

About this Document

Architecture

An architecture is a road map of content for the project. This shows any pages or slides of content that can be accessed throughout the project. It also shows any business rules to be applied to the project so that reps must follow the proper sales aid procedure.

Wireframe

Wireframes are the blueprints to your project. They map out the structure and features used within the project to interact and engage the content. They are *not* to be reviewed for layout, copy or design.

A

Introduction

B

Mechanism of Action

C

Patient Resources

D05
Important Safety Information

D10
Prescribing Information & Medication Guide

A05
Introduction

- Indication
- Boxed Warning
- Branding

B05
Anabolic Action

- Animated Biopsies

C10
Patient Resources

- Forteo Connect
- Forteo CoPay Card
- Patient Registry

B05.05
References

B10
How Forteo Works

- Illustrations and Video
- OR
- Video Only

B10.05
References

B15
New Bone Formation

- Tetra: Baseline
- Tetra: After 12 Months

B15.05
References

Note: Can we have a global link to references that updates based on current screen? If not we will have a callout for references per page.

LEGEND

Content Groupings

Global Elements

Content Page

External Link

Overlay

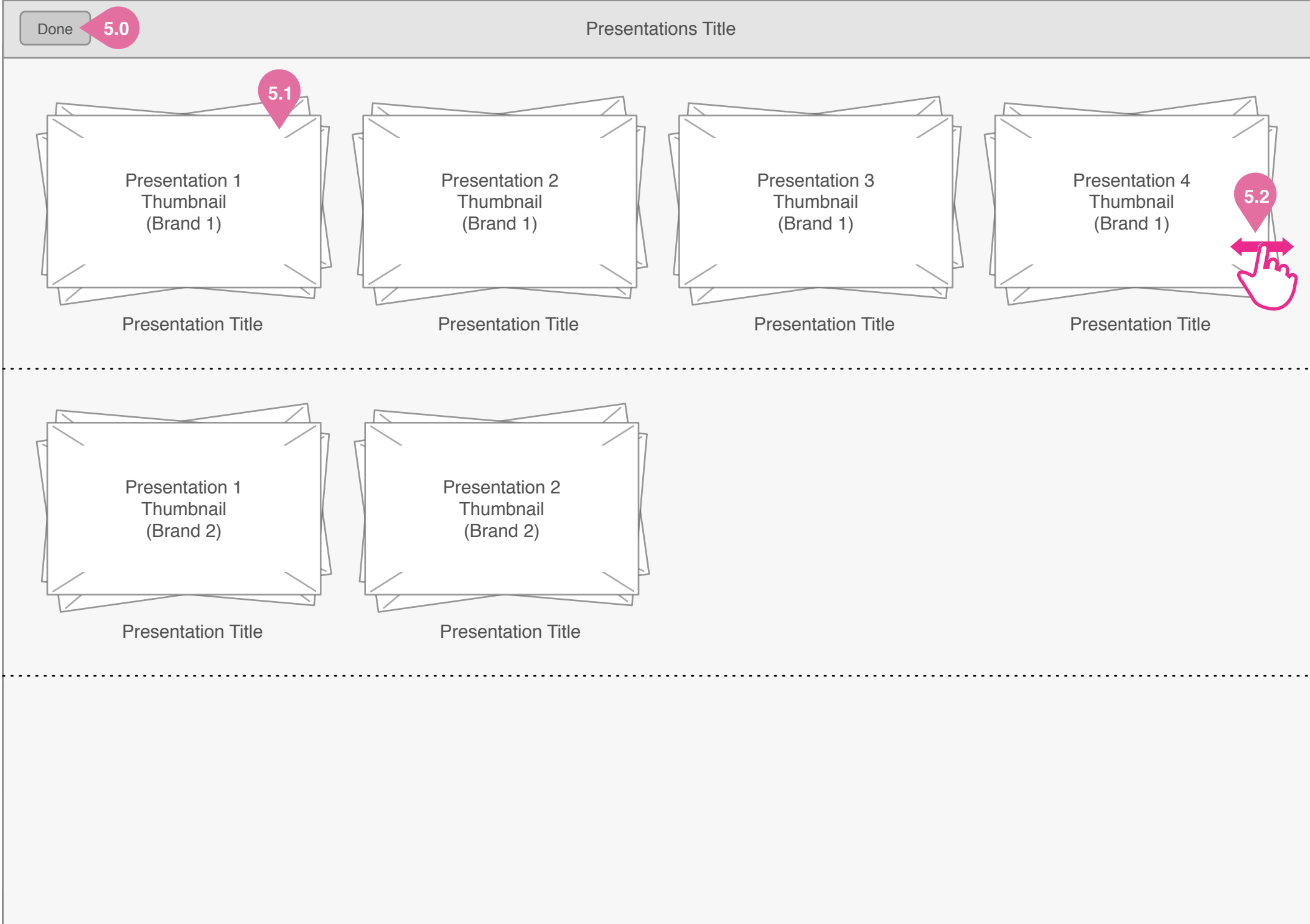
Interactive Content

Chart Build

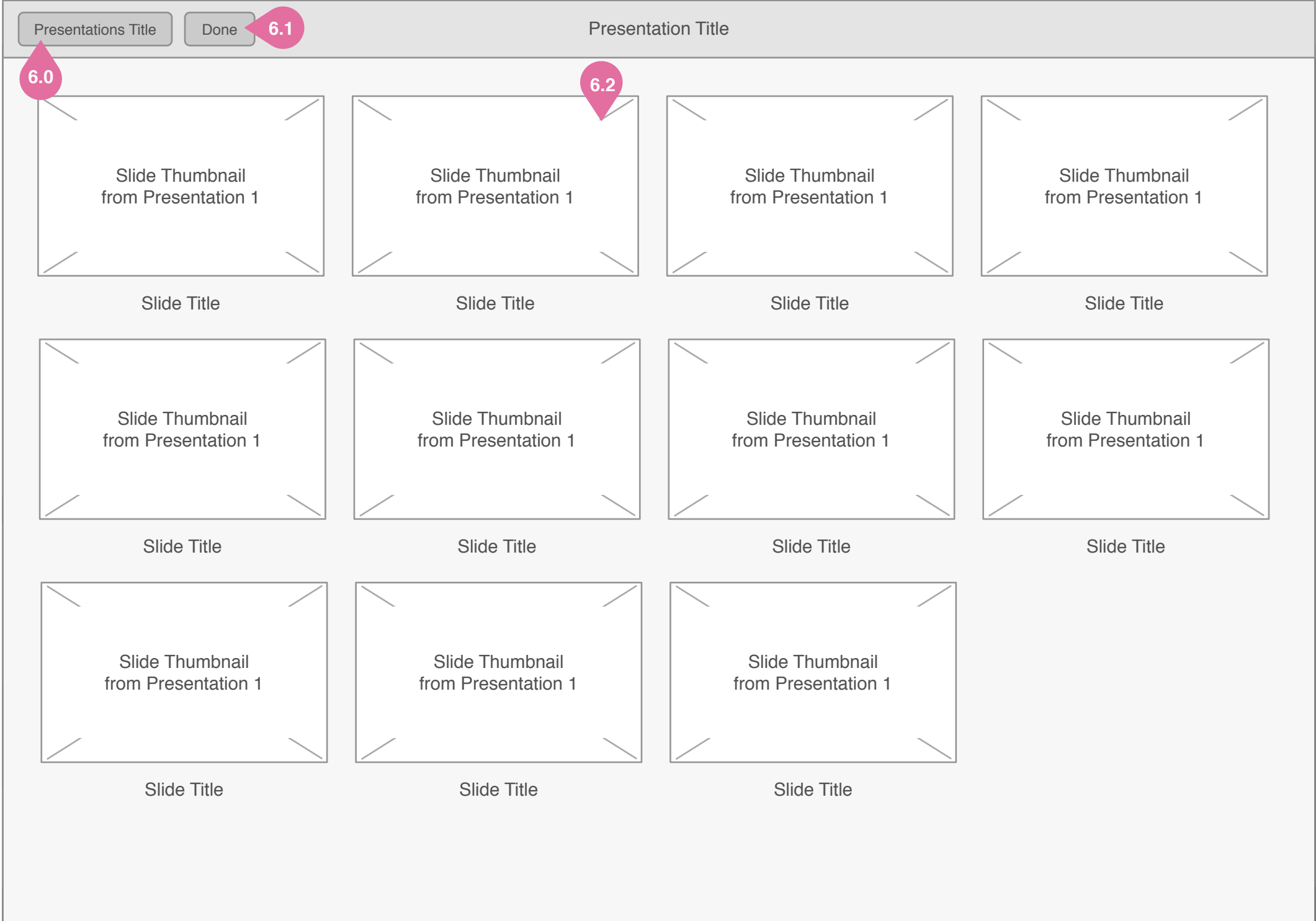
Animation

PDF

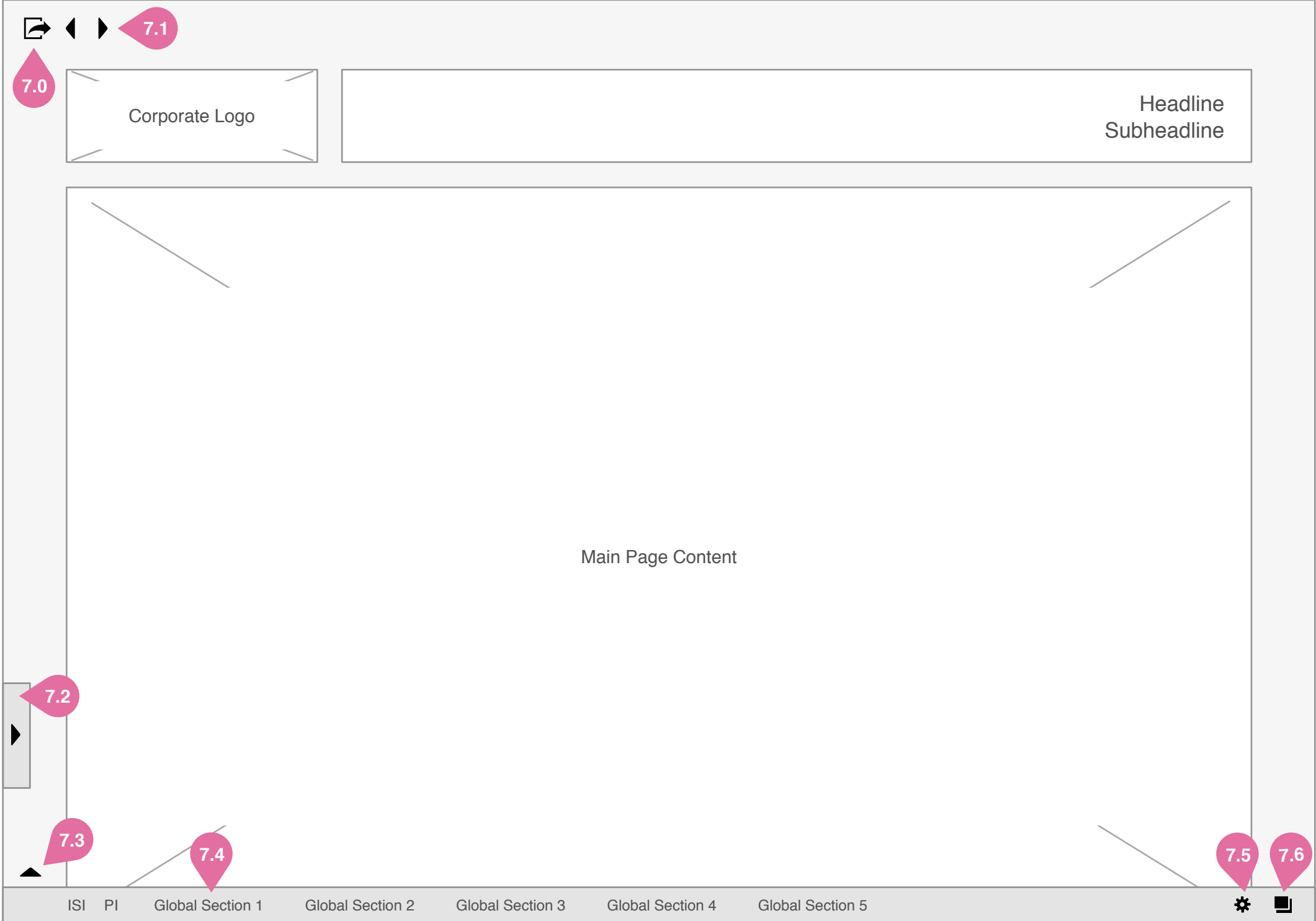
Forced View



TAG	NOTES
5.0	Tap closes presentation library.
5.1	Tap loads selected presentation slide library.
5.2	Swipe to view more presentations within section where applicable.



