Client: GSK

Project: copd.com

Deliverable: Responsive design

Author: Pawel Tulin

Date: Fri Nov 20 2015

Document: copd_ux.v.6-final.graffle

Project Code: Internal Project Code

Disclaimer: This wireframe does not represent the visual design.

Table of Content

General Design Strategy	3
Sitemap	4
Desktop	5
Home	6
Learn COPD Basics	7
Symptoms	8
Diagnosis	9
Exacerbations	10
Make a COPD Plan	11
Follow Your COPD Plan	12
Treatment Options	13
Smoking	14
Manage Day to Day	15
Nutrition	16
Pulmonary Rehab	17
Exercise	18
Activities	19
Sleep & Rest	20
Talk to Your Doctor	21
Get Support	22
Where to Find Help	23
Improving Relationships	24
Caregiver Support	25
Tools & Resources	26
Take One Step	27
COPD Checklist	28
Proposed Registration	29
Proposed Registration - COPD 2	30
Proposed Registration - COPD 3	31
Proposed Registration - COPD 4	32
Proposed Registration - No COPD	33
Page not found	34
Mobile	35
M-Home	36
M-Learn COPD Basics	37
M-Symptoms	38
M-Diagnosis	39
M-Exacerbations	40
M-Make a COPD Plan	41
M-Follow Your COPD Plan	42
M-Treatment Options	43
M-Smoking	44
M-Manage Day to Day	45
M-Nutrition	46
M-Pulmonary Rehab	47
M-Excercise	48
M-Activities	49
M-Sleep & Rest	50
M-Talk to Your Doctor	51
M-Get Support	52
M-Where to Find Help	53
M-Improving Relationships	54
M-Caregiver Support	55
M-Tools & Resources	56
M-Take One Step	57
M-COPD Checklist	58
M-Registration	59
Search and sharing	60
Thank You	61

Disclaimer: This wireframe does not represent the visual design.

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 with 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

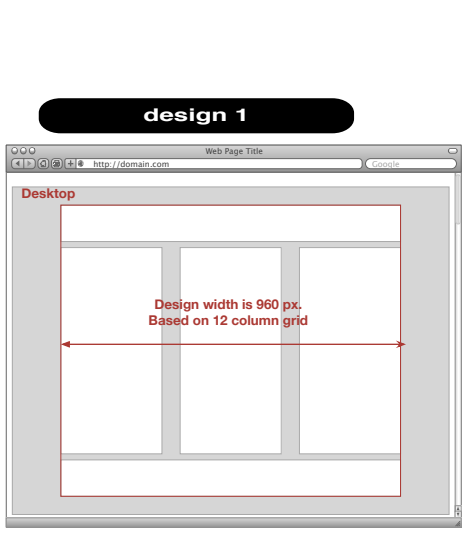
GSK Standards

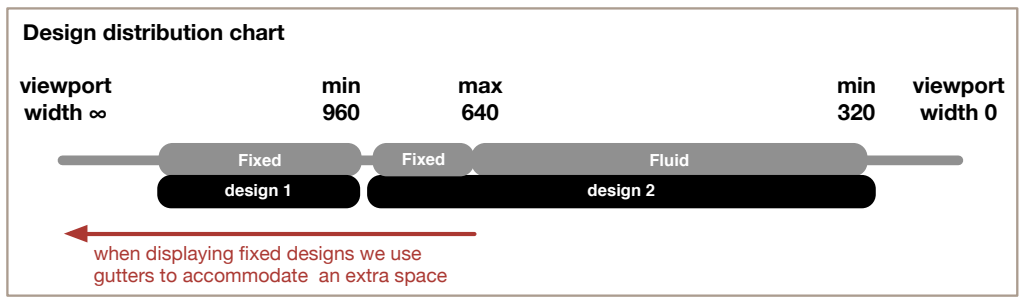
Since RWD responds to the width of the user's internet browser window, it does not detect the actual type of device being used; the RWD layouts and requirements will be described using these three device types, assuming that browser widths will be maximized for each device type.

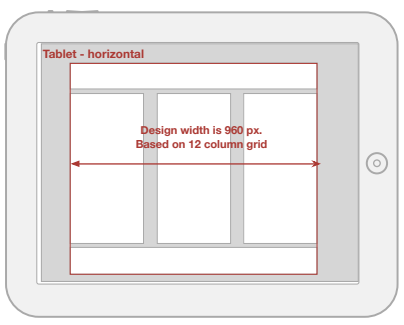
Aligned Voices Recommended Template Specs

Desktop and Tablet (Landscape) ≥ 960 pixels
Tablet (Portrait) 768-959 pixels
Smartphone (Portrait) ≤ 767 pixels

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

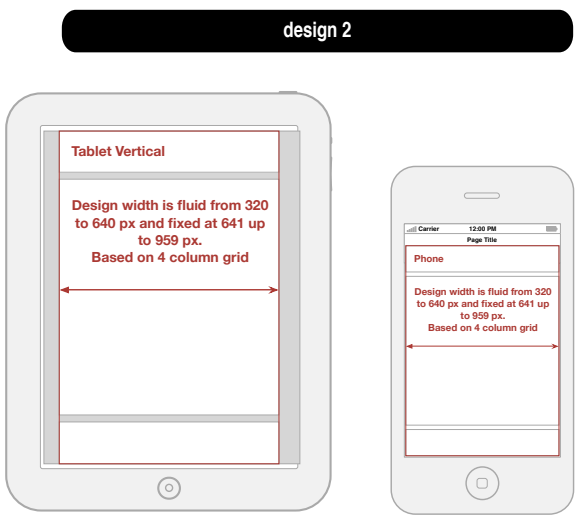




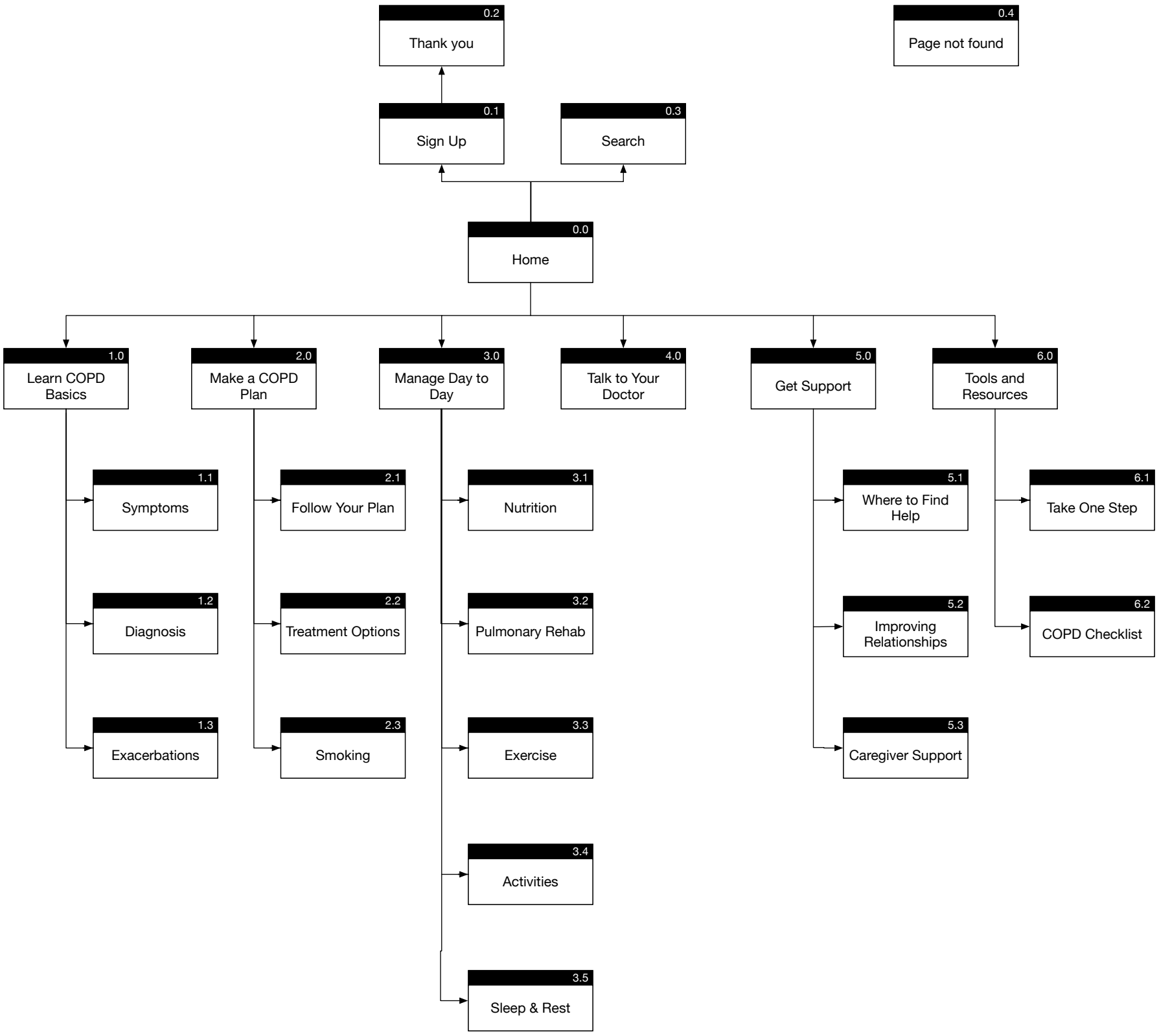


← Tablet - Horizontal will utilize design 1.

Tablet Vertical will utilize design 2. →



Sitemap

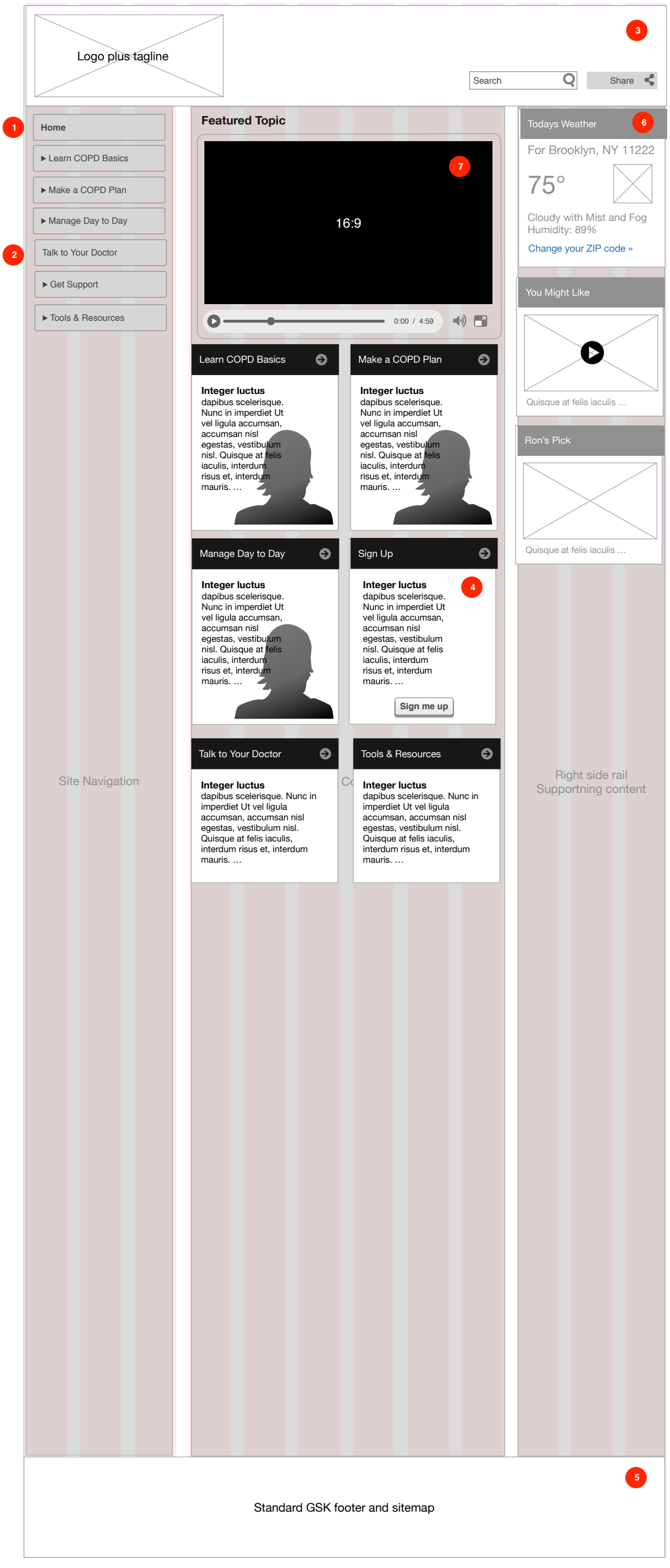

0.2
Thank you
0.4
Page not found
0.1
Sign Up
0.3
Search
0.0
Home
1.0
Learn COPD Basics
2.0
Make a COPD Plan
3.0
Manage Day to Day
4.0
Talk to Your Doctor
5.0
Get Support
6.0
Tools and Resources
1.1
Symptoms
1.2
Diagnosis
1.3
Exacerbations
2.1
Follow Your Plan
2.2
Treatment Options
2.3
Smoking
3.1
Nutrition
3.2
Pulmonary Rehab
3.3
Exercise
3.4
Activities
3.5
Sleep & Rest
5.1
Where to Find Help
5.2
Improving Relationships
5.3
Caregiver Support
6.1
Take One Step
6.2
COPD Checklist

Desktop Wireframes

fixed design at 960 pix

Disclaimer: This wireframe does not represent the visual design.

Home



0.0

Home

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.

Learn COPD Basics

1.0
Learn COPD Basics

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.

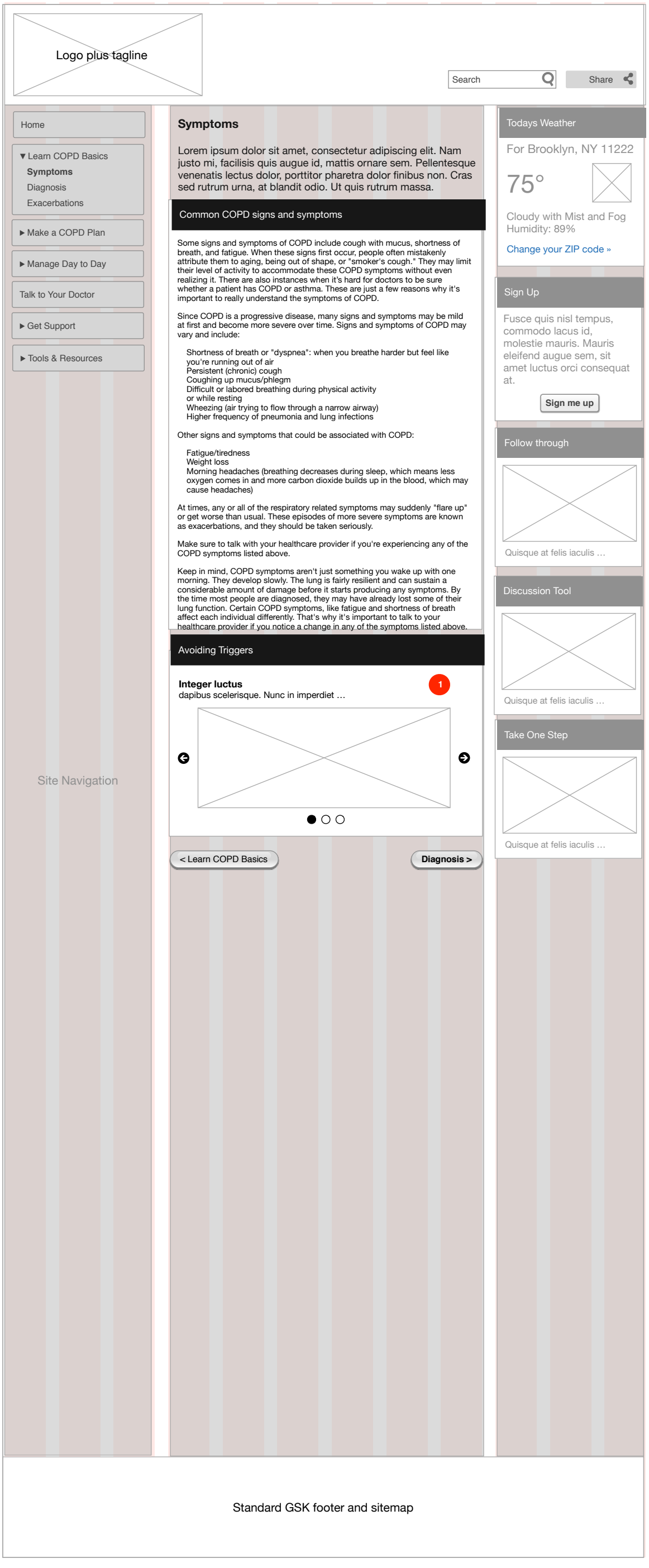
03_All desktop video modules should be standardized across all pages. Refer to design document for exact treatment. The only exception is a video player on homepage.

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

Disclaimer: This wireframe does not represent the visual design.

Symptoms

1.1
Symptoms



Design Annotations:

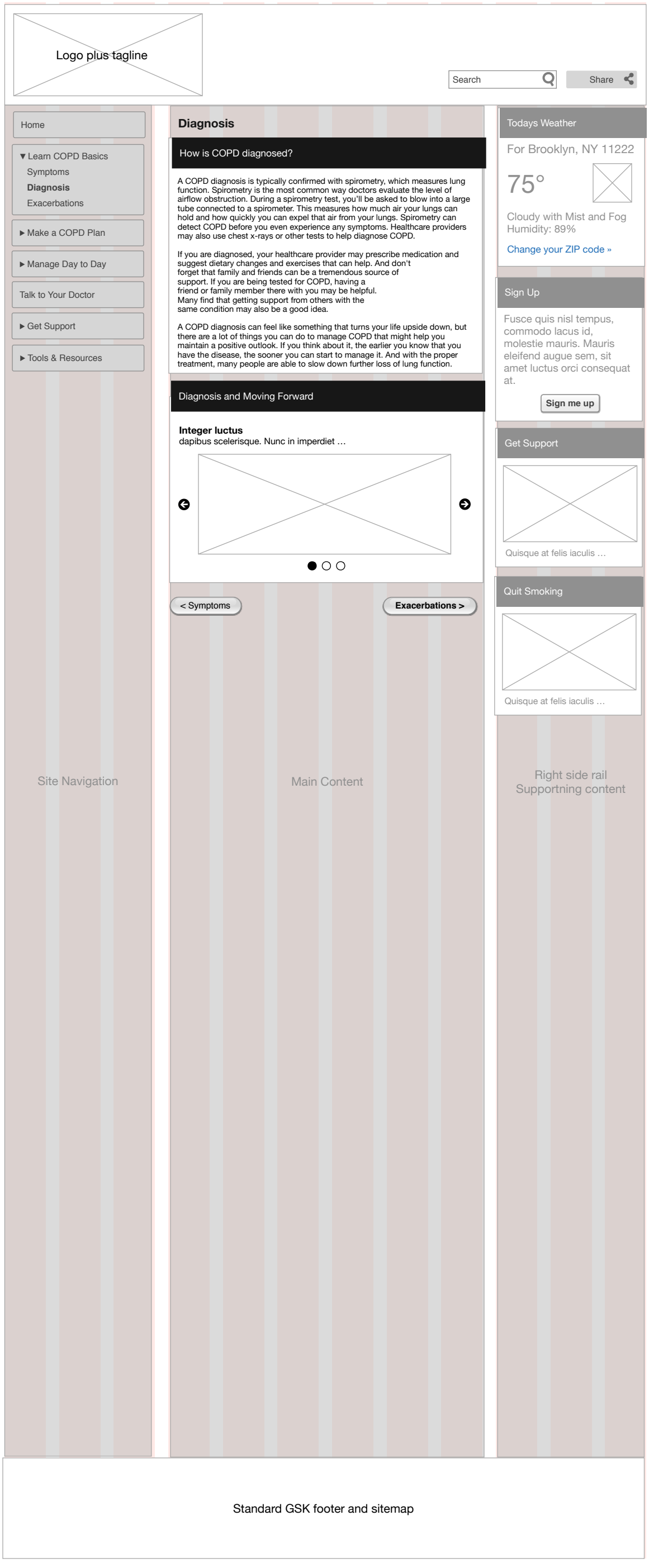
Global Observations: Image placement in layout has been revised for scalability in responsive.

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.

