Nestlé 75th Anniversary Facebook App

Functional Specifications

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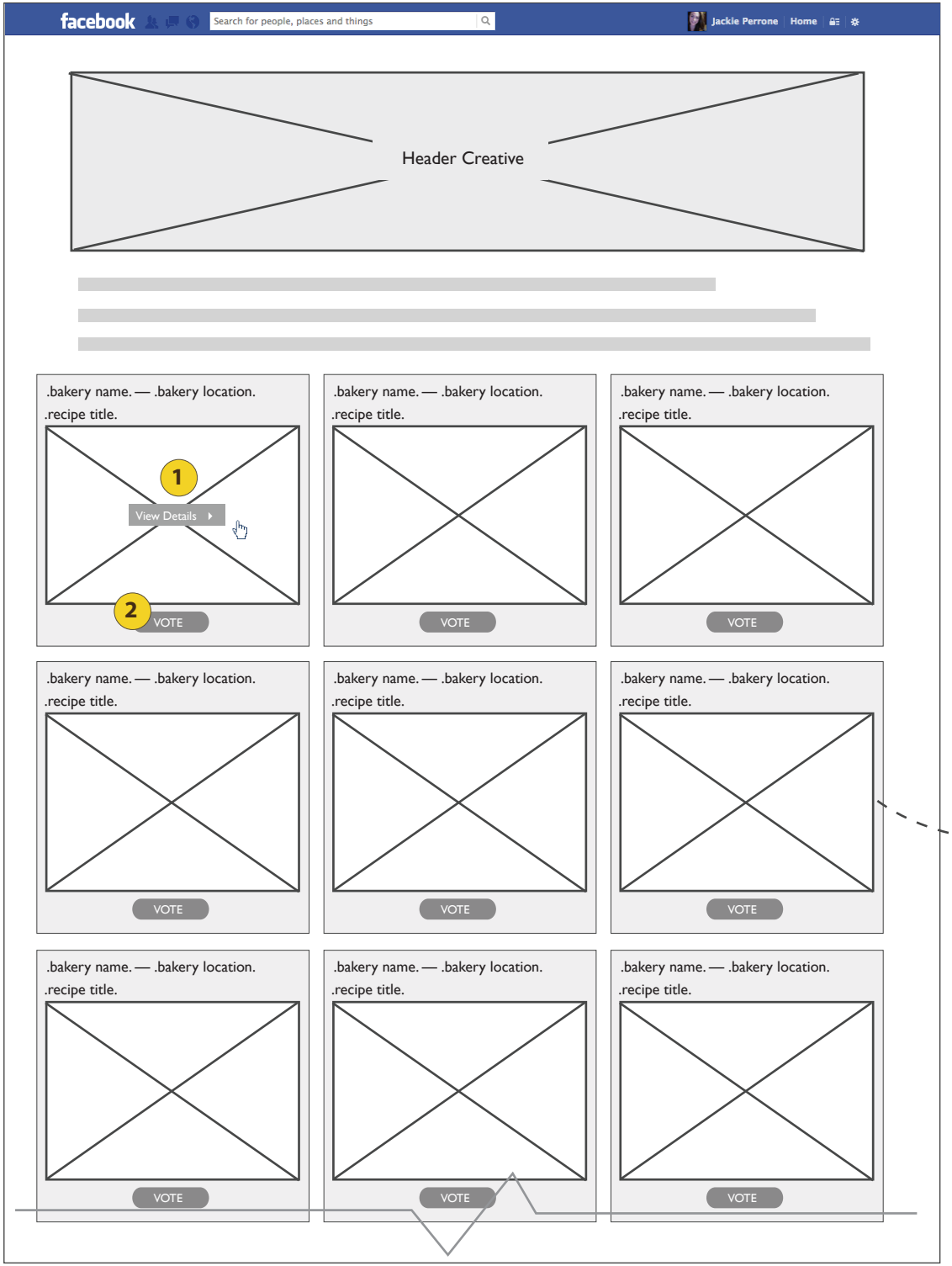
Screen 1 - Landing Page



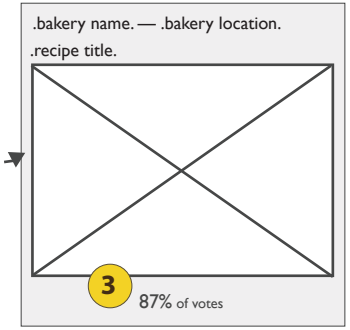
Specifications

1 Recipe image
Hovering over the image will trigger the "View Details" overlay. Clicking on the image will click-through to that recipe's detail page.

