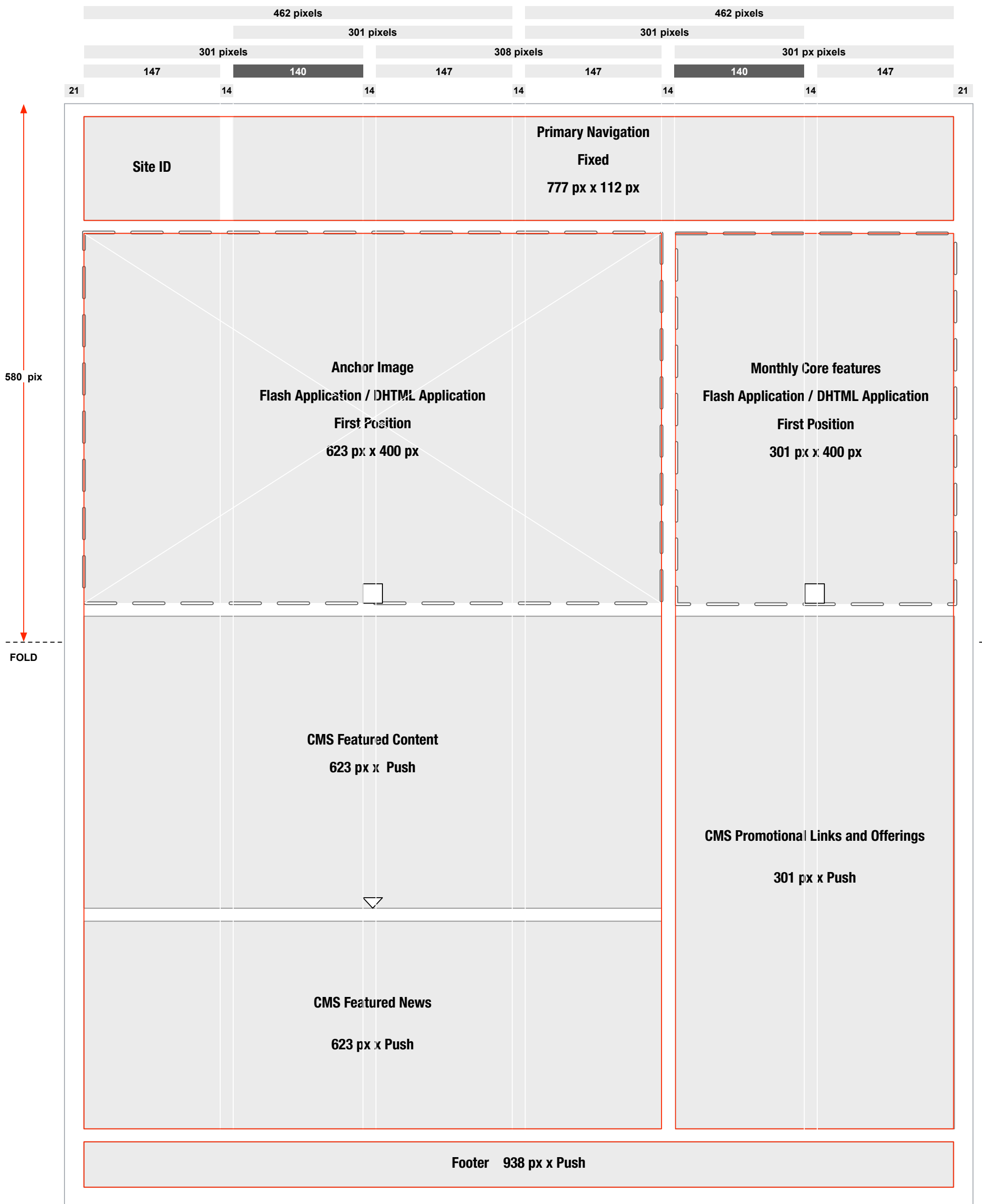


DMI: 3aDay.org Information Architecture



The following schematics are not meant to convey visual design concepts. They are instead meant to convey, the functionality and navigation which will exist on any given page of the application. Final placement of elements along with page copy and nomenclature will be determined upon final definition and design phases of the program. This wireframe assumes a width of 980 pixels and a height of 580 pixels of better. Final height of a given page will be determined by content. Scrolling may need to be used in order for page content to be viewed.

