

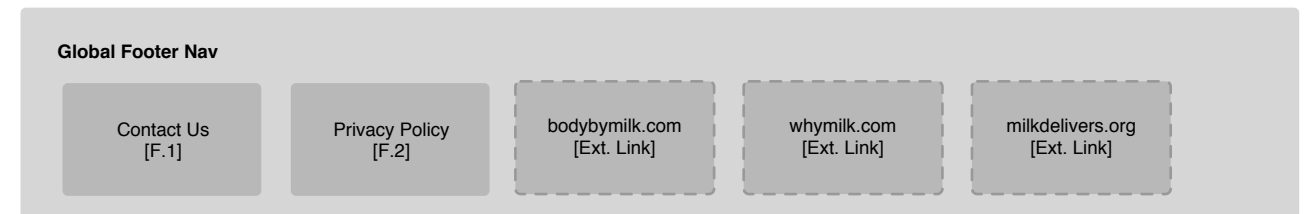
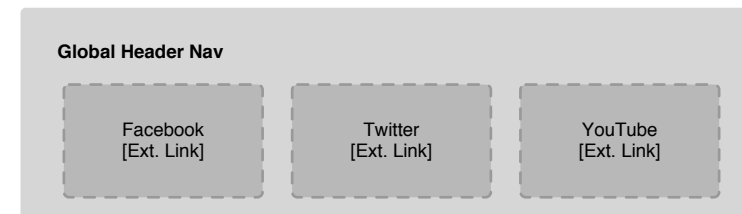
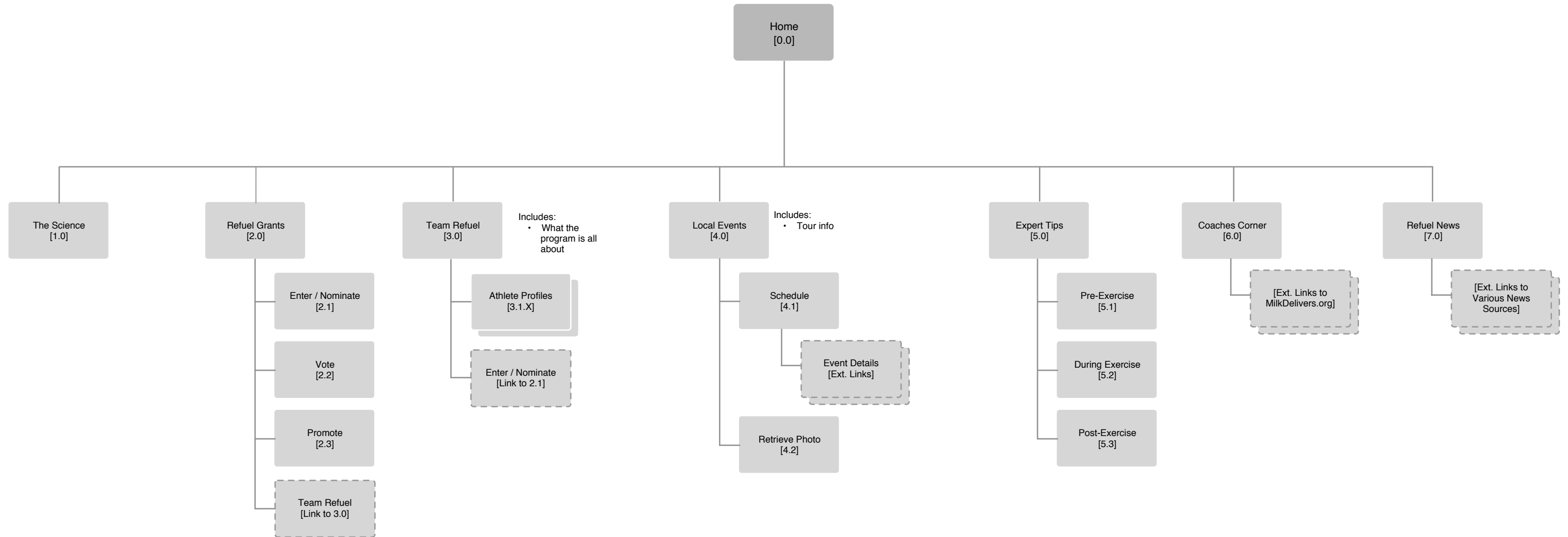
**PROJECT**    **Refuel With Chocolate Milk Microsite**

