

CAKE

Interaction Guidelines

v. 0.1

Contents

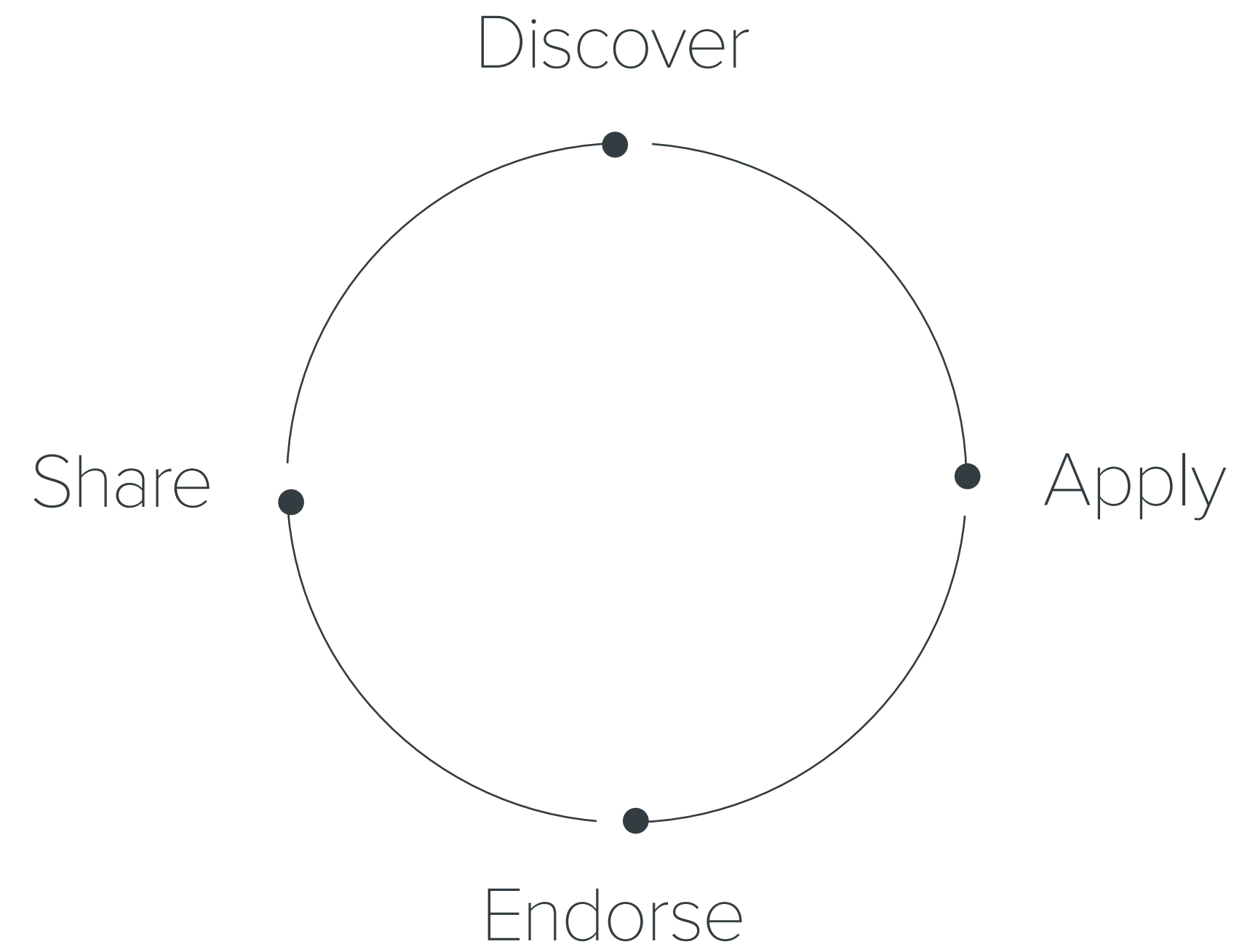
1. Overview	3
2. Navigation	9
3. Discover/Browse	14
4. Search	20
5. Detail Views	24
6. Create Flows	30
7. Profiles	50
8. Messages	63
9. Bookmarks	67
10. Apps	71

Objective

Creating an innovative digital platform that extends Varian's offering by allowing customers to share knowledge, communicate and collaborate with each other.

Knowledge Continuum

How knowledge is aquired and sustained



Brand/Experience Attributes

Altruistic

Varian is a partner for life. Varian and its community of customers is compassionate about the treatment of cancer and the sharing of related knowledge.

Trustworthy

Varian is an established and respected player in the treatment of cancer. The products are reliable and inspire confidence in customers.

Enriching

The Varian product offering is advanced and requires expertise and deep knowledge for operation. Varian's strives to augment and complement the customers existing knowledge base.

Brand/Experience Attributes

Progressive

Varian aims to provide the best cancer management experience through technical innovation and leading edge practices.

Best-in-Class

Varian is the worlds leading manufacturer of medical devices and software to treat cancer.

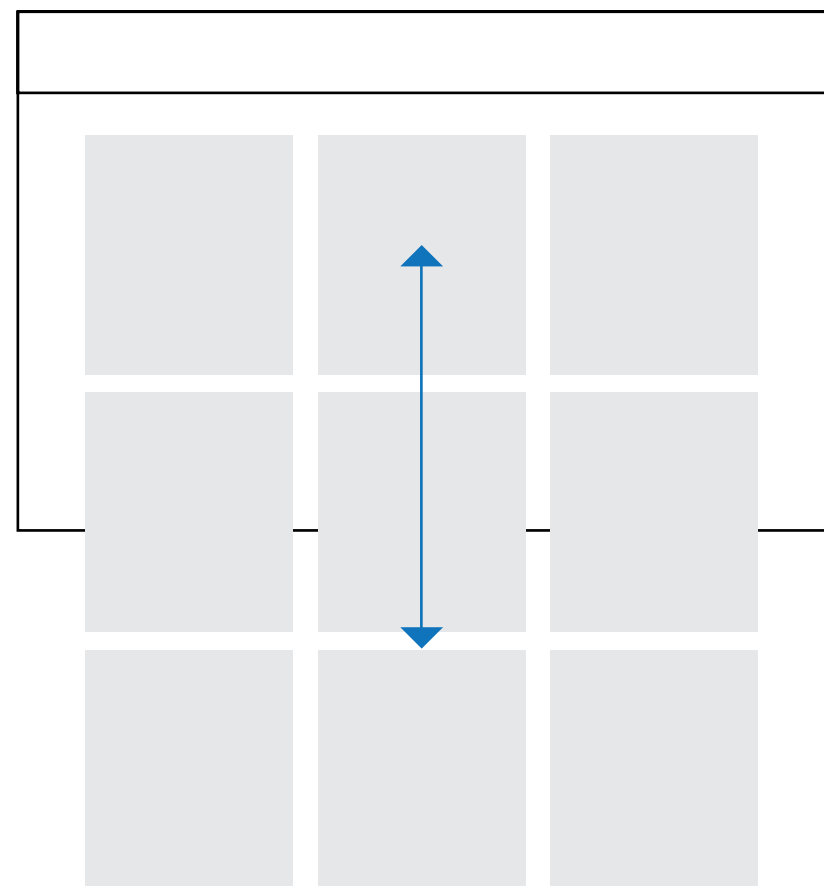
Human

Varian's mission is to focus energy on saving lives.The products and services play a solemn and pivotal role in customers lives.

Experience Map

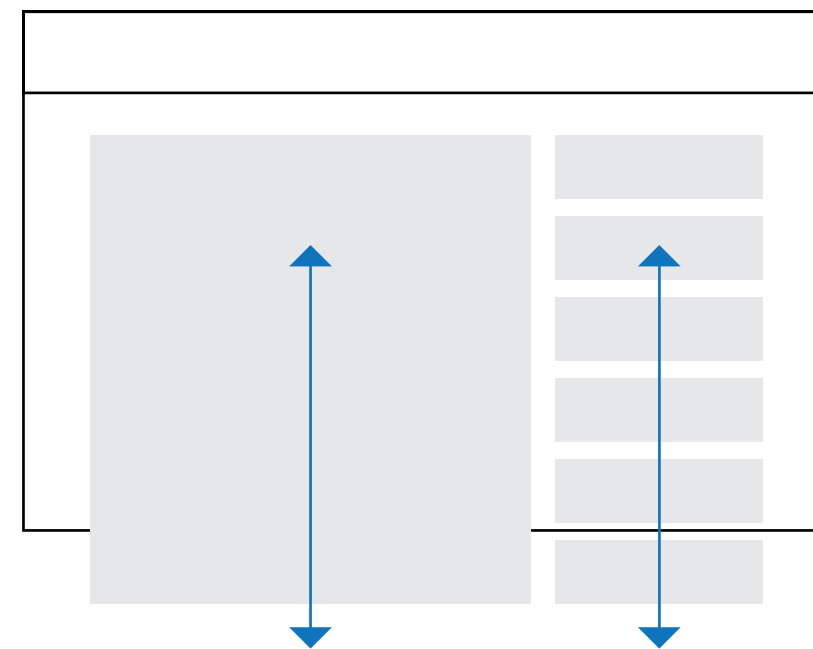
Browse & Discover

Search • Apps • Bookmarks



Detail Views

Knowledge Article • Discussions • Events • App Detail



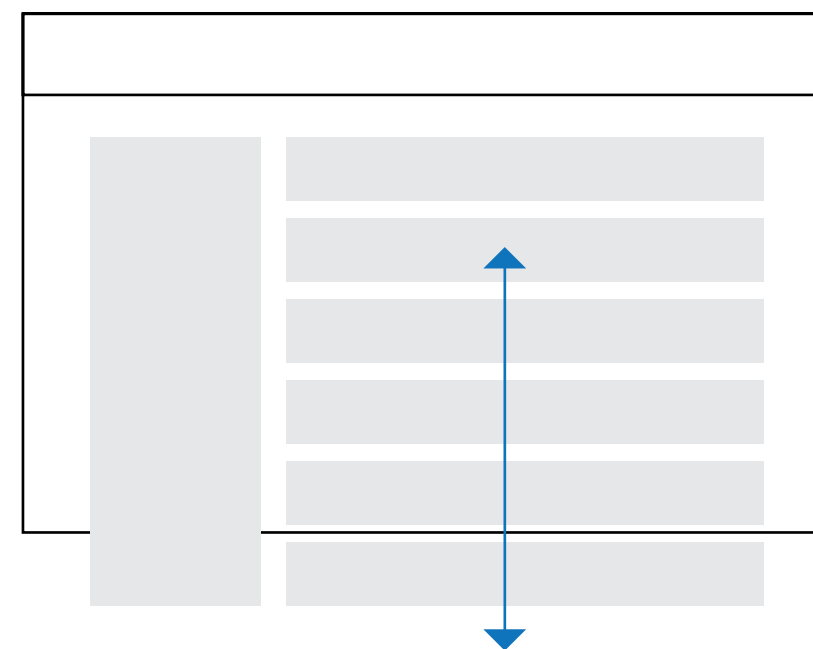
Profile

Messages

Settings

Profile Views

User Profiles • Group Profiles



GLOBAL NAVIGATION

010

01 MENU

02 SEARCH

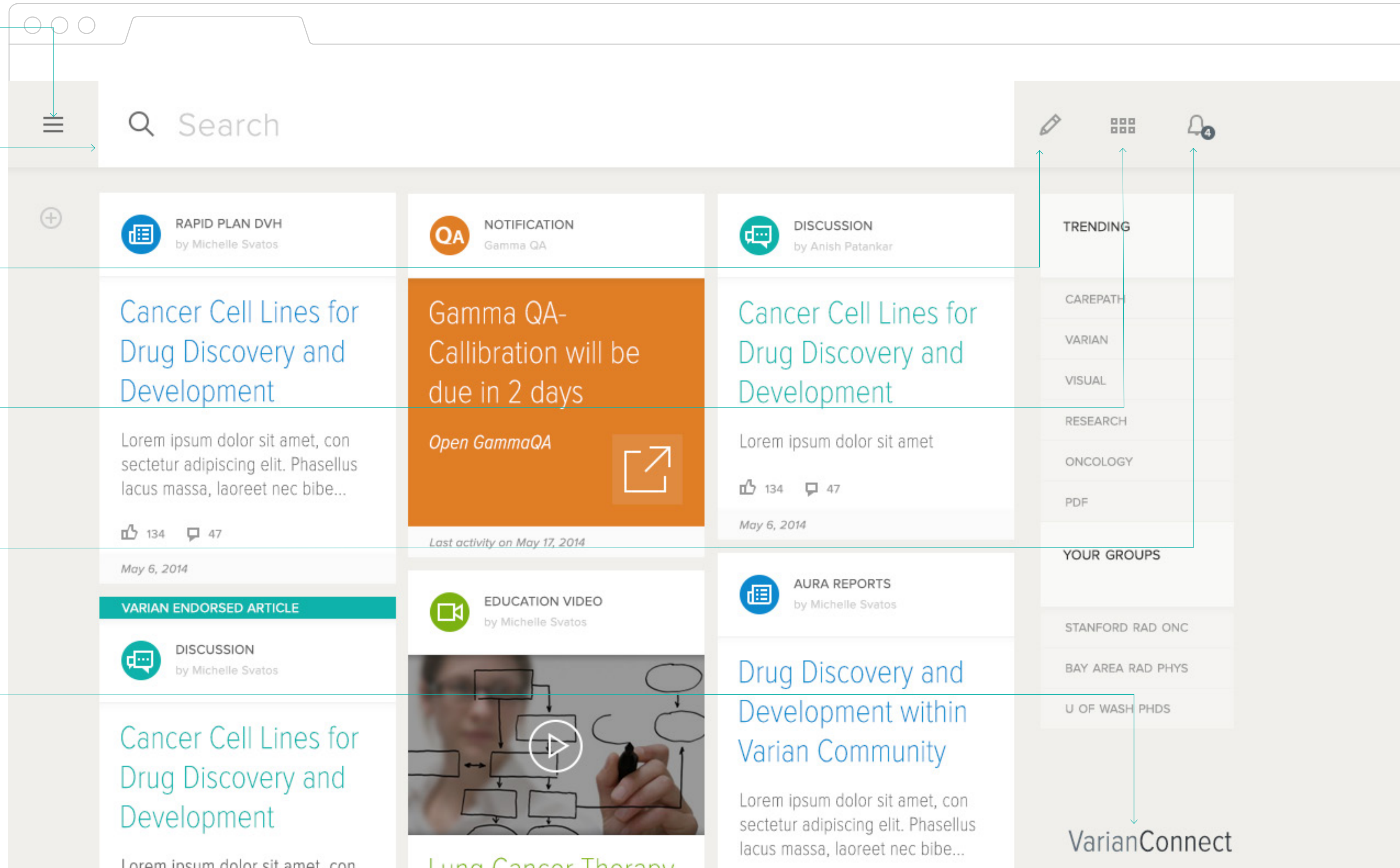
03 CREATE

04 APPS/ TOOLS

05 NOTIFICATIONS

06 PLATFORM LOGO

Placeholder for the platform name/ logo



BEHAVIORS

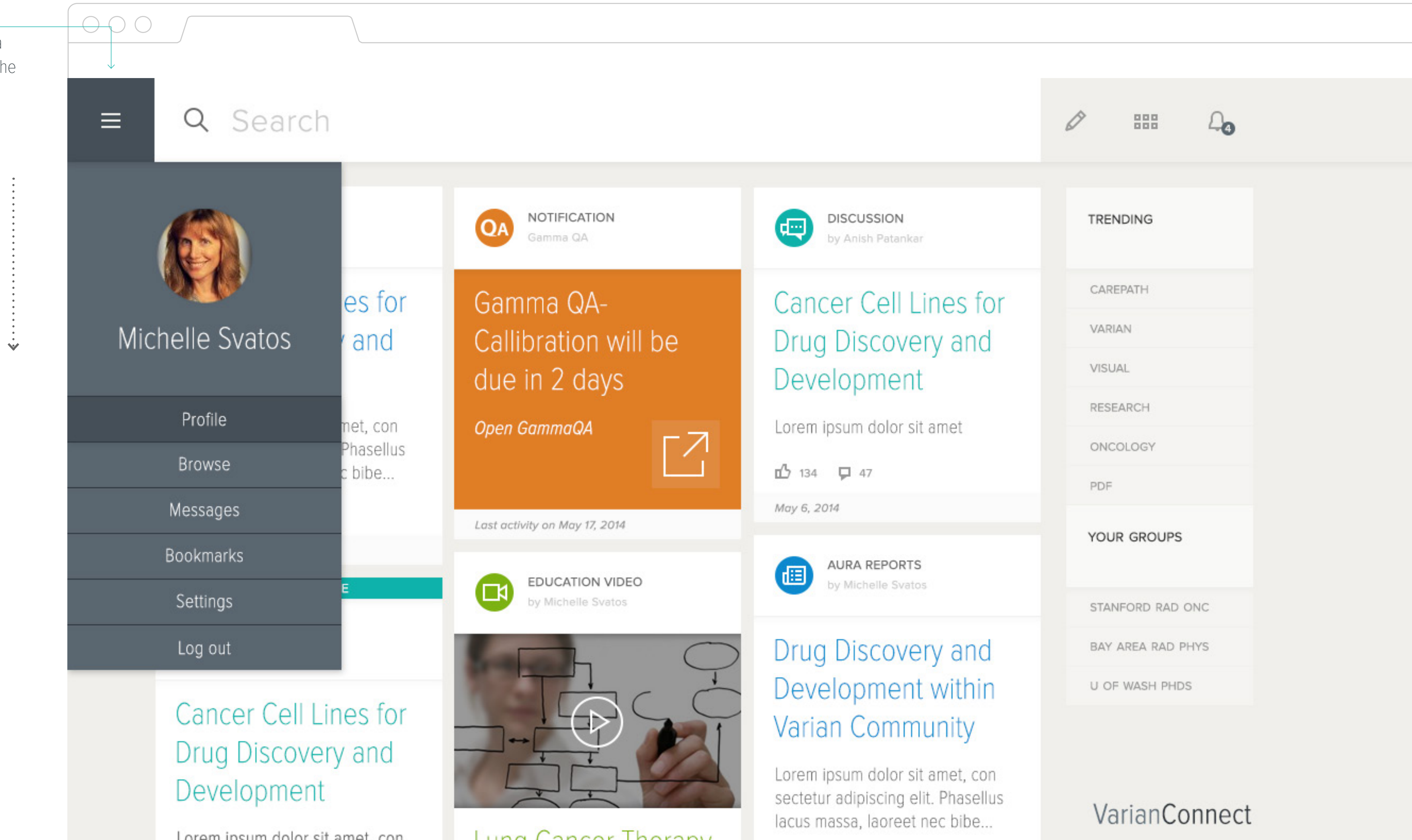
These global navigation buttons and functions would be accessible from anywhere on the platform.

MENU

011

01 MENU

Menu houses the personal content of a member along with their settings and the option to log out of the platform.



BEHAVIORS

Similar to the profile menu the apps menu grows out from the once clicked.

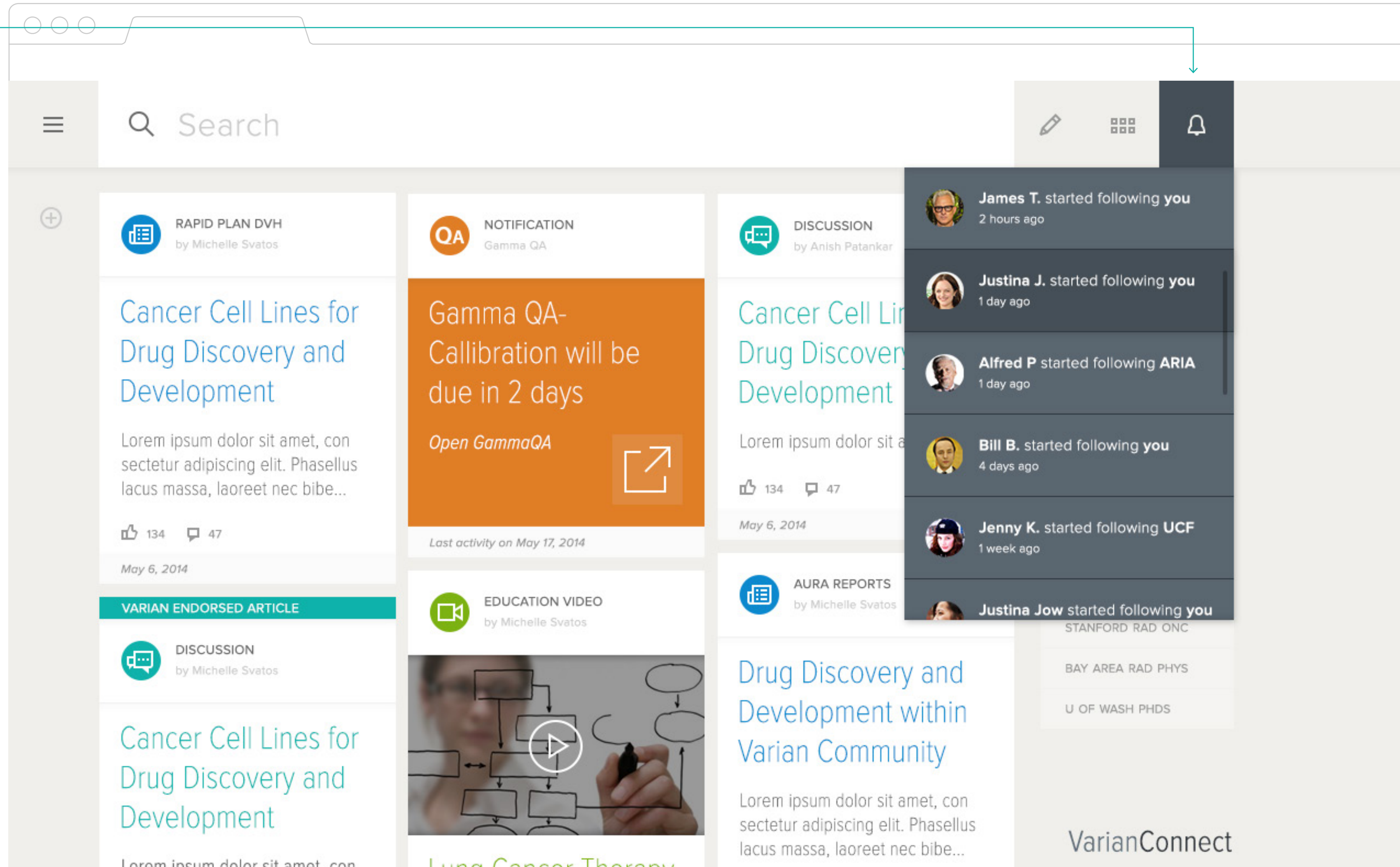
APPS

012

01 NOTIFICATION MENU

This menu contains updates on

- Activity around knowledge a user created or participated in.
- Activity in the groups a user might have joined.
- When other members start following the user's profile.
- When other members share content.
- Other system notifications like platform updates.



