

Client: **GSK**
Project: **copd.com**
Deliverable: **Responsive design**

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GSK Device Breakpoints – Desktop and Smartphone

Redesign for two breakpoints rather than three – Desktop and Smartphone

Rationale:

- Cuts design and production time for tablet-specific breakpoint by over 1/3
- 960 px width will scale down nicely for tablet on horizontal
- 640 px width will scale nicely for vertical tablet, down fluidly to smaller viewport to 320 px.
- Covers the widest range of mobile devices, including phablets and retina screens

GSK Standards

Since RWD responds to the width of the user's internet browser window, it does not detect the actual type of device being used; the RWD layouts and requirements will be described using these three device types, assuming that browser widths will be maximized for each device type.

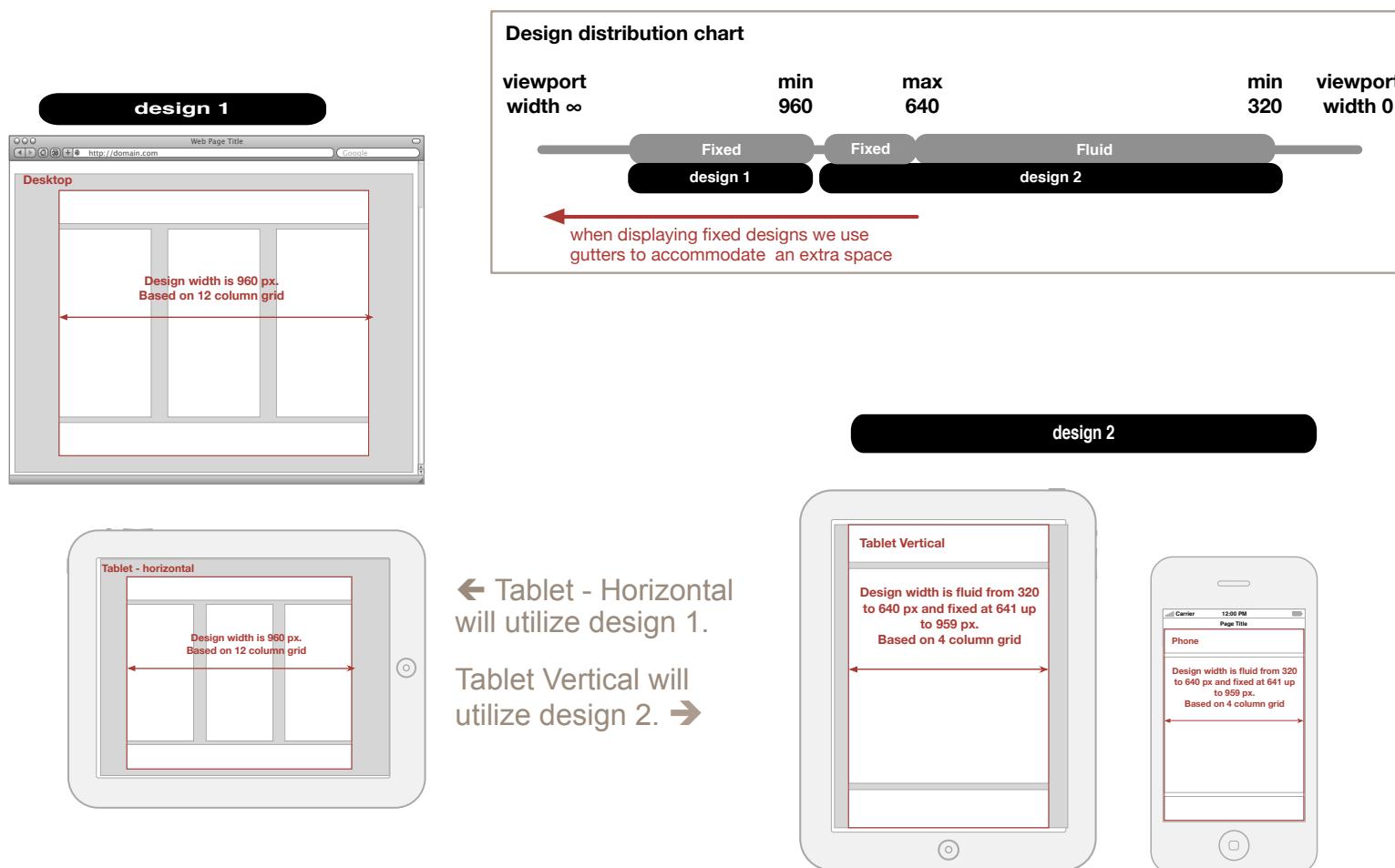
Aligned Voices Recommended Template Specs

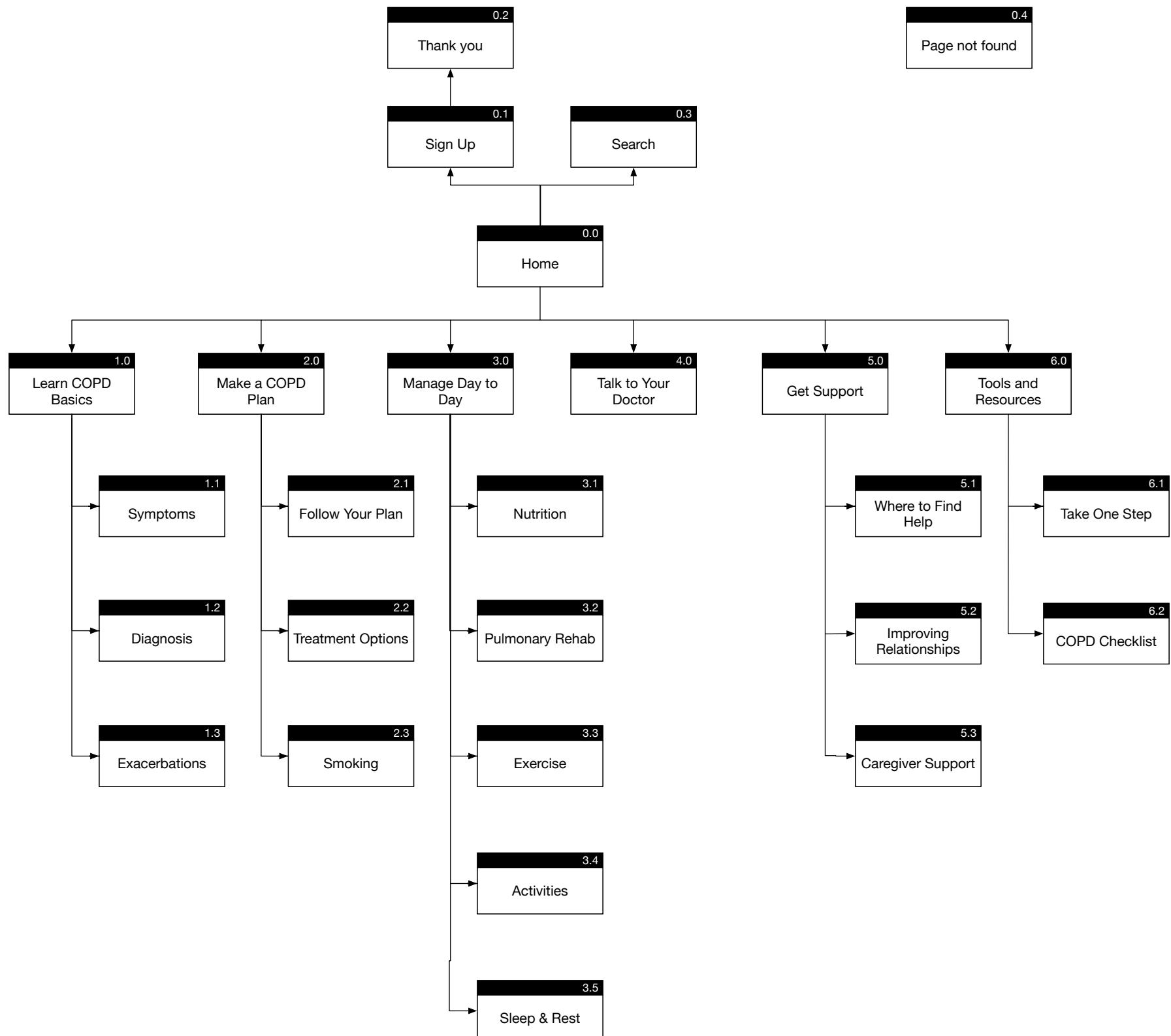
Desktop and Tablet (Landscape) \geq 960 pixels

Tablet (Portrait) 768-959 pixels

Smartphone (Portrait) \leq 767 pixels

The actual content used on a page will determine whether all breakpoints are needed.





Desktop Wireframes

fixed design at 960 pix

Logo plus tagline

1

2

3

4

5

6

7

16:9

0:00 / 4:59

Search Share

Home

Learn COPD Basics

Make a COPD Plan

Manage Day to Day

Talk to Your Doctor

Get Support

Tools & Resources

Featured Topic

Learn COPD Basics

Make a COPD Plan

Manage Day to Day

Talk to Your Doctor

Sign Up

Tools & Resources

Integer luctus

Nunc in imperdiet Ut vel ligula accumsan, accumsan nisl egestas, vestibulum nisl. Quisque at felis iaculis, interdum risus et, interdum mauris. ...

Integer luctus

Nunc in imperdiet Ut vel ligula accumsan, accumsan nisl egestas, vestibulum nisl. Quisque at felis iaculis, interdum risus et, interdum mauris. ...

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Integer luctus

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Integer luctus

Nunc in imperdiet Ut vel ligula accumsan, accumsan nisl egestas, vestibulum nisl. Quisque at felis iaculis, interdum risus et, interdum mauris. ...

Integer luctus

Nunc in imperdiet Ut vel ligula accumsan, accumsan nisl egestas, vestibulum nisl. Quisque at felis iaculis, interdum risus et, interdum mauris. ...

Right side rail Supporting content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

In general, we have preserved an existing content and structure. Desktop changes are mostly in areas where we needed to improve design so it's better scalable to a responsive needs. The design is based on 960.gs design system based on 12 columns grid. This is further grouped as left rail navigation spanning three columns, middle content section spanning six columns and right rail spanning three columns. This seems to be the most cost and effort way of modifying an existing copd.com website for the responsive design system.

Header of the website is always in fixed position

01_Super navigation feature was removed to accommodate mobile navigation. Additionally, we have removed Be Inspired section to better address information flow in the mobile version. Videos from Be Inspired section are still accessible in the corresponding pages.

02_Talk to Your Doctor (previously Doc Talk) was moved to the top level navigation. Exact positioning in the website hierarchy to be discussed.

03_My Page Registration and Sign in was removed and replaced by CRM registration where applicable.

04_A new Sign Up module will point to CRM registration page. Content and copy TBD.

05_Footer: See layout for footer.

06_Content of this module should be reviewed based on the changes done to corresponding page.. E.g. we could show one random goal per visit, motivating user to see the rest.

07_On homepage only - video is displayed as a popup lightbox overlay.

Design Annotations:

General Observations:

All modules need to be slightly redesigned to fit new grid system.

01 Open only one navigation item at a time and highlight current page.

02 Order and content of all right rail modules FPO.

03 All desktop video modules should be standardized across all pages. Refer to design document for exact treatment. The only exception is a video player on homepage.

04 On all pages except homepage we will have buttons to help user move back and forward between pages in a sequence.

Design Annotations:

Global Observations: Image placement in layout has been revised for scalability in responsive.

01_There are several types of carousel designs in the current website. We will standardize this design to address responsive behavior. Please refer to visual design document for details of carousel design.

Logo plus tagline

Search  Share 

Symptoms

Common COPD signs and symptoms

Some signs and symptoms of COPD include cough with mucus, shortness of breath, and fatigue. When these signs first occur, people often mistakenly attribute them to aging, being out of shape, or "smoker's cough." They may limit their level of activity to accommodate these COPD symptoms without even realizing it. There are also instances when it's hard for doctors to be sure whether a patient has COPD or asthma. These are just a few reasons why it's important to really understand the symptoms of COPD.

Since COPD is a progressive disease, many signs and symptoms may be mild at first and become more severe over time. Signs and symptoms of COPD may vary and include:

- Shortness of breath or "dyspnea": when you breathe harder but feel like you're running out of air
- Persistent (chronic) cough
- Coughing up mucus/phlegm
- Difficult or labored breathing during physical activity or while resting
- Wheezing (air trying to flow through a narrow airway)
- Higher frequency of pneumonia and lung infections

Other signs and symptoms that could be associated with COPD:

- Fatigue/tiredness
- Weight loss
- Morning headaches (breathing decreases during sleep, which means less oxygen comes in and more carbon dioxide builds up in the blood, which may cause headaches)

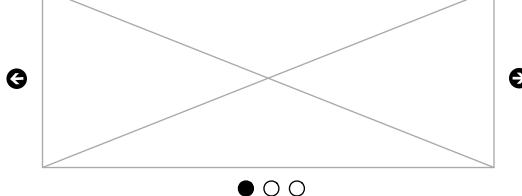
At times, any or all of the respiratory related symptoms may suddenly "flare up" or get worse than usual. These episodes of more severe symptoms are known as exacerbations, and they should be taken seriously.

Make sure to talk with your healthcare provider if you're experiencing any of the COPD symptoms listed above.

Keep in mind, COPD symptoms aren't just something you wake up with one morning. They develop slowly. The lung is fairly resilient and can sustain a considerable amount of damage before it starts producing any symptoms. By the time most people are diagnosed, they may have already lost some of their lung function. Certain COPD symptoms, like fatigue and shortness of breath affect each individual differently. That's why it's important to talk to your healthcare provider if you notice a change in any of the symptoms listed above.

Avoiding Triggers

Integer luctus
dapibus scelerisque. Nunc in imperdiet ... 1



< Learn COPD Basics **Diagnosis >**

Standard GSK footer and sitemap

The wireframe illustrates a responsive website layout for a COPD diagnosis page. The layout is organized into several sections:

- Header:** Contains a placeholder for the "Logo plus tagline" and a search bar with a magnifying glass icon and a "Share" button.
- Left Sidebar (Site Navigation):** Labeled "Site Navigation" and "Main Content". It includes a "Home" button and a "Learn COPD Basics" section with links to "Symptoms", "Diagnosis", and "Exacerbations". It also features a "Make a COPD Plan", "Manage Day to Day", "Talk to Your Doctor", "Get Support", and "Tools & Resources".
- Main Content Area:** Labeled "Main Content". It features a "Diagnosis" section with a sub-section "How is COPD diagnosed?". The text explains that a COPD diagnosis is typically confirmed with spirometry, which measures lung function. It also discusses the use of chest x-rays and other tests. Below this is a "Diagnosis and Moving Forward" section with a placeholder text "Integer luctus dapibus scelerisque. Nunc in imperdiet ...".
- Right Side Rail (Supporting Content):** Labeled "Right side rail Supporting content". It includes a "Todays Weather" section for Brooklyn, NY 11222, showing a temperature of 75°, a cloudy icon, and a note about mist and fog with 89% humidity. It also features a "Sign Up" section with placeholder text "Fusce quis nisl tempus, commodo lacus id, molestie mauris. Mauris eleifend augue sem, sit amet luctus orci consequat at.", a "Sign me up" button, and sections for "Get Support" and "Quit Smoking", both with placeholder text "Quisque at felis iaculis ...".
- Footer:** Labeled "Standard GSK footer and sitemap".

Design Annotations:

General Observations:

Again, most changes are concerning adjustments to new grid system and standardizing components for responsive needs.

The wireframe shows a layout with a header, a main content area, and a sidebar.

- Header:** Contains a placeholder for "Logo plus tagline" and a search bar with a magnifying glass icon and a "Share" button.
- Left Sidebar (Site Navigation):** Titled "Site Navigation". It includes a "Home" button and a dropdown menu for "Learn COPD Basics" (Symptoms, Diagnosis, Exacerbations), "Make a COPD Plan", "Manage Day to Day", "Talk to Your Doctor", "Get Support", and "Tools & Resources".
- Content Area:** Titled "Exacerbations".
 - Section 1:** "What is an exacerbation?"

Integer luctus
dapibus scelerisque. Nunc in imperdiet ...
 - Section 2:** "How to Handle Exacerbations"

COPD exacerbations happen when your usual COPD respiratory symptoms flare up and become much worse than usual. Many exacerbations are caused by a viral or bacterial lung infection. Air pollution can also be a trigger. However, in about one third of severe exacerbations, the cause cannot be identified.

COPD Exacerbations may last for days or weeks and can require antibiotics, oral corticosteroids, and even hospitalization. They're different for everyone, but one thing that's similar in most exacerbations is that they're sudden. When you experience an exacerbation, you may not even realize it's happening at first. The severity of symptoms you experience during an exacerbation goes beyond your day-to-day COPD symptoms. They typically consist of:

 - Cough
 - A change in the color or amount of phlegm
 - An increase in shortness of breath

In patients with more severe COPD, exacerbations generally happen more frequently, averaging about one to two episodes a year. Exacerbations may also increase with frequency of previous exacerbations, and decreased lung function. Regardless of how many exacerbations you've experienced, it's important that you talk to your healthcare team about managing them and do what you can to help prevent them in the future.

