

AbbVie Elagolix Endometriosis App

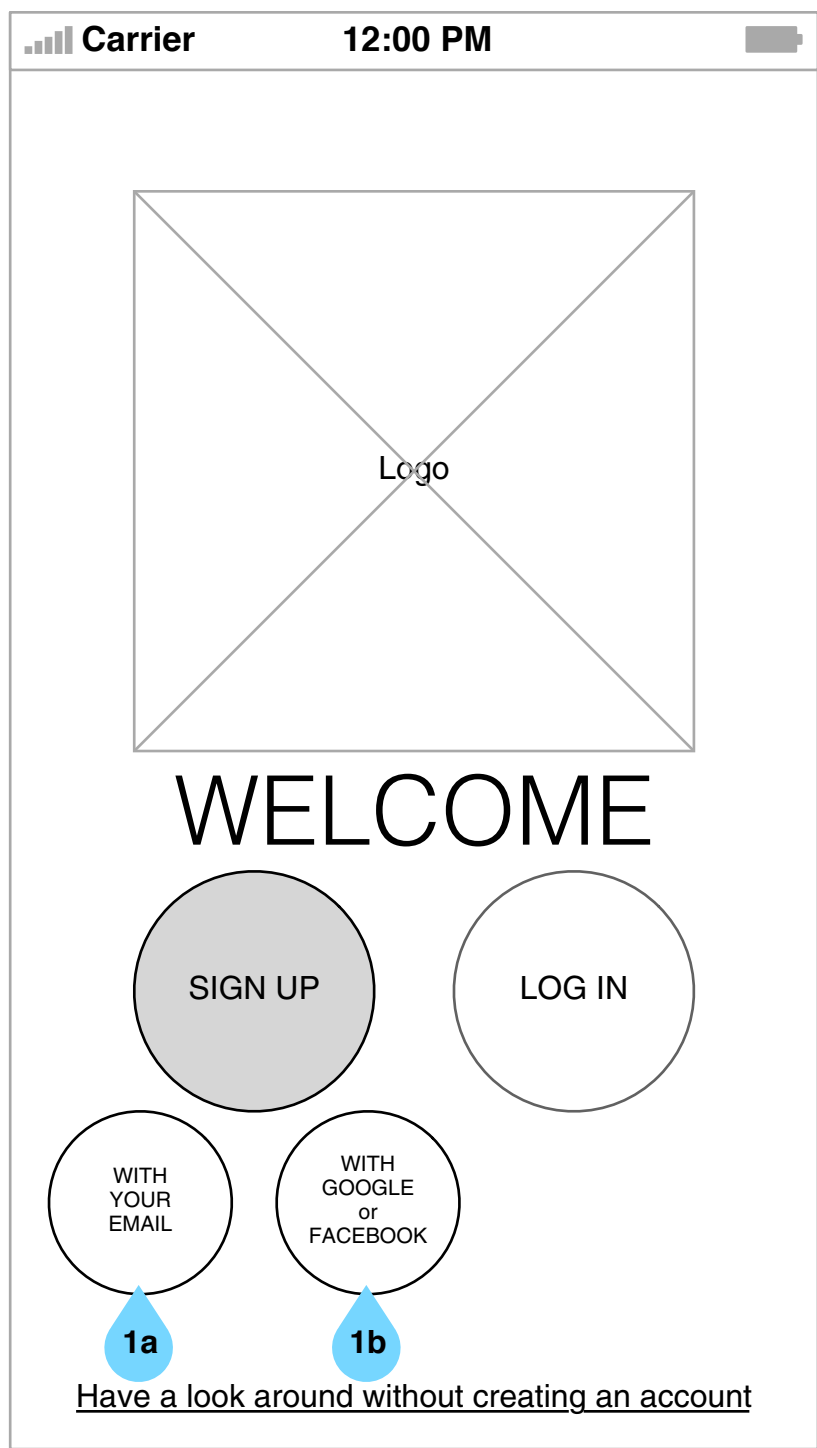
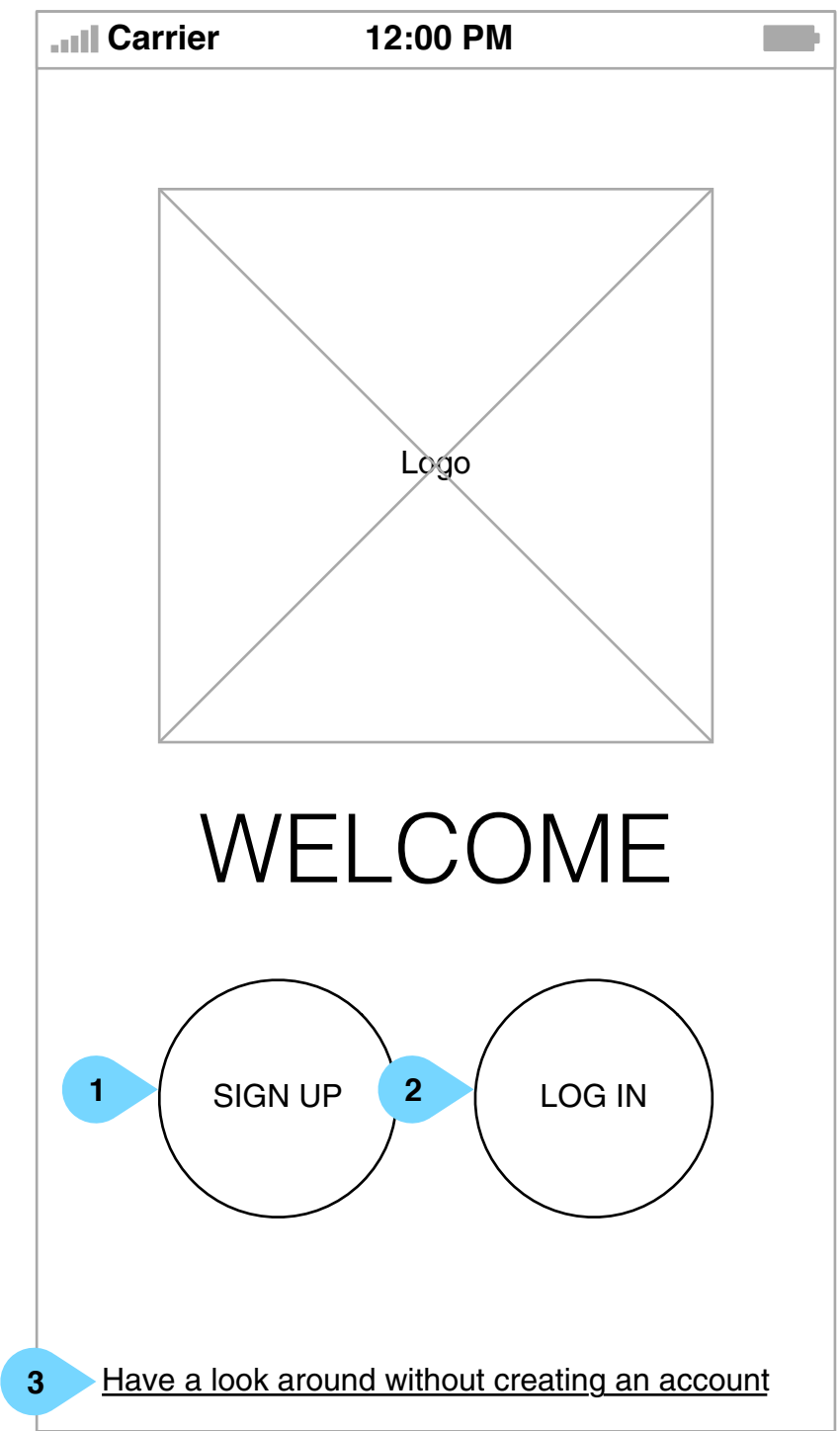
Preliminary Wireframes

