**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.*

**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 GREETING SEGMENT**

[SEGMENT NOTE]

*When kids step into the cage, they’ll be greeted with a custom message that welcomes them back to the experience.*

**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]

Last Lesson

[SCP + RP SUBHEAD 1]

Contact

[SCP + RP HEADLINE 2]

Today’s Lesson

[SCP + RP SUBHEAD 2]

1. Attack Review

2. Contact Review

[VO]

Last time, you learned the best way to make contact. Today, we’re doing it all again because Attack and Contact are the most challenging parts of a swing. But, first, we’ll continue to work on your Stance, Load, and Stride. Getting these parts right will make it much easier for you to make direct Contact with the ball.

[SCP + RP VISUAL]

Optimal form demonstrating the reference points/movements mentioned in the VO as it speaks.

**PHASE 3: IF THE PLAYER STILL HAS BETTER BATTING BADGES TO EARN FROM SESSION 4**

[SCP + RP HEADLINE]

Available Better Batting Badges

[VO]

These are the badges available for this lesson and the ones from past lessons you can still earn if you keep improving.

[SCP + RP VISUAL]

{UNCOMPLETED ATTACK + CONTACT BETTER BATTING BADGES}

{BADGES USERS DIDN’T EARN IN PRIOR LESSONS BECAUSE THEY WEREN’T PROFICIENT AND IN-PROGRESS ONES}

**PHASE 3: IF THE PLAYER EARNED ALL BETTER BATTING BADGES FROM SESSION 4**

[SCP + RP HEADLINE]

Available Better Batting Badges

[VO]

These are the badges available for this lesson and the ones from past lessons you can still earn if you keep improving.

[SCP + RP VISUAL]

{BADGES USERS DIDN’T EARN IN PRIOR LESSONS BECAUSE THEY WEREN’T PROFICIENT AND IN-PROGRESS ONES}

**PHASE 4**

[SCP + RP HEADLINE]

Current Data Confidence Level

[SCP + RP VISUAL]

Pinch Hitter Data Confidence Badge

[SFX]

Stomp, stomp, clap.

[ELED]

The lights pulse on the beat of SFX.

[IBBP HEADLINE]

Let’s Get Warmed Up

[IBBP SUBHEAD]

Tap “🔥” to begin

<ABBP TAP-ACTIVATED BUTTON>

🔥

**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.*

**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 VISUAL]

Countdown timer appears

**PHASE 2**

[RP HEADLINE]

Time to loosen up

[SCP HEADLINE]

Complete this order twice.

[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**

**PHASE 1**

[SCP HEADLINE]

Here’s how you did your last at bat.

[VO]

Here’s how you did your last at bat.

[SCP VISUAL]

{SUMMARY CHART OF USER’S SWINGS’ EXIT VELOCITY FROM LAST SESSION}

**PHASE 2**

[SCP HEADLINE]

Based on the data, your average exit velocity was {EXIT VELOCITY SPEED}MPH.

[VO]

Think you can beat this number? We know you can. Remember, the goal of every swing is a line drive. So, hit the ball hard.

[SCP VISUAL 1]

{USER’S SLUGGER BADGE}

[SCP VISUAL 2]

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 3**

[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 4**

[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 5**

[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

[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 6**

[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]

Pretty good! Way to stay loose. We’re sending your swings off to be analyzed now.

[SFX]

Crowds Cheering

**1.3** **REVIEW – STANCE, LOAD, STRIDE**

[SEGMENT NOTE]

*Each review section will focus primarily on material covered in the previous Lesson with a secondary review of swing Segments/movements covered in earlier Lessons. Correction or feedback for lingering flaws from earlier Lessons should be quick and concise.*

**REVIEW – ATTACK – LESSON INTRODUCTION**

[SCP HEADLINE 1]

Let’s review Stance, Load, and Stride.

[VO 1]

This lesson will focus on Attack + Contact, again. But, before reviewing those parts of a swing. Let’s review Stance, Load, and Stride.

