

# Purina Registration Optimization

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Annotated Wireframes

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## Purina Registration Optimization

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## Beneful Home

### Wireframe

The wireframe shows the layout of the Purina Beneful Home website. At the top, there is a navigation bar with links for 'Log In or Register', 'Beneful® on' (with social media icons for Facebook, Twitter, and YouTube), and a search bar. A callout box labeled '1' points to the 'Log In or Register' link, with the note: '1. Log in should be consistently labeled from site to site'. Below the navigation is a banner for the '2012 Dream Dog Park Contest' featuring a woman and her dog. To the right of the contest banner is a section for 'DRY dog food', 'WET dog food', and 'DOG snacks', each accompanied by images of the product. Below these sections are two promotional boxes: one for 'A playful, happy, and healthy life together' and another for 'Try our new mouth-watering medleys'. At the bottom center is the tagline 'Play. It's good for you.™' next to a tennis ball icon.

Find dog parks in your area [GO PLAY! >](#)

Angela & Beau have won  
the 2012  
**Dream Dog Park Contest!**  
See the fun Entry that will help  
inspire a \$500,000 dog park makeover.

[VIEW THEIR ENTRY >](#) [OFFICIAL RULES >](#)

A playful, happy, and healthy life together [OUR PEOPLE >](#)

Try our new mouth-watering medleys [LEARN MORE >](#)

Play. It's good for you.™

1. Log in should be consistently labeled from site to site

## Sign Up Page 1 - First Time Visitor

### Wireframe

**1.** Sign up copy - dynamic. Should include the name of the Brand the user signs up through.

**2.** "What's This?" question mark displays brands on rollover/hover.

**3.** Brands - dynamic. Should display the brand the user signs up through plus Purina and Petcentric. Brand Icons display a popup with information about the Brand.

**4.** Create Account - "What'sThis?" Question mark displays a text box on rollover explaining why the zip code is being asked for. All fields required. Error message to display under the errored field.

**5.** Sign up with Social Account - Each type should link to the sign in/ connect feature unique to that social site. A pop up will appear asking the user to Sign In to that account (If not signed in already). Once a user has initiated sign in the pop up will close and the user will see this page underneath with some of the sign up form fields populated with information pulled from their other account. It will usually be First, Last and Email.

**6.** Sign Up links to Confirmation page.

**7.** Error messaging in form should display under the errored field.

**Play that is happening right now:**

- Don't have your best friend behind? Dog-friendly breaks and wonderful walks on @Dewars' #EnglishRiviera <http://bit.ly/14zQdA8> 1 minute ago EnglishRiviera
- Wingin' it! Self Catering Holiday Cottages at Lowe @Cottages are Dog Friends with 70 acres of Land to Explore! 21 minutes ago PawLetteUK
- Hola! Spartenasse! Oye... De casuarinaid concerás algin hotel dog-friendly en Curaçao! 22 minutes ago intercirkuit
- Sportive on #grandave - Dog-friendly folks leave around roomies! M@ Shantiprakash memo. #spartanase 20 minutes ago grand\_ave
- @SenhorDeCachorro: You're so quick pt Kager at the beach on ur last trip to Syria u struggled to use gas to get to ur agenda?? 21 minutes ago cotton\_luvr
- The Gurnard's Head in Cornwall is a dog-friendly dining pub with rooms on Cornwall's Atlantic coast [www.thegurnardshead.co.uk](http://www.thegurnardshead.co.uk)

**Beneful® on Facebook:**

**Products:**

- dog food
  - Healthy Eats
  - Healthy Growth for Puppies
  - Healthy Radiance™
  - Healthy Weight
  - Incredibles™
  - Original
  - Petful Life™
- prepared meals™
  - Beef & Chicken Medley
  - Roasted Chicken Medley
  - Salmon & Turkey Medley
  - Salmon Rice & Lentil Stew
  - Hearty Roasted™ Savory Beef Recipe
  - Hearty Roasted™ Savory Pork Recipe
  - Summerized Chicken Medley
  - Tuscan Style Medley
- medleys
  - Mediterranean Style Medley
  - Romanian Style Medley
- dog snacks
  - Baked Delights™ Stars™ with Bacon & Cheese
  - Baked Delights™ Stars™ with Chicken & Cheese
  - Baked Delights™ Snackers™ with Bacon & Cheese
  - Baked Delights™ Stars™ with Chicken & Cheese
  - Baked Delights™ Quicks™

## Sign Up Page 1 - First Time Visitor Brand Info Pop-Up

### Wireframe

The wireframe illustrates the layout of the Purina Beneful sign-up page. At the top, there's a navigation bar with links for 'Log In or Register', 'Beneful® on' (Facebook, Twitter, YouTube), and a search bar. Below the navigation is a main content area featuring a 'Join <Brand>' section, a 'Beneful®' product image, and a 'Petcentric' newsletter sign-up form. Two registration forms are shown: 'Create A Profile' and 'Sign Up With Social Account'. The 'Create A Profile' form includes fields for First Name, Last Name, Zip Code, Email, Password, and Pet Information (Dogs/Cats). It also includes checkboxes for age, terms and conditions, and privacy policy, followed by a 'Sign Up' button. The 'Sign Up With Social Account' form provides links for Facebook, Twitter, Google, Yahoo!, and Windows Live.

This screenshot shows the Purina Beneful website's homepage. The top features the 'Play. It's good for you.' tagline with a green play button icon. Below this is a 'Play that is happening right now:' section displaying a timeline of recent tweets from the official @Beneful account. The timeline includes posts about National Look Alike Day, a photo of two dogs, a photo of a dog at a beach, and a photo of a dog's head. To the right of the timeline are sections for 'Beneful® on Facebook:' (showing a feed of posts) and 'Products:' (listing dry dog food, prepared meals, and dog snacks categories). At the bottom, there's a 'join the conversation' section with a Facebook 'Like' button and a link to the Purina Facebook page.

## Sign Up Page 1 - First Time Visitor Brand Pop Up

### Wireframe

## Confirmation Page

### Wireframe

The wireframe illustrates the layout of the Purina Confirmation Page. At the top, there's a navigation bar with links for 'Log In or Register', 'Beneful® on', social media icons, and a search bar. Below the navigation is a header with the 'Beneful' logo and links for 'our people', 'products', 'map', 'playbook', 'dream dog parks', and 'contact us'. A 'english | español' language switcher is also present.

The main content area features a message: 'Thanks, <Name>! You are now subscribed to:' followed by logos for 'Beneful', 'Purina Petcentric', and 'Purina ONE'. Below these are two buttons: 'Learn More' and 'Create Pet Profile' (with a callout '1').

To the right, there's a section titled 'More Great Brands' with logos for 'Purina Pro Plan', 'Purina Dog Chow', 'Fancy Feast', 'Friskies', 'Tidy Cats', 'yesterday's news', and 'Purina Cat Chow'. Below this section are two buttons: 'Learn More' (with a callout '2') and 'No Thanks, I'll do this later' (with a callout '3').

A large vertical grey sidebar on the right contains four numbered callouts: '1. Confirmation Page : should display the brands the user is now opted in to.', '2. Learn more opens up a modal about the program (next page)', '3. Create Pet Profile goes to My Pets- Add a Profile. pre-populates that page with information gathered in sign up form regarding pets (number of dogs, number of cats).', and '4. No Thanks link returns the user to the page from which they entered the sign-up path.'

The screenshot shows the Purina Facebook page. At the top, there's a green banner with the text 'Play. It's good for you.'™ and a small 'Beneful' logo.

The main feed displays several posts from users:

- 'Wingworth Self Catering Holiday Cottages at Looe #Cornwall are a Dog Friendly with 70 acres of Land to Explore!' - 21 minutes ago, EnglishLoversUK
- 'Hola #perrosepe - Oye, ¿Dejas al perro en Cuernavaca?' - 22 minutes ago, marcpolita
- 'Spotted on #grandave - Dog-friendly folks leave friendly reminders like this! Sidewalk memo.' - 22 minutes ago, grand\_ave
- '#PeopleWithCats Talk A2 dogspark u r so quick 2 pt finger at BO that on ur last trip to Syria u instigated Purrs 2 use gas to get ur agenda????' - 23 minutes ago, coton\_juver
- 'The Cornish Head in #Cornwall Is a #dogfriendly dining pub with rooms on Cornwall's Atlantic coast' - 23 minutes ago, cornishhead

Below the posts, there's a section titled 'Play that is happening right now:' with a list of recent activity.

