



Temprid®

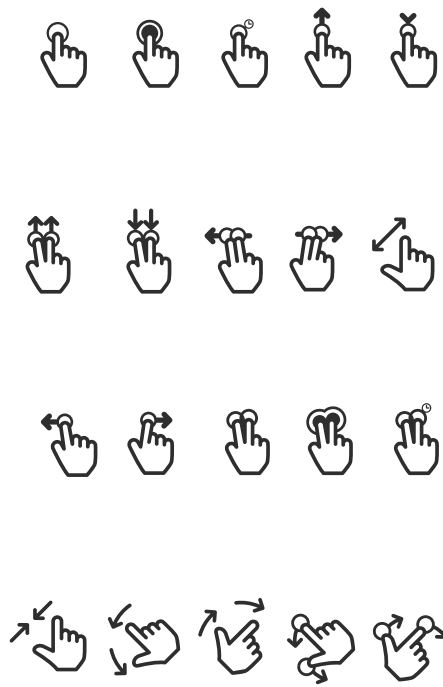
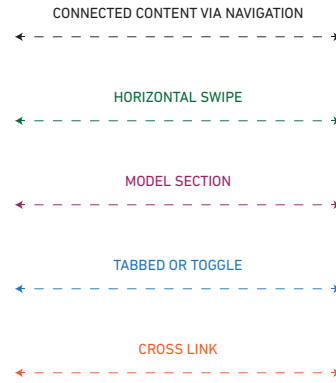
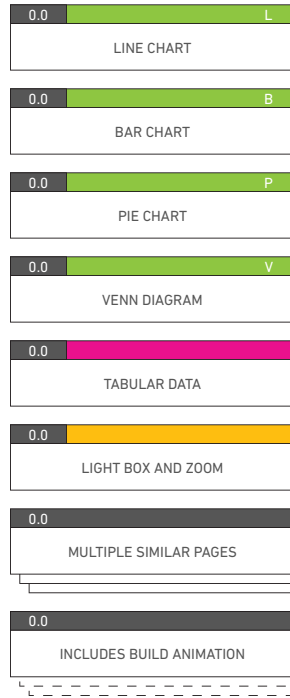
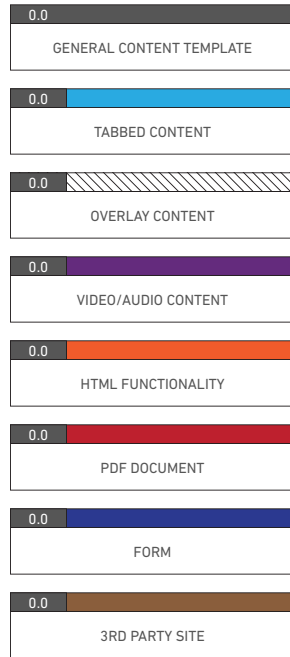
TEMPRID iPad APPLICATION

UXP/UI Development

April 24, 2014

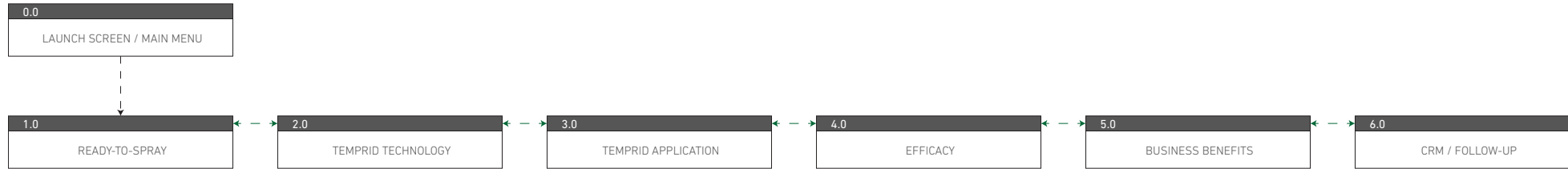
*grow
here*

Document Guide



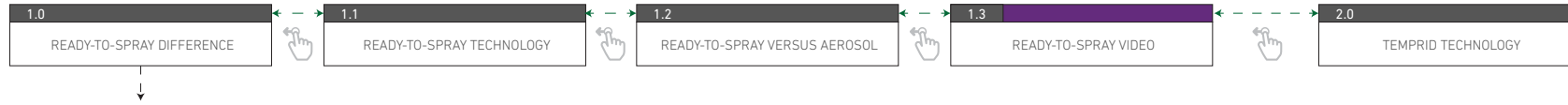
USER FLOW

Content Scenerios



USER FLOW

1.0 Ready-To-Spray



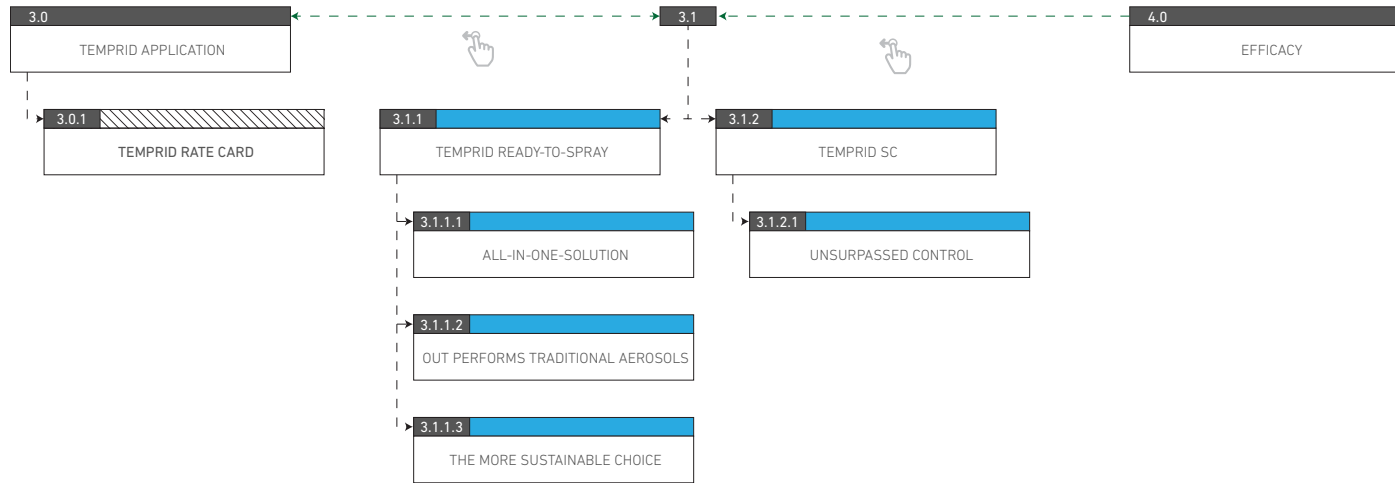
USER FLOW

2.0 Temprid Technology



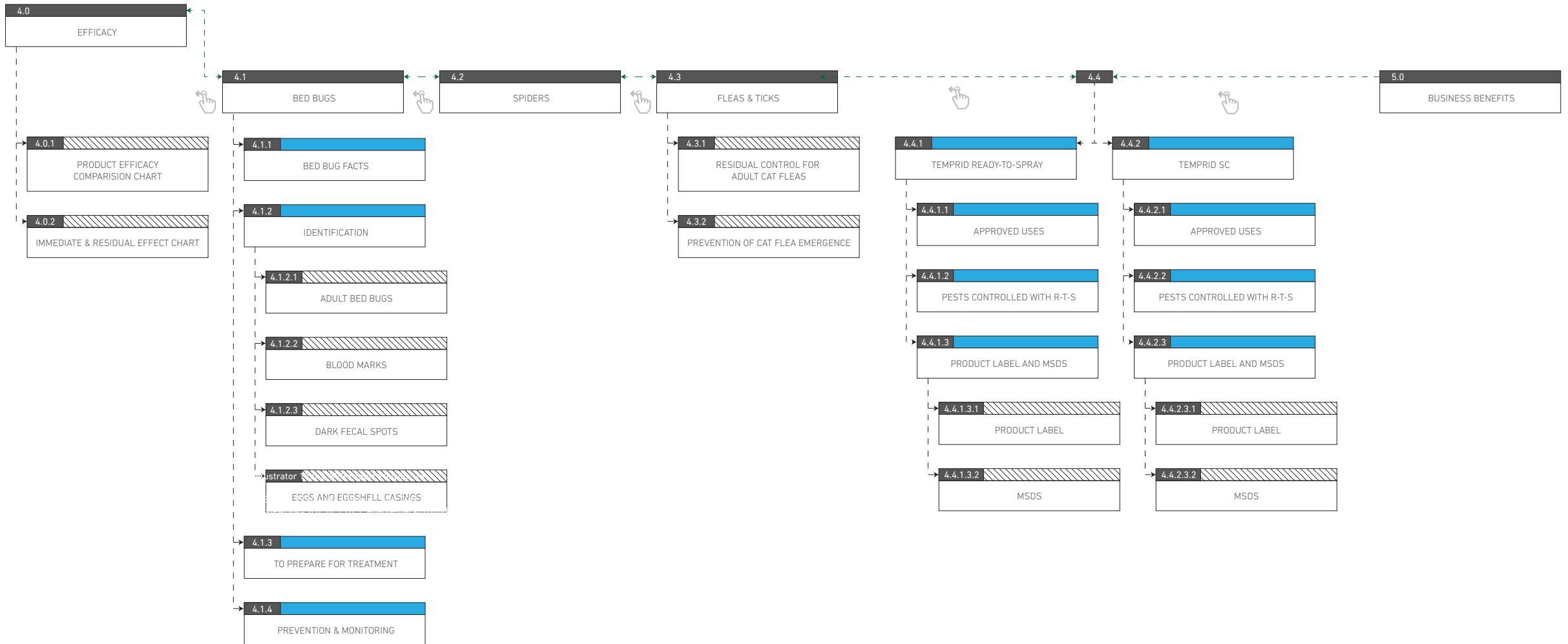
USER FLOW

3.0 Application



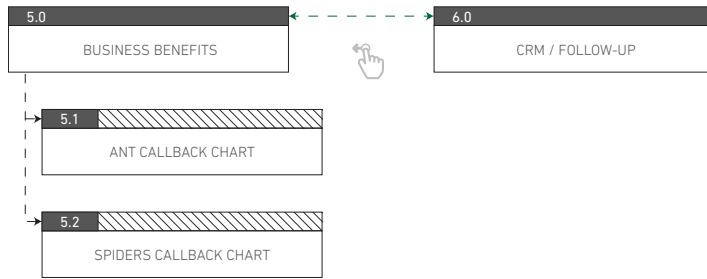
USER FLOW

4.0 Efficacy



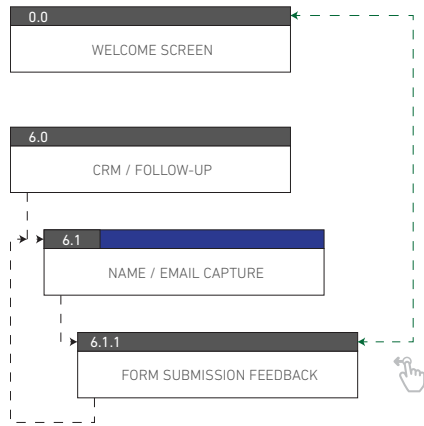
USER FLOW

5.0 Business Benefits



USER FLOW

6.0 CRM - Email Capture

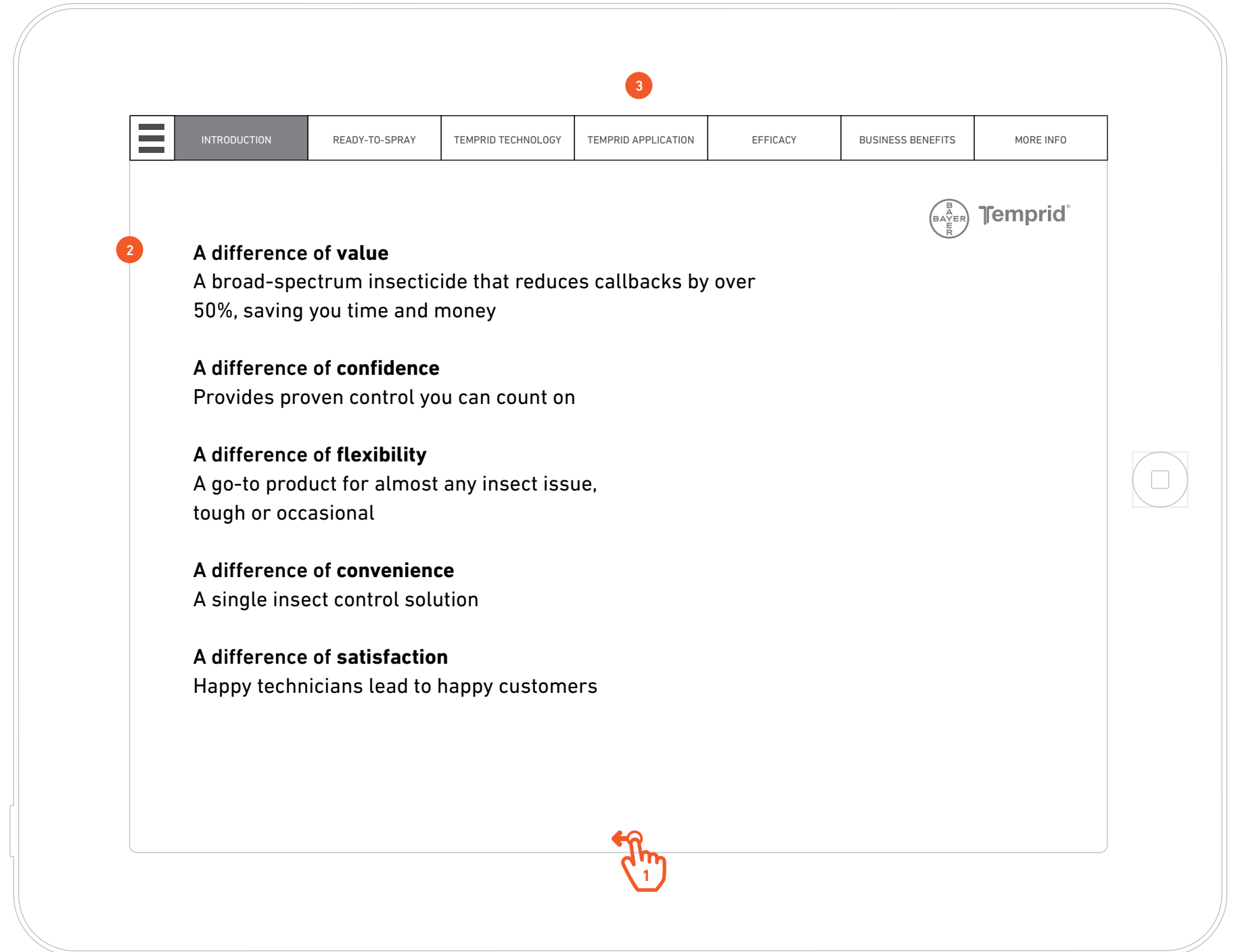


WIREFRAMES

0.0 Introduction

Funtionality

- 1 Swipe to continue to next screen.
- 2 Introduction will consist of an animation of screen content.
- 3 App navigation widget: Visible at all times and contains “breadcrumb” identification to provide users constant feedback of where they are within the app at all times.

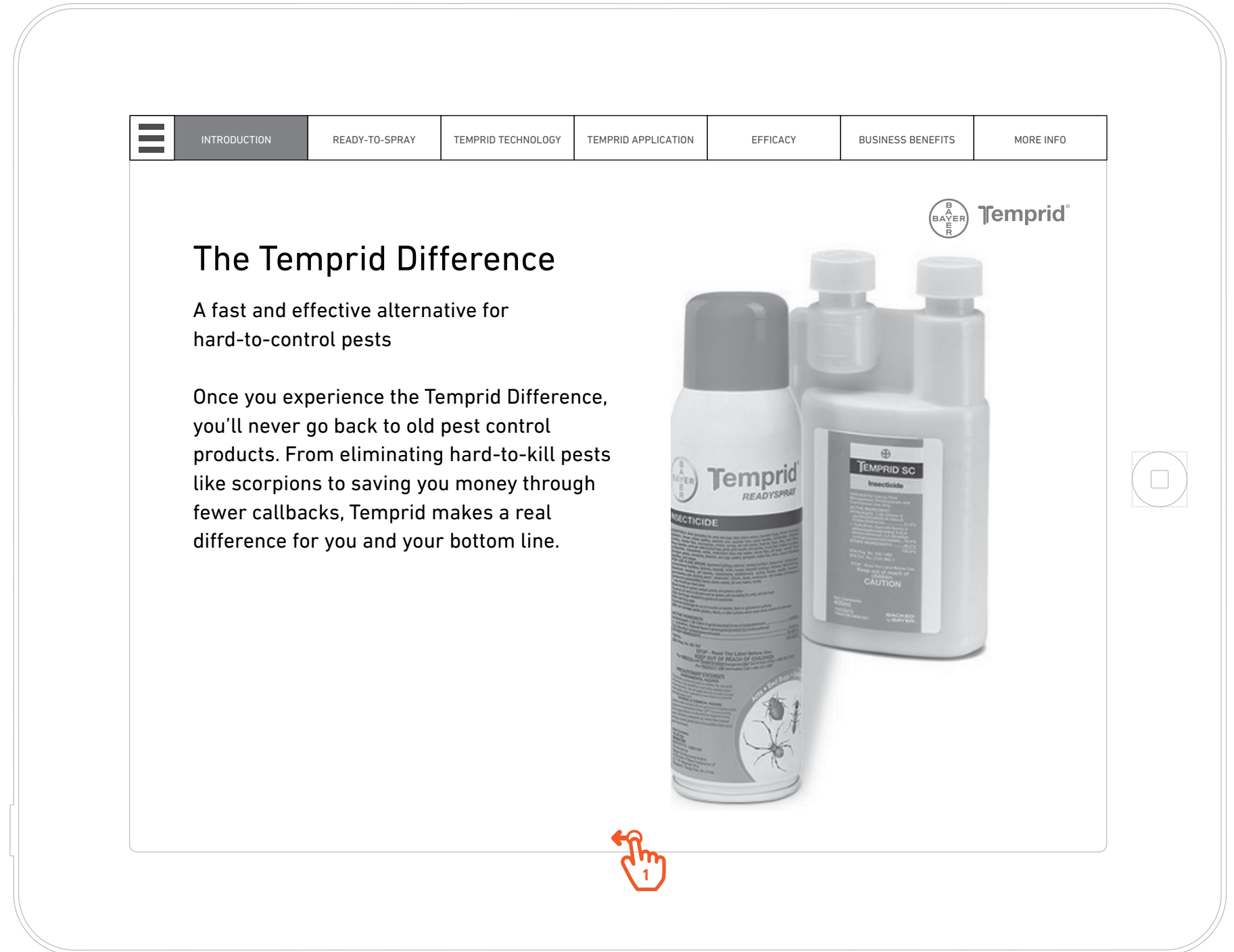


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0.0 Welcome Screen

Funtionality

- 1 Swipe to continue to next screen.

