

Nestlé

# PowerBar.com

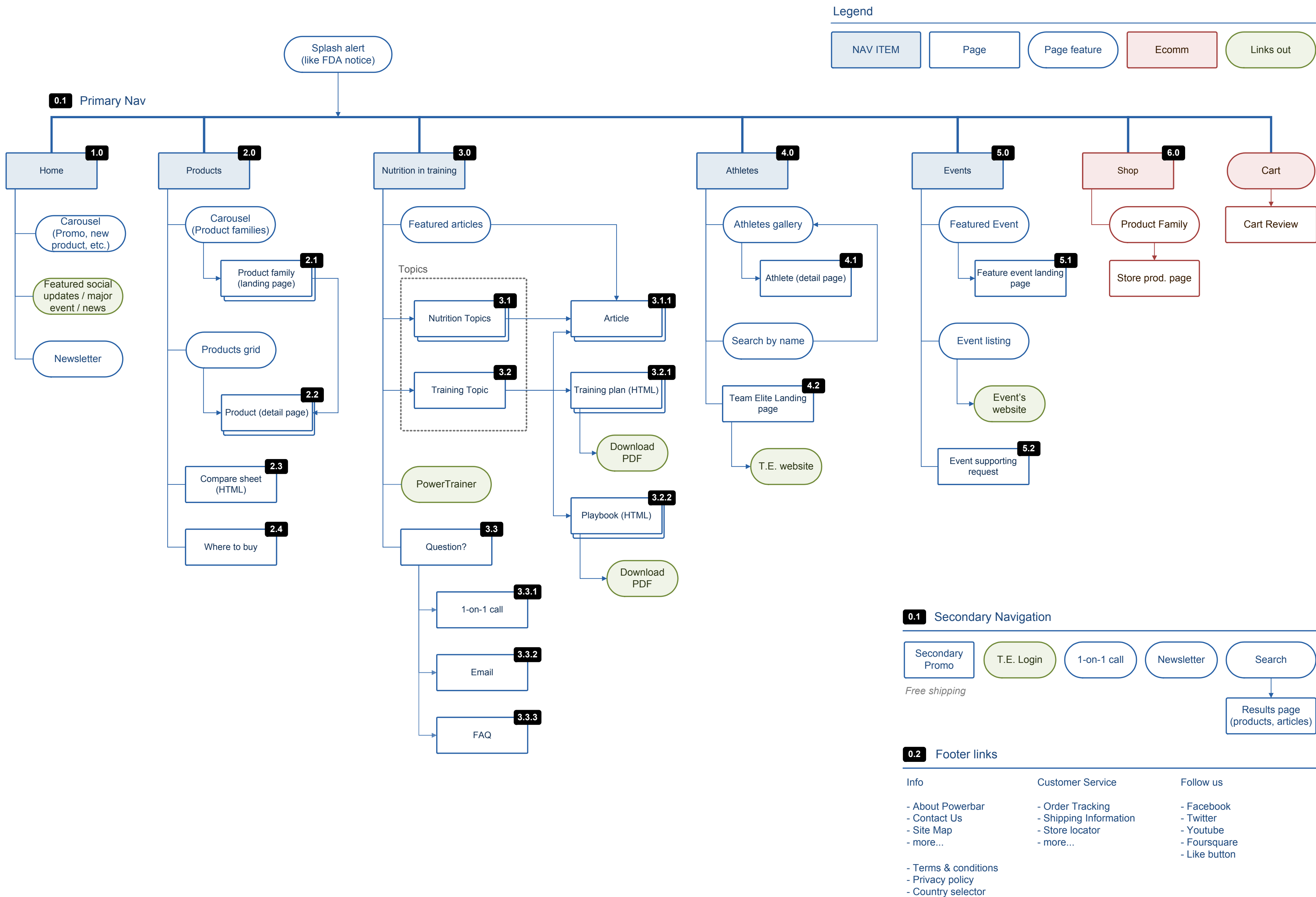
*Table of Content*

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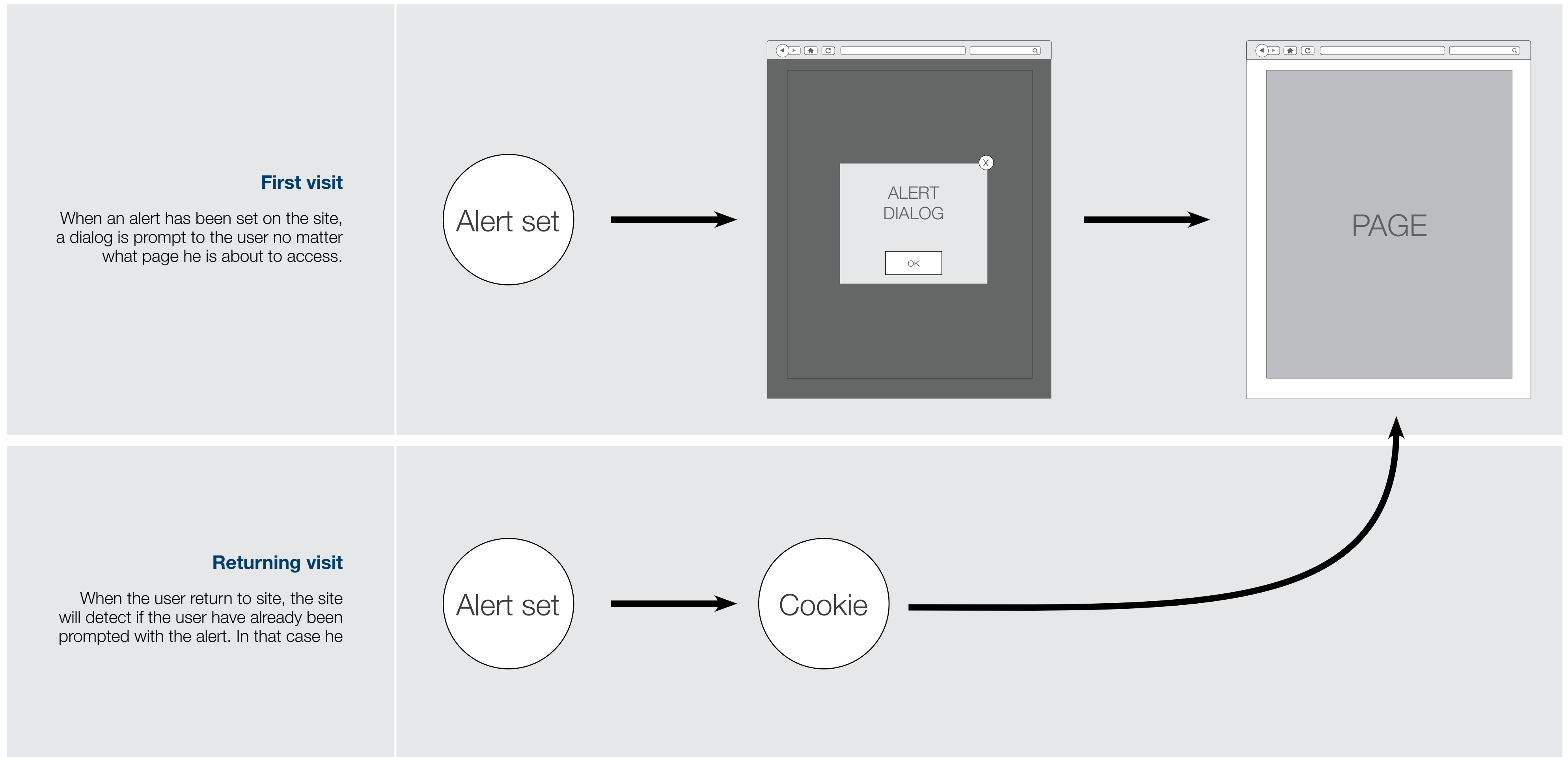
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# SITEMAP & USER FLOWS

