

Interactive Video creation Checklist

By admin

- 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