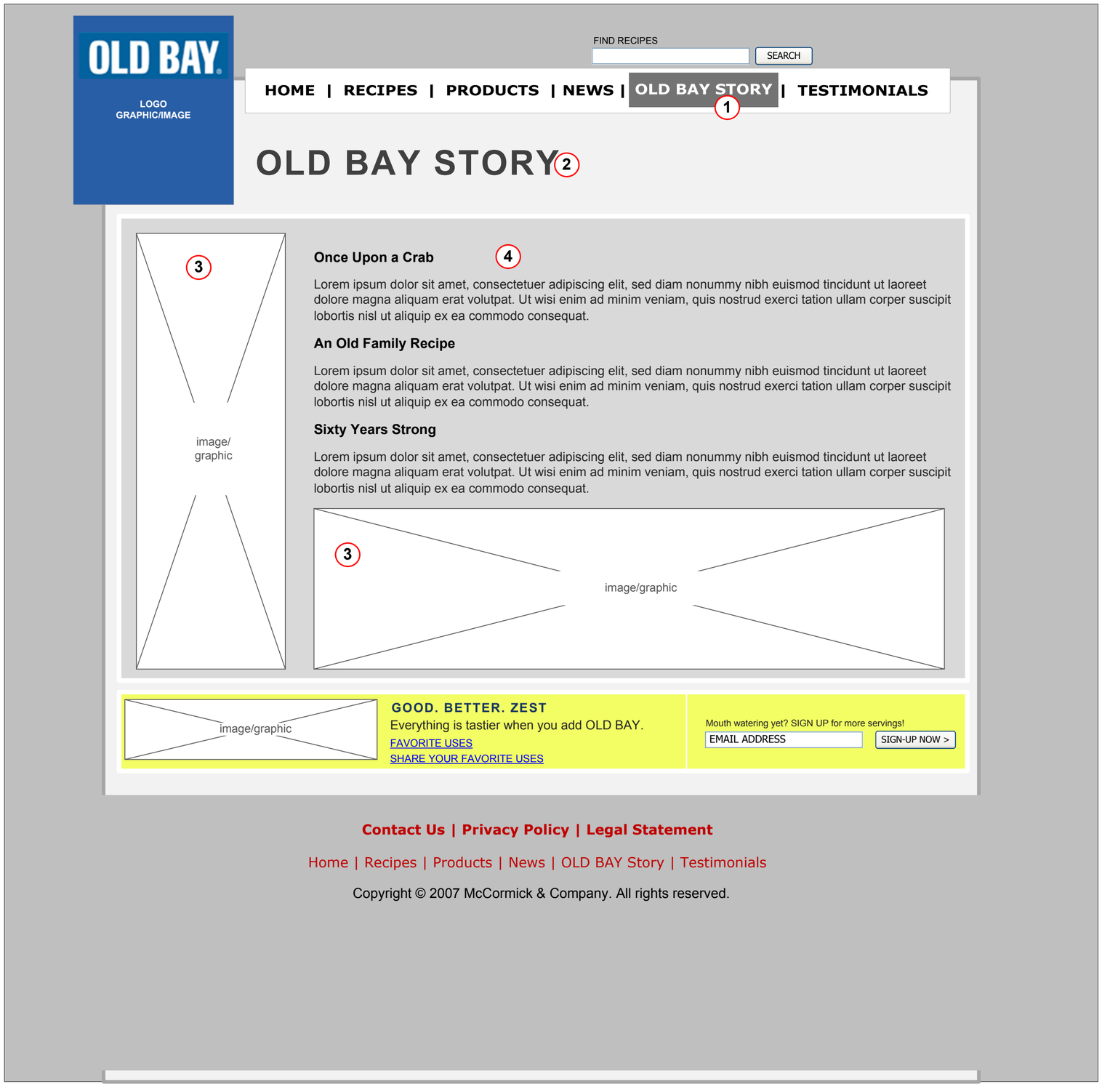
ANNOTATIONS

NEWS LANDING PAGE

NOTE: do not know how many News/Events items there are or will be, nor how often this section will be updated.

