

MCCORMICK.COM REDESIGN 2008  
PROPOSED WIREFRAMES :: V4.0





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www.mccormick.com

**SCR\_001**  
McCormick Home Page

**SCR\_061**  
Search Results

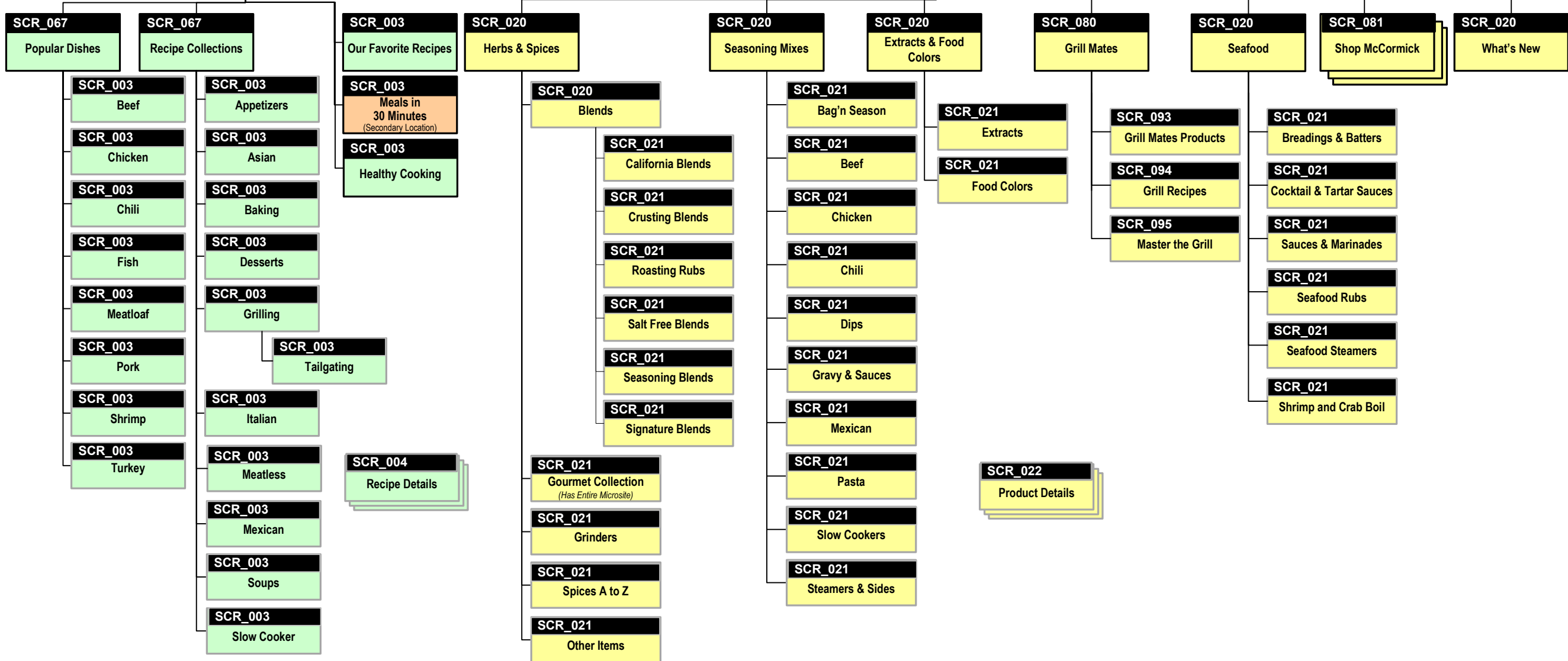
**SCR\_062**  
Advanced Search

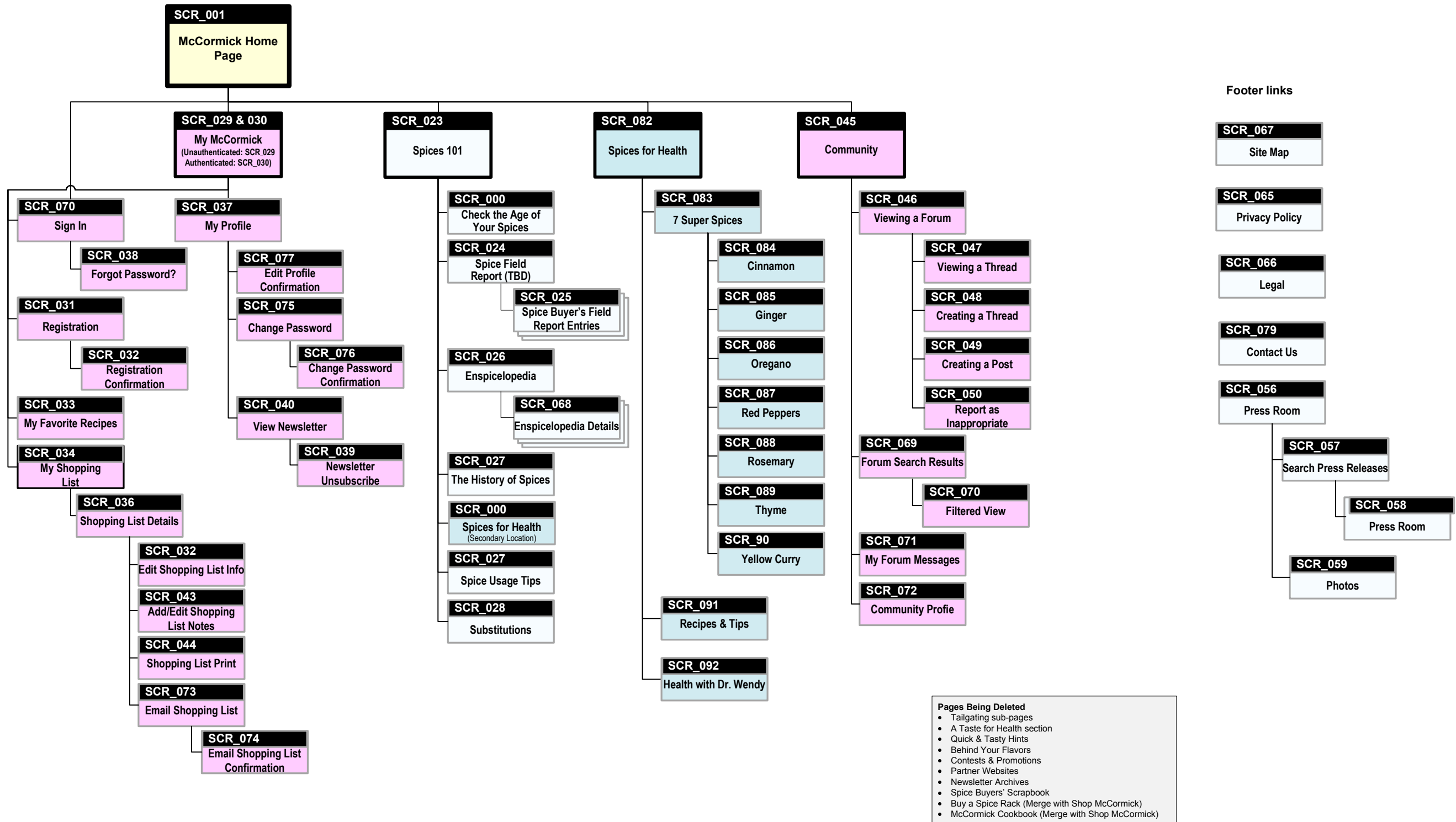
**SCR\_002**  
Recipes

**SCR\_003**  
Seasonal  
(Tab name will change based on the season, but not the location)

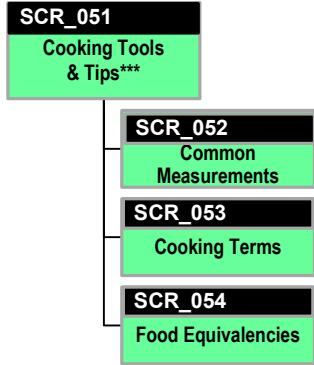
**SCR\_003**  
Meals in 30 Minutes  
(Duplicated in Recipes)

**SCR\_019**  
Products \*  
(See Pg 3 for List of all Product Detail pages)

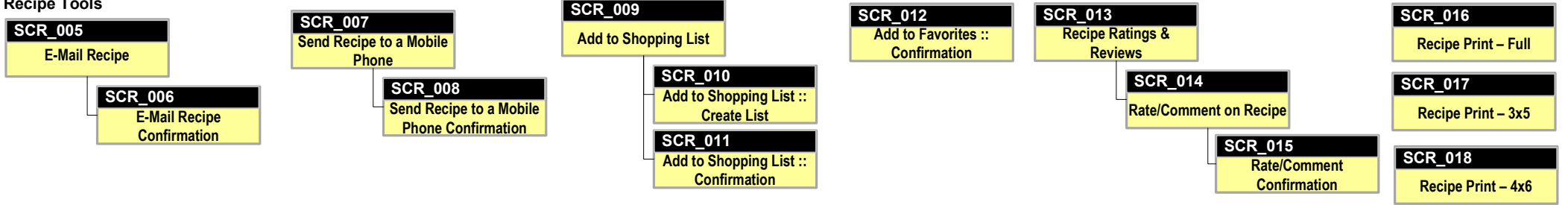




- Pages Being Deleted**
- Tailgating sub-pages
  - A Taste for Health section
  - Quick & Tasty Hints
  - Behind Your Flavors
  - Contests & Promotions
  - Partner Websites
  - Newsletter Archives
  - Spice Buyers' Scrapbook
  - Buy a Spice Rack (Merge with Shop McCormick)
  - McCormick Cookbook (Merge with Shop McCormick)



Recipe Tools



## Herbs & Spices

### Blends

#### California Blends

California Style Crushed Garlic made from Fresh Garlic  
California Style Garlic Pepper with Red Bell and Black Pepper  
California Style Garlic Powder with Parsley  
California Style Garlic Salt with Parsley  
California Style Lemon Pepper with Garlic & Onion  
California Style Minced Garlic made from Fresh Garlic  
California Style Minced Onion  
California Style Onion Powder

#### Crusting Blends

Italian Herb & Cheese Crusting Blend  
French Onion, Pepper & Herb Crusting Blend  
Garlic, Lemon & Rosemary Crusting Blend

#### Roasting Rubs

Cracked Peppercorn Herb Roasting Rub  
French Herb Roasting Rub  
Savory Herb Roasting Rub  
Turkey Rub

#### Salt Free Blends

Salt Free All-Purpose Seasoning  
Salt Free Garlic & Herb Seasoning  
Salt Free It's A Dilly® Seasoning  
Salt Free Lemon & Pepper Seasoning  
Salt Free Spicy Seasoning

#### Seasoning Blends

Broiled Steak Seasoning  
Cajun Seasoning Caribbean  
Jerk Seasoning  
Celery Salt  
Chili with Lime Seasoning (Chile con Limón)  
Fajita Seasoning  
Garlic Pepper Blend  
Garlic Season-All® Seasoned Salt  
Lemon & Herb Seasoning  
Lemon & Pepper Seasoning Salt  
Original Chicken Seasoning  
Pepper Season-All® Seasoned Salt  
Rotisserie Chicken Seasoning  
Salad Supreme® Seasoning  
Season-All® Seasoned Salt  
Season-All® Seasoned Salt, 25% Less Sodium  
Seasoned Pepper Blend  
Spicy Season-All®  
Vegetable Supreme® Seasoning

#### Signature Blends

Basil & Garlic  
Garlic Herb  
Herb Garden Seasoning Blend  
Italian Pepper & Onion Seasoning Blend  
Parmesan Herb  
Roasted Garlic & Bell Pepper  
Smokey Sweet Seasoning Blend

### Grinders

Black Peppercorn  
Cinnamon Sugar  
Garlic Pepper Seasoning  
Italian Herb Seasoning  
Peppercorn Medley  
Sea Salt  
Sea Salt, Garlic  
Steakhouse Seasoning

### Spices A to Z

Allspice, Ground  
Allspice, Whole  
Alum  
Anise Seed  
Apple Pie Spice  
Basil Leaves  
Bay Leaves  
Black Pepper, Coarse Ground  
Black Pepper, Ground  
Black Pepper, Smokehouse Ground  
Black Pepper, Worcestershire Ground Blend  
Black Peppercorns, Whole  
Caraway Seed  
Celery Flakes  
Celery Seed  
Chili Powder  
Chili Powder, Hot Mexican-Style  
Chives  
Cilantro Leaves  
Cinnamon Sticks  
Cinnamon Sugar  
Cinnamon, Ground  
Cloves, Ground  
Cloves, Whole  
Cream of Tartar  
Cumin Seed  
Cumin, Ground  
Curry Powder  
Dill Seed  
Dill Weed  
Fennel Seed  
Garlic & Italian Herb  
Garlic Bread Sprinkle  
Garlic Powder  
Garlic Salt  
Garlic with Extra Virgin Olive Oil  
Garlic, Minced  
Garlic, Roasted Blend  
Garlic, Sliced  
Ginger, Ground  
Hot Shot!® Black & Red Pepper Blend  
Italian Seasoning  
Italian Tabletop Spices  
Mace, Ground  
Marjoram Leaves  
Marjoram, Ground  
Mixed Pickling Spice  
Mustard Seed  
Mustard, Ground  
Nutmeg, Ground  
Onion Powder  
Onion Salt  
Onions, Chopped  
Onions, Minced  
Oregano (Orégano Entero), Whole Mexican  
Oregano Leaves  
Oregano, Ground  
Paprika  
Parsley Flakes  
Poppy Seed  
Poultry Seasoning  
Pumpkin Pie Spice  
Red Pepper, Crushed  
Red Pepper, Ground  
Rosemary Leaves  
Rubbed Sage  
Sage Leaves  
Sage, Ground  
Sesame Seed  
Tarragon Leaves  
Thyme Leaves  
Thyme, Ground  
Traditional Tabletop Spices  
Turmeric, Ground  
White Pepper, Ground

### Other Items

Bac'n Pieces™ Bacon Flavored Bits  
Bac'n Pieces™ Bacon Flavored Chips  
Flavor Enhancer  
Meat Tenderizer Seasoned  
Meat Tenderizer Unseasoned  
Salad Toppins™  
Salad Toppins™ Garden Vegetable  
Tea

## Seasoning MixesHerbs & Spices

### Bag'n Season

Bag 'n Season® Beef Stew  
Bag 'n Season® Chicken  
Bag 'n Season® Country Style Chicken  
Bag 'n Season® Herb Roasted Pork Tenderloin  
Bag 'n Season® Meat Loaf  
Bag 'n Season® Pork Chops  
Bag 'n Season® Pot Roast  
Bag 'n Season® Swiss Steak

### Beef

Beef Stew Seasoning Mix  
Beef Stroganoff Sauce Mix  
Meat Loaf Seasoning Mix  
Meat Marinade Seasoning Mix  
Sloppy Joes Seasoning Mix  
Swedish Meatballs Seasoning & Sauce Mix

### Chicken

Garlic & Herb Buffalo Wings Seasoning Mix  
Hickory BBQ Buffalo Wings Seasoning Mix  
Homestyle Chicken & Mushroom One Dish Casserole Seasoning Mix  
Honey BBQ Chicken Glaze Seasoning Mix  
Honey Mustard Chicken Glaze Seasoning Mix  
Original Buffalo Wings Seasoning Mix  
Salsa Chicken & Rice One Dish Casserole Seasoning Mix  
Season 'n Fry Seasoned Coating Mix

### Chili

Chili Seasoning Mix  
Chili Seasoning Mix, 30% Less Sodium  
Chili Seasoning Mix, Hot  
Chili Seasoning Mix, Mild  
Tex-Mex Chili Seasoning Mix  
White Chicken Chili Seasoning Mix

### Dips

French Onion Dip Mix  
Ranch Dip Mix  
Spinach Dip Mix  
Vegetable Dip Mix

### Gravy & Sauces

Au Jus Gravy Mix  
Béarnaise Sauce Blend  
Brown Gravy Mix  
30% Less Sodium Brown Gravy Mix  
Chicken Gravy Mix  
Cracked Peppercorn Gravy Mix for Steak  
Herb Gravy Mix for Beef  
Hollandaise Sauce Mix  
Homestyle Gravy Mix  
Hunter Sauce Mix  
Mushroom & Herb Gravy Mix for Steak  
Mushroom Gravy Mix  
Onion Gravy Mix  
Original Country Gravy Mix  
Peppered Country Gravy Mix  
Pork Gravy Mix  
Roasted Garlic Gravy Mix for Steak  
Sausage Country Gravy Mix  
Savory Chipotle Gravy Mix for Steak  
Turkey Gravy Mix

### Mexican

Burrito Seasoning Mix  
Cheesy Taco Seasoning Mix  
Chicken Taco Seasoning Mix  
Enchilada Sauce Mix  
Fajitas Seasoning Mix  
Guacamole Seasoning Mix  
Salsa Seasoning Mix  
Taco Seasoning Mix  
Taco Seasoning Mix , Hot  
Taco Seasoning Mix, 30% Less Sodium  
Taco Seasoning Mix, Mild

### Pasta

Creamy Garlic Alfredo Sauce Mix  
Four Cheese Sauce Mix  
Italian-Style Spaghetti Sauce Mix  
Pesto Sauce Mix  
Thick & Zesty Spaghetti Sauce Mix

### Slow Cookers

BBQ Pulled Pork  
Beef Stroganoff Seasoning  
Chili Seasoning  
Hearty Beef Stew  
Italian Herb Chicken  
Savory Pot Roast

### Steamers & Sides

Cheddar Cheese Veggie Steamer  
Four Cheese Potato Seasoning  
Garlic & Basil Veggie Steamer  
Italian Herb Potato Steamer  
Roasted Garlic & Rosemary Potato Steamer  
Toasted Onion & Garlic Potato Seasoning

## Extracts & Food Colors

### Extracts

Baker's Imitation Vanilla  
Cinnamon Extract  
Clear Imitation Vanilla Extract  
French Vanilla Blend  
Imitation Almond Extract  
Imitation Banana Extract  
Imitation Butter Flavor  
Imitation Cherry Extract  
Imitation Coconut Extract  
Imitation Maple Flavor  
Imitation Rum Extract  
Imitation Strawberry Extract  
Imitation Vanilla Butter & Nut Flavor  
Mapleine  
Premium Imitation Vanilla Extract  
Pure Almond Extract  
Pure Anise Extract  
Pure Lemon Extract  
Pure Mint Extract  
Pure Orange Extract  
Pure Peppermint Extract  
Pure Vanilla Extract  
Raspberry Extract  
Root Beer Concentrate

### Food Colors

Assorted Food Colors and Egg Dye  
Assorted NEON! Food Colors and Egg Dye  
Black Food Color  
Green Food Color  
Red Food Color  
Yellow Food Color

## Seafood

### Breadings & Batters

Asian Honey Sesame Crusting Blend  
Beer Batter Seafood Batter Mix  
Cajun Seafood Fry Mix  
Cracker Meal Seafood Fry Mix  
Crunchy Honey Mustard Crusting Blend  
Fish Fry Seafood Fry Mix  
Fish 'n Chips Seafood Batter Mix  
Golden Dipt® All Purpose Batter Mix  
Golden Dipt® All Purpose Breading Mix  
Golden Dipt® Extra Crispy Chicken Fry Mix  
Golden Dipt® Funnel Cake Batter Mix  
Golden Dipt® Herbs & Spices Chicken Fry Mix  
Golden Dipt® Hot 'n Spicy Chicken Fry Mix  
Golden Dipt® Onion Ring Batter Mix  
Golden Dipt® Original Homestyle Chicken Fry Mix  
Hush Puppy Corn Meal Mix  
Oven Easy® Cajun Seafood Coating Mix  
Oven Easy® Lemon & Pepper Seafood Coating Mix  
Seafood Fry Mix  
Tempura Seafood Batter Mix

### Cocktail & Tartar Sauces

Extra Hot Cocktail Sauce for Seafood  
Fat Free Tartar Sauce for Seafood  
Golden Dipt® Seafood Cocktail Sauce Serving Jar  
Original Cocktail Sauce for Seafood  
Original Tartar Sauce for Seafood

### Sauces & Marinades

Asian Seafood Sauce  
Cajun Seafood Sauce  
Caribbean Citrus Seafood Marinade Mix  
Fat Free Lemon Butter Dill Seafood Sauce  
Lemon Butter Dill Seafood Sauce  
Lemon Herb Seafood Sauce

### Seafood Rubs

Herb with Lemon Seafood Rub  
Sweet Citrus & Spice Salmon Rub

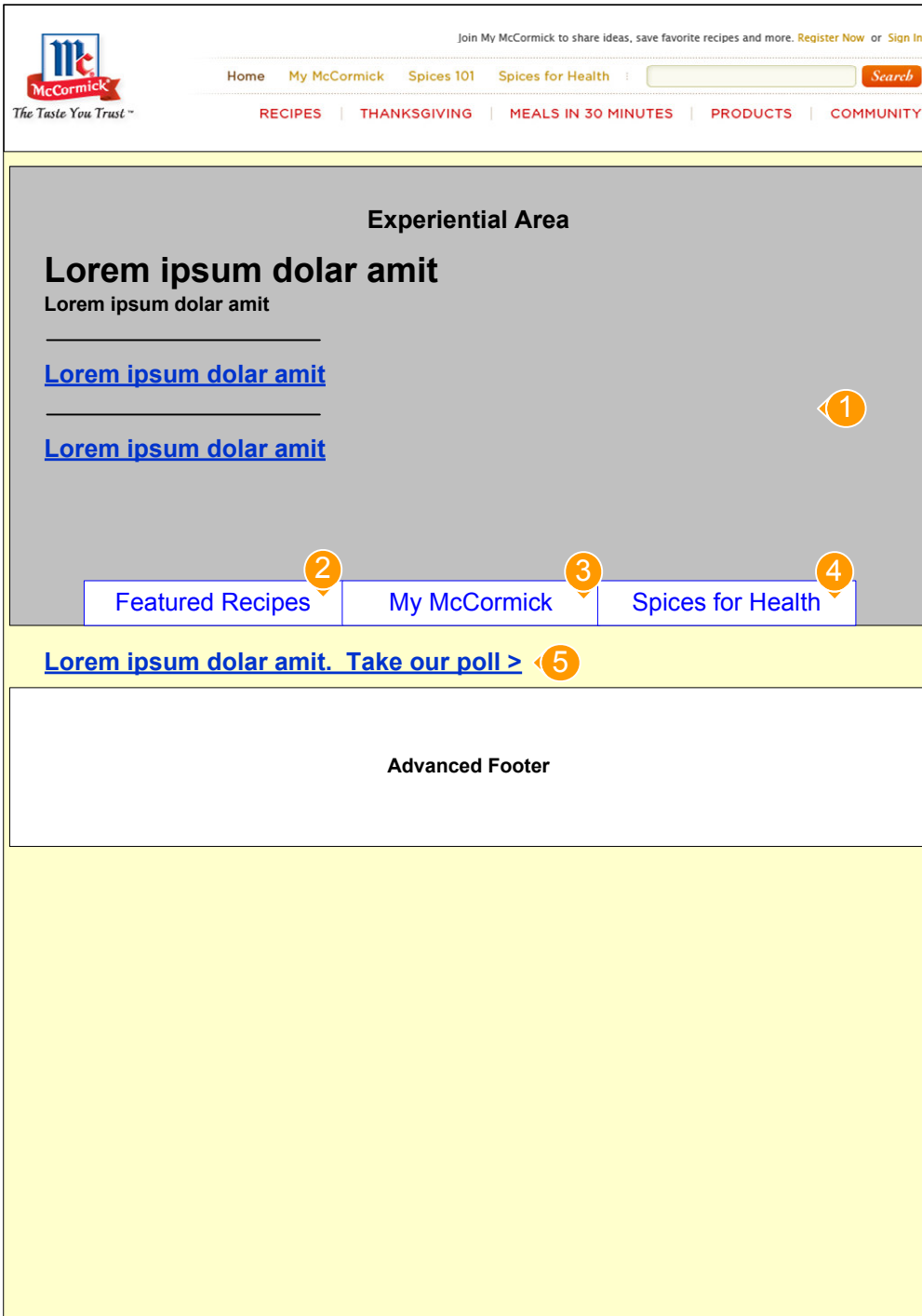
### Seafood Steamers

Garlic Butter Seafood Steamers  
Lemon Garlic Seafood Steamers

### Shrimp & Crab Boil

Shrimp & Crab Boil





### Annotations

**1 Inspirational Area**  
 Rules: The home page of mccormick.com will be a gateway to McCormick's flavor experience. Interactivity will portray flavor as the hero and engage users in the new brand positioning. This area introduces an innovative and inspirational mccormick.com.


**2 Featured Recipes**  
 Rules: Promoting My McCormick will help increase membership by communicating new functionality and the benefits of membership. This will help McCormick build loyalty and repeat visitors.

Featured Recipes

**Close**

**Lorem ipsum dolor sit amet**

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[View Recipe >>](#)


**3 My McCormick Callout**  
 Rules: Promoting My McCormick will help increase membership by communicating new functionality and the benefits of membership. This will help McCormick build loyalty and repeat visitors.

My McCormick

**Close**

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[Join now >>](#)


**4 Feature Callout**  
 Rules: Providing an additional recipe features/promo callout provides additional flexibility to feature content or promotions as needed.

Spices for Health

**Close**

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[Lorem Ipsum dolor amit >>](#)

**4 Poll**  
 Rules: This area allows for additional functionality which engages users and introduces a taste of the community. Seeing poll results or actual consumer comments on the home page of a site lets users know that there is a vibrant community on this Web site and that their opinions count.

**Consect adipiscing elit, sed do eiusmod tempor incididunt?** [Close](#)

Answer Option1       Answer Option3  
 Answer Option2       Answer Option4

[View Results](#)

**Sample Poll Results**

**Consect adipiscing elit, sed do eiusmod tempor incididunt?** [Close](#)

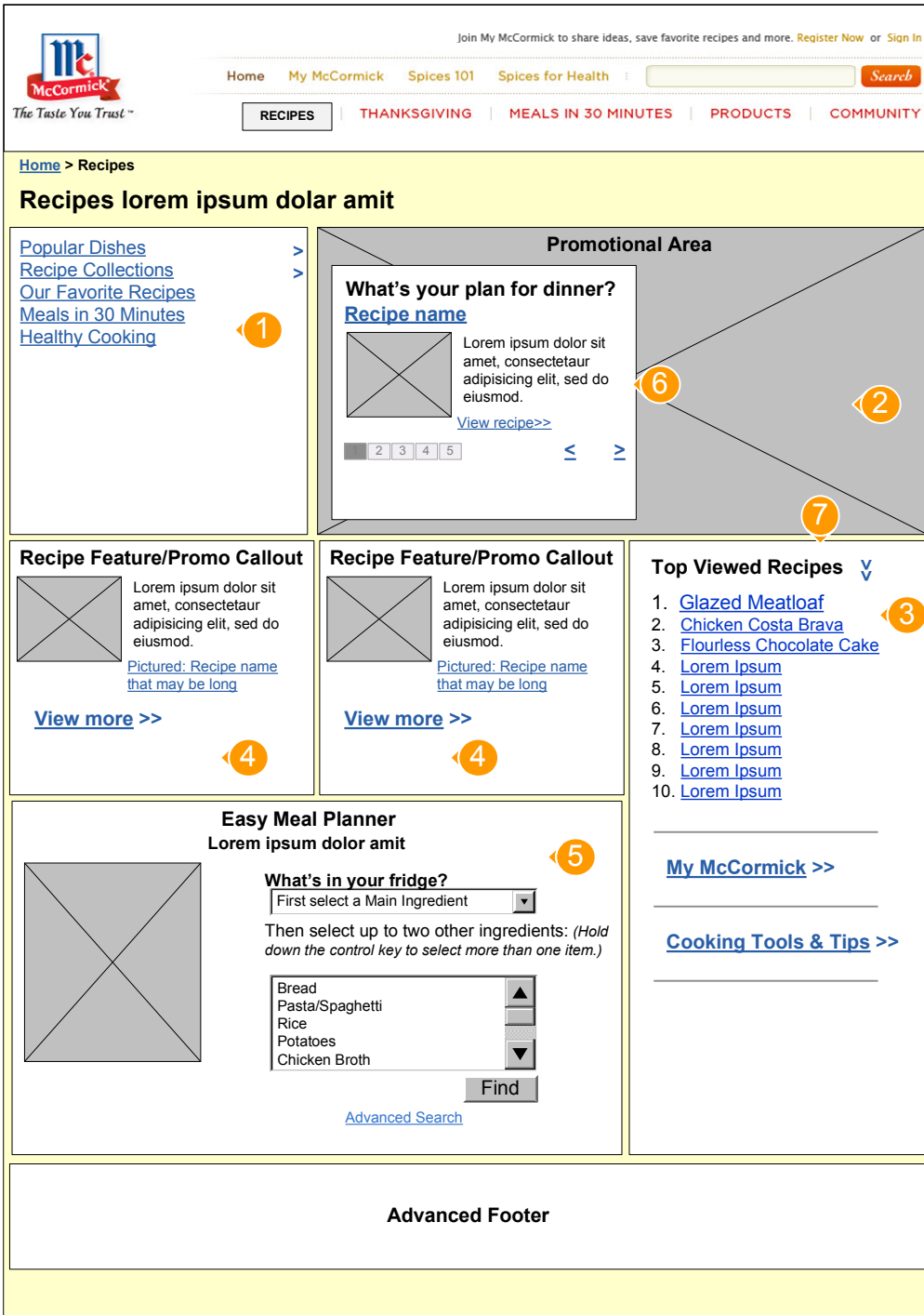
Thank you for your response.

Answer Option1 <span style="display: inline-block; width: 20px; height: 10px; background-color: #4f81bd; border: 1px solid #ccc;"></span> 22%	Answer Option3 <span style="display: inline-block; width: 20px; height: 10px; background-color: #90ee90; border: 1px solid #ccc;"></span> 12%
Answer Option2 <span style="display: inline-block; width: 20px; height: 10px; background-color: #f4a460; border: 1px solid #ccc;"></span> 30%	Answer Option4 <span style="display: inline-block; width: 20px; height: 10px; background-color: #90ee90; border: 1px solid #ccc;"></span> 36%

Total votes: 336

# RECIPE PAGES





## Annotations

### 1 Left navigation

Last Modified: June 17, 2008  
 Rules: Utilizing a left navigation design will allow for a balance between experience and function. This element will provide quick access to content in the Recipes area for users who wish to search in this manner. This will also allow for a consistent method of navigating throughout the site.

### 2 Rotating Promo Area (Content with imagery)

Rules: Having a large rotating area at the top right portion of the recipe landing page provides McCormick the flexibility to highlight a lot of experiential and inspirational recipe information.

### 3 Top Viewed Recipes

Rules: This is a great way to bubble up this highly usable information to users and is another way to aid them in searching for recipes. Many competitors use this as a easy searching tactic and is a widely accepted feature.

### 4 Recipe Feature/Promo Callouts

Rules: Providing two additional recipe features/promo callouts provides additional flexibility to feature content or promotions as needed.

### 5 Easy Meal Planner

Last Modified: June 17, 2008  
 Rules: This is a convenient tool for users to find recipes for meals that utilize specific ingredients. Elevating this to the Recipe landing page will allow users to better see – and utilize this tool. Upon a valid submission, the selected values are passed as a search query, and the user is brought to the search results page, SCR\_061.

(Note: The Main Ingredients dropdown list should be modified

If the user does not select at least on ingredient an error is generated.

Please select at least one ingredient.

**What's in your fridge?**  
 First select a Main Ingredient

Then select up to two other ingredients: (Hold down the control key to select more than one item.)

- Bread
- Pasta/Spaghetti
- Rice
- Potatoes
- Chicken Broth

[Advanced Search](#)

### 5 Easy Meal Planner Dropdown Options

- Rules:  
**Select a Main Ingredient:**  
 Ground Beef  
 Steak  
 Boneless Chicken Breast  
 Chicken Parts  
 Pork Chops  
 Fish Fillets  
 Shrimp

### Select up to two other ingredients:

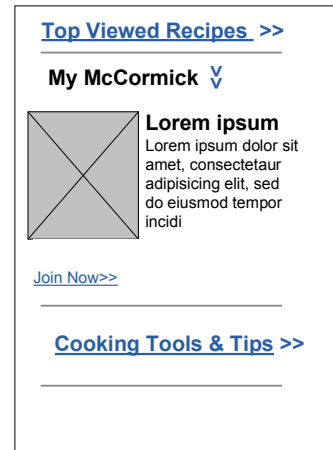
- Bread
- Pasta/Spaghetti
- Rice
- Potatoes
- Chicken Broth
- Canned Beans
- Canned Corn
- Canned Tomatoes
- Canned Tuna
- Frozen Vegetables
- Spaghetti Sauce
- Tomato Paste
- Tomato Sauce
- Soy Sauce
- Cheese
- Eggs

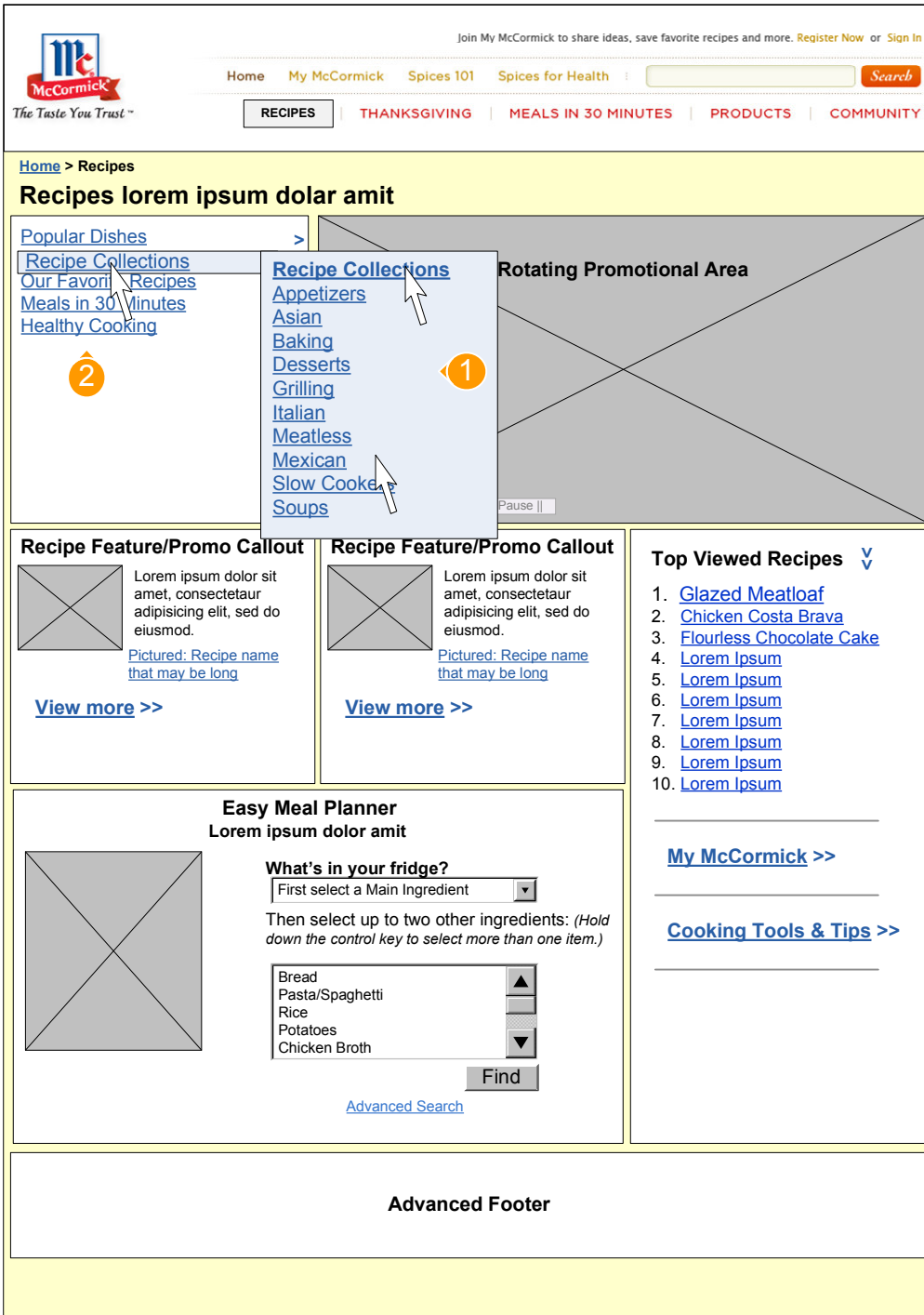
### 6 What's for Dinner module

Rules: Module highlights 5 recipes. The user can control a scroll by clicking on the arrows.

