



## Roles

Chris Chalmers: Usability Tester

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## Video Link

<http://youtu.be/jTl0fnYcG64>

## Video Prototype Report

In creating our video prototype we first discussed the various scenarios which could lend themselves to demonstrating our three tasks. The scenarios depicted in the final video are intended to be those that are relevant to the most potential users and the most compelling demonstrations of JuiceBox's ability to solve problems. The purchase assisting scenario, for example, demonstrates the barcode scanning feature instead of the product search feature because people still tend to do home improvement shopping at brick and mortar stores.

While we brainstormed about scenarios we also considered how to link them together into a single, coherent video. We chose to have a single user in the video to link the scenarios together, instead of using three different characters. It seemed like such a short video would benefit from a concise plot instead of jumping between three people.

One of the decisions we made early on was to feature juice boxes in every scene to play on the name of our app. From a marketing perspective having a visual reminder of the name of our app in the video encourages viewers to remember our product. The placement also adds light humor to the video.

A challenge we faced during filming, however, was balancing humor with professionalism. We started having a lot of fun putting juice boxes everywhere and had to tone

it down to avoid distracting from the actual application. Even after removing some of the juice boxes it's a little much. If we could go back and do the video again we would make the juice box placement sparser to make them a subtle reminder instead of a main focus.

Our original edit of the time passage montage is another example of too much cheese and not enough content. When we viewed that edit we loved the montage because we had so much fun filming it, but we realized that viewers would find it much too long and get bored. We shortened the montage considerably as a result, and in the final version it is an appropriate length.

The last significant challenge during filming was constructing scenes in such a way that single shots weren't so long as to get awkward but weren't so short as to distract viewers with too many perspective changes. The point is to advertise the app, not construct a piece of artwork, but too many long, static shots create an unprofessional-looking video and, by association, an unprofessional app. In the end we balanced scene lengths well with perspective shifts that keep the visuals interesting.