RST pre-prod document

The purpose of this document is to establish a narrative structure for customer conviction of all benefits and ease of use of RST app to install it.

To add context to the narrative, this video will be shown on YouTube, App Website, App Store and Google Play.

Structure

We suggest that the video should follow the next structure:

(1) Character Exposition (6.4 sec)
↓
(2) Character's Problem (6.4 sec)
↓
(3) Problem Exaggeration (6.4 sec)
↓
(4) Problem Solution Announcement (RST App) (6.4 sec)
↓
(5) How Solution Helps Solve the Problem (6.4 sec)
↓
(6) Extra Benefits besides Solving the Problem (6.4 sec)
↓
(7) Call To Action (6.4 sec)

Structure Explanation

To explain why the video should follow the structure, we are providing the next table with a description and a psychological purpose of each scene of the video (table 1):

Scene #	Scene Title	Scene Description	Psychological Purpose
1	Character Exposition	We tell about the main character in 6.4 seconds	To make people empathize to a character and find parts of themselves in this character
2	Character's Problem	We create a situation where Character experience struggle and obstacles in their happy life	To educate people about existing problems or find similarities with problems in their lives
3	Problem Exaggeration	We emphasize on how the problems is really tough and how it brings inconvenience	To make viewers really feel how inconvenient it is to have such problems and create emotional tension for viewers
4	Problem Solution Announcement (RST App)	We tell that there is a solution to this uncool problem	To make an emotional relief and easiness for viewers

5	How Solution Helps Solve the Problem	We explain how the solution works in more details	To make people understand and remember how the solution makes their lives easier
6	Extra Benefits	We tell about additional perks that a customer can get when installed the App	To make viewers desire the app right now
7	Ending and Call To Action	We end on a cheerful note and tell viewers what to do to get the solution right now	To connect viewers to the solution

Scenes

So, there goes a couple examples we could use in a video according to the structure outlined above (table 2):

Scene #	Scene Title	Scenes Example 1	Scenes Example 2
1	Character Exposition	Unisex Driver (Cartoony)	Male Driver (Moustache)
2	Character's Problem	Got into a Collision while RideSharing	Got into a Collision while RideSharing
3	Problem Exaggeration	$,$$$ deductible, vehicle is unoperable for a long time, no income for at least a month	$,$$$ deductible, vehicle is unoperable for a long time, no income for at least a month
4	Problem Solution Announcement (Cenes App)	RST App	RST App
5	How Solution Helps Solve the Problem	Submit a collision through the App, get assistance from a 24/7 support team, with no deductibles.	Submit a collision through the App, get assistance from a 24/7 support teamSubmit a collision through the App, get assistance from a 24/7 support team, with no deductibles.
6	Extra Benefits	Pick the nearest body shops and get instant estimates from them, get to an express lane and skip lines. Or pick a nearest rental to get back on the road. Discounts for maintenance services.	Pick the nearest body shops and get instant estimates from them, get to an express lane and skip lines. Or pick a nearest rental to get back on the road. Discounts for maintenance services.
7	Ending and Call To Action	Go to http://rtsapp.com or find RTS App in your application store.	Go to http://rtsapp.com or find RTS App in your application store.

Script

Scene #	Scene Title	What we see	What we hear	Time
1	Character Exposition	Unisex Driver (Cartoony) jumps into the shot. Then transition into the vehicle and whistling while dropping people off.	Meet our driver. They are having a wonderful day using their ride sharing app to help passengers get to their destinations.	7 sec
2	Character's Problem	Suddenly smashes into another car. Starts scratching their head, pulls out a phone.	Then, the unexpected occurs. They get into an accident!	5 sec
3	Problem Exaggeration	The car is getting towed, leaving a Driver alone on the road with their phone and scratching head, disappointed. Symbols like $$$$ pop out of the phone, wallet icon pops out and gets struck through.	Standard RideSharing app-insurances have huge deductibles and they disable driver's accounts until the problem is fixed, and that can take months with no income!	8 sec
4	Problem Solution Announcement (Cenes App)	$$$$ and wallet fly away and RST App Icon flies in.	Meet RideSharing Team, a new solution for such problems.	3 sec
5	How Solution Helps Solve the Problem	Cartoony interface on the phone, a cartoony hand clicks on a large Submit Collision button. $$$$ pops out in green color and disappears leaving a zero (free) on the screen.	Our Driver can instantly submit a collision report and get assistance from our dispatch team, 24/7, with no deductibles.	5 sec

| 6 | Extra Benefits | A big map with body shop pins is drawn behind the Driver. On of the pins get selected and pops out a button Fix Now. The button gets clicked and cartoony interface shows that a Driver is the next in the line.

Interface flies away, body shop pins disappear and new rental pins pop up in different locations.

Driver is back in a different vehicle whistling and driving, cartoony interface shows car wash, detailing, oil change and tires options with icons or on a vehicle. | Get in "The Express Lane" and choose from the nearest body repair shops, and get a rental to get back on the road same day. Plus, we include such perks as discounted car washes, light body detailing, and oil & tire changes. | 14 sec |
| 7 | Ending and Call To Action | Vehicle drives away beyond the shot and a call to action "Go to http://rtsapp.com or find RTS App in your application store." appears on screen. | Visit http://rtsapp.com or find RideSharing Team in App Store or Google Play. | 3 sec |

Character options

1. Unicorn http://www.freepik.com/free-vector/pack-of-four-unicorns-in-flat-design_1271432.htm

2. Little businessman http://www.freepik.com/free-vector/cartoon-of-a-businessman-in-a-speech_975394.htm

3. Robot https://secure.shutterstock.com/image-vector/set-character-robot-android-characters-cartoon-641995081?src=rCg7GWZLha0dt0BYyTt8cg-1-1

Robot 2 https://secure.shutterstock.com/image-vector/cute-white-robot-twirling-hoop-flat-681276622?src=rCg7GWZLha0dt0BYyTt8cg-1-8

4. Monster http://www.freepik.com/free-vector/kids-monsters-collection_1079394.htm

Kids Monster