[SCP HEADLINE 2]

Things to remember for Stance, Load, and Stride

[SCP BODY 2]

1. Stance: Relax and get into a rhythm with bent knees

2. Load: Slowly shift weight to back leg

3. Stride: Land on the inside ball of your foot as you stride forward

[VO 2]

For your stance, remember to relax with your knees bent and get into a rhythm. For your load, remember to take it slow as you shift your weight to your back leg. Then, for your stride, remember to make your stride smooth and to always land on the inside ball of your foot as you stride forward.

[SCP VISUAL]

An optimal form in the perfect batter’s stance. As the VO reads, we highlight the different parts of the form and bring it to life to emphasize the point. The headlines appear as the VO reveals it.

**REVIEW – STANCE, LOAD, STRIDE – SWINGS ROUND 1**

**PHASE 1**

[SCP HEADLINE 1]

Now, let’s see what you remember.

[SCP HEADLINE 2]

Take five hits off the tee.

[VO]

Now, let’s see what you remember. Take five hits off the tee. Remember to relax, shift your weight, stride to the ball of your foot, and hit the ball hard.

[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.

**REVIEW – STANCE, LOAD, STRIDE – FEEDBACK**

**PHASE 1 – INTERPRET**

[PHASE NOTE]

*We will use the optimal form to indicate the parts of the body that are affecting their load. We’ll place hot spots near the adjustment areas on the optimal form. Then, add the “coaching” notations from the flaws matrix near the hot spots.* (<https://docs.google.com/spreadsheets/d/1uCE_Yrcct5u9-6QD5pwKPuPg_GadiG54bJldKpI0UOw/edit#gid=0>)

[SCP HEADLINE]

Looks like all this practice is working!

[SCP SUBHEAD]

Here are some more things you can practice to improve your attack and contact.

[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.

[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 VISUAL: *IF THE BATTER'S FLAW IS THEIR STRIDE’S LENGTH*]

A hot spot appears near the optimal form’s front foot

[SCP VISUAL: *IF THE BATTER'S FLAW IS THEIR HAND POSITION*]

A hot spot appears near the optimal form’s hands

[SCP VISUAL: *IF THE BATTER'S FLAW IS FLAT-FOOTED FEET*]

A hot spot appears near the optimal form’s feet

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

A hot spot appears near the optimal form’s knees

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

A hot spot appears near the optimal form’s front leg

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

A hot spot appears near the optimal form’s front foot

[SCP SUBHEAD 1]

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

[SCP SUBHEAD 2]

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

[IBBP HEADLINE]

Keep Swinging

[IBBP SUBHEAD]

Tap “⚾” to continue your lesson

<ABBP TAP-ACTIVATED BUTTON>

⚾

**REVIEW – STANCE, LOAD, STRIDE – ADDITIONAL SWINGS**

**PHASE 1**

[SCP HEADLINE 1]

Take another five hits off the tee.

[SCP VISUAL]

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

[VO]

Take another five hits off the tee. Remember to hit the inside seam of the ball before it reaches your front foot.

[SFX]

“Let’s go, slugger. Let’s go! \*Clap, clap\*” Chant

[RP VISUAL]

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

[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>

[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.

**REVIEW – STANCE, LOAD, STRIDE – COMPLETION/PROFICIENCY**

[SCP HEADLINE]

Good job!

[SCP SUBHEAD]

Let’s keep those adjustments in mind as we move on to your Attack + Contact review.

[SFX]

Crowd cheering

[IBBP HEADLINE]

Play Ball

[IBBP SUBHEAD]

Tap “⚾” to continue your lesson

<ABBP TAP-ACTIVATED BUTTON>

⚾

**1.4** **ATTACK + CONTACT II**

**ATTACK + CONTACT – LESSON INTRODUCTION**

**PHASE 1: IF THE PLAYER STILL HAS BETTER BATTING BADGES TO EARN FROM SESSION 4**

[PHASE NOTE]

*The badges build in one at a time to help with the pacing of the VO.*

[SCP HEADLINE 1]

Today’s Lesson Attack + Contact II

[SCP SUBHEAD]

Available Better Batting Badges

[SCP + RP VISUAL]

{UNCOMPLETED ATTACK + CONTACT BETTER BATTING BADGES}

[VO]

Today, we’re working on making your Attack solid. So, Contact becomes a natural extension of it.

