🎬 Storyboard Script: “Dose & Vial Optimizer – How It Works”

Version: v1.0
Duration: ~1 min 45 sec
Tone: Clear, educational, confident, clinical (non-promotional)
Visual Style: Clean white background, light GSK-orange accents, soft geometric icons, minimal animation.

Scene 1 — Opening (0:00–0:10)

Narration (voice):

Every patient is different — but when it comes to dosing, accuracy matters.
The Dose & Vial Optimizer helps healthcare professionals calculate the right combination of vials with minimal waste.

Visuals:

- Fade-in: GSK logo color palette (white + orange).
- Animated scale or silhouette representing weight variability.
- Subtle text: “Precision dosing. Simplified.”

Scene 2 — Input Section (0:10–0:30)

Narration:

To begin, enter the patient’s weight and select the prescribed regimen — either **2.5 mg/kg** for the starting dose, or **1.9 mg/kg** for the reduced regimen.
The optimizer automatically rounds the required dose **up** to the nearest milligram to ensure no underdosing.

Visuals:

- UI mock-up animation: weight field filled in, radio buttons toggled.
- Equation fades in:

  $$R = \lceil W \times d \rceil$$

  Caption: *Required dose = rounded-up product of weight and dose regimen.*

Scene 3 — Logic Core (0:30–0:55)

Narration:

The tool then checks every possible combination of **70 mg** and **100 mg** vials — up to the maximum allowed — and filters out any that don't meet the total dose required.
Each valid combination is tested for total dose and leftover quantity, or **waste**.

Visuals:

- Animated grid of combinations (x and y values).
- Equation:

  $70x+100y \geq R$ 70x + 100y \geq R 70x+100y≥R $\text{Waste} = (70x+100y) - R$ Waste=(70x+100y)−R

- Highlighted row showing one valid combination lighting up as "Optimal."

Scene 4 — Optimization & Ranking (0:55–1:15)

Narration:

Once all combinations are calculated, the optimizer ranks them.
The **best option** is the one with the **least waste** — and if there's a tie, it chooses the **fewest vials** possible.

Visuals:

- Sorting animation: list reorders itself; a green check appears on "Min Waste" option.
- Callouts:
  - "1️⃣ Least waste"
  - "2️⃣ Fewest vials"
  - "3️⃣ Lowest total dose (if tied)"

Scene 5 — Results Display (1:15–1:35)

Narration:

The optimizer displays up to four options:
the best combination, all-70 vials, all-100 vials, and the next best mixed combination.
The recommendation section highlights the optimal mix for your entry.

Visuals:

- UI mock-up: four rows animate into view.

- Best option row glows or bolds.
- Text appears:

  "Min waste option → 2 × 100 mg + 1 × 70 mg"

Scene 6 — Safeguards & Disclaimer (1:35–1:50)

Narration:

The logic ensures **no underdosing**, assumes **single-patient use**, and aligns with label guidance and local policy.
Designed for clinical use — and built for confidence.

Visuals:

- Checkmark icons: "No underdosing" / "Single-patient use."
- Subtle animation of a clipboard or compliance tick.
- Fade-in text: *"Verify calculations against the product label."*

Scene 7 — Closing (1:50–2:00)

Narration:

The Dose & Vial Optimizer — making precision simple, and efficiency measurable.

Visuals:

- Fade to orange-white background.
- Subtle tagline: *"Optimize with confidence."*
- End with team attribution: "Digital Innovation | GSK Australia."

🎨 Visual Theme References

Element	Style
Background	White with thin grey separators
Typography	GSK Sans or Lato; dark grey headings; orange highlights
Color palette	White `#ffffff`, Orange `#ff6a00`, Dark Red `#7d0000`, Muted Grey `#6b6b6b`
Motion	Slow fade-in/out, slide transitions for data tables, animated equations

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💬 Voice & Tone Guidelines

- Calm, factual, and confident (avoid promotional tone).
- Ideal voiceover length: ~200 words total (~90–100 seconds).
- Maintain neutrality — this is a *process explainer*, not a brand advertisement.

🧩 NotebookLM / AI Video Input Tips

When uploading to NotebookLM:

- Provide this **script** as the primary narrative document.
- Add the **HTML snippet** of the calculator for visual context (NotebookLM will auto-pull UI screenshots).
- Add the **1-pager logic summary** (previous doc) as supporting context.
- Use prompts like:

  "Generate a 90-second explainer video using this script. Keep visuals aligned with GSK's clean clinical aesthetic. Include animated equations and subtle UI motion."