

Scene 1: Opening – Problem Statement

Objective:

- Establish the severity of the flooding issue, specifically in Brisbane, and emotionally connect with the audience by showing the devastating impact of floods. Highlight the gap in current solutions and set up the need for FloodHelp.
-

Shot Plan:

1. Visual:

- Aerial footage or images of **Brisbane** during the 2011 or 2022 floods, showing homes submerged and streets underwater.
- Quick cuts between flooded homes, people evacuating, and major landmarks (e.g., Suncorp Stadium or Brisbane Riverwalk) affected by floods.

2. Text Overlay:

- *“Floods devastate millions of lives every year.”*
- *“In 2011, Brisbane suffered one of the worst floods in its history—33 lives lost, over 30,000 properties destroyed.”*

3. Narration (Voiceover):

- *“Flooding is a critical issue, especially in areas like Brisbane. Homes are destroyed, communities disrupted, and lives are put at risk.”*
- *“Despite technological advances, current solutions fail to provide real-time, location-specific updates, leaving people vulnerable.”*

4. Music:

- Start with slow, tense music to set the emotional tone of the devastation.
-

Key Elements to Include:

- **Flood Statistics:** Make sure to use the relevant statistics about Brisbane floods from 2011 and 2022 (e.g., 33 fatalities, \$2.38 billion in damage, 30,000 properties inundated)

([Disaster Resilience Hub](#))

([Wikipedia](#))

([7NEWS](#))

- **Emotionally Engaging Visuals:** Use real footage or imagery from past floods in Brisbane to immediately draw the viewer’s attention. Stock footage or clips from news coverage could work well if you don’t have original visuals.
 - **Crisis and Urgency:** The goal is to make the viewer feel the urgency and emotional weight of the flooding problem.
-

Storyboard Breakdown for Scene 1:

1. Opening Frame:

- **Visual:** An aerial view of flooded homes in Brisbane.
- **Text Overlay:** *“Floods devastate millions of lives every year.”*
- **Narration:** *“Flooding is a critical issue...”*

2. Second Frame:

- **Visual:** Families evacuating their homes, emergency services responding to the crisis.
 - **Text Overlay:** *“Brisbane, 2011: 33 lives lost. \$2.38 billion in damage.”*
 - **Narration:** *“In 2011, Brisbane suffered one of the worst floods in its history...”*
3. **Third Frame:**
- **Visual:** Close-up of a flooded street with submerged cars.
 - **Text Overlay:** *“30,000 properties destroyed.”*
 - **Narration:** *“Homes and businesses were destroyed. Communities were left vulnerable.”*
4. **Final Frame:**
- **Visual:** The camera pulls back to show a wide shot of the devastation, perhaps a submerged landmark like Suncorp Stadium or the Brisbane Riverwalk.
 - **Text Overlay:** *“There’s a better way to stay informed and stay safe.”*
 - **Narration:** *“Despite technological advances, current solutions fail to provide real-time updates, leaving people at risk.”*
-

Scene 2: Introduction of FloodHelp – The Solution

Objective:

- Introduce **FloodHelp** as the app that directly addresses the flooding issues highlighted in Scene 1. Show how it provides real-time updates and empowers users to stay safe.
-

Shot Plan:

1. **Visual:**
 - Start with a close-up shot of a smartphone showing the **FloodHelp app icon**. The camera zooms into the icon and transitions smoothly to the app's main interface.
 - Show the app opening to the main dashboard, where users can see real-time flood alerts and map features.
 2. **Text Overlay:**
 - *“Introducing FloodHelp: Your real-time flood safety tool.”*
 3. **Narration (Voiceover):**
 - *“FloodHelp is here to change that. Our mobile app delivers real-time, location-specific flood updates, empowering communities to stay safe during emergencies.”*
 4. **Music:**
 - Transition the music from tense to more uplifting and hopeful, to signify a solution and hope.
-

Key Elements to Include:

- **App Features Overview:** Start showcasing the app’s core features, including real-time alerts, an interactive map, and hazard reporting.