# Sitemap



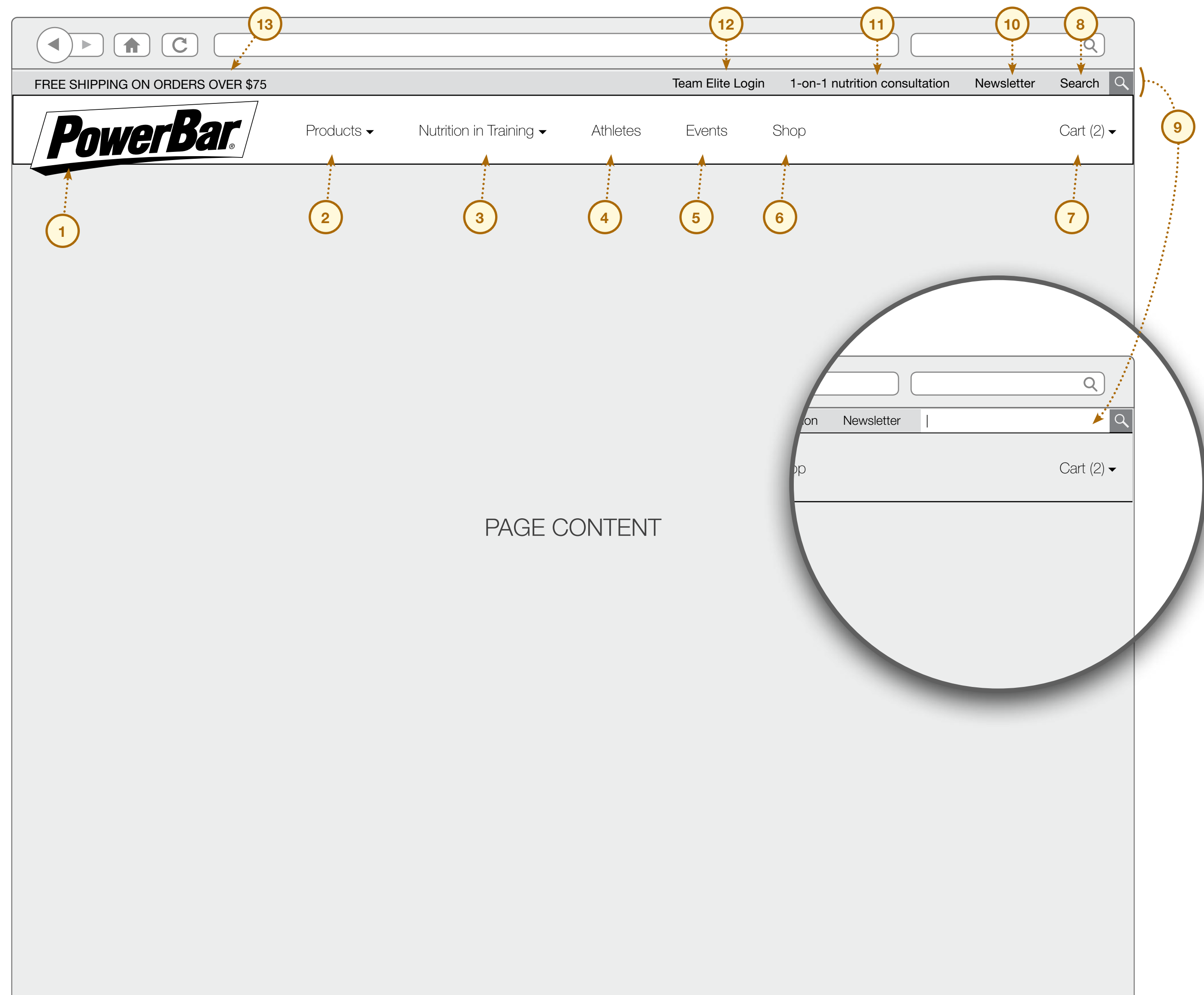
# Alert Message User Flow



# 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.*



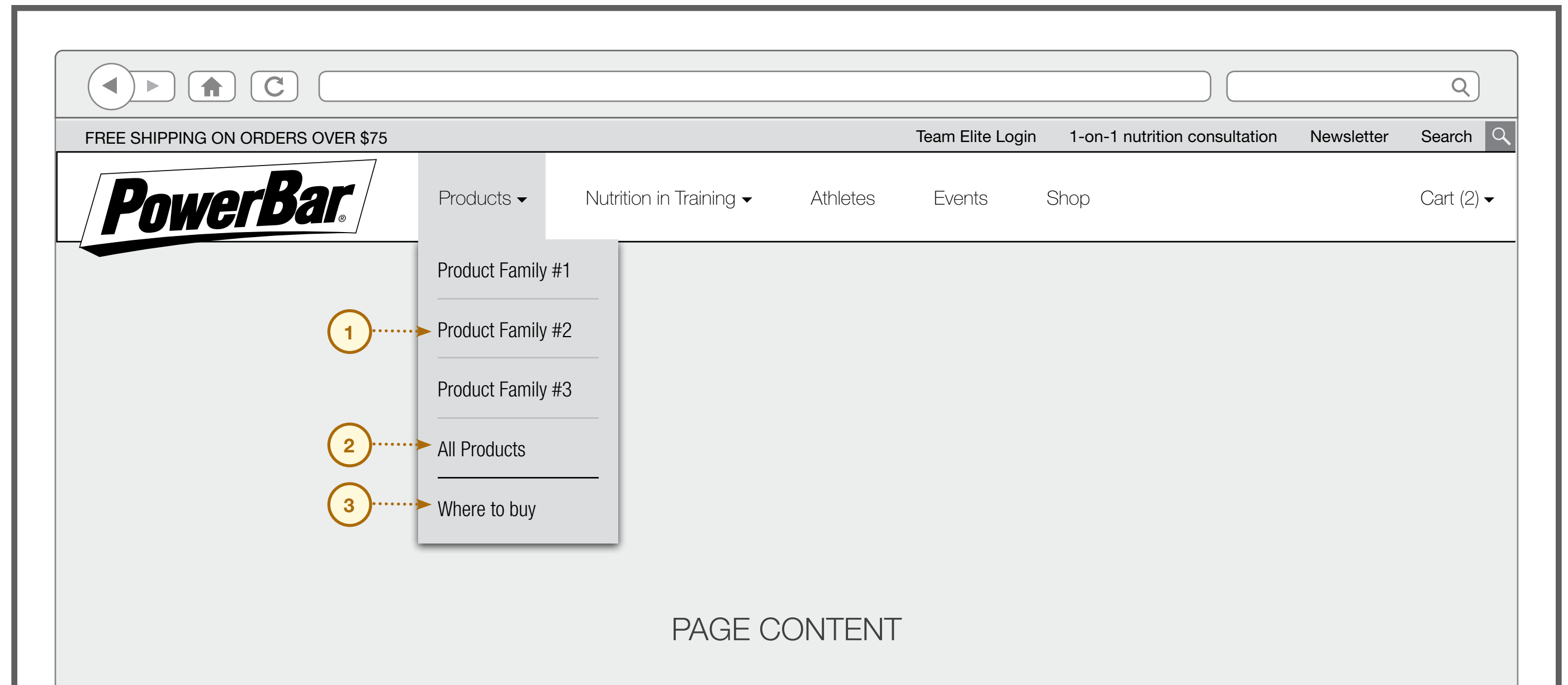
PAGE CONTENT

# Products And Nutrition in Training Dropdown Menus

Continue: Navigation

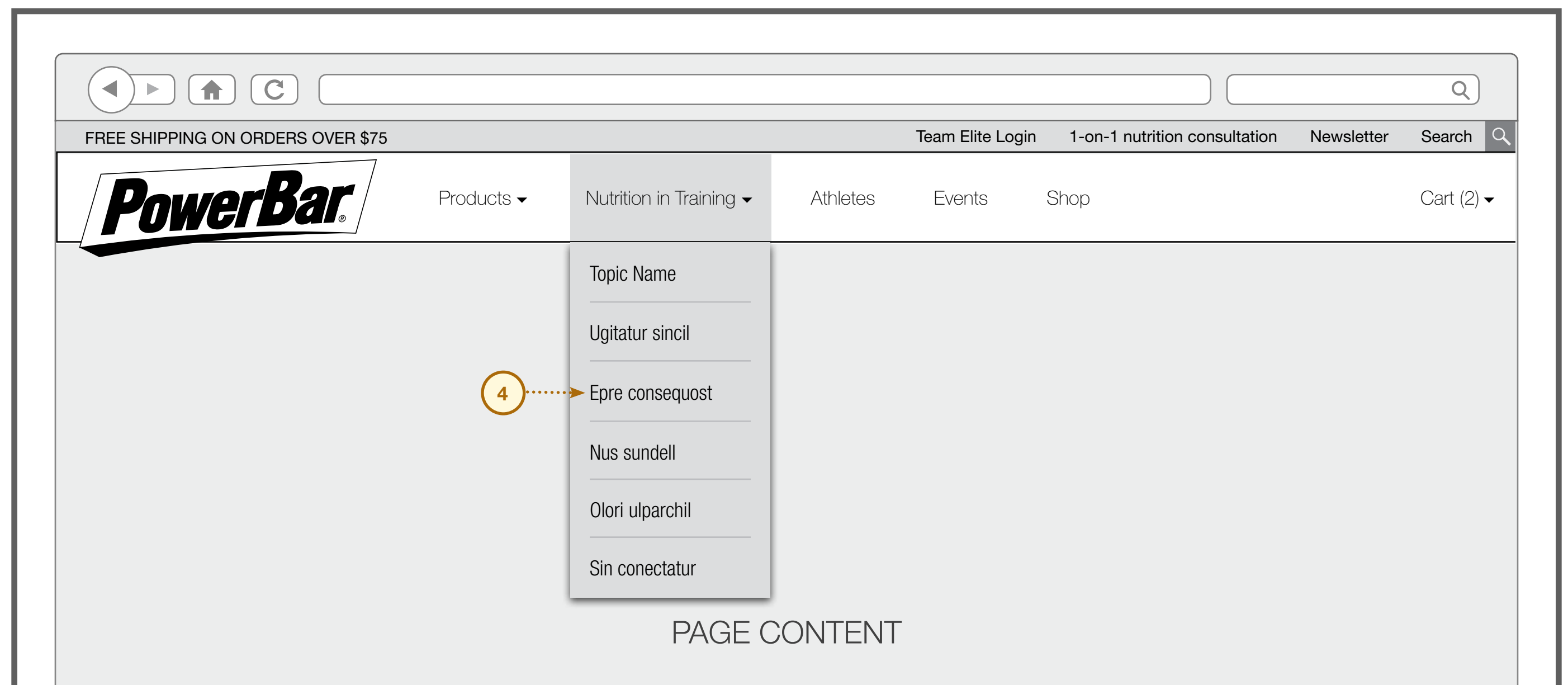
## Products dropdown menu

- 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.

