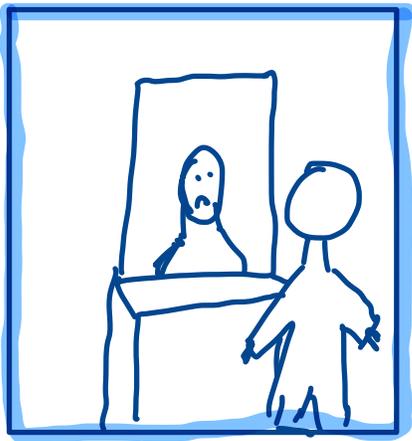


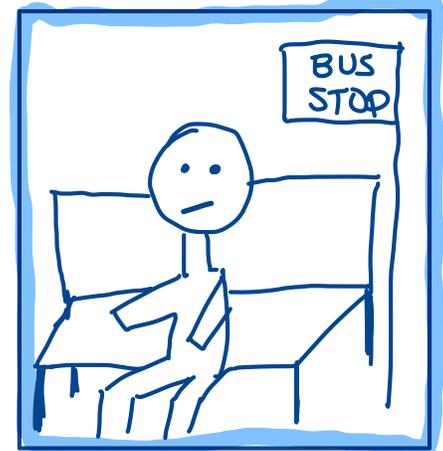
• sad / gloomy • intrigued / inspired • joyful / content • excited



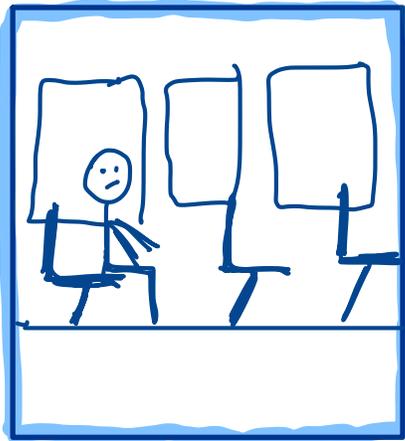
At home getting ready, glum



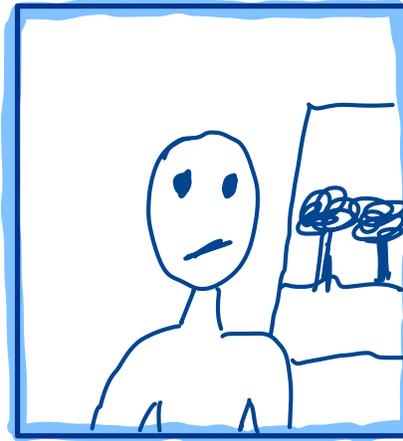
Picks black tie immediately



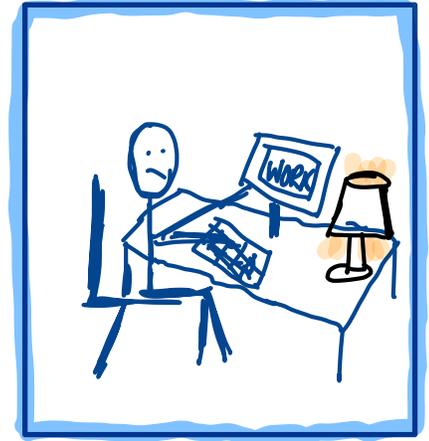
Commuting, looking glum



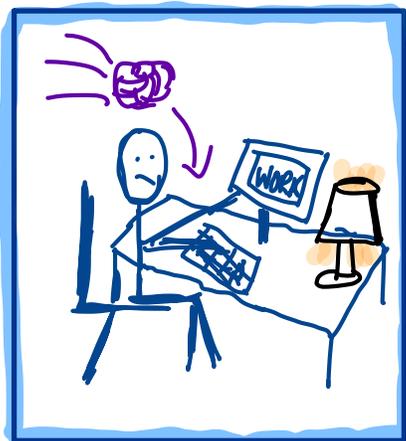
On bus, disinterested



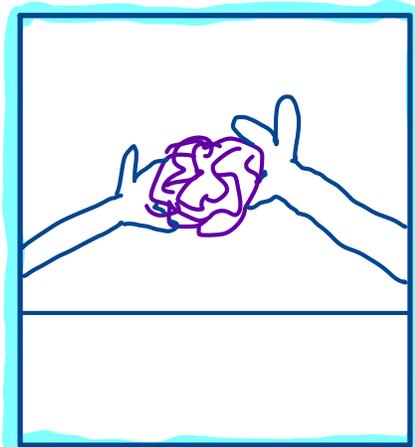
close-up head on shot on bus



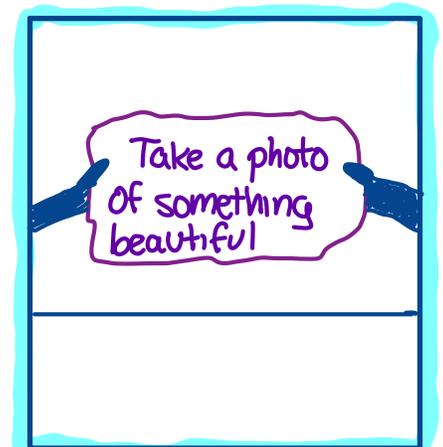
At work, dim light, still glum



Crumpled note falls into lap (dare drop)



