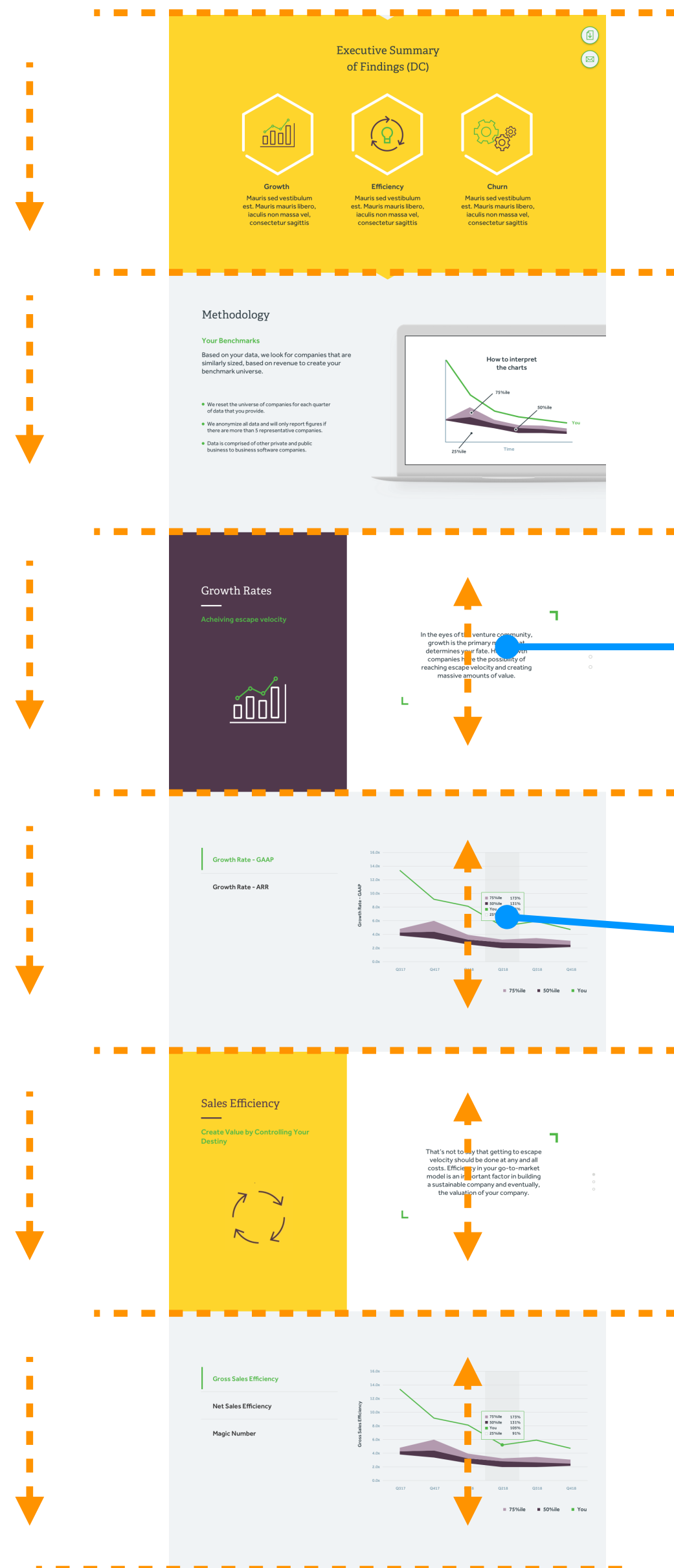




Scale VP Benchmarking tool

Animation specifications



Page scrolling should snap from one section to the next. Section height should fill the browser height

Example of this type of snapping can be seen here:

<https://www.playground.it/>

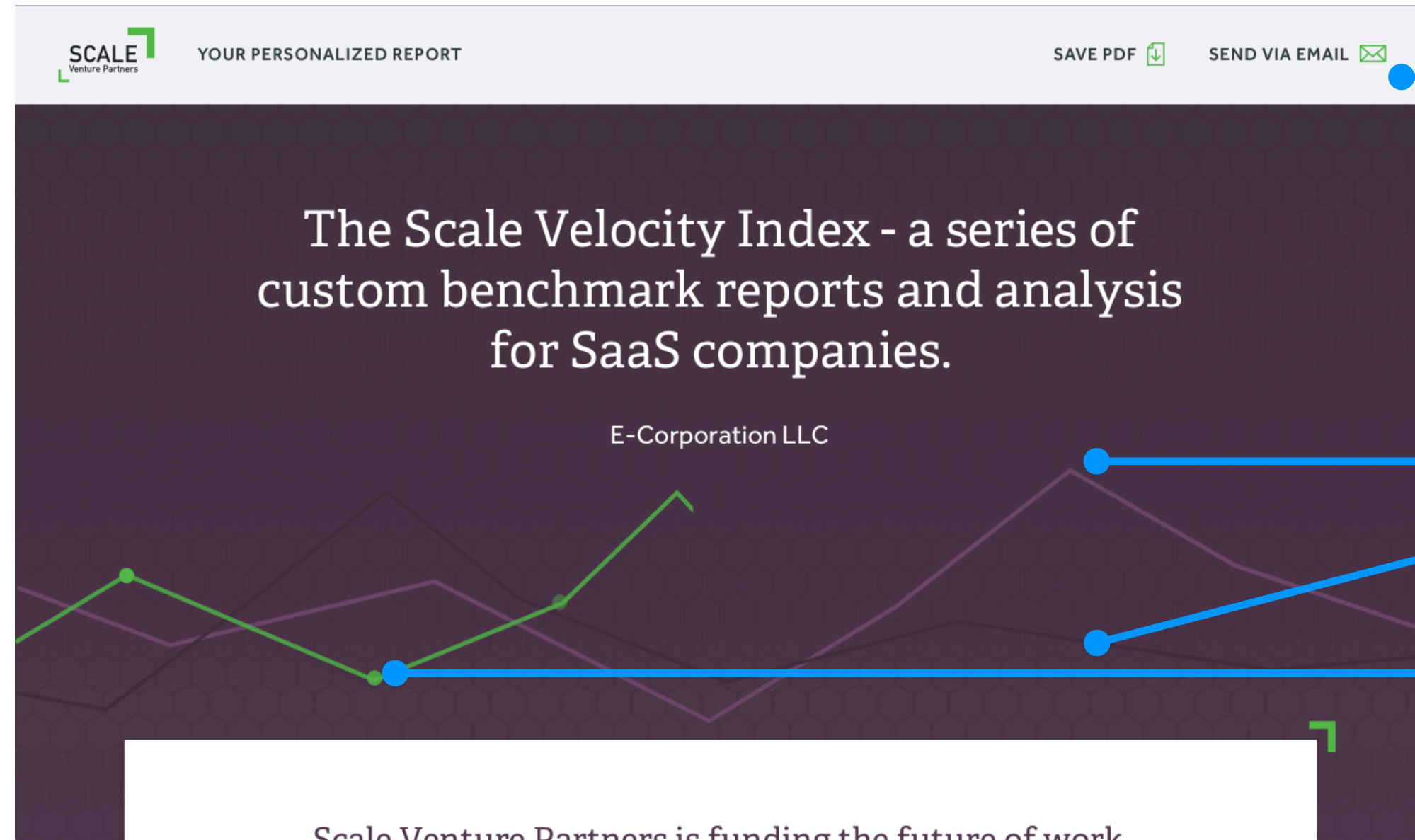
Within these sub sections showing the definitions, content on the right hand side will scroll and the left hand side will be static. Scrolling should snap from one part of the sub section to the next

See more detailed description on page 7

Within these sub sections showing the charts, scrolling will snap from one chart to the next in the sequence.