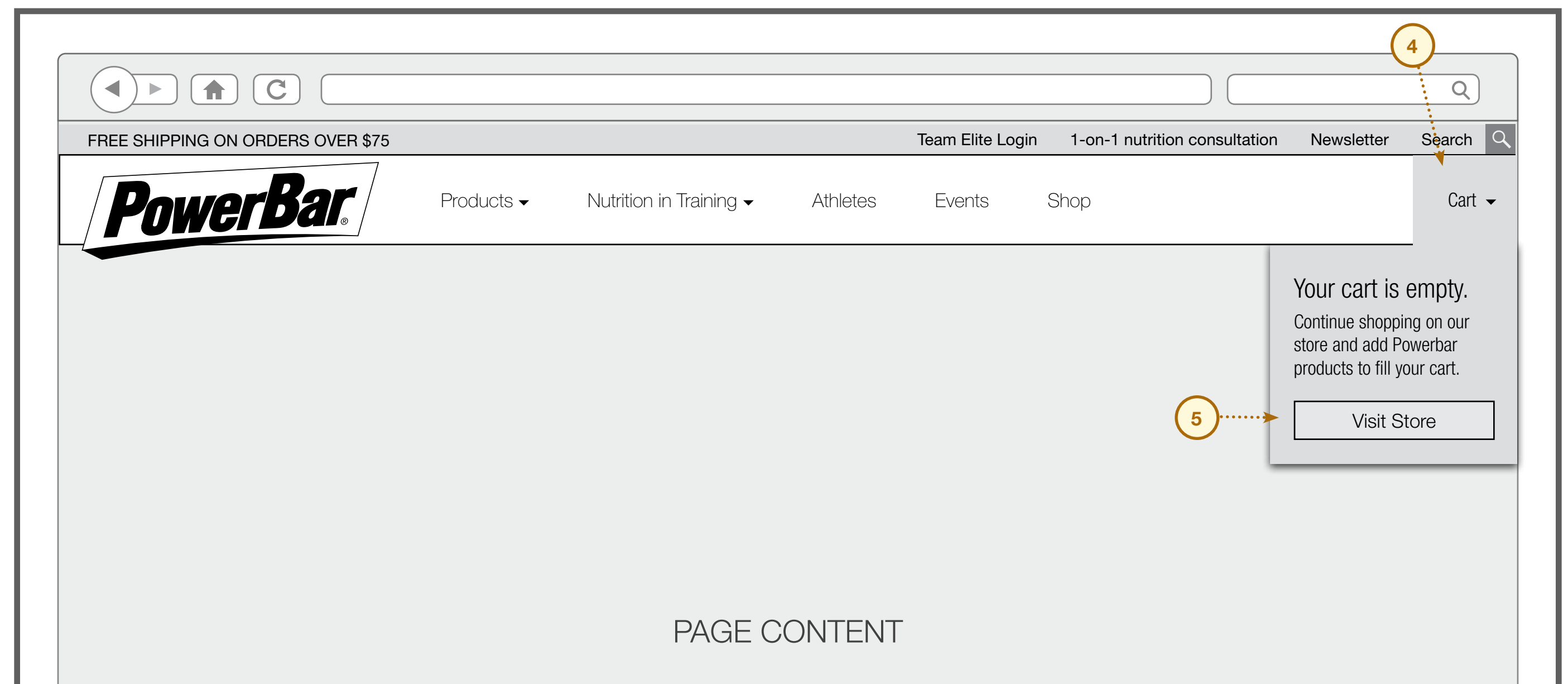
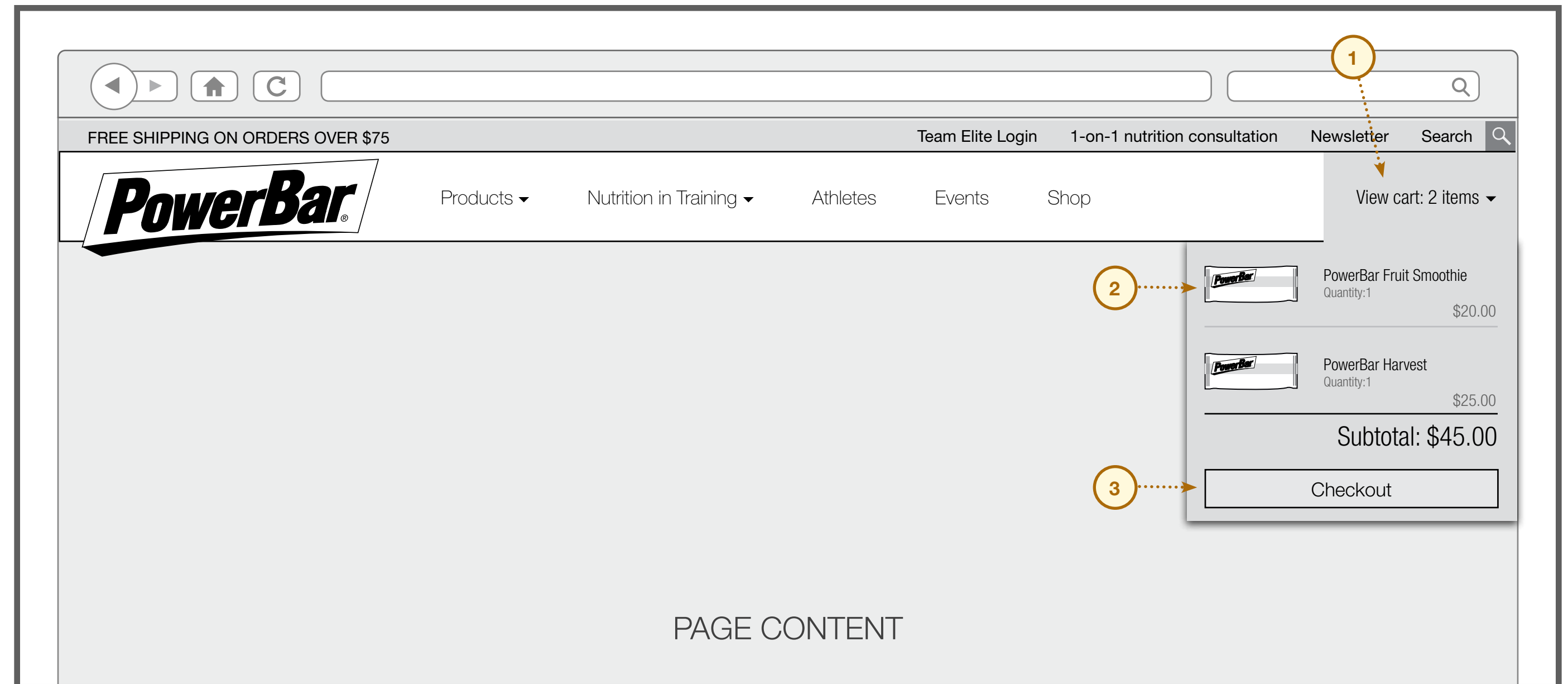


# Cart Dropdown Menus

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](http://store.powerbar.com)).*





# 1.0 Home Page

FREE SHIPPING ON ORDERS OVER \$75

Team Elite Login 1-on-1 nutrition consultation Newsletter Search

**PowerBar** Products Nutrition in Training Athletes Events Shop Cart (2)

Primary Navigation  
See "Navigation" on page 6.



6 Secondary Navigation  
See "Navigation" on page 6.



Carousel  
The picture links to an article or product.



BEFORE / DURING / AFTER  
**Start well hydrated  
and fueled**

7 Carousel navigation button  
Displays the next slide



Carousel indicator  
Can be clicked to access a particular slide.

