



# Southern Kitchen

## Additional Desktop Wireframe Annotations

April 18, 2017 | Version 4




## In this Document

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1. Additional Wireframe Detail (Non-User Flow)
2. Account Management Wires
3. Updated Navigation Model

### Enhanced Attributions

1. Attributions become links - for authors / editors, link to all articles that they're associated with. For photo / video attributions, link to Social Media.
2. Short bio of Author / Editor.
3. Displays similar to article filtering.



RECIPES + Share

## Prosciutto, Muscadine & Olive Salad


October 25, 2016 | 1 by [John Thompson](#) Photos via [J.R. Ward, II](#) Rating: 🍴🍴🍴🍴🍴 👤 ❤️ 18

AS-01

**S** **U** **T** **H** **E** **R** **N**  
**K** **I** **T** **C** **H** **E** **N**  
BETA
RECIPES EAT DRINK ENTERTAIN GOODS SUBSCRIBE
Search

### All Articles by Shyla Fox

2




**About The Editor**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

FOLLOW

3




**EAT** + Share

### Grow Your Own

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

October 25, 2016

AS-01



**EAT** + Share

**BBQ Throughout The South**

Product Recommendation

1. Inline product recommendations.

S U T H E R N  
K I T C H E N  
B E T A

RECIPES EAT DRINK ENTERTAIN GOODS SUBSCRIBE

Search

1

EAT

+ Share

## Chef Profile: Sean Brock of "Husk"

October 25, 2016 | Words by [John Thompson](#) Photos via [J.R. Ward, II](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

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### AS-02

1

SEAN'S ESSENTIAL GEAR

<

**Product Name**  
\$35.99

★★★★★

**Product Name**  
\$35.99

★★★★★

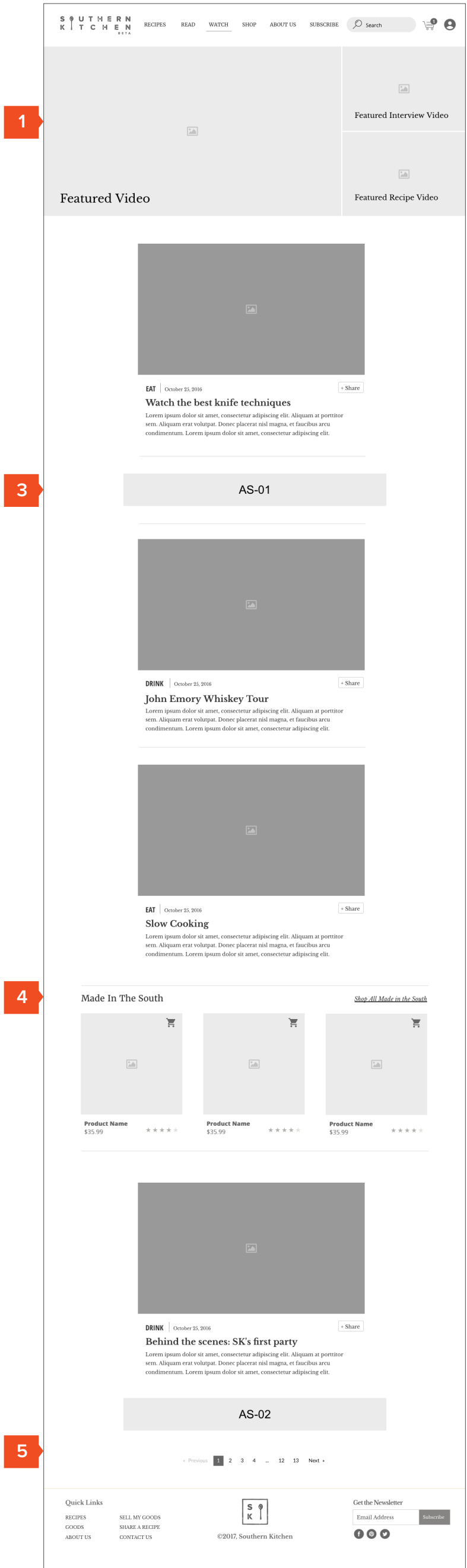
**Product Name**  
\$35.99

★★★★★

>

Watch Page (Videos)

1. Aggregates / filters content by articles with associated video content.
2. Featured video slots (primary with 2 secondary).
3. Inline ad modules
4. Made in the South product recs
5. Pagination



Category Page

1. In page navigation
2. Category specific lifestyle imagery
3. Category overview and value prop
4. SK's angle on category (video)
5. Favorite brands in category
6. Top products in category
7. Top articles in category

- 1
- 2
- 3
- 4
- 5
- 6
- 7

S O U T H E R N K I T C H E N RECIPES EAT DRINK ENTERTAIN GOODS SUBSCRIBE CHI

CATEGORY: CAST IRON PRESERVATION OUTDOOR ENTERTAINING CUTLERY CRAFT DISTILLING GIFT BUNDLES

### Why Cast Iron

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor.

### Our Take

▶

### Our Favorite Brands

### Top Products

Product Name  
\$35.99

Product Name  
\$35.99

Product Name  
\$35.99

Product Name  
\$35.99

### Top Articles

Article Title

Article Title

Article Title

**Quick Links**

RECIPES    SELL MY GOODS

GOODS    SHARE A RECIPE

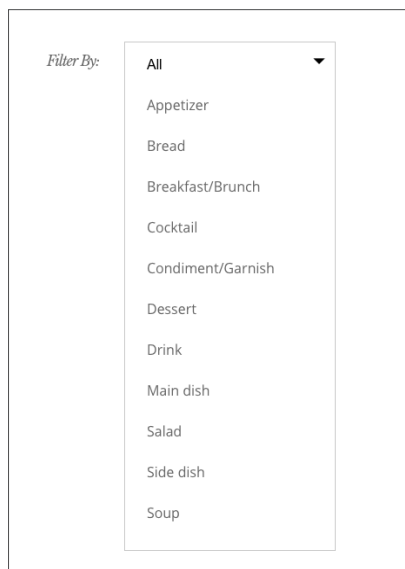
ABOUT US    CONTACT US

©2017, Southern Kitchen

**Get the Newsletter**

Recipes (All)

1. Featured Recipes, similar to current homepage hero.
2. When in recipe section, search bar is prominent, along with filtering options. See filtering /sorting options below.
3. Rating and popularity of recipes, with image and title per "card".
4. Iconographic representation of category. Clicking icon can "quick sort."
5. Optional featured recipe inline with "all."



The main wireframe shows the layout of the 'Recipes (All)' page. At the top is the 'SOUTHERN KITCHEN' header with navigation links (RECIPES, EAT, DRINK, ENTERTAIN, GOODS, SUBSCRIBE), a search bar, and user icons. Below the header is a large hero section (1) for featured recipes. A search bar (2) and filter/sort controls (3) are positioned above a grid of recipe cards. Each card (4) includes a category icon, a placeholder image, a title, a rating, and a heart icon. A 'Featured Recipe Story' section (5) is placed between the two grids. The page ends with a pagination bar and a footer containing quick links, social media, and a newsletter sign-up.

