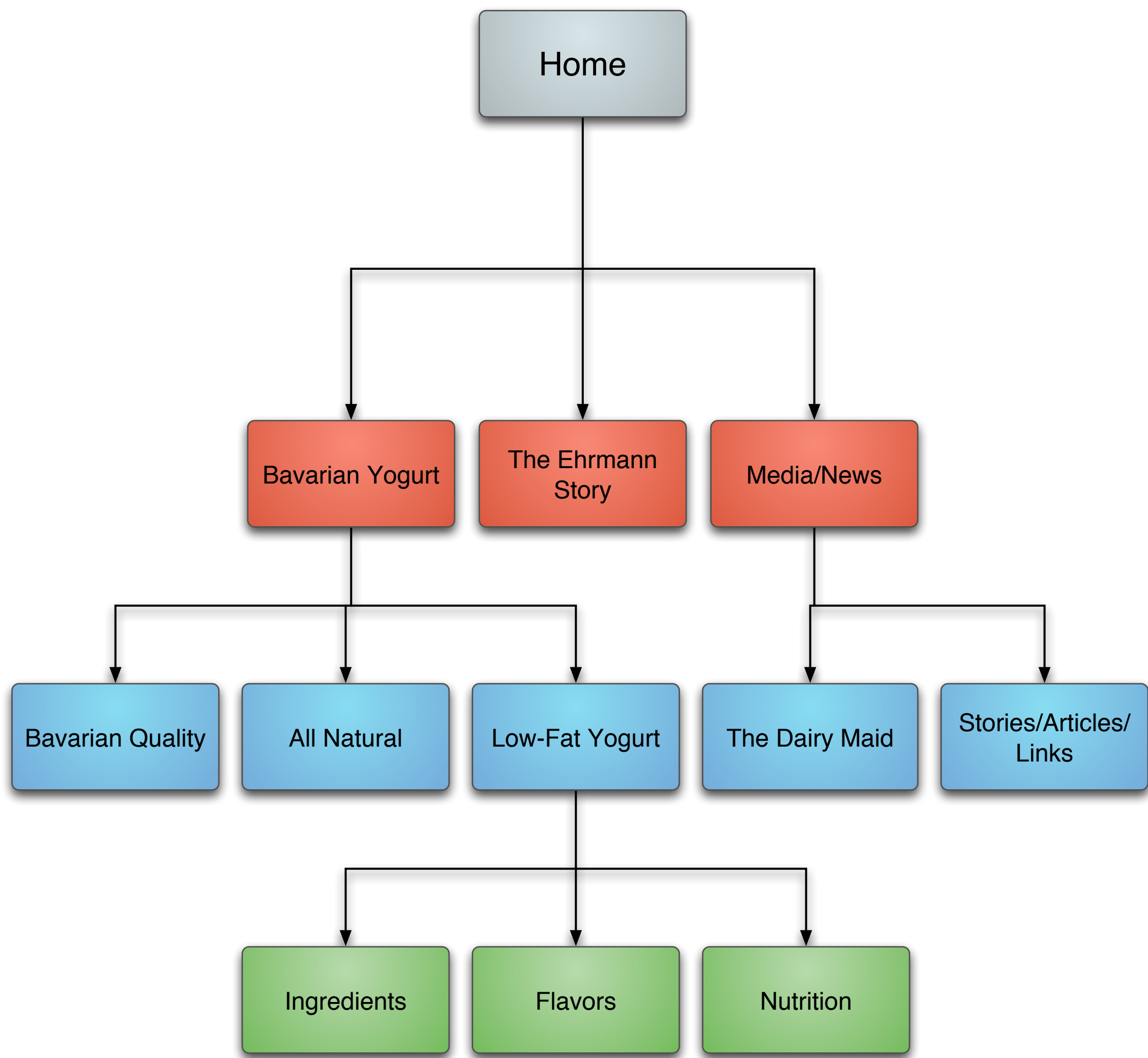


Ehrmann Web Site

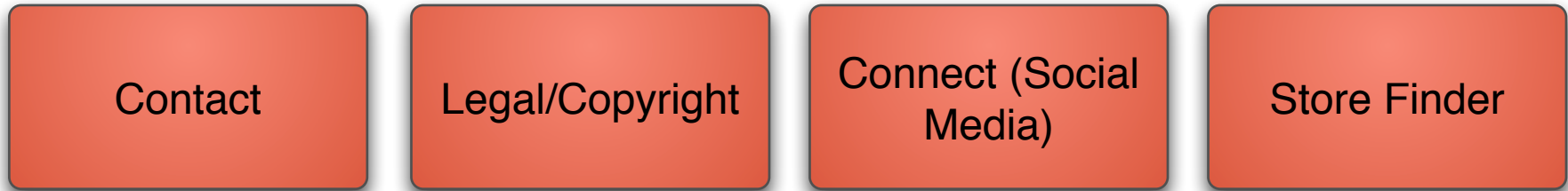
MODIFICATION DATE Thu May 26 2011
CREATOR blacQube
FILE NAME Ehrmann_Web_USA