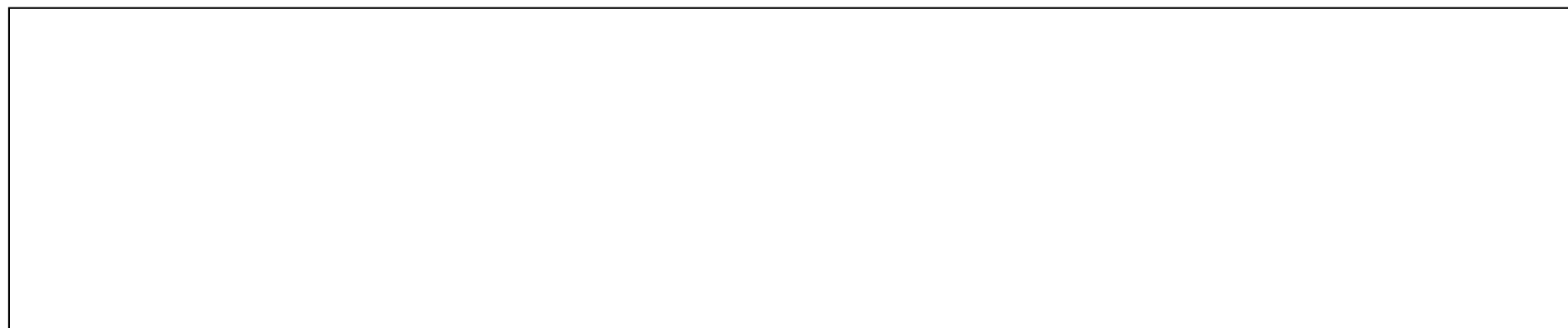


PowerBar Fruit Smoothie  
Energy bar delivers energy  
with real fruit and the taste  
of a fruit smoothie

8 Featured product callout  
Links to the product detail page



### LASTEST POSTS



Social and news activity  
Represents PowerBar activity by pulling some  
posts from Facebook, Twitter and news.



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

Your email address...

Subscribe

9 Newsletter callout



Footer



**Info**  
About Powerbar  
Contact Us  
Site Map  
more...

**Customer Service**  
Order Tracking  
Shipping Information  
Store locator  
more...

Be a Fan on Facebook  
 Follow us on Twitter  
 Find us on Foursquare  
 Follow us on Youtube

Like  4K

10 Footer links and Social Channels



Terms & Conditions - Privacy Policy  Choose your country or region >

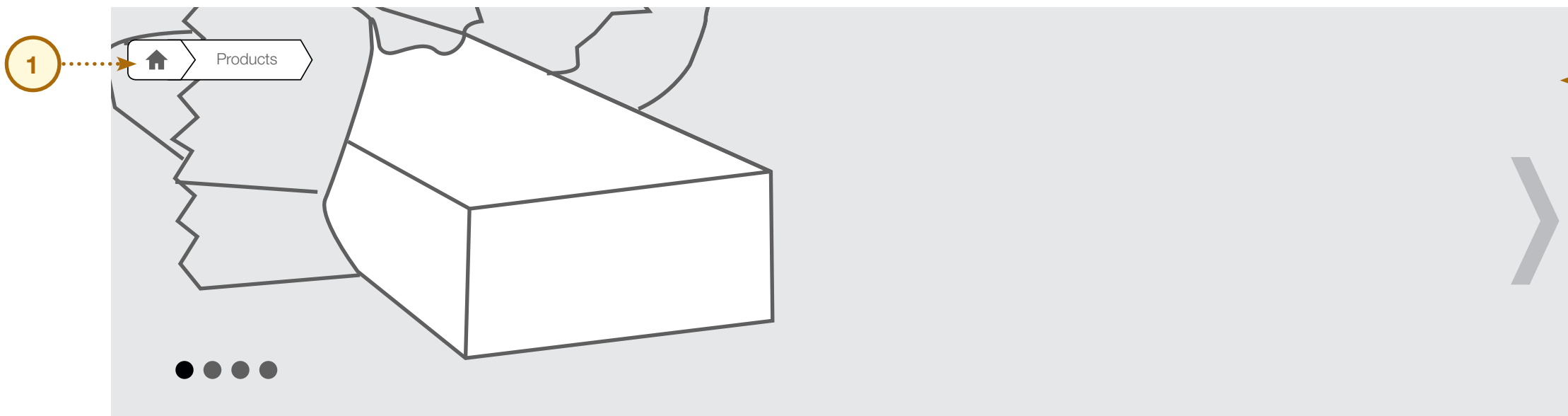
11 Country selector & legal links



# 2.0 Products Landing Page

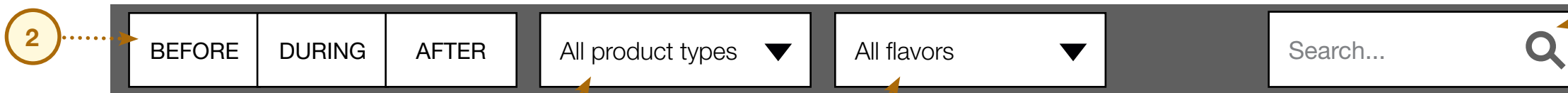


**1** Breadcrumbs  
Keeps track of where the user is on the site.



**9** Carousel  
The carousel starts with a generic slide about the products in general supported by an unwrapped bar. The following slides focus on each product families. Each linking to a "Product Family Landing Page" (page 12).

**2** Usage toggle  
Filter by usage: Before, During and After.



**10** Product search  
Same search engine but limited to products. If no result, the user can extend the search to the entire site content.

**3** Product types dropdown  
Filter by type: Bars, Gels, Blasts and Drink mix.



**11** Compare call out  
Compare products using a visual representation of the actual nutrition features sheet (PDF).

**4** Flavors dropdown  
Filter by flavors: Berries, Chocolate, Citrus, Nuts, Vanilla and other.



**12** New product ribbon  
Highlight new product. Products marked as "New" will be ordered first within its Product Family.  
QUESTION: How long is a product is considered "new" before it becomes normal and loses its ribbon?