1

2

3

4

5

AS-01

« Previous 1 2 3 4 ... 12 13 Next »

### Recipe Search Results

1. Remind user what was searched.
2. Filter & sort recipes along 3 dimensions of criteria.
3. Sponsored search result in-line.

The wireframe shows a search results page for 'Chili'. At the top, the 'SOUTHERN KITCHEN' logo is on the left, and navigation links for 'RECIPES', 'EAT', 'DRINK', 'ENTERTAIN', 'GOODS', and 'SUBSCRIBE' are on the right. A search bar contains the text 'Chili'. Below the search bar, there are three filter and sort options: 'Filter By: Vegetarian', 'Rating: [four stars]', and 'Sort By: Popular'. The main content area displays '35 results matching "Chili"' and 'Showing Results 1-12'. The results are presented in a grid of six recipe cards. The first card in the top row is a 'Sponsored Result'. Each card includes a placeholder for a recipe image, the text 'Recipe Name Ipsum', a rating of four stars, and a heart icon with the number '13'. A red callout box with the number '3' points to the 'Sponsored Result' card. Below the grid, there is a grey bar with the text 'AS-01'. At the bottom of the page, there is a 'Quick Links' section with links for 'RECIPES', 'GOODS', 'ABOUT US', 'SELL MY GOODS', 'SHARE A RECIPE', and 'CONTACT US'. To the right of this is the 'SOUTHERN KITCHEN' logo and the copyright notice '©2017, Southern Kitchen'. On the far right, there is a 'Get the Newsletter' section with an 'Email Address' input field and a 'Subscribe' button, along with social media icons for Facebook, Twitter, and Instagram.





Product Search Results

1. Remind user what they've searched.
2. Allow them to post-filter along 3 dimensions.
3. Sponsored Search Result in-line.

RECIPES   EAT   DRINK   ENTERTAIN   GOODS   SUBSCRIBE

🔍

🛒
👤

1

Product Name 🛒 Products 🔍

2

Filter By: All Goods

Sort By: Hand Crafted

35 results matching "Product Name" Showing Results 1-12

Product Name  
\$35.99

Product Name  
\$35.99

3

Sponsored Result

Product Name  
\$35.99

Product Name  
\$35.99

Product Name  
\$35.99

Product Name  
\$35.99

Product Name  
\$35.99

Product Name  
\$35.99

Product Name  
\$35.99

AS-01

Product Name  
\$35.99

Product Name  
\$35.99

Product Name  
\$35.99

Product Name  
\$35.99

Product Name  
\$35.99

Product Name  
\$35.99

EBay / Amazon Affiliate Carousel (4 items max)

« Previous
1
2
3
4
...
12
13
Next »

Quick Links

RECIPES   SELL MY GOODS

GOODS   SHARE A RECIPE

ABOUT US   CONTACT US

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Get the Newsletter

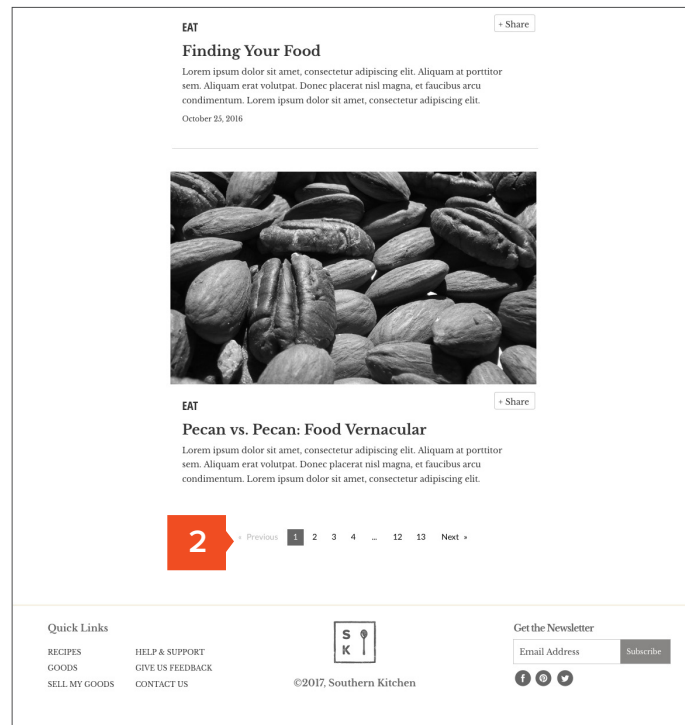
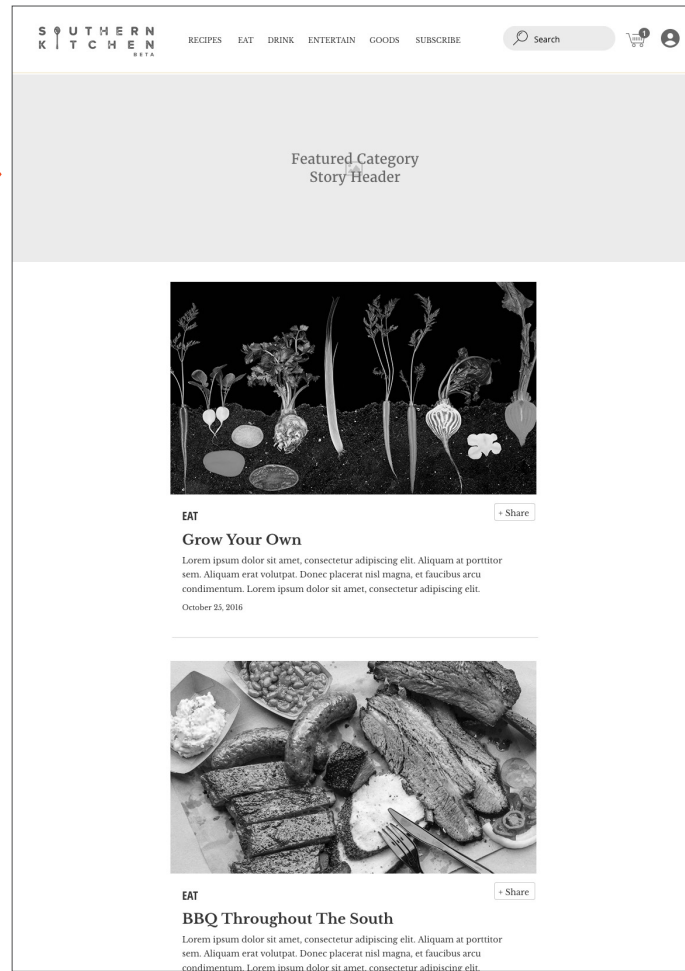
Subscribe

