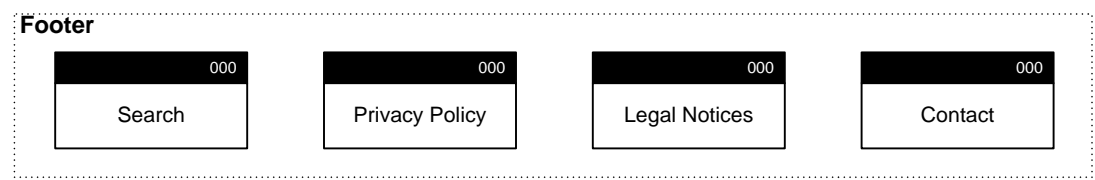


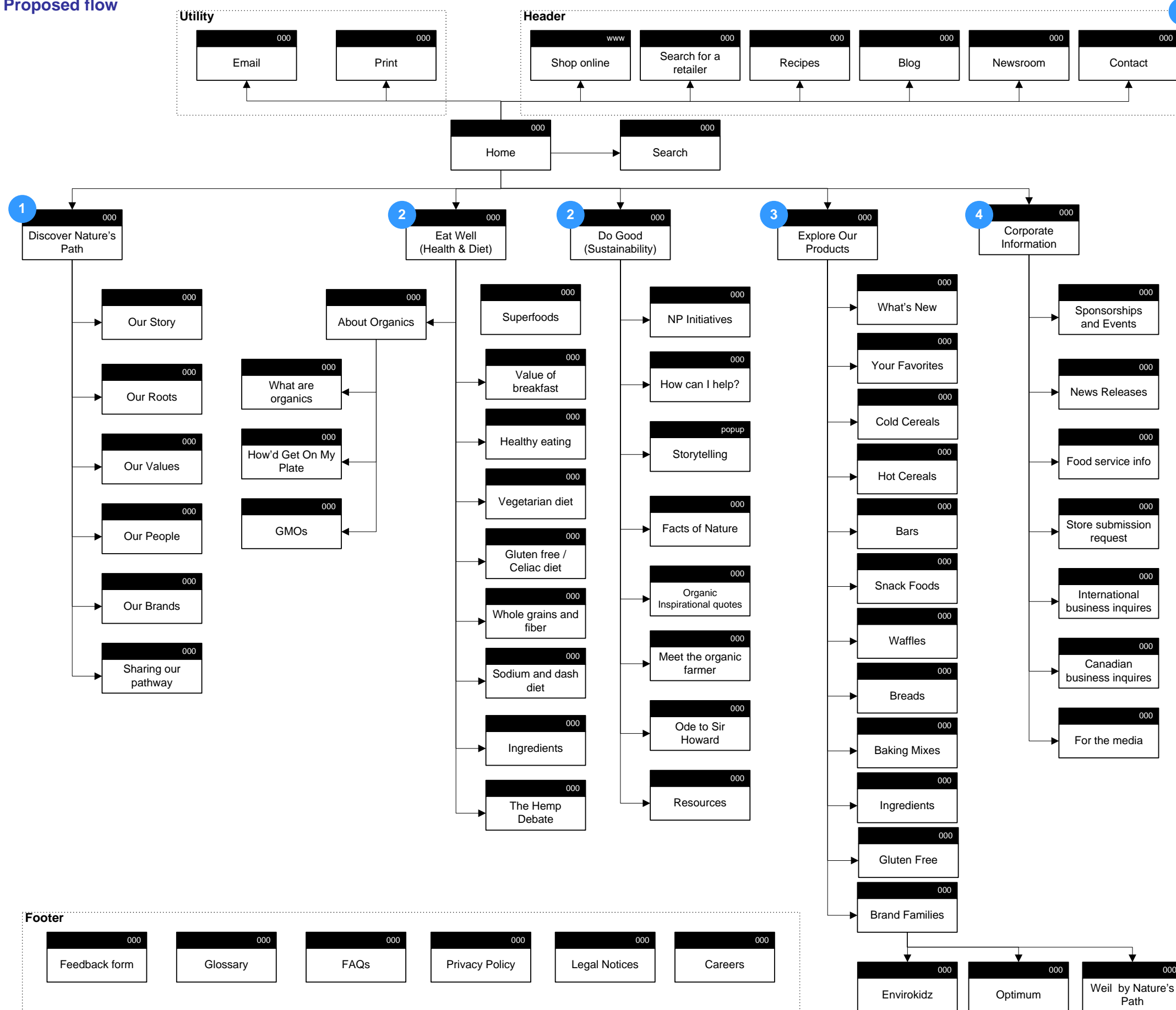
**ANNOTATIONS**

This flowchart doesn't represent popup pages for product details



Client Nature's Path	Page 2 of 19	Prepared by Pawel Tulin	Date 11/19/08
Process Basic Information Architecture		Approved by	Date [00/00/00]

