

ZOETIS

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.

!

Required Field

!

Invalid Entry

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

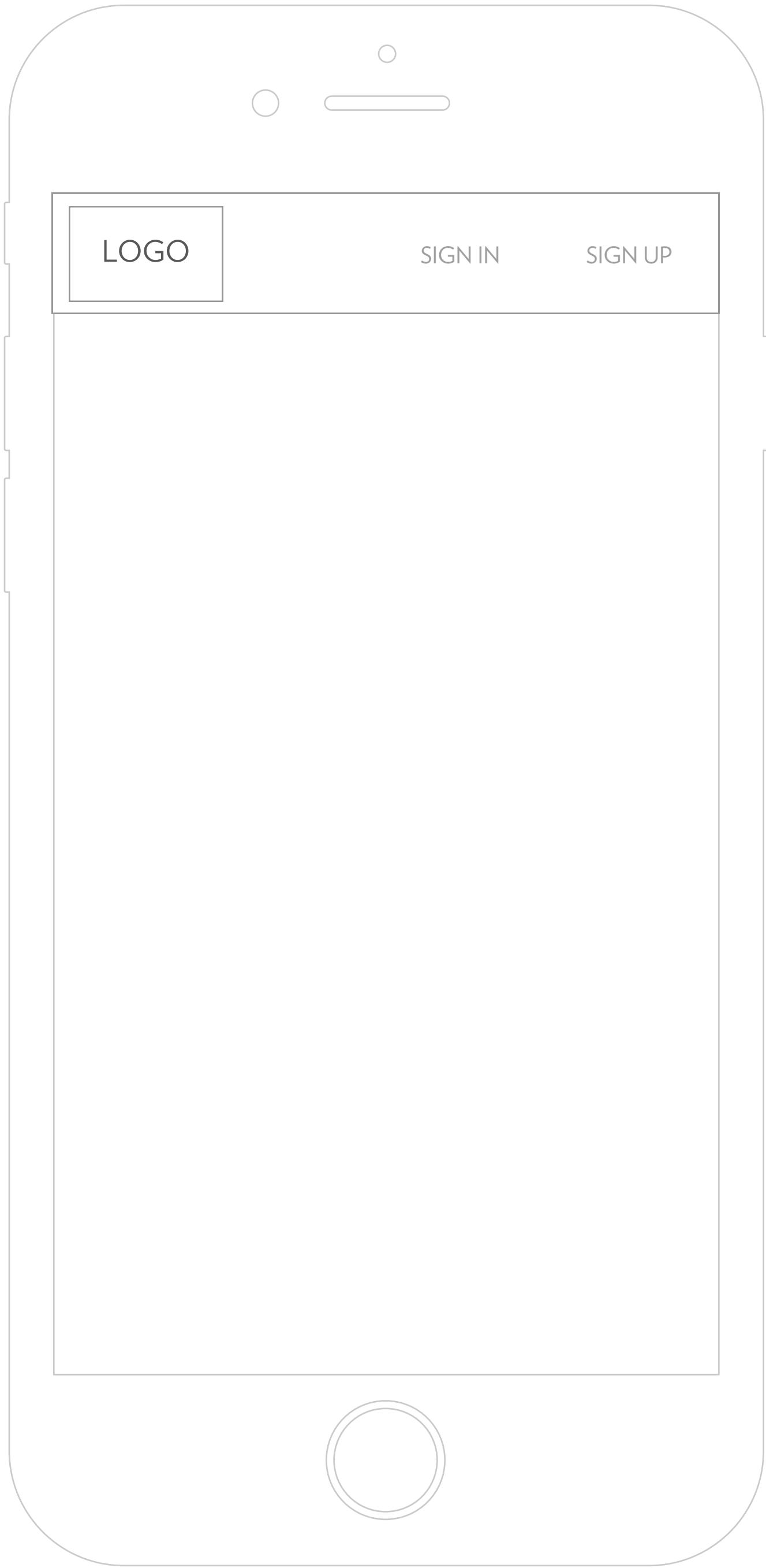
i



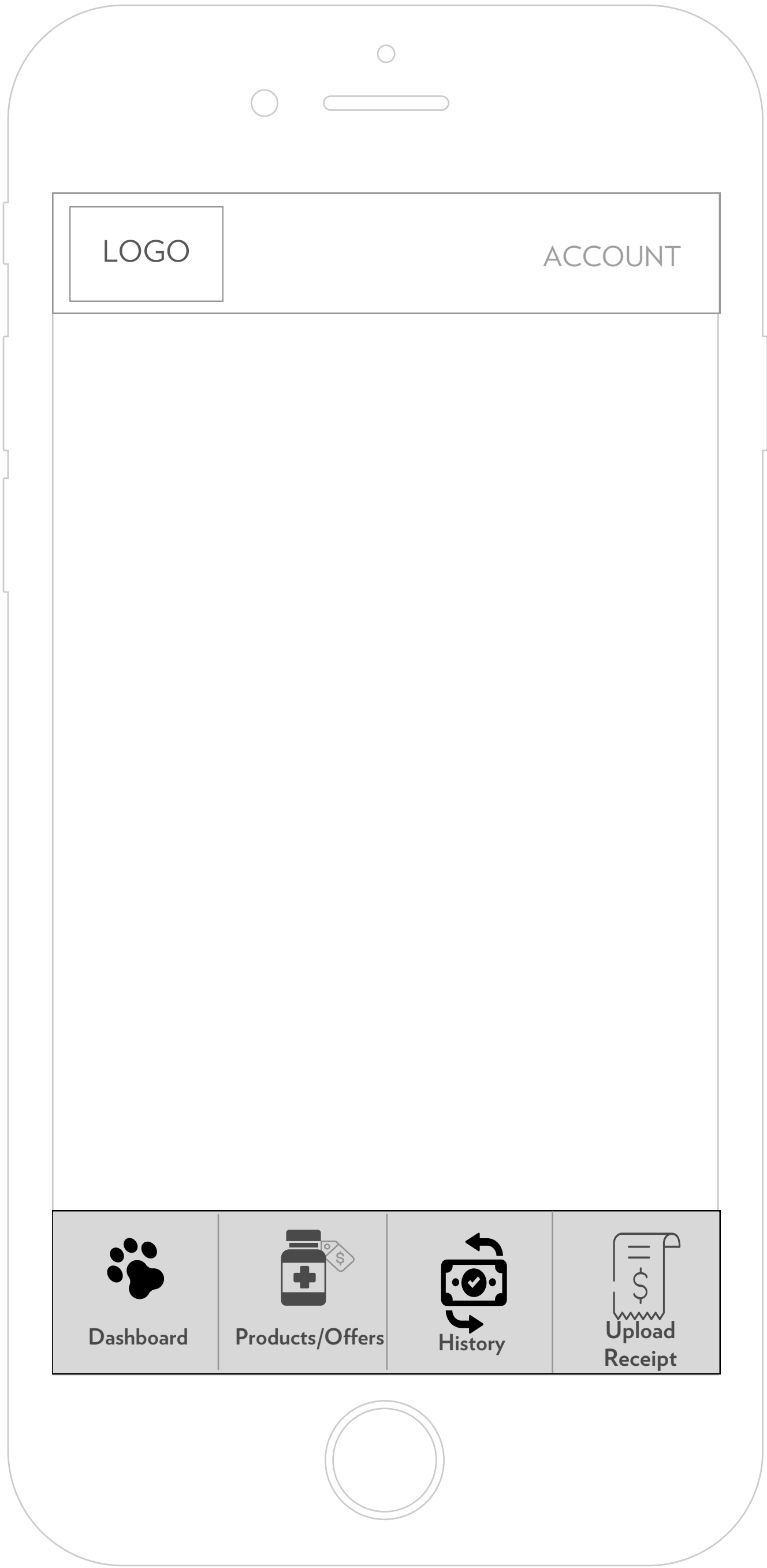
NAVIGATION

MOBILE NAVIGATION

A. UNAUTHENTICATED



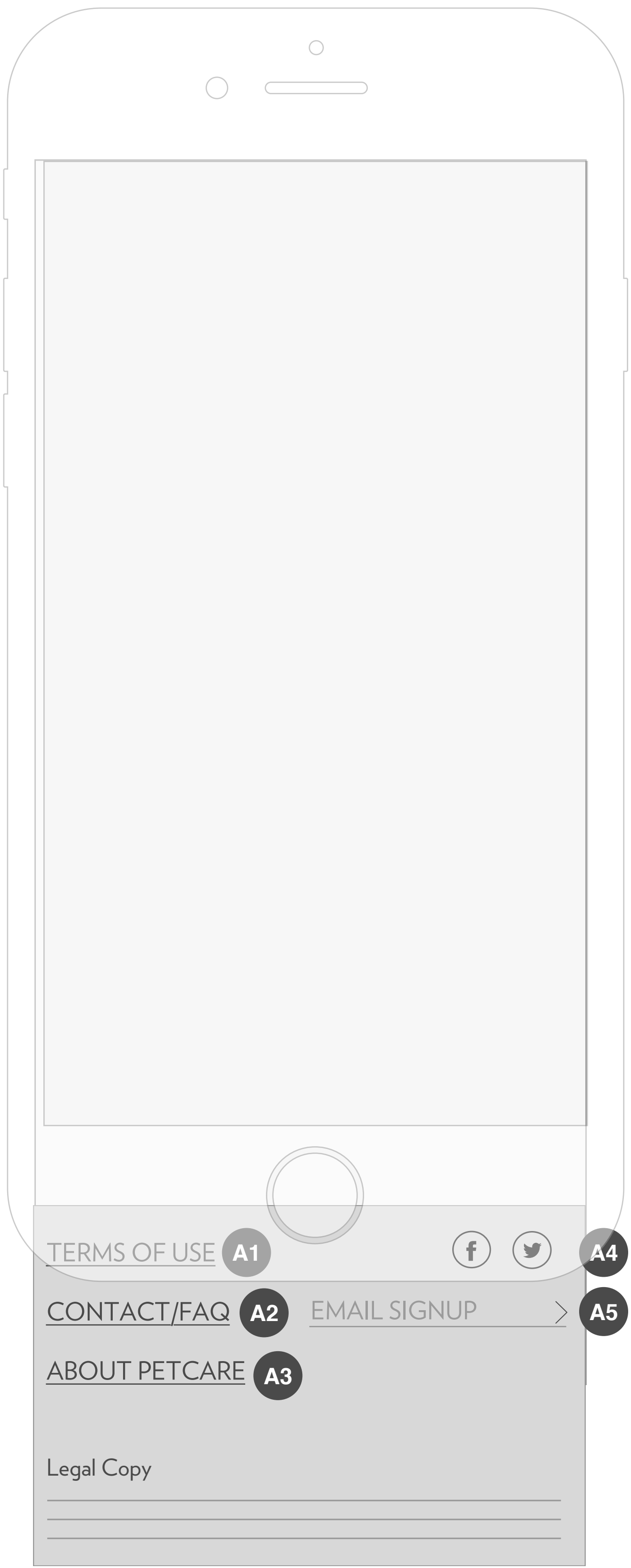
B. AUTHENTICATED



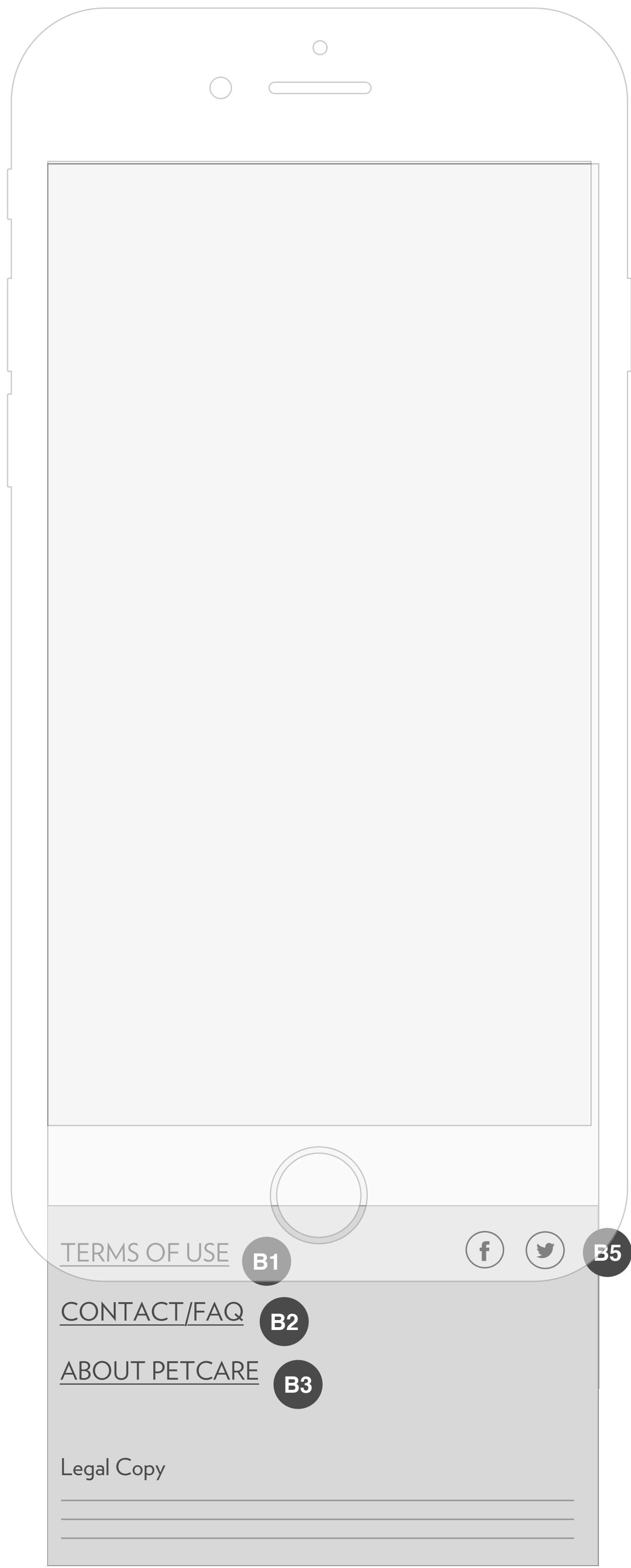
Functional Notations		
#	Component	Description
A	Default View	Displayed to unauthenticated users, not logged in or not registered. Header is anchored to the top of browser as user scrolls.
A1	Logo	Links to Homepage.
A2	Sign In	Links to Sign In modal.
A3	Sign Up	Links to Sign Up modal.
B	Default View	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.
B2	Account	Links to Account page.
B3	Dashboard	Links to Dashboard.
B4	Products/Offers	Links to Participating Products & Offers page.
B5	Dashboard	Links to Transactions page.
B6	Upload Receipt	Links to Receipt Upload flow.

MOBILE FOOTER

A. UNAUTHENTICATED



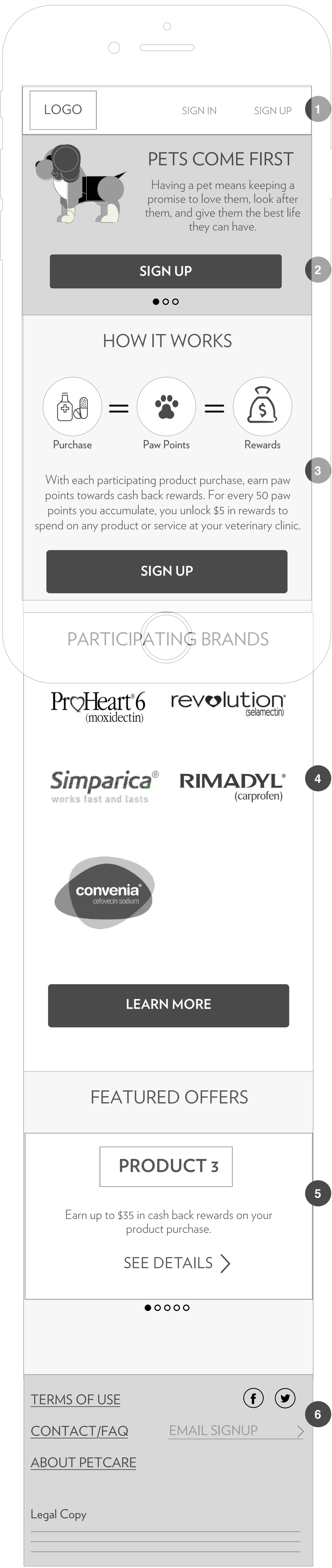
B. AUTHENTICATED



Functional Notations		
#	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.
B6	Products/Offer	Links to Receipt Upload flow.

PRODUCT EXPLORATION

HOMEPAGE

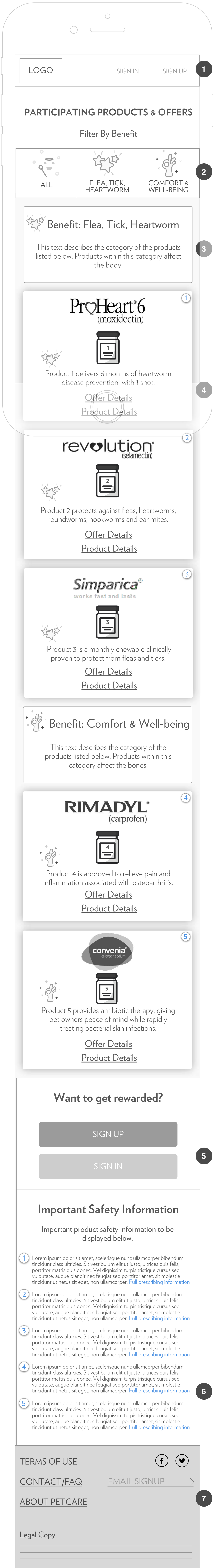


Functional Notations		
#	Component	Description
1	Header	
	Default View	Homepage is viewable to unauthenticated users. All details within this page provide an in-depth explanation of the benefits of the rewards program.
2	Hero Carousel	The carousel allows for three pieces of content to occupy single space. 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 will 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.

Refer to Mobile Navigation page for navigation links.

PARTICIPATING PRODUCTS AND OFFERS PAGE

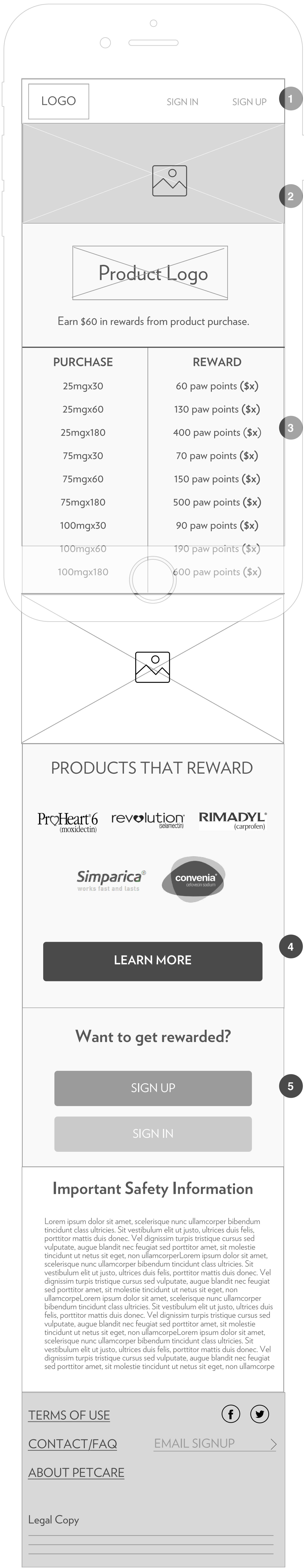


Functional Notations		
#	Component	Description
1	Header	
	Default View	When user navigates to the Participating Products and Offers section of the site, the default view will display all products within two benefit areas: Flea, Tick and Heartworm and Comfort & Well-being. All product tiles are displayed.
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	

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

Refer to Mobile Navigation page for navigation links.

