



# Bausch + Lomb Lotemax™ Gel

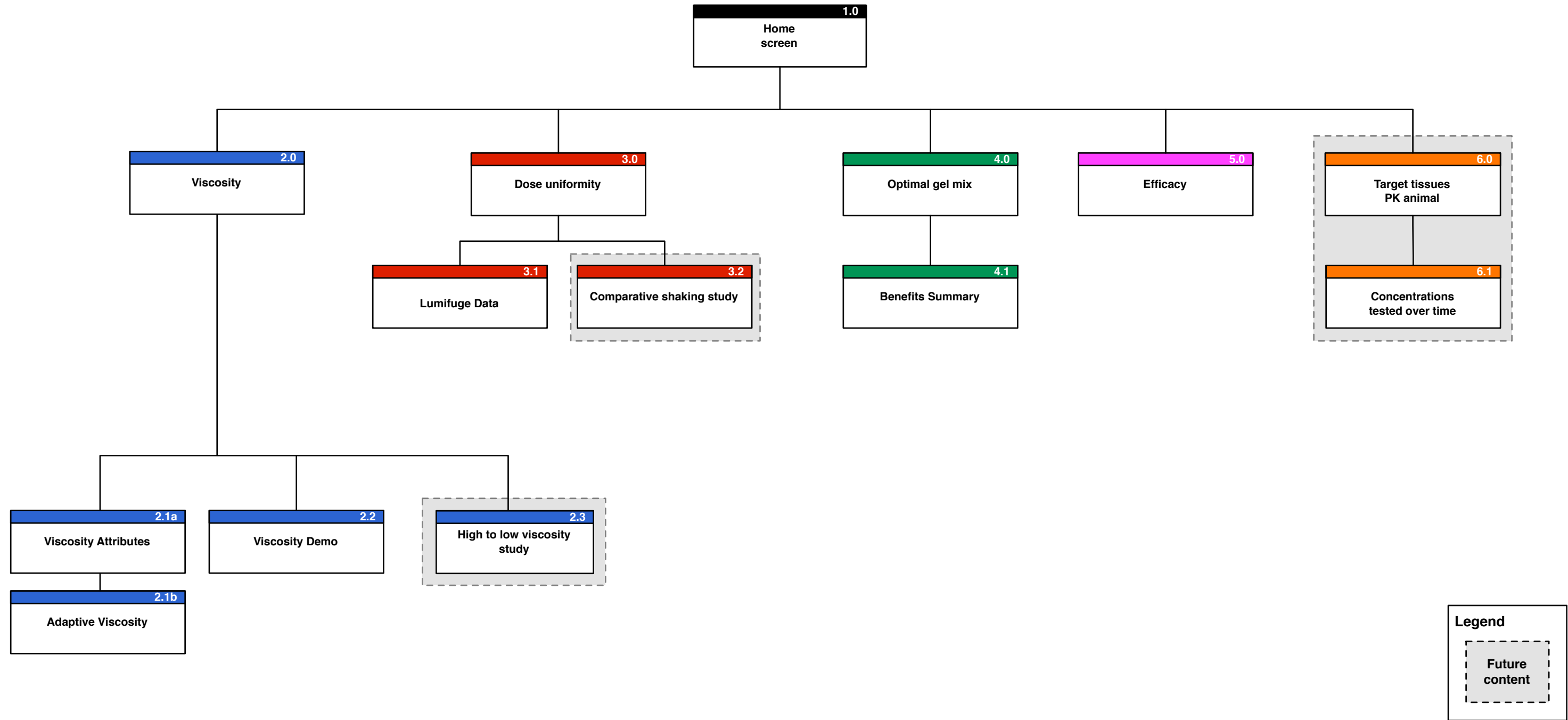
## Wireframes

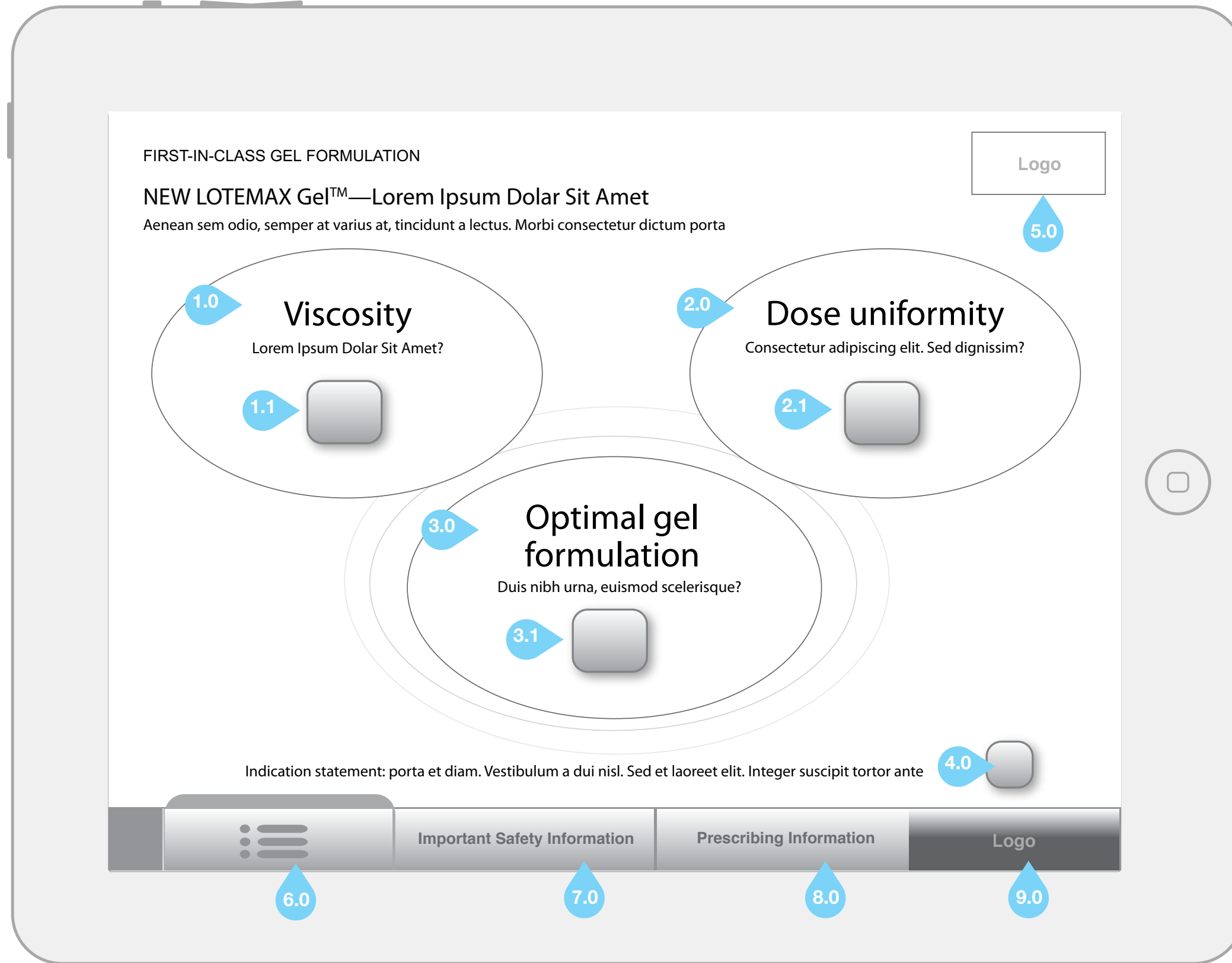
Version 00.02.70 June 29, 2012

### Document History:

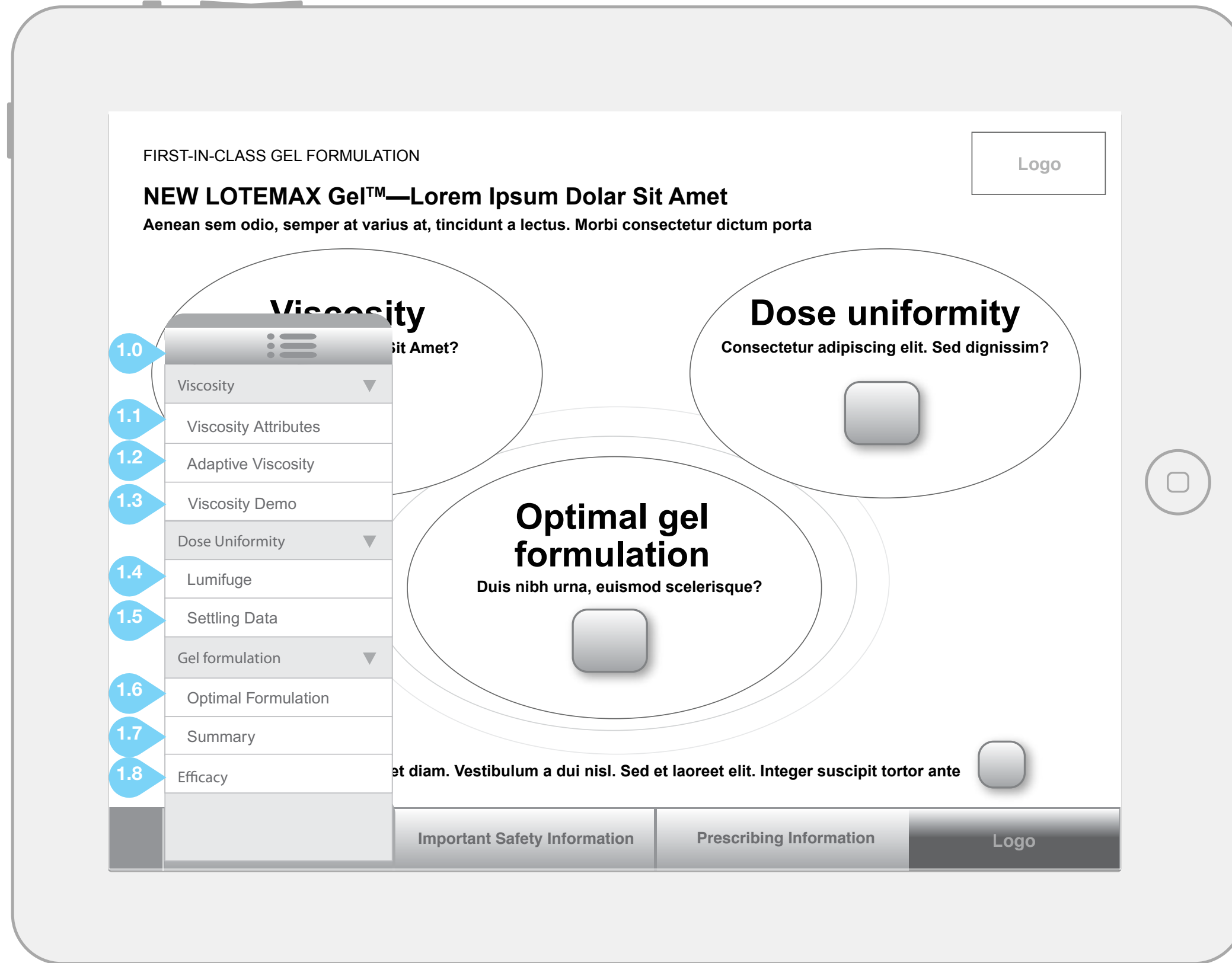
- v 2.0: Document created
- v 2.1: Minor edits
- v 2.2: Minor edits
- v 2.3: Minor edits
- v 2.4: Added additional screens
- v 2.5: Minor edits
- v 2.6: Edits

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.