If you think you are experiencing an exacerbation, you should call your healthcare provider right away. If you think you have had an exacerbation in the past, you should discuss with your healthcare provider.

 - Section 3:** "Help decrease your chance of an exacerbation"

Talk to your healthcare provider about things you can do to avoid triggers and help reduce your chance of exacerbations in the future.

 - Get a flu shot and ask if you need a pneumonia vaccine.
 - Keep taking your medications as prescribed.
 - Keep your distance from anyone who has the flu, a cold, or a sore throat.
 - Wash your hands frequently with soap and water to help protect against infection.
- Right Sidebar (Supporting Content):**
 - Todays Weather:** For Brooklyn, NY 11222. Shows a temperature of 75°, a cloudy with mist and fog icon, and a humidity of 89%. Includes a link to "Change your ZIP code »".
 - Sign Up:** Includes a placeholder for a sign-up form and a "Sign me up" button.
 - Get Support:** Placeholder for a support section.
 - Discussion Tool:** Placeholder for a discussion tool.

Design Annotations:

General Observations:

As in previous comments.

The wireframe illustrates the layout of the 'Make a COPD Plan' website. It features a header with a logo and tagline, search, and share functions. The main content area includes a sidebar with navigation links (Home, Learn COPD Basics, Make a COPD Plan, Manage Day to Day, Talk to Your Doctor, Get Support, Tools & Resources) and a main content area with sections for 'Make a COPD Plan', 'Your COPD Plan May Include', 'Who's on your healthcare team?', 'Partnering With Your Healthcare Team', and 'Follow Your COPD Plan'. A right side rail contains 'Todays Weather' (Brooklyn, NY 11222, 75°, Cloudy with Mist and Fog, Humidity: 89%), 'Sign Up' (Sign me up), 'Get Support', and 'Discussion Tool'. The footer contains a standard GSK footer and sitemap.

Logo plus tagline

Search Share

Make a COPD Plan

General Observations:
As in previous pages.

Logo plus tagline

Home

Learn COPD Basics

Make a COPD Plan

Follow Your Plan

Treatment Options

Smoking

Manage Day to Day

Talk to Your Doctor

Get Support

Tools & Resources

Site Navigation

Make a COPD Plan

General Observations:
As in previous pages.

Your COPD Plan May Include:

Integer luctus dapibus scelerisque. Nunc in imperdiet ...

Who's on your healthcare team?

The foundation of your COPD plan is based on working with all the members of your healthcare team. Try to view them as your partners with one common goal: your wellness. These healthcare professionals are some of your most valuable allies, so being able to communicate with them well isn't just a plus—it's a necessity.

Who's on your healthcare team? Take a look at some of the people who may play a role in helping you make and reach your COPD goals:

Primary Care Provider (PCP)

Your PCP is usually a doctor, but may also be a physician assistant (PA) or nurse practitioner (NP). Your PCP plays a key role in the diagnosis and management of COPD.

Pulmonologist

Pulmonologists are doctors who specialize in diagnosing and treating people with lung conditions, like COPD.

Pharmacist

Your pharmacist not only prepares and processes your prescription, but may also follow your progress to ensure that your medications are appropriate for you and your medication plan and that you are taking them as prescribed.

Respiratory Therapist

Most respiratory therapists work in hospitals or travel to patients' homes. They educate people with COPD, teach them how to manage their condition, and even help people manage home oxygen needs.

While sometimes it may be tough for you to talk to the members of your healthcare team openly and honestly, the best thing you can do is not hold anything back. It's OK to overshare and be specific about what you're feeling. For instance, instead of simply telling your doctor that you're more tired than usual, give him or her a specific example, like describing how your daily walk to the mailbox is taking longer and is more exhausting. When you're open and honest with your healthcare team, it can be easier for all of you to set goals that are right for you. Then you can work better together to measure if your particular COPD plan is working or not.

Partnering With Your Healthcare Team

Integer luctus dapibus scelerisque. Nunc in imperdiet ...

< Exacerbations

Follow Your COPD Plan >

Right side rail Supporting content

Standard GSK footer and sitemap

Follow Your COPD Plan

2.1

Follow Your Plan

Logo plus tagline

Search Share

Follow Your COPD Plan

General Observations:
As in previous pages.
01_Layout of images if for placement only.

Home

Learn COPD Basics

Make a COPD Plan

Follow Your Plan

Treatment Options

Smoking

Manage Day to Day

Talk to Your Doctor

Get Support

Tools & Resources

1

Follow Your COPD Plan

Tips To Help You Stick To Your Plan

Integer luctus dapibus scelerisque. Nunc in imperdiet ...

Your COPD plan is a great guide, but every now and then you may have to make a detour or reroute your plan based on how things are going. It is important to have a plan, and a set of directions to help you stick with it.

Your COPD Action Plan

Your COPD Action plan is a guide to follow if your symptoms get worse. You and your healthcare team can determine what to do in case of a flare-up or COPD exacerbation.

Here's a brief example of an Action plan:

During normal periods when no flare-ups occur, you may continue using your prescription COPD medication paired with breathing exercises, relaxation, and body position techniques, as advised by your healthcare team.

If your symptoms become worse than the normal day-to-day, contact your doctor or go to your nearest emergency medical center.

If symptoms suddenly become much worse and you're extremely short of breath, agitated, confused, drowsy, or have chest pain, call 911 or get emergency help immediately.

This is just an example of an Action plan. The important thing to do now is to create a plan with your doctor so that you have a clear course of action for COPD management, including what to do in case things take a sudden turn for the worse.

< Make a COPD Plan Treatment Options >

Main Content

Right side rail Supporting content

Standard GSK footer and sitemap

Disclaimer: This wireframe does not represent the visual design.

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HAVAS

Logo plus tagline

Treatment Options

Oxygen Therapy

Integer luctus
dapibus scelerisque. Nunc in imperdiet ...

Short-Acting Rescue Inhalers

COPD Daily Medications

Vaccines

Pulmonary Rehabilitation

Right side rail Supporting content

Site Navigation

Search **Share**

Todays Weather
For Brooklyn, NY 11222
75°
Cloudy with Mist and Fog
Humidity: 89%
[Change your ZIP code »](#)

Sign Up
Fusce quis nisl tempus,
commodo lacus id,
molestie mauris. Mauris
eleifend augue sem, sit
amet luctus orci consequat
at.
[Sign me up](#)

Discussion Tool

Quisque at felis iaculis ...

Healthy Living

Quisque at felis iaculis ...

Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

01 Currently desktop images have a varied treatment in different pages. Sometimes text overflows images or images are used in the background. We suggest revision of this treatment to something more responsive and coding friendly, like having text left or right justified.

The wireframe illustrates a website layout for a smoking cessation resource. The main content area is titled 'Smoking' and includes sections for 'Becoming a Non-Smoker', 'About Quitting Cigarettes', and 'Smoking and support'. The 'Smoking and support' section contains text about the benefits of quitting and links to external resources like 'Freedom From Smoking® Online'. The right side rail contains a weather forecast for Brooklyn, NY, and sections for 'Sign Up', 'Find Support', and 'Take One Step', all featuring placeholder X-crosses. The footer includes a standard GSK footer and sitemap.

Logo plus tagline

Smoking

Becoming a Non-Smoker

Integer luctus
dapibus scelerisque. Nunc in imperdiet ...

About Quitting Cigarettes

20 MINUTES
Your heart rate drops.

12 HOURS
Elevated carbon monoxide levels in your blood return to normal.

2 to 12 WEEKS
Your chance of heart attack begins to decrease.

ONE YEAR AFTER QUITTING
Your excess risk of coronary heart disease drops by 50% compared with a smoker.

Smoking and support

Quitting smoking is one of the hardest things you can do! Don't feel like you have to do it alone. Studies show that the more support you have, the better your chances of success are. Think of it this way: If you were going to climb Mount Everest, would you go by yourself? If you haven't yet quit smoking, it may be your personal Mount Everest. Family members, friends, and former smokers can help you reach the "top of the mountain," or your personal smoking goal.

If you've already tried to quit smoking, don't give up. It may take more than one attempt. But as you know, the benefits are worth it. When you're ready to try (again), ask your healthcare provider about different ways that may help you quit and check for resources like the ones below:

Freedom From Smoking® Online: a group clinic offered by the American Lung Association. Also offered as an online program.

[Learn more »](#)

Main Content

[Manage Day to Day >](#)

[< Treatment Options](#)

Right side rail Supporting content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

Logo plus tagline

Search Share

Home

Learn COPD Basics

Make a COPD Plan

Manage Day to Day

- Nutrition
- Pulmonary Rehab
- Exercise
- Activities
- Sleep & Rest

Talk to Your Doctor

Get Support

Tools & Resources

Site Navigation

Manage Day to Day

A Healthy Diet May Help

Integer luctus
dapibus scelerisque. Nunc in imperdiet ...

75°

Cloudy with Mist and Fog
Humidity: 89%

Change your ZIP code »

Sign Up

Fusce quis nisl tempus, commodo lacus id, molestie mauris. Mauris eleifend augue sem, sit amet luctus orci consequat at.

Sign me up

Nutrition Tips

Quisque at felis iaculis ...

Take One Step

Quisque at felis iaculis ...

True or false?

Too much dairy leads to excess mucus and cough.

Yes **No**

Making the Most Of Each Day

Integer luctus
dapibus scelerisque. Nunc in imperdiet ...

< Treatment Options **Manage Day to Day >**

Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

01 We have preserved double tab layout whenever possible but in pages where more than two tabs are used we changed the design to an accordion as this is better scalable to responsive patterns..

Logo plus tagline

Nutrition

Developing healthy eating habits

Talk to your healthcare provider before making any changes to your diet.

You've heard it before. Eat healthier. Add more fruits and vegetables to your diet. Sometimes it sounds easier than it is, but there are ways to make simple changes to put you on the right track. Better eating habits may help you feel better.

Here's how:

- Eating right can give you more energy for all your daily activities, including breathing.
- Maintaining a healthy weight is important since your lungs have to work harder to breathe if you have COPD.
- Good nutrition helps your body fight infections.

Eating-Habit Swap

WHY? A full stomach can put pressure on your diaphragm, which needs room to move down and up as you breathe in and out. Eating smaller meals gives your diaphragm the room it needs to move freely, so that you can breathe more easily.

Overweight or underweight?

Good nutrition also plays a large part in your weight. And maintaining a healthy weight is especially important if you are living with COPD.

IF YOU ARE OVERWEIGHT

Your lungs have to work harder, making breathing more difficult.

Make sure to talk to your healthcare team about your goal weight and how you can achieve it with healthy food choices and exercise.

[Ready to set a healthy eating goal?](#)

IF YOU ARE UNDERWEIGHT

You may feel weak and tired and be more prone to infection.

Consuming the right amount of calories for your body can give you more energy each day. When you're living with COPD, your body may use more calories to breathe than a healthy person.

[Ready to set a goal to help you reach your goal weight?](#)

TIPS For enjoying your meals

If drinking water with meals makes you feel too full to eat, wait until you're done. Try limiting fluid intake while you're eating and drink an hour after you're finished.

If you are prescribed continuous oxygen, wear your cannula while eating so you don't become short of breath.

< Manage Day to Day **Pulmonary Rehab >**

Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

75°

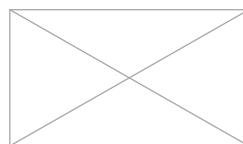


Cloudy with Mist and Fog

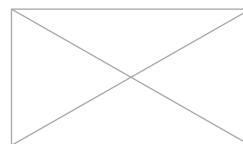
Humidity: 89%

[Change your ZIP code »](#)**Sign Up**

Fusce quis nisl tempus, commodo lacus id, molestie mauris. Mauris eleifend augue sem, sit amet luctus orci consequat at.

[Sign me up](#)**Getting Active**

Quisque at felis iaculis ...

Take One Step

Right side rail
Supporting content

Design Annotations:

General Observations:

As in previous pages.

01 Here, the triple tab design was replaced with accordion for better scalability to mobile.

Logo plus tagline

Search Share

Exercise

General Observations:
As in previous pages.

Design Annotations:

General Observations:
As in previous pages.

Exercise

Exercise

The Benefits of Exercise

- Improved fitness
- Greater independence in everyday activities
- Not feeling exhausted as often
- Improved confidence
- Ability to think more clearly

Exercise Options

Exercise doesn't have to mean going to a gym or running a race. If you want to stay active, you have plenty of options. You can try walking, taking a yoga class, swimming, or playing mini golf with friends. When you are ready to get going with any new physical activity, talk to your healthcare provider.

● ○ ○

Breathing During Exercise

If you're worried about becoming short of breath, paced breathing may help. Paced breathing means breathing in coordination with your activity. Paced breathing is a technique that is taught at pulmonary rehabilitation and at COPD support groups. Paced breathing prevents or decreases shortness of breath during activities, such as, when you walk or lift light objects. Here's how paced breathing works:

Pursed-Lip Breathing: People in pulmonary rehab learn a technique called pursed-lip breathing. This allows you to breathe in and out better so you can be more physically active. Here's an example of how pursed-lip breathing works during stair climbing:

- Inhale through your nose, keeping your mouth closed. Try to inhale for 2 seconds.
- Exhale slowly through pursed lips, as if you're blowing out a candle. Try to exhale for 4 to 6 seconds.

It's important to be involved in physical activities every day. If you're worried about doing too much, talk to your healthcare provider about physical activities that are appropriate for you.

16:9

Importance of pursed-lip breathing for COPD

Pulmonary rehab: the benefits

- Make sure to talk to your healthcare provider about any other precautions you should take before or during exercise.
- Stop exercising if you:
 - Have chest, neck, arm or jaw pain or pressure
 - Feel weak
 - Aren't feeling well
 - Are dizzy, nauseated, lightheaded, or develop a headache
 - Have any other symptoms that cause concern, and call your doctor immediately.

< Pulmonary Rehabilitation Activities >

Standard GSK footer and sitemap

Logo plus tagline

Search Share

Home

▶ Learn COPD Basics

▶ Make a COPD Plan

▼ Manage Day to Day

- Nutrition
- Pulmonary Rehab
- Exercise
- Activities**
- Sleep & Rest

Talk to Your Doctor

▶ Get Support

▶ Tools & Resources

Site Navigation

Activities

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam justo mi, facilisis quis augue id, mattis ornare sem.

At Home And In The Community

Reaching out and learning more about COPD

16:9

0:00 / 4:59

1

Online

Your computer is the gateway to an infinite number of learning experiences and opportunities. You can take classes, socialize with others, play games, and even volunteer. Here are some great things to try online:

Free Online Learning Classes

From Ivy League to community college, many universities and colleges offer continuing education classes. You can learn a different language, try to master a new type of technology, or further your knowledge on a topic that interests you.

Common Interest Groups

Search for online or local groups that share one of your interests, such as cooking, gardening, COPD, or volunteering. There are plenty of online opportunities that let you volunteer anywhere, anytime.

How-Tos

Learn how to do something that has always interested you, like take better vacation photos, create your own wallpaper, or make the perfect ribbon bow.

Travel

There are places to see and people to visit. People with COPD do not need to avoid traveling because of breathing difficulties. Caution and proper planning may be necessary in the following instances:

Traveling to higher altitudes

This may be difficult because of lower oxygen levels at high elevations. Make sure to discuss traveling and your oxygen needs with your doctor.

Traveling via plane

The pressure in the airplane may affect your need for oxygen during the flight. Make sure to discuss the need for oxygen with your healthcare team before flying.

Sex

Your lung disease may not directly affect your sexual ability. Talk to your healthcare provider about issues related to sex and COPD.

Pulmonary rehabilitation programs may have a class that addresses sex and COPD issues. Make sure to discuss any concerns you have with your healthcare provider.

< Exercise Sleep & Rest >

Main Content

Design Annotations:

General Observations:

As in previous pages.

01_Revised carousel design.

02_Revised treatment of images and text.

Search Share

[Home](#)
[▶ Learn COPD Basics](#)
[▶ Make a COPD Plan](#)

[▼ Manage Day to Day](#)
 Nutrition
 Pulmonary Rehab
 Exercise
 Activities
Sleep & Rest

[Talk to Your Doctor](#)
[▶ Get Support](#)
[▶ Tools & Resources](#)

Site Navigation

Sleep and Rest

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam justo mi, facilisis quis augue id, mattis ornare sem.

COPD and Sleep

Placeholder text: A survey by the American Lung Association revealed that half of all COPD patients say their condition limits their ability to sleep.

How Can COPD Interrupt Your Sleep?

Placeholder text: Low oxygen levels: You may or may not know if you have a low oxygen level when you sleep. Make sure to let your doctor know if you're having trouble sleeping, and you may be referred for a sleep evaluation.

Placeholder text: Sleep apnea: Obstructive sleep apnea is a common disorder that causes you to stop breathing while you sleep—for a few seconds to a minute or longer—at least 3 nights a week. Sleep apnea can be treated.

Placeholder text: Medications: Some medications, when taken near bedtime, may make falling asleep more difficult. Ask your healthcare provider if any of your medications may have this effect.

Placeholder text: Coughing: If coughing wakes you up at night, make sure to talk to your doctor.