Proposed flow

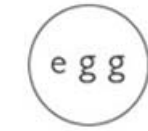


ANNOTATIONS

1. Main subject line of the site will be develop around the idea of our story.
2. As a background to illustrate Our Story we will use Eat Well (formerly Organics and Health & Diet) as well as Do Good (formerly Sustainability and Organics).  
*Note: Content of several pages will be revised and combined in the copy deck.*
3. Our Products section will serve as a reference to stories presented within a site.  
*Note: Currently this section is organized as a retailed catalog, we might consider using different classification which might better respond to the content of the site. E.g. by different nutritional facts.*
4. Corporate Information section will combine pages previously distributed through the site. Those pages will relate all possible corporate information including new and media.
5. Header will include quick links and utilities

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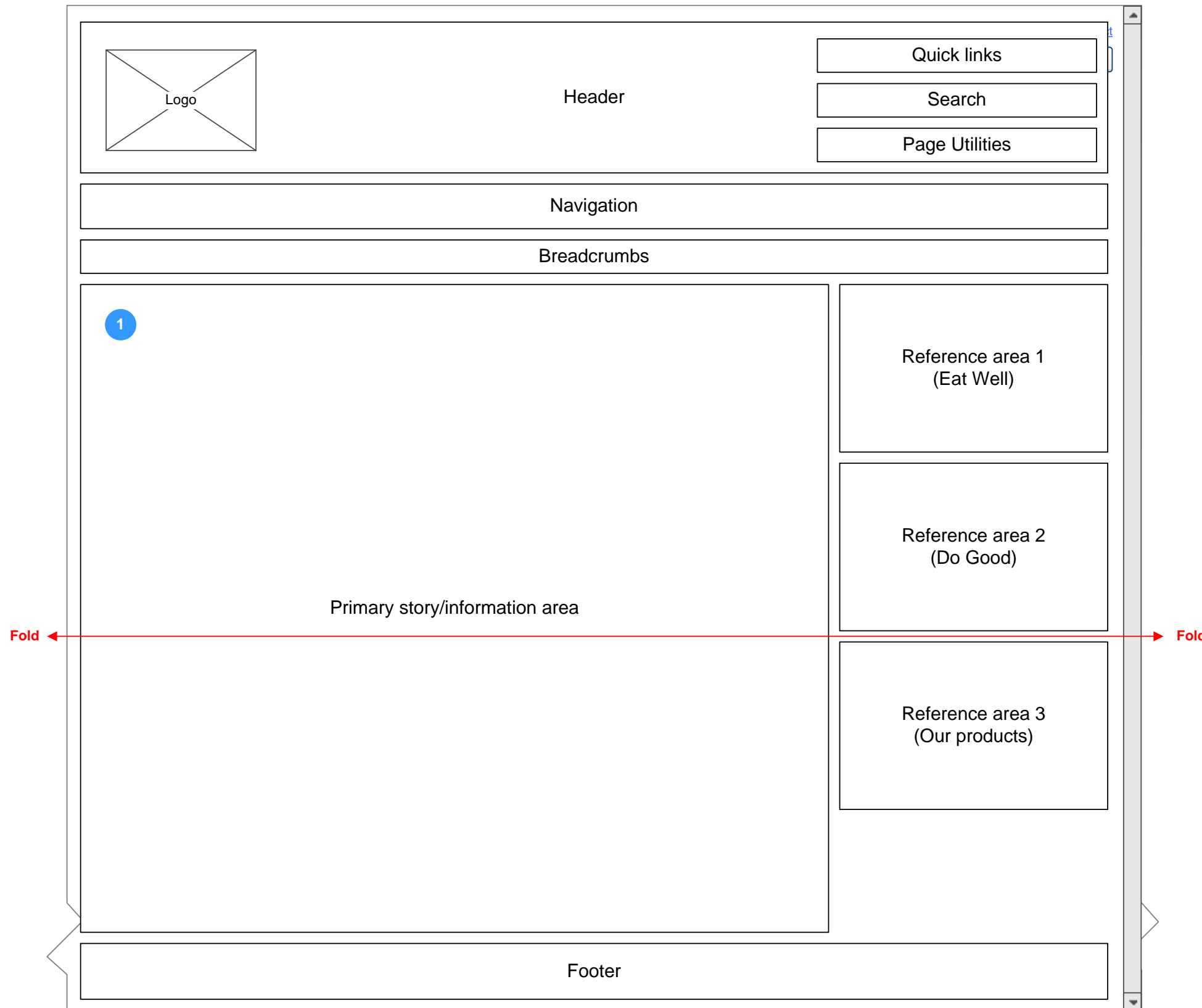
General page structure



