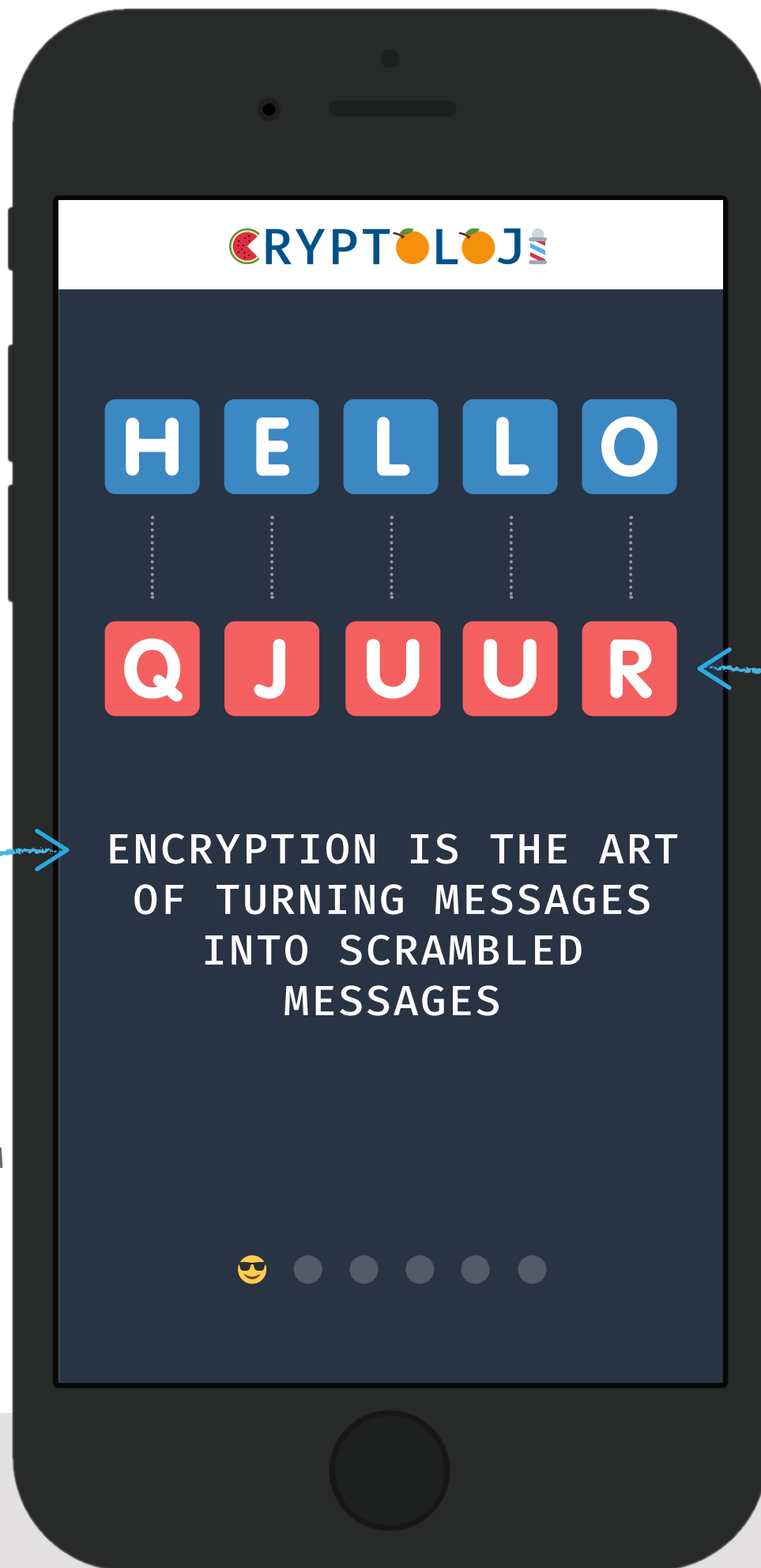




DO WE NEED  
OTHER LINKS?

#### WHAT DO WE WANT TO SAY?

- A PROJECT BY MOZILLA
- IT'S ABOUT **ENCRYPTION** (IN A **FUN** AND **PLAYFUL** WAY)
- YOU CAN CREATE **SECRET MESSAGES**
- YOU CAN TURN THEM INTO **EMOJIS**
- YOU CAN **SHARE** SOMETHING FUN WITH YOUR FRIENDS

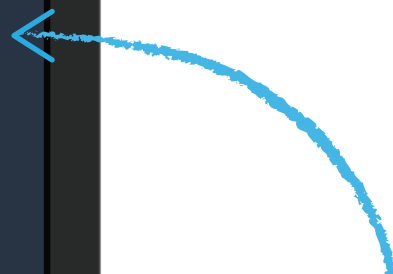
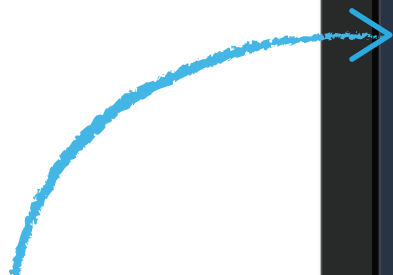


