**IDOCUMENT TERMINOLOGYI**

KEY:

Text highlighted in yellow are changes made from the original copy doc

Pink text are changes made based on learnings from UT#2

**SEGMENT**

What we call thedifferent steps of the [Miro board](https://miro.com/app/board/o9J_l0FF93E=/)’s user journeys.

**PHASE**

Since our experience doesn’t just live on one screen in one way, calling something a frame like you would in a storyboard doesn’t work. So, when we talk about the outputs—the graphics (headlines/visuals), VO, SFX, etc.—that we’d like to happen simultaneously, or in rapid succession, we call them phases. For dev purposes, each phase in a segment would be a different wireframe.

**SCREEN**

How we break down the different frames of an animation.

**SCP**

This acronym stands for “Semi-Circle Projection”. It represents the projections that will live on the semi-circle scrims based on which way the batter stands. We use it as a descriptor before language like “headline” and “visual” to let you know where in the experience we think the elements should live.

**RP**

This acronym stands for “Rear Projection”. If it becomes possible, it represents the projections we think would work best on the rear scrim. We use it as a descriptor before language like “headline” and “visual” to let you know where in the experience we think the elements should live.

**IBBP**

This acronym stands for “Instructional Batter’s Box Projection”. It represents the projections that will be on the floor opposite to the batter. They are there to guide the user on how to use the interactive markings on the ABBP. We use it as a descriptor before language like “headline” and “visual” to let you know how we think the elements should live.

**ABBP**

This acronym stands for “Active Batter’s Box Projection”. It represents the projections that will be on the floor of the batter’s box the user is actually standing within. There is an expectation that the projections here will have the ability to be interactive in some way.

**ELED**

This acronym stands for “Exterior LED”. It represents the actions we’d like the lights outside the cage to take to highlight certain moments of the experience.

**IIN-CAGE EXPERIENCE COPYI**

**0.0 PERSISTENT ABBP ELEMENTS**

*FUNCTIONALITY NOTES: These would be persistent actions in the batter’s box despite the segment the user is currently in.*

**0.0.1**

**BUTTON 1A: IF THE USER WANT TO PAUSE THE CURRENT SEGMENT**

*FUNCTIONALITY NOTES*: Once the user taps the pause button, it will turn into a play icon.

[ABBP ICON]

။

[RP+SCP VISUAL]

An umpire-like form that is a different color from the optimal form (i.e., teammate) or pitcher will appear as an overlay. It will be holding their two hands up over their heads to signal a pause of game.

[RP+SCP HEADLINE]

Timeout

**BUTTON 1B: RESTARTING THE CURRENT SEGMENT AFTER PAUSING IT**

FUNCTIONALITY NOTES: Once the user taps the play button, the button will revert into being a pause button, again. The paused umpire on screen will re-animate and use the play ball umpire signal. Then, the overlay will disappear—allowing the user will pick back up with where they left off.

[ABBP ICON]

▶

[RP+SCP VISUAL]

Overlay of the umpire-like form bringing a pointed finger from over their head down to pointing straight ahead and signal the game has resumed.

[RP+SCP HEADLINE]

Play Ball

**1.0 ORIENTATION/GREETING SEGMENT**

[SEGMENT NOTE]:

*When kids step into the cage for the first time, they’ll be guided through how to use the cage by on-screen instructions and V/O.*

**1.0.1 ORIENTATION**

**PHASE 1**

[SCP + RP HEADLINE 1]

Welcome to The Batting Lab!

[SCP + RP HEADLINE 2]

Good to have you on the team, {PLAYER’S FIRST NAME}.

[VO]

Welcome to The Batting Lab! Good to have you on the team.

{SCP + RP VISUAL}

The user’s personalized icon

[SFX]

Crowd Cheers

**PHASE 2**

[SCP + RP HEADLINE 1]

Get coached on how to improve your swing.

[VO]

Over the next twelve sessions the data will coach you on how to improve your swing.

[SCP + RP VISUAL]

We see the numbers cycle through from the rear projector to the semi-circle ones. Then, the headline appears.

**PHASE 3**

[SCP + RP HEADLINE]

The cage will tell you what to do and what to tap.

[SCP + RP HEADLINE 1]

The buttons in the corner of your batter’s box will guide you through this session.

[SCP + RP HEADLINE 2]

The batter’s box across from you will tell you when to tap.

[VO]

The cage will tell you what to do and what to tap. The buttons in the corner of your batter’s box will move you through this session. Keep an eye on the batter’s box across from you. It will tell you when to tap. Give it a try.

[SCP + RP VISUAL]

The optimal form demonstrating how to tap it with the bat. When “…what to do…” is said, a foam finger icon points to the baseball icon from the ABBP. Then, when “go ahead…” is said, the IBBP and ABBP content appears.

[IBBP HEADLINE]

Give it a tap

[IBBP SUBHEAD]

Tap “⚾” to start your session

<ABBP TAP-ACTIVATED BUTTON>

⚾

[ELED]

Lights will pulse and illuminate above the batter’s box.

**PHASE 4**

[SCP + RP HEADLINE 1]

Sensors will collect data as you swing

[SCP + RP HEADLINE 2]

Then, toss that hard-hitting data back to you

[VO]

To tell you what to do, our sensors will collect data as you swing. Analyzing your movements in real-time using SAS’ predictive analytics. Then, toss that hard-hitting data back to you, right here, as suggestions to improve your swing.

[SCP + RP VISUAL]

When the VO says, “Analyzing your…”, we’ll see the optimal form appear with the hot spots beep-booping all over it. When the VO says, “…data back to you…”, a sample of our optimal form with a feedback suggestion next to it will appear on the SCP.

[ELED]

The exterior lights will pulse and illuminate the area where the cage’s sensors are. Then, when the VO says “right here” we illuminate the SCP.

**PHASE 5**

[SCP + RP HEADLINE 1]

Stumped?

[SCP + RP HEADLINE 2]

Follow your teammate.

[VO]

If you’re ever stumped along the way, just follow your teammate’s example.

[SCP + RP VISUAL]

The optimal form gives a head nod before assuming the perfect batter’s stance.

**PHASE 6**

[SCP + RP HEADLINE 1]

Stance

[SCP + RP HEADLINE 2]

Load

[SCP + RP HEADLINE 3]

Stride

[SCP + RP HEADLINE 4]

Attack

[SCP + RP HEADLINE 5]

Contact

[SCP + RP HEADLINE 6]

Follow Through

[VO]

They’ll be here to help as you explore the six segments of a batter’s swing. And, add to your data toolkit by learning what questions to ask and how to find the answers.

[SCP + RP VISUAL]

We’ll then transition to a closeup of each of the six swing segments with a super that fades in word by word to address that part of the optimal form as it executes them and corresponding hot spots to go with it. The hotspots will turn into points on a scatter plot, replacing the optimal form.

**PHASE 7**

[SCP + RP HEADLINE]

Understand the data-filled world around you

[VO]

Because The Batting Lab isn’t just about charts, angles, and figures. It’s about learning how to understand the data-filled world around you. So, you can be confident in your decisions at bat. At home. Or even at the zoo.

[SCP + RP VISUAL]

We’ll zoom in on the scatter plot to reveal that the points is a globe at “…world around you.” The rest of the points disappear. A baseball bat comes in to smack the globe, making it into a ball that flies across all three screens.

[SFX]

Stomp, stomp clap. Stomp, stomp, clap. (Think intro to Queen’s song, “We Will Rock You”)

**PHASE 8**

[SCP + RP HEADLINE]

We can coach you through.

[VO]

That’s data confidence. And we’re confident we can coach you through.

[SFX]

Crowd Cheers

[IBBP HEADLINE]

Let’s Get Warmed Up

[IBBP SUBHEAD]

Tap “🔥” to begin

<ABBP TAP-ACTIVATED BUTTON>

🔥

[ELED]

The lights pulse on the beat of SFX 1.