---

**CONTENTS**    Sitemap and Wireframes

**VERSION**    0.4

**MODIFIED**    Tue Jan 11 2011



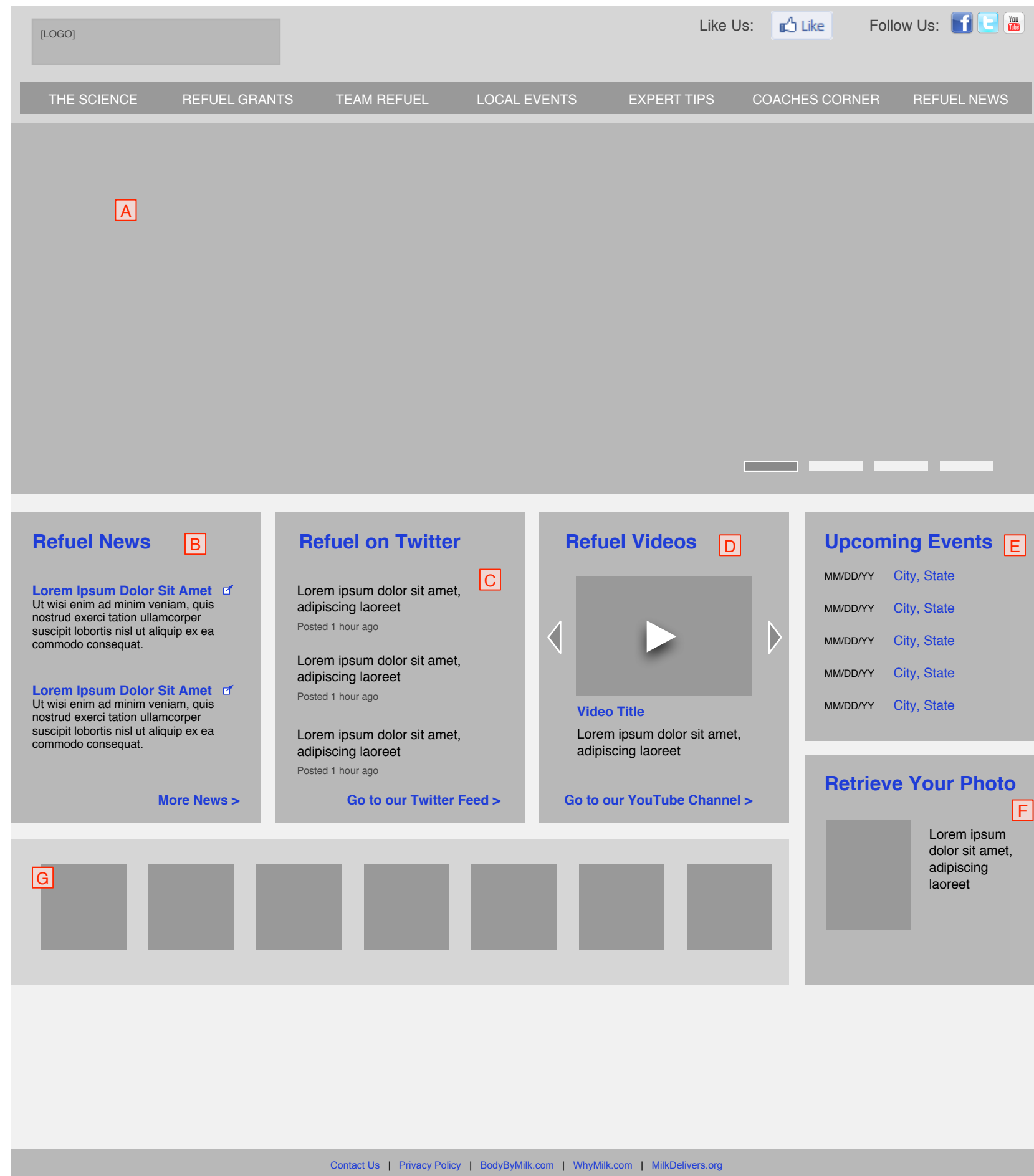
## Notes

- A** This very top area houses links to Chocolate Milk Refuel social media presences.
- B** The main nav is straightforward, with the brand logo acting as the Home button and the drop-down menus reflecting what is in each section.
- C** The footer navigation provides utility functions (Contact Us, Privacy Policy) and links to related sites.



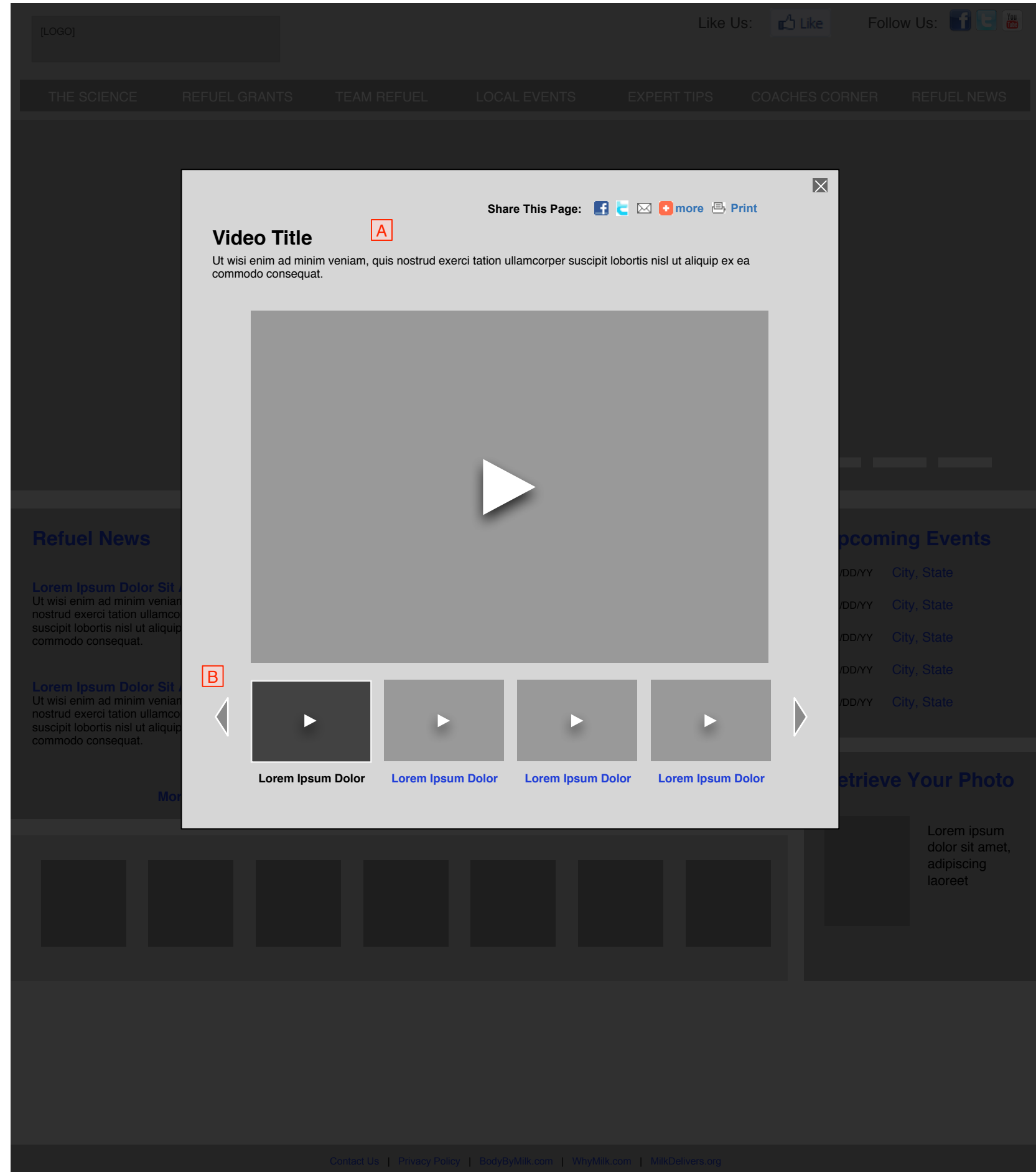
Notes

- A** The main display area will show multiple highlights (indicated by the icons on the bottom right). The highlights will rotate automatically on a given time interval. If a user selects one of the icons, the highlight will show, pausing for a longer time period, then if there is no further activity, they will start rotating again.
- B** Refuel News features news stories about Chocolate milk or its programs. Clicking on the header will take the user to the Refuel News section (see wireframe 7.0). Selecting a story headline will take the user to the story on a third-party site.
- C** This will show the latest Twitter activity. Clicking on the header will take the user to the Refuel with Chocolate Milk Twitter page.
- D** Users will see a thumbnail image, title and a brief description of a featured video. Users can see more by clicking on the right or left arrow (the video thumbnail "rotates" as if on a carousel). When the title or video thumbnail are clicked, a modal appears playing the chosen video. Clicking on the header of the callout or the bottom link generates the brand's YouTube channel within a new browser window.
- E** Clicking on a the header will take users to the Local Events main page (see wireframe 4.0). Clicking on an event will take users to the appropriate event detail page (see wireframe 4.1.1).
- F** Clicking on a the header will take users to the Retrieve Photo page (see wireframe 4.2).
- G** These are Refuel MM athletes. Clicking on a thumbnail will take users to a profile of the athlete (see wireframe 3.1.1). At launch, these would be celebrity athletes, since there are no grant winners yet.



