Concept Videos & Video Prototypes

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Autumn 2012

Hall of Fame or Shame?

Paper iPad App

By 53

Hall of Fame!

Good
- pens feel natural & the app is extremely good for its only real purpose: idea generation / notation
- once 3 basic gestures are learned, they become a natural part of rapid ideation
- look & feel is important here as the tools are “pleasurable” & work as expected

Bad
- gestures are not easily discoverable and require a short initial tutorial

Hall of Shame!

Good
- beautiful alternative to the competition & generally easier to read
- turn by turn directions are efficient, clear & functions well – in general

Bad
- despite any aesthetics, the data is WRONG & SPARSE, meaning, it does not perform the one task it should do well – getting from A to B
Hall of Shame!

Google Maps Data vs iOS6 Maps Data

A clear example of where no matter how good a design may be, without its most important function in this case, correct data, the interface is useless.

Potentially Hall of Fame

Apple is working to crowd source data.
The UI for problem reporting is well designed.
With so many users have potential to fix data rapidly.

Hall of Fame or Shame?

Potentially Hall of Fame!

UI is clean & uncluttered
Multiple language options are clearly indicated
Similarity & connectedness gives strong aesthetic & indicates nav ex. of Gestalt Principles
Use of red/green troubling, but not an issue in this UI.
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Outline

• Review Design Exploration
• Types of Prototypes
• Video Brainstorming
• Video Prototyping
• Concept Videos

Design Exploration Review

• Selecting tasks?
  – real tasks with reasonable functionality coverage
  – complete, specific tasks of what customer wants to do
• Sketching allows exploration of many concepts in the very early stages of design
• As investment goes up, need to use more and more formal criteria for evaluation
• Informal prototyping tools bridge the gap between paper & high-fi tools

Types of Prototypes

Prototypes are concrete representations of a design

Prototype dimensions

  – representation: form of the prototype
    • off-line (paper) or on-line (software)
  – precision: level of detail (e.g., informal or polished)
  – interactivity: watch-only vs. fully interactive
    • fixed prototype (video clips)
    • fixed-path prototype (each step triggered by specified actions)
      – at extreme could be 1 path or possibly more open (e.g., Denim)
    • open prototype (real, but limited error handling or performance)
  – evolution: expected life cycle of prototype
    • e.g., throw away or iterative

Types of Prototypes

Participants act ideas out in front of a video camera
Goal is to create as many new ideas as possible
  – each should take 2.5 minutes to generate & capture
  – run standard brainstorming session first for ideas
Advantages
  – video easier to understand later than notes
  – participants actively experience interaction & preserve record of the idea

Video Brainstorming of an animated character in Prototyping Tools & Techniques by Beaudouin-Lafon & Mackay.

Character follows user with its eyes.
Video Prototyping

- Illustrate how users will interact with the system
- Unlike brainstorming, video prototyping contracts the design space
- Quick to build
- Inexpensive
- Forces designers to consider details of how users will react to the design
- May better illustrate context of use

Forms of Video Prototypes

- Paper Prototypes, Existing Software or Projected Images as a background
- Optional Narration, Conversation preferred
- Narrator explains events & others move images/illustrate interaction
- Actors perform movements & viewer expected to understand w/o voice-over
- Usually fixed prototypes, but can also use in open prototypes
- EG: Live video as a Wizard of Oz tool & 2nd camera to capture

Wizard of Oz Video Prototype

Concept + Vision Videos

How to capture an early concept and tell a story

It’s About Stories

People  Context  The Solution
Keep it Simple

Use what you KNOW and what you HAVE

Examples

greenBean

Carbon Shopper

upLift
The Goal of any good conceptual film…

Define
What is the message of the film? Can you describe it in a few lines?

Make a basic Plot
Discuss plot ideas until you get a few that really make sense, decide characters

Storyboard
Turn these into multiple boards of scenes to plan how you will film it

Storyboarding
Use sticky notes so scenes can be moved
Include lines to be spoken if necessary
Use appropriate angles

If you choose to use music
Now might be a good time to pick some songs. Music can be very powerful if chosen well.

Shoot your Film
Get as many shots as you can! You never know what might be useful later.

Edit your Film
Use your storyboard! This part should be simple if you have storyboarded correctly.

High Quality Video Prototypes
By Pedro Andrade, CIID
More Example Videos

- **Video Prototypes**
  - cluster
  - dont_forget
  - dont_forget2
  - dont_forget_russian
  - Cell Phone Music Player (Nick Kong, UC Berkeley CS160)
  - CarbonShopper
  - StyleEye

- **Concept Videos**
  - LingOImmersion
  - MicroHealth
  - Perspective

- **Final Hi-Fi Videos**
  - MicroHealth
  - Perspective
  - Rii
  - Hero
  - Paintora

Summary

- Video prototypes allow us to quickly communicate how a user will use a design
- Concept videos set up more of the story of use
- Both techniques are useful

Next Time

- Human Abilities (Jake Wobbrock)

Reading