



Amazon Flex

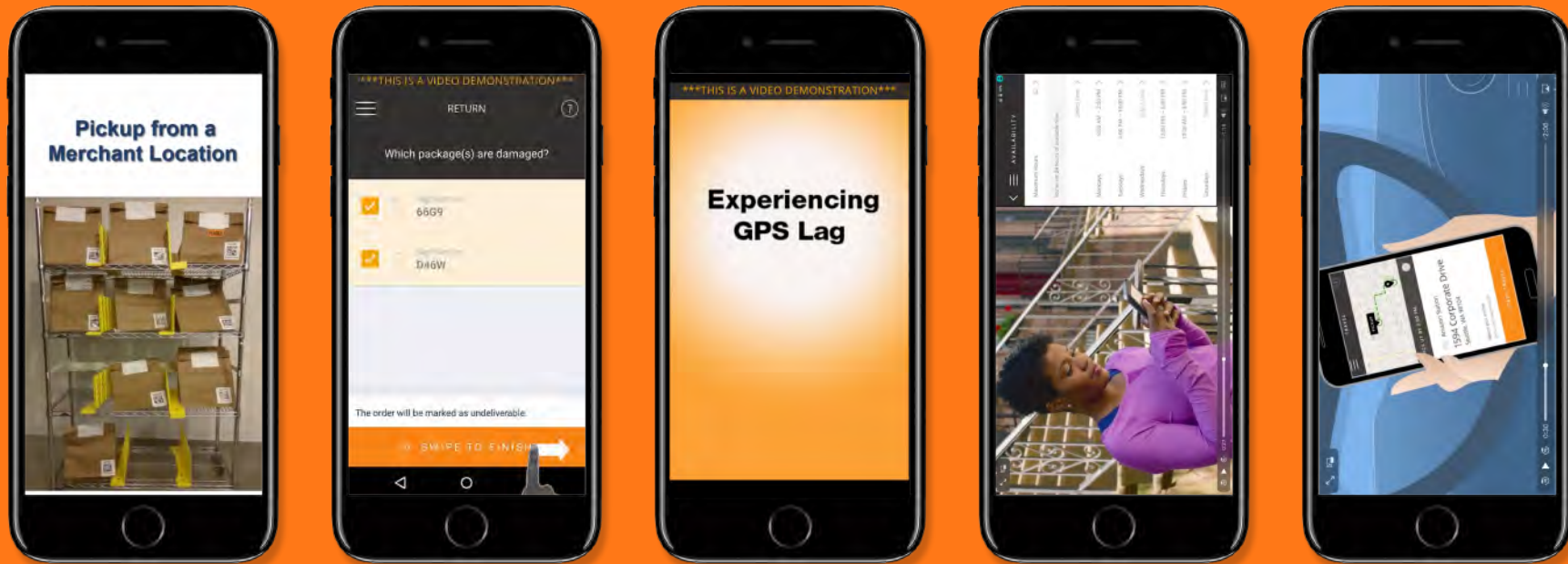
Onboarding Animations

Hello.

As you well know, the program currently in place for onboarding new Flex drivers is in dire need of an upgrade. How Flex drivers are trained is a big issue with wide-ranging implications for the Flex program and Amazon as a whole.

Box Fort Studios is excited to tackle this challenge! The next few pages will outline our strategy to revamp the onboarding process, establish a consistent visual style, ease the strain of localization and streamline future updates.

Sounds great, right? Let's begin!



The Problem

(a quick summery of where we are now)

The current onboarding process requires new Flex drivers to watch 19 separate videos outlining the process for delivering packages in a myriad of situations. The total run time for these videos is roughly 45 minutes. This is a lot of information to take in, and from a production standpoint, localizing the voice over and visuals is very time consuming. Additionally, when the Flex process inevitably changes, whole videos need to be recreated and re-localized.

At present, there is an effort to reduce the number of videos to 9, with a total run time of 15 minutes. Minimizing the onboarding time commitment will go a long way toward improving the experience for drivers, but will not alleviate challenges with localization and future updates.

