

Visitors to Canada Storyboard

Prepared by:

Stephan Presella Stewart



On-screen Text:

Introduction

- Target Market
- The Need for Travel Insurance
- Visitors to Canada product Features and Highlights
- Plan Benefits – Emergency and Hospital
- Additional Benefits

Talk Bubble 1:

- Over 25.5 million people visit Canada each year

Images

- Airplane Landing.png
- Woman.png
- Next_icon.png
- Prev_icon.png

Animation

- Intro list fade in one item at a time
- Fade in Talk Bubble 1
- Click link to go to slide with Target Market Information

Navigation

- Next arrow: slide 3
- Prev arrow: slide 1

Developer Notes

- Visitor to Canada header
- Text: 24 pt, Calibri, bolded
- All caps
- Airplane landing background
- Display woman presenter to the right

Animation

- Fade in Talk Bubble 1
- Fade in list one item at a time

Images

- Airplane Landing.png
- Woman.png
- Next_icon.png
- Prev_icon.png

Navigation

- Next arrow: slide 4
- Prev arrow: slide 1

Developer Notes

- Visitor to Canada header
- Text: 24 pt, Calibri, bolded
- All caps
- Airplane landing background
- Display woman presenter to the right

Target Market

- Visitors coming to Canada to visit families
- Super Visa Applicants:
 - The Super Visa allows parents and grandparents to visit family in Canada for up to two years.
 - They must prove that they have Canadian medical insurance that provides health care and hospitalization for at least one year.
- Landed immigrants awaiting government health insurance plan (GHIP)

Click the forward button.

VISITORS TO CANADA

Individuals coming to Canada can be any of the following

**Talk Bubble 1:**

- Individuals coming to Canada can be any of the following

**Images**

- People Walking.png
- Next_icon.png
- Prev_icon.png

Animation

- Submit button displays “correct” or “incorrect feedback”

Navigation

- Continue: Slide 5

Developer Notes

- Visitor to Canada header
- Text: 24 pt, Calibri, bolded
- All caps
- Light Grey