- **Smooth Transitions:** Show quick transitions between the app's screens as the features are introduced one by one, keeping it clean and minimal to avoid overwhelming the viewer.
- **Visual Appeal:** The app should look sleek and intuitive, emphasizing ease of use in critical situations.

Storyboard Breakdown for Scene 2:

1. Opening Frame:

- **Visual:** Close-up of a smartphone screen showing the FloodHelp app logo. The camera zooms in and smoothly transitions to the app interface.
- **Text Overlay:** *"Introducing FloodHelp"*
- **Narration:** *"FloodHelp is here to change that..."*

2. Second Frame:

- **Visual:** The app's dashboard displaying the current flood risk in the user's area, with a notification alert popping up.
- **Text Overlay:** *"Real-time Flood Alerts"*
- **Narration:** *"FloodHelp provides real-time, location-specific alerts, keeping you informed of incoming floods."*

3. Third Frame:

- **Visual:** A map view showing flooded areas and safe zones. The user is zooming in on flood-prone areas around Brisbane.
- **Text Overlay:** *"Interactive Map of Flood-Prone Areas"*
- **Narration:** *"With an interactive map, you can track flood zones and monitor safe routes in your area."*

4. Final Frame:

- **Visual:** The app's hazard reporting screen, where users can upload photos and information about flood conditions.
- **Text Overlay:** *"Report Hazards in Real-Time"*
- **Narration:** *"Report hazards, notify others, and help your community stay safe with FloodHelp."*

Scene 3: How FloodHelp Works – Key Features Overview

Objective:

- Show how **FloodHelp** works in action by highlighting its core features: real-time flood alerts, interactive maps, and hazard reporting. This scene should visually demonstrate each feature to build confidence in the app's utility and ease of use.

Shot Plan:

1. Visual:

- Start with a shot of a **smartphone** screen receiving a **flood alert notification** in real-time, showing the danger zone in Brisbane.
- Show a **map view** of the flood-prone area and how the user can zoom in, check safe routes, and view current flood levels.
- Transition to a **hazard reporting screen**, where the user reports flooding in their area and uploads a photo of a flooded road.

2. **Text Overlay:**
 - *“Real-time Flood Alerts | Interactive Map | Hazard Reporting”*
 3. **Narration (Voiceover):**
 - *“FloodHelp provides real-time alerts when floods threaten your area. With our interactive map, you can monitor flood-prone zones, and our hazard reporting tool allows users to share critical information instantly.”*
 4. **Music:**
 - Continue with hopeful music, upbeat and calming, to reinforce that the app is practical and reassuring in a crisis.
-

Key Elements to Include:

- **Real-Time Flood Alerts:** The user gets a push notification on their phone warning about incoming floods. This part visually shows how alerts are location-specific.
 - **Interactive Map:** Zoom into a real-time map of Brisbane, where flooded areas are highlighted, and safe routes are clearly marked.
 - **Hazard Reporting:** Show the user quickly reporting a flooded road by uploading a picture. The app instantly updates with the new hazard.
-

Storyboard Breakdown for Scene 3:

1. **Opening Frame:**
 - **Visual:** Smartphone receiving a real-time flood alert notification. The screen displays a message: *“Flood warning: your area is at risk.”*
 - **Text Overlay:** *“Real-time Flood Alerts”*
 - **Narration:** *“With real-time flood alerts, you’ll be notified immediately when floods approach your area.”*
 2. **Second Frame:**
 - **Visual:** Interactive map view. The user zooms into flood-prone areas, and safe routes are highlighted in green.
 - **Text Overlay:** *“Interactive Map of Flood Zones”*
 - **Narration:** *“Track floods in real-time with our interactive map. Identify safe routes and stay informed about areas to avoid.”*
 3. **Third Frame:**
 - **Visual:** Hazard reporting feature. A user uploads a photo of a flooded street, marks it as hazardous, and the app updates to notify others.
 - **Text Overlay:** *“Hazard Reporting Tool”*
 - **Narration:** *“Report hazards instantly by uploading photos and sharing them with the community. Help others stay safe by notifying them of dangerous areas.”*
-

Scene 4: Emotional Story – How FloodHelp Helps People

Objective:

- Tell a personal story that connects emotionally with the audience, demonstrating how FloodHelp can save lives in a real-life flood situation. The goal is to build empathy and show the practical, life-saving value of the app.

