



PROJECT NAME

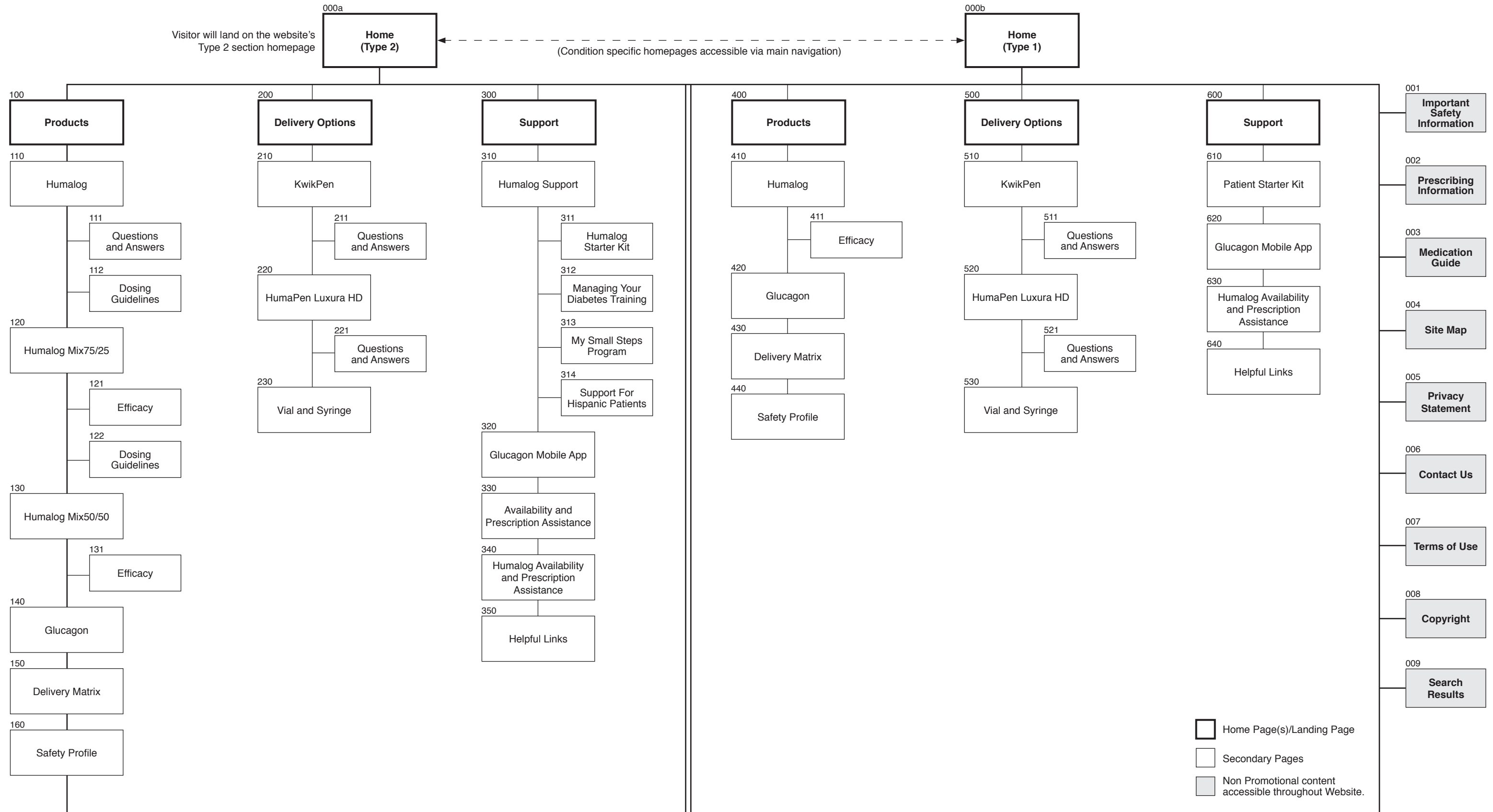
Inside Humalog Website

WIREFRAME DOCUMENT

VERSION NUMBER

001

Inside Humalog Sitemap



| | | | | | | | | | |
|---|--------|---------------------------|------------------------------------|-----------------------|--------|---|----|-----------------|--|
| Important Safety Information ▾ | | Prescribing Information ▾ | | Patient Information ▾ | | Register For Updates | | Patient Website | |
| Humalog Logo | | Humalog Mix75/25 Logo | | Humalog Mix50/50 Logo | | Important Safety Information Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor | | | |
| Type 1 | Type 2 | Products | Delivery Options | Support | Search | | GO | | |
| <div style="border: 1px solid black; padding: 10px;"><p>1</p><div style="border: 1px solid black; width: 150px; height: 40px; margin: 0 auto; text-align: center; padding: 5px;">Humalog Logo</div><p>For Healthcare Professionals Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p><p>YES, I'm a healthcare professional.</p><div style="display: flex; justify-content: space-around; margin-top: 10px;"><div style="border: 1px solid gray; padding: 5px 20px; text-align: center;">2 CONTINUE</div><div style="border: 1px solid gray; padding: 5px 20px; text-align: center;">3 CANCEL</div></div></div> | | | | | | | | | |
| [Humalog Product Callout] | | | [Humalog Delivery Options Callout] | | | [Lilly Support Callout] | | | |
| Important Safety Information Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas | | | | | | | | | |

Interaction Notes:

1. An interstitial window appears when the visitor first accesses the website. Because the content is specifically meant for Healthcare professionals, the visitor must affirm that they are indeed a healthcare professional before they can access content on the Website. The site navigation will not be accessible until this window is closed.
2. Click 'Continue' to close the modal window, and continue to the Humalog HCP website.
3. Click cancel will automatically send the user to the Humalog consumer website.

Wireframe: Type 2 Home Page

| | | | | |
|--------------------------------|-----------------------------|-------------------------|------------------------|-------------------|
| 1 Important Safety Information | 2 Prescribing Information ▼ | 3 Patient Information ▼ | 4 Register For Updates | 5 Patient Website |
|--------------------------------|-----------------------------|-------------------------|------------------------|-------------------|

| | | | | |
|----------------|-----------------------|-----------------------|---|----------|
| 6 Humalog Logo | Humalog Mix75/25 Logo | Humalog Mix50/50 Logo | Important Safety Information 7 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor | 8 EXPAND |
