

GOOGLE

GOOGLE DUO: INTRODUCING DUO

Google LLC is an American multinational technology company that specializes in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware.

CLIENT

Google's mission is to organize the world's information and make it universally accessible and useful.

Google Duo is the new, simple video calling app that brings you face-to-face with all the people that matter most.

PURPOSE

The purpose is simple: why use Skype or Viber when Android already has a native app that rocks? This motion graphic will focus on introducing the new video calling platform to both Android and IOS users.

CLIENT EXPECTATION

A motion graphic highlighting the features
Increasing the installs from 500 millions in Dec 2017 to 1.2 billions in Feb 2018.
Content is straightforward to understand and enjoyable for viewers.

TARGET AUDIENCE

Both Android and IOS users
Aged 15-65
All Occupation

PROJECT STYLE

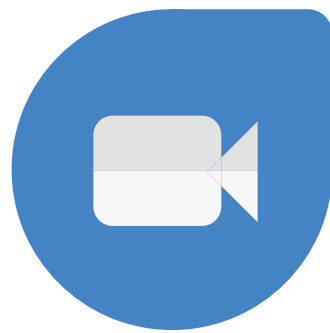
Comprehend features to develop as well as convey the full message to the viewers. Minimalism is the goal for this project. Furthermore, by using only lines, shapes, striking colors and emotions to transmit information honestly and closest to the viewers.

SOLUTION

A motion graphic about 30 seconds with both visuals and music.

PROJECT TOOLS

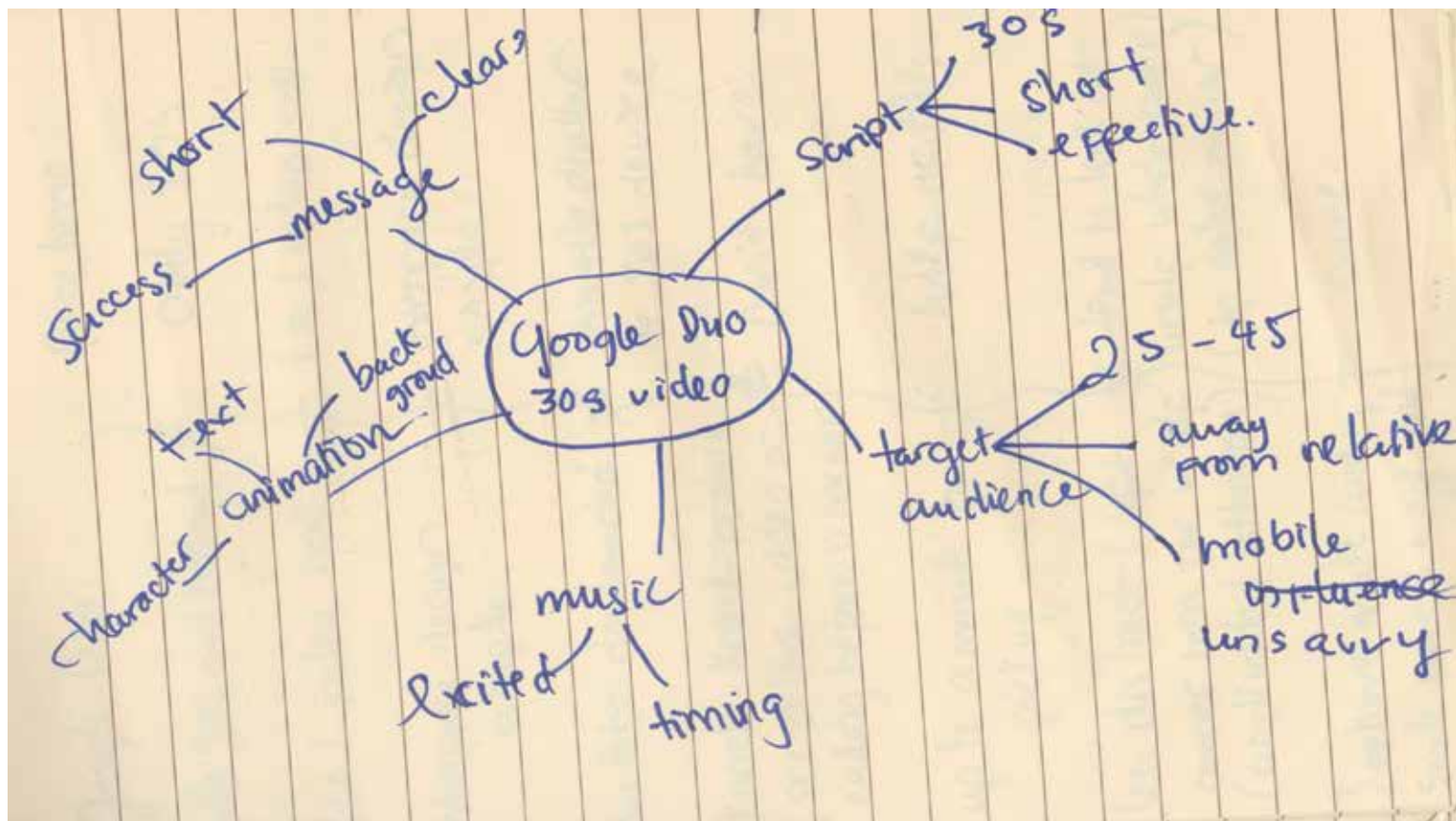
Sketches, Storyboard, After Effects, Premiere, Illustrator, Audio



