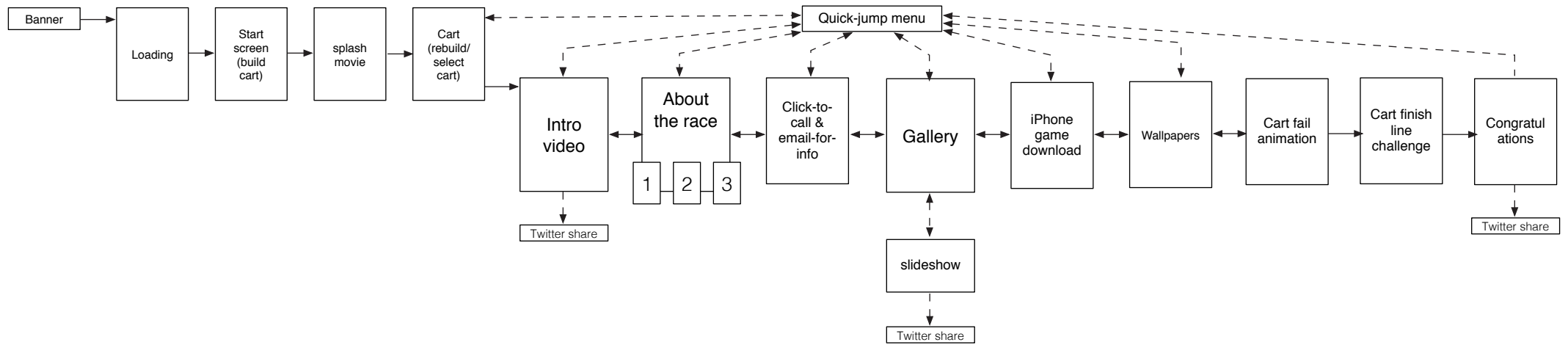


# User flow

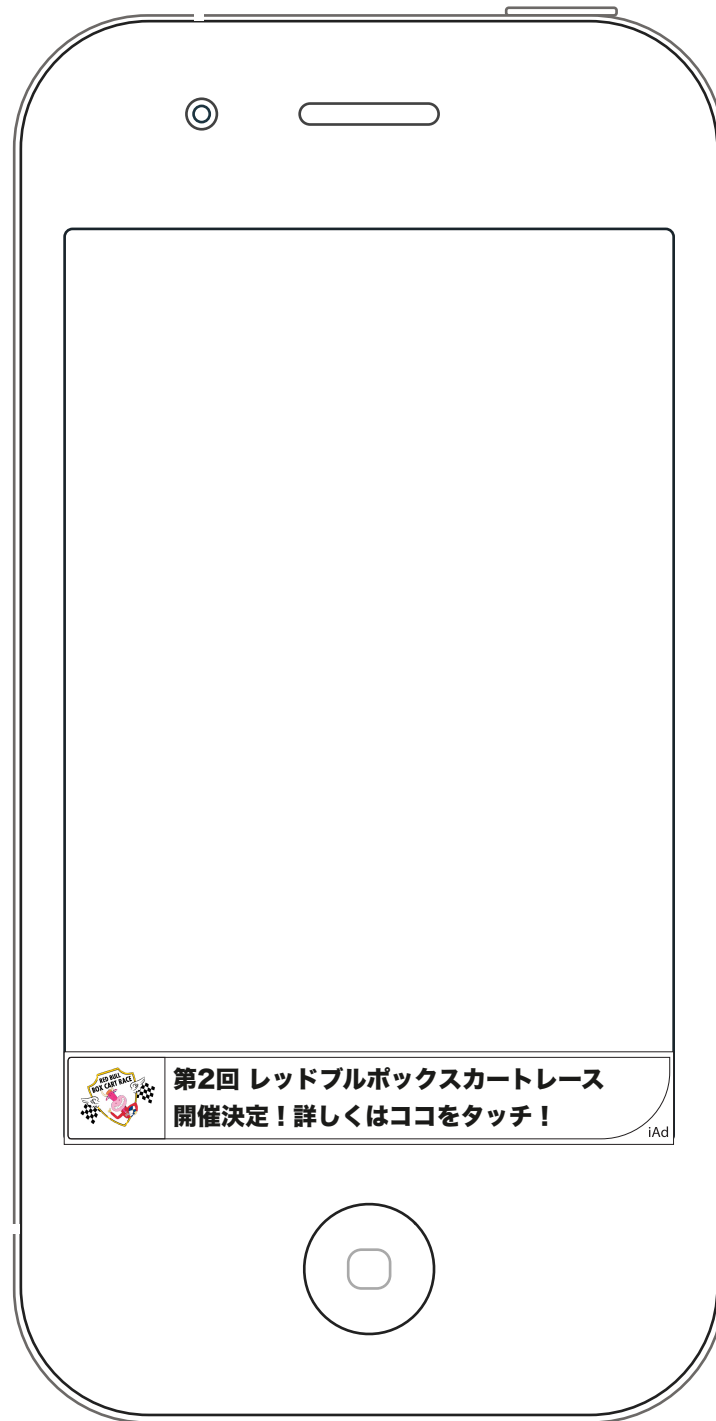
## Type-b

———— Preferred path

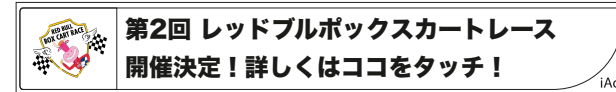
- - - - Optional path



Banner (in application)  
Type-b

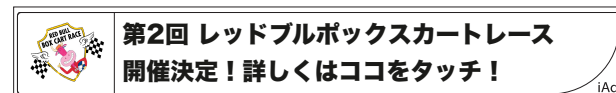


Rotation Banner



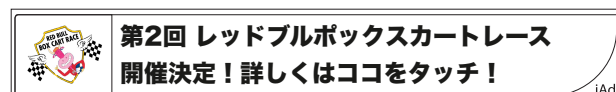
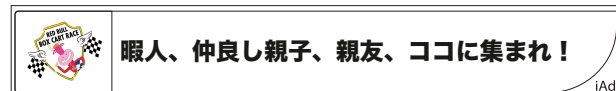
Frame 1: You're the star of the day.  
Frame 2: The 2nd Red Bull Box Cart Race! Touch here for details!

Rotation Banner



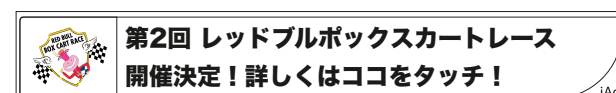
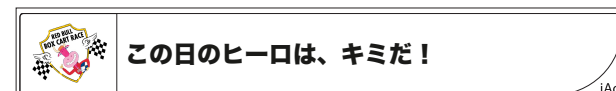
Frame 1: Do you want to have the best day of your life together?  
Frame 2: The 2nd Red Bull Box Cart Race! Touch here for details!

Rotation Banner



Frame 1: Time to kill? Family time? Best buddies? Gather here!  
Frame 2: The 2nd Red Bull Box Cart Race! Touch here for details!