See Future Phase section at end of document on suggested presentation when there are A) multiple News stories & B) Events

1. **Visual Indicator of User's current section within site**
   - applies throughout site
2. **Product Landing Section Header + Messaging – FLASH**
3. **Image – static**
4. **News copy**
   Scrolling page of stories
4. **Contact Info**

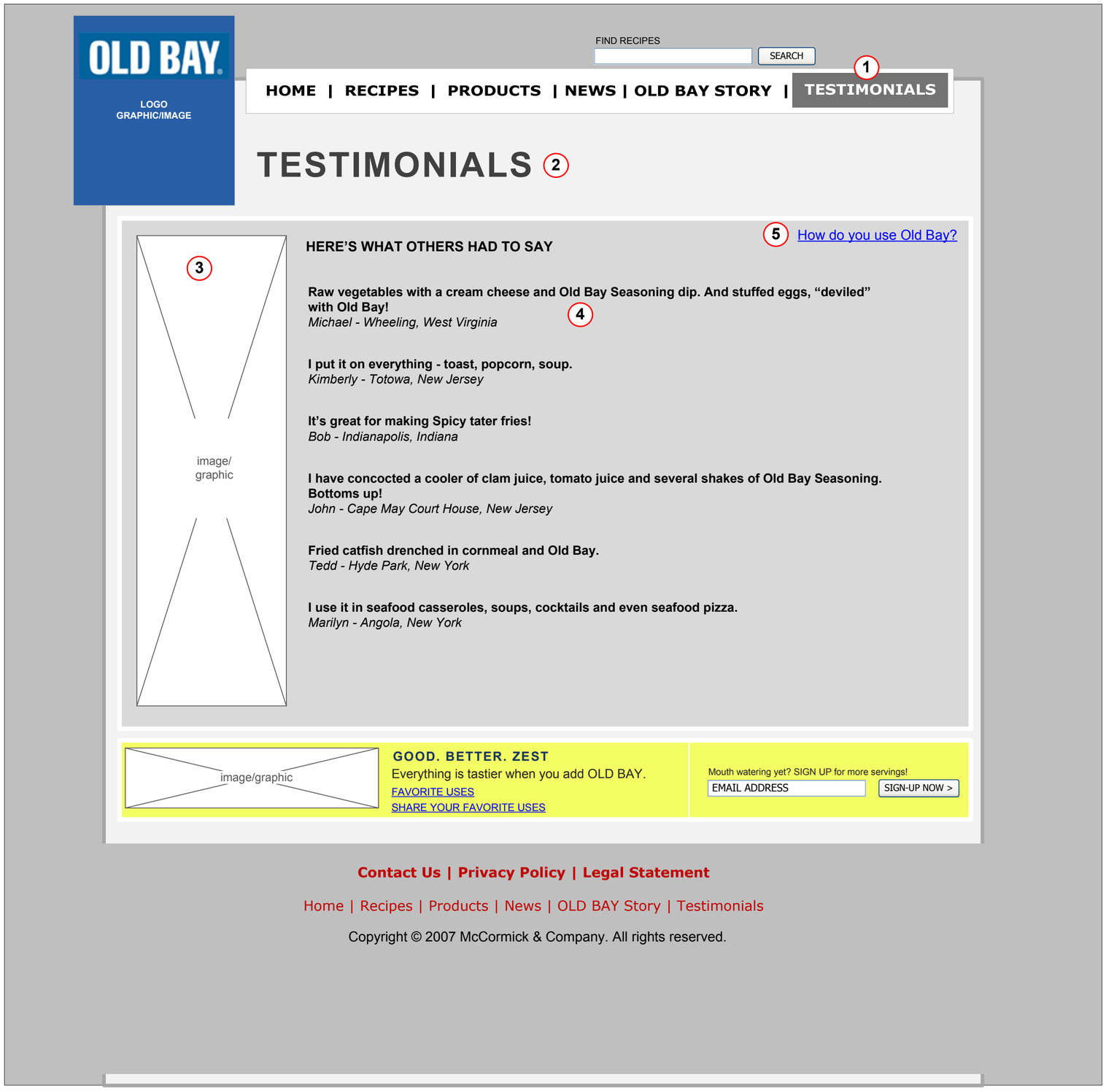


ANNOTATIONS

OLD BAY STORY LANDING PAGE

The primary focus of this page is provide the history of OLD BAY.

1. **Visual Indicator of User's current section within site**
   - applies throughout site
2. **Product Landing Section Header + Messaging – FLASH**
3. **Image – static**
4. **Copy - static**

