

"LOL" button and lottie/SVG animation.

We need an emote button and accompanying animation. We are looking for an original animated lol design for our dating app. Animated lol will be triggered by dater pressing a static emote button.

LOL has a few meanings:

- To express joy and excitement or to be funny
- the other dater is being is being funny or said something to make you laugh

LOL should appeal to both male and female daters.

We want other dater to feel happy emotions when they get a LOL.

Animated LoL will be triggered by dater pressing a static LOL icon (see image at bottom). Static LOL button should be provided as:

- scaleable transparent svg/lottie image
- 32 pixel by 32 pixel compressed transparent gif, png
- 64 pixel by 64 pixel compressed transparent gif, png

Static image and animated LoL must take into account Couple.com design style guide. See exhibit.

Color choice is open, but please ensure that the design fits the style guide.

Once triggered, LOL animation will be displayed as an image overlay in 300px by 300px window of other dater.

Designers will submit animated designs that take into account live video of other dater in 300px by 300px window.

Animations will be transparent so they don't overwhelm other dater's video.

Animations should be less than 250kB compressed.

We prefer svg animations but will consider other transparent animation formats as long as less than 250kB.

Animation time can vary between 0.5 seconds and 2.5 seconds depending on designer's animation concept.

A sample of ideas are included down below

- 1) Starts out as a single balloon that grows larger and larger. When it gets to the size of 1/4 of the 300x300 screen, it explodes into confetti and streamers that spell out LOL.
- 2) Lots of balloons quickly float up to the top of the screen and pop raining confetti down. The balloons are all types of colors.
- 3) Party poppers appear the lower corners and explode with streamers that spell LOL
- 4) A word bubble appears and inflates until it pops and confetti flies across the screen

For animation ending here are addition options to consider

- a) gracefully disappear at the end of animation.
- b) gracefully repeat until we float animation off screen.

See example animation floating here:

<https://codepen.io/GGorman/full/QWNLWWr>

Animations can expand and shrink, glow and fade, etc. at designer's discretion. Designer can recommend a path of animation within a 300 pixel window but we will determine the actual path, or may design a random path.

We will use javascript to control the path of animation (not part of animation design requirements).

Animation at maximum size could be 300px by 300px but this is likely way too big (would overwhelm other dater's video unless mostly transparent). Most likely, max size of animations will be 100px by 100px or less.

Designer can make suggestions for sound to play during their animation but the sound file is not part of the project.

Here are some example animations to help designers with ideas:

<https://giphy.com/gifs/soulpancake-excited-balloon-popping-Mo9pbbnbcv0KQ>

<https://lottiefiles.com/31560-mein-herz-brennt>

<https://giphy.com/gifs/balloon-pop-3ohjV9WFuZUKOHkCS4>

<https://giphy.com/gifs/celebration-balloon-balloons-l4KhWPNyLHiB3TjVe>

<https://giphy.com/gifs/yay-balloon-whoa-l2SqiOMQxG82Gto4M>

<https://giphy.com/gifs/marykay-fun-party-7zGxpdIEElbsibePNV>

<https://giphy.com/gifs/congratulations-confetti-exclamation-ehhuGD0nByYxO>

<https://lottiefiles.com/1663-balloons>

<https://lottiefiles.com/24708-party-popper>

<https://lottiefiles.com/11272-party-popper>

<https://lottiefiles.com/4329-confetti>

<https://www.vectorstock.com/royalty-free-vector/lol-phrase-in-speech-bubble-comic-text-bubble-vector-16066345>

Here is an example screen where other dater, Kristin, can receive an animated LOL.