OFFERS DETAIL PAGE



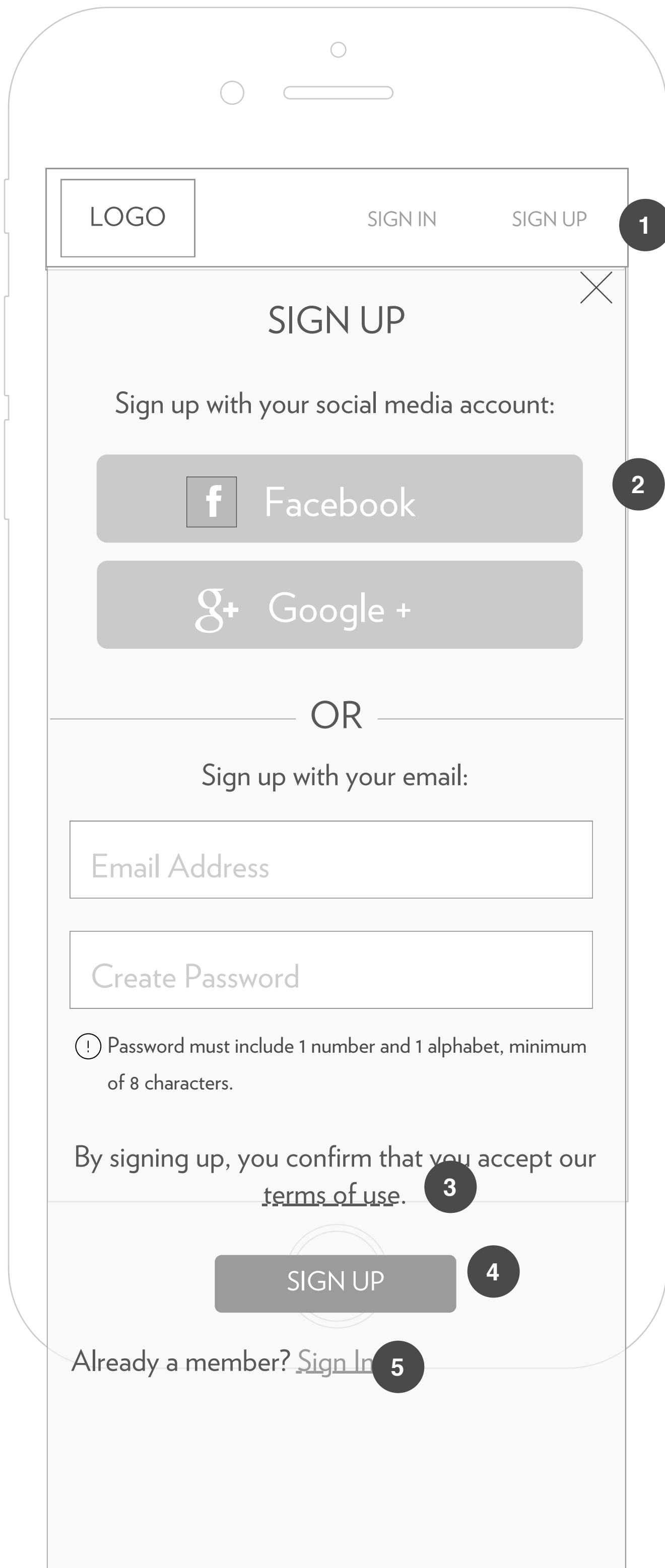
Functional Notations		
#	Component	Description
1	Header	
	Offers Detail Page Template	This is a flexible template that can be used across different offers.
2	Hero Image	Hero contains product visual.
3	Offer Detail	The details of the offer are listed within this one page. Details will be unique to each 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	

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

Refer to Mobile Navigation page for navigation links.

REGISTRATION

SIGN UP

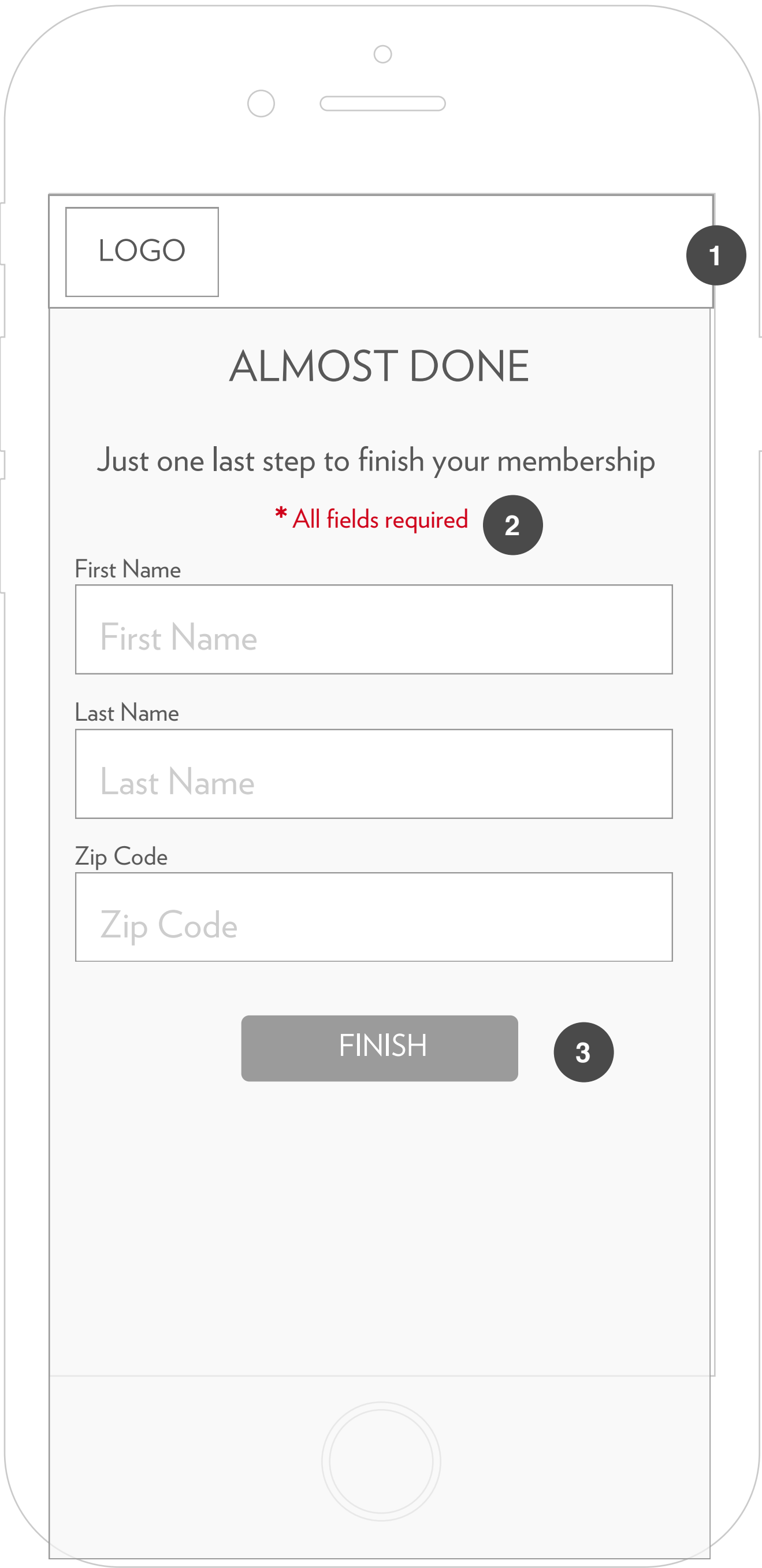


Functional Notations		
#	Component	Description
1	Navigation	Unauthenticated navigation.
	View	This modal displays if user taps Sign Up. Modal presents both Sign In and Sign Up as two tab options at the top of the modal. The selected tab is distinguished. Modal can be closed by tapping X in the top right corner.
2	Social Sign Up	Users can link their external Facebook and Google + accounts to login. Tapping on these CTAs will open a connect permission screen.
3	Terms of Use	Opens terms of use and privacy policy pages via link.
4	Sign Up CTA	Button is inactive until user completes all fields. On tap, directs user to registration screen.
5	Sign In CTA	Redirects to Sign Up modal.

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

Refer to Mobile Navigation page for navigation links.

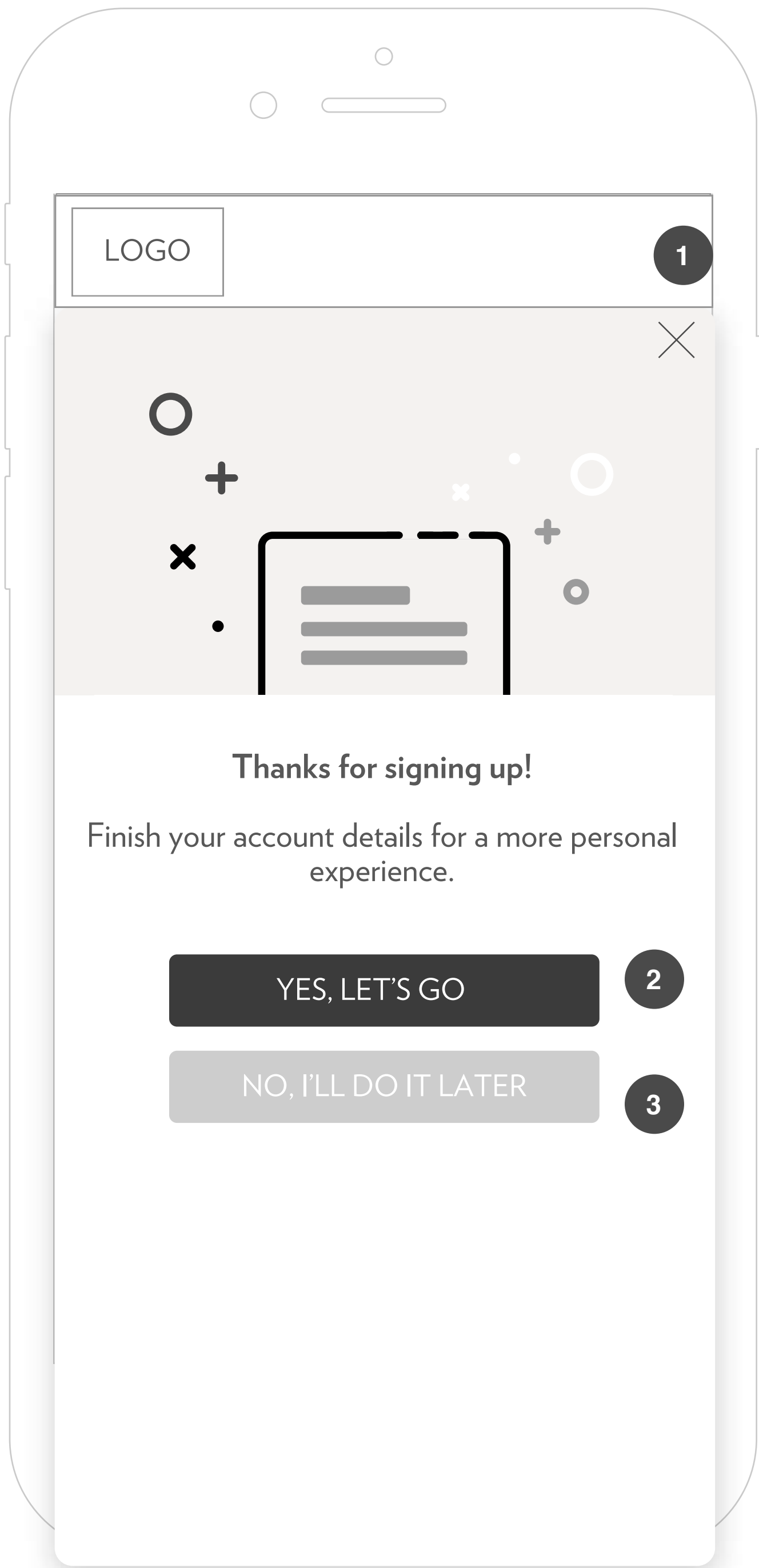
REGISTRATION CONTINUED



Functional Notations		
#	Component	Description
1	Header	
2	Required Fields	Required fields are denoted by asterisks. See global error state for error state details.
3	Finish CTA	CTA is inactive until user completes all fields. On tap, directs user to profile creation flow.

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

PROFILE CREATION | INTERSTITIAL SCREEN



Functional Notations		
#	Component	Description
1	Header	
	View	This screen displays when user completes registration. User has the option to continue or bypass profile creation screens.
2	Let's Go CTA	CTA will bring user to Pet Owner profile creation screen.
3	Do It Later CTA	CTA will skip Pet Owner and Pet profile creation screens. User will be taken to Dashboard. Dashboard will not be populated with personalized content.

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

Refer to Mobile Navigation page for navigation links.

PROFILE CREATION | PET OWNER

LOGO

1

CREATE YOUR ACCOUNT

Thanks for signing up!

Tell us more about yourself to create a better experience

* Required field 2

First Name *

Gabriel

Last Name *

Fletcher

Email Address *

Gabriel.Fletcher@email.com

Street Address 1

Street Address 1

Street Address 2

Street Address 2

City

Cambridge

State

MA

3

Zip Code *

10014

SAVE AND CONTINUE 4

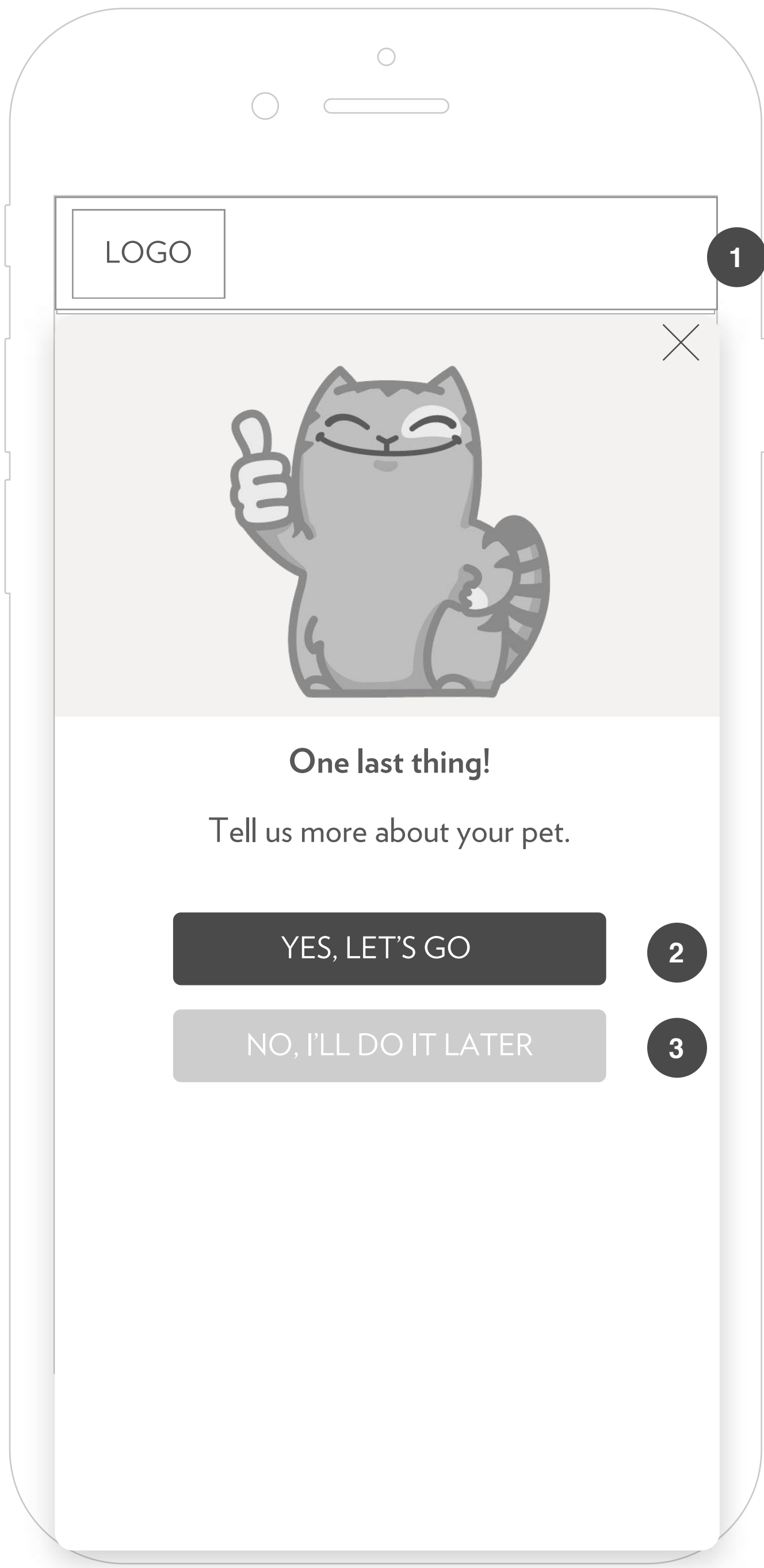
FINISH LATER 5

Functional Notations		
#	Component	Description
1	Header	
	View	List of pre-populated files include: First name, Last name, Email Address, City, State and Zip Code.
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 consistent 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.
4	Save and Continue CTA	Save and Continue will bring user to Interstitial screen. Information, whether new or modified, will be saved to their profile upon completion.
5	Finish Later CTA	CTA skips Pet Profile Creation screen. Directs user to Dashboard. Dashboard will not be pre-populated with pets. Required fields need to be filled before closing screen. See global error state details.

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

Refer to Mobile Navigation page for navigation links.

PROFILE CREATION | INTERSTITIAL SCREEN



Functional Notations		
#	Component	Description
1	Header	
	View	This screen displays when user completes pet owner's profile. User has the option to continue or bypass pet profile creation screen.
2	Let's Go CTA	CTA will bring user to Pet profile creation screen.
3	Do It Later CTA	CTA will skip Pet profile creation screen. User will be taken to Dashboard. Dashboard will not be pre-populated with pets.

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

Refer to Mobile Navigation page for navigation links.

PROFILE CREATION | PET

LOGO

1

ADD A PET

Fill in your pet's general information.