BEHAVIORS

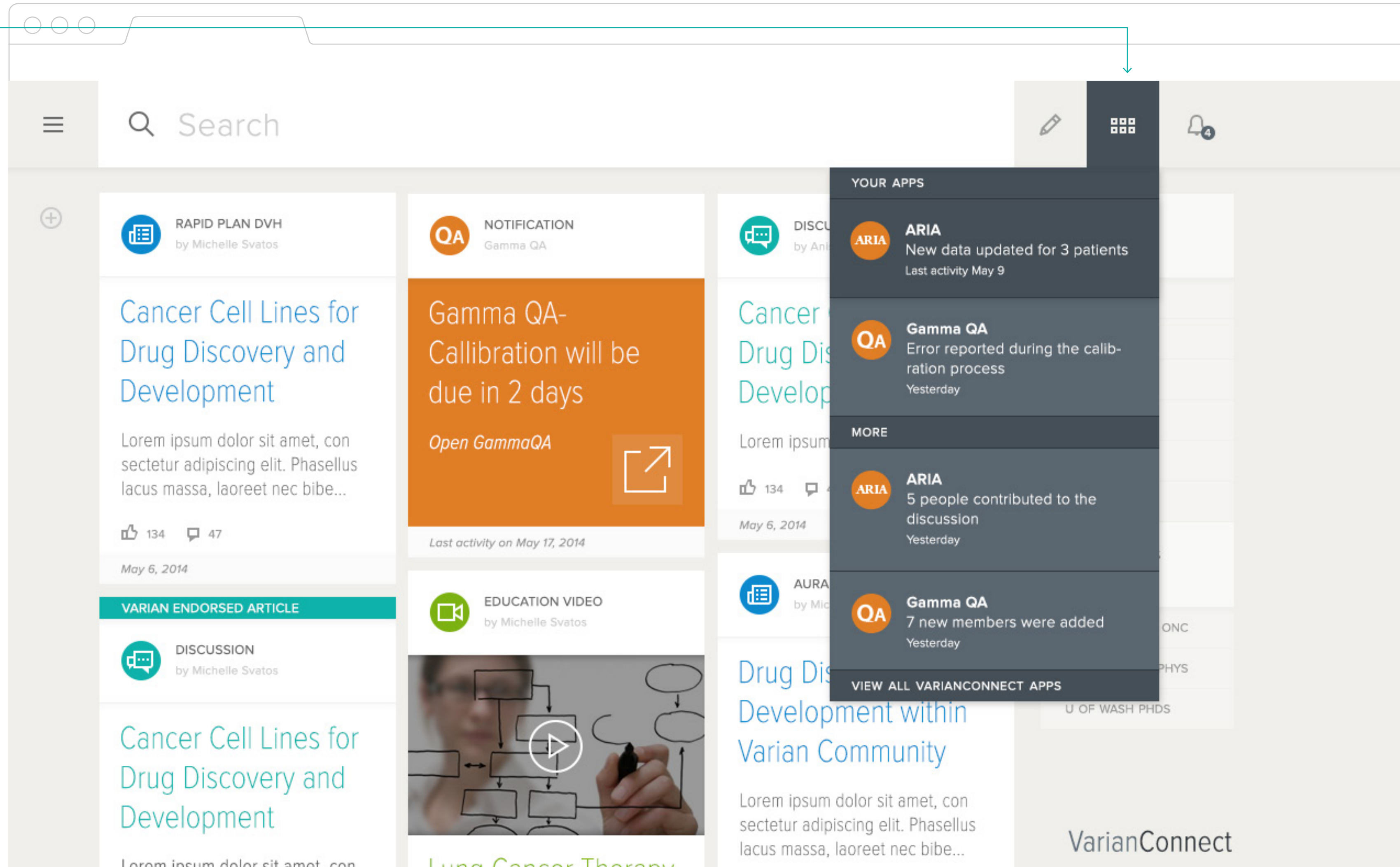
As the menu icon is clicked the menu grows out from the top.

NOTIFICATIONS

013

01 APPS/ TOOLS

Apps menu contains the latest notifications from the apps a user owns. It also contains notifications on any other updates to the larger apps section of the platform.



BEHAVIORS

The menu grows the same way as the other menus.

DISCOVER/BROWSE — LANDING

015

01 SUMMARY TILE

Any knowledge on this platform is displayed in the form of summary tiles. A summary tile could be an article, discussion, event or an app notification.

These tiles can be clicked to view their content in detail and read the discussions around them.

02 FILTER BUTTON

The displayed content could be sorted and organized in different ways to surface the most relevant content to the user.

03 TRENDING TERMS

A list of the most commonly searched, discussed or tagged terms on the platform.

'Your Groups' lists the trending terms within the groups a user has joined.

Clicking on these terms would re-populate the page with tiles containing that tag.

BEHAVIORS

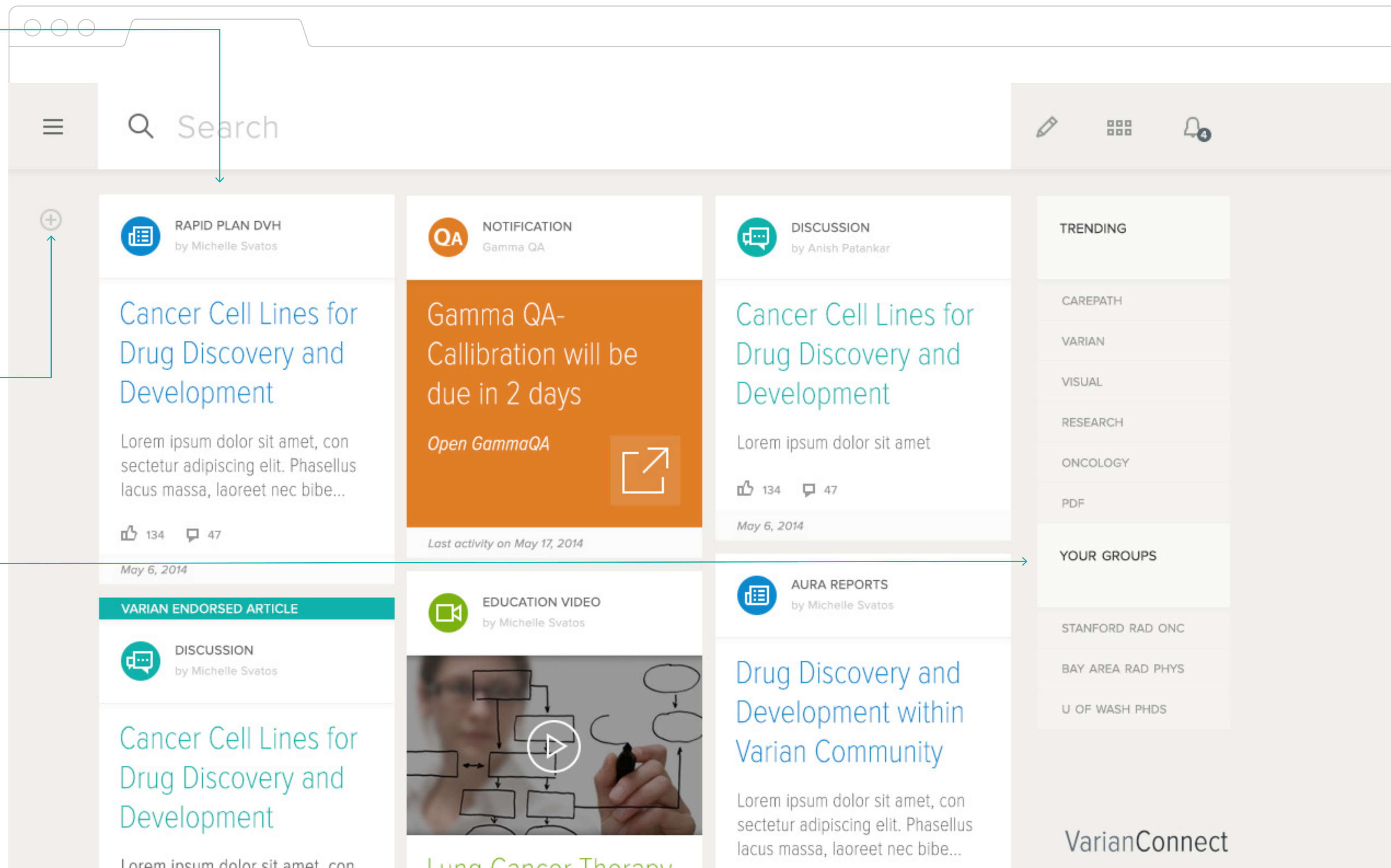
The content displayed on this page is curated based on its significance and relevance to the user.

Relevance and significance are determined by the past activities of the user and his network on the platform.

Any actionable content should take the highest priority in the display.

For e.g. Any notification from apps should take precedence over any community generated content.

The number of columns for the summary tiles is determined by the width of the page.



DISCOVER/ BROWSE — SUMMARY TILES

016

01 ICON
Specifies the content type

02 CONTENT DESCRIPTOR
Describes the specific file type for articles and content type for the others in addition to the icon.

03 AUTHOR

04 TITLE
Container always displays the full title of the content.

05 DESCRIPTION
Summary of the content. Maximum of four lines of description can be displayed in the tiles.

06 META DATA
Number of likes and comments are displayed to reflect the popularity and quality of the content.

07 DATE
Date of posting.

08 BOOKMARK
Members can bookmark content for referencing later by clicking on the bookmark icon that appears in the rollover state. Once bookmarked, the icon stays on the summary tile.

09 ROLLOVER STATE
On rollover, the summary tile is highlighted with it's content type colour.

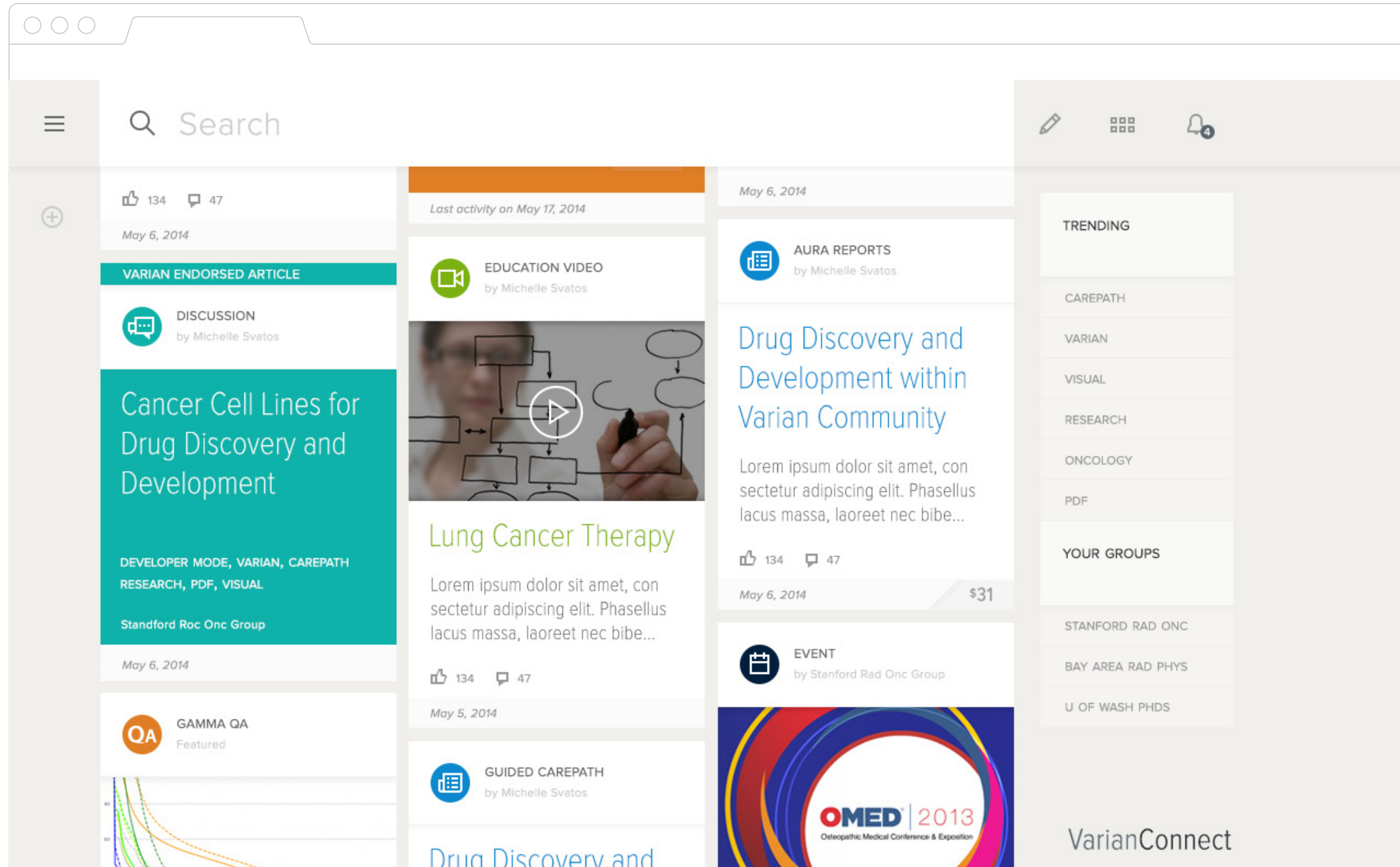
10 TAGS
In the rollover state the description is replaced by the tags associated with the content.

11 GROUPS
On rollover the content meta data is replaced by the group in which is the content has been posted (if at all).

12 PRICE
If there is a cost attached to the content it is displayed at the bottom of the tile.

DISCOVER/BROWSE — ROLLOVER

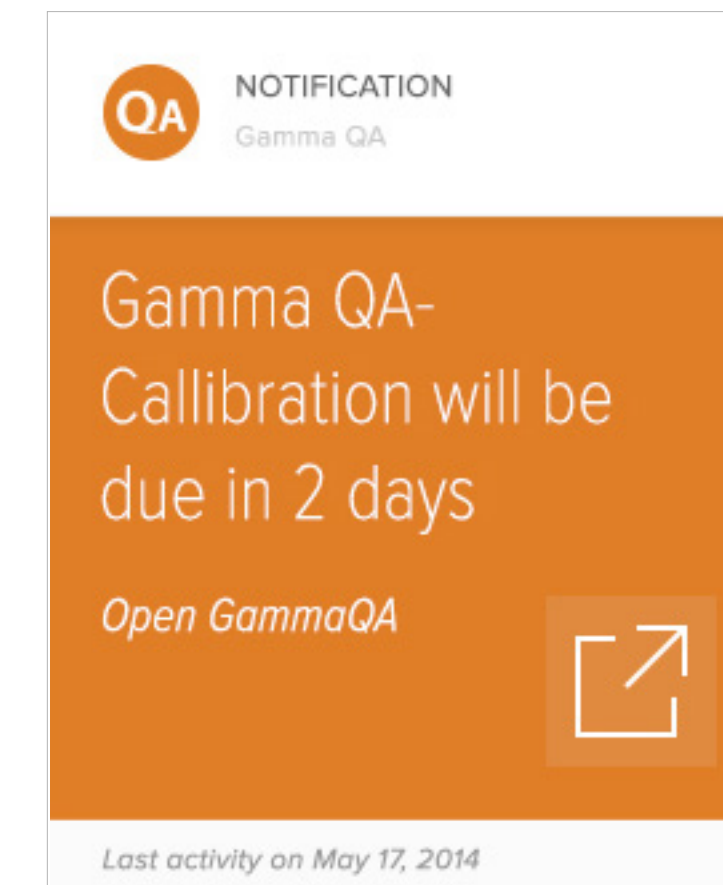
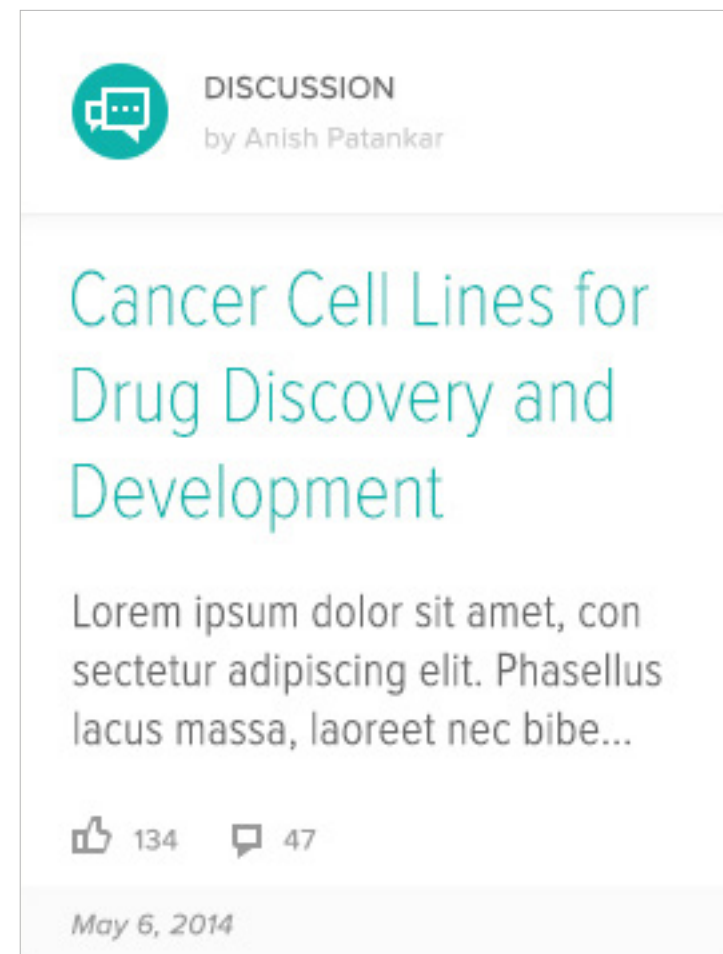
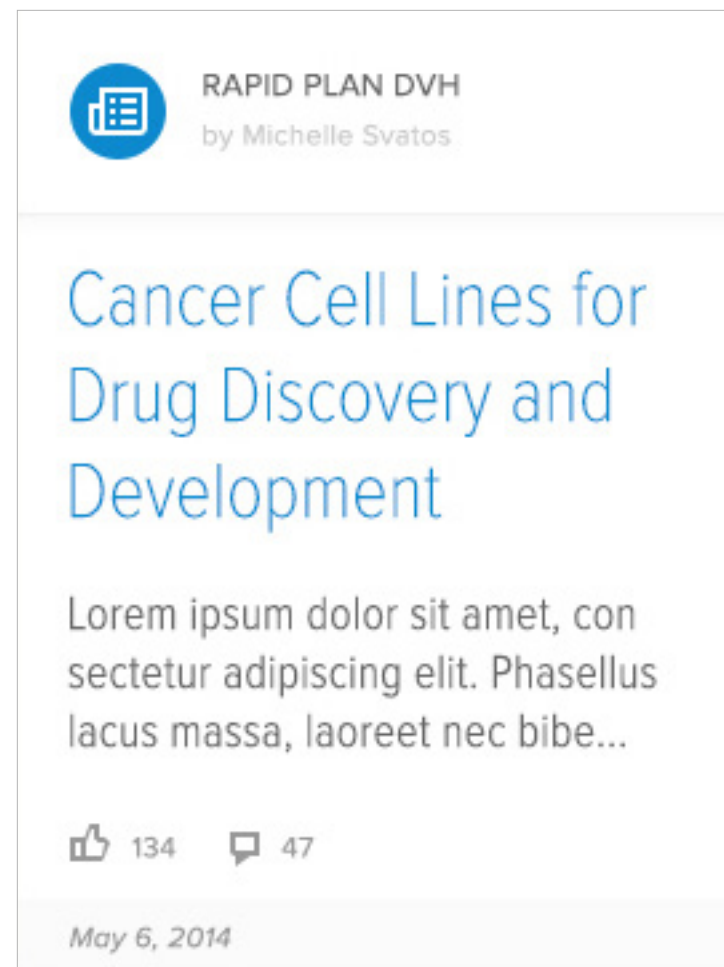
017



DISCOVER/BROWSE — TYPES OF SUMMARY TILES

018

01 ARTICLE TILE



04 APP (OWNED) TILE

Clicking the tile would take the member to the detail page of the notification while clicking on the icon at the bottom- right of the tile would launch the app itself.

02 DISCUSSION TILE

03 EVENT TILE

DISCOVER/BROWSE — TYPES OF SUMMARY TILES

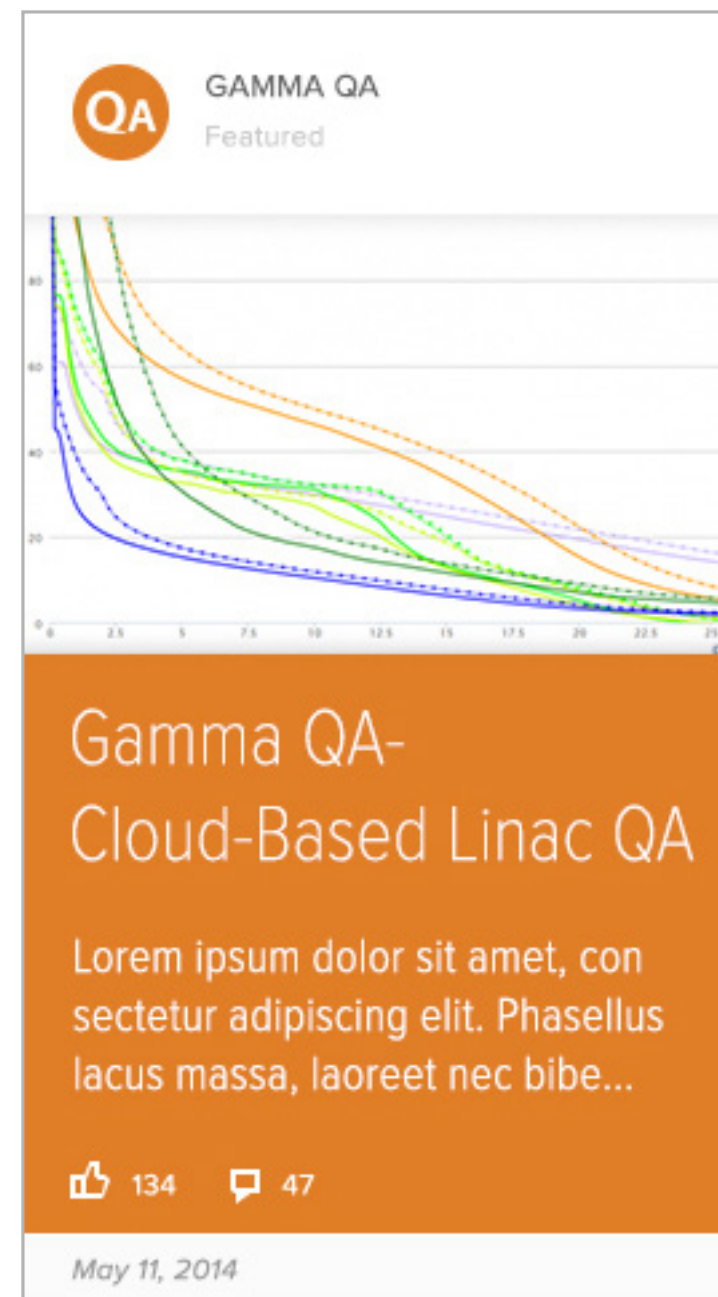
01 VARIAN ENDORSED

Knowledge that has been verified and backed by Varian would contain the 'Varian Endorsed' badge on the tile.



