

Googamooga Gifting: Great for Giver and Giftee!

Video Script



This Document

This is a first draft of the script that will be used to create the video that explains the concept of gifting in the Googamooga Store. This script is what we use to finalize the language and general design before constructing the video.



What should I look for when I read this script?

- Have we accurately captured the information you need explained in this video?
- Do we need to add or remove any narration before going to production?
- Is the style appropriate to the level of formality or casualness we're seeking?
- Does the narration use language in a way that conforms to the conventions of the learners' industry and job type?

Learners will never see this content in this form, but the language used in this document will become the final script.



To Review

- Please use the Track Changes and Comments features to make any edits you feel are necessary.
- Save the file with your initials and the date added to the end of the filename.
- Return by email. We look forward to incorporating your feedback into the script.

This document and its accompanying slide deck were written as a response to a prompt that is part of a job application process.

It has not been paid for by any entity.

It was not contracted by any company and uses only the publicly-available information provided by companies on customer-facing websites necessary to satisfy the prompt. The accuracy of the information in this script is in no way guaranteed. The document remains the property of the author, Das Janssen, and exists solely as a writing portfolio exercise to illustrate the author's facility with language and familiarity with industry conventions in the context of job-seeking.

Googamooga Gifting: Great for Giver and Giftee!

Description: This video introduces learners to an hour-long training course for Googamooga employees who will be working with a newly launched gifting service. The course title is Active Listening with Googamooga Gifting.


Production Notes:


- The style of the video is “whiteboard,” which means the OST and images will be drawn in an engaging style as though on a whiteboard, with light animation to promote engagement with content. See images in the script.
- Please make figures of people throughout the course recognizably human but fairly abstract. Add at most one distinguishing feature, such as a hat or necklace, to each. (Be careful to avoid stereotypes!)
- Please do not show the hand doing the drawing; it is enough that the drawing appears.
- Please use colors consistent with the style guide provided by the client.
- Voice talent to be in the alto range, fairly animated and chipper, speaks at a moderate speed.

Learning Objectives:


After this course, learners will be able to:

- Explain the concept of gifting in the Googamooga Store.
- Explain the experience for both the giver and giftee.
- Understand that the upcoming training course will focus on:
- Listen carefully to customers.
- Identify the issue the customer is facing.
- Identify a resolution for the customer’s issue.

Screen No.	On-Screen Text	Graphics	Narration
0	Googamooga Gifting: Great for Giver and Giftee!	Splash screen should use the Googamooga logo in a manner consistent with the Googamooga style guide.	
1	Active Listening with Googamooga Gifting	 MEDIA NOTE: This is an image of a Googamooga storefront screenshot from the Googamooga website . Please render it in whiteboard drawing so it is recognizable as the one featured as iconic by the client.	Welcome to Active Listening with Googamooga Gifting! We are excited to launch a new initiative, Googamooga Gifting and we’re really glad you’re here to help us with it.

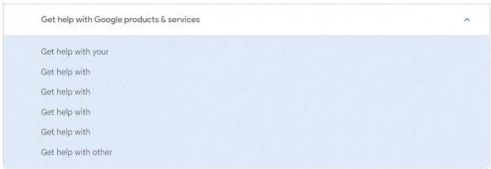
Screen No.	On-Screen Text	Graphics	Narration
2	<ul style="list-style-type: none"> • Gifting in the Googamooga Store • Experience of Gifter and Giftee 	Please list the bullet points as the Narrator mentions them.	This course will take about an hour and when you're finished, you will be able to explain the concept of gifting in the Googamooga Store, and how great the experience is for both gifter and giftee.
3	<p>Customer Experience</p> <p>Identify</p> <ul style="list-style-type: none"> • Opportunities to Listen • Customer Issues • Resolutions 	<p>Please list the bullet points as the Narrator mentions them.</p> <p>Draw an image of an engaged employee using a headset and computer to interact with a customer.</p>	<p>The training course that follows this video will focus on scenarios in which customers and Googamooga employees interact.</p> <p>You will get to engage with realistic incidents and identify</p> <ul style="list-style-type: none"> • opportunities to actively listen to customers, • various customer issues, and • various resolutions of those issues.
4	Googamooga Gifting	<p>Draw an image of a wrapped gift.</p> <p>Animate so one corner of the lid tips upward in a way that engages the viewer and makes them want to see what's inside.</p> <p>A pair of earbuds with feet wearing high-top sneakers escapes and pitter-patters offscreen with a giggle. Please make this a bit whimsical and cute, but not so much as to be distracting. I've sketched something out but am certain you can draw something more appealing quite easily.</p>  <p>Add OST to a party banner.</p>	<p>For now, let's focus on what's new: Googamooga Gifting!</p> <p>Customers located in the United States can now send items bought from the Googamooga Store as gifts.</p>

Commented [D1]: This format seems to be the easiest for voice talent to read effectively so I use it in scripts even though it's not technically in line with most grammar stylebooks.