TAG	NOTES
6.0	Tap opens presentation library.
6.1	Tap closes slide library.
6.2	Tap loads selected slide.



TAG	NOTES
7.0	Tap opens presentation library.
7.1	Tap left/right arrow to load previous/next slide in slide history.
7.2	Tap opens navigation bar.
7.3	Tap opens presentation swim lane - allows user to jump to preferred slide - see next page.
7.4	Tap opens global section or subnavigation for that section.
7.5	Tap opens global settings and preferences.
7.6	Tap opens brand selector - access to all brands.

The screenshot displays a mobile application interface. At the top, there is a navigation bar with back, forward, and refresh icons. Below this is a large white area containing the text "Important Safety Information Content". At the bottom, a navigation bar contains several menu items: "ISI", "PI", "Global Section 1", "Global Section 2", "Global Section 3", "Global Section 4", and "Global Section 5". On the right side of this bottom bar, there are icons for settings and a home screen. A pink callout bubble with the number "8.0" is positioned in the top right corner of the main content area.

TAG	NOTES
8.0	Tap closes overlay.

TAG	NOTES
9.0	Tap closes overlay.

Corporate Logo

Headline
Subheadline

Section 1

Section 2

Overlay Section 1
Content

ISI PI Global Section 1 Global Section 2 Global Section 3 Global Section 4 Global Section 5

10.0

TAG	NOTES
10.0	Tap closes overlay.

The wireframe illustrates the layout of the iPad application. At the top, there is a header section containing a 'Corporate Logo' on the left and a 'Headline Subheadline' area on the right. Below the header is a large 'Main Page Content' area. On the right side, there is a utility panel with two sections labeled 'Utility 1' and 'Utility 2'. A pink callout bubble with the number '11.0' points to the top of this utility panel. At the bottom, there is a navigation bar with five tabs: 'ISI', 'PI', 'Global Section 1', 'Global Section 2', 'Global Section 3', 'Global Section 4', and 'Global Section 5'. To the right of the tabs are two icons: a gear for settings and a square for an overlay.

TAG	NOTES
11.0	Tap closes overlay.