**5** Product picture  
Links to the product detail page.

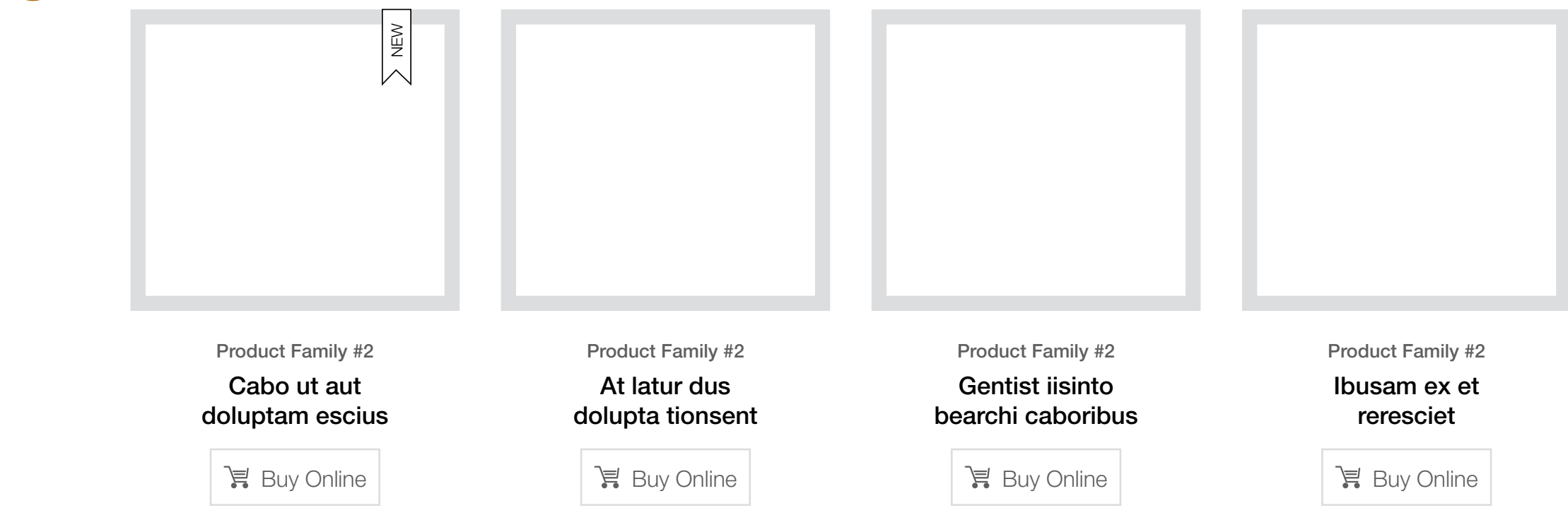


**6** Product Family field  
Links to "Product Family Landing Page" (page 12).

**7** Product name  
Describe and links to the product detail page.

**8** Store call out  
Links to the product store page.

**13** MORE ON STORE INTEGRATION

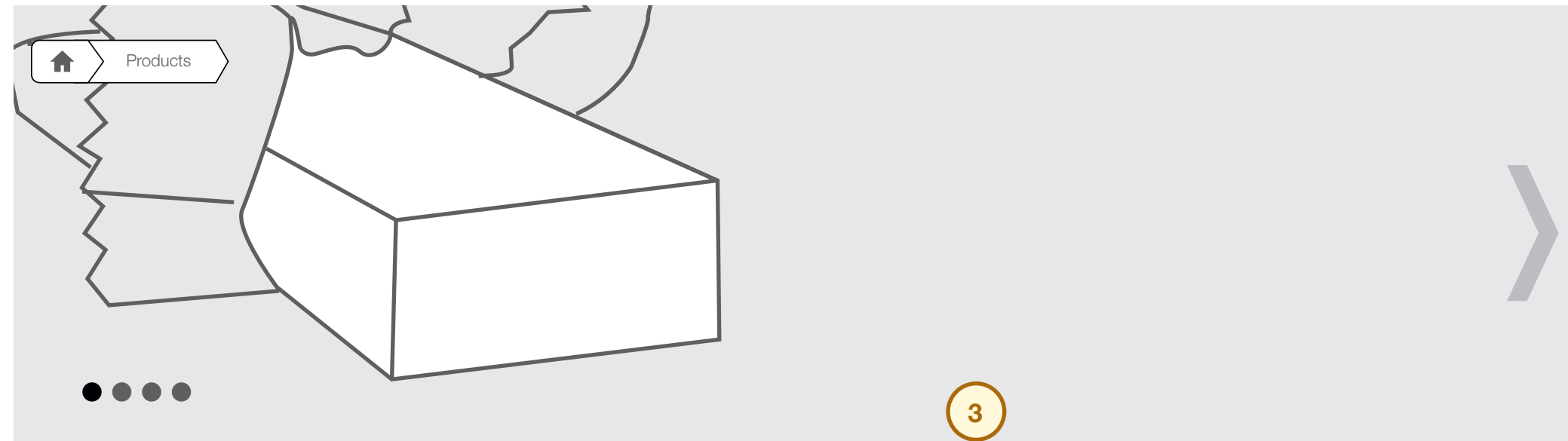


# Filtering Products

Continue: Products Landing Page

FREE SHIPPING ON ORDERS OVER \$75 Team Elite Login 1-on-1 nutrition consultation Newsletter Search

**PowerBar** Products ▾ Nutrition in Training ▾ Athletes Events Shop Cart (2) ▾



Selected usage toggle **1** BEFORE DURING AFTER Bars ▾ All flavors ▾ Search...

We found 7 products: Compare all products »

**2** All > Before > Bars

 Product Family #1 <b>Product Name With Flavor</b> Buy Online	 Product Family #1 <b>Busoned quatusanda ped</b> Buy Online	 Product Family #1 <b>Gentist iisinto bearchi caboribus</b> Buy Online	 Product Family #2 <b>Ibusam ex et reresciet</b> Buy Online
 Product Family #2 <b>Cabo ut aut doluptam escius</b> Buy Online	 Product Family #2 <b>At latur dus dolupta tionsent</b> Buy Online	 Product Family #2 <b>Gentist iisinto bearchi caboribus</b> 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.

**1** Selected usage toggle  
Only products with "before" usage are displayed.

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

# 2.1 Product Family Landing Page

FREE SHIPPING ON ORDERS OVER \$75 Team Elite Login 1-on-1 nutrition consultation Newsletter Search

**PowerBar** Products ▾ Nutrition in Training ▾ Athletes Events Shop Cart (2) ▾

Home > Products > Product 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.

- 2 Product Family navigation  
*Links to each product family landing page.*
- 3 Products link  
*Links to "Products Landing Page" on page 10.*

Usage representation  
*The usage toggle is not clickable.*

BEFORE DURING AFTER All product types ▾ All flavors ▾ Search... 🔍

We found 7 products: Compare all products »

All > Product Family #1



Product Family #1  
**Product Name With Flavor**

Buy Online

Product Family #1  
**Busoned quatusanda ped**

Buy Online

Product Family #1  
**Gentist iisinto bearchi caboribus**

Buy Online

Product Family #1  
**Ibusam ex et reresciet**

Buy Online



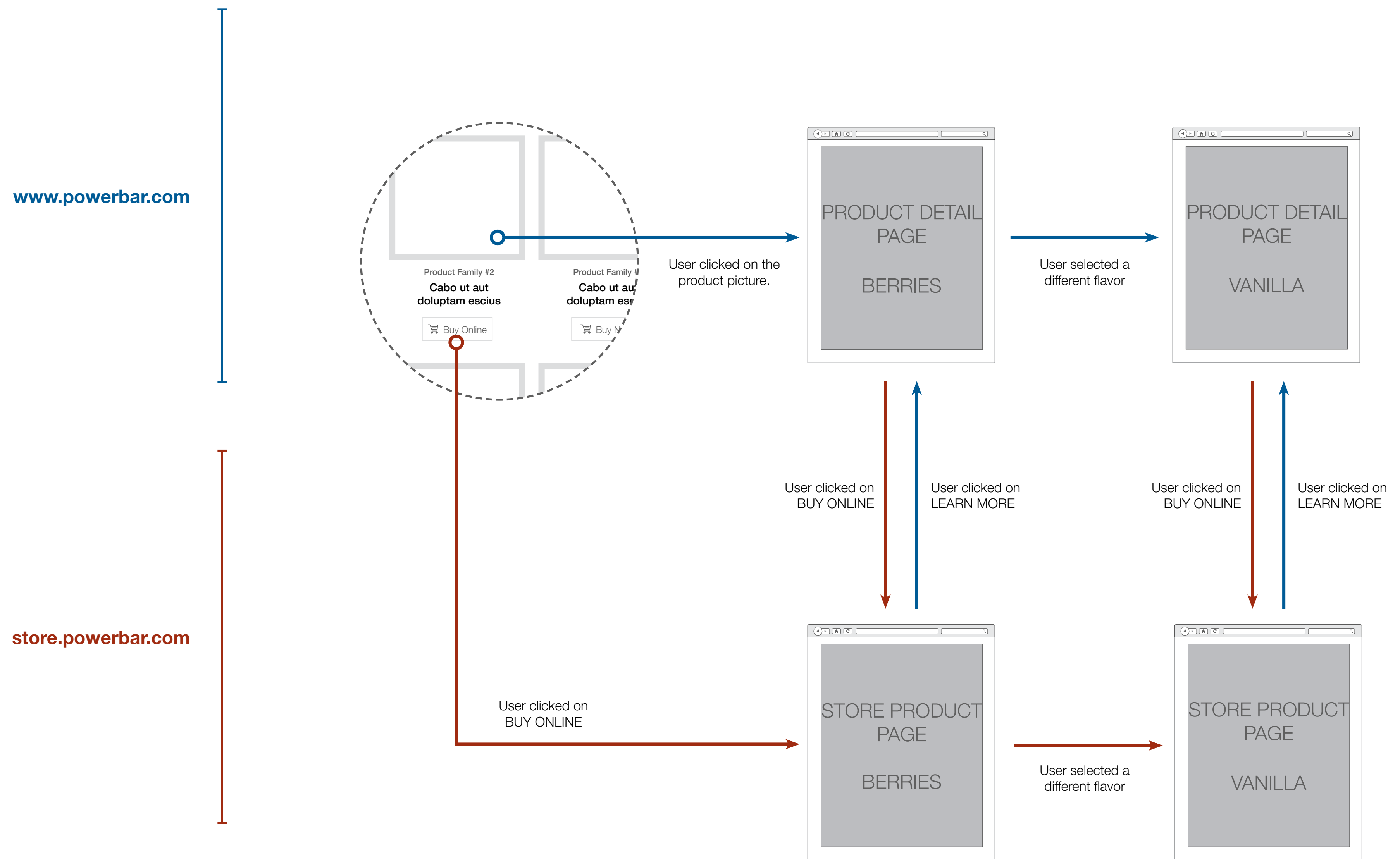
Product Family #1  
**Cabo ut aut doluptam escius**

Product Family #1  
**At latur dus dolupta tionsent**

Product Family #1  
**Gentist iisinto bearchi caboribus**

# Store Integration Flow

Continue: Products Landing Page



# 3.0 Nutrition in Training Landing Page (First Half)

FREE SHIPPING ON ORDERS OVER \$75 Team Elite Login 1-on-1 nutrition consultation Newsletter Search

**PowerBar** Products ▾ Nutrition in Training ▾ Athletes Events Shop Cart (2) ▾

Home > Nutrition

Im ut volessi consequis  
aut am que nobitatia  
videlique nis derum

1 Page header / featured article  
Links to featured article.

**Nutrition in Training** Search...

4 Nutrition in Training search  
Same search engine but limited to Nutrition in Training content. If no result, user can extend the search to the entire site content.

