

Frame #1:



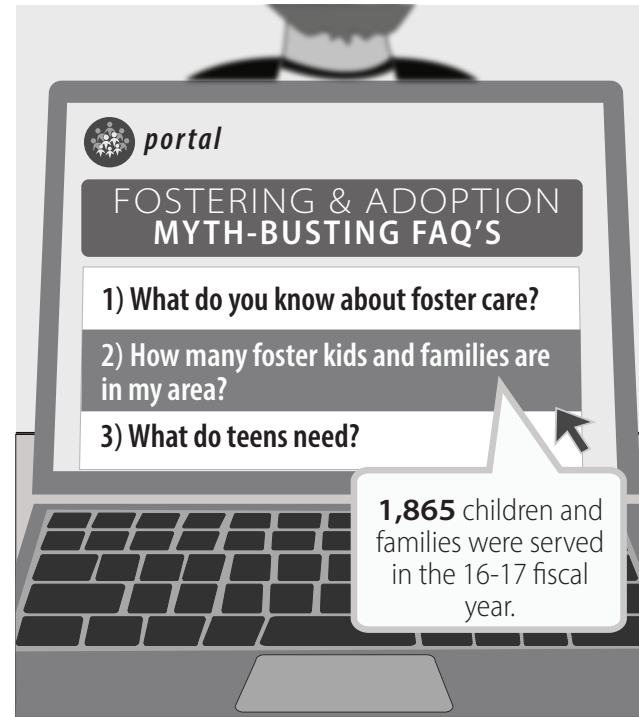
Family Care launches their new advertising campaign to announce new web portal. Seth receives one of the ads and tells Martha about it.

Frame #2:



Martha visits the site and is excited to learn more about foster care and have some of her questions answered.

Frame #3:



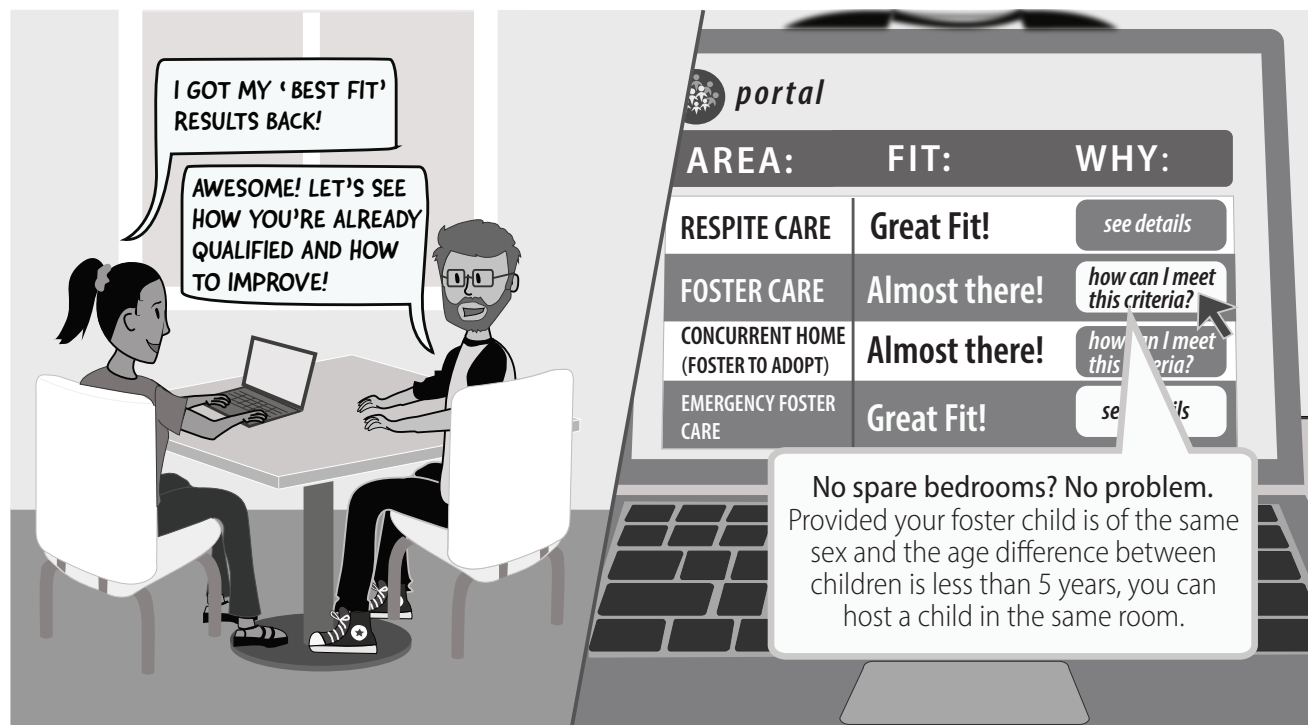
Martha is intrigued by some of the facts presented and is interested in becoming involved in foster care.