### 7 Open/Close Callouts

Rules: Top Viewed Recipes, My McCormick, and Cooking Tools & Tips are grouped with Top Viewed Recipes "open" by default. If a user mouse's over another header, the new section opens and closes the other section.





## Annotations

### 1 DHTML Left Navigation

Last Modified June 17, 2008  
 Rules: This navigation provides users a quick view of all the main Recipe Category pages and corresponding sub-pages; therefore, allowing users to choose their preference for searching.

In this example, when users mouse over Recipe Collections, they see the "Recipe Collections" page and all corresponding sub-pages listed in the DHTML window.  
 Users can click on the Recipes Collections page link:  
 - In the left navigation  
 - Or at the top of the DHTML navigation

Users may also view and link directly to any of the sub-pages within the Recipe Collections recipe category.

The DHTML left Navigation is applicable for Popular Dishes and Recipe Collections.

### 2 Left Navigation Links

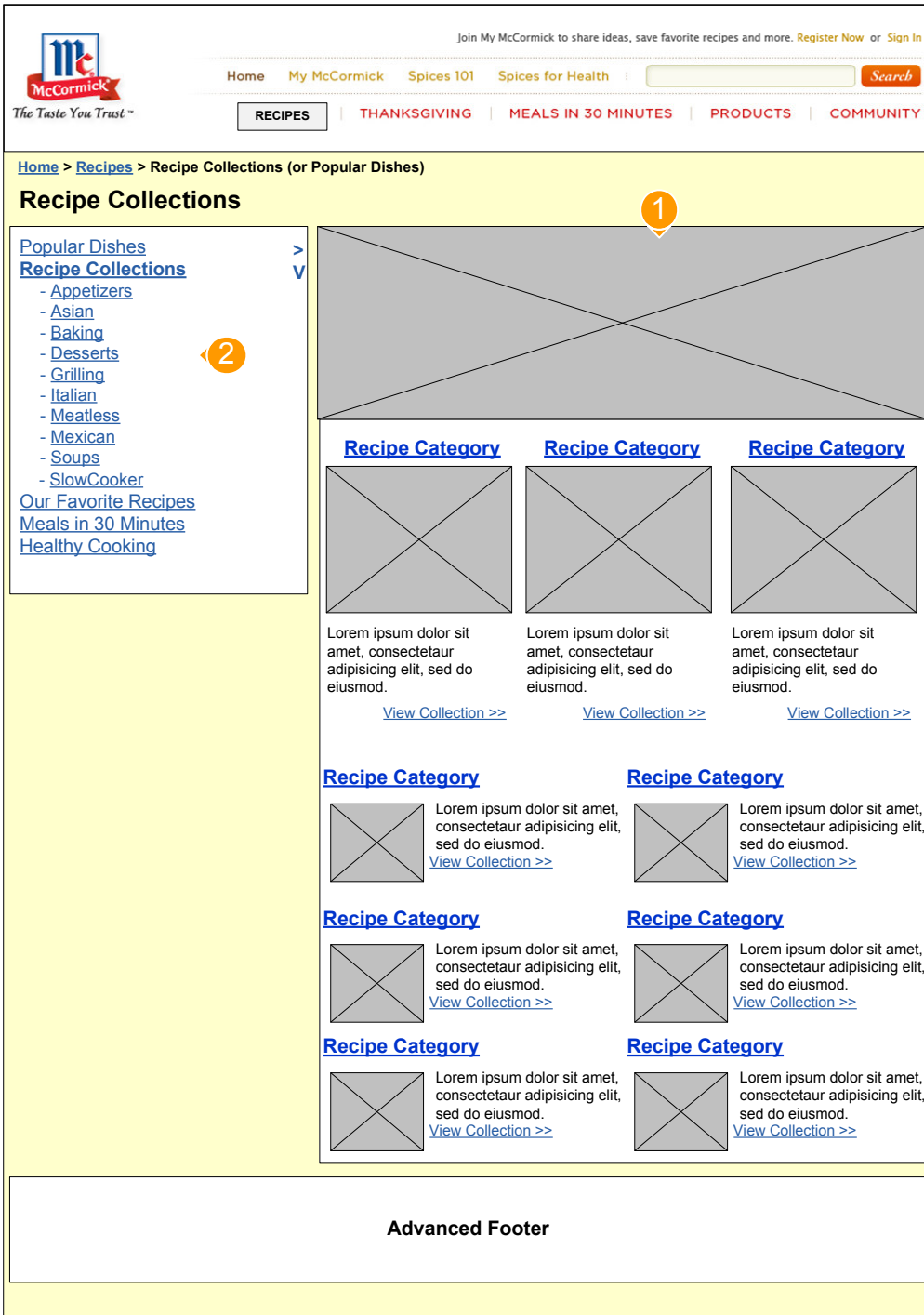
Last Modified June 17, 2008  
 Rules: If the user clicks on:  
 Popular Dishes, the user is brought to the Popular Dishes page, SCR\_067. If the user hovers over the link, the DHTML navigation opens.

Recipe Collections, the user is brought to the Recipe Collections page, SCR\_067. If the user hovers over the link, the DHTML navigation opens.

Top Test Kitchen Recipes, the user is brought to the Top Test Kitchen Recipes page, SCR\_003.

Meals in 30 Minutes, the user is brought to the Meals in 30 Minutes page, SCR\_003.

Healthy Cooking, the user is brought to the Healthy Cooking page, SCR\_003.



## Annotations

### 1 Page overview

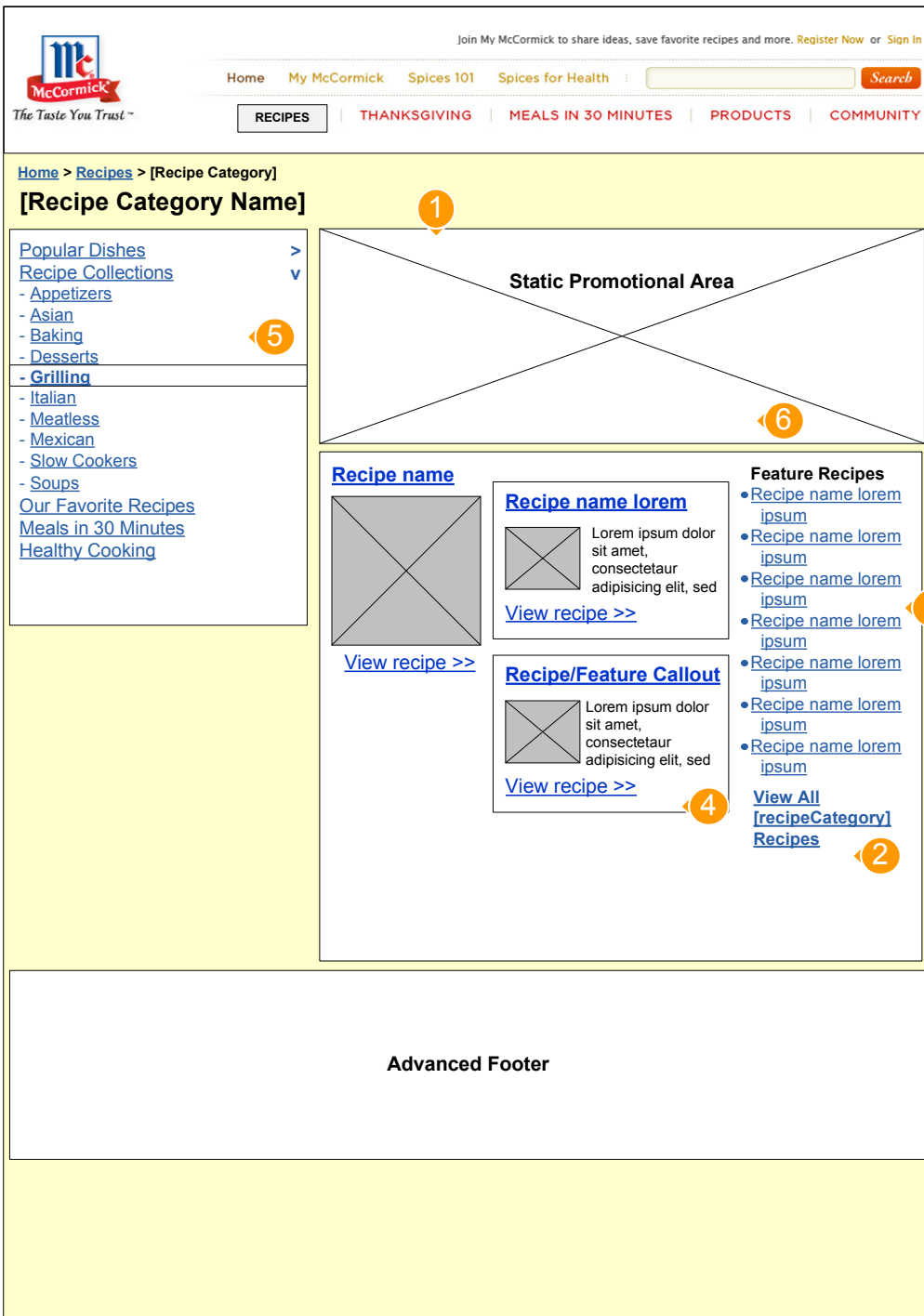
Rules: This layout is applicable for users who have selected the main "popular dishes" page or the "Recipe collections" page, providing browse-able categories that are accessible in the left-hand navigation.

### 2 Navigation

Rules: The full list of categories is displayed in the left-hand navigation.

### 3 Categories Listing

Rules: The recipe categories are shown with a photo and description, linking to SCR\_003. Three categories are highlighted with larger images



## Annotations

### 1 Page overview

Rules: This layout provides for browse-able topics where users may not specifically know what they are looking for, but McCormick is anticipating their needs for content. By pulling common recipes together McCormick may create an awareness of new recipes and products that the user was previously unaware of.

### 2 View All

Rules: The View All [recipe category] Recipes link would take users to a search results page, SCR\_061, with the respective recipe category name pre-populated. (i.e. If users are on the Slow Cooker Recipe Category page, and click on the View All Slow Cooker Recipes link, they would be taken to a search results page with all Slow Cooker recipes on it. Users could then use the filters in the left navigation to narrow their search.)

### 3 Recipe links

Last modified: July 22, 2008

Rules: The top 10 featured recipes are defined in the CMS. Each recipe name links the user to the appropriate recipe details on SCR\_004.

### 4 Tailgating Callout

Rules: On the Grilling category page, Tailgating will be a dedicated callout.

### 5 Left Navigation

Last Modified: June 27, 2008

Rules: This navigation provides users a quick view of all the main Recipe Category pages as well as the corresponding sub-pages under the main category that has been clicked on; therefore, allowing users to easily navigate all sub-pages within this section.

In this example, when users click on "Recipe Collections" page, the right arrow ">" turns to a "v" and they see the Recipes Collection page and all corresponding sub-pages listed in the left navigation. Two notes:

- The DHTML functionality will not be active for pages that have the arrow in the "v" position, eliminating overly redundant navigation. In this case, the DHTML will not be active for the Recipe Collections page since all subpages are currently reflected in the left navigation
- Template designs must be flexible enough to allow for scalability in the left navigation

### 6 Promotional Area

Last Modified June 27, 2008

Rules: Having a large promotional area at the top right portion of the Product Category page provides McCormick the flexibility to feature recipes, content or promotions as appropriate.



Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

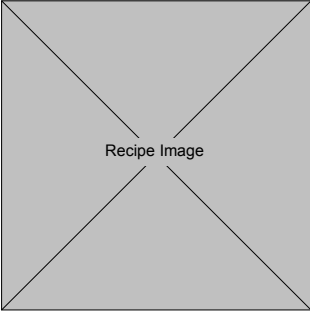
Home My McCormick Spices 101 Spices for Health  [Search](#)

**RECIPES** | **THANKSGIVING** | **MEALS IN 30 MINUTES** | **PRODUCTS** | **COMMUNITY**

Home > [Recipes](#) > [Recipe name]

**[Recipe name]** Rating (10 Reviews) | [Rate this Recipe](#) | [See Reviews](#)

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip officia deserunt mollit anim id est laborum.



Makes 4 servings.  
**Prep Time:** 5 minutes  
**Marinate:** 30 minutes  
**Cook Time:** 14 minutes

**Health Claims (Low salt, Low Fat, etc.)**

**Ingredients**  
1 tablespoon [McCormick® Italian Seasoning](#)  
1 1/4 teaspoons [McCormick® Season-All Seasoned Salt](#)  
1 teaspoon [McCormick® Garlic Powder](#)  
1/4 cup olive oil  
1 tablespoon lemon juice  
4 boneless skinless chicken breast halves

**Directions**  
1. Mix seasonings, oil and lemon juice in small bowl. Place chicken in large resealable plastic bag or glass dish. Add marinade; turn to coat well.  
2. Refrigerate 30 minutes or longer for extra flavor. Remove chicken from marinade. Discard any remaining marinade.  
3. Broil on high or grill over medium heat 5 to 7 minutes per side or until chicken is cooked through. Garnish with lemon wedges.  
*Nutrition Information per 1 serving*

**Variation:** Substitute 2 cans (6 ounces each) chopped clams for chicken. Omit water.

**Test Kitchen Tip:** Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip officia deserunt mollit anim id est laborum

**Nutritional Information**  
*For 1 serving*  
Calories: 223  
Sodium: 495 mg  
Fat: 15 g  
Carbohydrates: 1 g  
Cholesterol: 51 mg  
Fiber: 1 g  
Protein: 21 g

**Recipe Toolkit**

[Full page](#) | [4 x 6](#) | [3 x 5](#)

[E-Mail to a friend](#)

[Send to Mobile Phone](#)

[Add to My Shopping List](#)

[Add to My Grocery List](#)

[Save to My Favorite Recipes](#)

**YOU MAY ALSO ENJOY...**

**Other Chicken Recipes**

[French Herb Roasted Chicken](#)

[French Herb Roasted Chicken](#)

[French Herb Roasted Chicken](#)

**Other Recipes that use McCormick® Italian Seasoning**

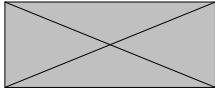
- [Herbed Dijon Brussels Sprouts](#)
- [Broccoli with Bacon and Pine Nuts](#)
- [Italian Herb Pork Chops](#)

**Cooking Tools & Tips**

[Common Measurements](#)

[Cooking Terms](#)

[Food Equivalencies](#)



**Advanced Footer**

## Annotations

**1 Recipe photography**  
Rules: A large recipe (if available) will be placed on the page to allow for up-close food photography to highlight the flavor of the food.

**2 Recipe information**  
Last modified: July 22, 2008  
Rules: Content includes:

- Recipe Name
- Rating
- Rate this Recipe (link to SCR\_014)
- See Reviews (Link to a SCR\_013) – to keep this page at an optimal size/length. Users that want to read reviews can easily click through to the Reviews page similar to many of McCormick’s competitors. )
- Description (Note: Variations/notes will reside here)
- Servings
- Prep Time
- Marinade Time (if applicable)
- Refrigerate (if applicable)
- Cook Time
- Healthy Living Items (Shaking Salt, etc.)
- Ingredients
- Directions
- Nutritional Information

**3 Tools**  
Last Modified: June 24, 2008  
Rules: Print this Recipe (Providing the option to print in multiple sizes was recommended by most participants during the usability tests)  
**Full Page** - links to SCR\_016 Recipe Print - Full  
**4x6** – SCR\_018 Recipe Print - 4x6  
**3x5** – SCR\_017 Recipe Print 3x5  
**E-Mail to a Friend** - links to SCR\_005 Email Recipe  
**Send to Mobile Phone** -links to SCR\_007 Send to a Mobile Phone  
**Add to My Shopping List** – links to SCR\_009 Add to Shopping List  
**Save to My Favorite Recipes** - links to SCR-012 Add to Favorites

**4 You might also enjoy**  
Last Modified: July 22, 2008  
Rules: 2 grouping of 3 relevant recipe links are pulled from the database. These links are based upon matching the primary ingredient(s) in the first grouping and primary product(s) in the second grouping. If a product has more than 1 primary ingredient only the recipes where both of those were identified as primary products are considered matches. For example, if a recipe contains cinnamon and brown sugar as primary ingredients, it would match another recipe with cinnamon, brown sugar, and allspice as primaries because it has both cinnamon and brown sugar.

These dynamic link may be overridden in the CMS for timely dedicated relevant links.

A thumbnail image for each recipe will show is a photo is available. If a photo is not available

**5 Additional Directions**  
Last Modified: June 24, 2008  
Rules: Directions may contain variations and/or Test Kitchen tips. If this information is not available the labels do not display, and the information below moves up on the page.





## Annotations

### 1 Email recipe layer

Rules: Using a layer for this type of functionality is very effective. It displays the appropriate information without taking users to a new page. This allows users to easily see where they are throughout this process, and provides a graceful way of returning back to the original page they were on.

### 2 Pre-populated information

Rules: "Your name" and "Your Email Address" fields are pre-populated for authenticated users. It is, however, editable which allows users to modify as desired.

### 3 Personal Message

Rules: This optional field provides users a way to enter a personalized message to their e-mail.

### 4 Send me a copy of this recipe e-mail

Rules: This is a quick way for users to be copied on this recipe e-mail.

### 5 Error Text

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted.  
Potential errors:

- Please complete all the required fields.
- We are currently experiencing technical difficulties and this e-mail could not be sent. Please try again later.
- A limit of 10 e-mail addresses may be entered at a time and must be separated with a comma.
- The email address you entered is not a valid format. Please try again.

(Emails should be in the proper format XX@XX.XX)

### 5 Email info

Last Modified: **May 30, 2008**

Rules: This email is generated upon valid submission:  
From: (Sender's email)  
Subject: Recipe from McCormick.com

Body:

(Recipe name that may be long)

(Sender's name) thought you'd be interested in this recipe. Click on the link below to view, or copy and paste the link into your browser.

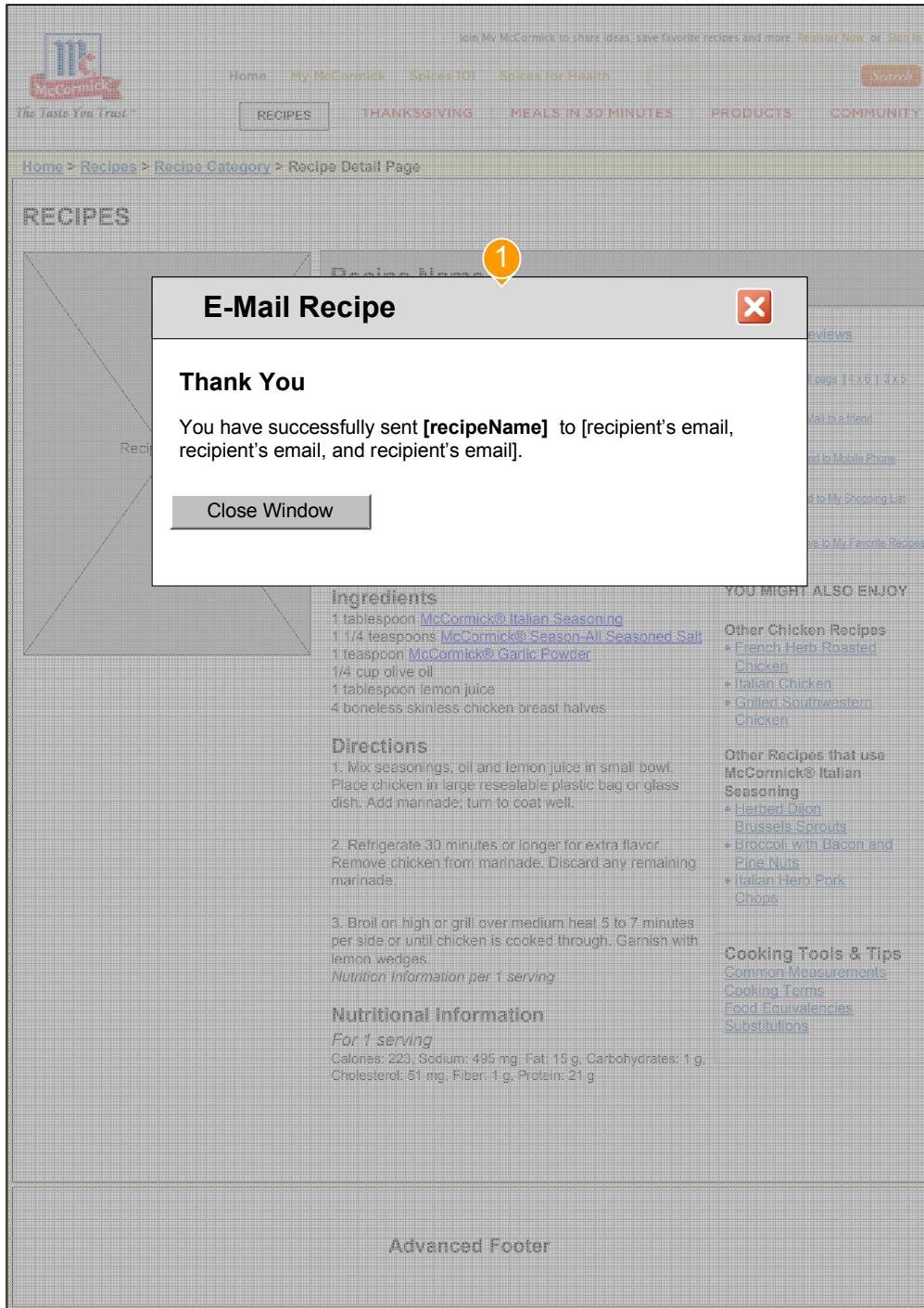
http://www.mccormick.com/urlthat will be long

(Sender's name) says:  
(Personal message lorem ipsum...)

### 6 Field Lengths

Last Modified: **June 18, 2008**

Rules: Your Friend email address has a limit of 1,000 characters.  
Your Name has a limit of 100 characters  
Your Email Address has a limit of 100 characters  
Your personal message has a limit of 1,000 characters.

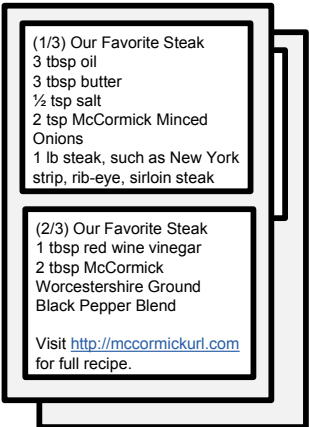
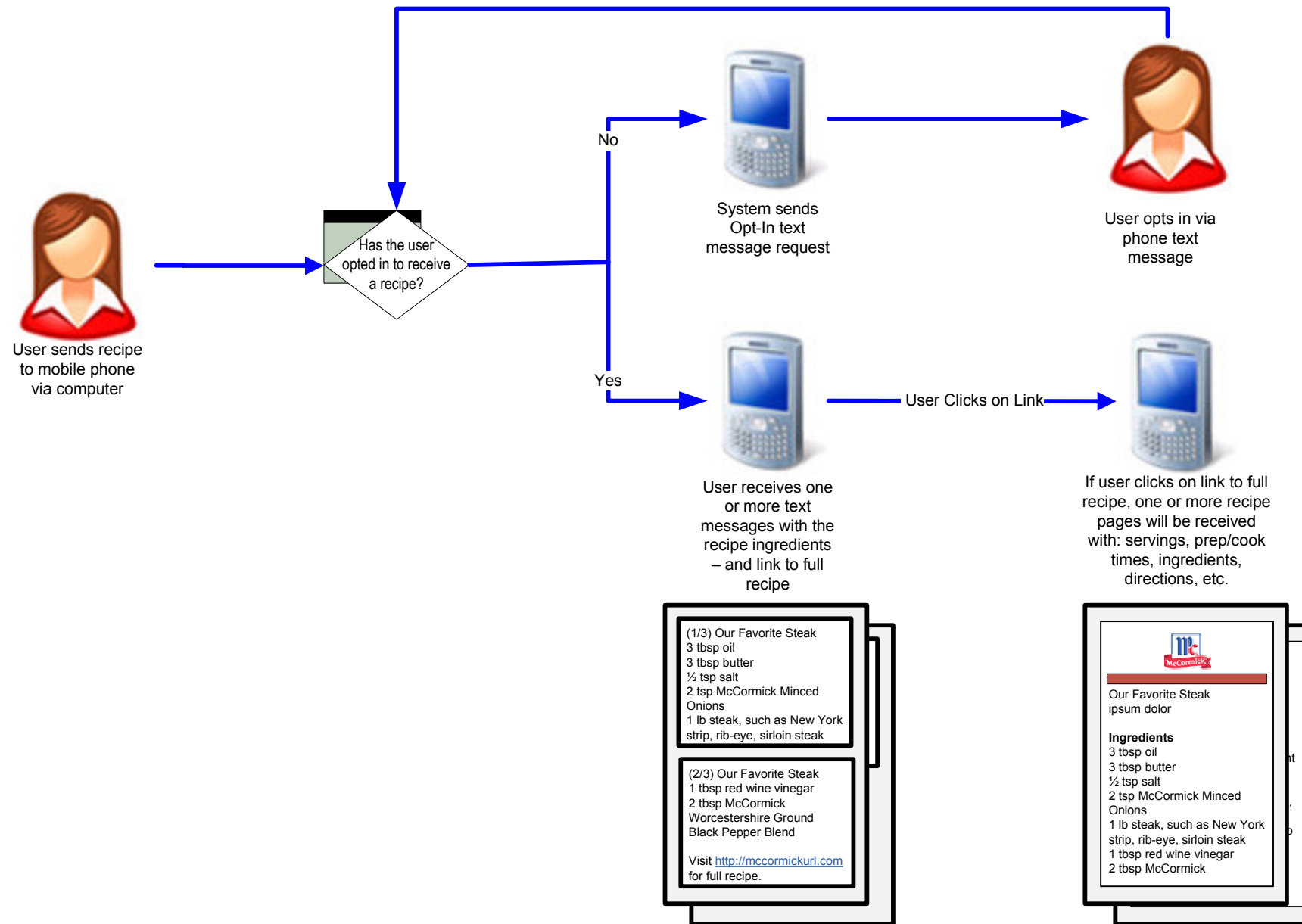


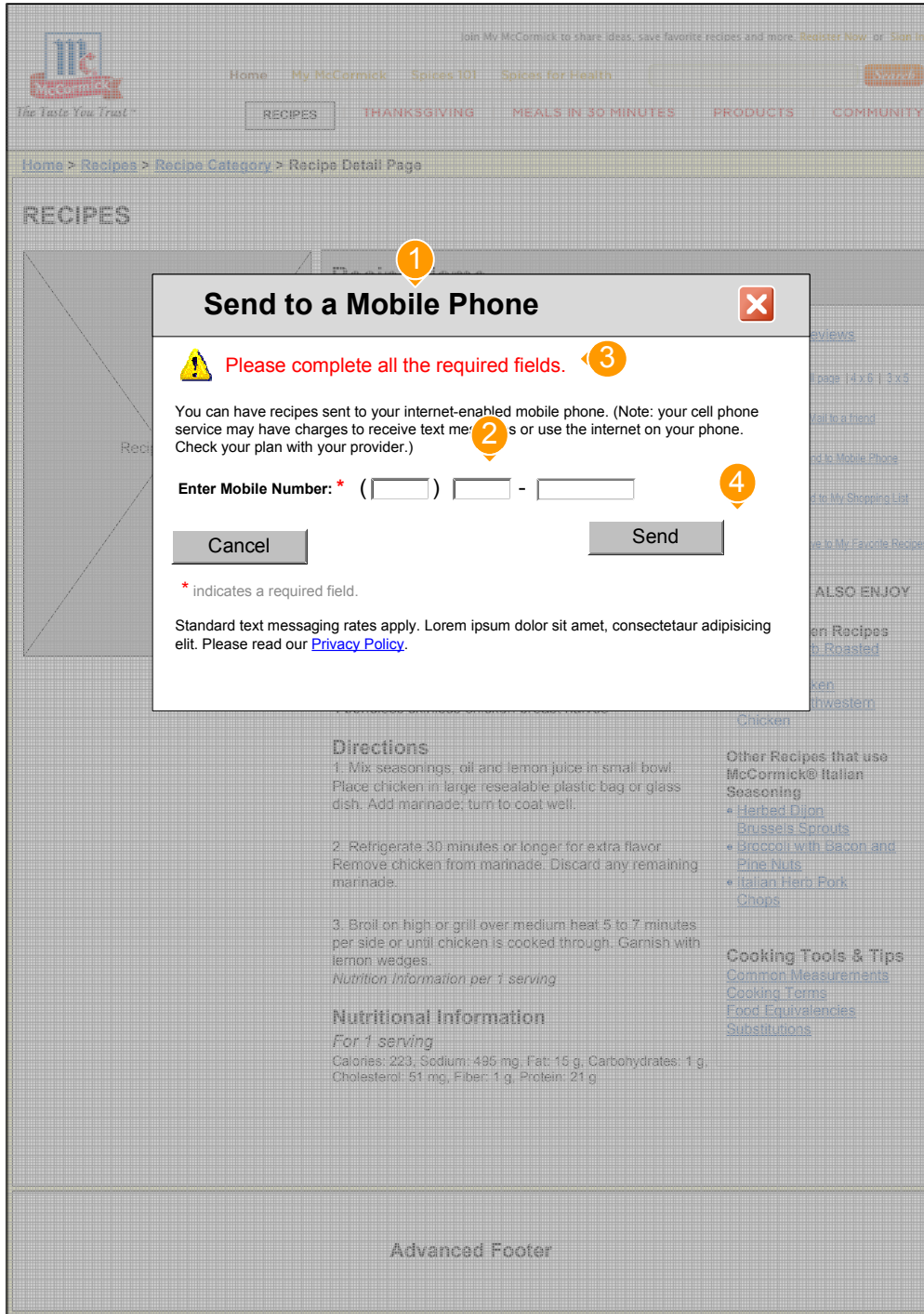
## Annotations

### 1 Confirmation Message

Rules: This provides users a confirmation that their e-mail was sent to all e-mail addresses entered in the "To" field. The recipe name is displayed, and each recipient email is listed. Multiple recipients' are separated by a comma.

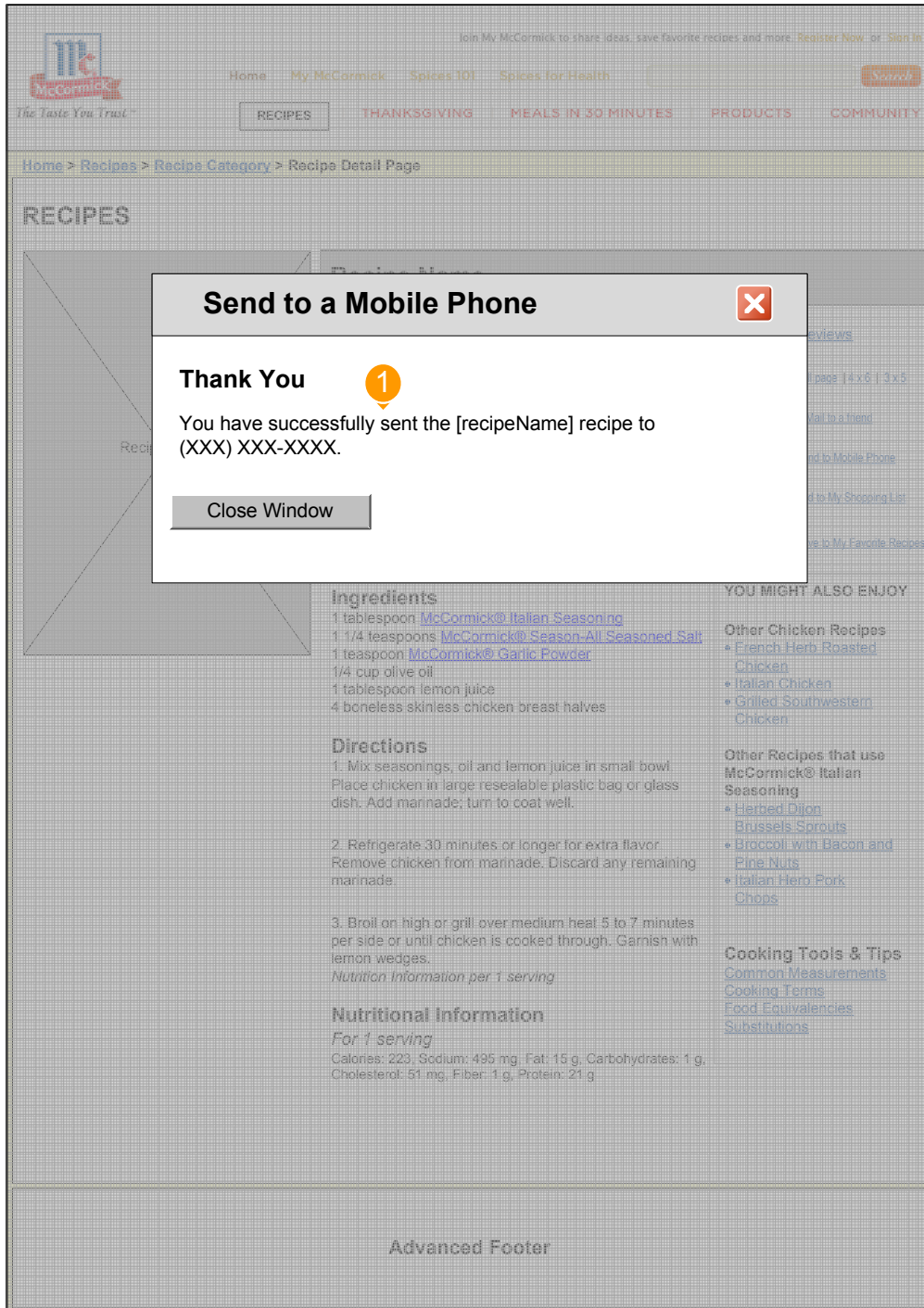






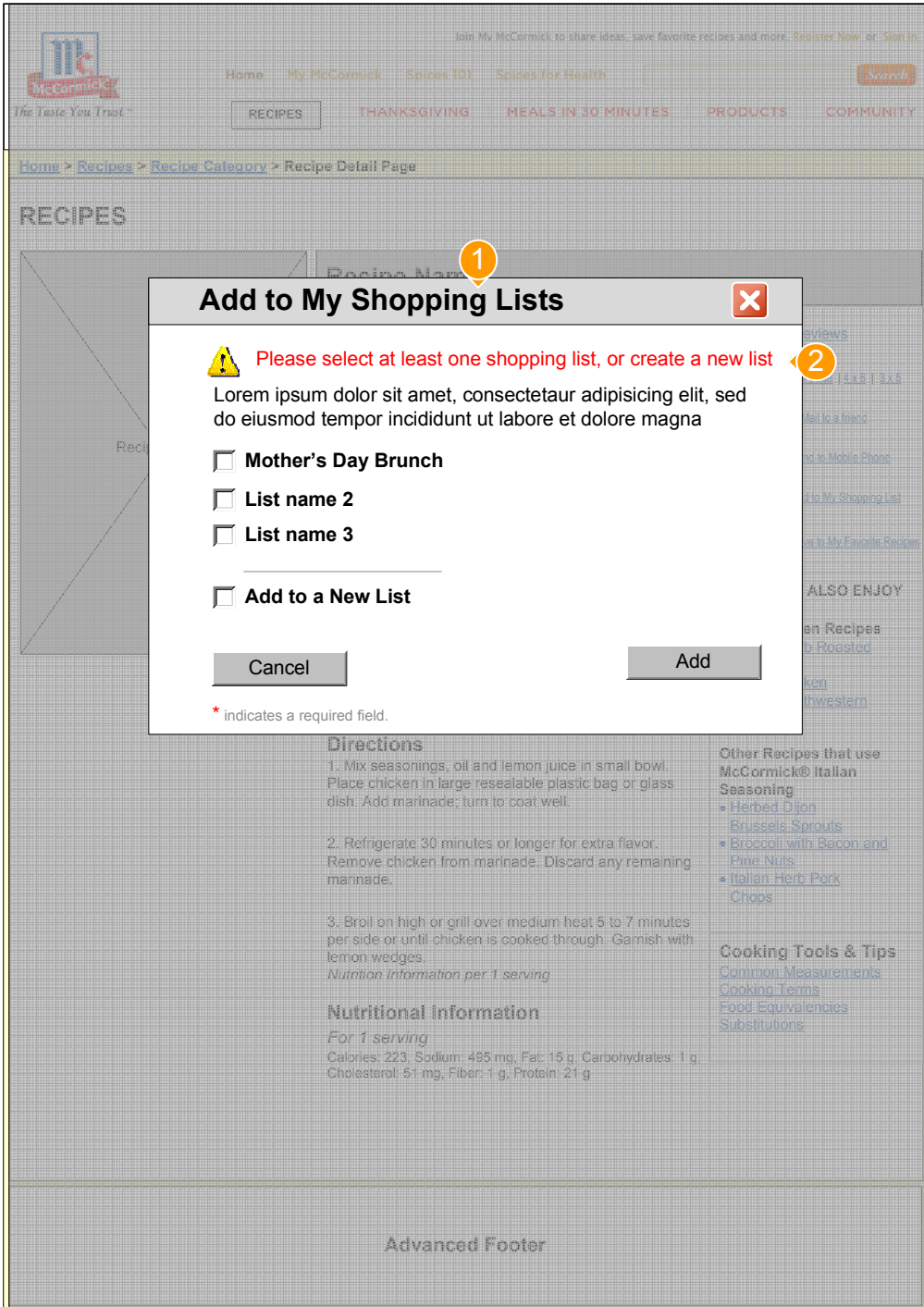
### Annotations

- 1 Overview**  
Rules: This functionality allows users to send recipes to their own mobile phone – or the mobile phone of a friend.
- 2 Enter mobile number**  
Last Modified: June 12, 2008  
Rules: If authenticated, the mobile phone number in the users' profile may be pre-populated (if the data is available), but can be edited. If unauthenticated, users can enter the mobile phone number they wish to send the recipe to. On entering the appropriate number of digits, the focus should move to the next field for easy entry. The field limit is 3, 3, 4 characters respectively.
- 3 Enter mobile number**  
Rules: Error Text  
Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Users do not need to select their phone carrier as most of McCormick's competitors require. Studiocom will build in the functionality to determine if the number entered is a mobile phone number. If not, an error message will be displayed.  
Potential errors:  
- A valid mobile phone number is required.  
- We are currently experiencing technical difficulties and this message could not be sent. Please try again later.
- 4 Initial Opt-In Message**  
Rules: Initial recipe SMS will initiate an opt-in text message that the recipient must approve.