**1.1 WARM-UP SEGMENT**

[SEGMENT NOTE]

*To help guide the kids through their warmup, we’d like for there to be some type of animation on the screens.*

**1.1.1 WARM-UP SEGMENT**

**PHASE 1**

[RP HEADLINE]

Time to loosen up

[VO]

Time to loosen up. Five minutes to warm up those arm, leg, and brain muscles.

[SCP VISUAL]

Intro animation with optimal form preparing for exercises

[RP + SCP VISUAL]

Countdown timer appears

**PHASE 2**

[RP HEADLINE]

Time to loosen up

[SCP HEADLINE]

Complete this order twice.

[RP + SCP VISUAL]

Countdown timer persists.

[SCP SUBHEAD 1]

10 Jumping Jacks

[SCP SUBHEAD 2]

5 Pushups

[VO]

You can do your push-ups on your knees if it’s easier.

[SCP VISUAL]

Simultaneous animated demonstrations of our optimal form doing jumping jacks and push-ups.

[SFX]

At :05 a soft blip sound will begin until the section ends.

[IBBP HEADLINE]

Let’s Get Warmed Up

[IBBP SUBHEAD]

Tap “🔥” to start your stretches

<ABBP TAP-ACTIVATED BUTTON>

🔥

**PHASE 3**

[RP HEADLINE]

Time to loosen up

[SCP HEADLINE]

Complete these exercises once.

[RP + SCP VISUAL]

Countdown timer persists

[SCP SUBHEAD 1]

10 Forward Arm Circles

[SCP SUBHEAD 2]

10 Backward Arm Circles

[SCP SUBHEAD 3]

5 Hug Stretches

[SCP SUBHEAD 4]

5 Waiter Stretches

[SCP SUBHEAD 5]

Bongo Stretch

[SCP VISUAL]

Simultaneous animated demonstrations of our optimal form doing the stretches from this video: <https://drive.google.com/file/d/1UAAOb5EoVU39gfXipakoMKs6larfm6lw/view>

[SFX]

At :05 a soft blip sound will begin until the section ends.

[IBBP HEADLINE]

Let’s Get Warmed Up

[IBBP SUBHEAD]

Tap “🔥” to continue stretching

<ABBP TAP-ACTIVATED BUTTON>

🔥

**PHASE 4**

[RP HEADLINE]

Time to loosen up

[SCP HEADLINE]

Complete these exercises once.

[RP + SCP VISUAL]

Countdown timer persists

[SCP SUBHEAD 1]

3X Right arm across your chest

3X Left arm across your chest

[SCP SUBHEAD 2]

3X Alternating Tricep Stretches

Start with your right arm. Then, move to your left.

[SCP SUBHEAD 3]

Pull Right Hand Back

Push Right Hand Down

[SCP SUBHEAD 4]

Pull Left Hand Back

Push Left Hand Down

[SCP SUBHEAD 5]

Roll Both Wrists

[SCP VISUAL]

Simultaneous animated demonstrations of our optimal form doing the stretches from this video: <https://drive.google.com/file/d/1UAAOb5EoVU39gfXipakoMKs6larfm6lw/view>

[SFX]

At :05 a soft blip sound will begin until the section ends.

[IBBP HEADLINE]

All done

[IBBP SUBHEAD]

Tap “✅” to complete your warm-up

<ABBP TAP-ACTIVATED BUTTON>

✅

**CAGE VO FOR TIME CHECKS**

[IF THE STUDENT ISN’T FINISHED AND HAS TWO-MINUTES LEFT]

VO: It’s the bottom of the warm-up, only two minutes left.

[IF THE STUDENT ISN’T FINISHED AND HAS ONE-MINUTE LEFT]

VO: One minute left in the warm-up. Then, the real work begins.

[IF THE STUDENT ISN’T FINISHED AND HAS 10-SECONDS LEFT]

VO: Almost done. 10, 9, 8, 7, 6, 5, 4, 3, 2, 1.

**1.2 INITIAL SWINGS**

[SEGMENT NOTE]

*To help guide the kids through their initial swings, we imagine visuals on-screen that demonstrate how they’re supposed to put the ball on the tee, where they’re supposed to stand, etc.*

**1.2.1 INITIAL SWINGS**

**PHASE 1**

[SCP HEADLINE]

Step up to the plate!

[VO]

Step up to the plate! The goal of every swing is a line drive. So, hit the ball hard.

[SCP VISUAL]

Animated graphic showing the optimal taking a swing off the tee.

[SFX]

“Charge” baseball stadium organ theme starts playing.

(SONG REFERENCE: <https://youtu.be/vb19d08Lnec>)

**PHASE 2**

[SCP HEADLINE]

Place the middle of the ball on the tee with the parallel vertical seams pointing towards the catcher’s position.

[SCP VISUAL]

Animated graphic showing how to place the ball on the tee.

**PHASE 3**

[SCP HEADLINE 1]

Stand with your feet shoulder-width apart.

[SCP HEADLINE 2]

Align your front foot with the tee when you stride.

[SCP VISUAL]

Animated graphic showing how to align their foot with the static tee.

[IBBP HEADLINE]

Line it up

[IBBP SUBHEAD]

Follow the markings in your Batter’s Box

[ABBP HEADLINE 1]

Front Foot

[ABBP VISUAL 1]

Marking or icon that denotes where players should place their front foot.

**PHASE 4**

[SCP HEADLINE]

Swing away!

[SCP VISUAL]

We have six baseballs appear on-screen. Each time the player takes a hit, one of them grays out.

<PLAYER TAKES THEIR SIX HITS>

[RP HEADLINE]

Collecting Swing Data

[RP VISUAL]

Some type of graphic that denotes loading or processing

[IBBP HEADLINE]

Six Hits

[IBBP SUBHEAD]

Place a new ball on the tee after every hit

[ELED]

Once the batter starts swinging, the light strip that follows their swing’s plane will become activated. So, every time a player swings and makes contact with the ball, a flash of light will travel along it mimicking the swing.

**PHASE 5**

[RP HEADLINE]

Sending Swing Data

[RP VISUALS]

Some type of graphic that denotes loading or data being sent somewhere

[SCP VISUAL]

Slow motion video from one of the initial swings

[VO]

Nice! Way to stay loose. We’re sending your swings off to be analyzed now. This is how we’ll know what changes to suggest to improve your swing.

[SFX]

Crowds Cheering

**1.3** **HITTING 101**

[SEGMENT NOTE]

*Before we get into the lesson segment, let’s kick off the day’s practice with an animation that explains what and why we’re going back to basics. Since this is the foundation of the swing, and the first session, we feel like it’d be good to include it. But it won’t be in subsequent sessions.*

**1.3.1 HITTING 101 ANIMATION**

**PHASE 1**

[SCP + RP HEADLINE]

Hitting 101

[VO]

Today is your first time in the lab. So, we’re starting this session with the basics.

**PHASE 2**

[SCP HEADLINE 1]

Hands

[SCP HEADLINE 2]

Stance

[SCP HEADLINE 3]

Load

[SCP VISUAL]

An optimal form in the perfect batter’s stance. As the VO reads, we see the different parts of the stance highlight and come to life to emphasize the point. The headlines would appear when we address that part of the form.

[VO]

We’ll cover how to hold the bat in your hands. How to stand when you step into the batter’s box, which is your stance. And the first movement as you prepare to swing called the Load. Let’s start with hands.Because holding the bat properly will allow you to swing properly.

[IBBP HEADLINE]

Play Ball

[IBBP SUBHEAD]

Tap “⚾” to start your lesson

<ABBP TAP-ACTIVATED BUTTON>

⚾

**1.4** **HANDS**

**1.4.1 HANDS – LESSON INTRODUCTION**

**PHASE 1**

[SCP HEADLINE]

Hitting 101 Hands

[SCP SUBHEAD]

Available Better Batting Badges

[SCP SUBHEAD VISUAL]

Uncompleted “Good Knuckle Alignment” Better Batting Badge

[VO]

Throughout the program, you’ll have a chance to earn badges to track your improvement in baseball and data literacy. At the end of every session, you’ll get to see how many you earned. This Better Batting Badge will be your first chance. You’ll earn it if you prove to have “Good Knuckle Alignment” at the end of this practice.

