

# HP TouchPad Wireframes

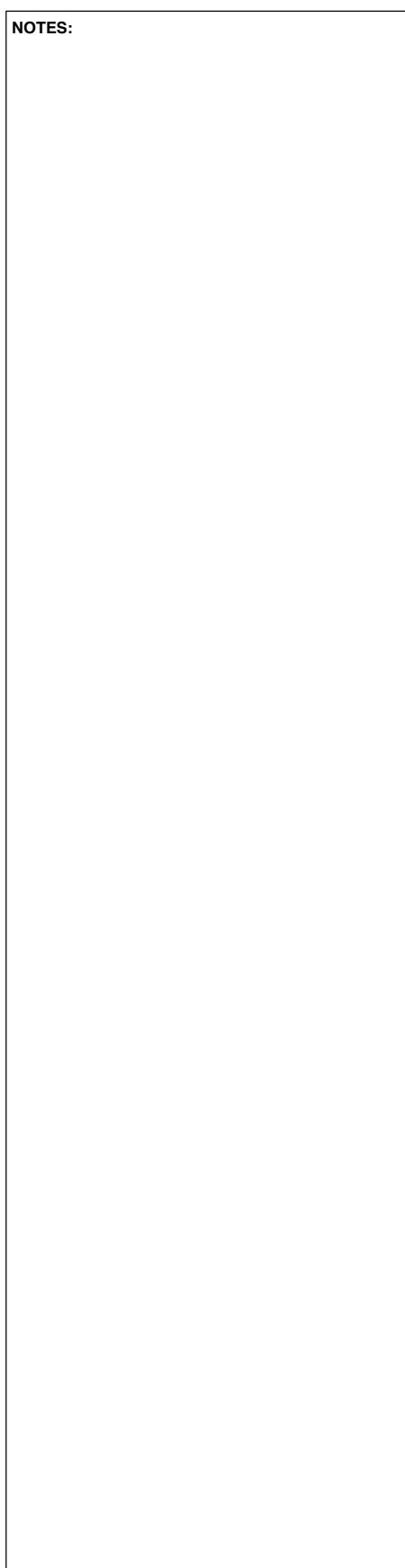
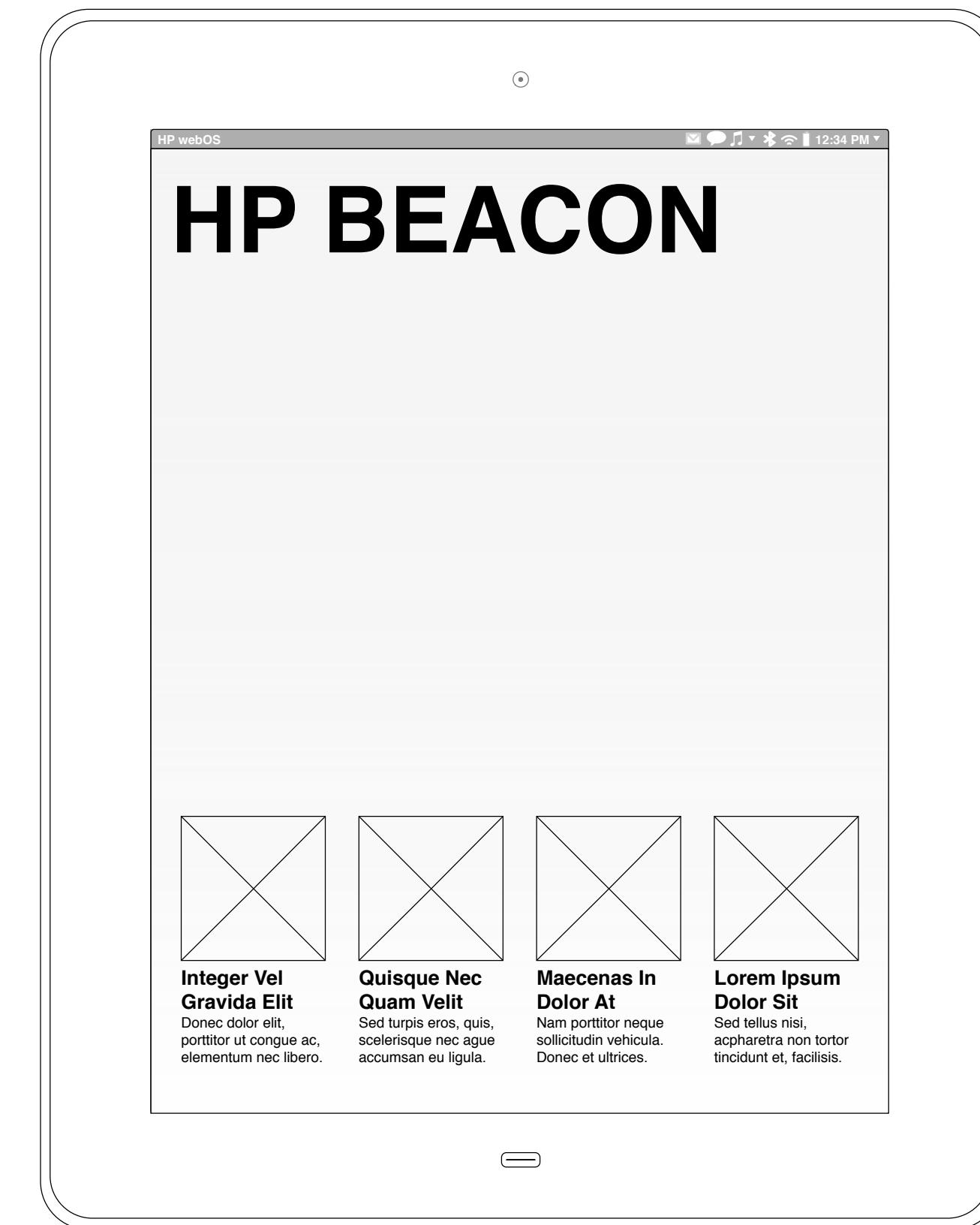
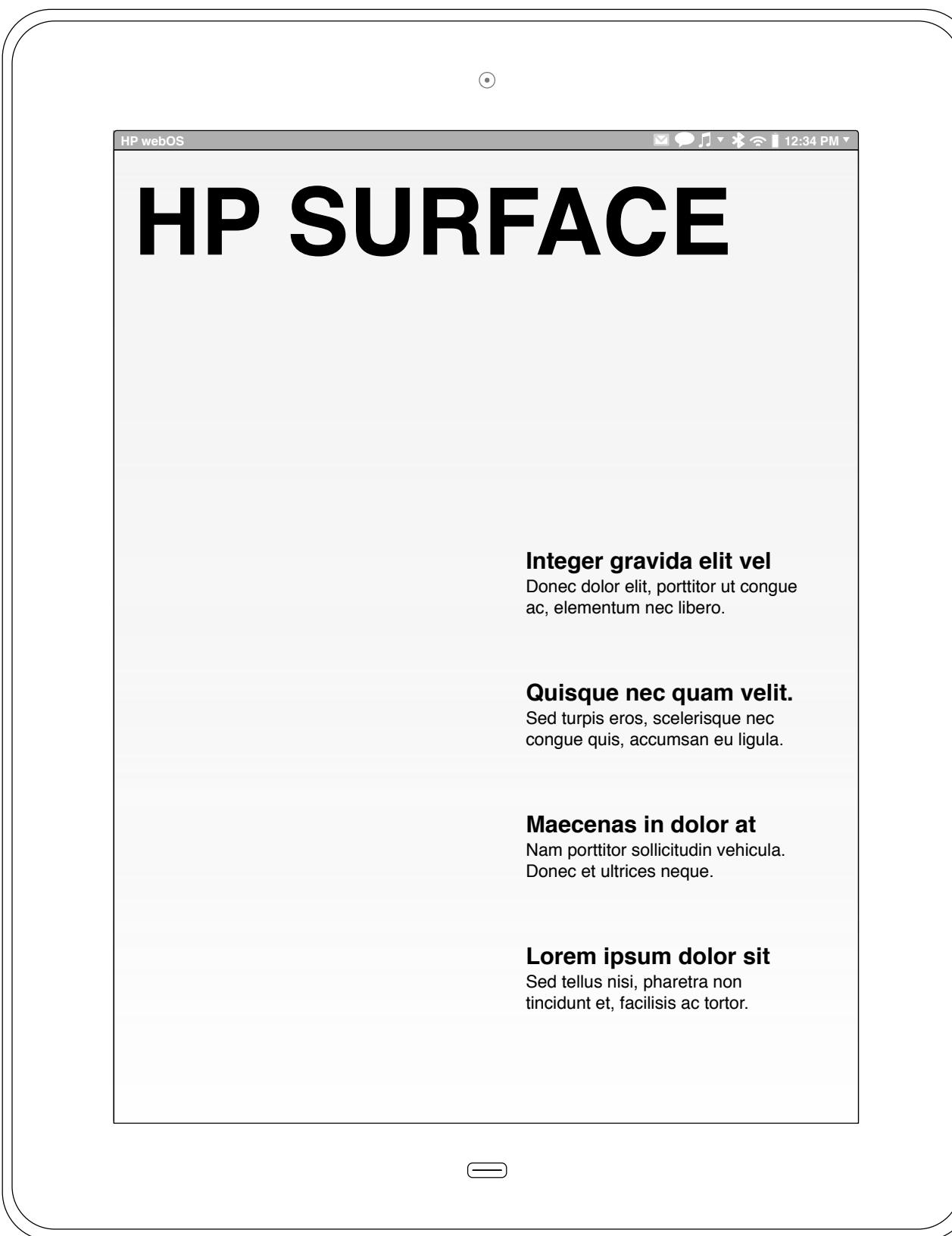
MODIFICATION DATE: Thu Apr 28 2011

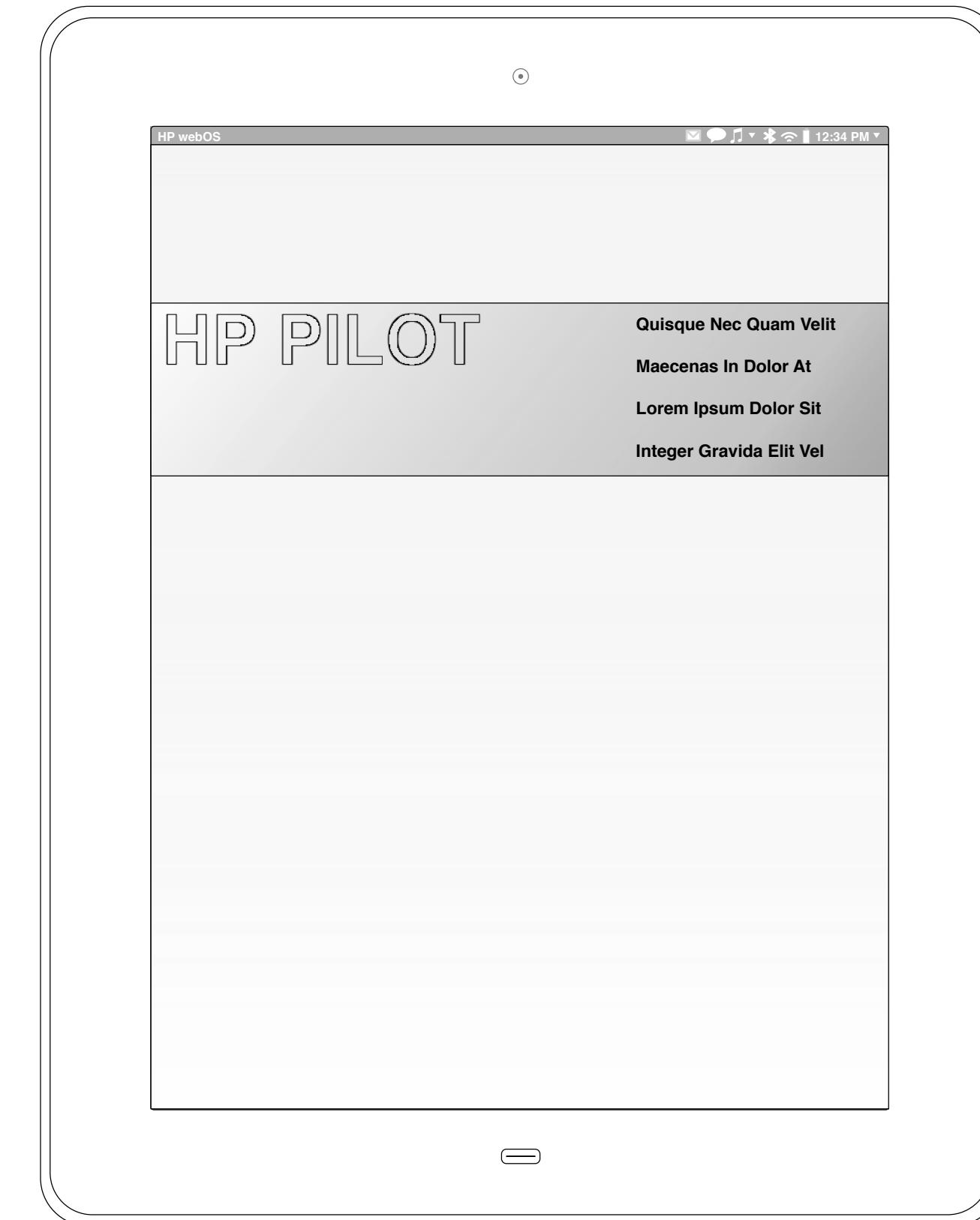
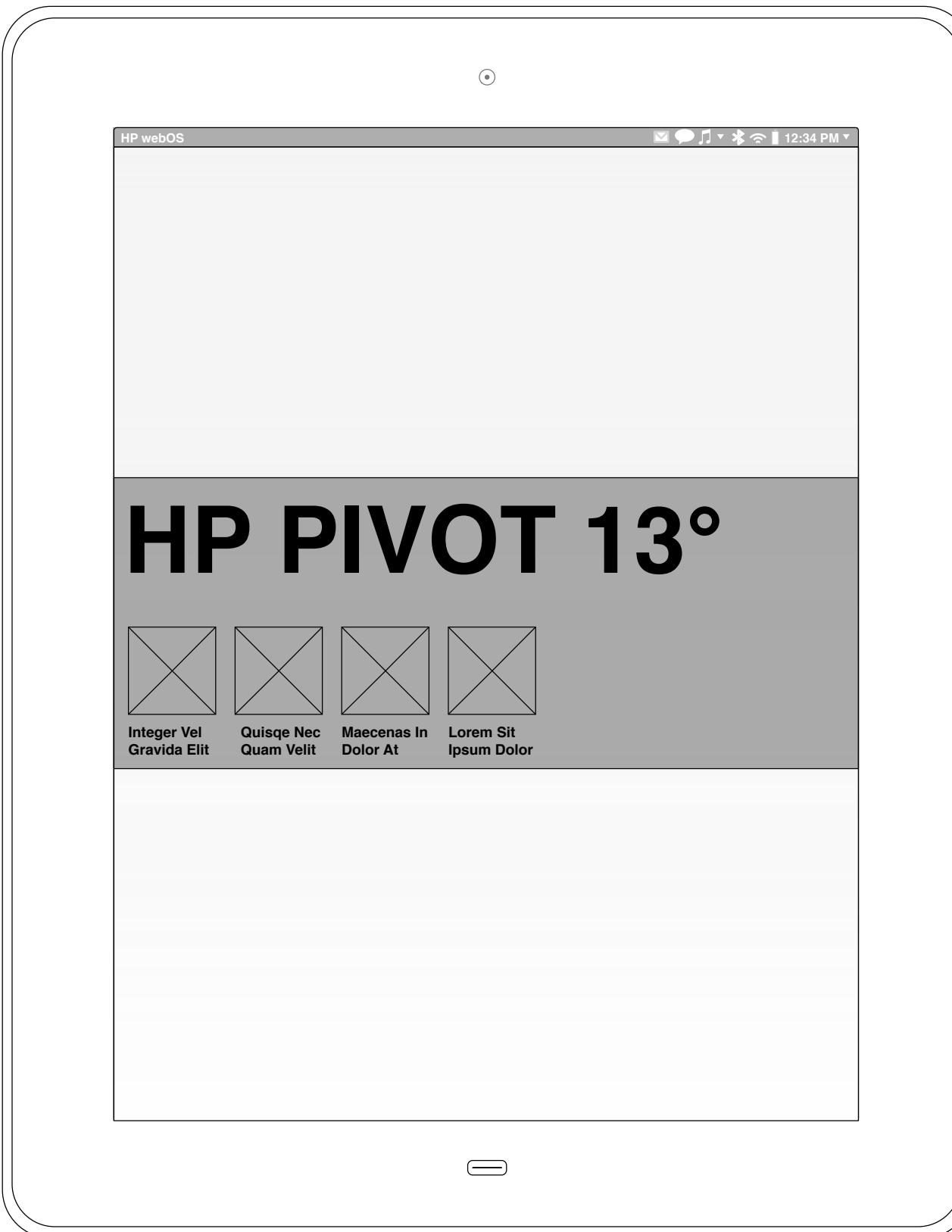
COMPANY: HP

CREATOR: Mohit SantRam

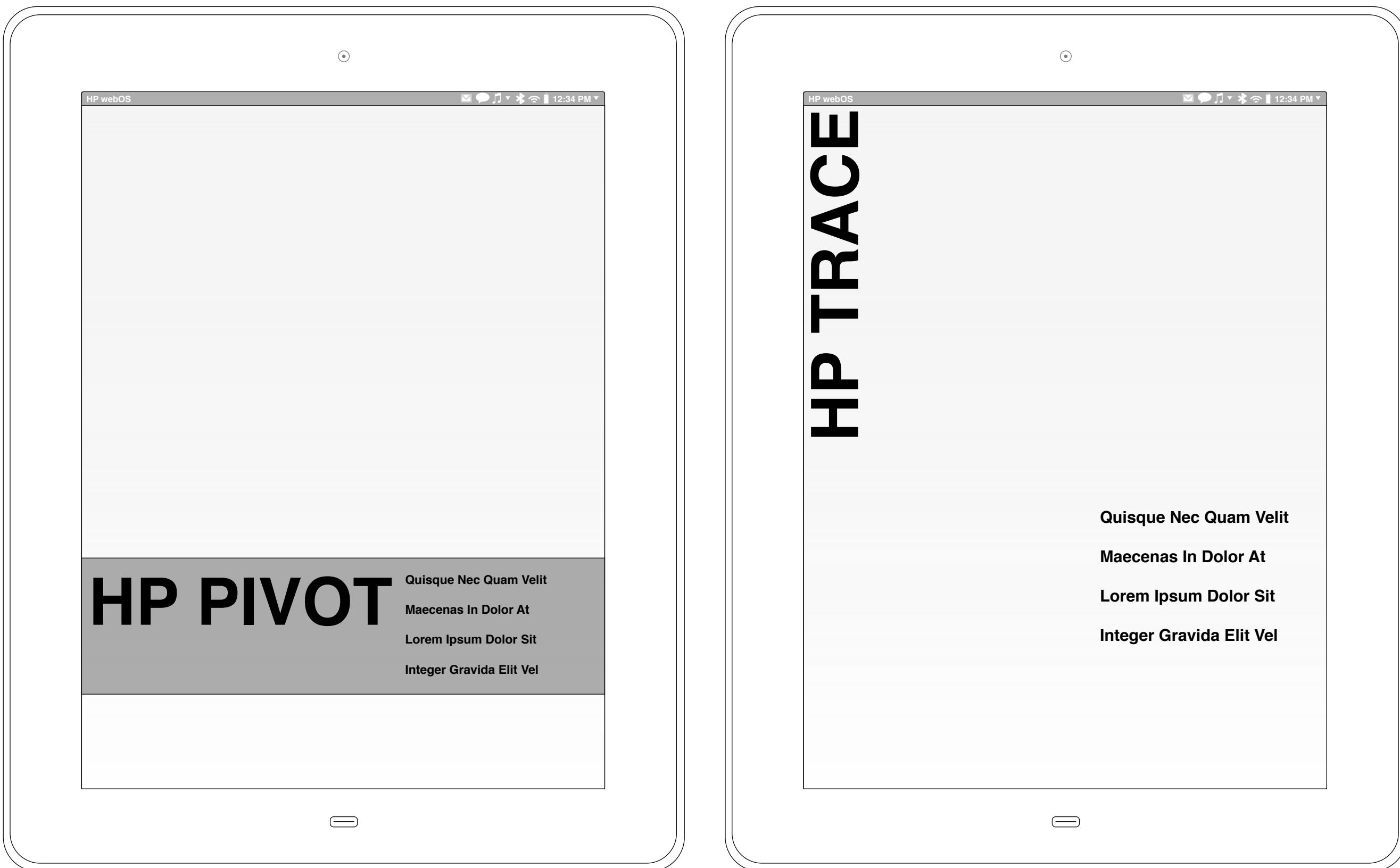
VERSION HISTORY: 1.2

DESCRIPTION: This document outlines the current proposed wireframes.