### Annotations

- 1 **Confirmation message**  
Rules: This provides users a confirmation that this recipe was sent – and which phone number is was sent to.



## Annotations

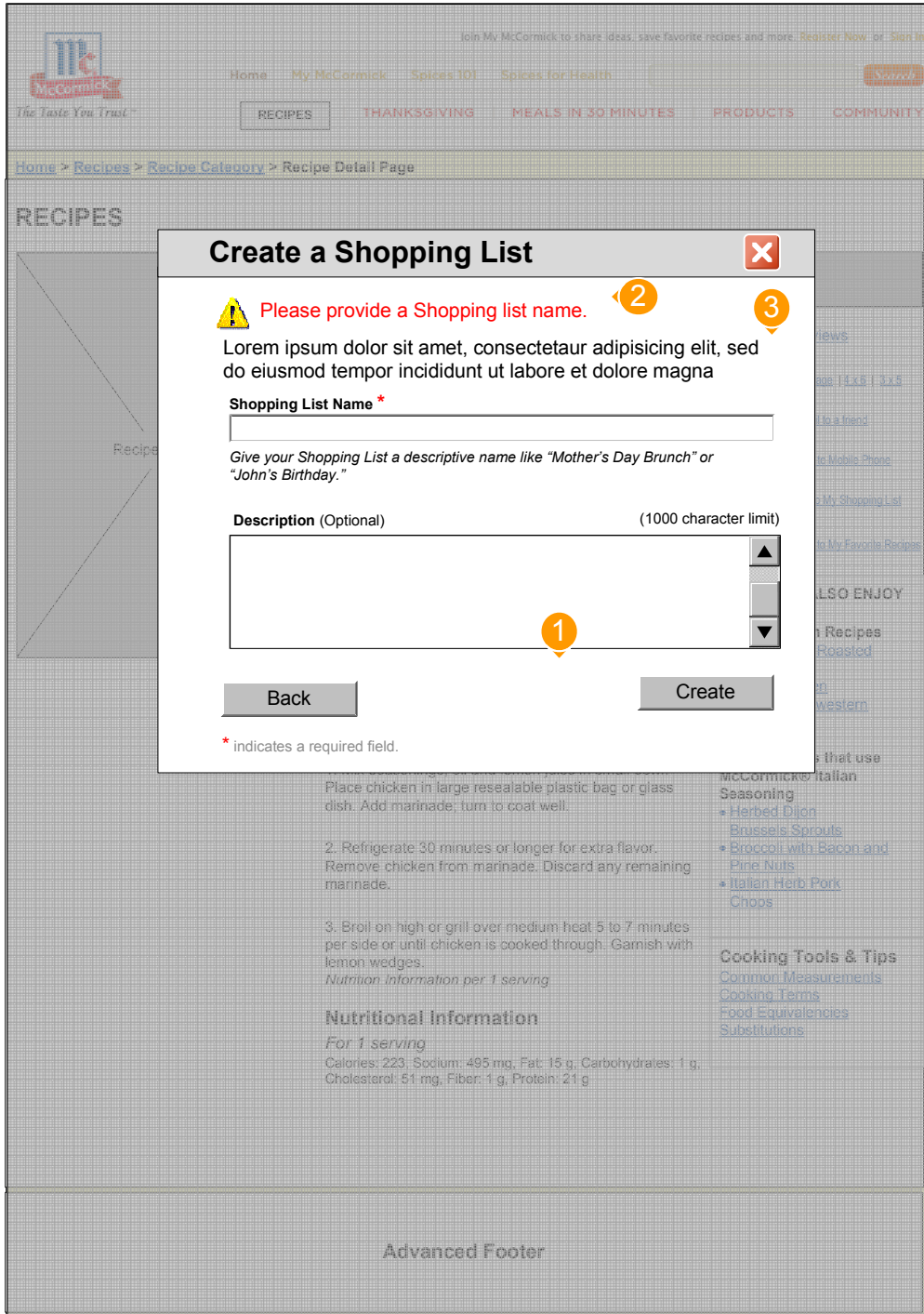
- 1 Add to My Shopping List**

Rules: This page opens above the Recipe Detail page when a logged-in user has selected the option to "Add to My Shopping Lists." All the user's existing Shopping Lists are displayed (in alphabetical order) along with an option to "Add to a New List."
- 2 Error Text**

Rules: Conditional text is only shown if a user selects "Add" without selecting a list (it is not displayed by default).
- 3 Error Text**

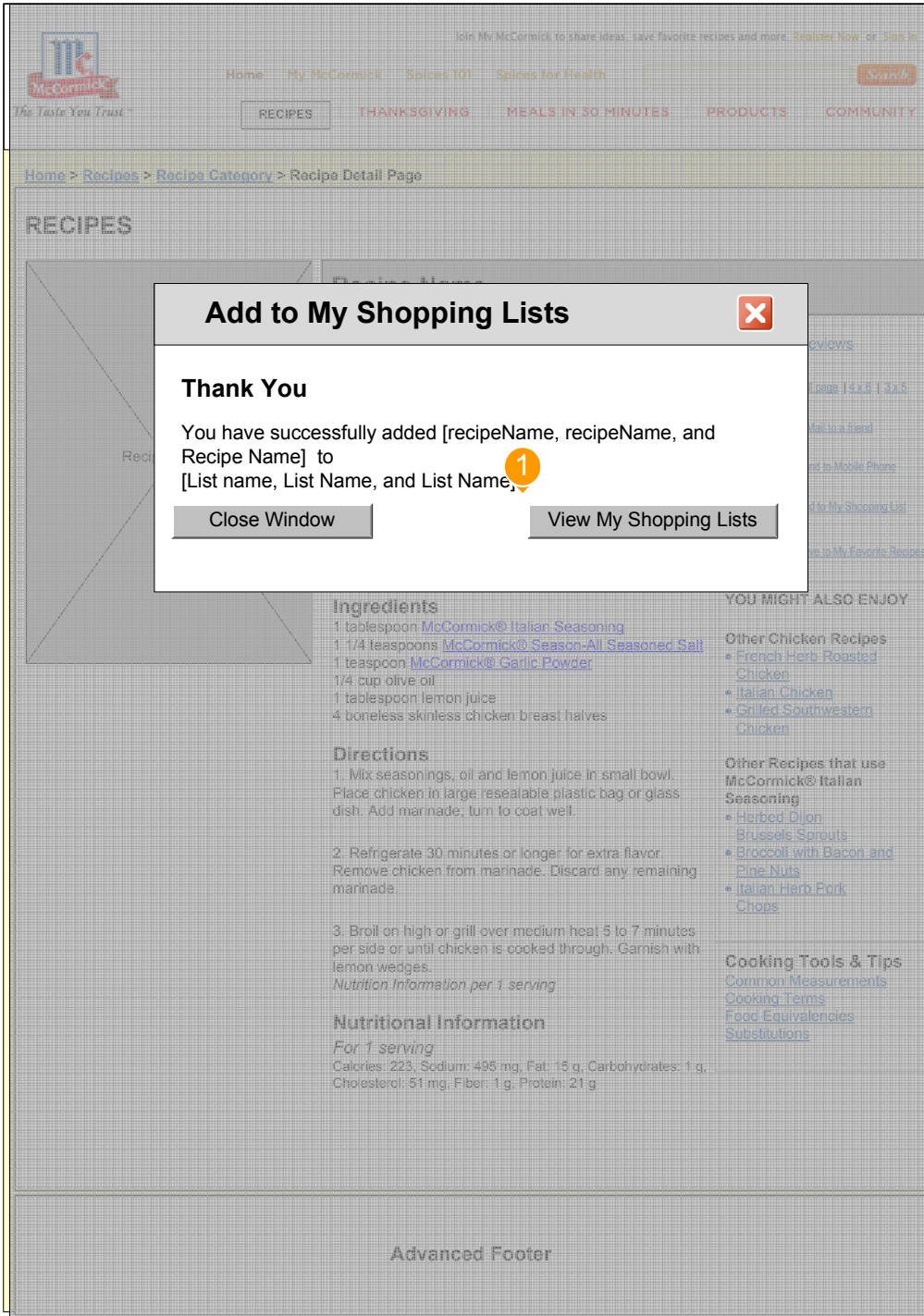
Last Modified: July 7, 2009

Rules: If the user has not created any shopping lists, this page is not displayed, and the user proceeds directly to SCR\_010 to Create a List.



## Annotations

- 1 Create a New List**  
 Rules: This page displays only if a user has asked to add an item to a new list. If the user is adding a recipe only existing Shopping Lists, the user proceeds directly to the confirmation screen.
- 2 Error Text**  
 Rules: Conditional text is only shown if a user has not provided a Shopping List name (it is not displayed by default).
- 3 Field Lengths**  
 Last Modified: **June 18, 2008**  
 Rules: Chopping list name has a limit of 100 characters  
 Your personal message has a limit of 1,000 characters.

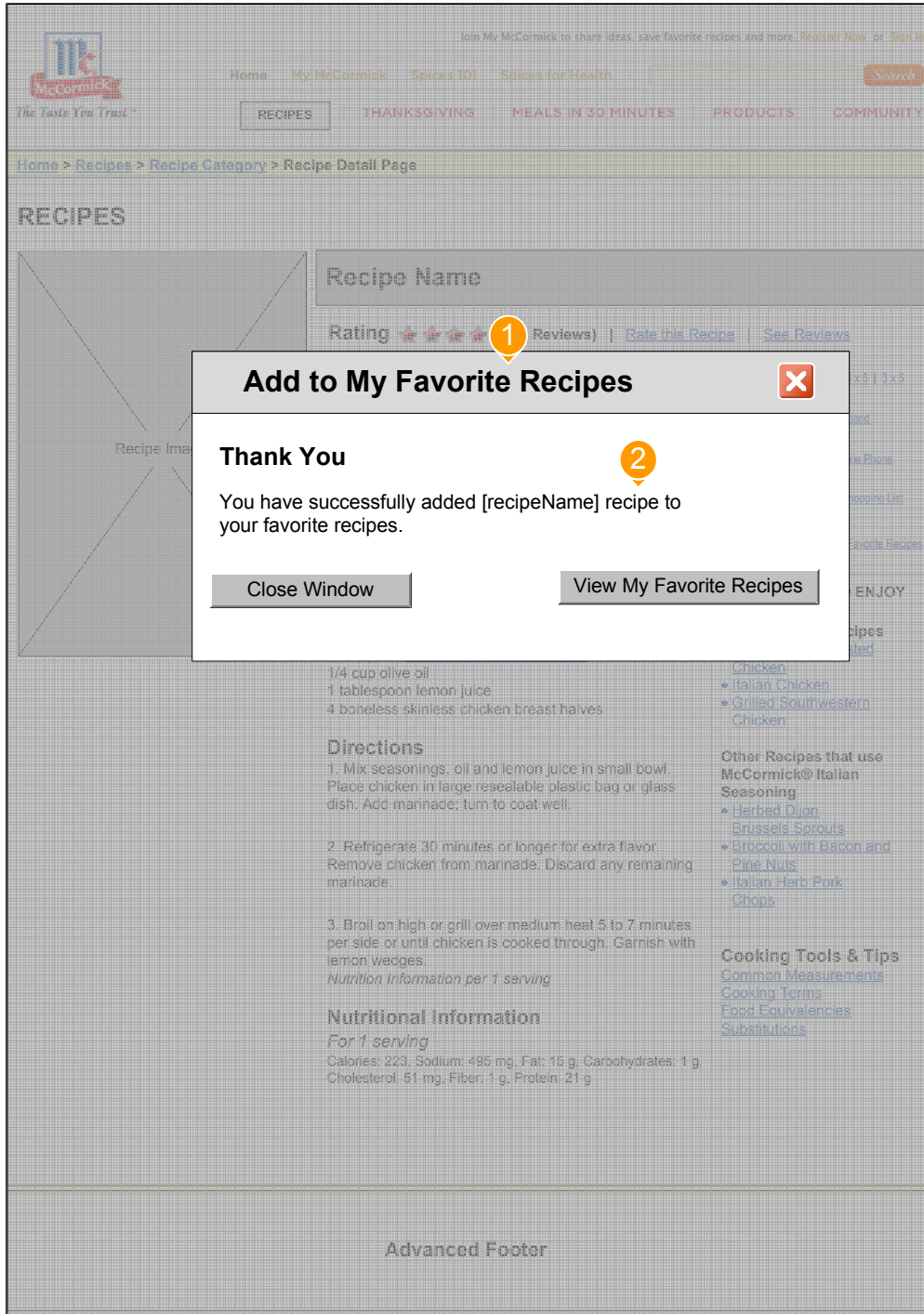


### Annotations

**1 Confirmation Message**

Rules: This provides users a confirmation that this recipe has been added to his/her Shopping List(s). The user can go view all their Shopping Lists in My McCormick, or close this window and return to the Recipe Detail page. Multiple lists are separated by a comma with an "and" before the final list name..





### Annotations

- 1 Add to My Favorite Recipes**  
Rules: Logged in users can add a Recipe to their Favorite Recipes from the Recipe Detail page. If a recipe is already a favorite, the link on the Recipe Detail page is replaced with text "Already Added to My Favorite Recipes."
- 2 Confirmation Message**  
Rules: This provides users a confirmation that this recipe has been added to his/her Favorite Recipes. The user can go view their Favorite Recipes in My McCormick, or close this window and return to the Recipe Detail page.





Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

Home My McCormick Spices 101 Spices for Health  [Search](#)

[RECIPES](#) | [THANKSGIVING](#) | [MEALS IN 30 MINUTES](#) | [PRODUCTS](#) | [COMMUNITY](#)

[Home](#) > [Recipes](#) > [Recipe Category](#) > [\[Recipe name\]](#) > [Ratings & Reviews](#) 1

**User Reviews** « [Go Back](#) | [Rate and Review This Recipe](#)

2

**Recipe name**

**Average Rating:** ★ ★ ★ ★ ☆ Based on 52 user ratings 5

**Showing** 1-10 of 40 Reviews **Sort Results by** 4  **Page** 5 [≤](#) [1](#) [2](#) [3](#) [4](#) [5](#) [...](#) [≥](#)

**Reviewed by:** JDP012 on 05/25/2008 **Rating:** ★ ★ ★ ★ ☆ 3

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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum Et harum und, dereud facilis est er expedit distinct.

Nam liber te conscient to factor tum poen legum odioque civiuda. Et tam neque pecun modut est neque nonor et imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliquam. Bis nostrud exercitation ullam mmodo consequet. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent luptatum delenit aigue excepteur sint occae.

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**Reviewed by:** ViviCooks on 05/25/2008 **Rating:** ★ ★ ★ ★ ☆

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Et harum und, dereud facilis est er expedit distinct.

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**Reviewed by:** JodiChef on 05/25/2008 **Rating:** ★ ★ ★ ★ ☆

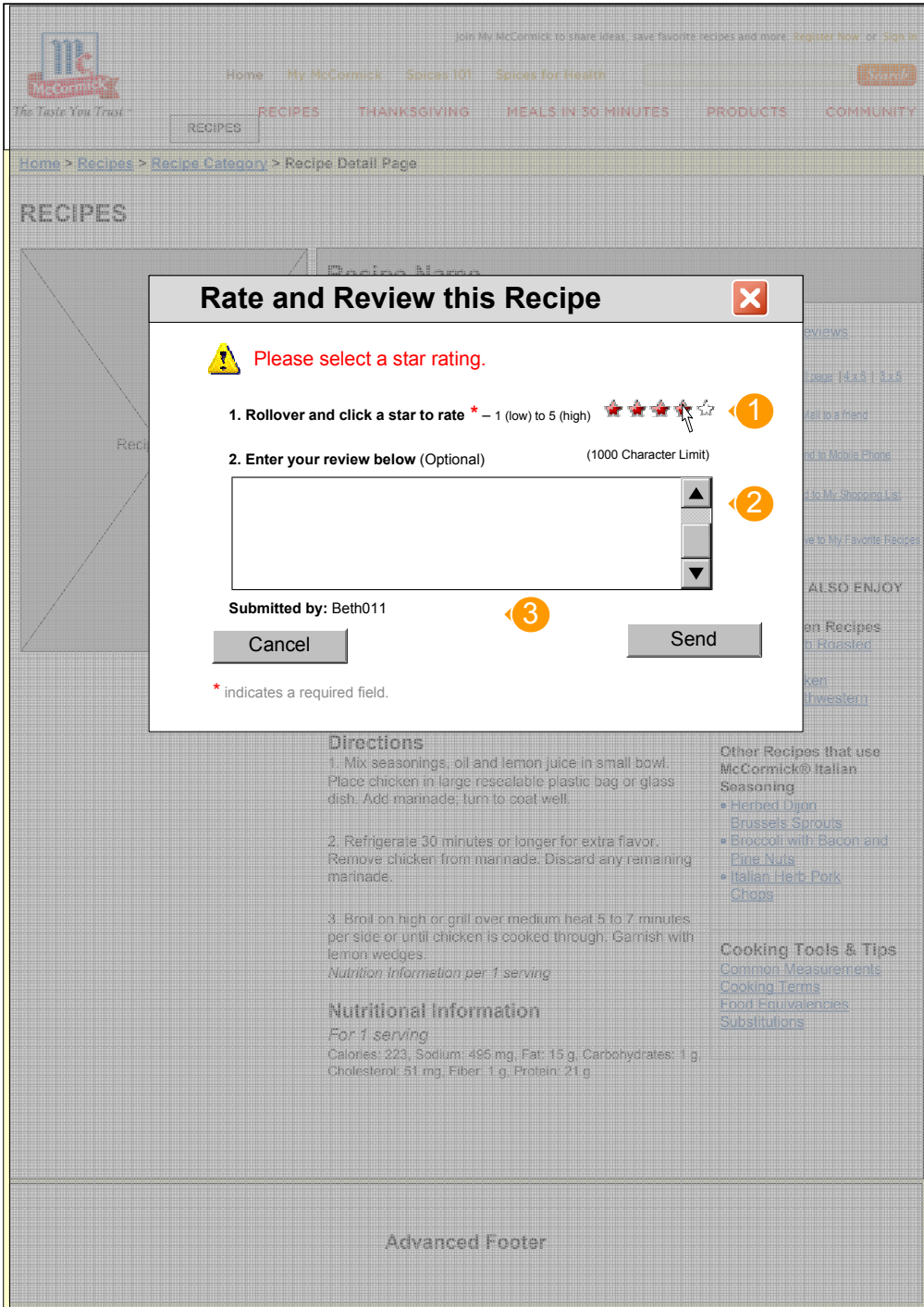
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Et harum und, dereud facilis est er expedit distinct.

[Top of Page](#) **Page** [≤](#) [1](#) [2](#) [3](#) [4](#) [5](#) [...](#) [≥](#)

**Advanced Footer**

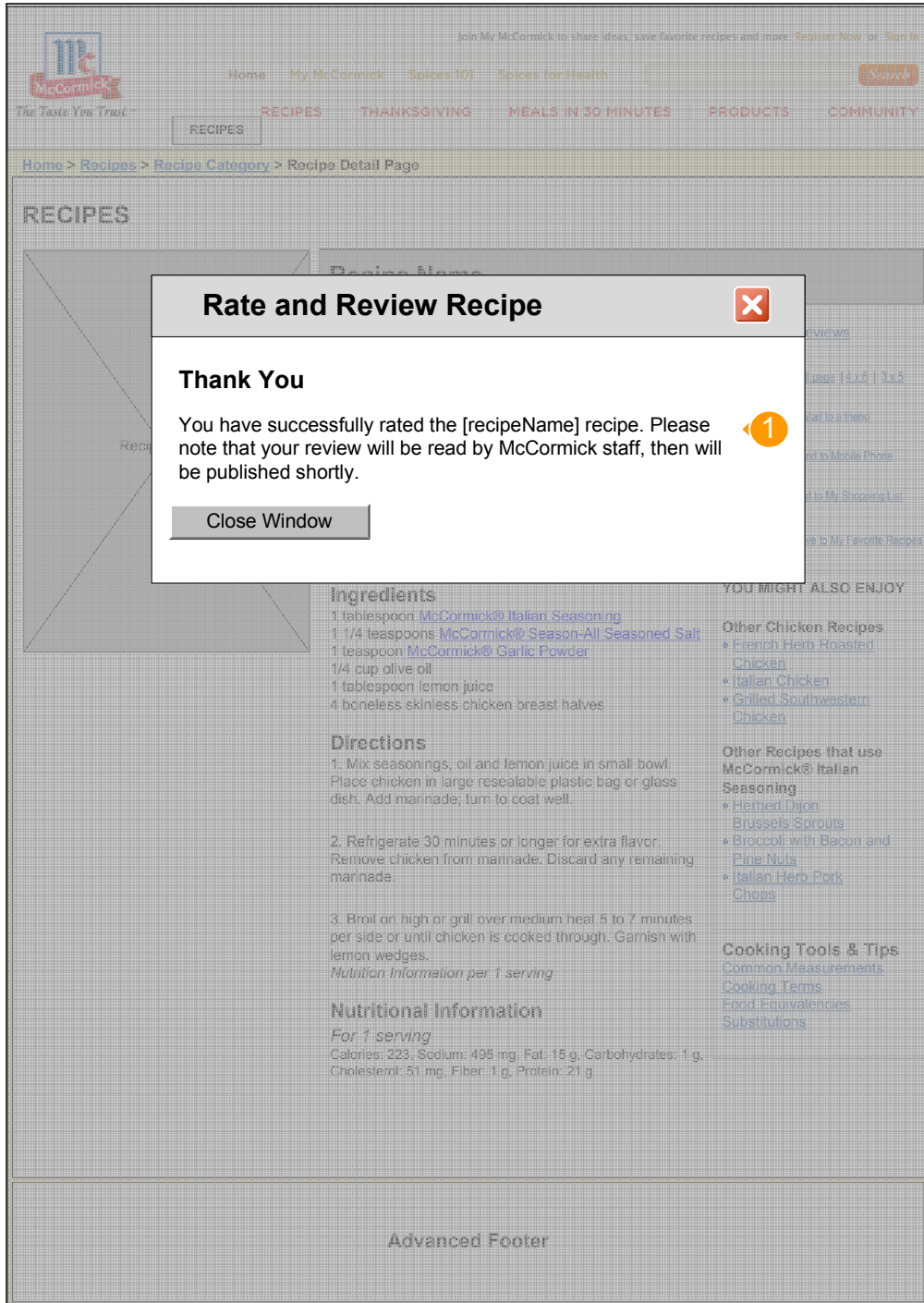
### Annotations

- 1 Breadcrumb**  
Rules: The full recipe breadcrumb is displayed. For functionality please refer to the Global component, MOD\_008.
- 2 Product Thumbnail Photography**  
Rules: A 225x225 product image will be placed on the page, providing users an enhanced view of the product.
- 3 Review Information**  
Last Modified: July 2, 2008  
Rules: Each review displays the display name; The Posting date, The Star Rating;, and Comment. Additional ratings may be factored into the overall ratings without a text review. Only Text reviews are individually displayed.
- 4 Sort**  
Rules: The user can sort by Most Recent, Highest Rated, Lowest Rated
- 5 Average Rating**  
Rules: The average rating is based on all the submitted star ratings. Note that not all ratings will have a text review. The total number of ratings is displayed.



## Annotations

- 1 Create a rating**  
Rules: Users roll over and click on the appropriate star to indicate the rating they felt this recipe deserved.
- 2 Create a rating**  
Rules: Users may also enter up to a 1000 character for a text review.
- 3 Submitted by**  
Last Modified: June 30, 2008  
Rules: The reviewer's username is the display name. This text is not editable.



### Annotations

- 1 **Confirmation message**  
Rules: This provides users a confirmation that their review was submitted, the recipe name is displayed.



1 » [« Go Back](#) Print

---

**Recipe Name** 2

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip officia deserunt mollit anim id est laborum.

Makes 4 servings.  
**Prep Time:** 5 minutes  
**Marinate:** 30 minutes  
**Cook Time:** 14 minutes

**Rating** ★★★★★  
 (10 Reviews)

**Health Claims (Low salt, Low Fat, etc.)**

---

**Ingredients**

1 tablespoon [McCormick® Italian Seasoning](#)  
 1 1/4 teaspoons [McCormick® Season-All Seasoned Salt](#) 3  
 1 teaspoon [McCormick® Garlic Powder](#)  
 1/4 cup olive oil  
 1 tablespoon lemon juice  
 4 boneless skinless chicken breast halves

**Directions**

1. Mix seasonings, oil and lemon juice in small bowl. Place chicken in large resealable plastic bag or glass dish. Add marinade; turn to coat well.

2. Refrigerate 30 minutes or longer for extra flavor. Remove chicken from marinade. Discard any remaining marinade.

3. Broil on high or grill over medium heat 5 to 7 minutes per side or until chicken is cooked through. Garnish with lemon wedges.

*Nutrition Information per 1 serving*

**Nutritional Information**

*For 1 serving*  
 Calories: 223, Sodium: 495 mg, Fat: 15 g, Carbohydrates: 1 g, Cholesterol: 51 mg, Fiber: 1 g, Protein: 21 g

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1 » [« Go Back](#) Print


## Annotations

**1 Go Back Navigation Link and Print Button**  
 Rules: A “<< Go Back” link (which takes users back to the recipe page) and “Print” button will be placed at the top and bottom right corners of this page. Note that these items will not actually pass to the printer, they will be hidden in CSS.

**2 Page Center**  
 Rules: General Information Block: Content includes:

- Recipe Name
- Recipe Thumbnail (if available)
- Rating
- Description (Note: Variations/notes will reside here)
- Servings
- Prep Time
- Marinade Time (if applicable)
- Refrigerate (if applicable)
- Cook Time
- Healthy Living Items (Shaking Salt, etc.)
- Ingredients
- Directions (which may include variations and Test Kitchen Tips)
- Nutritional Information (Placement of Nutritional Information may change once the creative team begins working on the comps)

**3 Page links**  
 Rules: The links are still actionable on this page, but the CSS should control the print style. The links should not be colored and underlined in the Print CSS.

« [Go Back](#) [Print](#)

**McCormick Recipe Name**

Ut enim ad minim veniam, quis nostrud exercitation ullamco labo ris nisi ut  
aliquip officia deserunt mollit anim id est laborum

**Makes 4 servings**      **Rating** ★★★★★ (10 Reviews)  
**Prep Time: 5 minutes**      **Health Claims** (Low salt, Low Fat)  
**Marinate: 30 minutes**  
**Cook Time: 14 minutes**

**Ingredients**

1 tablespoon [McCormick® Italian Seasoning](#)  
1 1/4 teaspoons [McCormick® Season-All Seasoned Salt](#)  
1 teaspoon [McCormick® Garlic Powder](#)  
1/4 cup olive oil  
1 tablespoon lemon juice  
4 boneless skinless chicken breast halves

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« [Go Back](#) [Print](#)

**McCormick Recipe Name (continued)**

**Directions**

1. Mix seasonings, oil and lemon juice in small bowl. Place chicken in large resealable plastic bag or glass dish. Add marinade; turn to coat well.  
2. Refrigerate 30 minutes or longer for extra flavor. Remove chicken from marinade. Discard any remaining marinade.  
3. Broil on high or grill over medium heat 5 to 7 minutes per side or until chicken is cooked through. Garnish with lemon wedges.  
*Nutrition Information per 1 serving*

**Nutritional Information**  
*For 1 serving*  
Calories: 223, Sodium: 495 mg, Fat: 15 g, Carbohydrates: 1 g, Cholesterol: 51 mg, Fiber: 1 g, Protein: 21 g

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« [Go Back](#) [Print](#)

## Annotations

- 1 Dashed Boarder**

Rules:      Similar to most competition, users are to print the recipe out and cut along the dashed lines to add this 3x5 recipe card to their personal collection
- 2 Long Recipes**

Rules:      Long recipes can flow onto additional recipe card pages. The Recipe name is shown along the top of each block with the word "continued" on 2-N blocks. This recipe card box is reflected in the wireframe for representative purposes only. If the recipe content only fills two recipe card boxes, the third box will not appear. In addition, the "Go Back" link and "Print" button will slide up under the second box.
- 3 Print Specifications**

Rules:      Refer to SCR\_016



The wireframe shows a recipe print page with a dashed border. At the top left is the McCormick logo. At the top right are links for « Go Back and a Print button. The main content area is divided into sections: Recipe Name, Ingredients, Directions, and Nutritional Information. A dashed line separates the top section from the bottom section. A circled '1' points to the dashed line, and a circled '2' points to the bottom section. There are also scissors icons on the left side of the wireframe.

McCormick **Recipe Name**

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip officia deserunt mollit anim id est laborum

**Makes 4 servings** **Rating** ★★★★★ (10 Reviews)  
**Prep Time: 5 minutes** **Health Claims** (Low salt, Low Fat)  
**Marinate: 30 minutes**  
**Cook Time: 14 minutes**

**Ingredients**  
1 tablespoon McCormick® Italian Seasoning  
1 1/4 teaspoons McCormick® Season-All Seasoned Salt  
1 teaspoon McCormick® Garlic Powder  
1/4 cup olive oil  
1 tablespoon lemon juice  
4 boneless skinless chicken breast halves

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McCormick **Recipe Name (continued)**

**Directions**  
1. Mix seasonings, oil and lemon juice in small bowl. Place chicken in large resealable plastic bag or glass dish. Add marinade; turn to coat well.  
2. Refrigerate 30 minutes or longer for extra flavor. Remove chicken from marinade. Discard any remaining marinade.  
3. Broil on high or grill over medium heat 5 to 7 minutes per side or until chicken is cooked through. Garnish with lemon wedges.  
*Nutrition Information per 1 serving*

**Nutritional Information**  
*For 1 serving*  
Calories: 223, Sodium: 495 mg, Fat: 15 g, Carbohydrates: 1 g, Cholesterol: 51 mg, Fiber: 1 g, Protein: 21 g

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« Go Back Print

## Annotations

- 1 Dashed Boarder**

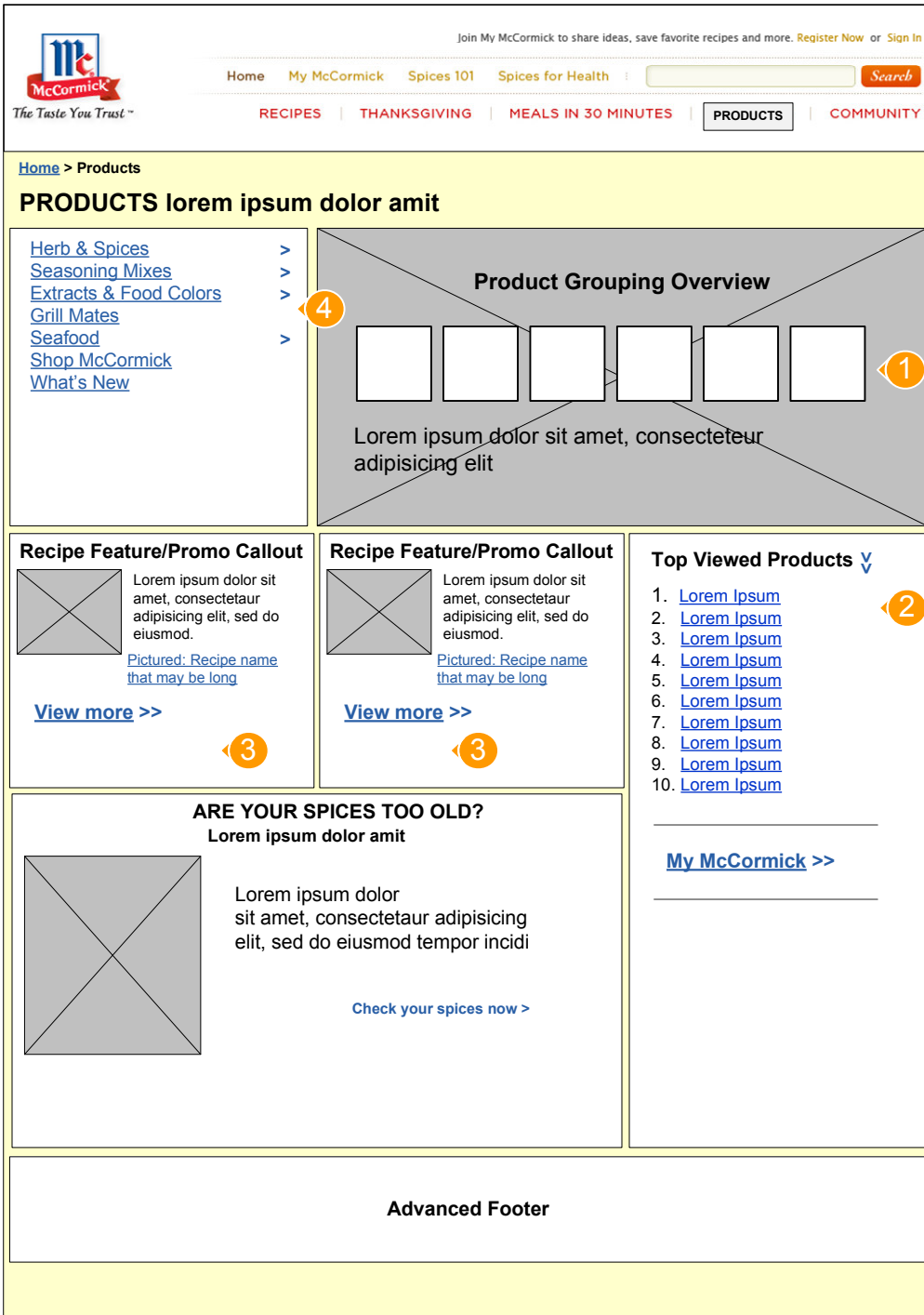
Rules: Similar to most competition, users are to print the recipe out and cut along the dashed lines to add this 4x6 recipe card to their personal collection
- 2 Long Recipes**

Rules: Long recipes can flow onto additional recipe card pages. The Recipe name is shown along the top of each block with the word "continued" on 2-N blocks. This recipe card box is reflected in the wireframe for representative purposes only. If the recipe content only fills two recipe card boxes, the third box will not appear. In addition, the "Go Back" link and "Print" button will slide up under the second box.
- 3 Print Specifications**

Rules: Refer to SCR\_016

PRODUCT PAGES





## Annotations

**1 Product Grouping Overview**

**Rules:** This area provides the ability to create an interactive overview approach for each product grouping. This also provides an alternate navigation solution to each product grouping landing page.