The right side of the screen shows a sidebar with sections for 'Beneful on Facebook:' (posting about Look-Alike Day), 'Products:', and 'join the conversation' (Facebook stats: Crispy Amaya and 411,184 others like this).

The 'Products:' section lists categories: dry dog food, prepared meals™, medleys, and dog snacks, each with a list of specific product names.

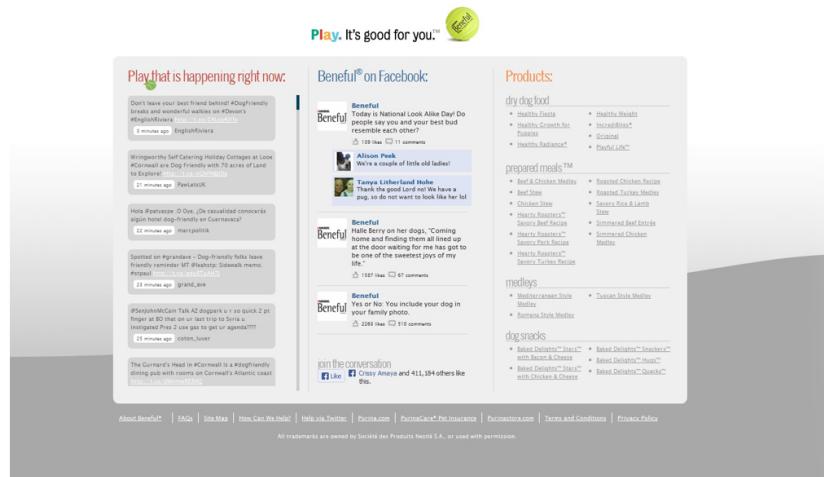
At the bottom, there's a footer with links for 'About Beneful', 'FAQs', 'Site Map', 'How Can We Help?', 'Help via Twitter', 'Purina.com', 'PurinaCare® Pet Insurance', 'Purinastors.com', 'Terms and Conditions', and 'Privacy Policy'. A note at the bottom states: 'All trademarks are owned by Société des Produits Nestlé S.A., or used with permission.'

## Sign Up Page 2 - Add A Pet Profile

### Wireframe

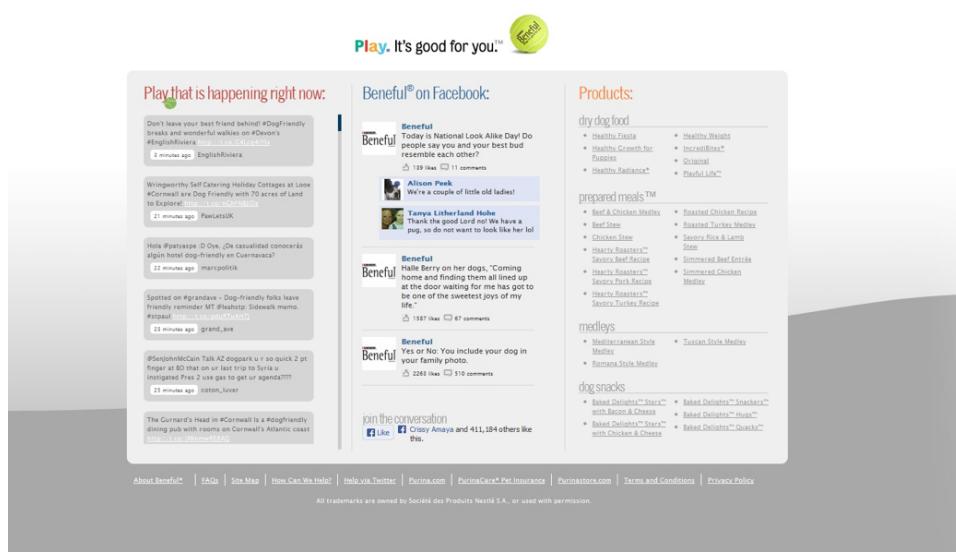
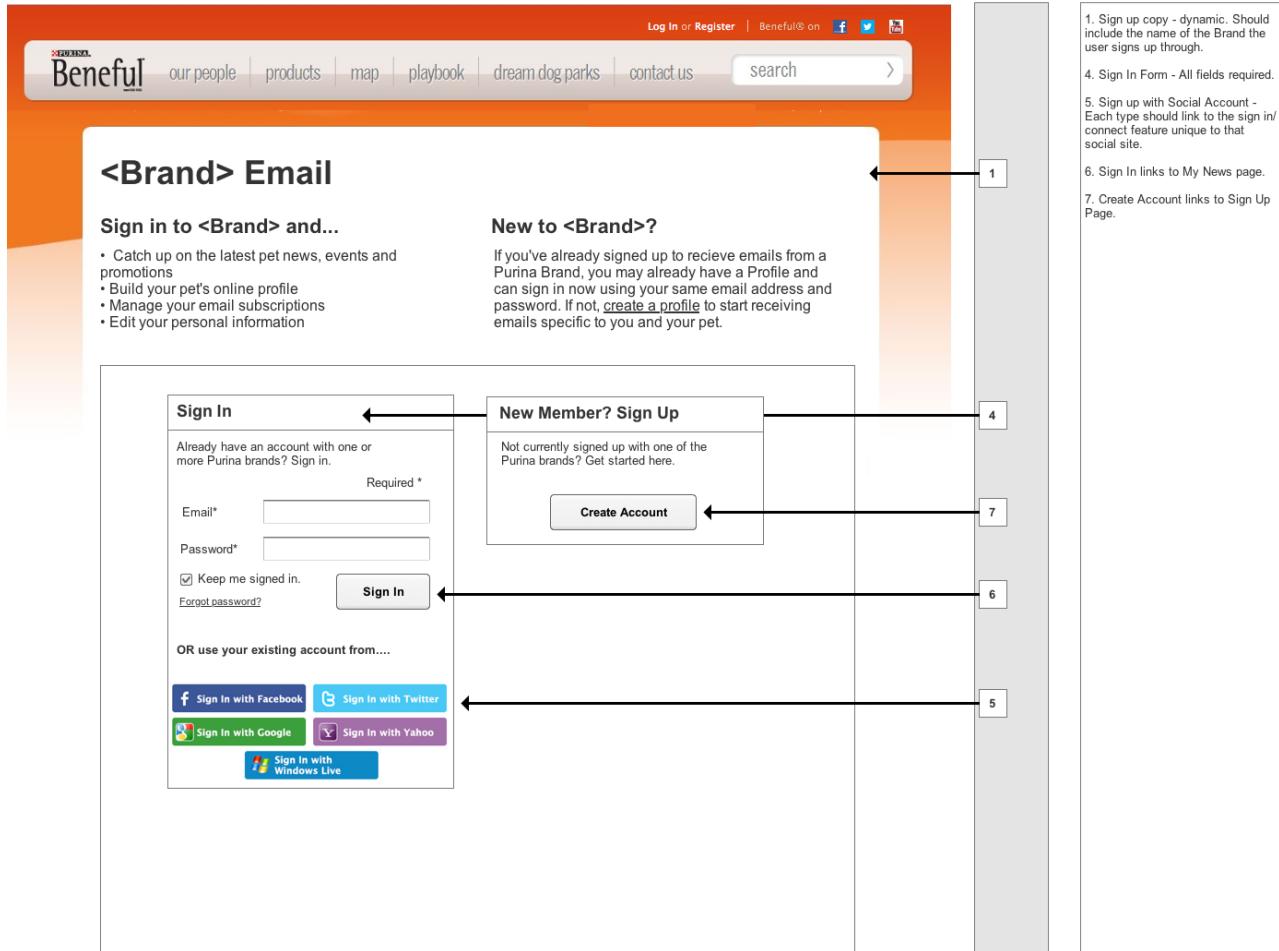
The wireframe illustrates the layout and interaction points for adding a pet profile. Key elements include:

- Header:** Log In or Register | Beneful® on | search | social media icons.
- Navigation:** My News, My Pets (selected), My Subscriptions, My Info.
- Form Fields:**
  - Pet Name: Enter Name (with predictive text dropdown).
  - Type: Select Type (dropdown).
  - Breed: Enter Breed (with predictive text dropdown) and view complete breed list link.
  - Size: Select Size (dropdown).
  - Pet Photo: Remove Profile (button), Browse (button).
  - Birth date: MM YYYY (dropdown).
  - Or adoption date: MM YYYY (dropdown).
  - Please tell us what brand of pet food you feed: [text input].
  - Subsequent sections for Pet 2 (e.g., Name, Photo, Adoption Date, Food Brand) are shown with expand/collapse arrows.
- Buttons:** Save (large button), + Add Pet Profile (button), SUBMIT > (button at the bottom).
- Annotations:**
  - My Pets -- for first time visitors this page will display the type and number of pets selected and sign up form displayed vertically down the page so the user can easily start filling in their information.
  - Type drop down - default this drop down to reflect the selections in the sign up form.
  - Sizes should include: X-Small, Small, Medium, Large, X-large. Suppress size form field for Cat profiles.
  - Breed Form field is predictive. A list should display (see creative) for users to select from based on the initial letters they type in (first two). "View complete list" should generate a pop up window with all breeds. See creative comps for predictive text and popup displays.
  - Photo silhouette defaults to pet selection made in the sign up form. If a user browses and selects a new photo from their desktop via the "Browse" button the selected image will replace the silhouette.
  - Remove Profile - triggers a pop up confirming if the user really wants to remove the profile (yes, remove/no cancel). If yes, the profile is deleted.
  - Birth or adoption date fields not required.
  - Dog food brand selection: predictive text should display options based on first two letters typed in (list TBD).
  - Expand/ Collapse buttons - when open, display all fields. when closed, display photo (smaller) and name.
  - Add Pet Profile - adds another pet profile form beneath the last. User can add unlimited pets.
  - Save - saves new info and refreshes page to display all pets.



