

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

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GSK Device Breakpoints – Desktop and Smartphone

Redesign for two breakpoints rather than three – Desktop and Smartphone

Rationale:

- Cuts design and production time for tablet-specific breakpoint by over 1/3
- 960 px width will scale down nicely for tablet on horizontal
- 640 px 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.

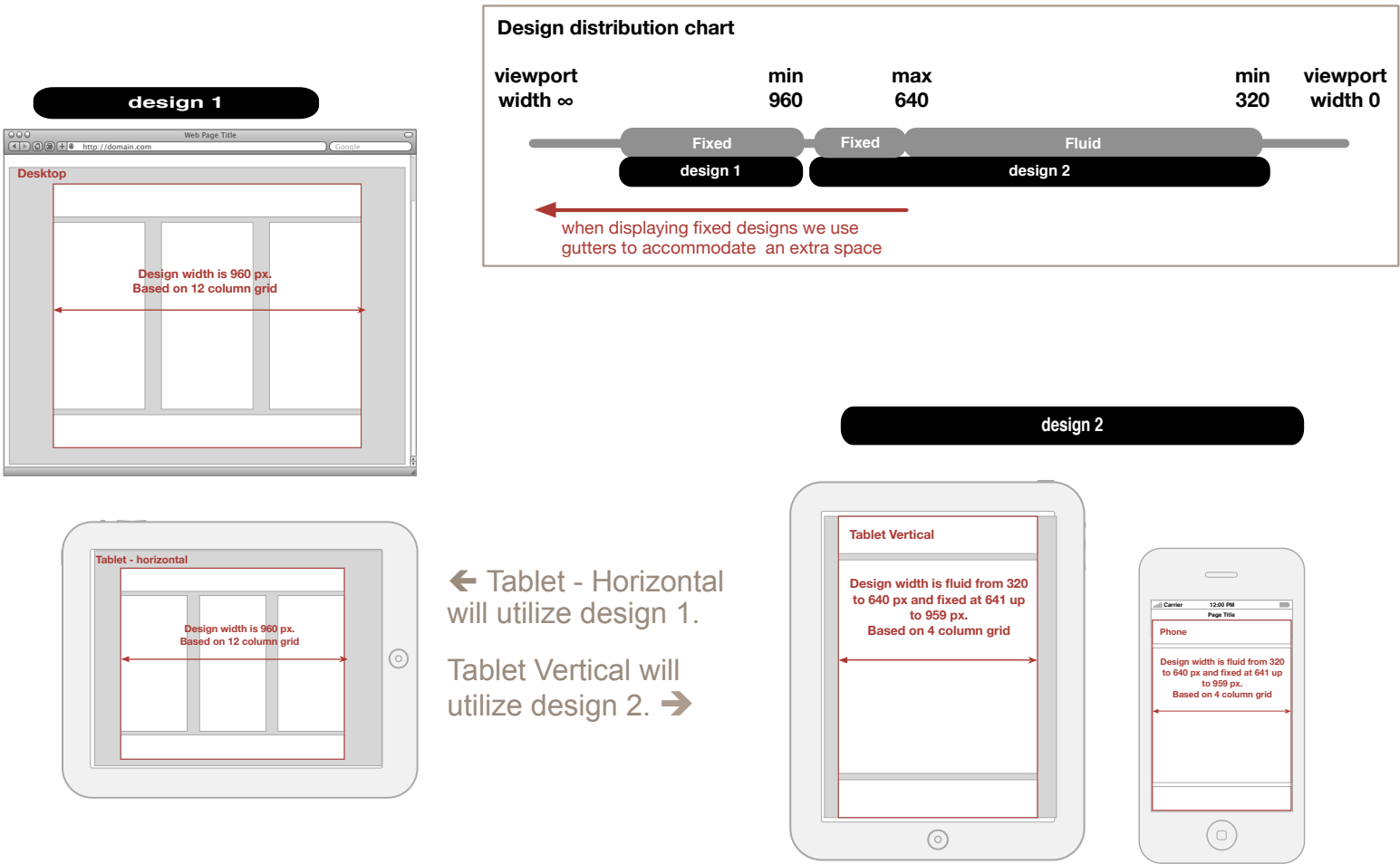
Aligned Voices Recommended Template Specs

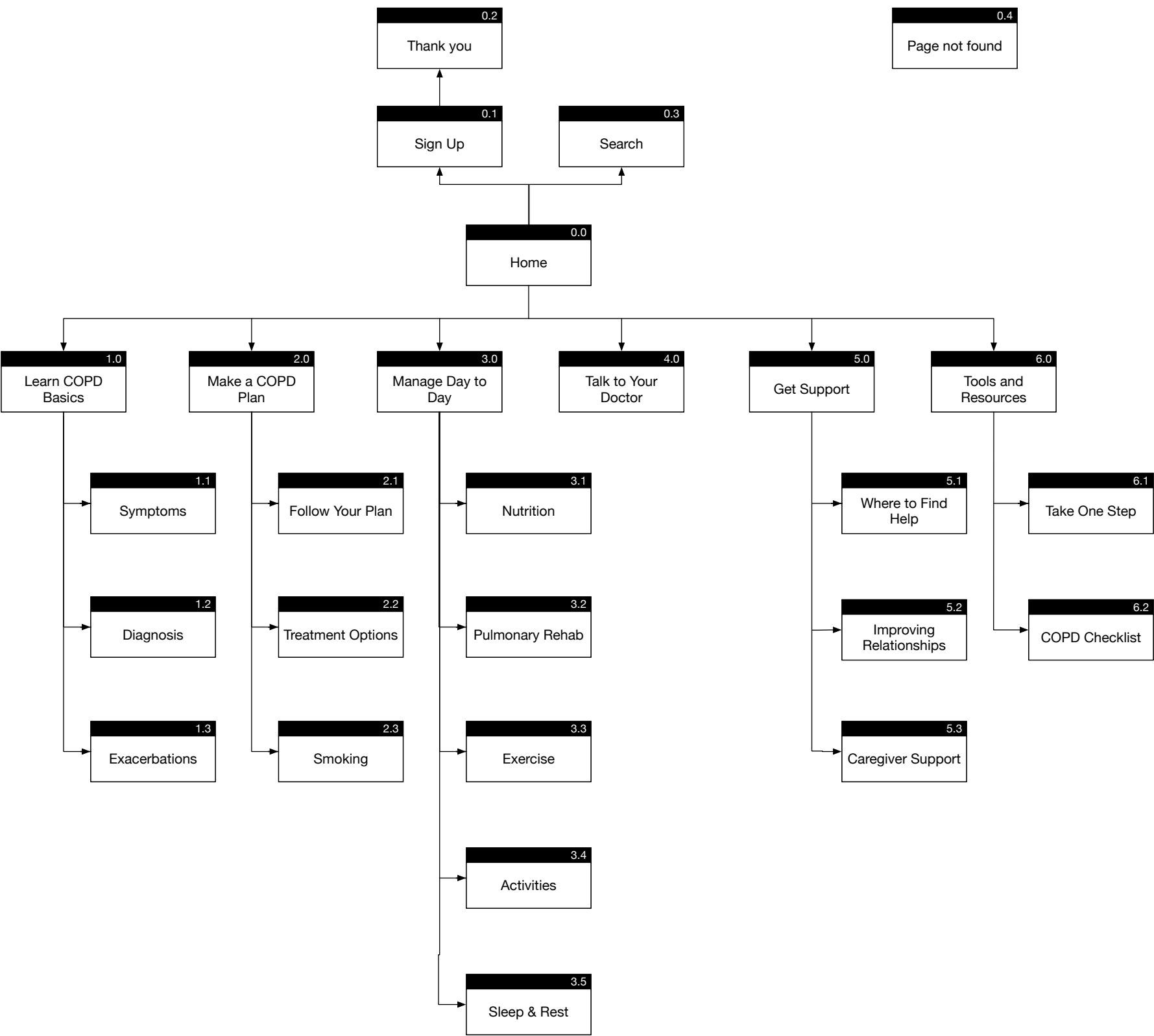
Desktop and Tablet (Landscape) ≥ 960 pixels

Tablet (Portrait) 768-959 pixels

Smartphone (Portrait) ≤ 767 pixels

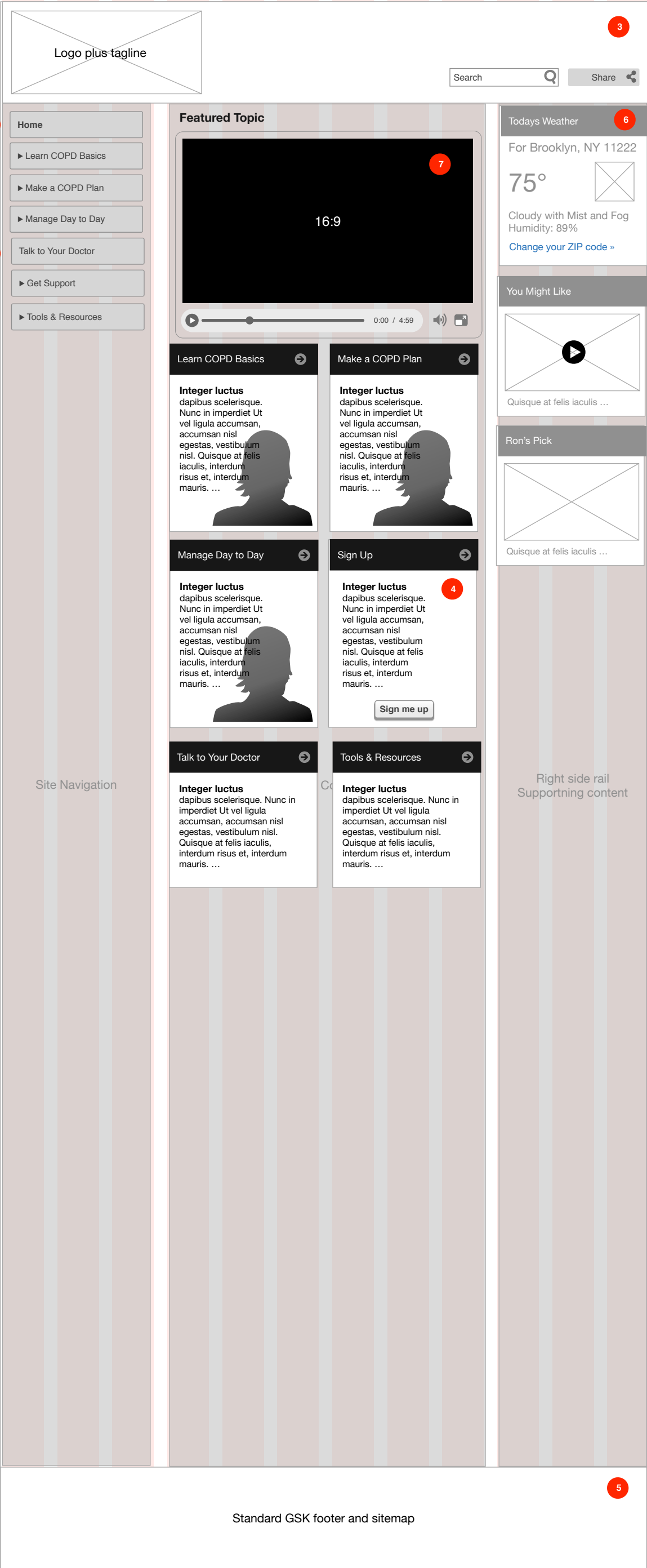
The actual content used on a page will determine whether all breakpoints are needed.





Desktop Wireframes

fixed design at 960 pix



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.

Logo plus tagline

Search

Share

Home

▼ Learn COPD Basics

Symptoms

Diagnosis

Exacerbations

► Make a COPD Plan

► Manage Day to Day

Talk to Your Doctor

► Get Support

► Tools & Resources

Learn COPD Basics

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam justo mi, facilisis quis augue id, mattis ornare sem. Pellentesque venenatis lectus dolor, porttitor pharetra dolor finibus non. Cras sed rutrum urna, at blandit odio. Ut quis rutrum massa.

COPD by the Numbers

Integer luctus

dapibus scelerisque. Nunc in imperdiet ...

What is COPD?

When you breathe, air travels through tubes in your lungs—called airways—to millions of tiny air sacs. In a healthy lung, the airways are open and the air sacs fill up with air. Then the air goes quickly out.

COPD makes it hard to get air through the airways and into and out of the air sacs.

COPD includes two lung problems:

"Chronic bronchitis" is increased cough and mucus production caused by inflammation of the airways. Bronchitis is considered chronic (or long-term) if a person coughs and produces excess mucus most days during three months in a year, for two years in a row.

"Emphysema" is associated with damage of the air sacs and/or collapse of the smallest breathing tubes in the lungs.

How COPD affects the Lungs

16:9

0:00 / 4:59

What causes COPD?

The largest cause of COPD is a history of smoking cigarettes. Habitual smoking can inflame the linings of the airways in the lungs and can make the airways lose their elastic quality. Other external factors that put you at risk of developing COPD are exposure to air pollution, secondhand smoke, and occupational dust or chemicals. Heredity can also play a role. Scientists have discovered what's known as an alpha-1-antitrypsin deficiency, which is the source of a small proportion of cases of COPD. Researchers also suspect that other genetic factors may make certain smokers predisposed to the disease.

Signs & Symptoms of COPD

Common signs and symptoms of COPD include coughing that may produce mucus, shortness of breath, and fatigue. As the disease progresses, these [COPD symptoms](#) may become more problematic.

COPD is a progressive disease, meaning it typically gets worse over time. That's why it's extremely important to talk to your healthcare provider right away if you're experiencing any symptoms common to COPD. The sooner you're diagnosed, the better you and your doctor can [start to manage it](#). Making some adjustments in your lifestyle is always a good place to start.

Airflow Levels in COPD

Your healthcare team may do a [spirometry](#) test to assess your level of airflow limitation. This level, your current COPD symptoms, and any other health conditions you're living with help your doctor determine the proper COPD management plan for you. Your airflow output limitation level may range from mild to very severe. If you're unsure of your airflow limitation level, make sure to [talk to your doctor](#) about a spirometry test.

< Home

Symptoms >

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

Dietary Tips

Quisque at felis iaculis ...

Make a Plan

Quisque at felis iaculis ...

Standard GSK footer and sitemap

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.

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HAVAS

Logo plus tagline

Search

Share

Home

▼ Learn COPD Basics

Symptoms

Diagnosis

Exacerbations

► Make a COPD Plan

► Manage Day to Day

Talk to Your Doctor

► Get Support

► Tools & Resources

Symptoms

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam justo mi, facilisis quis augue id, mattis ornare sem. Pellentesque venenatis lectus dolor, porttitor pharetra dolor finibus non. Cras sed rutrum urna, at blandit odio. Ut quis rutrum massa.

Common COPD signs and symptoms

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

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

Shortness of breath or "dyspnea": when you breathe harder but feel like you're running out of air

Persistent (chronic) cough

Coughing up mucus/phlegm

Difficult or labored breathing during physical activity or while resting

Wheezing (air trying to flow through a narrow airway)

Higher frequency of pneumonia and lung infections

Other signs and symptoms that could be associated with COPD:

Fatigue/tiredness

Weight loss

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

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

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

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

Avoiding Triggers

Integer luctus

dapibus scelerisque. Nunc in imperdiet ...

< Learn COPD Basics

Diagnosis >

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

Follow through

Quisque at felis iaculis ...

Discussion Tool

Quisque at felis iaculis ...

Take One Step

Quisque at felis iaculis ...

Standard GSK footer and sitemap

Design Annotations:

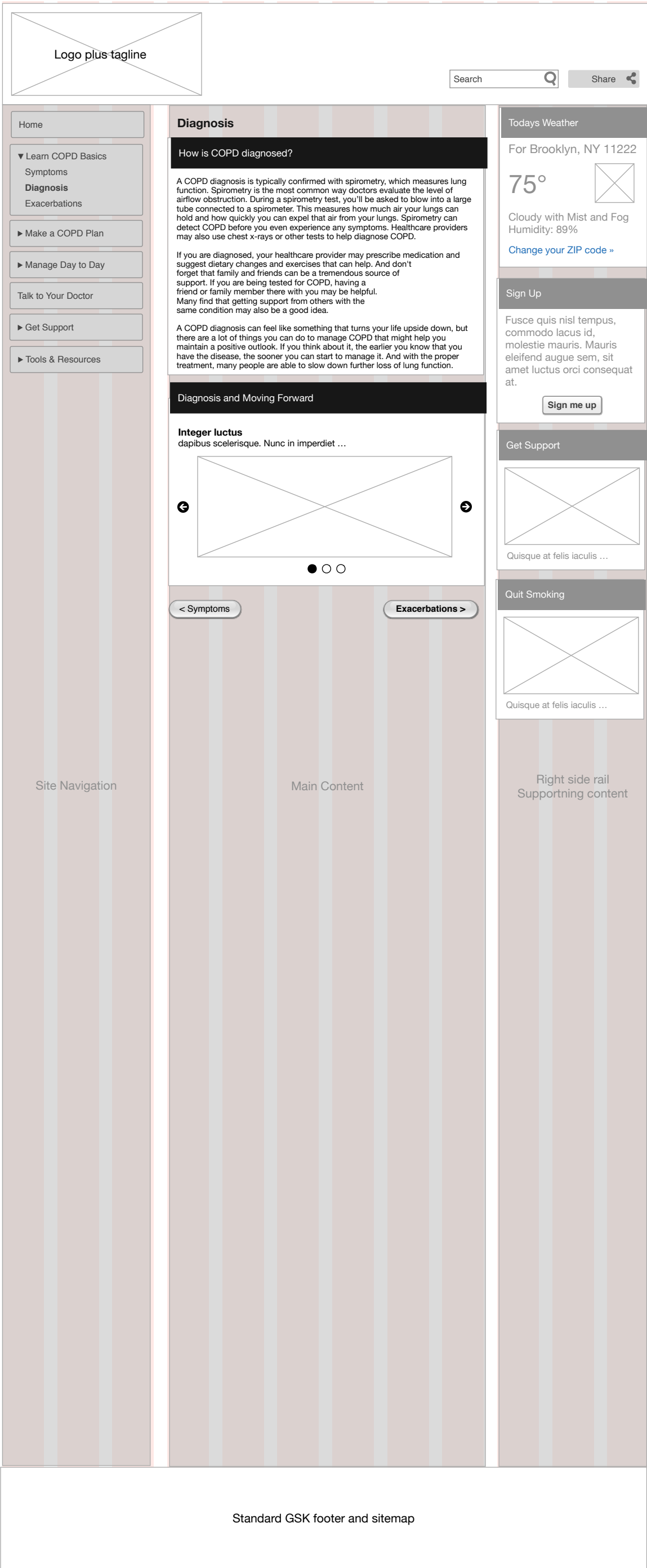
Global Observations: Image placement in layout has been revised for scalability in responsive.

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.

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Design Annotations:

General Observations:

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

Logo plus tagline

Search

Share

Home

▼ Learn COPD Basics

Symptoms

Diagnosis

Exacerbations

► Make a COPD Plan

► Manage Day to Day

Talk to Your Doctor

► Get Support

► Tools & Resources

Exacerbations

What is an exacerbation?

Integer luctus

dapibus scelerisque. Nunc in imperdiet ...

How to Handle Exacerbations

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

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

Cough

A change in the color or amount of phlegm

An increase in shortness of breath

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

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

Help decrease your chance of an exacerbation

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

Get a flu shot and ask if you need a pneumonia vaccine.

Keep taking your medications as prescribed.

Keep your distance from anyone who has the flu, a cold, or a sore throat.

Wash your hands frequently with soap and water to help protect against infection.

< Diagnosis

Make a COPD Plan >

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

Get Support

Quisque at felis iaculis ...

Discussion Tool

Quisque at felis iaculis ...

Right side rail

Supportning content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous comments.

Design Annotations:

General Observations:

As in previous pages.

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

▼ Make a COPD Plan

Follow Your Plan

Treatment Options

Smoking

► Manage Day to Day

Talk to Your Doctor

► Get Support

► Tools & Resources

Make a COPD Plan

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam justo mi, facilisis quis augue id, mattis ornare sem. Pellentesque venenatis lectus dolor, porttitor pharetra dolor finibus non. Cras sed rutrum urna, at blandit odio. Ut quis rutrum massa.

Your COPD Plan May Include:

Integer luctus

dapibus scelerisque. Nunc in imperdiet ...

Integer luctus

dapibus scelerisque. Nunc in imperdiet ...

Integer luctus

dapibus scelerisque. Nunc in imperdiet ...

Integer luctus

dapibus scelerisque. Nunc in imperdiet ...

Who's on your healthcare team?

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

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

Primary Care Provider (PCP)

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

Pulmonologist

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

Pharmacist

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

Respiratory Therapist

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

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

Partnering With Your Healthcare Team

Integer luctus

dapibus scelerisque. Nunc in imperdiet ...

