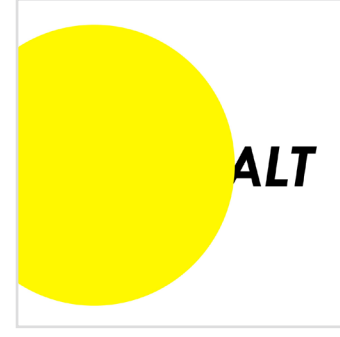
PAYALT

SHOPPER FLOW VIDEO STORYBOARDS V2 | 05/08/19

PAYALT SHOPPER FLOW STORYBOARDS | OVERVIEW

PAYALT SHOPPER FLOW STORYBOARDS | INTRO

Open on PayAlt logo; white background.



PAYALT SHOPPER FLOW STORYBOARDS | INTRO

Transition:

Coin stack fades, circle expands to wipe PayAlt text and fill background with yellow.

PAYALT SHOPPER FLOW STORYBOARDS | INTRO

Background is now yellow after logo expands.

PAYALT SHOPPER FLOW STORYBOARDS | INTRO

Text slides in from left to right:

"PAY WITH CRYPTO
ANYWHERE"

Hold on text:

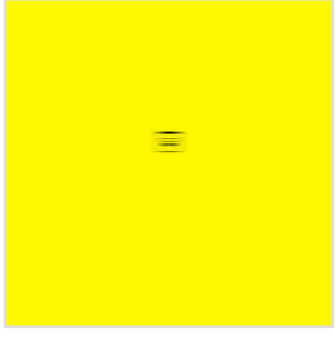
“PAY WITH CRYPTO ANYWHERE”

PAYALT SHOPPER FLOW STORYBOARDS | INTRO

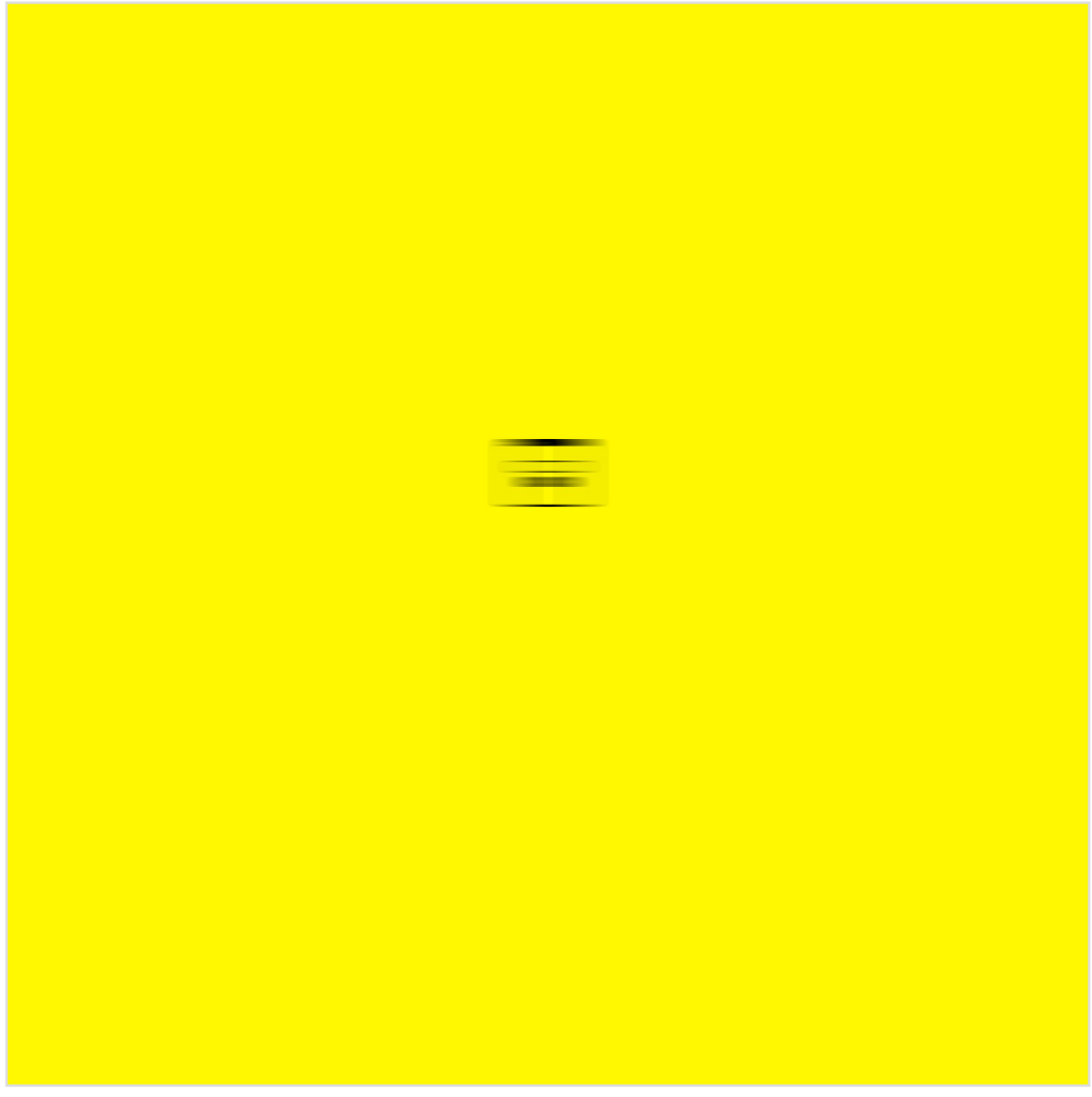
“PAY WITH CRYPTO ANWHERE”
text slides off right side of screen.