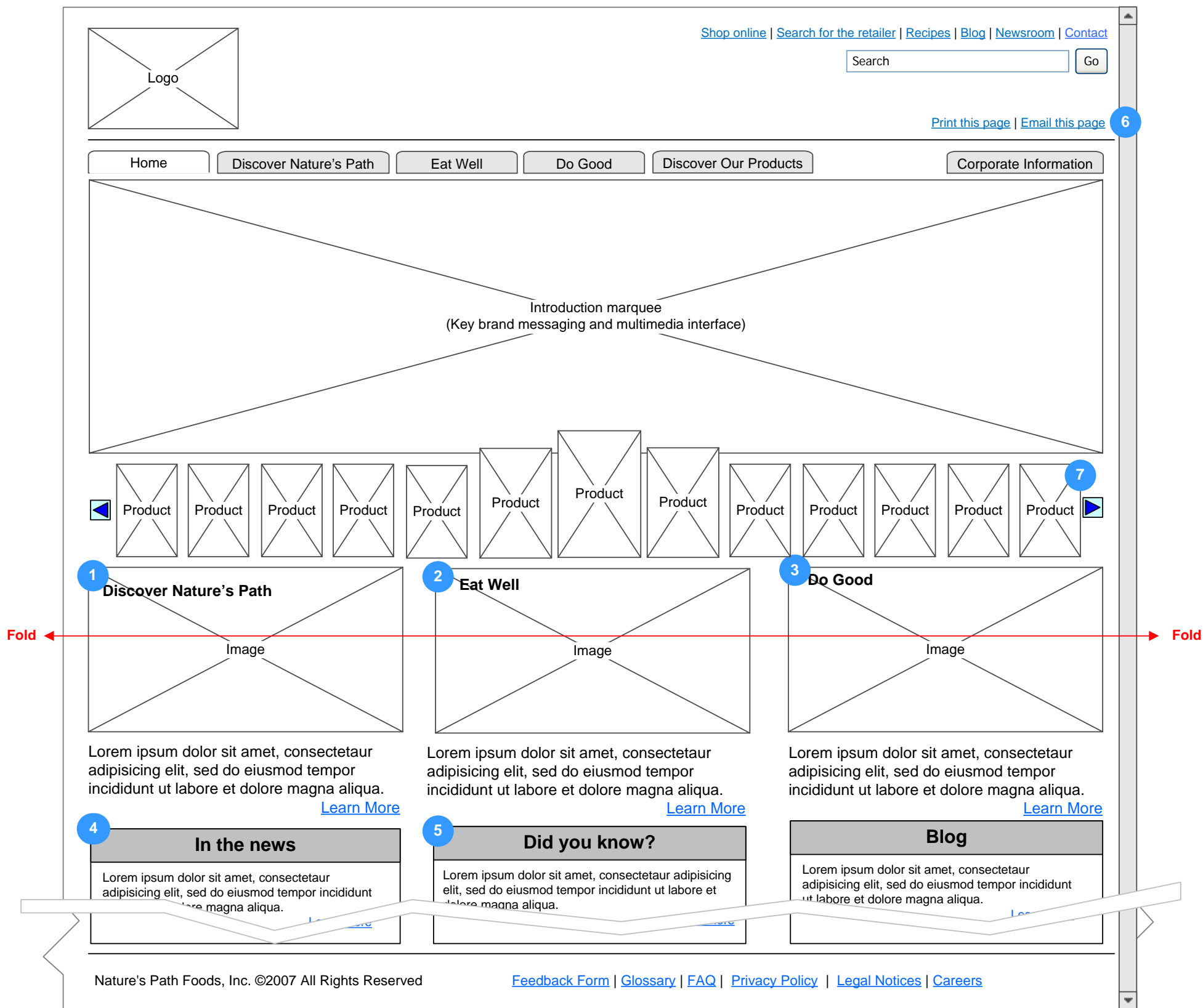
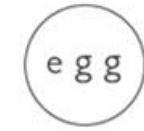
ANNOTATIONS