Do's and Don'ts for a Good Night's Sleep

DO

- Keep your room quiet, dark, and cool.
- Develop a bedtime routine and stick to it.
- Relax before bedtime.
- Try to go to sleep and wake up at the same time every day of the week, including weekends.

DON'T

- Get into bed until you are tired.
- Nap.
- Drink caffeine.

Talk To Your Healthcare Team About Sleeping Patterns

Placeholder text: Try to keep a sleep journal to share with your healthcare team, especially if you're having problems falling and staying asleep. Writing down things such as what you were doing before bed, and what time you fell asleep and woke up, can help you and your healthcare team identify any patterns you may not have noticed. Also, make sure to mention any of the following sleep problems to your doctor:

*Placeholder text: Trouble getting to sleep or staying asleep
 Waking up in the morning with headaches
 Awaking with shortness of breath
 Hearing from your sleep partner
 that you stop breathing during sleep*

[◀ Activities](#) [Get Support ▶](#)

Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

Todays Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog
Humidity: 89%

[Change your ZIP code »](#)

Sign Up

Fusce quis nisl tempus, commodo lacus id, molestie mauris. Mauris eleifend augue sem, sit amet luctus orci consequat at.

[Sign me up](#)

Getting Active

Quisque at felis iaculis ...

Discussion Tool

Quisque at felis iaculis ...

Take One Step

Quisque at felis iaculis ...

Disclaimer: This wireframe does not represent the visual design.

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The wireframe illustrates the layout of the 'Talk to Your Doctor' website. It features a header with a logo and tagline, search, and share functions. The main content area is divided into Site Navigation, Main Content, and a Right side rail. The Site Navigation on the left includes links for Home, Learn COPD Basics, Make a COPD Plan, Manage Day to Day, Talk to Your Doctor, Get Support, and Tools & Resources. The Main Content area contains a 'Doc Talk' section with a video player (labeled 1), 'Actions to take' (a list of 4 points), and sections for 'Guide Your Friends and Family', 'Always Be Prepared', 'Have a Plan', and 'Share Every Detail'. The Right side rail includes 'Todays Weather' for Brooklyn, NY 11222, a 'Sign Up' section, and 'Nutrition Tips'. A footer at the bottom provides a standard GSK footer and sitemap.

Logo plus tagline

Site Navigation

Main Content

Right side rail Supporting content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

01 In original design we had three sections using tabs. In any page designed this way we replaced tabs with accordions to accommodate responsive scalability. First accordion item always expanded by default.

The wireframe illustrates a mobile-optimized website layout for 'Get Support'. The page is divided into several sections:

- Header:** Features a logo and tagline placeholder, a search bar, and a share button.
- Left Sidebar (Site Navigation):** Contains links to Home, Learn COPD Basics, Make a COPD Plan, Manage Day to Day, Talk to Your Doctor, Get Support (with sub-links for Where to Find Help, Improving Relationships, Caregiver Support), and Tools & Resources.
- Main Content Area:** Titled 'Get Support', it includes a placeholder text block, a section titled 'A Key To Moving Forward' with a placeholder image, and a video player placeholder for 'How support makes a difference'.
- Right Sidebar (Design Annotations):** Contains the following modules:
 - Todays Weather:** Shows 'For Brooklyn, NY 11222', a temperature of '75°', and a placeholder image.
 - Sign Up:** Includes placeholder text and a 'Sign me up' button.
 - Getting Active:** Placeholder image.
 - Discussion Tool:** Placeholder image.
 - Take One Step:** Placeholder image.
- Footer:** Standard GSK footer and sitemap.

A red circle with the number '1' is placed over the 'Get Support' section of the main content area.

Design Annotations:

General Observations:

As in previous pages.

01_Callouts to other pages have been removed to make it more mobile friendly.

Search Share

- Home
- ▶ Learn COPD Basics
- ▶ Make a COPD Plan
- ▶ Manage Day to Day
- Talk to Your Doctor
- ▼ Get Support
 - Where to Find Help
 - Improving Relationships
 - Caregiver Support
- ▶ Tools & Resources

Site Navigation

Where to Find Help

Friends and family

Support is important when you're living with COPD, both emotionally and for doing everyday tasks. Friends and family are a great place to find it. They often want to help but aren't sure what to do or how they can be of assistance.

Start out by explaining about COPD and how it makes you feel. Then, let them know that you need help and tell them exactly what they can help you with, like day-to-day tasks. For example, ask your family to carry in the groceries or take out the garbage.

Here are a few other ways family and friends may help:

- Attend doctors' appointments with you, and help you remember what you want to ask
- Remind you when you need to take or refill your medications
- Take care of household chores and errands like grocery shopping and cooking
- Help make things more accessible so that you won't have to climb stairs as often

Finding Others with COPD

Finding COPD support groups

COPD support and self-help groups

Finding one of many COPD support groups is another option. Whether you find one near home or online, you may feel reassured when you see other people with COPD going through the same things you are. You may make new friends, and may even learn how to tackle a new challenge when it presents itself.

Here's a tip:

Don't be intimidated if you don't want to share information about yourself at first...support groups are great places to listen and learn.

Online resources

Please visit these sites or contact these organizations for additional information. The web sites listed are external to GlaxoSmithKline. GlaxoSmithKline does not have control over the content of the information provided on these web sites and therefore does not warrant its accuracy and completeness.

- COPD Action Plan**
A personal tool that helps you talk to your healthcare provider to make a plan that is best for you, including when to call your doctor and when to get emergency care. Make sure your friends and family know where to find this document. Be sure to take it to your next doctor's appointment.
[Learn more](#)
- Better Breathers Clubs**
Find a Better Breathers Club in your area. You'll get to talk to others who understand what you're going through, and support from those who may be sharing the same struggles.
[Learn more](#)
- Freedom From Smoking® Online**
FFS Online is a helpful program for adults who want to quit smoking. The program can be accessed day or night, 7 days a week, and will provide lessons that teach you how—not why—to quit.
[Learn more](#)

Counselors, Clergy, and Coworkers

Reaching out to someone you trust is important in dealing with all the feelings that come with COPD. In addition to talking to your healthcare team or a friend or family member, you may want to consider talking to a coworker, contacting a counselor, or confiding in a member of your clergy.

[< Get Support](#)

[Improving Relationships >](#)

Standard GSK footer and sitemap

Todays Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog

Humidity: 89%

[Change your ZIP code »](#)

Sign Up

Fusce quis nisl tempus, commodo lacus id, molestie mauris. Mauris eleifend augue sem, sit amet luctus orci consequat at.

[Sign me up](#)

Take One Step

Quisque at felis iaculis ...

Right side rail
Supporting content

The wireframe shows a website layout with a header, a main content area, and a sidebar.

Header: Contains a logo plus tagline, a search bar, and a share button.

Left Sidebar (Site Navigation): Includes links for Home, Learn COPD Basics, Make a COPD Plan, Manage Day to Day, Talk to Your Doctor, Get Support (with sub-links for Where to Find Help, Improving Relationships, and Caregiver Support), and Tools & Resources.

Main Content Area: Features a video player with the text "Talking openly is key to moving forward" and "I have COPD and we support each other". The video player has a 16:9 aspect ratio and a play button.

Right Sidebar (Supporting Content): Includes a weather forecast for Brooklyn, NY (75°, Cloudy with Mist and Fog, Humidity: 89%), a sign-up form, and a "Take One Step" section.

Bottom Navigation: Includes links for < Where to Find Help and Caregiver Help >.

Footer: Standard GSK footer and sitemap.

Design Annotations:

General Observations:

As in previous pages.

Logo plus tagline

Search Share

Caregiver Support

Caregivers Need Care, Too!

Caring for someone with COPD can be rewarding. You know that performing your role each day is essential to his or her health and well-being.

But taking on more responsibility, dealing with new challenges, and watching your loved one live with COPD can take a toll on you, too. You need to find ways to take care of yourself, both physically and mentally. The better you care for yourself, the more time, attention, and affection you can give to your loved one with COPD.

Ideas to Solve Common Problems

▼ INCREASED STRESS
CREATE YOUR OWN HEALTHY HABITS

It may seem hard to take care of your own health when you're so focused on the health of your loved one. But your health is just as important. Make sure you get enough sleep, try to get some exercise, and rest if you are sick or run down. And while you might be focused on getting someone else to the doctor, don't forget to make and keep your own medical appointments, too.

► FINDING MORE HELP
► FEELING OVERWHELMED
► BURNOUT

Caregiver support for people with COPD matters

Caregiver support for people with COPD matters

16:9

0:00 / 4:59

Right side rail Supporting content

< Improving Relationships Tools & Resources >

Standard GSK footer and sitemap

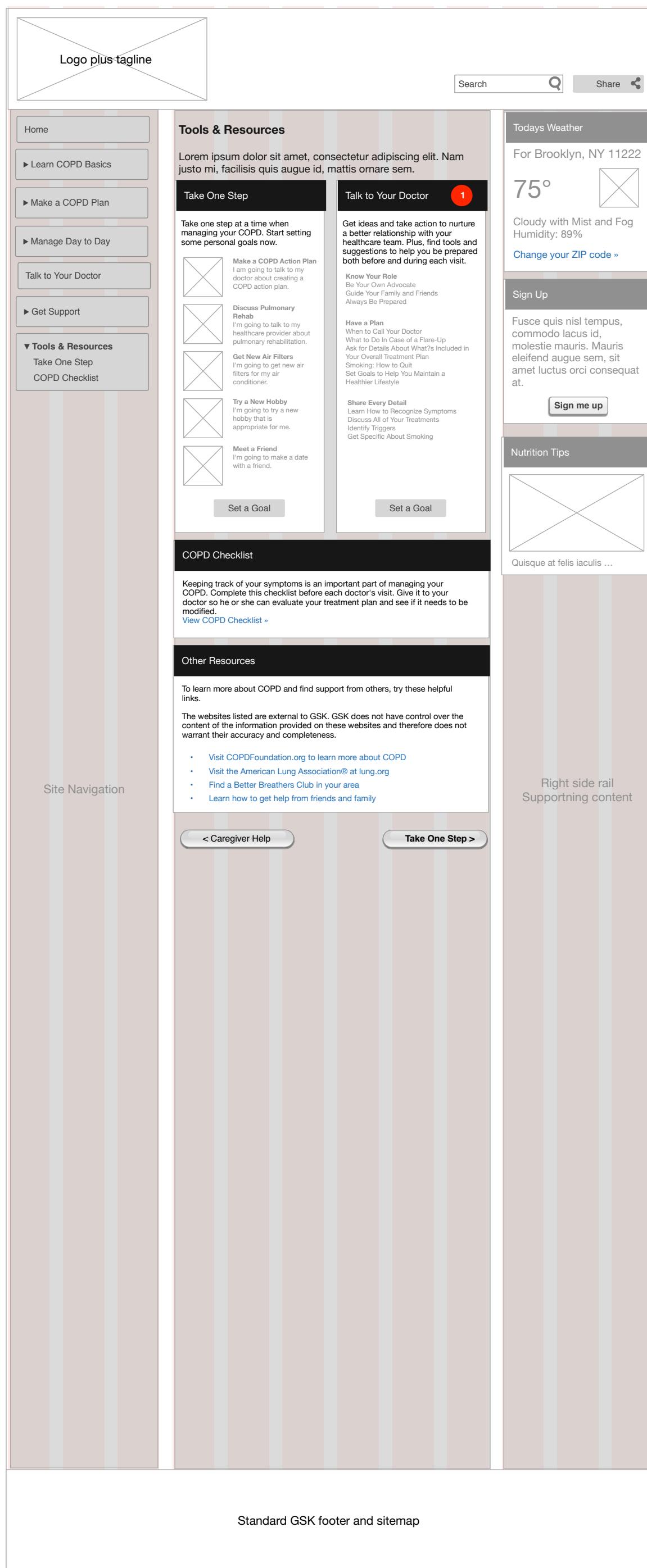
Design Annotations:

General Observations:

As in previous pages.

01_We are replacing tabs with accordion.

Tools & Resources



The wireframe shows a website layout for 'Tools & Resources'. The left sidebar, titled 'Site Navigation', contains links: Home, Learn COPD Basics, Make a COPD Plan, Manage Day to Day, Talk to Your Doctor, Get Support, and a Tools & Resources section with sub-links: Take One Step and COPD Checklist. The main content area has a header 'Tools & Resources' with a placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam justo mi, facilisis quis augue id, mattis ornare sem.' Below this are two main sections: 'Take One Step' and 'Talk to Your Doctor'. The 'Take One Step' section includes five items: Make a COPD Action Plan, Discuss Pulmonary Rehab, Get New Air Filters, Try a New Hobby, and Meet a Friend, each with a small icon and a brief description. It also features a 'Set a Goal' button. The 'Talk to Your Doctor' section includes a placeholder text: 'Get ideas and take action to nurture a better relationship with your healthcare team. Plus, find tools and suggestions to help you be prepared both before and during each visit.' It lists 'Know Your Role', 'Have a Plan', and 'Share Every Detail', each with a sub-list of items. It also features a 'Set a Goal' button. Below these sections is a 'COPD Checklist' with a placeholder text: 'Keeping track of your symptoms is an important part of managing your COPD. Complete this checklist before each doctor's visit. Give it to your doctor so he or she can evaluate your treatment plan and see if it needs to be modified.' A 'View COPD Checklist' link is provided. The 'Other Resources' section contains a list of external links: COPDFoundation.org, American Lung Association, Better Breathers Club, and help from friends and family. Navigation buttons '< Caregiver Help' and 'Take One Step >' are at the bottom. The right side rail, titled 'Supporting content', contains a 'Todays Weather' section for Brooklyn, NY (75°, Cloudy with Mist and Fog, 89% humidity) with a 'Change your ZIP code' link, a 'Sign Up' section with placeholder text, and a 'Nutrition Tips' section with a placeholder image and text: 'Quisque at felis iaculis ...'. The footer contains a 'Standard GSK footer and sitemap'.

Design Annotations:

General Observations:

As in previous pages.

01_Change the title of the module to correspond to navigation.

6.0
Tools and Resources

Logo plus tagline

Take One Step

General Observations:
As in previous pages.

Design Annotations:

01_Tab system replaced by accordion and right column removed as we don't support functionality anymore (My Page, Set Goals, etc.). Please also look up corresponding mobile design for alternate treatment.

Site Navigation

Right side rail Supporting content

Standard GSK footer and sitemap

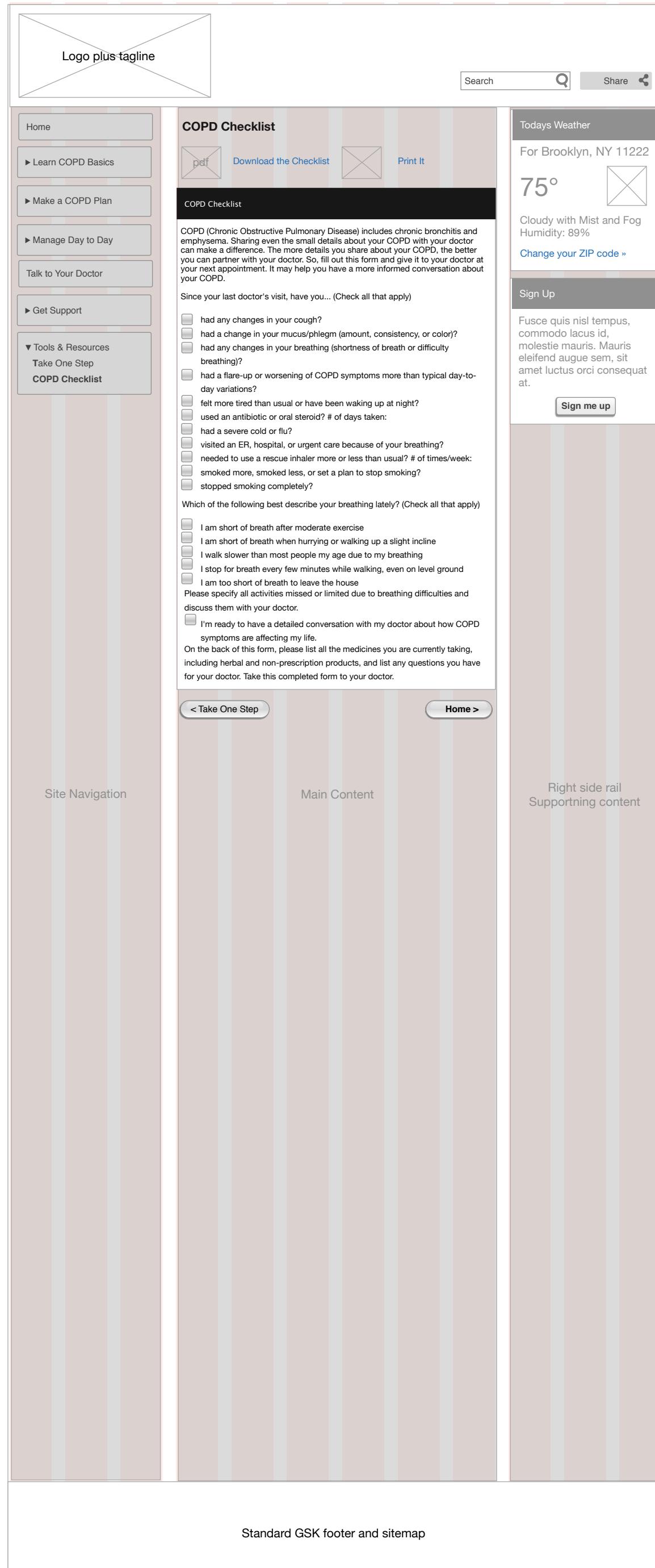
Disclaimer: This wireframe does not represent the visual design.