Each chart should animate as described on page 10

Header and introduction



Header links to Save Pdf or Print via email

Purple lines should fade in on page load

Opacity: 0-100%

Order: Light purple - Dark purple

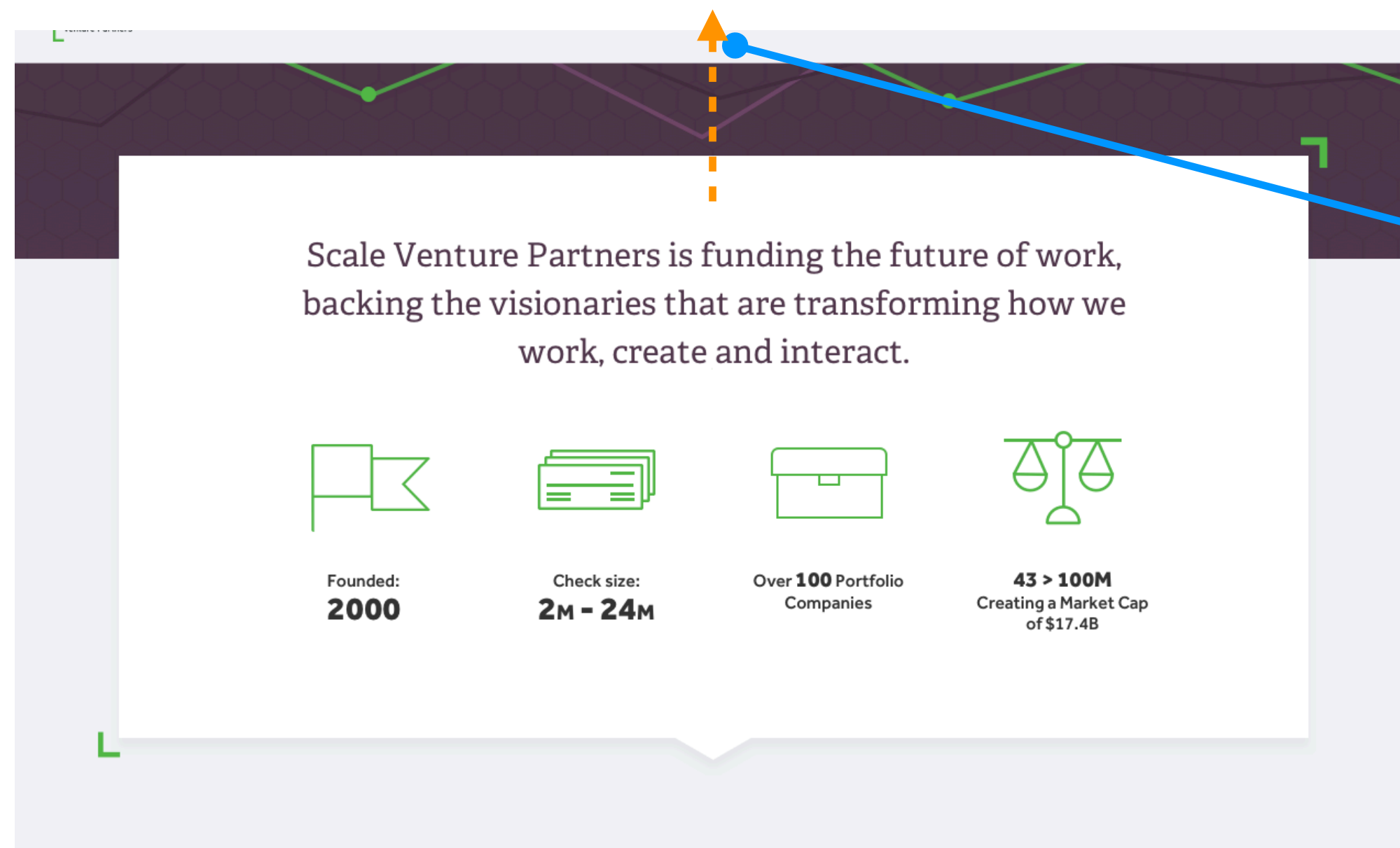
Green line representing the user should draw from left to right on page load

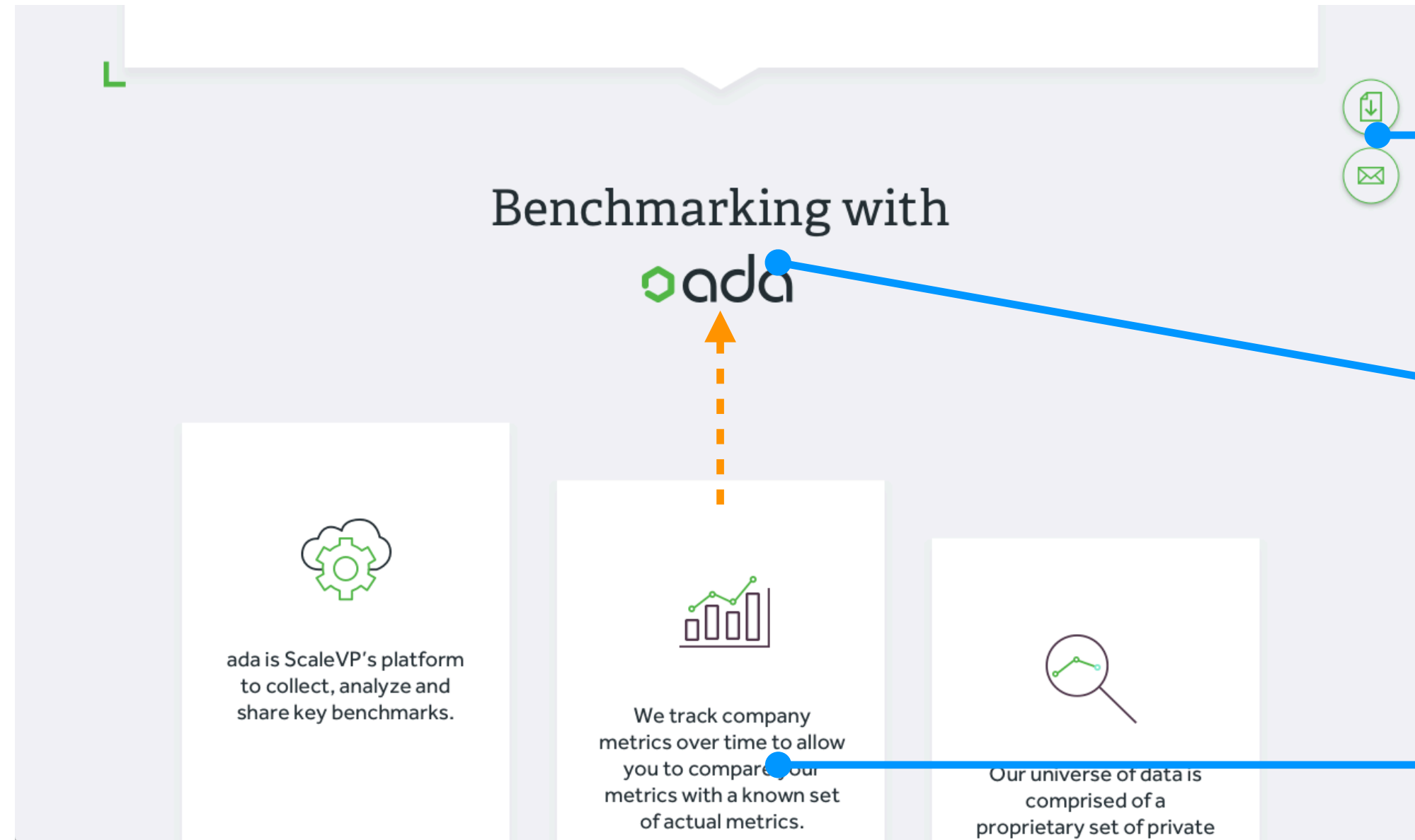
Duration: 1.5s

Easing: Ease in

Green dots should appear as Data point is reached

Header should scroll off page as Scale info panel reaches top of screen





Download/share buttons show slide in from right of screen as page is scrolling to this section