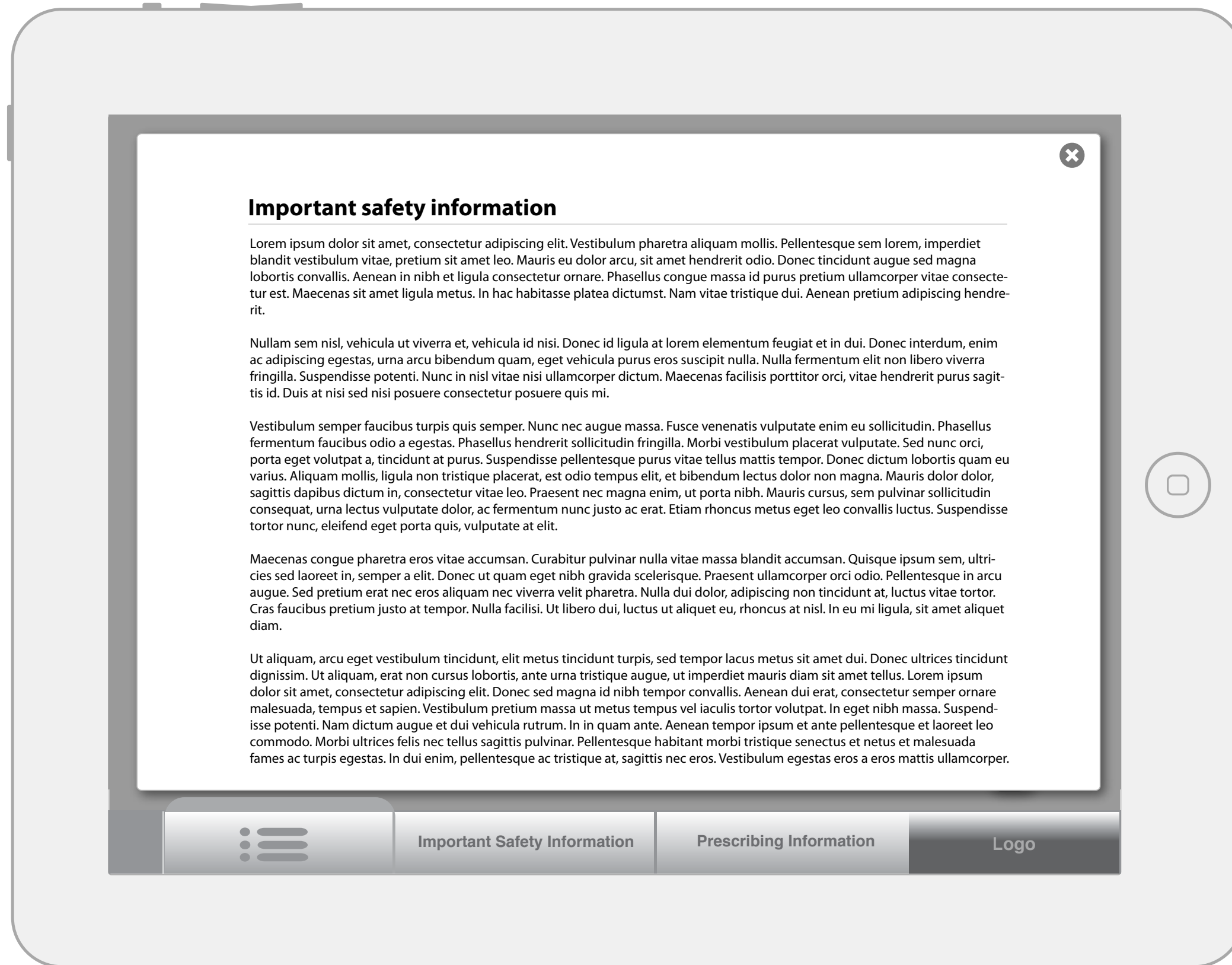


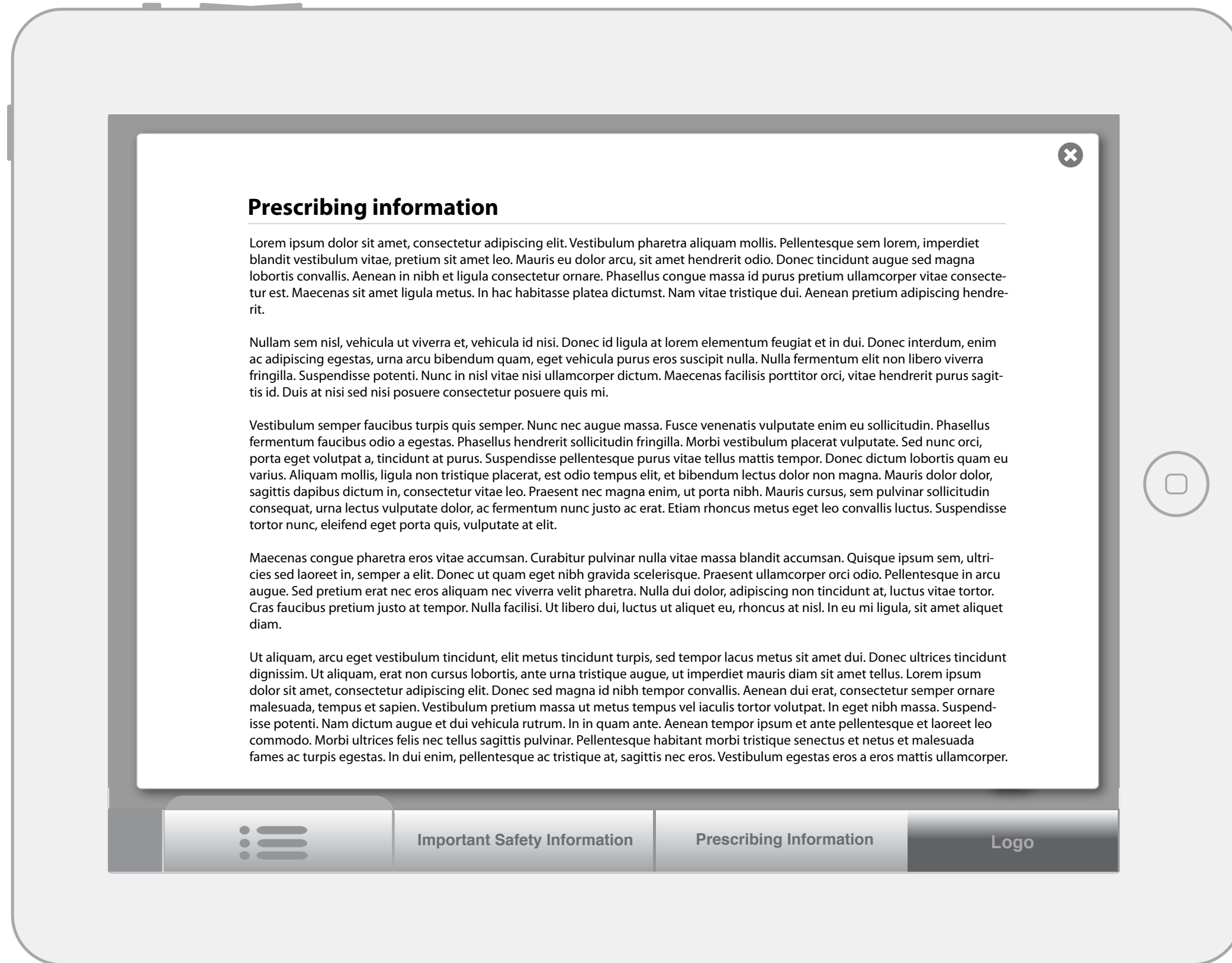


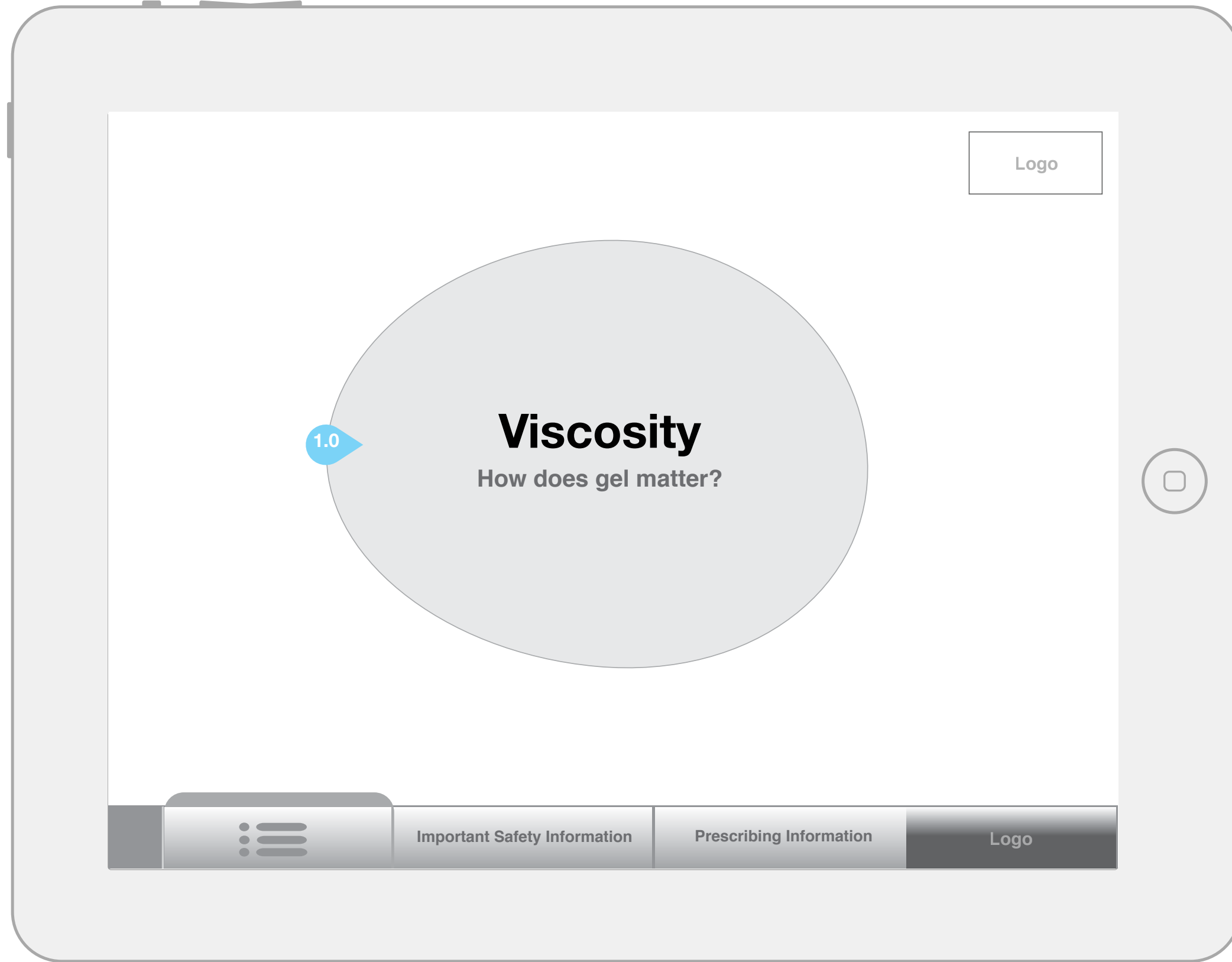
- 1.0 Viscosity**  
On tap each door leads to first page of that topic section
  - 1.1 Viscosity Challenge Button**  
Quick link to the Viscosity Challenge Screen
- 2.0 Dose Uniformity**  
On tap each door leads to first page of that topic section
  - 2.1 Settling Data Button**  