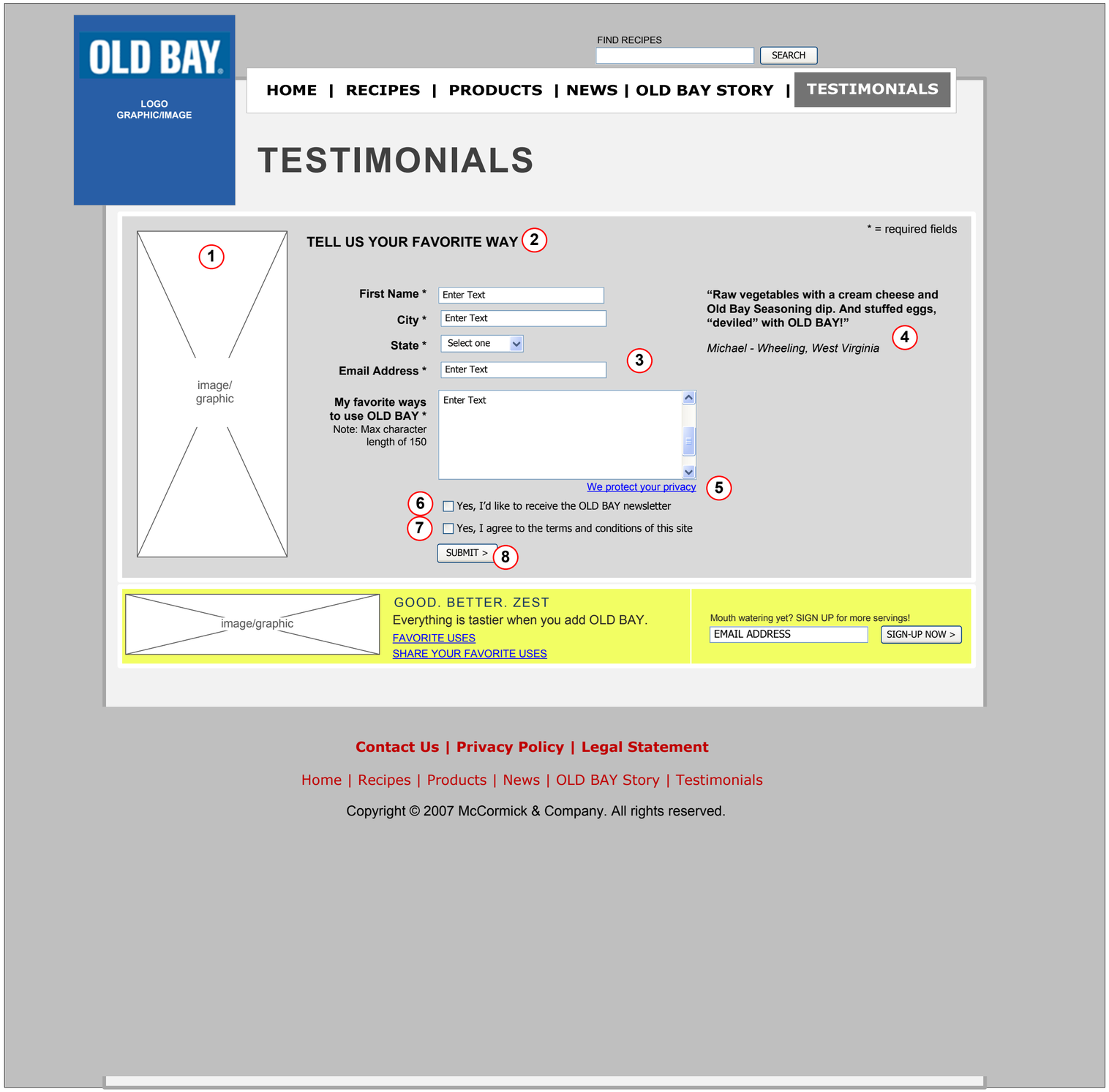


ANNOTATIONS

TESTIMONIALS LANDING PAGE

The primary focus of this page is to provide users how delighted many customers have been with Old Bay products. This page also provides a link for users to provide Old Bay with their own recipes.

1. **Visual Indicator of User's current section within site**
   - applies throughout site
2. **Testimonials Landing Section Header + Messaging – FLASH**
3. **Image – static**
4. **Copy Body -** Scrolling page of testimonials
   Headers – static
   Content – dynamic
   functionalityNOTES:
   1. most recent testimonial resides at top of list/page
   2. SUGGESTION: limit scroll to 20 testimonials and then introduce pagination
5. **< How do you use OLD BAY > link**
   functionalityNOTES: connects User with Testimonial Form



ANNOTATIONS

TESTIMONIALS FORM

The primary focus of this page is to provide users a way to provide their feedback on how they use OLD BAY products.

