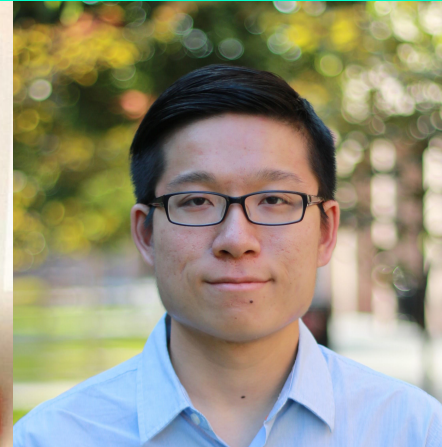


CROWD POWER: LOCATION

WEEK 3: CONCEPT VIDEO



1. VALUE PROPOSITION
2. PROBLEM/SOLUTION OVERVIEW
3. THREE TASKS
4. VIDEO STORYBOARDS
5. CONCEPT VIDEO

CHAPTER

“FIND YOUR NEXT ADVENTURE”

VALUE PROPOSITION

Discover your activities in a location, crowdsourced by those who know best.

PROBLEM/SOLUTION OVERVIEW

How do you find the best activities to do at a location? Because locals in the area know the coolest spots around, they can help crowdsource fun, engaging activities to do. After doing these activities, *Chapter* creates a new story in your book of adventures for you to relive.

THREE TASKS

- 1.As a newcomer, finding interesting activities to do at a location (i.e., Stanford) (**Simple**)
- 2.As a local, suggesting interesting activities to do or places to go at a location (**Moderate**)
- 3.Creating a story of memories when in a new place. (**Complex**)

CONCEPT VIDEO

YouTube: <https://youtu.be/ZGQXWJ2bgXk>

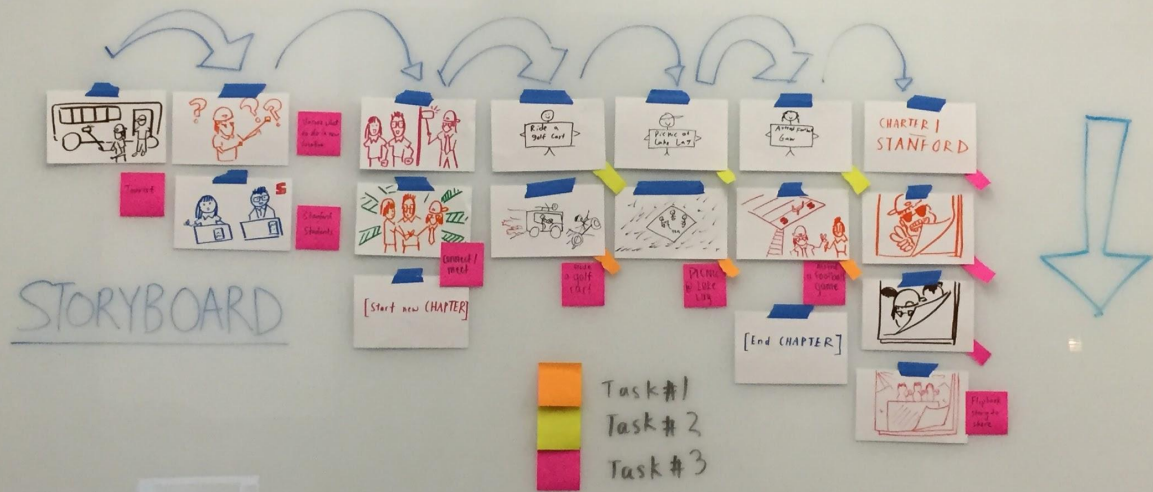
Vimeo: <https://vimeo.com/142613820>



[Start new CHAPTER]



