**Hall of Fame or Shame?**

**Concept Videos & Video Prototypes**

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**Hall of Fame!**

**Good**
- Pens feel natural & the app is extremely good for its only real purpose: ideation/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

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**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.

Potential 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?

http://www.dol.wa.gov/

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.

Hall of Fame!

http://www.dol.wa.gov/
Outline

- Review Human Abilities
  - Color can be helpful, but pay attention to
    - how colors combine
    - limitations of human perception
    - people with color deficiency – caused by:
      - lack of R or G cones or different distribution of cones
  - Model Human Processor
    - three processors:
      - perceptual, motor, cognitive processors + memory
        - model allows us to make predictions
          - e.g., perceive distinct events in same cycle as one
  - Memory
    - three types:
      - sensor, WM, & LTM
      - interference can make hard to access LTM
      - cues in WM can make it easier to access LTM
  - Key time to remember: 100 ms

- Types of Prototypes
  - representation: form of the prototype
    - off-line (paper) or on-line (software)
  - precision: level of detail (e.g., informal or polished)

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
Video Brainstorming

- 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 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 while actors perform movements – viewer expected to understand without voice-over
- Usually fixed prototypes, but can also use open prototypes
  - e.g., live video as Wizard of Oz tool & 2nd camera to capture
- With good storyboards, a good short film can be shot in 1 hour

Wizard of Oz Video Prototype

- Concept + Vision Videos
  - How to capture an early concept and tell a story

It’s About Stories
Prof. James A. Landay
University of Washington

People  Context  The Solution

Keep it Simple

Use what you KNOW and what you HAVE

Examples

upLift

greenBean
The Goal of any good conceptual film...

Someone should be able to understand your project simply by watching your film
Making a Concept Video

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 storyboards of scenes to plan how you will film it

* note: not UI storyboards!

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. (see Vimeo for music you can use for free)

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, CIIID

More Example Videos

- **Video Prototypes**
  - cluster
  - dont_forget
  - dont_forget2
  - dont_forget_russian
  - Cell Phone Music Player
  - CarbonShopper
  - StyleEye

- **Concept Videos**
  - LingImmersion
  - MicroHealth
  - Perspective
  - Musistant
  - Project Harmony
  - Wanderlust
  - MicroHealth

- **Final Hi-Fi Videos**
  - 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

- Contextual Inquiry / Task Analysis / Sketches Presentations
  - required practice talks (TAs will send signups)
- Thursday
  - Conceptual Models & Interface Metaphors
  - Read Norman Chapter 1 (subset)
  - Hall of Fame / Shame Assignment Due (individual)