

RAPP Experience Architecture Deliverable: Wireframes

Premium BSP – Snack Finder Application

CONFIDENTIAL DOCUMENT

<div>Version Release History</div> <div>V1.0– Snack Finder Wireframes</div> <div>V2.0 –</div> <div>V3.0 – updates to specs and sign in screens.</div>	<div>Disclaimer: Wireframes represent information structure, general page level functionality and user interface/navigation component hierarchy only. They do not represent final copy, visual layout, graphic design or typography.</div> <div>RAPP 437 Madison Avenue, New York, N.Y. 10022</div>	<div>Document Status</div> <div>Exploratory</div>
		<div>Version 3.0</div> <div>Modified: 3/19/2010</div>
		<div>Author: Lis Hubert</div>

A: Sign In



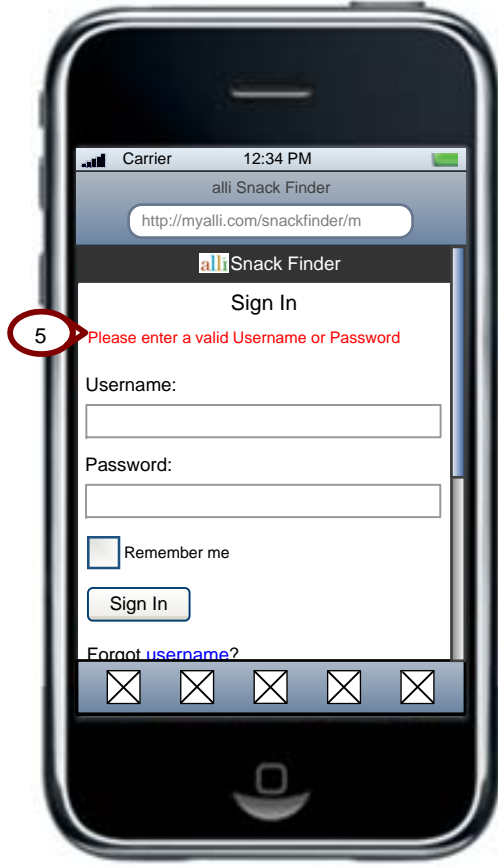
B: Sign In – Scrolled to Bottom



C: Sign In w/ error



D: Sign In w/ error



Functional Annotations

1. **Password** – This should be masked as the user types.
2. **Remember Me** – Selecting this should allow the user to stay logged in after they have ended their session. The recommendation is to have a cookie that lasts for 4 weeks.
4. **Sign In error** – If the user does not enter a username or password, an error message should display.
5. **Error message** – Users should see this message if
 - a. they enter a username that is not recognized by the system
 - b. they are a Gold user that has typed in the incorrect password.
6. **Keyboard** – the user should see the form field entry keyboard when selecting username/password fields. There should be a blinking cursor in the input field selected.
7. **alli Gold Promo** – Users should see this page if their username is recognized by the system as Standard/Core regardless of if their password is correct.
8. **Sign out** – when a user clicks sign out they should be brought to the sign in page with a message that they have successfully signed out.
9. **Forgot Username** – Clicking takes the user to the Forgot Username flow.
10. **Forgot Password** – Clicking takes the user to the Forgot Password flow.
11. **Myalli.com/gold** – Clicking brings the user to the myalliplan/gold portion of the site.
12. **URL** – The mobile web application URL should be <http://myalli.com/snackfinder/m>
13. **Scroll Treatment** – The scroll treatment displays when the user touches the screen.
14. **Selected Link** – When a link is selected, a visual indication/highlight should display.

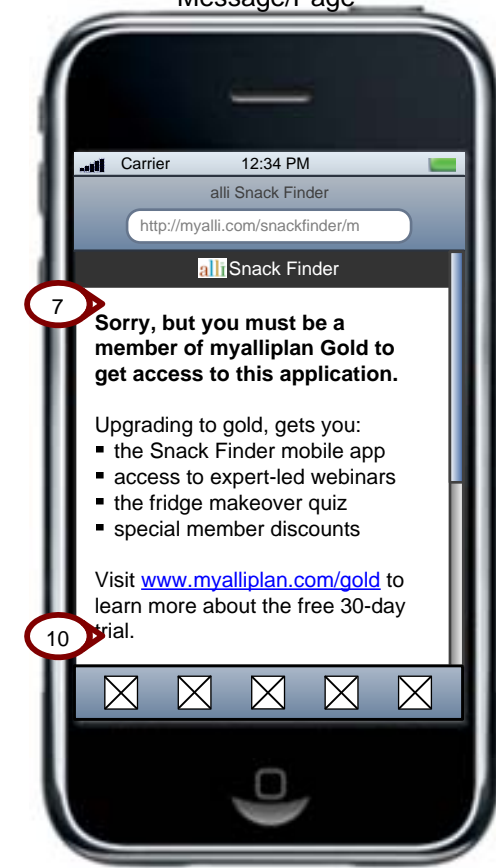
Content Annotations

3. **Footer** – the footer should always contain the alli logo as well as any copyright information. NOTE Logo is NOT linked. Remaining content TBD.

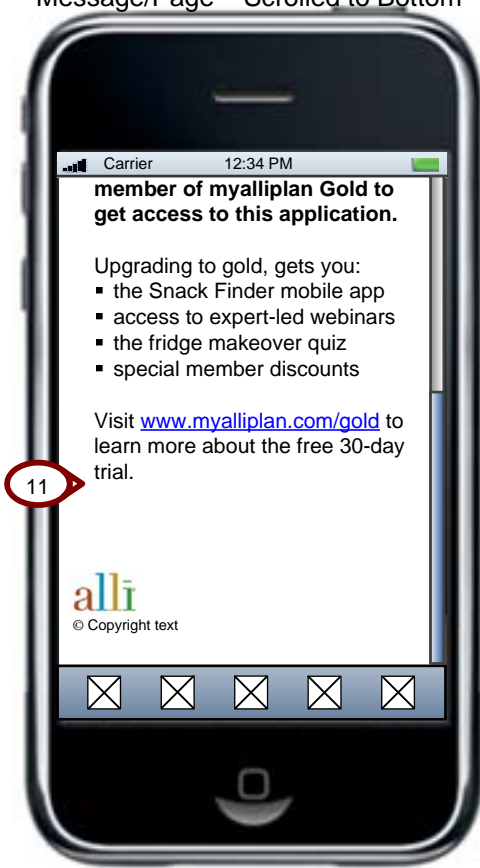
E: Sign In – Keyboard



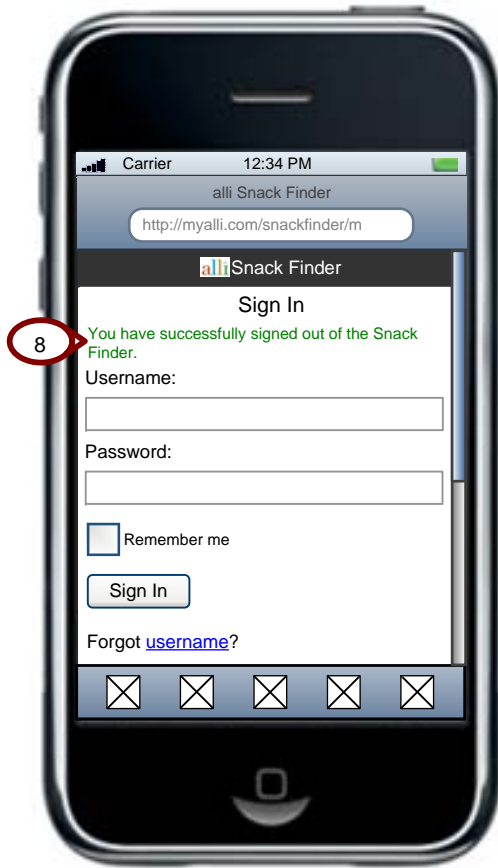
F: Sign up for Premium BSP Promo Message/Page



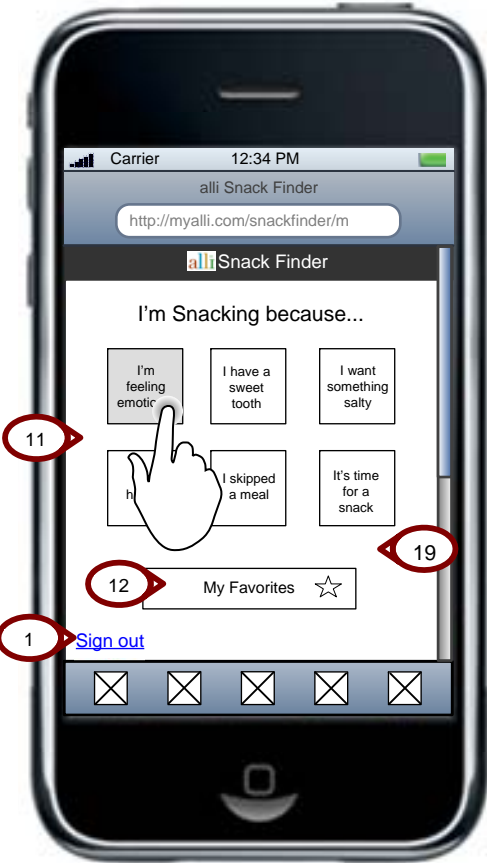
G: Sign up for Premium BSP Promo Message/Page – Scrolled to Bottom



H: Sign out message



A: Snack Finder Home



B: Snack Finder Home – Scrolled to Bottom



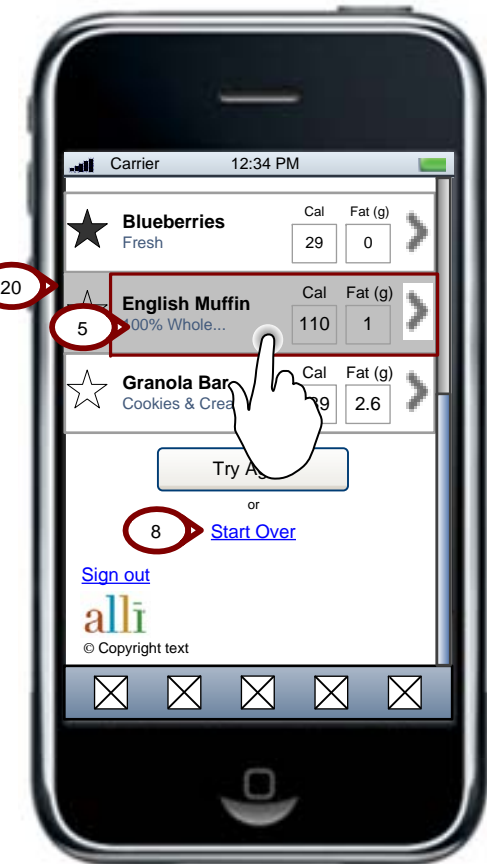
C: Non “Favorites” selection - Interstitial



