Video-Prototyping

Alexander Wiethoff
LMU - 2019
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.
"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
Getting Started
Things you´ll need:

• 6 Key-frame Storyboard
• Shotlist
• Camera
• Props and Artefacts
Filming Props:
Play a central role in the video-prototype and help to communicate a complex technology relationship.
Practical Example
Streetview Game:

• Client: GEWOFAG
• Low-Fidelity Prototype
• approx. 1h hour filming 3h editing
• (Partly) **Self Explanatory**
• Goal: Documentation of a Mock-up
StreetView Game
StreetView Game
Practical Example
Tray:

- Deliverable: Course UX3
- High-Fidelity Prototype
- Self Explanatory
- Goal: Presentation of a Digital Service
From the Task Analysis to Video Shoot:
**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
  - Fill kettle
  - Boil kettle
- Infuse tea
  - Place tea bag in cup
  - Add hot water
- Add milk/sugar/lemon
  - Add milk
  - Add sugar
  - Add lemon

Artifacts:
- water, kettle
- tea bag, cup, hot water
- milk, sugar, lemon, spoon
General Editing Rules:

• (If sound overlay is used) 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.
The video should have the following format:
- MPEG-4, max 2-3 min.
- be sure that the video is self-explanatory
- explain necessary background information (if required)
- consider that font sizes should be big enough and readable (time) when your video is being presented
Now

- Create a shot list
- Consider screens and artefacts you will need (Props)
- Film Key-und Sub-Frames
- Distribute tasks among the team
- Gather back here **Wednesday 2 p.m.**

**Questions via e-mail** beat.rossmy@ifi.lmu.de
alexander.wiethoff@ifi.lmu.de
or at Frauenlobstr. 7a
References

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