

Value Proposition:

Travel together

Problem/Solution Overview:

People consistently choose to drive cars over using public transit despite the cost on the environment, the opportunity cost of productivity, and the tedium of traffic. Why? It doesn't fit their self image. If we can bring people together on public transportation, we m, and cool public transit means a friendlier, cleaner, and more sustainable world.

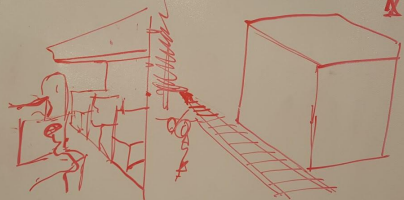
Tasks:

Task 1: Finding a friendly person on the train (moderate)

Task 2: Playing a game with a friendly person (complex)

Task 3: Label yourself as a friendly person (simple)

Scene 1
SCENE 2
(FACIAL SHOT)
(FEET BOARDING)

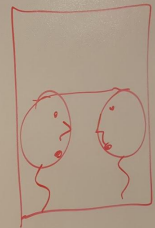
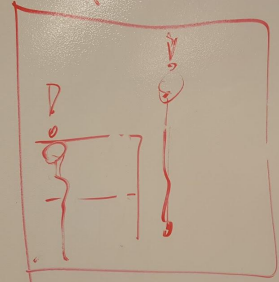


(EXCLAMATION POINT)

down (something)
(TRAIN ARRIVES)

TRAIN ARRIVES

FIND/SIT DOWN



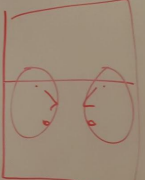
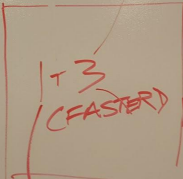
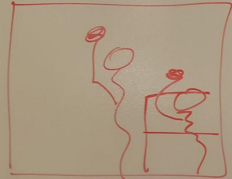
B

3

4

WAVE GOODBYE

WALKS FAST
A COUPLE
SHARING GREAT PIPES



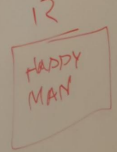
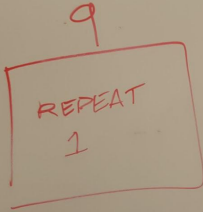
NEW CHARACTER
(FEET & FACE)

FROM BEHIND
(SYMMETRICAL)
LAUGHING

NEW CHARACTER
(FEET & FACE)

FROM BEHIND
(SYMMETRICAL)

LAUGHING



9

10

11

12

9

10

11

12

Our Video

Link: <https://youtu.be/fpQM4s3MH2c>