Commercial video:

Scene 1:

Video starts with a shot of someone that is sitting in the train. The person is clearly bored. This person puts on some headphones and starts listening to music.

At this point some soft music starts playing and a voiceover begins: Does this seem familiar to you? You are going to or from work, school or home and while sitting in the train you have nothing to do?

Well not anymore!

Shot fades to black and music fades out.

Scene 2:

Scene 2 starts with 2 people (1 of the people is the person from scene 1) sitting in the train they are sitting close to each other. They get out their phones and start up the app. They are having fun while playing the app. Exciting music starts playing and the voiceover starts again: This new app makes your traveling experience more fun! Login with Facebook and connect with other travellers. Work together to solve a fast mini-game as soon as possible and to score the maximum amount of points!

Video shows leader board. Voiceover: Get high scores and get your names on the leader board, earn point!

Scene 3:

Video shows someone getting a coffee at an automated machine. Voiceover: Use your points to get yourself a free drink, get coupons for restaurants and other recreational places! You can even win exclusive tickets for events and travels! And better yet! (Video turns to someone using their OV chip card.) Use your OV Chip Card for your payments!

Video fades out.

Scene 4:

Shows the app. Voiceover: And this is all put into one simple app. Download the \_\_\_\_ App now! And make travelling fun together!

Video finishes

Script introduction video:

Color theme: Dark blue, Black, White, Yellow

Scene 1 title:

Title card pops up: ‘Interactive travelling’

Scene 2 problem statement:

Title pops up: ‘Problem’

Stats about traveling pop up:

Animated graphs pop up according to the stats shown in the scene.

Scene 3 Solution:

Text pops up: So we started to think of an app.

Boxes pop up showing main goals: 1. Connect

ing travellers. 2. Gamify transport. 3. Make traveling fun.

Scene 4 elaboration how?:

Title pops up: Work together with other travellers.

Showcase of the game.

Animation of high five.

Scene 5 elaboration why?:

Title pops up: Earn points and rewards.

Present pops up with checkboxes these checkboxes state: Free drinks, Coupons for recreational places, Free train tickets.

Scene 6 download the app:

Phone pops up with app on it.

Title pops up: Download

Subtitle pops up: The App

Sub-subtitle pops up: and make traveling fun together!