Rotation Banner

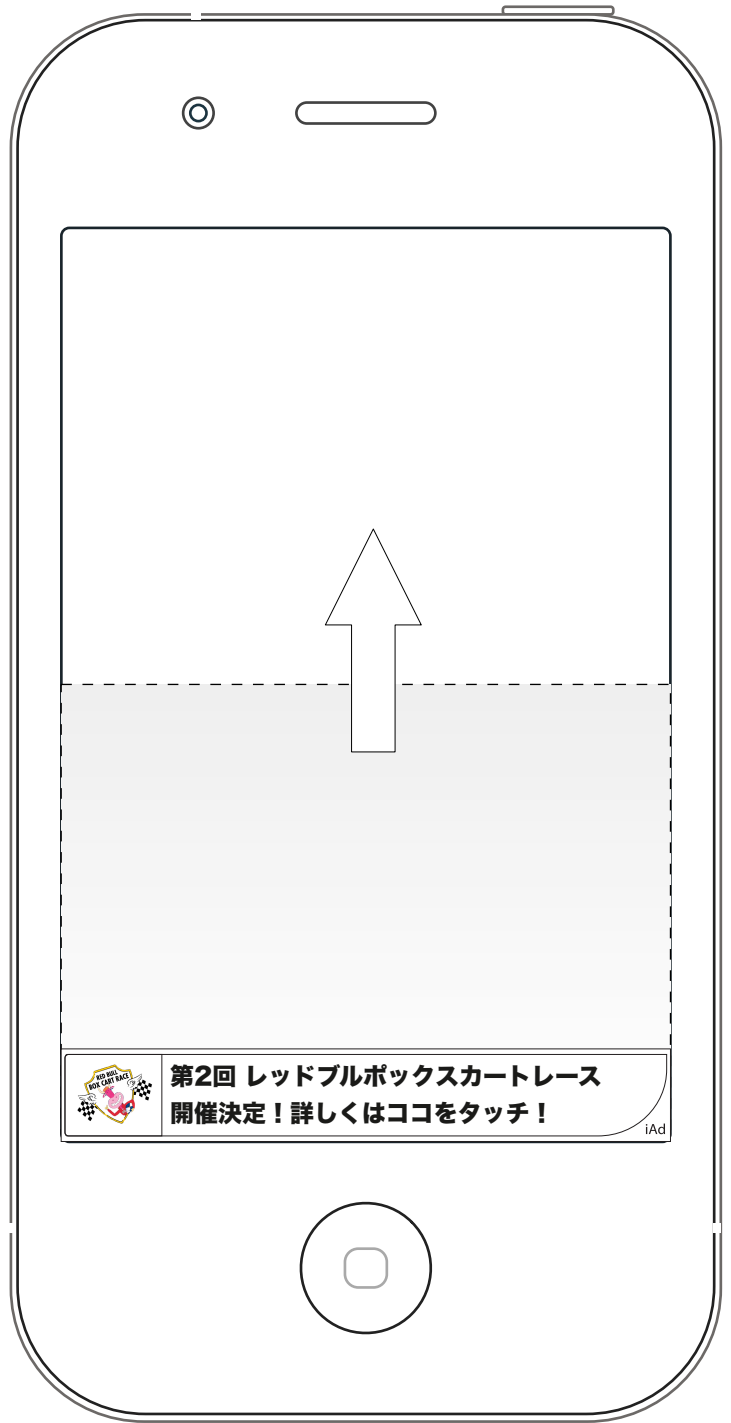


Frame 1: Today's hero is YOU!  
Frame 2: The 2nd Red Bull Box Cart Race! Touch here for details!



Banner to iAd transition  
Type-b

When tapped, the banner transitions to a full screen loading page, with either a *slide* or *reveal* animation.



# Loading screen (in progress)

Type-b

The 'loading' screen with default iOS loading bar - loading is in progress.



Everything starts moving from here

Start driving to the best day of your life.



# Loading screen (complete)

Type-b

The 'loading' screen with default iOS loading bar - loading is complete.

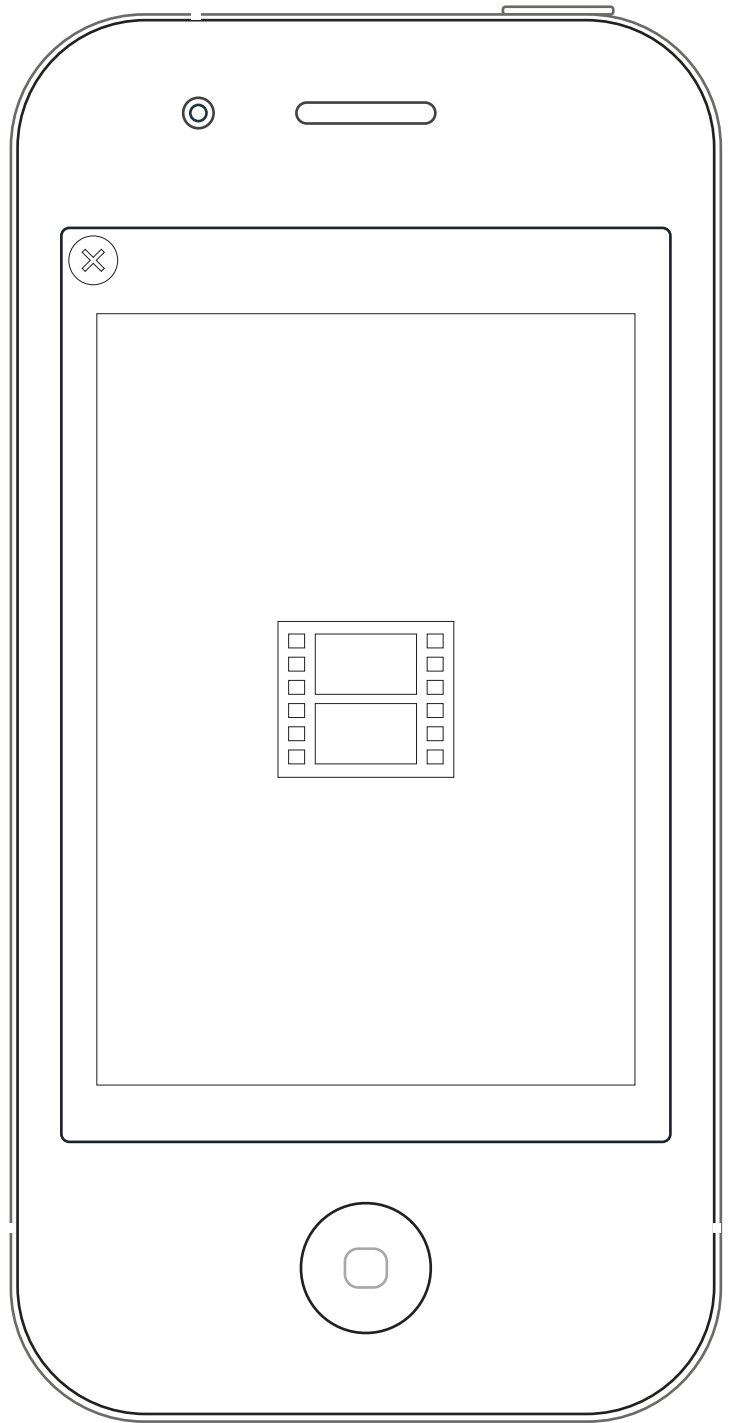


Everything starts moving from here

Start driving to the best day of your life. Start the race!



The splash movie shows an animation of the found objects coming together to form the setup for the following introduction screen



Introduction screen  
Type-b

Opening screen  
instructing the user to  
shake the iPhone to  
construct a cart.

Tap to open navigation menu

Shake your iPhone to build  
your own cart!



The opened navigation menu with links to jump to each section

iPhone game

Wallpapers



Introduction video

About Red Bull Box Cart Race

Request an entry kit now!

Photo gallery

The checkered flag device indicates the user's current location in the iAd





Shake action  
Type-b



The completed cart image. The user can shake the iPhone for another random cart, or browse and select another cart



Your cart!  
Shake again to create a new one

swipe motion reveals other carts.

