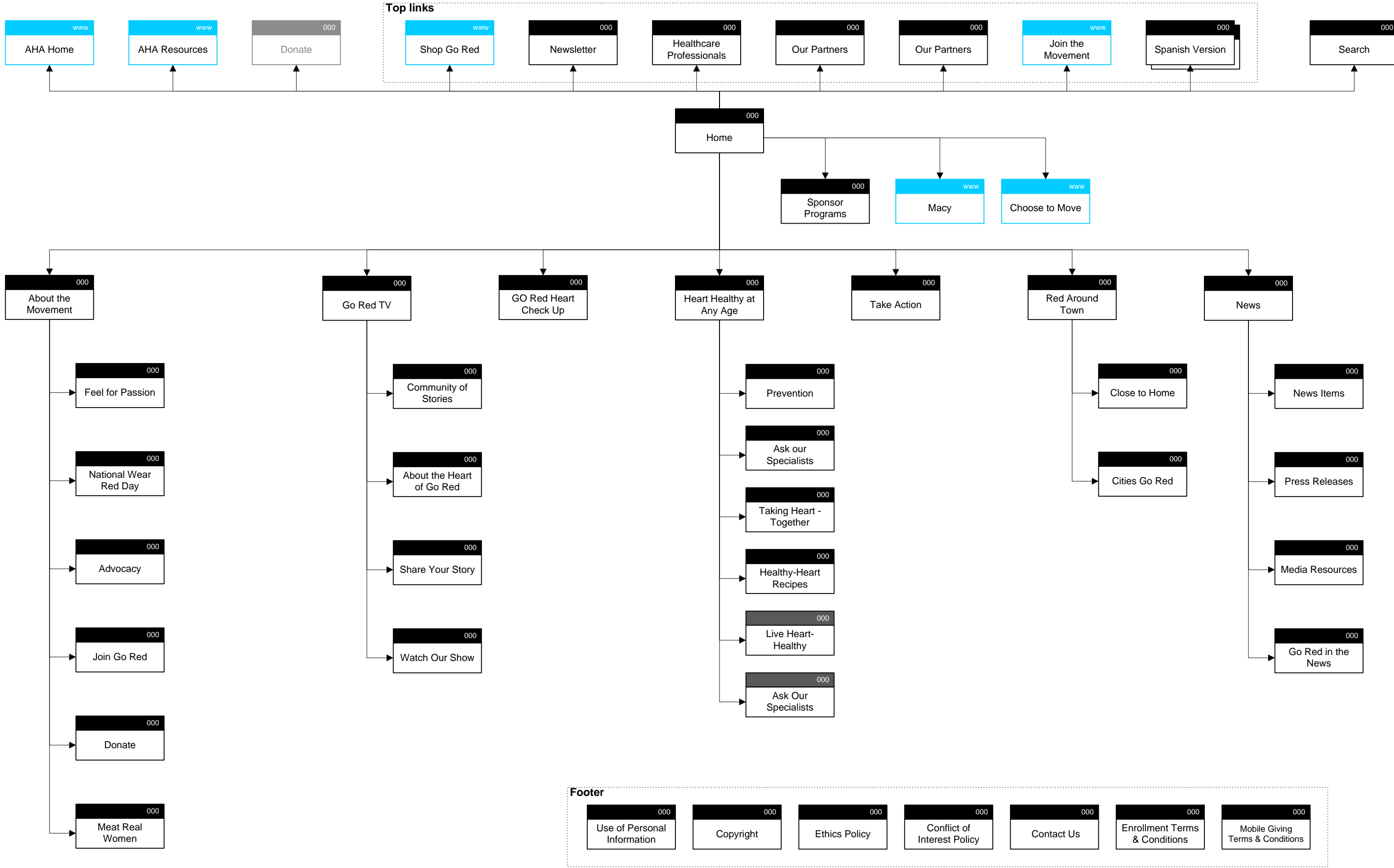


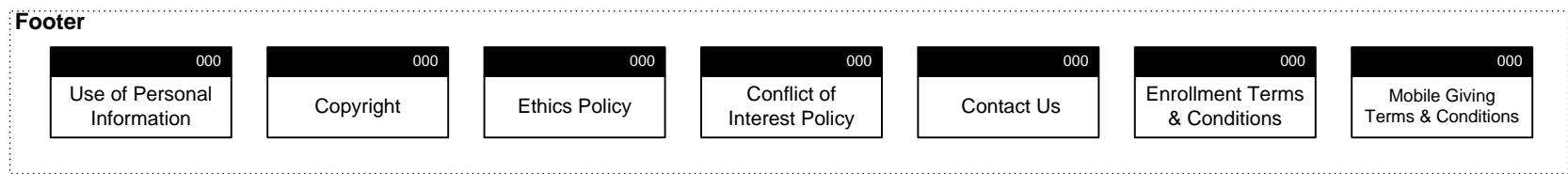