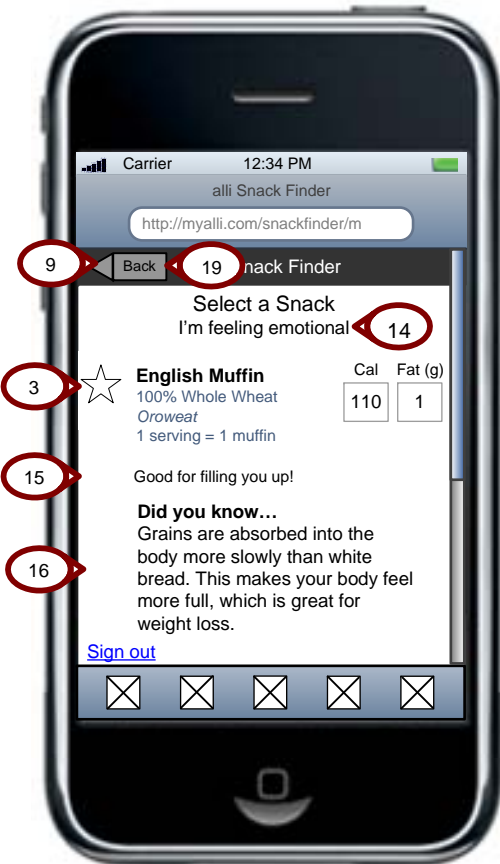
D: Snack Results



E: Snack Results – Scrolled to Bottom



F: Snack Details



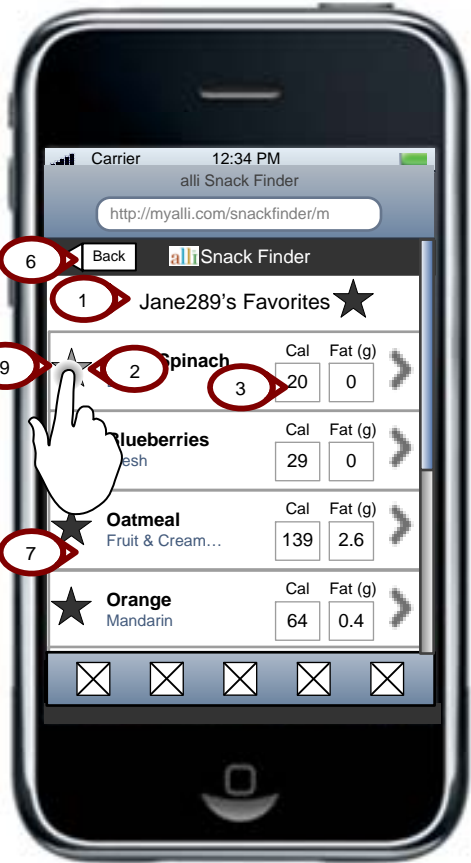
G: Snack Details – Scrolled to Bottom



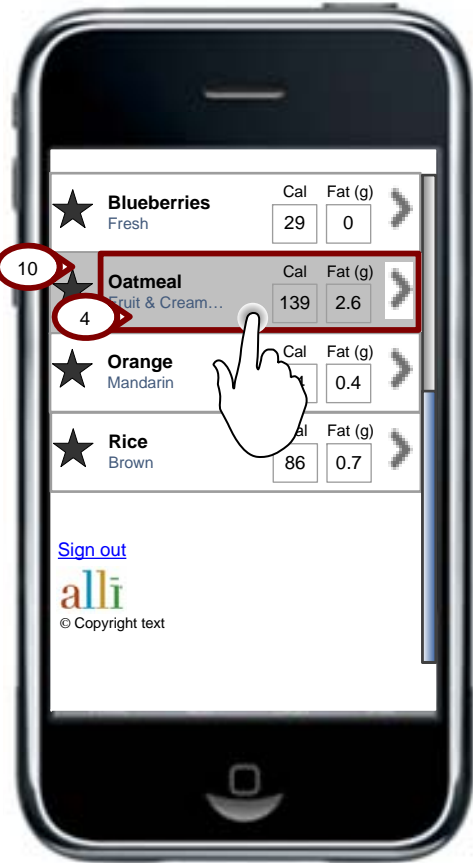
Functional Annotations

1. **Sign out** – Once the user is signed in, the footer displays the link to sign out.
2. **Don't show again** – Checking this and clicking continue hides all future interstitial tips from the user. **TBD**
3. **Favoriting an Item** – An item is favorited when a user touches or clicks on the star. Favorites are stored by a cookie. The favorite status should update without reloading the page. Exception: HTML version will reload the page to favorite an item.
4. **Try Again** – Clicking try again will display 3 new items without reloading entire page. Exception: HTML version will reload the page.
5. **Selecting a Result** – Everything to the right of the ★ should be one linked block that the user can click or touch to display snack details page.
6. **Snack Result** – The data display for a snack result includes:
Food Name – can be up to 2 lines
Food Descriptors (optional) – 1 line only. use ellipse if too long
Calories
Fat
7. **Snack Results** – Each snack will be tagged by at least one filter. The snack results should display 3 snacks each time a new search is initiated. Snack results should contain a minimum of one commercial item. The other two items will be pulled as random results from the snacks that are tagged with the selected filter. Favorites snacks can be part of the 2 random results but are not required to be.
8. **Start Over** – Clicking brings the user back to the Snack Finder Home page.
9. **Back on Snack Details** – Clicking back on the Snack Details page brings the user to the Snack Results. The results should be the same as those presented previously.
10. **Food Detail** – The data display for a snack detail includes:
Food Name – full name
Food Descriptors (optional) – full name
Calories
Fat
Brand name (optional)
Serving size
Benefit marker (optional)
Did you know...
11. **Filters** – Clicking one of the 6 filters brings the user to the relevant interstitial tip.
12. **My Favorites** – Clicking initiates a check to the system to see if the user has favorites then brings them either to Favorites – User has favorites or Favorites – no favorites.
13. **Continue** – Clicking saves the user's preference if they have selected the Don't Show option and then brings the user to the results page based on filter.
14. **Filters** – the user should see the Filter that they selected on the home page reiterated throughout results and details.
15. **Benefit markers** – If a food is tagged Filling or Fueling, the filling and/or fueling marker should appear with the food.
16. **Did you know** – each snack will include one fun tip that should appear on its detail page.
17. **Interstitial Tip** – Each filter will have several tips associated with it. These should rotate each time a category is selected so that the user sees several different message for each reason type.
18. **Snack Results Back Button** – Clicking brings the user to the Snack Finder Home Page.
19. **Selected Icon/Image/Buttons** – There should be a “depressed” treatment for images, icons or buttons which shows as the item is touched and pushed.
20. **Select “hotspot”** – there should be a visual indication that the user has selected a hotspot/link. This is slightly different than the Selected Icon/Image state.

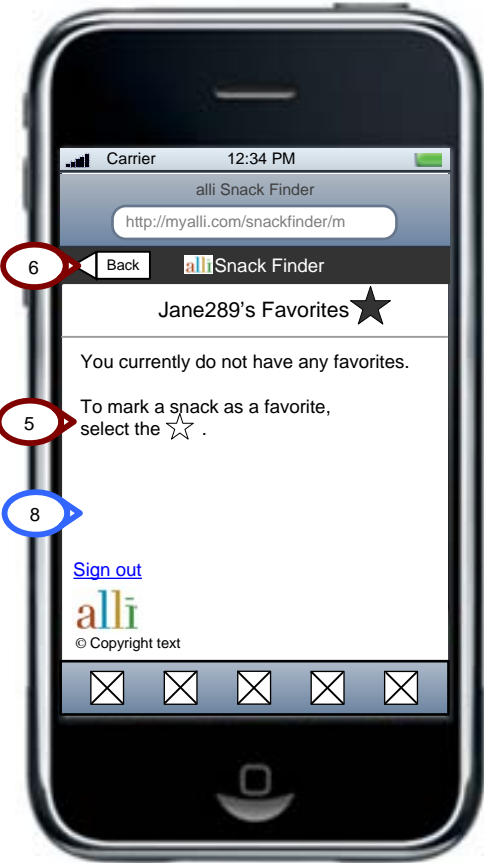
A: Favorites – User has favorites



B: Favorites – User has favorites, Scrolled to Bottom



C: Favorites – No favorites



Functional Annotations

1. **Favorites Title** – This should display the user's username.
2. **Un-favoriting a snack** – a user can touch or click the star on the favorites page in order to un-favorite or re-favorite a snack.
3. **Favorites snack structure** – The data display for a snack result includes:
Food Name – can be up to 2 lines
Food Descriptors (optional) – 1 line only. use ellipse if too long
Calories
Fat
4. **Selecting a Favorite** – Everything to the right of the ★ should be one linked block that the user can click or touch to display snack details page.
5. **No favorites** – if the user does not have any snacks marked as favorites, they should see a message instructing them how to favorite items.
6. **Back Button** – Clicking displays the Snack Finder Home page.
7. **Favorites ordering** – Favorites should be in ascending alphabetical order.
9. **Selected Icon/Image** – There should be a “depressed” treatment for images which shows as there are touched and pushed
10. **Select “hotspot”** – there should be a visual indication that the user has selected a hotspot/link. This is slightly different than the Selected Icon/Image state.

Content Annotations

8. **Cookies deleted msg** – There should be some messaging to address users whose favorites have been removed due to the deletion of their browser cookies.

A: Forgot Username – Request Username



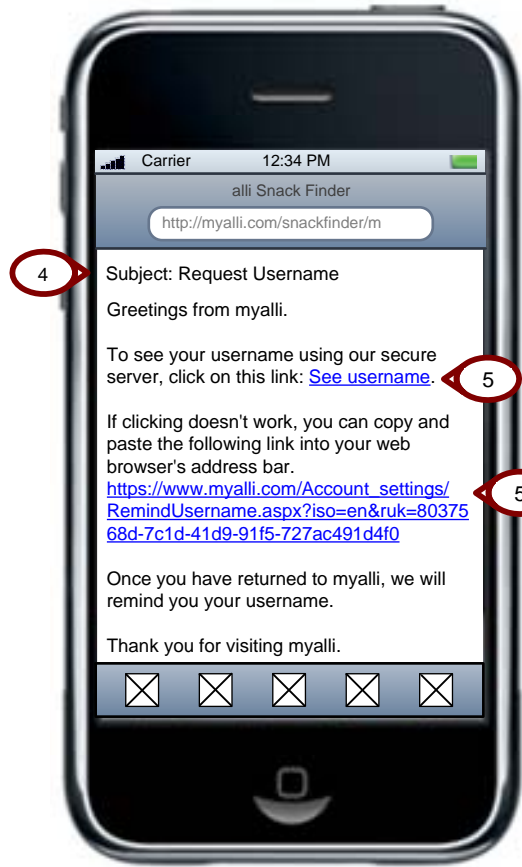
B: Forgot Username – Request username – Error msg.



