



Mobile experiences need to be developed and designed for information access on-the-go, which requires mobile-specific design and content principles:

## Mobile-relevant design:

- content managed for quick and easy reference
- limited imagery for faster loading speeds
- mobile platform agnostic design
- surface most critical user tasks

## Content format:

- abridged product and prescription information
- quick links to navigation
- mobile contact information

## Context-relevant functionality:

- click-to-call (e.g. pharma rep, customer service)
- send to email for longer form content
- GPS pharmacy locator

After task

completes

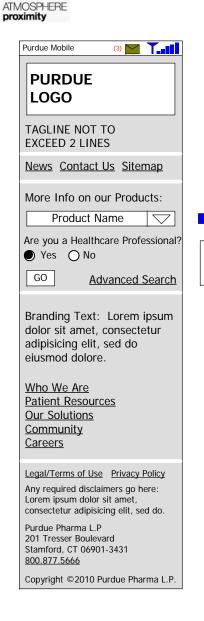
user gets

branded

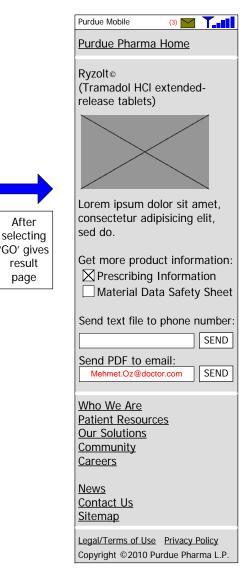
thank you

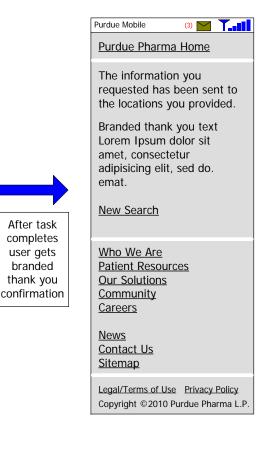


## MOBILE SITE // TASK: GET DRUG PRESCRIBING INFORMATION

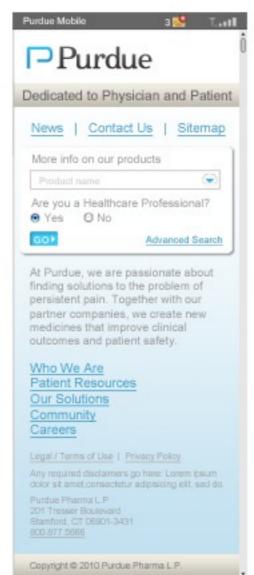


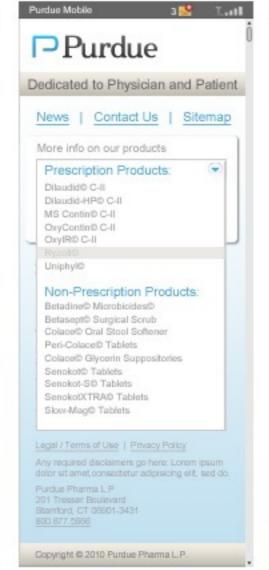






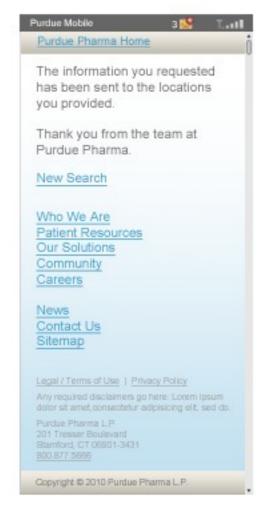








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\* sample task: healthcare professional looking for Material Data Safety