

Design Challenge: Create new and engaging connections with young consumers, more often in a mobile-native experience with Red Bull's current and new touchpoints.

smcixd

Red Bull



Questions for RBMH Team

- What devices do not currently support Red Bull TV that we might design for?
- What are the benefits of a logged in account for the user? For Red Bull?
- Why isn't there any content from the soccer teams? (NYRB, RB Salzburg, RB Leipzig) **RESOLVED**
- Is there any sort of product locator on the website?
- Is the company making the most of opportunities to advertise different services and products?
- What other AR experiences are on the way? Might we see some for F1, Off-Road, or Ski/Snow?
- Are there currently push notifications for new content specific to the user's preference?
- Can we utilize user's location to notify them of nearby events and learn more about them? **RESOLVED**
- What are some known and potential touch points that we can tie into the Red Bull experience?
- How does the company hope to use an addressable audience moment? To appeal to the User?



Kickoff Event

Inspire, Surprise, Delight

Go beyond the ordinary

Think outside of the idea of RBTv as a video app

Differentiate between the can side and the media side

Red Bull is always looking to sponsor new sports/activities

Keep in mind the life cycle: Beverage, App Onboarding, Live Event etc.

The use of a registered account ties everything in the experience together

We want to tailor the experience based on the touch points (user contexts)

After hearing more about the brief & talking with the RBMH team we learned that our target audience is strictly 18-40. That said we can focus on whatever audience we want based on known audience and our research. In conversations with David, a fellow student, & I began to ideate on the onboarding experience and how we can organize content for the user.

3 Secondary Research

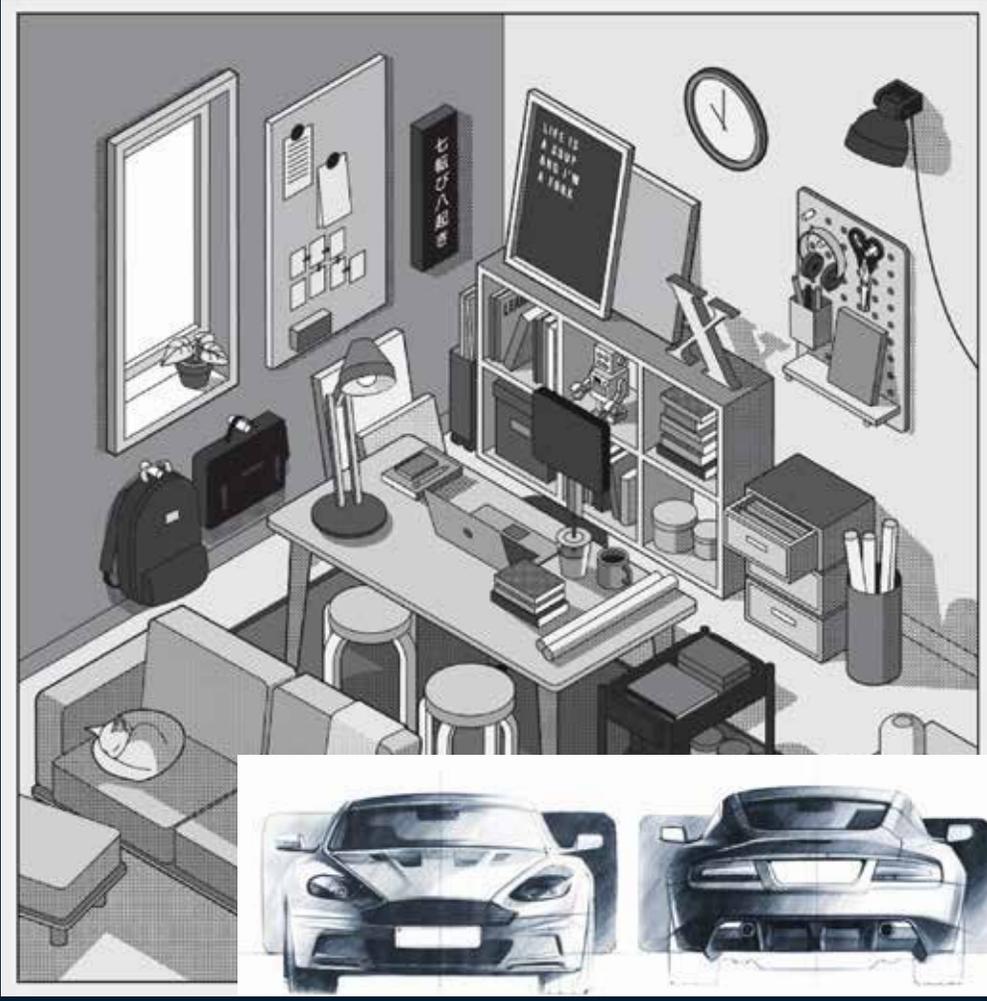


Case Study: Customization/Personalization





Case Study: Customization/Personalization



My desktop research trended toward one of Red Bull's favorite disciplines: motorsport. From left to right starting on page 3: (Porsche and 2 cars below) Decals by James JJ, Singapore; Nascar's Cole Whitt and his 2011 Camry; Aston Martin x Red Bull Racing 001; Small Working Space by Mario Mario; Drone & Sketches by Born Custom Studio, Italy; Aston Martin Vantage S Special Edition Red Bull Racing; Nike Air Jordan 1 Off-White c/o Virgil Abloh Custom for LeBron James

5

Competitive Analysis (App Features, Market Position)



application
features

Company	Basic Features	Social	Pain Points	Standout Features	Other Notes
RedBull	AR Video + Game	Full Share Menu	Overwhelming, waiting on more AR experiences	Video Player, Sharing	A lot of content to offer, Difficult to sift through
ESPN	Scores, Articles, Videos	Full Share Menu	Lots of Ads, paid content, Videos that are "next up" are not related	Information Organization, Favorites/Notifications	Content sometimes slow to load. Serves its purpose very well. An update wouldn't hurt.
X Games	Videos, Sharing, Event Schedule, Photo Filters, Emoji Pack, Games	App Embedded Browser set to youtube channel	Games don't work	Onboarding Process, Notification Configuration, FAQ	Links to all the social media channels
LiveNation	Concert schedule curation. Ticket purchase verification. Upcoming shows feed : Popular/ Recommended/ Upcoming	Connect w/ facebook to sync artists you've liked. Full Share Menu	Repetitive Ads, No artist bios	Favorites, Concert Notifications, Entire section of app dedicated to facilitating event experience.	Asks permission for location and notifications in first open. Offers personalized schedules based on music contained in user's spotify, apple, or google play music

Market
Position

Company	Target Audience	Price	Brand Tone	Market Share	Business Model	Partnerships
RedBull	Teen - College (13-21) Working Pro. (21-35)	\$2-5	Excitement	40%	Beverage, Extreme Sports	F1, BMX, Various Competitions & Teams, Music
Gatorade	Athletic (13-34)	\$1-3	Performance	53%	Beverage, Sports	NFL, NBA, MLB, PGA, MLS
Mountain Dew	Males (18-40) who embrace adventure and fun	\$1-5	Excitement, Alternative Sports	13%	Soft Drink,	E-Sports, Taco Bell
Monster	Males (18-37)	\$2-3	Action Sports, Partyin, Hangin, Punk Rock, Living life on the edge.	43%	Energy Drink, Expansion to tea, juice, water, coffee, & zero calorie drinks	UFC, Moto GP, Nascar



From the analysis of 4 brands' market positions I learned that Red Bull positions itself in the extreme and motor sport communities among a number of others. This is very similar to their main competitor Monster, who have a similar, yet more aggressive brand tone. Mountain Dew have forged sport partnerships, and have in the past allowed customers vote on their favorite flavors. Gatorade lets athlete performance dictate their different formulas which has led it to become the official beverage of most North American sports.

My competitive analysis of Red Bull TV vs. other apps' features yielded many insights. I found the X Games app to be very useful, especially if the user is at the Winter Games in Aspen. Its schedule and maps are definitely features to think about. The news tab features articles, competition results, social media links, and highlights, which are embedded via an in app browser showing X Games Youtube Channel. Through these features they facilitate engagement through other channels. Most pertinent to my area of focus was X Games onboarding process. Users are given control and guidance.



Home Screen

Can users get the gist of the site by looking just a few seconds on the homepage?

Somewhat. It can be deduced that all of the images represent different video content. Not all of the content fits on the initial home screen. Need to fix.

Is there a tagline that makes the organization's purpose clear?

No. And I think that is a question that a lot of people have.

How does the site make use of the homepage real estate?

It's filled to the brim with the thumbnails of the vast array of Red Bull video content.

Is it easy to see what you can do on the site?

It's fairly straightforward. TV is in the title of the app. However you might not know about the AR experience or events schedule. Needs calendar view.

Navigation

Is the primary navigation easy to find and interact with?

Yes but it goes away when watching live tv.

Are the navigation main labels and sub-labels clear and concise?

Most of the time. Need to revise copy and reduce font size in many instances.

Are there too many menu items?

Yes. There are a lot of sports and content to manage but we need to make it more digestible.



Is there site search in case users can't see what they're looking for in the navigation?

Yes. However we need more of the functionality and content from the full website, such as athlete bios.

Accessibility

Is the text easy to read in contrast to the background? Is the font size easy to read?

Definitely. Font however needs to fit on the screen rather than ellipses...

Can the content be understood by non-expert users? Is there industry jargon?

Kind of. Consider adding a brief description on the sport's page that explains it to non experts.

Are there areas or content for specific types of audiences (kids, teachers, professionals)?

No. I think we need to reorganize the content for our different audiences.

Visual Design

Does the visual design support the usability?

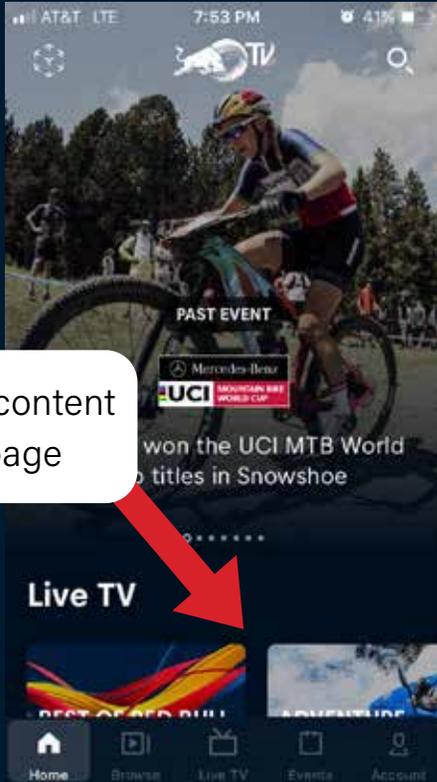
For the most part. There should be an indication that a minimized clip can be fully closed by swiping.

