



Mobile Menu Navigation Trends and Recommendation

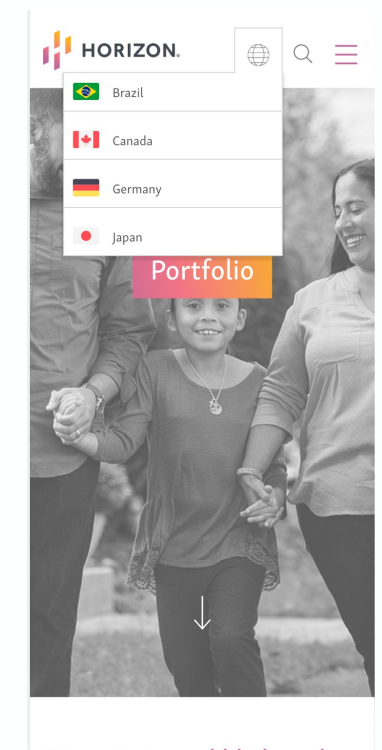
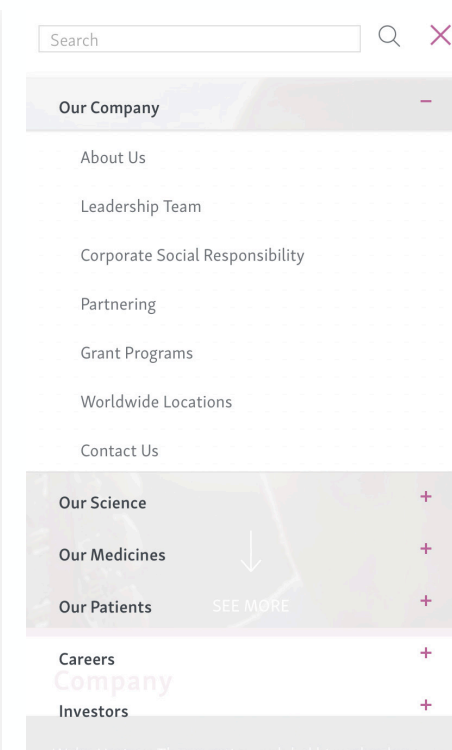
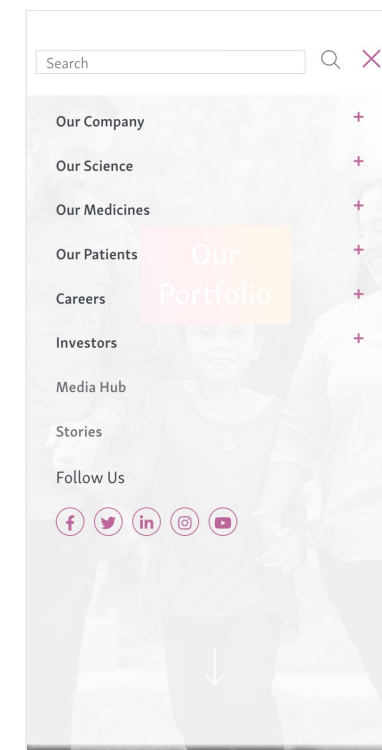
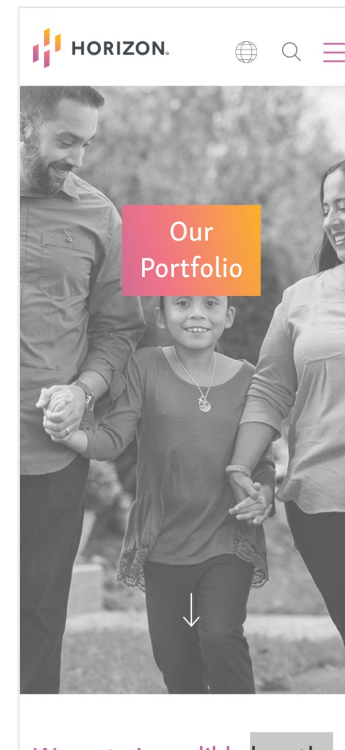
October 2022

Overview

- Recap our corporation mobile nav goals, best practices and data
- Pharmaceutical Market Trends & Stats
- Other Markets Trends & Stats
- Summary and Proposal

Current State and HT Mobile Navigation Goals

- Improve readability and visibility of content
- Easier usability
- Improve simplicity
- Improve error prevention
- Align with current trends



HT Goals and Best Practices

- Improve readability and visibility of content
 - Easier usability
 - Improve simplicity
 - Improve error prevention
 - Align with current trends
- Navigation should be discoverable, accessible, and take little screen space
 - Keep mobile Navigation short and sweet (“less is more”)
 - List the more important pages first/ choose order of navigation mindfully
 - Think of search as part of your navigation
 - Make your navigation intuitive
 - Be thoughtful about fonts and contrast
 - Design for touch
 - Reduce cognitive load
 - Proper Navigation IA and content guides the user effectively and improves engagement

HorizonTherapeutics.com YTD data

Total Mobile Sessions:	268,677		
Mobile Segment Events / Data:			
Search Sessions	Sessions		
Sessions Without Search	267,622 (99.61%)		
Sessions With Search	1,055 (0.39%)		
Global Site Clicks	Unique Clicks		
https://www.horizontherapeutics.com.br/	148		
https://www.horizontherapeutics.ca/	109		
https://www.horizontherapeutics.de/	69		
https://www.horizontherapeutics.co.jp/	51		
Social Media Engagement	Unique Clicks		
Facebook	140		
Twitter	150		
LinkedIn	128		
Instagram	210		
YouTube	56		
Navigation / Menu Popularity (by click activity via CrazyEgg):			
1. Careers			
2. Our Company			
3. Our Medicines			
4. Our Science			
5. Our Patients			

Pharmaceutical Market Trends

Deep-dive Market Research

- Surveyed 40 companies (20 companies in the pharmaceutical space and 20 prominent companies from other markets) and analyzed whether their mobile navigation uses the following treatments:
 - Next page (using > icon) treatment (Amgen)
 - Accordion treatment (expand/collapse) (Novartis)
 - Search bar icon exposed in header (Vertex)
 - Search bar *only* inside menu screen (Lilly)
 - Close icon only on top of screen (Biogen)
 - Global icon in header (Moderna)
 - Menu icon on the right hand-side (Amgen)
 - Menu on right-hand side and next page treatment (Gilead)
 - Social media included in menu screen (Biogen)

Pharmaceutical Market Trends

1 Amgen mobile site showing a grid of employee photos and a 'Main Menu' sidebar with categories like ABOUT, SCIENCE, PRODUCTS, RESPONSIBILITY, and STORIES.

2 Biogen mobile site featuring a 'Pioneers in Neuroscience' header, a news article snippet, and a 'How can we help you?' search bar.

3 BiOMARIN mobile site displaying a 'Learn More' button for a news item about FDA acceptance of gene therapy, alongside a vertical list of navigation items like 'Our Motivation' and 'Our Science'.

