



Bausch + Lomb Lotemax™ Gel

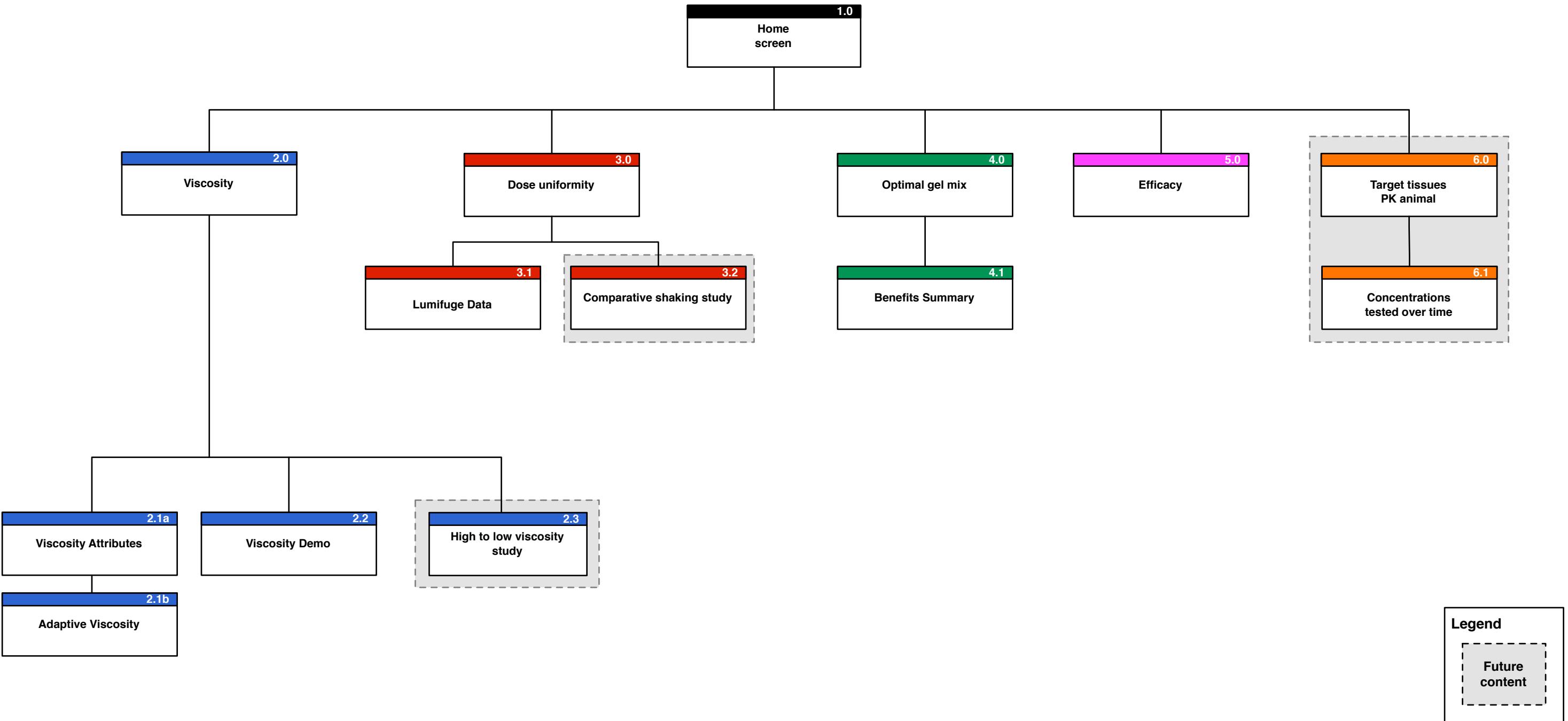
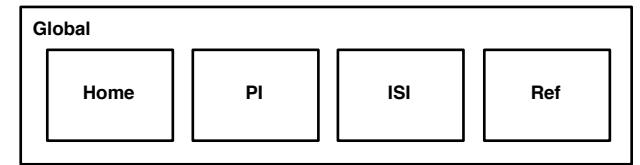
Wireframes

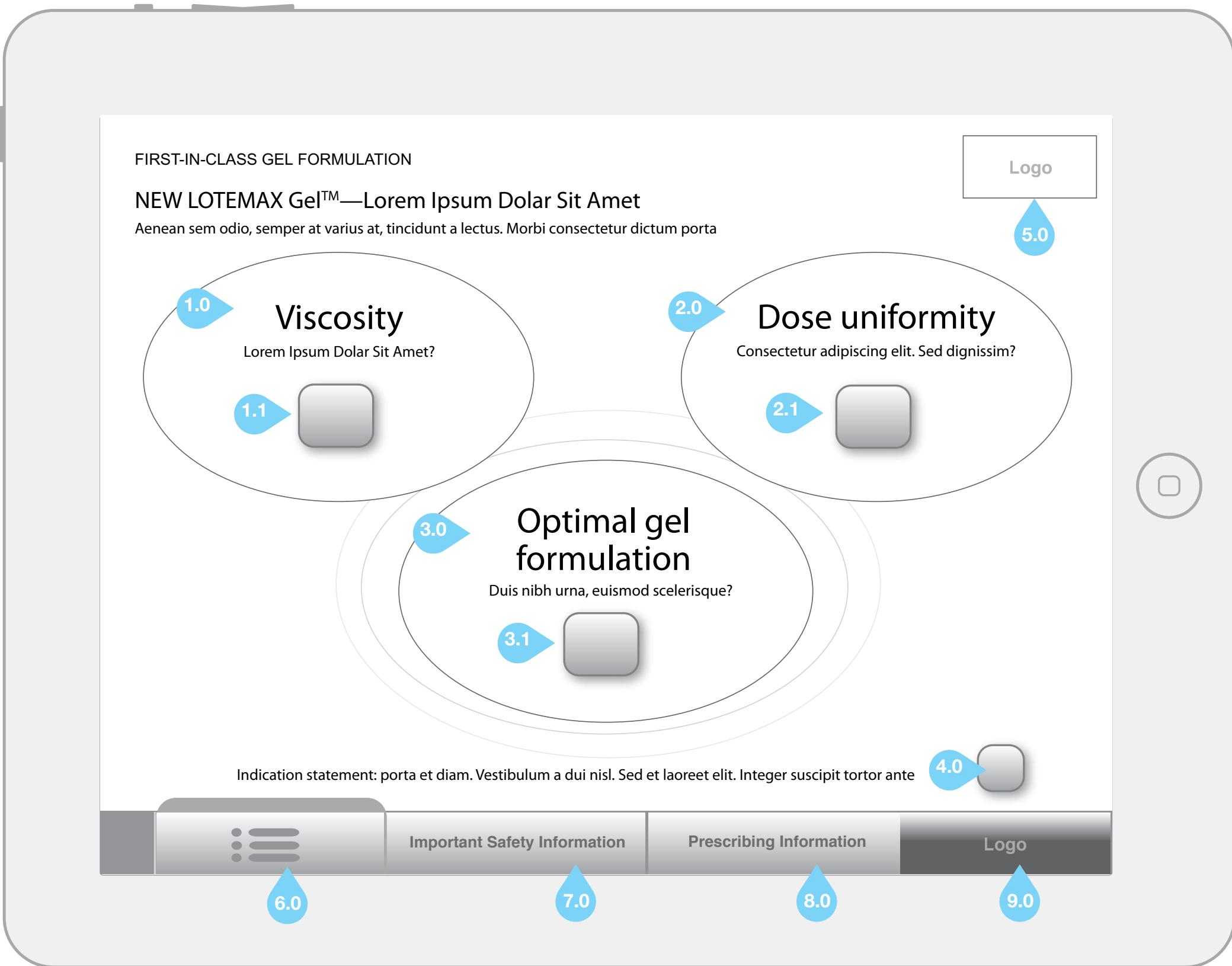
Version 00.02.70 June 29, 2012

Document History:

- v 2.0: Document created
- v 2.1: Minor edits
- v 2.2: Minor edits
- v 2.3: Minor edits
- v 2.4: Added additional screens
- v 2.5: Minor edits
- v 2.6: Edits

This document is not intended to represent final copy, nomenclature, design, or layout. It is meant to visually convey the organization and relationship(s) of the site content and navigation structure.



**1.0 Viscosity**

On tap each door leads to first page of that topic section

1.1 Viscosity Challenge Button

Quick link to the Viscosity Challenge Screen

2.0 Dose Uniformity

On tap each door leads to first page of that topic section

2.1 Settling Data Button

Quick link to the Settling Data Screen

3.0 Formulation

On tap each door leads to first page of that topic section

3.1 Summary Button

Quick link to the Summary Screen

4.0 Efficacy Button

On Tap, links to efficacy section

5.0 Brand Logo

On Tap, logo button will launch a summary screen

6.0 Content Drawer

Drawer that contains a highly expandable menu with all of the content from the presentation

