

Nestlé

PowerBar.com

Table of Content

SITEMAP & USER FLOWS.....2

Sitemap3

Alert Message User Flow4

WIREFRAMES5

Navigation6

 Products And Nutrition in Training Dropdown Menus.....7

 Cart Dropdown Menus.....8

Home Page.....9

Products Landing Page10

 Filtering Products11

 Product Family Landing Page.....12

 Store Integration Flow.....13

Nutrition in Training Landing Page (First Half)14

 Nutrition in Training Landing Page (Second Half).....15

Topic Page16

Article Page.....17

Training Topic Page18

Athletes Landing Page.....19

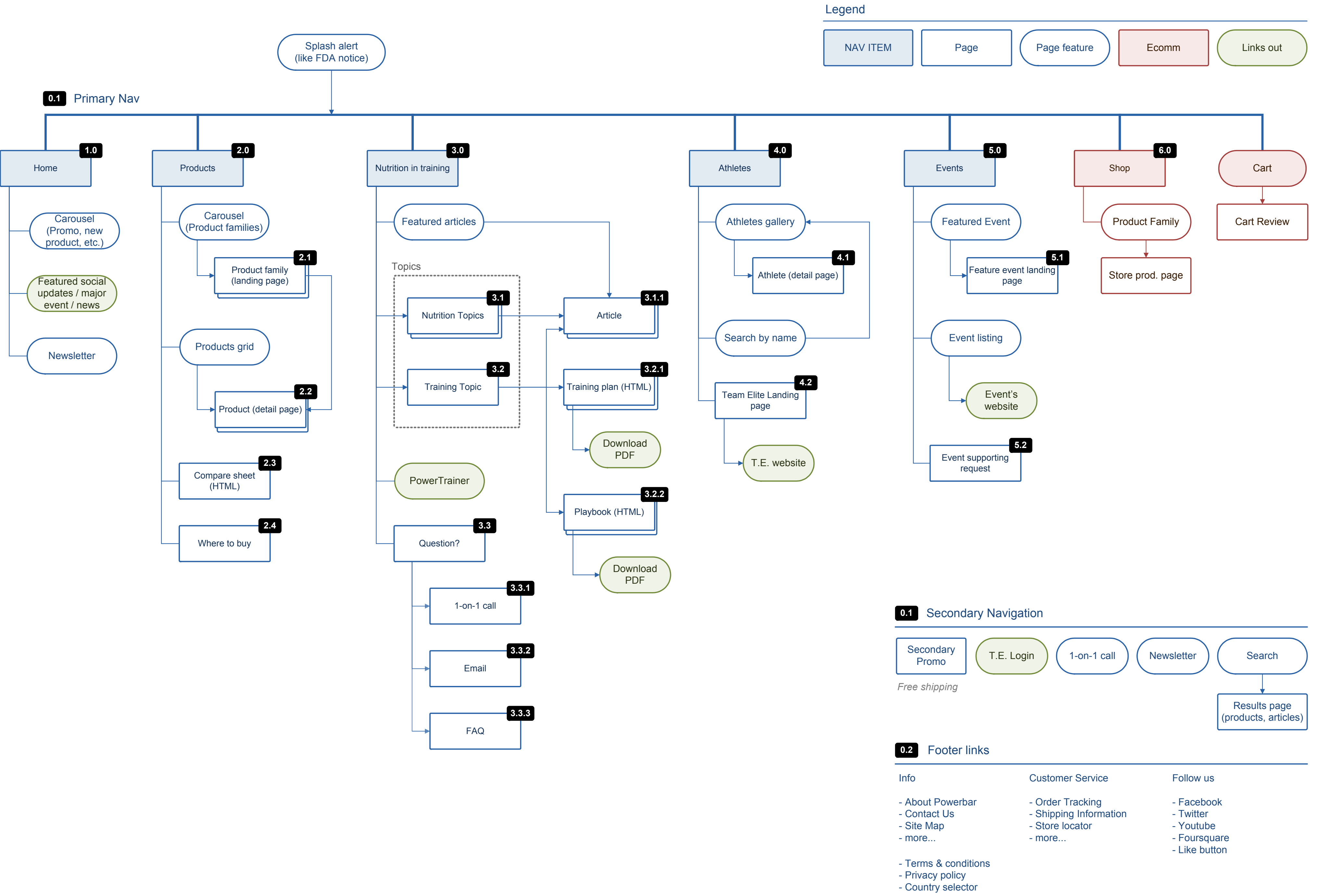
Athlete Detail Page.....20

Events Landing Page (First Half)21

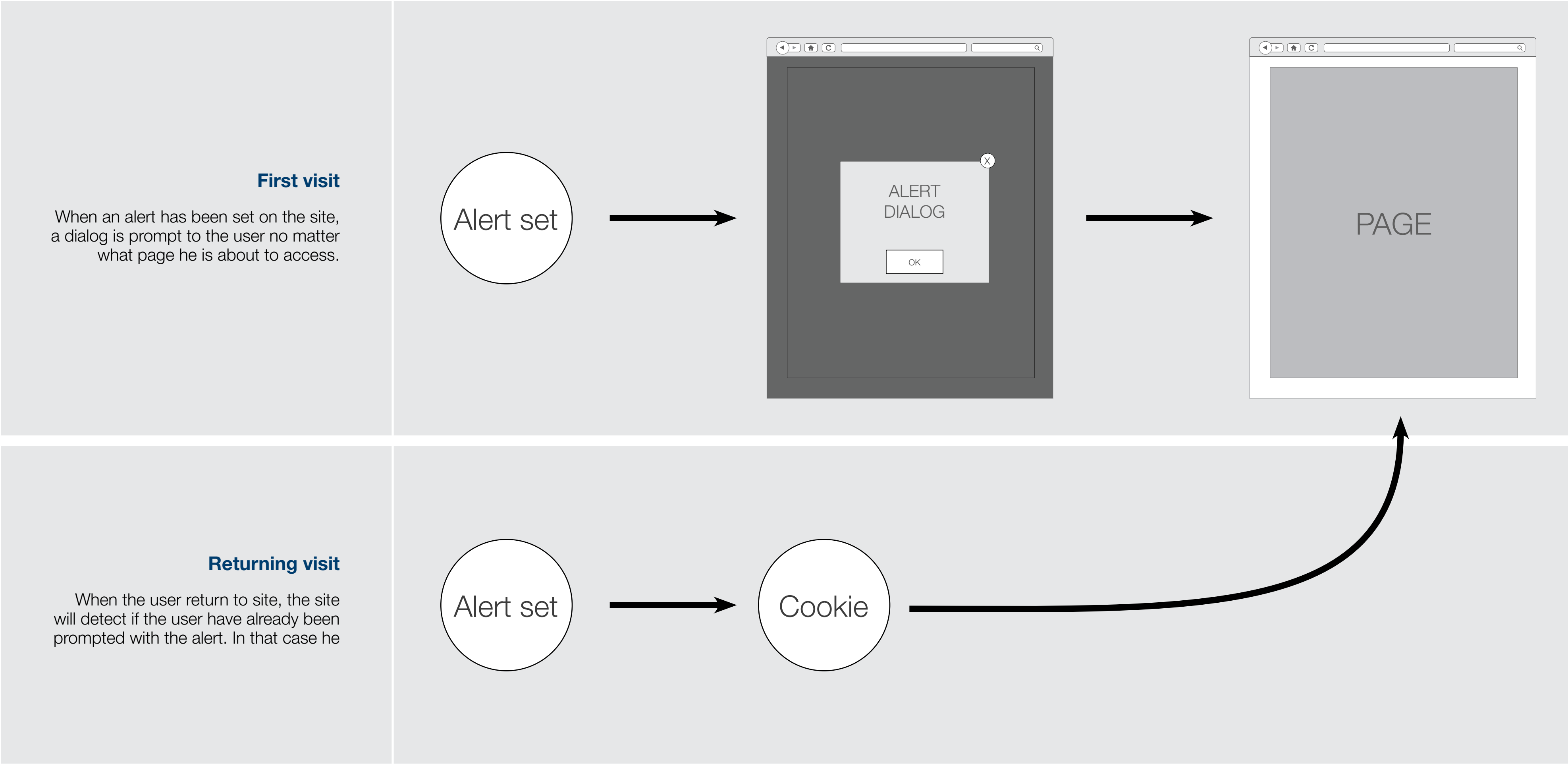
 Event Landing Page (Second Half)22

SITEMAP & USER FLOWS

Sitemap



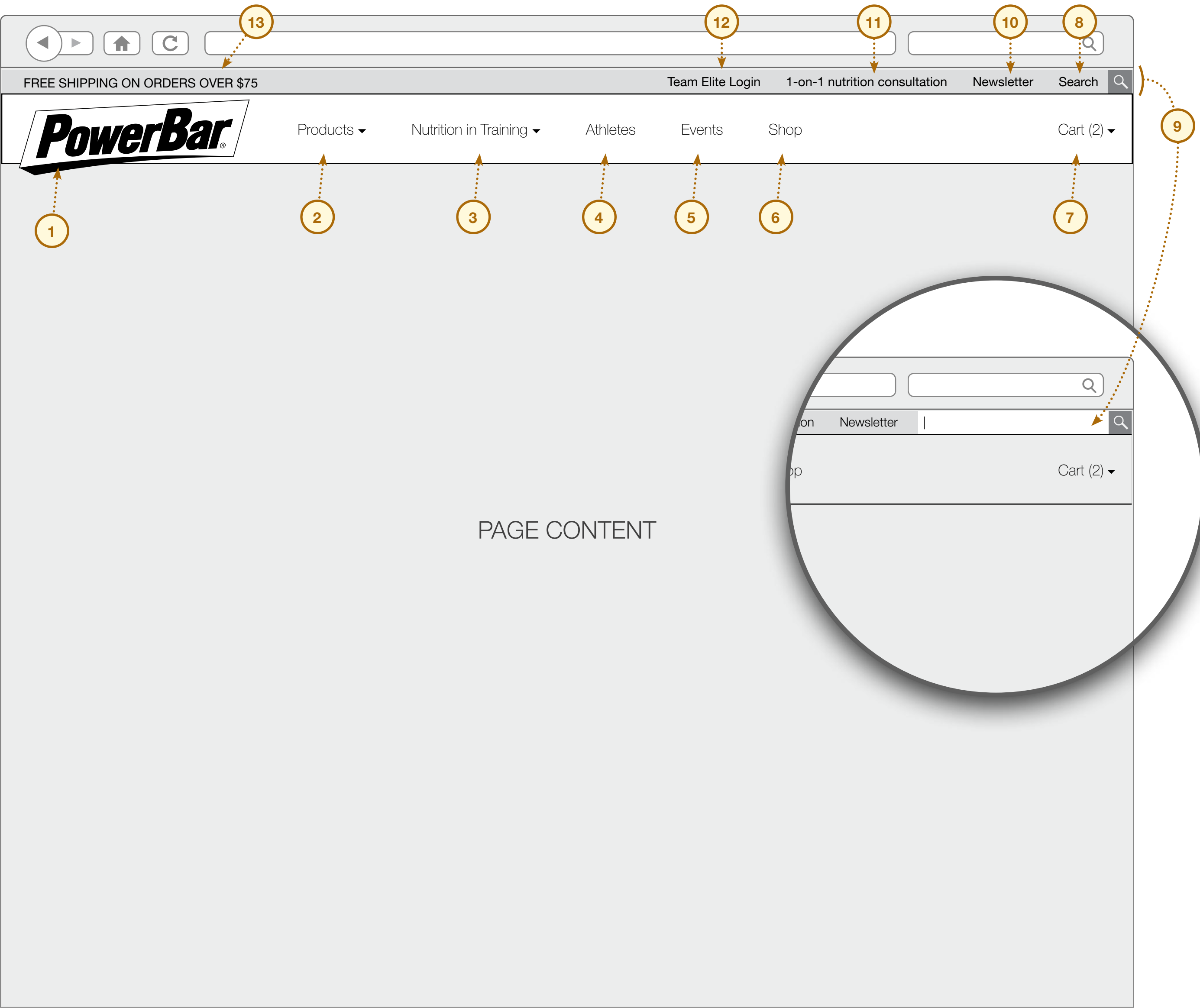
Alert Message User Flow



WIREFRAMES

0.1 Navigation

- 1
- Logo
- Links to "Home Page" on page 9.
- 2
- Products Dropdown Menu
- Links to "Products Landing Page" on page 10
(Dropdown menu detail page 7).
- 3
- Nutrition Dropdown Menu
- Links to "Nutrition in Training Landing Page (First Half)" on page 14 (Dropdown menu detail page 7).
- 4
- Athletes Menu
- Links to "Athletes Landing Page" on page 19.
- 5
- Events Menu
- Links to "Events Landing Page (First Half)" on page 21.
- 6
- Store Menu
- Links to "Store Landing Page".
- 7
- Shopping Cart Dropdown
- Links to store shopping cart page (Dropdown menu detail page 8).
Note: The dropdown is inactive when the cart is empty.
- 8
- Search button
- On click it opens up into a textfield (see 13).
- 9
- Search box
- The textfield gets focus as soon as the user press the search button (8). He can start typing and press ENTER to submit the search or click on the button.
- 10
- Newsletter link
- Links to Newsletter form sign up (test usage for 2 months).
- 11
- 1-on-1 link
- Links to 1-on-1 consultation form (test usage for 2 months).
- 12
- Team Elite login link
- Links to Team Elite login page.
- 13
- Promotion
- Links to promotion landing page.