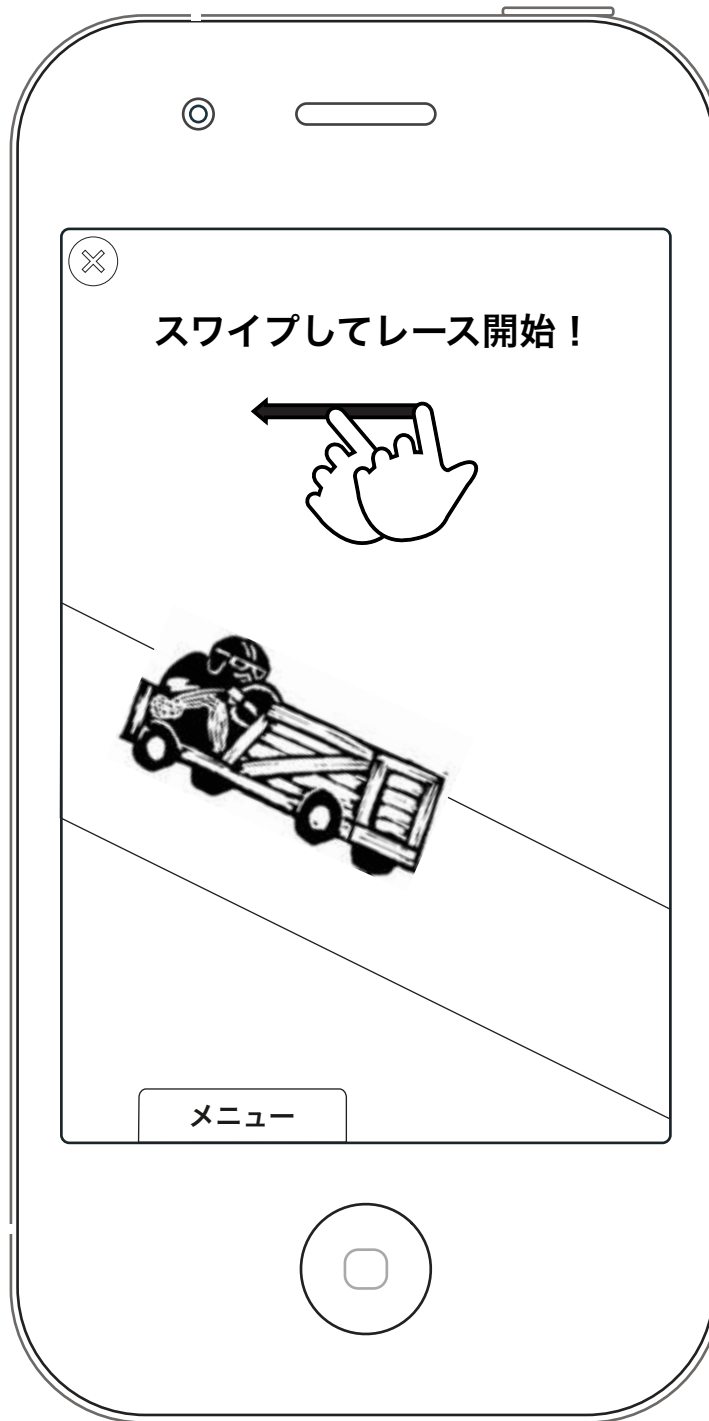
Other carts

Start the race!



Swipe instruction (race start)  
Type-b

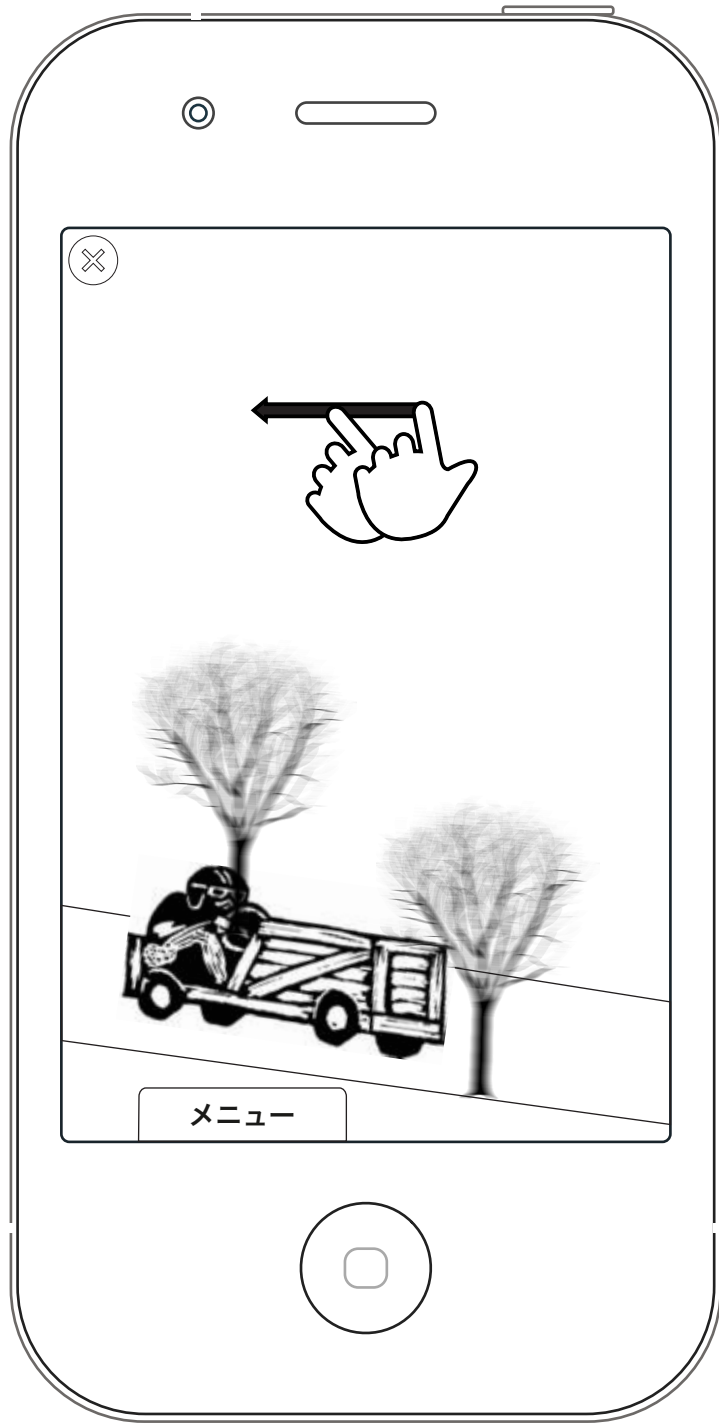
The user swipes the screen to make the cart move along the track. This navigates through each section in a linear path



Swipe to begin the race!