Notes

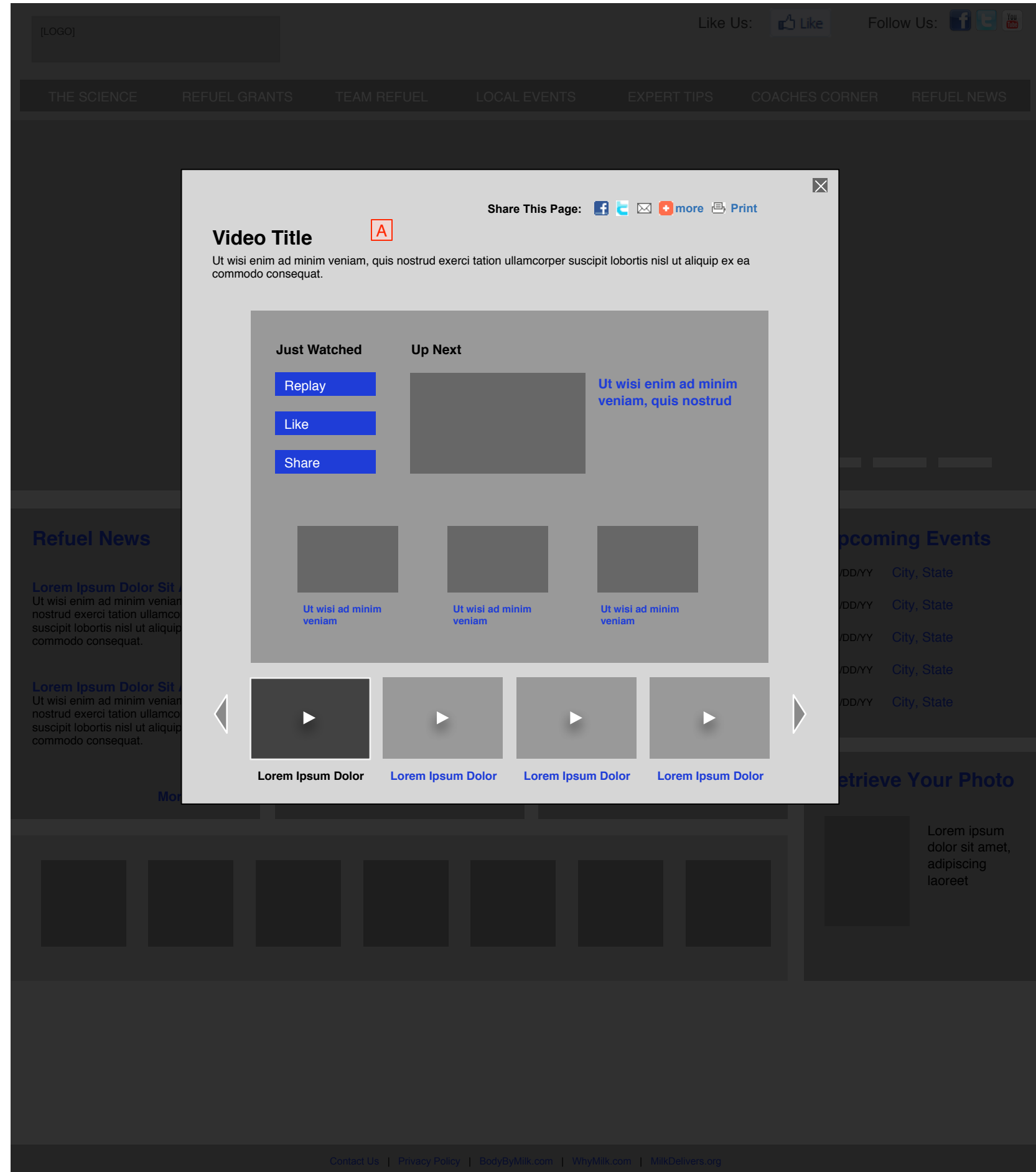
- A** When a video is selected off the home page, a modal pops-up and shows the video. The modal also has a description of the video, standard playback features and the ability to share the video.
- B** Users can see thumbnails of other videos and play others without leaving the modal. If the user wants to see more than is displayed, they click an arrow button and a new set of four thumbnails appear.



Notes

A

Because the video plays in the YouTube player, after it ends, other Refuel videos are promoted. The user also has the ability to Like the video or Share it to their network.



Notes

**A** This page summarizes the science behind the Refuel with Chocolate Milk movement.

**B** Each of these sections represent facts or certain aspects of the science in concept, but the actual content, and therefore the structure of the content, is TBD.

[LOGO]

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## THE SCIENCE

[IMAGE]

**A**

### The Science

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

[IMAGE]

**B**

#### Lorem Ipsum Dolor Sit Amet

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[IMAGE]

#### Lorem Ipsum Dolor Sit Amet

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[IMAGE]

#### Lorem Ipsum Dolor Sit Amet

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[IMAGE]

#### Lorem Ipsum Dolor Sit Amet

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**Month 1: Day 1-15**



Notes

- A** This header area introduces the Refuel Grants program. It can briefly touch on the various phases of the process: Entry, voting and promoting/sharing.
- B** Since entries are open during this period, the callout for Entering or Nominating has a large call-to-action button within it.
- C** Since voting is not open during this period, the callout for voting does not have a call-to-action button within it and messaging clearly states the fact that voting hasn't started yet.
- D** The Promote section informs users that they have sharing/promotion tools available to them and to share tips of how to effectively promote their entries.

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## REFUEL GRANTS

Refuel Grants Main
Enter / Nominate
Vote
Promote
Rules

[IMAGE]

Share This Page: [f](#) [t](#) [✉](#) [+](#) more [Print](#)

[IMAGE]

Refuel Grants

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

Refuel Grants

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

Enter / Nominate

[IMAGE]

Tell us why you have the right stuff to get a Refuel Grant!

Enter / Nominate

Voting Starts on XXX 16th!

[IMAGE]

Come back to vote for your favorite athletes starting on the 16th!

Promote

[IMAGE]

Use our tools and work your network to get more votes!

