

Storyboard - The Weather Channel APP

	Audio	Screen Content	Design Notes
Screen #1	<p>Charla is thinking about taking her pup, Lucy, to the park today.</p> <p>The last time Charla took Lucy to the park, it rained on them both before she could return to her car.</p> <p>Lucy was a wet sloppy mess and got muddy paw prints all over Charla's car.</p> <p>Charla doesn't want to deal with that mess again.</p>	<p>Charla's Dilemma</p> <p>To Go to the Park, or Not to Go</p> <p>Description: A screen showing a thoughtful Charla looking out a window with pup Lucy in the background. The view is from the outside of the house with Charla facing forward.</p> <p>A thought bubble appears showing Charla and Lucy at the park.</p> <p>The thought bubble scene turns to a rainy scene with a drenched Charla and a drenched pup.</p> <p>The thought bubble then shows muddy paw prints on the backseat of Charla's car.</p>	<p>Illustrations/Images:</p> <ul style="list-style-type: none">• Thoughtful Charla image• Close up of house with a window• Happy puppy, Lucy• Thought bubble• Wet Charla• Wet Lucy• Backseat of car with puppy prints <p>Interactions:</p> <ul style="list-style-type: none">• Images will be animated with audio• Click next to move to the next screen.
Screen #2	<p>What Charla needs is a way to predict what the weather will be like later in the day.</p> <p>The Weather Channel App is exactly what she needs.</p>	<p>Description: A screen showing Charla and her pup, Lucy, at the park with the sun shining</p> <p>Clouds move in and cover the sun and rain begins to fall.</p>	<p>Illustrations/Images:</p> <ul style="list-style-type: none">• Park scene with trees and walking path• Blue sky with sunshine• Happy Charla image• Happy Lucy image• Darker sky

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		<p>Charla and Lucy become sad as they get wet.</p> <p>New scene slides in showing a mobile phone in Charla's hand with the Weather Channel App pulsing.</p> <p>Background remains the park scene</p>	<ul style="list-style-type: none"> • Clouds • Clouds with rain • Wet Charla • Wet Lucy • Close up of hand with cell phone • Weather Channel App image <p>Interactions:</p> <ul style="list-style-type: none"> • Images will be animated with audio • Click next to move to the next screen.
Screen #3	<p>With the Weather Channel App Charla can determine if it will be raining later in the day, when she plans to go to the park.</p> <p>Simply click on the App to open it up.</p>	<p>Description: Background screen showing a sunny day at the park with a close-up of Charla's hand holding the mobile phone with the Weather Channel App prominent.</p> <p>Clouds move in and cover the sun and rain begins to fall in the background.</p> <p>Charla's other hand moves in to touch the App button</p>	<p>Illustrations/Images:</p> <ul style="list-style-type: none"> • Park scene with trees and walking path • Blue sky with sunshine • Darker sky • Clouds and rain • Close up of Charla's hand holding mobile phone • Charla's second hand comes in from the

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		<p>bottom to touch the app button</p> <p>Interactions:</p> <ul style="list-style-type: none"> • Images will be animated with audio • Click next to move to the next screen.
<p>Screen #4</p>	<p>Once the app is open you can see the current temperature and an overview of the weather for today.</p> <p>You can also click on the hourly tab to see the weather prediction for each hour that day.</p> <p>Finally, you can click on the daily tab to see the weather prediction for each day for the next two weeks.</p>	<p>Description: Background screen showing a sunny day at the park with a close-up of Charla's hand holding the mobile phone with the Weather Channel App open to its home screen, today's weather overview. The Today tab is highlighted</p> <p>Hourly tab is highlighted and mobile screen changes to the Hourly view.</p> <p>Daily tab is highlighted and mobile screen changes to the Daily view</p> <p>Illustrations/Images:</p> <ul style="list-style-type: none"> • Park scene with trees and walking path • Blue sky with sunshine • Close up of Charla's hand holding mobile phone • Weather app today screen on phone with today tab highlighted • Weather app hourly screen on phone with hourly tab highlighted • Weather app daily screen on phone with daily tab highlighted. <p>Interactions:</p> <ul style="list-style-type: none"> • Images will be animated with audio