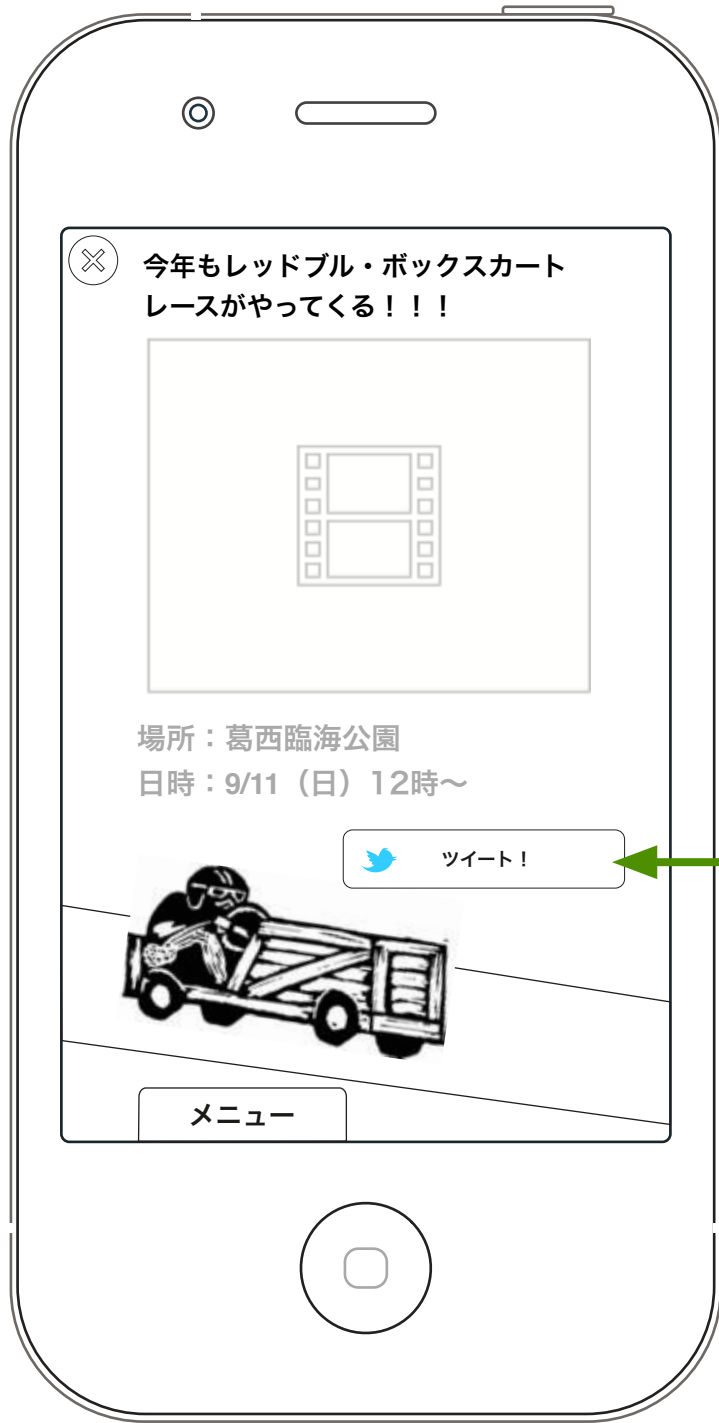
Swipe motion  
Type-b



# Promotional video (shareable)

Type-b

The user clicks the video to play. Default 'full-screen' control will be available while video is playing.



Red Bull Box Cart Race is coming this year!!!

Venue: Kasai Rinkai Park  
Date: 9/11 Sunday 12:00pm

Twitter share button opens an overlay for editing a tweet pre-populated with win.gs shortened URL e.g. 'http://win.gs/g8daN5' and hashtag #rbocr

Tweet



# Twitter share overlay Type-b

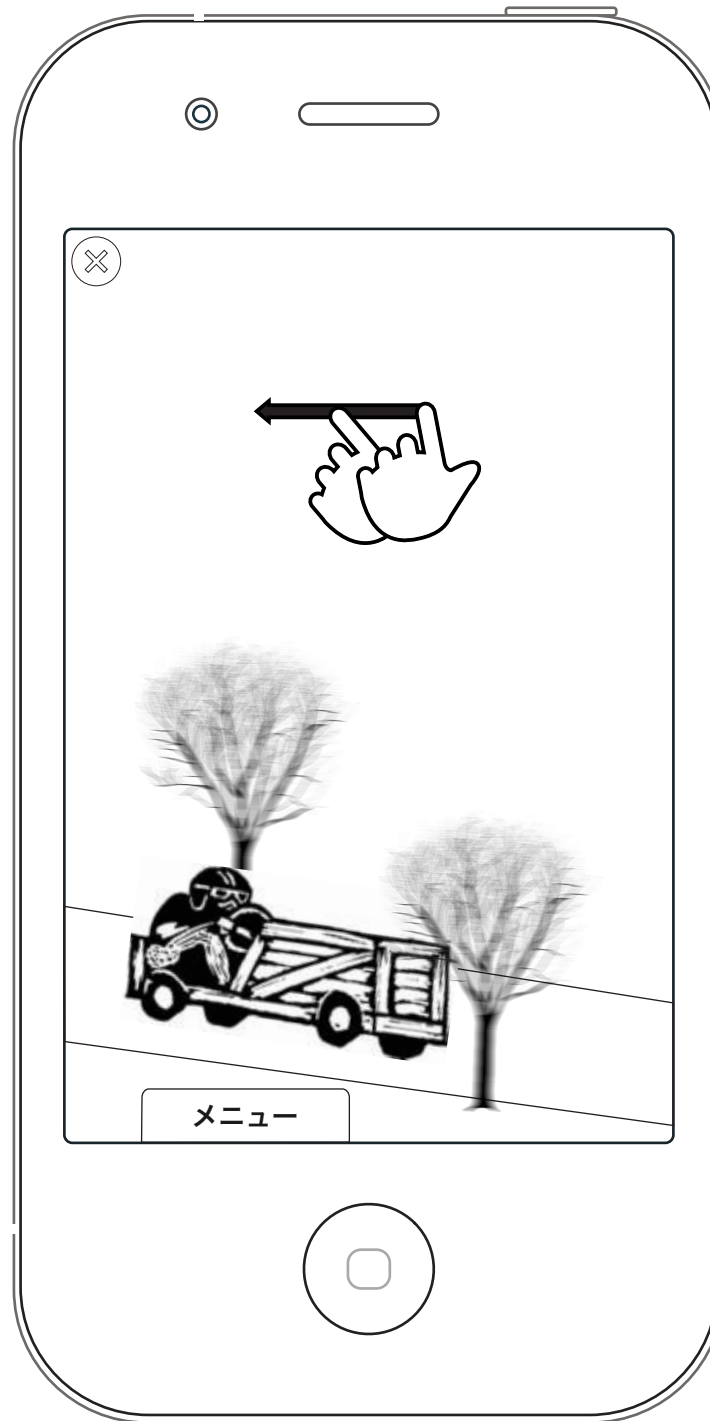
Twitter overlay with  
username, password and  
tweet input fields.



- Tweet now
- Username
- Password
- Tweet
- Submit



Swipe motion  
Type-b



Introduction to the Box Cart race. The user swipes to advance through an animation sequence.



About Red Bull Box Cart Race

Box Cart Race is a race event which anyone can participate. Participants will be competing based on creativity, performance, and speed.

Let's swipe to see the 3 easy steps to participate!





# About the race - animation sequence

## Type-b

The three main screens of the animation sequence explain the application, cart building and race day procedures

✕

### Design!

参加にもっとも重要なのはあなたの想像力。  
エントリーキットをもらって、想像力に任せて  
思い切ってカートデザインしよう！

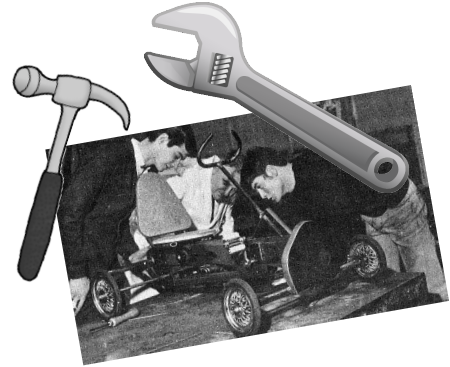




メニュー

The most important element of participating is your creativity. Get your entry kit and design your own cart with your creativity!

