Two main issues to address:

(These are the most consistent chunks of feedback I get when testing it on folks.)

1. How interactive is it?

We are failing to convey the coolest part of the app, which is its playful interactivity.

⭐ I will do some textual rewriting to reframe what you are seeing.

⭐ We need to better explain user touches. This is hard.

⭐ Showcase cool interactive things (not "rotate & zoom")

Is it a book or a toy? Is it a slide show with movies, or is it something you interact with? This is an inherent tension in the project itself; it's hard to explain; it's not a genre piece.

Do you **Learn** or **Play?**
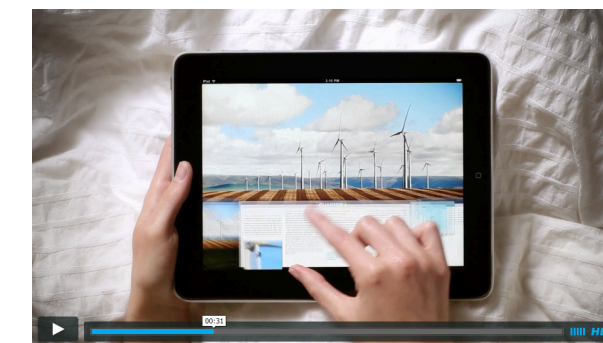
The conventional solution is to show hands on an iPad since there is no on screen mouse! We've committed to not doing this for this video, but I think I will need to make an unpolished "Let's Play" style video of me playing and explaining to compensate.

Nonetheless, maybe we can do better with the touch markers. The problem now is: 1. making them clear, 2. making them not distracting—looking like part of the simulation itself, 3. making them accurate, as the animated ones don't correspond to the input that triggers those animations.

2. Too fast; pacing hard to follow.

My sense is that we should deemphasize speed.

⭐ Leave the high energy editing only for the final zoom out, and be more deliberate with showing and telling. People say big titles need more time. Should we think about voiceover?

⭐ And, be careful with focusing on content in transitions.

⭐ Get rid of small text; confusing if it is to be read.

This is largely my fault for not shaping the script more!