f
@
t

Category Page

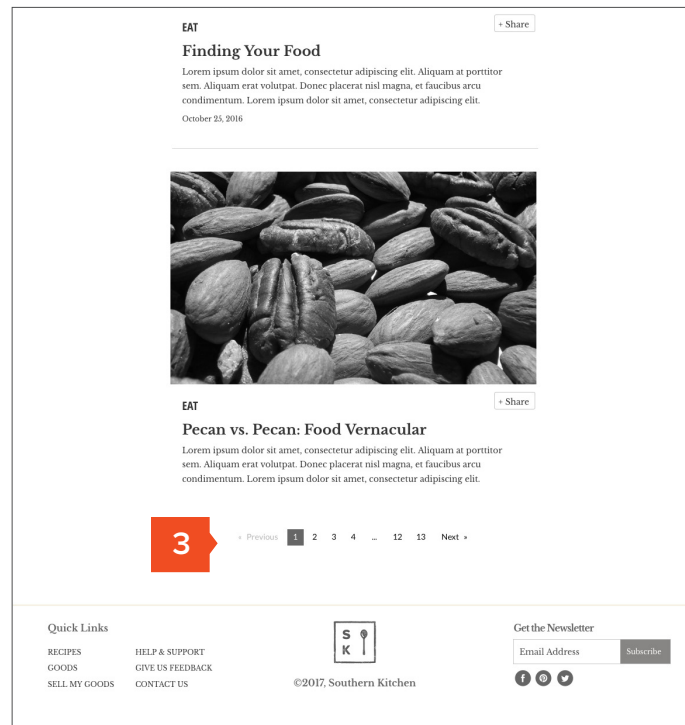
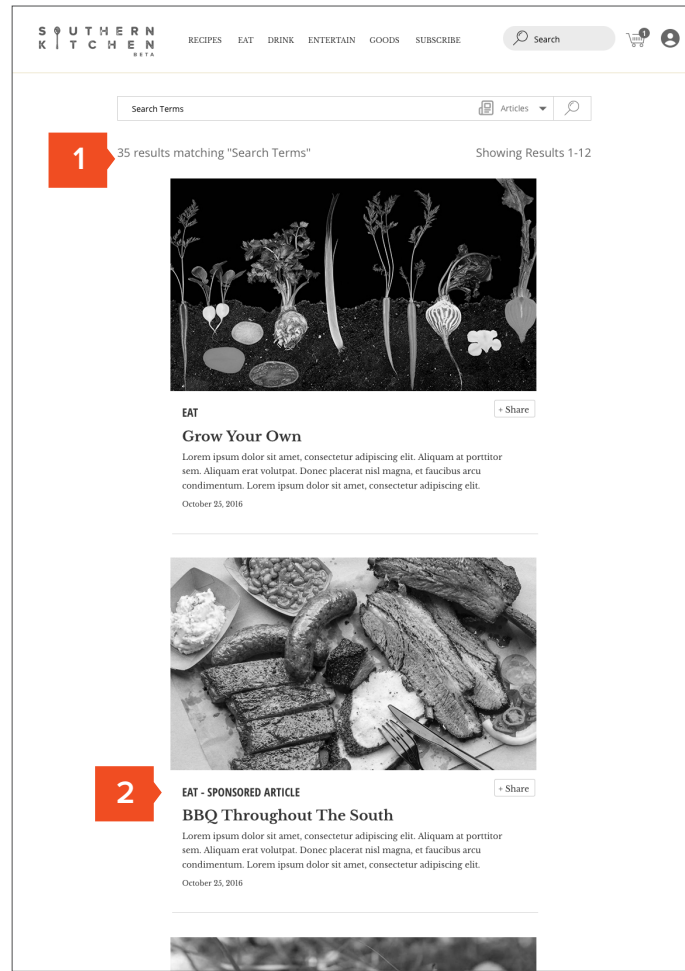
1. Featured category story header.
2. Pagination beyond first ten entries.

1



### Article Search Results

1. Show searched terms and total results.
2. Inline Sponsored Result (We can change how this is treated visually, may not want to denote but this is an example.)
3. Pagination of results



## Shipping Estimator

1. User Enters Zip
2. Presented with options and timing (no choice made until purchase path.)

The screenshot shows a desktop wireframe of a web page for 'Southern Kitchen BETA'. The page is for a 'Cast Iron Skillet' priced at \$125.00. A 'Shipping Estimator' modal is open, showing a ZIP code input field with '30316' and a refresh button. Below the input is a table of shipping options:

Speed	Delivery Date	Cost
FedEx Overnight	2/12	\$19.95
FedEx 2-Day	2/12 - 2/13	\$12.00

Below the table, it states: '\* We currently only deliver to the lower 48 states.' The background shows the product page with a 'BUY WITH 1-CLICK' button and a 'Shipping & Timing' link. The product description includes: 'Made in: South Pittsburgh, TN', 'Made of: Cast Iron', 'Size: Small is 4.5" diameter x 6.375" H (64 ounces); medium is 4.5" diameter x 8.375" H (96 ounces); large is 4.5" diameter x 10.375" H (112 ounces)', and 'Sourced from: Asheville, NC'. A link to 'Our return policy' is also present.



Updated Footer

1. Quick Links to Recipes / Goods / About Us / Sell My Goods / Share a Recipe / Contact Us
2. Newsletter sign-up & Social

