

- 1 Patient's name, image, and level descriptions of their disease state appear on the page.
- 2 Tap to access patient profile page.
- 3 Tap to access B.I. Patient educational articles.
- 4 Patient's name, image, and level descriptions of their disease state appear on the page.
- 5 Tap to access patient profile page descriptions of their disease.

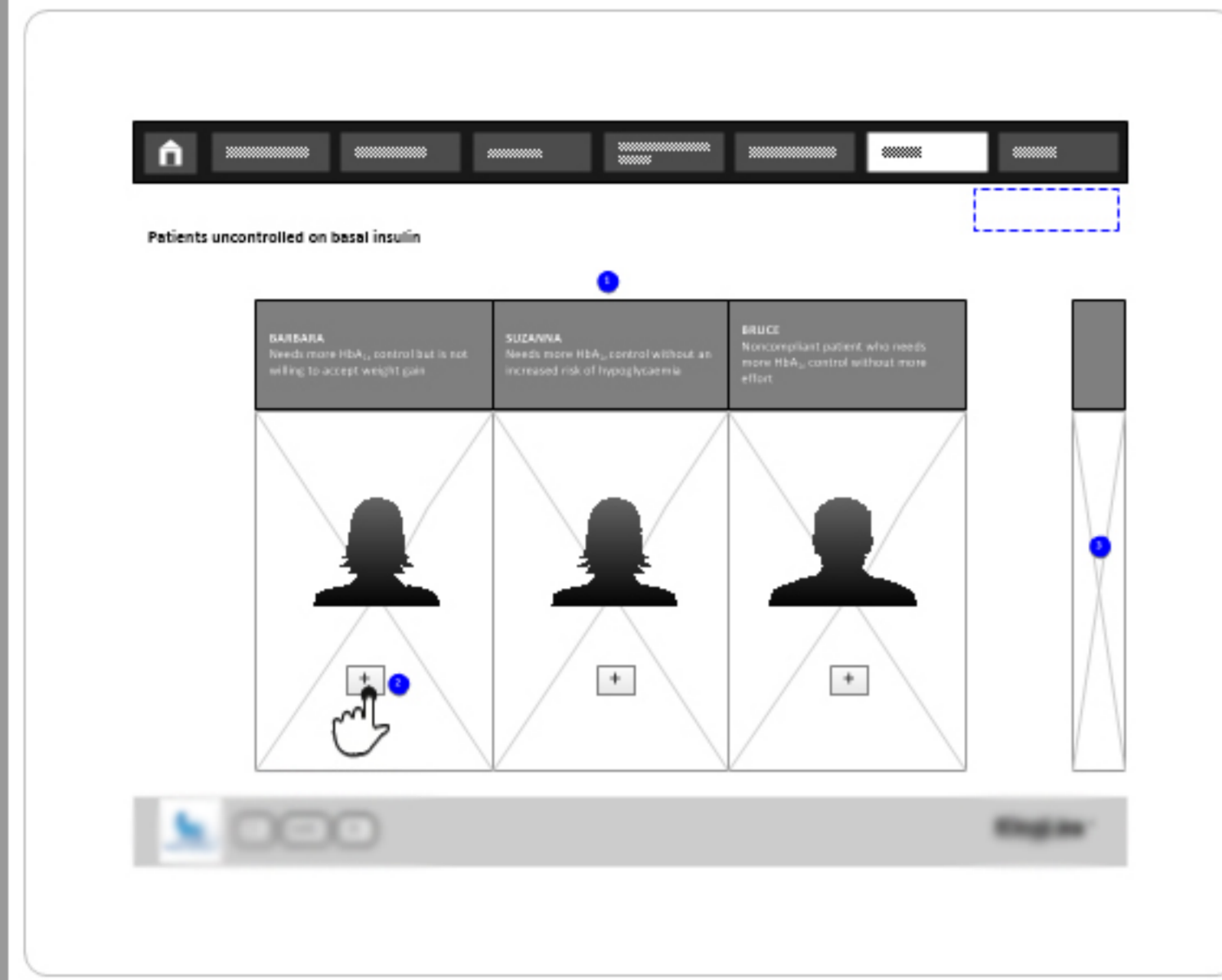
ORIGINAL CONCEPT

This site is a sales tool directed at the medical community. There are three types of patients for which this drug treatment is being marketed.