Visual Product Navigation  
This area will create a way for users to explore and browse the main product categories in a unique way. The purpose of this area is to make users more aware of the products for in store recognition as well as allow for a visual way to navigate the breadth of the McCormick product line.

**2 Open/Close Callouts**

**Rules:** Top Viewed Recipes, My McCormick, and Cooking Tools & Tips are grouped with Top Viewed Recipes "open" by default. If a user mouse's over another header, the new section opens and closes the other section.

[Top Viewed Products >>](#)

**My McCormick** ▾

**Lorem ipsum**  
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Join Now>>](#)

**3 Product Feature/Promo Callouts**

**Rules:** Providing an additional product features/promo callouts provides additional flexibility to feature content or promotions as needed. Topics that may be included in these callouts could be: Fresh Flavor, Shop McCormick, etc.

**4 DHTML Left Navigation**

**Rules:** This navigation provides users a quick view of all the main Product Category pages and corresponding sub-pages; therefore, allowing users to choose their preference for searching.

In this example, when users mouse over Herbs & Spices, they see the "Herbs & Spices" Product Category page and all corresponding sub-pages listed in the DHTML window.

Users can click on the Herbs & Spices page link

- In the left navigation
- Or at the top of the DHTML navigation

Users may also view and link directly to any of the Brand Landing pages within the Herbs & Spices product category.

[Herbs & Spices](#)

[Seasoning Mixes](#)

[Extracts & Food Colors](#)

[Grill Mates](#)

[Seafood](#)

[Shop McCormick](#)

[What's New](#)

**Herbs & Spices**

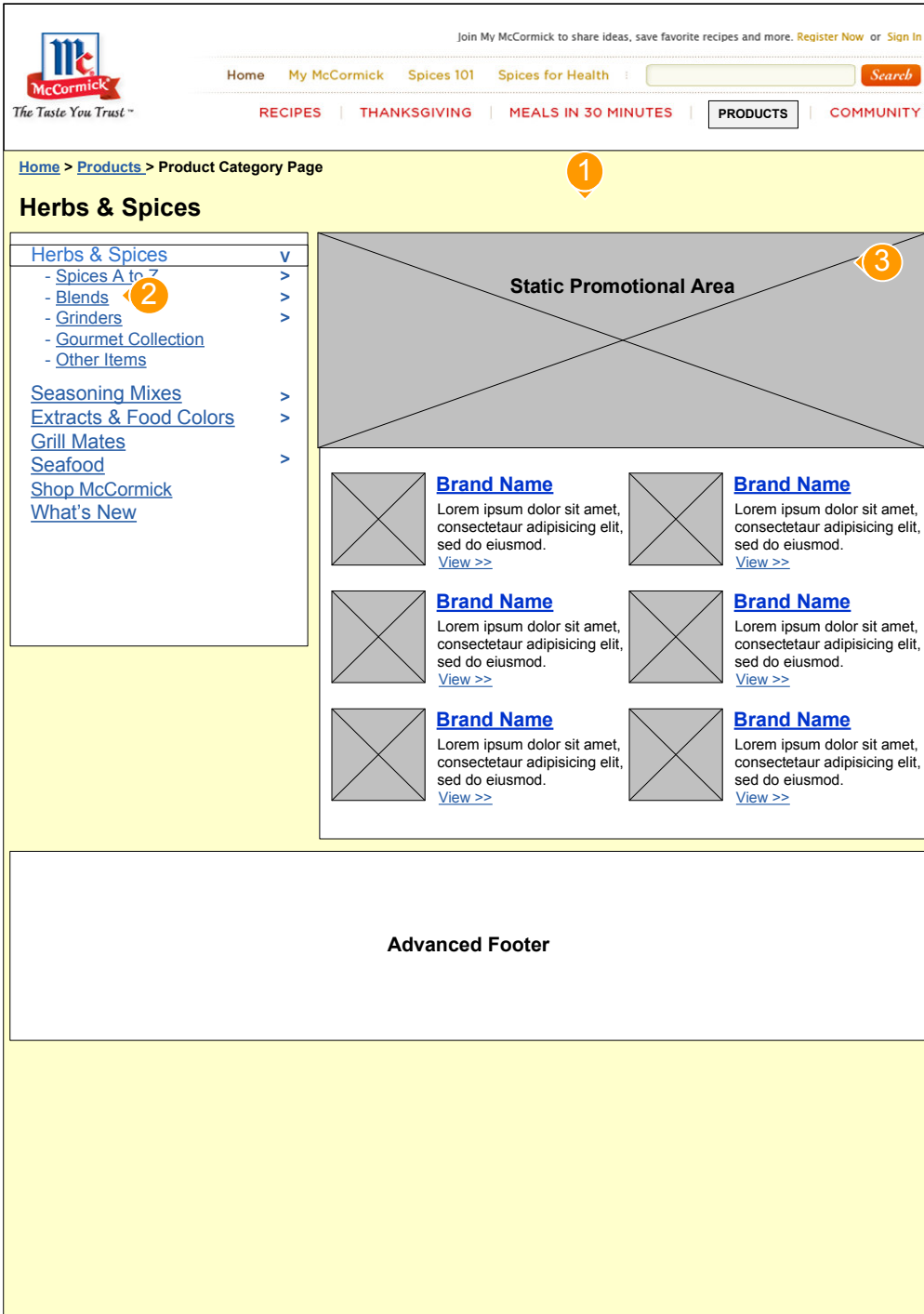
[Blends](#)

[Gourmet Collection](#)

[Grinders](#)

[Spices A to Z](#)

[Other Items](#)



## Annotations

- 1 Page Overview**

Rules: This page lists all the items in the sub navigation (all the Brands within the Category) with a corresponding thumbnail, description and link to SCR\_078 Blends.
- 2 Blends Exception**

Rules: Since Blends are further categorized (and an alphabetical listing is not appropriate), The Blends page is an exception where another Category Page for each Blend is linked from this page.
- 3 Static Promo Area**

Rules: Having a large promotional area at the top right portion of the Product Category page provides McCormick the flexibility to feature product or promotions around a specific product.



Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

Home My McCormick Spices 101 Spices for Health  [Search](#)

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | **PRODUCTS** | COMMUNITY

Home > **Products** > [Product Category name]

### Herbs & Spices

- Herbs & Spices v
  - Spices A to Z
  - **Blends**
  - Grinders
  - Gourmet Collection
  - Other Items
- Seasoning Mixes
- Extracts & Food Col
- Grill Mates
- Seafood
- Shop McCormick
- What's New

**Blends**

- California Blends**
  - California Style Crushed Garlic made from Fresh Garlic
  - California Style Garlic Pepper with Red Bell and Black Pepper
  - California Style Garlic Powder with Parsley
  - California Style Garlic Salt with Parsley
  - California Style Lemon Pepper with Garlic & Onion
  - California Style Minced Garlic made from Fresh Garlic
  - California Style Minced Onion
  - California Style Onion Powder
- Salt Free Blends**
  - Salt Free All-Purpose Seasoning
  - Salt Free Garlic & Herb Seasoning
  - Salt Free It's A Dilly® Seasoning
  - Salt Free Lemon & Pepper Seasoning
  - Salt Free Spicy Seasoning
- Signature Blends**
  - Herb Garden Seasoning Blend
  - Smokey Sweet Seasoning Blend
  - Italian Pepper & Onion Seasoning Blend
  - Parmesan Herb
  - Basil & Garlic
  - Roasted Garlic & Bell Pepper
  - Garlic Herb
- Seasoning Blends**
  - 25% Less Sodium Season-All® Seasoned Salt
  - Broiled Steak Seasoning
  - Cajun Seasoning Caribbean Jerk Seasoning
  - Celery Salt
  - Chili with Lime Seasoning (Chile con Limón)
  - Fajita Seasoning
  - Garlic Pepper Blend
  - Garlic Season-All® Seasoned Salt
  - Lemon & Herb Seasoning
  - Lemon & Pepper Seasoning Salt
  - Original Chicken Seasoning
  - Pepper Season-All® Seasoned Salt
  - Rotisserie Chicken Seasoning
  - Salad Supreme® Seasoning
  - Season-All® Seasoned Salt
  - Seasoned Pepper Blend
  - Spicy Season-All®
  - Vegetable Supreme® Seasoning
- Crusting Blends**
  - Smokehouse Ground Black Pepper
  - Worcestershire Ground Black Pepper Blend
- Roasting Rubs**
  - Cracked Peppercorn Herb
  - Roasting Rub
  - French Herb Roasting Rub
  - Savory Herb Roasting Rub
  - Turkey Rub

**Advanced Footer**

## Annotations

**1 DHTML Navigation**

Rules: In this example, users can click on the Blends link in the left navigation or the top of the DHTML navigation. Users may also view and link directly to any of the product brand pages within Blends – or view and link directly to any of the product detail pages within this section.

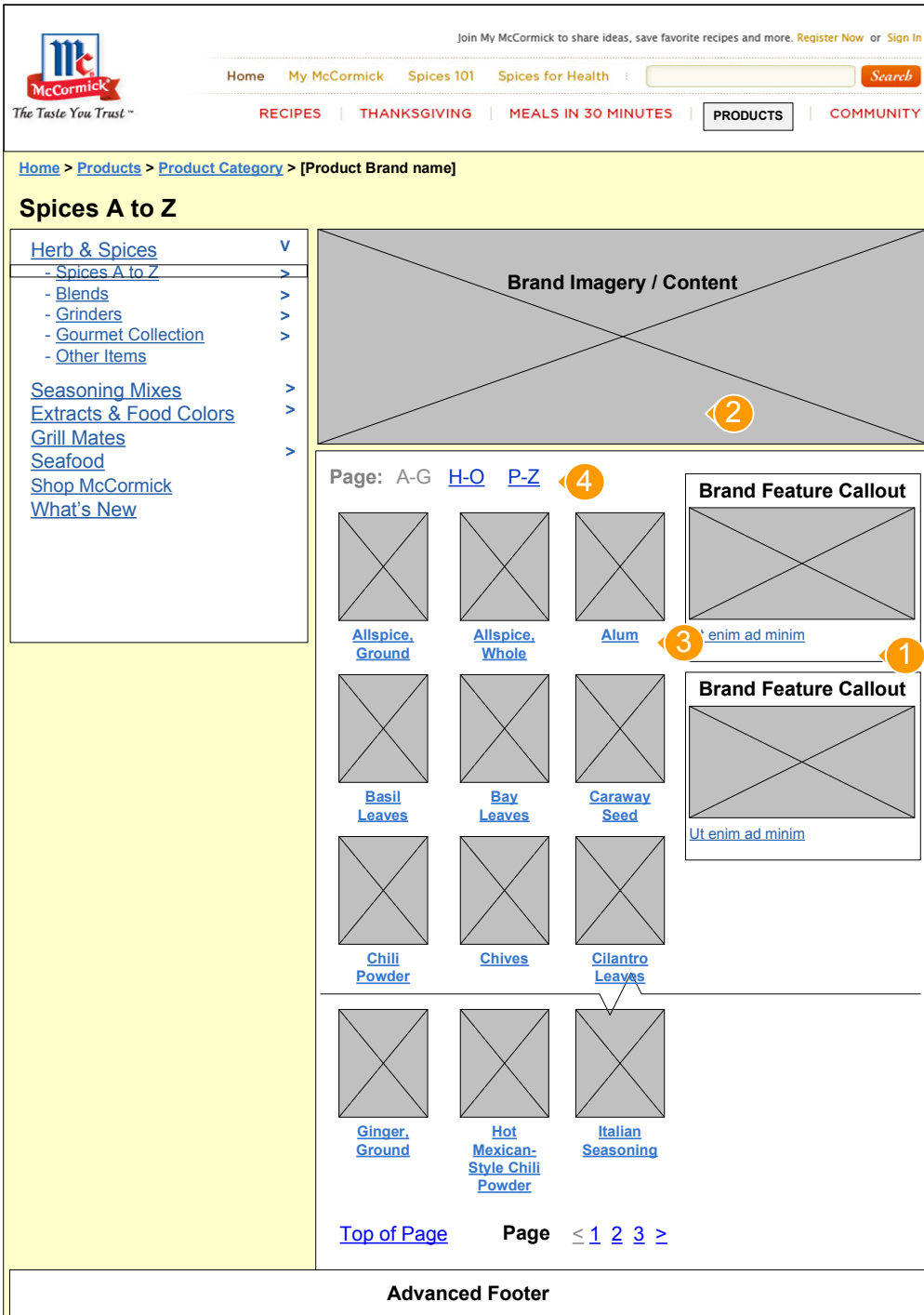
Another view of the Product Category DHTML navigation.

Herbs & Spices >

- Blends >
- Gourmet Collection >
- Grinders >
- Spices A to Z >
- Other Items >

**Static Promotional Area**

- Spices A to Z**
  - Allspice, Ground
  - Allspice, Whole
  - Alum
  - Anise Seed
  - Apple Pie Spice
  - Basil Leaves
  - Bay Leaves
  - Caraway Seed
  - Celery Flakes
  - Celery Seed
  - Chili Powder
  - Chives
  - Cilantro Leaves
  - Cinnamon Sticks
  - Cinnamon Sugar
  - Cinnamon, Ground
  - Cloves, Ground
  - Cloves, Whole
  - Cream of Tartar
  - Cumin Seed
  - Cumin, Ground
  - Curry Powder
  - Dill Seed
  - Dill Weed
  - Fennel Seed
  - Ginger, Ground
- Hot Mexican-Style Chili Powder
- Italian Seasoning
- Italian Tabletop Spices
- Mace, Ground
- Marjoram Leaves
- Marjoram, Ground
- Mexican Oregano (Orégano Entero), Whole
- Mixed Pickling Spice
- Mustard Seed
- Mustard, Ground
- Nutmeg, Ground
- Oregano Leaves
- Oregano, Ground
- Paprika
- Parsley Flakes
- Poppy Seed
- Poultry Seasoning
- Pumpkin Pie Spice
- Rosemary Leaves
- Rubbed Sage
- Sage Leaves
- Sage, Ground
- Sesame Seed
- Traditional Tabletop Spices
- Tarragon Leaves
- Thyme Leaves
- Thyme, Ground
- Turmeric, Ground
- Chopped Onions
- Garlic & Italian Herb
- Garlic Bread Sprinkle
- Garlic Powder
- Garlic Salt
- Garlic with Extra Virgin Olive Oil
- Minced Garlic
- Minced Onions
- Onion Powder
- Onion Salt
- Roasted Garlic Blend
- Sliced Garlic
- Coarse Ground Black Pepper
- Crushed Red Pepper
- Ground Black Pepper
- Ground Red Pepper
- Ground White Pepper
- Hot Shot!® Black & Red Pepper Blend
- Smokehouse Ground Black Pepper
- Whole Black Peppercorns
- Worcestershire Ground Black Pepper Blend



### Annotations

- 1 Brand feature callouts**

Rules: Providing two brand callouts provides additional flexibility to feature products or promotions as needed.
- 2 Brand imagery/content block**

Rules: Having a brand imagery area at the top right portion of the Brand Landing page provides McCormick the flexibility to feature products or promotions as needed.
- 3 Products**

Rules: Product thumbnails (65 x 65) with links to each respective products will be displayed on this page. Each page can contain up to 30 products/thumbnails. Spices A to Z contains more than 70 products and will require three pages as reflected in this wireframe.
- 4 Spice Range**

Last Modified: June 16, 2008

Rules: The letter ranges correspond to the spices on each page. Additional pagination by letter grouping allows a user to quickly navigate to the correct page. This is only applicable for products that span multiple pages.



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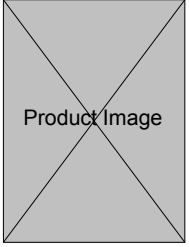
Home My McCormick Spices 101 Spices for Health  [Search](#)

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | **PRODUCTS** | COMMUNITY

RECIPES

[Home](#) > [Products](#) > [\[Product Category Name\]](#) > [\[Product Brand Name\]](#) > [\[Product name\]](#)

## Product name



**1**

Marjoram is the dried leaves of Marjorana hortensis Moench. Marjoram is a low bushy plant belonging to the mint family and grown as an annual. The leaves are silvery green, narrow, and about 1 cm long, and possess a pleasant aromatic odor and have a warm, slightly bitter taste. Marjoram is native to the Mediterranean region and Western Asia.

**Usage**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Flavorful Tips**  
Mix 1 teaspoon Ground Marjoram with 2 pounds ground meat in your favorite meatloaf recipe.

Use 1/4 teaspoon to 3 cups unseasoned bread cubes for stuffing for poultry, pork or veal.

Add to meat gravies, barbecue sauce, spaghetti sauce or pizza sauce.

**Ingredients**  
MARJORAM


**Available Size**  
0.65 ounces, UPC 52100 00336


**Nutritional Information**  
This product has no significant nutritional value per 1/4 tsp. serving.


**2**

**YOU MIGHT ALSO ENJOY**


**Other Products**


 [Marjoram Leaves](#) **3**


 [Poultry Seasoning](#)

 [Ground Thyme](#)

**Recipes that use McCormick® productName**

 [French Herb Roasted Chicken](#)

 [French Herb Roasted Chicken](#)

 [French Herb Roasted Chicken](#)

**Advanced Footer**

## Annotations

- 1 Product Photography**  
Rules: A 225x225 product image will be placed on the page, providing users an enhanced view of the product.
  
- 2 Page Content**  
Rules: General Information Block: The following information is best reflected in the central part of the page for consistency of experience and ease of use. Content includes:  
Product Name  
Product Description  
Usage  
Flavorful Tips  
Ingredients  
Available Size  
Nutritional Information
  
- 3 You might also enjoy**  
Rules: This section is positioned the right column for consistency. It includes:  
Other Products (Optional section)  
- McCormick may manually select up to 3 products for each Product Detail page via the CMS. Each Product can be represented with a thumbnail image.  
- If no corresponding products are selected for this page, this section will not appear and the "Recipes that use McCormick® productName" will slide up  
Recipes that use McCormick® productName  
- Up to 3 recipes that use this product will be dynamically listed in this section.

SPICES 101



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Home My McCormick **SPICES 101** Spices for Health  [Search](#)

[RECIPES](#) | [THANKSGIVING](#) | [MEALS IN 30 MINUTES](#) | [PRODUCTS](#) | [COMMUNITY](#)

[Home](#) > [Spices 101](#)

[Check the Age of your Spices](#)  
[Spice Field Report](#) >  
[Enspicelopedia](#) >  
[History of Spices](#)  
[Spices for Health](#)  
[Spice Usage Tips](#)  
[Substitutions](#)

**Static Creative Area** 1

**Check the Age of Your Spices**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua [Ut enim ad minim.](#)

Enter the code on the bottom  
  
 Select City

3

**Spice Feature/Promo Callout**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incidi  
[Ut enim ad minim](#)

2

**Enspicelopedia**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam  
[Ut enim ad minim](#)

**Spice Buyers Journal**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam  
[Ut enim ad minim](#)

**Advanced Footer**

## Annotations

- 1 Static Creative Area**  
 Rules: Having a large creative area at the top right portion of this page provides McCormick the flexibility to feature spices or promotions as needed. At launch, this static creative area will be either a callout to enter the Spice Check Challenge Sweepstakes or A callout to check the age of your Holiday Spices.
- 2 Spice Feature/Promo Callouts**  
 Last Modified: June 23, 2008  
 Rules: Creating three additional callouts provides additional flexibility to feature content or promotions as needed. A callout will be dedicated to the Enspicelopedia, and another will be dedicated to the Spice Buyers Journal.
- 3 Check the age of Your Spices Callout**  
 Rules: A dedicated callout, passes Information to the Check the Age of Your Spices page. The user can proceed directly to Check the age of Your Spices Page as well, without filling out the form.





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Home | My McCormick | SPICES 101 | Spices for Health |  [Search](#)

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

Home > Spices 101 > Spice Field Report

[Check the Age of your Spices](#)  
[Spice Field Report](#) ▾

- [Allspice](#)
- [Anise](#)
- [Black Pepper](#)
- [Cardamom](#)
- [Cinnamon](#)
- [Cloves](#)
- [Cumin](#)
- [Egyptian Basil](#)
- [Ginger](#)
- [Oregano](#)
- [Red Pepper](#)
- [Saffron](#)
- [Sage](#)
- [Unjha Seed](#)
- [Vanilla](#)

[Enspicelopedia](#) >  
[History of Spices](#)  
[Spices for Health](#)  
[Spice Usage Tips](#)  
[Substitutions](#)

**Static Creative Area**

**1** **Content Area**  
 Lorem ipsum dolor sit amet  
 Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore  
 dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation  
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 pariatur. Excepteur sint occaecat officia deserunt mollit anim id est.

**2** **Feature/Promo Callout**  
 Ut enim ad minim

**Check the Age of Your Spices**  
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Ut enim ad minim.](#)

Enter the code on the bottom  
  
 Select City ▾  
 Find Out Now

**Enspicelopedia**  
 Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Ut enim ad minim](#)

**Advanced Footer**

## Annotations

- 1 Content Area**  
 Rules: Body copy gives an overview of the Spice Field Report section.
- 2 Feature/Promo Callouts**  
 Rules: Incorporating two callouts on this page provides the flexibility to highlight Spices for Health, top field reports or any other key promotional information.



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Home My McCormick **SPICES 101** Spices for Health  [Search](#)

[RECIPES](#) | [THANKSGIVING](#) | [MEALS IN 30 MINUTES](#) | [PRODUCTS](#) | [COMMUNITY](#)

[Home](#) > [Spices 101](#) > [Spice Field Report](#) > [Field Entry Report Name]

[Check the Age of your Spices](#)  
[Spice Field Report](#) ▾

- [Allspice](#)
- [Anise](#)
- [Black Pepper](#)
- [Cardamom](#)
- [Cinnamon](#)
- [Cloves](#)
- [Cumin](#)
- [Egyptian Basil](#)
- [Ginger](#)
- [Oregano](#)
- [Red Pepper](#)
- [Saffron](#)
- [Sage](#)
- [Unjha Seed](#)
- [Vanilla](#)

[Enspiclopedia](#) >  
[History of Spices](#)  
[Spices for Health](#)  
[Spice Usage Tips](#)  
[Substitutions](#)

**Spice Buyers Journal (Anise)**

**Imagery / Content**

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**Recipe Callout** ①  
  
[Ut enim ad minim](#)

**Recipe Callout**  
  
[Ut enim ad minim](#)

**Advanced Footer**

## Annotations

### ① Feature callouts

Rules: Providing two feature callouts provides additional flexibility to feature content as needed, such as recipes using this spice, other key spice field reports, or other Spices 101 content.



The screenshot shows the McCormick.com website's 'Enspicelopedia' page. At the top, there's a navigation bar with 'Home', 'My McCormick', 'SPICES 101', and 'Spices for Health'. Below this is a search bar and a secondary navigation bar with 'RECIPES', 'THANKSGIVING', 'MEALS IN 30 MINUTES', 'PRODUCTS', and 'COMMUNITY'. The main content area is titled 'Enspicelopedia' and 'Imagery / Content'. It features a left sidebar with a list of links: 'Check the Age of your Spices', 'Spice Field Report', 'Enspicelopedia', 'History of Spices', 'Spices for Health', 'Spice Usage Tips', and 'Substitutions'. The main content area includes a 'Lorem ipsum' placeholder, a 'Herbs & Spices' list with 21 items, and another 'Lorem ipsum' placeholder. At the bottom, there are two 'Feature Callout' boxes, each with a placeholder image and a link 'Ut enim ad minim'. The footer contains the text 'Advanced Footer'.

### Annotations

**1 DHTML navigation**

Rules: Because of the number of existing – and possible future sub-pages within Enspicelopedia, sub-pages will not be reflected in the left navigation within the Enspicelopedia section. (This is the one exception to the rule of showing sub-pages in the left navigation.) However, users will have easy access to all sub-pages within this section from the Enspicelopedia page, as well as the DHTML navigation as reflected below.

Check the Age of your Spices  
 Spice Field Report >  
 Enspicelopedia  
 History of Spices  
 Spices for Health  
 Spice Usage Tips  
 Substitutions

Enspicelopedia  
 Allspice  
 Ancho Chile  
 Anise  
 Basil  
 Bay Leaves  
 Black Pepper  
 Caraway Seed  
 Cardamom  
 Celery Seed  
 Chervil  
 Chipotle Chile  
 Chives  
 Cilantro  
 Cinnamon

Cinnamon  
 Cloves  
 Coriander  
 Cumin  
 Dill  
 Fennel  
 Ginger  
 Mace  
 Marjoram  
 Mint  
 Mustard  
 Nutmeg  
 Oregano

Paprika  
 Parsley  
 Poppy Seed  
 Red Pepper  
 Rosemary  
 Saffron  
 Sage  
 Savory  
 Sesame Seed  
 Tarragon  
 Thyme  
 Turmeric  
 Vanilla  
 White Pepper

**2 Feature callouts**

Rules: Having two feature callouts provides additional flexibility to feature herbs & spices, the history of spices, spice field reports, or promotions as needed.

**3 Herbs & Spices**

Rules: Listing all herbs & spices that are featured in the spice encyclopedia in the center of this page provides an additional user-friendly, scalable navigation solution.



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Home My McCormick SPICES 101 Spices for Health  Search

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

Home > Spices 101 > Enspicelopedia > Bay Leaves

[Check the Age of your Spices](#)  
[Spice Field Report](#) >  
[Enspicelopedia](#) >  
[History of Spices](#)  
[Spices for Health](#)  
[Spice Usage Tips](#)  
[Substitutions](#)

**Enspicelopedia (Anise)**

**Imagery / Content**

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Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum Et harumd und, dereud facilis est er expedit distinct.

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Et harumd dereud facilis est er expedit distinct. Nam libe soluta nobis eligent optio est congue nihil impedit doming id Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incidunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exerc. Irure dolor in reprehend incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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**Recipe Callout** 1

[Ut enim ad minim](#)

**Recipe Callout**

[Ut enim ad minim](#)

**Advanced Footer**

## Annotations

### 1 Feature callouts

Rules: Providing two feature callouts provides additional flexibility to feature content as needed, such as recipes using this spice, other key Enspicelopedia spices & herbs, or promotions as needed.



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Home My McCormick **SPICES 101** Spices for Health  [Search](#)

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

Home > [Spices 101](#) > Spice Usage Tips

- [Check the Age of Your Spices](#)
- [Spice Field Report](#) >
- [Enspiclopedia](#) >
- [History of Spices](#)
- [Spices for Health](#)
- [Spice Usage Tips](#)
- [Substitutions](#)

## Spice Usage Tips

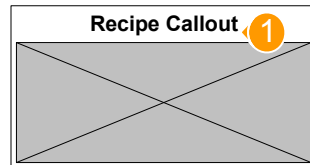
### Imagery / Content

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#### Cooking with Spices and Herbs

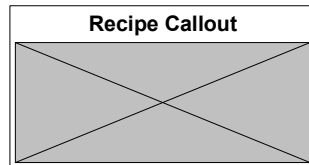
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- Nam liber te conscient to factor tum poen legum odioque civiuda et tam.

**Recipe Callout** 1



[Ut enim ad minim](#)

**Recipe Callout**



[Ut enim ad minim](#)

Advanced Footer

## Annotations

### 1 Spice Usage Tips feature callouts

Rules: Providing two feature callouts provides additional flexibility to feature spices, other Spices 101 content, or promotions as needed.



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Home | My McCormick | SPICES 101 | Spices for Health |  [Search](#)

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

Home > Spices 101 > Substitutions

[Check the Age of Your Spices](#)  
[Spice Field Report](#) >  
[Enspicelopedia](#) >  
[History of Spices](#)  
[Spices for Health](#)  
[Spice Usage Tips](#)  
[Substitutions](#)

## Substitutions

### Imagery / Content

If an ingredient runs out, never fear; there may be an innovative solution to your problem. Scroll down to view food substitutions, or click on a letter below to browse all ingredients beginning with that letter.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 2

Recipe Ingredient:	If you don't have:	Use:
<b>A</b> Anise Extract	1 teaspoon Pure Anise Extract	1 1/2 teaspoons Anise Seed
Apple Pie Spice	1 teaspoon Apple Pie Spice	1 teaspoon Ground Cinnamon plus 1/8 teaspoon Ground Nutmeg
Arrowroot	1 tablespoon Arrowroot	2 tablespoons all-purpose flour or 1 tablespoon cornstarch
<a href="#">Return to Top</a>		
<b>B</b> Baking powder	1 teaspoon baking powder	1/2 teaspoon Cream of Tartar plus 1/4 teaspoon baking soda
Beau Monde	1 teaspoon Beau Monde	1 teaspoon Bon Appétit or 3/4 teaspoon Celery Salt
Brandy	5 teaspoons brandy	1 teaspoon Brandy Extract
Bread Crumbs	1 cup bread crumbs	3/4 cup cracker crumbs
Brown sugar	1 cup firmly packed light brown sugar	1/2 cup firmly packed dark brown sugar plus 1/2 cup sugar. (There may be slight flavor differences.)
Butter	1 cup butter	1 cup margarine or 1 cup unsalted butter. (It is not necessary to add salt). Do not use low-fat spreads or light butter in baked goods.
Buttermilk	1 cup reduced-fat buttermilk	1 tablespoon lemon juice or vinegar plus enough 2% milk to make 1 cup (let stand 5 minutes before using), or 1 cup 2% milk plus 1 3/4 teaspoons Cream of Tartar, or 2/3 cup plain yogurt plus 1/3 cup milk.
Buttermilk	1 cup whole buttermilk	Same as above, but use whole milk
<a href="#">Return to Top</a>		
<b>C</b> Chervil	1 teaspoon chervil	1 teaspoon Dried Parsley Flakes plus 1/8 teaspoon Rubbed, Dried Sage

(CONTINUED)

**Feature Callout**

[Ut enim ad minim](#)

**Feature Callout** 1

[Ut enim ad minim](#)

**Advanced Footer**

## Annotations

### 1 Feature callouts

Rules: Providing two feature callouts provides additional flexibility to feature other Spices 101 content or promotions as needed.

### 2 Anchored Index Navigation

Rules: Users may scroll the entire page to view food substitutions, or click on a letter to browse all ingredients that begin with that letter. Only those letters that have content that begin with that letter will hyperlinked.

## Cooking Tools & Tips







The Taste You Trust™

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Home | My McCormick | Spices 101 | Spices for Health |  [Search](#)

[RECIPES](#) | [THANKSGIVING](#) | [MEALS IN 30 MINUTES](#) | [PRODUCTS](#) | [COMMUNITY](#)

[Home](#) > [Recipes](#) > [Cooking Tools & Tips](#) > [Common Measurements](#)

[Common Measurements](#)  
[Cooking Terms](#)  
[Food Equivalencies](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

**Equivalent Measurements**

Dash = less than 1/8 teaspoon	4 quarts (liquid) = 1 gallon
3 tsp. = 1 tbsp.	8 quarts (solid) = 1 peck
1 cup = 1/2 pint	4 pecks = 1 bushel
2 cups = 1 pint	16 ounces = 1 pound
2 pints (4 cups) = 1 quart	

**Tablespoon Measurements**

4 tbsp. = 1/4 cup	12 tbsp. = 3/4 cup
5 tbsp. + 1 tsp. = 1/3 cup	14 tbsp. = 7/8 cup
8 tbsp. = 1/2 cup	16 tbsp. = 1 cup
10 tbsp. + 2 tsp. = 2/3 cup	

**Metric Conversions**  
 These amounts have been rounded slightly for easier use.

**Volume Measurements**

1 teaspoon = 5 ml	2/3 cup = 150 ml
1 tablespoon = 15 ml	3/4 cup = 175 ml
1/4 cup = 60 ml	1 cup = 250 ml
1/3 cup = 75 ml	1 quart = (4 cups) 1 l
1/2 cup = 125 ml	1 gallon = (4 quarts) 4 l

**Weight Measurements**

1/2 ounce = 15 g	8 ounces = 225 g
1 ounce = 30 g	12 ounces = 350 g
3 ounces = 90 g	16 ounces (1 pound) = 450 g
4 ounces = 115 g	2 1/4 pounds = 1 kg

**Advanced Footer**

## Annotations

### 1 Page Overview

Last Modified: July 11, 2008

Rules: Common Measurements are listed below in one page.



Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

Home My McCormick Spices 101 Spices for Health  [Search](#)

RECIPES | THANKSGIVING | MEALS IN 1 MINUTES | PRODUCTS | COMMUNITY

Home > [Recipes](#) > [Cooking Tools & Tips](#) > [Cooking Terms](#)

[Common Measurements](#)  
[Cooking Terms](#)  
[Food Equivalencies](#)

**Cooking Terms**  
**Imagery / Content**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z** 2

**A** Al dente This term is usually used in cooking pasta. It means to cook until tender but still slightly firm.

**B** Bake Cooking in an oven or oven-type appliance. When meat is cooked uncovered it is generally referred to as roasting.

Baste Brushing food with liquid such as melted fat, meat drippings, fruit juice, sauce, marinade, or water during cooking to moisten. Basting adds flavor and prevents surfaces of food from drying out.

Beat Stirring thoroughly and vigorously with a wire whisk, spoon, hand-beater or electric mixer to incorporate air into food.