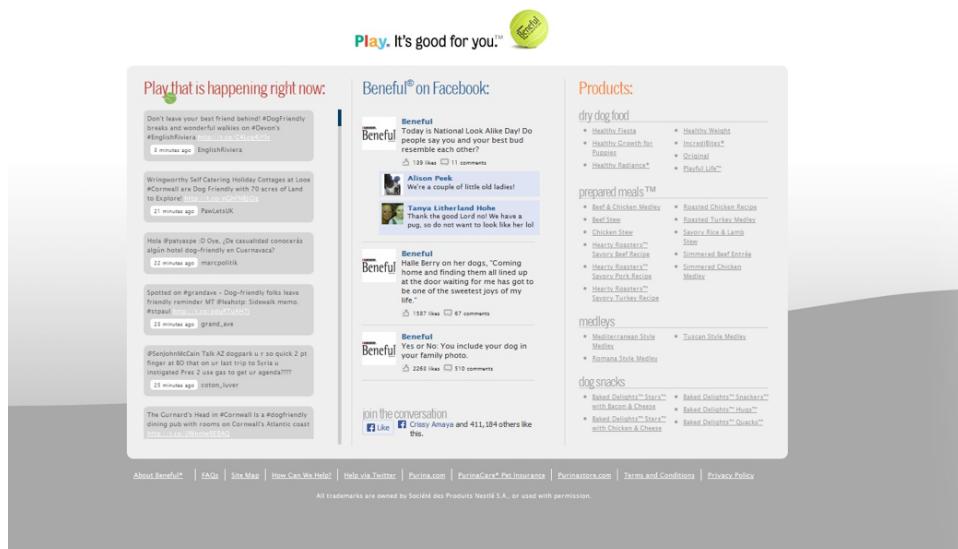
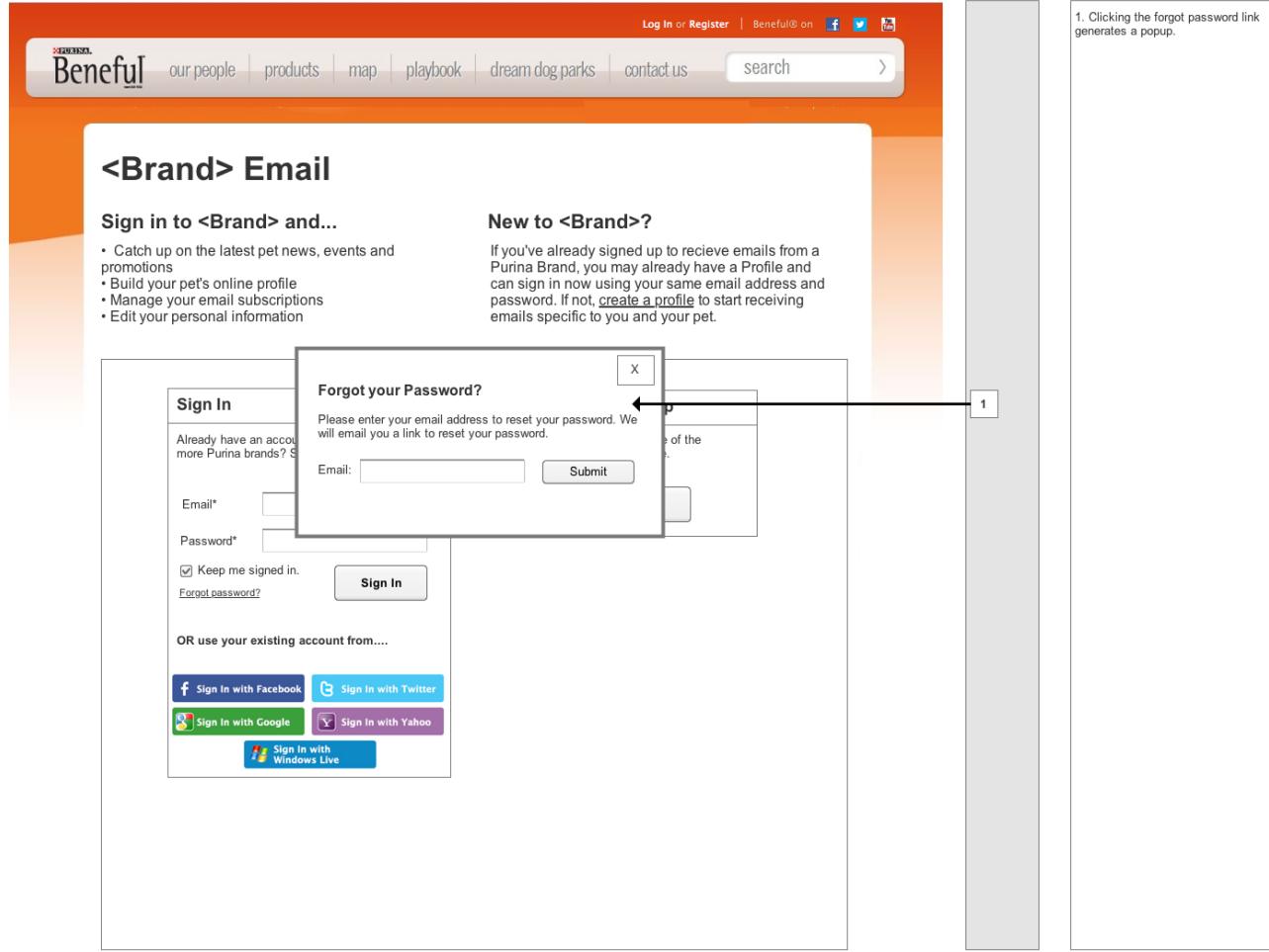
## Sign In Page

