



Southern Kitchen

Wireframe User Flows

April 18, 2017 | Version 6

In this Document

1. Article to Purchase Path via FB (Cornbread Article)
2. Browse Goods (from Homepage) to Purchase Path via Organic Search
3. View Recipe to Purchase Path via PPC (Recipe Placement)



Facebook > Southern Kitchen

1. Presented with an article in Facebook feed.

The screenshot shows a Facebook news feed interface. At the top, there is a search bar and navigation links for 'Witt', 'Home', and user avatars. The main feed area features a post from 'Southern Kitchen' (34 mins ago) with a red notification badge '1'. The post includes a photo of cornbread in a skillet and the text: 'No matter how much space you have on your dinner table, or in your stomach when it's time for seconds, there's always room for cornbread.' Below the photo is a link to '5 twists on a Southern classic: Cornbread' with the URL 'SOUTHERNKITCHEN.COM'. The post has 'Like', 'Comment', and 'Share' buttons. Below the post is a comment box with 'Write a comment...' and a '1' notification badge. To the right of the main post is a 'TRENDING' section with items like 'Mark Zuckerberg' (330K people talking about this), 'Anna Nicole Smith' (5K people talking about this), and 'Dear White People' (3.6K people talking about this). The bottom of the feed shows a partial post from 'Clay Johnson' shared 3 hours ago. The left sidebar contains navigation options like 'News Feed', 'Messenger', 'SHORTCUTS', 'EXPLORE', and 'CREATE'.

Southern Kitchen Article Page

1. Larger hero imagery
2. Enhanced Attributions (Author, Editor, Photographer, Videographer)
3. Brand associated with story, encourage user to "Learn More"
4. Hyperlinked "Add To Cart" in article copy.
5. Inline links to detailed recipes (recipe / article hybrid)
6. Shop the Story attaches product to content
7. Related / Trending / Editor's Pick block (variation to test per FF Matrix.)
8. Commenting (moderated) with up / down voting (Disqus is Spark recommendation)

The screenshot shows a web page for Southern Kitchen with the following elements and callouts:

- 1:** A large hero image of cornbread in a skillet.
- 2:** The article title "5 Twists on a Southern Classic: Cornbread" and the author "Words by John Thompson".
- 3:** A product image of a Lodge cast-iron skillet with a "Shop the Story" link.
- 4:** A "Make The Story" section with a recipe card for "Cajun Cornbread" and an "Add To Cart" button.
- 5:** A "Shop the Story" section displaying three product cards with "Add To Cart" buttons.
- 6:** A "Trending Articles" section with three article thumbnails.
- 7:** A Disqus comment section with three comments.
- 8:** A footer section with "Quick Links" (Recipes, Goods, Sell My Goods), "Help & Support" (Site Feedback, Contact Us), and a "Get the Newsletter" form.

Brand Story Page

1. Brand / Maker Name (SK
Styled to accommodate Makers
who may not have a logo)
2. Brand Overview Video
3. Brand summary statement,
location made / established /
branding / logo
4. Crafted in South badges
(designs TBD)
5. Brand story / Why Brand?
6. Featured / Flagship Products
(Carousel)
7. Editor Comment (optional)
8. Multimedia content
9. Sample of Featured Product
10. Clicking product goes to PDP
11. Shop all Lodge Products Page

S O U T H E R N
K I T C H E N
BETA

RECIPES EAT DRINK ENTERTAIN GOODS SUBSCRIBE

1

Lodge Cast Iron

Since 1896, Lodge has been making the cookware you love.

3

4

South Pittsburgh, TN | Est. 1896

We don't just make iron; we make heirlooms that bring people together for generations.

5

The Lodge Story

As Lodge continues to develop the core line of seasoned cast iron, the introduction of complementary lines of cookware has seen great success over the past 2 decades. Lodge's diverse and colorful line of Porcelain Enameled Cast Iron has earned rave reviews from media and consumers since its inception in 2005.

7 **Editor's Note**

We love Lodge because of their rich history and time-tested cast iron - these are truly heirloom pieces!
- *Shyla Fox, SK Editor*

6

Deep Cast Iron Skillet

\$125.99 ★★★★★

SHOP ALL LODGE COOKWARE

8

"We've tried other shapes and people don't like that. They keep wanting the traditional shape created by my great-grandfather, Joseph Lodge, 120 years ago."
- Bob Kellerman, CEO

9

Featured Lodge Products

10

Product Name

\$35.99 ★★★★★

Product Name

\$35.99 ★★★★★

Product Name

\$35.99 ★★★★★

11

SHOP ALL LODGE COOKWARE

Quick Links

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

©2017, Southern Kitchen

Get the Newsletter

Email Address

f
@
t

Product Detail Page

1. Breadcrumb Goods Navigation
2. Large hi-res imagery of product
3. Maintain connection to Brand Story page / Brand
4. Salient bullets
5. Made in the South designation for corresponding goods
6. Size, color, quantity with "limited availability" language (optional)
7. Shipping & Timing, Sharing
8. Add to Cart
9. Amazon price below Our Price (Test)
10. Narrative driven product overview w / specs, care & use
11. Customer Commenting
12. Recommended Products
13. Trending / Recommended Articles
14. Recently viewed products / articles

SOUTHERN KITCHEN

RECIPES EAT DRINK ENTERTAIN GOODS SUBSCRIBE

Search

🛒

Home > Goods > Cookware > Lodge Cookware > Cast Iron Skillet

LODGE

18

Lodge Cookware

15" Cast Iron Skillet

\$125.00

- Salient bullet point number one
- Salient bullet point number two
- Salient bullet point number three

Size

Color

Quantity

S M L XL

- 1 +

Only 3 Left!

Shipping & Timing

ADD TO CART

[Buy on Amazon - \\$125.00](#)

Product Description

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

Specifications

Made in: South Pittsburgh, TN
Made of: Cast Iron
Size: 15" diameter x 1.5" deep
Sourced from: Asheville, NC
[Our return policy](#)

Care & Use

Always cool a hot pan for a few minutes before washing.

Do not plunge a hot pan into cold water. While Le Creuset's enamel is designed to be the most durable on the market, thermal shock may still occur, resulting in cracking or loss of enamel.

If there are food residues, fill the pan with warm water and let soak for 15 to 20 minutes before washing. A brush can be useful for removing small food deposits, or for cleaning between the ribs on grills. Do not use scourers or abrasive cleaners on the cooking surface. Nylon or soft abrasive pads or brushes can be used to remove stubborn residues. To avoid damaging the enamel, do not use metallic pads or harsh abrasive cleaning agents.

3 comments

Leave a message...

Discussion
Community
My Disqus
Share

Jake Franklin · 2 days ago

Lorem ipsum leo amet nisi quam ut primis lacinia nisi est pharetra gravida amet urna.

12 · Reply · Share

Eren Masson · 2 days ago

Lorem ipsum leo amet nisi quam ut primis lacinia nisi est pharetra gravida amet urna.

12 · Reply · Share

Speckyboy · 2 days ago

Lorem ipsum leo amet nisi quam ut primis lacinia nisi est pharetra gravida amet urna.

12 · Reply · Share

Comment Feed
Subscribe via email

You Might Also Like

Product Name
\$35.99

Product Name
\$35.99

Product Name
\$35.99

Trending Articles

Finding Your Food

St. Elmo Brewing Talks Pairing Food & Beer

Sending Off Summertime

Recently Viewed

Product Name
\$35.99

Product Name
\$35.99

Product Name
\$35.99

Product Name
\$35.99

Quick Links

[RECIPES](#)

[GOODS](#)

[ABOUT US](#)

SELL MY GOODS

[SHARE A RECIPE](#)

[CONTACT US](#)

