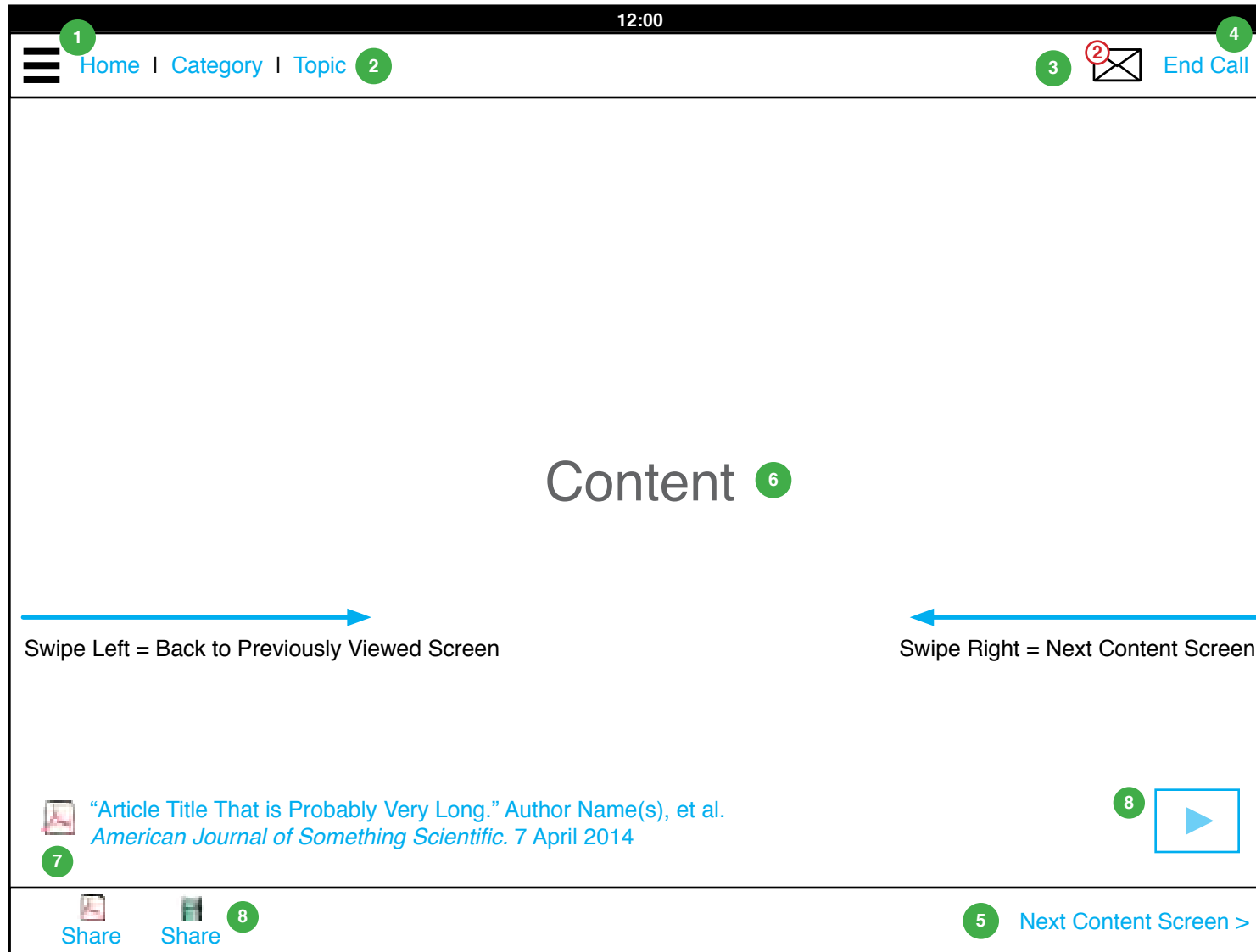




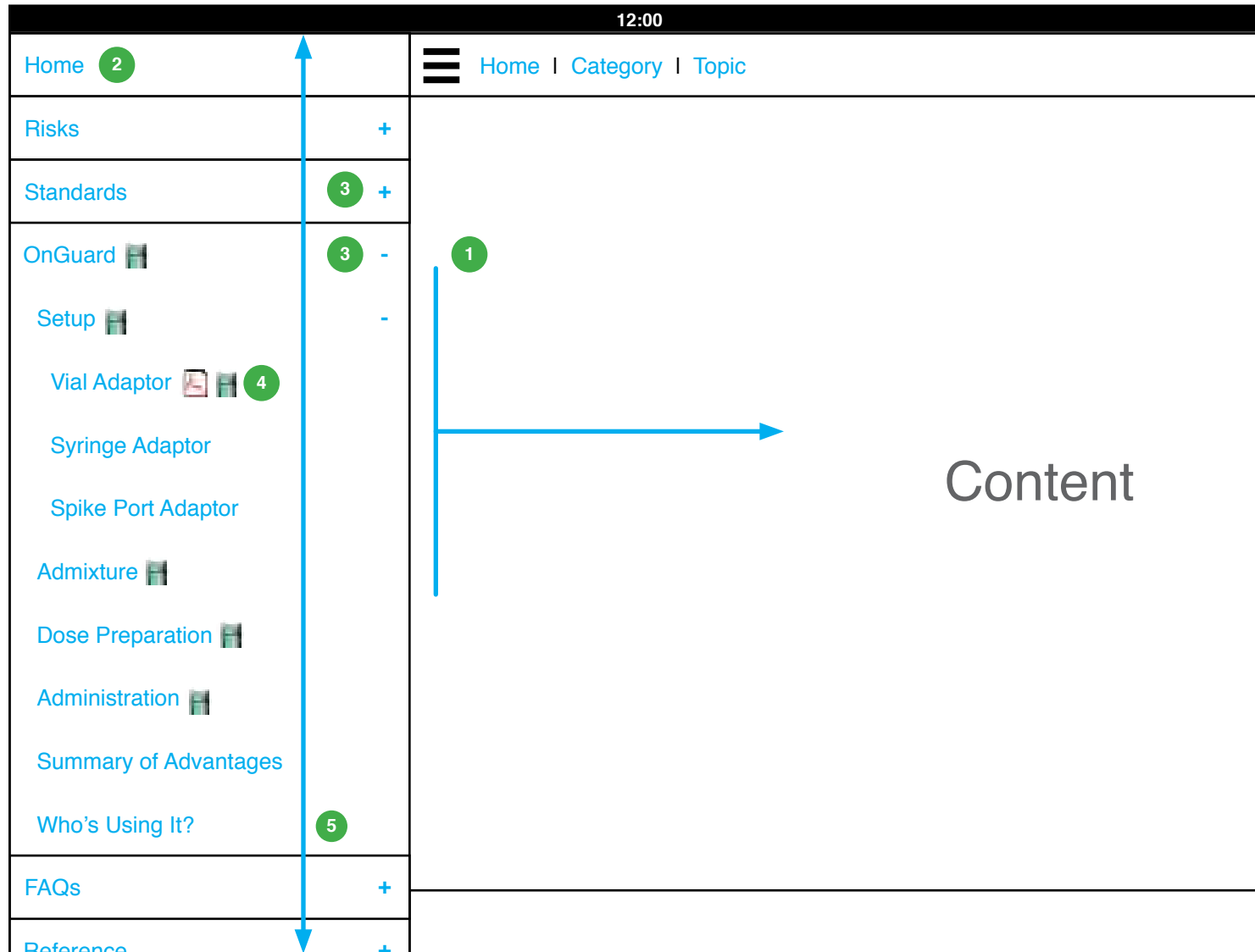
## Global UI Elements



- 1 **Mobile Nav:** Slides in from the left when the menu icon is tapped.
- 2 **Breadcrumb:** Allows for navigation back up the direct path the user followed. A link to the topic will only appear if there are nested content pages below a main topic on the site map.
- 3 **Mail Attachments:** Displays the number of links and attachments the user has added to the current call queue.
- 4 **End Call Link:** Takes user to the End Call screen to finish up call notes and emailing attachments to the customer
- 5 **Next Content Screen Link:** Shows the title of the next screen in the site map hierarchy. Swiping right will also navigate to this screen. Swiping left navigates back to the previously viewed screen.
- 6 **Main Content Area:** Each page template should account for a consistent main content area
- 7 **PDF Link:** Links to related PDF in the reference section and share via email
- 8 **Video & Share Link:** Links to play a related video and share the link via email.