### Wireframe



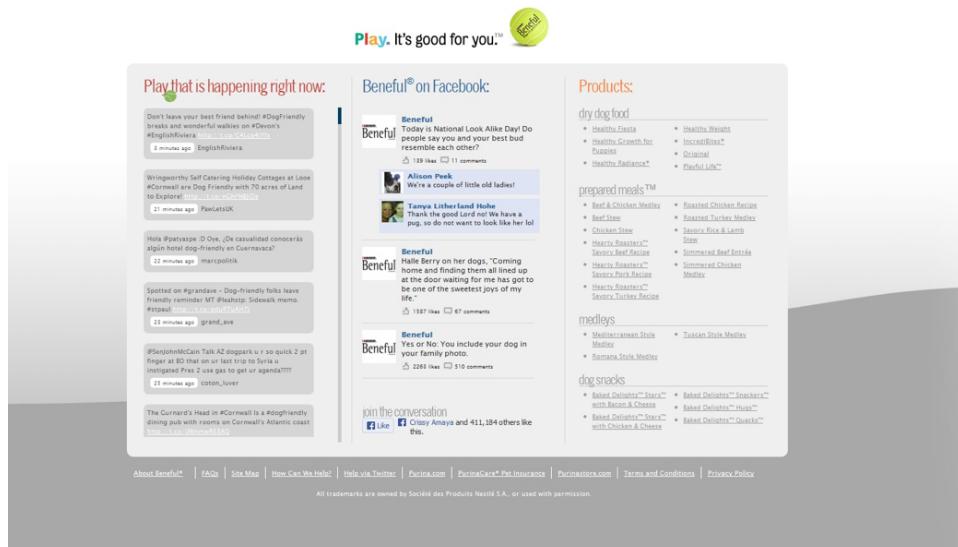
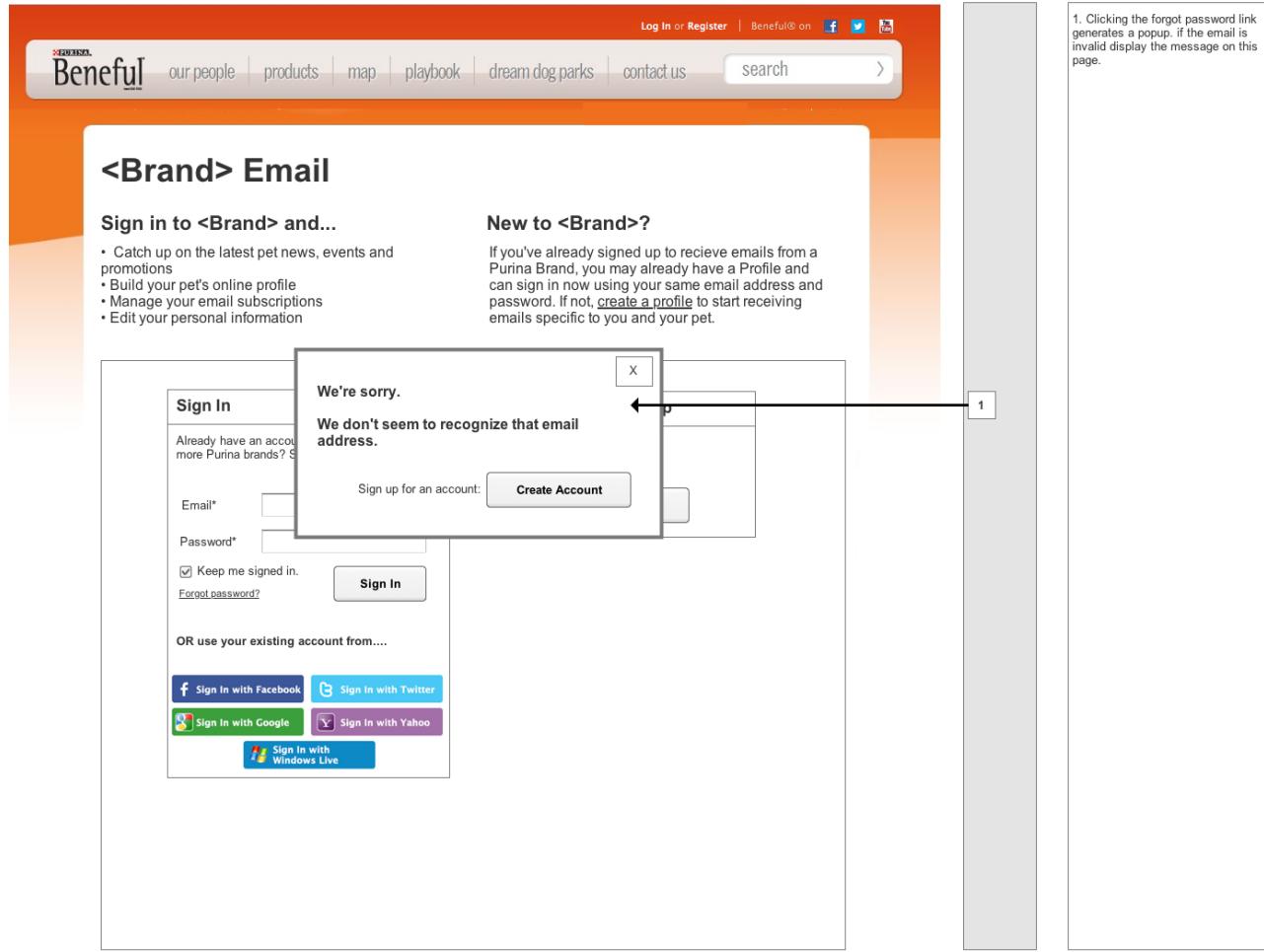
## Sign In Page - Forgot Password