### Build!

あなたの夢のカートがついに形になる瞬間！  
レース当日までに最高傑作をコツコツと準備。

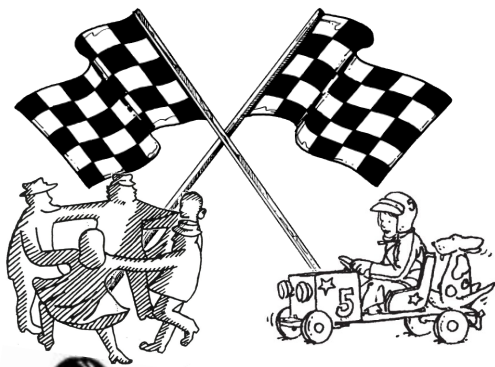

メニュー

This is where your dream cart becomes reality! Build your masterpiece in time for the event.

✕

### Race!

ココまで来たら後は、思い切って楽しむだけ！  
何万人の前で最高のパフォーマンスをして  
いざゴール目指してGO！

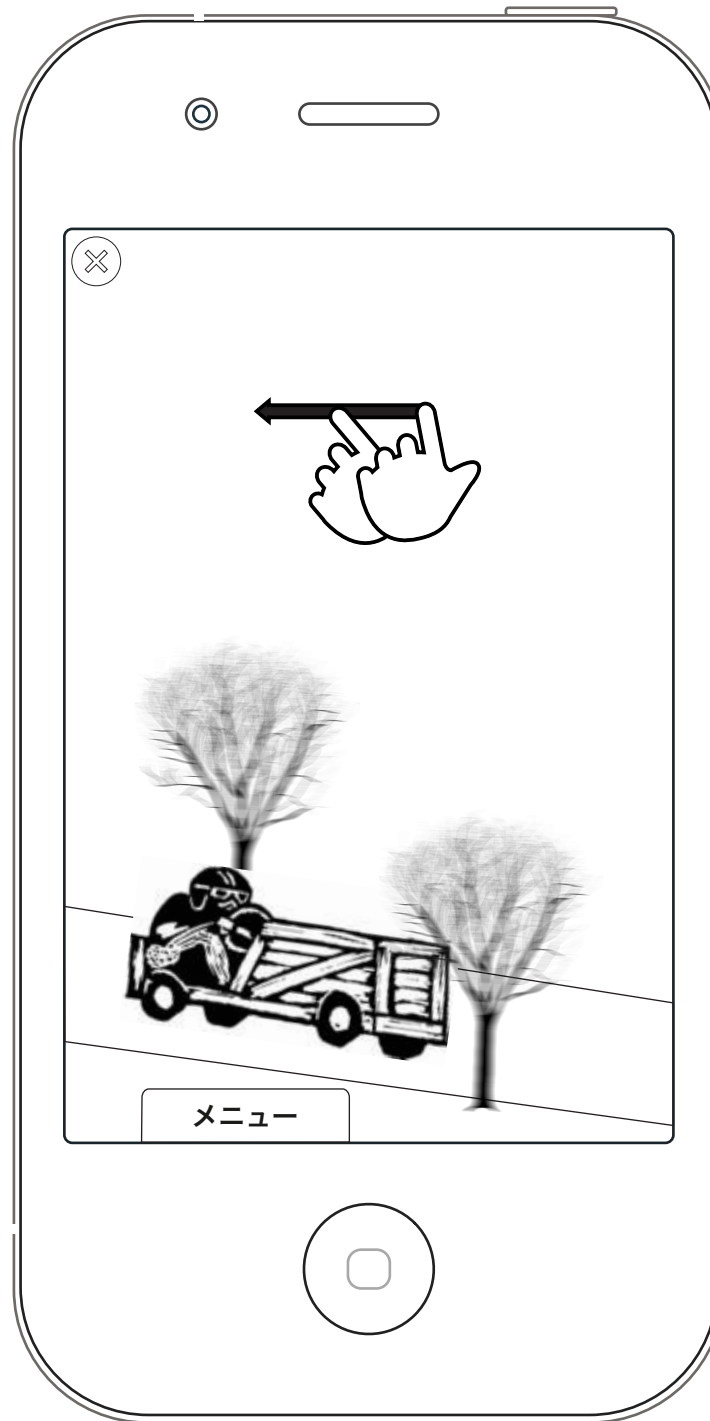



メニュー

Have fun! Do your best performance in front of an audience of thousands. Then drive to the finish line!



Swipe motion  
Type-b



# App download and click-to-call

Type-b

**Want to enter the race?**

Call the Red Bull hotline for more information

0120-142-283 に電話をかける

Or submit your email to receive a link to the info pack request form.

email address submit

メニュー

**Want to enter the race?**

The Red Bull Box Cart Race iPhone app allows you to apply for an information pack

Download now!

Or you can call the Red Bull hotline for more information

Click here to call 0120-142-283

**Activates click-to-call function for instant call to Red Bull Box Cart Race hotline**

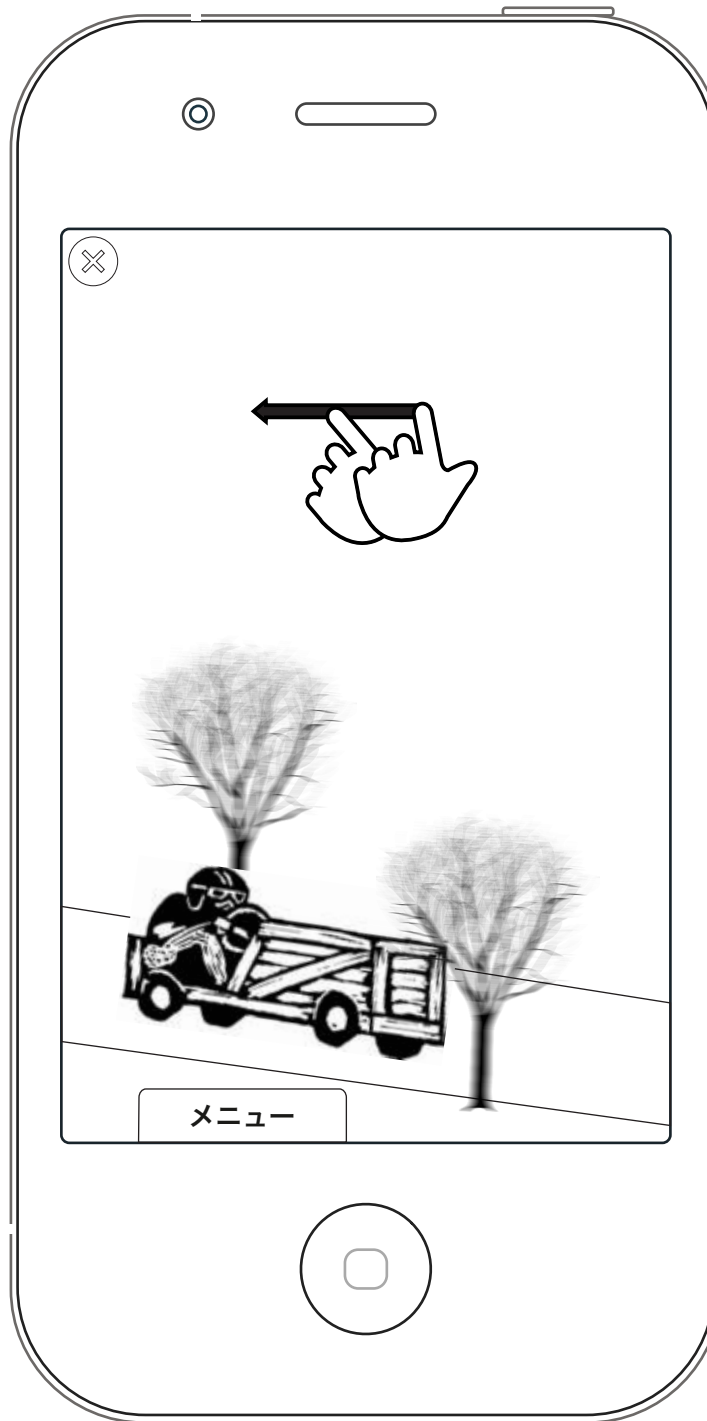
**The user submits their email address to receive a link to the Box Cart registration page in the inbox.**

**Thank you message:**

Thank you. You should receive an email shortly!