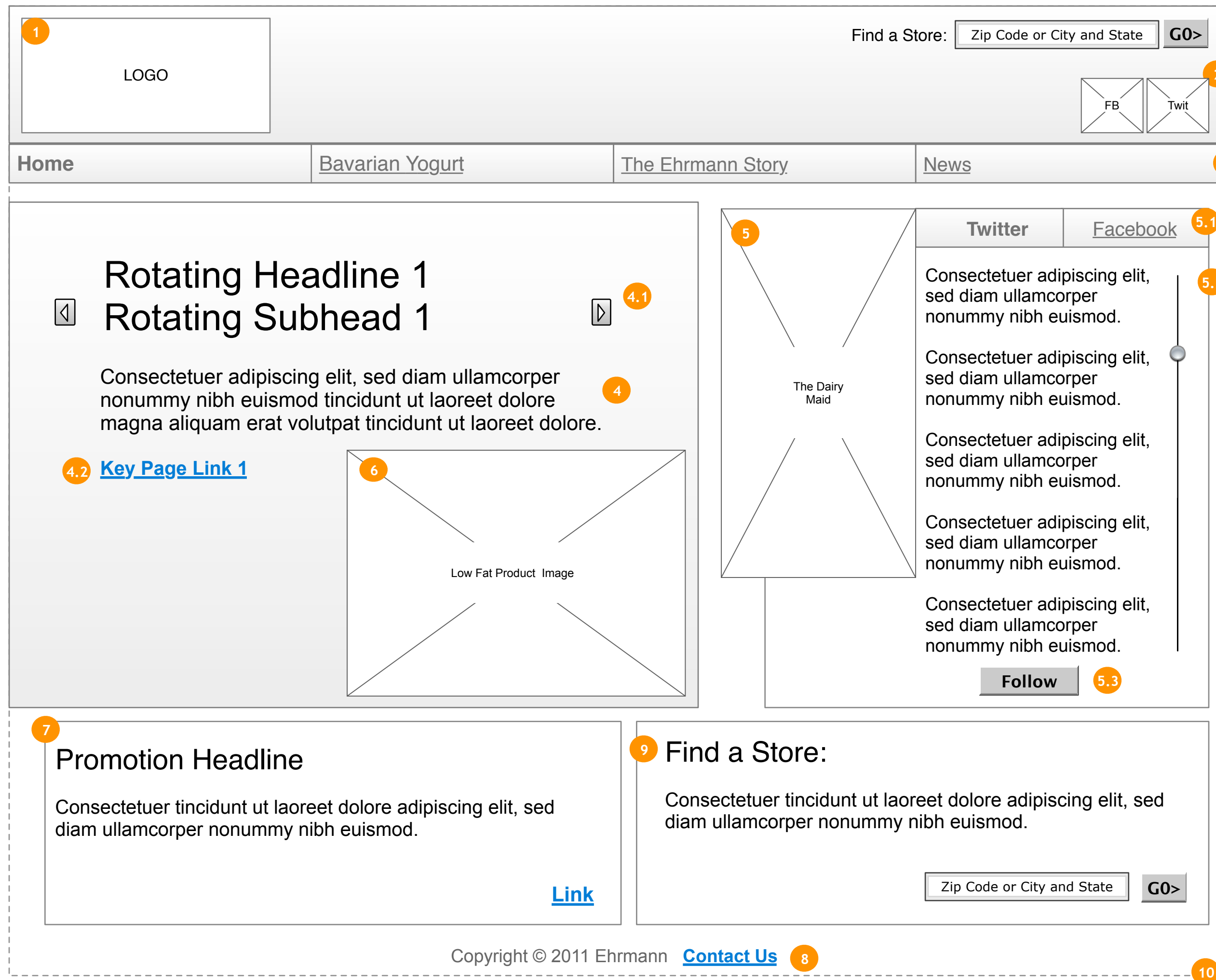
DESCRIPTION USA Web site

VERSION HISTORY 0.1



Secondary Navigation and/or Footer





1. Logo

The Ehrmann logo is universally present throughout the site.

2. Social Media and Find a Store

Call to Action navigation is positioned prominently.

3. Main Menu

Links to secondary pages. On Tier 2 and 3 pages, the menu will cascade, offering additional options. The cascading menu will not cascade until the user reaches a Tier 2 page.

4. Primary Copy

Content on the landing page is brief, teasing the ideas of:

- Bavarian techniques
- Wholesome ingredients
- Guilt free indulgence
- Great taste with a modern twist, etc.

The content contains links to key pages. The primary content rotates every 15 seconds, giving the user three to four key messages with links to content within the site.

4.1 Arrows allow the user to scroll back and forth between rotating messages.

4.2 The content contains links to key pages (in this case, the page illustrated on Wireframe 2.0).

5. Dairy Maid and Social Media

Dairy Maid image is tied to the Social Media feeds —Facebook and Twitter.

5.1 Tabs allow the user to select the Twitter or Facebook feeds.

5.2 Content from the Facebook or Twitter feed.

5.3 Opens the Facebook or Twitter page in a new window, allowing the user to follow on Twitter or to "Like" the Facebook page.

6. Product Image

Product image is clickable, and leads to the appropriate Tier 3 page (Wireframe 2.0).

7. Promotion Area

New or highlighted information, such as coupons (when available), new stores, etc.

