

BRIEF:

Photofetcher Explainer Video

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Note: [Redacted Links]

Introduction

[Photofetcher](#) (by [IMAGE](#), Inc.) is an iOS/Android app that uses a server-based AI engine to analyze a user's locally-stored or cloud-based photo galleries, and then sorts, filters and organizes them based both on the user's personal interests and an objective determination of photo quality, according to common standards of professional photography.

This brief describes the criteria for the creation of an explainer video that teaches new users what Photofetcher is, how to use it, its features, and its benefits.

Video Criteria

- **Type:** App explainer
- **Length:** ~60 seconds
- **Looping:** yes
- **Storyboard:** to be provided
- **Script:** to be provided
- **VO:** yes (128 kbps 44.1 kHz .MP3)
- **Soundtrack:** we'll provide access to free music library to select from
- **Content:** simple mograph animations of app screen grabs to illustrate user experience flow; titles.
- **Format:** .MOV, .MP4
- **Publishing Platforms:** Apple App Store, Google Play Store

Video Description

A dynamic, energetic, looping ~45-60 second explainer video describing:

1. The problem
 - a. Your photo galleries are a bloated, disorganized mess.
 - b. It's really hard to find the picture you're looking for.
 - c. So many crappy or duplicate shots to scroll through.

- d. Frustration, exasperation and ultimate surrender to the chaos.
- 2. What Photofetcher does to solve it
 - a. Personalized AI finds, sorts, organizes your photos based on your personal preferences.
 - b. Insightful AI your best shots according to professional standards.
 - c. Teaches you how to take better shots.
- 3. Key app features and benefits
 - a. Finds, sorts, and organizes photos in your galleries.
 - b. Professional photo quality assessment.
 - c. Learns more about your personal interests as you use it. (And as more people use it, the smarter it gets.)
 - d. Quickly create smart albums.
 - e. Easily print your favorite photos.

Reference Examples

These explainer videos demonstrate the simplicity and type of explainer we're aiming for:

- [Videoshow](#)
- [Splice](#)
- [Mealime](#)
- [Evernote](#)

Schedule

Two weeks, rolling like this (time starts ticking when assets are delivered)::

What	When
Storyboard & Asset Delivery	July 15
First Cut Due	July 19
Review & Feedback, First Cut	July 22
Second Cut Due	July 25
Review & Feedback, Second Cut	July 26
Final Cut & Raw Assets Due	July 29

Considerations

Photofetcher will continue to evolve over time, so we require delivery not only of the final video, but also all the original assets, such that we'll be able to edit and re-render the video ourselves — particularly swapping out screen grabs as things (inevitably) change.

Storyboard

In order to conserve screen real-estate, have on-screen copy pop in and out as the VO plays, highlighting the key words we want them to take away, and choreograph it to appear when the VO says them.

#	On-Screen Copy	VO Script	Visuals
1	YOUR PHOTOS ARE AMAZING	Your photos are amazing.	Slideshow of several amazing shots (mostly kids, dogs, parties, vacations and nature).
2	But your gallery is a MESS	But your photo gallery is a mess.	Focus on the last amazing shot from above, zoom out to see it in a messy gallery full of duplicates; start scrolling, slow, fast and faster (we see an angry thumb).
3	Photofetcher is here to help	Photofetcher is here to help.	Photofetcher logo.
4	<ul style="list-style-type: none">• Analyzes• Learns• Finds• Prioritizes• Organizes	Photofetcher analyzes your photos, learns your personal preferences, and then finds, prioritizes, and organizes your best shots.	Image search / organization screen grabs, amazing shots found.

5	<ul style="list-style-type: none"> Personalized AI Manages Thousands of Photos Creates an Intuitive Gallery 	It's your Personalized Photo AI. It manages thousands of photos — just like you would — saving you time and making your galleries fun and intuitive.	Scroll of only amazing shots in an organized gallery.
5.5	<ul style="list-style-type: none"> Explains Why They're Great 	Not only does Photofetcher find your best photos, it explains <i>why</i> they're your best, helping you take even better pictures.	NLG output (single photo data level)
6	<ul style="list-style-type: none"> Continually Organizes Keeps Galleries Tidy 	And it continues to organize your photos, ensuring your best shots are easy to find — keeping your gallery tidy!	Screen grab of dedupe or blurry feature and resulting de-duped albums, open and scroll one of them.
7	<ul style="list-style-type: none"> Stop Gallery Frustration 	Stop being frustrated with your photo galleries.	Angry thumb scrolling galleries from hell.
8	<ul style="list-style-type: none"> Find, Organize, and Print Photos Easily 	Find, organize, prioritize and print your photos easily, with Photofetcher.	Scroll of an organized album, open a great photo, FRAME IT (pseudo "printed photo" layout) fade into
9	<ul style="list-style-type: none"> Personalized AI That Works for You Try Your Loyal Photo Assistant Today! 	Personalized AI that works for you. Try your Loyal Photo Assistant for free today!	Photofetcher logo

Photofetcher Prototype

Prototype

Open this in Chrome on your phone to tap through the prototype: [LINK]

Prototype Assets

Developer link where most of the assets can be downloaded from. (Can be broken apart differently if needed.): [LINK]

Photo Gallery Photos

New ones here: [LINK]

Old ones here: [LINK]

Photofetcher Logo

Here ya go, the Photofetcher [LINK] logo in all its glory.

Video Cuts

The latest version of the video lives [LINK] here.