| | |
|---|---|
| Project: | PROD DATB PTA APP // |
| Technical Director: | xxx |
| System Architect: | yyy |
| Account Manager: | zzz |
| City, Date: | ccc, ddd |
| Version: | V1.0 |

# PROD DATB PTA APP
## Technical specification

## Content


Intro ....5
System requirements....5
Backend-Concept....5
Database structure of App ....6
Frontend Flow overview:....8
Pages ....8
Page Tree....8
Ipad ....10
Produkte ....11
User Interface....12
Widget Table....12
dynp_PROD DATB_daymed_big....13
dynp_PROD DATB_vaporub_small ....13
dynp_hinweis_popup / Push Messages ....14
dynp_close_push_message ....14
PROD DATB VapoRub ....15
Storytelling 1....15
User Interface....16
Widget Table....16
dynp_video....18
Storytelling 2 a....19
User Interface....19
Widget Table....20
dynp_video....20
Storytelling 2 b....21
User Interface....21
Widget Table....21
dynp_video....22
Storytelling 3....23
User Interface....23
Widget Table....24
dynp_video....24
Training Materials ....25
User Interface (Content just for demonstration purposes)....25
Widget Table....25

dynp_brochure ..... 27
dynp_video ..... 27
Cross-Selling ..... 28
User Interface ..... 28
Widget Table ..... 28
Lexikon ..... 30
User Interface ..... 30
Widget Table ..... 30
Lexikon ..... 31
dynp_term2 ..... 32
Games 1 ..... 34
User Interface ..... 34
Widget Table ..... 34
Games 2 ..... 36
User Interface ..... 36
Widget Table ..... 36
Games 3 ..... 37
User Interface ..... 37
Widget Table ..... 37
Games 4 ..... 38
User Interface ..... 38
Widget Table ..... 38
Games 5 ..... 39
User Interface ..... 39
Widget Table ..... 39
dynp_raffle ..... 40
Cold Season Calendar ..... 41
User Interface ..... 41
Widget Table ..... 41
Profit calculator ..... 43
User Interface ..... 43
Widget Table ..... 43
Profit ..... 45
User Interface ..... 45
Widget Table ..... 45
ergebnis ..... 46
speichern ..... 46
Inversive profit ..... 47
User Interface ..... 47
Widget Table ..... 48
ergebnis ..... 49

speichern2 ..... 50
Chat-Interface: ..... 51
Navigation ..... 52
User Interface ..... 52
Widget Table ..... 52

# Intro

This document describes one approach for an PROD DATB PTR App. This app should provide dedicated content for PTAs and professionals.

The access to the application should be granted via a central password which can be edited in the back end.

# System requirements

iPad with iOS 8.0 or later.

Smartphones (iPhones and devices with Android).

Although the requirements are based on the iPad structure, they can be adapted to all smartphones as well.

# Backend-Concept

To build a strong backend for the PROD DATB PTA App, we suggest to use a LAMP environment. Linux Debian 7, Apache2, MySQL, PHP5.

The base system should be handbuild via Laravel, a PHP framework based on Symfony 2. Recommended database is mysql with UTF8 encoding and at least indexes on the unique id columns. We should add a timestamp of creation and change of each entry. In case of research we can refer to timestamp of creation date.

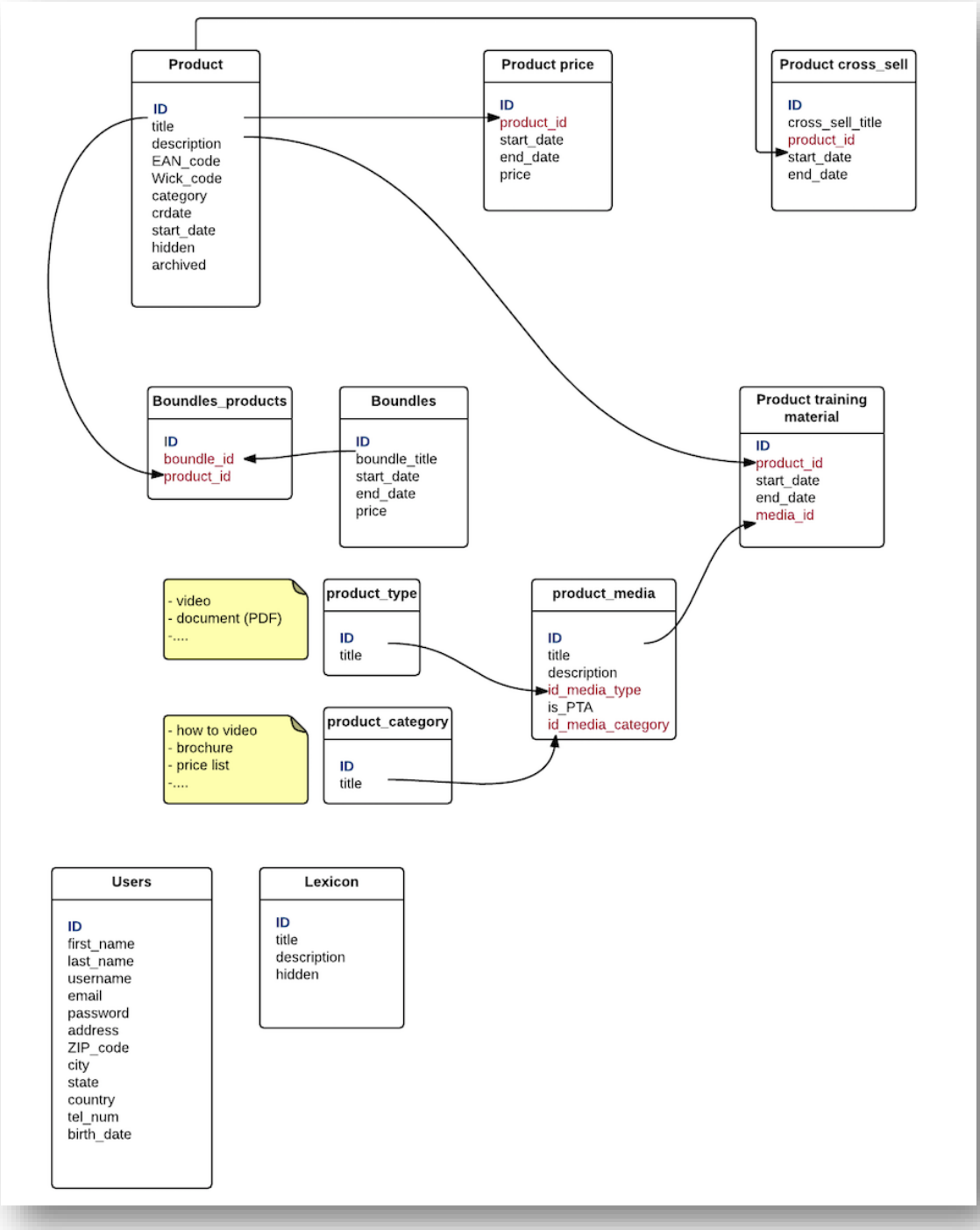
For the following pages is a connection to the backend mandatory:

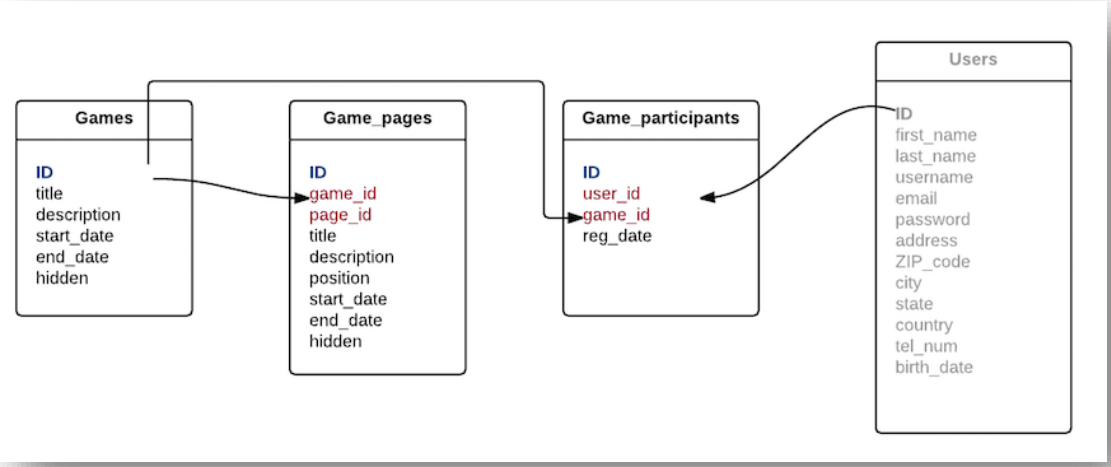
- cross-selling/recommendation algorithm: To update current cross selling offers
- lexicon/glossary: to maintain the list of available glossary items
- cold season calendar: to update the necessary dates
- profit calculator: to update the calculation formulas
- service chat via instant messenger with key account: to server the communication master
- push messages: to edit and schedule the messages
- other areas can be updated via app-update itself - no web connection needed

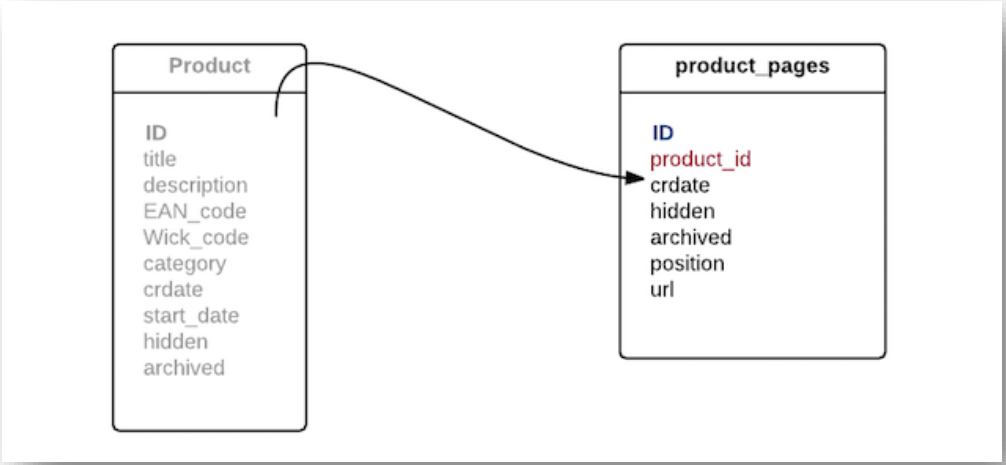
The interface between App and Web-Application will be in JSON format.