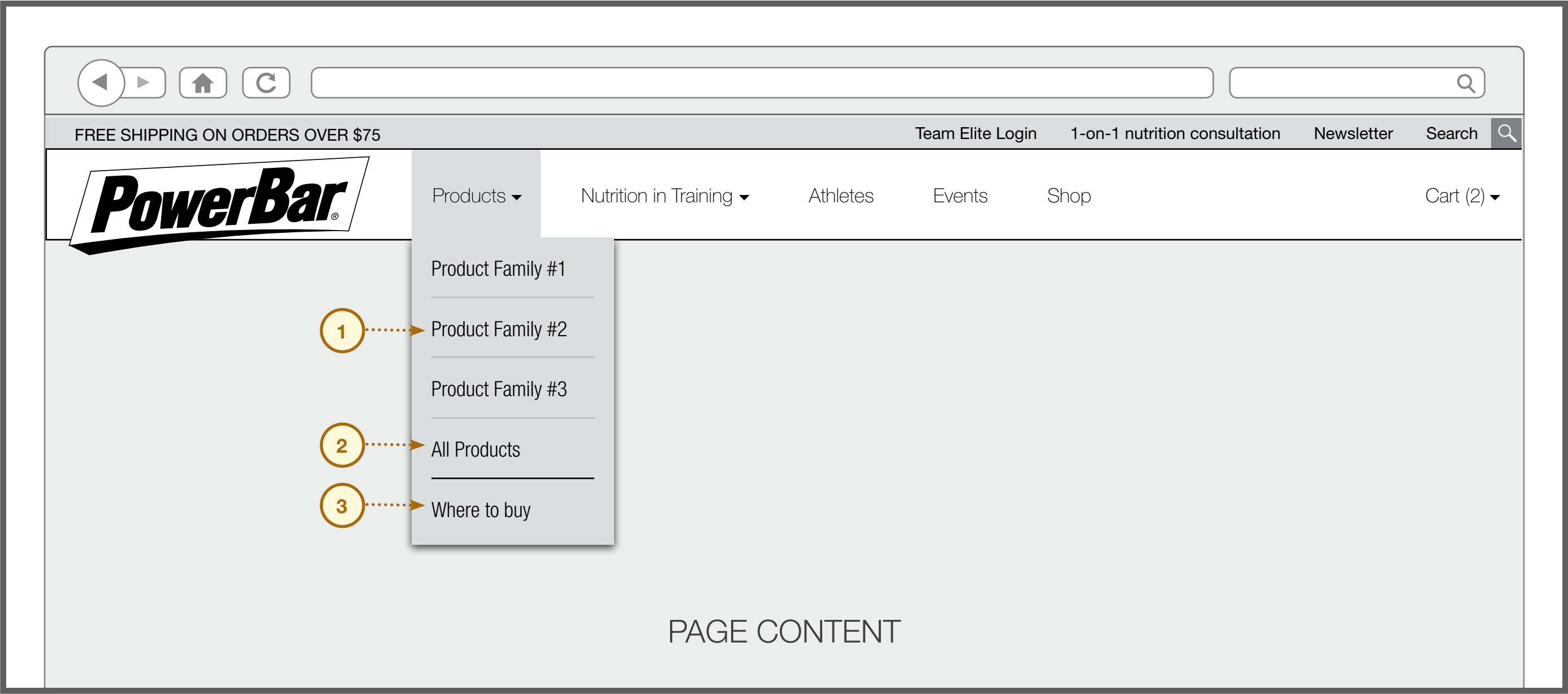


Products And Nutrition in Training Dropdown Menus

Continue: Navigation

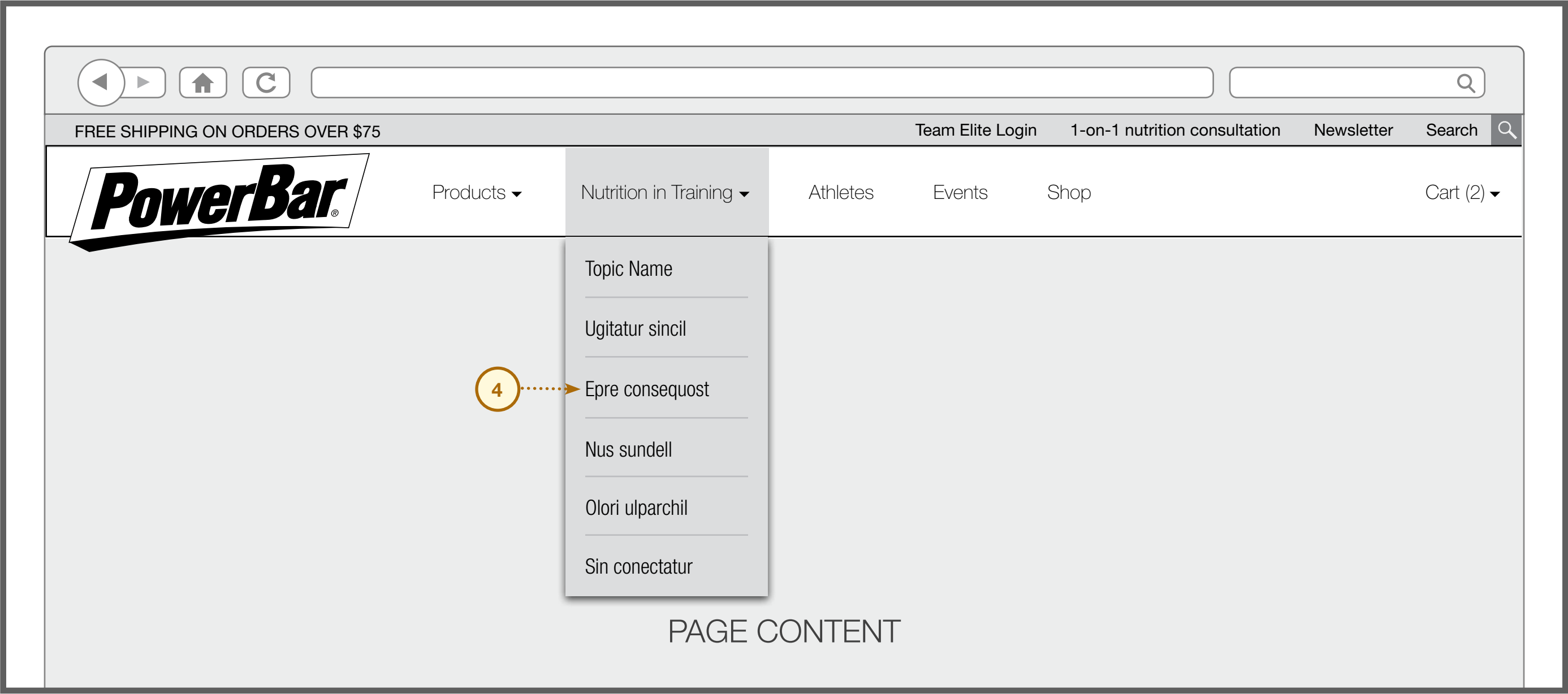
Products dropdown menu

- 1 Product family link
Links to "Product Family Landing Page" on page 12.
- 2 All products link
Links to "Products Landing Page" on page 10.
- 3 Where to buy link
Links to "Where to buy" page.



Nutrition dropdown menu

- 4 Nutrition topic link
Links to "Nutrition in Training Landing Page (First Half)" on page 14.