7.0 Important Safety Information

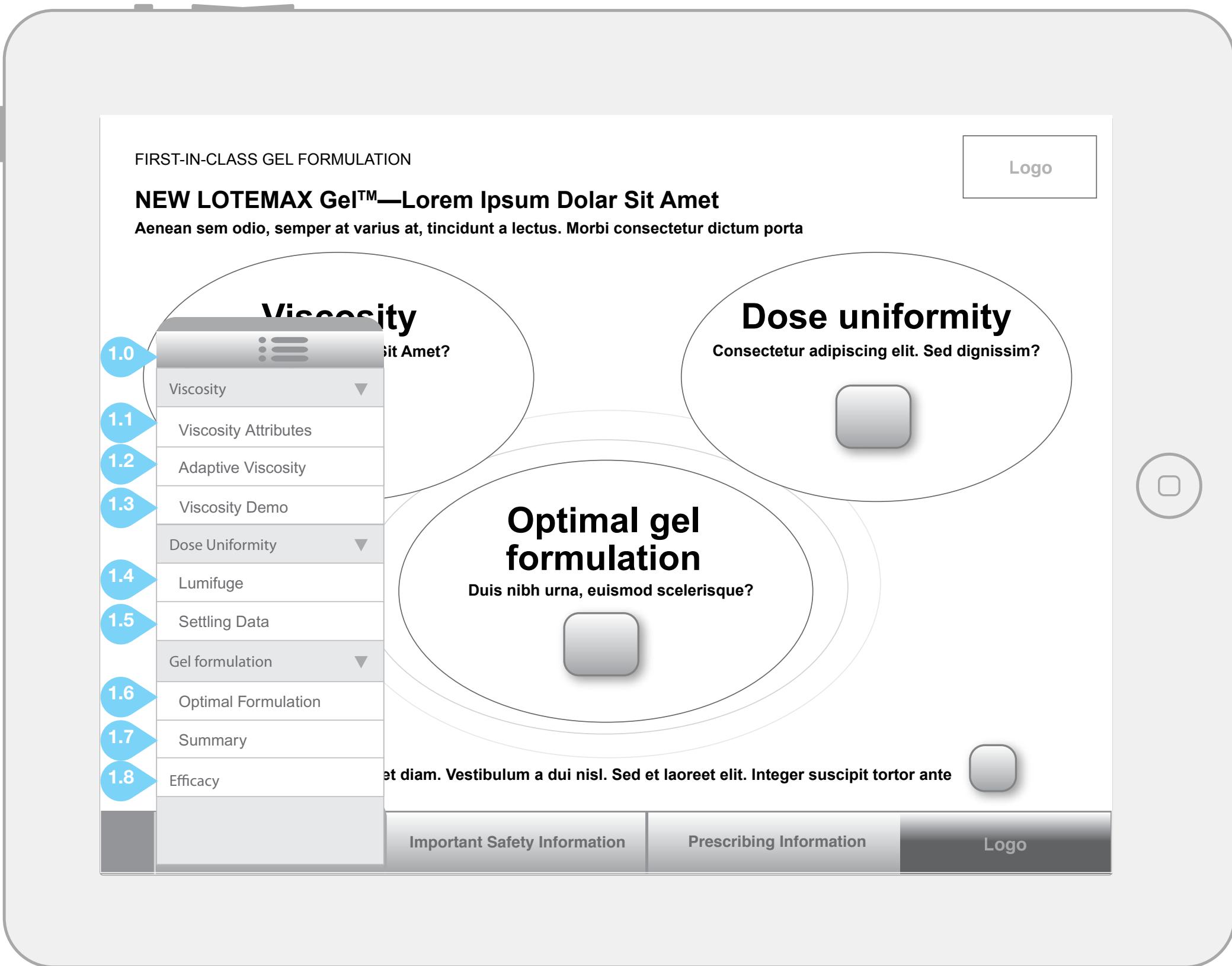
Global button, on tap opens pop-over window

8.0 Prescribing Information

Global button, on tap opens pop-over window

9.0 Corporate logo

On Tap, Links back to the home screen

**1.0 Content Drawer**

Highly expandable menu, contains a scrollable list of each top level section in the presentation. On tap, the menu repopulates to show sub content within a section (see p. 5)

1.1 Viscosity Attributes

Links to Viscosity Attributes section

1.2 Adaptive Viscosity

Links to Adaptive Viscosity section

1.3 Viscosity Demo

Links to Viscosity Demo section

1.4 Lumifuge

Links to Lumifuge section

1.5 Settling Data

Links to Settling Data section

1.6 Optimal Formulation

Links to Optimal Formulation section

1.7 Summary

Links to Summary section

1.8 Efficacy

Links to Efficacy section

The wireframe illustrates a mobile application interface. At the top, there's a header bar with a back arrow icon on the left and a search bar with a magnifying glass icon on the right. Below the header is a large white rectangular area containing a modal dialog. The modal has a dark gray header bar with the title "Important safety information". Inside the modal, there is a close button (an "X") in the top right corner. The main content area of the modal contains several paragraphs of placeholder text (Lorem ipsum) describing important safety information. At the bottom of the modal is a dark gray footer bar with three items: a vertical ellipsis icon, the text "Important Safety Information", and the text "Prescribing Information". To the right of the modal, there is a vertical blue decorative bar. At the very bottom of the screen is a dark gray footer bar with the word "Logo" on the right side.

Important safety information

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Prescribing information

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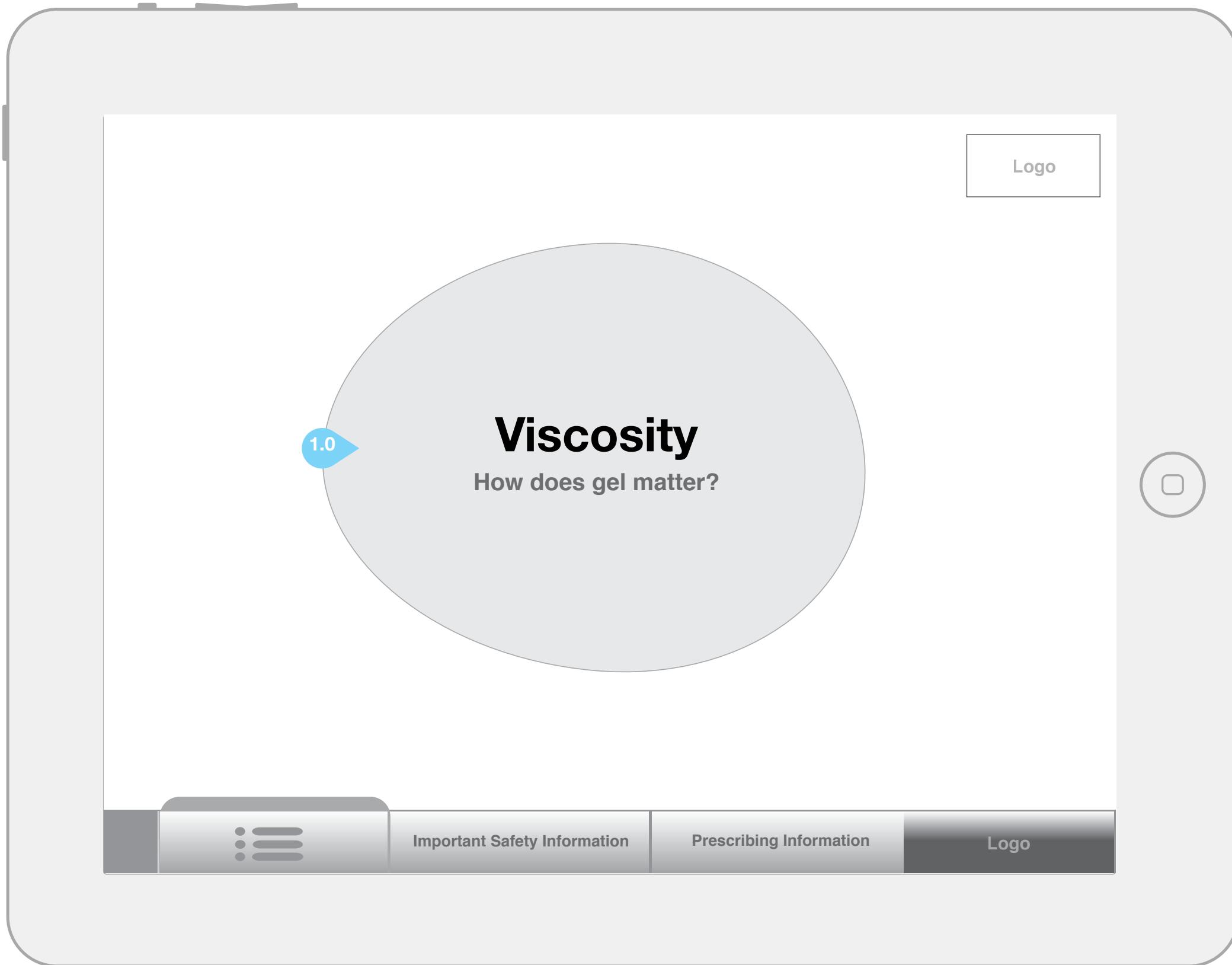
Ut aliquam, arcu eget vestibulum tincidunt, elit metus tincidunt turpis, sed tempor lacus metus sit amet dui. Donec ultrices tincidunt dignissim. Ut aliquam, erat non cursus lobortis, ante urna tristique augue, ut imperdiet mauris diam sit amet tellus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sed magna id nibh tempor convallis. Aenean dui erat, consectetur semper ornare malesuada, tempus et sapien. Vestibulum pretium massa ut metus tempus vel iaculis tortor volutpat. In eget nibh massa. Suspendisse potenti. Nam dictum augue et dui vehicula rutrum. In in quam ante. Aenean tempor ipsum et ante pellentesque et laoreet leo commodo. Morbi ultrices felis nec tellus sagittis pulvinar. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In dui enim, pellentesque ac tristique at, sagittis nec eros. Vestibulum egestas eros a eros mattis ullamcorper.