Features & Functionality

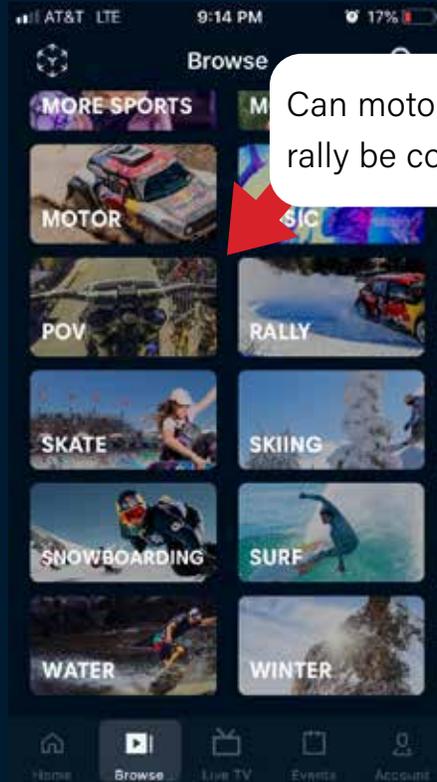
Are there special features and functionality that make the site easier, more useful or enjoyable to use?

Yes there is an unlabeled AR experience at the top left. The event experience recently replaced by another. Users wouldn't know that there are more 360° videos (Aero, Cars, Skiing, BMX, Cliff Diving) unless they scrolled all the way to the bottom.

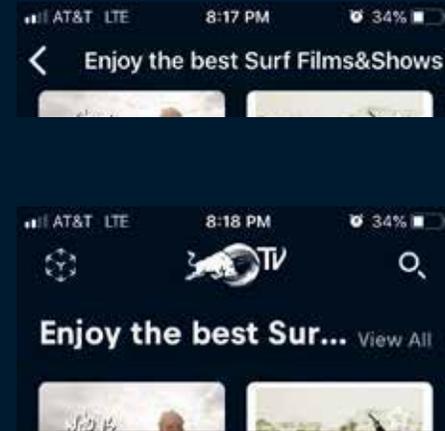
9 Heuristic Evaluation (cont.)



Need all content to fit on page



Can motor and rally be combined?



1. Films&Shows is bunched into one word.
2. Description is cut off.

The Heuristic Evaluation really forced me to familiarize myself with the app from top to bottom. Some of my app fixes were concerned with formatting and the organization of the content while others had to do with affordances and usability. I definitely uncovered insights that I wouldn't have through regular use of the app, and showed me what needs to be done.



Introduction, Context Setting, Rules

How are you doing today?

Thank you for your time. This interview is going to last 30 minutes.

This study is about:

Red Bull

the app

and customization and creating community.

You can stop at any point.

The first part of the interview will be a survey and the second portion will be more open ended. We'll be doing an activity towards the end.

We would like to videotape the conversation. We do this to share it with Red Bull employees and SMC students who can't be with us. No one other than our employees will see or hear the recording.

Our Senior Class is partnering with Red Bull as as part of our Community Design and Psychology classes for the Interaction Design Program.

11 Interview Guide



Background Questions

1. Would you say that you're more of a mainstream sports fan or an extreme sports fan?
2. What sports do you like to watch?
3. What sports do you like to play?
4. Do you ride a bike, motorcycle, skateboard, or something of the like?
5. Can you talk about AR/VR examples that you know about, enjoy, find effective, interesting?
6. When I say Red Bull, what comes to your mind?
7. Where do you see typically Red Bull in your daily life?
8. Do you have any experience with the Red Bull app?
9. What emotions do you associate with Red Bull?

High-Level Questions

10. What apps do you use regularly? What are your favorites?
11. When you receive notifications to listen to or watch a new video, do you open them?

12. When you receive notifications to listen to or watch a new video, do you open them?
13. When people or companies have a "link in bio", do you visit?
14. What other energy drinks do you consume?
15. Does it matter to you whether or not a food is organic?
16. Are there any foods, beverages, or restaurants that you like?
17. What streaming apps do you use?
18. In what ways do you watch content? (phone, Smart TV, computer?)
19. Do you stream content yourself?
20. Do you watch live programming?
21. What do you like about streaming media? What is frustrating?
22. Where do you see Red Bull in your daily life?
23. Which of Red Bull's ventures you aware of? (Red Bull TV, F1, Music?)
24. Are there any festivals you particularly enjoy or have been to more than once?
25. What pain points did you find?

At the end of my interview questions I let the customer take a short break and then ask if we can move on to the 2nd part of the process, the participatory activity. First, the customer was given the task of card sorting all the different sports and disciplines of which Red Bull has content. Then I conducted a think aloud protocol as the user browsed on phone & web.

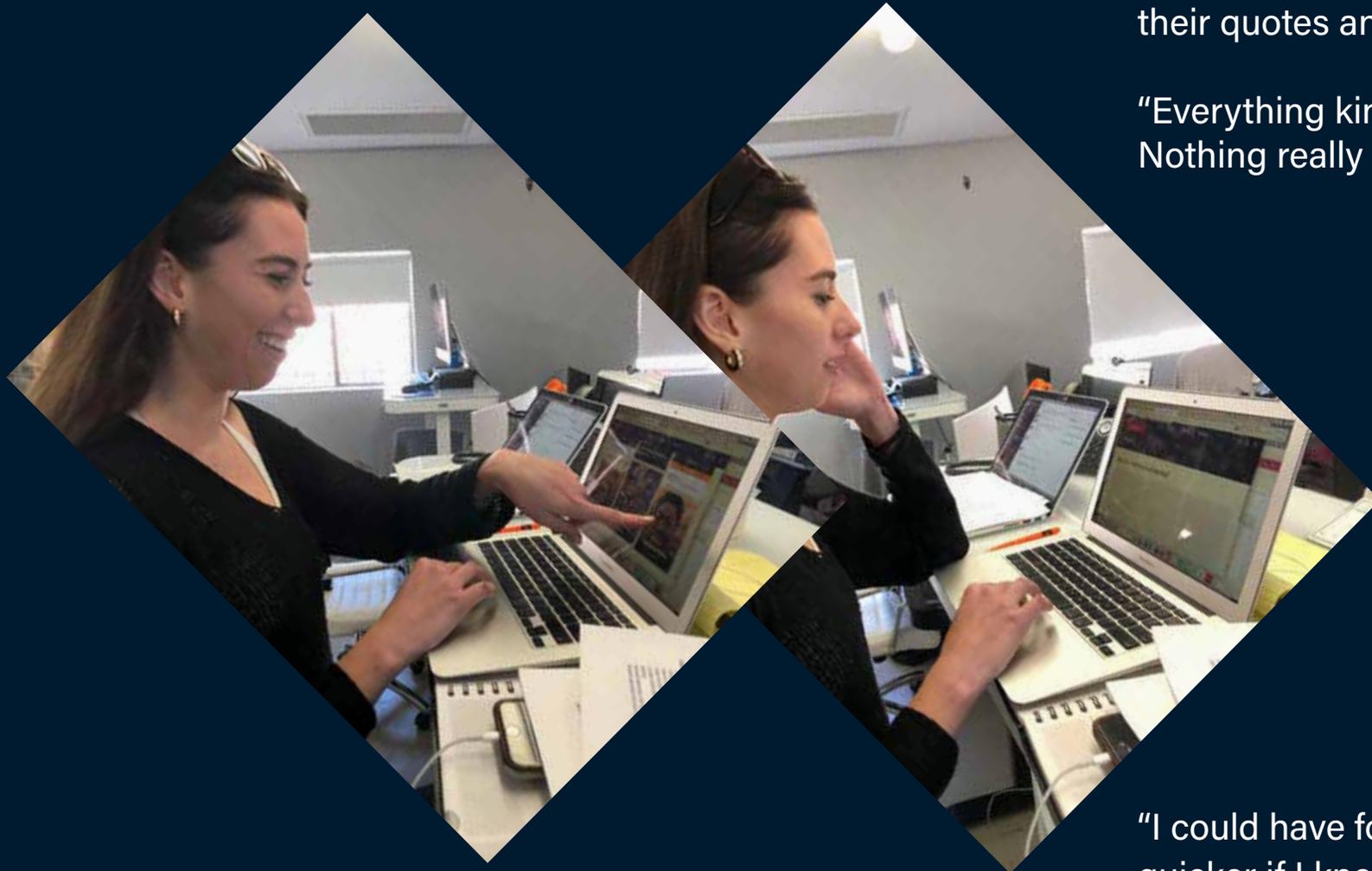
12 Interview #1



Tiffany L.

"I like seeing the athlete bios, like their quotes and accomplishments."

"Everything kind of blends together. Nothing really stands out."



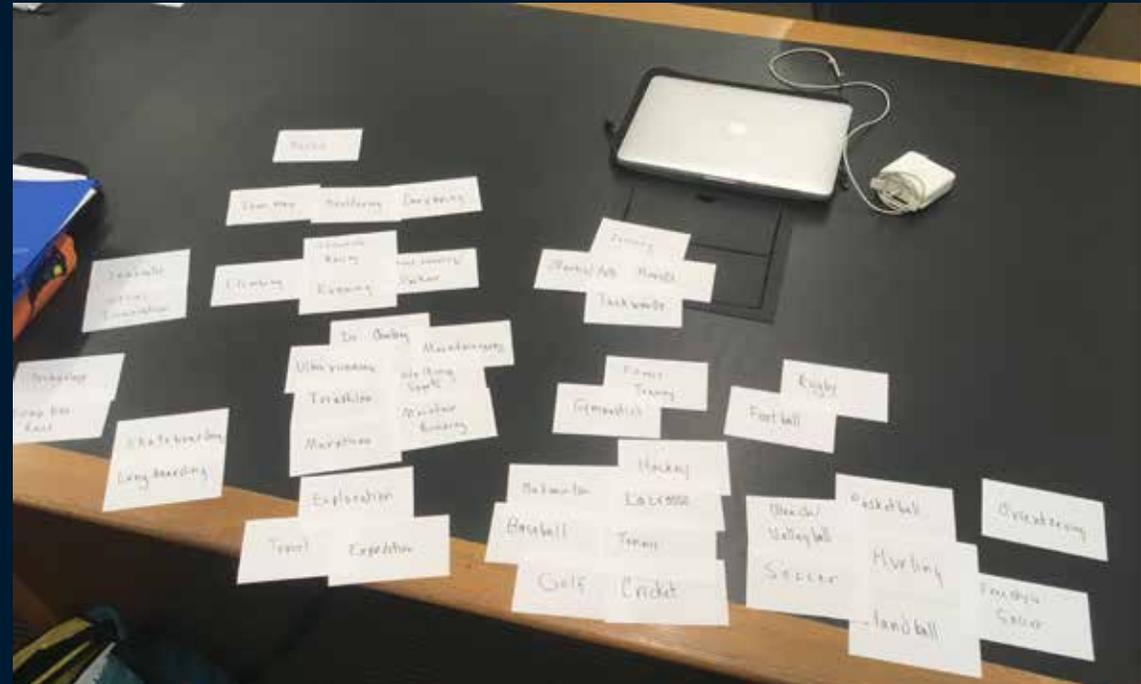
"I could have found what I wanted quicker if I knew you could view all."

13 Interview #2



"I think some of the sports could be grouped together."

"I like that you can see everything at a glance. There is something for everyone."



I was interested in the way the customers sorted the activity categories. Conor took 40 categories and compiled them into **12 groups**. I would call the large assortment he made on the left 'The Great Outdoors', for example. Many of these categories are closely related, and some are simply variants that people might be unfamiliar with. By grouping them together it gives users an idea of what to expect, and also makes them more likely to try something new. I think that this could be shown by the pairing Baseball & Cricket together, as well as Football and Rugby.