Quick link to the Settling 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



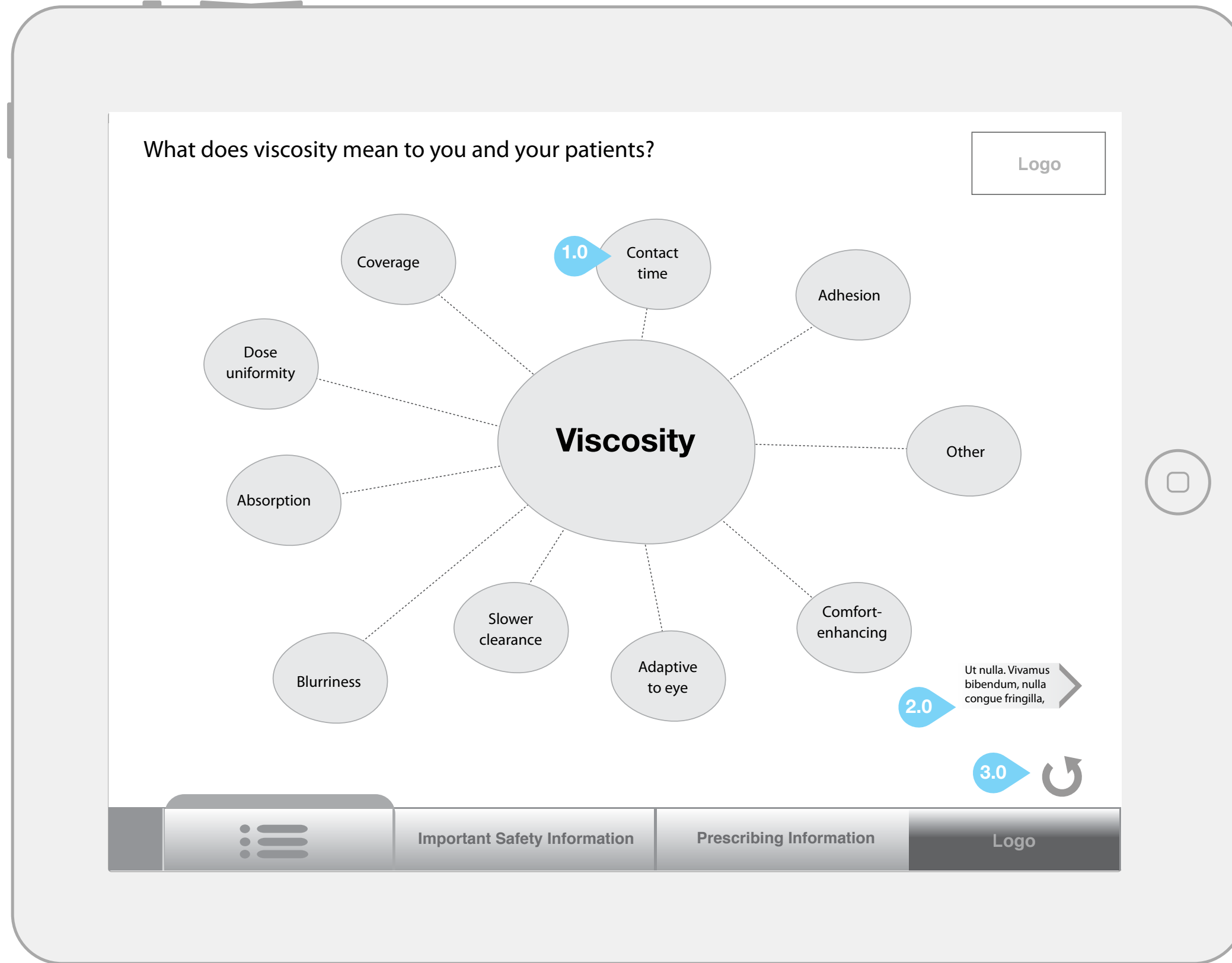
- 1.0 Content Drawer**  
Highly expandable menu, contains a scrollable list of each top level section in the presentation. On tap, the menu repopulates to show sub content within a section (see p. 5)
- 1.1 Viscosity Attributes**  
Links to Viscosity Attributes section
- 1.2 Adaptive Viscosity**  
Links 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