The global UI elements will be used on most screens and should be accounted for in the general layout of the content templates.

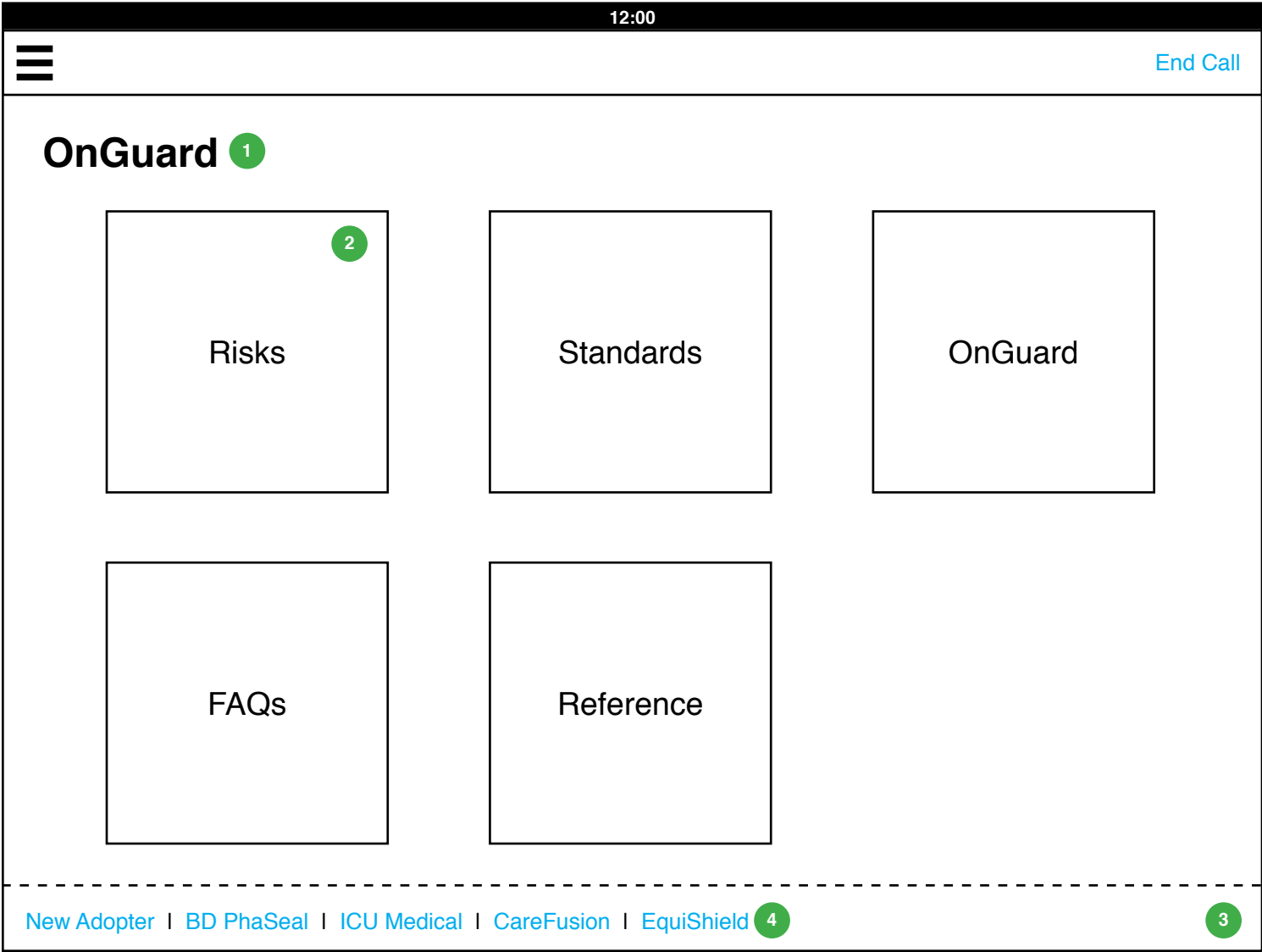
## Mobile Navigation Menu



- 1 **Slide-in Nav Panel:** Slides in and pushes the content to the right when the user taps on the menu icon. Tapping the menu icon or anywhere outside the menu panel closes the menu panel.
- 2 **Navigation Touch Regions:** Each nav item should have a touch region at least 44px tall.
- 3 **Expandable Hierarchy:** The nav menu appears collapsed by default. Tapping an “expand” icon opens the immediate sub-section of the navigation. The icon should switch to “collapse” when a subsection is expanded.
- 4 **Supporting Content Icons:** Should be shown when a PDF, linked article, or video is available for a given screen
- 5 **Vertically Scrolling Panel:** When fully expanded, the nav may be larger than the height of the screen, so it should be drag scrollable within the vertical panel area.

The mobile navigation menu is available on all screens to allow the user to navigate horizontally between any two screens in the application.