Fade: From 0-100% opacity
Movement: x-axis
Easing: Ease in

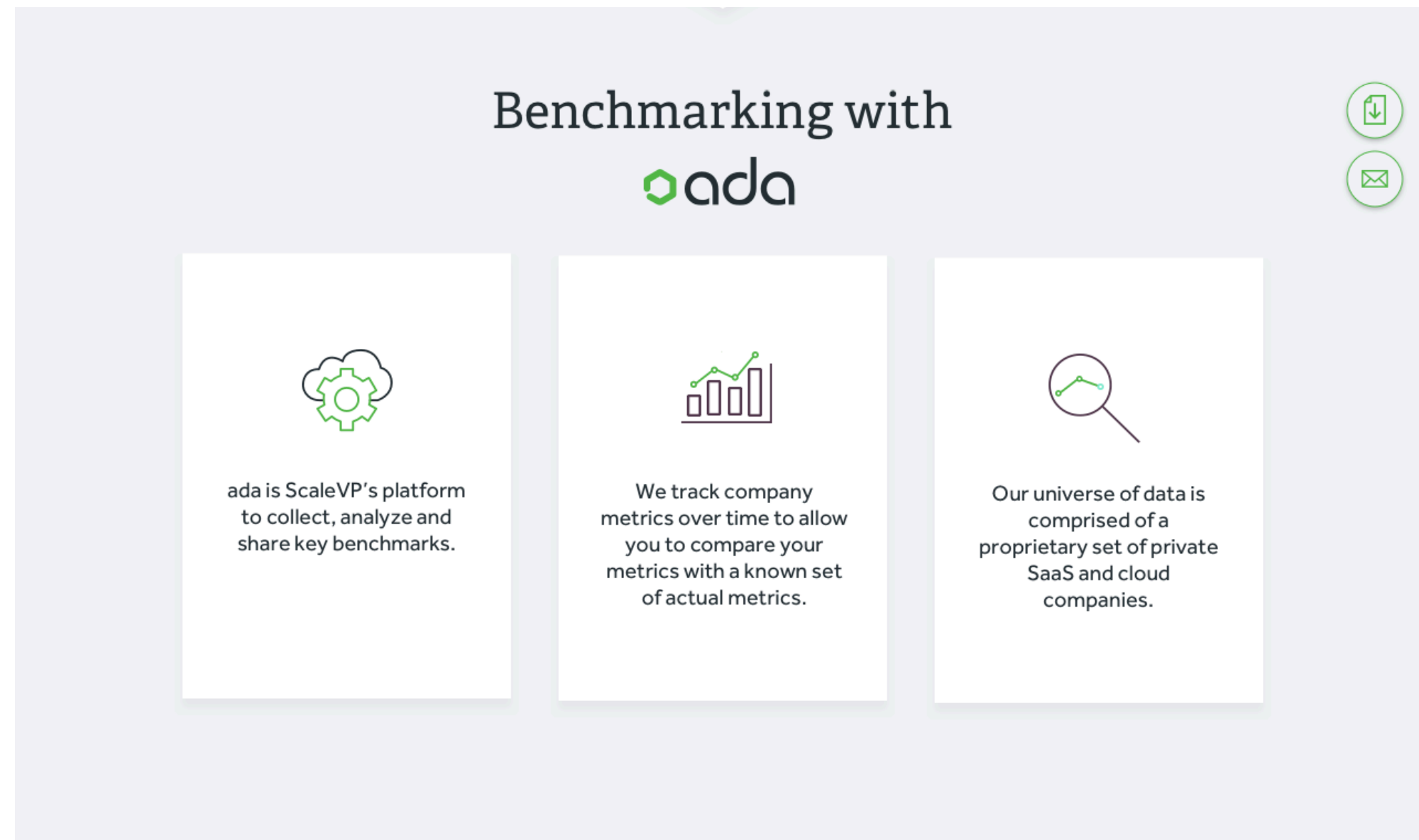
Title and Logo should fade in as it reaches the top of the screen

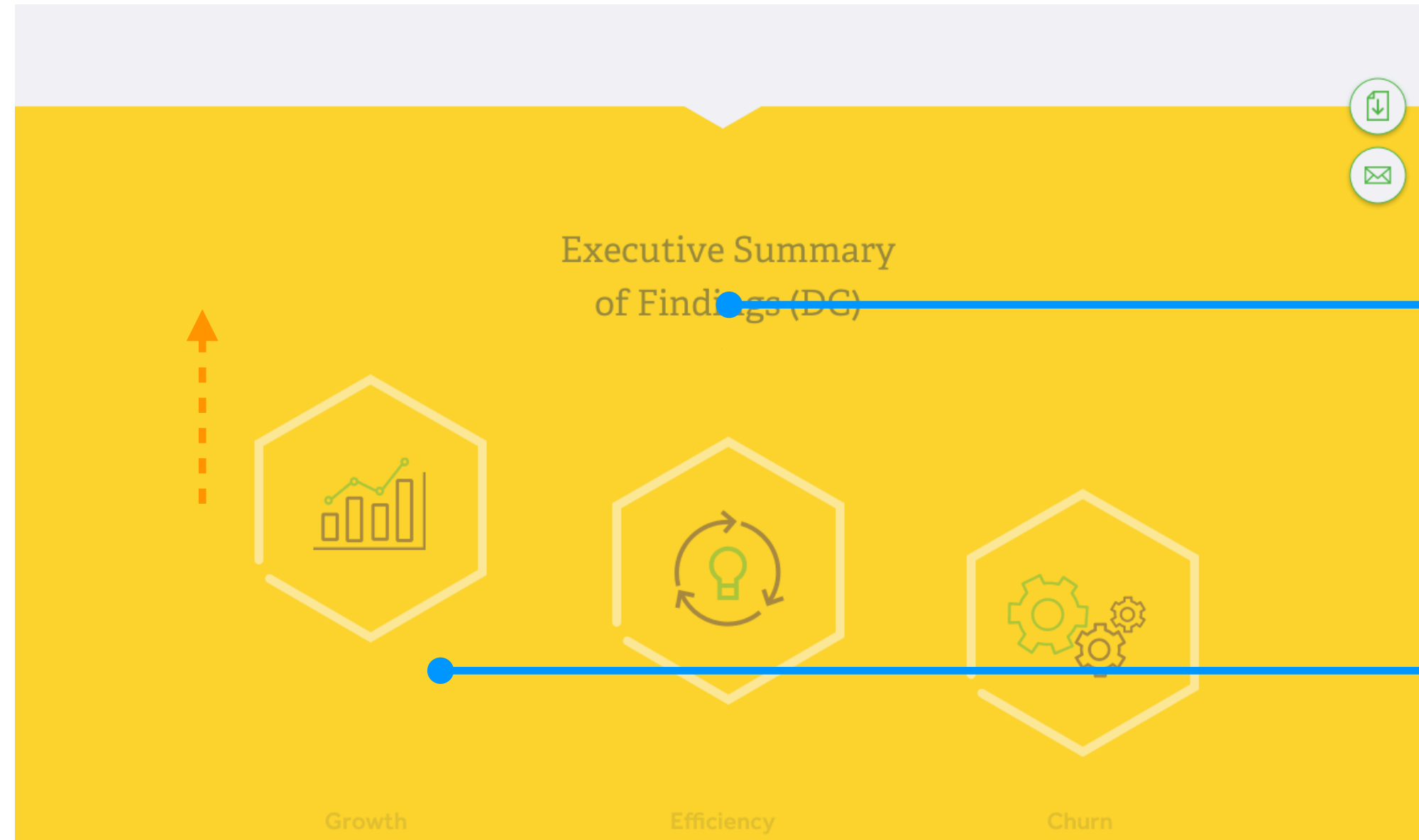
Fade: From 0-100% opacity
Movement: y-axis
Easing: Ease in

Information panels should fade in and move vertically into alignment as they enter the screen.

Panels should appear in order from left to right slightly staggered

Fade: From 0-100% opacity
Movement: y-axis
Easing: Ease in





Section title should fade in and move vertically as section is scrolled into
Fade: From 0-100% opacity
Movement: y-axis

Summary info Icons should fade in and move vertically into alignment as they enter the screen.

Icons should appear in order from left to right slightly staggered

Fade: From 0-100% opacity
Movement: y-axis



Text should fade in and move vertically into position after Icons have moved into alignment.