Title: 3aday.org
Creator: Edelman Interactive
Modified: Mon Feb 05 2007
Page 1/9



Home Page - Page Architecture

- Primary Page Structure
- CMS content area
- Rich-media content area
- X Image
- Fixed height content area
- ▽ Flexible height content area

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April 2007

HOME | RECIPES & SNACK IDEAS | TOOLS & TIPS | WHAT'S IN STORE | COUPONS | ABOUT 3-A-DAY

My Family & Me

My Health & Fitness

My Diet & Nutrition

Volume I, Issue II

What's on your mind today?

What's Inside Your April Issue! ▶

My Family & Me

Celebrating Earth Day with your Family

It's not just for "earth mothers" anymore!

My Health & Fitness

Sleeker tummy, slimmer thighs...fatter bones?

Exercise: It's your key to all 3!

My Diet & Nutrition

Surprise: It's yogurt!

Tempting, tasty foods to "fool" your family's taste buds this April.



Real Food & The Real Pyramid

Take a tour of "mypyramid.gov" the latest United States Department of Agriculture (USDA) guidelines for healthy nutrition. What's inside the pyramid? Real food goodness for you and your entire family!

Take the tour ▶



Recharge your kids!

NFL & Action for Kids have teamed up to form "Recharge!" a program that teaches school-age children how exercise and good nutrition go hand in glove.

Learn More ▶

Join the Mom's Network

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Monthly Poll

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Yes

No

Nutrient Rich News.

Want to learn more ways to pack the most nutrition into every meal? Stay on top of the latest thinking with this month's Nutrient Rich News report.

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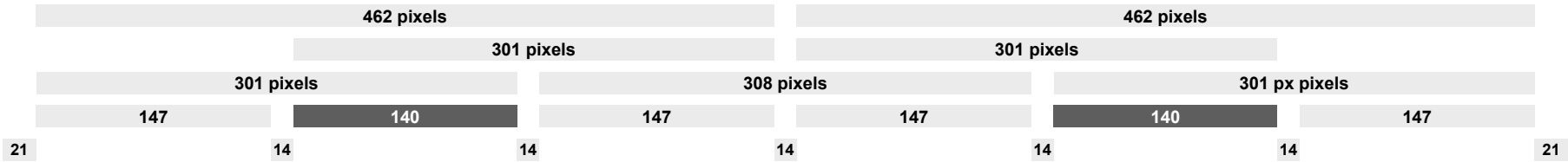
3-a-Day partner offers for April.

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Home Page - Wireframe

- Primary Page Structure
- Image
- CMS content area
- Fixed height content area
- Rich-media content area
- Flexible height content area



April 2007

HOME | RECIPES & SNACK IDEAS | TOOLS & TIPS | WHAT'S IN STORE | COUPONS | ABOUT 3-A-DAY

My Family & Me

My Health & Fitness

My Diet & Nutrition

Volume I, Issue II

Inside Your April Issue!

3aDay Back Issues

Your April Recipe Guide.



Simply "Fish-a-licious!"

Looking for a way to add the nutritious goodness of fish to your finicky family's monthly menu? Try this easy Baked Fish au Gratin, with its scrumptious cheesy topping!



Something Sweet for You

Tempt the family with this light but delicious dessert of Baked Pears with Vanilla Yogurt. And it has 25% of your daily recommended calcium intake, too.



Apple Yogurt Smoothie

Looking for a way to add the nutritious goodness of fish to your finicky family's monthly menu? Try this easy Baked Fish au Gratin, with its scrumptious cheesy topping!

[More Nutritious and Delicious Dairy Recipes](#)

Helping Kids Choose Milk

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[Learn More](#) ▶

What's on your mind today?

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My Family & Me
My Health & Fitness
My Diet & Nutrition

Tools you can use.

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- Power of 3 Meal Planner
- 3-A-Day Mealtime Makeovers
- 3-A-Day Tracker
- Wanted: Stronger Bones

[More great tools for Families](#)

My Family & Me

Celebrating Earth Day with your Family

It's not just for "earth mothers" anymore!