**PHASE 1: IF THE PLAYER EARNED ALL BETTER BATTING BADGES FROM SESSION 4**

[PHASE NOTE]

*The badges build in one at a time to help with the pacing of the VO.*

[SCP HEADLINE 1]

Today’s Lesson Attack + Contact II

[VO]

Today, we’re working on making your Attack solid. So, Contact becomes a natural extension of it.

**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]

1. Your hand position at contact

2. Your front foot at contact

3. Your hand position in relation to your front foot at contact

[SCP SUBHEAD 2]

How often do you hit the ball when it's even with your front foot?

[VO]

But, even though we’re covering the same topic. Today, we’ll have a different goal. Today, we’re tracking your hand position in relation to your foot at contact. Because hitting the ball just before it reaches your front foot allows your bat to reach its max speed, and you to reach your max power. So, our goal is to find out how often you hit the ball when it’s even with your front foot. Or, to turn that into the type of question you can use data to solve: How often do you hit the ball when it's even with your front foot?

**ATTACK + CONTACT – MOVEMENT BREAKDOWN**

**PHASE 1 – DEMONSTRATION A**

[SCP HEADLINE]

Getting to a Solid Attack

[SCP SUBHEAD 1]

1. Twist hips to face your belly button towards the pitcher.

[SCP SUBHEAD 2]

2. Slot back elbow to your side

[SCP SUBHEAD 3]

3. Center weight between knees

[VO]

The key to having a solid attack is firing, or twisting, your hips so that your belly button faces the pitcher. This hip firing motion is where most of the power of your attack comes from. Think of it like when you twist up the rope on a tire swing. Except, on a tire swing, that release spins you around in circles. In a batting swing, it spins the bat around.

As your hips fire, tuck or slot your back elbow toward your side. As you do this, it drops the barrel of your bat downward so that it’s in line with the approaching pitch.

Your goal is to aim for the inside seam of the baseball. The key element of the Attack and to hitting. And is easiest to do by keeping your weight centered and your torso upright.

[SCP VISUALS]

As the VO describes the action, the optimal form demonstrates it. When the VO describes the twist and firing of the hips, arrows appear on the optimal form tracing a circle (counterclockwise for a right-handed hitter), where the hips are in motion.

When the VO discusses the slotting motion of the rear elbow, a graphic hot spot appears, emphasizing this motion. “Slotting” in this case, will be an unfamiliar term, and “tucking”, while more familiar, isn’t quite right, so emphasizing the motion will be important. Might be worth zooming in on the rear elbow motion.

When the VO describes the barrel of the bat dropping, we see that drop emphasized with an arrow tracing the change in angle.

When the VO describes the swing along the plane of the pitch, aiming toward the inside seam of the ball, we see a graphic depiction of the plane of the bat arc meeting the plane of the pitch, and connecting with a hot spot on the inside seam.

When the VO discusses the torso position, X and Y axes appear along the torso and the line of the shoulders to demonstrate a perpendicular form.

[RP VISUAL]

A different colored optimal form as a pitcher releasing the ball.

**PHASE 2 – MOVEMENT PRACTICE A**

[SCP HEADLINE]

Try your attack a few times without hitting the ball.

[SCP SUBHEAD]

Follow your teammate to get the gist of the twist.

[SCP VISUALS]

Optimal form demonstrates the movement three times without swinging the bat and a live camera feed that allows the players to watch themselves complete the movement.

<PLAYER FOLLOWS ALONG WITH THE OPTIMAL FORM>

[RP VISUAL]

A different colored optimal form as a pitcher at the opposite end of the cage, holding their release position.