< Exacerbations

Follow Your COPD Plan >

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

Get Support

Discussion Tool

Standard GSK footer and sitemap

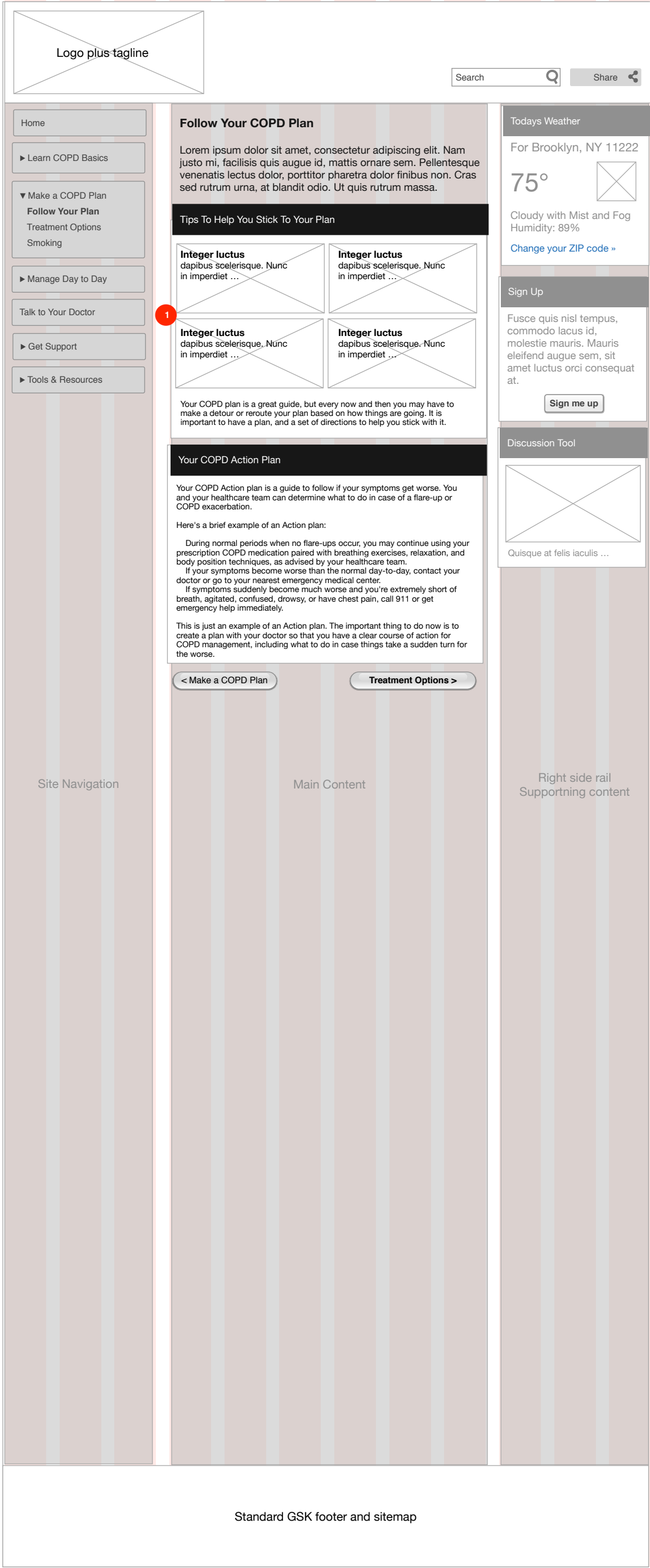
Site Navigation

Right side rail
Supporting content

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Design Annotations:

General Observations:

As in previous pages.

01_Layout of images if for placement only.

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

▼ Make a COPD Plan

Follow Your Plan

Treatment Options

Smoking

► Manage Day to Day

Talk to Your Doctor

► Get Support

► Tools & Resources

Treatment Options

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam justo mi, facilisis quis augue id, mattis ornare sem. Pellentesque venenatis lectus dolor, porttitor pharetra dolor finibus non. Cras sed rutrum urna, at blandit odio. Ut quis rutrum massa.

Oxygen Therapy

Integer luctus

dapibus scelerisque. Nunc in imperdiet ...

Short-Acting Rescue Inhalers

Short-acting rescue inhalers are sometimes called quick-relief inhalers. They help open the airways in the lungs when symptoms suddenly get worse. It's important to always carry your rescue inhaler with you in case your symptoms get worse.

COPD Daily Medications

The effects of most daily COPD medications last 12 to 24 hours. They're generally taken once or twice a day to help keep the airways open, and some of them can help prevent exacerbations. It's important to take your COPD daily medications regularly as prescribed by your healthcare team, even on days when you're feeling better. Also keep in mind that these maintenance medications can't replace your rescue inhaler. Be sure to keep your short-acting rescue inhaler with you at all times.

Vaccines

When you have COPD, preventing illness is key.

Flu shots can be a crucial element of your treatment. The flu can cause serious problems for people with COPD. Because the flu may affect your respiratory system and make it hard to breathe, it's important to get your flu shot every year.

The pneumococcal vaccine can help protect you against a common type of pneumonia. People with COPD are at greater risk for developing pneumonia, so it's important to ask if your pneumococcal vaccine (pneumonia shot) is up to date the next time you get a flu shot.

Pulmonary Rehabilitation

Pulmonary rehabilitation is a medically supervised program that uses exercises, including special breathing exercises, to help you be more active with less shortness of breath. It can be a helpful way to try to minimize the impact of COPD on you. Sometimes pulmonary rehabilitation can involve a whole team, for example, doctors, nurses, physical therapists, respiratory therapists, exercise specialists, and dieticians. All of these people play different roles. Some focus on respiratory muscle function, while others may work on reducing shortness of breath during meals by adjusting your diet and eating habits. It may seem like a lot, but when it comes to your health, the right team of people working together can be a huge help.

[Watch a video here>](#)

< Follow Your COPD Plan

Smoking >

Todays Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog
Humidity: 89%

[Change your ZIP code »](#)

Sign Up

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

Sign me up

Discussion Tool

Quisque at felis iaculis ...

Healthy Living

Quisque at felis iaculis ...

Right side rail

Supporting content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

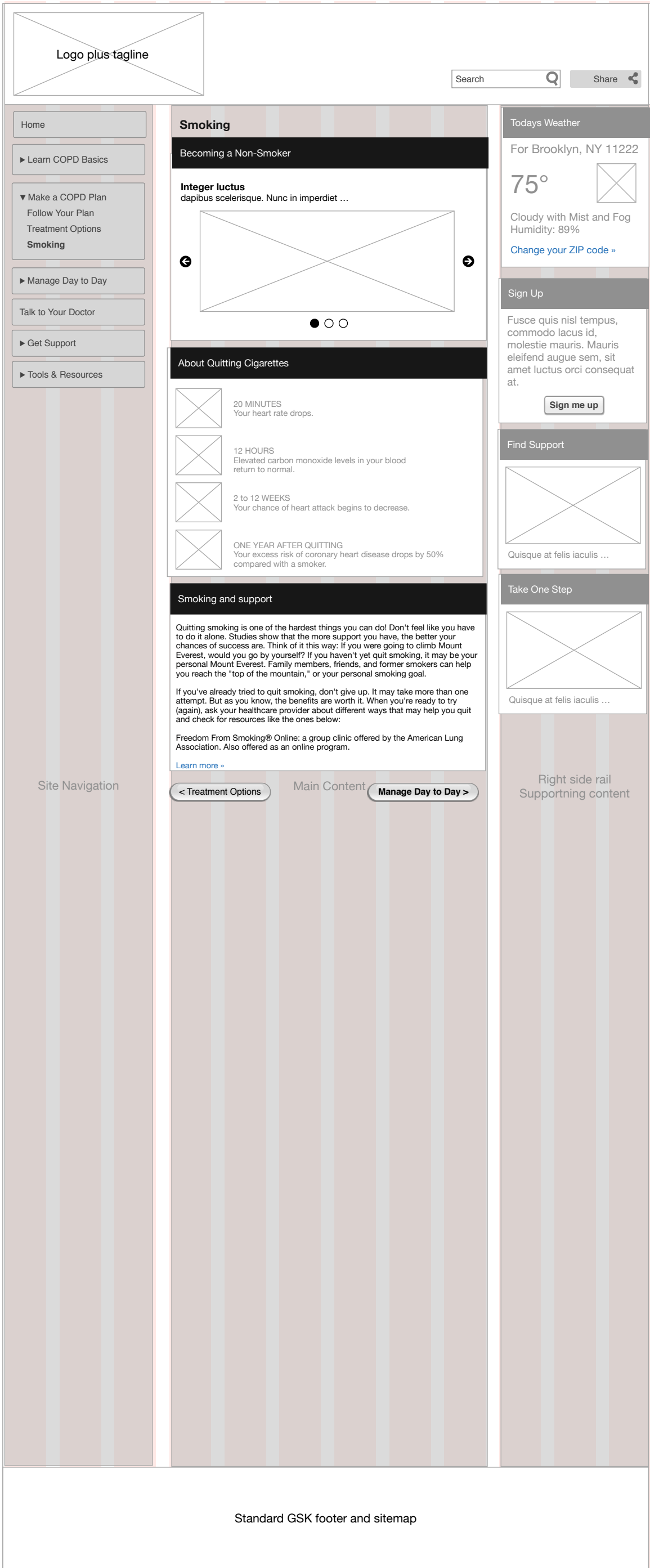
As in previous pages.

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

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Design Annotations:

General Observations:

As in previous pages.

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..

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

Manage Day to Day

A Healthy Diet May Help

Integer luctus dapibus scelerisque. Nunc in imperdiet ...

Day-to-day tips for living with COPD

1Indoors

Outdoors

Wash your hands correctly

Washing with soap and water is the best way to help reduce the number of germs on your hands. Make sure to create a lather and scrub between your fingers and under your nails. And don't forget the backs of your hands! Do this for 20 seconds (at least!) and rinse. To ensure that you're washing your hands for the correct amount of time, hum the "Happy Birthday" song from beginning to end twice.

True or false?

Too much dairy leads to excess mucus and cough.

YesNo

Making the Most Of Each Day

Integer luctus dapibus scelerisque. Nunc in imperdiet ...

< Treatment Options

Manage Day to Day >

Today's 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

Nutrition Tips

Quisque at felis iaculis ...

Take One Step

Quisque at felis iaculis ...

Site Navigation

Right side rail Supporting content

Standard GSK footer and sitemap

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HAVAS

Design Annotations:

General Observations:

As in previous pages.

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

► Make a COPD Plan

▼ Manage Day to Day

NutritionPulmonary RehabExerciseActivitiesSleep & Rest

Talk to Your Doctor

► Get Support

► Tools & Resources

Nutrition

Developing healthy eating habits

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

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

Here's how:

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

Eating-Habit Swap

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

Overweight or underweight?

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

IF YOU ARE OVERWEIGHT

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

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

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

IF YOU ARE UNDERWEIGHT

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

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

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

TIPS For enjoying your meals

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

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

< Manage Day to Day

Pulmonary Rehab >

Today's 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 ...

Take One Step

Quisque at felis iaculis ...

Right side rail
Supportning content

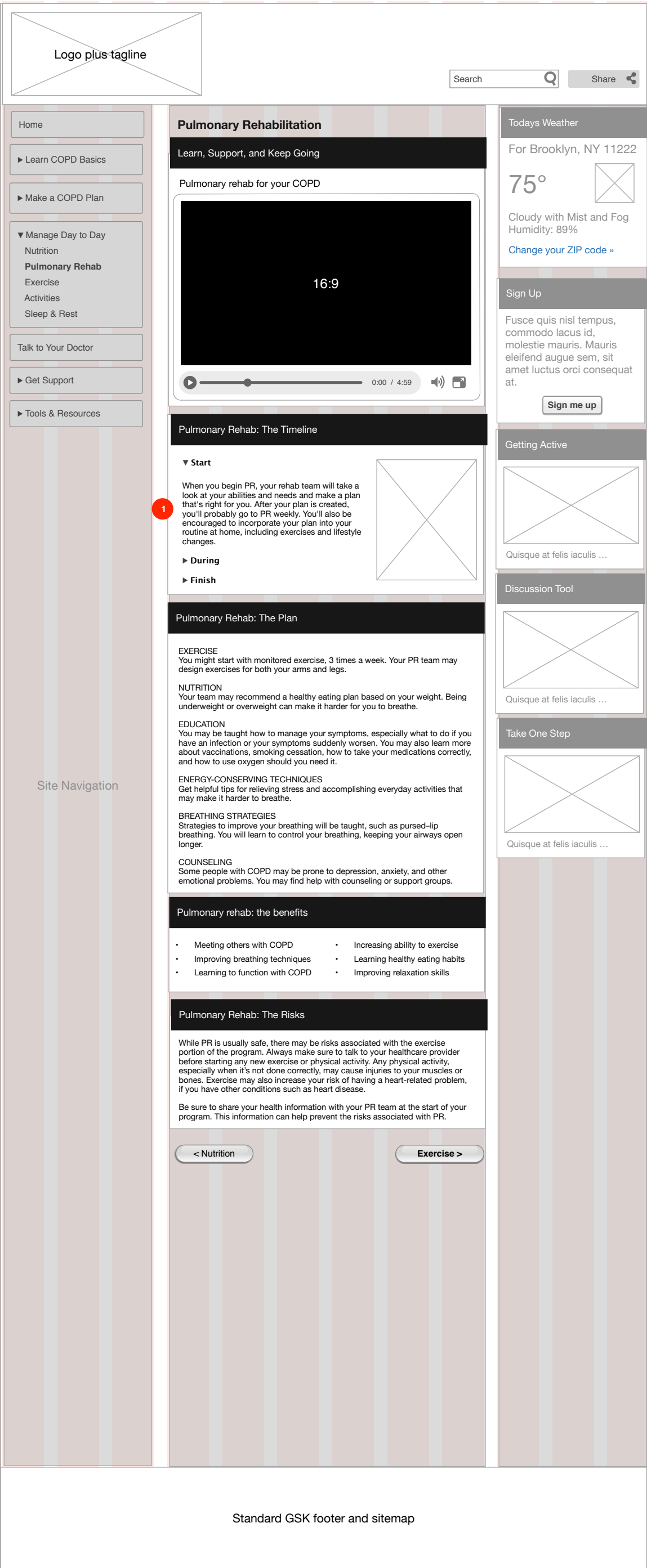
Standard GSK footer and sitemap

Design Annotations:

General Observations:

As in previous pages.

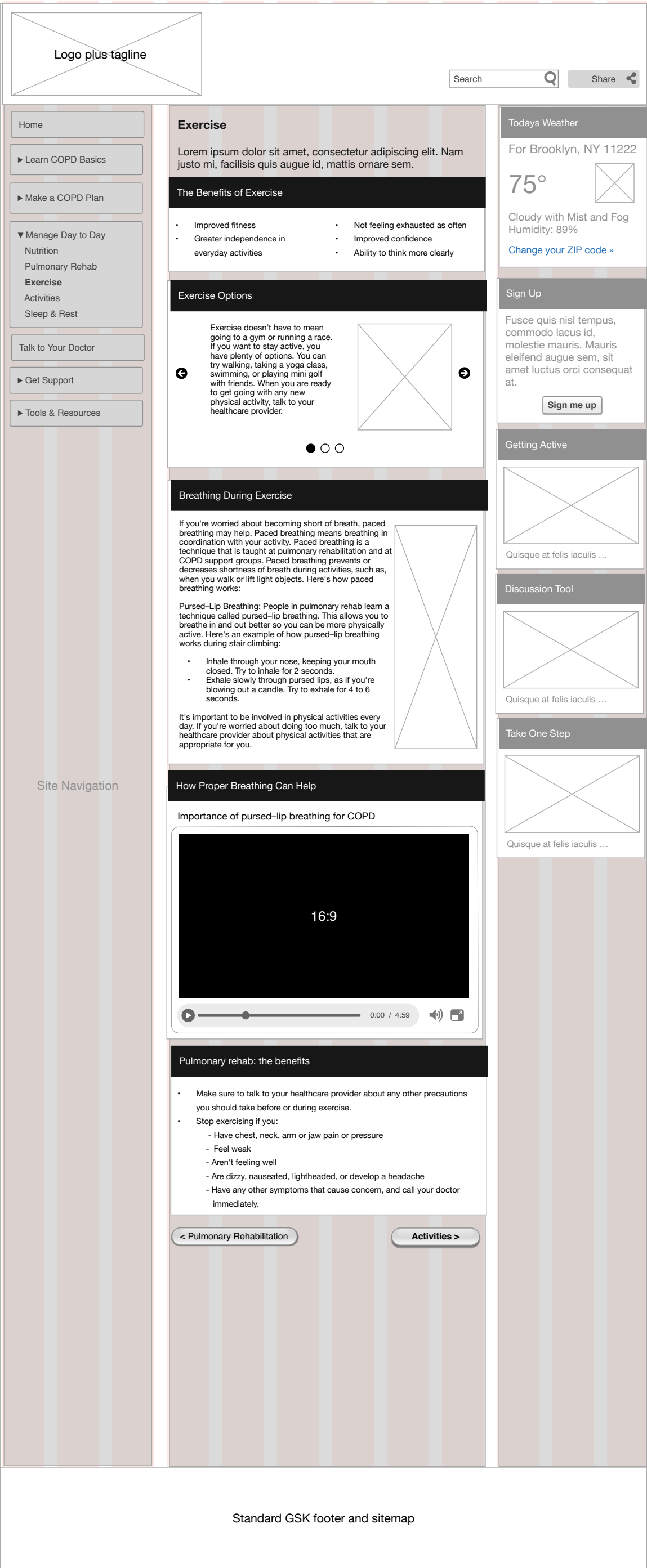
01_ Here, the triple tab design was replaced with accordion for better scalability to mobile.

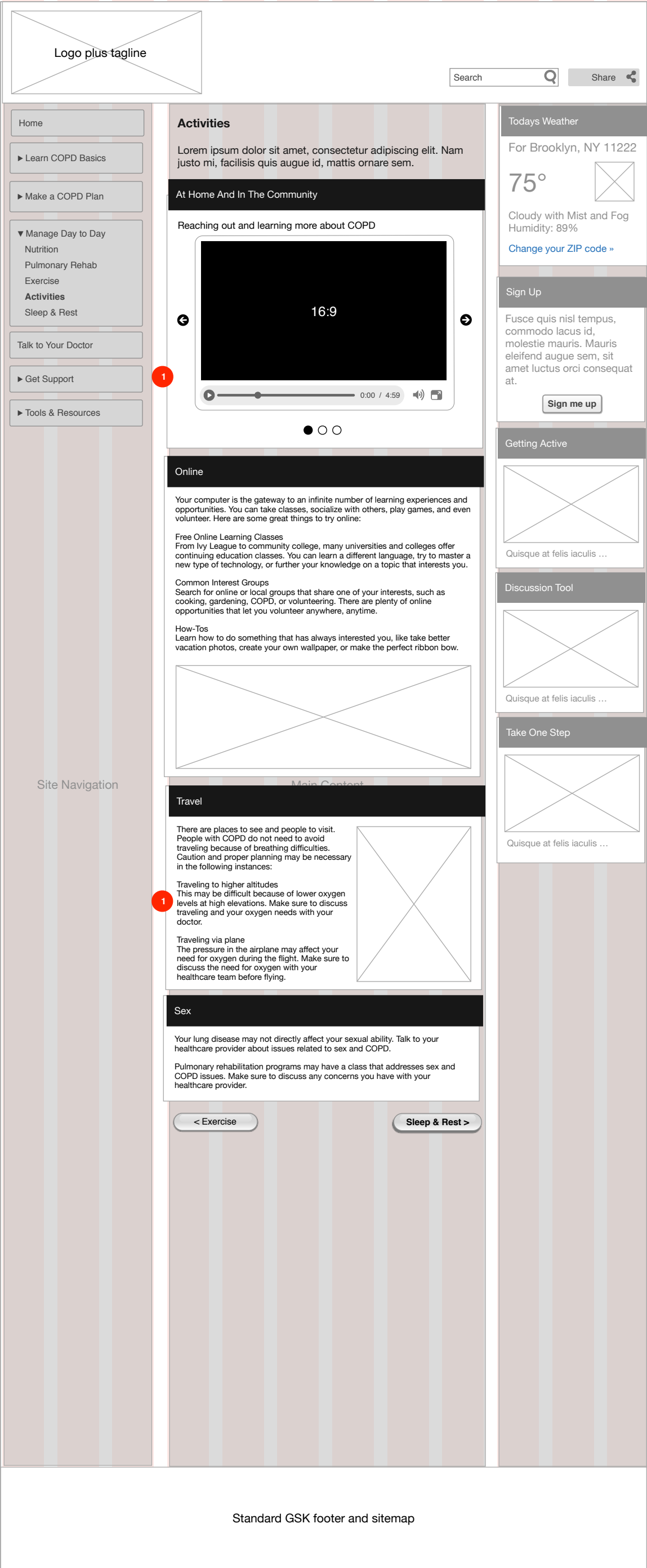


Design Annotations:

General Observations:

As in previous pages.





Design Annotations:

General Observations:

As in previous pages.

01_ Revised carousel design.

02_ Revised treatment of images and text.

Design Annotations:

General Observations:

As in previous pages.

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

► Make a COPD Plan

▼ Manage Day to Day

Nutrition

Pulmonary Rehab

Exercise

Activities

Sleep & Rest

Talk to Your Doctor

► Get Support

► Tools & Resources

Sleep and Rest

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

COPD and Sleep

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

How Can COPD Interrupt Your Sleep?

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

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

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

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

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

DO

- Keep your room quiet, dark, and cool.

- Develop a bedtime routine and stick to it.

- Relax before bedtime.

- Try to go to sleep and wake up at the same time every day of the week, including weekends.

DON'T

- Get into bed until you are tired.

- Nap.

- Drink caffeine.