Shot Plan:

1. Visual:

- Start with a family (or fictional character like "Sarah") in a living room. They receive a **flood alert** notification from FloodHelp. The family reacts immediately, checking the app for safe routes.
- Show the family packing essentials and **evacuating their home**, using FloodHelp's map to find the nearest safe zone.
- The family arrives safely at a shelter, where they check the app again to see updates on the flood situation.

2. Text Overlay:

- *"FloodHelp: Protecting Lives in Real Time"*

3. Narration (Voiceover):

- *"For families like Sarah's, FloodHelp makes the difference between panic and preparedness. With real-time alerts and safe route guidance, they can act quickly and avoid danger."*
- *"In critical moments, FloodHelp provides the information you need to protect what matters most—your loved ones."*

4. Music:

- The music should be emotional but uplifting. It starts tense as the family receives the alert, then transitions to hopeful as they evacuate and arrive safely.

Key Elements to Include:

- **Personal Storytelling:** Focus on one character (e.g., Sarah and her family) to give the audience a relatable, emotional connection to the app's impact.
- **Family's Journey:** Show the family navigating from their home to a safe location using FloodHelp, highlighting the app's real-world utility.
- **Real-Time Information Saves Lives:** Emphasize how receiving timely flood updates and tracking safe routes through the app can make the difference between life and death.

Storyboard Breakdown for Scene 4:

1. Opening Frame:

- **Visual:** A close-up of Sarah and her family at home. A notification pops up on their smartphone from FloodHelp, warning of an approaching flood.
- **Text Overlay:** *"Real-Time Flood Alerts"*
- **Narration:** *"For families like Sarah's, FloodHelp makes the difference between panic and preparedness."*

2. Second Frame:

- **Visual:** Sarah and her family pack up and leave their home, using the app to find the nearest safe zone. The camera follows their journey as they navigate flooded streets.
- **Text Overlay:** *"Safe Route Guidance"*
- **Narration:** *"With real-time alerts and safe route guidance, they can act quickly and avoid danger."*

3. Third Frame:

- **Visual:** The family arrives at a shelter. Sarah checks the app again, where she sees that their neighborhood has been flooded, but they are safe.
- **Text Overlay:** *“Protect What Matters Most”*
- **Narration:** *“In critical moments, FloodHelp provides the information you need to protect what matters most—your loved ones.”*

Scene 5: The Team Behind FloodHelp – Dedication and Progress

Objective:

- Showcase the passionate team behind the FloodHelp app. This scene is all about building credibility and trust by showing your team’s dedication, skills, and the progress you’ve made in developing the app.

Shot Plan:

1. **Visual:**
 - Start with a series of shots showing team members **working on different parts of the project**: coding, designing, and testing the app.
 - Show the **high-fidelity prototype** of the app being tested on a device, with team members discussing features and refining the user interface.
 - Highlight the **custom API development** and **real-time data integration** on-screen, with code snippets and data flow visuals.
2. **Text Overlay:**
 - *“The Team Behind FloodHelp: Driven by Passion and Expertise”*
3. **Narration (Voiceover):**
 - *“FloodHelp was built by a dedicated team of developers, designers, and disaster management experts, united by one goal—to help communities stay safe during floods.”*
 - *“From a high-fidelity prototype to custom API development, our team has made incredible progress, and with your help, we can take it even further.”*
4. **Music:**
 - Uplifting, motivational music, showing determination and hard work.

Key Elements to Include:

- **Team Introduction:** Showcase each core team member working on different aspects of the app (coding, UI/UX design, testing, etc.).
- **Project Milestones:** Highlight the key achievements so far: completing the high-fidelity prototype, integrating the real-time flood data, and building the custom API.
- **Focus on Dedication:** Emphasize that the team is passionate about making a real-world difference.

