AMBIENCR.COM / 2007 RE-SKIN DETAILED FLOW

DRAFT AS OF JULY 26, 2007

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User types URL; driven from search engine; referred from ad

Browser check: User Flash enabled?

NO → Home (Static) 1.0a

N.B, Static Home page contains same content as flash version but with end flash frames fully expanded and displayed as HTML. See highlighted areas on this page for dynamic flash display

YES → Home (Flash) 1.0

FLASH

- CR Loyal Persona
- Non-Treater Persona
- CR Steal Persona
- CR Convert Persona
- OTC Persona

Expands out selected persona to give full story

- For each: Roll Over
- When expanded: Learn More

For each persona, sends to different main area of site. CR Loyal: Visiting Doctor; CR Convert and Steal: About Ambien CR; OTC: Trouble Sleeping; Non-Treater: Sleep Resources

LEGEND

- Navigation
- Page
- Pop-up
- Button/Tool
- User Decision
- Content
- Form
- Referring Source
- Off-page Connector
- Off-page Connector as Pop-Up

Global Footer

- Full Prescribing Information → Prescribing Info http://products.sanofi-aventis.us/ambien_cr/ambienCR.pdf
- Legal Notices/ Disclaimer/Privay Policy → Sanofi Legal Notices legalnotices.sanofi-aventis.us
- Unsubscribe → Sanofi Mailing Unsubscribe unsubscribe.sanofi-aventis.us
- Fair Balance

Global Calls to Action

On Home only: expands out selection with details

FLASH

- Ambien CR Difference → 1.1.9 ACR Difference
- FTO → Registration Main 1.5
- CR Extras → CR Extras Main 1.6

For each: Roll Over

- Find A HCP Form → User enters text → Search → Search Results 1.3.3.1

Global Toolbar

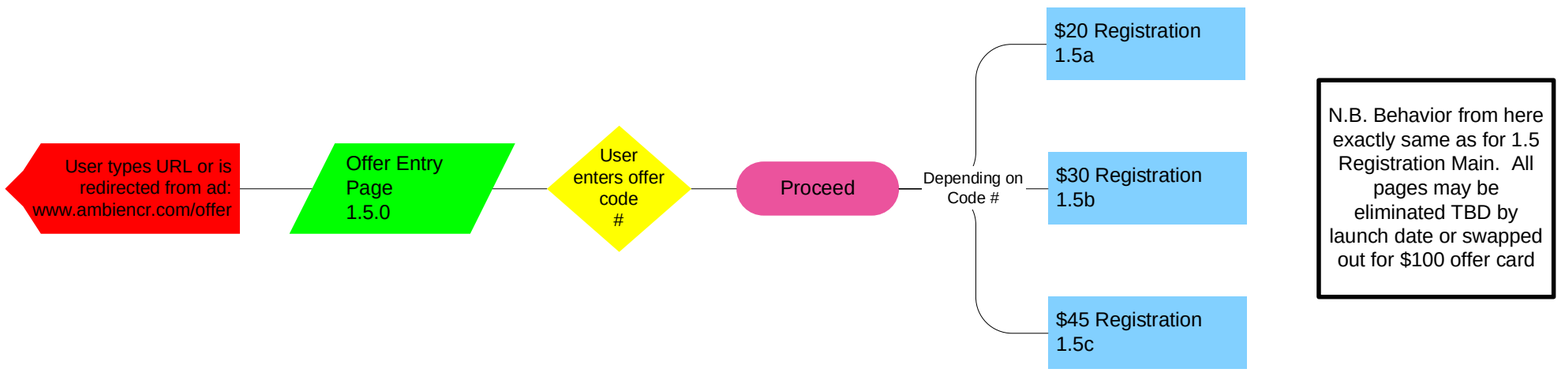
- Site Map → ACR Consumer Site Map 1.0.1 → Links to all major individual pages → Individual Pages
- Contact Us → www.contactus.sanofi-aventis.us/contactcenter/index2.jsp
- FAQs → FAQs Consumer 1.1.6
- Sanofi Aventis → www.sanofi-aventis.us
- Search → User enters text → Search Results (default 1st 10) 1.0.2
  - Next 10
  - View All
  - Individual result → Appropriate Page
- Español/English Toggle → Mirror Site in Spanish
- Print Page → Launches browser print function
- Glossary → Glossary - From Shuteye with no internal links 1.0.3 (pop-up)
- Large/Small Print Toggle → Changes page font display size to small or large
- Email Page → Email Page to Friend Form 1.0.4 (pop-up) → Send → Generates branded email to specified address

Repopulates pop-up with thank you message

Main Navigation

- Home Icon → Home 1.0
- About Ambien CR → About Ambien CR Main 1.1
- Trouble Sleeping → Trouble Sleeping Main 1.2
- Visiting Your Doctor → Visiting Doctor Main 1.3
- Sleep Resources → Sleep Resources Main 1.4
- Register Now → Registration Main 1.5
- CR Extras → CR Extras Main 1.6
- Health Care Professionals → HCP Agreement 1.7.0

N.B,Subnav for each section appears as DHTML rollover but kill DHTL for interior pages



N.B. Behavior from here exactly same as for 1.5 Registration Main. All pages may be eliminated TBD by launch date or swapped out for $100 offer card

