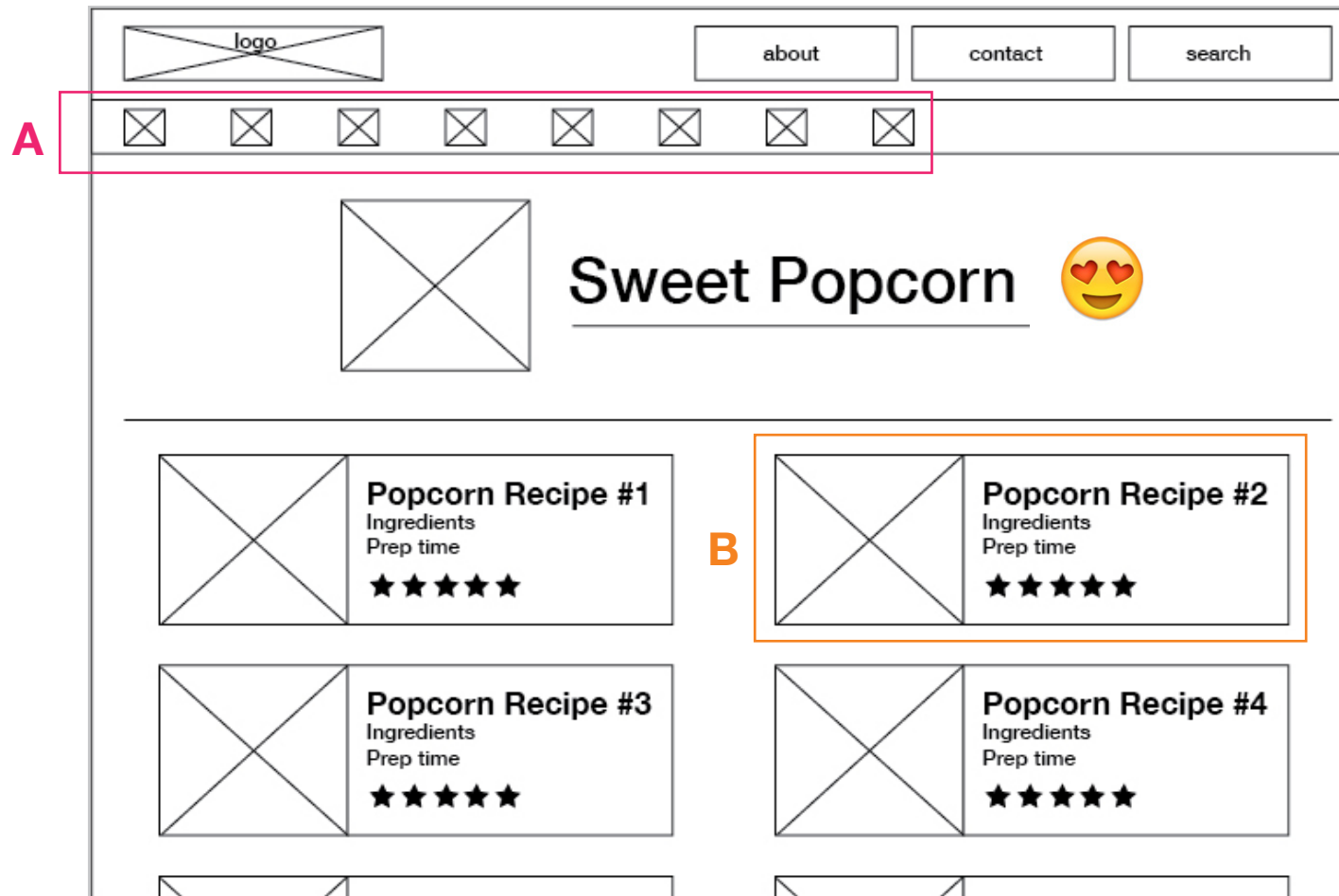


Annotations - Home Page

There will be 8 different emojis - *happy*, *sad*, *angry*, *in love*, *silly*, *mysterious* (the ghost), *Christmas Tree* (this would change depending on the season) and “*Make your Own*” (the thumbs-up emoji). Each emoji represents a category of popcorn (sweet #1, sweet #2, savory, spicy, simple/plain, holiday/special occasions, mysterious, and customize your recipe).