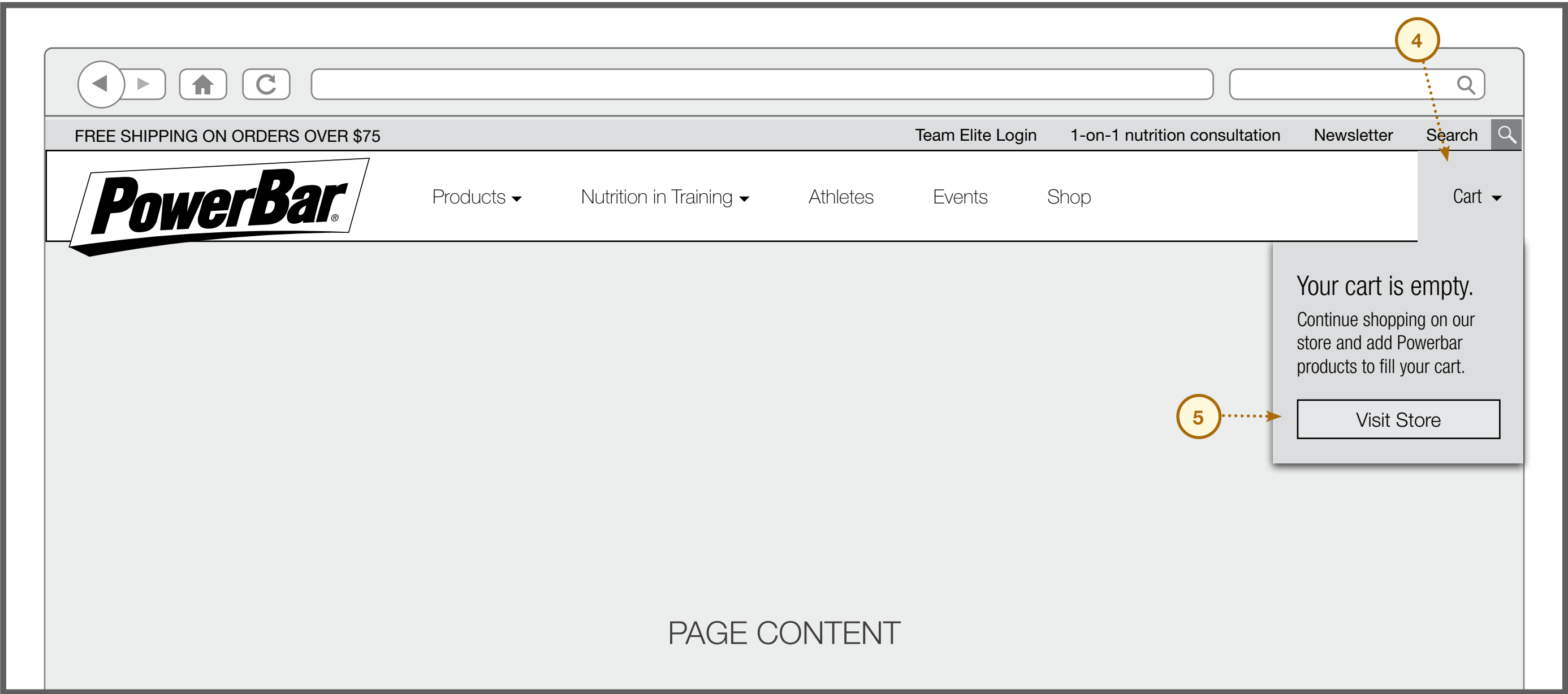
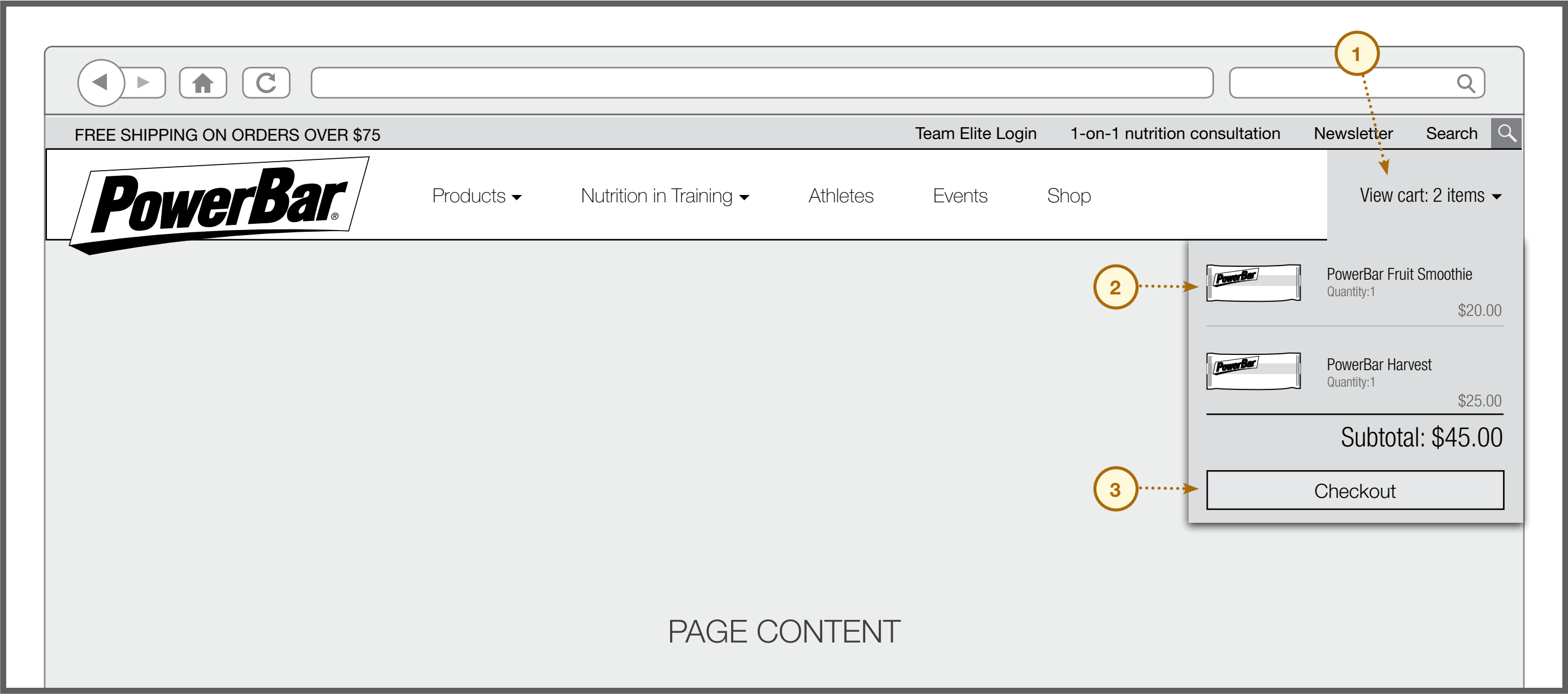