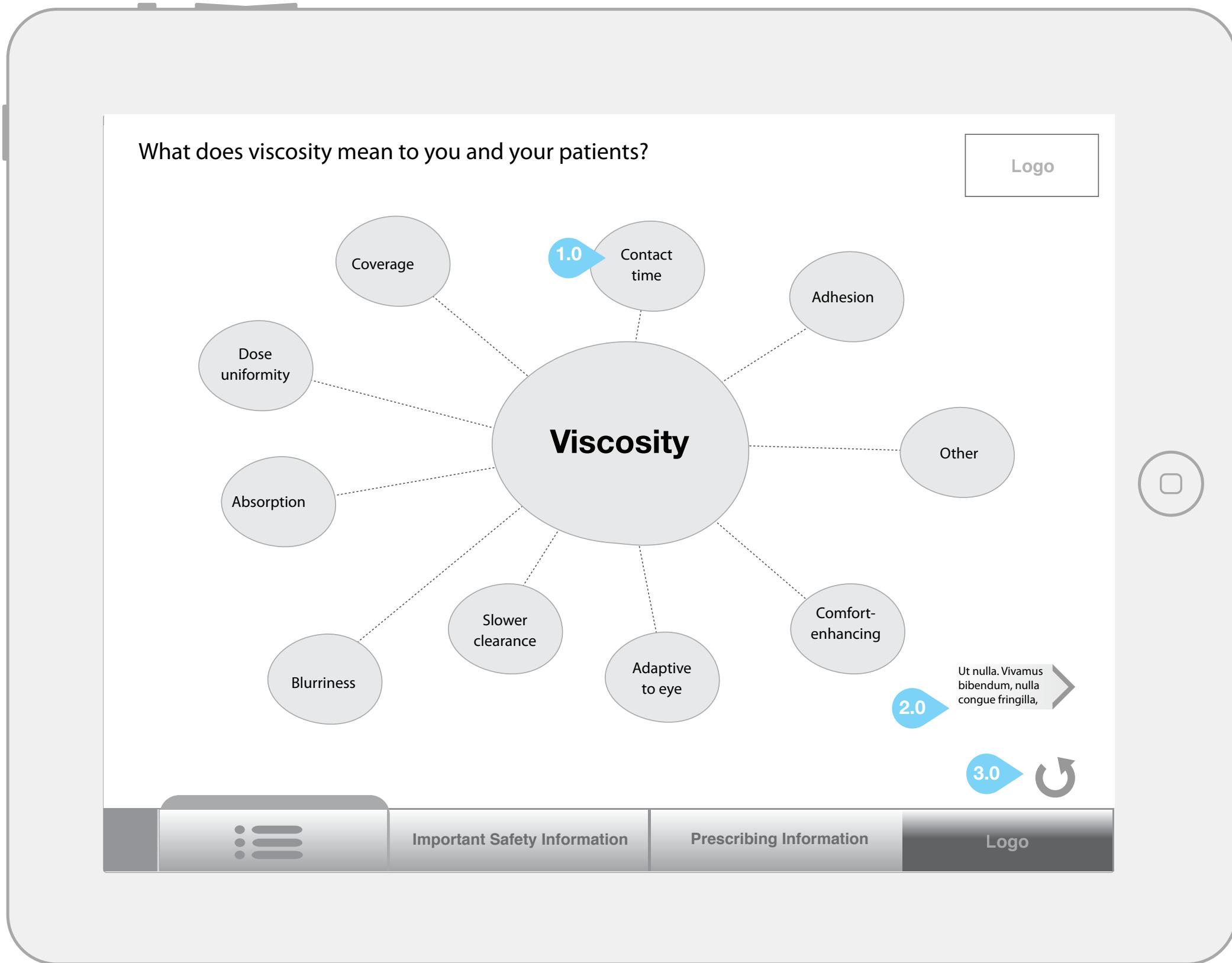
Important Safety Information

Prescribing Information

Logo

**1.0 Sputnik Globule**

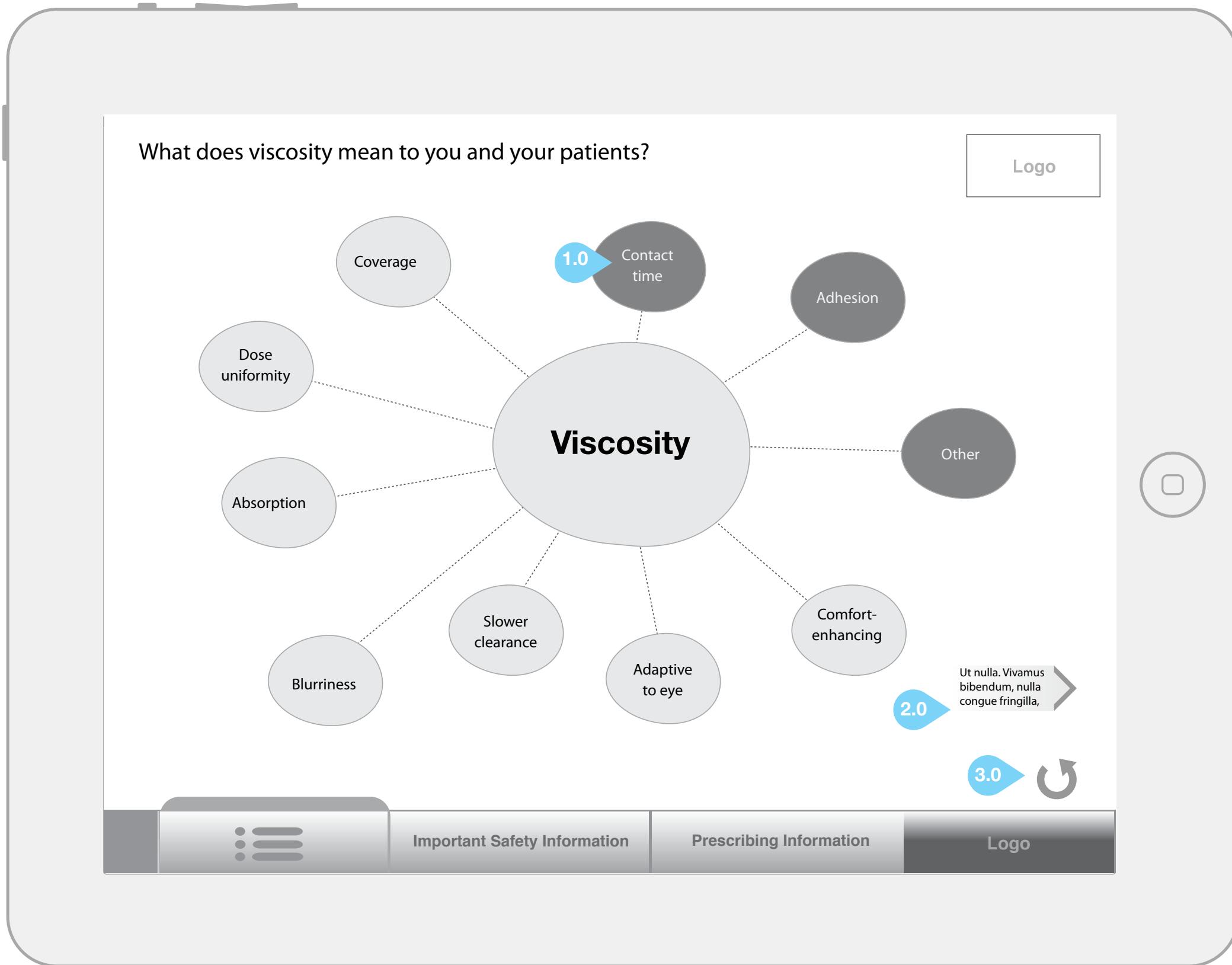
On Tap, the Sputnik Globule explodes to reveal elements within the drop