Talk To Your Healthcare Team About Sleeping Patterns

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

Trouble getting to sleep or staying asleep

Waking up in the morning with headaches

Awaking with shortness of breath

Hearing from your sleep partner that you stop breathing during sleep

< Activities

Get Support >

Today's 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

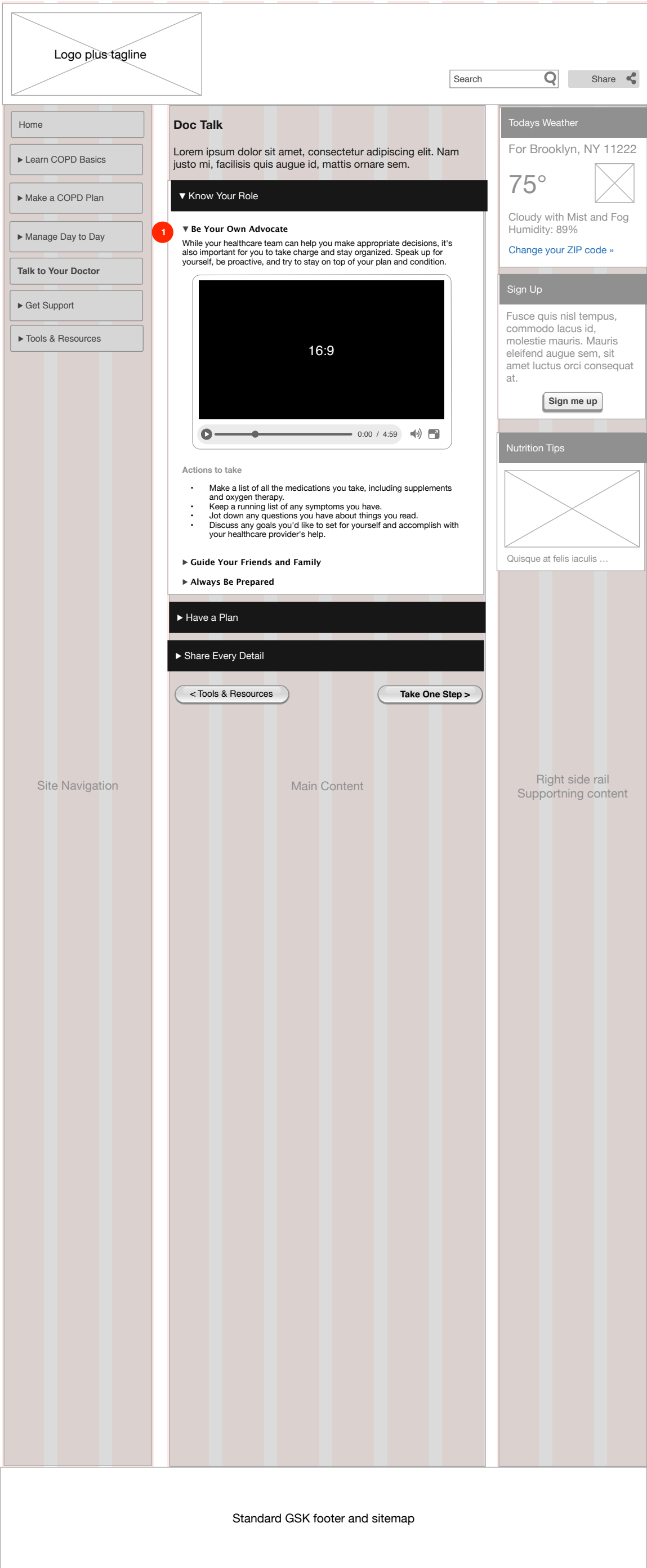
Quisque at felis iaculis ...

Standard GSK footer and sitemap

Disclaimer: This wireframe does not represent the visual design.

Page 20 | Document: copd_ux.v.6-final.graffle | Confidential | Date: Fri Nov 20 2015

HAVAS

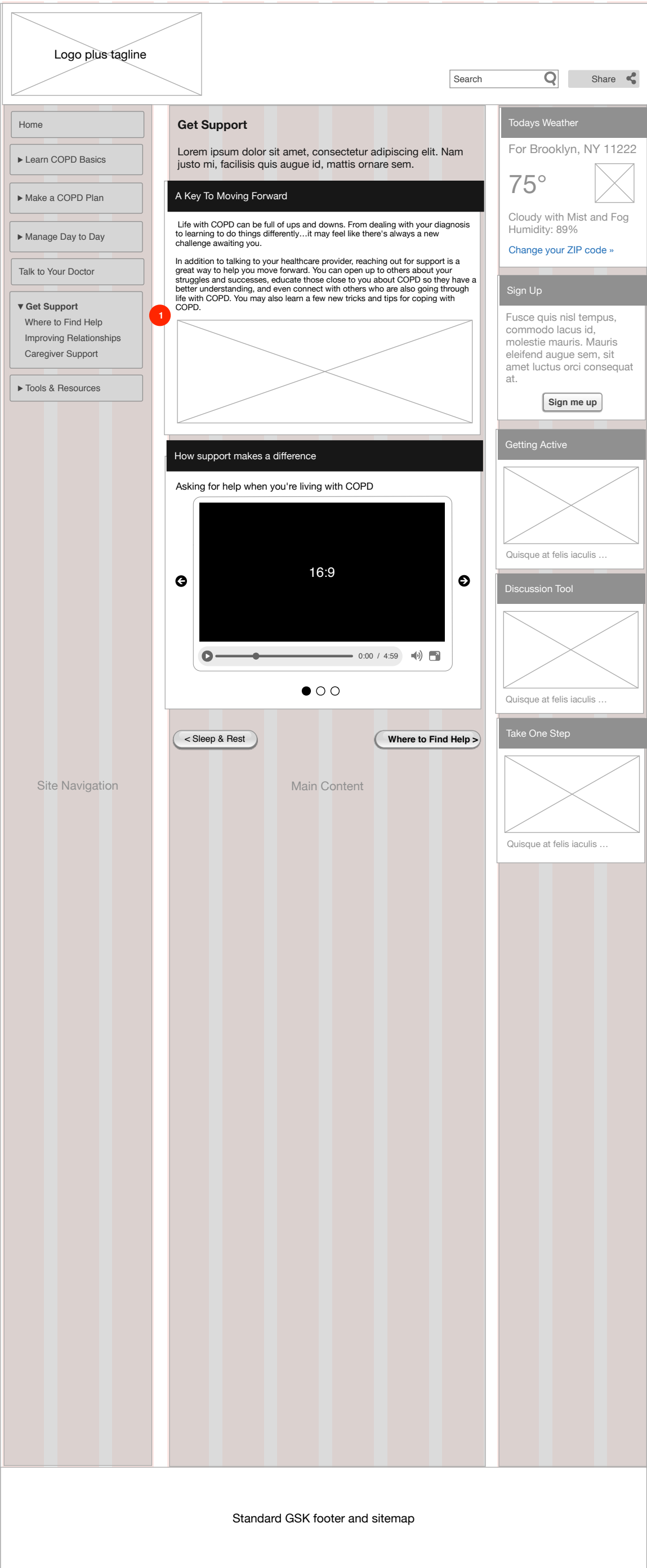


Design Annotations:

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.



Design Annotations:

General Observations:

As in previous pages.

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

Design Annotations:

General Observations:

As in previous pages.

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

► Make a COPD Plan

► Manage Day to Day

Talk to Your Doctor

▼ Get Support

Where to Find Help

Improving Relationships

Caregiver Support

► Tools & Resources

Where to Find Help

Friends and family

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

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

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

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

Finding Others with COD

Finding COPD support groups

16:9

0:00 / 4:59

COPD support and self-help groups

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

Here's a tip:

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

Online resources

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

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

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

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

Counselors, Clergy, and Coworkers

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

< Get Support

Improving Relationships >

Todays Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog
Humidity: 89%

[Change your ZIP code »](#)

Sign Up

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

Sign me up

Take One Step

Quisque at felis iaculis ...

Standard GSK footer and sitemap

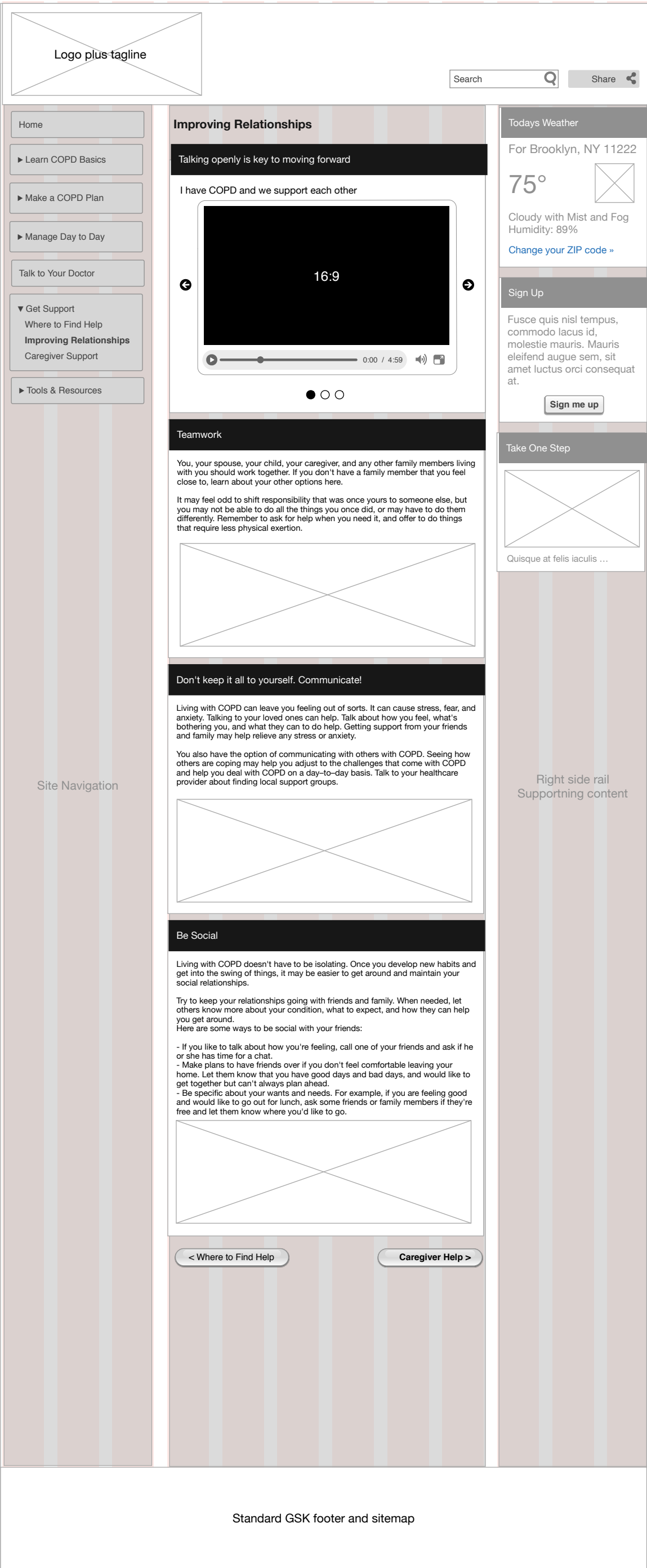
Site Navigation

Right side rail
Supporting content

Design Annotations:

General Observations:

As in previous pages.

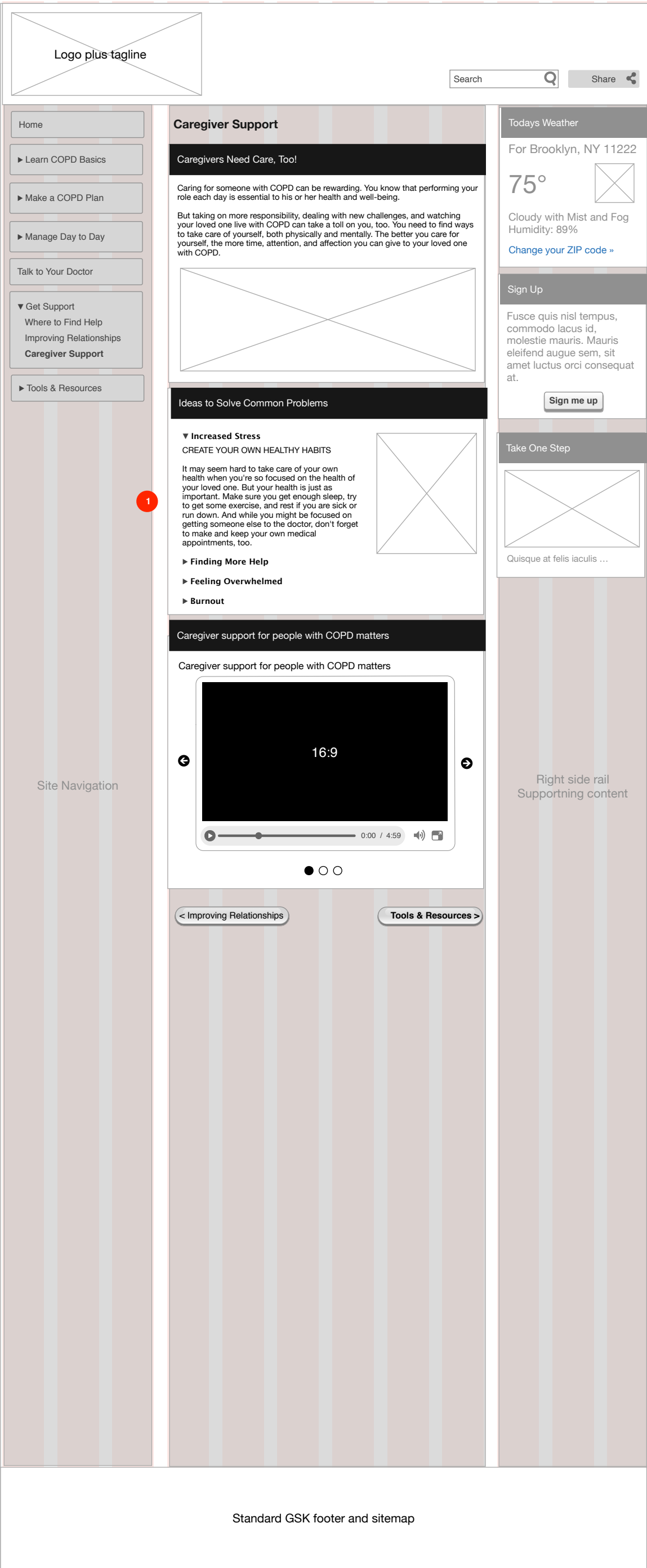


Design Annotations:

General Observations:

As in previous pages.

01_We are replacing tabs with accordion.



Design Annotations:

General Observations:

As in previous pages.

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

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

► Make a COPD Plan

► Manage Day to Day

Talk to Your Doctor

► Get Support

▼ Tools & Resources

Take One Step

COPD Checklist

Tools & Resources

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

Take One Step

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

Make a COPD Action Plan
I am going to talk to my doctor about creating a COPD action plan.

Discuss Pulmonary Rehab
I'm going to talk to my healthcare provider about pulmonary rehabilitation.

Get New Air Filters
I'm going to get new air filters for my air conditioner.

Try a New Hobby
I'm going to try a new hobby that is appropriate for me.

Meet a Friend
I'm going to make a date with a friend.

Set a Goal

Talk to Your Doctor

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

Know Your Role
Be Your Own Advocate
Guide Your Family and Friends
Always Be Prepared

Have a Plan
When to Call Your Doctor
What to Do In Case of a Flare-Up
Ask for Details About What's Included in Your Overall Treatment Plan
Smoking: How to Quit
Set Goals to Help You Maintain a Healthier Lifestyle

Share Every Detail
Learn How to Recognize Symptoms
Discuss All of Your Treatments
Identify Triggers
Get Specific About Smoking

Set a Goal

COPD Checklist

Keeping track of your symptoms is an important part of managing your COPD. Complete this checklist before each doctor's visit. Give it to your doctor so he or she can evaluate your treatment plan and see if it needs to be modified.
[View COPD Checklist »](#)

Other Resources

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

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

•

[Visit COPDFoundation.org to learn more about COPD](#)

•

[Visit the American Lung Association® at lung.org](#)

•

[Find a Better Breathers Club in your area](#)

•

[Learn how to get help from friends and family](#)

< Caregiver Help

Take One Step >

Today's 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

Nutrition Tips

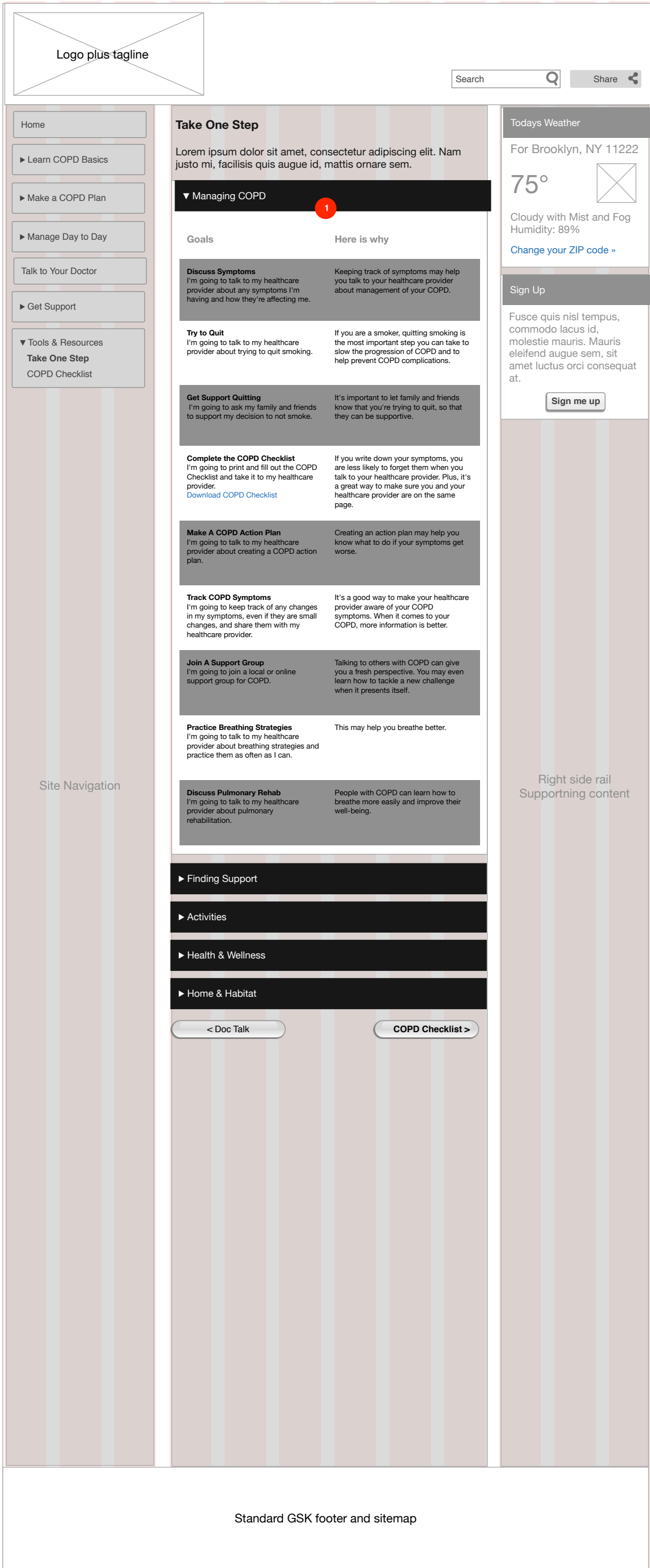
Quisque at felis iaculis ...

Standard GSK footer and sitemap

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Page 26 | Document: copd_ux.v.6-final.graffle | Confidential | Date: Fri Nov 20 2015

HAVAS



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.

Design Annotations:

General Observations:

As in previous pages.

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

► Make a COPD Plan

► Manage Day to Day

Talk to Your Doctor

► Get Support

▼ Tools & Resources

Take One Step

COPD Checklist

pdf

Download the Checklist

Print It

COPD Checklist

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

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

☐

had any changes in your cough?

☐

had a change in your mucus/phlegm (amount, consistency, or color)?

☐

had any changes in your breathing (shortness of breath or difficulty breathing)?

☐

had a flare-up or worsening of COPD symptoms more than typical day-to-day variations?

☐

felt more tired than usual or have been waking up at night?

☐

used an antibiotic or oral steroid? # of days taken:

☐

had a severe cold or flu?

☐

visited an ER, hospital, or urgent care because of your breathing?

☐

needed to use a rescue inhaler more or less than usual? # of times/week:

☐

smoked more, smoked less, or set a plan to stop smoking?

☐

stopped smoking completely?

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

☐

I am short of breath after moderate exercise

☐

I am short of breath when hurrying or walking up a slight incline

☐

I walk slower than most people my age due to my breathing

☐

I stop for breath every few minutes while walking, even on level ground

☐

I am too short of breath to leave the house

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

☐

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

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

< Take One Step

Home >

Today's 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

Standard GSK footer and sitemap

Logo plus tagline

SearchShare

Home

► Learn COPD Basics

► Make a COPD Plan

► Manage Day to Day

► Get Support

► Tools & Resources

Sign Up

Sign Up

* Indicates required fields

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

Which of the following statements best describes you?

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

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

☐ None of the above statements describe me

Reset

2Next

Today's Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog
Humidity: 89%

[Change your ZIP code »](#)

Site Navigation

Main Content

Right side rail
Supportning content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

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

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

02_Activate Next button only if selection is made.

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

► Make a COPD Plan

► Manage Day to Day

► Get Support

► Tools & Resources

Sign Up

Sign Up

* Indicates required fields

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

▼ Contact Information

How can we contact you?

First Name*

Last Name*

Email*

Zip*

Address*

City*

add address field

Reset

Next

► About Your COPD Condition

► Managing Your COPD Condition

Todays Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog
Humidity: 89%

Change your ZIP code »

Site Navigation

Main Content

Right side rail
Supportning content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

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

01_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.

