VIDEO PROTOTYPES
Video prototypes

• Videos that illustrate how users will interact with a system
Prototype fidelity

Fidelity

Storyboarding

Time
Prototype fidelity

Fidelity

Paper prototypes
Storyboarding

Time
Prototype fidelity

Fidelity

Time

Digital mockups
Paper prototypes
Storyboarding
Prototype fidelity

- Storyboarding
- Paper prototypes
- Digital mockups

Time

Fidelity
Prototype fidelity

- Brainstorming
- Storyboarding
- Paper prototypes
- Digital mockups
- Video prototypes

Fidelity vs. Time
Prototype fidelity

- Brainstorming: 2-5min
- Storyboarding
- Paper prototypes
- Digital mockups
- Video prototypes
- Fancy & Slick: 2-5 days

Fidelity vs. Time
Video prototyping - advantages
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• Fast and cheap
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• Self-explanatory and portable communication tool
  – Creates common ground
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  – Much better than a long list of written specs
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• Ties interface design to tasks
  – Add what’s necessary, remove what is not
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• Can help scope a minimum viable product
• Changes what design teams argue about
What to include in the video?

• Setting
  – People involved?
  – Environment?
  – Task being accomplished?

• Sequence
  – What steps are involved?
  – What leads someone to use the app?
  – What task is being illustrated?

• Satisfaction
  – What's the motivation for the user?
  – What's the end result?
  – What need are you "satisfying"?

Remember from storyboarding?
What to include in the video?

• The whole task: motivation, steps, success
  – Tasks that your design enables/supports
Steps for making the video
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• Start with an outline (or better, a storyboard)
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• Decide on the shots you need
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• Start with an outline (or better, a storyboard)
• Decide on the shots you need
• Find actors and settings for your shots
Steps for making the video

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• Find actors and settings for your shots
• Shoot!
Steps for making the video

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• Shoot!
• Edit: cut, add overlays, narrate
Considerations
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• Audio vs. silent movie with title cards
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• Audio vs. silent movie with title cards
• Interface can be paper*, mockups*, real or invisible (just showing the task)
Advice
Advice

• Focus on the message; not the production value!
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• Focus on the message; not the production value!
• Edit as little as possible because that takes A LOT of time! Use “pause” to pre-edit.
Tips and tricks
Tips and tricks

• Add structure to better explain context
  – begin with a title
  – follow with an “establishing shot” (show context)
  – create series of closeup & mid-range shots, interspersed with title cards to tell the story
  – place a final card with credits at the end
Tips and tricks

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• “Time-lapse photography” lets images appear and disappear in response to interaction
  – e.g., illustrate pop-up menu by recording clip of pressing button, pause camera, add menu, restart camera
Examples

- Critique
- Identify tricks
Buddy Map
Centr
Consumester
Kaching
Reminders

• Presentations: Thu/Fri

• Upcoming assignments (will be posted this week):
  – Assignment 4: Communicating the design
  – Reading assignment 3

• Maya is away next week
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