Our Solution

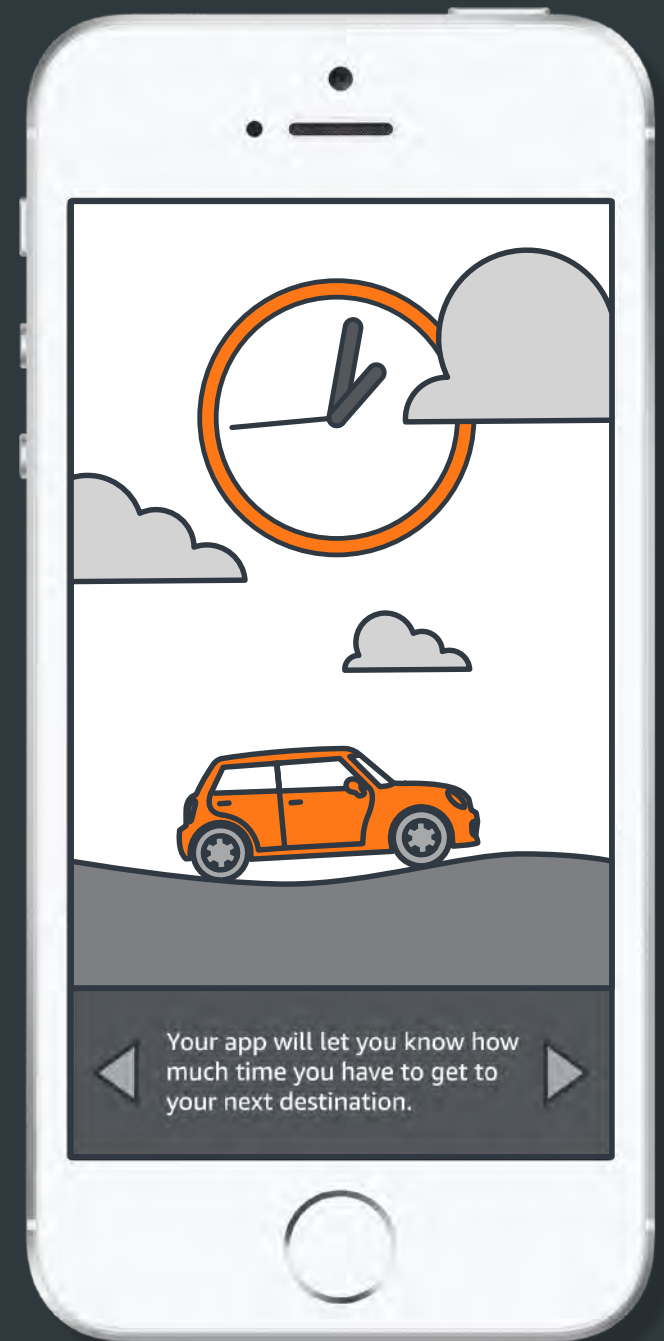
We have spent a lot of time thinking about the best way to approach the onboarding process. We don't want to provide a short-term solution for a long-term problem, so we're recommending a more holistic approach.

Instead of having drivers view several long videos, we propose creating a robust e-learning experience featuring a series of click-through animations.

When new drivers download the Flex app, they'll be prompted to begin the animated walk-through. Each screen will contain a looping animated clip accompanied by text describing the part of the pickup/delivery process depicted in the animation. Once drivers have read the information, they can tap forward to the next clip and relevant instructions.

An interactive process will allow the drivers to follow the information at their own pace. It might also encourage them to pay closer attention. This is important stuff!

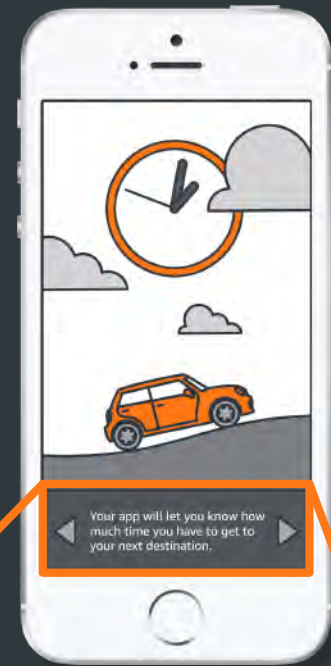
[CLICK HERE](#) for a demo



The Benefits of a System

Our proposed solution will allow animations to be built in a modular way using HTML5, which will help create continuity and streamline the animation process. Future changes to content can be made on an elemental level without affecting the whole piece. This system will allow us to reuse these animations in multiple places throughout the training, effectively reducing production time.

Additionally, with all text appearing on screen in lieu of voice over, localization will be much simpler than before. We will deliver a version in English, and then walk you through the process of updating the text to whatever language is required. It will be as easy as copying and pasting text into a word document.



Aplikace vám sdělí, kolik času potřebujete k dalšímu cíli.

