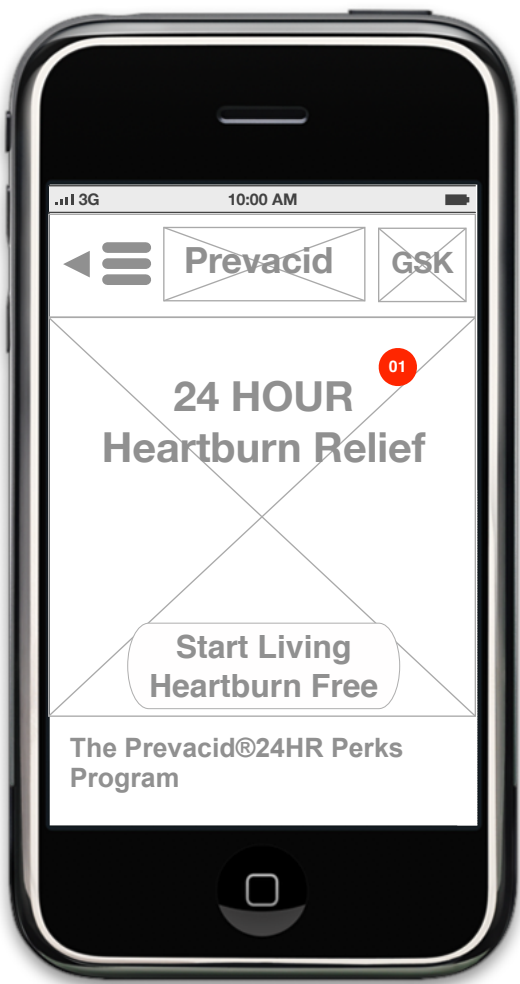


Client: Novartis/GSK
Project: Prevacid®24 Hour
Deliverable: Mobile Wireframes

Author: Pawel Tulin
Date: Tue Jun 02 2015
Document: prevacid.mobile.v.2.0.4.graffle
Project Code: Internal Project Code

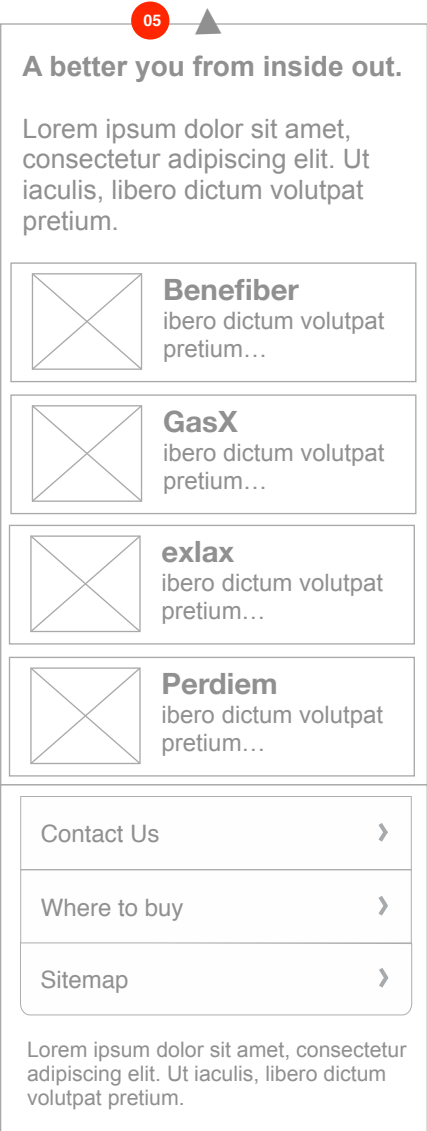
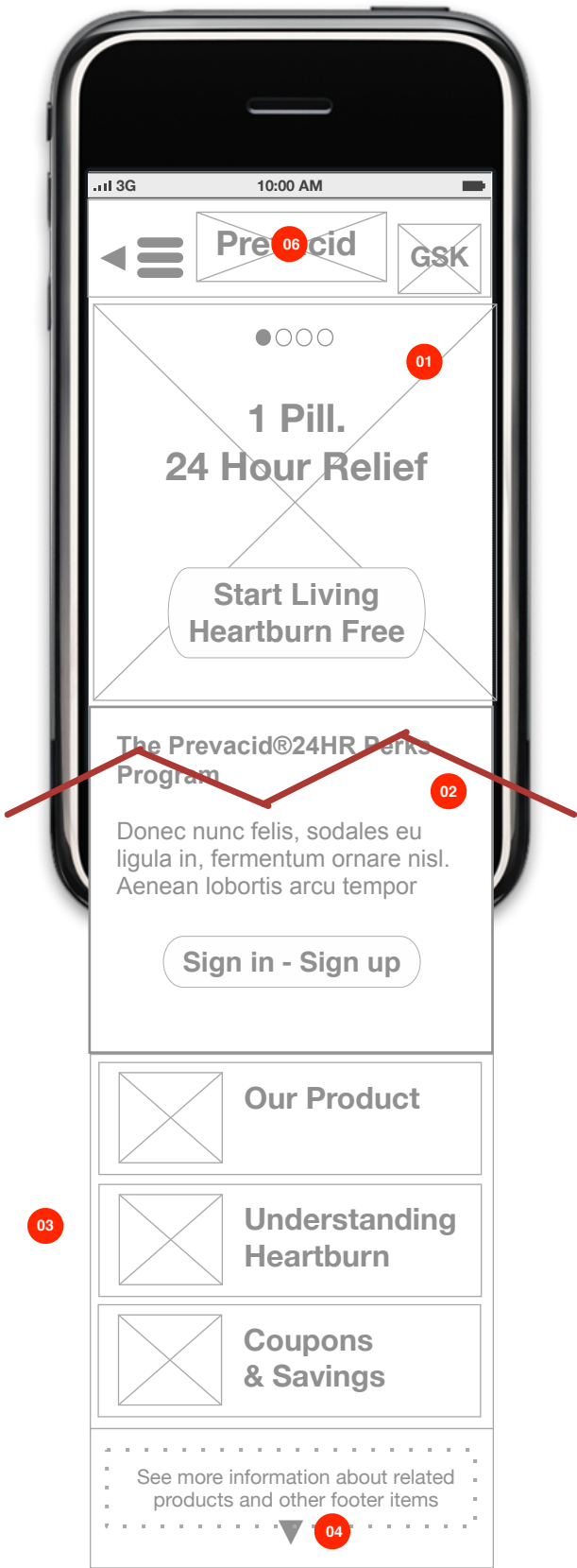
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Design Annotations:

01_Allow user to swipe left and right through the carousel. Otherwise allow for time content change. The timing will be defined during content delivery.



Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements.

01_Rotate in carrousel control. Refer to design for number of screens to be rotated, also make sure there is enough time to absorb content of each rotating screen. Allow for user to stop rotation by touch and allow for swiping left and right.

02_This is enlaced in iFrame with the content provide by third party vendor

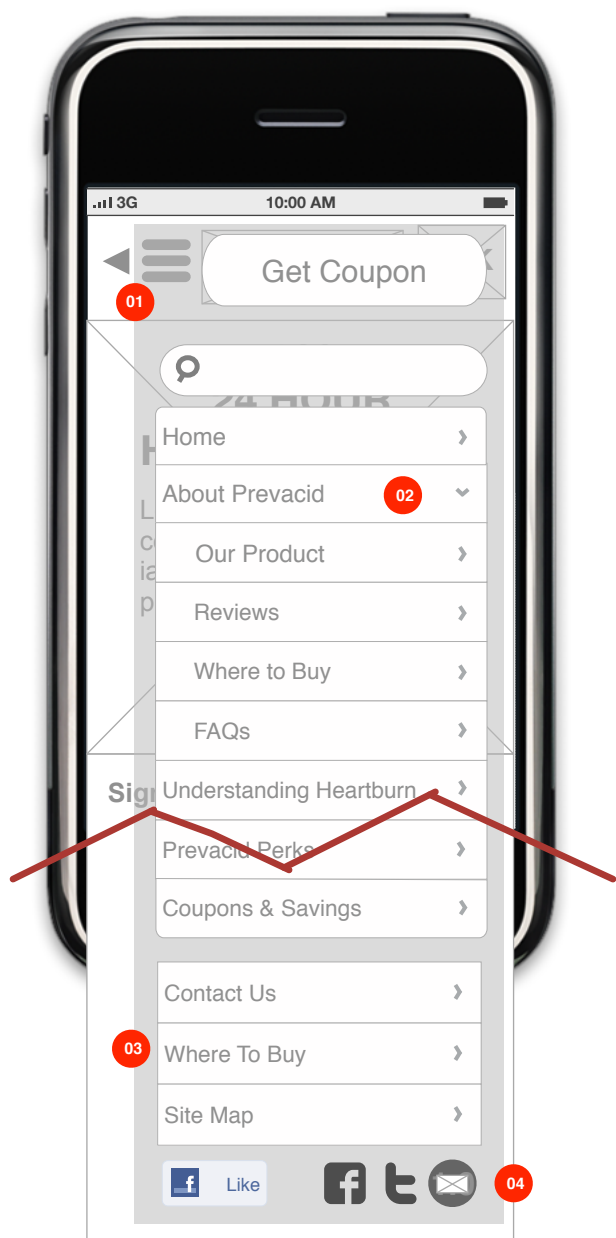
03_Make whole module area as clickable.

04_Expand on touch to show all footer information.

05_Expanded footer content.

06_Clicking on the logo take user home (for now, we will conduct some simple usability study to confirm that)

Site Navigation



Design Annotations:

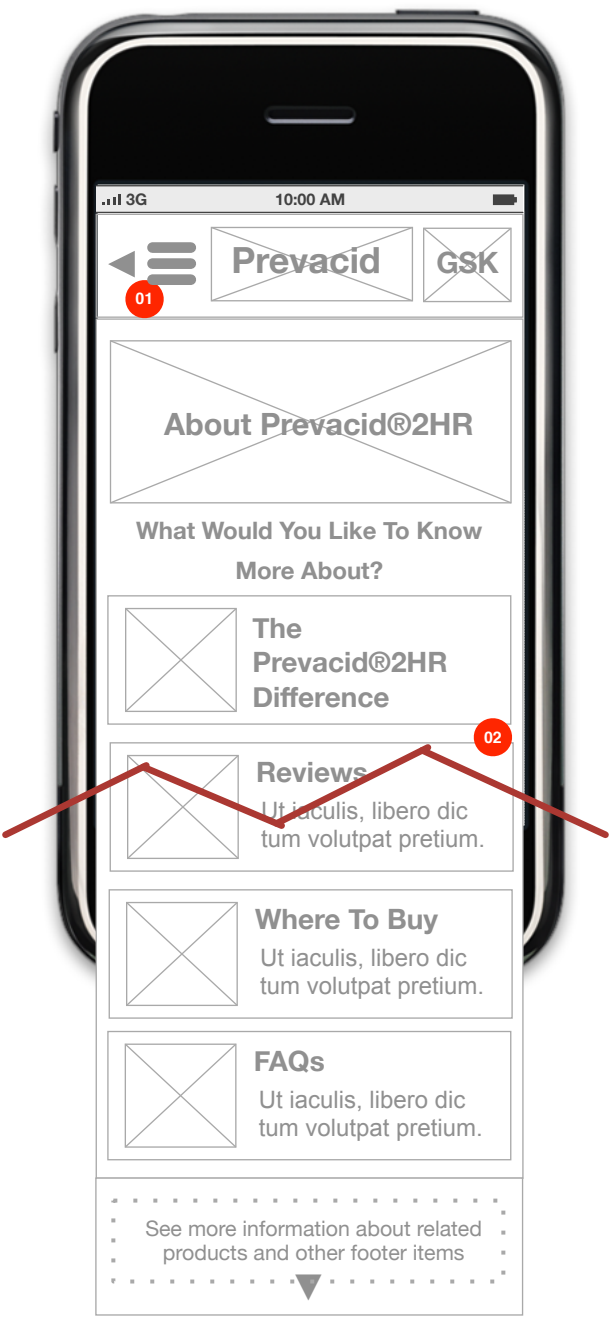
General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements.