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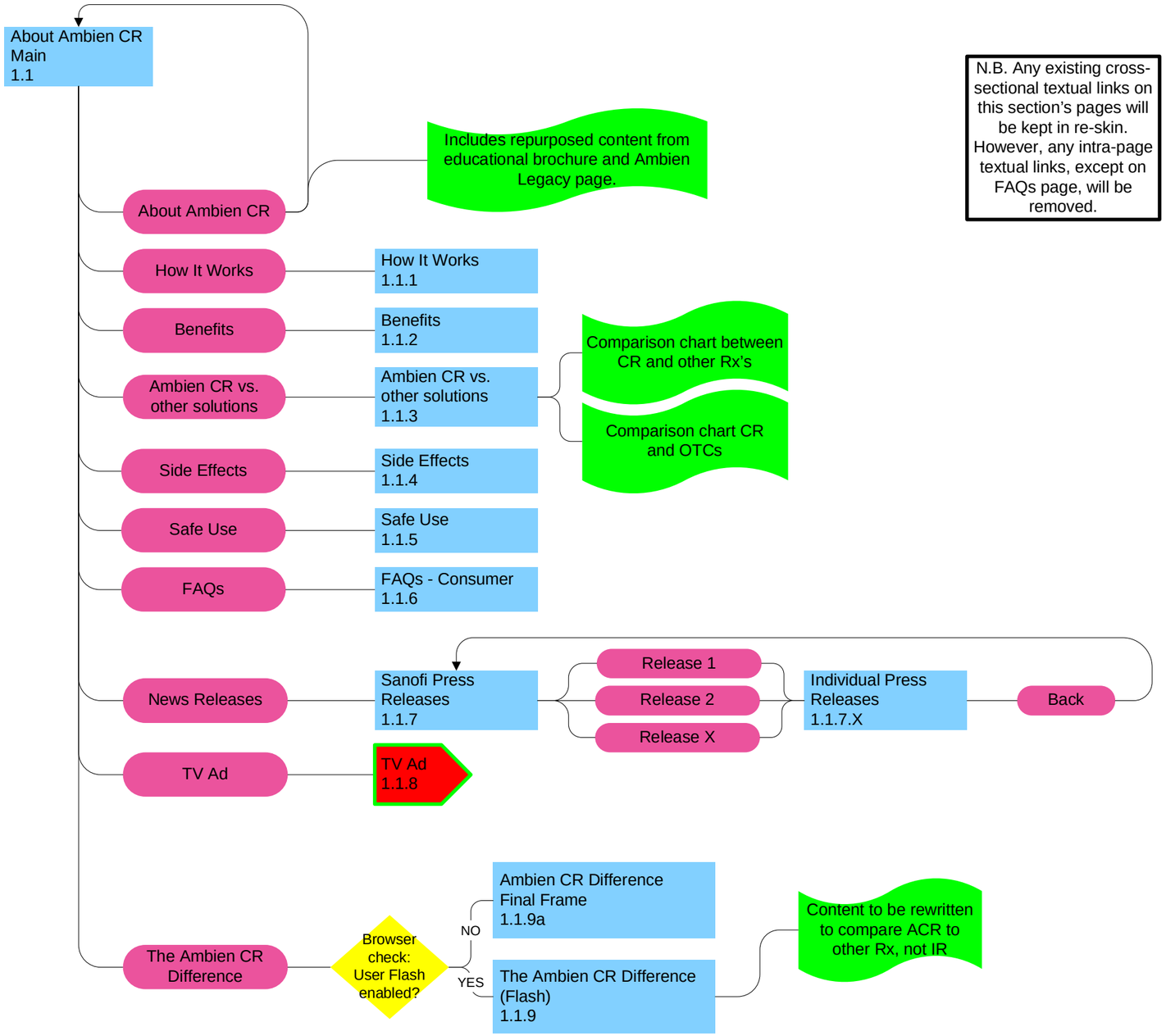
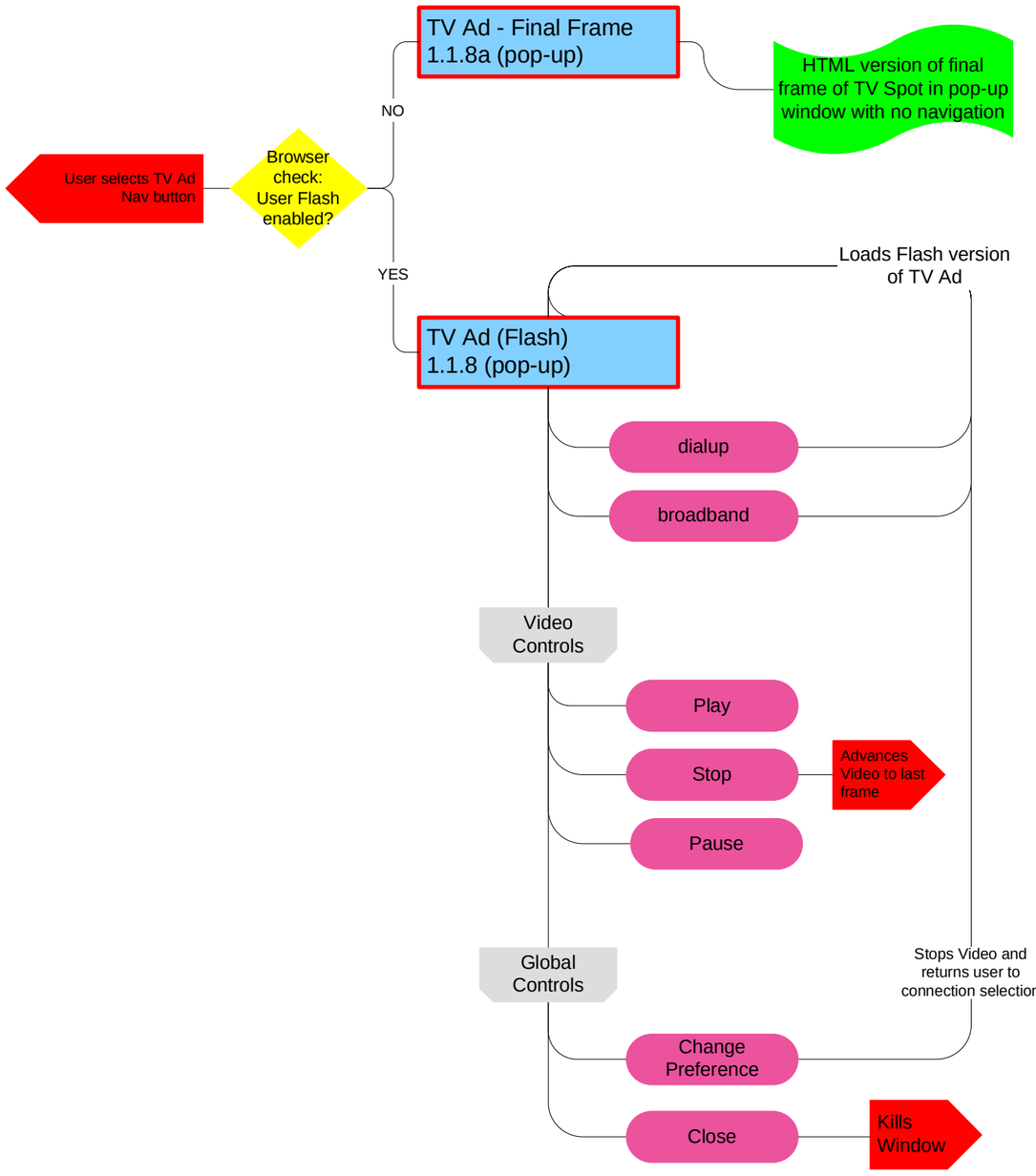