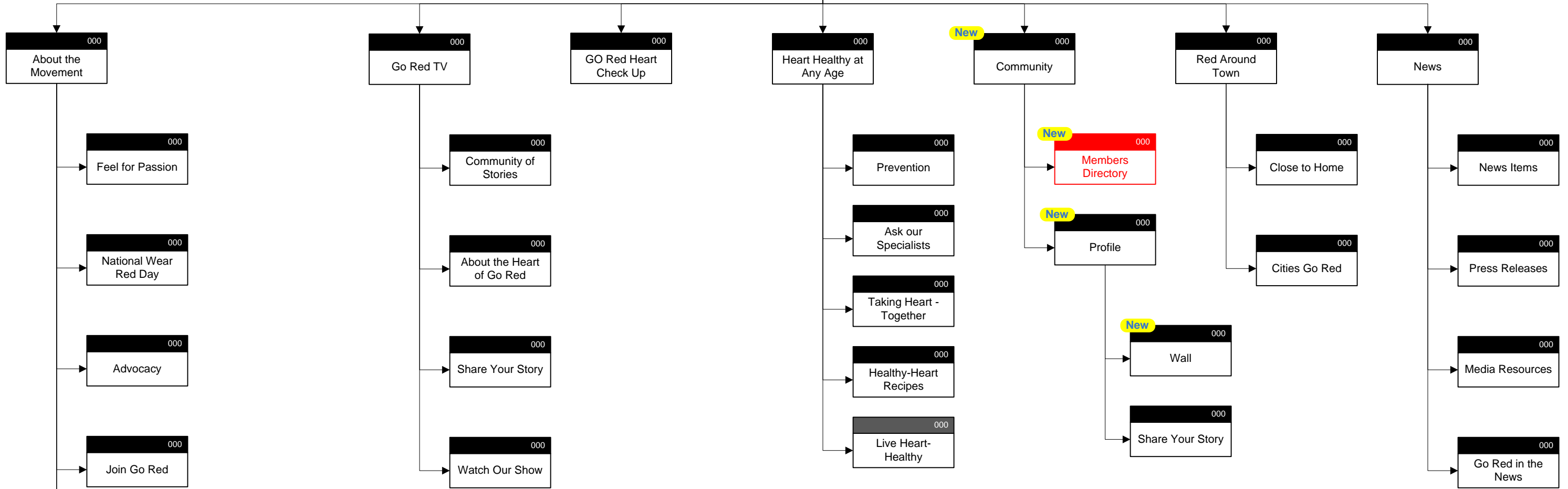
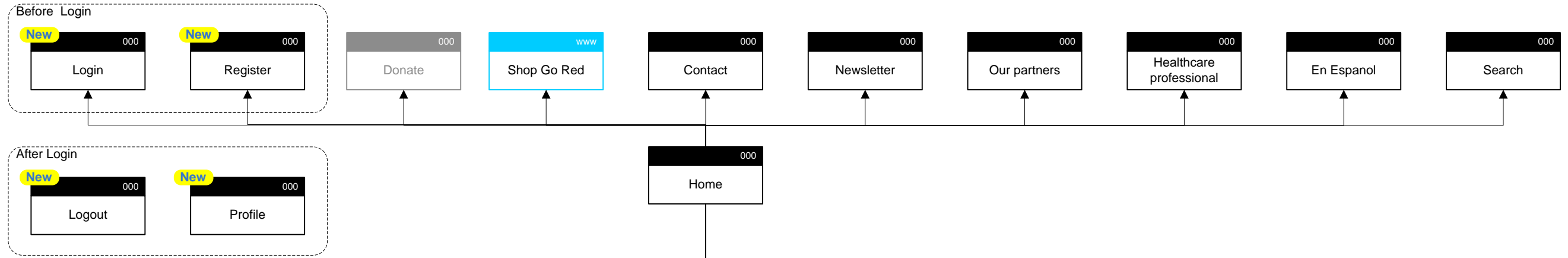
Current site flow