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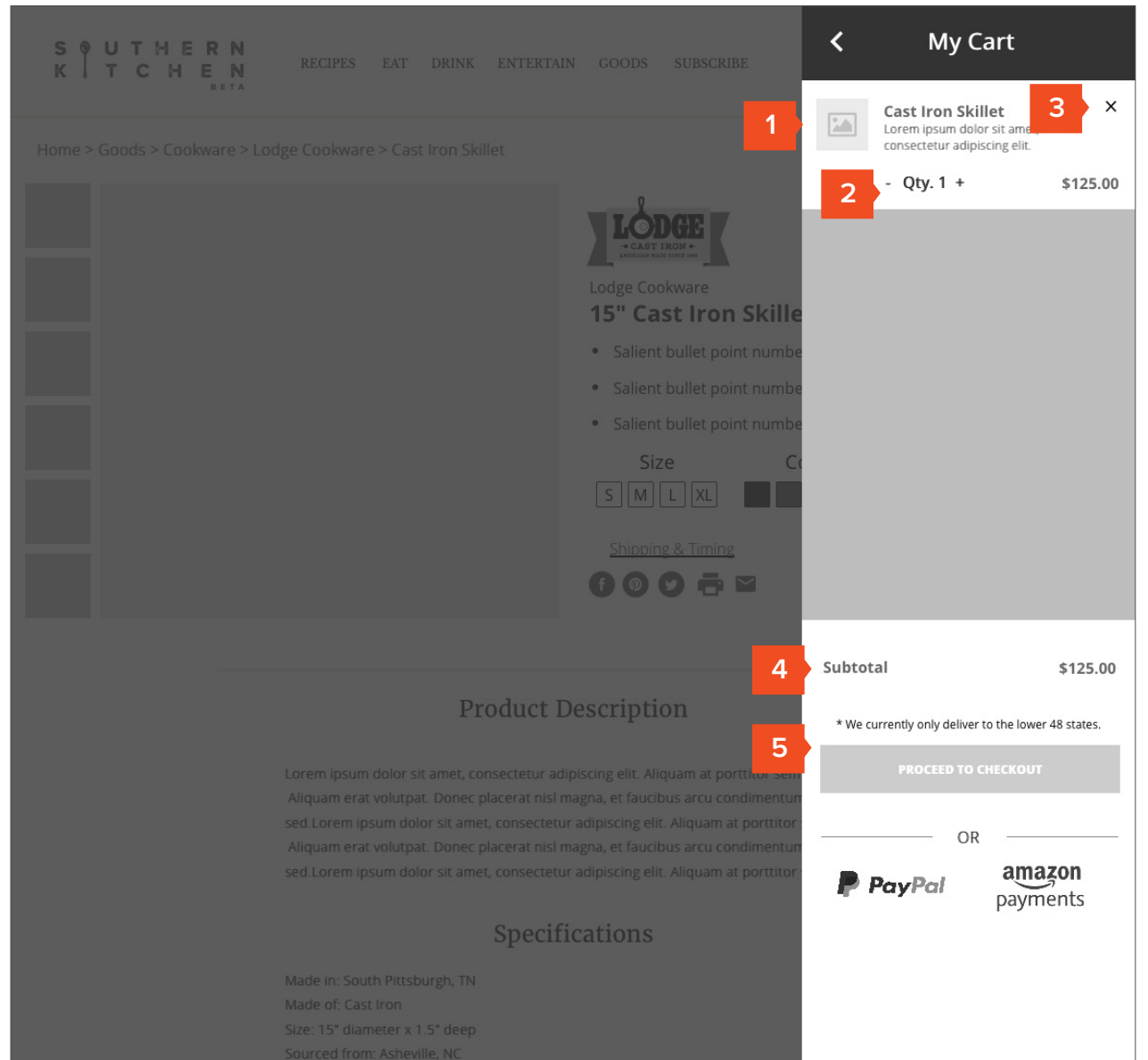
Get the Newsletter

📧
📱
📺



Review Cart

1. Description and image of item(s) in cart.
2. Quick quantity adjust
3. Quick remove
4. Cart subtotal
5. Checkout Options



Checkout As Guest (Not Logged In)


1. Email capture for Guest Checkout (Set Cookie if this has been entered).
2. Opt-in to Newsletter
3. Login option for existing account.
4. Remember User
5. Forgot Password link
6. Register if no account
7. Login via FB / Google Account
8. General note: as discussed and agreed upon on 2/28, we are aligning this process with Goop's methodology to decrease development time.

The screenshot shows the checkout page for a Lodge Cast Iron Skillet. The page is divided into a main content area and a right-hand sidebar. The main content area includes a breadcrumb trail, a product image, a title 'Lodge Cookware 15" Cast Iron Skillet', a list of salient bullet points, size selection options (S, M, L, XL), and social media sharing icons. The right-hand sidebar contains the checkout options, including a 'Please Select Checkout Method' section with an 'Email Address' field and a 'CHECKOUT AS GUEST' button. Below this is a 'Sign Up For Newsletter' checkbox, an 'OR' separator, another 'Email Address' field, a 'Password' field, a 'Remember Me' checkbox, and a 'Forgot Password?' link. At the bottom of the sidebar are 'Login With Social Account' buttons for Facebook and Google. The main content area also features a 'Product Description' section with placeholder text and a 'Specifications' section with details like 'Made in: South Pittsburgh, TN' and 'Made of: Cast Iron'. Red callout boxes with numbers 1 through 8 point to specific elements: 1 points to the first email field, 2 to the newsletter checkbox, 3 to the 'OR' separator, 4 to the 'Remember Me' checkbox, 5 to the 'Forgot Password?' link, 6 to the 'No Account? Register now' link, 7 to the social login buttons, and 8 to the specifications section.



Add Shipping Address

1. Progress indication / step indicator.
2. Shipping address info collection.
3. General Note: Autocorrect disabled on form fields, ensure proper keyboard comes up for corresponding field on mobile. Also, as discussed and agreed upon on 2/28, we are aligning this process with Goop's methodology to decrease development tim



Need help with your order?
Call us at 1-888-555-5555

[< Back to Cart](#)

1

1 SHIPPING

2 BILLING & PAYMENT

3 REVIEW

PERSONAL DETAILS

First Name

Last Name

Address

Address 2

City

State

Zip

Phone

PAYMENT DETAILS

Card Number



Expiration

Cardholder's Name

BILLING ADDRESS

Use same as shipping

OR

Product Name
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

\$125.00

Subtotal **\$125.00**

Shipping (FedEx Standard) **\$5.95**
Est. Delivery - Feb 3. - Feb 5

Tax **\$0.00**

Round Up For Charity

Apply a promo code

APPLY

Total **\$130.95**

SAVE


SAVE

PLACE ORDER | \$130.95



Add Credit Card / Payment Method

1. Confirm step completion
2. Show user what's been entered
3. Quick edit
4. Add payment method. (No storing of CC per SK Team)
5. 3rd Party Payments
6. General Note: Autocorrect disabled on form fields, ensure proper keyboard comes up for corresponding field on mobile. Also, as discussed and agreed upon on 2/28, we are aligning this process with Goop's methodology to decrease development tim



Need help with your order?
Call us at 1-888-555-5555

[< Back to Cart](#)

1

✓
SHIPPING

2

B
BILLING & PAYMENT

3

R
REVIEW

2

PERSONAL DETAILS

First Name

Last Name

Address

Address 2

City

State

Zip

Phone

PAYMENT DETAILS

Card Number

Expiration


CVV


Name on Card

BILLING ADDRESS

Use same as shipping

OR

5




Product Name
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

\$125.00

Subtotal \$125.00

Shipping (FedEx Standard) \$5.95
Est. Delivery - Feb 3. - Feb 5

Tax \$0.00

Round Up For Charity

Apply a promo code

APPLY

Total \$130.95

3
EDIT


6
SAVE

PLACE ORDER | \$130.95



Checkout Review

1. Show all previously entered info for confirmation / quick editing.
2. Recap product info.
3. Subtotal recap
4. Shipping info
5. Round up for charity
6. Promo Code field
7. Grand Total
8. General Note: As discussed and agreed upon on 2/28, we are aligning this process with Goop's methodology to decrease development tim



Need help with your order?
Call us at 1-888-555-5555

[< Back to Cart](#)

✓ SHIPPING

✓ BILLING & PAYMENT

3 REVIEW

1 PERSONAL DETAILS

First Name: Witt
Last Name: Langstaff

Address: 259 Berean Ave. SE

Address 2:

City: Atlanta

State: GA
Zip: 30316

Phone: (843) 729-4164

SHIPPING METHOD

FedEx Standard Ground (\$5.95)
 FedEx Expedited (\$15.95)

* We currently only deliver to the lower 48 states.

1 PAYMENT DETAILS

Card Number: 47447300928392837

Expiration: 06/21
CVV: 8472

Name on Card: Witt I. Langstaff

BILLING ADDRESS

Use same as shipping

OR

2

Product Name
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

\$125.00

3 Subtotal **\$125.00**

4 Shipping (FedEx Standard) **\$5.95**
Est. Delivery - Feb 3. - Feb 5

Tax **\$0.00**

5 Round Up For Charity

6

7 Total **\$130.95**

Order Confirmation Page

1. Confirmation email sent to address.
2. Confirmation number.
3. Order recap with total charged.
4. Support Info.
5. Print receipt.
6. Featured story to keep users in the system.
7. Suggested stories
8. Suggested Recipes (align with products just purchased if possible).
9. Suggested Products

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

Thank you!

1 Your order's been received, and we'll let you know when it ships. We've sent a confirmation email to witt@somegood.co

2 Order Confirmation: L9G2X1

3 **Items Ordered:** Lodge Cast Iron Skillet

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

Estimated Delivery: Feb. 3 - Feb. 5 (Fedex Ground)

Total: \$137.00

4 **Need help with your order?**
Call us at 1-888-555-5555

5 Print My Receipt

6 **Featured Profile**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

[Read The Profile](#)

7 **Recommended Articles**

Finding Your Food

St. Elmo Brewing Talks Pairing Food & Beer

Sending Off Summertime

8 **Recommended Recipes** [See All Recipes](#)

Catfish Polenta

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

[See More](#)

Shrimp & Grits

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

[See More](#)

Grits & Shrimp

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

[See More](#)

9 **Suggested Products**

Product Name
\$35.99 ★★★★★

Product Name
\$35.99 ★★★★★

Product Name
\$35.99 ★★★★★

Quick Links

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

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

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Google Search Results

1. Organic search for general terms.

The screenshot shows a Google search for "southern kitchen ideas". The search bar contains the text "southern kitchen ideas" and a red box with the number "1" is overlaid on the "Go" button. Below the search bar, navigation tabs for "All", "Maps", "Images", "Shopping", "News", "More", "Settings", and "Tools" are visible. The search results indicate "About 20,200,000 results (1.12 seconds)".

The first result is for "Southern Kitchen" with the website "southernkitchen.com". A description states: "Southern Kitchen is about the belief that, in the South, more than just food gets made in the kitchen." Below this are links for "Recipes", "Eat", "Drink", "Entertain", and "Goods".

A map of Atlanta, Georgia, is displayed, showing several locations marked with red pins: "South City Kitchen Vinings", "South City Kitchen Buckhead", and "South City Kitchen Midtown".