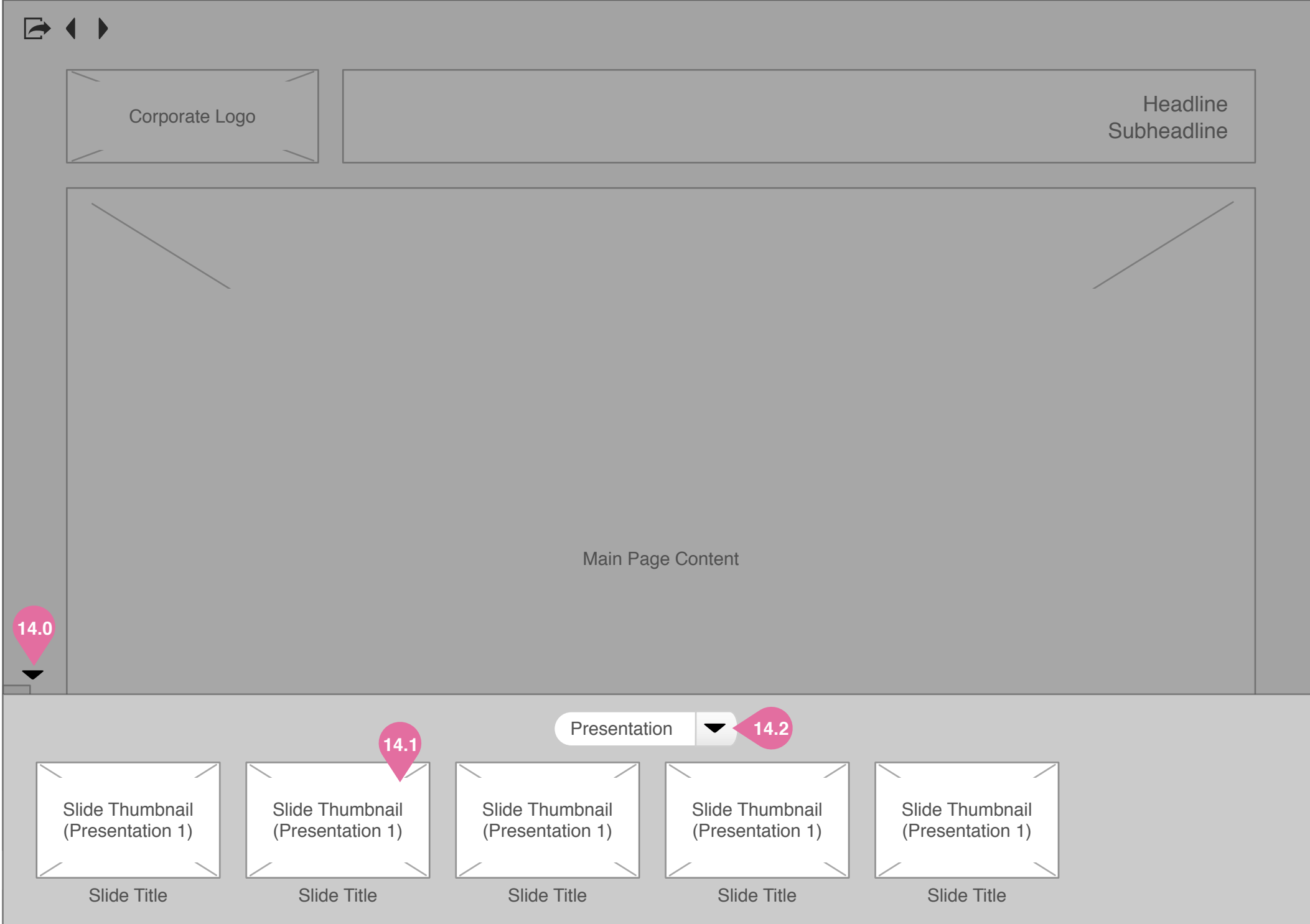
The main page layout includes a top navigation bar with left and right arrows. Below this is a header section containing a 'Corporate Logo' on the left and a 'Headline Subheadline' area on the right. The central area is labeled 'Main Page Content'. On the right side, there is a 'Brands Selector Overlay' containing seven items, each with a 'Thumb' icon and a brand name (Brand 1 through Brand 7). A pink callout bubble with '12.0' points to the top of this overlay. At the bottom, there is a footer with navigation links: 'ISI', 'PI', 'Global Section 1', 'Global Section 2', 'Global Section 3', 'Global Section 4', and 'Global Section 5'. To the right of these links are a gear icon and a square icon.

TAG	NOTES
12.0	Tap closes overlay.

The wireframe shows a page layout with the following components:

- Top Bar:** Contains navigation icons (back, forward, refresh) and a callout bubble labeled "13.1".
- Header:** A box on the left contains "Corporate Logo" with a callout bubble labeled "13.0". To its right is a box for "Headline" and "Subheadline".
- Main Content Area:** A large central box labeled "Main Page Content".
- Thumbnail Row:** A horizontal row of nine thumbnail boxes, each labeled "Thumb" and "Name". A callout bubble labeled "13.0" points to the right side of this row.
- Bottom Bar:** Contains a home indicator, a list of sections: "ISI", "PI", "Global Section 1", "Global Section 2", "Global Section 3", "Global Section 4", "Global Section 5", and icons for settings and a menu.

TAG	NOTES
13.0	Tap closes navigation bar.



TAG	NOTES
14.0	Tap closes swim lane.
14.1	Tap opens respective slide.
14.2	Tap opens dropdown to select another presentation.

Unique Page Functionality

Navigation icons: Home, Back, Forward

Corporate Logo

Headline

Subheadline

Visual Element
(Bone Graphic or other Key Graphic)

Indications and Use

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Caption - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla egestas mollis diam vitae condimentum.