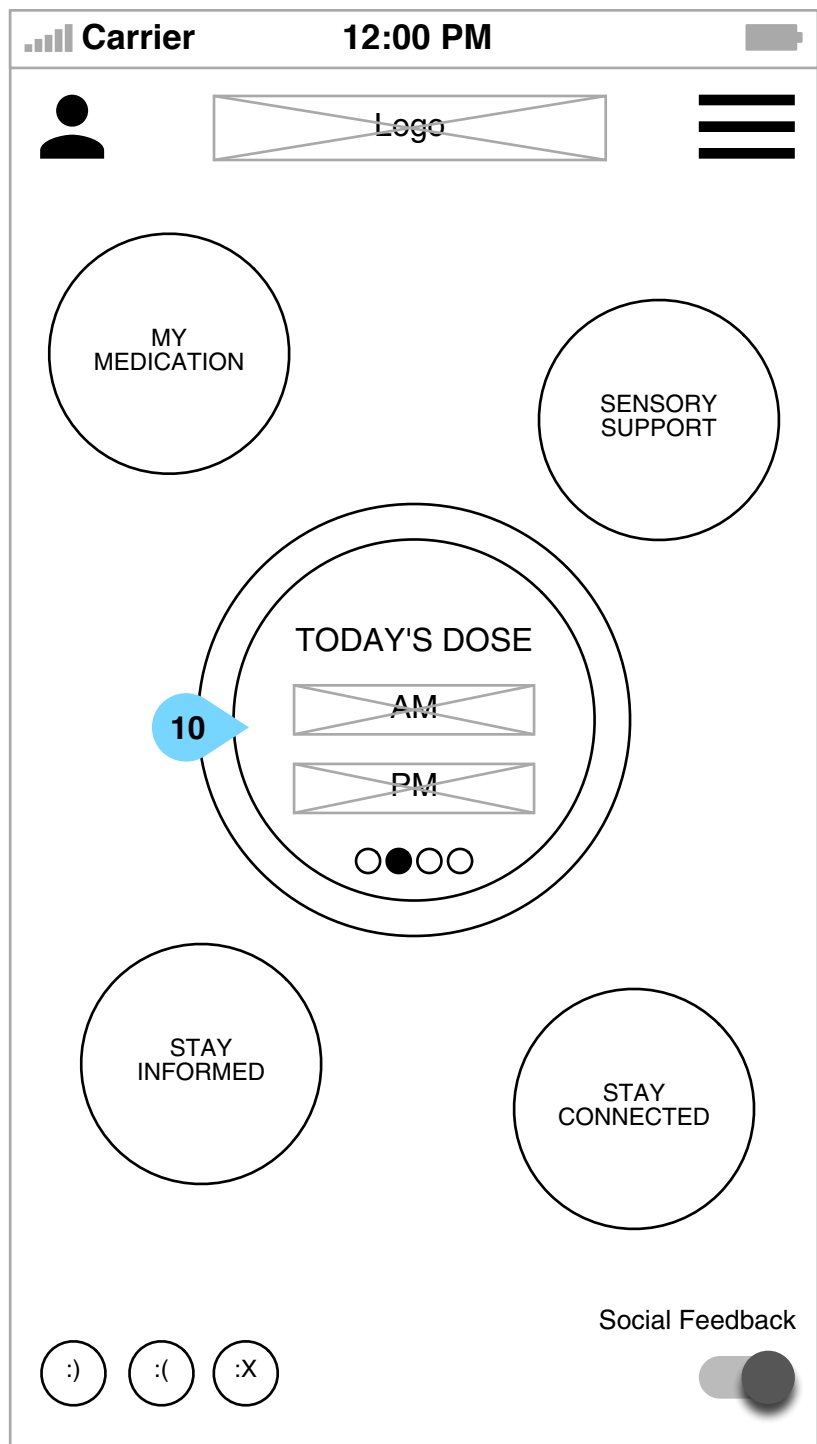
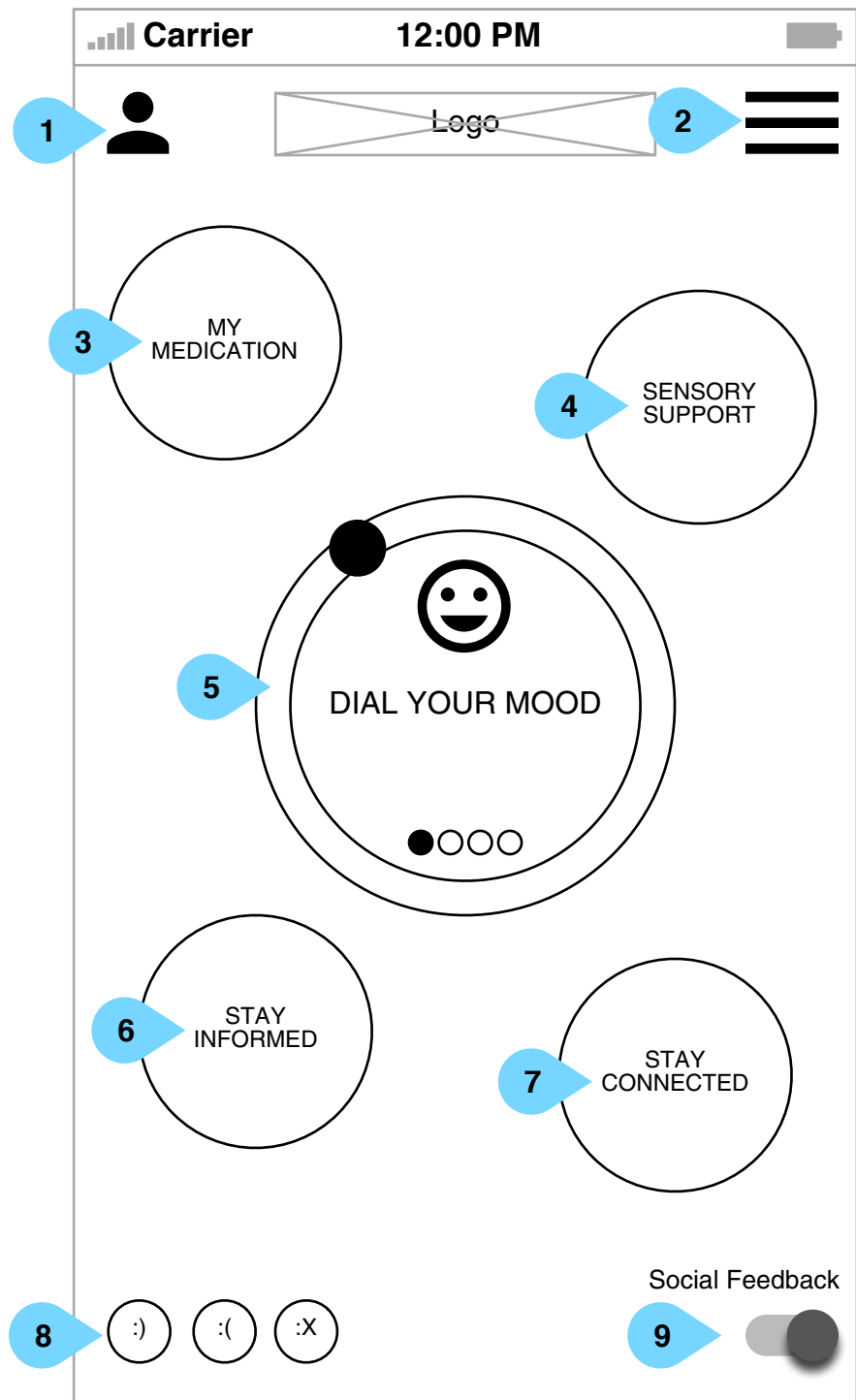
- June 28, 2017

Interaction Notes:

When first opening the app, patients are invited to:

1. Sign up using their personal information or social media profile.
2. Log in, if they already have an account.
3. Have a peek at the app's contents without committing to the signup flow.





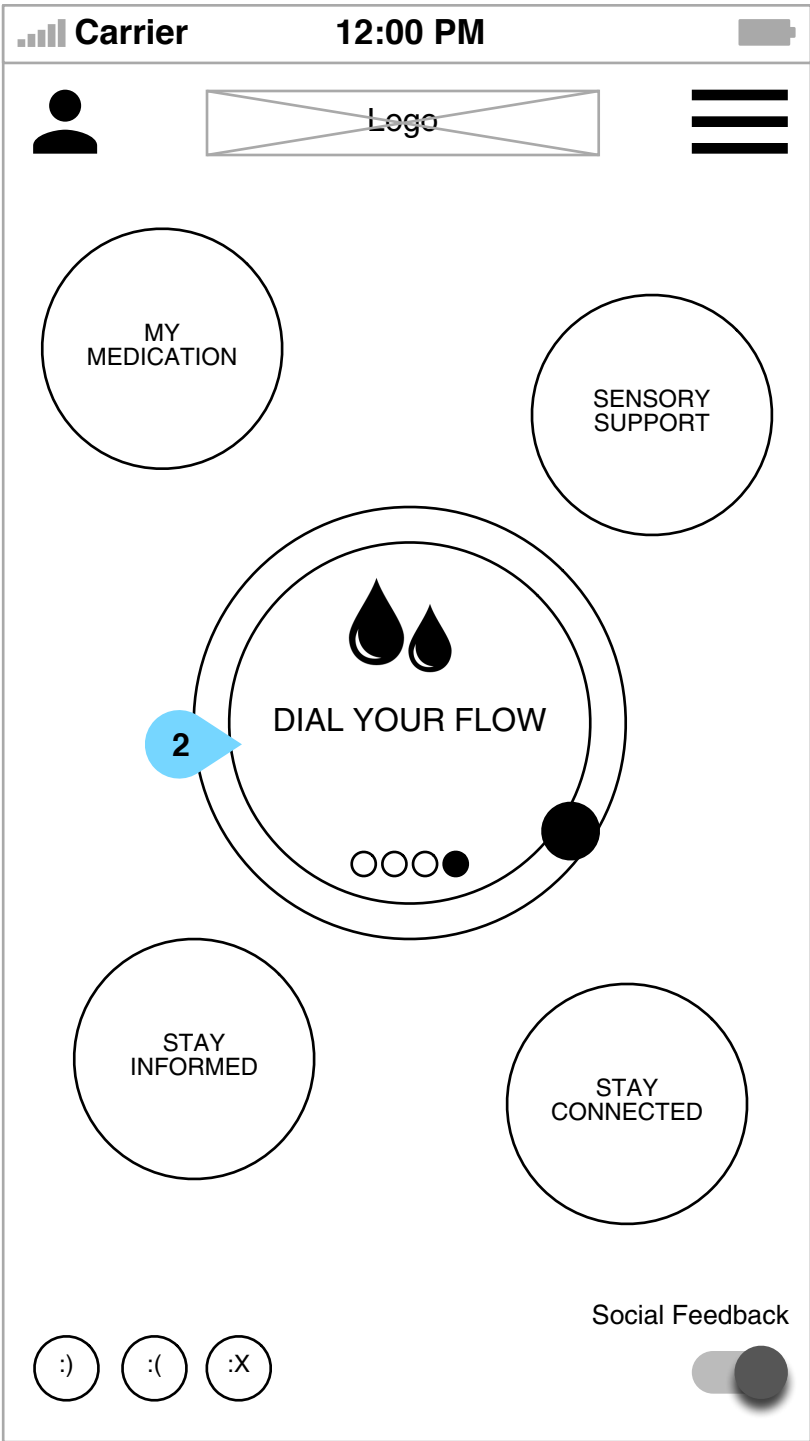
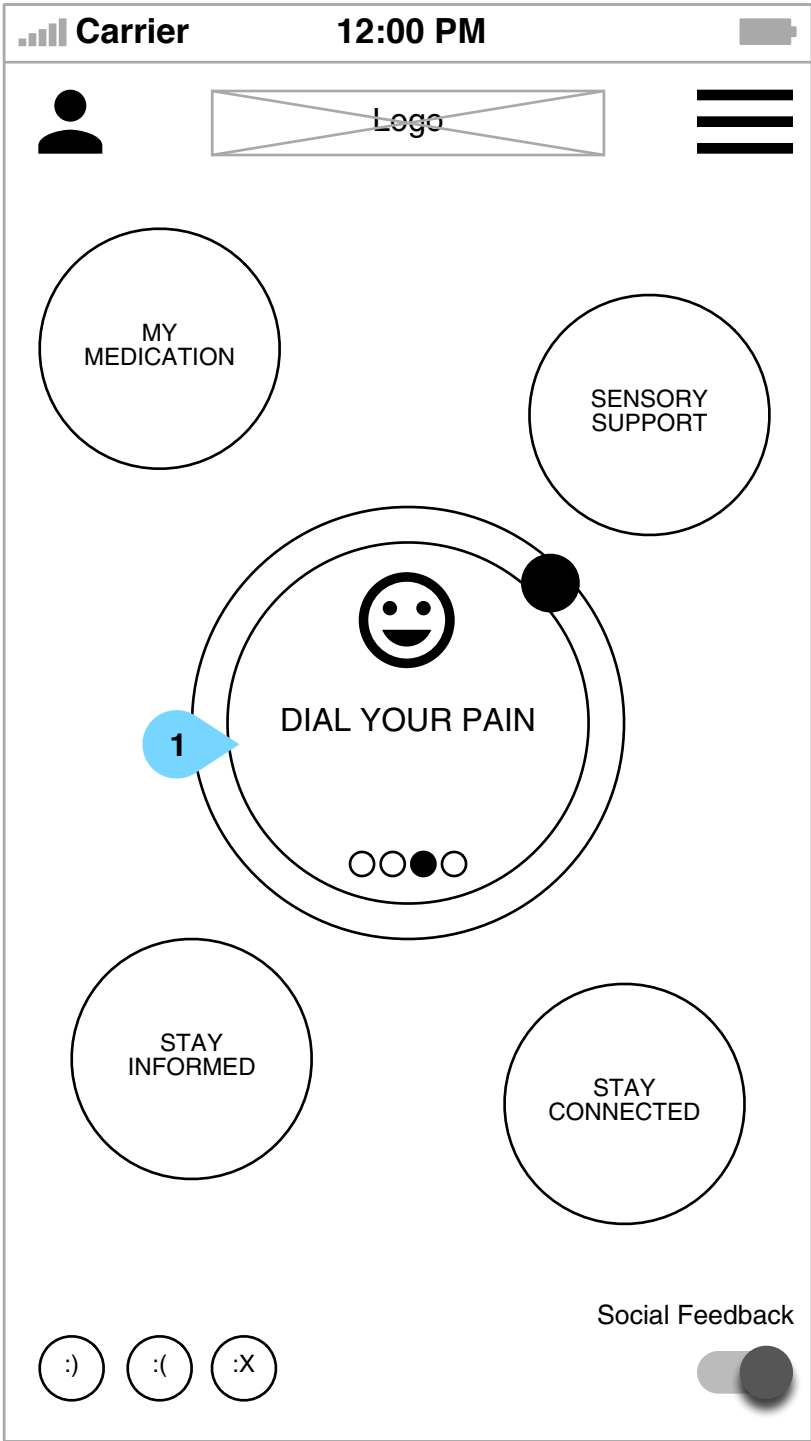
Interaction Notes:

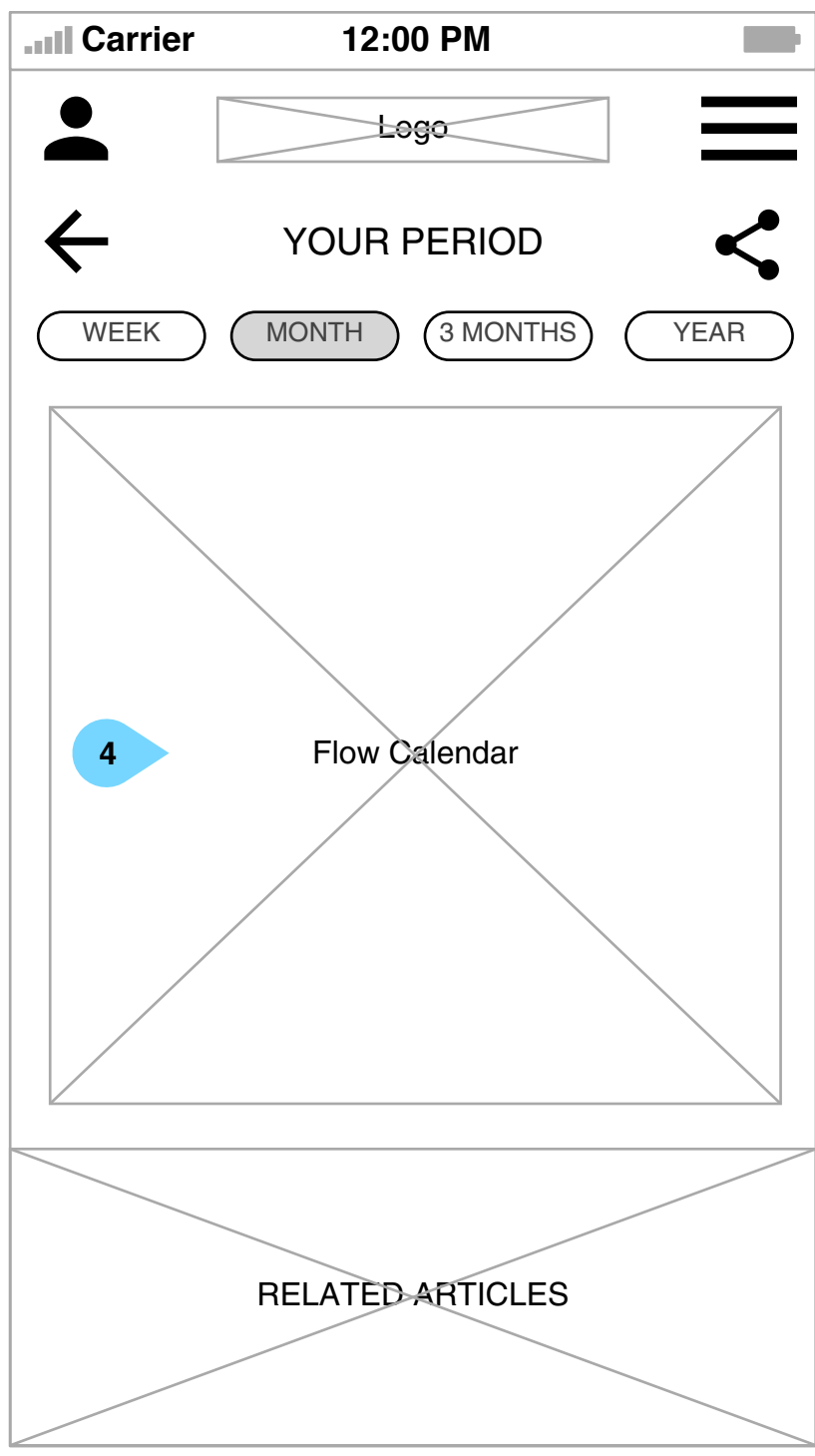
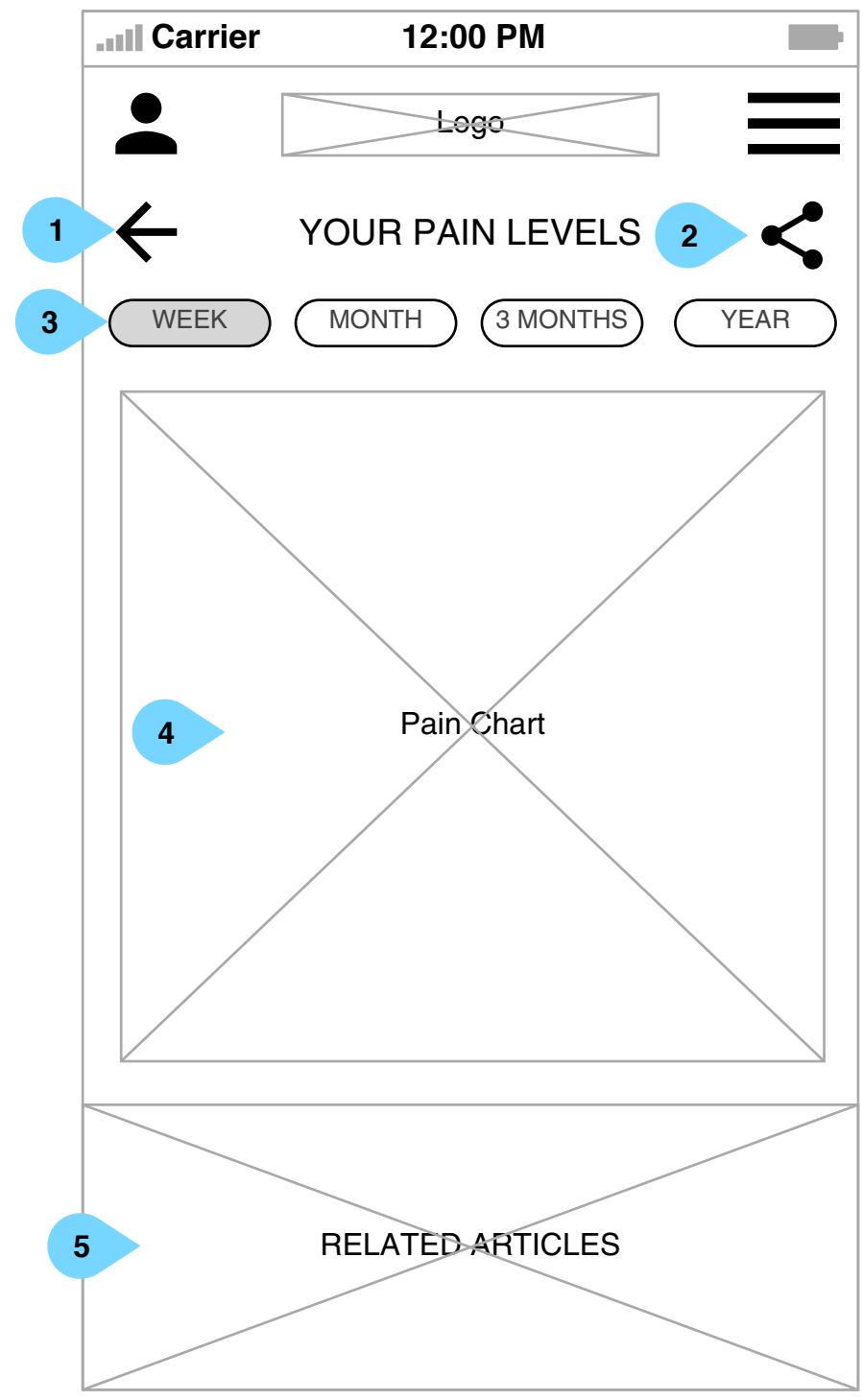
After choosing an option on the previous screen, the patient is brought to the app's home screen.

1. Tapping their profile photo will open the Profile page.
2. Tapping the menu icon will open the app's main menu.
3. Tapping "My Medication" will bring patients to the dosage tracking screen.
4. Tapping "Sensory Support" will show patient the audio/visual therapy section.
5. The center dial will allow users to complete the core data-logging functions of the app. This first view shows a patient logging their mood for today. As the patient slides the dial, the face in the center will change to reflect the mood they are logging. The collective mood of the community will be interpreted as a pulsating background color in the app.
GLOBAL: Swiping in this area will present different metrics to log (10). Tapping the center of the dial will take users to a historical chart of the given metric.
6. Tapping "Stay Informed" will show patients the educational content and polls.
7. Tapping "Stay Connected" will take patients to the social screen.
8. Patients may send emojis, which will be displayed among the menu options in the background, to the community as a whole.
9. These emojis may be deactivated to preserve phone battery and/or processing power.
10. From this screen, patients may log their dosages of Product X.

Interaction Notes:

- 1. Similar to the mood dial, patients may also use the dial to log their pain levels, which will be reflected by icon at the center.
- 2. Patients may log the intensity of their flow using the dial.



