

Apple Watch Storytelling

Overview

This is a storytelling course that requires students to create product storytelling as well as animation in the final. The goal of this project is to draw attention, persuade, and motivate potential customers through stories that bring facts to life and help users understand the value of the product by focusing on the user's problem. To create a story, I use the following tools: Figma, Paint.net, GarageBand, and Photoshop for animation. The project was finished during the 2022 Fall term and took 3 months to complete.

Context and Challenge

Background

The sole task was to create an animation, sound, and story. I start my research in September to find products and make a list of them, including treadmills, GoPro cameras, and Apple Watches. Because I want to raise awareness for users of hearing aids or Apple Watches who are deaf, I chose the Apple Watch Series 6 as a usage product. I spent three months, from September to December, working through the final storytelling.

Problem

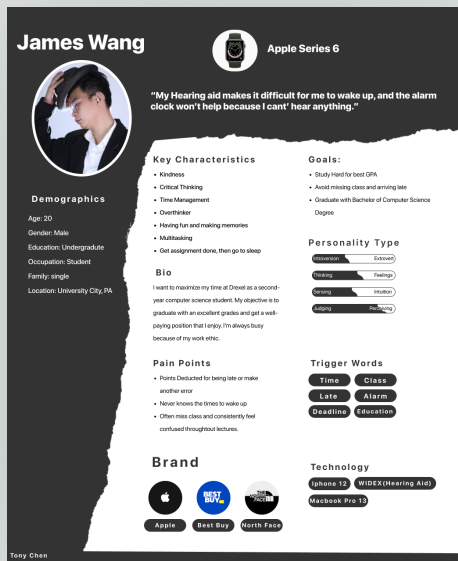
This project aimed to comprehend how I go about promoting the Apple Watch to users and develop a strategy for communicating the value of the device by emphasizing user problems rather than product features. Even though I haven't taken an animation course yet, I was having trouble figuring out how I was going to make sound and animation for the final because I used the After Effect and Photoshop skills I had used to create animation in 2021. In the end, I choose to use Photoshop to create animation. The difficulty with animation is that it takes a lot of time while I am working on other projects for the fall course.

Goals

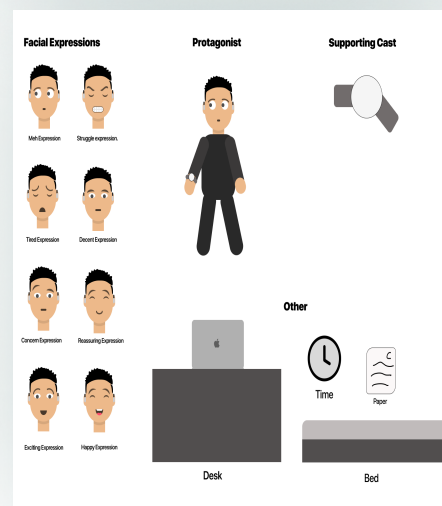
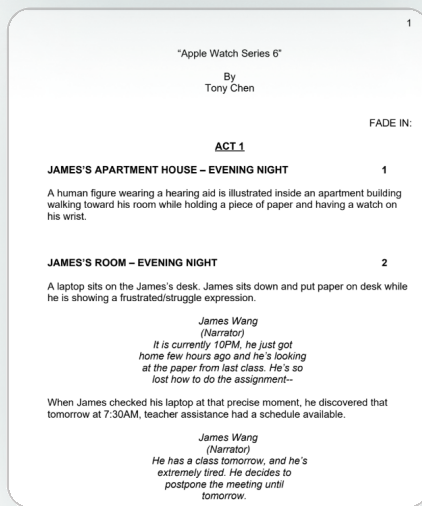
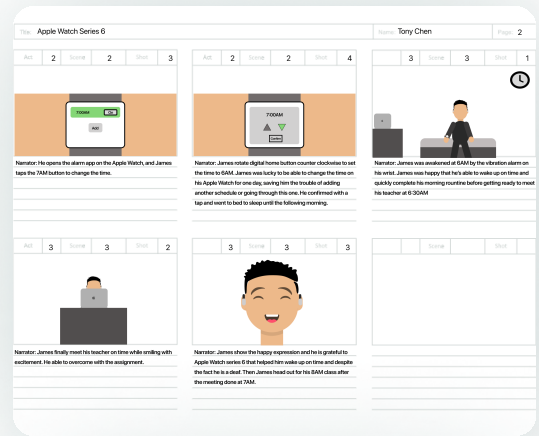
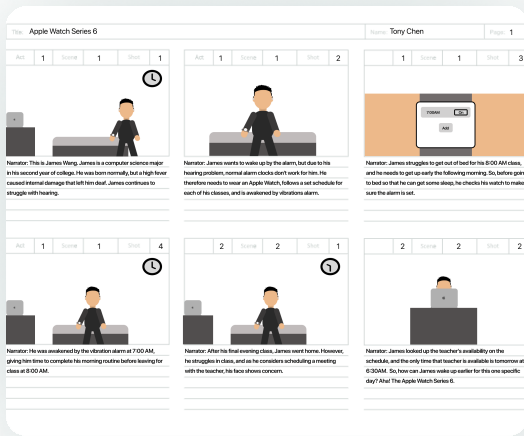
- Learn the fundamentals of product value, put them into practice, and comprehend how to apply the product concept.
- Bring information about the Apple Watch Series 6 to life
- Create excitement for the Apple Watch series 6 product and assist the deaf customer in connecting with the storytelling