Fade: From 0-100% opacity
Movement: y-axis

Methodology



Download/share buttons show slide in from right of screen as page is scrolling

Fade: From 0-100% opacity

Movement: x-axis

Easing: Ease in

Title and Logo should fade in as it reaches the top of the screen

Fade: From 0-100% opacity

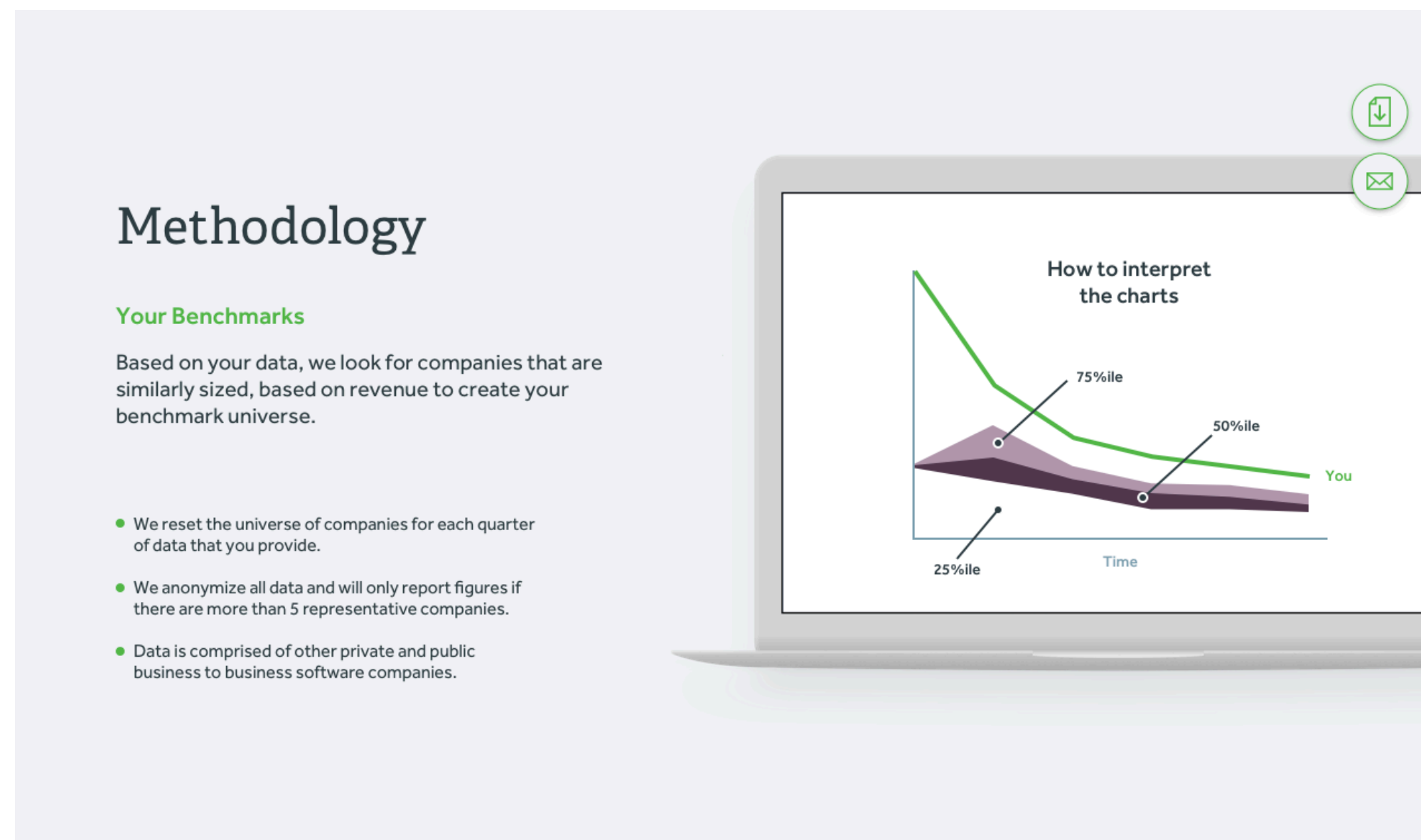
Movement: y-axis

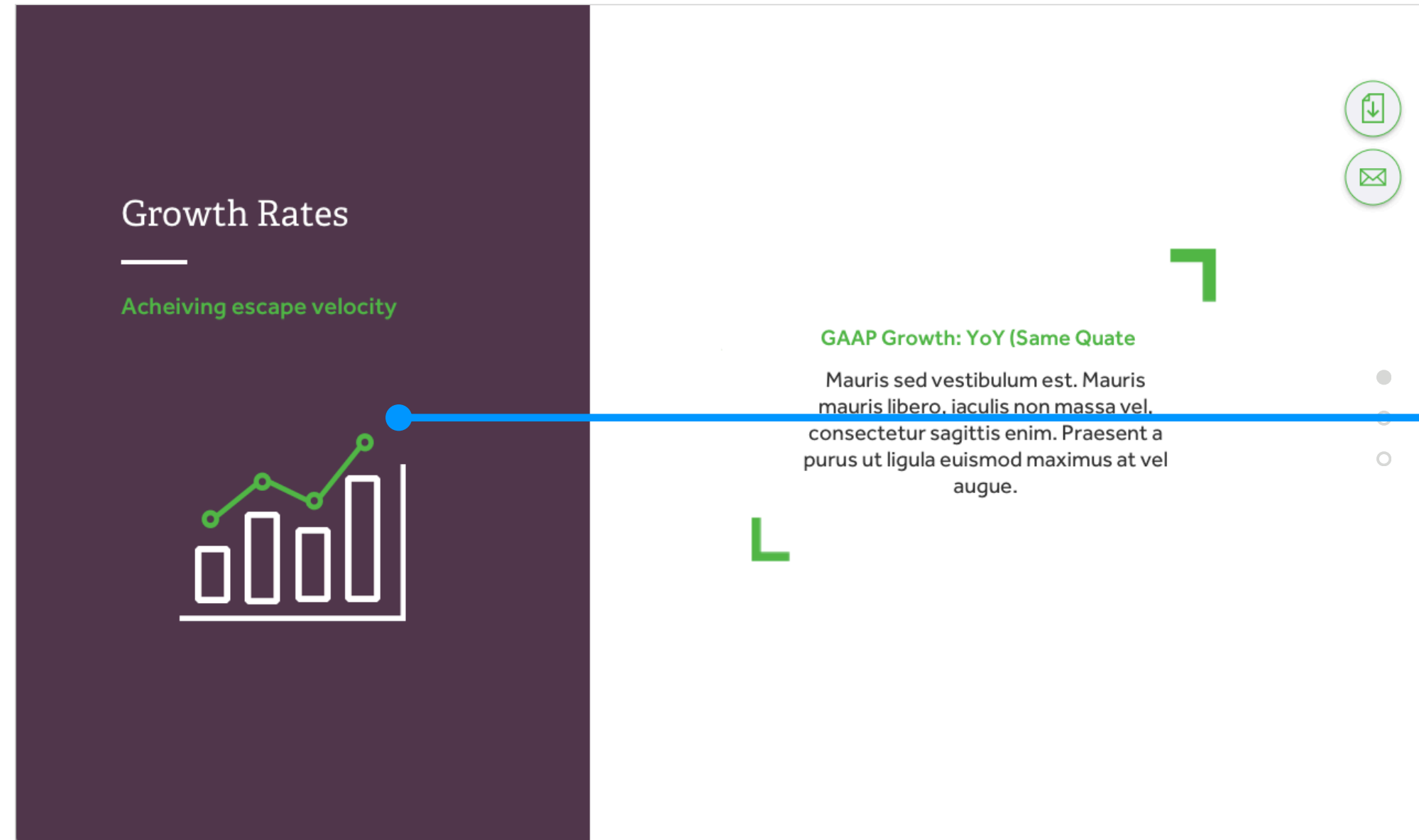
Easing: Ease in

Information panels should fade in and move vertically into alignment as they enter the screen.