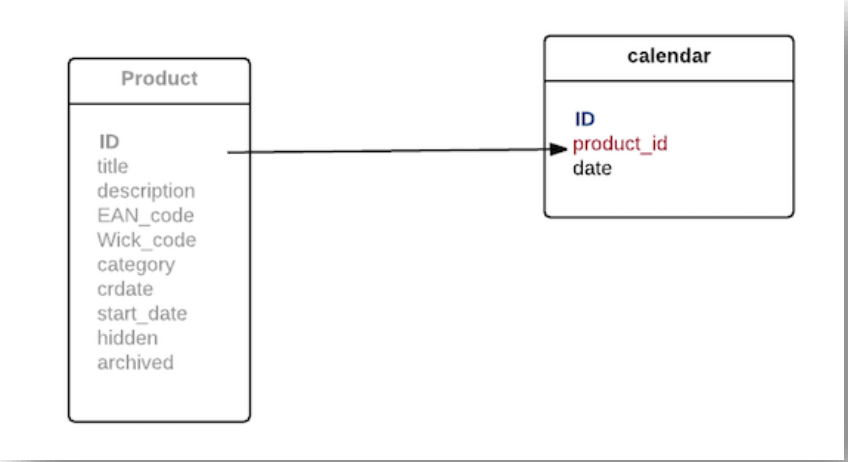
# Database structure of App

The database structure should be the following:

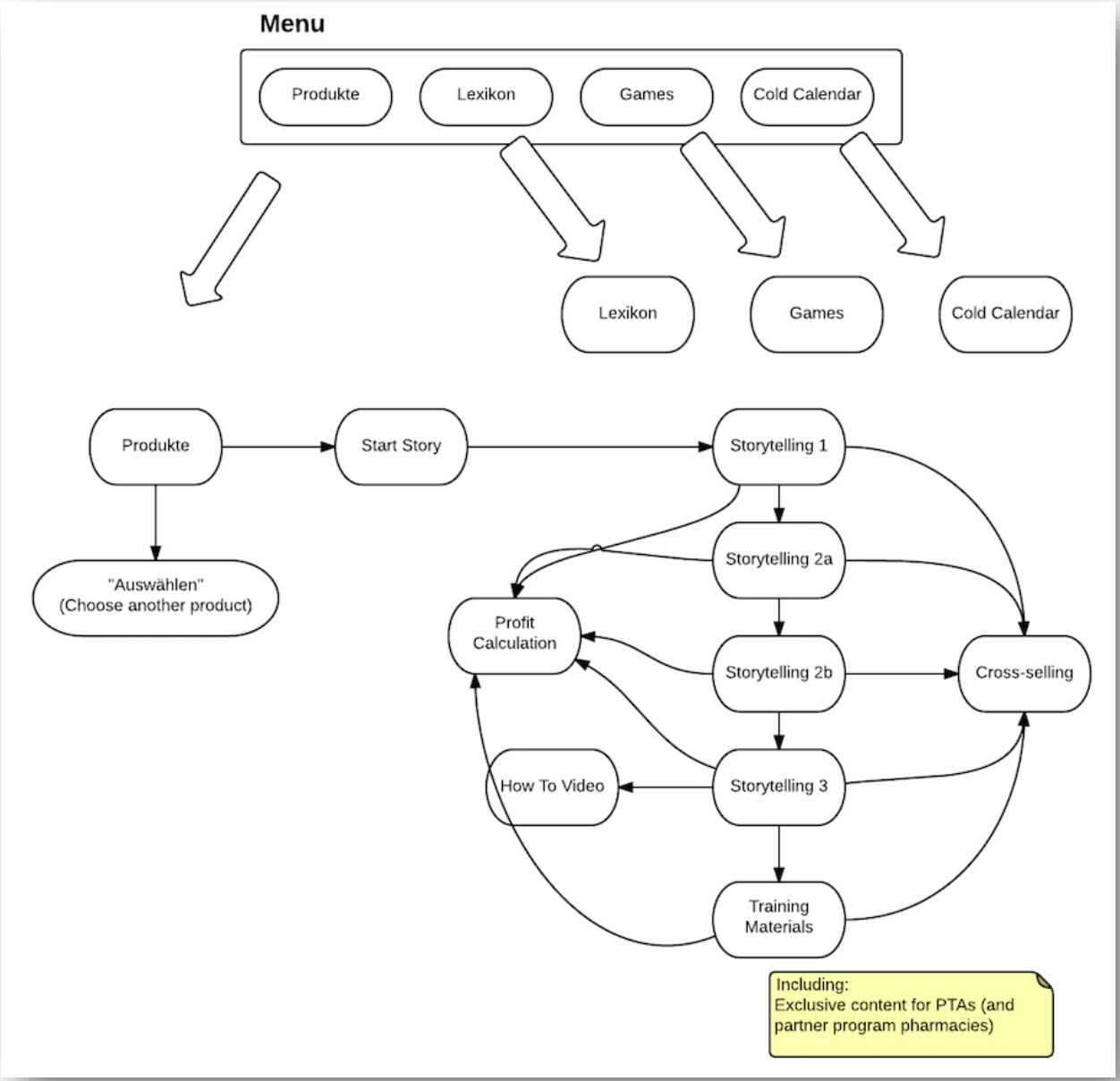



Games
ID
title
description
start_date
end_date
hidden
Game_pages
ID
game_id
page_id
title
description
position
start_date
end_date
hidden
Game_participants
ID
user_id
game_id
reg_date
Users
ID
first_name
last_name
username
email
password
address
ZIP_code
city
state
country
tel_num
birth_date


Product
ID
title
description
EAN_code
Wick_code
category
crdate
start_date
hidden
archived
product_pages
ID
product_id
crdate
hidden
archived
position
url


Product
ID
title
description
EAN_code
Wick_code
category
crdate
start_date
hidden
archived
calendar
ID
product_id
date

## Frontend Flow overview:




# Pages

## Page Tree

Ipad

Produkte

PROD DATB VapoRub

Storytelling 1

Storytelling 2 a

Storytelling 2 b

- Storytelling 3
- Training Materials

Cross-selling
- cross-selling

Rohertragintro
- Rohertrag
- Inversiver Rohertrag

Lexikon

Games
- Games 1
- Games 2
- Games 3
- Games 4
- Games 5

Cold Season Calendar

# Ipad

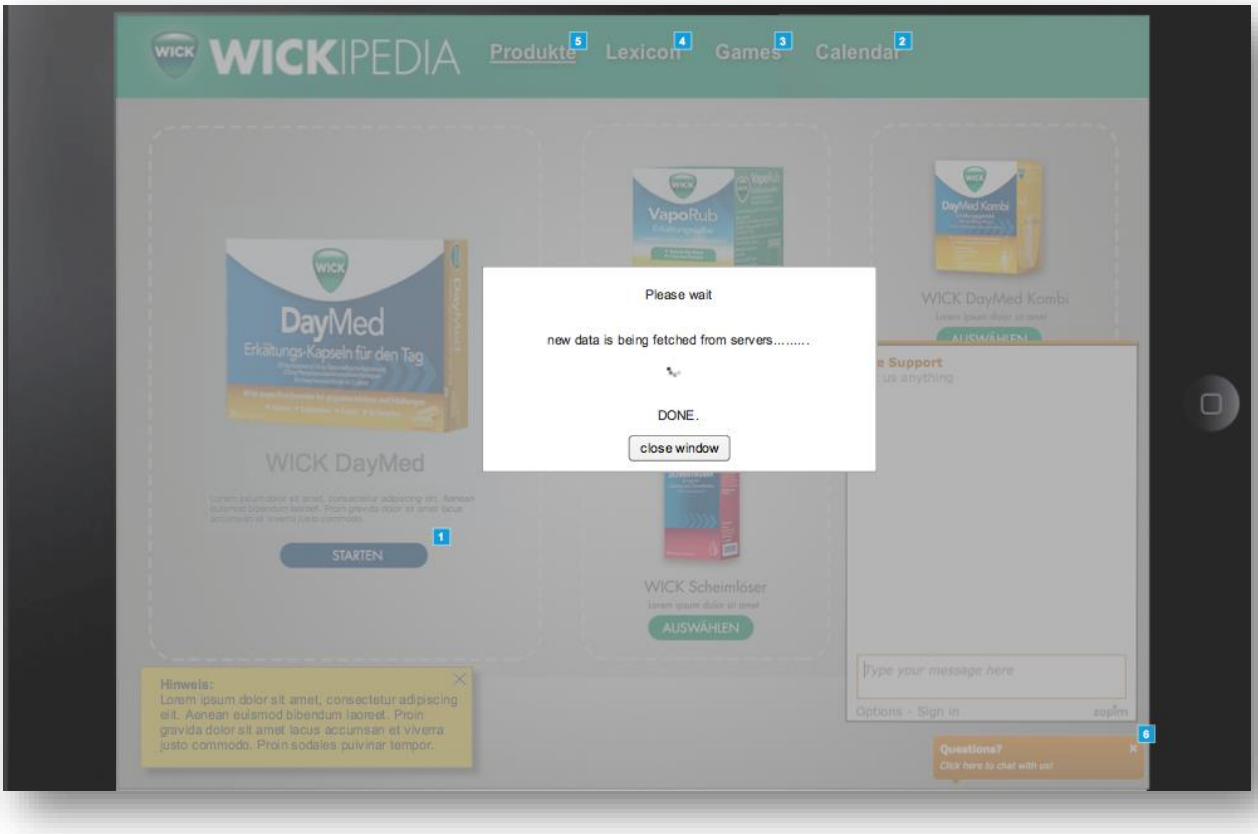
This is the Ipad App Version.

OnPageLoad:
  Case 1:
    Open Produkte in Current Window

(Produkte is at once the home screen).

On every new load, if web connection is available, the app will try to update itself. During this time, a waiting dialog will occur:

*Notice: The name "PROD DATBipedia" is a working title that was used for layout.*



# Produkte

## SCENE

## 001: INTRODUCTION

### ENVIRONMENT

The app is running in a framework with media-adequate interface. The interface contains a large stage where the actual content happens. The interface also contains a couple of global functions, the user can address at will from every point of the application-process.

Those functions should include the following toolbox:

PRODUCT OVERVIEW (PRODUKTE) leading to the a site with an overview of the introduced products

SCENE-CONTROLS on demand you can skip to the former or rather the next scene

LEXICON within the chemically explanations there will occur a lot of terms the audience may not know. Those terms are highlighted. Tipping on them will lead to a brief lexicon.

GAME/RAFFLE leading to a sub-page containing a few multiple-choice questions to the storytelling-modules.

COLD Calendar: leading to a sub-page containing a calendar with seasonal heath advice, i.e. for each day showing which products and/or recommendations to choose/follow.

### SCENE DESCRIPTION

In this very first scene you have to decide, which product to explore first. The available products are arranged on the stage and labeled with their names. Tipping on the item enlarges the chosen product and provides a box with additional content such as product description

### INTERACTION

The user can choose one of several products (no limit).

In the page the selected product will be displayed on the left side including a middle size product image, the product title and the product description.

On the left side 4 other products will be displayed, including small size product image, product title, short product description, “Auswählen” (Choose) green button. By swiping on this side of the display the list of products will be updated showing the next 4 products in the list of available products. The list of products is unlimited.

In our example the choice is between the following products:

PROD DATB VapoRub

PROD DATB MediNait

PROD DATB DayMed

PROD DATB DayMed Kombi (Hot Drink)

PROD DATB Husten-Sirup

As he does, the referred storytelling-module is initialized immediately.

### CHAT

In every page it is possible to contact an assistant via chat.

By clicking over the chat balloon the chat panel will be displayed and ready for the chat.