CRYPTOLOJ

H E L L O

Q J U U R

ENCRYPTION IS THE ART  
OF TURNING MESSAGES  
INTO SCRAMBLED  
MESSAGES

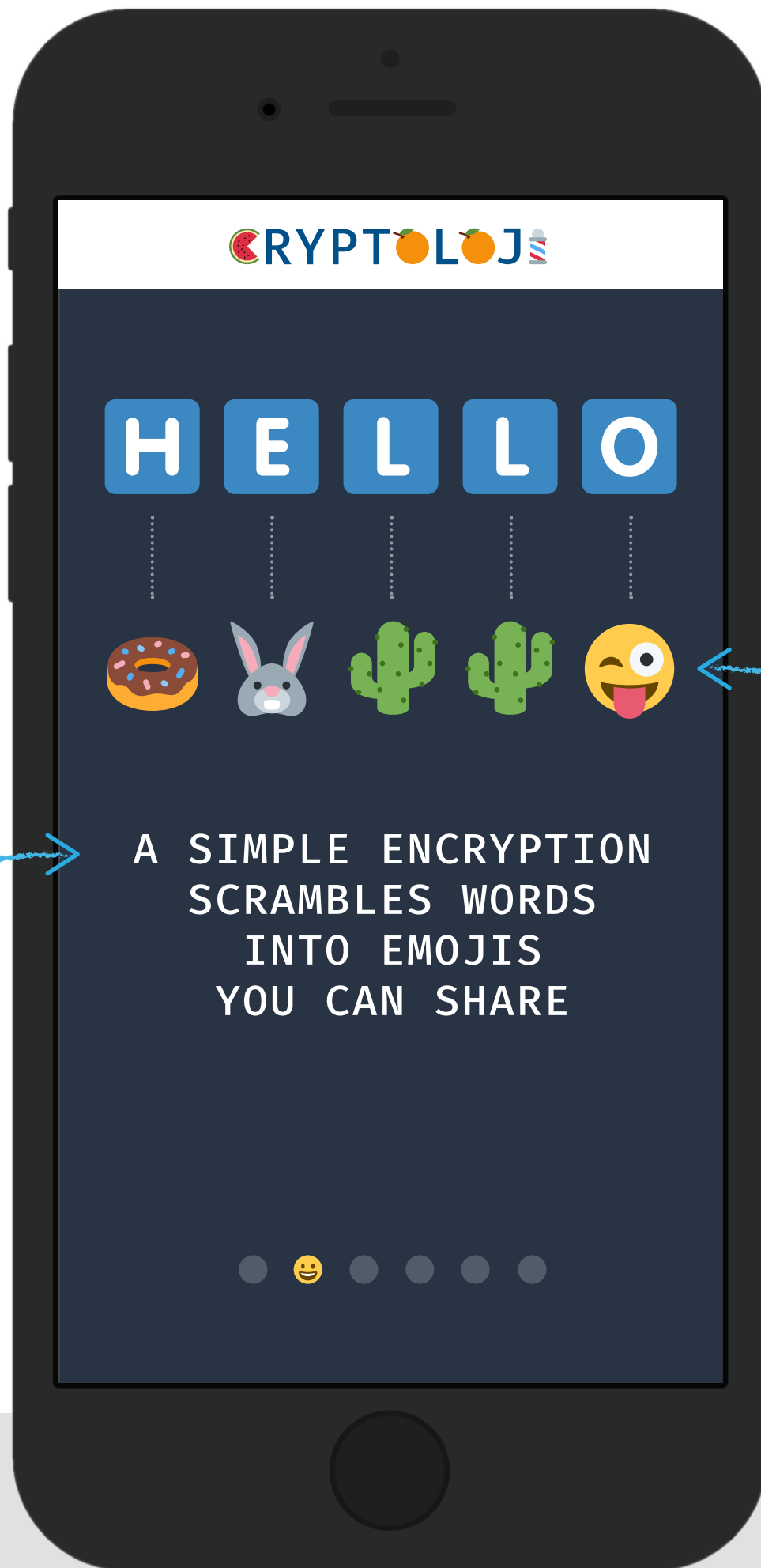


ALTERNATE TEXT:  
ENCRYPTION SCRAMBLES  
MESSAGES TO PROTECT THEM  
(OR USE THE WORD  
'SECRET MESSAGES')

MULTIPLE ANIMATIONS  
CYCLING/LOOPING  
THE RED BOXES BACKGROUND  
COLOUR COULD CHANGE  
AT EVERY LOOP

#### WHAT DO WE WANT TO SAY?

- **FRAMING THE ENCRYPTION** CONTEXT WITH A BRIEF STATEMENT
- THIS IS AN **ONBOARDING** ('CAROUSEL DOTS INDICATORS' AT THE BOTTOM)
- 'HEY, THEY'RE IS NO "SKIP BUTTON"! AT LEAST THEY ARE NOT USING THE STANDARD DOTS, BUT EMOJIS. HOPE THIS WEBSITE IS GOING TO BE FUN EVEN IF THEY START WITH A SERIOUS STATEMENT'

