

"w/ writing w/ data"

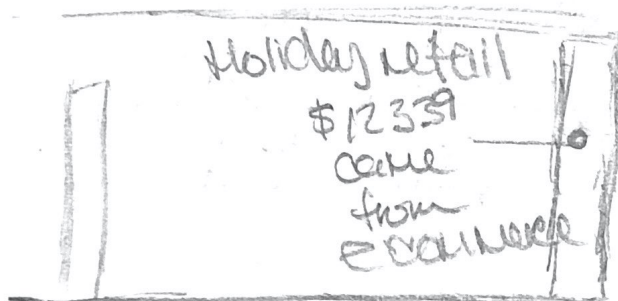
Shop T.I. YouShop

"All I want for
Christmas" Feet walking

Narrative lead

- Black Friday + Cyber Monday
- Physical vs digital

11



2000

loading 2018
animation

emulating

5:00 a.m.

to

8:00 a.m.

} Animated Most Shoppers
wake up.

alarm clock style

The takeover of digital

41% of
Black Friday
shoppers
planned to
visit 3+ stores

①

49%

don't plan
to go to
shop at any
physical stores

Amount of Cyber Monday
shoppers in the U.S.



Sandberg

In 2005, ...



2011, ...

lots
of
text

The Morning After (Returns & buyers remorse)

_____ } copy

Impulse purchases



34%
Clothes



34%
Tech



23%
cosmetics

↑ maybe anime
or 8-bit these?

_____ } copy



2016

Returns

2017

2018



2019

_____ } copy

360° panorama