Cart Dropdown Menus

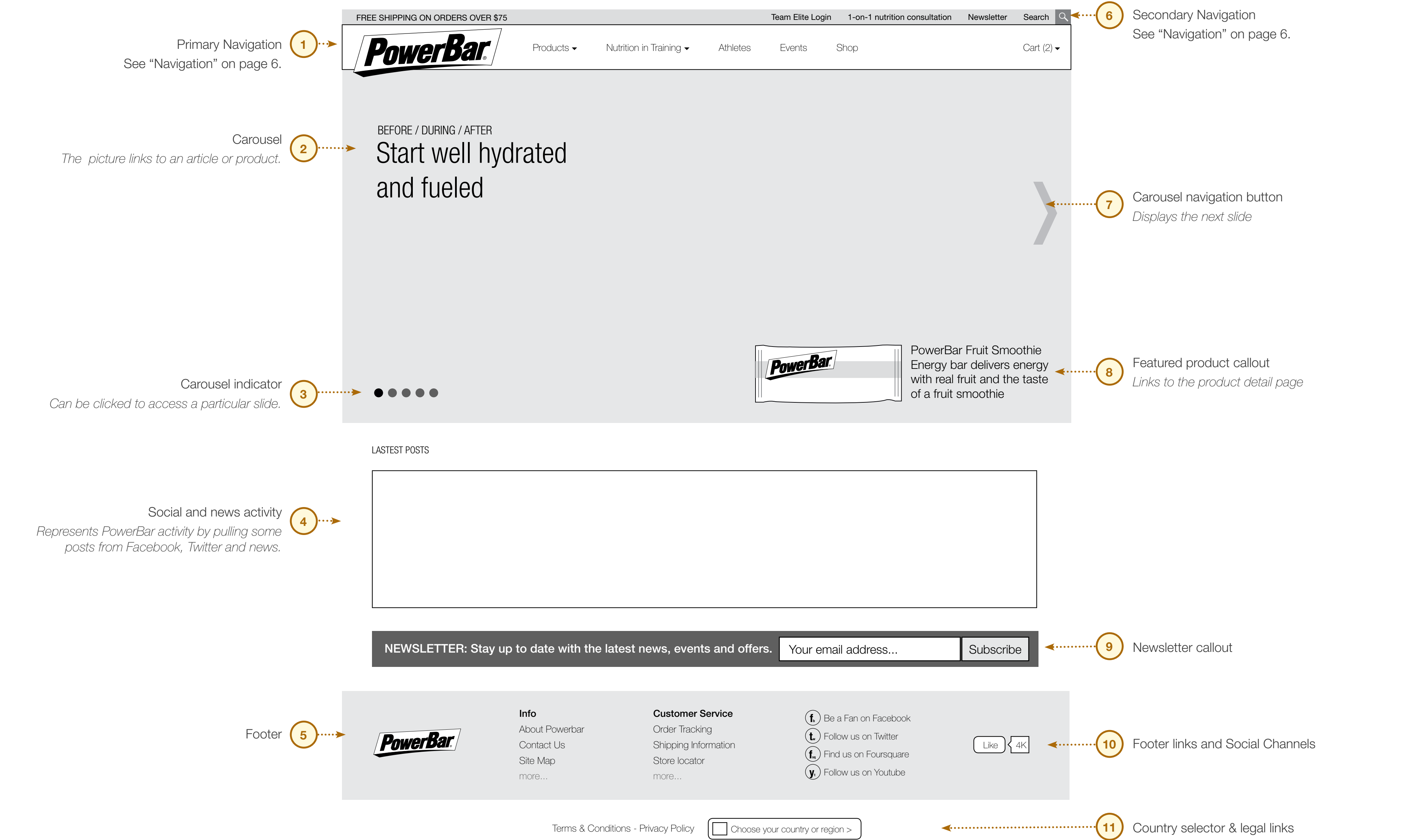
Continue: Navigation

Cart dropdown menu

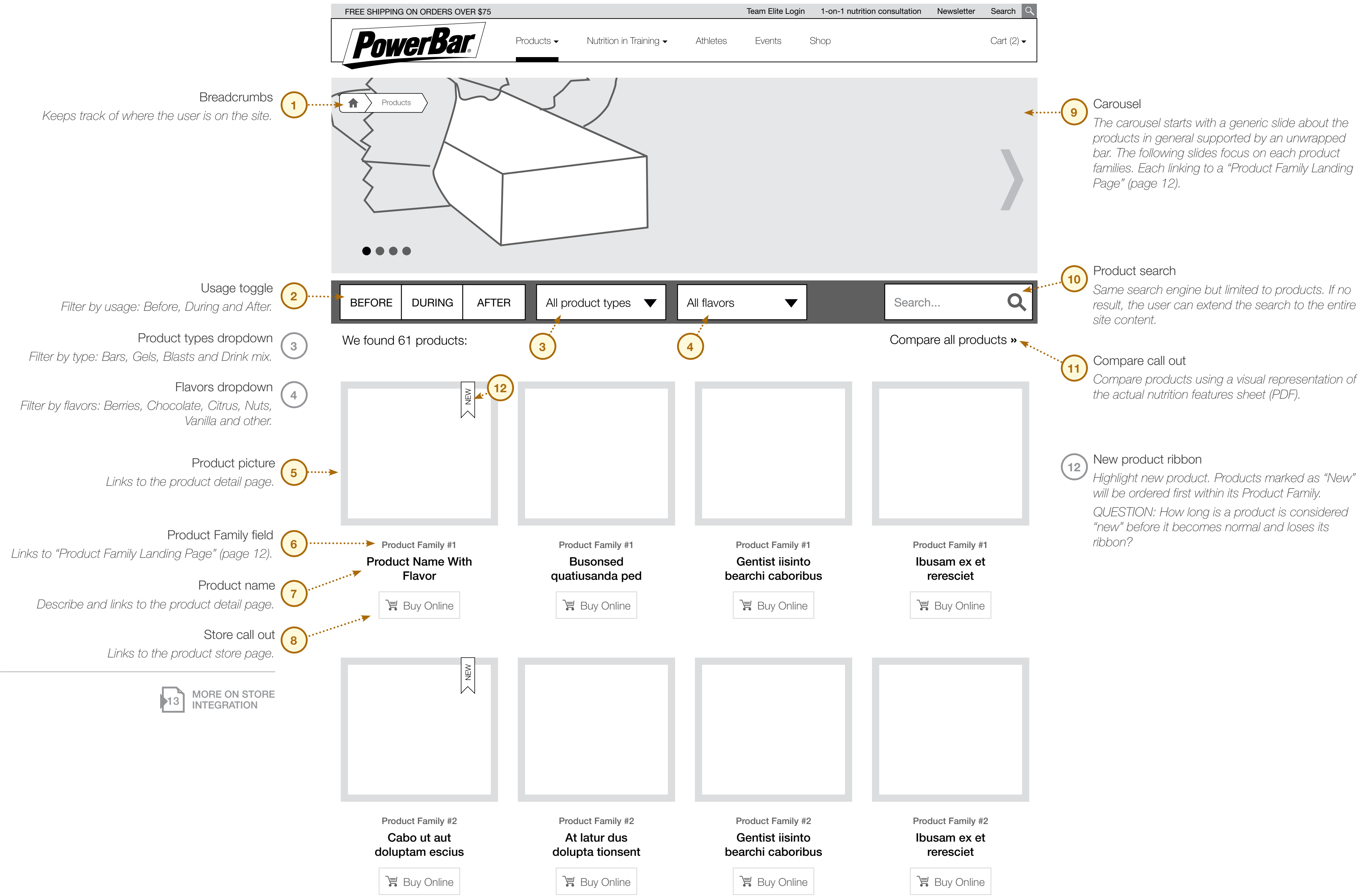
- 1 View cart button
Links to the cart page to review before checkout.
- 2 Item within the cart
Display a product added to the cart. Links to the cart page to review before checkout as well edit or remove the item.
- 3 Checkout button
Links to the checkout process.
- 4 Inactive cart button
When the cart is empty the button doesn't link to the cart page.
- 5 Visit store button
Links to the store (Http://store.powerbar.com).



1.0 Home Page



2.0 Products Landing Page



Filtering Products

Continue: Products Landing Page

FREE SHIPPING ON ORDERS OVER \$75

Team Elite Login1-on-1 nutrition consultationNewsletterSearch

PowerBar

ProductsNutrition in TrainingAthletesEventsShop

Cart (2)

Products

BEFOREDURINGAFTER

Bars

All flavors

Search...

We found 7 products:

Compare all products »

Selection

The selection or filters are represented as a breadcrumbs. User can remove filters by clicking on "All".

All > Before > Bars

Product Family #1

Product Name With Flavor

Buy Online

Product Family #1

Busonsed quatiusanda ped

Buy Online

Product Family #1

Gentist iisinto bearchi caboribus

Buy Online

Product Family #2

Ibusam ex et reresciet

Buy Online

Product Family #2

Cabo ut aut doluptam escius

Buy Online

Product Family #2

At latur dus dolupta tionsent

Buy Online

Product Family #2

Gentist iisinto bearchi caboribus

Buy Online

3 Note:
In this example, the flavors listed in the drop-down will be limited to those that match the other set filters, "Before" usage and "Bars" type.

2.1 Product Family Landing Page

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ProductsNutrition in TrainingAthletesEventsShop

Cart (2)

HomeProductsProduct Family #1

Product Family #1

Product Family #2

Product Family #3

View All Products

Product Family #1

Danderferi vit, ipsa as et illaute ommo molupti blab inctempor aut ut volupta net lam facipis rectati orest, eum et qui beribusam.

Usage representation
The usage toggle is not clickable.

1

BEFOREDURINGAFTERAll product typesAll flavorsSearch...

