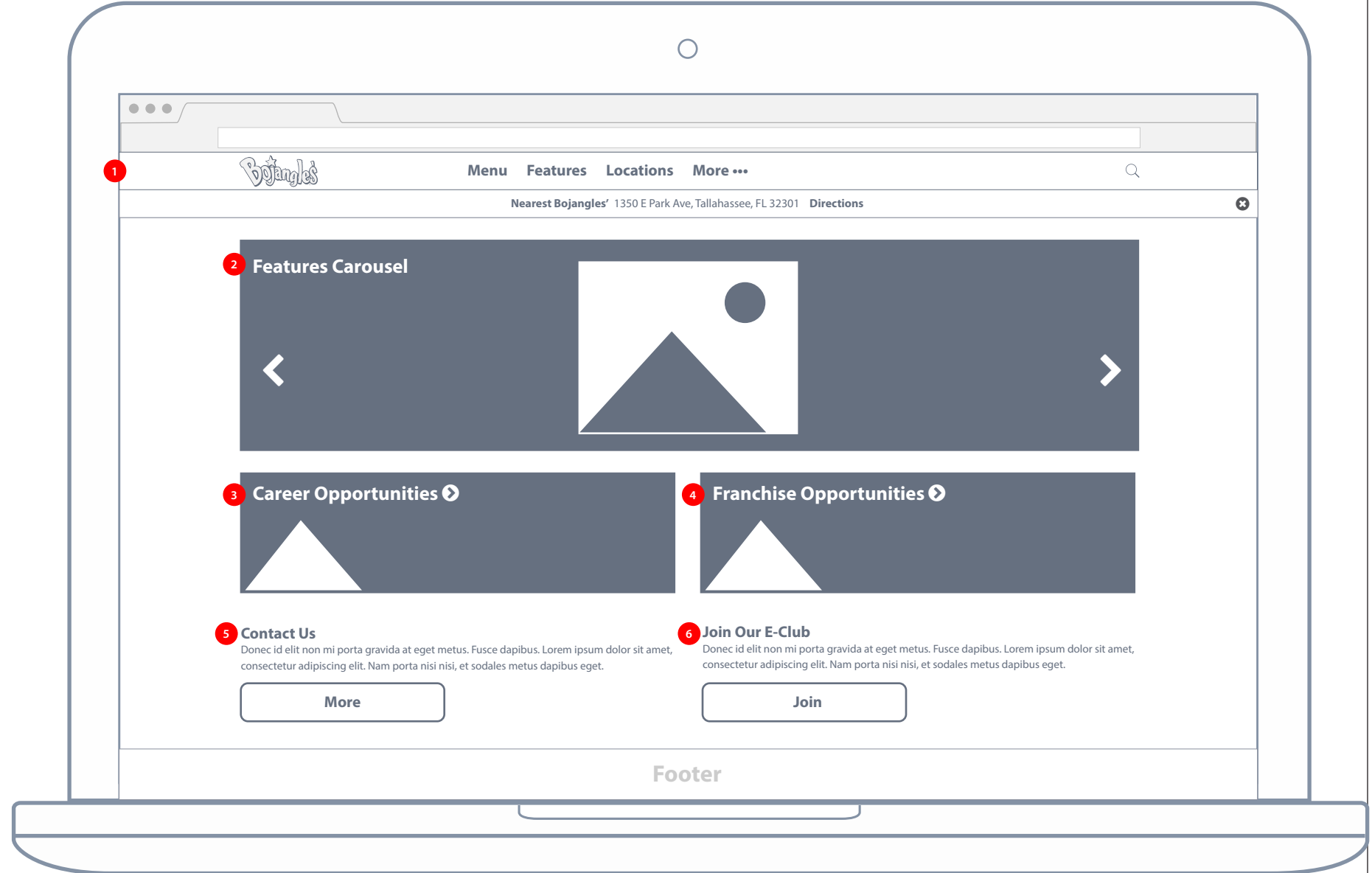
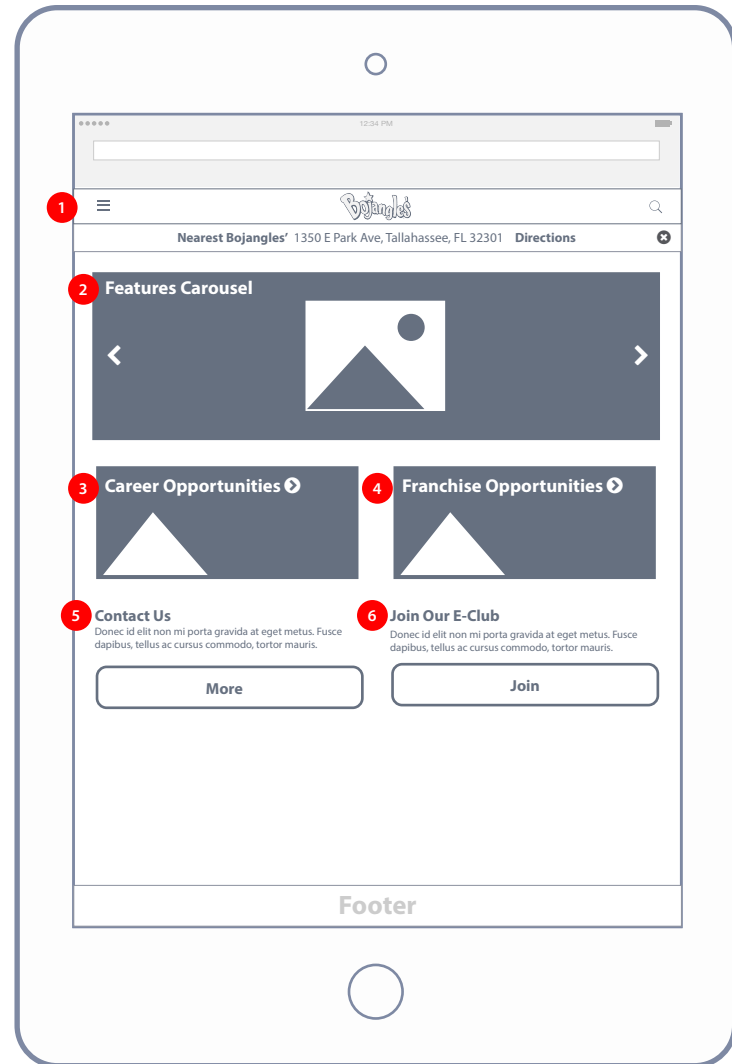
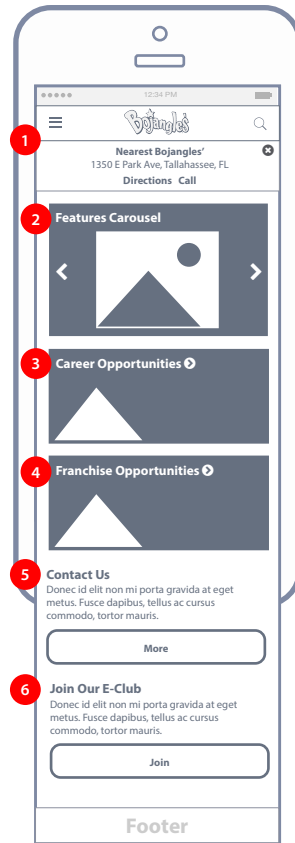


# Information Architecture: Wireframe

Site: bojangles.com  
Version: 1.1

**1.0: Home**  
(Mobile + Tablet + Desktop)



- 1 **Header Bar\***  
See page describing global header used for all pages.
- 2 **Featured Carousel**  
Rotating images with links to promotions and other messages.
- 3 **Career Opportunities**  
Image with link to Employment page.
- 4 **Franchise Opportunities**  
Image with link to Franchise page.
- 5 **Contact Us**  
Text block with link to Contact page.
- 6 **Join Our E-Club**  
Text block with link to E-Club page.

## Who is most likely to visit this page, and what are they looking for?



**Consumer**  
Hungry and looking for a location. Wondering about menu options and ordering.



**Franchisee Prospect**  
Interested in a QSR franchise and wondering if Bojangles' is the best choice.



**Employee Prospect**  
Interested in job openings, applying online, perks, and company culture.