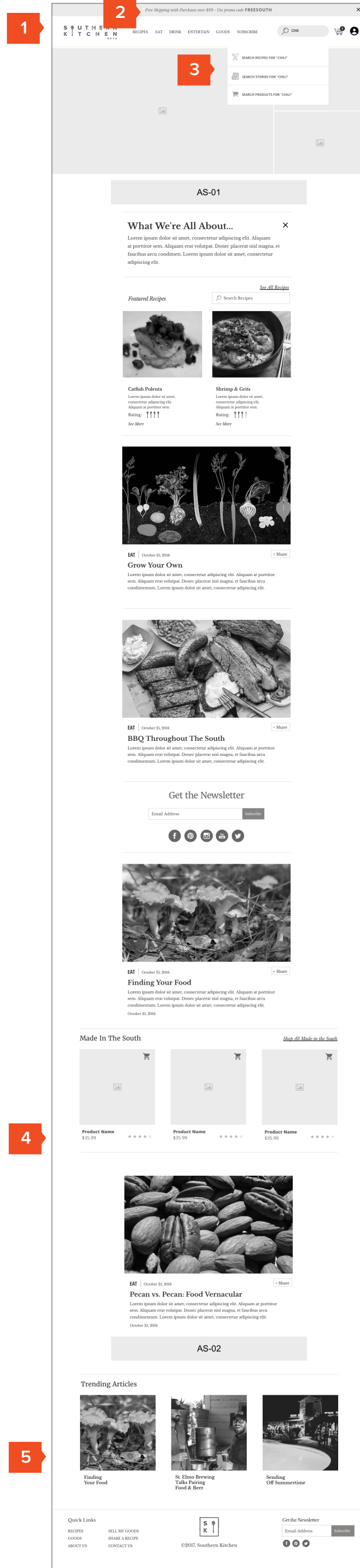
Below the map, there are filters for "Rating", "Price", and "Hours". Two restaurant listings are shown:

- South City Kitchen Midtown**: 4.4 stars (310 reviews), \$\$, American, "Sophisticated Southern cuisine", Atlanta, GA, "Opens at 11:00 AM".
- South City Kitchen Buckhead**: 4.5 stars (56 reviews), "Southern Restaurant (US)".

Small images of restaurant interiors are visible next to the listings.

Homepage

1. Search result lands user on home-page.
2. Announcement / promotional ribbon.
3. Pre-filtering via Search
4. Made in the South feature block (SKP note - can we geolocate and offer products made closest to that location or region?)
5. Trending stories.





Goods Page (All)

1. Featured product module
2. Featured Maker Profile
3. Made in the South module
4. Searching within products
5. Filtering (All, Eat, Drink, Entertain) & Sorting across dimensions (Popular, New, Price, Hand Crafted)
6. Product name, imagery, & price
7. Quick add to cart.
8. Affiliate ads from Ebay / Amazon (4 item max)
9. Pagination of items / results

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

Featured Product

Featured Maker Profile

Made in the South

Featured Product

Sponsored Product

Products

Filter By: All Goods

Sort By: Hand Crafted

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](#)

Get the Newsletter

Product Detail Page

1. Breadcrumb Goods Navigation
2. Large hi-res imagery of product
3. Maintain connection to Brand Story page / Brand
4. Salient bullets
5. Made in the South designation for corresponding goods
6. Size, color, quantity with "limited availability" language (optional)
7. Shipping & Timing, Sharing
8. Add to Cart
9. Amazon price below Our Price (Test)
10. Narrative driven product overview w / specs, care & use
11. Customer Commenting
12. Recommended Products
13. Trending / Recommended Articles
14. Recently viewed products / articles

S O U T H E R N
K I T C H E N
BETA

RECIPES EAT DRINK ENTERTAIN GOODS SUBSCRIBE

Home > Goods > Cookware > Lodge Cookware > Cast Iron Skillet

Lodge Cookware
♥ 18

15" Cast Iron Skillet

\$125.00

- Salient bullet point number one
- Salient bullet point number two
- Salient bullet point number three

Size
S
M
L
XL

Color

Quantity
- 1 +

Shipping & Timing

ADD TO CART
Buy on Amazon - \$125.00

10 Product Description

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

Specifications

Made in: South Pittsburgh, TN
Made of: Cast Iron
Size: 15" diameter x 1.5" deep
Sourced from: Asheville, NC
[Our return policy](#)

Care & Use

Always cool a hot pan for a few minutes before washing.

Do not plunge a hot pan into cold water. While Le Creuset's enamel is designed to be the most durable on the market, thermal shock may still occur, resulting in cracking or loss of enamel.

If there are food residues, fill the pan with warm water and let soak for 15 to 20 minutes before washing. A brush can be useful for removing small food deposits, or for cleaning between the ribs on grills. Do not use scourers or abrasive cleaners on the cooking surface. Nylon or soft abrasive pads or brushes can be used to remove stubborn residues. To avoid damaging the enamel, do not use metallic pads or harsh abrasive cleaning agents.

11 3 comments

Leave a message...

Discussion
Community
My Disqus
Share

Jake Franklin · 2 days ago
Lorem ipsum leo amet nisi quam ut primis lacinia nisi est pharetra gravida amet urna.
12 · Reply · Share

Erlin Masson · 2 days ago
Lorem ipsum leo amet nisi quam ut primis lacinia nisi est pharetra gravida amet urna.
12 · Reply · Share

Speckyboy · 2 days ago
Lorem ipsum leo amet nisi quam ut primis lacinia nisi est pharetra gravida amet urna.
12 · Reply · Share

Comment Feed
Subscribe via email
DISQUS

12 You Might Also Like

Product Name
\$35.99

Product Name
\$35.99

Product Name
\$35.99

13 Trending Articles

Finding Your Food

St. Elmo Brewing Talks Pairing Food & Beer

Sending Off Summertime

14 Recently Viewed

Product Name
\$35.99

Product Name
\$35.99

Product Name
\$35.99

Product Name
\$35.99

Quick Links

RECIPES SELL MY GOODS

GOODS SHARE A RECIPE

ABOUT US CONTACT US

©2017, Southern Kitchen

Get the Newsletter

Subscribe



Review Cart

1. Description and image of item(s) in cart.
2. Quick quantity adjust
3. Quick remove
4. Cart subtotal
5. Checkout Options

The screenshot displays a product page for a Lodge Cast Iron Skillet. The product details include the brand name 'LODGE', the product name '15" Cast Iron Skillet', and a list of bullet points. Below the product name, there are size selection buttons (S, M, L, XL) and a 'Shipping & Timing' link. The 'My Cart' overlay is positioned on the right side of the screen, showing the product name, a quantity of 1, and a price of \$125.00. The cart also displays a subtotal of \$125.00 and a 'PROCEED TO CHECKOUT' button. Payment options for PayPal and Amazon payments are visible at the bottom of the cart overlay. Red callout boxes with numbers 1 through 5 are overlaid on the image to highlight specific UI elements: 1 points to the product description and image, 2 points to the quantity adjuster, 3 points to the remove button, 4 points to the subtotal, and 5 points to the checkout options.