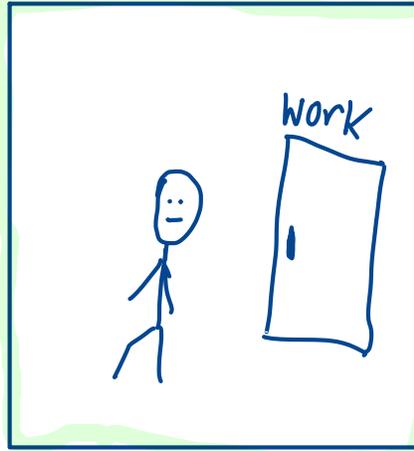
opens note, mood begins to shift



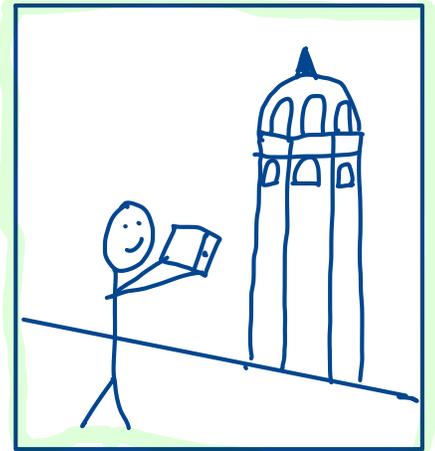
Task 1: Daily burst of inspiration / creativity added to user's day



Hero moment: has an idea for the dare

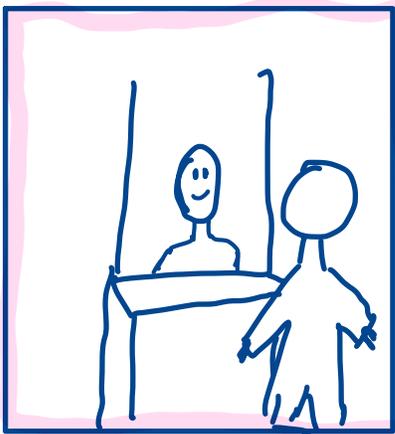


takes break & goes for walk, less glum

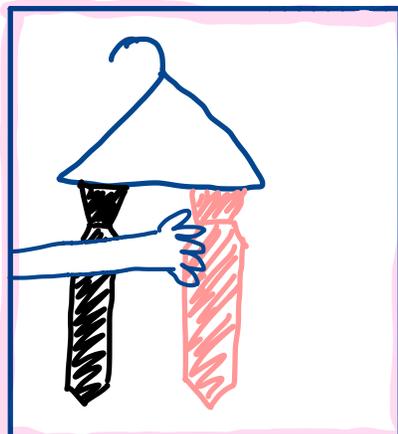


Takes pic of view, fades out...

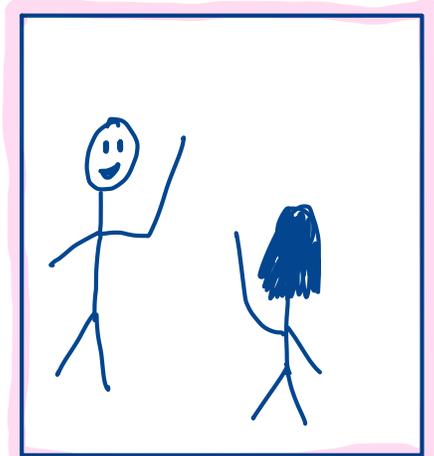
The Next Day...



