Video Prototyping

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Hall of Fame or Shame?

• http://www.dol.wa.gov/

Hall of Fame

• Uses Gestalt principles
  – Similarity
  – Uniform Connectedness
  – present a strong aesthetic & indicate navigation
• UI is clean & uncluttered
• Multiple language options are clearly indicated

Outline

• Review MVC
• Types of Prototypes
• Video Brainstorming
• Video Prototyping
• Forms of Video Prototyping
• Steps to Create Video Prototypes
• Tips & Tricks
• Administrivia
  – Online usability testing assignment

Review of Model View Controller

• The three parts of MVC are
  – model, which is?
    • underlying information that application is manipulating
  – view, which is?
    • visual display of the model information
  – controller, which does?
    • handles interaction with the user & decides what to do
• Which two pieces are often combined?
  – view & controller – they always occur in pairs anyways
• MVC partitions an application so that it is
  – scalable – may have multiple views for a single model
  – maintainable – add or change views later
Types of Prototypes

- Prototypes are concrete representations of a design
- Prototype dimensions
  - representation: form of the prototype
  - off-line (pape) 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 pre-specified actions)
    - at extreme could be 1 path or possibly more open (e.g., Denim)
  - open prototype (like real system, 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 brainstorming of an animated character by Beaudouin-Lafon & Mackay.

Character follows user with its eyes.

Forms of Video Prototypes

- May build upon paper prototypes or use existing software & images of real settings
- Narration optional
  1) narrator explains events & others move images/illustrate interaction
  2) actors perform movements & viewer expected to understand w/o voice-over
- Usually fixed prototypes, but can also use in open prototypes
  - live video as a Wizard of Oz tool
  - if have good storyboards, should be able to create video prototype in 1 hour

Wizard of Oz Video Prototype

Steps to Create a Video Prototype

1) Review field data about users & work practices
2) Review ideas from video brainstorm
3) Create use scenario in words
4) Develop storyboard of each action/event w/ annotations explaining what is happening in scene. Put each element on a card.
Steps to Create a Video Prototype

1) Review field data about users & work practices
2) Review ideas from video brainstorm
3) Create use scenario in words
4) Develop storyboard of each action/event w/ annotations explaining what is happening in scene. Put each element on a card.
5) Shoot a video clip for each storyboard card
   - Avoid editing in the camera – just shoot in storyboard order
6) Use title cards to separate clips (like a silent movie)
   - If you make an error, rewind to last title card & reshoot

Video Prototyping Tutorial

Tips & Tricks

- Add structure to better explain context
  - begin with a title
  - follow with an “establishing shot”
    - shows user in context defined by the scenario
  - create series of closeup & mid-range shots, interspersed with title cards to tell the story
  - place a final card with credits at the end
- Use colored paper for title cards to make easy to find when editing/searching video
- “Time-lapse photography” lets images appear & disappear based on user interaction
  - e.g., illustrate pop-up menu by recording clip of user pressing button, pause camera, add menu, restart camera
- Be careful about taking video out of the original design setting for ethical reasons (context matters)

High Quality (& Budget) Video Prototypes

Administrivia

- Online usability testing assignment due Friday
  - create an online survey at surveymonkey.com
  - include demographic questions
  - 3 main tasks – pointing to URL of your DENIM prototype
    - tasks may need to be more “leading” to work
  - follow-up questions after each task (including one to infer whether they did it properly, maybe URL of last page?)
  - debrief questions at end of entire test
  - recruit 5 participants & have them do this in their own environments
- 1 member of your team will make an in-class presentation on your results
- For video prototyping, read
  - Ch. 2: Prototyping Tools & Techniques, in X by Beaudouin-Lafon & Mackay, pp. 10-11, 19-22
Next Time

• Presentations