02 FEATURED

Content that Varian choses to surface on this platform would be marked 'featured' in place of the author name.

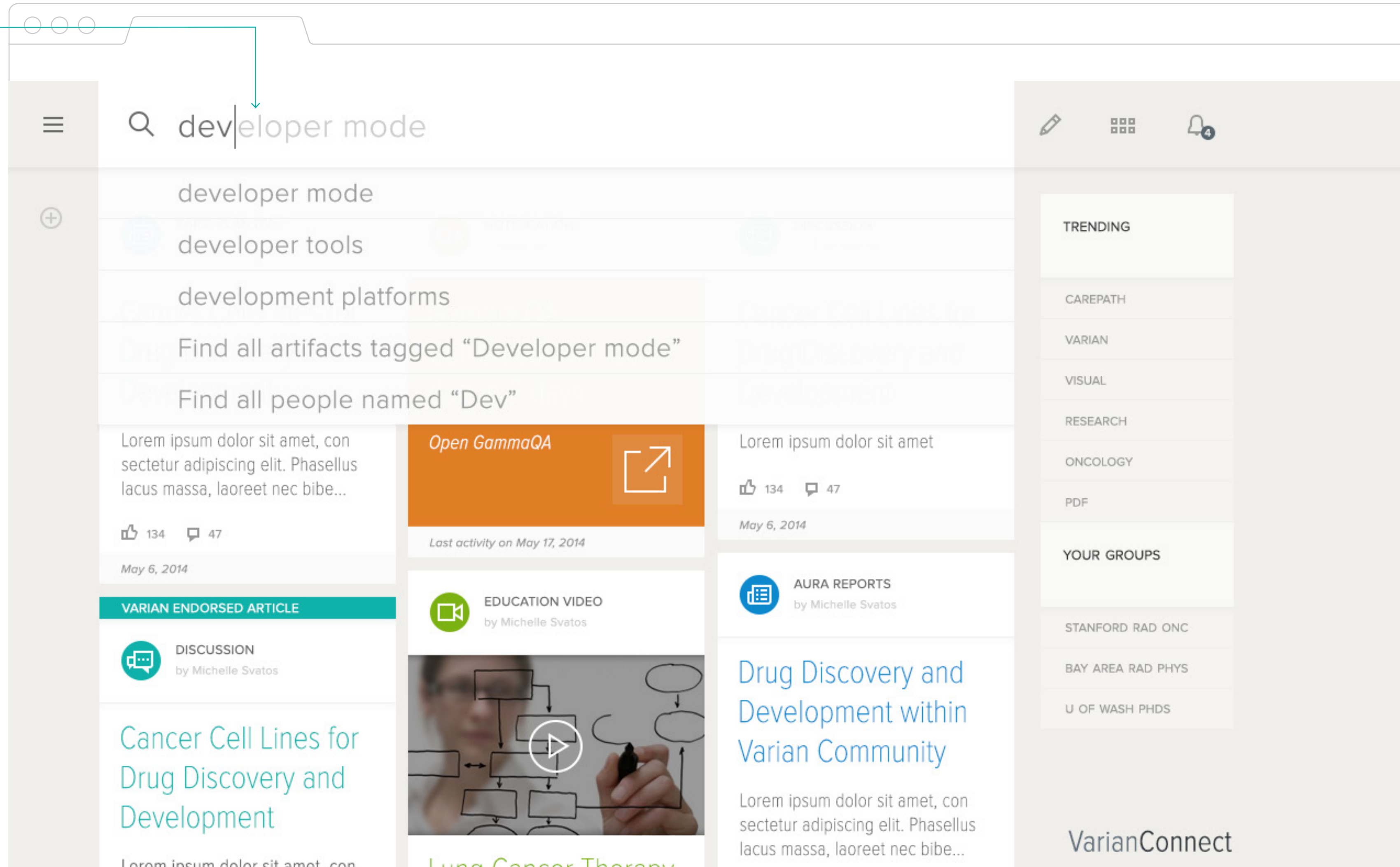


SEARCH — ACTIVE/ PREDICTIVE

021

01 ACTIVE SEARCH

Search function is predictive. As soon as a user starts typing, the closest term is auto filled in the entry field and the other suggested terms are listed below. The user also has the ability to search for that term within the knowledge tags or the members.



BEHAVIORS

The predictive terms are drawn out as an overlay over the summary tiles.

SEARCH — RESULTS

022

The screenshot displays a search interface with the following elements:

- Navigation Bar:** Includes a hamburger menu icon, a search bar containing the text "developer mode", and utility icons for edit, grid view, and notifications (4).
- Results Header:** A grey bar indicating "Showing 60 of 60 Results" with a plus icon on the left.
- Search Results Grid:**
 - Item 1:** "RAPID PLAN DVH" by Michelle Svatos. Title: "Developer Mode and- Cancer Cell Lines for Drug Discovery". Includes a thumbs up icon (134) and a comment icon (47). Date: "May 6, 2014".
 - Item 2:** "AURA REPORTS" by Michelle Svatos. Title: "Defining the Parameters of ARIA and Developer Mode". Includes a thumbs up icon (134) and a comment icon (47). Date: "May 6, 2014". Price tag: "\$31".
 - Item 3:** "EDUCATION VIDEO" by Michelle Svatos. Title: "Developer Mode 101". Includes a thumbs up icon (134) and a comment icon (47). Date: "May 5, 2014".
 - Item 4:** "NOTIFICATION" by Anish Patankar. Title: "Best Practices for Developer Mode Inside a Live Environment". Includes a thumbs up icon (134) and a comment icon (47). Date: "May 5, 2014".
 - Item 5:** "DISCUSSION" by Anish Patankar. Title: "Request for DevMode".
- Filter Sidebar (Right):**
 - FILTER BY:** Clear all
 - DEVELOPER MODE:** [X]
 - VARIAN:** [X]
 - CAREPATH:** [X]
 - RESEARCH
 - ONCOLOGY
 - PDF
 - JPG
 - XML
 - MULTI PLATFORM
 - MOV
 - VISUAL
- Footer:** The "VarianConnect" logo is positioned at the bottom right of the page.

DISCOVER/BROWSE — SORTS & VIEWS

023

01 FILTER BUTTON

Once clicked the filter button changes its state from expand '+' to minimize '-'.

02 CONTENT ORGANIZATION

The display of curated as well as searched content could be reorganised based on different parameters.

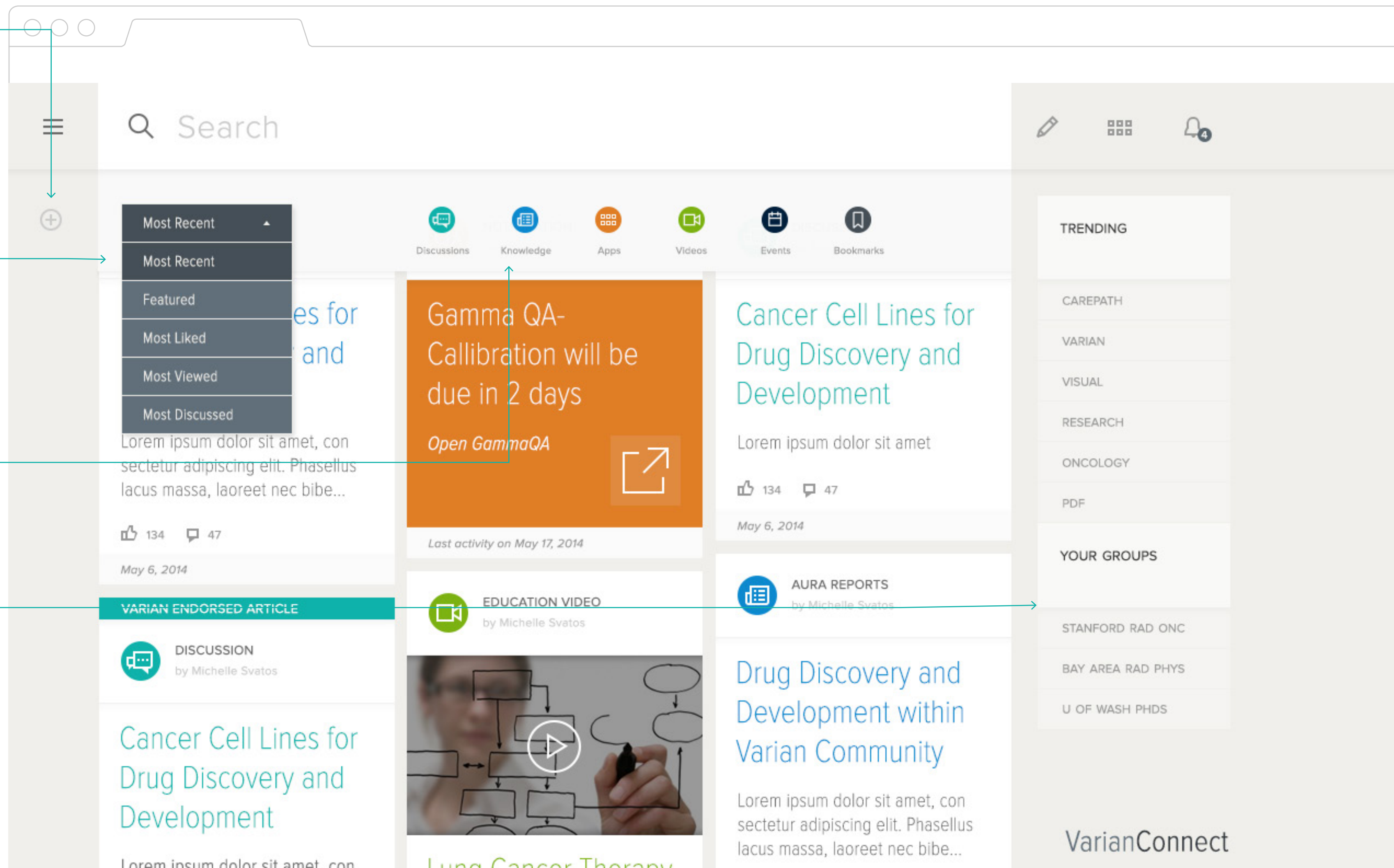
03 CONTENT TYPE

Members can toggle on and off the content type filters to further control what kind of knowledge is displayed.

04 ADVANCED FILTERS

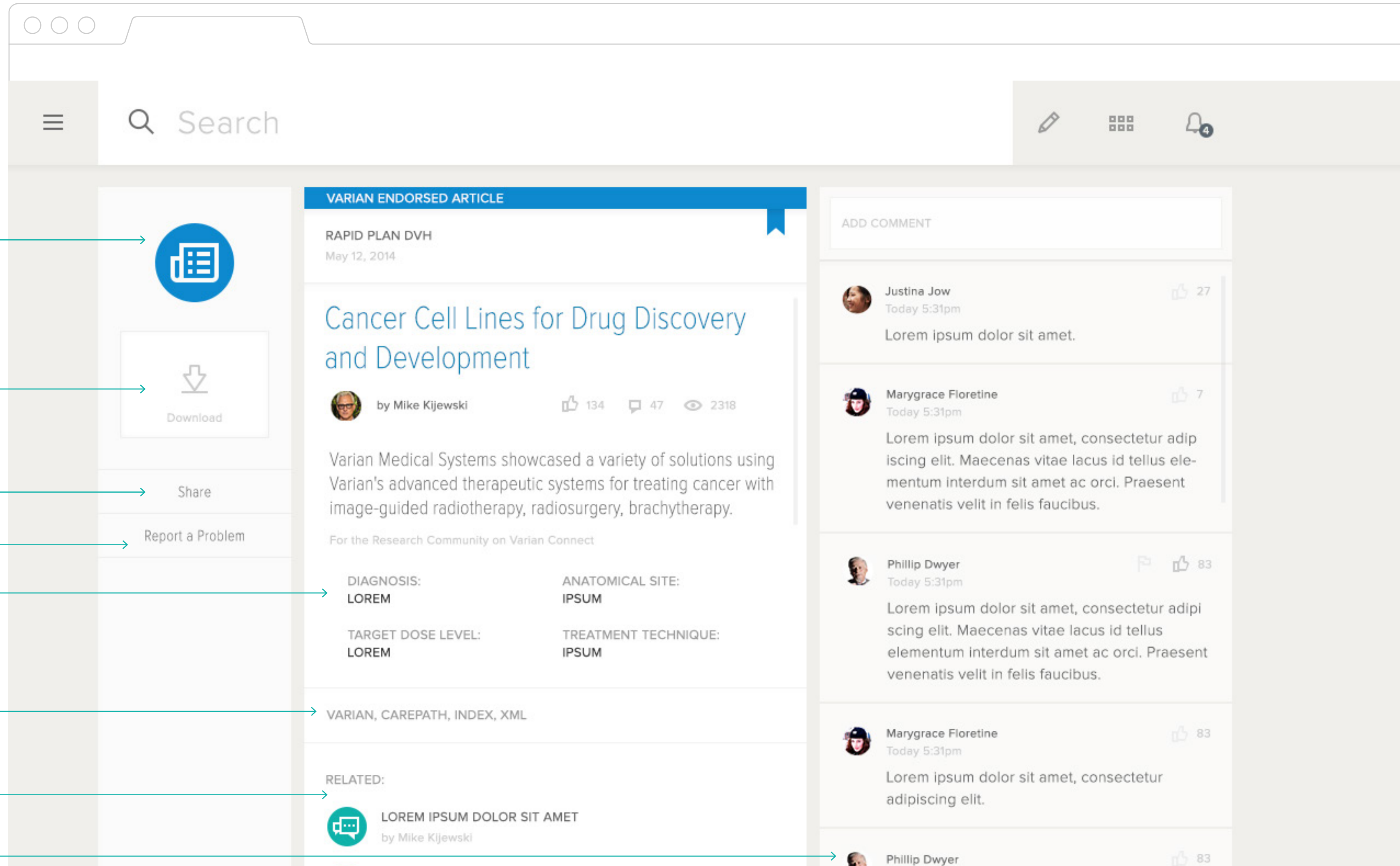
Based on the search results, a filter list is populated containing the tags of resulted content- this helps in further refining the search.

User can toggle on and off multiple terms from this list to fine tune the search results.



DETAIL VIEWS — KNOWLEDGE ARTIFACT

025



01 CONTENT TYPE ICON

02 DOWNLOAD BUTTON

03 SHARE BUTTON

04 FLAGGING BUTTON

05 ARTICLE META DATA

The mandatory meta data required for permissable file types.

05 TAGS

05 RELATED KNOWLEDGE

06 COMMENTS

BEHAVIORS

Once a summary tile is clicked the page transitions to a detailed view of the content.

A user has the ability to comment and like the article or any of the previous comments

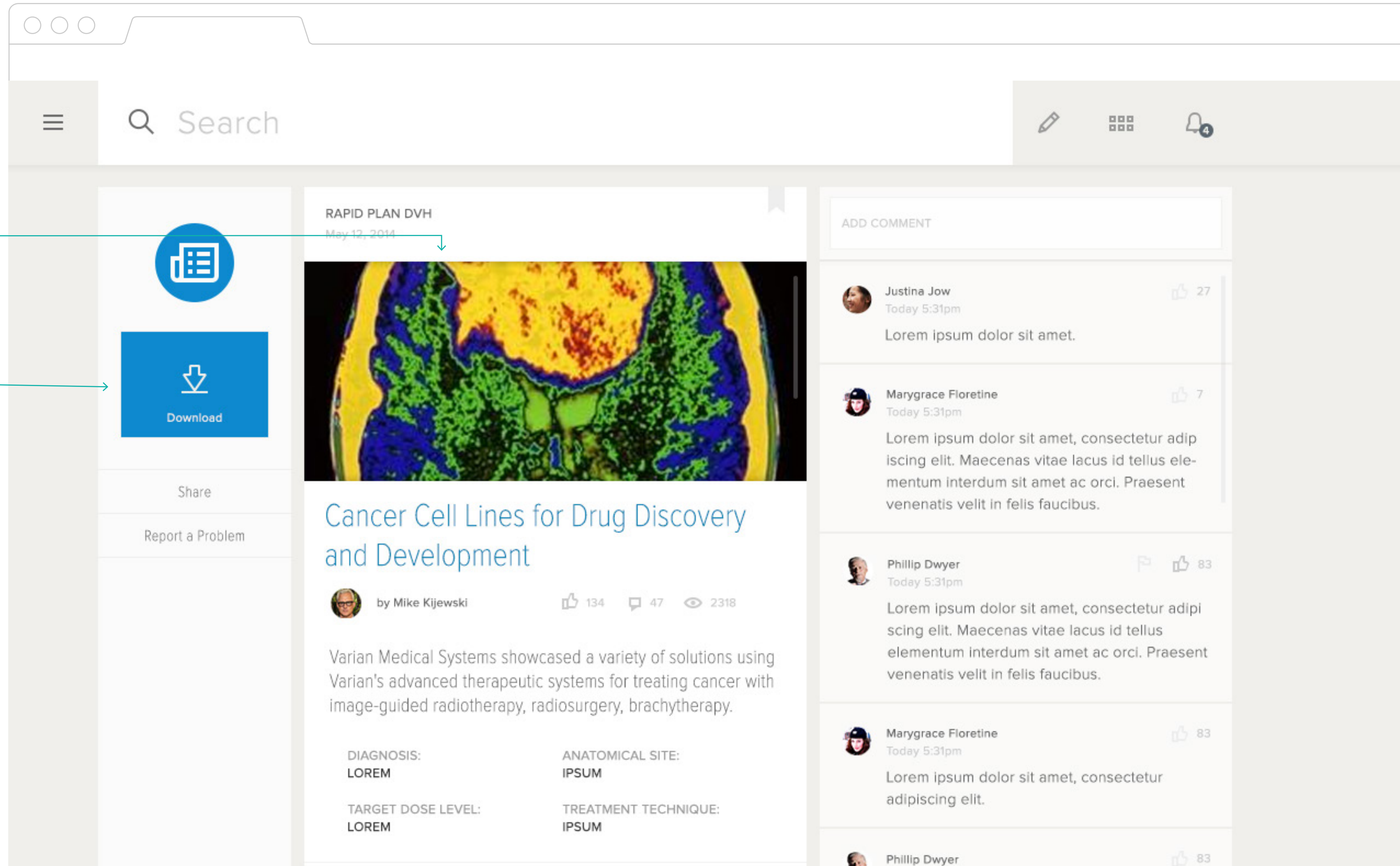
DETAIL VIEWS — KNOWLEDGE ARTIFACT

01 ARTICLE PREVIEW

A preview of the uploaded article is displayed if its available.

02 DOWNLOAD BUTTON

Rollover state of the download button



DETAIL VIEWS — DISCUSSION

027

The screenshot displays a web browser window with a navigation bar at the top. On the left, there is a sidebar with a search icon and the text 'Search'. The main content area is divided into three vertical sections. The leftmost section contains a teal speech bubble icon, a 'Share' button, and a 'Report a Problem' button. The middle section features a discussion post titled '“Cancer Cell Lines for Drug Discovery and Development”' by Mike Kijewski, dated May 15, 2014. The post includes a paragraph of text and a list of related items. The rightmost section is a comment thread with an 'ADD COMMENT' input field at the top, followed by four comments from users Justina Jow, Marygrace Floretine, Phillip Dwyer, and another Marygrace Floretine. Each comment shows a profile picture, name, timestamp, and a thumbs-up icon with a count.



☰ Search



Share

Report a Problem

DISCUSSION

May 15, 2014

“Cancer Cell Lines for Drug Discovery and Development”

by Mike Kijewski 👍 249 💬 142 👁️ 876

Varian Medical Systems showcased a variety of solutions using Varian's advanced therapeutic systems for treating cancer with image-guided radiotherapy, radiosurgery, brachytherapy, protons at the 54th annual meeting of the American Society for Radiation Oncology (ASTRO).

VARIAN, CAREPATH, INDEX, XML

RELATED:

- LOREM IPSUM DOLOR SIT AMET
by Mike Kijewski
- LOREM IPSUM DOLOR SIT AMET
by Mike Kijewski

ADD COMMENT

Justina Jow 👍 27
Today 5:31pm
Lorem ipsum dolor sit amet.

Marygrace Floretine 👍 7
Today 5:31pm
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vitae lacus id tellus elementum interdum sit amet ac orci. Praesent venenatis velit in felis faucibus.

