LOYALTY PROGRAM WIREFRAMES

Disclaimer:

Included are wireframes for illustrating the placement and organization of page elements. Fonts and dimensions are approximate. Copy is for placement only. All design styles including but not limited to active, inactive, visited and roll-over states will be defined by the design style guide.







GLOBAL FUNCTIONALITY NOTE

SITE FRAMEWORK:

Responsive

CONTENT SOURCE:

Registration, Account: Janrain

Points Bank: Crowdtwist

Load to Card: Stran

ERROR STATES:

Within forms, fields with errors present will highlight red and associated error message will display below field.



.

TOOLTIP:

The i on screen will open a helpful message relevant to a specific functionality.

Lorem ipsum dolor sit amet, pede sit suscipit, dis non.Nulla pede integer miat viverra erat et tu sit

NAVIGATION





MOBILE NAVIGATION

A. UNAUTHENTICATED

0		
SIG	n in sign	I UP

B. AUTHENTICATED

)		
LOGO			ACCOUNT	
Dashboard	Products/Offers	History	Upload Receipt	

Functional Notations				
#	Component	Description		
A	Default View	Displayed to unauthenticated users, not logged in or not registered. Header is anchored to the top of browser as user scrolls.		
A1	Logo	Links to Homepage.		
A2	Sign In	Links to Sign In modal.		
A3	Sign Up	Links to Sign Up modal.		
В	Default View	Displays to users that have logged in. Tab bar is anchored to the bottom of the browser as user scrolls.		
B1	Logo	Links to Dashboard.		

Links to Account page.

Links to Dashboard.

Links to Transactions page.

Links to Receipt Upload flow.

Links to Participating Products & Offers page.

B2 Account

Dashboard

B4 Products/Offers

Dashboard

B6 Upload Receipt

B3

B5

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A. UNAUTHENTICATED



B. AUTHENTICATED



#	Component	Description
A	Default View	Displayed to unauthenticated users, not logged in or not registered. Footer is fixed to the bottom of the page.
A1	Logo	Links to Terms of Use.
A2	Sign In	Links to Contact/FAQ page.
A3	Sign Up	Links to About Petcare page.
A4	Social Media icons	Links to Zoetis' associated social media channel
A5	Email Signup	Registers user to emal newsletters.
B	Default View	Displays to users that have logged in.
B1	Terms of Use	Links to Terms of Use.
B2	Contact/FAQ	Links to Contact/FAQ page.
B3	About Petcare	Links to About Petcare page.
B4	Social Media icons	Links to associated Zoetis' social media channels.
B5	Dashboard	Links to Transactions page.
B 6	Products/Offers	Links to Receipt Upload flow.

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PRODUCT EXPLORATION



HOMEPAGE

Wireframes



Funct	ctional Notations		
#	Component	Description	
1	Header		
	Default View	Homepage is viewable to unauthenticated users. All details within this page provide an in- depth explaination of the benefits of the rewards program.	
2	Hero Carousel	The carousel allows for three pieces of content to occupy single space. First image contains a CTA, tapping CTA will open registration lightbox. Additional images display further program information. Carousel-indicator will display towards bottom of space. The indicators allow users to switch back and forth between items. The items will automatically rotate after a defined duration. Carousel can contain max of five items. All carousel frames will have a corresponding CTA.	
3	How It Works	The details of the program's mechanics are displayed here. The Sign Up CTA wll open registration lightbox.	

4	Participating Brands	Section lists specific brand logos that are part of this reward program. CTA will direct users to the Participating Product and Offers Landing page.
5	Featured Offers	This area will show a quick overview of the program's offers. Each offer is accompanied with a See Details CTA that will direct users to the corresponding Offer Detail page. The carousel indicators will display the current page and allow the user to quickly navigate to the next and previous offers.
6	Footer	



All copy/content is FPO. Refer to layouts for content.

PARTICIPATING PRODUCTS AND OFFERS PAGE



Funct	ctional Notations		
#	Component	Description	
1	Header		
	Default View	When user navigates to the Participating Products and Offers section of the site, the default view will display all products within two benefit areas: Flea, Tick and Heartworm and Comfort & Well-being. All product tiles are displayed.	
2	Benefit Filter	A user can filter displayed products by benefit category. On selecting a filter option, the associated benefit category description and products are displayed on screen. All products will be displayed when All filter is tapped. Selected filter will be distinguished.	
3	Benefit Category Description	This area describes the category of the products listed below it. Each benefit category includes an icon.	
4	Product	The tile includes product logo, image, affiliated benefit icon, brief description, CTA to corresponding Product and Offers Detail pages. The numbered on-page link positioned in the tile's top right corner anchors to associated safety information at bottom of page.	
5	Sign Up/ Sign In Modal	Contains CTAs that opens associated lightboxes. Sign Up opens registration lightbox. Sign In opens Sign In lightbox.	
6	Safety Information	Features a block of text that includes safety information. Each product's prescribing information lives on each product's website.	
7	Footer		

TERMS OF USE	f	y
CONTACT/FAQ	EMAIL SIGNUP	<u> </u>
ABOUT PETCARE		7
Legal Copy		

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OFFERS DETAIL PAGE



Earn \$60 in rewards from product purchase.