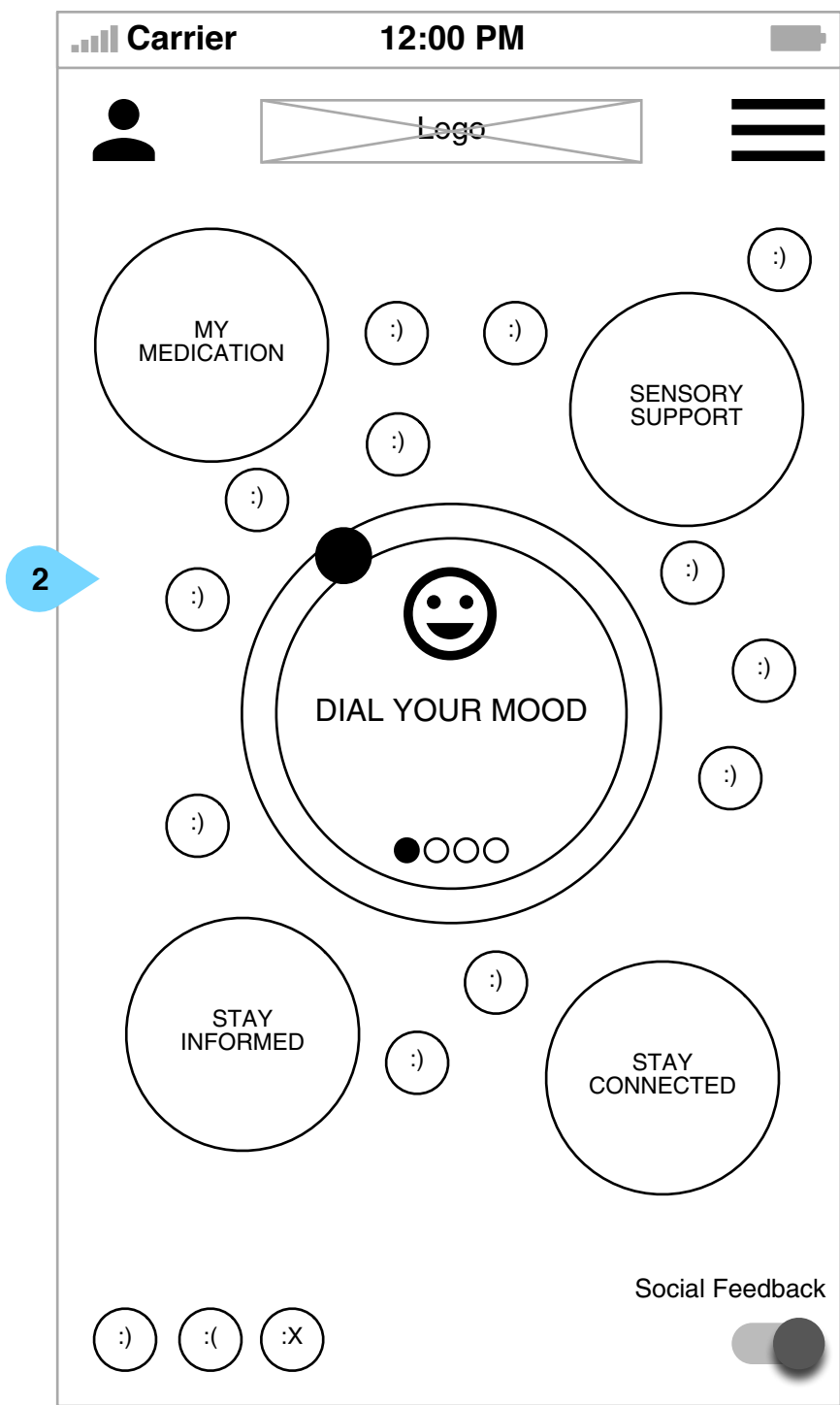
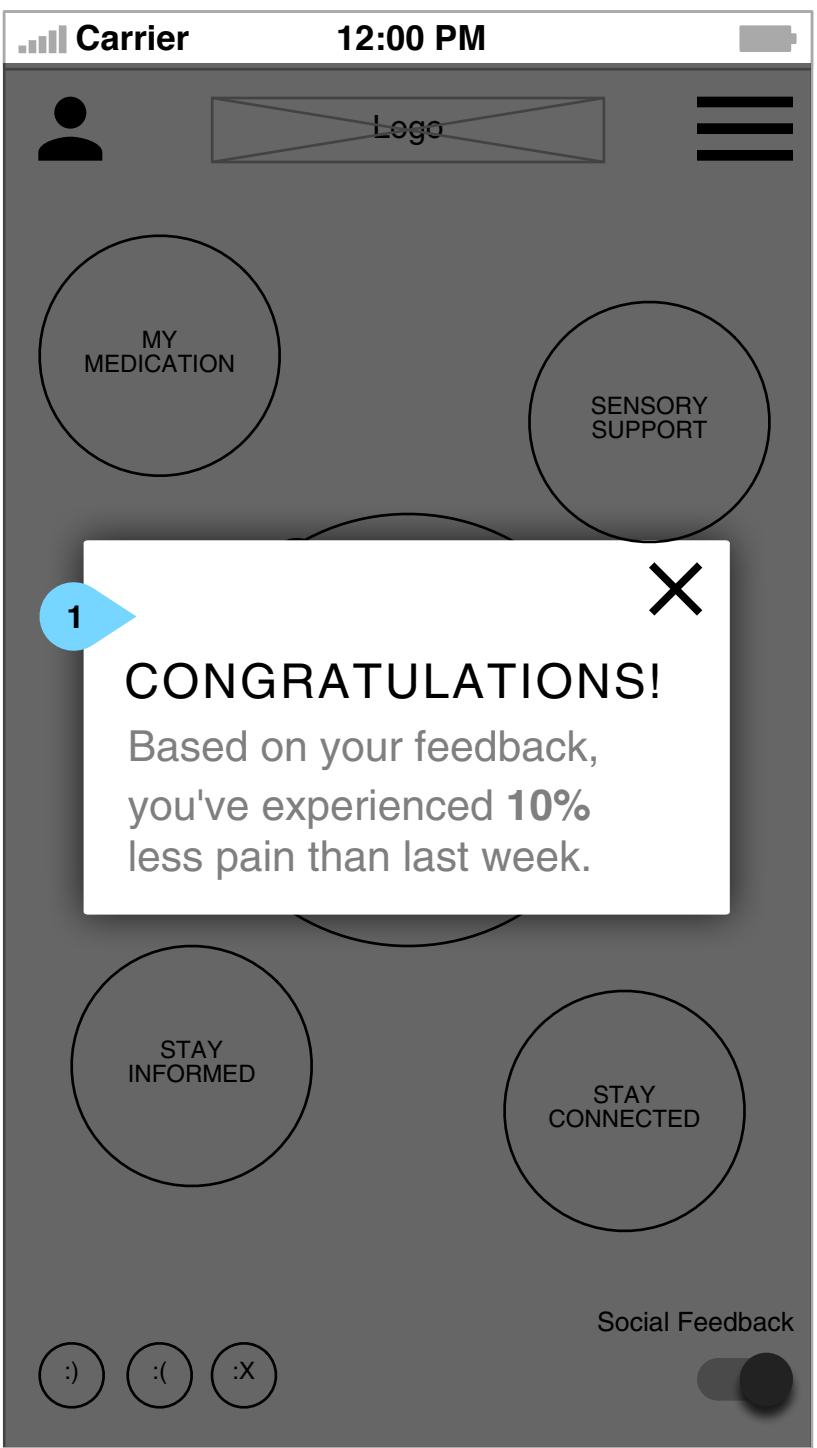


Interaction Notes:

1. Tapping the back arrow will return patients to the home screen.
2. Tapping the icon will display a sharing interface to allow patients to send this data to their healthcare provider or to themselves for record-keeping.
3. Patients may select the time interval for which they'd like to see data.
4. A visual will generate to display the patient's past logged metrics.
5. Based on their metrics, articles that are relevant to the patient will populate in this space (i.e., logging heavy pain for multiple days would show them pain management content).

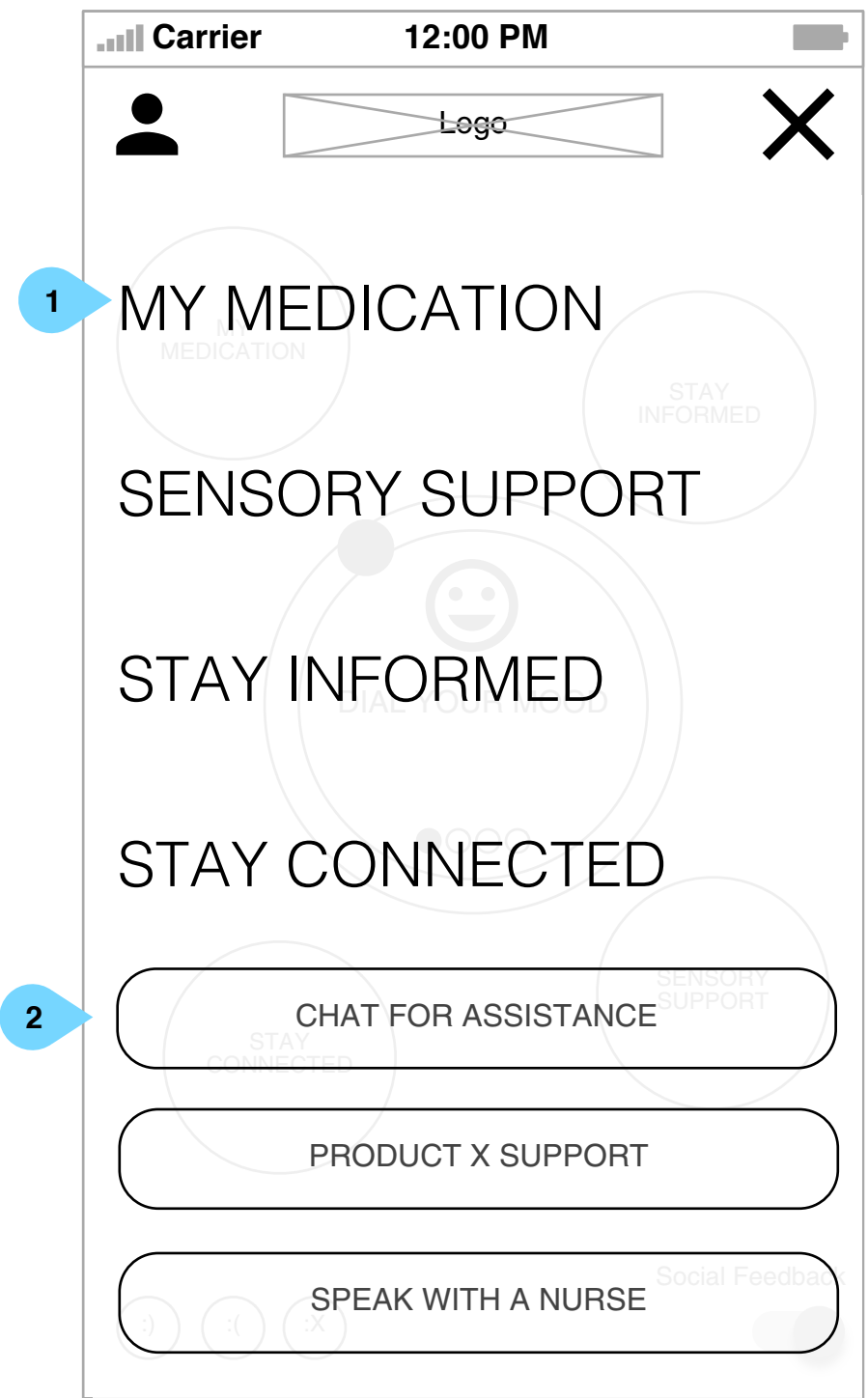
Interaction Notes:

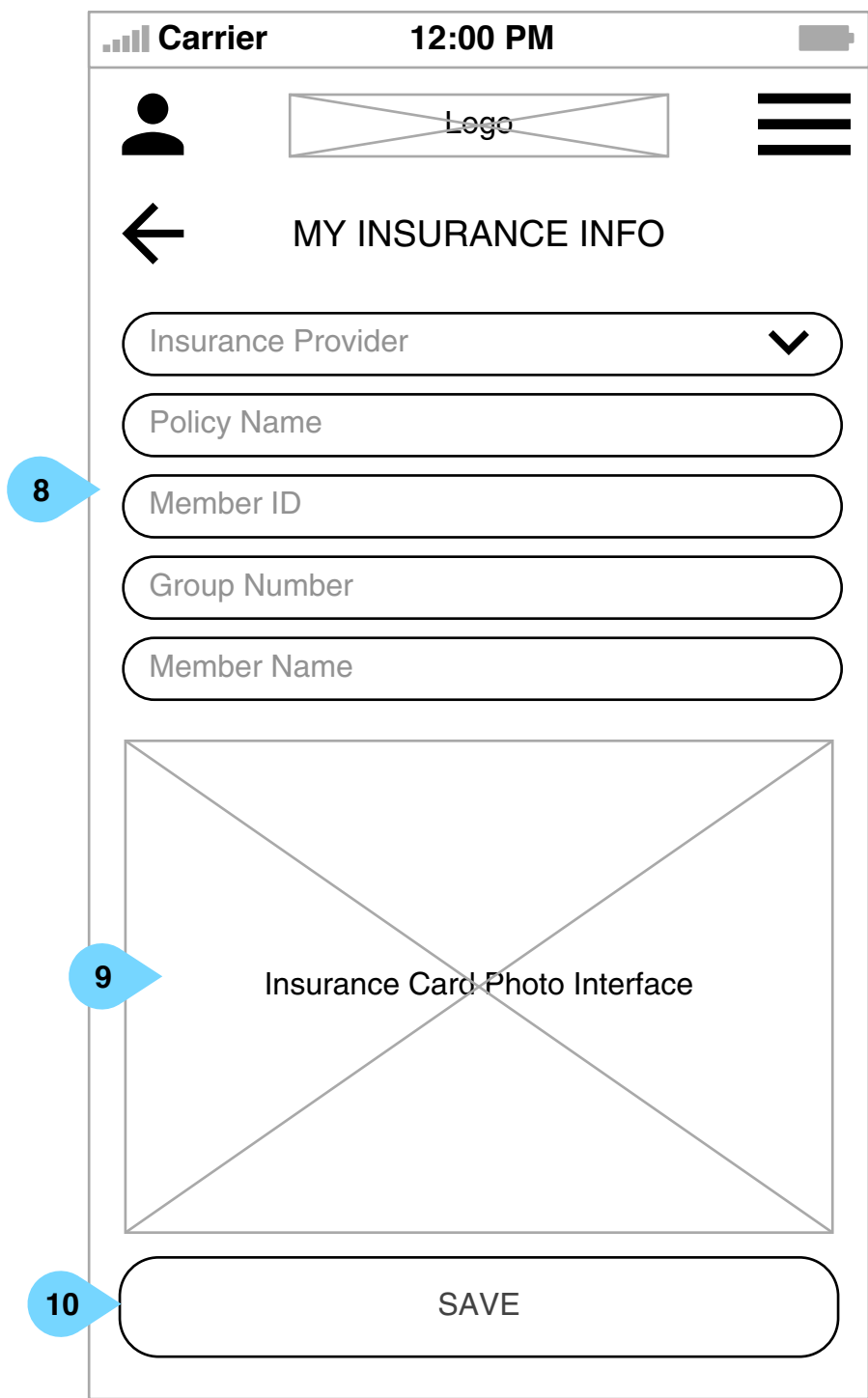
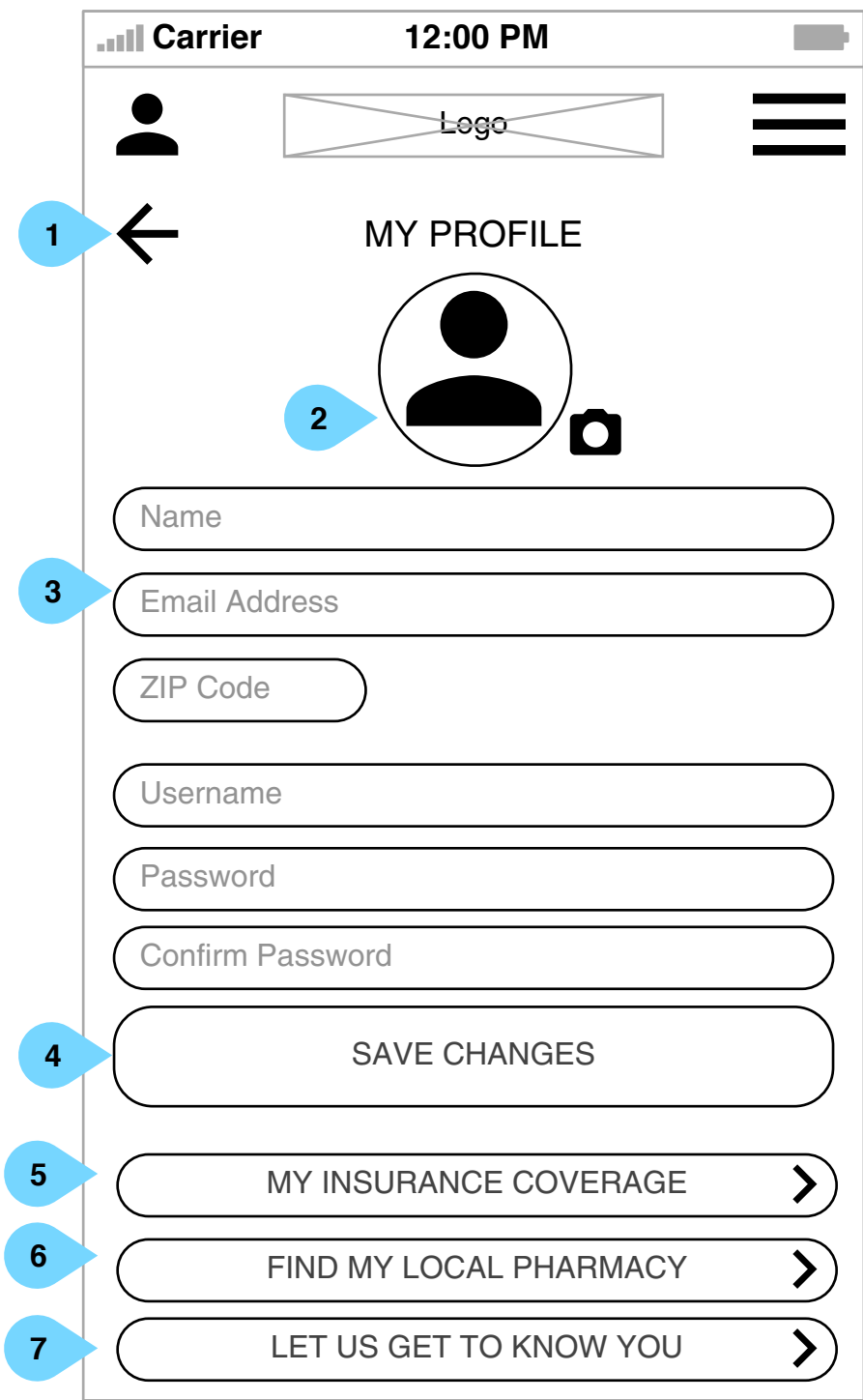
- 1. We will reward patients who use the app consistently with notifications of their condition's improvement.
- 2. As mentioned on the home screen, patients may anonymously share symbols of reassurance and strength with the community.



Interaction Notes:

- 1. In the main menu, patients may access the 4 main sections from any point in the app without returning to the home screen.
- 2. From here, patients may also access various support options.