Getting ready, content



Reaches for pink tie (close-up)



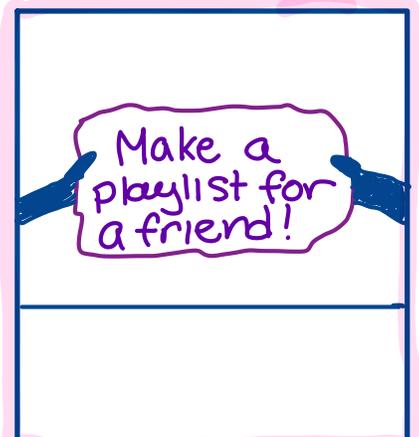
Waves to stranger on commute



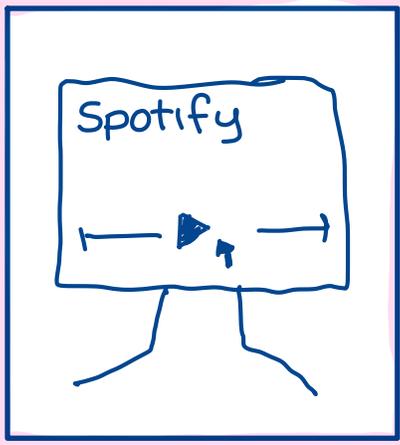
at work, adjusts desk, brighter lighting



Another dare drop



zoom in, read dare



Navigates to spotify,
plays song (background
music plays in vid)



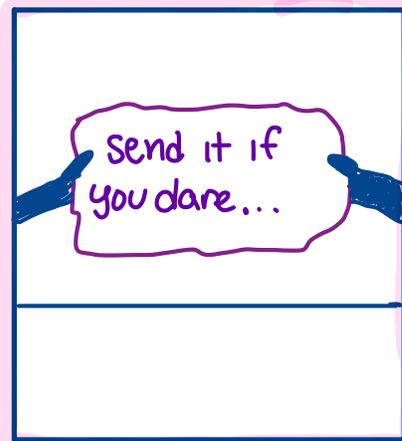
Enjoying himself while
making playlist,
favoriting songs



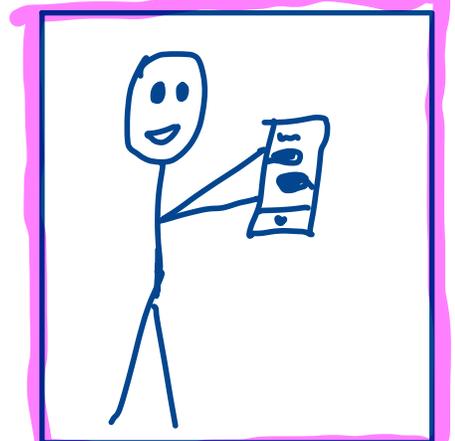
Timelapse/montage of making
playlist
Task 2: user favorites things
they like while discovering
something new



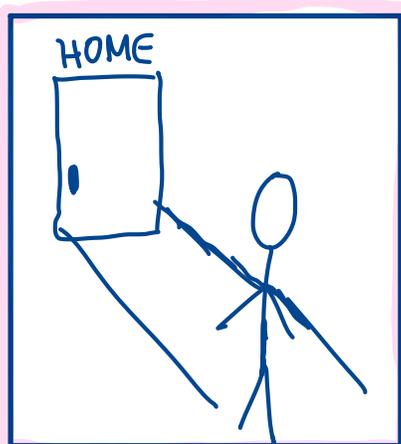
Notices something on
back of dare



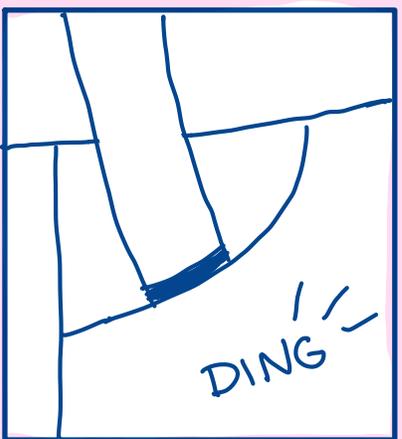
zoom in, turns it over



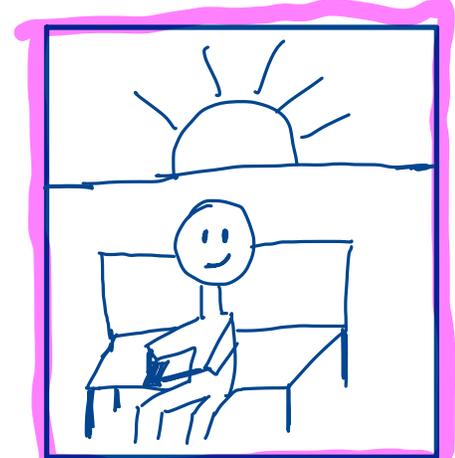
Texts playlist to bestie
Hero moment & task 3: share
creative creation w/ others



walking home



Digging for keys,
gets a text



Bestie texts back, he
stays outside on bench
to reply