Diagnosis

1.2

Diagnosis



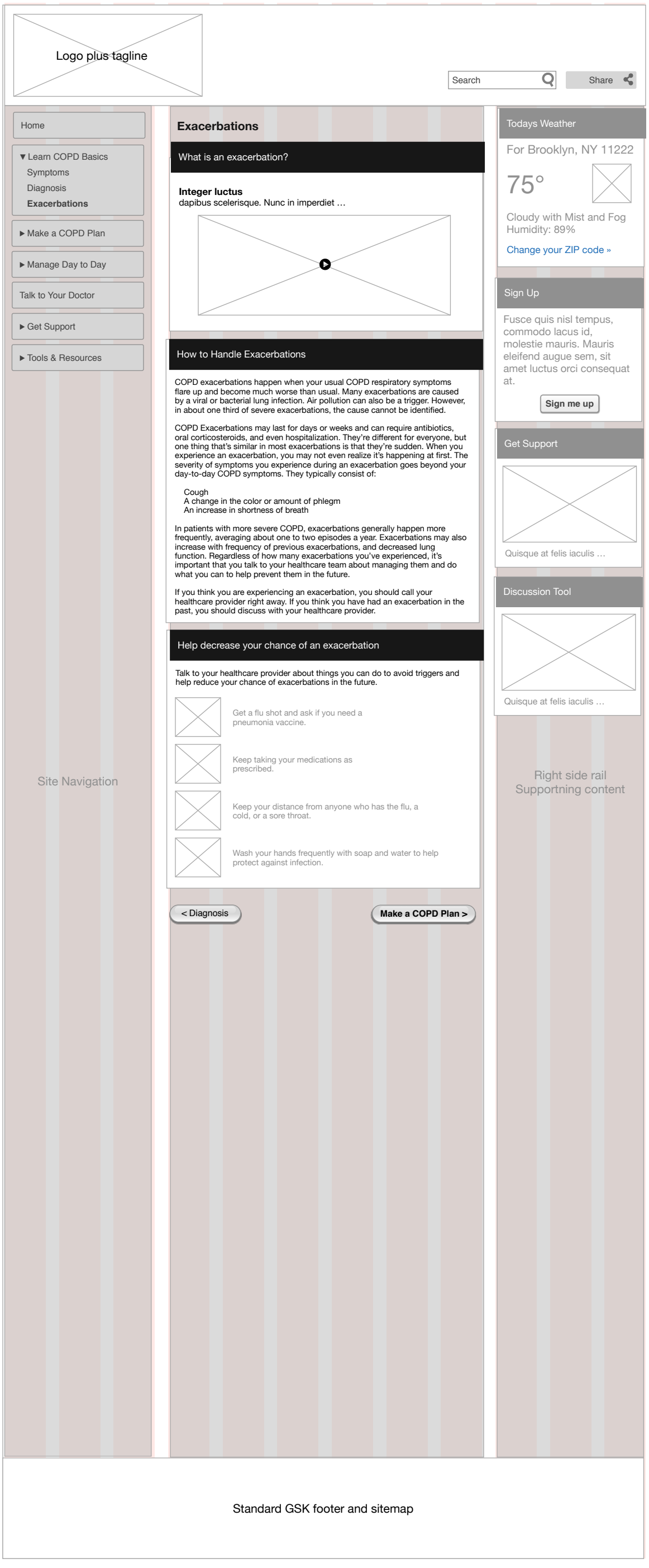
Design Annotations:

General Observations:

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

Exacerbations

1.3
Exacerbations



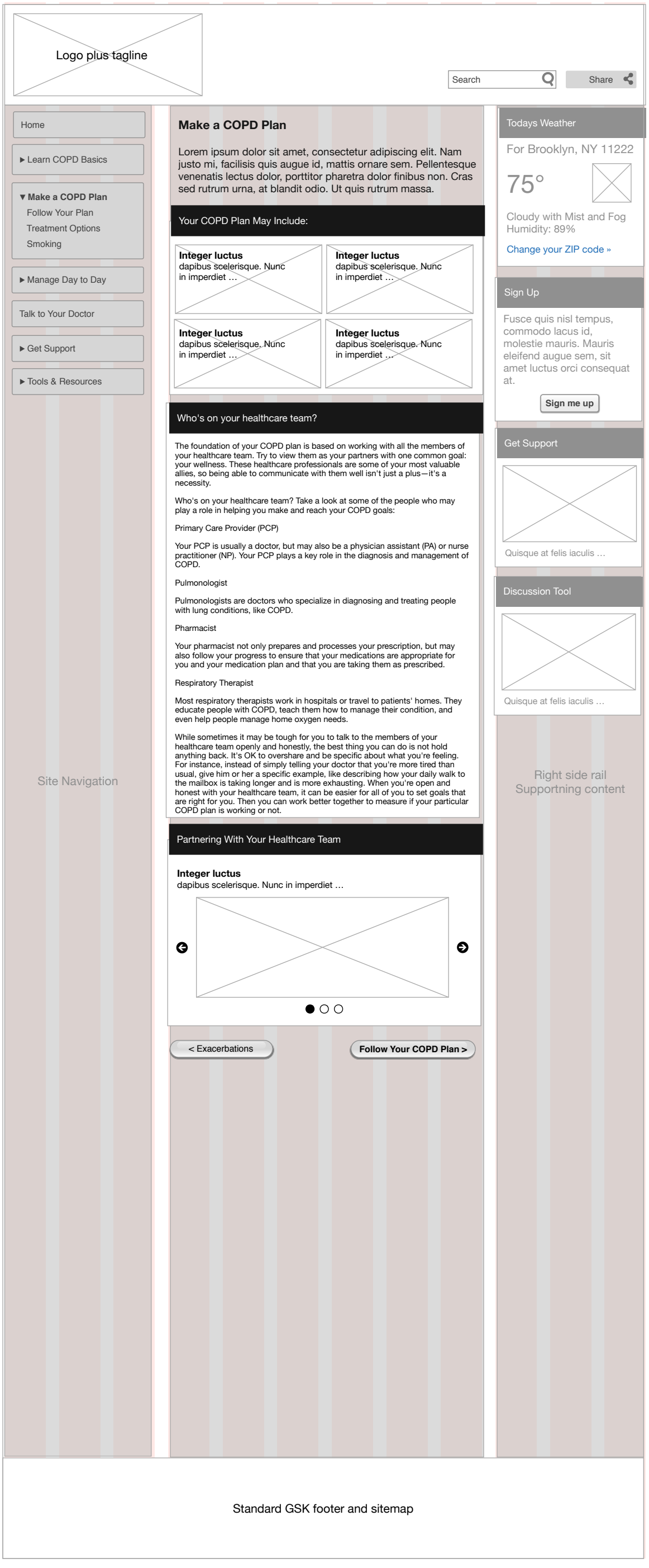
Design Annotations:

General Observations:

As in previous comments.

Make a COPD Plan

2.0
Make a COPD Plan



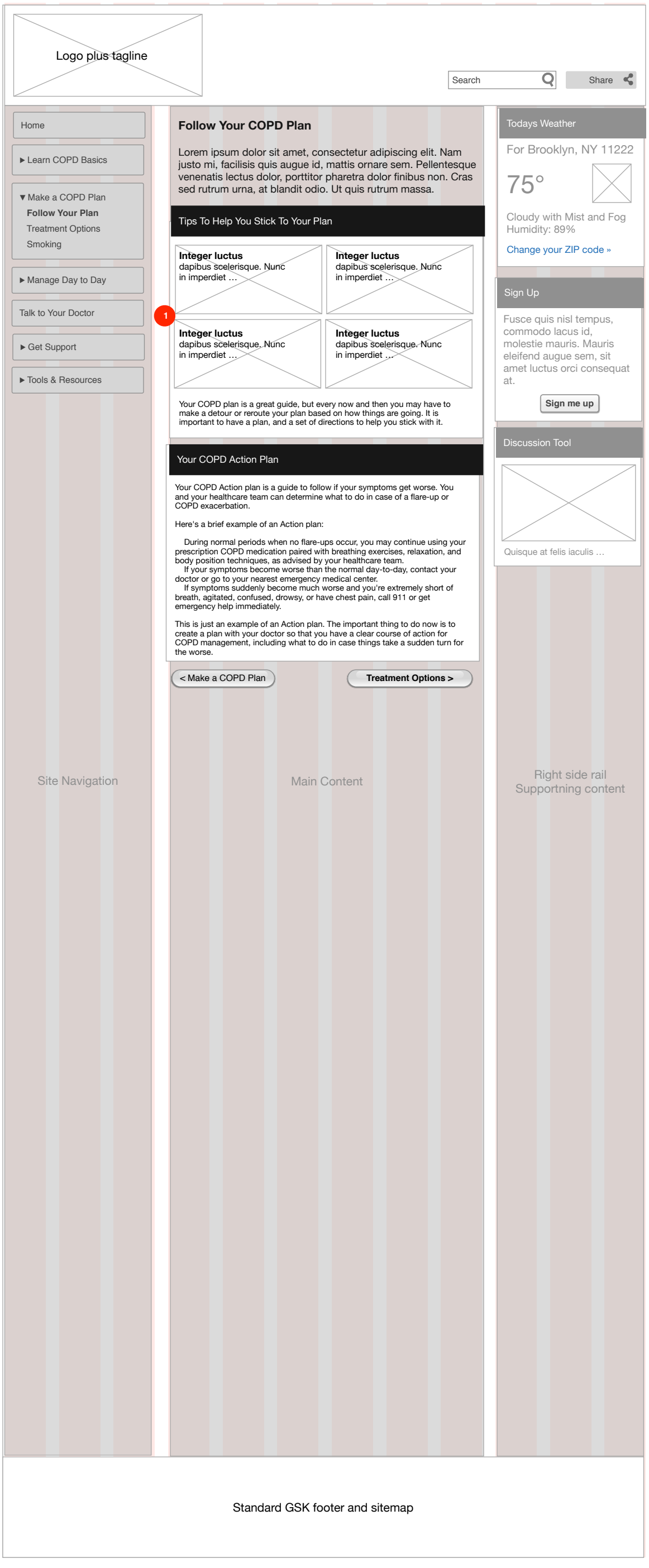
Design Annotations:

General Observations:

As in previous pages.

Follow Your COPD Plan

2.1
Follow Your Plan



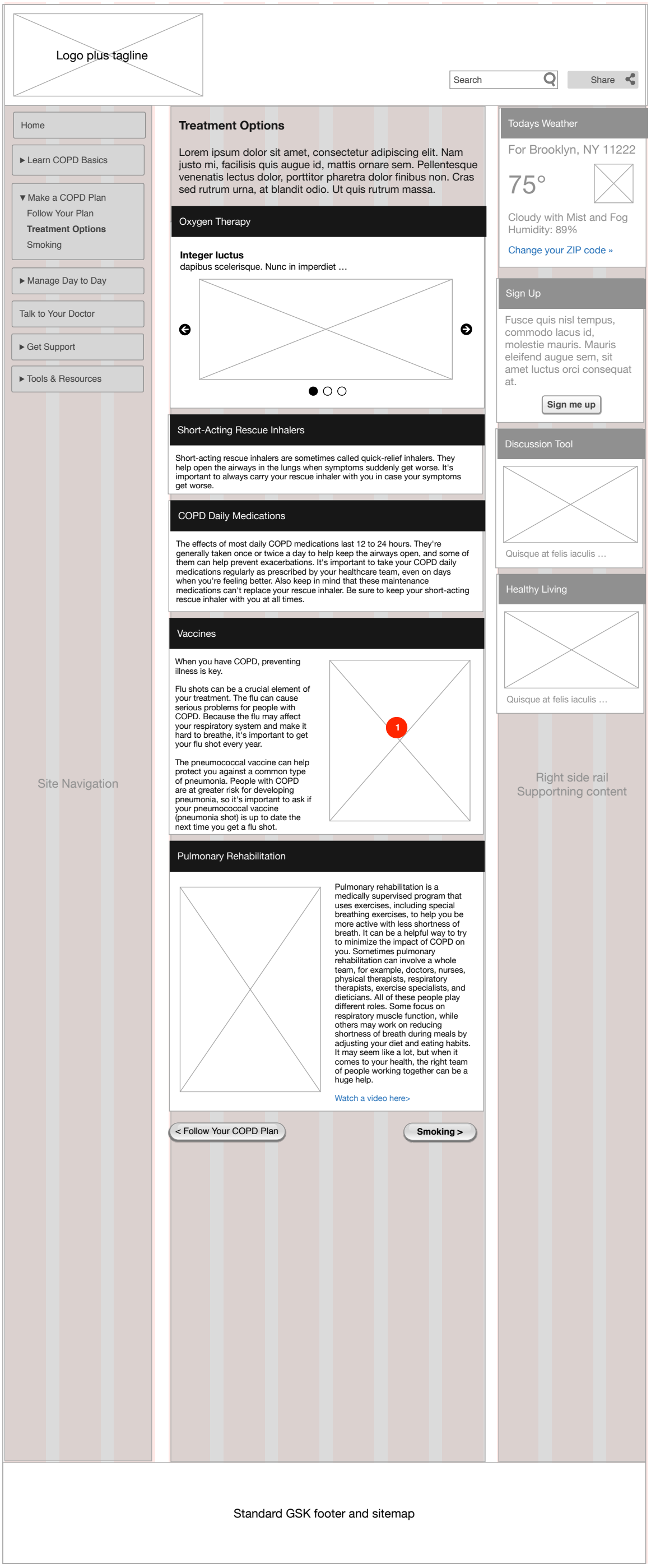
Design Annotations:

General Observations:

As in previous pages.

01_Layout of images if for placement only.

Treatment Options



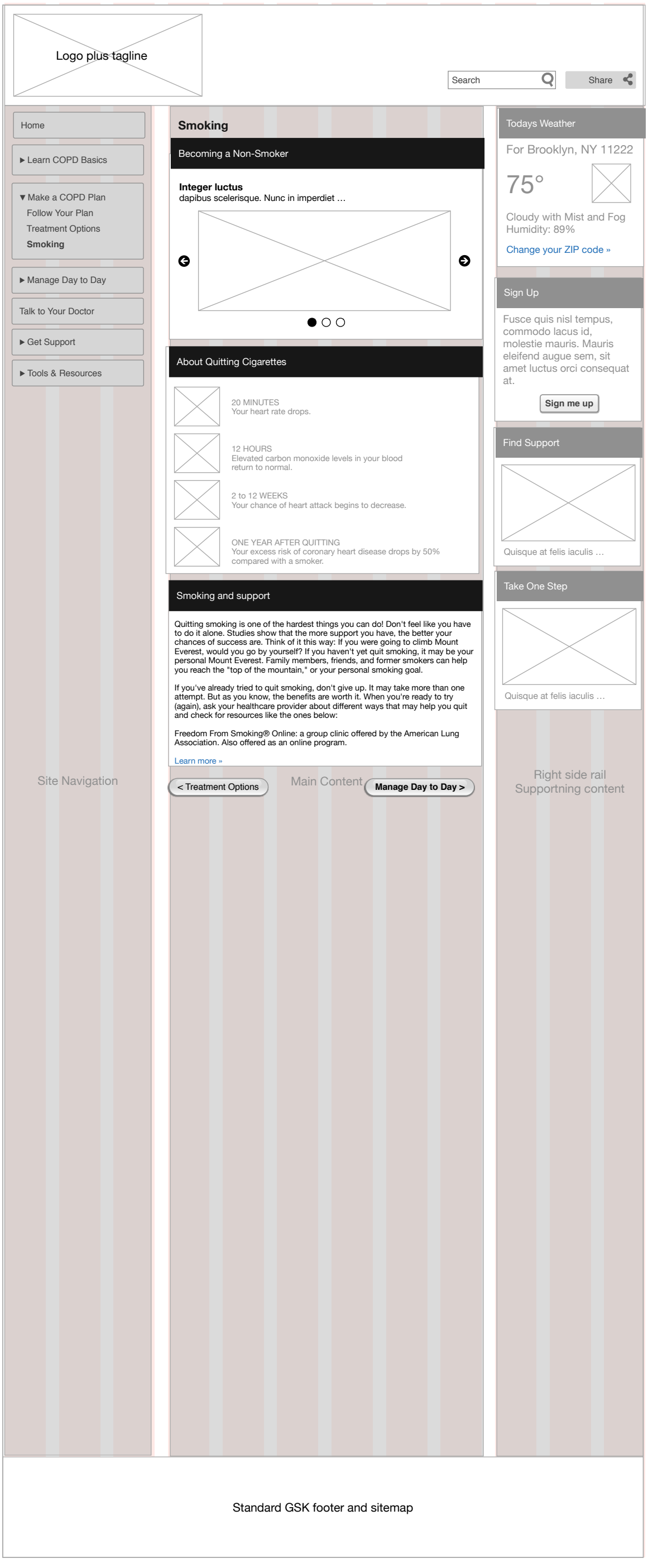
Design Annotations:

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.

Smoking



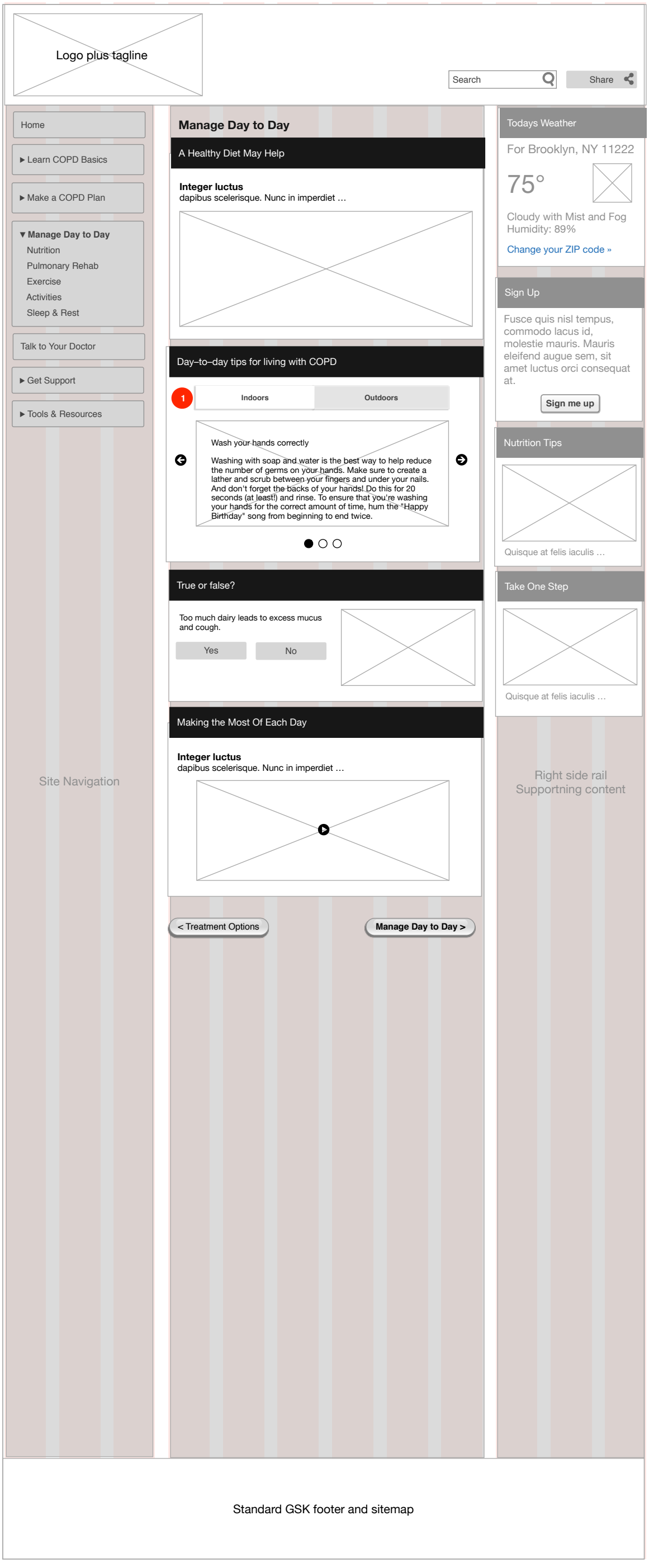
Design Annotations:

General Observations:

As in previous pages.

Manage Day to Day

3.0
Manage Day to Day



Design Annotations:

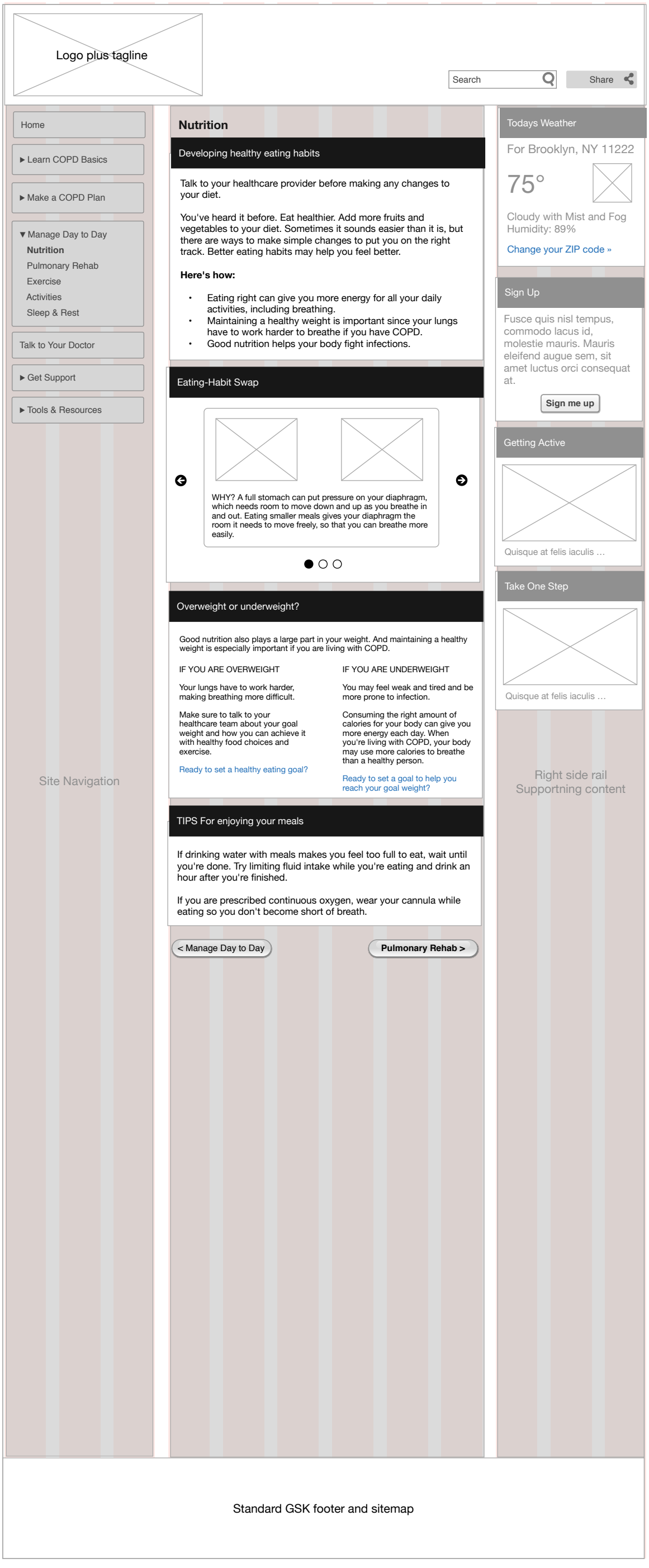
General Observations:

As in previous pages.

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

Nutrition

3.1
Nutrition

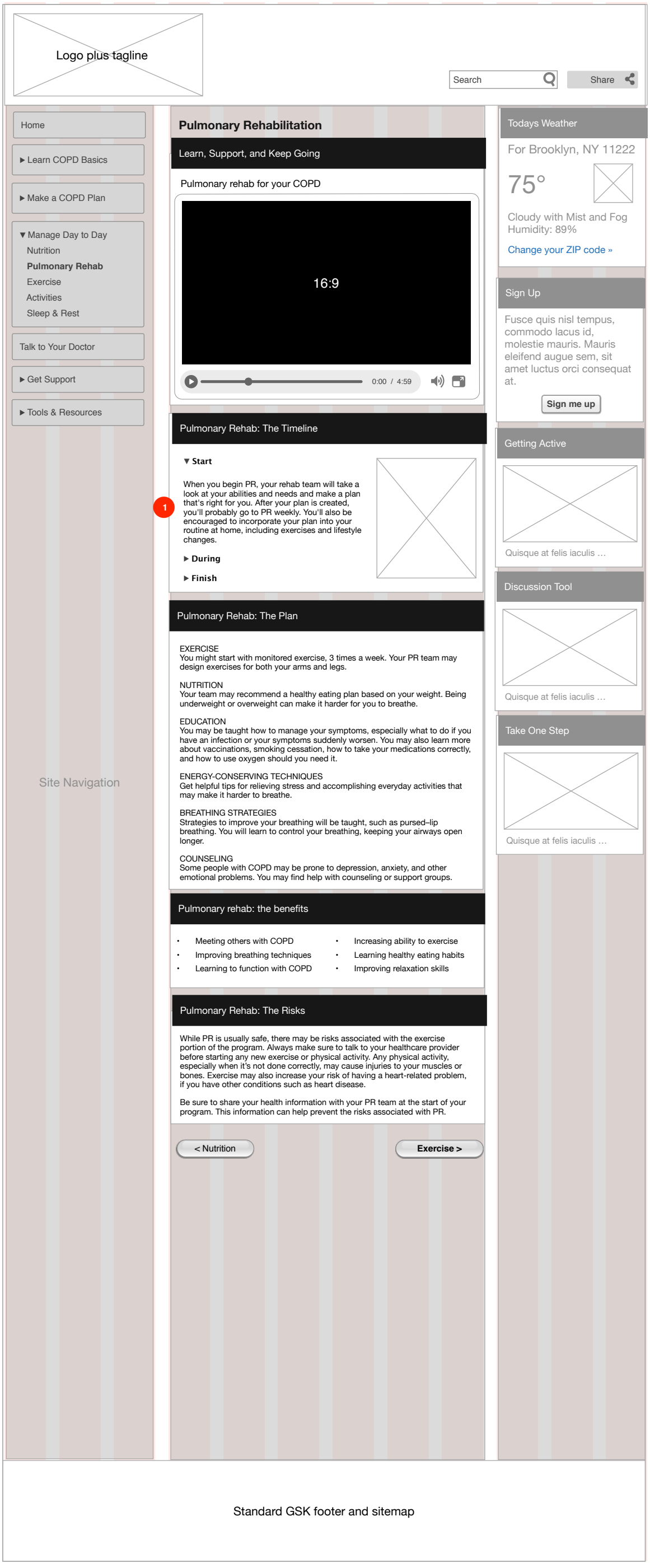


Design Annotations:

General Observations:

As in previous pages.

Pulmonary Rehab



Design Annotations:

General Observations:

As in previous pages.

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

Exercise

3.3
Exercise

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

Exercise

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

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.

