DESIGNING THE MOBILE EXPERIENCE

ATMOSPHERE
proximity

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

ATMOSPHERE proximity

MOBILE SITE //   TASK: GET DRUG PRESCRIBING INFORMATION

Screen 1

Purdue Mobile   (3)

PURDUE LOGO

TAGLINE NOT TO EXCEED 2 LINES

News   Contact Us   Sitemap

More Info on our Products:

[Product Name ▽]

Are you a Healthcare Professional?
● Yes   ○ No

[GO]   Advanced Search

Branding Text: Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod dolore.

Who We Are
Patient Resources
Our Solutions
Community
Careers

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Any required disclaimers go here:
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do.

Purdue Pharma L.P
201 Tresser Boulevard
Stamford, CT 06901-3431
800.877.5666

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Select Product from list →

Screen 2

Purdue Mobile   (3)

PURDUE LOGO

TAGLINE NOT TO EXCEED 2 LINES

News Contact Us Sitemap

Prescription Products:
Dilaudid© C-II
Dilaudid-HP© C-II
MS Contin© C-II
OxyContin© C-II
OxyIR© C-II
Ryzolt©
Uniphyl©

Non-Prescription Products:
Betadine Microbicides
Betasept Surgical Scrub
Colace Oral Stool Softener
Peri-Colace Tablets
Colace Glycerin
Suppositories
Senokot Tablets
Senokot-S Tablets
SenokotXTRA Tablets
Slow-Mag Tablets

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After selecting 'GO' gives result page →

Screen 3

Purdue Mobile   (3)

Purdue Pharma Home

Ryzolt©
(Tramadol HCl extended-release tablets)

[✕]

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do.

Get more product information:
☒ Prescribing Information
☐ Material Data Safety Sheet

Send text file to phone number:
[   ] [SEND]

Send PDF to email:
[Mehmet.Oz@doctor.com] [SEND]

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After task completes user gets branded thank you confirmation →

Screen 4

Purdue Mobile   (3)

Purdue Pharma Home

The information you requested has been sent to the locations you provided.

Branded thank you text Lorem Ipsum dolor sit amet, consectetur adipisicing elit, sed do. emat.

New Search

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* sample task: healthcare professional looking for Material Data Safety