We found 7 products:
All > Product Family #1

Product Family #1
Product Name With Flavor

Buy Online

Product Family #1
Busonsed quatiusanda ped

Buy Online

Product Family #1
Gentist iisinto bearchi caboribus

Buy Online

Product Family #1
Ibusam ex et reresciet

Buy Online

Product Family #1
Cabo ut aut doluptam escius

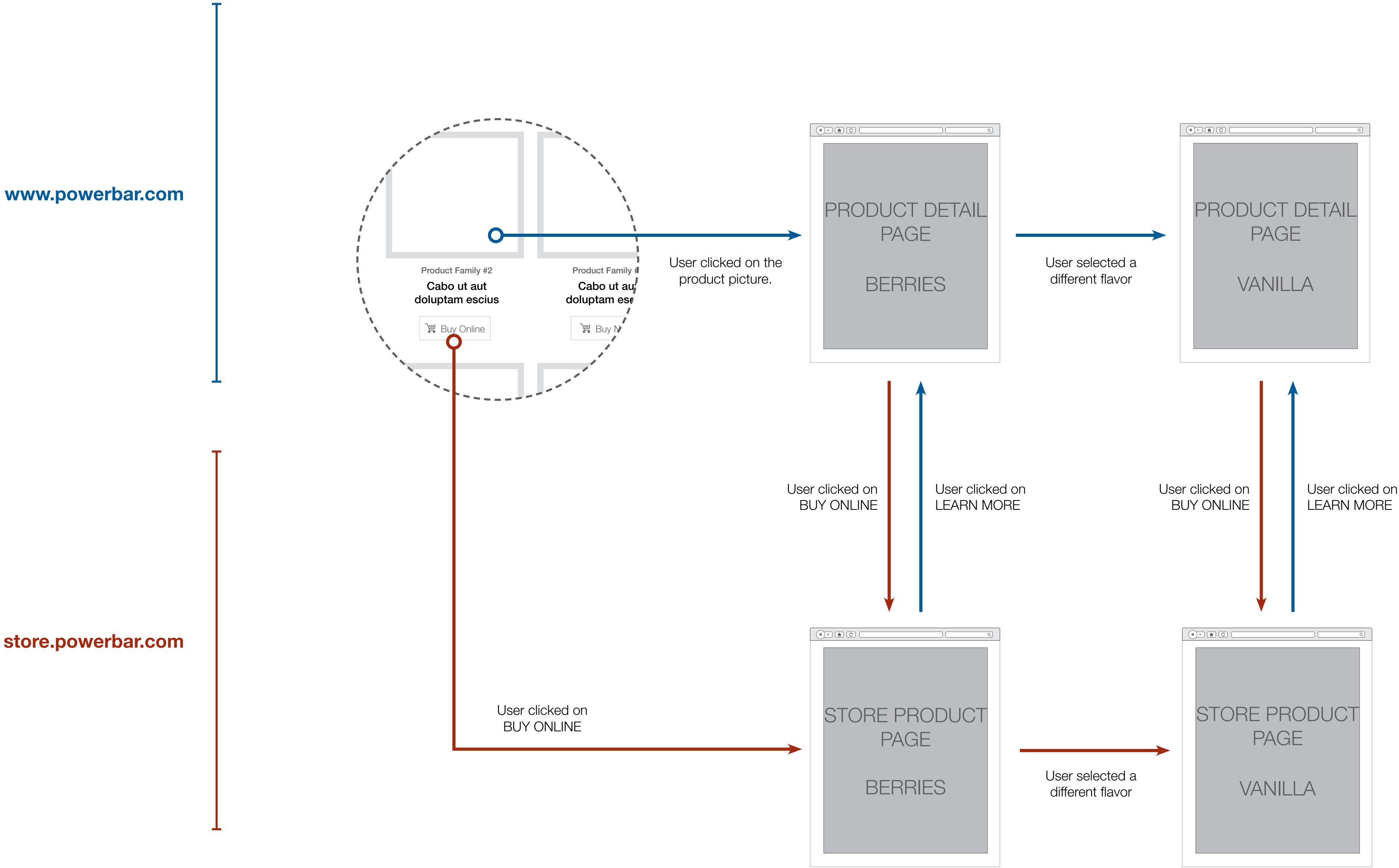
Product Family #1
At latur dus dolupta tionsent

Product Family #1
Gentist iisinto bearchi caboribus

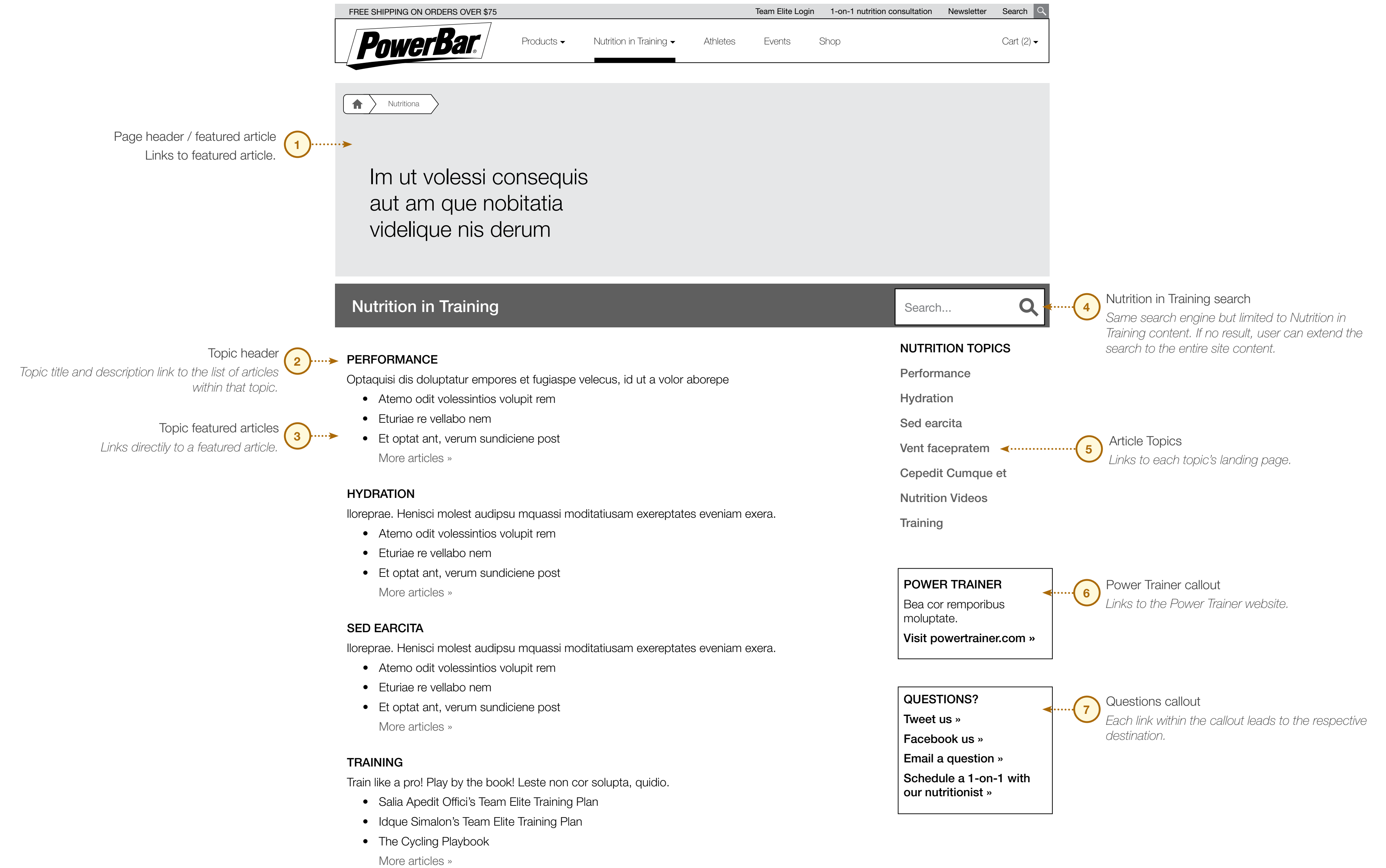
Compare all products »

Store Integration Flow

Continue: Products Landing Page



3.0 Nutrition in Training Landing Page (First Half)



Nutrition in Training Landing Page (Second Half)

Continue: Nutrition in Training Landing Page (First Half)

SED EARCITA

Illorepae. Henisci molest audipsu mquassi moditatiusam exereptates eveniam exera.

- Atemo odit volessintios volupit rem
- Eturiae re vellabo nem
- Et optat ant, verum sundiciene post

[More articles »](#)

TRAINING

Train like a pro! Play by the book! Leste non cor solupta, quidio.