**PHASE 2**

[SCP HEADLINE 1]

Hold your bat straight up.

[SCP VISUAL 1]

Close-up of the optimal form’s hands holding the bat straight up.

[SCP HEADLINE 2]

Line up your door-knocking knuckles in a straight line.

[SCP VISUAL 2]

Close-up of the optimal form’s hands animating to lining up their knuckles.

[SCP HEADLINE 3]

Your door-knocking knuckles are located roughly in the middle of your fingers.

[SCP VISUAL 3]

Close-up of the optimal form’s hands animating to line up their knuckles with a call out to which ones are the door-knocking knuckles.

[SCP HEADLINE 4]

Turn your hands slightly if it feels uncomfortable.

[SCP VISUAL 4]

Close-up of the optimal form’s hands animating to re-align their knuckles halfway between the door-knocking knuckles and the punching knuckles of the bottom hand.

[IBBP HEADLINE]

Play Ball

[IBBP SUBHEAD]

Tap “⚾” to continue your lesson

<ABBP TAP-ACTIVATED BUTTON>

⚾

**1.5** **STANCE - WEIGHT DISTRIBUTION**

**1.5.1 STANCE - WEIGHT DISTRIBUTION – LESSON INTRODUCTION**

**PHASE 1**

[SCP HEADLINE 1]

Hitting 101 Weight Distribution

[SCP SUBHEAD 1]

Available Better Batting Badges

[SCP VISUAL 1]

Uncompleted “Even Weight Distribution” Better Batting Badge

[VO]

Let’s look at your stance’s weight distribution.

[SCP HEADLINE 2]

Bring your feet shoulder-width apart and point them toward home plate.

[SCP VISUAL 2]

Close-up of the optimal form’s feet stepping into the batter’s box. The animated feet move apart with an arrow in-between them clarifying what we mean. Then, the feet rotate to be parallel with straight lines denoting what we mean.

[SCP HEADLINE 3]

Split your weight equally between them.

[SCP VISUAL 3]

Close-up of the optimal form’s feet adjusting its weight distribution equally between the front and back foot. We see a “50” appear by the front foot and a “50” appear by the back one.

**1.5.2 STANCE - WEIGHT DISTRIBUTION – PRACTICE**

**PHASE 1**

<PLAYER DISTRIBUTES WEIGHT AS INSTRUCTED>

[SCP HEADLINE]

Follow the instructions in the batter’s box to get a feel of a 50/50 stance.

[VO]

Look down and follow the instructions in the batter’s box to get a feel of a 50/50 stance.

[BBP VISUAL]

Weight sensor heat map.

**PHASE 2**

[VO]

This sensor checks to make sure your weight is evenly split. We’ll use it to help you improve your stance. And, ultimately, your swing.

[SCP VISUAL]

Close-up of the optimal form’s feet adjusting its weight distribution between the front and back foot and the heel and toe as the headlines change.

[BBP HEADLINE 1]

Shift your weight to your back foot

[BBP HEADLINE 2]

Shift your weight to your front foot

[BBP HEADLINE 3]

Back to the middle

[BBP HEADLINE 4]

Move your weight onto the balls of your feet

[BBP HEADLINE 5]

Move your weight onto your heels

[BBP HEADLINE 6]

Center yourself 50/50 and heel to toe

[BBP VISUAL]

Weight sensor heat map.

<PLAYER DISTRIBUTES WEIGHT AS INSTRUCTED>

**1.5.3 STANCE - WEIGHT DISTRIBUTION – COMPLETION/PROFICIENCY**

[SCP HEADLINE]

Way to stay centered!

[VO]

Way to stay centered!

[IBBP HEADLINE]

Play Ball

[IBBP SUBHEAD]

Tap “⚾” to continue your lesson

<ABBP TAP-ACTIVATED BUTTON>

⚾

**1.6** **STANCE – BODY AND ARMS**

**1.6.1 STANCE - BODY AND ARMS – LESSON INTRODUCTION**

**PHASE 1**

[SCP HEADLINE]

Hitting 101 Stance

[SCP SUBHEAD]

Available Better Batting Badges

[SCP SUBHEAD VISUAL]

Uncompleted “Parallel Feet” Better Batting Badge

[VO]

Let’s look at your stance’s form.

**PHASE 2**

[SCP VISUAL]

The optimal form stands up straight to wave “hello” to the batter. Then returns to its perfect stance.

[VO]

This player has the ideal stance and swing. We’ll compare your swing and stance to their ideal one to help you find yours.

**1.6.2 STANCE - BODY AND ARMS – PRACTICE**

**PHASE 1**

<PLAYER FOLLOWS INSTRUCTION TO MATCH THEIR STANCE WITH THE OPTIMAL FORM>

[SCP HEADLINE 1]

Bend your knees slightly.

[SCP VISUAL 1]

The optimal form slightly bends their knees.

[SCP HEADLINE 2]

Rest the bat on your back shoulder with relaxed arms.

[SCP VISUAL 2]

The optimal form rests the bat on their back shoulder.

[SCP HEADLINE 3]

Lift the bat a couple inches above your back shoulder.

[SCP VISUAL 3]

The optimal form lifts the bat a couple of inches above their back shoulder.

[SCP HEADLINE 4]

Look at the pitcher.

[SCP VISUAL 4]

The optimal form turns its head. Then, starts moving its arms and bat slightly.

[RP VISUAL]

A different colored optimal form as a pitcher at the opposite end of the cage.

**1.6.3 STANCE - BODY AND ARMS – COMPLETION/PROFICIENCY**

[SCP HEADLINE]

Nice work! Let’s start hitting some balls.

[VO]

Nice work!

[SFX]

Sound that cues achievement of action.

(EXAMPLE SOUND: <https://freesound.org/people/ammaro/sounds/573381/>)

[ELED]

Both exterior LED light strips replace the current color with a green light by sending a flash of light along them, like they’re being filled in with the new color. Ideally, this would match the pacing of the SFX. Once filled in with green, the cage lights will flash twice before returning to the batter’s chosen color.

If the batter chooses green as their main color, this sequence will take place with blue.

[IBBP HEADLINE]

Play Ball

[IBBP SUBHEAD]

Tap “⚾” to continue your lesson

<ABBP TAP-ACTIVATED BUTTON>

⚾

**1.7** **LOAD**

**1.7.1 LOAD - LESSON INTRODUCTION**

**PHASE 1**

[PHASE NOTE]

*The badges build in one at a time to help with the pacing of the VO. The third badge should come in when the VO says, “shifting your weight to your back foot.”*

[SCP HEADLINE 1]

Today’s Lesson Load

[SCP SUBHEAD]

Available Better Batting Badges

[SCP SUBHEAD VISUALS]

Uncompleted “Hands Above Back Foot” Better Batting Badge

Uncompleted “Rear Elbow + Shoulder Even” Better Batting Badge

Uncompleted “70/30 Weight Shift” Better Batting Badge

[VO]

There are many different things that help improve your load. But, one of the best signs of a good stance and load is how well you store your power by shifting your weight to your back foot. Because, when you swing, the power is released—allowing you to hit the ball harder and increase your exit velocity.

**PHASE 2**

[PHASE NOTE]

*The letters of the SCP Subhead 1 animate and to turn it into the SCP Subhead 2.*

[SCP HEADLINE]

Today We’ll Track

[SCP SUBHEAD 1]

Your weight distribution during your load

[SCP SUBHEAD 2]

How often do you put 70%-100% of your weight on your back foot during load?

[VO]

So, for our final lesson of the day, we’re exploring all the different ways you can improve your load. And, tracking your weight distribution to see how often you put between 70 and 100 of your weight on your back foot during your load. Or, to turn that into the type of question you can use data to solve, a statistical question: How often do you put 70%-100% of your weight on your back foot during load? This will help us determine your max exit velocity.

