

KARAM ABOONA

KING ARTHUR FLOUR

Statement

King Arthur Flour is America's oldest flour company, founded in Boston in 1790 to provide pure, high-quality flour for residents of the newly formed United States. More than 220 years later, we're the nation's premier baking resource, offering everything from top-quality baking products to inspiring educational programs—all backed by the passion and commitment of our dedicated employee-owners.

1790 Henry Wood began importing European flour to Long Wharf in Boston, Massachusetts. His goal was to provide high-quality flour for bakers in the fledgling United States.

2011 King Arthur Flour began a major expansion of The Baker's Store, King Arthur Flour Bakery, and Baking Education Center to ensure we remain a destination for passionate bakers for years to come.

Content Inventory:

Logo – action buttons- Cake & Flour photos-description

Content Hierarchy:

H1 – KING ARTHUR FLOUR

H2 – SHOP

H2 – RECIPES

H2 –LEARN

H2 – VIDEOS

H2 – OUR PRODUCTS

H2 – CONTACT US

H3 – BAKE TRUCK H3 – FREE PROGRAM

H3 – MIX PURCHASE H3 – KIDS SHARING

BUILD Wireframe Worksheet

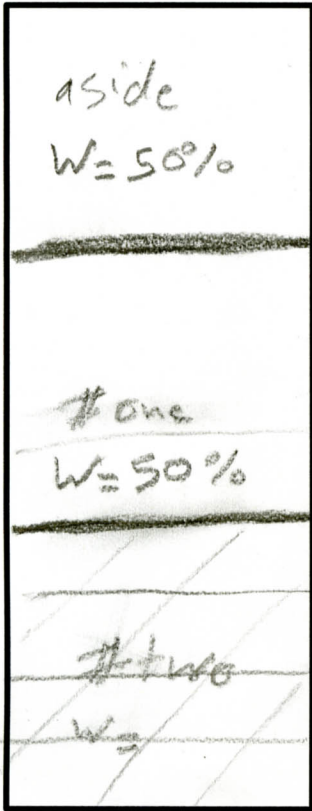
Wireframe for:

Names and Numbers (%)