1

Quick Links

RECIPES      SELL MY GOODS  
GOODS        SHARE A RECIPE  
ABOUT US    CONTACT US



©2017, Southern Kitchen

2

Get the Newsletter

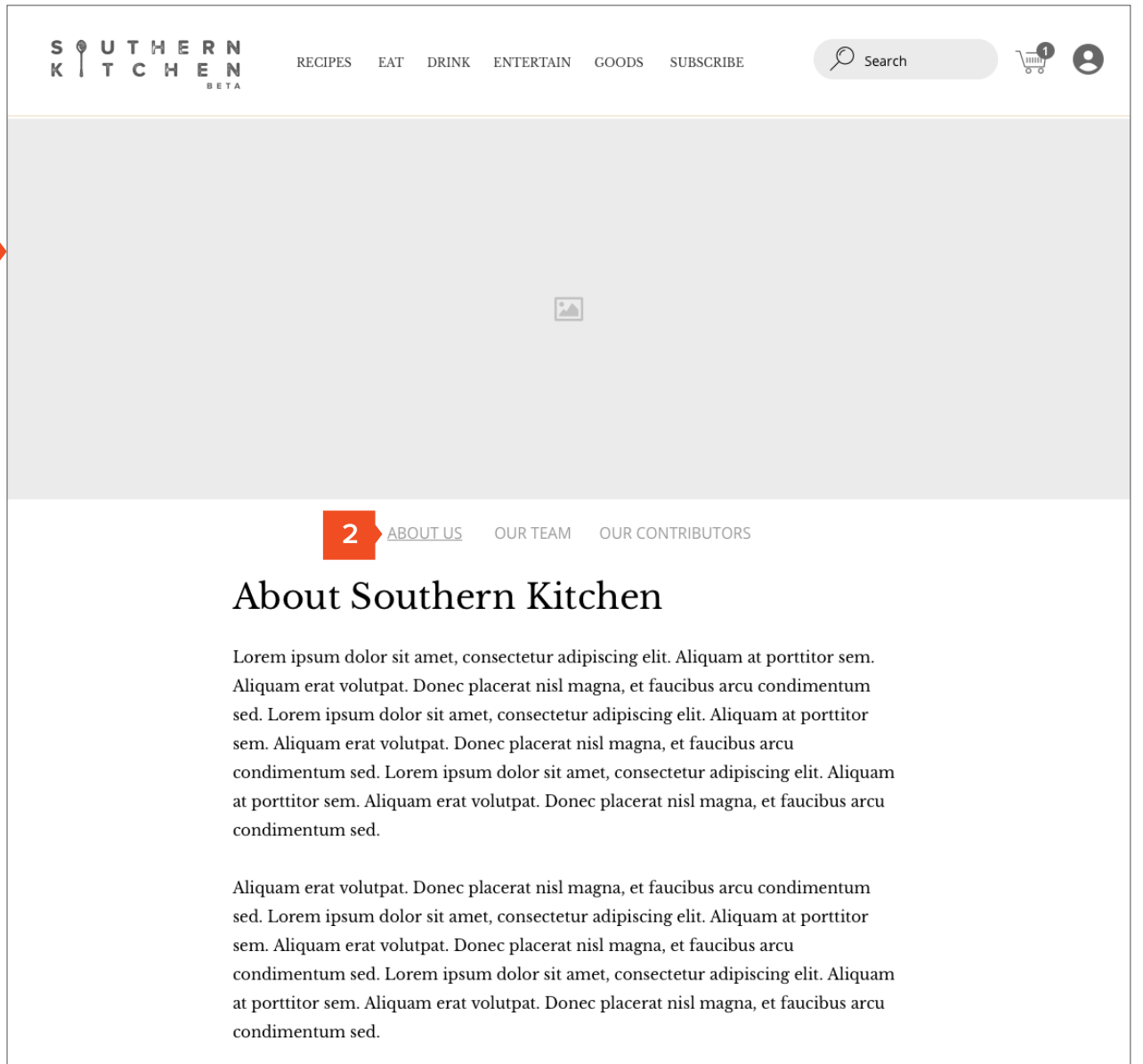
Email Address





### About Us Page

1. Team Photo
2. In page sub-nav.



### Our Team Page

1. Team member photo & title
2. Ability to "follow" / "favorite" a team member - tracks contributions via account management.
3. Team Social links.

SOUTHERN KITCHEN BETA RECIPES EAT DRINK ENTERTAIN GOODS SUBSCRIBE Search

ABOUT US OUR TEAM OUR CONTRIBUTORS

## Meet The Team

1

1

3

2

FOLLOW

FOLLOW

FOLLOW

1

1

3

2

FOLLOW

FOLLOW

FOLLOW







## In this Document

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1. Additional Wireframe Detail (Non-User Flow)
- 2. Account Management Wires**
3. Updated Navigation



Account Dashboard

1. Manage contact info
2. Password change
3. Default Shipping & Billing
4. Opportunity to connect with Facebook from here.

[RECIPES](#)
[EAT](#)
[DRINK](#)
[ENTERTAIN](#)
[GOODS](#)
[SUBSCRIBE](#)

### My Account

- ▶ Profile
- My Orders
- My Addresses
- My Favorite Products
- My Favorite Recipes
- My Favorite Contributors
- Logout

### My Profile

Hello, Witt!

**CONTACT INFO:**  
Witt Langstaff  
witt@somegood.co

[Edit Contact](#)  
[Change Password](#)

**DEFAULT SHIPPING:**  
259 Fake Ave. NE  
Atlanta, GA 30316

**DEFAULT BILLING:**  
259 Fake Ave. NE  
Atlanta, GA 30316

1

2

3

4

Connect With Facebook

**Quick Links**

- [RECIPES](#)
- [GOODS](#)
- [SELL MY GOODS](#)
- [HELP & SUPPORT](#)
- [GIVE US FEEDBACK](#)
- [CONTACT US](#)

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**Get the Newsletter**



### My Orders

1. General order info at top level
2. Ability to view order details.

[RECIPES](#)
[EAT](#)
[DRINK](#)
[ENTERTAIN](#)
[GOODS](#)
[SUBSCRIBE](#)

### My Account

- Profile
- ▶ **My Orders**
- My Addresses
- My Favorite Products
- My Favorite Recipes
- My Favorite Contributors
- Logout

### My Orders

Date	Order #	Items	Total	
1/1/2017	I9g2x1	Lodge Cast Iron Skillet (x1)	\$135.99	<a href="#">View Order</a>
1/1/2017	I9g2x1	Lodge Cast Iron Skillet (x1)	\$135.99	<a href="#">View Order</a>
1/1/2017	I9g2x1	Lodge Cast Iron Skillet (x1)	\$135.99	<a href="#">View Order</a>
1/1/2017	I9g2x1	Lodge Cast Iron Skillet (x1)	\$135.99	<a href="#">View Order</a>

« Previous 1 2 3 4 ... 12 13 Next »

#### Quick Links

[RECIPES](#)

[HELP & SUPPORT](#)

[GOODS](#)

[GIVE US FEEDBACK](#)

[SELL MY GOODS](#)

[CONTACT US](#)

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#### Get the Newsletter





### My Addresses

1. Edit / Delete Addresses
2. Add New

[RECIPES](#)
[EAT](#)
[DRINK](#)
[ENTERTAIN](#)
[GOODS](#)
[SUBSCRIBE](#)

### My Account

- Profile
- My Orders
- ▶ My Addresses
- My Favorite Products
- My Favorite Recipes
- My Favorite Contributors
- Logout

### My Addresses

**DEFAULT SHIPPING:**

**Witt Langstaff**  
259 Fake Ave. NE  
Atlanta, GA 30316

1

**DEFAULT BILLING:**

**Witt Langstaff**  
259 Fake Ave. NE  
Atlanta, GA 30316

**SAVED ADDRESSES:**

**Witt Langstaff**  
259 Fake Ave. NE  
Atlanta, GA 30316

2

ADD ADDRESS

**Quick Links**

- [RECIPES](#)
- [GOODS](#)
- [SELL MY GOODS](#)
- [HELP & SUPPORT](#)
- [GIVE US FEEDBACK](#)
- [CONTACT US](#)

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**Get the Newsletter**

Subscribe



### Add / Edit Address

1. If edit, info is populated in form fields - if add, fields are blank.

2. Make Default

[RECIPES](#)
[EAT](#)
[DRINK](#)
[ENTERTAIN](#)
[GOODS](#)
[SUBSCRIBE](#)

## My Account

- Profile
- My Orders
- ▶ My Addresses
- My Favorite Products
- My Favorite Recipes
- My Favorite Contributors
- Logout

## Add / Edit Address

CANCEL

FIRST NAME

LAST NAME

ADDRESS

ADDRESS LINE 2

CITY

STATE
ZIP
PHONE

2
 Make this my default address

**Quick Links**

- RECIPES
- GOODS
- SELL MY GOODS
- HELP & SUPPORT
- GIVE US FEEDBACK
- CONTACT US

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**Get the Newsletter**



### Favorite Products

1. List favorites
2. Easy remove from list

[RECIPES](#)
[EAT](#)
[DRINK](#)
[ENTERTAIN](#)
[GOODS](#)
[SUBSCRIBE](#)