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HAVAS

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

► Make a COPD Plan

► Manage Day to Day

► Get Support

► Tools & Resources

Sign Up

Sign Up

* Indicates required fields

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

► Contact Information

▼ About Your COPD Condition

☐

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

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

☐ I do not use oxygen

☐ I use oxygen for fewer than 6 hours per day

☐ I use oxygen for 6-12 hours per day

☐ I use oxygen for more than 12 hours per day

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

select

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

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

• Use a steroid medication; or

• Use an antibiotic; or

• Have to be admitted to the hospital overnight?

select

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

☐ Within the last 3 months

☐ Within the last 4–6 months

☐ Within the last 7–9 months

☐ Within the last 10–12 months

☐ More than 12 months ago

Reset

Next

► Managing Your COPD Condition

Right side rail

Supporting content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

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

01_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.

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HAVAS

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

► Make a COPD Plan

► Manage Day to Day

► Get Support

► Tools & Resources

Sign Up

Sign Up

* Indicates required fields

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

► Contact Information

► About Your COPD Condition

▼ Managing Your COPD Condition

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

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

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

Reset

Submit

1

2

Todays Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog
Humidity: 89%

Change your ZIP code »

Right side rail
Supportning content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

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

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

02_User must certify age before Submit button is active.

Disclaimer: This wireframe does not represent the visual design.

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HAVAS

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

► Make a COPD Plan

► Manage Day to Day

► Get Support

► Tools & Resources

1

2

Sign Up

Sign Up

* Indicates required fields

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

Contact Information

How can we contact you?

First Name*

Last Name*

Email*

Zip*

Address

City

add address field

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

Reset

Submit

Todays Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog
Humidity: 89%

Change your ZIP code »

Site Navigation

Main Content

Right side rail
Supportning content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

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

01_User can choose to add physical address.

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

Disclaimer: This wireframe does not represent the visual design.

Page 33 | Document: copd_ux.v.6-final.graffle | Confidential | Date: Fri Nov 20 2015

HAVAS

Logo plus tagline

Search

Q

Share

Home

► Learn COPD Basics

► Make a COPD Plan

► Manage Day to Day

► Get Support

► Tools & Resources

Page not found

Sorry, we couldn't find that page

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

Todays Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog
Humidity: 89%

Change your ZIP code »

Site Navigation

Main Content

Right side rail
Supportning content

Standard GSK footer and sitemap

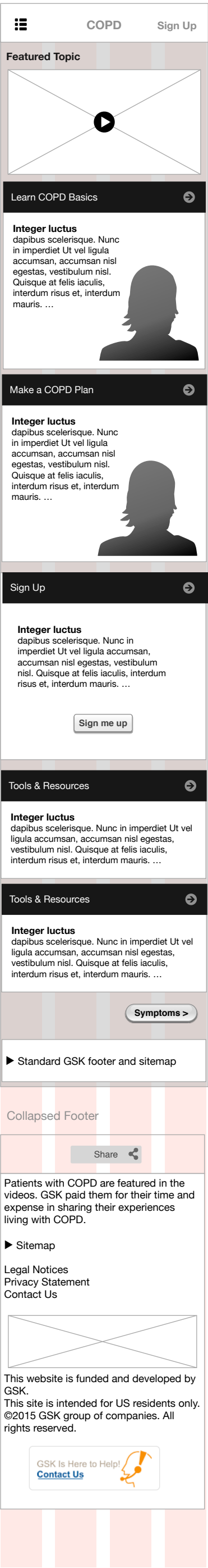
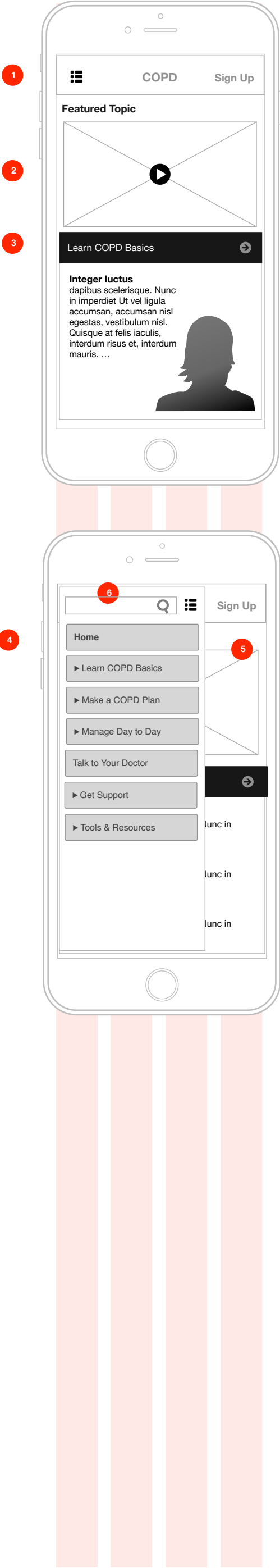
Design Annotations:

General Observations:

Standard 404 error treatment

Mobile Wireframes

fluid design 320 to 640 pix



Design Annotations:

General Observations:

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

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

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

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

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

05_ Clicking on the underlying page will close a hamburger panel.

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

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

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

Expanded Footer

Share

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

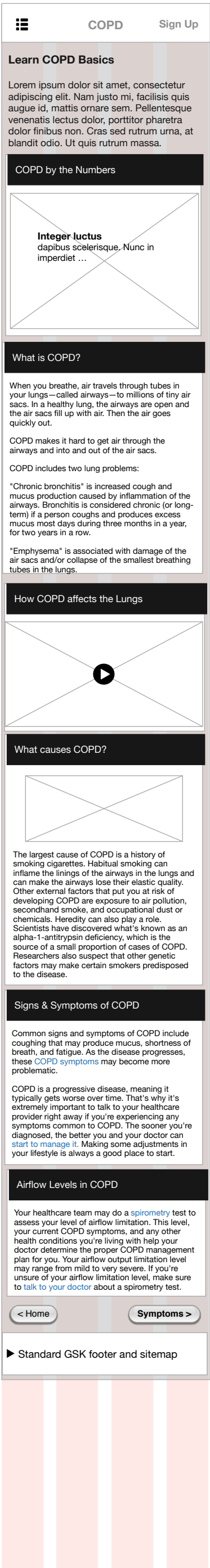
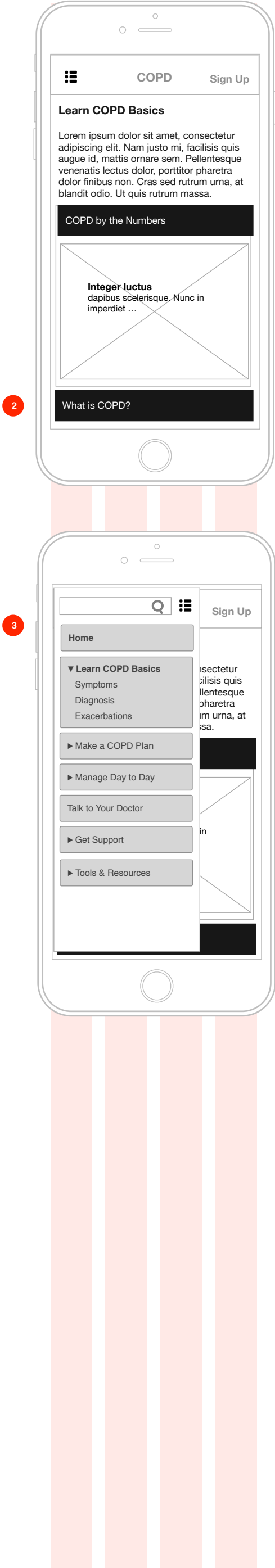
Legal Notices

Privacy Statement

Contact Us

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GSK Is Here to Help! Contact Us



Design Annotations:

General Observations:

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

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

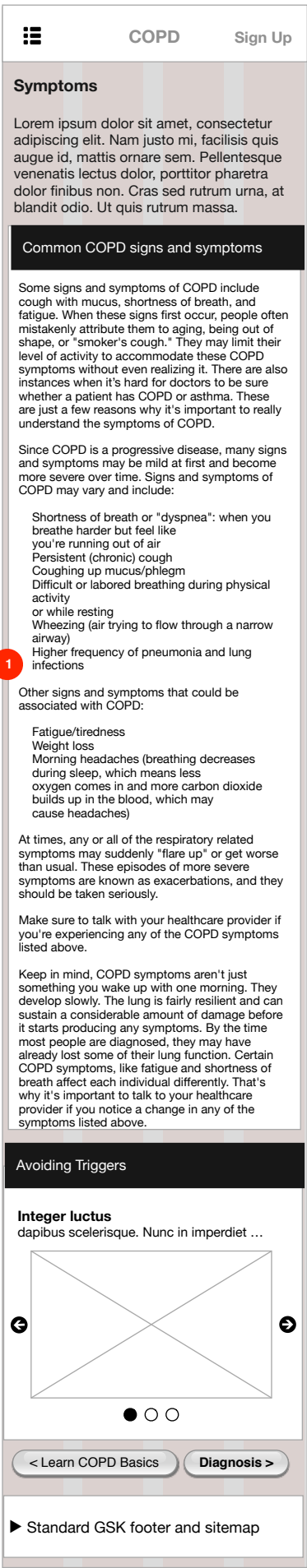
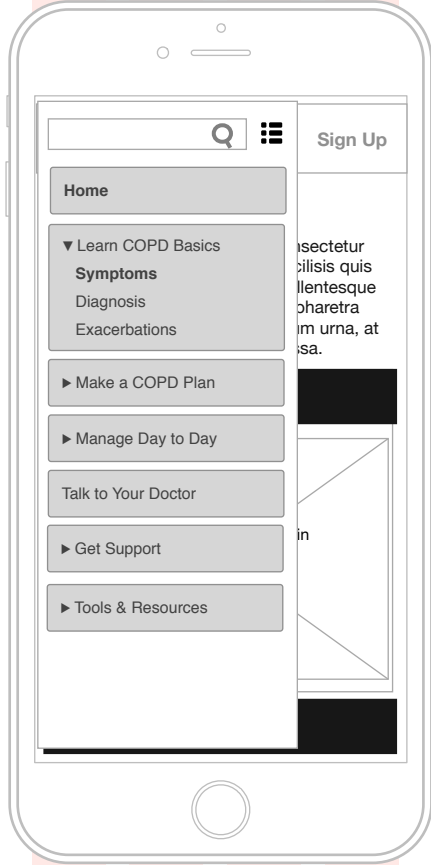
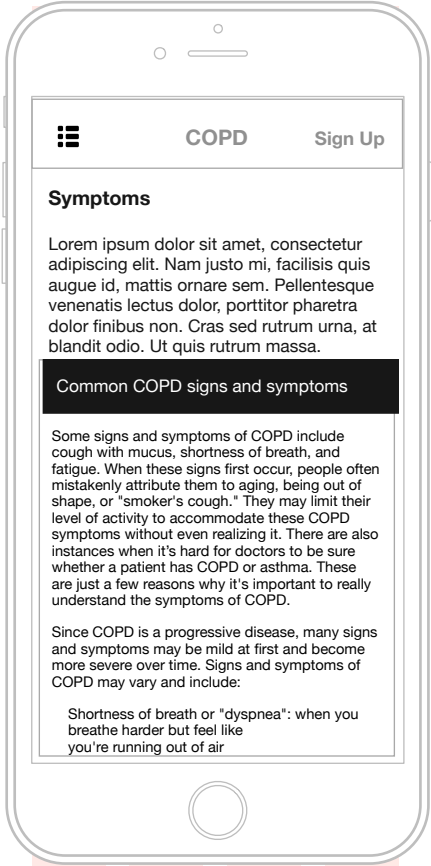
03_In the hamburger menu we should always indicate current page. Only one accordion item should be opened at the time.

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

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

Alternate Module Version

< Symptoms >



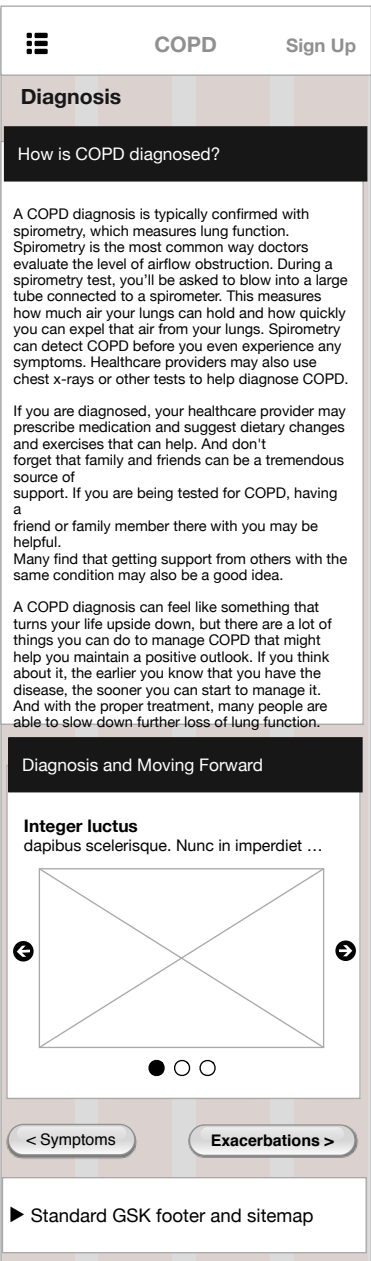
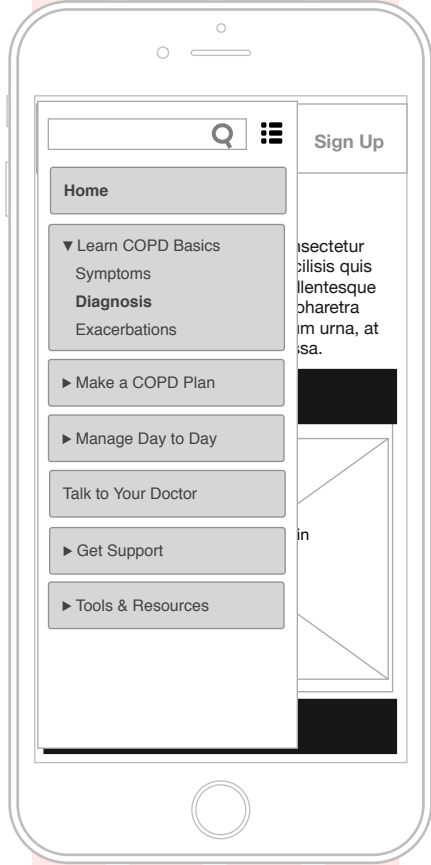
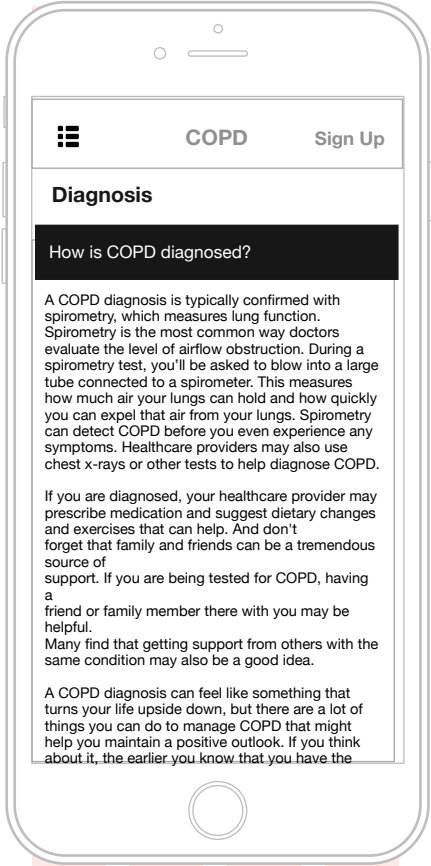
Design Annotations:

General Observations:

As in previous pages.

01_Consider progressive disclosure for large amounts of copy.

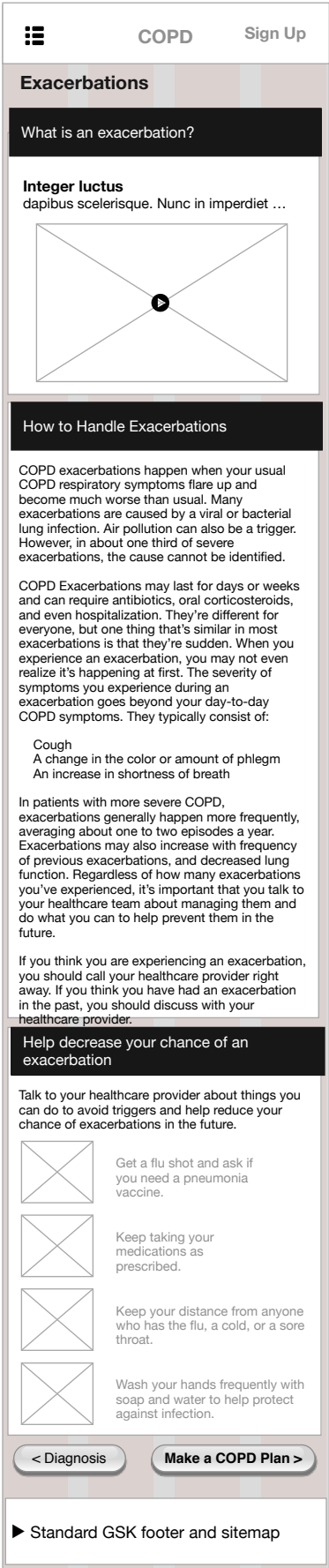
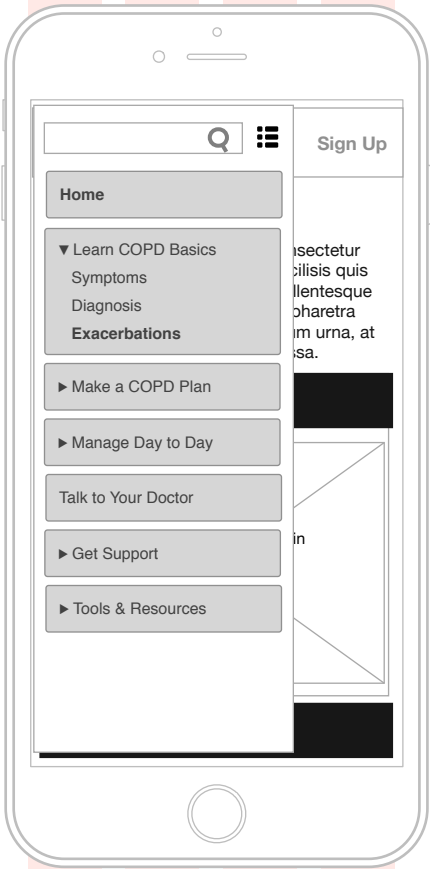
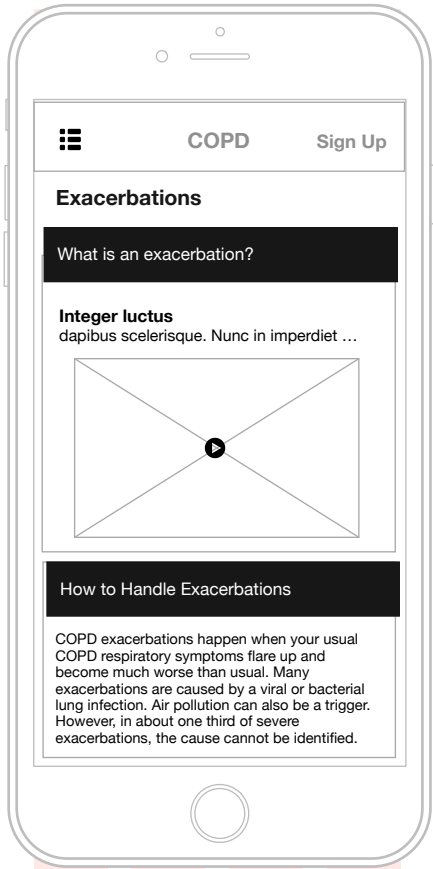
02_use left and right swipes for moving through the carousel.
Clicking on the thumbnail fires up native video player.