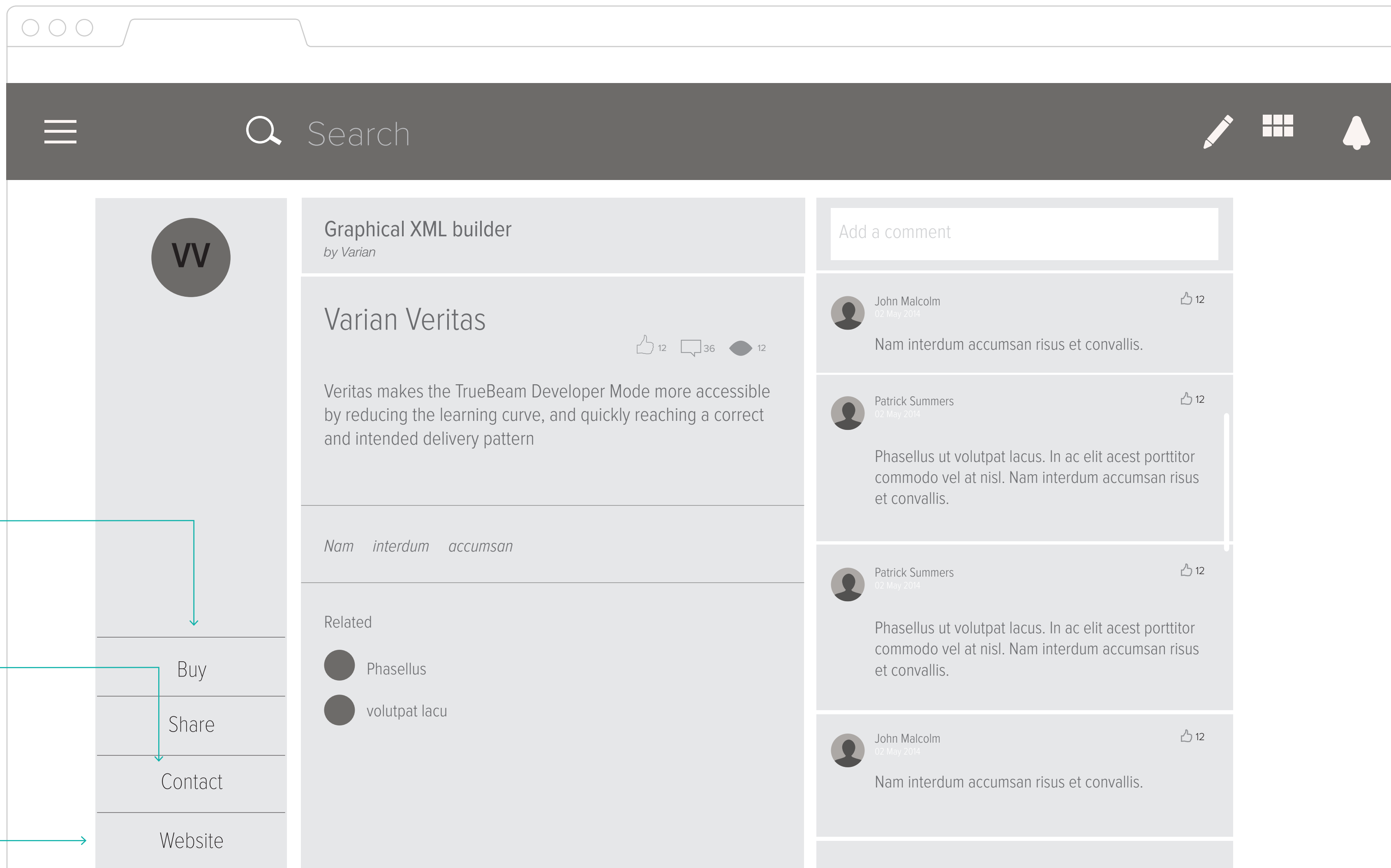
Phillip Dwyer 👍 83
Today 5:31pm
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vitae lacus id tellus elementum interdum sit amet ac orci. Praesent venenatis velit in felis faucibus.

Marygrace Floretine 👍 83
Today 5:31pm
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Phillip Dwyer 👍 83

DETAIL VIEWS — APP DETAIL

028



01 BUY BUTTON

Clicking on the buy button would initiate the purchase flow or re-direct the user to the concerned website.

02 CONTACT

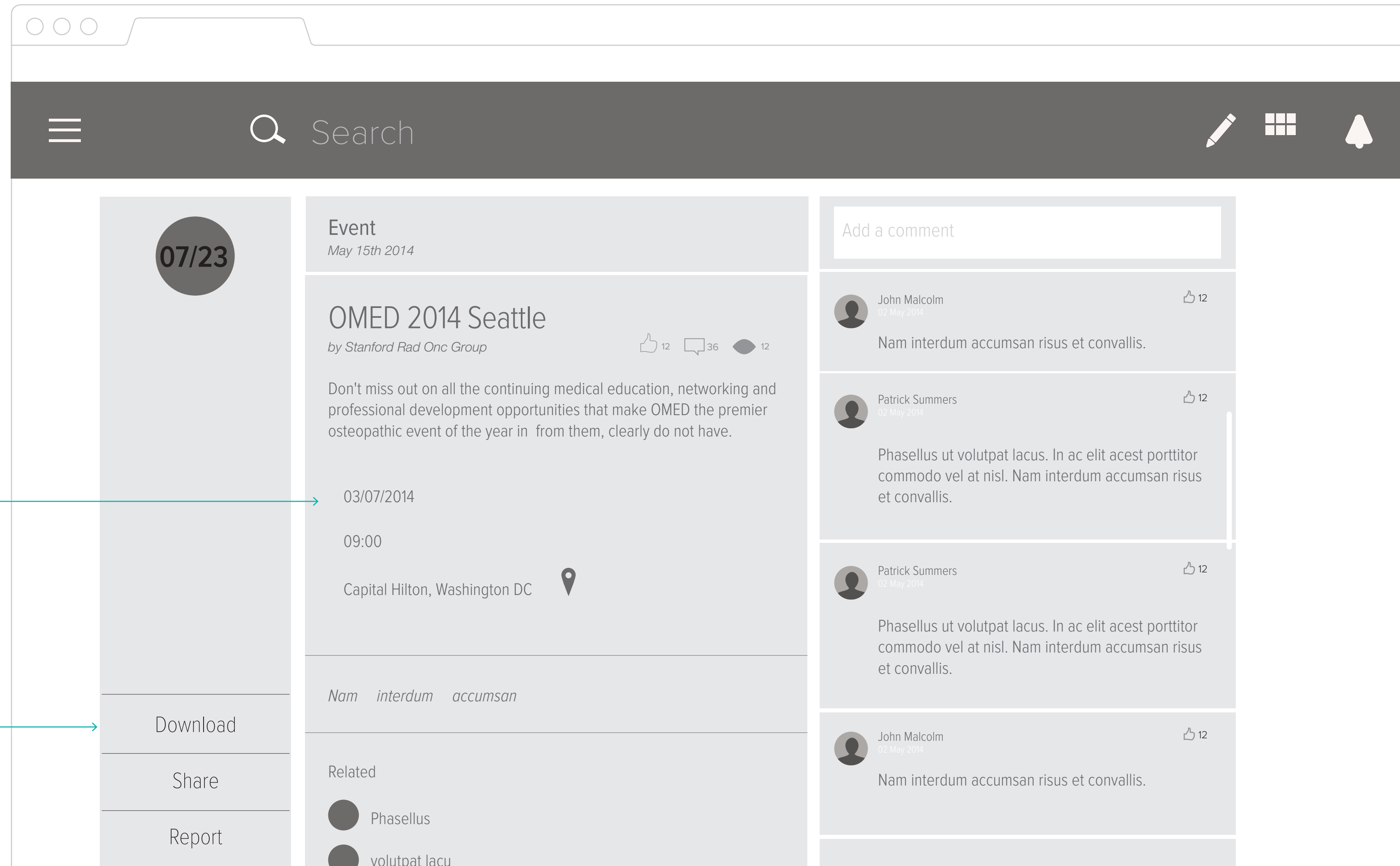
Clicking on the button would take the user to his message creation page addressed to the concerned person/ organization.

03 WEBSITE LINK

Opens a new tab with the app website.

DETAIL VIEWS — EVENT DETAIL

029



01 EVENT DETAILS

Date, time, venue for the event.

02 DOWNLOAD EVENT

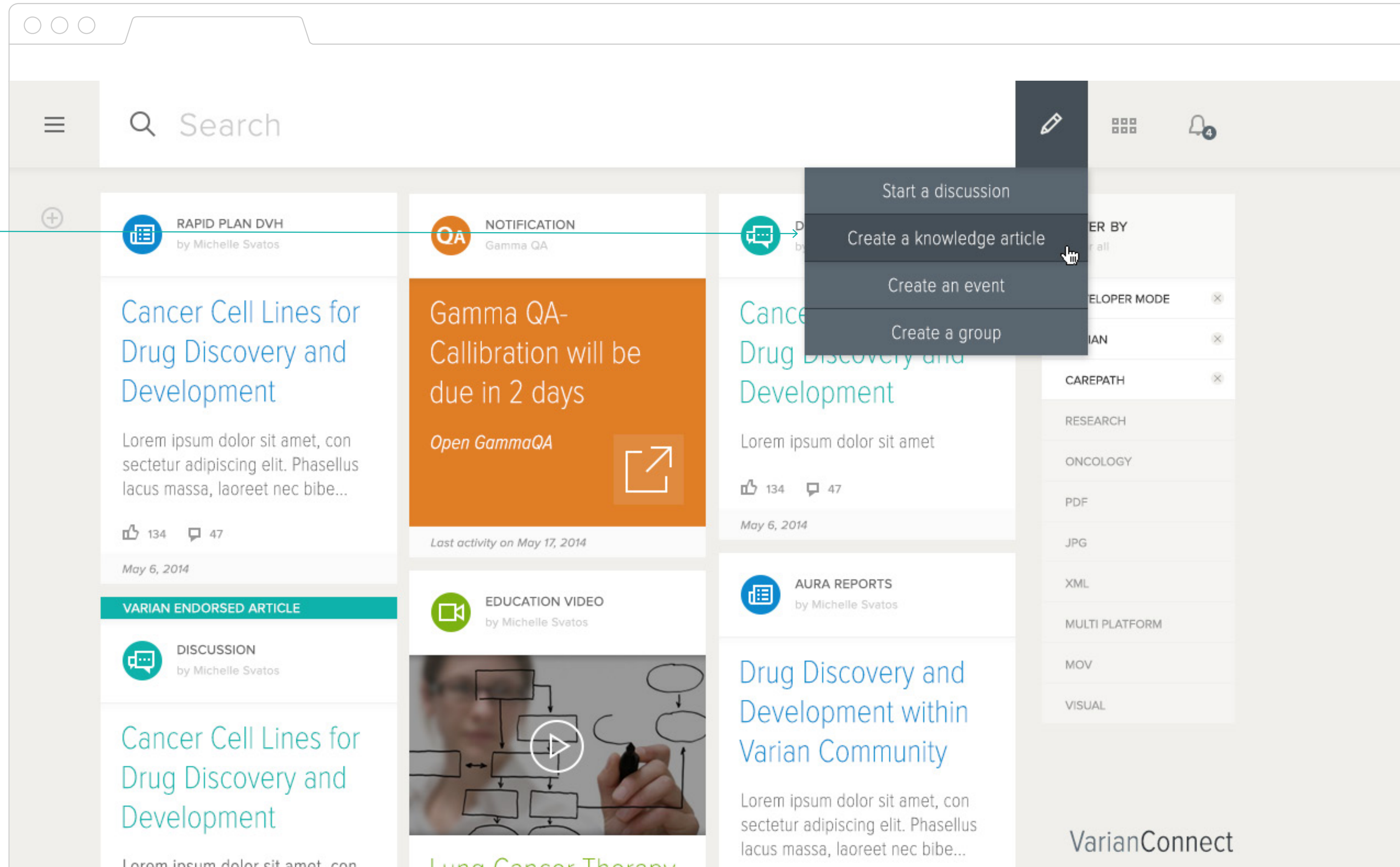
Users could download the event on their calendars

CREATE — ARTICLE

031

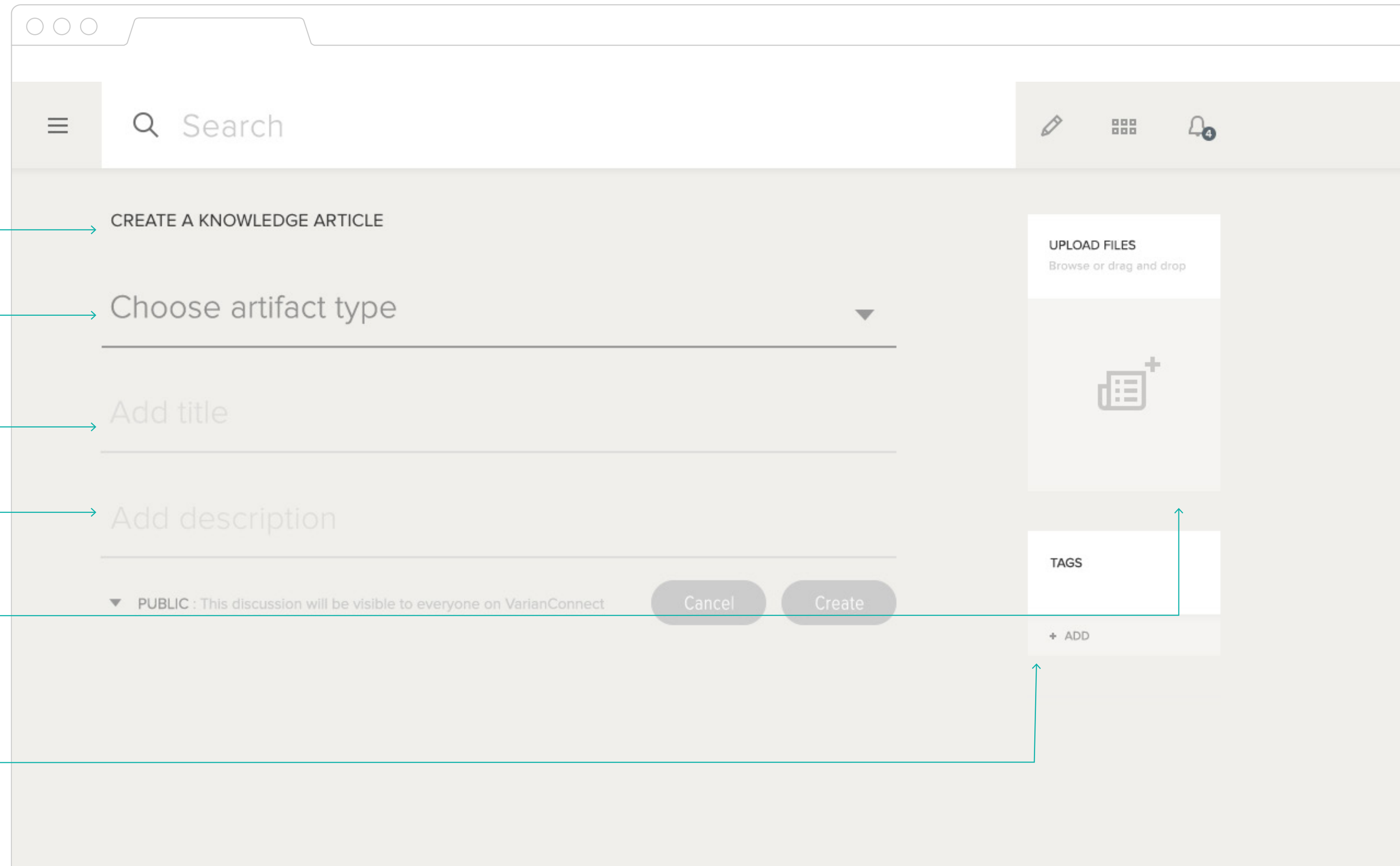
01 CREATE MENU

Create menu is a single access point to initiate creation of a discussion, article, event or a group.



CREATE — ARTICLE

032



01 CREATION TYPE HEADER

CREATE A KNOWLEDGE ARTICLE

02 ARTICLE TYPE SELECTOR

Choose artifact type

03 TITLE FIELD

Add title

04 DESCRIPTION FIELD

Add description

05 UPLOAD BUTTON

▼ PUBLIC : This discussion will be visible to everyone on VarianConnect

Cancel

Create

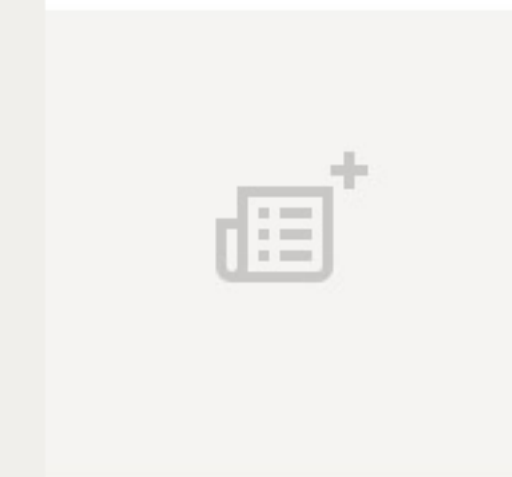
Users can drag and drop the file in this area to upload the file.

06 TAGS FIELD

Users can type and add tags at any time during the creation flow.



UPLOAD FILES
Browse or drag and drop



TAGS
+ ADD

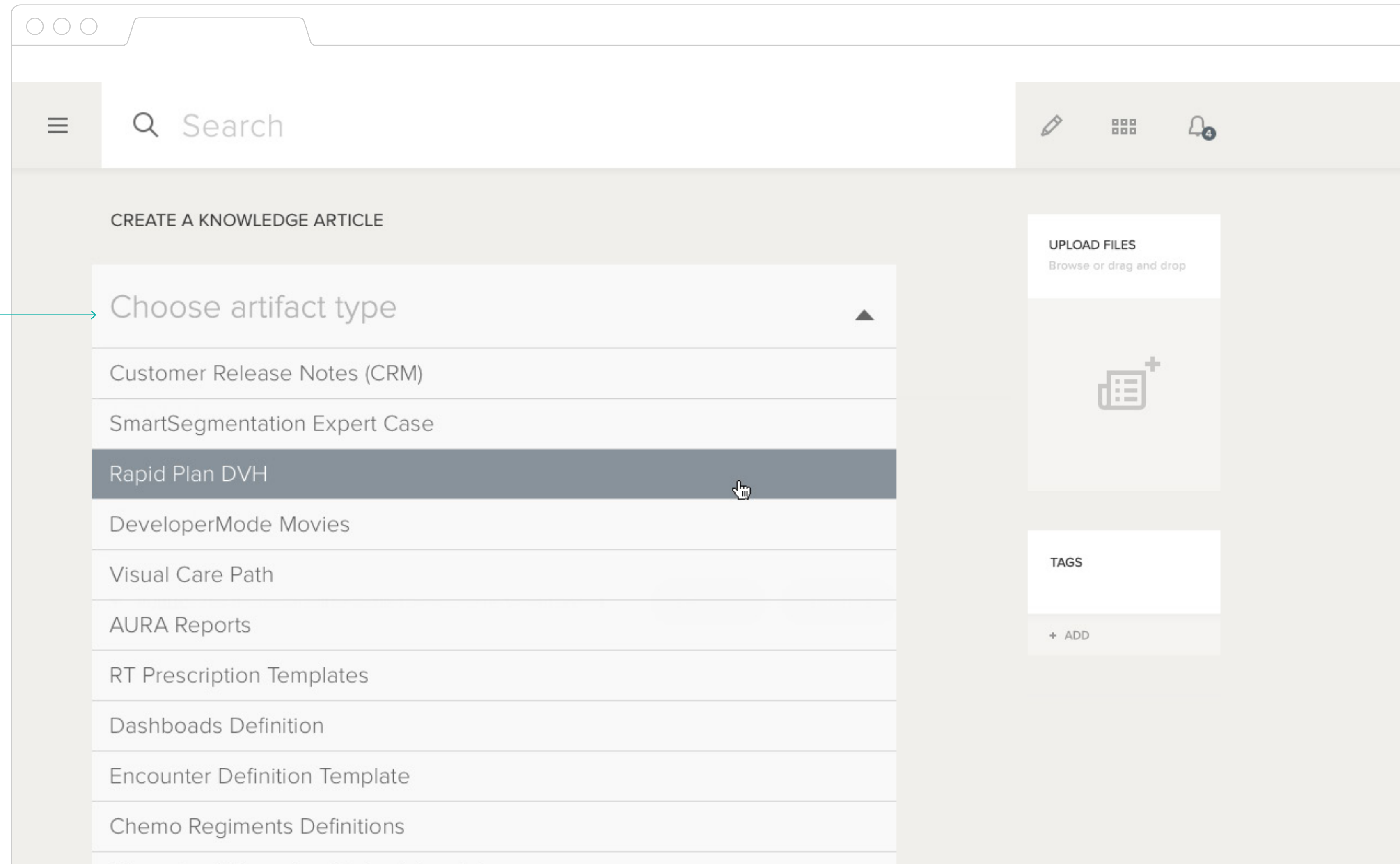
BEHAVIORS

Creation page contains smart and responsive fields. Fields and the page expand in response to the amount of content. Contextual fields are added depending on the article type chosen from the dropdown.

