Interactive Video creation Checklist

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# Tasks:

☐ **Set your objectives**

☐ **Devise a concept to match those objectives**

☐ **Decide on your technology early in the process**

☐ **If mobile, check experience**

☐ **Go for a scalable technology**

☐ **Make your first choice point count**

☐ **Limit number of choice points**

☐ **Align distribution with the campaign**

☐ **Iterate, Iterate, Iterate**

☐ **Keep spotty mobile service in mind**

☐ **Make sharing easy**