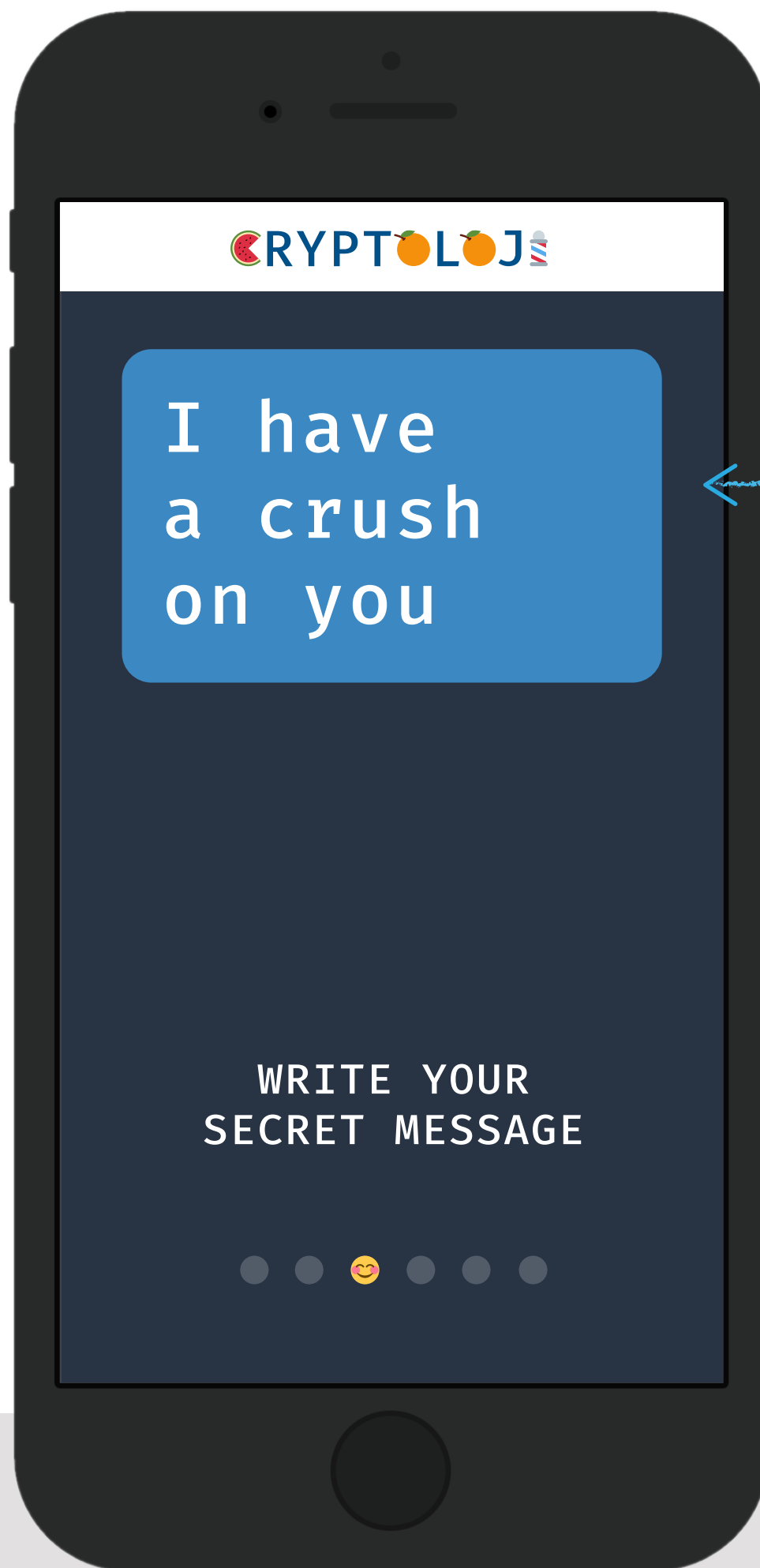


THIS COPY COULD BE IMPROVED

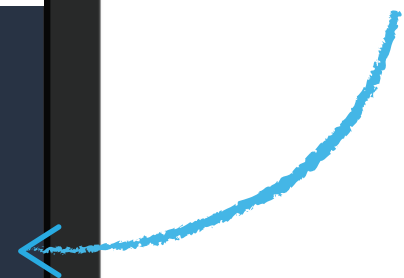
MULTIPLE ANIMATIONS CYCLING/LOOPING THE EMOJI MAPPING IS CHANGED A FEW TIMES (AT LEAST THREE)

#### WHAT DO WE WANT TO SAY?

- **FRAMING THE CRYPTOLOJI TOOL SCOPE**
- THIS IS A **TOY/EDUCATIONAL** RESOURCE **"SIMPLE ENCRYPTION"**
- IT MAPS **LETTERS TO EMOJIS**
- THE MAPPING CHANGES, IT'S DYNAMIC. TEXT CAN BE ENCODED IN MORE THAN ONE WAY
- MESSAGES CAN BE **SHARED**
- "THEY CARE ABOUT DETAILS! THE EMOJI 'PROGRESSION INDICATOR' CHANGES AT EVERY STEP"