CREATE — ARTICLE

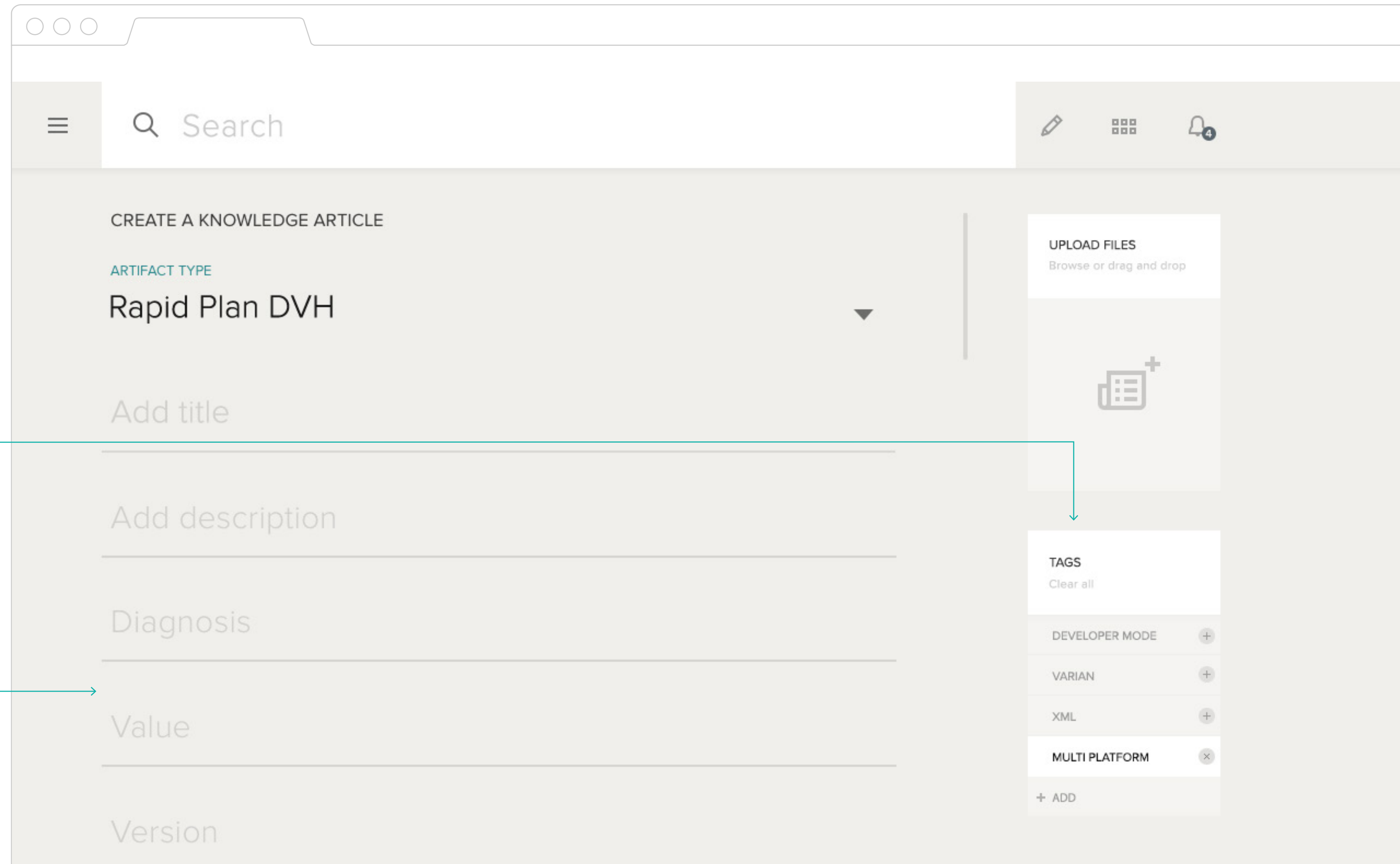
033

01 ARTICLE TYPES DROPDOWN



CREATE — ARTICLE

034



01 TAGS

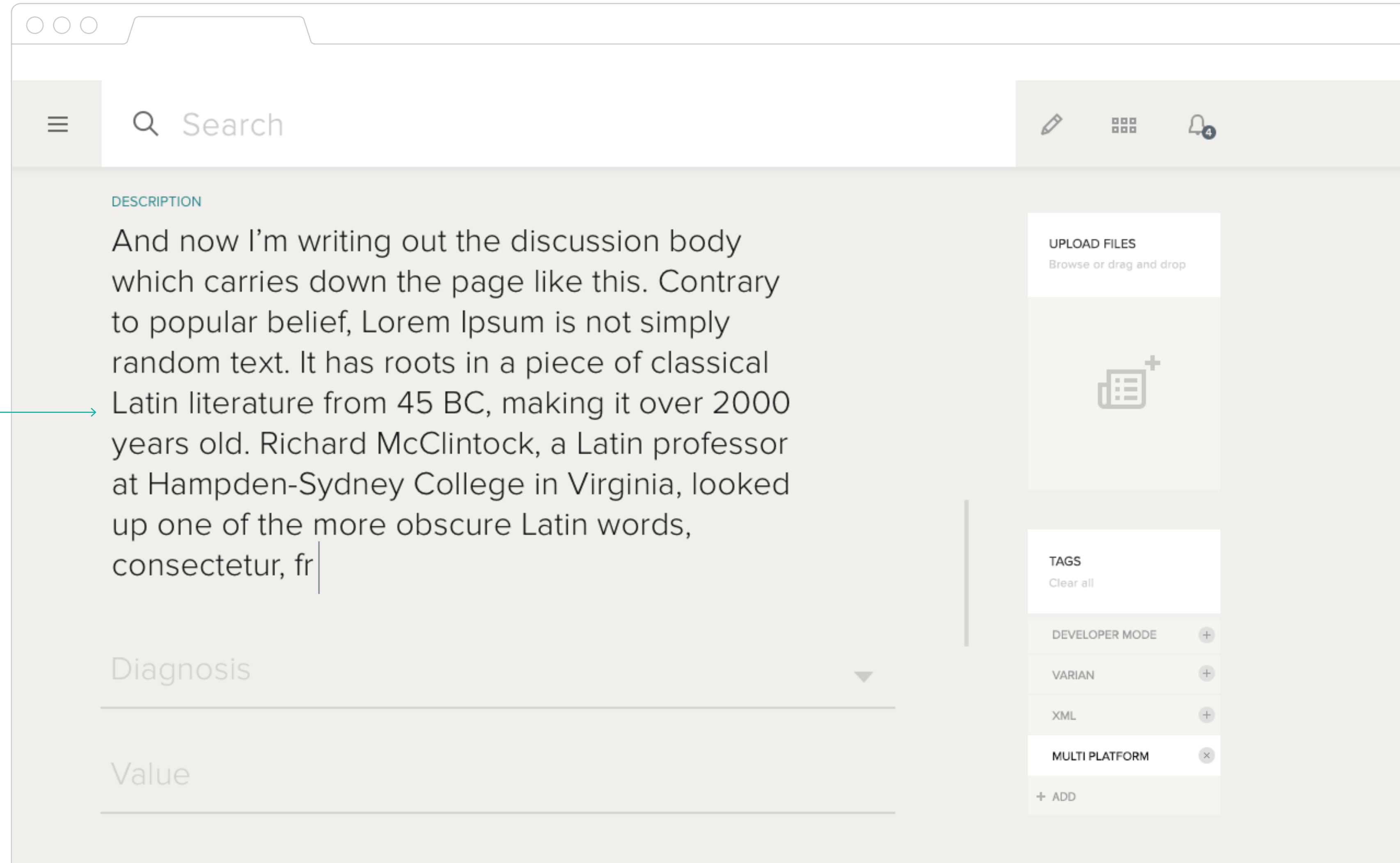
Based on the article type selected, content typed in the title and description and the file uploaded, tags are auto suggested. Users can click on the tags to accept them as well as add their own custom tags. The container of the tags turns white as they are selected.

01 FILE META DATA

Contextual meta data fields are added to the creation page once the article type is selected. The final 'Create' button remains inactive till all these mandatory fields are filled in.

CREATE — ARTICLE

035



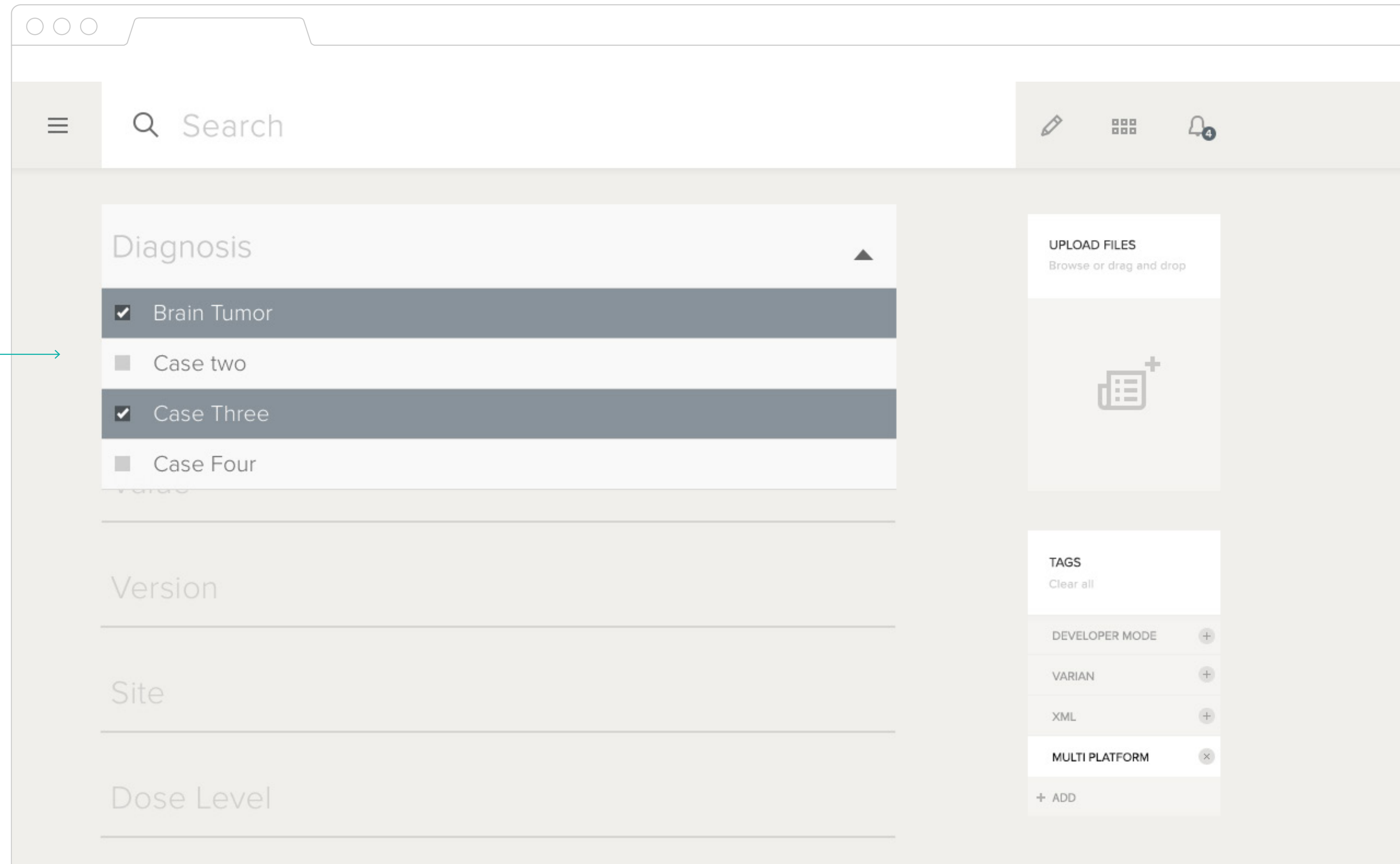
01 RESPONSIVE FIELDS

Size of the page and entry fields adjusts to accommodate the text.

CREATE — ARTICLE

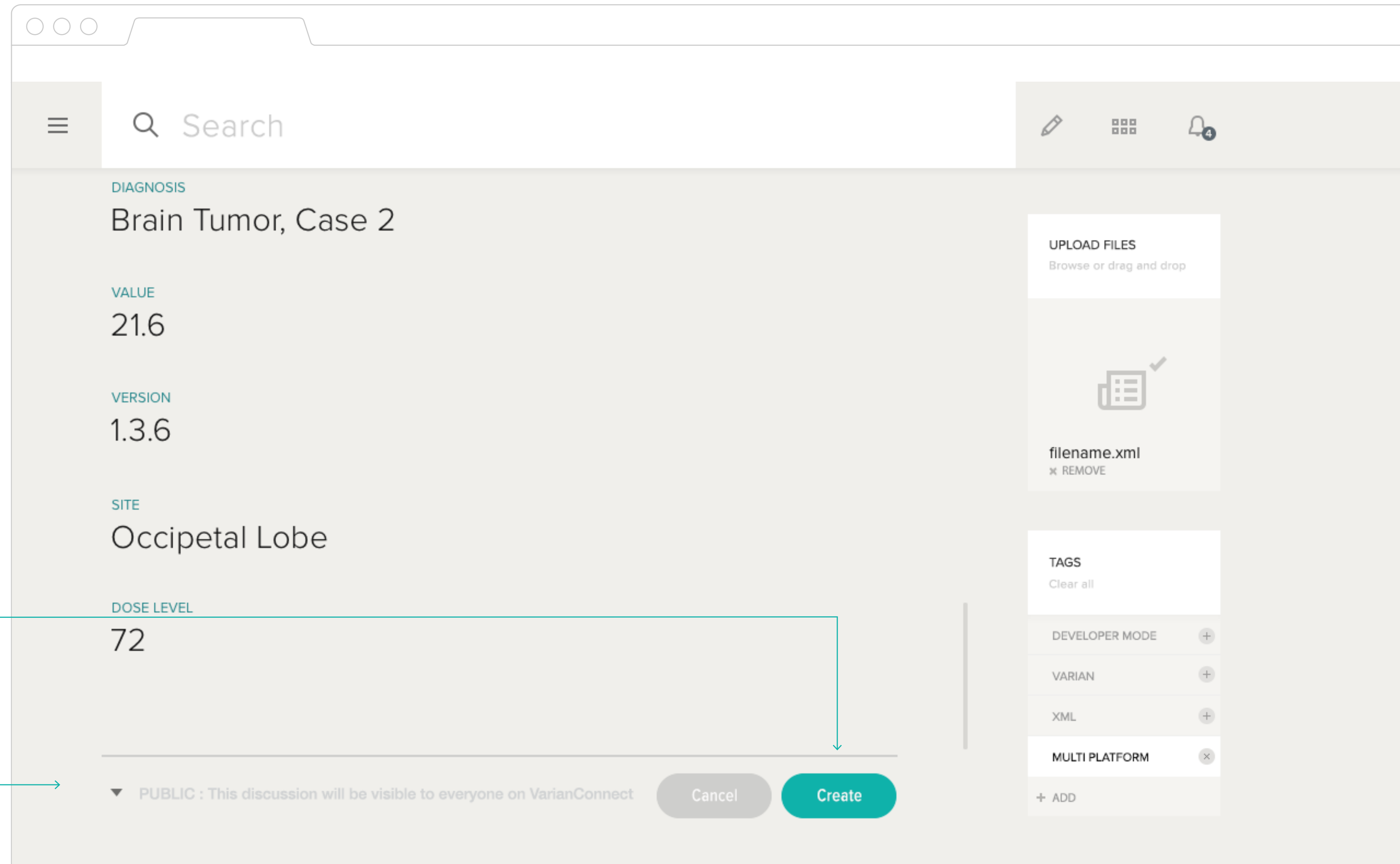
036

01 MULTI-SELECT DROPDOWN



CREATE — ARTICLE

037



01 CREATE BUTTON

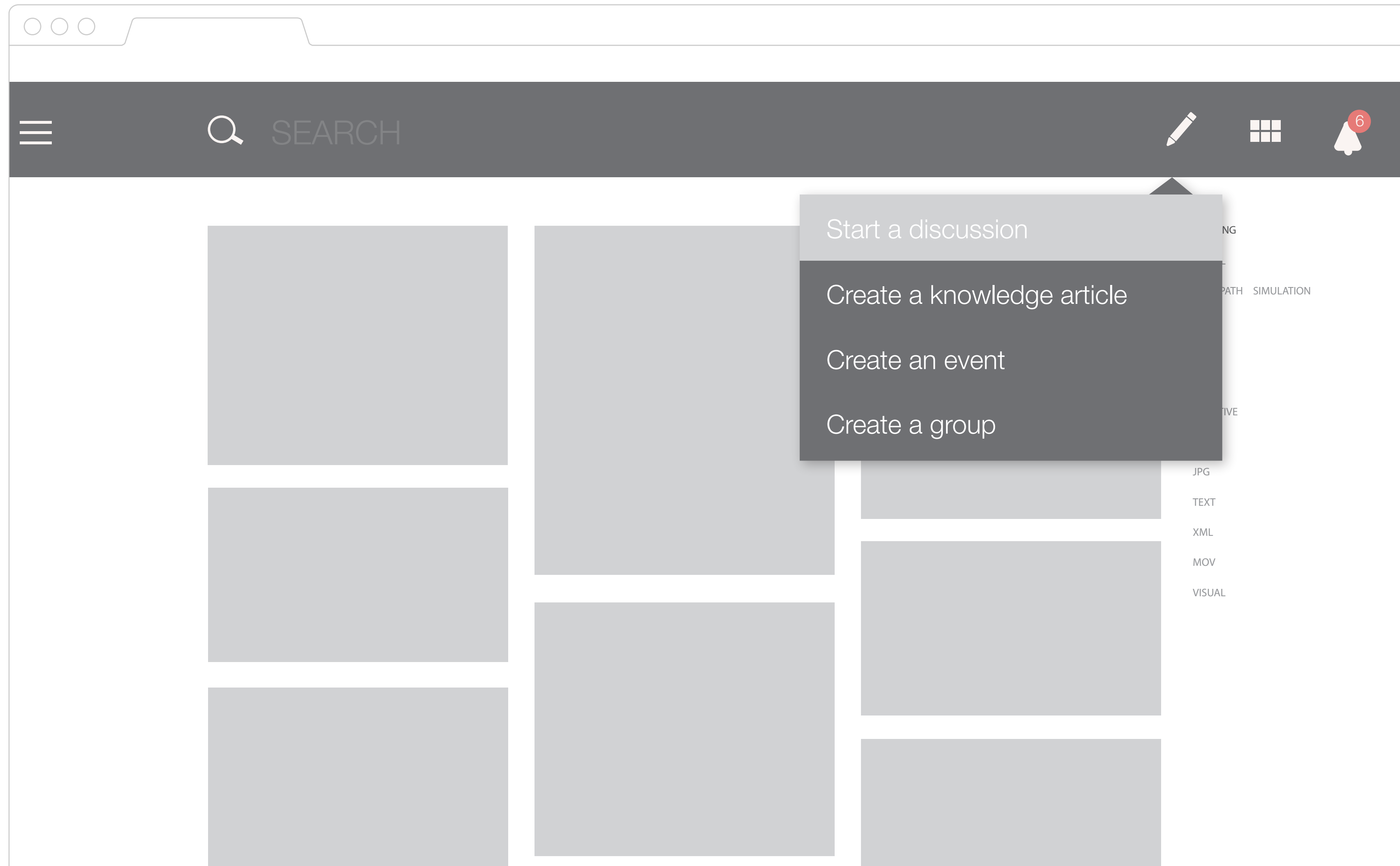
Once all the required fields are filled the create button turns active.

02 VISIBILITY SETTINGS

It is defaulted to public for the creation of articles but can be changed at will with the right permissions.

CREATE — DISCUSSION

038



CREATE — DISCUSSION

039

Start a discussion

Title

Description

Tags

PUBLIC : This discussion will be visible to everyone on VarianConnect

CANCEL CREATE

CREATE — DISCUSSION

040

01 VISIBILITY SETTINGS

Users can chose to post a discussion to public or within a specific group. Type field for entering the name of the group is active and predictive similar to the search field.

CREATE — DISCUSSION

041

The screenshot shows a web browser window with a dark grey navigation bar. On the left is a hamburger menu icon. In the center is a search bar with a magnifying glass icon and the text 'SEARCH'. On the right are icons for a pencil, a grid, and a notification bell with a red '6' badge. Below the navigation bar, the main content area has a heading 'Start a discussion' and a large title 'Cancer Cell Lines for Drug Discovery'. A paragraph of text follows: 'Despite the millions of dollars spent on target validation and drug optimization in preclinical models, most therapies still fail in phase III clinical trials. Current opinion suggests that this is because the cell lines and xenografts that are commonly used are inadequate models that do not effectively mimic and predict human responses.' To the right of the text is a 'Tags' section with a list of tags: 'VISUAL X', 'CARE PATH X', 'LUNG X', 'HEAD X', 'NECK X', and 'CURATIVE X'. At the bottom, there is a 'SHARE WITH' dropdown menu showing 'Stanford Rad Onc Group' and two buttons: 'CANCEL' and 'CREATE'.

Start a discussion

Cancer Cell Lines for Drug Discovery

Despite the millions of dollars spent on target validation and drug optimization in preclinical models, most therapies still fail in phase III clinical trials. Current opinion suggests that this is because the cell lines and xenografts that are commonly used are inadequate models that do not effectively mimic and predict human responses.