PAYALT SHOPPER FLOW STORYBOARDS | INTRO

Blank screen while we transition into next sequence.



PAYALT SHOPPER FLOW STORYBOARDS | STEP 1: JOIN



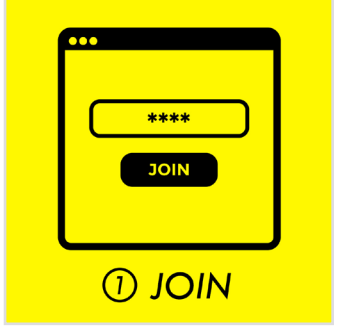
"ANYWHERE ONLINE" text slides off right side of screen.

A simplified browser window quickly grows in from background.

PAYALT SHOPPER FLOW STORYBOARDS | STEP 1: JOIN

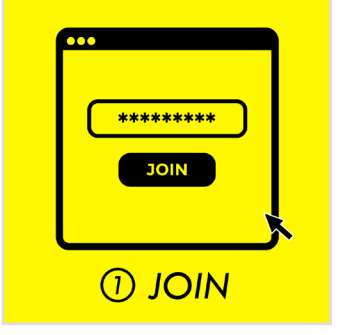
A simplified browser window continues to grow in from background as new text slides in from left to right:

“1. JOIN”



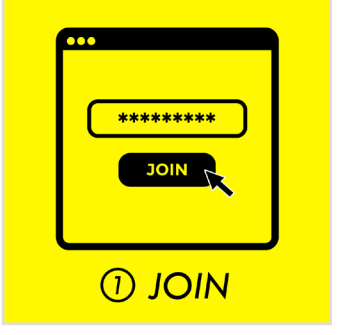
PAYALT SHOPPER FLOW STORYBOARDS | STEP 1: JOIN

"1. JOIN" text settles into place as asterisks appear in the text entry field, as though someone is typing in their information.



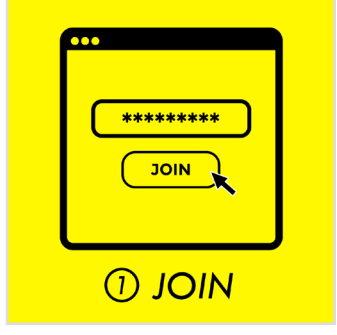
PAYALT SHOPPER FLOW STORYBOARDS | STEP 1: JOIN

Asterisks finish filling the text entry field as a cursor comes in from right side of screen, moving towards JOIN button.



PAYALT SHOPPER FLOW STORYBOARDS | STEP 1: JOIN

Cursor reaches JOIN button.

