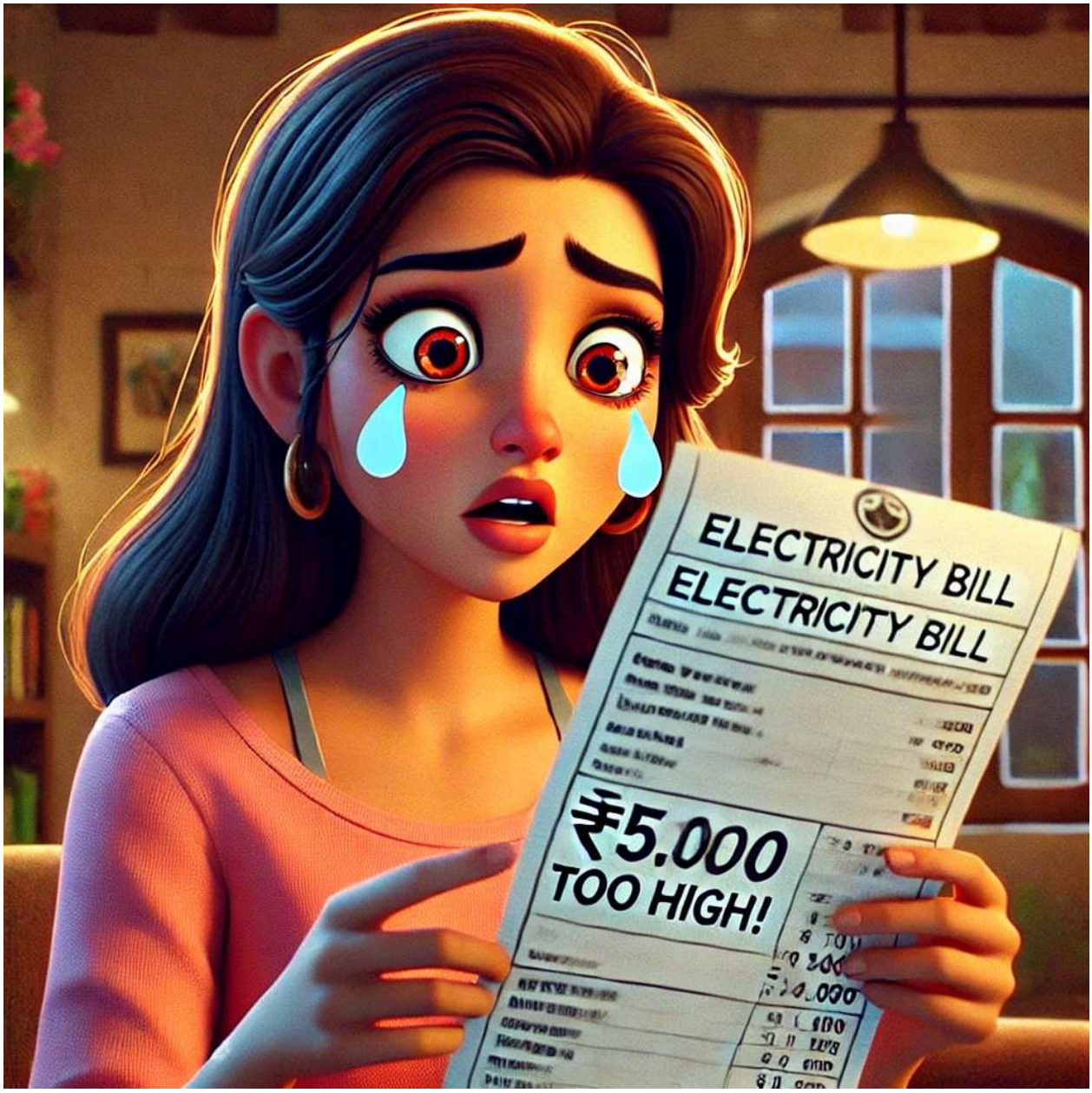
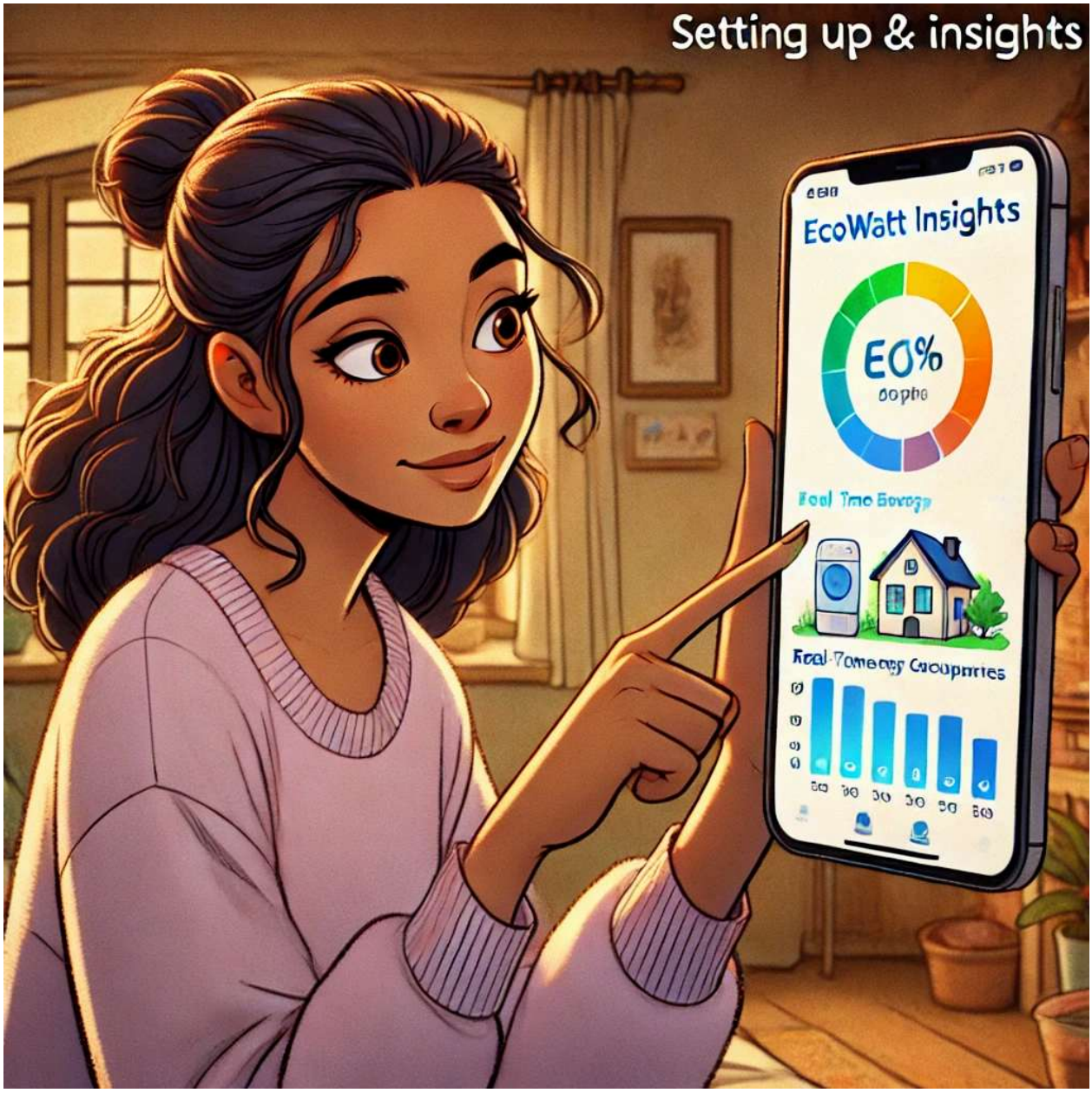



