

FlyFeel *Video Project Proposal*

The main goals for this video project are:

- I. To showcase FlyFeel app features and user experience
- II. To communicate the purpose of the app by showing its use in the proper context
- III. To generate excitement for the product in preparation for the app's launch

For my video project, I want to make a short film that can function as the first major audio/visual marketing product for FlyFeel, with a duration of 60 to 90 seconds. In preparation for the app launch, our marketing plan consists of generating interest and excitement about the product by highlighting pain points for the target market and presenting FlyFeel as the solution. This video could be a great way to showcase the product and hopefully reach a lot of people online.

The film will consist of a series of first-person point-of-view scenes of a person going about their social life in New York City, in no particular narrative order. Walking on the High Line, lazing around in a park, climbing out of a subway tunnel; i want to highlight common experiences that will resonate with a large population of people in the city. Cut between these scenes will be sequences where the person has their phone out and is using the FlyFeel app. These scenes will show different aspects of the product such as the Skyline Page, which is used to search of places; the Ratings

screen, which can highlight the UI for drafting and submitting a rating; the Friends page, which will showcase how you can connect with your network of friends. During these scenes, I want to have the iPhone and the app in a fixed position at the bottom center of the screen, while the background becomes slightly out of focus and with vertical reflection line, as displayed below:



This, combined with an exciting audio track that combines music and vocal samples recorded on location, I think this could be a great audio/visual representation of the idea behind the app and the context of its proper use.