* All fields required

2

3

Pet's Name

Pet's Name

Dog

Cat

Breed

Breed

4

Male

Female

Birth day (or best guess)

MM/DD/YYYY

5

Primary Veterinarian

+

6

SAVE AND CONTINUE

7

FINISH LATER

8

Figure 1: File Upload

ADD PHOTO

UPLOAD

TAKE A PHOTO

Figure 1: Pet Breed

Breed

→

B

Batman

Beatlejuice

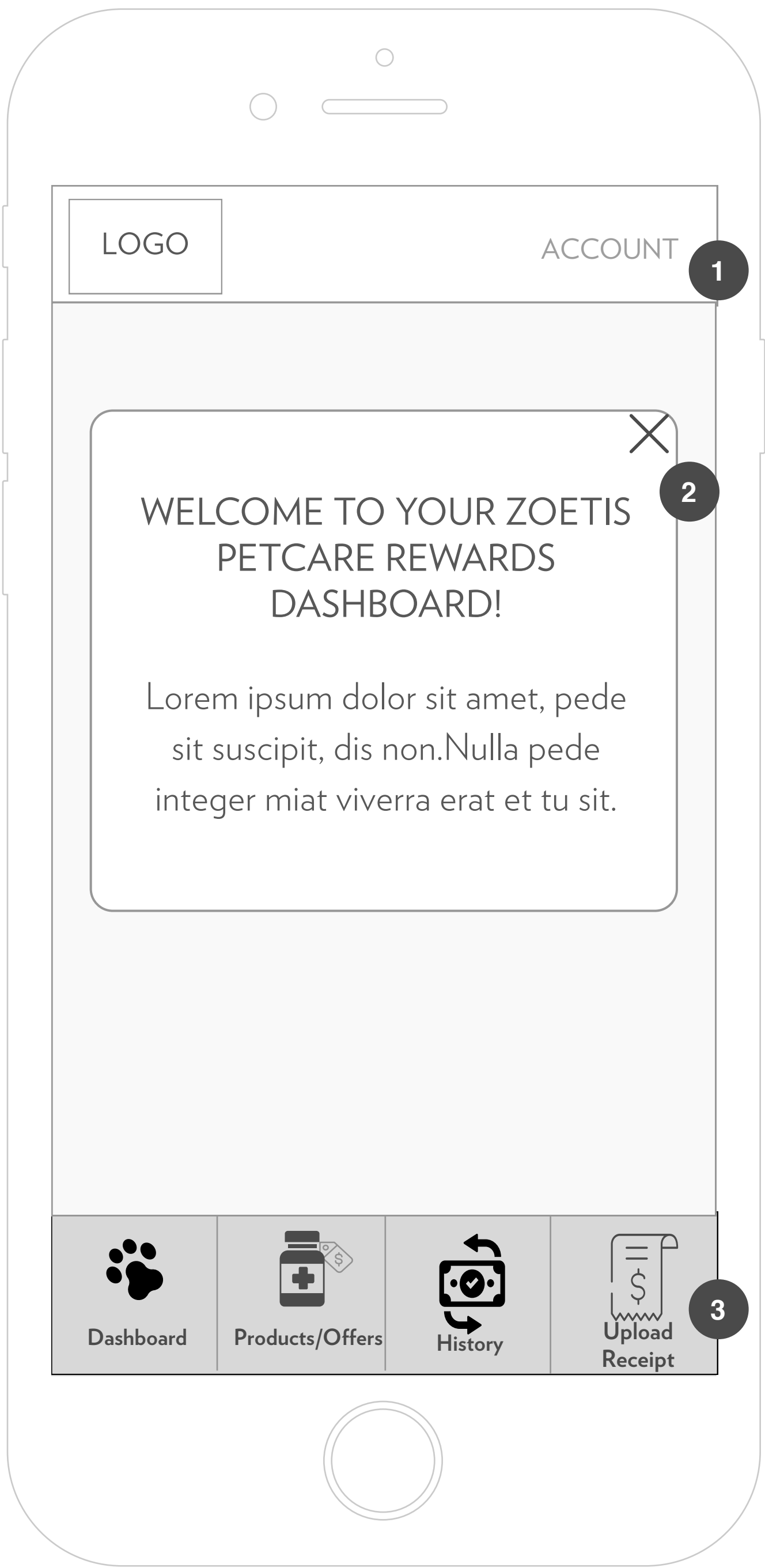
Lorem Ipsum

Functional Notations		
#	Component	Description
1	Header	
View		This page displays if user clicks Yes Let's Go on Interstitial Screen.
2	Required Fields	All fields are required. See global error state for error state details.
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	Breed	Leverages typeahead functionality to populate a list of breeds from the database within a dropdown. Incorporates current BowMeow functionality. Figure 2 illustrates ths functionality.
5	Birth day	Unfilled placeholder text in field will stay in field until filled. Birth day (or best guess) 02/DD/YYYY
6	Primary Veterinarian	When taped, will open Veterinarian Finder lightbox. Includes zipcode search functionality. Leverages geotarged veterinarian offices. Selected veterinarian office will save as user's primary veterinarian. Follows the current BowMeow's Vet Finder convention.
7	Save and Continue CTA	CTA will direct user to Dashboard. Dashboard will have personalized content because user completed the entire onboarding sequence. Save and Continue CTA is inactive until all fields are complete.
8	Cancel CTA	CTA will close this screen. Brings user to Dashboard. Dashboard will not be pre-populated with a pet.

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

Refer to Mobile Navigation page for navigation links.

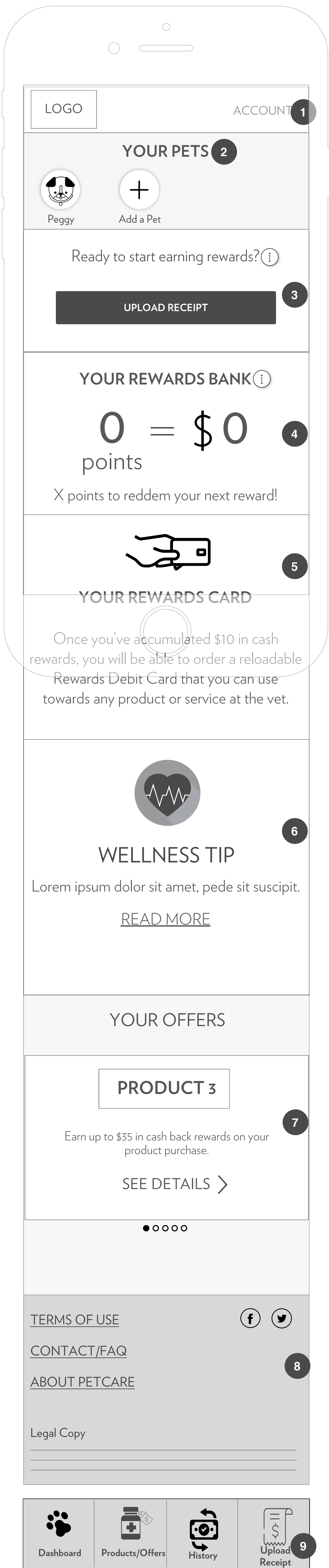
DASHBOARD | WELCOME MESSAGE



Functional Notations		
#	Component	Description
1	Header	
2	Welcome Message	This appears on authenticated dashboard. Will display only once either after user completes onboarding process or opts to complete onboarding at a later time. User can close message by tapping the X icon.
3	Tab Bar	

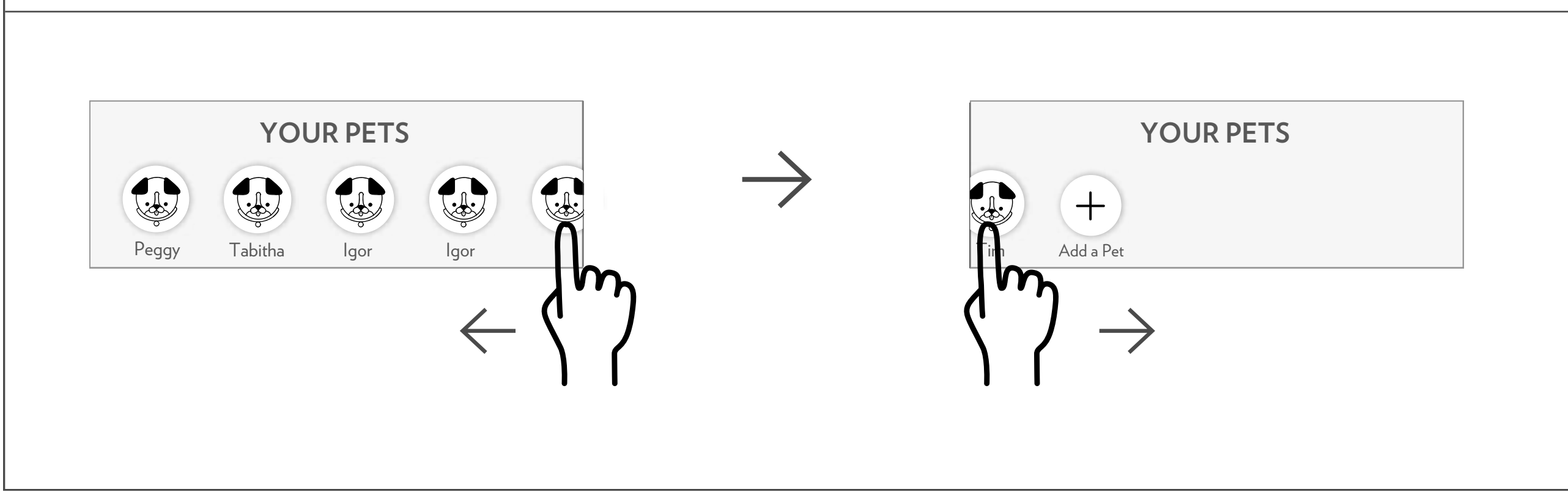
All copy/content is FPO. Refer to layouts for content.
Refer to Mobile Navigation page for navigation links.

DASHBOARD



Functional 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.
4	Rewards Bank	Dynamically reflects both accumulated points and cash equivalency based on user receipt upload history. Paw point value will vary depending on proof of purchase input into system via receipt upload. 50 paw points is equivalent to \$5.
5	Reward Card	<p>Depended on the scenario this component will dynamically reflect the following states:</p> <p>SCENARIO 1 Descriptive text that familiarizes user to the rewards card.</p> <p>SCENARIO 2 Incorporates new functionality when user reaches specified threshold through receipt uploads. CTA will take user to Order Card flow.</p> <p>SCENARIO 3 Funds can continue to be loaded to card whenever user attains the minimum point balance to transfer funds. CTA will direct user to Load to Card flow. Below Load to Card CTA is instructional text. The Contact Us CTA will direct users to the Contact page.</p> <div><div><p>YOUR REWARDS CARD</p><p>Once you've accumulated \$10 in cash rewards, you will be able to order a reloadable Rewards Debit Card that you can use towards any product or service at the vet.</p><p>ORDER CARD</p></div><div><p>ORDER YOUR REWARDS CARD</p><p>Order your reloadable Rewards Debit Card to start using your rewards on any product or service at the vet.</p><p>ORDER CARD</p></div><div><p>LOAD TO YOUR REWARDS CARD</p><p>Load the funds in your rewards bank to your Rewards Debit Card to use on any product or service at the vet.</p><p>LOAD TO CARD</p><p>Can't find your card? Contact Us</p></div></div> <p>SCENARIO 1 SCENARIO 2 SCENARIO 3</p>
6	Wellness Tip	Wellness tip is dynamic. Content should revolve around a publication schedule. In the future, content should be based on pet and activity
7	Your 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 Offer's Detail Page. The carousel indicators will display the current page and allow the user to quickly navigate to the next and previous offers.
8	Footer	
9	Tab Bar	

Figure 1: Your Pet Swipe

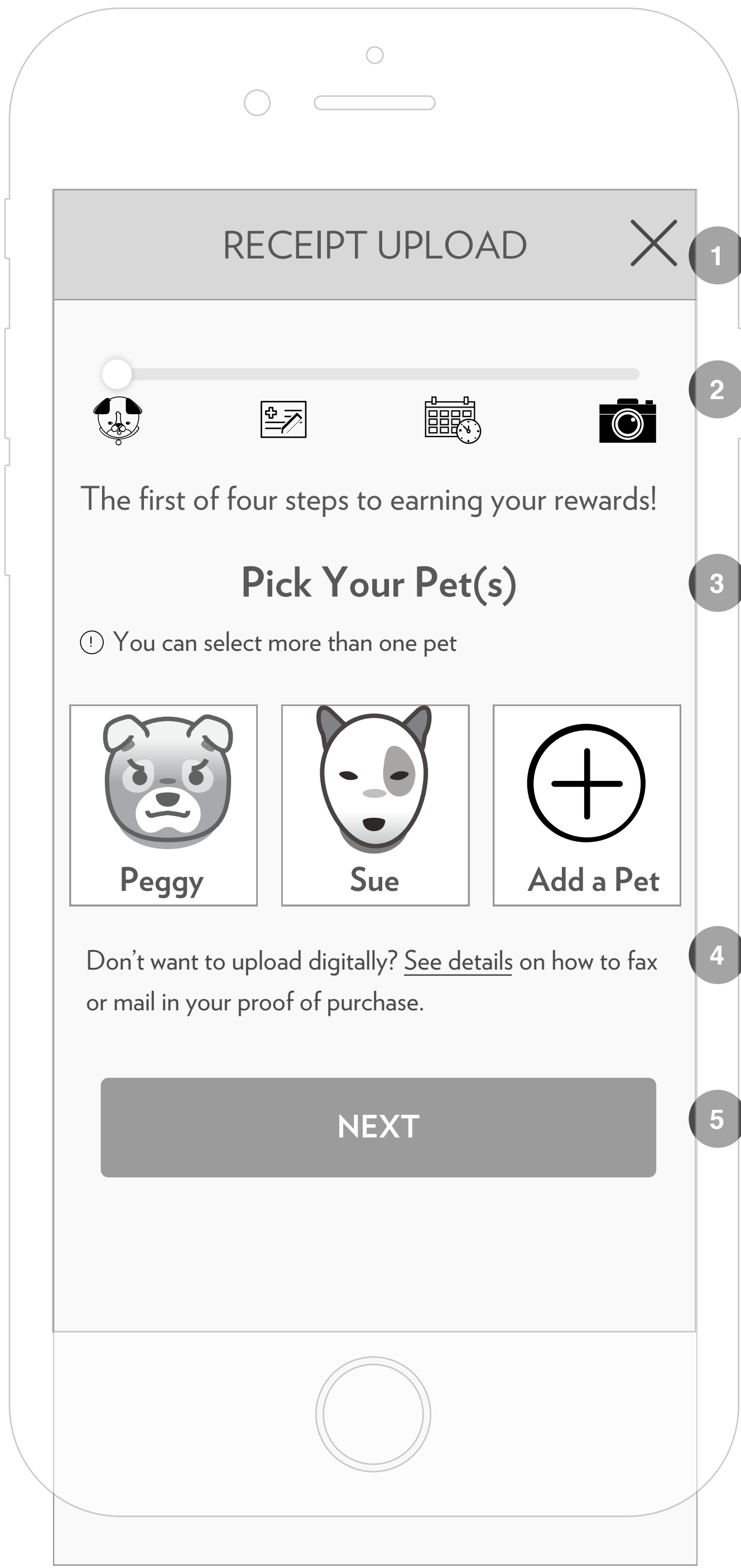


All copy/content is FPO. Refer to layouts for content.

Refer to Mobile Navigation page for navigation links.

RECEIPT UPLOAD

RECEIPT UPLOAD | SELECT PET



Functional Notations		
#	Component	Description
1	Header	Includes Receipt Upload title. Screen can be closed by tapping on the X in the top right corner.
	Transition Animation	Receipt upload screen transitions from the bottom and slides up.
2	Progress Tracker	Progress tracker will display progress through Receipt Upload sequence.
3	Select Pet	<p>Pets with profile pages will be pre-populated here with name and icon. Icon will be replaced with photo when a photo is uploaded in pet's profile. If user skipped pet profile creation in onboarding, area will only show Add a Pet as an actionable option to proceed to the next phase. Tapping Add a Pet will take user to Pet Profile Creation screen. More than one pet can be selected. Selected pets will highlight to differentiate them.</p> <p>If more than 1 pet is picked, flow will be the first pet's Product Details followed by subsequent pets in the order they were selected before proceeding to Purchase Details screen.</p>
4	See Details	Tapping hyperlink will direct user to Details screen that will show alternative methods of delivery. Follows current BowMeow setup.
5	Next CTA	Button is inactive until a pet(s) is selected. Follows global error state.

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

Refer to Mobile Navigation page for navigation links.

RECEIPT UPLOAD | ADD A PET

<X1

ADD A PET

Fill in your pet's general information.
All fields required2

Pet's Name

Pet's Name

Dog

Cat

Breed

Breed3

Male

Female

Birthday (or best guess)

MM/DD/YYYY4

Primary Veterinarian

+ Add a Veterinarian5

SAVE AND CONTINUE6

CANCEL7

Figure 1: Pet Breed

Breed

→

Bl

Batman

Beatlejuice

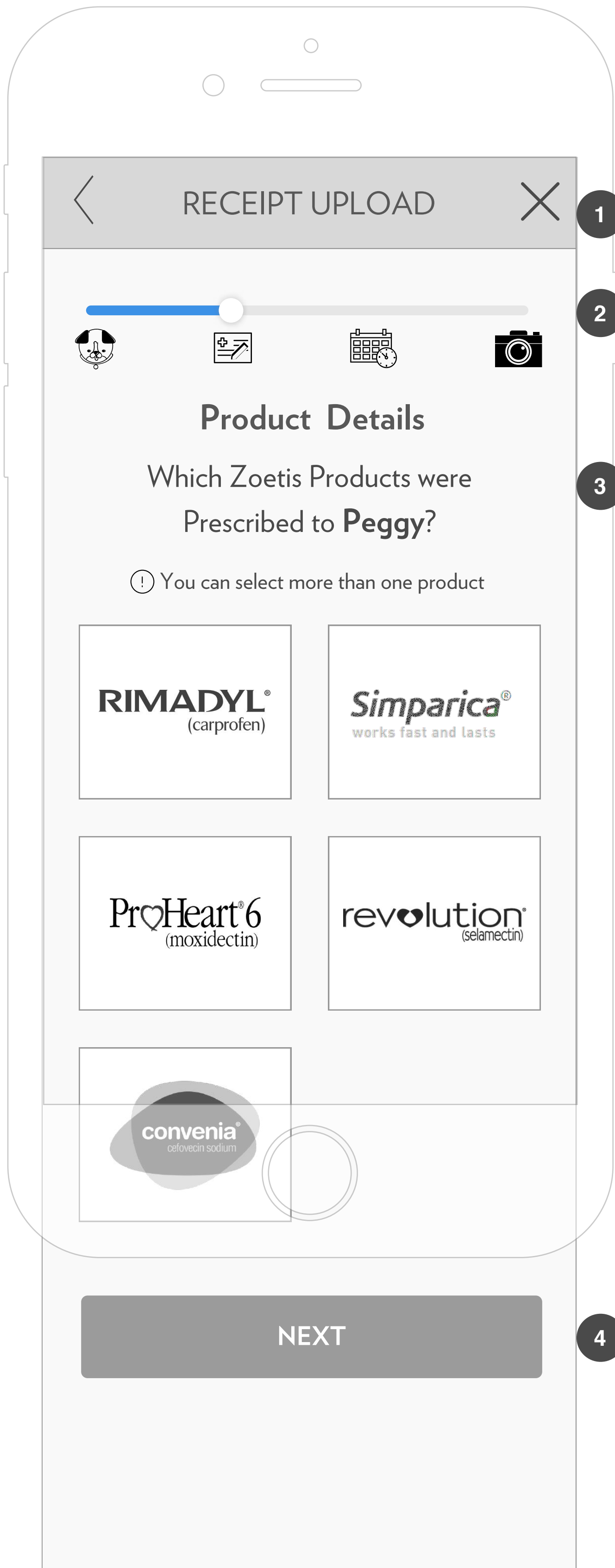
Lorem Ipsum

Functional Notations		
#	Component	Description
1	Header	Includes options to close screen by tapping x and return to previous screen by tapping <.
View		This screen displays if user taps Add a Pet from previous screen (Select a Pet).
2	Required Fields	All Required fields are required. See global error state for error state details.
3	Breed	Leverages typeahead functionality to populate a list of breeds from the database within a dropdown. Incorporates current BowMeow functionality. Figure 1 illustrates this functionality.
4	Birthday	Unfilled placeholder text in field will stay in field until filled. <div>Birthday (or best guess) 02/DD/YYYY</div>
5	Primary Veterinarian	When tapped, will open Veterinarian Finder lightbox. Includes zipcode search functionality. Leverages geotarged veterinarian offices. Selected veterinarian office will save as user's primary veterinarian. Follows the current BowMeow's Vet Finder convention.
6	Save and Continue CTA	Button will return user to previous screen (Select a Pet). Save and Continue CTA is inactive until all fields are complete.
7	Cancel CTA	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.

Refer to Mobile Navigation page for navigation links.

RECEIPT UPLOAD | PRODUCT SELECTION



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. Product Details is second phase of sequence
3	Product Selection	More than one product can be picked. Displayed products will be limited by pet type. Selected products will be highlighted to differentiate them.
4	Next CTA	CTA is inactive until one product is chosen. CTA takes user to next screen.