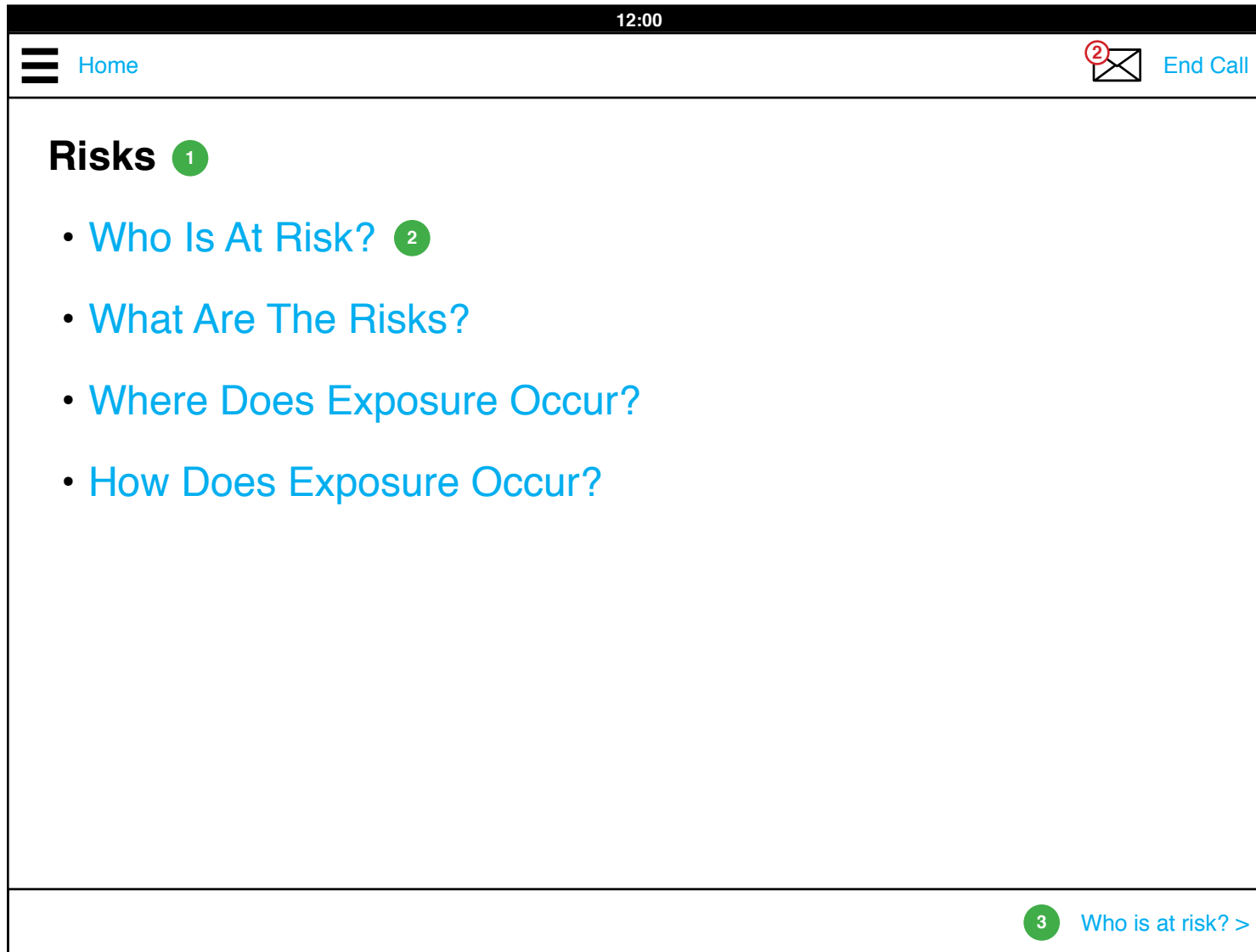
# Visual Navigation Template



- 1 **Page Title**
- 2 **Navigation Touch Regions:** Will be image-based
- 3 **Nav Link Region:** may not be used on the home screen but will contain UI elements on internal screens, so template should account for the use of this area.
- 4 **Competitor Selector:** Rep can choose which, if any, competitor they wish to discuss and topic-specific related content can be shown based on each screen based on this selection.

The visual navigation template is used as a primary navigation screen where the navigation touch regions are large visual elements. This template will be used for Home Menu and “Where Does Exposure Occur?” screens.