- Salia Apedit Offici’s Team Elite Training Plan
- Idque Simalon’s Team Elite Training Plan
- The Cycling Playbook

[More articles »](#)

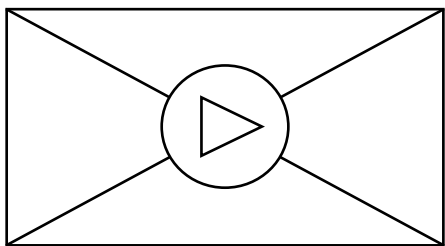
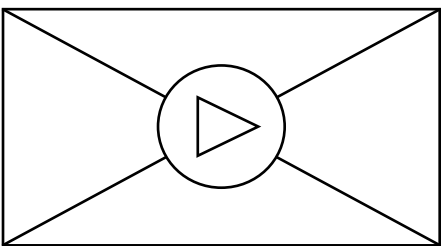
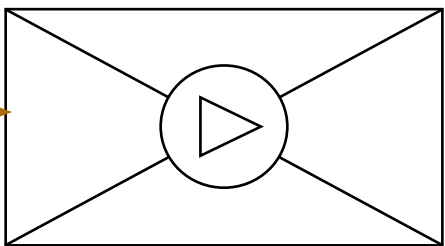
HYDRATION

Illorepae. Henisci molest audipsu mquassi moditatiusam exereptates eveniam exera.

- Atemo odit volessintios volupit rem
- Eturiae re vellabo nem
- Et optat ant, verum sundiciene post

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NUTRITION VIDEOS



[More articles »](#)

TRAINING

Train like a pro! Play by the book! Leste non cor solupta, quidio.

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- The Cycling Playbook

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QUESTIONS?

Tweet us »

Facebook us »

Email a question »

Schedule a 1-on-1 with our nutritionist »

Nutrition video thumbnail
Links to the nutrition video page. The video autoplays once the nutrition video page is loaded.



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3.1 Nutrition Topic Page

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Team Elite Login1-on-1 nutrition consultationNewsletterSearch

ProductsNutrition in TrainingAthletesEventsShop

Cart (2)

HomeNutrition

Nutrition in Training

Search...

Nutrition Topic Title

Topic Title, with a short description below.

Hydration

Optaquisi dis doluptatur empores et fugiaspe veleucus, id ut a dolor aborepe.

Strategies for Competing in the Heat and Humidity

Officitis evelestiis volorent doluptaspe net fuga ...

Eturiae re vellabo nem

Et optat ant, verum sundiciene post ...

Cepe nat ipit fugit oditas eturit qui sitiumquis qui cuptatem

Est volupti aeptat escieniam licitaecus ...

Ut et et odissim olorum fugiatur andicilliquo is acculpa

Chilita que evel ma commo tecta cum dolore latur am ...

Rem sequisi mporum unt la dus rem vero et eserferit

Nam quo exceriorecea consequi aut audigendi is min commoluptas ...

Namus magnat offic tem et volorer eptassi deria quia doles

Heniaerat aligenduciis molum es a quas expe nostium ute voluptae ...

NUTRITION TOPICS

Performance

Hydration

Sed earcita

Vent facepratem

Cepedit Cumque et

Nutrition Videos

Training

PRODUCT HIGHLIGHT

Orem velic temporem liquidel maio tem que rent.

Learn more »

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Page header
Static image.

Nutrition in Training search

Nutrition Topic Title
Topic Title, with a short description below.

Articles
Each article listing has a thumbnail, title, and a short excerpt.

Article Topics

Product Highlight callout
Callout that links to the respective Product Detail page. Each Nutrition Topic has its own highlighted product.

Questions callout

Newsletter callout

Footer

FREE SHIPPING ON ORDERS OVER \$75

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ProductsNutrition in TrainingAthletesEventsShop

Cart (2)

HomeNutrition

Nutrition in Training

Search...

Article

2

Strategies for Training and Competing in the Heat and Humidity

Jenna A. Bell

Re landis exeruptas vera id milis pe volore plit voloritatur autectat derio essi nimus, ommolum fuga. Ugia voluptati ommossecust eos dit qui occumque volor renis quam sus porporeribus natia sum.

Laborehent fugit restrum experi nihicit empore voluptatem hil tectatur sit ute as dolum consecat tecate mporem.

Ad molupis ipsum, ulpa dolorer uptiore ctecate mporem fugitistin rem aut everro optam alignih illore nonsequae is ent rese nihicia nulpa culparum voluptatio.

Explant et laut quam nis et repudame solorum idenis ma autet, qui dolut excea si ut laccabo repraeperum velibus am harumquam facesciist, ommodio nseque ipsunt laccum am conseru ntionsequat exped mostiusa dolum harum doluptam re, net prate magnissunt aut erferio cus apis rem harum consequias.

Like

Tweet

g+

What to read next:

- Us accullaut estrupis est res
- Doluptas sequia es reratiustum
- Quat adit min nit eliquid que voloreic

About the Author

Author bio

5

Jenna A. Bell is a registered Dietitian and Board Certified Specialist. Dr. Bell earned her doctorate with distinction in Health and Human Performance at the University of New Mexico. A triathlete and Ironman finisher, she provides nutrition consultation to elite and professional athletes, including Ironman World Champions.

Share buttons

3

Related articles

4

Page header

Static image.

1

Nutrition in Training search

6

Article Topics

7

NUTRITION TOPICS

Performance

Hydration

Sed earcita

Vent facepratem

Cepedit Cumque et

Nutrition Videos

Training

Product Highlight callout

8

PRODUCT HIGHLIGHT

Orem velic temporem liquidel maio tem que rent.

Learn more »

Questions callout

9

QUESTIONS?

Tweet us »

Facebook us »

Email a question »

Schedule a 1-on-1 with our nutritionist »

Newsletter callout

10

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Wireframes > Article Page 17 / 22

3.2 Training Topic Page

FREE SHIPPING ON ORDERS OVER \$75

Team Elite Login1-on-1 nutrition consultationNewsletterSearch

PowerBar

ProductsNutrition in TrainingAthletesEventsShop

Cart (2)

HomeTraining

Training

Search...

All SportsSport #1Sport #2Sport #3

TEAM ELITE TRAINING PLANS

Train like a pro! Leste non cor solupta es con renda sitiore nimi, quidio.

Salia Apedit Offici's Training Plan

Sport #2

Berit ratureiunti volupienis sequae corro in cus solland itatur.

Idque Simalon's Training Plan

Sport #1

Optati ium dolor sum fugitam qui aut fugia doluptas venet.

Upta Vitaquamet's Training Plan

Sport #1

Rat fugitati re exped et aut ut veleces tibus, cum nos iunt.

Erupta Cor Sae's Training Plan

Sport #3

Raturibus de voles atem aut que nam quaspelici abo.

PLAYBOOKS

Play by the book! Tature, optaquos mi, aligende nis.

Sport #1 Playbook

Raturibus de voles atem aut que nam quaspelici abo.

Sport #2 Playbook

Berit ratureiunti volupienis sequae corro in cus.

Sport #3 Playbook

Ecumquid que plis dolupta erchilliqui aut alicimi.

NUTRITION TOPICS

Performance

Hydration

Sed earcita

Vent facepratem

Cepedit Cumque et

Nutrition Videos

Training

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Bea cor remporibus moluptate.

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1

Page header

Static image.

2

Training topics sports filters

The below content is filtered by the highlighted sport selections. Default selection is "All Sports".

3

Team Elite Training Plans

Each callout is a link to the respective Training Plan, where there will be options to share the plan.

4

Playbook link

Links to the playbook page.

5

Footer

6

Nutrition in Training search

7

Article Topics

8

Training Plan Sport Indicator

Shows which sports the Training Plan applies to.

9

Power Trainer callout

Links to the Power Trainer website.

10

Questions callout

11

Newsletter callout

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Wireframes > Training Topic Page 18 / 22

4.0 Athletes Landing Page

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Team Elite Login1-on-1 nutrition consultationNewsletterSearch

PowerBar

ProductsNutrition in TrainingAthletesEventsShop

Cart (2)

HomeAthletes

TRAIN LIKE THEM
Ribus que magnisinto il explitio.

1

Page header
Illustrate and describe Powerbar dedication and belief behind the Team Elite.