N.B. Any existing cross-sectional textual links on this section's pages will be kept in re-skin. However, any intra-page textual links, except on FAQs page, will be removed.


TV Ad - Final Frame
1.1.8a (pop-up)
HTML version of final frame of TV Spot in pop-up window with no navigation
NO
User selects TV Ad Nav button
Browser check: User Flash enabled?
YES
Loads Flash version of TV Ad
TV Ad (Flash)
1.1.8 (pop-up)
dialup
broadband
Video Controls
Play
Stop
Advances Video to last frame
Pause
Global Controls
Stops Video and returns user to connection selection
Change Preference
Close
Kills Window

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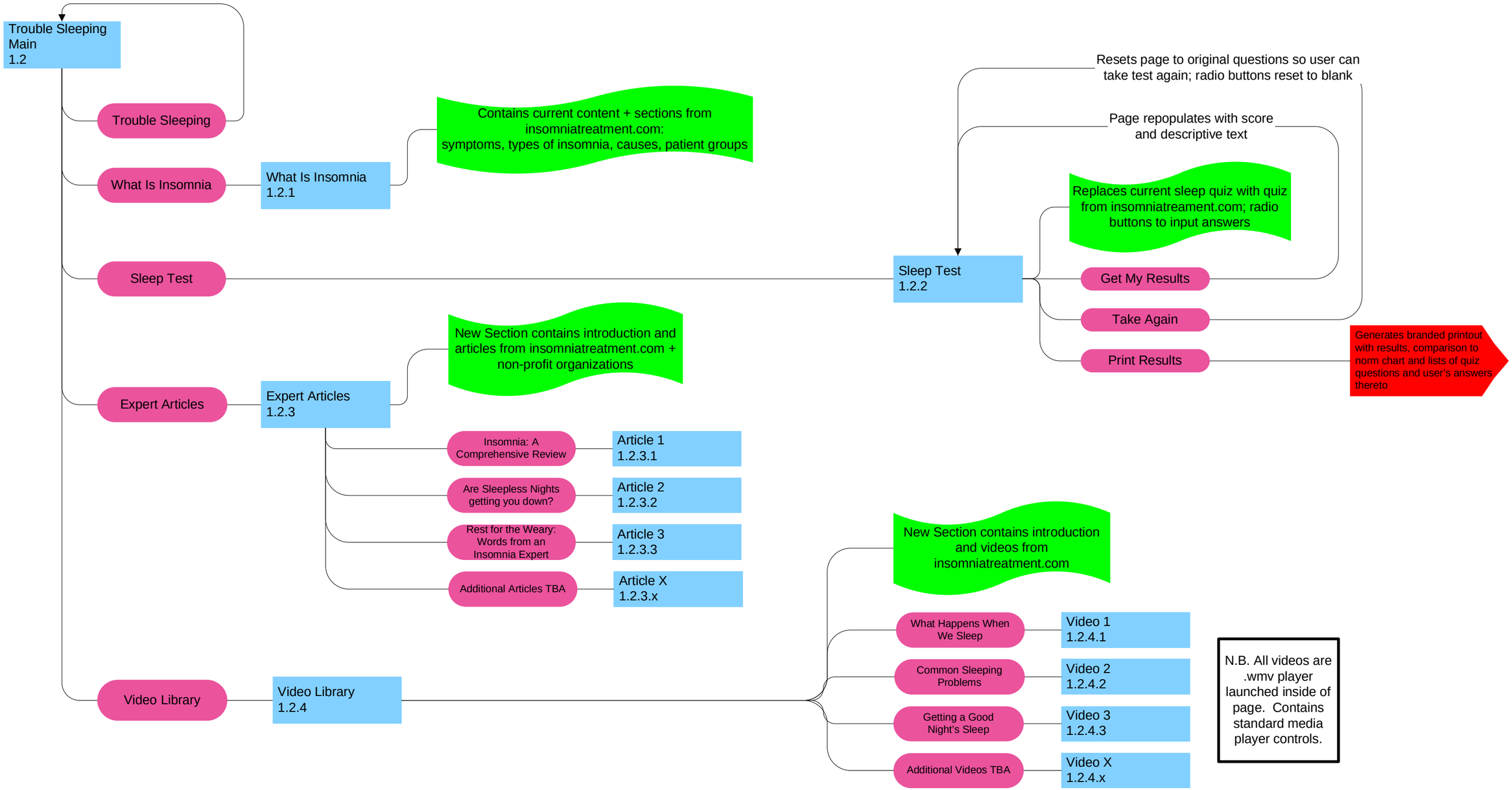
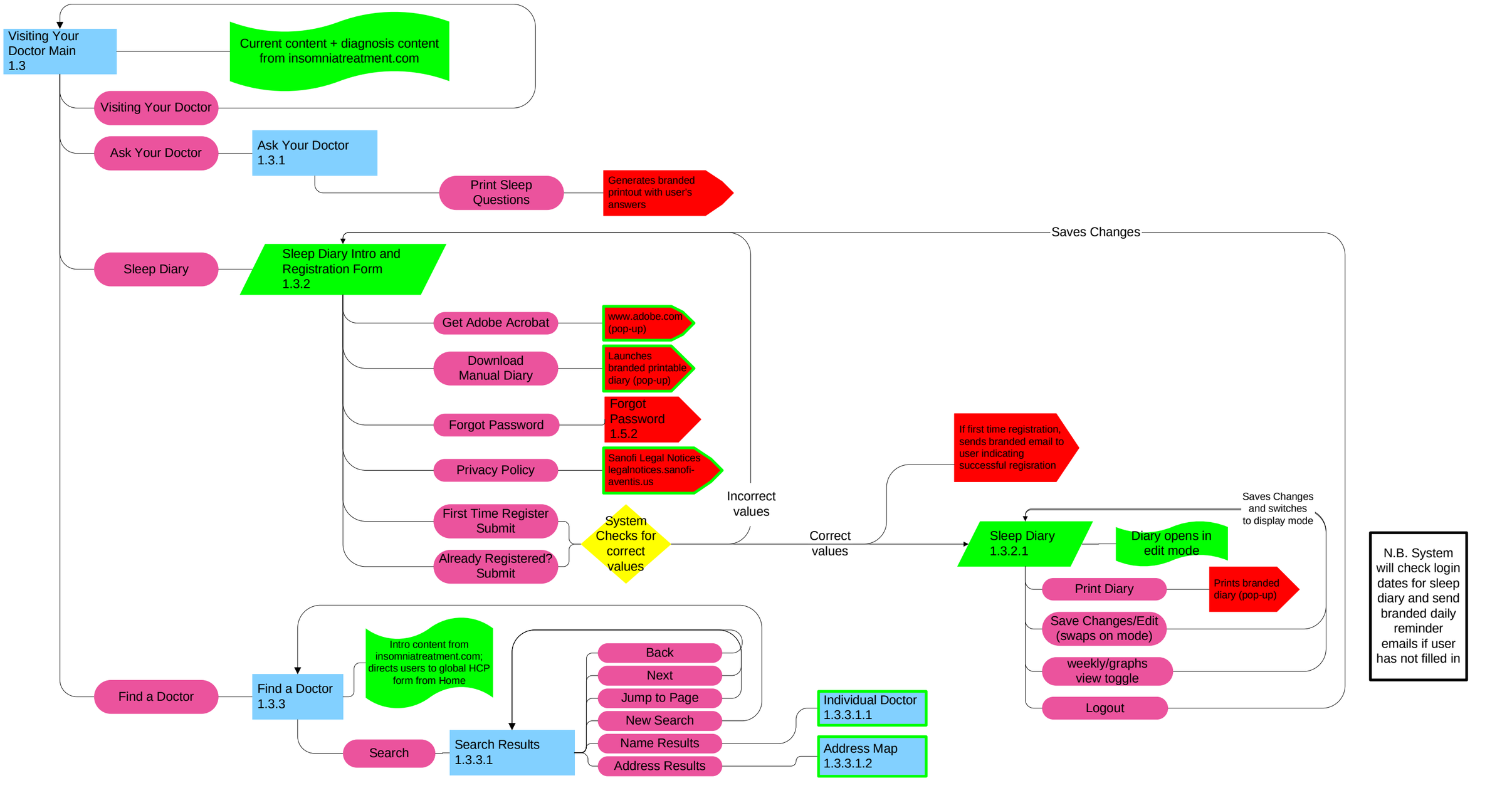
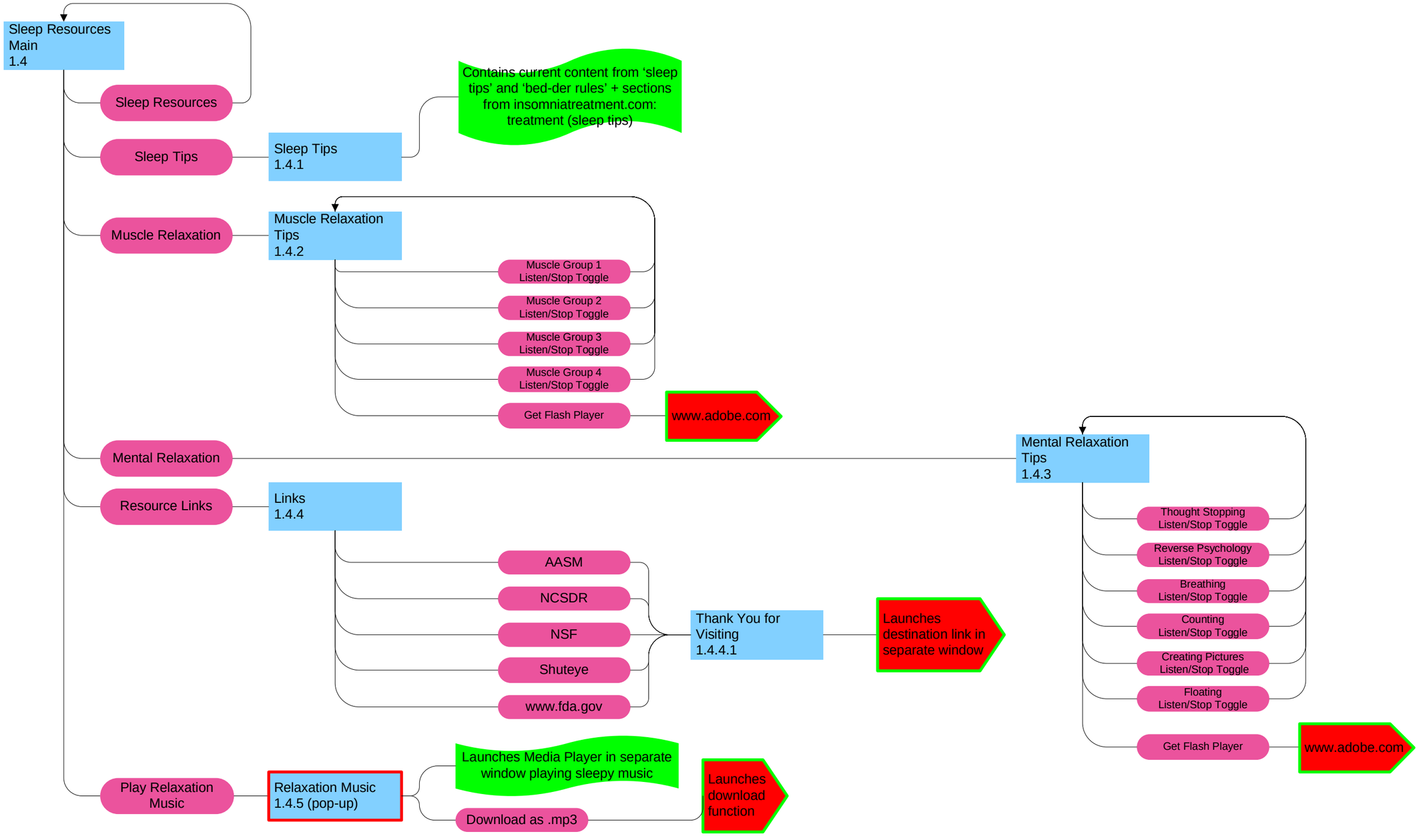
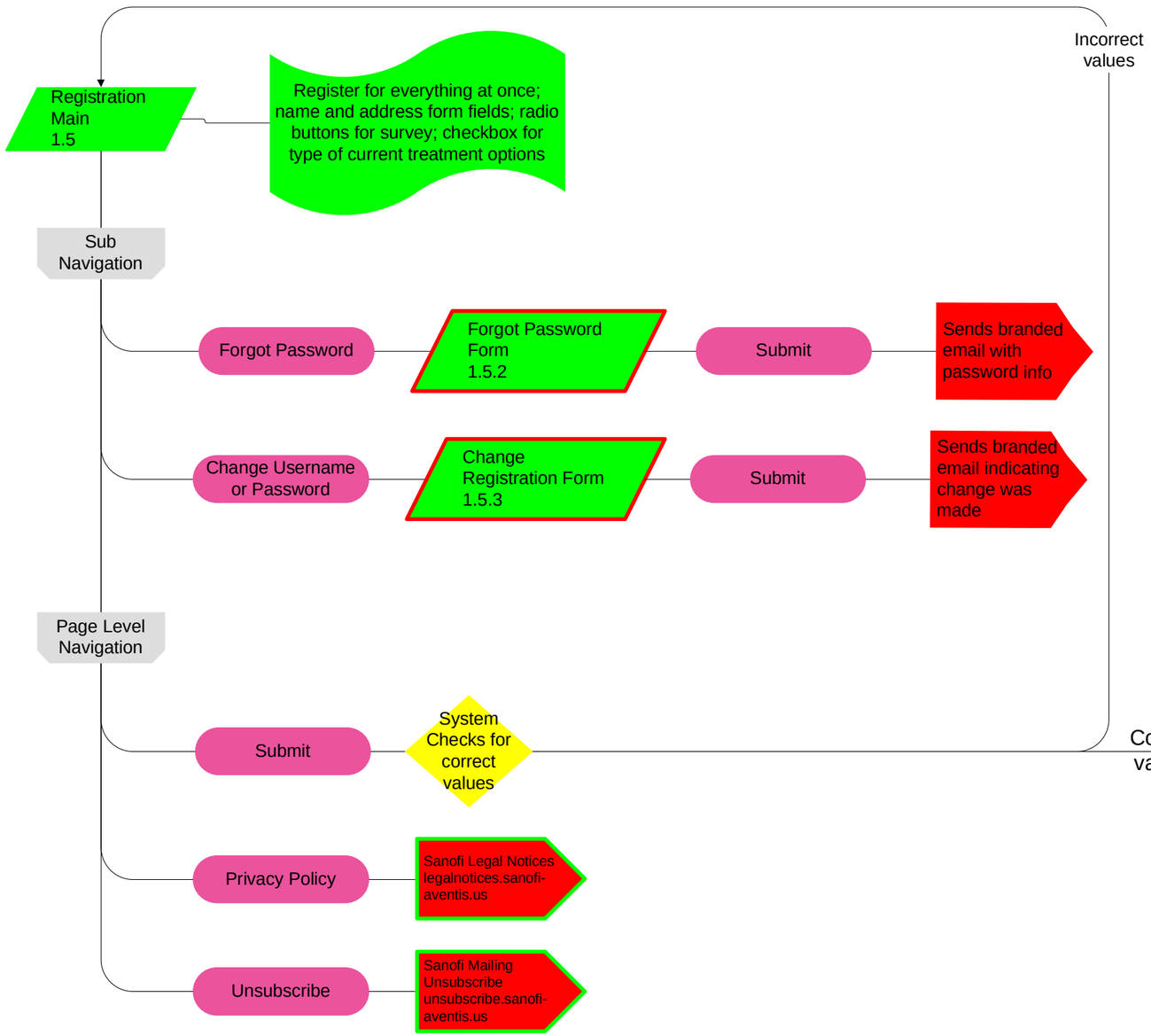