Karam Aboona

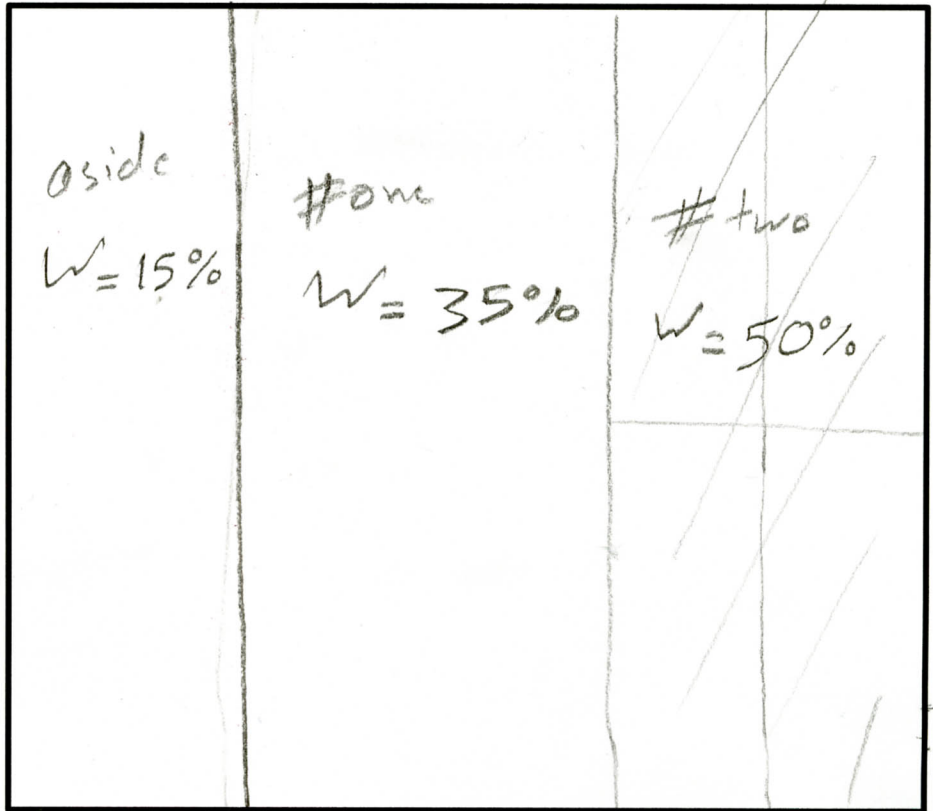
base - mobile first

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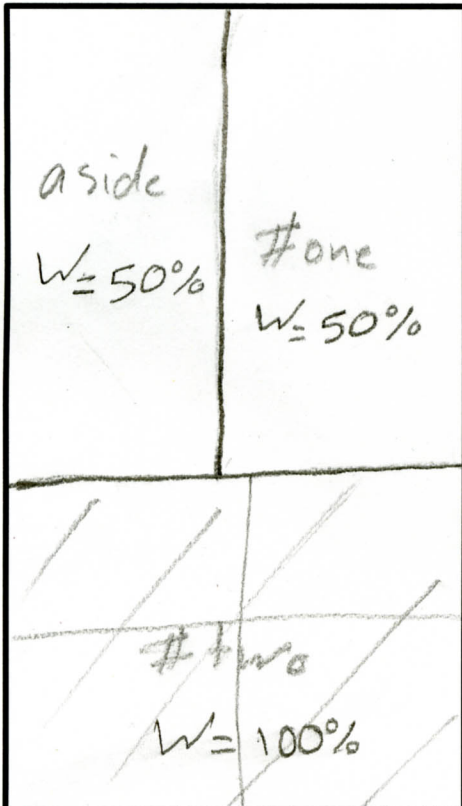


desktop

w= 960px and above

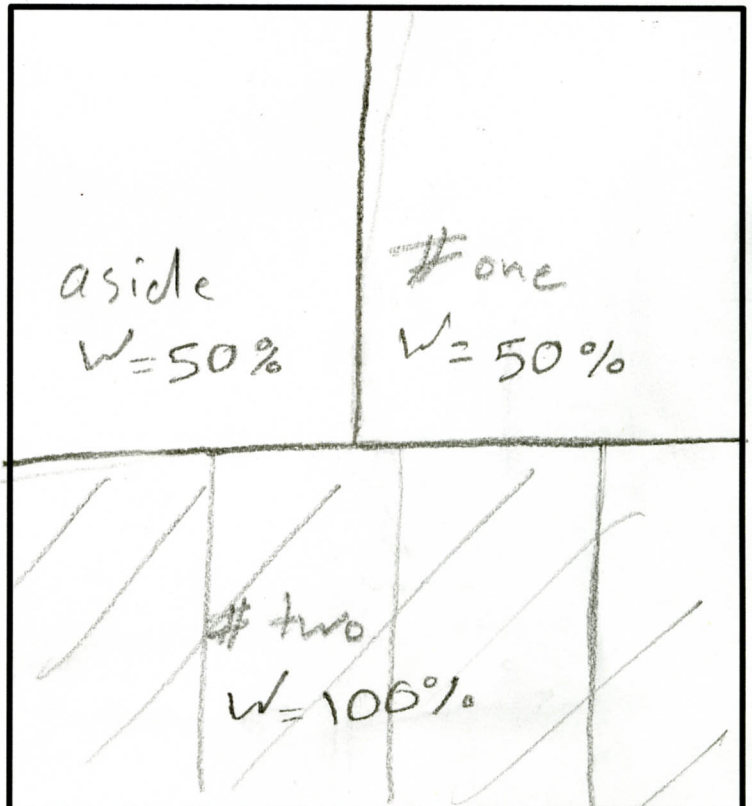


tablet portrait w= 480 - 768px



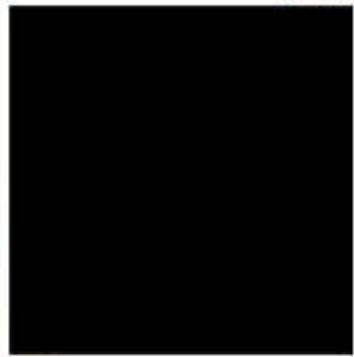
tablet landscape

w= 768 - 960px





Style Tile
version:1



SHOP

LEARN

This is an Example of a Header

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This is an Example of a Sub Head

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This is an example of a Text link »