## Scene 1: The Problem – High Bills

- **Visual**: A young woman, Aisha, sits in her cozy living room, opening her electricity bill. Her eyes widen in shock as she sees the amount: "₹5000 – Too High!"
- **Effect**: The bill morphs into a crying emoji.
- **Voiceover**: “Every month, Aisha struggles with rising electricity bills, but she doesn’t know how to reduce them.”

## Scene 2: Discovering EcoWatt

- **Visual**: Aisha, looking frustrated, scrolls through her phone searching for solutions.
- **Effect**: A bright ad pops up on her screen: “EcoWatt – Power Smart. Save More!”
- **Action**: She taps ‘Download’ and installs the app.
- **Voiceover**: “One day, Aisha discovers EcoWatt, an app that helps track and optimize energy usage.”




## Scene 3: Setting Up & Insights

- **Visual**: Aisha opens the EcoWatt app, which has a friendly and simple interface.
- **Effect**: Appliances light up on the screen, showing real-time energy usage.
- **Action**: She enters home details, and the app highlights which devices consume the most power.
- **Voiceover**: “EcoWatt quickly connects to her home, showing real-time energy usage and revealing power-hungry appliances.”

---

---

## Scene 4: Smart Suggestions & Automation

- **Visual**: A notification pops up: “Your AC is using 30% of your energy. Try 24°C for better savings!”
- **Action**: Aisha taps ‘Optimize,’ and the AC adjusts automatically.
- **Effect**: Another feature schedules her washing machine to run at off-peak hours.
- **Voiceover**: “With smart suggestions, Aisha optimizes her energy use with just a tap!”

## Scene 5: Tracking Savings & Impact

- **Visual**: A week later, Aisha checks her EcoWatt dashboard.
- **Effect**: The app shows: “This Week: You Saved ₹500!” and “Carbon Footprint Reduced by 15%!”
- **Action**: A green leaf icon appears, symbolizing sustainability.
- **Voiceover**: “With EcoWatt, Aisha tracks her savings and reduces her environmental impact.”

## Scene 6: The Happy Ending

- **Visual**: Aisha opens her new electricity bill and sees a much lower amount.
- **Effect**: She jumps with joy and shares the good news with her friends.
- **Action**: Her friends eagerly download EcoWatt on their phones.
- **Voiceover**: “Lower bills, smarter energy use, and a greener planet—EcoWatt makes it easy!”
- **Closing**: The EcoWatt logo appears with the tagline: "Power Smart. Save More."

## Scene 7: Recommending EcoWatt to Others

- **Visual**: Aisha, feeling satisfied and confident, holds up her phone displaying the EcoWatt app while talking to a group of friends.
- **Effect**: Her friends look interested, nodding and smiling, as some of them start downloading the app on their phones.
- **Action**: Aisha enthusiastically explains how EcoWatt helped her save money and energy.
- **Voiceover**: “Aisha loves EcoWatt and recommends it to everyone—because saving energy should be easy for all!”