Swipe motion  
Type-b



Gallery of carts from past box cart competitions around the world. Laid out as if they are polaroids on a desktop.

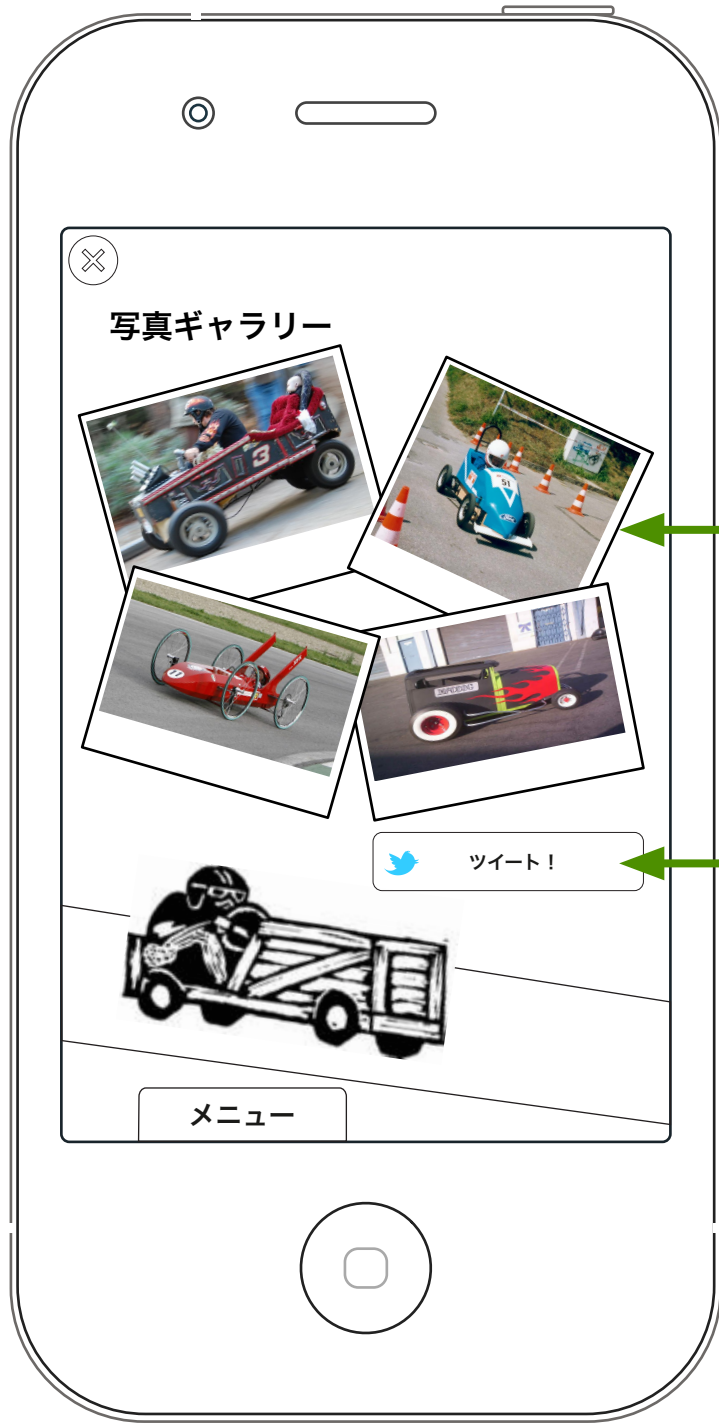


Image gallery

Tapping any photo will navigate to the image slideshow gallery page

Twitter share button opens an overlay for editing a tweet pre-populated with win.gs shortened URL e.g. 'http://win.gs/g8daN5' and hashtag #rbbcr

Tweet



## Image gallery (zoom transition)

Type-b

The polaroids zoom in to fill the viewport, then transitioning to the image slideshow gallery view.





The gallery becomes a full-screen gallery slideshow

Tap this icon to zoom out back to the scattered polaroids

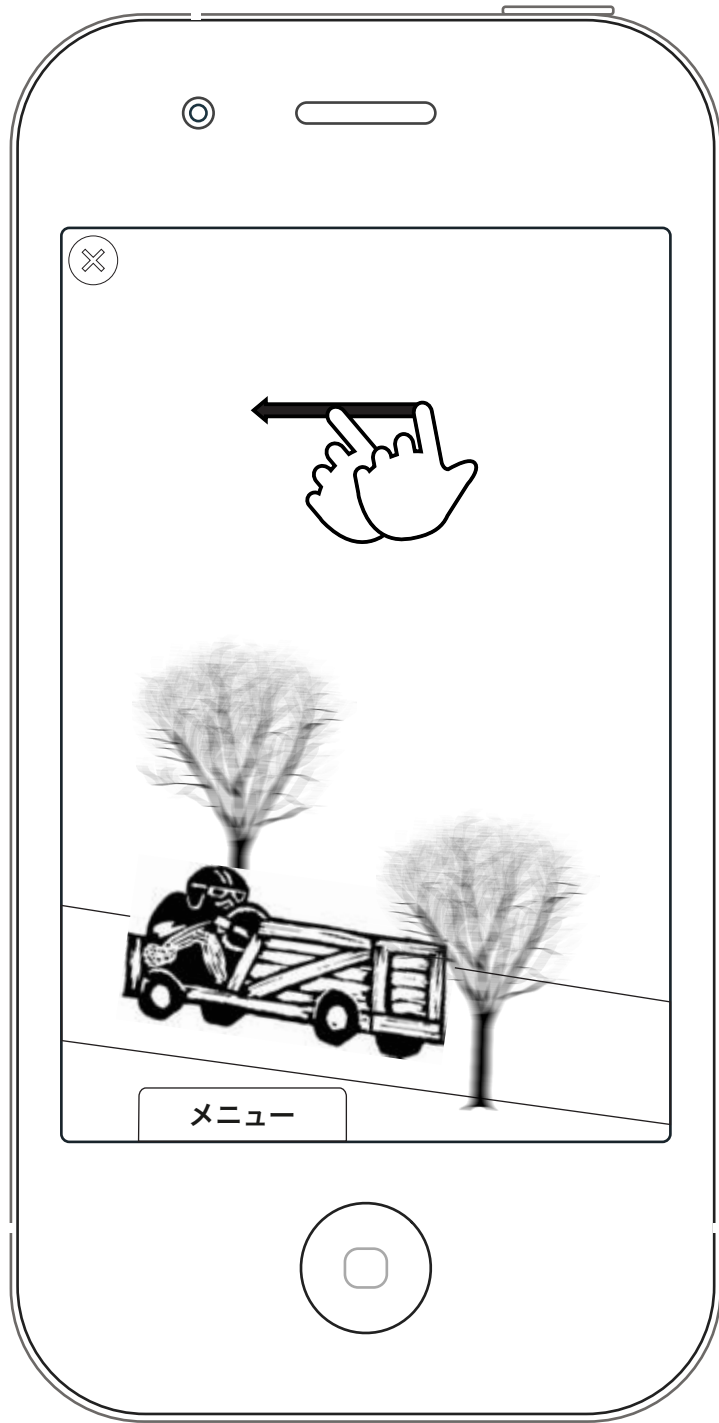
The user can swipe through images

Back button takes the user back to main gallery page

prev/next arrows also navigate through gallery images



Swipe motion  
Type-b





By clicking the 'download now' button, the iPhone will download the Box Cart game in the background without exiting the iAd



iPhone game  
For training before race day!