VIDEO STORYBOARDS



Task #1



Task #2



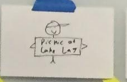
Task #3



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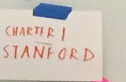
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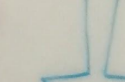
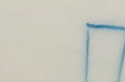
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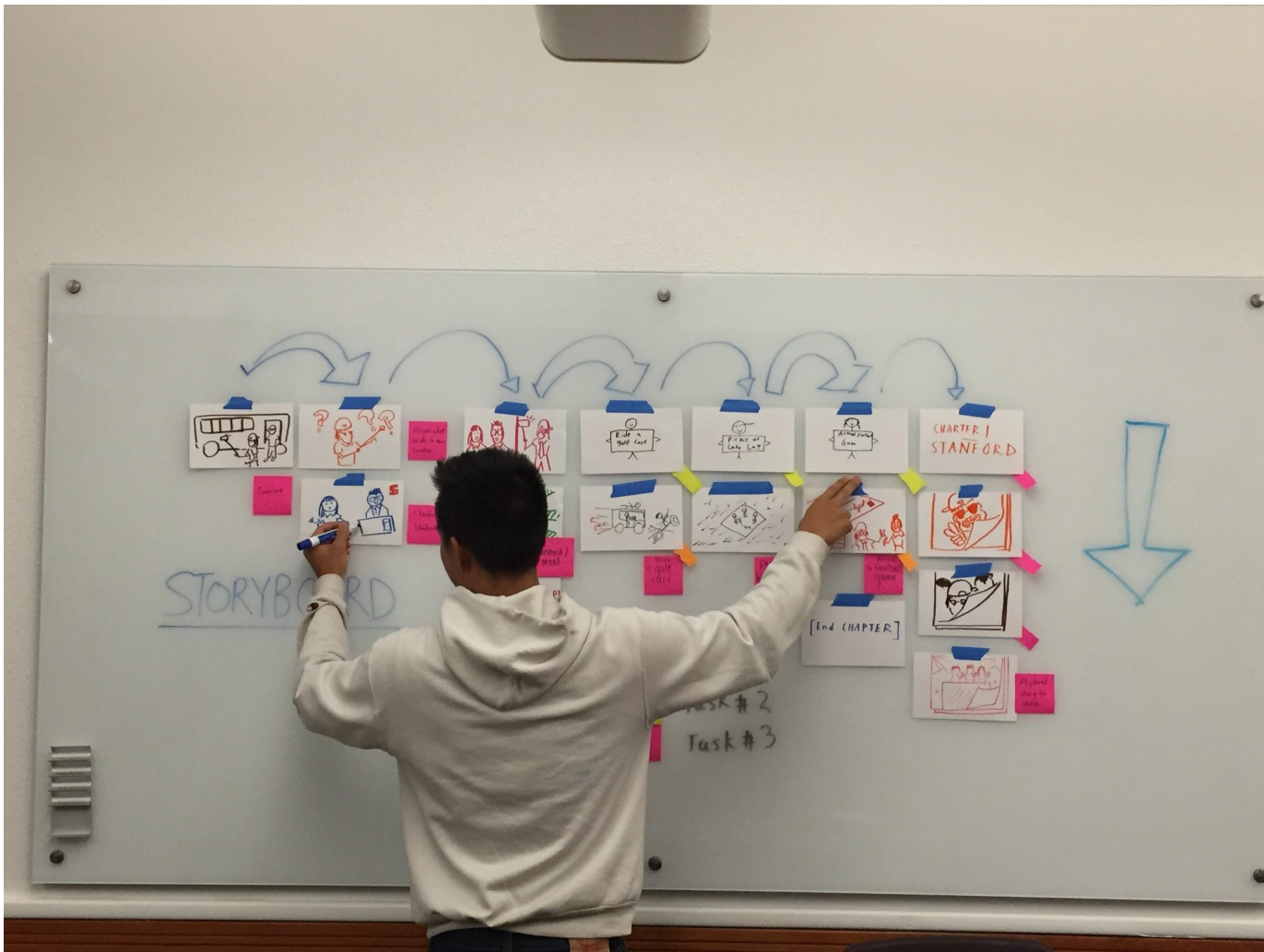
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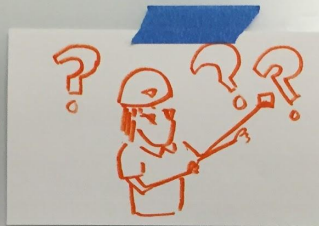


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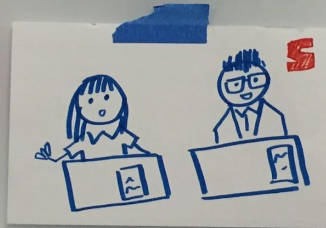