Learn More

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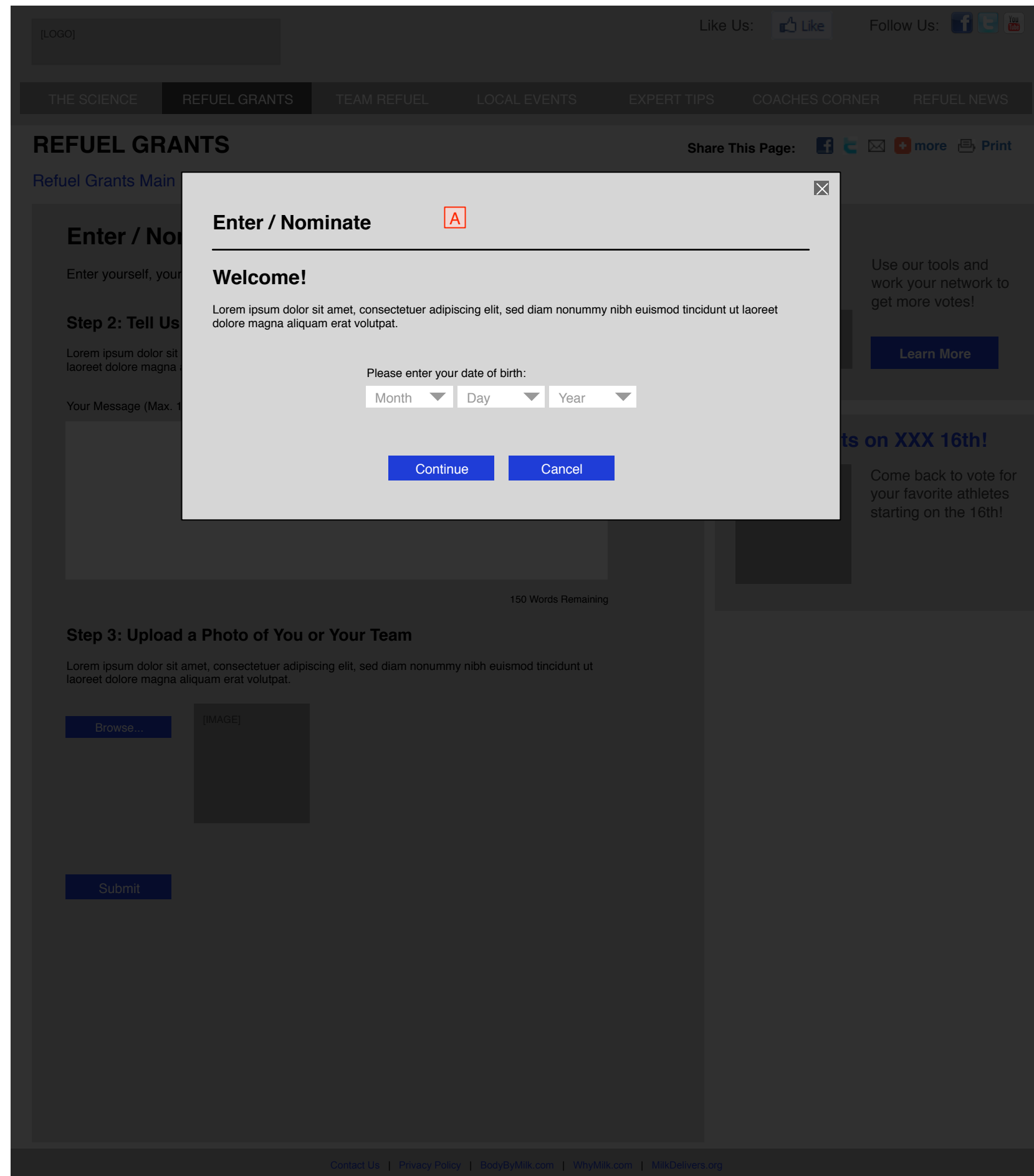
Document: Refuel With Chocolate Milk Microsite Information Architecture

Version: 0.4 Last Modified: Tue Jan 11 2011

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Notes

**A** This modal asks for the user's birthdate before proceeding. This helps with COPPA Compliance.



Notes

**A** The first thing the user must determine is whether he/she is submitting an Athlete or a Team for the grant.

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## REFUEL GRANTS

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[Refuel Grants Main](#) **Enter / Nominate** [Vote](#) [Promote](#) [Rules](#)

### Enter / Nominate **A**

Are you entering an athlete or a team?

Athlete  Team

### Promote

Use our tools and work your network to get more votes!

[Learn More](#)

### Voting Starts on XXX 16th!

Come back to vote for your favorite athletes starting on the 16th!

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Notes

**A** When a choice is made, the rest of the form is shown and copy is tailored to what the user selected (i.e. singular athlete or team). Even though many will submit themselves for a grant, there may be some who will nominate others. So the language is such that the user is submitting an athlete, whether it is them or someone else.

**B** A counter helps users keep track of how many words they are writing.

**C** Users can select a photo from their desktop and when they do, it is displayed here. The user can reselect by clicking on "Browse" again.

[LOGO]

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**REFUEL GRANTS** Share This Page:

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**Enter / Nominate**

Are you entering an athlete or a team?

Athlete  Team

**Step 1: Tell Us Why Your Athlete Deserves a Refuel Grant** **A**

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

Your Message (Max. 150 Words)

150 Words Remaining **B**

**Step 2: Upload a Photo of Your Athlete**

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

[Browse...](#)

[Continue](#)

**Promote**

Use our tools and work your network to get more votes!

[Learn More](#)

**Voting Starts on XXX 16th!**

Come back to vote for your favorite athletes starting on the 16th!

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Notes

**A** Because only date of birth was collected in the initial modal, the user still has to enter their information and agree to the rules.

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[Refuel Grants Main](#) **Enter / Nominate** [Vote](#) [Promote](#) [Rules](#)

**Enter / Nominate** **A**

**Step 3: Enter Your Information**

First Name\*  Last Name\*

Email Address\*  Confirm Email Address\*

Street Address 1\*  Street Address 2

City\*  State\*  ZIP Code\*

Grant Program Rules

I have read and accept the Grant Program Rules.

[Previous](#) [Continue](#)

**Promote**

Use our tools and work your network to get more votes!

[Learn More](#)

**Voting Starts on XXX 16th!**

Come back to vote for your favorite athletes starting on the 16th!

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Notes

**A** Since voting isn't open yet, the Vote page displays a message explaining that.

[LOGO]

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## REFUEL GRANTS

[Refuel Grants Main](#) [Enter / Nominate](#) **Vote** [Promote](#) [Rules](#)

### Vote **A**

Voting starts XXX 16th and goes until XXX 15th. Be sure to come back and vote for your favorite athletes!

### Enter / Nominate

Tell us why you have the right stuff to get a Refuel Grant!

[Enter / Nominate](#)

### Promote

Use our tools and work your network to get more votes!

[Learn More](#)

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Notes

A

The Promote section gives those who have entered and those that want to support their favorite athletes tips on how to generate more votes. It will explain how the sharing tools work and give some sample copy for users to copy and customize to share with their network.

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## REFUEL GRANTS

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### Promote A

The best way to get your entry to win is to promote it! Just follow our tips below and you'll have a better chance to win the grant!

**Tip #1: Lorem Ipsum Dolor Sit Amet**

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 aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

**Tip #2: Lorem Ipsum Dolor Sit Amet**

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 aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

**Tip #3: Lorem Ipsum Dolor Sit Amet**

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**Tip #4: Lorem Ipsum Dolor Sit Amet**

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### Enter / Nominate

Tell us why you have the right stuff to get a Refuel Grant!

[Enter / Nominate](#)





### Voting Starts on XXX 16th!

Come back to vote for your favorite athletes starting on the 16th!






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Notes

**A** This page displays the official rules so that at any point a user can view them. Users must view and agree to them before entering to receive a grant as well.

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### Rules **A**

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 aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

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 aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

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 aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

### Enter / Nominate

[IMAGE]

Tell us why you have the right stuff to get a Refuel Grant!

[Enter / Nominate](#)

### Voting Starts on XXX 16th!

[IMAGE]

Come back to vote for your favorite athletes starting on the 16th!

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Notes

- A** Team Refuel is the section for Grant Awardees. During the first month, there will be no winners yet, but the section will have celebrity athletes to provide content.
- B** These are the celebrity profiles that the site will start with during the first month of the promotion (exact number TBD).
- C** Initially, the celebrity athletes will be the default (since there are no grant winners yet). After grant winners are awarded, the default will be the most recent month's winners, both individuals and teams. Users can select a month to see that month's winners or they can select Celebrity Athletes to see their profiles. The option to see all will also be an option, which will bring up a paginated matrix separated by month.

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## TEAM REFUEL

Share This Page: [f](#) [t](#) [✉](#) [+](#) more [Print](#)

[IMAGE]

A

### Team Refuel

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

### Athlete Profiles B

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

View: Celebrity Athletes C

[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]
Athlete Name	Athlete Name	Athlete Name	Athlete Name	Athlete Name

[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]
Athlete Name	Athlete Name	Athlete Name	Athlete Name	Athlete Name

#### Enter / Nominate

[IMAGE]

Tell us why you have the right stuff to get a Refuel Grant!