**PHASE 3**

[SCP HEADLINE 1]

How to Maximize Your Load

[SCP HEADLINE 2]

Twist

[VO]

You begin your load while the pitcher is winding up. When you load, you store energy that can be let loose when you swing.

[SCP VISUAL]

The optimal form demonstrates the wind up for the batter.

[RP VISUAL]

At the other end of the cage, we see a pitcher has started the windup

**PHASE 4**

[SCP HEADLINE 1]

Shift your weight to your back foot.

[SCP HEADLINE 2]

Keep your hands back and your back elbow level with your shoulder.

[SCP HEADLINE 3]

Angle your bat behind you.

[VO]

Shift your weight back. Your front foot may come off the ground, move back slightly, or simply just lift its heel. All options work. As you shift your weight, move your hands back so they are directly above your back foot. Keep your back elbow level with your shoulder. Keep your front elbow close to your chest and bent about 90 degrees. Like the corner of a pizza box. Then, angle your bat behind you about 45 degrees. Like a slice of pizza inside that pizza box.

[SCP VISUALS]

As the VO describes the action, the optimal form will demonstrate it. The form will shift its weight to 60/40 with numbers appearing by each foot. Then, the 70/30 split with numbers, again. During the front foot description, we’ll see the form adjust its foot with the VO.

When the VO discusses the hand, the optimal form moves hands back and a vertically straight line appears between the rear foot and the hands. That line disappears and another set of lines appears that shows what the front arm should be doing at 90-degrees. Finally, the optimal form angles its bat and a slice of pizza icon appears.

**1.7.2 LOAD – SWINGS ROUND 1**

**PHASE 1**

[SCP HEADLINE 1]

Now, let’s put it all together.

[SCP HEADLINE 2]

Take another five hits off the tee.

[VO]

Now, let’s put it all together. Take another five hits off the tee. Remember to keep your weight balanced, your eyes on the pitcher, and hit the ball as hard as you can.

[RP VISUAL]

A different colored optimal form as a pitcher at the opposite end of the cage.

[SCP VISUAL]

Animated graphic showing how to place the ball on the tee.

[IBBP HEADLINE]

Line it up

[IBBP SUBHEAD]

Follow the markings in your Batter’s Box

[ABBP HEADLINE 1]

Front Foot

[ABBP VISUAL 1]

Marking or icon that denotes where players should place their front foot.

**PHASE 2**

<PLAYER TAKE 5 HITS OFF A TEE>

[SFX]

Motivational cheers

[RP VISUAL]

A different colored optimal form as a pitcher at the opposite end of the cage.

[SCP HEADLINE]

Collecting Swing Data

[SCP VISUAL]

We have five baseballs appear on-screen. Each time the player takes a hit, one of them grays out.

[ELED]

Once the batter starts swinging, the light strip that follows their swing’s plane will become activated. So, every time a player swings and makes contact with the ball, a flash of light will travel along it mimicking the swing.

**1.7.3 LOAD - FEEDBACK**

**PHASE 1 – IDENTIFY**

[PHASE NOTE]

*Feedback will consist of no more than two cues or items of instruction. We will use the optimal form to indicate the parts of the body that are affecting their load. We’ll place the adjustment suggestions from the flaws matrix near the hot spots.*

[SCP HEADLINE]

The data is telling us something.

[SCP SUBHEAD]

Based on your data analysis, here are the top two adjustment areas for your load.

[SCP VISUAL]

We’ll highlight all the areas we measured. Then, we’ll start highlighting them in a random sequence like the machine is thinking, before we land on the top two areas we plan on calling out.

[SFX]

Beep, boop. (EXAMPLE SOUNDS: <https://freesound.org/people/plasterbrain/sounds/395503/> , <https://freesound.org/people/SerAaron/sounds/182546/> , and the first part of <https://freesound.org/people/RICHERlandTV/sounds/265775/>)

**PHASE 2A – INTERPRET**

[PHASE NOTE]

*We’ll place hotspots near the adjustment areas on the optimal form. Then, add the “adjustment needed” notations from the flaws matrix near the hot spots.* (<https://docs.google.com/spreadsheets/d/1uCE_Yrcct5u9-6QD5pwKPuPg_GadiG54bJldKpI0UOw/edit#gid=0>)

[SCP VISUAL: *IF THE BATTER'S FLAW IS WEIGHT DISTRIBUTION*]

A hot spot appears near the optimal form’s feet.

[SCP VISUAL: *IF THE BATTER'S FLAW IS TIMING*]

A hot spot appears near the optimal form’s back leg.

[SCP VISUAL: *IF THE BATTER'S FLAW IS HANDS*]

A hot spot appears near the optimal form’s hands.

[SCP VISUAL: *IF THE BATTER'S FLAW IS THE HANDS ARE TOO FAR BACK, SO FRONT ELBOW IS STRAIGHT*]

A hot spot appears near the optimal form’s hands.

[SCP VISUAL: *IF THE BATTER'S FLAW IS REAR ELBOW*]

A hot spot appears near the optimal form’s rear elbow.

[SCP VISUAL: *IF THE BATTER'S FLAW IS TILTING THE BODY BACK TOWARDS CATCHER DURING LOAD*]

A hot spot appears on the optimal form’s torso.

[SCP VISUAL: *IF THE BATTER'S FLAW IS FRONT ELBOW*]

A hot spot appears near the optimal form’s front elbow.

[SCP SUBHEAD 1]

{PULL FROM THE FLAWS MESSAGING MATRIX “ADJUSTMENT NEEDED” COLUMN}

[SCP SUBHEAD 2]

{PULL FROM THE FLAWS MESSAGING MATRIX “ADJUSTMENT NEEDED” COLUMN}

**PHASE 2B – INTERPRET**

[PHASE NOTE]

*Underneath the “adjustment needed” notations. Place the corresponding “coaching” copy from the flaws matrix.* (<https://docs.google.com/spreadsheets/d/1uCE_Yrcct5u9-6QD5pwKPuPg_GadiG54bJldKpI0UOw/edit#gid=0>)

[SCP VISUAL: *IF THE BATTER'S FLAW IS WEIGHT DISTRIBUTION*]

A hot spot appears near the optimal form’s feet.

[VISUAL: *IF THE BATTER'S FLAW IS TIMING*]

A hot spot appears near the optimal form’s back leg.

[SCP VISUAL: *IF THE BATTER'S FLAW IS HANDS*]

A hot spot appears near the optimal form’s hands.

[SCP VISUAL: *IF THE BATTER'S FLAW IS THE HANDS ARE TOO FAR BACK, SO FRONT ELBOW IS STRAIGHT*]

A hot spot appears near the optimal form’s hands.

[SCP VISUAL: *IF THE BATTER'S FLAW IS REAR ELBOW*]

A hot spot appears near the optimal form’s rear elbow.

SCP

[SCP VISUAL: *IF THE BATTER'S FLAW IS TILTING THE BODY BACK TOWARDS CATCHER DURING LOAD*]

A hot spot appears on the optimal form’s torso.

[SCP VISUAL: *IF THE BATTER'S FLAW IS FRONT ELBOW*]

A hot spot appears near the optimal form’s front elbow.

[SCP SUBHEAD 1]

{PULL FROM THE FLAWS MESSAGING MATRIX “ADJUSTMENT NEEDED” COLUMN}

[SCP BODY 1]

{PULL FROM THE FLAWS MESSAGING MATRIX “COACHING” COLUMN}

[SCP SUBHEAD 2]

{PULL FROM THE FLAWS MESSAGING MATRIX “ADJUSTMENT NEEDED” COLUMN}

[SCP BODY 2]

{PULL FROM THE FLAWS MESSAGING MATRIX “COACHING” COLUMN}

[IBBP HEADLINE]

Play Ball

[IBBP SUBHEAD]

Tap “⚾” to continue your lesson

<ABBP TAP-ACTIVATED BUTTON>

⚾

**1.7.4 LOAD – ADDITIONAL SWINGS**

[PHASE NOTE]

*Depending on time and player proficiency, we can continue with one or two additional rounds of swings and feedback.*

**PHASE 1**

[SCP HEADLINE 1: *IF MORE THAN ONE ADJUSTMENT NEEDED*]

You’re getting there! Now, let’s make the adjustments.