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

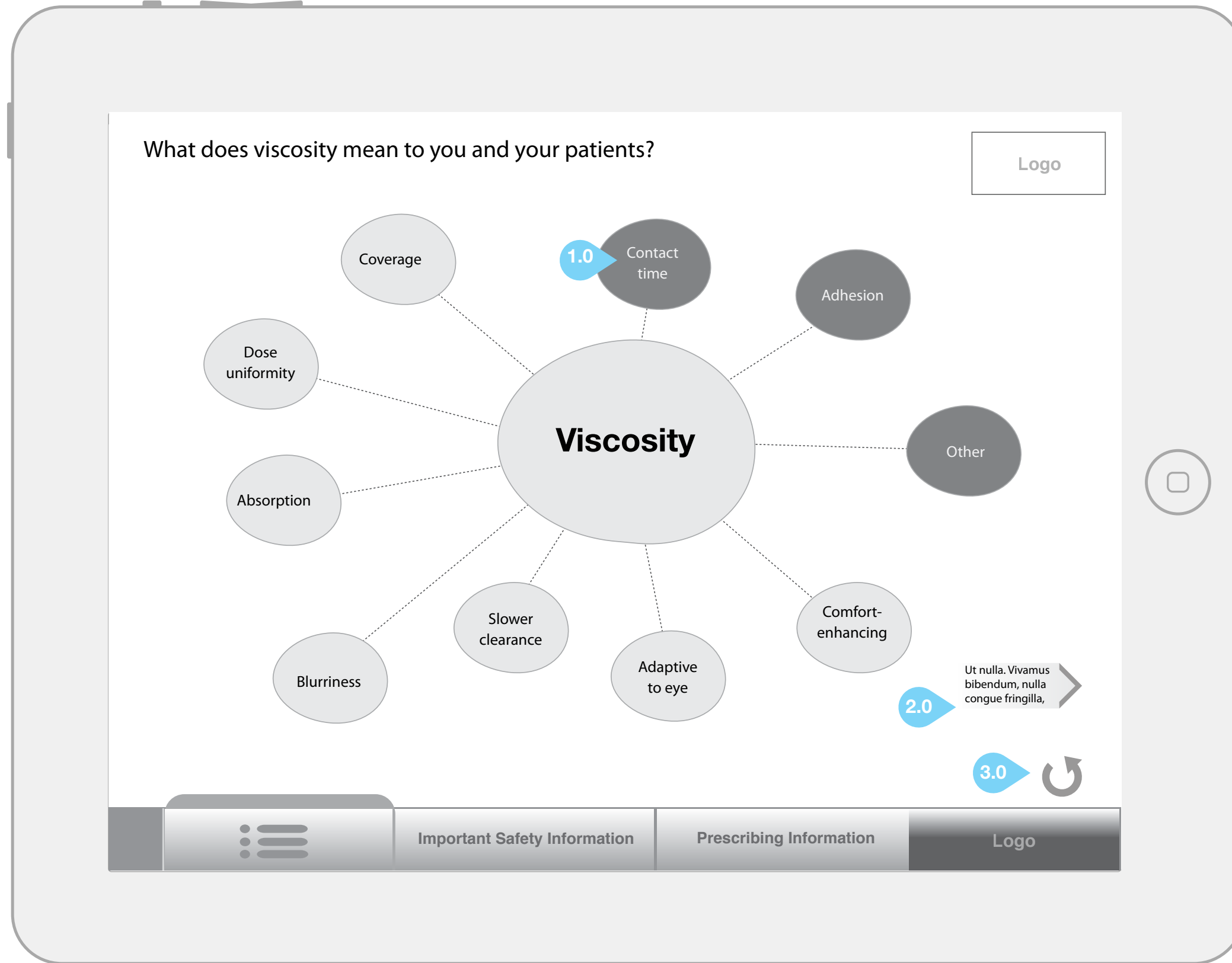


**1.0 Sputnik Globule**  
Tap to highlight elements

**2.0 Adaptive Viscosity**  
Link to Adaptive Viscosity page

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

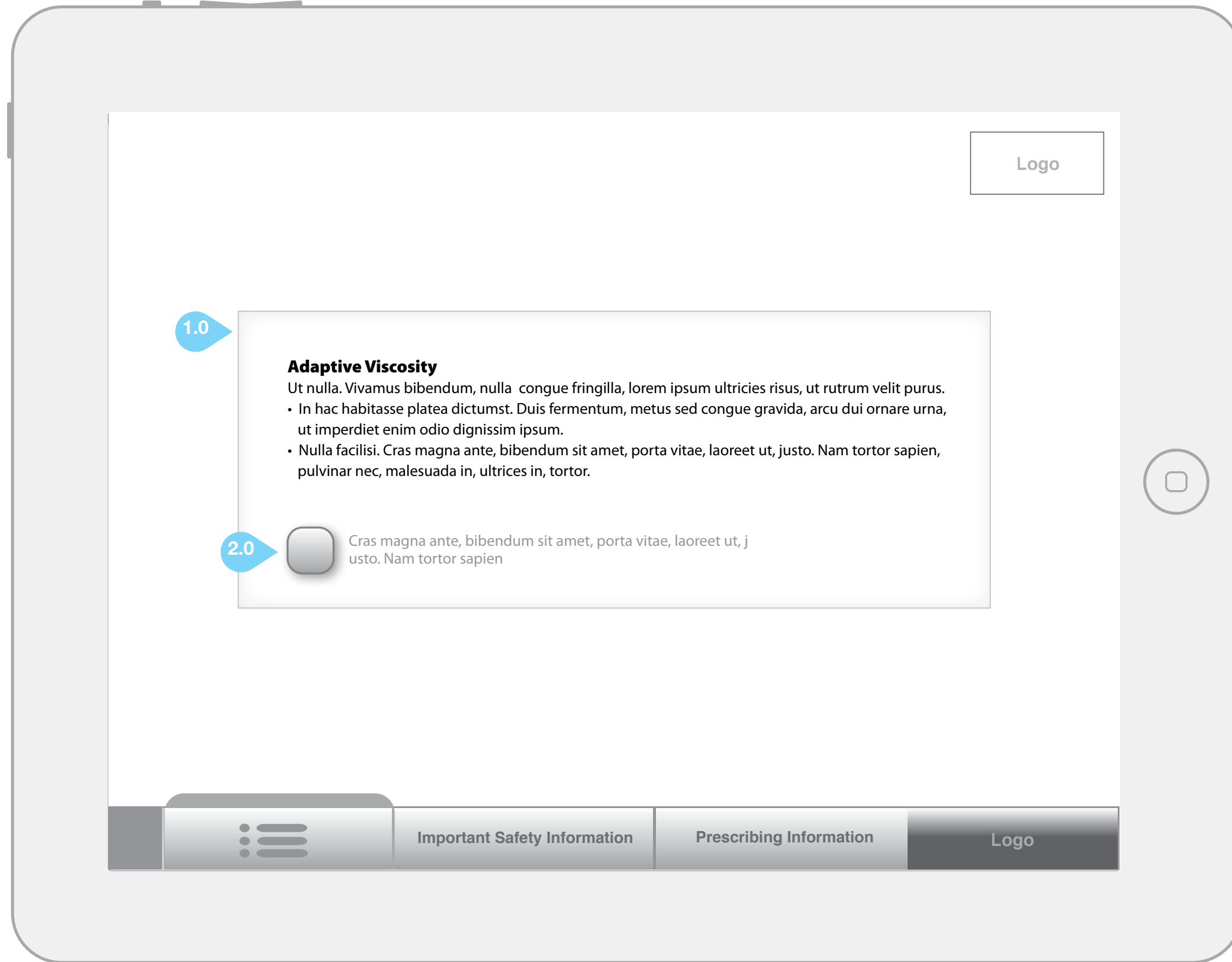




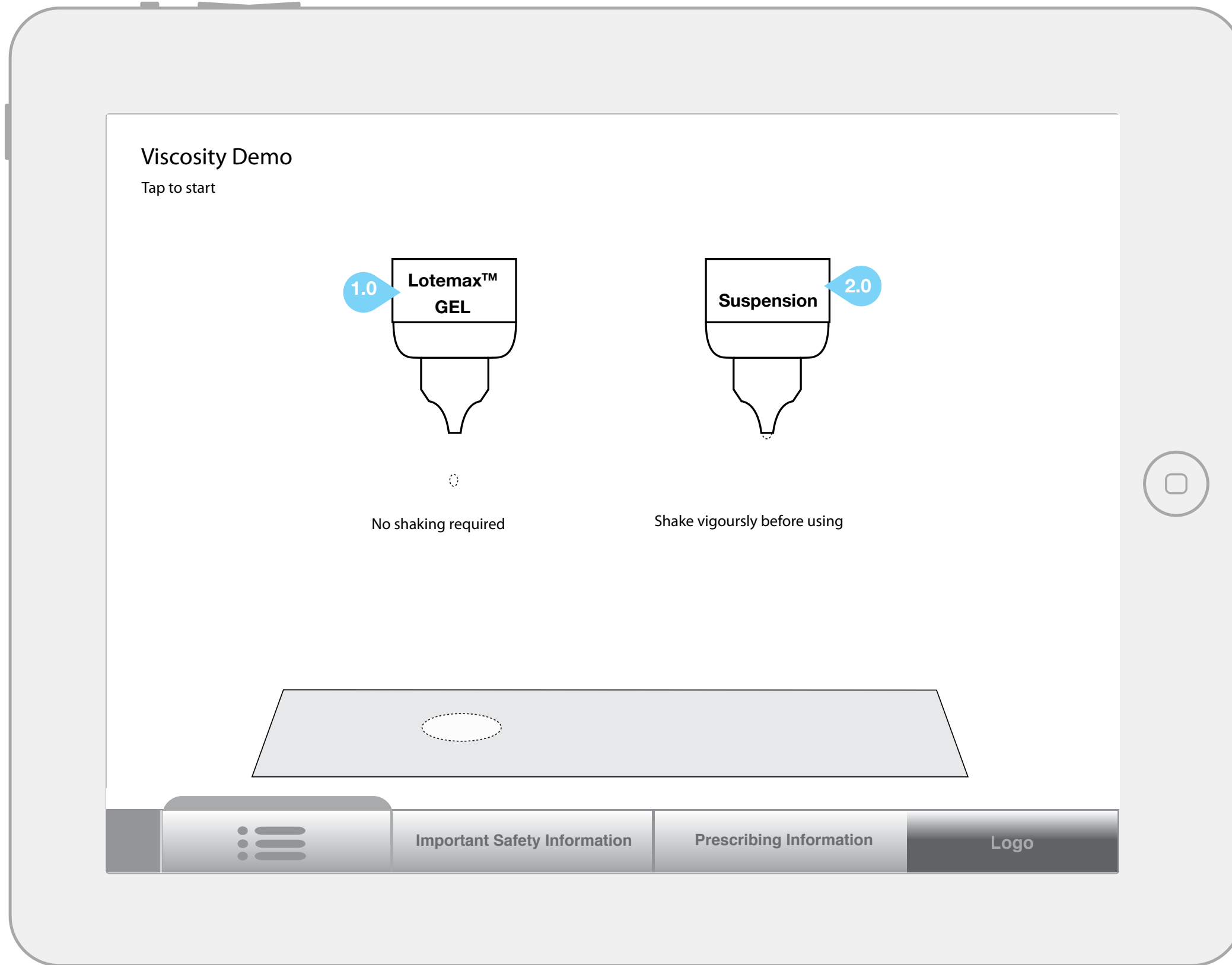
**1.0 Sputnik Globule**  
Tap to remove the highlight on elements