1. Depending on the section of the site this main area will rotate content with reference area 1, 2 or 3.

Note: applies to all sections except Corporate



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**ANNOTATIONS**

1. Introduction of the Our Story section of the site
2. Introduction to Eat Well section
3. Introduction to Do Well section
4. Call outs to News and Events section of the site
5. Callouts to Inspirational Quotes of the site
6. Page utilities will open in the dHTML layer utilizing lightbox effect
7. Product review list similar to Mac OSX dock bar

Note: Text enlarge is a standard feature of any new browser

000
Home

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Home
Discover Nature's Path
Eat Well
Do Good
Discover Our Products
Corporate Information

What's New
Our Favorites
Cold Cereals
Hot Cereals
Bars
Snack Foods
Waffles
Breads
Baking Mixes
Gluten Free
Ingredients
Brand Families

You are here: [Discover Our Products](#)

## Discover Our Products

**What's New**

Image

[Learn more](#)

**Cold Cereals**

Image

[Learn more](#)

**Hot Cereals**

Image

[Learn more](#)

**Bars**

Image

[Learn more](#)

**Snack Foods**

Image

[Learn more](#)

**Waffles**

Image

[Learn more](#)

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**What's New**

Image

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**Your Favorites**

Image

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**Find your product**

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**Our Story**

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**Eat Well**

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**Do Good**

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**ANNOTATIONS**

1. Product finder will allow user to answer a set of simple questions and to find a related product.
2. Scroll list of products sections
3. Callouts to featured sections of product sections or promotions
4. Callouts to reference sections of the site

000

Our Products

Client Nature's Path	Page 6 of 19	Prepared by Pawel Tulin	Date 11/19/08
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**ANNOTATIONS**

1. After the search fields stay populated to indicate search criteria
2. Search results are displayed in the iFrame. Upon selecting a product a page reloads with the product details displayed below to allow for bookmarking and SEO.
3. Upon selecting a particular product details are displayed below

Logo

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Snack Foods

Waffles

Breads

Baking Mixes

Gluten Free

Ingredients

Brand Families

You are here: [Discover Our Products](#) | [Hot Cereals](#)

## Hot Cereals

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**You searched for**

Lunch snacks

▼

Fruit and nuts

▼

Without dairy ingredients

▼

**Hemp Plus Hot Oatmeal**

Image

[Learn more](#)

**Optimum Power Hot Oatmeal**

Image

[Learn more](#)

**Optimum Zen Hot Oatmeal**

Image

[Learn more](#)

**Variety Pack Hot Oatmeal**

Image

[Learn more](#)

**Apple Cinnamon Hot Oatmeal**

Image

[Learn more](#)

**Weil by Nature's Path Veri-Berry Hot Oatmeal**

Image

[Learn more](#)

Image

**Variety Pack Hot Oatmeal**

Organic rolled oats, organic evaporated cane juice, organic roasted soy nuts, organic flax seeds, organic sweetened dried blueberries, organic brown rice flour, organic soy germ, organic cinnamon, sea salt. May contain traces of tree nuts, peanuts or soy.