**PHASE 3 – MOVEMENT PRACTICE CONCLUSION A**

[SCP HEADLINE]

Nice work! Those hips are fired up!

[SFX]

Crowd cheering

[SCP VISUAL]

The optimal form stands up to root for the player before resuming its stance.

**PHASE 4 – DEMONSTRATION B**

[SCP HEADLINE]

Making Contact a Natural Extension

[SCP SUBHEAD 1]

1. Hit the ball before it reaches your front foot

[SCP SUBHEAD 2]

2. Keep back knee at a 90-degree angle

[SCP SUBHEAD 3]

3. Keep front leg straight and torso upright

[SCP SUBHEAD 4]

4. Center your weight

[VO]

At Contact, you want to hit the ball’s inside seam before it reaches your front foot. This is called hitting the ball out front. After you make Contact, make sure your back knee is still bent at a 90-degree angle, your front leg is still straight, and your torso stays upright. It can lean slightly back. But, not much. Because it’s important to keep your weight centered between your legs, and between your toes and heels.

[SCP VISUALS]

As the VO describes the action, the optimal form demonstrates it.

When the VO mentions the inside seam, a ball will come into frame for the optimal form to hit with an arrow that points to the location of the inside seam.

When the VO mentions a 90-degree angle, the corner of a pizza box appears.

[RP VISUAL]

A different colored optimal form pitcher after they’ve released the ball

**PHASE 5 – MOVEMENT PRACTICE B**

[SCP HEADLINE]

Try this motion a few times without hitting the ball, visualize it instead.

[SCP SUBHEAD]

Follow your teammate. This contact will help make yours better.

[SCP VISUALS]

Optimal form demonstrates the movement three times and a live camera feed allows the players to watch themselves complete the movement.

<PLAYER FOLLOWS ALONG WITH THE OPTIMAL FORM>

[RP VISUAL]

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

**PHASE 6 – MOVEMENT PRACTICE CONCLUSION B**

[SCP HEADLINE]

Nice work! You’re really tapping into something here.

[SFX]

Crowd cheering

[SCP VISUAL]

The optimal form stands up to root for the player before resuming their stance.

**ATTACK + CONTACT – SWINGS ROUND 1**

**PHASE 1**

[SCP HEADLINE 1]

Now, let’s put it all together.

[SCP HEADLINE 2]

Take five hits off the tee.

[SCP VISUAL]

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

[IBBP VISUAL]

Denotations of the back of the batter’s box and where the front foot should appear.

[VO]

Now, let’s put it all together. Take five hits off the tee. Remember to drive your hips, slot your back elbow, keep your back knee bent, hit the inside seam of the ball as hard as you can before it reaches your front foot.

[RP VISUAL]

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

**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.

**ATTACK + CONTACT – FEEDBACK**

**PHASE 1 – IDENTIFY**

[PHASE NOTE]

*We will use the optimal form to indicate the parts of the body that are affecting their attack and contact. 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 attack and contact.

[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 2 – INTERPRET**

[PHASE NOTE]

*We’ll place hot spots near the adjustment areas on the optimal form. Then, add the feedback 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 NOT HITTING THE INSIDE SEAM*]

A hot spot appears near the optimal form’s hands

[SCP VISUAL: *IF THE BATTER'S FLAW IS THEIR BACK ELBOW ANGLE*]

A hot spot appears near the optimal form’s back elbow

[SCP VISUAL: *IF THE BATTER'S FLAW IS THEIR HEAD POSITION*]

A hot spot appears near the optimal form’s head position

[SCP VISUAL: *IF THE BATTER'S FLAW IS THEIR BACK KNEE ANGLE*]

A hot spot appears near the optimal form’s back knee

[SCP VISUAL: *IF THE BATTER'S FLAW IS BACK FOOT POSITION*]

A hot spot appears near the optimal form’s back foot

[SCP VISUAL: *IF THE BATTER'S FLAW IS NOT KEEPING THEIR WEIGHT CENTERED*]

A hot spot appears near the optimal form’s knees and feet

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

A hot spot appears near the optimal form’s front foot

[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>

⚾

**ATTACK + CONTACT – 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*]

Now, you’re getting it! Let’s make the adjustments.