### Wireframe



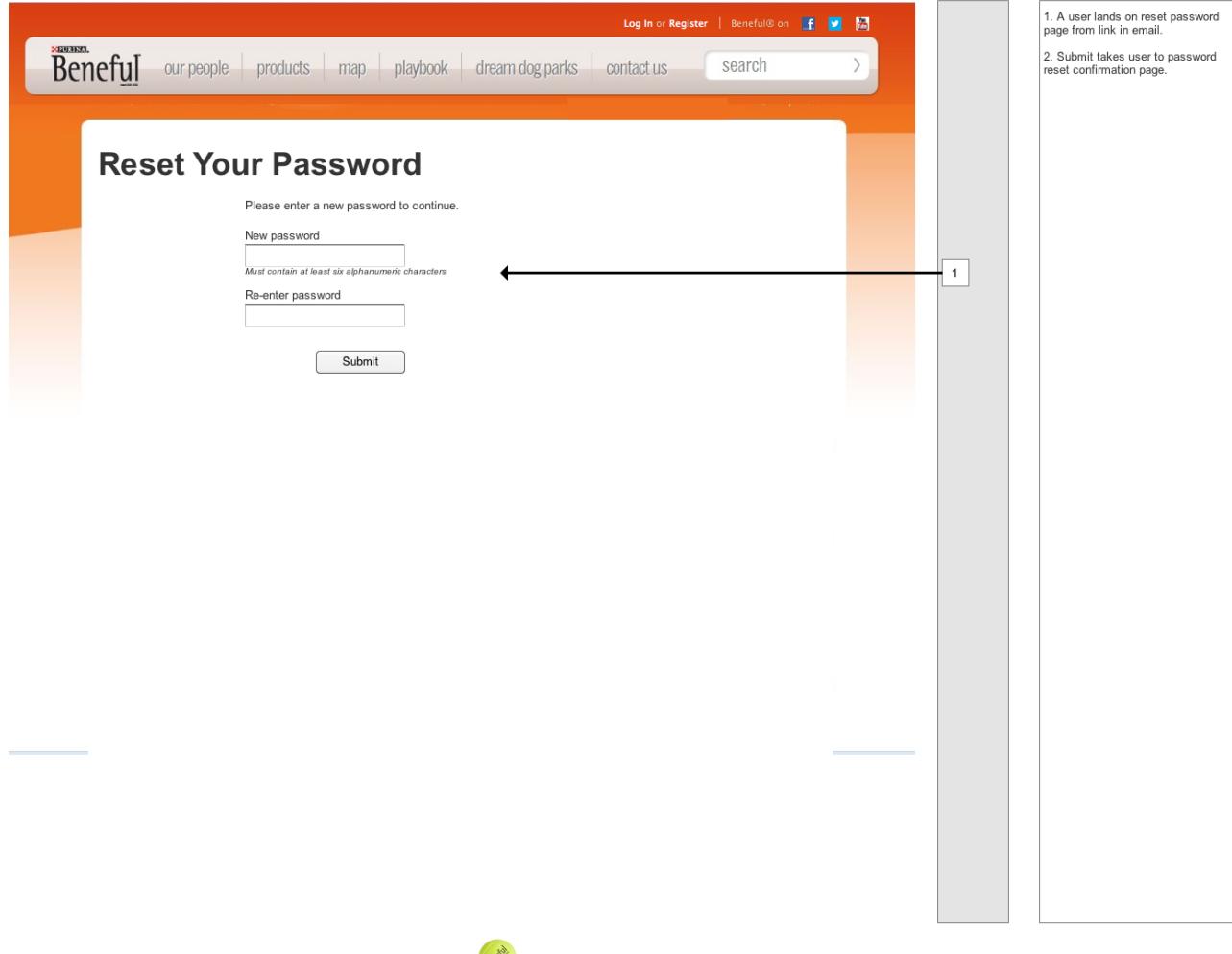
## Sign In Page - Invalid Email

### Wireframe



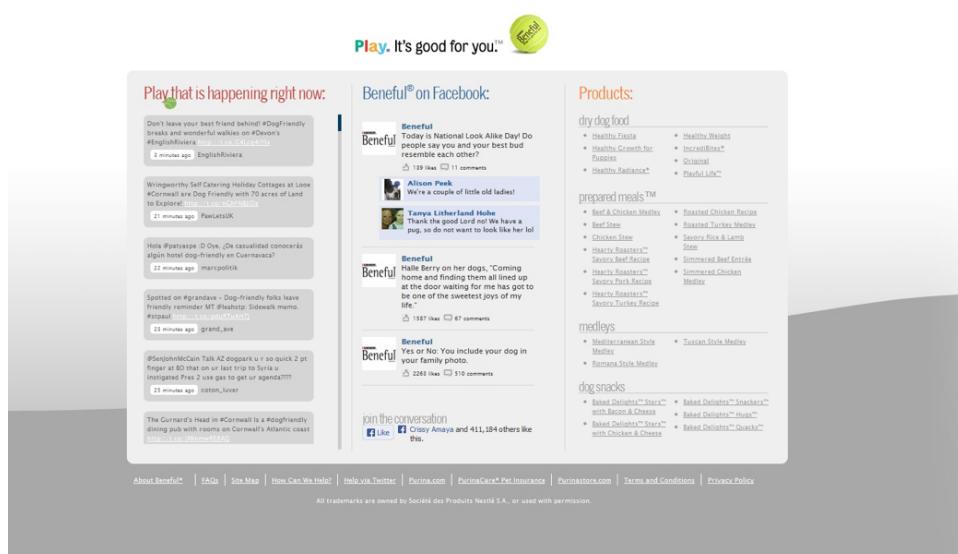
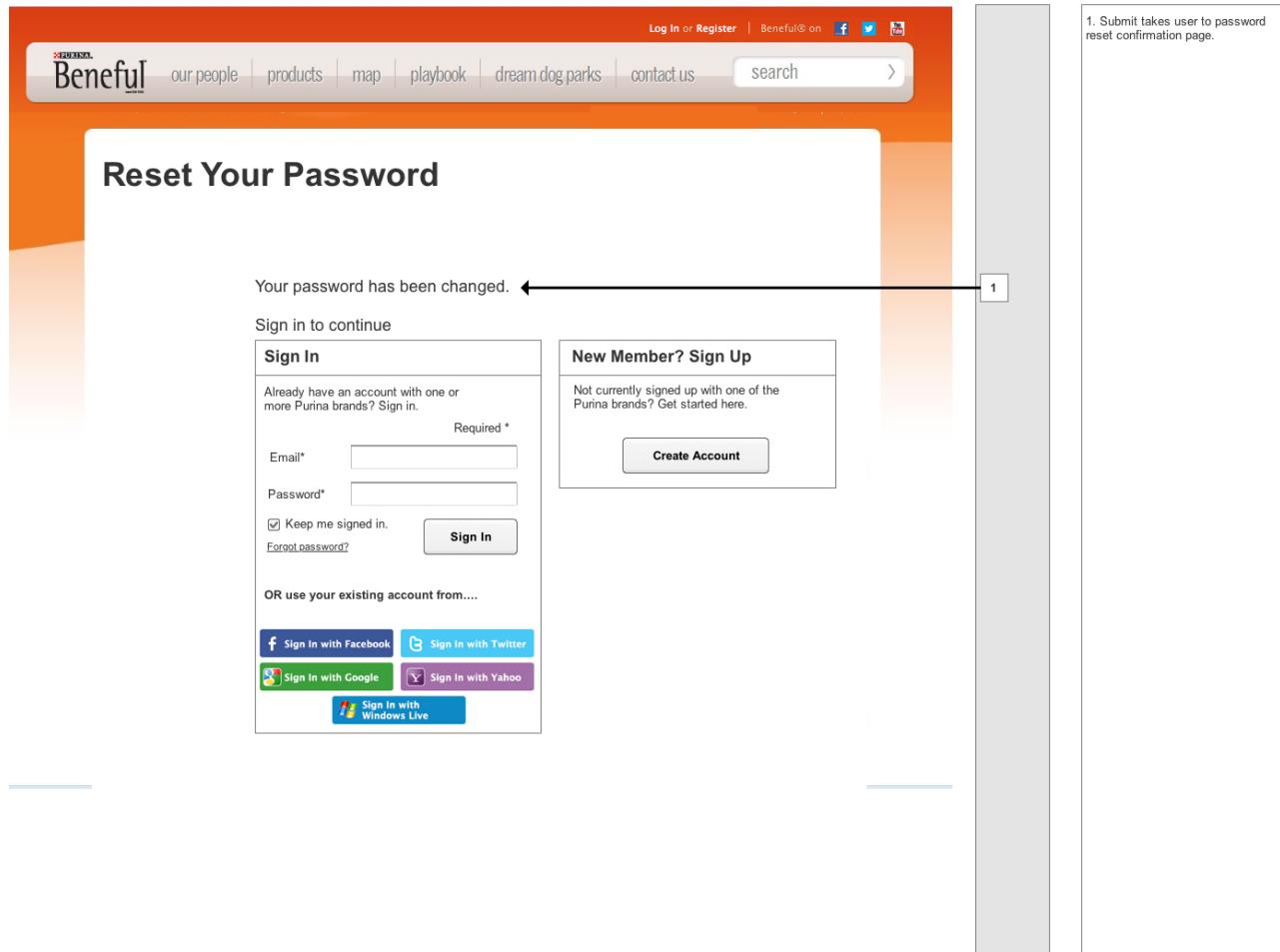
## Forgot Password Reset

### Wireframe



## Copy of Forgot Password Reset

### Wireframe



## My Profile Page

### Wireframe

The wireframe illustrates the layout of the Purina Beneful My Profile Page, highlighting various sections and their corresponding numbered links:

- Navigation Links:**
  - 1. My News Page - return visitors land on this page first.
  - 2. Navigation links
  - 3. My pet Profiles - If a user indicated they have a pet in the sign up process that has not had information completed about it in My Pet Profiles the silhouette will display with a prompt to Add Name (links to that pet profile expanded).
  - 4. Edit Pet Profile links to My Pets
  - 5. Offers/Events provided by the brand.
  - 6. My Subscriptions displays a number of selected subscriptions (determined by creative). My Subscriptions link and Edit Subscriptions link to My Subscriptions page. The logos in the box are not clickable, but the link and the button are clickable through to My Subscriptions.
  - 7. My Info - links to the my info page. If information is blank (address, phone number) prompt to add it with a link to the page with the in-line forms displayed for that information.
- Content Sections:**
  - My News:** Includes a "Like Us On Facebook" section with a "Print Coupon" button.
  - My Pets:** Features a "Save \$1.00 on Beneful Prepared Meals™" offer for Beef & Chicken Medley with Green Beans, Carrots & Wild Rice, and a "Free Sample On Us" offer for Purina ONE SmartBlend dog food, both with "Print Coupon" buttons.
  - My Subscriptions:** Shows logos for Beneful, Purina, petcentric, and Breyer.
  - My Info:** Displays user information (Jordan Smith, Jordan@yahoo.com) and form fields for "Add your street address" and "Add your mobile #", with an "Edit Info" button.
  - Products:** A large sidebar listing categories like dry dog food, prepared meals™, medleys, and dog snacks, each with a list of product names.
  - Facebook Feed:** A feed of posts from the official Purina Beneful Facebook page, including status updates, photos, and comments.
  - Footer:** Standard footer links including About Beneful, FAQs, Site Map, How Can We Help?, Help via Twitter, Purina.com, PurinaCare® Pet Insurance, Purinastore.com, Terms and Conditions, and Privacy Policy.

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## My Profile Page Reminder

### Wireframe

The wireframe illustrates the layout of the Purina Beneful My Profile page. At the top, there's a navigation bar with links for Sign Out, Beneful on social media, and search. Below the navigation is a main content area with tabs for My News, My Pets, My Subscriptions, and My Profile. The My Profile tab is active, showing a section titled "My Pet Profiles". Inside this section, there's a callout bubble for a dog named "Bella" with the message: "We are feeling a bit neglected. Please complete our profiles." A button labeled "Edit Pet Profile" is below the bubble. To the right of this section is a sidebar containing "My Subscriptions" (listing Beneful, Purina, petcentric, and Purina ONE), "My Info" (with fields for street address and mobile number), and an "Edit Info" button. On the far left, there's a sidebar for "Play that is happening right now" featuring social posts from Facebook and a "join the conversation" section. The bottom of the page includes a footer with links for About Beneful, FAQs, Site Map, How Can We Help, Help via Twitter, Purina.com, PurinaCare+ Pet Insurance, Purinastore.com, Terms and Conditions, Privacy Policy, and a note about trademark usage.

1. Reminder - if a user has not completed information on the pet profile, a reminder box will display on the page. After 3-5 seconds it will close by fading out.

