VIDEO PROTOTYPEING
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
"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 your prototype for a given context.
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
Concept Development
applied
Storyboard and Keyframes
Example: „Ensemble Computing“
Client: INTEL
Deliverable: 4 High Fidelity Video Scenarios
First Step
Scenario generation
Storyboard
Storyboard

Hard drive (i-pod) -> recording live -> video feed

master

i-pod

Storyboard
Second Step
Storyboard presentation
Mid-Presentation
Third Step
Shooting the Keyframes
Video Shooting
Keyframe
Video Shooting
Fourth Step
Editing
Editing
WiFi video camera

Wireless hard drive

Bluetooth GPS system
Video Prototype
The Smoke & Mirror Approach
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.
Inspiration from camera shots and film making

**Extreme long shot (wide shot)**
A view showing details of the setting, location, etc.

**Long shot**
Showing the full height of a person.

**Medium shot**
Shows a person’s head and shoulders.

**Over-the-shoulder shot**
Looking over the shoulder of a person.

**Point of view shot (POV)**
Seeing everything that a person sees themselves.

**Close-up**
Such as showing details of a user interface a device the person is holding.
Choosing the right camera
Choosing The Right Camera

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)
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
Example: Star Guitar
Michel Gondry
material was produced and edited to match the audio layout of the compete “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
From the Task Analysis to Video Shoot:
Making Tea!
<table>
<thead>
<tr>
<th>Number</th>
<th>Cut</th>
<th>Type</th>
<th>Visual Content</th>
<th>Sound</th>
<th>Colour</th>
<th>Time</th>
<th>Actors</th>
<th>Drawn by</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td>TITLE SEQUENCE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Olivia</td>
</tr>
<tr>
<td>2</td>
<td>ELS</td>
<td></td>
<td>DAY: Car enters Rainthorpe, shot from horses field.</td>
<td>Actor on phone Sound of car driving along gravel down the drive. (Music)</td>
<td></td>
<td>8 seconds</td>
<td>Charlotte</td>
<td>Olivia</td>
</tr>
<tr>
<td>3</td>
<td>CU</td>
<td></td>
<td>Hand taking Bag from car, meanwhile still on the phone</td>
<td>Girl on phone (Music)</td>
<td></td>
<td>1 second</td>
<td>Charlotte</td>
<td>Olivia</td>
</tr>
<tr>
<td>4</td>
<td>CU</td>
<td></td>
<td>Car boot slams</td>
<td>Girl on phone (music)</td>
<td></td>
<td>1 second</td>
<td>Charlotte</td>
<td>Olivia</td>
</tr>
<tr>
<td>5</td>
<td>ECU</td>
<td></td>
<td>Front door handle opens door</td>
<td>The clanking of the door handle opening, and girl on phone</td>
<td></td>
<td>1 second</td>
<td>Charlotte</td>
<td>Olivia</td>
</tr>
<tr>
<td>6</td>
<td>LS</td>
<td></td>
<td>Door opens - actor enters - shot from inside</td>
<td></td>
<td></td>
<td>2 seconds</td>
<td>Charlotte</td>
<td>Olivia</td>
</tr>
<tr>
<td>7</td>
<td>CU</td>
<td></td>
<td>Actor on phone, jammed into shoulder</td>
<td>“see u soon” (phone conversation)</td>
<td></td>
<td>2 seconds</td>
<td>Charlotte</td>
<td>Olivia</td>
</tr>
</tbody>
</table>
Video-format and Duration

The video you submit should have the following format:
- MPEG-4, max 3min.
- resolution 640 x 480, codec: AAC, H.264
- be sure that the video is self-explanatory
- explain necessary background information in the beginning of the video
- consider that font sizes should be big enough and readable when your video is being presented
Free Music:

or
Album “Royalty Free” on iTunes
Next Steps
Now

- Quick mockup storyboard (6 Key Frames)
- Consider angles and shots
- Film the keyframes with available means
- Edit and combine it with sound/voiceover
- Presentation on Friday 09:15 (s.t.)
Final Presentation

- 5 Minutes + 5 Q&A
- Elevator Pitch (Abstract)
- User + Problems
- Concept Video (self explanatory/ Uploaded via YouTube or Vimeo)
- Next Steps & Expansions
Next Steps Till Thursday

- individual group-work: Videoprototyping
- materials you need: laptop & camera (video & photo)
- feedback and reviews on demand

Gather back here: 15:00 (s.t.)
Next Steps Thursday

- Morning: Prepare Presentation
- Morning & Afternoon: Individual Feedback
- Video 26/03/2015 16:00 s.t.
- Clean up rooms & bring back materials!
What do Prototypes Prototype? Stephanie Houde and Charles Hill, Apple Computer, Inc. Cupertino, CA, USA


Jonas Löwgren, Animated use sketches as design representations, interactions, v.11 n.6, November + December 2004

Raghu Kolli, Using video scenarios to present consumer product interfaces, INTERACT ’93 and CHI ’93 conference companion on Human factors in computing systems, p.61-62, April 24-29, 1993, Amsterdam, The Netherlands