

TIMELINE

Using crowd power to give you back your time.

VALUE PROPOSITION

“Get the Big Picture”

PROBLEM + SOLUTION OVERVIEW:

It's hard to find the best content online. Save yourself the search. Use Timeline and get context relevant, expert curated content at the push of a button.



3 TASKS:

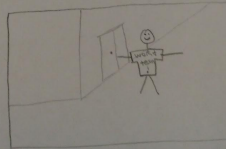
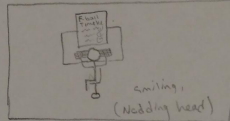
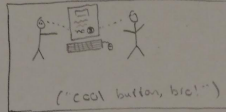
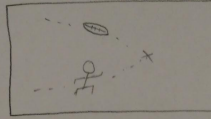
- Easy: Push timeline button on webpage, get timeline
- Medium: Search for timelines by topic
- Hard: Make your own timeline and share your expertise

STORY BOARDS

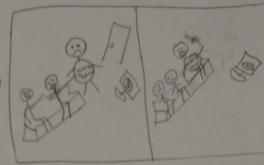
Storyboard

Storyboard 1 (Medium Task)

1. Cue in scene, introduce football player and show him catching the ball in the Oval. Show his passion for subject. Make player funny to hook viewer. (Sketch scene)
2. Have him go to library and see football on friend's screen. Let him then be shown the Timeline button. Shots will be taken facing Peter and friend and then switch to an over the shoulder angle to catch the screen. (Sketch Scene).
3. Have football player sit at computer and show him searching and finding timeline of football expert he loves. Quick show of UI, shot will be taken from over the shoulder. Focus on player's enthusiasm for content (Sketch Scene).
4. Show him coming back to house and establish that it's football season. Shots will be taken of him coming to house, entering and then on the whiteboard saying "It's football season". (Sketch Scene)
5. Show him walking out of room with team shirt of "Worst Team in NFL" (Sketch Scene)

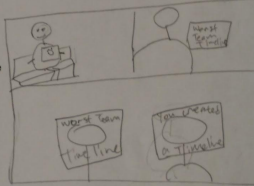
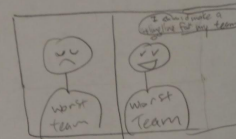


6. Show him being laughed at by friend's for shirt and then show him seeming very knowledgeable to friends while watching game (Sketch Scene).



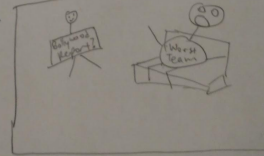
Storyboard 2 (Complex Task)

7. Show Peter bummed out at lack of respect for his team and then show him coming up with the idea that he should make a Timeline for his own team. Stephen will be laying down and then will pop up the whiteboard with a thought bubble to show Peter's new idea (Sketch Scene).
8. Cue footage, of him making Timeline and then showing it to a friend. Angle will be over the angle and once Peter has typed Stephen will put a page of the Timeline on his laptop screen. When his friend opens his own computer, Stephen will switch the Timeline paper to his screen. (Sketch Scene)



Storyboard 3 (Simple Task)

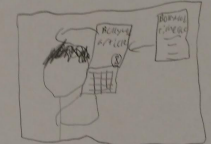
9. Have Stephen come in with whiteboard with "Bollywood Report?" on it. Then switch to Peter freaking out. Show Peter's worry that he won't do well on this report (Sketch Scene).



10. Show Peter searching and then show him coming up with idea to use Timeline button. Stephen will be lying down with a whiteboard with an exclamation point drawn on it. When Peter comes up with idea, Stephen will throw the sign up by Peter's head (Sketch scene).



11. Switch to over shoulder angle on Peter and show him 'clicking' the Timeline button. Then show Stephen ripping up "Bollywood Article" that was on his screen and replacing it with a "Bollywood Timeline". (Sketch Scene).



12. Switch to over the shoulder angle of Peter seeming nervous in anticipation of grade. Then have Stephen slap down "Bollywood Report A+" paper on desk and Peter turn around and show it to camera (Sketch Scene).



13. Show Peter coming down hall and have friend wearing "Worst Team in NFL" shirt and then have them high five. Show Peter's enthusiasm that friend has taken liking to team because of this Timeline (Sketch Scene).



14. Fade out to 'Timeline: Get the big picture'

THANKS