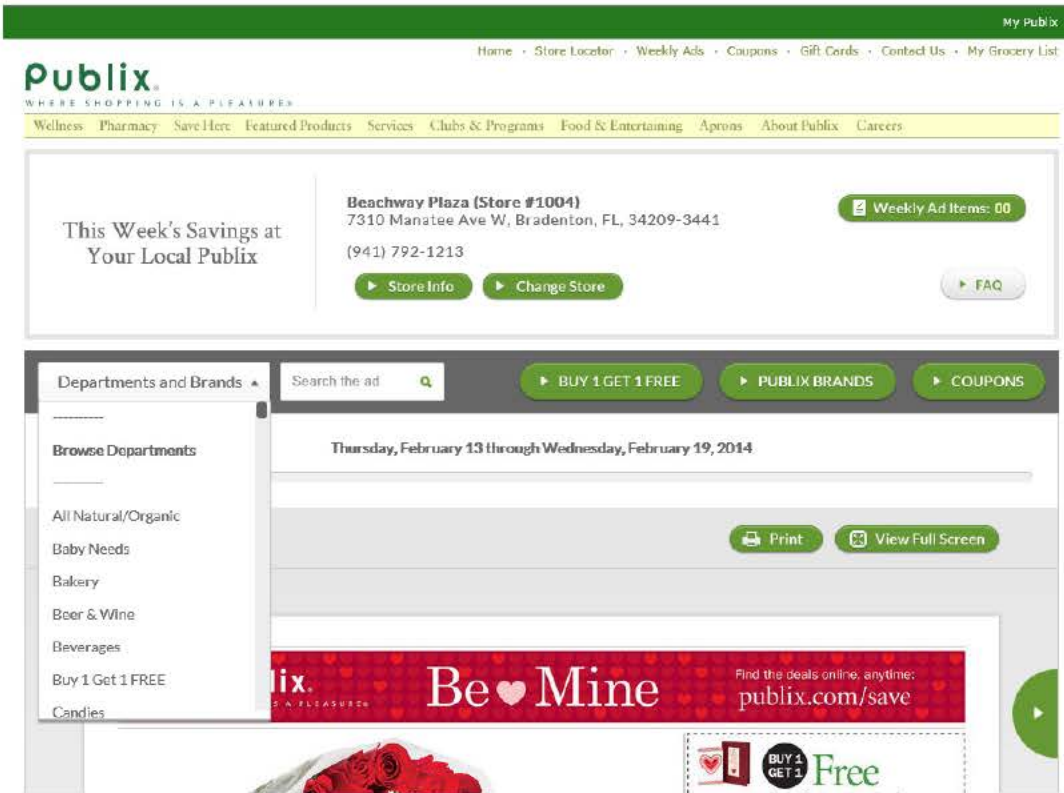
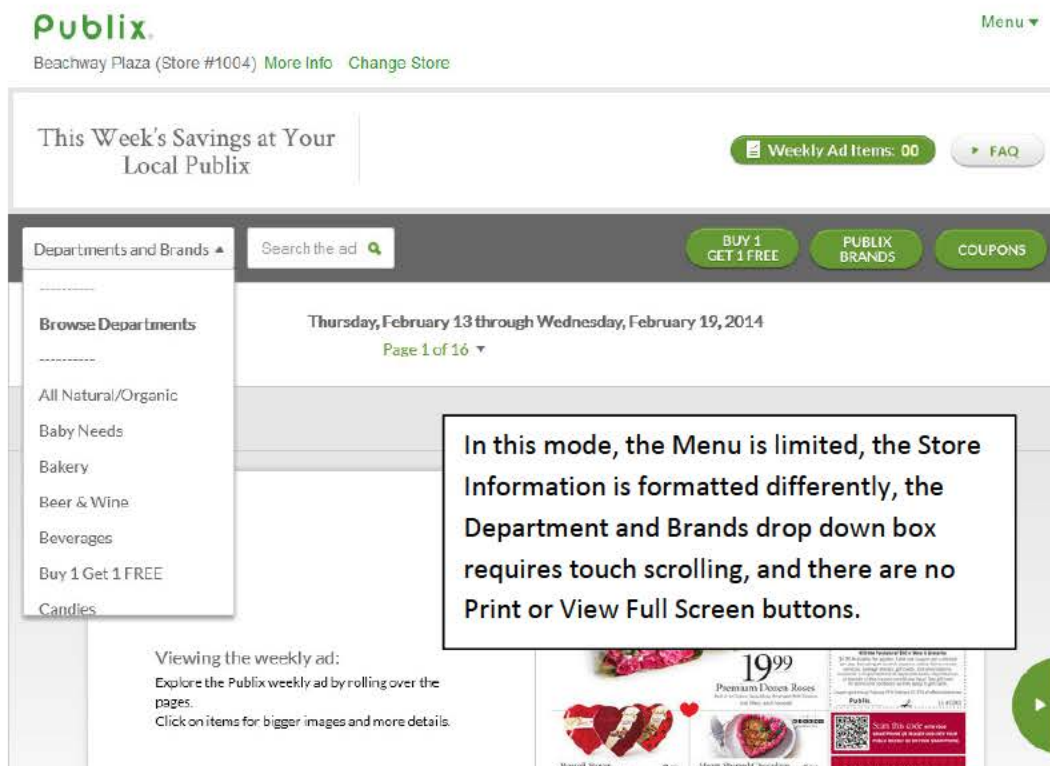


## Desktop Mode



The desktop view of the Publix website features a green header with the Publix logo and navigation links. Below the header is a navigation bar with categories like Wellness, Pharmacy, and Save Here. The main content area includes a store locator for Beachway Plaza (Store #1004) with address and phone number, and a 'Weekly Ad Items: 00' indicator. A search bar and navigation buttons for 'BUY 1 GET 1 FREE', 'PUBLIX BRANDS', and 'COUPONS' are present. A departmental drop-down menu is open on the left, listing categories like All Natural/Organic, Baby Needs, Bakery, Beer & Wine, Beverages, Buy 1 Get 1 FREE, and Candies. The main ad area displays the date 'Thursday, February 13 through Wednesday, February 19, 2014' and a 'Be Mine' promotion with a 'BUY 1 GET 1 Free' offer. Print and View Full Screen buttons are visible.

## TABLET MODE



The tablet view of the Publix website shows a simplified layout. The header includes the Publix logo and a 'Menu' button. The store locator for Beachway Plaza (Store #1004) is present with 'More Info' and 'Change Store' links. The main content area displays the date 'Thursday, February 13 through Wednesday, February 19, 2014' and a 'Page 1 of 16' indicator. A departmental drop-down menu is open on the left, listing categories like All Natural/Organic, Baby Needs, Bakery, Beer & Wine, Beverages, Buy 1 Get 1 FREE, and Candies. The main ad area displays the date and a 'Be Mine' promotion with a 'BUY 1 GET 1 Free' offer. A text box explains: 'In this mode, the Menu is limited, the Store Information is formatted differently, the Department and Brands drop down box requires touch scrolling, and there are no Print or View Full Screen buttons.' Below the ad, there is a section for 'Viewing the weekly ad' with instructions: 'Explore the Publix weekly ad by rolling over the pages. Click on items for bigger images and more details.' Product images for 'Rosed Stroy' and 'Heart Shaped Chocolate' are visible.