1.0 Sputnik Globule
Tap to highlight elements

2.0 Adaptive Viscosity
Link to Adaptive Viscosity page

3.0 Reset Button
On tap viscosity attributes begins from original state.

**1.0 Sputnik Globule**

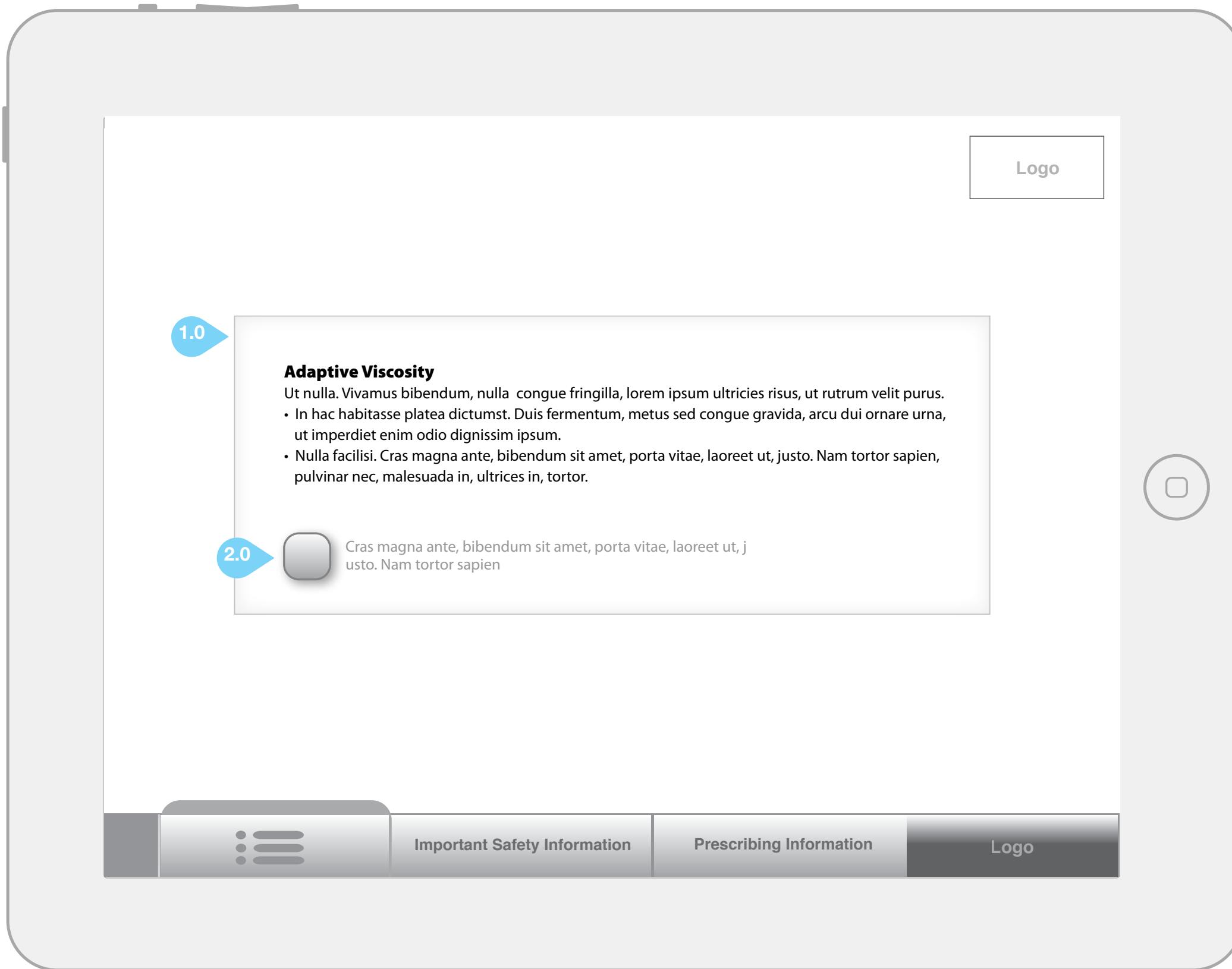
Tap to remove the highlight on elements

2.0 Adaptive Viscosity

Link to Adaptive Viscosity page

3.0 Reset Button

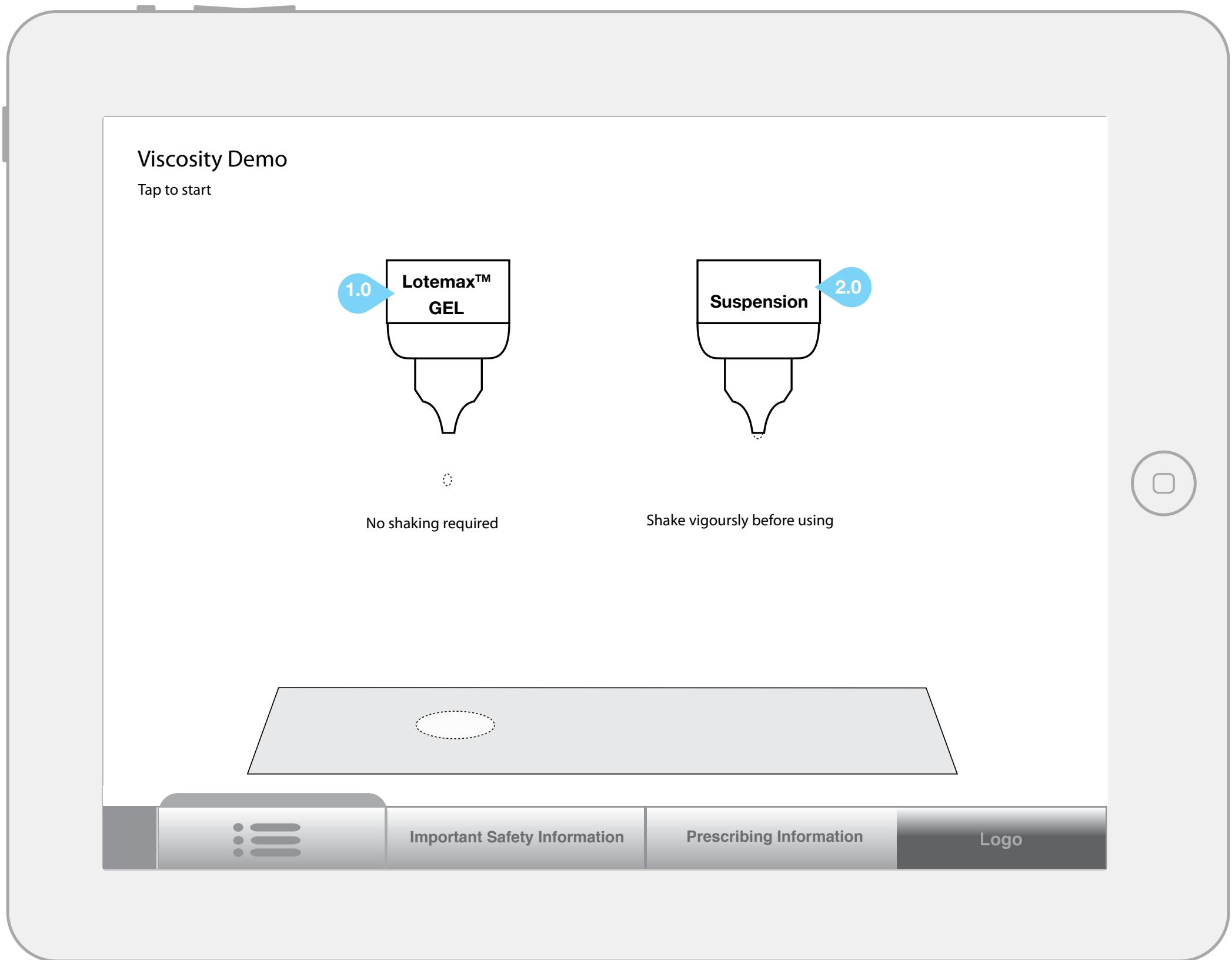
On tap viscosity attributes begins from original state.

**1.0 Adaptive Viscosity**

Definition

2.0 Icon for Viscosity Demo

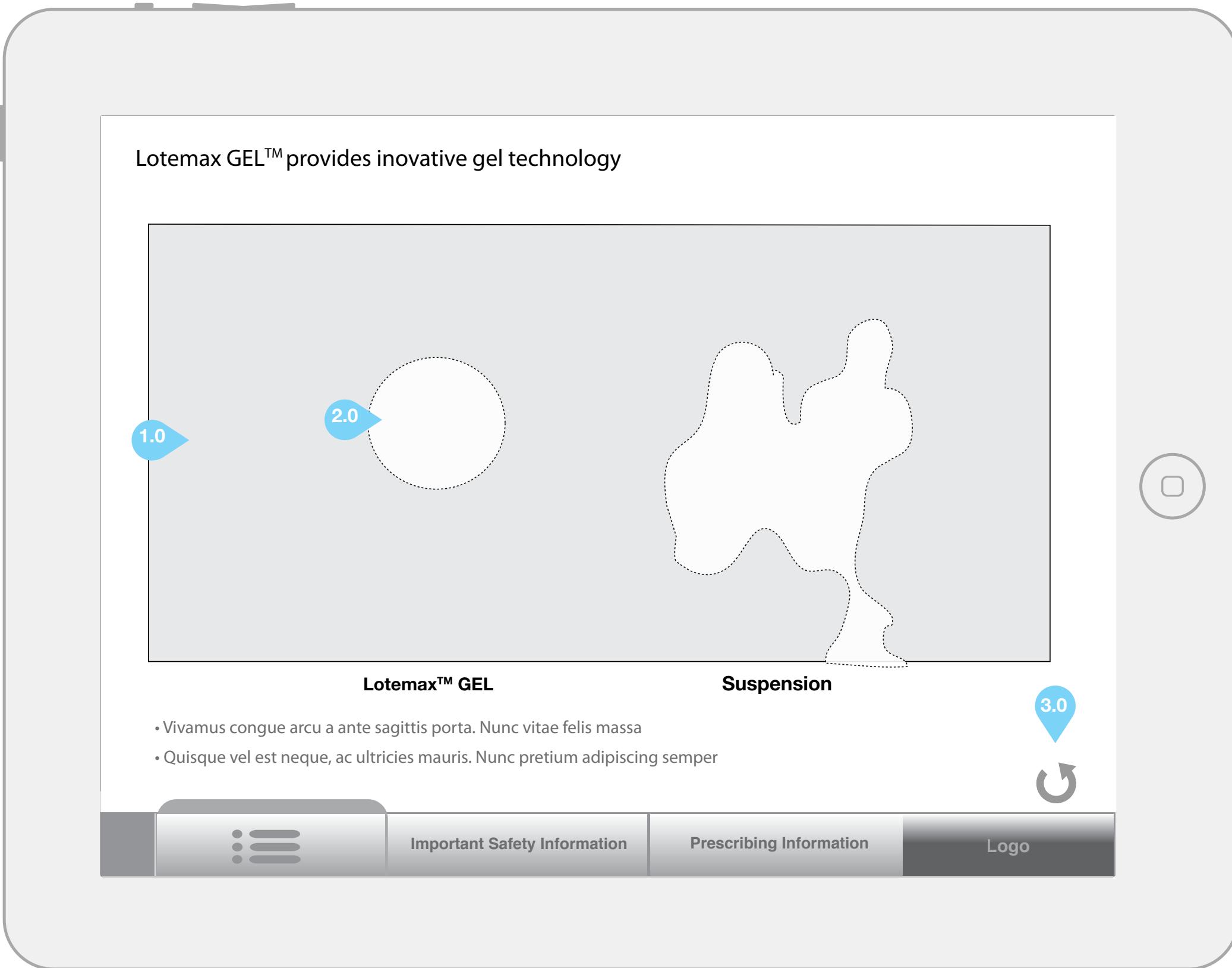
[Link to Viscosity demo page](#)

**1.0 Inverted LE Gel Bottle**

On tap gel droplet is released.

2.0 Inverted Suspension Bottle

On tap animation of bottle shaking is engaged, and then droplet drops.