01_Allow user to swipe navigation out. Also, touching the left side of the screen in the area of the page underneath should close humbugger menu.

02_Only allow one accordion item to be opened at the time. Clicking on the arrow closes and opens accordion item. Clicking on text takes user to the corresponding page.

03_Touching social media icons opens up a corresponding social media app when available. When sharing icens are clicked share only current page.

04_Do not display sitemap link or page in mobile version.



Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements.

01_On second level pages and below second level display <Back button. This button should take user one step back in the browsing history.

02_Display maximum three lines of text. Whole module area is clickable (big button).

Our Product



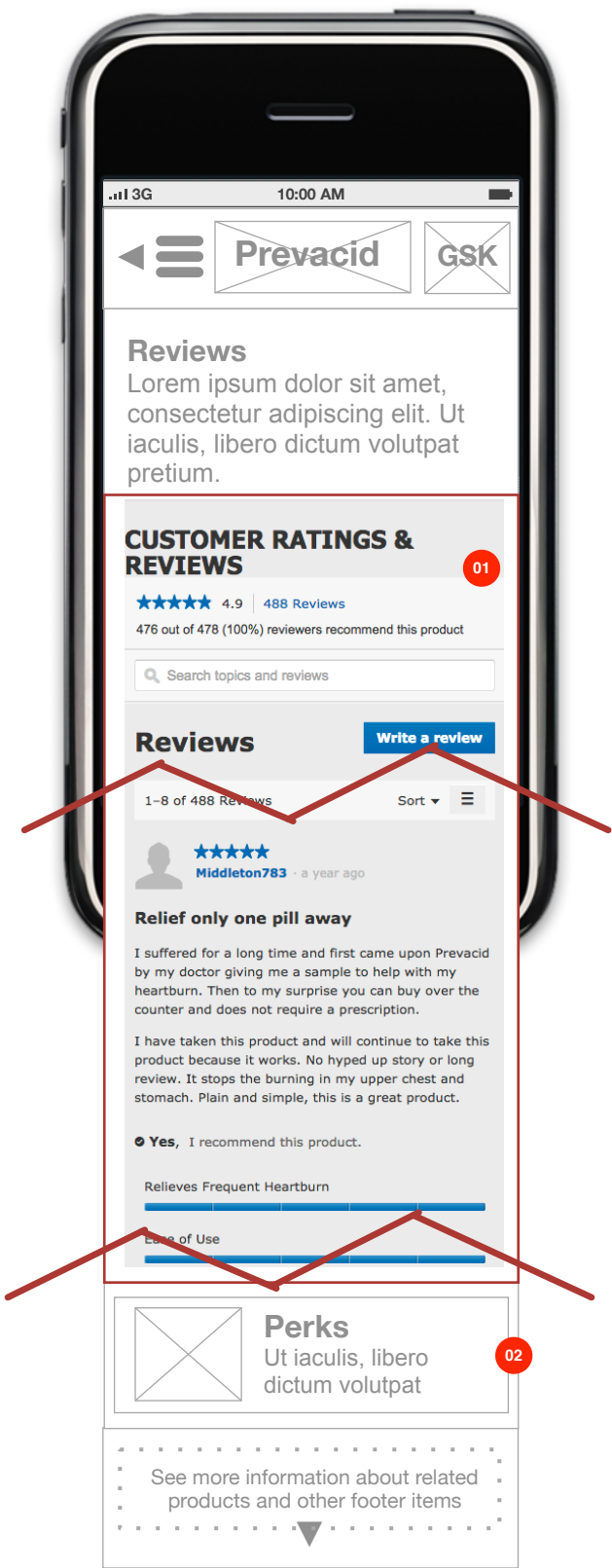
Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements.

01_Touching a video thumbnail will open a default video player.

02_Maximum three lines of text and big button treatment.

02_Links to corresponding pages.