How Proper Breathing Can Help

Importance of pursed–lip breathing for COPD

16:9

0:00 / 4:59

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 >

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 …

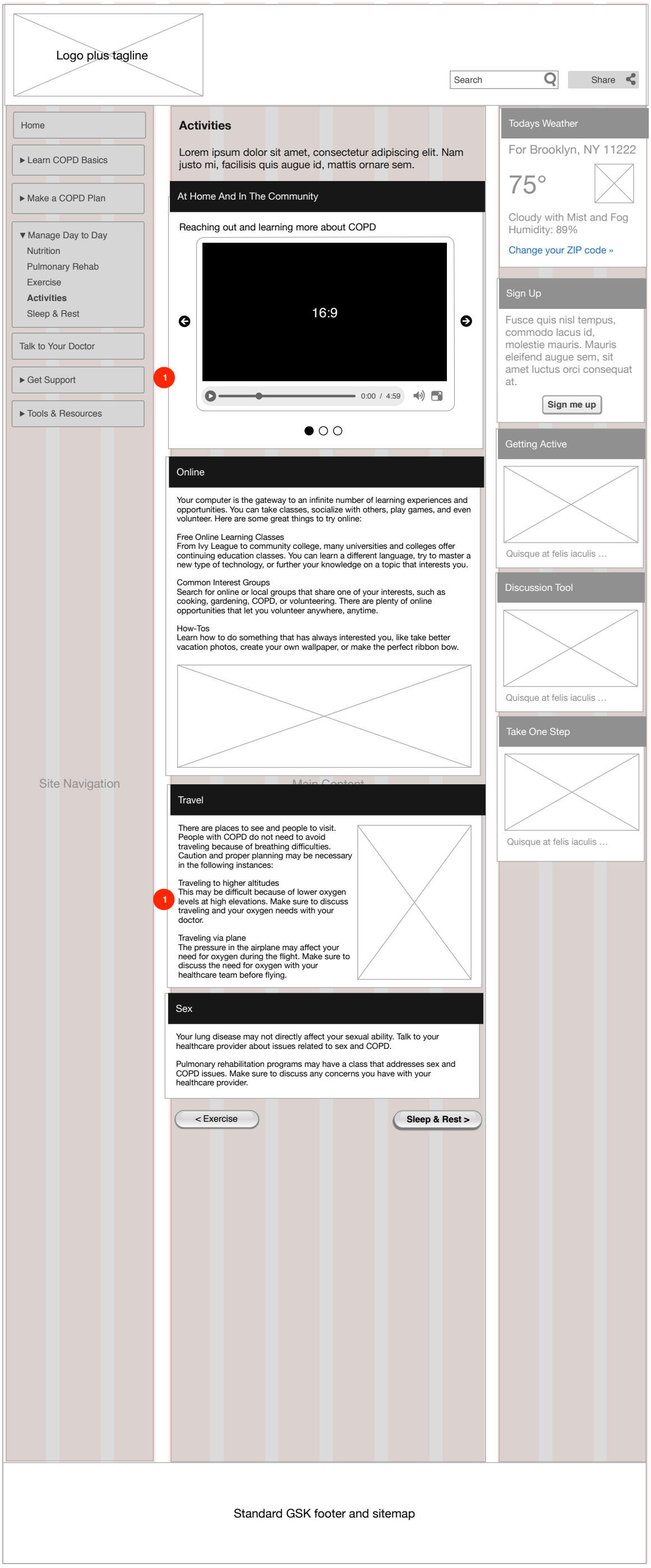
Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

Activities



Design Annotations:

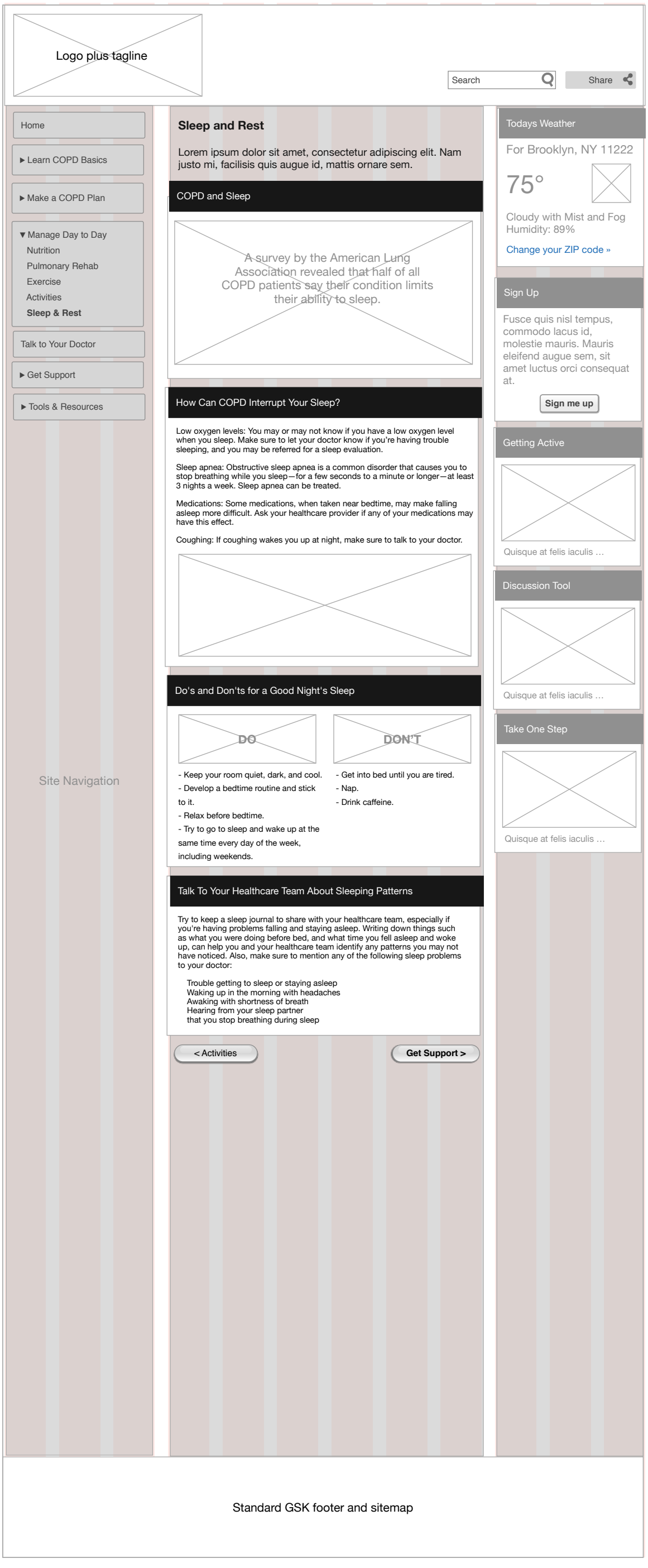
General Observations:

As in previous pages.

01_Revised carousel design.

02_Revised treatment of images and text.

Sleep & Rest



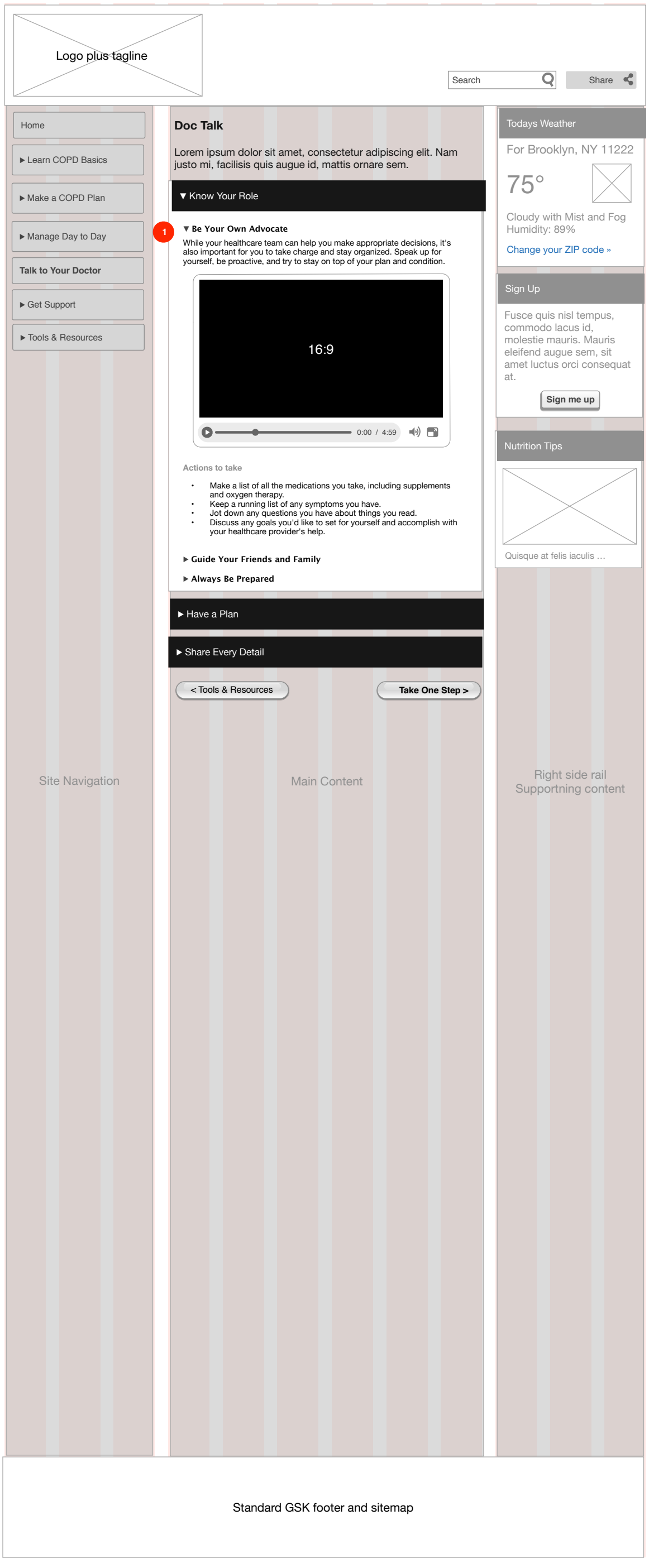
Design Annotations:

General Observations:

As in previous pages.

Talk to Your Doctor

4.0
Talk to Your Doctor



Design Annotations:

General Observations:

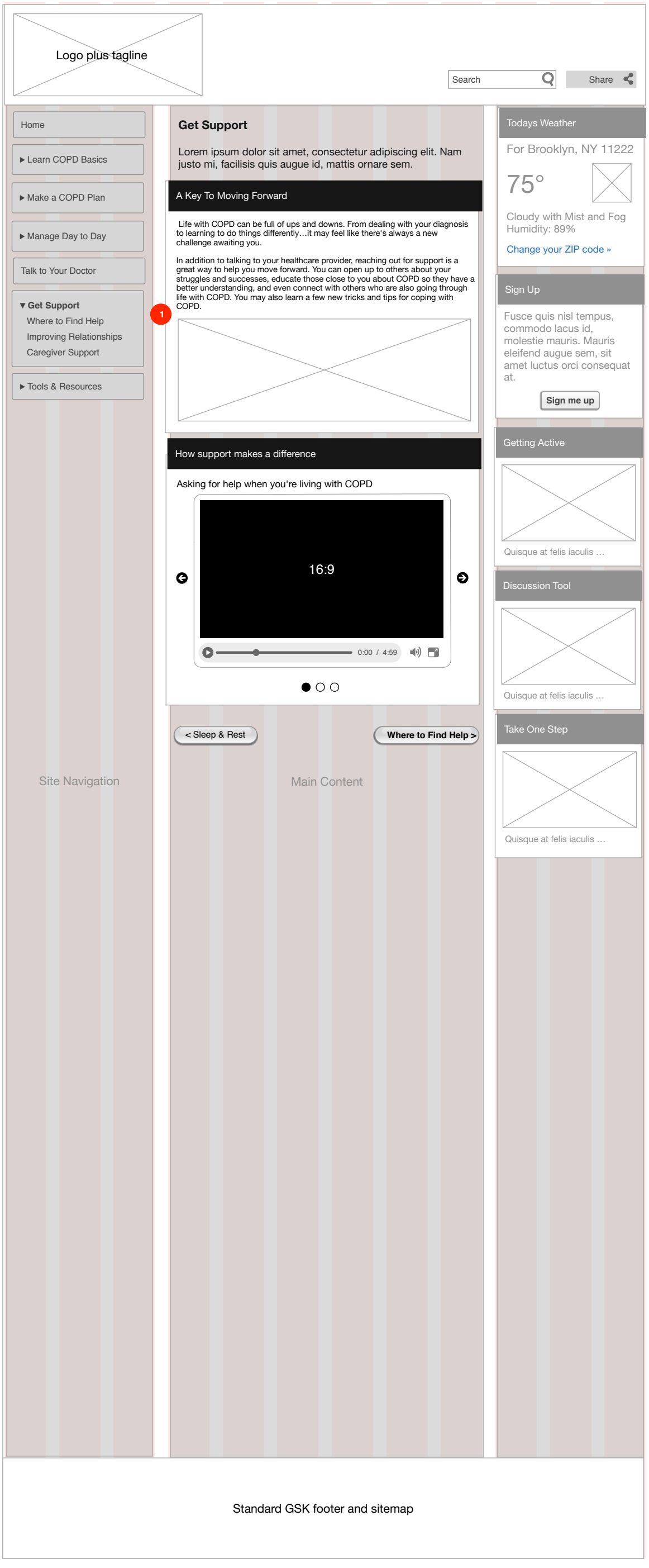
As in previous pages.

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

Get Support

5.0

Get Support



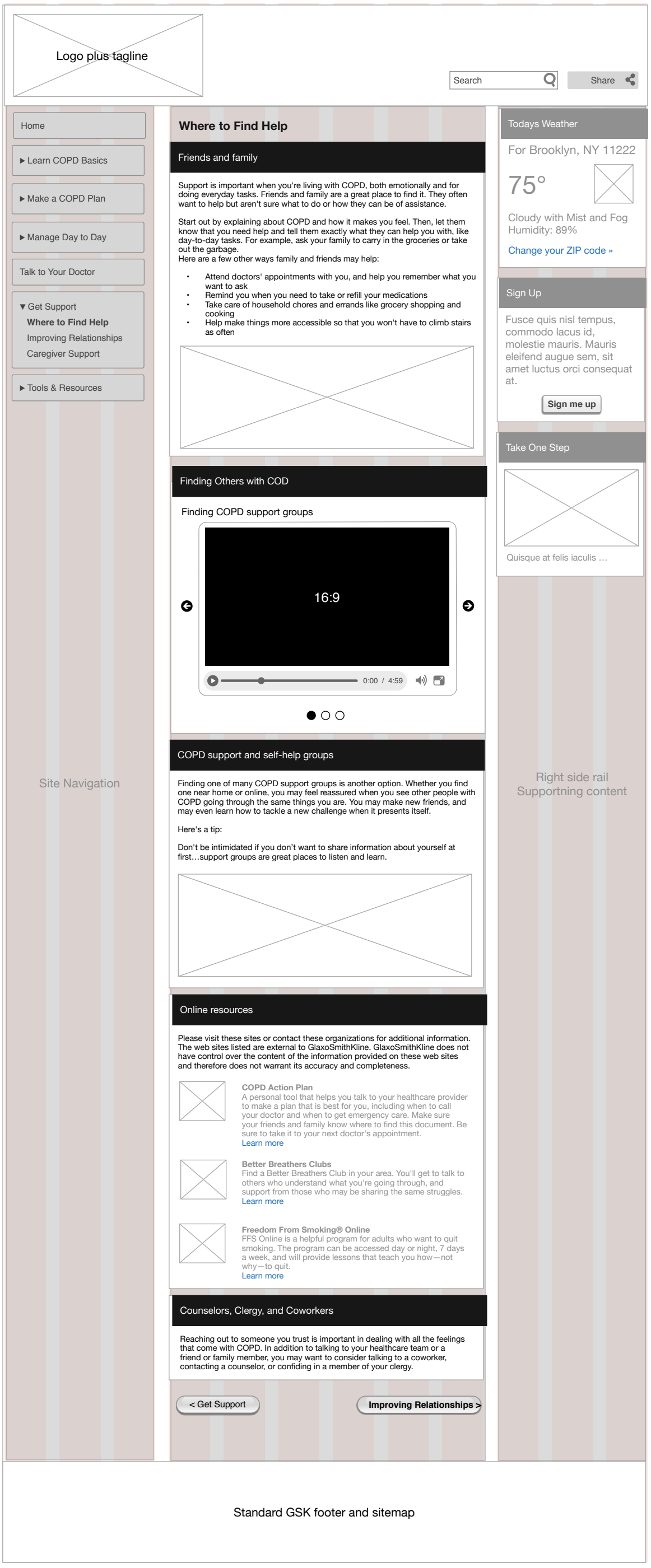
Design Annotations:

General Observations:

As in previous pages.

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

Where to Find Help

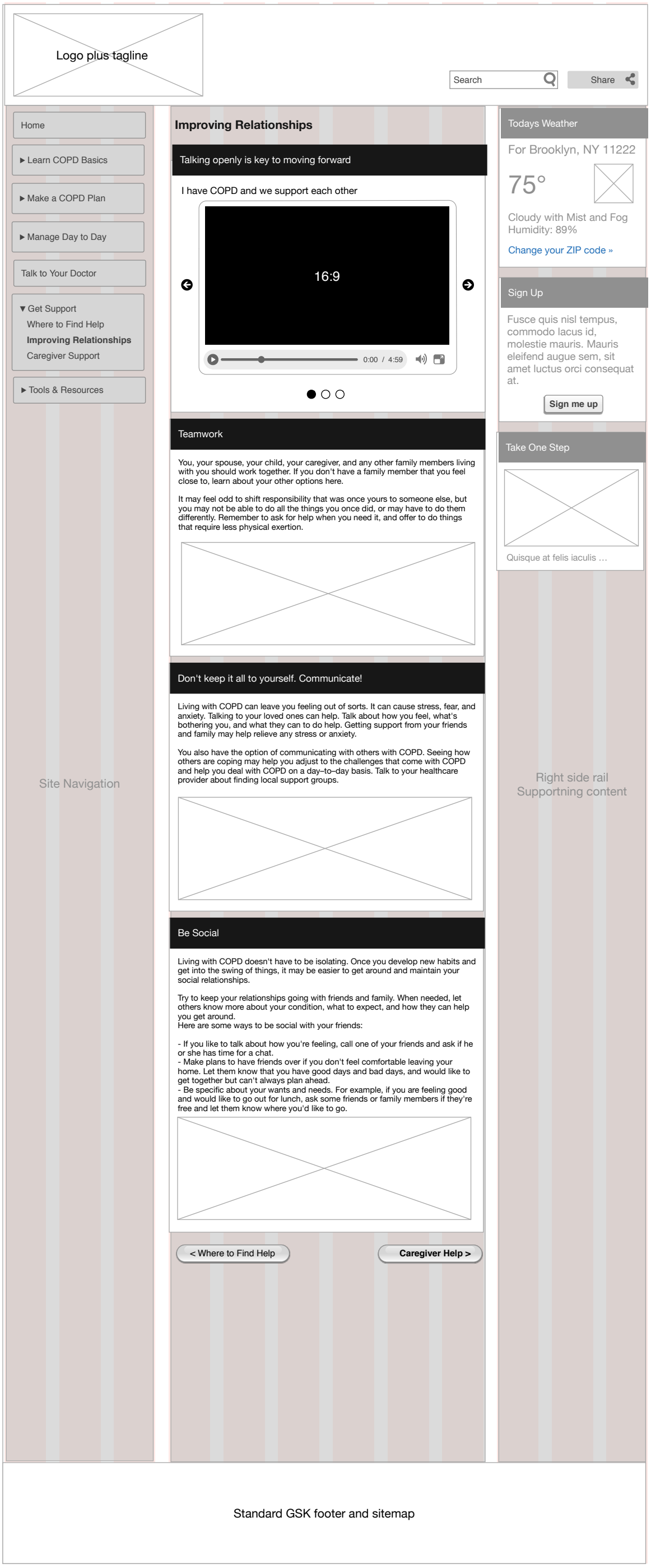


Design Annotations:

General Observations:

As in previous pages.

Improving Relationships



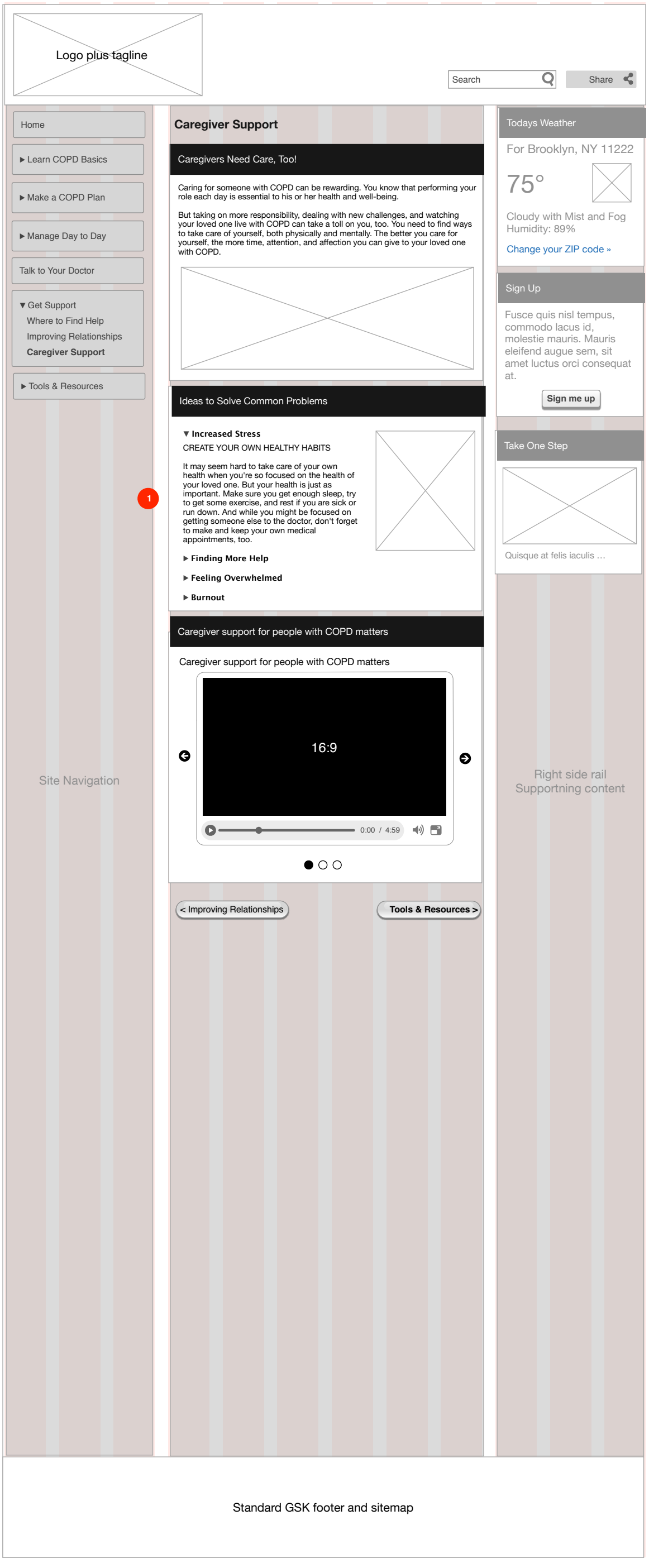
Design Annotations:

General Observations:

As in previous pages.