Screen No.	On-Screen Text	Graphics	Narration
5	<ol style="list-style-type: none"> 1. Place item in the cart. 2. Check Personalized Gift Message. 3. Check Out. 4. Choose Shipping Option and Payment. 5. Confirm purchase. 	<p>Draw a stylized version of a Googamooga Store screen with items on the screen. Draw various screens to illustrate the steps in narration.</p> <p>Animate the earbuds to pitter-patter onscreen and select the various steps.</p>	<p>Ordering is very simple.</p> <ol style="list-style-type: none"> 1. The customer just places the gift they want to buy in their cart. 2. Next, they select the Add a Personalized Gift message checkbox and write a note. 3. Next, the customer selects Check Out, 4. Chooses a shipping option and form of payment, and 5. Then they simply click Confirm Purchase.
6		Zoom out the point-of-view to show a pleased shopper who has just completed the transaction.	It's really that simple!
7			It's important to note that not everything in the Googamooga Store is available for sending as a gift.
8	Stadia Live Cases Trade-Ins Services Subscriptions	<p>Draw a clipboard with the OST in a list and "meh" emojis next to each. Use iStock or create your own.</p>  <p>Stock illustration ID:1284287570</p>	Some of the items we can't send are Stadia, Live Cases, trade-ins, services, and subscriptions.
9	Everything Else in the Googamooga Store	Another page on the clipboard with the OST and a smile face.	Everything else is available for gifting, though!
10	1 Cart = 1 Order	Draw a shopping trolley and then animate it to morph into a single wrapped gift.	When the customer places a gift order, everything in the cart is a single gift order.
11	1 Cart = 1 Order	Draw multiple shopping trolleys and then animate them to each morph into a single wrapped gift.	If the customer wants to send multiple gifts, they only need to create separate orders.
12		Animate someone opening a gift and finding a brand new Googamooga Watch inside, much to their delight.	Most of the time, people are delighted to receive gifts from the Googamooga Store!

Commented [D2]: Watermarks remain on images until they are approved and then the rights are purchased.

Screen No.	On-Screen Text	Graphics	Narration
13		Animate someone opening a gift and finding a brand new Googamooga Watch inside, then they turn to look at three other Googamooga Watches other people already gave them with an “oh well” kind of expression.	But sometimes, the gift just isn’t right. When that happens, we make it easy to return it and choose something else.
14	Recipient Returns	Draw a stylized version of a Googamooga Store screen with items on the screen.	When someone needs to return a gift they have received, all they need to do is
15	Sign into Googamooga and select a payment profile. Go to store.Googamooga.com/giftreturns. Enter the order ID and shipping zip code. Select Find Gift. Check the box next to the items to return. Select Continue. Review and then Confirm the return.	Draw various screens to illustrate how to navigate the steps in narration. Animate the earbuds to interact with the screen and follow the steps. Use store.Googamooga.com/giftreturns to access each screen and illustrate the key elements. Use minimal detail and focus on the key elements so this video doesn’t look dated when the website changes. List each step in OST on the side of the screen.	<ul style="list-style-type: none"> • Sign into a Googamooga account and select a payment profile. • Go to store.Googamooga.com/giftreturns. • Enter the order ID and shipping zip code. • Select Find Gift. • Check the box next to the items to return. • Select Continue. • Review and then Confirm the return.
16	Print shipping label.	Zoom out on the point-of-view to show a person checking email and printing labels.	After that, the person returning the gift will receive an email with shipping labels.
17	Box up gift and mail back to Googamooga .	Show the person boxing up the Googamooga Watch and adding the label.	Once each item is packaged and sent, ...
18	Googamooga Store Credit	Draw the Googamooga Store screen again, with the \$\$\$ shown as store credit. (Do not show a specific amount but do stylize it to suggest it’s a lot of money.) Animate the earbuds to do a little dance at the sight of the money.	... the recipient will receive Googamooga Store credit for the purchase cost of the item returned.

Screen No.	On-Screen Text	Graphics	Narration
19	Purchase Amount Returned to Payment Method	Draw a person sitting at a computer processing a return with a return box on the table next to them and holding up a credit card.	The process is very similar if it's the gift <i>giver</i> who wants to return the gift, but since they are the person who made the purchase, the cost is returned to their method of payment, not provided as store credit.
20		Reprise the animation of someone opening a gift and finding a brand new Googamooga Watch inside, much to their delight.	When someone receives a gift from the Googamooga Store, they don't only receive the gift; . . .
21	Customer Support	<p>They strap it on a wrist and tap it. Then they look puzzled and tap again.</p> <p>Animate the earbuds to do a kind of worried shuffle and maybe make a questioning noise.</p> <p>Please draw the OST in a banner to indicate that this is a company that celebrates its high quality of customer service.</p>	. . . they also receive the same level of customer support they would receive if they had purchased the item themselves.
22		<p>Draw the figure sitting down to the computer with the watch and then zoom in to the screen, which looks like the screenshot here.</p>  <p>Animate the earbuds to help the user navigate the screen.</p>	All of the products sold in the Googamooga Store are backed by technical support providers who give expert guidance on setting up and using our products.

Commented [D3]: NOTE TO THE CLIENT:
Has this captured the relevant distinction sufficiently? I don't want to distract from the main point by giving the whole Return Process here, but do want to ensure the distinction between purchaser returns and giftee returns is clear.

Screen No.	On-Screen Text	Graphics	Narration
23		Draw a technical support person in a headset and animate their chatting with the person who received the watch and is calling for help. The caller starts off looking puzzled and then looks delighted.	Our team is standing by to help ensure the delight of owning a gift from the Googamooga Store is never marred by technical difficulties.
24	Active Listening	Zoom in on the tech support professional, who is listening intently, but also keep the caller on the screen.	Team members listen carefully to the person who has called them for help. Hear the caller out and let them explain the issue in their own words.
25	Active Listening Identify the Customer Issue	Animate the tech support person asking the caller a question and the caller nodding in agreement.	After listening, the team member has the chance to identify the caller's issue. It's a good idea to repeat the issue back to the caller in your own words and ask if you've understood correctly.
26	Active Listening Identify the Customer Issue Resolution	Animate the tech support person guiding the caller through some steps, then smiling as the issue is resolved.	Then the team member is ready to start looking into a resolution for the customer's issue.
27		Animate the earbuds to invite the learner to move on to the next step in the training with them.	Now that you're familiar with Googamooga Gift, let's get started! Click Next to proceed to the e-learning training and start interacting with customers.
Production Note: As the video ends, the learner is taken to the start button of the WBT.			