



VOICES

- Make places tell personal stories -



VALUE PROPOSITION

Cultural immersion through personal stories

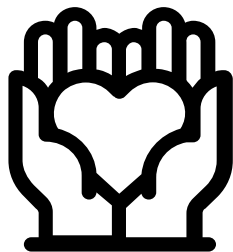
PROBLEM

People would like to get authentic and personal perspectives on new cultures, but without intruding by asking questions

SOLUTION

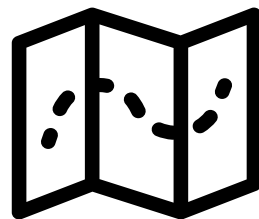
Empower local perspectives on culture via virtual storytelling to enable cultural exploration

TASKS



SIMPLE

Listen to a
story



MODERATE

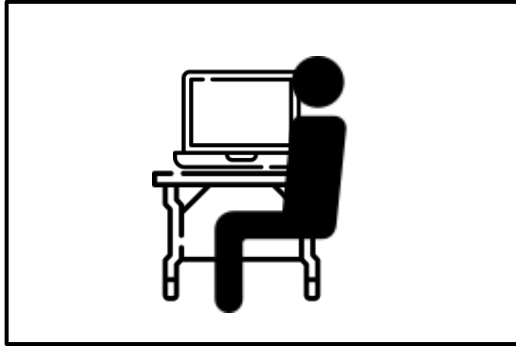
Find a new
story



COMPLEX

Share your
own story

SIMPLE TASK: LISTEN TO A STORY



Taylor at her computer looking for places to visit in Los Angeles to get to know the local culture. No dialogue.



Taylor is frustrated that she can't find anything that tells her about the culture of LA. No dialogue.



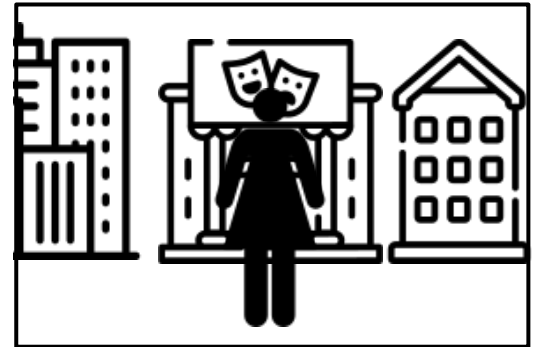
Taylor leaves the house to go explore LA after a frustrating web search. No dialogue.



Taylor wanders around LA hoping to find something that peaks her interest. No dialogue.



Taylor arrives at Roxy theater. She is initially confused. No dialogue.



As Taylor approaches the theater, she begins to hear a voice. Dialogue: narration of story

MODERATE TASK: FIND A NEW STORY



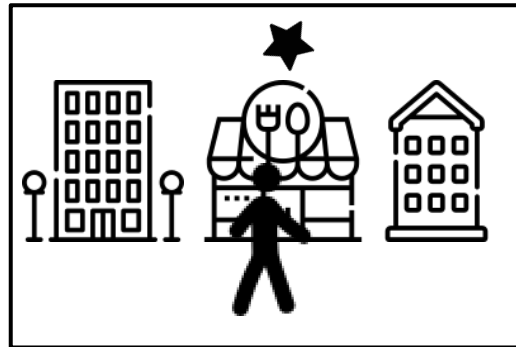
Taylor continues walking and starts seeing stories everywhere. No dialogue.



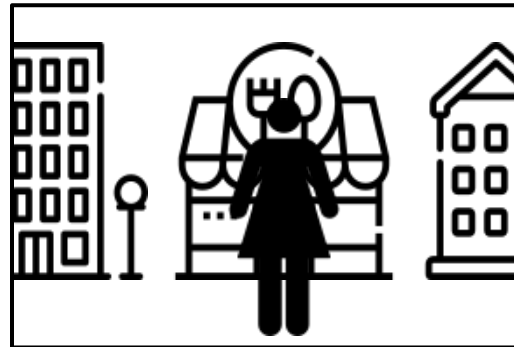
Taylor is enchanted by the stories she is finding all around her. No dialogue.



Taylor twirls and dances as she walks to her next story. No dialogue.

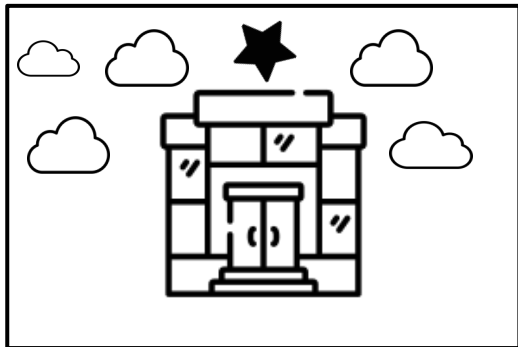


Taylor follows a story to Night and Market thai restaurant. No dialogue.

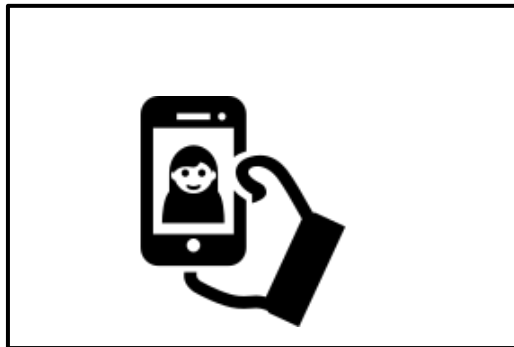


Taylor listens to story at Night and Market. Dialogue: narration of story at Night and Market

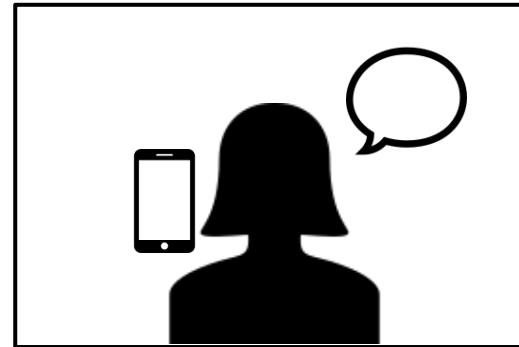
MODERATE TASK: SHARE YOUR OWN STORY



Shot of ice rink in New Jersey. No dialogue.



Taylor begins recording her own story on her phone. Dialogue: Taylor begins narrating her story



Close up shot of Taylor recording her story. Dialogue: Taylor narrates her story.



Shot of Taylor tying her ice skates. No dialogue.



Shot of Taylor ice skating. No dialogue.