[SCP HEADLINE 1: *IF ONLY ONE ADJUSTMENT NEEDED*]

You’re getting there! Now, let’s make the adjustment.

[SCP HEADLINE 2]

Take another five hits off the tee.

[VO]

You’re getting there! Now, let’s make the adjustments. Take another five hits off the tee. Remember to keep your weight balanced, your eyes on the pitcher, and to hit the ball as hard as you can. Focus on your stance and load.

[RP VISUAL]

A different colored optimal form as a pitcher at the opposite end of the cage.

[SCP VISUAL]

Animated graphic showing how to place the ball on the tee.

[IBBP HEADLINE]

Line it up

[IBBP SUBHEAD]

Follow the markings in your Batter’s Box

[ABBP HEADLINE 1]

Front Foot

[ABBP VISUAL 1]

Marking or icon that denotes where players should place their front foot.

**PHASE 2**

<PLAYER TAKE 5 HITS OFF A TEE>

[SFX]

Motivational cheers

[RP VISUAL]

A different colored optimal form as a pitcher at the opposite end of the cage.

[SCP HEADLINE]

Collecting Swing Data

[SCP VISUAL]

We have five baseballs appear on-screen. Each time the player takes a hit, one of them grays out.

[ELED]

Once the batter starts swinging, the light strip that follows their swing’s plane will become activated. So, every time a player swings and makes contact with the ball, a flash of light will travel along it mimicking the swing.

**1.7.5 LOAD – ADDITIONAL FEEDBACK**

**PHASE 1 – RECAP**

[SCP HEADLINE]

Nice! Let’s keep working on those adjustments.

**PHASE 2 - IDENTIFY**

[PHASE NOTE]

*We will use the optimal form from “Load – Feedback – Phase 2” to indicate the parts of the body that are affecting their load.*

[SCP HEADLINE]

Let’s see what else your data can help you improve.

[SCP VISUAL]

We’ll highlight all the areas we measured. Then, we’ll start highlighting them in a random sequence like the machine is thinking, before we land on the top two areas we plan on calling out. We’ll keep the previous hot spots from the first round of feedback on the form but grayed out. If the user receives the same piece of feedback again, that particular one will not be grayed out.

[SFX]

Beep, boop. (EXAMPLE SOUNDS: <https://freesound.org/people/plasterbrain/sounds/395503/> , <https://freesound.org/people/SerAaron/sounds/182546/> , and the first part of <https://freesound.org/people/RICHERlandTV/sounds/265775/>)

**PHASE 3A – INTERPRET**

[PHASE NOTE]

*We’ll place different colored hot spots near the new adjustment areas on the optimal form. But we’ll keep the previous ones marked to track what we’ve discussed. Then, we’ll add the “adjustment needed” notations from the flaws matrix near the new hot spots.* (<https://docs.google.com/spreadsheets/d/1uCE_Yrcct5u9-6QD5pwKPuPg_GadiG54bJldKpI0UOw/edit#gid=0>)

[SCP HEADLINE]

Based on your data analysis, here are another two adjustment areas for your load.

[SCP SUBHEAD 1]

{PULL FROM THE FLAWS MESSAGING MATRIX “ADJUSTMENT NEEDED” COLUMN}

[SCP SUBHEAD 2]

{PULL FROM THE FLAWS MESSAGING MATRIX “ADJUSTMENT NEEDED” COLUMN}

[SCP VISUAL]

See Load – Feedback – Phase 2A.

**PHASE 3B – INTERPRET**

[PHASE NOTE]

*Similar to the previous feedback phase. This phase is a build. We’ll add the “coaching” copy beneath the “adjustment needed” notations from the flaws matrix.* (<https://docs.google.com/spreadsheets/d/1uCE_Yrcct5u9-6QD5pwKPuPg_GadiG54bJldKpI0UOw/edit#gid=0>)

[SCP SUBHEAD 1]

{PULL FROM THE FLAWS MESSAGING MATRIX “ADJUSTMENT NEEDED” COLUMN}

[SCP BODY 1]

{PULL FROM THE FLAWS MESSAGING MATRIX “COACHING” COLUMN}

[SCP SUBHEAD 2]

{PULL FROM THE FLAWS MESSAGING MATRIX “ADJUSTMENT NEEDED” COLUMN}

[SCP BODY 2]

{PULL FROM THE FLAWS MESSAGING MATRIX “COACHING” COLUMN}

[SCP VISUAL]

See Load – Feedback – Phase 2A.

[IBBP HEADLINE]

Play Ball

[IBBP SUBHEAD]

Tap “⚾” to continue your lesson

<ABBP TAP-ACTIVATED BUTTON>

⚾

**1.7.6 LOAD – COMPLETION/PROFICIENCY**

[SCP HEADLINE]

Great adjustments!

[VO]

Great adjustments to your load. You had solid form.

[SFX]

Sound that cues achievement of action.

(EXAMPLE SOUND: <https://freesound.org/people/ammaro/sounds/573381/>)

[ELED]

Both exterior LED light strips replace the current color with a green light by sending a flash of light along them, like they’re being filled in with the new color. Ideally, this would match the pacing of the SFX. Once filled in with green, the cage lights will flash twice before returning to the batter’s chosen color.

If the batter chooses green as their main color, this sequence will take place with blue.

[IBBP HEADLINE]

Play Ball

[IBBP SUBHEAD]

Tap “⚾” to continue your lesson

<ABBP TAP-ACTIVATED BUTTON>

⚾

**1.8 CONCLUDING SWINGS: TEE**

**1.8.1 CONCLUDING SWINGS: TEE**

**PHASE 1**

[PHASE NOTE]

*The badges and their titles will serve as reminders for the batters before they make their final swings.*

[SCP HEADLINE]

Earn loads of badges.

[SCP SUBHEAD]

Available Better Batting Badges

[SCP VISUAL]

Uncompleted “Good Knuckle Alignment” Hands Better Batting Badge

Uncompleted “Even Weight Distribution” Stance Better Batting Badge

Uncompleted “Parallel Feet” Stance Better Batting Badge

Uncompleted “Hands Above Back Foot” Load Better Batting Badge

Uncompleted “Rear Elbow + Shoulder Even” Load Better Batting Badge

Uncompleted “70/30 Weight Shift” Load Better Batting Badge

[VO]

You can earn loads of Better Batting Badges if you remember the key things to do in your stance and load during your final hits off the tee.

**PHASE 2**

[SCP HEADLINE]

Swing away!

[VO]

It’s the bottom of the lesson and no outs. Swing away! Take your final hits off the tee.

[SFX]

“Charge” baseball stadium organ theme starts playing.

(SONG REFERENCE: <https://youtu.be/vb19d08Lnec>)

[SCP VISUAL]

We have six baseballs appear on-screen. Each time the player takes a hit, one of them grays out.

<PLAYER TAKES THEIR SIX HITS>

[RP+ SCP HEADLINE]

Collecting Swing Data

[RP VISUALS]

Some type of graphic that denotes loading or processing

[ELED]

Once the batter starts swinging, the light strip that follows their swing’s plane will become activated. So, every time a player swings and makes contact with the ball, a flash of light will travel along it mimicking the swing.

**PHASE 3**

[RP HEADLINE]

Sending Swing Data

[RP VISUALS]

Some type of graphic that denotes loading or data being sent somewhere

[SFX]

Crowds Cheering

[ELED]

Lights strobe when crowd cheers.

**1.9 CONCLUDING SWINGS: MACHINE**

[SEGMENT NOTE]

*The program docent will operate the pitching machine.*

**1.9.1 CONCLUDING SWINGS: MACHINE**

**PHASE 1**

[SCP HEADLINE]

Data is not all we’re throwing your way.

[SCP SUBHEAD]

Ready for some real pitches, too?