Func	Functional Notations		
#	Component	Description	
1	Header		
	Offters Detail Page Template	This is a flexible template that can be used across different offers.	
2	Hero Image	Hero contains product visual.	
3	Offer Detail	The details of the offer are listed within this one page. Details will be unique to each brand.	
4	Participating Brands	Section lists specific brand logos that are part of this reward program. CTA will direct	



		users to the Participating Product and Offers Landing page.
5	Sign Up/ Sign In Modal	Includes CTAs that opens associated lightboxes. Sign Up opens registration lightbox. Sign In opens Sign In lightbox.
6	Footer	

Simparica [®] works fast and lasts	
LEARN MORE	4
Want to get rewarded?	
SIGN UP	5
SIGN IN	
Important Safety Information	

Lorem ipsum dolor sit amet, scelerisque nunc ullamcorper bibendum tincidunt class ultricies. Sit vestibulum elit ut justo, ultrices duis felis, porttitor mattis duis donec. Vel dignissim turpis tristique cursus sed vulputate, augue blandit nec feugiat sed porttitor amet, sit molestie tincidunt ut netus sit eget, non ullamcorperLorem ipsum dolor sit amet, scelerisque nunc ullamcorper bibendum tincidunt class ultricies. Sit vestibulum elit ut justo, ultrices duis felis, porttitor mattis duis donec. Vel dignissim turpis tristique cursus sed vulputate, augue blandit nec feugiat sed porttitor amet, sit molestie tincidunt ut netus sit eget, non ullamcorpeLorem ipsum dolor sit amet, scelerisque nunc ullamcorper bibendum tincidunt class ultricies. Sit vestibulum elit ut justo, ultrices duis felis, porttitor mattis duis donec. Vel dignissim turpis tristique cursus sed vulputate, augue blandit nec feugiat sed porttitor amet, sit molestie tincidunt ut netus sit eget, non ullamcorpeLorem ipsum dolor sit amet, scelerisque nunc ullamcorper bibendum tincidunt class ultricies. Sit vestibulum elit ut justo, ultrices duis felis, porttitor mattis duis donec. Vel dignissim turpis tristique cursus sed vulputate, augue blandit nec feugiat sed porttitor amet, sit molestie tincidunt ut netus sit eget, non ullamcorpe

TERMS OF USE





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REGISTRATION





SIGN UP

LOGO		sign in	SIGN UP
	SIGN	UP	\times
Sign up	with your soc	cial media ad	ccount:
	f Facel	pook	
S+ Google +			
	OF	ς	
Sign up with your email:			
Email A	ddress		
Create F	assword		
() Password r of 8 charad	nust include 1 num ters.	ber and 1 alphat	pet, minimum
By signing up, you confirm that you accept our <u>terms of use</u> .			accept our
	SIGN	UP	4
Already a r	nember? <u>Sign</u>	5	

Functional Notations			
#	Component	Description	
1	Navigation	Unauthentio	
	View	This modal tab options by tapping >	
2	Social Sign Up	Users can liı CTAs will op	
3	Terms of Use	Opens term	
4	Sign Up CTA	Button is ina screen.	
5	Sign In CTA	Redirects to	

n ticated navigation. al displays if user taps Sign Up. Modal presents both Sign In and Sign Up as two hs at the top of the modal. The selected tab is distinguished. Modal can be closed g X in the top right corner. link their external Facebook and Google + accounts to login. Tapping on these open a connect permission screen. ms of use and privacy policy pages via link. inactive until user completes all fields. On tap, directs user to registration to Sign Up modal.

Zoetis Loyalty Rewards

REGISTRATION CONTINUED

LOGO ALMOST DONE Just one last step to finish your membersh * All fields required Tirst Name First Name Last Name Last Name Zip Code	ıip
Just one last step to finish your membersh * All fields required 2 First Name Last Name Last Name	ıip
* All fields required 2 First Name Last Name Last Name	nip
First Name First Name Last Name Zip Code	
First Name Last Name Last Name	
Last Name Zip Code	
Zip Code	
Zip Code	
FINISH 3	

Func	Functional Notations		
#	Component	Description	
1	Header		
2	Required Fields	Required fie	
3	Finish CTA	CTA is inact	

n fields are denoted by asterisks. See global error state for error state details. ctive until user completes all fields. On tap, directs user to profile creation flow.

PROFILE CREATION | INTERSTITIAL SCREEN



Func	Functional Notations		
#	Component	Description	
1	Header		
	View	This screen bypass profi	
2	Let's Go CTA	CTA will brir	
3	Do It Later CTA	CTA will skip Dashboard v	

n displays when user completes registration. User has the option to continue or ofile creation screens.

ring user to Pet Owner profile creation screen.

tip Pet Owner and Pet profile creation screens. User will be taken to Dashboard. I will not be populated with personalized content.