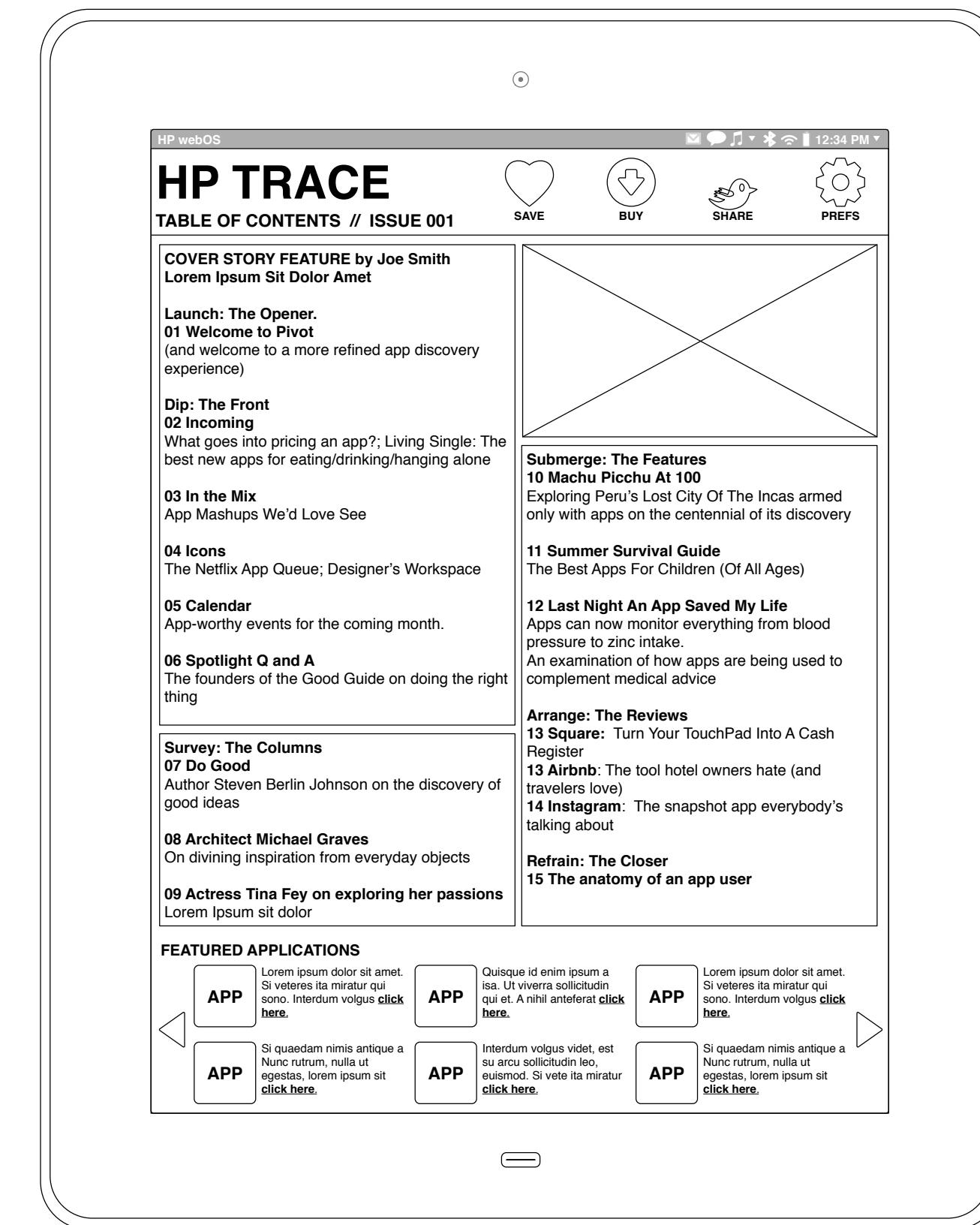
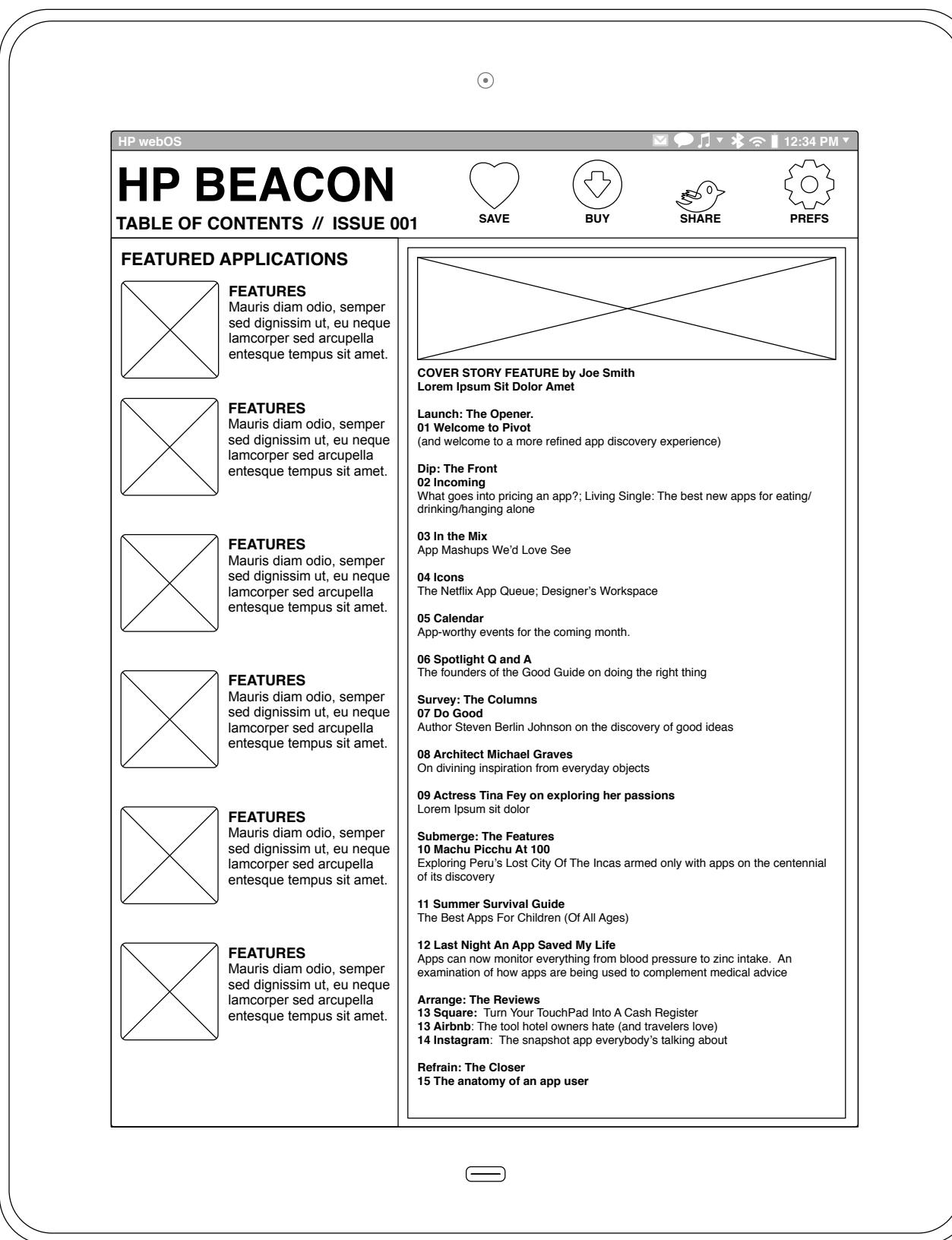




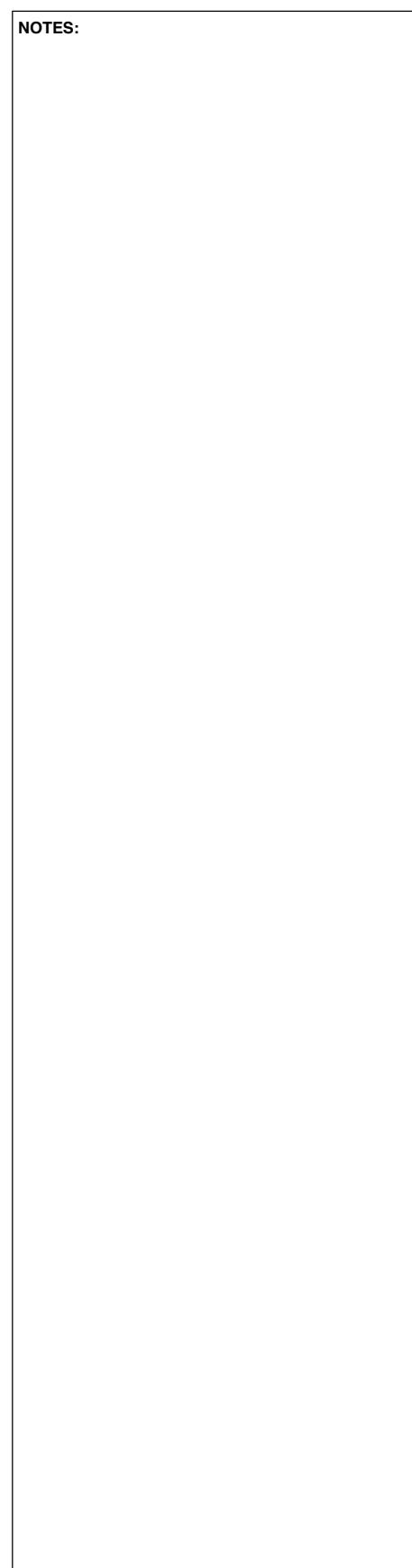
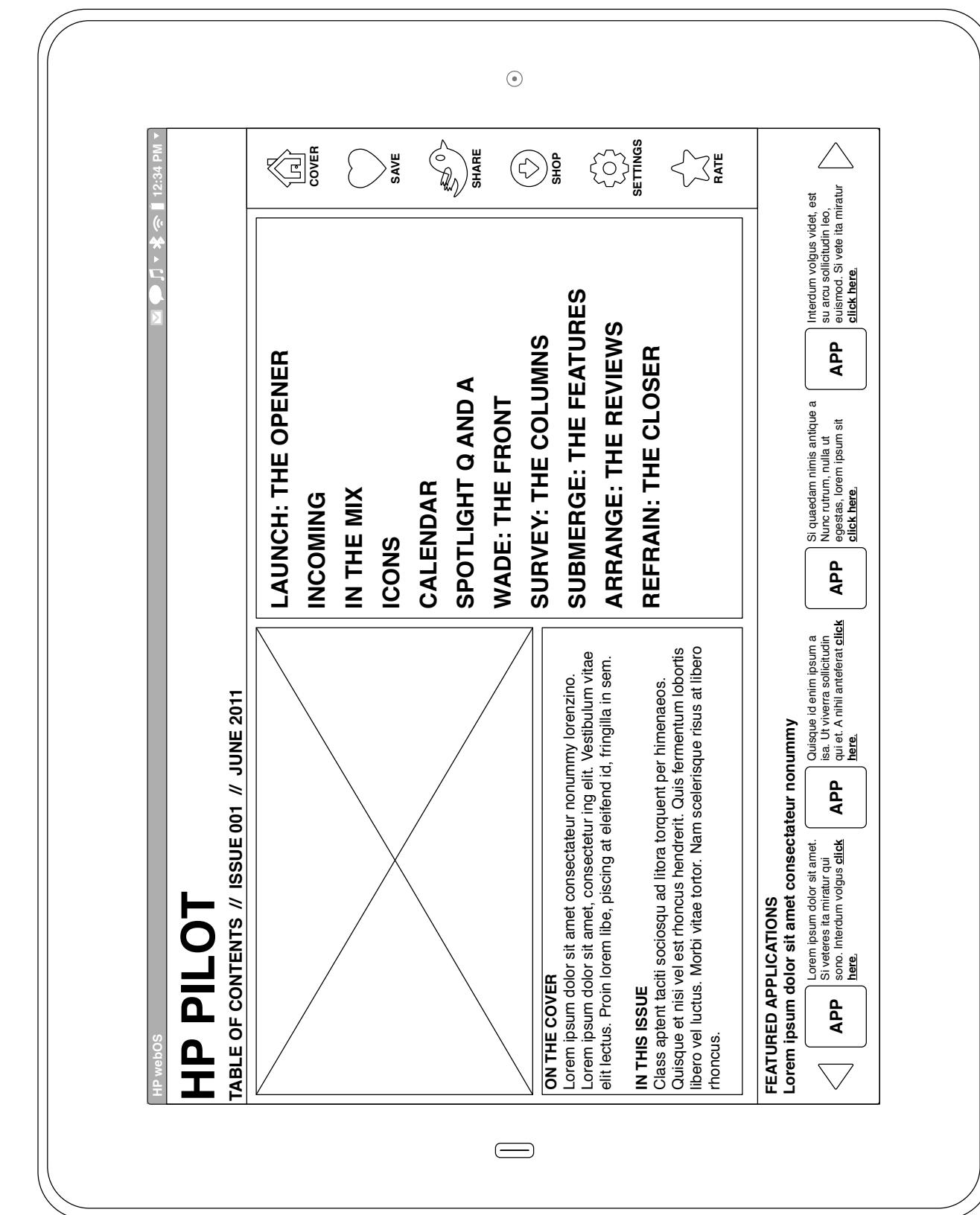
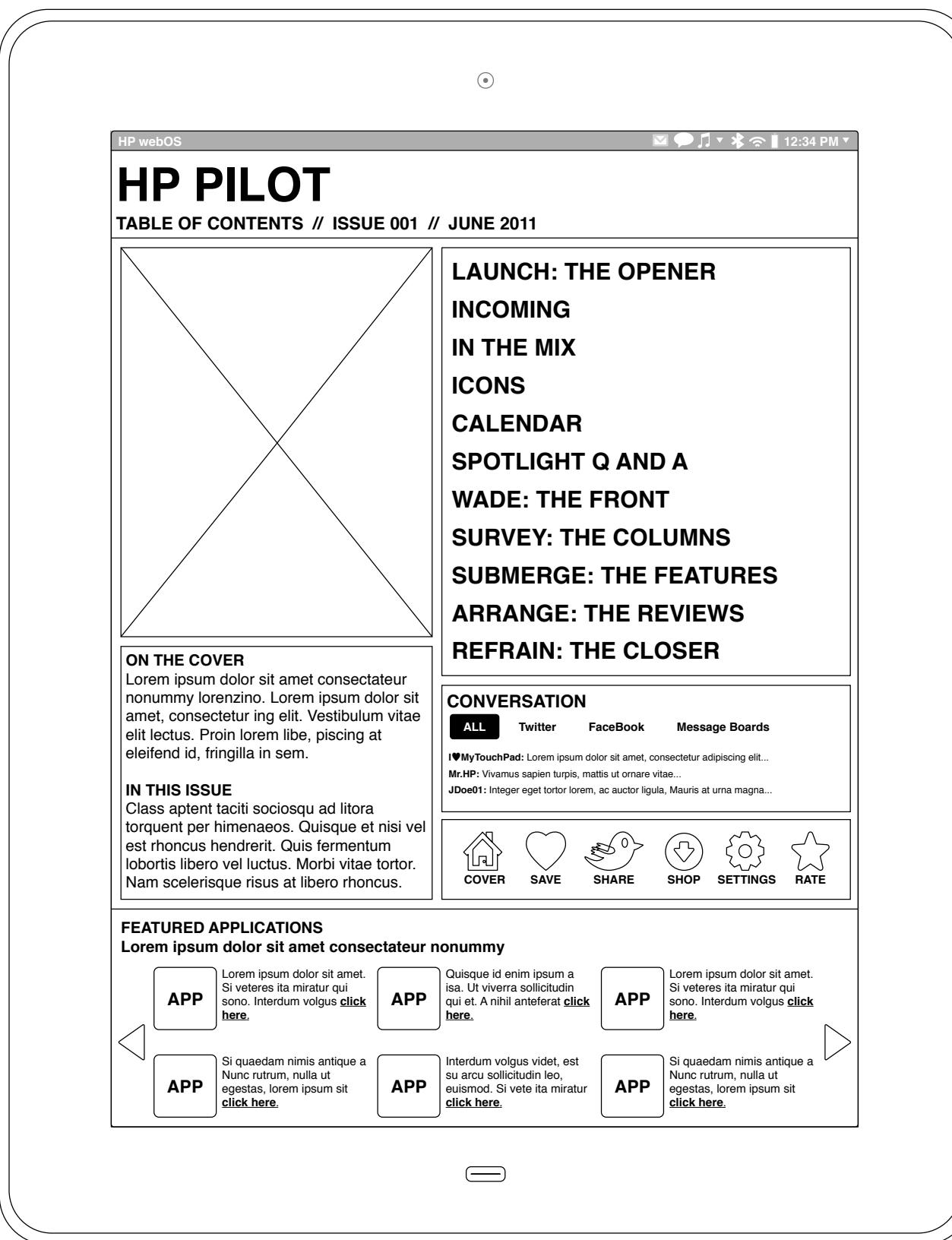
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The image shows the home screen of an HP webOS tablet. At the top, there's a navigation bar with icons for back, forward, search, and notifications, along with the time '12:34 PM'. Below the bar is a large, stylized graphic of two intersecting diagonal lines forming an 'X' shape. The main content area features a large title 'HP PIVOT 13°' in bold black letters. To the right of the title is a 'TABLE OF CONTENTS' section for 'ISSUE 001 // JUNE 2011', which lists various app categories like Launch, Incoming, Mix, Icons, Calendar, Spotlight Q and A, Survey, Submerge, Arrange, and Refrain. Below the title and table of contents are several application icons labeled 'APP' with placeholder text. At the bottom, there's a 'CONVERSATION' section with social media links for Twitter, Facebook, and Message Boards, and a 'ON THE COVER' section with a placeholder text block.