[VO]

Data is not all we’re throwing your way. Ready for some real pitches, too?

[IBBP HEADLINE]

Bring the Heat

[IBBP SUBHEAD]

Tap “🌡” to hit off the machine.

[IBBP BODY]

If you’d like to skip this part, just wait for the timer to end.

<ABBP TAP-ACTIVATED BUTTON>

🌡

[ABBP VISUAL]

Timer

[VO*: IF THE USER AGREES*]

Please wait while we get you set up for some big hits.

[ELED*: IF THE USER AGREES*]

The cage lights change to a specific color to inform the docent that the user wants to hit off the machine and it’s time to set it up.

[SFX*: IF THE USER AGREES*]

The cage makes a sound to inform the docent that the user wants to hit off the machine and it’s time to set it up.

**PHASE 2**

[SCP HEADLINE 1]

You’re on deck.

[SCP SUBHEAD 1]

An assistant coach is on the way to set up the machine. When they’re ready, they’ll talk you through what to do next.

[SCP HEADLINE 2]

Check out your best hit of the day while you wait.

[VO]

You’re on deck. An assistant coach is on the way to set up the machine. When they’re ready, they’ll talk you through what to do next. While we get set up, check out your best hit of the day in slow motion. Sloooowww…mooottiiiooonnn.

**PHASE 3 – SET-UP TIME**

[SCP HEADLINE]

{BATTER’S FIRST NAME}’s best hit of the day

[SCP VISUALS]

We’ll play a slow motion video of the batter’s best swing back to them while the docent sets up the pitching machine. We’ll play it back three times through to give the docent time.

[SFX]

The cage plays “Take me out to the ball game” twice as the docent sets up to pass the time.

**PHASE 4**

[SCP HEADLINE]

Swing away!

[SCP SUBHEAD]

When the docent tells you, go ahead and swing away. After hitting your ten pitches, tap “❄️” to start your cool down.

[IBBP HEADLINE]

That’s game

[IBBP SUBHEAD]

Tap “❄️” to start your cool down

<ABBP TAP-ACTIVATED BUTTON>

❄️

**OLD COPY: WRONG FORMATTING**

**~~1.10 CONCLUDING ANALYSIS~~**

**~~1.10.1 CONCLUDING ANALYSIS~~**

**~~PHASE 1~~**

~~[SCP HEADLINE]~~

~~You knocked it out of the park.~~

~~[VO]~~

~~Great job, today. You knocked it out of the park.~~

**~~PHASE 2: EXIT VELOCITY ANALYSIS~~**

~~[PHASE NOTE]~~

*~~This phase features different charts/graphs for the user to toggle through. The only thing that will change when they do is the Headline, Subhead and Visual. So, to keep things simple, we’ve set up a schema. Then provided the dynamic content for it in the “schema content” section.~~*

**~~PHASE 2 - SCHEMA : EXIT VELOCITY ANALYSIS~~**

~~[SCP HEADLINE]~~

~~{EXIT VELOCITY CHART HEADLINE}~~

~~[SCP SUBHEAD]~~

~~{EXIT VELOCITY CHART SUBHEAD}~~

~~[SCP VISUAL 1]~~

~~{EXIT VELOCITY CHART OR BADGE}~~

~~[VO]~~

~~The four charts and graphs in this exit velocity analysis will tell you your best exit velocity of the day, how consistent your swings’ exit velocities were today—and in the program—as well as your top exit velocity so far.~~

~~[IBBP HEADLINE]~~

~~Explore Your Exit Velocity Data~~

~~[IBBP SUBHEAD]~~

~~Tap “➡️” to see the next chart, and “✅” move to the next data analysis section.~~

~~<ABBP TAP-ACTIVATED BUTTON 1>~~

~~⬅️~~

~~<ABBP TAP-ACTIVATED BUTTON 2>~~

~~➡️~~

~~<ABBP TAP-ACTIVATED BUTTON 3>~~

~~✅~~

**~~PHASE 2 - EXIT VELOCITY ANALYSIS FRAME 1: GRAPH A~~**

*~~[PHASE NOTE]~~*

*~~FRAME 1: GRAPH A SPEEDOMETER~~*

~~[SCP HEADLINE]~~

~~Your Best Exit Velocity of the Day~~

~~[SUBHEAD]~~

~~Check out the speedometer.~~

~~[SCP VISUAL 1]~~

~~Graph A Speedometer~~

**~~PHASE 2 - EXIT VELOCITY ANALYSIS FRAME 2: GRAPH B~~**

*~~[PHASE NOTE]~~*

*~~FRAME 2: GRAPH B EXIT VELOCITY ALL SWINGS CURRENT SESSION~~*

~~[SCP HEADLINE]~~

~~Your Different Exit Velocities for the Day~~

~~[SUBHEAD]~~

~~The numbers on the side tell you the speed of each hit.~~

~~[SCP VISUAL 1]~~

~~Graph B Exit Velocity: All Swings Current Session~~

**~~PHASE 2 - EXIT VELOCITY ANALYSIS FRAME 3: GRAPH D~~**

*~~[PHASE NOTE]~~*

*~~FRAME 3: GRAPH D EXIT VELOCITY CONSISTENCY~~*

~~[SCP HEADLINE]~~

~~Your Concluding Swings’ Exit Velocities~~

~~[SCP SUBHEAD]~~

~~Each dot is a different concluding swing.~~

~~[SCP VISUAL 2]~~

~~Graph D Exit Velocity Consistency: Concluding Swing All Sessions~~

**~~PHASE 3: ANGLE ANALYSIS~~**

*~~[PHASE NOTE]~~*

*~~This phase features two different charts/graphs for the user to toggle through. The only thing that will change when they do is the Headline, Subhead and Visual. So, to keep things simple, we’ve set up a schema. Then provided the dynamic content for it in the “schema content” section.~~*

**~~PHASE 3 - SCHEMA : ANGLE ANALYSIS~~**

~~[SCP HEADLINE]~~

~~{ANGLE CHART HEADLINE}~~

~~[SCP SUBHEAD]~~

~~{ANGLE CHART SUBHEAD}~~

~~[SCP VISUAL]~~

~~{GRAPH OR CHART}~~

~~[VO]~~

~~The two charts and graphs in this angle analysis will tell you your concluding swing’s launch angle and how consistently your hits achieved the ideal angle throughout the program. They will also tell you how close you were to hitting it straight up the middle. Because that’s often the goal.~~

~~[IBBP HEADLINE]~~

~~Explore Your Angle Data~~

~~[IBBP SUBHEAD]~~

~~Tap “➡️” to see the next chart, and “✅” move to the next data analysis section.~~

~~<ABBP TAP-ACTIVATED BUTTON 1>~~

~~⬅️~~

~~<ABBP TAP-ACTIVATED BUTTON 2>~~

~~➡️~~

~~<ABBP TAP-ACTIVATED BUTTON 3>~~

~~✅~~

**~~PHASE 3 - ANGLE ANALYSIS FRAME 1: GRAPH E~~***~~[PHASE NOTE]~~*

*~~FRAME 1: GRAPH E LAUNCH ANGLE CONSISTENCY~~*

~~[SCP HEADLINE]~~

~~Your Concluding Swing’s Launch Angles from Each Session~~

~~[SCP SUBHEAD]~~

~~Each dot is a different concluding swing.~~

~~[SCP VISUAL]~~

~~Graph E Launch Angle Consistency: Concluding Swing All Sessions~~

**~~PHASE 3 - ANGLE ANALYSIS FRAME 2: GRAPH C~~**

*~~[PHASE NOTE]~~*

*~~FRAME 2: GRAPH C DIRECTION OF SWING~~*

~~[SCP HEADLINE]~~

~~Your Session’s Down-the-Middle Hits~~

~~[SCP SUBHEAD]~~

~~This is how close each of your hits were to being a line drive this session.~~

~~[SCP VISUAL]~~

~~Graph C Direction of Swing: All Swings Current Session~~

**~~PHASE 4: BETTER BATTING BADGE ANALYSIS~~**

~~[PHASE NOTE]~~

*~~This phase features different charts/graphs for the user to toggle through. The only thing that will change when they do is the Headline, Subhead and Visual. So, to keep things simple, we’ve set up a schema. Then provided the dynamic content for it in the “schema content” section.~~*