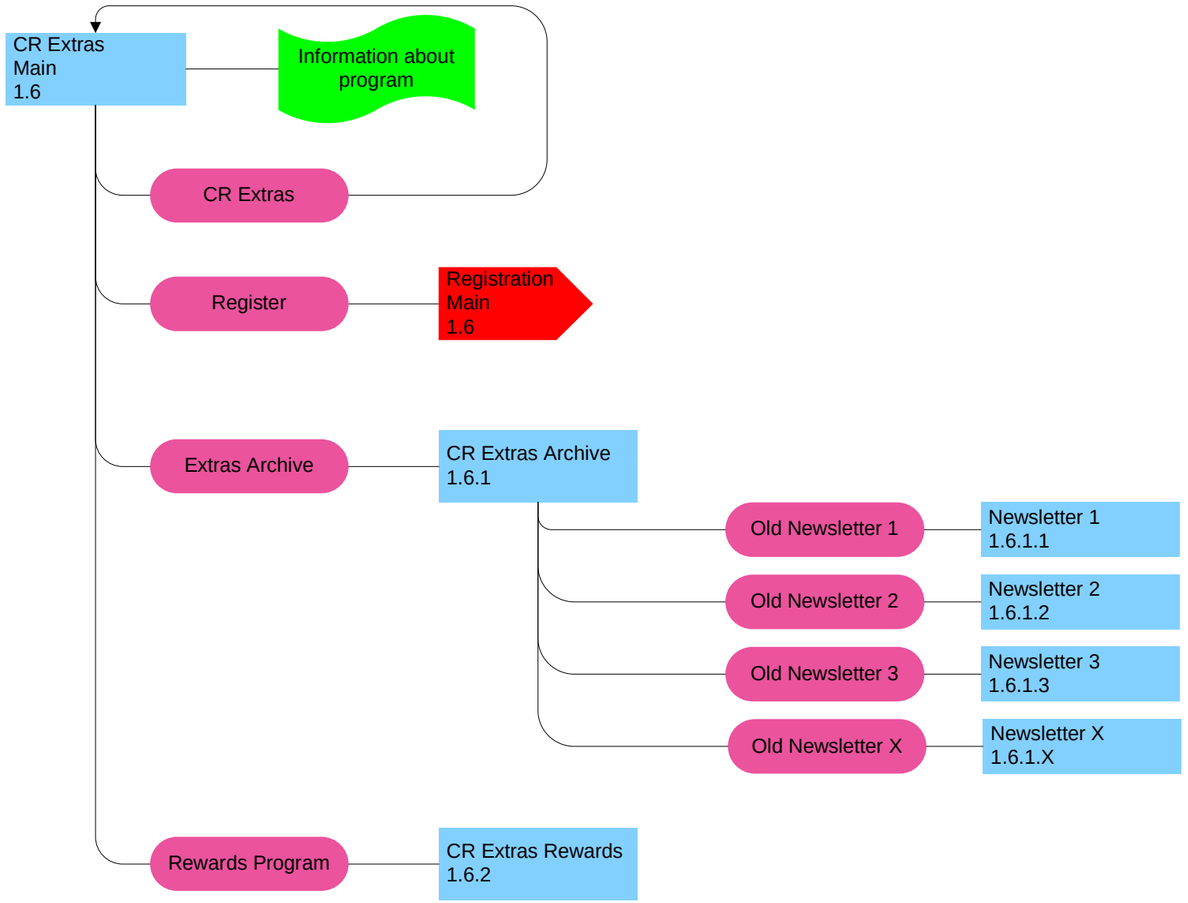

Visiting Your Doctor Main 1.3
Current content + diagnosis content from insomniatreatment.com
Visiting Your Doctor
Ask Your Doctor
Ask Your Doctor 1.3.1
Print Sleep Questions
Generates branded printout with user's answers
Saves Changes
Sleep Diary
Sleep Diary Intro and Registration Form 1.3.2
Get Adobe Acrobat
www.adobe.com (pop-up)
Download Manual Diary
Launches branded printable diary (pop-up)
Forgot Password
Forgot Password 1.5.2
Privacy Policy
Sanofi Legal Notices legalnotices.sanofi-aventis.us
First Time Register Submit
Already Registered? Submit
System Checks for correct values
Incorrect values
Correct values
If first time registration, sends branded email to user indicating successful regisration
Saves Changes and switches to display mode
Sleep Diary 1.3.2.1
Diary opens in edit mode
Print Diary
Prints branded diary (pop-up)
Save Changes/Edit (swaps on mode)
weekly/graphs view toggle
Logout
N.B. System will check login dates for sleep diary and send branded daily reminder emails if user has not filled in
Find a Doctor
Find a Doctor 1.3.3
Intro content from insomniatreatment.com; directs users to global HCP form from Home
Search
Search Results 1.3.3.1
Back
Next
Jump to Page
New Search
Name Results
Address Results
Individual Doctor 1.3.3.1.1
Address Map 1.3.3.1.2


Sleep Resources Main 1.4
Sleep Resources
Sleep Tips
Sleep Tips 1.4.1
Contains current content from 'sleep tips' and 'bed-der rules' + sections from insomniatreatment.com: treatment (sleep tips)
Muscle Relaxation
Muscle Relaxation Tips 1.4.2
Muscle Group 1 Listen/Stop Toggle
Muscle Group 2 Listen/Stop Toggle
Muscle Group 3 Listen/Stop Toggle
Muscle Group 4 Listen/Stop Toggle
Get Flash Player
www.adobe.com
Mental Relaxation
Mental Relaxation Tips 1.4.3
Thought Stopping Listen/Stop Toggle
Reverse Psychology Listen/Stop Toggle
Breathing Listen/Stop Toggle
Counting Listen/Stop Toggle
Creating Pictures Listen/Stop Toggle
Floating Listen/Stop Toggle
Get Flash Player
www.adobe.com
Resource Links
Links 1.4.4
AASM
NCSDR
NSF
Shuteye
www.fda.gov
Thank You for Visiting 1.4.4.1
Launches destination link in separate window
Play Relaxation Music
Relaxation Music 1.4.5 (pop-up)
Launches Media Player in separate window playing sleepy music
Download as .mp3
Launches download function