**1.0 Animation**

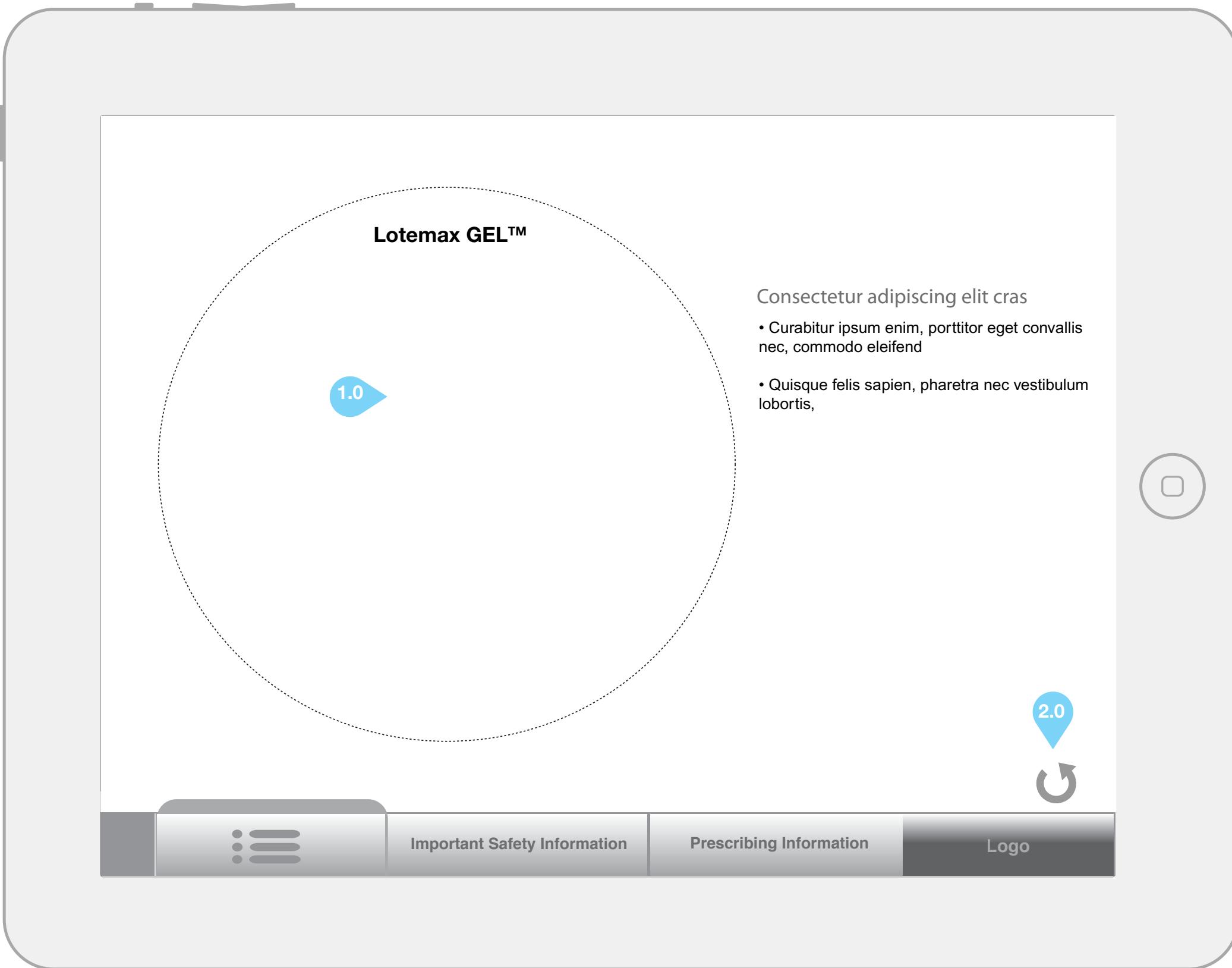
Call to action activates viscosity test.

2.0 Molecular Exploration

Tap either droplet to engage molecular exploration of Lotemax™ GEL

3.0 Reset Button

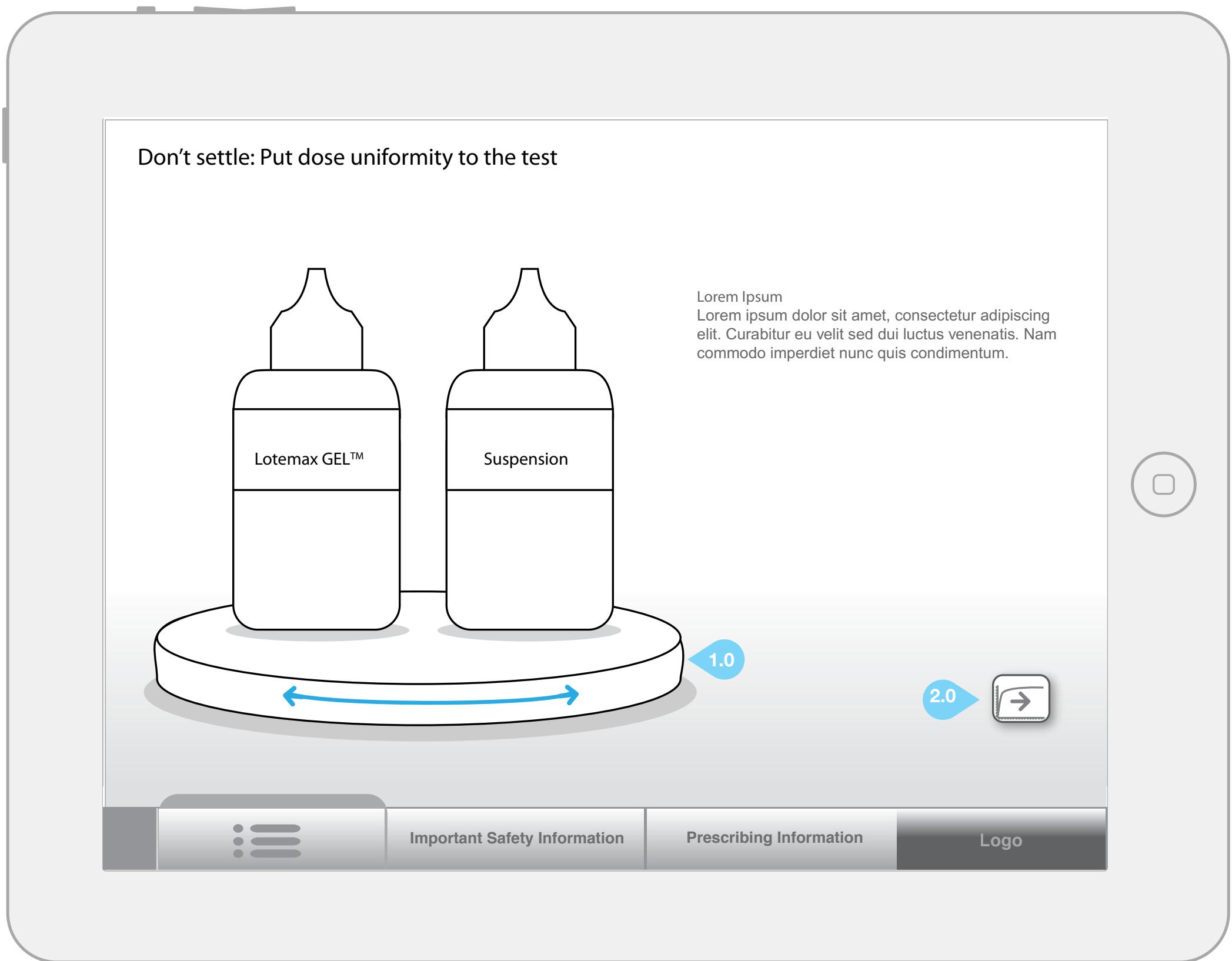
On tap viscosity test begins from original droplet state.

**1.0 Deeper view of Gel droplet**

Displays the elements within the drop

2.0 Reset Button

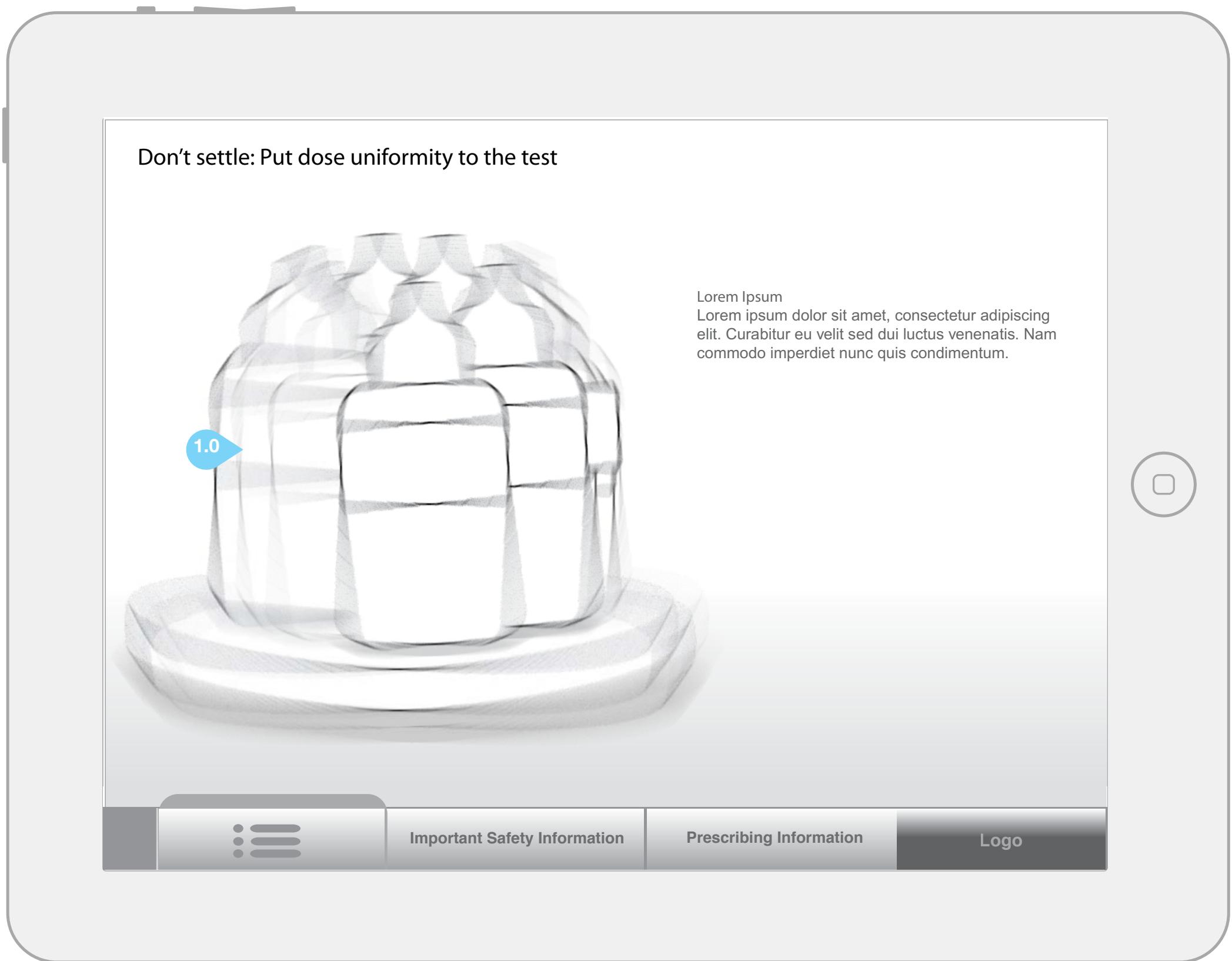
Sends the user back to the previous state