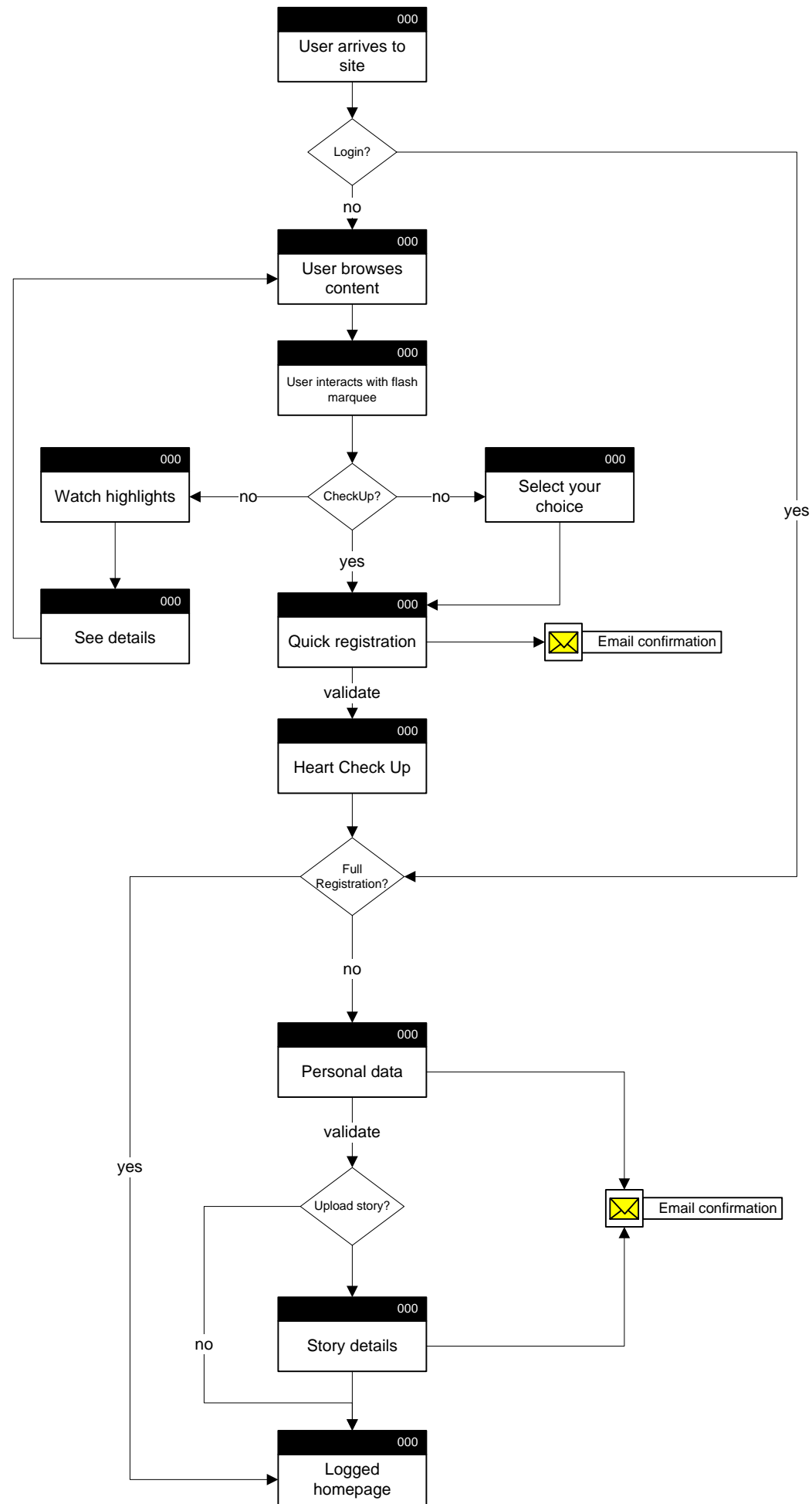


Top links

Footer

Proposed site flow





ANNOTATIONS

- Header area reduced to preserve real estate of the page
- Utility links grouped in separate area
- Prominently displayed call for registration
- After login "Login | Registration" links will change to "Logout | Edit Profile"
- Search feature embedded in the header
- Main navigation
- Heart CheckUp and Newsletter sign up brought to the top as primary tools for collecting users information
- Flash marquee serves as a quick introduction to the most important site areas – right hand column will invite users to take a hear check up
- Main content module – a number of those modules can be expanded below the fold
- A number of quick "call for action modules" is displayed in the right hand column and can extend below fold
- Footer area

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[Stay informed! Create your free account!](#)

Secondary navigation placeholder

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. 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 lookum like

[Watch Video](#)

Video

>>

Take the Go Red Heart CheckUp.
Are You At Risk?