**Low Sodium**  
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**Whole Grain**  
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**Vegetarian**  
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[Buy now](#) | [Print](#) | [Email](#)

**Discover Nature's Path**

**Consectetur**  
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**Tempor**  
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**Nutritional Information**

**Size**  
40 oz

**Servings per pack**  
8 Servings

---

**Amount per serving**

Calories from fat - 25

**Eat Well**

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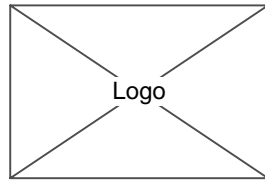
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- Discover Nature's Path
- Eat Well
- Do Good
- Discover Our Products
- Corporate Information

- Our Story
- Our Roots
- Our Values
- Our People
- Our Brands
- Sharing Our Pathway

You are here: [Discover Nature's Path](#)

1

## Discover Nature's Path

(Key brand messaging and multimedia interface)

### Our Story

### Our People

### Our Brands

Fold ←

→ Fold

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### Eat Well

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### Do Good

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### Discover Our Products

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**ANNOTATIONS**

1. Introduction of the Our Company section of the site
2. Introduction to the featured content of the section
3. Callouts to the relevant reference sections

000

Discover Our Company

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**ANNOTATIONS**

1. Story timeline displayed in the iFrame
2. Particular dated event displayed upon selection above
3. Link displays a next entry in the story line

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Search

Go

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Do Good

Discover Our Products

Corporate Information

Our Story

Our Roots

Our Values

Our People

Our Brands

Sharing Our Pathway

You are here: [Discover Nature's Path](#) | [Our Story](#)

## Our Story

**1971**

consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Learn more](#)

**1977**

Image

**1981**

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[Learn more](#)

**1989**

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**1977**

Image

Image title

**1977**

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**3** [See next](#)

**Eat Well**

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**Do Good**

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**Fold** ←

**Fold** →

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**ANNOTATIONS**

Example of the page with large elements of text and images

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Do Good

Discover Our Products

Corporate Information

Our Story

Our Roots

Our Values

Our People

Our Brands

Sharing Our Pathway

You are here: [Discover Nature's Path](#) | [Our Roots](#)

## Our Roots

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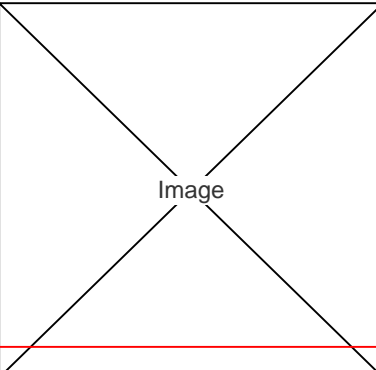


Image title

### Sub-header

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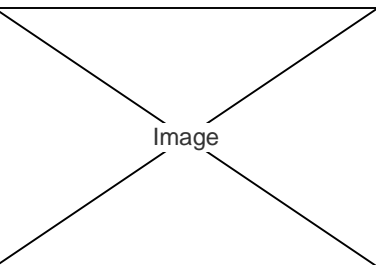


Image title

### Eat Well

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### Do Good

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### Discover Our Products

**Consectetur** dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore [Learn More](#)

**Tempor** dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore [Learn More](#)

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Do Good

Discover Our Products

Corporate Information

You are here: [Search for the Retailer](#)

### Search for a retailer

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1

**Back To The Land** ([map](#))  
142 Seventh Avenue (Caroll & Garfield)  
Brooklyn, NY 11215  
Phone: 718-768-9870

**Downtown Natural Market** ([map](#))  
51 Wiloughby Street  
Brooklyn, NY 11201  
Phone: 718-834-1215

**Flatbush Co-Op** ([map](#))  
1318 Cortelyou  
Brooklyn, NY 11226  
Phone: 718-284-9717

**Park Slope Food Co-op** ([map](#))  
782 Union Street  
Brooklyn, NY 11215  
Phone: 718-783-2187

3

Google map

#### Discover Nature's Path

**Consectetur**  
dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore  
[Learn More](#)

**Tempor**  
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[Learn More](#)

#### Eat Well

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[Learn More](#)

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[Learn More](#)

#### Do Good

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**ANNOTATIONS**

1. Search mechanism based on the existing site [http://www.naturespath.com/where\\_to\\_buy/search\\_for\\_retailer](http://www.naturespath.com/where_to_buy/search_for_retailer)
2. Results displayed in the right hand column
3. Upon selecting a particular result a Google map is displayed

Fold ←

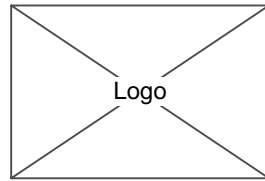
→ Fold

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- Home
- Discover Nature's Path
- Eat Well
- Do Good
- Discover Our Products
- Corporate Information

- NP Initiatives
- How can I help?
- Storytelling
- Facts of Interest
- Essential elements
- Organic inspirational quotes
- Meet the organic farmer
- Ode to Sir Howard
- Resources

You are here: [Do Good](#) | [Meet the organic farmer](#)

**2 Meet the organic farmer**

Today we think about connecting with our food and environment. Connecting with the people involved is also important in order to appreciate what goes into providing Certified Organic products.