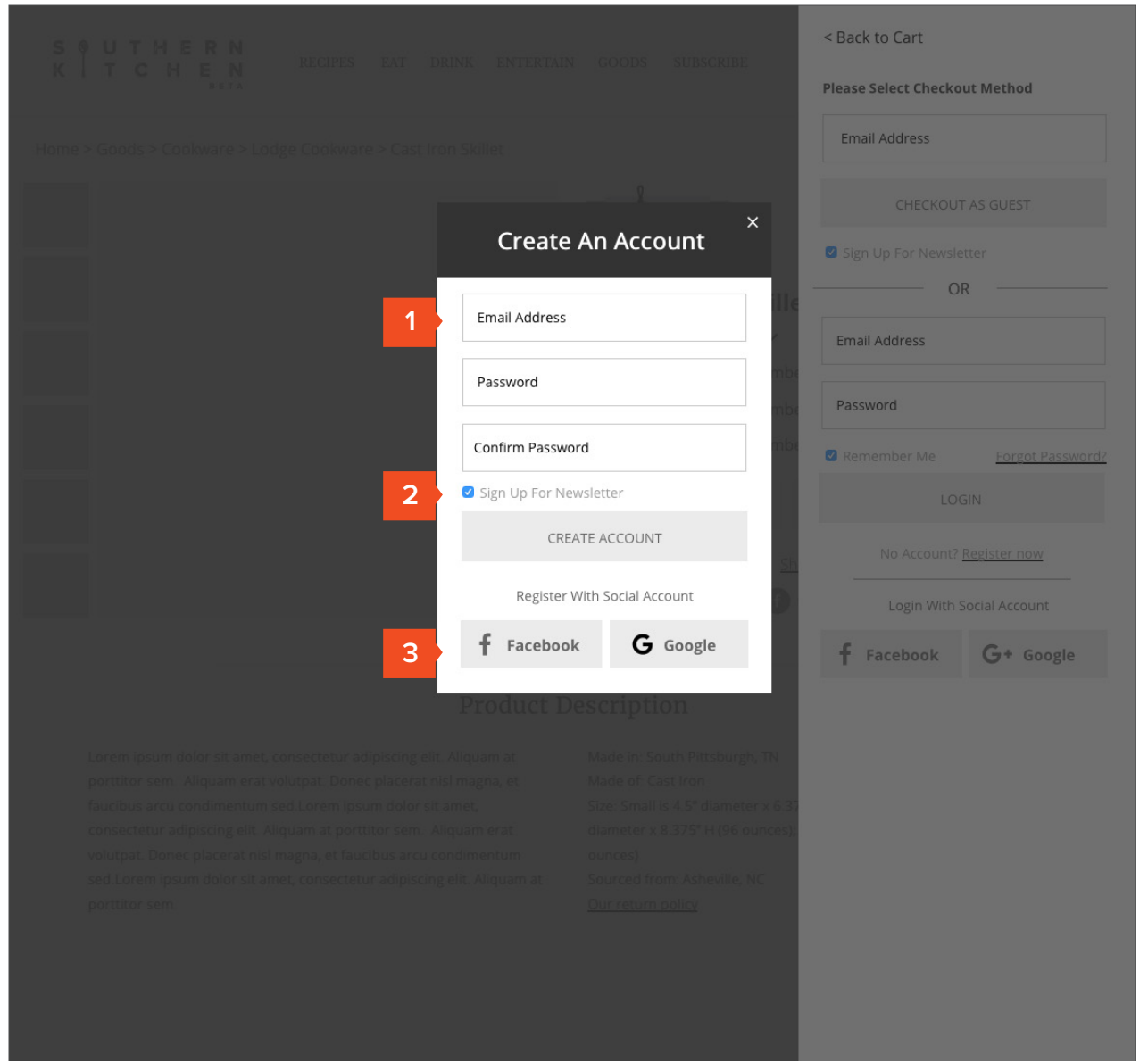
Create Account before Checkout

1. User clicks / taps "Register now"

The screenshot shows a product page for a Lodge 15" Cast Iron Skillet. The page is divided into two main sections: the product details and the checkout process. The product details section includes a breadcrumb trail (Home > Goods > Cookware > Lodge Cookware > Cast Iron Skillet), a list of salient bullet points, size selection options (S, M, L, XL), and social media sharing icons. The checkout process is on the right side, starting with a "Back to Cart" link, followed by a "Please Select Checkout Method" section. This section includes an "Email Address" input field, a "CHECKOUT AS GUEST" button, and a "Sign Up For Newsletter" checkbox. Below this is an "OR" separator, followed by another "Email Address" input field, a "Password" input field, a "Remember Me" checkbox, and a "Forgot Password?" link. A "LOGIN" button is also present. A red callout box with the number "1" points to a "No Account? Register now" link. At the bottom of the checkout section, there are "Login With Social Account" options for Facebook and Google.

Create An Account


1. Email & Password Entry
2. Newsletter Opt-In (Detect via cookie if user has opted in already.)
3. Register with social account.





Add Shipping Address

1. Progress indication / step indicator.
2. Shipping address info collection.
3. General Note: Autocorrect disabled on form fields, ensure proper keyboard comes up for corresponding field on mobile. Also, as discussed and agreed upon on 2/28, we are aligning this process with Goop's methodology to decrease development tim



Need help with your order?
Call us at 1-888-555-5555

[< Back to Cart](#)

1

1 SHIPPING

2 BILLING & PAYMENT

3 REVIEW

PERSONAL DETAILS

First Name

Last Name

Address

Address 2

City

State

Zip

Phone

SHIPPING METHOD

FedEx Standard Ground (\$5.95)

FedEx Expedited (\$15.95)

* We currently only deliver to the lower 48 states.

SAVE

PAYMENT DETAILS

Card Number

Expiration



CW

Cardholder's Name

BILLING ADDRESS

Use same as shipping

OR

SAVE

Product Name
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

\$125.00

Subtotal \$125.00

Shipping (FedEx Standard) \$5.95
Est. Delivery - Feb 3. - Feb 5

Tax \$0.00

Round Up For Charity

Apply a promo code

APPLY


Total \$130.95

PLACE ORDER | \$130.95



Add Credit Card / Payment Method

1. Confirm step completion
2. Show user what's been entered
3. Quick edit
4. Add payment method. (No storing of CC per SK Team)
5. 3rd Party Payments
6. General Note: Autocorrect disabled on form fields, ensure proper keyboard comes up for corresponding field on mobile. Also, as discussed and agreed upon on 2/28, we are aligning this process with Goop's methodology to decrease development tim



Need help with your order?
Call us at 1-888-555-5555

[< Back to Cart](#)

1

✓ SHIPPING

2

BILLING & PAYMENT

3

REVIEW

2

PERSONAL DETAILS

First Name

Last Name

Address

Address 2

City

State

Zip

Phone

Card Number

Expiration


CVV


Name on Card

BILLING ADDRESS

Use same as shipping

OR

5




SHIPPING METHOD

FedEx Standard Ground (\$5.95)

FedEx Expedited (\$15.95)

* We currently only deliver to the lower 48 states.

Product Name
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

\$125.00

Subtotal \$125.00

Shipping (FedEx Standard) \$5.95
Est. Delivery - Feb 3. - Feb 5

Tax \$0.00

Round Up For Charity

Apply a promo code
APPLY

Total \$130.95

PLACE ORDER | \$130.95

3

EDIT


SAVE

6



Checkout Review

1. Show all previously entered info for confirmation / quick editing.
2. Recap product info.
3. Subtotal recap
4. Shipping info
5. Round up for charity
6. Promo Code field
7. Grand Total



Need help with your order?
Call us at 1-888-555-5555

[< Back to Cart](#)

SHIPPING

BILLING & PAYMENT

3 REVIEW

1 PERSONAL DETAILS

First Name Last Name

Address

Address 2

City

State Zip

Phone

SHIPPING METHOD

FedEx Standard Ground (\$5.95)

FedEx Expedited (\$15.95)

* We currently only deliver to the lower 48 states.

1 PAYMENT DETAILS

Card Number


Expiration CVV

Name on Card

BILLING ADDRESS

Use same as shipping

OR

2  **Product Name**
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

\$125.00

3 Subtotal **\$125.00**

4 Shipping (FedEx Standard) **\$5.95**
Est. Delivery - Feb 3. - Feb 5

Tax **\$0.00**

5 Round Up For Charity

6 Apply a promo code


7 Total **\$130.95**

Quick Links

RECIPES HELP & SUPPORT

GOODS GIVE US FEEDBACK

SELL MY GOODS CONTACT US



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Get the Newsletter

Email Address

Google Search for Recipe

1. Search for specific recipe.
2. Presented with robust search result (image, rating, details) at top level.

The screenshot shows a Google search for "prosciutto salad". The search bar contains the text "prosciutto salad" and has a red box with the number "1" pointing to the search input. Below the search bar, the "All" tab is selected. The search results show "About 67,600 results (0.61 seconds)".

The first result is "Prosciutto Deli Meats & More - Sweet, Never Salty Prosciutto" from www.danielefoods.com/. It includes a small image of a prosciutto slice and text: "Crafted With New England Raised Hogs - Start Placing Your Prosciutto Order Now! Proudly Made In The USA - Specialty Deli Meats - Family Owned Since 1945. Types: Prosciutto, Mortadella, Sopressata, Chorizo, Salame, Paninos, Capocollo, Pepper Shooters, Pan... Our Delicious Prosciutto - Easy Online Ordering - Our Charcuterie Expert - Our Beautiful History".

The second result is "Prosciutto, Muscadine, and Olive Salad" from www.southernkitchen.com/recipe/prosciutto-muscadine-olive-salad. It features a red box with the number "2" pointing to the result, a small image of the salad, a 4-star rating, and text: "Rating: 4 - 12 reviews - 20 min - 193 cal. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat...".


The third result is "Prosciutto and Pine Nut Salad with Balsamic Vinaigrette recipe from ..." from www.bettycrocker.com/.../prosciutto...salad.../a7f0b264-385b-4d12-a4e6-11631434c.... It includes a small image of the salad and text: "10 min. As delicious as the featured house salad at your favorite bistro, this satisfying dish comes together quickly with bagged greens and an easy-prep dressing. ... 2 In serving bowl, toss greens, prosciutto, cheese and pine nuts. ... Some grocery stores carry toasted pine nuts. Missing: muscadine".

The fourth result is "Fresh Fig, Prosciutto, and Arugula Salad with Parmesan Shavings ..." from www.epicurious.com/.../fresh-fig-prosciutto-and-arugula-salad-with-parmesan-shavin.... It includes a small image of the salad and text: "Rating: 3.5/4 - 22 reviews. 2 large bunches arugula (about 1/2 pound total); 6 firm-ripe green or purple figs (about 1/2 pound); 6 to 8 large thin prosciutto slices (preferably San Daniele; ... Missing: muscadine".