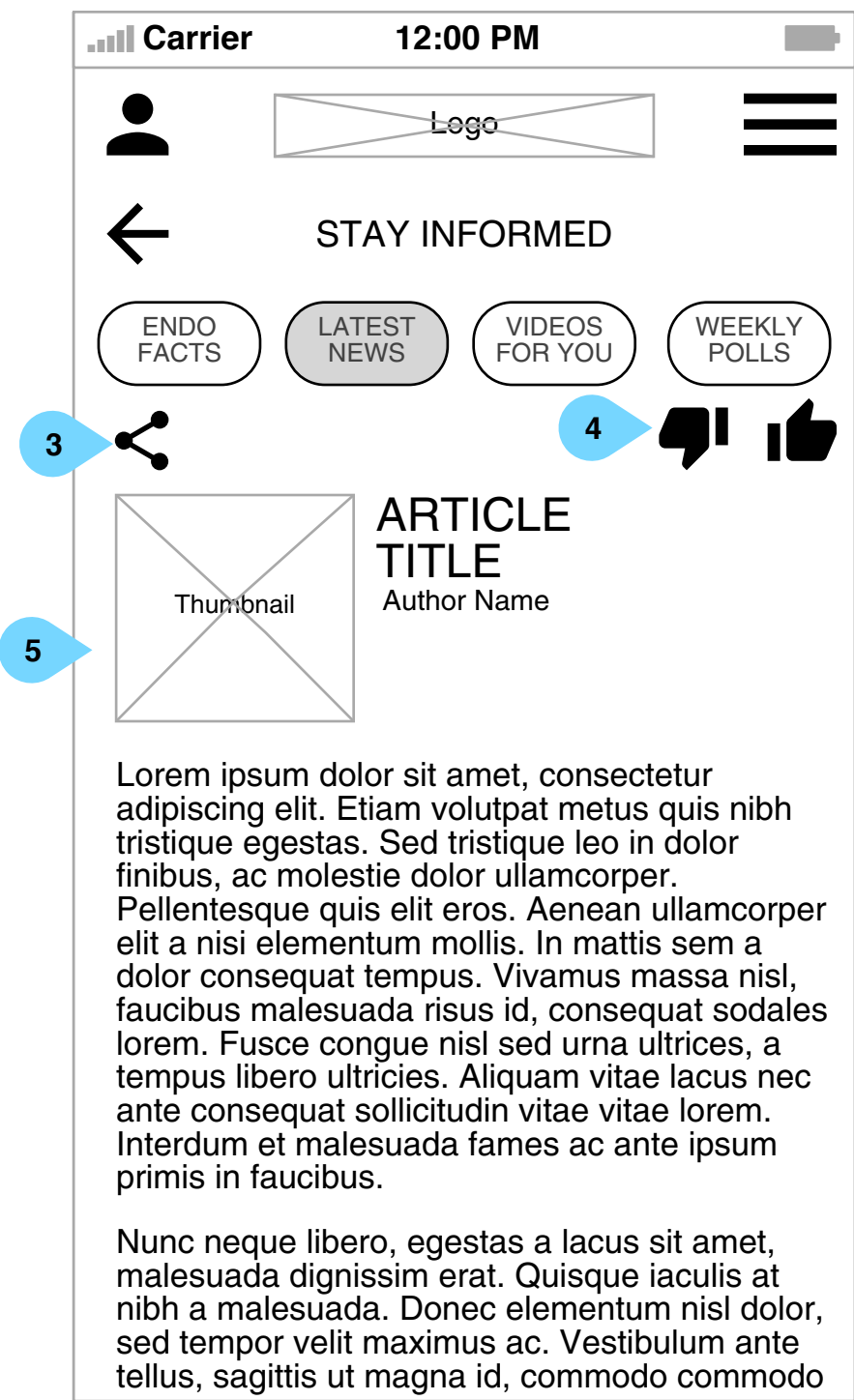
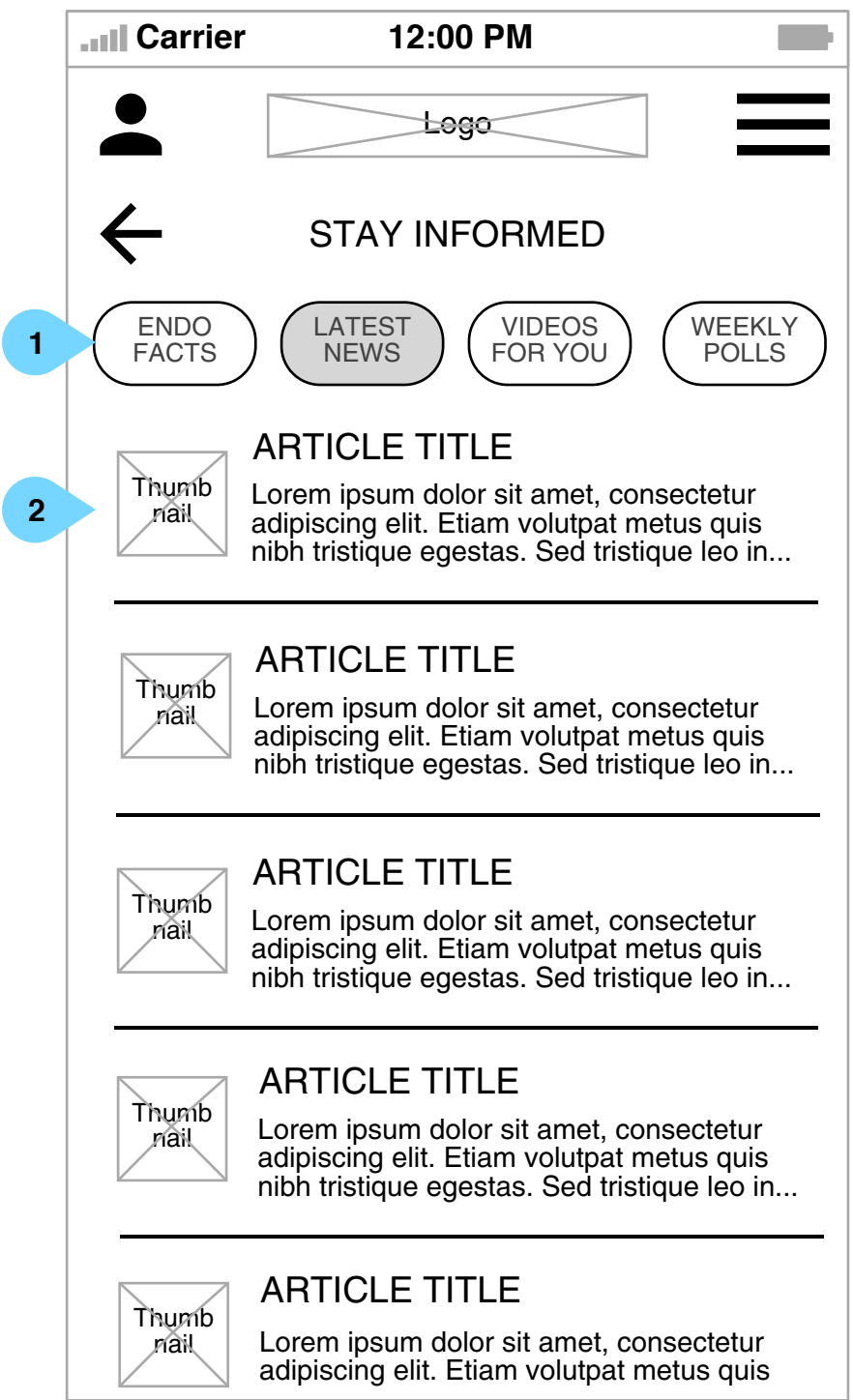
Interaction Notes:

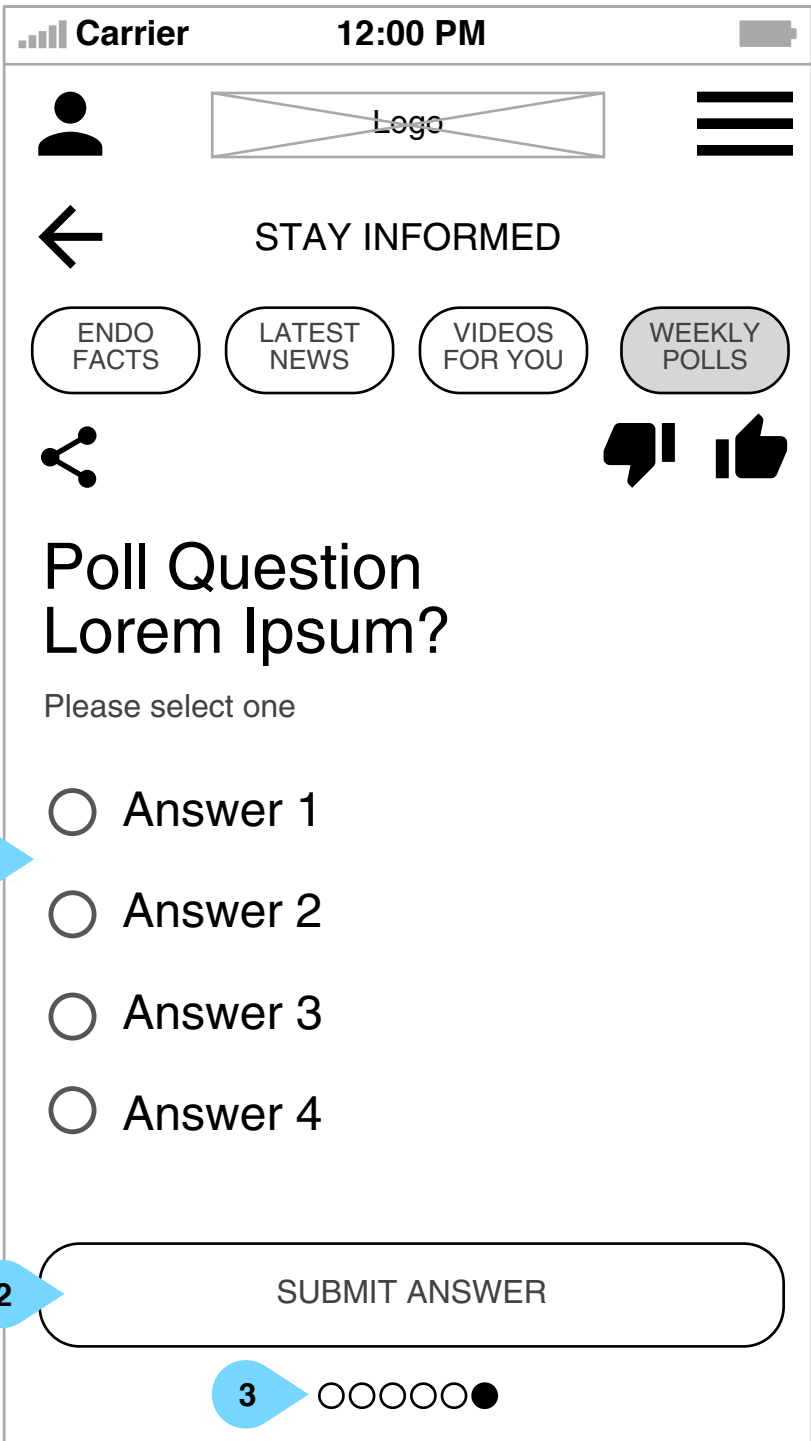
1. Since the profile is accessible from any screen, tapping the back arrow will return patients to the screen they came from.
2. The patient's profile photo will be displayed as taken or uploaded at sign up. Patients may tap the photo icon to take a new profile photo.
3. These fields will be populated with the patient's info from sign up. They may modify any of these fields at any time.
4. Here, the patient may change their username or password. They must save changes, if any, before proceeding.
5. The patient may log their insurance info for eligibility confirmation (see screen on right).
6. The patients may locate a nearby pharmacy using the ZIP code entered above (3).
7. This section will house additional questions about the patient and their personal history with endometriosis (questions TBD).
8. On this screen, the patient may store their insurance information to check eligibility and to add to their Apple Wallet for use at the pharmacy.
9. The patient may take a photo to scan their insurance card number.
10. Once their information has been entered, patients may save this information.

Interaction Notes:

The Stay Informed section houses educational content, articles from KOLs, content from the Hub (access), and community polls.