**1.0 Centrifuge**

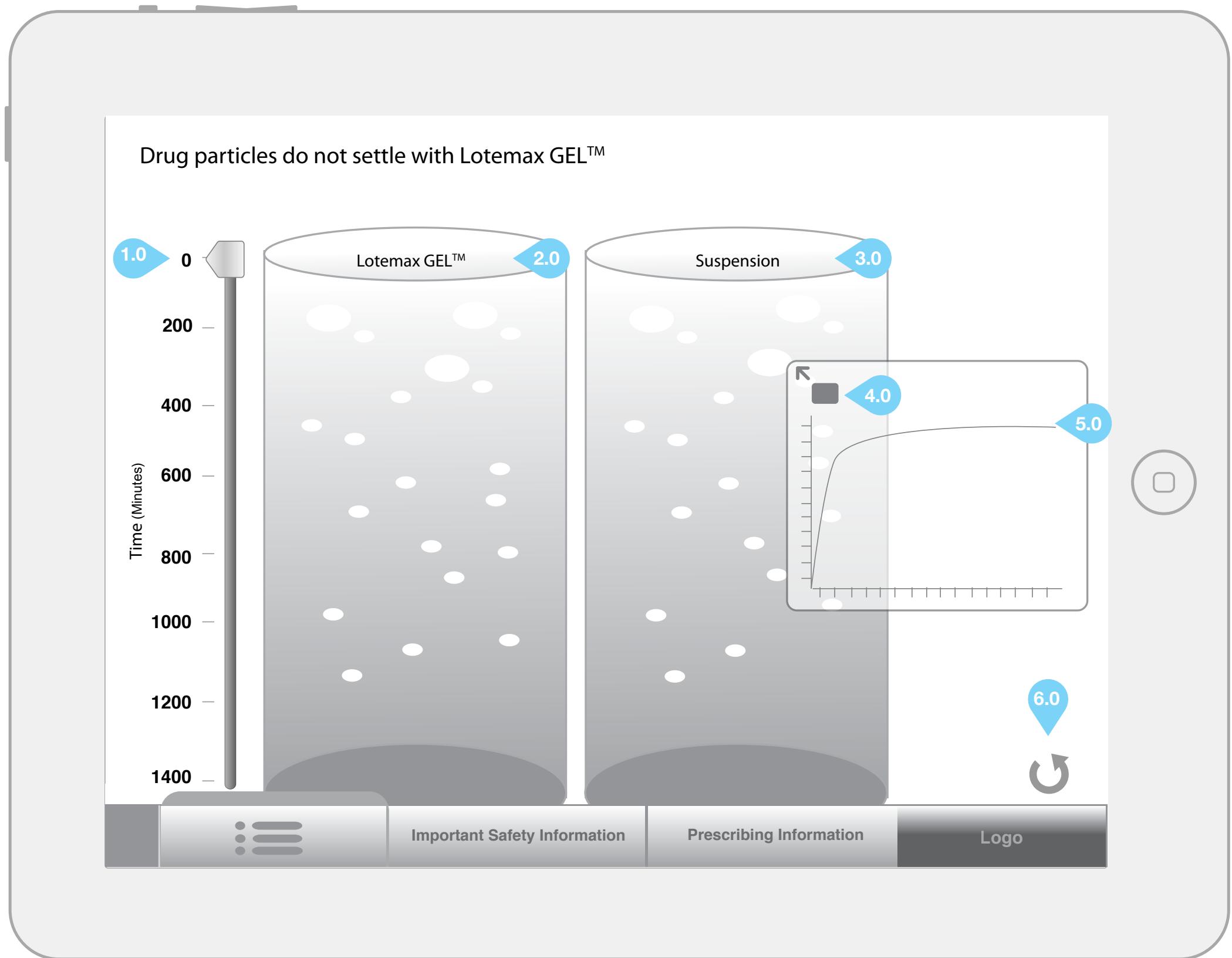
On swipe or tap, bottles will centrifuge.

2.0 Chart Button

On tap, quick link to screen with chart

**1.0 Centrifuge Animation**

On swipe or tap, triggers animation. Bottles spin quickly and stop, zoom in on bottles as they dissolve into transparent glass beakers with floating particles

**1.0 Time Indicator**

On drag of slider, animation progresses to show the particles settle in the Lotemax Gel tube. the Chart Data View (4.0) will also build on in sync with the animation

2.0 Lotemax Gel

Animation of particles floating in liquid

3.0 Suspension

Animation of particles floating in liquid and settling to the bottom

4.0 Toggle display

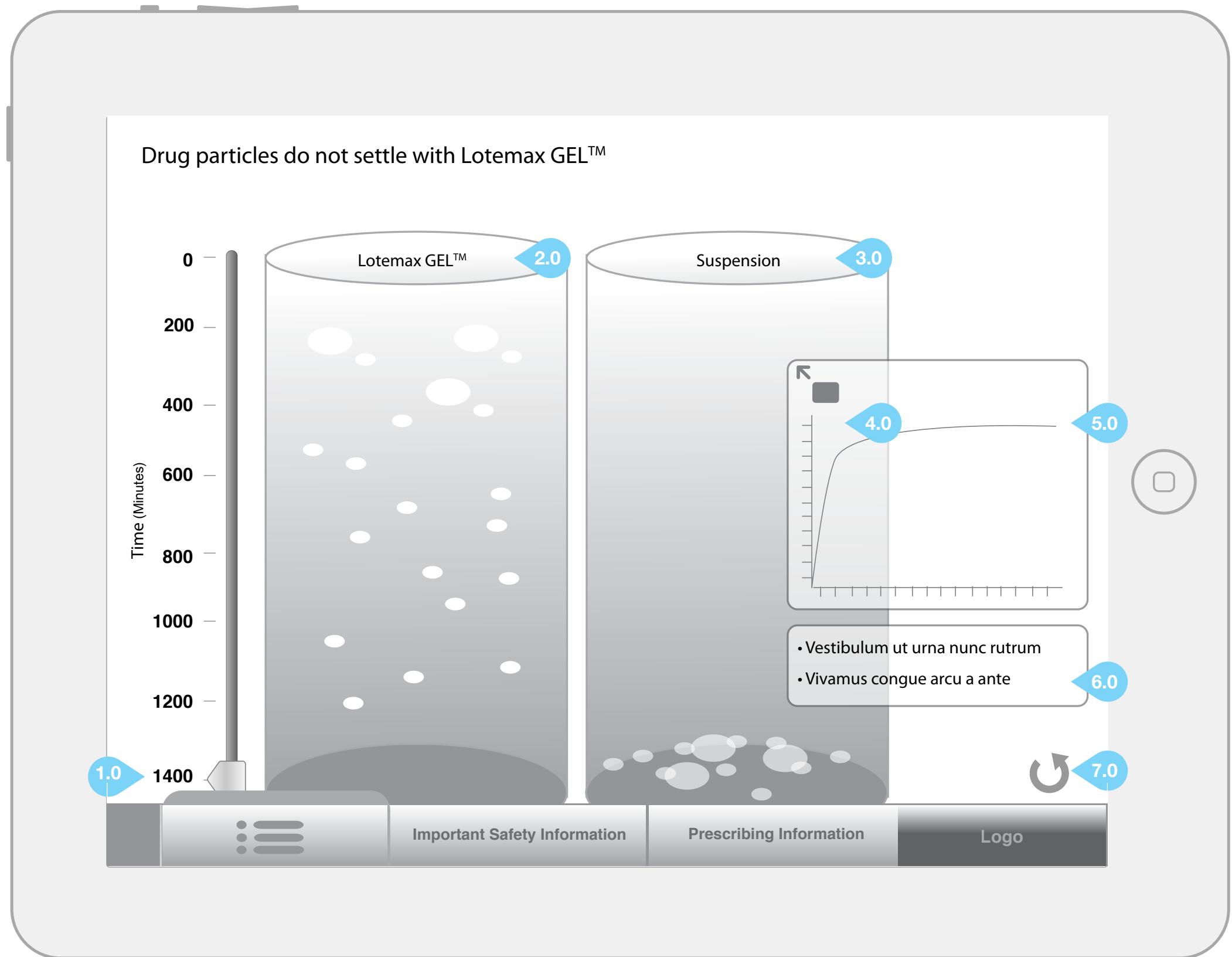
On tap, switches the prominence between animated tubes and animated data view

5.0 Chart Data View

chart data animation builds on

6.0 Reset Button

Sends the user back to the previous state

**1.0 Time Indicator**

On drag of slider, animation progresses to show the particles settle in the Lotemax Gel tube. the Chart Data View (4.0) will also build on in sync with the animation