[Enter / Nominate](#)

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Notes

**A** After the first month's winners are announced, individual and team grant winners will be shown here and users will be able to select individual winners or All Athlete Profiles.

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## TEAM REFUEL

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[IMAGE]

### Team Refuel

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

### Athlete Profiles

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

View: Month 1 Winners **A**

#### Individual Athlete Grant Winners: Month 1

[Athlete Name](#)

[Athlete Name](#)

[Athlete Name](#)

[Athlete Name](#)

[Athlete Name](#)

#### Team Grant Winners: Month 1

[Team Name](#)

[Team Name](#)

[Team Name](#)

[Team Name](#)

[Team Name](#)

#### Enter / Nominate

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[Enter / Nominate](#)

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Notes

**A** When "All Athletes" are selected, a long matrix of both grant winners and celebrity athletes is shown so users can see many winners without needing to continually select a month.

**B** Pagination is optional, but recommended (especially when there are a lot of winners) since it will help keep load times short.

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## TEAM REFUEL

Share This Page:

[IMAGE]

### Team Refuel

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

### Team Refuel

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

### Athlete Profiles

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

View: All Athletes A

B Page 1 | 2

#### Individual Athlete Grant Winners: Month 2

[Athlete Name](#)

[Athlete Name](#)

[Athlete Name](#)

[Athlete Name](#)

[Athlete Name](#)

#### Team Grant Winners: Month 2

[Team Name](#)

[Team Name](#)

[Team Name](#)

[Team Name](#)

[Team Name](#)

---

#### Individual Athlete Grant Winners: Month 1

### Enter / Nominate

Tell us why you have the right stuff to get a Refuel Grant!

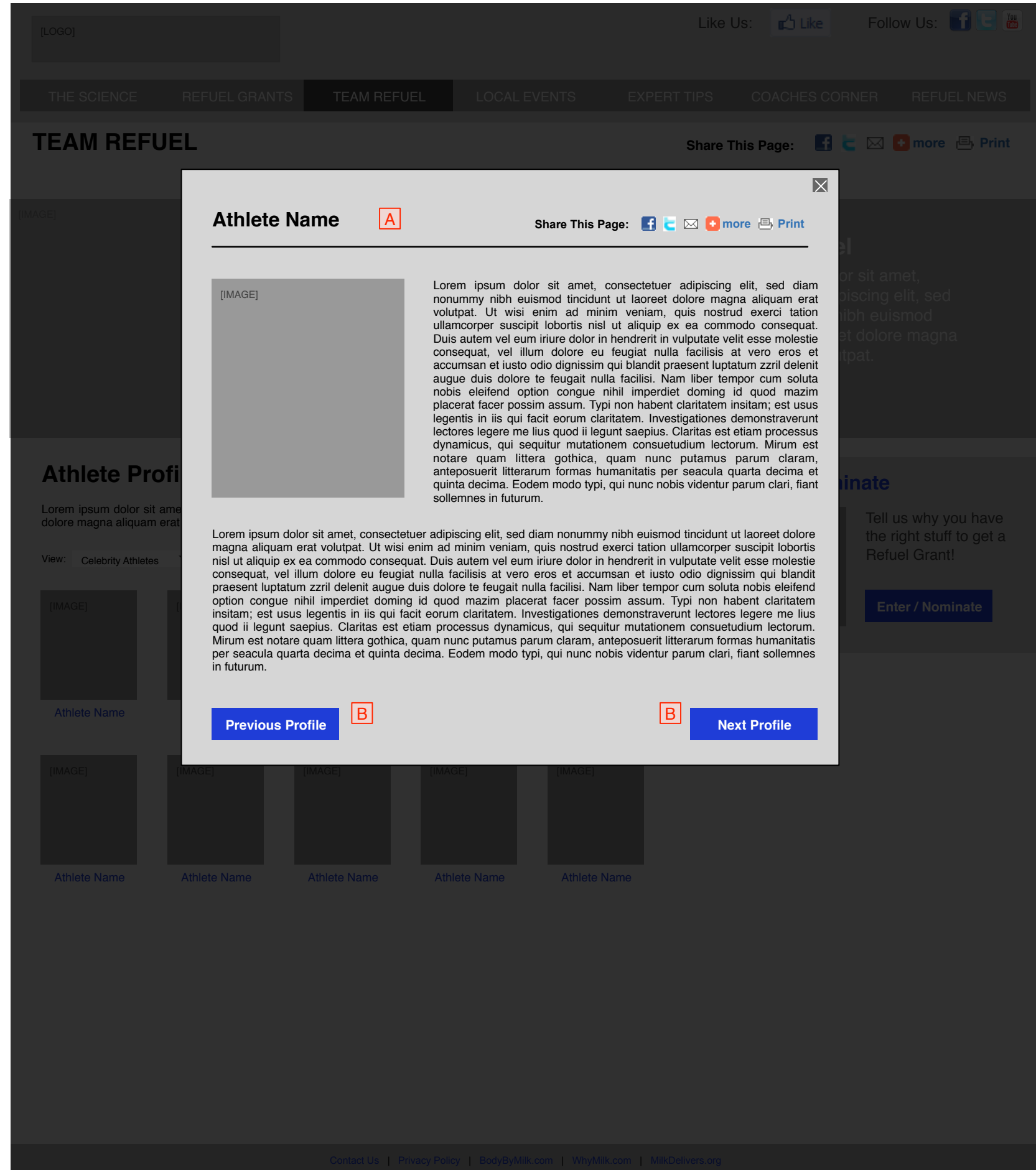
[Enter / Nominate](#)

Notes

**A** When an athlete is selected, the athlete's profile is shown. The profile is shareable via social media or email and it is also printable.

If a news story highlights the athlete after they are awarded the grant, the athlete's profile can be updated with a link to the story.

**B** So users don't have to close this modal then click on open another, Previous Profile and Next Profile buttons allow users to easily and quickly see more profiles without closing the modal.



**Month 1: Day 16-EOM**

Notes

**A** During this period, voting will be open, but entering will be closed. A message on the callout, replacing the call-to-action communicates this to users.

**B** Since voting is now open, the callout changes and a large call-to-action is added.

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**REFUEL GRANTS** Share This Page: more Print

Refuel Grants Main [Enter / Nominate](#) [Vote](#) [Promote](#) [Rules](#)

[IMAGE]

### Refuel Grants

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

**Enter / Nominate** **A**

[IMAGE]

Tell us why you have the right stuff to get a Refuel Grant!

**New entries will be accepted starting XXX 1st**

**Voting Now Open!** **B**

[IMAGE]

Vote for your favorite athletes once a day until XXX 15th.

**Vote Now!**

**Promote**

[IMAGE]

Use our tools and work your network to get more votes!

**Learn More**

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Notes



Similar to when voting was not open yet, during the phase where entering is closed, the entry page displays a message.

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## REFUEL GRANTS

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[Refuel Grants Main](#) **Enter / Nominate** [Vote](#) [Promote](#) [Rules](#)

### Enter / Nominate

Entries for next month's grant process will be accepted from XXX 1st through the 15th. Be sure to come back to enter or nominate!

### Promote

Use our tools and work your network to get more votes!

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### Voting Starts on XXX 16th!