## List Navigation Template



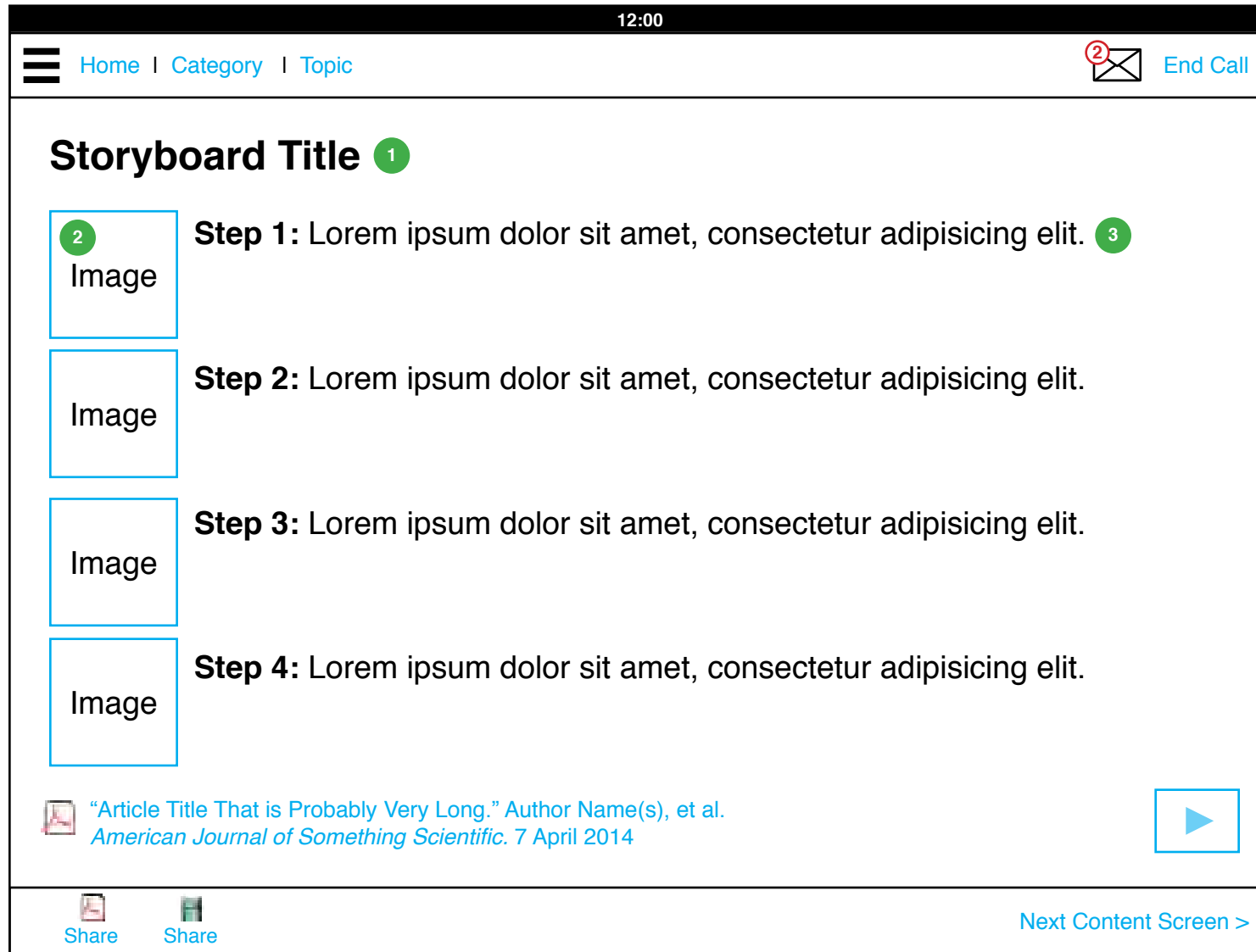
1 Page Title

2 **Navigation Touch Regions:**  
Each text-only navigation element should have a touch region at least 44px tall.

3 **Next Content Screen Link:**  
Shows the title of the next screen in the site map hierarchy. Swiping right will also navigate to this screen. Swiping left navigates back to the previously viewed screen.

The list navigation template is used as a primary navigation screen where the navigation touch regions are text elements.

# Storyboard Template



- 1 **Page Title**
- 2 **Image-based Touch Region:**  
The supporting images for each step in the storyboard will link to an individual content page.
- 3 **Descriptive Content:** Each step in the storyboard should have some element of descriptive content to explain the step in the process.


The storyboard template is used as a navigation screen where the content for a section consists of a series of sequential steps in a single narrative.

Headline Template

12:00

Home | Risks

2



End Call

1


What are the Risks?

2

2 out of 10


3

nurses who handle chemo drugs  
lost their pregnancy  
according to a large study.



"Article Title That is Probably Very Long." Author Name(s), et al.

American Journal of Something Scientific. 7 April 2014



Share


Types of risks >


- 1 Page Title
- 2 Headline Text
- 3 Supporting Text

The headline template is used for screens where there is a single piece of text-based content.

## Default Content Template

12:00

 [Home](#) | [Category](#) | [Topic](#)

 [End Call](#)