Design Annotations:

General Observations:

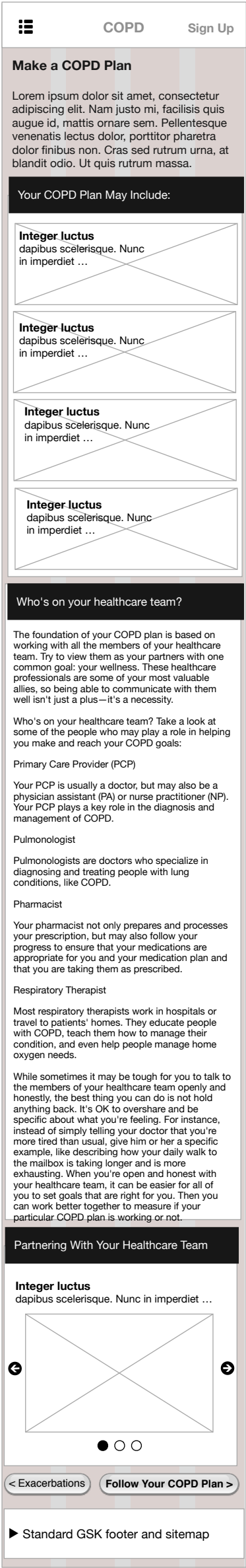
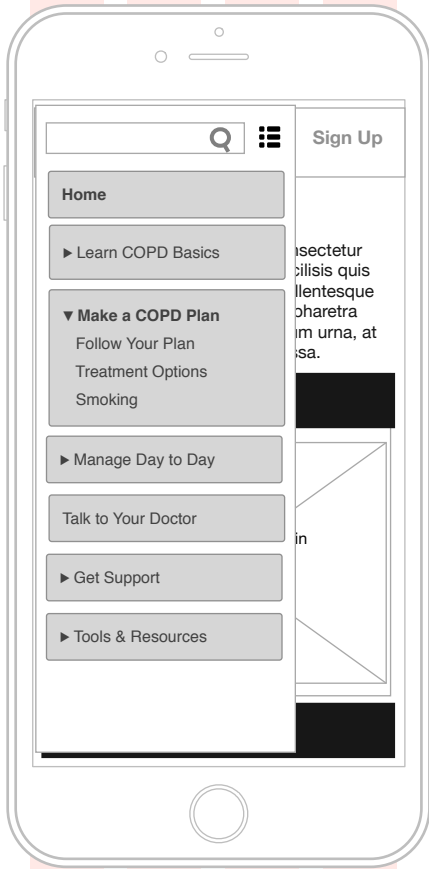
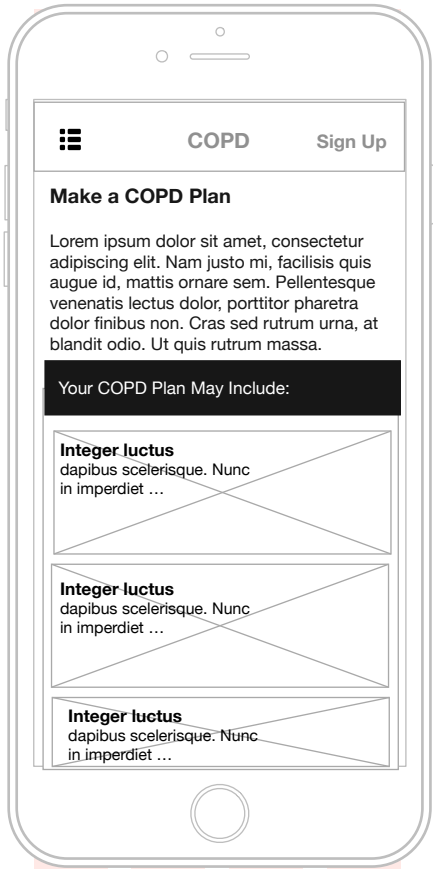
As in previous pages.



Design Annotations:

General Observations:

As in previous pages.

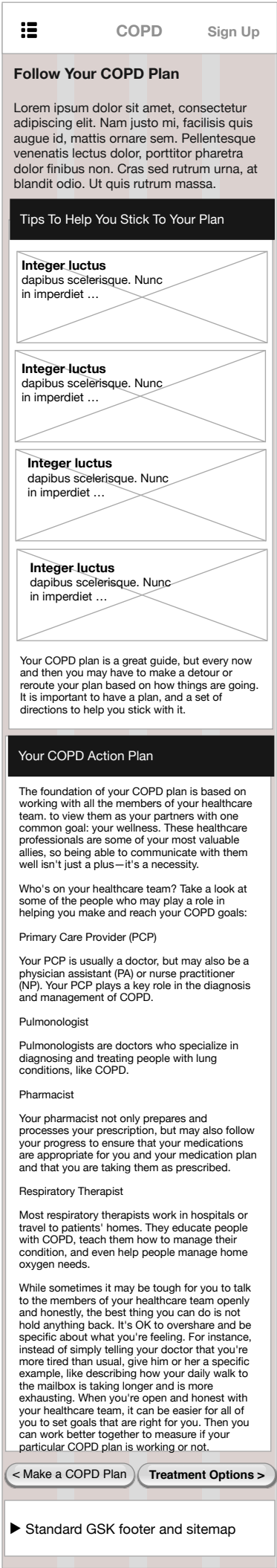
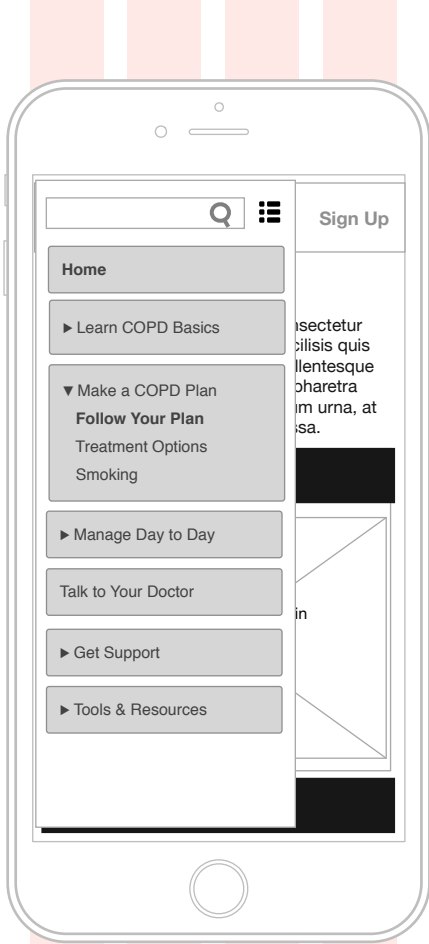
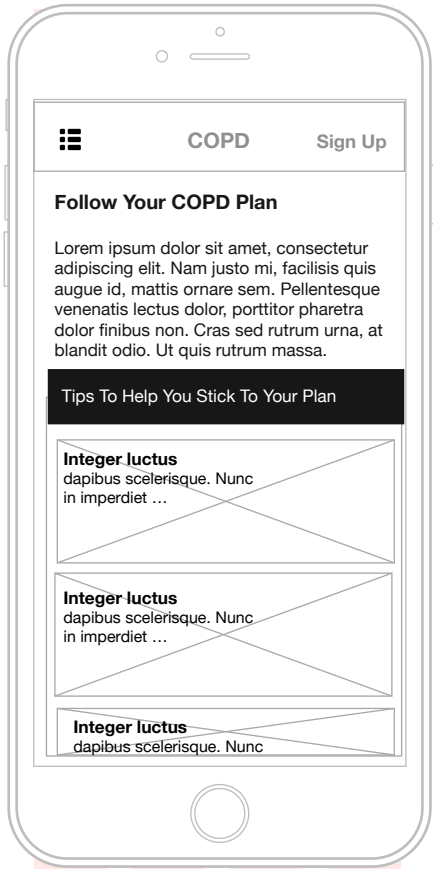


Design Annotations:

General Observations:

As in previous pages.

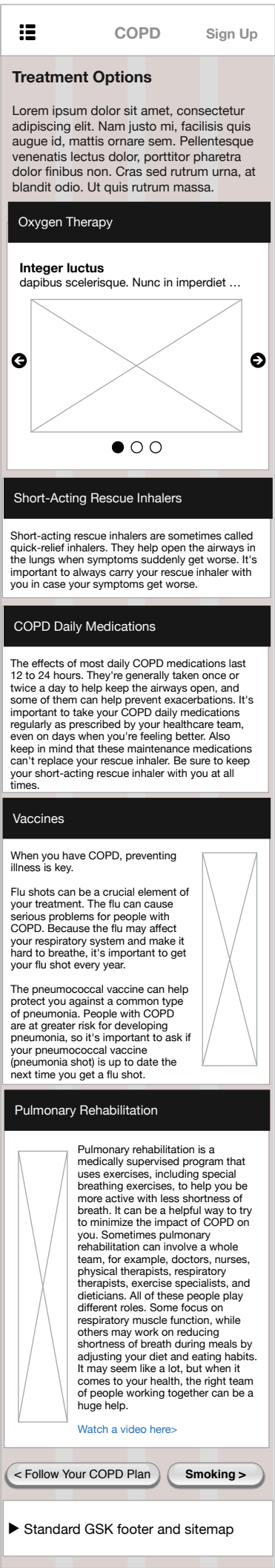
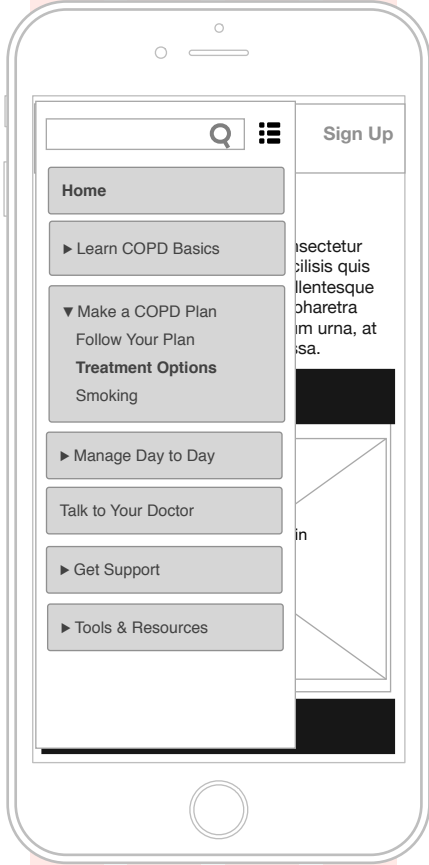
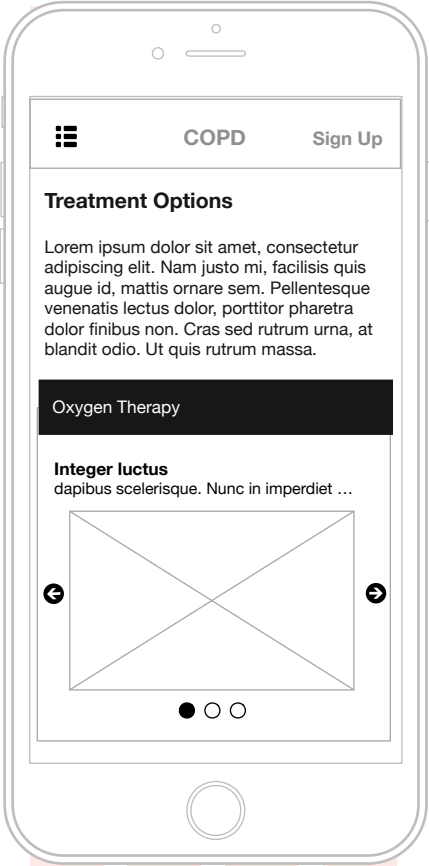
01_Review images for scalability.



Design Annotations:

General Observations:

As in previous pages.



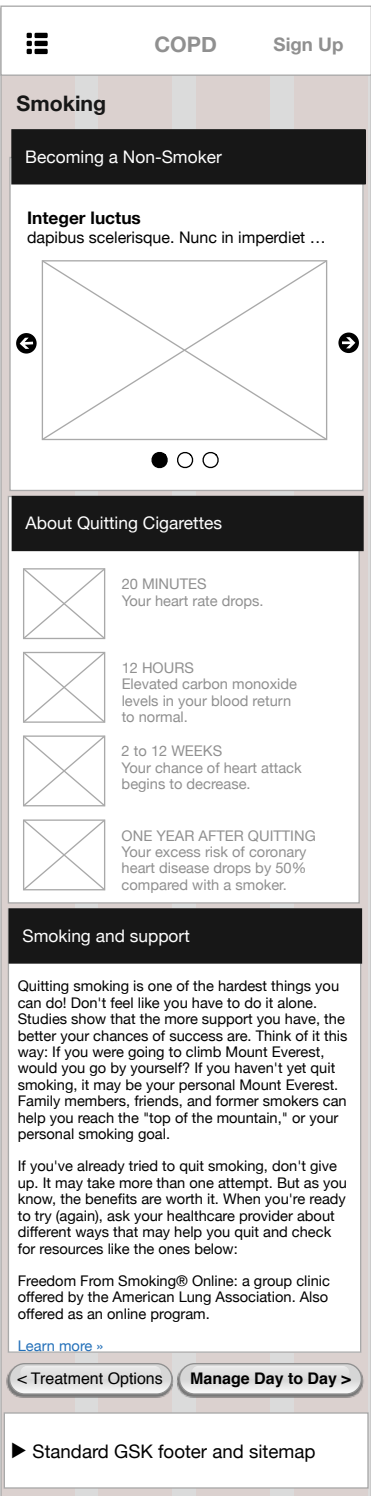
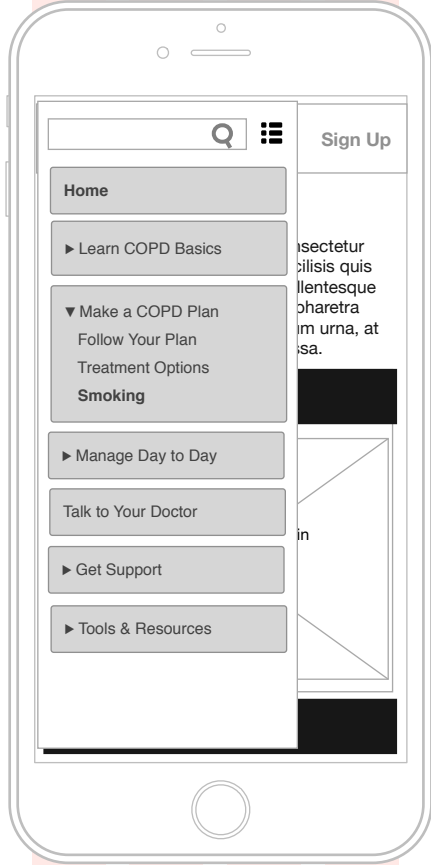
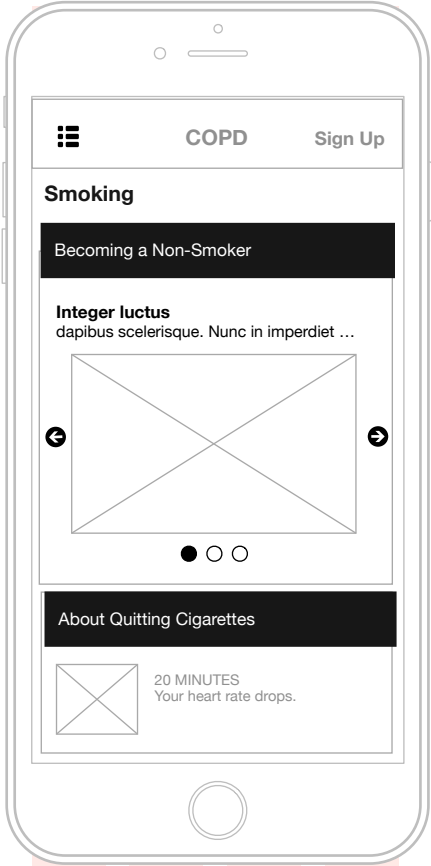
Design Annotations:

General Observations:

As in previous pages.

01_Review treatment of images.

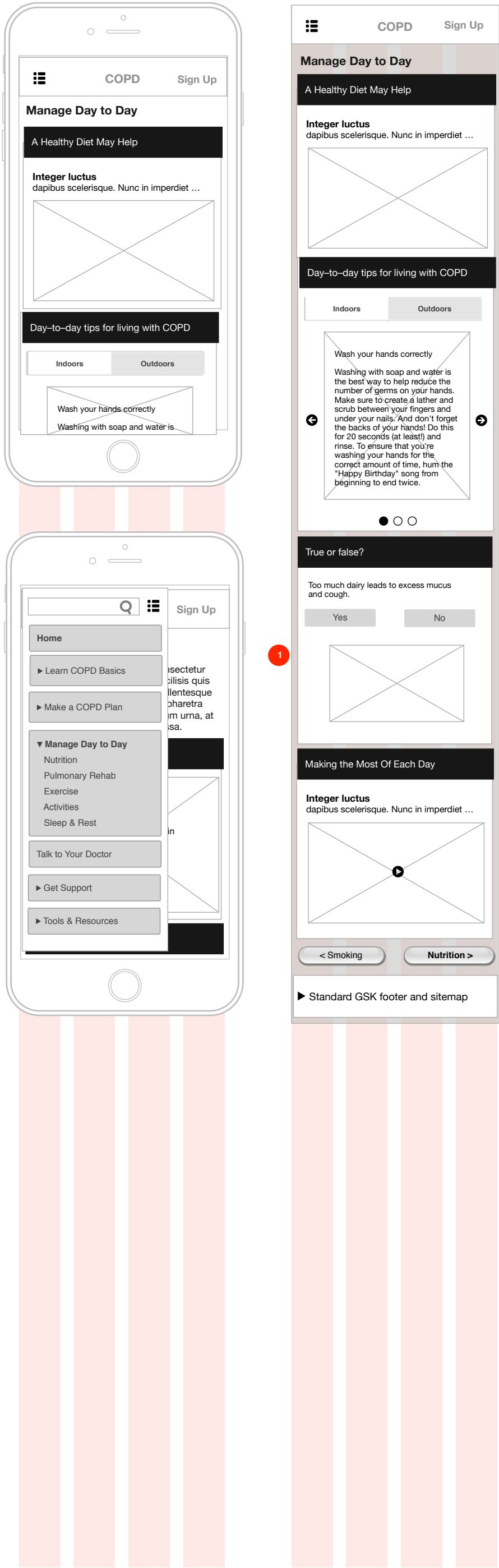
1



Design Annotations:

General Observations:

As in previous pages.

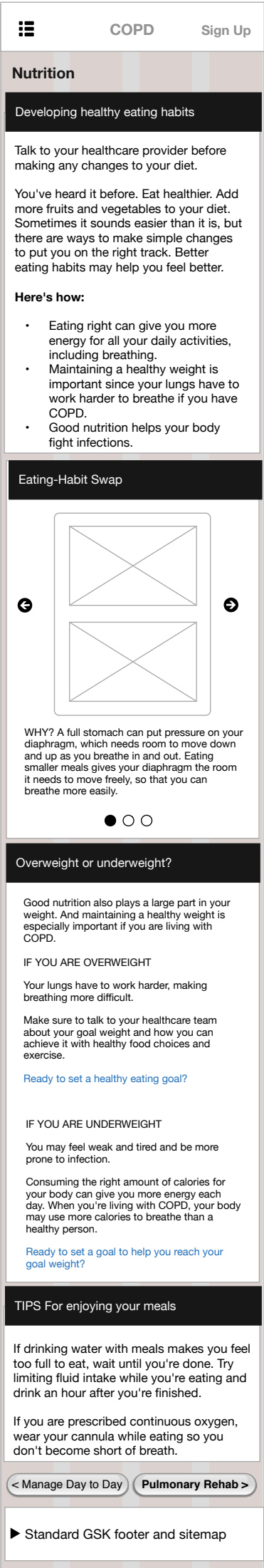
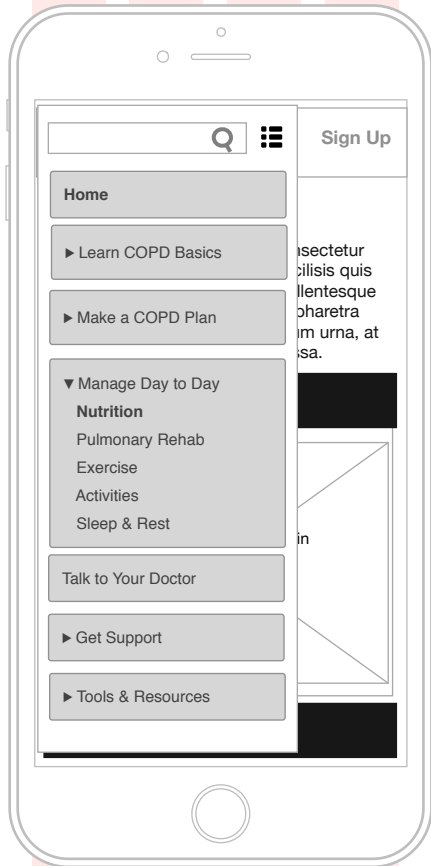
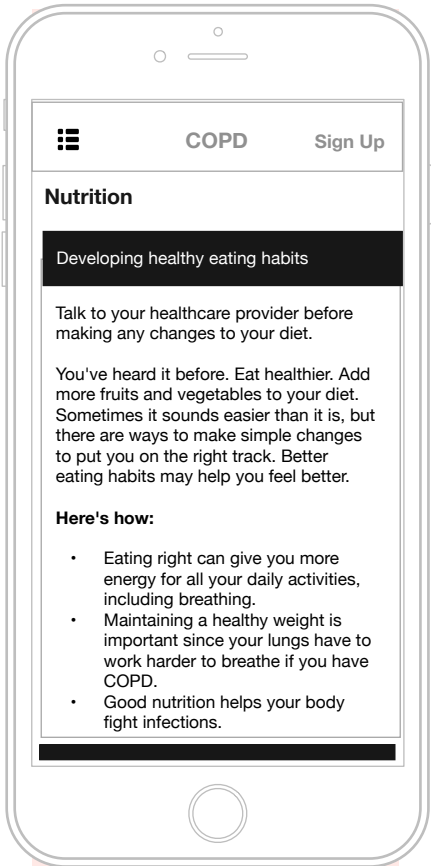


Design Annotations:

General Observations:

As in previous pages.

01_Review this module for scalability.