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Monthly Poll

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[Yes](#)

[No](#)

3aDay partner offers for April.

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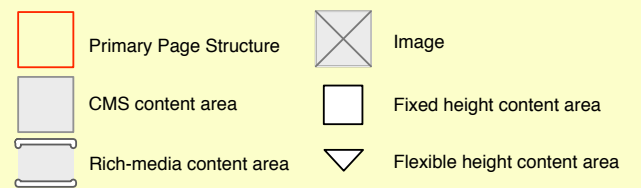


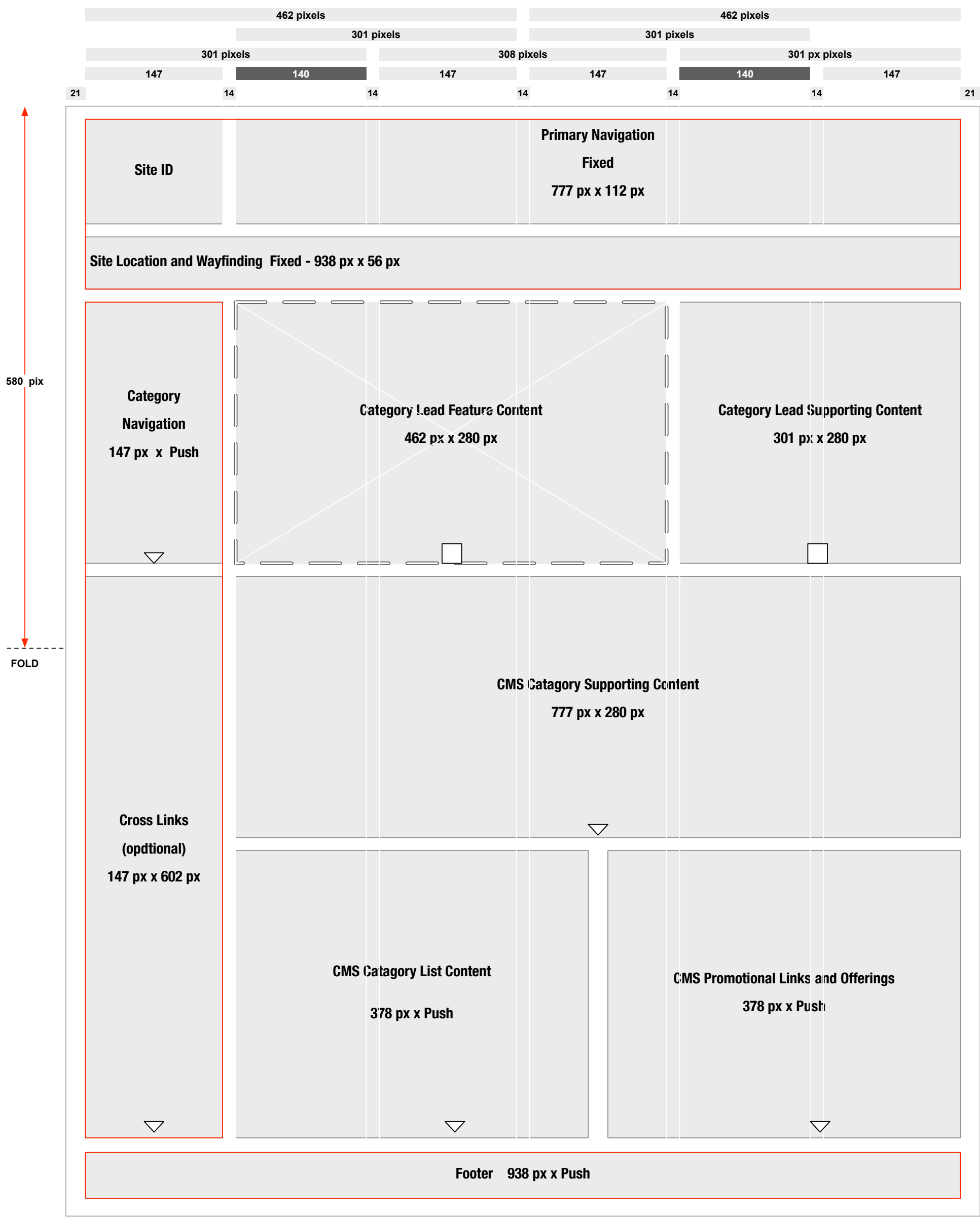
Nutrient Rich News.