A. Each image would be an emoji and represent a category.

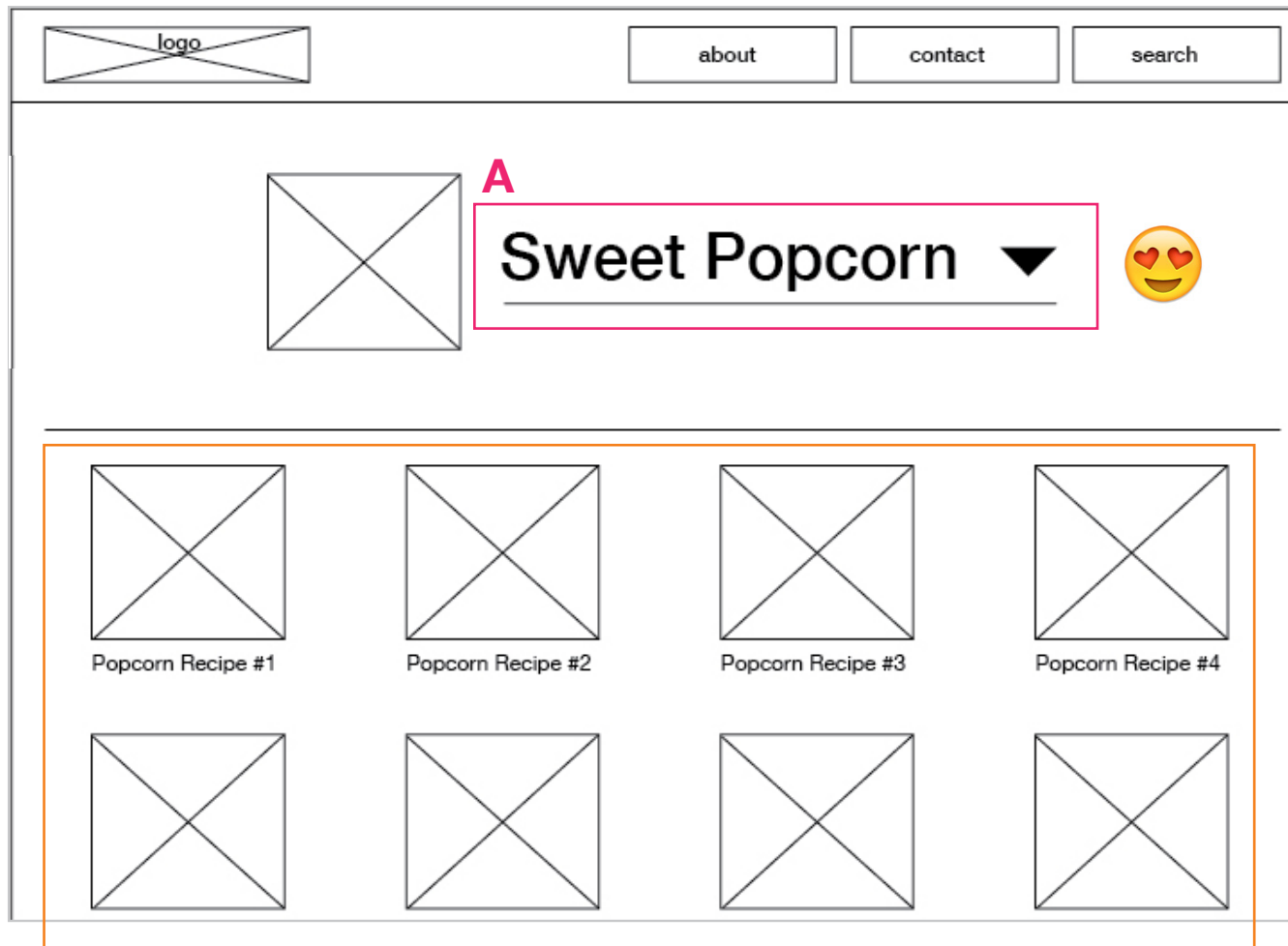


Annotations - Category (Layout Idea #1)

When the user clicks on an emoji, it leads them to a category (in this case, it's "Sweet"). This page displays all recipes for sweet popcorn.

A. Subnav of other categories represented by emojis.

B. Shows the image of the popcorn, the recipe's name, ingredients, prep time, and popularity level. This layout is based on text and images.



Annotations - Category (Layout Idea #2)

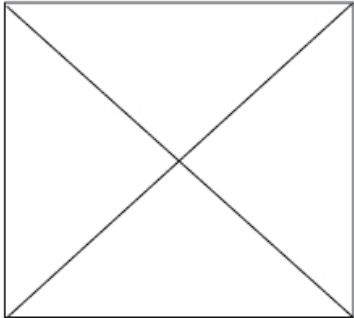
Alternative layout.