8. Footer

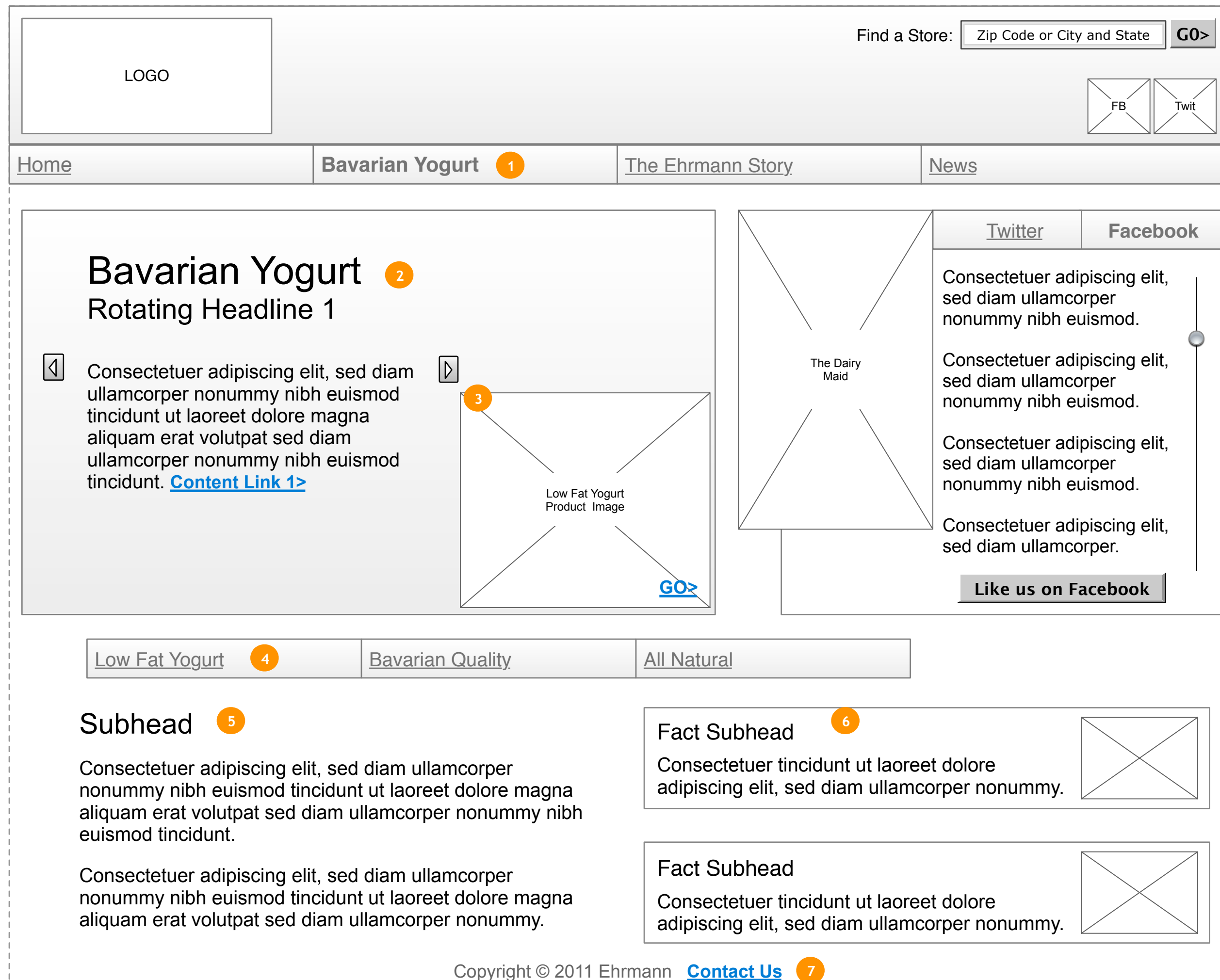
Copyright and contact information.

9. Find a Store (redundant navigation)

The key Call to Action is given special prominence on the homepage—the content area tout draws attention, while the masthead area establishes its position throughout the site.

10. Fold

All content is "above the fold."



1024 x 768 fold

1. Main Navigation Menu

2. Main Topic Area

As on the landing page, the main topic area rotates every 15 seconds. The user may use the arrows to scroll through the topic headlines. Short teaser copy contains a link to a specific flavor, etc. Headlines and copy topics include taste, texture, and products.

3. Product Images

Larger and clickable. They provide redundant navigation to specific product pages (2.2 and 2.3).

