

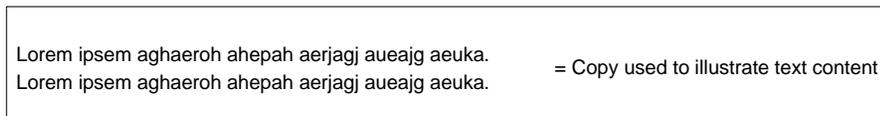
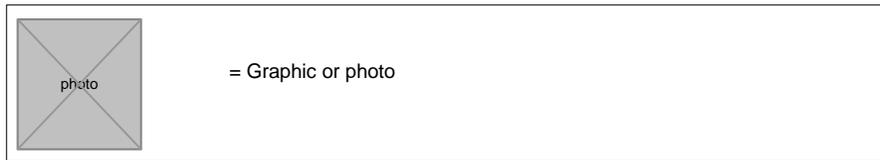
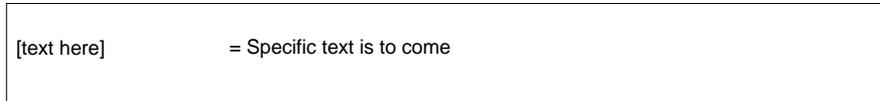
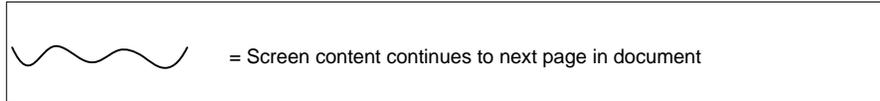
Author	Version	Notes:
Mick Rosolek	1.0	Initial Draft
Mick Rosolek	1.1	Nav amendment
Mick Rosolek	1.2	Additional Pages

Wireframe Notes, Legend and Design Rationale

Notes

Wireframes represent proposed navigation and screen elements.
They do not represent visual design, typography, naming conventions or exact content.

Legend



Design Rationale

To accommodate the broad navigation of the Eribulin website an “Embedded Navigation” will be incorporated into the body of the site under a global heading navigation which will appear across the top of the site under the branded banner.

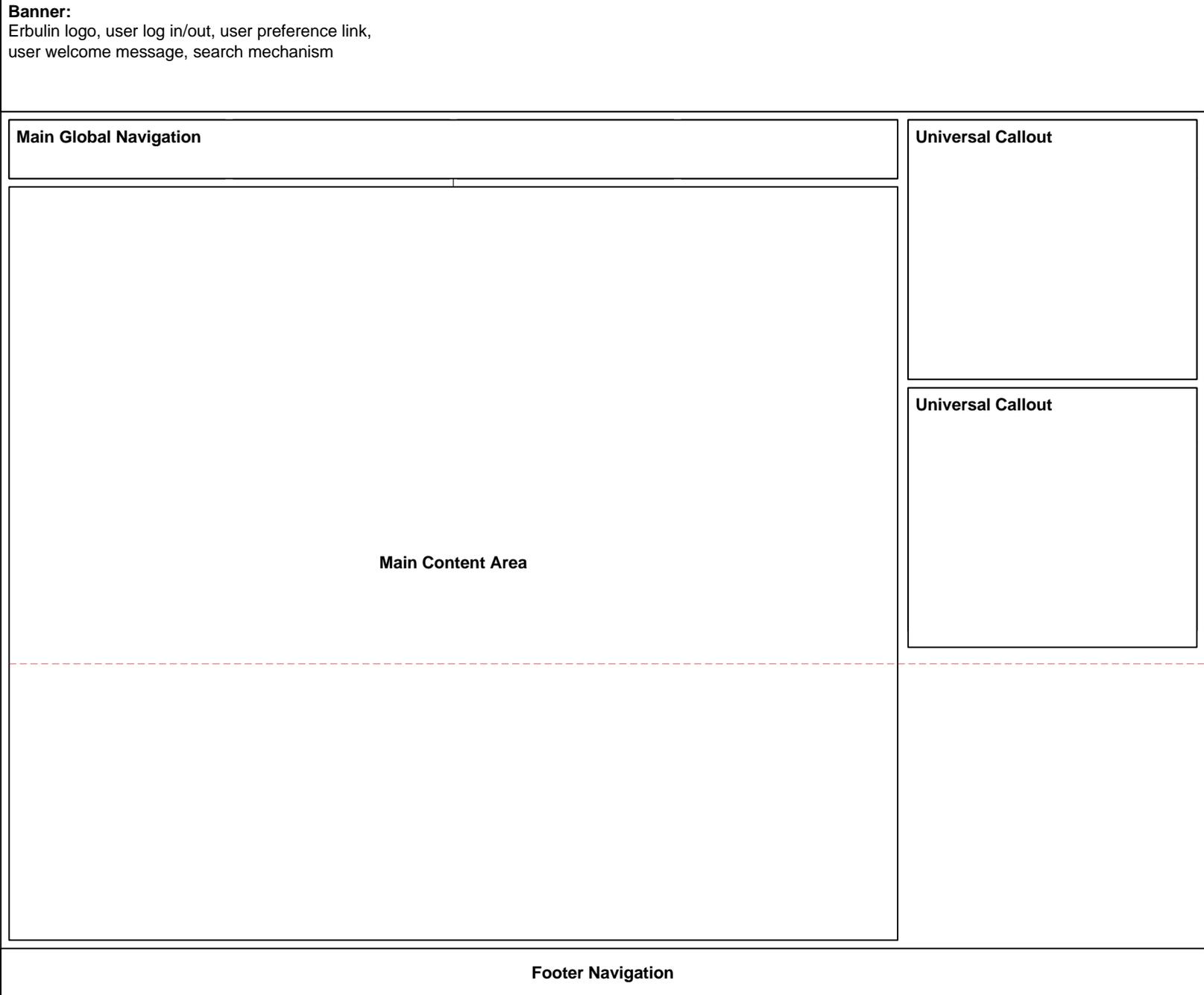
The embed navigation follows a usability theory called “Information Foraging”. The theory of Information Foraging was first introduced at the Human-Computer Interaction lab at Xerox PARC (Palo Alto Research Center). It was conceived to get maximum benefit for minimum effort by leading the user down paths which exhibited cues related to the desired outcome. The cues in this instance are callouts or islands of information which lead the user to pages of greater content under the same heading.