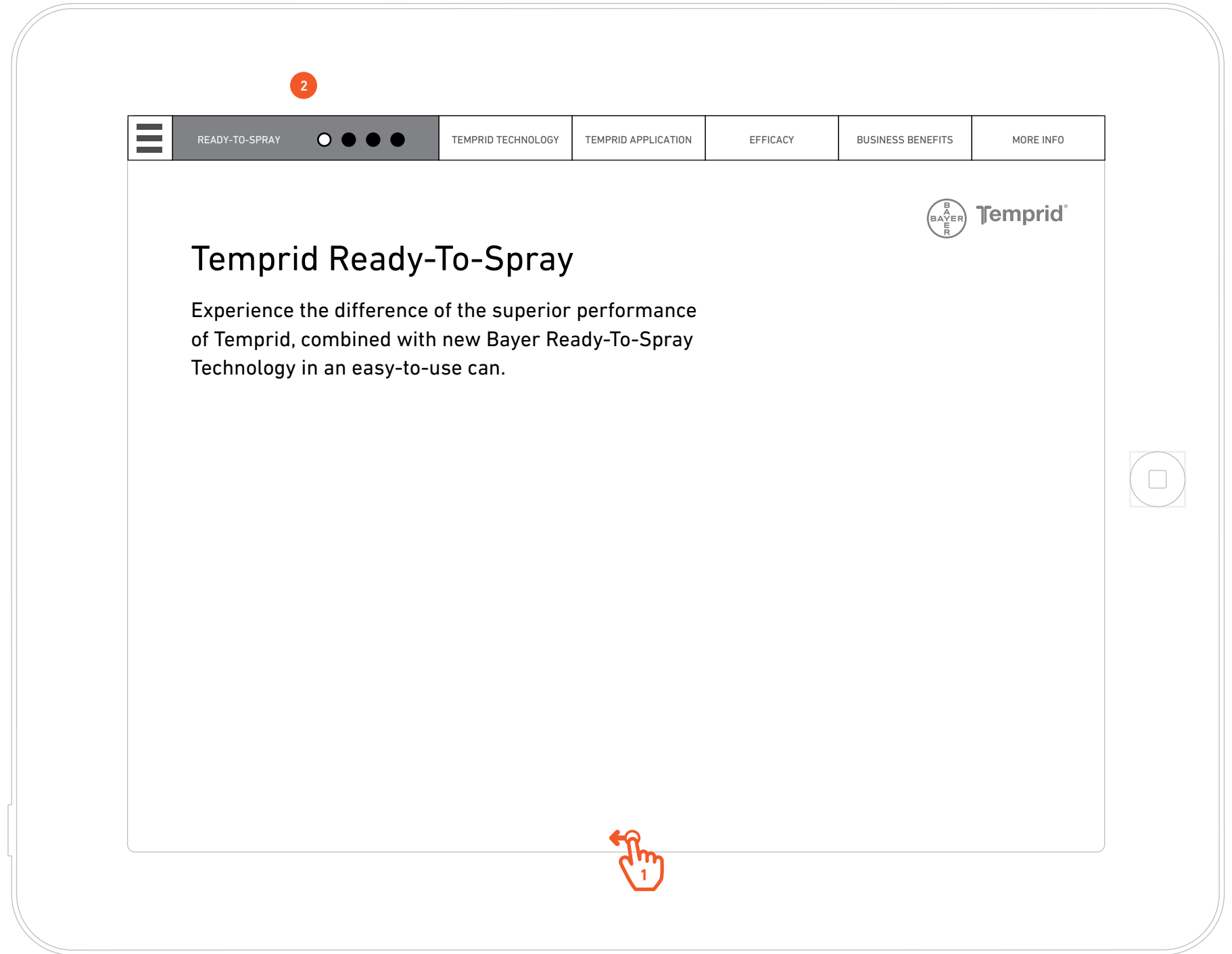


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1.0 Temprid Ready-To-Spray Difference

Funtionality

- 1 Swipe to continue to next screen.
- 2 Ready-To-Spay navigation element expanded to show number of screens and where the user is currently.

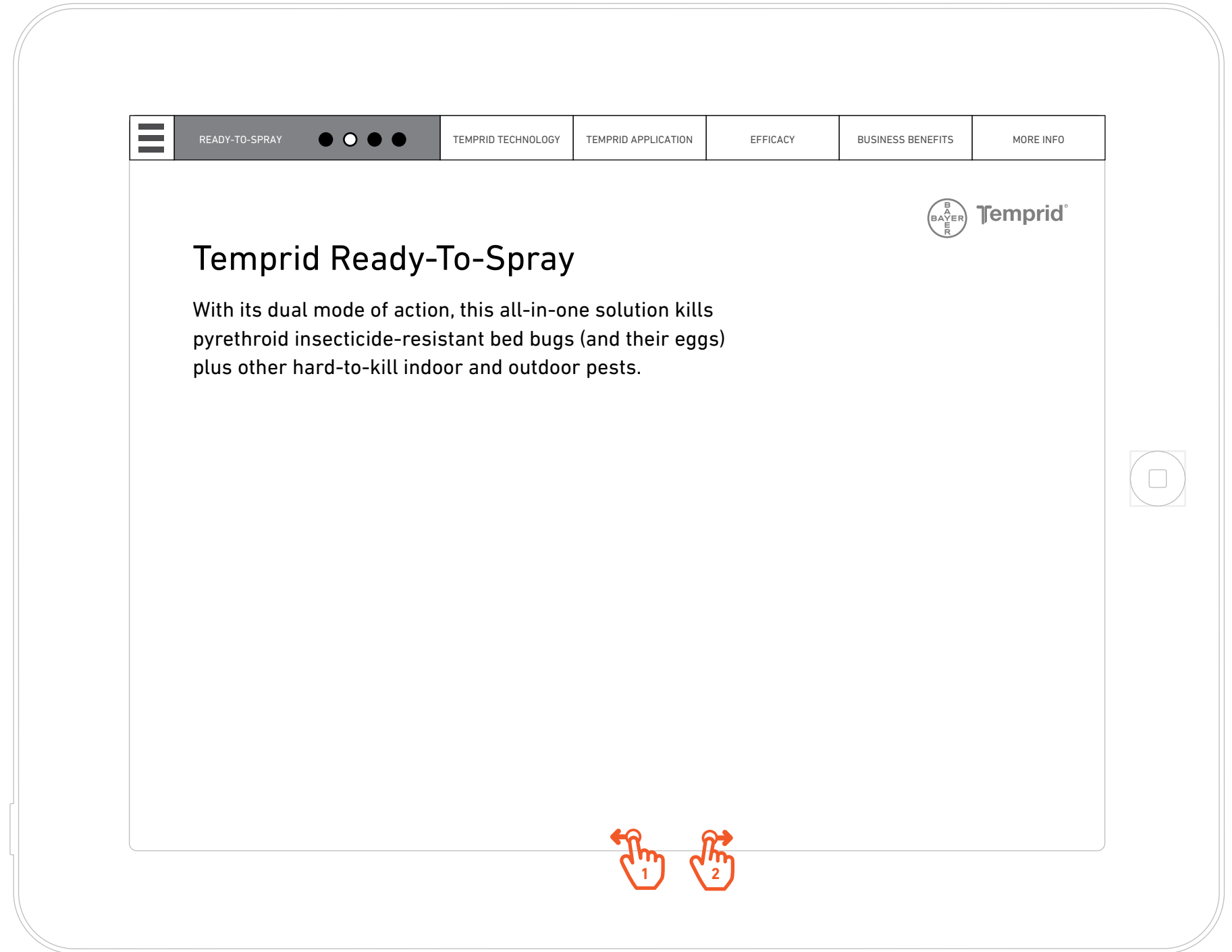


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1.1 Temprid Ready-To-Spray Technology

Functionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to previous screen.

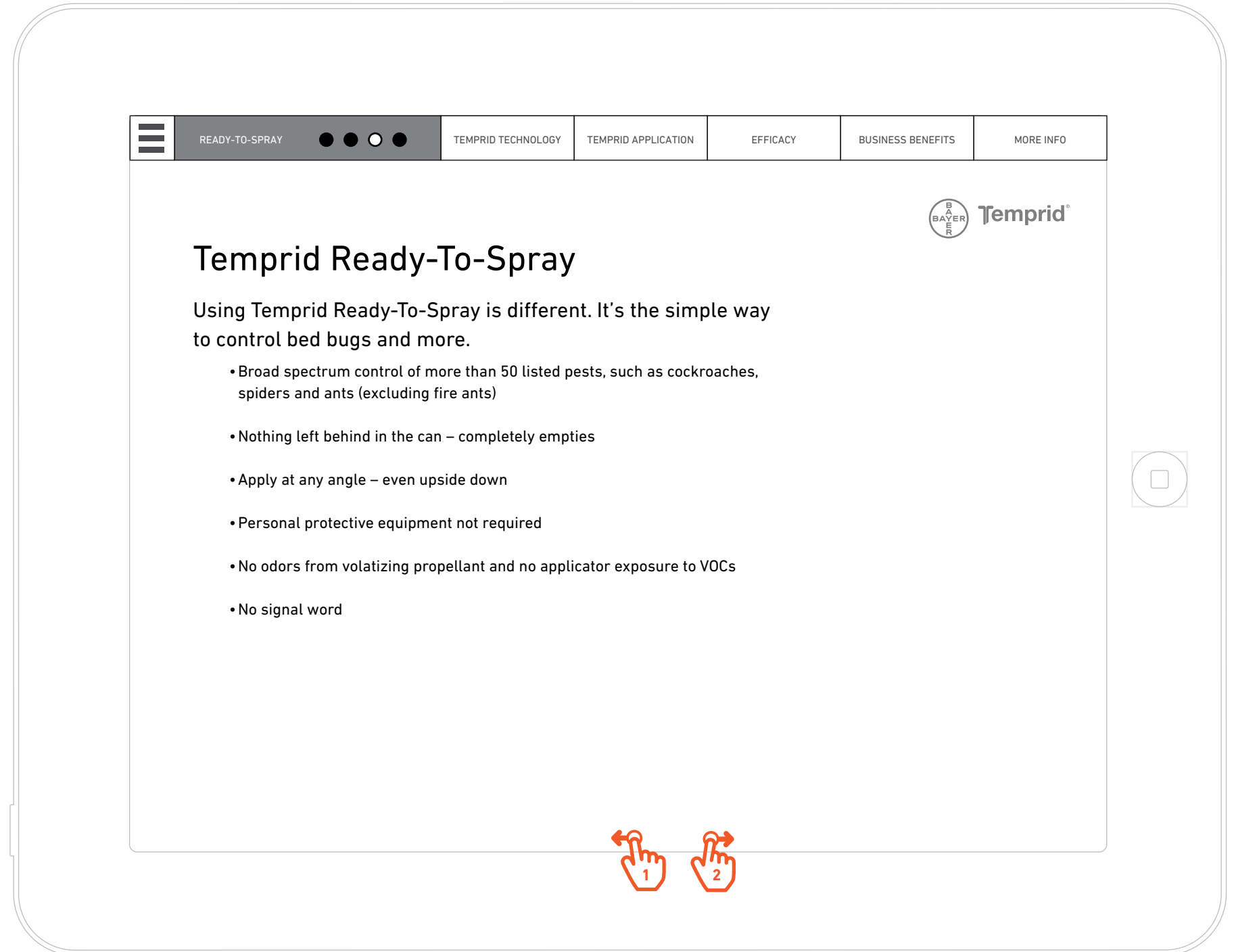


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1.2 Temprid Ready-To-Spray
Versus Aerosol

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to previous screen.

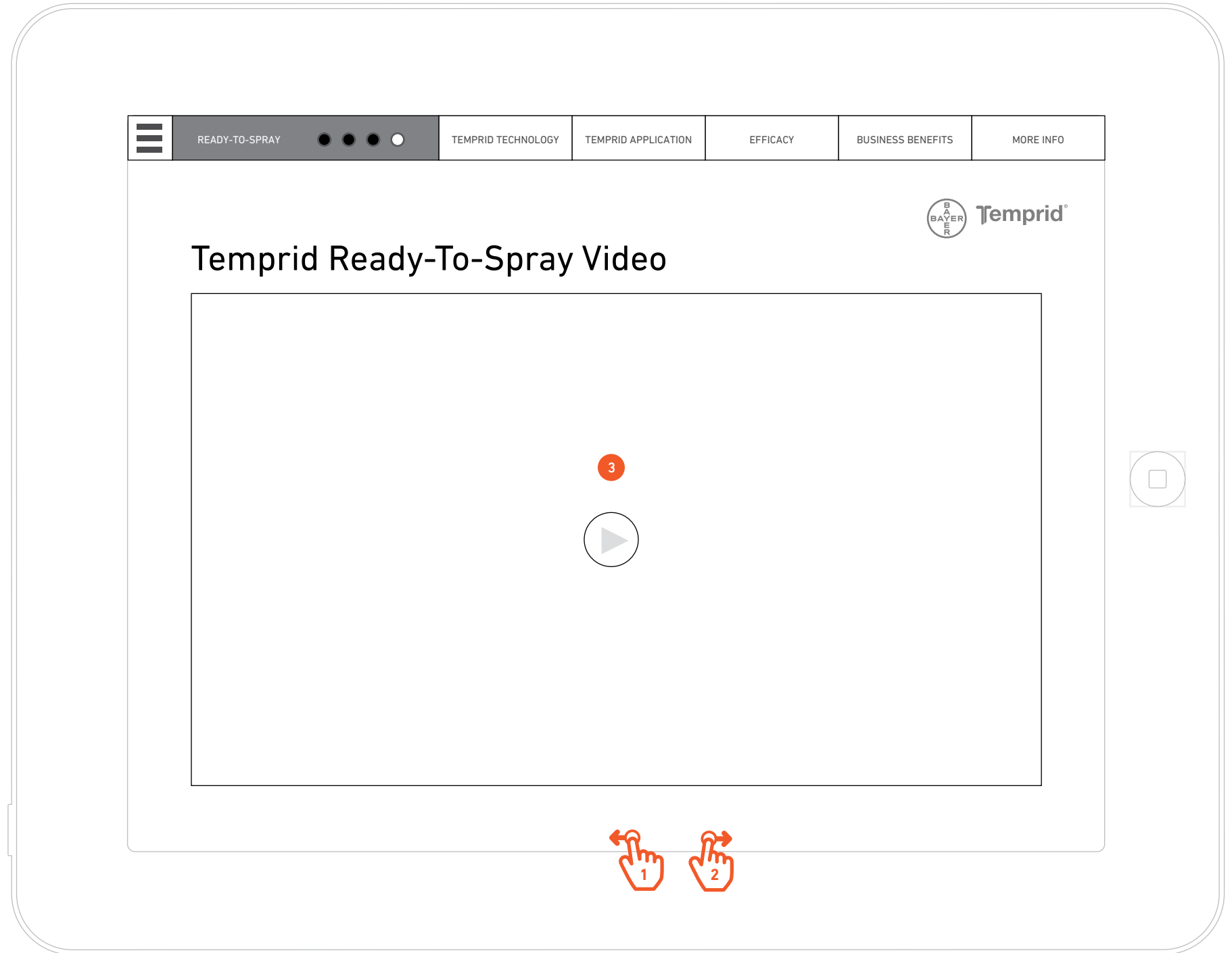


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1.3 Temprid Ready-To-Spray Video

Functionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to previous screen.
- 3 Video player: Video content is in development.



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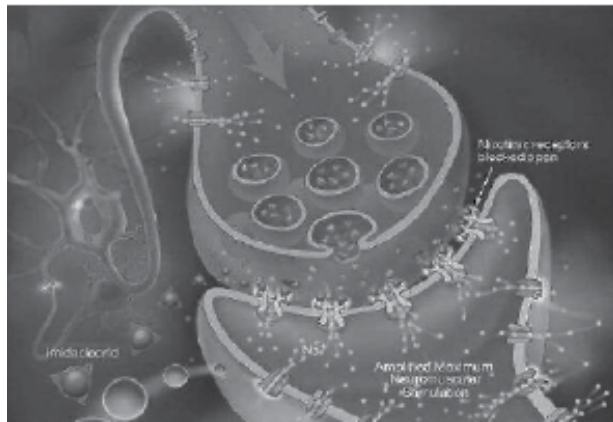
2.0 Temprid Solution Technology

Funtionality

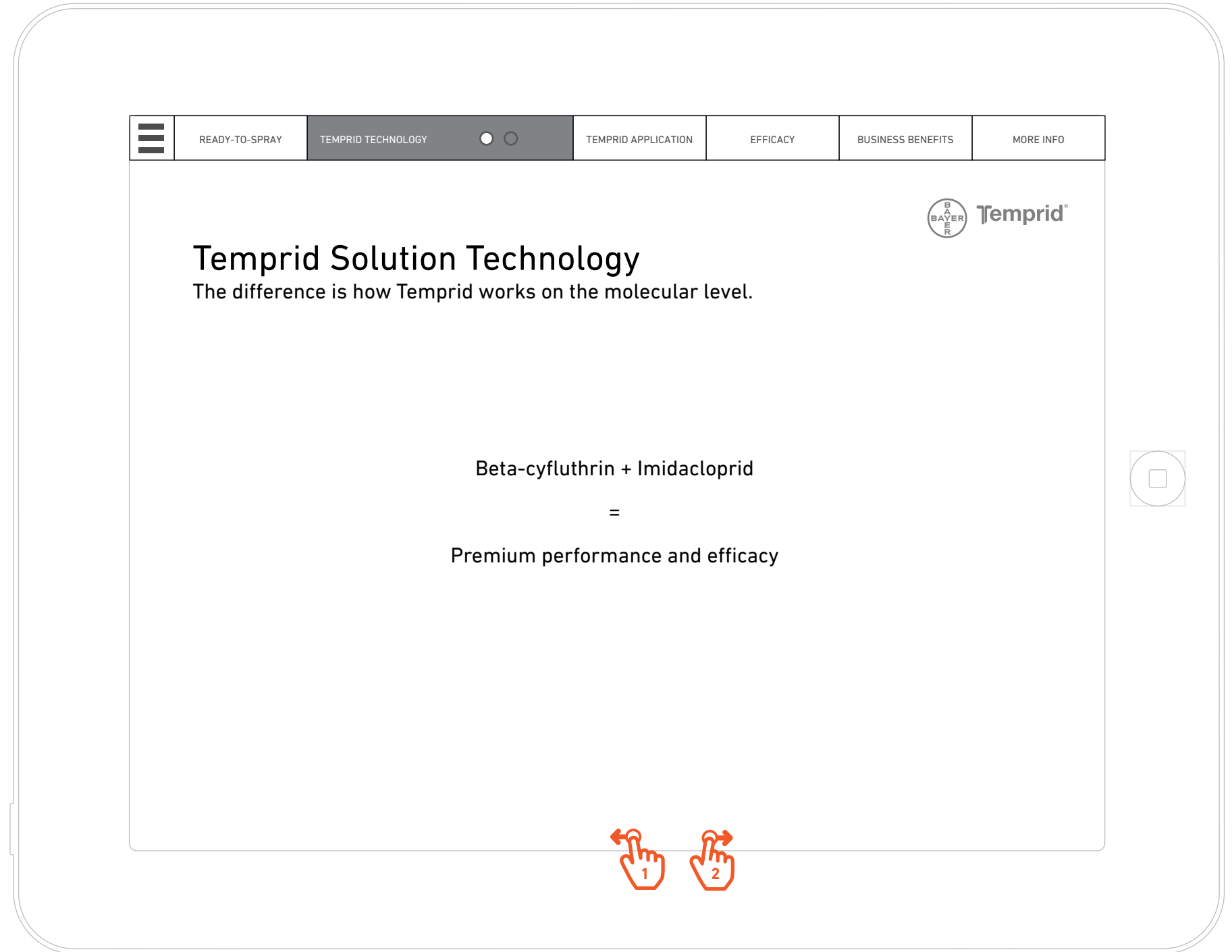
- 1 Swipe to continue to next screen.
- 2 Swipe to return to previous screen.

Creative Direction

Creative to redevelop graphic below:



(Demonstrated at molecular level by electrophysiological measurements on single neurons and extracellular recordings from intact nerve cord preparations. (Ebbingshaus-Kintscher et al.)

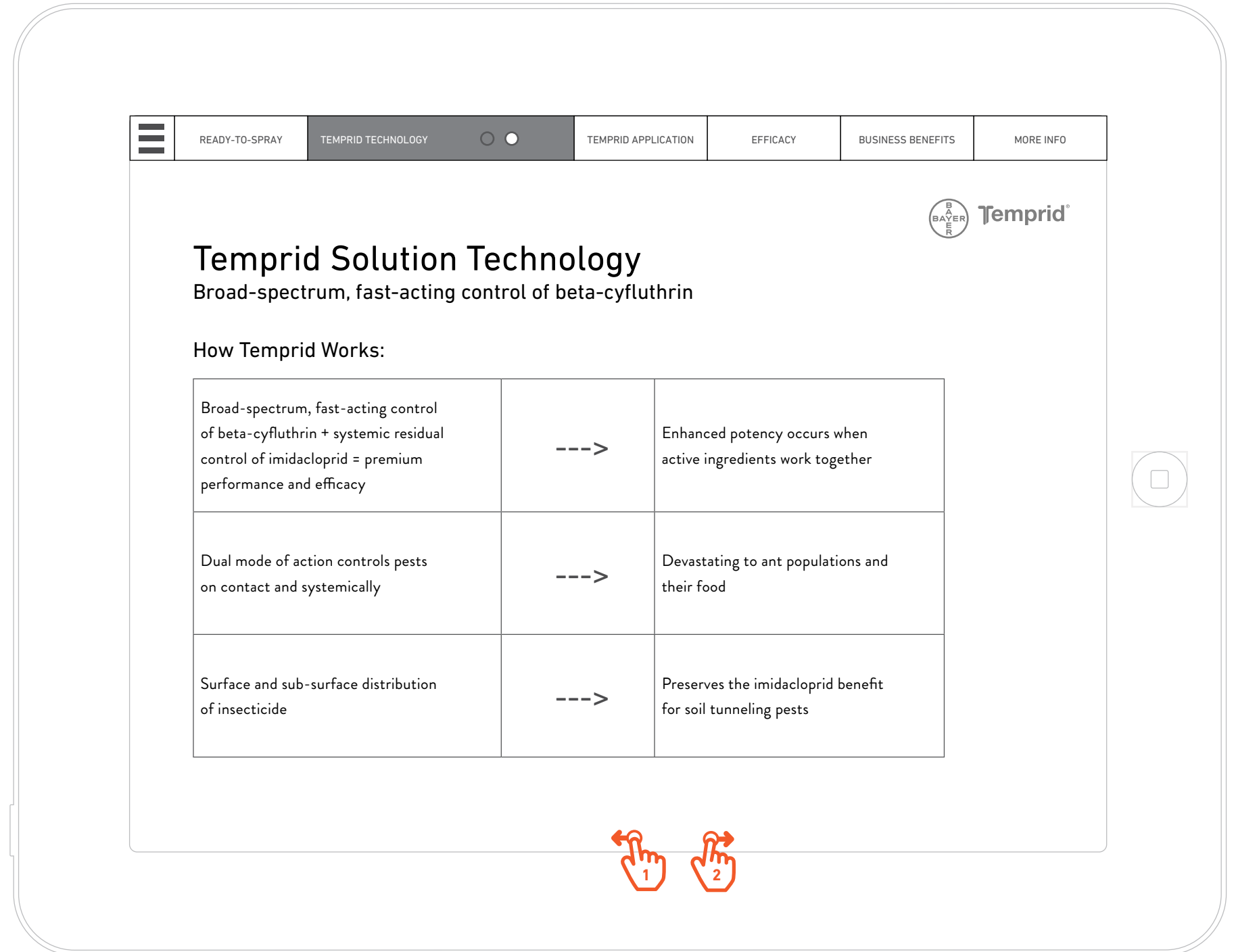


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2.1 Temprid Solution Technology How Temprid Works

Functionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to previous screen.