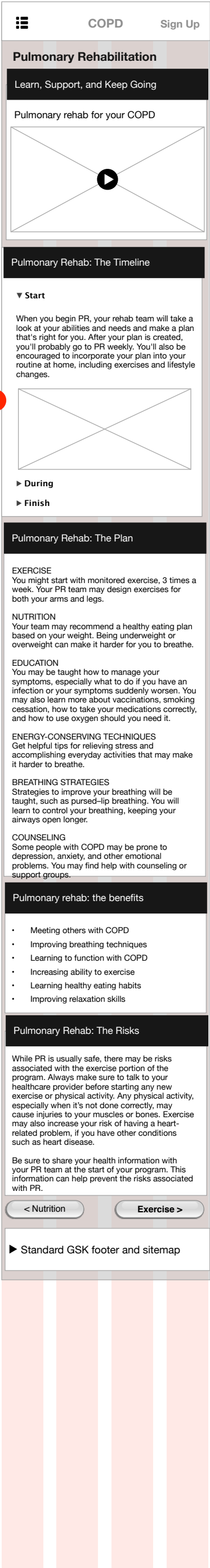
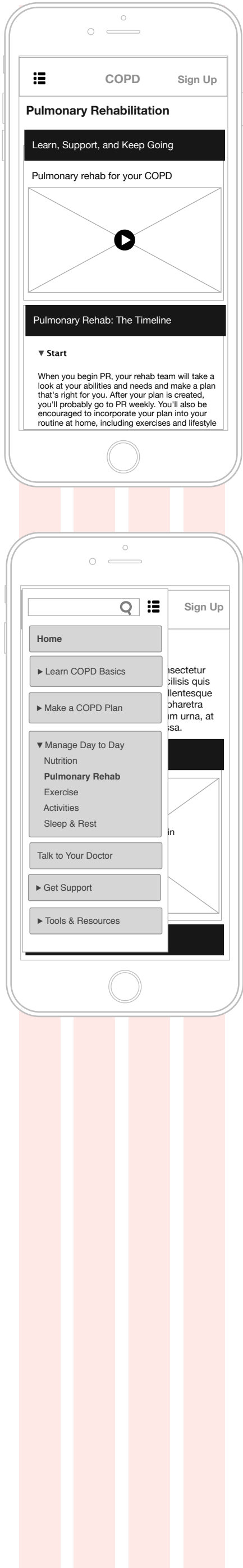


Design Annotations:

General Observations:

As in previous pages.

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

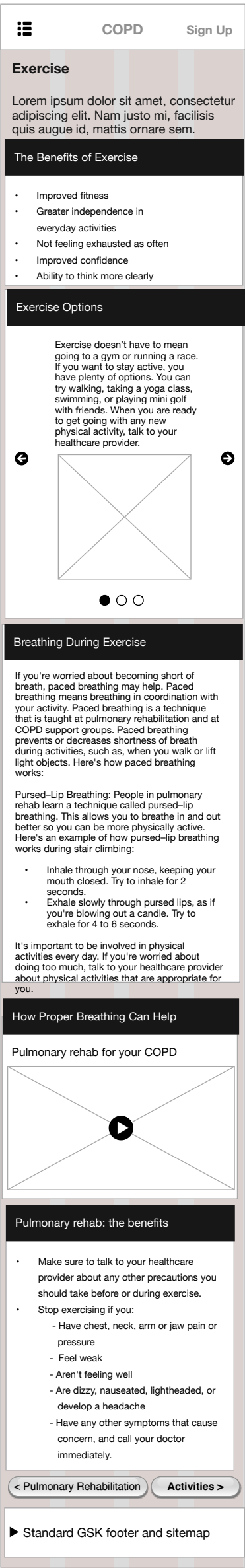
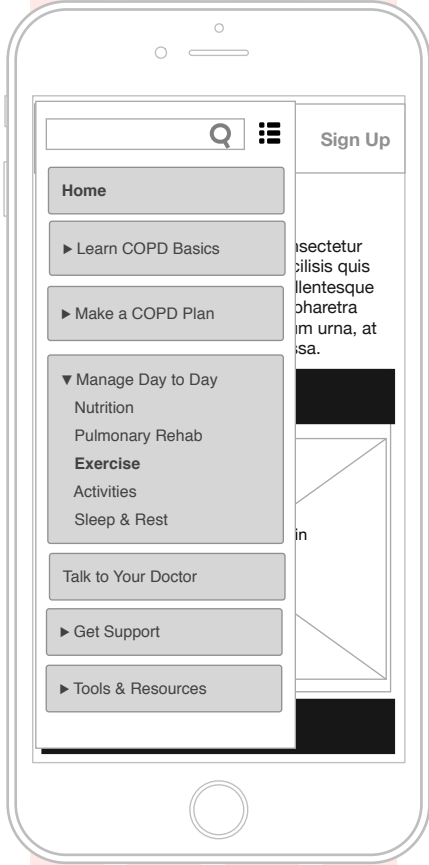
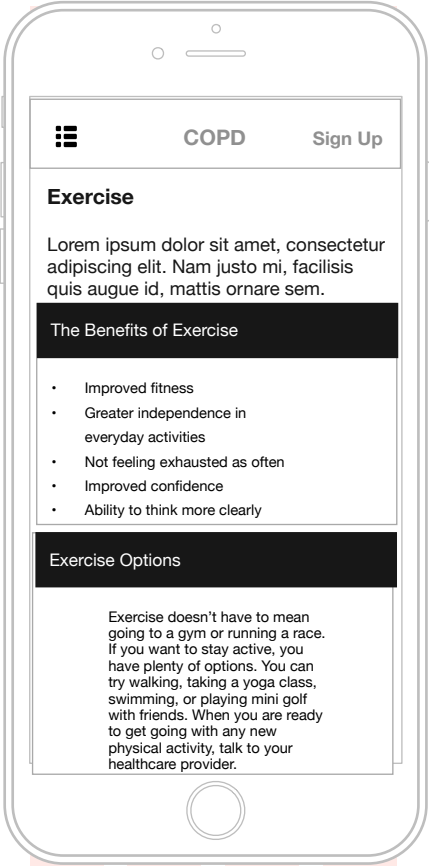


Design Annotations:

General Observations:

As in previous pages.

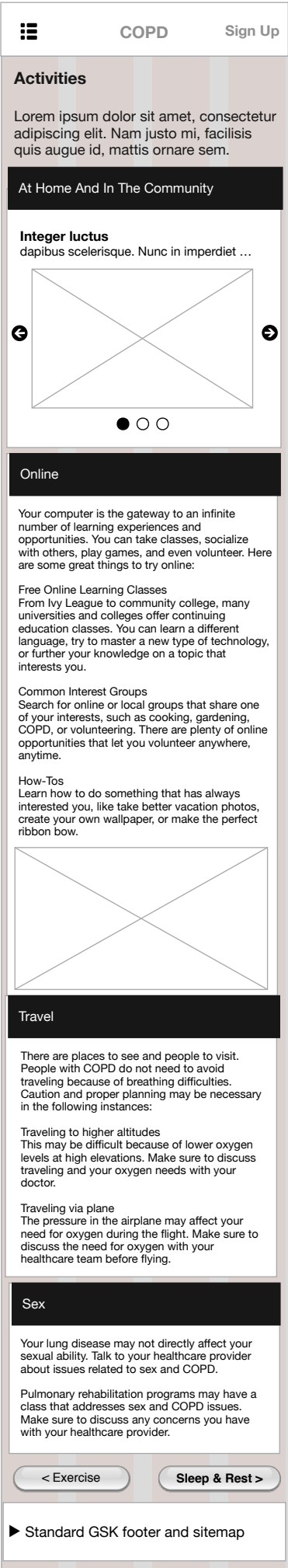
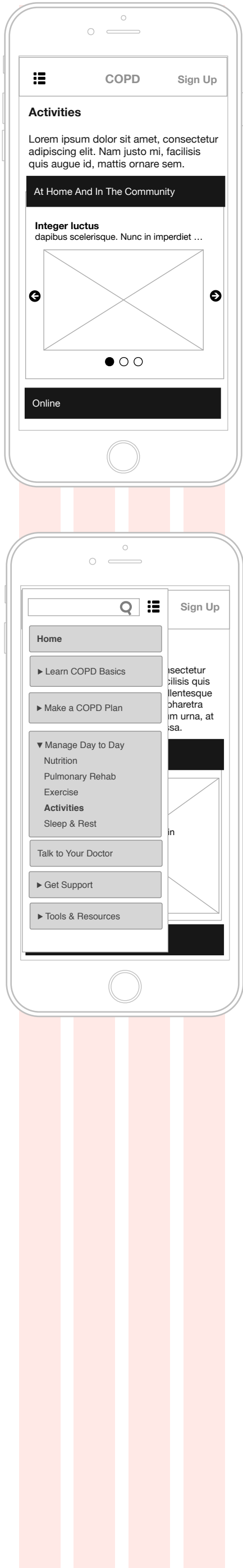
01_ Triple tab replaced with accordion



Design Annotations:

General Observations:

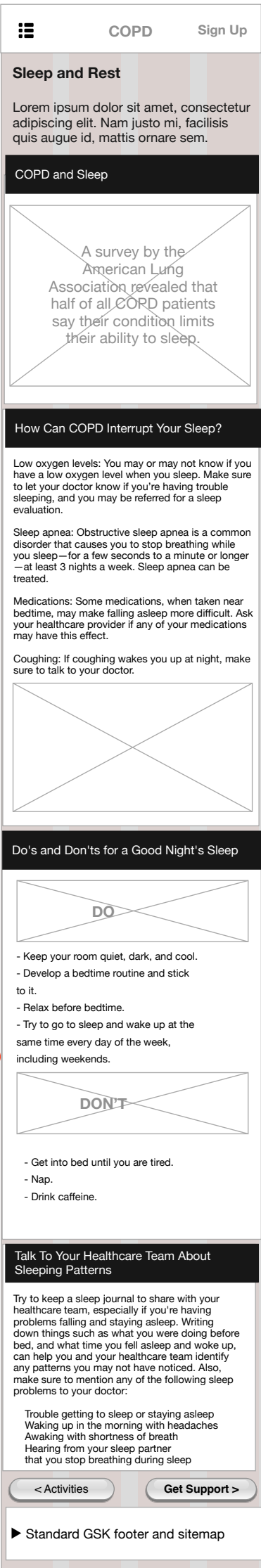
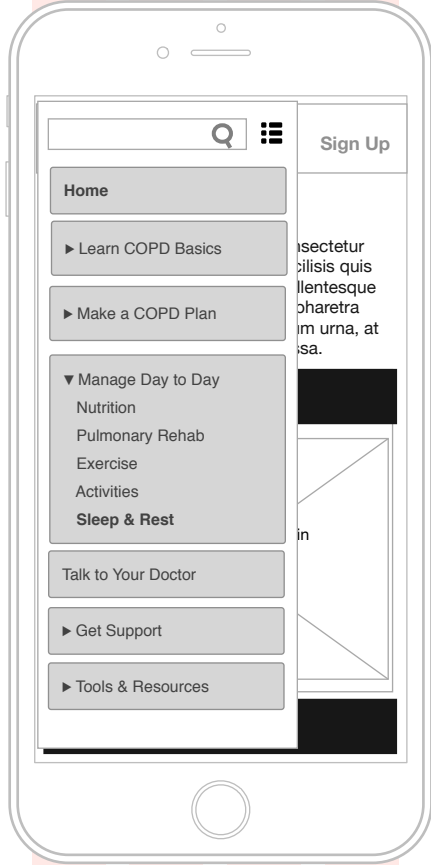
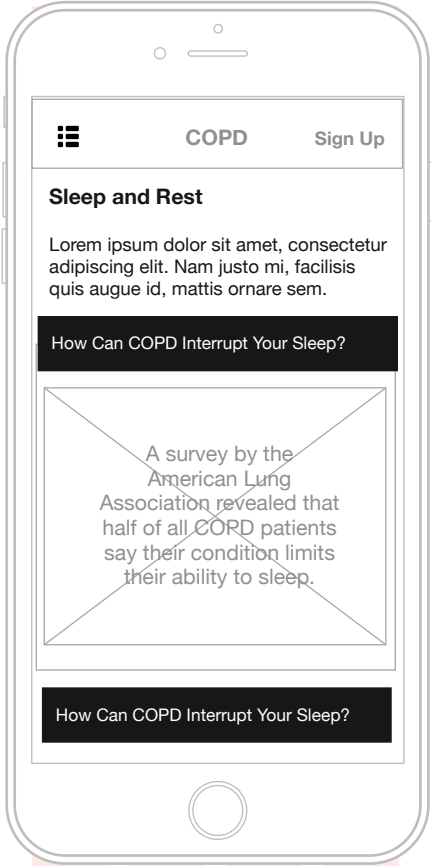
As in previous pages.



Design Annotations:

General Observations:

As in previous pages.

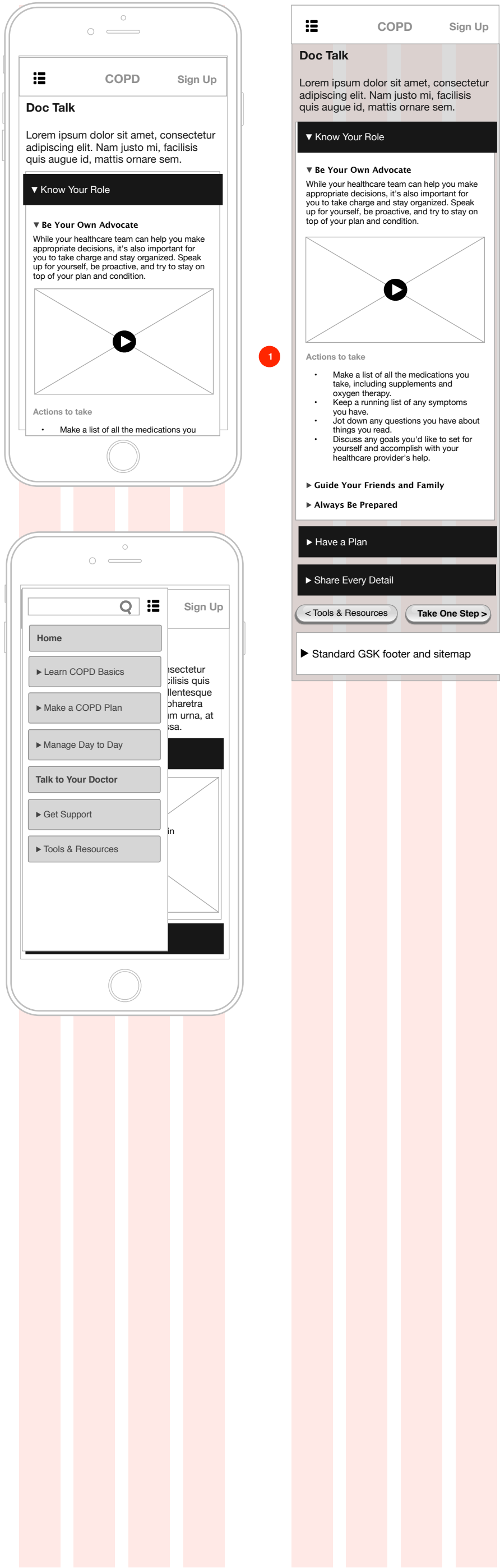


Design Annotations:

General Observations:

As in previous pages.

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

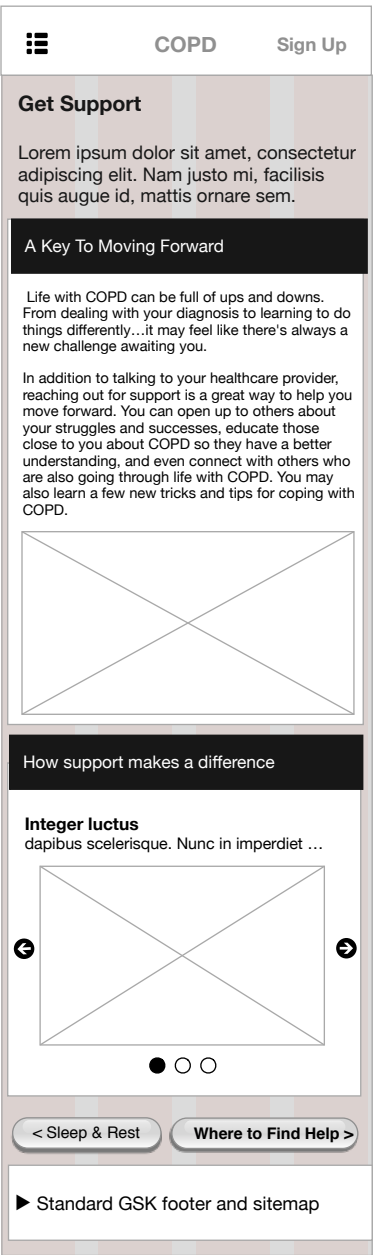
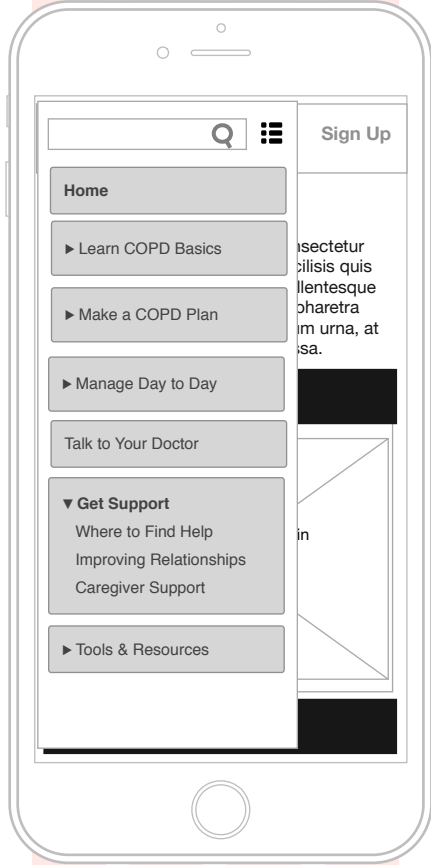
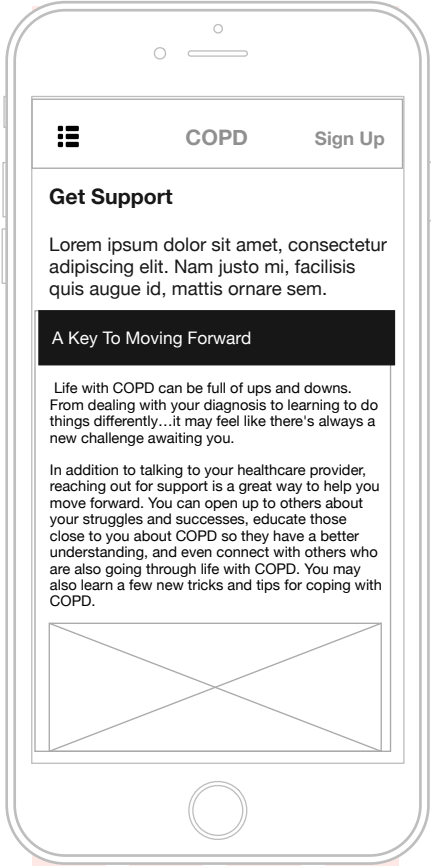


Design Annotations:

General Observations:

As in previous pages.

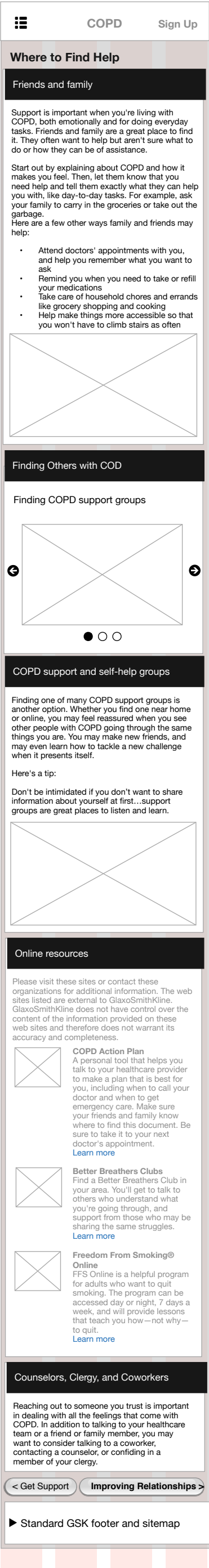
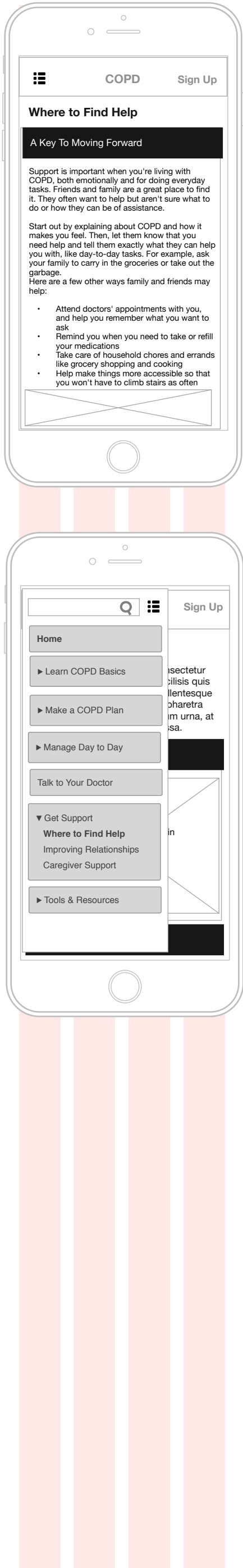
01_Tabs replaced by accordion.