14 Interview #3



Danny G.

is a 23 year old bartender at a prominent restaurant in Century City, CA.

While not identifying as a sports fan he is a music event enthusiast.

I chose Harry because he was drinking a Red Bull Blue Edition.

"There's a big difference between blueberry and the regular."

He bought them in a pack & considers Red Bull one of his favorite drinks.

Harry appreciates and enjoys drinking water as well as cold brew.

When shown the app and asked if he would download it, he responded :

"Do you have to sign up ?"

After our test with the RBTv app we talked about what worked and what didn't work. Harry agreed that we could change Live TV to horizontal scrolling, and that 360 degree videos should be higher up on the home page. I had a prior idea that these videos could be added to the A/R Experiences area, but a fellow student mentioned this might be problematic. Lastly, Harry said to leave events on the home page as is.

15 Persona



Age: 23
City: Van Nuys
Occupation: Accountant
Annual salary: 35k

Matt R.

Matt uses mobile apps to stay informed. He wants to be current and know what's going on locally as well as globally. He checks news and sports, as well as social media. He loves to see shocking content on Twitter and doesn't think twice about sharing it with his friends.

"Experiences are more valuable than things"

Motivations

Patience



Sharing



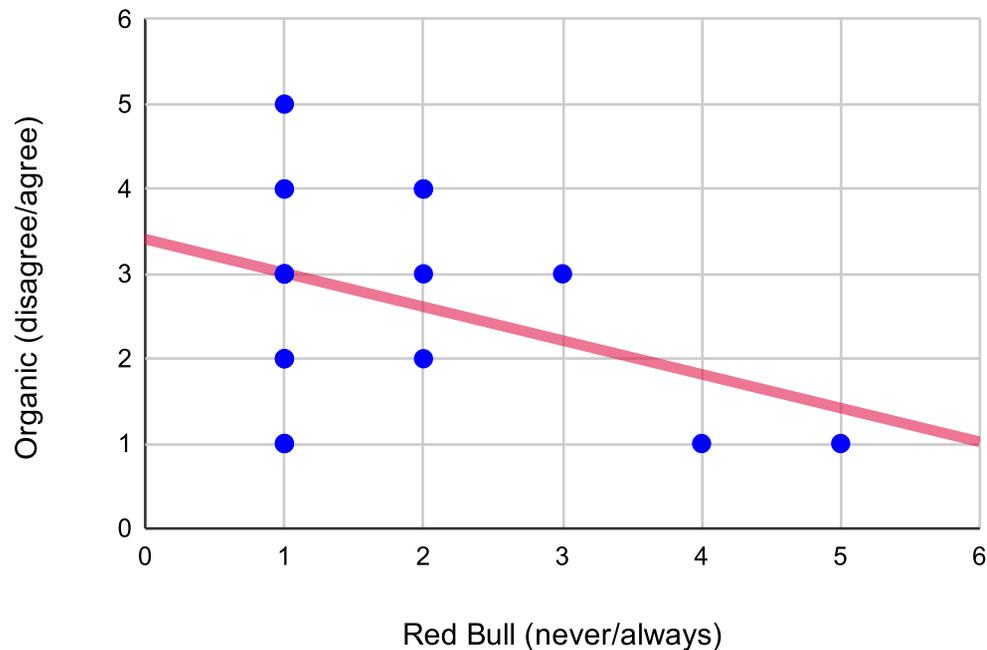
Brand Loyalty



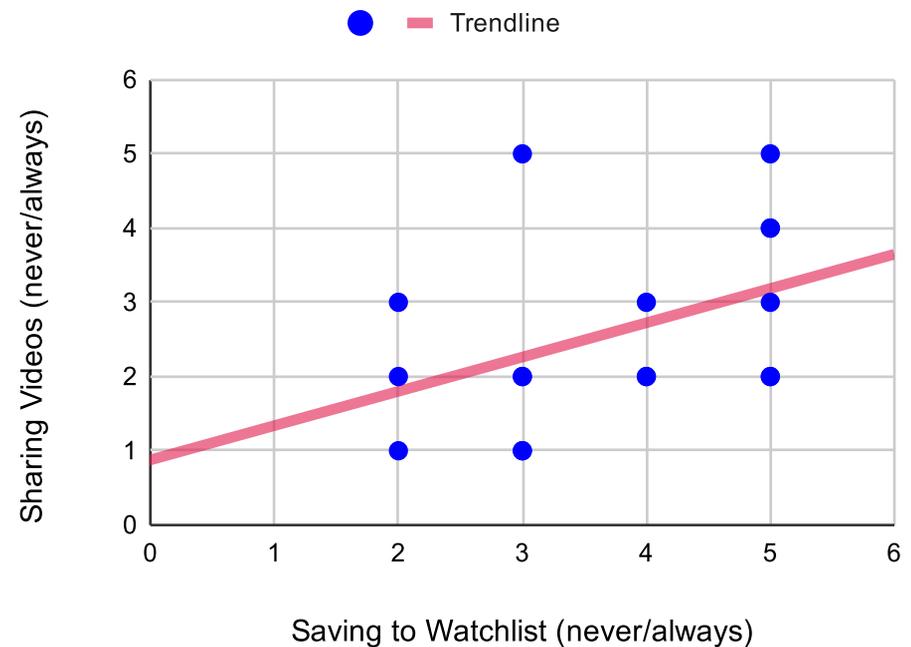
Matt likes sports, cinema, and literature. He doesn't like pop-ups or fees. He lives in the San Fernando Valley with two roommates. His home life consists of streaming movies and shows, with the occasional video game. He has been an associate for about a year and is looking to get a promotion. At that point he would have more disposable income to travel and pursue his passions. Matt is not easily converted. He has a short attention span so if something does not capture his attention he will lose interest quickly.



I drink Red Bull vs. Organic Ingredients Matter To Me

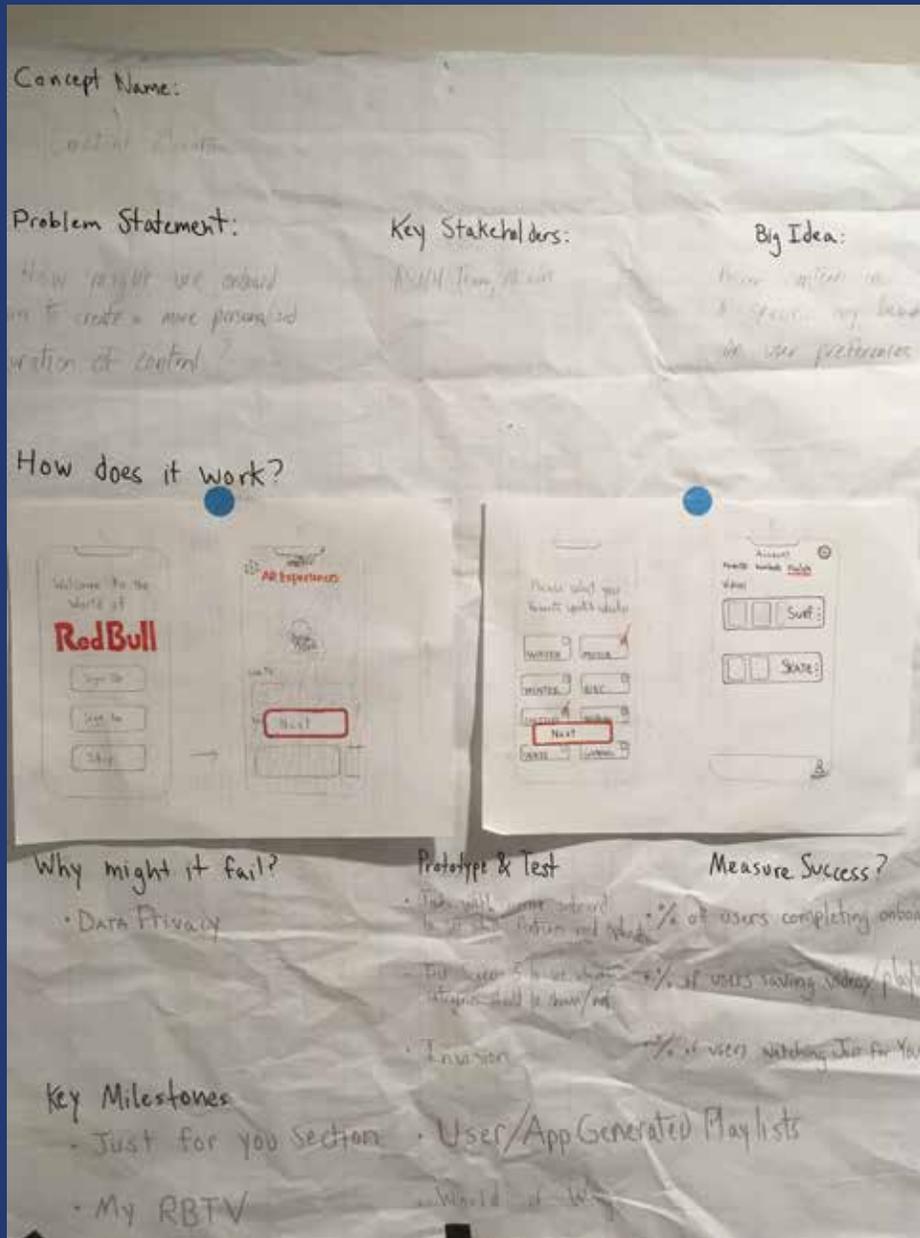


Sharing Videos vs. Saving to Watchlist



I interviewed people via a google form with 30 questions. I interviewed 17 participants who gave their names and answered all questions. I asked questions to learn more about customers' media consumption habits, event experiences, and drinking preferences (alcoholic and non-alcoholic). The Y coordinate on the above graph represents customers' agreement level with the statement "It matters to me whether or not a drink is organic." The X values represent how often a person drinks Red Bull from never (1) to always (5). A statistical analysis of these values shows a correlation of -0.38 , which is categorized as moderately inverse. I also analyzed data showing how much the customer enjoys drinking energy drinks vs. how often they drink seltzer. The inverse correlation here is a tad stronger, at -0.39 . This demonstrates to me the increased consciousness of consumers in regards to health & beverages, with 11/17 preferring seltzer to soda pop. Lastly, a positive correlation of 0.40 was found between sharing videos & saving them to a watchlist. This supports more control.

17 Concept Poster (Rough)



Concept Name : Content Curation

Problem Statement : How might we onboard users to create a more personalized curation content feed?

Key Stakeholders : Red Bull Media House Team

Big Idea : Present content in a specific way based on user preferences.

How It Works : Through a series of screens explaining key features and an inquiry of their favorite sports/activities as they pertain to Red Bull's ventures.

Why it might fail : Data Privacy (Notifications)

Prototype & Test : Test app in its current form and ask participant if features need explanation. Test my prototype to see if information and features would be useful.

Measuring Success : % of users completing onboard, users who save videos/playlists, and users who watch MyRBTv (The automatic TV feed based on user data).

Key Milestones : Completion of My RBTv, playlist, and World of Wings screens on Adobe XD for prototype.

18 Concept Poster (updated)



Concept Name : Onboarding MyRBTv

Problem Statement : How might we help users find value in the app when they initially open it?

Key Stakeholders : Red Bull Media House Team

Big Idea : Personalize the content feed according to user preferences gathered in the onboarding process.