**2.0 Adaptive Viscosity**  
Link to Adaptive Viscosity page

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

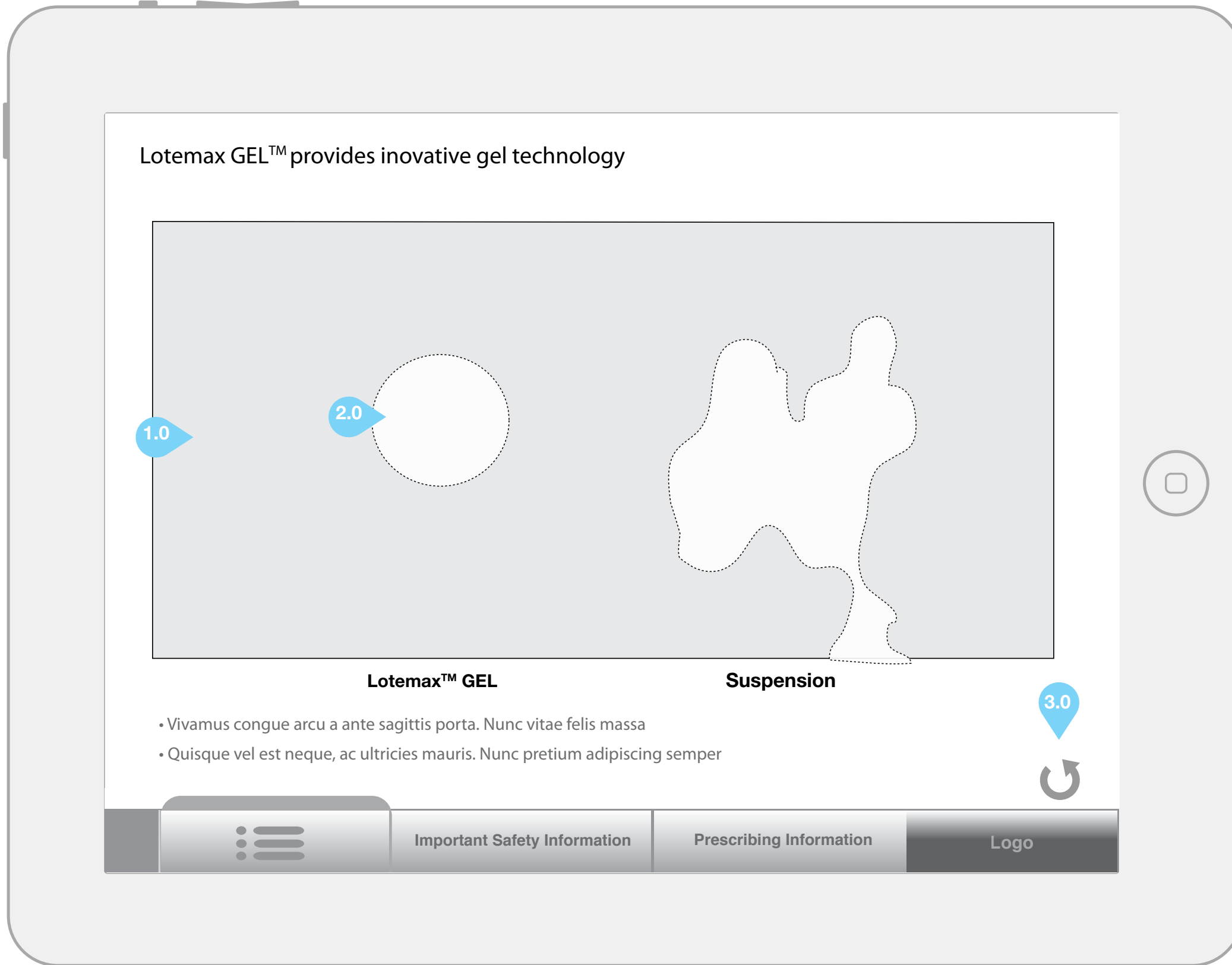


- 1.0 Adaptive Viscosity  
Definition
- 2.0 Icon for Viscosity Demo  
[Link to Viscosity demo page](#)



**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**

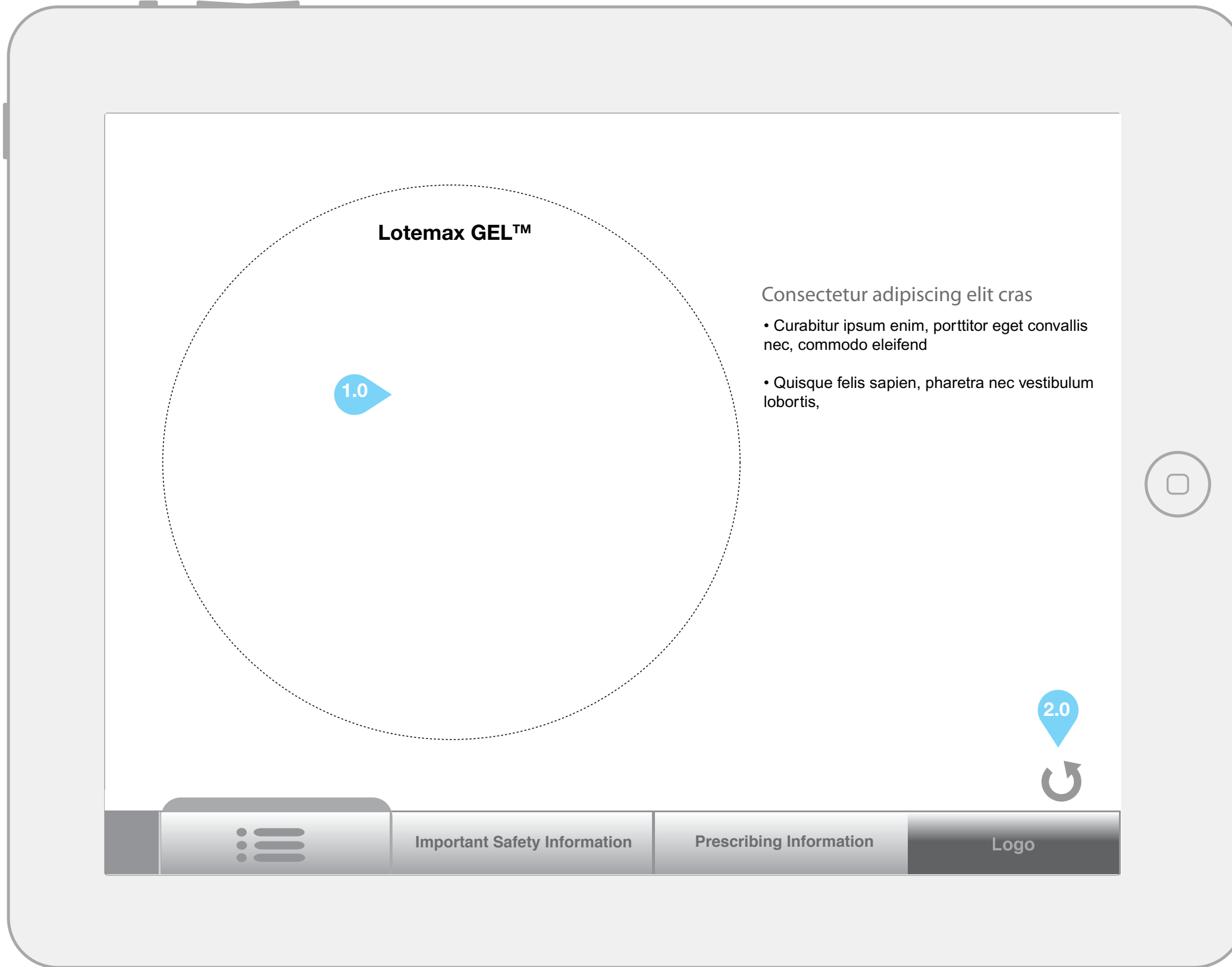
Call to action activates viscosity test.

**2.0 Molecular Exploration**

Tap either droplet to engage molecular exploration of Lotemax™ GEL

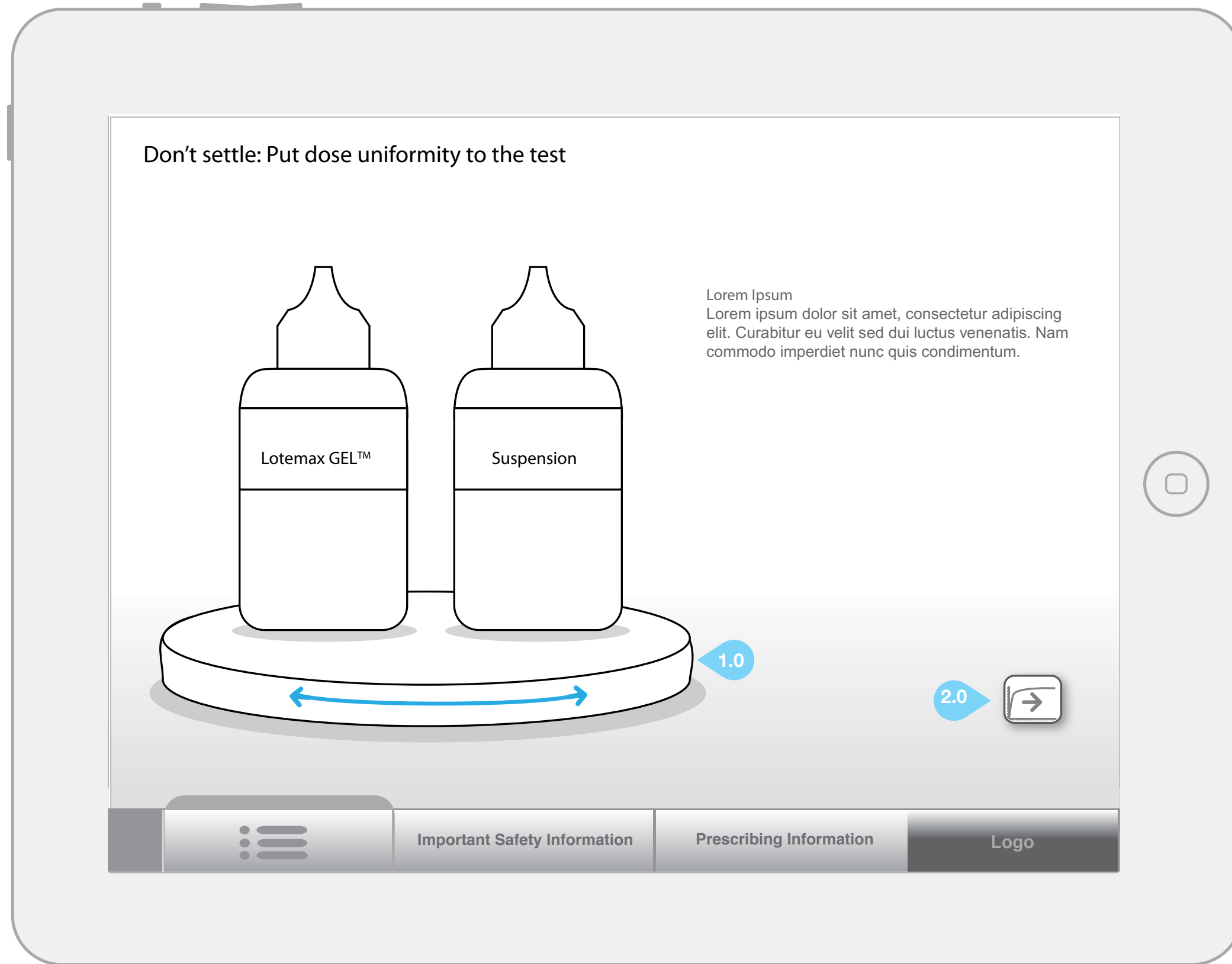
**3.0 Reset Button**

On tap viscosity test begins from original droplet state.