1. Patients may select what kind of content they'd like to view.
2. Articles will display as a list with a thumbnail, article title, and a preview of the article's contents. Tapping the article will display it in full.
3. Patients may share these articles via email or connected social media accounts.
4. Patients may also rate this content, which will inform further content suggestions.
5. The article will display with a large thumbnail, the article title, the author's name, and the full article text.





Interaction Notes:

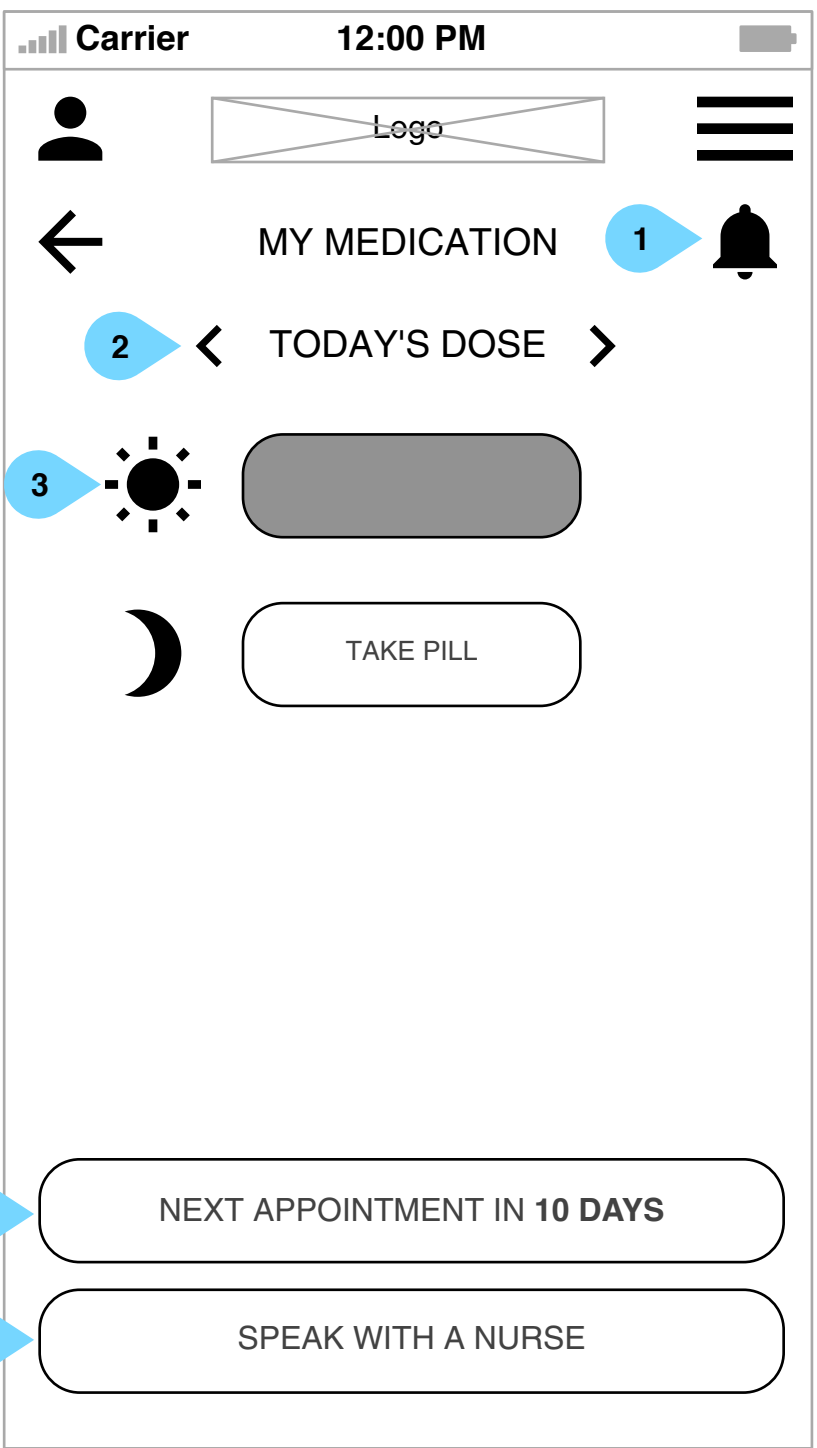
Patients may participate in community polls.

1. The available poll responses will be displayed as a list.

2. Once an answer has been selected, the "Submit Answer" button will activate, allowing the patient to complete the poll.

3. If there are multiple poll questions available, the patient may swipe to display others. These dots will indicate how many questions are available and which one the patient is viewing.

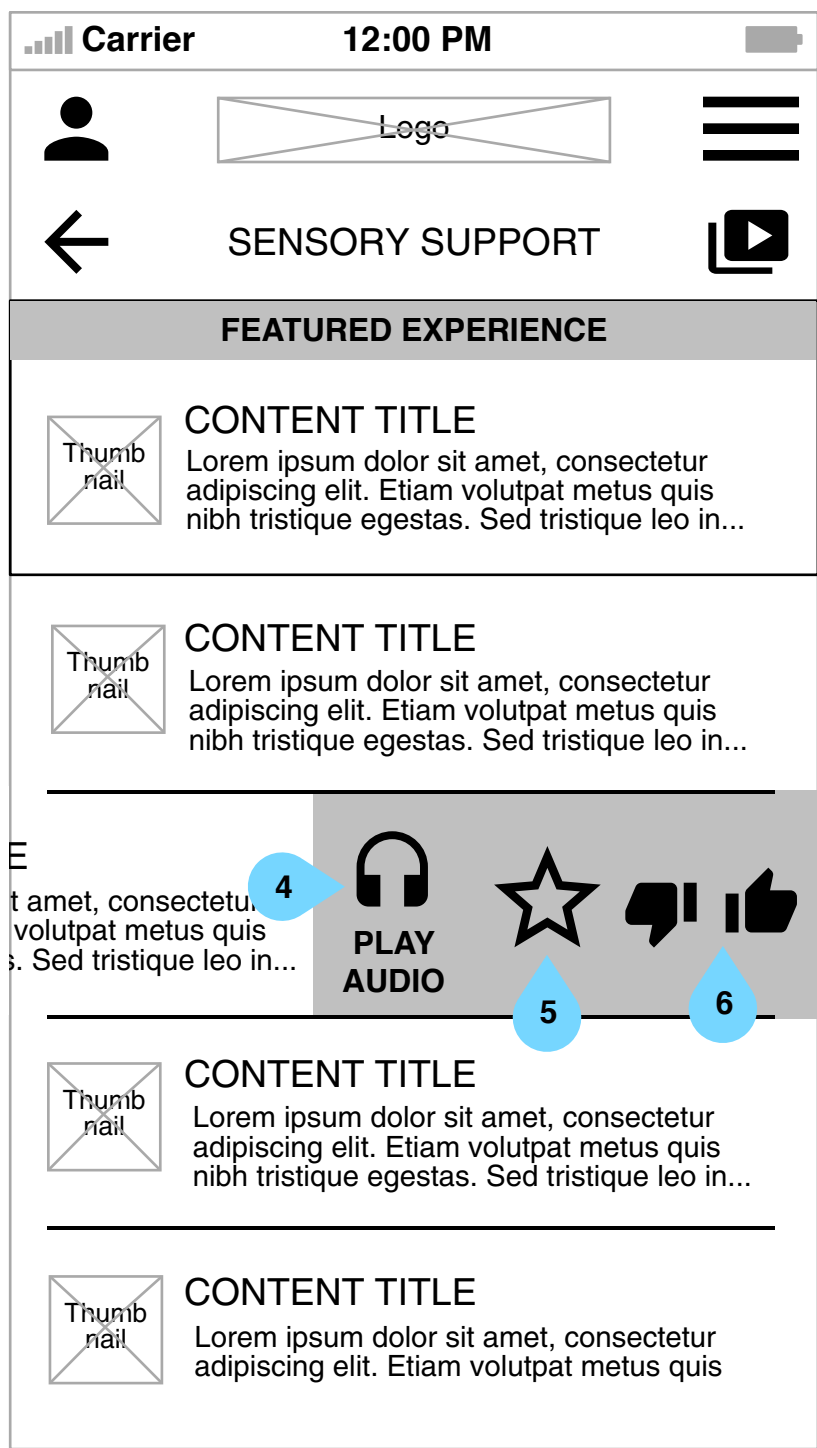
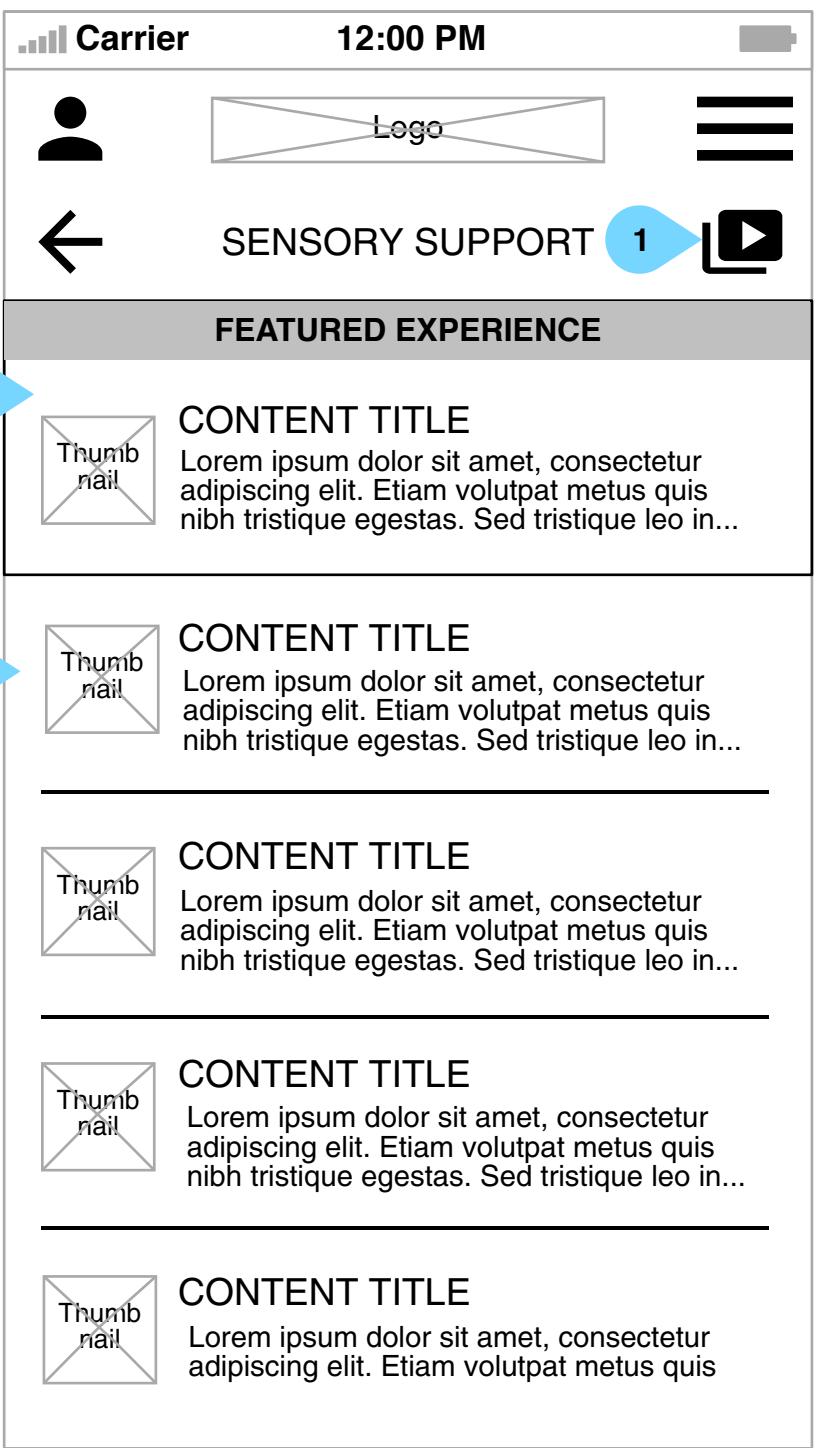
4. Once the patient's poll response has been submitted. they can see the results from the community.