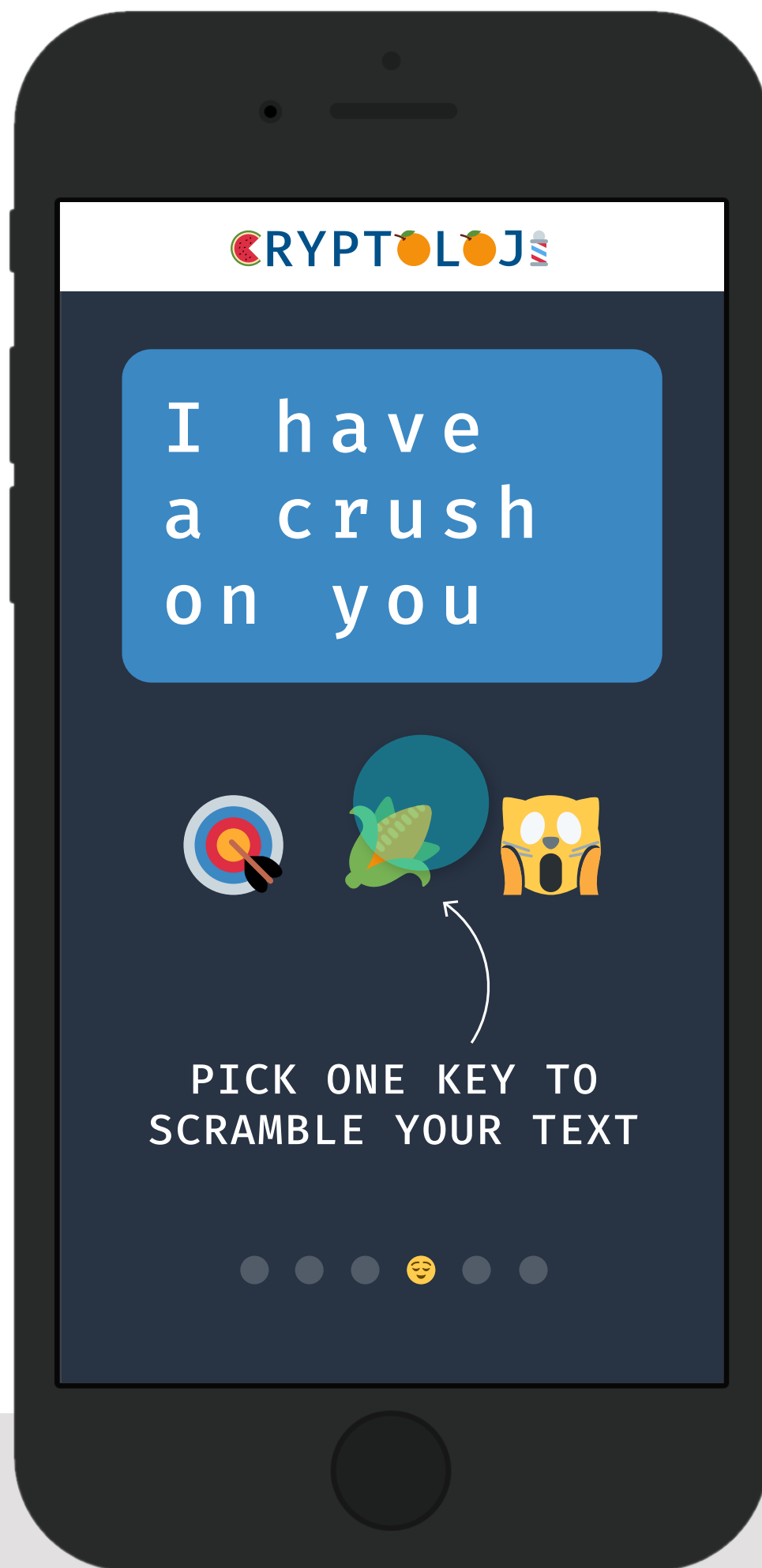


'ANIMATED TYPING' FX



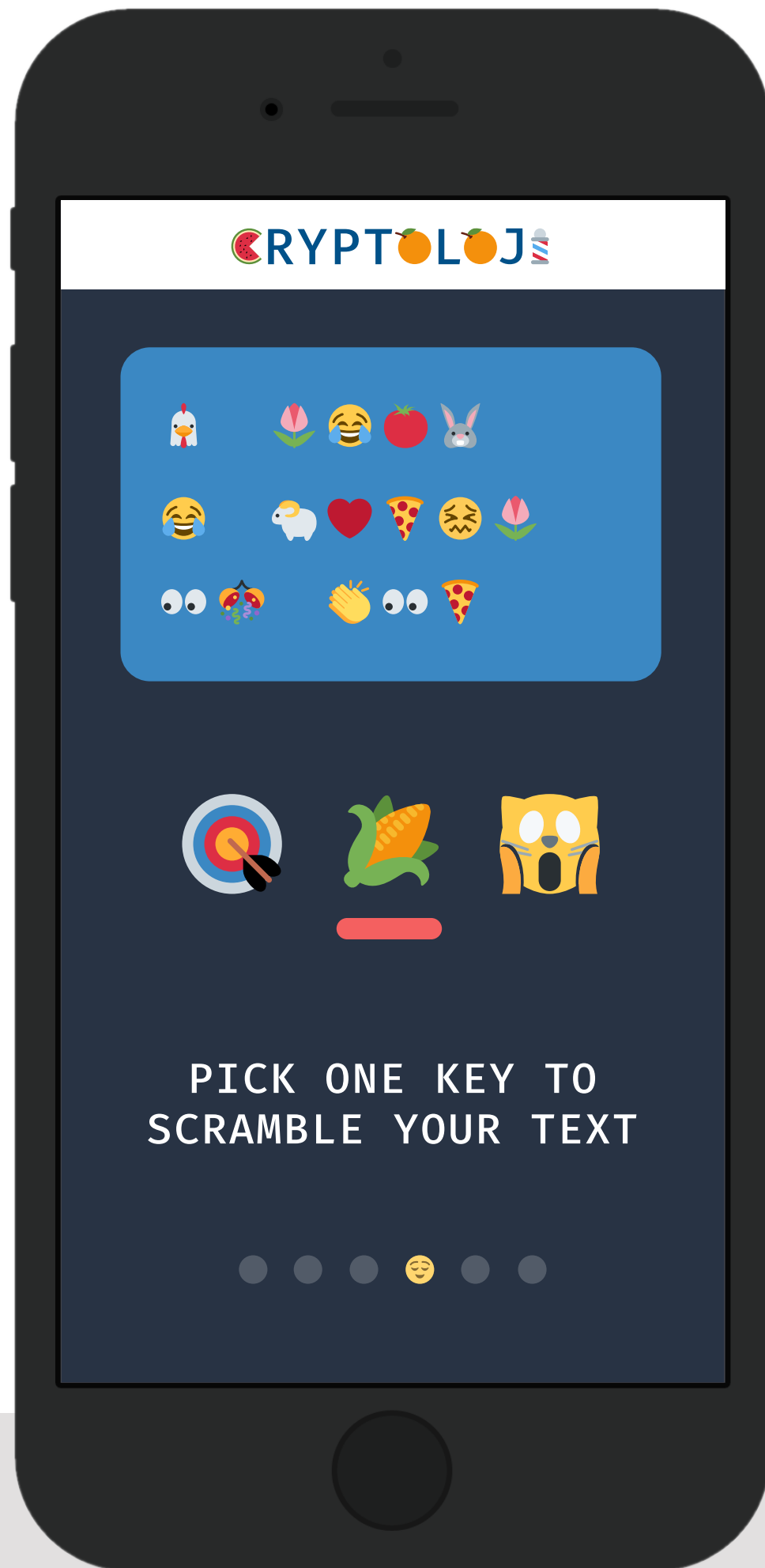
**WHAT DO WE WANT TO SAY?**

- INTERACTION WALK THROUGH: STEP1, WRITE A MESSAGE
- IT CAN BE PERSONAL/PRIVATE



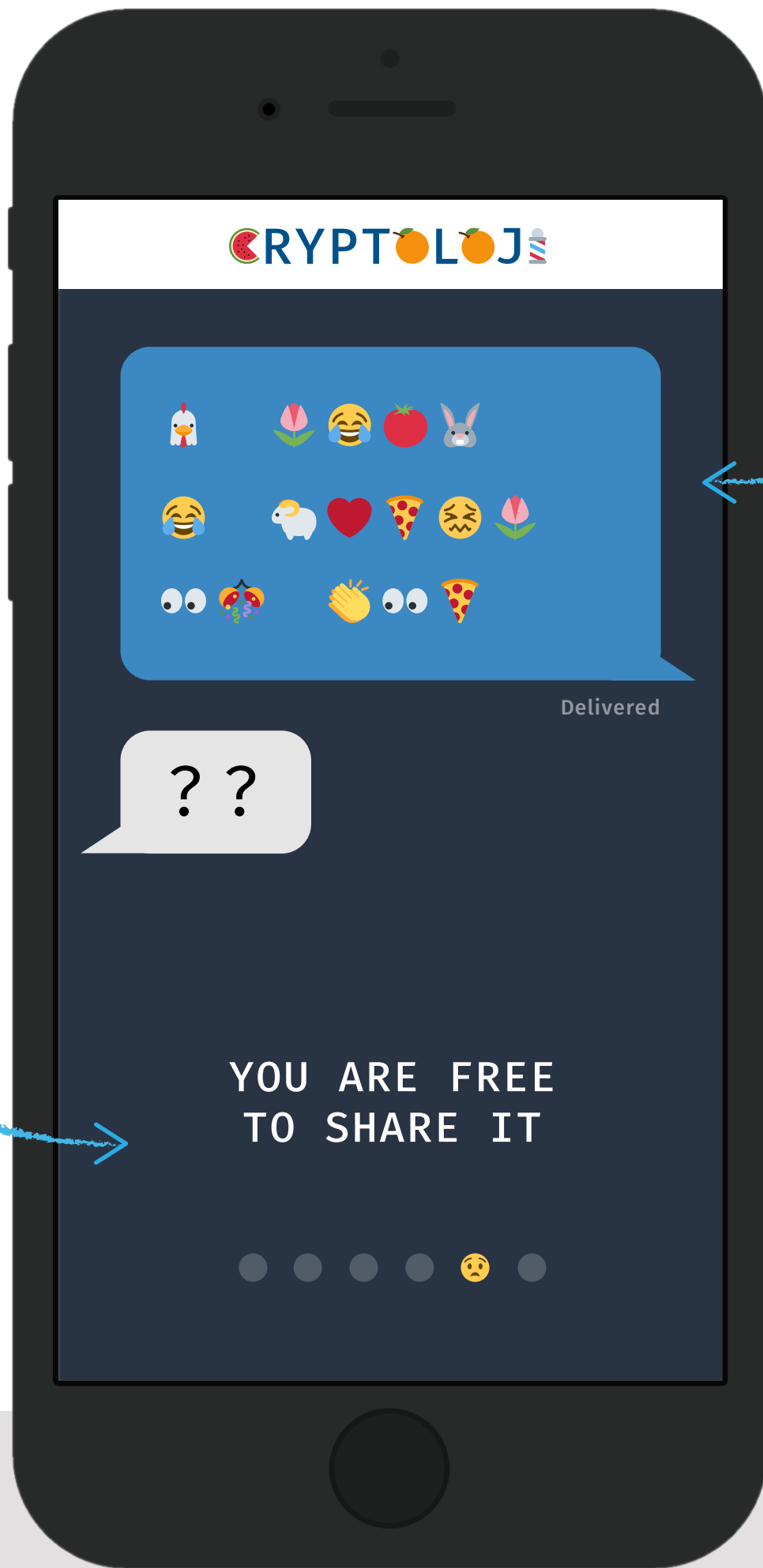
**WHAT DO WE WANT TO SAY?**

- INTERACTION WALK THROUGH: STEP2, PICK A KEY
- THE KEY CONTROLS THE ENCODING/SCRAMBLING/ENCRYPTION



**WHAT DO WE WANT TO SAY?**

- INTERACTION WALK THROUGH: STEP2, PICK A KEY
- THE KEY CONTROLS THE ENCODING/SCRAMBLING/ENCRYPTION
- DIFFERENT KEYS SCRAMBLE THE TEXT IN DIFFERENT WAYS

