

# Plantr

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## ***How did you make it?***

We took three days to finish the video. At our Friday night meeting, we each brought a couple of videos that we liked and watched them, pointing out what we liked most about each. In terms of audio, we decided to have a voice-over. Having a voice-over meant we no longer had to worry about background noises and remembering lines. Music also seemed like a good choice, because it conveyed mood and made videos seem more professional and streamlined. We went over our three tasks, modifying them to make them more filmable. After figuring out what we wanted to depict, we walked through each sequence of shots, drawing storyboards. We decided to feature a split screen to showcase Plantr's user interface, mimicking the advertisement for Pocket that was shown in class. This meant that we could take a bit more time with our paper prototype, since we didn't need it for filming. We shot raw footage on Saturday, which took a few hours and many takes. Having the storyboards premade simplified the shooting process. After initial filming, we finished up editing on Saturday night. We also created rough versions of the user interface for each of the tasks, which were split-screened into the video.

## ***Any interesting new techniques you came up with?***

We ended up using text overlays instead of a voice-over. The idea of overlays came naturally from our original idea of showing split-screens in the video.

## ***What worked well?***

The background music of the video helps make Plantr seem playful and lighthearted. It works well with our app, since our goal was to focus on fun, humorous interaction. Having text overlays instead of narration was also a good choice. We bypassed struggling to get the right balance between music and narration, and did not have to record audio or come up with a script. Also, editing and changing the textual narration was significantly easier than re-recording someone's voice.

## ***What was difficult?***

Getting the right shots was difficult, since it required that the cameraperson focused and moved the camera smoothly while filming the correct areas of the room and that the actor acted out the scenario correctly.