Caregiver Support

5.3
Caregiver Support



Design Annotations:

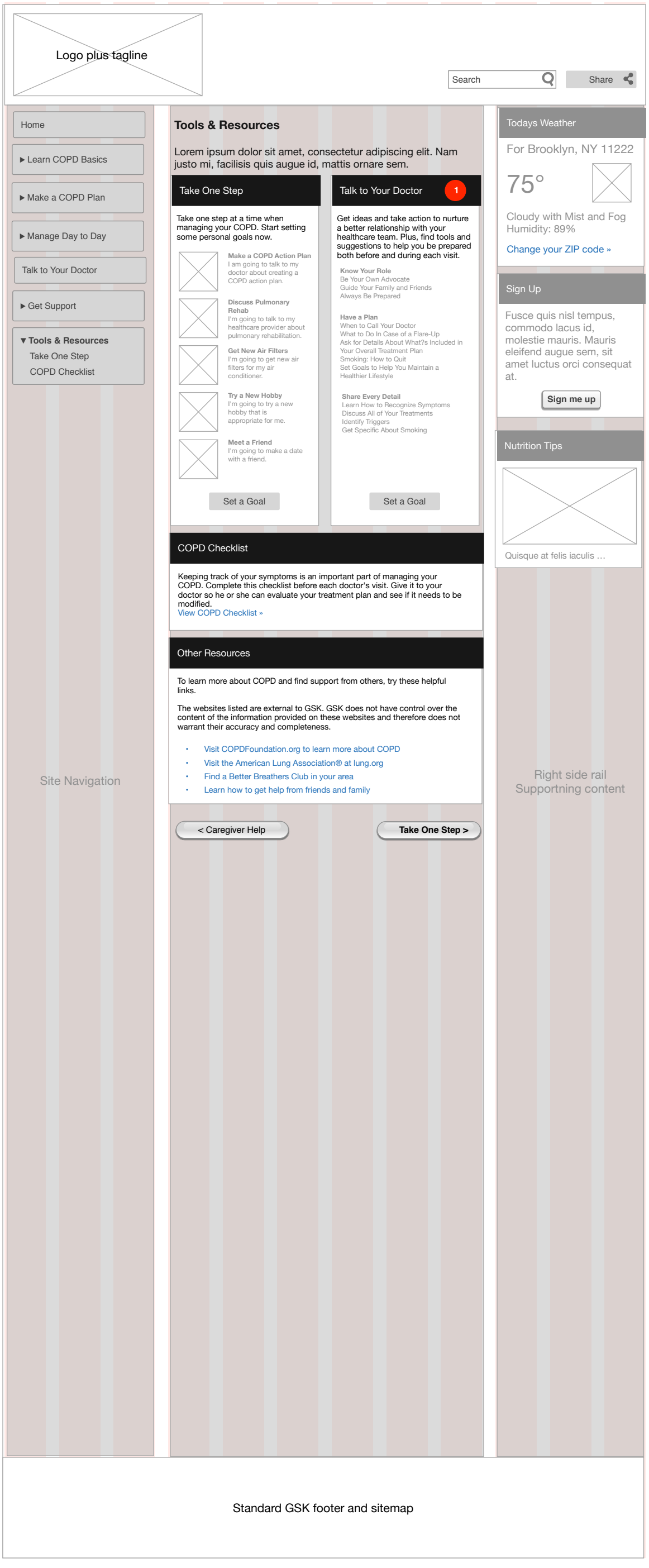
General Observations:

As in previous pages.

01_We are replacing tabs with accordion.

Tools & Resources

6.0
Tools and Resources



Design Annotations:

General Observations:

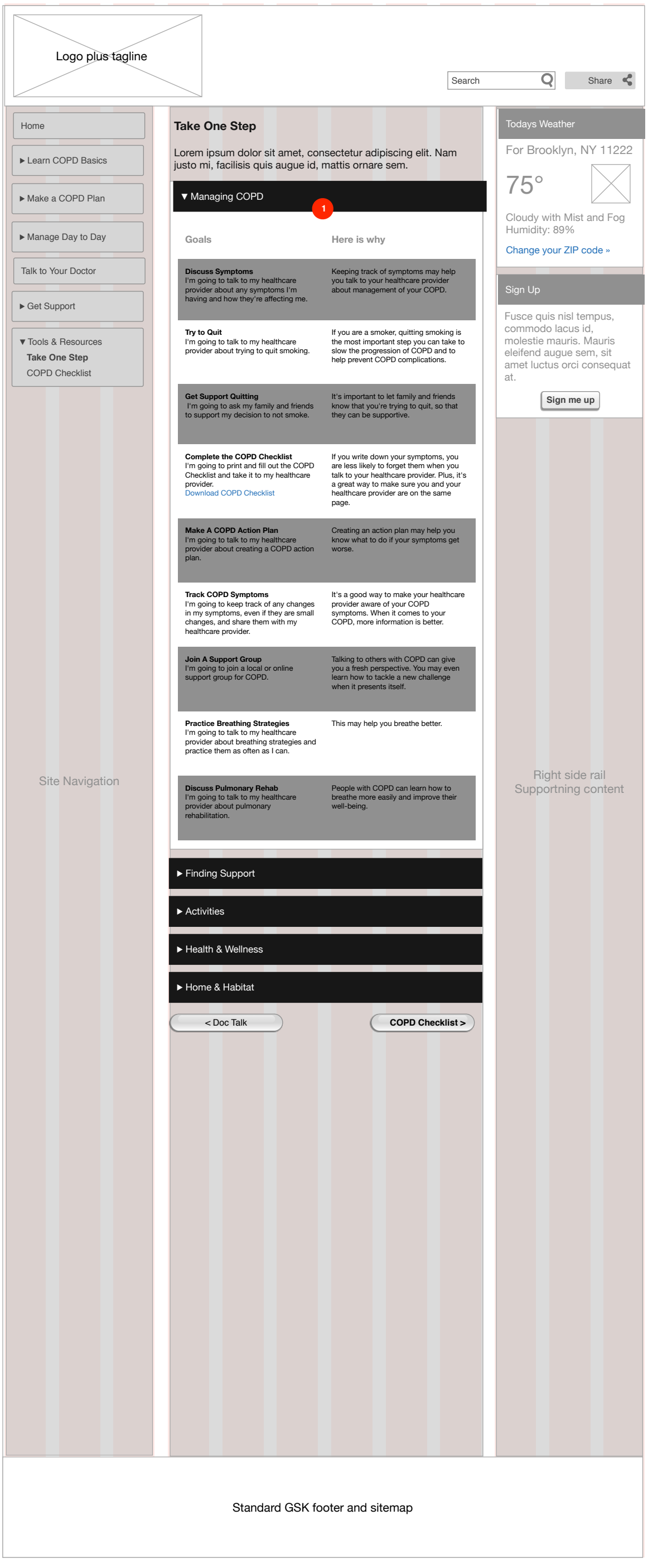
As in previous pages.

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

Take One Step

6.1

Take One Step



Design Annotations:

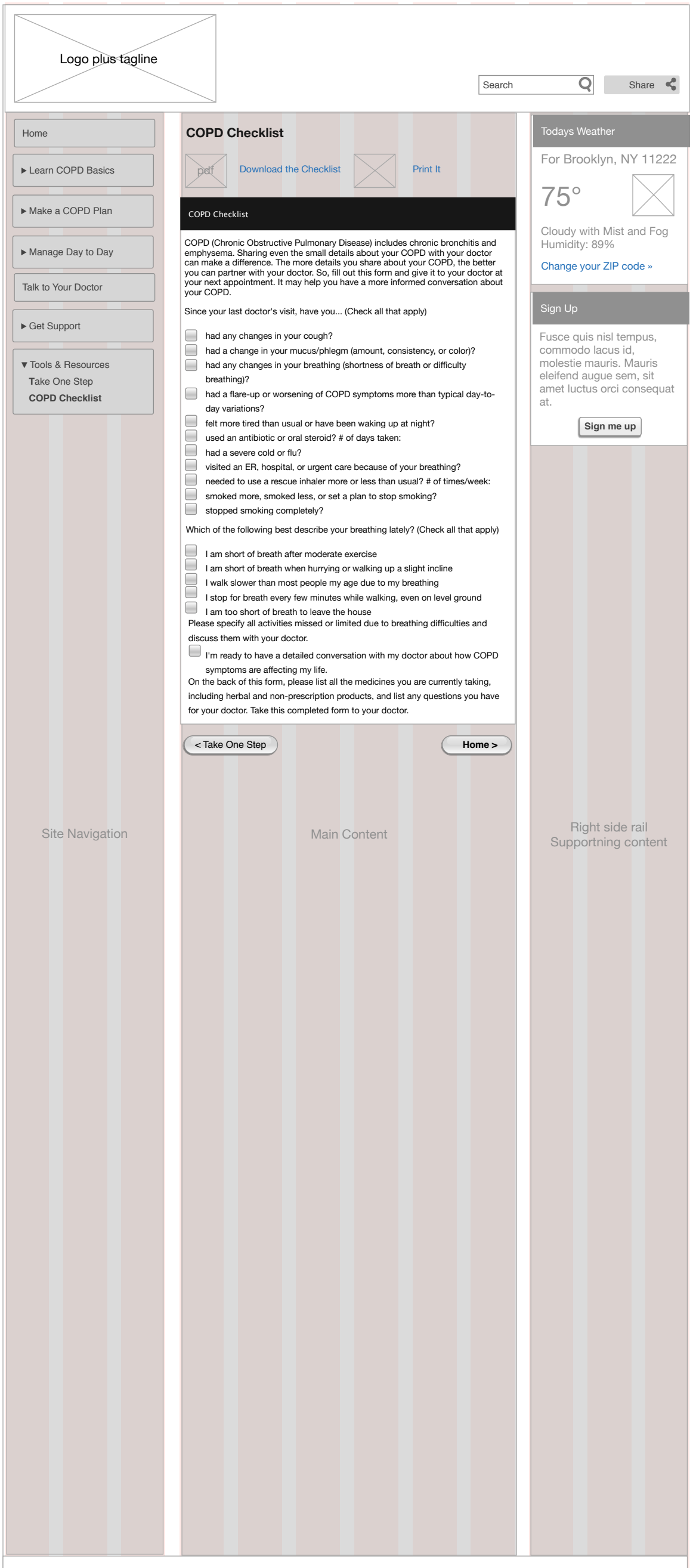
General Observations:

As in previous pages.

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.

COPD Checklist

6.2
COPD Checklist

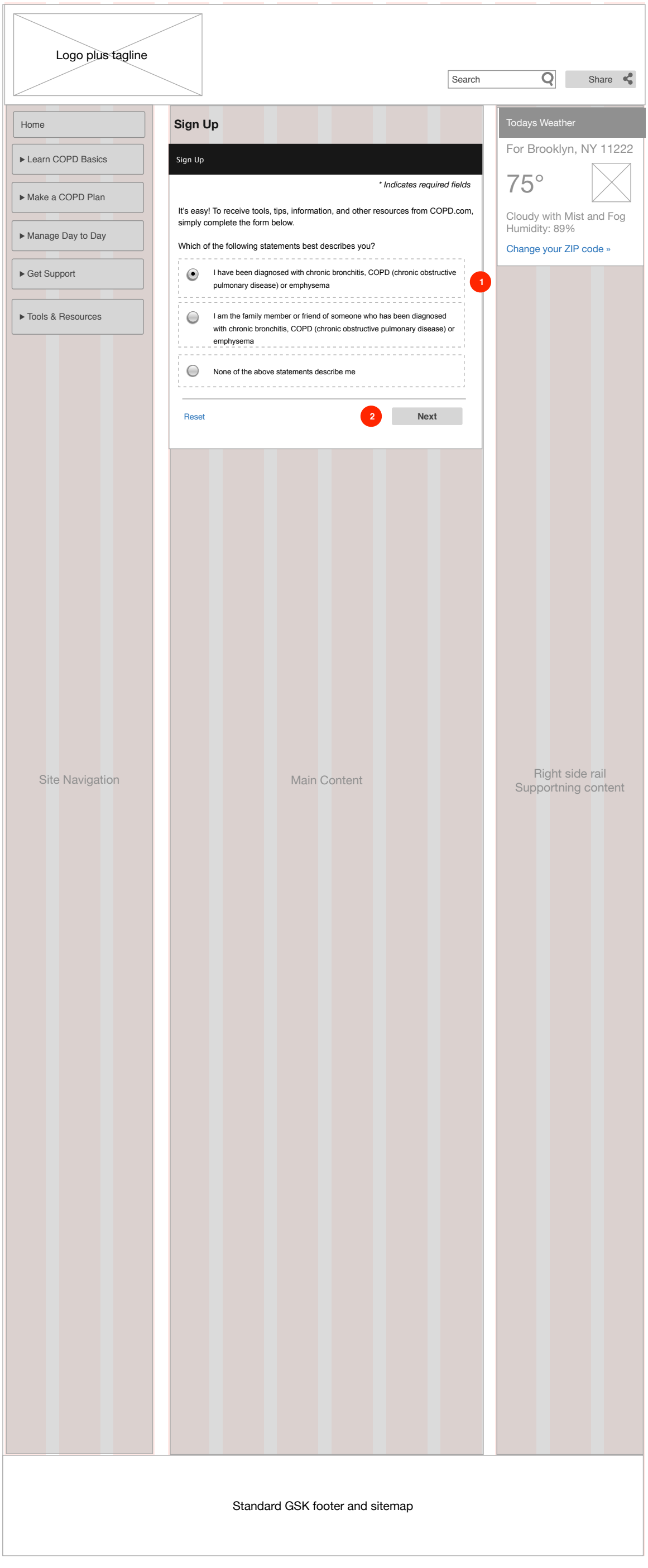


Design Annotations:

General Observations:

As in previous pages.

Proposed Registration



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.

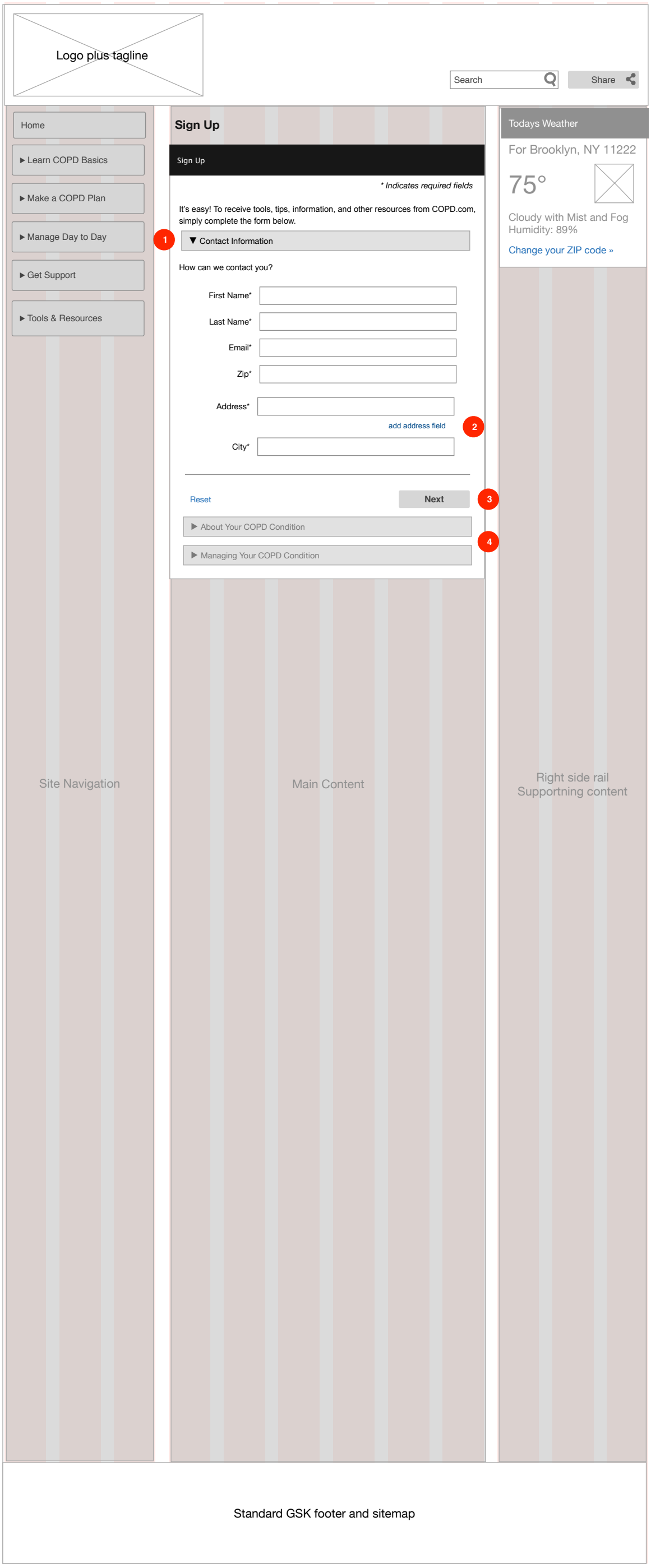
01_If someone answers question #1 that they are either a "family member or friend" or "none of the statements describe me" then they should not see any further questions (they should still see the permissions statement) and contact information.

02_Activate Next button only if selection is made.

Proposed Registration - COPD 2

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.

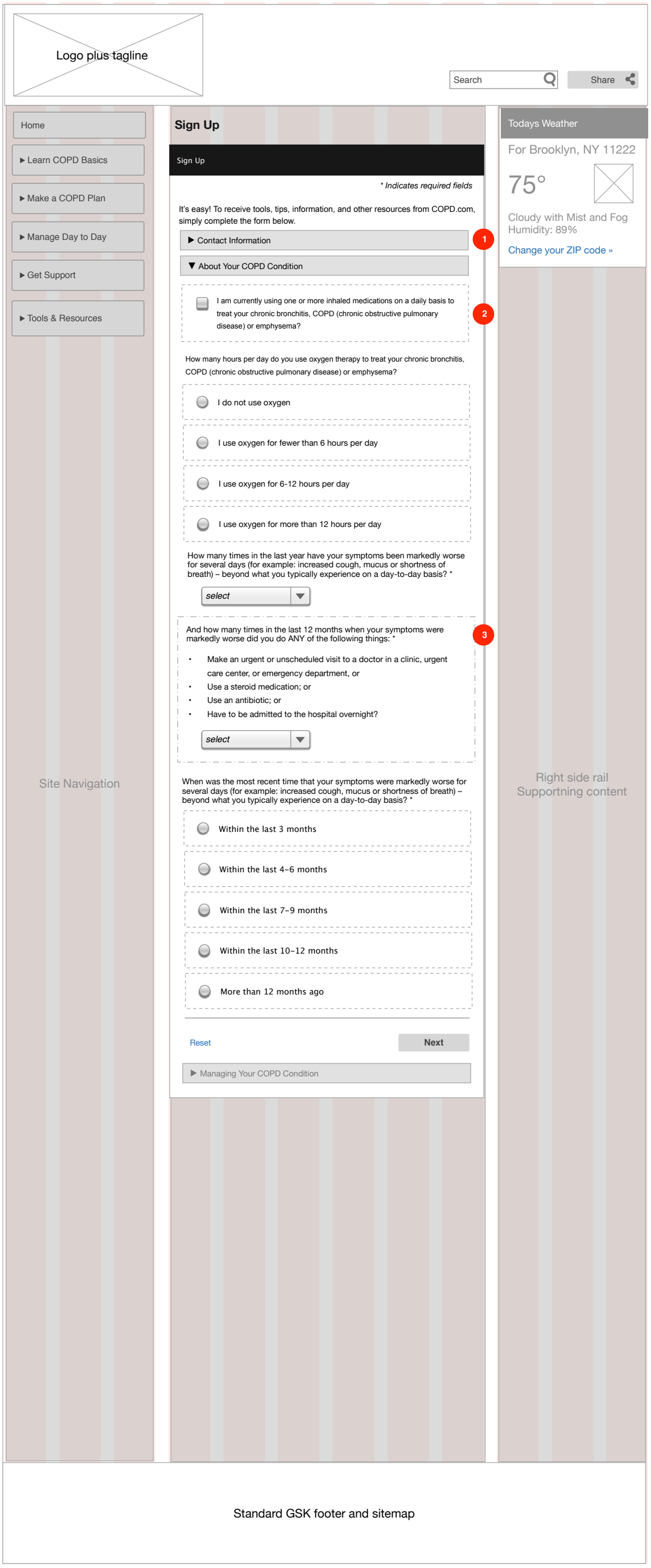
03_Only activate Next button if validation is positive.

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

Proposed Registration - COPD 3

0.1

Sign Up



Design Annotations:

General Observations:

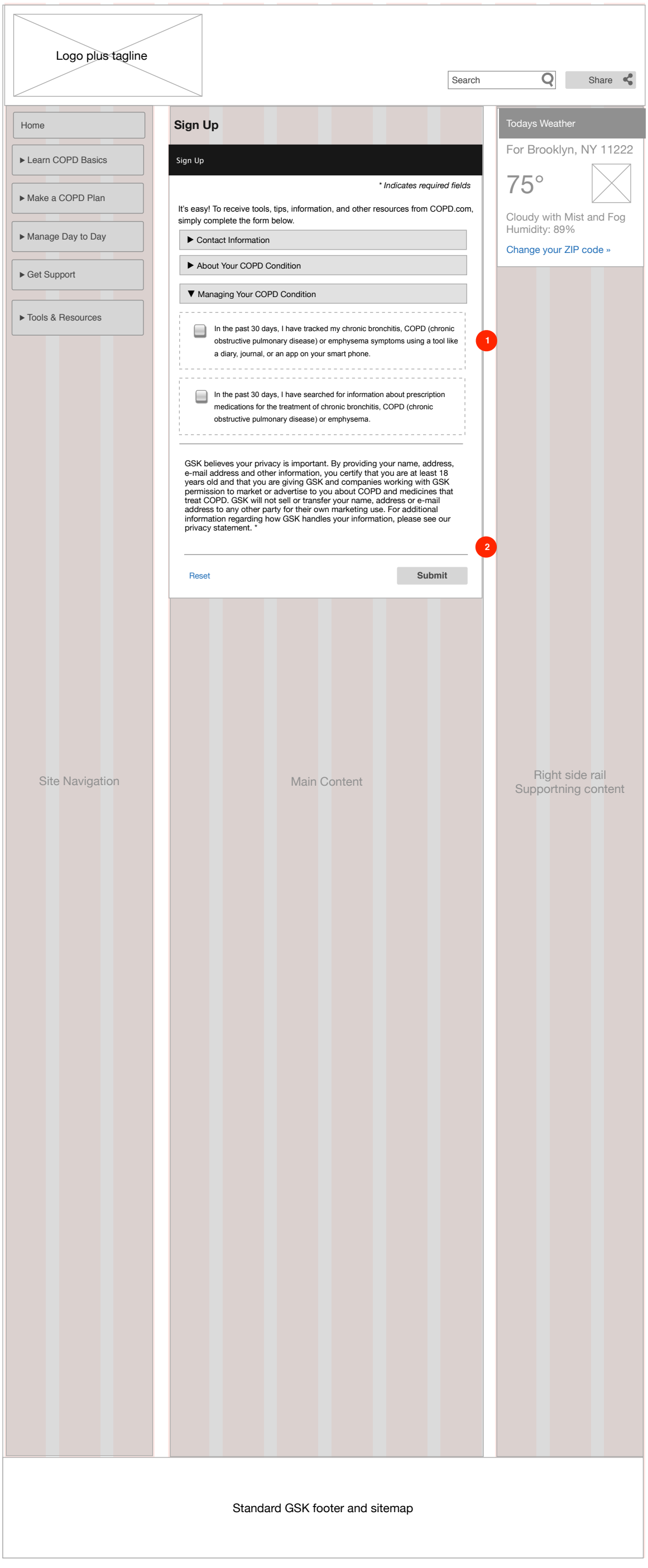
First segment of registration is a pre-qualifying form. Use standard GSK form validation treatment when needed.