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COPD Checklist

6.2

COPD Checklist



Design Annotations:

General Observations:

As in previous pages.

Disclaimer: This wireframe does not represent the visual design.

Proposed Registration

Logo plus tagline

Home

▶ Learn COPD Basics

▶ Make a COPD Plan

▶ Manage Day to Day

▶ Get Support

▶ Tools & Resources

Sign Up

Sign Up * Indicates required fields

It's easy! To receive tools, tips, information, and other resources from COPD.com, simply complete the form below.

Which of the following statements best describes you?

I have been diagnosed with chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema 1

I am the family member or friend of someone who has been diagnosed with chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema

None of the above statements describe me

Reset 2 Next

Todays Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog
Humidity: 89%

Change your ZIP code »

Site Navigation

Main Content

Right side rail Supporting content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

First segment of registration is a pre-qualifying form. Use standard GSK form validation treatment when needed.

01_ If someone answers question #1 that they are either a "family member or friend" or "none of the statements describe me" then they should not see any further questions (they should still see the permissions statement) and contact information.

02_ Activate Next button only if selection is made.

Proposed Registration - COPD 2

Logo plus tagline

Search Share

Sign Up

Sign Up * Indicates required fields

It's easy! To receive tools, tips, information, and other resources from COPD.com, simply complete the form below.

▼ Contact Information

How can we contact you?

First Name*

Last Name*

Email*

Zip*

Address* add address field 2

City* 3

Reset 4 Next

► About Your COPD Condition

► Managing Your COPD Condition

Main Content

Right side rail Supporting content

Standard GSK footer and sitemap

0.1

Sign Up

Design Annotations:

General Observations:

First segment of registration is a pre-qualifying form. Use standard GSK form validation treatment when needed.

01 Only one accordion at the time is expanded.

02 If user need more then one line of Address field they can add them by clicking on the link.

03 Only activate Next button if validation is positive.

04 Accordion segments that has not been used yet are grayed out and inactive. They serve as progress indicators.

Proposed Registration - COPD 3

Logo plus tagline

Search Share

Sign Up

Sign Up * Indicates required fields

It's easy! To receive tools, tips, information, and other resources from COPD.com, simply complete the form below.

► Contact Information 1

► About Your COPD Condition 2

I am currently using one or more inhaled medications on a daily basis to treat your chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema?

I do not use oxygen

I use oxygen for fewer than 6 hours per day

I use oxygen for 6-12 hours per day

I use oxygen for more than 12 hours per day

How many times in the last year have your symptoms been markedly worse for several days (for example: increased cough, mucus or shortness of breath) - beyond what you typically experience on a day-to-day basis? *

select

How many times in the last 12 months when your symptoms were markedly worse did you do ANY of the following things: * 3

- Make an urgent or unscheduled visit to a doctor in a clinic, urgent care center, or emergency department, or
- Use a steroid medication; or
- Use an antibiotic; or
- Have to be admitted to the hospital overnight?

select

When was the most recent time that your symptoms were markedly worse for several days (for example: increased cough, mucus or shortness of breath) - beyond what you typically experience on a day-to-day basis?

Within the last 3 months

Within the last 4-6 months

Within the last 7-9 months

Within the last 10-12 months

More than 12 months ago

Reset Next

► Managing Your COPD Condition

Standard GSK footer and sitemap

Design Annotations:

General Observations:

First segment of registration is a pre-qualifying form. Use standard GSK form validation treatment when needed.

01_Previous accordion is collapsed but can be accessed by user if they need to change or review information.

02_Consider creating one large button instead of just a checkbox or radio button.

03_Based on the answer in the previous question we will insert this conditional question.

Sign Up

0.1

Proposed Registration - COPD 4

Logo plus tagline

Search Share

Sign Up

Sign Up * Indicates required fields

It's easy! To receive tools, tips, information, and other resources from COPD.com, simply complete the form below.

► Contact Information

► About Your COPD Condition

▼ Managing Your COPD Condition

1 In the past 30 days, I have tracked my chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema symptoms using a tool like a diary, journal, or an app on your smart phone.

2 In the past 30 days, I have searched for information about prescription medications for the treatment of chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema.

GSK believes your privacy is important. By providing your name, address, e-mail address and other information, you certify that you are at least 18 years old and that you are giving GSK and companies working with GSK permission to market or advertise to you about COPD and medicines that treat COPD. GSK will not sell or transfer your name, address or e-mail address to any other party for their own marketing use. For additional information regarding how GSK handles your information, please see our privacy statement.

Reset

Site Navigation

Main Content

Right side rail Supporting content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

First segment of registration is a pre-qualifying form. Use standard GSK form validation treatment when needed.

01_Consider using one large button instead of just a checkbox.

02_User must certify age before Submit button is active.

Proposed Registration - No COPD

Logo plus tagline

Search Share

Sign Up

Sign Up * Indicates required fields

It's easy! To receive tools, tips, information, and other resources from COPD.com, simply complete the form below.

Contact Information

How can we contact you?

First Name*

Last Name*

Email*

Zip*

Address add address field

City

GSK believes your privacy is important. By providing your name, address, e-mail address and other information, you certify that you are at least 18 years old and that you are giving GSK and companies working with GSK permission to market or advertise to you about COPD and medicines that treat COPD. GSK will not sell or transfer your name, address or e-mail address to any other party for their own marketing use. For additional information regarding how GSK handles your information, please see our privacy statement. *

Reset Submit

1

2

Site Navigation

Main Content

Right side rail Supporting content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

First segment of registration is a pre-qualifying form. Use standard GSK form validation treatment when needed.

01_User can choose to add physical address.

02_If user has no COPD we will display Privacy Statement . Submit button is activated after validation.

0.1
Sign Up

The wireframe illustrates a 'Page not found' page structure. At the top, there is a header section with a logo and tagline, a search bar, and a share button. The main content area is titled 'Page not found' and contains a message: 'Sorry, we couldn't find that page'. Below this message is a sub-instruction: 'Click the address you entered, use the search box above, or find your page from this site map.' To the left, a vertical sidebar is labeled 'Site Navigation' and contains links: Home, Learn COPD Basics, Make a COPD Plan, Manage Day to Day, Get Support, and Tools & Resources. The central area is labeled 'Main Content'. To the right, a 'Right side rail Supporting content' displays 'Todays Weather' for Brooklyn, NY 11222, showing a temperature of 75°, a cloudy icon, and the text 'Cloudy with Mist and Fog' and 'Humidity: 89%'. A link 'Change your ZIP code »' is also present. The footer is labeled 'Standard GSK footer and sitemap'.

Logo plus tagline

Search Share

Page not found

Sorry, we couldn't find that page

Click the address you entered, use the search box above, or find your page from this site map.

Home

▶ Learn COPD Basics

▶ Make a COPD Plan

▶ Manage Day to Day

▶ Get Support

▶ Tools & Resources

Site Navigation

Main Content

Right side rail Supporting content

Todays Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog

Humidity: 89%

Change your ZIP code »

Standard GSK footer and sitemap

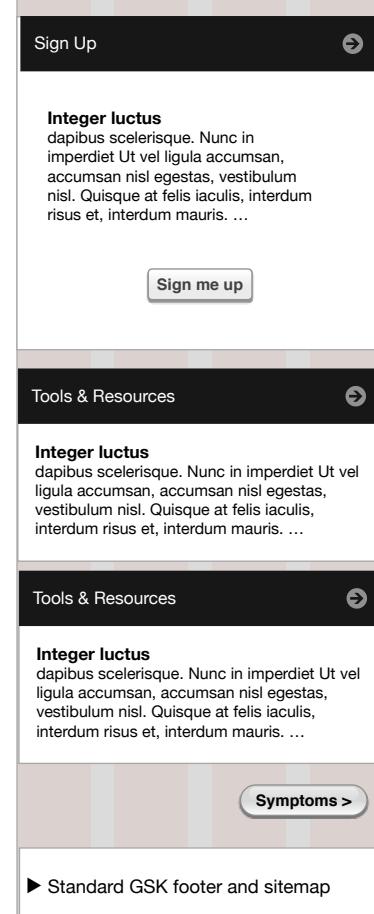
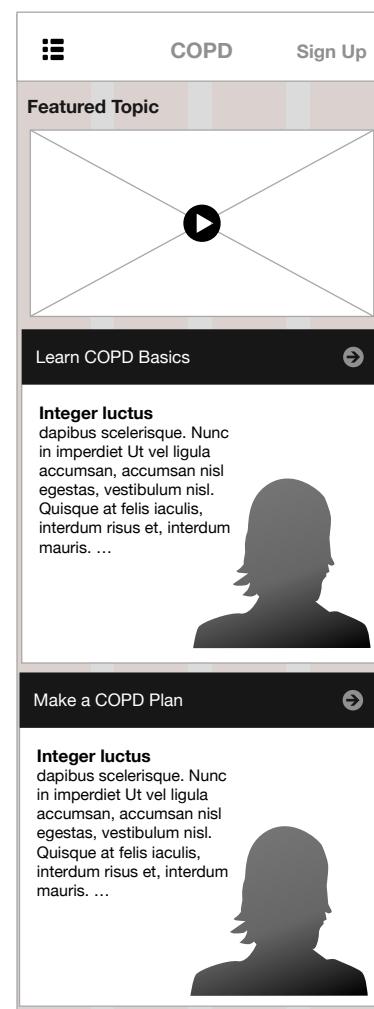
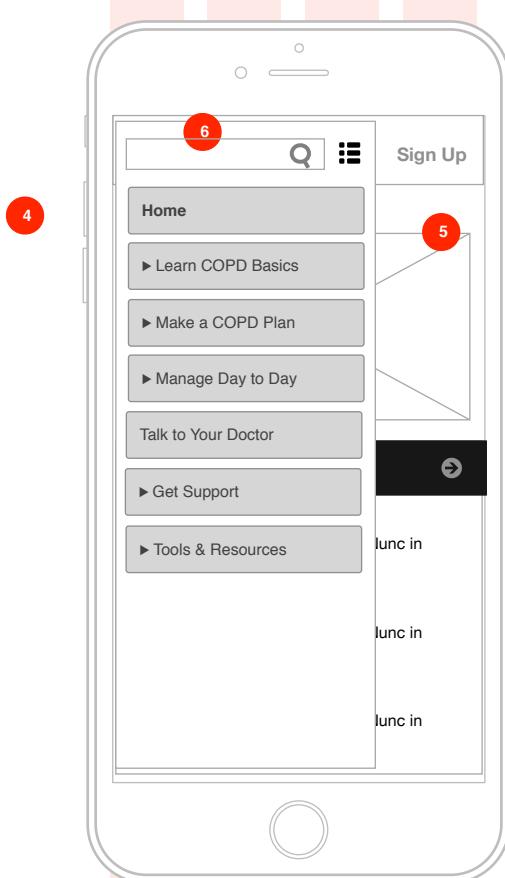
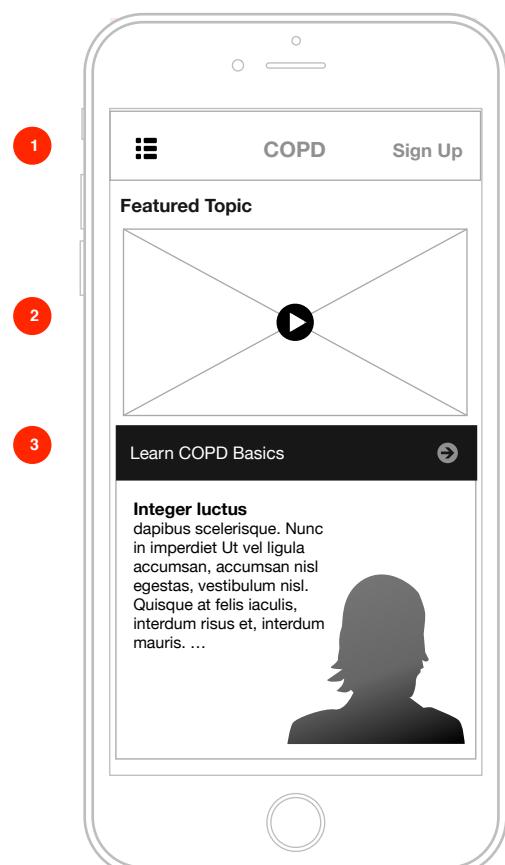
Design Annotations:

General Observations:

Standard 404 error treatment

Mobile Wireframes

fluid design 320 to 640 pix



Design Annotations:

General Observations:

We were following an interaction pattern introduced by Facebook which reveals left rail and corresponding components when hamburger icon is clicked. Right rail is removed for the mobile version.

01_Mobile header will be simplified to icons representing left rail with basic logo.

02_Video on mobile will be represented by thumb nail and a native video player of the device will be activated when user clicks on it.

03_Whole header of the module should act as one big button. It will take user to a page which is described by that module.

04_Left rail (site navigation will be identical in functionality as desktop version. Only one item can be opened at one time.

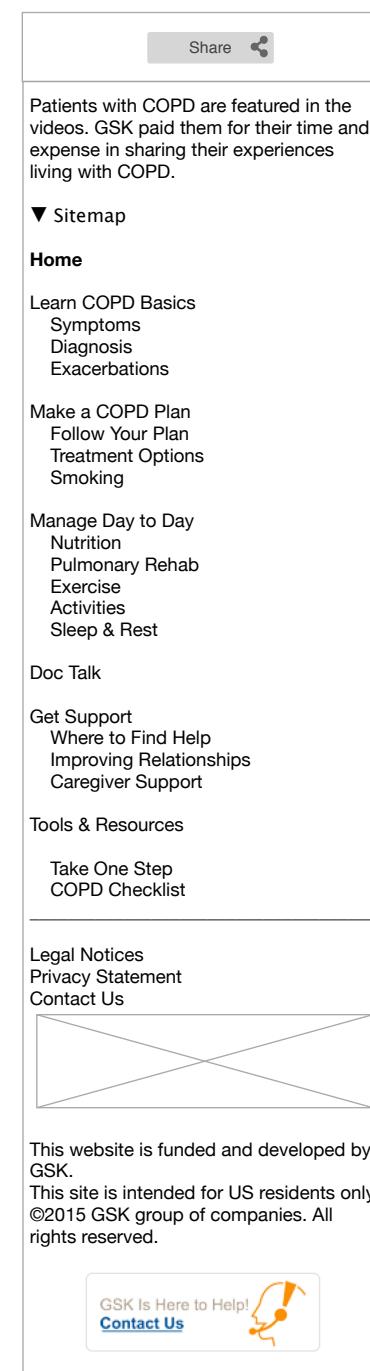
05_Clicking on the underlying page will close a hamburger panel.

06_User can initiate search within a hamburger menu but results will be displayed in it's own page.

07_Sitemap will be collapsed by default as it is a repeat of hamburger menu.

08_Search will be displayed right above the rest of the footer. Please allow for enough of the white space between navigation buttons and search..

Expanded Footer



This website is funded and developed by GSK.

This site is intended for US residents only.

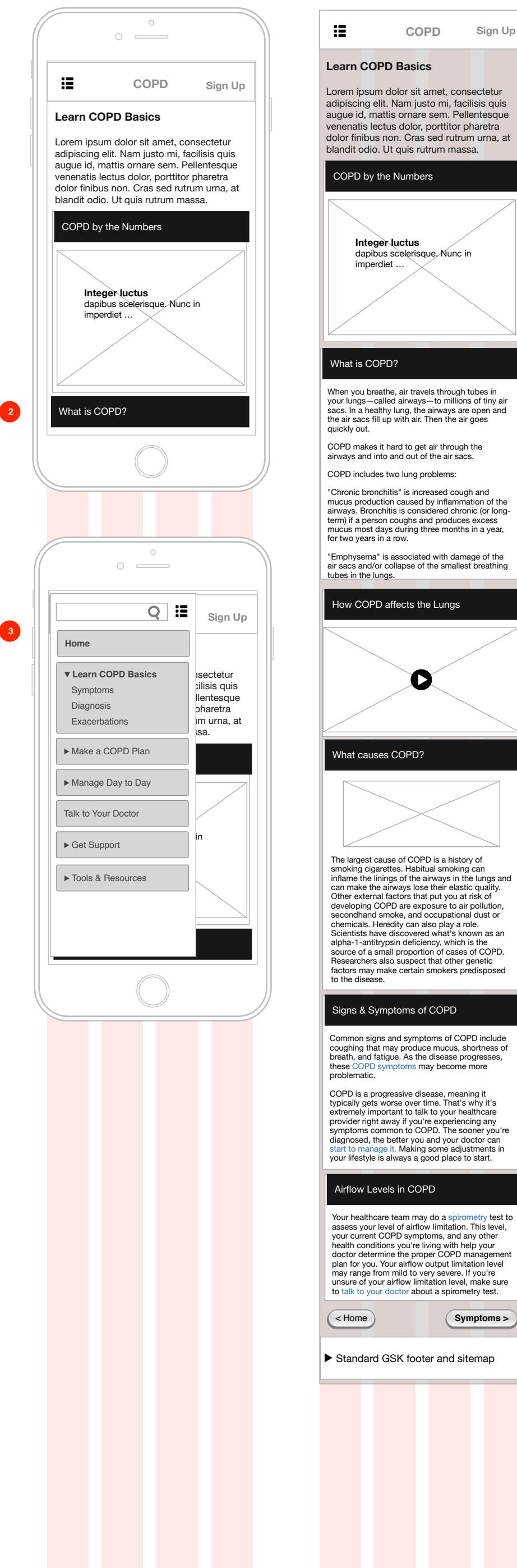
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HAVAS



Design Annotations:

General Observations:

In general, we should always have touchable areas (e.g. links and buttons to be at least 44 by 44 pix. or 88 by 88 for retina)

02_ If possible we should try to show part of the next module to indicate additional content. This will be defined during visual design phase.

