

• CONCEPT VIDEO •

# PICKS

Addison, Joanne, Katherine, SunMi

# Value Proposition

Pick your inspiration.

## Problem/Solution Overview

Right now, recommendations are restricted to word-of-mouth, company-sponsored ads, or posts by a few influential bloggers – there is no go-to way of finding new interests or product recommendations.

Through **crowd power**, Picks allows people to express themselves through **their own recommendations** while helping them **discover new interests** and be **inspired by the lifestyles of people you admire**.

# Tasks

**Posting your curated 5 favorite things you've been using each month**

**COMPLEX**

**Following the products and lifestyles posted by people you admire**

**MEDIUM**

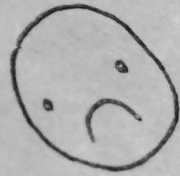
**Sharing interesting picks with your other social networks**

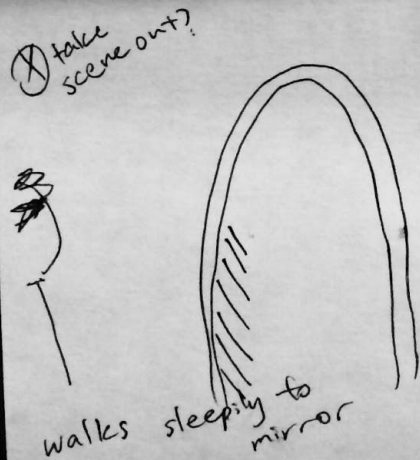
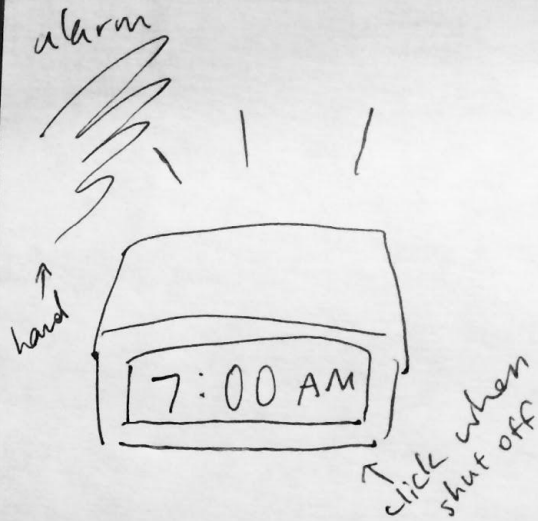
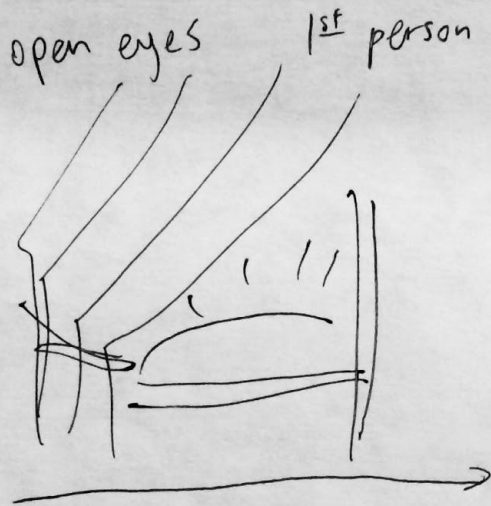
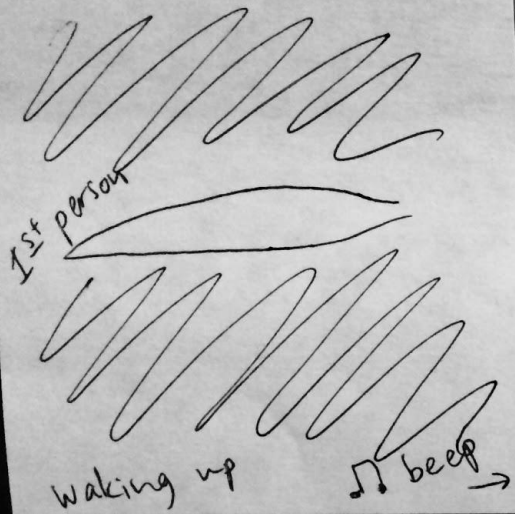
**SIMPLE**

Our video planning storyboard process...

What  
problem  
are we  
trying to  
convey  
through our  
video?