Frame #4:



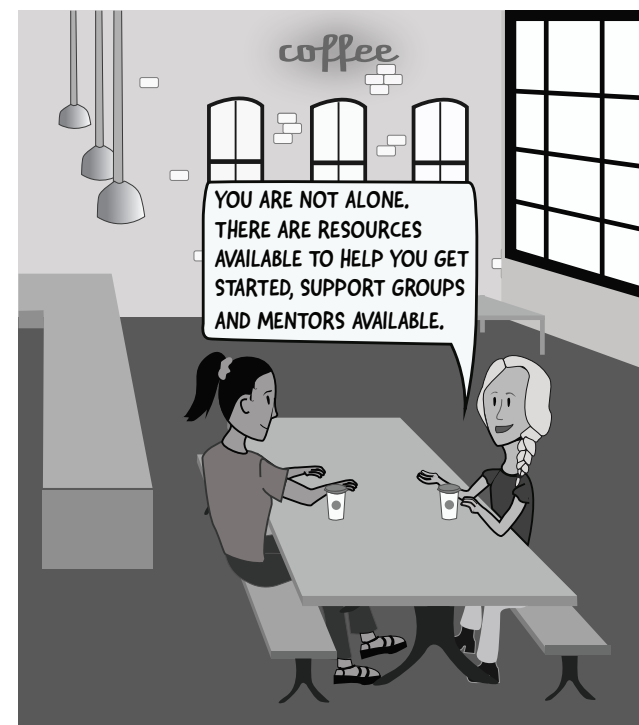
Martha completes the survey to see what options exist for foster care.

Frame #5:



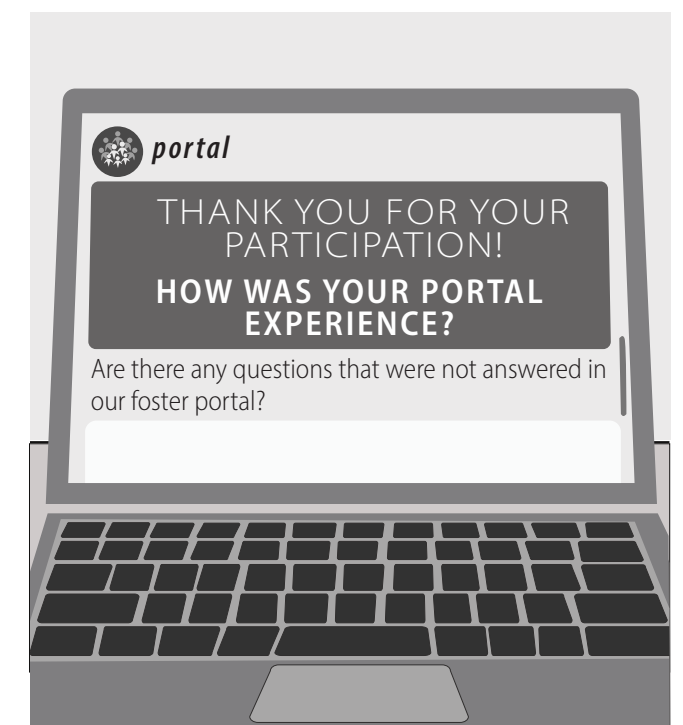
After completing the survey, Martha is presented with options based on her input that explain why her background is ideal for different areas of care. For areas that were ranked lower, a description is provided to help her improve in those areas she wants to pursue.

Frame #6:



Martha gets a call from a Family Care representative to meet and review what resources are available.

Frame #7:



After a few weeks, Martha receives a follow-up email requesting feedback on her experience.