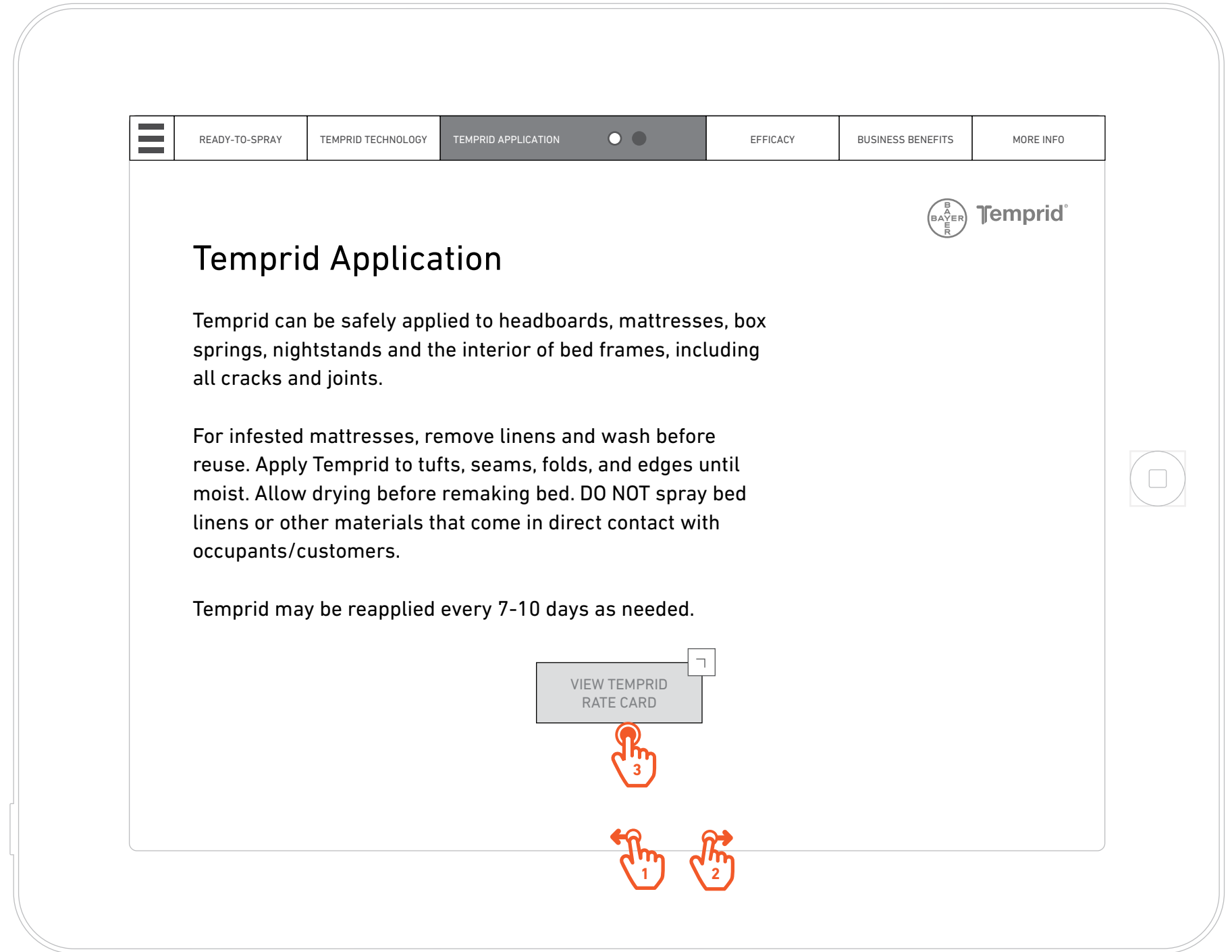


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3.0 Temprid Application

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to previous screen.
- 3 Tap: Launches a graphic overlay.

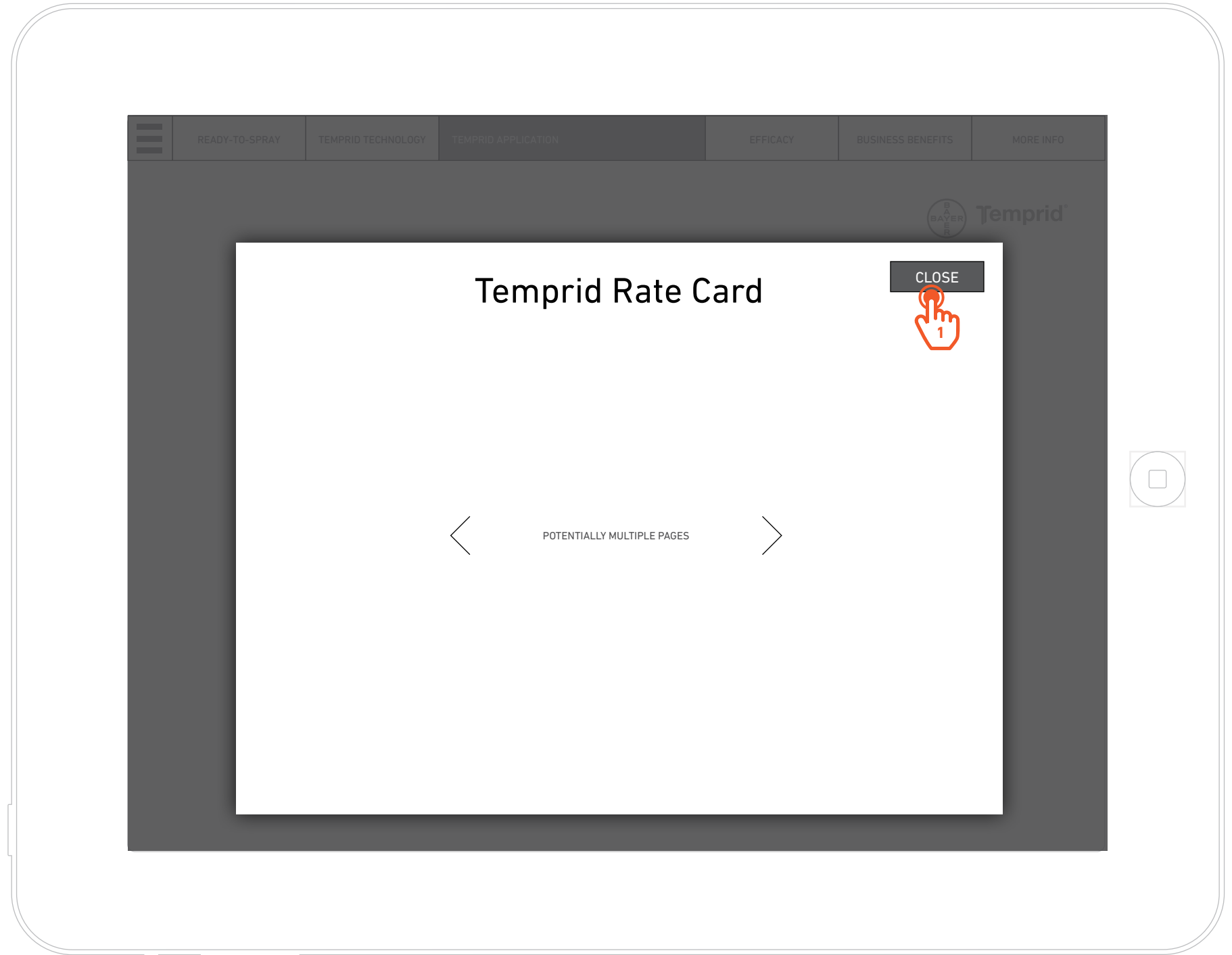


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3.0.1 Temprid Rate Card - Overlay

Funtionality

- 1 Tap on Close Button returns user to current screen.

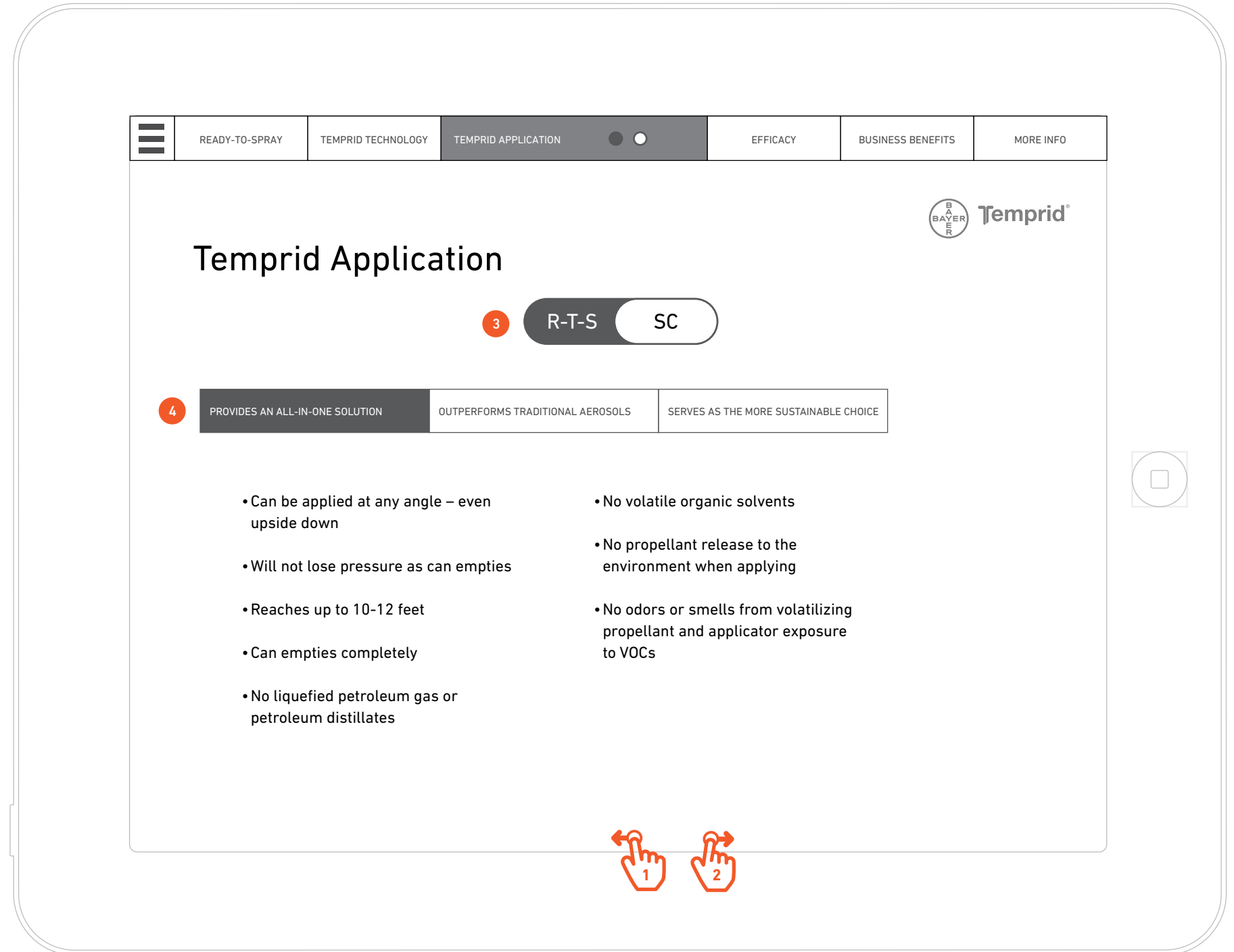


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3.1.1.1 Temprid Ready-To-Spray/ Provides an All-in-One Solution

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to previous screen.
- 3 Toggle switch: Users can switch product views related to Temprid Application.
- 4 Benefit tabs: Users can view supporting content related to each benefit.

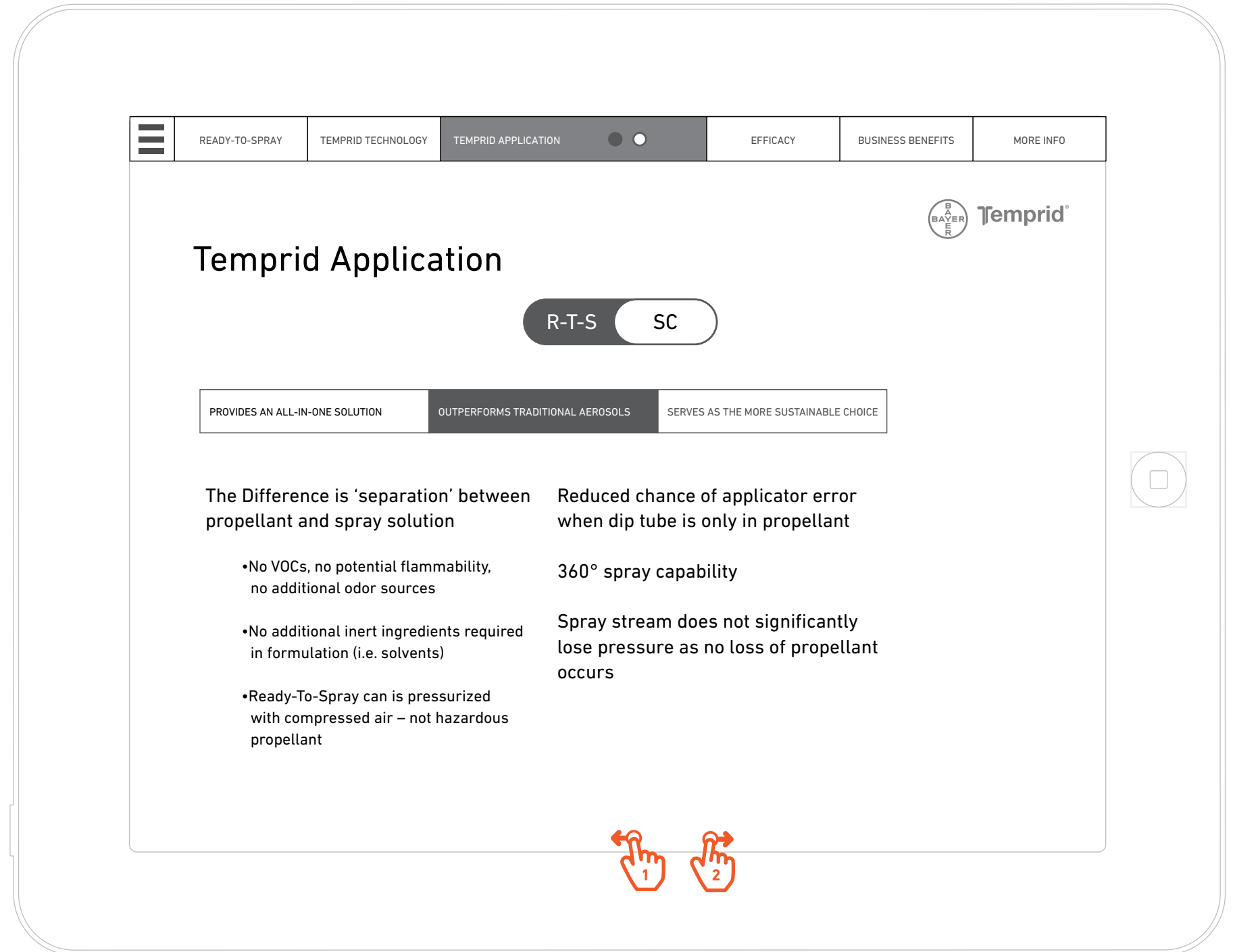


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3.1.1.2 Temprid Ready-To-Spray / Out Performs Traditional Aerosols

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to previous screen.

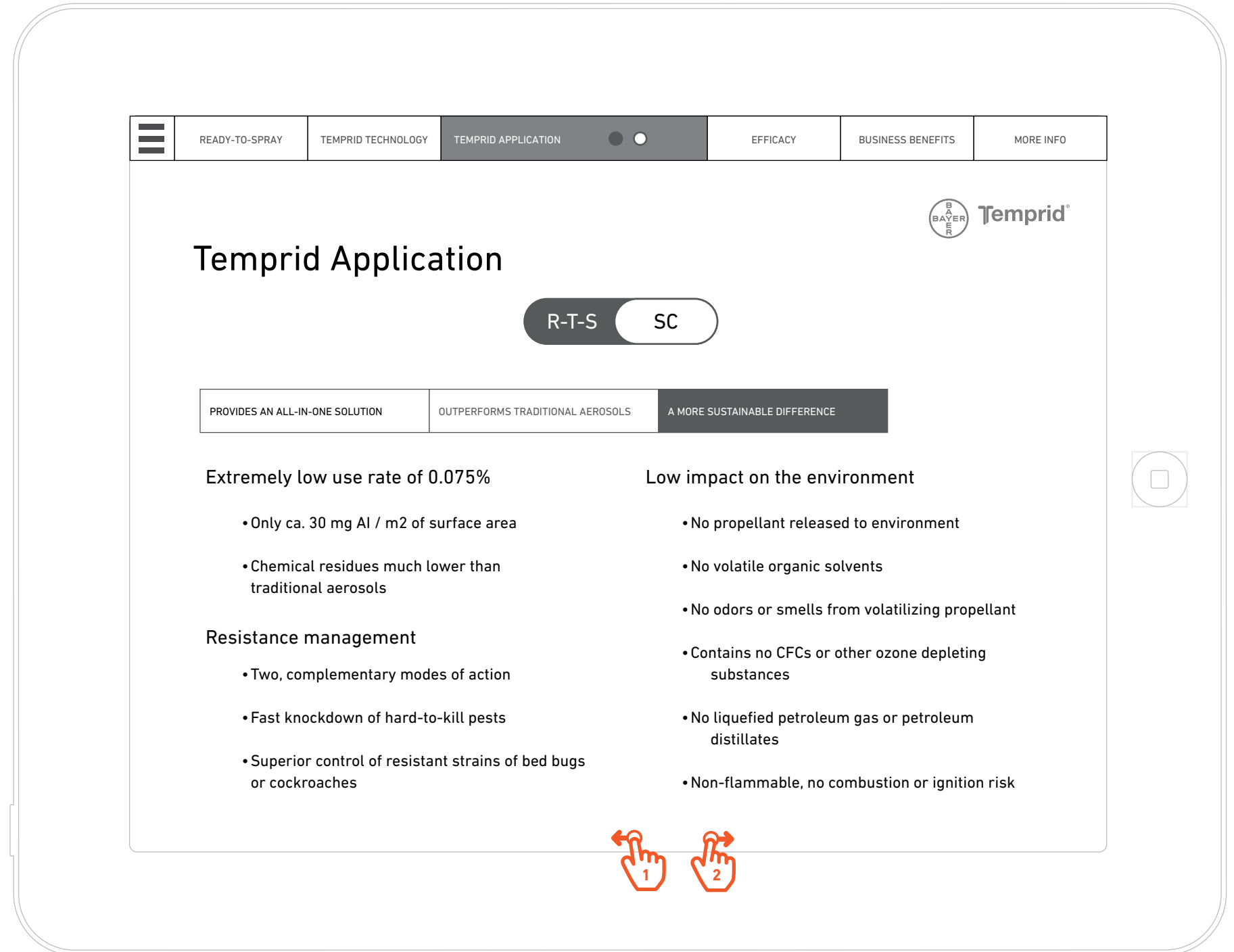


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3.1.1.3 Temprid Ready-To-Spray / Serves as the More Sustainable Choice

Functionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to previous screen.

