

Contents of each column is horizontally centered.
 (note that coupon text is left-aligned)

Tallest product image aligned to top of vertical dashed rules.

All product images in a row are vertically aligned to bottom of the tallest image.
 Any ratings are vertically aligned to center. If none, area is blank.
 All product text is vertically aligned to top.

Any coupons are aligned to top,
 18px below the tallest product text.
 If none, area is blank.

| | | | | |
|--|--|--|--|--|
|  ★★★★★ Fox's U-Bet Sugar-Free Chocolate Syrup \$4.69/ea |  Nestle Nesquik Chocolate Lowfat Milk, 100 Calories \$3.99/ea |  ★★★ Organic Farm-Raised Salmon Fillet \$17.99/lb |  Smart & Simple Lemon-Dill Salmon \$7.99/ea |  ★★★ Salmon Run Riesling 2011 \$13.49/ea |
| <input type="checkbox"/> fd coupon Save \$10.00 (details) | <input type="checkbox"/> fd coupon Save \$10.00 (details) | | | |
|  Plantations Atomized Hot Chocolate Mix \$6.99/ea |  ★★★ Yoo-hoo Chocolate Drink \$2.99/ea |  Nestle Chocolate Lowfat Milk, 100 Calories \$3.99/ea <input type="checkbox"/> fd coupon Save \$10.00 (details) |  Fox's U-Bet Chocolate Flavor Syrup (Dairy) \$3.49/ea |  Fox's U-Bet Vanilla Syrup \$2.99/ea <input type="checkbox"/> fd coupon Save \$10.00 (details) |
|  Fox's U-Bet Chocolate Flavor Syrup (Dairy) \$3.49/ea |  Fox's U-Bet Vanilla Syrup \$2.99/ea <input type="checkbox"/> fd coupon Save \$10.00 (details) |  Hershey's Chocolate Drink \$5.19/ea |  ★★★★★ Nestle Nesquik Chocolate Drink Mix \$3.29/ea |  Yoo-hoo Chocolate Drink \$1.29/ea |

PRODUCT IMAGES
 Dynamically sized. If larger than the maximum dimensions below, then the image is proportionally scaled to fit within.
 max width: 137px
 max height: 100px

137px 10px 137px

5px 5px 2px

flexible

20px 20px

NOTE: All star rating images are now standardized to 11x11 (seafood sustainability images have not changed)

| | | | | |
|--|--|---|---|---|
|  <p>★★★★★ Fox's U-Bet Sugar-Free Chocolate Syrup \$4.69/ea</p> <p><input type="checkbox"/> fd coupon Save \$10.00 (details)</p> |  <p>Nestle Nesquik Chocolate Lowfat Milk, 100 Calories \$3.99/ea</p> <p><input type="checkbox"/> fd coupon Save \$10.00 (details)</p> |  <p>★★★★★ Organic Farm-Raised Salmon Fillet \$17.99/lb</p> |  <p>Smart & Simple Lemon-Dill Salmon \$7.99/ea</p> |  <p>★★★★★ Salmon Run Riesling 2011 \$13.49/ea</p> |
|  <p>Plantations Atomized Hot Chocolate Mix \$6.99/ea</p> |  <p>★★★ Yoo-hoo Chocolate Drink \$2.99/ea</p> |  <p>Nestle Chocolate Lowfat Milk, 100 Calories \$3.99/ea</p> <p><input type="checkbox"/> fd coupon Save \$10.00 (details)</p> |  <p>Fox's U-Bet Chocolate Flavor Syrup (Dairy) \$3.49/ea</p> |  <p>Fox's U-Bet Vanilla Syrup \$2.99/ea</p> <p><input type="checkbox"/> fd coupon Save \$10.00 (details)</p> |
|  <p>Fox's U-Bet Chocolate Flavor Syrup (Dairy) \$3.49/ea</p> |  <p>Fox's U-Bet Vanilla Syrup \$2.99/ea</p> <p><input type="checkbox"/> fd coupon Save \$10.00 (details)</p> |  <p>Hershey's Chocolate Drink \$5.19/ea</p> |  <p>★★★★★ Nestle Nesquik Chocolate Drink Mix \$3.29/ea</p> |  <p>Yoo-hoo Chocolate Drink \$1.29/ea</p> |