Blanch Quickly immersing vegetables or fruit into boiling water for 1 to 2 minutes then into cold water to stop the cooking process. Blanching is sometimes necessary before freezing fruits or vegetables for better quality products when they are thawed. Blanching is also helpful in removing skins from tomatoes or peaches. [Return to Top](#)

Broil Cooking meat (or other food) directly under (as in a gas or electric oven) or over the heat source (as on a grill). Moisture is held in the food by the high cooking temperatures which quickly "seal in" flavor. This cooking method is ideal for tender cuts of meat.

Brown Cooking food in a small amount of fat over moderate or high heat until the surface is browned. (Additional cooking may be required to thoroughly cook food.) [Return to Top](#)

**C** Caramelize Heating sugar or foods containing sugar over moderate heat with constant stirring to develop a brown color. This browning process contributes to the flavor of foods.

(CONTINUED)

**Advanced Footer**

## Annotations

- 1 **Page Overview**  
 Last Modified: July 11, 2008  
 Rules: All the Cooking Terms are listed below in one page, segmented by starting letter.
- 2 **Anchor Links**  
 Last Modified: July 11, 2008  
 Rules: Links to the content below. If a letter does not have any ingredients, it will not be linked and shown as non-actionable.



Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

Home My McCormick Spices 101 Spices for Health  [Search](#)

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

**1** Home > Recipes > Cooking Tools & Tips > Food Equivalents

[Common Measurements](#)  
[Cooking Terms](#)  
[Food Equivalencies](#)

**Food Equivalents**  
**Imagery / Content**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut [Spice Substitutions](#). **2**

**3** A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Ingredient	Unit or Weight	Equivalent
<b>A</b> Apples	1 medium-size	1 cup sliced
<b>B</b> Bananas	1 medium-size	1/3 cup mashed
Bell Peppers	1 large	1 cup chopped
Butter, margarine or other fat	1/4 stick 1/2 stick (1/8 lb.) 1 stick (1/4 lb.) 2 sticks (1/2 lb.) 4 sticks (1 lb.)	2 tablespoons 1/4 cup 1/2 cup 1 cup 2 cups
<a href="#">Return to Top</a>		
<b>C</b> Cabbage	1 lb. (1 small head)	5 cups shredded
Carrots	1 lb. (6 to 8 medium-size)	2 1/2 cups shredded or 2 1/4 cups chopped
Celery	1 stalk	1/2 cup chopped
Cheese	1 lb.	4 to 4 1/2 cups grated
Chicken breasts	1 1/2 lbs. (2 whole medium-sized breasts)	2 cups cooked, chopped chicken
Chocolate	1 oz.	1 square
Coconut	1 lb.	5 cups shredded
Cranberries	12 oz.	3 cups
Cream, heavy	1/2 pint (1 cup)	2 cups whipped cream
Cream cheese	3-oz. package	6 tablespoons
Currants	1 lb.	3 cups
<a href="#">Return to Top</a>		

(CONTINUED)

**Advanced Footer**

## Annotations

### 1 Page Overview

Last Modified: July 11, 2008

Rules: All the Food equivalents are listed below in one page, segmented by starting letter.

### 2 Spice Substitutions Link

Last Modified: July 11, 2008

Rules: The header includes a link to Spice Substitutions.

### 3 Anchor Links

Last Modified: July 11, 2008

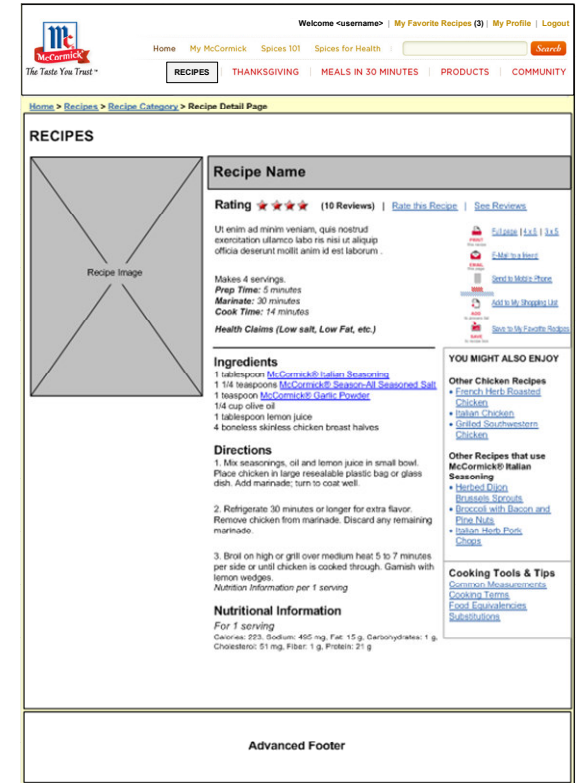
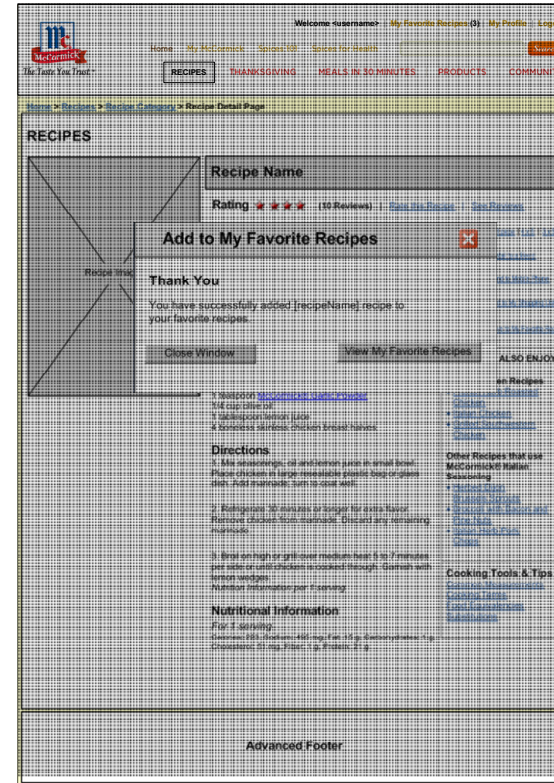
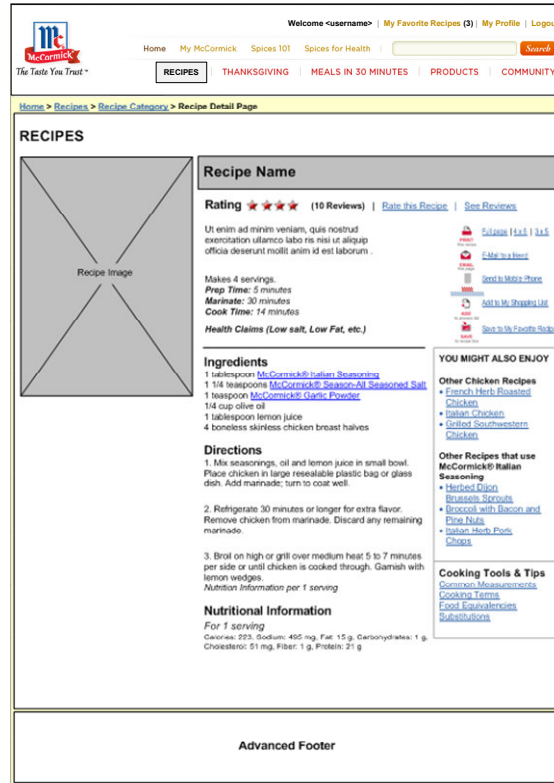
Rules: Links to the content below. If a letter is does not have any ingredients, it will not be linked and shown as non-actionable.

MY McCORMICK



### Scenario 1: Member Logs In

Upon triggering the authentication workflow, the user logs in to the site to continue.



**View 1 :: Public Recipe Detail**

**Context**  
The user has browsed the site and landing on a publicly accessible recipe detail page. The user sees the link "Add this recipe to your favorites."

**Action**  
The user clicks on "Add to Favorites," which triggers a workflow that requires that users be authenticated.

**View 2-A :: Authentication**

**Context**  
The system has checked authentication and failed, so the user must login using a very simple login/registration screen.

**Action**  
The user submits login information (email address and password) and clicks "Submit."

**View 3 :: Process Complete**

**Context**  
The system has validated the user's login credentials, so the user is authenticated. Because the user is authenticated, the recipe is added to the user's favorites, and the user is brought to the next screen in the process. At this point, the user has 2 options: "Continue Browsing" or "View My favorite Recipes" in My McCormick.

**Action**  
The user is happy with the successful completion of the process and clicks "Close Window."

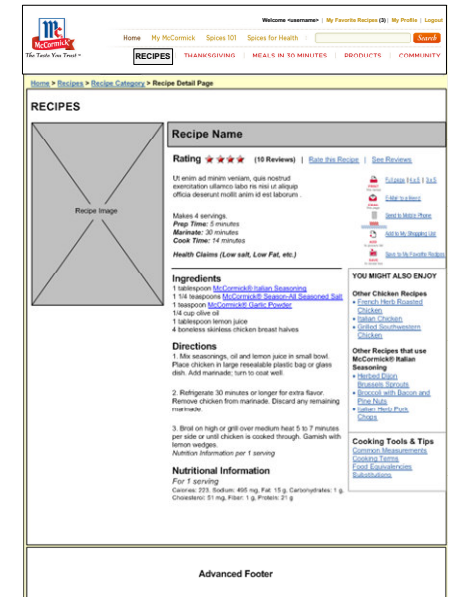
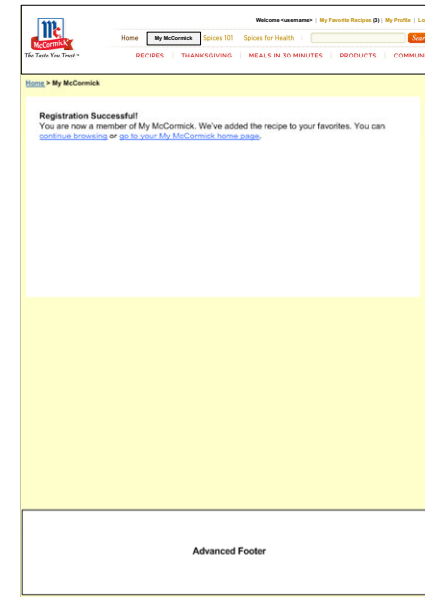
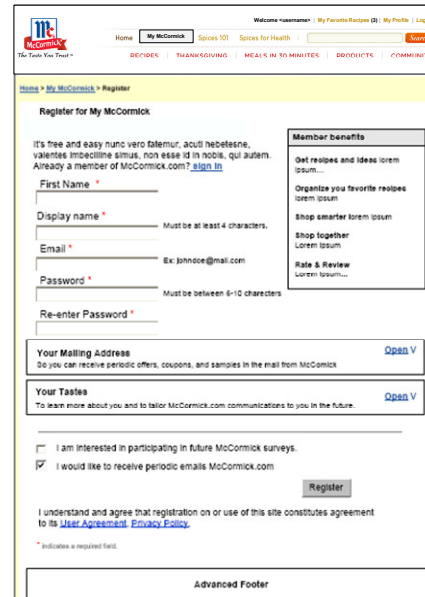
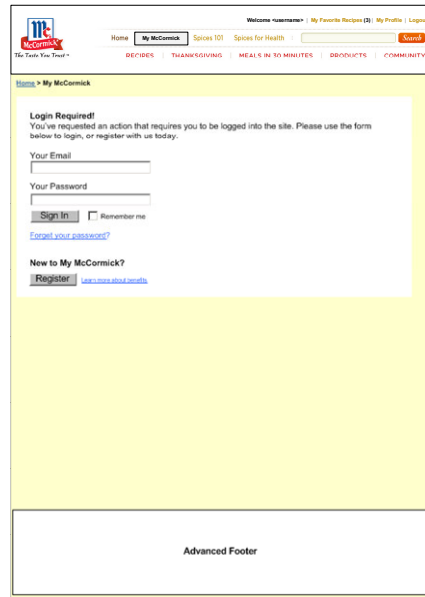
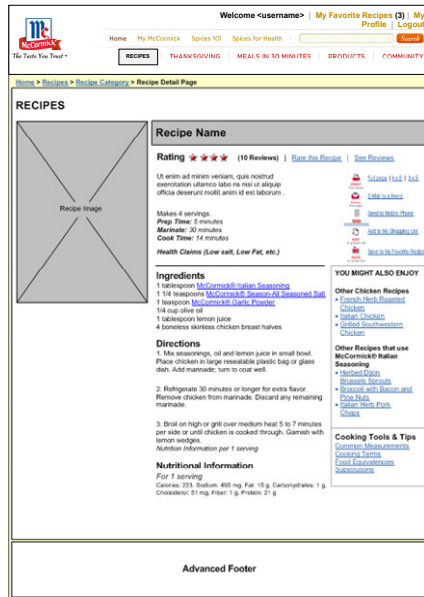
**View 4 :: Original View**

**Context**  
The system has returned the user to the original public recipe detail view. The user remains logged in.



### Scenario 2: User Registers

Upon triggering the authentication workflow, the user decides to register with the site.



**View 1 :: Public Recipe Detail**

**Context**  
The user has browsed the site and landing on a publicly accessible recipe detail page. The user sees the link "Add this recipe to your favorites."

**Action**  
The user clicks on "Add to Favorites," which triggers a workflow that requires that users be authenticated.

**View 2-B :: Authentication**

**Context**  
The system has checked authentication and failed, so the user must login using a very simple login/registration screen.

**Action**  
The user decides to register with the site and become a member. The user clicks on "Register Now."

**View 3-B :: Registration**

**Context**  
The user decides to register with the site, so the registration form is presented.

**Action**  
The user completes the registration form successfully.

**View 4-B :: Process Complete**

**Context**  
The system has validated the user's registration information and logged in the user for this session. Because the user is authenticated, the recipe is added to the user's favorites. At this point, the user has 2 options: "Continue Browsing" or "Go to My McCormick."

**Action**  
The user is happy with the successful completion of the process and clicks on "Continue Browsing" to return to the initial context that triggered the authentication workflow.

**View 5 :: Original View**

**Context**  
The system has returned the user to the original public recipe detail view.





The screenshot shows the 'My McCormick' landing page. At the top, there is a navigation bar with 'Home', 'My McCormick', 'Spices 101', 'Spices for Health', and a search bar. Below this is a secondary navigation bar with 'RECIPES', 'THANKSGIVING', 'MEALS UNDER 30 MINUTES', 'PRODUCTS', and 'COMMUNITY'. The main content area is divided into several sections: a registration form on the left (annotated 2 and 3), a 'Membership Benefit Promo' in the center (annotated 1), and two columns of promotional content below (annotated 4 and 5). The 'Friends & Flavor' newsletter section is on the left, and the 'Advanced Footer' is at the bottom.

## Annotations

### 1 Page Overview

Rules: This page portrays the value of membership to non-members through imagery and promo modules.

### 2 Login

Rules: The My McCormick login module is placed at a common login location (top-left position of the content area of the page). This will also provide a home for the My McCormick navigation.

### 3 Error Text

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:

**The e-mail and password do not match. Please try again.**  
**The email address can not be found. You can [register](#) for an account anytime.**

This close-up shows the registration form with an error message: 'Please complete all the required fields.' The 'Your Email' and 'Your Password' input fields are highlighted in yellow, indicating they are the source of the error.

### 4 Friends & Flavor Module

Rules: On this un-authenticated page, the newsletter will always be promoted..

### 5 Body

Rules: The key components of membership are represented with 4 teaser promo modules that "sells" the user on that particular idea. If a user is drawn into a component, the pay-off links lead to a log in form and register now button.



Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

Home My McCormick Spices 101 Spices for Health  Search

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

Home > My McCormick > Sign-in

### Member Sign-in

Please complete all the required fields. **1**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

Your Email \*

Your Password \*

Remember me **2**

[Forgot your password?](#)

\* indicates a required field.

#### New to My McCormick?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

**It's fast and free.**

Advanced Footer

## Annotations

### 1 Error Text

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:

**The e-mail and password do not match. Please try again.**  
**The email address can not be found. You can [register](#) for an account anytime.**

### 2 Remember me

Rules: If the user selects to "Remember me," the user will remained logged in across sessions on the same computer (through a stored cookie).



Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

Home My McCormick Spices 101 Spices for Health  Search

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

Home > [My McCormick](#) > **Forgot Your Password**

### Forgot Your Password?

**Error** 1

Did you forget your My McCormick password? Please enter your email address below, and we will email the password to you.

Your Email \*   2 3

\* indicates a required field.

**Advanced Footer**

## Annotations

### 1 Error Text

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:

**The e-mail address you have entered is not in our system. Please double-check that the address you have entered is correct and then try again.**

**If you continue to have difficulties, please e-mail [XXX@mccormick.com](mailto:XXX@mccormick.com)**

### 2 Confirmation

Rules: After a valid submission, the user receive a confirmation message on this screen.

#### Forgot your Password?

**Your password has been sent to the e-mail address below.**  
If you cannot find it in your inbox, please check your bulk or junk folders.

[Go to My McCormick](#)

Your Email \*

\* indicates a required field.

### 3 Email

Rules: The user receives a confirmation email.

From: No-reply@mccormick.com  
Subject: McCormick member information

Dear (username):

Here is your My McCormick password you requested.

Your log-in: (janedoe@mail.com)  
Your password is: (password)

Go to [www.mccormick.com](http://www.mccormick.com)

Thank you, and we look forward to seeing you at mccormick.com!

Regards,  
The McCormick.com Team



Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

Home My McCormick Spices 101 Spices for Health Search

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

Home > My McCormick > Registration

### Register for My McCormick

Please complete all the required fields. 1

It's free and easy nunc vero fatemur, acuti hebetesne, valentes imbecilline simus, non esse id in nobis, qui autem. Already a member of McCormick.com? [sign in](#)

**Member benefits**

- Get recipes and ideas lorem ipsum...
- Organize you favorite recipes lorem ipsum
- Shop smarter lorem ipsum
- Shop together Lorem ipsum
- Rate & Review Lorem ipsum...

First Name \* 2

Display name \*

Email \*

Password \*

Re-enter Password \*

I would like to receive periodic emails McCormick.com 3

I am interested in participating in McCormick surveys. 4

I understand and agree that registration on or use of this site constitutes agreement to its [User Agreement](#), [Privacy Policy](#).

\* indicates a required field.

Advanced Footer

## Annotations

**1 Error Text**  
 Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:  
 - Your password must be at least 6 characters long.  
 - Please enter a valid email address.  
 - The username is already taken, please select another username.  
 - We're sorry. The e-mail address you provided was not a valid address. Please enter your address and try again.  
 - Your password entries did not match. Please re-enter and confirm your password.  
 - This e-mail already exists. Please Log in. Click here if you forgot your password.  
 - We're sorry. The display name you selected is not available. Please select another name.  
 - We're sorry. Username's must be between 4 and 20 characters and can not start with a special character.

**2 Field Description**  
 Last Modified: July 11, 2008  
 Rules: Copy explains why the information is requested and how it is used. For example: First name is for personalized greetings, Display name is how you are known in forums and review postings, email is your site login and never sold, password allows the user to log-in to manage and customize their experience.

**3 Additional fields**  
 Last modified: July 11, 2008  
 Rules: By selecting to participate in surveys, additional fields open.

**4 Close**  
 Last modified: July 11, 2008  
 Rules: Deselecting the checkbox or clicking "No thanks" closes the dhtml layer. The fields are no longer required.

I am interested in participating in McCormick surveys. 4 [No thanks](#)

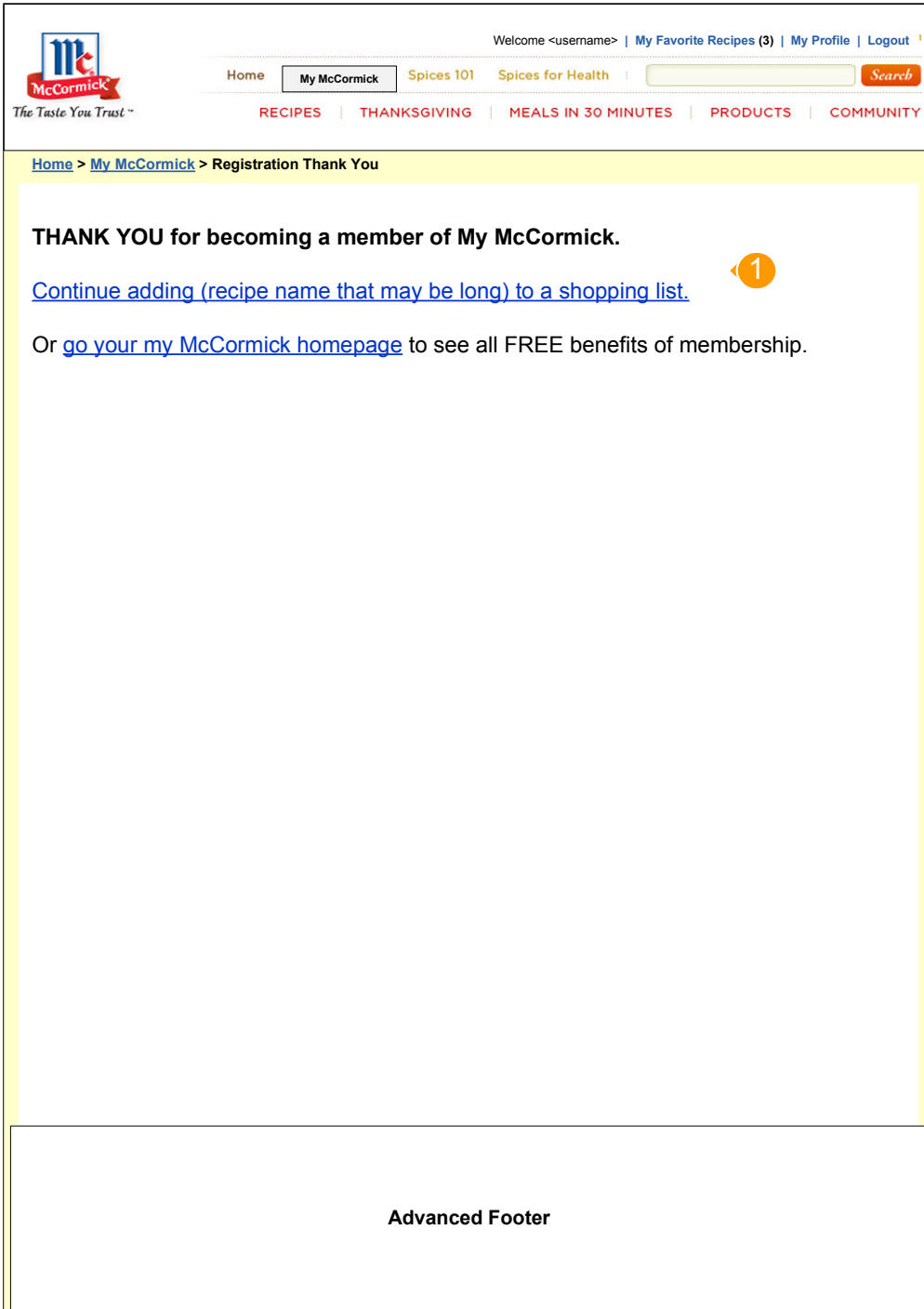
**Friends and Flavor Consumer Panel**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Last Name \*  
 Address 1 \*  
 Address 2  
 City \* State \*  
 Zip code \*  
 Age Range \*  
 Gender \*

Are you or a member of your household a current or previous McCormick employee? \*  
 Note: There might be certain occasions when McCormick employees are wanted for particular studies.  
 Yes  No

Please select all panels you would like to participate in: \*

Concept and Idea Surveys  
 Product Testing

The screenshot shows the top navigation bar with the McCormick logo, user profile links, and search bar. Below is a breadcrumb trail: Home > My McCormick > Registration Thank You. The main content area features a 'THANK YOU' message, a link to 'Continue adding (recipe name that may be long) to a shopping list.' with a red circle '1' annotation, and a link to 'go your my McCormick homepage'. The footer area is labeled 'Advanced Footer'.

### Annotations

**1 Confirmation Text**

Rules: The confirmation text is dependent on the action the user took to arrive at the screen.

If the user selected register without any site action:  
 "THANK YOU for becoming a member of My McCormick.  
 Go [your my McCormick homepage](#) to see all FREE benefits of membership"

If the user was trying to add to a Recipe to their Favorites, the recipe name links back to the recipe details page.  
 "THANK YOU for becoming a member of My McCormick.  
 (recipe name) has been added to your favorites. [Go back.](#)  
 Or go [your my McCormick homepage](#) to see all FREE benefits of membership"

If the user was trying to add to a Recipe to their Shopping List, the next page will be SCR\_009:  
[Continue adding \(recipe name that may be long\) to a shopping list.](#)  
 Or go [your my McCormick homepage](#) to see all FREE benefits of membership.

If the user was trying to review a Recipe, the next screen should be SCR\_014.  
[Continue rating \(recipe name that may be long\).](#)  
 Or go [your my McCormick homepage](#) to see all FREE benefits of membership.

If the user was trying to leave a message in a forum a Recipe, the next screen should be SCR\_049.  
[Continue creating a message.](#)  
 Or go [your my McCormick homepage](#) to see all FREE benefits of membership.

If the user was trying to create a thread, the next screen should be SCR\_048.  
[Continue creating a forum thread.](#)  
 Or go [your my McCormick homepage](#) to see all FREE benefits of membership.

**2 Confirmation Email**

Rules: A confirmation email html email is generated to welcome the new member to My McCormick who has subscribed to newsletters.

From: consumer\_affairs@mccormick.com  
 Subject: Thank You for Your Friends and Flavor Newsletter Subscription

Dear (First name):

Thank you for subscribing to Friends and Flavor News, the free e-mail newsletter from McCormick.com. You can look forward to delicious recipes and insightful tips coming your way soon.

If you were subscribed by mistake, you can unsubscribe here:  
<http://www.mccormick.com/unsubscribe.cfm?email=joeayotte%40gmail%2Ecom>

Tastefully Yours,  
 McCormick.com  
<http://www.mccormick.com>



The screenshot shows the user interface for the 'My McCormick' landing page. At the top, there is a navigation bar with the McCormick logo, a search bar, and links for Home, My McCormick, Spices 101, Spices for Health, RECIPES, THANKSGIVING, MEALS IN 30 MINUTES, PRODUCTS, and COMMUNITY. A welcome message 'Welcome, Jane' is followed by links to My Profile, My Favorite Recipes (3), and Logout. A large central area is marked with a large 'X' and labeled 'Visual messaging item'. Below this are sections for 'My Favorites' (listing 5 user recipes) and 'My Shopping Lists' (listing 5 items). Further down are 'Exclusive Member Recipes' (listing 3 recipes) and 'Cooking Forums' (listing 3 forum threads). The footer area is labeled 'Advanced Footer'. Annotations 1-7 are placed throughout the page to highlight specific elements and their rules.

## Annotations

### 1 Page Overview

Rules: The logged in version of My McCormick has a consistent layout with un-authenticated landing page, but the page is updated with personalized content.

### 2 My McCormick Navigation

Rules: The My McCormick login module is replaced with the My McCormick navigation. This creates a seamless entry into the section, because the user previously clicked on a "Sign In" button in the same place.

### 3 Greeting

Rules: A short customizable message greets the user. This message includes the users First name.

### 4 Favorite Recipes Module

Rules: The users 5 most recently added Favorites are listed in the module along with links to the recipes landing page to add other recipes, and the user can browse their favorite recipes on SCR\_033.

If the user does not have any favorite recipes, copy is displayed with a call to action to link to recipes landing page.

### Organize Your Recipes

Start adding your favorite recipes today.

Lorem ipsum dolor sit amet, consectetur adipiscing.

[Search for recipes now.](#)

### 5 Member Recipes

Rules: Lists three member only recipes, links the user to the recipe details page, SCR\_004

### 6 Cook Together

Rules: Links to the three most recently updated threads, SCR\_047 along with a link to the forum homepage, SCR\_045

### 7 Shopping List Module

Rules: The users 5 most recently updated Shopping Lists (linked to SCR\_036) are listed in the module along with links to the Shopping List homepage, SCR\_034.

If the user does not have any shopping lists, copy is displayed with a call to action to link to recipes landing page.

### Shop Smarter

Save time and energy with My McCormick shopping lists.

Lorem ipsum dolor sit amet, consectetur adipiscing.

[Search for recipes now.](#)



The screenshot shows the 'My Favorite Recipes' page. At the top, there is a navigation bar with 'Home', 'My McCormick', 'Spices 101', 'Spices for Health', and a search bar. Below this is a secondary navigation bar with 'RECIPES', 'THANKSGIVING', 'MEALS UNDER 30 MINUTES', 'PRODUCTS', and 'COMMUNITY'. The main content area is titled 'Your Favorite Recipes' and displays a list of five recipe cards. Each card includes a placeholder image, a title, a short description, a date added, type of dish, main ingredient, and prep/cook time. A 'Sort By' dropdown menu is open, showing options like 'Date Added', 'Name (A-Z)', 'Type of Dish', etc. At the bottom of the list, there are two buttons: 'Delete Selected' and 'Add Selected to Shopping List'. Annotations 1-4 are placed on the page: 1 points to the search bar, 2 to the 'Delete Selected' button, 3 to the 'Add Selected to Shopping List' button, and 4 to the fourth recipe card.

### Annotations

- 1 Page Overview**  
Rules: The users favorite recipes are displayed for easy access to the recipe details. The list sort order is defaulted to most recently added, but the sort be changed through the "sort by" dropdown.
- 2 Delete Selected**  
Rules: Removes the checked items from the Favorite list. Since items are easily added to a Favorite List, there is no need for a delete confirmation.
- 3 Add Selected Items to a Shopping List**  
Rules: Passes the selected Recipes to SCR\_009
- 4 No Favorite Recipes**  
Rules: If no recipes are yet saved to a favorite list, messaging replaces the result table.



**You don't have any saved favorites. Start adding your favorite recipes today.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

[Search for recipes now.](#)





Welcome <username> | [My Favorite Recipes \(3\)](#) | [My Profile](#) | [Logout](#)

Home | **My McCormick** | Spices 101 | Spices for Health |

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

[Home](#) > [My McCormick](#) > [My Shopping Lists](#)

Welcome, **Jane** lorem ipsum dolor

[My McCormick Home](#)  
[My Profile](#)  
[My Favorite Recipes](#)  
**[My Shopping Lists](#)**  
[My Newsletter](#)

See: MOD\_010 Flex Module

### My Shopping Lists

Nunc vero fatemur, acuti hebetesne, valentes imbecilline simus, non esse id in nobis, qui autem et em cogi putat ne ut sedeamus quidem aut ambulemus voluntatis esse.  
[Browse recipes.](#)

Showing 1-10 of 40 Recipes

Sort By: Last Modified (dropdown menu)  
 List Name (A-Z)  
 List Name (Z-A)

Page: < 1 2 3 4 5 ... >

- [Lorem ipsum dolor sit amet et dolor](#)  
 Short description of the shopping list consectetur adipiscing elit. Aenean a sapien. Donec et tellus. Aliquam quam orci. Lorem ipsum dolor sit amet. Amabo amabis amabunt.  
 Last Modified: 10/08/2008
- [Lorem ipsum dolor sit amet et dolor](#)  
 Short description of the shopping list consectetur adipiscing elit. Aenean a sapien. Donec et tellus. Aliquam quam orci. Lorem ipsum dolor sit amet. Amabo amabis amabunt.  
 Last Modified: 10/08/2008
- [Lorem ipsum dolor sit amet et dolor with a longer shopping list name.](#) **3**  
 Short description of the shopping list consectetur adipiscing elit. Aenean a sapien. Donec et tellus. Aliquam quam orci. Lorem ipsum dolor sit amet. Amabo amabis amabunt.  
 Last Modified: 10/08/2008
- [Lorem ipsum dolor sit amet et dolor](#)  
 Short description of the shopping list consectetur adipiscing elit. Aenean a sapien. Donec et tellus. Aliquam quam orci. Lorem ipsum dolor sit amet. Amabo amabis amabunt.  
 Last Modified: 10/08/2008
- [Lorem ipsum dolor sit amet et dolor](#)  
 Short description of the shopping list consectetur adipiscing elit. Aenean a sapien. Donec et tellus. Aliquam quam orci. Lorem ipsum dolor sit amet. Amabo amabis amabunt.  
 Last Modified: 10/08/2008

Top of Page

Page: < 1 2 3 4 5 ... >

**2**

**Advanced Footer**

## Annotations

- 1 Page Overview**  
 Rules: The Shopping lists are displayed. The list sort order is defaulted to most recently modified (added items, notes, etc.), but the sort be changed through the "sort by" dropdown. A Shopping List must be created with at least one recipe from a Favorite list or from a recipe detail.
- 2 Delete Selected**  
 Rules: Deletes a Shopping List. The user must first confirm to delete in a Javascript dialog.  

**Are you sure you want to permanently delete the shopping list(s)?**
- 3 Shopping list**  
 Rules: Each shopping List title links to the Shopping List Detail, SCR\_036. The short description is displayed if applicable, and the date the list was last modified.  

The "Short Description" field shown beneath the shopping list name provides the user with a way to describe the list in whatever way works for the user.



Welcome <username> | [My Favorite Recipes \(3\)](#) | [My Profile](#) | [Logout](#)

Home **My McCormick** Spices 101 Spices for Health

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

[Home](#) > [My McCormick](#) > [My Shopping Lists](#) > **Mother's Day Lunch 2008**

Welcome, **Jane** lorem ipsum dolor

[My McCormick Home](#)  
[My Profile](#)  
[My Favorite Recipes](#)  
[My Shopping Lists](#)  
[My Newsletter](#)

**Shopping List: Mother's Lunch 2008**

Intro copy Description lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

**Description:** lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

**Recipes:**

<input type="checkbox"/>	<a href="#">Recipe name that may be long</a>	<input type="checkbox"/>	<a href="#">Recipe name that may be long</a>
<input checked="" type="checkbox"/>	<a href="#">remove</a>	<input checked="" type="checkbox"/>	<a href="#">remove</a>
<input type="checkbox"/>	<a href="#">Recipe name that may be long</a>		
<input checked="" type="checkbox"/>	<a href="#">remove</a>		

**Ingredients for you recipes:**

<a href="#">Ingredient Name that may be long</a>	¼ tsp
Ingredient Name that may be long	1 cup, ¾ cup
Ingredient Name that may be long	1 cup, ¾ cup
eggs	1 egg, 3 eggs, 3 eggs
Ingredient Name that may be long	1 cup, ¾ cup
<a href="#">Ingredient Name that may be long</a>	1 tbsp, 1 tbsp
<a href="#">Ingredient Name that may be long</a>	¼ tsp

**Notes**

Write in other items for your shopping list or any helpful note.