Adjectives

Bake truck *Mix purchase*
Sharing Free program



Karam Aboona

Website Content Plan

Business Goals

Selling

Increase profit

Increase traffic to shop

What Visitors Want

Types of Cakes

Comparing

Discovering

What Makes My Biz Different

style

organizing

Discovering

What Action I Want People to Take

Buy Cakes & Recipes

Discover traffic
Cake types and Flavors

Tell friends about their experience



Document Outline

Content Layout Sketches

h1 King Arthur Flour

h2 Shop online

h2 Recipes

h2 Learn

h2 Video

h3 Bake Truck

h3 Mix purchase

h3 free program

h3 Kids sharing

h3

h3

h3

h3

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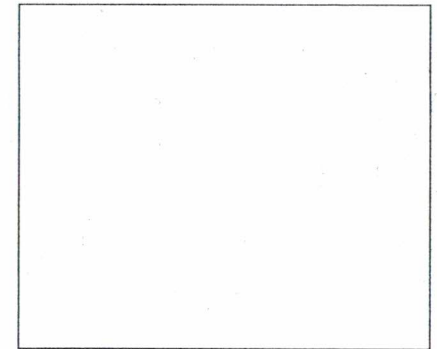
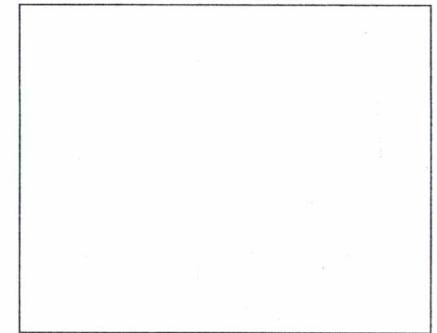
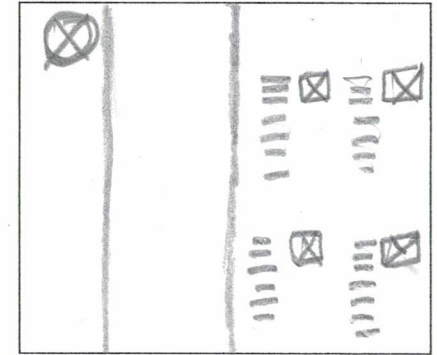
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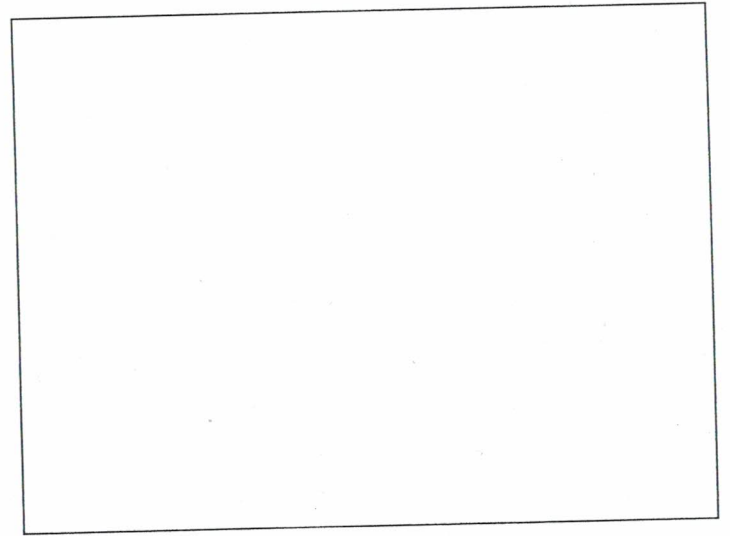
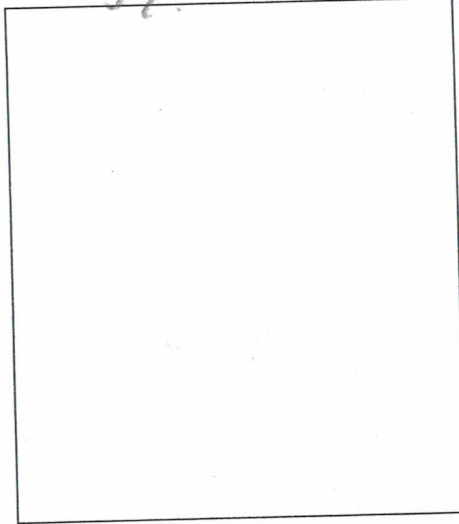
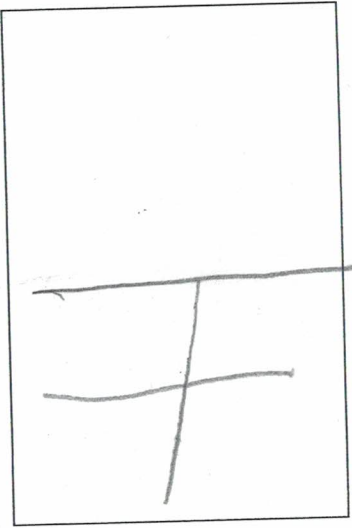
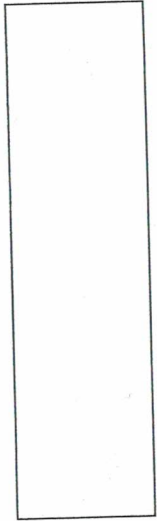
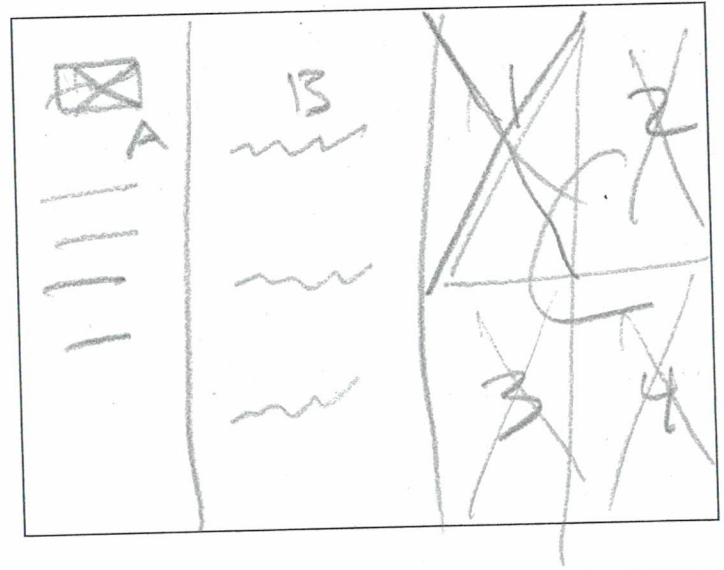
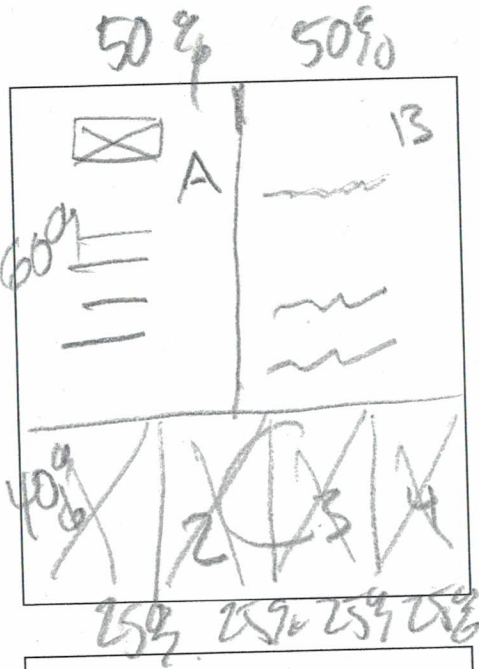