Interaction Notes:

From this screen, patients may manage their dosages of Product X.

- 1. Patients may set an alert to remind them to take their medication throughout the day.
- 2. Patients may tap forward and back to view past dosing adherence.
- 3. Tapping a pill will confirm it was taken. Either one or two pills will be displayed depending on the patient's dosage.
- 4. Based on information entered in their profile, patients may log the number of days until their next doctor's visit.
- 5. Patients may tap this button to initiate a phone call with an AbbVie/ Elagolix nurse.



Interaction Notes:

1. Patients may add sensory content to their favorites, which will be accessible here.
2. A chosen piece of sensory content will be featured at the top of the screen, which patients may tap to play.
3. Tapping any content item will display the options for that item (screen on right)
4. Tapping the icon will play the audio content.
5. Patients may add or remove items from their favorites by tapping.
6. Patients may rate sensory content, which will inform future content suggestions.

Interaction Notes:

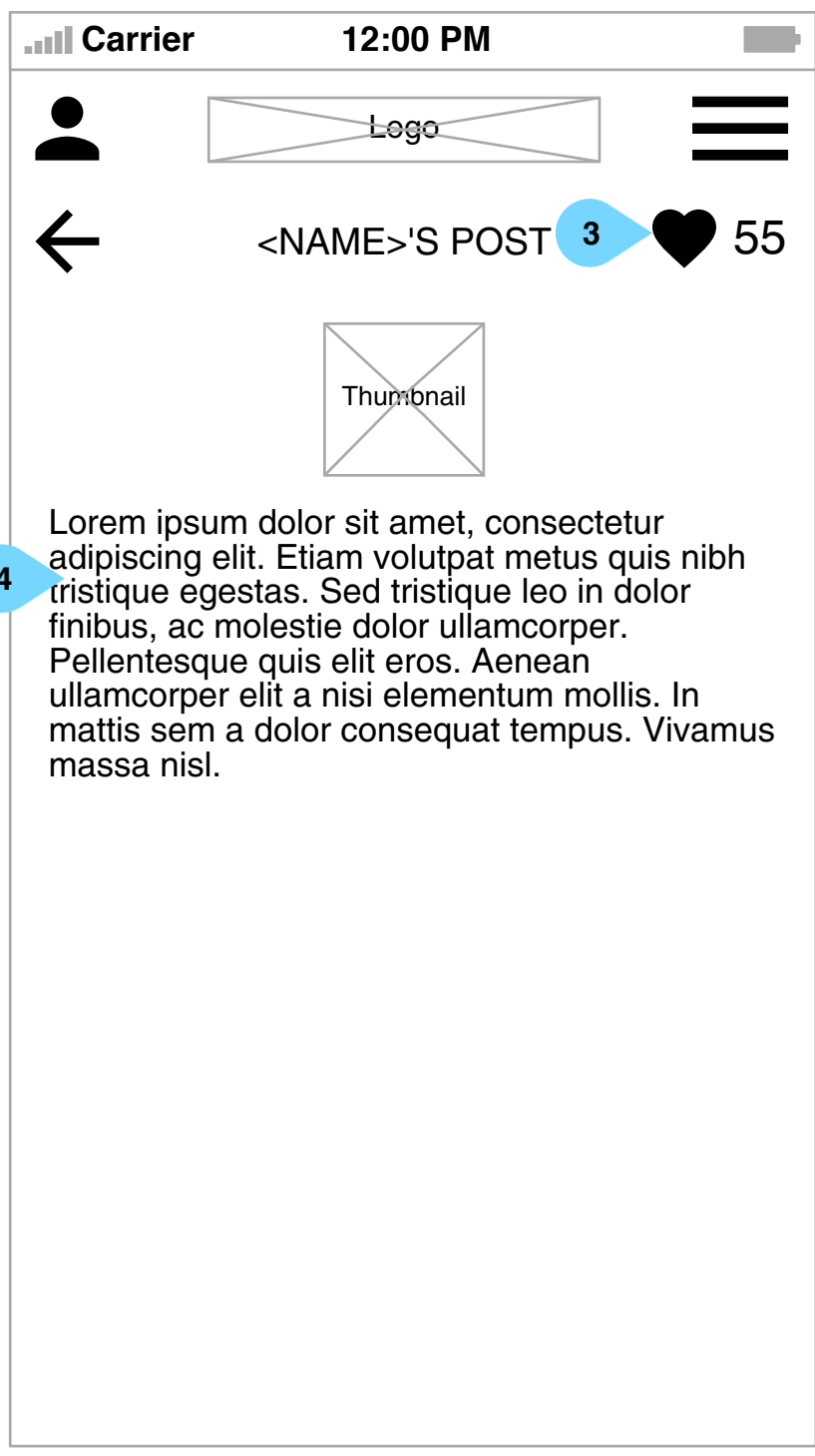
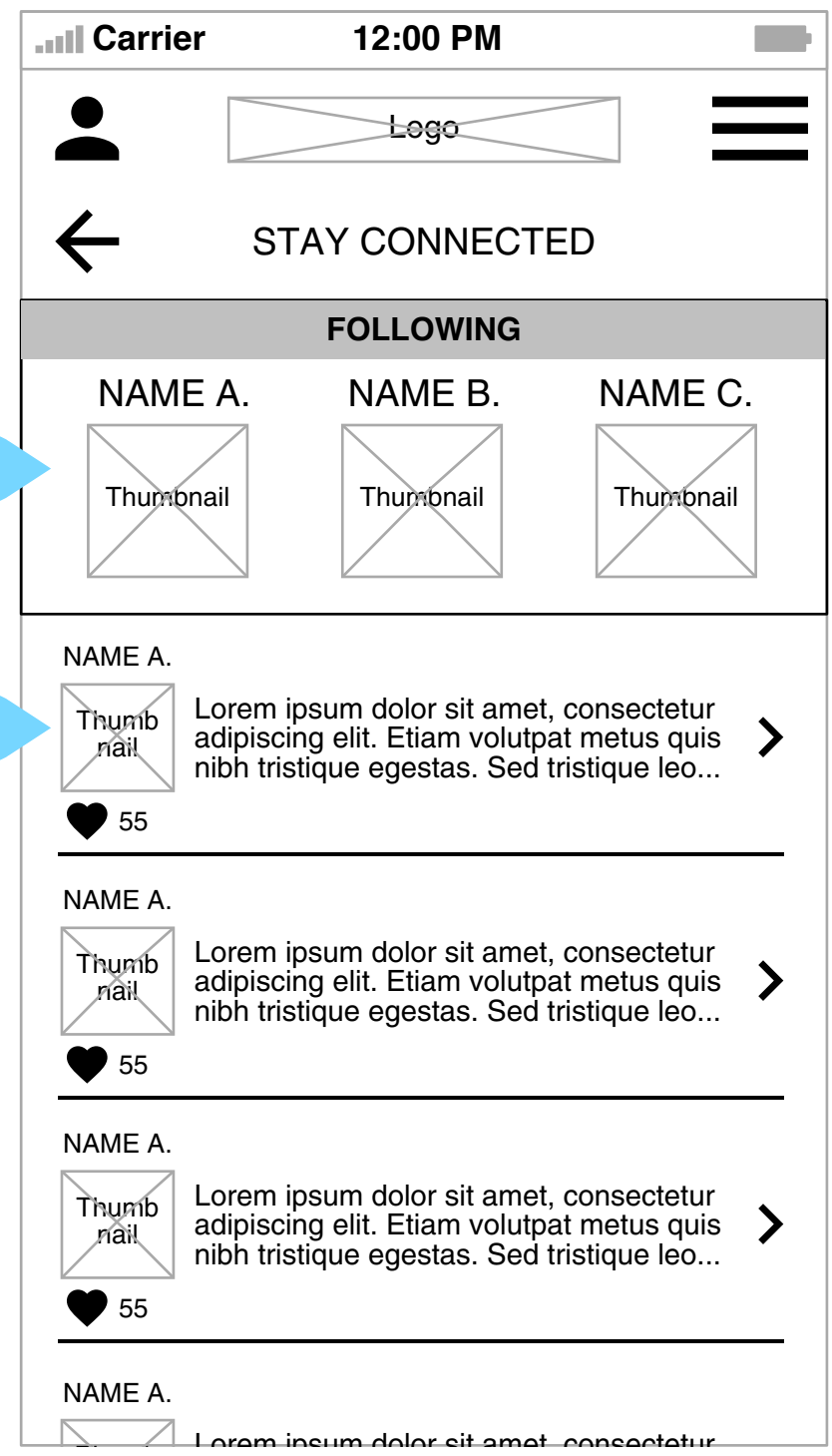
For phase 1, the content in Stay Connected will not be user-generated.

1. Patients will be automatically subscribed to the feeds of community influencers.

2. The posts will display as a list, showing the poster's name and thumbnail image, the number of impressions the post has received, and a preview of the post contents. Tapping the area will display the post in full.

3. Tapping will log an additional impression, which will also display in the list of posts on the main Stay Connected page.

4. The content, along with the poster's thumbnail icon, will display here.



Interaction Notes:

- 1. Patients will be notified when the app has new content or alerts.