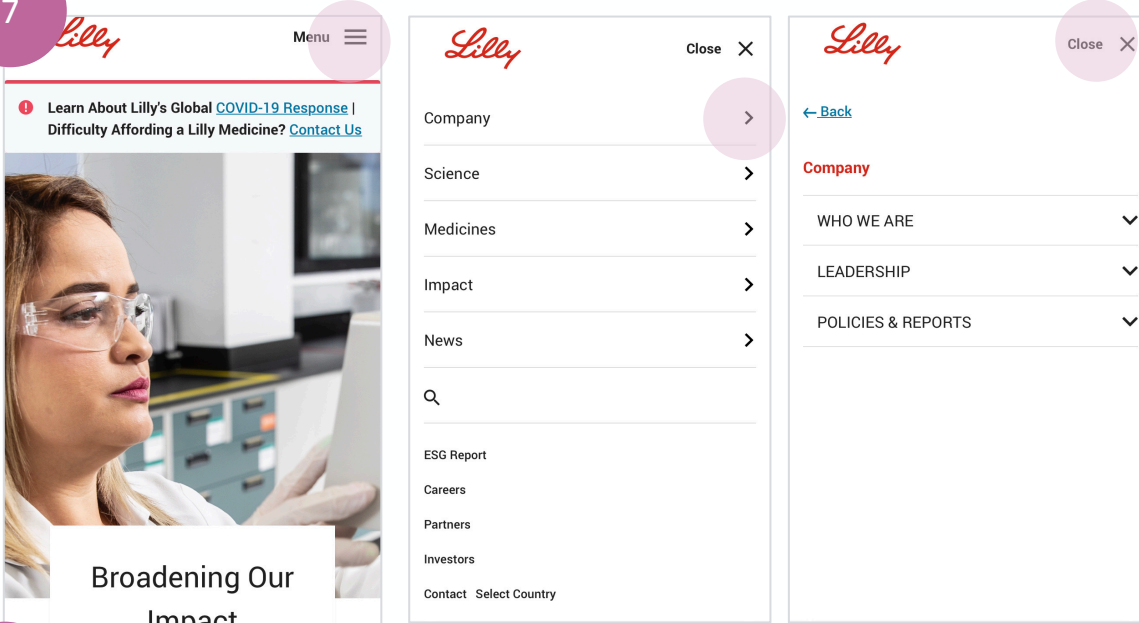
4 Vertex mobile site with a 'THE SCIENCE OF POSSIBILITY' banner and a 'Our Company' sidebar menu.

5 Moderna mobile site featuring a 'Our journey to building the best version of Moderna. Read our 2021 ESG Report' headline and a 'LEARN MORE' button.

6 Novartis mobile site with a 'At Novartis, we are reimagining medicine' banner and a detailed vertical navigation menu including 'About', 'Patients and Caregivers', and 'Research & Development'.

Pharmaceutical Market Trends

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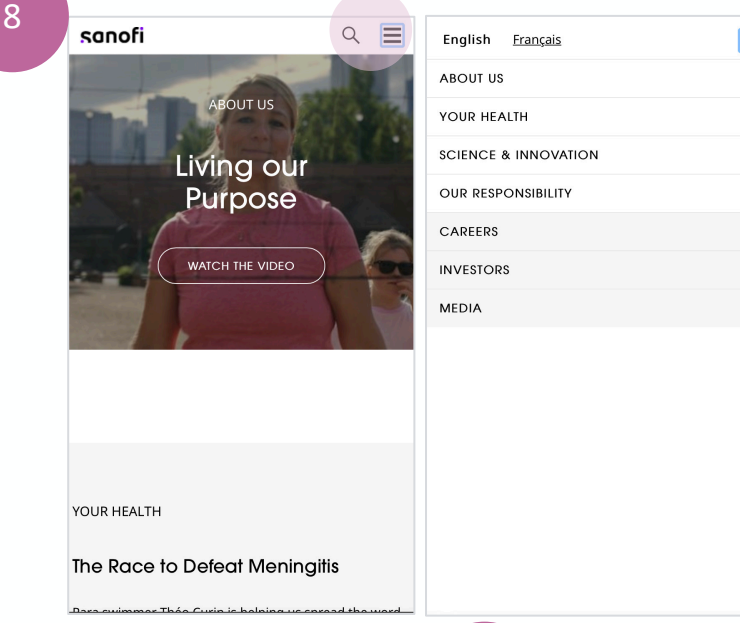
Broadening Our Impact

Learn About Lilly's Global COVID-19 Response | Difficulty Affording a Lilly Medicine? Contact Us

- Company
- Science
- Medicines
- Impact
- News
- ESG Report
- Careers
- Partners
- Investors
- Contact Select Country