您的 用程序将 您知道有多少
到达您的下一个目的地。

Votre application vous permettra
de savoir combien de temps vous
devez vous rendre à votre
destin|

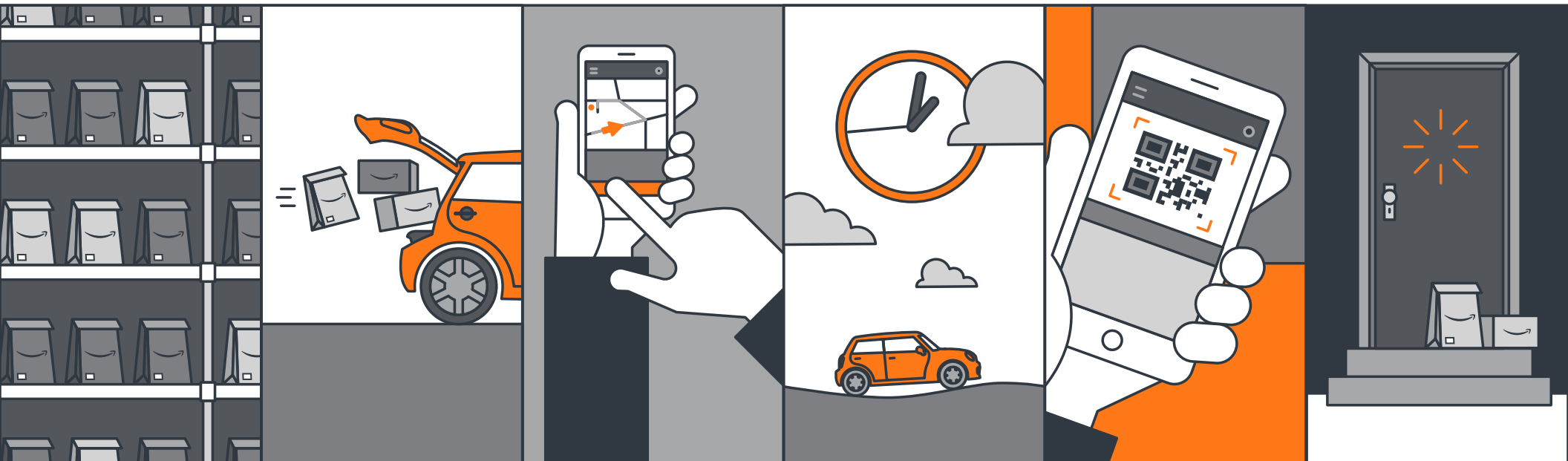
Visual Style

For this interactive onboarding experience, we wanted to develop a look that will be visually compelling as well as simple and scalable. We landed on a design strategy that takes the best aspects of the Flex brand and adapts them for an animated environment.

The clean vector graphics are crisp, easy to follow and not complicated to create.

The limited color palette will help establish a consistent look and also simplify the production process.

We will avoid showing screen capture of the actual app. Instead, we will create stylized UI that references the look of the app without showing all the text and detail. Simplifying the UI will help avoid localization issues and update challenges when the UI changes.



Service Level Agreement

We will provide:

- script writing services to help craft and clarify the message
- a step by step approval process, to assure that each piece of content is accurate and in line with project goals
- fully fleshed out designs, and animation of all visual elements in the training
- demonstrations, either in person or through Chime, to instruct unfamiliar users how to update and export the files from Captivate

We will deliver:

- an American English version of the training with all animated loops and text in place
- an Adobe Captivate file with the complete training loaded in and ready to be localized
- a comprehensive asset library with all animated content broken into small units that can be easily swapped in or modified to accommodate future changes/new content

We will need from you:

- all relevant content that needs to be described in the videos (It doesn't have to be a final script, but some thing to guide the message)
- assistance from a developer familiar with the current product, to help incorporate the delivered HTML5 files with your current application

Timeline

We are available to begin work in Q1 of 2018.

Once the project is launched, we estimate that total production time will be 10 weeks.

Cost

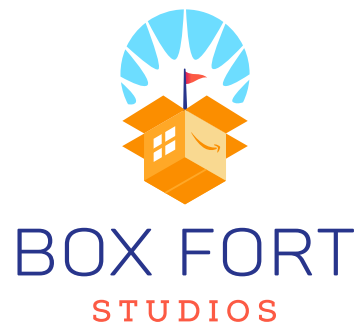
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Thank You.

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