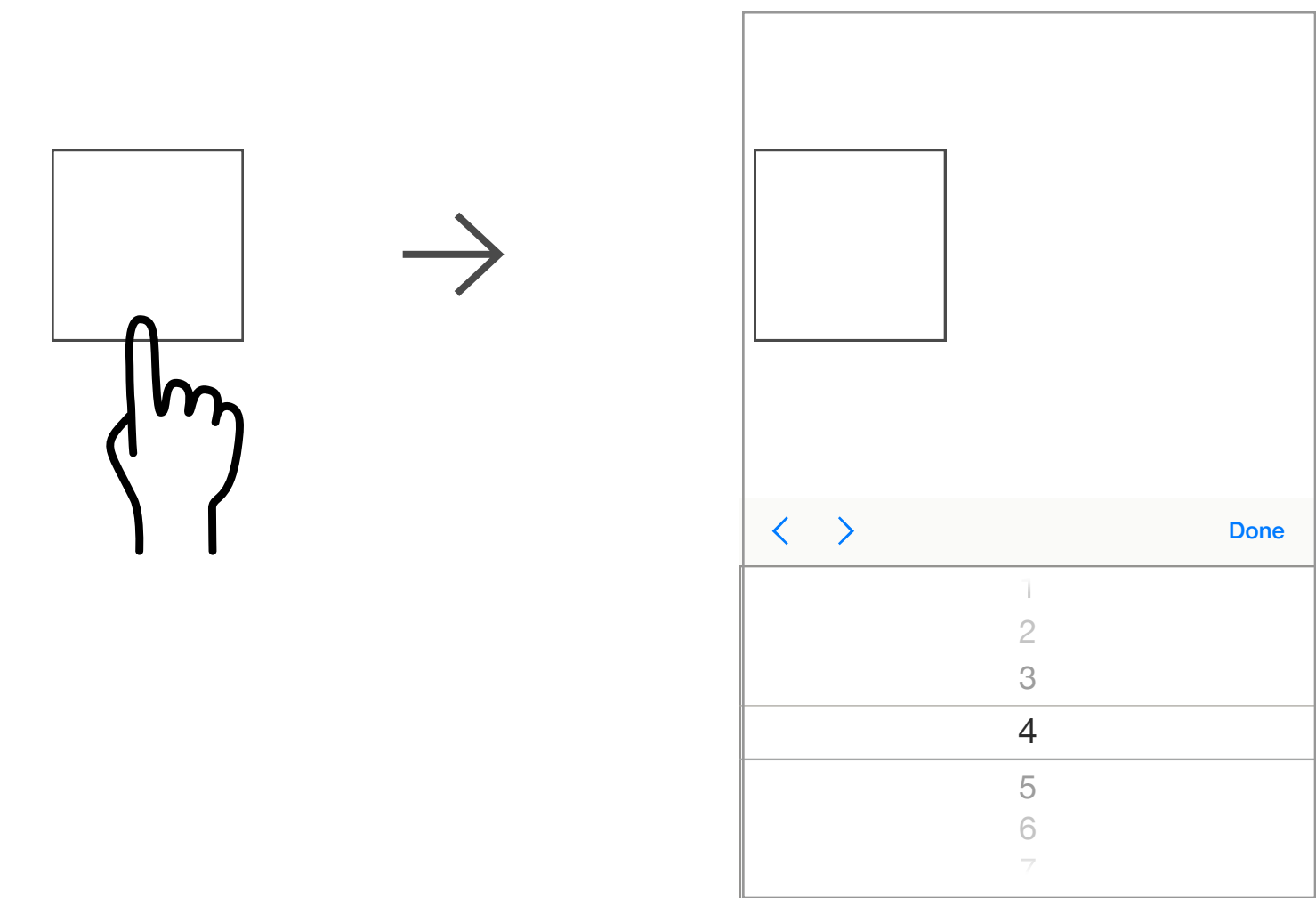
All copy/content is FPO. Refer to layouts for content.
Refer to Mobile Navigation page for navigation links.

RECEIPT UPLOAD | PRODUCT DETAILS



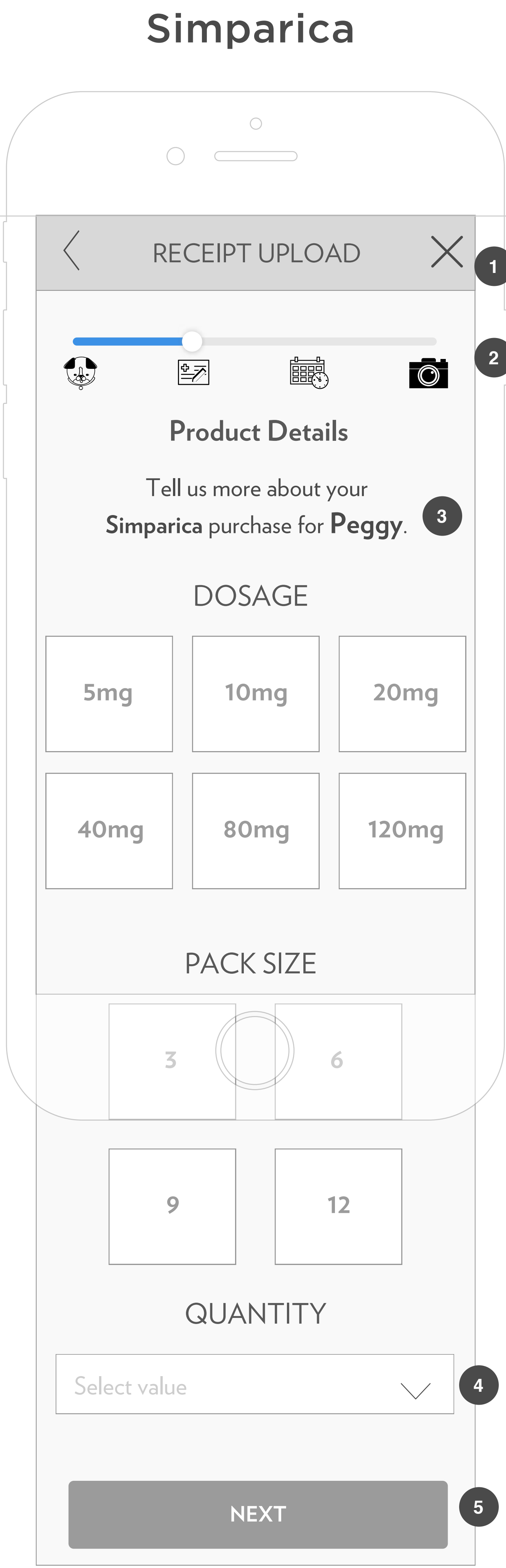
Functional Notations		
#	Component	Description
1	Header	Includes Receipt Upload title. Screen can close by tapping x and return to previous screen by tapping <.
2	Progress Tracker	Progress tracker will display progress through Receipt Upload sequence. Product Details is second phase of sequence
3	Message	Introductory text includes selected product and pet's name that is prescribed the medication.
4	Pack Size	The 1-29 count option will require the user to input a number between 1-29 count. On click, the 1-29 count box will open a phone's native quick pick tool anchored to the bottom of the browser screen. Number picker ranges from 1-29. Figure 1 illustrates this function. The quick picker tool will close after number selection or if user clicks outside of tool. Box will be highlighted after number is picked to differentiate it.
5	Quantity	Will open quick pick tool with maximum quantity set at 12. If option 1-29 count is selected, the quantity is set at 1 and the quick pick tool is disabled.
6	Next CTA	CTA is inactive until all fields are inputted. CTA takes user to next screen.

Figure 1: Quick pick tool



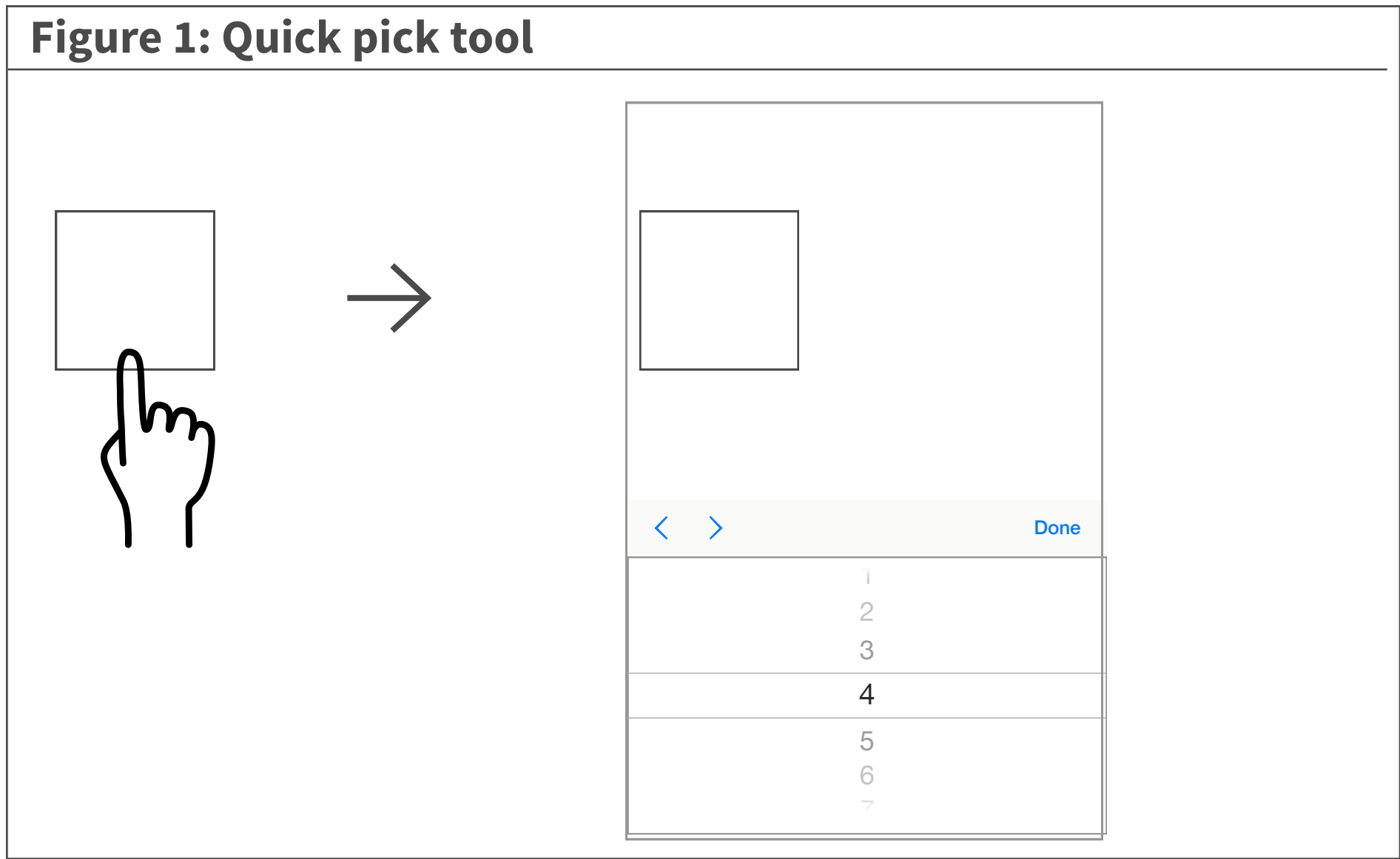
All copy/content is FPO. Refer to layouts for content.
Refer to Mobile Navigation page for navigation links.

RECEIPT UPLOAD | PRODUCT DETAILS



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. Product Details is second phase of sequence
3	Message	Introductory text includes selected product and pet's name that is prescribed the medication.
4	Quantity	Will open quick picker tool with maximum quantity set at 12. The quick picker tool will close after number selection or if user clicks outside of tool.
5	Next CTA	CTA is inactive until all fields are inputted. CTA takes user to next screen.

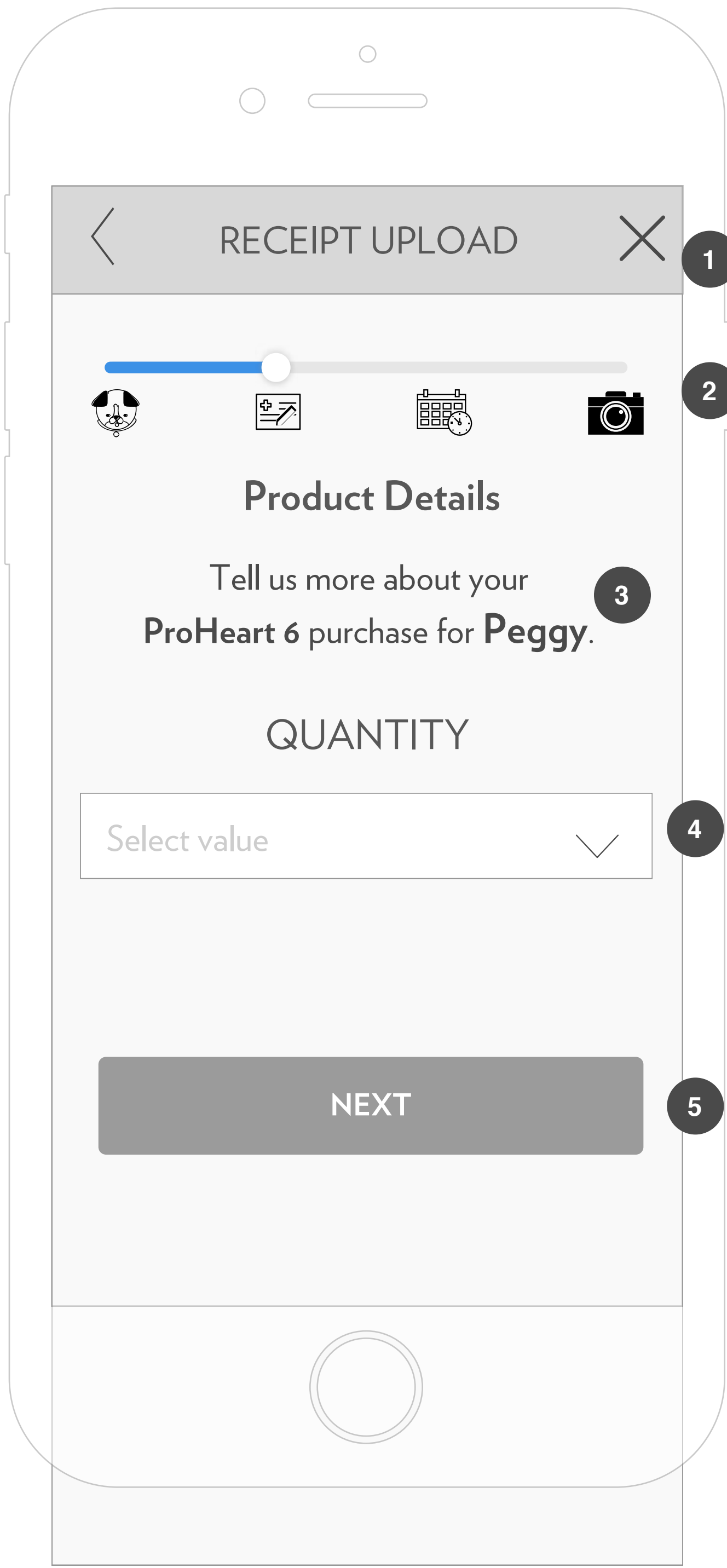
Figure 1: Quick pick tool



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

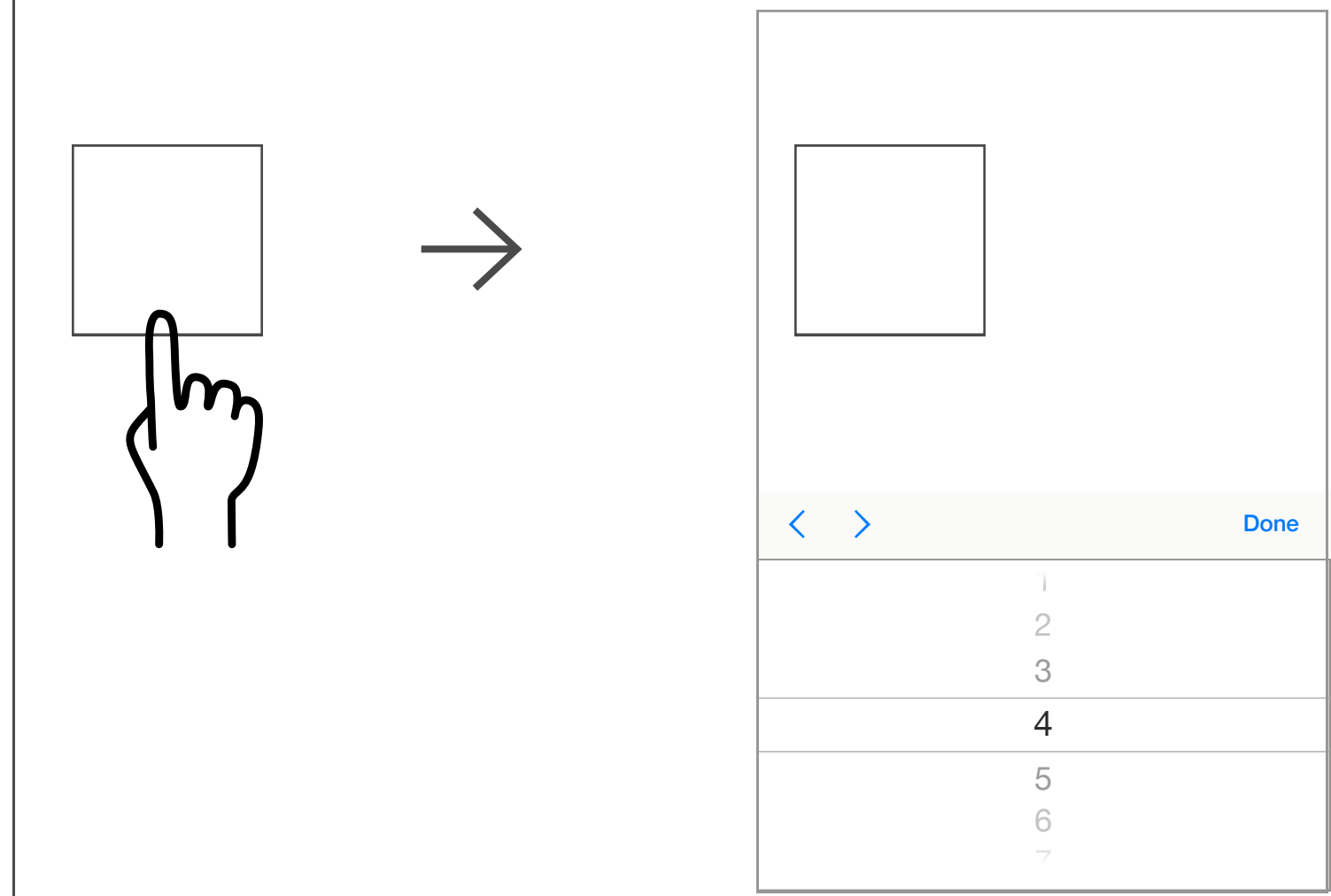
RECEIPT UPLOAD | PRODUCT DETAILS

ProHeart 6



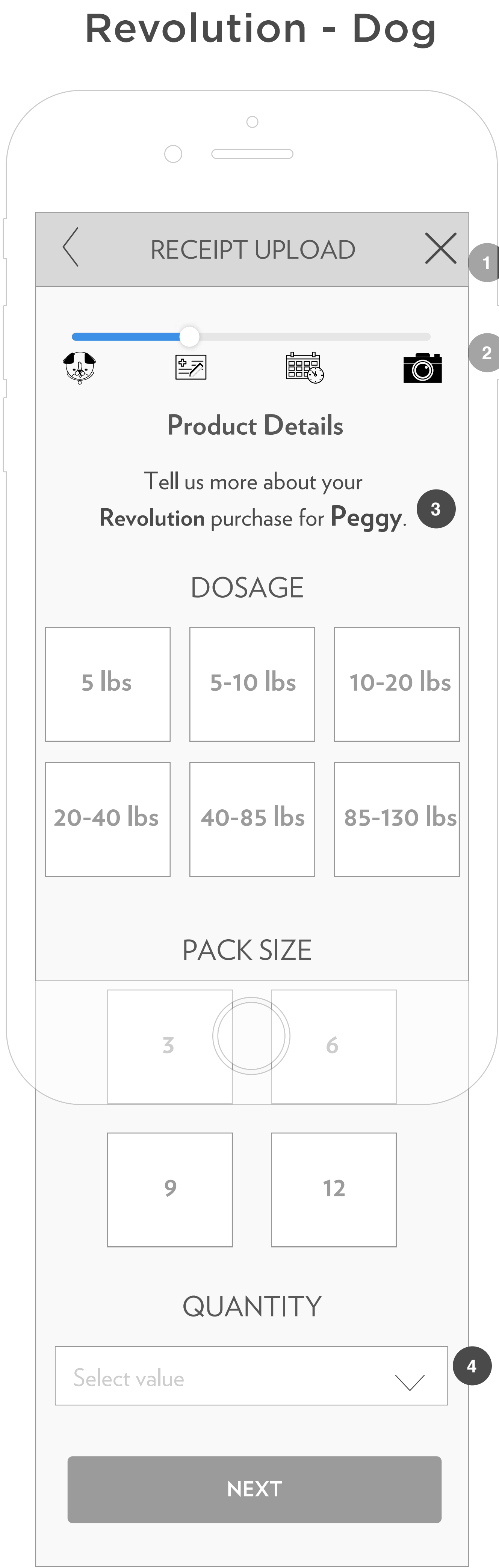
Functional Notations		
#	Component	Description
1	Header	Includes Receipt Upload title. Screen can close by tapping x and return to previous screen by tapping <.
2	Progress Tracker	Progress tracker will display progress through Receipt Upload sequence. Product Details is second phase of sequence
3	Message	Introductory text includes selected product and pet's name that is prescribed the medication.
4	Quantity	Will open quick picker tool with maximum quantity set at 2. The quick picker tool will close after number selection or if user clicks outside of tool.
5	Next CTA	CTA is inactive until all fields are inputted. CTA takes user to next screen.