🔍

## My Account

- Profile
- My Orders
- My Addresses
- ▶ My Favorite Products
- My Favorite Recipes
- My Favorite Contributors
- Logout

## Favorite Products

✕
🛒

**Product Name**

\$35.99

★★★★★

✕
🛒

**Product Name**

\$35.99

★★★★★

✕
🛒

**Product Name**

\$35.99

★★★★★

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**Product Name**

\$35.99

★★★★★

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**Product Name**

\$35.99

★★★★★

✕
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**Product Name**

\$35.99

★★★★★

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**Product Name**

\$35.99

★★★★★

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**Product Name**

\$35.99

★★★★★

« Previous
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12
13
Next »

**Quick Links**

[RECIPES](#)

[GOODS](#)

[SELL MY GOODS](#)

[HELP & SUPPORT](#)

[GIVE US FEEDBACK](#)

[CONTACT US](#)

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**Get the Newsletter**



### Favorite Recipes

1. List favorites
2. Easy remove from list

[RECIPES](#)
[EAT](#)
[DRINK](#)
[ENTERTAIN](#)
[GOODS](#)
[SUBSCRIBE](#)

🔍

## My Account

- Profile
- My Orders
- My Addresses
- My Favorite Products
- ▶ My Favorite Recipes
- My Favorite Contributors
- Logout

## Favorite Recipes

×
1

Recipe Name Ipsum
❤️ 13

×
2

Recipe Name Ipsum
❤️ 13

Recipe Name Ipsum
❤️ 13

Recipe Name Ipsum
❤️ 13

Recipe Name Ipsum
❤️ 13

Recipe Name Ipsum
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Recipe Name Ipsum
❤️ 13

Recipe Name Ipsum
❤️ 13

Recipe Name Ipsum
❤️ 13

« Previous
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12
13
Next »

#### Quick Links

[RECIPES](#)  
[GOODS](#)  
[SELL MY GOODS](#)

[HELP & SUPPORT](#)  
[GIVE US FEEDBACK](#)  
[CONTACT US](#)

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#### Get the Newsletter





### Favorite Contributors

1. List favorites
2. Easy remove from list

S O U T H E R N  
K I T C H E N  
B E T A

RECIPES EAT DRINK ENTERTAIN GOODS SUBSCRIBE

Search

My Account

- Profile
- My Orders
- My Addresses
- My Favorite Products
- My Favorite Recipes
- ▶ My Favorite Contributors
- Logout

Favorite Contributors

1

2

×

×

Ipsum Name

Ipsum Name

Quick Links

RECIPES HELP & SUPPORT  
GOODS GIVE US FEEDBACK  
SELL MY GOODS CONTACT US

Get the Newsletter

Email Address

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f p t



Updated Navigation Model

- 1. Top level nav label changes.
- 2. Sub-nav comes down in "strip" view.

The wireframes illustrate the updated navigation model for Southern Kitchen, showing five examples of the top navigation bar with a sub-navigation strip. Each example features the Southern Kitchen logo, a search bar, and a shopping cart icon. The sub-navigation strip is a light gray bar that appears below the main navigation items when they are selected.

- Example 1:** The 'RECIPES' item is selected. The sub-navigation strip contains 'ALL RECIPES' and 'SUBMIT A RECIPE'.
- Example 2:** The 'READ' item is selected. The sub-navigation strip contains 'EAT', 'DRINK', and 'ENTERTAIN'.
- Example 3:** The 'WATCH' item is selected. The sub-navigation strip contains 'EAT', 'DRINK', and 'ENTERTAIN'.
- Example 4:** The 'SHOP' item is selected. The sub-navigation strip contains 'SHOP MAKERS', 'SHOP BRANDS', and 'SHOP ALL GOODS'.
- Example 5:** The 'ABOUT US' item is selected. The sub-navigation strip contains 'OUR TEAM', 'CONTRIBUTORS', 'CONTACT US', and 'LIST YOUR GOODS'.



# Southern Kitchen

## Additional Mobile Wireframe Annotations

April 18, 2017 | Version 4



## In this Document

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- 1. Additional Wireframe Detail (Non-User Flow)**
2. Account Management Wires
3. Updated Navigation Model

Enhanced Attributions

1. Attributions become links - for authors / editors, link to all articles that they're associated with. For photo / video attributions, link to Social Media.
2. Short bio of Author / Editor.
3. Displays similar to article filtering.

RECIPES

+ Share

### Prosciutto, Muscadine & Olive Salad

October 25, 2016  
Words by [John Thompson](#)  
Photos via [J.R. Ward, II](#)

18
Rating:

#### All Articles by Shyla Fox

#### About The Editor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

FOLLOW

EAT
October 25, 2016
+ Share

### Grow Your Own

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

EAT
October 25, 2016
+ Share

### BBQ Throughout

1

2

3

### Product Recommendation

1. Inline product recommendations.

**EAT**
+ Share

### Chef Profile: Sean Brock of "Husk"

October 25, 2016  
Words by [John Thompson](#)  
Photos via [J.R. Ward, II](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

AS-01

**SEAN'S ESSENTIAL GEAR**

**Product Name**  
\$35.99 ★★★★★

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

1

**Product Name**  
\$35.99 ★★★★★

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

14 Comments Login

Sort by Best Share Favorite

**Jason Sandifer** · 19 days ago  
I believe any, and all genuine efforts of giving in all its various facets, whether its winter attire, and providing housing for the many homeless women and men of many communities, to providing toys for deprived and unfortunate children of many various communities, giving in all its forms can only serve to perpetuate a continuing vitality and vibrant sustainable community. I applaud and commend efforts of charity, and all efforts true giving...

I only hope we can always... think of others...and diminish selfishness

9 ^ | v · Reply · Share

**Kim** Disqus  
→ Jason Sandifer · 19 days ago  
I agree, @Jason Sandifer. It's important to recognize that the world is bigger than just our own individual lives - every little bit counts.

9 ^ | v · Reply · Share

[Subscribe](#) [Privacy](#) **DISQUS**

TABOOLA

Watch Page (Videos)

1. Aggregates / filters content by articles with associated video content.
2. Featured video slots (primary with 2 secondary).
3. Inline ad modules
4. Made in the South product recs
5. Pagination

The wireframe illustrates a watch page layout with the following components and annotations:

- Annotation 1:** Points to the top navigation bar containing the SK logo, a shopping cart icon, and a menu icon.
- Annotation 2:** Points to a large video slot at the top of the main content area.
- Annotation 3:** Points to a video slot labeled "AS-01" in the main content area.
- Annotation 4:** Points to a "Made In The South" product recommendation section, which includes a product image and a price of \$35.99.
- Annotation 5:** Points to a pagination control at the bottom of the main content area, showing "Previous", "1", "2", "3", "Next", and "More" options.