**~~PHASE 4 - SCHEMA : BETTER BATTING BADGE ANALYSIS~~**

~~[SCP HEADLINE]~~

~~{BBB ANALYSIS CHART HEADLINE}~~

~~[SCP VISUAL]~~

~~{GRAPH F OR BADGES}~~

~~[VO]~~

~~The graph in this section will tell you which of the badges you were able to earn, and which ones still need work.~~

~~[IBBP HEADLINE]~~

~~Explore Your Better Batting Data~~

~~[IBBP SUBHEAD]~~

~~Tap “➡️” to see the next chart, and “✅” move to the next data analysis section.~~

~~<ABBP TAP-ACTIVATED BUTTON 1>~~

~~⬅️~~

~~<ABBP TAP-ACTIVATED BUTTON 2>~~

~~➡️~~

~~<ABBP TAP-ACTIVATED BUTTON 3>~~

~~✅~~

**~~PHASE 4 - BETTER BATTING BADGE ANALYSIS FRAME 1: GRAPH F GOAL PROFICIENCY CURRENT SESSION~~**

*~~[PHASE NOTE]~~*

*~~FRAME 1: GRAPH F GOAL PROFICIENCY CURRENT SESSION~~*

~~[SCP HEADLINE]~~

~~Your Concluding Swings Better Batting Badge Performance~~

~~[SCP SUBHEAD]~~

~~Do a badge movement correctly and raise the bar.~~

~~[SCP VISUAL 1]~~

~~Graph F Goal Proficiency Current Session and unearned BBBs~~

**~~PHASE 4 - BETTER BATTING BADGE ANALYSIS FRAME 2: EARNED BETTER BATTING BADGES~~**

*~~[PHASE NOTE]~~*

*~~FRAME 2: EARNED BETTER BATTING BADGES. This is only shown if the user has achieved proficiency in any of the key adjustment areas.~~*

~~[SCP HEADLINE]~~

~~Better Batting Badges Earned Today~~

~~[SCP SUBHEAD]~~

~~The movements you correctly did at least three times during your last hits off the tee.~~

~~[SCP VISUAL 1]~~

~~{COMPLETED BETTER BATTING BADGES EARNED BY GETTING A PROFICIENT RATING IN THE DAY’S SESSION}~~

**~~PHASE 4 - BETTER BATTING BADGE ANALYSIS FRAME 3: UNEARNED BETTER BATTING BADGES~~**

*~~[PHASE NOTE]~~*

*~~FRAME 3: EARNED BETTER BATTING BADGES. This is only shown if the user still has badges to earn from the day’s lesson~~****~~.~~***

~~[SCP HEADLINE]~~

~~Better Batting Badges You Can Still Earn~~

~~[SCP SUBHEAD]~~

~~These movements still need work.~~

~~[SCP VISUAL 1]~~

~~{Uncompleted Better Batting Badges from the session yet to be earned}~~

**~~PHASE 5~~**

~~[SCP HEADLINE]~~

~~Now, let’s see if the data can answer the statistical question of the day.~~

~~[VO]~~

~~Now, let’s see if the data can answer the statistical question of the day. Remember a statistical question is the type of question that can be answered by collecting data, like your hits, and has differences in that data, like where the ball goes after each hit or the position of your body during each swing.~~

**~~PHASE 6: QUESTION OF THE DAY ANALYSIS~~**

*~~[PHASE NOTE]~~*

*~~SCP subhead fades in when the chart zooms in.~~*

~~[SCP HEADLINE 1]~~

~~How often do you put 70%-100% of your weight on your back foot during load?~~

~~[SCP HEADLINE 2]~~

~~Take a look at the data from your last six hits off the tee.~~

~~[SCP VISUAL/ANIMATION]~~

~~{GRAPH 1: HANDS, STANCE, AND LOAD FULL IMAGE > CLOSE UP}~~

~~[VO]~~

~~How often do you put 70%-100% of your weight on your back foot during load? Take a look at the data from your last six hits off the tee. The vertical line is at the 70% mark. So, the dots on the left of the vertical line represent loads where your weight distribution was in the target range. How many were there? The more there are to the left. The more consistent you were with this key movement. If you don’t have any to the left, don’t worry about it! Think about what patterns you did notice. Plus, you’ll have plenty of time to work on it.~~

~~[IBBP HEADLINE]~~

~~This Makes Loads of Sense~~

~~[IBBP SUBHEAD]~~

~~Tap “💡” if the graph makes sense to you. Or, “🤔” if you want an assistant coach to explain.~~

~~<ABBP TAP-ACTIVATED BUTTON 1>~~

~~💡~~

~~<ABBP TAP-ACTIVATED BUTTON 2>~~

~~🤔~~

~~[ELED]~~

~~If the user taps, “🤔” the cage lights flash three times to let the docent know the kid has a question.~~

**~~PHASE 7: DATA LITERACY BADGE~~**

~~[SCP HEADLINE]~~

~~You’re getting it!~~

~~[SCP VISUAL]~~

~~Rookie Data Literacy Badge~~

~~[IBBP HEADLINE]~~

~~Hit the Showers~~

~~[IBBP SUBHEAD]~~

~~Tap “🏆” to finish your session~~

~~<ABBP TAP-ACTIVATED BUTTON>~~

~~🏆~~

**~~PHASE 8: HOMEWORK REMINDER~~**

~~[PHASE NOTE]~~

*~~Phase and session will time out and load cage idle state after one minute.~~*

~~[SCP HEADLINE]~~

~~Earn more badges~~

~~[SCP SUBHEAD]~~

~~Practice your at-home drills. Don’t forget the warm-up!~~

~~[SFX]~~

~~Crowd Cheering mixed with their chosen music style~~

~~[ELED]~~

~~The lights pulse on the beat of SFX.~~

**NEW COPY: CORRECT FORMATTING (DUPLICATE)**

**1.10 CONCLUDING ANALYSIS**

**1.10.1 CONCLUDING ANALYSIS - INTRODUCTION**

**PHASE 1**

[SCP HEADLINE]

You knocked it out of the park.

[VO]

Great job, today. You knocked it out of the park.

**1.10.2 CONCLUDING ANALYSIS - EXIT VELOCITY ANALYSIS**

**PHASE 1 - SCHEMA : EXIT VELOCITY ANALYSIS**

[SUBSEGMENT NOTE]

*This SUBSEGMENT features different charts/graphs for the user to toggle through. The only thing that will change when they do is the Headline, Subhead and Visual. So, to keep things simple, we’ve set up a schema. Then provided the dynamic content for it in the “schema content” section.*

[SCP HEADLINE]

{EXIT VELOCITY CHART HEADLINE}

[SCP SUBHEAD]

{EXIT VELOCITY CHART SUBHEAD}

[SCP VISUAL 1]

{EXIT VELOCITY CHART OR BADGE}

[VO]

The four charts and graphs in this exit velocity analysis will tell you your best exit velocity of the day, how consistent your swings’ exit velocities were today—and in the program—as well as your top exit velocity so far.

[IBBP HEADLINE]

Explore Your Exit Velocity Data

[IBBP SUBHEAD]

Tap “➡️” to see the next chart, and “✅” move to the next data analysis section.

<ABBP TAP-ACTIVATED BUTTON 2>

➡️

<ABBP TAP-ACTIVATED BUTTON 3>

✅

**PHASE 2 - GRAPH A**

*[PHASE NOTE]*

*FRAME 1: GRAPH A SPEEDOMETER*

[SCP HEADLINE]

Your Best Exit Velocity of the Day

[SUBHEAD]

Check out the speedometer.

