

TapTrail

UI Callout Motion Demo

A polished 15-second motion design piece for SaaS onboarding, feature highlights, and app walkthroughs.

Designed as a clean product-demo sequence, the storyboard turns a single tap into a cinematic reveal - cue, callout, tooltip, hold, and a glowing hero finish.

Motion Design

AI Video Production

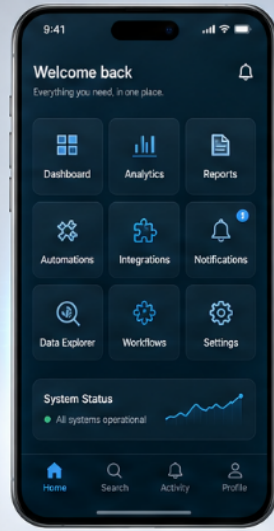
UI/UX Demo

16:9 Deliverable



6 Frames
Establish, tap cue, callout, tooltip, hold, and resolve sequence.

Frame 1



Establish

Frame 2



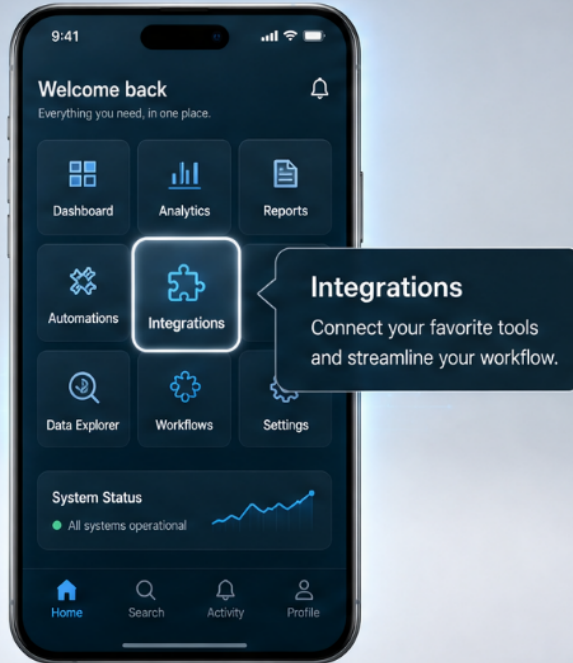
Tap Cue

Frame 3



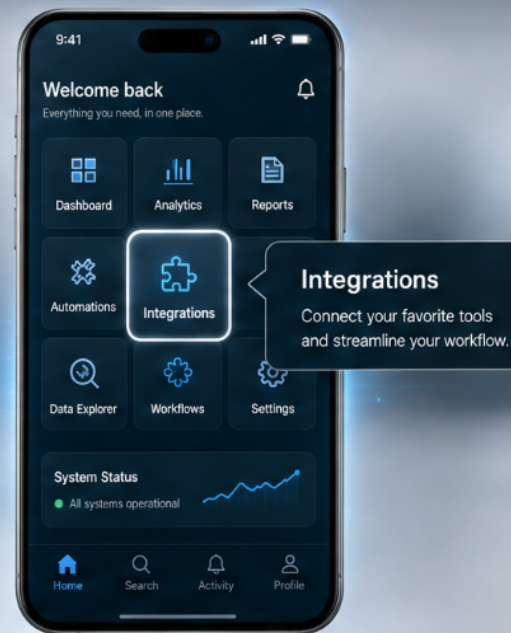
Callout In

Frame 4



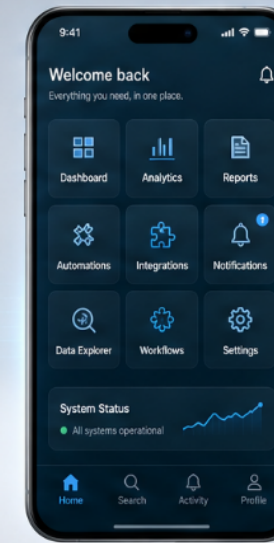
Tooltip

Frame 5



Hold

Frame 6



Resolve

Clean SaaS motion asset for onboarding

A concise case-study format for a portfolio, pitch deck, or client-facing capability sample.

PROJECT TITLE

TapTrail - UI Callout Motion Demo

YOUR ROLE

Motion Designer / AI Video Producer - concept, prompt engineering, storyboard, and video generation.

PROJECT DESCRIPTION

TapTrail is a 15-second motion design demo built to showcase UI callout animations for app and website onboarding flows. Using AI generation tools, I designed a 6-frame storyboard - establishing shot, tap cue, animated callout, tooltip reveal, hold, and a dynamic hero pull-back finish with light-sweep and glow effects - then converted it into a polished 16:9 video.

The piece demonstrates clean SaaS and tech product-demo aesthetics and serves as a portfolio sample for feature-highlight and onboarding-style video work.

SKILLS AND DELIVERABLES

- Motion design and storyboarding
- AI prompt engineering for image and video
- UI/UX visual demo creation
- Iterative creative direction and revision
- Final 15s 16:9 video deliverable

RECOMMENDED PORTFOLIO ASSETS

- Final rendered video - 15 seconds, 16:9
- Approved 6-panel storyboard sheet
- Short case-study text describing the creative process
- Core prompt or script used for transparent process documentation

Ready-to-use titles and descriptions

Use this page to adapt the project for a portfolio post, client pitch, or creative process breakdown.

ALTERNATIVE TITLES

Feature Spotlight: AI-Generated UI Motion Reel

TapTrail - Onboarding Callout Animation

PROFESSIONAL DESCRIPTION

TapTrail is a 15-second product-demo video designed to visualize UI callout and tooltip interactions for app onboarding. I directed the full creative process - from storyboarding to final render - using AI generation tools, delivering a clean SaaS-grade motion asset suitable for client pitches or product marketing.

CREATIVE DESCRIPTION

What happens when a tap becomes a story? TapTrail turns a single UI interaction into a mini cinematic moment - zoom, callout, tooltip, and a glowing hero finish that makes even a feature highlight feel like a reveal.

CORE PROCESS

01 Concept and app-demo direction

02 6-frame storyboard and image generation

03 Video generation, timing, polish, and final render

Suggested use: pair this PDF with the final 15-second video file and the original prompt/script as supporting material for a complete motion-design case study.