WHO WE ARE
LEADERSHIP
POLICIES & REPORTS

8



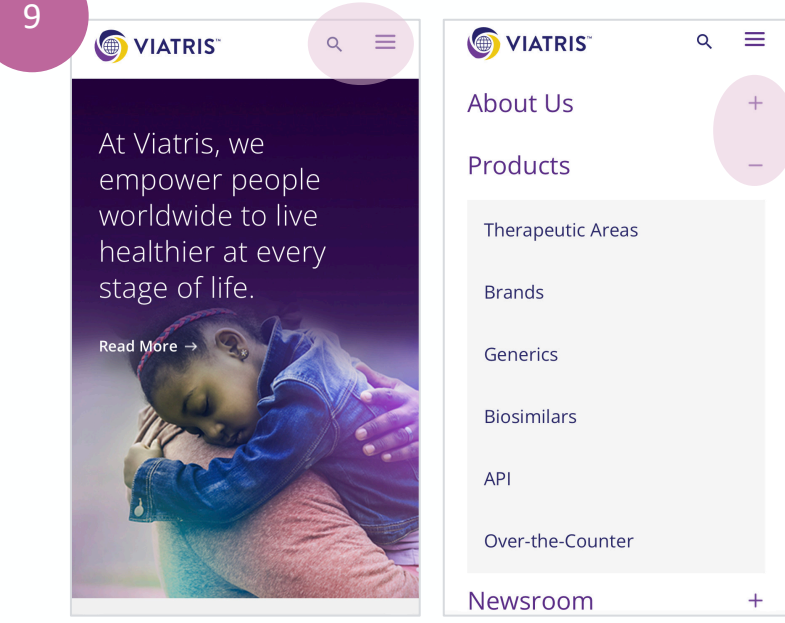
English Français

- ABOUT US
- YOUR HEALTH
- SCIENCE & INNOVATION
- OUR RESPONSIBILITY
- CAREERS
- INVESTORS
- MEDIA

Living our Purpose
WATCH THE VIDEO

YOUR HEALTH
The Race to Defeat Meningitis

9

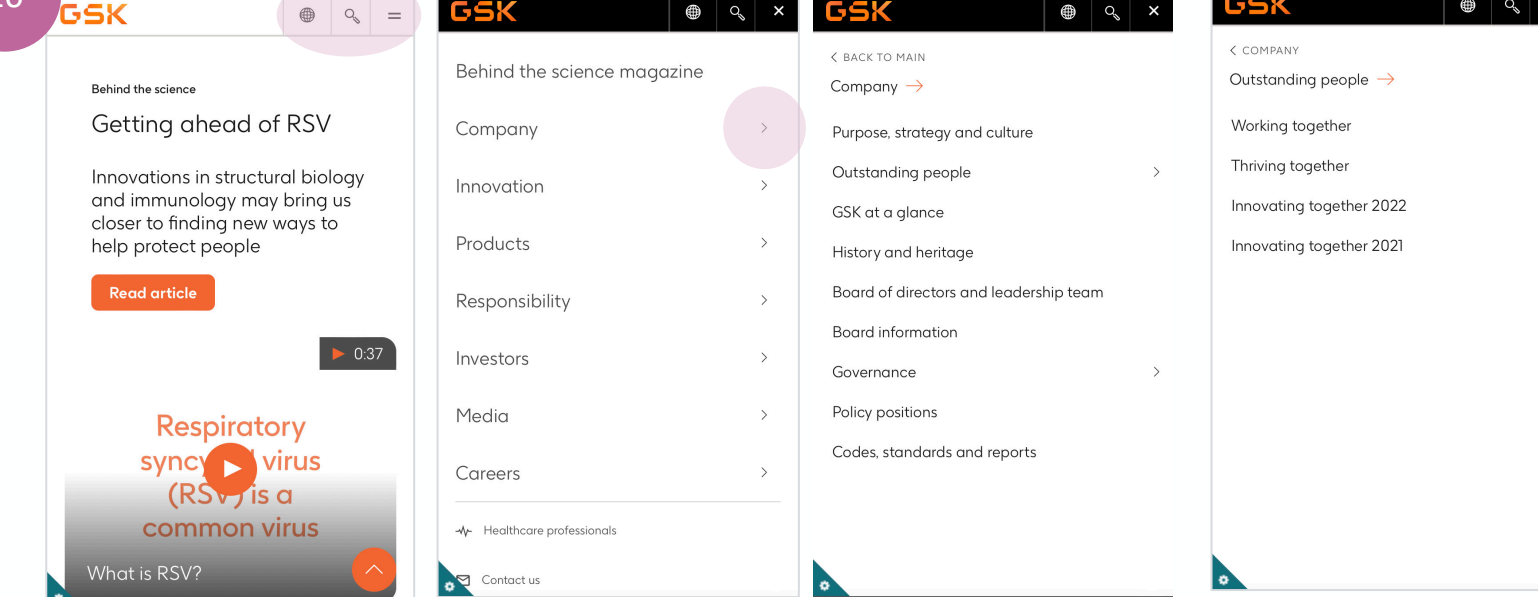


At Viatris, we empower people worldwide to live healthier at every stage of life.

Read More →

- About Us
- Products
 - Therapeutic Areas
 - Brands
 - Generics
 - Biosimilars
 - API
 - Over-the-Counter
- Newsroom

10



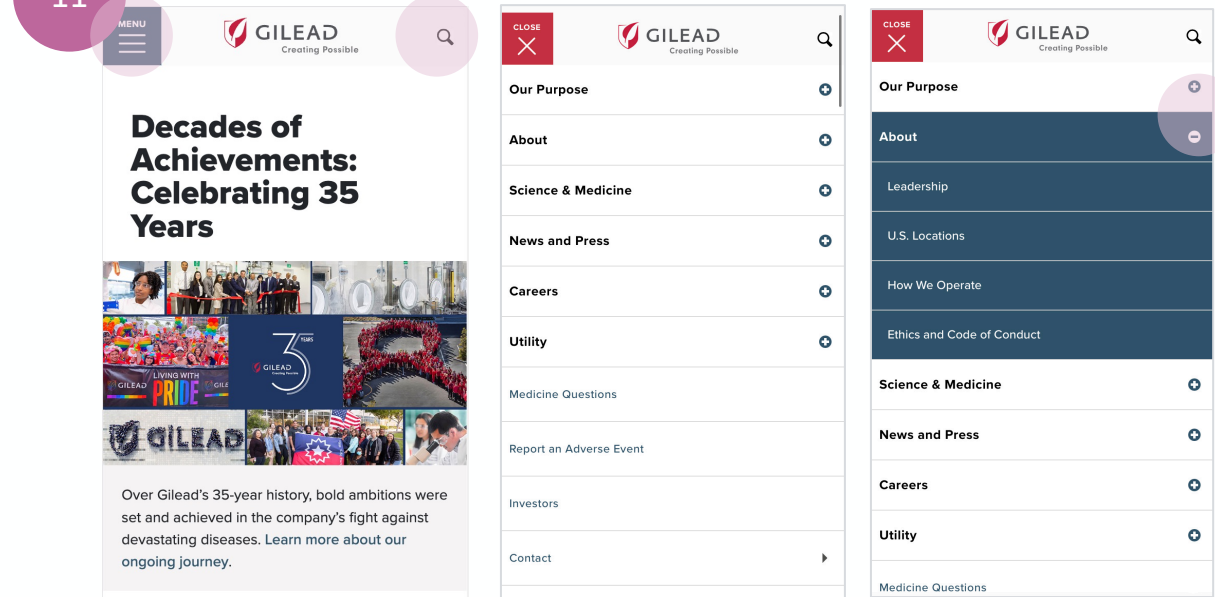
Behind the science
Getting ahead of RSV
Innovations in structural biology and immunology may bring us closer to finding new ways to help protect people
Read article

0:37
Respiratory syncytial virus (RSV) is a common virus
What is RSV?

- Behind the science magazine
- Company
- Innovation
- Products
- Responsibility
- Investors
- Media
- Careers
- Healthcare professionals
- Contact us

Purpose, strategy and culture
Outstanding people
GSK at a glance
History and heritage
Board of directors and leadership team
Board information
Governance
Policy positions
Codes, standards and reports

11



Decades of Achievements: Celebrating 35 Years

Over Gilead's 35-year history, bold ambitions were set and achieved in the company's fight against devastating diseases. Learn more about our ongoing journey.

- Our Purpose
- About
- Science & Medicine
- News and Press
- Careers
- Utility
- Medicine Questions
- Report an Adverse Event
- Investors
- Contact

- About
 - Leadership
 - U.S. Locations
 - How We Operate
 - Ethics and Code of Conduct
- Science & Medicine
- News and Press
- Careers
- Utility
- Medicine Questions

Pharmaceutical Market Trends

12

Biotechnology Innovation Organization

Good Day BIO
Receive the best resource for the biotech industry with Good Day BIO, the only daily newsletter at the intersection of biotech, politics and policy.

Sign up below to get the Good Day BIO newsletter.

First Name: Last Name:
 Email Address: Postal Code:

13

BIONTECH

We are a global immunotherapy powerhouse aspiring to translate science into survival

Read more

General Investors Media

Our mission

We are committed to improving the health of

14

Roche

Doing now what patients need next

We're revolutionising personalised healthcare

- About Roche
- Solutions
- Explore
 - Focus areas
 - Pharma solutions
 - Diagnostics solutions
 - Pipeline
- Innovation
- Stories
- Media
- Investors
- Careers

15

MERCK

We've published our 2021/2022 Environmental, Social & Governance (ESG) Progress Report

View the report

Read a letter from our CEO Rob Davis

- Company
- Research
- Products
- Patients
- Careers
- Investors
- Media
- Contact us
- Worldwide
 - Countries outside of the United States and Canada.

