*This is the copy for the “Home” screen icon. Everything below is done in*

*Attached at the bottom is a mock up for what it will look like.*

*Title text*

*Large, taking up about a quarter of the screen.*

*Font: Hobo Std*

*Color: White*

What Is That?

*Sub-title*

*About a quarter the size of the title text. Essentially a tagline.*

*Font: Hobo Std*

*Color: White*

A completely new way to interact with your friends. Draw animals, make noises, and have imagine creatures that have never existed before!

*Request button*

*This will be a button that will allow the user to request a sound from their friends. Tapping this will show a list of all the person’s Facebook friends who are using the app, as well as their most popular friends (as determined by Facebook). Tapping a friend sends a “Request for sound” notification to the person, and if they don’t use the app it will request them to try it.*

*Main copy*

*Slightly smaller than sub-title text. Explains the app to the player.*

*Font: Hobo Std*

*Color: White*

What Is That is a social app that uses your imagination to play with your friends. Make animal sounds and send them to your friends. They will draw their best idea of what that animal is and send it back to you. Rate it and let the world see what you have created!

To get started with What Is That, first click the “Record” tab below. Make a sound and choose a friend to send it to! They will receive the sound and will draw what they think the sound represents. Once the drawing is complete, you will be able to listen to the sound and look at the drawing together, as well as rate it. Give the best combinations three stars! The drawing can then be rated by the whole world!

Try the “Explore” tab to see the best sound and drawing combinations that have been made. Continue exploring the world’s drawings and rating them!