The main content area features several article cards, each with a date (October 25, 2016) and a share button. The articles include:

- Watch the best knife techniques:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- John Emory Whiskey Tour:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Slow Cooking:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

The footer section includes:

- Quick Links:** RECIPES, SELL MY GOODS, GOODS, SHARE A RECIPE, ABOUT US, CONTACT US.
- Get the Newsletter:** A form with "Email Address" and "Subscribe" buttons.
- Social Media:** Icons for Facebook, Twitter, and Instagram.
- SK Logo:** The Southern Kitchen logo.
- Copyright:** ©2017, Southern Kitchen.

Category Page

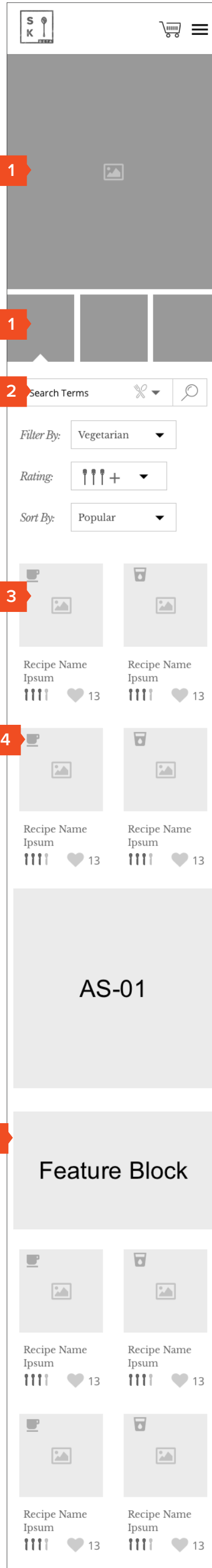
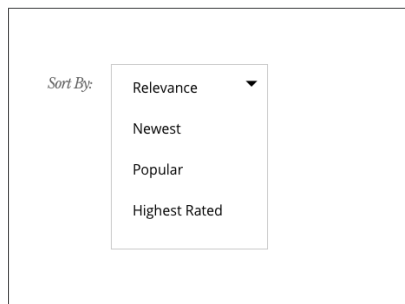
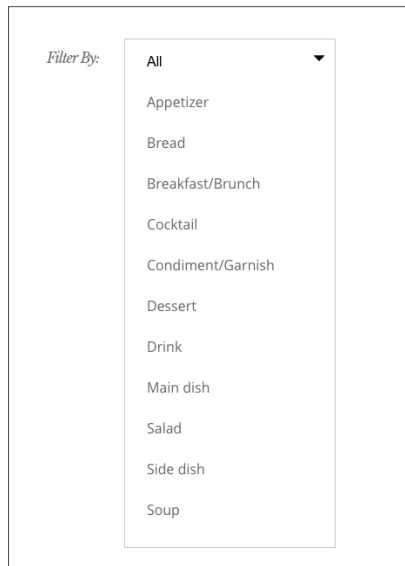
1. In page navigation (dropdown)
2. Category specific lifestyle imagery
3. Category overview and value prop
4. SK's angle on category (video)
5. Favorite brands in category (carousel)
6. Top products in category (carousel)
7. Top articles in category (carousel)

The wireframe shows a mobile category page for 'CAST IRON'. At the top, there is a navigation bar with the SK logo, a shopping cart icon, and a dropdown menu labeled 'CATEGORY: CAST IRON' (callout 1). Below this is a large lifestyle image placeholder (callout 2). The main content area starts with a section titled 'Why Cast Iron?' (callout 3) containing placeholder text. This is followed by a video player placeholder (callout 4) and a section titled 'Our Favorite Brands' (callout 5) featuring a carousel with the 'SMITHEY IRONWARE COMPANY' logo. Below that is a 'Top Products' section (callout 6) with a carousel showing a product placeholder, its name, and price (\$35.99). The next section is 'Top Articles' (callout 7) with a carousel showing an article placeholder and its title. At the bottom, there is a 'Quick Links' section with buttons for RECIPES, SELL MY GOODS, GOODS, SHARE A RECIPE, ABOUT US, and CONTACT US. Below this is a 'Get the Newsletter' section with an email input field and a 'Subscribe' button. The footer includes social media icons for Facebook, Pinterest, and Twitter, the SK logo, and the copyright notice '©2017, Southern Kitchen'.



Recipes (All)

1. Featured Recipes, similar to current homepage hero.
2. When in recipe section, search bar is prominent, along with filtering options. See filtering /sorting options below.
3. Rating and popularity of recipes, with image and title per "card".
4. Iconographic representation of category. Clicking icon can "quick sort."
5. Optional featured recipe inline with "all."



### Recipe Search Results

1. Remind user what was searched.
2. Filter & sort recipes along 3 dimensions of criteria.
3. Sponsored search result in-line.

The wireframe shows a search results page for 'Southern Kitchen'. At the top, there is a header with the logo and navigation icons. Below the header, a search bar contains the text 'Search Terms' and is annotated with a red box labeled '2'. Above the search bar, a red box labeled '1' points to the text '35 results matching "Search Terms" Showing Results 1-12'. Below the search bar, there are three filter sections: 'Filter By: Vegetarian', 'Rating: [4 stars]', and 'Sort By: Popular'. A red box labeled '3' points to the first recipe card in a grid. Each recipe card includes a placeholder image, the text 'Recipe Name Ipsum', a star rating, and a heart icon with the number '13'. A large grey rectangular area with the text 'AS-01' is positioned between the first and second rows of recipe cards. At the bottom of the grid, there is a pagination control showing '« Previous 1 2 3 ... Next »'. Below the grid, there is a 'Quick Links' section with a grid of links: RECIPES, SELL MY GOODS, GOODS, SHARE A RECIPE, ABOUT US, and CONTACT US.



Goods Page (Search Results)

1. Remind user of search terms and show number of results, as well as place within results.
2. Filtering and Sorting
3. Product Name, image, price, and quick add

The wireframe shows a search results page for Southern Kitchen. At the top, there is a header with the logo and navigation icons. Below the header, a search bar contains the text "Search Terms" and a search icon. To the right of the search bar, there are filter and sort options. The filter is labeled "Filter By:" and is set to "All Goods". The sort is labeled "Sort By:" and is set to "Hand Crafted". Below the filters, there is a grid of product cards. Each card features a placeholder image, a shopping cart icon, the text "Product Name", and the price "\$35.99". A large gray placeholder box with the text "AS-01" is positioned below the first two product cards. Below this, there are four more rows of product cards, each with a placeholder image, a shopping cart icon, the text "Product Name", and the price "\$35.99". At the bottom of the page, there is a section for an "Ebay / Amazon Affiliate Carousel (4 items max)". Below the carousel, there is a pagination control with the text "« Previous 1 2 3 ... Next »". At the very bottom, there is a "Quick Links" section with two links: "RECIPES" and "SELL MY GOODS".