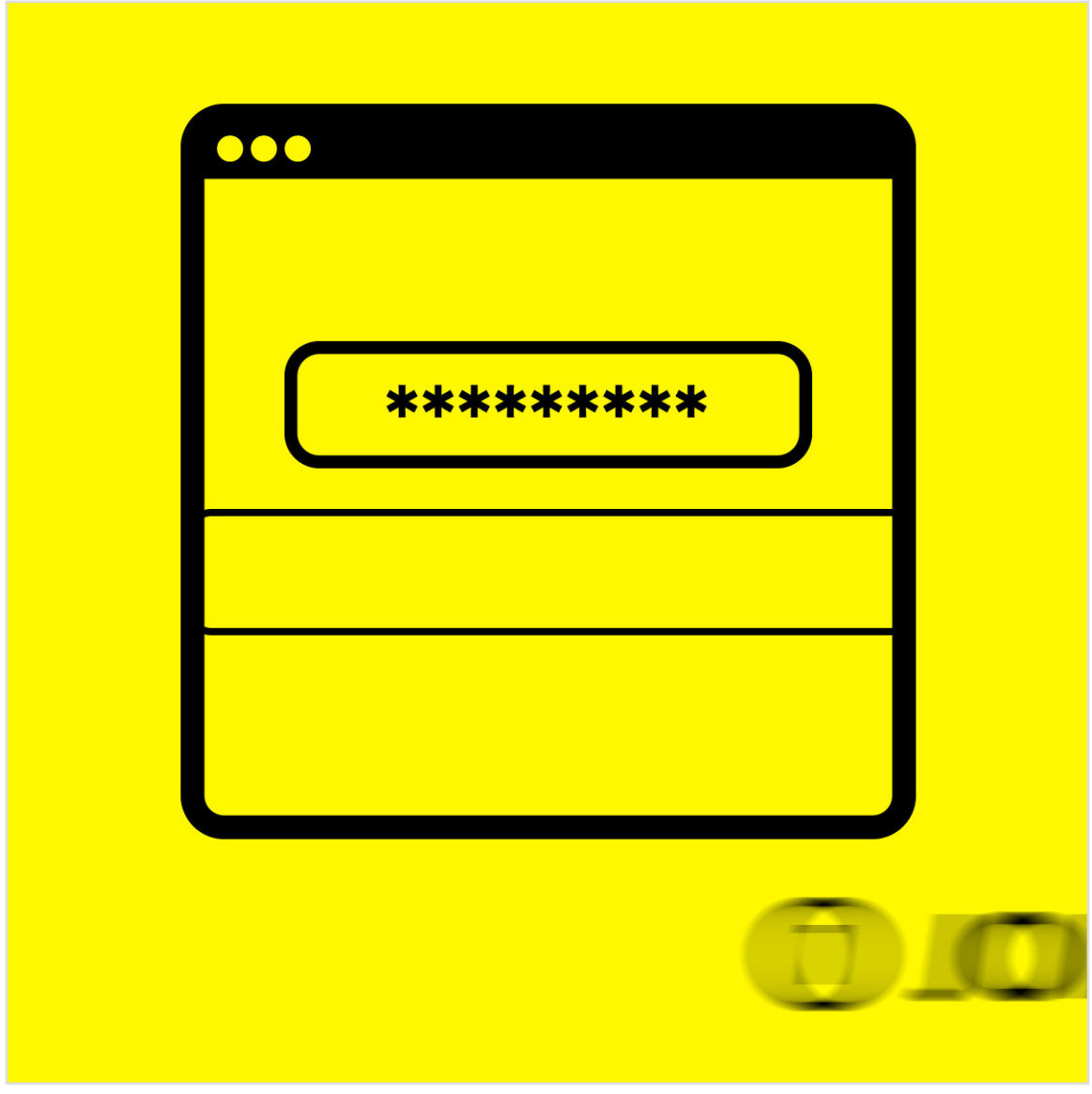


PAYALT SHOPPER FLOW STORYBOARDS | STEP 1: JOIN

Colors on JOIN button reverse to signify a click.

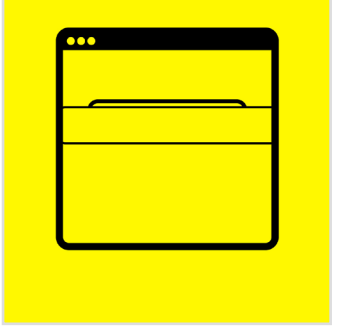
Cursor slides off right side of screen.