### SEASONAL TIPS VIA PUSH MESSAGES

When available messages/info will be displayed in form of push messages

**User Interface**

**Widget Table**

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | Link to the Product Detail | OnClick:<br>Case 1:<br>Open Storytelling 1 in Current Window | By clicking on "STARTEN" the user is redirected to the product page where with some interactions more information about the chosen product will be displayed (in form of animations - storytelling format) |
| 2 | Auswählen Button | OnClick:<br>(for details see the comments in the wireframe) | If the User taps the Button, the Product will be selected and will be displayed in the left big area. |
| 3 | Calendar | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |
| 4 | Games | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 5 | Lexicon | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 6 | Produkte | OnClick:<br>Case 1:<br>Open Storytelling 1 in Current Window | |
| 7 | Chat | OnClick:<br>Case 1:<br>Show img_chat_open | In every page it is possible to contact an assistant via chat. |

**dynp_PROD DATB_daymed_big**

***State1***

***User Interface***

**dynp_PROD DATB_vaporub_small**

***State1***

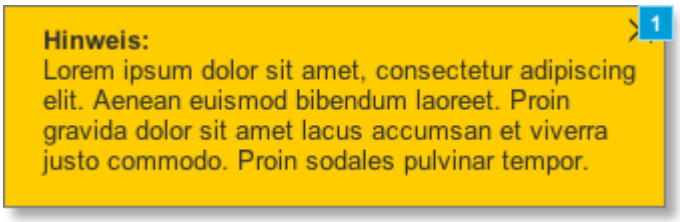
***User Interface***

### dynp_hinweis_popup / Push Messages

Notice: If available in P&G Developer Account, we can handle push messages via Native iOS messages that will appear on the home screen.

***State1***

***User Interface***




***Widget Table***

| Footnote | Label | Interactions |
|---|---|---|
| 1 | dynp_close_push_message | OnClick:<br>Case 1:<br>Hide dynp_hinweis_popup |

### dynp_close_push_message

***State1***

***User Interface***

# PROD DATB VapoRub
# Storytelling 1

SCENE

002: STORYTELLING-MODULE I (VAPORUB)

ENVIRONMENT

As soon as the storytelling-module is initialized, an additional panel appears above the scene-controls. In this panel the user can track the progress of the storytelling. In this scene the storytelling-panel indicates the user finds himself in the first phase. To make sure the user knows what to do next, the panel shows an icon with a finger tipping on the product-tin.

Additionally there can appear the headline, giving an order for action. In every scene the panel gives feedback on how many scenes will follow until the storytelling-module is completed.

SCENE DESCRIPTION

As soon as the storytelling-module is initialized, the chosen product moves to the right-lower corner of the stage. The odd products disappear. In the middle of the stage a stylized picture of a proband appears. The proband is preferably female and shown from nose to breast. The proband wears a dimly top so that no bad association may appear. The proband has a transparent throat, showing an inflammation. The nose is transparent too, disclosing blocked sinuses and a starting inflammation.

INTERACTION

The user receives an order for action. He tipps on the product and as he does, a transparent blue shape sticks to the cursor. The transparent blue shape is to symbolize the lotion. The user is asked to apply the lotion on the propband. While doing so, more and more lotion sticks on the proband. The more lotion sticks on the proband, the less transparency is left. Technically this is an advanced version of a drag-and-drop task.

BOTTOM MENU

In each page the user can decide to go to one of the modules relative to that product: cross-selling recommendations, how-to-video, and training materials.

“How-to-video” will be shown in the same page on an overlay.

## User Interface

## Widget Table

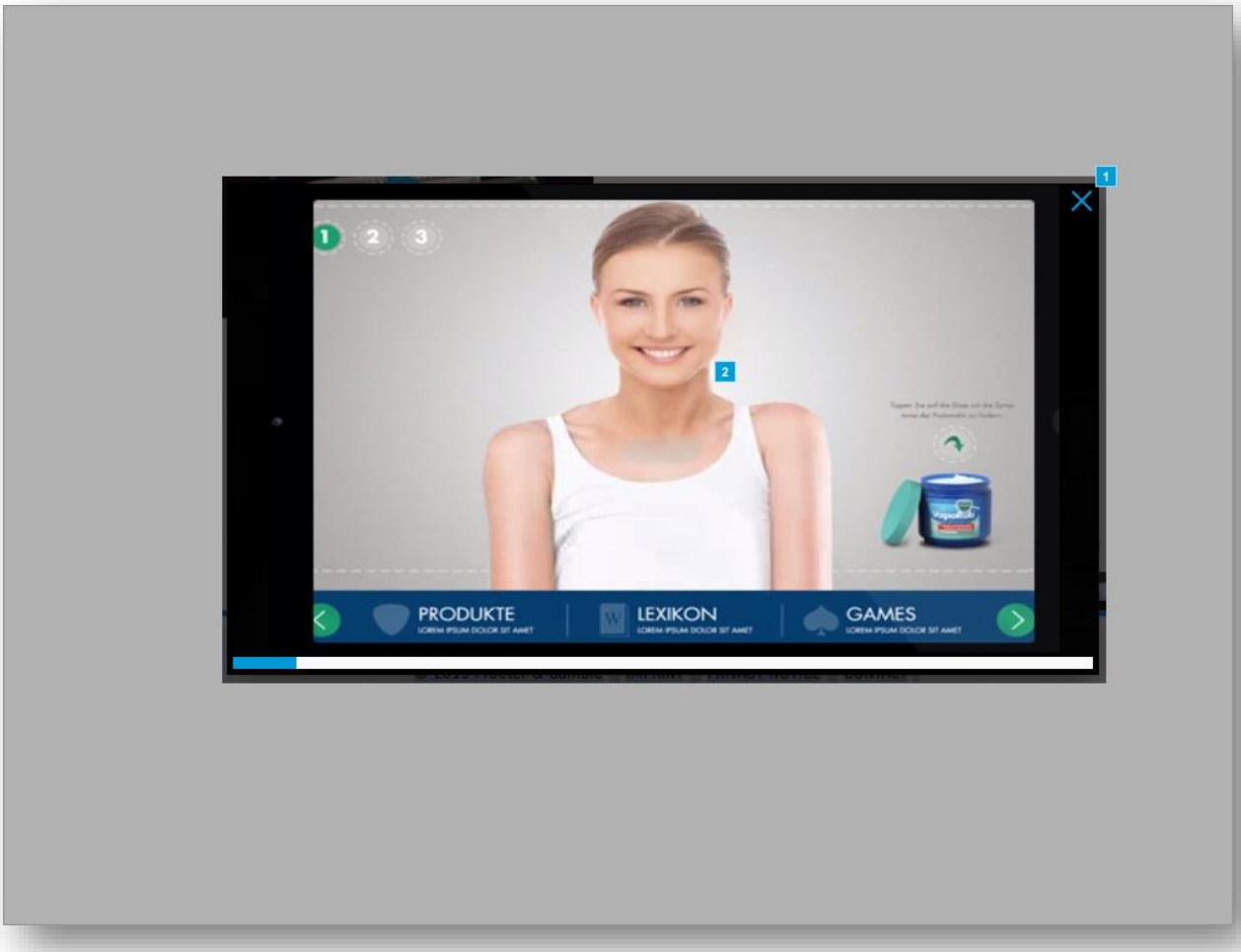
| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | | OnClick:<br>Case 1:<br>Open Storytelling 2 a in Current Window | |
| 2 | | | After tapping over the product box the user has to click on this circle area to start the animation and get more info about what the product is done for |
| 3 | | | By clicking over this icon the animation will start (showing what the product is aimed for). It will then show details about the body area to be treated (the neck of woman) |
| 4 | | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |
| 5 | | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 6 | | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 7 | | OnClick:<br>Case 1:<br>Open Produkte in Current Window | |
| 8 | | OnClick:<br>Case 1:<br>Show dynp_video | For each product there may be one or more “how to videos”.<br>If the user clicks on this button he will be redirected to a page with the training videos or in case of single video the video will be displayed on the same page on an light box |
| 9 | | OnClick:<br>Case 1:<br>Open Training Materials in Current Window | For each product there may be one or more training videos.<br>If the user clicks on this button he will be redirected to a page with the training videos |
| 10 | | OnClick:<br>Case 1:<br>Open cross-selling in Current Window | For each product there may be one or more products, which may be combined together to sell/promote.<br>If the user clicks on this button he will be redirected to a page with the list of products, which may be combined with the selected one. |
| 11 | dynp_video | OnShow:<br>Case 1:<br>Hide img_video_playing | |
| 12 | | OnClick:<br>Case 1:<br>Open Rohertragintro in Current Window | For each product the user may perform some profit calculations. By clicking on this button the user will be redirected to the page to do the profit calculation |
| 13 | | | In every page it is possible to contact an assistant via chat. |

**dynp_video**

***State1***

***User Interface (Video Content just for demonstration!)***




***Widget Table***

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | | OnClick:<br>Case 1:<br>Hide dynp_video | Click here to stop the video |
| 2 | hp_01 | OnClick:<br>Case 1:<br>Show img_video_playing | Click here to play the video |

## Storytelling 2 a

SCENE

003: STORYTELLING-MODULE II (VAPORUB)

ENVIRONMENT

In this scene the storytelling-panel indicates the user finds himself in the second phase. The front part of the panel is labeled with the first-scene and check-marked. The current part of the storytelling-panel contains an icon with an eye and asks the user to watch the transformation.

SCENE DESCRIPTION

The previous scene is continued gluelessly. The product in the lower-left corner is still present but it isn't active anymore. The proband is covered with the lotion. The lotion becomes transparent and the illustration of the effectiveness starts.

INTERACTION

Whenever the effectiveness turns into another phase a dialogue-box occurs. The dialogue-box contains a brief explanation of what the user just observed. The user has to confirm each dialogue-box to initialize the next phase.

### User Interface

**Widget Table**

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | | OnClick:<br>Case 1:<br>Open Storytelling 2 b in Current Window | |
| 2 | | | When the animation starts area of the body which has to be treated with the product will be highlighted |
| 3 | | | By clicking over this icon (hotspot) the animation will continue showing the next information.<br>For each product we can define one or more animation steps with relative information in form of text and/or images (hotspot) |
| 4 | | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |
| 5 | | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |
| 6 | | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 7 | | OnClick:<br>Case 1:<br>Open Produkte in Current Window | |
| 8 | | OnClick:<br>Case 1:<br>Show dynp_video | For each product there may be one or more “how to videos”.<br>If the user clicks on this button he will be redirected to a page with the training videos or in case of single video the video will be displayed on the same page on an light box |
| 9 | | OnClick:<br>Case 1:<br>Open Training Materials in Current Window | For each product there may be one or more training videos.<br>If the user clicks on this button he will be redirected to a page with the training videos |
| 10 | | OnClick:<br>Case 1:<br>Open cross-selling in Current Window | For each product there may be one or more products, which may be combined together to sell/promote.<br>If the user clicks on this button he will be redirected to a page with the list of products, which may be combined with the selected one. |
| 11 | dynp_video | OnShow:<br>Case 1:<br>Hide img_video_playing | |
| 12 | | OnClick:<br>Case 1:<br>Open Rohertragintro in Current Window | For each product the user may perform some profit calculations. By clicking on this button the user will be redirected to the page to do the profit calculation |
| 13 | | | In every page it is possible to contact an assistant via chat. |

**dynp_video**

Same as on page 18

# Storytelling 2 b

## User Interface

## Widget Table

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | | OnClick:<br>Case 1:<br>Open Storytelling 3 in Current Window | |
| 2 | | | The animation will continue showing e.g. the internal view of the area of the body, which has to be treated with the product, or where the disease is. |
| 3 | | | By clicking over this icon (hotspot) the animation will continue showing the next information.<br>For each product we can define one or more animation steps with relative information in form of text and/or images (hotspot) |
| 4 | | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 5 | | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |
| 6 | | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 7 | | OnClick:<br>Case 1:<br>Open Produkte in Current Window | |
| 8 | | OnClick:<br>Case 1:<br>Show dynp_video | For each product there may be one or more “how to videos”.<br>If the user clicks on this button he will be redirected to a page with the training videos or in case of single video the video will be displayed on the same page on an light box |
| 9 | | OnClick:<br>Case 1:<br>Open Training Materials in Current Window | For each product there may be one or more training videos.<br>If the user clicks on this button he will be redirected to a page with the training videos |
| 10 | | OnClick:<br>Case 1:<br>Open cross-selling in Current Window | For each product there may be one or more products which may be combined together to sell/promote.<br>If the user clicks on this button he will be redirected to a page with the list of products which may be combined with the selected one. |
| 11 | dynp_video | OnShow:<br>Case 1:<br>Hide img_video_playing | |
| 12 | | OnClick:<br>Case 1:<br>Open Rohertragintro in Current Window | For each product the user may perform some profit calculations. By clicking on this button the user will be redirected to the page to do the profit calculation |
| 13 | | | In every page it is possible to contact an assistant via chat. |

**dynp_video**

same as on page 18

# Storytelling 3

SCENE

004: STORYTELLING-MODULE III (VAPORUB)

ENVIRONMENT

In this scene the storytelling-panel indicates the user finds himself in the third and last phase. The front part of the panel is labeled with the two former scenes. Both are check-marked. The current part of the storytelling-panel contains an icon with a mark of exclamation. The user receives a brief summary of what he has learned.