Figure 1: Quick pick tool



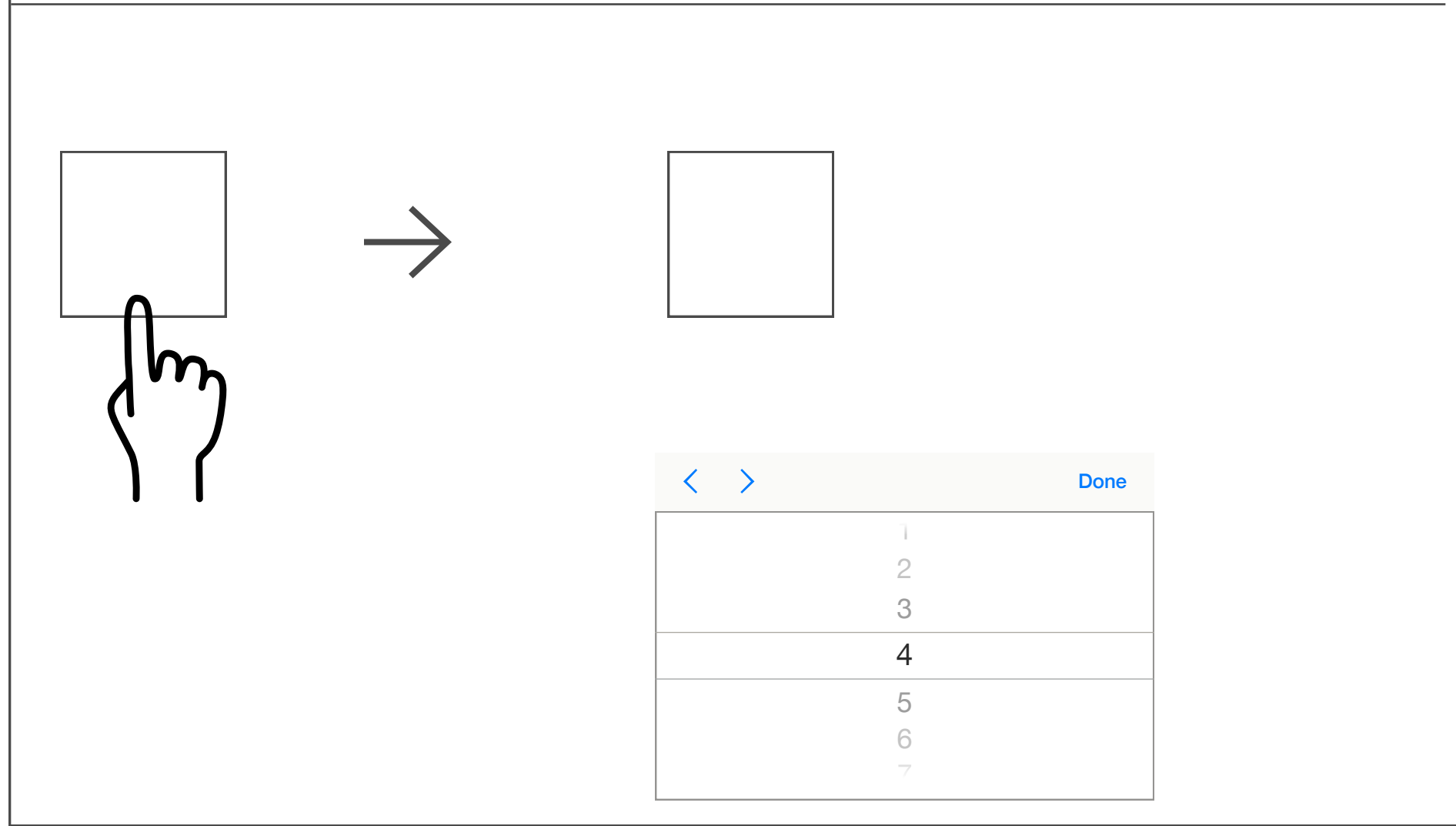
All copy/content is FPO. Refer to layouts for content.
Refer to Mobile Navigation page for navigation links.

RECEIPT UPLOAD | PRODUCT DETAILS



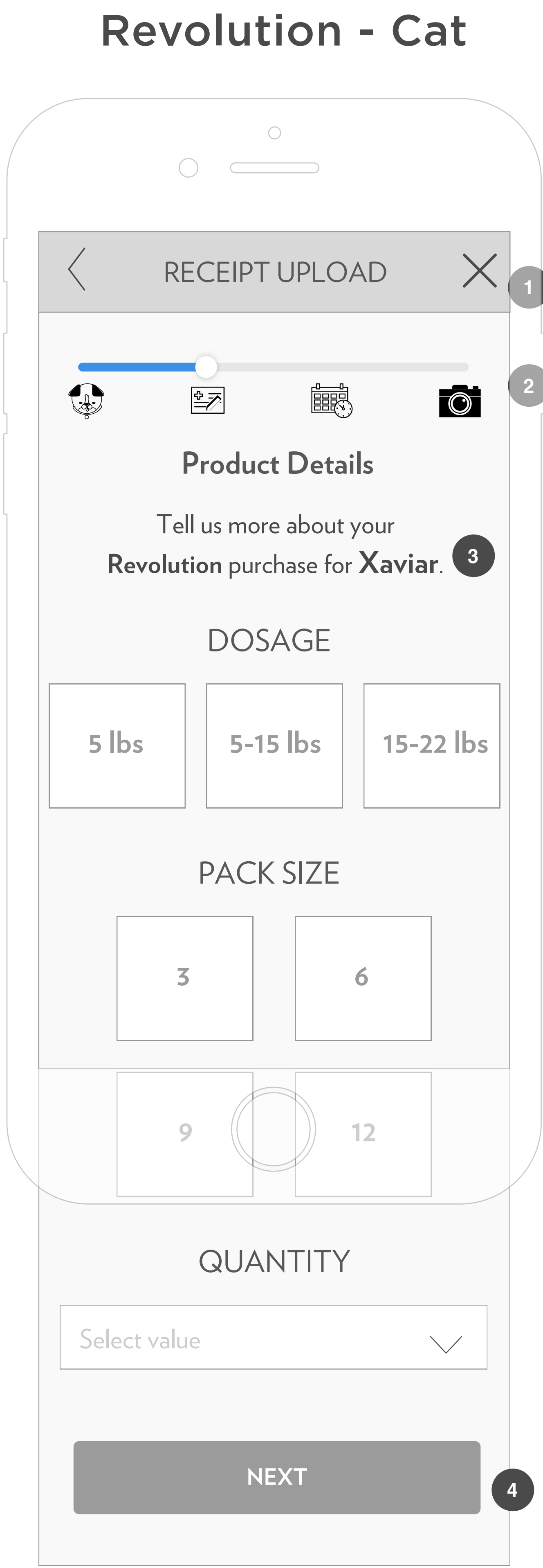
Functional Notations		
#	Component	Description
1	Header	Includes Receipt Upload title. Screen can close by tapping x and return to previous screen by tapping <.
2	Progress Tracker	Progress tracker will display progress through Receipt Upload sequence. Product Details is second phase of sequence
3	Message	Introductory text includes selected product and pet's name that is prescribed the medication.
4	Quantity	Will open quick picker tool with maximum quantity set at 12. The quick picker tool will close after number selection or if user clicks outside of tool.
5	Next CTA	CTA is inactive until all fields are inputted. CTA takes user to next screen.

Figure 1: Quick pick tool



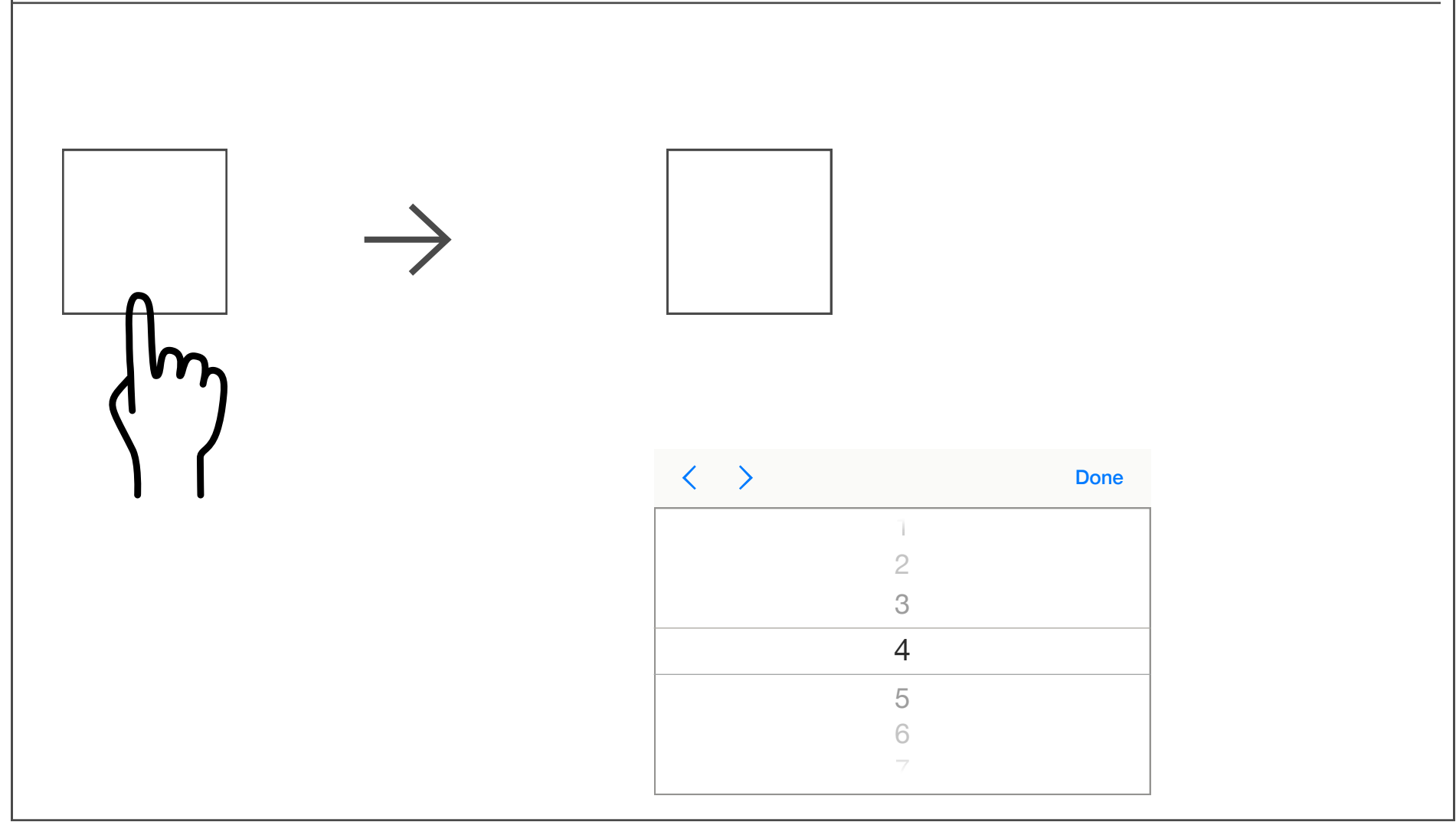
All copy/content is FPO. Refer to layouts for content.
Refer to Mobile Navigation page for navigation links.

RECEIPT UPLOAD | PRODUCT DETAILS



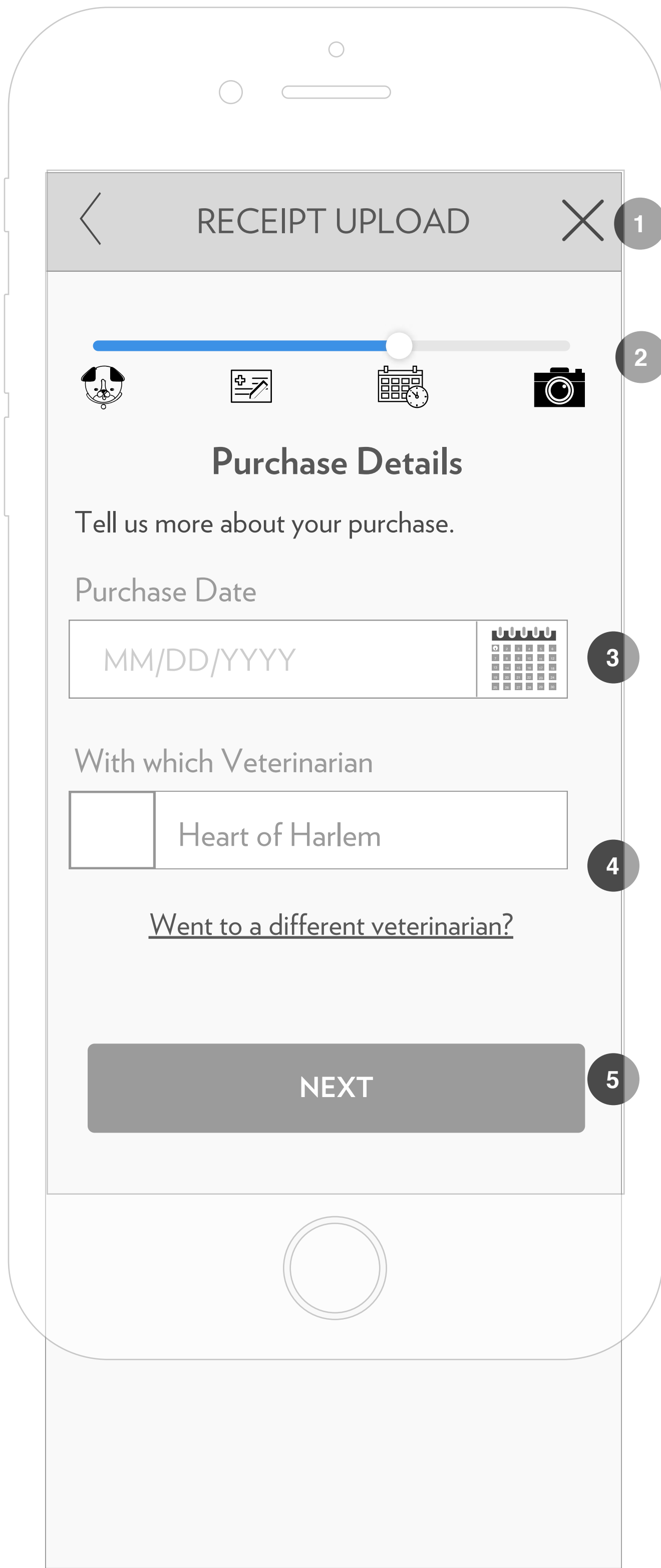
Functional Notations		
#	Component	Description
1	Header	Includes Receipt Upload title. Screen can close by tapping x and return to previous screen by tapping <.
2	Progress Tracker	Progress tracker will display progress through Receipt Upload sequence. Product Details is second phase of sequence
3	Message	Introductory text includes selected product and pet's name that is prescribed the medication.
4	Quantity	Will open quick picker tool with maximum quantity set at 12. The quick picker tool will close after number selection or if user clicks outside of tool.
5	Next CTA	CTA is inactive until all fields are inputted. CTA takes user to next screen.

Figure 1: Quick pick tool



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

RECEIPT UPLOAD | PURCHASE DETAILS



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 until filled. Tapping calendar icon will open a calendar overlay with dates in rows. <div>Purchase Date<div>02/DD/YYYY</div><div>September 2017</div></div>
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 Veterinarian Finder lightbox. Includes zipcode search functionality. Leverages geotarged veterinarian offices. Selected veterinarian 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 takes user to next screen.
6	Tab Bar	

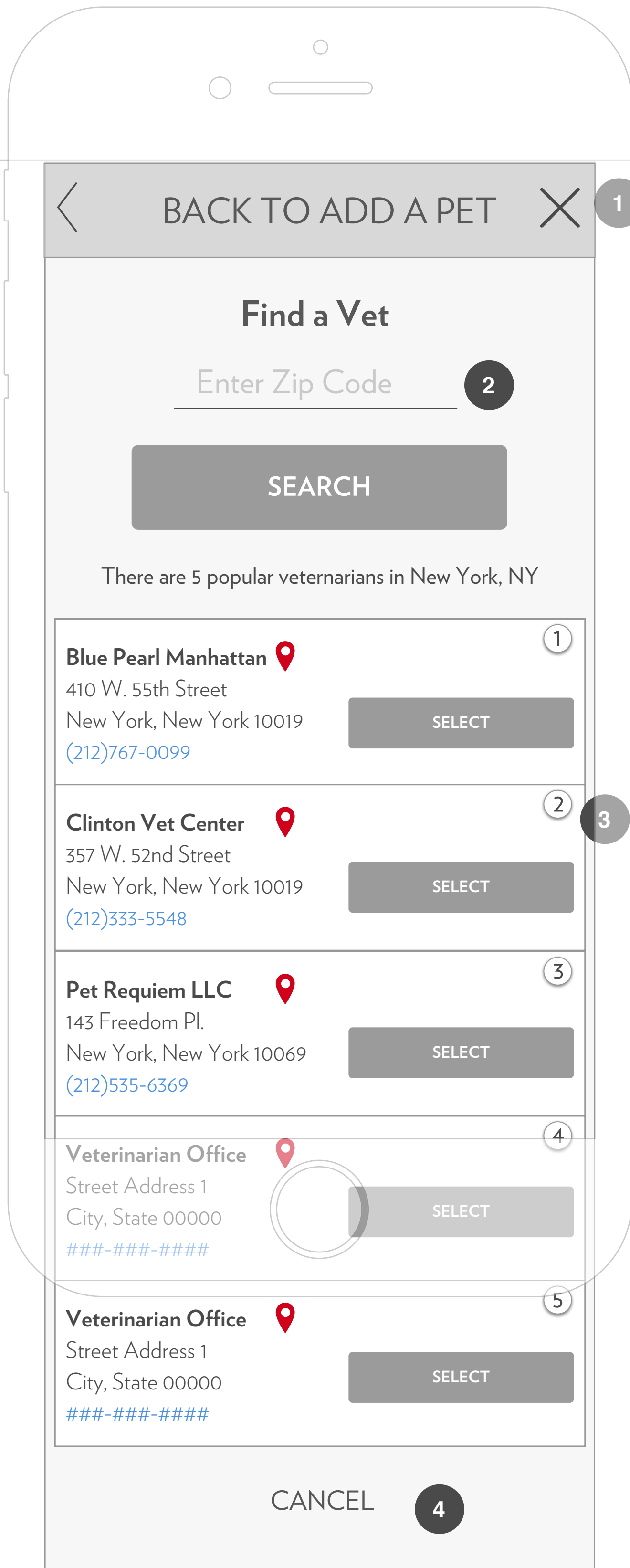
Figure 1: Add Veterinarian



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

Refer to Mobile Navigation page for navigation links.