03_ In the hamburger menu we should always indicate current page. Only one accordion item should be opened at the time.

04_ Video module should only display a thumbnail of the video and when clicked they should invoke a native video player for the device.

05_ We should consider using an abbreviated version of the "previous" button to allow enough space for copy in the "forward" button which is having higher priority for the user experience. Please refer to visual design document for final treatment.

Alternate Module Version



1 COPD Symptoms Page

2 Navigation Screen with Carousel

Design Annotations:

General Observations:

As in previous pages.

01 Consider progressive disclosure for large amounts of copy.

02 use left and right swipes for moving through the carousel.
Clicking on the thumbnail fires up native video player.

The wireframe illustrates the mobile application's user interface. The top section shows a smartphone displaying the 'Diagnosis' page for COPD. The page title is 'COPD Diagnosis'. The content area is titled 'How is COPD diagnosed?' and contains text explaining the process of diagnosis through spirometry, including how it measures lung function and evaluates airflow obstruction. It also discusses the support available for those diagnosed. The bottom section shows another smartphone displaying the main navigation menu. The menu includes a search bar, a 'Sign Up' button, and a sidebar with links to 'Home', 'Learn COPD Basics', 'Diagnosis', 'Exacerbations', 'Make a COPD Plan', 'Manage Day to Day', 'Talk to Your Doctor', 'Get Support', and 'Tools & Resources'.

Design Annotations:

General Observations:

As in previous pages.

COPD Sign Up

Exacerbations

What is an exacerbation?

Integer luctus
dapibus scelerisque. Nunc in imperdiet ...

How to Handle Exacerbations

COPD exacerbations happen when your usual COPD respiratory symptoms flare up and become much worse than usual. Many exacerbations are caused by a viral or bacterial lung infection. Air pollution can also be a trigger. However, in about one third of severe exacerbations, the cause cannot be identified.

COPD Exacerbations may last for days or weeks and can require antibiotics, oral corticosteroids, and even hospitalization. They're different for everyone, but one thing that's similar in most exacerbations is that they're sudden. When you experience an exacerbation, you may not even realize it's happening at first. The severity of symptoms you experience during an exacerbation goes beyond your day-to-day COPD symptoms. They typically consist of:

- Cough
- A change in the color or amount of phlegm
- An increase in shortness of breath

In patients with more severe COPD, exacerbations generally happen more frequently, averaging about one to two episodes a year. Exacerbations may also increase with frequency of previous exacerbations, and decreased lung function. Regardless of how many exacerbations you've experienced, it's important that you talk to your healthcare team about managing them and do what you can to help prevent them in the future.

If you think you are experiencing an exacerbation, you should call your healthcare provider right away. If you think you have had an exacerbation in the past, you should discuss with your healthcare provider.

Help decrease your chance of an exacerbation

Talk to your healthcare provider about things you can do to avoid triggers and help reduce your chance of exacerbations in the future.

- Get a flu shot and ask if you need a pneumonia vaccine.
- Keep taking your medications as prescribed.
- Keep your distance from anyone who has the flu, a cold, or a sore throat.
- Wash your hands frequently with soap and water to help protect against infection.

< Diagnosis Make a COPD Plan >

► Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

M-Make a COPD Plan

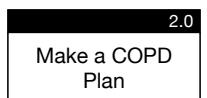


Design Annotations:

General Observations:

As in previous pages.

01_Review images for scalability.



COPD Sign Up

Follow Your COPD Plan

Tips To Help You Stick To Your Plan

Integer luctus
dapibus scelerisque. Nunc
in imperdiet ...

Your COPD plan is a great guide, but every now and then you may have to make a detour or reroute your plan based on how things are going. It is important to have a plan, and a set of directions to help you stick with it.

Your COPD Action Plan

The foundation of your COPD plan is based on working with all the members of your healthcare team. to view them as your partners with one common goal: your wellness. These healthcare professionals are some of your most valuable allies, so being able to communicate with them well isn't just a plus—it's a necessity.

Who's on your healthcare team? Take a look at some of the people who may play a role in helping you make and reach your COPD goals:

Primary Care Provider (PCP)
Your PCP is usually a doctor, but may also be a physician assistant (PA) or nurse practitioner (NP). Your PCP plays a key role in the diagnosis and management of COPD.

Pulmonologist
Pulmonologists are doctors who specialize in diagnosing and treating people with lung conditions, like COPD.

Pharmacist
Your pharmacist not only prepares and processes your prescription, but may also follow your progress to ensure that your medications are appropriate for you and your medication plan and that you are taking them as prescribed.

Respiratory Therapist
Most respiratory therapists work in hospitals or travel to patients' homes. They educate people with COPD, teach them how to manage their condition, and even help people manage home oxygen needs.

While sometimes it may be tough for you to talk to the members of your healthcare team openly and honestly, the best thing you can do is not hold anything back. It's OK to overshare and be specific about what you're feeling. For instance, instead of simply telling your doctor that you're more tired than usual, give him or her a specific example, like describing how your daily walk to the mailbox is taking longer and is more exhausting. When you're open and honest with your healthcare team, it can be easier for all of you to set goals that are right for you. Then you can work better together to measure if your particular COPD plan is working or not.

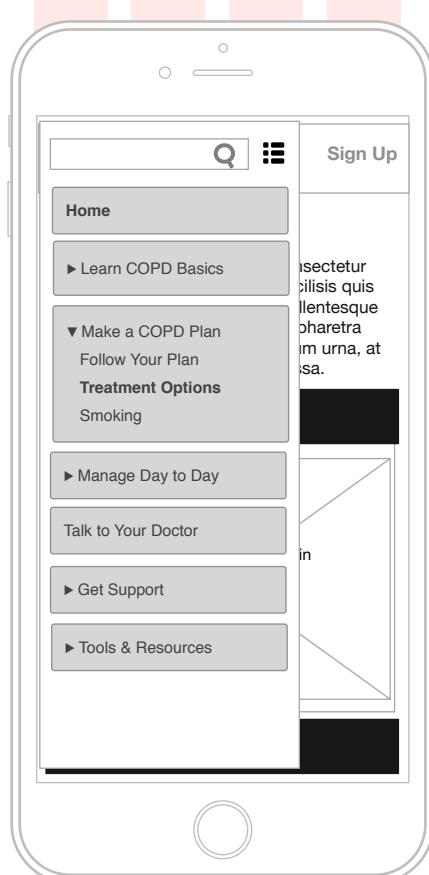
< Make a COPD Plan Treatment Options >

► Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

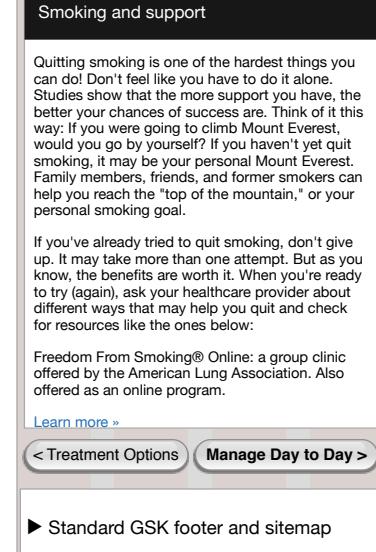
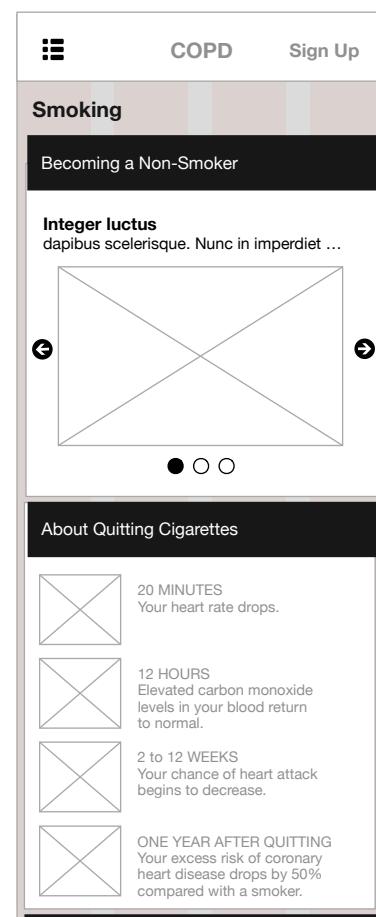
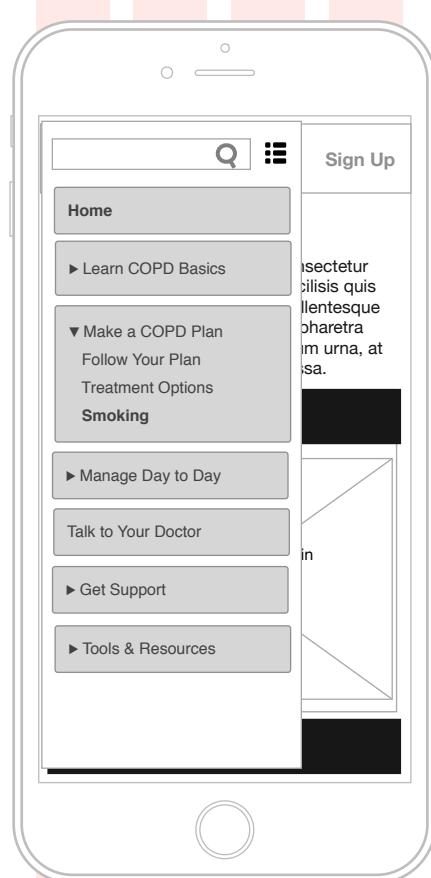
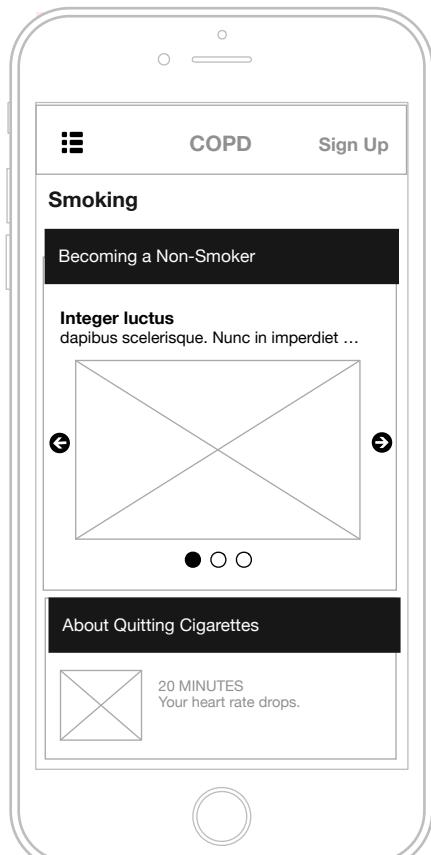


Design Annotations:

General Observations:

As in previous pages.

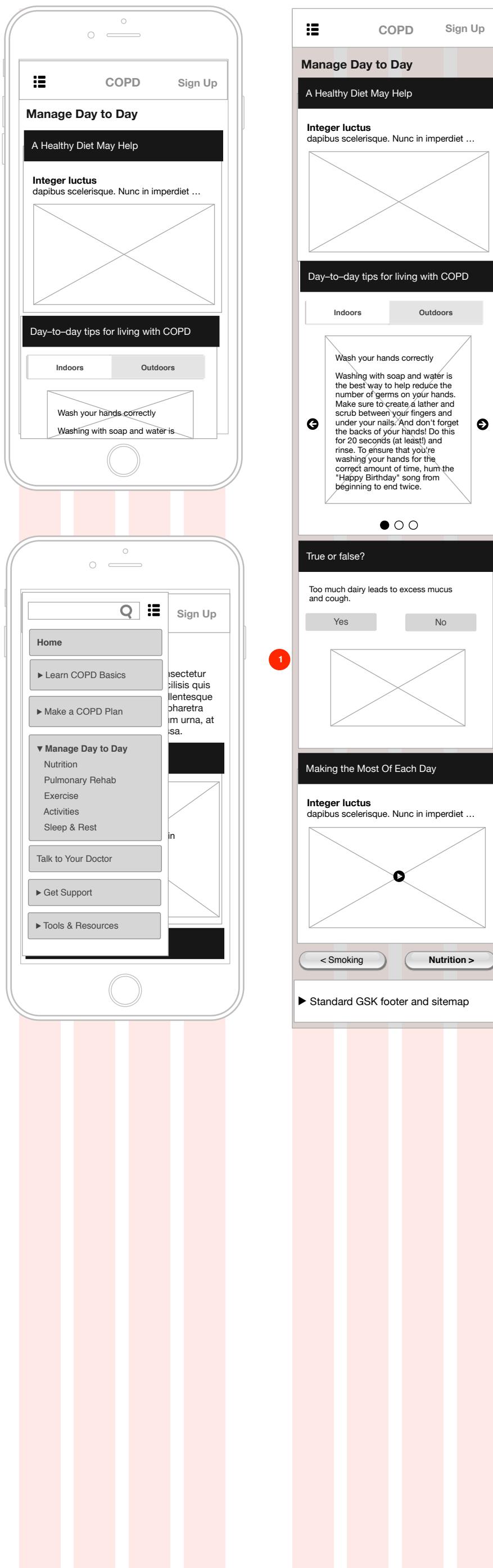
01_Review treatment of images.



Design Annotations:

General Observations:

As in previous pages.



Design Annotations:

General Observations:

As in previous pages.

01_Review this module for scalability.

Design Annotations:

General Observations:

As in previous pages.

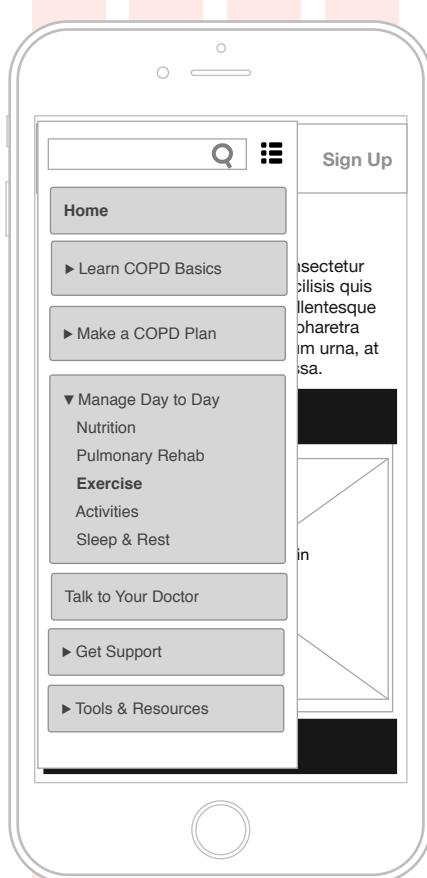
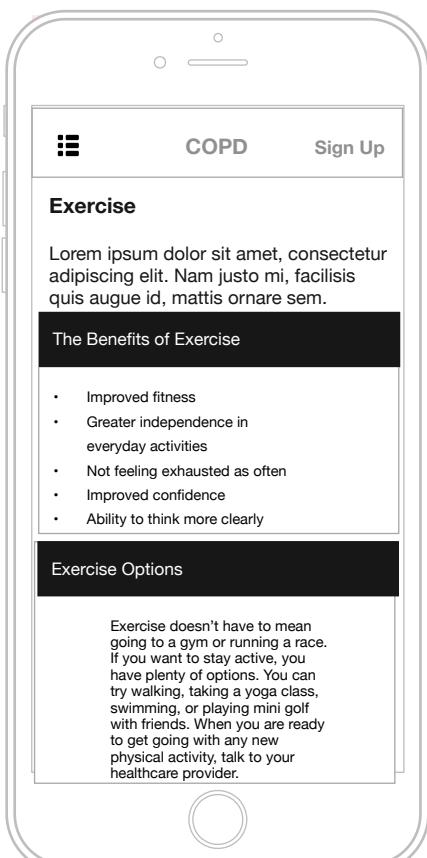
01_We are substituting double column desktop design by staggering modules on top of each other (one column).