How It Works : Might scrap tutorials if users feel it unnecessary. User data will be gathered when they open the app for the first time and select their favorites. Its also important to ask for registration and notifications permissions at the appropriate time.

Why it might fail : Data Privacy (Notifications), Lack of interest/engagement

Prototype & Test : Test app in its current form and ask participant if features need explanation. Test my prototype to see if information and features would be useful.

Measuring Success : For this case study we'll measure success by observing the interviewee with the prototype and asking them what they thought.

Key Milestones : Expand Prototype to include new Explore section. Work on example sport homepages. Make the corresponding screens for suggesting some of the related activities. Research laid back viewing, Tenfoot, and what my new features might look like on other devices.



*Reverence, rampage, recent mountain biking montage.
Rally Championship review, frankly I haven't a clue.
Dance Battle, skateboarding, its nice to hear,
Are you not entertained? It's this that I fear.*

Were you engaged during my poem? Do you know what I am referring to?

1st impressions are very important and in this case I didnt make a good one, because you dont even know what my project is about.

This is how many users feel when they open the Red Bull TV app for the first time

7/10 of people that used the app felt lost, and 5 agreed that an onboarding might help

Currently, users have to navigate the sea of content to find what they like, and if we don't expedite this process users will abandon the app.

Initial onboarding represents the opportunity for us to demonstrate value, and empower the user to accomplish their goals.



I propose during this process we explain key features, and gather user preferences.

The data we gather will enable us to deliver a more personalized experience to the user.

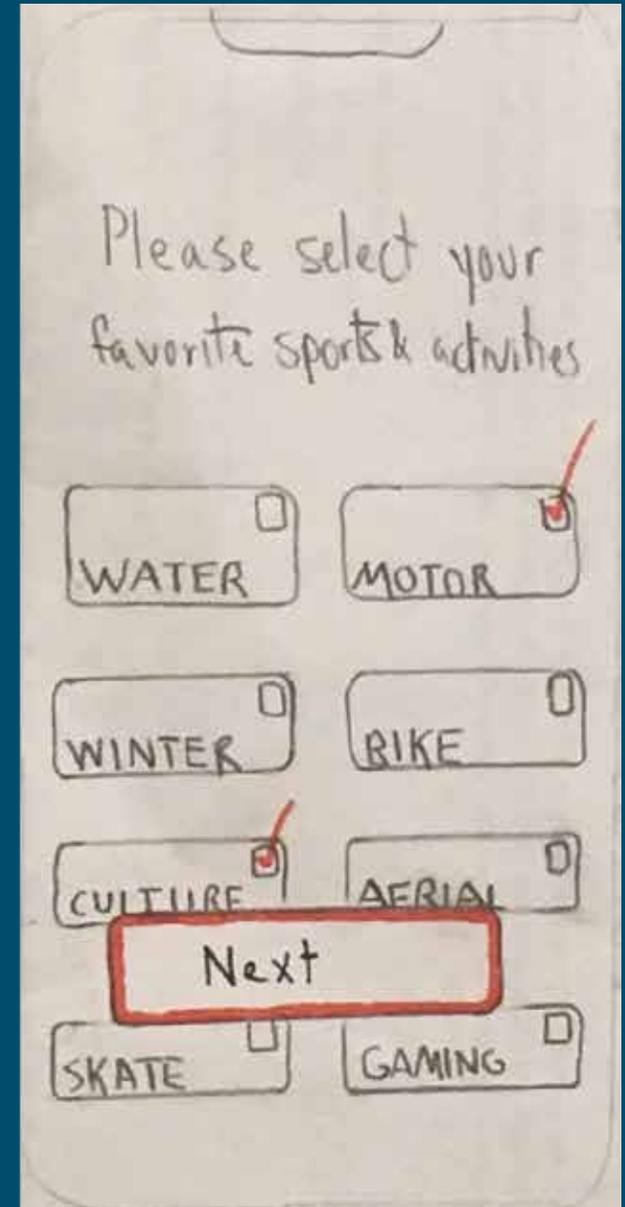
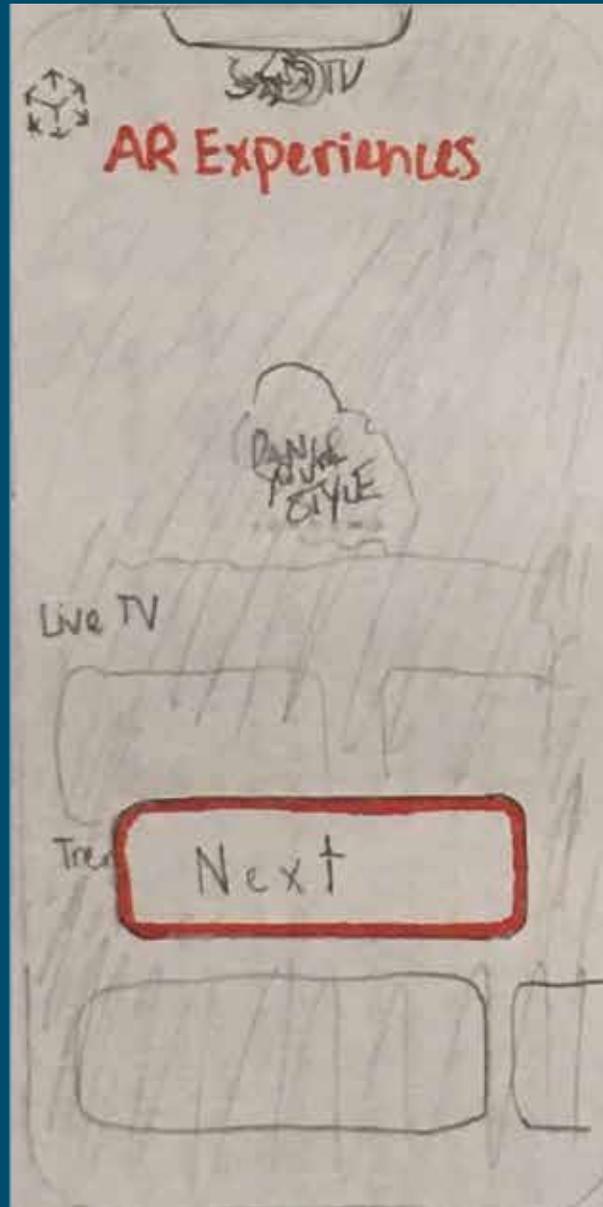
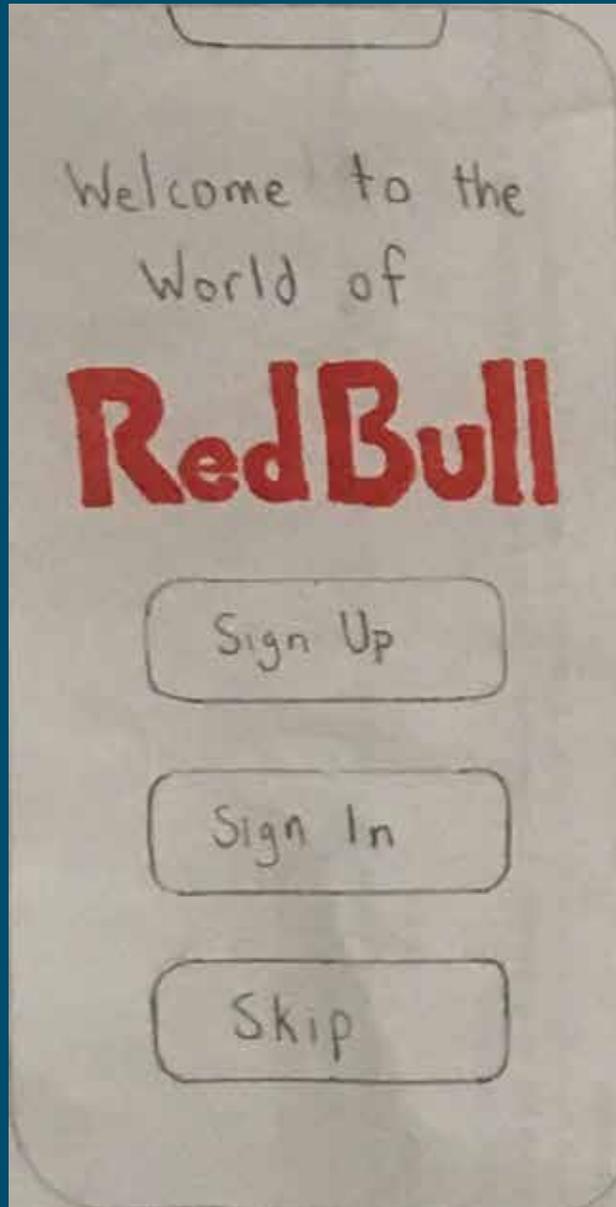
This is a feasible solution that I will continue to iterate upon, and test for validity

There are currently 24 categories or sports found in the Red Bull TV browse tab while there are 180 on the website

The next steps would be to switch out the extra events tab in browse and implement an explore tab

Also it might be useful to make the world of red bull a tangible interaction in the app, with different touch points & modes to show what red bull is doing around the globe