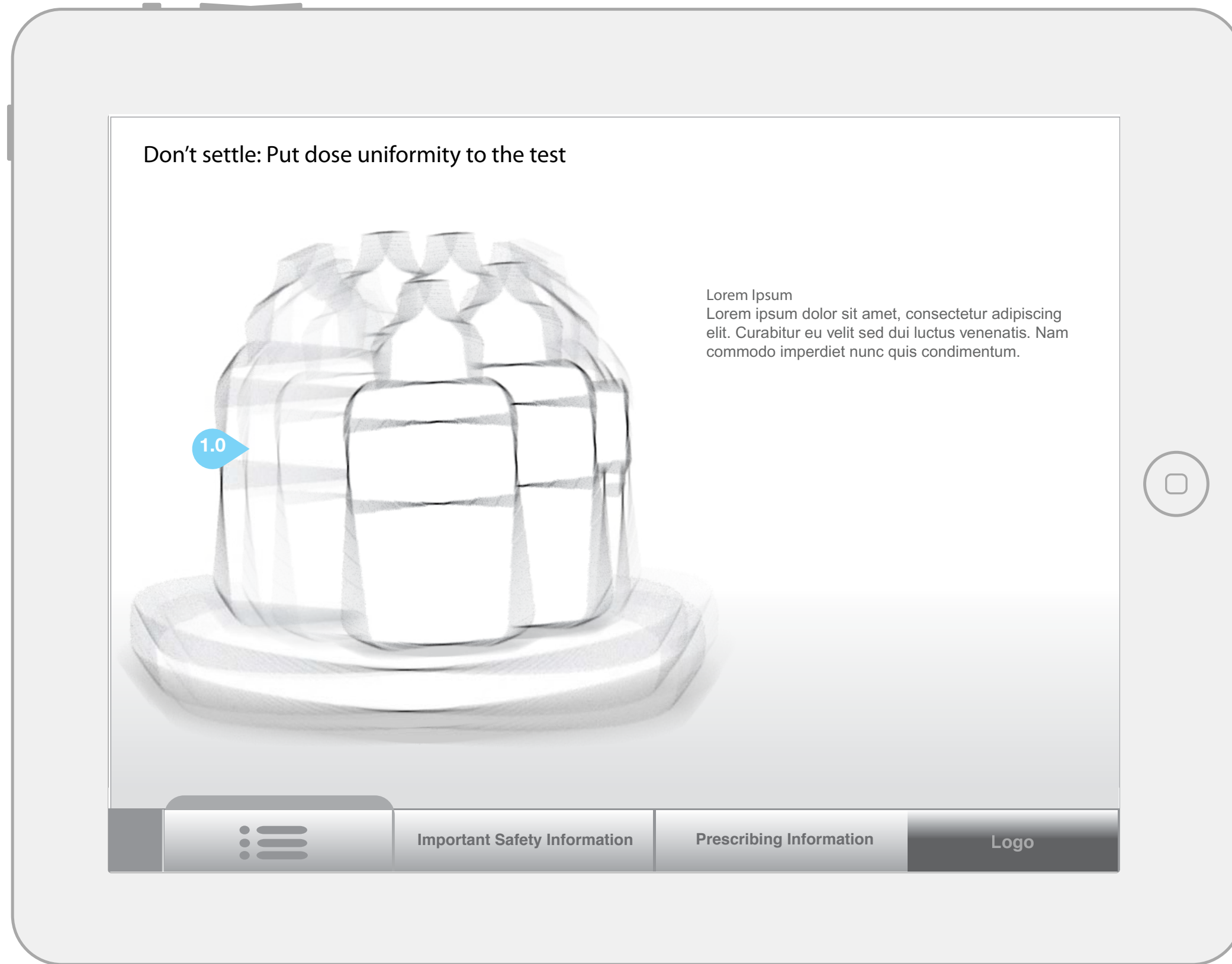
**1.0 Deeper view of Gel droplet**  
Displays the elements within the drop

**2.0 Reset Button**  
Sends the user back to the previous state



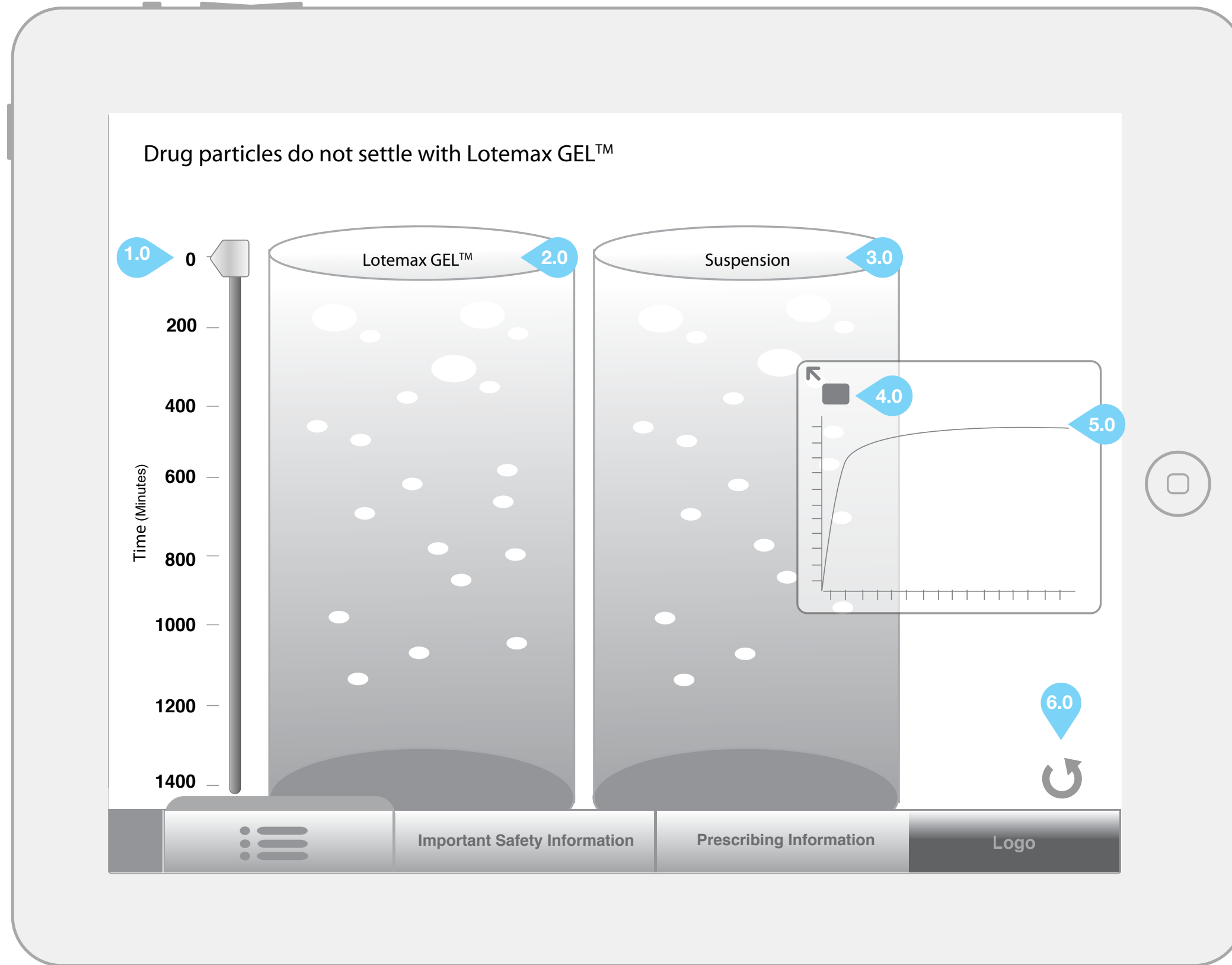
**1.0 Centrifuge**  
On swipe or tap, bottles will centrifuge.