SHARE WITH : Stanford Rad Onc Group

CANCEL

CREATE

Tags

VISUAL X

CARE PATH X

LUNG X

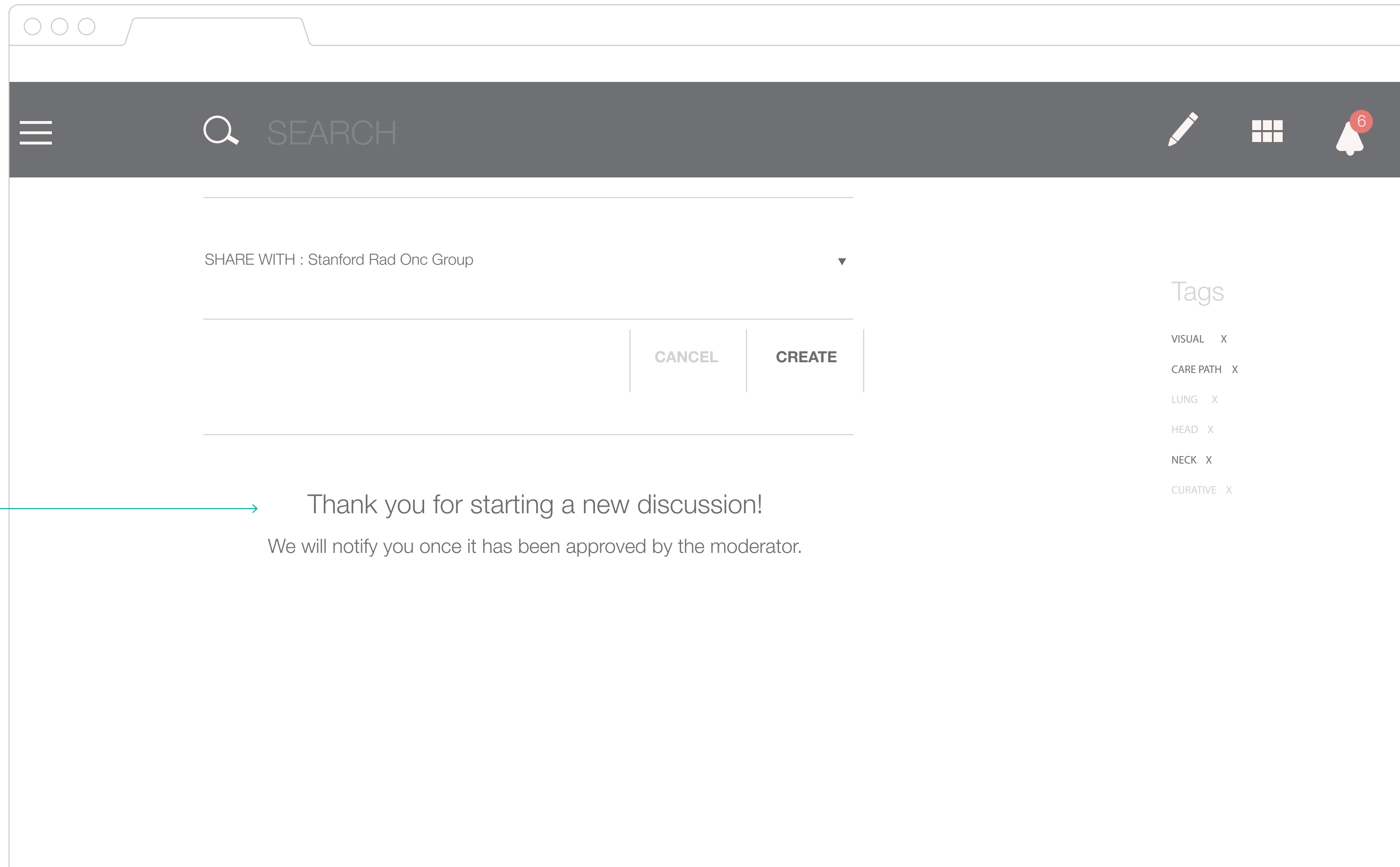
HEAD X

NECK X

CURATIVE X

CREATE — DISCUSSION

042



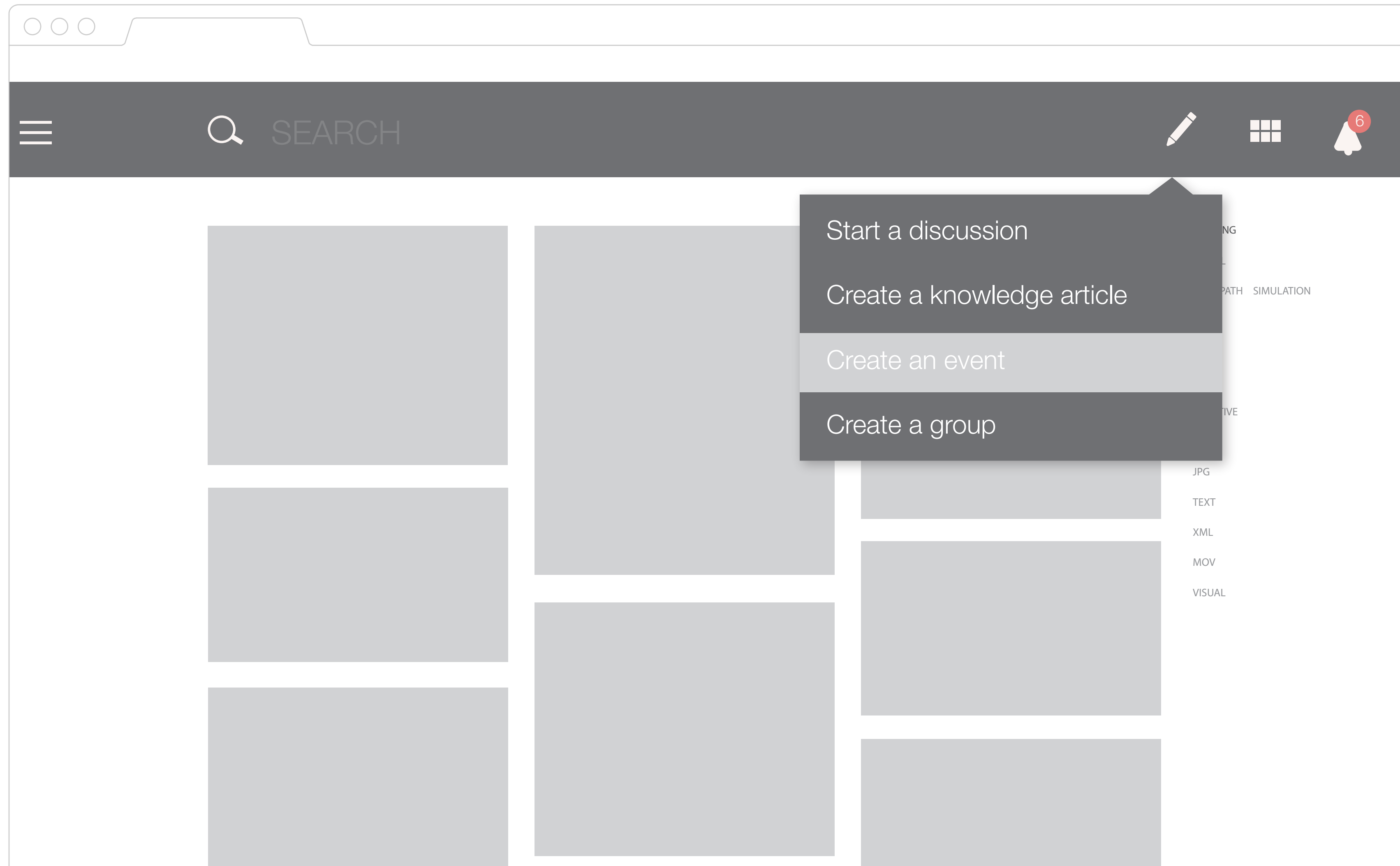
01 APPROVAL NOTIFICATION

On clicking 'create' the page slides up to acknowledge the created discussion and the fact that it needs to be approved.

During this period the discussion is displayed in personal knowledge list as 'pending approval'.

CREATE — EVENTS

043



CREATE — EVENTS

044

Create an Event

Title

Description

mm/dd/yy hh:mm

at

PUBLIC : This discussion will be visible to everyone on VarianConnect

Upload an image

Tags

CANCEL CREATE

01 CONTEXTUAL FIELDS

Date, time, and address fields are introduced in the event creation flow.

CREATE — EVENTS

045

The screenshot shows a web browser window with a dark grey navigation bar at the top. On the left of the bar is a hamburger menu icon. In the center is a search bar with a magnifying glass icon and the text 'SEARCH'. On the right are icons for a pencil, a grid, and a notification bell with a red '6' badge. Below the navigation bar, the page content is white. At the top left of the content area is the text 'Create an Event'. The main heading is 'AICR ANNUAL RESEARCH CONFERENCE' in bold. Below the heading is a paragraph of text: 'The Annual Research Conference is a unique forum that brings together researchers and clinicians for a three-day program that is dedicated to increasing knowledge, stimulating research and promoting prevention and treatment of cancer through nutrition, physical activity and weight management.' To the right of the text is a section titled 'Upload an image' with a dashed box containing an upload icon. Below that is a 'Tags' section with two tags: 'Education x' and 'Research x'. At the bottom left of the content area, the date '11/28/2014' and time '09:00' are displayed. Below that is the location 'Capital Hilton, Washington DC'. At the very bottom, there is a visibility setting: 'PUBLIC : This discussion will be visible to everyone on VarianConnect' with a dropdown arrow.

Create an Event

AICR ANNUAL RESEARCH CONFERENCE

The Annual Research Conference is a unique forum that brings together researchers and clinicians for a three-day program that is dedicated to increasing knowledge, stimulating research and promoting prevention and treatment of cancer through nutrition, physical activity and weight management.

Upload an image



Tags

Education x

Research x

11/28/2014

09:00

Capital Hilton, Washington DC

PUBLIC : This discussion will be visible to everyone on VarianConnect

CREATE — EVENTS

046

researchers and clinicians for a three-day program that is dedicated to increasing knowledge, stimulating research and promoting prevention and treatment of cancer through nutrition, physical activity and weight management.

11/28/2014 09:00

Capital Hilton, Washington DC

PUBLIC : This discussion will be visible to everyone on VarianConnect

CANCEL **CREATE**

Upload an image

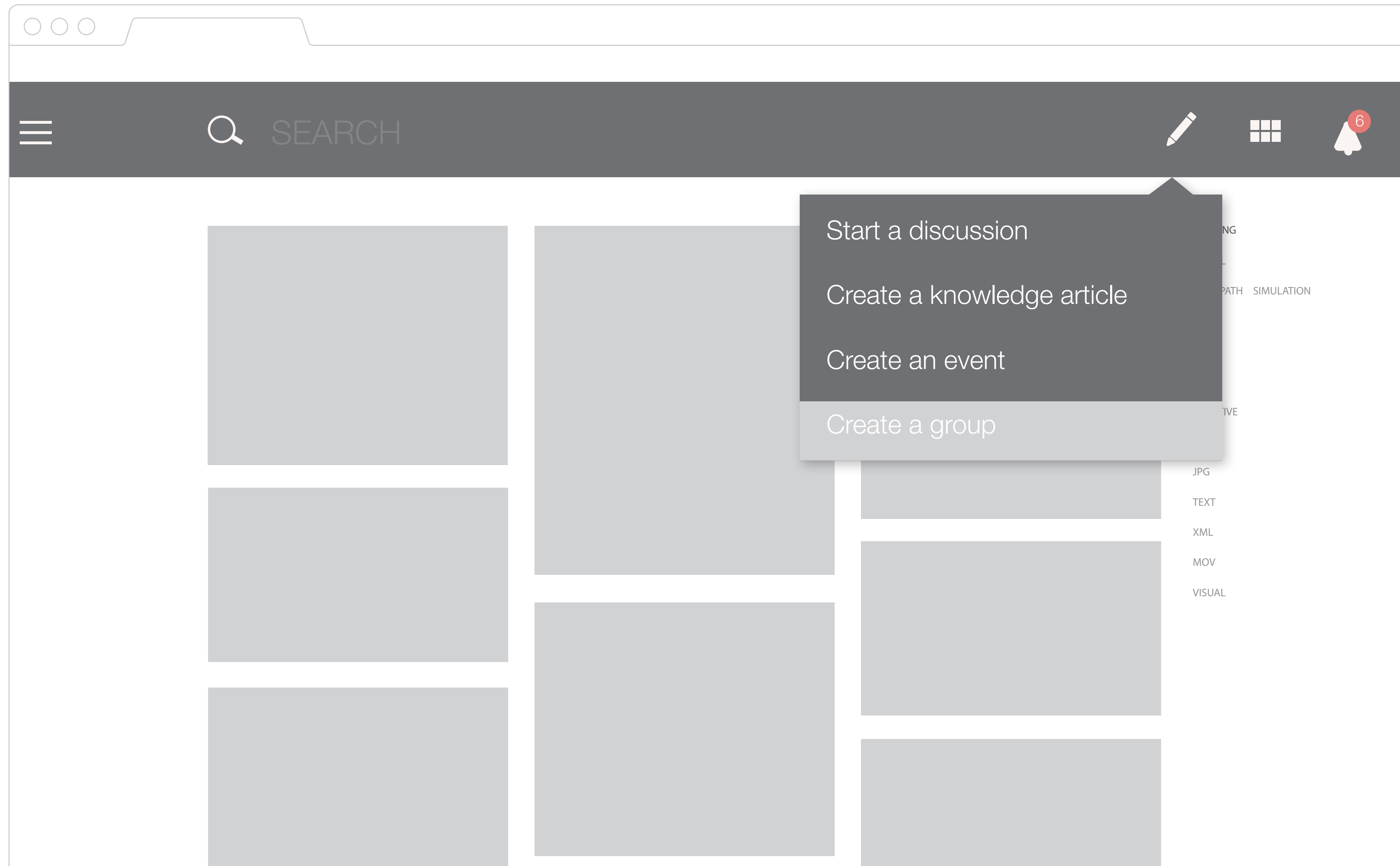
Tags

Education x

Research x

CREATE — GROUP

047



CREATE — GROUP

048

Create a Group

Title

Description

Website e-mail

at

PUBLIC : This discussion will be visible to everyone on VarianConnect

Upload an image

Tags

CANCEL CREATE

01 CONTEXTUAL FIELDS

For group creation users have the text fields to attach website and contacts with the created group.

CREATE — GROUP

049

The screenshot shows a web browser window with a dark grey navigation bar at the top. On the left of the bar is a hamburger menu icon. In the center is a search bar with a magnifying glass icon and the text 'SEARCH'. On the right are icons for a pencil, a grid, and a notification bell with a red '6' badge. Below the navigation bar, the page content is white. At the top left of the content area is the text 'Create a Group'. The main heading is 'National Cancer Institute'. Below the heading is a horizontal line, followed by a paragraph of text: 'NCI coordinates the U.S. National Cancer Program and conducts and supports research, training, health information dissemination, and other activities related to the causes, prevention, diagnosis, and treatment of cancer; the supportive care of cancer patients and cancer survivorship.' Another horizontal line follows. Below this are two input fields: 'http://www.cancer.gov' and 'cancergovstaff@mail.nih.gov'. A third horizontal line follows. Below that is an input field containing 'Bethesda, Maryland 20892'. At the bottom left, there is a dropdown menu with the text 'PUBLIC : This discussion will be visible to everyone on VarianConnect'. On the right side of the form, there is a section titled 'Upload an image' with a dashed box containing an upload icon. Below that is a 'Tags' section with two tags: 'Education x' and 'Research x'.

CREATE — GROUP

050

supportive care of cancer patients and cancer survivorship.

http://www.cancer.gov cancergovstaff@mail.nih.gov

Bethesda, Maryland 20892

PUBLIC : This discussion will be visible to everyone on VarianConnect

CANCEL **CREATE**

Upload an image

Tags

Education x

Research x

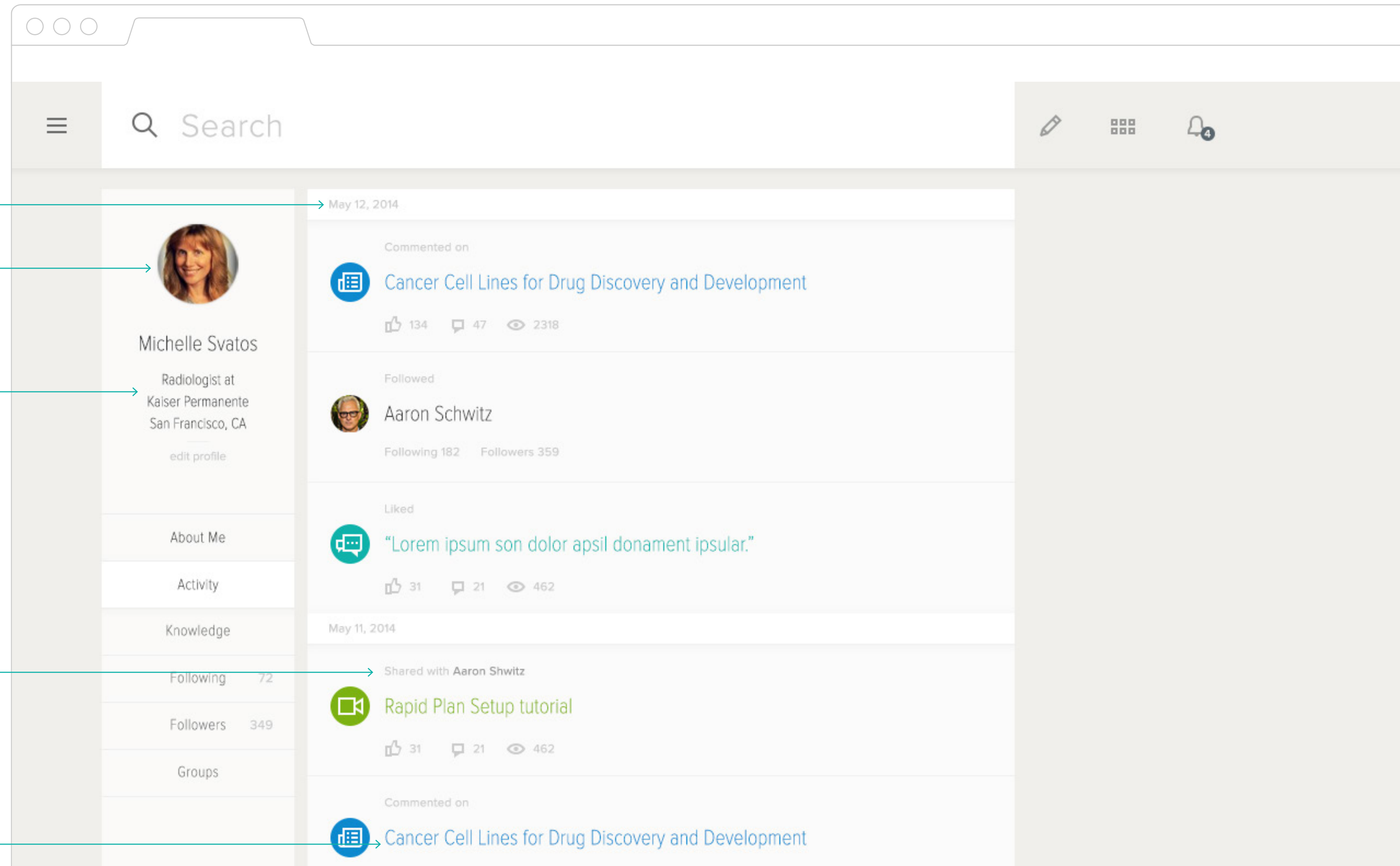
PROFILE — MENU

052

The image shows a web browser window displaying a user profile page. A dark grey navigation menu is open on the left side, listing options: Profile, Browse, Messages, Bookmarks, Settings, and Log out. The profile card for Michelle Svatos is visible, showing her name and a circular profile picture. The main content area features a grid of tiles: a notification about Gamma QA calibration, a discussion titled 'Cancer Cell Lines for Drug Discovery and Development', and an education video titled 'Lung Cancer Therapy'. A right-hand sidebar contains a 'TRENDING' list with categories like CAREPATH, VARIAN, VISUAL, RESEARCH, and ONCOLOGY, and a 'YOUR GROUPS' section listing 'STANFORD RAD ONC', 'BAY AREA RAD PHYS', and 'U OF WASH PHDS'. The footer of the page displays the 'VarianConnect' logo.

PROFILE — PERSONAL- ACTIVITY

053



BEHAVIORS

Clicking on profile in the menu brings up the personal profile page.

01 ACTIVITY DATE

02 PROFILE PICTURE

03 CREDENTIALS

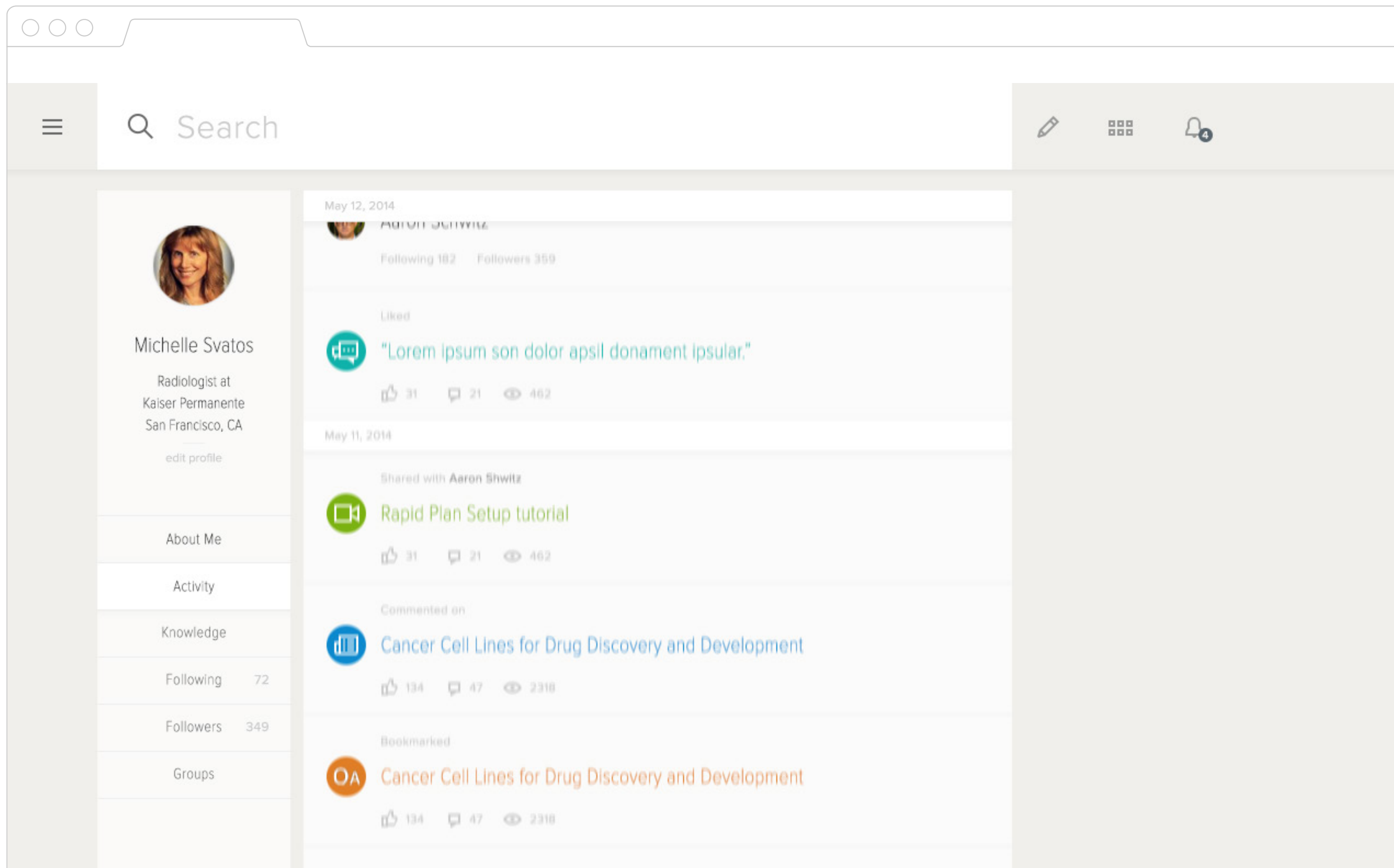
Summarised credentials with title, organization and location

04 ACTION

05 KNOWLEDGE TITLE

PROFILE — PERSONAL- ACTIVITY

054



BEHAVIORS

As the content is scrolled up, the date header is locked to the top of the container till it's pushed out by the new date header.

PROFILE — PERSONAL- ACTIVITY

055

The image shows a web browser window displaying a user profile page. The browser's address bar is empty, and the window title is not visible. The page layout includes a top navigation bar with a search bar and utility icons. The main content area is divided into a left sidebar for profile information and a central activity feed. The profile sidebar for Michelle Svatos includes a profile picture, name, title, location, and navigation links. The activity feed shows a chronological list of posts with various actions like sharing, commenting, and liking, each accompanied by a date and engagement metrics.