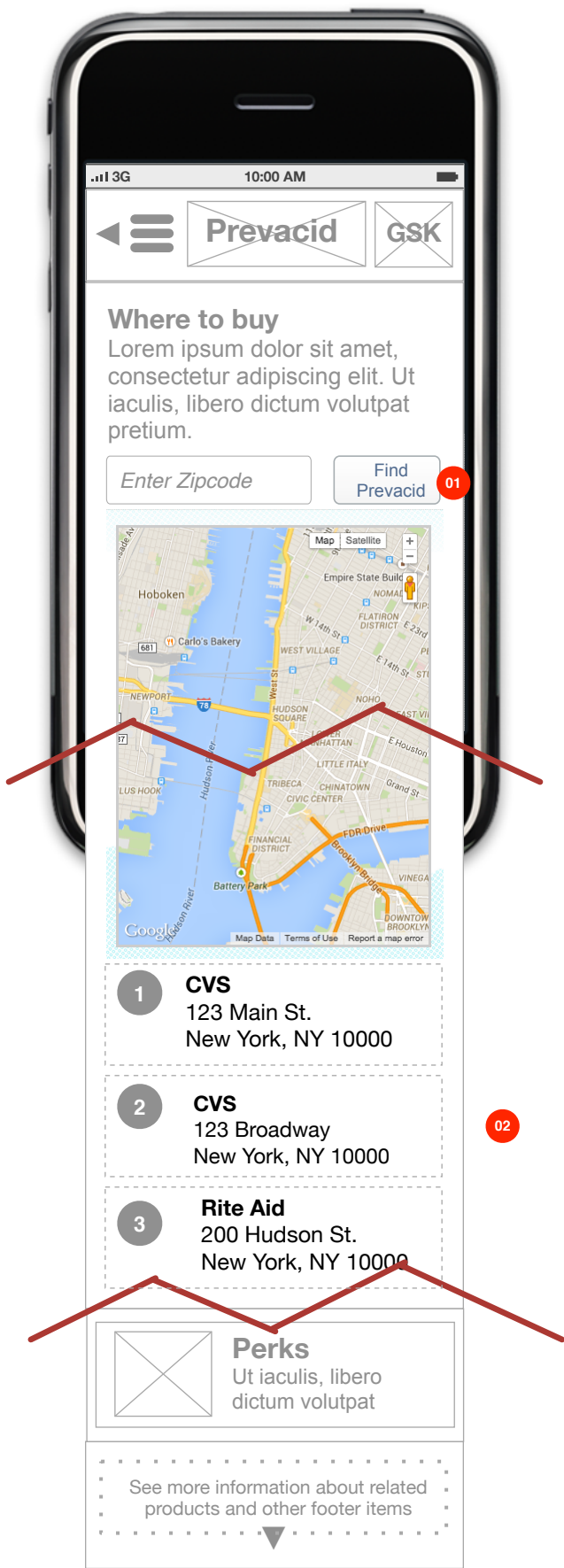


Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements.

01_This is embedded iFrame with the content provided by third party vendor. The total number of reviews displayed is set currently to eight and will be review upon completion.

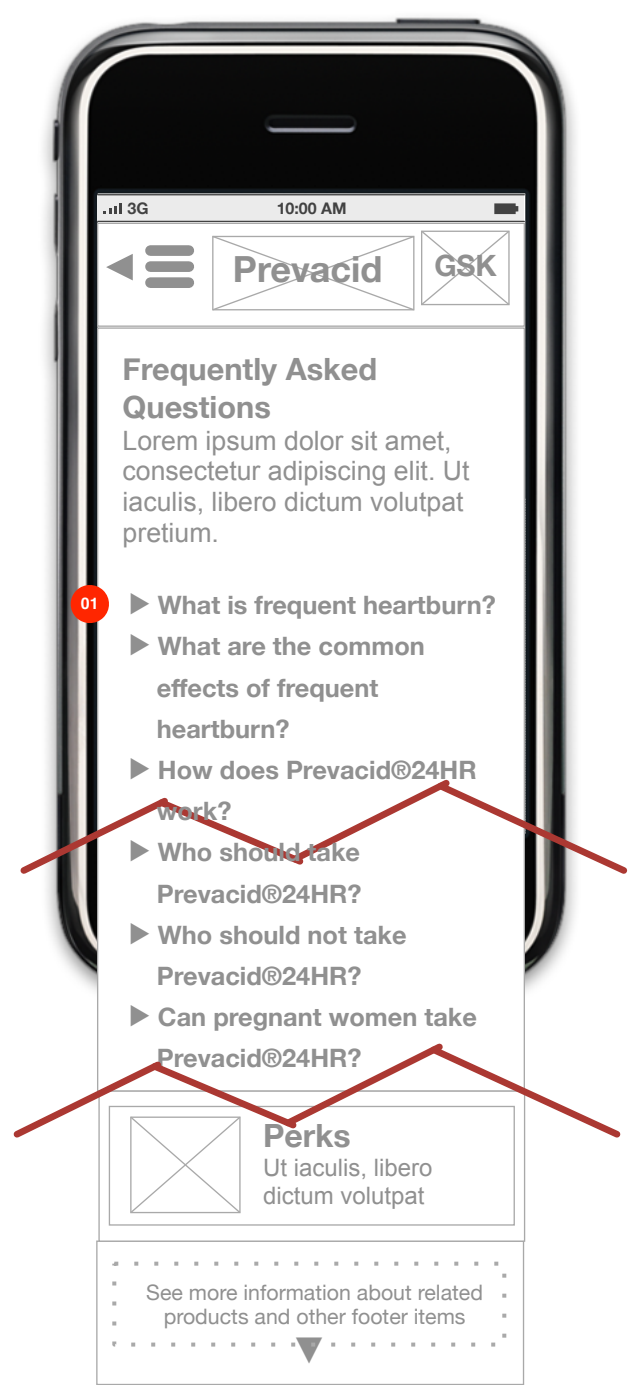
02_Make the whole module touchable. Display maximum three lines of text.



Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements.