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

Now, you’re getting it! Let’s make the adjustment.

[SCP HEADLINE 2]

Take another five hits off the tee.

[SCP VISUAL]

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

[BBP VISUAL]

Denotations of the back of the batter’s box and where the front foot should appear.

[VO]

You’re getting there! Now, let’s make the adjustments. Take another five hits off the tee. Remember to drive your hips, slot your back elbow, keep your back knee bent, and hit the inside seam of the ball as hard as you can before it reaches your front foot.

[RP VISUAL]

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

**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.

**ATTACK + CONTACT – ADDITIONAL FEEDBACK**

**PHASE 1 – RECAP**

[SCP HEADLINE]

Pretty good! Keep working on those adjustments.

**PHASE 2 – IDENTIFY**

[PHASE NOTE]

*We will use the optimal form from “Attack + Contact – Feedback – Phase 2” to indicate the new parts of the body that are affecting their contact.*

[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 feedback 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 attack and contact.

[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 Attack + Contact – Feedback – Phase 2.

[IBBP HEADLINE]

Play Ball

[IBBP SUBHEAD]

Tap “⚾” to continue your lesson

<ABBP TAP-ACTIVATED BUTTON>

⚾

**ATTACK + CONTACT – COMPLETION/PROFICIENCY**

[SCP HEADLINE]

Good work! You’re really connecting with the ball, and the data.

[VO]

Good work! You’re really connecting with the ball, and the data.

[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>

⚾

**1.5 CONCLUDING SWINGS: TEE**

**PHASE 1: IF THE PLAYER STILL HAS BETTER BATTING BADGES TO EARN FROM SESSION 4**

[SCP HEADLINE]

Let’s keep making strong connections.

[VO]

Let’s keep making strong connections. You can earn more badges if you remember the key things to do during contact in your final hits off the tee.

[SCP SUBHEAD]

Available Better Batting Badges

[SCP VISUAL]

{UNCOMPLETED ATTACK + CONTACT BETTER BATTING BADGES}

**PHASE 1: IF THE PLAYER HAS EARNED ALL THEIR BETTER BATTING BADGES FROM SESSION 4**

[SCP HEADLINE]

Let’s keep making strong connections.

[VO]

Let’s keep making strong connections. You can earn more badges if you remember the key things to do during contact in your final hits off the tee.

**PHASE 2**

[SCP HEADLINE]

Swing away!

[VO]

Swing away!

[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.

**1.6 CONCLUDING SWINGS: MACHINE**

[SEGMENT NOTE]

*The program docent will operate the pitching machine.*

**PHASE 1**

[SCP HEADLINE]

You've been pitched some hard-hitting data.

[SCP SUBHEAD]

Want to try hitting some real pitches?

[VO]

You've been pitched some hard-hitting data. Want to try hitting some real pitches?

[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>

❄️

**1.7 CONCLUDING ANALYSIS**

**PHASE 1**

[PHASE NOTE]

· *For this phase’s concluding analysis, we’ll measure all swings during the day’s session plus all swings over all sessions completed.*

· *Each headline has a chart to go with it and they’re meant to be on the same screen with the chart building in first.*

[SCP HEADLINE 1]

Overall, this session, this was your top exit velocity.

[SCP VISUAL 1]

Display similar to a clock or speedometer (radial bar chart) that has growing marks at each speed with each hit

[SCP HEADLINE 2]

These were your launch angles.

[SCP VISUAL 2]

Radial bar chart that grows within angle zones showing total count of hits in that region

[SCP HEADLINE 3]

This is how consistent you’re getting.

[SCP VISUAL 3]

Scatter plot of exit velocity and launch angle over the course of the program.