C: Forgot Username – Email Successfully Sent



D: Forgot Username - Email



E: Forgot Username – Retrieve username

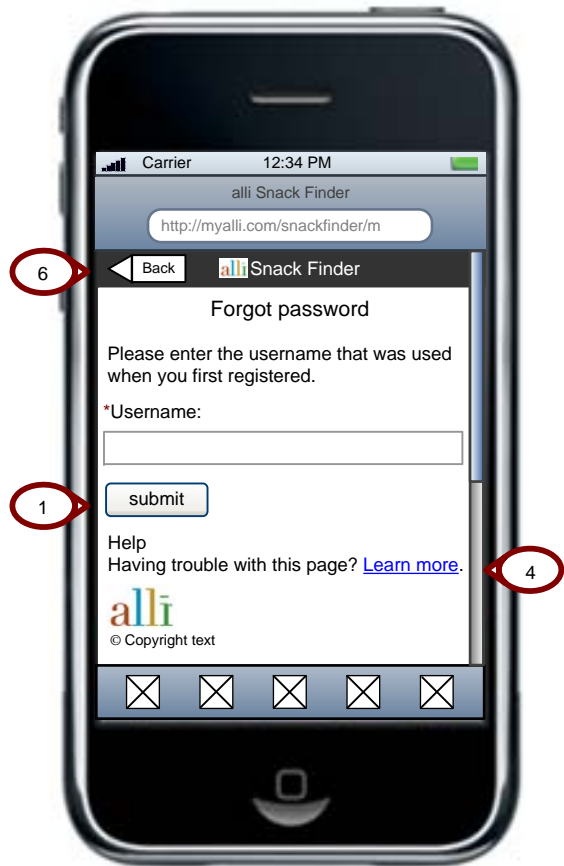


Functional Annotations

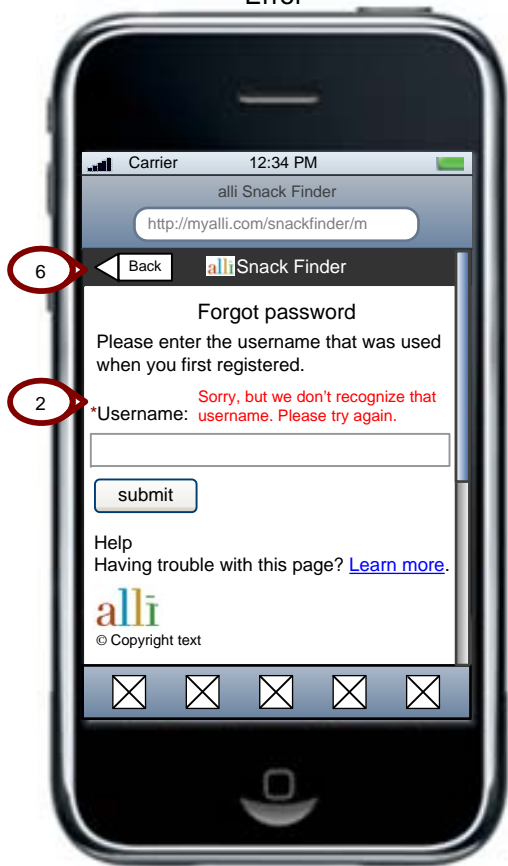
1. **Submit** – Clicking submit sends an email to the user’s email address on file containing a link to retrieve their username.
2. **Error msg format** – If the user enters an invalid email address, either one that is not formatted correctly or not in the system, show the message “Sorry, we do not recognize that email address, please try again. If a user does not enter an email address and clicks Next they should see an error message.
3. **Confirmation message**: Display when an email address is successfully submitted.
4. **Email message**: Format and content for email message sent. Should be a text only email.
5. **See Username** – clicking displays the username in the snackfinder.
6. **Sign In** – Clicking displays the snack finder sign in page.
7. **Back** – Clicking displays the snack finder sign in page.

Content Annotations

A: Forgot Password – Reset Password



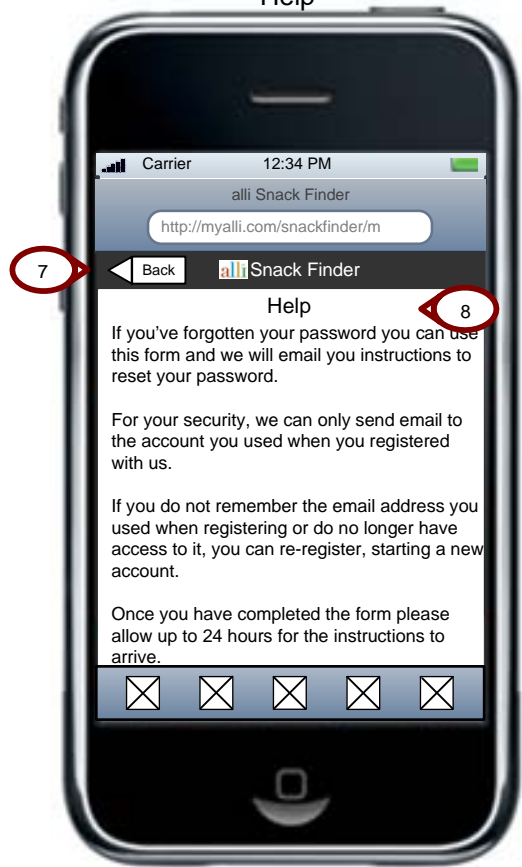
B: Forgot Password – Reset password Error



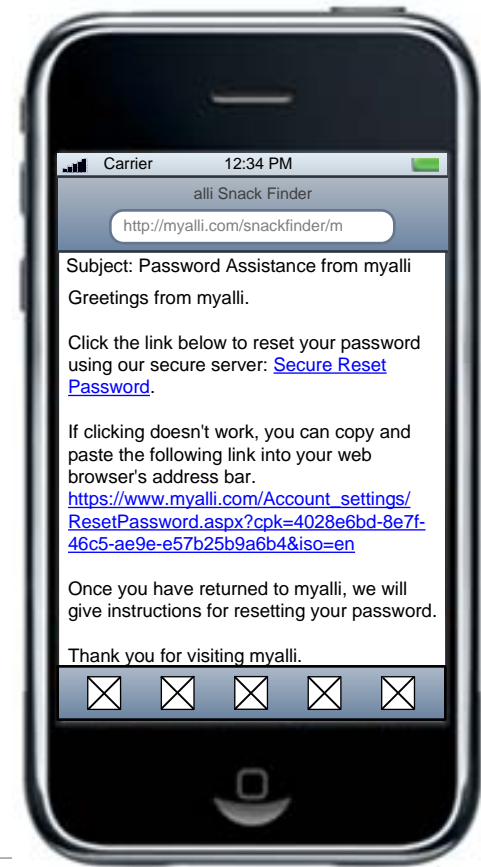
C: Forgot Password – Reset Password Confirmation



E: Forgot Password – Reset Password Help



F: Forgot Password – Email



G: Forgot Password – Reset Password



Functional Annotations

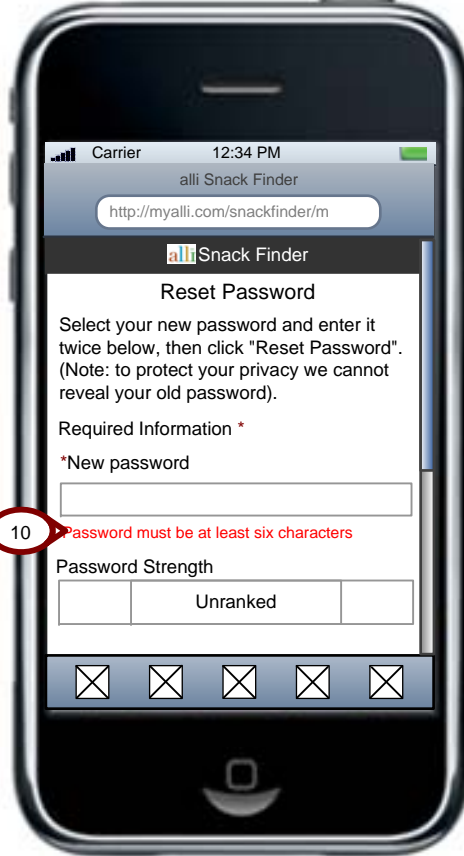
1. **Next** – Clicking sends an email containing a link to reset their password to the user's email address on file.
2. **Error msg format** – If the user enters an invalid username, an error message should display. f a user does not enter a username and clicks Next, an error message should display.
3. **Confirmation message** – display when a username is successfully submitted.
5. **Learn more** – Clicking displays the Help page content.
6. **Back** – Clicking displays the snack finder sign in page.
7. **Back** – Clicking brings the user back to the Forgot password page.
8. **Help Page** – display when user clicks on learn more (see #5).
9. **Reset Password** – Clicking displays the reset password screen in the snack finder.

Content Annotations

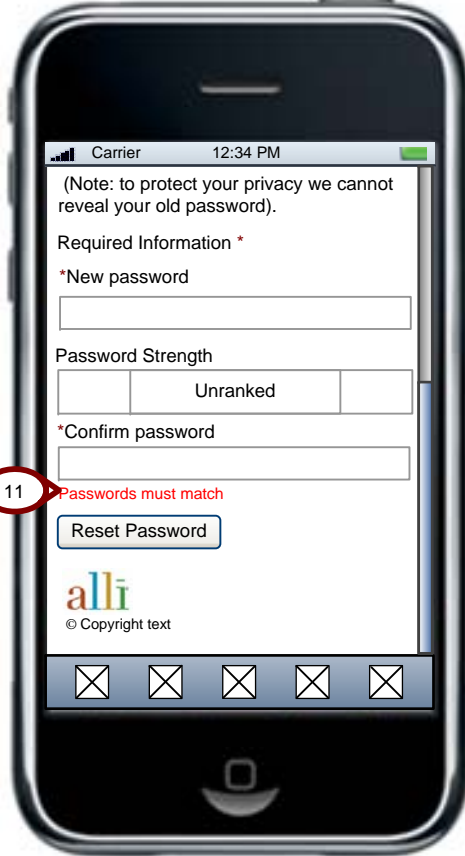
I: Forgot Password – Reset Password
Scrolled to Bottom



J: Forgot Password – Reset Password
– Error messages



K: Forgot Password – Reset Password
– Error messages



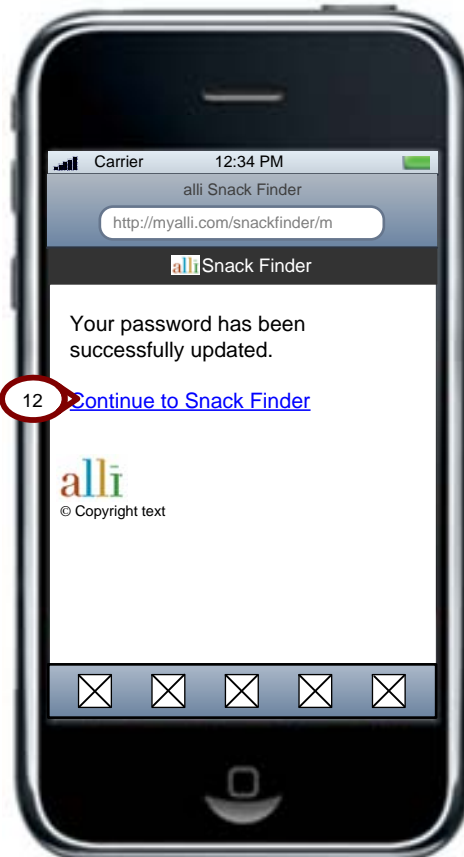
L: Forgot Password – Reset Password
Keyboard