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Home Page - Wireframe flash detail





Core Page - Page Architecture

- Primary Page Structure
- CMS content area
- Rich-media content area
- Image
- Fixed height content area
- Flexible height content area

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HOME | RECIPES & SNACK IDEAS | TOOLS & TIPS | WHAT'S IN STORE | COUPONS | ABOUT 3-A-DAY

My Family & Me

My Diet & Nutrition

My Health & Fitness

Volume I, Issue II

My Family & Me

Kids & Dairy

Parenting & Nutrition

Snack Worthy

Real Mom Stories

Dairy & School

Celebrating Earth Day with your Family



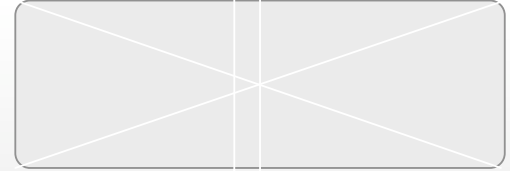
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How can you help your family get more eco-friendly?

[Read More](#)

Family Friendly Recipes



Apple Yogurt Smoothie

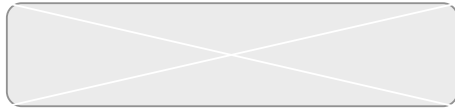
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Recipe Quick Search

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- Label

Kids & Dairy

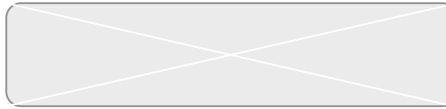


Colorful plastic bottles and cool flavorings — making milk more fun for kids!

You know milk is good for kids. Now discover the products that make milk fun, too.

[Go](#)

Parenting & Nutrition



Improve your personal ecology with our 3-Week Healthy Lifestyle start-up plan

Here's the action plan you need to help nurture the most important biosphere of all: You.

[Go](#)

Dairy & School



School: A kid's world away from home — Make sure it's a healthy one!

You make sure your kids drink milk at home. But what about at school? Find out how many moms are making milk a vital part of their kid's world every day.

[Go](#)

Join the Mom's Network

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Real Food & The Real Pyramid

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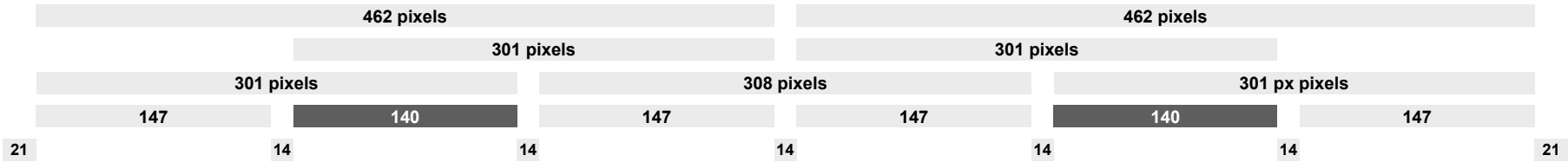
Home Page - Wireframe detail

Option A

- Primary Page Structure
- CMS content area
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- Fixed height content area
- Rich-media content area
- Flexible height content area

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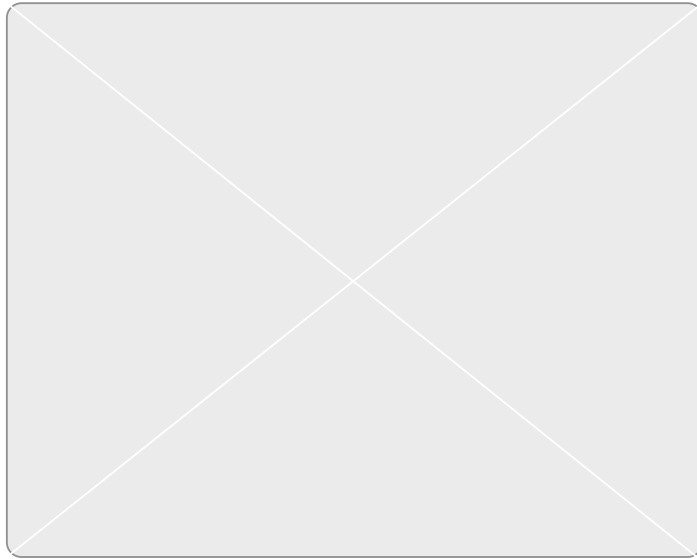
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My Family & Me