SCENE DESCRIPTION

The previous scene is continued guilelessly. The product in the lower-left corner is still present but it isn't active anymore. The proband is covered with the lotion. The lotion becomes transparent and the illustration of the effectiveness starts.

INTERACTION

Whenever the effectiveness turns into another phase a dialogue-box occurs. The dialogue-box contains a brief explanation of what the user just observed. The user has to confirm each dialogue-box to initialize the next phase. Though you can initialize the GAME/RAFFLE from every step in the application, in this scene there’s a huge call-to-action to attend it.

## User Interface

**Widget Table**

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | | OnClick:<br>Case 1:<br>Set value of OnLoadVariable equal to "produkt"<br>Open Lexikon in Current Window | Possible at the end of the animation section the user will find the complete summary of the information about the product in text format. |
| 2 | dynp_video | OnShow:<br>Case 1:<br>Hide img_video_playing | |
| 3 | | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |
| 4 | | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |
| 5 | | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 6 | | OnClick:<br>Case 1:<br>Open Produkte in Current Window | |
| 7 | | OnClick:<br>Case 1:<br>Show dynp_video | For each product there may be one or more “how to videos”.<br>If the user clicks on this button he will be redirected to a page with the training videos or in case of single video the video will be displayed on the same page on an light box |
| 8 | | OnClick:<br>Case 1:<br>Open Training Materials in Current Window | For each product there may be one or more training videos.<br>If the user clicks on this button he will be redirected to a page with the training videos |
| 9 | | OnClick:<br>Case 1:<br>Open cross-selling in Current Window | For each product there may be one or more products which may be combined together to sell/promote.<br>If the user clicks on this button he will be redirected to a page with the list of products which may be combined with the selected one. |
| 10 | | OnClick:<br>Case 1:<br>Open Rohertragintro in Current Window | For each product the user may perform some profit calculations. By clicking on this button the user will be redirected to the page to do the profit calculation |
| 11 | | | In every page it is possible to contact an assistant via chat. |

**dynp_video**

same as on page 18

# Training Materials

TRAINING MATERIALS

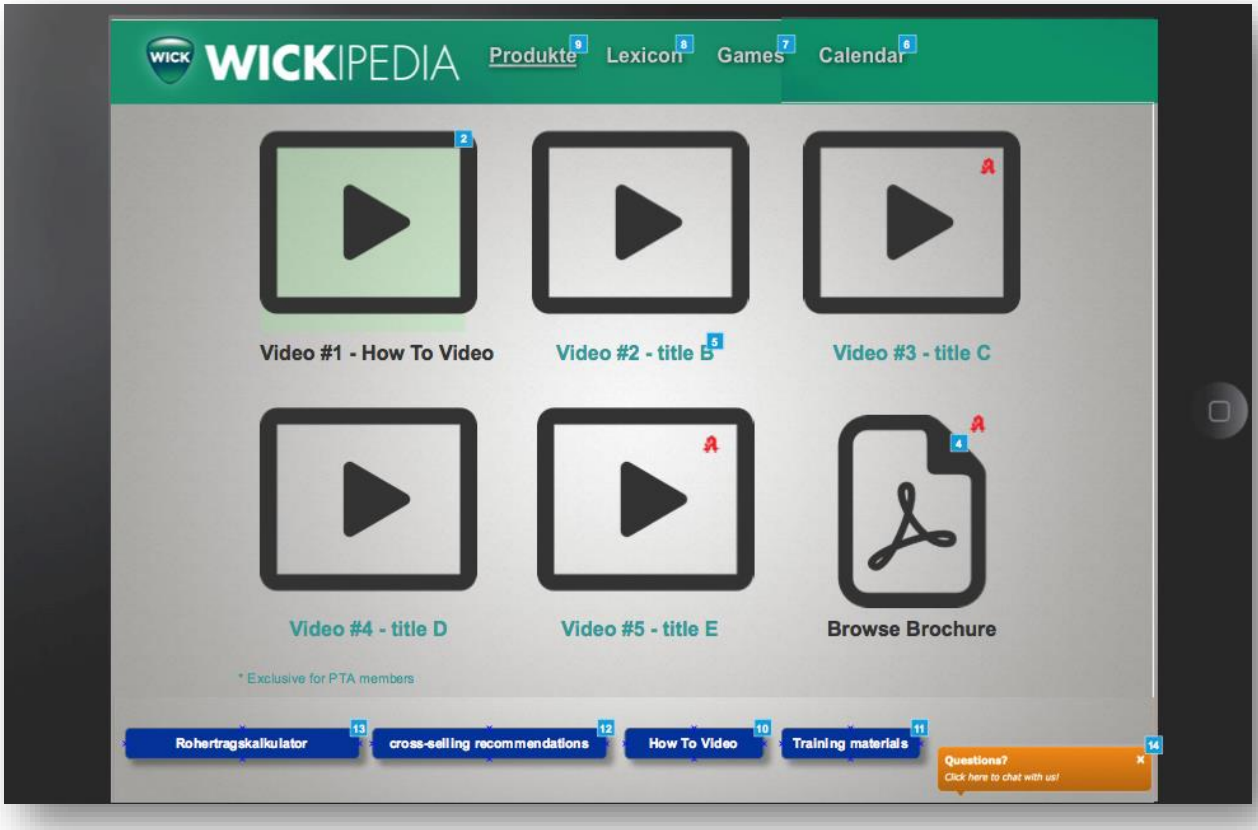
In this page all the list of the documentation and videos related to that product is displayed. For each video and document an image thumbnail is displayed as preview of the content.

By clicking on one of the video thumbnails the video is played on an overlay on the same page.

By clicking on one of the document icons/thumbnail the PDF Viewer will appear in an overlay containing the PDF of selected document.

Material which is marked with an is only available for PTAs. Other videos are public available on other platforms, too.

### User Interface (Content just for demonstration purposes)




### Widget Table

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | | OnClick:<br>Case 1:<br>Set value of OnLoadVariable equal to "produkt"<br>Open Lexikon in Current Window | Possible in the last slide of the animation section the user will find the complete summary of the training videos.<br>By clicking on one of the video thumbnails a video will be displayed on an overlay and ready to be played |

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 2 | hp_05 | OnClick:<br>Case 1:<br>Show dynp_video | Click here to display the relative video and then play it |
| 3 | dynp_video | OnShow:<br>Case 1:<br>Hide img_video_playing | |
| 4 | img_brochure | OnClick:<br>Case 1:<br>Show dynp_brochure | |
| 5 | | | Some videos and/or document are available only for PTAs (partner program pharmacies) |
| 6 | | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |
| 7 | | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |
| 8 | | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 9 | | OnClick:<br>Case 1:<br>Open Produkte in Current Window | |
| 10 | | OnClick:<br>Case 1:<br>Show/Hide Widget | For each product there may be one or more training videos.<br>In this case the button below will be shown<br>If the user clicks on this button he will be redirected to a page with the training videos |
| 11 | | OnClick:<br>Case 1:<br>Open Training Materials in Current Window | For each product there may be one or more training videos.<br>In this case the button below will be shown<br>If the user clicks on this button he will be redirected to a page with the training videos |
| 12 | | OnClick:<br>Case 1:<br>Open cross-selling in Current Window | For each product there may be one or more products which may be combined together to sell/promote.<br>If the user clicks on this button he will be redirected to a page with the list of products which may be combined with the selected one. |
| 13 | | OnClick:<br>Case 1:<br>Open Rohertragintro in Current Window | For each product there may be one or more training videos.<br>In this case the button below will be shown<br>If the user clicks on this button he will be redirected to a page with the training videos |
| 14 | | | In every page it is possible to contact an assistant via chat. |

**dynp_brochure**

***State1***

***User Interface (native PDF functionality will be used)***

***Widget Table***

| Footnote | Interactions | Description |
|---|---|---|
| 1 | OnClick:<br>Case 1:<br>Hide dynp_brochure | Close the PDF Viewer which displays the brochure |

**dynp_video**

same as on page 18

# Cross-Selling

In this page the product package is displayed and below there will be a list of products, which can be combined together with the selected product when sold.

If there are more than 3 products the user can see the other ones by swiping over the display to the right.

Recommendations are also included in this page in form of text.

### User Interface

### Widget Table

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | | | In this section we have the list of products which may be purchased together with the selected one (cross-selling) |
| 2 | | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |
| 3 | | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 4 | | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 5 | | OnClick:<br>Case 1:<br>Open Produkte in Current Window | |
| 6 | | OnClick:<br>Case 1:<br>Open Rohertragintro in Current Window | For each product there may be one or more training videos.<br>In this case the button below will be shown<br>If the user clicks on this button he will be redirected to a page with the training videos |
| 7 | | OnClick:<br>Case 1:<br>Show img_chat_open | In every page it is possible to contact an assistant via chat. |

# Lexikon

This is the Lexikon Page. If no Products are selected the Lexikon (Dictionary) will be opened in a Lightbox over the selected Page.

The first "Word" will be displayed.

By clicking on one of the items on the right side of the Lightbox the content will be updated according to the selected term.