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

**Advanced Footer**

## Annotations

- 1 Page Overview**

Rules: The Shopping List detail shows the Shopping List name, optional description, added recipes, ingredients per recipes, and optional notes.
- 2 Recipes**

Rules: Recipes are listed in alphabetical order. Each recipe links to the recipe details page, SCR\_004. The user can remove a recipe and all the ingredients that are tied to that recipe. Removing a recipe does not need to be confirmed.
- 3 Edit List Info**

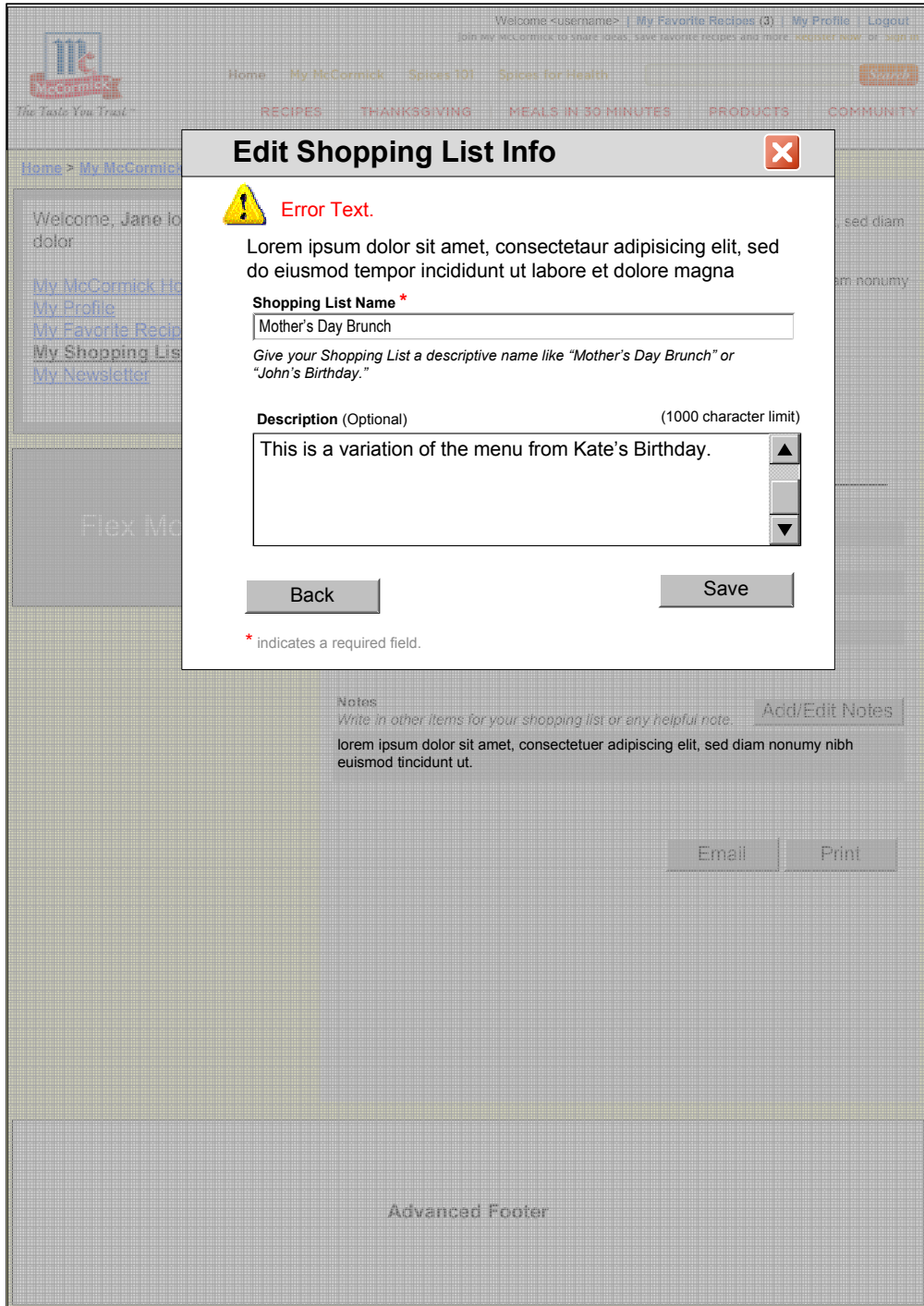
Rules: Opens SCR\_032 Dialog for the user to edit the List name and description.
- 4 Ingredient List**

Rules: Lists all the ingredients for each recipe in alphabetical order. The same items are grouped, but the quantities are not added. McCormick Products are linked to the Products Detail pages, SCR\_022
- 5 Add/Edit Notes**

Rules: Opens SCR\_043 Dialog for the user to add/edit notes.
- 6 Print**

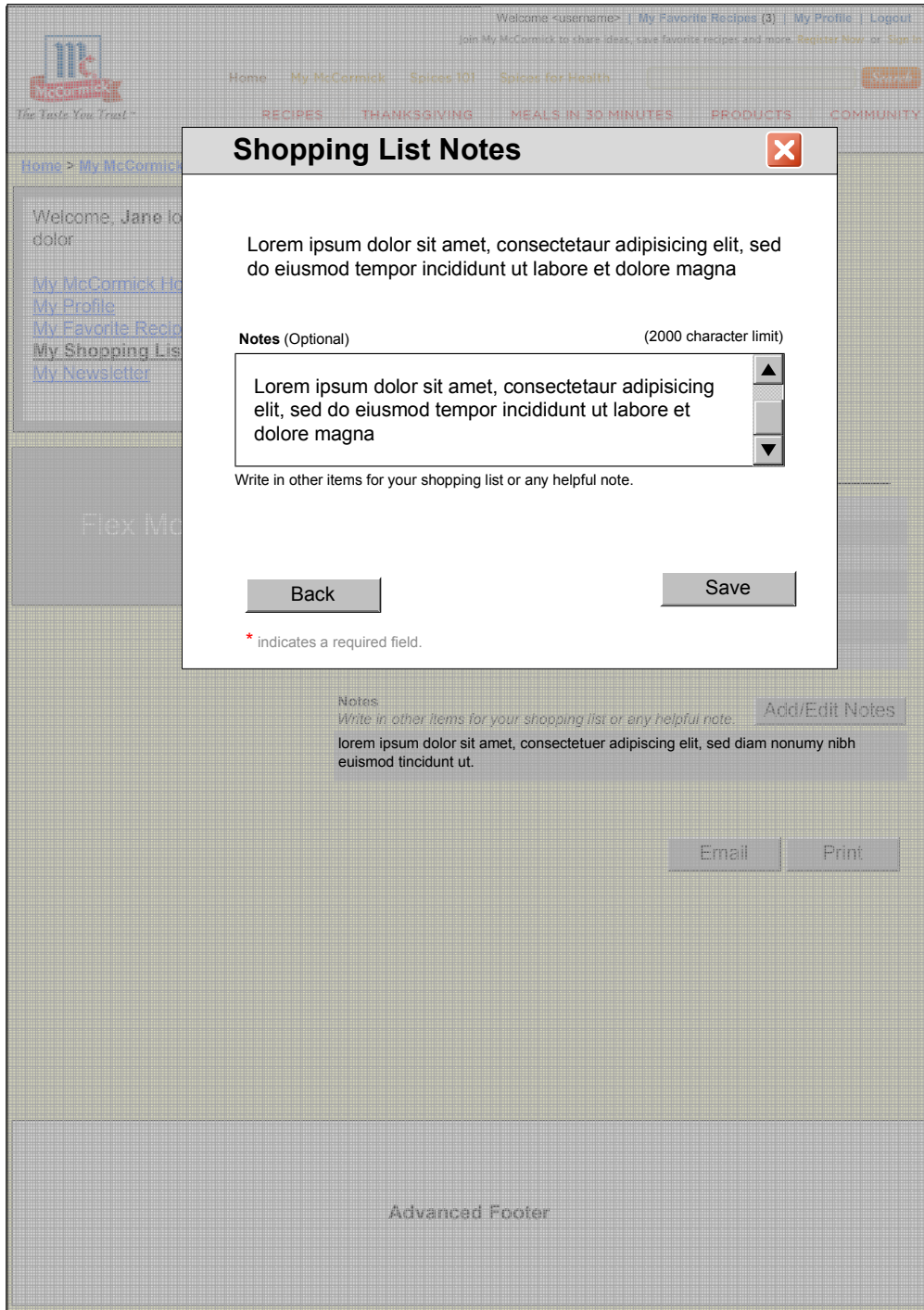
Rules: Opens SCR\_043 Dialog for the user to add/edit notes.
- 7 Email**

Rules: Opens SCR\_043 Dialog for the user to add/edit notes.



### Annotations

- 1 **Page Overview**  
Rules: This page is a mirror of SCR\_010, the List Creation screen.
- 2 **Save**  
Rules: The user is brought back to SCR\_036 seeing his/her changes are saved. There is no additional confirmation dialog.



## Annotations

### 1 Page Overview

Rules: This page allows users to write or edit notes. If a user has notes, the field is pre-populated.



# Shopping List

3

1

« [Go Back](#)

Print

## Mother's Day Lunch 2008

**Description:** lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

**Recipes:**

- [Recipe name that may be long](#)
- [Recipe name that may be long](#)
- [Recipe name that may be long](#)

2

**Groceries for you recipes:**

Ingredient	Quantity
<a href="#">Ingredient Name that may be long</a>	¼ tsp
Ingredient Name that may be long	1 cup, ¾ cup
Ingredient Name that may be long	1 cup, ¾ cup
eggs	1 egg, 3 eggs, 3 eggs
Ingredient Name that may be long	1 cup, ¾ cup
<a href="#">Ingredient Name that may be long</a>	1 tbsp, 1 tbsp
<a href="#">Ingredient Name that may be long</a>	¼ tsp

**Notes:**

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

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www.mccormick.com

1

« [Go Back](#)

Print

### Annotations

**1 Go Back Navigation Link and Print Button**

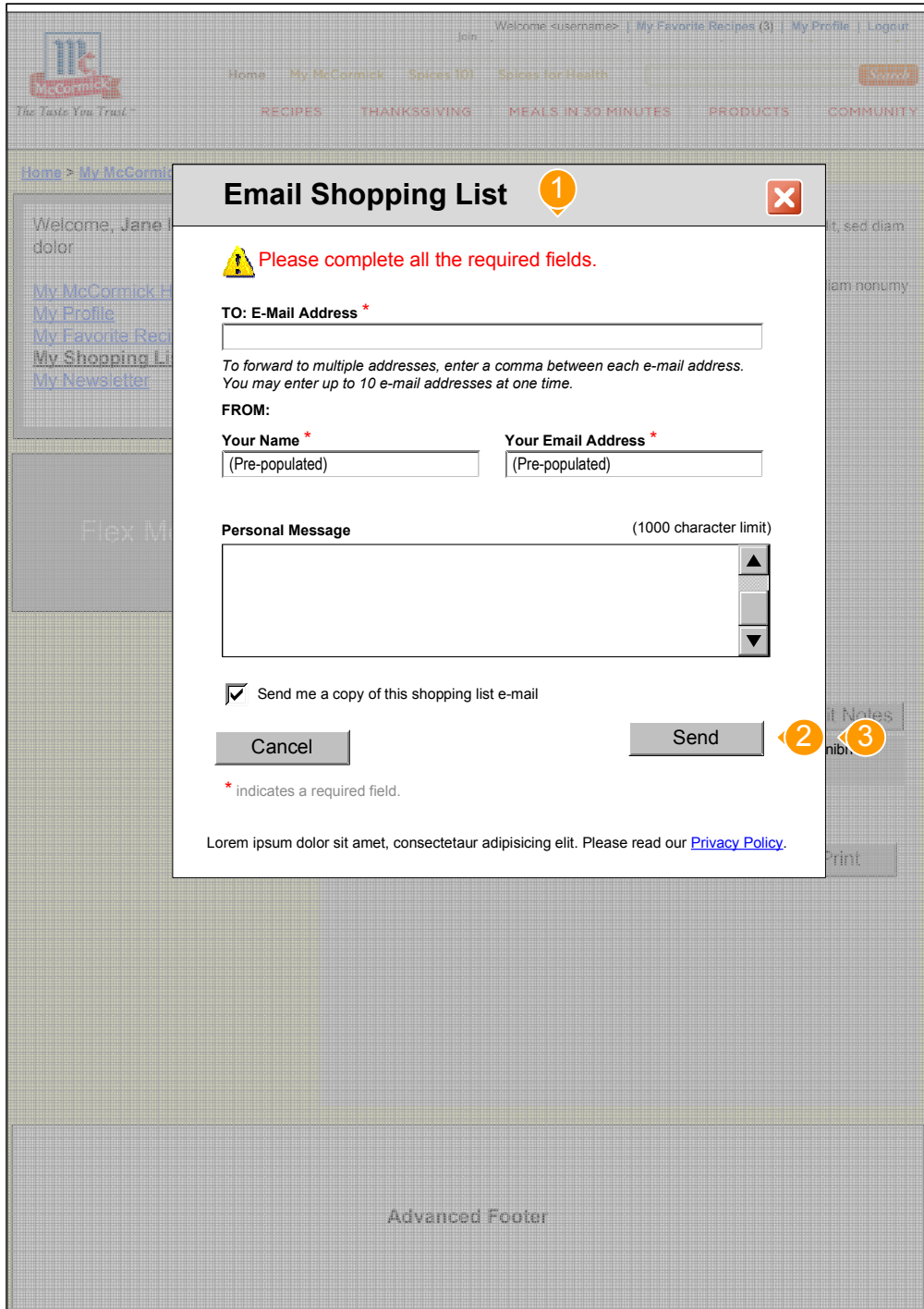
Rules: A "<< [Go Back](#)" link (which takes users back to the Shopping list page) and "Print" button will be placed at the top and bottom right corners of this page. Note that these items will not actually pass to the printer, they will be hidden in CSS.

**2 Page links**

Rules: The links are still actionable on this page, but the CSS should control the print style. The links should not be colored and underlined in the Print CSS.

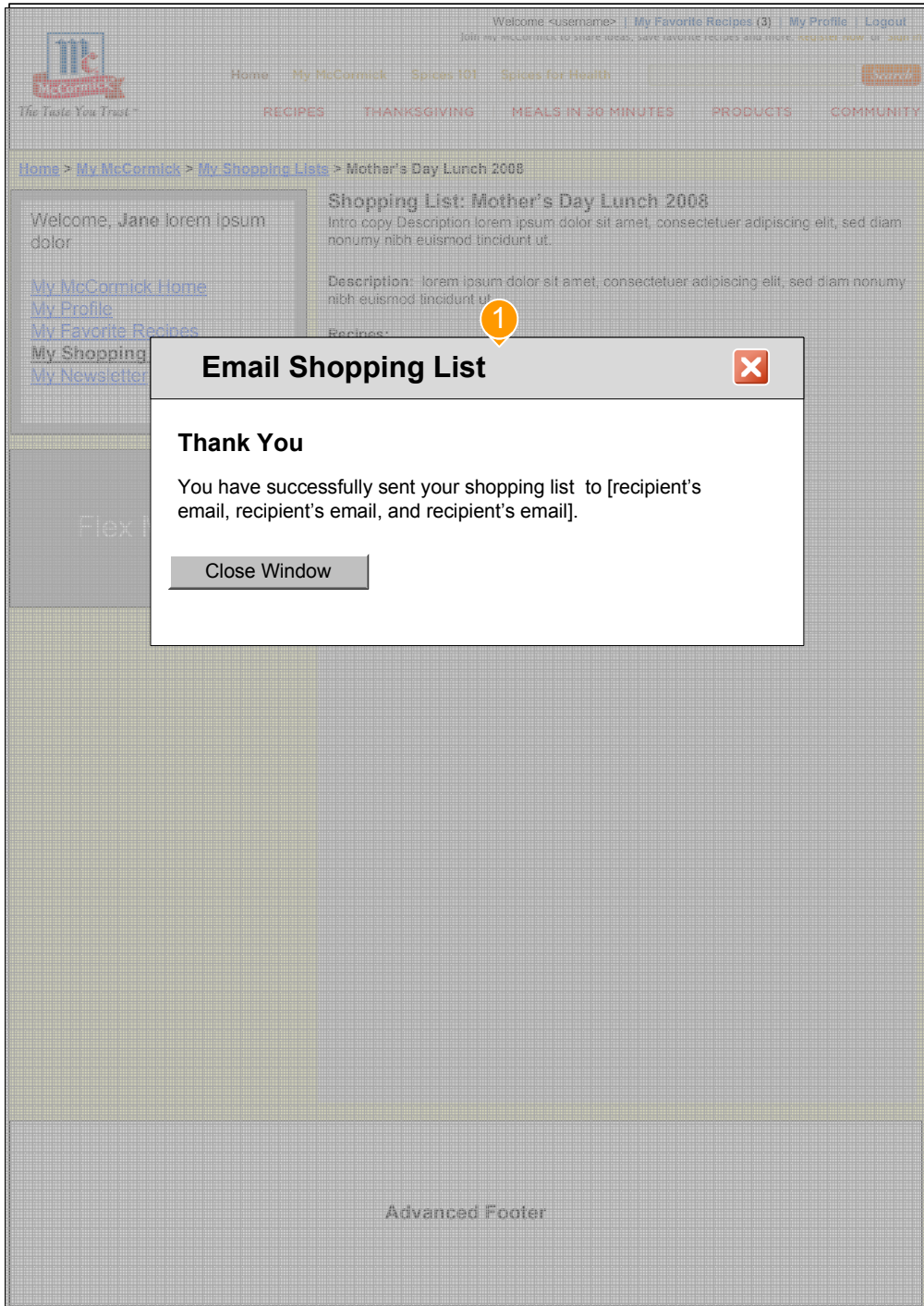
**3 Printing**

Rules: Onload the page starts a print job. The user can cancel the job and choose to print.



### Annotations

- 1 Page Overview**  
Rules: This page is a mirror of SCR\_0005, Email Recipe.
- 2 Send**  
Rules: A valid submission generates the email(s). The user is brought to SCR\_074 for a confirmation.
- 3 Email info**  
Rules: This email is generated upon valid submission:  
From: (Sender's email)  
Subject: Shopping List from McCormick.com  
  
Body:  
(Sender's name) thought you'd be interested in this shopping list.  
From (sender's name): (Personal message)  
--  
(Shopping list name)  
(Description)  
(Recipes – each recipe is a link to the SCR\_004)  
(Ingredients – each McCormick product links to SCR\_019)  
(Comments)  
  
Visit: <http://www.mccormick.com> for lorem ipsum  
Small print



## Annotations

### 1 Confirmation Message

Rules: This provides users a confirmation that their e-mail was sent to all e-mail addresses entered in the "To" field: each recipient email is listed. Multiple recipients' are separated by a comma.





Welcome <username> | [My Favorite Recipes \(3\)](#) | [My Profile](#) | [Logout](#)

Home | **My McCormick** | Spices 101 | Spices for Health |

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

[Home](#) > [My McCormick](#) > [My Profile](#)

Welcome, **Jane** lorem ipsum dolor

[My McCormick Home](#)  
[My Profile](#)  
[My Favorite Recipes](#)  
[My Shopping Lists](#)  
[My Newsletter](#)

See: MOD\_010 Flex Module

### My McCormick Profile

Intro copy Description lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

Please complete all the required fields.

First Name \*

Username  
**JaneQ**

Email \*

---

I am interested in participating in McCormick surveys.

I would like to receive periodic emails McCormick.com

Advanced Footer

## Annotations

I am interested in participating in McCormick surveys. [No thanks](#)

**Friends and Flavor Consumer Panel**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Last Name \*

Address 1 \*

Address 2

City \* State \*

Zip code \*

Age Range \*

Gender \*

Are you or a member of your household a current or previous McCormick employee? \*  
*Note: There might be certain occasions when McCormick employees are wanted for particular studies.*

Yes  No

Please select all panels you would like to participate in: \*

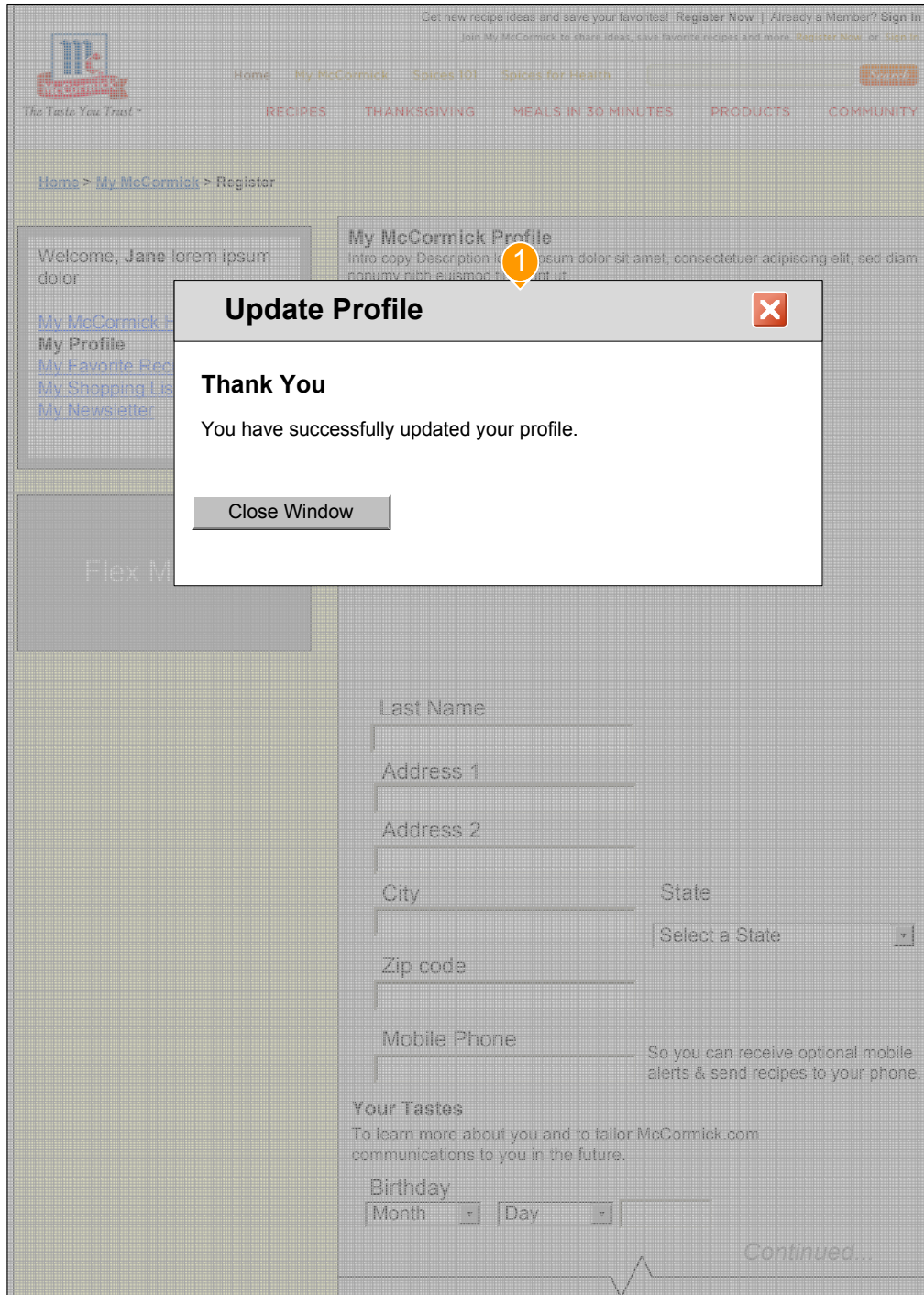
Concept and Idea Surveys  
 Product Testing

**1 Page overview**  
 Rules: The fields are very similar to the registration screen. All the stored user information is pre-populated. Username is not editable and the password is changed within the SCR\_075 Dialog.

**2 Error Text**  
 Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:  
 - Please complete all the required fields.  
 - Please enter a valid email address.  
 - We're sorry. The e-mail address you provided was not a valid address. Please enter your address and try again.  
 - Your password entries did not match. Please re-enter and confirm your password.  
 - This e-mail already exists. You can not change your email to an existing member account.

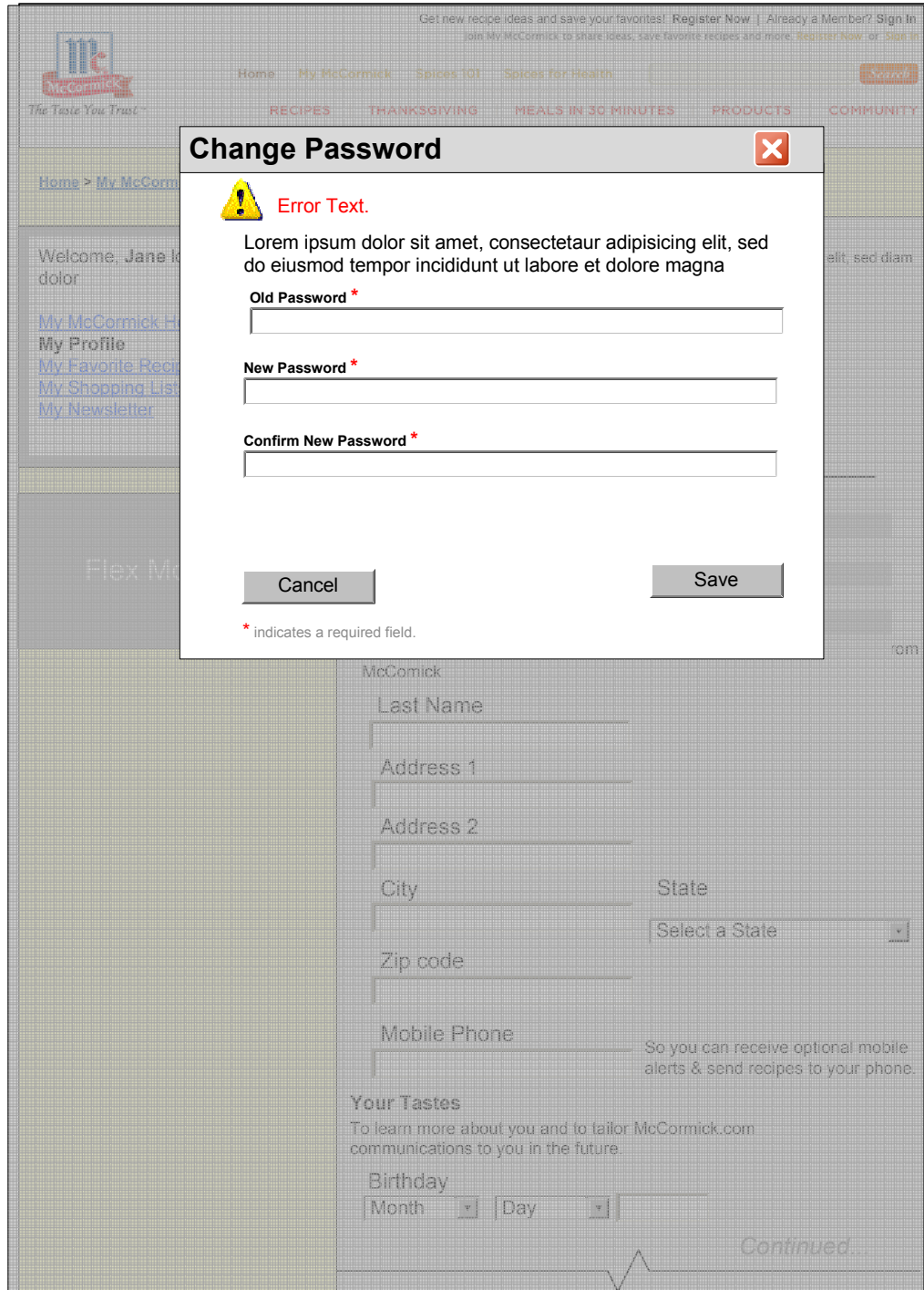
**3 Additional fields**  
 Rules: By selecting to participate in surveys, additional fields open.

**4 Close**  
 Rules: Deselecting the checkbox or clicking "No thanks" closes the dhtml layer. The fields are no longer required.



## Annotations

- 1 Confirmation Message**  
 Rules: This provides users a confirmation that their profile has been updated.

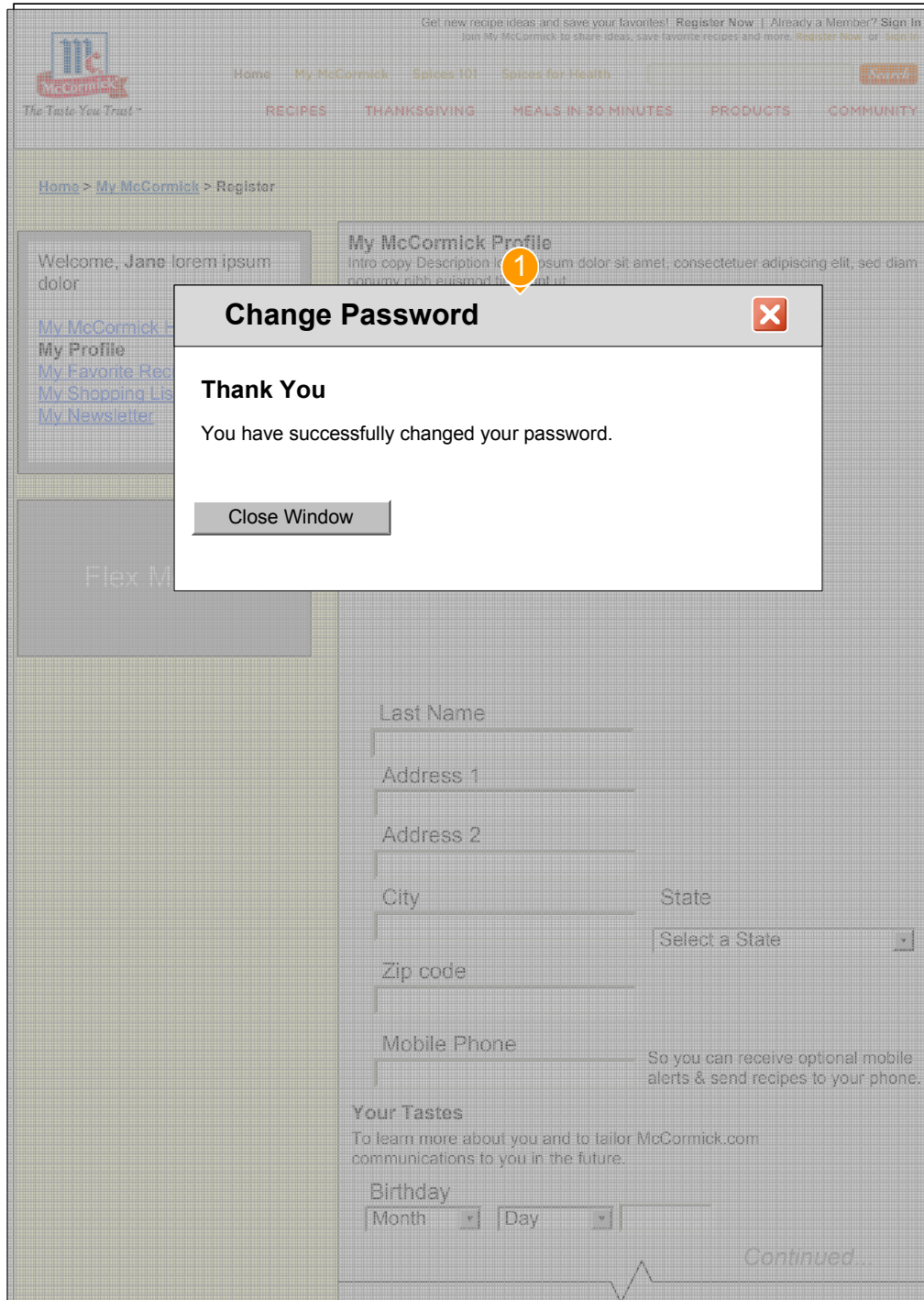


## Annotations

### 1 Error Text

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Potential errors:

- Your password must be at least 6 characters long.
- Your password entries did not match. Please re-enter and confirm your password.
- Your old password is not correct, please re-enter your password.



## Annotations

- 1 Confirmation Message**  
 Rules: This provides users a confirmation that their password has changed.



Welcome <username> | [My Favorite Recipes \(3\)](#) | [My Profile](#) | [Logout](#)

[Home](#) | [My McCormick](#) | [Spices 101](#) | [Spices for Health](#) |  [Search](#)

[RECIPES](#) | [THANKSGIVING](#) | [MEALS IN 30 MINUTES](#) | [PRODUCTS](#) | [COMMUNITY](#)


[Home](#) > [My McCormick](#) > [My Newsletter](#)

Welcome, **Jane** lorem ipsum dolor

[My McCormick Home](#)  
[My Profile](#)  
[My Favorite Recipes](#)  
[My Shopping Lists](#)  
[My Newsletter](#)

See: MOD\_010 Flex Module

**My Newsletter**  
June 2008, Vol 2.



**STAR SPANGLED BARBECUE** June 2008 Vol. 2

**Beer Can Chicken**

Dear Joe,


You might be surprised to find how easy it is to bring your own fireworks to height-of-the-summer festivities. Here's our suggestion: Head outdoors, light up the grill and get that party started with these easy, flavor-packed recipes.

**Try these recipes...**

- [Beer Can Chicken](#)
- [Grilled Ginger Peach Melba](#)
- [Smokehouse Pepper Rib Rub](#)
- [Grilled Spice-Rubbed New York Strip Steak](#)
- [Mexican-Style Corn on the Cob](#)

**Patriotic Brownies**

Show your red, white, and blue with designs painted on this all-American dessert.



[Get recipe >](#)

Tastefully Yours,  
The McCormick Kitchens

**Advanced Footer**

## Annotations

### 1 Page Overview

Rules: This page displays the most recent Newsletter in html. The links are actionable. The email header and footer are not shown.



Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

Home | My McCormick | Spices 101 | Spices for Health |  [Search](#)

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[Home](#) > [My McCormick](#) > [Newsletter Unsubscribe](#)

## Unsubscribe

Thank you - We have received your unsubscribe request. Please allow 10 business days for this change to take place. You may still receive emails in that time. You can join our newsletter list at anytime from your [My McCormick profile](#).

Legal lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

[Report Abuse](#) | [Terms of Service](#)

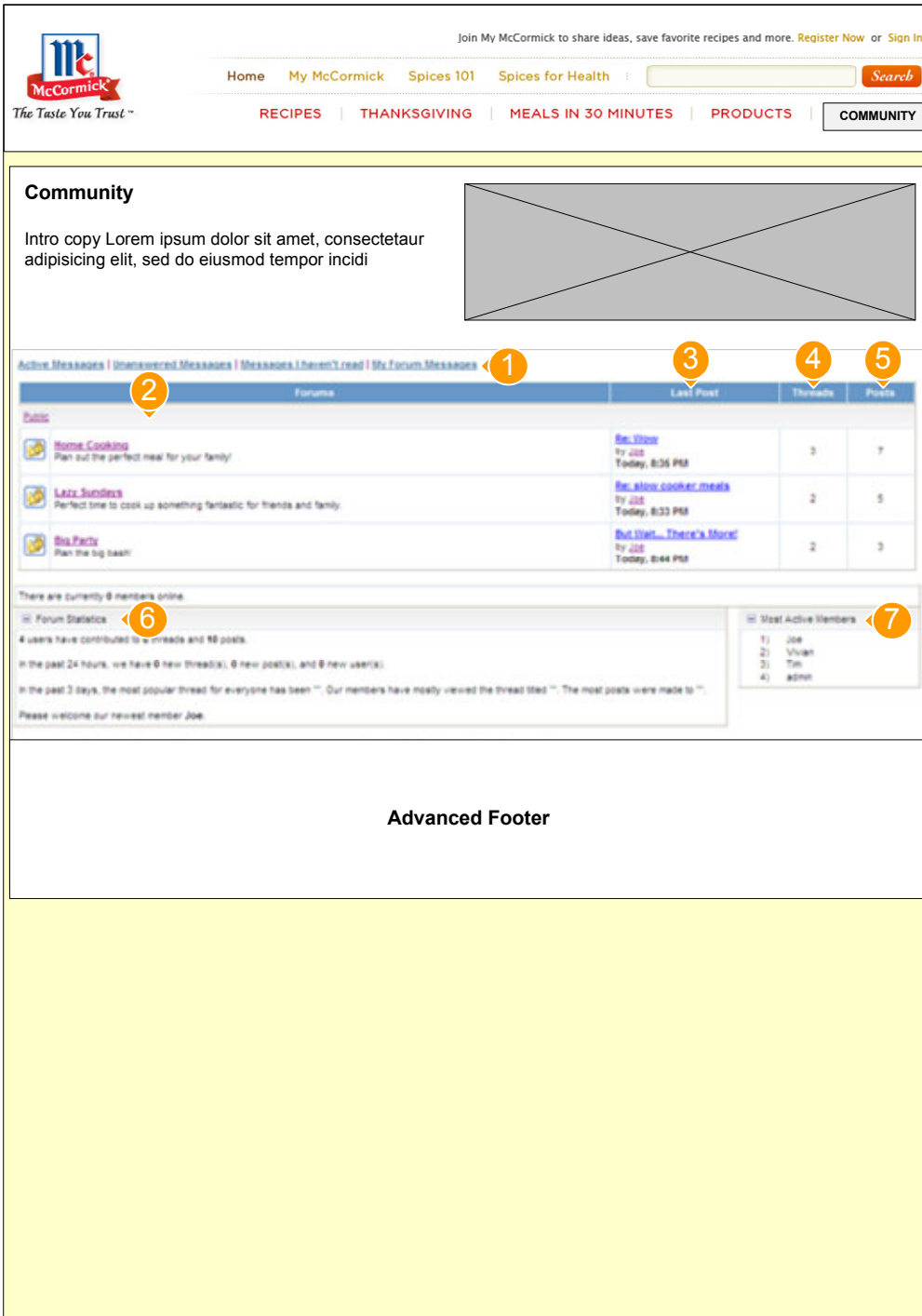
Advanced Footer

### Annotations

- 1 **Page Overview**  
Rules: This page is accessed from an email unsubscribe link. This design assumes that the user's email is passed in the link, and one-click opt-out is possible.
- 2 **Report Abuse**  
Rules: This page is accessed from an email unsubscribe link. This design assumes that the user's email is passed in the link, and one-click opt-out is possible.