PROFILE CREATION | PET OWNER

LOGO	
CRE/	ATE YOUR ACCOUNT
	Thanks for signing up!
Tell us mo	ore about yourself to create a better experience * Required field
First Name *	
Gabrie	
Last Name *	
Fletche	er
Email Address	*
Gabrie	l.Fletcher@email.com
Street Addres	ss 1
Street A	Address 1
Street Addres	
Street A	Address 2
City	
Cambri	dqe
State	5
MA	
Zip Code *	
10014	
	SAVE AND CONTINUE

Functional Notations			
#	Component	Description	
1	Header		
	View	List of pre-p Zip Code.	
2	Required Fields	Required fie	
3	City and State fields	City leverag consistant v state, city a	
4	Save and Continue CTA	Save and Co modified, w	
5	Finish Later CTA	CTA skips Po pre-populat Required fie	

opulated fileds include: First name, Last name, Email Address, City, State and
elds are denoted by asterisks. See global error state for error state details.
es typehead functionality. State is a dropdown. Fields will display options with BowMeow city and state fields. If user enters their zipcode prior to city and nd state fields will fill with associated details.
ontinue will bring user to Interstitial screen. Information, whether new or ill be saved to their profile upon completion.
et Profile Creation screen. Directs user to Dashboard. Dashboard will not be red with pets.

fields need to be filled before closing screen. See global error state details.

Wireframes

PROFILE CREATION | INTERSTITIAL SCREEN



Functional Notations		
#	Component	Description
1	Header	
	View	This screen continue or
2	Let's Go CTA	CTA will brir
3	Do It Later CTA	CTA will skip not be pre-p

n displays when user completes pet owner's profile. User has the option to or bypass pet profile creation screen.

ring user to Pet profile creation screen.

kip Pet profile creation screen. User will be taken to Dashboard. Dashboard will e-populated with pets.

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PROFILE CREATION | PET

Wireframes

Zoetis Loyalty Rewards



2 Required Fields All fields are 3 Photo Tapping icorphoto or load 4 Breed Leverages tydropdown. If functionality 5 Birthday Unfilled place 6 Primary Veternarian When taped 7 Save and Continue CTA CTA will direct completed to fields are completed to	Functional Notations		
View This page di 2 Required Fields All fields are 3 Photo Tapping icorphoto or loa 4 Breed Leverages ty dropdown. I functionality 5 Birthday Unfilled place 6 Primary Veternarian When taped Leverages gr primary vetering 7 Save and Continue CTA CTA will dire completed t fields are co 6 Cancel CTA CTA will close	#	Component	Description
2 Required Fields All fields are 3 Photo Tapping icorphoto or load 4 Breed Leverages ty dropdown. I functionality 5 Birthday Unfilled place 6 Primary Veternarian When taped Leverages gy primary veterages gy primary ve	1	Header	
3 Photo Tapping icorphoto or load 4 Breed Leverages tydropdown. Ifunctionality 5 Birthday Unfilled place 6 Primary Veternarian When taped 7 Save and Continue CTA CTA will direcompleted till 8 Cancel CTA CTA will close		View	This page di
 Photo or loa Breed Leverages ty dropdown. I functionality Birthday Unfilled place Birthday (or best O2/DD/) Primary Veternarian When taped Leverages gaprimary vete Save and Continue CTA CTA will direcompleted to fields are completed to Cancel CTA 	2	Required Fields	All fields are
Image: Solution of the sector of the sect	3	Photo	Tapping icor photo or loa
Birthday (or best 02/DD/) Column 1 Primary Veternarian When taped Leverages go primary vete Save and Continue CTA Save and Continue CTA Cancel CTA Cancel CTA	4	Breed	Leverages ty dropdown. I functionality
 Leverages geprimary veteprimary veteprima	5	Birthday	Unfilled place Birthday (or best
Image: Second state of the se	6	Primary Veternarian	When taped Leverages ge primary vete
	7	Save and Continue CTA	CTA will dire completed t fields are co
	8	Cancel CTA	CTA will clos with a pet.



splays if user clicks Yes Let's Go on Interstitial Screen.
e required. See global error state for error state details.
n will open phones native photo selection prompt. Users can either take a d a photo from their phone's photo library. Figure 1 illustrates this capability.
peahead functionality to populate a list of breeds from the database within a ncorporates current BowMeow functionality. Figure 2 illustrates ths y.
ceholder text in field will stay in field until filled. : guess) YYYY
, will open Veternarian Finder lightbox. Includes zipcode search functionality. eotarged veternarian offices. Selected veternarian office will save as user's ernarian. Follows the current BowMeow's Vet Finder convention.
ect user to Dashboard. Dashboard will have personalized content because user he entire onboarding sequence. Save and Continue CTA is inactive until all mplete.
se this screen. Brings user to Dashboard. Dashboard will not be pre-populated

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DASHBOARD | WELCOME MESSAGE



Functional Notations		
#	Component	Description
1	Header	
	Welcome Message	This appears on authentica completes onboarding proc close message by tapping t
3	Tab Bar	

cated dashboard. Will display only once either after user ocess or opts to complete onboarding at a later time. User can g the X icon.