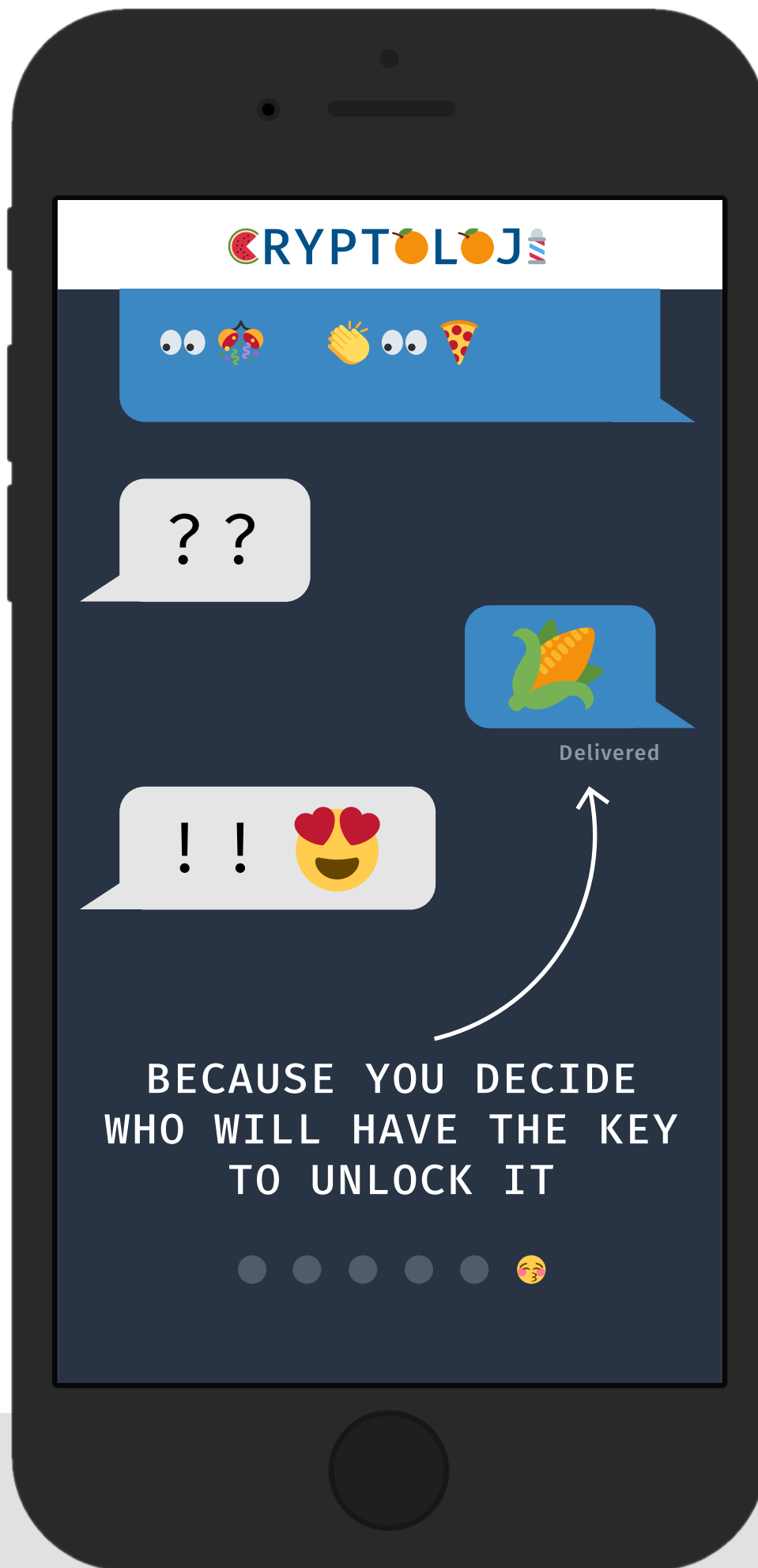


BLUE SPEECH BUBBLE  
EVOKES APPLE  
AND FB MESSENGERS

ALTERNATE TEXT:  
YOU CHOOSE WHO  
GET THE MESSAGE

**WHAT DO WE WANT TO SAY?**

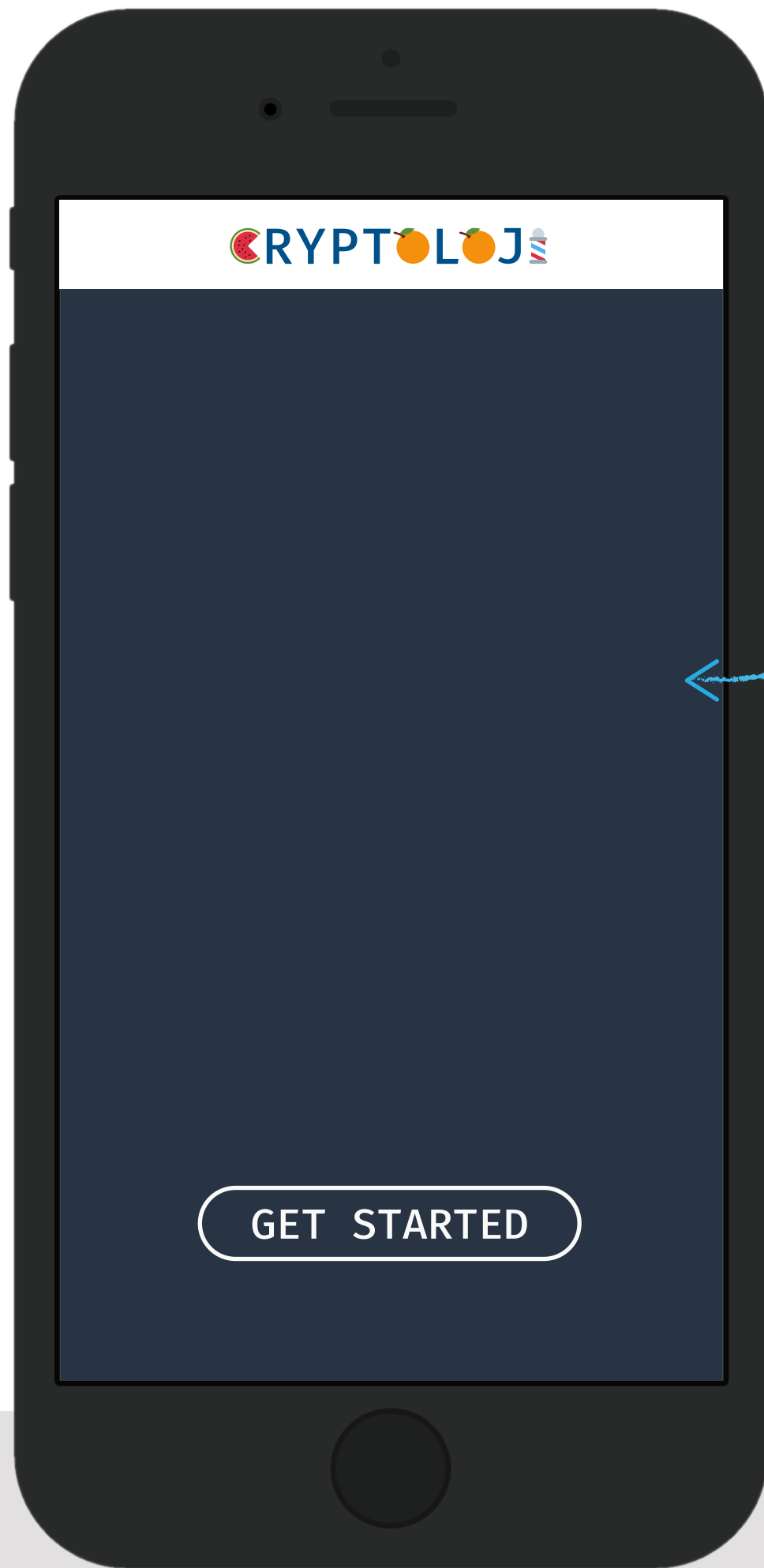
- INTERACTION WALK THROUGH: STEP3, SHARE THE MESSAGE
- THE MESSAGE WITHOUT KEY IS USELESS