| | | | | |
|--|--|--|---|--|
|  <p>★★★★★ Fox's U-Bet Sugar-Free Chocolate Syrup \$4.69/ea</p> <p><input type="checkbox"/> fd coupon Save \$10.00 (details)</p> |  <p>Nestle Nesquik Chocolate Lowfat Milk, 100 Calories \$3.99/ea</p> <p><input type="checkbox"/> fd coupon Save \$10.00 (details)</p> |  <p>★★★ Organic Farm-Raised Salmon Fillet \$17.99/lb</p> |  <p>Smart & Simple Lemon-Dill Salmon \$7.99/ea</p> |  <p>★★★★ Salmon Run Riesling 2011 \$13.49/ea</p> <p>Verdana font-size: 12px line-height: 18px color: #360 underline on hover brand names are bold, with line break</p> <p>Verdana Bold font-size: 12px line-height: 18px color: #333</p> |
|--|--|--|---|--|

| | | | | |
|--|---|---|--|---|
|  <p>Plantations Atomized Hot Chocolate Mix \$6.99/ea</p> |  <p>★★★ Yoo-hoo Chocolate Drink \$2.99/ea</p> |  <p>Nestle Chocolate Lowfat Milk, 100 Calories \$3.99/ea</p> <p><input type="checkbox"/> fd coupon Save \$10.00 (details)</p> |  <p>Fox's U-Bet Chocolate Flavor Syrup (Dairy) \$3.49/ea</p> |  <p>Fox's U-Bet Vanilla Syrup \$2.99/ea</p> <p><input type="checkbox"/> fd coupon Save \$10.00 (details)</p> <p>Verdana Bold font-size: 10px color: #9702d7</p> <p>Verdana font-size: 10px color: #333 underline on hover</p> |
|--|---|---|--|---|

| | | | | |
|--|---|--|--|--|
|  <p>Fox's U-Bet Chocolate Flavor Syrup (Dairy) \$3.49/ea</p> |  <p>Fox's U-Bet Vanilla Syrup \$2.99/ea</p> <p><input type="checkbox"/> fd coupon Save \$10.00 (details)</p> |  <p>Hershey's Chocolate Drink \$5.19/ea</p> |  <p>★★★★ Nestle Nesquik Chocolate Drink Mix \$3.29/ea</p> |  <p>Yoo-hoo Chocolate Drink \$1.29/ea</p> |
|--|---|--|--|--|

TEXT:
Verdana Bold
font-size: 12px
color: #FFF
NOTE: text-shadow

CSS BUTTON:
115 x 26
background-color: #b6d888
border-top-left-radius: 10px
border-bottom-right-radius: 10px

CSS BUTTON:
92x27
Verdana Bold
font-size: 12px
padding: 6px 10px 6px 10px
background-color: #F90
border: 1px #CB8426
border-radius: 5px
NOTE: inset CSS box shadow

IMAGE:
25x21

IMAGE:
18x18

@font-face:
Eagle Light
font-size: 18px
color: #AF7ABC

MODAL WINDOW:
340 x [flexible]
background-color: #fff
border: 1px #DBCDFD
border-radius: 10px
box-shadow: 5px 5px 8px #000

CSS BUTTON:
27x27
padding: 5px 7px 5px 7px
background-color: #B07BB7
border: 1px #8C5E93
border-radius: 5px
NOTE: inset CSS box shadow

NOTES REGARDING MODAL WINDOW:

- Modal window fades in on hover, after a brief pause.
- If there is a recommended product, the window expands, after a brief pause.
- For the first three columns of products, the recommended products slide out towards the right. For the last two columns of products, recommended products slide out towards the left.
- Overall height of modal window is determined by height of tallest product image in row.
- All elements within each modal window are vertically aligned, according to the tallest in its row.