[SCP VISUAL 1]

Graph A Speedometer

**PHASE 3 - GRAPH B**

*[PHASE NOTE]*

*FRAME 2: GRAPH B EXIT VELOCITY ALL SWINGS CURRENT SESSION*

[SCP HEADLINE]

Your Different Exit Velocities for the Day

[SUBHEAD]

The numbers on the side tell you the speed of each hit.

[SCP VISUAL 1]

Graph B Exit Velocity: All Swings Current Session

**PHASE 4 - GRAPH D**

*[PHASE NOTE]*

*FRAME 3: GRAPH D EXIT VELOCITY CONSISTENCY*

[SCP HEADLINE]

Your Concluding Swings’ Exit Velocities

[SCP SUBHEAD]

Each dot is a different concluding swing.

[SCP VISUAL 2]

Graph D Exit Velocity Consistency: Concluding Swing All Sessions

**1.10.3 CONCLUDING ANALYSIS - ANGLE ANALYSIS**

*[SUBSEGMENT NOTE]*

*This SUBSEGMENT features two different charts/graphs for the user to toggle through. The only thing that will change when they do is the Headline, Subhead and Visual. So, to keep things simple, we’ve set up a schema. Then provided the dynamic content for it in the “schema content” section.*

***PHASE 1 - SCHEMA : ANGLE ANALYSIS***

[SCP HEADLINE]

{ANGLE CHART HEADLINE}

[SCP SUBHEAD]

{ANGLE CHART SUBHEAD}

[SCP VISUAL]

{GRAPH OR CHART}

[VO]

The two charts and graphs in this angle analysis will tell you your concluding swing’s launch angle and how consistently your hits achieved the ideal angle throughout the program. They will also tell you how close you were to hitting it straight up the middle. Because that’s often the goal.

[IBBP HEADLINE]

Explore Your Angle Data

[IBBP SUBHEAD]

Tap “➡️” to see the next chart, and “✅” move to the next data analysis section.

<ABBP TAP-ACTIVATED BUTTON 2>

➡️

<ABBP TAP-ACTIVATED BUTTON 3>

✅

**PHASE 2 - GRAPH E**

*[PHASE NOTE]*

*FRAME 1: GRAPH E LAUNCH ANGLE CONSISTENCY*

[SCP HEADLINE]

Your Concluding Swing’s Launch Angles from Each Session

[SCP SUBHEAD]

Each dot is a different concluding swing.

[SCP VISUAL]

Graph E Launch Angle Consistency: Concluding Swing All Sessions

**PHASE 3 - GRAPH C**

*[PHASE NOTE]*

*FRAME 2: GRAPH C DIRECTION OF SWING*

[SCP HEADLINE]

Your Session’s Down-the-Middle Hits

[SCP SUBHEAD]

This is how close each of your hits were to being a line drive this session.

[SCP VISUAL]

Graph C Direction of Swing: All Swings Current Session

**1.10.4 CONCLUDING ANALYSIS - BETTER BATTING BADGE ANALYSIS**

**PHASE 1 - SCHEMA : BETTER BATTING BADGE ANALYSIS**

[SUBSEGMENT NOTE]

*This SUBSEGMENT features different charts/graphs for the user to toggle through. The only thing that will change when they do is the Headline, Subhead and Visual. So, to keep things simple, we’ve set up a schema. Then provided the dynamic content for it in the “schema content” section.*

[SCP HEADLINE]

{BBB ANALYSIS CHART HEADLINE}

[SCP VISUAL]

{GRAPH F OR BADGES}

[VO]

The graph in this section will tell you which of the badges you were able to earn, and which ones still need work.

[IBBP HEADLINE]

Explore Your Better Batting Data

[IBBP SUBHEAD]

Tap “➡️” to see the next chart, and “✅” move to the next data analysis section.

<ABBP TAP-ACTIVATED BUTTON 2>

➡️

<ABBP TAP-ACTIVATED BUTTON 3>

✅

**PHASE 2 - GRAPH F GOAL PROFICIENCY CURRENT SESSION**

*[PHASE NOTE]*

*FRAME 1: GRAPH F GOAL PROFICIENCY CURRENT SESSION*

[SCP HEADLINE]

Your Concluding Swings Better Batting Badge Performance

[SCP SUBHEAD]

Do a badge movement correctly and raise the bar.

[SCP VISUAL 1]

Graph F Goal Proficiency Current Session and unearned BBBs

**PHASE 3 - EARNED BETTER BATTING BADGES**

*[PHASE NOTE]*

*FRAME 2: EARNED BETTER BATTING BADGES. This is only shown if the user has achieved proficiency in any of the key adjustment areas.*

[SCP HEADLINE]

Better Batting Badges Earned Today

[SCP SUBHEAD]

The movements you correctly did at least three times during your last hits off the tee.

[SCP VISUAL 1]

{COMPLETED BETTER BATTING BADGES EARNED BY GETTING A PROFICIENT RATING IN THE DAY’S SESSION}

**PHASE 4 - UNEARNED BETTER BATTING BADGES**

*[PHASE NOTE]*

*FRAME 3: EARNED BETTER BATTING BADGES. This is only shown if the user still has badges to earn from the day’s lesson****.***

[SCP HEADLINE]

Better Batting Badges You Can Still Earn

[SCP SUBHEAD]

These movements still need work.

[SCP VISUAL 1]

{Uncompleted Better Batting Badges from the session yet to be earned}

**PHASE 5**

[SCP HEADLINE]

Now, let’s see if the data can answer the statistical question of the day.

[VO]

Now, let’s see if the data can answer the statistical question of the day. Remember a statistical question is the type of question that can be answered by collecting data, like your hits, and has differences in that data, like where the ball goes after each hit or the position of your body during each swing.

**1.10.5 CONCLUDING ANALYSIS - QUESTION OF THE DAY ANALYSIS**

**PHASE 1: QUESTION OF THE DAY ANALYSIS**

*[PHASE NOTE]*

*SCP subhead fades in when the chart zooms in.*

[SCP HEADLINE 1]

How often do you put 70%-100% of your weight on your back foot during load?

[SCP HEADLINE 2]

Take a look at the data from your last six hits off the tee.

[SCP VISUAL/ANIMATION]

{GRAPH 1: HANDS, STANCE, AND LOAD FULL IMAGE > CLOSE UP}

[VO]

How often do you put 70%-100% of your weight on your back foot during load? Take a look at the data from your last six hits off the tee. The vertical line is at the 70% mark. So, the dots on the left of the vertical line represent loads where your weight distribution was in the target range. How many were there? The more there are to the left. The more consistent you were with this key movement. If you don’t have any to the left, don’t worry about it! Think about what patterns you did notice. Plus, you’ll have plenty of time to work on it.

[IBBP HEADLINE]

This Makes Loads of Sense

[IBBP SUBHEAD]

Tap “💡” if the graph makes sense to you. Or, “🤔” if you want an assistant coach to explain.

<ABBP TAP-ACTIVATED BUTTON 1>

💡

<ABBP TAP-ACTIVATED BUTTON 2>

🤔

[ELED]

If the user taps, “🤔” the cage lights flash three times to let the docent know the kid has a question.

**1.10.6 CONCLUDING ANALYSIS - DATA LITERACY BADGE**

**PHASE 1: DATA LITERACY BADGE**

[SCP HEADLINE]

You’re getting it!

[SCP VISUAL]

Rookie Data Literacy Badge

[IBBP HEADLINE]

Hit the Showers

[IBBP SUBHEAD]

Tap “🏆” to finish your session

<ABBP TAP-ACTIVATED BUTTON>

🏆

**1.10.7 CONCLUDING ANALYSIS - HOMEWORK REMINDER**

**PHASE 1: HOMEWORK REMINDER**

[PHASE NOTE]

*Phase and session will time out and load cage idle state after one minute.*

[SCP HEADLINE]

Earn more badges

[SCP SUBHEAD]

Practice your at-home drills. Don’t forget the warm-up!

[SFX]

Crowd Cheering mixed with their chosen music style

[ELED]

The lights pulse on the beat of SFX.