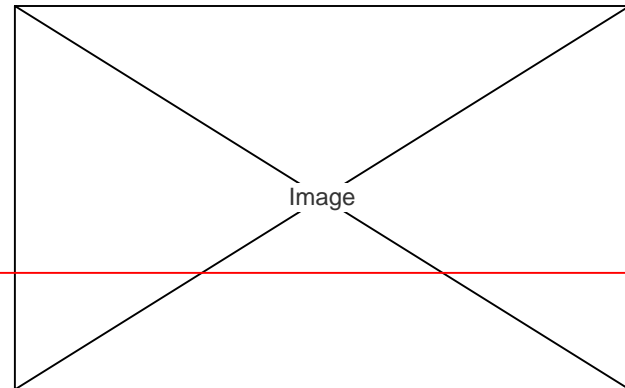
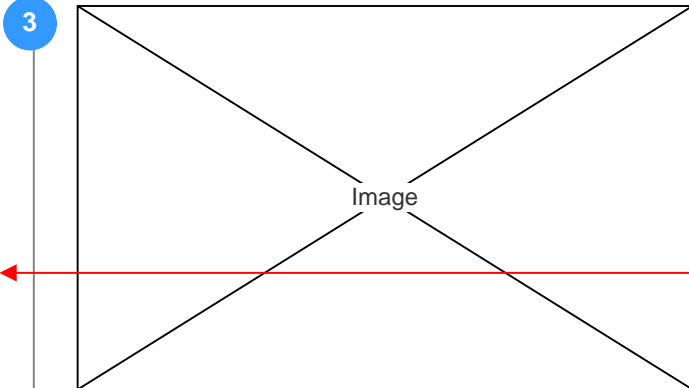
Here are some more links to pictures and stories about real organic farmers working for you:

[OACC Organic Agriculture Centre of Canada \(OACC\)](#) an amazing collection of intimate pictures and stories of organic farmers in Canada

[COABC Certified Organic Associations of British Columbia \(COABC\)](#) spotlights different local BC farms

All Organic Links is a site with an amazing list of direct links to organic farmer websites. (Make sure you check out all the pages, not just the first one, or use the search feature).

The New Farm, [Farm Locator](#) is a site where you can search for farms near you



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**Nature's Path - Discover**

**Consectetaur**  
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[Learn More](#)

**Tempor**  
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[Learn More](#)

**Eat Well**

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**ANNOTATIONS**

1. Second level navigation subject to change based on the content development. Please refer to the copy deck.
2. Section introduction
3. Photo album with short stories

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Food service info

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Canadian business inquires

For the media

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### Store submission requests

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[Should you have any questions please contact us](#)

Type of request \*

Country \*

State/Province

City

Store address

Store phone number

Store website

Contact person \*

Contact phone \*

Type your request here \*

#### Our podcast

**Fuel for the Race of Life**

What does it take in food, training and conditioning to run 350 continuous miles, foregoing sleep for three nights? What does it take to run across Death Valley in 126 degree temperatures, and run a marathon to the South Pole in negative 40 degrees. What kind of body does one need to have to swim across the San Francisco Bay, scale Half Dome in Yosemite and mountain-bike for 24-hours straight? Dean Karnazes knows. He has done all this and more. Men's Fitness Magazine says "Dean Karnazes might just be the fittest man in the world!" We talk with Dean about these extraordinary accomplishments and how he fuels his body and mind to do what he does. Dean is sponsored in part by Nature's Path Foods and he consumes Nature's Path foods for energy.