2.0 Lotemax Gel

Animation of particles floating in liquid

3.0 Suspension

Animation of particles floating in liquid and settling to the bottom

4.0 Toggle display

On tap, switches the prominence between animated tubes and animated data view

5.0 Chart Data View

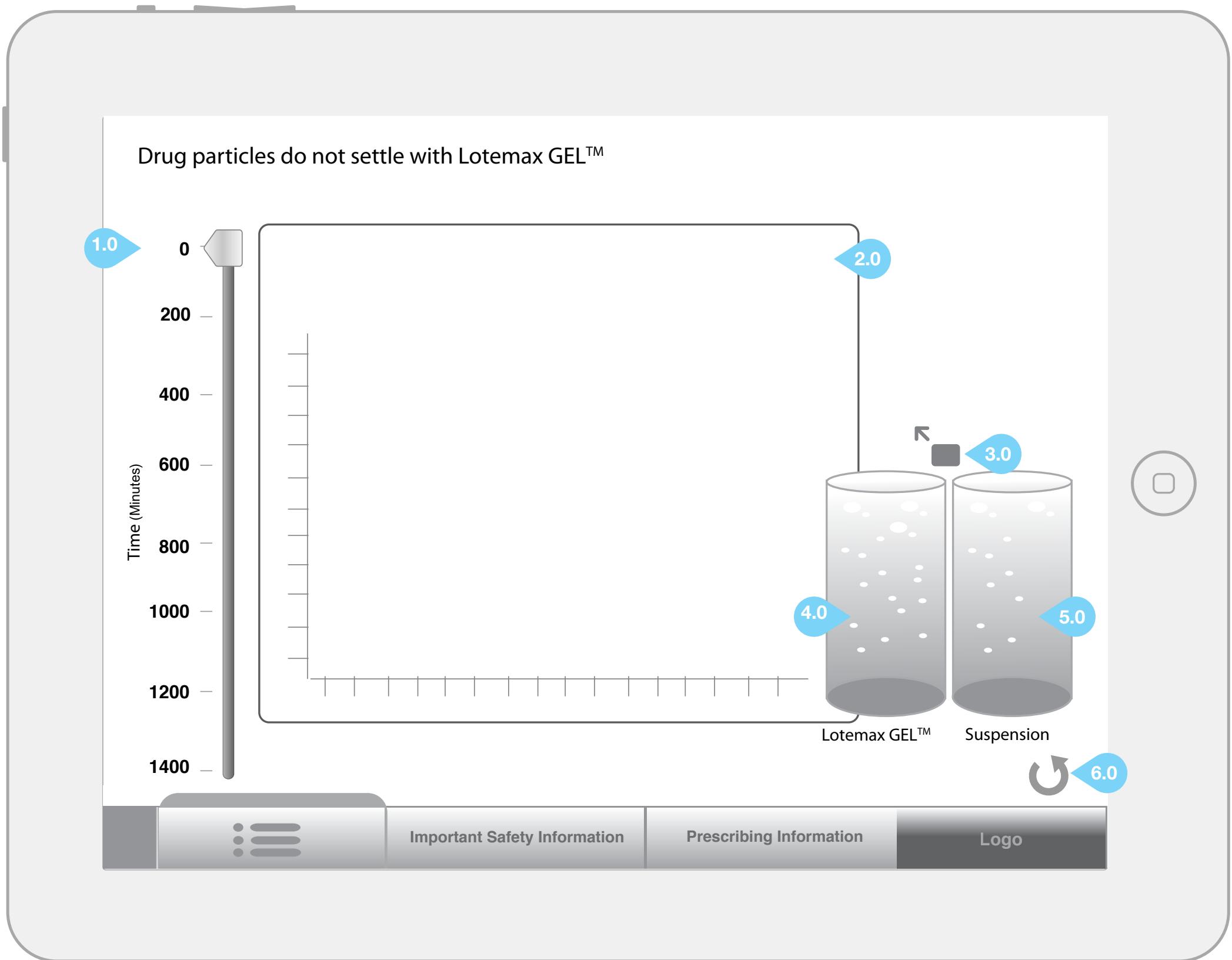
chart data animation builds on

6.0 Chart Bullets

Bullets appear after 60 minutes in the animation

7.0 Reset Button

Sends the user back to the previous state

**1.0 Time Indicator**

On drag of slider, animation progresses to show the particles settle in the Lotemax Gel tube. the Chart Data View (4.0) will also build on in sync with the animation

2.0 Chart Data View

chart data animation builds on

3.0 Toggle display

On tap, switches the prominence between animated tubes and animated data view

4.0 Lotemax Gel

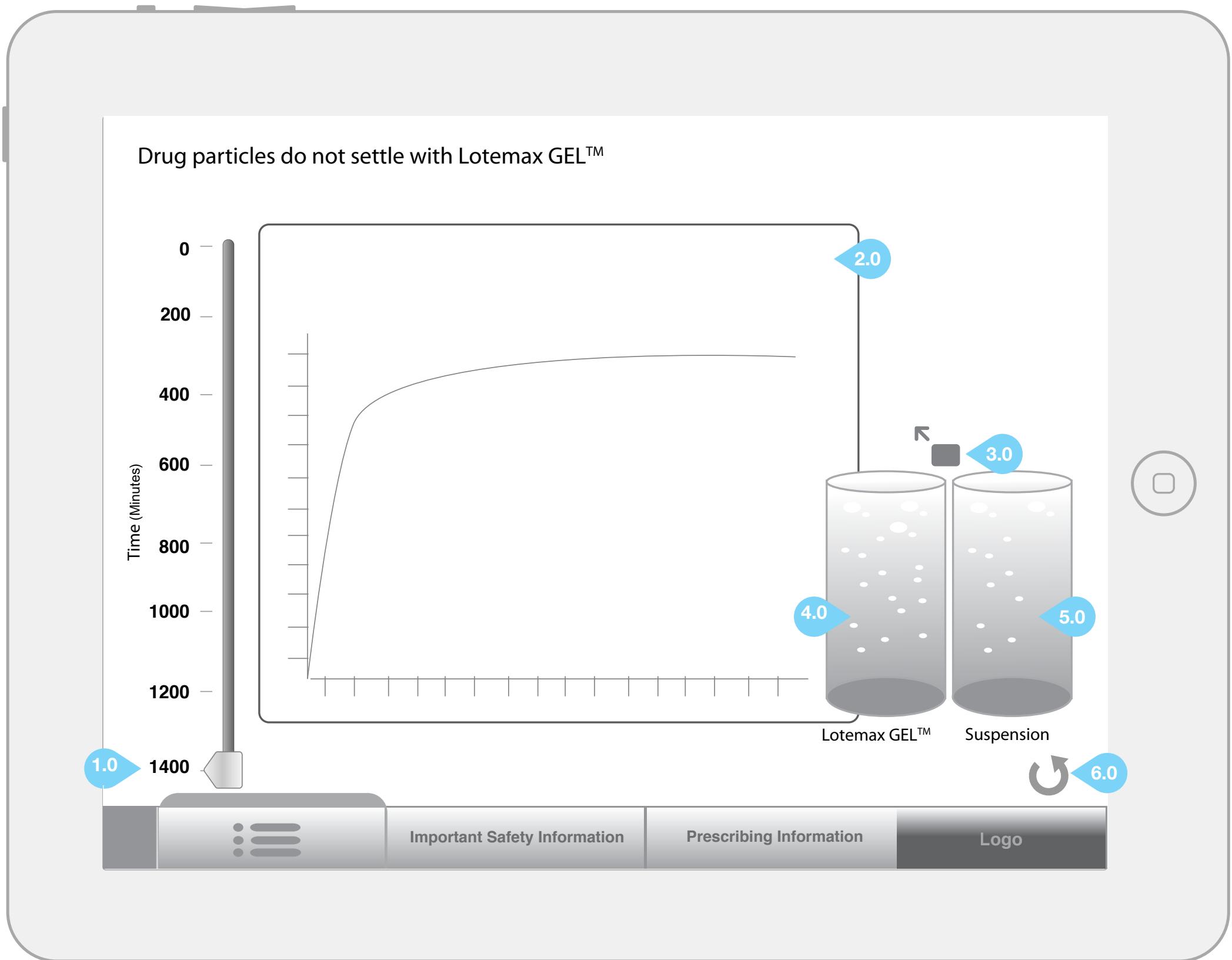
Animation of particles floating in liquid

5.0 Suspension

Animation of particles floating in liquid and settling to the bottom

6.0 Reset Button

Sends the user back to the previous state

**1.0 Time Indicator**

On drag of slider, animation progresses to show the particles settle in the Lotemax Gel tube. the Chart Data View (4.0) will also build on in sync with the animation

2.0 Chart Data View

chart data animation builds on

3.0 Toggle display

On tap, switches the prominence between animated tubes and animated data view

4.0 Lotemax Gel

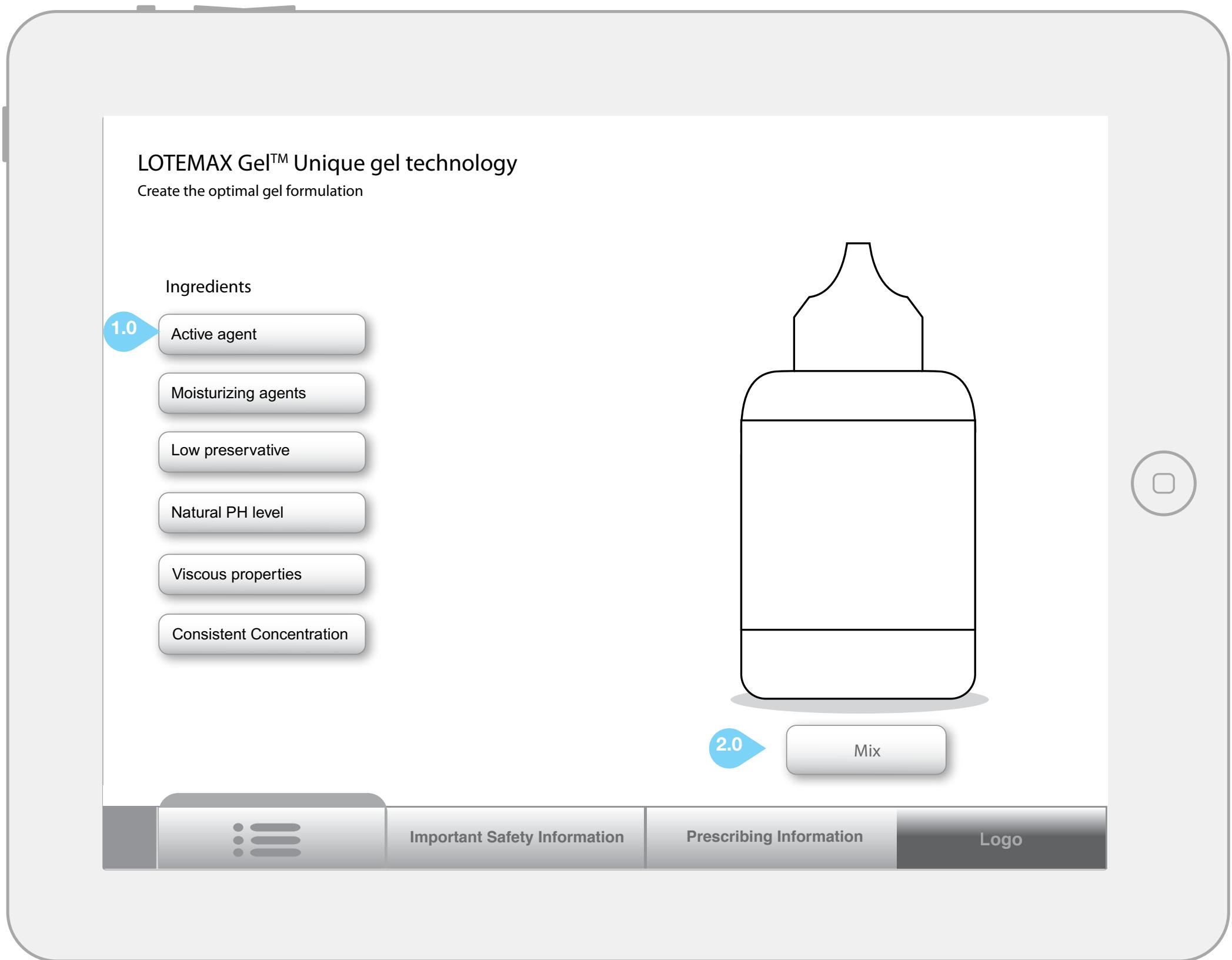
Animation of particles floating in liquid