**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

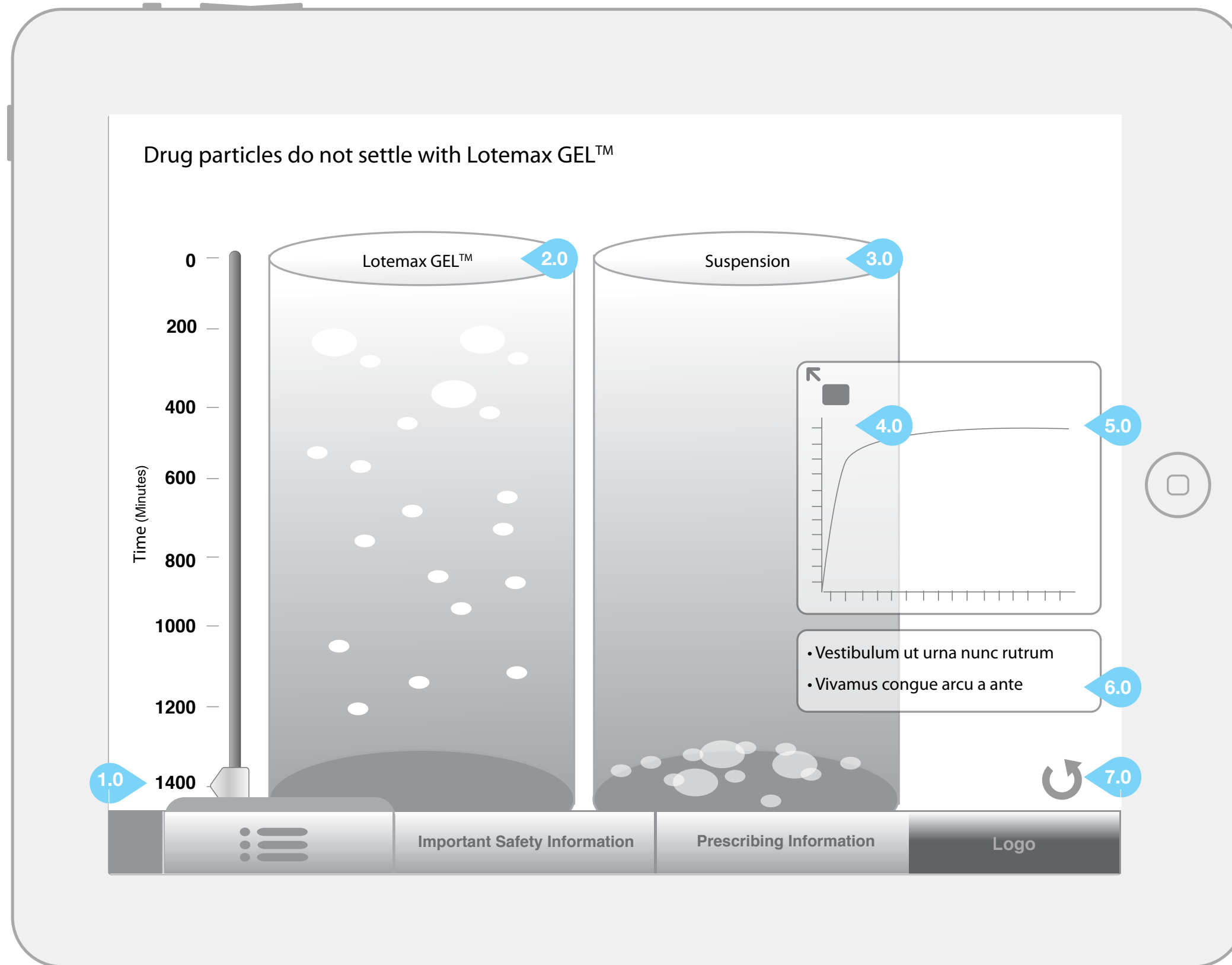
**5.0 Chart Data View**

chart data animation builds on

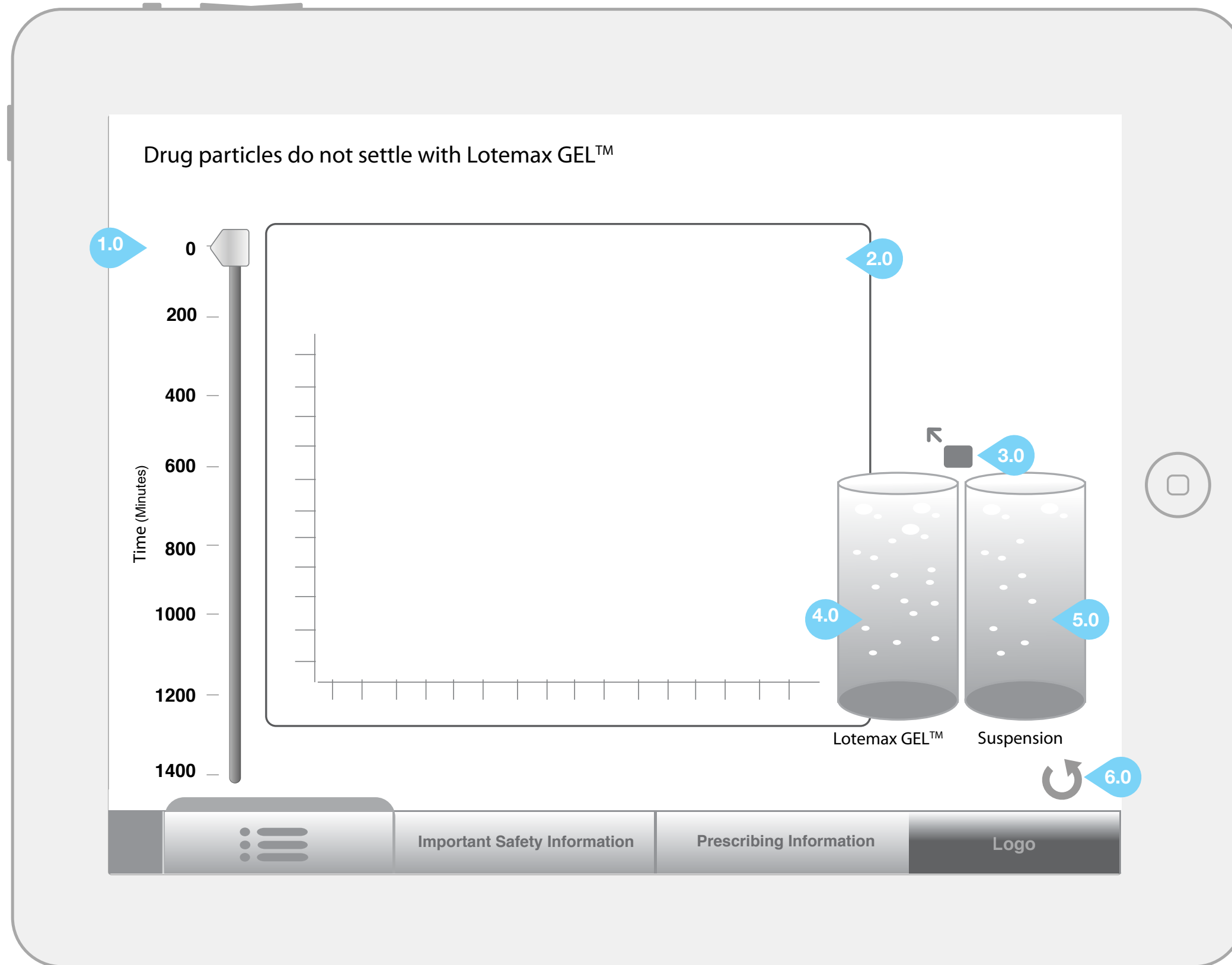
**6.0 Reset Button**

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**

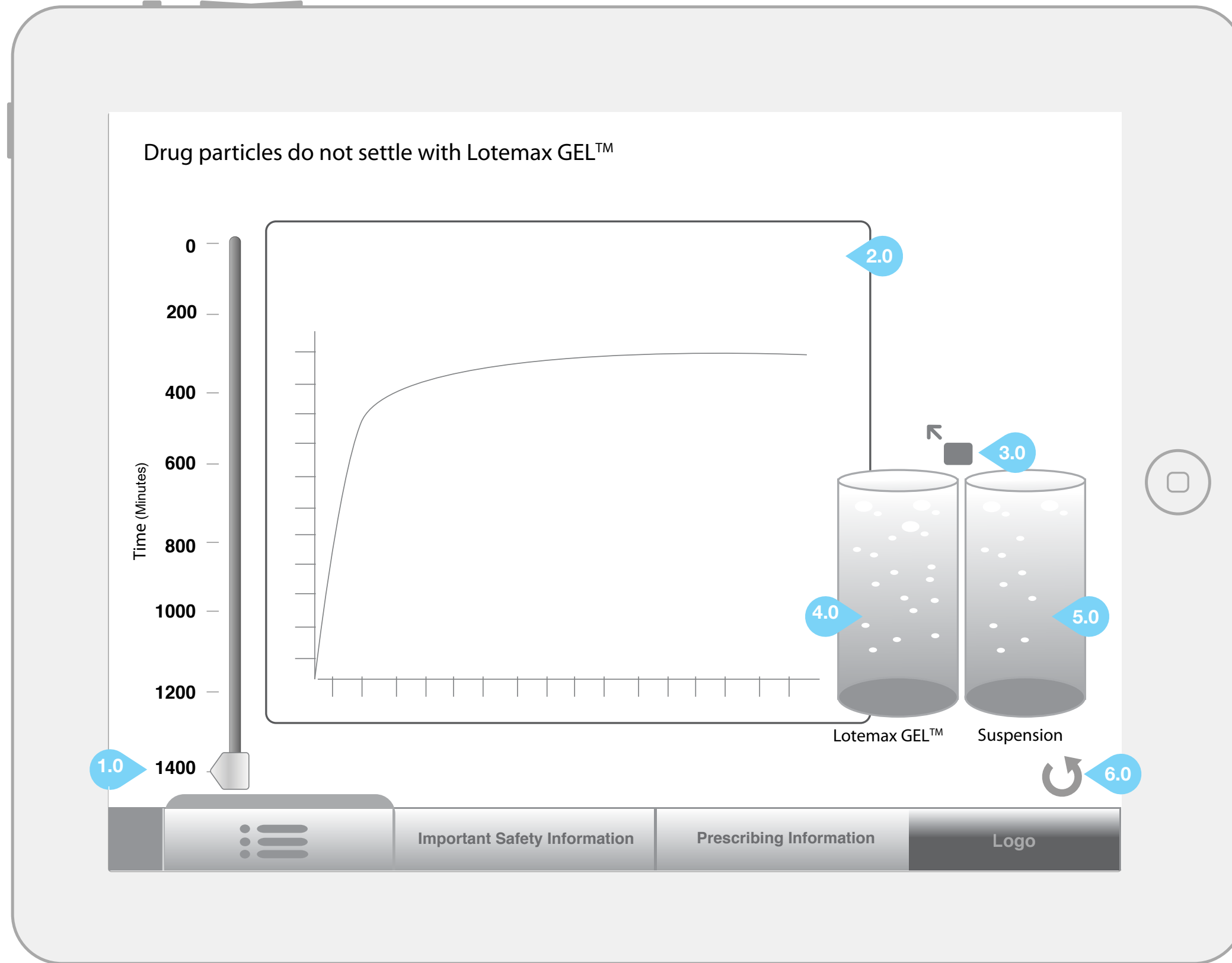
Animation of particles floating in liquid