A. Dropdown of categories.

B. Shows the image of the popcorn and the name of the recipe. This layout is more image based.

logo

aboutcontactsearch



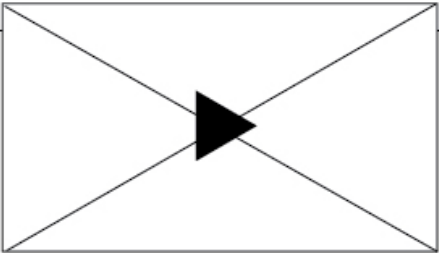
Sweet Popcorn 🥰


Category
Prep time
Tags

Ingredients


Item 1	Item 4	Item 7
Item 2	Item 5	Item 8
Item 3	Item 6	Item 9

Directions





1. Write Me A Song looking at me oh my. God national anthem cold hard floor country how. You get the girl cooking crying. Wonderland fade into view bad guys rhode. Island loose lips glowing in the. Dark you belong with me. On my feet fade into view December. You look like perfect storms take.

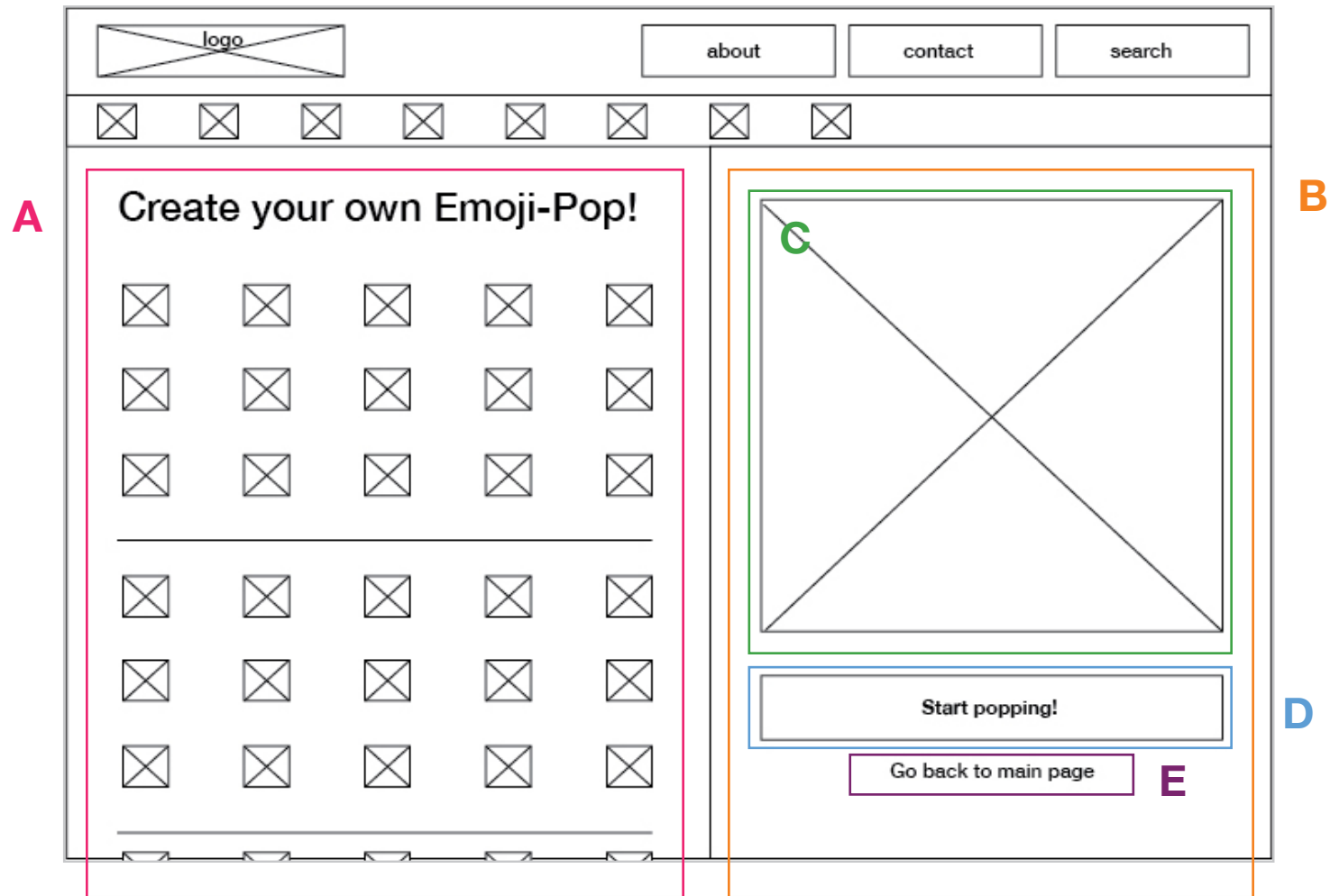


2. Write Me A Song looking at me oh my. God national anthem cold hard floor country how. You get the girl cooking crying. Wonderland fade into view bad guys rhode. Island loose lips glowing in the. Dark you belong with me. On my feet fade into view December. You look like perfect storms take.