Panels should appear in order from left to right slightly staggered

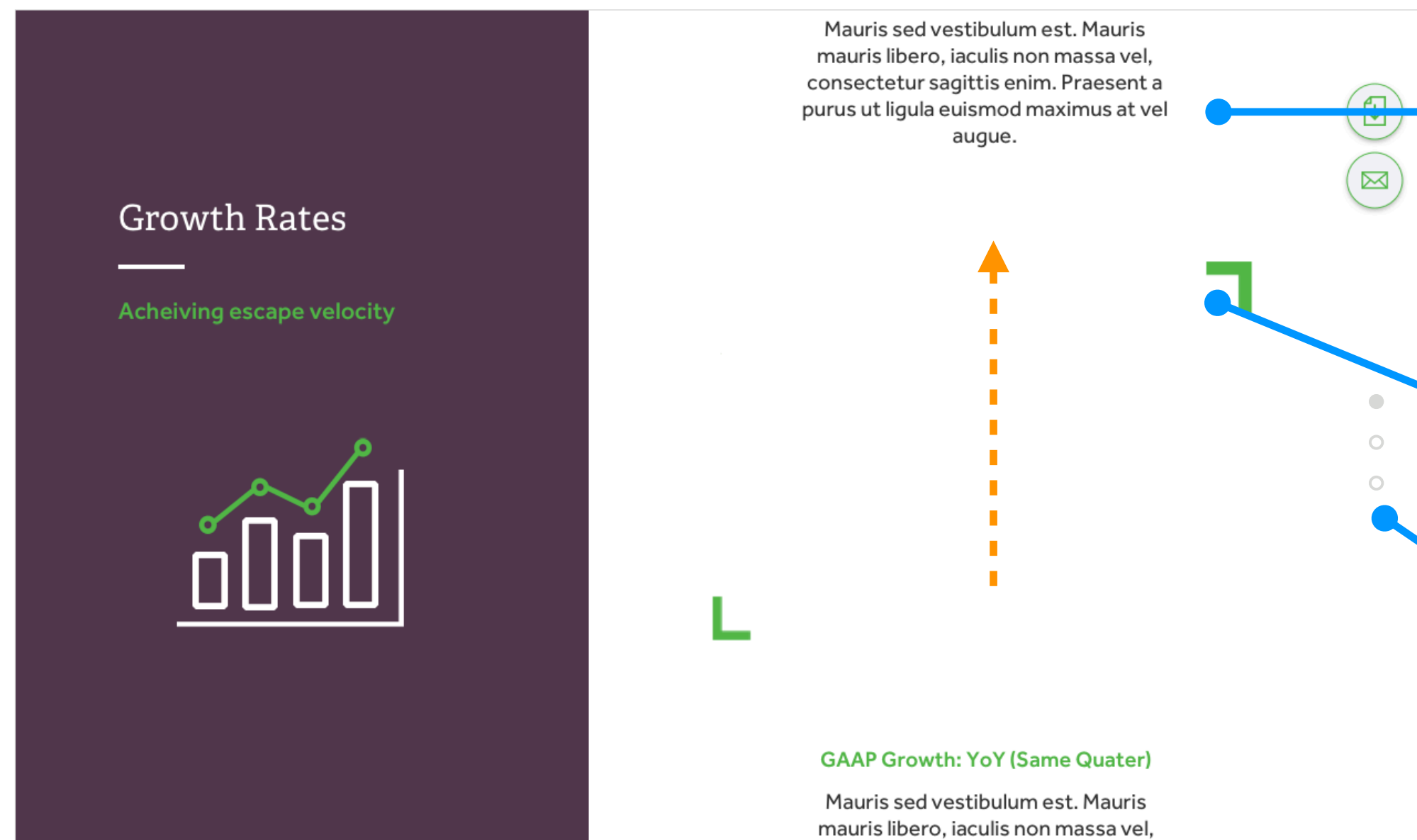
Fade: From 0-100% opacity





Left hand content remains fixed in place as content on the right hand side scrolls

Fade: From 0-100% opacity
Movement: y-axis
Scrolling: snaps from one section to the next



Right hand side content scrolls, snapping into position, from one description to the next

Movement: y-axis
Scrolling: snaps from one section to the next

Green scale corners should remain in position as text content scrolls

Pagination dots should indicate which part of the section user is in

Growth Rates

Acheiving escape velocity

GAAP Growth: YoY (Same Quater)

Mauris sed vestibulum est. Mauris mauris libero, iaculis non massa vel, consectetur sagittis enim. Praesent a purus ut ligula euismod maximus at vel augue.

Download icon, Email icon, Bulleted list icon

Animated GIF
Animation should play once when section is loaded

*asset to be provided by AnalogFolk

Sales Efficiency

Create Value by Controlling Your Destiny

For our purposes, we've defined Efficiency as:

Gross Sales Efficiency

$$\frac{\text{Gross New ARR Q1}}{\text{S\&M Spend Q1}}$$


Download icon, Email icon

Animated GIF
Animation should loop 4 times

*asset to be provided by AnalogFolk

Churn

Delivering customer value



Even if your acquisition engine is working well, one of the biggest drags on growth is the churn of existing customers.

But it isn't just customer success that drives churn reduction – all parts of the organization including product, marketing, sales and customer success all have a role in delivering value and ensuring customer retention.