### User Interface

### Widget Table

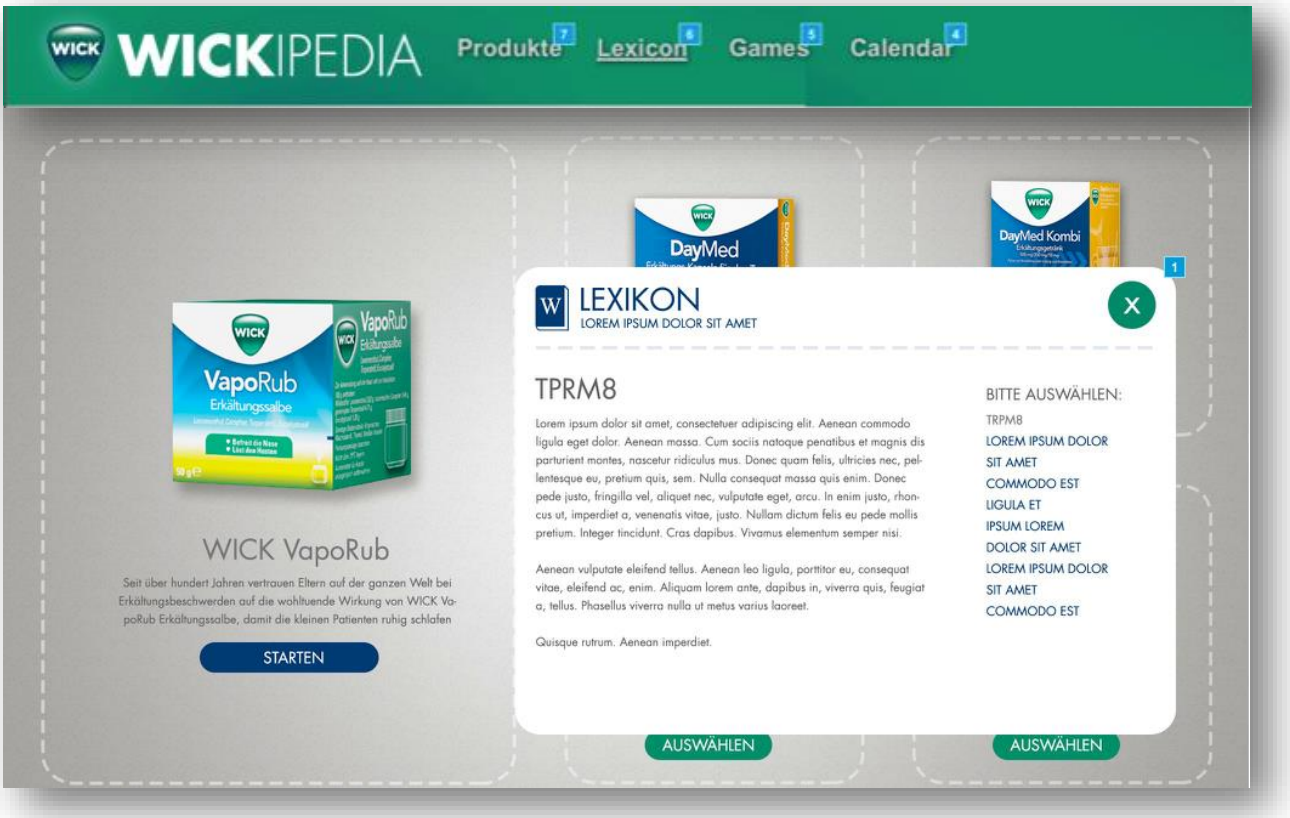
| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | | | By clicking on Lexicon a popup will be shown displaying the description of some of the most important terms used in the product description.<br>On the left the title of the single term and the description of it and on the right side the list of other terms. By clicking on one of them the information about the term will be displayed. |
| 2 | | OnClick:<br>Case 1:<br>Show dynp_term2 | Click here to display the information about this term |

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 3 | | OnClick:<br>Case 1:<br>Hide dynp_term2 | Click here to display the information about this term |
| 4 | | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |
| 5 | | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |
| 6 | | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 7 | | OnClick:<br>Case 1:<br>Open Produkte in Current Window | |
| 8 | | OnClick:<br>Case 1:<br>Show/Hide Widget | In every page it is possible to contact an assistant via chat. |

**Lexikon**

***Home***

***User Interface***

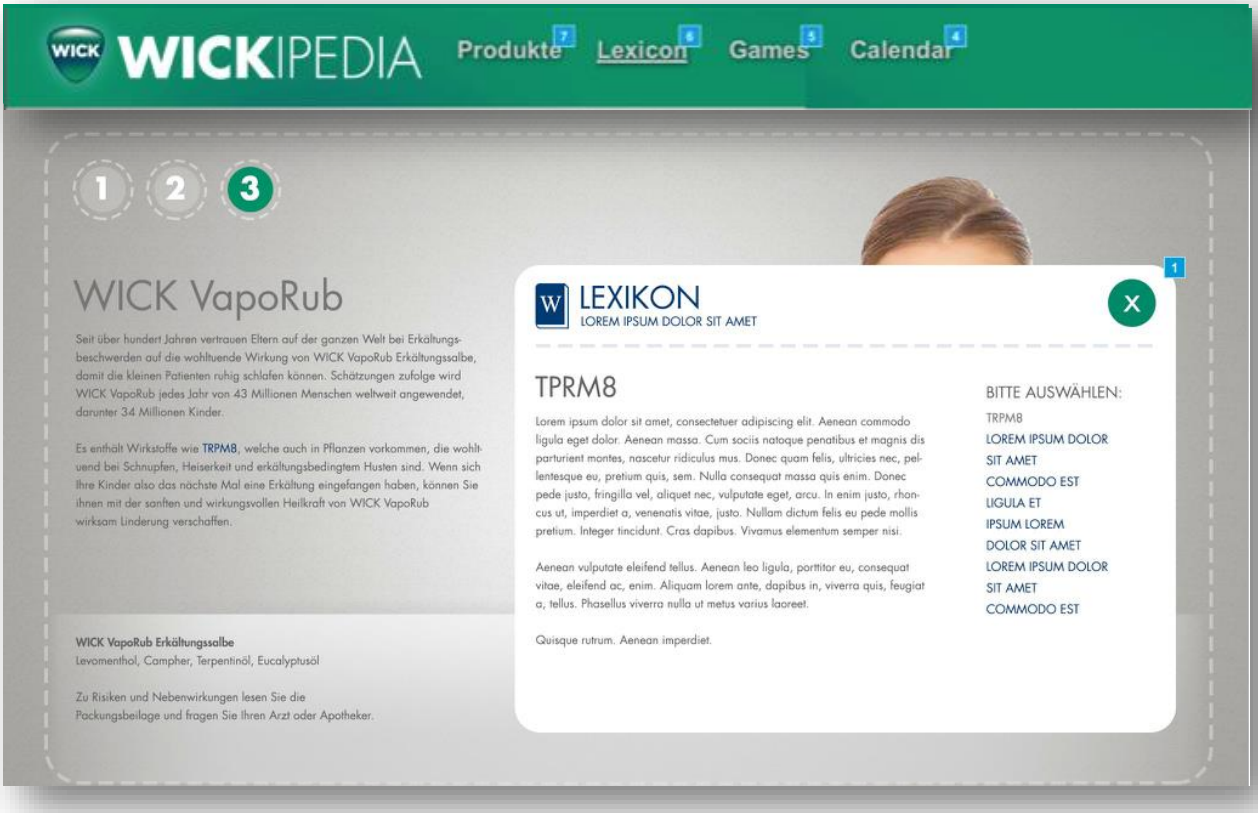


***Widget Table***

| Footnote | Interactions |
|---|---|
| 1 | OnClick:<br>Case 1:<br>Open Produkte in Current Window |

***Produkt***

***User Interface***




***Widget Table***

| Footnote | Interactions |
|---|---|
| 1 | OnClick:<br>Case 1:<br>Open Storytelling 3 in Current Window |

***Game***

**dynp_term2**

***State1***

***User Interface***

Content display of an lexicon entry

# Games 1

SCENE

005: GAME / RAFFLE

Games are valid for a certain period of time. In the back end we need to be able to define the start date and end date of each game (period of validity).

The user can join the game from every point in the application. Additionally there's a strong call-to-action within the last scene of a storytelling-module. The scene persists out five modules. Whenever the game launches, one of these modules will be chosen randomly.

### User Interface

### Widget Table

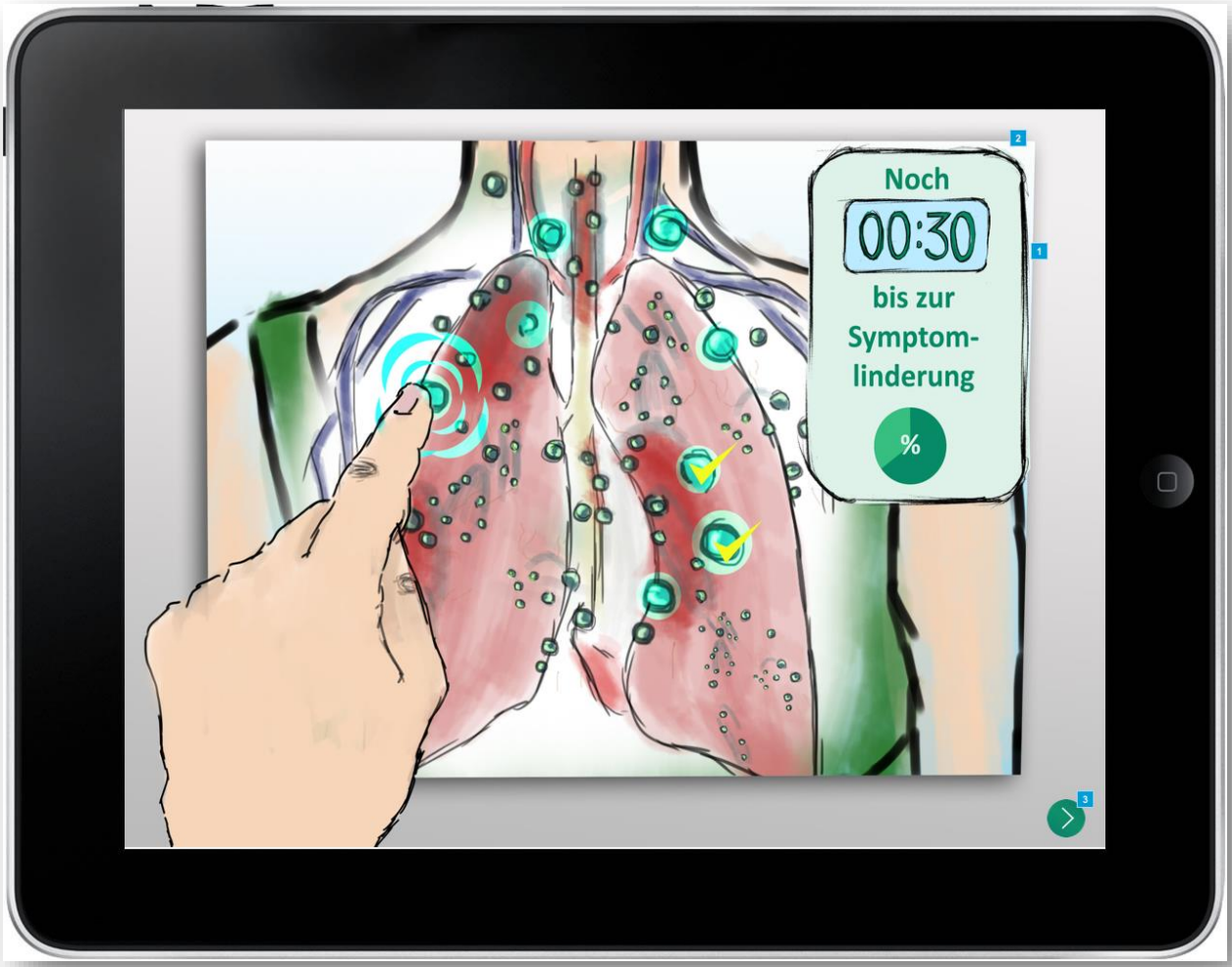
| Footnote | Interactions | Description |
|---|---|---|
| 1 | OnClick:<br>Case 1:<br>Open Link in Current Window | Starts game 1 |
| 2 | OnClick:<br>Case 1:<br>Open Link in Current Window | Starts game 2 |

| Footnote | Interactions | Description |
|---|---|---|
| 3 | OnClick:<br>Case 1:<br>Open Games 2 in Current Window | The user can also take part to a raffle. By clicking on this button the raffle will start |
| 4 | OnClick:<br>Case 1:<br>Open Games 2 in Current Window | The user can also take part to a raffle. By clicking on this button a form to take part to a limited time raffle will be displayed |
| 5 | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |
| 6 | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |
| 7 | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 8 | OnClick:<br>Case 1:<br>Open Produkte in Current Window | |
| 9 | OnClick:<br>Case 1:<br>Show/Hide Widget | In every page it is possible to contact an assistant via chat. |

# Games 2

This game is an arcade game in which speed is necessary. The user needs to tap on appearing points on the screen and if all are touched, the patient is healed.