RECEIPT UPLOAD | VETERINARIAN FINDER

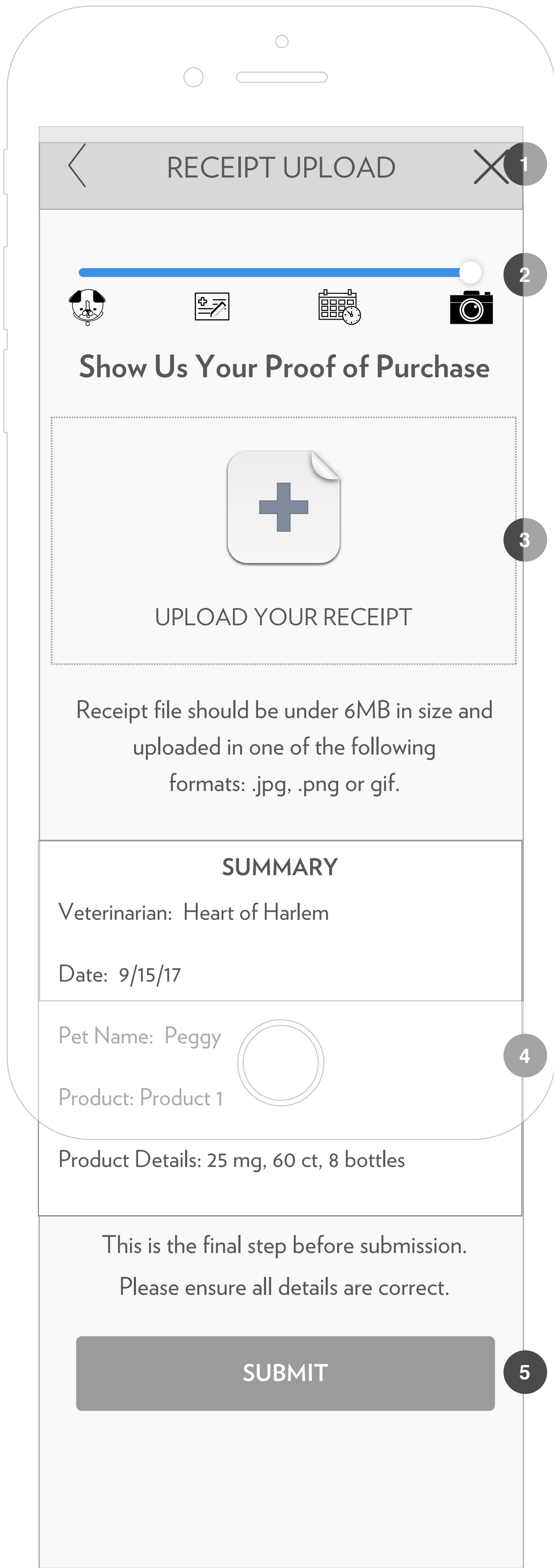


Functional Notations		
#	Component	Description
1	Header	Includes Receipt Upload title. Screen can close by tapping x and return to previous screen by tapping <.
2	Zip Code	Leverages geotarged veterinarian offices. Follows the convention of BowMeow's current Vet Finder functionality.
5	Results	Each result will include the veterinarian office's name, address, location marker and phone number. A veterinarian office can be selected with CTA.
6	Cancel	Closes screen and user is returned to Purchase Details screen.

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

Refer to Mobile Navigation page for navigation links.

RECEIPT UPLOAD | PHOTO SUBMISSION



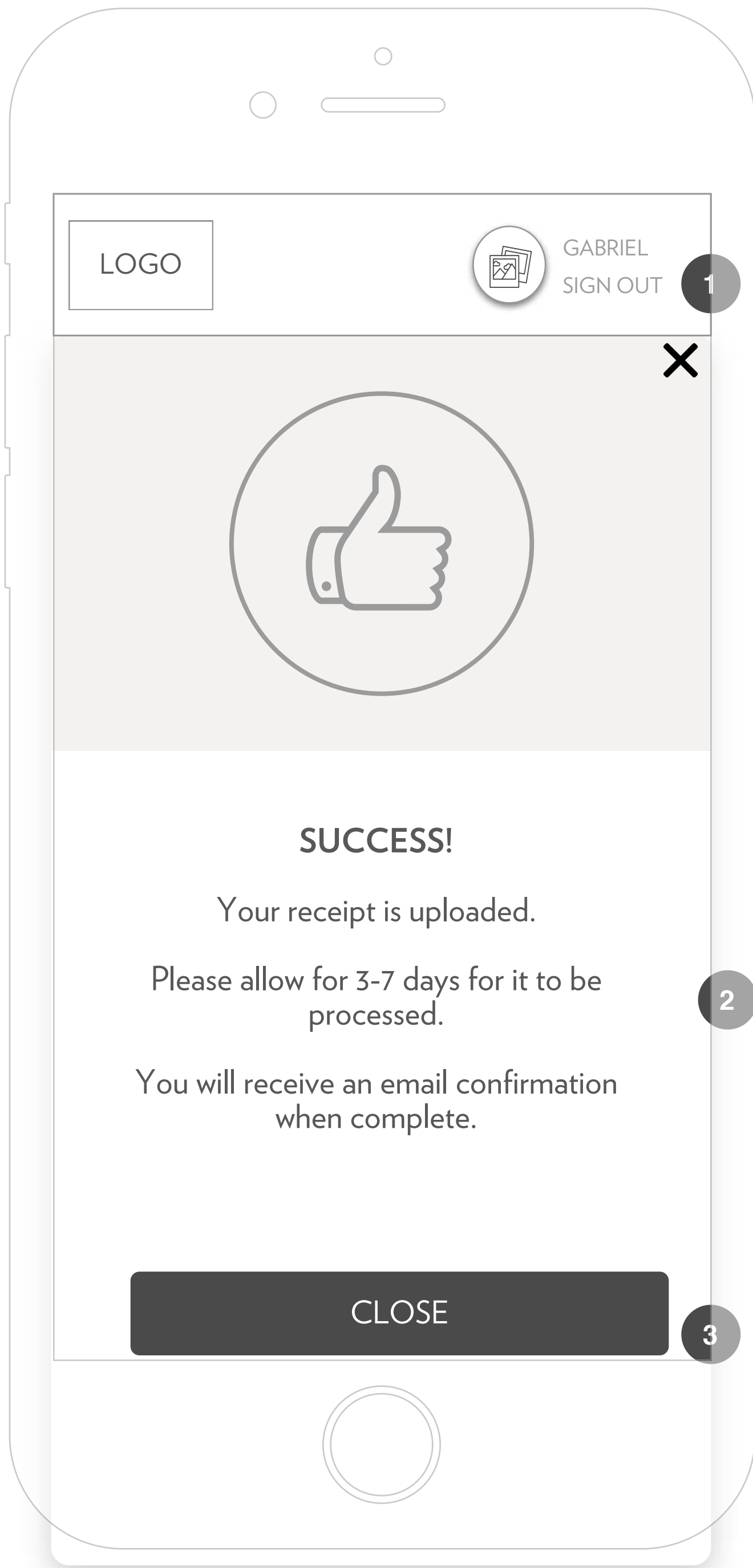
Functional Notations		
#	Component	Description
1	Header	Includes Receipt Upload title. Screen can close by tapping x and return to previous screen by tapping <.
2	Progress Tracker	Progress tracker will display progress through Receipt Upload sequence. Proof of Purchase is last phase of sequence
3	Upload Receipt	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	Summary	Area displays a summary of all inputted information from Receipt Upload flow. If more than one pet is selected, each additional pet's name, product and product details will display in sequential order in the summary. <div><div>Summary</div><div>Veterinarian: Heart of Harlem</div><div>Date: 9/15/17</div><div>Pet Name: Peggy</div><div>Product: Product 1</div><div>Product Details: 25 mg, 60 ct, 8 bottles</div><div>Pet Name:</div><div>Product: Product 2</div><div>Product Details: 6 doses</div></div>
5	Submit CTA	Submit button is inactive until user uploads Proof of Purchase.

Figure 1: File Upload



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

RECEIPT UPLOAD | SUCCESS MESSAGE



Functional Notations		
#	Component	Description
1	Header	
	View	This is a success message for successful card ordering. States detail of card delivery
2	Close	Close will close modal.
3	Footer	

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

ORDER CARD

ORDER CARD | ADD ADDRESS

LOGO

ACCOUNT

1

1 of 2

ADD ADDRESS

Please add your mailing address to receive your debt card.

*Required field

2

First Name*

Gabriel

Last Name*

Fletcher

Street Address 1*

Street Address 1

Street Address 2

Street Address 2

City*

Cambridge

State*

MA

Zip Code*

10014

3

All information will be added to your profile.

4

SAVE AND CONTINUE

CANCEL

5

TERMS OF USE

CONTACT/FAQ

ABOUT PETCARE

Legal Copy

f

6

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 consistent 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	

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

Refer to Mobile Navigation page for navigation links.

ORDER CARD | CONFIRM ADDRESS

LOGO

ACCOUNT

1

1 of 2

CONFIRM ADDRESS

Please check to see that your mailing address is correct.

* Required field

2

Points = \$5 Reward

First Name *

Gabriel

Last Name *

Fletcher

Street Address 1 *

431 Havenmirer Road

Street Address 2

Apt. 7x

City *

Cambridge

State *

MA

3

Zip Code *

10014

SAVE AND CONTINUE

4

CANCEL

5

TERMS OF USE

CONTACT/FAQ

ABOUT PETCARE

Legal Copy

f

t

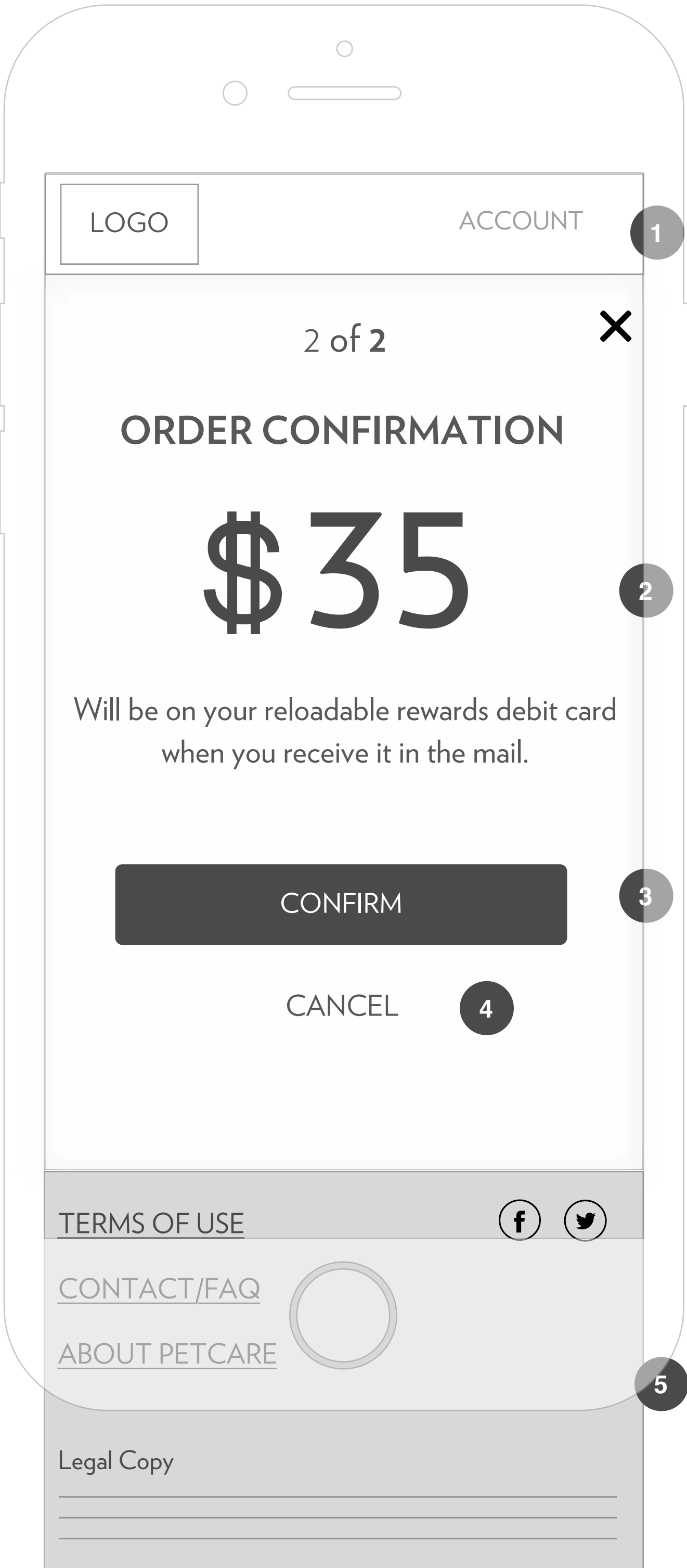
6

Functional 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 consistent 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	

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

Refer to Mobile Navigation page for navigation links.

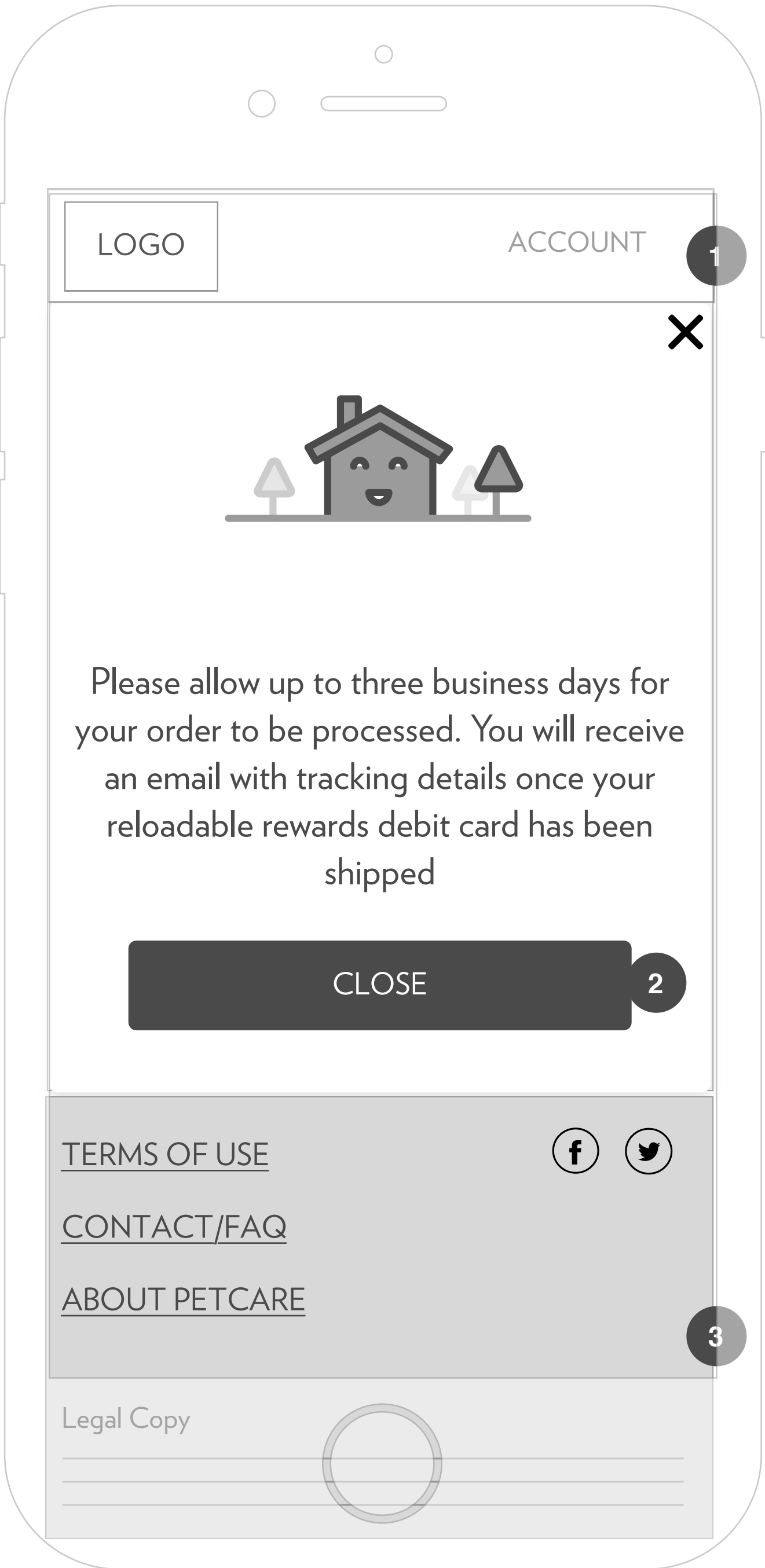
ORDER CARD | ORDER CONFIRMATION



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	

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

ORDER CARD | SUCCESS MESSAGE

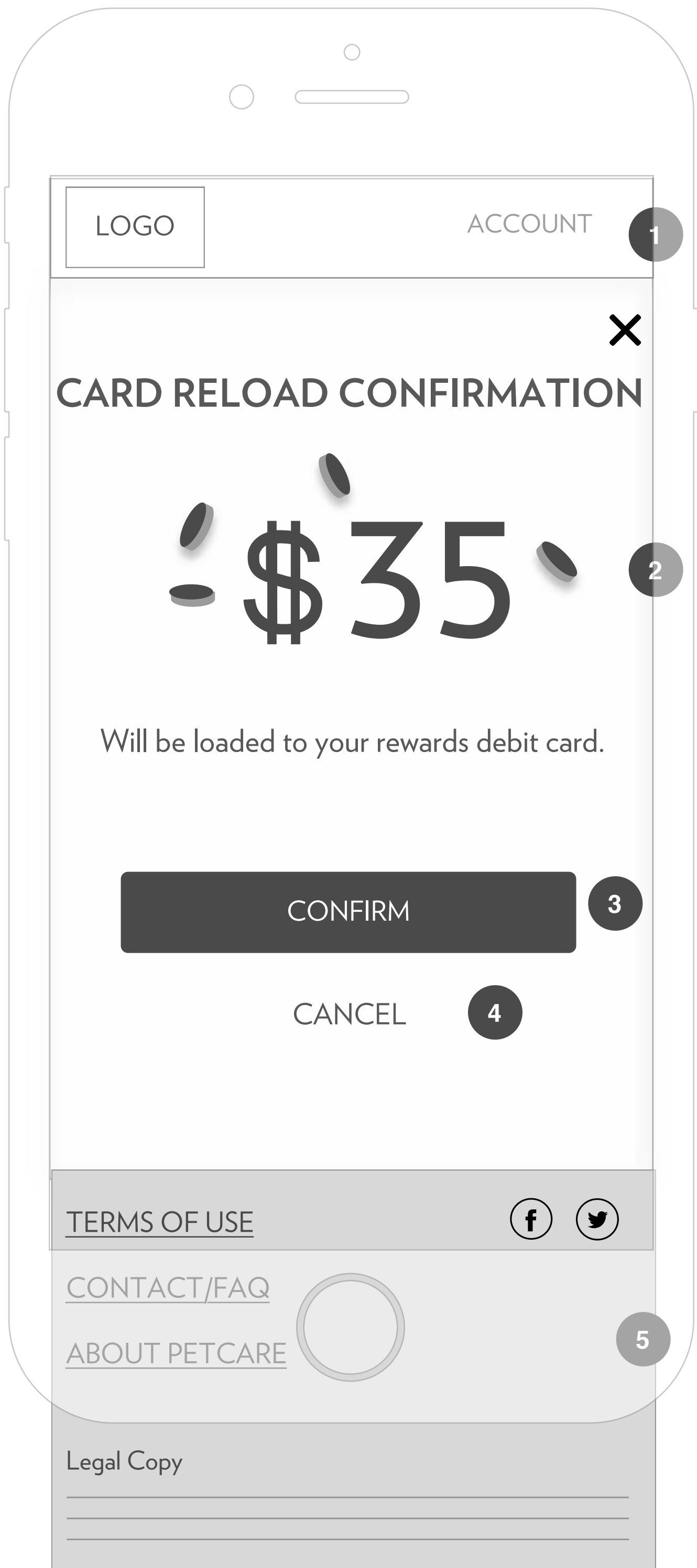


Functional Notations		
#	Component	Description
1	Header	
	View	This is a success message for successful card ordering. States detail of card delivery
2	Close	Close will close modal.
3	Footer	