## Return Visitor - Manage Profile

### Wireframe

The wireframe illustrates the layout of the 'Manage Profile' page. At the top, there is a navigation bar with links for 'Sign Out', 'Beneful® on' (Facebook, Twitter, YouTube), and a search bar. Below the navigation bar, there are five main tabs: 'My News', 'My Pets', 'My Subscriptions', 'My Profile', and an unlabeled tab. To the right of these tabs is a vertical sidebar with four numbered callouts:

1. My Info Page
2. Navigation links
3. Displays the information added by the user. Clicking "edit" will display editable forms in-line.
4. A user can select a social account to link.

The main content area contains sections for 'Personal Information' and 'Link Your Social Accounts'. The 'Personal Information' section includes fields for Name (Jordan Smith), Email (Jordan@yahoo.com), Password, Address (1345 Main Street, Apartment B, Dallas, TX 75243), and a mobile phone number (555.555.5555). The 'Link Your Social Accounts' section shows links for Facebook, Google, Yahoo!, Twitter, and Windows Live ID, with a note that users can log in using any of these accounts.

Below the main content area, there is a promotional banner for Purina Beneful with the tagline 'Play. It's good for you.'™. This banner features a grid of social media posts from other users sharing their experiences with Purina Beneful. To the right of the banner is a sidebar titled 'Products:' which lists categories like 'dry dog food', 'prepared meals™', 'medleys', and 'dog snacks', each with a list of product names.

At the bottom of the page, there is a footer with links for 'About Beneful', 'FAQs', 'Site Map', 'How Can We Help?', 'Help via Twitter', 'Purina.com', 'PurinaCare® Pet Insurance', 'Purinastore.com', 'Terms and Conditions', and 'Privacy Policy'. A small note at the bottom states: 'All trademarks are owned by Société des Produits Nestlé S.A., or used with permission.'

## Return Visitor - My Pets

### Wireframe

The wireframe illustrates the layout of the 'My Pets' section for a return visitor. At the top, there's a navigation bar with links for 'Sign Out', 'Beneful® on' (Facebook, Twitter, YouTube), and social sharing icons. Below the navigation is a top-level menu with tabs: 'My News', 'My Pets', 'My Subscriptions', and 'My Profile'. A search bar is also present.

The main content area displays a pet profile for 'Bella', a German Shepherd. It includes a thumbnail image, the pet's name, breed, and a 'Save' button. Below the profile, there's a section for adding a new pet profile, indicated by a button labeled '+ Add Pet Profile'.

On the right side, a vertical sidebar contains five numbered callouts:

1. Return Visitor - my Pets
2. The pet information form/modules are displayed collapsed on return to the page.
3. A user can click the "expand" icon to view the form fields and edit them in-line.
4. A user can click "Add Pet Profile" to generate a new pet form / module below the last . An unlimited number of pets can be added.
5. Saves updated information.

The screenshot shows the Purina Beneful website. At the top, there's a banner with the tagline 'Play. It's good for you.' and a green ball icon.

The main content area features a 'Play that is happening right now:' section with several user posts from the official Facebook page. Posts include:

- 'Don't leave your best friend behind! #DogFriendly breaks and wonderful walks on Devon's #Englishfiveways' by [EnglishtownUSA](#)
- 'Wingeworthy Self Catering Holiday Cottages at Looe Cornwall are Dog Friendly with 70 acres of Land for Dogs to Run Around' by [LooeCornwall](#)
- 'Hola #Playavce D Ove, ¿De casualidad conocerás algún hotel dog-friendly en Cuernavaca?' by [Javierpolink](#)
- 'Spotted on #grandave - Dog-friendly folks leave friendly reminder MT @shakot Sidekick memo. via paul [http://www.paulisgoing.com](#)' by [grand\\_ave](#)
- '#SerenityMtns - "A Z doggo u r so quick 2 pt Roger at 80 min on ur last trip to Syria u biggest Piss+2 use 2 get ur agenda?" by [20to100](#)
- 'The Cornish Head in #Cornwall is a #dogfriendly dining pub with rooms on Cornwall's Atlantic coast [www.thecornishhead.co.uk](#)' by [thecornishhead](#)

Below the posts, there's a 'Beneful on Facebook:' section showing recent activity from the official page, such as posts about National Look Alike Day and a comment from Halle Berry.

To the right, there are sections for 'Products' and 'Services'.

**Products:**

- dry dog food**
  - Healthy Festa
  - Healthy Growth for Puppies
  - Healthy Radiance
  - Healthy Weight
  - Incredibles™
  - Grilled
  - Puriful Life™
- prepared meals™**
  - Beef & Chicken Medley
  - Beef Stew
  - Chicken Stew
  - Hearty Roasters™ Savory Beef Recipe
  - Hearty Roasters™ Savory Pork Recipe
  - Hearty Roasters™ Savory Turkey Recipe
  - Roasted Chicken Medley
  - Roasted Turkey Medley
  - Savory Rice & Lamb Stew
  - Simmered Beef Entree
  - Simmered Chicken Medley
- medleys**
  - Mediterranean Style Medley
  - Romana Style Medley
  - Tuscan Style Medley
- dog snacks**
  - Baked Delights™ Stars™ with Bacon & Cheese
  - Baked Delights™ Stars™ with Chicken & Cheese
  - Baked Delights™ Snackers™ with Bacon & Cheese
  - Baked Delights™ Hoops™
  - Baked Delights™ Quacks™

**Services:**

- [About Beneful®](#)
- [FAQs](#)
- [Site Map](#)
- [How Can We Help?](#)
- [Help via Twitter](#)
- [Purina.com](#)
- [PurinaCare® Pet Insurance](#)
- [Purinastore.com](#)
- [Terms and Conditions](#)
- [Privacy Policy](#)

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## Return Visitor - Remove Pet Profile

### Wireframe

The wireframe illustrates the process for a return visitor to remove a pet profile. It begins with a confirmation dialog asking if the user wants to remove the pet profile, with options to cancel or proceed. This is followed by a form to add another pet profile, which includes fields for the pet's name, breed, size, photo, and adoption date. Finally, a summary page displays the current pet profiles.

**1. If a user clicks "Remove Pet Profile", display a confirmation popup modal.**

**Play. It's good for you.<sup>TM</sup>**

**Play that is happening right now:**

- Don't have your best friend behind? Dog-friendly breads and bakers... vehicles on Facebook #BenefitMeira [View complete list](#) 1 minute ago
- Wingin' It! National Look-Alike Day! Do people say you and your best bud resemble each other? [View complete list](#) 1 minute ago
- Hola Brasil! O Dose, De casualidad comemos almorzo en Cornwall are Dog Friends with 70 acres of Land to Explore! [View complete list](#) 21 minutes ago
- Hola Brasil! O Dose, De casualidad comemos almorzo en Cornwall are Dog Friends with 70 acres of Land to Explore! [View complete list](#) 22 minutes ago
- Sportin' on Paradise... Dog-friendly folks leave friendly reviews! MT: Pekka's, Sidewalk memo [View complete list](#) 22 minutes ago
- #PurinaMobileCan Talk AZ dogs are u no quick 2 pt finger at BO that on ur last trip to Sonja u investigated Purina 2 use gpa to get ur sped???? [View complete list](#) 22 minutes ago
- The Current's Head in Cornwall is a dogfriendly dining pub with rooms on Cornwall's Atlantic coast [View complete list](#) 22 minutes ago

**Benefit on Facebook:**

- Benefit [Post](#): National Look-Alike Day! Do people say you and your best bud resemble each other? [View complete list](#) 1 minute ago
- Allison Peck [Post](#): We're a couple of little old ladies! [View complete list](#) 21 minutes ago
- Tanya Lutherland [Post](#): Thank the good Lord not we have a pup, to do not want to look like her lol. [View complete list](#) 21 minutes ago
- Benefit [Post](#): Halle Berry on her dogs... Coming home to a dog is like coming home again. I can't wait at the door waiting for me has got to be one of the sweetest joys of my life. [View complete list](#) 21 minutes ago
- Benefit [Post](#): Yes or No: You include your dog in your family photo? [View complete list](#) 21 minutes ago

**join the conversation**

**Products:**

- dry dog food**
  - Healthy Biscuits
  - Healthy Growth for Puppies
  - Healthy Puppy\*
  - Healthy Life!™
- prepared meals**
  - Best & Chicken, Muttie
  - Best, Stevie
  - Chicken, Stevie
  - Healthy Beef & Turkey\*, Best & Turkey, Beef & Turkey
  - Healthy Roasted\*, Best & Turkey, Beef & Turkey
  - Healthy Turkey, Muttie
  - Roasted Chicken, Muttie
  - Roasted Turkey, Muttie
  - Savory Rice & Lamb
  - Smoked Beef Entree
  - Smoked Turkey Entree
- medleys**
  - Healthy Roasted Style Medley
  - Banana, Rice, Medley
- dog snacks**
  - Animal Delights™ Sticks™ with Bacon & Cheese
  - Animal Delights™ Sticks™ with Chicken & Cheese
  - Animal Delights™ Snacks™
  - Animal Delights™ Snacks™ with Bacon & Cheese
  - Animal Delights™ Snacks™ with Chicken & Cheese

About Benefit | FAQs | Site Map | How Can We Help? | Help via Twitter | Purina.com | PurinaCare® Pet Insurance | Purinastore.com | Terms and Conditions | Privacy Policy

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## Return Visitor - Subscriptions

### Wireframe

1. Subscription Page

2. The top box displays the user's current subscriptions with options to Un-subscribe individually or all at once. If a user has more subscriptions than fits in the width of the box, left-right scroll buttons on either side of the box display to click through in a carousel format. See creative comps.