- Main menu
- Company overview
- Stories
- History
- Environmental, Social & Governance (ESG)
- Leadership
- Culture & values
- Diversity & inclusion
- Policies & positions
- Business development & licensing
- Suppliers

- Environmental, Social & Governance (ESG)
- ESG overview
- Philanthropy
- Merck Medical Outreach Program
- Impact investing
- Transparency disclosures
- ESG resources
- Contact us
- Worldwide
 - Countries outside of the United States and Canada.

16

Global • EN

abbvie

A blood cancer renaissance is here

See what's next in a field where scientists have already doubled some survival rates.

See the story

October 17, 2022 / Press releases

AbbVie Vice Chairman of External Affairs and Chief Legal Officer Laura J. Schumacher to Retire

- Our Company
- Our Science
- Societal Impact
- Careers
- Partnerships
- Investors
- News Center
- Patient Assistance

Type in your search...

Pharmaceutical Market Trends

17

The screenshot shows the Bayer Global mobile app interface. On the left is the home screen with a hero banner for 'Food Security' featuring the text 'The World is Growing Hungrier for Solutions' and a 'READ MORE' link. Below the banner is a search bar with the placeholder 'What are you looking for?'. On the right are two panels showing the 'Main menu' with categories like 'This is Bayer', 'Health', 'Agriculture', 'Products', 'Innovation', and 'Sustainability'. A 'SCROLL' indicator is visible at the bottom of the menu panels.

18

The screenshot displays the Boehringer Ingelheim mobile app. The home screen features a hero image of two men with a horse and the headline 'Working with purpose: colleagues share their reasons why'. Below the headline is a sub-headline: 'Some of our colleagues tell their personal stories and what motivates them to contribute towards a better future for generations to come.' To the right, the navigation menu is shown, listing sections such as 'About Us', 'Human Health', 'Animal Health', 'Science & Innovation', 'Partnering', 'Careers', 'Media', 'Healthcare Professionals', 'Financial Results', and 'Contact Us'. A 'Section Overview' link is highlighted under the 'About Us' section.

19

The screenshot shows the Pfizer Science mobile app. The home screen has a hero banner with the text 'Hope Changes Lives' and a sub-headline: 'We're in relentless pursuit of scientific breakthroughs and revolutionary medicines that will create a healthier world for everyone.' An 'Explore Our Science' button is prominent. The navigation menu on the right lists categories like 'Clinical Trials', 'Find a Trial', 'Areas of Focus', 'Areas of Innovation' (with sub-items: Gene Therapy, Medicinal Sciences, Precision Medicine, Maternal Immunization, mRNA Technology), and 'Diseases & Conditions'.

20

The screenshot displays the Solvay mobile app. The home screen features a hero image of a biopharma manufacturing facility with the headline 'Fast-tracking single-use technology in biopharma processing' and a 'Contact our experts' button. Below this is another headline: 'Improve Biopharmaceutical Manufacturing with Innovative Materials for'. The navigation menu on the right includes sections like 'Our Company', 'Products & Solutions', 'Sustainability', 'Innovation', 'Media', 'Investors', 'Progress beyond', 'Careers', 'Contact Us', and 'Locations'.

Pharmaceutical Market Trend Stats

50%

10/20 Next page treatment
10/20 use next page treatment w
menu icon on the right

40%

8/20 Accordion treatment

85%

17/20 Search bar icon in header

10%

2/20 Search bar *only* inside menu screen
7/20 Search bar in small dropdown drawer
8/20 Search in separate full page

20%

4/20 Global icon in header
2/20 "global" and icon in header
5/20 Either element inside menu screen