**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**

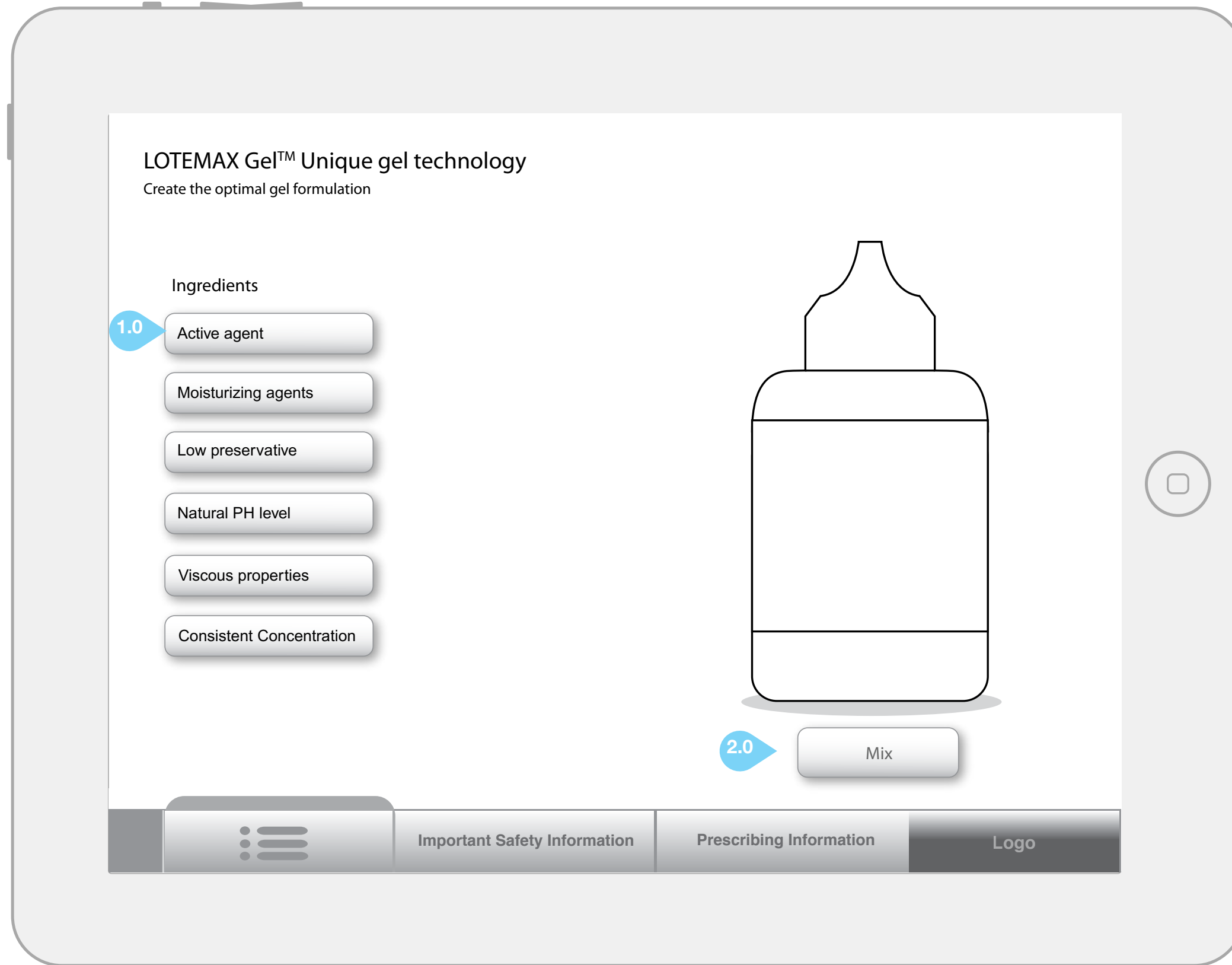
Animation of particles floating in liquid

**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

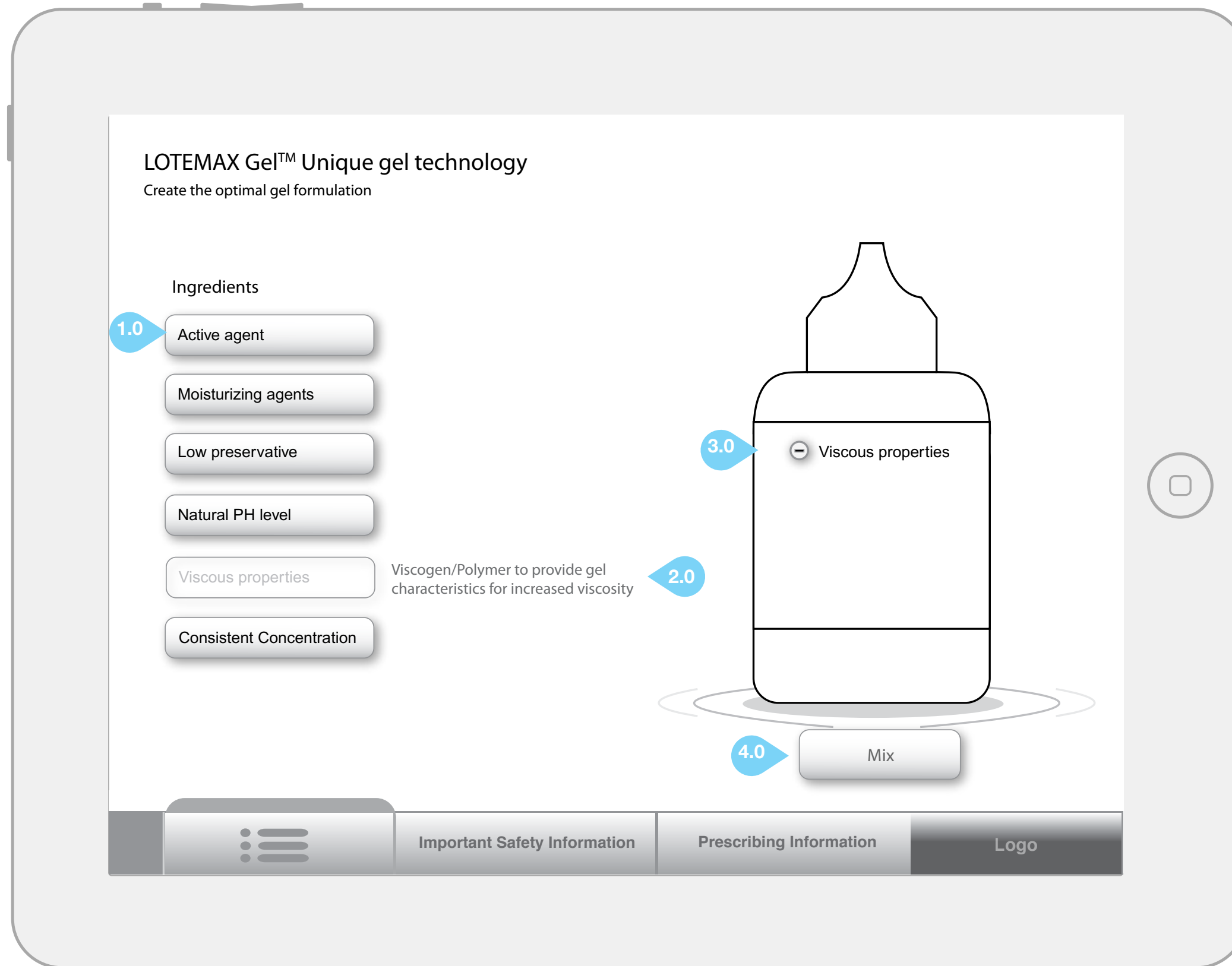


**1.0 Element Buttons**

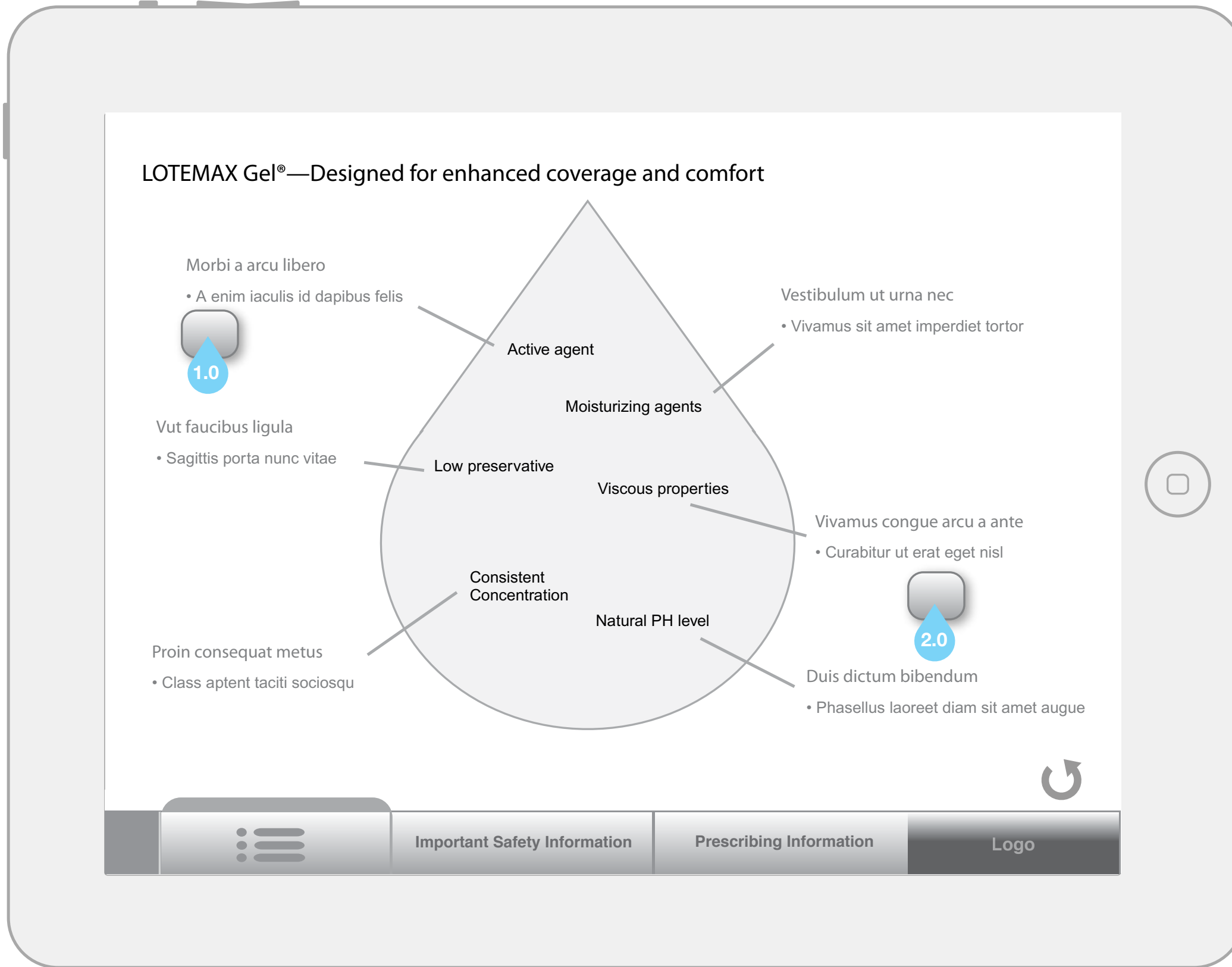
Tap on elements to add the element into the mix ( appears in bottle)

**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)