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### Frequently asked questions

**1** [Does Nature's Path use only organic ingredients?](#)

[What is evaporated unrefined cane juice?](#)

[Where does our sea salt come from?](#)

[What exactly are 'natural flavours'?](#)

[What does 'packed without preservatives' mean?](#)

**2** **Does Nature's Path use only organic ingredients?**  
 Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Back to top](#)

**What is evaporated unrefined cane juice?**  
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**Where does our sea salt come from?**  
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**What exactly are 'natural flavours'?**  
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**What does 'packed without preservatives' mean?**  
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**3** **Our podcast**

**Fuel for the Race of Life**  
 What does it take in food, training and conditioning to run 350 continuous miles, foregoing sleep for three nights? What does it take to run across Death Valley in 126 degree temperatures, and run a marathon to the South Pole in negative 40 degrees. What kind of body does one need to have to swim across the San Francisco Bay, scale Half Dome in Yosemite and mountain-bike for 24-hours straight? Dean Karnazes knows. He has done all this and more. Men's Fitness Magazine says "Dean Karnazes might just be the fittest man in the world!" We talk with Dean about these extraordinary accomplishments and how he fuels his body and mind to do what he does. Dean is sponsored in part by Nature's Path Foods and he consumes Nature's Path foods for energy.  
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**ANNOTATIONS**

1. List of questions
2. List of answers
3. Call out to related corporate information

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For media needs, interviews or press kits, please contact Jessica Vitale at ZENO

Phone: (310) 566-2285  
Fax: (310) 566-2299  
E-mail: [jessica.vitale@zenogroup.com](mailto:jessica.vitale@zenogroup.com)

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**For international business inquiries ONLY**, please contact:

Sally Cox  
[export@naturespath.com](mailto:export@naturespath.com)  
206-352-7034

**For Canadian business inquiries ONLY**, please contact:

Helen Midwood  
[hmidwood@naturespath.com](mailto:hmidwood@naturespath.com)  
604-248-8836

**General inquiries**

Select topic

Product

First name

Last name

Mailing address

Phone number

Email

Type your message here

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**Our podcast**

[Fuel for the Race of Life](#)

What does it take in food, training and conditioning to run 350 continuous miles, foregoing sleep for three nights? What does it take to run across Death Valley in 126 degree temperatures, and run a marathon to the South Pole in negative 40 degrees. What kind of body does one need to have to swim across the San Francisco Bay, scale Half Dome in Yosemite and mountain-bike for 24-hours straight? Dean Karnazes knows. He has done all this and more. Men's Fitness Magazine says "Dean Karnazes might just be the fittest man in the world!" We talk with Dean about these extraordinary accomplishments and how he fuels his body and mind to do what he does. Dean is sponsored in part by Nature's Path Foods and he consumes Nature's Path foods for energy.

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**ANNOTATIONS**

1. All contact information from different sections of the site located in this page
2. Reuse an existing contact form [http://www.naturespath.com/index.php/plain/newsroom/feedback\\_form](http://www.naturespath.com/index.php/plain/newsroom/feedback_form)

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**ANNOTATIONS**

1. The exact form of results display TBD based on the technology review
2. Each result will have an indicator about the type, user will be able to sort based on the type

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You are here: [Search Results](#)

### Search Results

You searched for: **apple, frosted, oatmeal**

There are 26 matches [Next » 1 2 3](#)

Result Title	Result Type
<a href="#">Acai Apple Granola</a>	Product
<a href="#">Amazon Frosted Flakes</a>	Web page
<a href="#">Apple Cinnamon - Hot Oatmeal</a>	Recipe
<a href="#">Apple Cinnamon Frosted Toaster Pastries</a>	Product
<a href="#">Apple Cinnamon Unfrosted Toaster Pastries</a>	Product
<a href="#">Apricot &amp; Nut Granola Bars</a>	News
<a href="#">Blueberry Frosted Toaster Pastries</a>	Product
<a href="#">Blueberry Unfrosted Toaster Pastries</a>	Recipe

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#### Our podcast

[Fuel for the Race of Life](#)

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**ANNOTATIONS**

1. User will be able to sort and filter list based on meal type and product
2. Each recipe will have an rating indicator

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Sort by:

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**Fuel for the Race of Life**

What does it take in food, training and conditioning to run 350 continuous miles, foregoing sleep for three nights? What does it take to run across Death Valley in 126 degree temperatures, and run a marathon to the South Pole in negative 40 degrees. What kind of body does one need to have to swim across the San Francisco Bay, scale Half Dome in Yosemite and mountain-bike for 24-hours straight? Dean Karnazes knows. He has done all this and more. Men's Fitness Magazine says "Dean Karnazes might just be the fittest man in the world!" We talk with Dean about these extraordinary accomplishments and how he fuels his body and mind to do what he does. Dean is sponsored in part by Nature's Path Foods and he consumes Nature's Path foods for energy.