- Kids & Dairy
- Parenting & Nutrition
- Snack Worthy
- Real Mom Stories
- Dairy & School

Celebrating Earth Day with your Family



It's not just for "earth mothers" anymore!

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[Go ▶](#)

Can plastic milk containers help save the environment?

Find out what one study has shown about the role of plastic in schools recycling programs.

[Go ▶](#)

Kids & Dairy

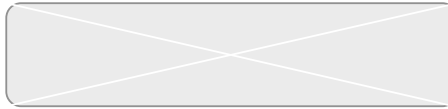


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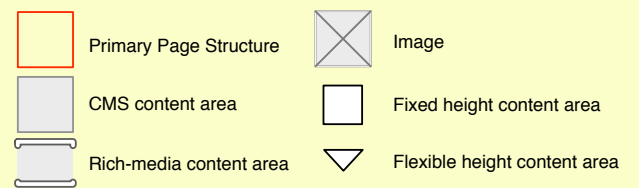
Take the tour

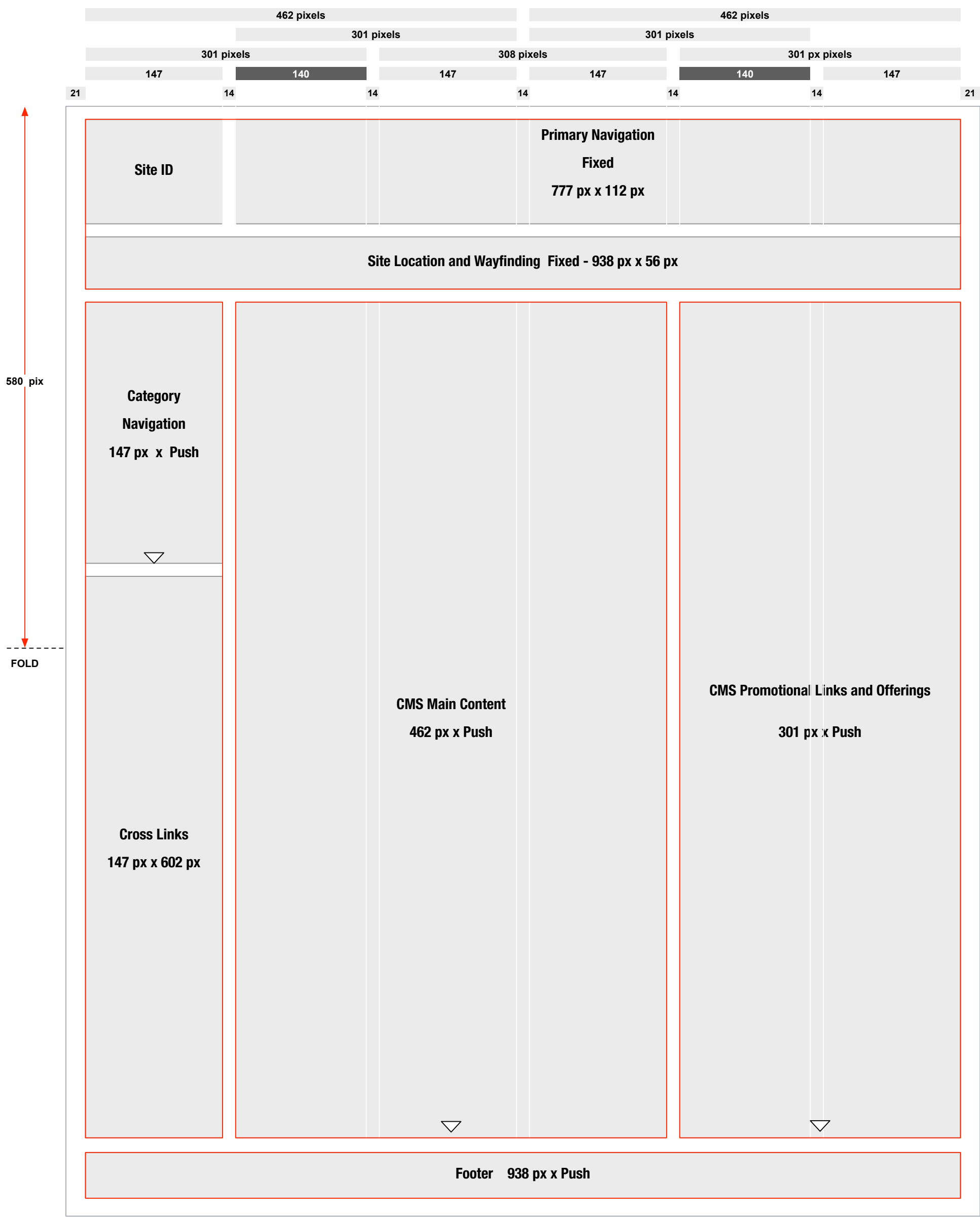
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