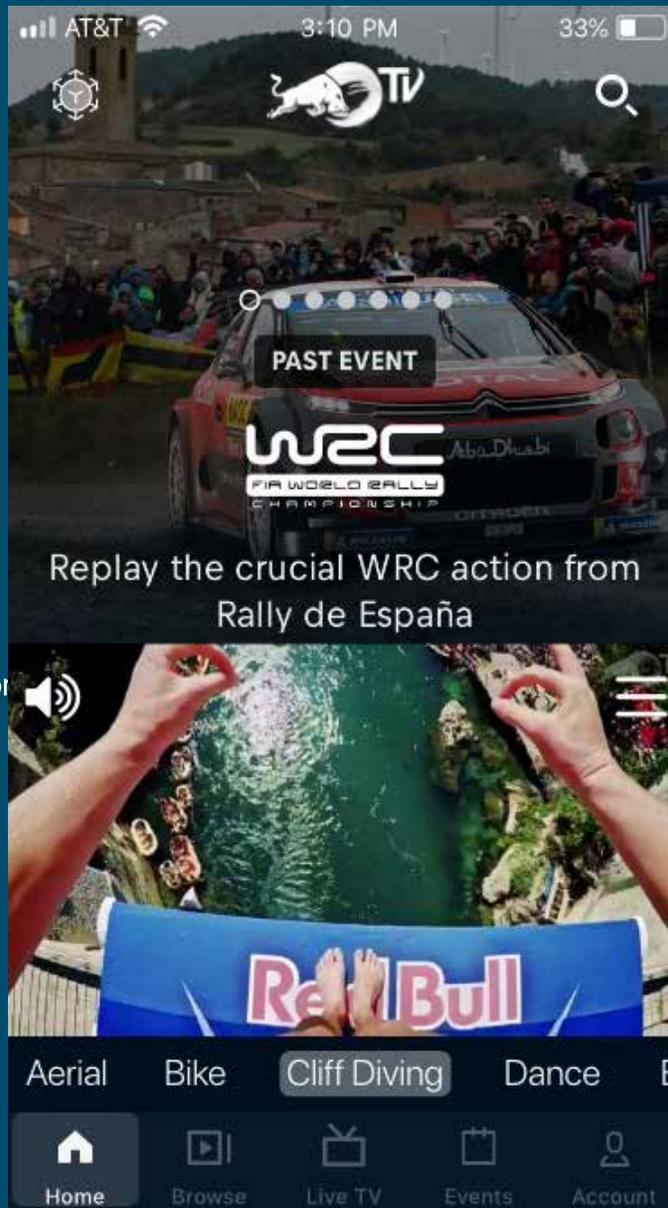
21 Prototype Documentation



22 Prototype Documentation

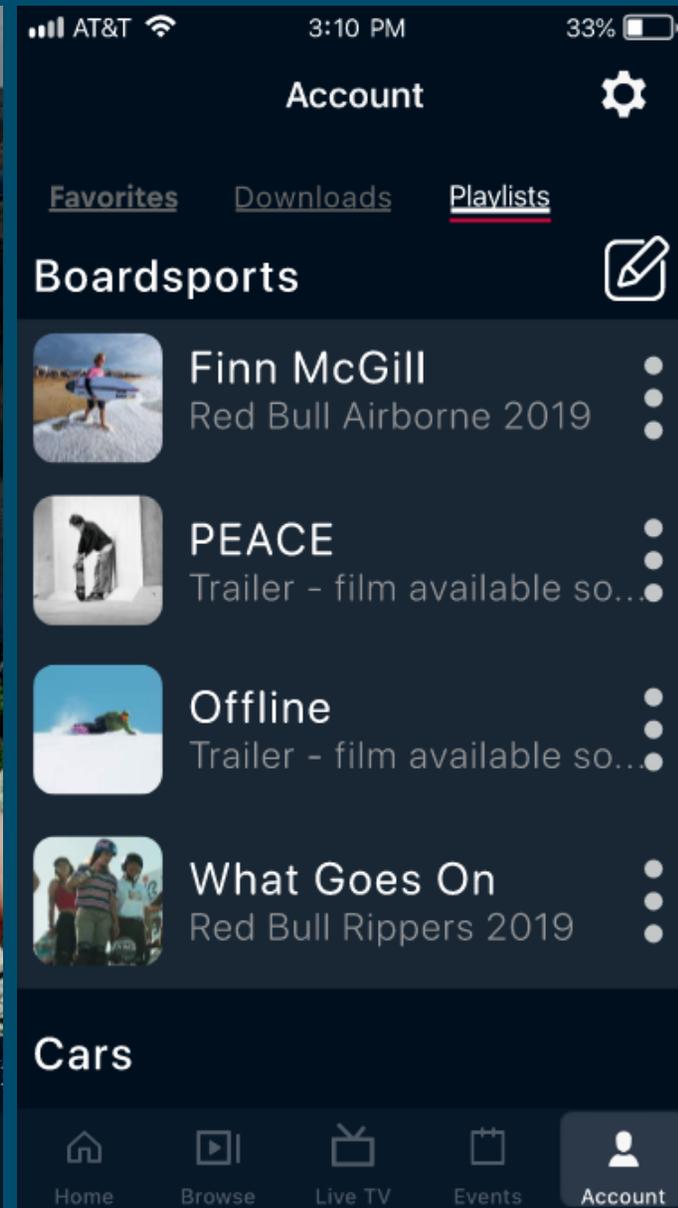


November 5



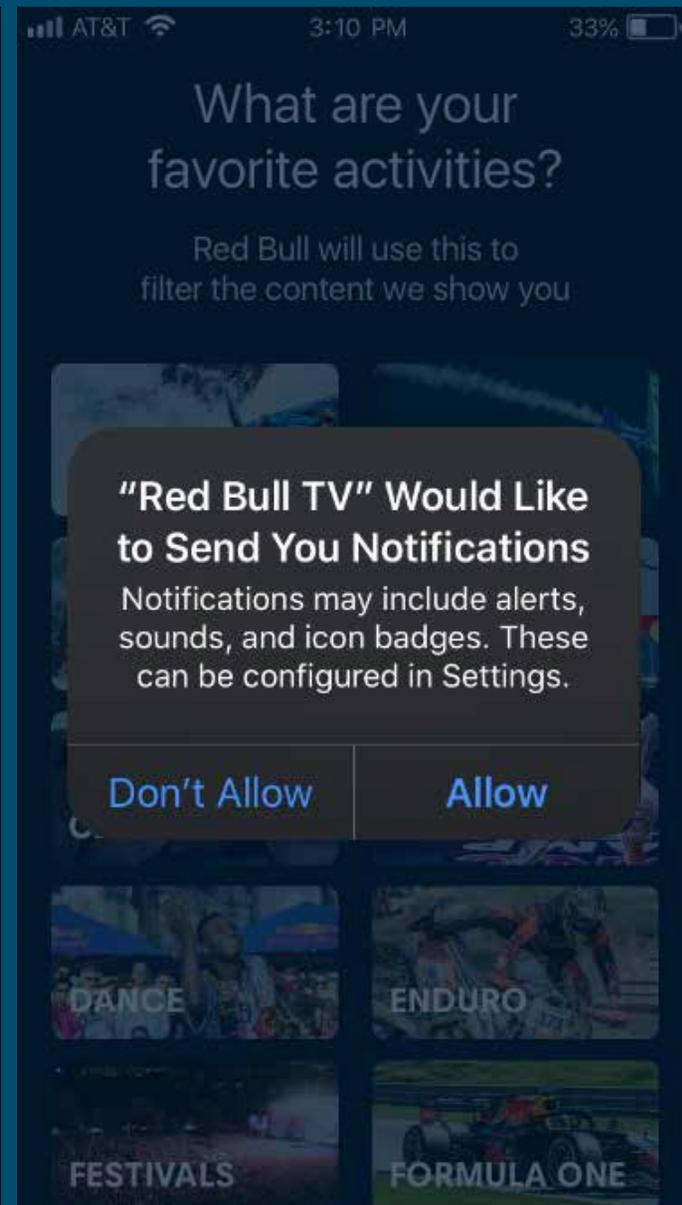
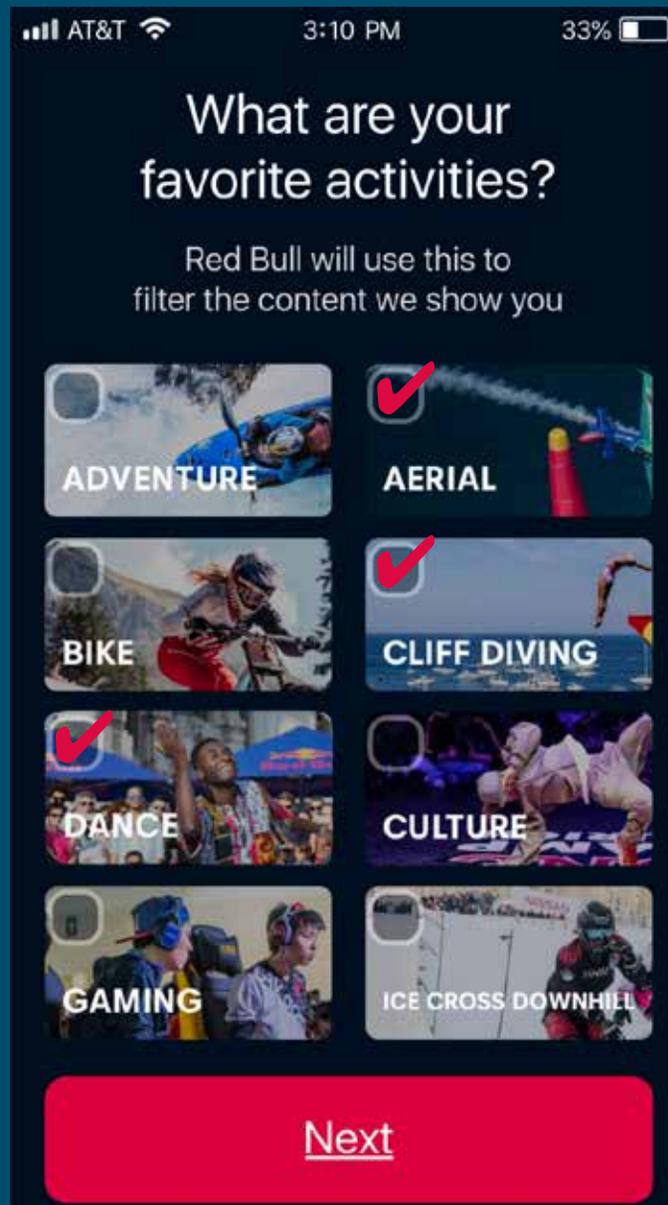
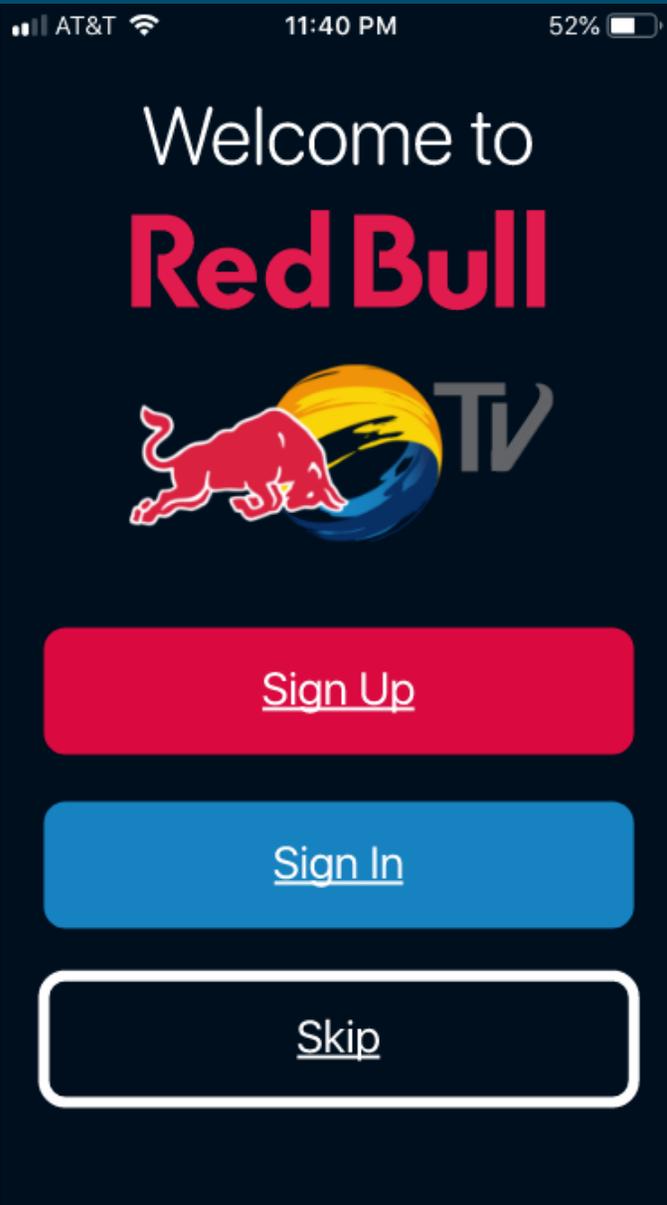
November 16

7 pictures
interactive prototype



December 2

23 Prototype: Ideal Onboarding Flow



December 5



What do we want to learn?