4. Secondary Navigation

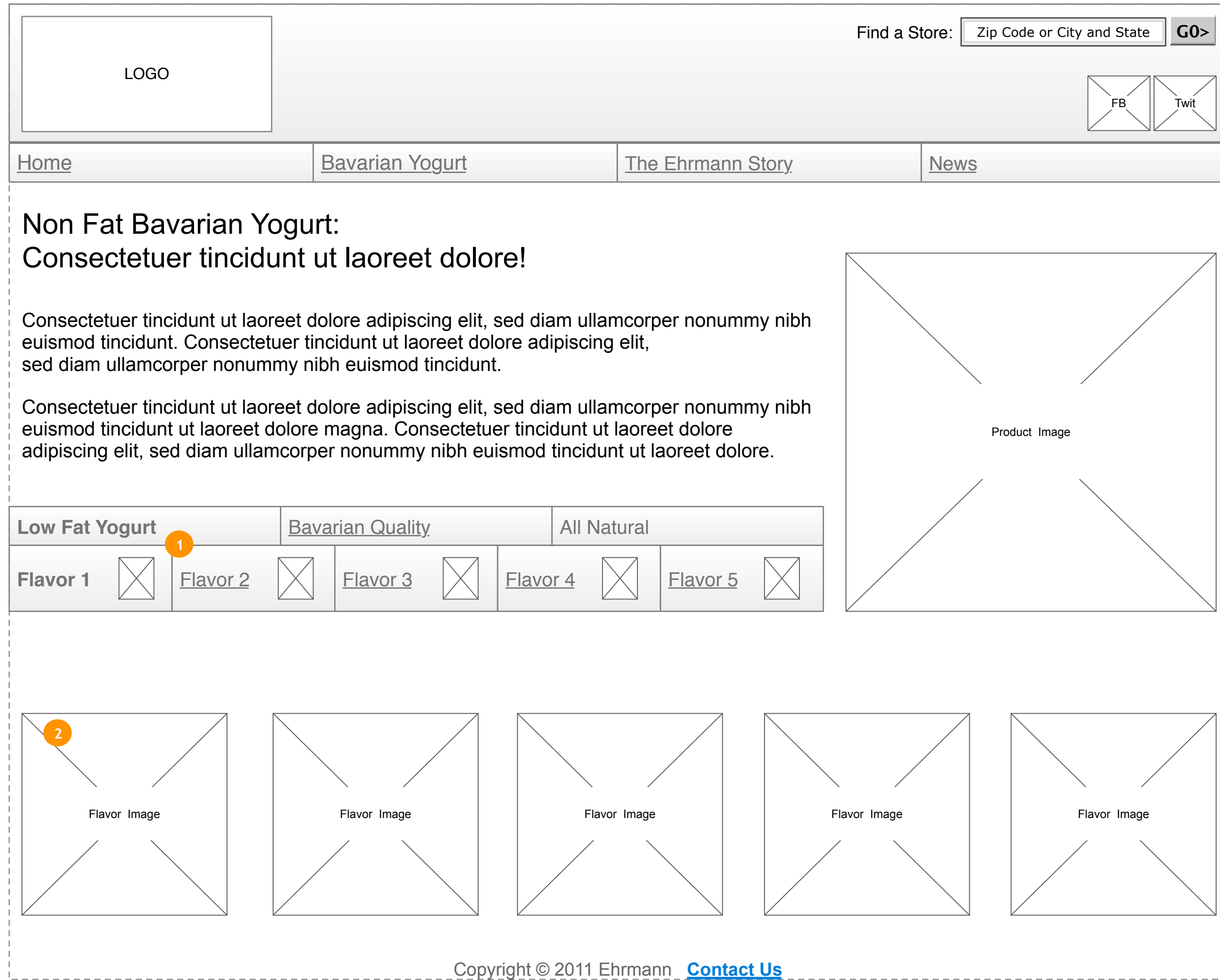
Leads to the category's Tier 3 content.

5. Tier 2 Content

Subhead and copy. It does not rotate.

6. Factoids

Specific short fun facts about specific flavors, ingredients, etc.



1. Secondary Navigation Menu

Tier 3 pages have the most copy.

2. Flavor images

Clickable images provide redundant navigation to the Flavors page (2.2.1).

Ehrmann Web site

2.2.1 Non Fat Yogurt Flavors

LOGO

Find a Store:

HomeBavarian YogurtThe Ehrmann StoryNews

Flavor Headline 1

Product Image

Low Fat Yogurt	Bavarian Quality	All Natural		
Flavor 1 <input type="button" value="X"/>	Flavor 2 <input type="button" value="X"/>	Flavor 3 <input type="button" value="X"/>	Flavor 4 <input type="button" value="X"/>	Flavor 5 <input type="button" value="X"/>

Flavor Subhead 1

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Ingredients 3	Nutrition
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1024 x 768 fold

- 1. Flavor-specific headline and copy**
Content is refreshed when the user clicks a flavor in the menu (Annotation 2).
- 2. Tier 3 Menu**
User clicks to refresh the flavor presented.
- 2. Toggle Tabs for Flavor-specific information**
User clicks to select between viewing information about the specific flavor's ingredients or Nutrition. The users choice refreshes this box only.

LOGO

Find a Store: [GO>](#)

[FB](#) [Twt](#)

[Home](#)[Bavarian Yogurt](#)[The Ehrmann Story](#)[News](#)

Headline

<#> Locations Found 1

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1. Locations

The number of locations in the headline is generated dynamically.

2. Results List

Get directions opens an offsite link (such as MapQuest or Google Maps) in a new window.

1024 x 768
fold