Video-Prototyping UX3
Summer Term 2021
Concept generation

Iterative:
- General overall concepts
- Iteration 1 exploratory
- Iteration 2 clarification
- Iteration 3 resolution

Granularity:
- General overall concepts
- Coarse significant alternatives
- Medium intermediate development
- Fine detailed refinement

Initial number of concepts
New ones added
Further addition
Further reduction
Convergence
Generation
Concept selected
Representing complex relationships, new behaviours and attitudes are an integral part of UX 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 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
Getting Started

Things you’ll need:

- 6 Key-frame Storyboard
- Shotlist
- Camera
- Props and/or Low/High-Fidelity Artefacts
6-Keyframe Storyboard:
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.
Camera:

For most prototypes a smartphone will do the job brilliantly.
### Shotlist:
Gives guidance and structure

<table>
<thead>
<tr>
<th>SHOT #</th>
<th>LOCATION</th>
<th>SHOT TYPE</th>
<th>CAMERA ANGLE</th>
<th>CAMERA MOVEMENT</th>
<th>SHOT DESCRIPTION (subject, action, lighting, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Ext.</td>
<td>EST-MS</td>
<td>LA</td>
<td>Tilt</td>
<td>Photo Changing hands; Dark, Tilt to move up/down</td>
</tr>
<tr>
<td>#2</td>
<td>Ext.</td>
<td>MCU</td>
<td>LA</td>
<td>Steadicam</td>
<td>Lower Body, Dark, Replacing something in pocket</td>
</tr>
<tr>
<td>#3</td>
<td>Ext.</td>
<td>CU</td>
<td>EL</td>
<td>Steadicam</td>
<td>Face Shown, Half of face it.</td>
</tr>
<tr>
<td>#4</td>
<td>Ext.</td>
<td>XCU</td>
<td>TH</td>
<td>Rack Focus</td>
<td>Blood on floor, flowing in reverse</td>
</tr>
<tr>
<td>#5</td>
<td>Ext.</td>
<td>XCU</td>
<td>HA</td>
<td>Rack Focus</td>
<td>Bullet on floor</td>
</tr>
<tr>
<td>#6</td>
<td>Ext.</td>
<td>XCU</td>
<td>LA</td>
<td>Rack Focus</td>
<td>Glasses on floor, Dimly lit</td>
</tr>
<tr>
<td>#7</td>
<td>Ext.</td>
<td>MS</td>
<td>POV-Leonard</td>
<td>Rack Focus</td>
<td>Man on floor, Blood Surrounding him</td>
</tr>
<tr>
<td>#8</td>
<td>Ext.</td>
<td>MLS</td>
<td>LA</td>
<td>Tilt</td>
<td>Leonard Retrieving gun backwards, Kneeling down</td>
</tr>
<tr>
<td>#9</td>
<td>Ext.</td>
<td>XCU</td>
<td>HA</td>
<td>Rack Focus</td>
<td>Bullet Flowing Backwards, Dark shadows from under</td>
</tr>
<tr>
<td>#10</td>
<td>Ext.</td>
<td>XCU</td>
<td>LA</td>
<td>Rack Focus</td>
<td>Glasses flowing in reverse, Dark shadows to the left</td>
</tr>
<tr>
<td>#11</td>
<td>Ext.</td>
<td>MS</td>
<td>POV-Leonard</td>
<td>Dolly</td>
<td>Man’s body falling in reverse, Mixed Light, Shadows</td>
</tr>
<tr>
<td>#12</td>
<td>Ext.</td>
<td>XCU</td>
<td>TH</td>
<td>Dolly-in</td>
<td>Close up of Bullet being ejected from gun in reverse, gun in shadow</td>
</tr>
<tr>
<td>#13</td>
<td>Ext.</td>
<td>MCU</td>
<td>LA</td>
<td>Dolly-Out</td>
<td>Leonard shooting gun, half shaded, light through window</td>
</tr>
<tr>
<td>#14</td>
<td>Ext.</td>
<td>CU</td>
<td>OTS-2S</td>
<td>Rack Focus</td>
<td>Leonard face in shadow, light straining on floor</td>
</tr>
</tbody>
</table>
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
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
Video-format and Duration

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
Decide on one concept

- combine your favourite ideas
- kick out least favourite ones
- merge into one final storyboard
- take inspirations from film-making
- be cautious with inspirations from previous years
Now

- Create a shot list
- Consider screens and artefacts you will need (Props)
- Film Key-und Sub-Frames
- Distribute tasks among the team
- Group-Review will be on Thursday (optional, on demand)
Second Blog Post

- Storyboard & about 150 words abstract
- categories: SS2021; Concept, Team X
- deadline: 29/09 11:59 a.m.
Final Presentation
01st of October 9 a.m.

For this meeting please prepare (5-7min per team):
- a short introduction to YOUR interviewed user group (maybe with an image form the research) and read out the most prominent insight(s)
- show the video prototype
- reflect on values and potential in the conclusion of your presentation (i.e. after the video-prototype)
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