

Russell Research Ap

The two-minute use case for mobile phone users:

- on the bus or train,
- in the airport,
- at lunch,
- between meetings,
- on a break,
- over coffee,
- head down walking on the sidewalk.

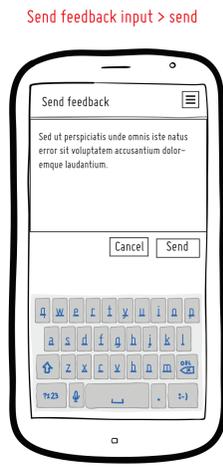
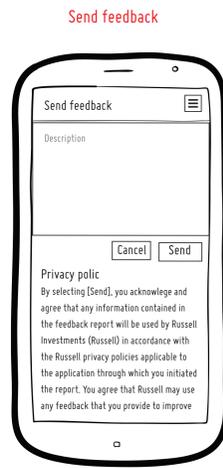
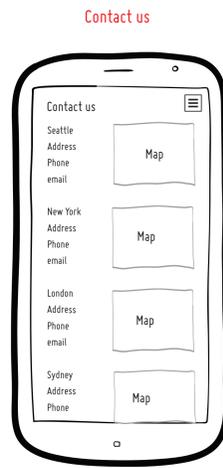
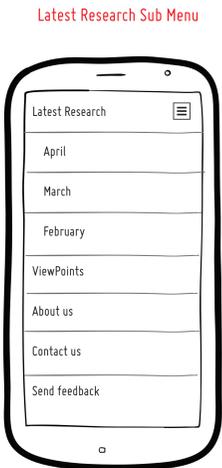
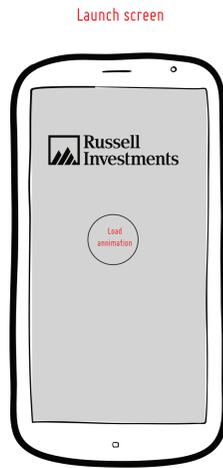
Video source: YouTube

Video content:
Start with Market Week Review then expand to include Monthly Spotlight and the Global Equity Outlook

Gamification:
After watching x no. of videos in the series, provide reward like exclusive content access, customization.

V1 basic video watching features, connect with Rcom mobile through "About" menu

V2 features: blog feed, newsroom, more categories



Market week review (video)

Video selection list



Video watched indicator

Video playing screen



Video controls display on tap.

Playing video stays in place while scrolling to read text

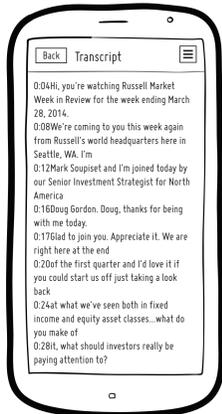
Video playing - scrolled to end



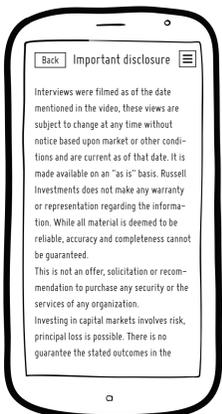
Horizontal view



Transcript



Disclosure

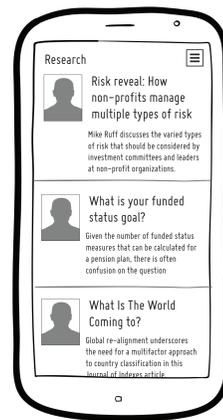


Share menu



Research (articles, videos)

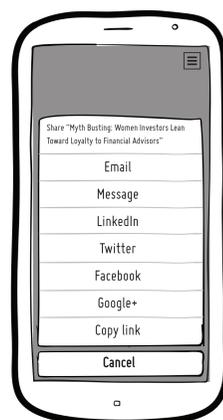
Research



Article screen



Share menu



ViewPoints (blogs)

Research



Article screen



Share menu