Functional Annotations

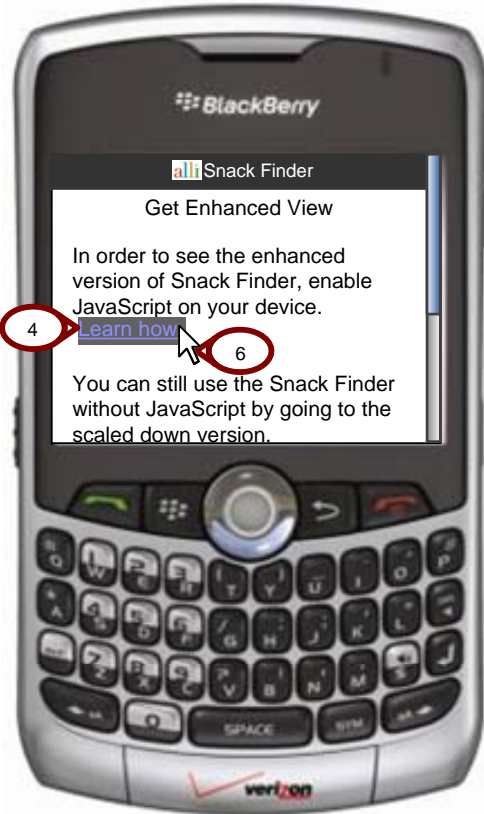
- 4. **Keyboard** – the user should see the form field entry keyboard when selecting username/password fields. There should a blinking cursor in the input field selected.
- 10. **Error msg** – If the user enters a password that is under 6 characters, an error message should display.
- 11. **Error msg** – If the user enters 2 passwords that do not match, an error message should display.
- 12. **Continue to snack finder** – Clicking displays the Snack Finder home page (post login)

M: Forgot Password – Password Reset



Content Annotations

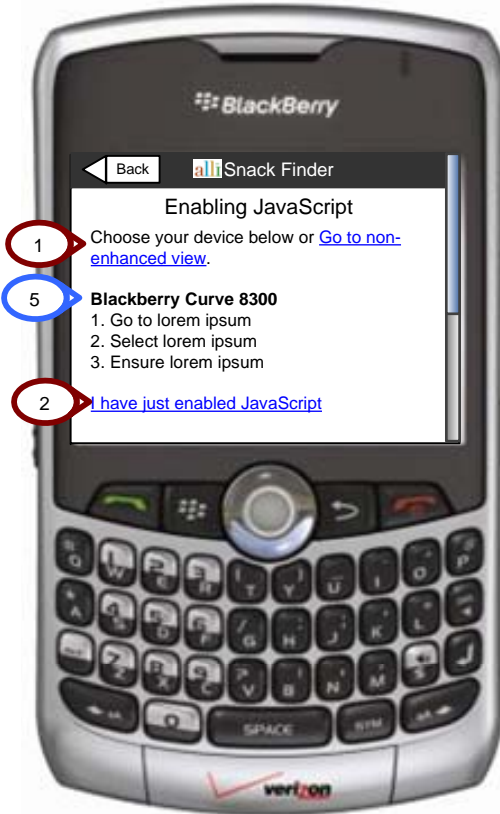
A: Msg to Learn How to Enable JavaScript or go to HTML version



B: Msg to Learn How to Enable JavaScript or go to HTML version – Scrolled to Bottom



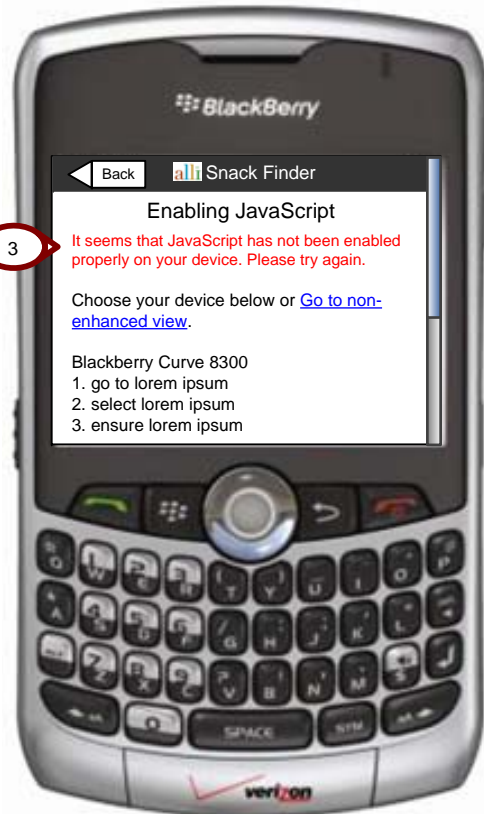
C: Learn How to Enable JavaScript



D: Learn How to Enable JavaScript – Scrolled to Bottom



E: Learn How to Enable JavaScript – w/ not enabled message



Functional Annotations

1. **Go to non enhanced view** – Clicking displays the Snack Finder home page of the HTML only version of the site.
2. **I have just enabled JavaScript** – Clicking initiates another check to see if the user has truly enabled JavaScript. If yes the Snack Finder home page of the AJAX site displays.
3. **Error msg** – If the user selects “I have just enabled JavaScript” and the system finds that JavaScript is still not enabled, a message displays.
4. **Learn how** – Clicking displays the Enabling JavaScript page.
6. **Learn how mouse over** – When the user mouses over a link, the entire link should highlight.

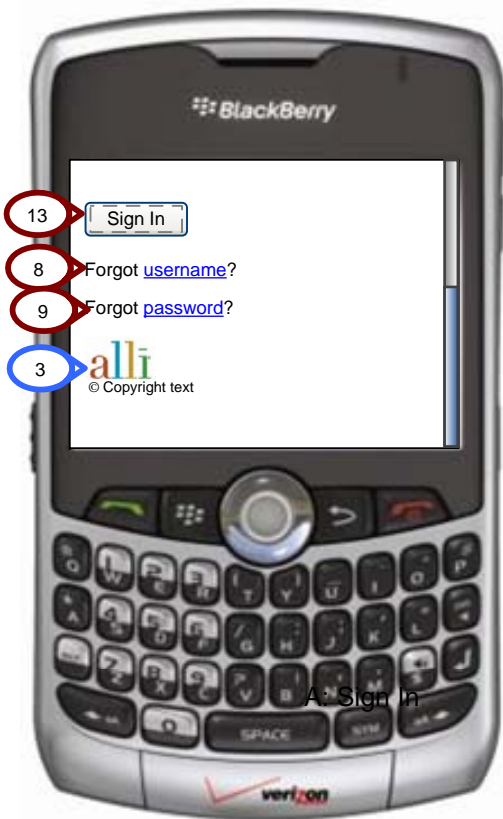
Content Annotations

5. **Enabling JavaScript** -This content will include a list of devices with relevant instructions.

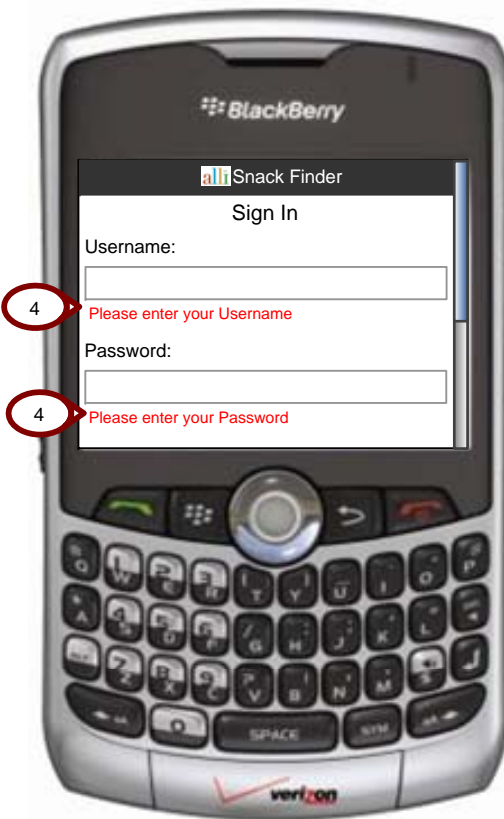
A: Sign In



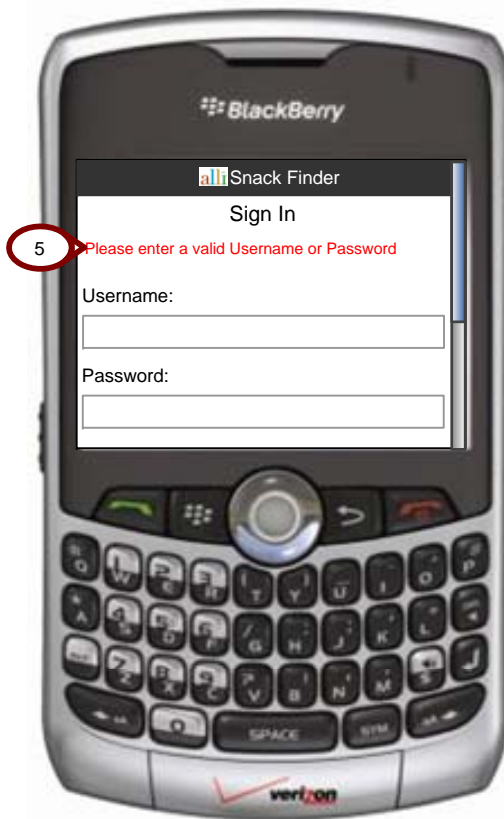
B: Sign In – Scrolled to Bottom



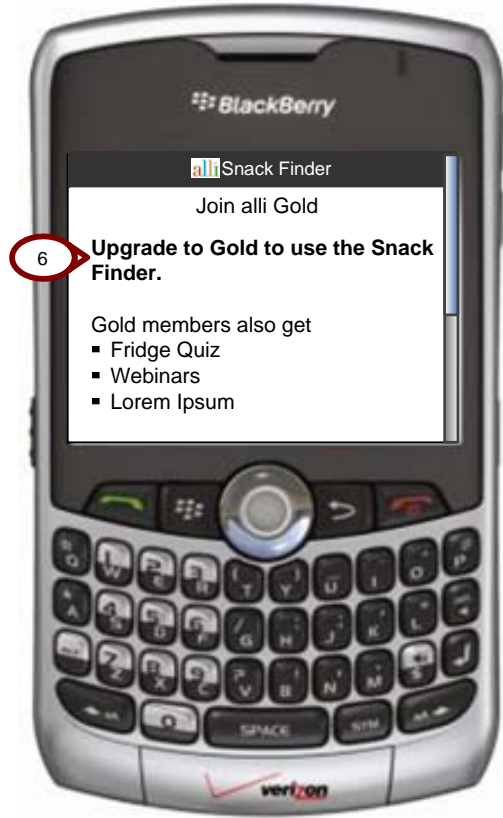
C: Sign In w/ error



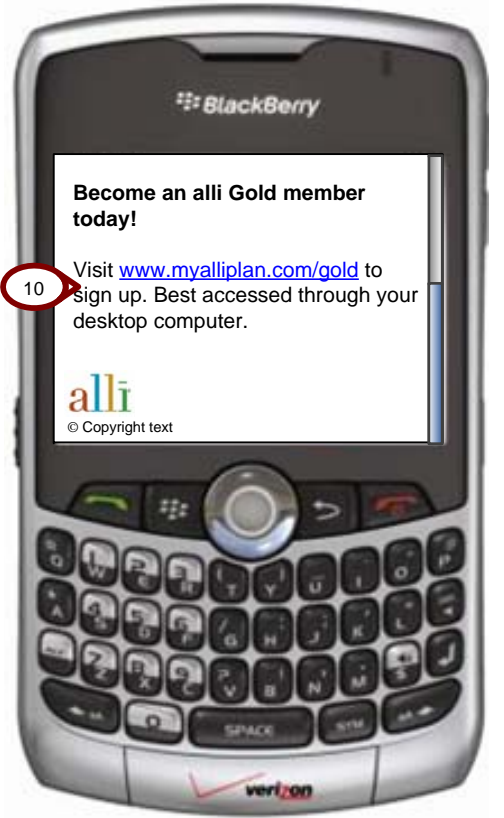
D: Sign In w/ error



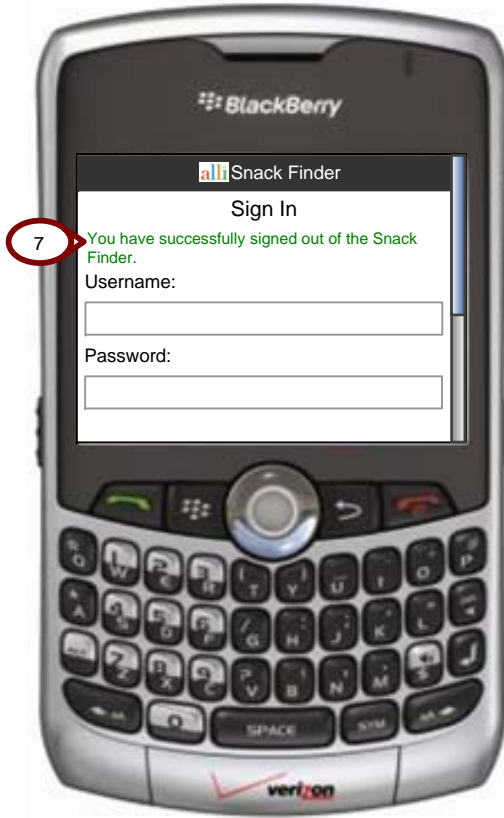
E: Sign up for Premium BSP Promo Message/Page