The image shows a product list with a modal window open over a 'FreshDirect Chocolate Syrup' product. The modal window contains a 'Learn more' button (115x26, #b6d888), a product image (25x21), the product title 'FreshDirect Chocolate Syrup' (Eagle Light font, 18px, #AF7ABC), the price '\$2.99/ea', a quantity selector (5), and an 'add to cart' button (27x27, #B07BB7). The modal window has a white background, a 1px #DBCDFD border, 10px border-radius, and a 5px 5px 8px #000 box-shadow. The background product list includes items like 'Nestle Nesquik Chocolate Lowfat Milk', 'Fox's U-Bet Chocolate Flavor Syrup (Dairy)', and 'Yoo-hoo Chocolate Drink'. Annotations specify dimensions (e.g., 170px for 'Learn more' button), font styles (Verdana Bold, Eagle Light), and CSS rules for buttons and text.

learn more [close]

TRY:

AVAILABILITY:
173 x [flexible]
background-color: #ffead5
border: 1px #ffd6ae

TEXT:
Verdana Regular
font-size: 12px
line-height: 14px
color: #333

IMAGE:
27 x 27

Available for delivery after Tuesday 07/23

1 +
subtotal: \$15.30
add to cart

5 +
subtotal: \$15.30
add to cart

Product List:

- Fox's** U-Bet Sugar-Free Chocolate \$4.69/ea
- Plantations** Atomized Hot Chocolate Mix \$6.99/ea
- Fox's** U-Bet Chocolate Flavor Syrup (Dairy) \$3.49/ea
- Fox's** U-Bet Vanilla Syrup \$2.99/ea
- Fox's** U-Bet Chocolate Flavor Syrup (Dairy) \$3.49/ea
- Fox's** U-Bet Vanilla Syrup \$2.99/ea
- Hershey's** Chocolate Drink \$5.19/ea
- Nestle** Nesquik Chocolate Drink Mix \$3.29/ea
- Yoo-hoo** Chocolate Drink \$1.29/ea
- FreshDirect** Chocolate \$2.99/ea
- part & Simple** Mill Salmon \$9/ea
- Salmon Run** Riesling 2011 \$13.49/ea
- Fox's** U-Bet Vanilla Syrup \$2.99/ea

fd coupon Save \$10.00 (details)

Animation: Modal window fades in, and expands to right

The sequence shows the modal window for Nesquik Chocolate Lowfat Milk. It starts as a small window and expands to the right, revealing a 'TRY:' section for FreshDirect Chocolate Syrup. The modal window contains a search bar, product image, name, description, price, a coupon checkbox, quantity controls, subtotal, and an 'add to cart' button.

Animation: Modal window fades in, and expands to left

The sequence shows the modal window for FreshDirect Chocolate Syrup. It starts as a small window and expands to the left, revealing a 'TRY:' section for Nesquik Chocolate Lowfat Milk. The modal window contains a search bar, product image, name, description, price, a coupon checkbox, quantity controls, subtotal, and an 'add to cart' button.

1. Default State

Active hover area shown in red



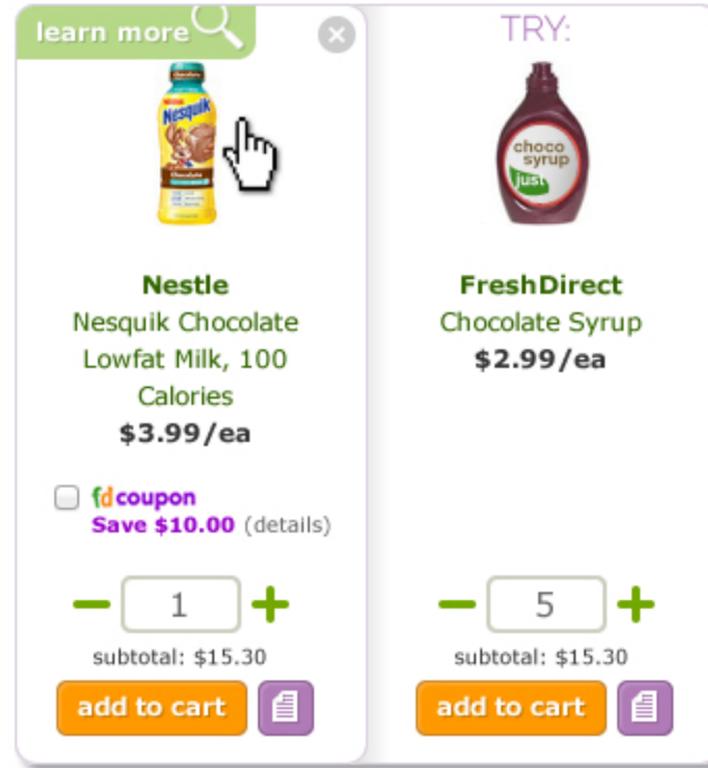
2a. Modal Window

Modal window fades in on hover (after a brief delay)