Design Annotations:

General Observations:

As in previous pages.

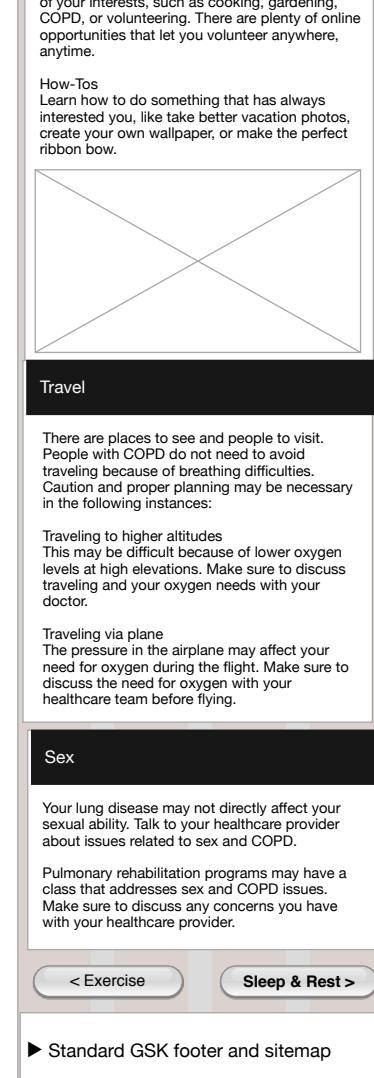
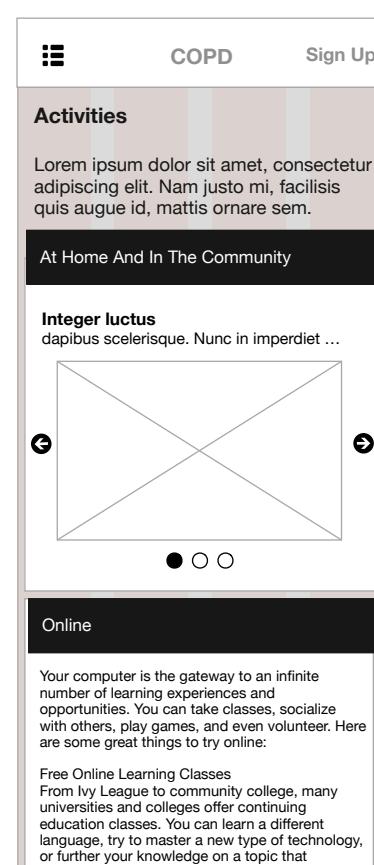
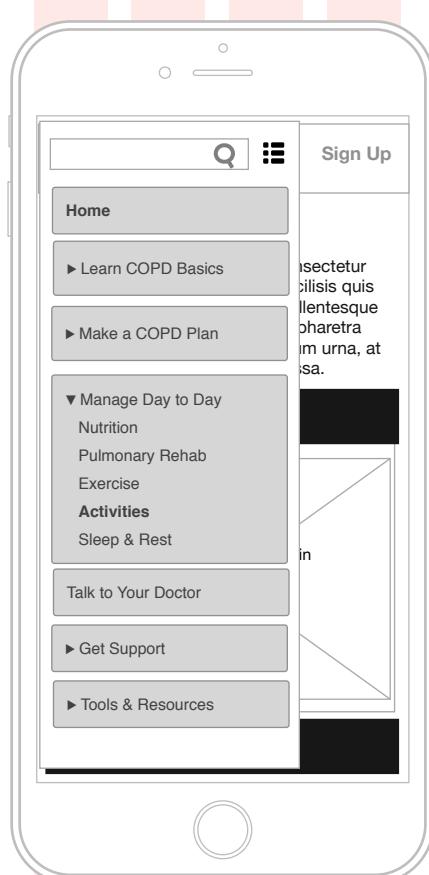
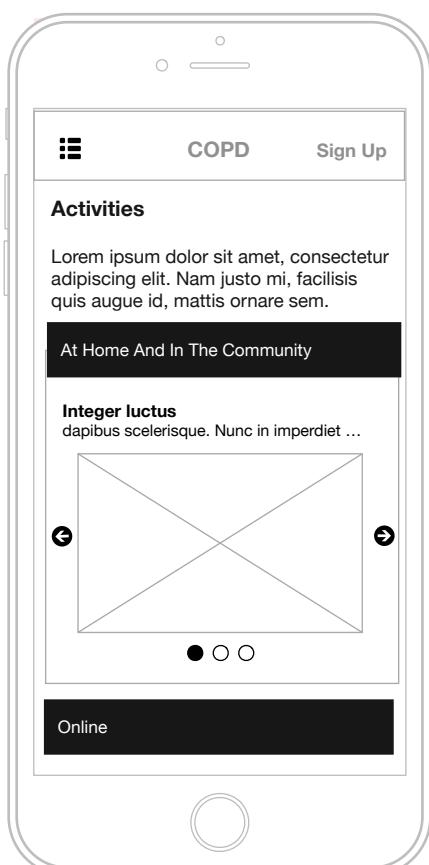
01_Triple tab replaced with accordion



Design Annotations:

General Observations:

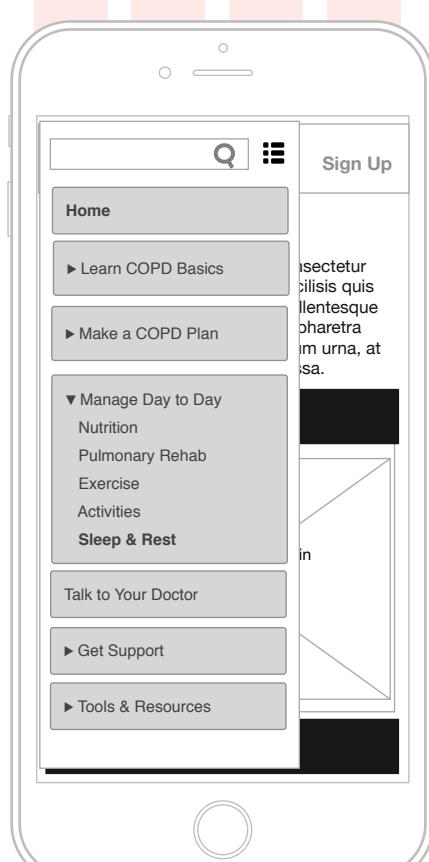
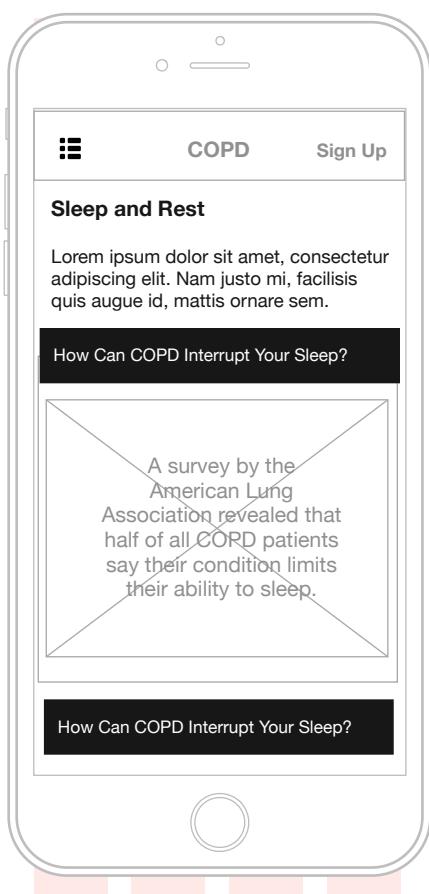
As in previous pages.



Design Annotations:

General Observations:

As in previous pages.



Design Annotations:

General Observations:

As in previous pages.

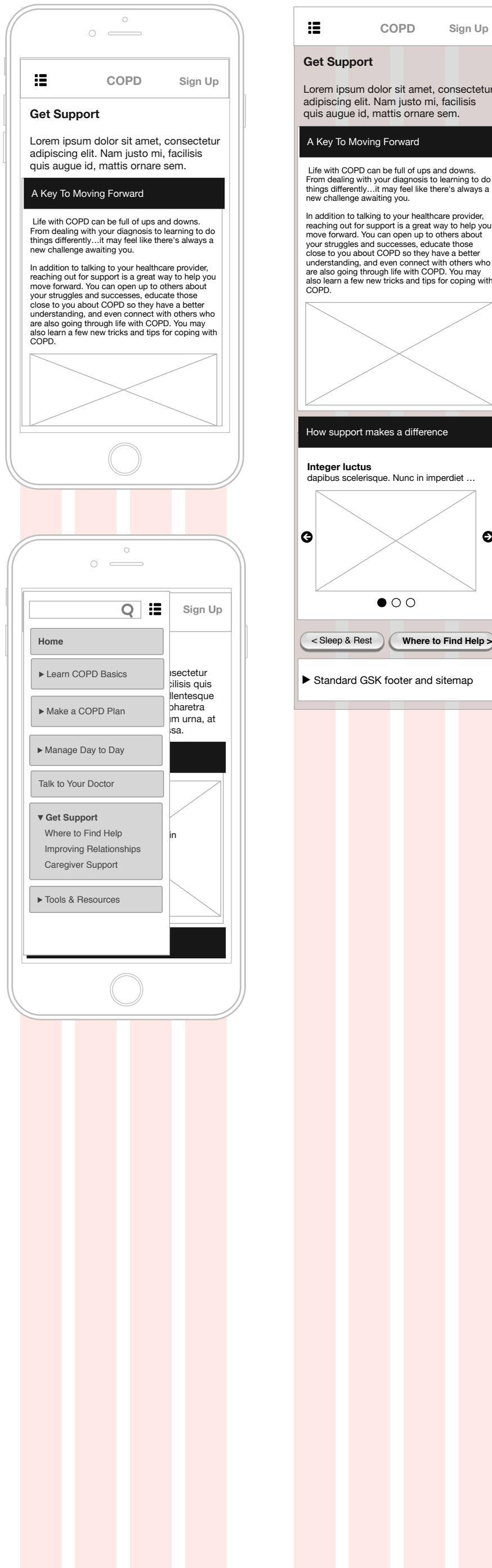
01 We are staggering content from double column treatment in the desktop view and displaying it in mobile as one column.

Design Annotations:

General Observations:

As in previous pages.

01_Tabs replaced by accordion.

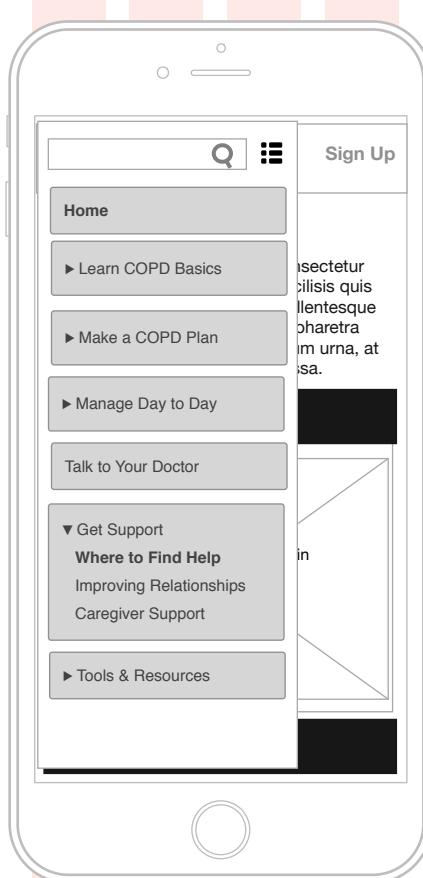
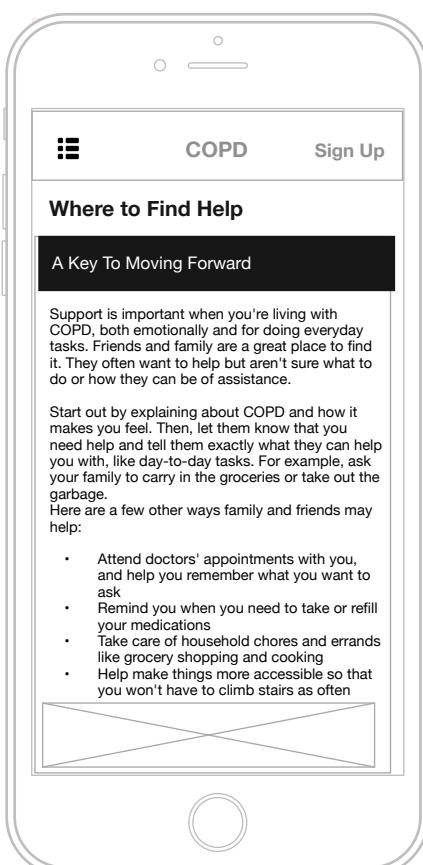


Design Annotations:

General Observations:

As in previous pages.





COPD Sign Up

Where to Find Help

Friends and family

Support is important when you're living with COPD, both emotionally and for doing everyday tasks. Friends and family are a great place to find it. They often want to help but aren't sure what to do or how they can be of assistance.

Start out by explaining about COPD and how it makes you feel. Then, let them know that you need help and tell them exactly what they can help you with, like day-to-day tasks. For example, ask your family to carry in the groceries or take out the garbage.

Here are a few other ways family and friends may help:

- Attend doctors' appointments with you, and help you remember what you want to ask
- Remind you when you need to take or refill your medications
- Take care of household chores and errands like grocery shopping and cooking
- Help make things more accessible so that you won't have to climb stairs as often

Finding Others with COPD

Finding COPD support groups

COPD support and self-help groups

Finding one of many COPD support groups is another option. Whether you find one near home or online, you may feel reassured when you see other people with COPD going through the same things you are. You may make new friends, and may even learn how to tackle a new challenge when it presents itself.

Here's a tip:

Don't be intimidated if you don't want to share information about yourself at first...support groups are great places to listen and learn.

Online resources

Please visit these sites or contact these organizations for additional information. The web sites listed are external to GlaxoSmithKline. GlaxoSmithKline does not have control over the content of the information provided on these web sites and therefore does not warrant its accuracy and completeness.

COPD Action Plan
A personal tool that helps you talk to your healthcare provider to make a plan that is best for you, including when to call your doctor and when to get emergency care. Make sure your friends and family know where to find this document. Be sure to take it to your next doctor's appointment.
[Learn more](#)

Better Breathers Clubs
Find a Better Breathers Club in your area. You'll get to talk to others who understand what you're going through, and support from those who may be sharing the same struggles.
[Learn more](#)

Freedom From Smoking® Online
FFS Online is a helpful program for adults who want to quit smoking. The program can be accessed day or night, 7 days a week, and will provide lessons that teach you how—not why—to quit.
[Learn more](#)

Counselors, Clergy, and Coworkers

Reaching out to someone you trust is important in dealing with all the feelings that come with COPD. In addition to talking to your healthcare team or a friend or family member, you may want to consider talking to a coworker, contacting a counselor, or confiding in a member of your clergy.