3. Depending on the majority pet user has display either Dog subscriptions (if more dogs owned than cats) or Cat subscriptions in the next box). Carousel may be employed here if needed. See creative comps.

4. If a person has equal number of cats and dogs, display cats first.

**Play. It's good for you.<sup>SM</sup>**

**What is happening right now:**

- Don't leave your best friend behind! #Dogfriendly breaks and wonderful walks on #Devon's #dogfriendly #walks 21 minutes ago | EnglandUK
- Wingwall Self Catering Holidays. Come get at loose #Cornwall are Dog Friendly with 70 acres of Land to Explore! 21 minutes ago | wingwall
- Hola #paysasse D Ove... (De casualidad conocerás algún hotel dog-friendly en Cuernavaca?) 22 minutes ago | marcpatrick
- Surfers on Ayresome... Dog friendly folks have friendly reminder MT @ashtrite\_Sidewalk memo: #paul https://t.co/odulHfDQ 23 minutes ago | grand\_ave
- @SenjorMoleCali Take AZ dogpark u r so quick 2 pt flag u r BQ that on ur last trip to Syria u instigated Prz 2 use gas to get ur sprout!!! 23 minutes ago | coton\_lover
- The Gurnard's Head in #Cornwall is a #dogfriendly dining pub with rooms on Cornwall's Atlantic coast 23 minutes ago | gurnardshead

**Beneful® on Facebook:**

**Beneful** Today is National Look-Alike Day! Do people say you and your best bud look alike? 128 likes | 1 comment

**Alicia Pack** We're a couple of little old ladies! 1 comments

**Terry Litterland Hause** Thank the good Lord we have a pup, so do not want to look like her lol 187 likes | 67 comments

**Beneful** Halle Berry on her dogs, "Coming home and finding them all lined up at the door waiting for me to get to one of the sweetest joys of my life." 187 likes | 67 comments

**Beneful** Yes or No: You include your dog in your family photo? 286 likes | 510 comments

**join the conversation** Like Crispy Amaya and 411,184 others like this.

**Products:**

**dry dog food**

- Healthy Feast
- Healthy Growth for Puppies
- Healthy Radiance™
- Healthy Weight
- IncrediBites®
- Original
- Purina Life™

**prepared meals™**

- Beef & Chicken Medley
- Beef Sticks
- Chicken Stew
- Hearty Roaster™ Savory Beef Recipe
- Hearty Roaster™ Savory Chicken Recipe
- Hearty Roaster™ Savory Turkey Recipe
- Roasted Chicken Medley
- Roasted Turkey Medley
- Sevvy Rice & Lamb Stew
- Simmered Beef Entree
- Simmered Chicken Medley
- Mediterranean Style Medley
- Tuscan Style Medley
- Roman Style Medley

**dog snacks**

- Baked Delights™ Stars™
- Baked Delights™ Bites™
- Baked Delights™ Snackers™
- Baked Delights™ Morsels™
- Baked Delights™ Treats™
- Baked Delights™ Delight™

## Return Visitor - Unsubscribe Modal Confirmation

### Wireframe

The wireframe illustrates the user interface for a return visitor. At the top, the Purina Beneful navigation bar includes links for Sign Out, Beneful® on social media, and search functionality. A modal window titled "Unsubscribe" is centered over the page, prompting the user to "Yes, please unsubscribe me from <Brand Name> communications." It features a "Cancel" button and a prominent "Unsubscribe" button. A callout arrow labeled "1" points from the right side of the screen to the modal window.

The main content area displays sections for "My Profile", "My Pets", "My Subscriptions", and "My Info". The "My Subscriptions" section is highlighted, showing a list of Purina brands: Petcentric, Fancy Feast, Cat Chow®, Friskies®, TIDY CATS, yesterday's news, BREEZE @ Litter System, and Purina® Tidy Cats®. Each brand entry includes a "Subscribe" checkbox. Below this, there are sections for "More for Cats" and "More for Dogs", each featuring a grid of Purina products with their own "Subscribe" checkboxes.

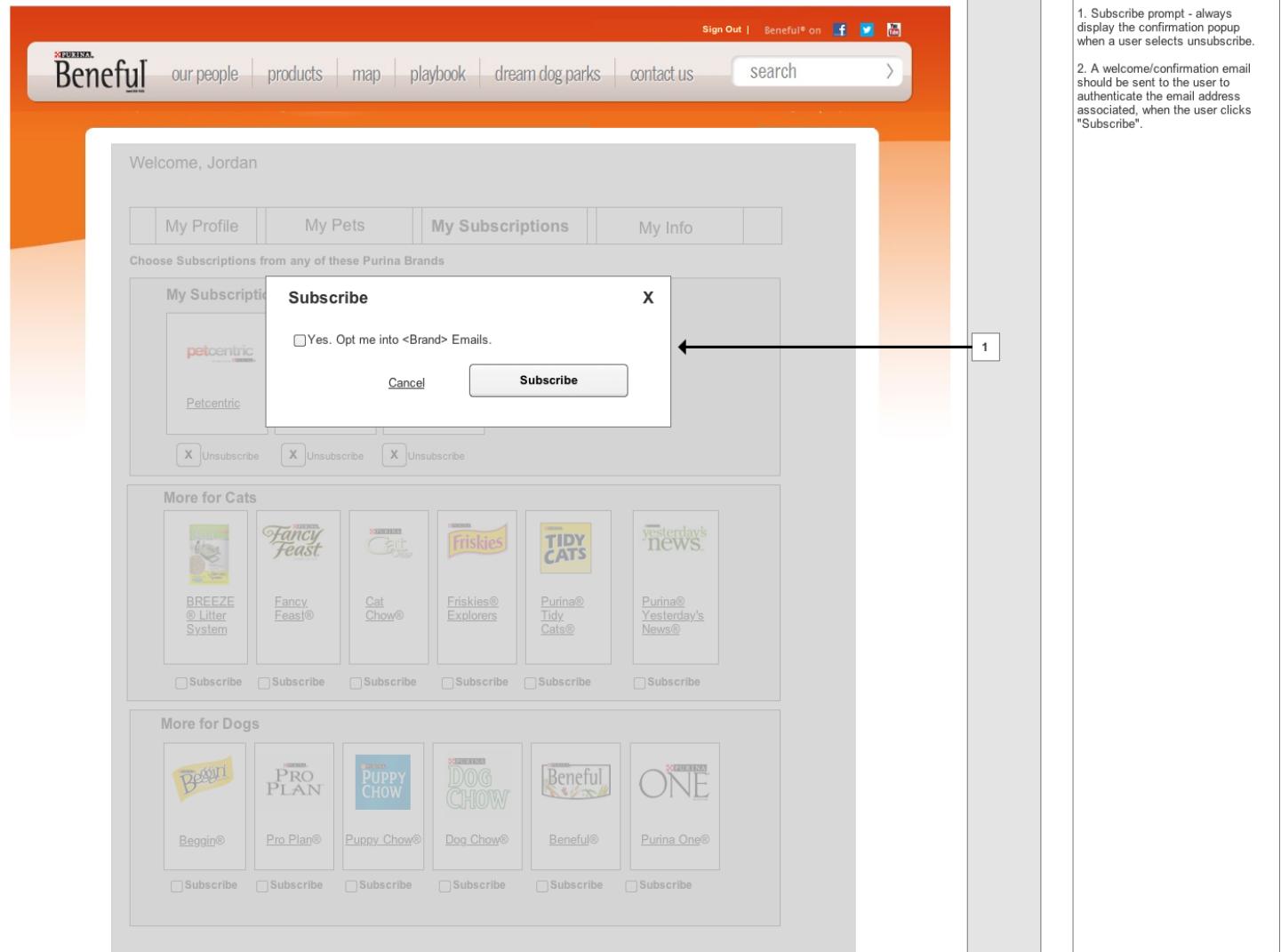
At the bottom of the page, a sidebar titled "Play. It's good for you." displays a feed of social posts from the "Beneful" Facebook page. These posts include updates about National Look-Alike Day, a reminder for dog-friendly holidays, and a photo of a dog. To the right of the sidebar, a "Products:" section lists various Purina offerings under categories like "dry dog food", "prepared meals™", "medleys", and "dog snacks".