# Page Title 1


Body copy. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. 2


## Subtitle / Section 3


- **Bullet Point:** Lorem ipsum dolor sit amet 4
- **Bullet Point:** Lorem ipsum dolor sit amet


## Subtitle / Section

- **Bullet Point:** Lorem ipsum dolor sit amet 7
- **Bullet Point:** Lorem ipsum dolor sit amet

 "Article Title That is Probably Very Long." Author Name(s), et al.  
*American Journal of Something Scientific.* 7 April 2014



5  Share

6  Share

[Next Content Screen >](#)

- 1 Page Title
- 2 Body Copy
- 3 Subtitle/Section Title
- 4 Bullet List
- 5 PDF Links
- 6 Video & Share Link
- 7 **Competitor Content:** When a competitor is selected, specific content items can be displayed. If no competitor is selected, this content remains hidden.

The default content template is used for displaying generic text-based content. Other than the title, all elements may be optional and may be displayed in any order.



Default Content with Image Template

12:00

Home | Category | Topic

2

End Call

1

Page Title

3

Subtitle / Section

2

Body copy. Lorem ipsum dolor sit amet, consectetur adipisicing elit.

4

Bullet Point: Lorem ipsum dolor sit

Bullet Point: Lorem ipsum dolor sit

Image

5

Share

6

Share

Next Content Screen >

- 1 Page Title
- 2 Body Copy
- 3 Subtitle/Section Title
- 4 Bullet List
- 5 PDF Links
- 6 Video & Share Link

The default content with image template is based on the generic default content template with the addition of an image. The image may be displayed on either the left or right side of the screen.