1. **Image – static**

2. **Header – static**

3. **Testimonial Form**
   - All are required fields
   - Message field has character length of 150

   functionalityNOTES:
   1. disable cursor when max limit is reached

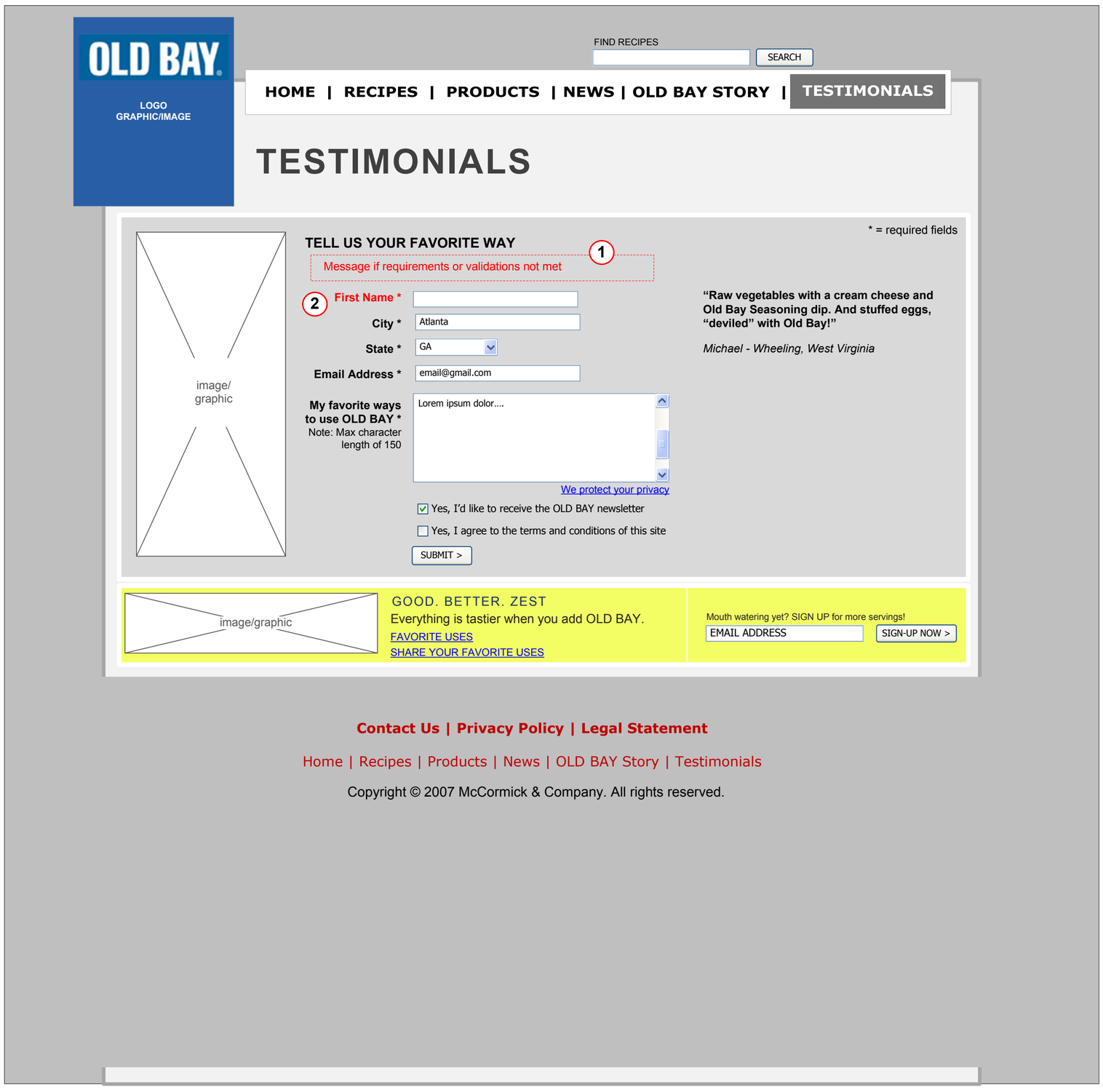
4. **Sample Testimonial – static text**

5. **< We protect your privacy > link**
   functionalityNOTES: spawns new window containing the Privacy Policy
   QUESTIONS:
   1. If we have the link to the Privacy Policy here, should have it as a pop-up because we don't want to take User away from form to view content.

6. **Communications Opt-In** – default to being unselected

7. **Terms & Conditions agreement** – default to being unselected (want User to actively choose this)

8. **< Submit > button**
   functionalityNOTES:
   1. Prompts system to check that requirements & validations are met
   If No – present Error Messaging accordingly
   If Yes – capture submitted information & present Thank You/ Confirmation page