Animated GIF
Animation should loop 4 times
*asset to be provided by AnalogFolk

Financial Metrics

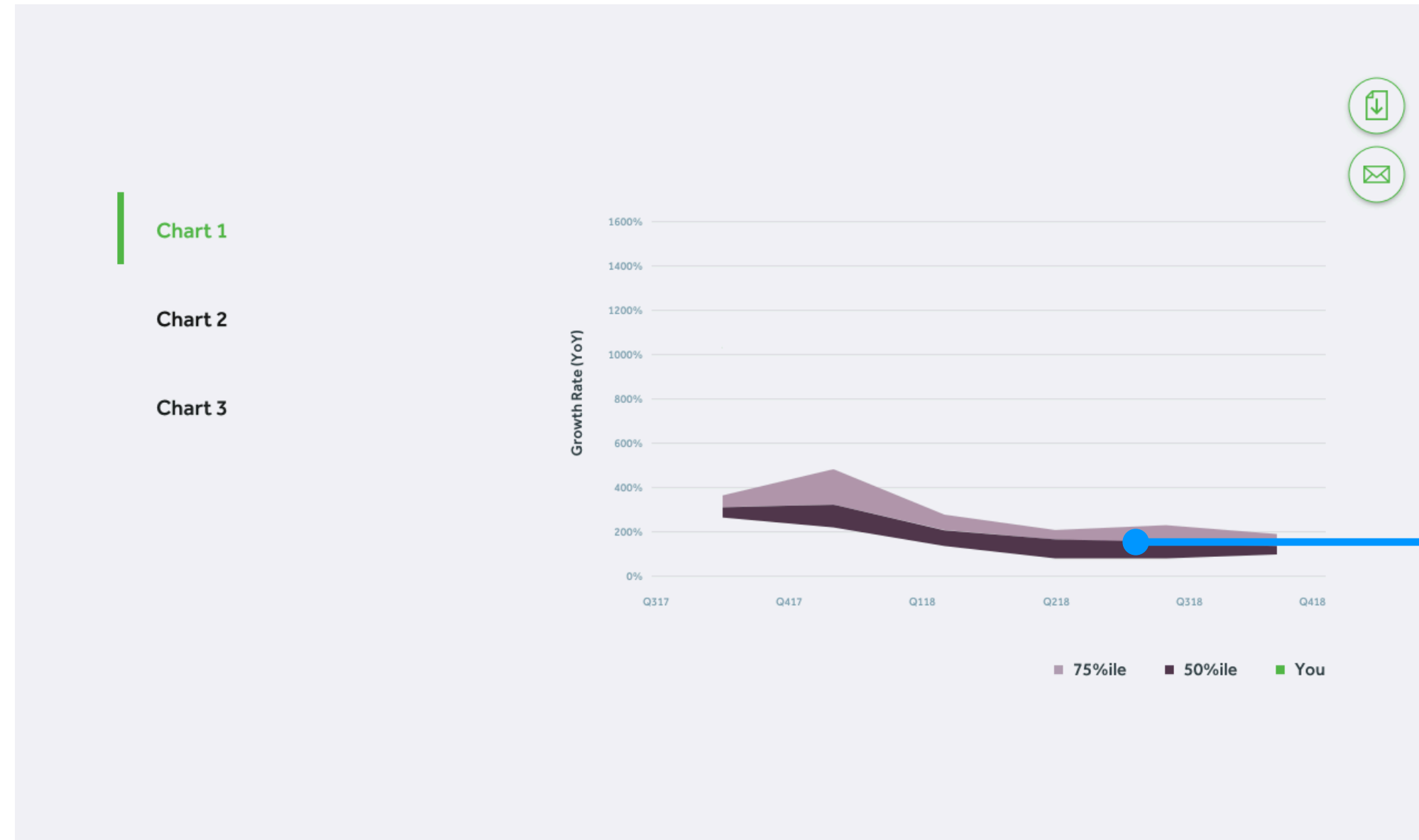
The execution factor



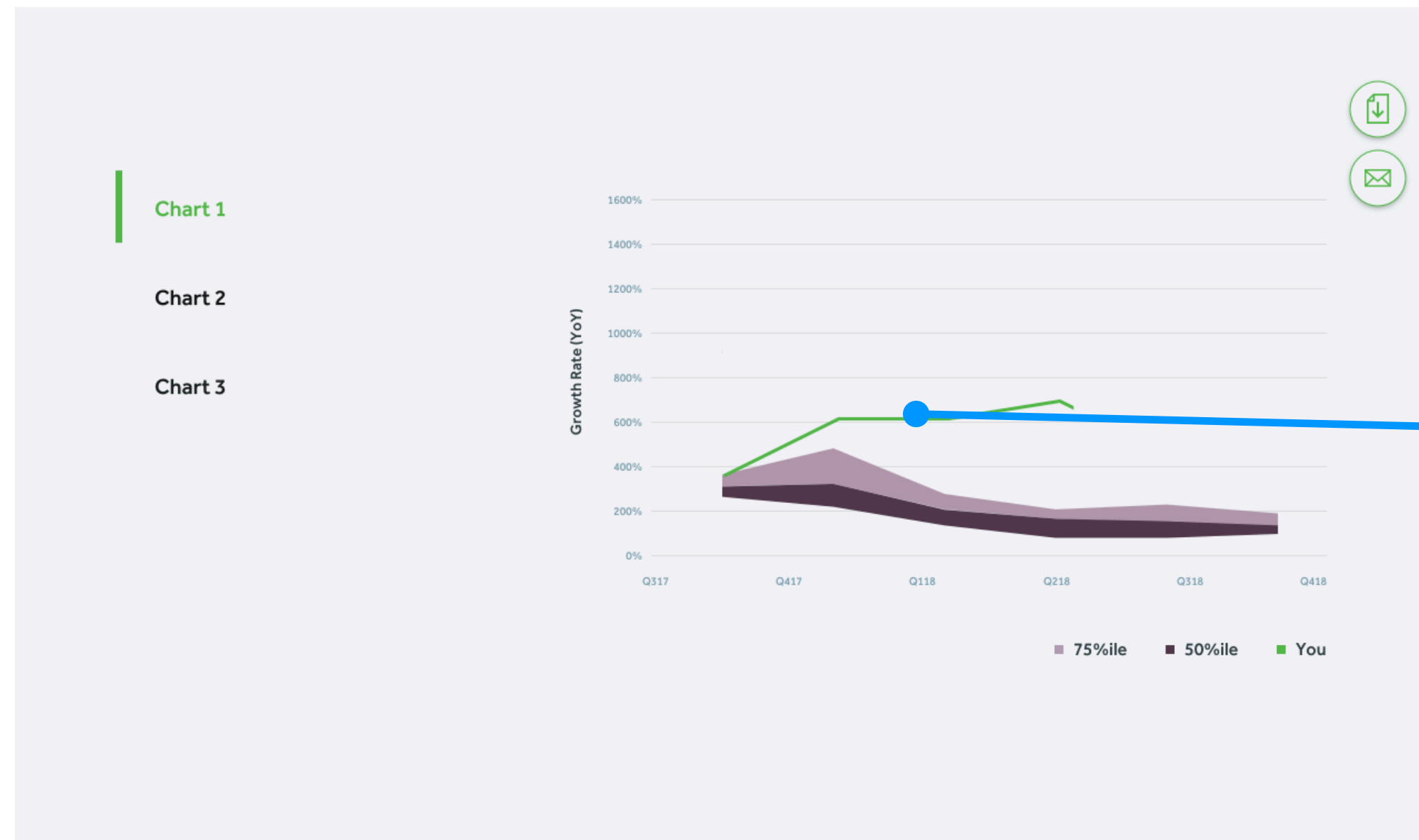
If Growth, Efficiency and Churn are the measurements of output, then these financial metrics are the measurement of the invested financial capital you are putting towards achieving your goals.

Animated GIF
Animation should play once when section is loaded
*asset to be provided by AnalogFolk