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Title	Meal Type	Product	Rating
<a href="#">Nature's Path Cinnamon Oatmeal Pancakes</a>	Breakfast	<a href="#">Cinnamon Oatmeal</a>	★ ★ ★ ★ ☆
<a href="#">Oatmeal Raisin Bars</a>	Lunch	<a href="#">Nature's Path® Multigrain Raisin Spice Hot Oatmeal</a>	★ ★ ★ ★ ☆
<a href="#">Optimum™ Power Breakfast™ Chewy Cookies</a>	Snack	<a href="#">Nature's Path® Optimum™ Power Breakfast™ Cereal</a>	★ ★ ★ ★ ☆
<a href="#">SmartBran™ Fruit &amp; Flax Muffins</a>	Breakfast	<a href="#">SmartBran™ cereal</a>	★ ★ ★ ★ ☆
<a href="#">Layered Granola, Yogurt, and Fruit Breakfast</a>	Lunch	<a href="#">Nature's Path® Hemp Plus Granola</a>	★ ★ ★ ★ ☆
<a href="#">European-Style Fruit and Oatmeal Muesli</a>	Snack	<a href="#">Nature's Path® FlaxPlus Hot Oatmeal</a>	★ ★ ★ ★ ☆
<a href="#">Optimum Power Oat and Yogurt Breakfast Bars</a>	Breakfast	<a href="#">Nature's Path Optimum Power Instant Hot Oatmeal</a>	★ ★ ★ ★ ☆
<a href="#">Double Berry Belgian Waffles</a>	Lunch	<a href="#">Nature's Path Flax Plus Red Berry Crunch</a>	★ ★ ★ ★ ☆

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**ANNOTATIONS**

1. User will be able to rate a recipe
2. User will be able to add a comment, exact mechanism TBD based on the technology review

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**Nature's Path Instant Oatmeal Pancakes**

Image

**Ingredients**

- 1 large egg or egg replacer
- 2/3 cup well-shaken buttermilk
- 2 packages Nature's Path® Hemp Instant Hot Oatmeal
- 1/8 tsp baking soda
- 1/2 tsp vegetable oil
- Maple syrup, honey, or preserves, for serving

**Instructions**

1. In medium bowl, lightly beat egg or egg replacer. Blend in buttermilk. Stir in oatmeal and baking soda.
2. Let sit for 2 minutes.
3. Meanwhile, heat a heavy griddle or large, nonstick skillet over medium heat. Brush a light film of oil on top. When oil sizzles, ladle on 1/8 cup (2 TBLS) batter per pancake, allowing space for spreading. Cook until tops are dry around edges and bottoms are speckled golden brown.
4. For best results, shove thin spatula under entire pancake to flip. Continue cooking until second side is speckled brown. Serve immediately with syrup, honey, or preserves.

**Our podcast**

[Fuel for the Race of Life](#)

What does it take in food, training and conditioning to run 350 continuous miles, foregoing sleep for three nights? What does it take to run across Death Valley in 126 degree temperatures, and run a marathon to the South Pole in negative 40 degrees. What kind of body does one need to have to swim across the San Francisco Bay, scale Half Dome in Yosemite and mountain-bike for 24-hours straight? Dean Karnazes knows. He has done all this and more. Men's Fitness Magazine says "Dean Karnazes might just be the fittest man in the world!" We talk with Dean about these extraordinary accomplishments and how he fuels his body and mind to do what he does. Dean is sponsored in part by Nature's Path Foods and he consumes Nature's Path foods for energy.

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1

Total votes: 666

Makes eight 3-inch pancakes

*This recipe was created especially for Nature's Path® by Lorna Sass, the award-winning cookbook author of Whole Grains, Every Day, Every Way.*

*At Nature's Path we recommend you use organic ingredients whenever possible.*

---

2

**Comments**

**John D.**  
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