- Whether users would like TV playing as soon as they open the app, or if they prefer the current live TV section with vertical scrolling.
- If users feel that onboarding is even necessary.
- What categories are most popular amongst users.
- Which categories are seldom watched and if it would be beneficial to the user to take those out
- If there are any features that should be added to the app or brought to the forefront.

Participants

Media consumers. Sports fans, even better if an extreme sports fan and has interests that align with those of Red Bull.

Approach (Interview + Participatory)

1. I'll ask participants to discover the app for themselves.
2. I'll then ask them if they feel onboarding would help them be more comfortable.
3. They'll interact with my prototype on my computer or a phone, and I'll be sure to make note of each tap or anything they might say.

Schedule

Prototype Phase

October 5 - November 17

25 Research Plan (cont.)



Deliverable Deadlines



Red Bull Project Schedule

Free



Team Visible



Invite

To Do

Final Presentations at Red Bull 12/9

🕒 Dec 9

Synthesis Session

🕒 Nov 24

Research other devices

Research Laid - Back viewing

Check In with Claire and David for more Feedback

+ Add another card

Prototype

Sport Explanations

Explore Page

Think about how to better organize content on Browse and Home pages

+ Add another card

Done

Research Run

🕒 Nov 17

PITCH to Red Bull 10/29

🕒 Nov 5

Discuss Prototype w/ David

🕒 Oct 23

Complete Horizontal Scrolling Feature for Prototype on XD

🕒 Nov 8

+ Add another card

26 Interview Guide



User Test of RBTV App & Prototype

Background & Establishing Rapport

Some users are asked to use the RBTV app without introduction while others will be shown my prototype first.

Control group opens the app in their typical use-case until time is up, and is asked to reflect. They're then shown the prototype.

Interview questions were asked after the user test/participatory exercise so as to not influence reflections on the prototype & app.

4. What line of work are you in?
5. Have you ever reviewed an app or website?
6. Have you ever done any design work?

Introduction & Context Setting

High Level + Detailed Questions

1. Do you feel that onboarding/a tutorial is a good idea for the first time you open an app?
2. Do you find iOS tips helpful or do you usually skip through them?
3. How does it make you feel when an app requires that you register to enjoy its features?
6. What are your favorite sports/activities?
7. When should RBTV ask to send you notifications?
8. Could the app use more text? such as: articles, bios, or scoreboards?

27 Interview #1



Age: 26

City: Venice

Occupation: Marketing Manager

Favorite Sports: Cliff Diving, Soccer, Skiing

Lindsey B.

"The problem is that Red Bull the drink and Red Bull in the sports world are two completely separate things. If you could solve that problem that would be the miracle."

I approached Lindsey because she was drinking a RB Red Edition. I showed her my prototype while I explained that it is a solution to improve the RBTv app, which I then showed her.

We watched some cliff diving on the app and talked about how cool it was. She told me she was watching some cliff diving the other day but was pretty sure it was on Youtube.

"I'm forever scrolling."

"I love when they show me sports I've never seen before."

"There's 19 different sports... what's the driver?"

"They do too much... Everyone knows who you are, but what are you doing for me?"

28 Interview #2



Age: 30

Thomas S.

City: LA/Berlin

Occupation: Teacher, Graduate Student

Favorite Sports: Skateboarding, Biking

I let him use the app for a bit and he watched videos of his two favorite sports (that Red Bull sponsors). Here are his thoughts:

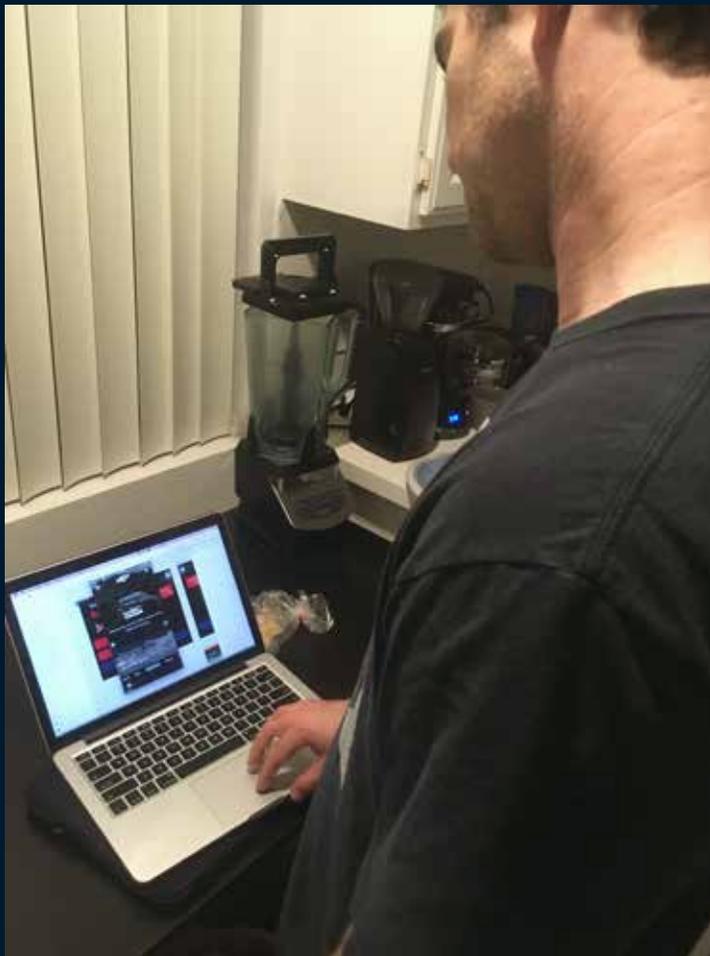
"There's too much commentary. Its too theatrical."

"I don't want competitions, I would like to see just random highlights"

"I mean its actually kind of cool. If they had more than just Red Bull content I would like it. Maybe if they included events that were sponsored by Red Bull instead of ran by them."

"Maybe give the user the option to only show sports you like. Sports you select."

29 Interview #3



Age: 25
City: W. Hollywood
Occupation: Journalist
Favorite Sports: Freerunning, Skate, Basketball

John M.

John works in editorial so I was interested to see how he used the app and what he would say. In the usability test he thumbed through the events almost twice & didn't choose anything, a common occurrence.

"Front page should be main news stories."

"When I scroll down I want different things... There should be visible dividers for each one of the categories rather than mixing them."

"They need to get to the point. The intro is too long in the video. I would like to have a preview of the video by touching it, so i know what im getting myself into."

"In America we mainly know them for the beverage & that they sponsor a lot of vague sports."

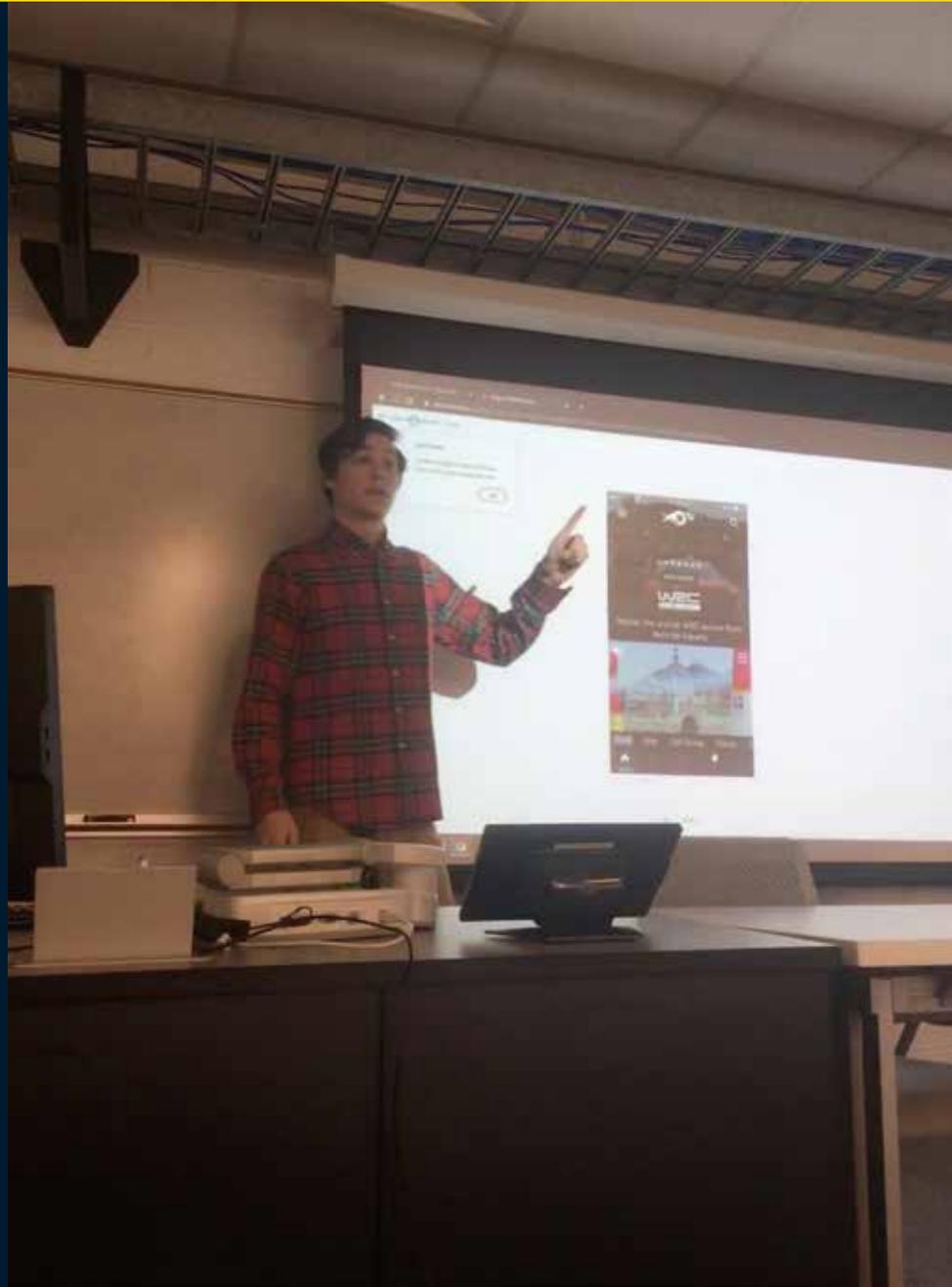
"They don't really bring anything to the table."

"Why would I need to sign up? I know who they are."



	Interview #1 - Lindsey	Interview #2 - Thomas	Interview #3 - John
RBTV Usability Test	<p>"When I drink the beverage, the sports side of it doesn't cross my mind."</p> <p>"Why would you go to them when you have Youtube & Instagram?"</p>	<p>He found the app to be useful, but like many others he said no to requests to send notifications and sign up.</p> <p>He also expressed the desire to be able to fast forward more easily</p>	<p>Scrolled through events then to the bottom of the page and back to the top when he chose FIA Rally.</p> <p>John wasn't particularly interested in the topics.</p> <p>He expressed disapproval of the layout of the home page.</p>
Prototype Test	<p>I actually started by showing my prototype first, to help her understand the project goal. She thought I was headed in the right direction. Her comments on the app (regarding content organization) and opinions on Red Bull affirmed my understanding of user needs and the problem that needs to be solved.</p>	<p>Could RBTV use an onboarding?</p> <p>"Yes That could help filter content."</p> <p>Would informative pages on sports be useful?</p> <p>"Yeah that could put things in context."</p> <p>Would an explore page be a good addition?</p> <p>"Sure, it could be like Instagram"</p>	<p>Could RBTV use an onboarding?</p> <p>"Yes I think it could be a screen that starts white like when you boot up an iPhone. It will tell you how the app works, and the brand mission statement."</p> <p>He skipped through one of the most important screens in my prototype, the preference selection one. I need to revise it to prevent this from happening.</p>

31 Midterm Presentation





Area of Research

Uncover user pain points and problems with the organization of content.