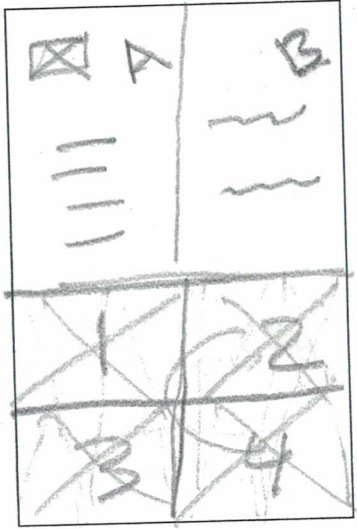
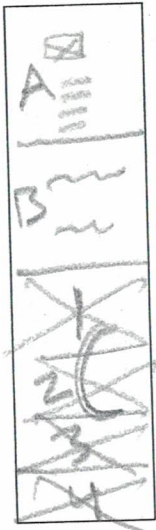
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Karom Absara



PROJECT NOTES



- SHOP
- RECIPES
- LEARN
- VIDEOS
- OUR PRODUCTS
- CONTACT US

85 US Route 5 South Norwich, Vermont
Our ingredients are the best of the best
the result of attention to detail and our
passion for baking. We take as much pride
and care in our products as you do in
baking with them. Our mission? Putting the
good back in baked goods.

In our new film, "That's what spreading
the joy of baking year-round for, sharing
goods, and encouraging kids to Bake
for Good."



Together with help from
sponsors like South Norwich
Grades we purchased
and made a donation to Reading
America.



Our Free program features kids to bake
around their schools. Then they take
their loaves of love-out to enjoy and
share at home.



Click here within the community and
share your story.



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Click here within the
community and get part
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share in ours. (This year
we're to enjoy.)

