Dinners Made Easy

Overview

Function and behaviour of Dinner Made Easy video site

Version 2.6

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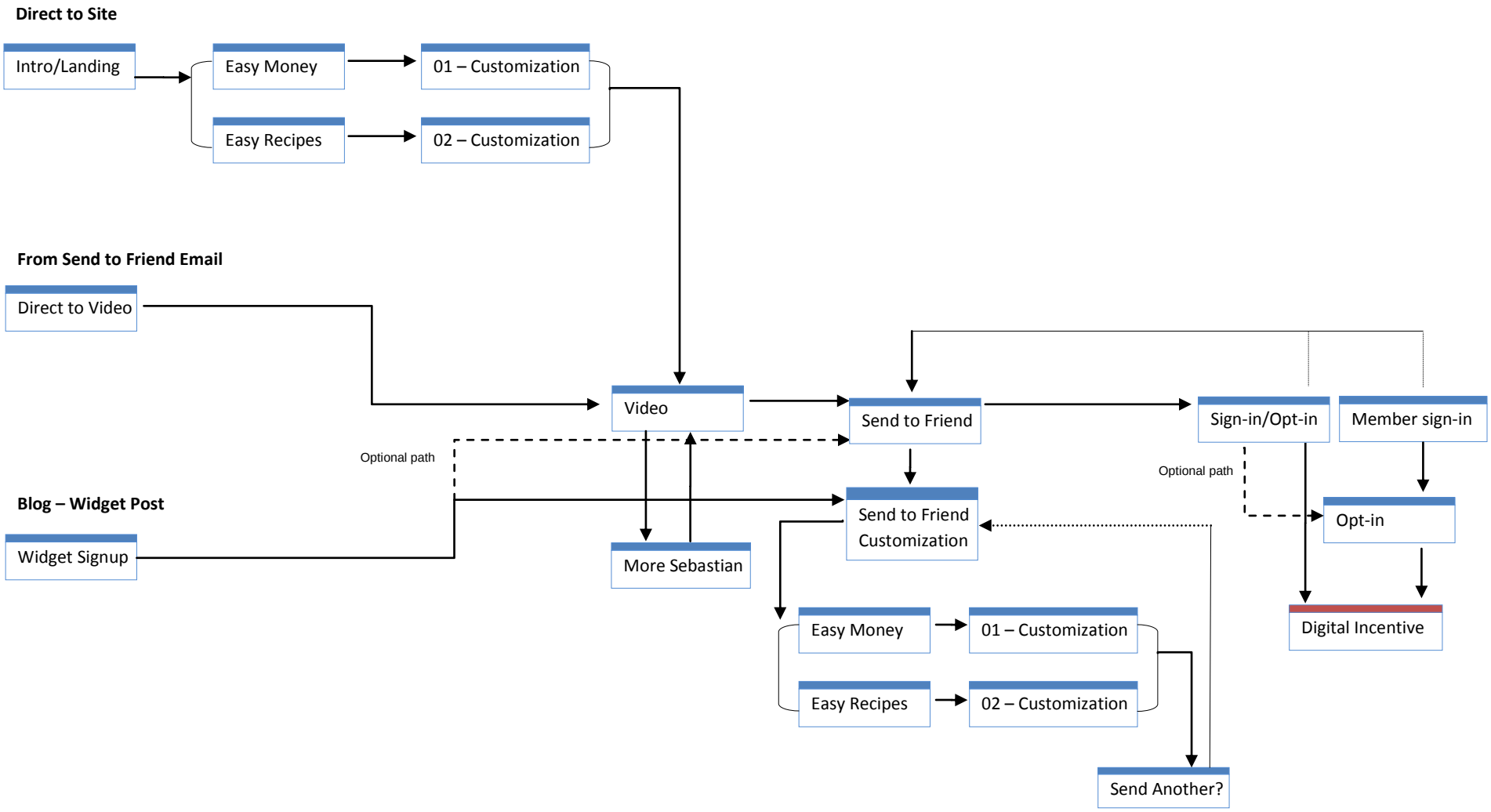
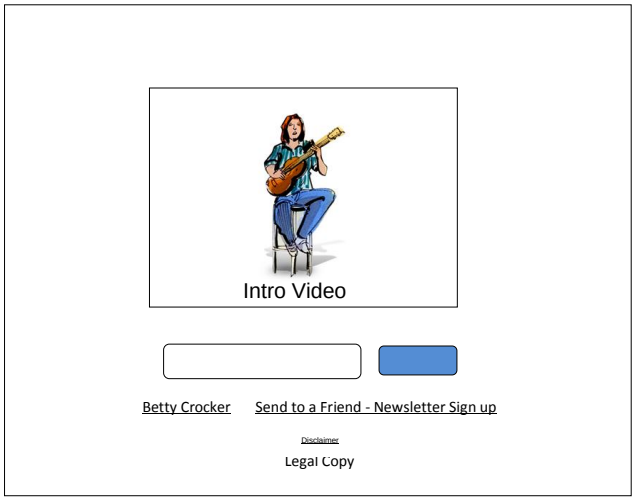
Architecture