Design Annotations:

General Observations:

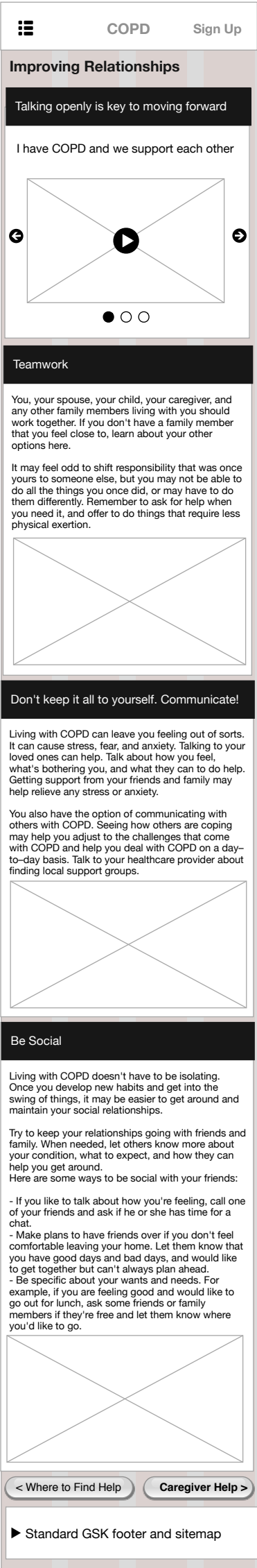
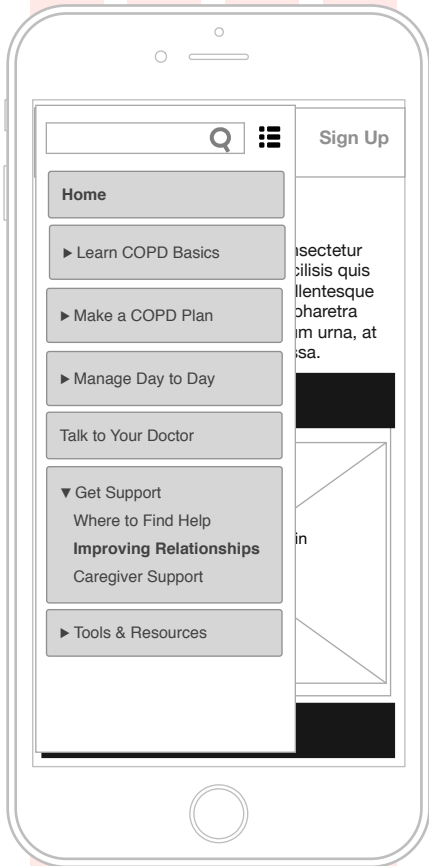
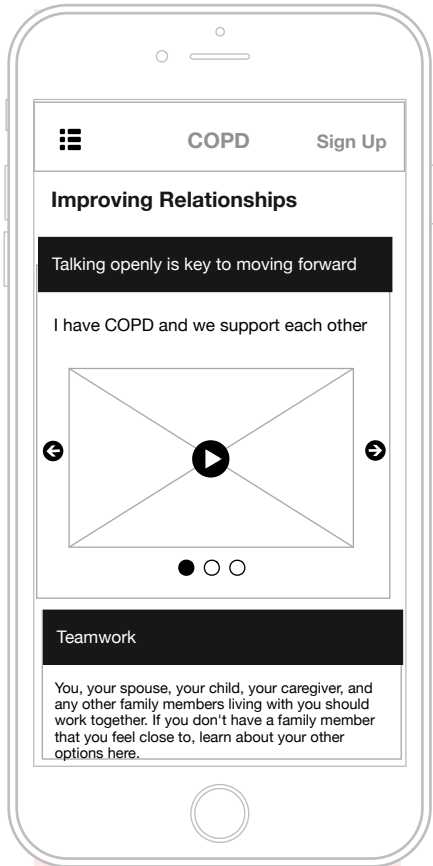
As in previous pages.



Design Annotations:

General Observations:

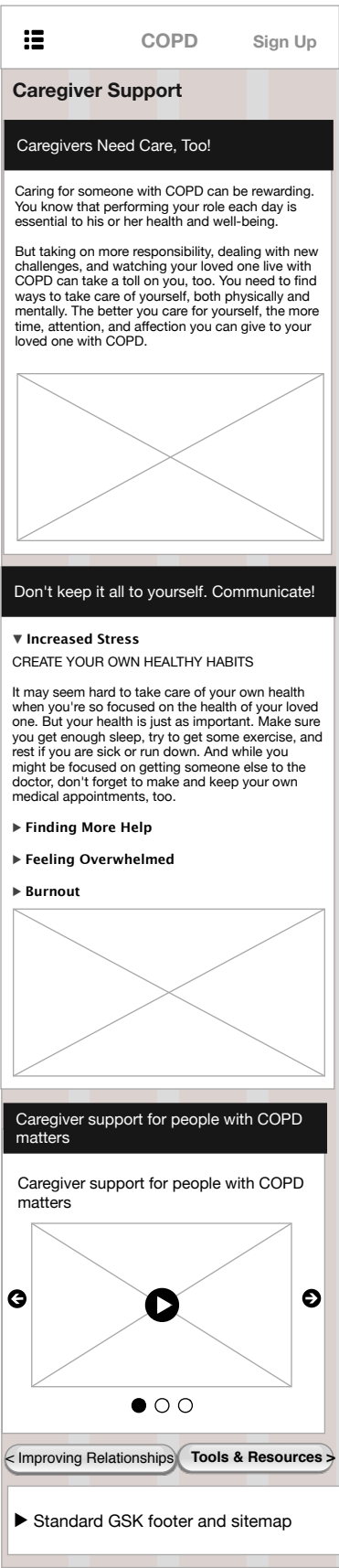
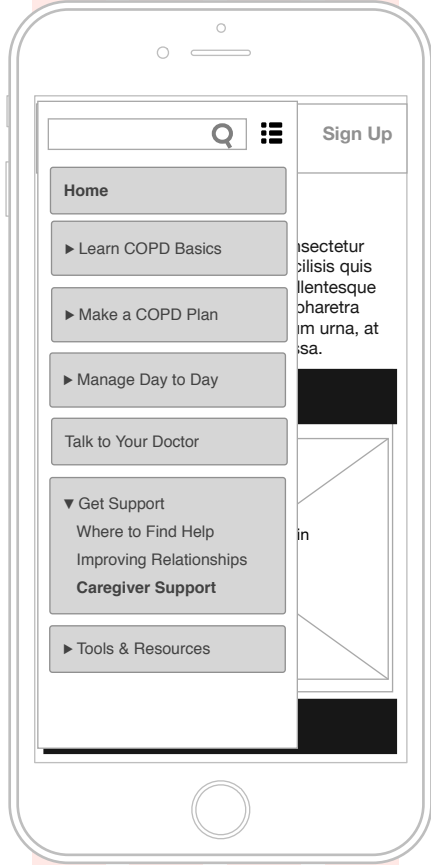
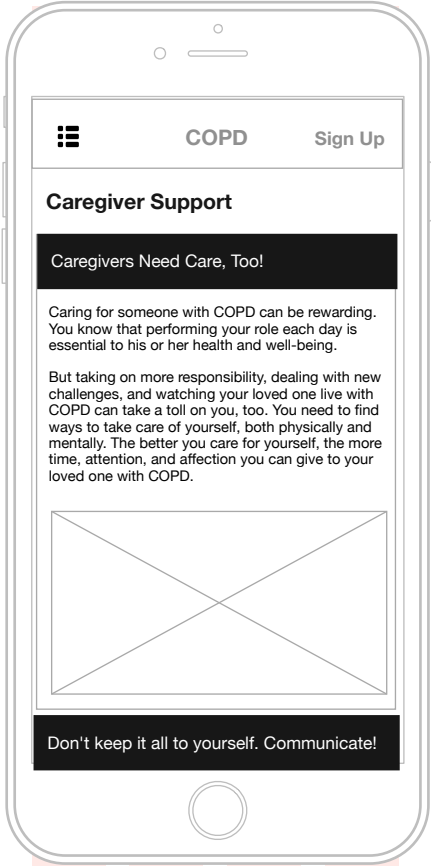
As in previous pages.



Design Annotations:

General Observations:

As in previous pages.

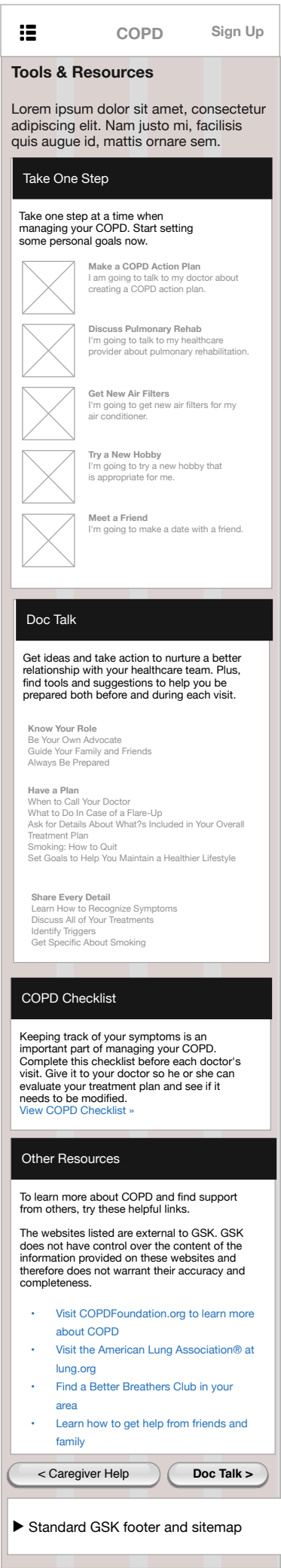
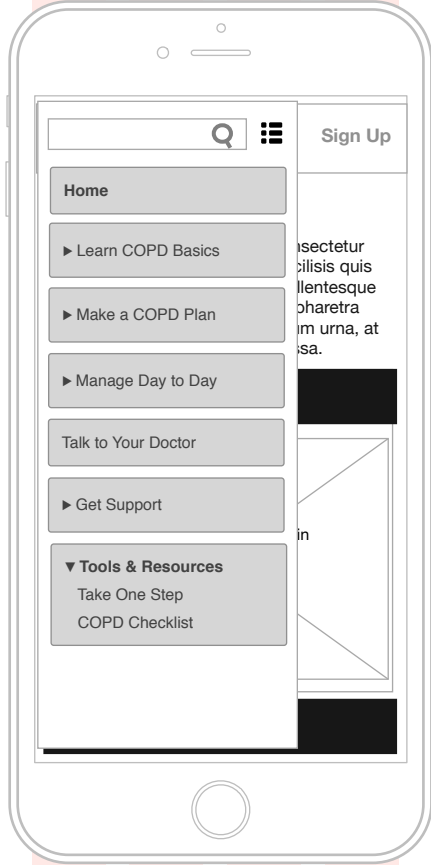
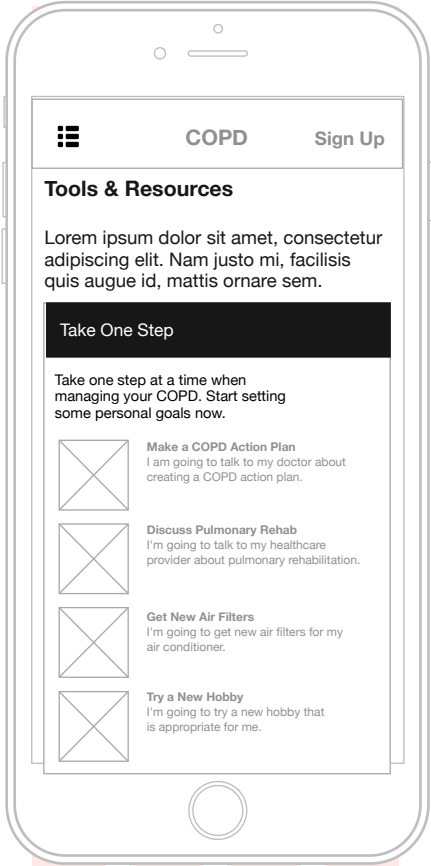


Design Annotations:

General Observations:

As in previous pages.

01_Tabs replaced with accordion.

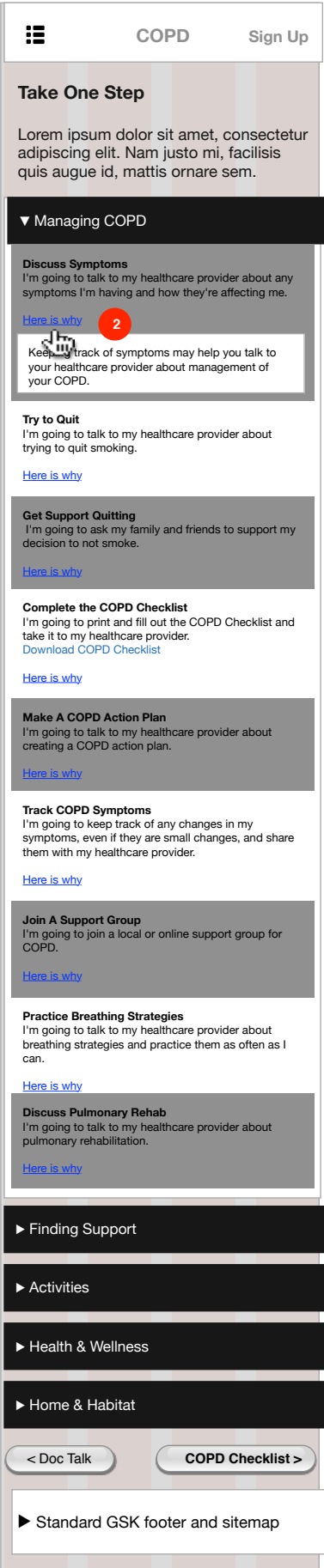
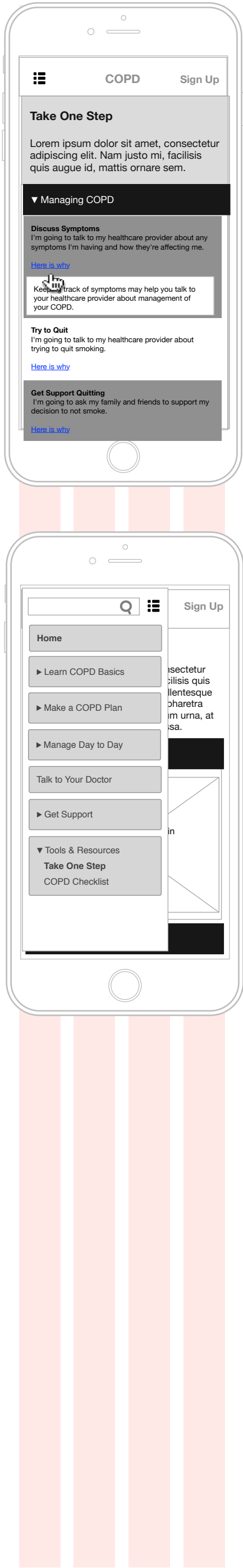


Design Annotations:

General Observations:

As in previous pages.

Version 1



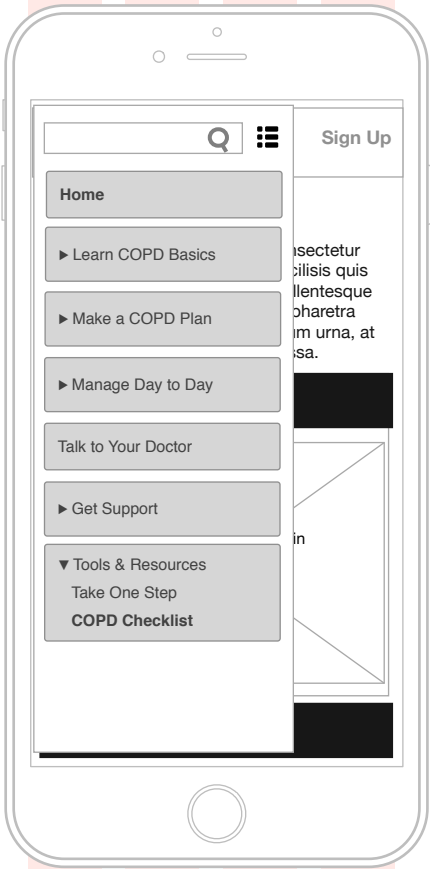
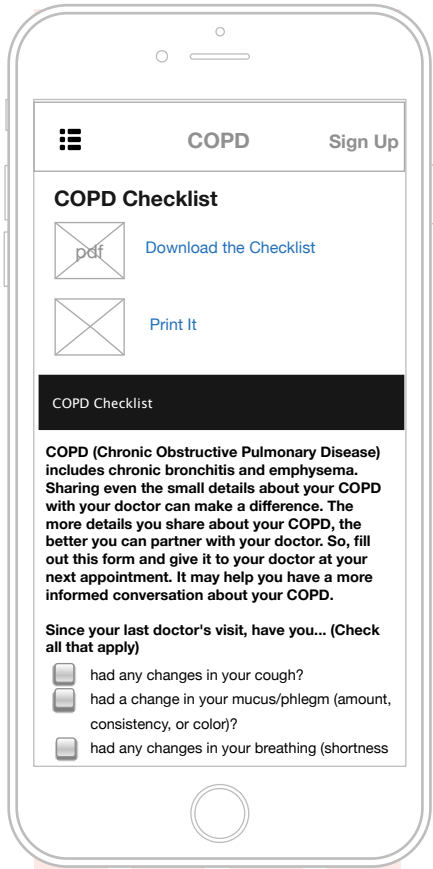
Design Annotations:

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 .



COPD

Sign Up

COPD Checklist

pdf

Download the Checklist

Print It

COPD Checklist

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

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

☐ had any changes in your cough?

☐ had a change in your mucus/phlegm (amount, consistency, or color)?

☐ had any changes in your breathing (shortness of breath or difficulty breathing)?

☐ had a flare-up or worsening of COPD symptoms more than typical day-to-day variations?

☐ felt more tired than usual or have been waking up at night?

☐ used an antibiotic or oral steroid? # of days taken:

☐ had a severe cold or flu?

☐ visited an ER, hospital, or urgent care because of your breathing?

☐ needed to use a rescue inhaler more or less than usual? # of times/week:

☐ smoked more, smoked less, or set a plan to stop smoking?

☐ stopped smoking completely?

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

☐ I am short of breath after moderate exercise

☐ I am short of breath when hurrying or walking up a slight incline

☐ I walk slower than most people my age due to my breathing

☐ I stop for breath every few minutes while walking, even on level ground

☐ I am too short of breath to leave the house

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

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

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

< Take One Step

Home >

► Standard GSK footer and sitemap

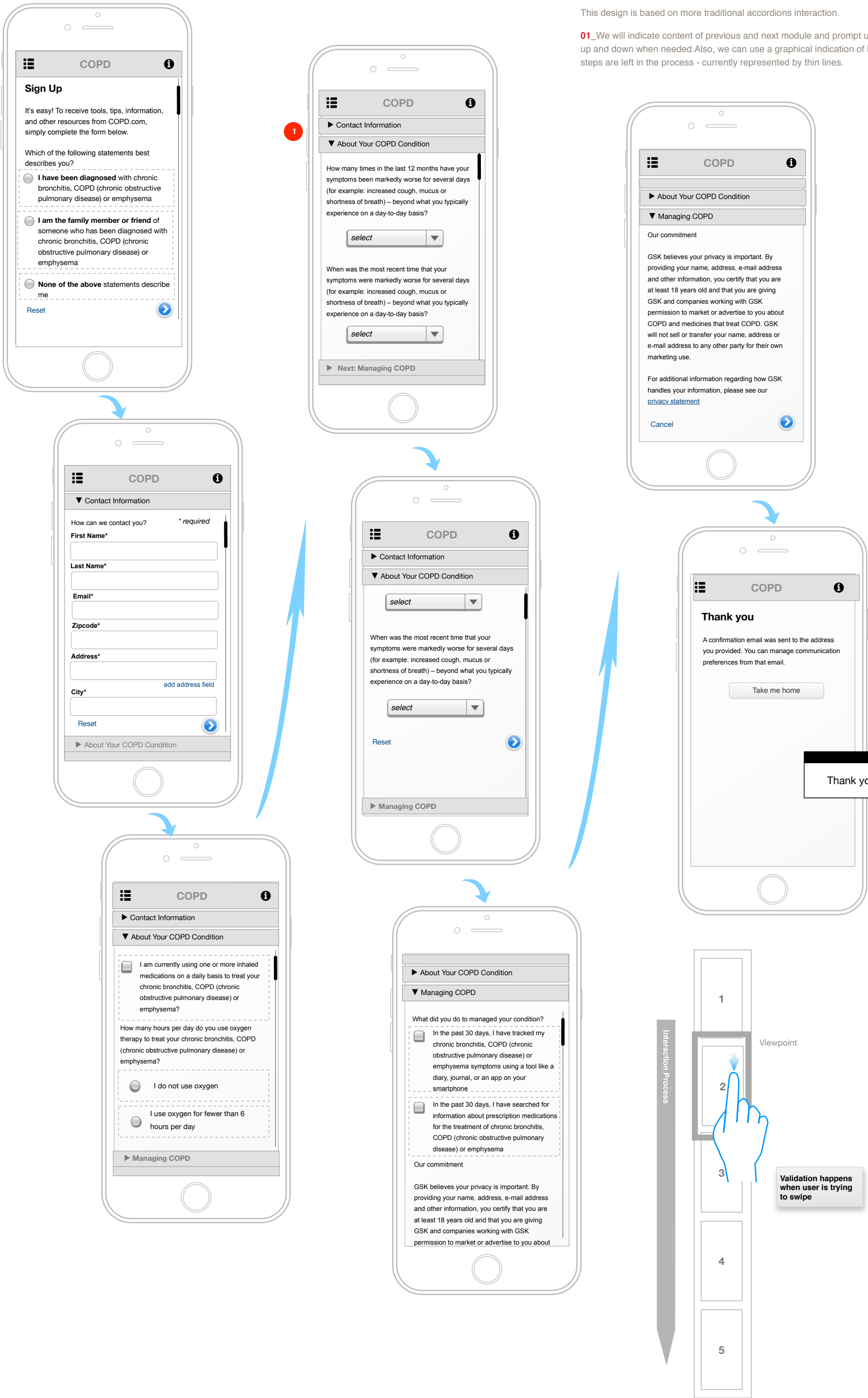
Design Annotations:

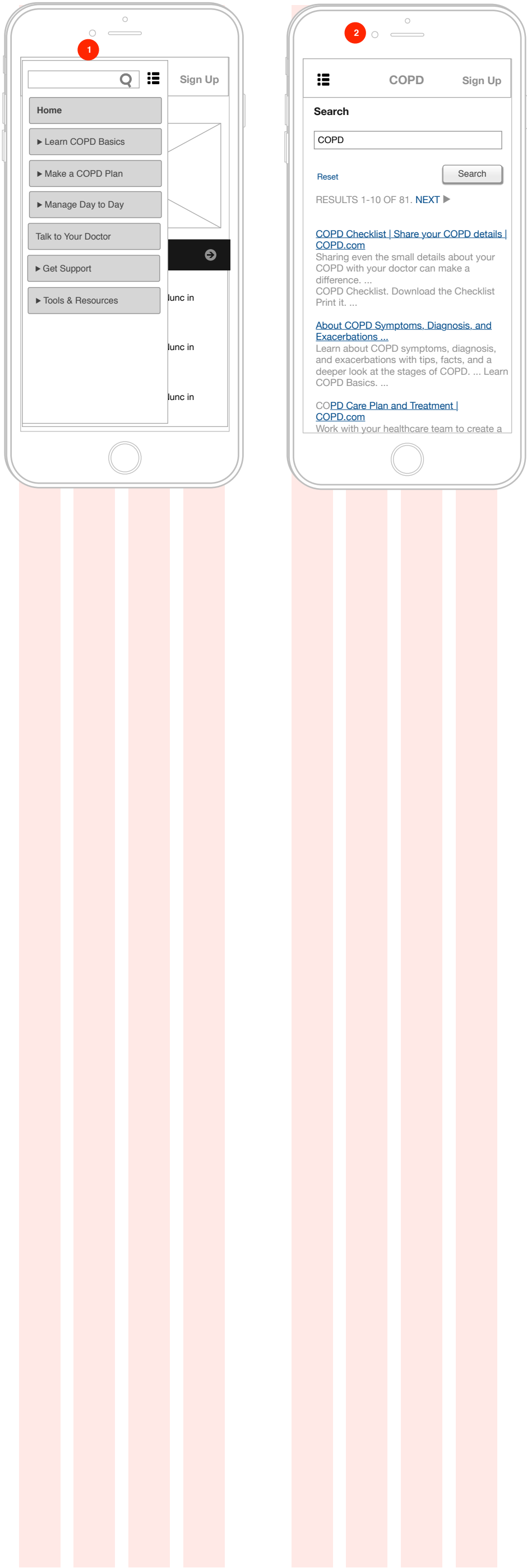
General Observations:

As in previous pages.