2 Vote button
Clicking this will begin the voting process outlined on page 3.

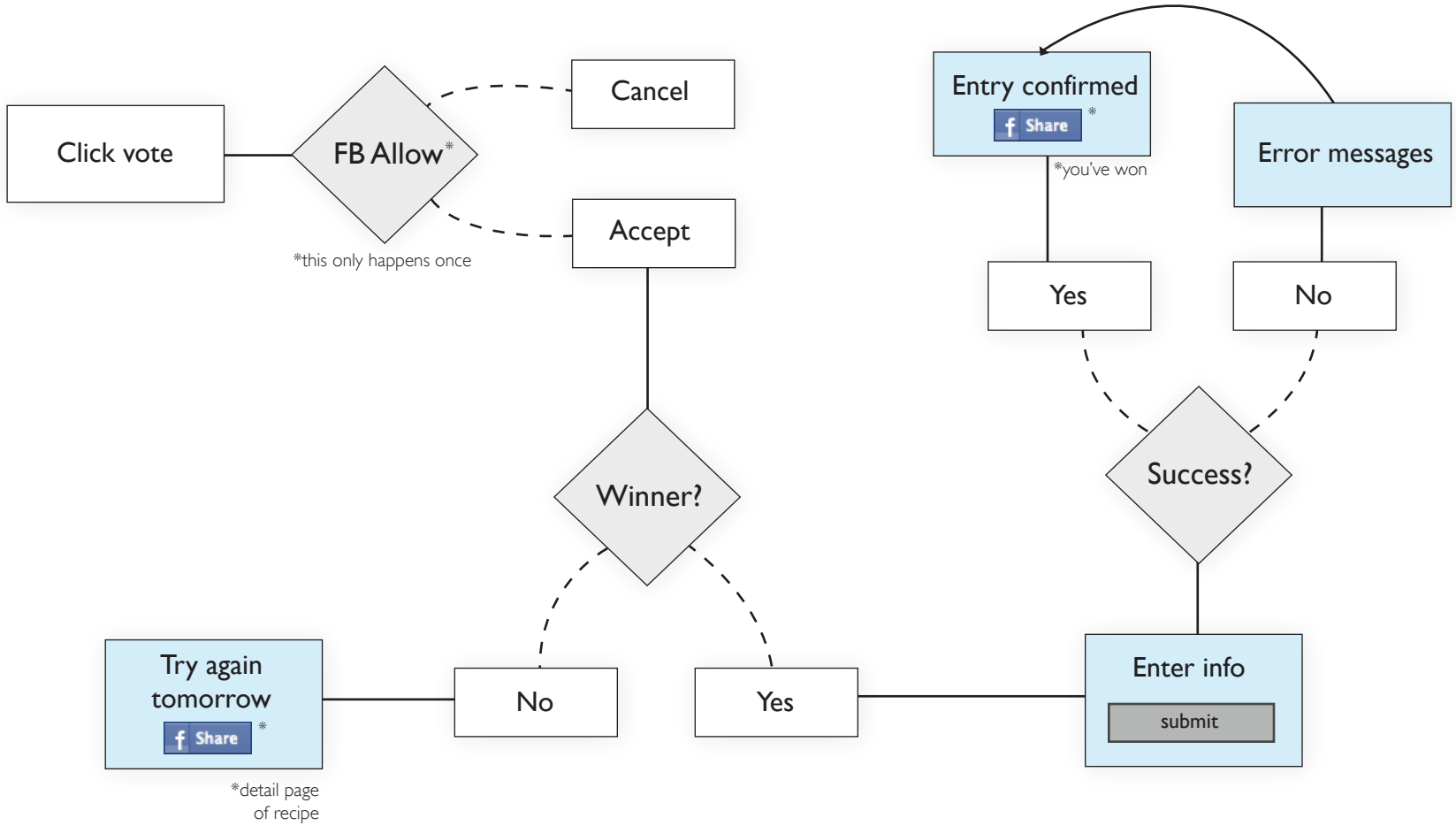
3 Voting percentage
After a user has voted, the vote buttons on every recipe tile will be replaced with their respective voting percentages. These percentages will add up to 100%. The vote buttons will be reinstated the following day when the user can vote again.