> All copy/content is FPO. Refer to layouts for content. Refer to Mobile Navigation page for navigation links.

zoetis

DASHBOARD



Funct	tional Notations	
#	Component	Description
1	Header	
	Default View	When user navigates to Dashboard on this site, the default view will dynamically reflect onboarding status of user.
2	Your Pet	Your Pets is dynamic. Area will be pre-populated with pets listed in onboarding. Pet image defaults to icon when no photos are present. Icon will be replaced with photo when a photo is uploaded in pet's profile. Tapping pet's icon/photo leads user to pet's profile. If user skipped pet profile creation in onboarding, area will only show Add a Pet as a actionable option. Button will direct user to Pet Profile Creation page. User can add a maximum of 10 pets. Figure 1 illustrates scrolling capability.
3	Upload Receipt CTA	Button shows on default of all scenarios. On tap, directs user to Receipt Upload flow.

ORDER YOUR REWARDS CARD

Order your reloadable Rewards Debit Card to

service at the vet.

ORDER CARD

SCENARIO 2

start using your rewards on any product or

LOAD TO YOUR REWARDS CARD

Load the funds in your rewards bank to your

Rewards Debit Card to use on any product or

service at the vet.

LOAD TO CARD

Can't find your card? <u>Contact Us</u>

SCENARIO 3

			\$
Dashboard	Products/Offers	History	Upload Receipt

Figure 1: Your Pet Swipe		
YOUR PETS	YOUR PETS	



All copy/content is FPO. Refer to layouts for content.

RECEIPT UPLOAD





RECEIPT UPLOAD | SELECT PET



Functional Notations#ComponentDescription1HeaderIncludes Receiption1HeaderIncludes Receiption2Transition AnimationReceipt upload2Progress TrackerProgress tracker3Select PetPets with profineplaced with creation in onlito the next photic than one pet of the next photi			
Image: Second state of the	Funct	tional Notations	
Corner. Transition Animation Receipt upload Progress Tracker Progress track Select Pet Pets with profineplaced with creation in onl to the next phot than one pet confirmed to the next phot than one pet confirmed to the order See Details Tapping hyperidelivery. Follow	#	Component	Description
 Progress Tracker Progress track Select Pet Pets with profreplaced with creation in on to the next ph than one pet of If more than 1 p pets in the order See Details Tapping hyperdelivery. Follo 	1	Header	
3 Select Pet Pets with profreplaced with creation in on to the next photo the ne		Transition Animation	Receipt upload
 replaced with creation in on to the next photon to the next photon to the next photon of the ne	2	Progress Tracker	Progress track
delivery. Follo	3	Select Pet	replaced with creation in on to the next ph than one pet c If more than 1 p
5 Next CTA Button is inac	4	See Details	
	5	Next CTA	Button is inac

eipt Upload title. Screen can be closed by tapping on the X in the top right
ad screen transitions from the bottom and slides up.
cker will display progress through Receipt Upload sequence.
ofile pages will be pre-populated here with name and icon. Icon will be h photo when a photo is uploaded in pet's profile. If user skipped pet profile nboarding, area will only show Add a Pet as an actionable option to proceed hase. Tapping Add a Pet will take user to Pet Profile Creation screen. More can be selected. Selected pets will highlight to differentiate them. pet is picked, flow will be the first pet's Product Details followed by subsequent der they were selected before proceeding to Purchase Details screen.
erlink will direct user to Details screen that will show alternative methods of lows current BowMeow setup.
active until a pet(s) is selected. Follows global error state.

RECEIPT UPLOAD | ADD A PET

\langle			X
	ADD A	PET	
Fill in your All fields requi Pet's Name	pet's general ir red 2	nformation.	
Pet's Na	me		
	bg	Ca	
Breed			
M	S ale	Fema	Dale
Birthday (or be			
Primary Veteri	narian Veterinarian	5	
	SAVE AND C	ONTINUE	6
	CANC	EL 7	



Functional Notations		
#	Component	
1	Header	
	View	
2	Required Fields	
3	Breed	
4	Birthday	
5	Primary Veternaria	
6	Save and Continue	
7	Cancel CTA	

	Description
	Includes options to close screen by tapping x and return to previous screen by tapping <.
	This screen displays if user taps Add a Pet from previous screen (Select a Pet).
	All Required fields are required. See global error state for error state details.
	Leverages typeahead functionality to populate a list of breeds from the database within a dropdown. Incorporates current BowMeow functionality. Figure 1 illustrates ths functionality.
	Unfilled placeholder text in field will stay in field until filled. Birthday (or best guess) 02/DD/YYYY
an	When tapped, will open Veternarian Finder lightbox. Includes zipcode search functionality. Leverages geotarged veternarian offices. Selected veternarian office will save as user's primary veternarian. Follows the current BowMeow's Vet Finder convention.
e CTA	Button will return user to previous screen (Select a Pet). Save and Continue CTA is inactive until all fields are complete.
	CTA will closes this screen. Inputted data will not be saved if user closes screen

All copy/content is FPO. Refer to layouts for content.

