Assessment 5 script – cartoon advertisement plus ui explanation of app

Approx. run time – 6min 30 sec

Location a nice sunny paddock.

Scene 1 - intro showing user/unaware party the user is a cow with innocent eyes following a herd mentality (surrounded by other cows and bulls with normal faces using apps) to download social media to share with friends what they do not knowing the risks of their data uses.   
This scene has no dialog – innocent music

Scene 2 - hydra/dragon shows up while unaware party using phone

a hydra with faces of social media shows up shadowing the background of the innocent party to depict there newly taken over soul using their applications.   
Dialog/sfx : Devilish laughs could come from each head different from one another to show the unknown intent of these companies. A bam bam bam sfx to be used

Scene 3 - snake on hydra/dragon whispering in ear moving to slither across to unaware party

a snake appears from the hydra (stomach portal) depicting the data the user in unknowingly sharing with sources they do not know about a lan cable connecting from the snake to a point in the dragon chest to show the data transfer.   
Dialog/sfx – the snake will whisper in the hydra ear while slithering needs a voice stating “fresh data for our collection banks”

Scene 4 - cow unaware they are being coiled by snake while entering data

The snake coils around the cow while she is using her phone making her first posts the snake will show a throb while data is transferred through the cabling will have bubbles on the top showing data that is being entered.  
Dialog/SFX –

cow - “This is good what is the worst that can happen I am glad I joined the herd”  
 snake – “Little do you know young one tehehe”

Scene 5 - enter the mongoose to protect

A mongoose appears in the screen of the cow prompting her to download an app for her protection willingly the cow downloads the app and the mongoose is set free from her phone to protect her

Dialog/SFX –

mongoose - “dear child do you know what you are doing”  
cow - “what do you mean? I am just doing what everyone else is doing.”  
mongoose - “you are posting away are you sure you know who sees it?”

cow - “But I thought only my friends can see my posts”  
mongoose - “That is a common misconception, You must be careful it is a dangerous world out there what you enter now may be your downfall in the future, no matter if it seems unimportant some of the items you may share you are unaware of exactly who gets to see it!”

cow - “what can I do not want to be left out, but I don’t want just anyone to see my data”  
mongoose - “never fear I am here to protect you with everything I have got will make you as safe as possible while still using these applications, follow my lead if you wish to survive”  
snake - “you will never stop us”  
mongoose - “You underestimate a fighting mongoose! Snake prepare to meet your match!”

Scene 6 - a fight scene ensues

the snake is ripped from the cow by mongoose

the snake coils to strike   
mongoose jumps up as the strike comes and slams the snakes head to ground, then bites through cable.  
mongoose throws snake as it whistles away into the sun and disappears in a blast.

Scene 7 - defeat of snake and showdown between hydra and mongoose

After defeating the snake, the mongoose turns attention to the hydra. Although standing tall the hydra is unsure of the mongoose.

Mongoose- “You shall not collect this one's data I will protect it with everything I have”  
hydra - ”grumbles”  
Mongoose- prepares for a showdown with the hydra as it gets ready to strike  
hydra - ”You have won this one Mongoose, we will make changes you won't be ready for, you cannot protect them all, as we speak there are thousands joining and millions giving us their data freely, you will never stop us we are changing frequently”

Mongoose - “I will always be prepared for you I will counter any changes you make so you can never better me. You should be ashamed of what you are doing from where you came from to where you are now is there no end to your madness”

Scene 8 - hydra retreats into the unknown  
knowing that it is defeated in this round the hydra retreats into the unknown meanwhile the mongoose breathes a sigh of relief

Scene 9 - mongoose and cow collab scene  
mongoose turns back to cow   
mongoose “you are safe now as long as I am around, they will never be able to steal anything from you”  
cow “Thank you mongoose but how do you expect to win this fight”  
mongoose “the more people that call on me to fight off the snakes that coil them the hydra will become less powerful, hopefully seeing the error of their ways and stop collecting everything you do”  
cow “How can I repay you”  
mongoose “Just spread the word my friend, I cannot help if others won't allow me to”  
mongoose then runs off into distance

Scene 10 –Intro from development (Need / Want / Users/Market)

Walk n talk video

*“Hi my name is Channon Harper one of the founding members of the fighting mongooses and today we will be talking about our new app in development Mongoose Security. If you enjoy the benefits social media of any platform, we have the solution to help you protect yourself. Now you may be thinking but wait most of these come with security setting I can change myself and to that I say yes, they do, but do you know what these settings do and do you know the most effective way to set them? We have all been there you we see pops up that want to access your data be it location or many of the others, but what does this mean, will you research exactly who gets to see what you're accepting or do you lay your trust in these companies to do the right thing. Well, I'm here to tell you to worry no more with a simple download we will take care of all that for you.”*

Scene 11 – cut to ui of app. (Identification / Description/ Mechanics/Design)

11a) Main ui

*At mongoose security we are developing an app that will help users protect their data while using social media it is as simple as downloading the app and Pressing a button. The simple ui button will scan your settings inside the social media platforms you use to determine the best outcome for you to protect yourself also showing last scan information and detected threats.*

11b) visual of data being sent from phone and a mongoose stopping data transfer. (innovation)

*Any discrepancies will show you a warning halting traffic until a solution by the user is made. By halting the traffic on all outgoing sources, we ensure that no data is collected during the phase of fixing your security systems.*

11c) showing of dialog box to trust service or fix run through with dialog

*You may choose to ignore some features however this is not suggested. When choosing to fix the discrepancy if possible, the app will change these settings for you (innovation) however if access cannot be made a guided video from inside the app will show you a step-by-step process to do it yourself.*

11d) showing of tutorial videos inside of program

*Inside the UI you will find referencing guides to tutorial videos if you would like to look through them to individually and fix any setting before they become a problem.*

11e) showing of a post made by user and mongoose reading data sent.

*With real time scanning you are protected for every post, are you unsure who sees where you are, who you are, or who you know, never fear as we will let you know.*

11f) our security policy

*Our app does not Store any of your personal data we use it to detect security settings applied dumping data after each scan. The algorithms only picks up what you have done not what you are doing so we can quickly fix any data you may have sent. We will never store any personal data on you all software downloads will be linked to an email and that will be the reference for our device.*

11e) future elements underway

*With the basic elements out of the way in future development scanning of third parties also accessing these data transfers. Our analysis team will be able to show you exactly which ones you can trust. Terms and conditions from each source aren't on everyone's to do list we will break these down to let you know exactly what data they collect off you, who they share it with and how long they keep it. With more coming everyday our machine learning development will break away the ones that will do you harm ensuring you get to remain personalized and not another number in the system.*

Scene 12 - where it will be available (marketing)

*With production in process, it will be available on both the app store and play store, with a windows version to be complete in the future. During alpha and beta phases the program will be released free of charge as open source as you can help us develop this software. Once completed will be available for a small fee of $5 a once off payment that will guarantee the updates and future tutorial videos that may need to be implemented. We aren’t in it to make money we just want to change the way data can be accessed. Rest assured any users that download the software during test phases and input into the development will gain access to the full release free of charge.*

Scene 13 - end credit/copyright

*With the 6 brains put together at RMIT this program is bought to you by The Fighting Mongooses, always in it for the little guy and fighting for your rights against big companies. For more information access this website(to come)*