The user is provided with three choices. The "fourth" choice on the far right presented drug warnings. The image and the content linked to would change according to the which of the three user types were selected.

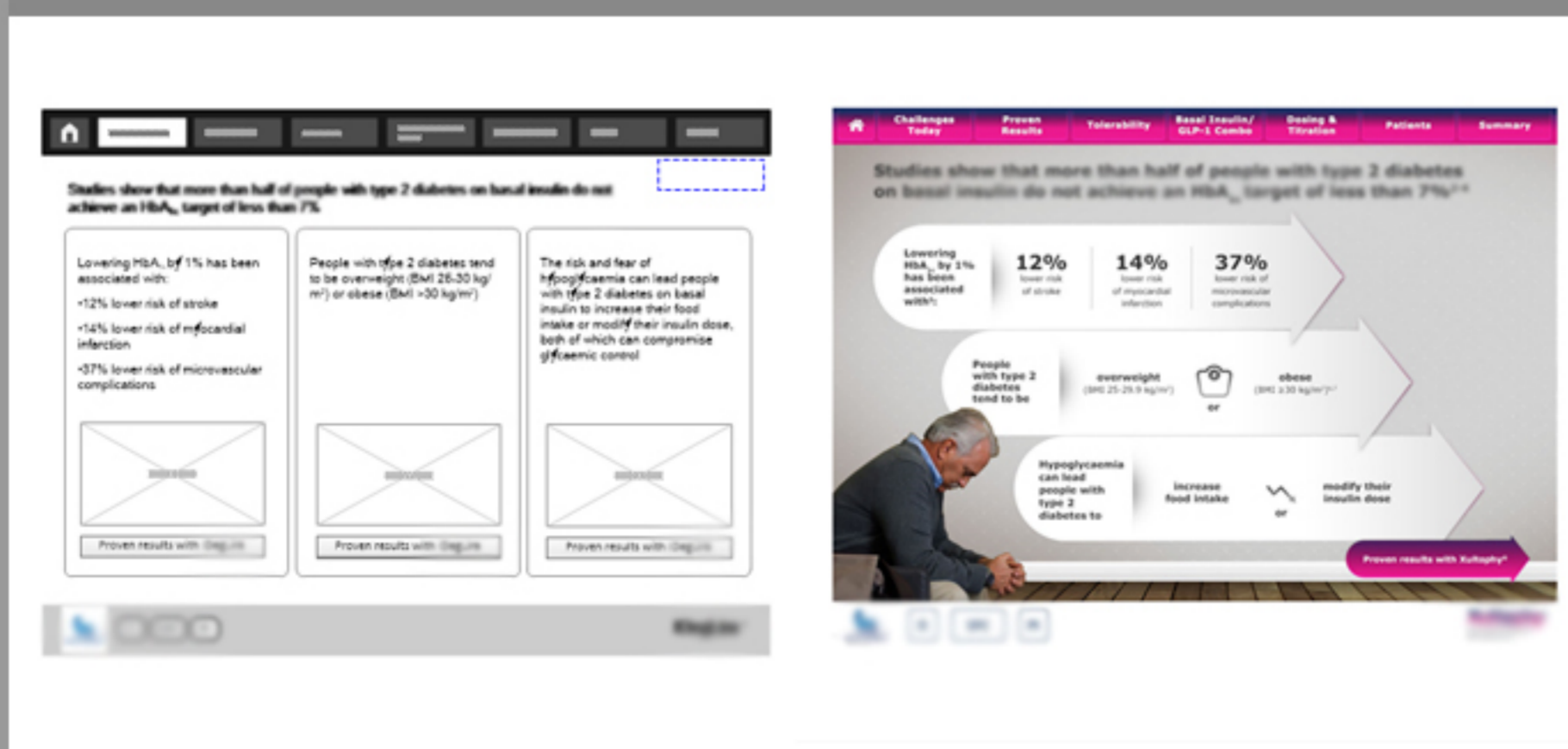
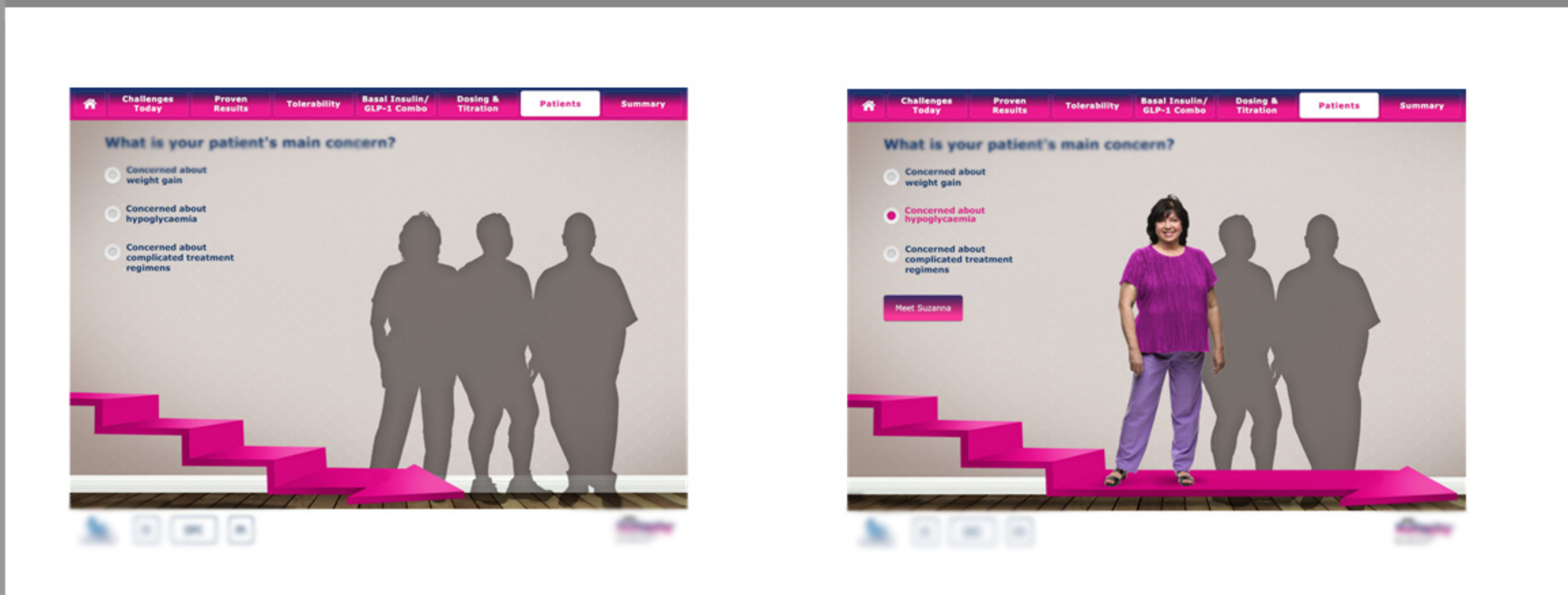
Adding visual representations of the three user types was a quick improvement.

In the annotations it was recommended that the active tab would display a color representation and have the inactive as



FINAL DELIVERY

Creative replaced the tabs with people. The rollovers and links worked as before but the interface is greatly changed.



SECOND EXAMPLE

Original concept had three tabs. The final presentation replaced the three tabs with arrows creating a more dynamic interface.