9

Image Template

12:00

☰

Home | Category | Topic

2

✉

End Call

1

Page Title

2

Image

3

PDF Links

4

Video & Share Link

3

Share

4


Share


Next Content Screen >

The image template is based on the default content with image template except there are no text-based elements on the screen.

## Reference List Template


12:00


 [Home](#) | [Category](#) | [Topic](#)


 [End Call](#)


### Reference 1


#### Product Information


 "Article Title That is Probably Very Long." Author Name(s), et al. *American Journal of Something Scientific*. 7 April 2014

 Send


 "Article Title That is Probably Very Long." Author Name(s), et al. *American Journal of Something Scientific*. 7 April 2014


 Share


 "Article Title That is Probably Very Long." Author Name(s), et al. *American Journal of Something Scientific*. 7 April 2014


 Share


#### Academic Papers


 "Article Title That is Probably Very Long." Author Name(s), et al. *American Journal of Something Scientific*. 7 April 2014

 Send

 "Article Title That is Probably Very Long." Author Name(s), et al. *American Journal of Something Scientific*. 7 April 2014

 Send

 "Article Title That is Probably Very Long." Author Name(s), et al. *American Journal of Something Scientific*. 7 April 2014

 Share

[Home >](#)

- 1 Page Title**
- 2 Article Listing:** Lists all available reference articles in either PDF format or as a link to PubMed. Tapping the article listing takes the user to a default content page with full bibliographic information and an abstract for each article.
- 3 Send/Share Link:** The user can tap the link and add the article to the email attachment queue for the call. PDFs included in the application show a "Send" link. Articles linked to PubMed show a "Share" link.
- 4 Scrolling Area:** If the list of articles extends past the fixed display area, the internal content panel is vertically drag-scrollable.

The reference list template is used to display a scrolling list of available reference articles.

12:00

☰

Home | References

2

✉

End Call


# Occupational Exposures Among Nurses and Risk of Spontaneous Abortion 1

This study suggests that certain occupational exposures common to nurses are related to risks of spontaneous abortion. 2

3

Christina C. Lawson, Carissa M. Rocheleau, Elizabeth A. Whelan, Eileen N. Lividoti Hibert, Barbara Grajewski, Donna Spiegelman, Janet W. Rich-Edwards. "Occupational exposures among nurses and risk of spontaneous abortion." *American Journal of Obstetrics and Gynecology*. 1 April 2012 (volume 206 issue 4 Pages 327.e1-327.e8)