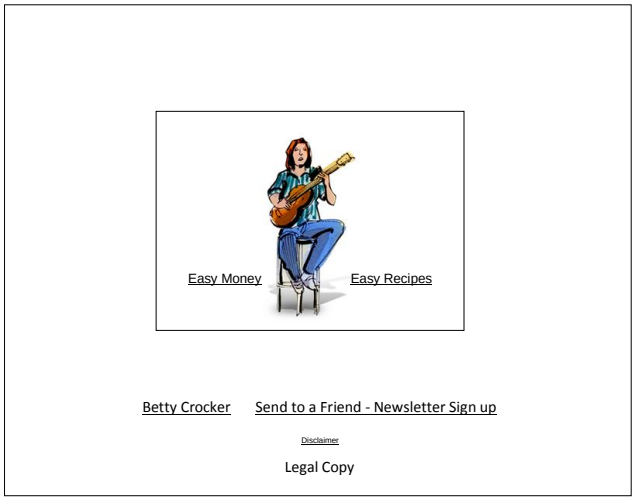


Site Pages – Direct to Site

1.0 – Landing/Intro Page



2.0 – Select Video to Watch



Notation:

1.0 – Introduction Video - User asked to enter their first [name] or press enter without customization.

Field: First Name

Link: Betty Crocker
Link: Send to Friend/Incentive Sign-up
Link: Disclaimer

Legal Copy

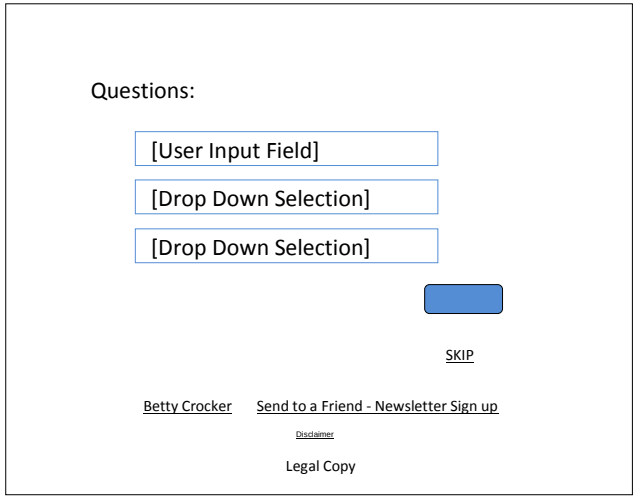
2.0 – Introduction Video part two - option to select video 01 [Easy Money] or video 02 [Easy Recipes]

Link: Betty Crocker
Link: Send to Friend/Incentive Sign-up
Link: Disclaimer

Legal Copy

Site Pages – Direct to Site

2.1 – Easy Money – User Customization



Notation:

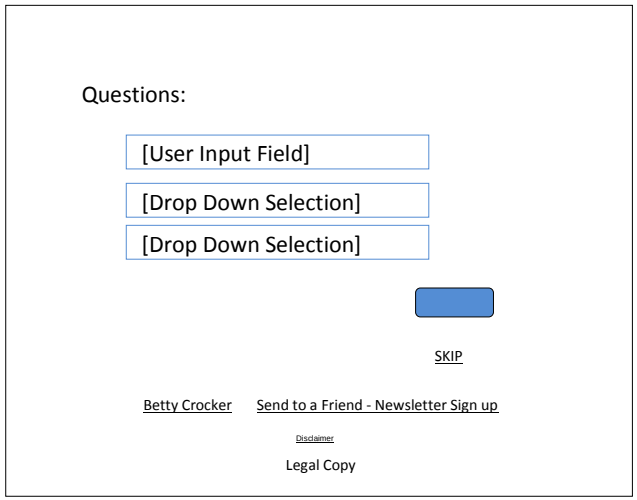
2.1 – User can customize their video presentation of "Easy Money" with the options of [questions to be determined].

Option to skip customization screen and go directly to video.

Link: Betty Crocker
Link: Send to Friend/Incentive Sign-up
Link: Disclaimer

Legal Copy

2.2 – Easy Recipes – User Customization



2.2 – User can customize their video presentation of "Easy Recipes" with the options of [questions to be determined].

Option to skip customization screen and go directly to video.

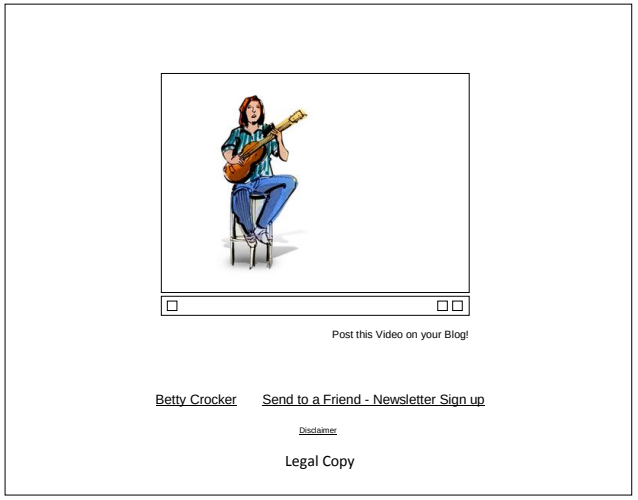
Link: Betty Crocker
Link: Send to Friend/Incentive Sign-up