The tablet screen shows a magazine cover for 'HP PILOT' with the subtitle 'TABLE OF CONTENTS // ISSUE 001 // JUNE 2011'. The cover features a large, stylized 'X' mark over the bottom half. Below the cover, there's a grid of ten article titles, each with a small icon above it:

- LAUNCH: THE OPENER** (House icon)
- INCOMING** (Cloud icon)
- IN THE MIX** (Globe icon)
- ICONS** (Star icon)
- CALENDAR** (Clock icon)
- SPOTLIGHT Q AND A** (Microphone icon)
- WADE: THE FRONT** (Surfboard icon)
- SURVEY: THE COLUMNS** (Bar chart icon)
- SUBMERGE: THE FEATURES** (Submarine icon)
- ARRANGE: THE REVIEWS** (Book icon)
- REFRAIN: THE CLOSER** (Tape measure icon)

At the top of the screen, there are several icons: a mail icon, a search icon, a battery icon, and a signal strength icon. The time '12:34 PM' is also displayed. On the right side, there are five action buttons with icons and labels: 'COVER' (house), 'SAVE' (cloud), 'SHARE' (hand), 'SHOP' (down arrow), 'SETTINGS' (gear), 'RATE' (star), and 'APP' (triangle). A large triangle icon is at the bottom right.

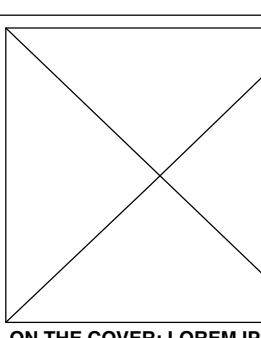
**NOTES:**

# HP TouchPad

## Menu Structure A

1.0 Three Column Format with Help, an Embedded Picture and Action Buttons On The Bottom

**HP SURFACE // TABLE OF CONTENTS**  
Issue 001

<u>LAUNCH: THE OPENER</u>	<u>WADE: THE FRONT</u>	 ON THE COVER: LOREM IPSUM
<u>INCOMING</u>	<u>SURVEY: THE COLUMNS</u>	
<u>IN THE MIX</u>	<u>SUBMERGE: THE FEATURES</u>	
<u>ICONS</u>	<u>ARRANGE: THE REVIEWS</u>	
<u>CALENDAR</u>	<u>REFRAIN: THE CLOSER</u>	
<u>SPOTLIGHT Q AND A</u>		

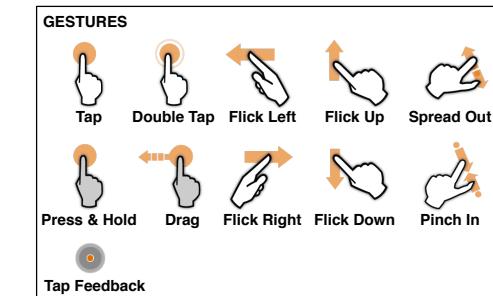
**SAVE** **SHARE** **STORE** **PREFS**

1.1 Selecting Help replaces the cover image with links that a user can select to receive help.

**HP SURFACE // TABLE OF CONTENTS**  
Issue 001

<u>LAUNCH: THE OPENER</u>	<u>WADE: THE FRONT</u>	<u>I NEED HELP WITH:</u>
<u>INCOMING</u>	<u>SURVEY: THE COLUMNS</u>	<u>TOUCHPAD</u>
<u>IN THE MIX</u>	<u>SUBMERGE: THE FEATURES</u>	<u>APPLICATION</u>
<u>ICONS</u>	<u>ARRANGE: THE REVIEWS</u>	<u>COMPUTER</u>
<u>CALENDAR</u>	<u>REFRAIN: THE CLOSER</u>	<u>PHONE</u>
<u>SPOTLIGHT Q AND A</u>		<u>PRINTER</u>

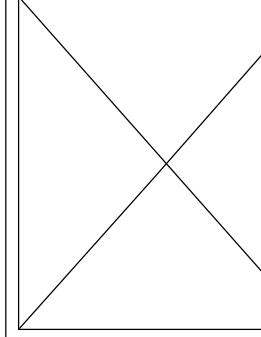
**SAVE** **SHARE** **STORE** **PREFS**



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2.0 Option 2 - Shorter Three Column Format with Top Level Picture and Action Buttons On The Bottom

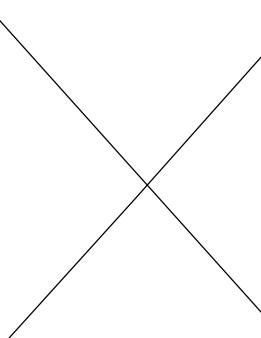
**HP SURFACE  
TABLE OF CONTENTS**  
Issue 001

<u>LAUNCH: THE OPENER</u>	<u>WADE: THE FRONT</u>	
<u>INCOMING</u>	<u>SURVEY: THE COLUMNS</u>	
<u>IN THE MIX</u>	<u>SUBMERGE: THE</u>	
<u>ICONS</u>	<u>FEATURES</u>	
<u>CALENDAR</u>	<u>ARRANGE: THE REVIEWS</u>	
<u>SPOTLIGHT Q AND A</u>	<u>REFRAIN: THE CLOSER</u>	

**SAVE** **SHARE** **STORE** **PREFS**

3.0 Option 3 - Two Column Format with an Embedded Picture and Action Buttons On The Bottom

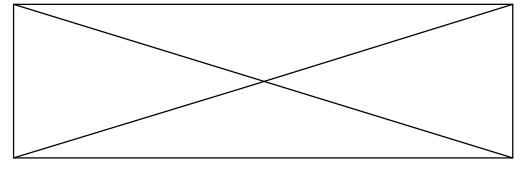
**HP SURFACE // TABLE OF CONTENTS**  
Issue 001

<u>LAUNCH: THE OPENER</u>	<u>WADE: THE FRONT</u>	
<u>INCOMING</u>	<u>SURVEY: THE COLUMNS</u>	
<u>IN THE MIX</u>	<u>SUBMERGE: THE</u>	
<u>ICONS</u>	<u>FEATURES</u>	
<u>CALENDAR</u>	<u>ARRANGE: THE REVIEWS</u>	
<u>SPOTLIGHT Q AND A</u>	<u>REFRAIN: THE CLOSER</u>	

 **SAVE**    **STORE**    **SHARE**    **PREFS**    **HELP**

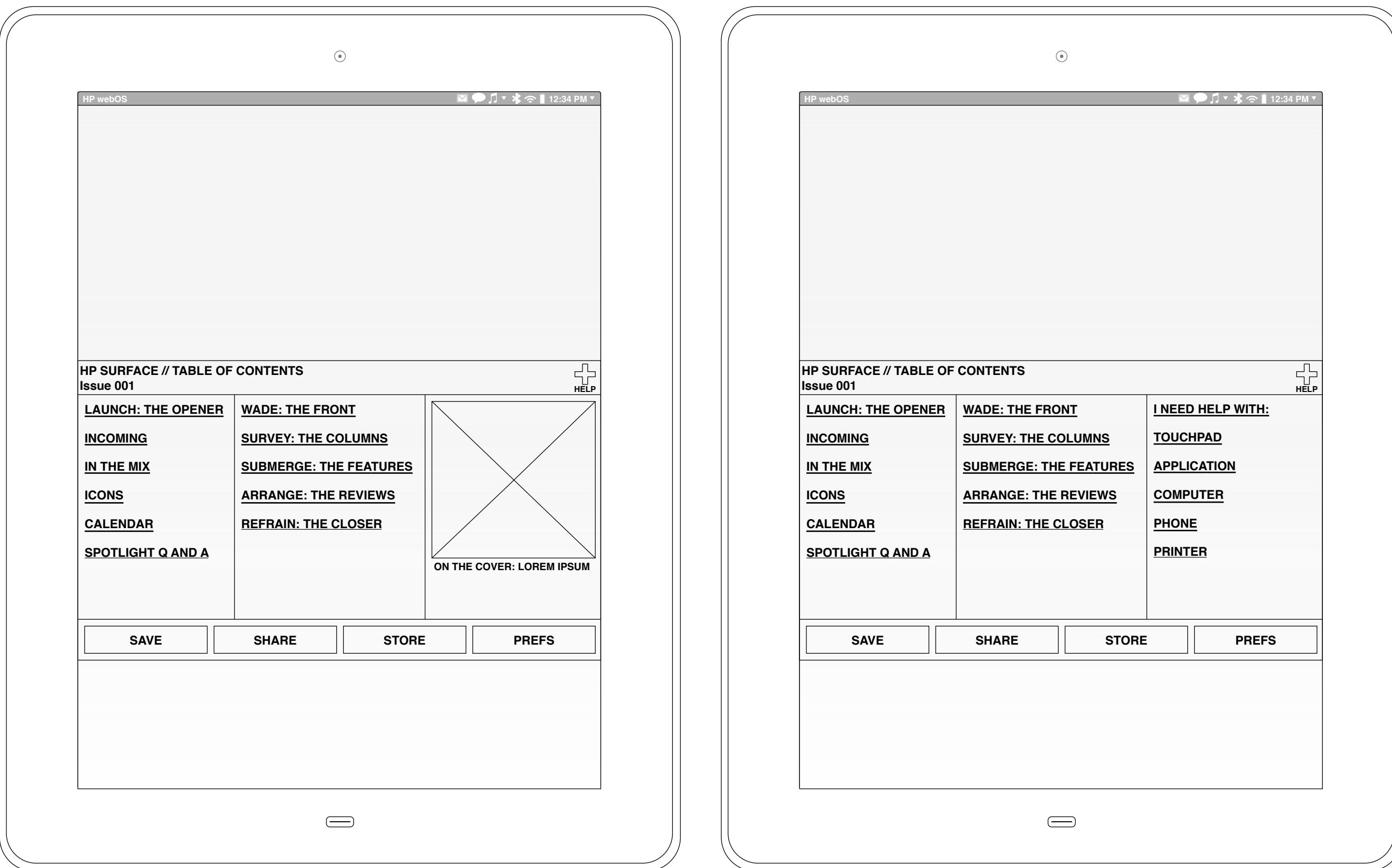
4.0 Option 4 - Two Column Format with Action Buttons On The Right

**HP SURFACE  
TABLE OF CONTENTS**

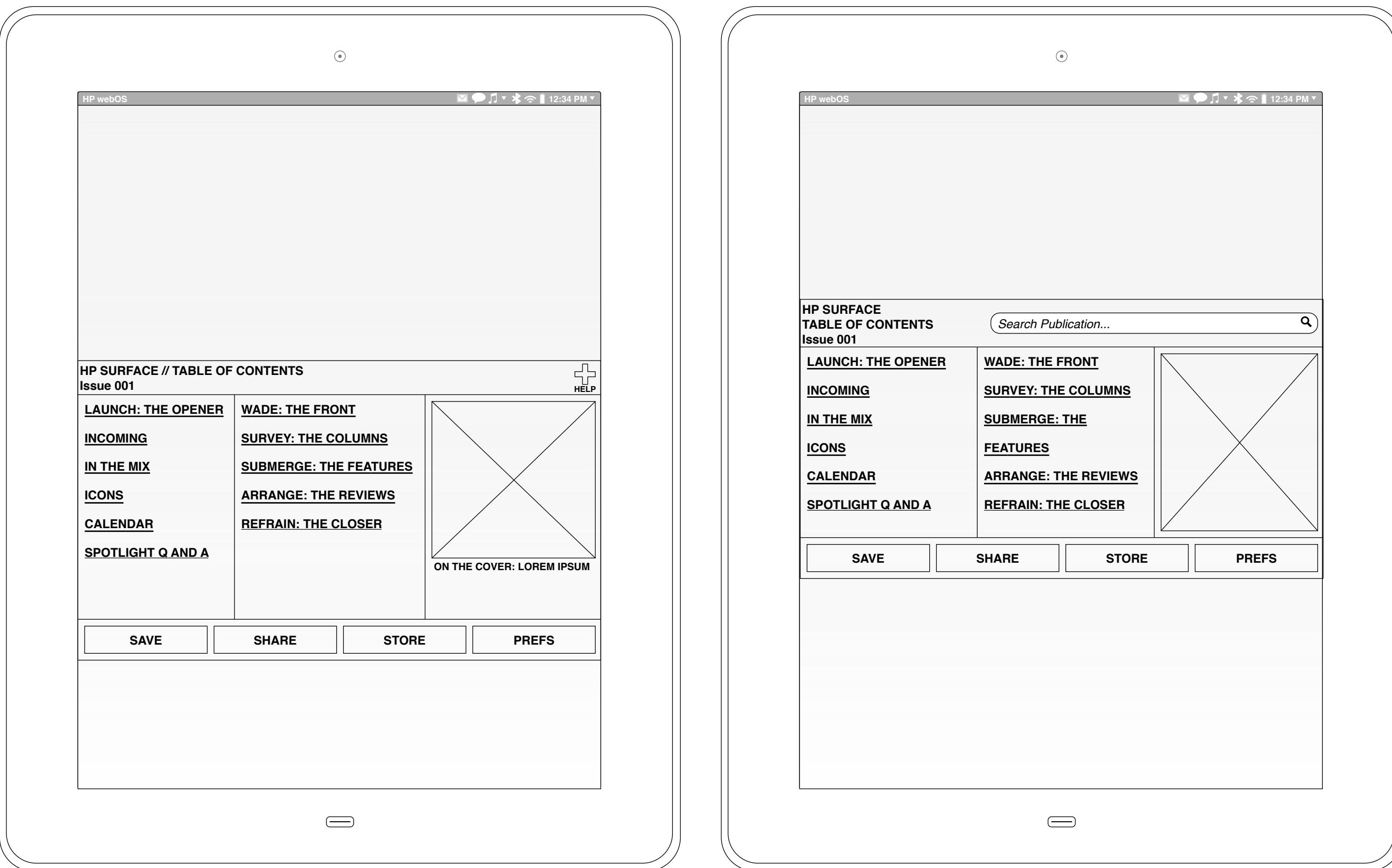
<u>LAUNCH: THE OPENER</u>	<u>WADE: THE FRONT</u>	
<u>INCOMING</u>	<u>SURVEY: THE COLUMNS</u>	
<u>IN THE MIX</u>	<u>SUBMERGE: THE FEATURES</u>	
<u>ICONS</u>	<u>ARRANGE: THE REVIEWS</u>	
<u>CALENDAR</u>	<u>REFRAIN: THE CLOSER</u>	
<u>SPOTLIGHT Q AND A</u>		

**Issue 001**

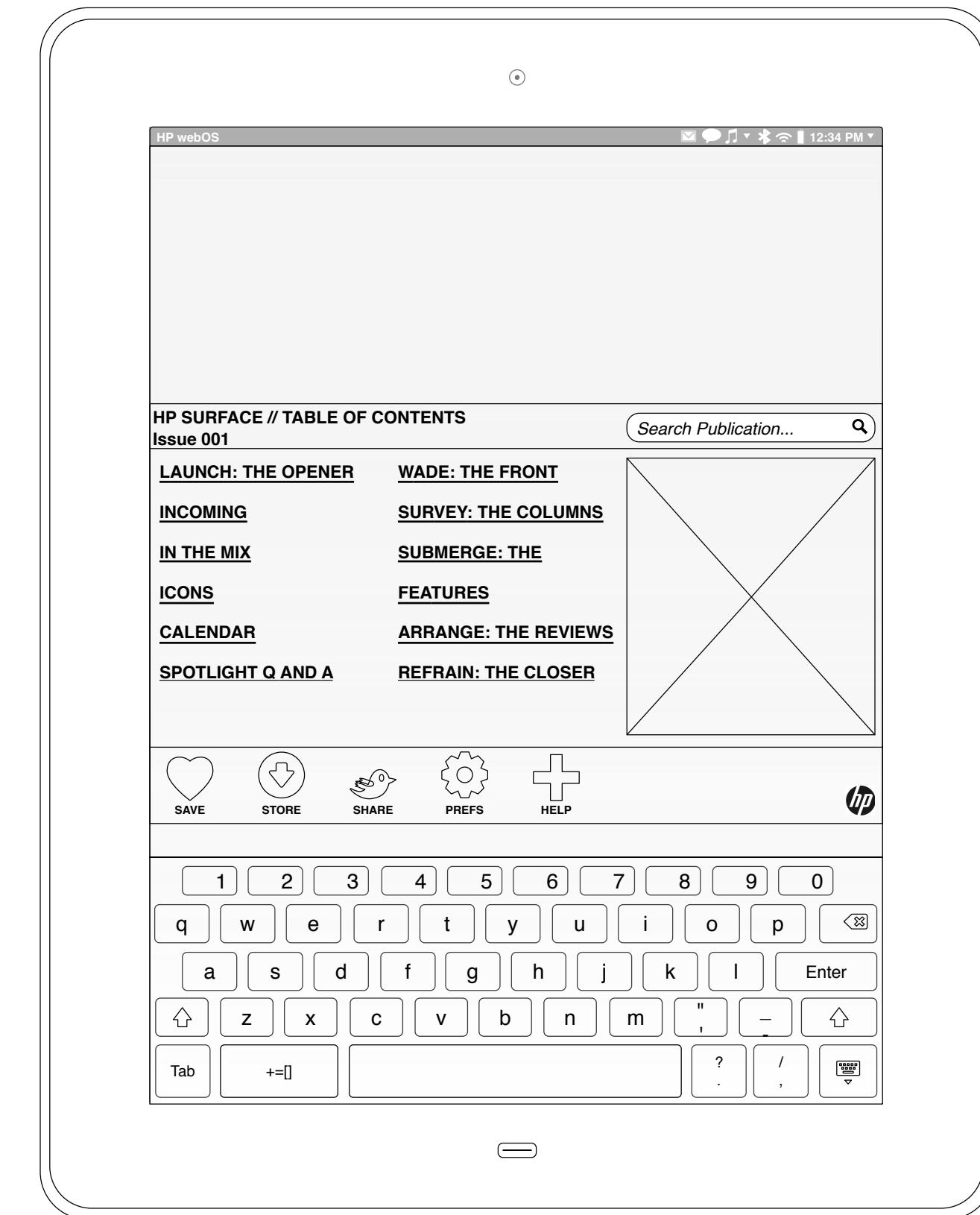
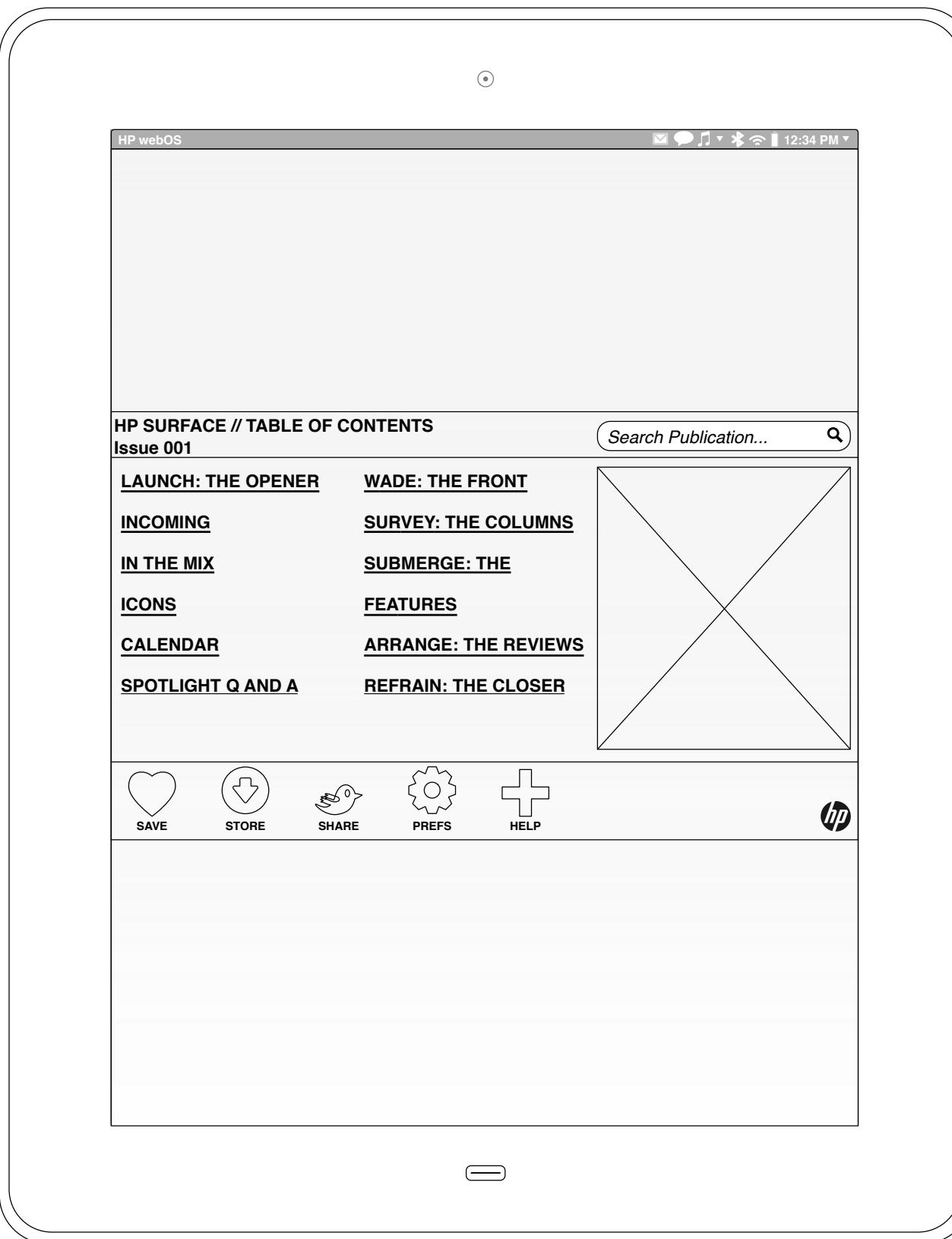
 **SAVE**  
 **STORE**  
 **SHARE**  
 **PREFS**  
 **HELP**