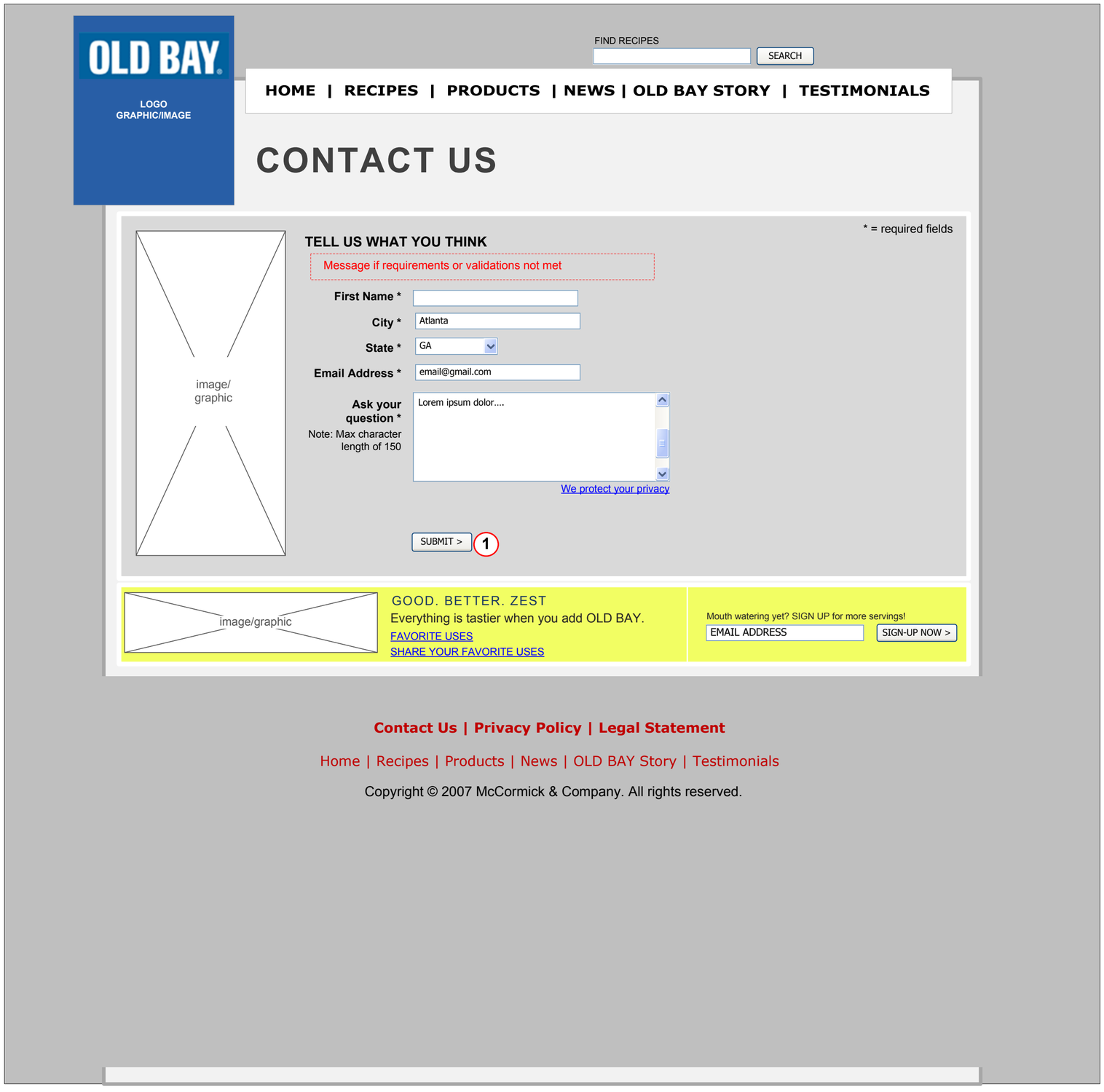
ANNOTATIONS

ERROR MESSAGING

These features & functionalities apply to error messaging on the following forms:

1. Testimonials Submittal
2. Contact Us Submittal
3. Email Recipe to
4. Email Submittal for Communications

1 **Error Messaging**
If requirements and/or validations are not met, the following occurs:
2 1. Refresh form/page with appropriate messaging at top of form
2. Highlight in Bold Red, the area where the error is



ANNOTATIONS

CONTACT US FORM

1. **< Submit > button**
   functionalityNOTES:
   1. Prompts system to check that requirements & validations are met
   If No – present Error Messaging accordingly
   If Yes – capture submitted information & present Thank You/ Confirmation page

OLD BAY

LOGO
GRAPHIC/IMAGE

FIND RECIPES
SEARCH

HOME | RECIPES | PRODUCTS | NEWS | OLD BAY STORY | TESTIMONIALS

PRIVACY POLICY

image/graphic

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image/graphic

GOOD. BETTER. ZEST
Everything is tastier when you add OLD BAY.
FAVORITE USES
SHARE YOUR FAVORITE USES