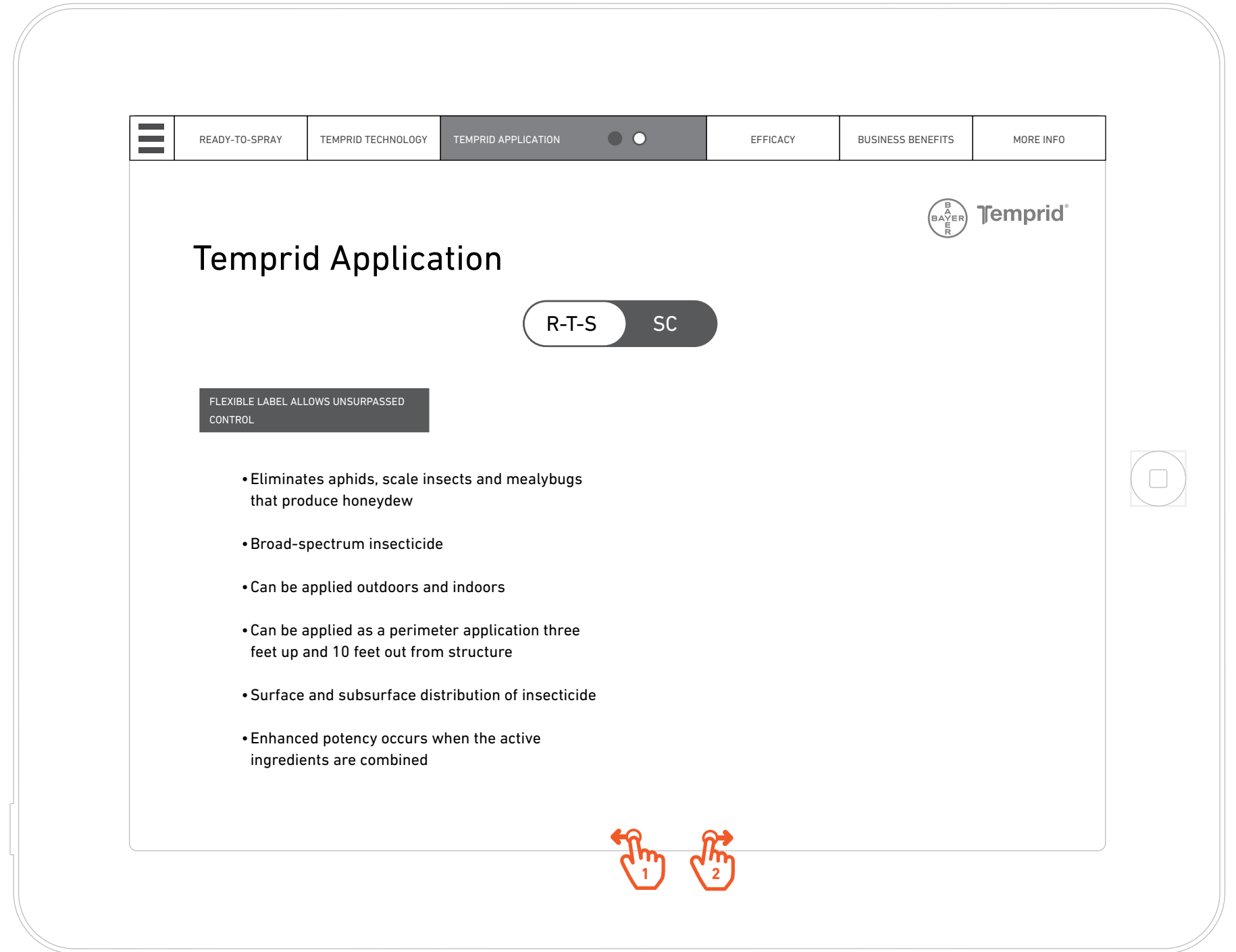


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3.1.2.1 Temprid SC / Flexible Label Allows Unsurpassed Control

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to previous screen.



WIREFRAMES

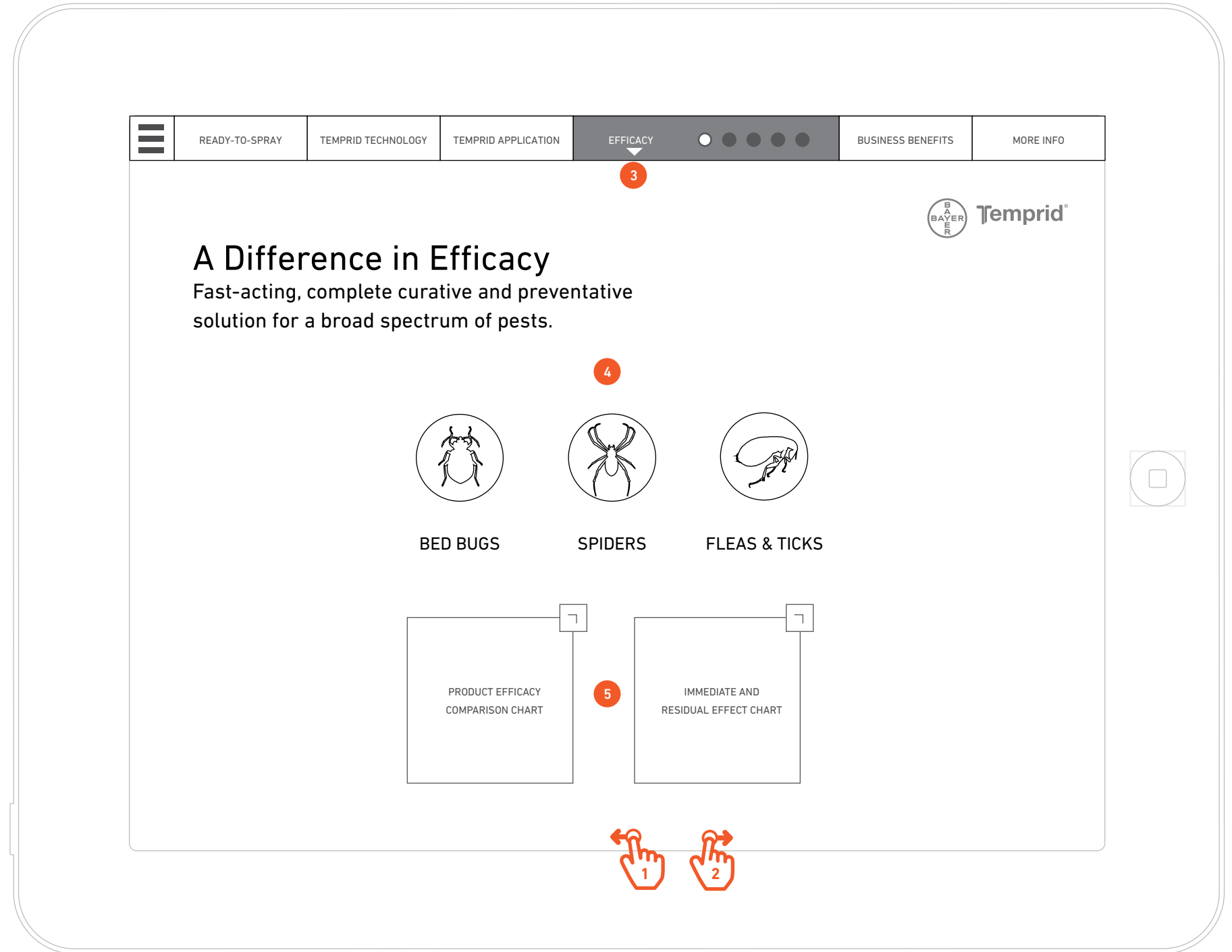
4.0 Efficacy

Funtionality

- 1 Swipe to continue to 4.1 Bed Bugs.
- 2 Swipe to return to previous screen.
- 3 Drop down sub-navigation.

EFFICACY
BED BUGS
SPIDERS
FLEAS AND TICKS

- 4 Tap icon: Takes user to specific sub section of Efficacy.
- 5 Tap chart: Launches overlay screen to display large chart view.

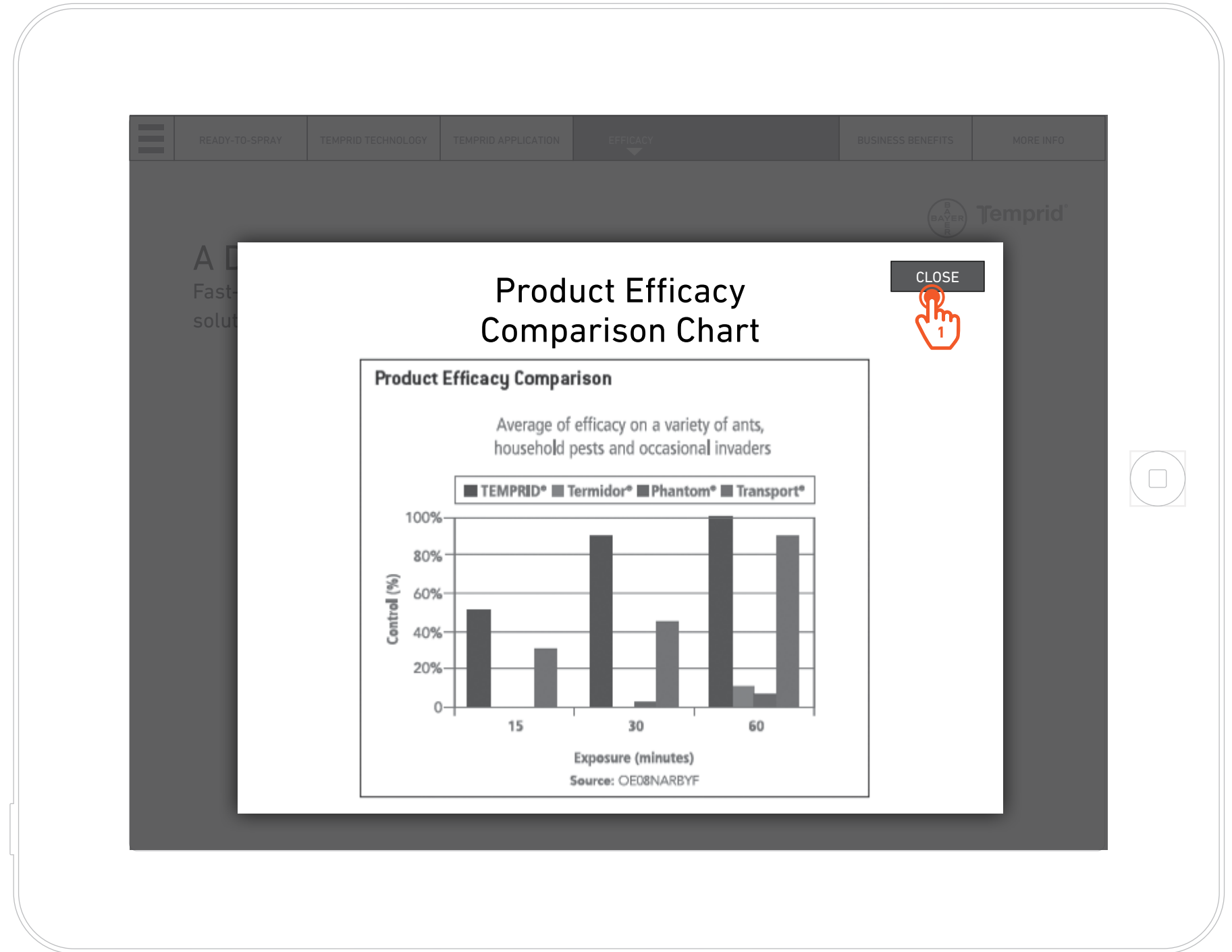


WIREFRAMES

4.0.1 Product Efficacy Comparison Chart - Overlay

Funtionality

- 1 Tap on Close Button returns user to current screen.

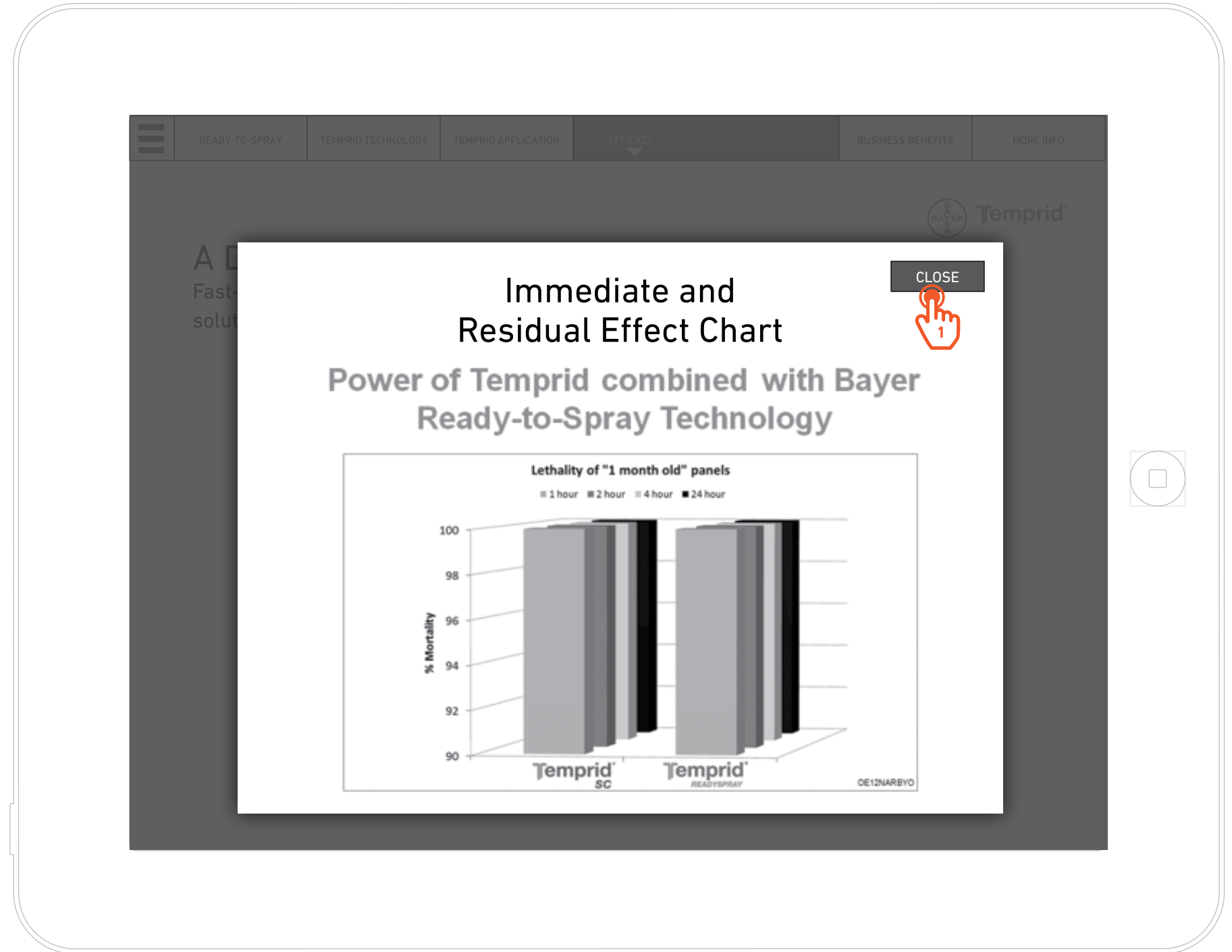


WIREFRAMES

4.0.2 Immediate and Residual Effect Chart - Overlay

Funtionality

- 1 Tap on Close Button returns user to current screen.

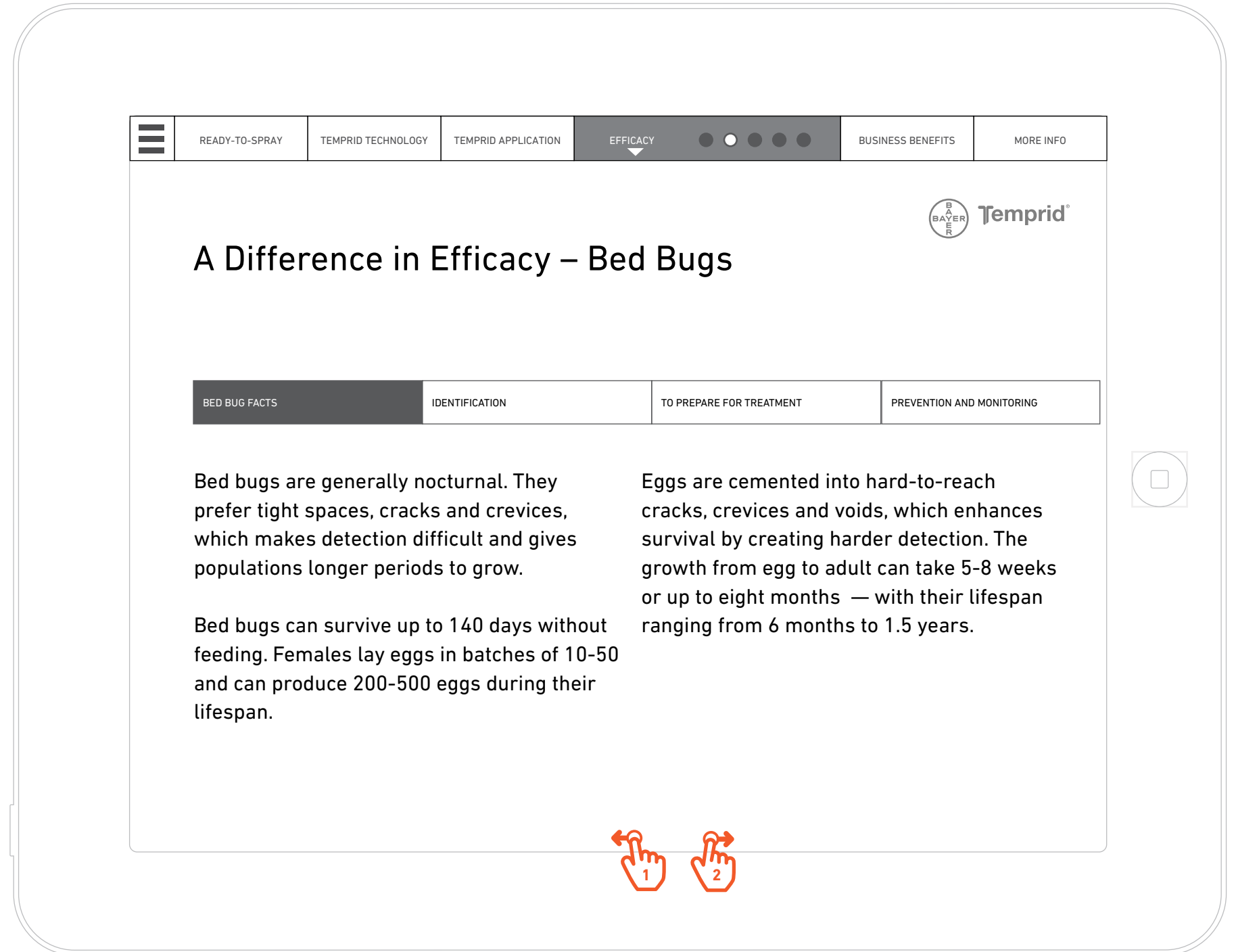


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4.1.1 Bed Bugs - Facts

Funtionality

- 1 Swipe to continue to 4.2 Spiders.
- 2 Swipe to return to previous screen.