**WHAT DO WE WANT TO SAY?**

- INTERACTION WALK THROUGH: STEP4, **SHARE THE KEY**
- WHO HAS THE KEY OWNS THE MESSAGE

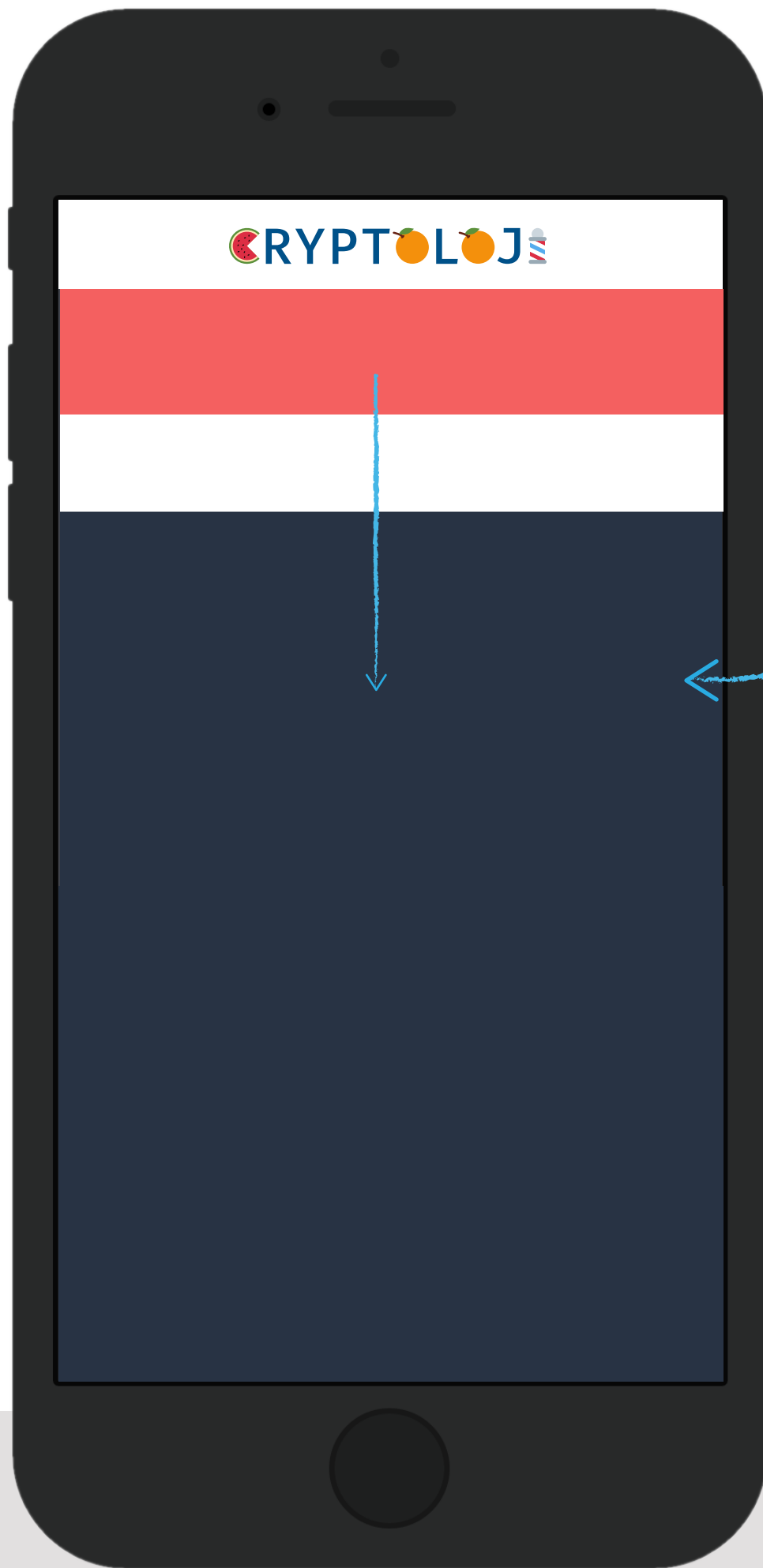




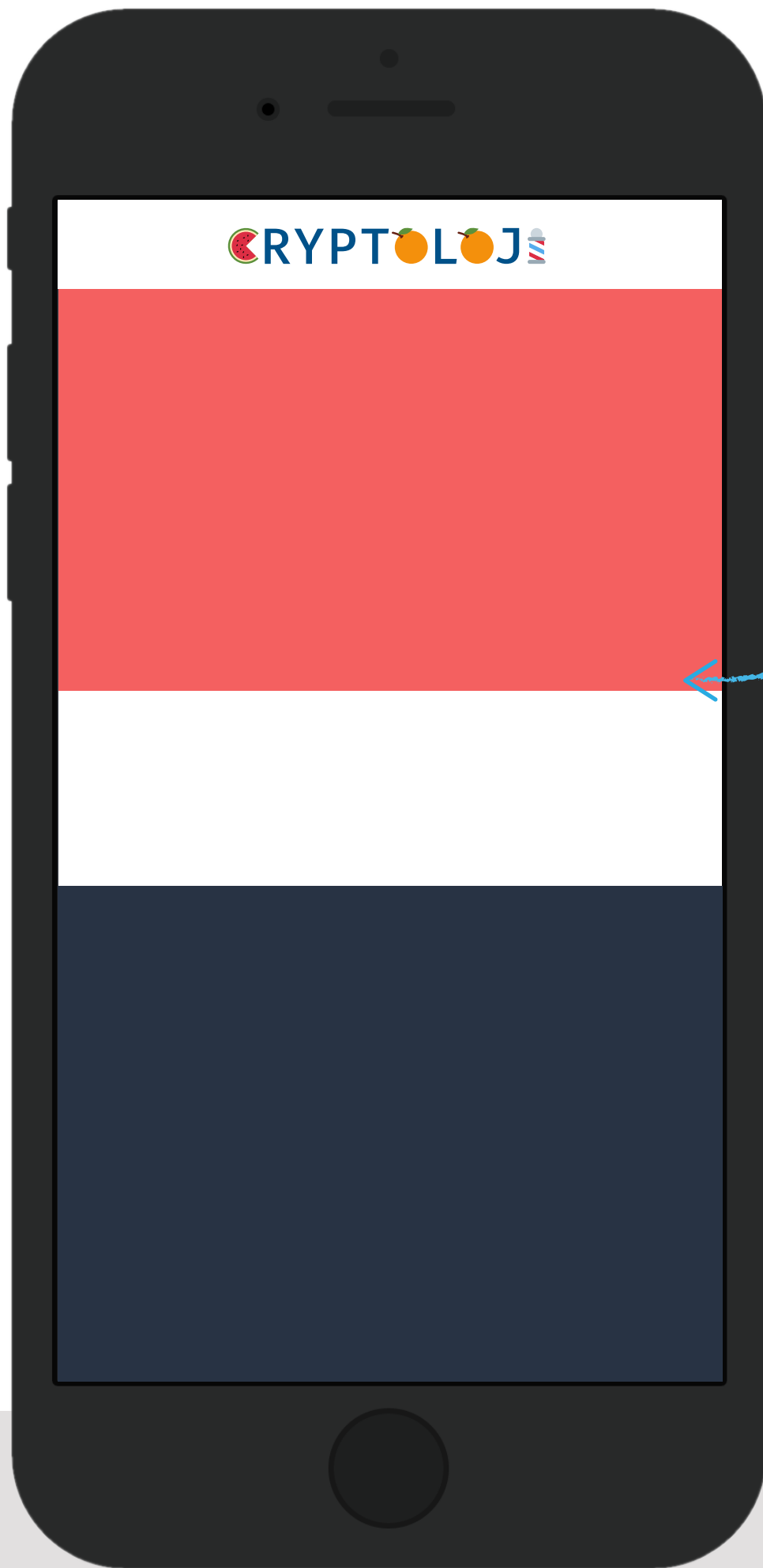
WE STILL NEED  
TO DESIGN THIS SCREEN

**WHAT DO WE WANT TO SAY?**

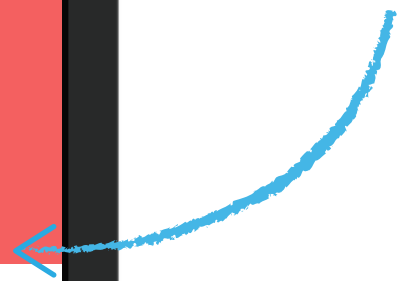
- ONBOARDING IS OVER, GET STARTED!



ANIMATED TRANSITION TO  
THE ENCRYPTION VIEW



ANIMATED TRANSITION TO  
THE ENCRYPTION VIEW



CRYPTOLOJ

SECRET MESSAGE

Write your  
message here.



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PICK A KEY TO ENCODE THE MESSAGE



SCRAMBLED MESSAGE

Your message will  
be encrypted here.