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

LOAD CARD

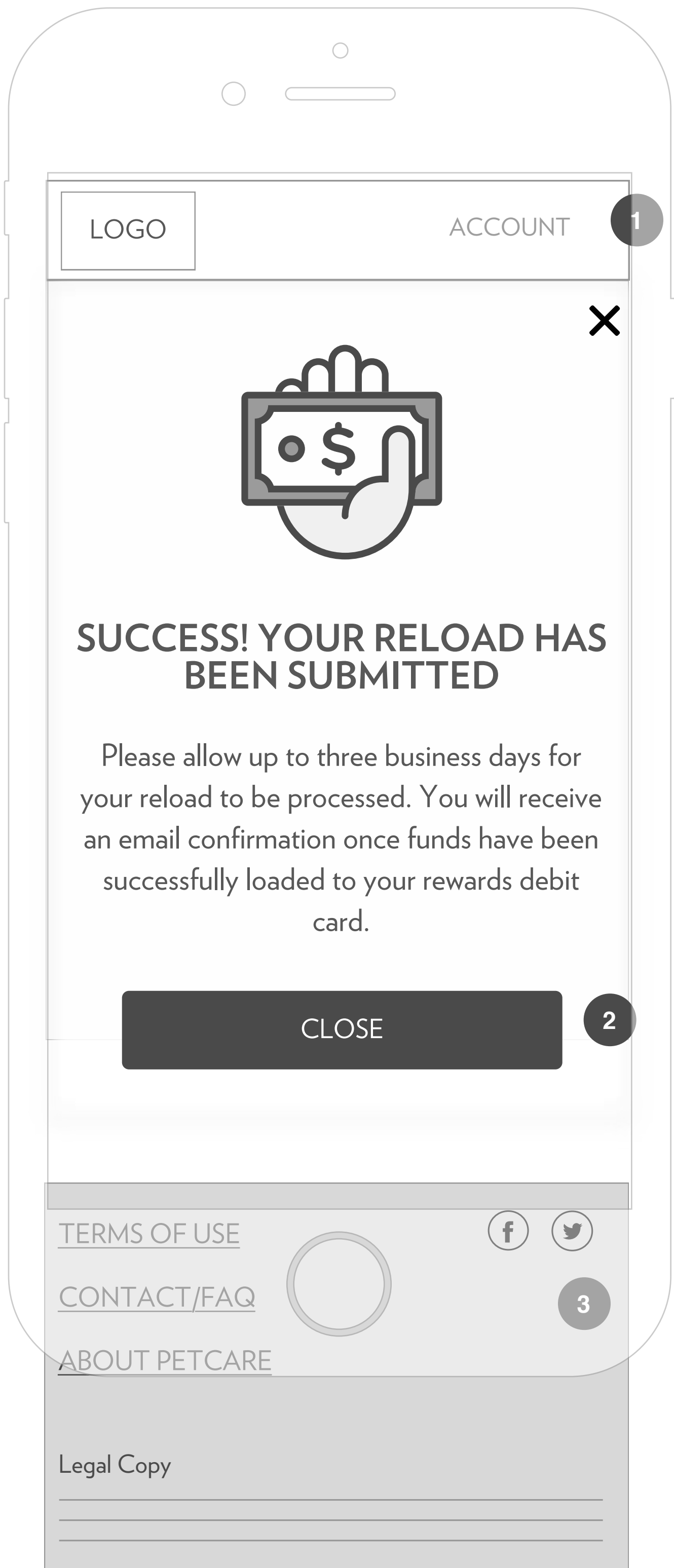
LOAD TO CARD | RELOAD CONFIRMATION



Functional Notations		
#	Component	Description
1	Header	
	View	This is an overlay
2	Value	Value will reflect dollar value of rewards when user taps order card CTA. Reloads must be 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	

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

LOAD TO CARD | SUCCESS MESSAGE

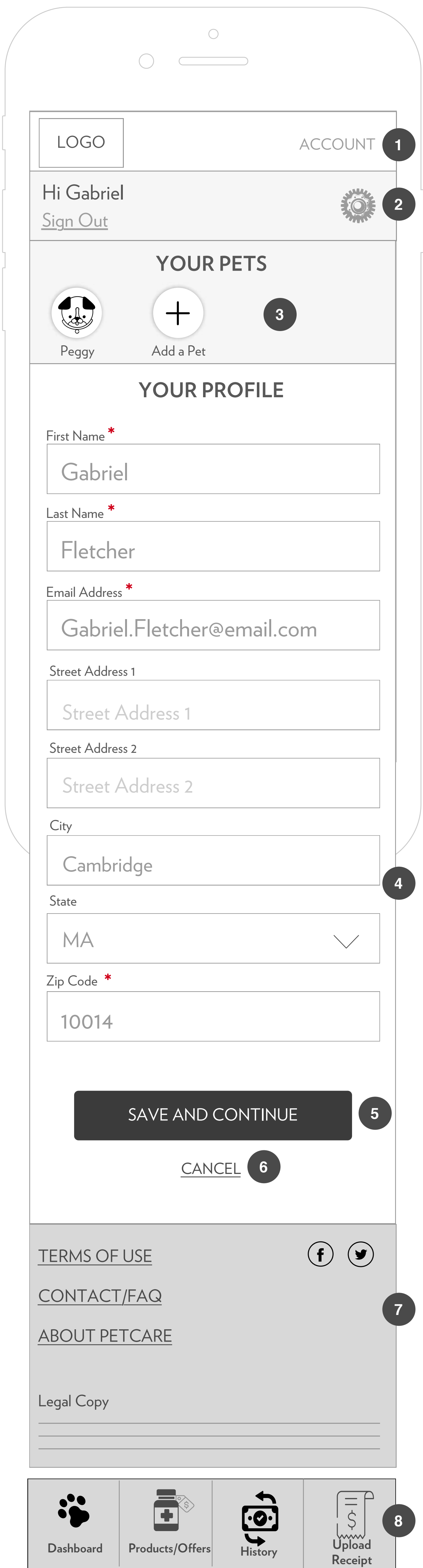


Functional Notations		
#	Component	Description
1	Header	
	View	This is a success message for successful load to card. States detail of card delivery.
2	Close CTA	Close will close modal.
5	Footer	

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

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: <div></div> <p>SIGN OUT MODAL</p> <p>Settings CTA will take user to the Settings page.</p>
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 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 actionable option. Button will direct user to Pet Profile Creation page. User can add a maximum of 10 pets. Figure 1 illustrates scrolling capability.
4	City and State fields	City leverages typehead functionality. State is a dropdown. Fields will display options consistent 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.
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 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: Your Pet Swipe

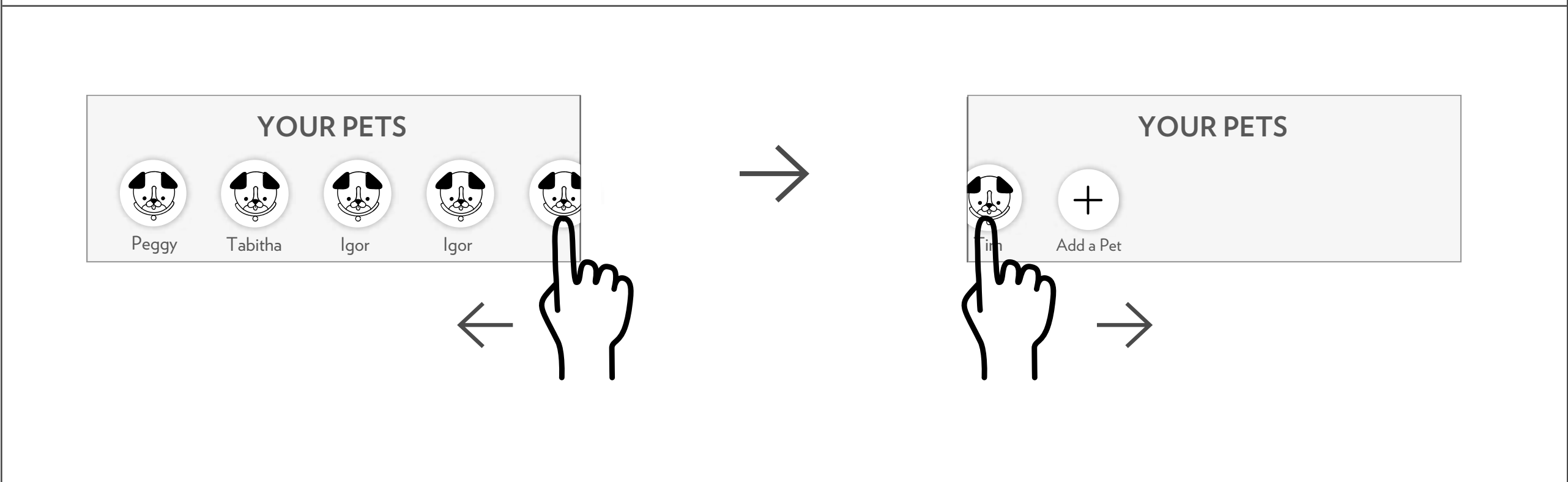
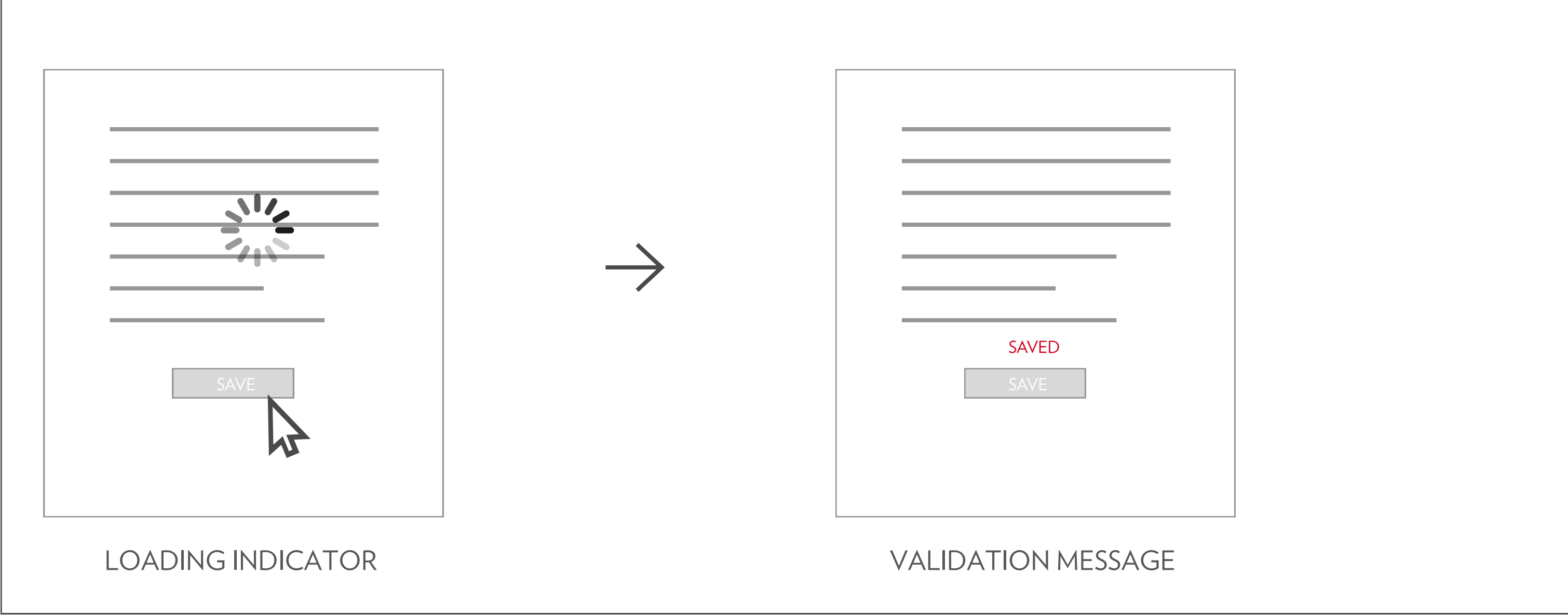


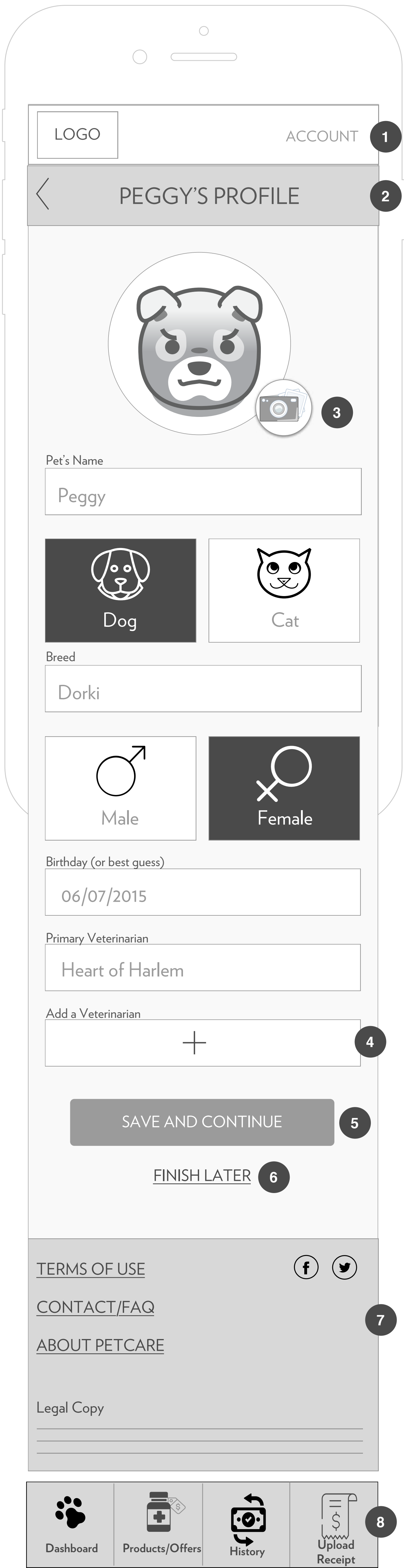
Figure 2: Save



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

Refer to Mobile Navigation page for navigation links.

PET PROFILE

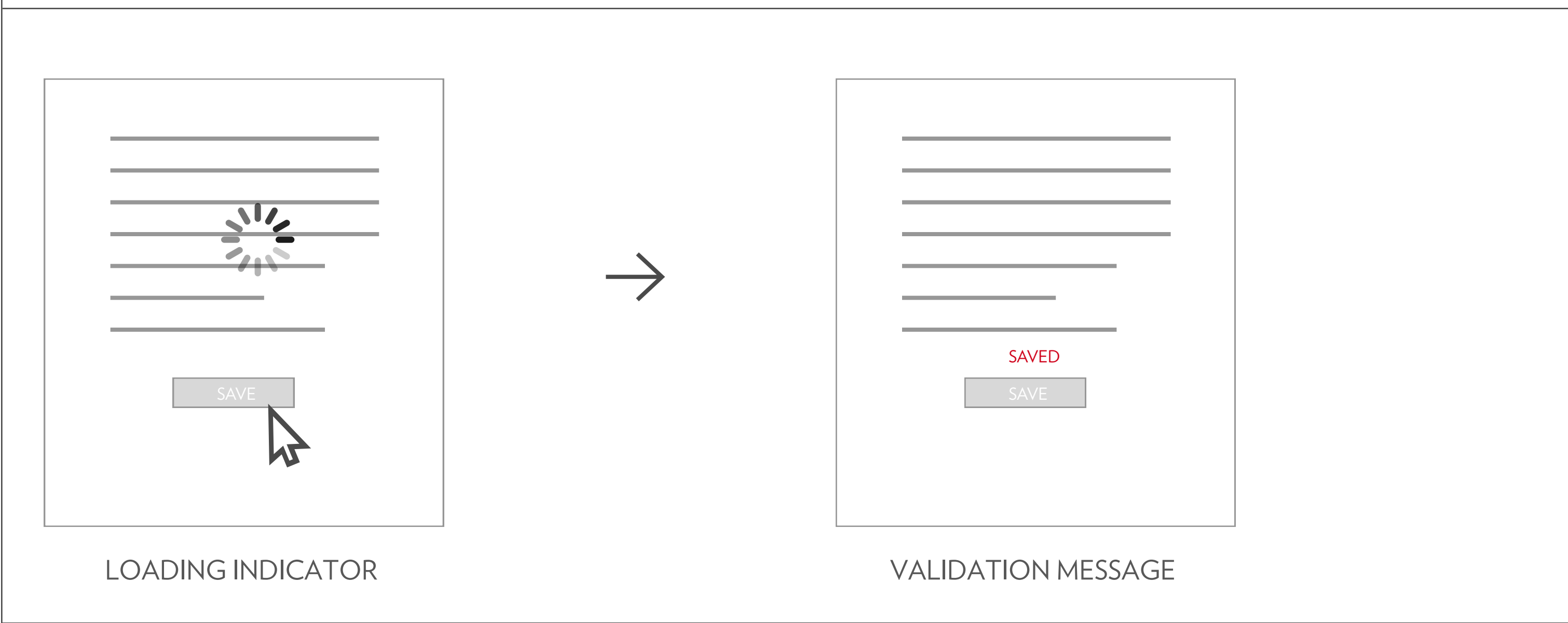


Functional Notations		
#	Component	Description
1	Header	
	View	Shows all information inputted from Pet Profile Creation screen.
2	Hero	Includes Pet's name. User can return to previous screen (Account) by tapping the back symbol (<).
3	Photo	Tapping icon will open phones native photo selection prompt.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