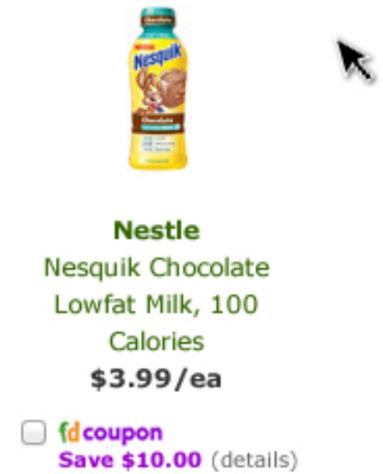
2b. Modal Window

If there is a recommended product, window expands (after brief delay)

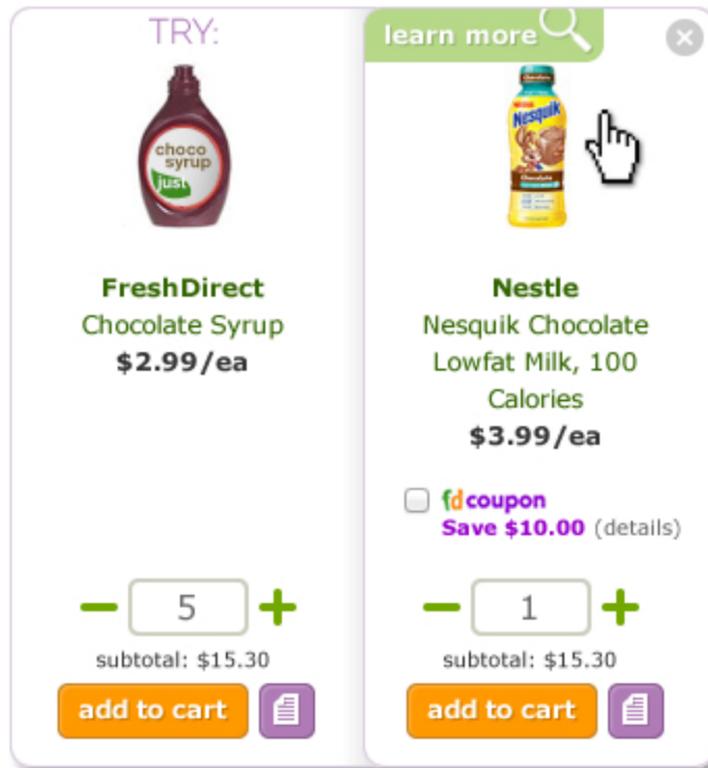


3. Roll Off

Modal window fades out on roll off



NOTE: If modal window will expand beyond rightmost page edge, window expands to left:



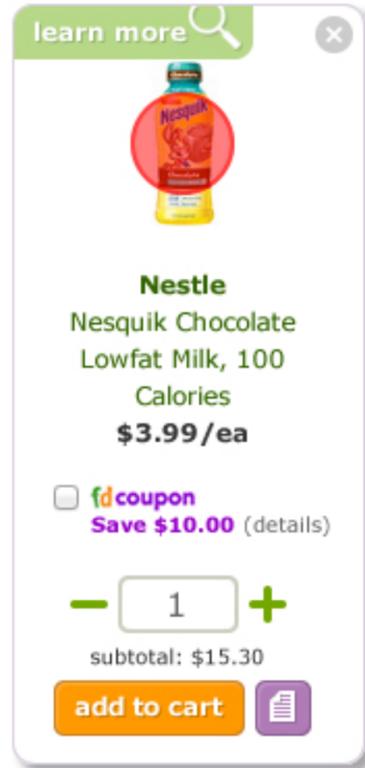
1. Default State

Active area shown in red



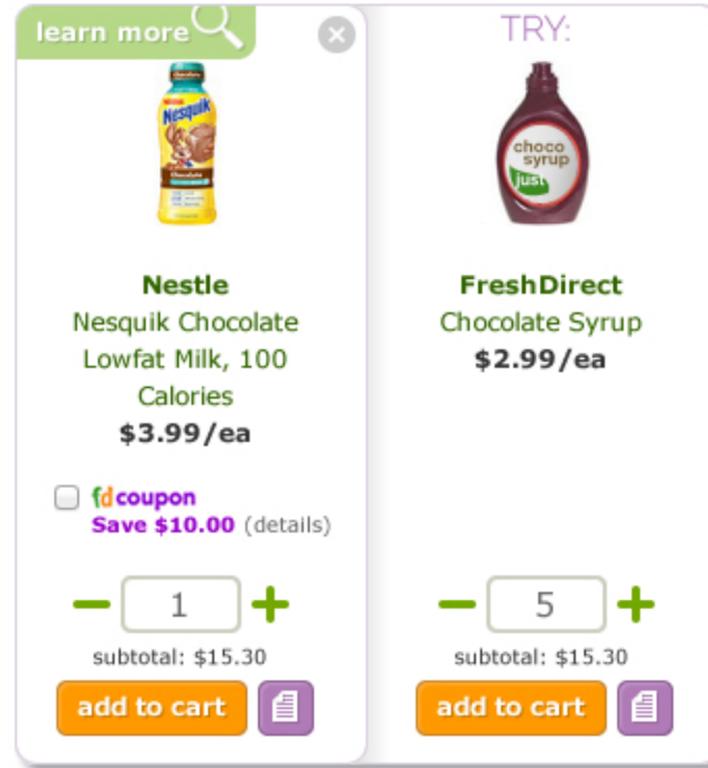
2a. Modal Window

Modal window fades in on tap (after a brief delay)



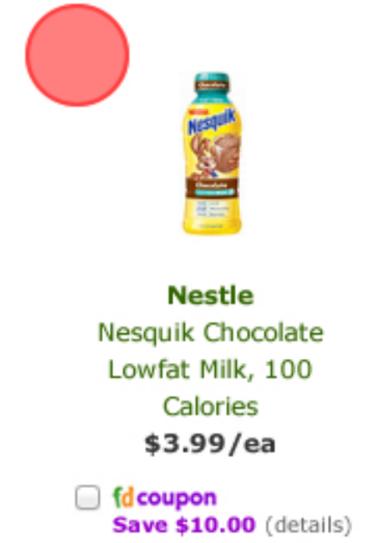
2b. Modal Window

If there is a recommended product, window expands (after brief delay)

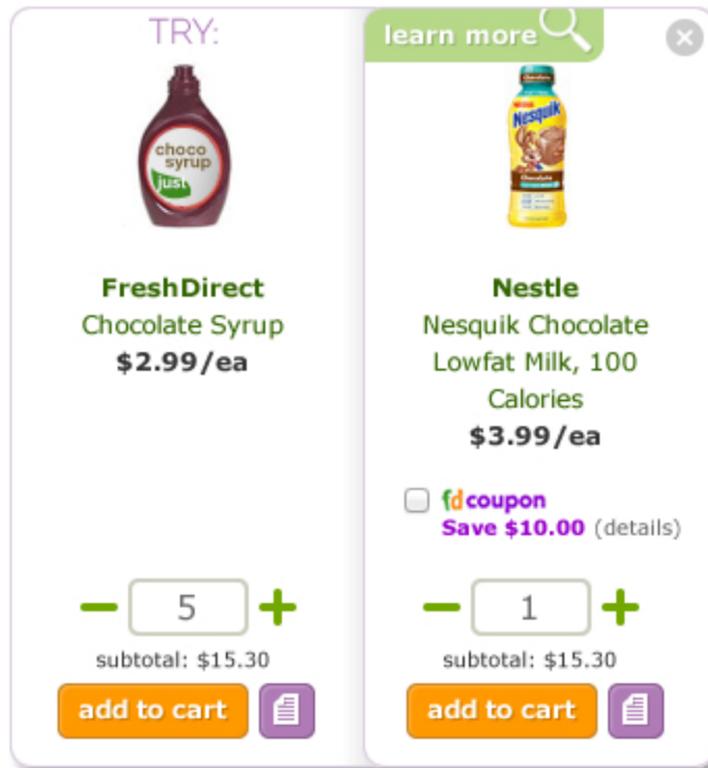


3. Tap Outside

Modal window fades out on tap outside (or on "X" button)



NOTE: If modal window will expand beyond rightmost page edge, recommended item expands to left.