Most recently this model is being cited as the mode in which users process, and progress through search engine data.

Notes:

Designation of screen real-estate for the main elements of the site

1024 x 768 Pixel Fold >>



Notes:

- A) Banner
- B) Main navigation
- C) Search Box
- D) Home page content section, user will be able to tab through different levels of content while remaining on the home page
- E) Register and sign in
- F) Universal callout, links to page of like content if necessary

1024 x 768 Pixel Fold >>

Eribulin

Search Go

[Register or Sign in](#)

MBC Facts And Figures

Endpoint considerations / assessments

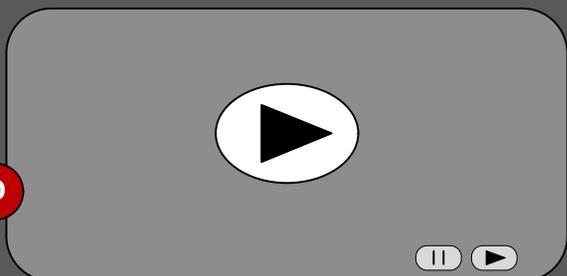
Differences between MBC patients and BC patients

Endpoint tools

Establish how proven OS may be a missing endpoint in oncology

Endpoint Debate

Video of Advisory Board Panel



Relevant Information
Regional Debates*
Stakeholders Debates*

Lore Ipsum

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Interactive/dynamic element to communicate how many trials do not include OS as a primary endpoint and new drug approvals are rarely based on OS

Counter to show the disparity between (# ongoing MBC trials) vs (# trials with OS as primary endpoint) vs (# trials with proven OS)

Share your point of view

Vote through an online survey

Provide/review debate video feedback while it is playing

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MBC
Facts And Figures

Endpoint considerations /
assessments

Differences between MBC
patients and BC patients

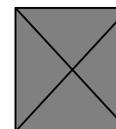
Endpoint tools

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Notes:

A) Main navigation shown in the “you are here” state

B) Login Message changes to Welcome, Preferences link and Log out function link after user has logged in

C) Link to page 1.1 which will display more MBC Facts and Figure content if necessary

D) Featured elements in the content area link to pages of great content

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Eribulin

B

Welcome User John Smith | Preferences | Log Out

Search

Go

A

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Establish how proven OS may be a missing
endpoint in oncology

MBC Facts and Figures

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C

[more >>](#)

Interactive/dynamic element to communicate how many trials do not include OS as a primary endpoint and new drug approvals are rarely based on OS

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D

MBC Trends

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[more >>](#)

Number of Treatments per Therapy

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Notes:

A) Navigation highlighted indicate the section of the website the user is in yet still clickable to return to the top level of the section

B) Breadcrumb trail appears to indicate where the user is in the site structure, in deeper levels the user will be able to use this as a failsafe navigation item

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MBC Facts And Figures

MBC Facts and Figures

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MBC Trends

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Number of Treatments per Therapy

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MBC Facts And Figures

MBC Facts And Figures > MBC Trends

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Endpoint tools

Establish how proven OS may be a missing endpoint in oncology

MBC Trends

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Diagnosis

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Survival

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Number of Treatments per Therapy

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Endpoint tools

MBC Facts And Figures > MBC Trends > **Diagnosis**

Diagnosis

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Survival

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MBC Trends

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Establish how proven OS may be a missing endpoint in oncology

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Survival

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Diagnosis

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Number of Treatments Per Therapy

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Monotherapy vs Combination Therapy

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Monotherapy vs Combination Therapy

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Goals of trial research and MBC therapy

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Goals of Trial Research and MBC Therapy

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OS, PFS, TTP, ORR by RECIST QOL Measures

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Additional Implications for clinical benefits

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Dosing Convenience

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Toxicity Considerations

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Review of FDA Considerations

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Pro's and Con's of Reviews

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Establish how proven OS may be a missing endpoint in oncology

Interactive/dynamic element to communicate how many trials do not include OS as a primary endpoint and new drug approvals are rarely based on OS

Counter to show the disparity between (# ongoing MBC trials) vs (# trials with OS as primary endpoint) vs (# trials with proven OS)

Share your point of view

Vote through an online survey

Provide/review debate video feedback while it is playing

- Vote through an online survey
- Provide/review debate video feedback while it is playing
- Reactions can be inputted during the video to guide content

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