PAYALT SHOPPER FLOW STORYBOARDS | STEP 1: JOIN

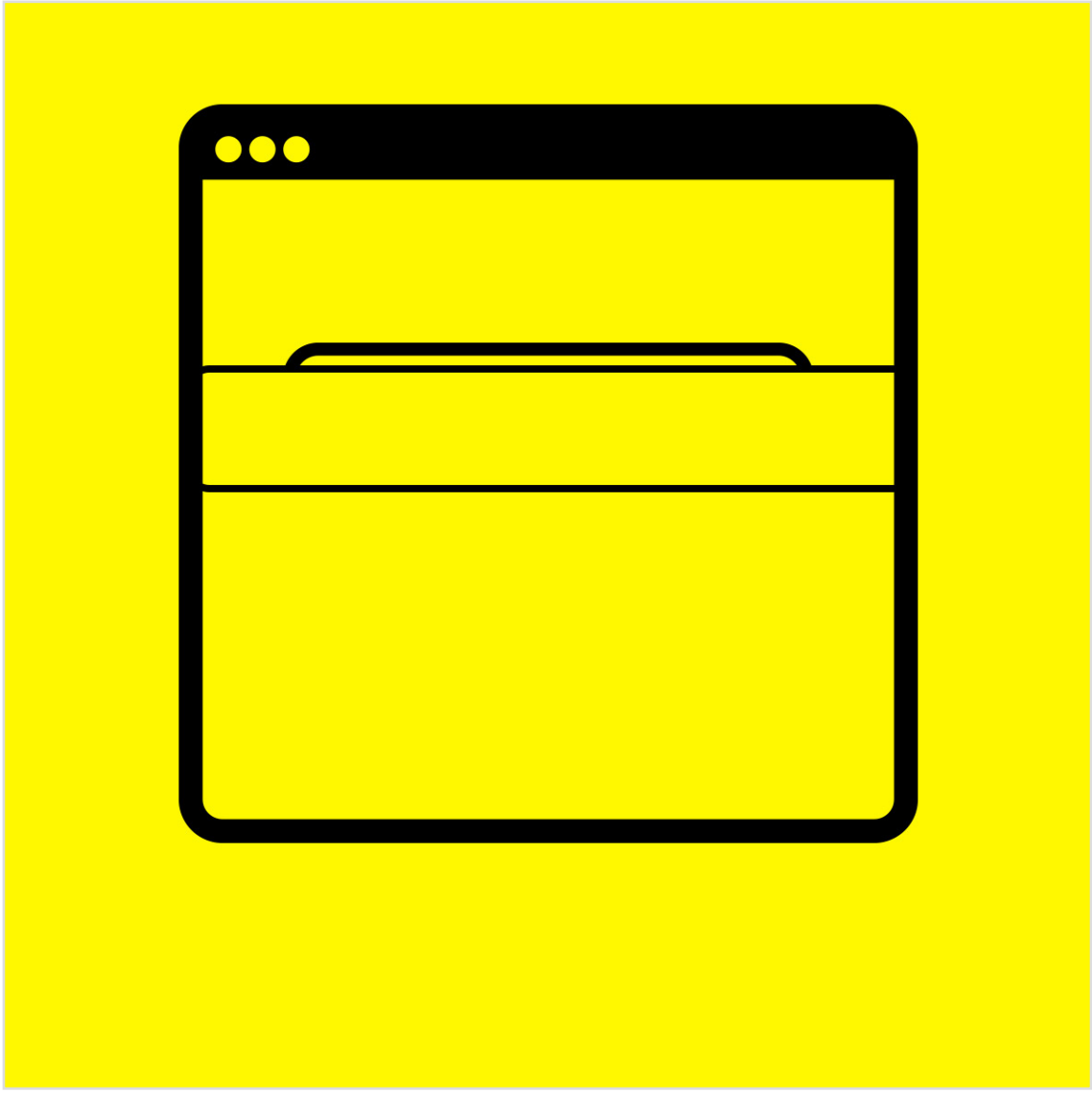


Clicked JOIN button expands to be full width of browser window; button text fades out.

“1. JOIN” text slides off right side of screen.