95%

19/20 use menu icon on the right hand-side

5%

1/20 Social media included in menu screen

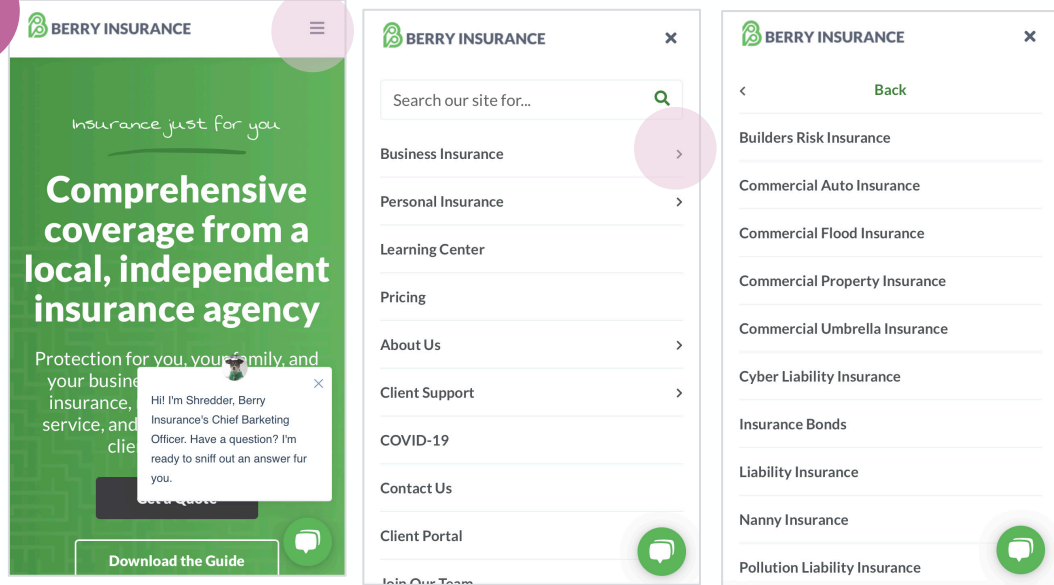
80%

16/20 Close icon only on top of screen

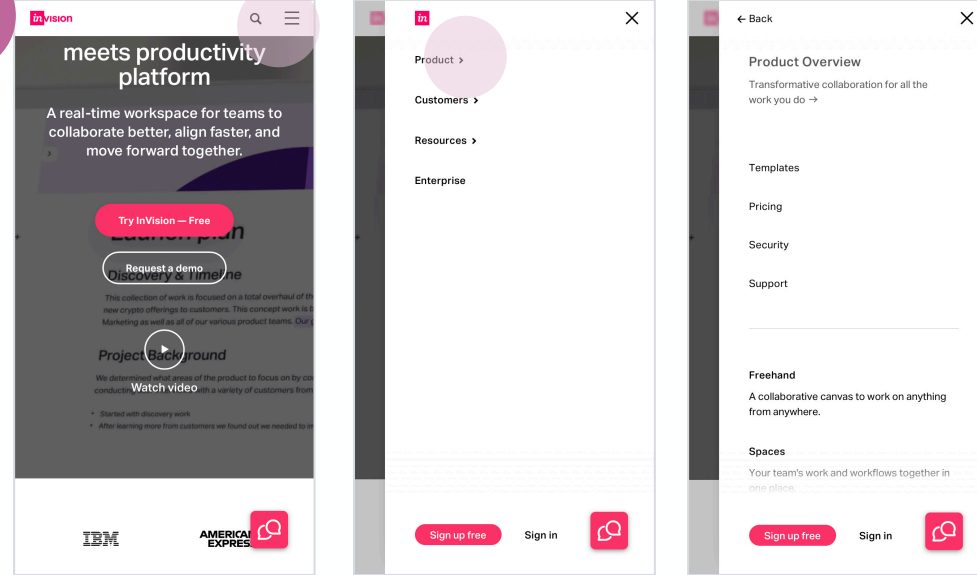
Other Markets Trends

Other Markets Trends

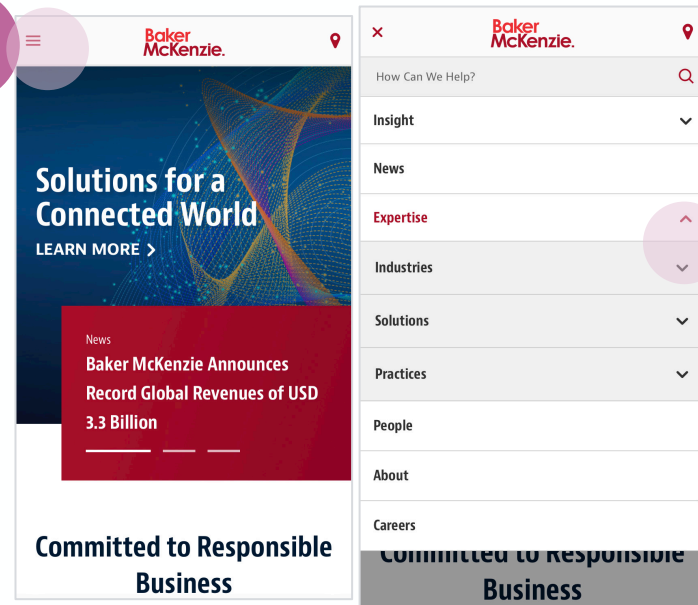
21



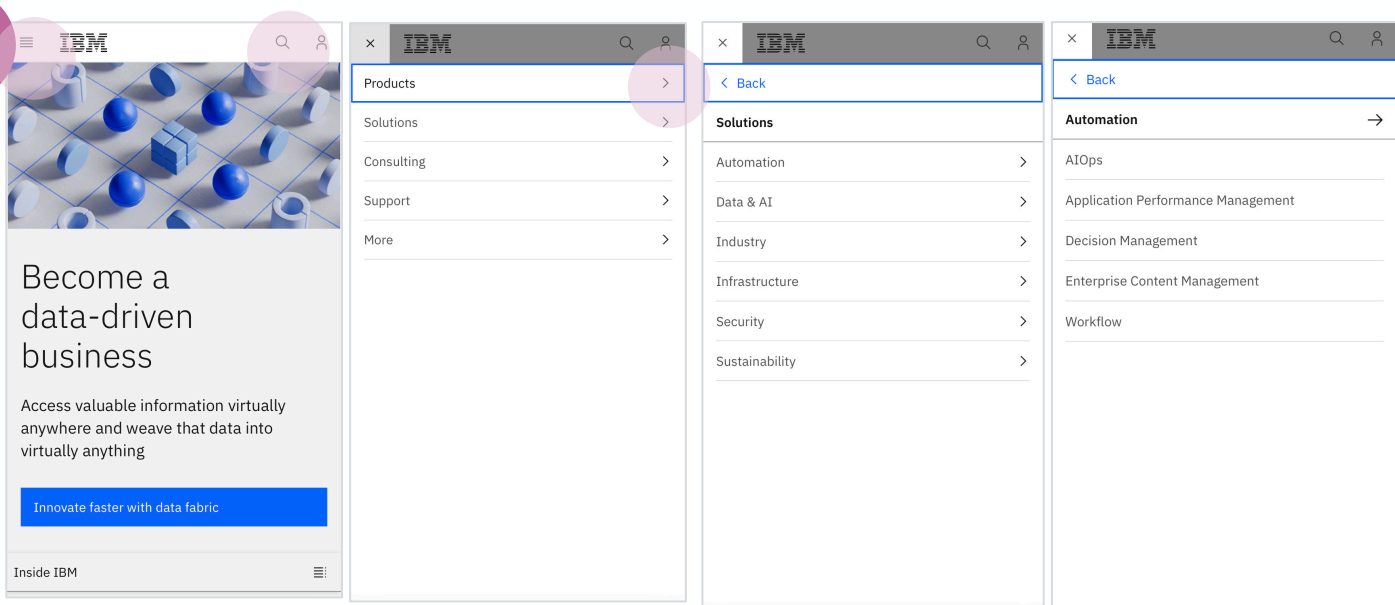
22



23



24



Other Markets Trends

25

The image shows three views of the BDO United States website. The first view is the homepage with a hiring announcement, a testimonial, and trending topics. The second view shows a navigation menu with categories like SERVICES, INDUSTRIES, ISSUES & RESOURCES, INSIGHTS, ABOUT, LOCATIONS, EVENTS, NEWS, and CAREERS. The third view shows a sub-menu for SERVICES with sub-categories like ADVISORY, AUDIT & ASSURANCE, DIGITAL, and TAX.

26

The image shows three views of the Motorola Solutions website. The first view is a hero section for 'COMMUNICATIONS FOR A RAPID RESPONSE' with a video player and a 'Watch Video' button. The second view shows a navigation menu with categories like Critical Communications, Command Center Software, Video Security & Access Control, Managed & Support Services, Industries, How to Buy, and Support. The third view shows a sub-menu for 'CRITICAL COMMUNICATIONS' with options like View Critical Communication, Two-Way Radio Solutions, Private LTE, and Unified Communications.

27

The image shows two views of the Atlassian Community website. The first view is a hero section for 'Browse the latest virtual events all over the world!' featuring the 'Atlassian Bean Town Summit - Scaled Agile, ServiceNow to Atlassian, Jira Align' event in Boston. The second view shows a navigation menu with categories like Upcoming Events, About, Atlassian Community Events, Trello Events, Company User Groups, Become a Community Leader, Online Community, and Log in.

28

The image shows three views of the Zendesk website. The first view is a hero section for 'Champions of customer service' with a 'Start a free trial' button and a 'View demo' button. The second view shows a navigation menu with categories like Products, Pricing, Solutions, Demo, Resources, Company, and Language. The third view shows a sub-menu for 'Products' with options like Zendesk for service, Zendesk for sales, Sunshine Platform, and Marketplace.

Other Markets Trends

29

Rapid prototyping, testing and handoff for modern design teams

Marvel has everything you need to bring ideas to life and transform how you create digital products with your team. Placing the power of design in everyone's hands.