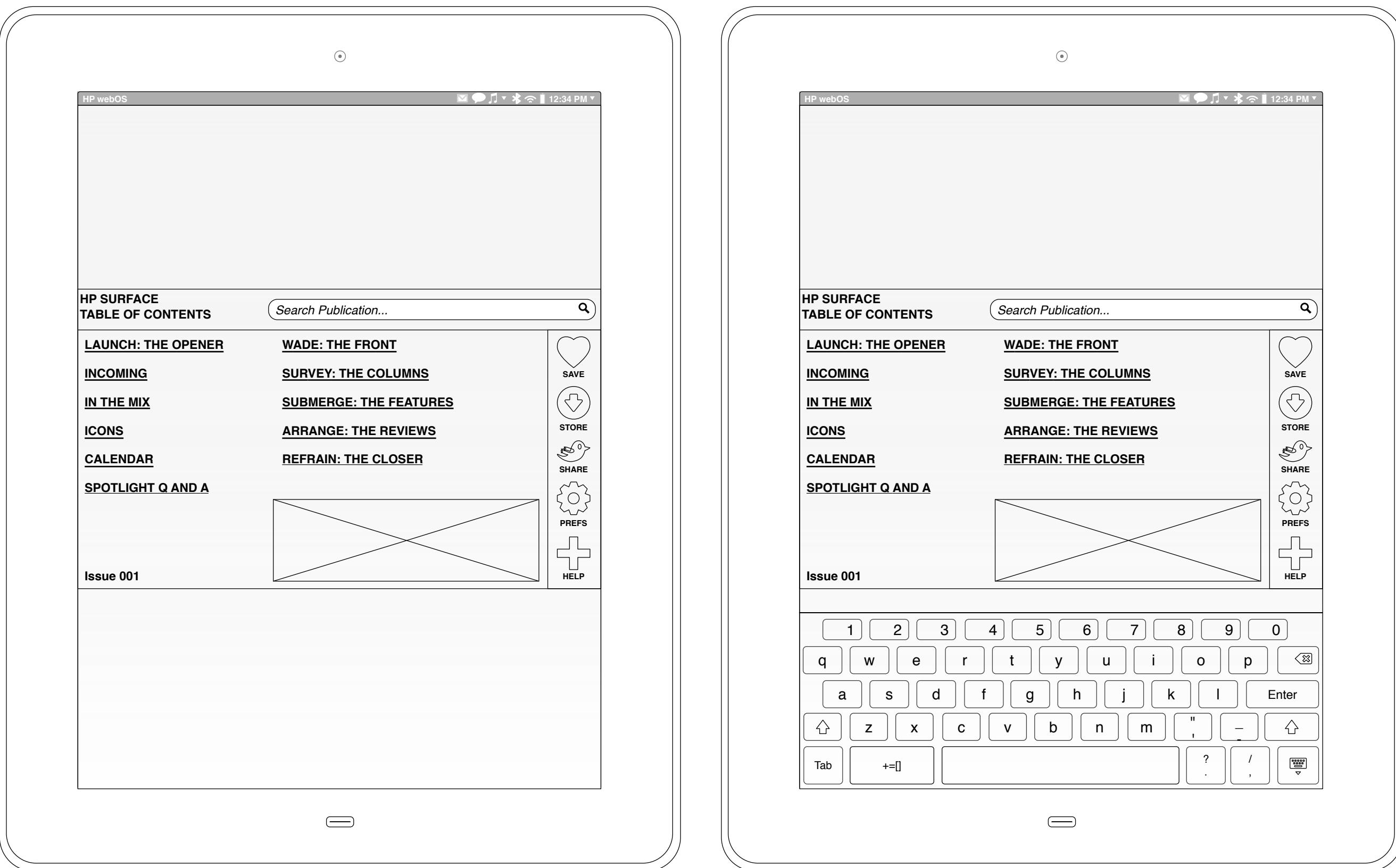
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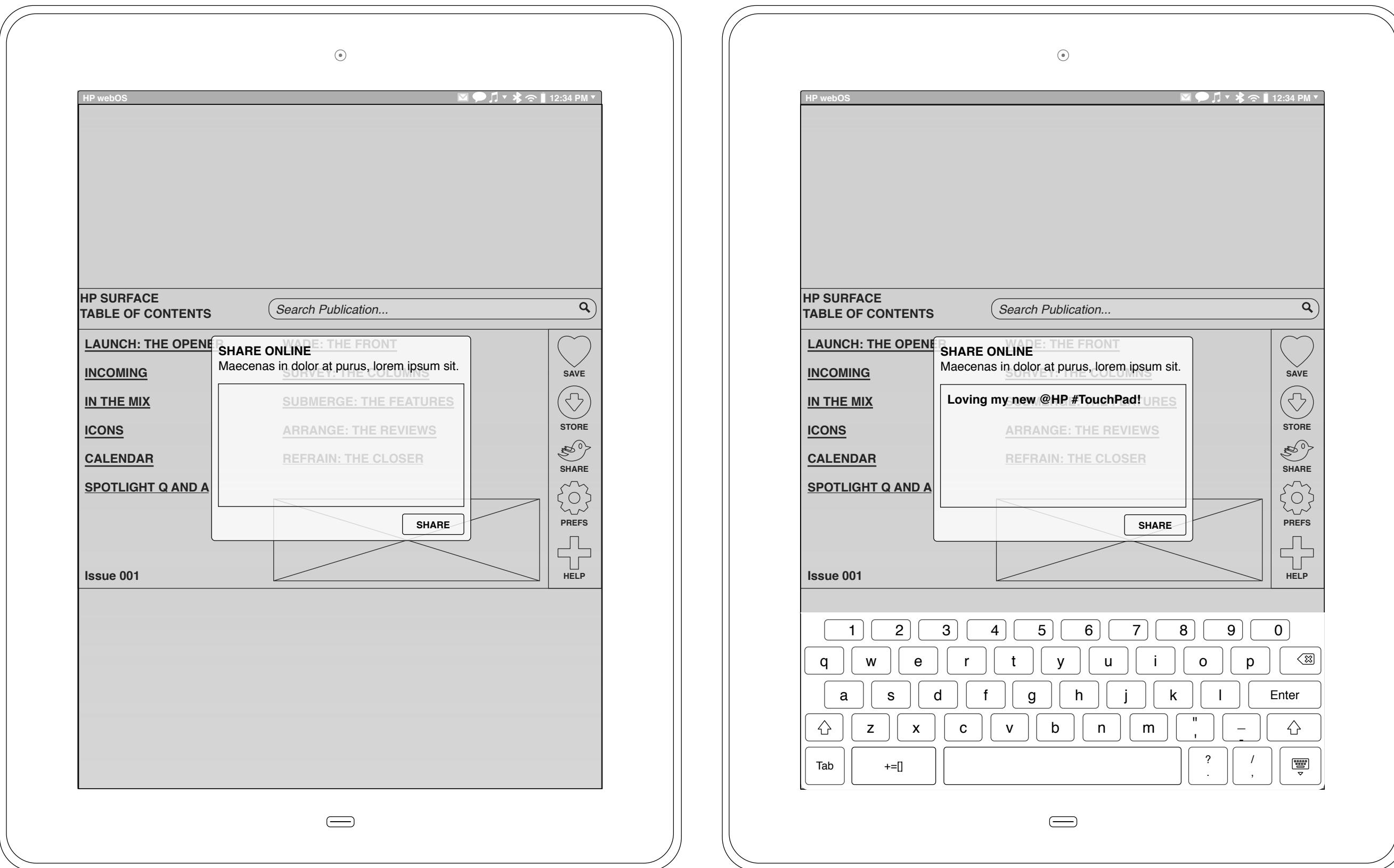
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# HP TouchPad

## Menu Structure A - Option 4 Share



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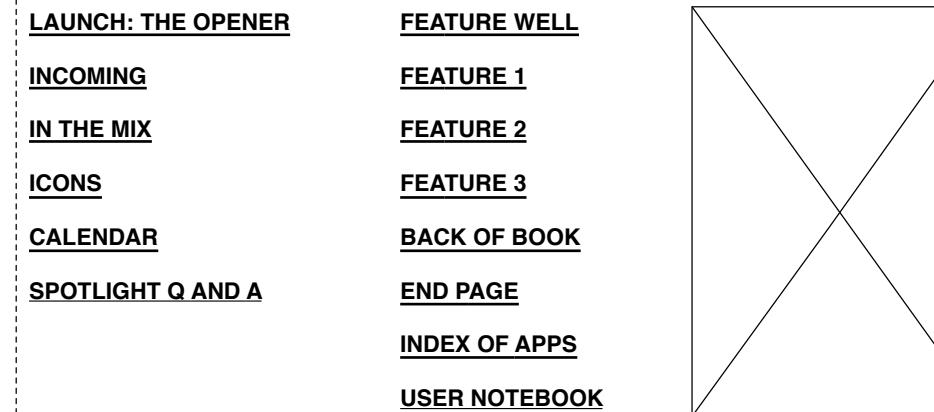
# HP TouchPad

## Menu Structure B

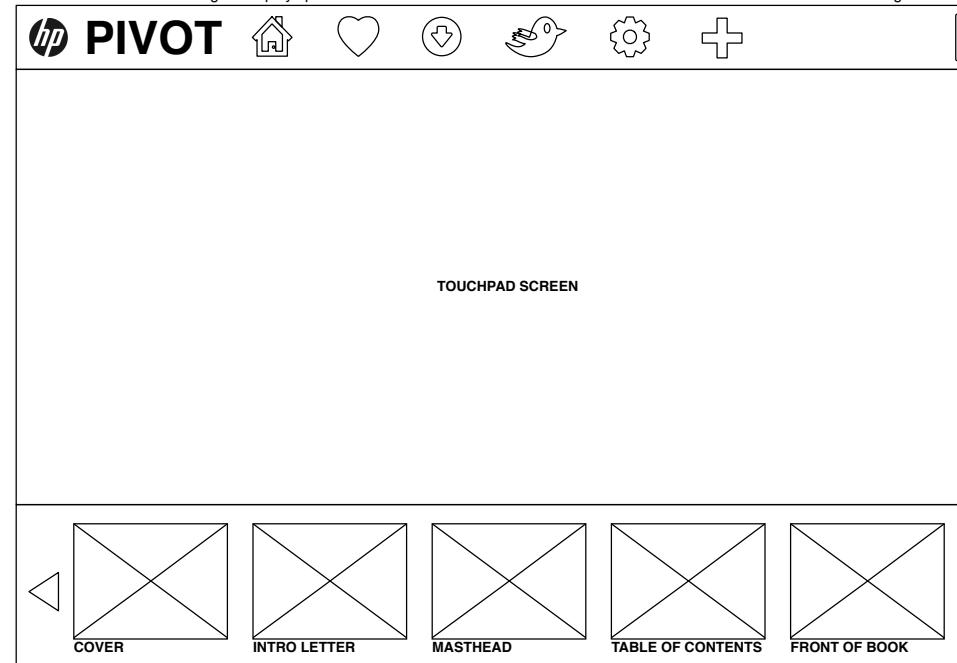
1.0 Collapsed Menu view: Home displays covers of all issues, Menu reveals the Table of Contents, Heart saves the page for later, Download pivots the user to the store, Twitter enables user to post page/content to social media and the gear displays preferences.



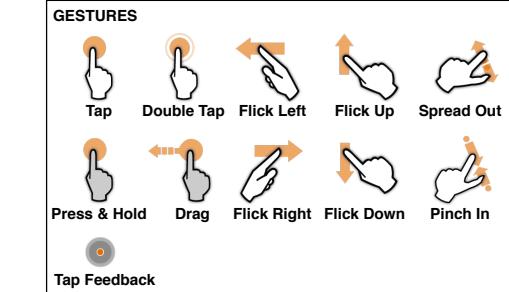
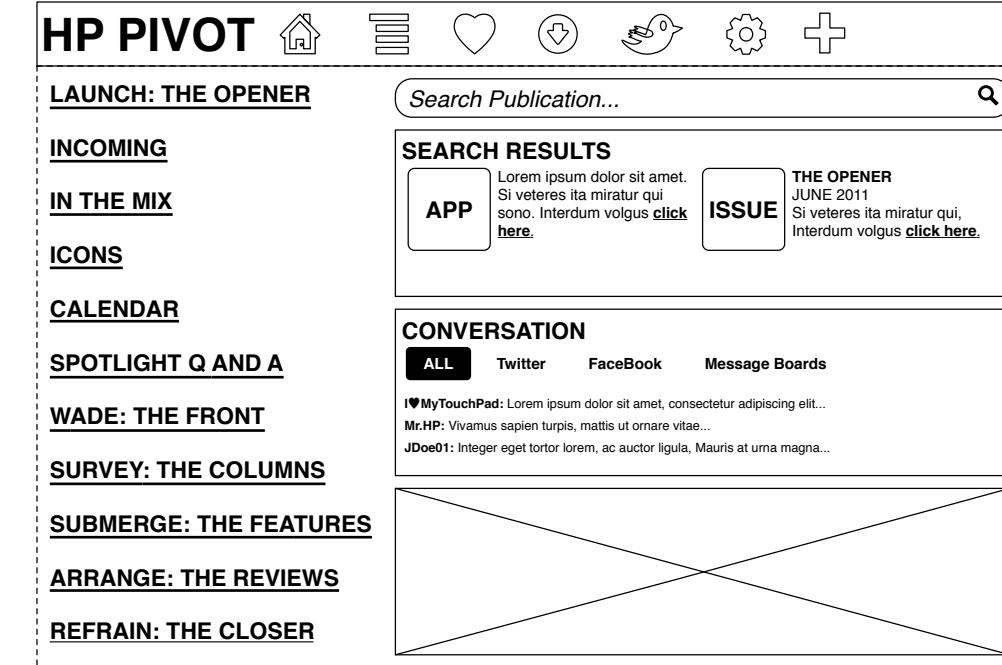
1.1 Expanded Menu view: Home displays covers of all issues, Menu reveals the Table of Contents, Heart saves the page for later, Download pivots the user to the store, Twitter enables user to post page/content to social media and the gear displays preferences.



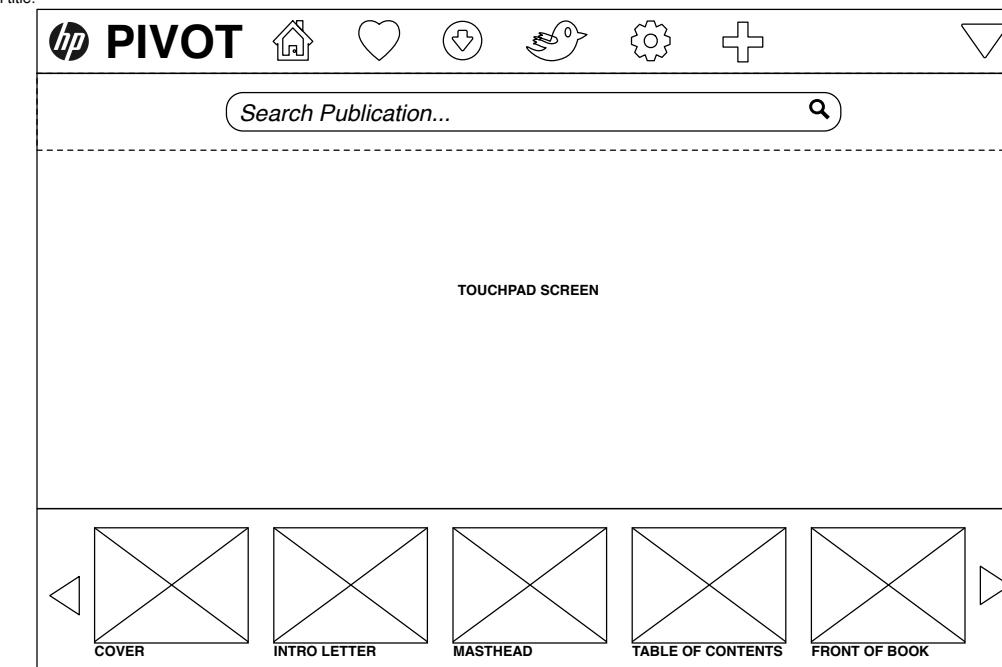
2.0 Collapsed view of the navigation bar displays covers of all issues, Heart saves the page for later, Download pivots the user to the store, Twitter enables user to post page/content to social media and the gear displays preferences. The Table of Contents is listed at the bottom of the screen with a lead image and the section title.