F: Sign up for Premium BSP Promo Message/Page – Scrolled to Bottom



G: Sign out message



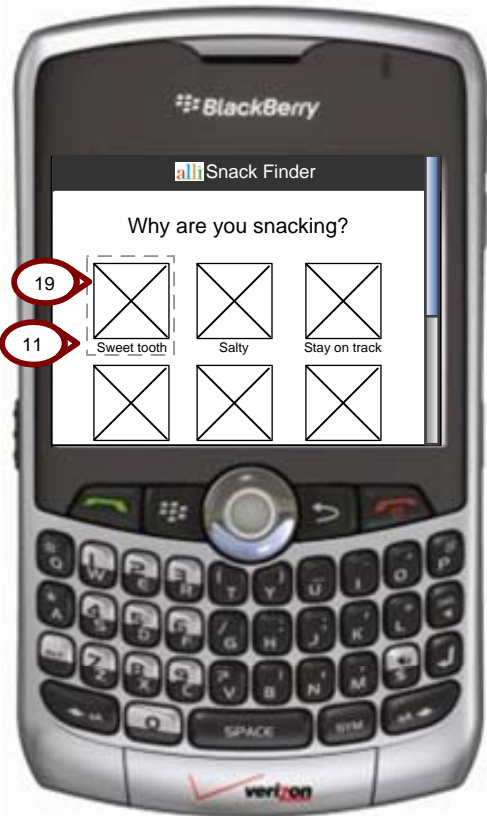
Functional Annotations

1. **Password** – This should be masked as the user types.
2. **Remember me** – Selecting this should allow the user to stay logged in after they have ended their session. The recommendation is to have a cookie that lasts for 4 weeks.
4. **Sign In error** – If the user does not enter a username or password, an error message should display.
5. **Error message** – Users should see this message if
 - a. they enter a username that is not recognized by the system
 - b. they are a Gold user that has typed in the incorrect password.
6. **alli Gold Promo** – Users should see this page if their username is recognized by the system as Standard/Core regardless of if their password is correct.
7. **Sign out** – when a user clicks sign out they should be brought to the sign in page with a message that they have successfully signed out.
8. **Forgot Username** – Clicking takes the user to the Forgot Username flow.
9. **Forgot Password** – Clicking takes the user to the Forgot Password flow.
10. **Myalli.com/gold** – Clicking brings the user to the myalliplan/gold portion of the site.
11. **Input field selected** – When an input field has been clicked, a cursor should show.
12. **Checkbox Mouseover** – If a user mouses over a checkbox, a highlight should display.
13. **Button Mouseover** – If a user mouses over a button, a highlight should display.

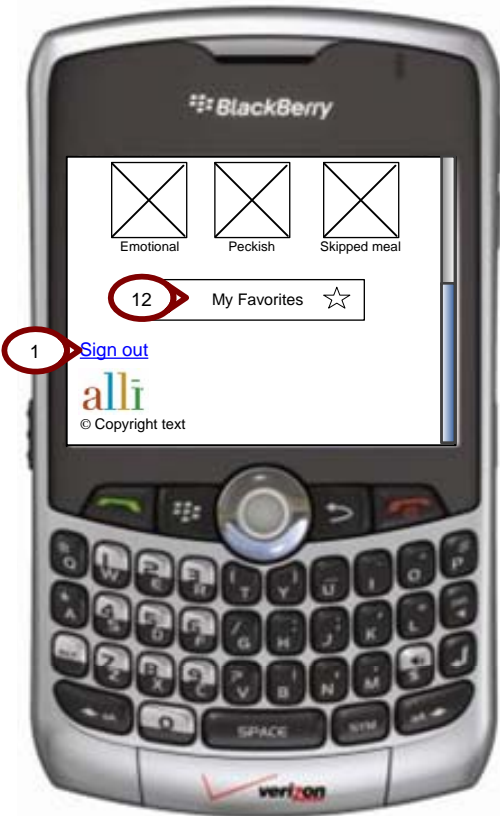
Content Annotations

3. **Footer** – the footer should always contain the alli logo as well as any copyright information. NOTE Logo is NOT linked. Remaining content TBD.

A: Snack Finder Home



B: Snack Finder Home – Scrolled to Bottom



C: Non “Favorites” selection - Interstitial



D: Non “Favorites” selection – Scrolled to Bottom



Functional Annotations

1. **Sign out** – Once the user is signed in, the footer displays the link to sign out.
2. **Don't show again** – Checking this and clicking continue hides all future interstitial tips from the user. **TBD**
3. **Favoriting an Item** – An item is favorited when a user touches or clicks on the star. Favorites are stored by a cookie. The favorite status should update without reloading the page. Exception: HTML version will reload the page to favorite an item.
4. **Selecting a Result** – Everything to the right of the should be one linked block that the user can click or touch to display snack details page.
5. **Snack Result** – The data display for a snack result includes:
Food Name – can be up to 2 lines
Food Descriptors (optional) – 1 line only. use ellipse if too long
Calories
Fat
6. **Snack Results** – Each snack will be tagged by at least one filter. The snack results should display 3 snacks each time a new search is initiated. Snack results should contain a minimum of one commercial item. The other two items will be pulled as random results from the snacks that are tagged with the selected filter. Favorites snacks can be part of the 2 random results but are not required to be.
7. **Try Again** – Clicking try again will display 3 new items without reloading entire page. Exception: HTML version will reload the page.
8. **Start Over** – Clicking brings the user back to the Snack Finder Home page.
9. **Back on Snack Details** – Clicking back on the Snack Details page brings the user to the Snack Results. The results should be the same as those presented previously.
10. **Food Detail** – The data display for a snack detail includes:
Food Name – full name
Food Descriptors (optional) – full name
Calories
Fat
Brand name (optional)
Serving size
Benefit marker (optional)
Did you know...
11. **Filters** – Clicking one of the 6 filters brings the user to the relevant interstitial tip.
12. **My Favorites** – Clicking initiates a check to the system to see if the user has favorites then brings them either to Favorites – User has favorites or Favorites – no favorites.
13. **Continue** – Clicking saves the user's preference if they have selected the Don't Show option and then brings the user to the results page based on filter.
14. **Filters** – the user should see the Filter that they selected on the home page reiterated throughout results and details.
15. **Benefit markers** – If a food is tagged Filling or Fueling, the filling and/or fueling marker should appear with the food.
16. **Did you know** – each snack will include one fun tip that should appear on its detail page.
17. **Interstitial Tip** – Each filter will have several tips associated with it. These should rotate each time a category is selected so that the user sees several different message for each reason type.
18. **Snack Results Back Button** – Clicking brings the user to the Snack Finder Home Page.
19. **Mouseover Image** – If a user mouses over one of the images, a highlight should display around the clickable area.

