### Storyboard

### i. Scene 1

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|  | Shot description:  A young model sits on the sofa, thinking about where to travel. She scrolls on her phone and sees an ad for Sakura Holidays  Shot duration – 0 - 8  Camera Shot – Wide angle shot. |

1. Scene 2

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|  | Shot description:  She taps into the Sakura Holidays app, and begins looking for travel options  Shot duration – 08-12  Camera Shot – closeup shot |

1. Scene 3

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|  | Shot description:  The girl then book ticket from Sakura holidays app.  Shot duration – 12-15  Camera Shot –close-up angle shot. |

1. Scene 4

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|  | Shot description:  The character feels happy as she got her ticket on her SMS and now she is ready for travelling.  Shot duration – 15-20 seconds  Camera Shot – Wide |

1. Scene 5

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|  | Shot description:  The character then goes to the bus station where the bus picks her up from the location.  Shot duration – 20-24 seconds  Camera Shot – Wide and close-up angle shot. |

1. Scene 6

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|  | Shot description:  The character comes walking inside to the bus as she moves forward to her booked seat.  Shot duration – 24-28 seconds  Camera Shot – Wide angle shot. |

1. Scene 7

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|  | Shot description:  The character is impressed by the seat configuration as she take a look at the interior of the bus.  Shot duration – 28-33 seconds  Camera Shot – Wide angle shot. |

1. Scene 8

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|  | Shot description:  The character takes a sit on her booked seat and feels happy and amazed by the ambience and lighting.  Shot duration – 33-38 seconds  Camera Shot – Wide and close-up angle shot. |

1. Scene 9

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|  | Shot description:  The character then inserts USB to charge her mobile.  Shot duration – 38-42 seconds  Camera Shot – Wide and close-up angle shot. |

1. Scene 10

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|  | Shot description:  The character reclines her seating position and relaxes.  Shot duration – 42 – 44 seconds  Camera Shot – Wide and close-up angle shot. |

1. Scene 11

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|  | Shot description:  For more comfort she raises calf-rest extension for the leg support.  Shot duration – 44-45 seconds  Camera Shot –close-up angle shot. |

1. Scene 12

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|  | Shot description:  She puts on her seat-blet for safety and comfort.  Shot duration – 45-46 seconds.  Camera Shot – Wide and close-up angle shot. |

1. Scene 13

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|  | Shot description:  A friendly crew member gives her a soft blanket and a sealed water bottle  Shot duration – 46-48 seconds  Camera Shot – Wide and close-up angle shot. |

1. Scene 14

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|  | Shot description:  She feels very happy as she felt so much comfort like never before.  Shot duration – 48-50 seconds  Camera Shot – Wide -up angle shot. |

1. Scene 15

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|  | Shot description:  At last, the download app motion design comes and the ad ends.  Shot duration – 50-55 seconds.  Camera Shot – Wide angle shot. |