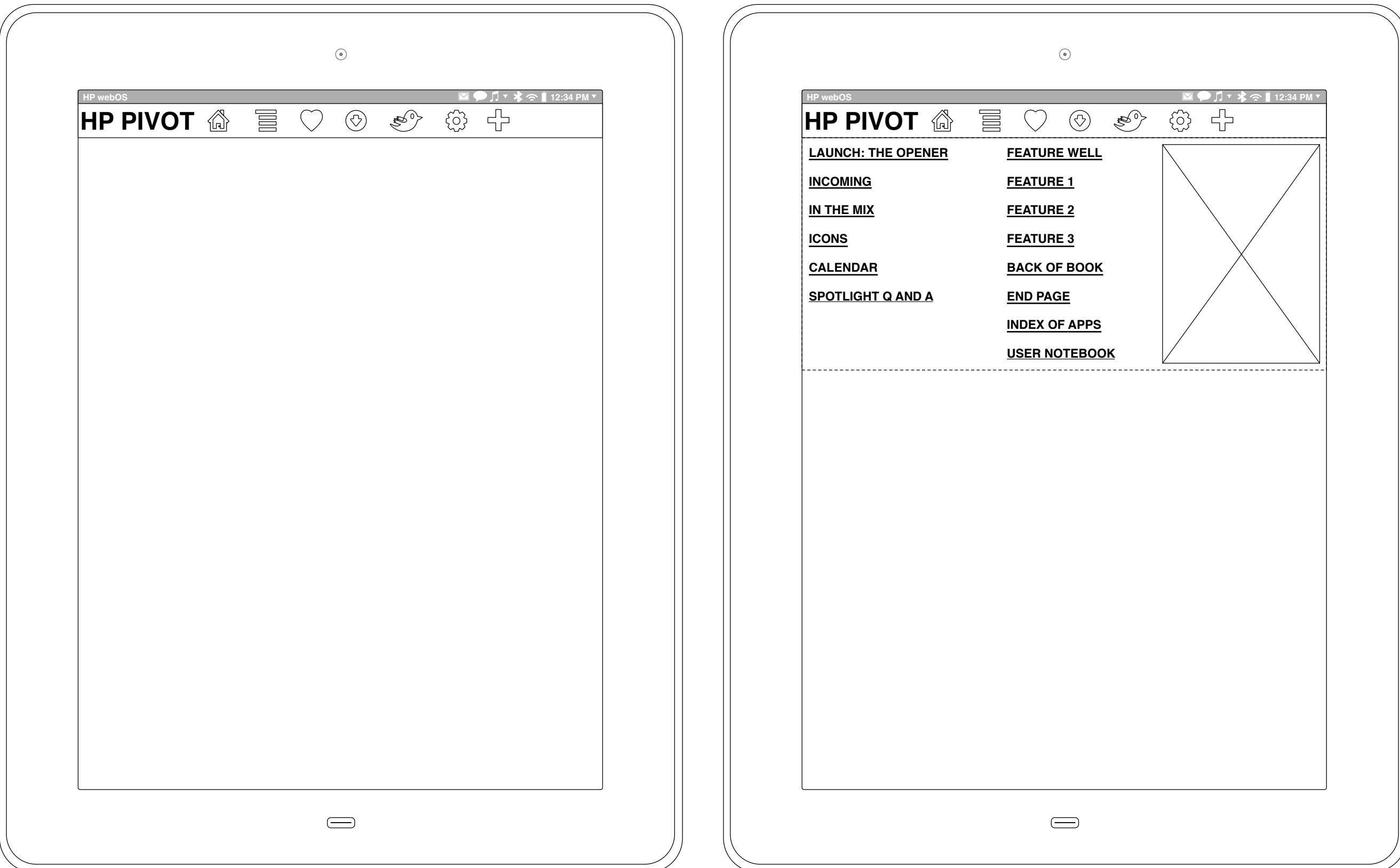


2.0 Home displays covers of all issues, Menu reveals the Table of Contents, Heart saves the page for later, Download pivots the user to the store, Twitter enables user to post page/content to social media and the gear displays preferences.

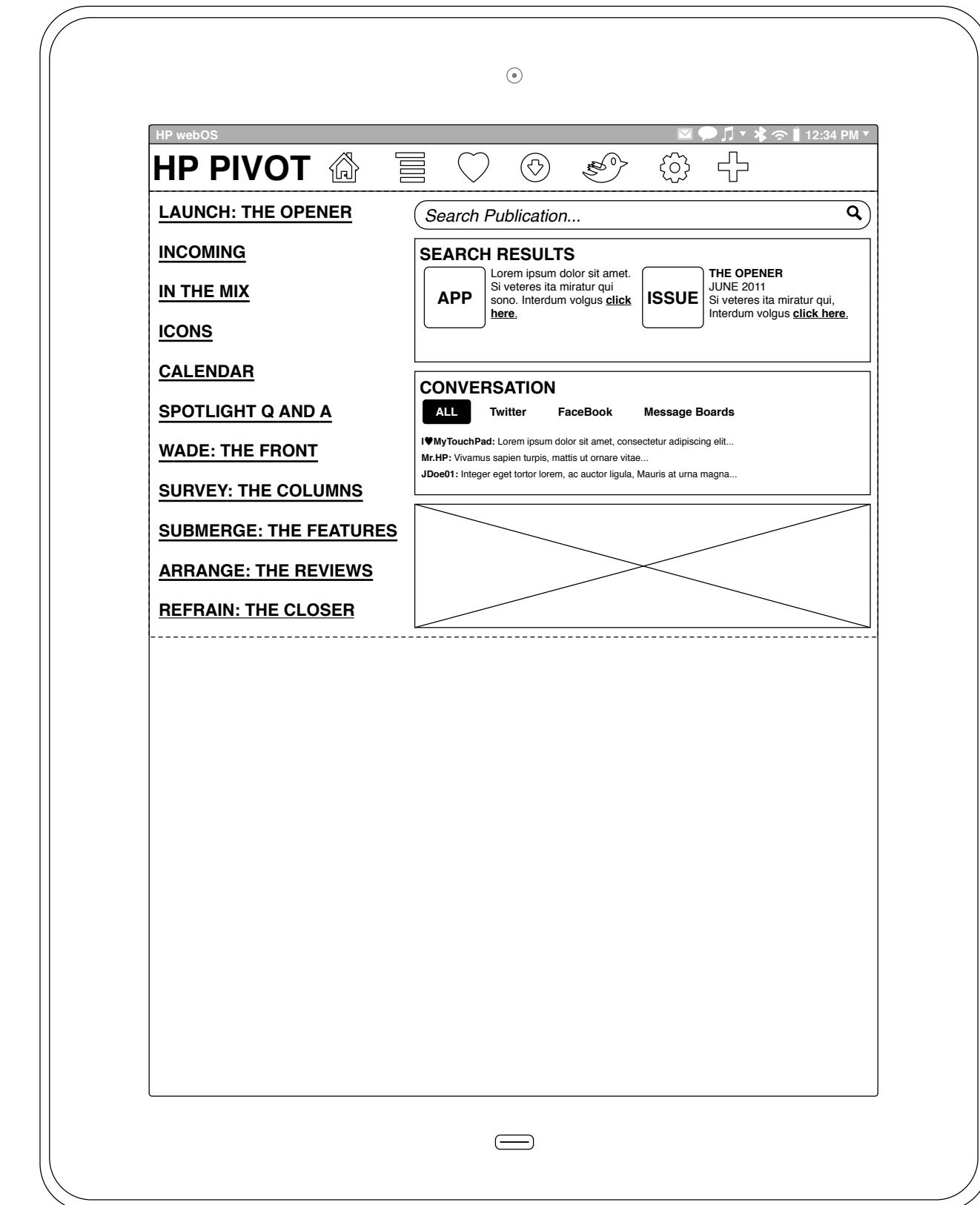
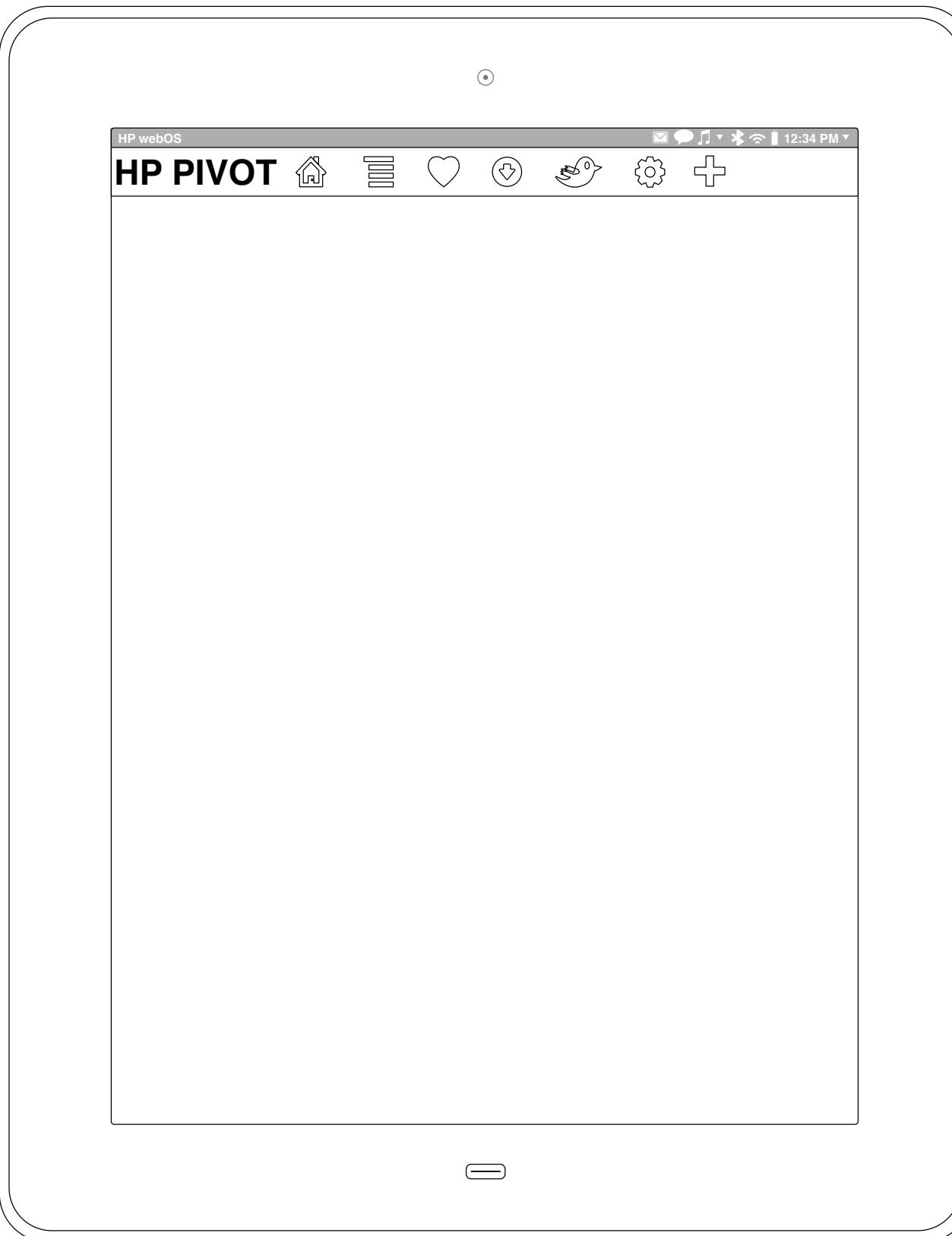


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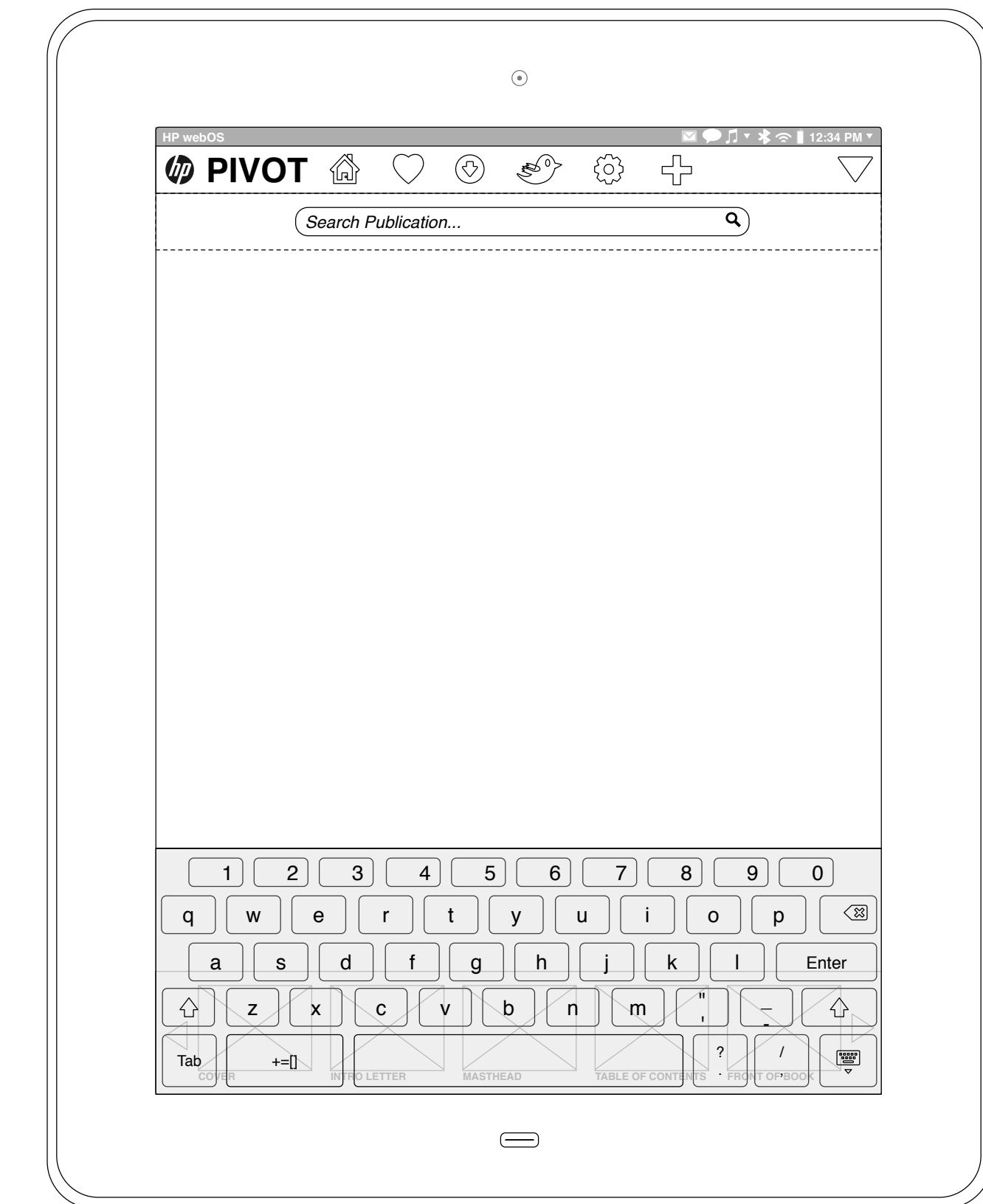
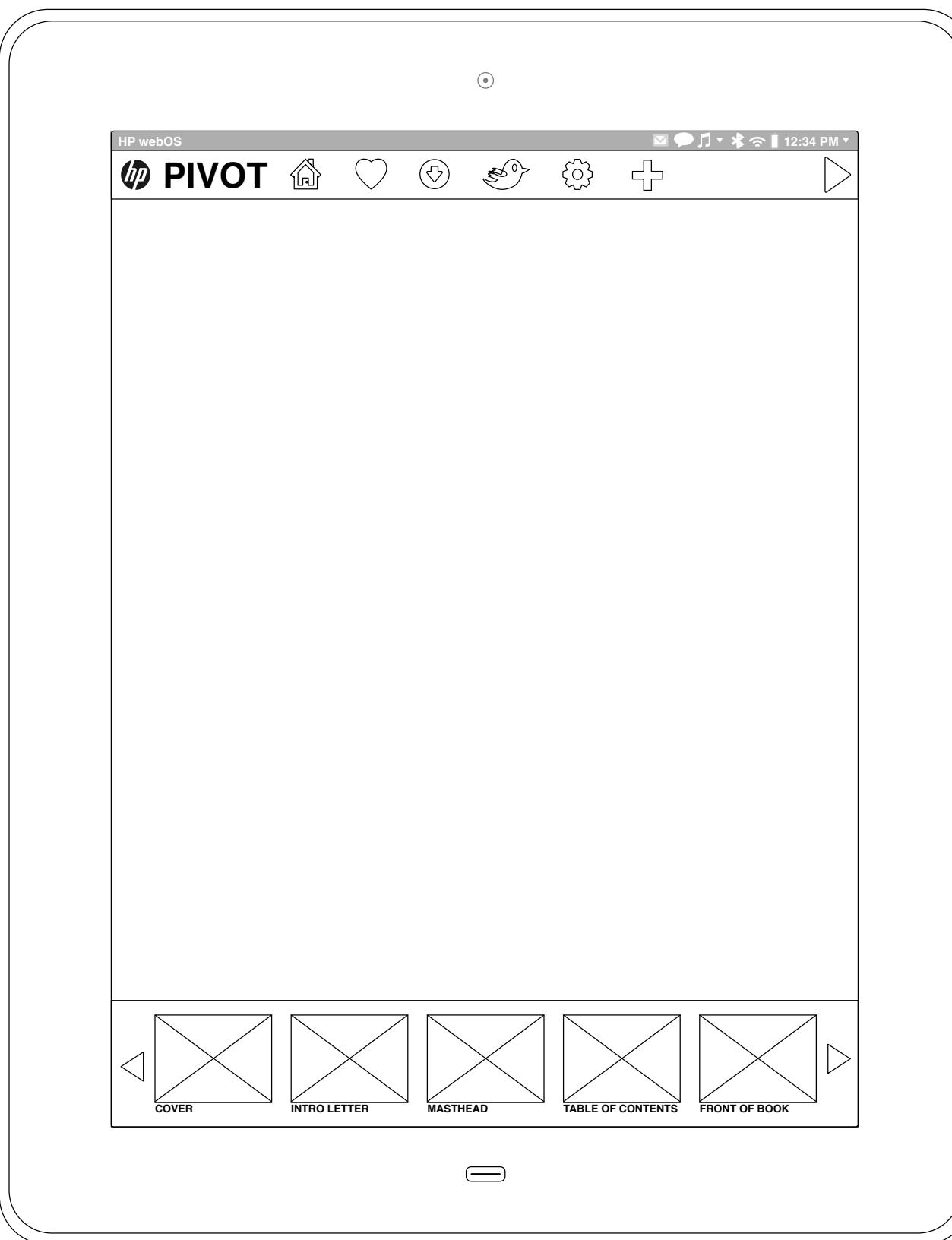