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			<ul style="list-style-type: none"> Click next to move to the next screen.
<p>Screen #5</p>	<p>Which screen will allow you to see the weather prediction for an exact time later that day?</p>	<p>Knowledge Check #1</p> <p>Weather Prediction Later Today</p> <p>Description: Background screen showing a sunny day at the park. A close-up of Charla’s hand holding the mobile phone with a blank screen with a question mark over it, located in the bottom left of the screen.</p> <p>Grey rectangle overlay in the middle of the screen with the following question and answer choices. Overlay covers 50% of screen, centered and is 90% opacity. Text is in white.</p> <p>Answer choices will have a selection circle that fills in when selected.</p> <p>Which screen will allow you to see the weather prediction for an exact time later that day?</p> <p>A. Today</p> <p>B. Hourly</p> <p>C. Daily</p>	<p>Illustrations/Images:</p> <ul style="list-style-type: none"> Park scene with trees and walking path Blue sky with sunshine Close up of Charla’s hand holding mobile phone Grey screen with question mark for mobile phone <p>Interactions:</p> <ul style="list-style-type: none"> Images will be animated with audio Click A pops up a “try again” screen Click B moves you to the next screen. Click C pops up a “try again” screen

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Screen #6	You can also see a more detailed weather prediction by the hour if you click on any time of day on the Today screen, or on any time of day on the Hourly screen.	<p>Description: Background screen showing a sunny day at the park with a close-up of Charla's hand holding the mobile phone with the Weather Channel App open to its home screen, today's weather overview.</p> <p>Charla's other hand clicks on the Today weather to show the hourly detail.</p> <p>Charla's hand clicks on the Hourly tab and then the Hourly screen to show the hourly detail.</p>	<p>Illustrations/Images:</p> <ul style="list-style-type: none"> • Park scene with trees and walking path • Blue sky with sunshine • Close up of Charla's hand holding mobile phone • Charla's other hand • Weather app today screen on phone • Weather app hourly screen on phone • Weather app detailed daily screen <p>Interactions:</p> <ul style="list-style-type: none"> • Images will be animated with audio • Click next to move to the next screen.
Screen #7	Which two Weather Channel App screens can you click on to see a more detailed view of the weather each hour?	<p>Knowledge Check #2</p> <p>Detailed View of Today's Weather</p> <p>Description: Background screen showing a sunny day at the park. A close-up of Charla's hand holding the mobile phone with the Weather Channel App open to its</p>	<p>Illustrations/Images:</p> <ul style="list-style-type: none"> • Park scene with trees and walking path • Blue sky with sunshine • Close up of Charla's hand holding mobile phone • Weather app today screen on phone

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		<p>home screen located in the bottom left of the screen.</p> <p>Grey rectangle overlay in the middle of the screen with the following question and answer choices. Overlay covers 50% of screen, centered and is 90% opacity. Text is in white.</p> <p>Answer choices will have a selection circle that fills in when selected.</p> <p>Which two screens can you click on to see a more detailed view of the weather each hour?</p> <p>A. Today</p> <p>B. Hourly</p> <p>C. Daily</p>	<p>Interactions:</p> <ul style="list-style-type: none"> • Images will be animated with audio • Click A and B moves to the next screen • Click B and C pops up a "try again" screen • Click A and C pops up a "try again" screen
<p>Screen #8</p>	<p>If you were Charla, based on the weather data shown, what would be the best time for her to take her dog Lucy to the park today?</p>	<p>Knowledge Check # 3</p> <p>Make a Prediction</p> <p>Description: Background screen showing a sunny day at the park. A close-up of Charla's hand holding the mobile phone with the Weather Channel App open to the hourly screen with the hourly forecast. The screen shows the sun shining until 12 pm and rain for the rest of the day.</p> <p>What would be the best time of day to go to the park?</p>	<p>Illustrations/Images:</p> <ul style="list-style-type: none"> • Park scene with trees and walking path • Blue sky with sunshine • Close up of Charla's hand holding mobile phone • Weather app today screen on phone • Rainy Scene with wet Charla and wet Lucy

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	<p>A. 10 am -12 pm</p> <p>B. 12 - 2pm</p> <p>C. 2 – 4 pm</p>	<ul style="list-style-type: none">• Sunny scene with happy Charla and happy Lucy <p>Interactions:</p> <ul style="list-style-type: none">• Images will be animated with audio• Click A pops up a scene with a happy Charla and happy Lucy walking in the park• Click B pops up a rainy scene with a wet Charla and wet Lucy and the words "try again"• Click C pops up a rainy scene with a wet Charla and wet Lucy and the words "try again"