Navigation Bar: Search, Edit Profile, Grid View, Notifications (4)

Profile Sidebar:

- Michelle Svatos**
Radiologist at Kaiser Permanente San Francisco, CA
edit profile
- About Me
- Activity
- Knowledge
- Following 72
- Followers 349
- Groups

Activity Feed:

- May 12, 2014**
- May 11, 2014**
- Shared with **Aaron Shwitz**
Rapid Plan Setup tutorial
31 likes, 21 comments, 462 views
- Commented on
Cancer Cell Lines for Drug Discovery and Development
134 likes, 47 comments, 2318 views
- Bookmarked
Cancer Cell Lines for Drug Discovery and Development
134 likes, 47 comments, 2318 views
- Liked
"Lorem ipsum son dolor apsil donament ipsular."
31 likes, 21 comments, 462 views
- May 10, 2014**
- Liked

PROFILE — PERSONAL- ACTIVITY

056

The screenshot displays a web browser window with a profile page. At the top, there are three window control buttons (minimize, maximize, close) on the left. Below them is a navigation bar containing a hamburger menu icon, a search bar with the text "Search", and utility icons for editing, a grid view, and notifications (with a '4' badge).

The profile information on the left includes a circular profile picture of a woman, the name "Michelle Svatos", and her title "Radiologist at Kaiser Permanente San Francisco, CA". Below this is a vertical list of navigation options: "About Me", "Activity", "Knowledge", "Following 72", "Followers 349", and "Groups".

The main activity feed is dated "May 11, 2014" and contains three items:

- Shared with Aaron Shwitz:** A green video icon followed by the text "Rapid Plan Setup tutorial". Below it are icons for likes (31), comments (21), and views (462).
- Commented on:** A blue document icon followed by the text "Cancer Cell Lines for Drug Discovery and Development". Below it are icons for likes (134), comments (47), and views (2318).
- Bookmarked:** An orange "QA" icon followed by the text "Cancer Cell Lines for Drug Discovery and Development". Below it are icons for likes (134), comments (47), and views (2318).

The feed continues with a date separator "May 10, 2014" and a "Liked" item with a teal speech bubble icon and the text "Lorem ipsum son dolor apsil donament ipsular." Below it are icons for likes (31), comments (21), and views (462).

PROFILE — PERSONAL- ABOUT ME

057

edit profile

Justina Jow
Radiologist at Kaiser Permanente San Francisco, CA

About

Activity

Knowledge

Following 72

Followers 153

Groups 9

Justina Jow
Radiologist at Kaiser Permanente San Francisco, CA

Justina Jow focuses on researching and implementing new technologies in the radiation treatment of cancer, with the aim of enhancing the dose to the tumor target while preserving normal tissues from radiation injury, potentially increasing tumor control and improving quality of life. He pioneered the use of intensity modulated radiation therapy (IMRT), image guided radiation therapy (IGRT), target motion management with 4-D radiation planning, stereotactic body radiation

03 PERSONAL INTRODUCTION

PROFILE — PERSONAL- KNOWLEDGE

058

The screenshot shows a web browser window with a dark navigation bar at the top. On the left is a profile sidebar for Justina Jow, a Radiologist at Kaiser Permanente San Francisco, CA. The sidebar has tabs for About, Activity, Knowledge (which is selected), Following (72), Followers (153), and Groups (9). A blue arrow points from the 'Knowledge' tab to the main content area. The main content area displays three 'Discussion' artifacts, each with the text 'Interdum et malesuada fames ac ante ipsum primis in faucibus.' and engagement metrics (12 likes, 36 comments, 12 views) and a date of March 2, 2014. Below the artifacts is a 'Group' section titled 'Malesuada Fames Ipsum'.

03 KNOWLEDGE CREATED

PROFILE — PERSONAL- FOLLOWING

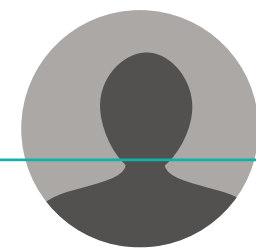
059

The screenshot shows a web browser window with a dark navigation bar at the top. On the left, there are three window control buttons. The navigation bar contains a hamburger menu icon, a search bar with the text 'Search', and icons for a pencil, a grid, and a notification bell with a red '6' badge. Below the navigation bar is the profile page for 'Justina Jow', a radiologist at Kaiser Permanente San Francisco, CA. The page is divided into three main sections: '01 MEMBERS FOLLOWING' (a list of five users), '02 RECOMMENDED PEOPLE' (a sidebar on the right), and '03 SECONDARY FUNCTIONS' (a vertical list of profile tabs at the bottom left). The '01 MEMBERS FOLLOWING' section lists Aaron Schwitz, Marion Paul, Jack Spacey, Tyrion Jack, and Lina Oluffson, each with their profile picture, name, title, location, and statistics for Followers, Following, and Knowledge. Each user entry has a three-dot menu icon and an 'Unfollow' button. A context menu is open over Marion Paul's entry, showing options: 'Message Marion', 'Turn off Notifications', 'Block Marion', and 'Report Marion'. The '02 RECOMMENDED PEOPLE' sidebar lists Mike Kruzunski, Mina Suvari, and Laura Johansson, each with their name, title, location, and a close button. A 'More...' link is at the bottom of the sidebar. The '03 SECONDARY FUNCTIONS' section includes tabs for 'About', 'Activity', 'Knowledge', 'Following 72' (which is highlighted), 'Followers 153', and 'Groups 9'.

01 MEMBERS FOLLOWING

02 RECOMMENDED PEOPLE

03 SECONDARY FUNCTIONS



Justina Jow

Radiologist at
Kaiser Permanente
San Francisco, CA

[edit profile](#)

About

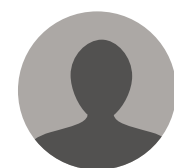
Activity

Knowledge

Following 72

Followers 153

Groups 9



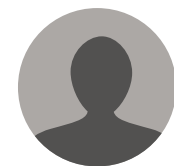
Aaron Schwitz

Radiation technologist
St. Moritz Switzerland

Followers 231
Following 97
Knowledge 36



Unfollow



Marion Paul

Radiation technologist
St. Moritz Switzerland

Followers 231
Following 97
Knowledge 36



Unfollow

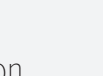
- Message Marion
- Turn off Notifications
- Block Marion
- Report Marion



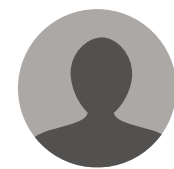
Jack Spacey

Radiation technologist
St. Moritz Switzerland

Followers 231
Following 97
Knowledge 36



Unfollow



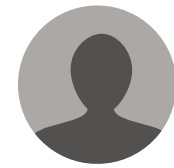
Tyrion Jack

Radiation technologist
St. Moritz Switzerland

Followers 231
Following 97
Knowledge 36



Unfollow



Lina Oluffson

Radiation technologist
St. Moritz Switzerland

Followers 231
Following 97
Knowledge 36



Unfollow

Recommended People

Mike Kruzunski
Radiation Oncologist
UCLA



Mina Suvari
Radiation Therapist
Long Beach Memorial



Laura Johansson
Dosimetrist
Sloan-Kettering



More...

PROFILE — PERSONAL- FOLLOWING

060

01 PROFILE FOLLOWERS

02 ACTIVE TERMS

Rollover state for active term. These terms can be searched for directly by clicking on the rollover state.

The screenshot shows a web browser window with a dark navigation bar at the top containing a menu icon, a search bar with the text "Search", and icons for edit, grid, and notifications (with a red badge showing "6"). The main content area is divided into two columns. The left column features a profile card for "Justina Jow", a Radiologist at Kaiser Permanente San Francisco, CA, with an "edit profile" link. Below the profile card are tabs for "About", "Activity", "Knowledge", "Following 72", "Followers 153" (highlighted), and "Groups 9". The right column displays a list of five followers: Mika Hakkinen, Jenson Button, Sebastial Vettel, Phillipe Massa, and Lewis Hamilton. Each follower entry includes their name, profession (Radiation technologist), location (St. Moritz Switzerland), and statistics for Followers, Following, and Knowledge. Action buttons for "Unfollow" or "Follow" are present for each user, along with a three-dot menu icon. A blue callout box with the text "Search Radiation Technologist" is positioned over the search bar, with arrows pointing to the search bar and the "Radiation technologist" text in the first follower entry.

PROFILE — PERSONAL- FOLLOWING

061

The screenshot shows a web browser window with a dark header bar containing a menu icon, a search bar, and notification icons. The main content area is divided into a left sidebar and a main right section. The sidebar includes a profile picture, name, title, and navigation tabs. The main section displays a list of followed groups, each with a placeholder image, name, description, and member count. A 'Leave Group' button is visible for each group. A 'Recommended Groups' sidebar on the right shows a list of suggested groups with member counts and a 'More...' link. A context menu is open over the second group, showing 'Create Discussion' and 'Turn off Notifications' options. Red callout boxes on the left side of the image identify specific UI elements.

01 FOLLOWED GROUPS

02 SECONDARY FUNCTIONS

Clicked state

03 NUMBER OF GROUP MEMBERS

04 RECOMMENDED GROUPS

Justina Jow

Radiologist at
Kaiser Permanente
San Francisco, CA

edit profile

About

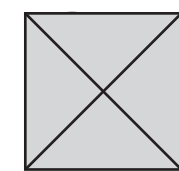
Activity

Knowledge

Following 72

Followers 153

Groups 9



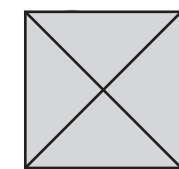
Rad Onc

tempus quam quis aliquam molestie. Aenean viverra tempus quam quis aliquam molestie. Aenean viverra mi at eros fermentum, vitae posuere ligula molmi at eros fermentum,

Members 270



Leave Group



Rad Onc

tempus quam quis aliquam molestie. Aenean viverra tempus quam quis aliquam molestie. Aenean viverra mi at eros fermentum, vitae posuere ligula molmi at eros fermentum,

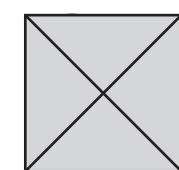
Members 270



Leave Group

Create Discussion

Turn off Notifications



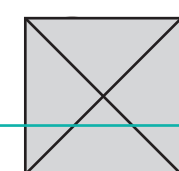
Rad Onc

tempus quam quis aliquam molestie. Aenean viverra tempus quam quis aliquam molestie. Aenean viverra mi at eros fermentum, vitae posuere ligula molmi at eros fermentum,

Members 270



Leave Group



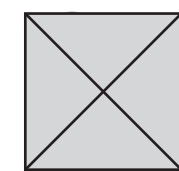
Rad Onc

tempus quam quis aliquam molestie. Aenean viverra tempus quam quis aliquam molestie. Aenean viverra mi at eros fermentum, vitae posuere ligula molmi at eros fermentum,

Members 270



Leave Group



Rad Onc

tempus quam quis aliquam molestie. Aenean viverra tempus quam quis aliquam molestie. Aenean viverra mi at eros fermentum, vitae posuere ligula molmi at eros fermentum,

Members 270



Leave Group

Recommended Groups

Research Association
Members 351

Research Association
Members 351

Research Association
Members 351

More...

PROFILE — USER PROFILE

062

Navigation icons: Menu, Search, Edit, Grid, Notifications (6)

Christina Yang
Radiologist at Kaiser Permanente San Francisco, CA

01 FOLLOW BUTTON → Follow ...

02 SECONDARY FUNCTIONS
Clicked state → About → Message Christina, Report Marion

Activity

- Knowledge
- Following 72
- Followers 153
- Groups 9

Commented on

“Interdum et malesuada fames ac ante ipsum primis in faucibus.”

👍 12 💬 36 👁 12

March 2, 2014

Followed

Aaron Schwitz
Radiation technologist St. Moritz Switzerland

Followers 231 Following 97

March 2, 2014

Liked

“Interdum et malesuada fames ac ante ipsum primis in faucibus.”

👍 12 💬 36 👁 12

March 2, 2014

Shared with Ivan

“Malesuada Fames Ipsum”

PROFILE — GROUP

063

01 JOIN BUTTON

02 GROUP INTRODUCTION

Long Beach Memorial

www.lbcmemorial.com
Long Beach, CA

Join ...

About

Activity

Members 153

Long Beach Memorial

www.lbcmemorial.com

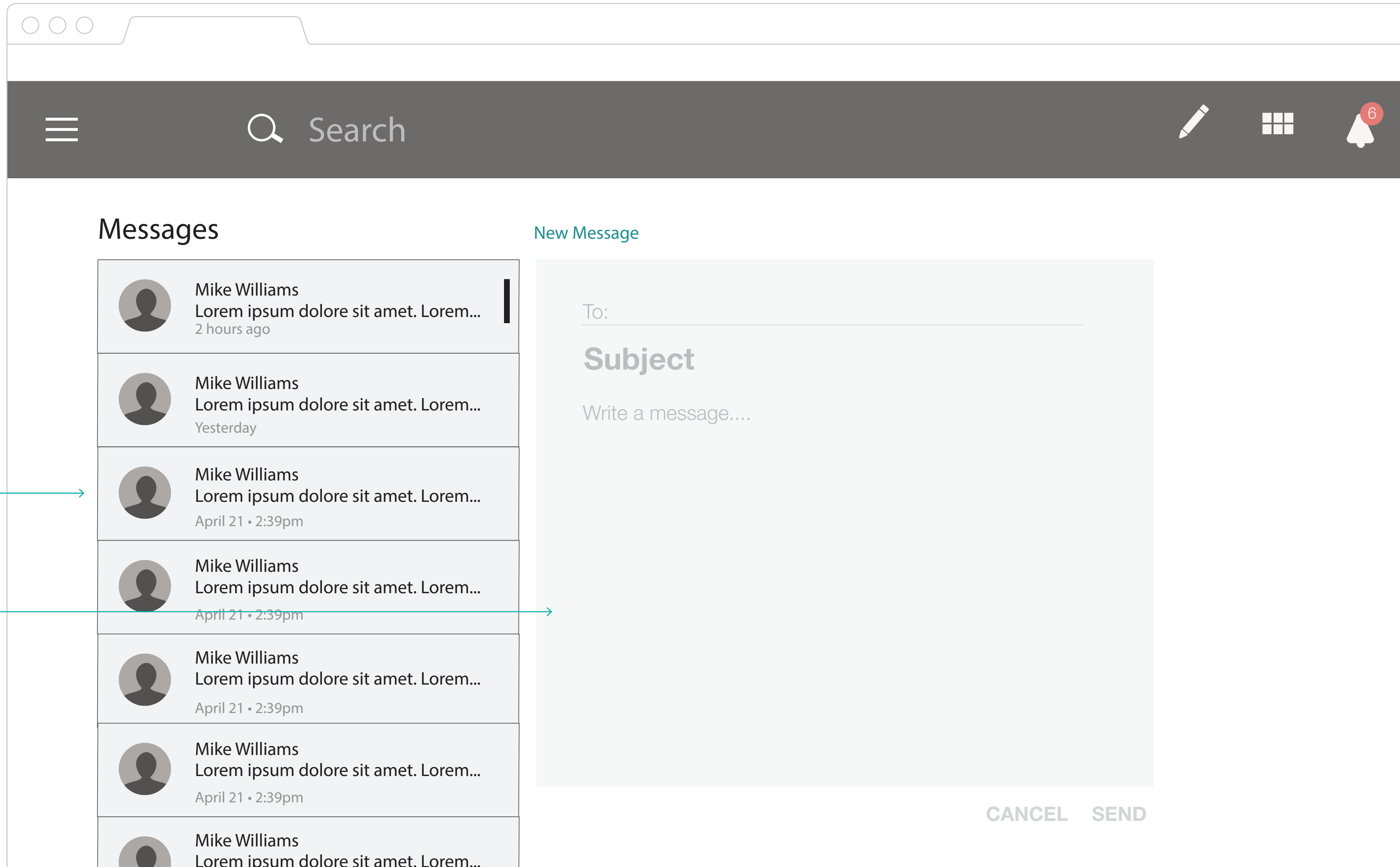
2801 Atlantic Avenue
Long Beach, CA 90806
United States

Long Beach Memorial Medical Center has been recognized as a major regional provider of medical and surgical services. Long Beach Memorial consistently achieves national accolades for its quality care, including being named as one of

MESSAGES

— NEW MESSAGE

065



BEHAVIORS

Clicking 'Messages' in the profile menu brings user to this page.

01 INBOX

02 NEW MESSAGE FIELD

CANCEL SEND

MESSAGES — INBOX

066

The screenshot shows a web browser window with a dark header bar. On the left is a hamburger menu icon, in the center is a search bar labeled "Search Messages:", and on the right are icons for a pencil, a grid, and a notification bell with a red badge containing the number "6". Below the header, the interface is split into two columns: "Messages" on the left and "New Message" on the right. The "Messages" column contains a list of seven message items, each with a profile picture, name, preview text, and timestamp. The top item is highlighted with a teal background. The "New Message" column shows the details of the selected message, including "From: Mike Williams", "To: Shivanjali Tomar", and the message body text. At the bottom of the "New Message" column is a text input field with the placeholder text "Reply here...".

01 SELECTED MESSAGE

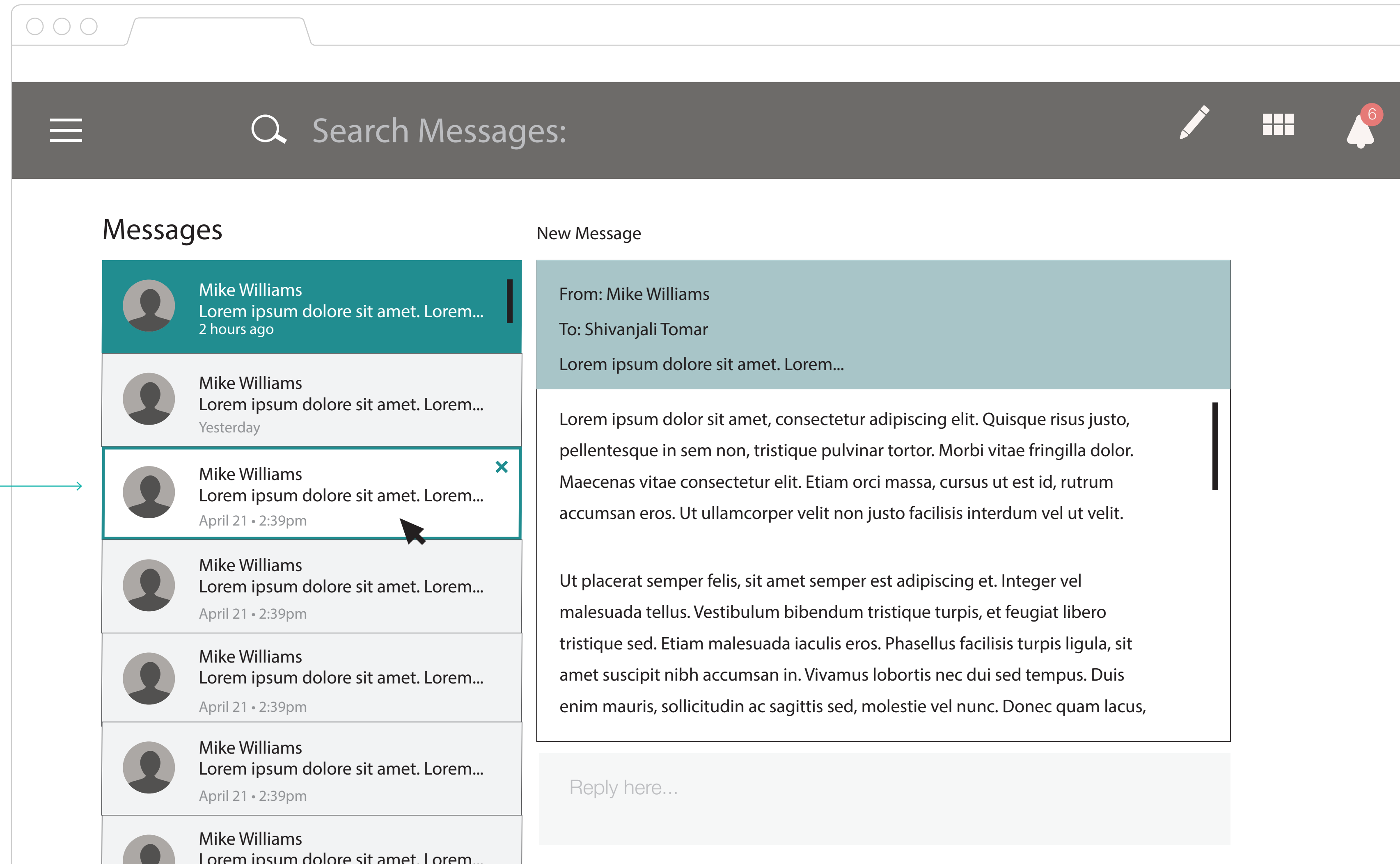
02 MESSAGE

03 REPLY FIELD

User can type in this text field to reply to the message.

MESSAGES — DELETING

067

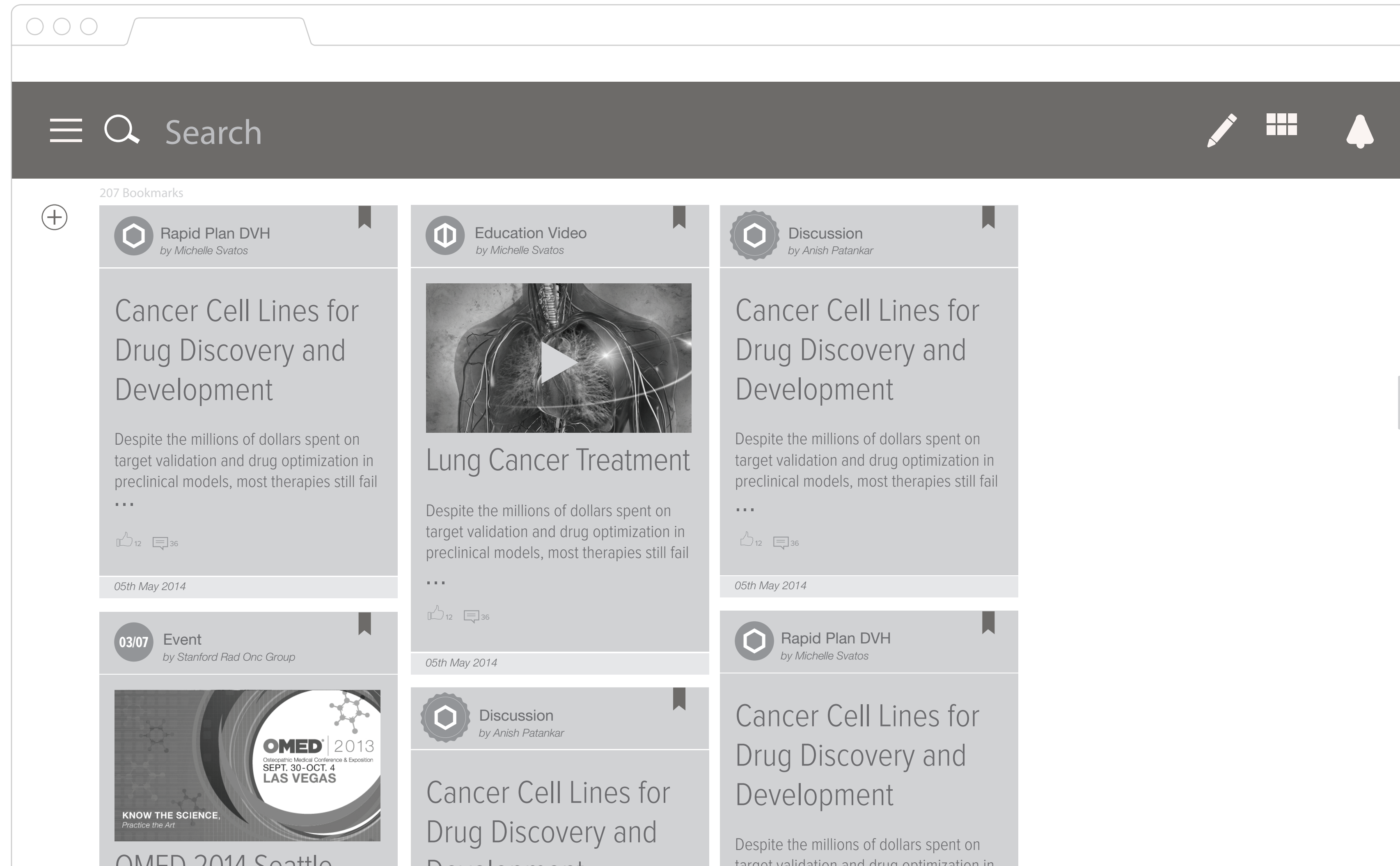


03 DELETING A MESSAGE

To delete a message, user needs to hover over the message in the Inbox listing and click on the 'X' arrow.