Come back to vote for your favorite athletes starting on the 16th!

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Notes

- A During the voting period, entries are displayed in a matrix by their photo.
- B Users can use the first filter to see athletes, teams or both (both is the default). Users can use the second filter to sort the entries by random order (the default), date/time submitted, name, age, or state. Users can also search for a keyword, which searches team names and user-entered descriptions.
- C Users can vote for an athlete from this page or they can click on the Athlete or Team name to see more detail about the athlete/team (see wireframe 2.2.1)
- D Note callout for Enter has note that entries are not currently being accepted, but will on the following 1st of the month.

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## REFUEL GRANTS

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Enter / Nominate
Vote
Promote
Rules

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B View: Athletes & Teams ▼ Sort By: Random Shuffle ▼ Search:  Search

Page 1 | 2 | 3 | 4 | 5 | More

[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]
Team Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Team Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>
[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]
Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Team Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Team Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>
[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]
Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Team Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Team Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>
[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]
Team Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Team Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>
[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]	[IMAGE]
Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Team Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Team Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>	Athlete Name <span style="background-color: #333; color: white; padding: 2px 5px;">VOTE</span>

Page 1 | 2 | 3 | 4 | 5 | More

### Enter / Nominate

[IMAGE]

Tell us why you have the right stuff to get a Refuel Grant!

New entries will be accepted starting XXX 1st

### Promote

[IMAGE]

[IMAGE]

Use our tools and work your network to get more votes!

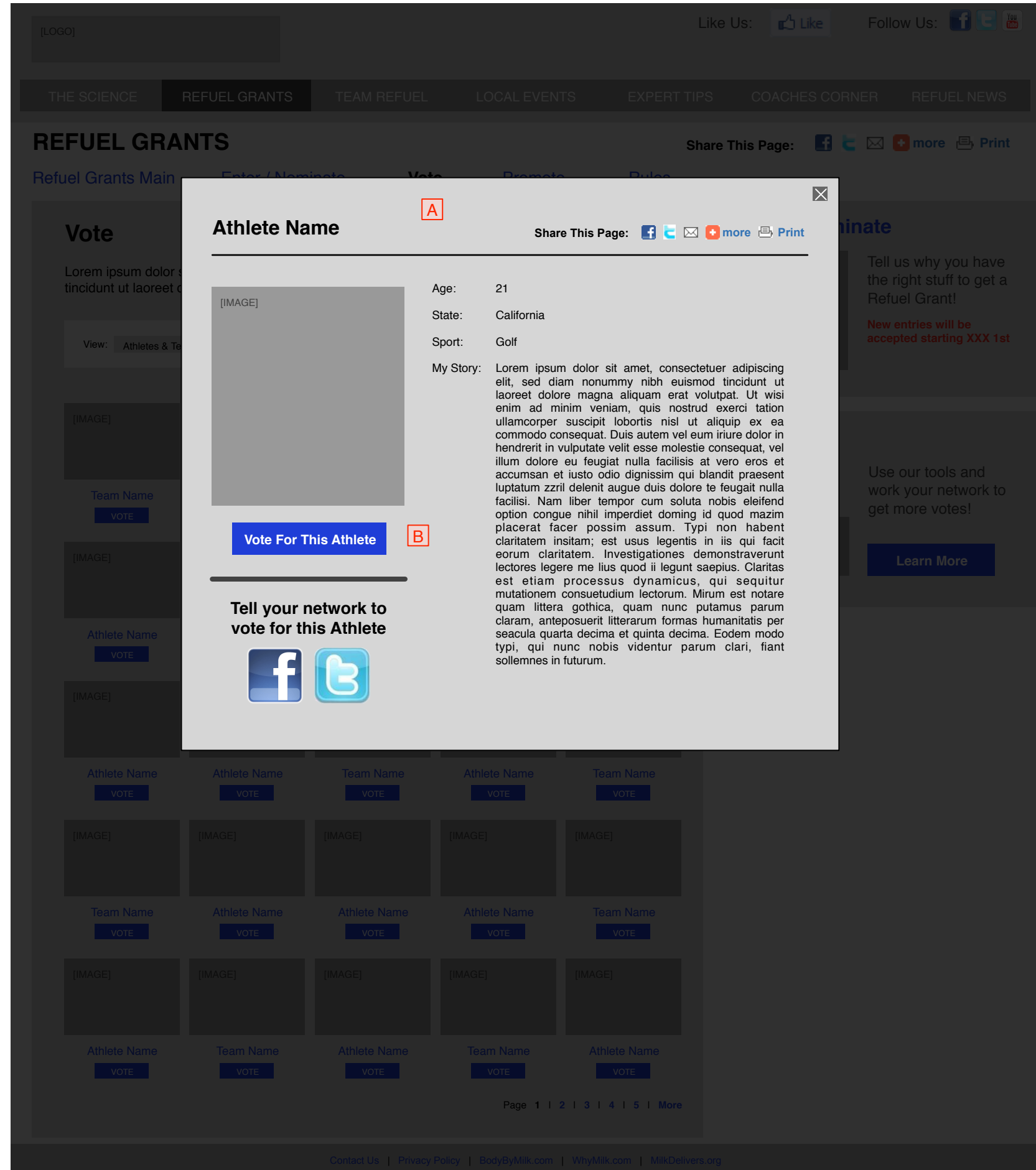
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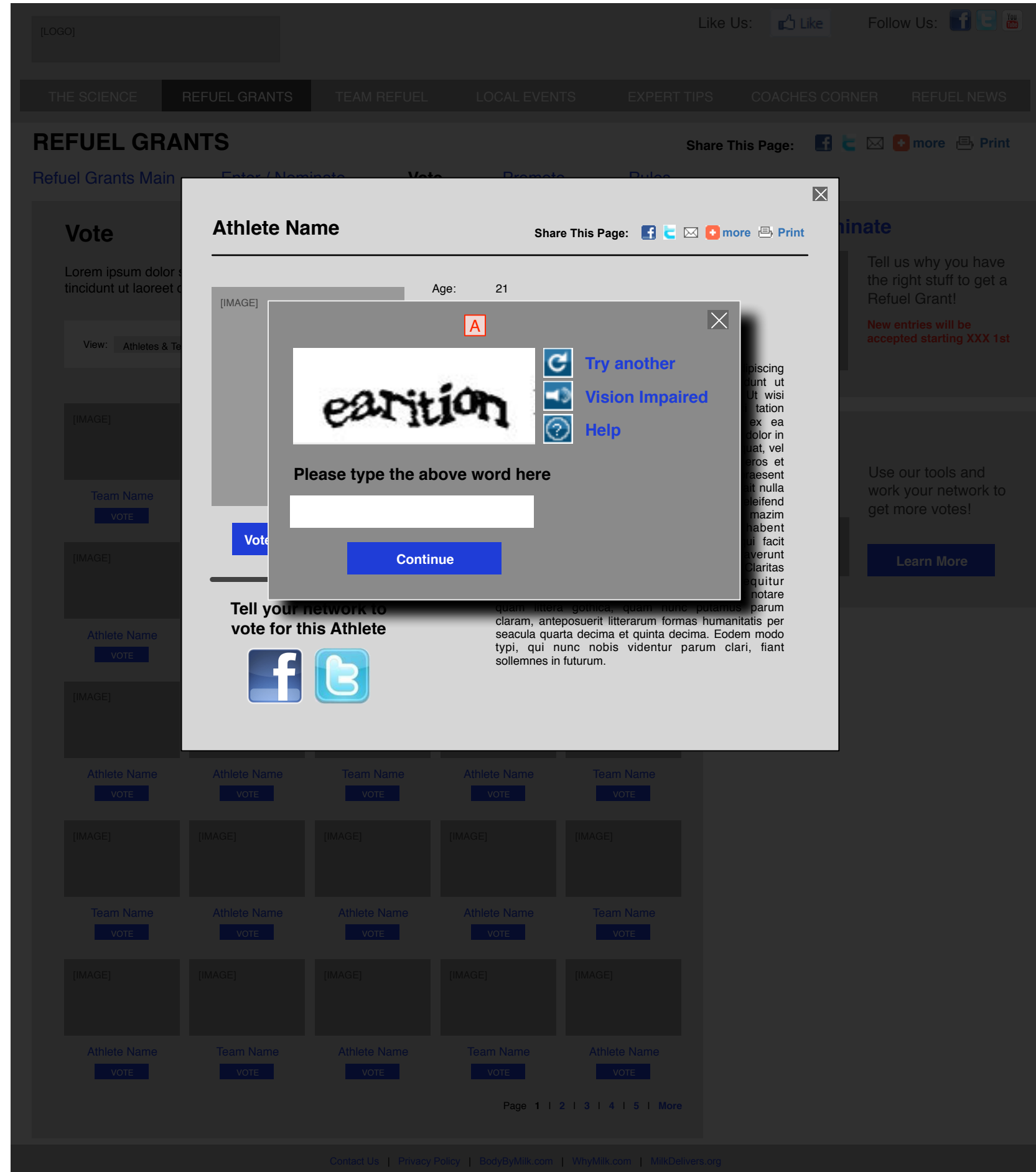
Notes