[Sign up free with email](#)

Features

Examples

Blog and more

Enterprise

Pricing

Sign in

Sign up free

Features

CORE FEATURES

Prototyping
Create interactive mockups

User Testing
Validate designs at speed

Developer Handoff
Automatic design specs

Integrations
Power up for your workflow

MORE

Wireframing
Design
Collaboration
Ballpark - User research for teams
Marvel for Sketch

[Take platform tour >](#)

30

Payments infrastructure for the internet

Millions of companies of all sizes—from startups to Fortune 500s—use Stripe's software and APIs to accept payments, send payouts, and manage their businesses online.

[Start now >](#) [Contact sales >](#)

stripe

Products

Global Payments
Accept payments online, in person, or through your platform.

Revenue and Financial Management
Automate revenue collection & finance.

Banking-as-a-Service
Embed financial services in your platform or product.

Solutions

Developers

Resources

Pricing

USE CASES

- Ecommerce
- SaaS
- Marketplaces
- Embedded Finance
- Platforms
- Creator Economy
- Crypto
- Enterprise

INTEGRATIONS & CUSTOM SOLUTIONS

- [App Marketplace](#)
- Professional Services
- Partner Ecosystem

31

Great teamwork starts with a digital HQ

[GET SLACK FOR IOS](#)

slack

Product

Solutions

Enterprise

Resources

Pricing

Sign in

[TALK TO SALES](#)

Ready to make work simpler, more pleasant, and more productive with Slack? 🌟

Product

Features

Channels

Digital HQ

Integrations

Security

Slack Connect

Customers

[TALK TO SALES](#)

Ready to make work simpler, more pleasant, and more productive with Slack? 🌟

32

Love your software

Freshworks makes ridiculously easy-to-use marketing, sales, support and IT solutions.

[FREE TRIALS](#)

[WATCH HOW](#)

freshworks

PRODUCTS

SOLUTIONS

- Customer Service & Support
- IT & Enterprise Service Management
- Conversational Engagement

PLATFORM

COMPANY

RESOURCES

SUPPORT

- English

Other Markets Trends

33

Looking for Lucky Orange Classic?

Less time crunching numbers, more time growing your business.

Improve your website's conversion rate using our collection of tools including Dynamic Heatmaps, Session Recordings and Live Chat.

Enter your email

Start My Free Trial

Free 7-day trial. No credit card required.

Features

Resources

Pricing

Log In

- Session Recordings
- Dynamic Heatmaps
- Live Chat
- Dashboard Insights
- Conversion Funnels
- Form Analytics
- Visitor Profiles

34

IMPACT

Take Control of Your Sales and Marketing Success

Develop your team's confidence and ability to radically grow your business with sales and marketing training. They Ask, You Answer is a framework that can free you from outsourced marketing. Invest in your business, not an agency.

Talk with an advisor

They Ask, You Answer >

Services >

Membership >

Certifications >

Learning Center

About >

Talk with an advisor

Login to My IMPACT+

Contact Us

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New Haven, CT,
(203) 265-4377

Privacy Policy Trademarks

Services

- Sales & Marketing Training
- HubSpot Training
- Paid Search & Social
- Web Design Services

35

Create an affordable price, just for you

Introducing the State Farm[®] Personal Price Plan[™]

Start an insurance quote or call 800-STATEFARM (800-782-8332)

Product: Auto

ZIP Code

Start a quote

Continue a saved quote

No login required

- Pay insurance bill
- Enroll in AutoPay
- Go paperless
- Get insurance ID card

Quick actions

Insurance >

Banking >

Investments >

Get a Quote >

Pay a Bill >

Claims >

Find an Agent >

Search Help Español

Back

- Insurance
- Vehicle >
- Home & Property >
- Small Business >
- Life >
- Health >
- Pet Medical
- Disability >
- Liability >
- Discounts >

Back

- Car Insurance
- Motorcycle
- Boat
- Off-road Vehicles
- Motorhome
- Travel Trailers
- Roadside Assistance

36

Deloitte.

Services >

Industries >

Insights >

Careers >

Location: United States-English >

Contact us

Unthinkable Daunting

What's New

The Ripple Effect
Real-world client stories of purpose and impact

Register for Dbriefs webcasts

Sustainability, Climate & Equity
Cultivating a sustainable and prosperous future

Tax

- Tax Operate
- Tax Legislation
- Tax Technology Consulting
- Mobility and Payroll

Other Markets Trends

37

CITELINE
formerly Pharma Intelligence

Language

Pink Sheet: global policy and regulatory coverage

Inform your strategic decisions with unparalleled access to worldwide pharmaceutical regulatory affairs and compliance-related intelligence. Rely on the exclusive industry expertise of Pink Sheet.

Successfully navigate the complex worlds of compliance, legislation, policy regulation, and industry developments with the expertise of our worldwide network of expert analysts and journalists.

Start a free trial

Pink Sheet Login

- Get a global view
- Go beyond the news
- Hear from news makers

Pharma Report Store | Product login

38

CampMinder

We build beautiful technology for camps.

By combining engineering artistry with business acumen, we help summer camps achieve their goals.

- PLATFORM
- BLOG
- CULTURE
- CAREERS
- CONTACT
- SCHEDULE A DEMO
- LOG IN

39

Abercrombie & Kent

Next Year's Incredible Adventure Starts Here

View All 2023 Journeys

Start your search for the adventure of a lifetime.

Advanced Search

- DESTINATIONS
- SMALL GROUP JOURNEYS
- CRUISES
- PRIVATE JET
- TAILOR MADE
- OFFERS
- JOURNEY FINDER

866 725 1598
M-F 9-5 CT or speak to your travel professional

EMAIL SIGNUP

CONTACT

40

HUBSPOT CRM PLATFORM

Powerful, not overpowering

Finally, a CRM platform that's both powerful and easy to use. Create delightful customer experiences. Have a delightful time doing it.

Start free or get a demo

Get started with free tools, or get more with our premium software.

Software

The HubSpot CRM Platform

All of HubSpot's marketing, sales CRM, customer service, CMS, and operations software on one platform.

- Free HubSpot CRM
- Overview of all products
- Marketing Hub
Marketing automation software. Free and premium plans
- Sales Hub
Sales CRM software. Free and premium plans

English | Log in

Contact Sales | Customer Support

Other Markets Trend Stats

60%

12/20 Next page treatment
8/20 use next page treatment w
menu icon on the right

35%

7/20 Accordion treatment

45%

9/20 Search bar icon in header

30%

6/20 Search bar *only* inside menu screen
15/20 Search bar in small dropdown drawer
7/20 Search in separate full page

5%

1/20 Global icon in header
might not be relevant/crucial element to
many selected companies

60%

12/20 use menu icon on the right hand-side

0%

0/20 Social media included in menu screen

90%

18/20 Close icon only on top of screen

Overall Trend Stats

80% 32/40 Next page treatment
18/40 use next page treatment w
menu icon on the right

38% 15/40 Accordion treatment

65% 26/40 Search bar icon in header

30% 8/40 Search bar *only* inside menu screen
22/40 Search bar in small dropdown drawer
25/40 Search in separate full page