BOOKMARKS — LANDING PAGE

069



BEHAVIORS

All the bookmarked knowledge is collected and displayed in the Bookmarks page.

Clicking the tiles will expand the content and the discussion around it.

Clicking the bookmark icon will un-bookmark the knowledge.

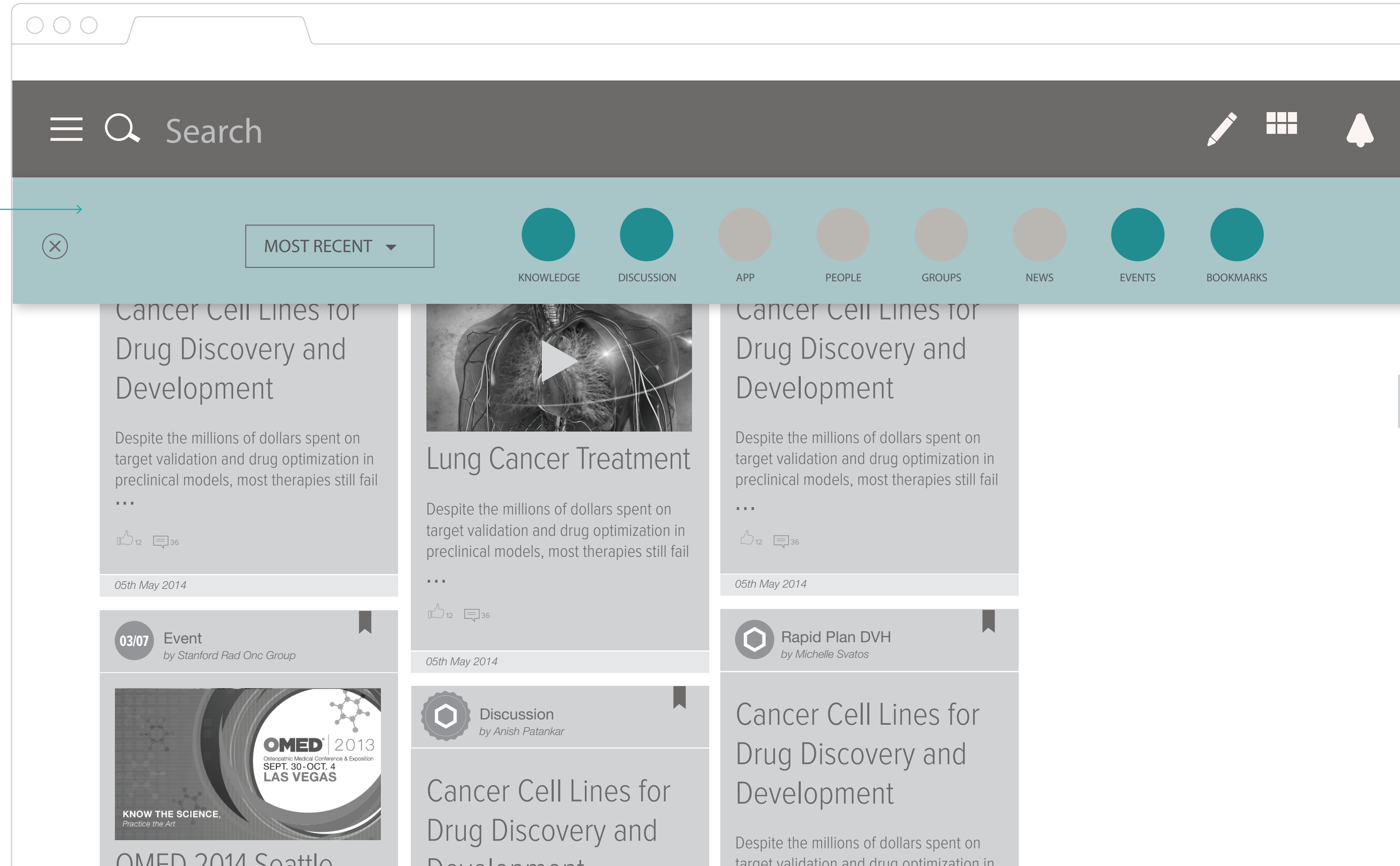
BOOKMARKS — FILTERS

070

01 FILTERS

Bookmarked content can be further filtered by knowledge, discussions and events.

The displayed content can also be re-organized using different lenses.



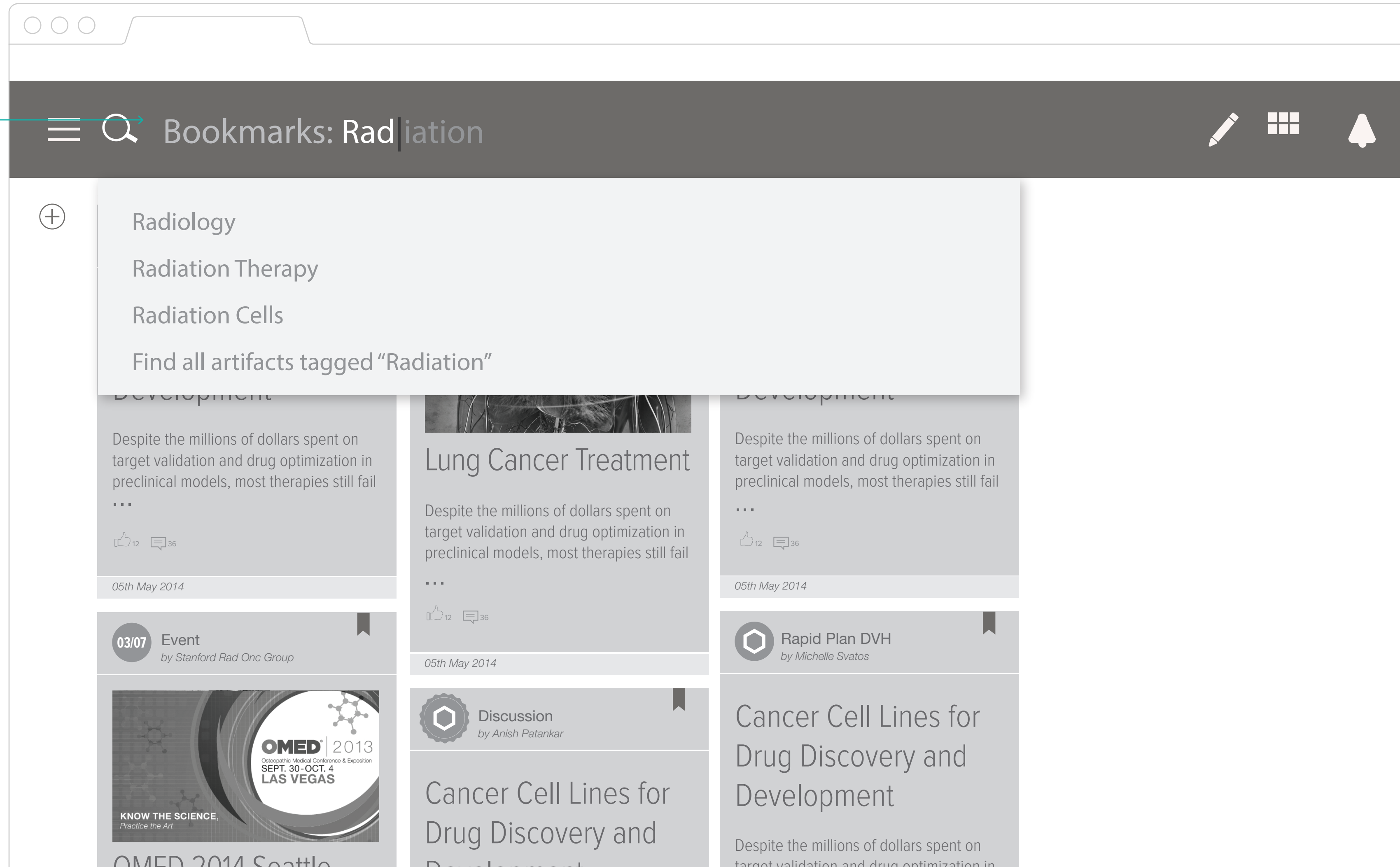
BOOKMARKS — SEARCH

071

01 SEARCH

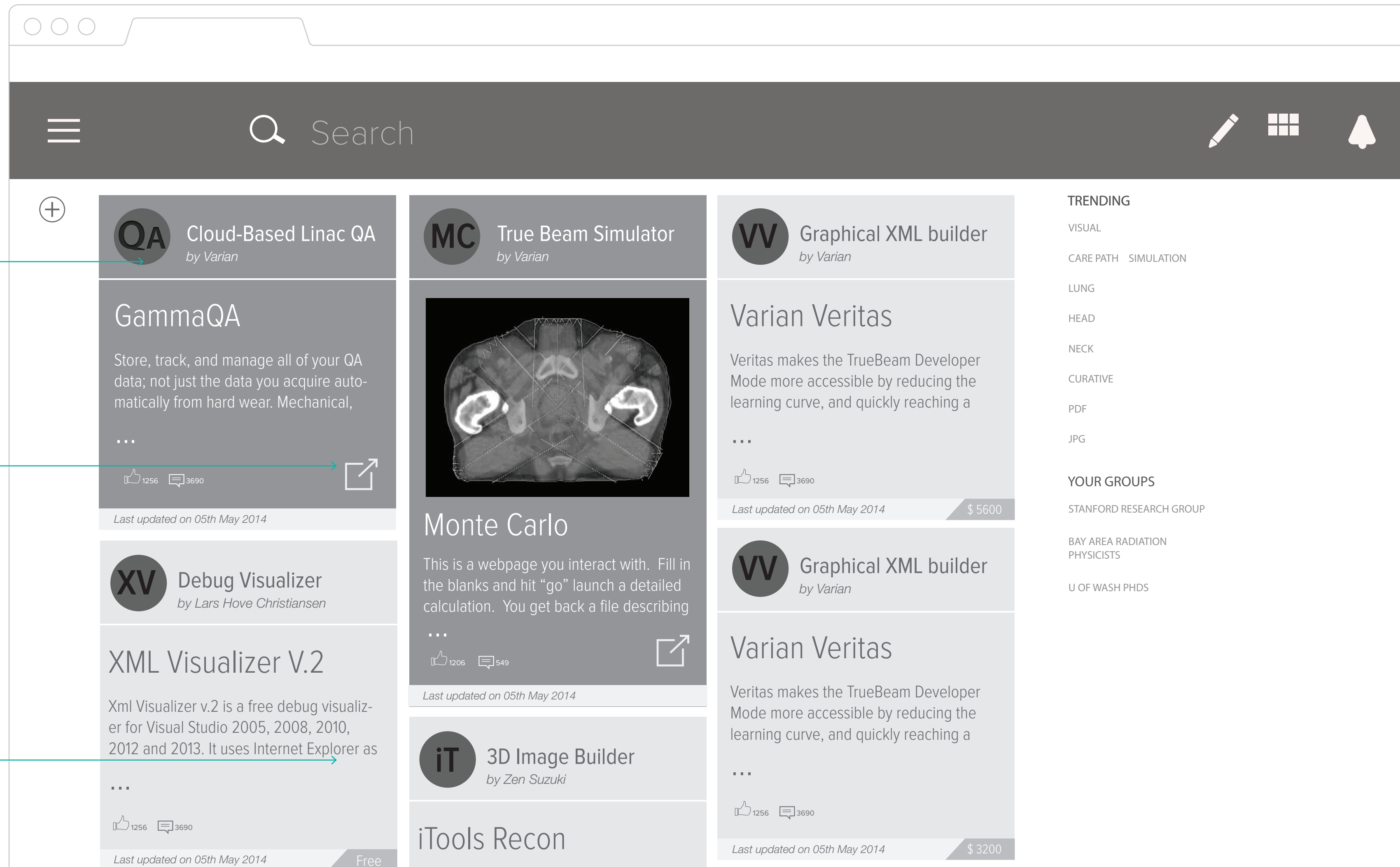
Users can search for specific content within the Bookmarks page by using the usual search field. The search by default will pull results from the bookmarks. This is indicated by ghosted 'Bookmarks:' in the search field.

'Bookmarks:' can be deleted in the search field to run a global search.



APPS — LANDING PAGE

073



01 OWNED APPS

Apps owned by users are listed first on the apps landing page.

02 APP LAUNCH

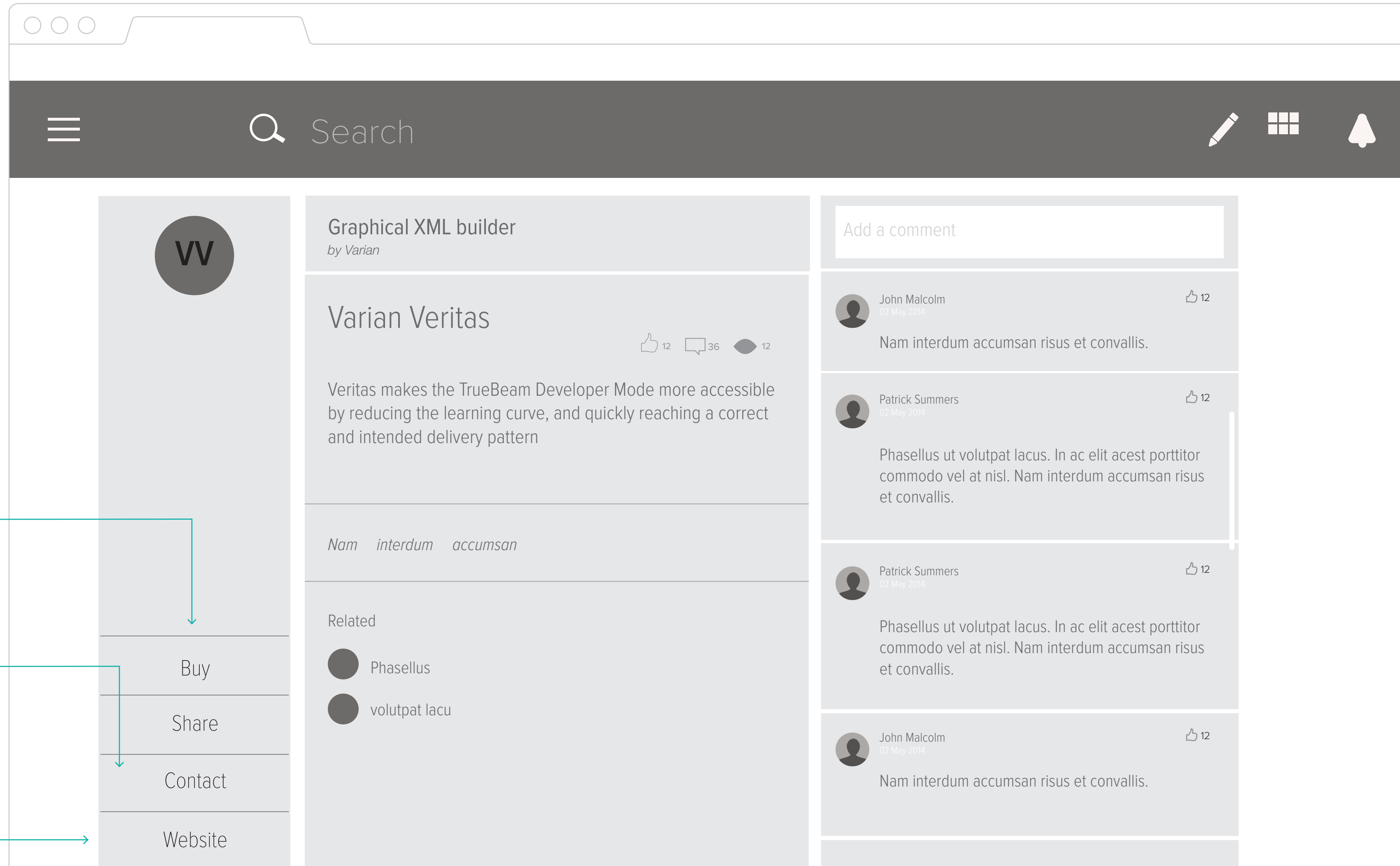
Users can launch apps directly from this page by clicking on the launch icon. Clicking elsewhere on the tile would open the detail view of the app on this platform.

03 AVAILABLE APPS

The other apps available to the user are represented differently visually.

APPS — DETAIL VIEW

074



01 BUY BUTTON

If a user doesn't own the app already, clicking the button would initiate the purchase flow or re-direct the user to the concerned website.

02 CONTACT

Clicking on the button would take the user to his message creation page addressed to the concerned person/ organization.

03 WEBSITE LINK

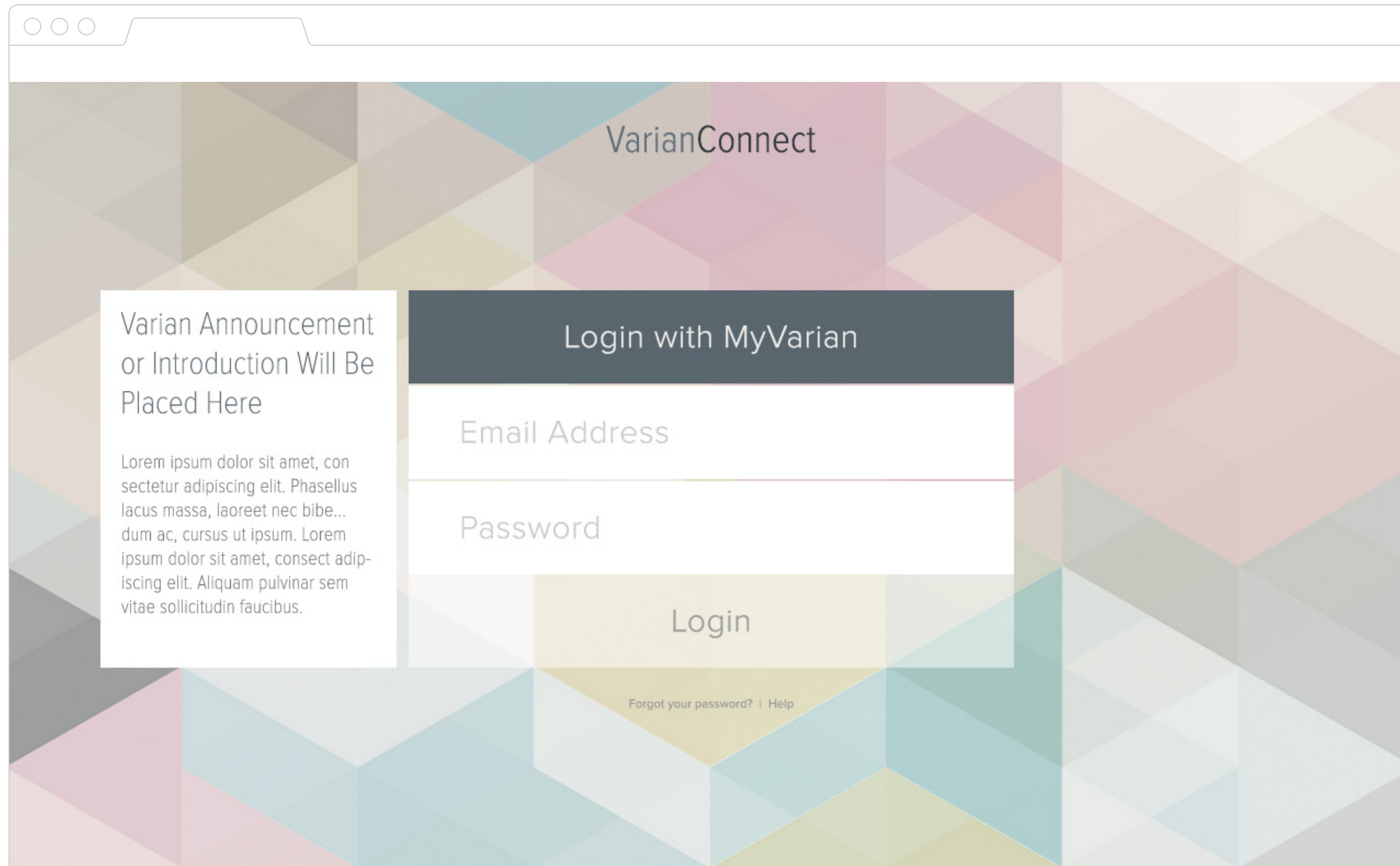
Opens a new tab with the app website.

BEHAVIORS

Clicking on any app tile would open the detailed view of the app with the discussion around it.

LOG-IN PAGE

075



Thanks.

For any further questions, please contact:

Brennan Wozencroft | Director, Client Services

Shruti Chandra | Interaction Design Lead

Sean Ryan | Visual Design Lead

Shivanjali Tomar | Senior Interaction Designer

Andrew Curione | Visual Designer