Process and Insight

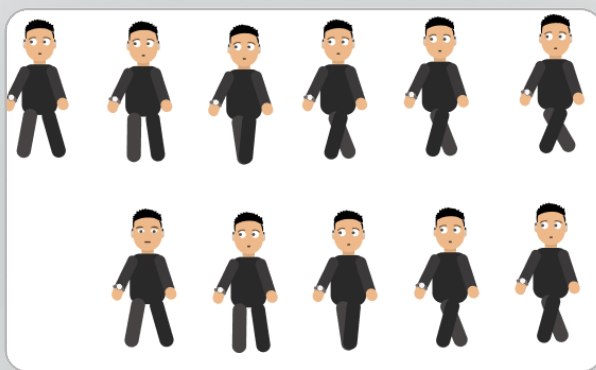
1. Before I begin to write a story, I first do some research on the Apple Watch. Then I analyze what features, like the alarm on the watch, I can use to create a story. I make a decision to create an apple watch vibration alarm story. To process my research and journey map, I then need to create a user persona. The user persona identifies the customer, and the journey map shows the timeline from the opening to the final scene.



2. Next, since this is a solo project and I'll be speaking for the most part by myself, I need to write a script similar to one for a movie that an actor would read. I also need to add sound effects like music backgrounds to the Photoshop video timeline. Additionally, I begin sketching the character to prepare animation that adheres to my script, and I do so primarily using the Figma software.



3. Finally, I start making the animation in Figma and Photoshop. I made the difficult decision to create the animation frame by frame, which took me three days of diligent work and required more than 300 frames. My first attempt was to use frames to create a character walk, but I quickly realized that this would take a lot of time because it is difficult to create action movement animation. The animation phase was due in a week, and I already had other projects that were due the same week. I ultimately choose to create image animation with subtle effects like opacity at each turn. This plan will enable me to complete the animation that had a week's worth of deadlines.



Solution

A link to the final storytelling animation is provided below. My objective was to produce my first storytelling since I had never done it before while working as an animator and narrative speaker at the same time. The User persona, journey map, and script were really helpful to me in keeping track of the story. The animation project was more challenging because I had to meet a two-week deadline rather than a single one, which required me to change my original plan in order to finish it more quickly and on time. I would have considered this storytelling endeavor a success overall.

[View Site](#)

Result

The project, which lasted for three months, taught me the significance of each step in the storytelling process, such as conducting research on the value of the product before writing a brief paragraph and continuing to update. Like when I first started learning, the concepts of narrative are completely new to me. But I'm happy with how my user persona, which I used to identify my target audience, and journey map, which I used to track the timeline of the story, as well as the script that I'll use to speak as a narrative, turned out.