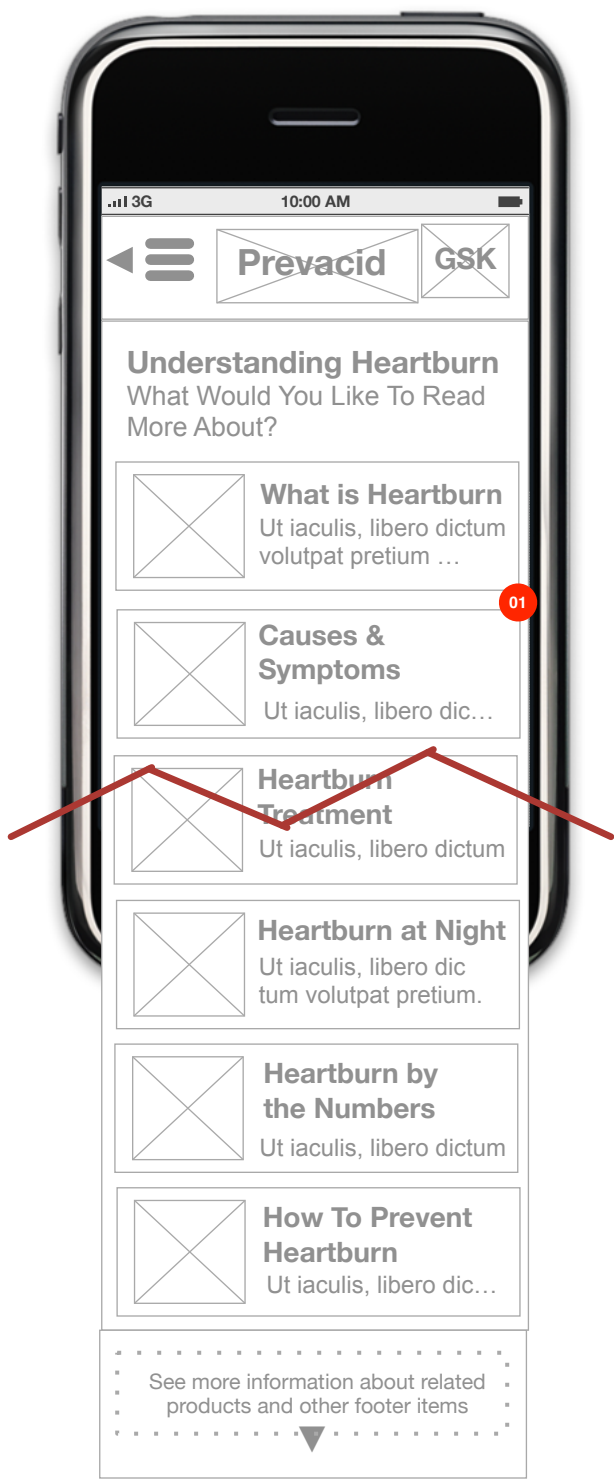
- 01**_After search display a corresponding zip code in the search box.
- 02**_If API allows that make each of the location a touchable area and take user to the corresponding page if one exists.



Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements.

01_Open only one accordion module at the time. Clicking on the triangle will open or close accordion item. Clicking on the links in the text will take user to a corresponding location.



Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements.

01_Each module is touchable and redirects to a corresponding page. Display maximum three lines of text.

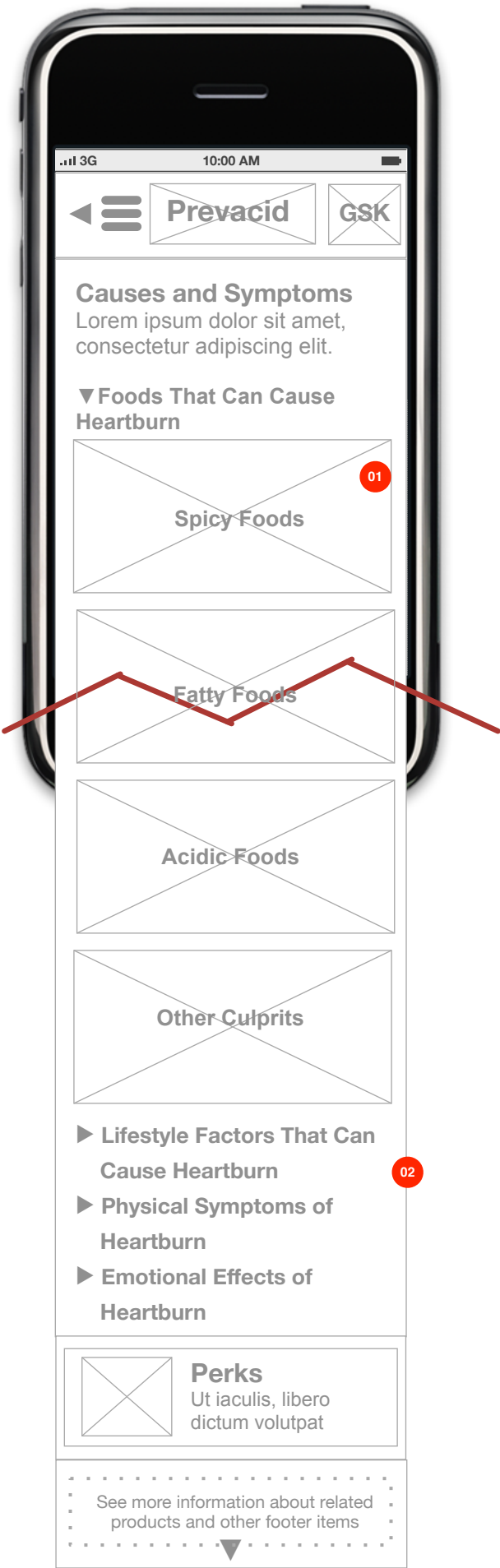
What is Hearburn



Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements.

01_ Refer to design comps for the correct image - it will be a different image than used in the desktop design.



Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements

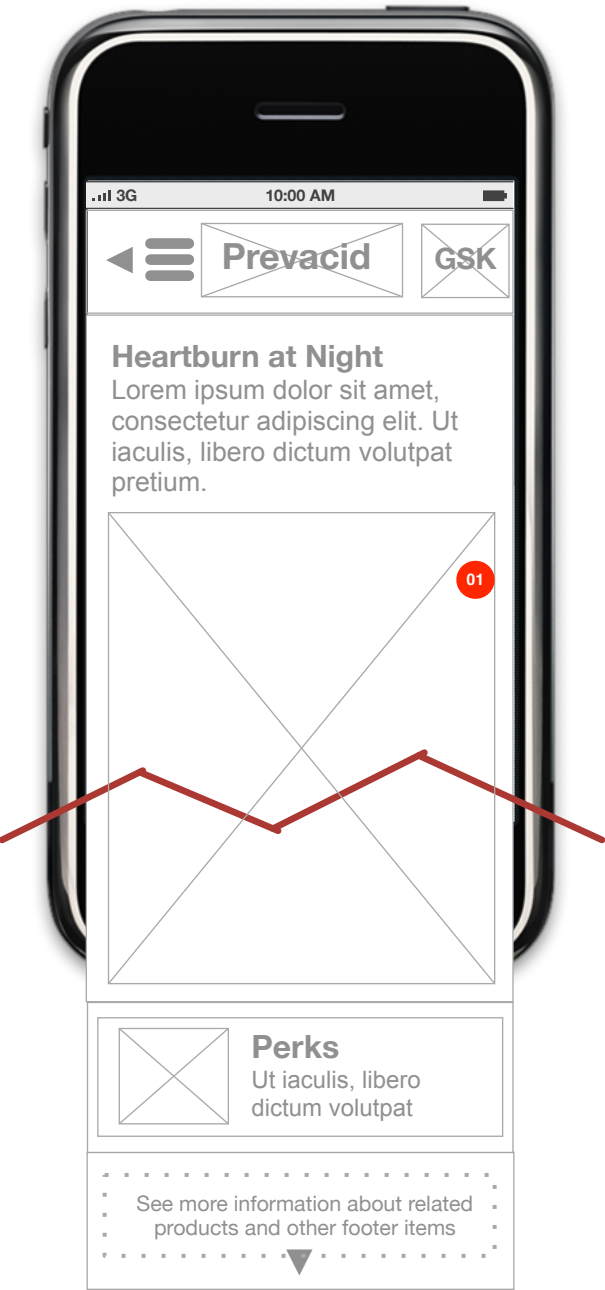
01_Refer to design comps for the correct image - it will be a different image than used in the desktop design.

02_Only open one accordion module at the time..



Design Annotations:

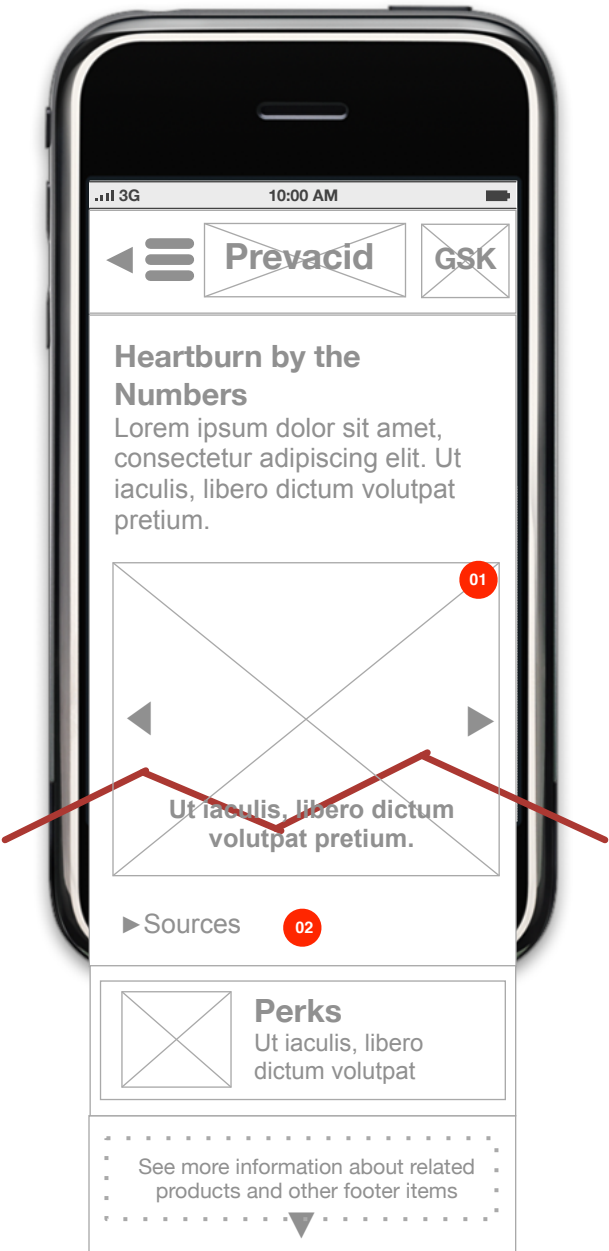
General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements



Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements

01_Refer to design for correct mobile version images. Do not scale down desktop design.



Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements

01_Use carousel control to display individual facts modules.

02_Use accordion to display footnotes and references.