Bottom navigation: ISI PI Global Section 1 Global Section 2 Global Section 3 Global Section 4 Global Section 5 [Settings] [App Store]

TAG	NOTES
16.0	



Corporate Logo

Headline

Subheadline

Visual Element
(Bone Biopsies Animation)

Biopsy Support Notes

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TAG	NOTES
17.0	



Navigation icons: Home, Back, Forward

Corporate Logo

Headline
Subheadline

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Visual Element
(Illustrations)

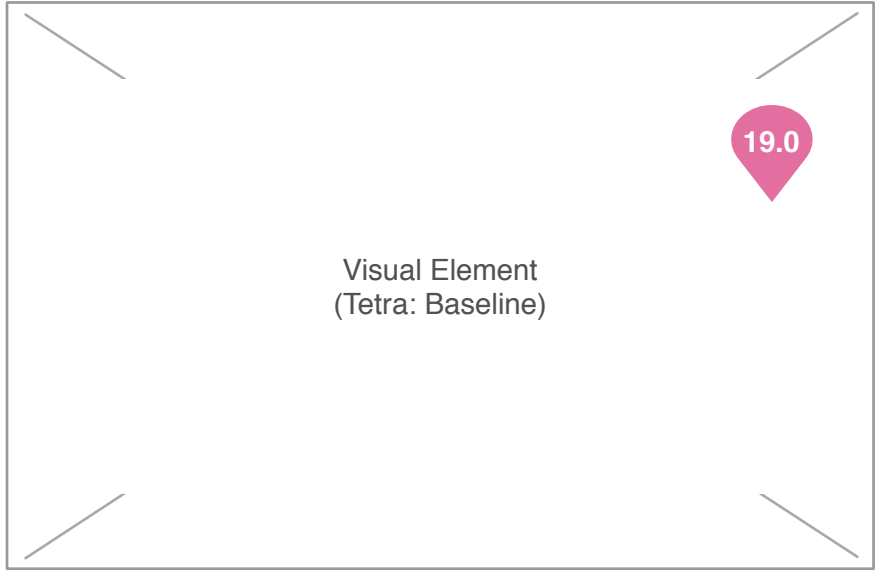
Bottom navigation bar: ISI PI Global Section 1 Global Section 2 Global Section 3 Global Section 4 Global Section 5 [Settings] [App Store]

TAG	NOTES
18.0	Tap to play video in full screen.

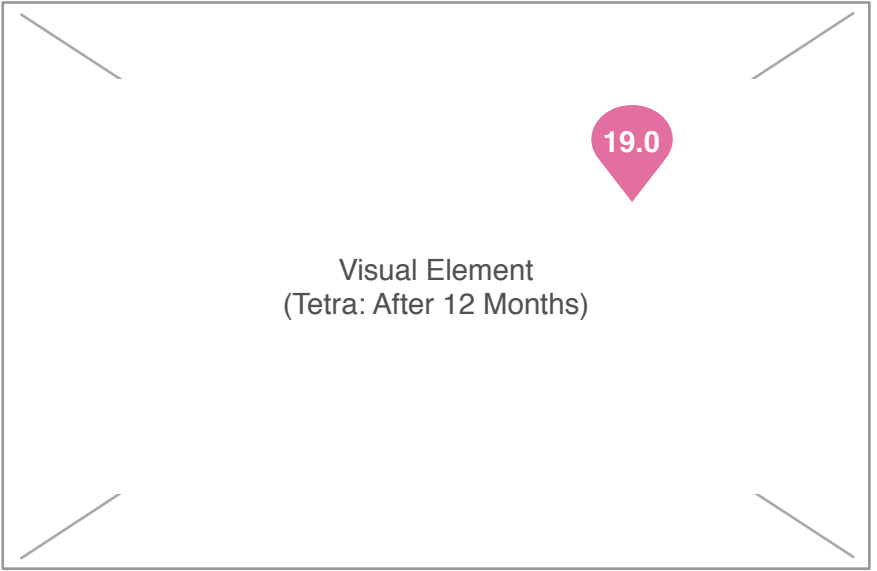
Navigation icons: Home, Back, Forward

Corporate Logo

Headline
Subheadline



Visual Element
(Tetra: Baseline)



Visual Element
(Tetra: After 12 Months)

Caption - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla egestas mollis diam vitae

Caption - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla egestas mollis diam vitae

Footnotes

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ISI PI Global Section 1 Global Section 2 Global Section 3 Global Section 4 Global Section 5

TAG	NOTES
19.0	Hot spot area - tap opens additional content.

Corporate Logo

Headline
Subheadline

Patient Support

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Patient Co-Pay

Visual Element
(Co-Pay Card)

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ISI PI
Global Section 1
Global Section 2
Global Section 3
Global Section 4
Global Section 5

TAG	NOTES
20.0	