2 Topic header  
Topic title and description link to the list of articles within that topic.

**PERFORMANCE**  
Optaquisi dis doluptatur empores et fugiaspe veleucus, id ut a volor aborepe

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

More articles »

3 Topic featured articles  
Links directly to a featured article.

**HYDRATION**  
Illoreprae. Henisci molest audipsu mquassi moditatusam exereptates eveniam exera.

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

More articles »

**SED EARCITA**  
Illoreprae. Henisci molest audipsu mquassi moditatusam exereptates eveniam exera.

- Atemo odit volessintios voluptit 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 »

**NUTRITION TOPICS**

- Performance
- Hydration
- Sed earcita
- Vent facepratem
- Cepedit Cumque et
- Nutrition Videos
- Training

5 Article Topics  
Links to each topic's landing page.

**POWER TRAINER**  
Bea cor remporibus moluptate.  
**Visit powertrainer.com »**

6 Power Trainer callout  
Links to the Power Trainer website.

**QUESTIONS?**  
**Tweet us »**  
**Facebook us »**  
**Email a question »**  
**Schedule a 1-on-1 with our nutritionist »**

7 Questions callout  
Each link within the callout leads to the respective destination.

# Nutrition in Training Landing Page (Second Half)

Continue: Nutrition in Training Landing Page (First Half)

## SED EARCITA

Illorepae. Henisci molest audipsu mquassi moditatusam exereptates eveniam exera.

- Atempo odit volessintios voluptit 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

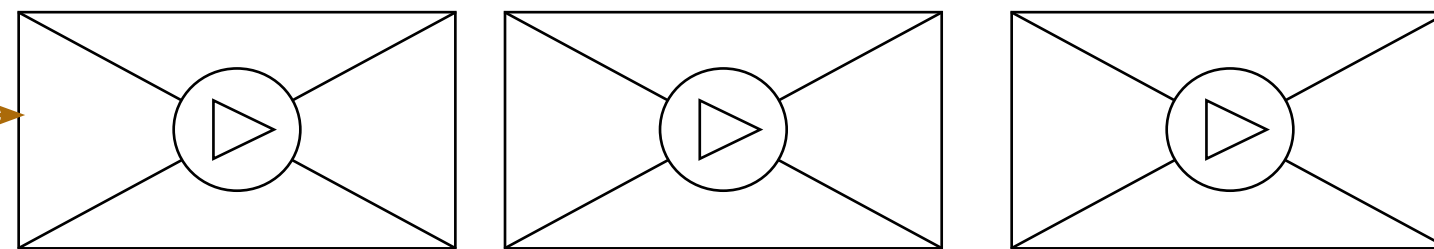
Illorepae. Henisci molest audipsu mquassi moditatusam exereptates eveniam exera.

- Atempo odit volessintios voluptit rem
- Eturiae re vellabo nem
- Et optat ant, verum sundiciene post

[More articles »](#)

## NUTRITION VIDEOS

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



[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 »](#)

**QUESTIONS?**  
[Tweet us »](#)  
[Facebook us »](#)  
[Email a question »](#)  
[Schedule a 1-on-1 with our nutritionist »](#)

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

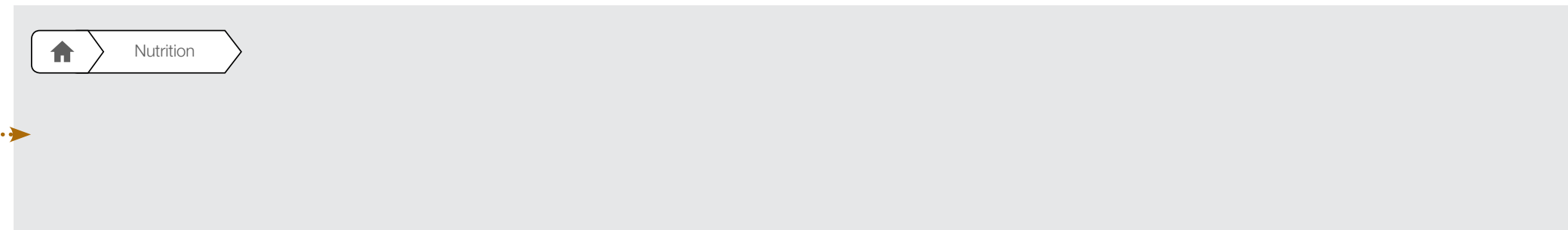
	<b>Info</b>	<b>Customer Service</b>	Be a Fan on Facebook	<input type="button" value="Like"/> <input type="button" value="4K"/>
	<a href="#">About Powerbar</a>	<a href="#">Order Tracking</a>	Follow us on Twitter	
	<a href="#">Contact Us</a>	<a href="#">Shipping Information</a>	Find us on Foursquare	
	<a href="#">Site Map</a>	<a href="#">Store locator</a>	Follow us on Youtube	
	<a href="#">more...</a>	<a href="#">more...</a>		

# 3.1 Nutrition Topic Page

FREE SHIPPING ON ORDERS OVER \$75 Team Elite Login 1-on-1 nutrition consultation Newsletter Search

**PowerBar** Products ▾ Nutrition in Training ▾ Athletes Events Shop Cart (2) ▾

1 Page header  
Static image.



**Nutrition in Training** Search...

4 Nutrition in Training search

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

## Hydration

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

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

- 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 exერიorecea 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

5 Article Topics

**PRODUCT HIGHLIGHT**

Orem velic temporem liquidel maio tem que rent.  
**Learn more »**

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

**QUESTIONS?**

- Tweet us »**
- Facebook us »**
- Email a question »**
- Schedule a 1-on-1 with our nutritionist »**

7 Questions callout

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

8 Newsletter callout

**PowerBar**

<p><b>Info</b></p> <ul style="list-style-type: none"> <li>About Powerbar</li> <li>Contact Us</li> <li>Site Map</li> <li>more...</li> </ul>	<p><b>Customer Service</b></p> <ul style="list-style-type: none"> <li>Order Tracking</li> <li>Shipping Information</li> <li>Store locator</li> <li>more...</li> </ul>	<ul style="list-style-type: none"> <li> Be a Fan on Facebook</li> <li> Follow us on Twitter</li> <li> Find us on Foursquare</li> <li> Follow us on Youtube</li> </ul>
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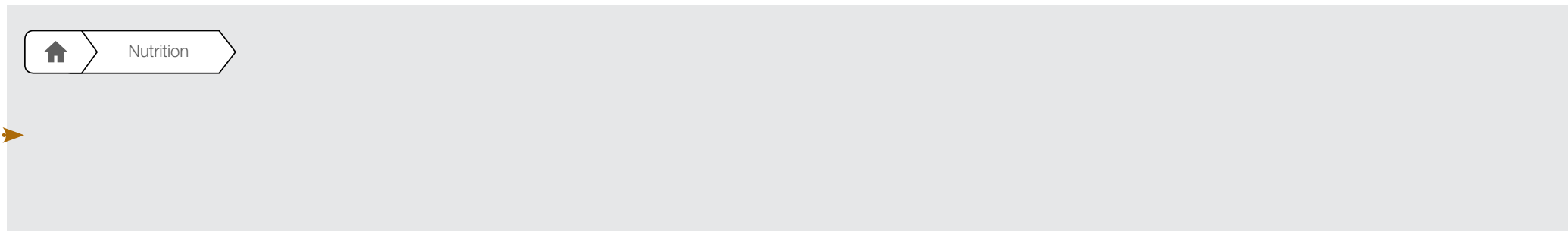
9 Footer



# 3.1.1 Article Page

FREE SHIPPING ON ORDERS OVER \$75 Team Elite Login 1-on-1 nutrition consultation Newsletter Search

**PowerBar** Products ▾ Nutrition in Training ▾ Athletes Events Shop Cart (2) ▾



Page header  
Static image. **1**

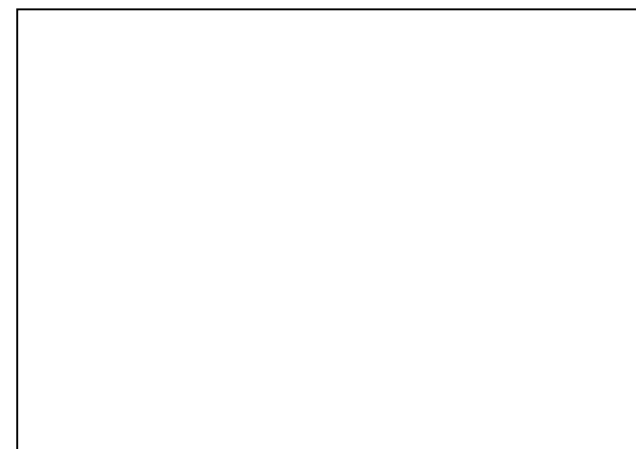
**Nutrition in Training** Search...

**6** Nutrition in Training search

## Strategies for Training and Competing in the Heat and Humidity

Article **2**

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 culpa culparum voluptatio.  
 Explant et laut quam nis et repudame solorum idenis ma aut 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.