### User Interface



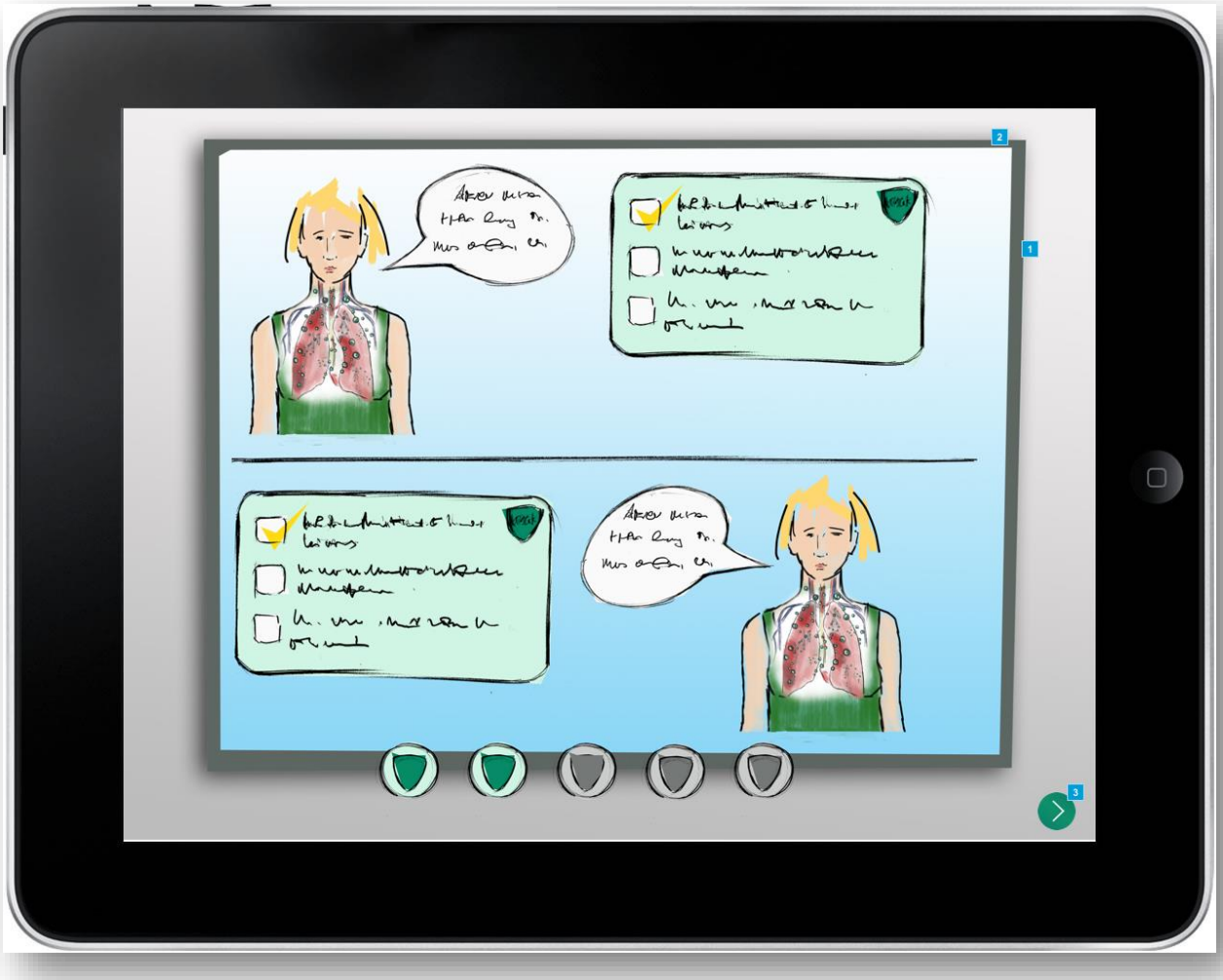

### Widget Table

| Footnote | Interactions | Description |
|---|---|---|
| 1 | OnClick:<br>Case 1:<br>Open Link in Current Window | |
| 2 | OnClick:<br>Case 1:<br>Open Games 3 in Current Window | The user will click or digit an answer to a question and will go to the next slide |
| 3 | OnClick:<br>Case 1:<br>Open Games 3 in Current Window | |

# Games 3

### User Interface

This is a multiple-choice game where a patient is asking questions. The user needs to answer them correctly.



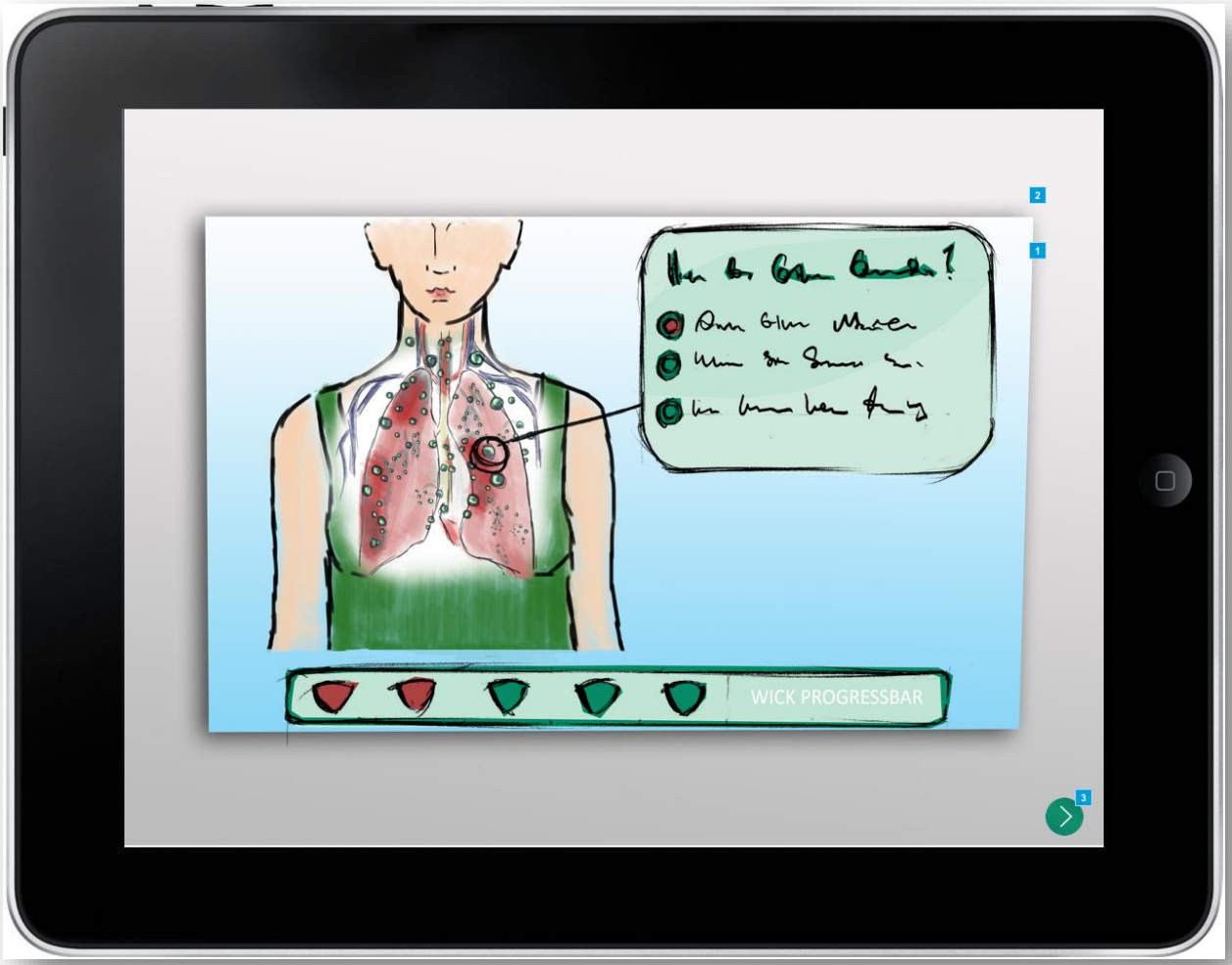
### Widget Table

| Footnote | Interactions | Description |
|---|---|---|
| 1 | OnClick:<br>Case 1:<br>Open Link in Current Window | |
| 2 | OnClick:<br>Case 1:<br>Open Games 4 in Current Window | The user will click or digit an answer to a question and will go to the next slide |
| 3 | OnClick:<br>Case 1:<br>Open Games 4 in Current Window | |

# Games 4

### User Interface

In this game, the user needs to tap on different areas of a body. Then he get asked about the area and need to choose one or more correct answers.