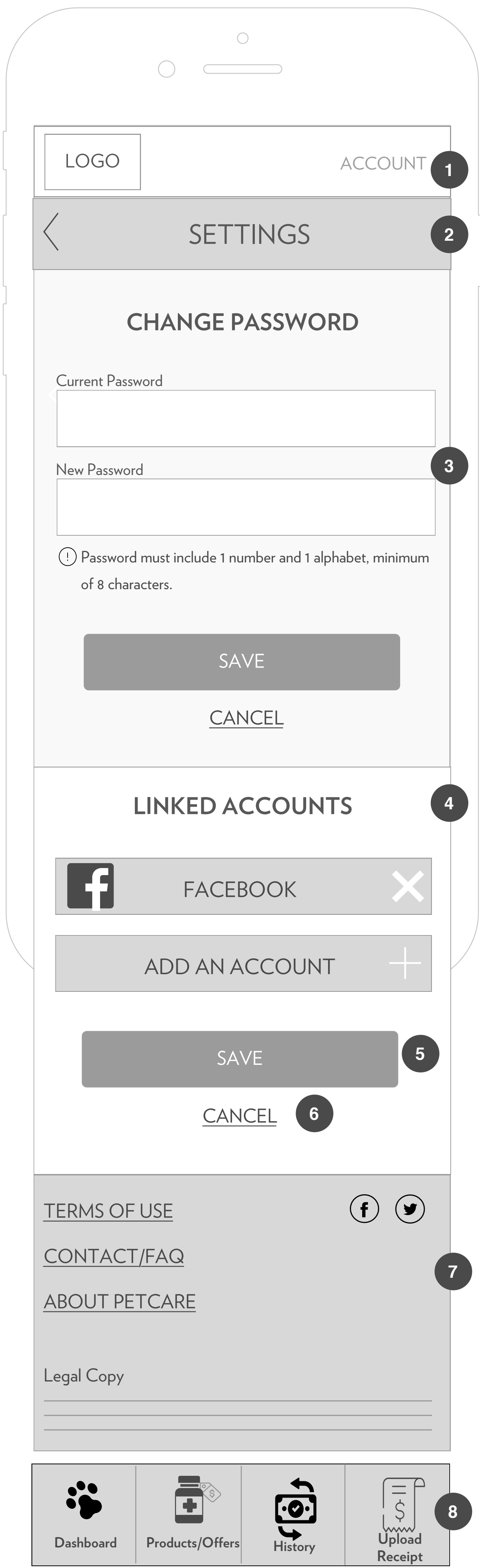
Figure 2: Save



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

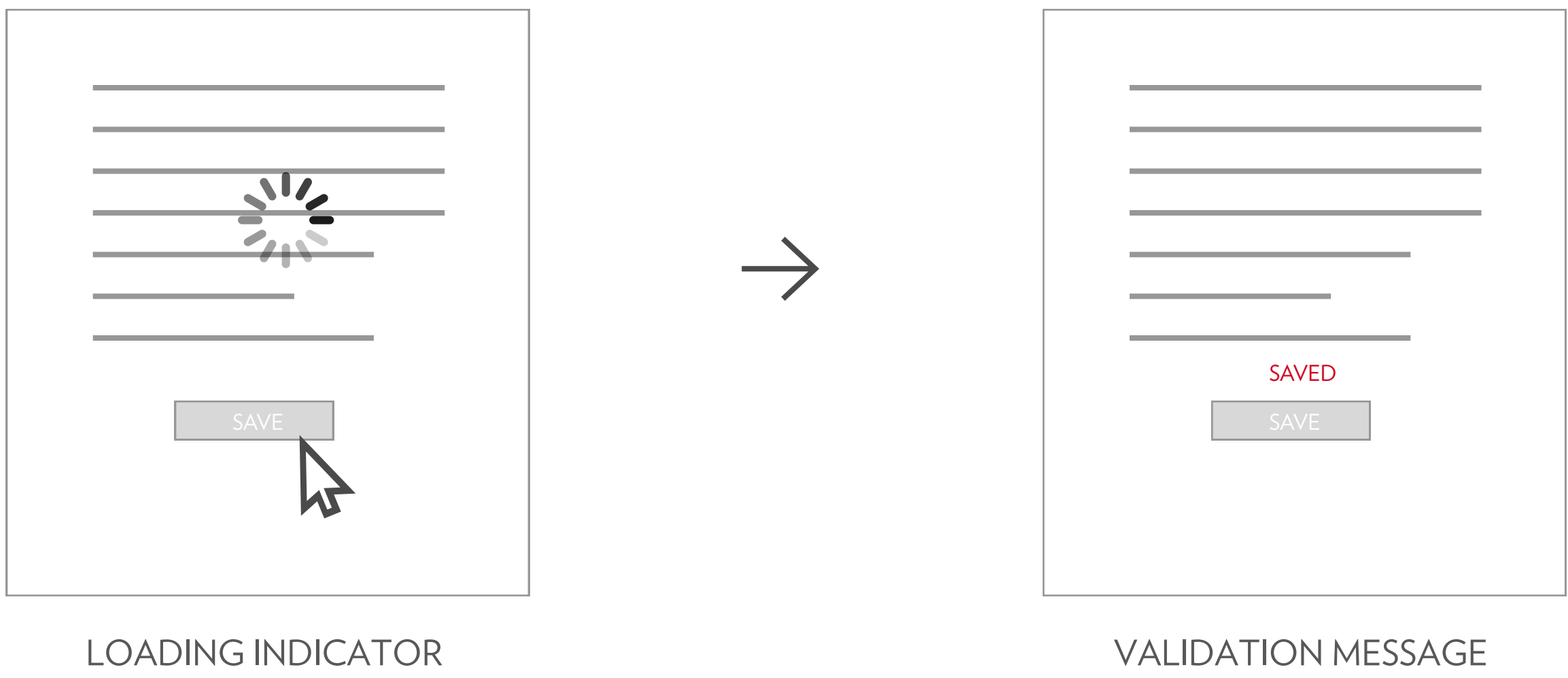
Refer to Mobile Navigation page for navigation links.

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	

Figure 2: Save

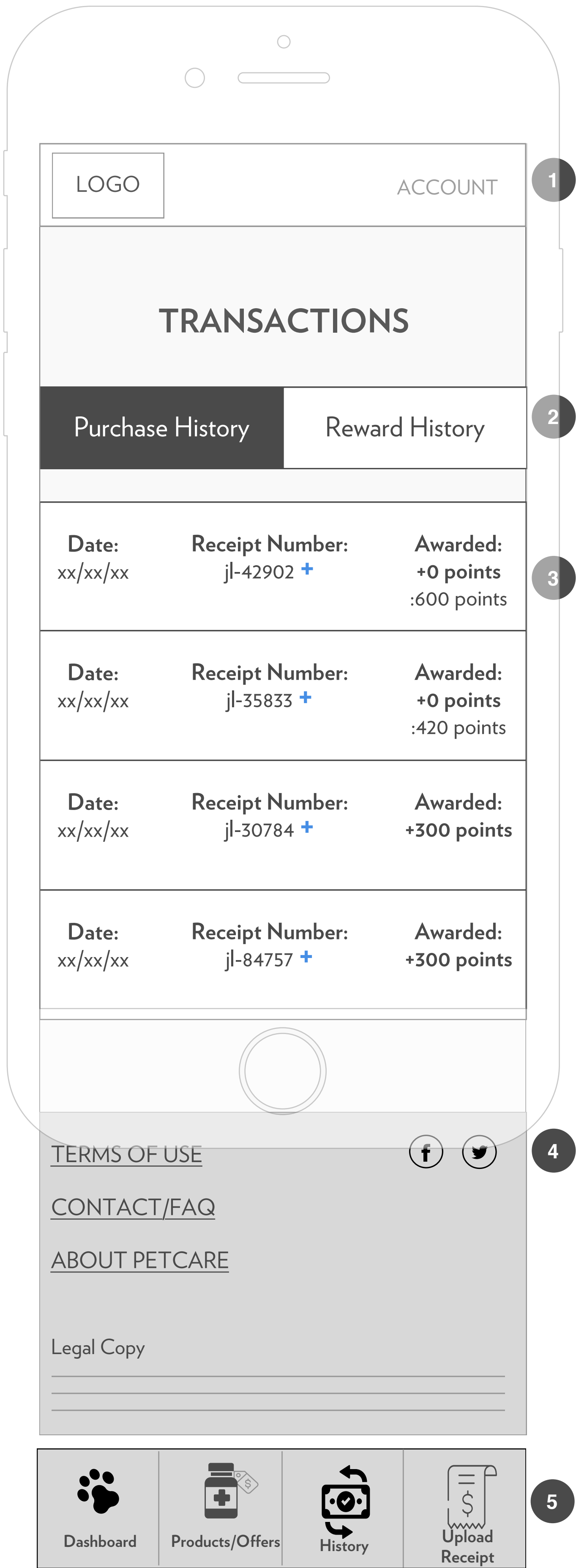


All copy/content is FPO. Refer to layouts for content.

Refer to Mobile Navigation page for navigation links.

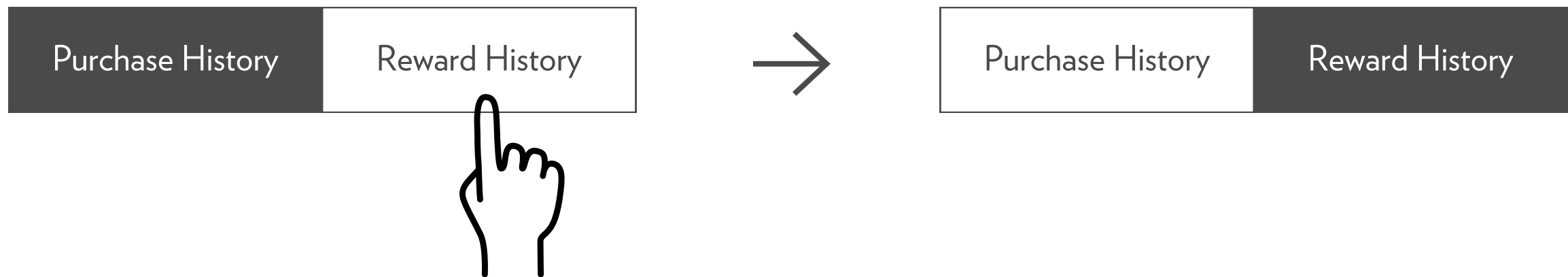
TRANSACTION & CONTACT

TRANSACTIONS | PURCHASE HISTORY



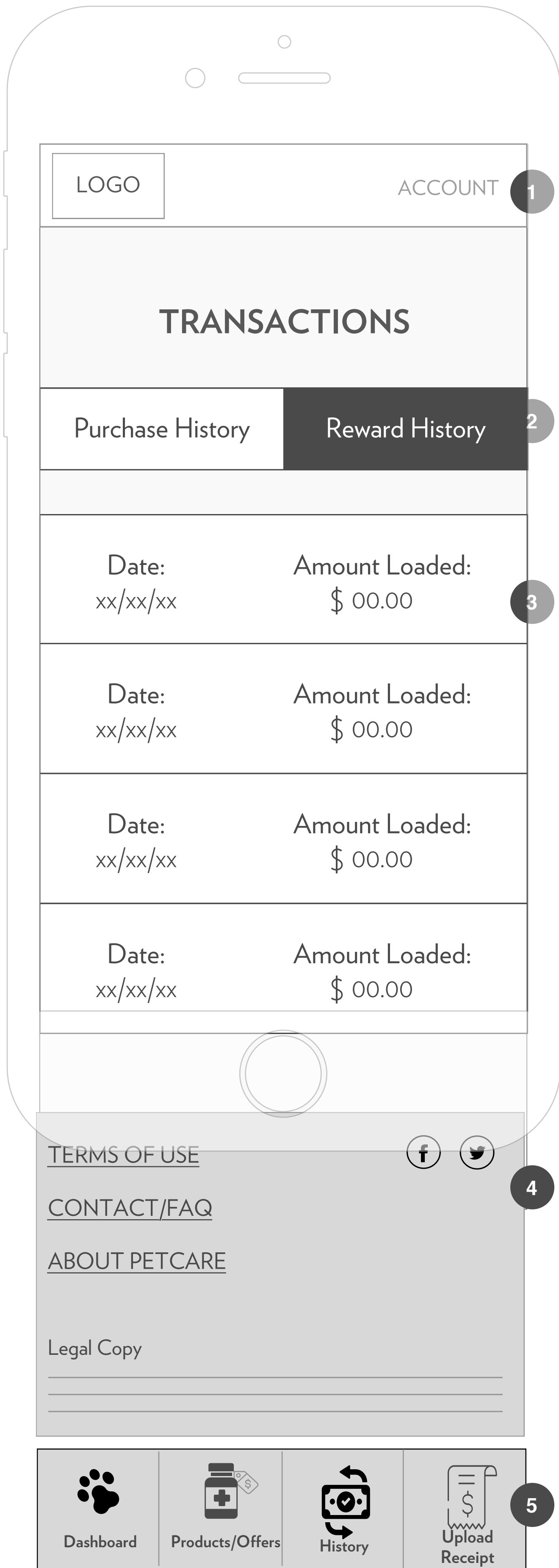
Functional Notations		
#	Component	Description
1	Header	
	Default View	When user navigates to the Transactions section of the site, the default view will display Purchase History in reverse chronological order. See figure 1 for how the user can switch to view Rewards History.
2	Purchase/Reward View	This 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	

Figure 1: View by Rewards History or Purchase History



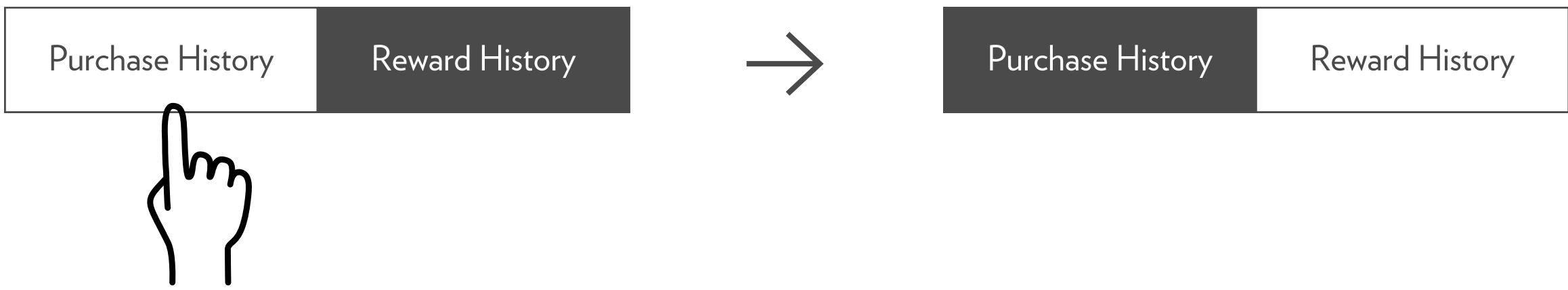
All copy/content is FPO. Refer to layouts for content.
Refer to Mobile Navigation page for navigation links.

TRANSACTIONS | REWARD HISTORY



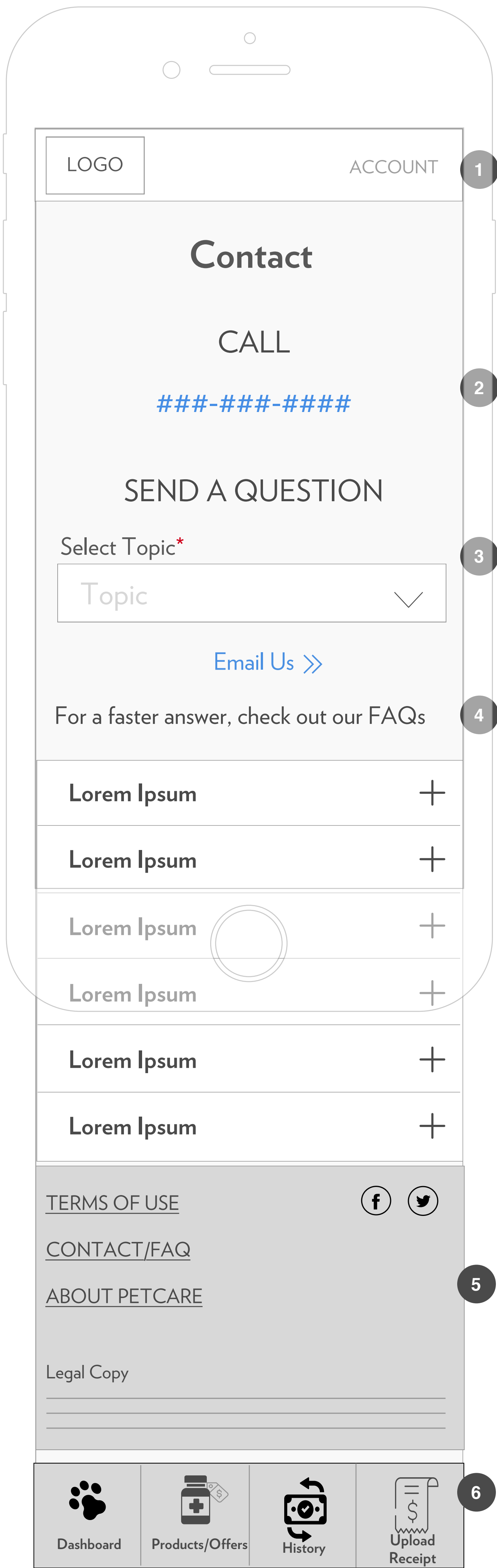
Functional Notations		
#	Component	Description
1	Header	
	Default View	When user navigates to the Transactions section of the site, the default view will display Reward History in reverse chronological order. See figure 1 for how the user can switch to view Purchase History.
2	Purchase/Reward View	This 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	Reward Detail	The details of the reward are listed within each row. The date and dollar value are displayed.
4	Footer	
5	Tab Bar	

Figure 1: View by Rewards History or Purchase History



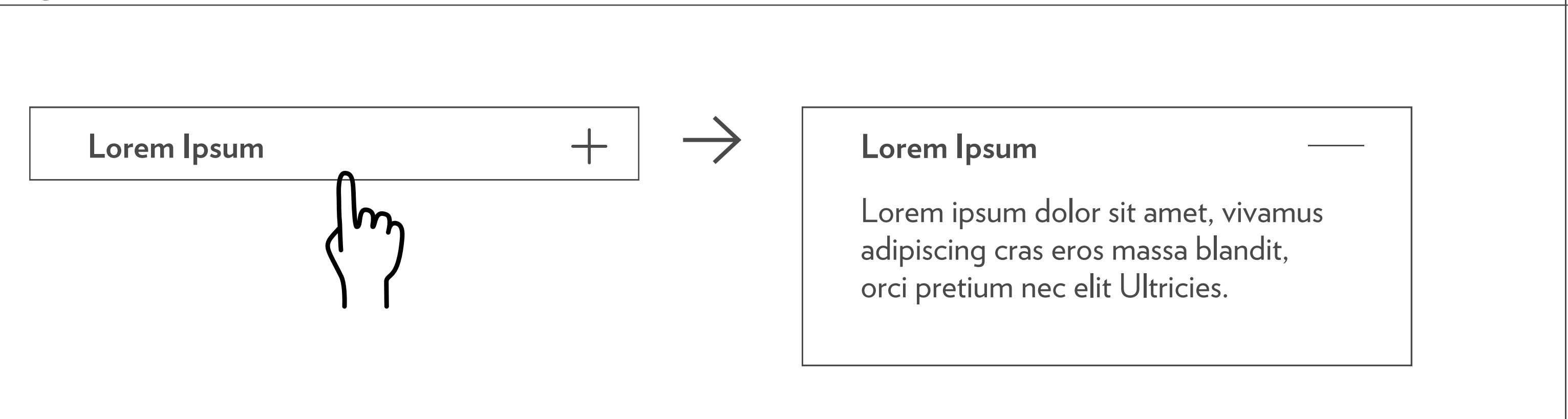
All copy/content is FPO. Refer to layouts for content.
Refer to Mobile Navigation page for navigation links.

CONTACT/FAQ



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	

Figure 1: Expand FAQ box



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

Refer to Mobile Navigation page for navigation links.

THANKS!

