



1. Introduction

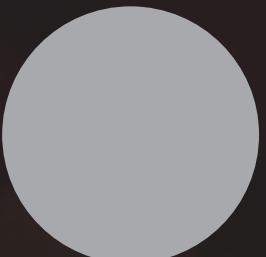
The first screen introduces the story topic by putting the user in what may be a familiar scene: A New York City nightclub. A prompt in the middle of the screen poses the question: How do these venues gain popularity? What goes into it? What do we not know about how these clubs obtain and maintain interest among party-goers.

To set the scene, soft electronic music will play when the screen opens and the background will pulsate with glowing light.

Hovering over the arrow releases a prompt that reads: "Behind the scenes of your experience at a New York City nightclub is a billion dollar cutthroat industry where no detail is too small and no expense is spared. As it turns out, the price of being successful is high."

Below the prompt will be an arrow directing the user to click through

CHOOSE A CHARACTER LIVE A NIGHT THROUGH THEIR EYES



2. The Characters

This page introduces the many characters who produce an nightclub experience, from the party-goers, to the bouncers, to the promoters. With each character is a brief explanation of who they are and what their salary is. Each icon will also link to a different storyboard where it takes you step-by-step through the night as that person would live it. In each step is a breakdown of the money: Red money is what the club pays this person, Blue money is what this person pays the club.

Characters: Promoters, Bouncers, Entertainers, Promotion Companies, Clients, Club-Goers with Promoters, Club-Goers without Promoters

10:00 PM

GOING TO DINNER

PRICE TO CLUB \$275

PRICE TO PROMOTER \$0

TOTAL CLUB EXPENSES

TOTAL PROMOTER EXPENSES



PROMOTER

DINNER TIME



"QUOTE FROM INTERVIEW WITH EMPLOYEE OR PERSON ABOVE PHOTOGRAPH"

3. Step One of Character ex) Promoter

After a character is selected, the user will see a screen with a guide at the top. As the user toggles through the stages, the time stamp on the upper-left corner will change. The receipt on the left side appears on every page, calculating the expenses to the club and the expenses to the character for each step. In the center is an explanation of what is happening.