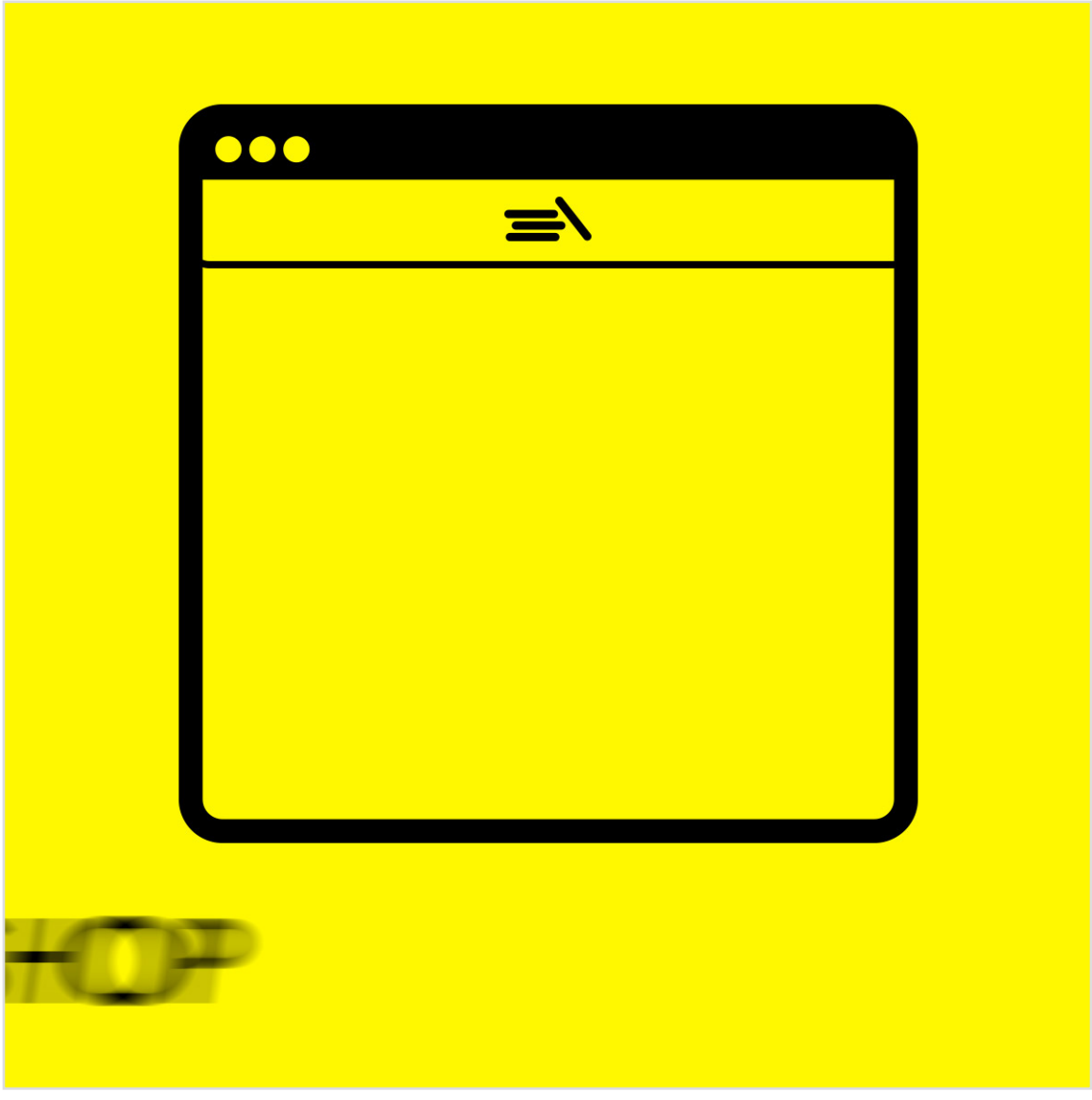


PAYALT SHOPPER FLOW STORYBOARDS | STEP 1: JOIN



Expanded button slides up to top of browser, wiping content in-browser and transforming into the PayAlt purchase overlay.

PAYALT SHOPPER FLOW STORYBOARDS | STEP 2: SHOP



Coin stack logo fades in on top of PayAlt purchase overlay.

New text slides in from left to right:

“2. SHOP”

PAYALT SHOPPER FLOW STORYBOARDS | STEP 2: SHOP

"2. SHOP" text settles into place.

A shopping cart icon rolls into the center of the browser window from left.