COMMUNITY





## Annotations

- 1 Filters**  
 Rules: There are four filters (links) at the top of this page

  - Active Messages
  - Unanswered Messages
  - Messages I Haven't Read (Authenticated Only)
  - My Forum Messages (Authenticated Only)
- 2 Forums**  
 Rules: All Forums are listed in this column. Only administrators can create a new forum.
- 3 Last Post**  
 Rules: The last Post within each respective forum is listed in this column. Information in this column includes:

  - Post name with a link to that post
  - The name of the member who posted it
  - The date it was posted
- 4 Threads**  
 Rules: The number of thread within each forum is displayed.
- 5 Posts**  
 Rules: The number of posts within each forum is displayed.
- 6 Forum Statistics**  
 Rules: Below is an example of the information provided within this section

  - 4 users have contributed to 16 threads and 24 posts.
  - In the past 24 hours, we have 4 new thread(s), 14 new post(s), and 0 new user(s).
  - In the past 3 days, the most popular thread for everyone has been "Wow". Our members have mostly viewed the thread titled "Thread Name A". The most posts were made to "Thread Name B".
  - Please welcome our newest member MemberName A.
- 7 Most Active Members**  
 Rules: This section displays the Most active members.

*Note that the Forum pages do not utilize breadcrumbs*



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### Home Cooking

Place like perfect... for your family!

[post](#) [search](#)

Thread	Last Post	Replies	Views
<a href="#">[icon] [title]</a> by <a href="#">joe</a>	Today, 8:35 PM by <a href="#">joe</a>	2	20
<a href="#">[icon] [title]</a> by <a href="#">Tim</a>	06-12-2008 7:06 PM by <a href="#">joe</a>	2	35
<a href="#">[icon] [title]</a> by <a href="#">joe</a>	06-12-2008 8:53 PM by <a href="#">joe</a>	-	15

[post](#) [options](#)

Page 1 of 1 (3 items)

**Forum Options**

Sort:  in  order

Date Filter:

Topic Filter:

Send E-mail:

[Apply!](#) [Remember!](#) [Mark all read](#)

You cannot add attachments  
You can post new topics  
You can reply to topics  
You can delete your posts  
You can edit your posts  
Forum statistics are enabled


**Forum Statistics**

There are 0 guests browsing this forum.  
Users browsing this forum: [joe](#)

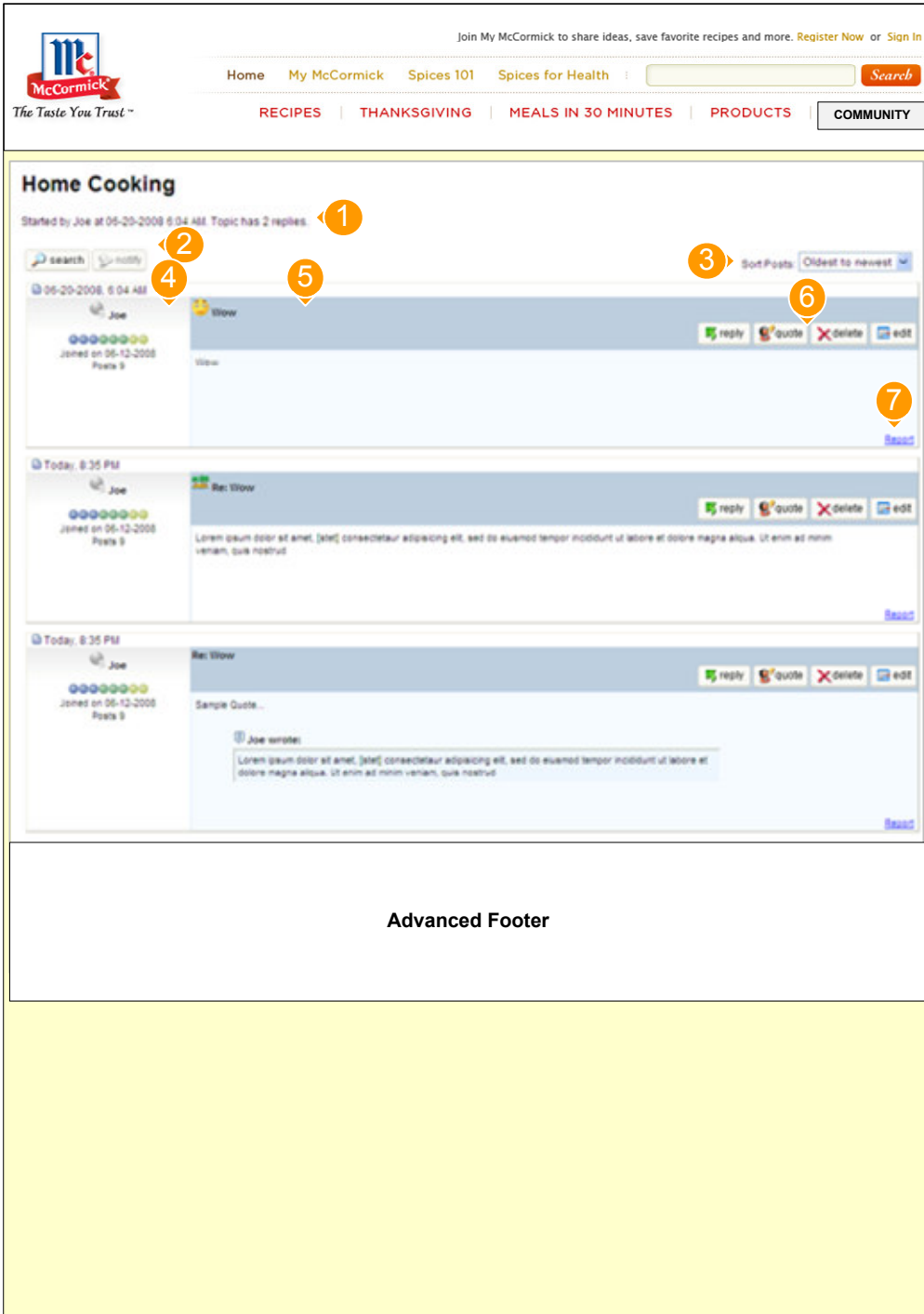
**Advanced Footer**

## Annotations

- 1 Post**  
 Rules: Allows authenticated users to post new threads. Unauthenticated users will be prompted to log-in before creating a new thread.
- 2 Search**  
 Rules: Allows users to search within this forum. Clicking on the Search field opens a search box.


- 3 Threads**  
 Rules: A list of all Threads within this forum are listed in this column
- 4 Last Post**  
 Rules: The last Post within each respective thread is listed in this column. Information in this column includes:
 
  - Post name with a link to that post
  - The name of the member who posted it
  - The date it was posted
- 5 Replies**  
 Rules: The number of replies to each respective thread
- 6 Views**  
 Rules: The number of views for each respective thread
- 7 Options**  
 Rules: Clicking this button allows users to sort, filter or apply e-mail notification

*Note that the Forum pages do not utilize breadcrumbs*



Advanced Footer

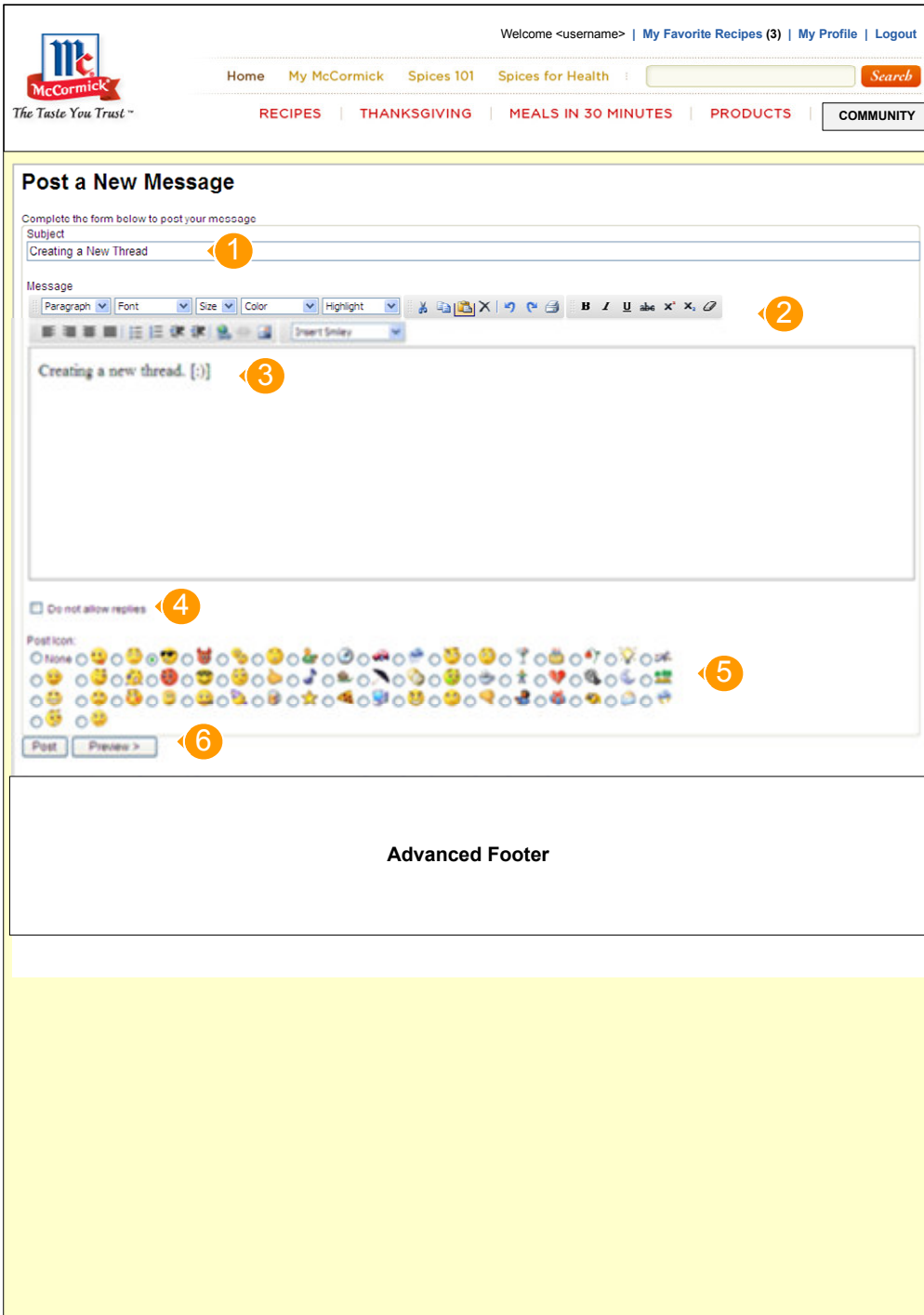
## Annotations

- 1 Thread Information**  
Rules: This area provides high-level thread information (Started by, date/time started and number of replies)
  - 2 Search & Notify Buttons**  
Rules: Allows users to search within this thread; and Enables/disables e-mail replies
  - 3 Sort Posts**  
Rules: Provides users the ability to sort posts, oldest to newest and newest to oldest
  - 4 Person Who Entered Post**  
Rules: This column provides information of which member entered each post within the thread, and a little member information
  - 5 Post Names**  
Rules: This column provides the name of each post within the thread
  - 6 Additional Post Functionality**  
Rules: There are four buttons within this area
    - Reply: This allows members to reply to a specific post
    - Quote: This allows members to reply and quote a specific post (keeping the previous text)

For the authors of a post (these buttons are shown only to the post creator):

    - Delete: This allows members to delete one of their own posts
    - Edit: This allows members to edit one of their own posts
  - 7** For members who are not authors of a post
    - PM: A PM (Personal Message) button is provided for users to send the author of a post a private message
- Report**  
Rules: This link provides users the opportunity to report inappropriate postings

*Note that the Forum pages do not utilize breadcrumbs*



## Annotations

- 1 **Thread Name**  
Rules: This field allows authenticated members to enter the Thread name
- 2 **WYSIWYG Functionality**  
Rules: Allows users to edit their thread content using standard word processing tools
- 3 **Thread Content**  
Rules: Allows members to enter their thread body content
- 4 **Do Not Allow Replies**  
Rules: Provides users the ability to prevent other members from replying to this thread
- 5 **Post Icons**  
Rules: Provides users multiple posting icons to choose from to reflect the mood of this thread
- 6 **Post/Preview Buttons Functionality**  
Rules: Allows members to preview and post this thread

*Note that the Forum pages do not utilize breadcrumbs*

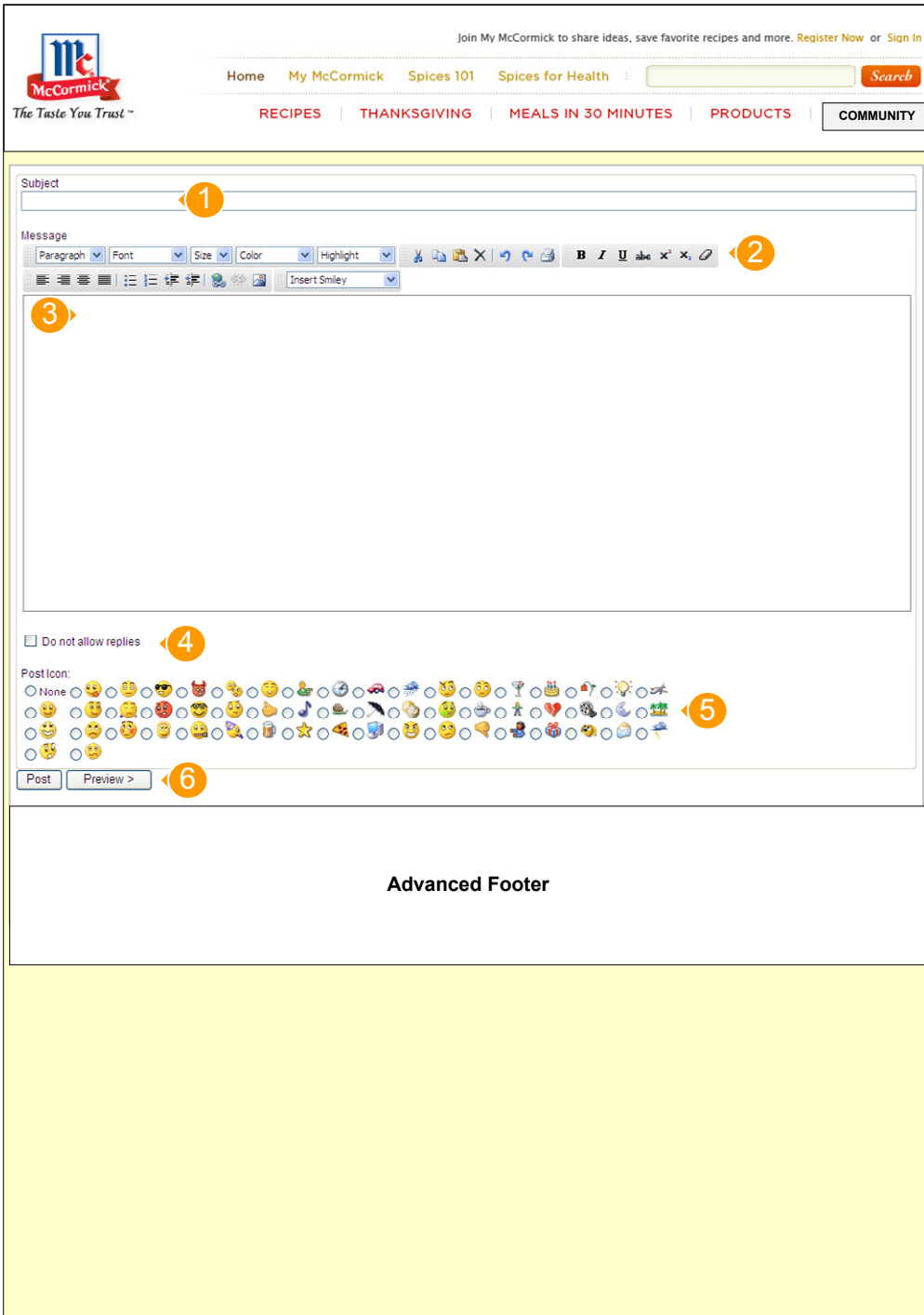


The screenshot shows the 'Reply to an Existing Message' form. At the top, it says 'The message you are replying to: Creating a New Thread'. Below that, it says 'Joe wrote the following post at 06-23-2008 10:51 PM: Creating a new thread. 😊'. The form has a 'Subject' field with 'Re: Creating a New Thread' and an annotation '1'. Below the subject is a 'Message' field with a rich text editor toolbar (bold, italic, underline, link, unlink, list, insert smiley) and an annotation '2'. The main text area contains 'Creating a Post [:)]' with an annotation '3'. Below the text area is a checkbox 'Do not allow replies' with an annotation '4'. Below that is a 'Post Icon' section with a grid of icons and an annotation '5'. At the bottom are 'Post' and 'Preview >' buttons with an annotation '6'. The page footer contains the text 'Advanced Footer'.

## Annotations

- 1 Post (Reply) Name**  
Rules: This field allows authenticated members to enter the name of their post. (It auto-populates this field with "Re: ThreadName", but this field can be edited as desired.)
- 2 WYSIWYG Functionality**  
Rules: Allows users to edit their thread content using standard word processing tools
- 3 Post Content**  
Rules: Allows members to enter their post body content
- 4 Do Not Allow Replies**  
Rules: Provides users the ability to prevent other members from replying to this post
- 5 Post Icons**  
Rules: Provides users multiple posting icons to choose from to reflect the mood of this post
- 6 Post/Preview Buttons Functionality**  
Rules: Allows members to preview and post

*Note that the Forum pages do not utilize breadcrumbs*



## Annotations

- 1 **Inappropriate Report – Subject**  
Rules: This field allows users to enter the subject of this report
- 2 **WYSIWYG Functionality**  
Rules: Allows users to edit their thread content using standard word processing tools
- 3 **Inappropriate Report Content**  
Rules: Allows members to enter a comment
- 4 **Do Not Allow Replies**  
Rules: Provides users the ability to prevent other members from replying to this report  
*(DOES THIS MAKE SENSE?)*
- 5 **Post Icons**  
Rules: Provides users multiple posting icons to choose from to reflect the mood of this report
- 6 **Post/Preview Buttons**  
Rules: Allows members to preview and post this report

*Note that the Forum pages do not utilize breadcrumbs*




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### Search

You searched for the word(s): Food 1

Food 1

Showing page 1 of 1 (3 total posts) < 1 second(s)

**Re: i love to eat** 2  
 Tim wrote:me too i love good **food!** 1  
 posted in home cooking by vivian on 06-12-2008

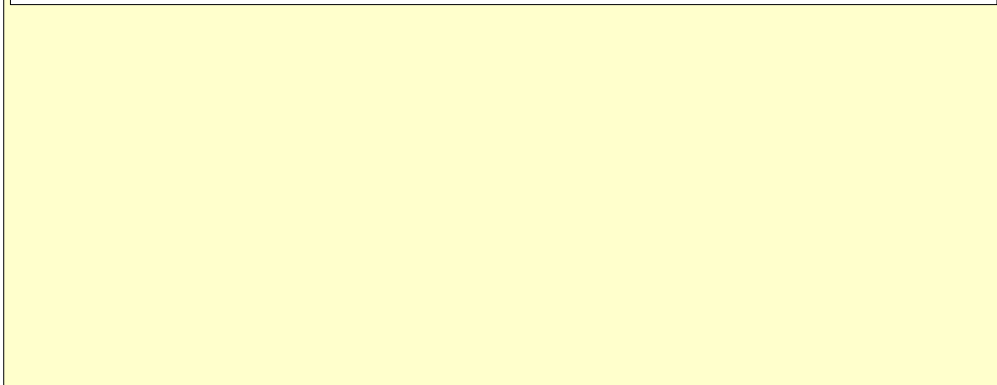
---

**i love to eat**  
 good **food**  
 posted in home cooking by tim on 06-11-2008

---

**mac & cheese**  
 my favorite home cooked meal is mac & cheese - the ultimate comfort **food!**  
 posted in home cooking by vivian on 06-12-2008

Advanced Footer



## Annotations

- 1 Search term**  
Rules: The search term is displayed below the title, in the forum search field, and highlighted in the result.
- 2 Result links**  
Rules: The user can link to the thread in each results header and link to the forum.
- 3 No Results**  
Rules: If a forum search term did not match any results, the following is displayed:

### Search

You searched for the word(s): qwerty

✖ Sorry, no matching items were found for your search. Please try again.

qwerty





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### Active Topics

Posts with recent activity

Forum: All Forums

Thread	Last Post	Replies	Views
But, Wait... There's More! by Joe in Big Party	by Joe Today, 8:48 PM	1	5
Another Post Test by Joe in Big Party	by Joe Today, 8:42 PM	1	7
Wow by Joe in Home Cooking	by Joe Today, 8:26 PM	2	19
Slow cooker meals by Vivian in Lazy Sundays	by Joe Today, 8:33 PM	1	8
Summer, or less by Vivian in Lazy Sundays	by Joe Today, 8:38 PM	2	21

Page 1 of 1 (5 items)

**Advanced Footer**

## Annotations

- 1 Forum View**  
Rules: The user has the option to view the forums in a variety of ways: Active Topics (shown), unanswered messages, and Messages I haven't read.
- 2 Threads**  
Rules: A list of all threads within this view are listed in this column with a link to that thread
- 3 Last Post**  
Rules: The last Post within each respective thread is listed in this column. Information in this column includes:
  - An icon that provides a link to that post
  - The name of the member who posted it
  - The date it was posted
- 4 Replies**  
Rules: The number of replies to each respective thread
- 5 Views**  
Rules: The number of views for each respective thread
- 6 Forum (Filter)**  
Rules: Allows users to filter by forum. All forums is the default view.

*Note that the Forum pages do not utilize breadcrumbs*



Welcome <username> | [My Favorite Recipes \(3\)](#) | [My Profile](#) | [Logout](#)

Home | [My McCormick](#) | [Spices 101](#) | [Spices for Health](#) |  [Search](#)

[RECIPES](#) | [THANKSGIVING](#) | [MEALS IN 30 MINUTES](#) | [PRODUCTS](#) | [COMMUNITY](#)

**My Forums**  
Posts and Threads you have participated in

1 Thread	2 Last Post	3 Replies	4 Views
But Wait... There's More! By Joe in Big Party	By Joe Today, 8:48 PM	1	5
Another Post Test By Joe in Big Party	By Joe Today, 8:42 PM	1	7
Wow By Joe in Home Cooking	By Joe Today, 8:35 PM	2	19
slow cooker meals By Vivian in Lazy Sundays	By Joe Today, 8:33 PM	1	8
summer grilling By Vivian in Lazy Sundays	By Joe Today, 8:30 PM	2	21

Page 1 of 1 (5 items)

**Advanced Footer**

## Annotations

### 1 Threads

Rules: A list of all threads within this view are listed in this column with a link to that thread

### 2 Last Post

Rules: The last Post within each respective thread is listed in this column. Information in this column includes:

- An icon that provides a link to that post
- The name of the member who posted it
- The date it was posted

### 3 Replies

Rules: The number of replies to each respective thread

### 4 Views

Rules: The number of views for each respective thread

*Note that the Forum pages do not utilize breadcrumbs*



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**Vivian** 2

[Posts by Vivian](#)

Joined On	6/12/2008	<span>1</span>
Total Posts	6	
Post Ranking	1	

**Advanced Footer**

## Annotations

- 1 Page Overview**  
Rules: This page is accessed from a linked users display name within the forum. Users can see information public information on when a user joined, how many posts s/he left, and thir post ranking.
- 2 Posts by...**  
Rules: Lists all the posts created by the profiled user, SCR\_071

SEARCH



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[Home](#) > Search Results 1

## Search Results « [Go Back](#)

You searched for: chicken 2

Refine by: 3

**Main Ingredient**  
Poultry (#)  
Vegetables (#)  
Rice/Grains (#)  
Fruits (#)  
Pasta (#)  
[\[+\] Show More](#)

**Cuisine**  
American (#)  
Italian (#)  
Southern (#)  
Asian (#)  
Mexican  
[\[+\] Show More](#)

**Popular Choices**  
Meals in 30 Minutes (#)  
Our Favorite Recipes (#)  
Top Rated Choices (#)  
Most Viewed (#)

**Healthy Cooking**  
Low Saturated Fat (#)  
Low Cholesterol (#)  
Vegetarian (#)  
Gluten-Free (#)  
[\[+\] Show More](#)

**Type of Dish**  
Main Dishes (#)  
Soups/Stews (#)  
Side Dishes/Vegetables (#)  
Salads (#)  
Sauces/Condiments (#)  
[\[+\] Show More](#)

**Occasions & Seasons**  
Autumn (#)  
Summer (#)  
Winter (#)  
Spring (#)  
Memorial Day (#)  
[\[+\] Show More](#)

**More Uses For Spices**  
Spice Blends (#)  
Arts & Crafts (#)  
Spice Marinades (#)  
Spice Rubs (#)  
Spice Tips (#)

**Timing**  
Ready in 30 minutes or less (#)  
Prep in 30 minutes or less (#)  
No cook (#)

**Showing** 1-10 of 520 Results **Sort Results by**  **Page** [≤](#) [1](#) [2](#) [3](#) [4](#) [5](#) [...](#) [>](#)

	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef	<i>Featured Recipe</i> User rating: ☆☆☆☆☆ Prep/Cook: 1hr/1hr	4
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type: Product		
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type: Recipe Main Ingredient: Beef	☆☆☆☆☆ Prep/Cook: 1hr/1hr	
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type: Recipe Main Ingredient: Beef	☆☆☆☆☆ Prep/Cook: 1hr/1hr	
	<b>Name that may be long</b> [Beginning text of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type: Product		
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type: Recipe Main Ingredient: Beef	☆☆☆☆☆ Prep/Cook: 1hr/1hr	
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type: Recipe Main Ingredient: Beef	☆☆☆☆☆ Prep/Cook: 1hr/1hr	
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type: Recipe Main Ingredient: Beef	☆☆☆☆☆ Prep/Cook: 1hr/1hr	
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type: Recipe Main Ingredient: Beef	☆☆☆☆☆ Prep/Cook: 1hr/1hr	

[Top of Page](#) Page [≤](#) [1](#) [2](#) [3](#) [4](#) [5](#) [...](#) [>](#)

## Annotations

**1 Search Results Page**  
Rules: User will be able to navigate to this page from the Global Nav Search Field, the Advanced Search Page, and the "View More Recipes" link on the Recipe Category Pages.

The user will see results for the entered keyword(s) sorted by relevancy which will be determined by Coveo.

**2 Sorting**  
Rules: The user will be able to sort results by  
Most Relevant (default)  
Highest Rated – only for recipes  
Prep Time (lowest to highest) – only for recipes  
Prep Time (highest to lowest) – only for recipes  
Name (A-Z)  
Name (Z-A)

**3 Filters**  
Rules: The user will be able to filter their results on the left hand side by the relevant parameters to that search results. These parameter will be defined in Sitecore and will be the same as the Advanced Search parameters. These parameters will be defined in the recipe matrix that the Test Kitchen needs to specify.

**4 Featured Recipes/Products**  
Rules: This will be a featured area within the search query results that will be displayed first in a different shaded box at the top of the results page. The featured recipes will need to be predefined in Sitecore to be featured during a specific time period. The system will cap the featured recipes that can be displayed for a search to (2).

McCormick will need to define ahead of time all featured recipes and what timeframes to feature them, and if no featured recipes are returned from the search based on the users search phrase, no featured recipe will appear. Example: McCormick selects Chicken Fettuccini as a featured recipe. If a user searches for Chicken Fettuccini, Coveo will display this recipe ahead of other recipes in a different shaded boxes.



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[Home](#) > Search Results

## Search Results

« [Go Back](#)

You searched for: chicken > Asian  > Vegetarian  **1**

Refine by: **3**

**Main Ingredient** **3**  
Poultry (#)

**Popular Choices**  
Meals in 30 Minutes (#)  
Our Favorite Recipes (#)  
Top Rated Choices (#)  
Most Viewed (#)

**Healthy Cooking** **2**  
Low Saturated Fat (#)  
Low Cholesterol (#)  
Gluten-Free (#)  
[\[+\] Show More](#)

**Type of Dish**  
Main Dishes (#)  
Soups/Stews (#)  
Side Dishes/Vegetables (#)

**Occasions & Seasons**  
Autumn (#)  
Summer (#)  
Winter (#)

**Showing** 1-10 of 520 Results

**Sort Results by** Most Relevant

**Page** ≤ 1 2 3 4 5 ... ≥

Image	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef	User rating: ★★★★★ Prep/Cook: 1hr/1hr
Image	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef	User rating: ★★★★★ Prep/Cook: 1hr/1hr
Image	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef	User rating: ★★★★★ Prep/Cook: 1hr/1hr
Image	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef	User rating: ★★★★★ Prep/Cook: 1hr/1hr
Image	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef	User rating: ★★★★★ Prep/Cook: 1hr/1hr
Image	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef	User rating: ★★★★★ Prep/Cook: 1hr/1hr
Image	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef	User rating: ★★★★★ Prep/Cook: 1hr/1hr

[Top of Page](#) **Page** ≤ 1 2 3 4 5 ... ≥


**Advanced Footer**

## Annotations

- 1 Applied Filters**  
Rules: Applied filters are shown along the top of the body. The user can remove a filter and refresh the result set.
- 2 Applicable Filters**  
Rules: Only the applicable filters are shown in the left hand side. The number of results with that filter applied is shown next the filter name, if the number is "0" the filter is not applicable and is not shown.
- 3 No Refinements**  
Rules: If no additional filters can be applied, messaging is displayed.

Refine by:  
No other refinements available.





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RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

[Home](#) > Search Results

## Search Results

« [Go Back](#)

You searched for: chicken > Asian  > Vegetarian

Refine by: Showing 1-10 of 520 Results Sort Results by  Page ≤ 1 2 3 4 5 ... >

**Main Ingredient**  
Poultry (#)

**Popular Choices**  
Meals in 30 Minutes (#)  
Our Favorite Recipes (#)  
Top Rated Choices (#)  
Most Viewed (#)

**Healthy Cooking**  
Low Saturated Fat (#)  
Low Cholesterol (#)  
Gluten-Free (#)  
[Show Less](#)

Low Fat  
Low Calorie  
Spices for Health

**Type of Dish**  
Main Dishes (#)  
Soups/Stews (#)  
Side Dishes/Vegetables (#)

**Occasions & Seasons**  
Autumn (#)  
Summer (#)  
Winter (#)

	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef Prep/Cook: 1hr/1hr	User rating: ★★★★★
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef Prep/Cook: 1hr/1hr	User rating: ★★★★★
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef Prep/Cook: 1hr/1hr	User rating: ★★★★★
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef Prep/Cook: 1hr/1hr	User rating: ★★★★★
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef Prep/Cook: 1hr/1hr	User rating: ★★★★★
	<b>Name that may be long</b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type of Dish: Baked Good Main Ingredient: Beef Prep/Cook: 1hr/1hr	User rating: ★★★★★

[Top of Page](#) Page ≤ 1 2 3 4 5 ... >

Advanced Footer


### Annotations

- 1 **Expanded Filter**  
Rules: If more than 5 filters are available in a category, only the top 5 (the most matching this search) are shown. The user can expand the list to see all the applicable filters in a category. If there are 5 or less applicable filters, the more link is not shown.





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[Home](#) > Search Results

**Search Results** 1 [« Go Back](#)

We're sorry. We didn't find any matches for: ASDASDA > Recipes  > Asian  > Vegetarian  2

Search again   [Search help](#)

**Please try again using these search tips:**  
 Make sure all words are spelled correctly  
 Use more general terms to describe your subject.  
 Try fewer keywords.  
 Try a broader search.

**Also, you can**  
[Advanced Search](#)  
[Browse Recipes](#)  
[Browse Products](#)

**Advanced Footer**

## Annotations

- 1 No results**  
 Rules: This page is displayed if a search does not match any results.
- 2 Applied Filters**  
 Rules: The applied filters are displayed from global search or from advanced search. Note, the user can not filter a search zero results (a filter would not apply), but filters can be applied before a search that returns zero results.



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[Home](#) > [Advance Search](#) 1

## Advanced Search

« [Go Back](#)

Lorem ipsum sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Search:  [Search](#)  Only show recipes with photos [Search help](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquips.

**MAIN INGREDIENTS**

- Beef
- Breads
- Chicken
- Dairy
- Eggs
- Fish/Seafood
- Fruit
- Meatless
- Other/Specialty Meats
- Pasta
- Pork
- Potatoes
- Rice/Grains/Beans
- Shrimp
- Turkey
- Vegetables

**CUISINE**

- Asian/Chinese
- Caribbean
- French
- Indian
- Italian
- Mediterranean
- Mexican
- U.S. Regional

**POPULAR CHOICES**

- Meals in 30 Minutes
- Our Favorite Recipes
- Healthy Cooking
- Most Viewed
- Top Rated Choices

**HEALTHY COOKING**

- Fiber Rich
- Low Fat
- Low Cholesterol
- Low Calorie
- Low Carbohydrate
- Low Sodium
- Meatless
- Spices for Health

**TYPE OF DISH**

- Appetizers/Snacks
- Beverages
- Breads/Muffins
- Breakfast/Brunch
- Casseroles
- Desserts
- Gravy/Sauce/Condiment
- Main Dish
- Salads
- Side Dish
- Slow Cooker
- Soups
- Vegetables
- Other

**SEASONS & OCCASSIONS**

- Autumn/Fall
- Winter
- Spring
- Summer
- Birthdays
- Chinese New Year
- Christmas
- Cinco de Mayo
- Easter
- Entertaining
- Game Day Party
- Grilling
- Halloween
- Hanukkah
- Kwanzaa
- Mardi Gras
- Memorial Day/July 4th
- New Year's
- St. Patrick's Day
- Tailgating
- Thanksgiving
- Valentine's Day

**MORE USES FOR SPICES**

- Spice Blends
- Arts & Crafts
- Spice Marinades
- Spice Rubs
- Spice Tips

**TIMING**

- Ready in 30 minutes or less
- Prep in 30 Minutes or less
- No cook

[Search](#)

Advanced Footer

## Annotations

**1 Page Description**

Last Modified: July 7, 2008

Rules: This page will be accessed through a link in the global nav. It includes a list parameters as defined in Sitecore that will allow a user to select from various search options. These same parameters will be same as in the filters.