Recipe Page (Inline Product Photo)

1. Links directly to recipe page.
2. Large, recipe specific photography.
3. Products visually connected to recipe, with subtle details
*Note: this module can appear anywhere within a story.
4. Quick link to print recipe, download PDF, & Share
5. Rating and number of “likes.”
6. How-to video (content piece via RTE)
7. Commenting with up / down voting
8. Related Recipes

SOUTHERN KITCHEN
RECIPES EAT DRINK ENTERTAIN GOODS SUBSCRIBE
Search



Blue Rimmed Plate
\$33.99

Flake Sea Salt
\$33.99

Handmade Napkin
\$33.99

RECIPES

Prosciutto, Muscadine & Olive Salad

October 23, 2016 | Words by John Thompson | Photos via J.R. Ward II | Rating: 1111 | 18 likes

AS-01

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Serves 8

What You'll Need

Ingredients

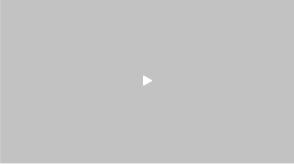
- 4 tablespoons butter, divided
- 1 clove garlic, sliced
- 5 shallots, peeled and thinly sliced
- Salt
- 3 tablespoons sherry or white wine vinegar
- 1 bay leaf
- 1 sprig thyme
- 1 quart chicken stock
- 1 pound chicken livers
- 1/2 cup all-purpose flour
- 2 tablespoons vegetable oil
- 1/4 cup diced country ham
- 1/4 cup chopped fresh flat leaf parsley

Tools

- 2-quart heavy saucepan
- Blender
- Sieve
- Measuring Cup

What To Do

Heat 1 tablespoon butter in a 2-quart heavy saucepan. Add the garlic and cook on low 1 to 2 minutes. Add the shallots and a pinch of salt and cook on medium, stirring occasionally to prevent scorching, until the shallots are caramelized to a golden brown, about 20 to 30 minutes. Deglaze the pan with the vinegar and then add the bay leaf, thyme and chicken stock. Bring to a boil, then reduce to a simmer and cook until the liquid is reduced by more than half, about 40 minutes. Remove the bay leaf and thyme.



Transfer to a blender and puree, and then push the sauce through a sieve or strainer. Season to taste with salt and pepper. You should have about 2 cups of sauce, about the thickness of a light gravy.

Rinse and pat dry the chicken livers. Place the flour in a plastic bag and season generously with salt and pepper. Add the livers, close the bag and shake to coat the livers in the seasoned flour.

AS-02

Additional Notes

If you don't have any country ham on hand, you can use ham, prosciutto or thick-cut bacon (add it to the pan with the chicken livers after the first 3 minutes).

Make the shallot gravy in advance – you'll love it on mashed potato, too – and then prepare the rest of the dish just before serving. Chef Unberger advised, "Once you have the shallot sauce down, everything else is just [an] in-the-pan kind of thing."

We'd love your feedback!

Have you made this recipe? Are there any tips or tricks you think we should add? Click below to take a short survey and share your thoughts.

SHARE YOUR THOUGHTS

3 comments

Discussion Community My Disqus Show


John Franklin - 2 days ago
Lorem ipsum leo amet nisi quam ut pretia lacrima nisi est pharetra gravida amet urna, 12 = 1 - 1 - Reply - Share

John Messon - 2 days ago
Lorem ipsum leo amet nisi quam ut pretia lacrima nisi est pharetra gravida amet urna, 12 = 1 - 1 - Reply - Share


John Messon - 2 days ago
Lorem ipsum leo amet nisi quam ut pretia lacrima nisi est pharetra gravida amet urna, 12 = 1 - 1 - Reply - Share

DISQUS


Related Recipes See All Recipes



Catfish Polenta
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.
[See More](#)



Shrimp & Grits
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.
[See More](#)



Grits & Shrimp
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[See More](#)

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Quick Links

RECIPES | EAT MY GOODS | GIDS | ABOUT US



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Recipe Page (Product Open)

1. Hovering over photo presents user with product imagery, quick add, and link to PDP.
*Note: this module can appear anywhere within a story.

The screenshot shows a web page for 'Southern Kitchen'. At the top, there is a navigation bar with links for RECIPES, EAT, DRINK, ENTERTAIN, GOODS, and SUBSCRIBE, along with a search bar and a shopping cart icon. Below the navigation is a large image of a dish. Underneath the image are three product recommendations, each with a 'quick add' icon and a price: 'Blue Rimmed Plate' for \$35.99, 'Flake Sea Salt' for \$35.99, and 'Handmade Napkin' for \$35.99. A red callout box with the number '1' is positioned over the first product. Below the products is a section for the recipe 'Prosciutto, Muscadine & Olive Salad', which includes a 'Share' button, a date of 'October 25, 2016', author 'John Thompson', photographer 'J.R. Ward, II', a heart icon with '18', and a rating of four stars. A grey box with the text 'AS-01' is located below the recipe title. At the bottom of the page, there is a line of placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat. Donec placerat nisl magna, et faucibus arcu'.

Recipe Page (not tied to photography)

1. "Shop the Recipe" block
- "See All" links to anchor down page.
2. User "quick adds" product and goes to cart to complete checkout.

SOUTHERN
KITCHEN

RECIPES EAT DRINK ENTERTAIN GOODS SUBSCRIBE

Search

RECIPES

Prosciutto, Muscadine & Olive Salad

October 25, 2016 | Words by John Thompson | Photos via iStock.com | Rating: ★★★★☆ | 18 Likes

AS-01

>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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1

Shop the Recipe

Product Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

\$35.99

See All Products >

Serves 8

What You'll Need

4 tablespoons butter, divided
1 clove garlic, sliced
5 shallots, peeled and thinly sliced
Salt
3 tablespoons sherry or white wine vinegar
1 bay leaf
1 sprig thyme
1 quart chicken stock
1 pound chicken livers
1/2 cup all-purpose flour
2 tablespoons vegetable oil
1/4 cup diced country ham
1/4 cup chopped fresh flat leaf parsley

What To Do

Heat 1 tablespoon butter in a 2-quart heavy saucpan. Add the garlic and cook on low 1 to 2 minutes. Add the shallots and a pinch of salt and cook on medium, stirring occasionally to prevent scorching, until the shallots are caramelized to a golden brown, about 10 to 30 minutes. Deglaze the pan with the vinegar and then add the bay leaf, thyme and chicken stock. Bring to a boil, then reduce to a simmer and cook until the liquid is reduced by more than half, about 40 minutes. Remove the bay leaf and thyme.

Transfer to a blender and puree, and then push the sauce through a sieve or strainer. Season to taste with salt and pepper. You should have about 2 cups of sauce, about the thickness of a light gravy.

Rinse and pat dry the chicken livers. Place the flour in a plastic bag and season generously with salt and pepper. Add the livers, close the bag and shake to coat the livers in the seasoned flour.

AS-02

Additional Notes

If you don't have any country ham on hand, you can use ham, prosciutto or thick-cut bacon (add it to the pan with the chicken livers after the first 3 minutes).

Make the shallot gravy in advance – you'll love it on mashed potatoes, too – and then prepare the rest of the dish just before serving. Chef Unberger advised, "Once you have the shallot sauce down, everything else is just [an] in-the-pan kind of thing."

2

Shop the Recipe

Product Name

\$35.99

Product Name

\$35.99

Product Name

\$35.99

Product Name

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Product Name

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Product Name

\$35.99

Related Recipes

Catfish Polenta

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[See More](#)

Shrimp & Grits

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

[See More](#)

Catfish Polenta

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

[See More](#)

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Southern Kitchen

Mobile Wireframe User Flows

April 18, 2017 | Version 6



In this Document

1. Article to Purchase Path via FB (Cornbread Article)
2. Browse Goods (from Homepage) to Purchase Path via Organic Search
3. View Recipe to Purchase Path via PPC (Recipe Placement)



Facebook > Southern Kitchen

1. Presented with an article in Facebook feed.

The screenshot shows a Facebook news feed interface. At the top, there is a search bar and navigation options like 'Home', 'Witt', and 'Messages'. The main content area features a post from 'Southern Kitchen' posted 34 minutes ago. The post includes a photo of a cornbread in a skillet and the text: 'No matter how much space you have on your dinner table, or in your stomach when it's time for seconds, there's always room for cornbread.' Below the photo is a link to '5 twists on a Southern classic: Cornbread' with a sub-headline 'Here are five easy ways to enjoy cornbread with your meal.' and the URL 'SOUTHERNKITCHEN.COM'. The post has 'Like', 'Comment', and 'Share' buttons. Below the post is a comment box with 'Write a comment...' and a '1' notification. The right sidebar shows a list of user interactions, including 'Erica Webb replied to Moira O'Neil Martish's comment', 'Travis Sharp likes Ian Lemke's post', and 'Brantley Fletcher likes Matt Whitehead's post'. At the bottom, there is a 'TRENDING' section with items like 'Mark Zuckerberg' (330K people talking about this) and 'Dear White People' (3.6K people talking about this). Language options are visible at the very bottom right.

Article Page

- Enhanced Attributions (Author, Editor, Photographer, Videographer)
- Brand associated with story, encourage user to "Learn More"
- Inline links to detailed recipes (recipe / article hybrid)
- Shop the Story attaches product to content (swipe through)
- Article Carousel (swipe through)
- Commenting (moderated) with up / down voting (via Disqus / Livefyre / FB)

EAT
+ Share

5 Twists on a Southern Classic: Cornbread

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

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Fine cast-iron, handmade in South Pittsburgh, TN.
[Read The Lodge Story](#)

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Make The Story

Cajun Cornbread
Rating: ★★★★ ❤️ 18

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AS-01

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AS-02

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Shop the Story

Product Name
\$35.99 ★★★★★

Trending Articles

Finding Your Food

14 Comments Login ▾

Sort by Best ▾ Share Favorite ★

Join the discussion...