On-screen Text:**Response Options**

- Parents and Grandparents
- Family Visitors
- Students
- Landed Immigrant

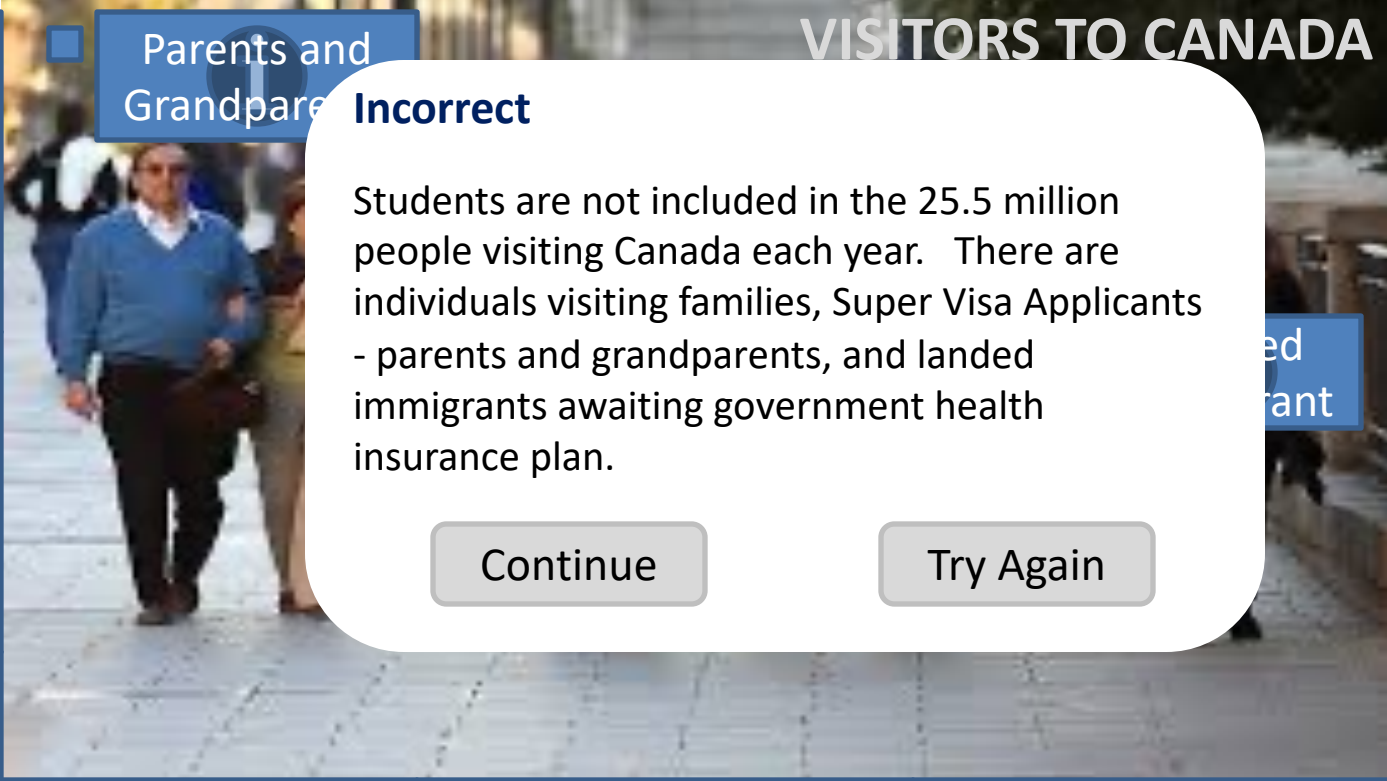
Correct Feedback

- Correct. Of the 25.5 million people visiting Canada each year, there are individuals visiting families, Super Visa Applicants - parents and grandparents, and landed immigrants awaiting government health insurance plan.

Incorrect Feedback

- The Visitors to Canada insurance plan does not include students
- Review the Target Market and try again.

Images <ul style="list-style-type: none">• People Walking.png• Next_icon.png• Prev_icon.png			
Animation <ul style="list-style-type: none">• Submit button displays “correct” or “incorrect feedback”	On-screen Text: Response Options <ul style="list-style-type: none">• Parents and Grandparents• Family Visitors• Students• Landed Immigrant		
Navigation <ul style="list-style-type: none">• Continue: Slide 5• Try Again: Slide 6 Developer Notes <ul style="list-style-type: none">• Visitor to Canada header• Text: 24 pt, Calibri, bolded• All caps		Correct Feedback <ul style="list-style-type: none">• Correct. Of the 25.5 million people visiting Canada each year, there are individuals visiting families, Super Visa Applicants - parents and grandparents, and landed immigrants awaiting government health insurance plan.	Incorrect Feedback <ul style="list-style-type: none">• The Visitors to Canada insurance plan does not include students• <u>Review the Target Market and try again.</u>

Images <ul style="list-style-type: none">• People Walking.png• Next_icon.png• Prev_icon.png	 <p>Parents and Grandparents</p> <p>Incorrect</p> <p>Students are not included in the 25.5 million people visiting Canada each year. There are individuals visiting families, Super Visa Applicants - parents and grandparents, and landed immigrants awaiting government health insurance plan.</p> <p>Continue Try Again</p>		
Animation <ul style="list-style-type: none">• Submit button displays “correct” or “incorrect feedback”	On-screen Text: Response Options <ul style="list-style-type: none">• Parents and Grandparents• Family Visitors• Students• Landed Immigrant		
Navigation <ul style="list-style-type: none">• Continue: Slide 4• Try Again: Slide 3 Developer Notes <ul style="list-style-type: none">• Visitor to Canada header• Text: 24 pt, Calibri, bolded• All caps		Correct Feedback <ul style="list-style-type: none">• Correct. Of the 25.5 million people visiting Canada each year, there are individuals visiting families, Super Visa Applicants - parents and grandparents, and landed immigrants awaiting government health insurance plan.	Incorrect Feedback <ul style="list-style-type: none">• The Visitors to Canada insurance plan does not include students• <u>Review the Target Market and try again.</u>