VIDEOPROTOTYPING
Representing complex relationships, new behaviours and attitudes are an integral part of interaction design. These can be represented through many means including sketching and making physical prototypes. However, capturing a journey over time requires a linear medium like video.
Why Prototype?

Prototypes help to validate the value of new ideas and test initial assumptions. Prototypes can also help to convince others and yourself.

Benefits:

Low resource and time investment
Faster feedback and a participatory approach
Early Validation in the development life-cycle
Prototyping as proof of concept

Prototypes help convincing others and yourself. It establishes a degree of feasibility and resolves design details which helps other make an accurate judgment.
Prototyping as a communication tool

Prototypes give ground to discussions and focus to resolving solutions. The right level of fidelity and resolution, evokes the right type of communication.
Prototyping as a design process

Prototypes help validate assumptions at various levels. It is a valuable process tool, when used in appropriate levels can inform decisions and aid creativity. Having a lucid and flexible approach to prototypes makes it a integral part of concept making.
For the Designer: Exploration  
Visualization  
Feasibly  
Inspiration  
Collaboration

For the End User: Effectiveness / Usefulness  
A change of viewpoint  
Usability  
Desirability
Fidelity v. Resolution

low resolution
low fidelity

low resolution
high fidelity

high resolution
high fidelity
Low Fidelity

- Open Discussion
- Prompting Required
- Quick and Dirty
- Early Validation

High Fidelity

- Sharp Opinions
- Self Explanatory
- Deliberate and Refined
- Concrete Ideas
Low Resolution

Less Details
Focus on core interactions
Quick and Dirty
Early Validation

High Resolution

More Details
Focus on the whole
Deliberate and Refined
Concrete Ideas
Scenarios as Prototypes

Creating scenarios as a video is an interesting way to prototype intangible experiences or services. It works as both a process tool and a communication medium.
Scenarios as a planning tool
Example: Videoprototype for INTEL 2008
video or parcour
Choosing the right camera

Image Source: CIID
There three different camera types and it’s important to know what each has to offer.

A “one chip” camera which sends all of the colour data through one CCD (charged coupled device).

A “3 CCD” camera which uses a separate chip for red, blue, and green, giving a more “true to life” look to the video.

HD (high definition) camera’s have a much higher video quality than both one chip and three chip SD (standard definition camera’s)
CCD chip in a camera

Image Source: Wikimedia Creative Commons
Plan

What’s the video about (in one sentence)?
Who’s the audience? (YouTube vs. Client)
What are we going to see? (Scenario)
What about audio? (Audio can make or break it)
Quick and Efficient Tools:

Movie Maker vs. iMovie
MAC vs. PC

The choice between Apple’s iMovie and PC’s Movie Maker can be a tough decision. iMovie is a much more powerful program than Movie Maker, but if you decide on iMovie you are forced to buy an Apple computer. Whereas Movie Maker isn’t limited to one computer which for most people is much better because they are used to the format of the PC. Overall iMovie is a much better beginner editing suite as it has way more effects than Movie Maker.
Editing Basics: Montage vs. Continuity
Example: Continuity
Nike Commercial
Continuity:
-a logical coherence between shots
-the viewer shouldn’t “feel” the cut
-the focus is on the story
Example: Montage

Alfred Hitchcock
Montage:
- new assembly of material to create new meanings
- artistic approach
- the viewer “feels” the effect
Combining Images and Sound
through Editing
Example: Amateur - Lasse Gjertsen

High Resolution, Low Fidelity Video Sketch
Example: Star Guitar - Michel Gondry
High Resolution, High Fidelity Video
material was produced and edited to match the audio layout of the complete “sound scape” objects (oranges) were used to represent “events”
Editing Rules:

Cut on the beat to match the audio.

Be ruthless about the cut’s: judge shots critical to filter out the unimportant material

Rule of thumb: one minute action can be described in max 10 sec
Example: Eldia - Eldercare GUI Project
High Resolution, High Fidelity Video Prototype
Rapid Video Prototyping: Enacting
Quick Kiosk Mock-up

You can mockup real size products and environments which capture a degree of realism and while keeping it open for interpretation or further development.
You can mockup experiences over time also by emulating various processes and touch points by setting a stage and enacting the roles and actions.
ROTTERDAM HOSPITAL: CARDBOARD MOCKUP OF NEW CONCEPTS
References:

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"Just Enough Prototyping"

Understand your audience and choose the right level of resolution and fidelity.

Judge the time and resources available.

Go for the easiest and simplest track, don’t overdo you prototype for a given context.