

Note: This is a wireframe that represents content and functionality only and should not be considered as a layout of the final design.

logo

1

Webisodes

Meet the Girls

Escape the Day

Get your Goodies

Send a She-card

Guiltless Snacks

Be one of the girls!

Inspire Us

Share a LOL!

3

4

Baked, not boring

Baked Lays have 3 grams of fat. But with flavor baked right into every bite, they taste so good you might not notice. Find them in the snack aisle, along with other yummy snacks made just for you.

65% Less Fat than regular chips! [product call out]

5

Quick Stats

Serving Size	Calories	Total Fat	Carbohydrates
14 chips	120	30g	21g

6

9more from [Product Line]

7

8

Select a guiltless snack for details.

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UX Notes

1 primary navigation  
available on every page of the Hub within Glam. [Correct Nav to be placed]

2 footer navigation  
on the bottom of every page. These links are often housekeeping links the user expects to find in the footer.

3 share/bookmarking tools  
available for all content

4 Product Tagline  
Text area for product tagline and description/promotion copy. Product Call Out to lead into Quick Stats window.

5 Product Quick Stats  
Quick stat window for each product highlighting snack’s important nutritional information [Note: each product line may have different information presented]

For consideration:

- Calroies per serving
- Servinig Size
- Grams of Fat
- Calories from Fat
- Grams of Carbohydrates
- Calories from Carbs

6 Product Image  
Product image to flip when “flip bag” selected (see 7). Back of product displayed. Transition in nutritional stats, transition out points 4 & 5. See page 3 for nutritional stats display.

7 Character Image  
character for each product line, with “flip bag” banner

8 Snack Sub-navigation  
Images of HERO products representing the product lines.

Navigation Options:

1. Mouse Over HERO product to bring to front, Click on HERO product to launch page.
2. Mouse Over HERO product to “flip” through products similar to “image flow” on iTunes. Click on HERO product to launch page.
3. Left/Right to scroll through the HERO products [Noted in blue.]

9 Link to Product List  
Link to launch pop-over presentation of each brand lines product list. See page 2.