PROBLEM:  
no good way to find  
trusted res for interests &  
products





walking alone outside



music starts  
→

bumps into friend



music gets louder →

friend shows picks



pick!

transition to  
alone



downloading app



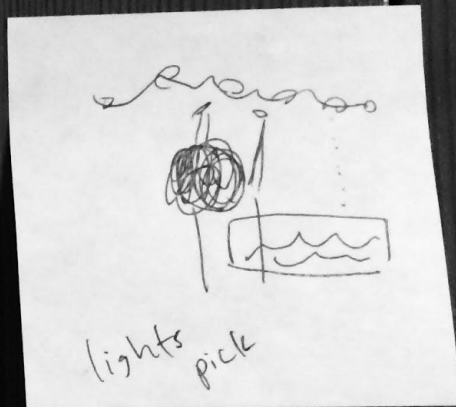
finish download,  
start

first  
pick

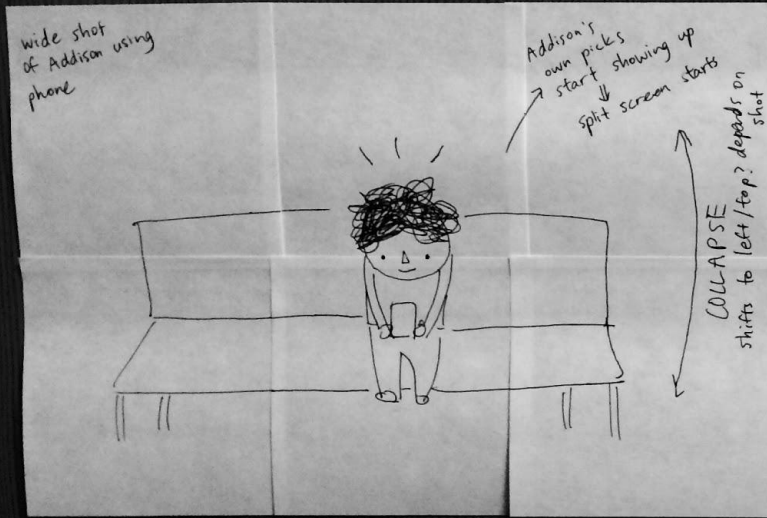


music starts  
more upbeat,  
full  
loudness



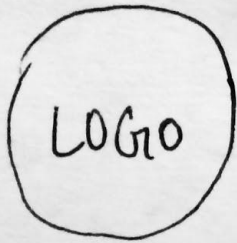


# Planning the split screen layout of our final scene...



walking alone outside

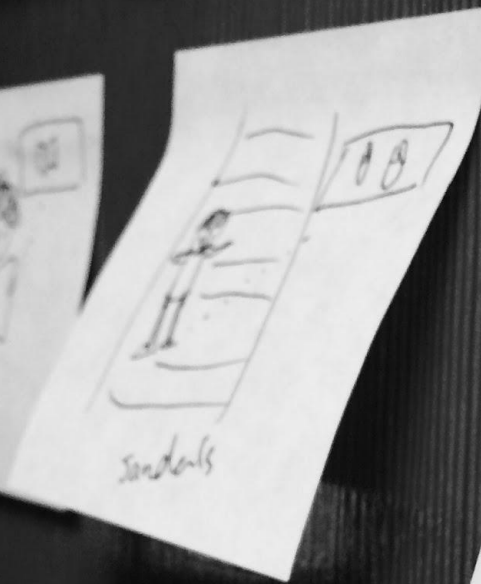
bumps into friend



tagline!

(🎵 music fade out)

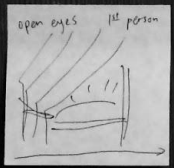
End of the  
video!



SHIFT  
SCENE

Planning the scene shifts!

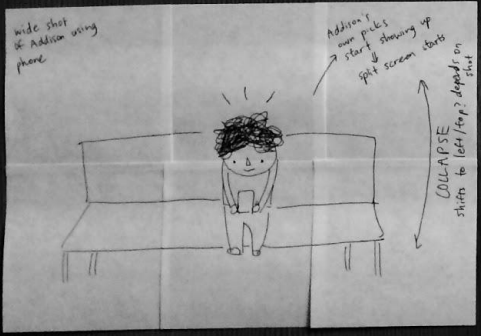
trav  
prod



SHIFT  
SCENE



SHIFT  
SCENE

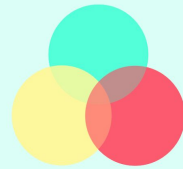


Color splash

Logo  
tagline!  
(music fade out)

# Our concept video

<https://vimeo.com/142590174>



**picks**

pick your inspiration