Home Page - Wireframe detail

Option B





Content Page - Page Architecture

-  Primary Page Structure
-  CMS content area
-  Rich-media content area
-  Image
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-  Flexible height content area

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April 2007

HOME | RECIPES & SNACK IDEAS | TOOLS & TIPS | WHAT'S IN STORE | COUPONS | ABOUT 3-A-DAY

My Family & Me

My Diet & Nutrition

My Health & Fitness

Volume I, Issue II

My Family & Me / Parenting & Nutrition

Kids & Dairy

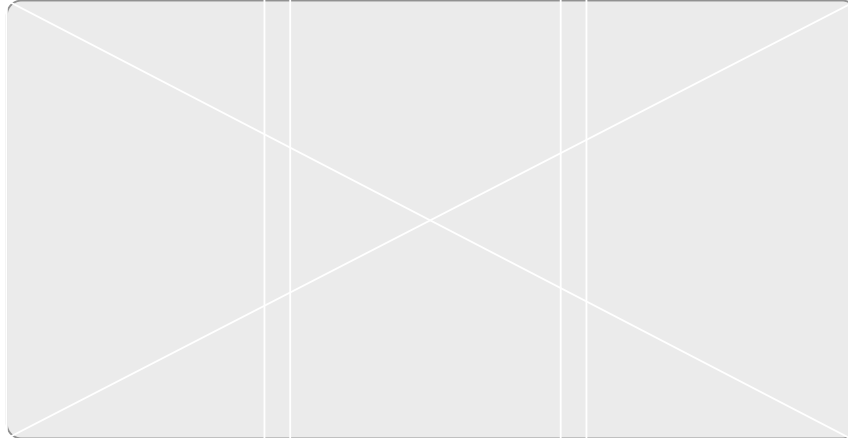
Parenting & Nutrition

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Real Mom Stories

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How can you help your family get more eco-friendly? Start by looking for Earth Day events scheduled in your part of the globe. Then, get your loved ones involved in activities to help them grasp these very important issues. We've listed a few of them below. You'll also find many more ideas for sharing Earth Day with your family at websites like <http://familyeducation.com>, kids.earth.nasa.gov, kidsplanet.org just to name a few!

- [Plant a tree](#)
- [Switch to power saving light bulbs](#)
- [Re-use, Recycle!](#)
- [Visit a national park](#)
- [Write an Earth Day glossary](#)

Related Links

- [Family friendly recipes](#)
- [Ask the expert](#)
- [More tools](#)
- [Sign up for Dairy Mom's Network](#)
- [Partner coupons your family will love](#)

Family Friendly Recipes



Apple Yogurt Smoothie

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Recipe Quick Search

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Join the Mom's Network

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Read More

Content Page - Wireframe detail

- Primary Page Structure
- CMS content area
- Image
- Fixed height content area
- Rich-media content area
- Flexible height content area

