**60-second Mobile App Demo video Script Template**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Shot** | 0:00 | Start with an attention-grabbing question or statement that creates curiosity about the app's purpose or benefits. | Engaging visuals that sparks curiosity or sets the tone for the app. |
| **Problem Statement** | 0:05 | Address a common pain point or challenge that your app solves. Identify with the audience's struggle. | Visual representation or animation highlighting the identified problem. |
| **Mobile App Introduction** | 0:10 | Introduce the app as the solution to the problem, emphasizing its value proposition. | Showcase the app interface or logo with a sense of empowerment. |
| **Key Features** | 0:15 | List and briefly explain the main features that make the app stand out. | Quick shots/screenshots demonstrating each key feature with concise text. |
| **How It Works** | 0:25 | Walk through a simple step-by-step process of using the app. Focus on user interaction and navigation. | Screen recording or animation demonstrating the app in action. |
| **Additional How It Works** | 0:35 | Highlight any advanced functionalities or specific use cases to deepen understanding. | Additional animations or scenarios showcasing specific app capabilities. |
| **Benefits** | 0:45 | Emphasize the benefits users will gain from using the app. Show the positive impact on their daily lives or tasks. | Showcase success stories, improved situations, etc. |
| **Call to Action** | 0:55 | Encourage viewers to take a specific action - download, sign up, visit the website, etc. | Display app download link, website URL, or a clear next step. |
| **Closing** | 1:00 | Conclude with a memorable tagline or closing statement that leaves a lasting impression. | App logo, tagline, and a fade-out. |

**60-second Mobile App Demo video Script Example**

| **Description** | **Time** | **Narration** | **Visuals** |
| --- | --- | --- | --- |
| **Opening Shot** | 0:00 | Ever wondered what it would be like to have a personal fitness assistant guiding you every step of the way? | Enthusiastic individuals exercising, questioning expressions. |
| **Problem Statement** | 0:05 | Struggling to stay on track with your fitness goals? Imagine having a companion that understands your journey. | Animated scenes of individuals facing common fitness challenges. |
| **Mobile App Introduction** | 0:10 | Enter SmartFit - not just an app but your ultimate fitness companion. | SmartFit logo emerging with a sense of empowerment. |
| **Key Features** | 0:15 | SmartFit is designed to seamlessly integrate into your life. | Animated icons: tracking, personalized plans, real-time progress. |
| **How It Works** | 0:25 | SmartFit analyzes your fitness data and creates personalized workout plans. It adapts as you progress, providing real-time feedback and motivation. | Screen recording: User navigating the app, SmartFit adapting to user preferences. |
| **Additional How It Works** | 0:35 | Whether you're into cardio, strength training, or yoga, SmartFit tailors each session to your goals, ensuring every workout is effective and enjoyable. | Visuals of diverse workout scenes, SmartFit adapting to different fitness activities. |
| **Benefits** | 0:45 | Achieve your fitness goals faster with SmartFit's intelligent guidance and personalized approach. It's not just a workout; it's a journey tailored for you. | Before-and-after visuals, users celebrating fitness achievements. |
| **Call to Action** | 0:55 | Ready to transform your fitness journey? Embrace the future of personalized fitness with SmartFit. | Display SmartFit website URL and a "Download Now" button. |
| **Closing** | 1:00 | SmartFit - Your path to a healthier, fitter you. Your fitness journey begins now. | SmartFit logo, tagline, and a fade-out. |