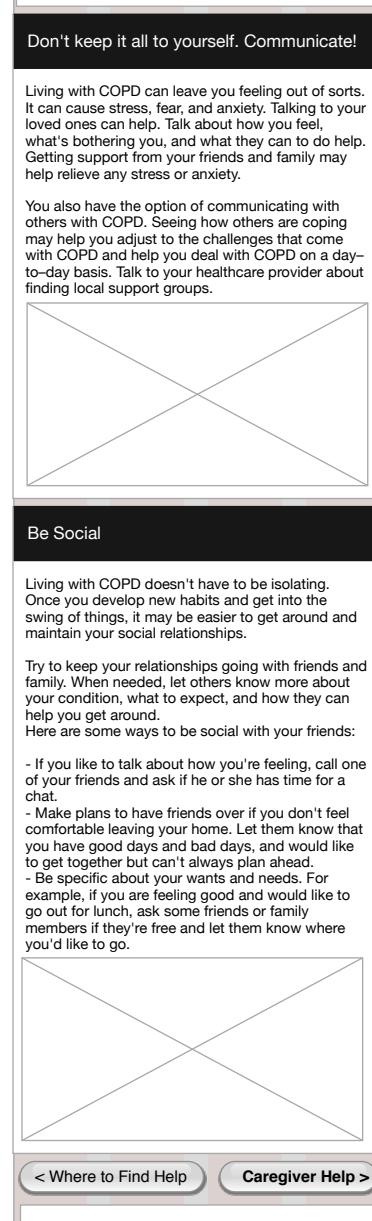
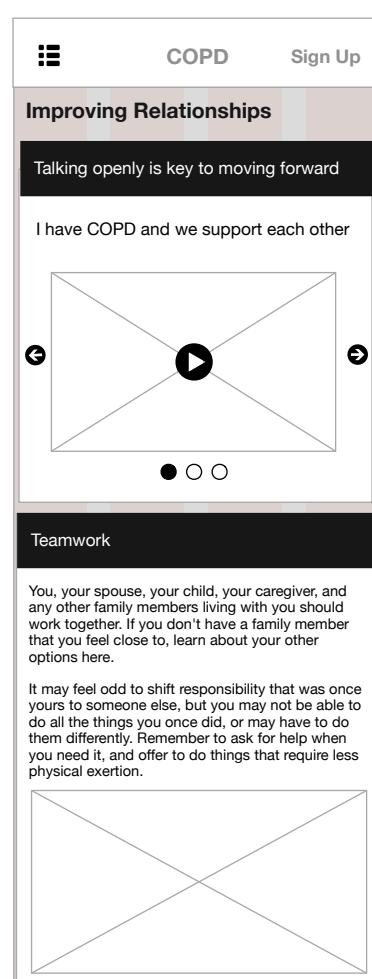
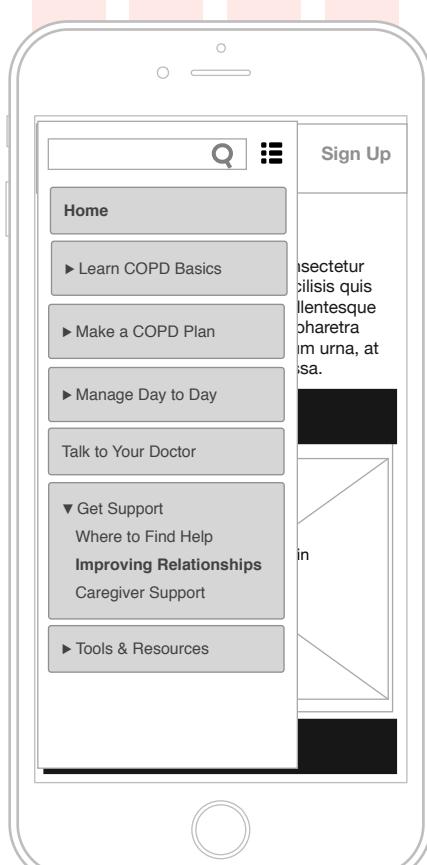
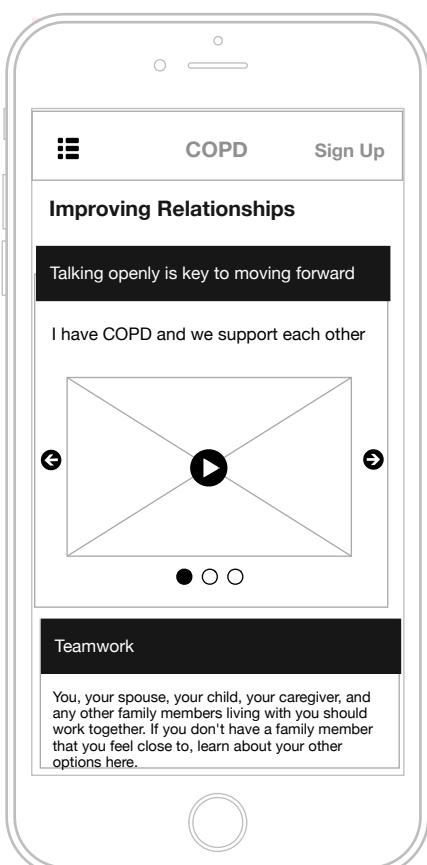
[Get Support](#) [Improving Relationships](#)

► Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.



Design Annotations:

General Observations:

As in previous pages.

The wireframe illustrates the layout of the M-Caregiver Support mobile application. It features a top navigation bar with 'COPD' and 'Sign Up' buttons. The main content area includes a title section, a text block, and a large red 'X' placeholder for an image. A call-to-action button at the bottom encourages users to communicate. A red circled '1' is placed on the left side of the screen, likely indicating a notification or update. The bottom section shows a navigation menu with various links, including 'Get Support' which is currently expanded to show 'Caregiver Support'.

Design Annotations:

General Observations:

As in previous pages.

01_Tabs replaced with accordion.

Tools & Resources

Take One Step

Take one step at a time when managing your COPD. Start setting some personal goals now.

- Make a COPD Action Plan
- Discuss Pulmonary Rehab
- Get New Air Filters
- Try a New Hobby
- Meet a Friend

Doc Talk

Get ideas and take action to nurture a better relationship with your healthcare team. Plus, find tools and suggestions to help you be prepared both before and during each visit.

Other Resources

To learn more about COPD and find support from others, try these helpful links.

The websites listed are external to GSK. GSK does not have control over the content of the information provided on these websites and therefore does not warrant their accuracy and completeness.

- Visit COPDFoundation.org to learn more about COPD
- Visit the American Lung Association® at lung.org
- Find a Better Breathers Club in your area
- Learn how to get help from friends and family

< Caregiver Help | Doc Talk >

► Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

Version 1

The wireframe shows a mobile application interface. At the top, there is a navigation bar with icons for menu, COPD, and Sign Up. The main content area is titled 'Take One Step' with a sub-section 'Managing COPD'. Below this, there are several sections: 'Discuss Symptoms' (with a 'Here is why' link), 'Try to Quit' (with a 'Here is why' link), 'Get Support Quitting' (with a 'Here is why' link), 'Complete the COPD Checklist' (with a 'Download COPD Checklist' link), 'Make A COPD Action Plan' (with a 'Here is why' link), 'Track COPD Symptoms' (with a 'Here is why' link), 'Join A Support Group' (with a 'Here is why' link), 'Practice Breathing Strategies' (with a 'Here is why' link), 'Discuss Pulmonary Rehab' (with a 'Here is why' link), 'Finding Support', 'Activities', 'Health & Wellness', 'Home & Habitat', and a footer section 'Standard GSK footer and sitemap'. On the left side of the screen, there is a vertical sidebar with a search bar, a 'Sign Up' button, and a list of navigation items: Home, Learn COPD Basics, Make a COPD Plan, Manage Day to Day, Talk to Your Doctor, Get Support, Tools & Resources (which includes 'Take One Step' and 'COPD Checklist').

Design Annotations:

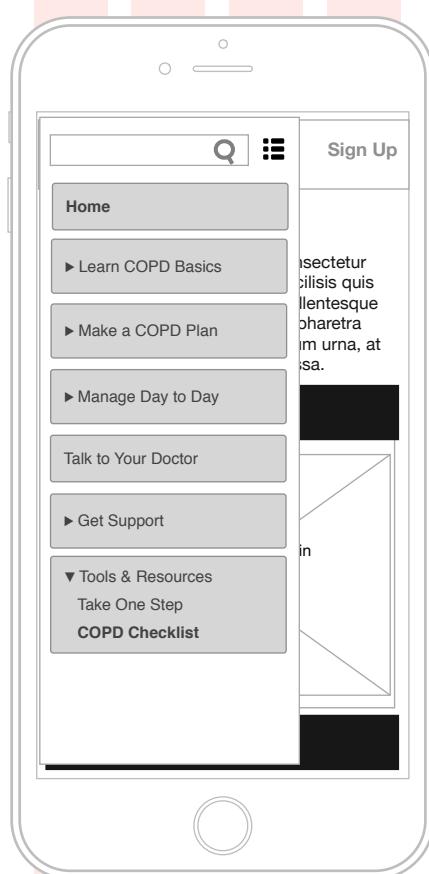
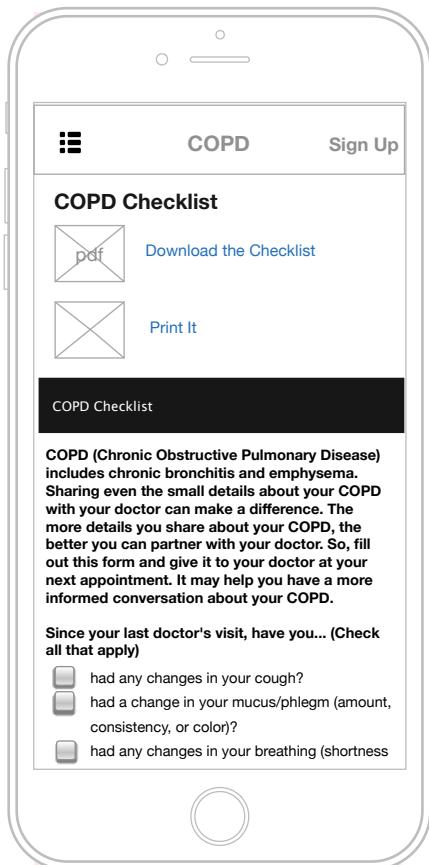
General Observations:

As in previous pages.

01_Removed right column (which is currently in the copd.com) as we don't have "My Page" functionality. We should also consider alternate treatment of tables to provide more real estate for content in mobile version.

02_Clicking on the link reveals content with "why" explanation .

M-COPD Checklist



COPD Checklist

Download the Checklist

Print It

COPD Checklist

COPD (Chronic Obstructive Pulmonary Disease) includes chronic bronchitis and emphysema. Sharing even the small details about your COPD with your doctor can make a difference. The more details you share about your COPD, the better you can partner with your doctor. So, fill out this form and give it to your doctor at your next appointment. It may help you have a more informed conversation about your COPD.

Since your last doctor's visit, have you... (Check all that apply)

- had any changes in your cough?
- had a change in your mucus/phlegm (amount, consistency, or color)?
- had any changes in your breathing (shortness of breath or difficulty breathing)?
- had a flare-up or worsening of COPD symptoms more than typical day-to-day variations?
- felt more tired than usual or have been waking up at night?
- used an antibiotic or oral steroid? # of days taken:
- had a severe cold or flu?
- visited an ER, hospital, or urgent care because of your breathing?
- needed to use a rescue inhaler more or less than usual? # of times/week:
- smoked more, smoked less, or set a plan to stop smoking?
- stopped smoking completely?

Which of the following best describe your breathing lately? (Check all that apply)

- I am short of breath after moderate exercise
- I am short of breath when hurrying or walking up a slight incline
- I walk slower than most people my age due to my breathing
- I stop for breath every few minutes while walking, even on level ground
- I am too short of breath to leave the house

Please specify all activities missed or limited due to breathing difficulties and discuss them with your doctor.

- I'm ready to have a detailed conversation with my doctor about how COPD symptoms are affecting my life.

On the back of this form, please list all the medicines you are currently taking, including herbal and non-prescription products, and list any questions you have for your doctor. Take this completed form to your doctor.

< Take One Step Home >

► Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

M-Registration

Design Annotations:

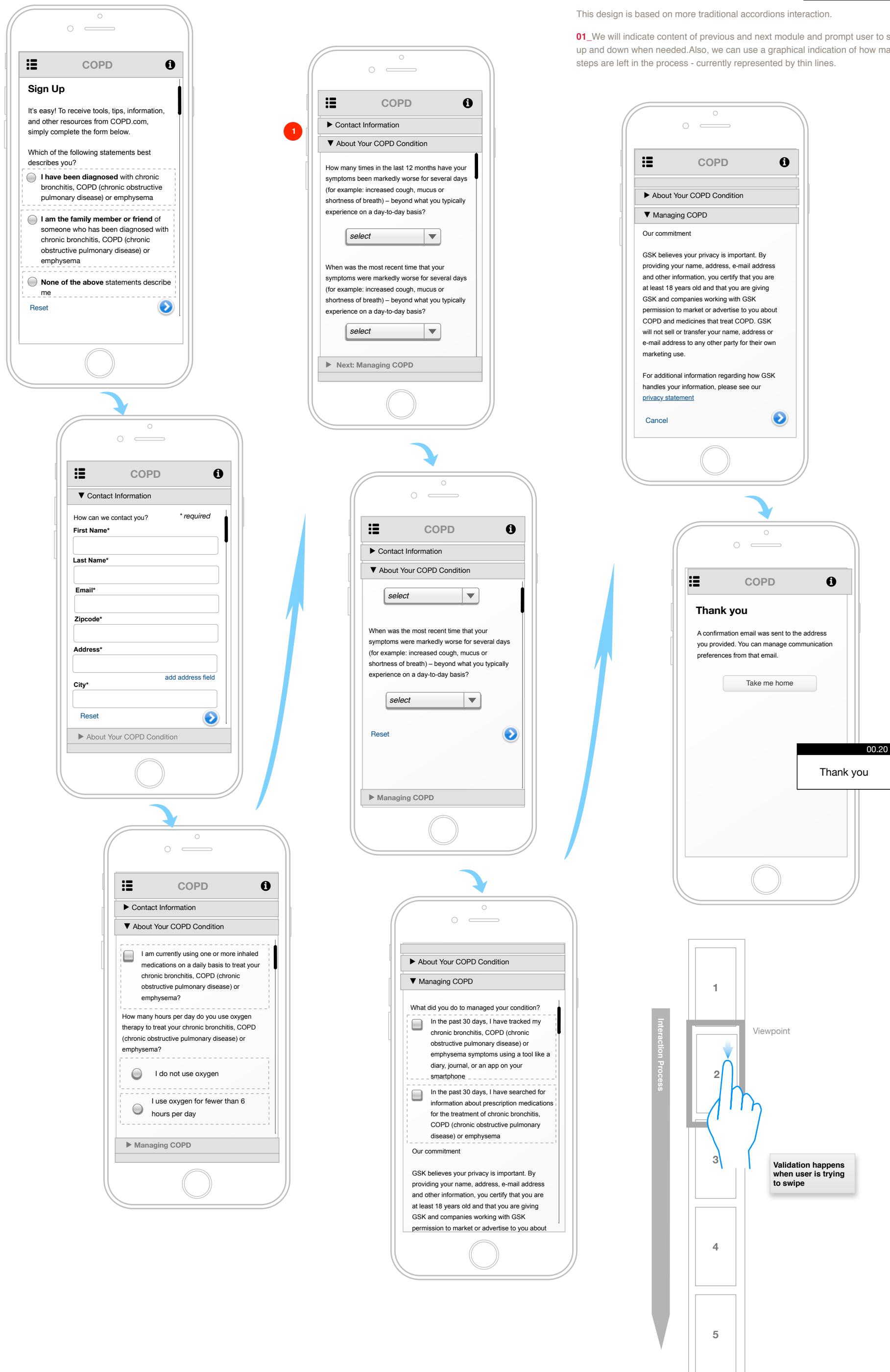
General Observations:

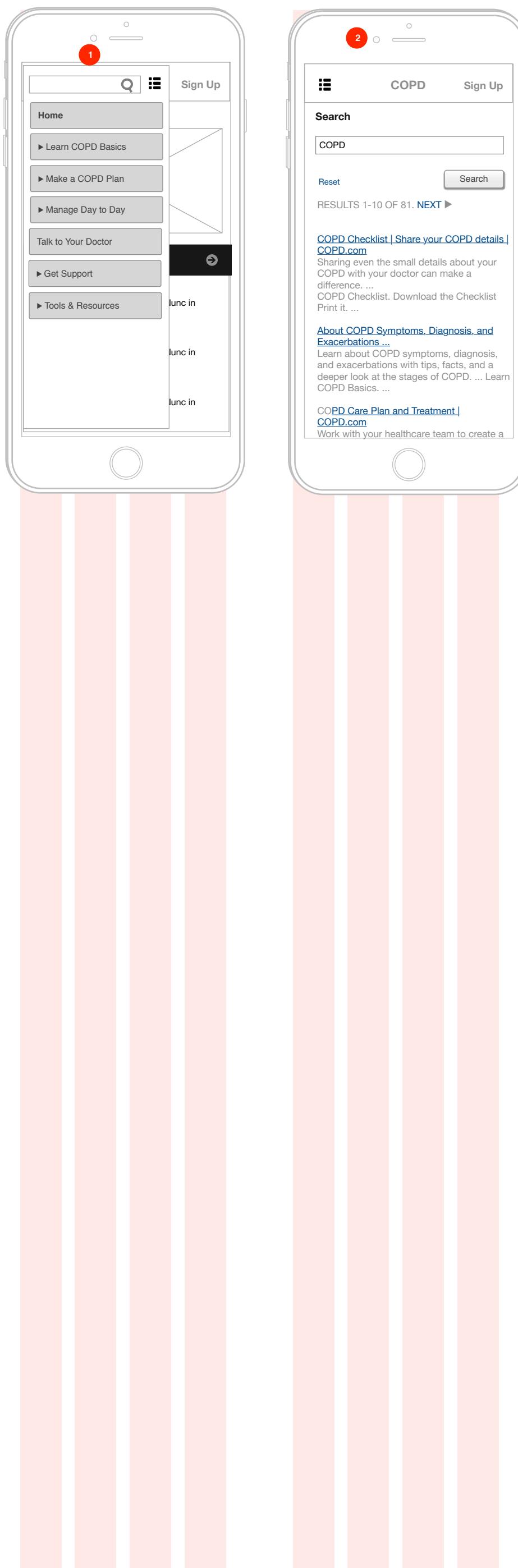
Sign Up

0.1

This design is based on more traditional accordions interaction.

01 We will indicate content of previous and next module and prompt user to swipe up and down when needed. Also, we can use a graphical indication of how many steps are left in the process - currently represented by thin lines.





Design Annotations:

Search and sharing considerations:

Clicking on the search icon will take user to a search page. This is because one of the biggest usability problems is not enough text characters visible in the search box. We can eliminate this by creating a dedicated search page, which will have enough real estate for long text box plus keyboard.

Additionally this will not require any major reprogramming as we already have this functionality in the search results page on asthma.com.