Interactive charts

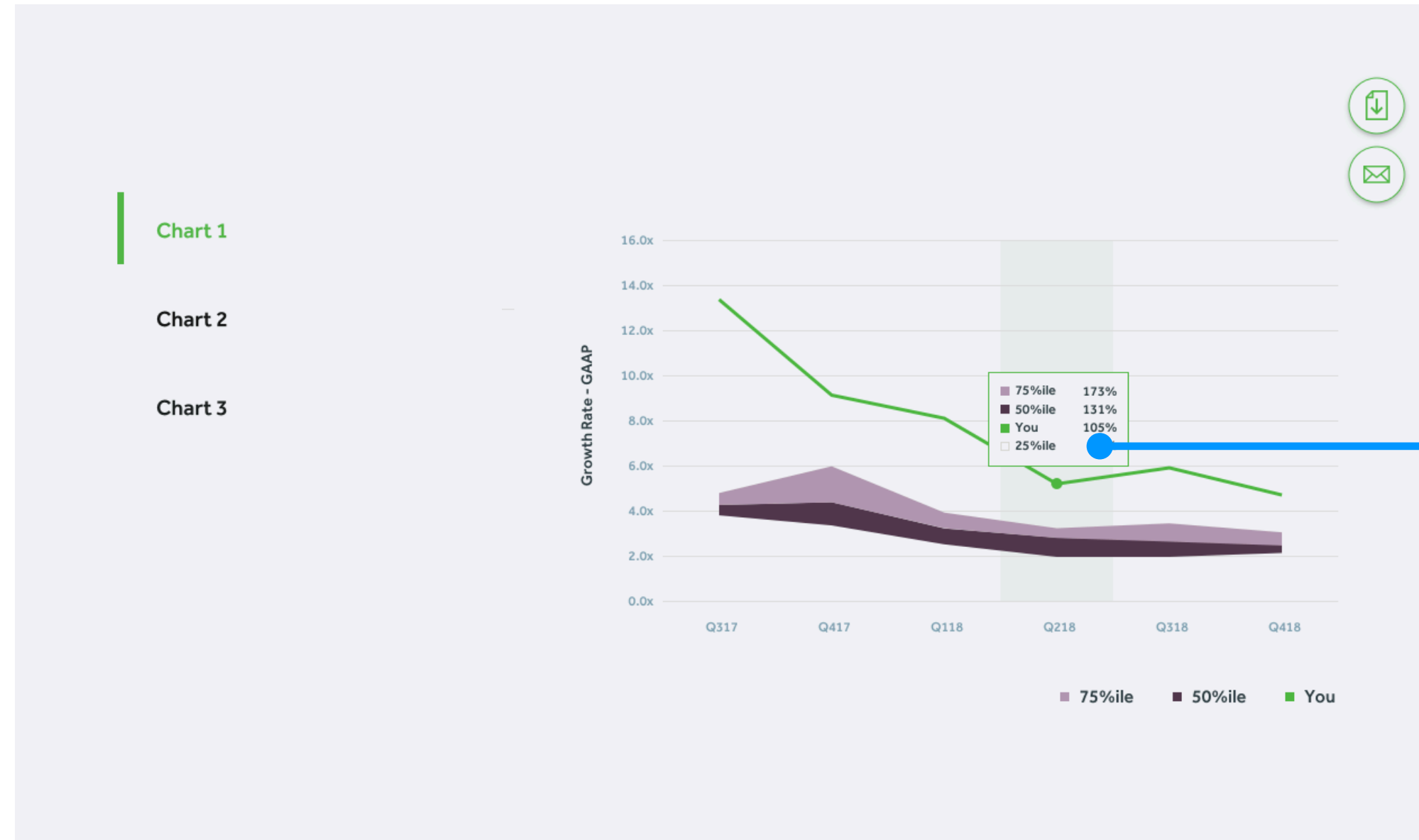


1. Benchmark data should fade in first as section loads

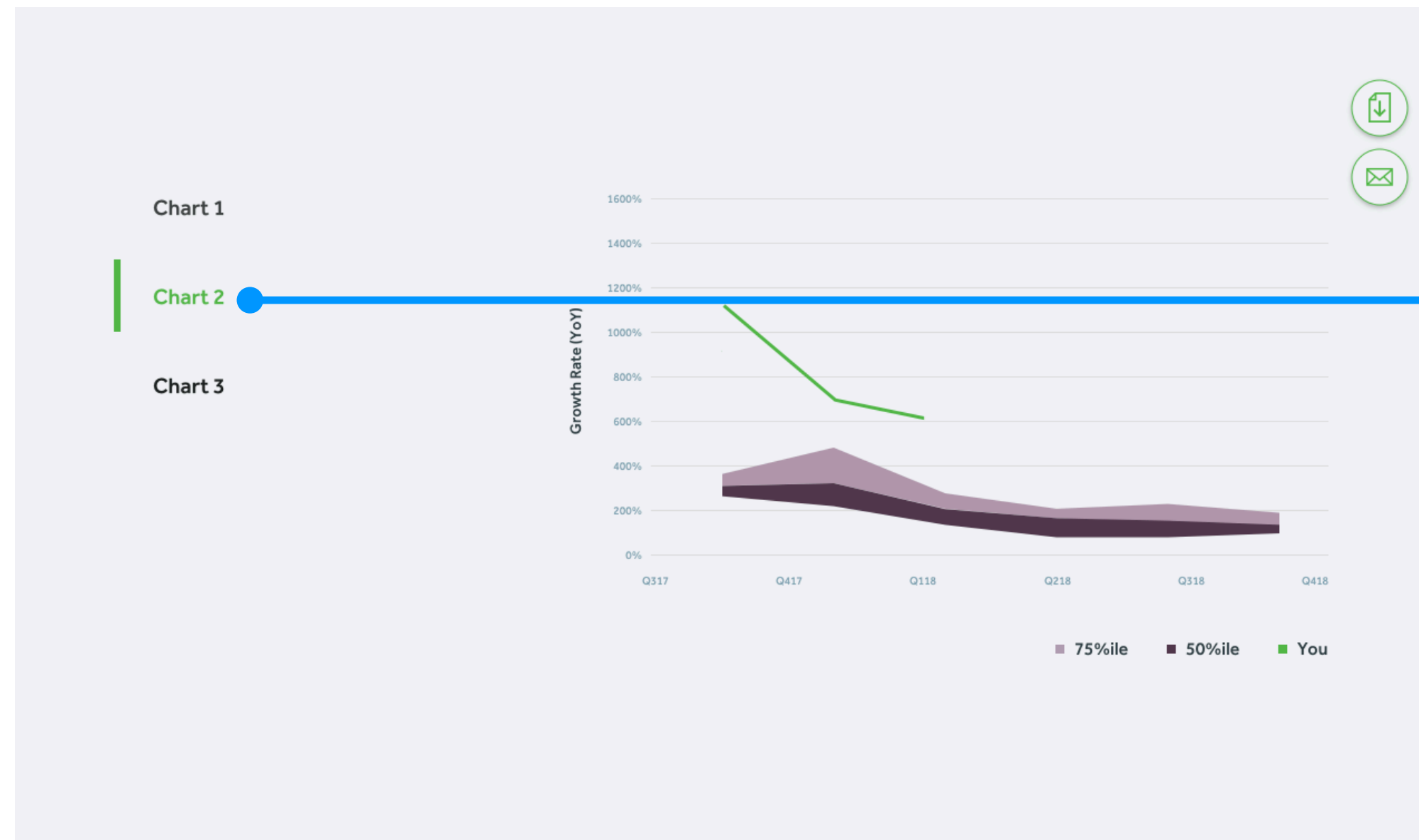


2. Green line representing user draws in from left to right

Interactive charts (cont.)



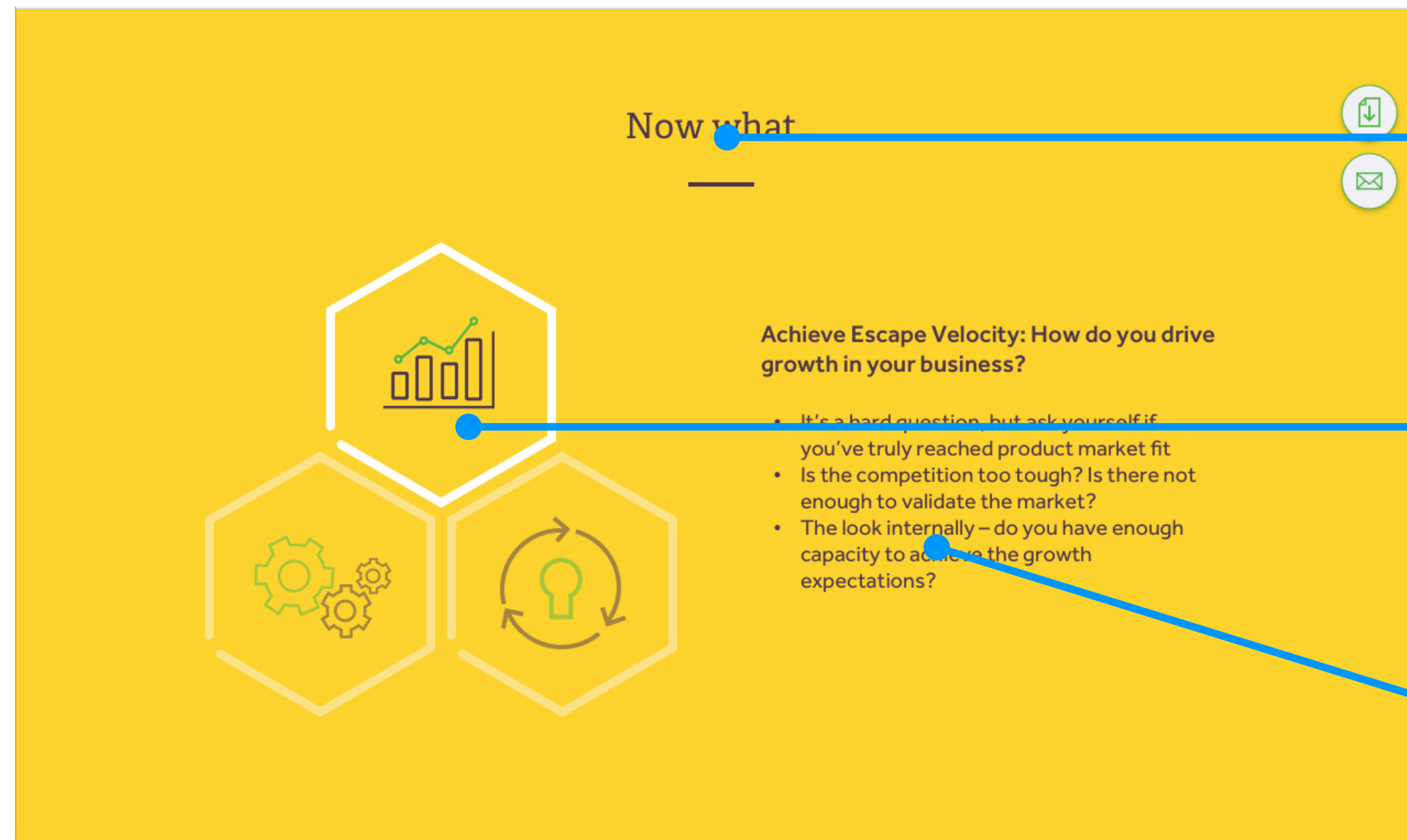
When user hovers over a column in the chart, the data point information is shown in a tooltip (as per ada desktop tool functionality)



Users can interact with the left hand menu to select the specific chart

Or

As user continues to scroll the page the next chart in the menu is selected. If the user continues to scroll the next section is loaded in



Section title should fade in and move vertically as section is scrolled into
Fade: From 0-100% opacity
Movement: y-axis

Hexagons and icons should fade in and move vertically into position as they enter the screen.