**PHASE 2**

[PHASE NOTE]

*The headlines build one by one. But the visual stays up the whole time.*

[SCP HEADLINE 1]

And, to answer the main question of the day, “How often do you hit the ball when it's even with your front foot?”

[SCP HEADLINE 2]

Looking at all of your swings today, this is where your hands were most often found at contact.

[SCP VISUAL 2]

Chart that shows the hand position during all of the session’s contacts.

[SCP HEADLINE 2]

The data also noticed where you most often placed your hands in relation to your front foot at contact.

[SCP VISUAL 2]

Chart that shows the hand position in relation to front during all of the session’s contacts.

[SFX]

A trumpeted fanfare in chosen music style.

**1.8 HOMEWORK REVIEW**

**PHASE 1**

[PHASE NOTE]

*For this phase, we’ll only measure the six concluding swings. If a user receives proficiency in any of the areas, the line will highlight and a check mark that appears beside it. If a user has no more key adjustment areas to correct, the chart will not be displayed.*

[SCP HEADLINE]

You really touched on something great today.

[VO]

Great job, today. You really touch on something great. Here’s everything you achieved.

[SCP VISUAL]

Displayed as a stacked bar graph, the display will show the ratio of the binary check—counting the number of times the player achieved the session’s goals during the final swings.

**PHASE 2: IF THE PLAYER STILL HAS BETTER BATTING BADGES TO EARN FROM SESSION 4**

[PHASE NOTE]

*If the user has not achieved proficiency in any of the flaws, SCP Subhead 1 and SCP Visual 1 will not be displayed.*

[SCP SUBHEAD 1: IF THE USER HAS ACHIEVED PROFICIENCY IN ANY OF THE KEY FLAWS]

Achieved Badges

[SCP VISUAL 1: IF THE USER HAS ACHIEVED PROFICIENCY IN ANY OF THE KEY FLAWS]

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

Pinch Hitter Data Literacy Badge

[SCP SUBHEAD 2]

Available Badges

[SCP VISUAL 2]

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

[SFX]

Crowd Cheering mixed with their chosen music style

[ELED]

The lights pulse on the beat of SFX.

**PHASE 2: IF THE PLAYER HAS EARNED ALL BETTER BATTING BADGES FROM SESSION 4**

[PHASE NOTE]

*If the user has not achieved proficiency in any of the flaws, SCP Subhead 1 and SCP Visual 1 will not be displayed.*

[SCP SUBHEAD 1: IF THE USER HAS ACHIEVED PROFICIENCY IN ANY OF THE KEY FLAWS]

Achieved Badges

[SCP VISUAL 1: IF THE USER HAS ACHIEVED PROFICIENCY IN ANY OF THE KEY FLAWS]

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

[SCP VISUAL 1]

Pinch Hitter Data Literacy Badge

[SFX]

Crowd Cheering mixed with their chosen music style

[ELED]

The lights pulse on the beat of SFX.

**PHASE 3**

[SCP HEADLINE 1A: IF THE USER INCREASED THEIR BASELINE EXIT VELOCITY]

Your exit velocity average was also higher!

[SCP VISUAL 1A: IF THE USER INCREASED THEIR BASELINE EXIT VELOCITY]

{USER’S PERSONALIZED SLUGGER BADGE}

[SCP HEADLINE 1B: IF THE USER DIDN’T INCREASE THEIR BASELINE EXIT VELOCITY]

Here’s your new exit velocity average!

[SCP VISUAL 1B: IF THE USER DID NOT INCREASE THEIR BASELINE EXIT VELOCITY]

{USER’S PERSONALIZED SLUGGER BADGE}

**PHASE 4**

[SCP HEADLINE]

Earn even more badges

[SCP SUBHEAD]

Practice the drills in your playbook at home.

[IBBP HEADLINE]

Hit the Showers

[IBBP SUBHEAD]

Tap “🏆” to finish your session

<ABBP TAP-ACTIVATED BUTTON>

🏆