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

Kim @kim

→ 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 ^ | ▾ · Reply · Share >

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DISQUS

Suggested Recipes

Recipe Name Ipsum

↑↑↑↑ ❤️ 13

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1

2

3


4



5

6

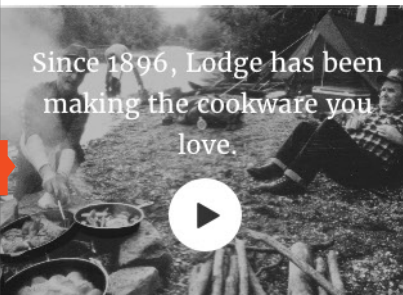
Brand Story Page

1. Brand / Maker Name (SK
Styled to accomodate Makers
who may not have a logo)
2. Brand Overview Video
3. Brand summary statement,
location made / established /
branding / logo
4. Crafted in South badges
(designs TBD)
5. Brand story / Why Brand?
6. Editor Comment (optional)
7. Featured / Flagship Products
(Carousel)
8. Multimedia content
9. Sample of Featured Product
10. Clicking product goes to PDP
11. Shop all Lodge Products Page




1 Lodge Cast Iron




2 Since 1896, Lodge has been making the cookware you love.



3 South Pittsburgh, TN | Est. 1896

We don't just make iron; we make heirlooms that bring people together for generations.

4




5 The Lodge Story


As Lodge continues to develop the core line of seasoned cast iron, the introduction of complementary lines of cookware has seen great success over the past 2 decades. Lodge's diverse and colorful line of Porcelain Enameled Cast Iron has earned rave reviews from media and consumers since its inception in 2005.

6 Editor's Note

We love Lodge because of their rich history and time-tested cast iron - these are truly heirloom pieces!

- *Shyla Fox, SK Editor*






7


Deep Cast Iron Skillet
\$125.99


SHOP ALL LODGE COOKWARE



8 "We've tried other shapes and people don't like that. They keep wanting the traditional shape created by my great-grandfather,

9 Featured Lodge Products





10

Product Name
\$35.99 ★★★★★


11 SHOP ALL LODGE COOKWARE


Quick Links

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Product Detail Page

1. Product Photo Gallery (Swipe)
2. Maintain connection to Brand Story page / Brand
3. Spec selection & quantity
4. Add to Cart
5. Amazon price below Our Price (Test)
6. Salient bullets
7. Crafted in the South designation for corresponding goods
8. Shipping & Timing, Sharing
9. Narrative driven product overview w / specs, care & use
10. Customer Commenting
11. Recommended Products
12. Trending / Recommended Articles
13. Recently viewed products / articles

❤️ 18

Lodge Cookware

15" Cast Iron Skillet

\$125.00

Size

S
M
L
XL

Color

Quantity - 1 +

Only 3 Left!

ADD TO CART

[Buy on Amazon - \\$125.99](#)

- Salient bullet point number one
- Salient bullet point number two
- Salient bullet point number three

CRAFTED IN

THE SOUTH

[Shipping & Timing](#)

Product Description

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.

Specifications

Made in: South Pittsburgh, TN
 Made of: Cast Iron
 Size: 15" diameter x 1.5" deep
 Sourced from: Asheville, NC
[Our return policy](#)

Care & Use

Always cool a hot pan for a few minutes before washing.

Do not plunge a hot pan into cold water. While Le Creuset's enamel is designed to be the most durable on the market, thermal shock may still occur, resulting in cracking or loss of enamel.

If there are food residues, fill the pan with

cracking or loss of enamel.

If there are food residues, fill the pan with warm water and let soak for 15 to 20 minutes before washing. A brush can be useful for removing small food deposits, or for cleaning between the ribs on grills. Do not use scourers or abrasive cleaners on the cooking surface. Nylon or soft abrasive pads or brushes can be used to remove stubborn residues. To avoid damaging the enamel, do not use metallic pads or harsh abrasive cleaning agents.

14 Comments Login ▾

Sort by Best ▾ Share Favorite

Join the discussion...

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 ^ | ▾ · 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 ^ | ▾ · Reply · Share >

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You Might Also Like

Product Name
\$35.99 ★★★★★

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Recently Viewed

Product Name
\$35.99 ★★★★★

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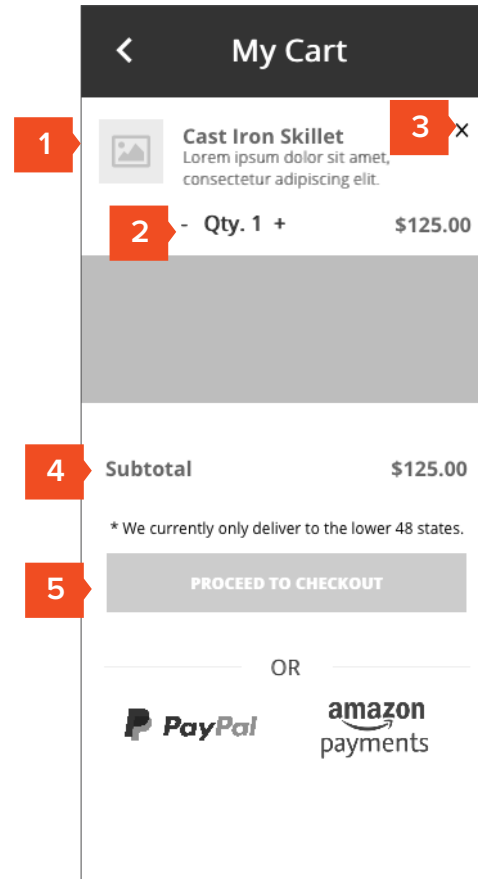
Subscribe

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Review Cart

1. Description and image of item(s) in cart.
2. Quick quantity adjust
3. Quick remove
4. Cart subtotal
5. Checkout Options





Checkout As Guest (Not Logged In)


1. Email capture for Guest Checkout (Set Cookie if this has been entered).
2. Opt-in to Newsletter
3. Login option for existing account.
4. Remember User
5. Forgot Password link
6. Register if no account
7. Login via FB / Google Account (note: Google is a frequently used login shortcut - not necessarily G+ - we can limit to FB if needed though.)
8. General note: Aligned with Goop checkout process as discussed in 2/28 meeting to save dev time.

The screenshot shows a checkout form titled "< Back to Cart" and "Please Select Checkout Method". It features a "CHECKOUT AS GUEST" button, a newsletter sign-up checkbox, and a login section with "Email Address" and "Password" fields, a "Remember Me" checkbox, a "Forgot Password?" link, and a "LOGIN" button. Below the login section is a "No Account? Register now" link and a "Login With Social Account" section with "Facebook" and "Google" buttons. Red callout boxes with numbers 1 through 7 point to the following elements: 1. Email Address field; 2. Sign Up For Newsletter checkbox; 3. Email Address field; 4. Remember Me checkbox; 5. Forgot Password? link; 6. Register now link; 7. Facebook button.



Checkout Step 1 - Address

1. Progress indication / step indicator - can be used to navigate back once section is complete.
2. Shipping address info collection.
3. If zip entered on previous screen, this should persist here.
4. Shipping Method Choice & Associated Price (based on Zip)
5. General Note: Autocorrect disabled on form fields, ensure proper keyboard comes up for corresponding field on mobile. Also, as discussed and agreed upon on 2/28, we are aligning this process with Goop's methodology to decrease development time.

**Need help with your order?**
Call us at 1-888-555-5555

[< Back to Cart](#)

1 SHIPPING **2** BILLING **3** REVIEW

PERSONAL DETAILS

First Name Last Name

Address

Address 2

City

State Zip

Phone

SHIPPING METHOD

FedEx Standard Ground
 FedEx Expedited (\$15.95)

* We currently only deliver to the lower 48 states.

SAVE



Checkout Step 2 - Billing


1. Confirm step completion, allow to navigate back if user needs to edit info.
2. Add payment method.
3. 3rd Party Payments

The screenshot shows the checkout process for Southern Kitchen. At the top, there is a logo with 'S K' and a text box that says "Need help with your order? Call us at 1-888-555-5555". Below this is a navigation bar with three steps: "SHIPPING" (marked with a checkmark and a red '1'), "BILLING" (marked with a red '2'), and "REVIEW" (marked with a red '3'). A "< Back to Cart" link is also present. The main content area is titled "PAYMENT DETAILS" (marked with a red '2') and contains three input fields: "Card Number" (47447300928392837), "Expiration" (06/21), and "CVV" (8472). Below these is a "Name on Card" field with the value "Witt I. Langstaff". A "BILLING ADDRESS" section has a checked checkbox for "Use same as shipping". Below this is an "OR" separator and two payment options: "PayPal" (marked with a red '3') and "amazon payments". At the bottom is a grey "SAVE" button.




Checkout Step 3 - Review & Pay

1. Show progress / completion and allow linking back.
2. Recap product info.
3. Subtotal recap
4. Shipping info
5. Round up for charity
6. Promo Code field
7. Grand Total
8. Submit order

**Need help with your order?**
Call us at 1-888-555-5555

[< Back to Cart](#)

1 SHIPPING BILLING **3** REVIEW

2  **Product Name**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. **\$125.00**

3 **Subtotal** **\$125.00**

4 **Shipping (FedEx Standard)** **\$5.95**
Est. Delivery - Feb 3. - Feb 5

5 Round Up For Charity **\$0.00**




6 **Apply a promo code**

7 **Total** **\$130.95**

8

Order Confirmation Page

1. Confirmation email sent to address.
2. Confirmation number.
3. Order recap with total charged.
4. Support Info.
5. Print receipt.
6. Featured story to keep users in the system.
7. Suggested stories
8. Suggested Recipes (align with products just purchased if possible).



Thank you!