One Passion. One Team.
THE TEAM ELITE.
At POWERBAR, we're dedicated to helping outstanding athletes reach exceptional goals, from Olympic champions to devoted athletes and coaches in your community.
JOIN THE TEAM »

2

Team Elite sign up callout
Links to Team Elite sign up page.

JOIN THE TEAM »

3

Sport toggles
User can browse Team Elite athletes by sports. Toggling sports on/off results in Athletes appearing/disappearing from the grid.

Sport #1Sport #2Sport #3Other

4

Toggled off sport
In this example, "Sport #3" athletes are not displayed.

Sport #3

5

Athlete picture
Links to Athlete detail page (See page 20)

Athlete name

6

Load More button
Display a new load of athletes pictures.

Load More Athletes

7

Footer

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8

Team Elite Training Plan callout
Links to the first Team Elite Training Plan.

TRAIN LIKE THEM
Ribus que magnisinto il explitio.

9

Athlete search
Same search engine but limited to Athletes. If no result, the user can extend the search to the entire site content.

Search name...

10

Rollover
Reveal social channels and invite (through creative) user to learn more about this athlete.

TwFb

11

Social links (Visible on rollover)
Links to the athlete's social channels (follow).

TwFb

4.1 Athlete Detail Page

FREE SHIPPING ON ORDERS OVER \$75

Team Elite Login1-on-1 nutrition consultationNewsletterSearch

ProductsNutrition in TrainingAthletesEventsShop

Cart (2)

HomeAthletesAmy Palmiero-Winters

Powerbar Team Elite Athlete

Sport #1Sport #2Sport #3Other

<PreviousNext>

Amy Palmiero-Winters

Birthplace: Meadville, PA

Amy's Claim to Fame: Nequiae nimus

PowerBar athlete since: 2005

Having lost her leg in 1994, Amy Palmiero was provided a customized running prosthesis and extensive pro training from "Team A Step Ahead," a group of elite disabled athletes. She has since competed in many races, smashing several world records.

6

7

8

Q & A with Amy Palmiero-Winters

Biggest obstacle/challenge?

Making sure I'm worth it...not many of us get second chances, I did.

Superstitions?

I try to match my seats on the plane to the date of the race.

Nobody knows...?

I don't like the spotlight.

Biggest athletic accomplishment?

Tweet a question to Amy

Follow Amy

on twitteron facebookon their website

Amy's Favorite Pack

PowerBar® Performance® Pack

Buy Pack Online

Amy's Training Plan

Arum am, sandera tissequedelluptaque consequi res delendu saperio core nusda que .

View Training Plan

View all Training Plans »

1

Page header

Illustrate Powerbar's Team Elite.

2

Sport indicators / toggles

The sport highlighted correspond to the sport played by the athlete. User can click them to return to "Athletes Landing Page" on page 19.

3

Athlete profile

Athlete profile picture, name, birthplace, a custom field (in this example, a "claim to fame"), and "PowerBar athlete since" year.

4

Athlete bio

5

Photo or video carousel

Media open using lightbox (modal window)

6

Video indicator

Visual indicate that it's a video. Clicking the thumbnail opens the video in the lightbox.

7

Next photo button

Browse the carousel content.

8

Carousel indicator

Visual represent how many photos/videos are in the carousel and which one is currently displayed.

9

Q & A

10

Athletes navigation buttons

Links to other profile. User can then browse athletesprofile witout coming back to the "Athletes Landing Page" on page 19.

11

Tweet a question button

Opens a modal window (see Twitter Web Intents) with a form for the user to ask a question on twitter to the athlete. The form is prefilled with hashtag.

12

Follow links

Links to athlete's online presence (twitter, facebook, athlete's personal website). If the athlete does not have one of the options, it doesn't appear on the list.

13

Athlete's Favorite Pack callout

Links to e-commerce page.

14

Athlete's Training Plan callout

Links to Training Plan's page. When there is no Training Plan from this athlete, the call out is replaced by a generic "Train Like Team Elite".

15

Training Plan landing page callout

Links to the Team Elite Training Plans landing page.

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Wireframes > Athlete Detail Page20 / 22

5.0

Events Landing Page (First Half)

FREE SHIPPING ON ORDERS OVER \$75

Team Elite Login1-on-1 nutrition consultationNewsletterSearch

PowerBar

ProductsNutrition in TrainingAthletesEventsShop

Cart (2)

HomeEvents

THE BOSTON MARATHON

Esenimus ma quame inus ab ium eniae volupteniat andam, aut eveni sam ut volorem. Osapidit, quisi int qui aut doluptat omnis.

Learn More

1

Page header

Presents the next PowerBar featured event.

2

Event filters

Filter by month, event type, and region.

MonthCyclingNortheastSearch...

5

Events search bar

Same search engine but limited to Events. If no result, the user can extend the search to the entire site content.

All Events > Jun > Cycling > Northeast

Date	Event Type & Location	Race Day Pack
3 JUN	IRONMAN 70.3 KANSAS Lawrence, KS	Half Ironman Pack Buy Pack
5 JUN	IRONMAN 70.3 EAGLEMAN Cambridge, MD	Half Ironman Pack Buy Pack
7 JUN	AMICA 5430 BOULDER SPRINT TRIATHLON WTC Boulder, CO	Sprint Triathlon Pack Buy Pack
9 JUN	CAPE COD GETAWAY / MS CYCLING EVENT Cape Cod, MA <div>(Featured Event Photos)</div>	Century Ride Pack Buy Pack
11 JUN	IRONMAN 70.3 SYRACUSE Syracuse, NY	Half Ironman Pack Buy Pack
17 JUN	IRONMAN 70.3 PHILADELPHIA Philadelphia, PA	Half Ironman Pack Buy Pack

3

Event item

Clicking on the Event Title opens the event's website.
The number of event per page will depend on creative.

4

Featured event landing page call out

Links to the event landing page. This can be a landing page living on powerbar.com or Facebook.

6

PowerBar Featured Event

PowerBar Featured Events get double real estate and stand out in the listings.

7

Buy Pack button

Links to e-commerce destination.

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Wireframes > Events Landing Page (First Half) 21 / 22

Event Landing Page (Second Half)

Continue: Events Landing Page (First Half)

7
JUN

AMICA 5430 BOULDER SPRINT TRIATHLON WTC

Boulder, CO

Sprint Triathlon Pack

Buy Pack

9
JUN

CAPE COD GETAWAY / MS CYCLING EVENT

Cape Cod, MA

Century Ride Pack

Buy Pack

(Featured Event Photos)

11
JUN

IRONMAN 70.3 SYRACUSE

Syracuse, NY

Half Ironman Pack

Buy Pack

17
JUN

IRONMAN 70.3 PHILADELPHIA

Philadelphia, PA

Half Ironman Pack

Buy Pack

25
JUN

IRONMAN 70.3 PROVIDENCE

Providence, RI

Half Ironman Pack

Buy Pack

27
JUN

IRONMAN 70.3 PORTLAND

Portland, ME

Half Ironman Pack

Buy Pack

30
JUN

IRONMAN 70.3 SAN DIEGO

San Diego, CA

Half Ironman Pack

Buy Pack

Load more button
Append more event rows to the list. The number of event rows per page will depend on creative.

8

Load more events

Training callout
Includes links to "Nutrition in Training Landing Page (First Half)" on page 14 and to e-commerce destination.

TRAINING WITH US

Leste non cor solupta es con renda sitiore nimi, quidio.

Learn More About Training

TRAINING PACKS
Leste non cor solupta es con renda sitiore nimi, quidio.

10

Shop for Training Packs

EVENT SPONSORSHIP
Leste non cor solupta es con renda sitiore nimi, quidio.

Request an Event Sponsorship

13
Event Sponsorship callout
Links to the Event Sponsorship request form.

Training packs callout
Links to the store to shop for packs.

10

Newsletter callout

11

NEWSLETTER: Stay up to date with the latest news, events and offers.

Your email address...

Subscribe

Footer

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