01_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.

Proposed Registration - COPD 4



0.1

Sign Up

Design Annotations:

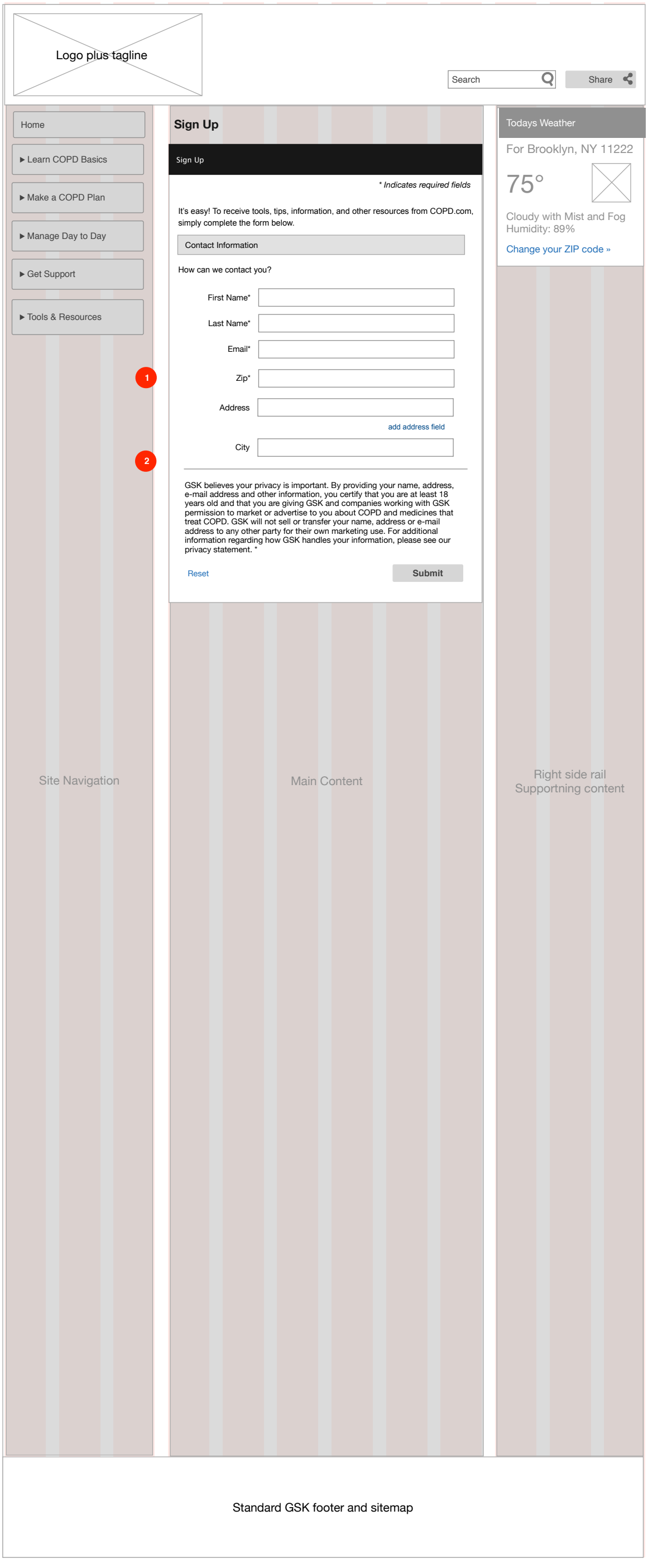
General Observations:

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

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

02_User must certify age before Submit button is active.

Proposed Registration - No COPD



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.

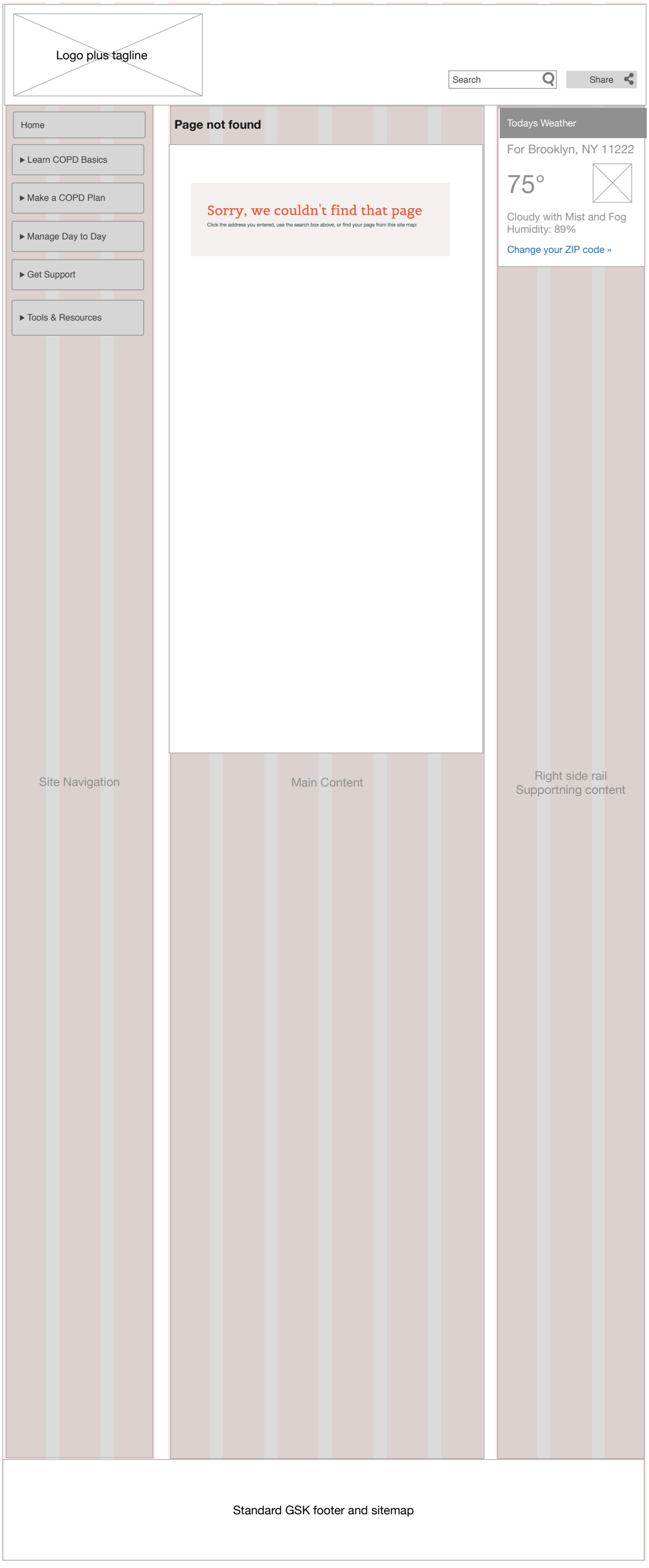
01_User can choose to add physical address.

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

Page not found

0.4

Page not found



Design Annotations:

General Observations:

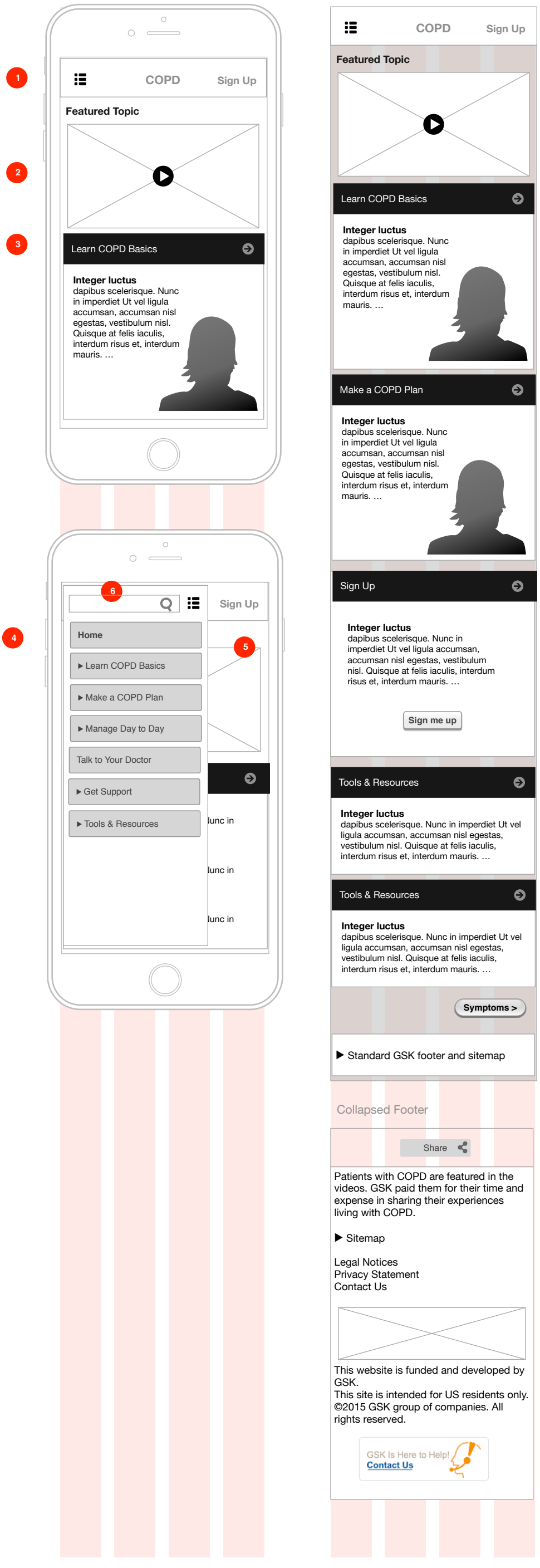
Standard 404 error treatment

Mobile Wireframes

fluid design 320 to 640 pix

Disclaimer: This wireframe does not represent the visual design.

M-Home



0.0

Home

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

Share

8

Patients with COPD are featured in the videos. GSK paid them for their time and expense in sharing their experiences living with COPD.

▼ Sitemap

Home

Learn COPD Basics
- Symptoms
- Diagnosis
- Exacerbations

Make a COPD Plan
- Follow Your Plan
- Treatment Options
- Smoking

Manage Day to Day
- Nutrition
- Pulmonary Rehab
- Exercise
- Activities
- Sleep & Rest

Doc Talk

Get Support
- Where to Find Help
- Improving Relationships
- Caregiver Support

Tools & Resources
- Take One Step
- COPD Checklist

Legal Notices
Privacy Statement
Contact Us

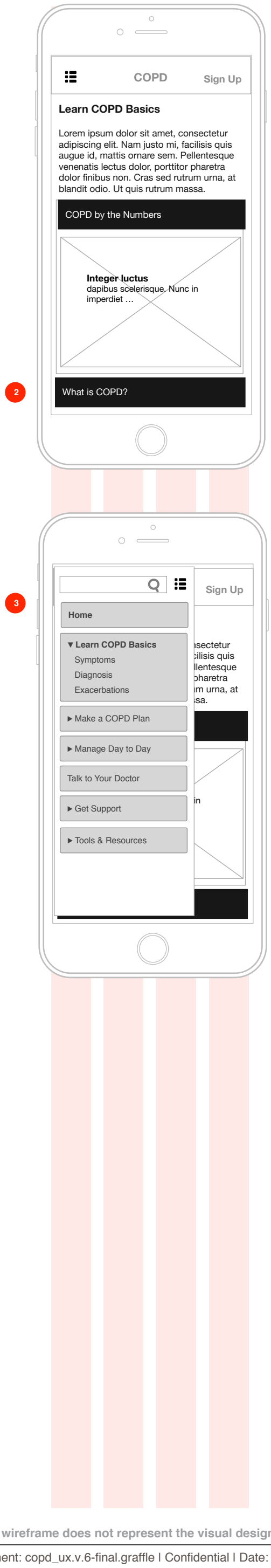
This website is funded and developed by GSK.
This site is intended for US residents only.
©2015 GSK group of companies. All rights reserved.

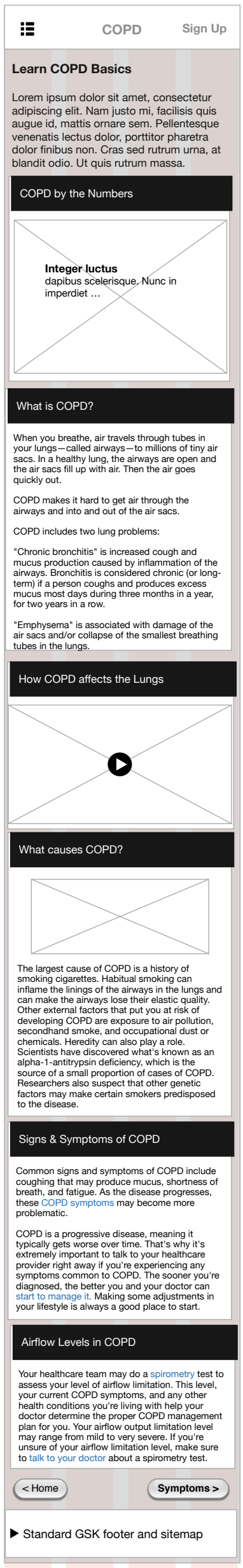
GSK Is Here to Help!
Contact Us

Disclaimer: This wireframe does not represent the visual design.

M-Learn COPD Basics

1.0
Learn COPD Basics





5

Alternate Module Version

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.

Disclaimer: This wireframe does not represent the visual design.

M-Symptoms

1.1

Symptoms

Design Annotations:

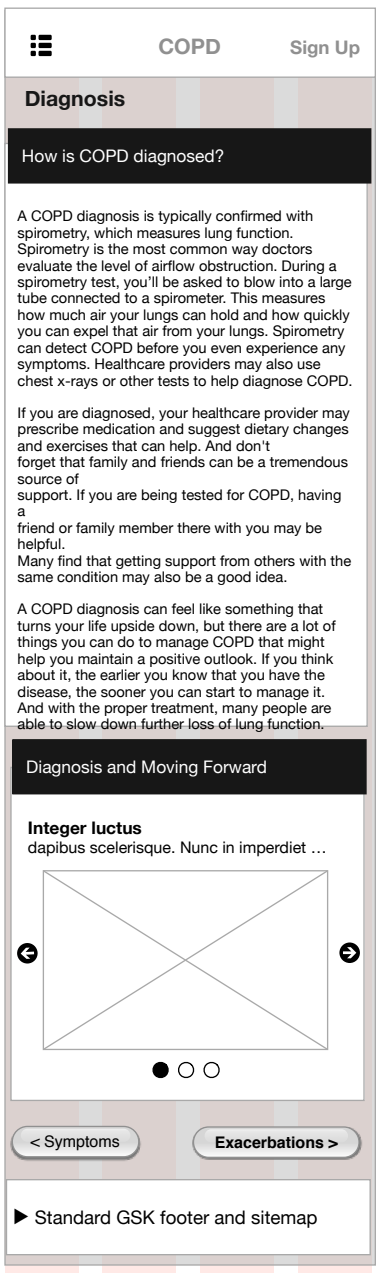
General Observations:

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.

M-Diagnosis



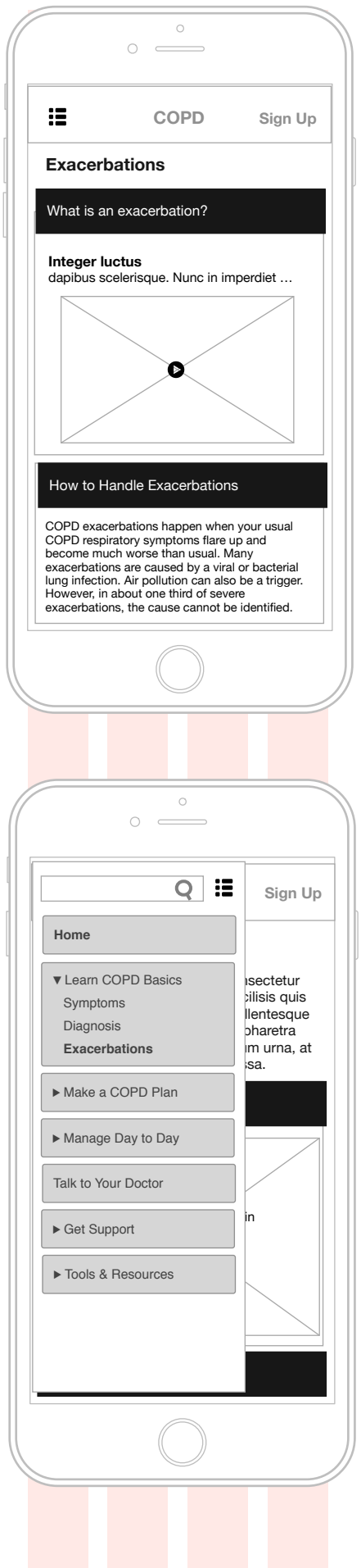
Design Annotations:

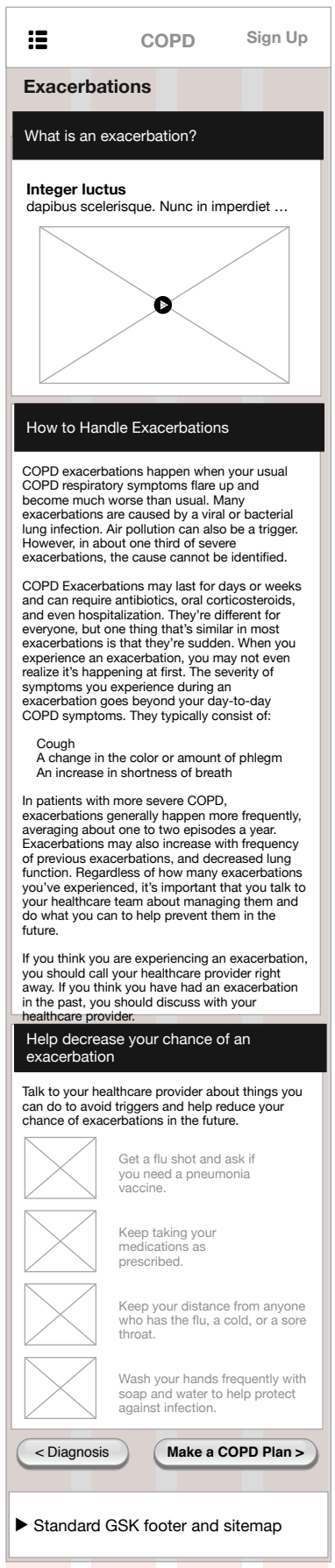
General Observations:

As in previous pages.

Disclaimer: This wireframe does not represent the visual design.

M-Exacerbations





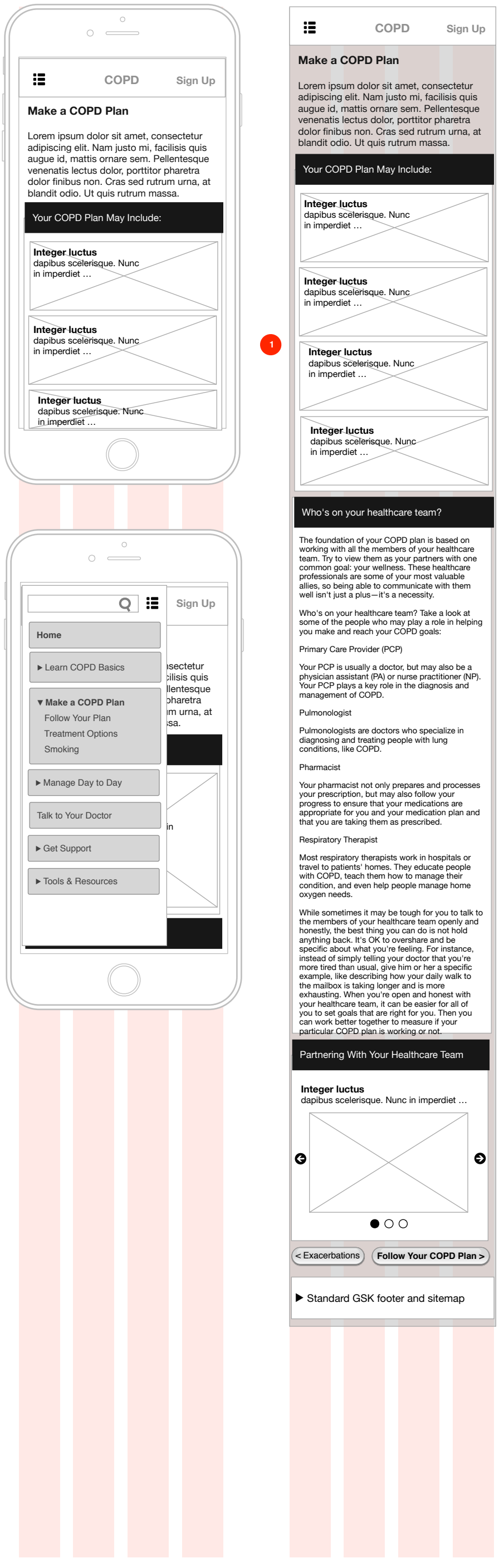
Design Annotations:

General Observations:

As in previous pages.

M-Make a COPD Plan

2.0
Make a COPD Plan



Design Annotations:

General Observations:

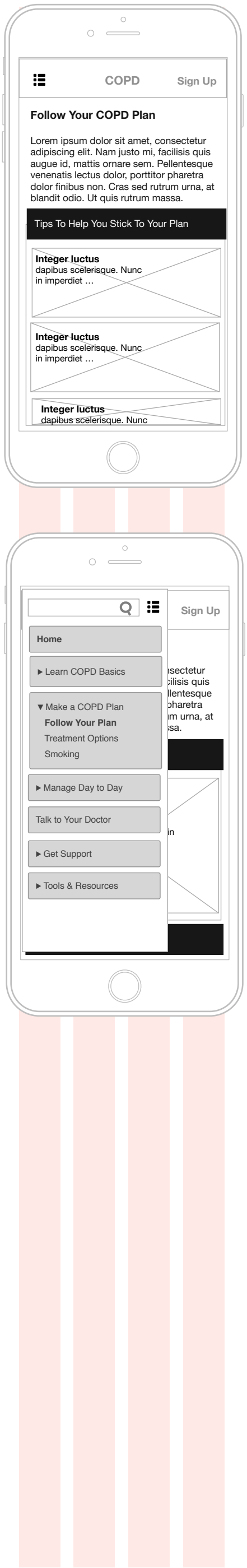
As in previous pages.

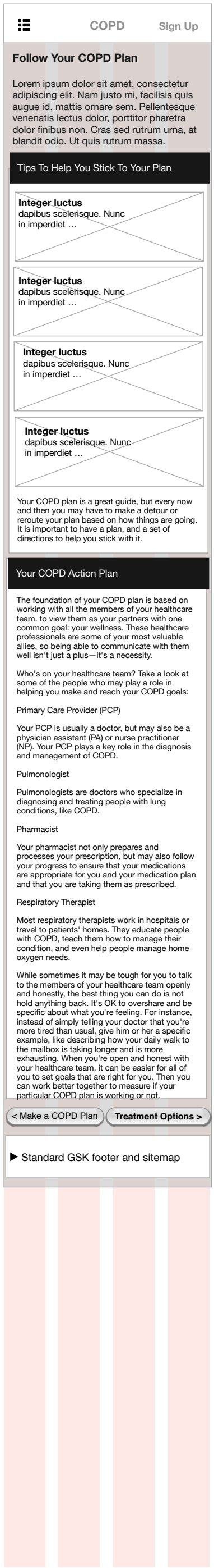
01_Review images for scalability.