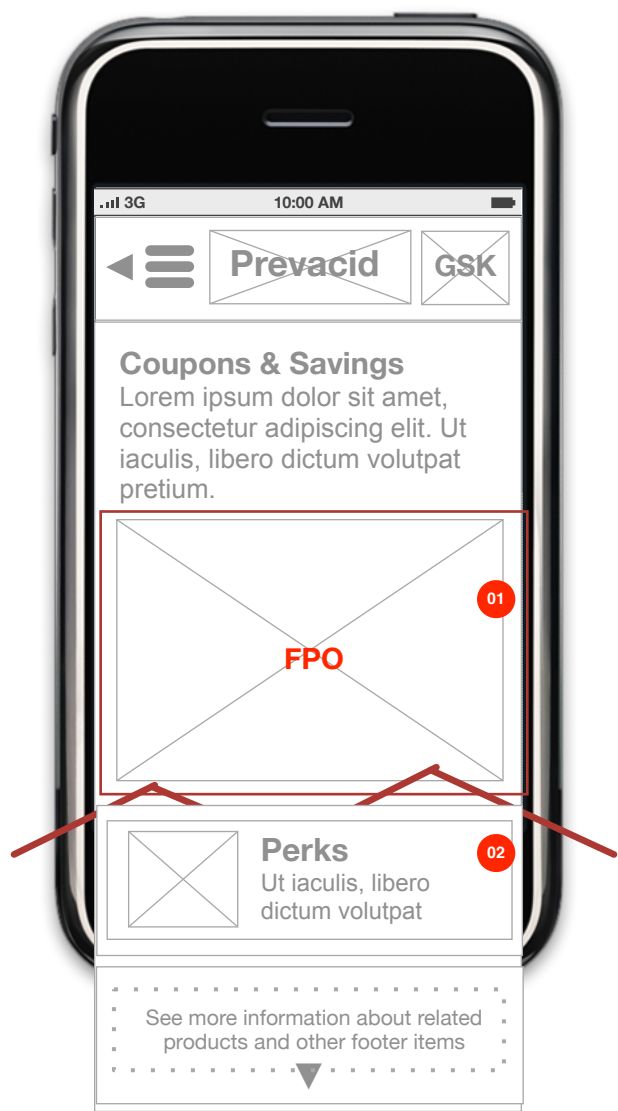


Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements

01_Use accordion to display footnotes and references.

Coupons & Savings

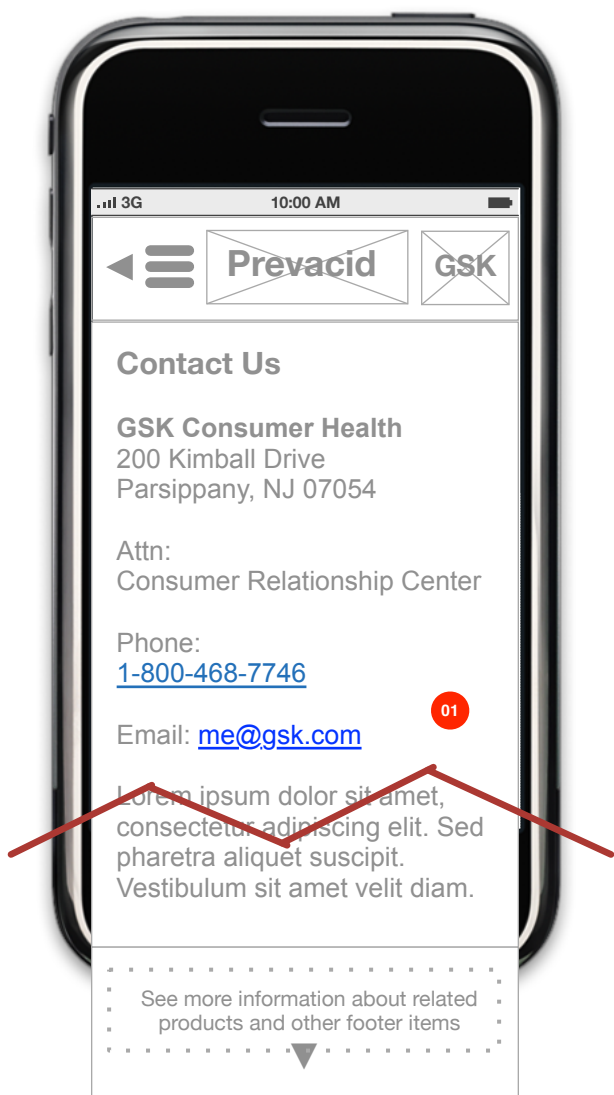


Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements

01_This is an embedded iFrame module with content provided by third party vendor.

02_Reuse Perks module from the other pages.