Link: Betty Crocker
Link: Digital Incentive
Link: Disclaimer

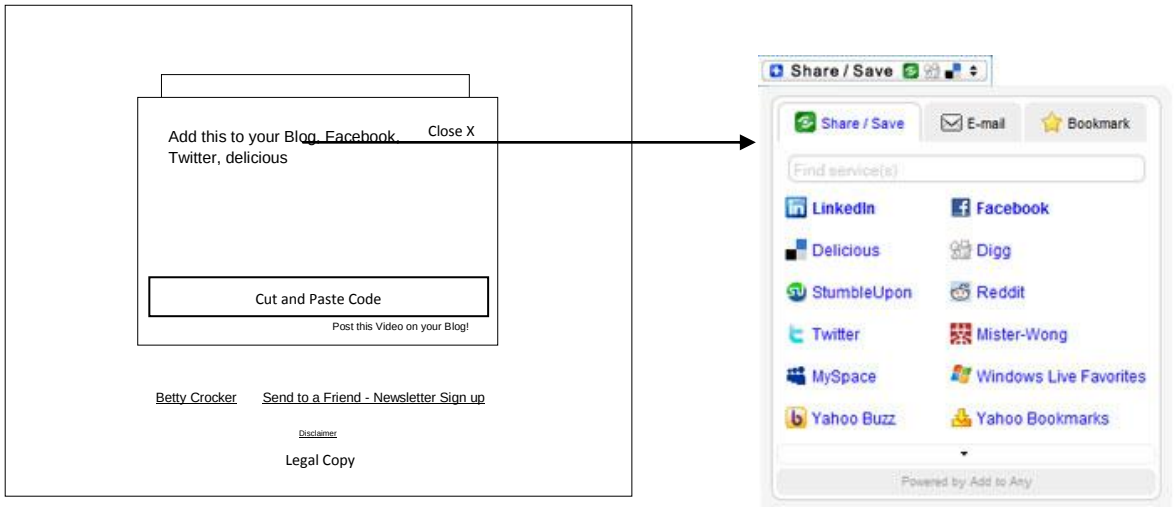
Legal Copy

Site Pages – Direct to Site

3.0 – View (Customized) Video



3.1 – Post to Blog



(Expanded view)

Notation

3.0 – User presented with default or customized version of selected video. Video player with standard video control panel. After video ends, sign-up/opt-in page (4.0) presented as pop-in overlay

Link: Post this video on your Blog!

Link: Betty Crocker
Link: Send to Friend/Coupon Sign-up

Link: Betty Crocker
Link: Digital Incentive
Link: Disclaimer

Legal Copy

3.1 – Pop-in overlay of sharing instructions and cut-and-paste code for use in a blog posting and direct link for social networking sites (i.e. Facebook. Digg, Twitter, delicious). "Add to Any" plug-in (www.addtoany.com) or similar.

Reference: www.laptop.org/equation - share link

Call to action – share-post video

Link: close pop-in
Textbox: embed code
Textbox: direct link code

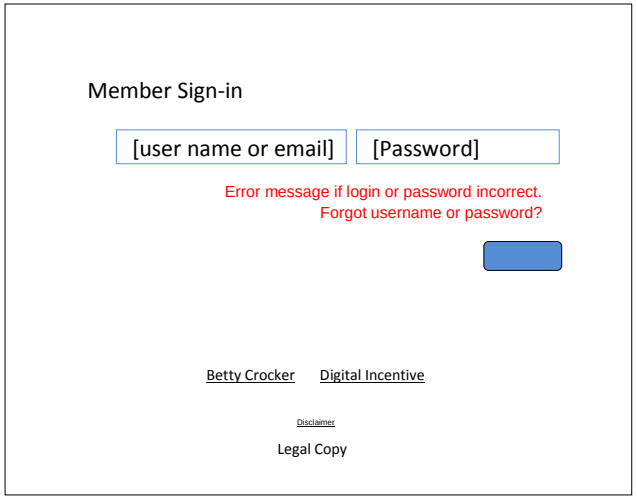
Link: Betty Crocker
Link: Digital Incentive
Link: Disclaimer

Legal Copy

Site Pages – Direct to Site

4.0 – Opt-in - Send to a Friend – More Sebastian

4.1 – Already a Member Sign-in



Notation

4.0 – Sign-up/Opt-in and Send to Friend entry and supporting description for newsletter. (Fields not to scale

Link: Already a Member? Sign in Here (to General Mills Sign-in API)

Newsletter Sign-Up

Drop Down: Salutation

Field: First Name [prefill from 1.0]
Field: Last Name
Field: Password
Field: Email
Field: Date of Birth [format?]
Option: three drop down menus

Drop Down: State
Field: Zip Code

Link: Betty Crocker
Link: Digital Incentive
Link: Disclaimer

Legal Copy

4.1 – Already a Member Sign-in

Field: User Name or Email
Field: Password

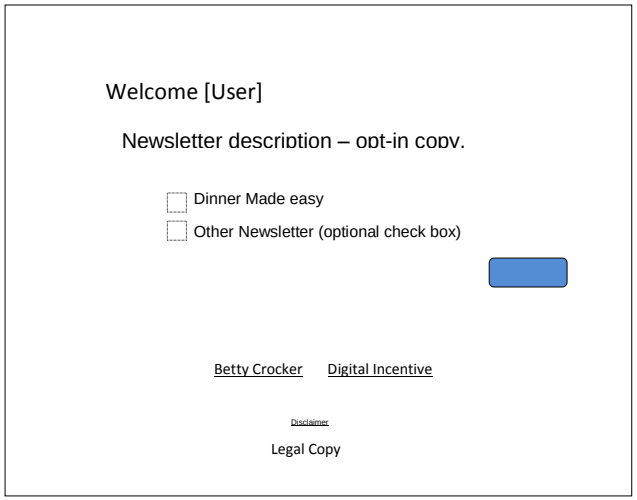
Link: Betty Crocker
Link: Digital Incentive
Link: Disclaimer