RECEIPT UPLOAD | PRODUCT SELECTION



Func	tional Notations	
#	Component	Description
1	Header	Includes Receipt Upload title. Screen can close by tapping x and retur by tapping <.
2	Progress Tracker	Progress tracker will display progress through Receipt Upload sequen second phase of sequence
3	Product Selection	More than one product can be picked. Displayed products will be limit Selected products will be highlighted to differentiate them.
4	Next CTA	CTA is inactive until one product is chosen. CTA takes user to next scre

turn to previous screen

ence. Product Details is

imited by pet type.

creen.

RIMADYL







Funct	tional Notations	
#	Component	Description
1	Header	Includes Rec by tapping <
2	Progress Tracker	Progress trac second phas
3	Message	Introductory medication.
4	Pack Size	The 1-29 cou click, the 1-2 bottom of th function. The tool. Box wil
5	Quantity	Will open qu selected, the
6	Next CTA	CTA is inactiv

eceipt Upload title. Screen can close by tapping x and return to previous screen racker will display progress through Receipt Upload sequence. Product Details is ase of sequence ory text includes selected product and pet's name that is prescribed the ount option will require the user to input a number between 1-29 count. On L-29 count box will open a phone's native quick pick tool anchored to the the browser screen. Number picker ranges from 1-29. Figure 1 illustrates this The quick picker tool will close after number selection or if user clicks outside of vill be highlighted after number is picked to differentiate it. quick pick tool with maximum quantity set at 12. If option 1-29 count is he quantity is set at 1 and the quick pick tool is disabled. tive until all fields are inputted. CTA takes user to next screen.

Simparica



Figure 1: Quick pick tool



Image: Second phase by tapping is by tapping is by tapping is second phase Image: Second phase Progress Tracker Image: Second phase Introductor medication Image: Second phase Will open quecies after restriction			
Image: Second phane in the second p	Funct	tional Notations	
Image: Second phase by tapping is by tapping is by tapping is second phase Image: Second phase Progress Tracker Image: Second phase Introductor medication Image: Second phase Will open quecies after restriction	#	Component	Description
3 Message Introductor medication 4 Quantity Will open quality	1	Header	Includes Reb by tapping <
Quantity Will open quantity Will open quantity	2	Progress Tracker	Progress tra second pha
close after r	3	Message	Introductor medication.
5 Next CTA CTA is inact	4	Quantity	Will open qu close after r
	5	Next CTA	CTA is inact

eceipt Upload title. Screen can close by tapping x and return to previous screen <.
acker will display progress through Receipt Upload sequence. Product Details is se of sequence
ry text includes selected product and pet's name that is prescribed the
uick picker tool with maximum quantity set at 12. The quick picker tool will number selection or if user clicks outside of tool.
ive until all fields are inputted. CTA takes user to next screen.



ProHeart 6









Functional Notations		
#	Component	Description
1	Header	Includes Re by tapping
2	Progress Tracker	Progress tr second pha
3	Message	Introducto medication
4	Quantity	Will open q close after
5	Next CTA	CTA is inac

Receipt Upload title. Screen can close by tapping x and return to previous screen g <. tracker will display progress through Receipt Upload sequence. Product Details is nase of sequence ory text includes selected product and pet's name that is prescribed the 11. quick picker tool with maximum quantity set at 2. The quick picker tool will r number selection or if user clicks outside of tool. ctive until all fields are inputted. CTA takes user to next screen.

Revolution - Dog





Functional Notations		
#	Component	Description
1	Header	Includes Re by tapping
2	Progress Tracker	Progress tr second pha
3	Message	Introducto medication
4	Quantity	Will open q close after
5	Next CTA	CTA is inact

ion
s Receipt Upload title. Screen can close by tapping x and return to previous screen ing <.
s tracker will display progress through Receipt Upload sequence. Product Details is phase of sequence
ctory text includes selected product and pet's name that is prescribed the tion.
en quick picker tool with maximum quantity set at 12. The quick picker tool will ter number selection or if user clicks outside of tool.
nactive until all fields are inputted. CTA takes user to next screen.

Revolution - Cat



Figure 1: Quick pick tool



Functional Notations			
#	Component	Description	
1	Header	Includes Re by tapping ·	
2	Progress Tracker	Progress tra second pha	
3	Message	Introductor medication.	
4	Quantity	Will open qu close after r	
5	Next CTA	CTA is inact	

n
Receipt Upload title. Screen can close by tapping x and return to previous screen lg <.
tracker will display progress through Receipt Upload sequence. Product Details is hase of sequence
cory text includes selected product and pet's name that is prescribed the on.
quick picker tool with maximum quantity set at 12. The quick picker tool will er number selection or if user clicks outside of tool.
active until all fields are inputted. CTA takes user to next screen.