PAYALT SHOPPER FLOW STORYBOARDS | STEP 2: SHOP

Packages drop down from the top of the browser window / PayAlt purchase overlay into the shopping cart icon.

PAYALT SHOPPER FLOW STORYBOARDS | STEP 2: SHOP

Packages continue to fall, filling the cart icon.

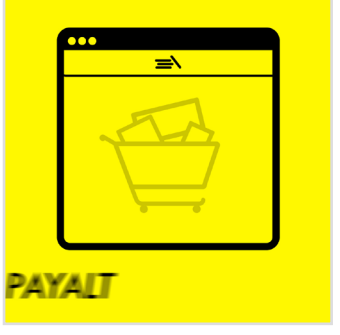
PAYALT SHOPPER FLOW STORYBOARDS | STEP 2: SHOP

Shopping cart icon, full of potential purchases.

PAYALT SHOPPER FLOW STORYBOARDS | STEP 2: SHOP

"2. SHOP" text slides off right side of screen.

Filled shopping cart icon dims slightly.



PAYALT SHOPPER FLOW STORYBOARDS | STEP 3: PAYALT

New text slides in from left to right:

“3. USE PAYALT”

PAYALT SHOPPER FLOW STORYBOARDS | STEP 3: PAYALT

Text settles into place.

Cursor slides in from right side of screen again, moving towards top bar.

“PAY WITH PAYALT” text begins to slide out from behind coin stack logo.

PAYALT SHOPPER FLOW STORYBOARDS | STEP 3: PAYALT

"PAY WITH PAYALT" text is fully revealed.

Cursor reaches PAY WITH PAYALT purchase overlay.

PAYALT SHOPPER FLOW STORYBOARDS | STEP 3: PAYALT

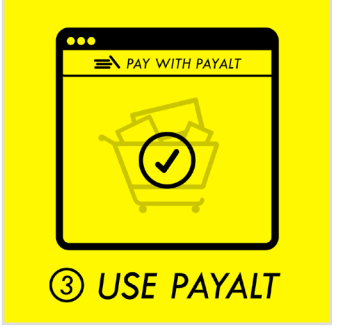
Colors on PAY WITH PAYALT bar invert to signify a click.

PAYALT SHOPPER FLOW STORYBOARDS | STEP 3: PAYALT

Colors revert to normal as cursor slides off screen.

Click initiates a circular loader, representing the automated payment portion of the PayAlt service without giving away too much detail.

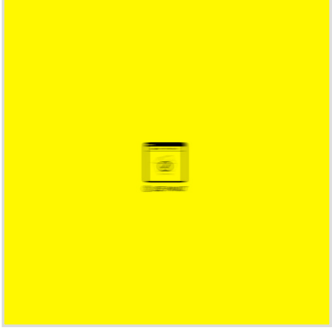
Circular loader animation test can be viewed here. The bars within the circular loader are made up from the individual coins in the coin stack logo.