Your order's been recieved, and we'll let you know when it ships. We've sent a confirmation email to witt@somegood.co

1 Order Confirmation: L9G2X1


3 **Items Ordered:**
Lodge Cast Iron Skillet (1x)

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


Estimated Delivery:
Feb. 3 - Feb. 5 (Fedex Ground)

Total: \$137.00

4 **Need help with your order?**
Call us at 1-888-555-5555

5  Print My Receipt


6 **Featured Profile**



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

[Read The Profile](#)

You Might Also Like



Product Name
\$35.99 ★★★★★

7 **Recipes**



Recipe Name Ipsum
★★★★★ 13

8 **Recommended Stories**



Recipe Name Ipsum
★★★★★ 13

Quick Links

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

Get the Newsletter

Email Address



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Google Search Results

1. Organic search for general terms.

The screenshot shows a Google search for "southern kitchen ideas". The search bar contains the text "southern kitchen ideas" and a red box with the number "1" is overlaid on the "Go" button. Below the search bar, navigation tabs for "All", "Maps", "Images", "Shopping", "News", "More", "Settings", and "Tools" are visible. The search results indicate "About 20,200,000 results (1.12 seconds)".

The first result is for "Southern Kitchen" with the website "southernkitchen.com". A description states: "Southern Kitchen is about the belief that, in the South, more than just food gets made in the kitchen." Below this are links for "Recipes", "Eat", "Drink", "Entertain", and "Goods".

A map of Atlanta, Georgia, is displayed, showing several locations of "South City Kitchen": "South City Kitchen Vinings", "South City Kitchen Buckhead", and "South City Kitchen Midtown".

Below the map, there are filters for "Rating", "Price", and "Hours". Two restaurant listings are shown:

- South City Kitchen Midtown**: 4.4 stars (310 reviews), \$\$, American, "Sophisticated Southern cuisine", Atlanta, GA, "Opens at 11:00 AM".
- South City Kitchen Buckhead**: 4.5 stars (56 reviews), "Southern Restaurant (US)".

Small images of restaurant interiors are visible next to the listings.

Homepage

1. Search result lands user on home-page.
2. Announcement / promotional ribbon.
3. Made in the South feature block (SKP note - can we geolocate and offer products made closest to that location or region?)
4. Trending stories.

×

Free Shipping with Purchases over \$99
Use promo code **FREESOUTH**

Southern Charcuterie

Our favorite chefs share their secrets.

[Read More >](#)

Southern Charcuterie

Sending Off Summertime

St. Elmo Talks Beer & Food

AS-01

What We're All About...

×

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

Featured Recipes

[See All Recipes](#)

Catfish Polenta

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

Rating: ↑↑↑↑

[See More](#)

Shrimp & Grits

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem.

Rating: ↑↑↑↑

[See More](#)

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.

Get the Newsletter

Subscribe

EAT | October 25, 2016

+ Share

Finding Your Food

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.

Made In The South

×

AS-02

EAT | October 25, 2016

+ Share

Pecan vs. Pecan: Food Vernacular

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.

AS-02

Trending Articles

AS-02

Trending Articles

EAT | October 25, 2016

+ Share

Finding Your Food

Quick Links

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

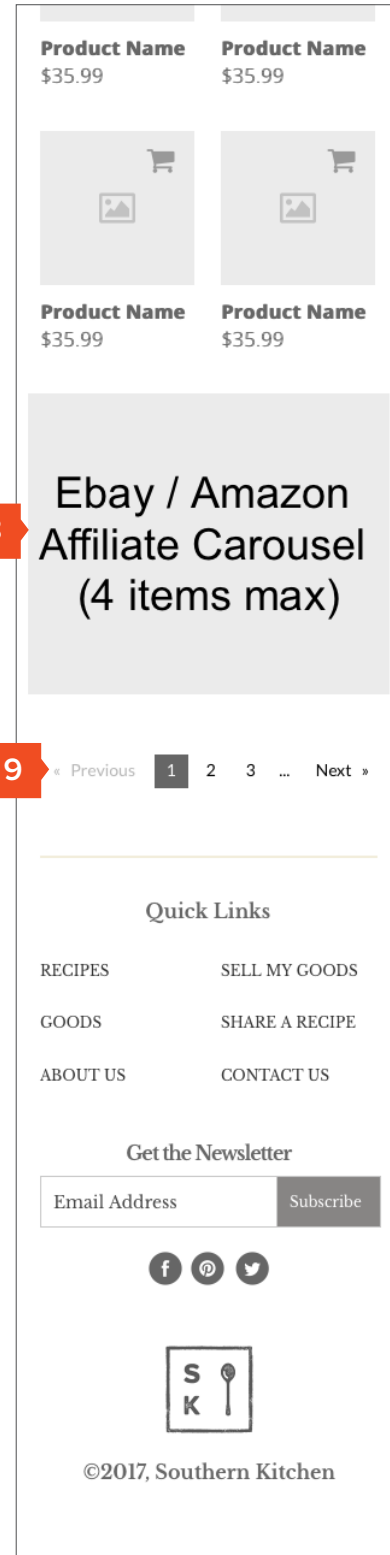
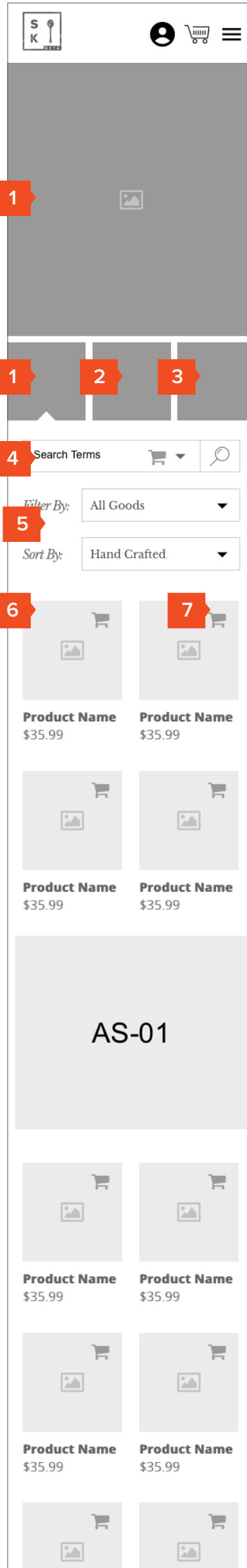
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Goods Page (All)

1. Featured product module
2. Deals of the day module
3. Made in the South module
4. Searching within products
5. Filtering (All, Eat, Drink, Entertain) & Sorting across dimensions (Popular, New, Price, Hand Crafted)
6. Product name, imagery, price.
7. Quick add to cart.
8. Ebay / Amazon affiliate ad
9. Pagination of items / results



Product Detail Page

1. Product Photo Gallery (Swipe)
2. Maintain connection to Brand Story page / Brand
3. Spec selection & quantity
4. Add to Cart
5. Amazon price below Our Price (Test)
6. Salient bullets
7. Crafted in the South designation for corresponding goods
8. Shipping & Timing, Sharing
9. Narrative driven product overview w / specs, care & use
10. Customer Commenting
11. Recommended Products
12. Trending / Recommended Articles
13. Recently viewed products / articles

Lodge Cookware

15" Cast Iron Skillet

\$125.00

18

Size

S

M

L

XL

Color

Quantity - 1 +

Only 3 Left!

ADD TO CART

[Buy on Amazon - \\$125.99](#)

- Salient bullet point number one
- Salient bullet point number two
- Salient bullet point number three

CRAFTED IN

THE SOUTH

[Shipping & Timing](#)

Product Description

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.

Specifications

Made in: South Pittsburgh, TN
 Made of: Cast Iron
 Size: 15" diameter x 1.5" deep
 Sourced from: Asheville, NC
[Our return policy](#)

Care & Use

Always cool a hot pan for a few minutes before washing.

Do not plunge a hot pan into cold water. While Le Creuset's enamel is designed to be the most durable on the market, thermal shock may still occur, resulting in cracking or loss of enamel.

If there are food residues, fill the pan with

cracking or loss of enamel.

If there are food residues, fill the pan with warm water and let soak for 15 to 20 minutes before washing. A brush can be useful for removing small food deposits, or for cleaning between the ribs on grills. Do not use scourers or abrasive cleaners on the cooking surface. Nylon or soft abrasive pads or brushes can be used to remove stubborn residues. To avoid damaging the enamel, do not use metallic pads or harsh abrasive cleaning agents.

14 Comments Login ▾

Sort by Best ▾ Share Favorite ★

Join the discussion...

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 ^ | ▾ · 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 ^ | ▾ · Reply · Share >

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

You Might Also Like

Product Name

\$35.99

★★★★★

Trending Articles

Finding Your Food

Recently Viewed

Product Name

\$35.99

★★★★★

Quick Links

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[GOODS](#)

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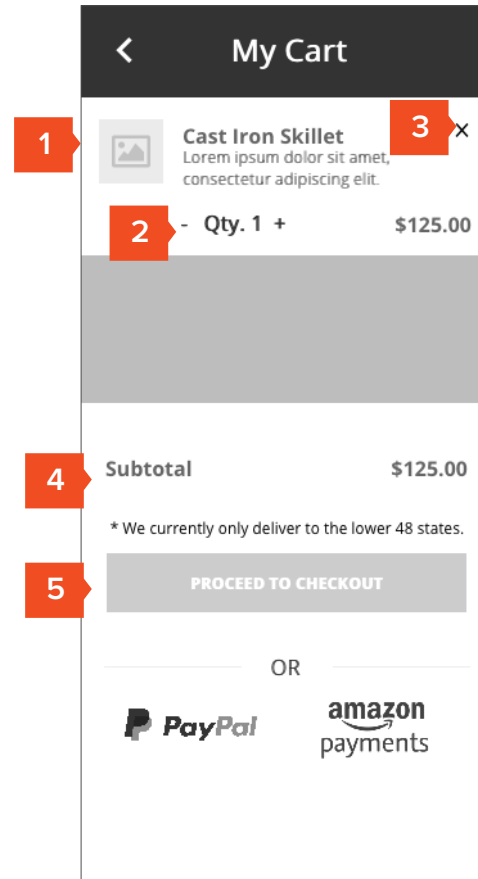
Subscribe

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Review Cart

1. Description and image of item(s) in cart.
2. Quick quantity adjust
3. Quick remove
4. Cart subtotal
5. Checkout Options





Create Account before Checkout

1. User clicks / taps "Register now"

< Back to Cart

Please Select Checkout Method

Email Address

CHECKOUT AS GUEST

Sign Up For Newsletter

OR

Email Address

Password

Remember Me [Forgot Password?](#)

LOGIN

1 No Account? [Register now](#)

Login With Social Account

Facebook Google

Create An Account

1. Email & Password Entry
2. Newsletter Opt-In (Detect via cookie if user has opted in already.)
3. Register with social account.