RECEIPT UPLOAD | PURCHASE DETAILS

	<pre> RECEIPT UPLOAD X </pre>	
		2
	Purchase Details	
	Tell us more about your purchase.	
	Purchase Date	
	MM/DD/YYYY	3
ſ	With which Veterinarian	
	Heart of Harlem	4
	Went to a different veterinarian?	
	NEXT	5



Funct	Functional Notations			
#	Component	Description		
1	Header	Includes Receipt Upload title. Screen can close by tapping x and return to previous screen by tapping <.		
2	Progress Tracker	Progress tracker will display progress through Receipt Upload sequence. Purchase Details is third phase of sequence		
3	Purchase Date	Unfilled placeholder text in field will stay in field open a calendar overlay with dates in rows. Purchase Date	until filled. Tapping calendar icon willSun MONTUEVEDTUSAT12345689101112131223242621222324262629303112567891011	
4	Veterinarian Selection	Veterinarians featured in pet's profile are pre-populated here. User can add a veterinarian office by tapping on Went to a different veterinarian CTA. When tapped, will open Veternarian Finder lightbox. Includes zipcode search functionality. Leverages geotarged veternarian offices. Selected veternarian office will save to pet's profile. A pet's profile can have more than 1 veterinarian listed in addition to their Primary Veterinarian. A veterinarian selected from the Veterinarian Finder will populate in this area as selected. Figure 1 illustrates this functionality. A selected veterinarian will be highlighted to differentiate it.		
5	Next CTA	CTA is inactive until one product is chosen. CTA ta	akes user to next screen.	
6	Tab Bar			

RECEIPT UPLOAD | VETERINARIAN FINDER

Wireframes

Zoetis Loyalty Rewards

BACK TO AD	DAPET X
Find a Ve	et
Enter Zip Coo	de 2
SEARCH	
There are 5 popular veternaria	ns in New York, NY
Blue Pearl Manhattan 	1
New York, New York 10019 (212)767-0099	SELECT
Clinton Vet Center 9 357 W. 52nd Street	2
New York, New York 10019 (212)333-5548	SELECT
Pet Requiem LLC Q 143 Freedom Pl.	3
New York, New York 10069 (212)535-6369	SELECT
Veterinarian Office Street Address 1	4
City, State 00000 ###-#############################	SELECT
Veterinarian Office Q Street Address 1	5
	SELECT

Func	tional Notations	
#	Component	Description
1	Header	Includes Receip by tapping <.
	Zip Code	Leverages geota Finder function
5	Results	Each result will phone number.
6	Cancel	Closes screen a

Receipt Upload title. Screen can close by tapping x and return to previous screen geotarged veternarian offices. Follows the convention of BowMeow's current Vet ctionality. It will include the veterinarian office's name, address, location marker and mber. A veternarian office can be selected with CTA.

een and user is returned to Purchase Details screen.

RECEIPT UPLOAD | PHOTO SUBMISSION





🚺 WUNDERMAN

Functional Notations			
Component	Description		
Header	Includes Rece by tapping <.		
Progress Tracker	Progress tracl is last phase o		
Upload Receipt	Tapping icon photo or load		
Summary	Area displays than one pet display in seq		
	Summary		
	Veterinarian: He		
	Date: 9/15/17		
	Pet Name: Pegg		
	Product: Product		
	Product Details:		
	Pet Name:		
	Product: Product		
	Product Details:		
Submit CTA	Submit butto		
	Component Header Progress Tracker Upload Receipt Summary		

eceipt Upload title. Screen c <.	an close by tapping x a	and return to previous screer	٦	
racker will display progress t se of sequence	acker will display progress through Receipt Upload sequence. Proof of Purchase e of sequence			
on will open phones native photo selection prompt. Users can either take a ad a photo from their phone's photo library. Figure 1 illustrates this capability.				
ays a summary of all inputted et is selected, each addition sequential order in the summ Heart of Harlem 7 Peggy duct 1 ails: 25 mg, 60 ct, 8 bottles duct 2 ails: 6 doses	al pet's name, product			
tton is inactive until user up	loads Proof of Purchas	se.		

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RECEIPT UPLOAD | SUCCESS MESSAGE



Funct	Functional Notations		
#	Component	Description	
1	Header		
	View	This is a succ	
2	Close	Close will clo	
3	Footer		

ccess message for successful card ordering. States detail of card delivery lose modal.

ORDER CARD





ORDER CARD | ADD ADDRESS



Functional Notations		
#	Component	Description
1	Header	
	View	View for those that did not fill their address during profile completion flow. This is 1 of 2 steps to order reloadable debit card. Will be an overlay.
2	Required Fields	Required fields are denoted by asterisks. See global error state for error state details.
3	City and State fields	City leverages typehead functionality. State is a dropdown. Fields will display options consistant with BowMeow state field. If user enters their zipcode prior to city and state, city and state fields will fill with associated details.
4	Save and Continue CTA	Save and Continue will bring user to order confirmation screen. Information, whether new or modified, will be saved to their profile upon completion.
5	Cancel CTA	Cancel will close modal.
6	Footer	