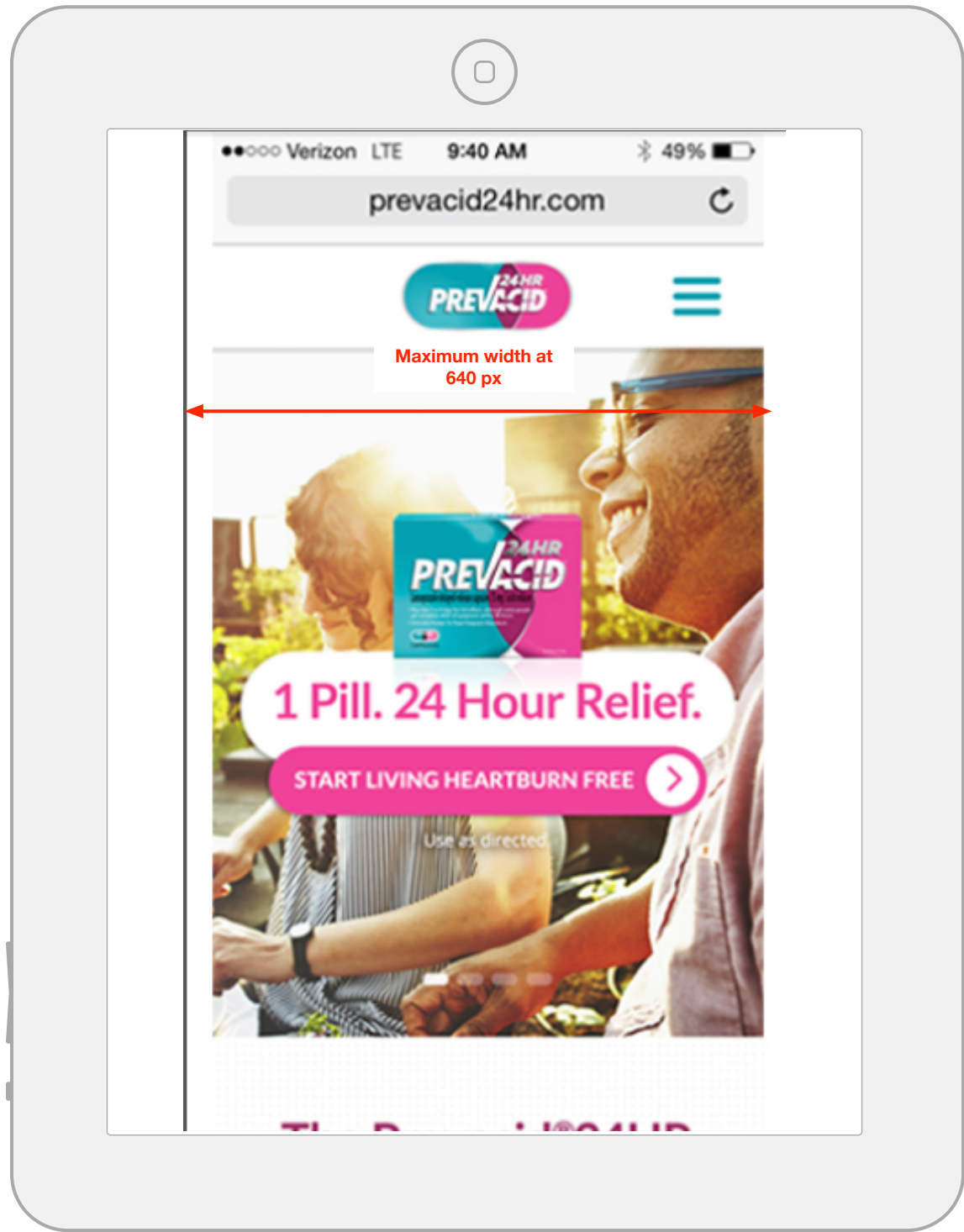
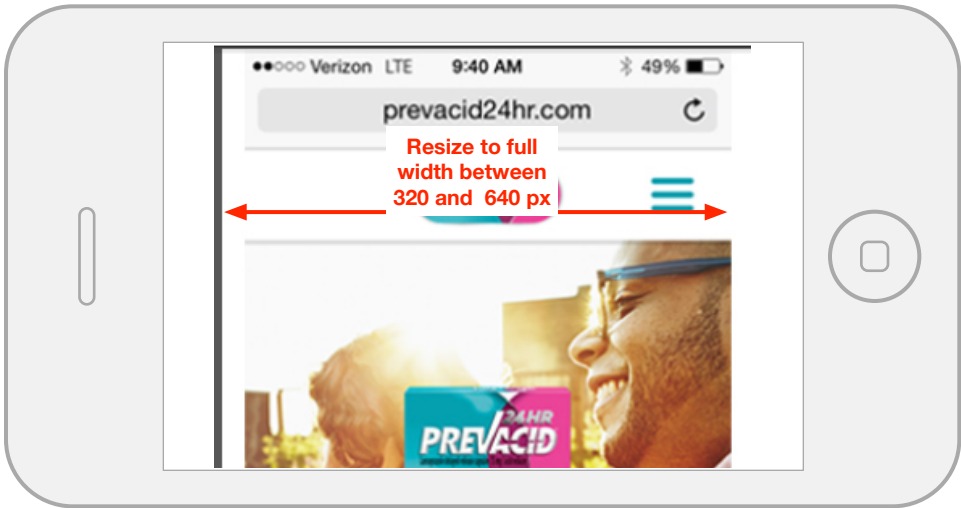
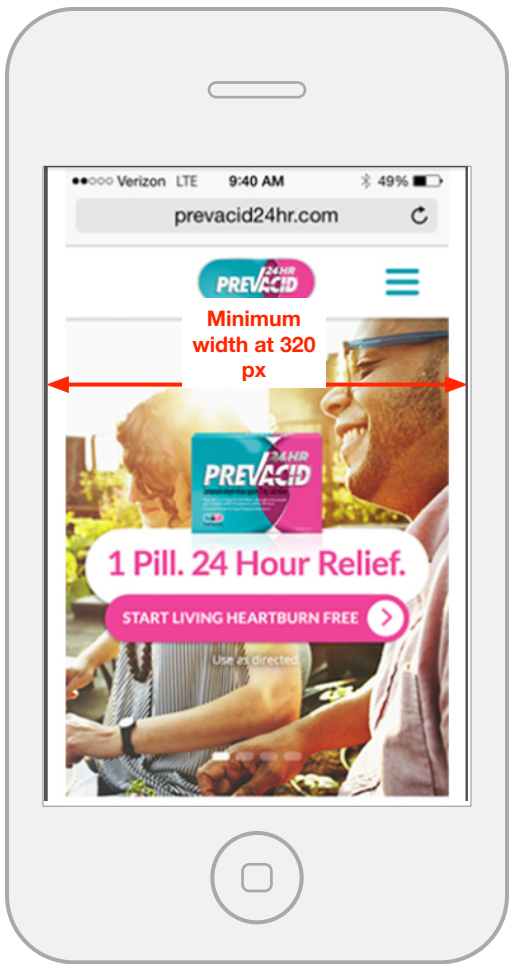


Design Annotations:

General Notes: Please refer to links document for final set of corresponding links. Please refer to previous wireframe pages in this document for comments about global elements

01_Make phone and email touchable and fire up corresponding app. For email pre populate address and subject fields.

Responsive Treatment



Design Annotations:

General Notes:

This design applies to phones and vertical tablet.

This design is fluid between 640 and 320 px. Use percentages and ems to define sizes.

Breakpoints at 640 and 320

Thank you

Contact:

Pawel Tulin, UX Director
pawel.tulin@havasww.com

Ziya Danishmend, Director of Experience Design
ziya.danishmend@havasww.com

200 Hudson St.
New York, NY 10013
United States
T +1 212 886 4164
www.havas.com