Footnote 1: 1. Unsubscribe prompt - always display the confirmation popup when a user selects unsubscribe.

***Return Visitor - Subscribe Modal Confirm.***

**Wireframe**

# Purina Registration Optimization



Welcome, Jordan

our people | products | map | playbook | dream dog parks | contact us | search | >

Choose Subscriptions from any of these Purina Brands

**My Subscription**

**Subscribe**

Yes. Opt me into <Brand> Emails.

**Cancel** **Subscribe**

Unsubscribe  Unsubscribe  Unsubscribe

**More for Cats**

- BREEZE @ Litter System
- Fancy Feast®
- Cat Chow®
- Friskies® Explorers
- Purina® Tidy Cats®
- yesterday's news

Subscribe  Subscribe  Subscribe  Subscribe  Subscribe  Subscribe

**More for Dogs**

- Beggin®
- PRO PLAN®
- PUPPY CHOW
- DOG CHOW
- Beneful®
- Purina ONE®

Subscribe  Subscribe  Subscribe  Subscribe  Subscribe  Subscribe

**Play. It's good for you.™**

**Play that is happening right now:**

- Don't leave your best friend behind! #DogFriendly walks on Devon's #EnglishRivera. 21 minutes ago | EnglishRivera
- Wingeworth Self Catering Holiday Cottages at Looe Cornwall are Dog Friendly with 70 acres of Land to Explore! 21 minutes ago | wingeworthcottages
- Hola #paseoape O\_O. ¿De casualidad conocerás algún hotel dog-friendly en Cuernavaca? 22 minutes ago | marcopolita
- Spotted on Instagram - Dog-friendly folks leave friendly reminders! 22 minutes ago | sidewalkmemo
- #SeesJohnMcCain Talks AZ dogpark u so quick 2 pt finger at BO that on ur last trip to Syria u instigated Pres 2 use gas to get ur agenda???? 25 minutes ago | cotton\_jiver
- The Gorraad's Head in #Cornwall is a #dogfriendly dining pub with rooms from Cornwall's Atlantic coast 25 minutes ago | GorraadsHead

**Beneful® on Facebook:**

Don't leave your best friend behind! #DogFriendly walks on Devon's #EnglishRivera 21 minutes ago | EnglishRivera

Wingeworth Self Catering Holiday Cottages at Looe Cornwall are Dog Friendly with 70 acres of Land to Explore! 21 minutes ago | wingeworthcottages

Hola #paseoape O\_O. ¿De casualidad conocerás algún hotel dog-friendly en Cuernavaca? 22 minutes ago | marcopolita

Spotted on Instagram - Dog-friendly folks leave friendly reminders! 22 minutes ago | sidewalkmemo

#SeesJohnMcCain Talks AZ dogpark u so quick 2 pt finger at BO that on ur last trip to Syria u instigated Pres 2 use gas to get ur agenda???? 25 minutes ago | cotton\_jiver

The Gorraad's Head in #Cornwall is a #dogfriendly dining pub with rooms from Cornwall's Atlantic coast 25 minutes ago | GorraadsHead

**Products:**

**dry dog food**

- Healthy Flavors
- Healthy Weight
- Healthy Growth for Puppies
- Healthy Radiance\*
- Playful Life™

**prepared meals™**

- Beef & Chicken Medley
- Beef Stew
- Chicken Stew
- Hearty Roasters™ Savory Beef Recipe
- Hearty Roasters™ Savory Pork Recipe
- Hearty Roasters™ Savory Turkey Recipe
- Roasted Chicken Recipe
- Roasted Turkey Medley
- Savory Rice & Lamb Stew
- Simmered Beef Entrée
- Simmered Chicken Medley

**medleys**

- Mediterranean Style Medley
- Tuscan Style Medley
- Roman Style Medley

**dog snacks**

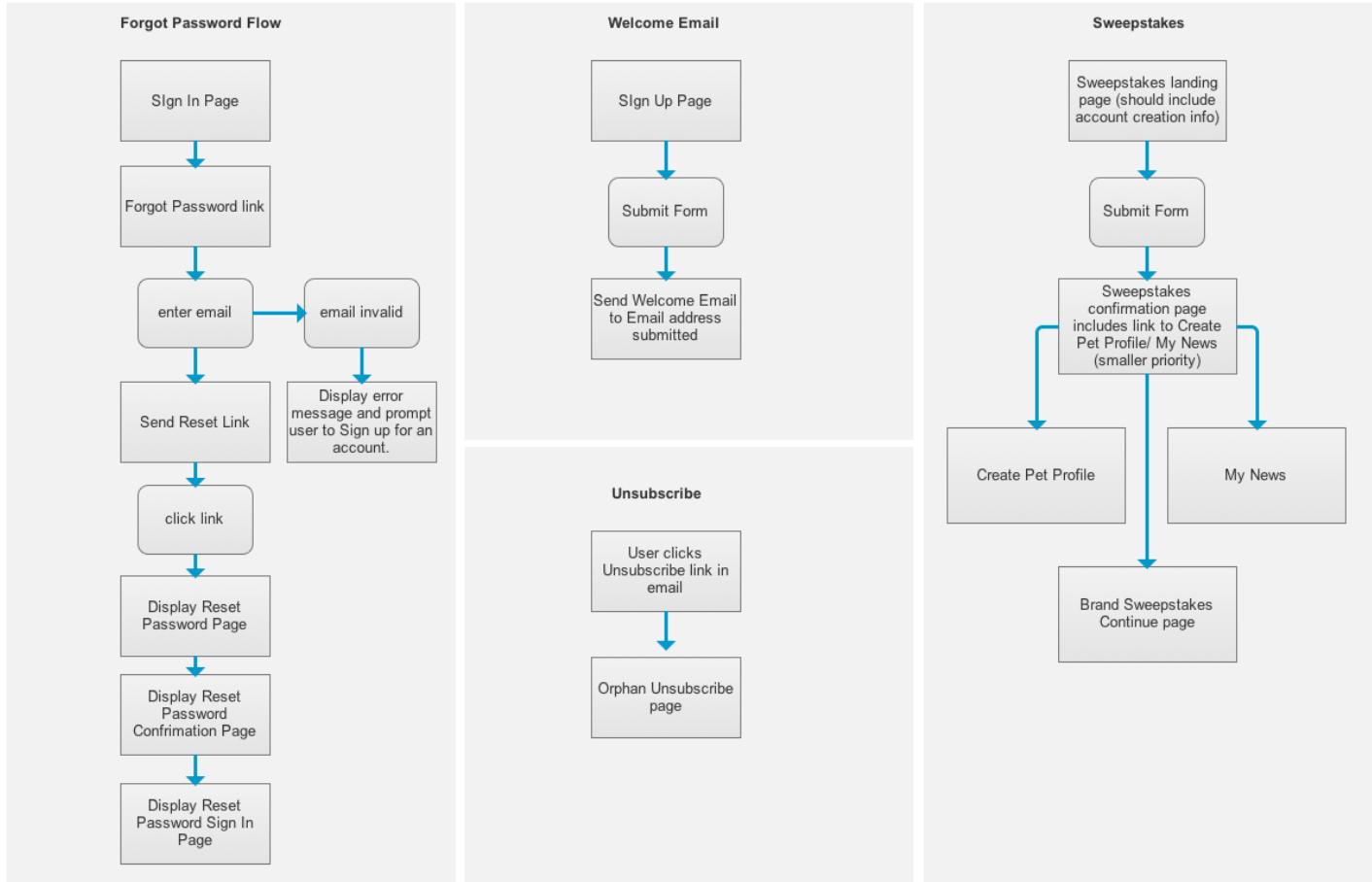
- Baked Delights™ Stars™ with Bacon & Cheese
- Baked Delights™ Stars™ with Chicken & Cheese
- Baked Delights™ Snackers™
- Baked Delights™ Hues™
- Baked Delights™ Quacks™

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## User Flows

### Wireframe



## Sign In Flows

### Wireframe