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.





0.3

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.

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

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

► Make a COPD Plan

► Manage Day to Day

► Get Support

► Tools & Resources

1

2

Sign Up

Sign Up

* Indicates required fields

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

First Name*

Last Name*

Street*

City*

State*

Select State

Zip*

Email*

Which of the following statements best describe you? *

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

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

None of the above statements describe me

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

☒

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

Submit

Reset

Todays Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog
Humidity: 89%

[Change your ZIP code »](#)

Standard GSK footer and sitemap

Design Annotations:

General Observations:

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.

Disclaimer: This wireframe does not represent the visual design.

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HAVAS

Logo plus tagline

Search

Share

Home

► Learn COPD Basics

► Make a COPD Plan

► Manage Day to Day

► Get Support

► Tools & Resources

1

2

3

4

Sign Up

Sign Up

* Indicates required fields

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

First Name*

Last Name*

Street*

City*

State*

Select State

Zip*

Email*

Which of the following statements best describe you? *

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

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

☐ None of the above statements describe me

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

☒ Yes

☐ No

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

☐ I do not use oxygen

☐ I use oxygen for fewer than 6 hours per day

☐ I use oxygen for 6-12 hours per day

☐ I use oxygen for more than 12 hours per day

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

1

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

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

• Use a steroid medication; or

• Use an antibiotic; or

• Have to be admitted to the hospital overnight?

1

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

☐ Within the last 3 months

☐ Within the last 4–6 months

☐ Within the last 7–9 months

☐ Within the last 10–12 months

☐ More than 12 months ago

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

☒ Yes

☐ No

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

☒ Yes

☐ No

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

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

Submit

Reset

Today's Weather

For Brooklyn, NY 11222

75°

Cloudy with Mist and Fog

Humidity: 89%

[Change your ZIP code »](#)

Right side rail

Supporting content

Standard GSK footer and sitemap

Design Annotations:

General Observations:

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

01_if 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.

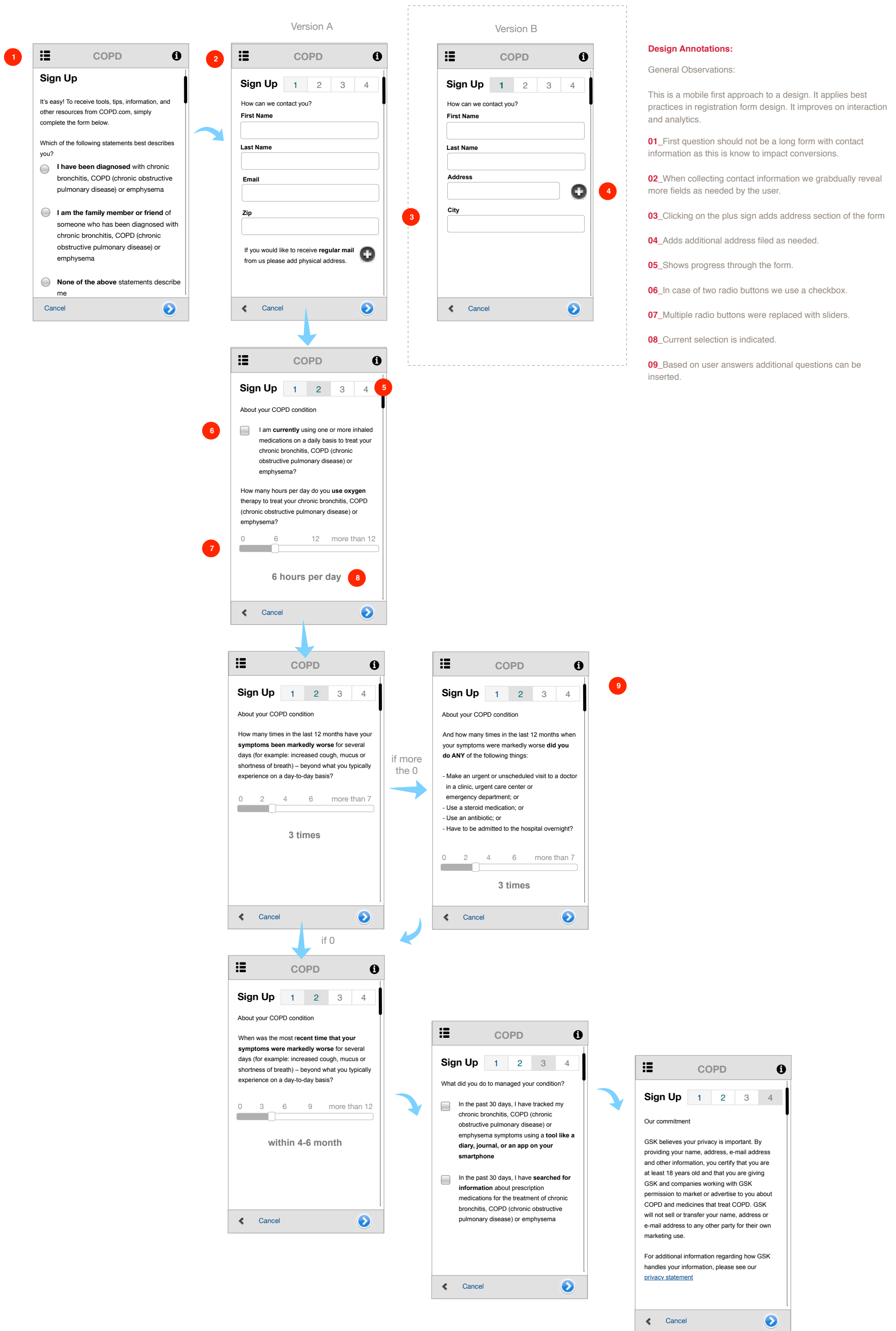
04_User must agree on T&C before form can be submitted.

Disclaimer: This wireframe does not represent the visual design.

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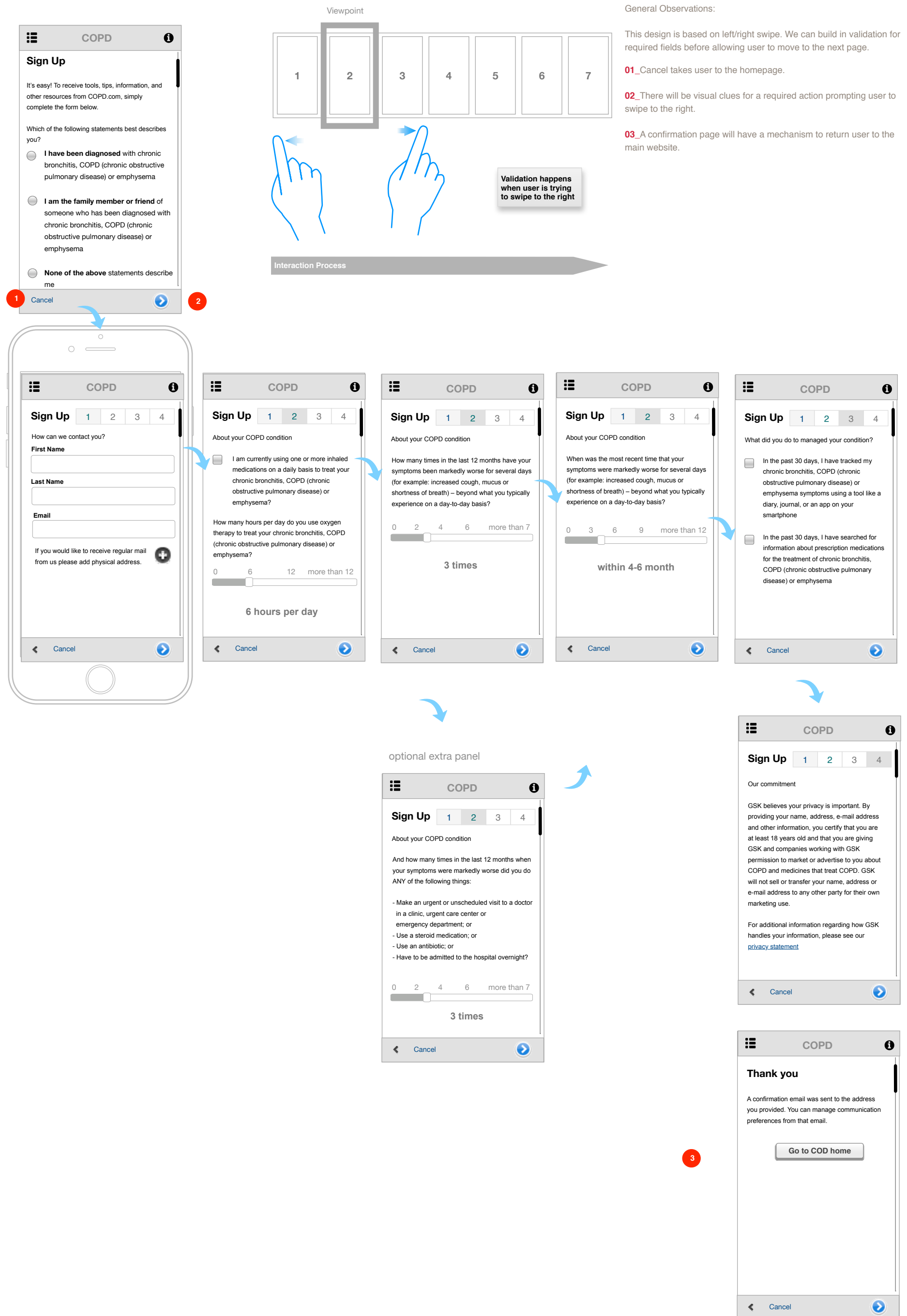
HAVAS

Registration Interaction Layouts

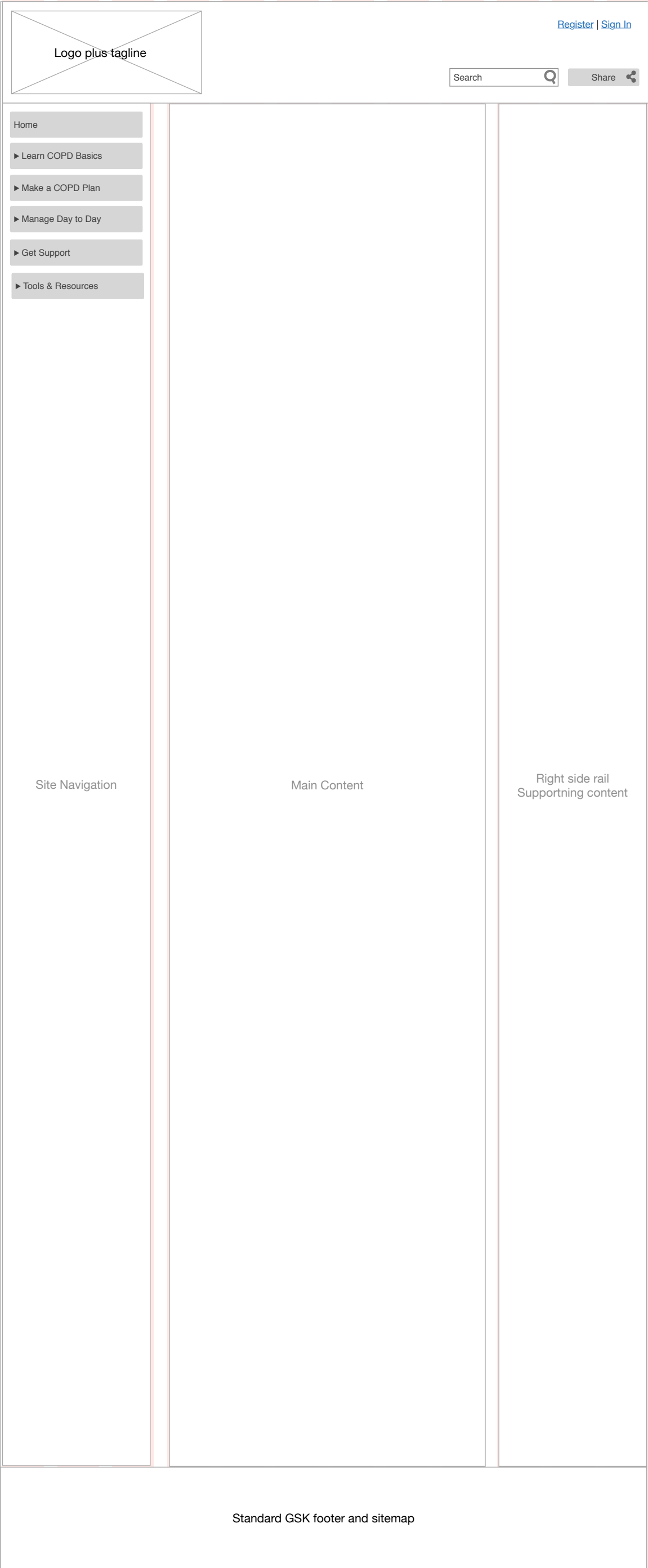


Disclaimer: This wireframe does not represent the visual design.

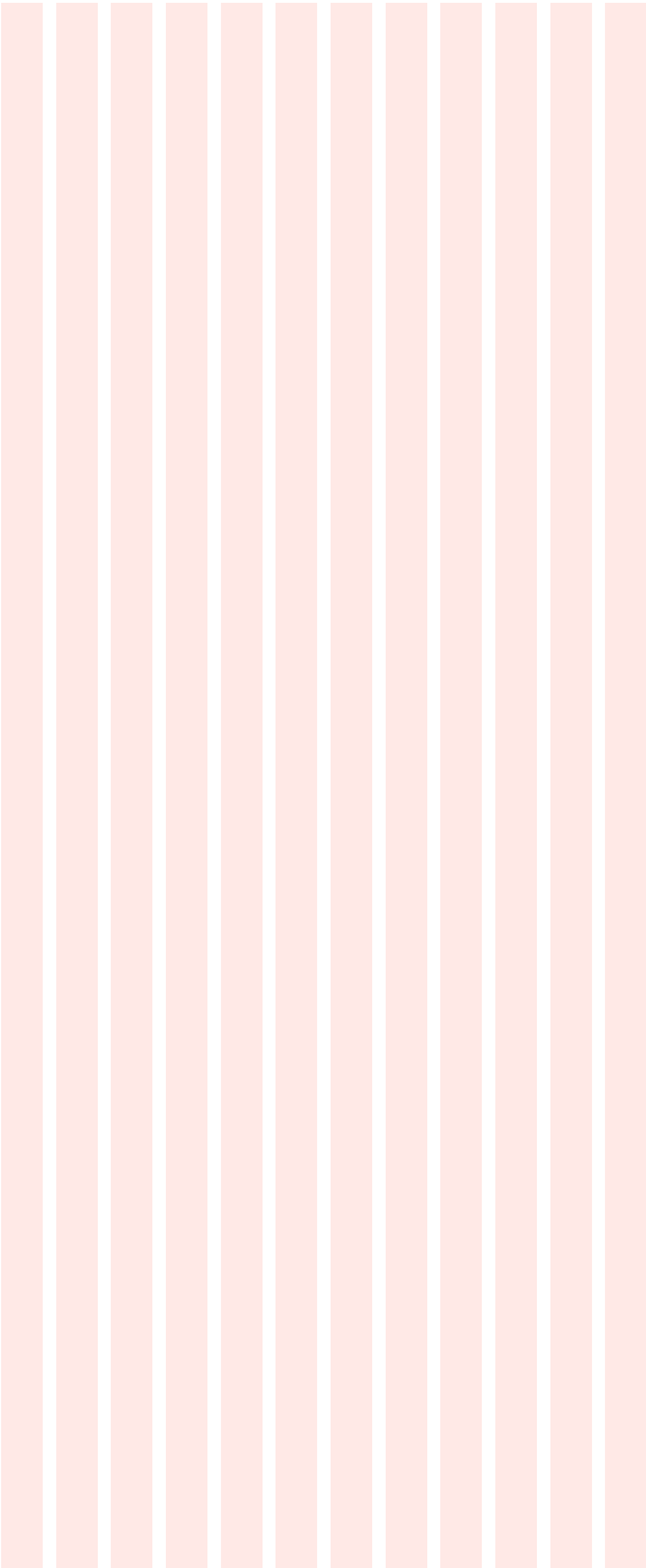
Content Panels



Disclaimer: This wireframe does not represent the visual design.



12 column template



Disclaimer: This wireframe does not represent the visual design.

asthma.com

Sign Up

Search

About Asthma

Managing Asthma

Talk to Your Doctor About Asthma

For Parents

Additional Resources

FAQs

Sign Up

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

Just because you have asthma doesn't mean you have to sit on the sidelines. When you understand your asthma better, it could help you stop coping and start controlling. Sign up today to get tools and ideas to help you:

- Learn how to get better relief of asthma symptoms
- Improve your asthma control
- Reduce asthma's hold on you

Simply fill out the form below.

Indicates required information

*First Name:

*Last Name:

*E-mail address:

*Re-enter e-mail:

Please provide your mailing address and ZIP code.

*Mailing address:

*City:

*State:

*ZIP:

Which of the following statements describes you the best? *

☐ I have been diagnosed with asthma

☐ I am the caregiver of a pediatric or adolescent child under the age of 18 who has been diagnosed with Asthma

☐ None of the above statements describe me

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

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

☒ By checking this box, I indicate that I am also giving permission to receive marketing or advertising information about medicines that treat asthma.*

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

SUBMIT >

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Asthma Control Test is a trademark of QualityMetric Incorporated.

Talk to Your Doctor About Asthma

For Parents

Additional Resources

FAQs

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

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- Improve your asthma control
- Reduce asthma's hold on you

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Indicates required information

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*Last Name:

*E-mail address:

*Re-enter e-mail:

Please provide your mailing address and ZIP code.

*Mailing address:

*City:

*State:

*ZIP:

Which of the following statements describes you the best? *

☒ I have been diagnosed with asthma

☐ I am the caregiver of a pediatric or adolescent child under the age of 18 who has been diagnosed with Asthma

☐ None of the above statements describe me

Which of the following are you currently taking to treat your asthma?
Check all that apply

☐ I use a fast-acting rescue inhaler when needed

☐ I take one or more long-term asthma control medicines

☐ I am currently using a combination inhaler device containing more than one medicine

☐ I am currently not taking any medicines to treat my asthma

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

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☒ By checking this box, I indicate that I am also giving permission to receive marketing or advertising information about medicines that treat asthma.*

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

SUBMIT >

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Test Your Asthma Control

Doctor Discussion Guide

Asthma Journal

Asthma Action Plan

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☒ I take one or more long-term asthma control medicines

☒ I am currently using a combination inhaler device containing more than one medicine

☐ I am currently not taking any medicines to treat my asthma

During the past 4 weeks, how often have you used your rescue inhaler?

☐ 3 or more times a day

☐ 1 or 2 times a day

☐ 2 or 3 times a week

☐ Once a week or less

☐ Not at all

In the past 12 months, how many times has your doctor prescribed an oral corticosteroid (steroid), like prednisone, to treat an asthma attack?

☐ None

☒ One

☐ Two

☐ Three or more

And did you take the oral corticosteroid for more than 3 months?

☐ Yes

☐ No

In the past 30 days, have you tracked your asthma symptoms using a tool like a diary, journal, the Asthma Control Test or an asthma-specific app on your smart phone?

☒ Yes

☐ No

In the past 30 days, have you searched for information about prescription medications for the treatment of asthma?

☐ Yes

☒ No

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HAVAS