Legal Copy

Note: Error message if username or password incorrect on submit.

Site Pages – Direct to Site

4.11 – Member Opt-in



Notation

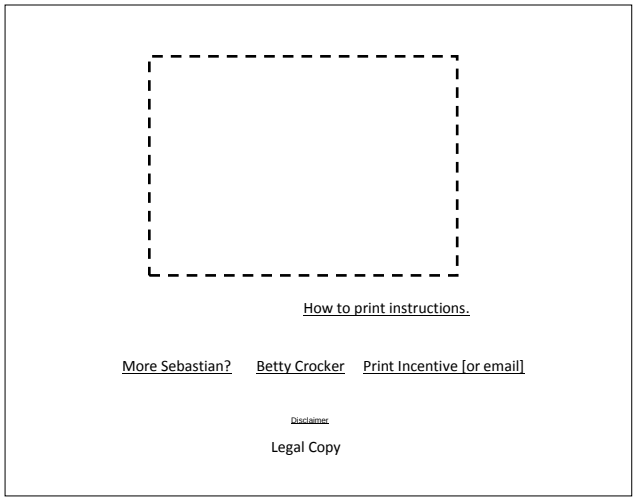
4.11 – Newsletter description and opt-in text.

Display: User's Name
Check Box: Dinner Made Easy Newsletter
Check Box: Option #2

Link: Betty Crocker
Link: Digital Incentive
Link: Disclaimer

Legal Copy

5.0 – Digital Incentive



5.0 – Print Coupon for promotional offer

Pop-over window.

Note: Instructions on how to print - save

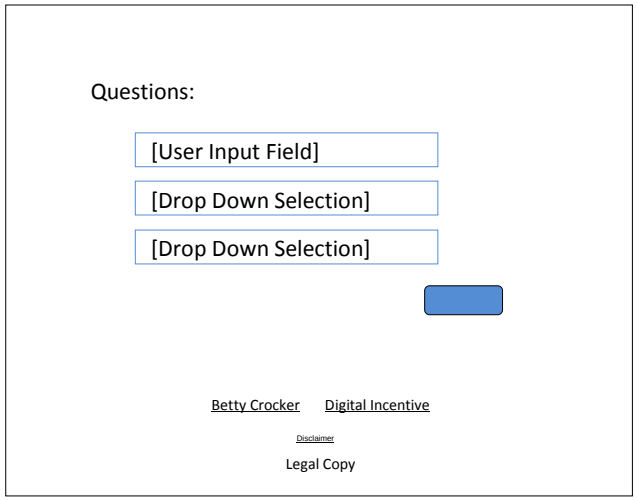
Link: More Sebastian?
Link: Betty Crocker
Link: Print Incentive [or option to email]