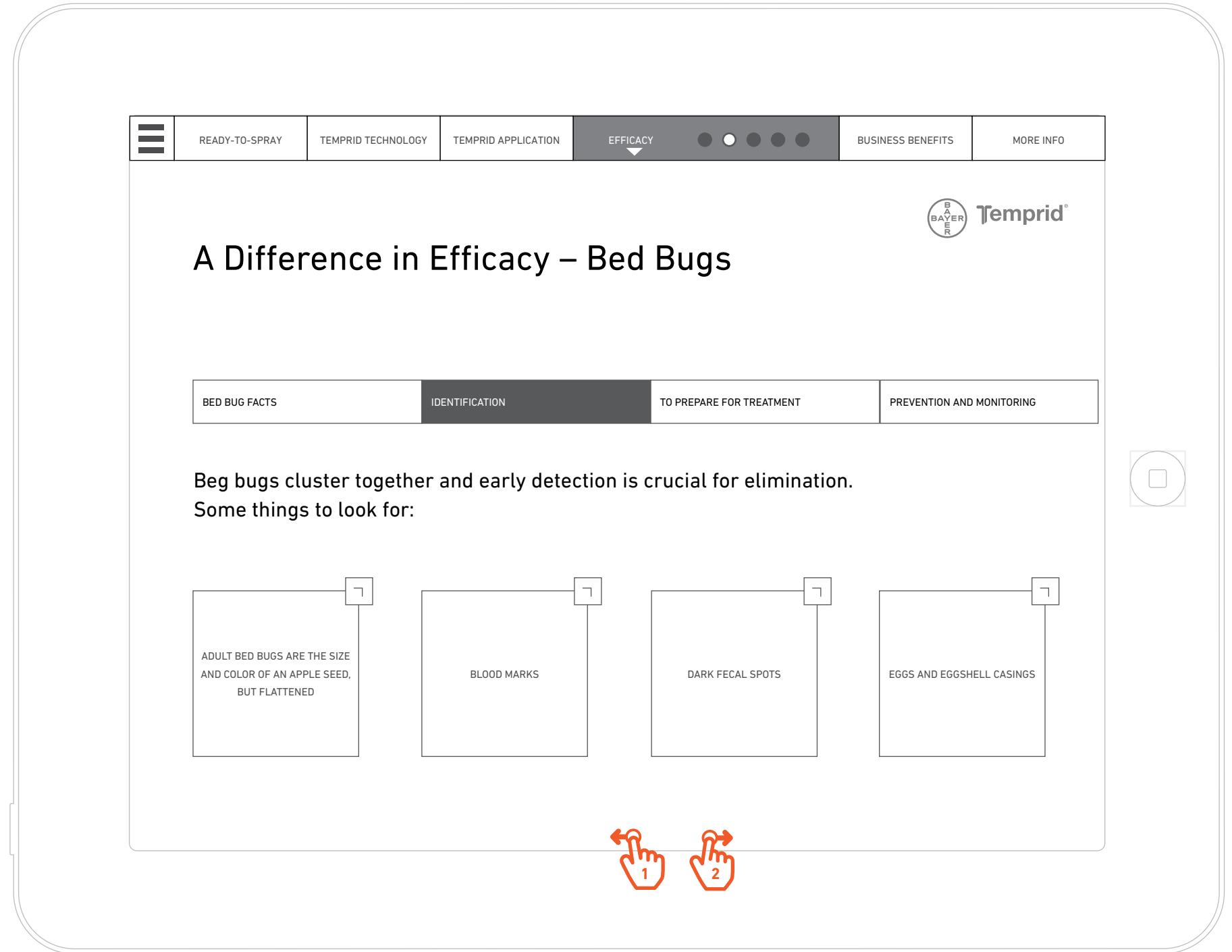


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4.1.2 Bed Bugs - Identification

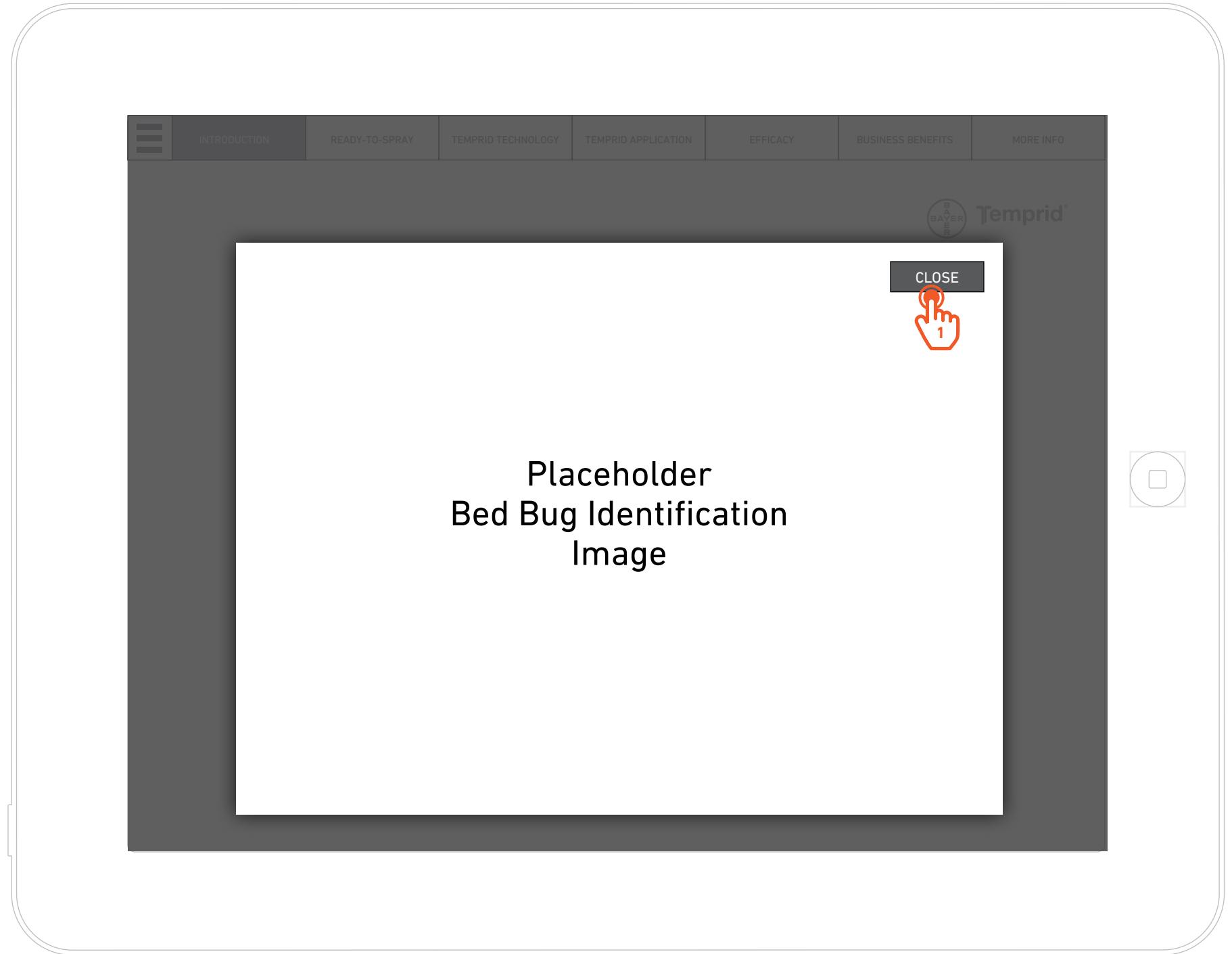
Funtionality

- 1 Swipe to continue to 4.2 Spiders.
- 2 Swipe to return to previous screen.



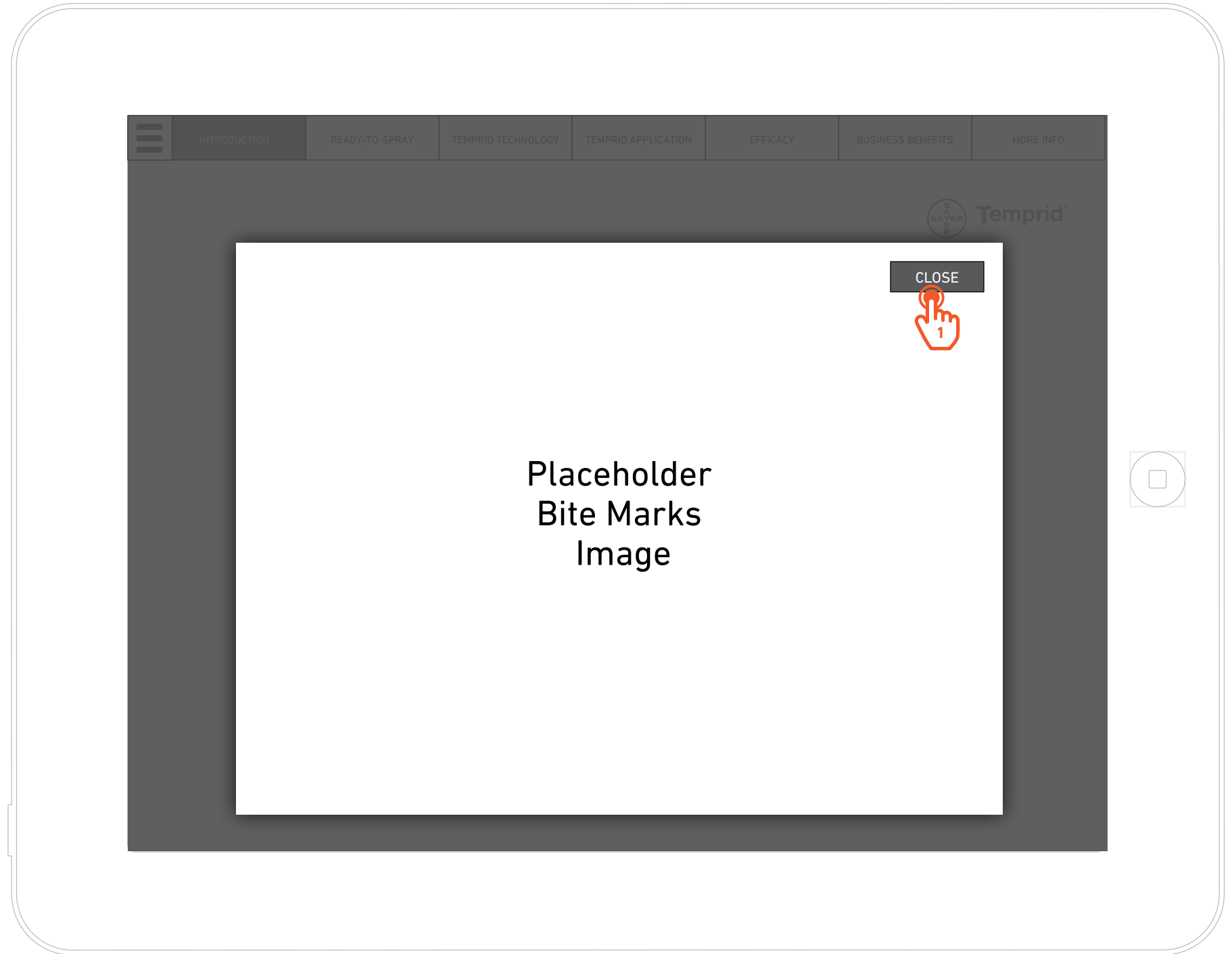
WIREFRAMES

4.1.2.1 Bed Bug Identification - Overlay



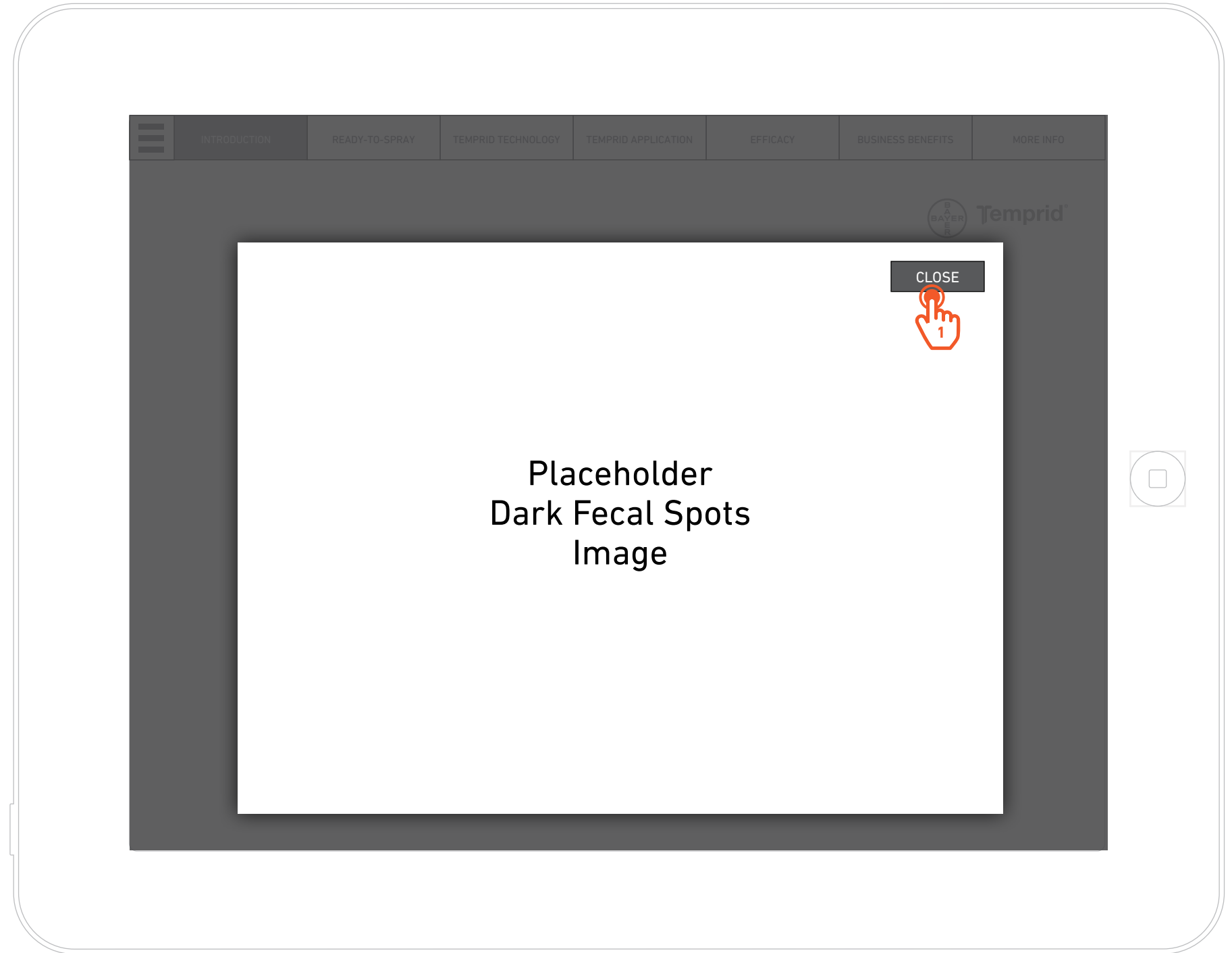
WIREFRAMES

4.1.2.2 Bed Bug Bite Marks -
Overlay



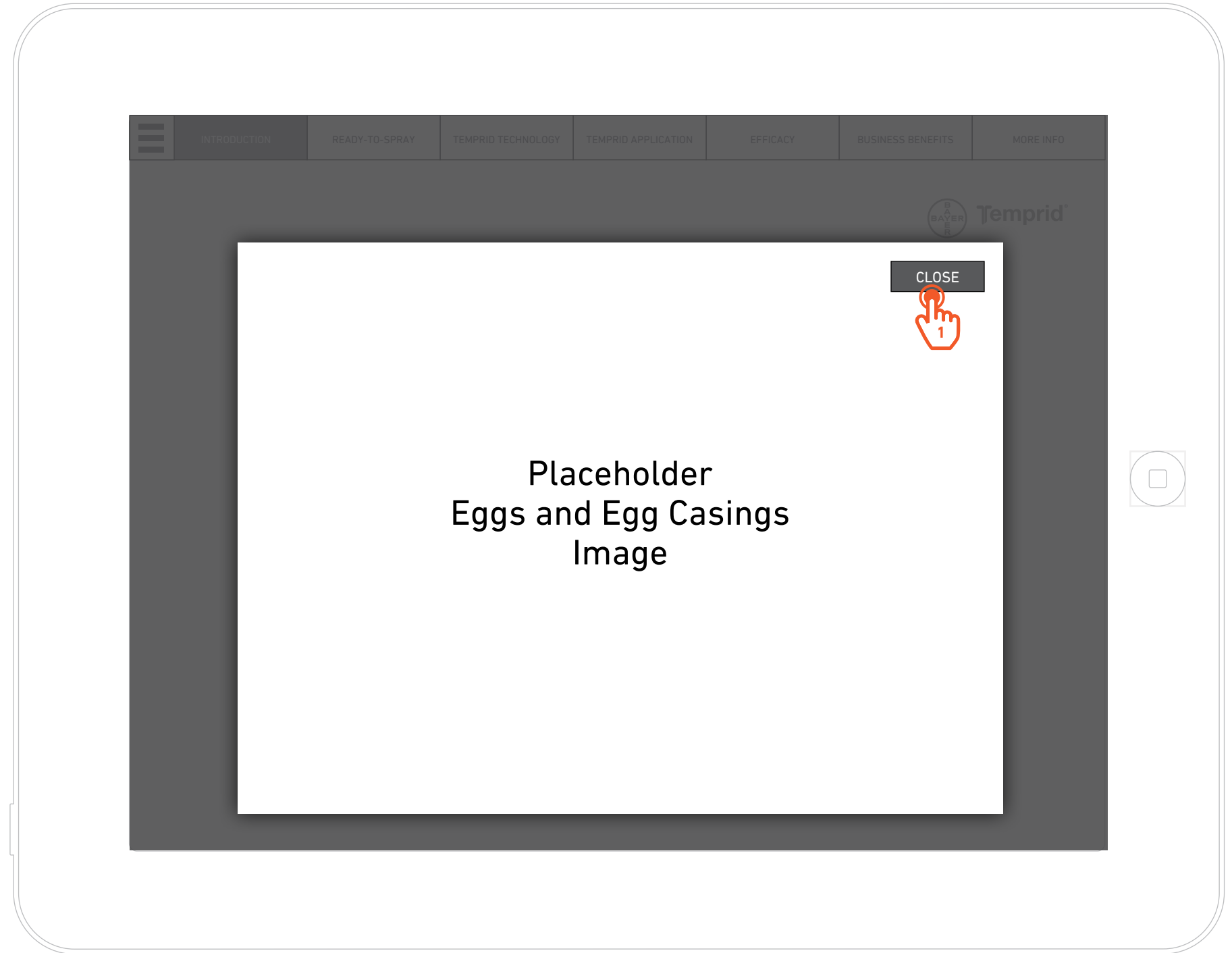
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4.1.2.3 Bed Bug Dark Fecal Spots - Overlay



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4.1.2.4 Bed Bugs Eggs and Egg Casings - Overlay

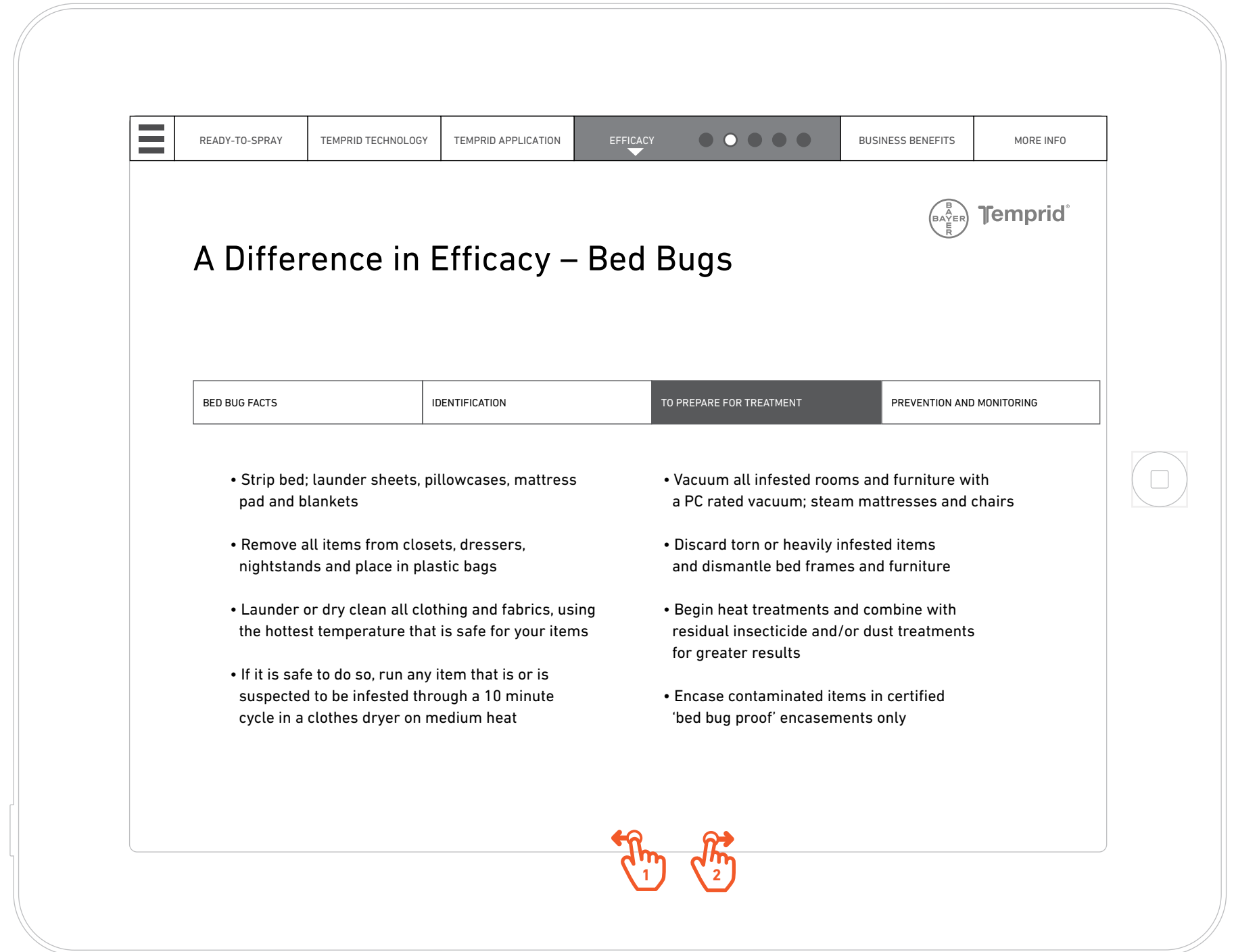


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4.1.3 Bed Bugs - To Prepare For Treatment

Funtionality

- 1 Swipe to continue to 4.2 Spiders.
- 2 Swipe to return to previous screen.