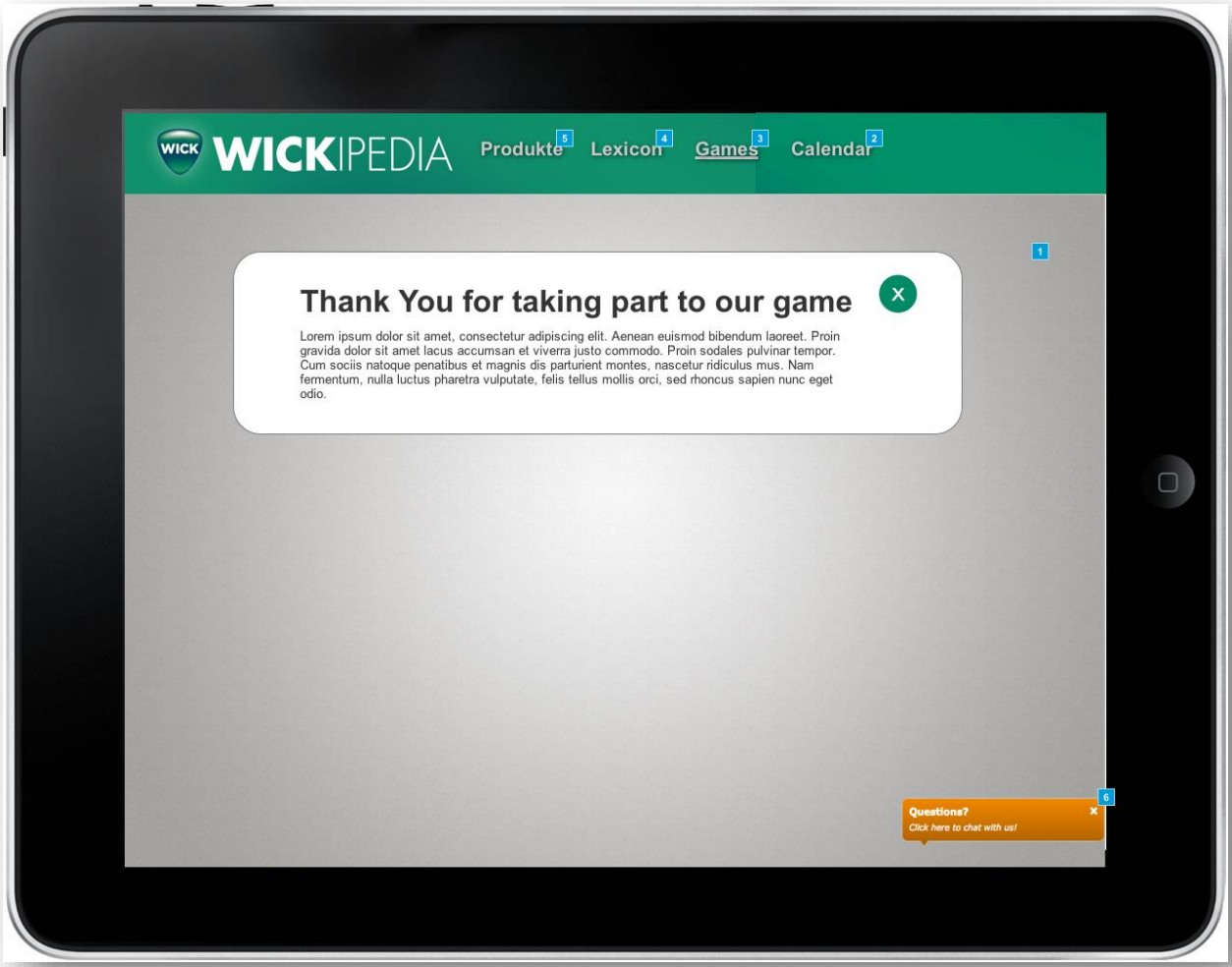



### Widget Table

| Footnote | Interactions | Description |
|---|---|---|
| 1 | OnClick:<br>Case 1:<br>Open Link in Current Window | |
| 2 | OnClick:<br>Case 1:<br>Open Games 5 in Current Window | The user will click or digit an answer to a question and will go to the next slide |
| 3 | OnClick:<br>Case 1:<br>Open Games 5 in Current Window | |

# Games 5

## User Interface




## Widget Table

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | | OnClick:<br>Case 1:<br>Open Link in Current Window | |
| 2 | | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |
| 3 | | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |
| 4 | | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 5 | | OnClick:<br>Case 1:<br>Open Storytelling 1 in Current Window | |

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 6 | | | In every page it is possible to contact an assistant via chat. |

**dynp_raffle**

***State1***

***User Interface***

***Widget Table***

| Footnote | Interactions |
|---|---|
| 1 | OnClick:<br>Case 1:<br>Hide dynp_raffle |

# Cold Season Calendar

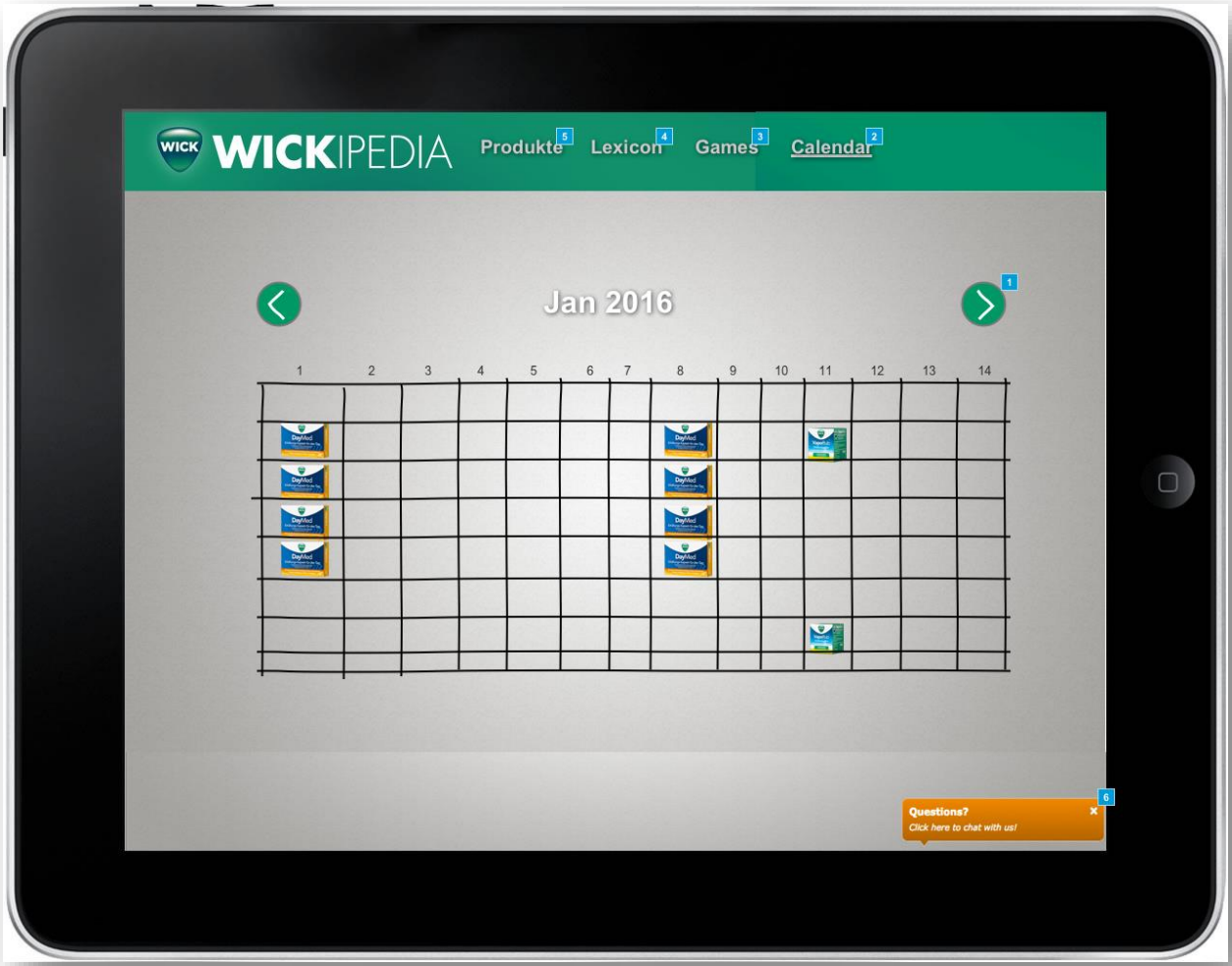
SCENE

006: Calendar

The user can view for each day of a month specific daily recommendations about products and/or services. This will be maintained via webservice in app-backend.

Important for the back end: while setting up information for the calendar there user should be able in the back end to select a period of time greater than one day and set the information for that period of time. The information is composed of one or more icons related to the products suggested for that period, plus some text that can be edited also in the back end.

### User Interface




### Widget Table

| Footnote | Interactions | Description |
|---|---|---|
| 1 | | The Cold Season Calendar is an interactive calendar. The User can scroll each month and find for every day the suggested products to take. This button leads to the next 14 days. |

| Footnote | Interactions | Description |
|---|---|---|
| 2 | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |
| 3 | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |
| 4 | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 5 | OnClick:<br>Case 1:<br>Open Produkte in Current Window | |
| 6 | OnClick:<br>Case 1:<br>Show/Hide Widget | In every page it is possible to contact an assistant via chat. |

# Profit calculator

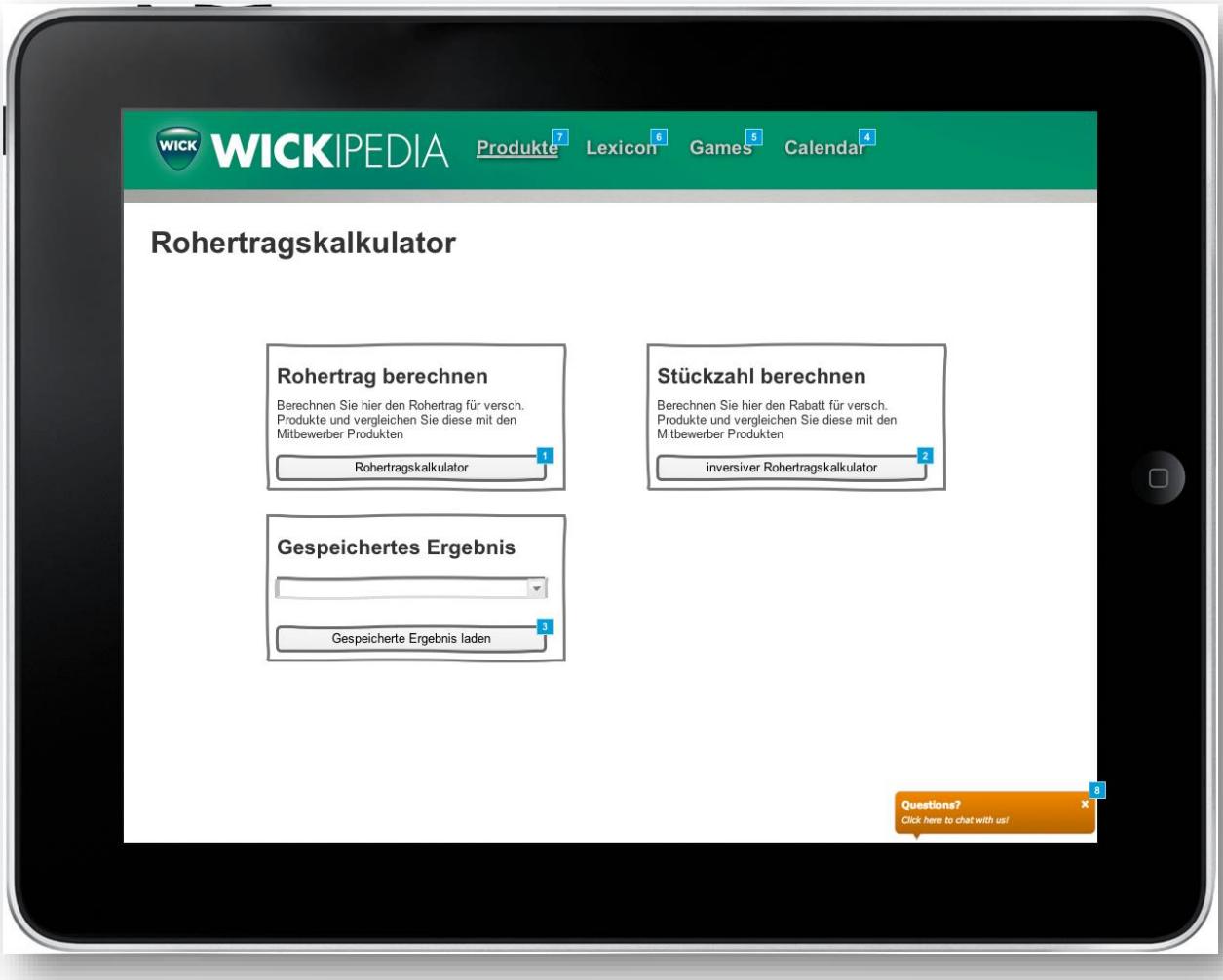
Profit Calculator:

In this page the user can do profit calculations.