Fade: From 0-100% opacity
Movement: y-axis

Text and bullet points should fade in

Fade: From 0-100% opacity
Movement: None

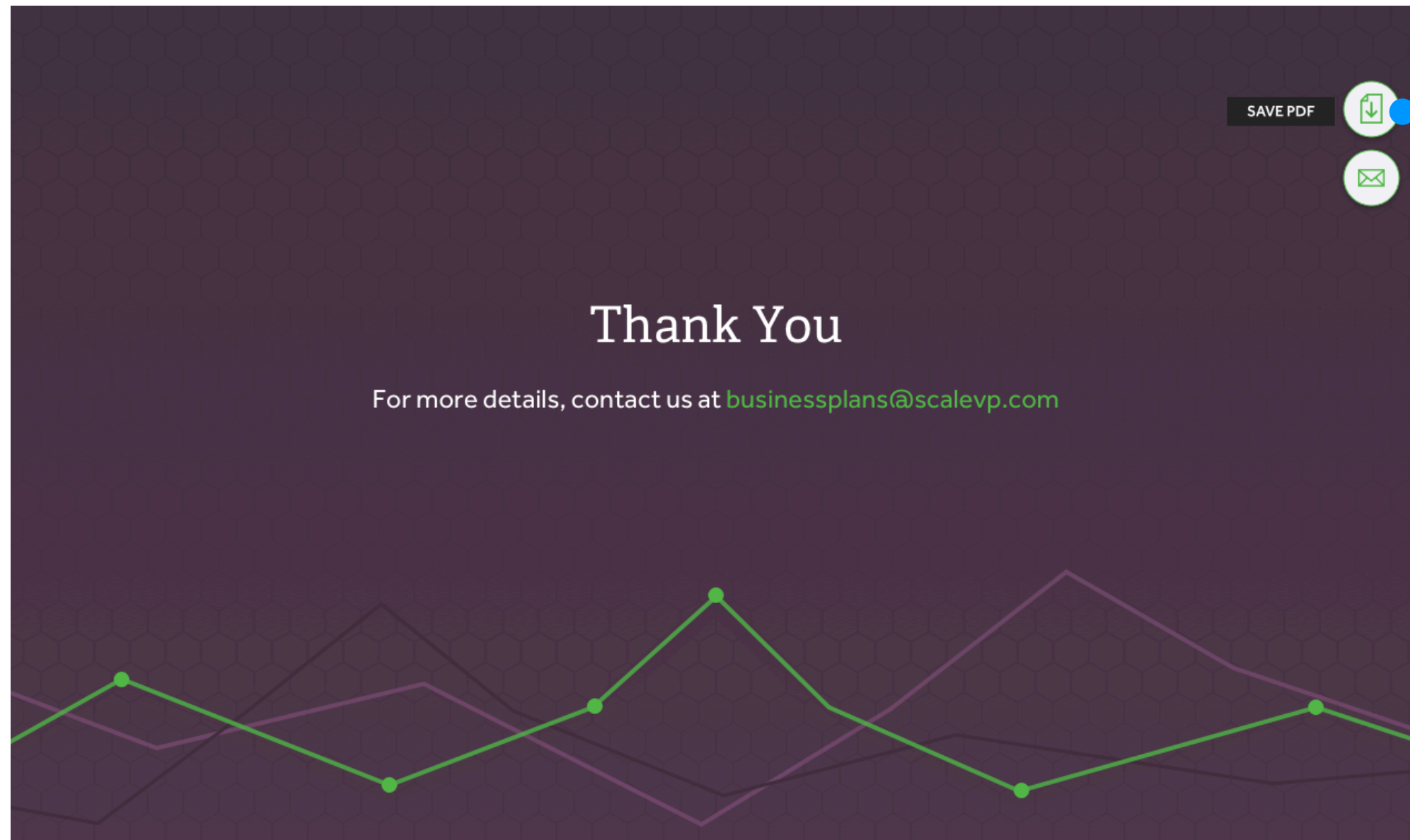


As user scrolls the next Hexagon section is highlighted

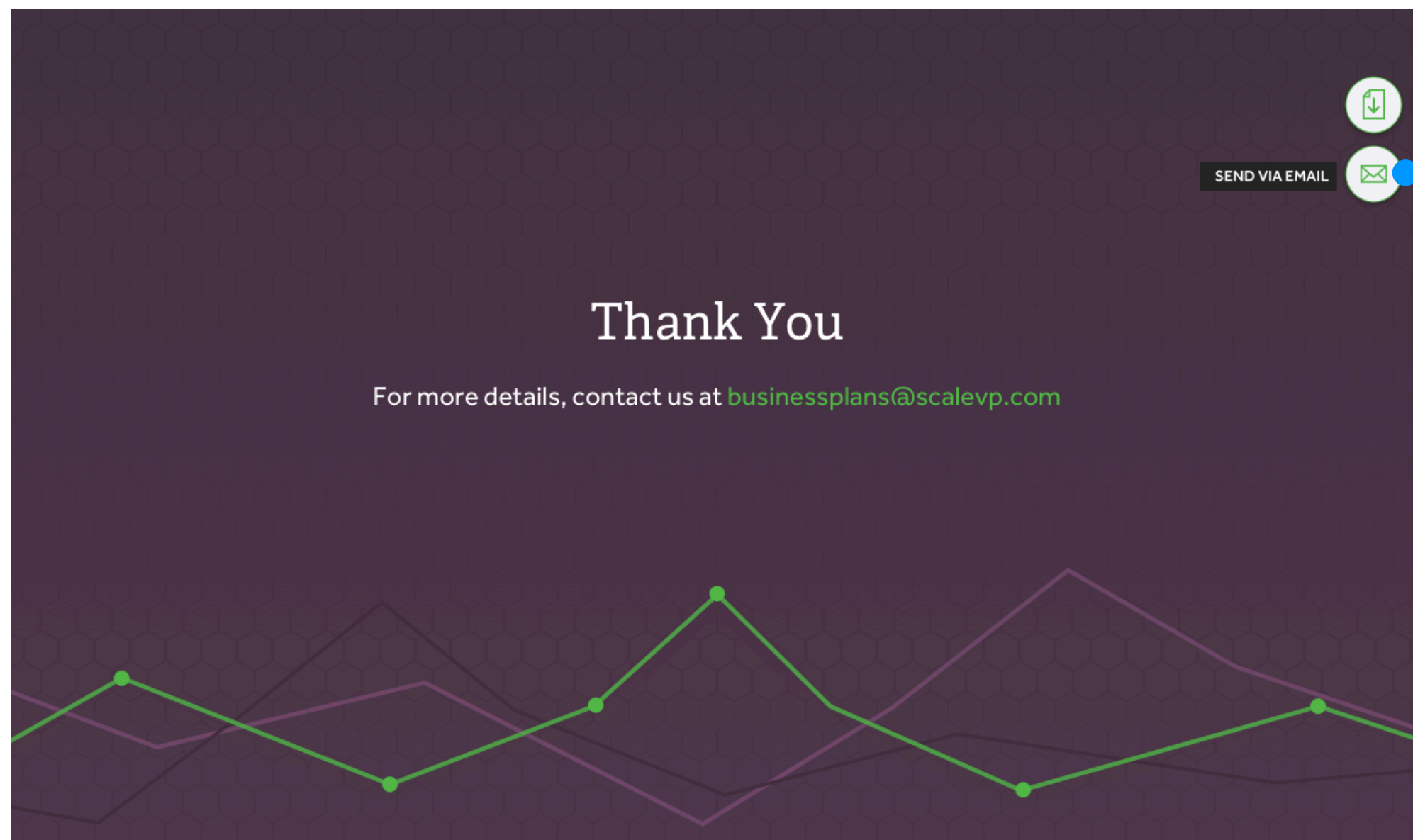
Fade: From 50-100% opacity

As user scrolls the new piece of text and bullet points fade in

Order: The information is shown in order 1,2,3



Hovering over Save PDF CTA shows the tooltip



Hovering over Send via Email CTA shows the tooltip

Thank you