Tourist



Unsure what
to do in new
location



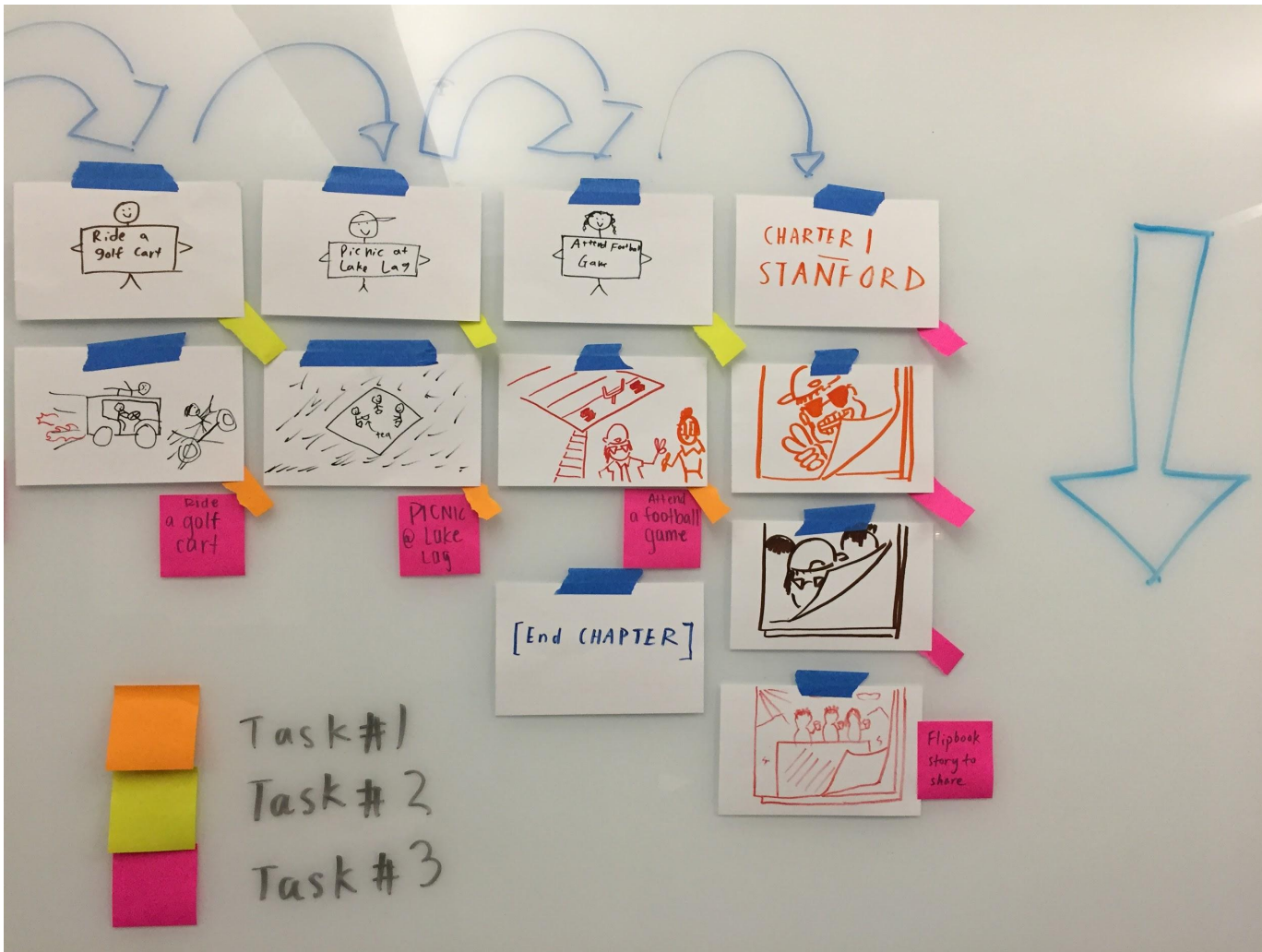
Stanford
Students



connect /
meet

STORYBOARD

[Start new CHAPTER]



THANKS!