In detail:

- Gross profit and comparison with products of competitors.
- Discount calculation for more products.
- Retrieve saved calculations.

### User Interface




### Widget Table

| Footnote | Interactions | Description |
|---|---|---|
| 1 | OnClick:<br>Case 1:<br>Open Rohertrag in Current Window | |
| 2 | OnClick:<br>Case 1:<br>Open Inversiver Rohertrag in Current Window | |

| Footnote | Interactions | Description |
|---|---|---|
| 3 | OnClick:<br>Case 1:<br>Open Rohertrag in Current Window | |
| 4 | OnClick:<br>Case 1:<br>Open Cold Season Calendar in Current Window | |
| 5 | OnClick:<br>Case 1:<br>Open Games 1 in Current Window | |
| 6 | OnClick:<br>Case 1:<br>Open Lexikon in Current Window | |
| 7 | OnClick:<br>Case 1:<br>Open Storytelling 1 in Current Window | |
| 8 | OnClick:<br>Case 1:<br>Show/Hide Widget | In every page it is possible to contact an assistant via chat. |

# Profit

## User Interface

## Widget Table

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | product | OnSelectionChange:<br>Case 1<br>(If selected option of This equals "PROD DATB MediNait Erkältungssirup für die Nacht 90ml**"):<br>Set text on avp equal to "9,97"<br>Set text on aep equal to "5,34"<br>Enable avp,<br>aep,<br>rabatt,<br>skonto,<br>stueck,<br>nettoek,<br>stuecknutzen,<br>spanne | Based on an online pricelist that is loaded from backend user will get AVP and AEP for a list of products.<br>Then he can choose which discount and which “skonto” (discount) he has and gets an overview about the calculation, also compared to other PROD DATB or competitors’ products (if in database) |

| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 2 | freittext | OnFocus:<br>Case 1:<br>Enable avp,<br>aep,<br>rabatt,<br>skonto,<br>stueck | |
| 3 | | OnClick:<br>Case 1:<br>Set ergebnis to State1 | |
| 4 | | OnClick:<br>Case 1:<br>Show/Hide Widget | In every page it is possible to contact an assistant via chat. |

**ergebnis**

***State2***

***State1***

***User Interface***

***Widget Table***

| Footnote | Label | Interactions |
|---|---|---|
| 1 | | OnClick:<br>Case 1:<br>Move speichern to (0,0)<br>Set ergebnis to State1,<br>speichern to speichern |

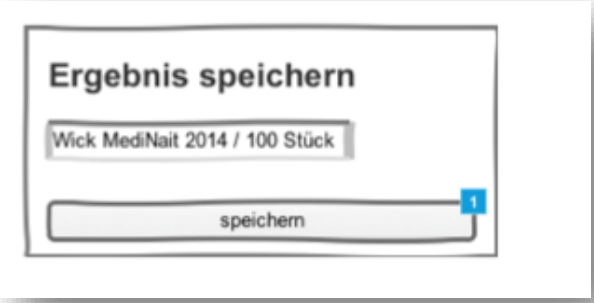
**speichern**

***State1***

***speichern***

***User Interface***

User can save his reports into the app database to load them afterwards.




***Widget Table***

| Footnote | Interactions |
|---|---|
| 1 | OnClick:<br>Case 1:<br>Set speichern to State1 |

# Inversive profit

## User Interface

**Widget Table**

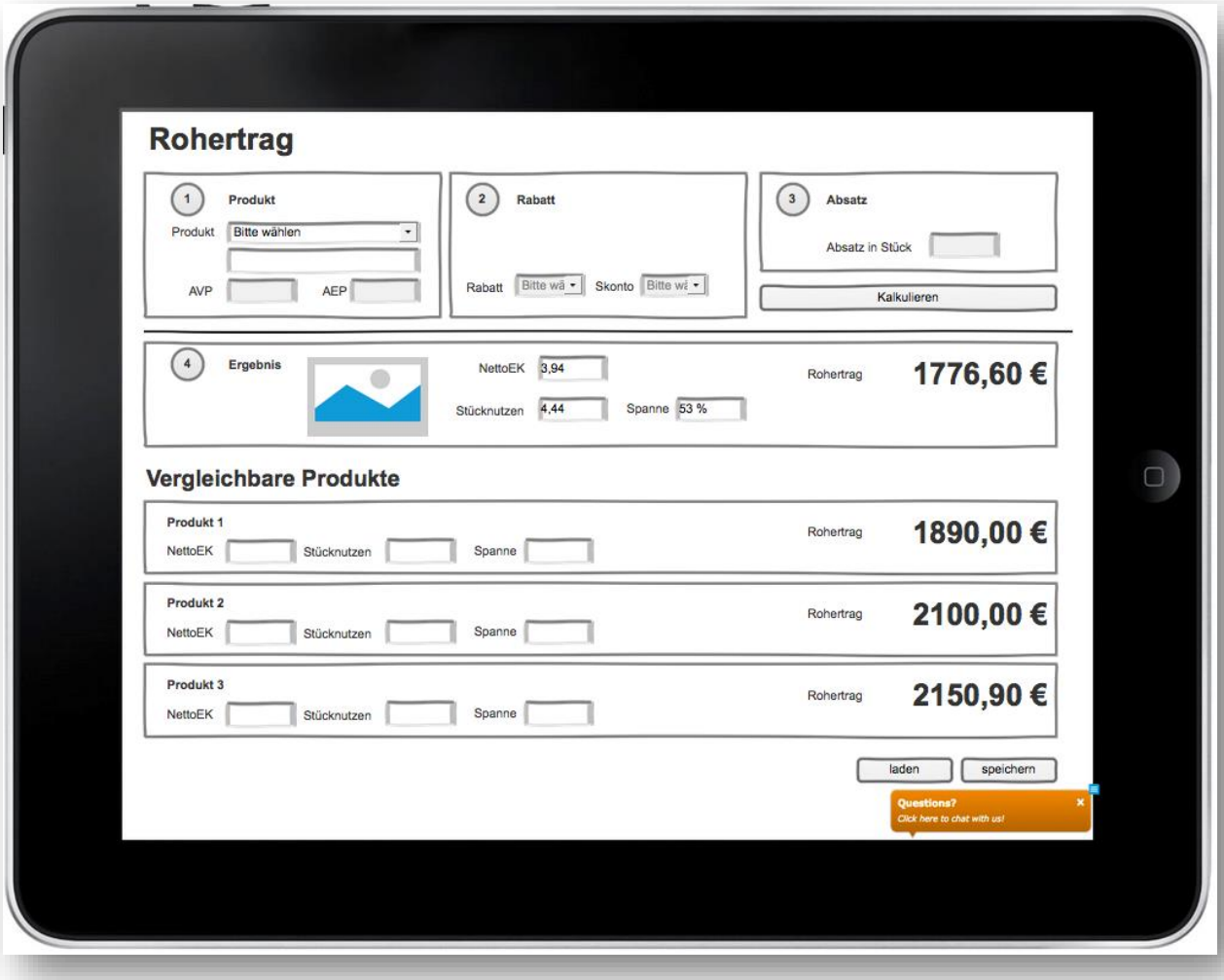
| Footnote | Label | Interactions | Description |
|---|---|---|---|
| 1 | product | OnSelectionChange:<br>Case 1<br>(If selected option of This equals "PROD DATB MediNait Erkältungssirup für die Nacht 90ml**"):<br>Set text on avp equal to "9,97"<br>Set text on aep equal to "5,34"<br>Enable aep,<br>avp,<br>stueck | |
| 2 | freittext | OnFocus:<br>Case 1:<br>Enable avp,<br>aep,<br>stueck | |
| 3 | | OnClick:<br>Case 1:<br>Set ergebnis to State1 | |
| 4 | | OnClick:<br>Case 1:<br>Show/Hide Widget | In every page it is possible to contact an assistant via chat. |

**ergebnis**

***State2***

***State1***

***User Interface***



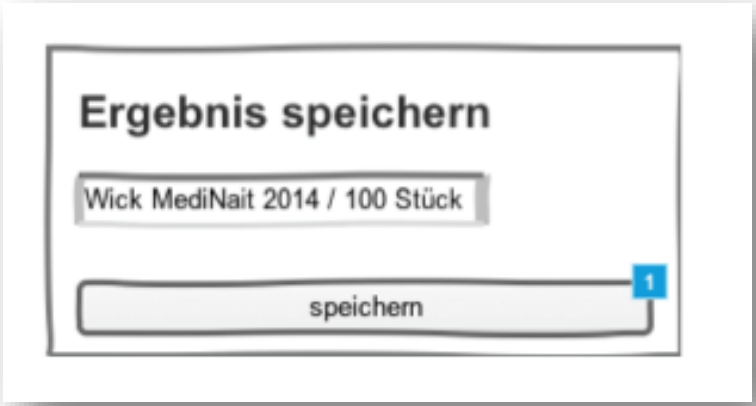

***Widget Table***

| Footnote | Label | Interactions |
|---|---|---|
| 1 | speichern | OnClick:<br>Case 1:<br>Move speichern2 to (0,0)<br>Set ergebnis to State1, speichern2 to speichern |
| | Laden | OnClick:<br>Case 1:<br>Move laden2 to (0,0)<br>Set ergebnis to State1, laden2 to laden |

**speichern2**

***State1***

***speichern***




***User Interface***

***Widget Table***

| Footnote | Interactions |
|---|---|
| 1 | OnClick:<br>Case 1:<br>Set speichern2 to State1 |

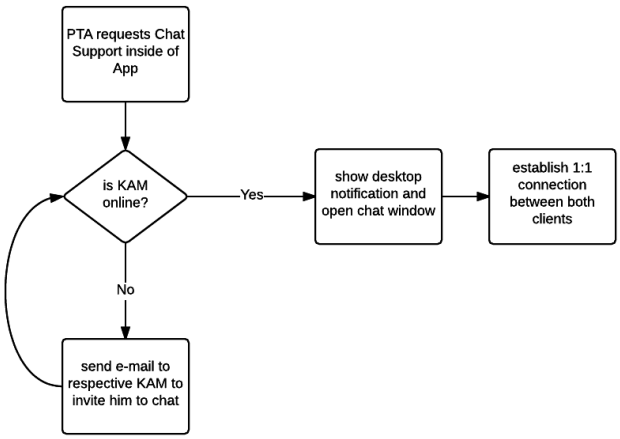
# Chat-Interface:

To build a communication channel from PTA to KAM an instant messaging / callback feature should be integrated. This needs two functionalities:

1) a notification panel on key account managers desktop (an website). It will send an email to specified KAM and triggers him if a request is send

2) a request for chat button inside of the app

Process as follows:



## Navigation

This is the Ipad Navigation Bar.

### User Interface

### Widget Table

| Footnote | Label | Interactions |
|---|---|---|
| 7 | Produkte | OnClick:<br>Case 1:<br>Open Produkte in Current Window |
| 6 | Lexikon | OnClick:<br>Case 1:<br>Open Lexicon in Current Window |
| 5 | Games | OnClick:<br>Case 1:<br>Open Games 1 in Current Window |
| 4 | Calendar | OnClick:<br>Case 1:<br>Open Calendar in Current Window |