Download now!

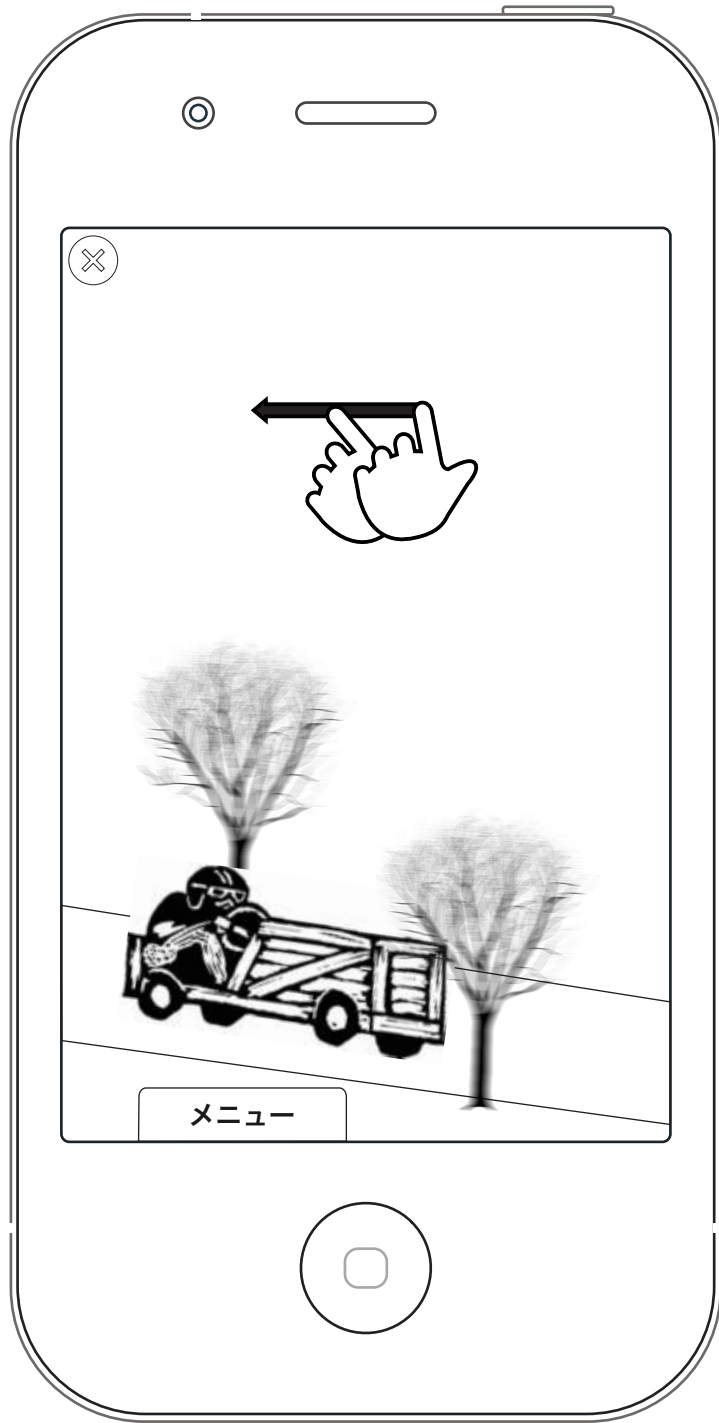
Downloads the app in the background.