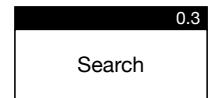
We are placing search button in the hamburger menu above navigation because this is easily accomplished and also opening and closing navigation items will not position search icon below visible area and user can easily predict where this feature can be found.

Similar considerations are applied to a sharing button. I would recommend reviewing sharing functionality for content and relevance as currently we encounter some unexpected results.

As in previous pages.

01_Sharing utilizing standard GSK sharing widget.

02_Results page. We are adding a search box with the terms of the search similar as in asthma.com search results.



Thank you

Contact:

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

Registration - No COPD

The wireframe shows a registration page with the following structure:

- Header:** Logo plus tagline, Search, Share.
- Left Sidebar (Site Navigation):** Home, Learn COPD Basics, Make a COPD Plan, Manage Day to Day, Get Support, Tools & Resources.
- Main Content (Sign Up):**
 - Section Header:** Sign Up.
 - Text:** * Indicates required fields.
 - Text:** Maecenas purus metus, varius quis tempus et, elementum in augue. Nam pellentesque iaculis dui, eu elementum ex viverra in. Nulla quis dui vel risus elementum rhoncus. Fusce volutpat metus eu sodales finibus. In hac habitasse platea dictumst. Nunc ac mauris at lectus tempus sollicitudin eu eleifend ligula. Suspendisse dui velit, ornare et luctus sed, ullamcorper vitae lacus.
 - Form Fields:** First Name*, Last Name*, Street*, City*, State* (dropdown), Zip*, Email*.
 - Text:** Which of the following statements best describe you? *
 - List:**
 - I have been diagnosed with chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema
 - I am the family member or friend of someone who has been diagnosed with chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema
 - None of the above statements describe me
 - Text:** GSK believes your privacy is important. By providing your name, address, e-mail address and other information, you certify that you are at least 18 years old and that you are giving GSK and companies working with GSK permission to market or advertise to you about COPD and medicines that treat COPD. GSK will not sell or transfer your name, address or e-mail address to any other party for their own marketing use. For additional information regarding how GSK handles your information, please see our privacy statement.*
 - Form Field:** I certify that I am 18 years of age or older.
 - Buttons:** Submit, Reset.
- Right Sidebar (Todays Weather):** For Brooklyn, NY 11222, 75°, Cloudy with Mist and Fog, Humidity: 89%, Change your ZIP code ».
- Bottom:** Standard GSK footer and sitemap.

Design Annotations:

General Observations:

First segment of registration is a pre-qualifying form. Use standard GSK form validation treatment when needed.

01 If someone answers question #1 that they are either a "family member or friend" or "none of the statements describe me" then they should not see any further questions (they should still see the permissions statement).

02 If user indicates answer 2 or 3 in the stage one display permission statement and activate Submit button once user agree on the T&C.

Registration - COPD

Logo plus tagline

Search Share

Sign Up

Sign Up * Indicates required fields

Maecenas purus metus, varius quis tempus et, elementum in augue. Nam pellentesque iaculis dui, eu elementum ex viverra in. Nulla quis dui vel risus elementum rhoncus. Fusce volutpat metus eu sodales finibus. In hac habitasse platea dictumst. Nunc ac mauris at lectus tempus sollicitudin eu eleifend ligula. Suspendisse dui velit, ornare et luctus sed, ullamcorper vitae lacus.

First Name*

Last Name*

Street*

City*

State* Select State

Zip*

Email*

Which of the following statements best describe you? *

I have been diagnosed with chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema

I am the family member or friend of someone who has been diagnosed with chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema

None of the above statements describe me

Are you currently using one or more inhaled medications on a daily basis to treat your chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema? *

Yes No

How many hours per day do you use oxygen therapy to treat your chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema? *

I do not use oxygen

I use oxygen for fewer than 6 hours per day

I use oxygen for 6-12 hours per day

I use oxygen for more than 12 hours per day

How many times in the last year have your symptoms been markedly worse for several days (for example: increased cough, mucus or shortness of breath) – beyond what you typically experience on a day-to-day basis? *

1

And how many times in the last 12 months when your symptoms were markedly worse did you do ANY of the following things: *

• Make an urgent or unscheduled visit to a doctor in a clinic, urgent care center, or emergency department, or

• Use a steroid medication; or

• Use an antibiotic; or

• Have to be admitted to the hospital overnight?

1

When was the most recent time that your symptoms were markedly worse for several days (for example: increased cough, mucus or shortness of breath) – beyond what you typically experience on a day-to-day basis? *

Within the last 3 months

Within the last 4-6 months

Within the last 7-9 months

Within the last 10-12 months

More than 12 months ago

In the past 30 days, have you tracked your chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema symptoms using a tool like a diary, journal, or an app on your smart phone?

Yes No

In the past 30 days, have you searched for information about prescription medications for the treatment of chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema? *

Yes No

GSK believes your privacy is important. By providing your name, address, e-mail address and other information, you certify that you are at least 18 years old and that you are giving GSK and companies working with GSK permission to market or advertise to you about COPD and medicines that treat COPD. GSK will not sell or transfer your name, address or e-mail address to any other party for their own marketing use. For additional information regarding how GSK handles your information, please see our privacy statement.

I certify that I am 18 years of age or older.

Submit Reset

Standard GSK footer and sitemap

Design Annotations:

General Observations:

First segment of registration is a pre-qualifying form. Use standard GSK form validation treatment when needed.

01 If user clicks on the first radio button we will display second qualifying question.

02 If user indicates using medication (Yes) - we will display another set of questions below .

03 If user indicates more the zero as the answer to the question we will display one more conditional question (marked by dotted lines), otherwise we will skip this section and display the rest of the form.

04 User must agree on T&C before form can be submitted.

Todays Weather

For Brooklyn, NY 11222

75°



Cloudy with Mist and Fog

Humidity: 89%

[Change your ZIP code »](#)

Home

▶ Learn COPD Basics

▶ Make a COPD Plan

▶ Manage Day to Day

▶ Get Support

▶ Tools & Resources

Site Navigation

Right side rail
Supporting content

Registration Interaction Layouts

Version A

Version B

Design Annotations:

General Observations:

This is a mobile first approach to a design. It applies best practices in registration form design. It improves on interaction and analytics.

Annotations:

- 01** First question should not be a long form with contact information as this is known to impact conversions.
- 02** When collecting contact information we gradually reveal more fields as needed by the user.
- 03** Clicking on the plus sign adds address section of the form
- 04** Adds additional address field as needed.
- 05** Shows progress through the form.
- 06** In case of two radio buttons we use a checkbox.
- 07** Multiple radio buttons were replaced with sliders.
- 08** Current selection is indicated.
- 09** Based on user answers additional questions can be inserted.

Content Panels

COPD
i

Sign Up

It's easy! To receive tools, tips, information, and other resources from COPD.com, simply complete the form below.

Which of the following statements best describes you?

I have been diagnosed with chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema

I am the family member or friend of someone who has been diagnosed with chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema

None of the above statements describe me

1 Cancel

2

Viewpoint
2
3
4
5
6
7

→
←

Validation happens when user is trying to swipe to the right

Interaction Process

Sign Up 1 2 3 4

How can we contact you?

First Name

Last Name

Email

If you would like to receive regular mail from us please add physical address.

Sign Up 1 2 3 4

About your COPD condition

I am currently using one or more inhaled medications on a daily basis to treat your chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema?

How many hours per day do you use oxygen therapy to treat your chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema?

0 6 12 more than 12

6 hours per day

Sign Up 1 2 3 4

About your COPD condition

How many times in the last 12 months have your symptoms been markedly worse for several days (for example: increased cough, mucus or shortness of breath) – beyond what you typically experience on a day-to-day basis?

0 2 4 6 more than 7

3 times

Sign Up 1 2 3 4

About your COPD condition

When was the most recent time that your symptoms were markedly worse for several days (for example: increased cough, mucus or shortness of breath) – beyond what you typically experience on a day-to-day basis?

0 3 6 9 more than 12

within 4-6 month

Sign Up 1 2 3 4

What did you do to manage your condition?

In the past 30 days, I have tracked my chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema symptoms using a tool like a diary, journal, or an app on your smartphone

In the past 30 days, I have searched for information about prescription medications for the treatment of chronic bronchitis, COPD (chronic obstructive pulmonary disease) or emphysema

Sign Up 1 2 3 4

optional extra panel

Sign Up 1 2 3 4

About your COPD condition

And how many times in the last 12 months when your symptoms were markedly worse did you do ANY of the following things:

- Make an urgent or unscheduled visit to a doctor in a clinic, urgent care center or emergency department; or
- Use a steroid medication; or
- Use an antibiotic; or
- Have to be admitted to the hospital overnight?

0 2 4 6 more than 7

3 times

Sign Up 1 2 3 4

Our commitment

GSK believes your privacy is important. By providing your name, address, e-mail address and other information, you certify that you are at least 18 years old and that you are giving GSK and companies working with GSK permission to market or advertise to you about COPD and medicines that treat COPD. GSK will not sell or transfer your name, address or e-mail address to any other party for their own marketing use.

For additional information regarding how GSK handles your information, please see our [privacy statement](#)

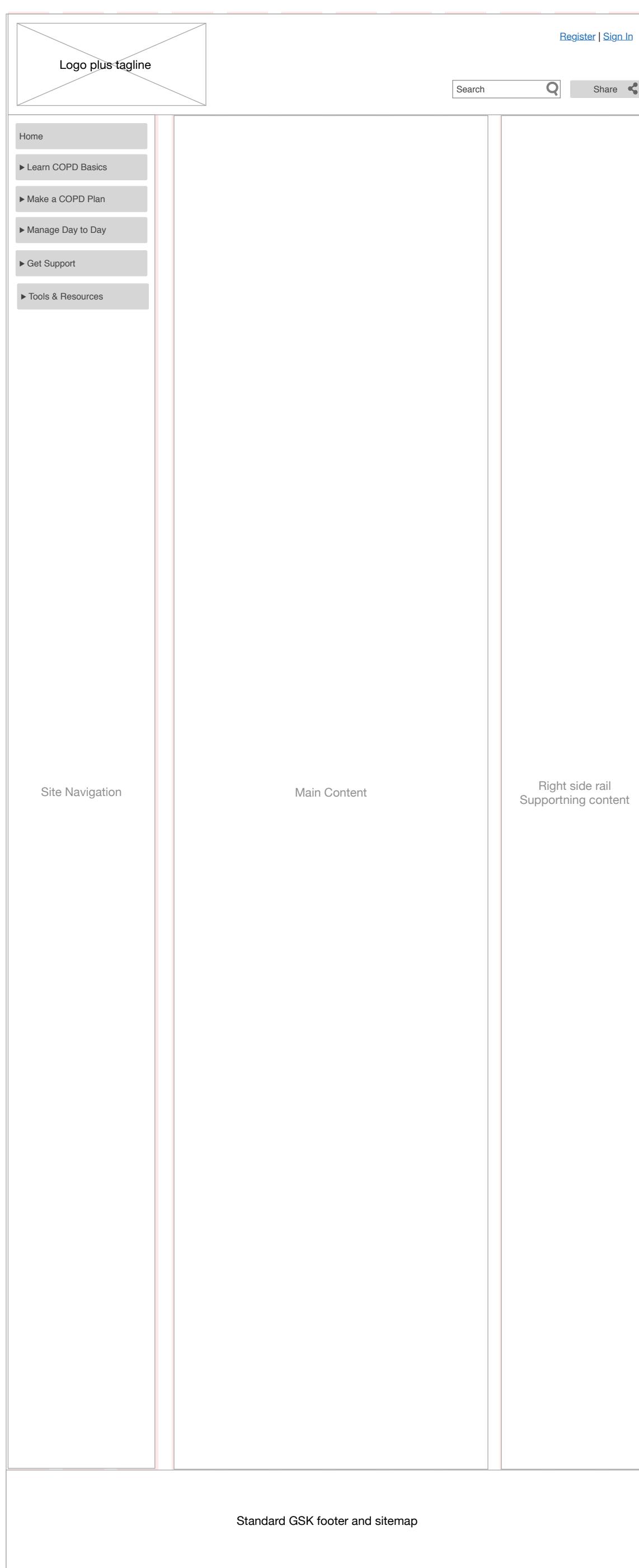
Sign Up 1 2 3 4

Thank you

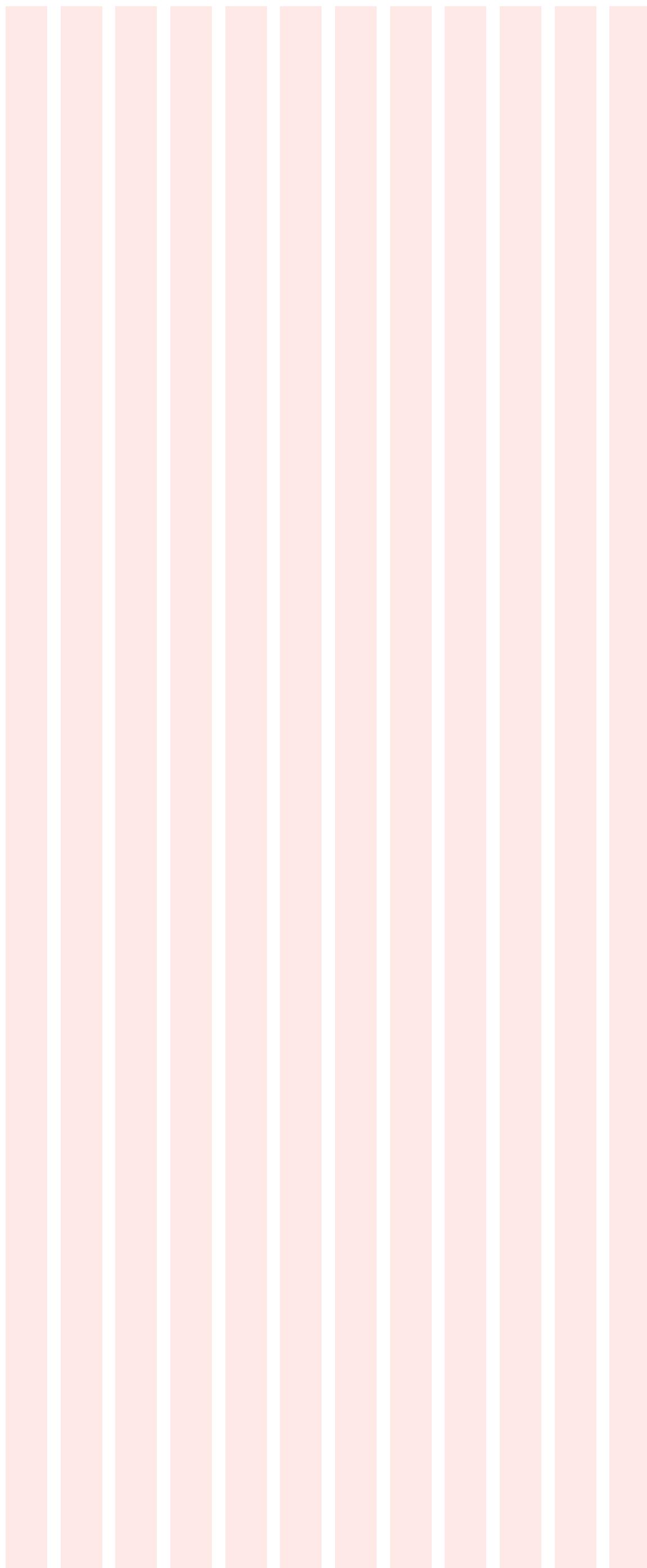
A confirmation email was sent to the address you provided. You can manage communication preferences from that email.

Go to COPD home

grid structure



12 column template



Disclaimer: This wireframe does not represent the visual design.

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12 column template 2

Sign Up

Tired of feeling held back by your asthma? Learn ways to help you stop coping and with the help of your doctor, start controlling your asthma.

Just because you have asthma doesn't mean you have to sit on the sidelines. With your doctor's help, asthma can be controlled. Sign up today to get tools and ideas to help you stop coping and start controlling. Sign up today to get tools and ideas to help you stop coping and start controlling.

Learn how to get better relief of asthma symptoms

- Learn how to get better relief of asthma symptoms
- Improve asthma control
- Reduce asthma triggers

Simply fill out the form below.

*Indicates required information

First Name: Last Name: E-mail address: Re-enter e-mail:

Please provide your mailing address and ZIP code.

Mailing address: City: State: ZIP:

Which of the following statements describes you the best? *

I have been diagnosed with asthma I am the caregiver of a pediatric or adolescent child under the age of 18 who has been diagnosed with Asthma None of the above statements describe me

GSK believes your privacy is important. By providing your name and e-mail address, you are giving GSK permission to work with GSK permission to market or advertise to you regarding asthma. GSK will not sell or transfer your name, address or e-mail address to any other party for their own marketing use.

For additional information regarding how GSK handles your information, please see our [privacy statement](#).

By checking this box, I indicate that I am also giving permission to receive marketing or advertising information about medicines that treat asthma. I certify that I am 18 years of age or older.

SUBMIT

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