1 35 results matching "Search Terms"  
Showing Results 1-12

2 Search Terms

Filter By: All Goods

Sort By: Hand Crafted

3

Product Name \$35.99

Product Name \$35.99

AS-01

Product Name \$35.99

Product Name \$35.99

Product Name \$35.99

Product Name \$35.99

Product Name \$35.99

Product Name \$35.99

Ebay / Amazon  
Affiliate Carousel  
(4 items max)

« Previous 1 2 3 ... Next »

Quick Links

RECIPES SELL MY GOODS

Category Page

1. Featured category story header.
2. Pagination beyond first ten entries.





## Featured Category Story Header

---



**EAT** | October 25, 2016
+ Share

### Grow Your Own

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**EAT** | October 25, 2016
+ Share

### BBQ Throughout The South

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**EAT** | October 25, 2016
+ Share

### Pecan vs. Pecan: Food Vernacular

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---

« Previous
1
2
3
...
Next »

---

#### Quick Links

RECIPES	SELL MY GOODS
GOODS	SHARE A RECIPE
ABOUT US	CONTACT US


---

#### Get the Newsletter

Subscribe












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Article Search Results

1. Show searched terms and total results.
2. Pagination of results

**1** 35 results matching "Search Terms"

Showing Results 1-12



EAT | October 25, 2016
+ Share

### Grow Your Own

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum. Lorem ipsum dolor sit amet, consectetur adipiscing elit.



EAT | October 25, 2016
+ Share

### BBQ Throughout The South

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EAT | October 25, 2016
+ Share

### Pecan vs. Pecan: Food Vernacular

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« Previous

1
2
3
...

Next »

#### Quick Links

RECIPES	SELL MY GOODS
GOODS	SHARE A RECIPE
ABOUT US	CONTACT US

#### Get the Newsletter







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### Shipping Estimator

1. User Enters Zip
2. Presented with options and timing (no choice made until purchase path.)

### Shipping Estimator

ZIP CODE

1 30316

Speed	Delivery Date	Cost
2 FedEx Overnight	2/12	\$19.95
FedEx 2-Day	2/12 - 2/13	\$12.00

\* We currently only deliver to the lower 48 states.



### About Us Page

1. Team Photo
2. In page sub-nav.

1

2

About Us ▼

## About Southern Kitchen

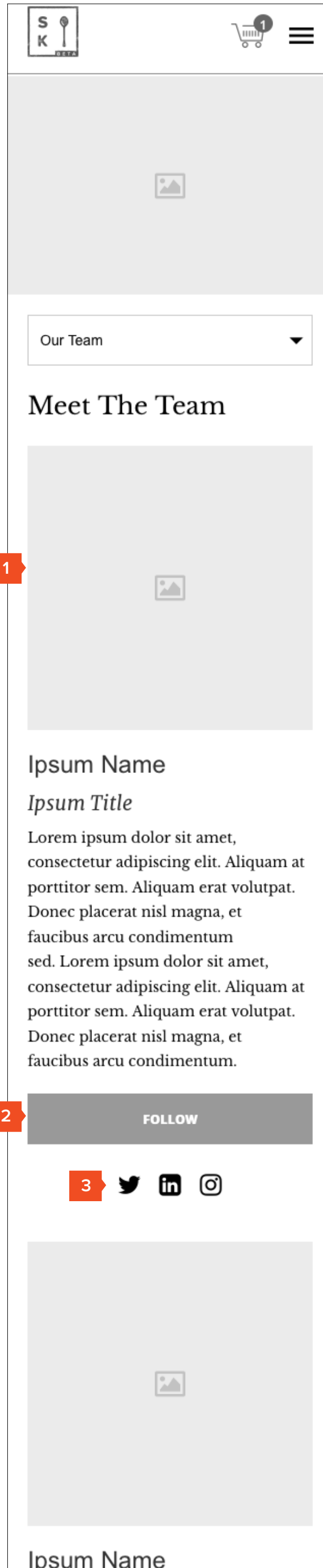
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu condimentum sed.

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### Our Team Page

1. Team member photo & title
2. Ability to "follow" / "favorite" a team member - tracks contributions via account management.
3. Team Social links.

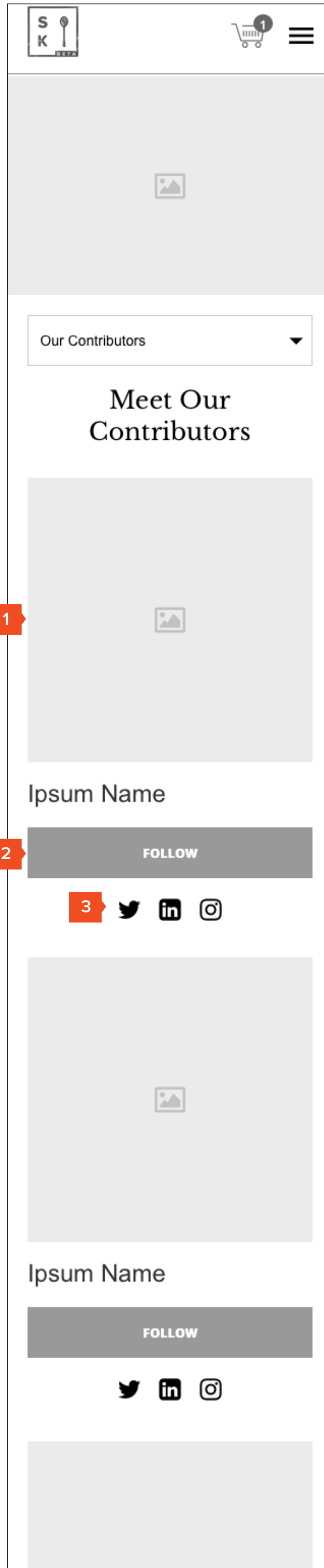






Contributors List

1. Contributor photo
2. Link to follow / favorite
3. Social media links





## In this Document




---

1. Additional Wireframe Detail (Non-User Flow)
- 2. Account Management Wires**
3. Updated Navigation Model




### My Account Dashboard

1. Manage contact info
2. Password change
3. Default Shipping & Billing
4. Opportunity to connect with Facebook from here.




---

## My Account [Logout](#)


My Profile 


Hello, Witt!