### NUTRITION TOPICS

- Performance
- Hydration
- Sed earcita
- Vent facepratem
- Cepedit Cumque et
- Nutrition Videos
- Training

**7** Article Topics

Share buttons **3**

Related articles **4**

- What to read next:
- Us accullaut estrupis est res
  - Doluptas sequia es reratiustum
  - Quat adit min nit eliquid que voloreic

### PRODUCT HIGHLIGHT



Orem velic temporem liquidel maio tem que rent.  
**Learn more »**

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

Author bio **5**  
 A quick bio about the author of the article.

About the Author

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.

### QUESTIONS?

**Tweet us »**  
**Facebook us »**  
**Email a question »**  
**Schedule a 1-on-1 with our nutritionist »**

**9** Questions callout

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

**10** Newsletter callout

**Info**

About Powerbar  
Contact Us

**Customer Service**

Order Tracking  
Shipping Information

Be a Fan on Facebook  
 Follow us on Twitter  
 Find us on Foursquare

**11** Footer

# 3.2 Training Topic Page

FREE SHIPPING ON ORDERS OVER \$75 Team Elite Login 1-on-1 nutrition consultation Newsletter Search

**PowerBar** Products ▾ Nutrition in Training ▾ Athletes Events Shop Cart (2) ▾

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Home > Training

**Training** Search... 🔍

**Training topics sports filters**

All Sports **Sport #1** Sport #2 Sport #3

**TEAM ELITE TRAINING PLANS**  
Train like a pro! Leste non cor solupta es con renda sitiore nimi, quidio.

	<b>Salia Apedit Offici's Training Plan</b> Berit ratureiunti volupienis sequae corro in cus solland itatur.	Sport #2
	<b>Idque Simalon's Training Plan</b> Optati ium dolor sum fugitam qui aut fugia doluptas venet.	Sport #1
	<b>Upta Vitaquamet's Training Plan</b> Rat fugitati re exped et aut ut veleces tibus, cum nos iunt.	Sport #1
	<b>Erupta Cor Sae's Training Plan</b> Raturibus de voles atem aut que nam quaspelici abo.	Sport #3

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

<b>Sport #1 Playbook</b> Raturibus de voles atem aut que nam quaspelici abo.
<b>Sport #2 Playbook</b> Berit ratureiunti volupienis sequae corro in cus.
<b>Sport #3 Playbook</b> Ecumquid que plis dolupta erchilliqui aut alicimi.

**NUTRITION TOPICS**

- Performance
- Hydration
- Sed earcita
- Vent facepratem
- Cepedit Cumque et
- Nutrition Videos
- ▶ Training

**POWER TRAINER**  
Bea cor remporibus moluptate.  
[Visit powertrainer.com »](#)

**QUESTIONS?**  
[Tweet us »](#)  
[Facebook us »](#)  
[Email a question »](#)  
[Schedule a 1-on-1 with our nutritionist »](#)

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

**Footer**

Info Customer Service Be a Fan on Facebook

Page header  
Static image.

Nutrition in Training search

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

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

Playbook link  
Links to the playbook page.

Article Topics

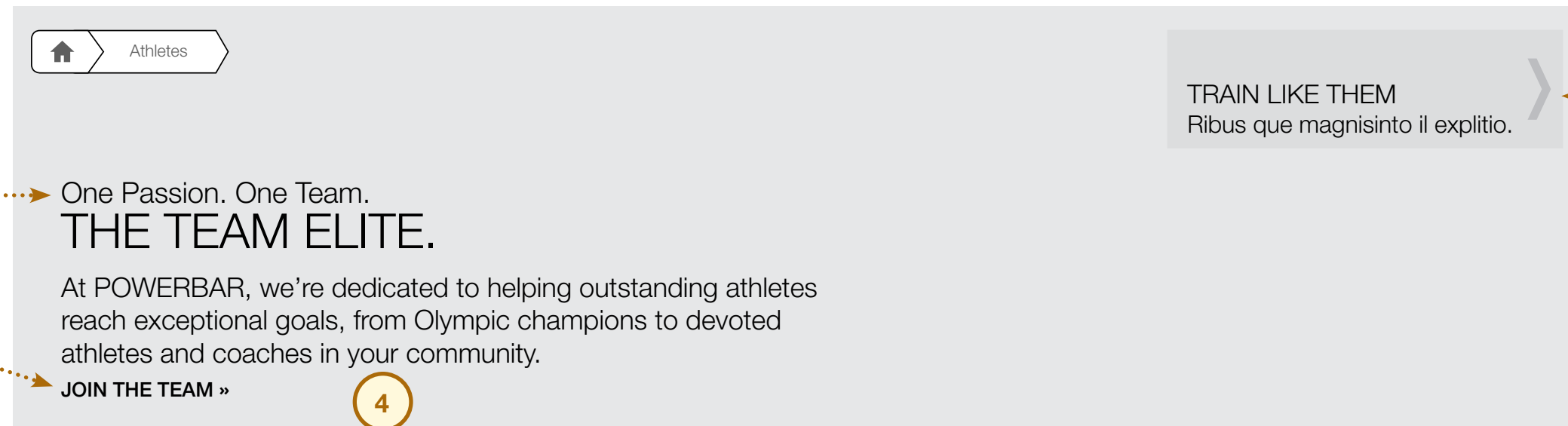
Training Plan Sport Indicator  
Shows which sports the Training Plan applies to.

Power Trainer callout  
Links to the Power Trainer website.

Questions callout

Newsletter callout

# 4.0 Athletes Landing Page



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

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

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

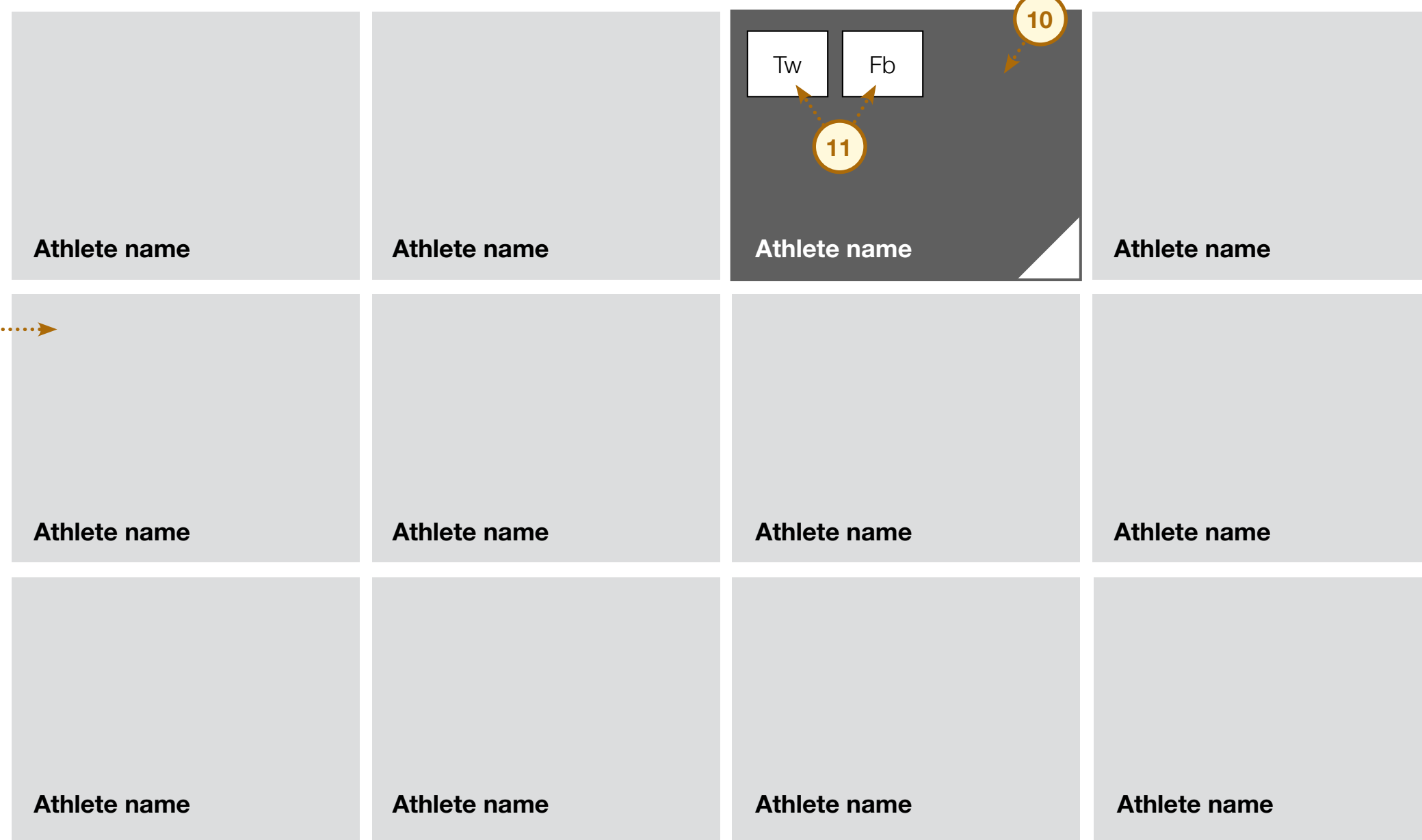
3 Sport toggles  
 User can browse Team Elite athletes by sports. Toggling sports on/off results in Athletes appearing/disappearing from the grid.

