Concept Videos

Due: Thursday, February 21, 2013

Overview

The goal of this assignment is to continue to learn how to brainstorm on design ideas and turn these ideas into a concept video. This assignment will help you to learn how to both ideate and better present your design ideas and the *context* of your project to an audience outside of your immediate team.

Project Requirements

UI Sketches & Storyboards

1. Based on your contextual inquiry and task analysis, **storyboard** three **very different** user interface designs for your project. The entire interface does not need to be fleshed out, but a few key screens should be there (e.g., 3-5 sketches for *each* of the three design ideas) as well as the key transitions between them (i.e., arrows showing relationships between interaction on one screen and movement to another screen or change in state of the 1st screen/object).

    These can be improvements on the ones you created in the last assignment, but with more detail filled in. These should still be **rough sketches** (include all 3 in the final report) but you should be starting to get at more of the details necessary for your design idea.

2. Pick the **best** of the three design ideas for continued design. Please explain this proposed interface by **describing it** in text (reference the sketches). Please give the **reasoning for your choice** from field data and/or design reasoning/intuition.

3. Given your simple, moderate, and complex tasks from the previous assignment, develop a **scenario** for each, for a total of **three**, that describes (textually) and shows (visually) *how* the tasks will be performed using your best proposed user interface from #2. Scan in or take photographs of these UI Storyboards.

Concept Video

4. Now you need to storyboard the three scenes where actors will carry out the scenarios (from #3). These are planning storyboards that you will use to shoot your video (these storyboards are different than the UI flow storyboards in #3). Focus on the context and the actors that will be demonstrating your problem area and how your proposed solution will fit.

5. You will create a concept video illustrating each of the three scenarios. Make sure to set up the story at the start of your video rather than just showing the UI interactions (though the finished videos should show some of both UI and context, it should focus mainly on the concept and context rather than the user interface).

    Refer to the lecture slides, MacKay videos and examples from previous classes, for more information on how to create a concept video (as opposed to a video prototype). *Your video must be under 2:30 in length*.

Deliverables

UI Storyboards of 3 different UI ideas

Illustrations of 3 different UI ideas showing 3-5 key screen for each.

UI Storyboards of 3 tasks for best UI idea

Show Scenarios for 3 tasks – i.e., storyboard how to carry out each task using your chosen UI idea.

Video Storyboards

Storyboard three different scenes (corresponding to your 3 tasks above). Make sure to focus on what would be necessary to use these for organizing your filming for the video. Try to run these by Professor Landay or one of the TAs before you start filming to make sure you are on the right track.

Video

Make sure high-resolution versions of the videos are copied to the project web page. Also upload versions of the video to Vimeo or YouTube. Create a **web page** on your project web site that has links to both versions (local & Vimeo/YouTube) of the three video scenarios you created. Put a link to this new web page on your project home page.

Report

You will submit an essay of *no more than* **5 pages** of text (11 pt. Helvetica font or equivalent, single spaced) **on your project web page**. Your essay should follow the outline below and will be graded using the guidelines on the next page. Remember, figures do not count in the page count.

1. Each team member's **name and role**.
2. Problem and Solution Overview (short, 1 paragraph)[you should be reusing/rewriting this text]
3. UI Flow Storyboards for 3 different interface designs (as many pages as needed)
4. Selected Interface Design (1 pages)
    *   Which design & reasoning for choice
    *   Functionality summary (*what* you can do with it)
    *   User interface description (*how* you use it – reference sketches in #3 & add more if needed)
5. UI Storyboards for 3 Scenarios -- example tasks carried out with selected interface design (1 page)
6. Video Storyboards for 3 Scenarios for shooting video (1 page)
7. Concept Video Description (1 page)
    1. How did you make it?
    2. Any interesting new techniques you came up with?
    3. What was difficult?
    4. What worked well?
    5. How long did it take for each phase of design prep, shooting, editing?

Writing Guidelines / Grading Criteria

Problem and solution overview & overall writing quality (10 pts)

This overview should be a concise statement of the problem you are tackling and a brief synopsis of your proposed solution. Check your essay for grammar errors and make sure it is easy to read. First and foremost this means making sure your writing is clear and concise. This also means using bolded section headings, liberally adding whitespace, and including images in the body of the write-up with appropriate figure numbers and captions. Refer to the figures (e.g., "(see Figure 2)") in the body of your text.

Storyboards (10 pts)

We are looking for three different interface designs that seem plausible, but that each take a very different approach. We will be grading on the quality and diversity of these ideas, as well as on the execution (sketches are rough, arrows showing transitions are clear, and that there are enough screens for each to get the idea across).

Selected interface design (10 pts)

We want to have a good understanding of the interface you have chosen to detail further and your rationale for choosing it. Why did you choose it? Any reasoning from data or constraints of the target platform? Given this idea, we need a good description of what it is. This section should clearly indicate the *functionality* of your artifact and what the *user interface* will be like (described and sketched – explicitly reference the figures in your text). What can you do with it? How do you use it? Add more sketches if necessary and annotate them in a different color if that helps us to understand these questions.

UI Scenarios (10 pts)

We want to see that you know how to turn tasks into written/sketched scenarios by adding the proper references to the use of a particular interface. Scenarios **include the steps** customers will go through to accomplish the task. Your scenarios do not have to detail every little step, but they should be dependent on the design you have chosen. You will be graded on how realistic your scenarios are, if they show a proper balance with respect to reference to the interface, and how well they are written to communicate how a user will accomplish the task.

Video Storyboards (10 pts)

We want to make sure you know how to use storyboards to plan your video shooting. You will be graded on how well these storyboards document the scenes in your eventual video.

Concept Video (50 pts)

You will be graded on how well your video illustrates each of the scenarios and sets the context for the problem you have identified and the solution space, as well as gives the basic flavor for your interface idea and how it will be used. More importantly you will also be graded on whether the video properly shows the **context** of how the interface will be used (the back story). Was the video 2:30 or less? Finally, we will grade you on the description of how you made the video and the critique (positive/negative) of the technique.