<u>CONTACT/FAQ</u>
ABOUT PETCARE
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ORDER CARD | CONFIRM ADDRESS



Func	tional Notations	
#	Component	Description
1	Header	
	View	View for those that completed their profile during profile completion flow. Information will be pre-populated in fields. This is 1 of 2 steps to order reloadable debit card. Will be an overlay.
2	Required Fields	Required fields are denoted by asterisks. See global error state for error state details.
3	City and State Fields	City leverages typehead functionality. State is a dropdown. Fields will display options consistant with BowMeow state field. If user enters their zipcode prior to city and state, city and state fields will fill with associated details.
4	Save and Continue	Save and Continue will bring user to order confirmation screen. Information, whether new

		or modified, will be saved to their profile upon completion.
5	Cancel CTA	Cancel will close modal.
6	Footer	

CONTACT/FAQ
ABOUT PETCARE

6

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ORDER CARD | ORDER CONFIRMATION

Zoetis Loyalty Rewards

Wireframes

LOGO			ACCOL	JNT
	2 o	f 2		×
ORE	DER CON	FIRM	ATIO	Ν
	\$2	<u>5</u>		
	your reloada en you receiv			it card
***	en you receiv	/e it in t	ne maii.	
	en you receiv	/e it in t	ne man.	
	CONF		ne man.	
		FIRM	4	
	CONF	FIRM		
	CONF	FIRM		
	CONF	FIRM		
TERMS OF		FIRM		

Functional Notations		
#	Component	Description
1	Header	
	View	This is 2 of 2 steps for user to order reloadable card. Will be an overlay.
2	Value	Value will reflect dollar value of rewards bank when user taps order card CTA. Value cannot be under \$5.
3	Confirm CTA	Confirm will bring user to success message.
4	Cancel	Cancel will close modal.
5	Footer	

verlay.
der card CTA. Value

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zoetis

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ORDER CARD | SUCCESS MESSAGE

Wireframes

Zoetis Loyalty Rewards



Funct	nctional Notations		
#	Component	Description	
1	Header		
	View	This is a success message for successful card ordering. States det	
2	Close	Close will close modal.	
3	Footer		

etail of card delivery

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LOAD CARD





LOAD TO CARD | RELOAD CONFIRMATION



Funct	nctional Notations		
#	Component	Description	
1	Header		
	View	This is an overlay	
2	Value	Value will reflect dollar value of rewards when user taps order car in increments of \$5, with a \$10 minimum value required.	
3	Confirm CTA	Confirm will bring user to Success message.	
4	Close CTA	Close will close modal.	
5	Footer		

d CTA. Reloads must be

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LOAD TO CARD | SUCCESS MESSAGE



Functional Notations		
#	Component	Description
1	Header	
	View	This is a success message for successful load to card. States detai
2	Close CTA	Close will close modal.
5	Footer	

ail of card delivery.

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ACCOUNT



ACCOUNT



Functional Notations

#	Component	Description
1	Header	
	Default View	When user navigates to their Account on this site, the default view will dynamically reflect onboarding status of user.
2	Header	Area includes user's name and two CTAs. On tap, Sign Out CTA will open a modal before user signs out of their account:

irst Name *		
Gabriel		Are you sure you want to sign out?
Name *		YES NO
letcher		SIGN OUT MODAL Settings CTA will take user to the Settings page.
ail Address *		
abriel.Fletcher@email.com	3 Your Pet	Your Pets is dynamic. Area will be pre-populated with pets listed in onboarding. Pet image defaults to icon when no photos are present. Icon will be replaced with photo when a
et Address 1		photo is uploaded in pet's profile. Clicking pet's icon/photo leads user to pet's profile. If user skipped pet profile creation in onboarding, area will only show Add a Pet as a
Street Address 1		actionable option. Button will direct user to Pet Profile Creation page. User can add a maximum of 10 pets. Figure 1 illustrates scrolling capability.
eet Address 2	4 City and State fields	City leverages typehead functionality. State is a dropdown. Fields will display options
reet Address 2		consistant with BowMeow city and state fields. If user enters their zipcode prior to city and state, city and state fields will fill with associated details.
Y	5 Save and Continue CTA	On tap, a loading indicator will display over data input fields. Validation message will
ambridge		appear over the Save CTA to alert the user that their Information, whether new or modified, is saved to their profile. This function is illustrated in Figure 2.
e 4		
MA V	6 Cancel CTA	Any new or modified information will not be saved.
Code *	Cancer CTA	Any new of modified mormation with not be saved.
10014	7 Footer	
SAVE AND CONTINUE 5	8 Tab Bar	
SAVE AND CONTINUE		
CANCEL 6		



Figure 1: Your Pet Swipe



Figure	2: Save
--------	---------

SAVE	SAVED SAVE	
LOADING INDICATOR	VALIDATION MESSAGE	

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🚺 WUNDERMAN

PET PROFILE

Wireframes



Functional Notations

#	Component	Description	
1 Header			
	View	Shows all information inputted from Pet Profile Creation screen.	
2	Hero	Includes Pet's name. User can return to previous screen (Account) by tapping the back symbol (<).	
3	Photo	Tapping icon will open phones native photo selection prompt. Users can either take a photo or load a photo from their phone's photo library. Figure 1 illustrates this capability.	
4	Add a Veternarian	When clicked, will open Veternarian Finder lightbox. Includes zipcode search	