- A** When an entry is clicked, a profile is shown. It can be shared and/or printed.
- B** Users can vote for the athlete or team by clicking on the Vote For This Athlete button. Users can vote as many times as they want, but they have to go through Captcha to do it (see next wireframe).



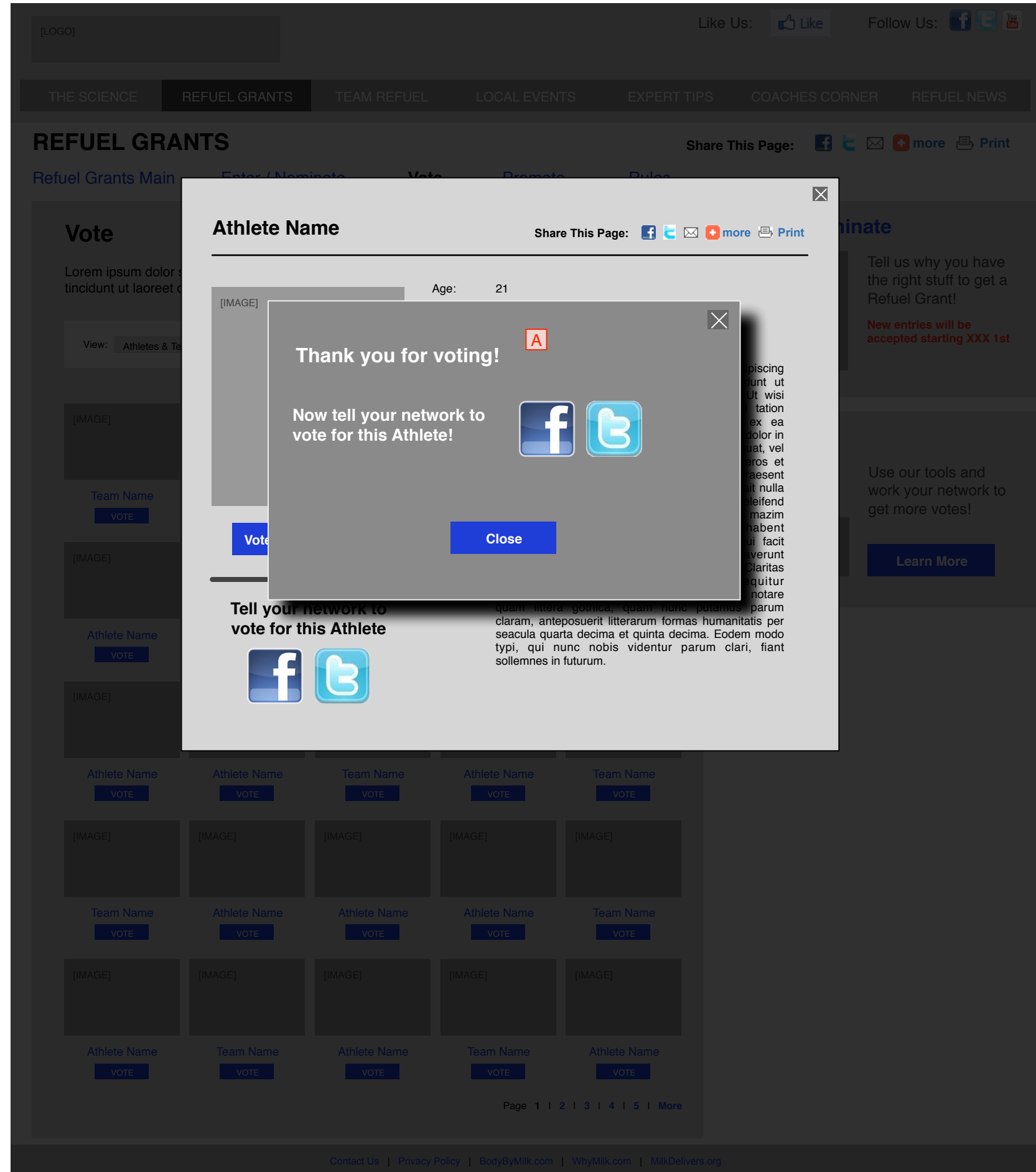
Notes

**A** When the Vote button is pressed, the user has to enter the word into the text box and submit it. This is to make it more difficult to use artificial means to win.



Notes

**A** After the Captcha has been entered, the user is given a thank you message and encouraged to share the athlete with their network.



Notes



This section is to promote the many local events that make up the tour across the U.S. Users can view the schedule or retrieve a photo taken at an event.

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**LOCAL EVENTS** Share This Page: more Print

Local Events Main [Schedule](#) [Retrieve Photo](#)

[IMAGE]

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

[IMAGE]


**Find An Event Near You**  
The tour is coming to a town near you so get ready!  
[Find An Event](#)

[IMAGE] [IMAGE] [IMAGE]





**Retrieve Your Photo**  
Retrieve your photo from the event in your city!  
[Retrieve Photo](#)

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Notes

- A** The schedule is shown in two views accessible via tabs. The first tab (shown here) is the list view. Here all the events are listed in order, the default being chronological.
- B** If the user wishes to change the order of the listings by reverse chronological, he/she clicks the "Date" header. Same with Location, Venue and Event. First click sorts them in ascending alphabetical order the second click sorts them in descending order.
- C** Each event date shows basic information, but for more information, users can click the "Event\_Name" link, which generates a new browser window with the third-party site of the event. To register for the event, users can click the "Event\_Name" link which, as noted by the  symbol, takes them off the site to an external site (likely Active.com).