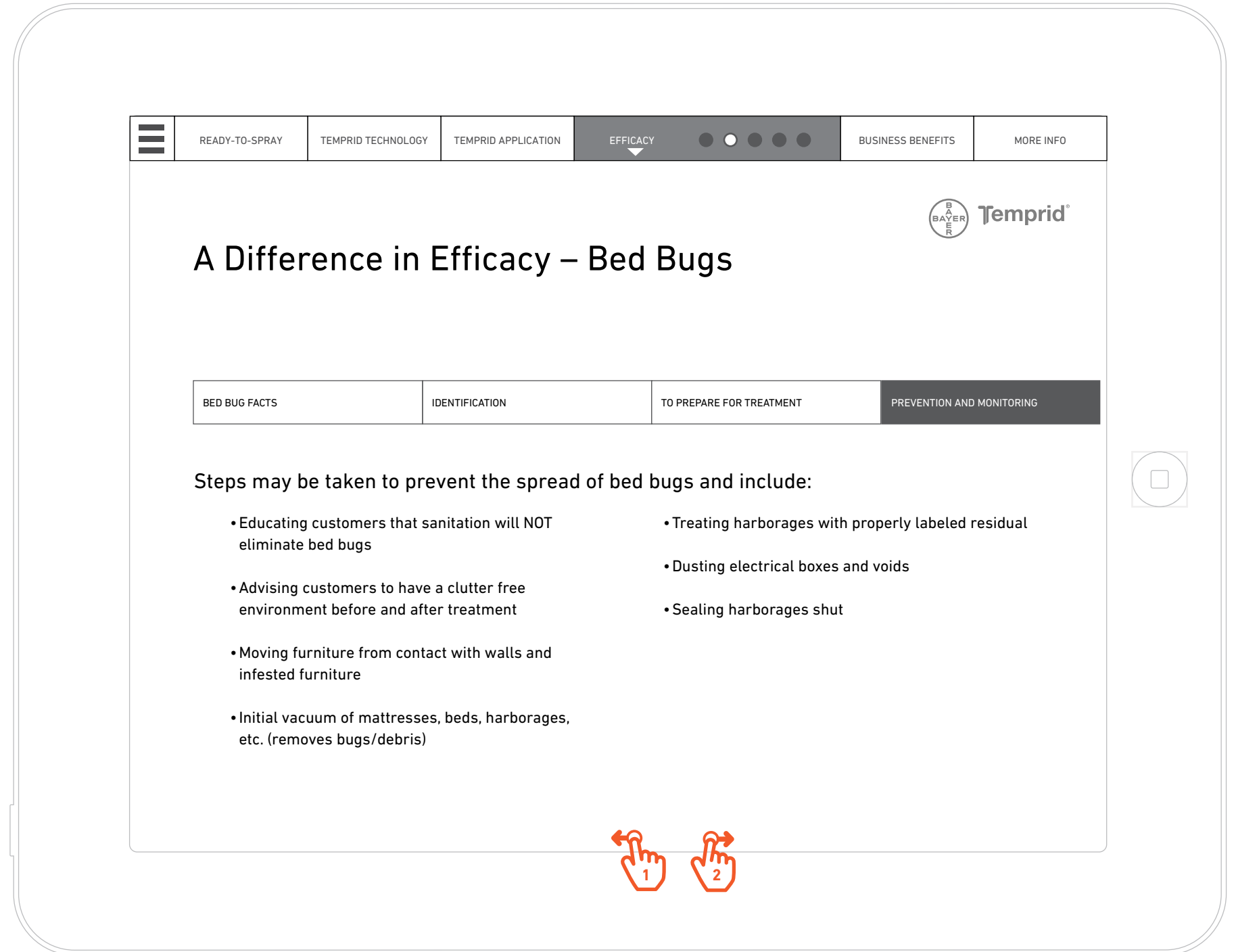


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4.1.4 Bed Bugs - Preventing and Monitoring

Funtionality

- 1 Swipe to continue to 4.2 Spiders.
- 2 Swipe to return to previous screen.

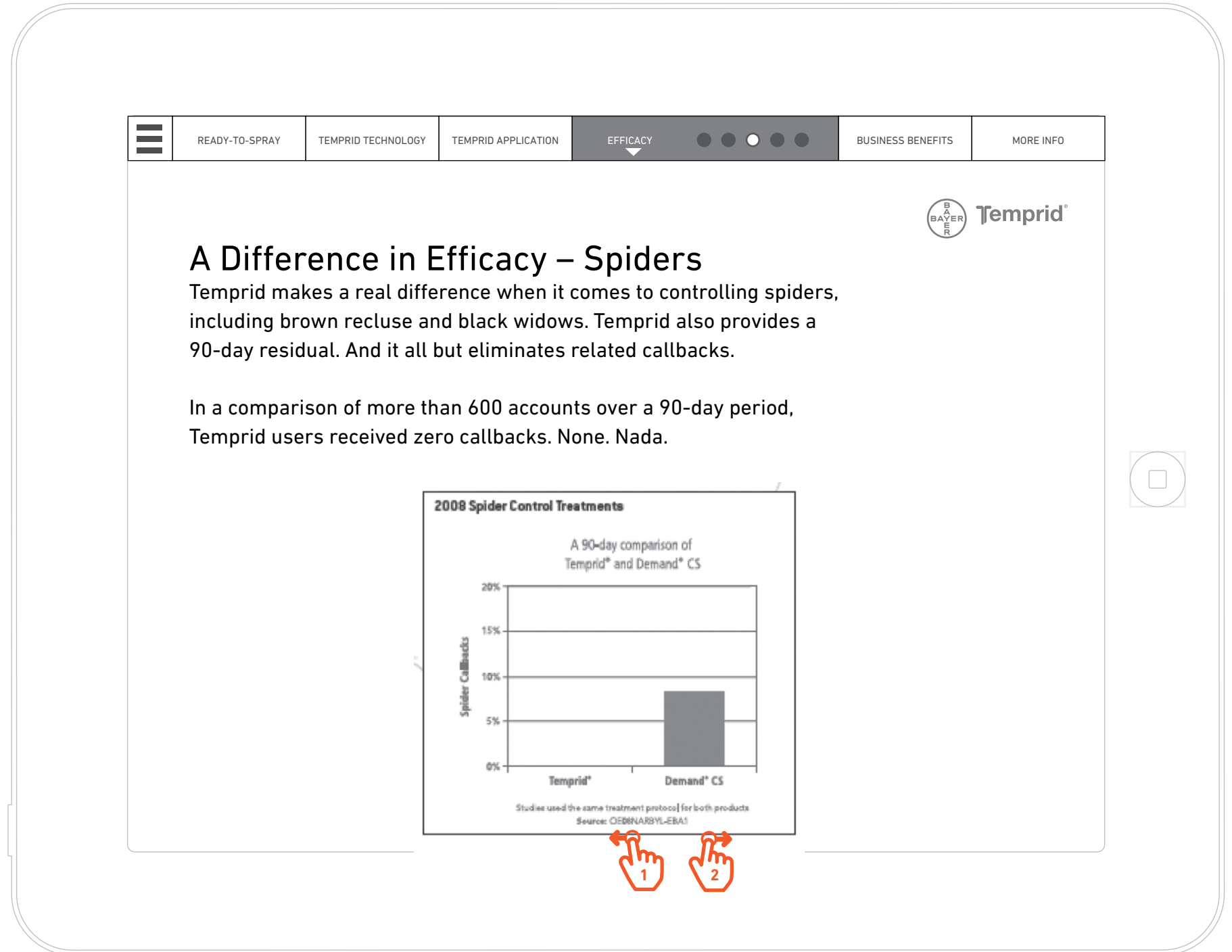


WIREFRAMES

4.2 Spiders

Funtionality

- 1 Swipe to continue to 4.3 Fleas and Ticks.
- 2 Swipe to return to 4.1 Beg Bugs.

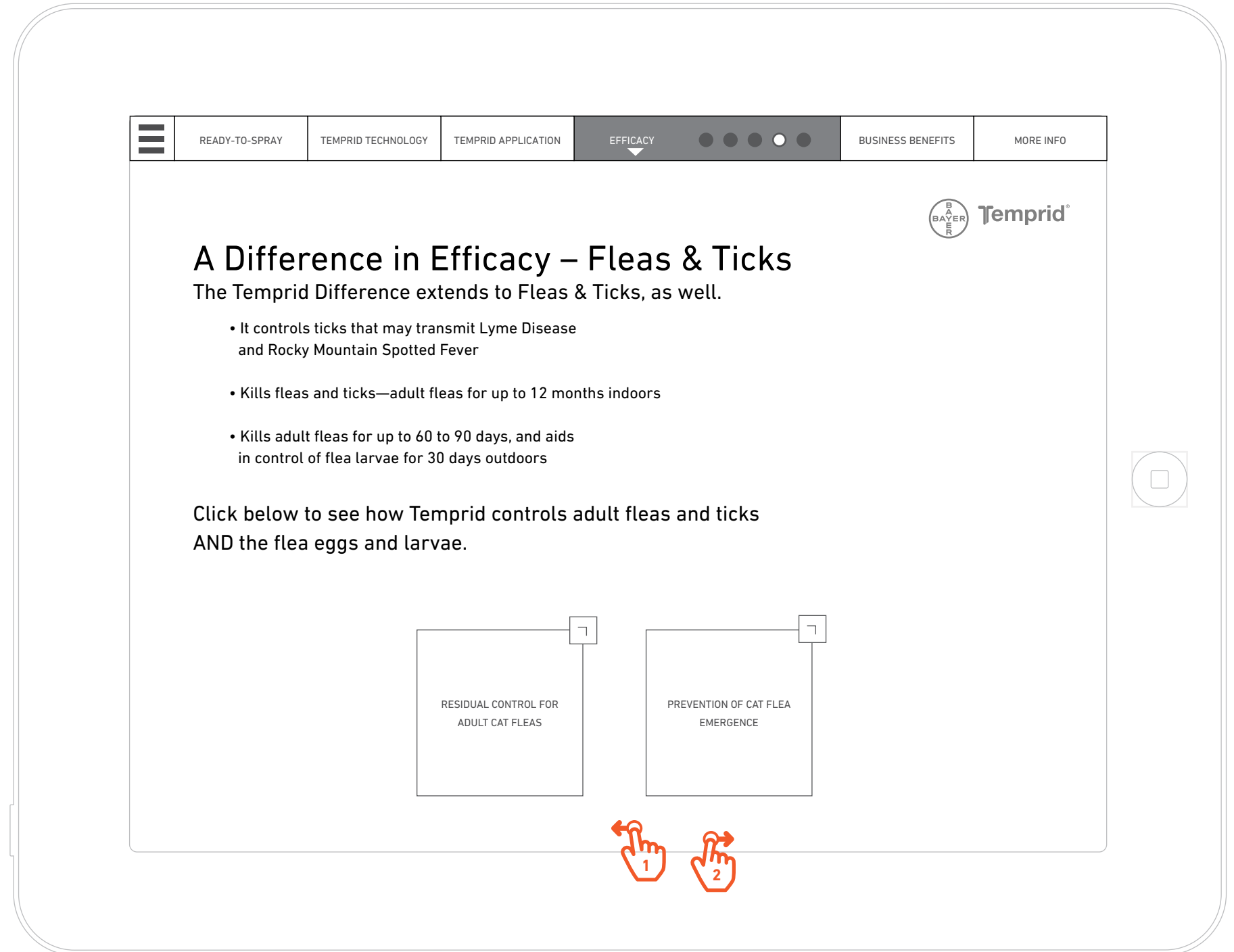


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4.3 Fleas and Ticks

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to 4.2 Spiders.

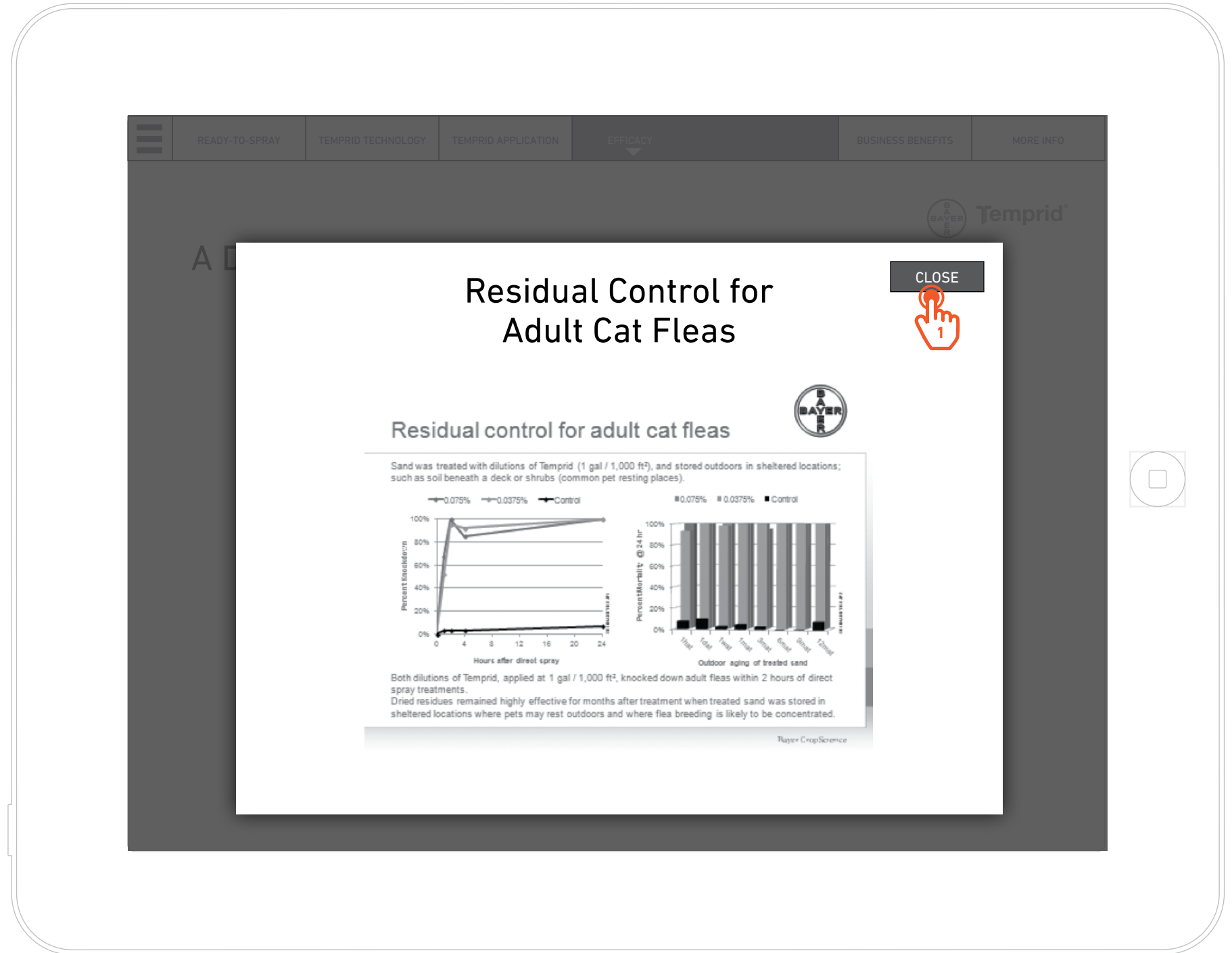


WIREFRAMES

4.3.1 Residual Control for Adult Cat Fleas - Overlay

Funtionality

- 1 Tap on Close Button returns user to current screen.

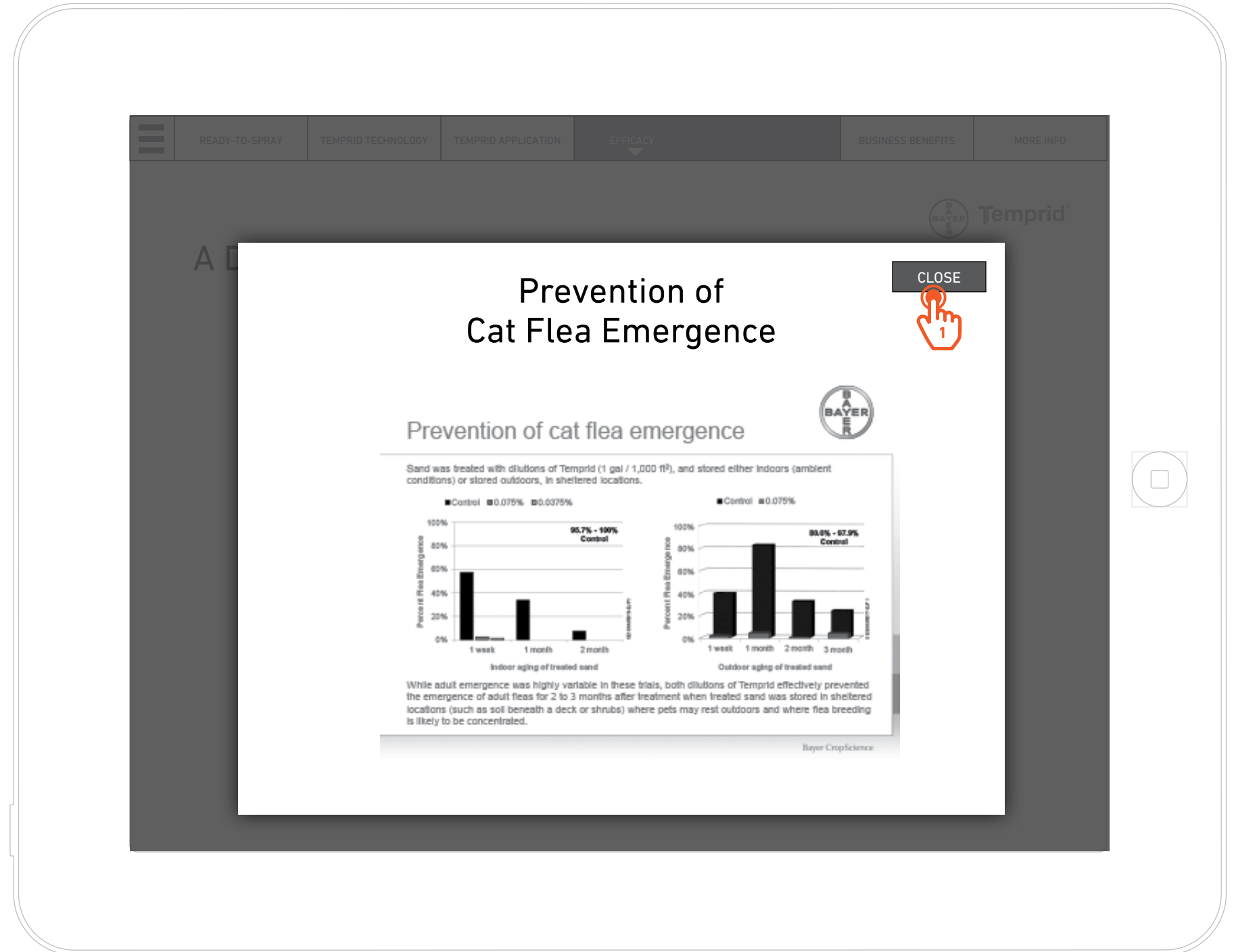


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4.3.2 Prevention of Cat Flea Emergence - Overlay

Funtionality

- 1 Tap on Close Button returns user to current screen.