[Learn More](#)

First Name	Last Name
Email	Zip
Password	
Confirm Password	
<input checked="" type="checkbox"/> Also get our free newsletter	

[Choose to take the CheckUp](#)

[Disclaimer](#) | [Terms and Conditions](#)

Learn about CPR

Your donation at work

Facts about cholesterol

Real life stories

The choice is yours. How do you Go Red?

I choose to eat baked, not fried. [Choose](#)

I choose to be empowered with the facts. [Choose](#)

I choose to show my support. [Choose](#)

I choose to move, not sit. [Choose](#)

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Secondary navigation placeholder

Registration

Step 1 (required)

Enter your email and we will check if you have previously registered with us

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Registration

Step 1 DONE ▶

Step 2 (optional)

Join the community

DOB
 Female Male
 I agree to the Terms and Conditions
Browse for your picture
Question of the day?

X

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Secondary navigation placeholder

Registration

Step 1 DONE

Step 2 DONE

Step 3 (optional)

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

Share your written story

Enter your story here

Or you can upload your video story

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Welcome Jane Doe [logout](#)

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Community
Red Around Town
News

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Our Hearts, Our Choice.

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. 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 et lookum like

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Video

Take the Go Red Heart CheckUp.

Are You At Risk?

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« Learn about CPR

Your donation at work

Facts about cholesterol
Real life stories »

X

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. 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 et lookum like

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[Forgot your password?](#)

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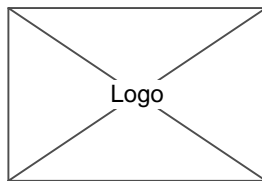
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Welcome Jane Doe [logout](#)

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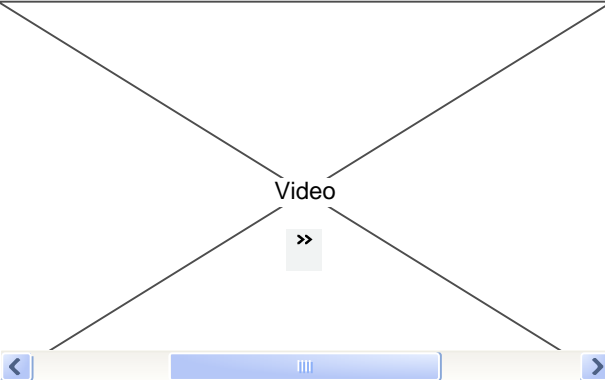
Our Hearts, Our Choice.

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. 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 et lookum like

[Watch Video](#)

Video

»



Take the Go Red Heart CheckUp.

Are You At Risk?

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[Choose to take the CheckUp](#)

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« [Learn about CPR](#) | **[Your donation at work](#)** | [Facts about cholesterol](#) | [Real life stories](#) »

Image

Lorem ipsum

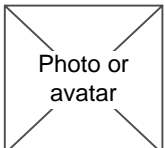
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[Learn more](#)

Mini Profile

New friends requests: [5](#)

Your status: **I like to walk everyday**



Question of the day?

Your answer?

Or enter your question here

[Edit your profile](#)

Image

Lorem ipsum

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Profile
Mail
Logout

Community Page Header

Sort by State
Sort by Activity

Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar
Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar
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Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar	Photo or avatar

9 Women header

Photo or avatar

FirstName
Is walking to work
[Read my story >](#)

Photo or avatar

FirstName
Is walking to work
[Read my story >](#)

Photo or avatar

FirstName
Is walking to work
[Read my story >](#)

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Profile

Edit Profile

Members

Logout

Edit Profile

Welcome XXX
View my [private](#) or [public](#) profile

DOB

My choice: I like to walk everyday

Question of the day?

Portrait or avatar

4 friends requests

My Friends

You have [20](#) friends

Portrait or avatar

John D
New York, NY
Is walking to work...