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

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



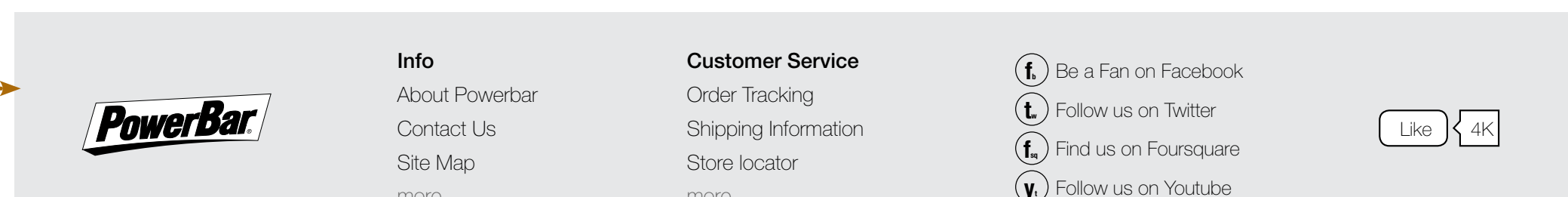
9 Athlete search  
 Same search engine but limited to Athletes. If no result, the user can extend the search to the entire site content.



6 Load More button  
 Display a new load of athletes pictures.



7 Footer



# 4.1 Athlete Detail Page



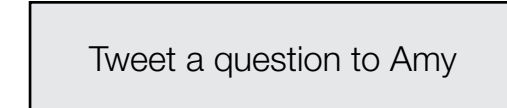
1 Page header  
Illustrate Powerbar's Team Elite.

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.



10 Athletes navigation buttons  
Links to other profile. User can then browse athletesprofile without coming back to the "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.



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.

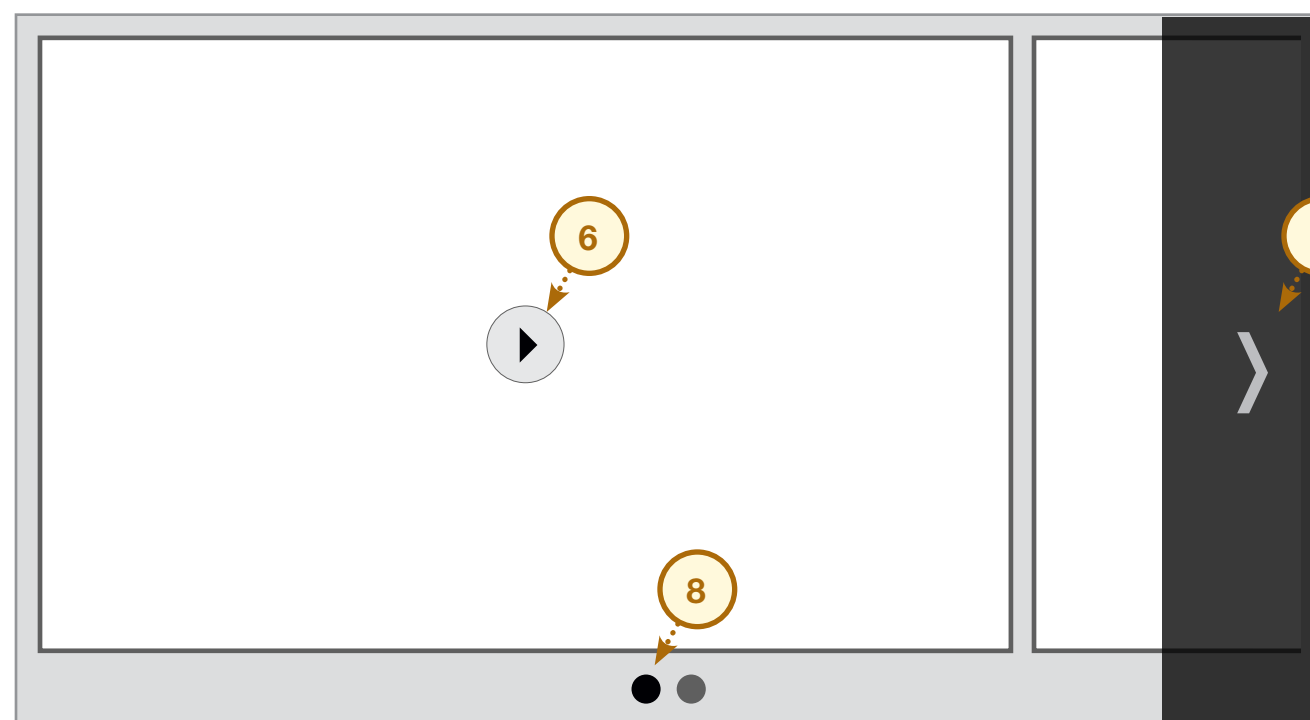
4 Athlete bio

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.

Follow Amy  
on twitter  
on facebook  
on their website

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.

5 Photo or video carousel  
Media open using lightbox (modal window)

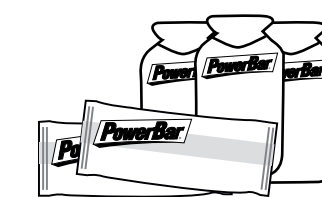


6 Video indicator  
Visual indicate that it's a video. Clicking the thumbnail opens the video in the lightbox.

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.

### Amy's Favorite Pack



PowerBar® Performance® Pack  
Buy Pack Online

13 Athlete's Favorite Pack callout  
Links to e-commerce page.

### Amy's Training Plan

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

View Training Plan

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".

View all Training Plans »

15 Training Plan landing page callout  
Links to the Team Elite Training Plans landing page.

### Q & A with Amy Palmiero-Winters

9 Q & A

- 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?**

# 5.0 Events Landing Page (First Half)

FREE SHIPPING ON ORDERS OVER \$75    Team Elite Login    1-on-1 nutrition consultation    Newsletter    Search

**PowerBar**    Products ▾    Nutrition in Training ▾    Athletes    **Events**    Shop    Cart (2) ▾

Home > Events

## 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

Month    Cycling ▾    Northeast ▾    Search... 🔍

All Events > Jun > Cycling > Northeast

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

Page header  
Presents the next PowerBar featured event.



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



Event filters  
Filter by month, event type, and region.



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



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



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



Buy Pack button  
Links to e-commerce destination.



# Event Landing Page (Second Half)

Continue: Events Landing Page (First Half)

7 JUN	<b>AMICA 5430 BOULDER SPRINT TRIATHLON WTC</b> Boulder, CO	Sprint Triathlon Pack Buy Pack
9 JUN	<b>CAPE COD GETAWAY / MS CYCLING EVENT</b> Cape Cod, MA  (Featured Event Photos)	Century Ride Pack Buy Pack
11 JUN	<b>IRONMAN 70.3 SYRACUSE</b> Syracuse, NY	Half Ironman Pack Buy Pack
17 JUN	<b>IRONMAN 70.3 PHILADELPHIA</b> Philadelphia, PA	Half Ironman Pack Buy Pack
25 JUN	<b>IRONMAN 70.3 PROVIDENCE</b> Providence, RI	Half Ironman Pack Buy Pack
27 JUN	<b>IRONMAN 70.3 PORTLAND</b> Portland, ME	Half Ironman Pack Buy Pack
30 JUN	<b>IRONMAN 70.3 SAN DIEGO</b> San Diego, CA	Half Ironman Pack Buy Pack

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

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

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

11 Newsletter callout

12 Footer

Load more events

<p><b>TRAINING WITH US</b> Leste non cor solupta es con renda sitiore nimi, quidio.</p> <p style="text-align: center; border: 1px solid gray; padding: 5px;">Learn More About Training</p>	<p><b>TRAINING PACKS</b> Leste non cor solupta es con renda sitiore nimi, quidio.</p> <p style="text-align: center; border: 1px solid gray; padding: 5px;">Shop for Training Packs</p>	<p><b>EVENT SPONSORSHIP</b> Leste non cor solupta es con renda sitiore nimi, quidio.</p> <p style="text-align: center; border: 1px solid gray; padding: 5px;">Request an Event Sponsorship</p>
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**NEWSLETTER: Stay up to date with the latest news, events and offers.**

[Info](#) [Customer Service](#) [Be a Fan on Facebook](#)  
About Powerbar Order Tracking

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