WIREFRAMES

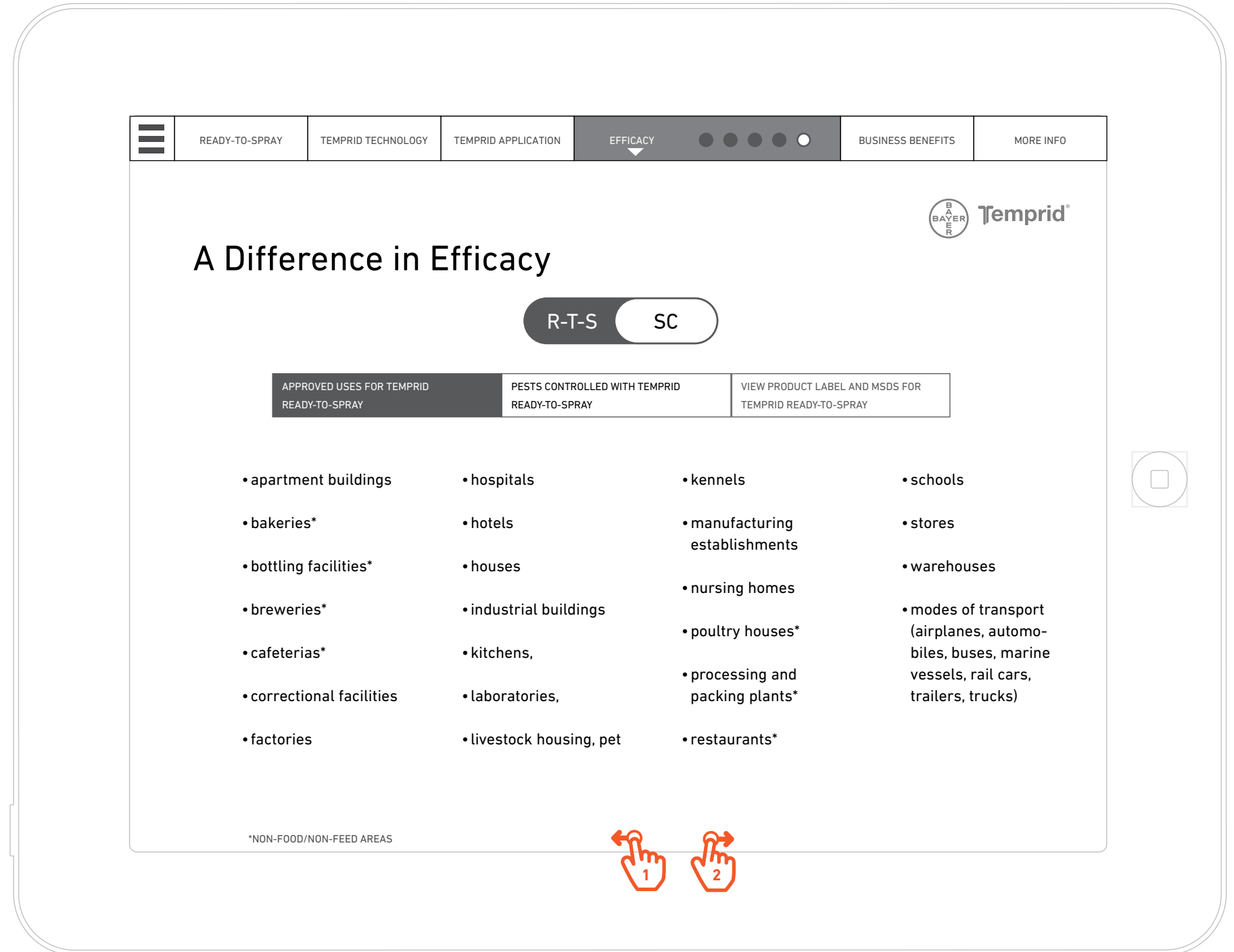
4.4.1.1 Approved Uses For Temprid-Ready-To-Spray

Functionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to 4.3 Fleas and Ticks.

Creative Direction

Product shots could be used as the toggle switch.

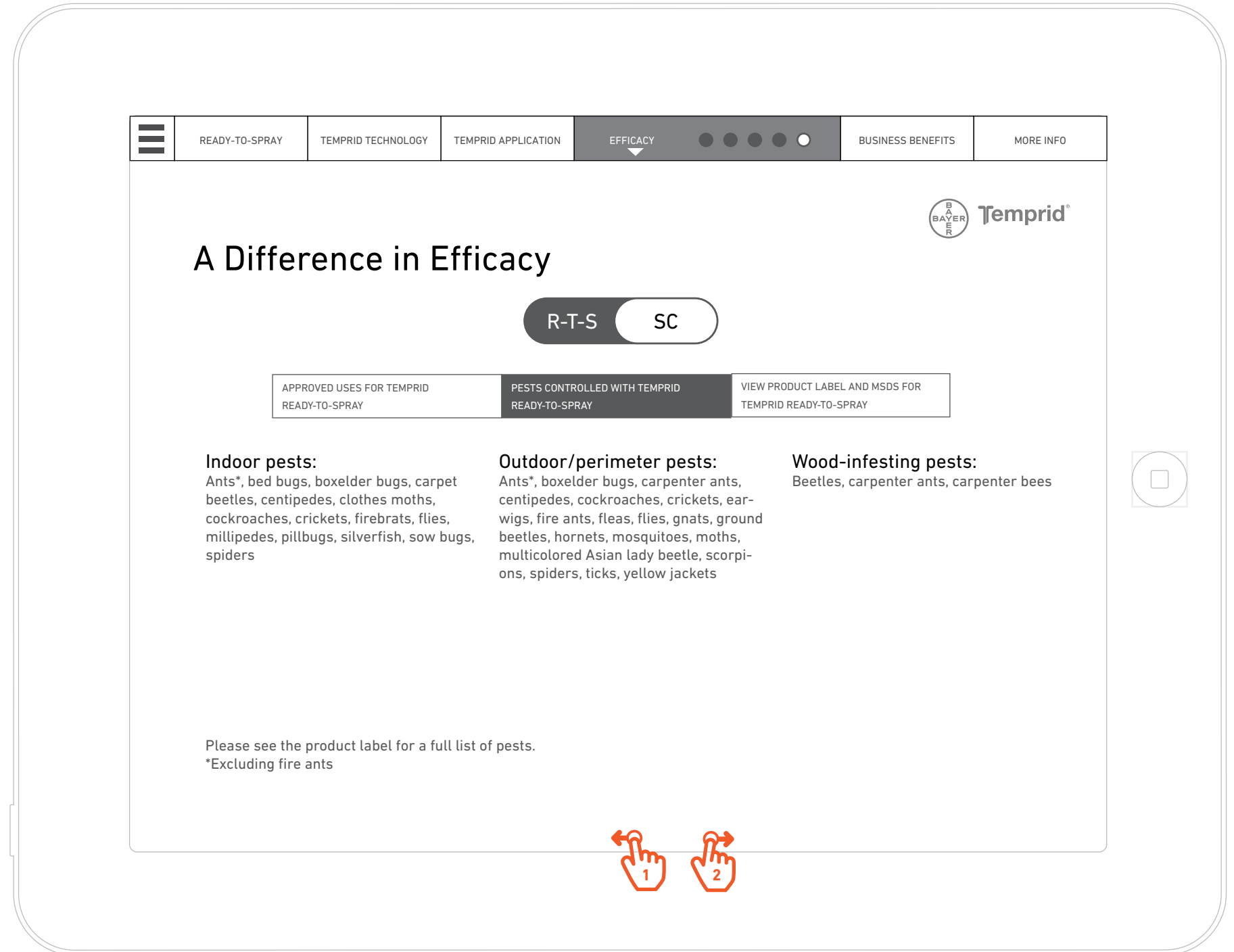


WIREFRAMES

4.4.1.2 Pests Controlled With Temprid-Ready-To-Spray

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to 4.3 Fleas and Ticks.

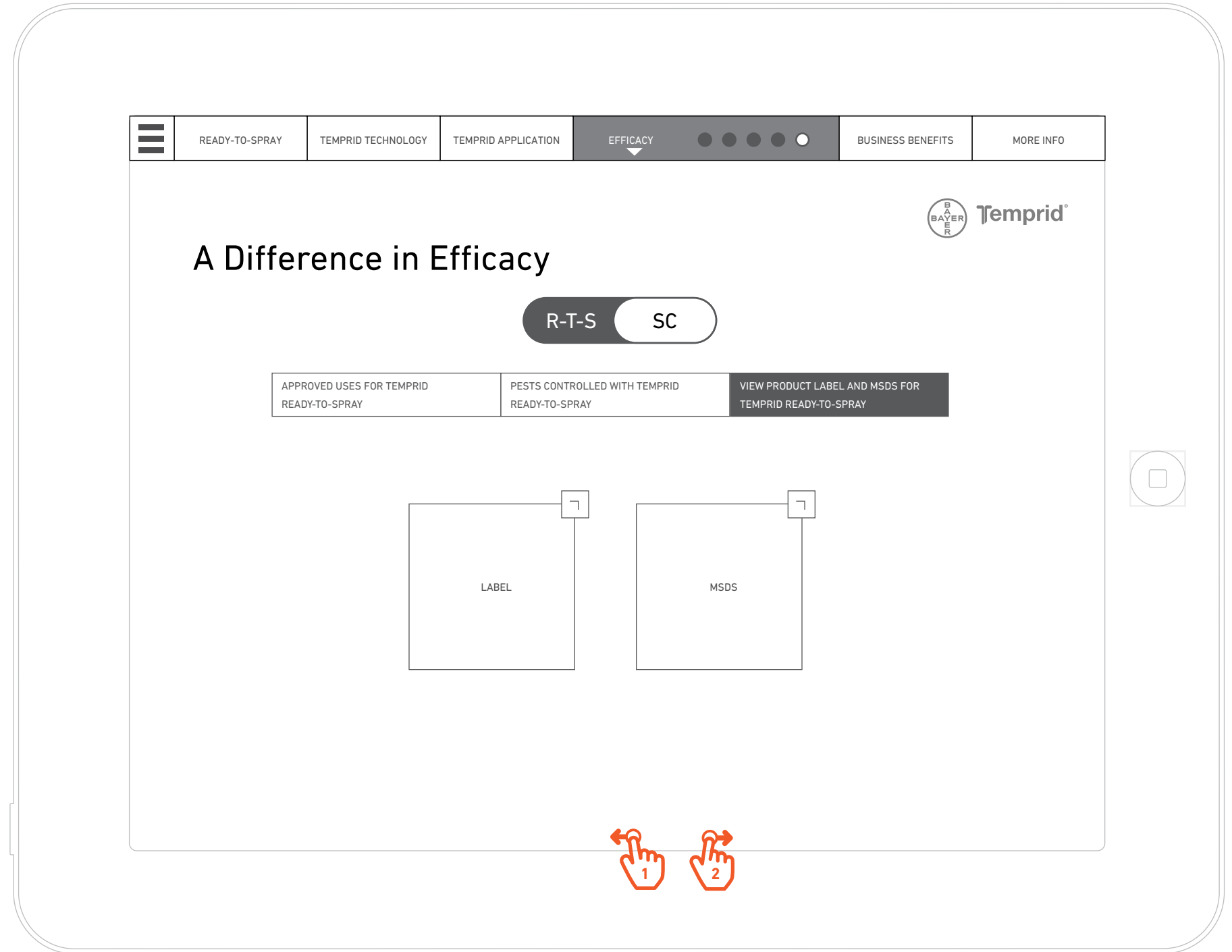


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4.4.1.3 Product Label & MSDS For Temprid Ready-To-Spray

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to 4.3 Fleas and Ticks.

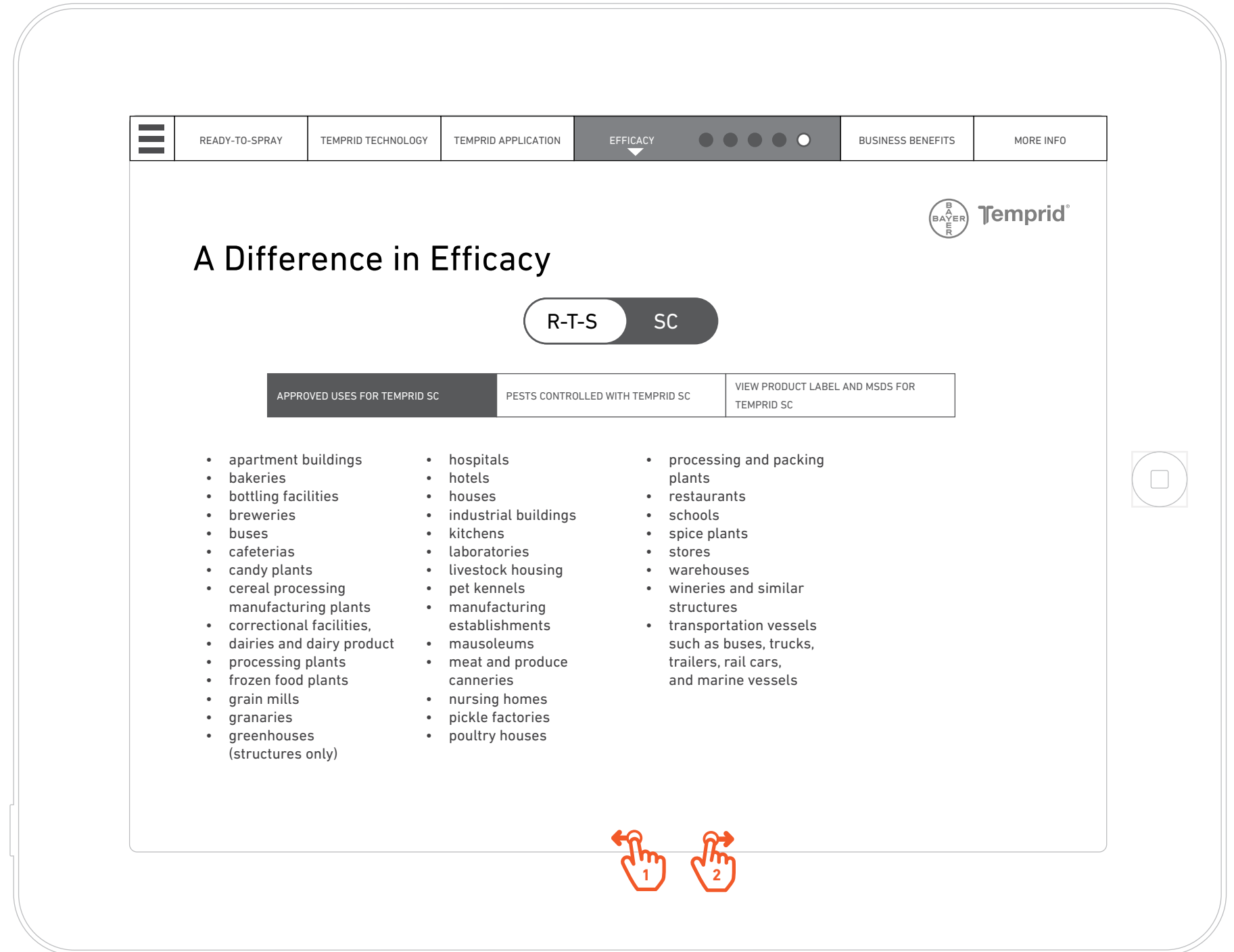


WIREFRAMES

4.4.2.1 Approved Uses for Temprid SC

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to 4.3 Fleas and Ticks.

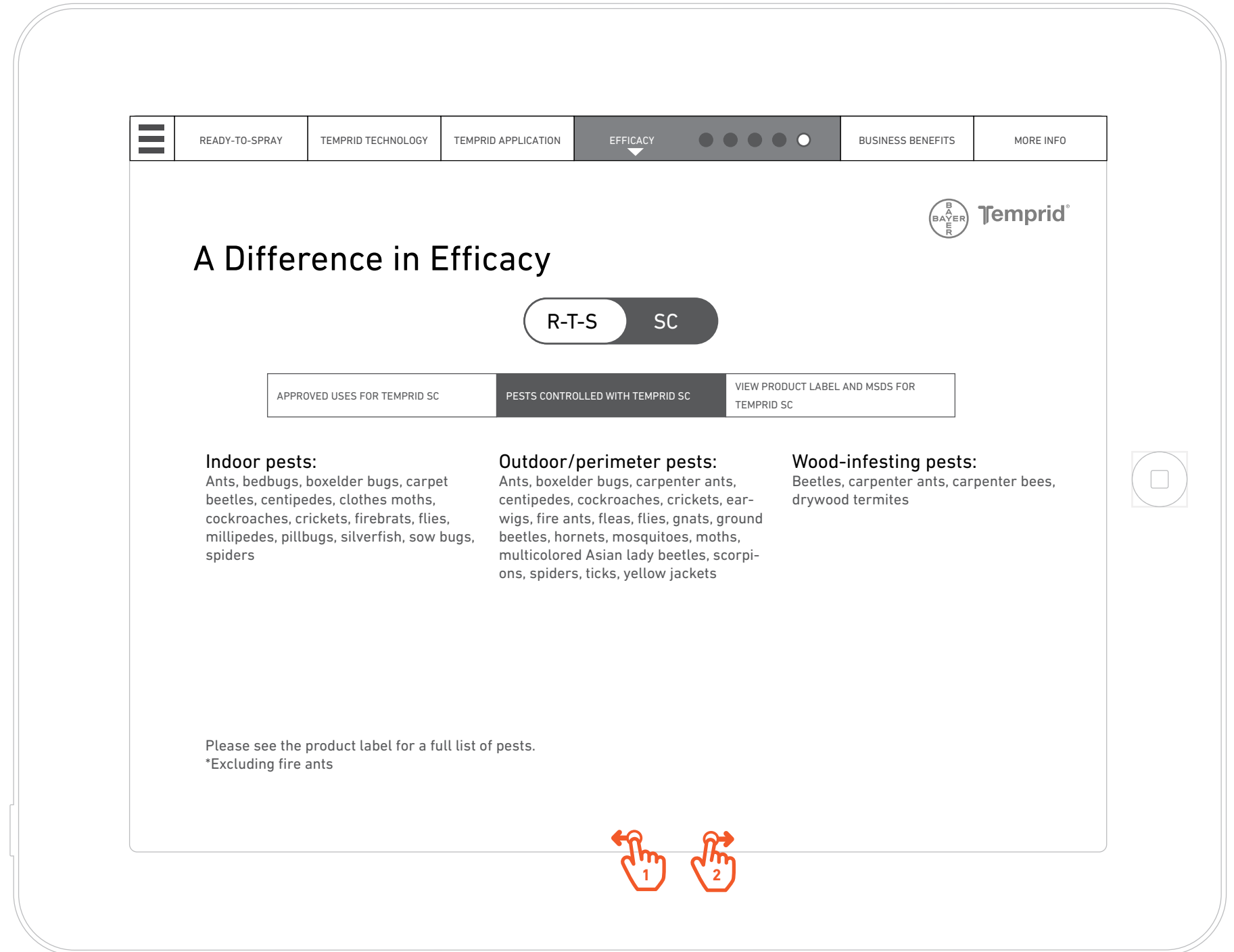


WIREFRAMES

4.4.2.2 Pests controlled With Temprid SC

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to 4.3 Fleas and Ticks.