**CONTACT INFO:**  
**Witt Langstaff**  
witt@somegood.co [Edit](#) 

**1** [Edit Contact](#)

**2** [Change Password](#)

**3** **DEFAULT SHIPPING:**  
259 Fake Ave. NE [Edit](#)   
Atlanta, GA 30316

**DEFAULT BILLING:**  
259 Fake Ave. NE [Edit](#)   
Atlanta, GA 30316

**4**  [Connect With Facebook](#)




---


**Quick Links**

<a href="#">RECIPES</a>	<a href="#">SELL MY GOODS</a>
<a href="#">GOODS</a>	<a href="#">SHARE A RECIPE</a>
<a href="#">ABOUT US</a>	<a href="#">CONTACT US</a>

**Get the Newsletter**

Email Address  [Subscribe](#)




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My Orders (Top Level List)

1. General order info at top level (Card format)
2. Ability to view order details.






**My Account** [Logout](#)

My Orders ▼

**My Orders**

Date	Order #
1/1/2017	I9g2x1
<b>Items</b>	
Lodge Cast Iron Skillet (x1)	
<b>Total</b>	\$135.99
<span style="border: 1px solid #ccc; padding: 2px 5px; margin-right: 5px;">2</span> <a href="#">View Order</a>	

Date	Order #
1/1/2017	I9g2x1
<b>Items</b>	
Lodge Cast Iron Skillet (x1)	
<b>Total</b>	\$135.99
<a href="#">View Order</a>	

Date	Order #
1/1/2017	I9g2x1
<b>Items</b>	
Lodge Cast Iron Skillet (x1)	
<b>Total</b>	\$135.99
<a href="#">View Order</a>	


Date	Order #
1/1/2017	I9g2x1
<b>Items</b>	
Lodge Cast Iron Skillet (x1)	
<b>Total</b>	\$135.99
<a href="#">View Order</a>	

« Previous 1 2 3 ... Next »

**Quick Links**

RECIPES	SELL MY GOODS
GOODS	SHARE A RECIPE
ABOUT US	CONTACT US

**Get the Newsletter**












My Orders (Detail)

1. Order details
2. Print receipt
3. Returns
4. Contact Support



### My Account [Logout](#)

My Orders
▼

[Back to My Orders](#)

**1** Order date: 1/1/2017

Order Confirmation: L9G2X1


**Items Ordered:**  
Lodge Cast Iron Skillet


**Shipping to:**  
259 Berean Ave. SE  
Atlanta, GA 30316


**Delivered:**  
January 3rd, 2017

**Total:**

**\$137.00**

**2**  [Print My Receipt](#)

**3**  [Return an Item](#)




**4**  [Contact Support](#)


---

**Quick Links**

RECIPIES	SELL MY GOODS
GOODS	SHARE A RECIPE
ABOUT US	CONTACT US

**Get the Newsletter**






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### My Addresses

1. Edit / Delete Addresses
2. Add New





## My Account [Logout](#)



My Addresses ▼

### My Addresses



**DEFAULT SHIPPING:**  
**Witt Langstaff**  
259 Fake Ave. NE  
Atlanta, GA 30316


1  

**DEFAULT BILLING:**  
**Witt Langstaff**  
259 Fake Ave. NE  
Atlanta, GA 30316

**SAVED ADDRESSES:**  
**Witt Langstaff**  
259 Fake Ave. NE  
Atlanta, GA 30316




2 


### Quick Links

RECIPES	SELL MY GOODS
GOODS	SHARE A RECIPE
ABOUT US	CONTACT US

Get the Newsletter

Email Address






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### Add / Edit Address

1. If edit, info is populated in form fields - if add, fields are blank.
2. Make Default



### My Account [Logout](#)

My Addresses 

**1** Add / Edit Address [CANCEL](#)

First Name  Last Name

Address

Address 2

City

State  Zip




**2**


#### Quick Links

RECIPES      SELL MY GOODS  
GOODS      SHARE A RECIPE  
ABOUT US      CONTACT US

#### Get the Newsletter

Email Address

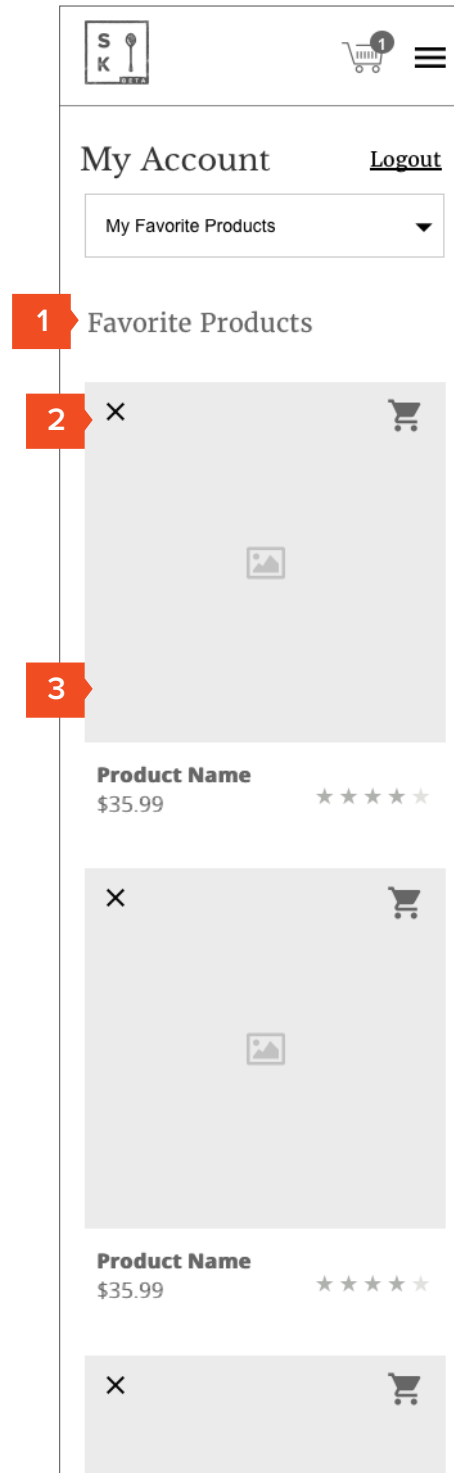


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### My Favorite Products

1. List favorites
2. Easy remove from list
3. Tapping goes to PDP.







### My Favorite Recipes

1. List favorites
2. Easy remove from list
3. Tapping goes to Recipe Detail Page.





### My Favorite Products

1. List favorites
2. Easy remove from list
3. Tapping goes to All Articles by Contributor view.





## In this Document

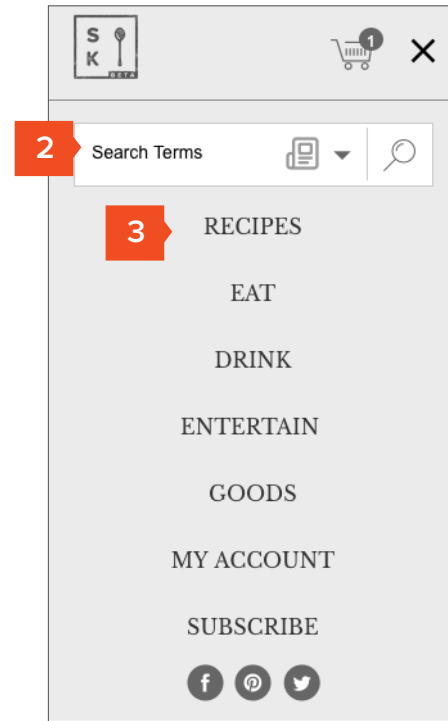
---

1. Additional Wireframe Detail (Non-User Flow)
2. Account Management Wires
- 3. Updated Navigation Model**



Navigation Model (Current)

1. Cart visible at all times.
2. Search with pre-filtering.
3. Simple single level nav.



### Navigation Model (w/ Sub Nav)

1. Top level categories act as “drawers” for sub-nav.
2. If top level is tapped without opening, go to specified default page (i.e. Recipes for Cook, All Goods for Shop)