The screenshot shows a 'Create An Account' form with the following elements:


- 1** points to the 'Email Address' input field.
- 2** points to the 'Sign Up For Newsletter' checkbox, which is checked.
- 3** points to the social registration options, specifically the 'Facebook' and 'Google' buttons.

The form also includes a 'Password' field, a 'Confirm Password' field, a 'CREATE ACCOUNT' button, and a 'Register With Social Account' section.



Checkout Step 1 - Address

1. Progress indication / step indicator - can be used to navigate back once section is complete.
2. Shipping address info collection.
3. If zip entered on previous screen, this should persist here.
4. Shipping Method Choice & Associated Price (based on Zip)
5. General Note: Autocorrect disabled on form fields, ensure proper keyboard comes up for corresponding field on mobile. Also, as discussed and agreed upon on 2/28, we are aligning this process with Goop's methodology to decrease development time.

**Need help with your order?**
Call us at 1-888-555-5555

[< Back to Cart](#)

1 SHIPPING **2** BILLING **3** REVIEW

PERSONAL DETAILS

First Name Last Name

Address

Address 2

City

State Zip

Phone

SHIPPING METHOD

FedEx Standard Ground
 FedEx Expedited (\$15.95)


* We currently only deliver to the lower 48 states.

SAVE



Checkout Step 2 - Billing

1. Confirm step completion, allow to navigate back if user needs to edit info.
2. Add payment method.
3. 3rd Party Payments



Need help with your order?
Call us at 1-888-555-5555

< Back to Cart

1 SHIPPING **2** BILLING **3** REVIEW

2 PAYMENT DETAILS



Card Number
47447300928392837

Expiration 06/21 CVV 8472

Name on Card
Witt I. Langstaff

BILLING ADDRESS
 Use same as shipping

OR


3  

SAVE




Checkout Step 3 - Review & Pay

1. Show progress / completion and allow linking back.
2. Recap product info.
3. Subtotal recap
4. Shipping info
5. Round up for charity
6. Promo Code field
7. Grand Total
8. Submit order

**Need help with your order?**
Call us at 1-888-555-5555

[< Back to Cart](#)

1 SHIPPING BILLING **3** REVIEW

2  **Product Name**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. \$125.00

3 **Subtotal** \$125.00

4 **Shipping (FedEx Standard)** \$5.95
Est. Delivery - Feb 3. - Feb 5

Tax \$0.00

5 Round Up For Charity

6 **Apply a promo code**

7 **Total** \$130.95

8

Google Search for Recipe

1. Search for specific recipe.
2. Presented with robust search result (image, rating, details) at top level.

The screenshot shows a Google search for "prosciutto salad". The search bar contains the text "prosciutto salad" and has a red box with the number "1" next to it. Below the search bar, there are tabs for "All", "Shopping", "Images", "Maps", "Videos", "More", "Settings", and "Tools". The search results show "About 67,600 results (0.61 seconds)". The first result is "Prosciutto Deli Meats & More - Sweet, Never Salty Prosciutto" from www.danielefoods.com/. The second result is "Prosciutto, Muscadine, and Olive Salad" from www.southernkitchen.com/recipe/prosciutto-muscadine-olive-salad, which has a red box with the number "2" next to it. This result includes a small image of the salad, a 4-star rating, and a rating of 4 from 12 reviews. The third result is "Prosciutto and Pine Nut Salad with Balsamic Vinaigrette recipe from ..." from www.bettycrocker.com/.../prosciutto...salad.../a7f0b264-385b-4d12-a4e6-11631434c... and the fourth is "Fresh Fig, Prosciutto, and Arugula Salad with Parmesan Shavings ..." from www.epicurious.com/.../fresh-fig-prosciutto-and-arugula-salad-with-parmesan-shavin... with a 3.5/4 rating from 22 reviews.

Recipe Page

1. Products visually connected to recipe, with subtle details. (This module type can exist anywhere, ideally, not just at the top.)
2. Quick link to print recipe, download PDF, & Share
3. Rating and number of "likes."
4. How-to video (content piece via RTE)
5. Commenting with up / down voting
6. Related Recipes

RECIPES
2

+ Share

Prosciutto, Muscadine & Olive Salad

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

3
❤️ 18
Rating:

AS-01

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.

What You'll Need

Ingredients

- 4 tablespoons butter, divided
- 1 clove garlic, sliced
- 5 shallots, peeled and thin sliced
- Salt
- 3 tablespoons sherry
- 1 bay leaf
- 1 sprig thyme
- 1 quart chicken stock Pepper
- 1 pound chicken livers
- 1/2 cup all-purpose flour
- 2 tablespoons vegetable oil
- 1/4 cup diced country ham
- 1/4 cup chopped flat leaf parsley

Tools

- 2-quart heavy saucepan
- Blender
- Sieve
- Measuring Cup

Tools

- 2-quart heavy saucepan
- Blender
- Sieve
- Measuring Cup

What To Do

Heat 1 tablespoon butter in a 2-quart heavy saucepan. Add the garlic and cook on low 1 to 2 minutes. Add the shallots and a pinch of salt and cook on medium, stirring occasionally to prevent scorching, until the shallots are caramelized to a golden brown, about 20 to 30 minutes. Deglaze the pan with the vinegar and then add the bay leaf, thyme and chicken stock. Bring to a boil, then reduce to a simmer and cook until the liquid is reduced by more than half, about 40 minutes. Remove the bay leaf and thyme.

Transfer to a blender and puree, and then push the sauce through a sieve or strainer. Season to taste with salt and pepper. You should have about 2 cups of sauce, about the thickness of a light gravy.

Rinse and pat dry the chicken livers. Place the flour in a plastic bag and season generously with salt and pepper. Add the livers, close the bag and shake to coat the livers in the seasoned flour.

If you don't have any country ham on hand, you can use ham, prosciutto or thick-cut bacon (add it to the pan with the chicken livers after the first 3 minutes).

Make the shallot gravy in advance – you'll love it on mashed potatoes, too – and then prepare the rest of the dish just before serving, Chef Umberger advised. "Once you have the shallot sauce down, everything else is just [an] in-the-pan kind of thing."

We'd love your feedback!

Have you made this recipe? Are there any tips or tricks you think we should add? Click below to take a short survey and share your

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 ^ | ▾ · 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 ^ | ▾ · Reply · Share >

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 Privacy
DISQUS

Suggested Recipes

Recipe Name Ipsum

❤️ 13

Quick Links

RECIPES	SELL MY GOODS
GOODS	SHARE A RECIPE
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Recipe Page (Product Swipe)




1. Product (either tied visually to photography or not) swipe through in a carousel fashion. This module can live anywhere in an article.


The mockup shows a mobile recipe card with the following elements:



- Header:** Southern Kitchen logo (S, K, fork icon), shopping cart icon with '1', and a menu icon.
- Image Area:** A placeholder image for the product, with a red callout '1' pointing to it.
- Product Name:** **Product Name** followed by the price **\$35.99**.
- Carousel:** A row of four dots, with the first dot filled, indicating the current slide.
- Actions:** A 'RECIPES' label, a print icon, a PDF icon, and a '+ Share' button.
- Title:** **Prosciutto, Muscadine & Olive Salad**
- Metadata:** 'October 25, 2016', 'Words by [John Thompson](#)', and 'Photos via [J.R. Ward, II](#)'.
- Engagement:** A heart icon with '18' and a 'Rating:' section with four fork icons and a refresh icon.
- Image Placeholder:** A large grey box containing the text 'AS-01'.
- Text:** 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at porttitor sem. Aliquam erat volutpat.'

Recipe Page (not tied to photography)

1. "Shop the Recipe" block








RECIPES


+ Share

Prosciutto, Muscadine & Olive Salad

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

♥ 18
Rating:  ?

AS-01


Serves 8

What You'll Need

- 4 tablespoons butter, divided
- 1 clove garlic, sliced
- 5 shallots, peeled and thinly sliced

2 tablespoons vegetable oil
1/4 cup diced country ham
1/4 cup chopped fresh flat leaf parsley

1
Shop the Recipe



Product Name
★★★★★

\$35.99

What To Do

Heat 1 tablespoon butter in a 2-quart heavy saucepan. Add the garlic and cook on low 1 to 2 minutes. Add the shallots and a pinch of salt and cook on medium, stirring occasionally to prevent scorching, until the shallots are caramelized to a golden brown, about 20 to 30 minutes. Deglaze the pan with the vinegar and then add the bay leaf, thyme and chicken stock.