[Delete](#) | [View Profile](#)

Portrait or avatar

John D
New York, NY
Is walking to work...

[Delete](#) | [View Profile](#)

Portrait or avatar

John D
New York, NY
Is walking to work...

[Delete](#) | [View Profile](#)

Portrait or avatar

John D
New York, NY
Is walking to work...

[Delete](#) | [View Profile](#)

Portrait or avatar

John D
New York, NY
Is walking to work...

[Delete](#) | [View Profile](#)

[See all](#)

Your stories

[Story title 1](#)
 Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,
[Delete](#)

[Story title 2](#)
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[Delete](#)

Add a story

Your wall

Requests

Portrait or avatar

00/00/0000 at 0:00 pm

[Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.](#)

Portrait or avatar

John D
00/00/0000 at 0:00 pm

[Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.](#)

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Profile Edit Profile Members Logout

Private Profile

Welcome Fname

[Edit](#) my profile or [View my public](#) profile

Portrait or avatar

My choice: I like to walk everyday

My Friends

You have **20** friends

Portrait or avatar

John D

New York, NY

Is walking to work...

[Wall](#) | [View Profile](#)

✉
4 new friends requests

My Story [Edit](#)

Lorem ipsum dolor sit amet, didunt 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 lookum like Greek to me, dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda.

Your stories

[Story title 1](#)

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[Edit](#) | [Delete](#)

[Story title 2](#)

Consectetur adipisicing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

Your wall
Requests

Portrait or avatar

John D

00/00/0000 at 0:00 pm

[Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.](#)

Portrait or avatar

John D

00/00/0000 at 0:00 pm

[Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.](#)

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Private Profile

Welcome Fname

[Edit](#) my profile or View my [public](#) profile

Portrait or avatar

My choice: I like to walk everyday

Question of the day?

Select your answer

Or enter your answer here

My Story [Edit](#)

Video

4 friends requests

My Friends

You have [20](#) friends

Portrait or avatar

John D
New York, NY
Is walking to work...
[Email](#) | [View Profile](#)

Portrait or avatar

John D
New York, NY
Is walking to work...
[Email](#) | [View Profile](#)

Portrait or avatar

John D
New York, NY
Is walking to work...
[Email](#) | [View Profile](#)

Portrait or avatar

John D
New York, NY
Is walking to work...
[Email](#) | [View Profile](#)

Portrait or avatar

John D
New York, NY
Is walking to work...
[Email](#) | [View Profile](#)

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[Your wall](#) | [Requests](#)

Portrait or avatar

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1.

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Members Profile Edit Profile Logout

Member's Profile

First Name

Portrait or avatar

State, City
My choice: **I like to walk everyday**

[Story title 1](#)
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[Story title 2](#)
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My Friends [See all](#)

You have [20](#) friends

Portrait or avatar

John D
New York, NY
Is walking to work...
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The wall

Portrait or avatar

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Member's Profile

First Name

Portrait or avatar

State, City
My choice: **I like to walk everyday**

Story title

Video

[Story title 2](#)
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My Friends

You have [20](#) friends

Portrait or avatar

John D
New York, NY
Is walking to work...

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[See all](#)

The wall

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Is walking to work...