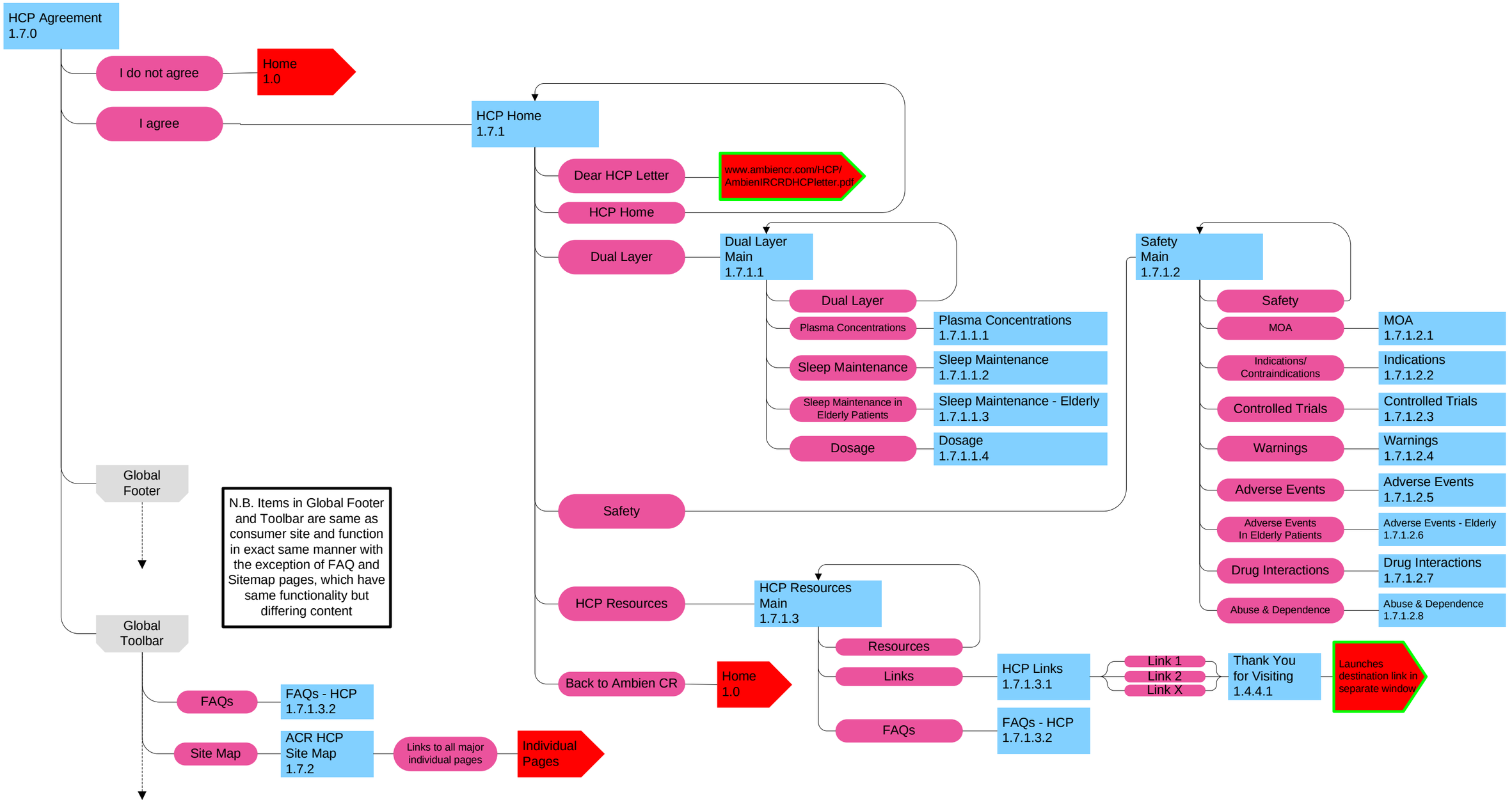


N.B. Currently URL for 1.5.1 is the same as for 1.5. Must change to have separate URLs so can be tracked in weblogs

N.B. System will check redemption logs and send branded reminder emails to user at 1, 2 and 4 week periods if not redeemed



N.B. Archives and Rewards program sections will be implemented as needed


HCP Agreement
1.7.0
I do not agree
Home
1.0
I agree
HCP Home
1.7.1
Dear HCP Letter
www.ambiencr.com/HCP/AmbienIRCRDHCPletter.pdf
HCP Home
Dual Layer
Dual Layer
Main
1.7.1.1
Dual Layer
Plasma Concentrations
Plasma Concentrations
1.7.1.1.1
Sleep Maintenance
Sleep Maintenance
1.7.1.1.2
Sleep Maintenance in Elderly Patients
Sleep Maintenance - Elderly
1.7.1.1.3
Dosage
Dosage
1.7.1.1.4
Safety
Safety
Main
1.7.1.2
Safety
MOA
MOA
1.7.1.2.1
Indications/ Contraindications
Indications
1.7.1.2.2
Controlled Trials
Controlled Trials
1.7.1.2.3
Warnings
Warnings
1.7.1.2.4
Adverse Events
Adverse Events
1.7.1.2.5
Adverse Events In Elderly Patients
Adverse Events - Elderly
1.7.1.2.6
Drug Interactions
Drug Interactions
1.7.1.2.7
Abuse & Dependence
Abuse & Dependence
1.7.1.2.8
Global Footer
N.B. Items in Global Footer and Toolbar are same as consumer site and function in exact same manner with the exception of FAQ and Sitemap pages, which have same functionality but differing content
Global Toolbar
FAQs
FAQs - HCP
1.7.1.3.2
Site Map
ACR HCP Site Map
1.7.2
Links to all major individual pages
Individual Pages
HCP Resources
HCP Resources
Main
1.7.1.3
Resources
Links
HCP Links
1.7.1.3.1
Link 1
Link 2
Link X
Thank You for Visiting
1.4.4.1
Launches destination link in separate window
FAQs
FAQs - HCP
1.7.1.3.2
Back to Ambien CR
Home
1.0