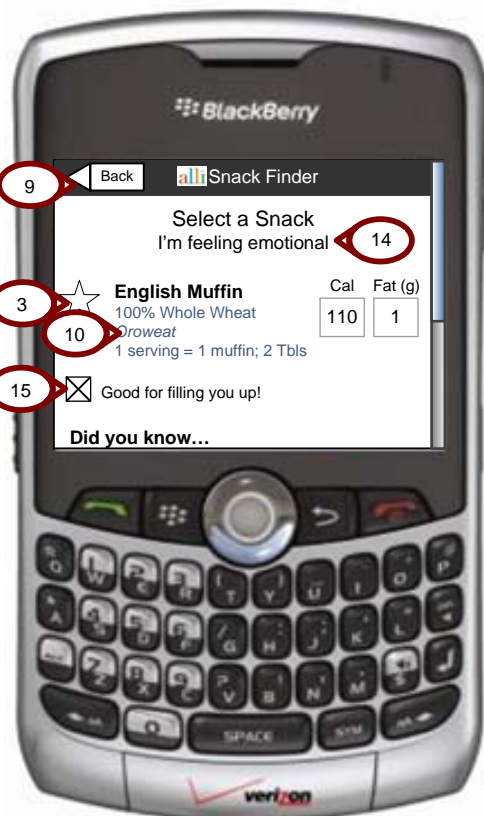
E: Snack Results



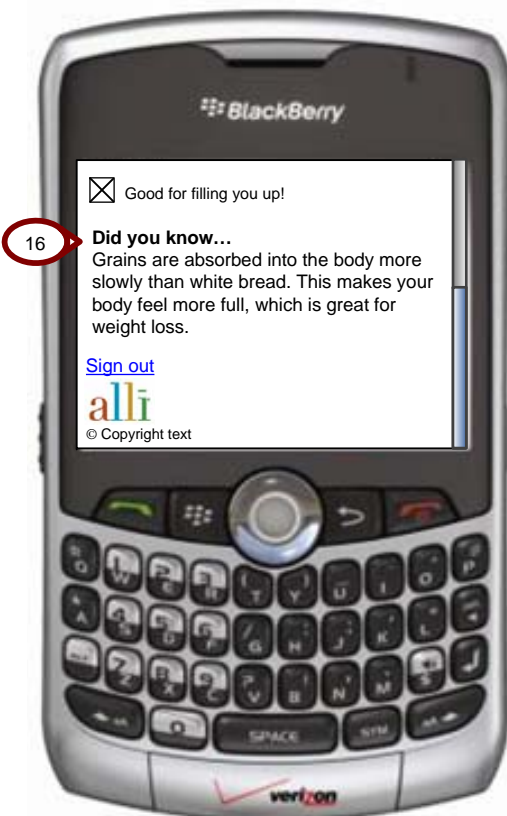
F: Snack Results – Scrolled to Bottom



G: Snack Details



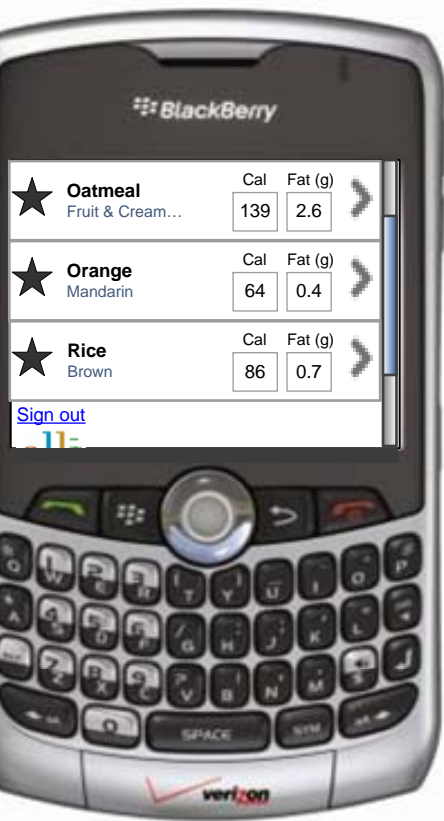
H: Snack Details – Scrolled to Bottom



A: Favorites – User has favorites



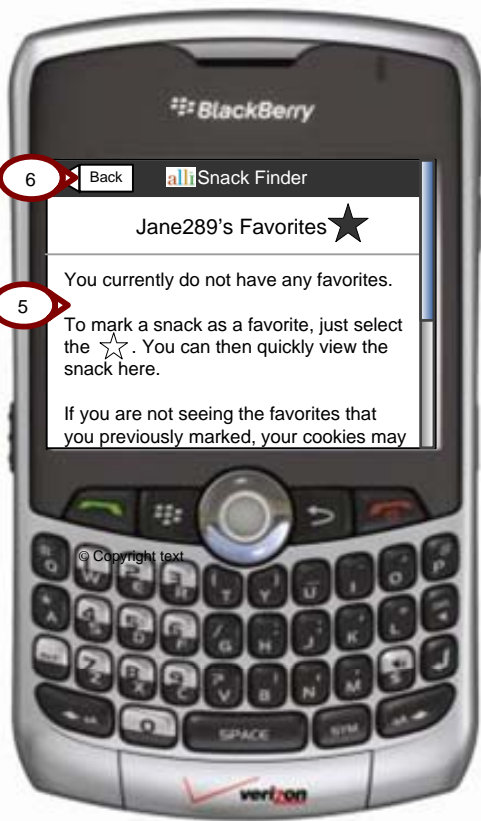
B: Favorites – User has favorites - Scrolled



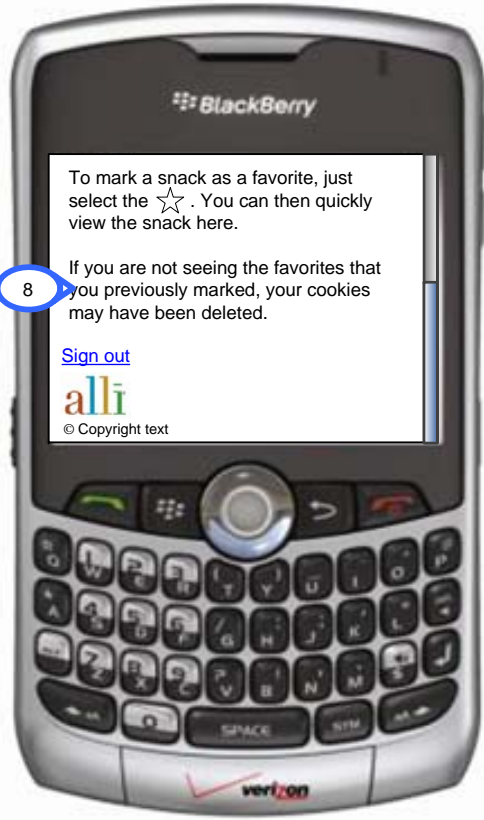
C: Favorites – User has favorites – Scrolled to Bottom



D: Favorites – No favorites



E: Favorites – No favorites – Scrolled to Bottom



Functional Annotations

1. **Favorites Title** – This should display the user's username.
2. **Un-favoriting a snack** – a user can click the star on the favorites page in order to un-favorite or re-favorite a snack.
3. **Favorites snack structure** – The data display for a snack result includes:
Food Name – can be up to 2 lines
Food Descriptors (optional) – 1 line only. use ellipse if too long
Calories
Fat
4. **Selecting a Favorite** – Everything to the right of the ★ should be one linked block that the user can click or touch to display snack details page.
5. **No favorites** – if the user does not have any snacks marked as favorites, they should see a message instructing them how to favorite items.
6. **Back Button** – Clicking displays the Snack Finder Home page.
7. **Favorites ordering** – Favorites should be in ascending alphabetical order.

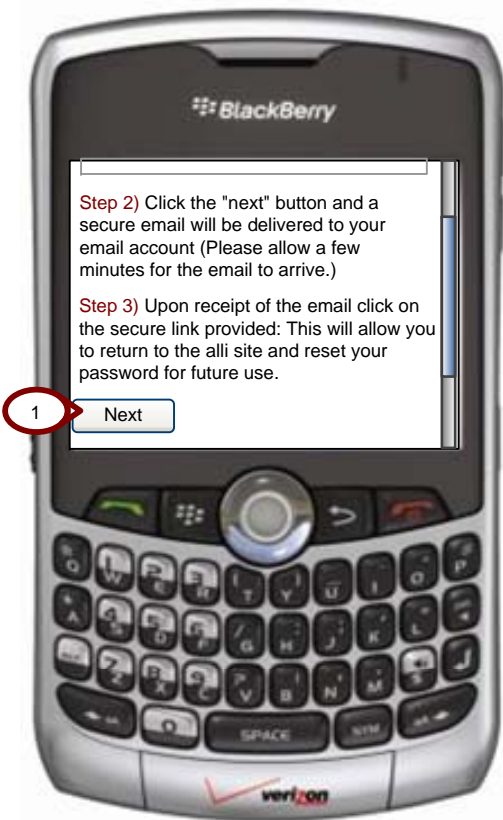
Content Annotations

8. **Cookies deleted msg** – There should be some messaging to address users whose favorites have been removed due to the deletion of their browser cookies.

A: Forget Username – Request Username



B: Forget Username – Request Username Scrolled



C: Forget Username – Request Username Scrolled to Bottom



D: Forget Username – Request username – Error msg. Scrolled



Functional Annotations

1. **Next** – Clicking next sends an email to the user's email address on file containing a link to retrieve their username.
2. **Error msg** – If the user enters an invalid email address, either one that is not formatted correctly or not in the system, then they should receive an error.
3. **Error msg** – if a user does not enter an email address and clicks Next they should see an error message.
4. **See Username** – clicking displays the username in the snackfinder.
5. **Sign In** – Clicking displays the snack finder sign in page.
6. **Back** – Clicking displays the snack finder sign in page.
7. **Create new account** – Clicking displays myalli.com signup

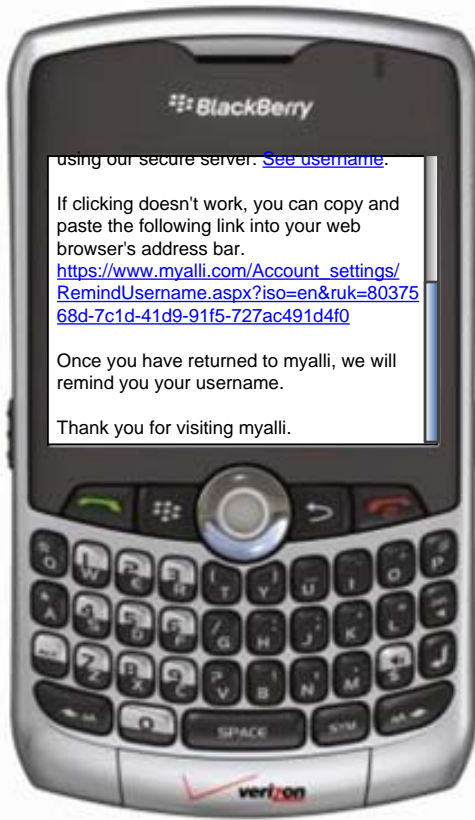
E: Forgot Username – Email Successfully Sent



F: Forgot Username - Email



G: Forgot Username – Email Scrolled to Bottom



G: Forgot Username – Email Scrolled to Bottom



Content Annotations

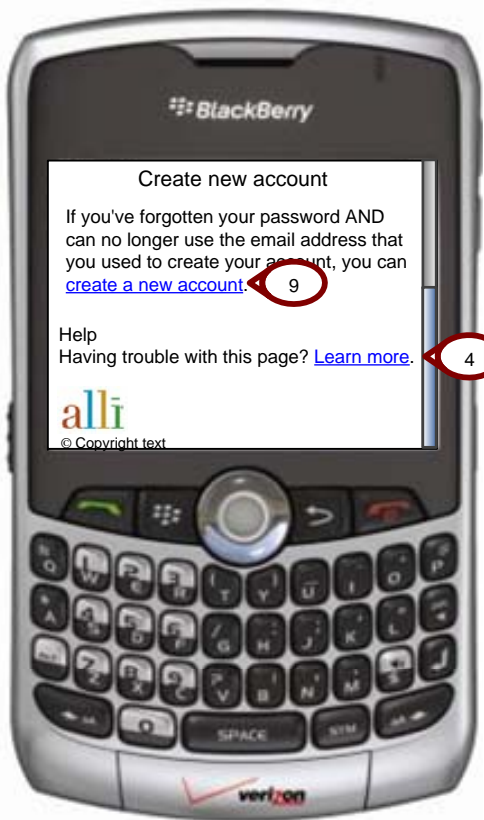
A: Forgot Password – Reset Password



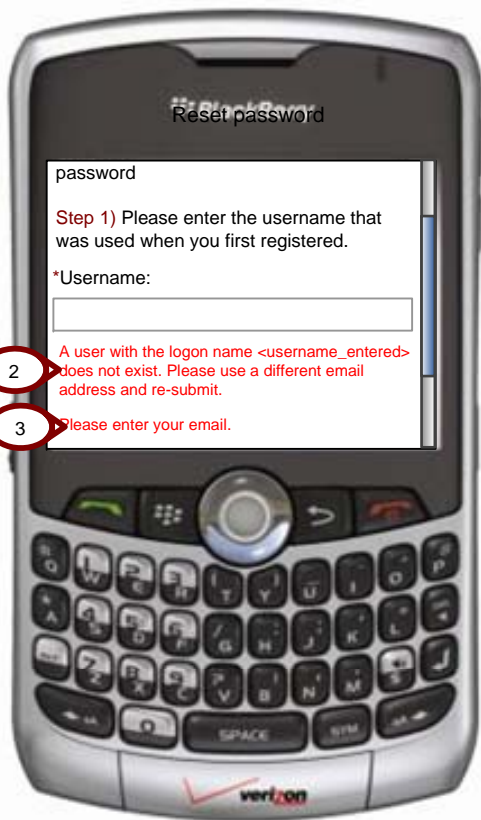
B: Forgot Password – Reset Password Scrolled