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## LOCAL EVENTS





















Local Events Main    **Schedule**    Retrieve Photo

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### Tour Schedule

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. For more info visit [Active.com](#).

Tour Schedule
Tour Map

Date ▼	Location	Venue	Event
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
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MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
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MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 
MM/DD/YYYY	City, ST	Location Lorem Ipsum	Event_Name 

### Retrieve Your Photo



Retrieve your photo from the event in your city!

Retrieve Photo

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Notes

**A** When the second tab is clicked, a map of the U.S. is shown with all tour locations marked. Upon rollover, a user can view the location and get some basic information about the location and/or event. They then have the option of going to the third-party event site to see more details or to register.

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## LOCAL EVENTS

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### Tour Schedule

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. For more info visit [Active.com](#).

Tour Schedule
Tour Map

A

**Venue Name**

1234 Address St.  
City, ST 00000  
(999) 999-9999

MM/DD/YYYY  
HH:MM XM

[Event\\_Name](#)

### Retrieve Your Photo

Retrieve your photo from the event in your city!

Retrieve Photo

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## Notes

A

Users can retrieve a photo that they had taken at an event on this page. Users enter in the code on the card they received from the photographer to retrieve the photo. At that point they can download and/or share the photo to their social network.

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### LOCAL EVENTS

Share This Page: [f](#) [t](#) [✉](#) [+](#) more [Print](#)

[Local Events Main](#) [Schedule](#) **Retrieve Photo**

#### Retrieve Photo

Retrieve and share your event photo here!

A

Enter the SecureCode listed at the bottom of your Event Photo. This is the number on the personal photo you received from the photographer at the Tour Stop in your city.

SecureCode

Submit

Enter SecureCode # 23456788901

[IMAGE] [IMAGE] [IMAGE]

#### Find An Event Near You

[IMAGE]

The tour is coming to a town near you so get ready!

[Find An Event](#)

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Notes

A

Expert Tips will be given by Ruth Carey, Mike Barwis and Cal Dietz on Pre-Exercise (nutrition, hydration, exercises), During Exercise (Hydration, etc.), and Post-Exercise (Nutrition, hydration, exercises).

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**EXPERT TIPS** Share This Page: [more](#) [Print](#)

[Expert Tips Main](#) [Pre-Exercise](#) [During Exercise](#) [Post-Exercise](#)

[IMAGE]

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

**Before You Exercise**

[IMAGE] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.  
[Get Started](#)

**During Exercise**

[IMAGE] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.  
[Get Started](#)

**After You Exercise**

[IMAGE] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.  
[Get Started](#)

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Notes

**A** All of the tips pages would follow a similar format so only one is shown. Tips will be shown along with related imagery.

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 [Pre-Exercise](#)   
 [During Exercise](#)   
 [Post-Exercise](#)

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### Pre-Exercise **A**

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

[IMAGE]

#### Tip #1: Lorem Ipsum Dolor Sit Amet

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 aliquip ex ea commodo consequat.

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[IMAGE]

#### Tip #2: Lorem Ipsum Dolor Sit Amet

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[IMAGE]

#### Tip #3: Lorem Ipsum Dolor Sit Amet

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[IMAGE]

#### Tip #4: Lorem Ipsum Dolor Sit Amet

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[IMAGE]

#### Tip #5: Lorem Ipsum Dolor Sit Amet

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 aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et

### During Exercise

[IMAGE]

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

Get Started

### After You Exercise


[IMAGE]

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





Get Started

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Notes

- A** The Coaches Corner features recommended resources for coaches and other key personnel that can be found at MilkDelivers.org.
- B** Recommended resources may have a little more information and an image associated with them (where applicable). All links are marked as exterior links with the  symbol.
- C** Links to the coaches contest are highlighted in this callout.
- D** Links to additional resources are highlighted in this callout.

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## COACHES CORNER


[IMAGE]

### Coaches Corner


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#### Recommended Resources on MilkDelivers.org

[Go to MilkDelivers.org](#) 


[IMAGE]

**Resource\_Name** 

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




[IMAGE]

**Resource\_Name** 


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

[IMAGE]

**Resource\_Name** 


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

[IMAGE]

**Resource\_Name** 


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

[IMAGE]

**Resource\_Name** 

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

[IMAGE]


**Resource\_Name** 

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

#### Submit a Success Story


[IMAGE]

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

[Learn More](#) 


#### Additional Resources

[IMAGE]

**Resource\_Name** 


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

[IMAGE]

**Resource\_Name** 

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

[IMAGE]

**Resource\_Name** 

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

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Document: Refuel With Chocolate Milk Microsite Information Architecture

Version: 0.4 Last Modified: Tue Jan 11 2011

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Notes

- A** Refuel News features news about Chocolate Milk or the Refuel Grants program in third party news sources.
- B** The latest news can be accessed here and date of publication and source name are shown. User clicks headline to go to the article.
- C** The feed from Refuel's Twitter presence is shown here.
- D** Several videos from Refuel's YouTube presence are shown here.

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## REFUEL NEWS

[IMAGE]

### Refuel News

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

A

#### Latest Refuel News B

Page 1 | 2 | 3

MM/DD/YYYY	Source_Name	<a href="#" style="color: #007bff; text-decoration: none;">Lorem Ipsum Dolor Sit Amet</a> <span style="font-size: 0.8em;">↗</span>
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.		
MM/DD/YYYY	Source_Name	<a href="#" style="color: #007bff; text-decoration: none;">Lorem Ipsum Dolor Sit Amet</a> <span style="font-size: 0.8em;">↗</span>
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.		
MM/DD/YYYY	Source_Name	<a href="#" style="color: #007bff; text-decoration: none;">Lorem Ipsum Dolor Sit Amet</a> <span style="font-size: 0.8em;">↗</span>
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.		
MM/DD/YYYY	Source_Name	<a href="#" style="color: #007bff; text-decoration: none;">Lorem Ipsum Dolor Sit Amet</a> <span style="font-size: 0.8em;">↗</span>
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.		
MM/DD/YYYY	Source_Name	<a href="#" style="color: #007bff; text-decoration: none;">Lorem Ipsum Dolor Sit Amet</a> <span style="font-size: 0.8em;">↗</span>
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.		

Page 1 | 2 | 3

#### Refuel on Twitter C

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Posted 1 hour ago

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Notes

- A This page provides contact information and a form for comments.
- B Contact information is TBD.
- C A form for submitting comments is for those who would rather not call.

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## CONTACT US A

Thank You for Your Interest, we welcome your questions and comments. Please use the contact information listed on the left or use the form on the right.

### General Inquiries B

**Corporate Office**

1234 Address Street  
City, ST  
(999) 999-9999

M-F 8:00 a.m. to 5:00 p.m., EST/EDT.

Subject:  C

\* = Required

First Name*	Last Name*
<input type="text"/>	<input type="text"/>
Address 1*	Address 2
<input type="text"/>	<input type="text"/>
City*	State*
<input type="text"/>	<input type="text"/>
ZIP Code*	Phone Number*
<input type="text"/>	<input type="text"/>
Email Address*	Confirm Email Address*
<input type="text"/>	<input type="text"/>

Message\*

Submit
Clear

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