Downloading: **Downloading...**

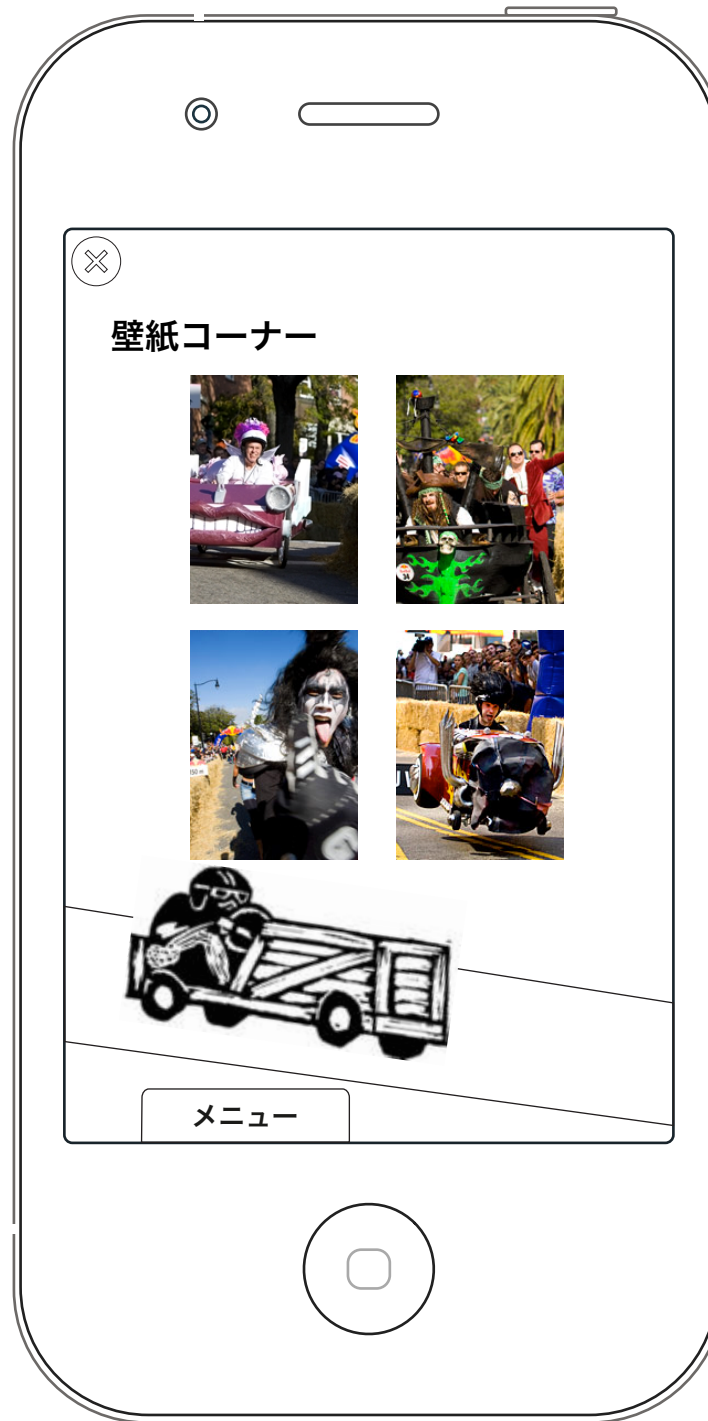
Complete: **Complete!**



Swipe motion  
Type-b



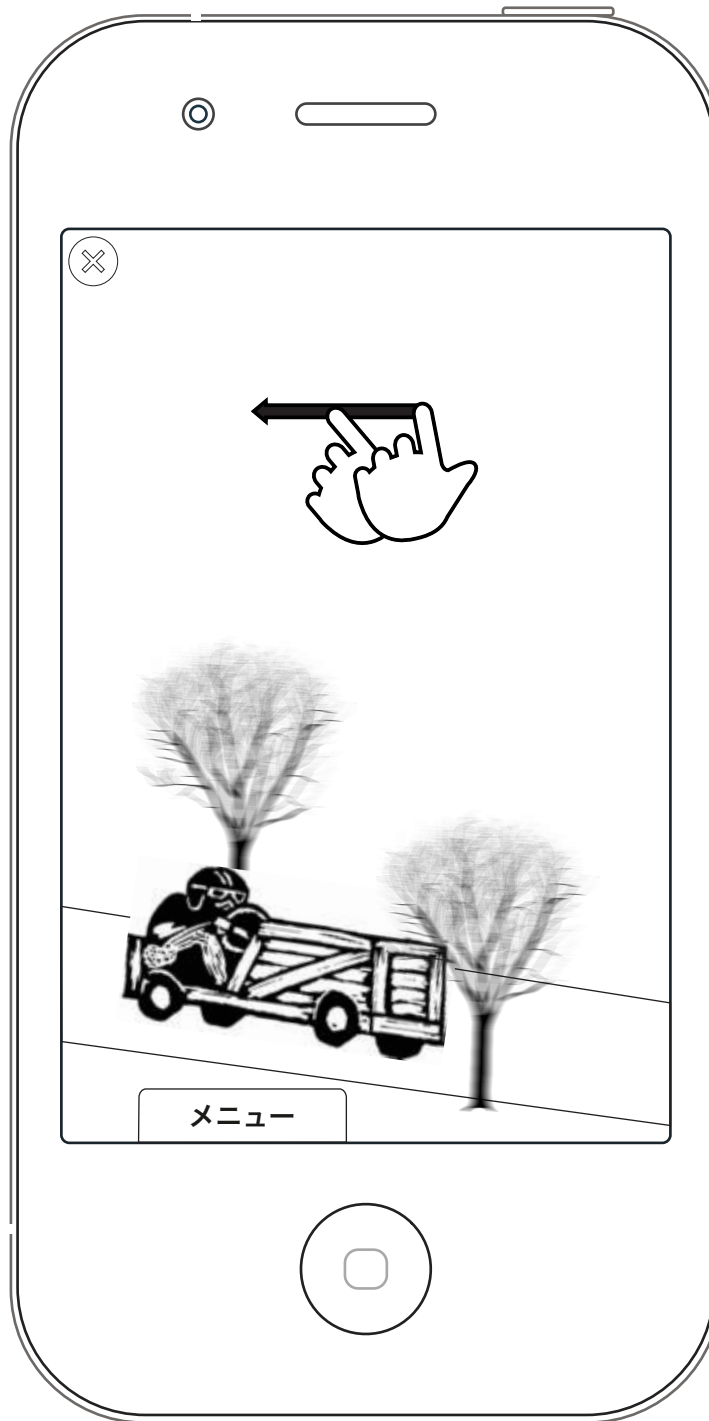
When a wallpaper thumbnail is clicked, the iPhone will prompt the user to download the image or apply as a wallpaper.



Wallpapers



Swipe motion  
Type-b





So close to the finish, but your cart has crashed!

(animation) On approach to the finish line, the cart suddenly loses its wheels and stops.



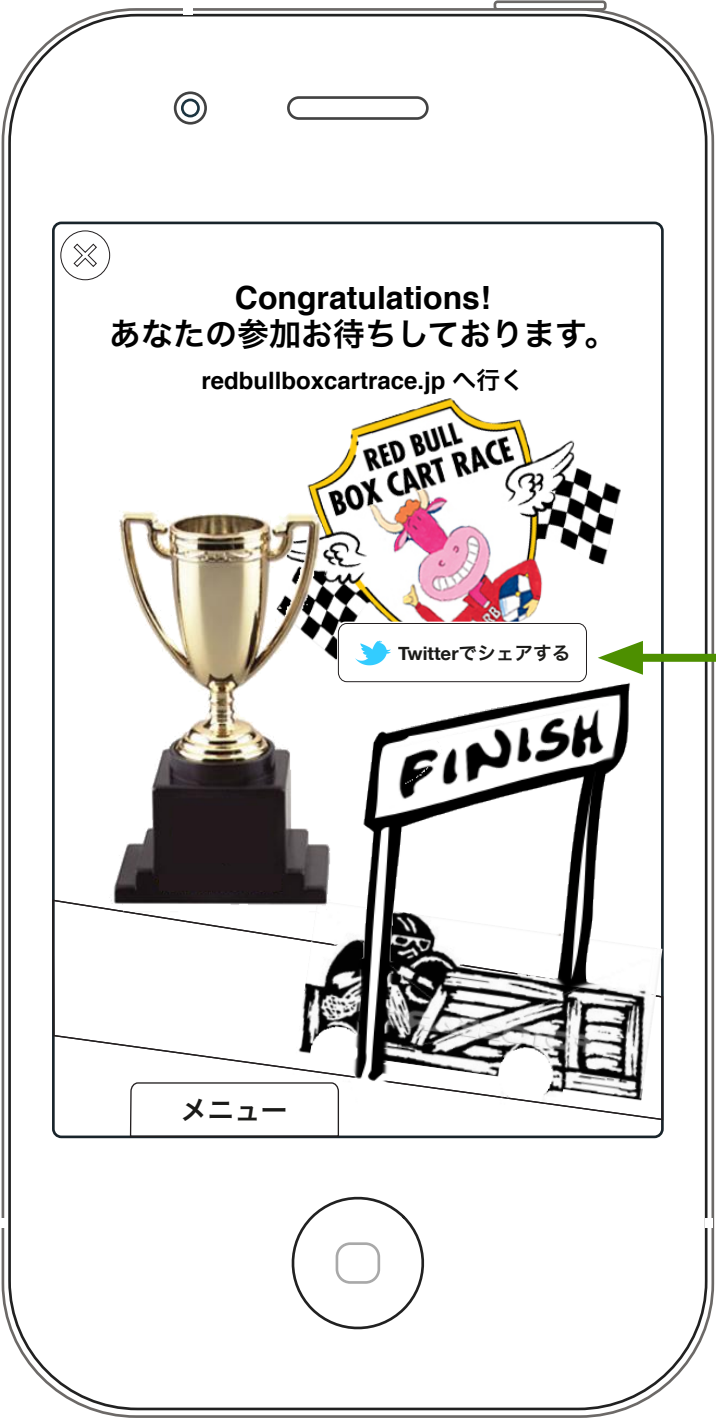


Shake your iPhone to get over the line

Shaking the iPhone causes the car to 'hop' toward the finish line



Congratulations message and trophy image appear once the wheel-less cart has crossed the finish line.



Congratulations!  
We look forward to seeing you at the race.

Twitter share with pre-populated win.gs shortened URL e.g. 'http://win.gs/g8daN5' and hashtag #rbbr

Share this on Twitter