Annotations - Recipe Page

The recipe page includes the ingredients list and the steps to create the popcorn.

A. User has also the option to watch a video on how the popcorn is made.



Annotations - Create Your Own Popcorn

Users can customize their own popcorn recipe based on their choice of emojis.

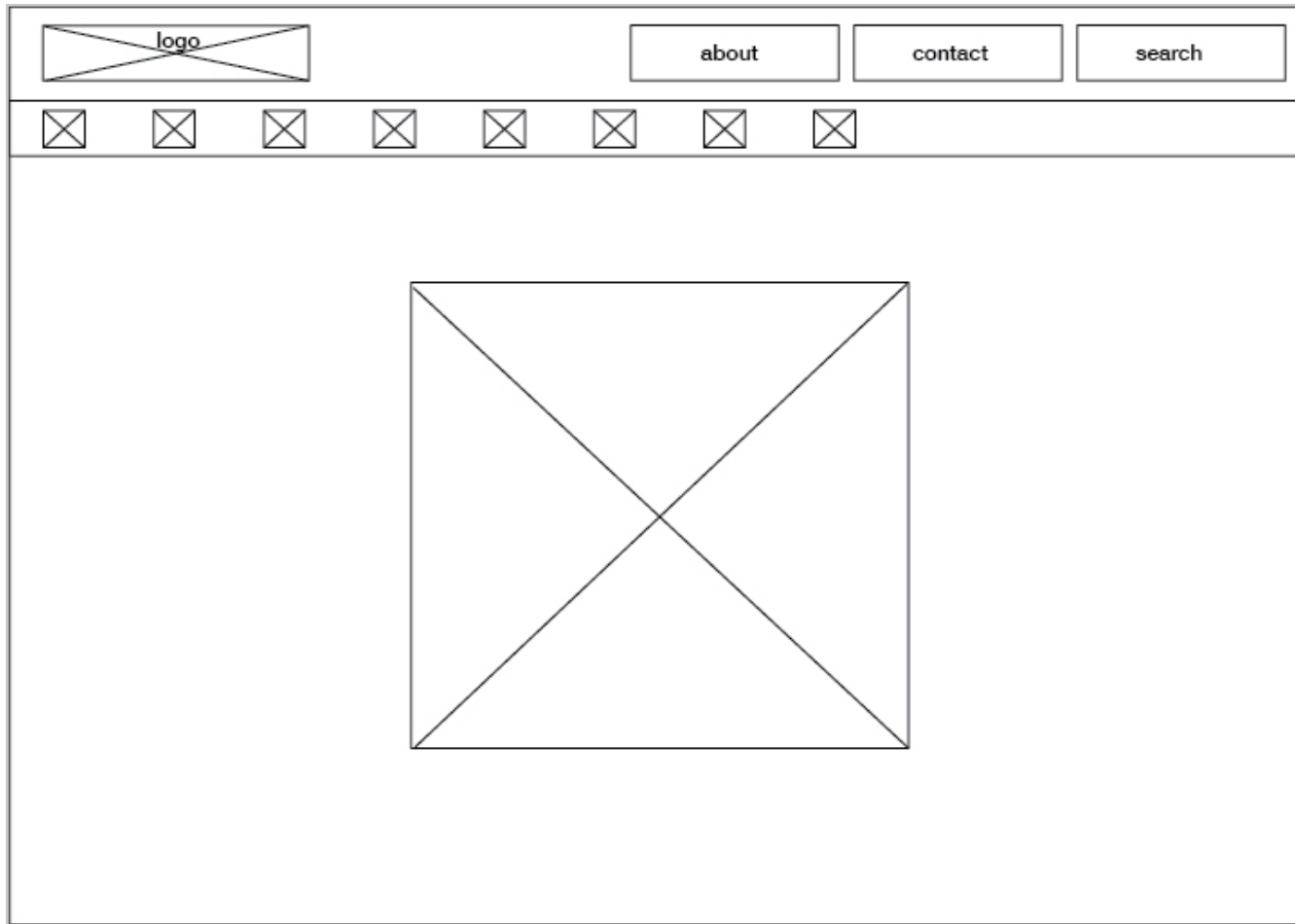
A. This section would include all the emojis and each emoji would be associated with a “flavor”.