13% 5/40 Global icon in header

78% 31/40 use menu icon on the right hand-side

3% 1/40 Social media included in menu screen

85% 34/40 Close icon only on top of screen

Above Average (50%) Trends

80%

32/40 Next page treatment
18/40 use next page treatment w
menu icon on the right

78%

31/40 use menu icon on the right hand-side

65%

26/40 Search bar icon in header

85%

34/40 Close icon only on top of screen

Topics of Discussion

13% 5/40 Global icon in header

65% 26/40 Search bar icon in header

30% 8/40 Search bar *only* inside menu screen
22/40 Search bar in small dropdown
25/40 Search in separate full page

Summary

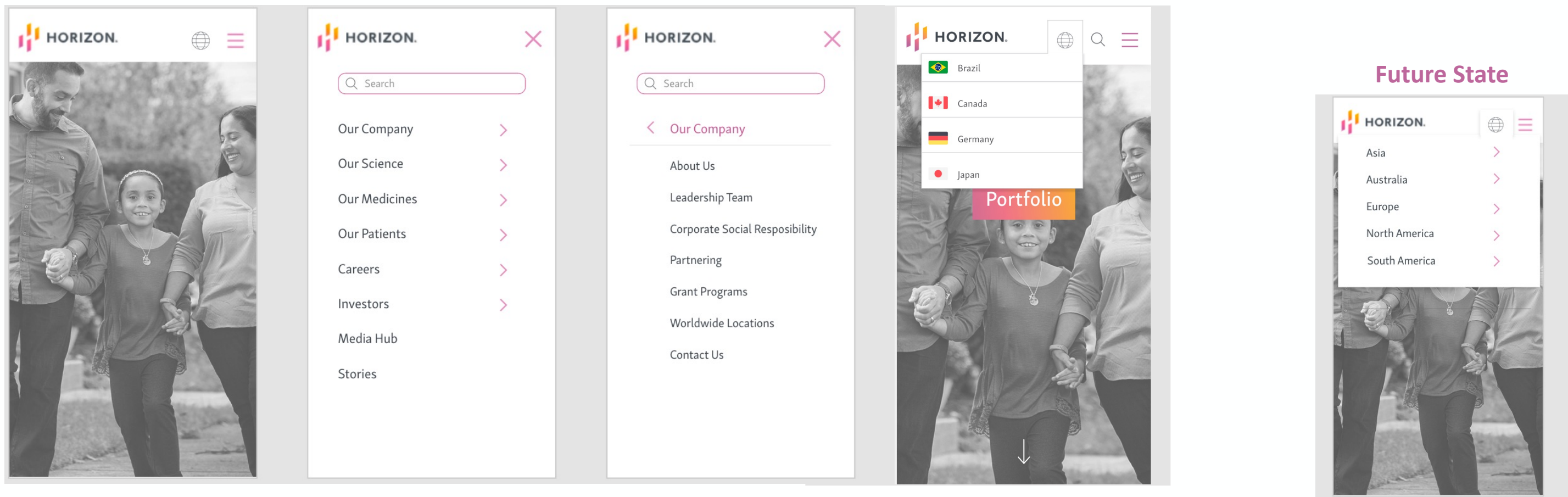
- Mobile navigation is very subjective as it depends on: 1) our main corporate goals 2) where we want to drive traffic to on our site 3) what our customers are most likely to browse/search for on our site.
- Those points also drive the IA, which currently is not up for discussion or redesign. However, it does impact some other components that need to be prioritized within our corporate navigation goals. For example, should we:
 - Elevate the accessibility to our social media account for more engagement,
 - Provide easy route to search over encouraging users to browse our navigation (user testing can tell us if our IA need any improvement)
 - Accessibility to switching language & country (further do we need to split up this option further for countries that speak multiple languages)
 - Add any featured content to the bottom of our menu options? If so, do we have any traffic data on our sites that we want to analyze to help decide what should be featured?
 - Analyze our current traffic and usage data of our primary navigation menu.

Proposal - <https://xd.adobe.com/view/8bceb1db-d968-4b73-851f-426d115692a4-de9d/>

For simplification and ease of use, my recommendation is to:

- 1) Use the next screen treatment to avoid overwhelming the user and help them focus on the sub-level options available per section.
- 2) Remove the search icon from the top header because it can be easily accessible after one click on top of the opened menu screen.
- 3) Remove the social media components given that users expect them to always find those in the footer.
- 4) Keep the global icon at the top of the header by itself and revisit when multiple language options per site become available.

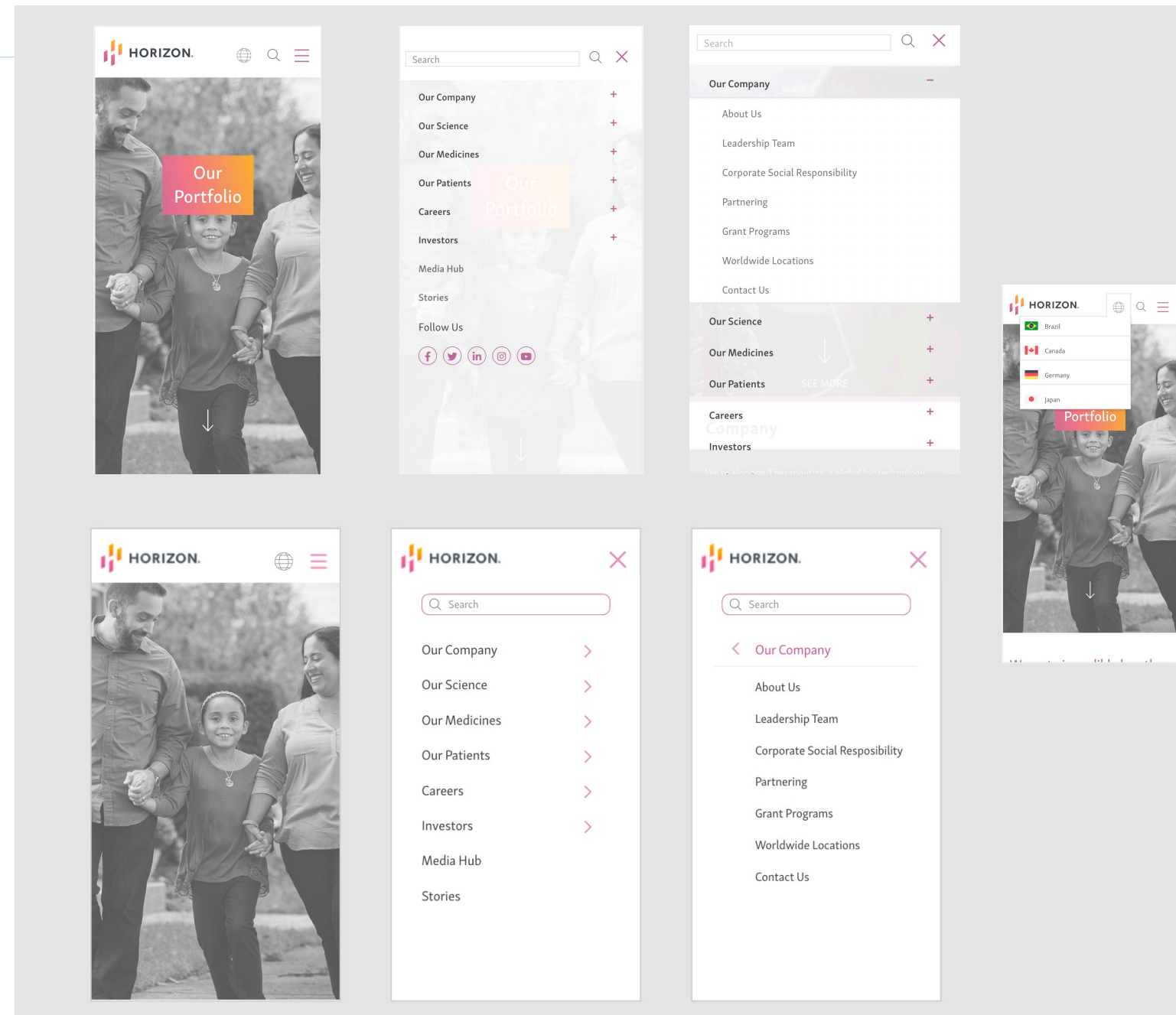
Note that it is standard behavior for **mobile menus** to *often* open at the top-level menu options no matter where the user is on the site.