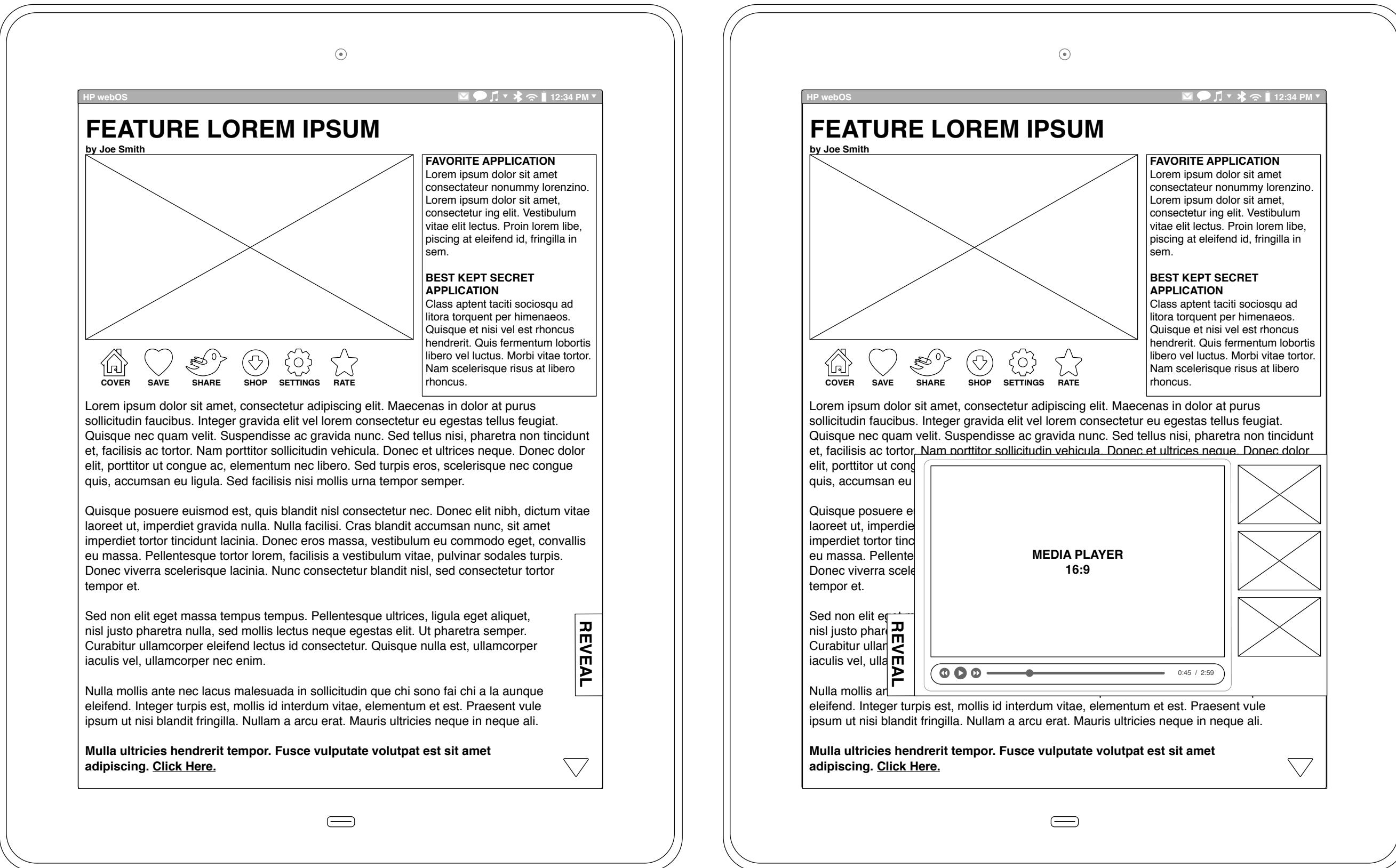
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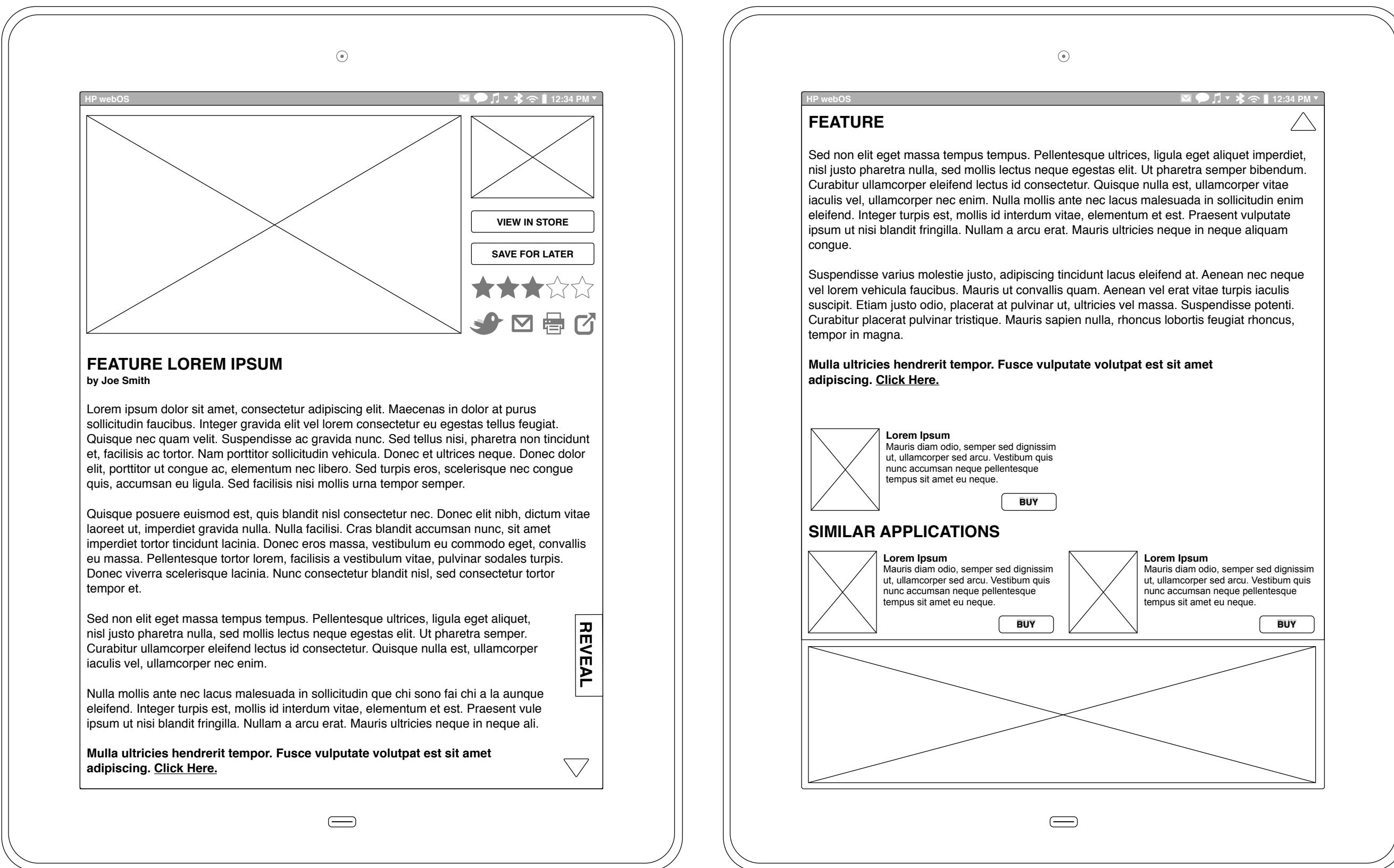
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**HP webOS**

**FEATURE LOREM IPSUM**  
by Joe Smith

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas in dolor at purus sollicitudin faucibus. Integer gravida elit vel lorem consectetur eu egestas tellus feugiat. Quisque nec quam velit. Suspendisse ac gravida nunc. Sed tellus nisi, pharetra non tincidunt et, facilisis ac tortor. Nam porttitor sollicitudin vehicula. Donec et ultrices neque. Donec dolor elit, porttitor ut congue ac, elementum nec libero. Sed turpis eros, scelerisque nec congue quis, accumsan eu ligula. Sed facilisis nisi mollis urna tempor semper.

Quisque posuere euismod est, quis blandit nisl consectetur nec. Donec elit nibh, dictum vitae laoreet ut, imperdiet gravida nulla. Nulla facilisi. Cras blandit accumsan nunc, sit amet imperdiet tortor tincidunt lacinia. Donec eros massa, vestibulum eu commodo eget, convallis eu massa. Pellentesque tortor lorem, facilisis a vestibulum vitae, pulvinar sodales turpis. Donec viverra scelerisque lacinia. Nunc consectetur blandit nisl, sed consectetur tortor tempor et.

Sed non elit eget massa tempus tempus. Pellentesque ultrices, ligula eget aliquet, nisl justo pharetra nulla, sed mollis lectus neque egestas elit. Ut pharetra semper.

Curabitur ullamcorper eleifend lectus id consectetur. Quisque nulla est, ullamcorper iaculis vel, ullamcorper nec enim.

Nulla mollis ante nec lacus malesuada in sollicitudin que chi sono fai chi a la aunque eleifend. Integer turpis est, mollis id interdum vitae, elementum et est. Praesent vule ipsum ut nisi blandit fringilla. Nullam a arcu erat. Mauris ultricies neque in neque ali.

**Mulla ultricies hendrerit tempor. Fusce vulputate volutpat est sit amet adipiscing.** [Click Here.](#)

**HP webOS**

**FEATURE LOREM IPSUM**  
BY JOE SMITH // PHOTOGRAPHY NY JANE DOE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas in dolor at purus sollicitudin faucibus. Integer gravida elit vel lorem consectetur eu egestas tellus feugiat. Quisque Sed tellus nisi, pharetra non tincidunt et, facilisis Donec et ultrices neque. Donec dolor elit, porttitor ut congue ac, elementum nec libero. Sed turpis eros, scelerisque nec congue quis, accumsan eu ligula. Sed facilisis nisi mollis urna tempor semper.

Sed non elit eget massa tempus tempus. Pellentesque ultrices, ligula eget aliquet nisi justo pharetra nulla, sed mollis lectus neque egestas elit. Ut pharetra semperconsectetur. Quisque nulla est, ullamcorper . Nulla mollis ante nec lacus malesuada in sollicitudin eleifend. Integer turpis est, mollis id interdum vitae, auctor est. Praesent vule ipsum ut nisi blandit fringilla. Nullam a arcu erat. Mauris ultricies neque in neque ali.

**FAVORITE APPLICATION**  
Lorem ipsum dolor sit amet consectetur nonummy lorenzino.  
Lorem ipsum dolor sit amet, consectetur ing elit. Vestibulum vitae elit lectus. Proin lorem libe, piscing at eleifend id, fringilla in sem.

**BEST KEPT SECRET APPLICATION**  
Class aptent taciti sociosqu ad litora torquent per himenaeos. Quisque et nisi vel est rhoncus hendrerit. Quis fermentum lobortis libero vel luctus. Morbi vitae tortor. Nam scelerisque risus at libero rhoncus.

NOTES:

The image displays two wireframe prototypes of an HP TouchPad screen, side-by-side. Both screens have rounded corners and a top status bar showing signal strength, battery level (12:34 PM), and other icons.

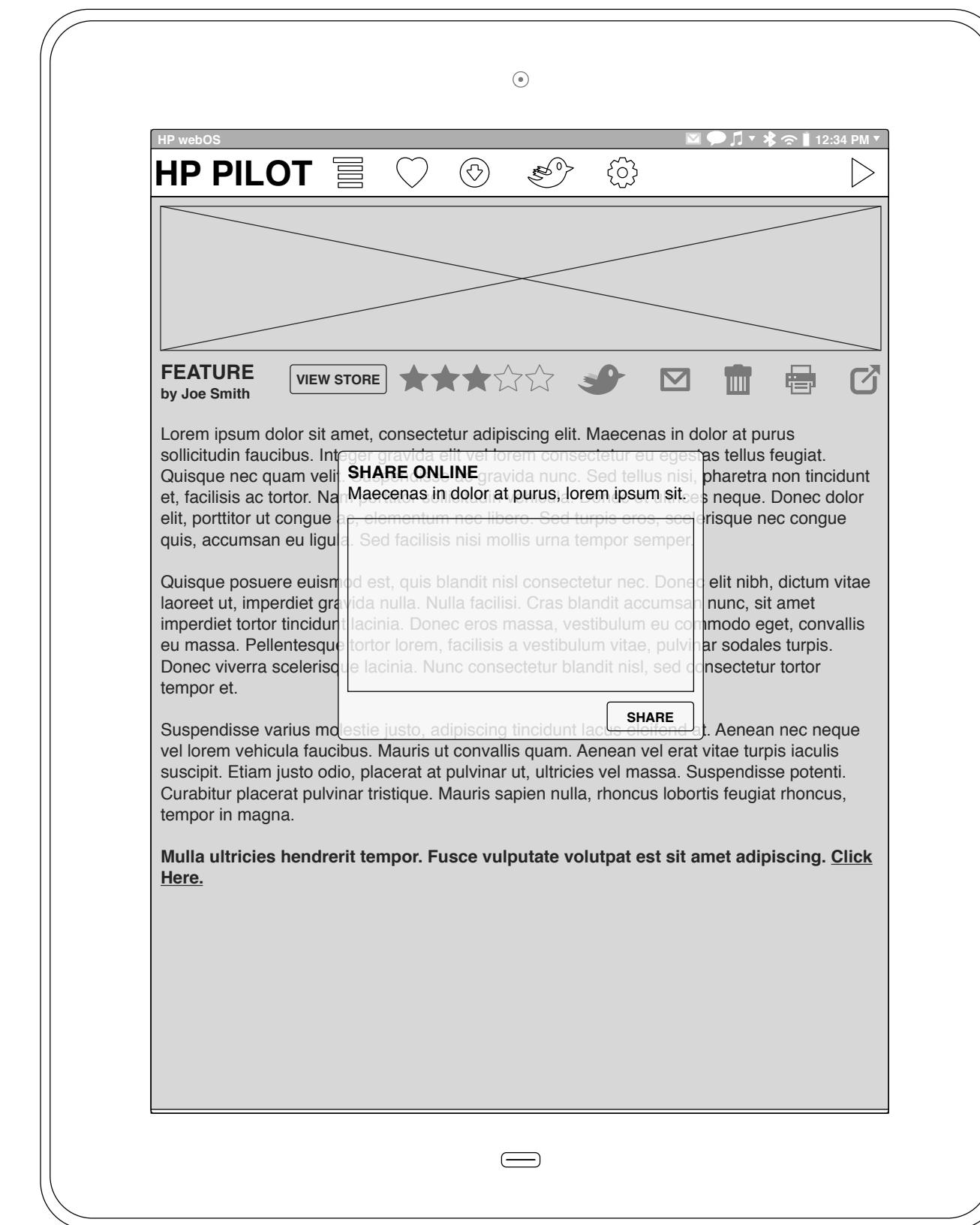
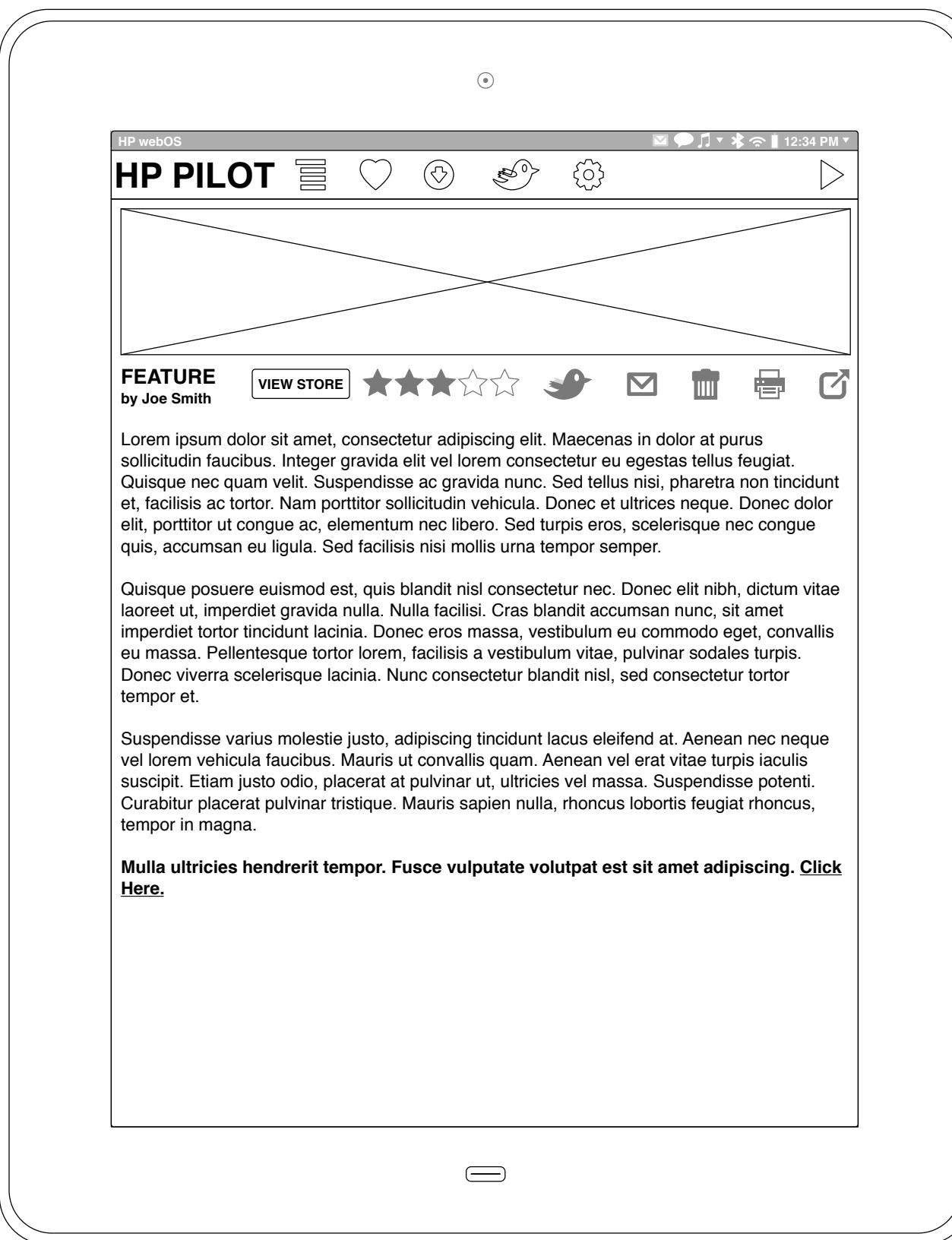
**Left Screen (Detail View):**

- Header:** "HP webOS" at the top left, and a large empty rectangular area below it.
- Section Header:** "FEATURE LOREM" in bold capital letters.
- Text:** "by Joe Smith" followed by a "SAVE" button with a bird icon, a "BUY" button, and social sharing icons (Twitter, Email, Print, Copy).
- Rating:** Five stars.
- Text Content:**
  - Large block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas in dolor at purus sollicitudin faucibus. Integer gravida elit vel lorem consectetur eu egestas tellus feugiat. Quisque nec quam velit. Suspendisse ac gravida nunc. Sed tellus nisi, pharetra non tincidunt et, facilisis ac tortor. Nam porttitor sollicitudin vehicula. Donec et ultrices neque. Donec dolor elit, porttitor ut congue ac, elementum nec libero. Sed turpis eros, scelerisque nec congue quis, accumsan eu ligula. Sed facilisis nisi mollis urna tempor semper."
  - Medium block of placeholder text: "Quisque posuere euismod est, quis blandit nisl consectetur nec. Donec elit nibh, dictum vitae laoreet ut, imperdiet gravida nulla. Nulla facilisi. Cras blandit accumsan nunc, sit amet imperdiet tortor tincidunt lacinia. Donec eros massa, vestibulum eu commodo eget, convallis eu massa. Pellentesque tortor lorem, facilisis a vestibulum vitae, pulvinar sodales turpis. Donec viverra scelerisque lacinia. Nunc consectetur blandit nisl, sed consectetur tortor tempor et."
  - Small block of placeholder text: "Suspendisse varius molestie justo, adipiscing tincidunt lacus eleifend at. Aenean nec neque vel lorem vehicula faucibus. Mauris ut convallis quam. Aenean vel erat vitae turpis iaculis suscipit. Etiam justo odio, placerat at pulvinar ut, ultricies vel massa. Suspendisse potenti. Curabitur placerat pulvinar tristique. Mauris sapien nulla, rhoncus lobortis feugiat rhoncus, tempor in magna."
- Text Link:** "Mulla ultricies hendrerit tempor. Fusce vulputate volutpat est sit amet adipiscing. [Click Here.](#)"