4

 Share

Next Content Screen >

1 Article Title

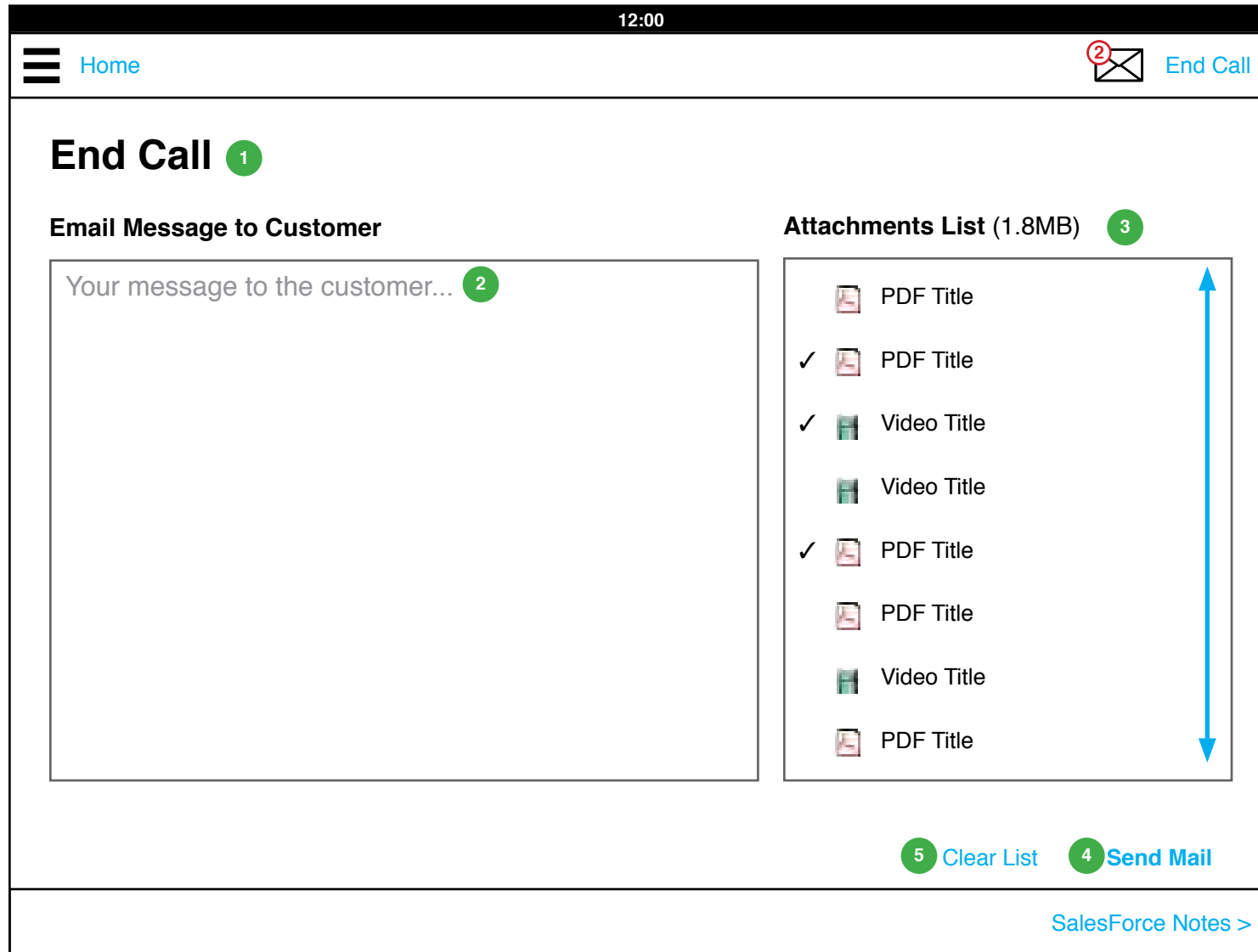
2 Abstract Summary

3 Bibliographic Citation

4 Share Link

The reference template is used for showing the abstract of a reference article, along with bibliographic citation and share link.

# End Call





- 1 Page Title**
- 2 Email Message:** Contains the copy of the End Call email to the customer.
- 3 Email Attachments:** Shows a list of all available attachments and links in the application, indicating which ones the user has marked to share with the customer. Attachments can be toggled on and off by tapping on them.  
  
If there are more attachments than can be displayed in the vertical space of the attachments panel, the panel is drag-scrollable.  
  
The total size of all attachments should be displayed. If the total size is too large (>2MB?) this label should be red.
- 4 Send Email Link:** The user taps this link to send the email with attachments to the customer. This action also flushes the attachments queue.  
  
After the email is sent, the user is taken to the SalesForce Notes screen.
- 5 Clear List:** This link removes all the attachments that have been added to the list by the user. The user should be prompted to confirm clearing the list.

The End Call screen is used to complete the sales call and send the desired attachments to the customer.

# Call Notes

12:00

 Home

 End Call

## Call Notes 1

### Your Salesforce Email Address

SalesForce email address... 2

### Call Notes for Sales Force

Enter your notes... 3

### Attachments Sent to Customer

PDF Title 4

PDF Title

Video Title

Video Title

PDF Title

PDF Title

Video Title

PDF Title

6 Close Call

5 Send Notes

- 1 Page Title**
- 2 User's Salesforce Email Address:** A text field for the user's Salesforce email address.
- 3 Salesforce Call Notes:** User can enter call notes that will be emailed to the user's Salesforce email address.
- 4 Email Attachments:** Shows a list of all attachments that were sent to the customer on the previous screen.
- 5 Send Notes Link:** The user taps this link to send the email with notes to Salesforce.  
  
After the email is sent, the session is closed and the user is returned to the home screen.
- 6 Close Call Link:** This link ends the session without sending notes to Salesforce. The user should be prompted to confirm.

The End Call screen is used to send notes to the assigned Salesforce email address.