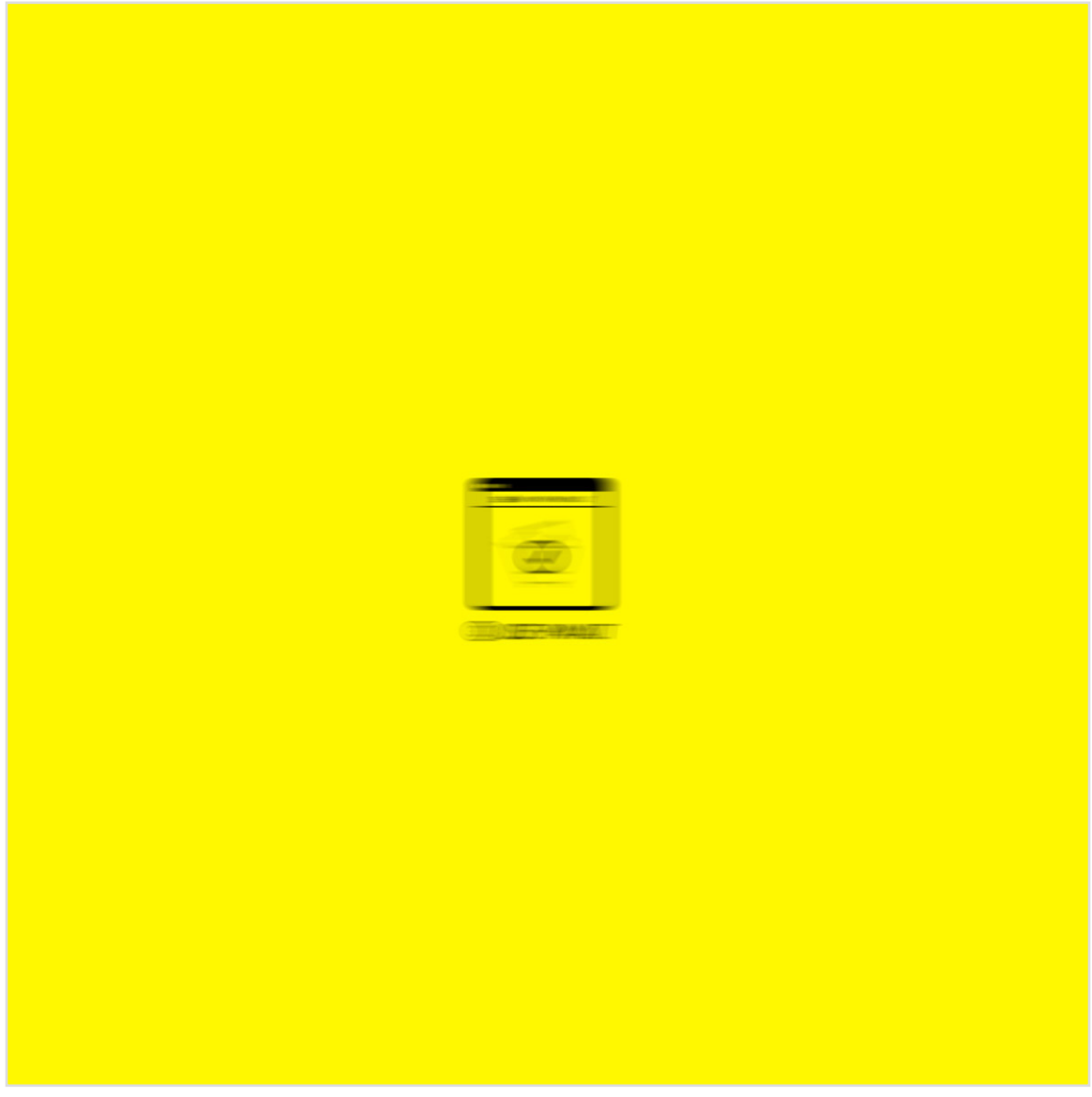
PAYALT SHOPPER FLOW STORYBOARDS | STEP 3: PAYALT

After 3-5 rotations of the circular loader, the loader fades and is replaced by a circled check mark that draws itself in.

(The circle draws in first, mimicking the movement of the loader; the check mark then draws itself in within the circle)



PAYALT SHOPPER FLOW STORYBOARDS | STEP 3: PAYALT



With the transaction now complete, the browser window shrinks out into the background (echoing the browser's introduction).

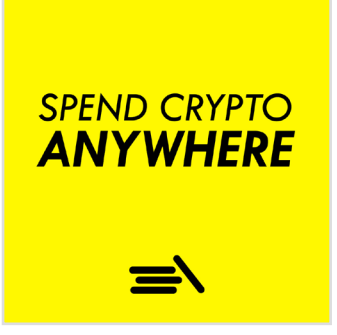
We're now back to the plain yellow screen.

PAYALT SHOPPER FLOW STORYBOARDS | END

New text slides in from left to right, echoing the initial messaging before the 3-step process was introduced:

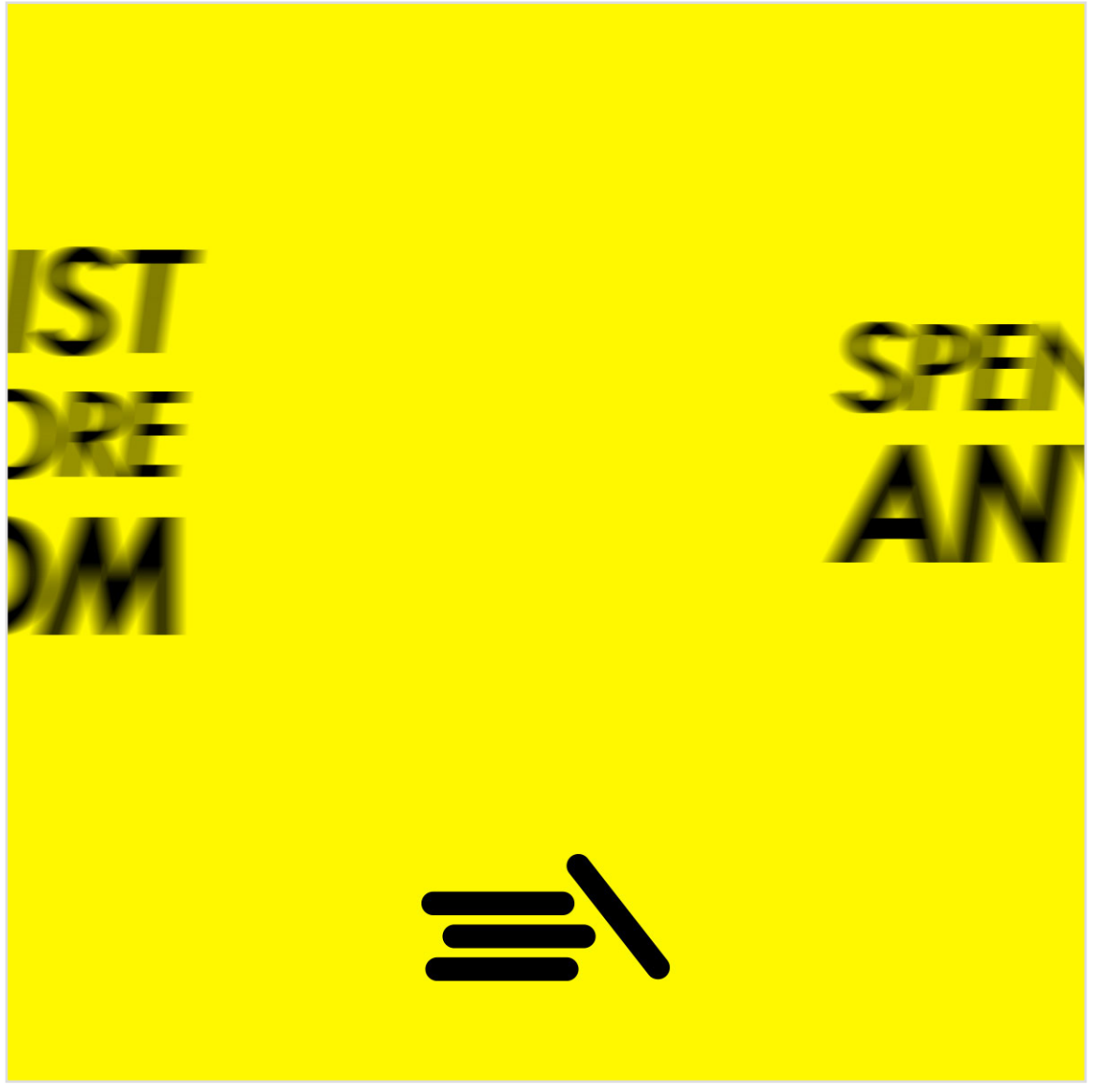
“SPEND CRYPTO ANYWHERE”

Includes the coin logo at the bottom, a motif used in previous instagram posts.



Hold on “SPEND CRYPTO ANYWHERE”

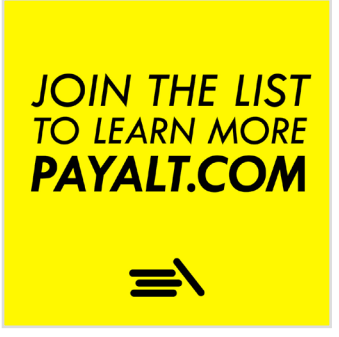
PAYALT SHOPPER FLOW STORYBOARDS | END



"SPEND CRYPTO ANYWHERE"
slides off right side of screen.

New text slides in:

"JOIN THE LIST
TO LEARN MORE
PAYALT.COM"



PAYALT SHOPPER FLOW STORYBOARDS | END

Hold on text:

“JOIN THE LIST
TO LEARN MORE
PAYALT.COM”

End.