Mouth watering yet? SIGN UP for more servings!
EMAIL ADDRESS
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ANNOTATIONS

PRIVACY POLICY LANDING PAGE

OLD BAY

LOGO
GRAPHIC/IMAGE

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LEGAL STATEMENT

image/graphic

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ANNOTATIONS

LEGAL STATEMENT LANDING PAGE

POP-UP FEATURES

Includes: Print Recipe Pages
Email This Recipe
Thank You/Confirmation for Email Submittal

OLD BAY

1 LOGO GRAPHIC/IMAGE

2

CREAMY SHRIMP & PASTA

Recipe Overview Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis

INGREDIENTS

8 ounces pasta such as rotini or penne
1/2 cup frozen peas
1 tablespoon butter
1 pound shrimp, peeled and deveined
1 1/2 cups half-and-half
2 green onions, sliced thin
1 tablespoon OLD BAY® 30% Less Sodium Seasoning
1 tablespoon grated Parmesan cheese

DIRECTIONS

1. Cook pasta in large saucepan as directed on package, adding peas during the last 1 minute of cooking. Drain well.

2. Melt butter in large skillet on medium-high heat. Add shrimp; cook and stir 2 to 3 minutes or just until shrimp turn pink. Add pasta mixture, half-and-half, green onions, Old Bay and Parmesan cheese; mix well. Simmer 5 minutes or until sauce thickens. Let stand 5 minutes.

3. Serve with additional Parmesan cheese, if desired.

RECIPE INFO

Makes 6 servings
Prep Time: 10 minutes
Cook Time: 15 minutes

NUTRTITIONAL INFO

Calories: 306
Fat: 10 g
Cholesterol: 140 mg
Sodium: 378 mg
Carbohydrates: 34 g
Fiber: 2 g
Protein: 20 g

ANNOTATIONS

RECIPE PRINT PAGE

The following features & functionalities apply to all 3 size options of Print Recipe

FEATURES:
1 OLD BAY logo
2 Recipe copy

FUNCTIONALITIES:
1. When User selects Print function for current Recipe, system spawns a new window containing respective info.
2. Print function automatically begins (User has already indicated that s/he wanted to print)
3. Once printing finishes, User has option of printing again – via Browser print or Ctrl P – or closing window to return to current Recipe Detail page

LOGO
GRAPHIC/IMAGE

CREAMY SHRIMP & PASTA

Recipe Overview Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis

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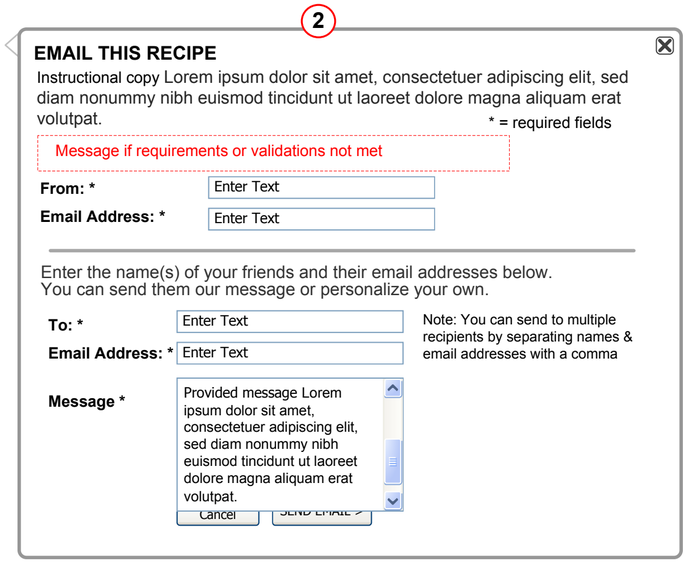
ANNOTATIONS

1

2



3

1 **ANNOTATIONS**

User clicks < EMAIL THIS RECIPE > link

functionalityNOTES:

1. system presents Email Feature pop-up
2. User needs to provide his/her Name & Email Address
3. User needs to provide Recipient's Name & Email Address
4. Can send to multiple recipients by separating each with a comma

2 **User provides required information & clicks < SEND EMAIL > button**

functionalityNOTES:

1. system checks to verify that requirements & validations are met
   If NO – then provide error messaging accordingly (see details on Error Messaging page)
   If YES – present Thank You/Confirmation feature

3 **User closes Thank You/Confirmation feature**

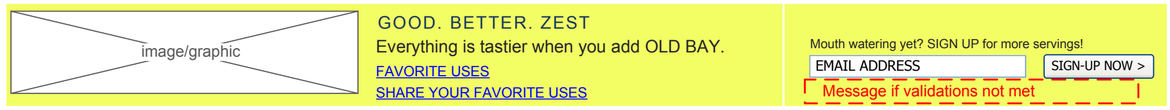
functionalityNOTES:

1. when pop-up feature is closed, User will be on same Recipe Detail page s/he was when initiating the email process

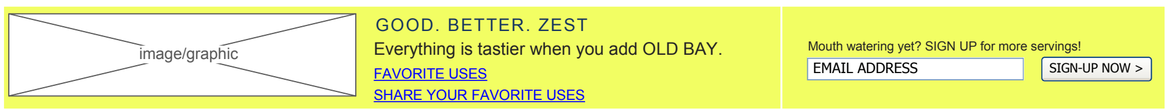
QUESTIONS:

1. need a CAPTCHA? *(No)*
2. Is it possible to send to multiple recipients and have the Names & Email Addresses align if all we're doing is separating with a comma? *(Include generic greeting if sending to multiple e-mail addresses.)*
3. are there any validations beyond email address? *(No)*

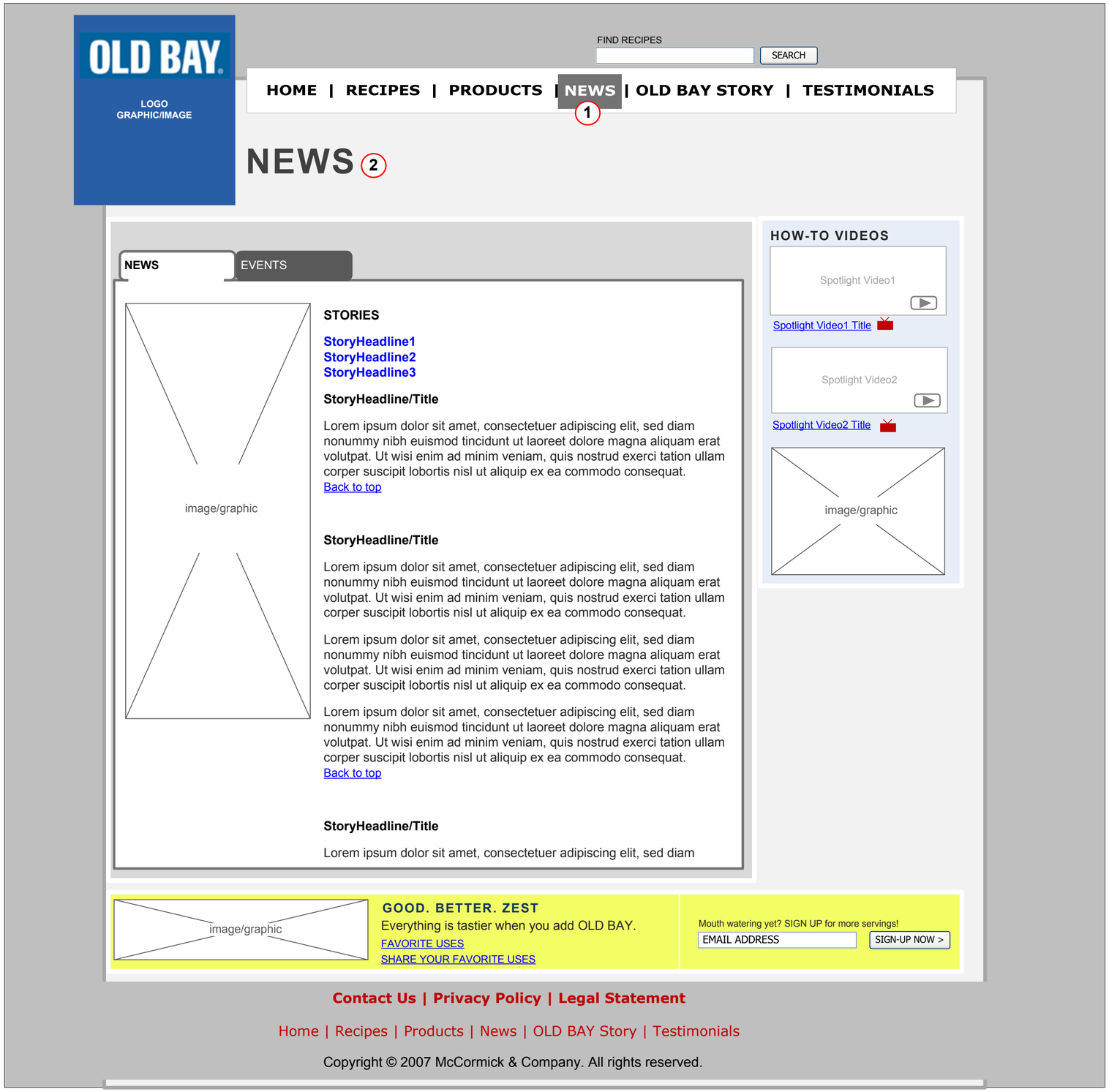
EMAIL COMMUNICATIONS SUBMITTAL :: ERROR MESSAGING



EMAIL COMMUNICATIONS SUBMITTAL :: THANK YOU/CONFIRMATION FEATURE



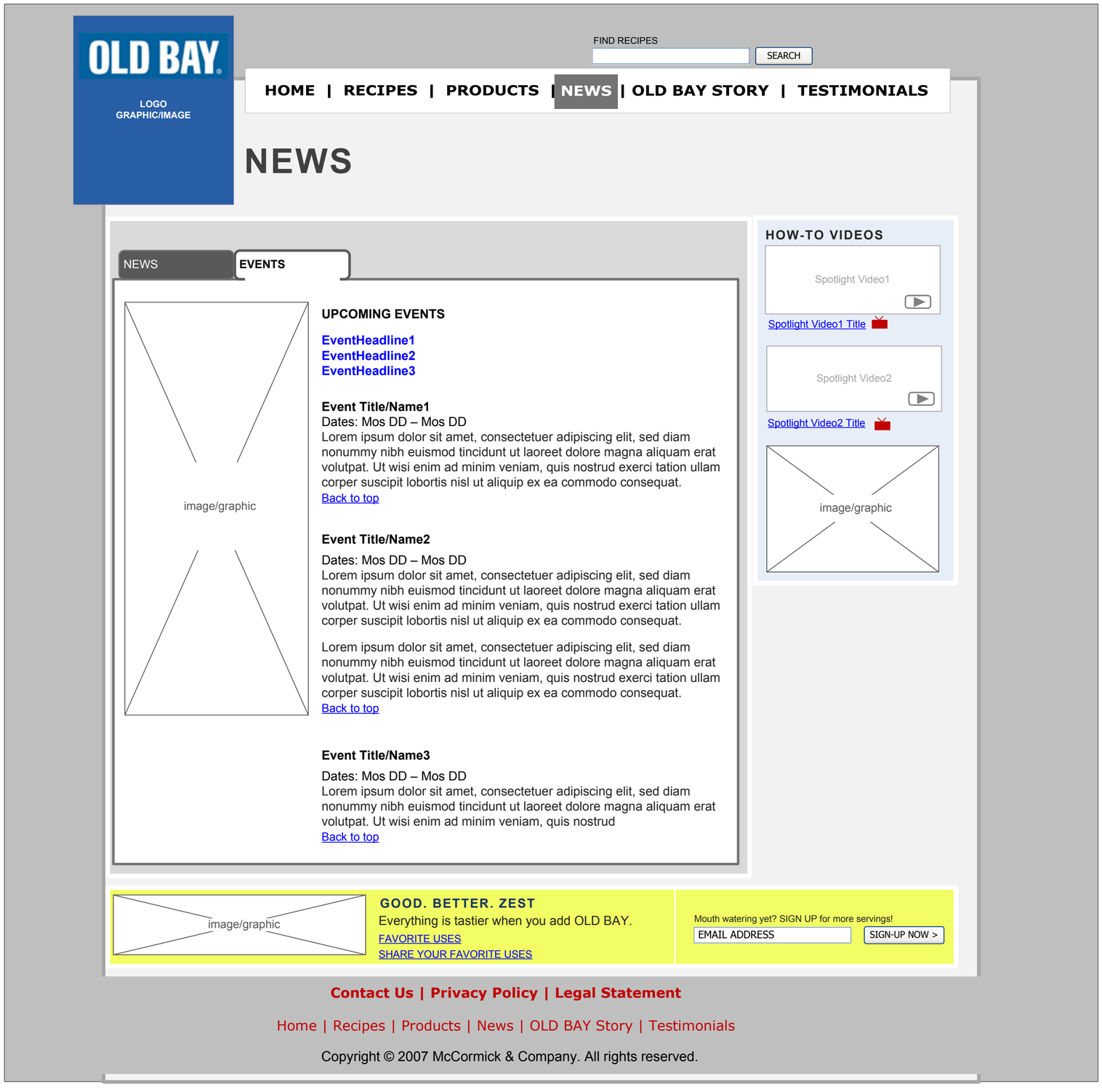
FUTURE PHASE FEATURES



ANNOTATIONS

NEWS LANDING PAGE

Suggestion on how to handle future instances of News



ANNOTATIONS

NEWS :: EVENTS CONTENT PAGE

Suggestion on how to handle future instances of Events