

# Video Prototype Report

## How the Video was Made

The first step we took in making our video was to write up the three tasks that we wanted to show being performed. We brainstormed which functions would be most representative of our application, and then formed scenarios around those functions that would make sense to viewers. We came up with an outline so that we would know exactly how to film our video once we go to the store.

After writing our outline, we made a trip to the local grocery store to do some filming. We chose which of us would do the acting, and then went to different parts of the grocery store to act out our scenes in places where they made sense. For example, to show off our product finder through typing in a SKU number, we looked at produce that didn't have an easy-to-scan barcode.

After filming what seemed like a good amount of video, we went to the editing room. We filmed a couple of scenes of just the application and screens and us pressing the buttons up close. We then edited those clips into the video, put together our clips in a sequential order, and then recorded some voice overs to add narration. This added a little more substance to our video and allowed us to include information that couldn't easily be portrayed through filming a user.

## Interesting Techniques We Came Up With

An interesting technique we discovered while filming was that we should continue filming as the user in our video moves from one area of the store to another. That way, when we edit the footage together, there are some transition scenes to make the video less jumpy from scene to scene.

## What Worked Well

The preparation we made prior to the actual filming helped immensely with making the transition from having sketches to developing somewhat of a paper prototype. We knew exactly what needed to be achieved through the video scenarios and we were able to come to a consensus of the vision we had for the product.

Filming through the actual scenarios of our mobile app helped us realize the flaws of our design, and allowed us to reflect on what worked and what did not work. It allowed us to compare what our initial vision was for the product, changes that we should make, and what our intentions were moving forward. In terms of the actual filming, we were able to utilize the lessons learned from our previous experiences from other classes; we were able to move forward with developing the video. We were also able to delegate tasks among our group members according to what strengths each person had.

## **What Was Difficult**

A few difficulties arose during the filming and editing of the video. It took much more of an effort to put the video together than to do the filming itself because there was a lot more that we had to account for such as transitions, additional screens, and seeing the product from a holistic view. The video was filmed using a point-and-shoot camera and Adobe Premiere Pro was used to edit the video. There was a bit of a learning curve with using Premiere. We felt that filming each of the scenarios and then doing a voice-over would be most effective in communicating the functionality and design of our prototype in a real-life setting. While in the process of filming, there were a few screens that we realized were missing and should be created, making the process a bit less fluid than we initially hoped.