Link: Betty Crocker
Link: Digital Incentive
Link: Disclaimer

Legal Copy

Site Pages – Direct to Site

6.0 – Customize Send to Friend Video – Easy Money



Notation

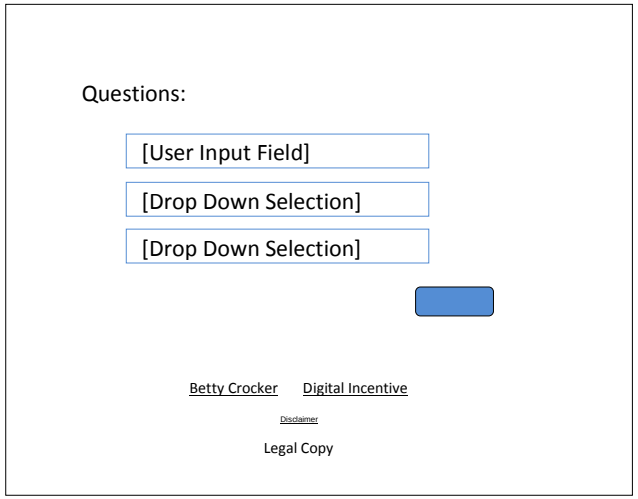
6.0 – User can customize their video presentation of “Easy Money” with the options of [questions to be determined].

Option to skip customization screen and directly to send .

Link: Betty Crocker
Link: Digital Incentive
Link: Disclaimer

Legal Copy

6.0a – Customize Send to Friend Video – Easy Recipes



6.0a – User can customize their video presentation of “Easy Recipes” with the options of [questions to be determined].

Option to skip customization screen and directly to send .

Link: Betty Crocker
Link: Digital Incentive
Link: Disclaimer

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7.0 – Message Sent – Send Another?

Notation

7.0 - Message sent – Prompt to send to another friend – go to User can customize their video presentation of either “Easy Money” or “Easy Recipes” [6.0 or 6.0a]

Radio Button Selection of 6.0 or 6.0a

Link: Betty Crocker
Link: Digital Incentive
Link: Disclaimer

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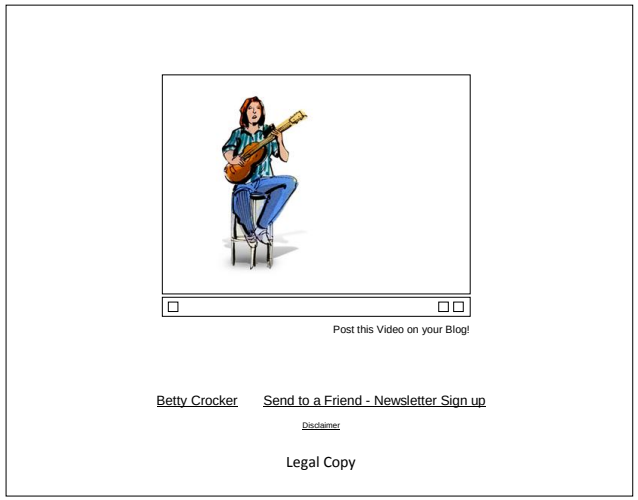
Site Pages – Send to Friend

3.0a – Email Customized Video



Notation

3.0a – User presented with default or email customized version of selected video. Video player with standard video control panel.

Link: Post this video on your Blog!

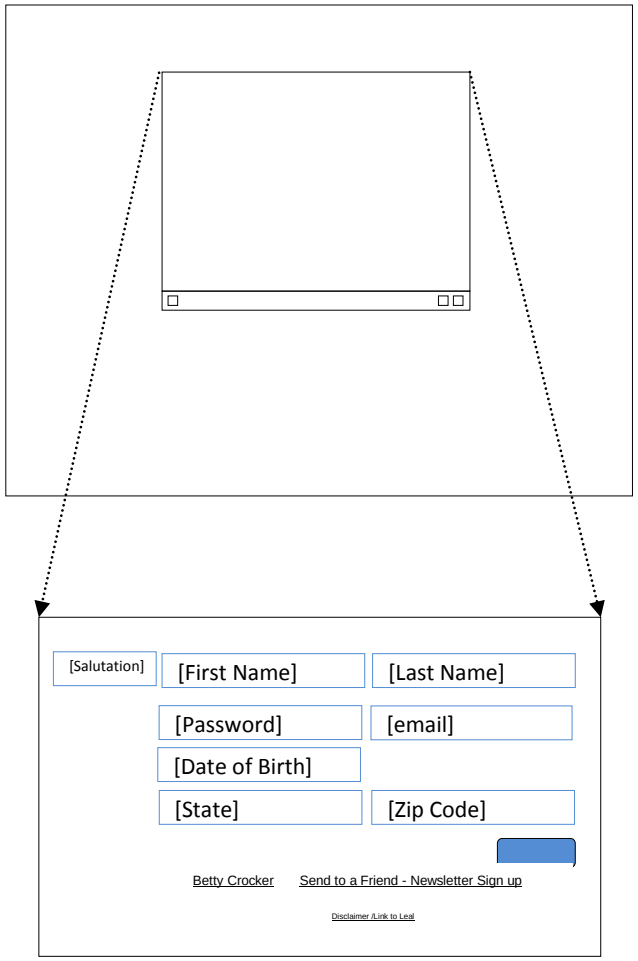
Link: Betty Crocker
Link: Send to Friend/Newsletter Sign-up
Link: Disclaimer