GOOGLE

INTRODUCING DUO

MIND MAPPING

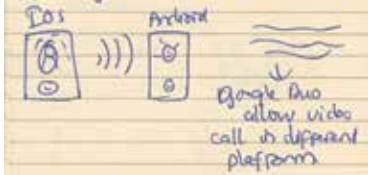


Google Duo

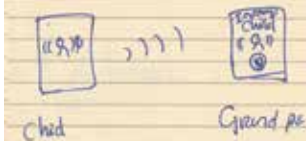
- No time stamp, no sticker, doubling option like other app (Snapchat)
- Switch between wifi & cellular data
- + Can work on weak network.
- If internet ↓, video quality ↓ but audio keep the same - comes clear.
- + "Knock Knock" feature
- Can't switch to phone call
- "No audio only call"
- Phone & only, not email call

BEHIND THE DESIGN

• Calling between iOS & Android



• Knock Knock



Google Duo: Hello, there!! (30 second)

Focusing on 3 main features:

- + Both Android & iOS
- + Knock Knock feature
- + Adjust quality from Wifi to Cellular

Script: grandchild: iOS user.
grandpa: Apple user.

- Grandchild introduce Duo to granpa and they start video calling between iOS & Android.



C: Miss u, granpa. I wanna do a video call?

P: ~~Knock, knock~~ Great Miss u too, how can we do that? I don't know much

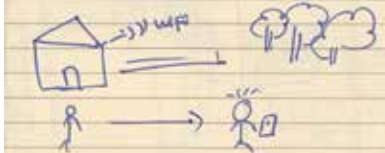
E: ~~By using~~ a bit technology

C: Don't worry, papa, all you need to do is go to the app store and download "Google Duo" app.

P: OK, let's me do it.

E:

• Quality when change from Wifi to Cellular

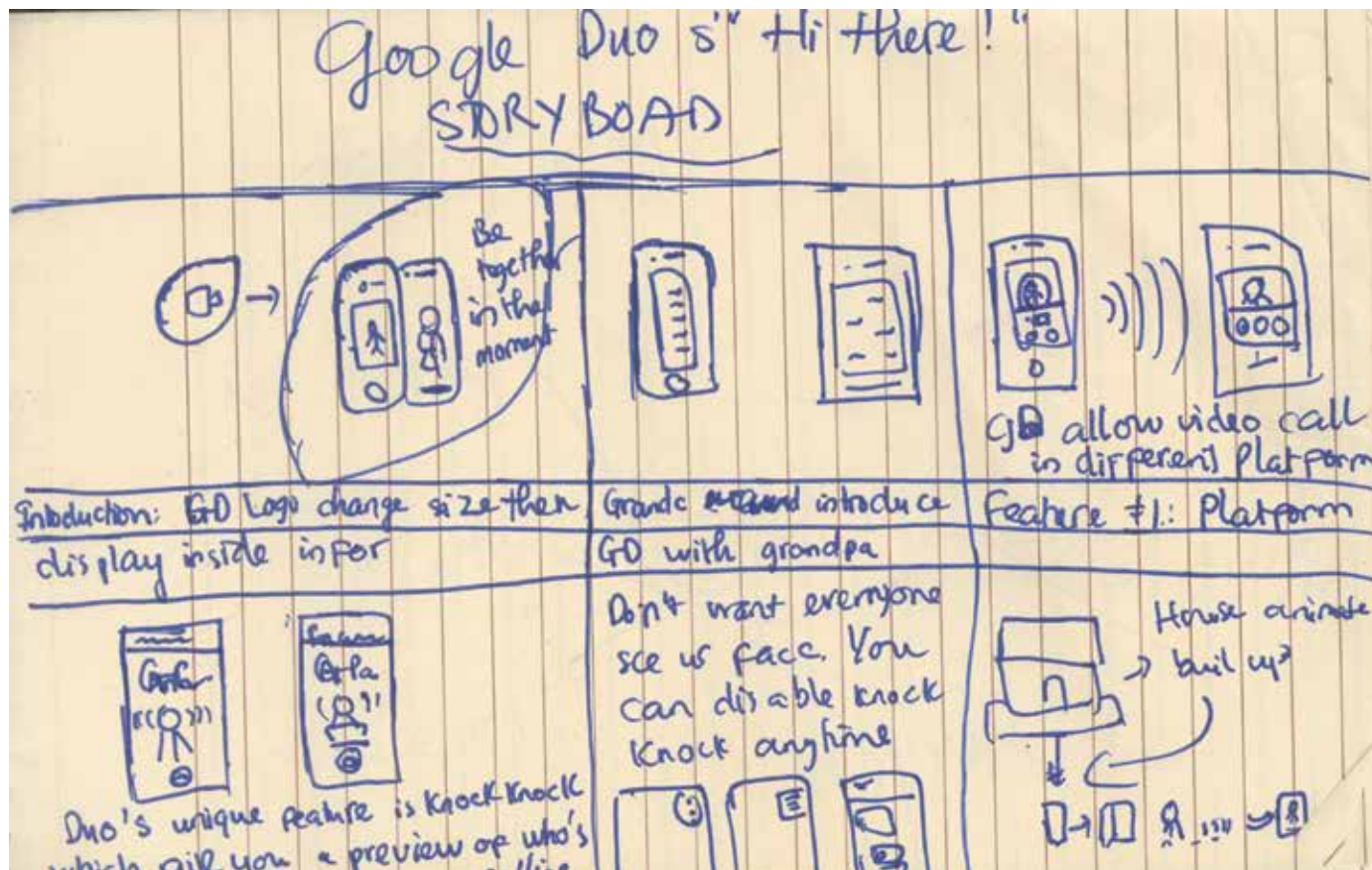


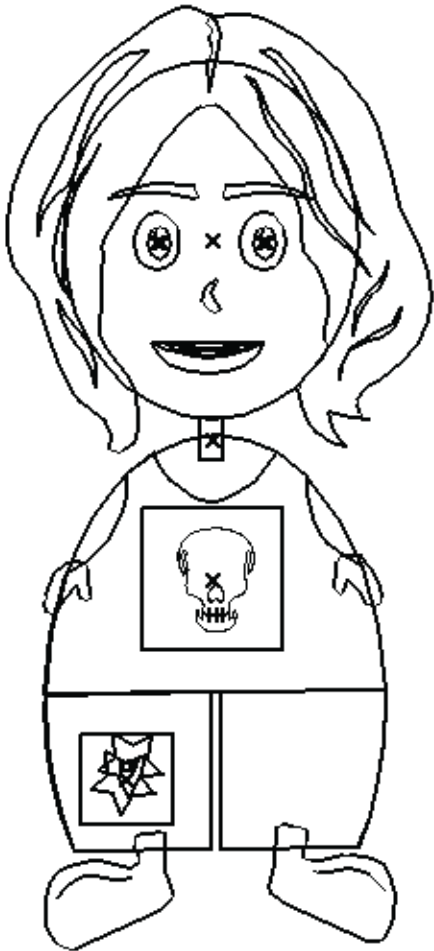
- Introduction

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Google Duo	Face time
Both iOS and Android	Only iOS
1 to 1 video call	1 to 1 video call
interface design simple.	interface design simple
has to be downloaded	into the dealer or iOS device.
Knock Knock feature (see a live video of calling before answer)	Don't have
up to a minute to pickup	half of this
less distract (left corner turn per vself, (to right corner) (to right corner))	tend to look at vself while face time
3 options: mute audio, switch front & back, end call	same.

STORYBOARD





GRANDCHILD

CHARACTERS OUTLINE



GRANDPA



GRANDCHILD

CHARACTERS



GRANDPA



COMPONENTS