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| | | | | | | |
|----------|-----------|-------------|---------------------|------------|-----------|----|
| 9 Type 1 | 10 Type 2 | 11 Products | 12 Delivery Options | 13 Support | Search 14 | GO |
|----------|-----------|-------------|---------------------|------------|-----------|----|

15 [Humalog Type 2 Promotional Feature]

| | | |
|------------------------------|---------------------------------------|----------------------------|
| [Humalog Product Callout] 16 | [Humalog Delivery Options Callout] 17 | [Lilly Support Callout] 18 |
|------------------------------|---------------------------------------|----------------------------|

Important Safety Information

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Interaction Notes:

When accessing InsideHumalog.com, the visitor will be driven to the Type 2 section homepage. To access 'Type 1' content throughout the site, the visitor will click the 'Type 1' button/tab. Depending on the given page, clicking the Type 1 button links to related content for type 1; For instance, if a visitor is visiting the Type 2 Glucagon product information page, clicking the Type 1 tab links to the Type 1 Glucagon product information page.

1. Anchor links to Important safety information beneath content (Global for Type 2 section).
2. Drop down menu provides access to Prescribing Information for all 3 Humalog products (Global for Type 2 section).
3. Drop down menu provides access to Patient Information for all 3 Humalog products (Global for Type 2 section).
4. Links to sign up page, hosted on Lilly's CRM site.
5. Links to 'Humalog.com' patient website.
6. All 3 product logos appear in the type 2 section of the website. Clicking the logos will link the visitor to this home page (global for Type 2 section).
7. Scrolling important safety information for all 3 Humalog products.
8. Click to expand the height of the scrolling Important Safety Information content window. The expanded window appears on top of all other content on the page. (Global)
9. Toggles visitor to the Type 1 section homepage.
10. Links to the Type 2 home page while visitor is viewing pages in website's Type 2 section.
11. Links to Products subsection landing page. Rollover reveals drop down menu of Products subsection content.
12. Links to Delivery Options subsection landing page. Rollover reveals drop down menu of Delivery Options subsection content.
13. Links to Support subsection landing page. Rollover reveals drop down menu of Support subsection content.
14. Typical search form.
15. Static or Animated promotional image/callout.
- 16-18. Type 2 specific product/info callouts.
19. Primary Important Safety Information content. Contains ISI for all 3 humalog products.