M-Follow Your COPD Plan

2.1

Follow Your Plan



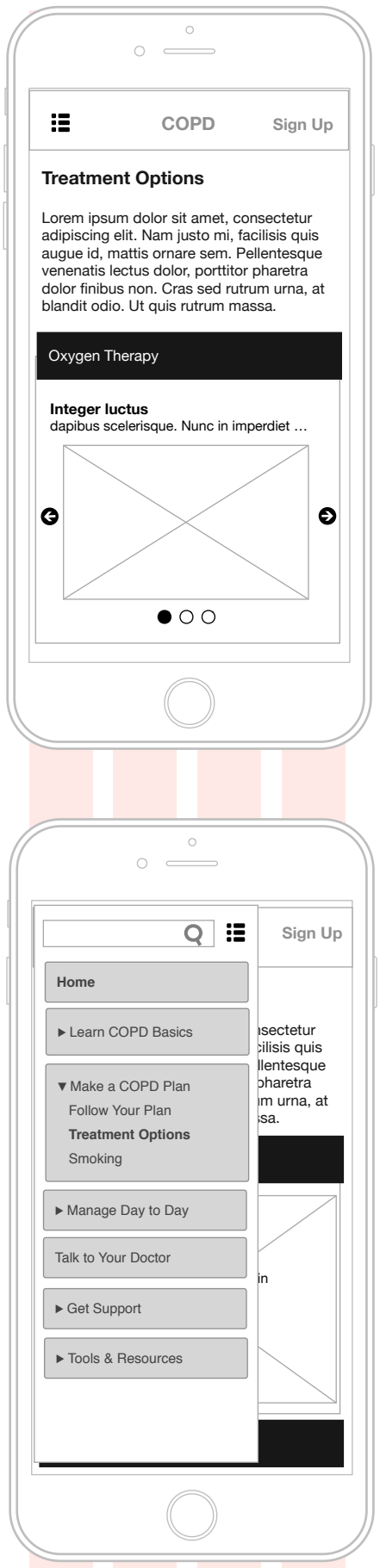


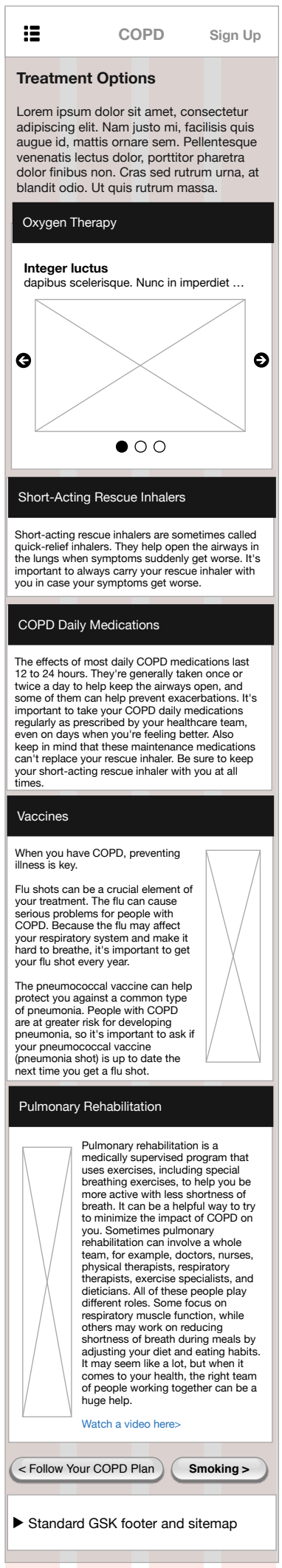
Design Annotations:

General Observations:

As in previous pages.

M-Treatment Options





1

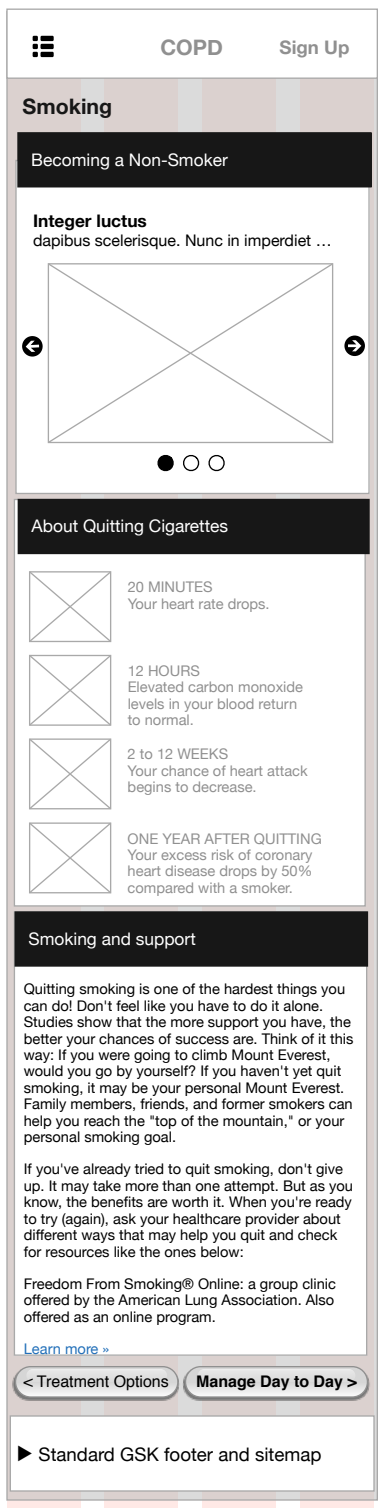
Design Annotations:

General Observations:

As in previous pages.

01_Review treatment of images.

M-Smoking

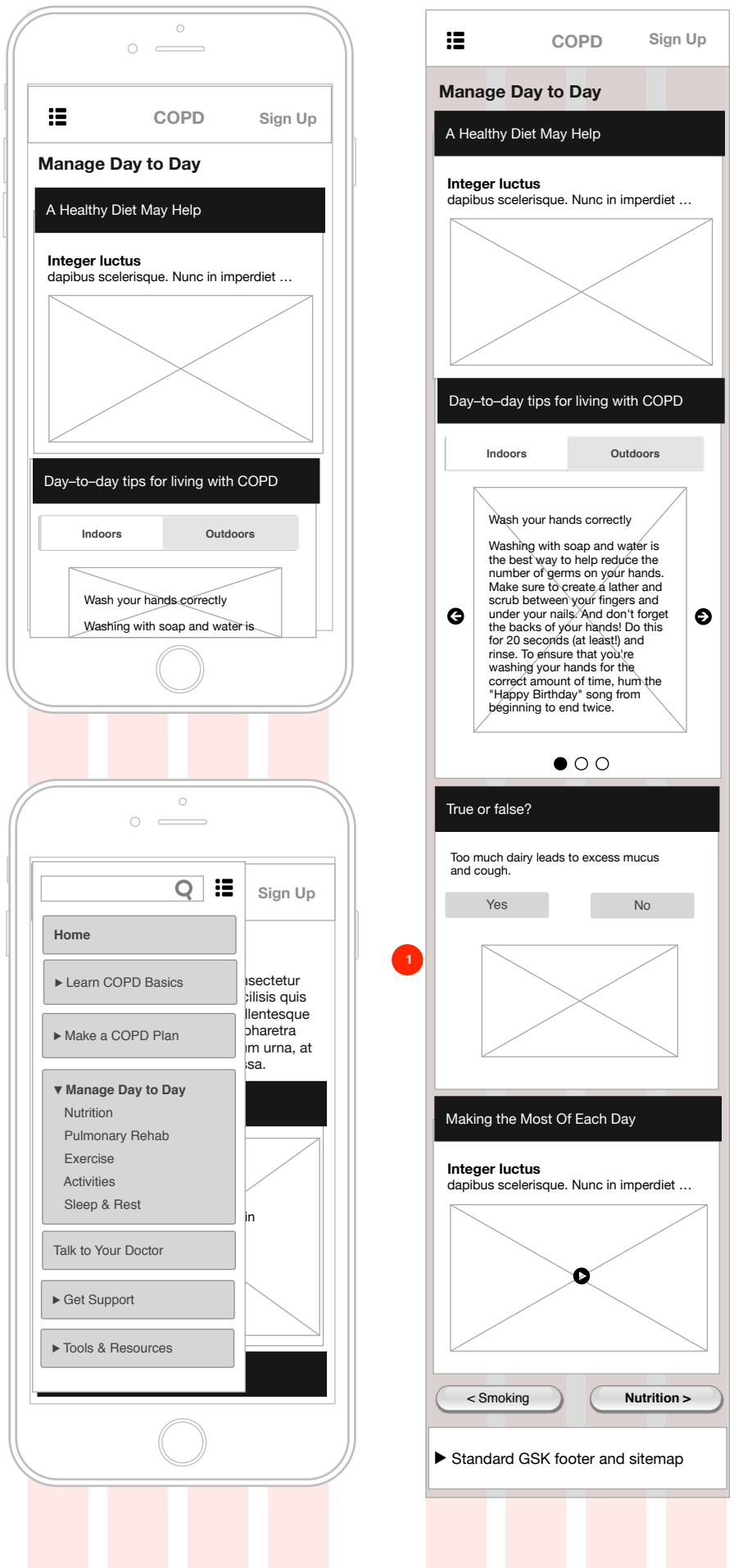


Design Annotations:

General Observations:

As in previous pages.

M-Manage Day to Day



Design Annotations:

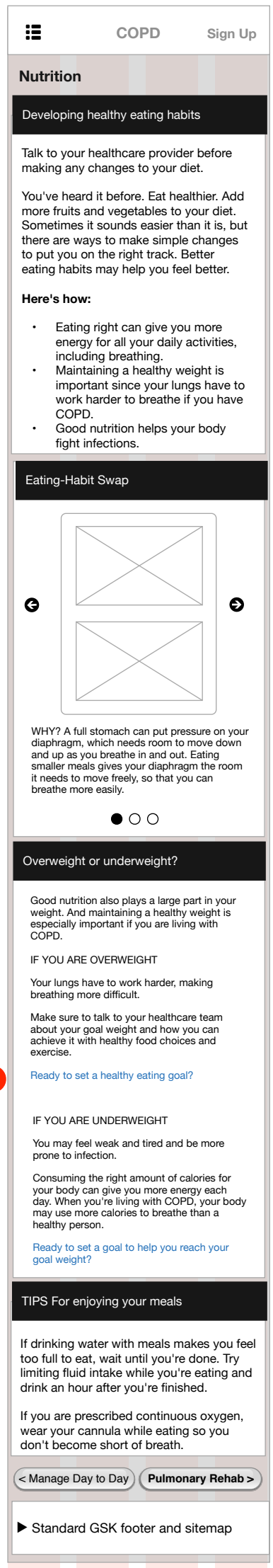
General Observations:

As in previous pages.

01_Review this module for scalability.

Disclaimer: This wireframe does not represent the visual design.

M-Nutrition



1

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).

M-Pulmonary Rehab

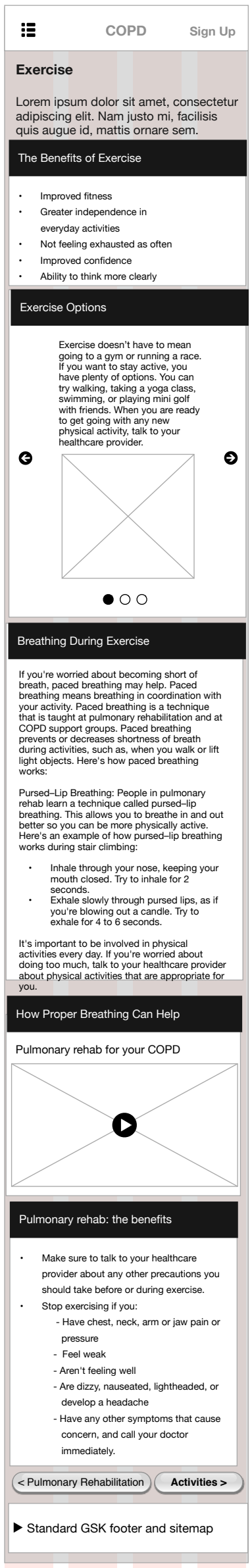
Design Annotations:

General Observations:

As in previous pages.

01_Triple tab replaced with accordion

M-Excercise



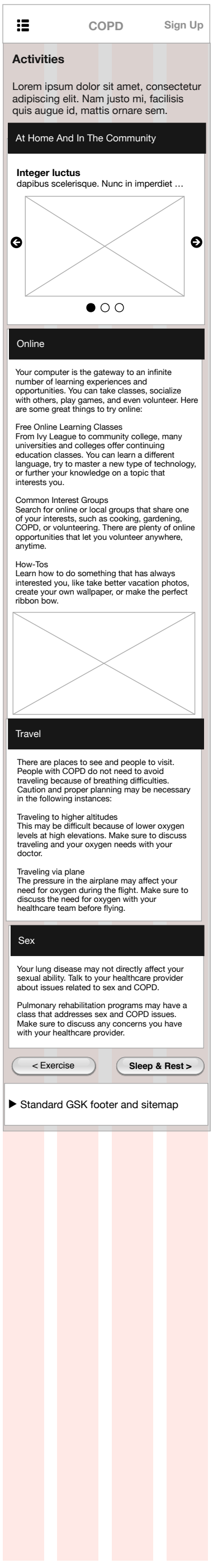
Design Annotations:

General Observations:

As in previous pages.

Disclaimer: This wireframe does not represent the visual design.

M-Activities

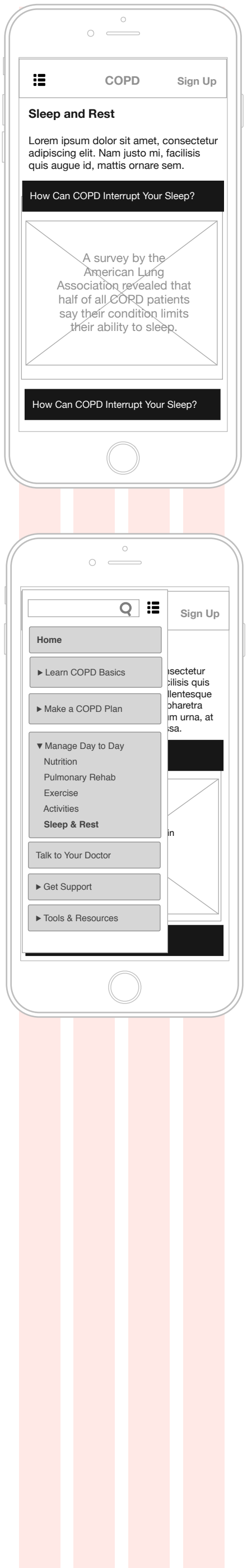


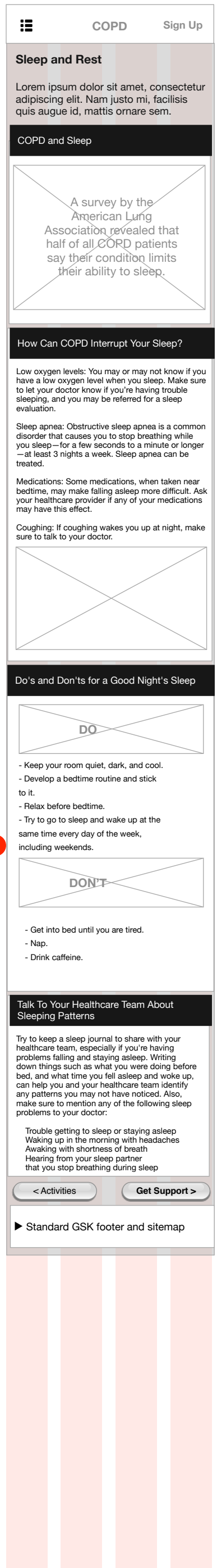
Design Annotations:

General Observations:

As in previous pages.

M-Sleep & Rest





1

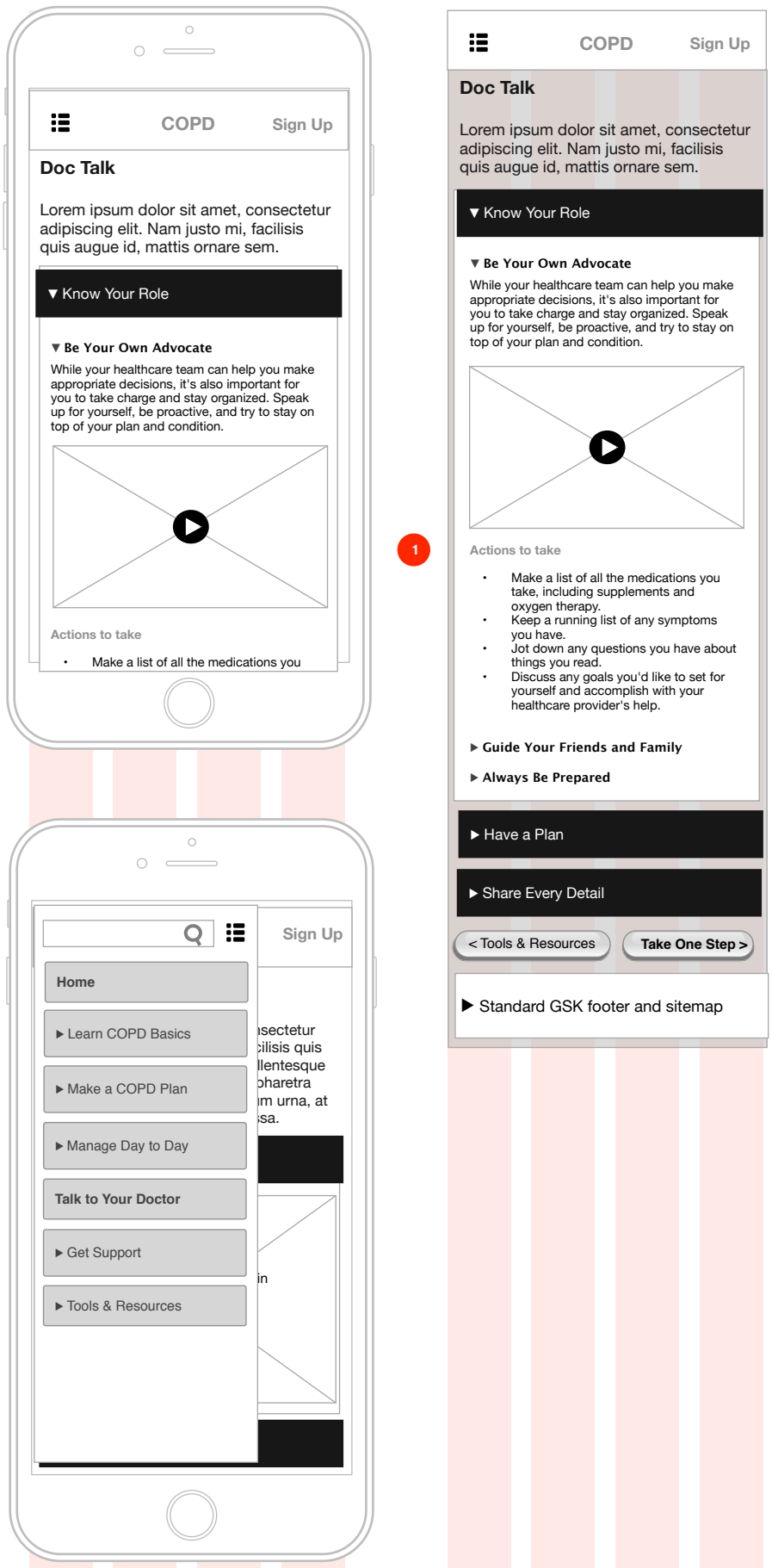
Design Annotations:

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.

M-Talk to Your Doctor



Design Annotations:

General Observations:

As in previous pages.

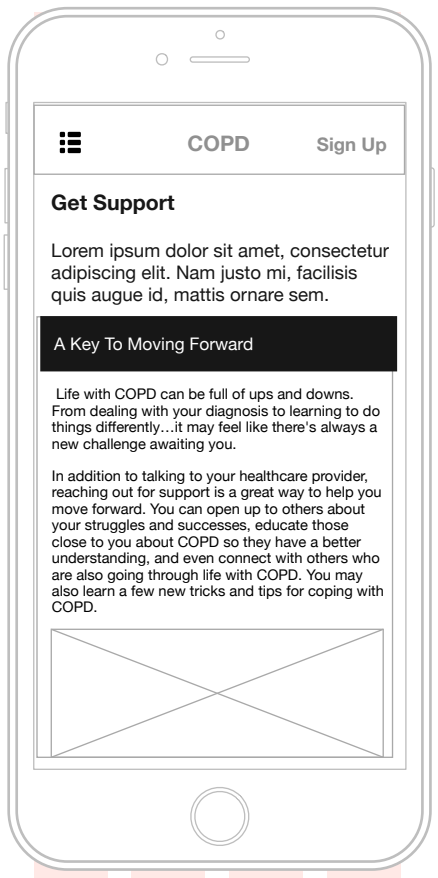
01_Tabs replaced by accordion.

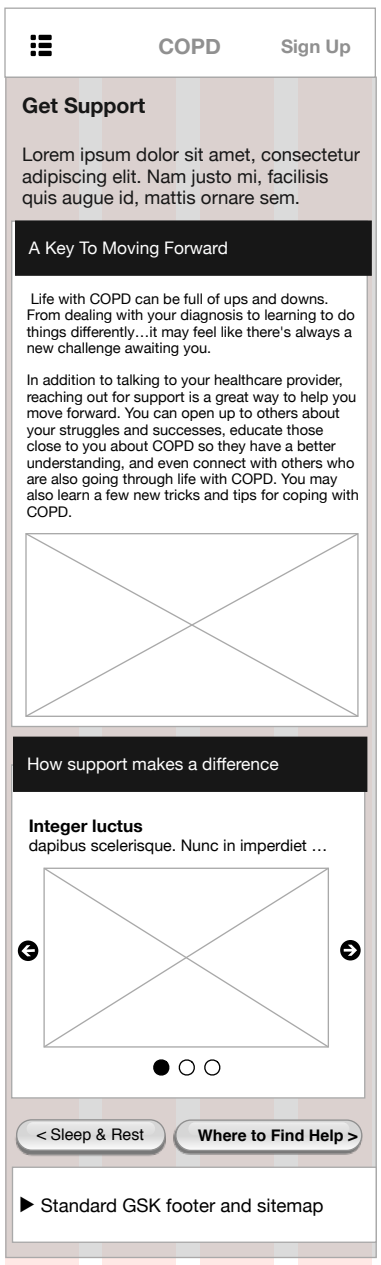
Disclaimer: This wireframe does not represent the visual design.