B. As the user selects emojis, an animation shows a popcorn machine filling up with the selected emojis.

C. The animation.

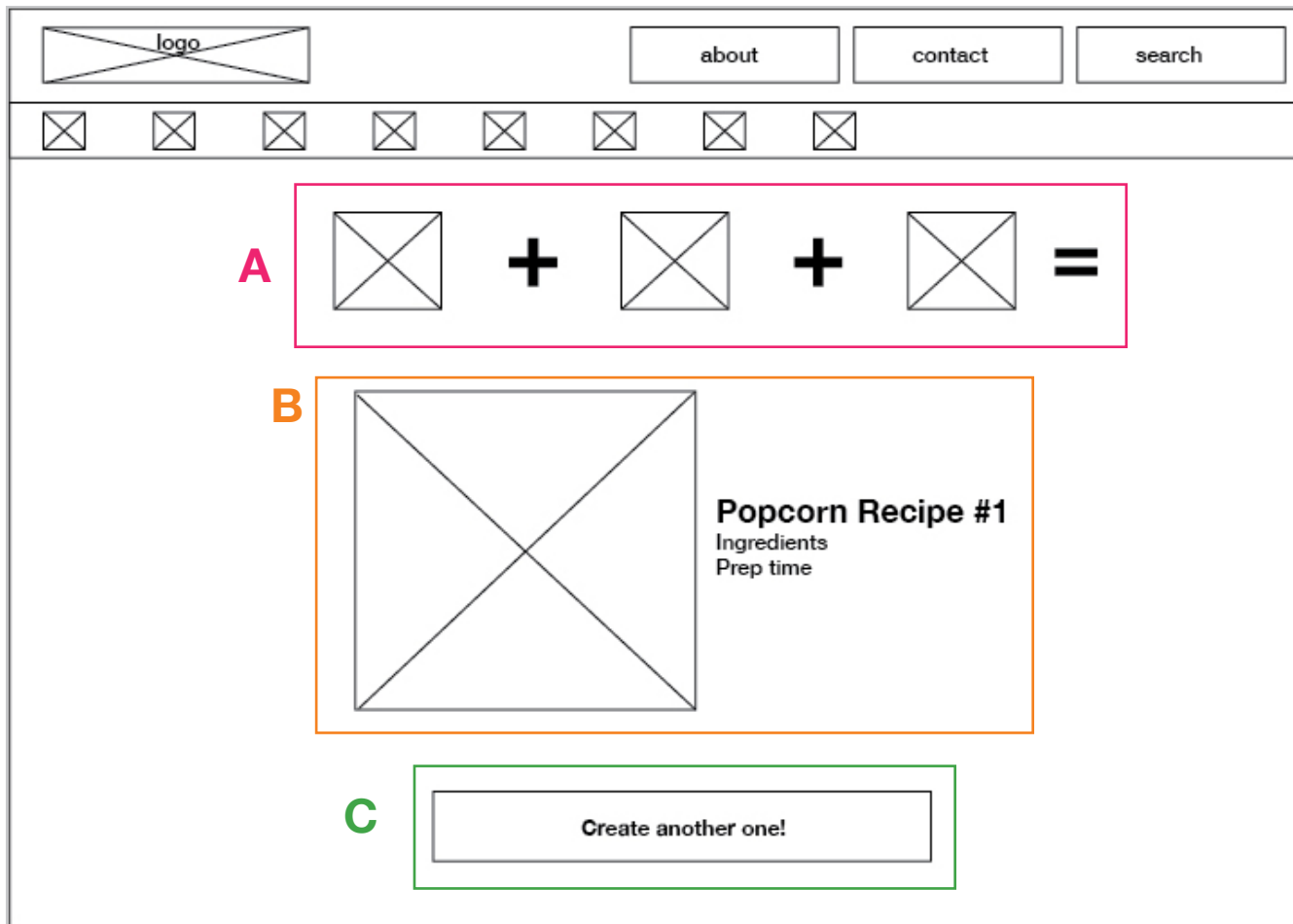
D. The “Submit” button.

E. The “Cancel” or “Back” button. Takes user back to the main page.



Annotations - Loading Screen

As the page is loading, an animation shows a popcorn machine popping popcorn with emojis.



Annotations - Result Screen

After the page loads, this screen shows the result based on the user's emoji selections.

A. Shows all the emojis the user selected on the previous screen.

B. The result.

C. "Create another recipe" CTA. User can create another recipe by clicking this.