C: Forgot Password – Reset Password Scrolled to Bottom



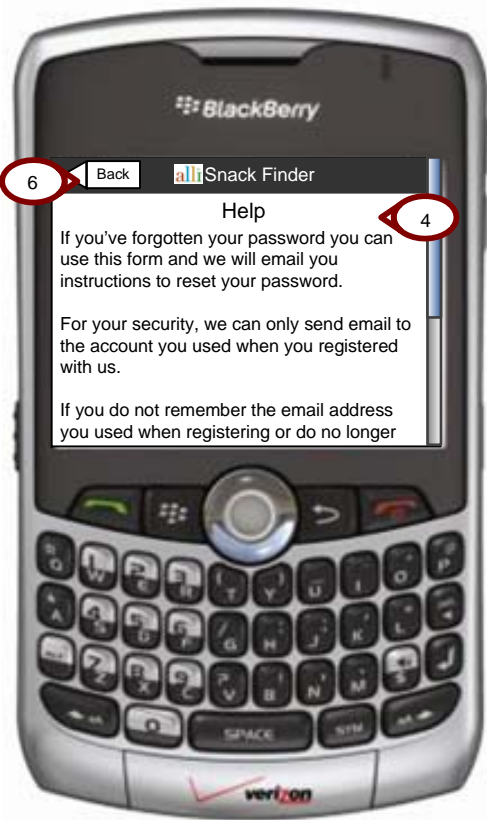
D: Forgot Password – Reset password Error



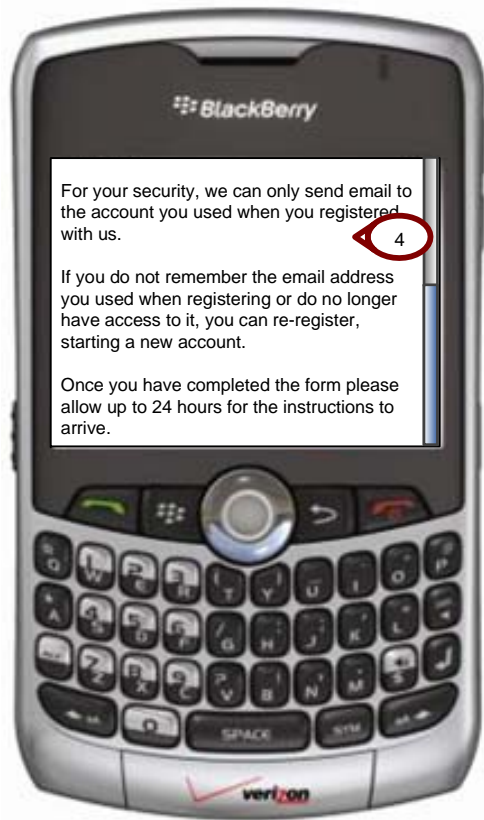
Functional Annotations

1. **Next** – Clicking sends an email containing a link to reset their password to the user's email address on file.
2. **Error msg** – If the user enters an invalid username, an error message should display.
3. **Error msg** – If a user does not enter a username and clicks Next, an error message should display.
4. **Learn more** – Clicking displays the Help page content.
5. **Back** – Clicking displays the snack finder sign in page.
6. **Back** – Clicking brings the user back to the Forgot password page.
7. **Confirmation** – After the user clicks Next a confirmation should display.
8. **Reset Password** – Clicking displays the reset password screen in the snack finder.
9. **Create new account** – Clicking displays myalli.com signup

E: Forgot Password – Reset Password Help



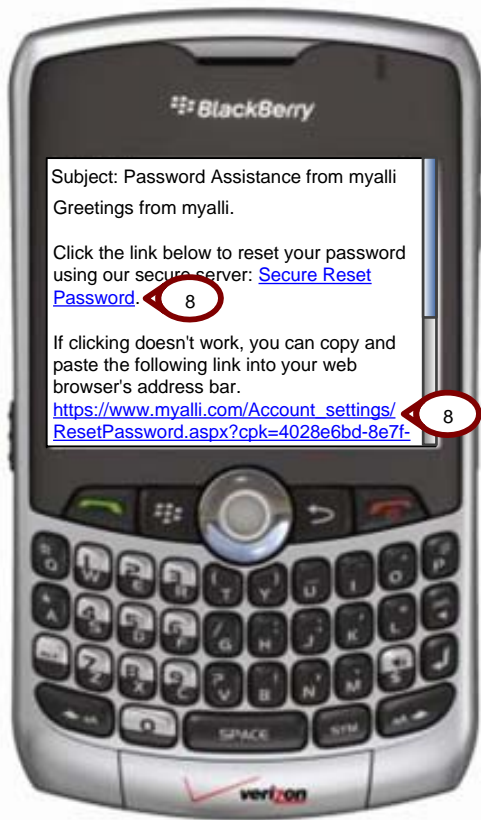
F: Forgot Password – Reset Password Help Scrolled to Bottom



G: Forgot Password – Reset Password Confirmation

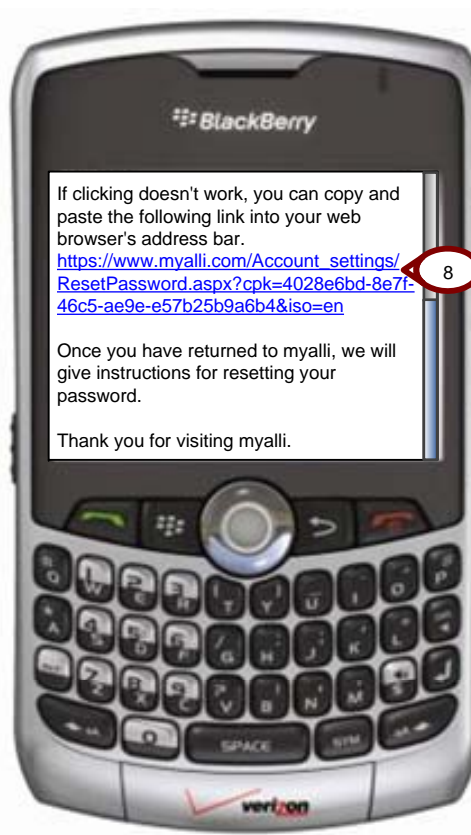


H: Forgot Password – Email

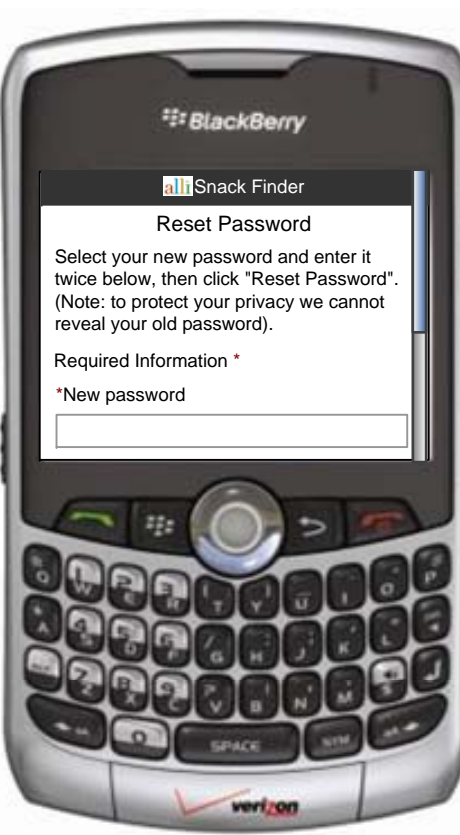


Content Annotations

I: Forgot Password – Email Scrolled to Bottom



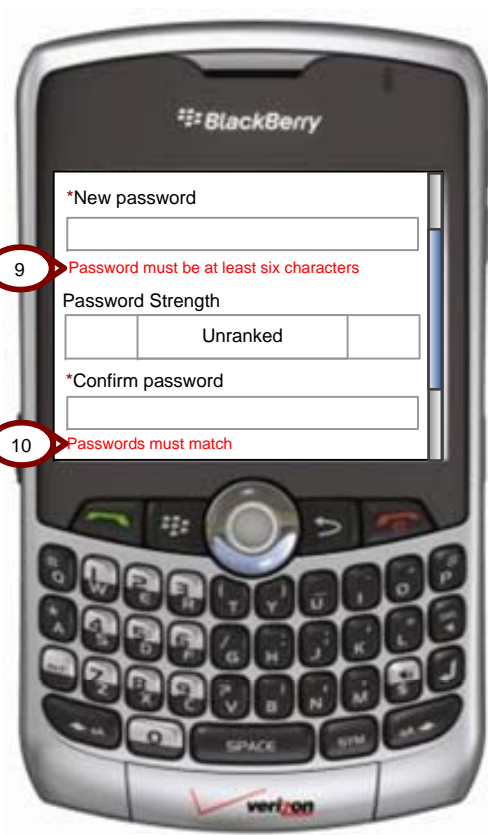
J: Forgot Password – Reset Password



K: Forgot Password – Reset Password Scrolled to Bottom



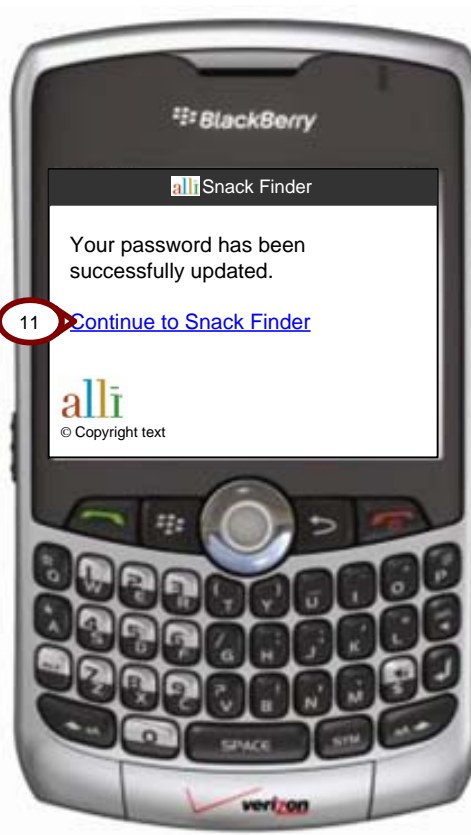
L: Forgot Password – Reset Password – Error messages



Functional Annotations

- 9. **Error msg** – If the user enters a password that is under 6 characters, an error message should display.
- 10. **Error msg** – If the user enters 2 passwords that do not match, an error message should display.
- 11. **Continue to snack finder** – Clicking displays the Snack Finder home page (post login)

