Videoprototyping

Alexander Wiethoff
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 you prototype for a given context.
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
Video Prototyping
applied
Storyboard and Keyframes
Example: „Ensemble Computing“
Client: INTEL
Deliverable: 4 High Fidelity Video Scenarios
First Step
Scenario generation
Brainstorming
Second Step
Storyboard presentation
Third Step
Shooting the Keyframes
Keyframe
Fourth Step

Editing
Fifth Step
Presentation
WiFi video camera

Wireless hard drive

Bluetooth GPS system
Video Prototype
Video Prototype
(2nd Example)
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)
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
NIKE COMMERCIAL - TAKE IT TO THE NEXT LEVEL

Video Source: YouTube
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!
Goal: Make cup of tea

Sub-Goals:
- Heat water
- Infuse tea
- Add milk/sugar/lemon

Unit Tasks:
- Fill kettle
- Boil kettle
- Place tea bag in cup
- Add hot water
- Add milk
- Add sugar
- Add lemon

Artifacts:
- water, kettle
- tea bag, cup, hot water
- milk, sugar, lemon, spoon
Goal: Make cup of tea

Sub-Goals:
- Heat water
- Infuse tea
- Add milk/sugar/lemon

Unit Tasks:
- Fill kettle
- Boil kettle
- Place tea bag in cup
- Add hot water
- Add milk
- Add sugar
- Add lemon

Artifacts:
- Water, kettle
- Tea bag, cup, hot water
- Milk, sugar, lemon, spoon
<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></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 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
Next Steps:

1.) Refine Storyboard + Create Shot List (Filming)
2.) Plan Filming (Location, Permissions, Actors, Artefacts etc.)

Gather back here: Wed 10am (s.t.)
Second Blog Post

- concept storyboard
- categories: WS15/16; Concept, Team X
- deadline: 08/03 11:59 p.m.