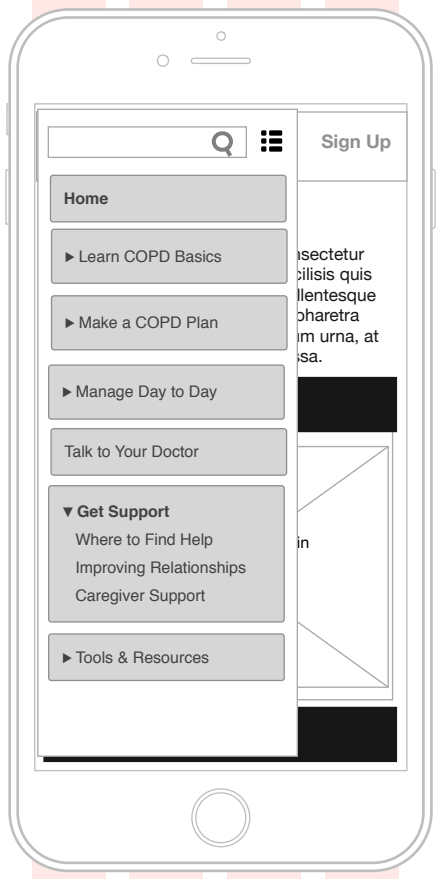
M-Get Support

5.0

Get Support







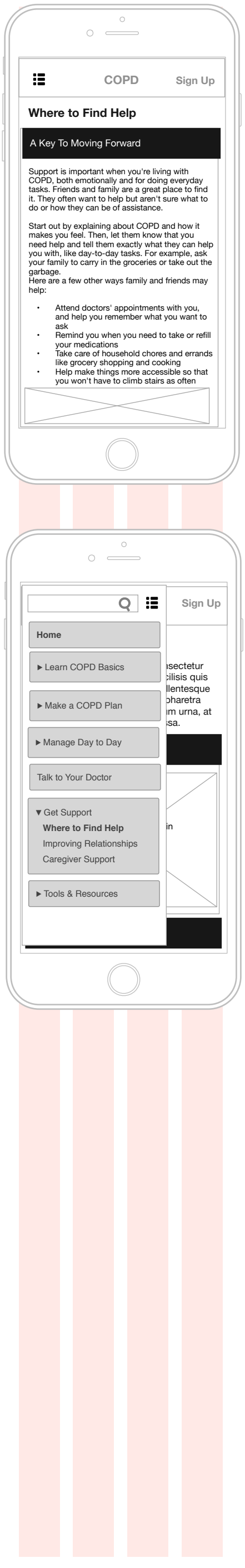
Design Annotations:

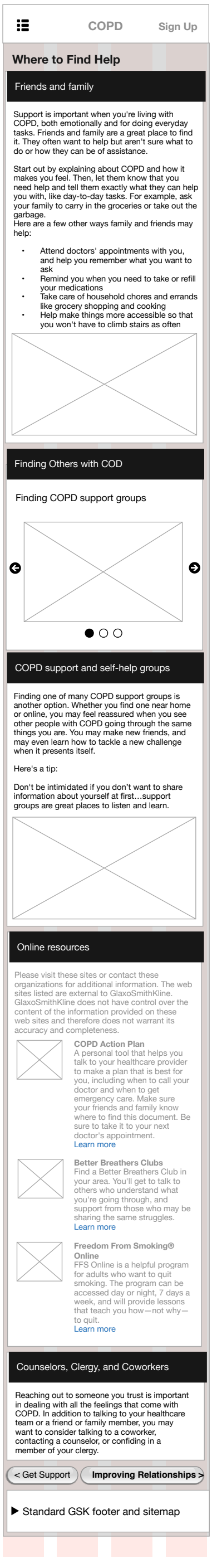
General Observations:

As in previous pages.

Disclaimer: This wireframe does not represent the visual design.

M-Where to Find Help





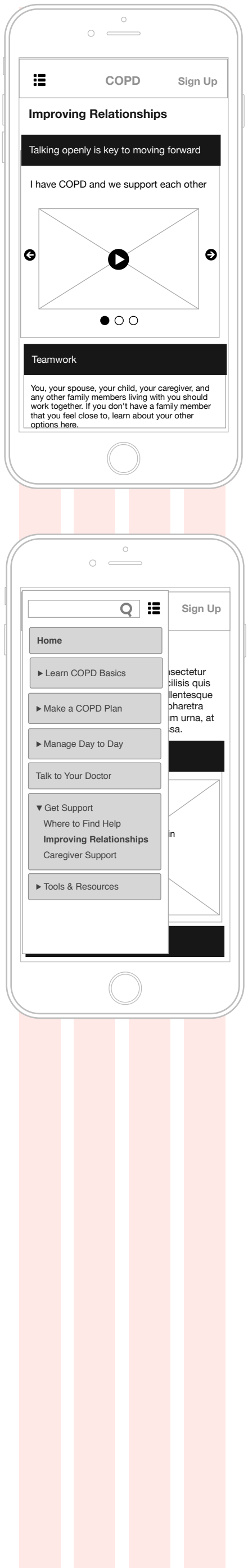
Design Annotations:

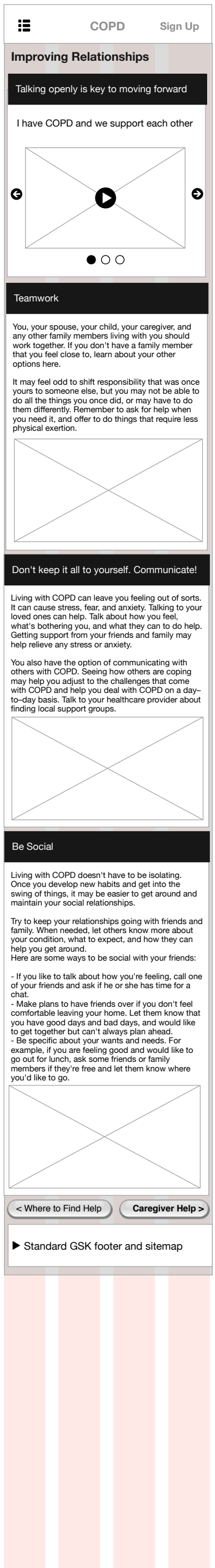
General Observations:

As in previous pages.

Disclaimer: This wireframe does not represent the visual design.

M-Improving Relationships





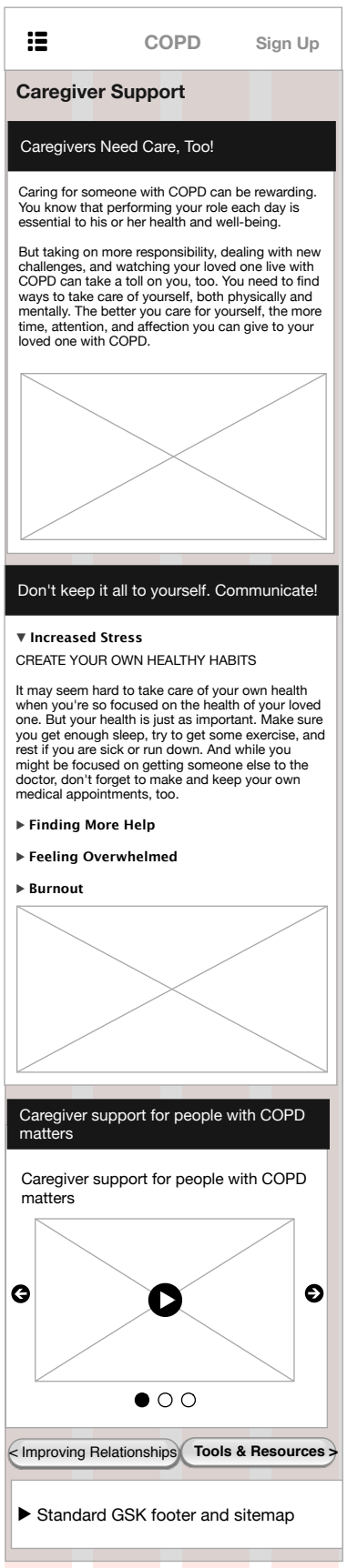
Design Annotations:

General Observations:

As in previous pages.

M-Caregiver Support

1



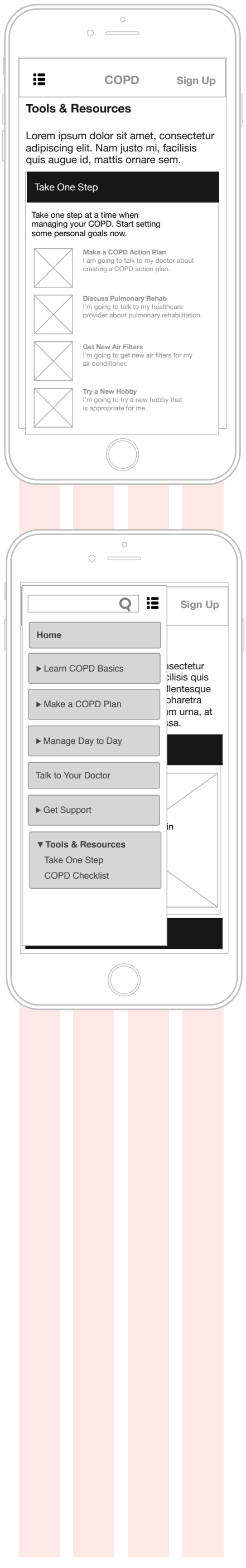
Design Annotations:

General Observations:

As in previous pages.

01_Tabs replaced with accordion.

M-Tools & Resources



Design Annotations:

General Observations:

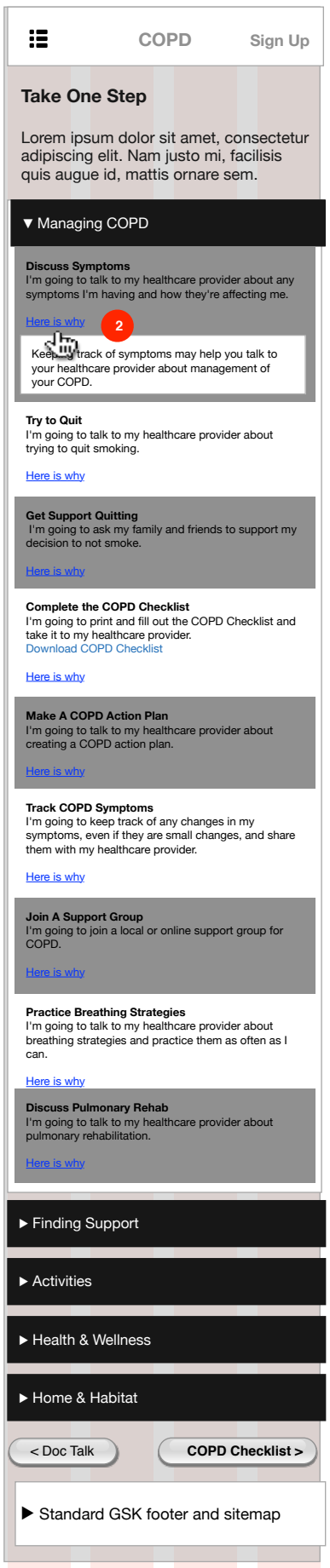
As in previous pages.

Disclaimer: This wireframe does not represent the visual design.

M-Take One Step

6.1
Take One Step

Version 1



1

Design Annotations:

General Observations:

As in previous pages.

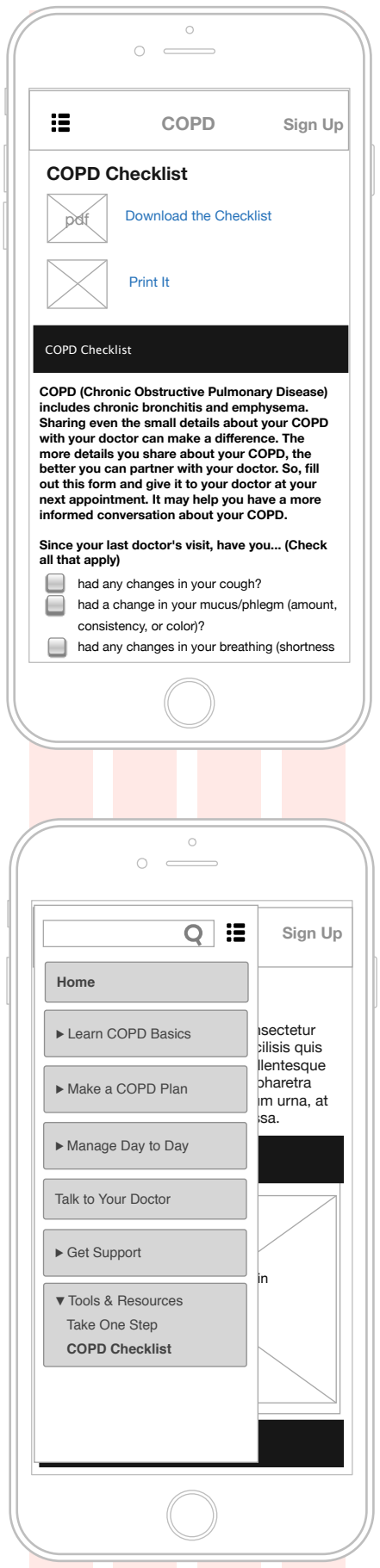
01_Removed right column (which is currently in the copd.com) as we don't have "My Page" functionality. We should also consider alternate treatment of tables to provide more real estate for content in mobile version.

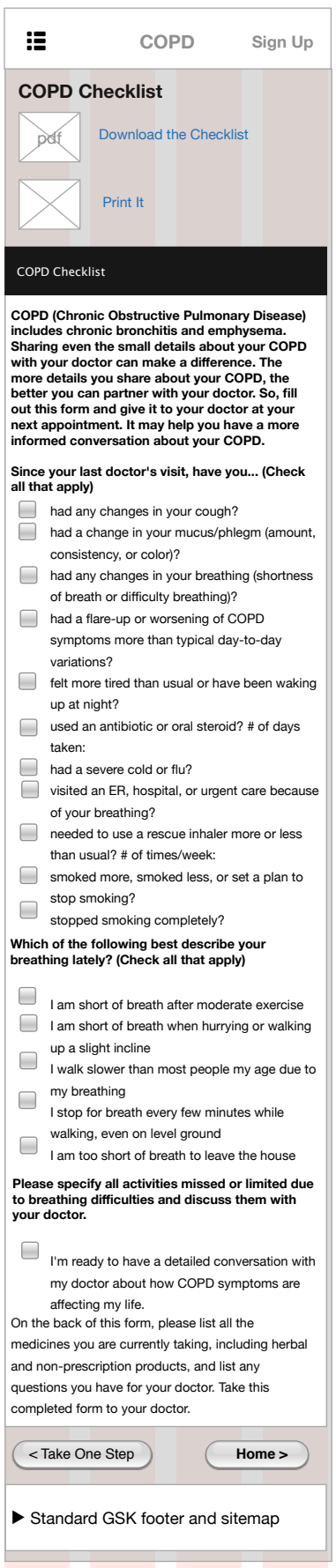
02_Clicking on the link reveals conten with "why" explanation .

M-COPD Checklist

6.2

COPD Checklist





Design Annotations:

General Observations:

As in previous pages.

M-Registration

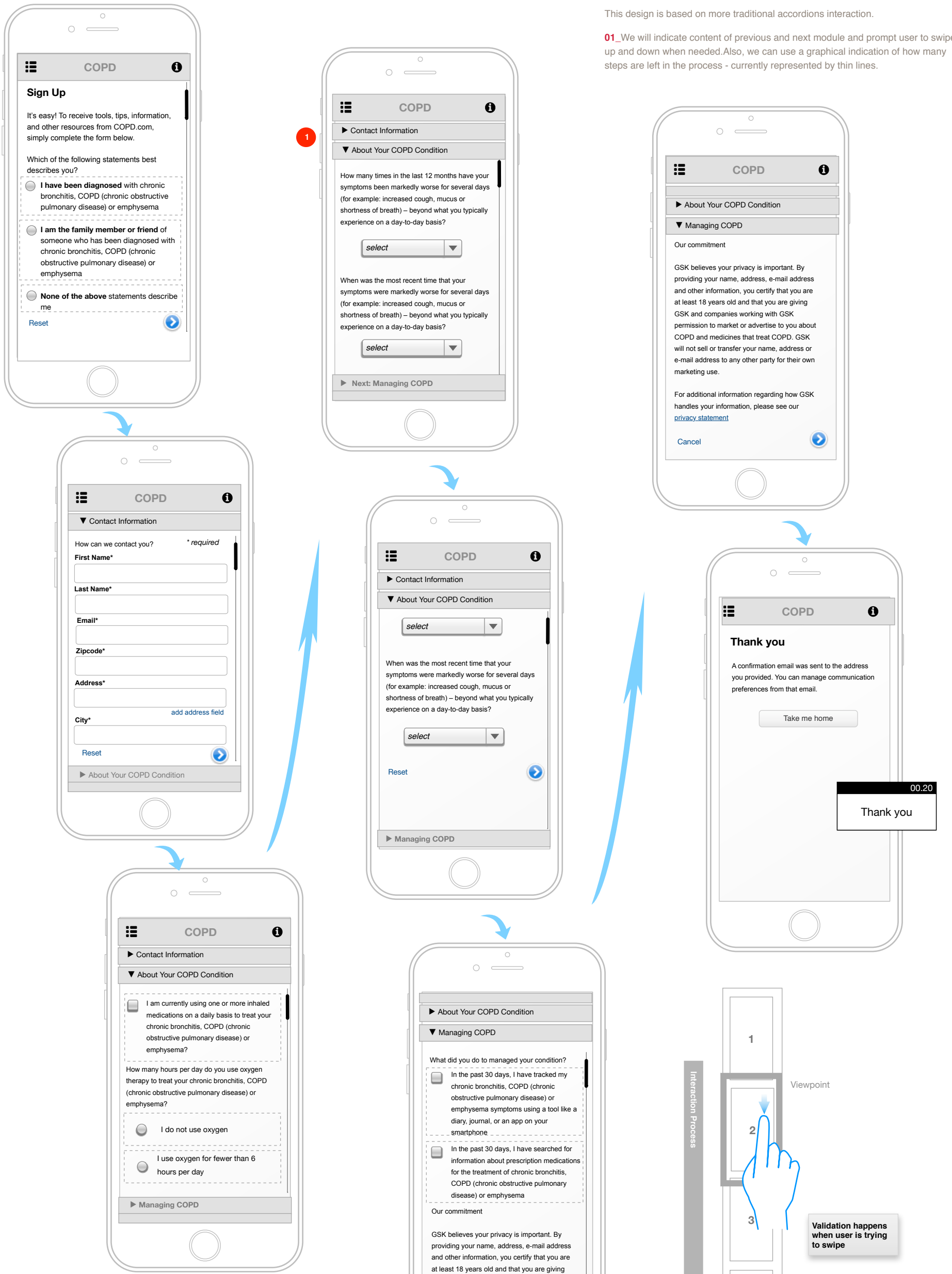
Design Annotations:

General Observations:

This design is based on more traditional accordions interaction.

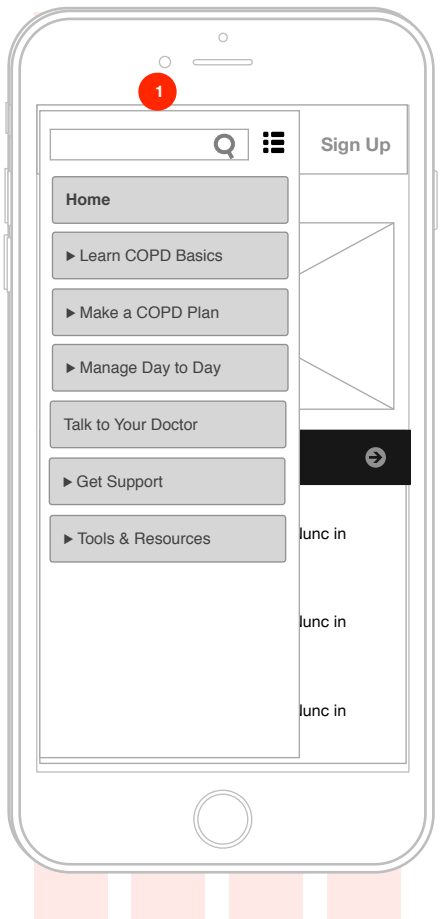
01_We will indicate content of previous and next module and prompt user to swipe up and down when needed.Also, we can use a graphical indication of how many steps are left in the process - currently represented by thin lines.

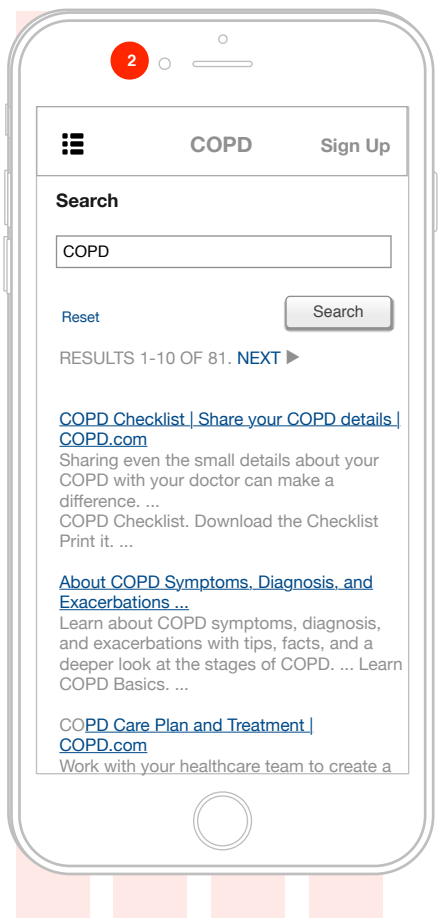
0.1
Sign Up

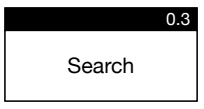


Disclaimer: This wireframe does not represent the visual design.

M-Search







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.

Disclaimer: This wireframe does not represent the visual design.