M: Forgot Password – Password Reset



Content Annotations

A: HTML Version Non “Favorites” selection - Interstitial



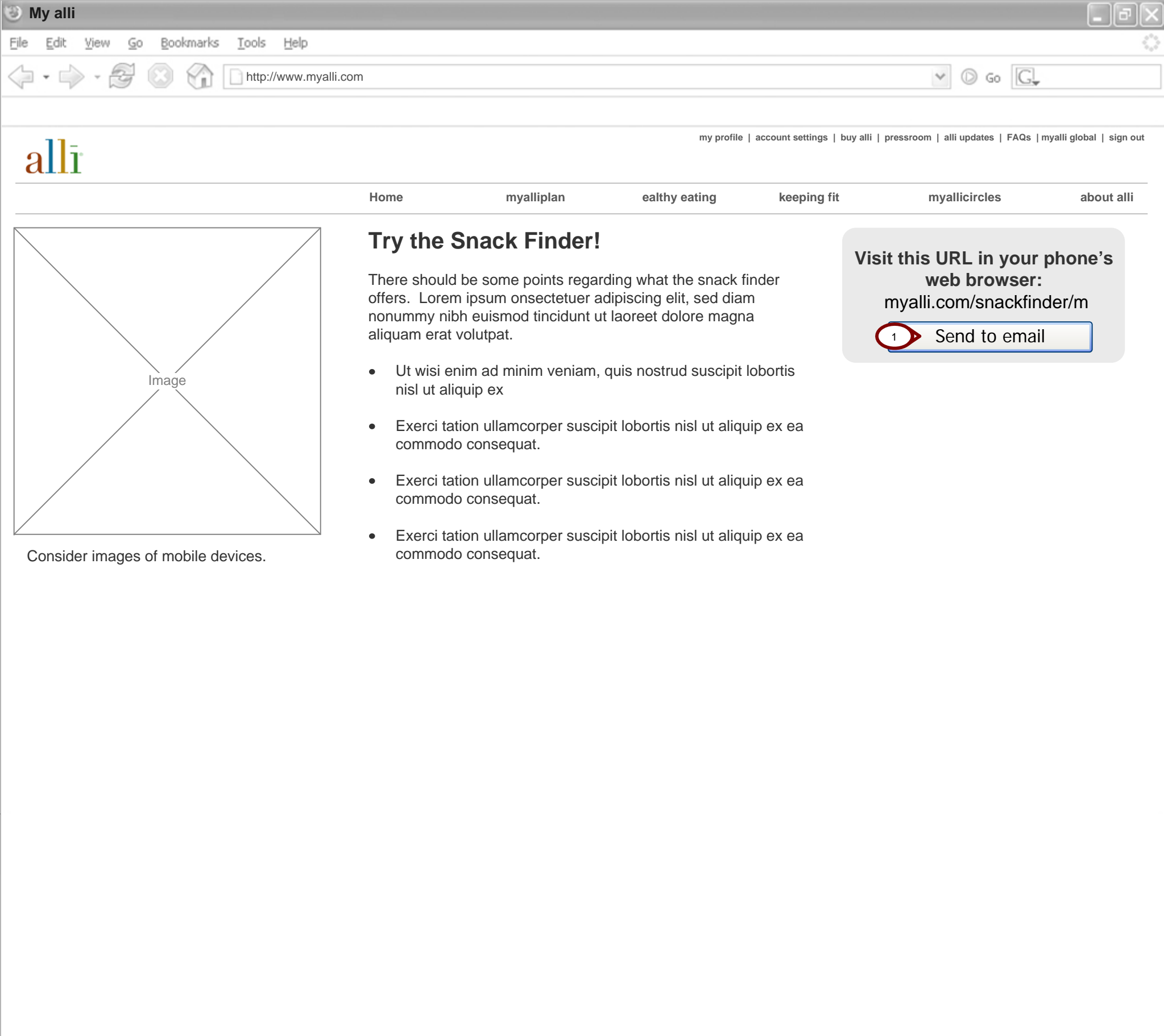
B: HTML Version Snack Results



Functional Annotations

- 1. **Interstitial Tips HTML version** – In this version, the tip displays in a page instead of in a pop up.
- 2. **Back on Interstitial Tips** – Clicking displays the Snack Finder Home page.
- 3. **Back on Snack**

Content Annotations



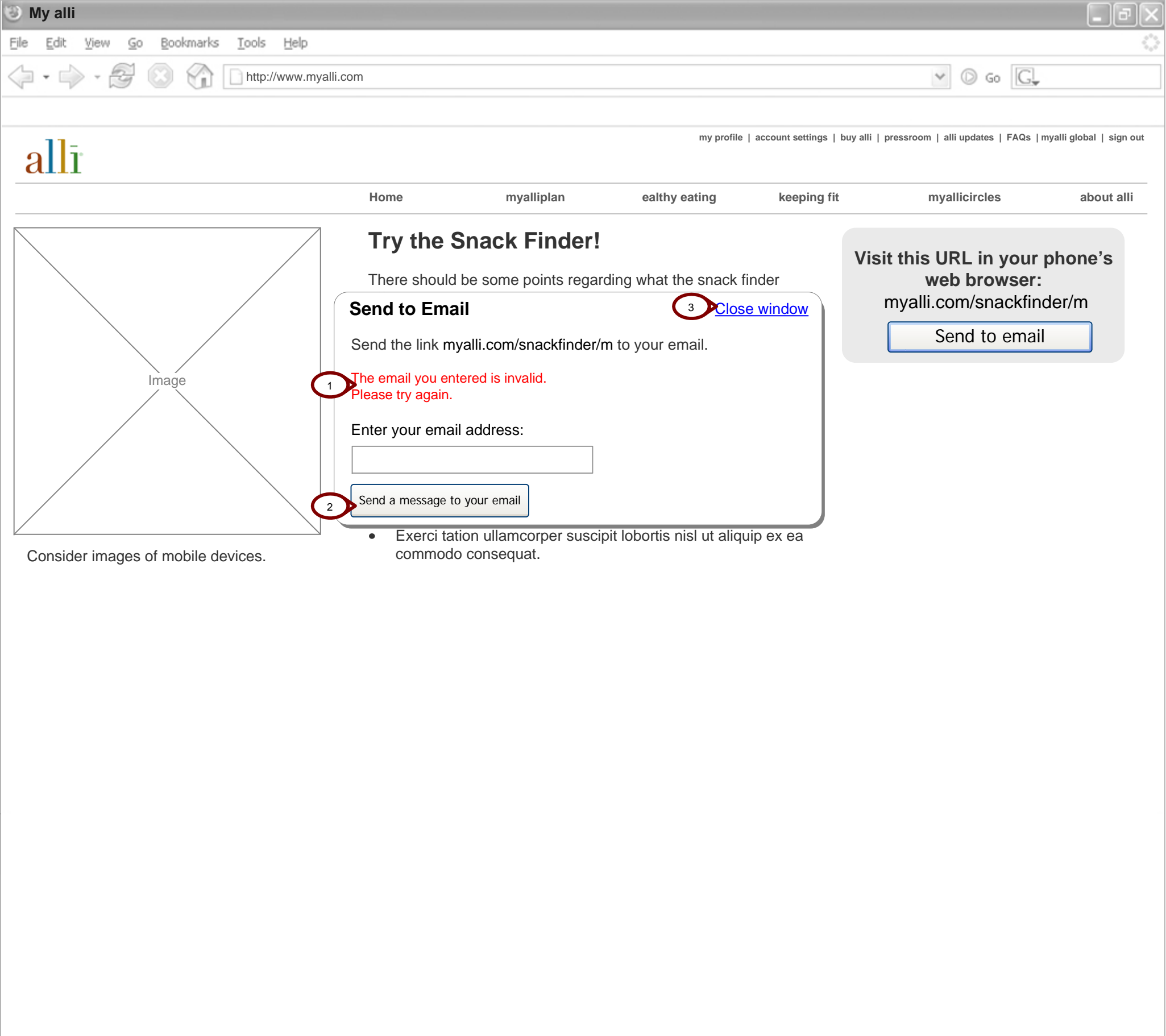
Functional Annotations

1. **Send to email** – Clicking brings up the send to email pop up.

Content Annotations

FOLD

FOLD

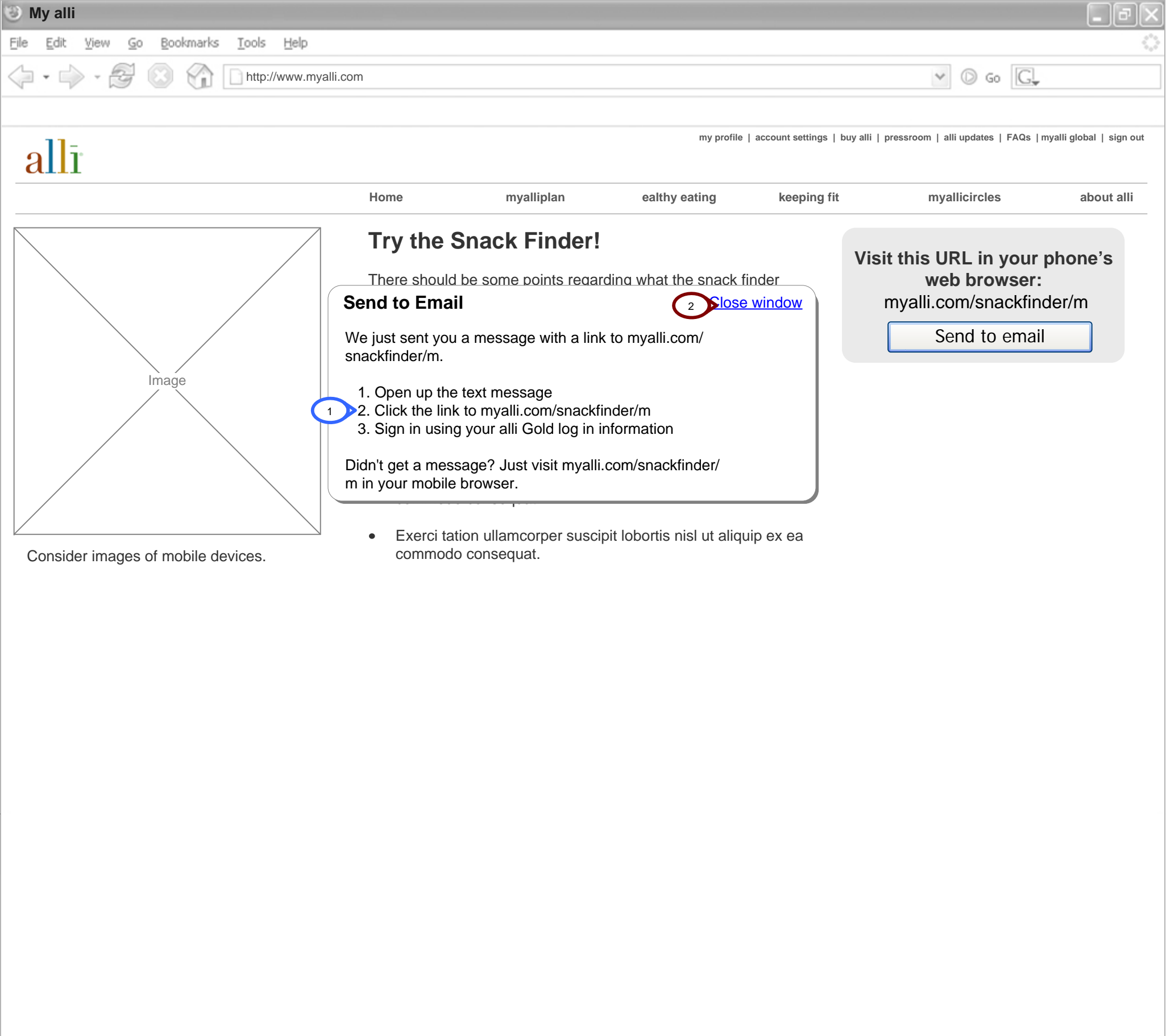


Functional Annotations

1. **Error msg** – If the user enters an invalid email address they should see an error message.
2. **Send** – Clicking sends the url to the email address and then brings the user to the confirmation pop up.
3. **Close Window** – clicking closes the window and displays the Get URL page.

Content Annotations

FOLD



Functional Annotations

2. **Close Window** – clicking closes the window and displays the Get URL page.

Content Annotations

1. **Messaging**– the message should let the user know how to use the url.