Storyboard Breakdown for Scene 5:

1. **Opening Frame:**
 - **Visual:** A split-screen view showing a developer coding the API, a designer tweaking the app interface, and a tester running the app on a smartphone.
 - **Text Overlay:** *“FloodHelp Team: Developers, Designers, Experts”*

- **Narration:** *“FloodHelp was built by a dedicated team of developers, designers, and disaster management experts...”*
 - 2. **Second Frame:**
 - **Visual:** Close-up of a high-fidelity prototype on a smartphone, being tested and refined. Show the app’s functionality, focusing on user feedback and iterative improvements.
 - **Text Overlay:** *“High-Fidelity Prototype & Real-Time Data Integration”*
 - **Narration:** *“From a high-fidelity prototype to custom API development, our team has made incredible progress...”*
 - 3. **Third Frame:**
 - **Visual:** A team meeting or collaboration session, where key members discuss features, test real-time data integration, and work on troubleshooting code.
 - **Text Overlay:** *“Building a Safer Future”*
 - **Narration:** *“...and with your help, we can take it even further, building a safer future for communities at risk.”*
-

Scene 6: Call to Action – Support FloodHelp

Objective:

- Inspire the audience to take action and back the FloodHelp app on Kickstarter. This scene should create a sense of urgency and show viewers that by supporting the app, they are contributing to a life-saving tool that can make a real difference in flood-prone communities.
-

Shot Plan:

1. **Visual:**
 - Start with a compilation of emotional shots from previous scenes: footage of flooded homes, families using the app to stay safe, and the team working hard to develop the app.
 - Show a clear **Kickstarter link** on the screen with a call to action.
 - Display a progress bar representing the funding goal, with a message urging viewers to join and support the cause.
 2. **Text Overlay:**
 - *“Help Us Bring FloodHelp to Communities in Need”*
 - *“Support Us on Kickstarter Today”*
 3. **Narration (Voiceover):**
 - *“With your help, we can bring FloodHelp to the communities that need it most. By backing our project, you’re supporting a life-saving tool that will keep people informed and safe during floods.”*
 - *“Every contribution helps us develop, test, and launch this critical app. Join us today and be a part of the solution.”*
 4. **Music:**
 - Continue the uplifting music from the previous scene, building to a crescendo to emphasize urgency and motivation.
-

Key Elements to Include:

- **Emotional Appeal:** Use the emotional weight of the previous scenes to connect with the audience and show the real-world impact FloodHelp can have.
- **Kickstarter Information:** Display the Kickstarter link prominently throughout the scene, making it easy for viewers to follow through and contribute.
- **Call to Action:** Make the call to action clear and compelling, encouraging viewers to support the app to make a difference in their own or other flood-prone communities.

Storyboard Breakdown for Scene 6:

1. Opening Frame:

- **Visual:** A quick recap of flooded homes and families staying safe using FloodHelp. The shots remind viewers of the problem and solution.
- **Text Overlay:** *"Help Us Bring FloodHelp to Communities in Need"*
- **Narration:** *"With your help, we can bring FloodHelp to the communities that need it most."*

2. Second Frame:

- **Visual:** A clear Kickstarter link, alongside visuals of the app being used in a flood scenario. Show people checking the app and staying safe, emphasizing how FloodHelp changes lives.
- **Text Overlay:** *"Support Us on Kickstarter Today"*
- **Narration:** *"By backing our project, you're supporting a life-saving tool that will keep people informed and safe during floods."*

3. Final Frame:

- **Visual:** A progress bar showing the funding goal and how far the project has come. Display a message thanking early backers and encouraging others to join in.
- **Text Overlay:** *"Join Us and Be Part of the Solution"*
- **Narration:** *"Every contribution helps us develop, test, and launch this critical app. Join us today and be a part of the solution."*

Music for the kick starer video:

<https://www.chosic.com/download-audio/28979/>

<https://www.chosic.com/download-audio/27962/>

<https://www.chosic.com/download-audio/29424/>