Dev Work Breakdown <https://xd.adobe.com/view/8bceb1db-d968-4b73-851f-426d115692a4-de9d/>

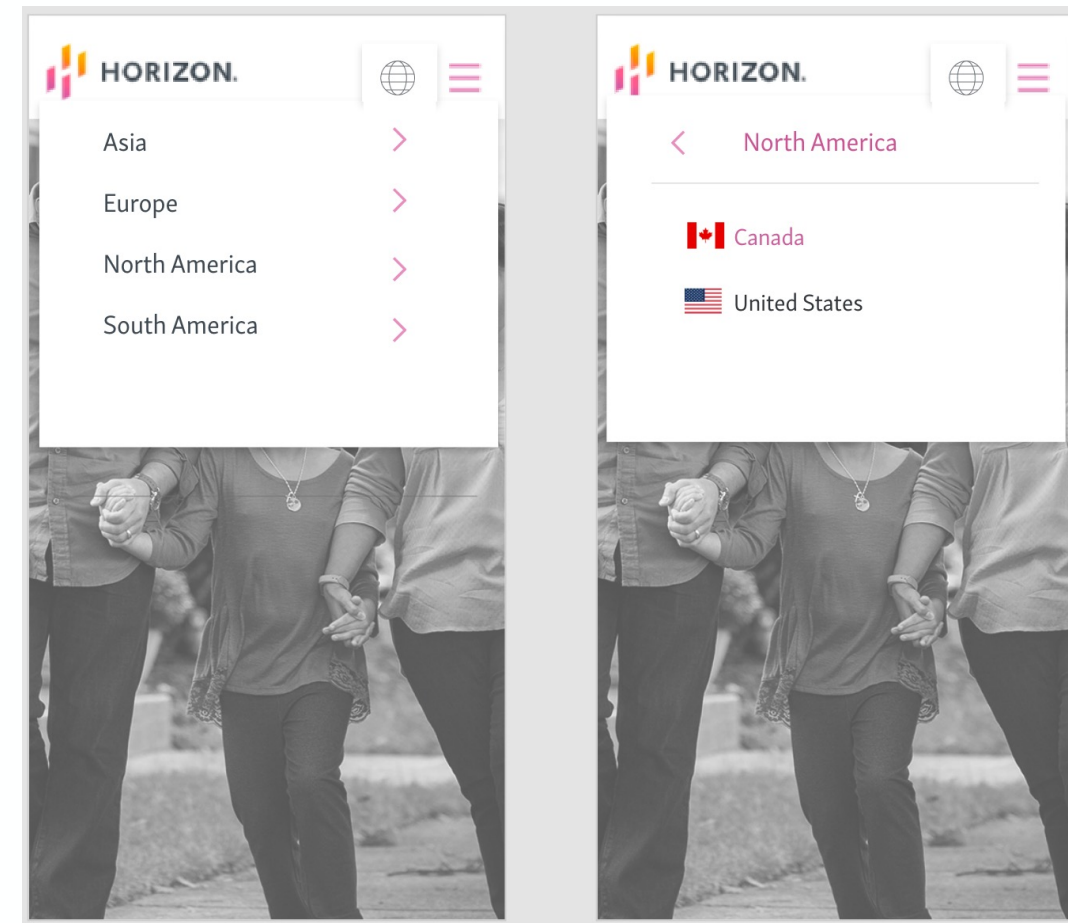
1. Remove background transparency
2. Remove the search icon from the top header (it will be easily accessible after one click on top of the opened menu screen)
3. Remove the social media components (it will help keep nav clean and users expect to find those in the footer)
4. Use the next screen treatment (this will avoid overwhelming the user and help them focus on the sub-level options available per section)
5. Make the whole line of each menu item clickable
6. Apply the same search bar style used on desktop and center on screen
7. Note that it is standard behavior for **mobile menus** to **often** open at the top-level menu options no matter where the user is on the site.

Keep Global menu the same



Dev Work Breakdown – Future state <https://xd.adobe.com/view/f6ad757e-ec20-4fcb-ba04-dc7e4644f68e-a3fe/>

1. Increase size of drawer pop-up
2. Apply caret/next screen treatment
3. Apply new layout and spacing of content





Thank you

APPENDIX

Resources

Abbvie*
Abercrombie & Kent
Amgen*
AstraZeneca*
Atlassian
Baker & McKenzie
BDO
Berry Insurance
Biogen*
BioMarin*
BionTech*
Biotechnology*
Boehringer Ingelheim*
CampMinder
Citeline

Deloitte
Freshworks
Global Bayer*
Gilead*
GSK*
Hubspot
IBM
Invision
Impact
Lilly*
Lucky Orange
Marvel
Merk*
Moderna*
Motorola Solutions
Novartis*
Pfizer*
Pharmaceutical Technology*

Roche*
Safoni*
Slack
Solvay
Statefarm
Stripe
Vertex*
Viatrix*
Zendesk

Choosing the Right Mobile Navigation Menu

https://medium.com/@Clockwork_Tweet/choosing-the-right-mobile-navigation-menu-13e80e000dab

Top 8 Mobile Navigation Menu Design for Your Inspiration

<https://uxplanet.org/top-8-mobile-navigation-menu-design-for-your-inspiration-8a2d925bffc0>

Best Website Navigation Practices for 2022: 15 Easy Tips

<https://eternitymarketing.com/blog/best-website-navigation-practices-for-2022>

Extra

Corp Mobile Navigation w social media

<https://xd.adobe.com/view/06bef876-2b72-4db6-9f63-990ceb12a5bc-53ed/>

Corp Mobile Navigation w accordion treatment

<https://xd.adobe.com/view/c0754bd9-d17e-4466-881d-303e04f329ad-9526/>