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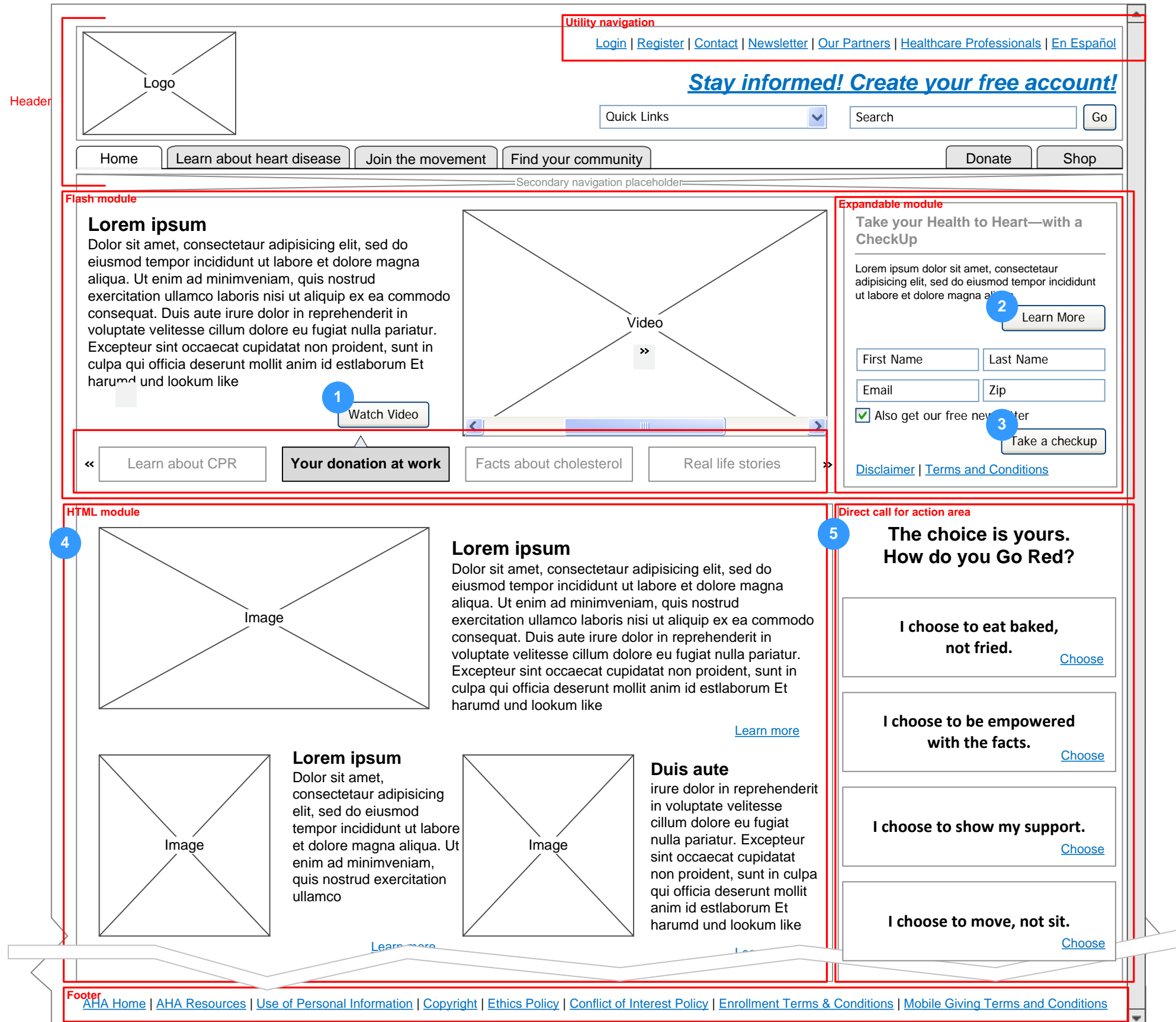
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ANNOTATIONS

1. Button takes user to the dedicated page
2. Button expands module to the whole width of the flash module (overlying the video area) and provides more information about benefits of Heart Checkup
3. After filling up the form and clicking "Take a checkup" button user is redirected to a follow up page
4. Number of content modules will correspond to a number of modules in the flash area, exact layout will depend on the content and visual design (TBD)
5. Order and content of modules depending on web analytics and ongoing campaigns

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ANNOTATIONS

- 1. Upon clicking on the button modules expands as indicated by the red area (2)
- 2. Content to be delivered in the copy deck
- 3. Take a checkup button will validate a form and take a user to the dedicated page

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Quick Links

▼

Search

Go

Home

Learn about heart disease

Join the movement

Find your community

Donate

Shop

Secondary navigation placeholder

2 Expandable module

Take your Health to Heart—with a CheckUp

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Heart CheckUp

1. Start the Go Red Heart CheckUp today. If you don't know your numbers, get them by visiting a healthcare provider.

2. After you complete the Go Red Heart CheckUp, select one of our Personal Action Plans that address specific challenges (like stopping smoking, weight loss, or managing cholesterol.)

3. Remember: Making healthy changes = taking charge of living longer and stronger.

1 Expandable module

Take your Health to Heart—with a CheckUp

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Video

▶▶

First Name

Last Name

Email

Zip

Also get our free newsletter

3 Take a checkup

Disclaimer | Terms and Conditions

Image

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[Learn more](#)

Image

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The choice is yours. How do you Go Red?

I choose to eat baked, not fried.

[Choose](#)

I choose to be empowered with the facts.

[Choose](#)

I choose to show my support.

[Choose](#)

I choose to move, not sit.

[Choose](#)

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