	Add a veternarian	functionality. Leverages geotarged veternarian offices. Selected veternarian office will save as user's secondary veternarian. Follows the current BowMeow's Vet Finder convention.
5	Save and Continue CTA	On tap, a loading indicator will display over data input fields. Validation message will appear over the Save CTA to alert the user that their Information, whether new or modified, is saved to their pet's profile. This function is illustrated in Figure 2.
6	Cancel CTA	Any new or modified information will not be saved.
7	Footer	
8	Tab Bar	

Figure 1: File Upload





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SETTINGS



Functional Notations

#	Component	Description	
1	Header		
2	Hero	Includes title of screen (Settings). User can return to previous screen (Account) by tapping the back symbol (<).	
3	Change Password	A user can change their password within their account. A user must enter their current password and a new one.	
4	Linked Accounts	Linked social accounts can be viewed in this area. If user can connect or disconnect an account. This capability follows current BowMeow convention.	



5	Save and Continue CTA	On tap, a loading indicator will display over data input fields. Validation message will appear over the Save CTA to alert the user that their Information, whether new or modified, is saved. This function is illustrated in Figure 1.
6	Cancel CTA	Any new or modified information will not be saved.
7	Footer	
8	Tab Bar	

		i	\$
Dashboard	Products/Offers	History	Upload Receipt



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WUNDERMAN

TRANSACTION & CONTACT



TRANSACTIONS | PURCHASE HISTORY

	0			
LOGO			ACCOUNT	1
-	TRANSA		۱S	
Purchase	e History	Rewa	rd History	2
Date: xx/xx/xx	Receipt Nu jl-42902		Awarded: +0 points :600 points	3
Date: xx/xx/xx	Receipt Nu jl-35833		Awarded: +0 points :420 points	
Date: xx/xx/xx	Receipt Nu jl-30784		Awarded: +300 points	
Date: xx/xx/xx	Receipt Nu jl-84757		Awarded: +300 points	
TERMS OF	USE		f y	4
ABOUT PE	<u>ICARE</u>			
Legal Copy				
				1
Dashboard	Products/Offers	History	Upload	5

Figure 1: View by Rewards History or Purchase History



Functional Notations		
#	Component	Description
1	Header	
	Default View	When user navigates to the Transactions section of the site, the default view will display Purchase History in reverse chronological order. See figure 1 for how the user can switch to view Rewards History.
2	Purchase/Reward View	This function will allow users to toggle between the Reward and Purchase view of their transactions. Purchase History reflects successfully uploaded proof of purchase via receipt upload. Reward History reflects load to card details.
3	Purchase Detail	The details of the purchase are listed within each row. The date, receipt number, additional criteria TBD, points awarded and total points value are displayed.
4	Footer	
5	Tab Bar	

Purchase History

Reward History

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TRANSACTIONS | REWARD HISTORY





Functional Notations			
#	Component	Description	
1	Header		
	Default View	When user navigates to the Transactions section of the site, the d Reward History in reverse chronological order. See figure 1 for ho view Purchase History.	
2	Purchase/Reward View	This function will allow users to toggle between the Reward and F transactions. Purchase History reflects successfully uploaded pro receipt upload. Reward History reflects load to card details.	
3	Reward Detail	The details of the reward are listed within each row. The date and displayed.	
4	Footer		
5	Tab Bar		

chase History Reward History	
chase History Reward History	
	chase History Reward History

e default view will display now the user can switch to

d Purchase view of their proof of purchase via

nd dollar value are

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CONTACT/FAQ

	0		
LOGO		ACCOUNT 1	
	Contact		
	CALL		
	###-###-##	2	
SE	END A QUES	TION	
Select To	-	3	
Topic			
	Email Us 🔀		
For a faste	er answer, check ou	ut our FAQs 4	
Lorem I	psum	+	
Lorem I	psum	+	
Lorem I		+	
Lorem I		+	
Lorem I	psum	+	
Lorem I	psum	+	
TERMS OF	<u>USE</u>	f y	
CONTACT,	<u>/FAQ</u>		
ABOUT PET	CARE	5	
_egal Copy			
Dashboard	Products/Offers		

Figure 1: Expand FAQ box

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Functional Notations				
#	Component	Description		
1	Header			
2	Contact by Phone	When user taps phone number, on devices with phone capabilities, this will enable click to call, making it easy for users to connect to customer service.		
3	Send a Question	The dropdown will enable users to select a relevant topic area for their question. Selections include: Debit Card, Website Functionality, Account Issue and Product Questions. Once topic area is selected, user can tap email CTA to trigger mailto link that activates the default mail client on the device for sending an email. Email subject line will default to topic area indicated.		
4	FAQ	On this page, user may tap FAQ item to expand contents. See figure one for how the user can expand and collapse FAQ item.		
5	Footer			
6	Tab Bar			

Lorem Ipsum

Lorem ipsum dolor sit amet, vivamus adipiscing cras eros massa blandit, orci pretium nec elit Ultricies.

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