Wireframe: Type 2 Home Page

| | | | | | |
|------------------------------|---|---|---|---|---------|
| Important Safety Information | Prescribing Information ▼ | Patient Information ▼ | Register For Updates | Patient Website | |
| Humalog Logo | <ul style="list-style-type: none"> Humalog Prescribing Information Humalog Mix75/25 Prescribing Information Humalog Mix50/50 Prescribing Information Glucagon Prescribing Information | <ul style="list-style-type: none"> Humalog Patient Information Humalog Mix75/25 Patient Information Humalog Mix50/50 Patient Information Glucagon Patient Information | EXPAND ▲ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor ▼ | | |
| | Type 1 | Type 2 | Products | Delivery Options | Support |
| [Humalog Product Callout] | | <ul style="list-style-type: none"> Humalog Humalog Mix75/25 Humalog Mix50/50 Glucagon Administration Safety Profile | <ul style="list-style-type: none"> KwikPen HumaPen LUXURA HD Vial and Syringe | <ul style="list-style-type: none"> Humalog Support Glucagon Mobile App Availability and Prescription Assistance Helpful Links | |
| | | | | | |
| [Humalog Product Callout] | | [Humalog Delivery Options Callout] | | [Lilly Support Callout] | |

Interaction Notes:

1. Prescribing Information drop down menu (Global for Type 2 section)
2. Patient Information drop down menu (Global for Type 2 section)
3. Type 2 products drop down menu (Global for Type 2 section).
4. Humalog products delivery options drop down menu. (Global for Type 2 section)
5. Humalog Type 2 product support drop down menu. (Global for Type 2 section)

Important Safety Information

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Wireframe: Type 1 Home Page

| | | | | |
|--------------------------------|---------------------------|-----------------------|------------------------|-------------------|
| 1 Important Safety Information | 2 Prescribing Information | 3 Patient Information | 4 Register For Updates | 5 Patient Website |
|--------------------------------|---------------------------|-----------------------|------------------------|-------------------|

6 Humalog Logo

7 **Important Safety Information**

8 EXPAND

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| | | | | | | |
|----------|-----------|-------------|---------------------|------------|-----------|----|
| 9 Type 1 | 10 Type 2 | 11 Products | 12 Delivery Options | 13 Support | Search 14 | GO |
|----------|-----------|-------------|---------------------|------------|-----------|----|

15 **[Humalog Type 1 Promotional Feature]**

| | | |
|--|---|--|
| <p>[Humalog Product Callout]</p> <p>16</p> | <p>[Humalog Delivery Options Callout]</p> <p>17</p> | <p>[Lilly Support Callout]</p> <p>18</p> |
|--|---|--|

Important Safety Information

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Interaction Notes:

While on the Type 1 section homepage, only the Humalog logo appears. To access 'Type 2' content throughout the site, the visitor will click the 'Type 2' button/tab. Depending on the given page, clicking the Type 2 button links to related content for type 2; For instance, if a visitor is visiting the Type 1 Glucagon product information page, clicking the Type 2 tab links to the Type 2 Glucagon product information page.

1. Links to Important Safety Information (Global for Type 1 section).
2. Links to Humalog Prescribing Information (Global for Type 1 section).
3. Links to Humalog Patient Information (Global for Type 1 section).
4. Links to sign up page, hosted on Lilly's CRM site.
5. Links to 'HumalogType1.com' patient website (Global for Type 1 section).
6. Humalog logo links to this home page (Global for Type 1 section).
7. Humalog specific scrolling Important Safety Information content.
8. Click to expand the height of the scrolling Important Safety Information content window. The expanded window appears on top of all other content on the page. (Global)
9. Links to the Type 1 home page while visitor is viewing pages in website's Type 1 section.
10. Toggles visitor to the Type 2 section homepage.
11. Links to Products subsection landing page. Rollover reveals drop down menu of Products subsection content.
12. Links to Delivery Options subsection landing page. Rollover reveals drop down menu of Delivery Options subsection content.
13. Links to Support subsection landing page. Rollover reveals drop down menu of Support subsection content.
14. Typical search form.
15. Static or Animated promotional image/callout.
- 16-18. Type 2 specific product/info callouts.
19. Primary Important Safety Information content.

| | | | | |
|------------------------------|-------------------------|---------------------|----------------------|-----------------|
| Important Safety Information | Prescribing Information | Patient Information | Register For Updates | Patient Website |
|------------------------------|-------------------------|---------------------|----------------------|-----------------|