Research which sports are the most popular amongst target audience to determine what is and is not worth showing.

Insights

Those who save videos to playlists/ watchlists are more likely to share videos with friends.

There is content that is displayed more than once, further cluttering an app where the content is shown in the same thumbnail format.

The public perception of Red Bull is that the Drink and the Sports side are separate.

Prototype Description

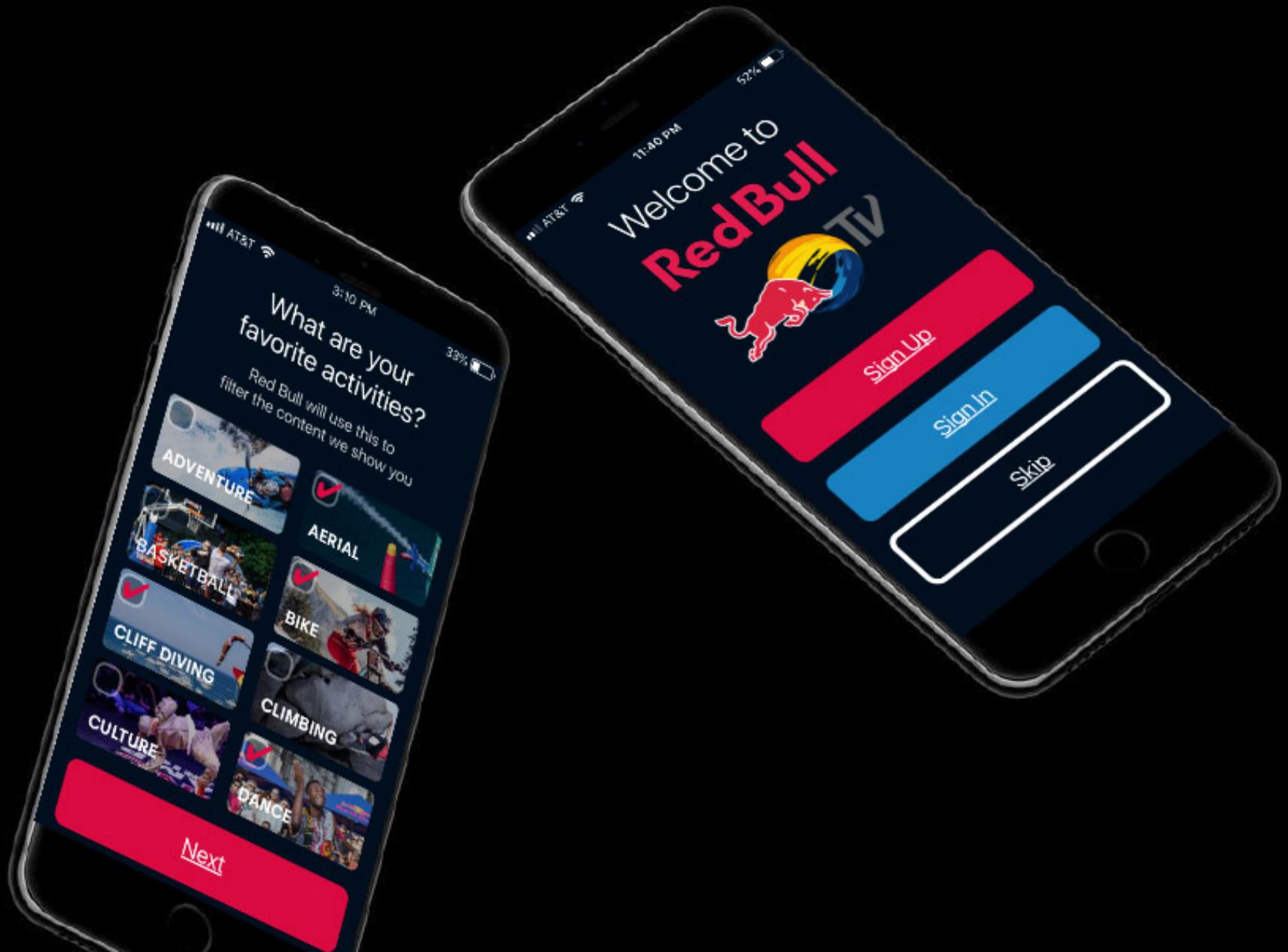
Reorganizing the content to ensure individuals accomplish goals more quickly.

Contribution to Insights Document

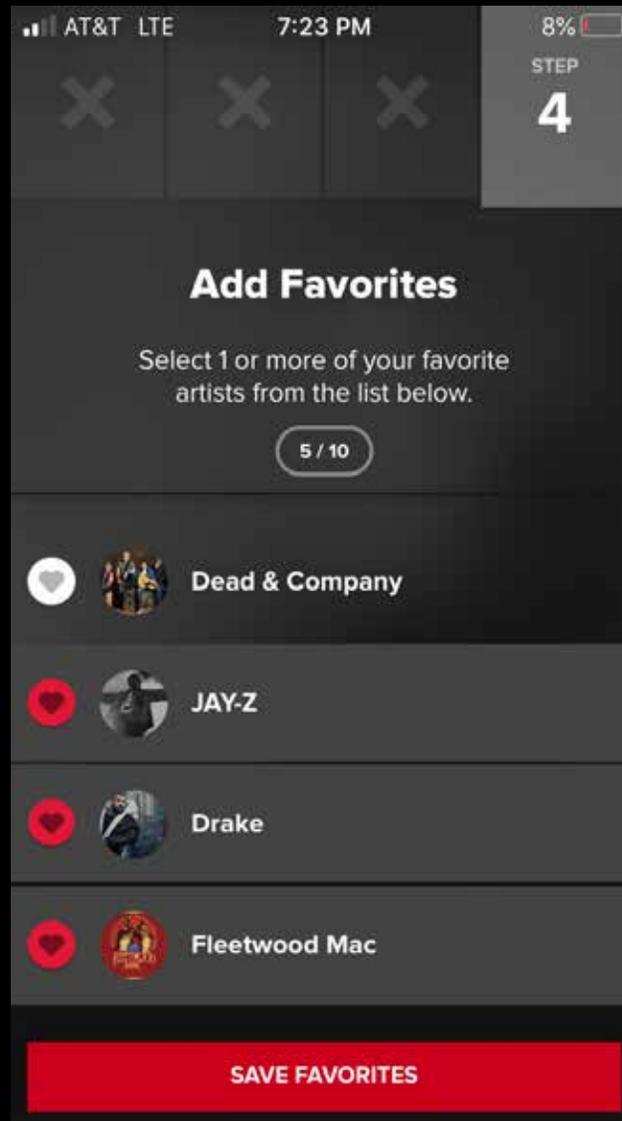
The public perception of Red Bull is that the Drink and the Sports side are separate.

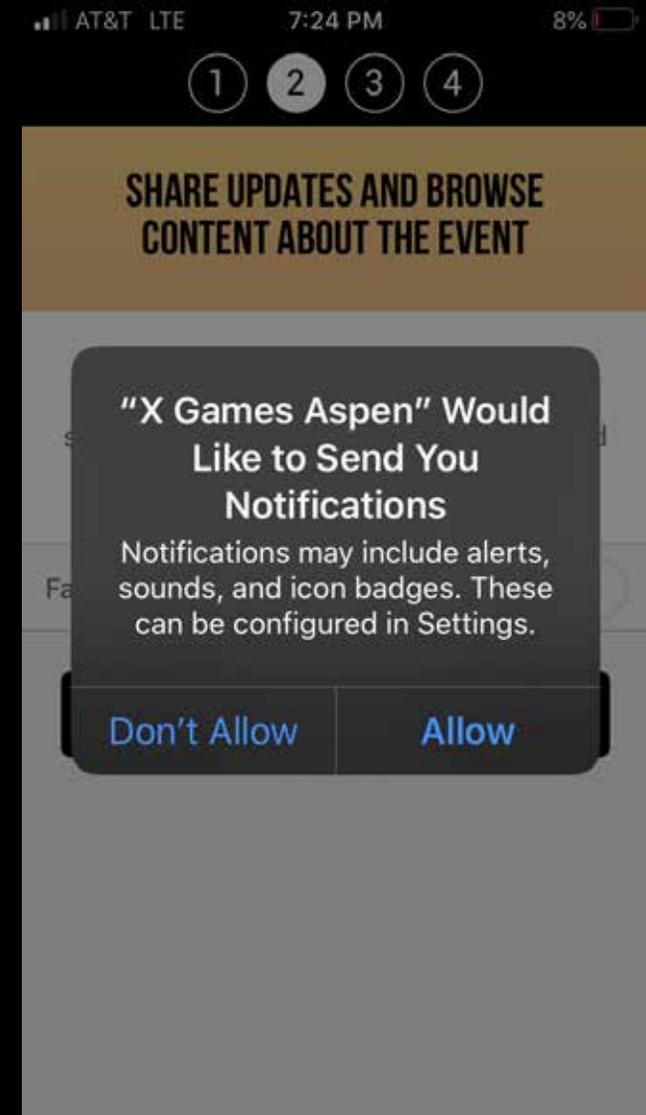
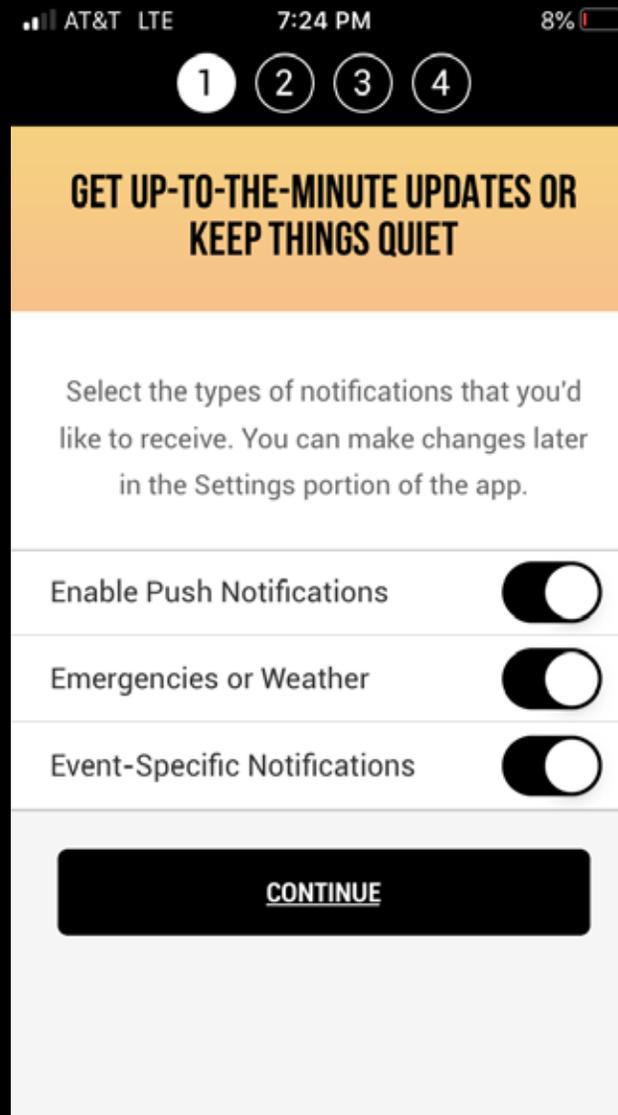