1. Default State

Active ecoupon area shown in red



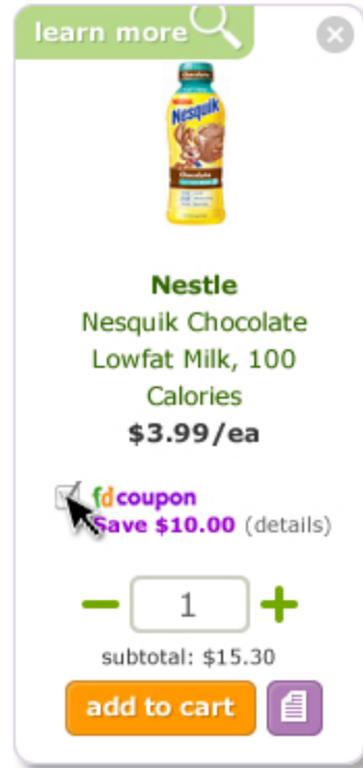
2a. Modal Window

Tooltip and modal window appear on hover



2b. Modal Window

Clicking on checkbox activates coupon and dismisses tooltip



NOTE: "Details" text underlines on hover anywhere over ecoupon.

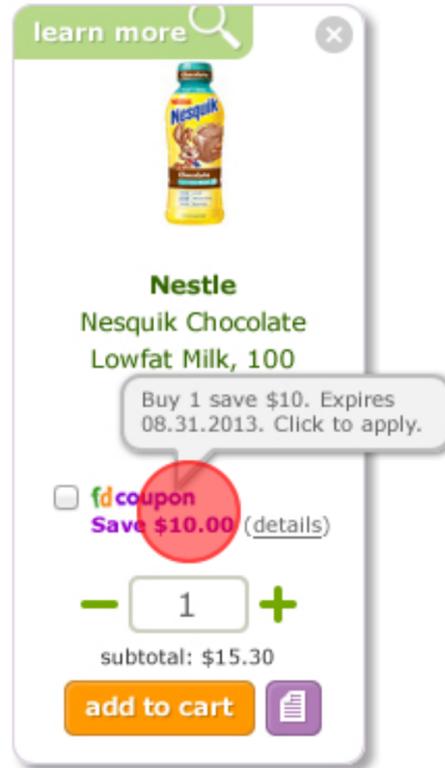
1. Default State

Active ecoupon area shown in red



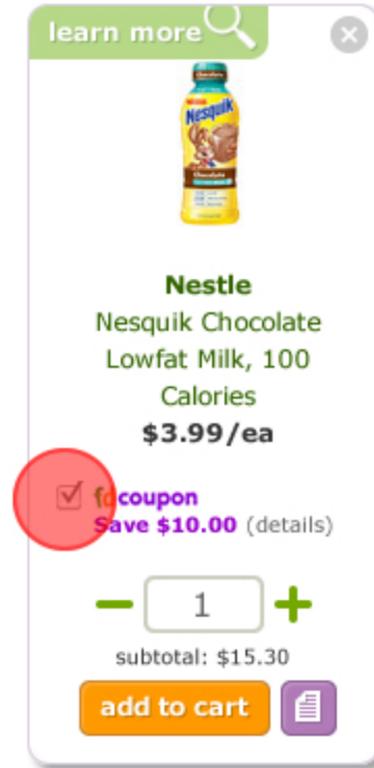
2a. Modal Window

Tooltip and modal window appear on tap



2b. Modal Window

Tapping on checkbox activates coupon and dismisses tooltip



NOTE: Tapping on checkbox first activates the coupon without displaying tooltip.