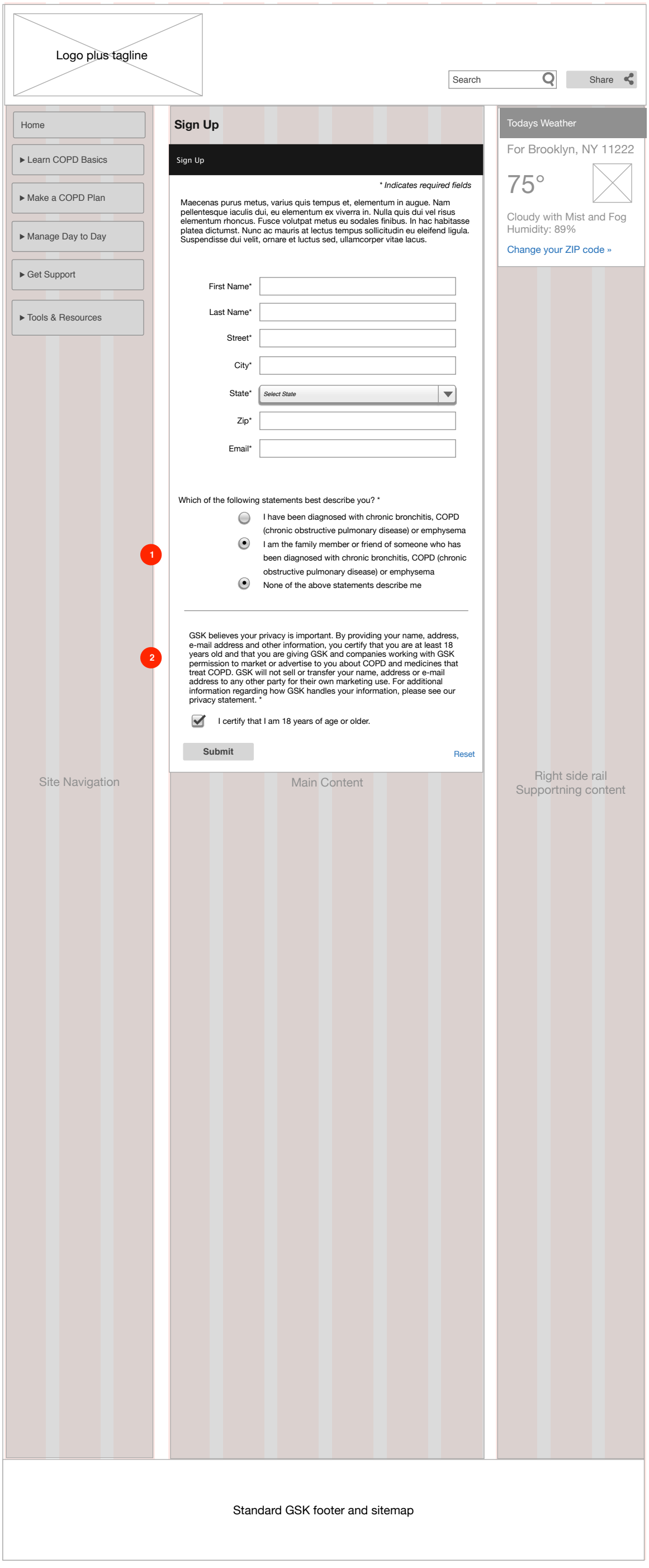
Thank you

Contact:
Pawel Tulin, UX Director
pawel.tulin@havasww.com

Ziya Danishmend, Director of Experience Design
ziya.danishmend@havasww.com

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

Registration - No COPD



Design Annotations:

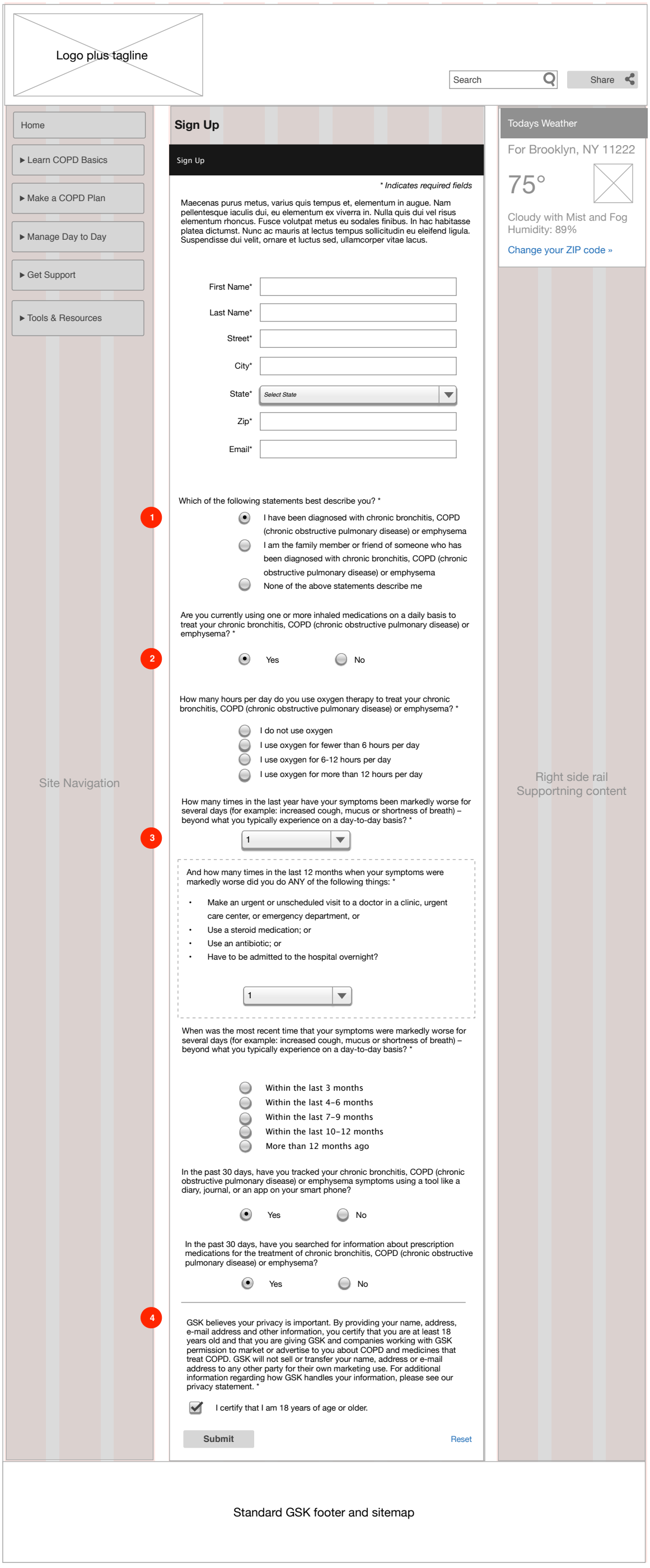
General Observations:

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



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.

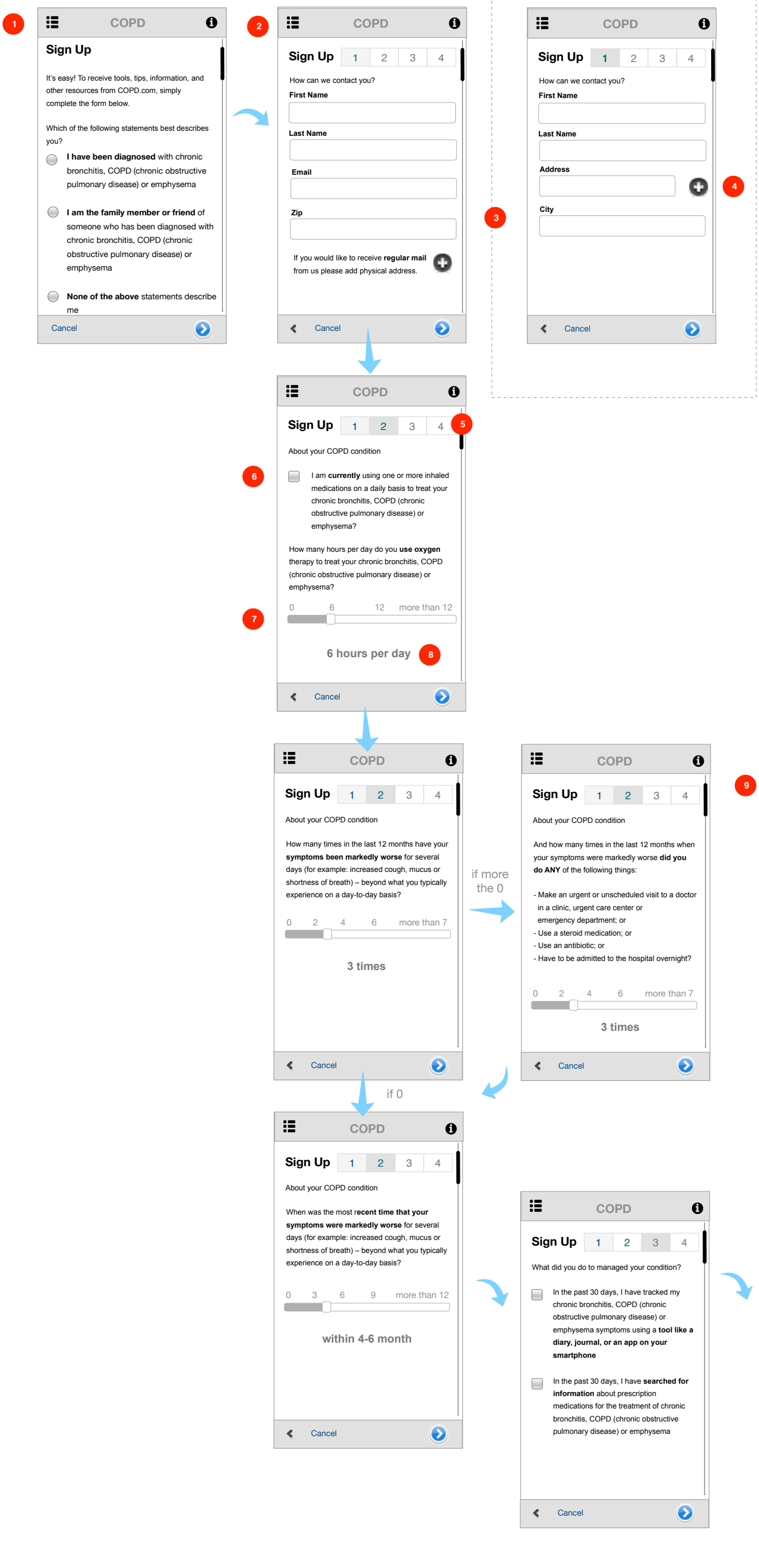
04_User must agree on T&C before form can be submitted.

Disclaimer: This wireframe does not represent the visual design.

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.

01_First question should not be a long form with contact information as this is know to impact conversions.

02_When collecting contact information we grabdually reveal more fields as needed by the user.

03_Clicking on the plus sign adds address section of the form

04_Adds additional address filed as needed.

05_Shows progress through the form.

06_In case of two radio buttons we use a checkbox.

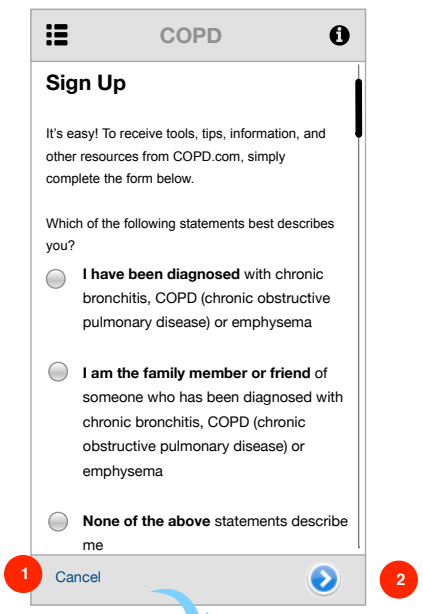
07_Multiple radio buttons were replaced with sliders.

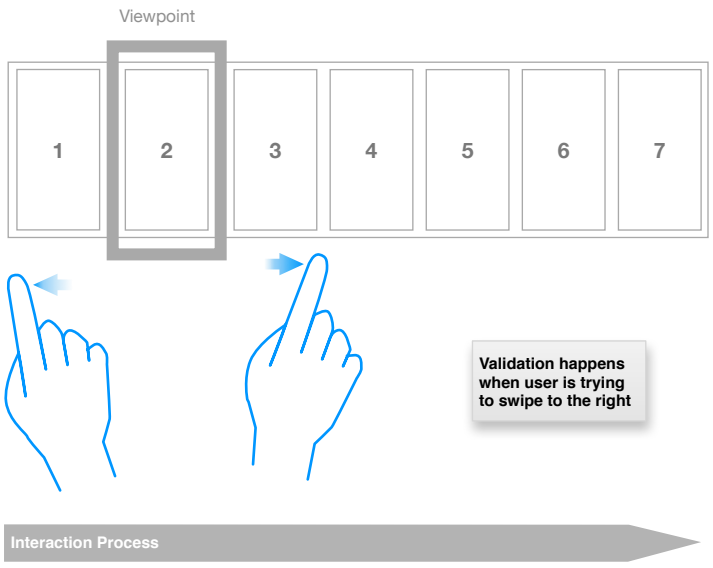
08_Current selection is indicated.

09_Based on user answers additional questions can be inserted.

Disclaimer: This wireframe does not represent the visual design.

Content Panels





Design Annotations:

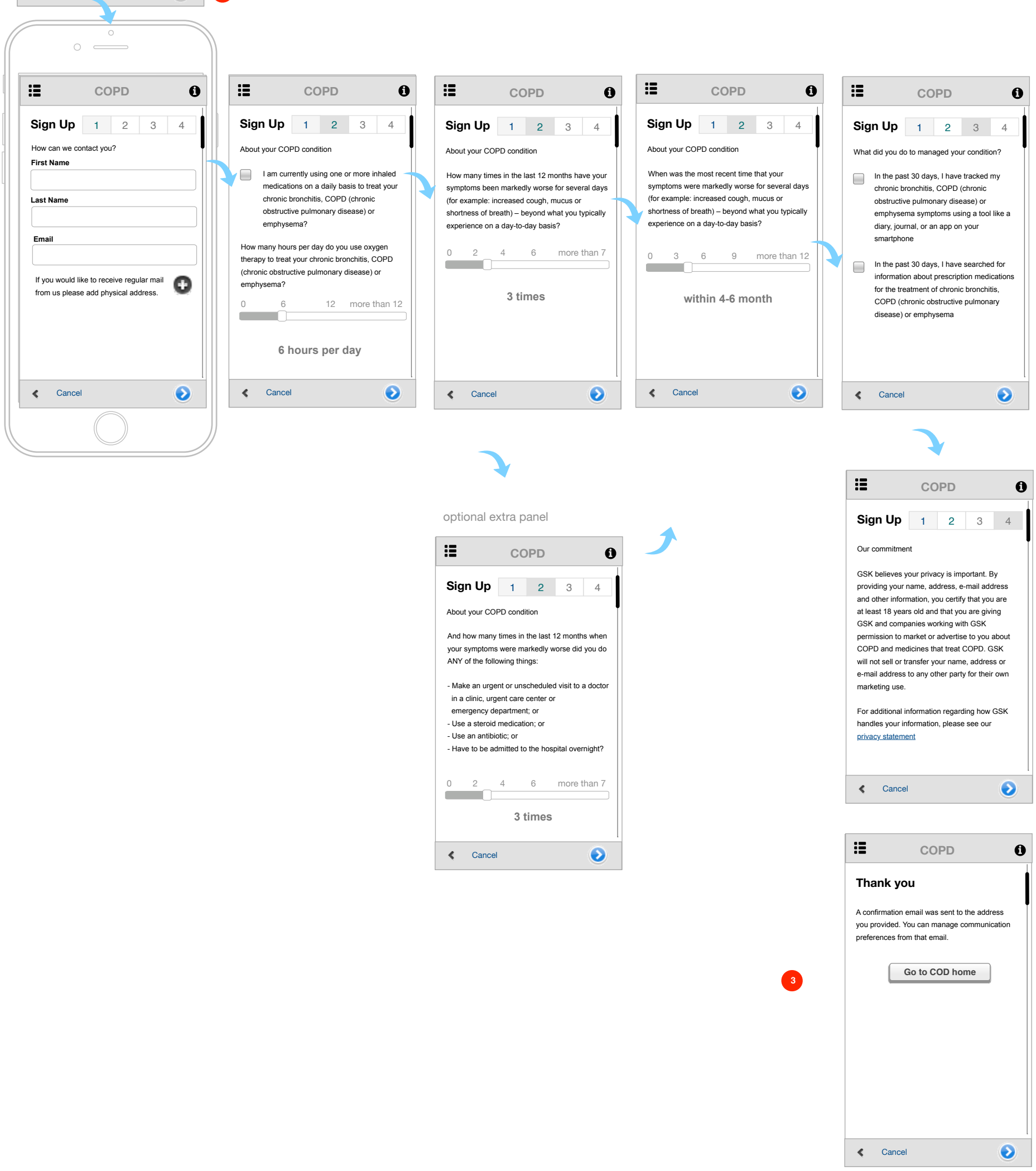
General Observations:

This design is based on left/right swipe. We can build in validation for required fields before allowing user to move to the next page.

01_Cancel takes user to the homepage.

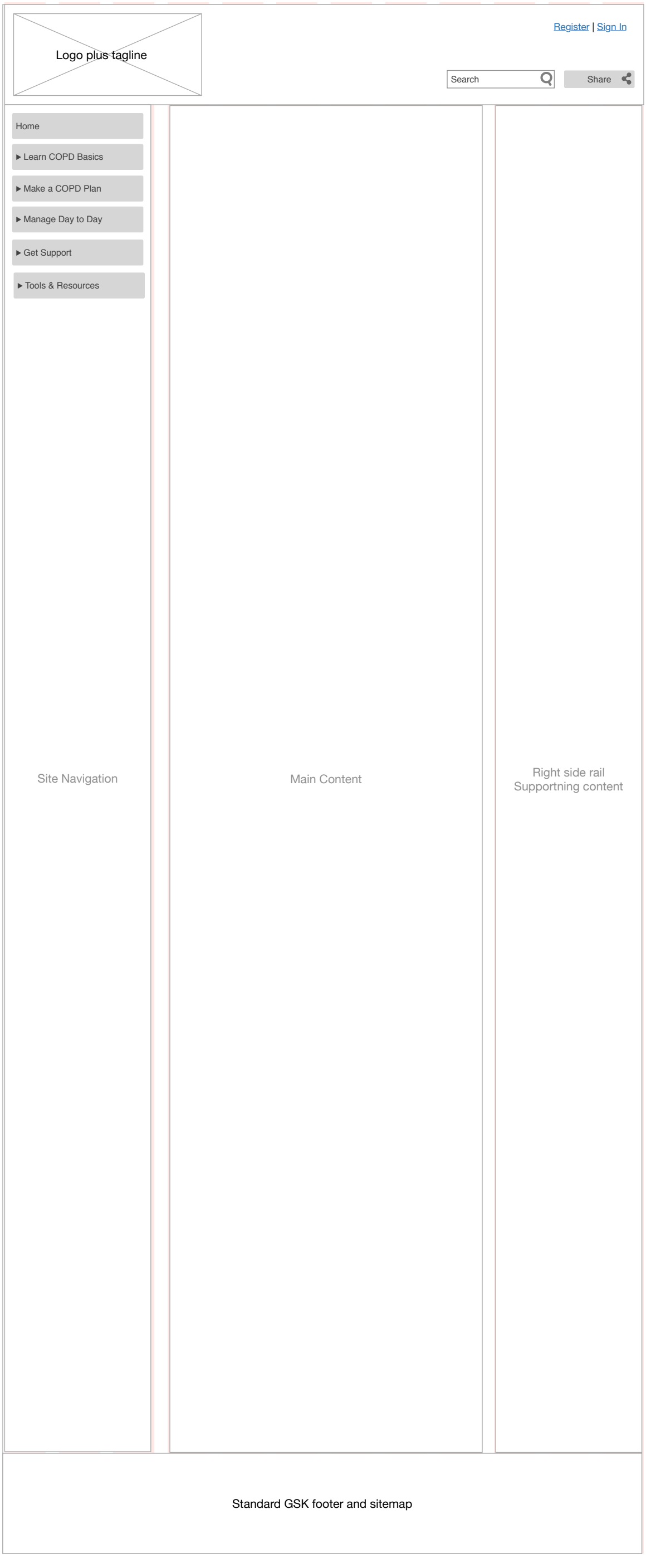
02_There will be visual clues for a required action prompting user to swipe to the right.

03_A confirmation page will have a mechanism to return user to the main website.



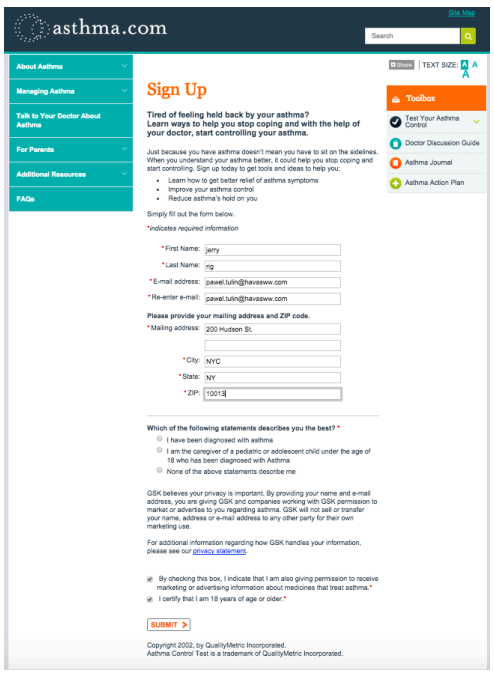
Disclaimer: This wireframe does not represent the visual design.

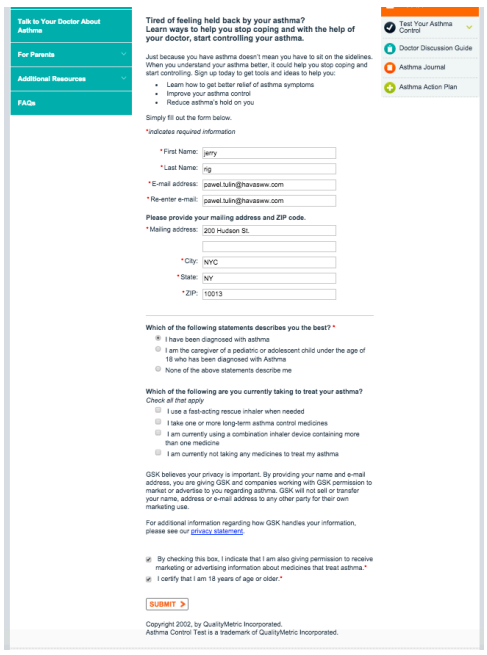
grid structure

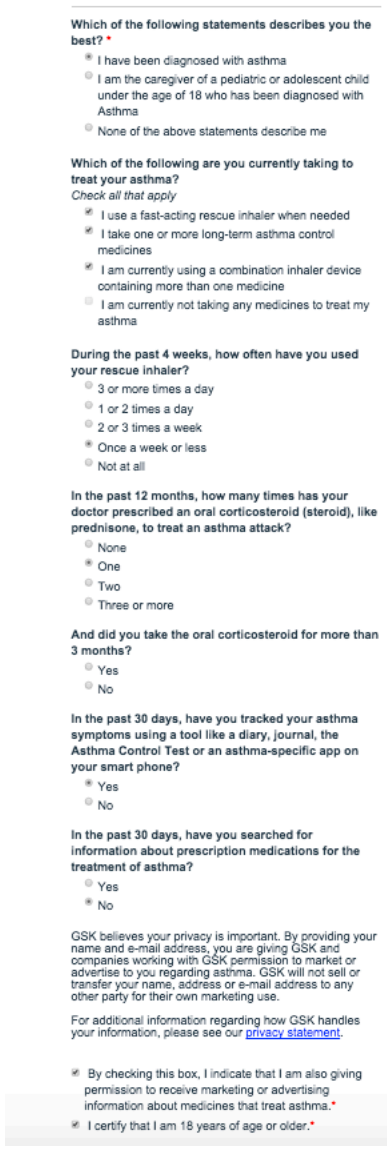


12 column template

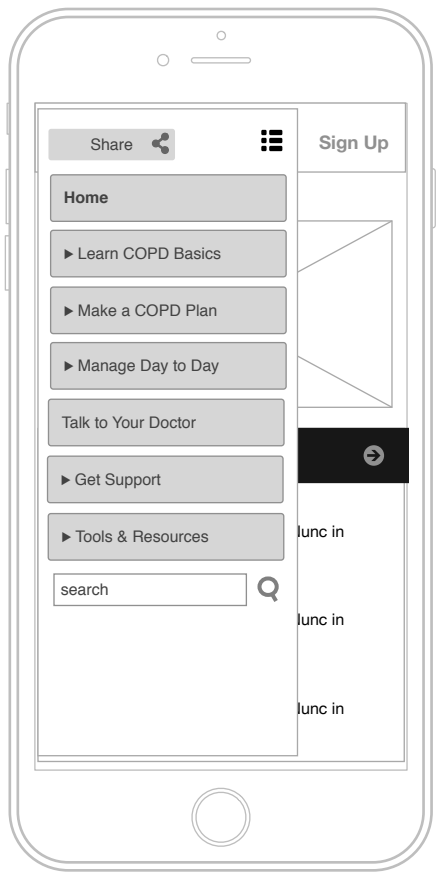
12 column template 2

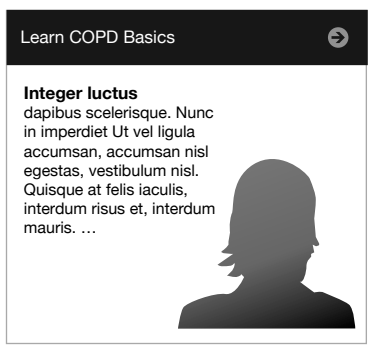






Canvas 60


Share
Sign Up
Home
▶ Learn COPD Basics
▶ Make a COPD Plan
▶ Manage Day to Day
Talk to Your Doctor
▶ Get Support
▶ Tools & Resources
search
lunc in
lunc in
lunc in


Learn COPD Basics
Integer luctus
dapibus scelerisque. Nunc in imperdiet Ut vel ligula accumsan, accumsan nisl egestas, vestibulum nisl. Quisque at felis iaculis, interdum risus et, interdum mauris. …

COPD
Sign Up
Featured Topic
Topic 1
Learn COPD Basics
Integer luctus
dapibus scelerisque. Nunc in imperdiet Ut vel ligula accumsan, accumsan nisl egestas, vestibulum nisl. Quisque at felis iaculis, interdum risus et, interdum mauris. …