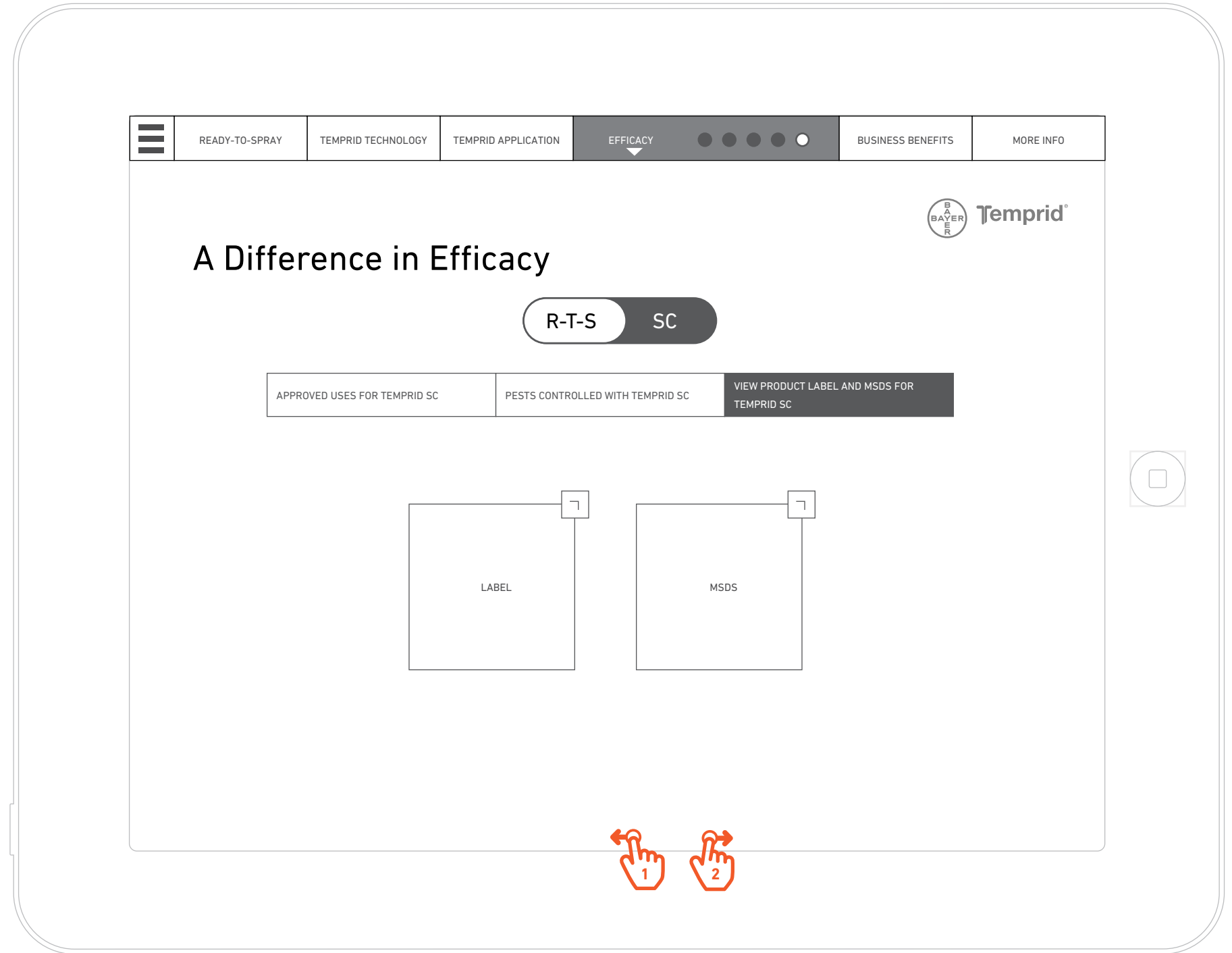


WIREFRAMES

4.4.2.3 Product label and MSDS for Temprid SC

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to 4.3 Fleas and Ticks.




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5.0 Business Benefits

Funtionality

- 1 Swipe to continue to next screen.
- 2 Swipe to return to previous screen.
- 3 Tap launches overlay to display chart.
- 4 Tap launches overlay to display chart.

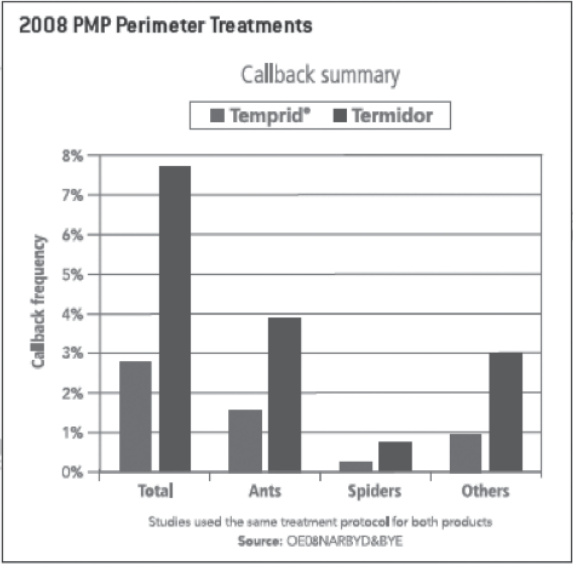
☰
READY-TO-SPRAY
TEMPRID TECHNOLOGY
TEMPRID APPLICATION
INEFFICACY
BUSINESS BENEFITS
MORE INFO




A Difference For Your Business

A difference of fewer callbacks and increased profits.

- Reduced callbacks
- Improved route efficiencies
- Increased customer satisfaction and retention
- Simplified business operations – the only perimeter pest product you'll ever need




2008 PMP Perimeter Treatments
Callback summary
Legend: ■ Temprid* ■ Termidor

Category	Temprid*	Termidor
Total	~2.8%	~7.8%
Ants	~1.6%	~4.0%
Spiders	~0.3%	~0.8%
Others	~1.0%	~3.0%



Studies used the same treatment protocol for both products
Source: OED8NARBYD&BYE


- Results based on a comparison of 4000 quarterly accounts
- Temprid cuts callback frequency by more than half



- Results based on a comparison of over 600 accounts over a 90-day period
- Accounts using Temprid received zero callbacks



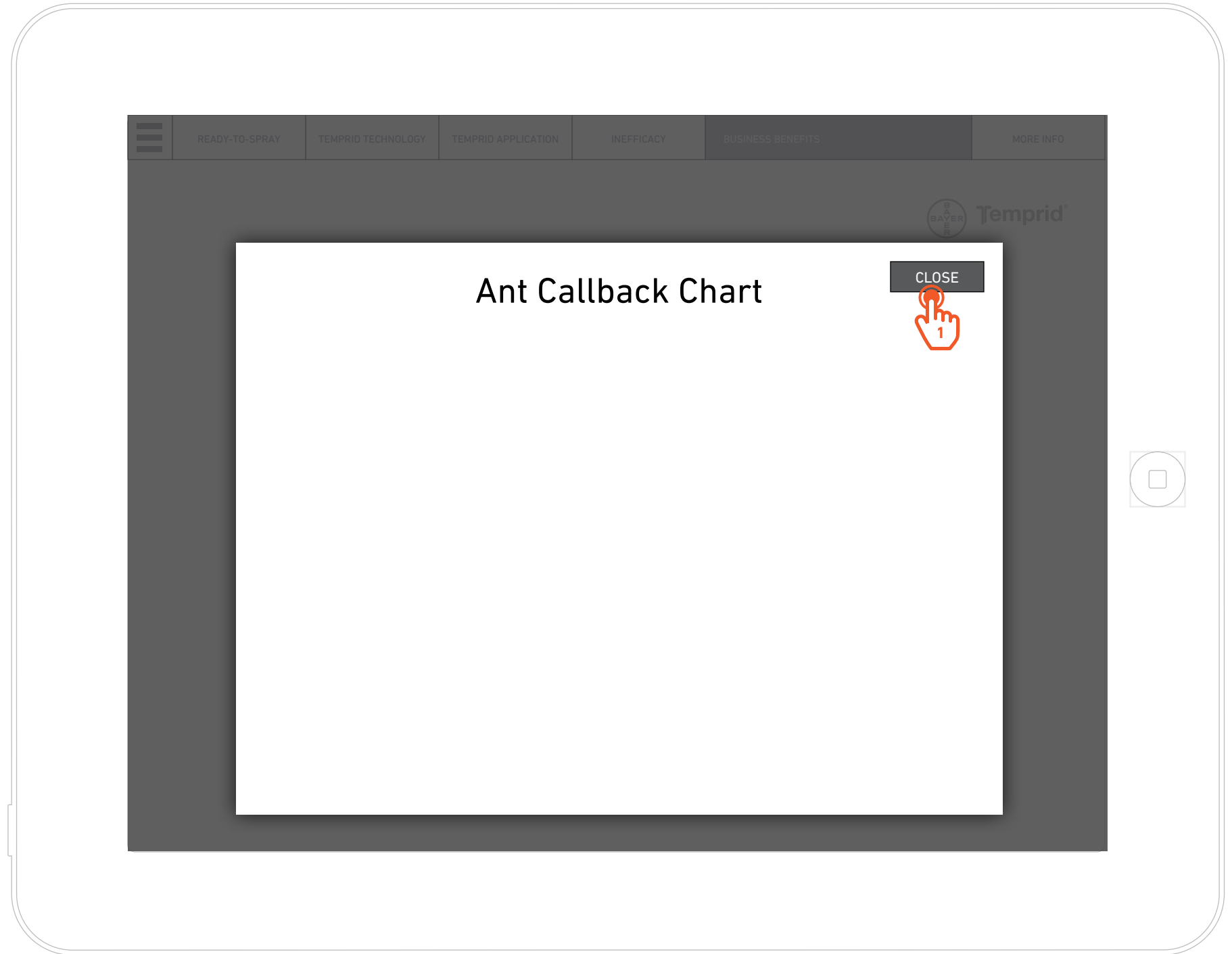


WIREFRAMES

5.0 Business Benefits Ant Callbacks Overlay

Funtionality

- 1 Tap to return to current slide.

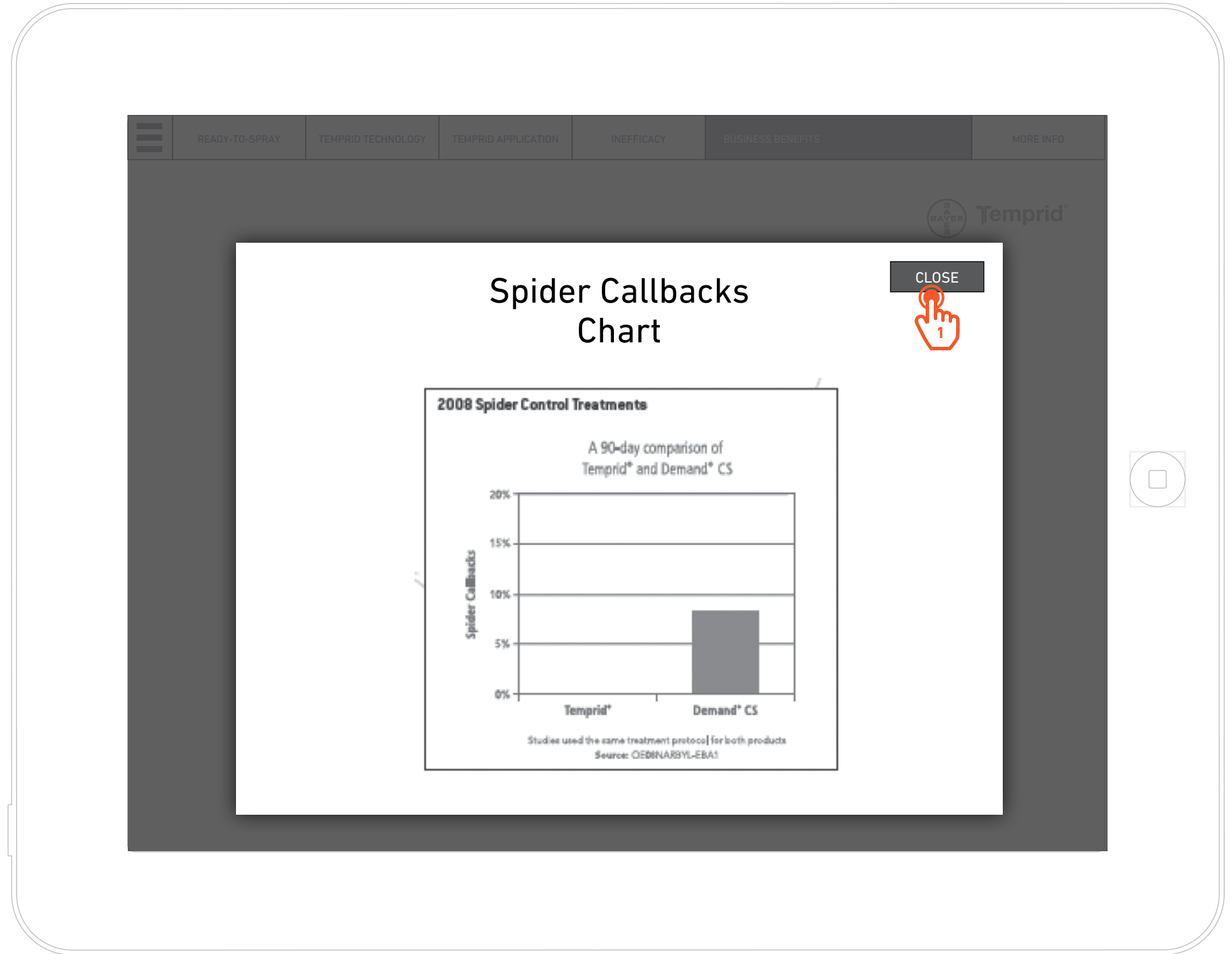


WIREFRAMES

5.0.1 Business Benefits Spider Callbacks Overlay

Funtionality

- 1 Tap to return to current slide.

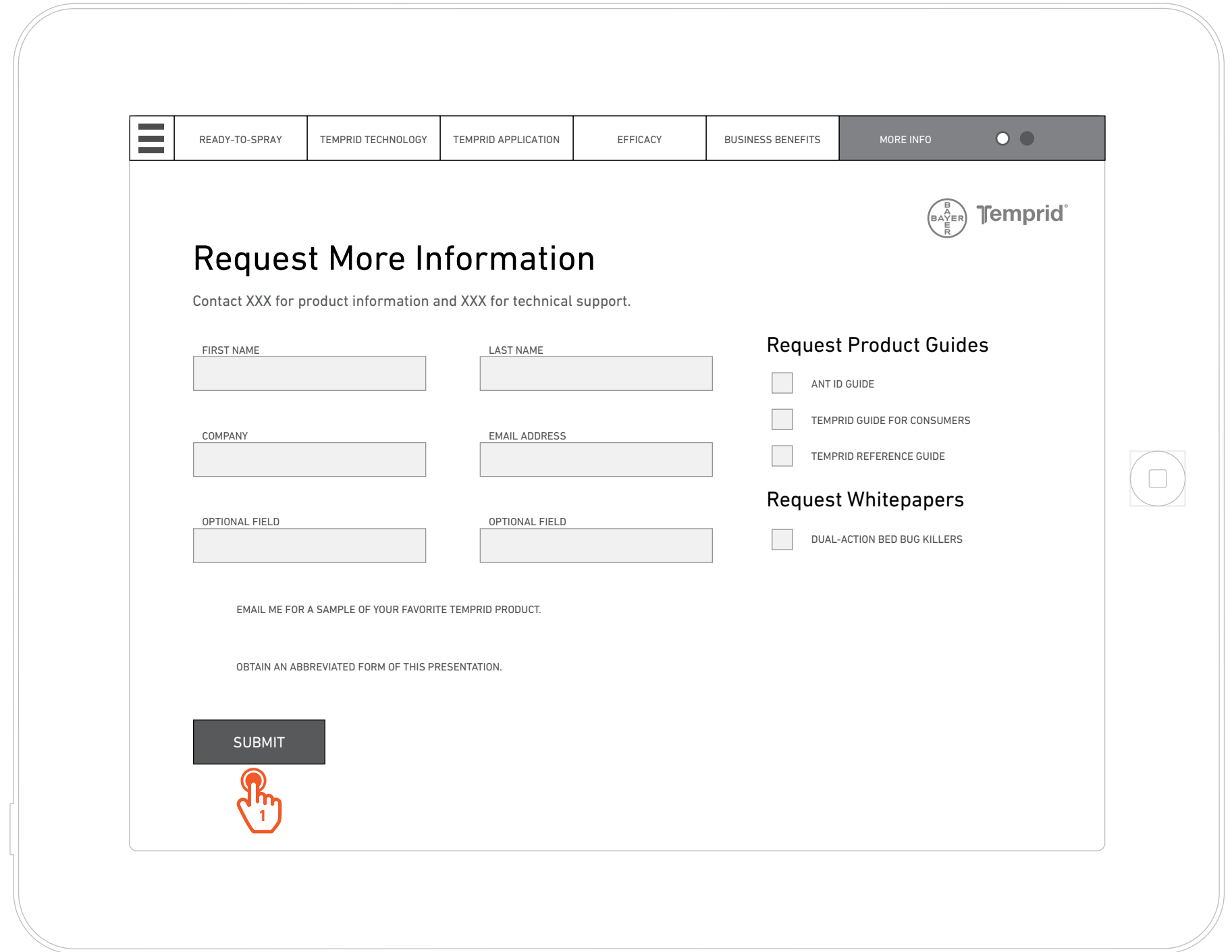


WIREFRAMES

6.0 Request More Information

Funtionality

- 1 Form submission is executed and user is presented feedback regarding the success or failure of the submission.

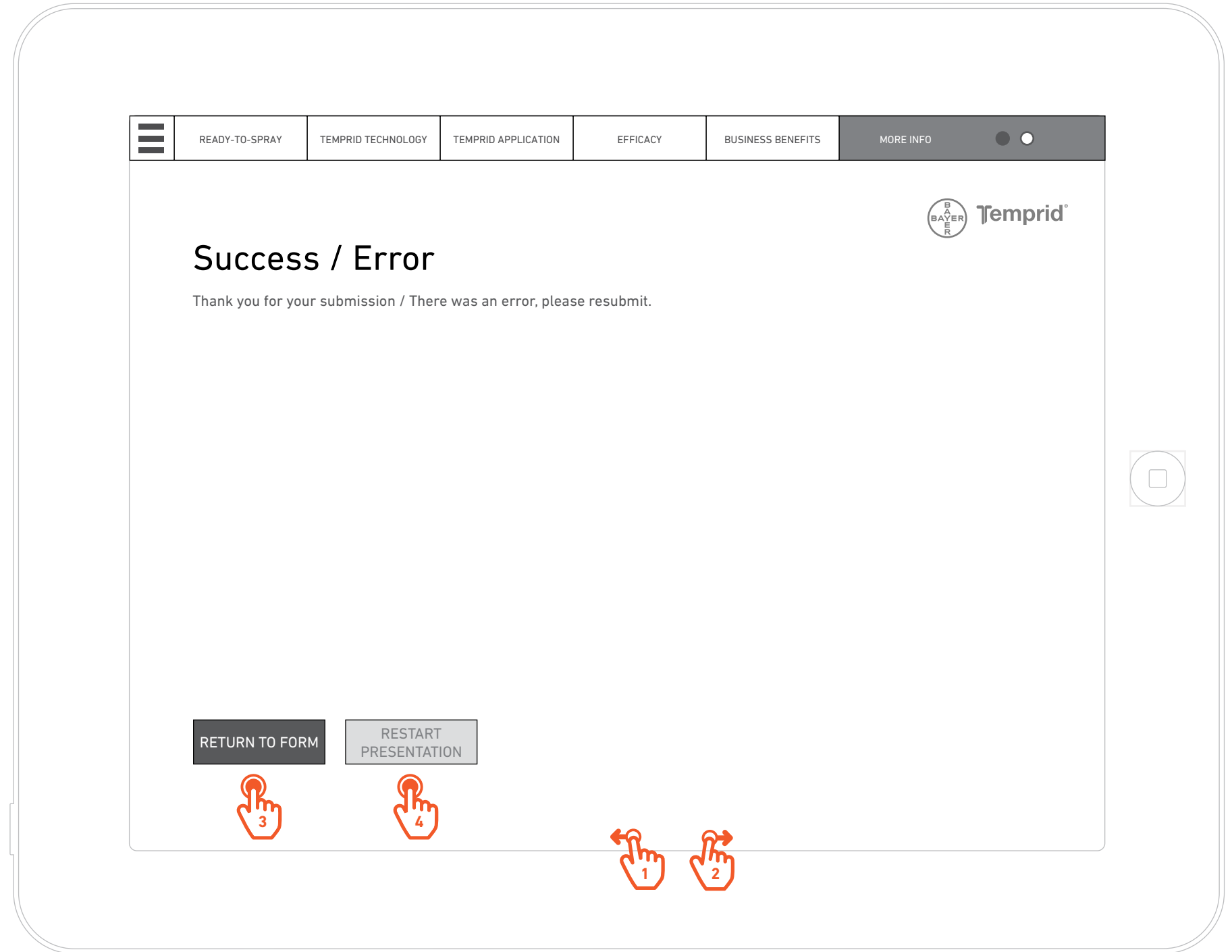


WIREFRAMES

6.1 Form Submission Feedback

Funtionality

- 1 Swipe to continue to the start of the presentation.
- 2
- 3 Returns user to a blank form to submit another profile.
- 4 Returns user to the start of the presentation.



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0.0 Menu

Funtionality

- 1 Hidden menu: Provides access to presentation resources, like videos that are used throughout the app.

Screen content will slide to the right to reveal menu items.