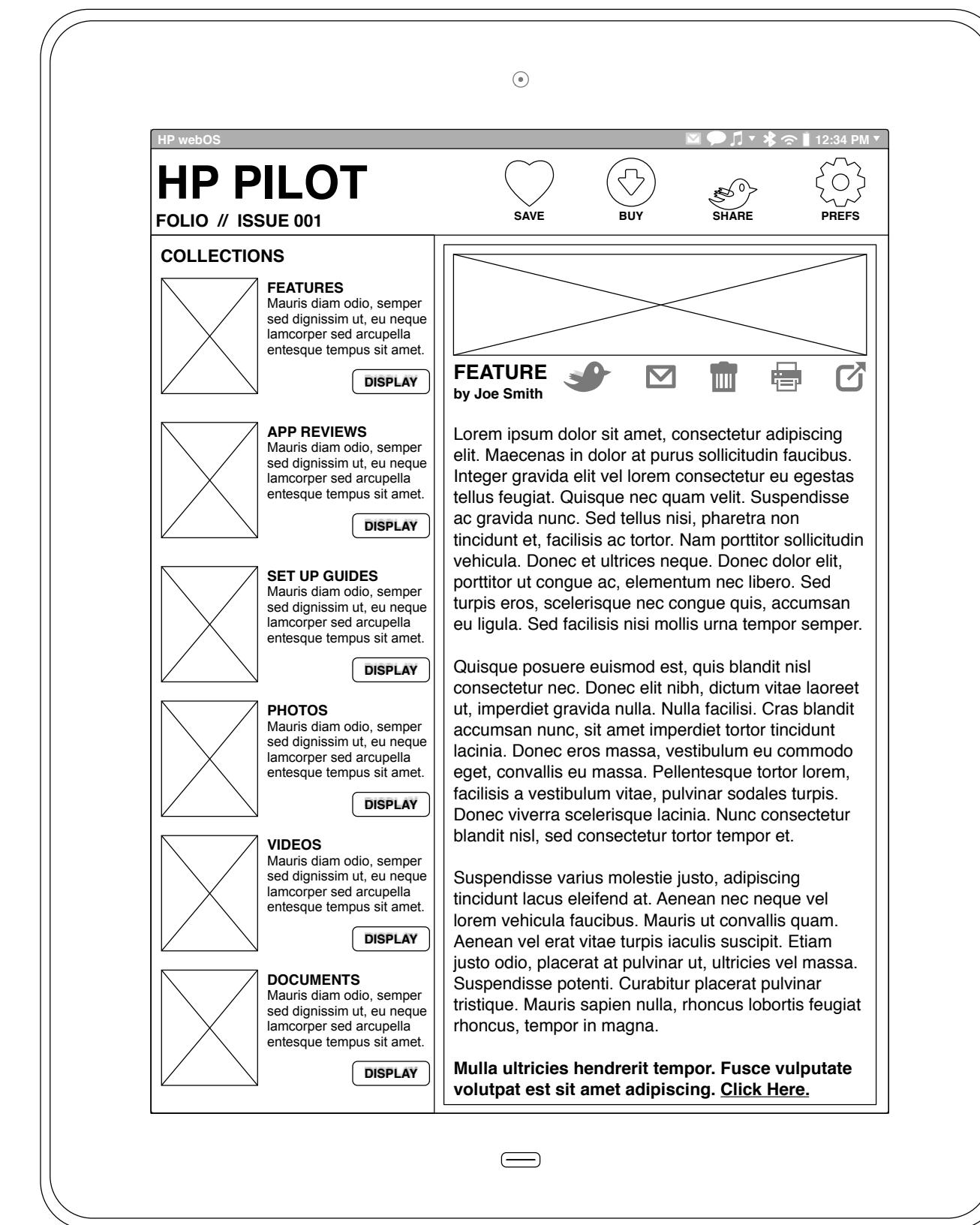
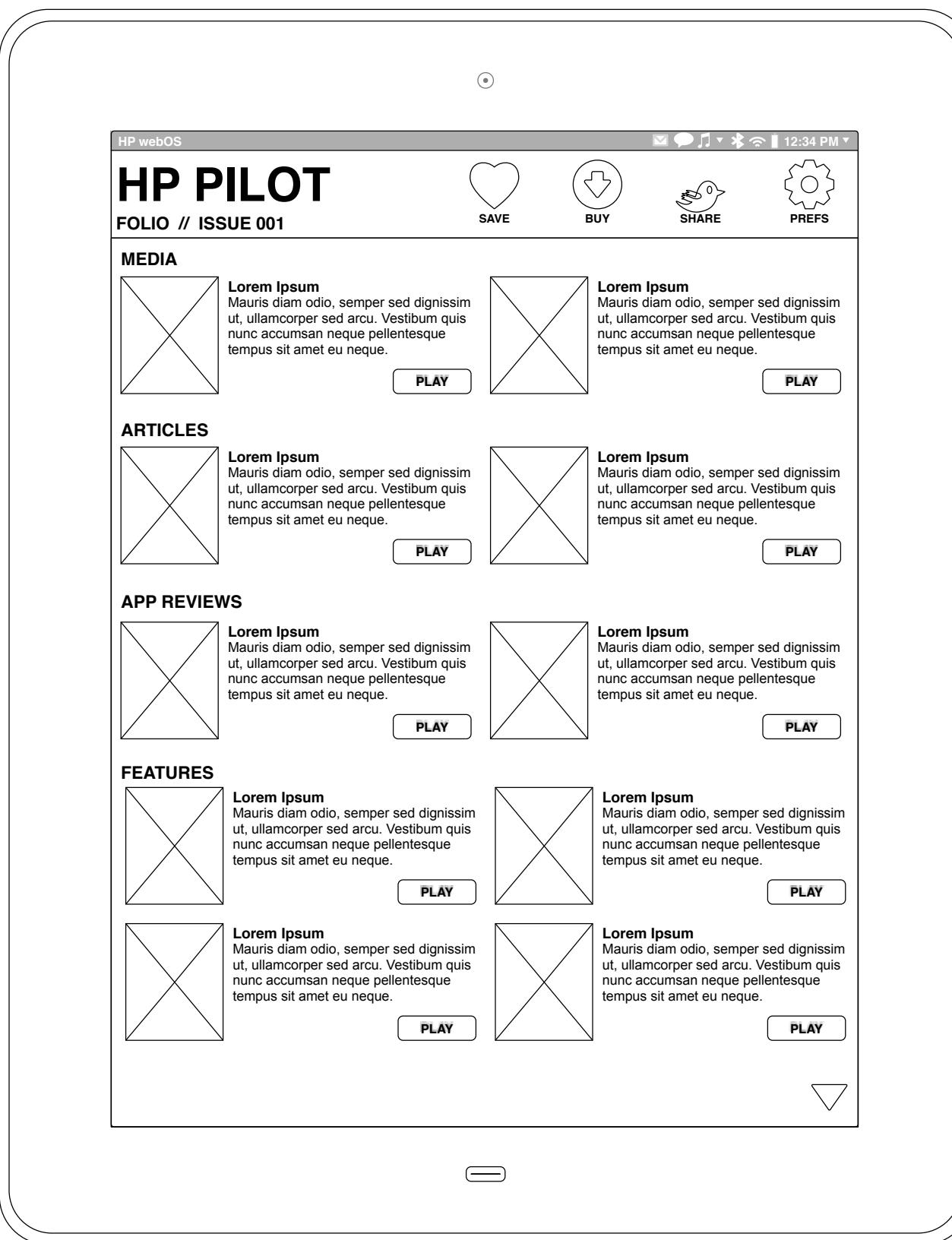
**Right Screen (List View):**

- Section Header:** "FEATURE" in bold capital letters.
- Text Content:** Large block of placeholder text: "Sed non elit eget massa tempus tempus. Pellentesque ultrices, ligula eget aliquet imperdiet, nisl justo pharetra nulla, sed mollis lectus neque egestas elit. Ut pharetra semper bibendum. Curabitur ullamcorper eleifend lectus id consectetur. Quisque nulla est, ullamcorper vitae iaculis vel, ullamcorper nec enim. Nulla mollis ante nec lacus malesuada in sollicitudin enim eleifend. Integer turpis est, mollis id interdum vitae, elementum et est. Praesent vulputate ipsum ut nisi blandit fringilla. Nullam a arcu erat. Mauris ultricies neque in neque aliquam congue."
- Text Content:** "Suspendisse varius molestie justo, adipiscing tincidunt lacus eleifend at. Aenean nec neque vel lorem vehicula faucibus. Mauris ut convallis quam. Aenean vel erat vitae turpis iaculis suscipit. Etiam justo odio, placerat at pulvinar ut, ultricies vel massa. Suspendisse potenti. Curabitur placerat pulvinar tristique. Mauris sapien nulla, rhoncus lobortis feugiat rhoncus, tempor in magna."
- Text Link:** "Mulla ultricies hendrerit tempor. Fusce vulputate volutpat est sit amet adipiscing. [Click Here.](#)"
- Section Header:** "SIMILAR APPLICATIONS" in bold capital letters.
- Content:** Three small square icons with diagonal crosses, each with a "BUY" button below it. To the right of each icon is a "Lorem Ipsum" placeholder section with a short text description.

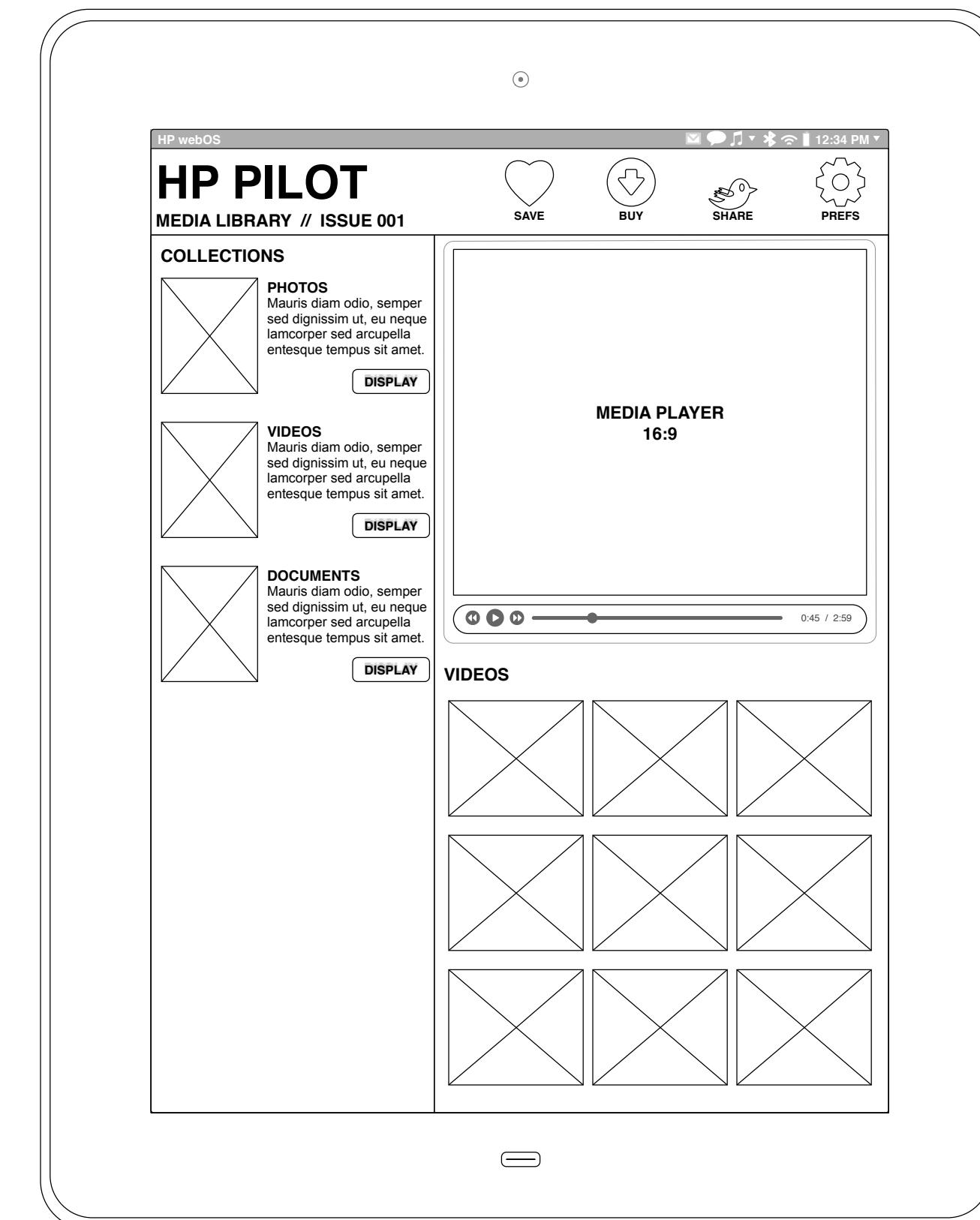
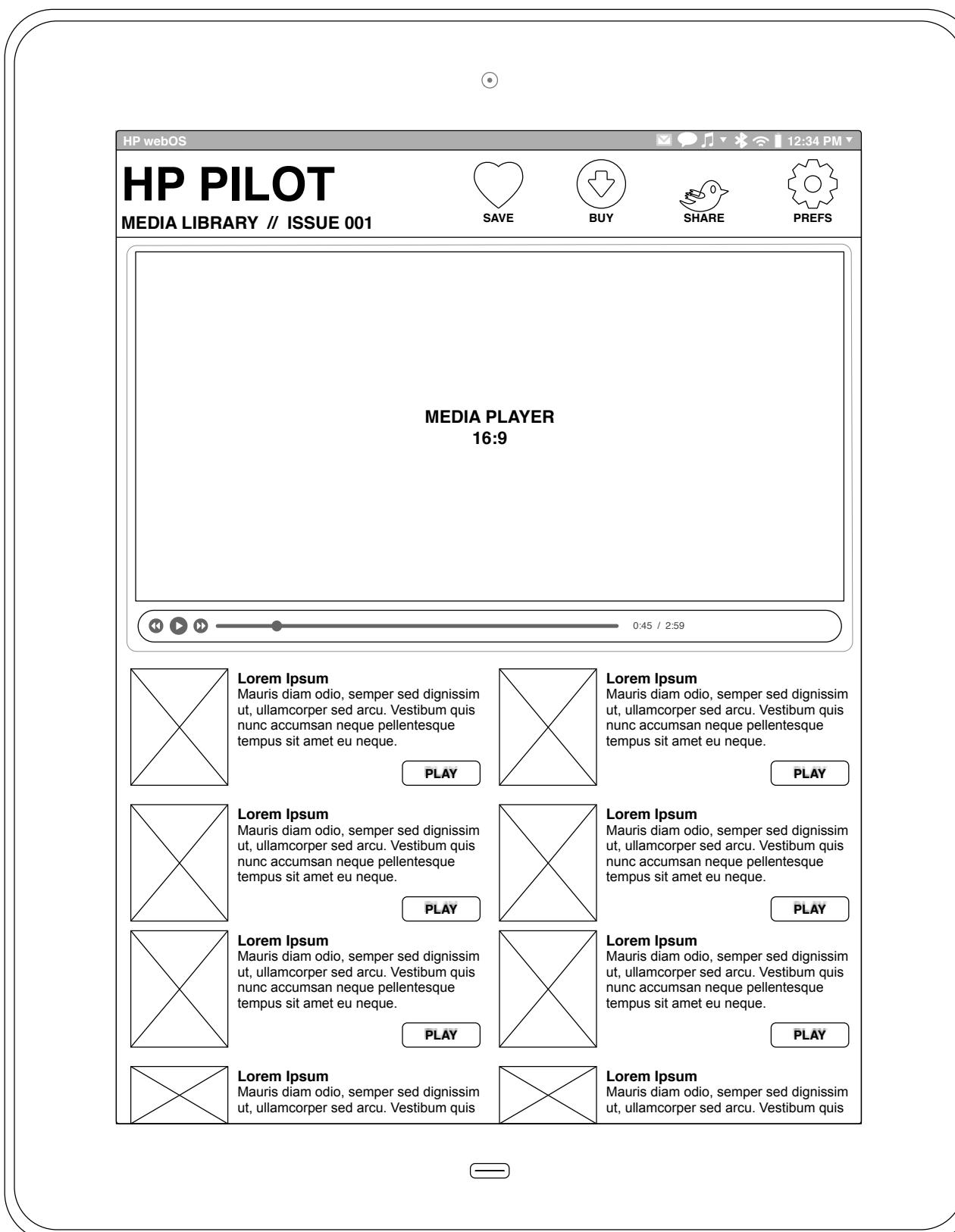
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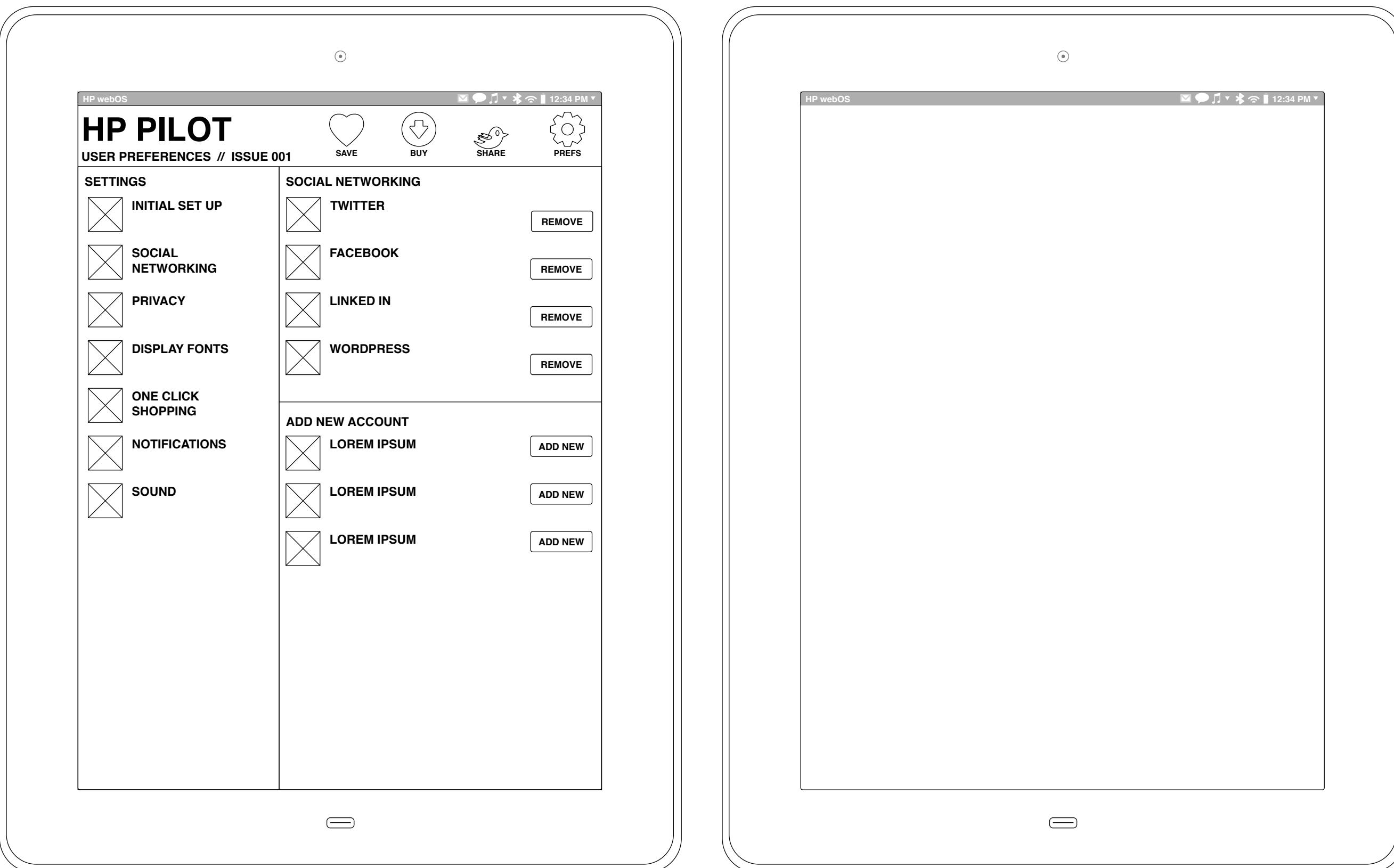
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NOTES:



**NOTES:**



NOTES:



**Color:** Black

**Operating System**  
HP webOS

**Display**  
9.7-inch XGA capacitive, multitouch screen with a vibrant 18-bit color, 1024x768 resolution display

**Keyboard**  
Virtual keyboard

**Messaging**  
Microsoft® Exchange email with Microsoft Direct Push Technology  
POP3/IMAP (Yahoo!® Mail, Gmail™, AOL, Hotmail®, etc.)  
Integrated IM and SMS

**GPS3**  
A-GPS (3G models only)

**Digital camera**  
Front-facing 1.3-megapixel webcam for live video calling<sup>4</sup>

**Sensors**  
Light sensor, accelerometer, compass (magnetometer), and gyroscope

**Media formats supported**  
Audio formats: DRM-free MP3, AAC, AAC+, eAAC+, AMR, QCELP, WAV  
Video formats: MPEG-4, H.263, H.264

**Wireless connectivity**  
Wi-Fi 802.11b/g/n with WPA, WPA2, WEP, 802.1X authentication;  
Bluetooth® wireless technology 2.1 + EDR with A2DP stereo Bluetooth support

**Memory**  
Choose either 16GB or 32GB internal storage

**Battery**  
Rechargeable 6300 mAh (typical) battery

**Connector**  
Charger/microUSB connector with USB 2.0 Hi-Speed

**Headphone jack**  
3.5mm stereo headset/headphone/microphone jack

**Speakers**  
Internal stereo speakers and Beats Audio™

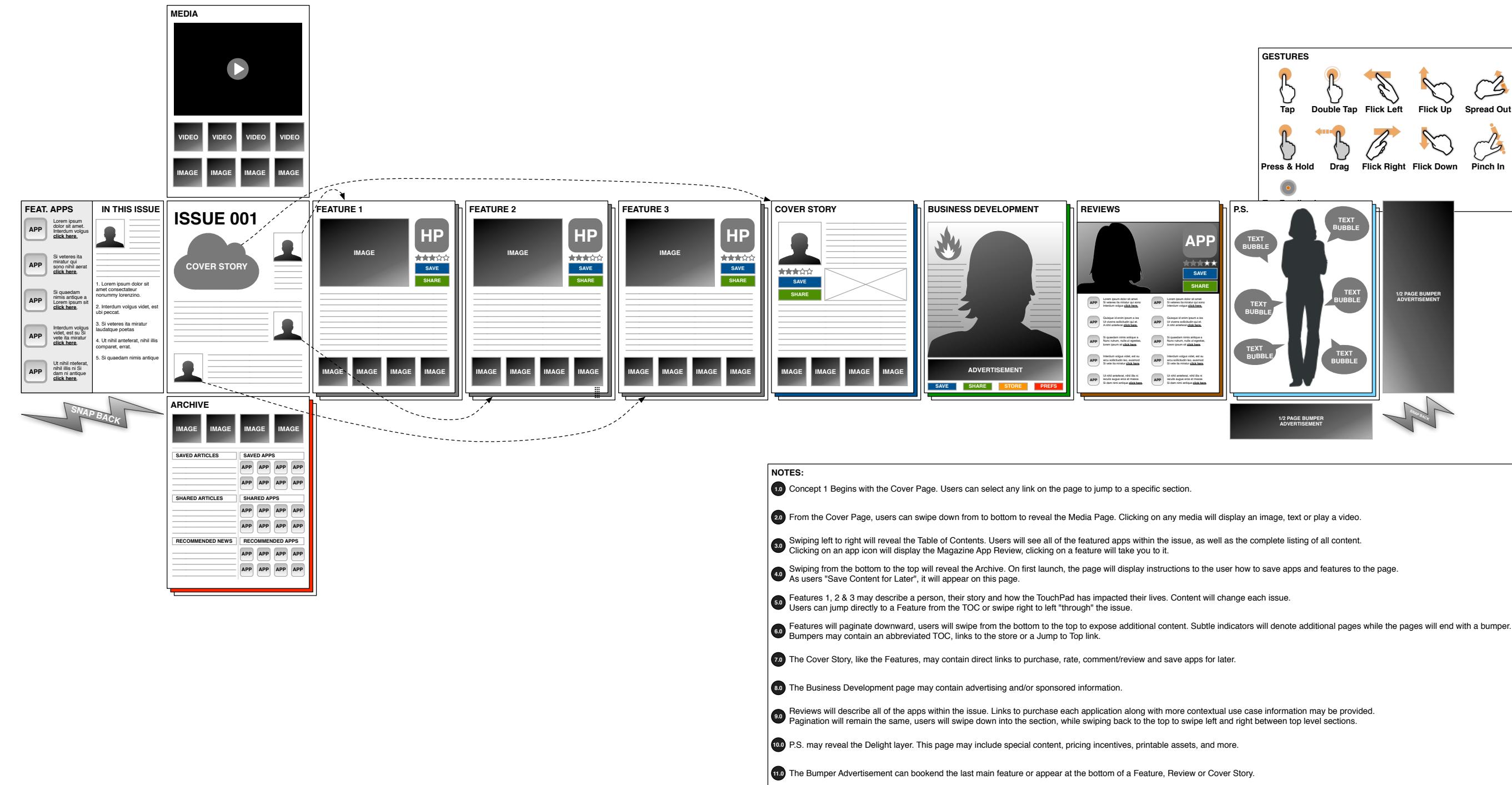
**HP Touchstone for TouchPad**  
Compatible

**Processor**  
Qualcomm Snapdragon dual-CPU APQ8060 1.2GHz

**Dimensions**  
Width: 240mm (9.45 inches)  
Height: 190mm (7.48 inches)  
Thickness: 13.7mm (0.54 inches)

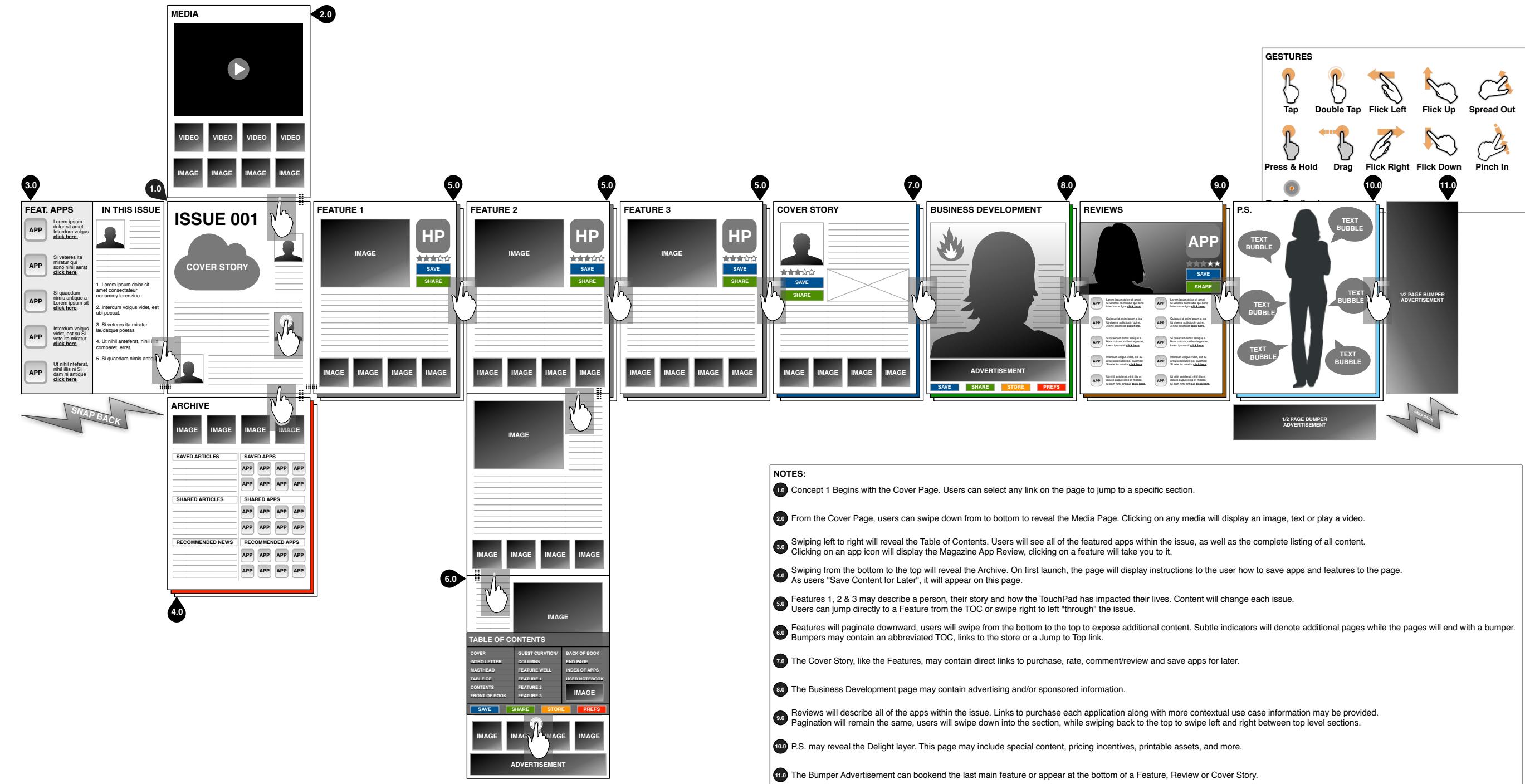
**Weight**  
Approximately 740 grams (1.6 pounds)

NOTES:



# HP TouchPad Wireframes

## Concept 1: Cruciform - User Flow



# HP TouchPad Wireframes

## Concept 1: Cruciform - User Flow Gestures

**ISSUE 001**

**MEDIA**

1.0 Cover Page

Tap

**TABLE OF CONTENTS**

2.0 Media

Tap & Drag Down   Tap & Drag Up   Tap

**ARCHIVE**

3.0 Table Of Contents

Swipe Left To Right   Swipe Right To Left   Tap

**FEATURE 1**

4.0 Archive Page

Tap & Drag Up   Tap & Drag Down   Tap

**FEATURE 2**

5.0 Feature X

Swipe Right To Left   Swipe Left To Right   Tap

**BUSINESS DEVELOPMENT**

6.0 Feature X w/Expanded Page

Tap & Drag Up   Tap & Drag Down   Tap

**REVIEWS**

7.0 Business Development Page

Swipe Right To Left   Swipe Left To Right   Tap

**REVIEWS**

8.0 Reviews

Swipe Right To Left   Swipe Left To Right   Tap

**REVIEWS**

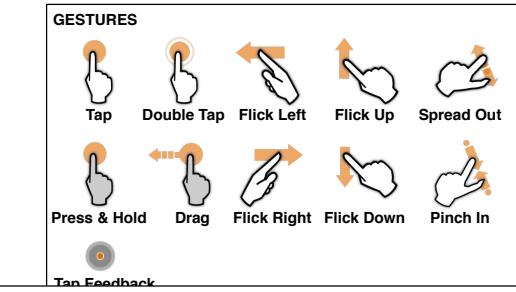
9.0 Reviews w/Table of Contents

Swipe Right To Left   Swipe Left To Right   Tap

**P.S.**

10.0 Advertisement Bumper

Swipe Right To Left



- NOTES:**
- User can tap any link on the Cover Page to jump to a specific section.
  - From the Cover Page, users can swipe down from top to bottom to reveal the Media Page. Clicking on any media will display an image, text or play a video.
  - Swiping left to right will reveal the Table of Contents. Users will see all of the featured apps within the issue, as well as the complete listing of all content. Clicking on an app icon will display the Magazine App Review, clicking on a feature will take you to it.
  - Swiping from the bottom to the top will reveal the Archive. On first launch, the page will display instructions to the user how to save apps and features to the page. As users "Save Content for Later", it will appear on this page.
  - Features 1, 2 & 3 may describe a person, their story and how the TouchPad has impacted their lives. Content will change each issue. Users can jump directly to a Feature from the TOC or swipe right to left "through" the issue.
  - Features will paginate downward, users will swipe from the bottom to the top to expose additional content. Subtle indicators will denote additional pages while the pages will end with a bumper. Bumpers may contain an abbreviated TOC, links to the store or a Jump to Top link.
  - The Cover Story, like the Features, may contain direct links to purchase, rate, comment/review and save apps for later.
  - The Business Development page may contain advertising and/or sponsored information.
  - Reviews will describe all of the apps within the issue. Links to purchase each application along with more contextual use case information may be provided. Pagination will remain the same, users will swipe down into the section, while swiping back to the top to swipe left and right between top level sections.
  - P.S. may reveal the Delight layer. This page may include special content, pricing incentives, printable assets, and more.
  - The Bumper Advertisement can bookend the last main feature or appear at the bottom of a Feature, Review or Cover Story.

**MEDIA**

**FEAT. APPS**

**IN THIS ISSUE**

**ISSUE 001**

**FEATURE 1**

**FEATURE 1**

**FEATURE 1**

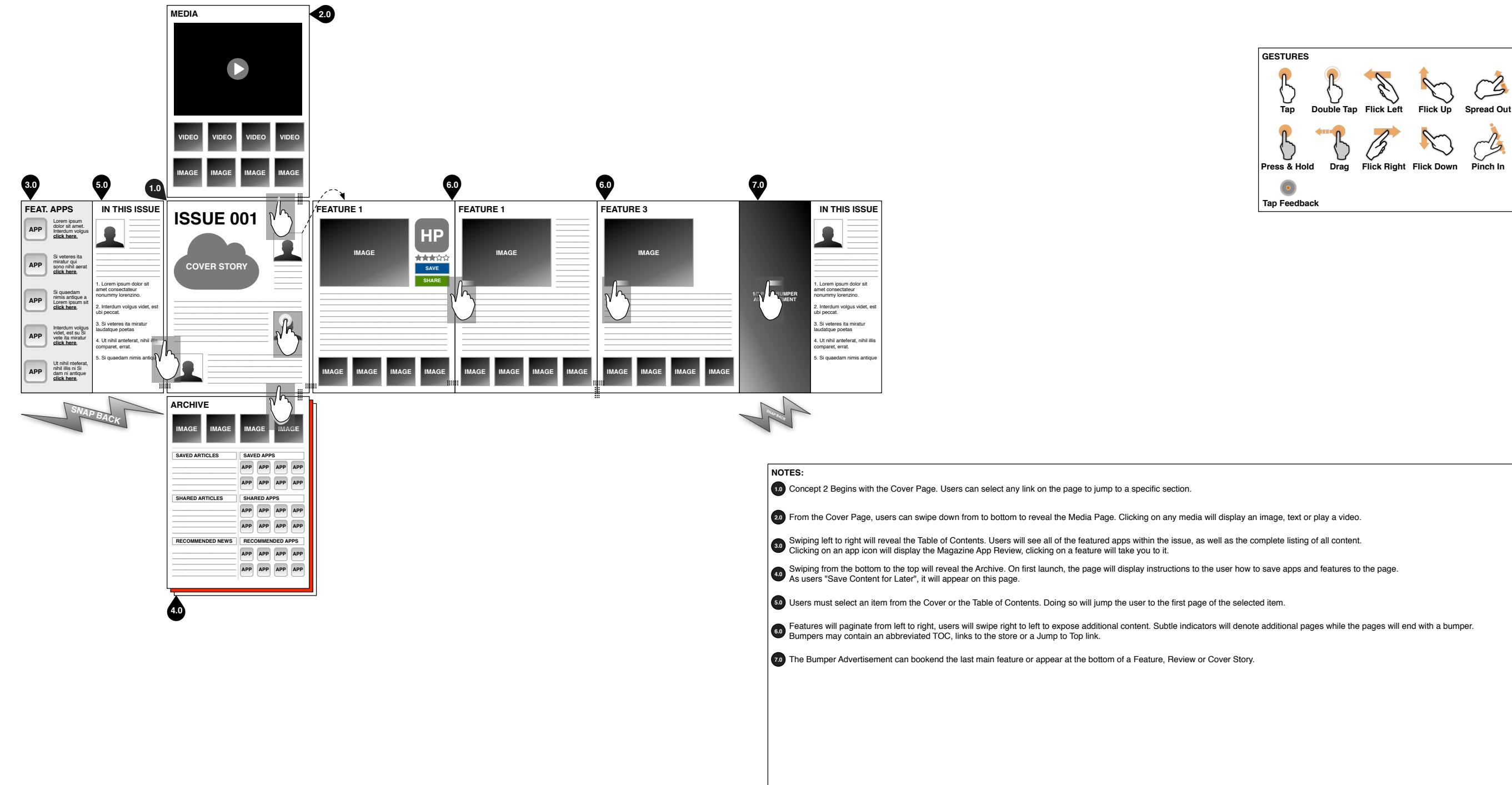
**IN THIS ISSUE**

**ARCHIVE**

**GESTURES**

**NOTES:**

- 1.0 Concept 2 Begins with the Cover Page. Users can select any link on the page to jump to a specific section.
- 2.0 From the Cover Page, users can swipe down from to bottom to reveal the Media Page. Clicking on any media will display an image, text or play a video.
- 3.0 Swiping left to right will reveal the Table of Contents. Users will see all of the featured apps within the issue, as well as the complete listing of all content. Clicking on an app icon will display the Magazine App Review, clicking on a feature will take you to it.
- 4.0 Swiping from the bottom to the top will reveal the Archive. On first launch, the page will display instructions to the user how to save apps and features to the page. As users "Save Content for Later", it will appear on this page.
- 5.0 Users must select an item from the Cover or the Table of Contents. Doing so will jump the user to the first page of the selected item.
- 6.0 Features will paginate from left to right, users will swipe right to left to expose additional content. Subtle indicators will denote additional pages while the pages will end with a bumper. Bumpers may contain an abbreviated TOC, links to the store or a Jump to Top link.
- 7.0 The Bumper Advertisement can bookend the last main feature or appear at the bottom of a Feature, Review or Cover Story.



# HP TouchPad Wireframes

## Concept 2: Chapter - User Flow Gestures 2

**ISSUE 001**

**1.0 Cover Page**

Tap

**2.0 Media**

Tap & Drag Down   Tap & Drag Up   Tap

**3.0 Table Of Contents**

Swipe Left To Right   Swipe Right To Left   Tap

**4.0 Archive Page**

Tap & Drag Up   Tap & Drag Down   Tap

**5.0 Feature X**

Swipe Right To Left   Swipe Left To Right   Tap

**FEATURE 1**

**FEATURE 1**

**FEATURE 1**

**IN THIS ISSUE**

**GESTURES**

**NOTES:**

- User can tap any link on the Cover Page to jump to a specific section.
- From the Cover Page, users can swipe down from top to bottom to reveal the Media Page. Clicking on any media will display an image, text or play a video.
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**REVIEWS**

**8.0 Reviews**

Swipe Right To Left   Swipe Left To Right   Tap

**9.0 Reviews w/Table of Contents**

**9.0 Reviews w/Table of Contents**

Swipe Right To Left   Swipe Left To Right   Tap

**10.0 Advertisement Bumper**

**10.0 Advertisement Bumper**

Tap & Drag Up   Tap & Drag Down   Tap

**7.0 Business Development Page**

**7.0 Business Development Page**

Swipe Right To Left   Swipe Left To Right   Tap

**6.0 Feature X w/Expanded Page**

**6.0 Feature X w/Expanded Page**

Tap & Drag Up   Tap & Drag Down   Tap