5.0 Suspension

Animation of particles floating in liquid and settling to the bottom

6.0 Reset Button

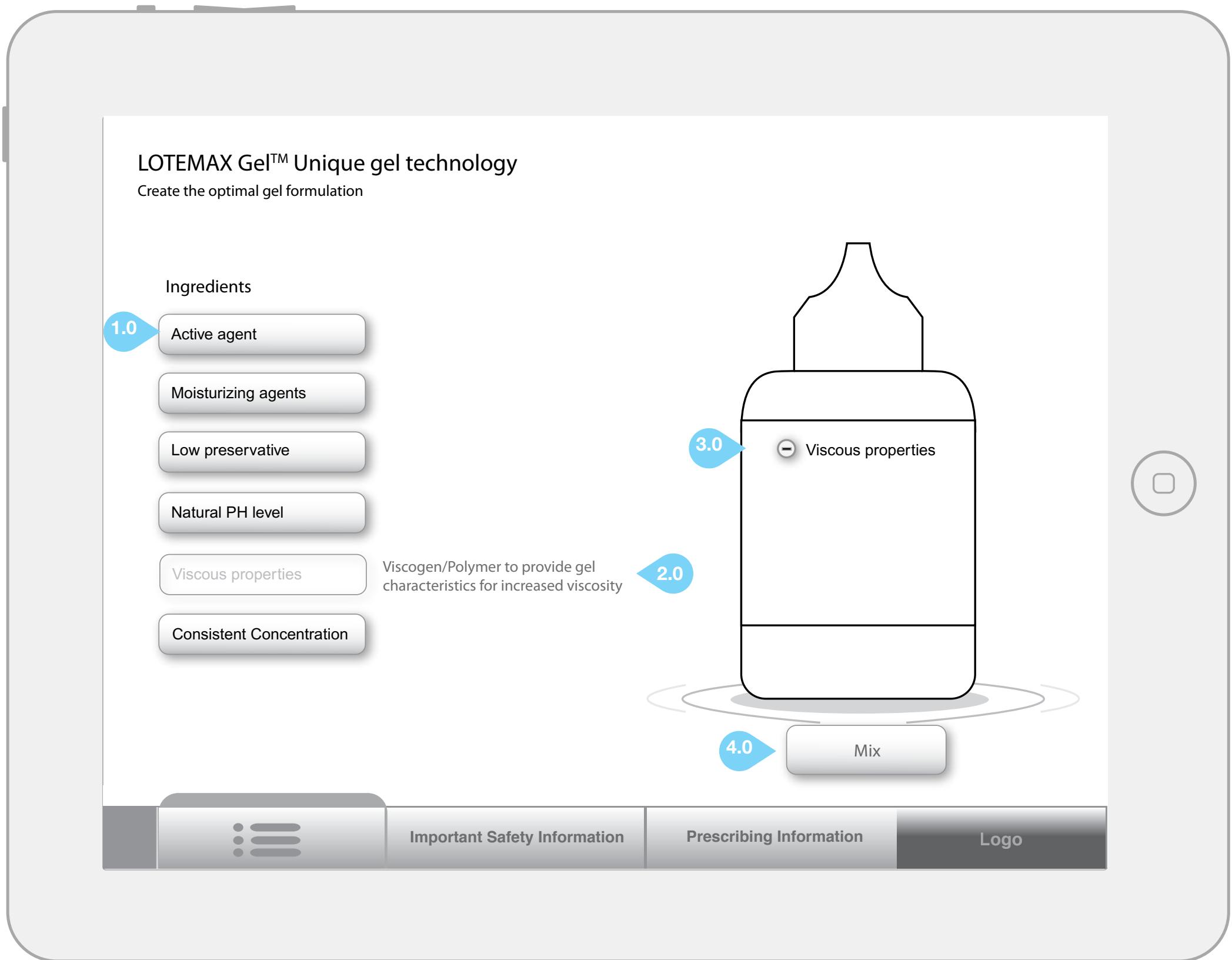
Sends the user back to the previous state

**1.0 Element Buttons**

Tap on elements to add the element into the mix (appears in bottle)

2.0 Mix Button

Elements in bottle mix and transition to a zoomed in view of the bottle

**1.0 Element Buttons**

Drag and drop to the bottle to add the element into the mix

2.0 Disabled State

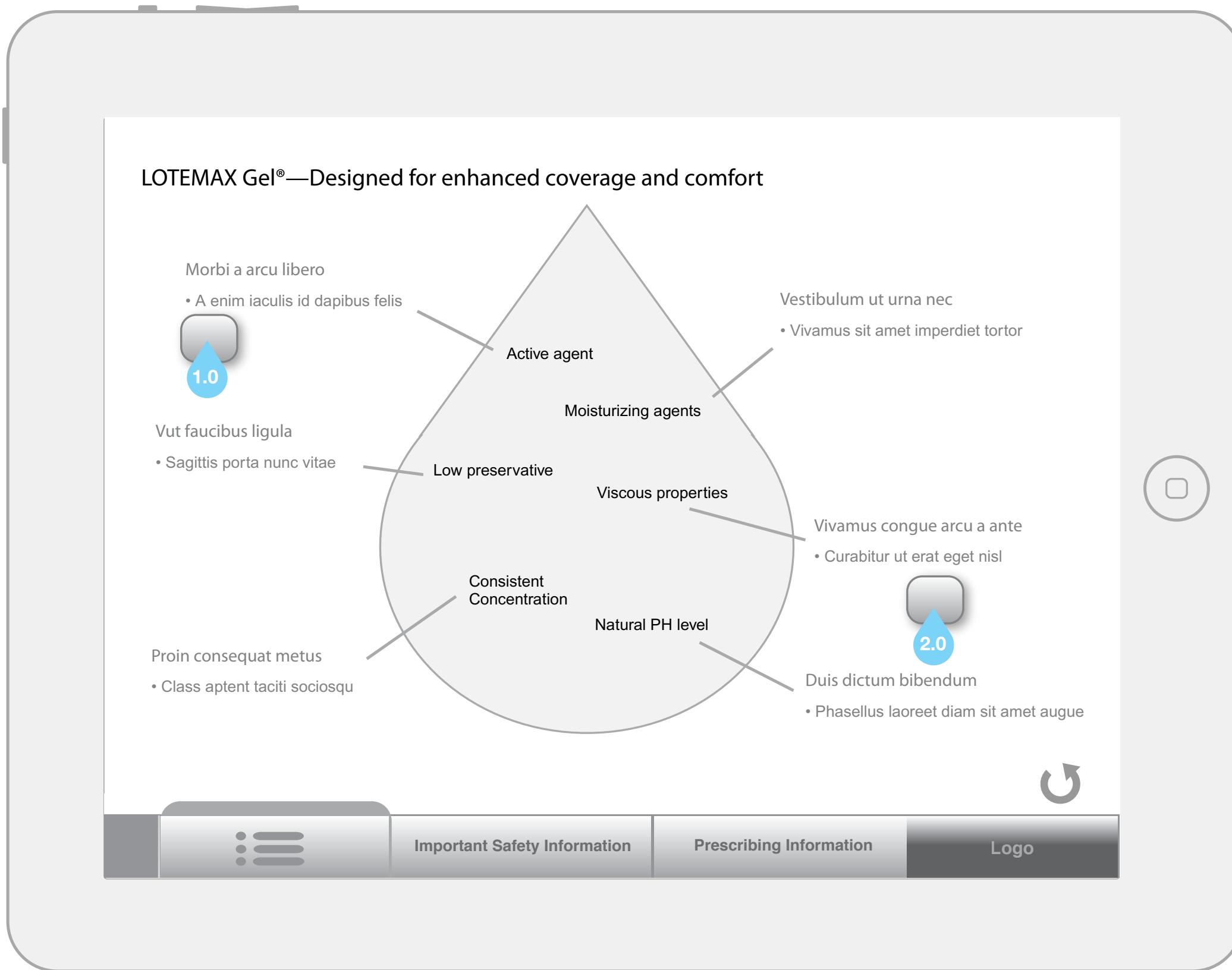
Button appears disabled after the element has been added to the bottle - additional information rolls out to the side of each button

3.0 Delete Button

On tap, removes the element from the bottle

4.0 Mix Button

Elements in bottle mix and transition to a zoomed in view of the bottle

**1.0 Efficacy Button**

On tap, links to efficacy (section 2.1)

2.0 Viscosity Demo Button

On tap, links to the viscosity demo (section 2.1)

5.0 Efficacy

page 1 of 1

Efficacy / Safety data

Lorem Ipsum

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