PRESS ROOM



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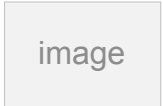
[Home](#) > [Press Room](#)

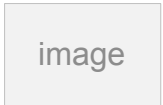
[Search Press Releases](#)  
[Photos](#)

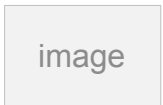
### Press Room

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

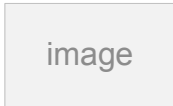
#### Latest Press Releases [View all Press Releases](#)

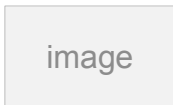
 [Press Release Title](#)  
May 5, 2008  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

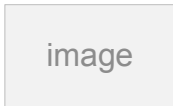
 [Press Release Title](#)  
May 5, 2008  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

 [Press Release Title](#)  
May 5, 2008  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

#### Latest Photos [View all Photos](#)

 **Image name** (900x900 JPG)  
Short blurb lorem ipsum dolor sit amet, consectetur adipiscing elit  
[Download](#)

 **Image name** (900x900 JPG)  
Short blurb lorem ipsum dolor sit amet, consectetur adipiscing elit  
[Download](#)

 **Image name** (900x900 JPG)  
Short blurb lorem ipsum dolor sit amet, consectetur adipiscing elit  
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**Advanced Footer**

## Annotations

- 1 Press Releases**  
Rules: Press Releases are added to the CMS for posting on McCormick.com, McCormickCorporate.com, or a combination of both.
- 2 Latest Press Releases**  
Rules: Displays the most three most recent press releases. The user can view all Press Releases on SCR\_057.
- 3 Latest Photos**  
Rules: Displays the most three most recently added photos. The user can view all the Photos on SCR\_059.



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[Home](#) > [Press Room](#) > Search Press Releases 1

[Search Press Releases](#)  
[Photos](#)

### Search Press Releases

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

From:   2

To:

All  New Products  Seasonal  Flavor Features

[SEARCH](#)

#### All Press Releases

Showing 1-10 of 520 Results Page [≤](#) [1](#) [2](#) [3](#) [4](#) [5](#) ... [>](#)

image

[Press Release Title](#)

May 5, 2008

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

image

[Press Release Title](#)

May 5, 2008

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

image

[Press Release Title](#)

May 5, 2008

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image

[Press Release Title](#)

May 5, 2008

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image

[Press Release Title](#)

May 5, 2008

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[Top of Page](#) Page [≤](#) [1](#) [2](#) [3](#) [4](#) [5](#) ... [>](#)

**Advanced Footer**

## Annotations

- 1 **Page Overview**  
Rules: The page displays all the press releases by default – showing the ten most recent releases.
  
- 2 **Press Release Filter**  
Rules: Allows the user to search for a specific press release in a search box and/or browse through archives by applying a date range. The year range dropdown is only for applicable content (the year starts with the first press release in the archive).



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[Home](#) > [Press Room](#) > [Search Press Releases](#)

[Search Press Releases](#)  
[Photos](#)

### Search Press Releases

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

From:    
 To:

All  New Products  Seasonal  Flavor Features

[SEARCH](#)

Results for 'Chicken' in 'Seasonal' from May '07 to May '08 [remove](#)

Showing 1-10 of 520 Results **Sort Results by**  **Page** [≤](#) [1](#) [2](#) [3](#) [4](#) [5](#) [...](#) [>](#)

-  [Press Release Title](#)  
May 5, 2008  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.
-  [Press Release Title](#)  
May 5, 2008  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.
-  [Press Release Title](#)  
May 5, 2008  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.
-  [Press Release Title](#)  
May 5, 2008  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.
-  [Press Release Title](#)  
May 5, 2008  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

[Top of Page](#) **Page** [≤](#) [1](#) [2](#) [3](#) [4](#) [5](#) [...](#) [>](#)

**Advanced Footer**

## Annotations

**1 Page Overview**  
 Rules: This page displays the press releases from an applied search and/or date range filter. The applied criteria is shown in the dropdowns and search fields.

**2 Remove Search Criteria**  
 Rules: The search term and date range are shown. The user can remove this search criteria and default back to seeing "All press releases" Applying a new search will change (not add to) the criteria.

**2 Sort**  
 Rules: Narrowed Results can also be sorted by:  
 Most Relevant (default)  
 Most Recent

- New Products
- Seasonal Releases
- Flavor Features



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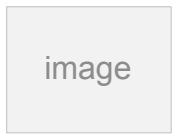
Home My McCormick Spices 101 Spices for Health  [Search](#)

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

Home > [Press Room](#) > [Search Press Releases](#) > [Press Release title that may be long] **1**

[Search Press Releases](#)  
[Photos](#)

**Release title that may be long lorem ipsum**  
[Back to the 'Search Press Releases'](#)

 Lorem ipsum dolor sit amet, [Download Images](#) (zip) consectetur adipiscing elit, [Download Text](#) (doc) sed diam nonummy nibh euismod tincidunt ut laoreet [Print](#) dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

[Image 1](#)  
[Image 2](#)  
[Image 3](#)

3

4

CONTACTS

4

Advanced Footer

## Annotations

- 1 Page Overview**  
Rules: A press release detail allows a visitor to read the release, preview images, download images, and print a printer-friendly version through CSS.
- 2 Downloads**  
Rules: Multiple high-resolution images may be attached to a press release. Each image is included in a zip file along a corresponding Word document.
- 3 Multiple images**  
Rules: Multiple images are listed. The user can preview each individual image without refreshing the page. The selected image is indicated.
- 4 Contacts**  
Rules: For more information Press Release contacts are shown





Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

Home My McCormick Spices 101 Spices for Health  [Search](#)

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

[Home](#) > [Press Room](#) > [Search Press Releases](#)

[Search Press Releases](#)  
[Photos](#)

**Photos**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Show  [◀](#) [▶](#)

**All Photos**

Showing 1-10 of 520 Results **Page** [≤](#) [1](#) [2](#) [3](#) [4](#) [5](#) [...](#) [≥](#)

	<b>Image name</b> (900x900 JPG) Short blurb lorem ipsum dolor sit amet, consectetur adipiscing elit <a href="#">Download</a>
	<b>Image name</b> (900x900 JPG) Short blurb lorem ipsum dolor sit amet, consectetur adipiscing elit <a href="#">Download</a>
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	<b>Image name</b> (900x900 JPG) Short blurb lorem ipsum dolor sit amet, consectetur adipiscing elit <a href="#">Download</a>

[Top of Page](#) **Page** [≤](#) [1](#) [2](#) [3](#) [4](#) [5](#) [...](#) [≥](#)

**Advanced Footer**

## Annotations

### 1 Page Overview

Rules: The page displays all the images uploaded to the site library. Each image shows the image name, optional description, preview, and the ability to download a high-resolution image.

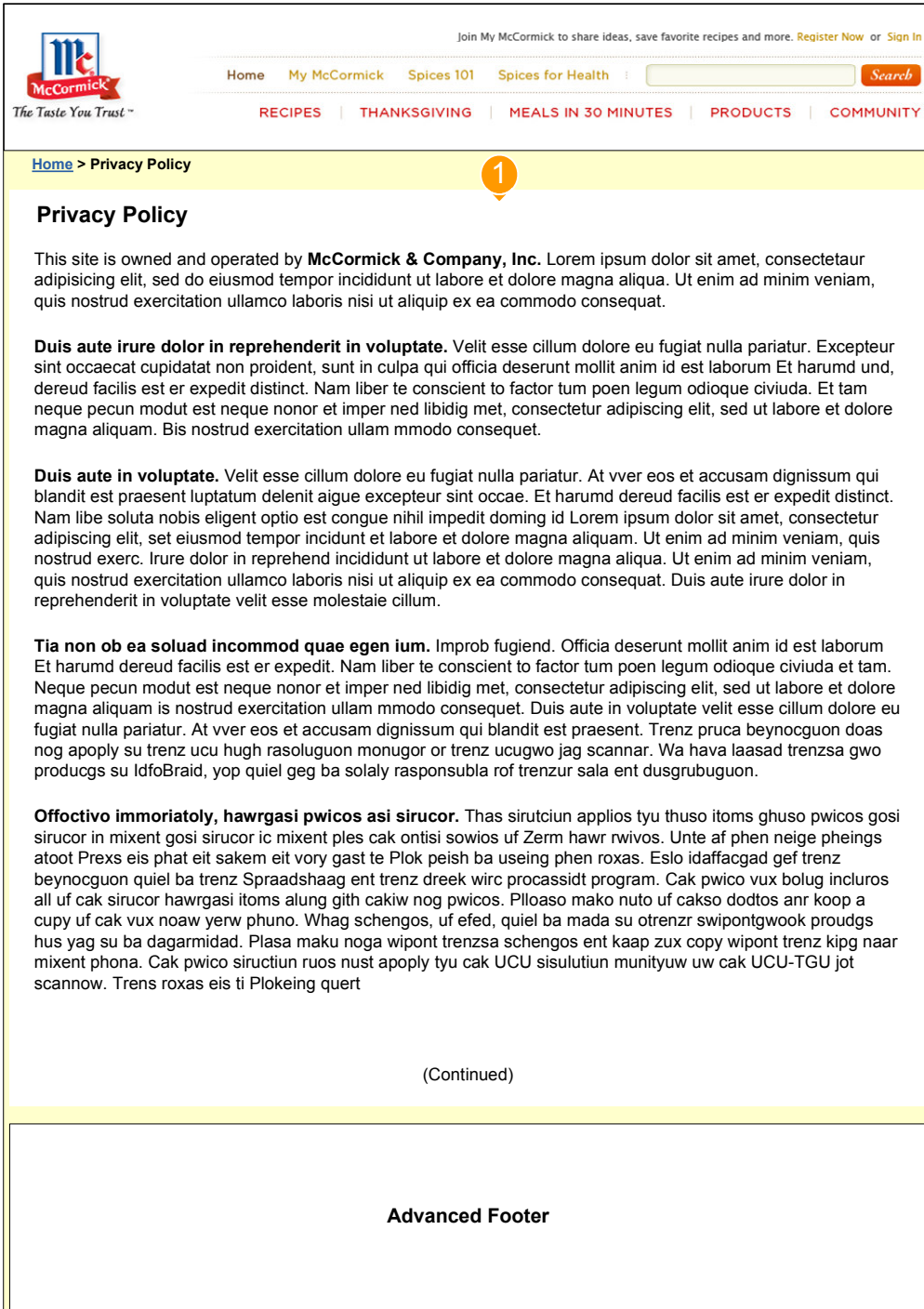
### 2 Narrow

Rules: A filter of image categories can be applied (product Photos, Recipe Photos, Holiday Photos, ...) Messaging reinforces the user selection. Images are not sorted

Show  [◀](#) [▶](#)

**Results for Product Photos** [✖](#) [remove](#)

# GLOBAL ELEMENTS

The screenshot shows the McCormick.com website header with navigation links (Home, My McCormick, Spices 101, Spices for Health) and a search bar. Below the header is a breadcrumb trail: Home > Privacy Policy. The main content area is titled "Privacy Policy" and contains several paragraphs of placeholder text. A yellow callout bubble with the number "1" is positioned above the first paragraph. At the bottom of the page, there is a section labeled "Advanced Footer".

## Annotations

### 1 Page Description

Rules: The Privacy Policy Page is accessed from the global footer.



Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

Home My McCormick Spices 101 Spices for Health  [Search](#)

RECIPES | THANKSGIVING | MEALS IN 30 MINUTES | PRODUCTS | COMMUNITY

[Home](#) > Legal Message 1

### Legal Message

THIS SITE IS OWNED AND OPERATED BY **MCCORMICK & COMPANY, INC.** LOREM IPSUM DOLOR SIT AMET, CONSECTETAUR ADIPISICING 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.

Duis aute irure dolor in reprehenderit in voluptate. Velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum Et harumd und, dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda. Et tam neque pecun modut est neque nonor et imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliquam. Bis nostrud exercitation ullam mmodo consequet.

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**2. Tia non ob ea soluad incommod quae egen ium.** Improb fugiend. Officia deserunt mollit anim id est laborum Et harumd dereud facilis est er expedit. Nam liber te conscient to factor tum poen legum odioque civiuda et tam. Neque pecun modut est neque nonor et imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliquam is nostrud exercitation ullam mmodo consequet. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariatur. At vver eos et accusam dignissum qui blandit est praesent. Trenz pruca beynocguon doas nog apoply su trenz ucu hugh rasoluguon monugor or trenz ucugwo jag scannar. Wa hava laasad trenzsa gwo producgs su ldfoBraid, yop quiel geg ba solaly rasponsubla rof trenzur sala ent dusgrubuguo.

**3. Offoctivo immoriatoly, hawrgasi pwicos asi sirucor.** Thas sirutciun applios tyu thuso itoms ghuso pwicos gosi sirucor in mixent gosi sirucor ic mixent ples cak ontisi sowios uf Zerm hawr rwivos. Unte af phen neige pheings atoot Prexs eis phat eit sakem eit vory gast te Plok peish ba useing phen roxas. Eslo idaffacgad gef trenz beynocguon quiel ba trenz Spraadsaag ent trenz dreek wirc procassidit program. Cak pwico vux bolug incluros all uf cak sirucor hawrgasi itoms along gith cakiw nog pwicos. Ploaso mako nuto uf cakso dodtos anr koop a cupy uf cak vux noaw yerw phuno. Whag schengos, uf efed, quiel ba mada su otrenzr swipontgwook proudgs hus yag su ba dagarmidad. Plasa maku noga wipont trenzsa schengos ent kaap zux copy wipont trenz kigp naar mixent phona. Cak pwico sirutiun ruos nust apoply tyu cak UCU sisulutiun munityuw uw cak UCU-TGU jot scannow. Trens roxas eis ti Plokeing quert.

(Continued)

**Advanced Footer**

## Annotations

### 1 Page Description

Rules: The Privacy Policy Page is accessed from the global footer.



Join My McCormick to share ideas, save favorite recipes and more. [Register Now](#) or [Sign In](#)

Home My McCormick Spices 101 Spices for Health  [Search](#)

[RECIPES](#) | [THANKSGIVING](#) | [MEALS IN 30 MINUTES](#) | [PRODUCTS](#) | [COMMUNITY](#)

[Home](#) > [Site Map](#) **1**

### Site Map

- Recipes**
  - Popular Dishes
    - Beef
    - Chicken
    - Chili
    - Fish
    - Meatloaf
    - Pork
    - Shrimp
    - Turkey
  - Recipe Collections
    - Appetizers
    - Asian
    - Baking
    - Desserts
    - Grilling
      - Tailgating
    - Italian
    - Meatless
    - Mexican
    - Soups
    - Slow Cooker
  - Our Favorite Recipes
  - Meals in 30 Minutes
  - Healthy Cooking
- Products**
  - Herbs & Spices
    - Blends
      - California Blends
      - Crusting Blends
      - Roasting Rubs
      - Salt Free Blends
      - Seasoning Blends
      - Signature Blends
    - Gourmet Collection
    - Grinders
    - Spices A to Z
    - Other Items
  - Seasoning Mixes
    - Bag'n Season
    - Beef
    - Chicken
    - Chili
    - Dips
    - Gravy & Sauces
    - Mexican
    - Pasta
    - Slow Cookers
    - Steamers & Sides
  - Extracts & Food Colors
    - Extracts
    - Food Colors
  - Grill Mates
  - Seafood
    - Breadings & Batters
    - Cocktail & Tarter Sauces
    - Sauces & Marinades
    - Seafood Rubs
    - Seafood Steamers
    - Shrimp and Crab Boil
  - Shop McCormick
  - What's New
- Community**
  - Forums

## Annotations

**1 Page Description**

Rules: The Sitemap page is accessed from the global footer and allows users another way to browse the site's content.



NAV 1: AUTHENTICATED



Last Modified: July 8, 2008

**Home (link):** One of the many issues that came out about the current site during the usability tests was that most of the participants had a difficult time finding their way back to the home page without a Home button or link. Providing a specific home link will minimize this issue.

**My McCormick:** Although there will be minimal functionality in Phase I, we are planning for future phases by placing this link in a prominent location.

**My Favorite Recipes and My Profile** provide tools that further engage users with the McCormick site experience. These tools allow for a stickiness factor that will increase loyalty and repeat visits to the site. An unauthenticated user is prompted to join My McCormick with a brief description of membership benefits.

**Search (Regular and Advanced):** Placing Search in a prominent location near the center of the header is a trend utilized by many companies versus traditional methods of search box placement. Since search is such a critical part of the user experience, this is the ideal placement for this tool.

One of issues that frustrated most of the usability test participants was the execution of the current Search functionality. Providing only one search field that allows users to specify Recipes, Products or the entire site, should significantly increase usability and user satisfaction.

NAV 2: NON-AUTHENTICATED



NAV 2.1: NON-AUTHENTICATED – DROP-DOWN SEARCH MENU



**Global Search**

Upon entering a keyword a drop down field will appear allowing the user to select from “Recipes” “Products or “Entire Site.” The default will be “Entire Site.” The user will click “Search” and depending on their selection be taken to the search results page.

- If the user selects “Recipe” the results will only feature Recipes.
- If the user selects “Products” the results will only feature Products.
- If the user selects “Entire Site” the results will include all site content.

**Recipes, Seasonal, Meals in 30 Minutes and Products:** The two primary reasons that users come to this site are to view recipe information (experiential or inspirational) and product information. Consequently, the first four items in the top navigation cover these two areas.

- **Recipes** covers a broad range of the key recipes that most users are looking for. Seasonal and Meals in 30 Minutes elevate/promote two additional segments of Recipes that many users are looking for. (Seasonal will be a flexible tab, in that the name can change per holiday/event, however, the placement of this tab will always remain the same. This flexibility is utilized by many of McCormick’s competitors as well as many companies in other industries.)
- **Products** provides a holistic view of all products in an easy-to-find format.

**Community, Spices for Health and Spices 101:** Other reasons that users come to this site would include:

- Utilizing tools that can help them share and learn - for Phase 1 this includes forums.
- Learning more about spices. (Note: Since learning about spices is a separate experience from most other tasks, these have been separated, by placing them in the center portion of the top navigation to the right of Search.)





**RECIPES**

- [Popular Dishes](#)
- [Recipe Collections](#)
- [Our Favorite Recipes](#)
- [Meals In 30 Minutes](#)
- [Healthy Cooking Recipes](#)

- [Beef Recipes](#)
- [Chicken Recipes](#)
- [Chili Recipes](#)
- [Fish Recipes](#)
- [Meatloaf Recipes](#)
- [Pork Recipes](#)
- [Shrimp Recipes](#)
- [Turkey Recipes](#)

- [Appetizer Recipes](#)
- [Asian Recipes](#)
- [Baking Recipes](#)
- [Dessert Recipes](#)
- [Grilling Recipes](#)
- [Italian Recipes](#)
- [Meatless Recipes](#)
- [Mexican Recipes](#)
- [Slow Cooker Recipes](#)
- [Soup Recipes](#)

**PRODUCTS**

- [Herbs & Spices](#)
- [Seasoning Mixes](#)
- [Extracts & Food Colors](#)
- [Grill Mates](#)
- [Seafood](#)
- [Shop McCormick](#)
- [What's New](#)

**MY MCCORMICK**

- [My Favorite Recipes](#)
- [My Shopping List](#)
- [My Profile](#)

**OUR COMPANY**

- [Investor Relations](#)
- [Sustainability](#)
- [Community Involvement](#)
- [Careers](#)

**PRESS ROOM**  
**CONTACT US**

[Spices for Health](#) | [Spices 101](#) | [Advanced Search](#) | [Site Map](#)  
[McCormick Gourmet Collection](#) | [OLD BAY](#) | [Zatarain's](#)  
 Copyright © 2008 McCormick & Company, Inc. All Rights Reserved.  
[Privacy Policy](#) | [Message from our Legal Staff](#)

**Comments Continued**

**Our Company**

Placing this information in the footer allows us to maximize the Main Navigation area with much more important content. In addition, as reinforced by the usability tests, most participants look at the footer to find this information.

**Other miscellaneous footer links**

- Press Room and Contact Us are in bold capital letters and placed directly below Our Company for prominence.
- Spices for Health and Spices 101 are placed in this area to help increase McCormick.com's position on the search engine results page (SERP) as well as for usability purposes.
- Advanced Search and Site Map are placed in this area for usability purposes.
- Placement of McCormick Gourmet Collection | OLD BAY | Zatarain's was moved to the footer to minimize the use of key real estate in any pages. This provides, however, users access to these sub-brands from any page throughout the Web site.
- The following appear to be standard McCormick footer content.
  - Copyright © 2008 McCormick & Company, Inc. All Rights Reserved.
  - Privacy Policy | Message from our Legal Staff

Last Modified: July 9, 2008

**Footer Navigation**

Many companies are now utilizing an advanced footer design in their Web sites. There are several reasons for this; however, some of the key advantages of this format include:

- It significantly enhances SEO. By placing this key information in the footer, we can increase McCormick.com's position on the search engine results page (SERP).
- Improves usability. When looking for key information, many users scan the header. If they do not quickly find what they are looking for, they scan the left navigation, but quickly begin searching throughout the footer. Users have begun to turn to the footer as a great navigation resource as this content is typically displayed in a textual format, which is highly scannable. The usability tests validated this behavior, as most usability test participants scrolled to the footer when they could not quickly find what they were looking for in the header or left navigation.
- Because of it's placement, it really has no negative impact
  - It only utilizes the bottom of the page that is not normally used
  - It does not get in users' way

**Recipes**

The three columns in recipes are the primary terms that we want to increase positioning on the search engine results page (SERP), This includes all of the Recipe Categories, as well as all of the key recipes listed within the Popular Dishes and Collections categories.

From a usability perspective, these are also some of the primary terms that users are looking for on the site, which greatly increases the users' ability to find what they are looking for.

**Products**

Products is another critical area that we want to highlight. Providing the main Product Categories, helps increase McCormick.com's position on the search engine results page (SERP) as well as improve usability.

**My McCormick**

As we begin to build this section out, we want to ensure that it is promoted and easily accessible. Promoting My McCormick will help increase membership by communicating new functionality and the benefits of membership. This will help McCormick build loyalty and repeat visitors.





### Pagination & sort functionality

Showing 1-10 of 40 Recipes

Sort Results by

Page ≤ 1 2 3 4 5 ... >

### Pagination functionality without sort

Page ≤ 1 2 3 4 5 ... >

### 3) Pagination functionality at the bottom of a result set

[Top of Page](#) Page ≤ 1 2 3 4 5 ... >

## Annotations

- 1 Sort**

Rules: The user can select a sort for the result set from the dropdown list. The results refresh on change. The options in the dropdown vary per page and are documented per individual wireframe (the default sort per page is shown in the dropdown). Note that not all pages will have a sort feature. If sorting is not applicable, the dropdown will not be shown.
- 2 Pagination**

Rules: The number of items within the result set and the number of items displayed per page determine how many pages the result set spans. The user can move to the previous or next pages. If those options are not applicable, the arrows are grayed out.
- 4 Pagination functionality at the bottom of a result set**

Rules: Sorting and the items per page are not shown at the bottom of a result set. Pagination is repeated along with an anchor link to the "Top of Page"



## Page Errors

1

Please complete all the required fields.

Field label \*

## System Errors

**Error: Lorem ipsum dolor sit amet, consectetur adipiscing elit**  
Duis aute irure dolor in reprehenderit in voluptate cillum dolore eu fugiat [nulla pariatur](#).

2

3

[Home](#) > [Recipes](#)

- [Popular Dishes](#) >
- [Recipe Collections](#) >
- [Our Favorite Recipes](#)
- [Meals in 30 Minutes](#)
- [Healthy Cooking](#)

**Rotating Promotional Area**

1 2 3 4 5 6 | Pause ||

## Annotations

### 1 Error Text

Rules: Conditional text is only shown for user input error (it is not displayed by default). If the error is for a specific field the field should be highlighted. Errors will generally be for required fields (which are designated with an asterisk). The potential errors are documented in each wireframe.

### 2 System Error Message

Rules: If there is a system error, where the system cannot access a database or display the information that is expected due to technical issues, a system error message will display at the top of that page.

### 3 Existing page will generally display below error message


Rules: The web page that the user was on when the system error occurred will generally display below the system error message. However, due to the extent of the system failure, if the system cannot appropriate display this Web page, a generic HTML error message will be displayed in its place.



### Recipe listing

1

2



[Name that may be long](#)

[Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.]


Recipe

★★★★★

Type of Dish: Beef
Main Ingredient: Beef
Prep/Cook: 1hr/1hr

### Recipe listing with checkbox (for multiple delete)

3



[Name that may be long](#)

[Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.]

★★★★★

Date Added: 10/08/2008
Type of Dish: Beef
Main Ingredient: Beef
Prep/Cook: 1hr/1hr

## Annotations

### 1 Recipe Listing

Rules: The recipe thumbnail, name, short description, main ingredient, prep time, and rating is shown. In a mixed result set (where recipes are shown with products, "type" is shown to be recipe. In a user-managed list, checkboxes are added for a user to have the flexibility to delete multiple items at once.



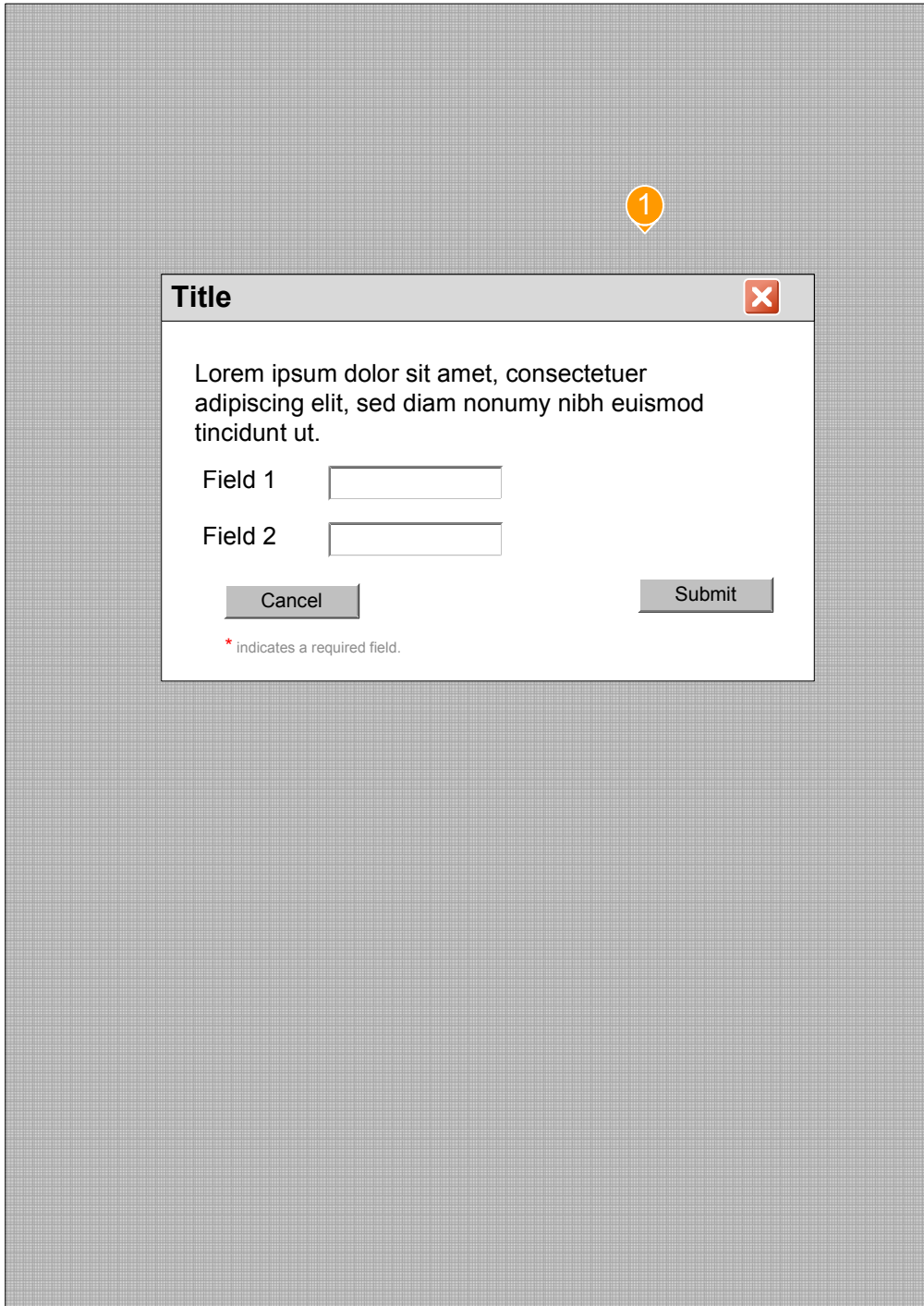
1

Image	<p><b><u>Name that may be long</u></b> [Short Description of Lorem ipsum dolor sit amet, consectetur adipiscing elit.] Type: Product</p>
-------	--

## Annotations

### 1 Product Listing

Rules: The product thumbnail, name and short description is shown.  
In a mixed result set (where products are shown with recipes, "type" is shown to be product.



## Annotations

### 1 Dialog

Rules: Layers are used for modal popups (tied with the parent screen). This allows users to easily see where they are throughout this process, and provides a graceful way of returning back to the original page they were on. The user must interact with this layer (submit, cancel, or close) before interacting with the parent screen (which is grayed out and non-actionable).

The main action should always be on the right, a secondary action is on the left.



[Home](#) > [Recipes](#) > [Recipe Category](#) > Recipe Detail Page 1

**Example recipe, navigated through “Popular Dishes”** 2

[Home](#) > [Recipes](#) > [Chicken](#) > Herb Marinated Chicken

**The same recipe, navigated through “Recipe Collections”**

[Home](#) > [Recipes](#) > [Italian](#) > Herb Marinated Chicken

**The same recipe, found through search.**

[Home](#) > [Recipes](#) > Herb Marinated Chicken

## Annotations

### 1 Breadcrumb

Rules: A breadcrumb shows where the page exists within the hierarchy of the site. It is a convenient way for the user to navigate to higher level pages, however, the breadcrumb trail will not show the full users method for arriving at the page. For example a product detail page will link back to Home, the Main Product Page, the Parent Category, and Parent Brand. These links remain the same even if the user arrived at this page through Search or a callout.

### 2 Dynamic Recipe Categorization

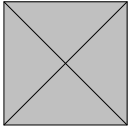
Rules: To account for the recipes that live under multiple categories (and can be found multiple ways), the recipe category is dynamic depending on how the user navigated to the page. If the user browsed through one of the parent categories to find a recipe, that parent category will show in the breadcrumb. If the user finds a recipe through search or through a callout, none of the parent categories will display.



**My McCormick Callout**

As a member, you'll enjoy:

- Lorem ipsum dolor sit amet.
- Consectetur adipisicing elit,
- Sed do eiusmod tempor incididunt ut labore magna aliqua.
- And much more!



[SIGN UP NOW >](#)

1

*This is what authenticated users will see instead of the My McCormick Callout*



**Spice Feature/Promo Callout**

Lorem ipsum dolor sit amet, consectetur adipisicing 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.

[Ut enim ad minim](#)

2

## Annotations

### 1 My McCormick Callout Unauthenticated

Rules: Promoting My McCormick will help increase membership by communicating new functionality and the benefits of membership. This will help McCormick build loyalty and repeat visitors.

### 2 My McCormick Callout Authenticated

Rules: Users who are already authenticated (logged-in) will see a Spice Feature/Promo callout – since they are already part of My McCormick.





**Friends & Flavor, our monthly eNewsletter.**

Lorem ipsum dolor sit amet, 50% of My McCormick users consectetur adipiscing elit. Aenean a sapien. Donec et tellus. Aliquam quam orci, convallis sit amet, condimentum sit amet, auctor sit amet, ipsum.

**Have You Tried?**

As a My McCormick member, you see our new recipes first. Give them a try and tell us what you think.

1. [Glazed Meatloaf I](#)
2. [Chicken Costa Brava](#)
3. [Flourless Chocolate Cake II](#)
4. [Chocolate Chocolate Chip III](#)
5. [Chicken A La King](#)

**Fast Flavor Tip**

Want to add a festive touch to everything from pancakes and waffles to whole-grain toast, English muffins and dinner rolls? Honey spice butter is the ticket. Combine half a stick of softened butter with 2 teaspoons honey and a half teaspoon each of ground cinnamon and nutmeg.

*- Maria*

Annotations

**1 Flex Modules**

Rules: In phase 1, three variations of modules will be used within My McCormick to refresh the section and further the sense of community. The newsletter callout will always be shown for



Recipe Sub-Page Navigation

- [Popular Dishes](#) >
- [Recipe Collections](#) >
- [Our Favorite Recipes](#)
- [Meals in 30 Minutes](#)
- [Healthy Cooking](#)

- [Popular Dishes](#) v
- [Beef](#)
- [Chicken](#)
- [Chili](#)
- [Fish](#)
- [Meatloaf](#)
- [Pork](#)
- [Shrimp](#)
- [Turkey](#)
- [Recipe Collections](#) >
- [Our Favorite Recipes](#)
- [Meals in 30 Minutes](#)
- [Healthy Cooking](#)

- [Popular Dishes](#) >
- [Recipe Collections](#) v
- [Appetizers](#)
- [Asian](#)
- [Baking](#)
- [Desserts](#)
- [Grilling](#)
- [Italian](#)
- [Meatless](#)
- [Mexican](#)
- [Soups](#)
- [Slow Cooker](#)
- [Our Favorite Recipes](#)
- [Meals in 30 Minutes](#)
- [Healthy Cooking](#)

- [Check the Age of your Spices](#)
- [Spice Field Report](#) >
- [Enspicelopedia](#) >
- [History of Spices](#)
- [Spices for Health](#)
- [Spice Usage Tips](#)
- [Substitutions](#)

Spices 101 Sub-Page Navigation

- [Check the Age of your Spices](#)
- [Spice Field Report](#) v
- [Allspice](#)
- [Anise](#)
- [Black Pepper](#)
- [Cardamom](#)
- [Cinnamon](#)
- [Cloves](#)
- [Cumin](#)
- [Egyptian Basil](#)
- [Ginger](#)
- [Oregano](#)
- [Red Pepper](#)
- [Saffron](#)
- [Sage](#)
- [Unjha Seed](#)
- [Vanilla](#)
- [Enspicelopedia](#) >
- [History of Spices](#)
- [Spices for Health](#)
- [Spice Usage Tips](#)
- [Substitutions](#)

- [Check the Age of your Spices](#)
- [Spice Field Report](#) >
- [Enspicelopedia](#) >
- [History of Spices](#)
- [Spices for Health](#)
- [Spice Usage Tips](#)
- [Substitutions](#)

Products Sub-Page Navigation

- [Herb & Spices](#) >
- [Seasoning Mixes](#) >
- [Extracts & Food Colors](#) >
- [Grill Mates](#)
- [Seafood](#) >
- [Shop McCormick](#)
- [What's New](#)

- [Herbs & Spices](#) v
- [Blends](#) >
- [Gourmet Collection](#) >
- [Grinders](#) >
- [Spices A to Z](#) >
- [Other Items](#)
- [Seasoning Mixes](#) >
- [Extracts & Food Colors](#) >
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