Special Projects

Alljoined demo launch

Client

Alljoined

Client lead: Jonathan Xu

Special Projects

Creative lead: Case Miller

Design lead: Dennis Dang

Design engineer: Fongfone Sawadatikom

Technical lead: Will Thomson

Creative producer: Laura Alvarez

Timeline

	Alljoined	Special Projects
Thu Nov 12	1. Sends the assets for website version 2 in the morning (walkthrough visuals, Jonathan's images, blog posts) 2. Sends feedback on website version 2 during the day 3. Jonathan creates a doc or Notion page listing people who can repost 4. Sends feedback on the creator talking points during the day	1. Sends website version 2 to Alljoined, including the embedding-space diagram 2. Sends the revised X copy draft 3. Delivers the creator talking points 4. Experiments with a second video featuring the embedding-space diagram
Fri Nov 13	5. Sends feedback on website version 3 during the day 6. Sends feedback on the X copy, including the science team's check of the research findings 7. Confirms whether the brain embedding / preference model angle can be public 8. Reaches out to friends and family	5. Sends website version 3 (post-feedback) to Alljoined 6. Shares an update on the diagram video experiment
Sat–Sun Nov 14–15	9. Gives final sign-off on the X copy (Jonathan and Anthony) by Sunday	7. Addresses the comments on website version 3 8. Finalizes the X copy and the video insert
Mon Nov 16	–	9. Sends the final material in the morning as a Google Drive folder link 10. Delivers the videos (demo video and video insert) in the Google Drive folder, along with the final document with the X copy
Tue Nov 17	**Launch at 9 am: the website goes live, the X thread goes out and the demo is posted**	