33 Prototype Hero Shot



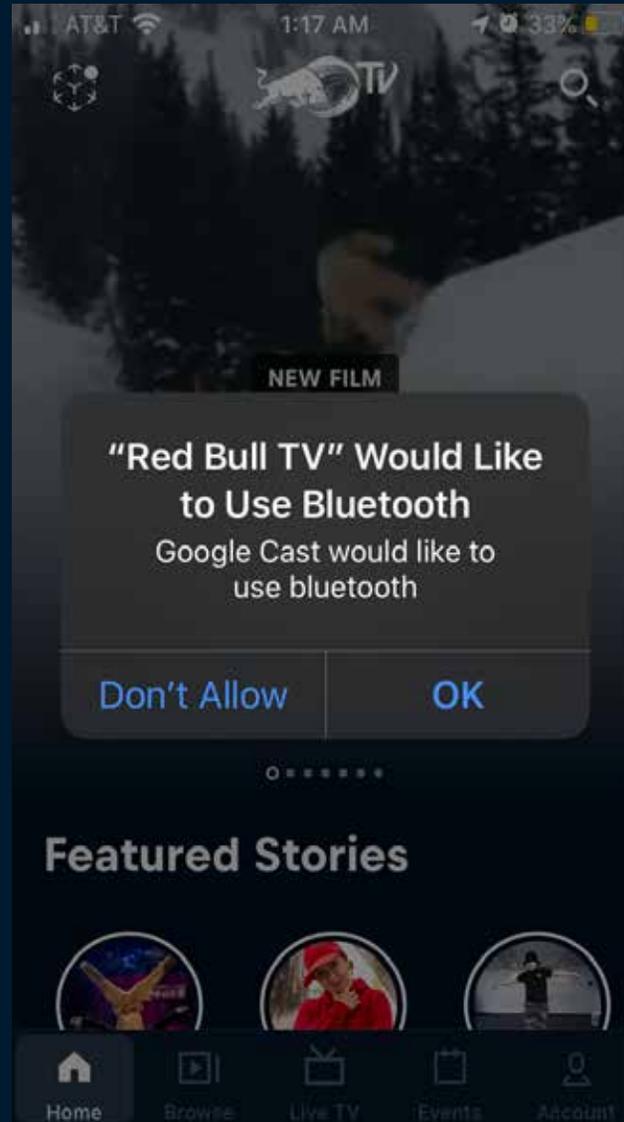
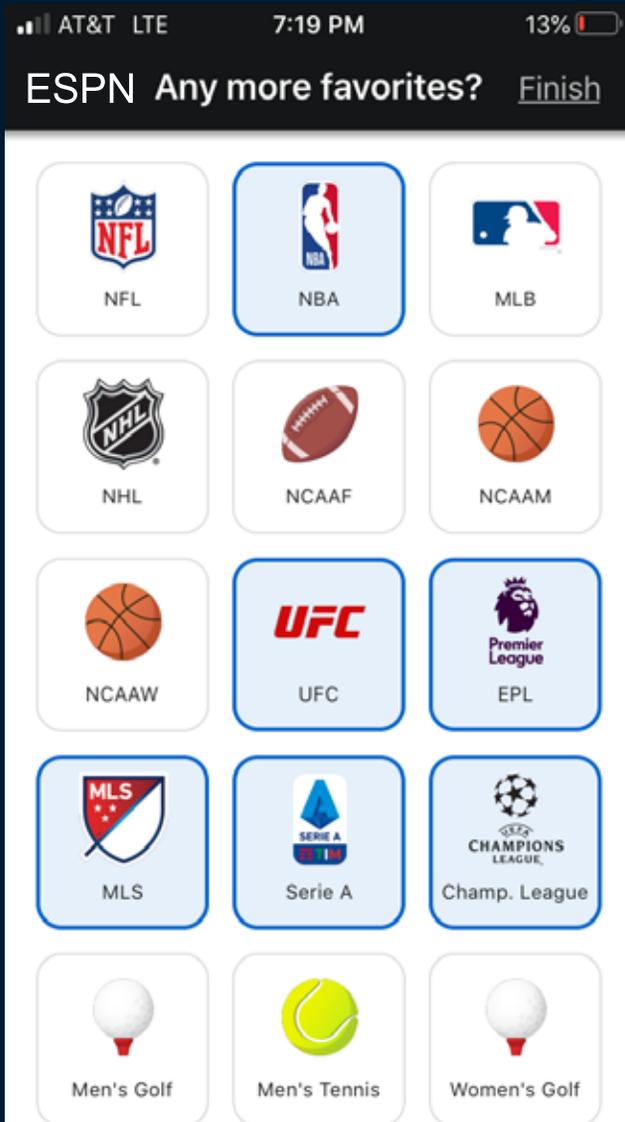
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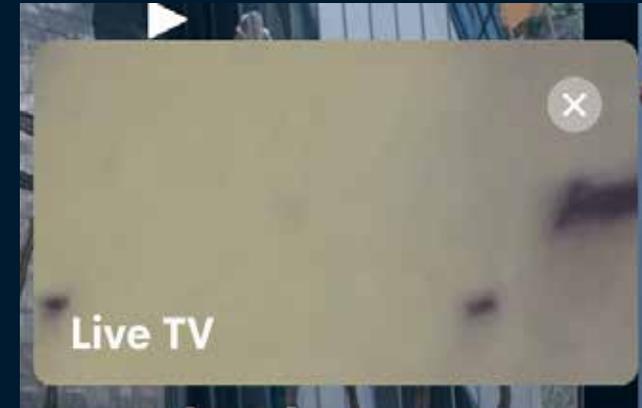


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Initial Research



NEED THIS FEATURE, OR TUTORIAL IN APP ONBOARD



Option to close video with a tap (redbull.com)

Don't bombard users with 2 permissions prompts immediately when they open app for the 1st time



"The intro is too long in the video. I would like to have a preview when I touch it so I know what I'm getting myself into."

"When I scroll down I want different things. There should be visible dividers."

"Why would I need to sign up? I know who they are."



"There's 19 different sports... What's the driver?"

"The problem is that Red Bull the drink and Red Bull in the sports world are 2 completely separate things."

"They do too much... Everyone knows who you are, but what are you doing for me?"



"I don't want competitions, I would like to see just highlights."

"There's too much commentary. It's too theatrical."

"Maybe give the user the option to only show sports you like, sports you select."

How might we onboard users to create a personalized experience, so that they can accomplish goals faster?

There are 24 categories in the RBTV app, and some users find this to be overwhelming.

Consider the fact that on RedBull.com there are over 180 content tags.

These are grouped into 8 main categories :

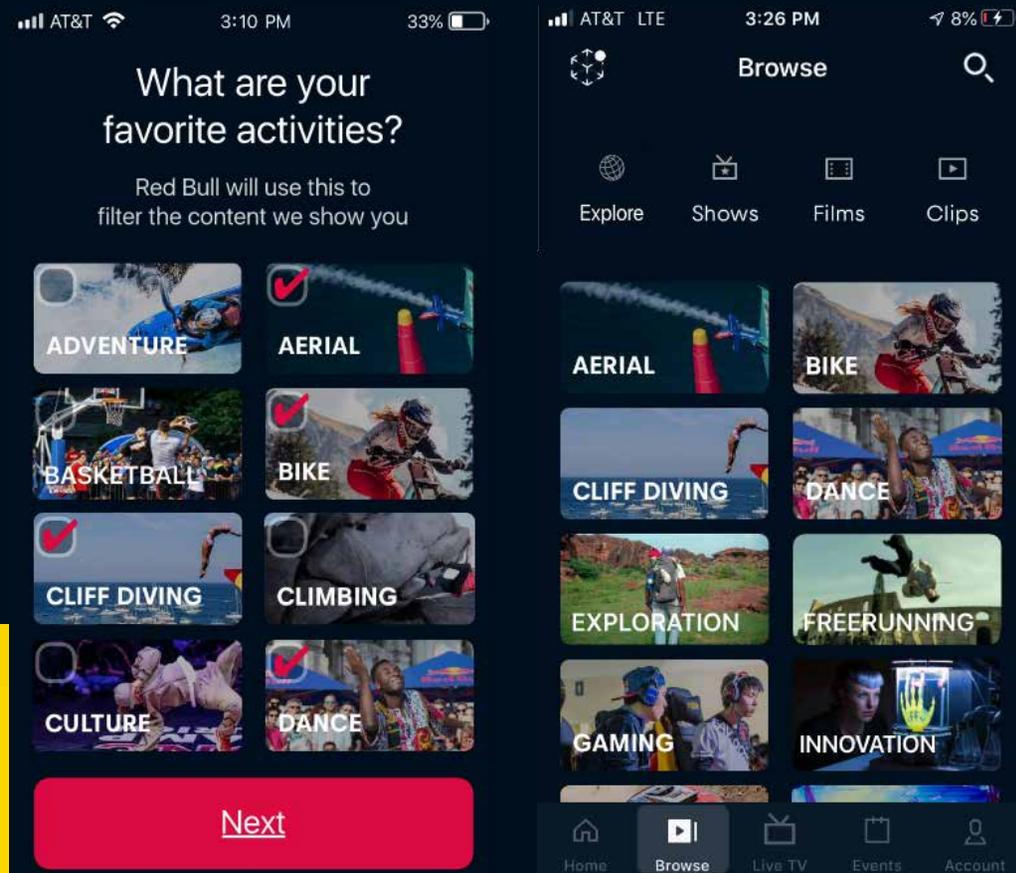
Aerial Sports Bike Culture Discover More
Gaming Motor Water and Winter Sports

Discover More contains 70 of these unique tags.

Solution :

Help users find value from the outset through their favorite activities.

We'll do this by personalizing the content feed according to those preferences.



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INSIGHTS

- ★ Don't let users skip through onboarding without inputting information.
- ★ Tutorial screens are seldom necessary.
- ★ Interviewees think the solution could help.

Onboarding is something that Red Bull should implement or test.

RECOMMENDATIONS

1. Use onboarding as an opportunity to learn about individuals in order to personalize the experience.
2. Don't hit users with 2 pop-ups off the bat, ask about notifications after onboarding.
3. Give registered users editable playlists to incentivize signing up.
4. Include more World of Red Bull to facilitate engagement (scores, tables, descriptions for context).
5. Remove unnecessary sections and restructure to improve use of space.



Addressing Business Needs

- Assemble project team to build onboarding
- Just need to ship the onboarding in a future update and A/B test.
- Make sure all video content on website is accessible on app. (Ongoing Project)

<https://colevercammen.myportfolio.com/information>

<https://xd.adobe.com/view/5251f19d-a3fb-4ff8-4717-8fe2496c2e3c-2460/>

19 Final Presentation (cont.)