Voted state



Screen 2 - Voting & Sweeps User Flow

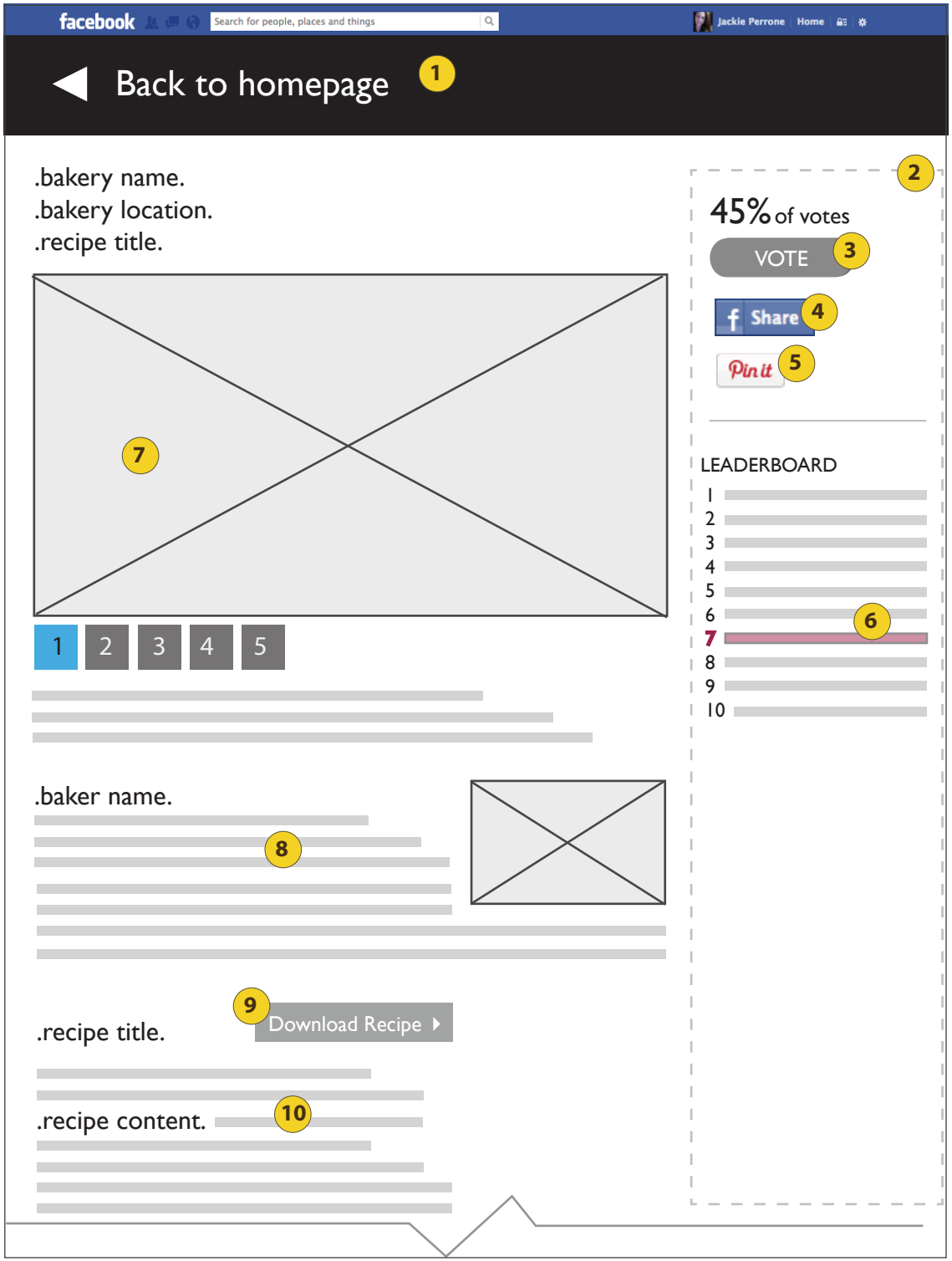
= States needed



Assumptions

1. Users can only vote once per day, across the entire site.

Screen 3 - Recipe Detail



Specifications

1. **Back button**
   This will take the user back to the homepage view.

2. **Right rail**
   This section will remain static as the user scrolls through the detail page.

3. **Vote button**
   Clicking this will begin the voting process outlined on page 3. If the user has already voted for the day, this will be removed.

4. **Facebook share**
   This will share the currently viewed recipe page.

5. **Pinterest button**
   Only implement if everyone can view the recipe (i.e. non-Facebook users and non-Nestlé fans).

6. **Leaderboard**
   The leaderboard will show the rankings of the other bakeries, with the currently viewed bakery highlighted. Bakery names are links that click-through to their respective detail pages.

7. **Image carousel**
   User navigates via the pagination beneath it.

8. **Baker bio**

9. **Download recipe**
   Clicking here will download the recipe as a PDF.

10. **Full recipe**