Legal Copy

Follow to 4.0 after video complete

Site Pages – Third Party Site/Blog/Widget

3.0b – Blog/Widget Video



Notation

3.0b – Blog/Widget video ends – user given signup fields (to fit in embedded blog video).

Newsletter Sign-Up

Drop Down: Salutation

Field: First Name [prefill from 1.0]
Field: Last Name
Field: Password
Field: Email
Field: Date of Birth [format?]
Option: three drop down menus

Drop Down: State
Field: Zip Code

Link: Betty Crocker
Link: Send to Friend/Newsletter Sign-up
Link: to Disclaimer
Link: to Legal copy

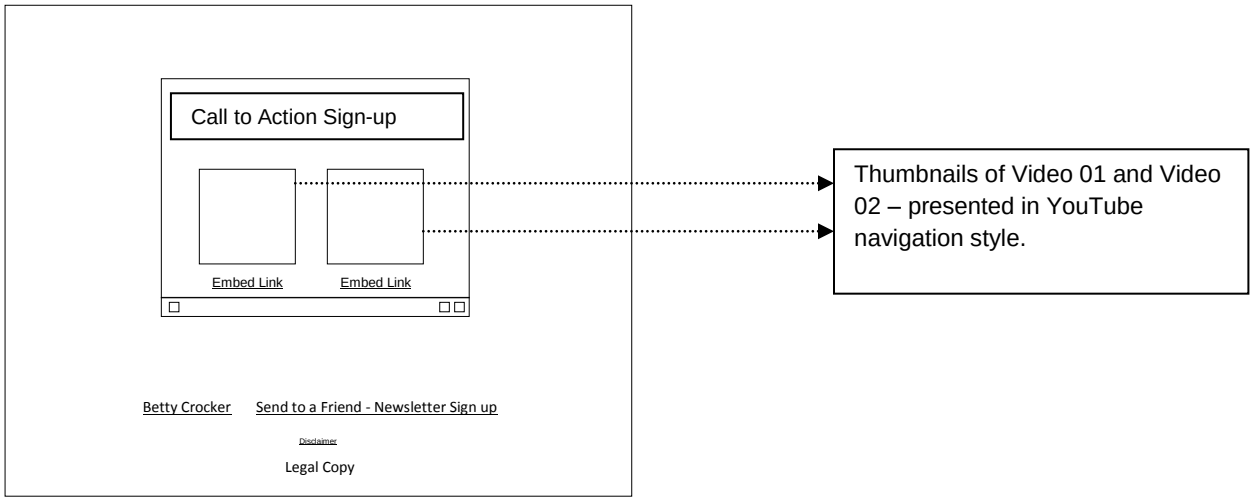
Follow to 4.0 after video complete

Alternative Version: User sent directly to video page 3.0 without customization.

Social networking widget- TBD
see 3.1 Post to Blog

Site Pages

8.0 – More Sebastian (optional)



Notation

3.1 – Optional. Call to Action – Sign-up or Opt-in message presented// Below are thumbnails of videos in a YouTube navigation style.

Option: call to action presented over the top of video player.

Link: Betty Crocker
Link: Send to Friend/Newsletter Sign-up
Link: Disclaimer

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