Humalog Logo

Important Safety Information
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|--------|--------|----------|------------------|---------|---|
| Type 1 | Type 2 | Products | Delivery Options | Support | <input type="text" value="Search"/> <input type="button" value="GO"/> |
|--------|--------|----------|------------------|---------|---|

Humalog
Glucagon
Administration
Safety Profile

1

KwikPen
HumaPen
LUXURA HD
Vial and Syringe

2

Humalog Starter Kit
Glucagon Mobile App
Availability and
Prescription Assistance
Helpful Links

3

| | | |
|----------------------------------|---|--------------------------------|
| <p>[Humalog Product Callout]</p> | <p>[Humalog Delivery Options Callout]</p> | <p>[Lilly Support Callout]</p> |
|----------------------------------|---|--------------------------------|

Interaction Notes:

1. Type 1 products drop down menu (Global for Type 1 section).
2. Humalog products delivery options drop down menu. (Global for Type 1 section)
3. Type 1 Humalog product support drop down menu. (Global for Type 1 section)

Important Safety Information

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|------------------------------|---------------------------|-----------------------|----------------------|-----------------|
| Important Safety Information | Prescribing Information ▼ | Patient Information ▼ | Register For Updates | Patient Website |
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Important Safety Information
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EXPAND

1 Type 1

2 Type 2

2 Products

Delivery Options

Support

GO

Humalog
- Efficacy
- Dosing Guidelines

Humalog Mix75/25
- Efficacy
- Dosing Guidelines

Humalog Mix50/50
- Efficacy

Glucagon

Product Administration

Safety Profile

3 **[Humalog Type 2 Promotional Feature]**

Products for your patients with Type 2 Diabetes

4

Humalog
[Product image]

Humalog Product Information
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View More >

5

Humalog Mix75/25
[Product image]

Humalog Mix75/25 Product Information
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6

Humalog Mix50/50
[Product image]

Humalog Mix50/50 Product Information
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Glucagon
[Product image]

Glucagon Product Information
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View More >

9 **[Humalog KwikPen Callout]**

10 **[Product Support Callout]**

Interaction Notes:

1. Links to Type 1 Products subsection landing page.
2. Throughout Products subsection, links to this landing page. (Global for Type 2 Products subsection).
3. Static Humalog promotional image.
4. Links to Type 2 specific Humalog product information page.
5. Links to Humalog Mix75/25 product information page.
6. Links to Humalog Mix50/50 product information page.
7. Links to Glucagon production information page.
8. Type 2 products menu. Contains both secondary and tertiary links product information links.
9. Delivery device promotional content callout. Links to relevant page in Delivery Options subsection.
10. Product Support promotional content callout. Links to relevant page in Product Support subsection.

*Primary Important Safety Information content is located below product section content.

| | | | | |
|------------------------------|---------------------------|-----------------------|----------------------|-----------------|
| Important Safety Information | Prescribing Information ▼ | Patient Information ▼ | Register For Updates | Patient Website |
|------------------------------|---------------------------|-----------------------|----------------------|-----------------|

Humalog Logo

Important Safety Information
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EXPAND

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|--------|----------|------------|------------------|---------|-----------------------------|----|
| Type 1 | 1 Type 2 | 2 Products | Delivery Options | Support | Search <input type="text"/> | GO |
|--------|----------|------------|------------------|---------|-----------------------------|----|

Humalog
- Efficacy

6 Glucagon

Product Administration

Safety Profile

3 **[Humalog Type 1 Promotional Feature]**

Products for your patients with Type 1 Diabetes

7 **[Humalog KwikPen Callout]**

4 **Humalog**
[Product image]

Humalog Product Information
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5 **Glucagon**
[Product image]

Glucagon Product Information
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View More >

8 **[Product Support Callout]**

Important Safety Information
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Interaction Notes:

1. Links to Type 2 Products subsection landing page.
2. Throughout Products subsection, links to this landing page. (Global for Type 1 Products subsection).
3. Static Humalog promotional image.
4. Links to Type 1 specific Humalog product information page.
5. Links to Glucagon product information page.
6. Type 2 products menu. Contains both secondary and tertiary links product information links.
7. Delivery device promotional content callout. Links to relevant page in Delivery Options subsection.
8. Product Support promotional content callout. Links to relevant page in Product Support subsection.